

**NBC News/WSJ/Marist Poll  
Wisconsin October 31, 2012 Presidential Election  
Questionnaire**

**Screener**

<Marist Poll Introduction> Are you 18 years of age or older?

Do you consider your permanent home address to be in Wisconsin?

**HH SELECTION – LANDLINE FRAME ONLY**

**GENDER GUESS**

October 31, 2012: Residents: n=1440, MOE +/- 2.6%; Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Residents: n=1475, MOE +/- 2.6%; Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Residents: n=1406, MOE +/-2.6%; Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

Have I reached you on your cell phone or on your regular home phone?

	LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Cell		25	23	24
Regular home phone		75	77	76
Total		100	100	100
	REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Cell		27	25	25
Regular home phone		73	75	75
Total		100	100	100
	RESIDENTS	October 31, 2012	October 18, 2012	September 2012
Cell		29	27	27
Regular home phone		71	73	73
Total		100	100	100

October 31, 2012: Residents: n=1440, MOE +/- 2.6%

October 18, 2012: Residents: n=1475, MOE +/- 2.6%

September 2012: Residents: n=1406, MOE +/-2.6%

Are you registered to vote at your current address in Wisconsin?

	RESIDENTS	October 31, 2012	October 18, 2012	September 2012
Yes		92	89	92
No		7	10	8
Total		100	100	100
Registered voters		October 31, 2012	October 18, 2012	September 2012
		92	89	92

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**If November's presidential election were held today, whom would you support if the candidates are:**

LIKELY VOTERS - Including leaners*	October 31, 2012 (including absentee)	October 18, 2012 (including absentee)	September 2012
Barack Obama and Joe Biden, the Democrats	49	51	50
Mitt Romney and Paul Ryan, the Republicans	46	45	45
Other	2	1	1
Undecided	3	3	4
Total	100	100	100
REGISTERED VOTERS - Including leaners*	October 31, 2012 (including absentee)	October 18, 2012 (including absentee)	September 2012
Barack Obama and Joe Biden, the Democrats	49	50	51
Mitt Romney and Paul Ryan, the Republicans	45	44	43
Other	2	2	1
Undecided	4	4	5
Total	100	100	100

\* Leaners are defined as voters who are undecided yet leaning toward a candidate

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Would you say you strongly support <candidates> somewhat support <candidates>, or do you think you might vote differently on Election Day?**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Strongly support	89	90	86
Somewhat support	9	8	11
Might vote differently	1	1	2
Unsure	0	0	0
Total	100	100	100
REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Strongly support	88	88	84
Somewhat support	11	10	13
Might vote differently	1	2	2
Unsure	0	1	1
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**In the upcoming election for president, have you already voted early or by absentee, or have you not voted early or by absentee? (If not early voter: Thinking about November's presidential election, do you plan to vote early**

REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Vote early or by absentee	25	13	12
Vote on Election Day	65	75	72
Have not decided	10	11	16
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Have you ever voted before in a presidential election?**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Yes	94	96	96
No	6	4	4
Total	100	100	100

  

REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Yes	91	94	94
No	9	6	6
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Do you approve or disapprove of the job Barack Obama is doing as president?**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Approve	49	49	48
Disapprove	45	46	46
Unsure	5	5	6
Total	100	100	100
REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Approve	49	49	48
Disapprove	44	45	44
Unsure	6	5	7
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**If November's election for U.S. Senate in Wisconsin were held today, whom would you support if the candidates are:**

LIKELY VOTERS - Including leaners*	October 31, 2012 (including absentee)	October 18, 2012 (including absentee)	September 2012
Tammy Baldwin, the Democrat	48	49	48
Tommy Thompson, the Republican	47	45	46
Undecided	1	5	5
Other	4	1	
Total	100	100	100
REGISTERED VOTERS - Including leaners*	October 31, 2012 (including absentee)	October 18, 2012 (including absentee)	September 2012
Tammy Baldwin, the Democrat	48	48	49
Tommy Thompson, the Republican	46	45	44
Undecided	1	5	7
Other	5	1	
Total	100	100	100

