

NBC News/WSJ/Marist Poll
Wisconsin October 18, 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 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 18, 2012	September 2012
Cell		23	24
Regular home phone		77	76
Total		100	100
	REGISTERED VOTERS	October 18, 2012	September 2012
Cell		25	25
Regular home phone		75	75
Total		100	100
	RESIDENTS	October 18, 2012	September 2012
Cell		27	27
Regular home phone		73	73
Total		100	100

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

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:

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

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

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?

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

October 18, 2012: Post-debate registered voters: n=653, MOE +/- 3.8%; Post-debate likely voters: n=513, MOE +/- 4.3%

Last night there was a presidential debate between Barack Obama and Mitt Romney. Did you make up your mind to vote for <candidates> before last night's debate or after last night's debate?

LIKELY VOTERS	October 18, 2012
Before the debate	95
After the debate	4
Unsure	1
Total	100
REGISTERED VOTERS	October 18, 2012
Before the debate	95
After the debate	4
Unsure	1
Total	100

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%

Thinking about November's presidential election, do you plan to vote early or by absentee, vote on Election Day, or have you not decided?

LIKELY VOTERS	October 18, 2012	September 2012
Vote early or by absentee	15	13
Vote on Election Day	76	73
Have not decided	9	14
Total	100	100
REGISTERED VOTERS	October 18, 2012	September 2012
Vote early or by absentee	13	12
Vote on Election Day	75	72
Have not decided	11	16
Total	100	100

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 18, 2012	September 2012
Yes	96	96
No	4	4
Total	100	100
REGISTERED VOTERS	October 18, 2012	September 2012
Yes	94	94
No	6	6
Total	100	0
		100

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?

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

October 18, 2012: Registered voters: n=1312, MOE +/- 2.7%; Likely voters: n=1013, MOE +/- 3.1%
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If November's election for U.S. Senate in Wisconsin were held today, whom would you support if the candidates are:

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

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

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?

LIKELY VOTERS	October 18, 2012	September 2012
Headed in the right direction	45	39
Off on the wrong track	51	54
Unsure	4	7
Total	100	100
REGISTERED VOTERS	October 18, 2012	September 2012
Headed in the right direction	44	38
Off on the wrong track	52	54
Unsure	4	7
Total	100	100
RESIDENTS	October 18, 2012	September 2012
Headed in the right direction	43	38
Off on the wrong track	51	54
Unsure	5	8
Total	100	100

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In which year were you born (recoded into age of respondent)?

LIKELY VOTERS	October 18, 2012	September 2012
18 to 29	9	10
30 to 44	24	23
45 to 59	30	30
60 or older	37	37
Total	100	100
REGISTERED VOTERS	October 18, 2012	September 2012
18 to 29	11	12
30 to 44	25	23
45 to 59	30	29
60 or older	35	35
Total	100	100
RESIDENTS	October 18, 2012	September 2012
18 to 29	14	13
30 to 44	24	24
45 to 59	29	29
60 or older	33	34
Total	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?)

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

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Which of the following includes your combined family income before taxes:

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

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

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

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

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Do you consider yourself a: (party identification)

LIKELY VOTERS		
	October 18, 2012	September 2012
Democrat	33	33
Republican	28	28
Independent	38	38
Other	1	1
Total	100	100
REGISTERED VOTERS		
	October 18, 2012	September 2012
Democrat	32	33
Republican	27	26
Independent	40	40
Other	1	1
Total	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 18, 2012	September 2012
LIKELY VOTERS		
Strong Democrat	26	27
Not strong Democrat	7	6
Democrat leaning Independent	14	13
Just Independent	10	12
Republican leaning Independent	14	14
Not strong Republican	5	5
Strong Republican	23	23
Other	1	1
Total	100	100
REGISTERED VOTERS		
Strong Democrat	25	27
Not strong Democrat	7	7
Democrat leaning Independent	15	14
Just Independent	11	12
Republican leaning Independent	14	14
Not strong Republican	5	5
Strong Republican	22	21
Other	1	1
Total	100	100

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

	October 18, 2012	September 2012
LIKELY VOTERS		
Tea Party Supporters	25	26
No	67	65
Unsure	8	10
Total	100	100
REGISTERED VOTERS		
Tea Party Supporters	24	25
No	67	65
Unsure	9	11
Total	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 18, 2012	September 2012
Favorable	53	51
Unfavorable	44	44
Unsure/Never heard	3	4
Total	100	100

REGISTERED VOTERS	October 18, 2012	September 2012
Favorable	52	52
Unfavorable	43	43
Unsure/Never heard	4	6
Total	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 Mitt Romney?

