

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters			
		Tossup including those who are undecided yet leaning toward a candidate or voted absentee			
		Barack Obama and Joe Biden, the Democrats	Mitt Romney and Paul Ryan, the Republicans	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		49%	46%	2%	3%
When Casting Ballot	Vote-Voted early or by absentee	59%	39%	2%	0%
	Vote on Election Day	45%	50%	2%	4%
	Have not decided	53%	39%	1%	8%
Party Identification	Democrat	93%	5%	1%	2%
	Republican	2%	97%	0%	1%
	Independent	48%	44%	4%	5%
Party Identification***	Strong Democrats	95%	4%	1%	1%
	Soft Democrats	90%	6%	1%	3%
	Just Independents	43%	38%	10%	9%
	Soft Republicans	7%	88%	1%	4%
	Strong Republicans	1%	99%	0%	0%
Tea Party Supporters		12%	85%	1%	2%
Political Ideology	Very liberal-Liberal	89%	8%	1%	2%
	Moderate	62%	31%	3%	3%
	Conservative-Very conservative	18%	79%	1%	2%
Intensity of Support	Strongly support	51%	49%	0%	0%
	Somewhat support	59%	41%	0%	0%
Enthusiasm about Presidential Election	High	48%	51%	1%	1%
	Moderate	57%	38%	1%	4%
	Low	38%	34%	10%	19%
Gender	Men	43%	51%	3%	3%
	Women	55%	41%	1%	3%
Age	Under 45	53%	41%	3%	3%
	45 or older	48%	48%	1%	3%
Age	18 to 29	63%	31%	3%	3%
	30 to 44	48%	47%	3%	3%
	45 to 59	45%	51%	1%	4%
	60 or older	51%	46%	2%	2%
Race	White	47%	48%	2%	3%
	Non-white	70%	29%	0%	2%
Region	Milwaukee	63%	32%	1%	3%
	Southeast	39%	58%	1%	2%
	Southwest	61%	37%	1%	1%
	Northeast	49%	43%	2%	6%
	Northwest	43%	51%	2%	4%
Household Income	Less than \$75,000	53%	43%	2%	2%
	\$75,000 or more	43%	52%	1%	4%
Education	Not college graduate	52%	44%	1%	3%
	College graduate	45%	50%	2%	3%
Marital Status	Married	41%	55%	1%	3%
	Not married	63%	32%	2%	3%
U.S. Military Veteran		40%	54%	2%	3%
Interview Type	Landline	48%	49%	1%	2%
	Cell Phone	53%	38%	3%	6%

NBC News/WSJ/Marist Poll Wisconsin Likely Voters. Interviews conducted October 28th and October 29th, 2012, N=1065 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

\*\*\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

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		Wisconsin Likely Voters			
		Would you say that you strongly support <candidates> somewhat support <candidates>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		89%	9%	1%	0%
Party Identification	Democrat	92%	7%	0%	0%
	Republican	95%	5%	0%	0%
	Independent	80%	17%	2%	0%
Tea Party Supporters		93%	6%	1%	0%
Political Ideology	Very liberal-Liberal	94%	5%	0%	1%
	Moderate	85%	14%	1%	0%
	Conservative-Very conservative	91%	7%	1%	0%
Presidential Choice	Barack Obama and Joe Biden	88%	11%	1%	0%
	Mitt Romney and Paul Ryan	91%	8%	1%	0%
Gender	Men	88%	11%	1%	0%
	Women	91%	8%	1%	0%
Age	Under 45	85%	13%	1%	0%
	45 or older	92%	7%	1%	0%
Age	18 to 29	85%	15%	0%	0%
	30 to 44	86%	12%	2%	0%
	45 to 59	91%	8%	1%	0%
	60 or older	93%	6%	1%	0%
Race	White	89%	10%	1%	0%
	Non-white	92%	8%	0%	0%
Region	Milwaukee	91%	9%	0%	0%
	Southeast	91%	9%	1%	0%
	Southwest	88%	11%	0%	1%
	Northeast	89%	11%	0%	0%
	Northwest	88%	9%	3%	0%
Household Income	Less than \$75,000	88%	10%	1%	0%
	\$75,000 or more	91%	9%	0%	0%
Education	Not college graduate	88%	10%	1%	0%
	College graduate	91%	8%	1%	0%
Marital Status	Married	91%	8%	1%	0%
	Not married	87%	12%	1%	0%
U.S. Military Veteran		90%	8%	1%	0%
Interview Type	Landline	90%	9%	1%	0%
	Cell Phone	88%	11%	1%	0%

