

NBC News/WSJ/Marist Poll
Wisconsin September 20, 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

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	September 2012
Cell		24
Regular home phone		76
Total		100
	REGISTERED VOTERS	September 2012
Cell		25
Regular home phone		75
Total		100
	RESIDENTS	September 2012
Cell		27
Regular home phone		73
Total		100

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

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

	RESIDENTS	September 2012
Yes		92
No		8
Total		100
Registered voters		September 2012 92

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*	September 2012
Barack Obama and Joe Biden, the Democrats	50
Mitt Romney and Paul Ryan, the Republicans	45
Other	1
Undecided	4
Total	100
REGISTERED VOTERS - Including leaners*	September 2012
Barack Obama and Joe Biden, the Democrats	51
Mitt Romney and Paul Ryan, the Republicans	43
Other	1
Undecided	5
Total	100

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

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	September 2012
Strongly support	86
Somewhat support	11
Might vote differently	2
Unsure	0
Total	100
REGISTERED VOTERS	September 2012
Strongly support	84
Somewhat support	13
Might vote differently	2
Unsure	1
Total	100

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	September 2012
Vote early or by absentee	13
Vote on Election Day	73
Have not decided	14
Total	100

REGISTERED VOTERS	September 2012
Vote early or by absentee	12
Vote on Election Day	72
Have not decided	16
Total	100

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	September 2012
Yes	96
No	4
Total	100

REGISTERED VOTERS	September 2012
Yes	94
No	6
Total	100

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	September 2012
Approve	48
Disapprove	46
Unsure	6
Total	100

REGISTERED VOTERS	September 2012
Approve	48
Disapprove	44
Unsure	7
Total	100

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*	September 2012
Tammy Baldwin, the Democrat	48
Tommy Thompson, the Republican	46
Undecided	5
Total	100
REGISTERED VOTERS - Including leaners*	September 2012
Tammy Baldwin, the Democrat	49
Tommy Thompson, the Republican	44
Undecided	7
Total	100

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

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	September 2012
Headed in the right direction	39
Off on the wrong track	54
Unsure	7
Total	100
REGISTERED VOTERS	September 2012
Headed in the right direction	38
Off on the wrong track	54
Unsure	7
Total	100
RESIDENTS	September 2012
Headed in the right direction	38
Off on the wrong track	54
Unsure	8
Total	100

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

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

LIKELY VOTERS		September 2012
18 to 29		10
30 to 44		23
45 to 59		30
60 or older		37
Total		100
REGISTERED VOTERS		September 2012
18 to 29		12
30 to 44		23
45 to 59		29
60 or older		35
Total		100
RESIDENTS		September 2012
18 to 29		13
30 to 44		24
45 to 59		29
60 or older		34
Total		100

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

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

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

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

LIKELY VOTERS	September 2012
Less than \$15,000 a year	10
\$15,000 to just under \$25,000	12
\$25,000 to just under \$50,000	25
\$50,000 to just under \$75,000	22
\$75,000 to just under \$100,000	14
\$100,000 or more	17
Total	100

REGISTERED VOTERS	September 2012
Less than \$15,000 a year	11
\$15,000 to just under \$25,000	12
\$25,000 to just under \$50,000	25
\$50,000 to just under \$75,000	22
\$75,000 to just under \$100,000	14
\$100,000 or more	16
Total	100

RESIDENTS	September 2012
Less than \$15,000 a year	12
\$15,000 to just under \$25,000	13
\$25,000 to just under \$50,000	26
\$50,000 to just under \$75,000	20
\$75,000 to just under \$100,000	13
\$100,000 or more	16
Total	100

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	September 2012
Milwaukee County	16
Southeast	27
Southwest	17
Northeast	17
Northwest	23
Total	100
REGISTERED VOTERS	September 2012
Milwaukee County	16
Southeast	26
Southwest	17
Northeast	17
Northwest	24
Total	100
RESIDENTS	September 2012
Milwaukee County	16
Southeast	26
Southwest	17
Northeast	17
Northwest	24
Total	100

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	September 2012
Democrat	33
Republican	28
Independent	38
Other	1
Total	100
REGISTERED VOTERS	September 2012
Democrat	33
Republican	26
Independent	40
Other	1
Total	100

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	September 2012
Strong Democrat	27
Not strong Democrat	6
Democrat leaning Independent	13
Just Independent	12
Republican leaning Independent	14
Not strong Republican	5
Strong Republican	23
Other	1
Total	100

REGISTERED VOTERS	September 2012
Strong Democrat	27
Not strong Democrat	7
Democrat leaning Independent	14
Just Independent	12
Republican leaning Independent	14
Not strong Republican	5
Strong Republican	21
Other	1
Total	100

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?