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

REGISTERED VOTERS	October 18, 2012	September 2012
Favorable	46	41
Unfavorable	47	47
Unsure/Never heard	7	12
Total	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 Joe Biden?

LIKELY VOTERS	October 18, 2012	September 2012
Favorable	47	42
Unfavorable	46	45
Unsure/Never heard	7	12
Total	100	100

REGISTERED VOTERS	October 18, 2012	September 2012
Favorable	46	41
Unfavorable	45	44
Unsure/Never heard	9	15
Total	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 Paul Ryan?

LIKELY VOTERS	October 18, 2012	September 2012
Favorable	50	49
Unfavorable	43	40
Unsure/Never heard	7	11
Total	100	100

REGISTERED VOTERS	October 18, 2012	September 2012
Favorable	50	46
Unfavorable	42	40
Unsure/Never heard	8	14
Total	100	100

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%

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 18, 2012	September 2012
Very enthusiastic	62	58
Somewhat enthusiastic	29	31
Not too enthusiastic	7	8
Not enthusiastic at all	3	3
Total	100	100

REGISTERED VOTERS	October 18, 2012	September 2012
Very enthusiastic	57	53
Somewhat enthusiastic	29	32
Not too enthusiastic	9	10
Not enthusiastic at all	5	5
Total	100	100

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Which candidate will do a better job handling the economy:

LIKELY VOTERS	October 18, 2012	September 2012
Barack Obama	48	45
Mitt Romney	47	46
Unsure	5	9
Total	100	100

REGISTERED VOTERS	October 18, 2012	September 2012
Barack Obama	47	45
Mitt Romney	46	44
Unsure	7	11
Total	100	100

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

Which candidate will do a better job handling foreign policy:

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

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

October 18, 2012: Post-debate registered voters: n=653, MOE +/- 3.8%; Post-debate likely voters: n=513, MOE +/- 4.3%

Thinking about last night's presidential debate between Barack Obama and Mitt Romney, did you mostly watch the debate, mostly watch the news about it afterwards, or did you not watch the debate or the news about it?

LIKELY VOTERS	October 18, 2012
Mostly watched the debate	65
Mostly watched the news afterwards	17
Did not watch the debate or news	18
Total	100

REGISTERED VOTERS	October 18, 2012
Mostly watched the debate	62
Mostly watched the news afterwards	18
Did not watch the debate or news	20
Total	100

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

	October 18, 2012	September 2012
LIKELY VOTERS		
Very liberal	5	7
Liberal	17	18
Moderate	34	32
Conservative	31	31
Very conservative	12	12
Total	100	100
REGISTERED VOTERS		
Very liberal	5	7
Liberal	18	18
Moderate	35	33
Conservative	31	31
Very conservative	12	12
Total	100	100

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Are you Protestant, Catholic, Jewish, or Muslim?

	October 18, 2012	September 2012
LIKELY VOTERS		
Protestant	47	46
Catholic	36	36
Jewish	1	1
Other	8	7
No Religion	9	9
Total	100	100
REGISTERED VOTERS		
Protestant	45	46
Catholic	37	36
Jewish	1	1
Other	7	8
No Religion	9	9
Total	100	100
RESIDENTS		
Protestant	45	45
Catholic	36	36
Jewish	1	1
Other	7	8
No Religion	11	10
Total	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 18, 2012	September 2012
LIKELY VOTERS		
Married	61	58
Not married	39	42
Total	100	100
REGISTERED VOTERS		
Married	59	56
Not married	41	44
Total	100	100
RESIDENTS		
Married	56	54
Not married	44	46
Total	100	100

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What is the highest level of school you completed or the highest degree you received (recoded)?

	October 18, 2012	September 2012
LIKELY VOTERS		
Not college graduate	59	62
College graduate	41	38
Total	100	100
REGISTERED VOTERS		
Not college graduate	61	64
College graduate	39	36
Total	100	100
RESIDENTS		
Not college graduate	64	65
College graduate	36	35
Total	100	100

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

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

Are you male or female?

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