NBC News/WSJ/Marist Poll Wisconsin Likely Voters. Interviews conducted October 28th and October 29th, 2012, N=1065 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters		
		Thinking about November's presidential election, do you plan to vote early or by absentee, vote on Election Day, or have you not decided?		
		Vote-Voted early or by absentee	Vote on Election Day	Have not decided
		Row %	Row %	Row %
Wisconsin Likely Voters		29%	63%	8%
Party Identification	Democrat	37%	55%	9%
	Republican	22%	72%	6%
	Independent	30%	63%	8%
Tea Party Supporters		27%	68%	6%
Political Ideology	Very liberal-Liberal	33%	58%	9%
	Moderate	29%	64%	6%
	Conservative-Very conservative	28%	65%	7%
Presidential Choice	Barack Obama and Joe Biden	34%	58%	8%
	Mitt Romney and Paul Ryan	24%	69%	7%
Gender	Men	28%	63%	9%
	Women	31%	62%	7%
Age	Under 45	25%	65%	10%
	45 or older	30%	63%	7%
Age	18 to 29	26%	64%	11%
	30 to 44	24%	66%	10%
	45 to 59	25%	66%	9%
	60 or older	35%	59%	6%
Race	White	26%	66%	8%
	Non-white	52%	38%	9%
Region	Milwaukee	34%	59%	7%
	Southeast	36%	54%	10%
	Southwest	26%	69%	6%
	Northeast	23%	68%	9%
	Northwest	26%	67%	7%
Household Income	Less than \$75,000	29%	63%	8%
	\$75,000 or more	32%	62%	7%
Education	Not college graduate	28%	64%	9%
	College graduate	33%	61%	6%
Marital Status	Married	28%	65%	7%
	Not married	33%	58%	9%
U.S. Military Veteran		32%	62%	6%
Interview Type	Landline	30%	63%	7%
	Cell Phone	29%	60%	11%

NBC News/WSJ/Marist Poll Wisconsin Likely Voters. Interviews conducted October 28th and October 29th, 2012, N=1065 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Wisconsin Likely Voters		49%	45%	5%
Party Identification	Democrat	94%	4%	3%
	Republican	6%	92%	3%
	Independent	45%	47%	8%
Tea Party Supporters		19%	80%	1%
Political Ideology	Very liberal-Liberal	85%	10%	5%
	Moderate	61%	33%	6%
	Conservative-Very conservative	22%	74%	4%
Presidential Choice	Barack Obama and Joe Biden	94%	2%	4%
	Mitt Romney and Paul Ryan	5%	92%	3%
Gender	Men	44%	51%	5%
	Women	54%	40%	5%
Age	Under 45	53%	41%	6%
	45 or older	48%	48%	4%
Age	18 to 29	61%	32%	7%
	30 to 44	49%	45%	5%
	45 to 59	46%	49%	5%
	60 or older	49%	47%	4%
Race	White	47%	47%	6%
	Non-white	75%	23%	2%
Region	Milwaukee	63%	34%	3%
	Southeast	39%	56%	5%
	Southwest	58%	35%	6%
	Northeast	49%	44%	7%
	Northwest	46%	48%	6%
Household Income	Less than \$75,000	53%	42%	5%
	\$75,000 or more	44%	51%	5%
Education	Not college graduate	53%	41%	6%
	College graduate	45%	50%	5%
Marital Status	Married	43%	52%	5%
	Not married	61%	33%	6%
U.S. Military Veteran		45%	49%	7%
Interview Type	Landline	48%	48%	4%
	Cell Phone	52%	37%	10%

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## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters			
		Wisconsin U.S. Senate tossup including those who are undecided yet leaning toward a candidate or voted absentee			
		Tammy Baldwin, the Democrat	Tommy Thompson, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		48%	47%	1%	4%
Party Identification	Democrat	92%	4%	1%	3%
	Republican	4%	94%	0%	1%
	Independent	44%	48%	3%	4%
Party Identification***	Strong Democrats	95%	3%	1%	1%
	Soft Democrats	82%	13%	1%	4%
	Just Independents	37%	42%	8%	14%
	Soft Republicans	9%	88%	2%	1%
	Strong Republicans	4%	95%	0%	1%
Tea Party Supporters		12%	85%	2%	1%
Political Ideology	Very liberal-Liberal	87%	9%	2%	3%
	Moderate	62%	34%	1%	4%
	Conservative-Very conservative	17%	79%	2%	2%
Presidential Choice	Barack Obama and Joe Biden	89%	8%	1%	2%
	Mitt Romney and Paul Ryan	6%	92%	1%	1%
Gender	Men	41%	54%	2%	4%
	Women	55%	40%	1%	4%
Age	Under 45	47%	48%	0%	5%
	45 or older	49%	47%	2%	3%
Age	18 to 29	60%	35%	0%	5%
	30 to 44	40%	55%	1%	4%
	45 to 59	45%	48%	3%	4%
	60 or older	52%	45%	1%	2%
Race	White	47%	48%	2%	3%
	Non-white	66%	31%	0%	2%
Region	Milwaukee	62%	35%	0%	3%
	Southeast	39%	58%	2%	2%
	Southwest	58%	37%	2%	3%
	Northeast	50%	45%	1%	4%
	Northwest	41%	51%	2%	6%
Household Income	Less than \$75,000	50%	45%	1%	4%
	\$75,000 or more	45%	52%	1%	2%
Education	Not college graduate	51%	44%	2%	4%
	College graduate	45%	52%	1%	2%
Marital Status	Married	43%	53%	1%	3%
	Not married	57%	37%	1%	4%
U.S. Military Veteran		42%	53%	2%	3%
Interview Type	Landline	49%	47%	2%	2%
	Cell Phone	46%	45%	1%	8%