\* Leaners are defined as voters who are undecided yet leaning toward a candidate

October 31, 2012: Residents: n=1440, MOE +/- 2.6%; Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%  
 October 18, 2012: Residents: n=1475, MOE +/- 2.6%; Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%  
 September 2012: Residents: n=1406, MOE +/-2.6%; Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?**

	October 31, 2012	October 18, 2012	September 2012
<b>LIKELY VOTERS</b>			
Headed in the right direction	46	45	39
Off on the wrong track	48	51	54
Unsure	6	4	7
Total	100	100	100
<b>REGISTERED VOTERS</b>			
Headed in the right direction	45	44	38
Off on the wrong track	48	52	54
Unsure	7	4	7
Total	100	100	100
<b>RESIDENTS</b>			
Headed in the right direction	45	43	38
Off on the wrong track	47	51	54
Unsure	8	5	8
Total	100	100	100

October 31, 2012: Residents: n=1440, MOE +/- 2.6%; Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%  
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**In which year were you born (recoded into age of respondent)?**

	October 31, 2012	October 18, 2012	September 2012
<b>LIKELY VOTERS</b>			
18 to 29	12	9	10
30 to 44	23	24	23
45 to 59	32	30	30
60 or older	33	37	37
Total	100	100	100
<b>REGISTERED VOTERS</b>			
18 to 29	14	11	12
30 to 44	24	25	23
45 to 59	31	30	29
60 or older	31	35	35
Total	100	100	100
<b>RESIDENTS</b>			
18 to 29	17	14	13
30 to 44	24	24	24
45 to 59	29	29	29
60 or older	29	33	34
Total	100	100	100

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**Are you white, black or African-American, Latino or Hispanic, Asian, or Native American? (If not Latino: Are you Hispanic or Latino background, such as Mexican, Dominican, Puerto Rican, Cuban, or some other Spanish background?)**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
White	88	89	89
African American or Black	4	5	5
Latino or Hispanic	4	3	4
Other	4	3	2
Total	100	100	100
REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
White	88	89	88
African American or Black	4	5	5
Latino or Hispanic	4	4	5
Other	4	3	2
Total	100	100	100
RESIDENTS	October 31, 2012	October 18, 2012	September 2012
White	87	87	87
African American or Black	5	5	5
Latino or Hispanic	4	4	5
Other	4	4	3
Total	100	100	100

October 31, 2012: Residents: n=1440, MOE +/- 2.6%; Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%  
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**Which of the following includes your combined family income before taxes:**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Less than \$15,000 a year	13	9	10
\$15,000 to just under \$25,000	10	9	12
\$25,000 to just under \$50,000	26	29	25
\$50,000 to just under \$75,000	20	21	22
\$75,000 to just under \$100,000	13	14	14
\$100,000 or more	18	18	17
Total	100	100	100
REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Less than \$15,000 a year	12	10	11
\$15,000 to just under \$25,000	11	9	12
\$25,000 to just under \$50,000	27	29	25
\$50,000 to just under \$75,000	20	21	22
\$75,000 to just under \$100,000	13	13	14
\$100,000 or more	17	18	16
Total	100	100	100
RESIDENTS	October 31, 2012	October 18, 2012	September 2012
Less than \$15,000 a year	13	12	12
\$15,000 to just under \$25,000	13	10	13
\$25,000 to just under \$50,000	25	29	26
\$50,000 to just under \$75,000	20	20	20
\$75,000 to just under \$100,000	13	13	13
\$100,000 or more	16	16	16
Total	100	100	100

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September 2012: Residents: n=1406, MOE +/- 2.6%; Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Which county in Wisconsin do you live in (recoded into region of the state)?**

