

		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		51%	44%	4%
Party Identification	Democrat	95%	3%	3%
	Republican	3%	95%	2%
	Independent	49%	45%	6%
Tea Party Supporters		11%	88%	1%
Political Ideology	Very liberal-Liberal	89%	9%	2%
	Moderate	64%	31%	5%
	Conservative-Very conservative	20%	76%	4%
Presidential Choice	Barack Obama and Joe Biden	95%	2%	3%
	Mitt Romney and Paul Ryan	5%	93%	2%
Gender	Men	47%	49%	4%
	Women	55%	40%	5%
Age	Under 45	53%	42%	5%
	45 or older	51%	45%	4%
Age	18 to 29	52%	41%	7%
	30 to 44	53%	42%	5%
	45 to 59	52%	44%	3%
	60 or older	50%	46%	4%
Race	White	50%	46%	4%
	Non-white	71%	24%	5%
Region	Milwaukee	64%	31%	4%
	Southeast	34%	61%	5%
	Southwest	67%	28%	5%
	Northeast	50%	47%	2%
	Northwest	51%	44%	4%
Household Income	Less than \$75,000	54%	43%	3%
	\$75,000 or more	55%	41%	4%
Education	Not college graduate	51%	44%	5%
	College graduate	52%	44%	3%
Marital Status	Married	46%	50%	4%
	Not married	59%	37%	4%
Evangelical Christians		34%	61%	5%
U.S. Military Veteran		39%	58%	3%
Interview Type	Landline	50%	46%	4%
	Cell Phone	56%	40%	4%

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.