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\*\*\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters		
		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?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Wisconsin Likely Voters		46%	48%	6%
Party Identification	Democrat	83%	9%	7%
	Republican	9%	89%	2%
	Independent	42%	51%	7%
Tea Party Supporters		17%	82%	1%
Political Ideology	Very liberal-Liberal	78%	14%	8%
	Moderate	57%	36%	7%
	Conservative-Very conservative	20%	77%	3%
Presidential Choice	Barack Obama and Joe Biden	83%	10%	7%
	Mitt Romney and Paul Ryan	9%	89%	2%
Gender	Men	41%	54%	6%
	Women	50%	43%	7%
Age	Under 45	49%	43%	8%
	45 or older	44%	51%	5%
Age	18 to 29	55%	29%	16%
	30 to 44	45%	51%	4%
	45 to 59	41%	54%	5%
	60 or older	46%	48%	5%
Race	White	44%	51%	5%
	Non-white	65%	24%	11%
Region	Milwaukee	57%	36%	8%
	Southeast	38%	58%	3%
	Southwest	55%	39%	6%
	Northeast	46%	47%	7%
	Northwest	39%	52%	9%
Household Income	Less than \$75,000	49%	45%	6%
	\$75,000 or more	42%	55%	3%
Education	Not college graduate	48%	44%	8%
	College graduate	42%	54%	3%
Marital Status	Married	41%	54%	6%
	Not married	54%	39%	7%
U.S. Military Veteran		40%	56%	4%
Interview Type	Landline	45%	50%	5%
	Cell Phone	48%	42%	10%

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## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Likely Voters		53%	44%	4%
Party Identification	Democrat	95%	3%	1%
	Republican	5%	92%	3%
	Independent	52%	42%	5%
Tea Party Supporters		18%	80%	2%
Political Ideology	Very liberal-Liberal	90%	8%	2%
	Moderate	65%	30%	4%
	Conservative-Very conservative	22%	73%	4%
Presidential Choice	Barack Obama and Joe Biden	96%	2%	2%
	Mitt Romney and Paul Ryan	8%	89%	2%
Gender	Men	48%	48%	3%
	Women	57%	39%	4%
Age	Under 45	58%	39%	3%
	45 or older	50%	47%	4%
Age	18 to 29	64%	32%	4%
	30 to 44	54%	43%	2%
	45 to 59	48%	48%	4%
	60 or older	51%	45%	4%
Race	White	50%	46%	4%
	Non-white	79%	19%	3%
Region	Milwaukee	64%	30%	6%
	Southeast	41%	56%	3%
	Southwest	66%	32%	2%
	Northeast	54%	44%	3%
	Northwest	47%	46%	6%
Household Income	Less than \$75,000	56%	41%	3%
	\$75,000 or more	47%	50%	3%
Education	Not college graduate	56%	40%	4%
	College graduate	48%	48%	3%
Marital Status	Married	47%	50%	3%
	Not married	64%	32%	5%
U.S. Military Veteran		46%	48%	6%
Interview Type	Landline	52%	45%	3%
	Cell Phone	55%	39%	6%

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## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Likely Voters		47%	47%	7%
Party Identification	Democrat	8%	86%	6%
	Republican	96%	2%	2%
	Independent	44%	46%	10%
Tea Party Supporters		86%	11%	3%
Political Ideology	Very liberal-Liberal	10%	84%	6%
	Moderate	36%	58%	6%
	Conservative-Very conservative	76%	18%	6%
Presidential Choice	Barack Obama and Joe Biden	5%	89%	6%
	Mitt Romney and Paul Ryan	96%	1%	3%
Gender	Men	53%	40%	7%
	Women	42%	52%	6%
Age	Under 45	44%	50%	5%
	45 or older	47%	46%	7%
Age	18 to 29	33%	61%	7%
	30 to 44	50%	45%	5%
	45 to 59	48%	45%	6%
	60 or older	46%	47%	8%
Race	White	48%	46%	6%
	Non-white	37%	55%	8%
Region	Milwaukee	36%	56%	8%
	Southeast	59%	37%	3%
	Southwest	37%	56%	7%
	Northeast	43%	52%	5%
	Northwest	50%	40%	10%
Household Income	Less than \$75,000	44%	49%	7%
	\$75,000 or more	53%	42%	5%
Education	Not college graduate	43%	49%	8%
	College graduate	53%	43%	4%
Marital Status	Married	55%	41%	5%
	Not married	34%	57%	9%
U.S. Military Veteran		56%	35%	9%
Interview Type	Landline	49%	45%	6%
	Cell Phone	42%	50%	9%