LIKELY VOTERS			
	October 31, 2012	October 18, 2012	September 2012
Milwaukee County	16	16	16
Southeast	27	27	27
Southwest	17	17	17
Northeast	17	17	17
Northwest	23	23	23
Total	100	100	100
REGISTERED VOTERS			
	October 31, 2012	October 18, 2012	September 2012
Milwaukee County	16	16	16
Southeast	26	28	26
Southwest	17	17	17
Northeast	17	16	17
Northwest	24	23	24
Total	100	100	100
RESIDENTS			
	October 31, 2012	October 18, 2012	September 2012
Milwaukee County	16	16	16
Southeast	26	26	26
Southwest	17	17	17
Northeast	17	17	17
Northwest	24	24	24
Total	100	100	100

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October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Do you consider yourself a: (party identification)**

LIKELY VOTERS			
	October 31, 2012	October 18, 2012	September 2012
Democrat	34	33	33
Republican	29	28	28
Independent	35	38	38
Other	2	1	1
Total	100	100	100
REGISTERED VOTERS			
	October 31, 2012	October 18, 2012	September 2012
Democrat	34	32	33
Republican	28	27	26
Independent	36	40	40
Other	2	1	1
Total	100	100	100



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September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Do you consider yourself a: (party identification)**

	October 31, 2012	October 18, 2012	September 2012
<b>LIKELY VOTERS</b>			
Strong Democrat	28	26	27
Not strong Democrat	6	7	6
Democrat leaning Independent	12	14	13
Just Independent	10	10	12
Republican leaning Independent	12	14	14
Not strong Republican	5	5	5
Strong Republican	24	23	23
Other	2	1	1
Total	100	100	100
<b>REGISTERED VOTERS</b>			
Strong Democrat	27	25	27
Not strong Democrat	7	7	7
Democrat leaning Independent	12	15	14
Just Independent	12	11	12
Republican leaning Independent	12	14	14
Not strong Republican	5	5	5
Strong Republican	23	22	21
Other	2	1	1
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

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September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Do you consider yourself to be a supporter of the Tea Party Movement?**

	October 31, 2012	October 18, 2012	September 2012
<b>LIKELY VOTERS</b>			
Tea Party Supporters	25	25	26
No	64	67	65
Unsure	11	8	10
Total	100	100	100
<b>REGISTERED VOTERS</b>			
Tea Party Supporters	24	24	25
No	64	67	65
Unsure	11	9	11
Total	100	100	100

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September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Overall, do you have a favorable or an unfavorable impression of Barack Obama?**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Favorable	53	53	51
Unfavorable	44	44	44
Unsure/Never heard	4	3	4
Total	100	100	100

  

REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Favorable	53	52	52
Unfavorable	43	43	43
Unsure/Never heard	4	4	6
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%

September 2012: Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Overall, do you have a favorable or an unfavorable impression of Mitt Romney?**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Favorable	47	47	43
Unfavorable	47	47	46
Unsure/Never heard	7	6	10
Total	100	100	100

  

REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Favorable	45	46	41
Unfavorable	47	47	47
Unsure/Never heard	8	7	12
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

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**Thinking about November's presidential election, overall, would you say you are very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not enthusiastic at all about voting?**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Very enthusiastic	66	62	58
Somewhat enthusiastic	25	29	31
Not too enthusiastic	6	7	8
Not enthusiastic at all	3	3	3
Total	100	100	100
REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Very enthusiastic	62	57	53
Somewhat enthusiastic	27	29	32
Not too enthusiastic	7	9	10
Not enthusiastic at all	4	5	5
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

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**Which candidate will do a better job handling the economy:**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Barack Obama	47	48	45
Mitt Romney	47	47	46
Unsure	6	5	9
Total	100	100	100
REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Barack Obama	47	47	45
Mitt Romney	46	46	44
Unsure	6	7	11
Total	100	100	100

October 31, 2012: Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%

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**Which candidate will do a better job handling foreign policy:**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Barack Obama	52	52	51
Mitt Romney	41	42	40
Undecided	7	6	9
Total	100	100	100

  

REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Barack Obama	52	51	51
Mitt Romney	40	42	39
Undecided	8	7	11
Total	100	100	100

