

		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		43%	46%	10%
Party Identification	Democrat	7%	84%	8%
	Republican	91%	3%	6%
	Independent	42%	46%	13%
Tea Party Supporters		84%	12%	4%
Political Ideology	Very liberal-Liberal	9%	82%	9%
	Moderate	33%	57%	10%
	Conservative-Very conservative	72%	18%	10%
Presidential Choice	Barack Obama and Joe Biden	6%	84%	10%
	Mitt Romney and Paul Ryan	88%	6%	6%
Gender	Men	45%	45%	9%
	Women	41%	48%	11%
Age	Under 45	41%	48%	11%
	45 or older	44%	46%	10%
Age	18 to 29	28%	56%	16%
	30 to 44	46%	44%	9%
	45 to 59	41%	50%	10%
	60 or older	47%	43%	10%
Race	White	46%	44%	11%
	Non-white	18%	73%	9%
Region	Milwaukee	31%	60%	8%
	Southeast	61%	31%	8%
	Southwest	26%	62%	12%
	Northeast	42%	43%	14%
	Northwest	44%	45%	10%
Household Income	Less than \$75,000	39%	50%	11%
	\$75,000 or more	46%	45%	8%
Education	Not college graduate	40%	48%	12%
	College graduate	48%	44%	8%
Marital Status	Married	50%	39%	11%
	Not married	34%	57%	10%
Evangelical Christians		59%	31%	10%
U.S. Military Veteran		55%	37%	8%
Interview Type	Landline	44%	46%	10%
	Cell Phone	40%	49%	11%

NBC News/WSJ/Marist Poll Wisconsin Likely Voters. Interviews conducted September 16th through September 18th, 2012, N=968 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.