LIKELY VOTERS	September 2012
Tea Party Supporters	26
No	65
Unsure	10
Total	100

REGISTERED VOTERS	September 2012
Tea Party Supporters	25
No	65
Unsure	11
Total	100

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	September 2012
Favorable	51
Unfavorable	44
Unsure/Never heard	4
Total	100

REGISTERED VOTERS	September 2012
Favorable	52
Unfavorable	43
Unsure/Never heard	6
Total	100

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	September 2012
Favorable	43
Unfavorable	46
Unsure/Never heard	10
Total	100

REGISTERED VOTERS	September 2012
Favorable	41
Unfavorable	47
Unsure/Never heard	12
Total	100

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	September 2012
Favorable	42
Unfavorable	45
Unsure/Never heard	12
Total	100

REGISTERED VOTERS	September 2012
Favorable	41
Unfavorable	44
Unsure/Never heard	15
Total	100

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	September 2012
Favorable	49
Unfavorable	40
Unsure/Never heard	11
Total	100

REGISTERED VOTERS	September 2012
Favorable	46
Unfavorable	40
Unsure/Never heard	14
Total	100

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	September 2012
Very enthusiastic	58
Somewhat enthusiastic	31
Not too enthusiastic	8
Not enthusiastic at all	3
Total	100

REGISTERED VOTERS	September 2012
Very enthusiastic	53
Somewhat enthusiastic	32
Not too enthusiastic	10
Not enthusiastic at all	5
Total	100

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

Which candidate will do a better job handling the economy:

LIKELY VOTERS	September 2012
Barack Obama	45
Mitt Romney	46
Unsure	9
Total	100

REGISTERED VOTERS	September 2012
Barack Obama	45
Mitt Romney	44
Unsure	11
Total	100

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	September 2012
Barack Obama	51
Mitt Romney	40
Undecided	9
Total	100

REGISTERED VOTERS	September 2012
Barack Obama	51
Mitt Romney	39
Undecided	11
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?

LIKELY VOTERS	September 2012
Very liberal	7
Liberal	18
Moderate	32
Conservative	31
Very conservative	12
Total	100
REGISTERED VOTERS	September 2012
Very liberal	7
Liberal	18
Moderate	33
Conservative	31
Very conservative	12
Total	100

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Are you Protestant, Catholic, Jewish, or Muslim?

LIKELY VOTERS	September 2012
Protestant	46
Catholic	36
Jewish	1
Other	7
No Religion	9
Total	100
REGISTERED VOTERS	September 2012
Protestant	46
Catholic	36
Jewish	1
Other	8
No Religion	9
Total	100
RESIDENTS	September 2012
Protestant	45
Catholic	36
Jewish	1
Other	8
No Religion	10
Total	100

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Would you describe yourself as a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

	LIKELY VOTERS	September 2012
Yes		21
No		79
Total		100
	REGISTERED VOTERS	September 2012
Yes		21
No		79
Total		100
	RESIDENTS	September 2012
Yes		20
No		80
Total		100

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

	LIKELY VOTERS	September 2012
Married		58
Not married		42
Total		100
	REGISTERED VOTERS	September 2012
Married		56
Not married		44
Total		100
	RESIDENTS	September 2012
Married		54
Not married		46
Total		100

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

	LIKELY VOTERS	September 2012
Not college graduate		62
College graduate		38
Total		100
	REGISTERED VOTERS	September 2012
Not college graduate		64
College graduate		36
Total		100
	RESIDENTS	September 2012
Not college graduate		65
College graduate		35
Total		100

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

	LIKELY VOTERS	September 2012
Yes		15
No		85
Total		100
	REGISTERED VOTERS	September 2012
Yes		14
No		86
Total		100
	RESIDENTS	September 2012
Yes		13
No		87
Total		100

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Are you male or female?

	LIKELY VOTERS	September 2012
Male		49
Female		51
Total		100
	REGISTERED VOTERS	September 2012
Male		49
Female		51
Total		100
	RESIDENTS	September 2012
Male		49
Female		51
Total		100