

### **Nature of the Sample: 811 Wisconsin Registered Voters**

This survey of 811 Wisconsin registered voters was conducted on October 26<sup>th</sup> through October 28<sup>th</sup>. Registered voters were interviewed by telephone in proportion to the voter turnout in statewide elections in each county. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its turnout in comparable elections. In an effort to increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The land-line and cell phone samples were then combined. Results are statistically significant within  $\pm 3.5$  percentage points. There are 491 likely voters. The results for this subset are statistically significant within  $\pm 4.5$  percentage points. The error margin increases for cross-tabulations.

<b>Nature of the Sample - Registered Voters</b>		
		<b>Wisconsin Registered Voters</b>
		<b>Col %</b>
<b>Wisconsin Registered Voters</b>		<b>100%</b>
<b>Wisconsin Likely Voters</b>		<b>61%</b>
<b>Party ID</b>	<b>Democrat</b>	<b>26%</b>
	<b>Republican</b>	<b>21%</b>
	<b>Independent</b>	<b>51%</b>
	<b>Other</b>	<b>2%</b>
<b>Support Tea Party</b>	<b>Yes</b>	<b>29%</b>
<b>Enthusiasm About Voting Next Week</b>	<b>Very enthusiastic</b>	<b>48%</b>
	<b>Enthusiastic</b>	<b>30%</b>
	<b>Not enthusiastic</b>	<b>22%</b>
<b>Political Ideology</b>	<b>Liberal</b>	<b>19%</b>
	<b>Moderate</b>	<b>36%</b>
	<b>Conservative</b>	<b>45%</b>
<b>Region</b>	<b>Milwaukee</b>	<b>16%</b>
	<b>Southeast</b>	<b>18%</b>
	<b>Southwest</b>	<b>26%</b>
	<b>Northeast</b>	<b>17%</b>
	<b>Northwest</b>	<b>23%</b>
<b>Income</b>	<b>Less \$50,000</b>	<b>41%</b>
	<b>\$50,000-\$99,999</b>	<b>39%</b>
	<b>\$100,000 or more</b>	<b>20%</b>
<b>Income</b>	<b>Less than \$50,000</b>	<b>41%</b>
	<b>\$50,000 or more</b>	<b>59%</b>
<b>Race</b>	<b>White</b>	<b>90%</b>
	<b>Non White</b>	<b>10%</b>
<b>Age</b>	<b>Under 45</b>	<b>51%</b>
	<b>45 or older</b>	<b>49%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>69%</b>
	<b>Cell Phone</b>	<b>31%</b>

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

<b>Nature of the Sample - Likely Voters</b>		
		<b>Wisconsin Likely Voters</b>
		<b>Col %</b>
<b>Wisconsin Likely Voters</b>		<b>100%</b>
<b>Party ID</b>	<b>Democrat</b>	<b>27%</b>
	<b>Republican</b>	<b>26%</b>
	<b>Independent</b>	<b>46%</b>
	<b>Other</b>	<b>1%</b>
<b>Support Tea Party</b>	<b>Yes</b>	<b>33%</b>
<b>Enthusiasm About Voting Next Week</b>	<b>Very enthusiastic</b>	<b>67%</b>
	<b>Enthusiastic</b>	<b>28%</b>
	<b>Not enthusiastic</b>	<b>5%</b>
<b>Political Ideology</b>	<b>Liberal</b>	<b>19%</b>
	<b>Moderate</b>	<b>36%</b>
	<b>Conservative</b>	<b>45%</b>
<b>Region</b>	<b>Milwaukee</b>	<b>15%</b>
	<b>Southeast</b>	<b>21%</b>
	<b>Southwest</b>	<b>26%</b>
	<b>Northeast</b>	<b>16%</b>
	<b>Northwest</b>	<b>22%</b>
<b>Income</b>	<b>Less \$50,000</b>	<b>35%</b>
	<b>\$50,000-\$99,999</b>	<b>41%</b>
	<b>\$100,000 or more</b>	<b>24%</b>
<b>Income</b>	<b>Less than \$50,000</b>	<b>35%</b>
	<b>\$50,000 or more</b>	<b>65%</b>
<b>Race</b>	<b>White</b>	<b>94%</b>
	<b>Non White</b>	<b>6%</b>
<b>Age</b>	<b>Under 45</b>	<b>39%</b>
	<b>45 or older</b>	<b>61%</b>
<b>Gender</b>	<b>Men</b>	<b>43%</b>
	<b>Women</b>	<b>57%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>77%</b>
	<b>Cell Phone</b>	<b>23%</b>

October 30, 2010 Marist Poll Wisconsin Likely Voters "N=491 MOE +/- 4.5%". Totals may not add to 100 due to rounding.