

Nature of the Sample - Ohio

		Ohio Adults	Ohio Registered Voters	Ohio Likely Voters
		Col %	Col %	Col %
Ohio Adults		100%		
Ohio Registered Voters		91%	100%	
Ohio Likely Voters		70%	78%	100%
Already Voted		14%	14%	18%
Not Yet Voted		86%	86%	82%
Party Identification	Democrat	n/a	39%	40%
	Republican	n/a	29%	29%
	Independent	n/a	32%	29%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	29%	32%
	Not strong Democrats	n/a	9%	9%
	Democratic leaning independents	n/a	9%	8%
	Just Independents	n/a	9%	8%
	Republican leaning independents	n/a	13%	13%
	Not strong Republicans	n/a	9%	8%
	Strong Republicans	n/a	20%	21%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	5%	5%
	Liberal	n/a	17%	17%
	Moderate	n/a	33%	32%
	Conservative	n/a	33%	34%
	Very conservative	n/a	12%	12%
Past Participation**	Yes	n/a	90%	93%
	No	n/a	10%	7%
Tea Party Supporters		n/a	26%	27%
Gender	Men	48%	47%	47%
	Women	52%	53%	53%
Age	Under 45	41%	39%	36%
	45 or older	59%	61%	64%
Age	18 to 29	18%	16%	13%
	30 to 44	22%	23%	23%
	45 to 59	29%	29%	29%
	60 or older	31%	32%	35%
Race	White	84%	84%	83%
	African American	11%	12%	12%
	Latino	2%	2%	2%
	Other	3%	2%	3%
Region	Cleveland Area	18%	19%	22%
	East	22%	22%	21%
	Northwest/Toledo	16%	16%	16%
	Columbus Area	16%	16%	15%
	South/Cincinnati	28%	27%	27%
Household Income	Less than \$75,000	72%	71%	70%
	\$75,000 or more	28%	29%	30%
Education	Not college graduate	65%	63%	61%
	College graduate	35%	37%	39%
Marital Status	Married	50%	52%	54%
	Not married	50%	48%	46%
U.S. Military Veteran	Yes	12%	12%	13%
	No	88%	88%	87%
Interview Type	Landline	70%	72%	74%
	Cell Phone	30%	28%	26%

NBC News/WSJ/Marist Poll Ohio Adults. Interviews conducted October 7th through 9th, 2012, N=1410 MOE +/- 2.6 percentage points. Ohio Registered Voters: N=1280 MOE +/- 2.7 percentage points. Ohio Likely Voters: N=994 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.