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## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters			
		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?			
		Very enthusiastic (High)	Somewhat enthusiastic (Moderate)	Not too enthusiastic (Low)	Not enthusiastic at all (Low)
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		66%	25%	6%	3%
Party Identification	Democrat	71%	24%	5%	1%
	Republican	78%	18%	2%	2%
	Independent	54%	33%	9%	4%
Tea Party Supporters		81%	14%	2%	3%
Political Ideology	Very liberal-Liberal	75%	20%	4%	2%
	Moderate	56%	33%	7%	3%
	Conservative-Very conservative	71%	22%	4%	2%
Presidential Choice	Barack Obama and Joe Biden	65%	29%	5%	1%
	Mitt Romney and Paul Ryan	74%	20%	4%	2%
Gender	Men	65%	25%	7%	3%
	Women	67%	26%	5%	2%
Age	Under 45	55%	35%	8%	2%
	45 or older	71%	21%	5%	3%
Age	18 to 29	50%	37%	12%	1%
	30 to 44	58%	33%	6%	3%
	45 to 59	67%	24%	6%	3%
	60 or older	75%	18%	4%	3%
Race	White	66%	26%	5%	3%
	Non-white	71%	20%	7%	2%
Region	Milwaukee	70%	22%	6%	2%
	Southeast	69%	25%	4%	2%
	Southwest	68%	25%	6%	1%
	Northeast	64%	25%	8%	3%
	Northwest	59%	29%	7%	5%
Household Income	Less than \$75,000	66%	25%	6%	2%
	\$75,000 or more	69%	25%	4%	3%
Education	Not college graduate	65%	26%	6%	3%
	College graduate	69%	26%	4%	1%
Marital Status	Married	70%	23%	4%	2%
	Not married	60%	29%	7%	3%
U.S. Military Veteran		70%	22%	5%	3%
Interview Type	Landline	69%	23%	5%	2%
	Cell Phone	57%	31%	9%	4%

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## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters		
		Which candidate will do a better job handling the economy:		
		Barack Obama	Mitt Romney	Unsure
		Row %	Row %	Row %
Wisconsin Likely Voters		47%	47%	6%
Party Identification	Democrat	92%	6%	2%
	Republican	2%	97%	1%
	Independent	43%	47%	10%
Tea Party Supporters		14%	84%	2%
Political Ideology	Very liberal-Liberal	86%	11%	3%
	Moderate	60%	34%	6%
	Conservative-Very conservative	18%	78%	5%
Presidential Choice	Barack Obama and Joe Biden	92%	5%	4%
	Mitt Romney and Paul Ryan	2%	96%	2%
Gender	Men	43%	51%	7%
	Women	51%	44%	5%
Age	Under 45	50%	45%	5%
	45 or older	46%	49%	5%
Age	18 to 29	57%	36%	8%
	30 to 44	47%	50%	3%
	45 to 59	45%	51%	4%
	60 or older	47%	47%	5%
Race	White	45%	50%	5%
	Non-white	71%	24%	5%
Region	Milwaukee	61%	35%	4%
	Southeast	36%	60%	4%
	Southwest	58%	39%	4%
	Northeast	50%	45%	5%
	Northwest	41%	49%	11%
Household Income	Less than \$75,000	50%	45%	5%
	\$75,000 or more	43%	53%	3%
Education	Not college graduate	50%	44%	6%
	College graduate	43%	52%	4%
Marital Status	Married	42%	54%	4%
	Not married	57%	36%	7%
U.S. Military Veteran		42%	50%	8%
Interview Type	Landline	46%	49%	5%
	Cell Phone	50%	41%	9%

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## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Likely Voters		
		Which candidate will do a better job handling foreign policy:		
		Barack Obama	Mitt Romney	Unsure
		Row %	Row %	Row %
Wisconsin Likely Voters		52%	41%	7%
Party Identification	Democrat	93%	3%	4%
	Republican	6%	89%	5%
	Independent	52%	37%	10%
Tea Party Supporters		19%	78%	3%
Political Ideology	Very liberal-Liberal	89%	7%	4%
	Moderate	67%	26%	6%
	Conservative-Very conservative	21%	71%	8%
Presidential Choice	Barack Obama and Joe Biden	95%	1%	3%
	Mitt Romney and Paul Ryan	8%	87%	5%
Gender	Men	49%	45%	6%
	Women	54%	37%	9%
Age	Under 45	55%	38%	7%
	45 or older	50%	43%	7%
Age	18 to 29	63%	29%	8%
	30 to 44	50%	44%	6%
	45 to 59	49%	44%	7%
	60 or older	52%	42%	6%
Race	White	50%	43%	7%
	Non-white	74%	20%	6%
Region	Milwaukee	64%	33%	3%
	Southeast	42%	52%	6%
	Southwest	63%	30%	7%
	Northeast	53%	40%	7%
	Northwest	47%	42%	12%
Household Income	Less than \$75,000	57%	38%	6%
	\$75,000 or more	46%	47%	7%
Education	Not college graduate	55%	38%	8%
	College graduate	48%	46%	6%
Marital Status	Married	46%	47%	7%
	Not married	63%	31%	7%
U.S. Military Veteran		48%	44%	8%
Interview Type	Landline	51%	43%	6%
	Cell Phone	56%	33%	11%