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**On another topic, politically speaking, do you consider yourself to be very liberal, liberal, moderate, conservative, or very conservative?**

LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Very liberal	7	5	7
Liberal	16	17	18
Moderate	33	34	32
Conservative	32	31	31
Very conservative	12	12	12
Total	100	100	100

  

REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Very liberal	6	5	7
Liberal	16	18	18
Moderate	34	35	33
Conservative	32	31	31
Very conservative	12	12	12
Total	100	100	100

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**Are you Protestant, Catholic, Jewish, or Muslim?**

	October 31, 2012	October 18, 2012	September 2012
<b>LIKELY VOTERS</b>			
Protestant	49	47	46
Catholic	34	36	36
Jewish	1	1	1
Other	5	8	7
No Religion	11	9	9
Total	100	100	100
<b>REGISTERED VOTERS</b>			
	October 31, 2012	October 18, 2012	September 2012
Protestant	48	45	46
Catholic	34	37	36
Jewish	1	1	1
Other	5	7	8
No Religion	11	9	9
Total	100	100	100
<b>RESIDENTS</b>			
	October 31, 2012	October 18, 2012	September 2012
Protestant	49	45	45
Catholic	33	36	36
Jewish	1	1	1
Other	6	7	8
No Religion	12	11	10
Total	100	100	100

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**Are you currently married, living with a partner, separated, divorced, widowed, or single, that is never married (recoded)?**

	October 31, 2012	October 18, 2012	September 2012
<b>LIKELY VOTERS</b>			
Married	63	61	58
Not married	37	39	42
Total	100	100	100
<b>REGISTERED VOTERS</b>			
Married	61	59	56
Not married	39	41	44
Total	100	100	100
<b>RESIDENTS</b>			
Married	59	56	54
Not married	41	44	46
Total	100	100	100

October 31, 2012: Residents: n=1440, MOE +/- 2.6%; Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%  
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**What is the highest level of school you completed or the highest degree you received (recoded)?**

	October 31, 2012	October 18, 2012	September 2012
<b>LIKELY VOTERS</b>			
Not college graduate	63	59	62
College graduate	37	41	38
Total	100	100	100
<b>REGISTERED VOTERS</b>			
Not college graduate	65	61	64
College graduate	35	39	36
Total	100	100	100
<b>RESIDENTS</b>			
Not college graduate	66	64	65
College graduate	34	36	35
Total	100	100	100

October 31, 2012: Residents: n=1440, MOE +/- 2.6%; Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%  
 October 18, 2012: Residents: n=1475, MOE +/- 2.6%; Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%  
 September 2012: Residents: n=1406, MOE +/-2.6%; Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Have you ever served in the U.S. Military?**

	LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Yes		12	12	15
No		88	88	85
Total		100	100	100
	REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Yes		12	12	14
No		88	88	86
Total		100	100	100
	RESIDENTS	October 31, 2012	October 18, 2012	September 2012
Yes		12	12	13
No		88	88	87
Total		100	100	100

October 31, 2012: Residents: n=1440, MOE +/- 2.6%; Registered voters: n=1332, MOE +/- 2.7%; Likely voters: n=1065, MOE +/- 3.0%  
 October 18, 2012: Residents: n=1475, MOE +/- 2.6%; Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%  
 September 2012: Residents: n=1406, MOE +/-2.6%; Registered voters: n=1295, MOE +/- 2.7%; Likely voters: n=968, MOE +/- 3.2%

**Are you male or female?**

	LIKELY VOTERS	October 31, 2012	October 18, 2012	September 2012
Male		48	48	49
Female		52	52	51
Total		100	100	100
	REGISTERED VOTERS	October 31, 2012	October 18, 2012	September 2012
Male		49	49	49
Female		51	51	51
Total		100	100	100
	RESIDENTS	October 31, 2012	October 18, 2012	September 2012
Male		49	49	49
Female		51	51	51
Total		100	100	100