

Nature of the Sample - Ohio

		Ohio Adults	Ohio Registered Voters	Ohio Likely Voters
		Col %	Col %	Col %
Ohio Adults		100%		
Ohio Registered Voters		92%	100%	
Ohio Likely Voters		71%	77%	100%
When Casting Ballot	Voted/Plan to vote early	n/a	35%	37%
	Voting on Election Day	n/a	59%	58%
	Have not decided	n/a	6%	5%
Party Identification	Democrat	n/a	37%	38%
	Republican	n/a	28%	29%
	Independent	n/a	33%	32%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	29%	30%
	Not strong Democrats	n/a	8%	8%
	Democratic leaning independents	n/a	10%	10%
	Just Independents	n/a	11%	10%
	Republican leaning independents	n/a	12%	12%
	Not strong Republicans	n/a	7%	7%
	Strong Republicans	n/a	21%	22%
	Other	n/a	1%	1%
	Political Ideology	Very liberal	n/a	6%
Liberal		n/a	17%	18%
Moderate		n/a	32%	32%
Conservative		n/a	34%	34%
Very conservative		n/a	11%	11%
Past Participation**	Yes	n/a	90%	93%
	No	n/a	10%	7%
Tea Party Supporters		n/a	28%	29%
Gender	Men	48%	48%	47%
	Women	52%	52%	53%
Age	Under 45	37%	35%	33%
	45 or older	63%	65%	67%
Age	18 to 29	14%	13%	11%
	30 to 44	23%	22%	22%
	45 to 59	29%	29%	31%
	60 or older	34%	35%	37%
Race	White	84%	84%	84%
	African American	11%	11%	12%
	Latino	2%	2%	2%
	Other	3%	3%	3%
Region	Cleveland Area	18%	18%	22%
	East	22%	21%	21%
	Northwest/Toledo	16%	16%	16%
	Columbus Area	16%	16%	15%
	South/Cincinnati	28%	28%	27%
Household Income	Less than \$75,000	73%	72%	71%
	\$75,000 or more	27%	28%	29%
Education	Not college graduate	67%	66%	64%
	College graduate	33%	34%	36%
Marital Status	Married	55%	56%	58%
	Not married	45%	44%	42%
U.S. Military Veteran	Yes	13%	14%	14%
	No	87%	86%	86%
Interview Type	Landline	72%	73%	75%
	Cell Phone	28%	27%	25%

NBC News/WSJ/Marist Poll Ohio Adults. Interviews conducted October 31st and November 1st, 2012, N=1362 MOE +/- 2.7 percentage points. Ohio Registered Voters: N=1253 MOE +/- 2.8 percentage points. Ohio Likely Voters: N=971 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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