NBC News/WSJ/Marist Poll Wisconsin Likely Voters. Interviews conducted October 28th and October 29th, 2012, N=1065 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters			
		Tossup including those who are undecided yet leaning toward a candidate or voted absentee			
		Barack Obama and Joe Biden, the Democrats	Mitt Romney and Paul Ryan, the Republicans	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		49%	45%	2%	4%
When Casting Ballot	Vote-Voted early or by absentee	59%	39%	2%	1%
	Vote on Election Day	45%	49%	2%	4%
	Have not decided	56%	35%	2%	8%
Party Identification	Democrat	93%	4%	1%	2%
	Republican	2%	97%	0%	1%
	Independent	48%	42%	5%	5%
Party Identification***	Strong Democrats	95%	3%	1%	1%
	Soft Democrats	89%	6%	1%	4%
	Just Independents	44%	34%	12%	11%
	Soft Republicans	8%	87%	1%	4%
	Strong Republicans	1%	99%	0%	0%
Tea Party Supporters		14%	83%	2%	2%
Political Ideology	Very liberal-Liberal	88%	7%	2%	2%
	Moderate	62%	31%	3%	4%
	Conservative-Very conservative	20%	77%	1%	3%
Intensity of Support	Strongly support	51%	49%	0%	0%
	Somewhat support	59%	41%	0%	0%
Past Participation**	Yes	49%	45%	2%	4%
	No	54%	38%	4%	3%
Enthusiasm about Presidential Election	High	48%	51%	1%	1%
	Moderate	59%	36%	2%	3%
	Low	37%	32%	12%	20%
Gender	Men	43%	49%	3%	4%
	Women	55%	41%	1%	3%
Age	Under 45	53%	40%	3%	3%
	45 or older	48%	47%	1%	3%
Age	18 to 29	62%	31%	4%	3%
	30 to 44	49%	45%	3%	4%
	45 to 59	45%	50%	1%	4%
	60 or older	50%	45%	2%	2%
Race	White	47%	47%	2%	3%
	Non-white	71%	26%	0%	2%
Region	Milwaukee	62%	32%	2%	4%
	Southeast	39%	57%	2%	3%
	Southwest	61%	36%	1%	2%
	Northeast	50%	41%	2%	7%
	Northwest	43%	50%	3%	4%
Household Income	Less than \$75,000	54%	41%	2%	3%
	\$75,000 or more	41%	53%	1%	5%
Education	Not college graduate	53%	42%	1%	4%
	College graduate	45%	50%	3%	3%
Marital Status	Married	41%	54%	2%	3%
	Not married	63%	31%	2%	4%
U.S. Military Veteran		40%	53%	2%	4%
Interview Type	Landline	48%	48%	1%	3%
	Cell Phone	54%	36%	4%	6%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

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

\*\*\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters			
		Would you say that you strongly support <candidates> somewhat support <candidates>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		88%	11%	1%	0%
Party Identification	Democrat	92%	8%	0%	0%
	Republican	95%	5%	0%	0%
	Independent	78%	19%	3%	0%
Tea Party Supporters		92%	7%	1%	0%
Political Ideology	Very liberal-Liberal	93%	7%	0%	1%
	Moderate	83%	16%	1%	0%
	Conservative-Very conservative	90%	8%	2%	0%
Presidential Choice	Barack Obama and Joe Biden	87%	12%	1%	0%
	Mitt Romney and Paul Ryan	90%	9%	1%	0%
Gender	Men	87%	12%	1%	0%
	Women	89%	9%	1%	0%
Age	Under 45	83%	15%	1%	0%
	45 or older	91%	7%	1%	0%
Age	18 to 29	82%	18%	0%	0%
	30 to 44	84%	14%	2%	0%
	45 to 59	91%	8%	1%	0%
	60 or older	92%	7%	1%	0%
Race	White	88%	11%	1%	0%
	Non-white	91%	9%	0%	0%
Region	Milwaukee	89%	10%	1%	0%
	Southeast	89%	10%	1%	0%
	Southwest	88%	12%	0%	1%
	Northeast	89%	11%	0%	0%
	Northwest	86%	10%	4%	0%
Household Income	Less than \$75,000	87%	11%	2%	0%
	\$75,000 or more	90%	10%	0%	0%
Education	Not college graduate	86%	12%	1%	0%
	College graduate	91%	9%	1%	0%
Marital Status	Married	90%	9%	1%	0%
	Not married	85%	13%	1%	1%
U.S. Military Veteran		90%	9%	1%	0%
Interview Type	Landline	89%	10%	1%	0%
	Cell Phone	86%	13%	1%	0%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters		
		Thinking about November's presidential election, do you plan to vote early or by absentee, vote on Election Day, or have you not decided?		
		Vote-Voted early or by		
		absentee	Vote on Election Day	Have not decided
		Row %	Row %	Row %
Wisconsin Registered Voters		25%	65%	10%
Party Identification	Democrat	31%	58%	11%
	Republican	19%	74%	7%
	Independent	24%	64%	12%
Tea Party Supporters		23%	69%	8%
Political Ideology	Very liberal-Liberal	28%	62%	11%
	Moderate	24%	66%	10%
	Conservative-Very conservative	24%	67%	9%
Presidential Choice	Barack Obama and Joe Biden	29%	60%	12%
	Mitt Romney and Paul Ryan	20%	72%	8%
Gender	Men	24%	65%	11%
	Women	26%	64%	10%
Age	Under 45	19%	67%	14%
	45 or older	26%	65%	8%
Age	18 to 29	19%	65%	16%
	30 to 44	20%	67%	13%
	45 to 59	21%	68%	10%
	60 or older	31%	62%	6%
Race	White	22%	68%	10%
	Non-white	43%	42%	15%
Region	Milwaukee	29%	62%	9%
	Southeast	31%	57%	13%
	Southwest	21%	71%	8%
	Northeast	20%	68%	12%
	Northwest	22%	69%	9%
Household Income	Less than \$75,000	24%	65%	11%
	\$75,000 or more	27%	65%	8%
Education	Not college graduate	23%	65%	12%
	College graduate	29%	64%	7%
Marital Status	Married	24%	68%	9%
	Not married	27%	60%	13%
U.S. Military Veteran		29%	64%	7%
Interview Type	Landline	26%	66%	8%
	Cell Phone	23%	61%	16%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Wisconsin Registered Voters		49%	44%	6%
Party Identification	Democrat	93%	4%	3%
	Republican	6%	91%	3%
	Independent	45%	45%	9%
Tea Party Supporters		20%	78%	2%
Political Ideology	Very liberal-Liberal	84%	10%	6%
	Moderate	60%	33%	7%
	Conservative-Very conservative	22%	73%	5%
Presidential Choice	Barack Obama and Joe Biden	93%	2%	5%
	Mitt Romney and Paul Ryan	5%	91%	3%
Gender	Men	44%	49%	6%
	Women	54%	40%	6%
Age	Under 45	54%	40%	7%
	45 or older	47%	48%	5%
Age	18 to 29	59%	32%	8%
	30 to 44	50%	44%	6%
	45 to 59	46%	49%	6%
	60 or older	48%	47%	5%
Race	White	46%	47%	7%
	Non-white	76%	21%	3%
Region	Milwaukee	62%	35%	3%
	Southeast	40%	54%	6%
	Southwest	58%	35%	7%
	Northeast	50%	42%	8%
	Northwest	45%	48%	7%
Household Income	Less than \$75,000	53%	41%	6%
	\$75,000 or more	43%	52%	5%
Education	Not college graduate	53%	40%	7%
	College graduate	45%	51%	5%
Marital Status	Married	43%	51%	6%
	Not married	60%	32%	8%
U.S. Military Veteran		44%	49%	7%
Interview Type	Landline	49%	47%	4%
	Cell Phone	52%	36%	12%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters			
		Wisconsin U.S. Senate tossup including those who are undecided yet leaning toward a candidate or voted absentee			
		Tammy Baldwin, the Democrat	Tommy Thompson, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		48%	46%	1%	5%
Party Identification	Democrat	91%	4%	1%	4%
	Republican	4%	94%	0%	2%
	Independent	43%	48%	3%	5%
Party Identification***	Strong Democrats	94%	3%	1%	2%
	Soft Democrats	81%	13%	1%	5%
	Just Independents	37%	41%	7%	15%
	Soft Republicans	9%	88%	2%	1%
	Strong Republicans	4%	95%	0%	1%
Tea Party Supporters		12%	85%	2%	1%
Political Ideology	Very liberal-Liberal	87%	8%	1%	4%
	Moderate	60%	34%	1%	4%
	Conservative-Very conservative	17%	78%	2%	3%
Presidential Choice	Barack Obama and Joe Biden	87%	9%	1%	4%
	Mitt Romney and Paul Ryan	6%	92%	1%	1%
Gender	Men	41%	53%	2%	4%
	Women	54%	40%	1%	5%
Age	Under 45	47%	47%	0%	6%
	45 or older	48%	46%	2%	4%
Age	18 to 29	58%	36%	0%	6%
	30 to 44	40%	54%	1%	6%
	45 to 59	45%	48%	3%	5%
	60 or older	52%	44%	1%	2%
Race	White	46%	48%	2%	4%
	Non-white	64%	31%	0%	5%
Region	Milwaukee	60%	36%	0%	4%
	Southeast	39%	57%	2%	2%
	Southwest	57%	37%	2%	5%
	Northeast	50%	44%	1%	6%
	Northwest	41%	50%	2%	8%
Household Income	Less than \$75,000	49%	44%	1%	5%
	\$75,000 or more	44%	52%	1%	3%
Education	Not college graduate	50%	43%	1%	6%
	College graduate	44%	53%	1%	2%
Marital Status	Married	43%	52%	1%	4%
	Not married	56%	38%	1%	5%
U.S. Military Veteran		42%	52%	2%	3%
Interview Type	Landline	49%	47%	1%	3%
	Cell Phone	45%	44%	1%	10%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

\*\*\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters		
		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?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Wisconsin Registered Voters		45%	48%	7%
Party Identification	Democrat	82%	11%	7%
	Republican	9%	89%	2%
	Independent	41%	51%	8%
Tea Party Supporters		17%	81%	2%
Political Ideology	Very liberal-Liberal	77%	14%	8%
	Moderate	54%	38%	7%
	Conservative-Very conservative	21%	76%	4%
Presidential Choice	Barack Obama and Joe Biden	81%	11%	8%
	Mitt Romney and Paul Ryan	9%	89%	3%
Gender	Men	40%	53%	7%
	Women	49%	43%	8%
Age	Under 45	48%	44%	9%
	45 or older	43%	51%	6%
Age	18 to 29	53%	31%	16%
	30 to 44	44%	51%	5%
	45 to 59	41%	54%	6%
	60 or older	45%	49%	6%
Race	White	43%	51%	6%
	Non-white	64%	24%	12%
Region	Milwaukee	55%	37%	8%
	Southeast	37%	59%	4%
	Southwest	53%	39%	8%
	Northeast	47%	47%	7%
	Northwest	39%	52%	9%
Household Income	Less than \$75,000	48%	45%	7%
	\$75,000 or more	42%	56%	3%
Education	Not college graduate	47%	45%	9%
	College graduate	42%	55%	3%
Marital Status	Married	40%	54%	6%
	Not married	53%	39%	8%
U.S. Military Veteran		39%	57%	4%
Interview Type	Landline	44%	51%	5%
	Cell Phone	47%	41%	12%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Registered Voters		53%	43%	4%
Party Identification	Democrat	94%	4%	2%
	Republican	6%	91%	3%
	Independent	53%	41%	6%
Tea Party Supporters		19%	79%	2%
Political Ideology	Very liberal-Liberal	90%	8%	2%
	Moderate	65%	31%	5%
	Conservative-Very conservative	23%	72%	5%
Presidential Choice	Barack Obama and Joe Biden	95%	2%	3%
	Mitt Romney and Paul Ryan	9%	89%	3%
Gender	Men	49%	47%	4%
	Women	57%	38%	5%
Age	Under 45	58%	38%	4%
	45 or older	49%	46%	4%
Age	18 to 29	63%	33%	4%
	30 to 44	55%	41%	4%
	45 to 59	48%	48%	4%
	60 or older	51%	45%	5%
Race	White	50%	45%	4%
	Non-white	78%	18%	3%
Region	Milwaukee	62%	31%	7%
	Southeast	43%	55%	3%
	Southwest	65%	32%	3%
	Northeast	54%	43%	3%
	Northwest	48%	46%	7%
Household Income	Less than \$75,000	56%	40%	4%
	\$75,000 or more	46%	50%	4%
Education	Not college graduate	56%	39%	5%
	College graduate	48%	49%	3%
Marital Status	Married	47%	49%	4%
	Not married	63%	32%	5%
U.S. Military Veteran		45%	48%	6%
Interview Type	Landline	52%	45%	3%
	Cell Phone	55%	38%	7%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Mitt Romney?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Wisconsin Registered Voters		45%	47%	8%
Party Identification	Democrat	7%	86%	7%
	Republican	96%	2%	2%
	Independent	42%	47%	11%
Tea Party Supporters		83%	13%	4%
Political Ideology	Very liberal-Liberal	9%	83%	7%
	Moderate	35%	58%	7%
	Conservative-Very conservative	74%	20%	6%
Presidential Choice	Barack Obama and Joe Biden	5%	88%	7%
	Mitt Romney and Paul Ryan	96%	2%	3%
Gender	Men	50%	42%	8%
	Women	41%	52%	7%
Age	Under 45	42%	51%	7%
	45 or older	46%	46%	8%
Age	18 to 29	32%	61%	7%
	30 to 44	48%	46%	7%
	45 to 59	47%	45%	8%
	60 or older	45%	46%	8%
Race	White	47%	47%	7%
	Non-white	32%	56%	11%
Region	Milwaukee	34%	57%	9%
	Southeast	57%	39%	4%
	Southwest	37%	54%	9%
	Northeast	41%	53%	6%
	Northwest	49%	41%	11%
Household Income	Less than \$75,000	42%	50%	7%
	\$75,000 or more	54%	41%	6%
Education	Not college graduate	42%	50%	9%
	College graduate	52%	43%	5%
Marital Status	Married	54%	41%	5%
	Not married	33%	56%	11%
U.S. Military Veteran		54%	36%	9%
Interview Type	Landline	48%	46%	6%
	Cell Phone	38%	51%	10%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters			
		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?			
		Very enthusiastic (High)	Somewhat enthusiastic (Moderate)	Not too enthusiastic (Low)	Not enthusiastic at all (Low)
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		62%	27%	7%	4%
Party Identification	Democrat	67%	26%	5%	2%
	Republican	75%	20%	3%	2%
	Independent	49%	34%	11%	6%
Tea Party Supporters		78%	16%	2%	4%
Political Ideology	Very liberal-Liberal	71%	21%	5%	3%
	Moderate	52%	36%	9%	4%
	Conservative-Very conservative	68%	24%	5%	3%
Presidential Choice	Barack Obama and Joe Biden	61%	32%	6%	2%
	Mitt Romney and Paul Ryan	71%	22%	5%	2%
Gender	Men	61%	27%	8%	5%
	Women	63%	28%	6%	3%
Age	Under 45	50%	37%	9%	4%
	45 or older	69%	22%	5%	4%
Age	18 to 29	45%	41%	13%	1%
	30 to 44	54%	34%	7%	5%
	45 to 59	65%	25%	6%	4%
	60 or older	73%	19%	5%	4%
Race	White	62%	28%	7%	4%
	Non-white	66%	24%	6%	4%
Region	Milwaukee	66%	24%	6%	3%
	Southeast	66%	26%	5%	3%
	Southwest	65%	27%	6%	2%
	Northeast	59%	28%	10%	3%
	Northwest	55%	31%	8%	7%
Household Income	Less than \$75,000	61%	28%	7%	4%
	\$75,000 or more	66%	26%	4%	4%
Education	Not college graduate	59%	28%	8%	5%
	College graduate	67%	26%	5%	2%
Marital Status	Married	67%	25%	5%	3%
	Not married	55%	32%	9%	4%
U.S. Military Veteran		67%	22%	6%	4%
Interview Type	Landline	66%	25%	6%	3%
	Cell Phone	51%	34%	10%	6%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters		
		Which candidate will do a better job handling the economy:		
		Barack Obama	Mitt Romney	Unsure
		Row %	Row %	Row %
Wisconsin Registered Voters		47%	46%	6%
Party Identification	Democrat	91%	6%	3%
	Republican	2%	97%	1%
	Independent	44%	45%	11%
Tea Party Supporters		16%	82%	2%
Political Ideology	Very liberal-Liberal	85%	11%	4%
	Moderate	59%	34%	7%
	Conservative-Very conservative	19%	76%	5%
Presidential Choice	Barack Obama and Joe Biden	91%	4%	5%
	Mitt Romney and Paul Ryan	2%	96%	2%
Gender	Men	43%	50%	8%
	Women	52%	43%	5%
Age	Under 45	51%	43%	5%
	45 or older	46%	49%	6%
Age	18 to 29	56%	36%	8%
	30 to 44	48%	48%	4%
	45 to 59	45%	51%	5%
	60 or older	47%	47%	6%
Race	White	45%	49%	6%
	Non-white	72%	23%	6%
Region	Milwaukee	60%	35%	4%
	Southeast	37%	59%	5%
	Southwest	57%	38%	5%
	Northeast	51%	43%	6%
	Northwest	40%	48%	11%
Household Income	Less than \$75,000	50%	43%	6%
	\$75,000 or more	42%	55%	4%
Education	Not college graduate	50%	43%	7%
	College graduate	43%	52%	5%
Marital Status	Married	41%	53%	5%
	Not married	57%	35%	8%
U.S. Military Veteran		41%	50%	9%
Interview Type	Landline	46%	49%	5%
	Cell Phone	51%	39%	10%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Registered Voters		
		Which candidate will do a better job handling foreign policy:		
		Barack Obama	Mitt Romney	Unsure
		Row %	Row %	Row %
Wisconsin Registered Voters		52%	40%	8%
Party Identification	Democrat	93%	3%	4%
	Republican	6%	89%	5%
	Independent	52%	36%	12%
Tea Party Supporters		20%	77%	4%
Political Ideology	Very liberal-Liberal	89%	7%	4%
	Moderate	67%	27%	6%
	Conservative-Very conservative	22%	69%	9%
Presidential Choice	Barack Obama and Joe Biden	94%	2%	4%
	Mitt Romney and Paul Ryan	7%	87%	6%
Gender	Men	49%	44%	7%
	Women	54%	36%	10%
Age	Under 45	54%	38%	8%
	45 or older	50%	42%	7%
Age	18 to 29	63%	30%	7%
	30 to 44	49%	42%	8%
	45 to 59	49%	43%	8%
	60 or older	52%	42%	7%
Race	White	50%	42%	8%
	Non-white	72%	20%	8%
Region	Milwaukee	64%	33%	3%
	Southeast	42%	51%	7%
	Southwest	61%	30%	9%
	Northeast	54%	38%	8%
	Northwest	46%	42%	13%
Household Income	Less than \$75,000	56%	37%	7%
	\$75,000 or more	45%	48%	7%
Education	Not college graduate	54%	37%	9%
	College graduate	48%	46%	6%
Marital Status	Married	45%	46%	9%
	Not married	62%	30%	7%
U.S. Military Veteran		48%	43%	8%
Interview Type	Landline	50%	43%	7%
	Cell Phone	56%	32%	13%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 28th and October 29th, 2012, N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Wisconsin Tables

		Wisconsin Adults		
		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?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Wisconsin Adults		45%	47%	8%
Wisconsin Registered Voters		45%	48%	7%
Gender	Men	40%	52%	7%
	Women	50%	42%	8%
Age	Under 45	48%	42%	10%
	45 or older	43%	51%	6%
Age	18 to 29	53%	32%	16%
	30 to 44	45%	49%	6%
	45 to 59	41%	53%	6%
	60 or older	45%	49%	6%
Race	White	43%	50%	6%
	Non-white	63%	25%	12%
Region	Milwaukee	56%	36%	8%
	Southeast	39%	57%	4%
	Southwest	53%	39%	8%
	Northeast	47%	45%	8%
	Northwest	38%	52%	10%
Household Income	Less than \$75,000	48%	44%	7%
	\$75,000 or more	41%	56%	3%
Education	Not college graduate	47%	44%	9%
	College graduate	43%	54%	3%
Marital Status	Married	40%	54%	6%
	Not married	53%	39%	9%
U.S. Military Veteran		38%	57%	5%
Interview Type	Landline	45%	50%	6%
	Cell Phone	47%	41%	12%

NBC News/WSJ/Marist Poll Wisconsin Adults. Interviews conducted October 28th and October 29th, 2012, N=1440 MOE +/- 2.6 percentage points. Wisconsin Registered Voters: N=1332 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.