

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,204 South Dakota Adults

This survey of 1,204 adults was conducted October 19th through October 23rd, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of South Dakota were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of South Dakota from ASDE Survey Sampler, Inc. Respondents in the household were selected by asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within ± 2.8 percentage points. There are 990 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 730 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.6 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - South Dakota

		South Dakota Adults	South Dakota Registered Voters	South Dakota Likely Voters
		Col %	Col %	Col %
South Dakota Adults		100%		
South Dakota Registered Voters		82%	100%	
South Dakota Likely Voters		61%	74%	100%
Early Voters		n/a	8%	11%
Party Registration	Democrat	n/a	34%	34%
	Republican	n/a	44%	46%
	Independent	n/a	22%	19%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	28%	29%
	Republican	n/a	38%	39%
	Independent	n/a	32%	30%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	3%	2%
	Liberal	n/a	12%	12%
	Moderate	n/a	36%	36%
	Conservative	n/a	37%	37%
	Very conservative	n/a	12%	12%
Past Participation**	Yes	n/a	90%	94%
	No	n/a	10%	6%
Gender	Men	50%	50%	50%
	Women	50%	50%	50%
Age	Under 45	40%	33%	29%
	45 or older	60%	67%	71%
Age	18 to 29	16%	11%	8%
	30 to 44	23%	22%	20%
	45 to 59	28%	30%	31%
	60 or older	33%	37%	40%
			33%	37%
Race	White	88%	90%	91%
	African American	1%	1%	0%
	Latino	2%	1%	1%
	Native American	7%	7%	6%
	Other	2%	2%	2%
Region	Minnehaha County (Sioux Falls)	21%	22%	20%
	East	25%	26%	26%
	Central	30%	30%	31%
	Black Hills	24%	22%	23%
Household Income	Less than \$75,000	74%	72%	72%
	\$75,000 or more	26%	28%	28%
Education	Not college graduate	68%	64%	62%
	College graduate	32%	36%	38%
Marital Status	Married	56%	61%	63%
	Not married	44%	39%	37%
Marital Status and Gender	Married men	29%	31%	33%
	Not married men	20%	17%	16%
	Married women	27%	30%	30%
	Not married women	24%	21%	21%
Interview Type	Landline	62%	68%	70%
	Cell Phone	38%	32%	30%

NBC News/Marist Poll South Dakota Adults. Interviews conducted October 19th through October 23rd, 2014, n=1204 MOE +/- 2.8 percentage points. South Dakota Registered Voters: n=990 MOE +/- 3.1 percentage points. South Dakota Likely Voters: n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
South Dakota Likely Voters		34%	58%	8%
Party Identification	Democrat	70%	23%	7%
	Republican	8%	88%	5%
	Independent	36%	54%	11%
Political Ideology	Very liberal-Liberal	66%	26%	8%
	Moderate	48%	41%	12%
	Conservative-Very conservative	16%	81%	4%
Region	Minnehaha County (Sioux Falls)	35%	57%	8%
	East	38%	55%	7%
	Central	30%	60%	10%
	Black Hills	34%	61%	5%
Household Income	Less than \$75,000	35%	58%	7%
	\$75,000 or more	39%	56%	5%
Education	Not college graduate	31%	61%	8%
	College graduate	39%	55%	6%
Age	Under 45	33%	59%	8%
	45 or older	35%	58%	7%
Gender	Men	31%	62%	7%
	Women	37%	55%	8%
Marital Status	Married	32%	63%	6%
	Not married	39%	51%	10%
Marital Status and Gender	Married men	29%	65%	6%
	Not married men	34%	58%	8%
	Married women	35%	60%	5%
	Not married women	42%	46%	12%
Interview Type	Landline	36%	57%	7%
	Cell Phone	29%	62%	9%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll South Dakota Tables of Likely Voters

		South Dakota Likely Voters					
		South Dakota tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early					
		Rick Weiland, the Democrat	Mike Rounds, the Republican	Gordon Howie, an independent	Larry Pressler, an independent	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
South Dakota Likely Voters		29%	43%	3%	16%	<1%	7%
Early Voters		44%	47%	1%	8%	1%	0%
Yet to Vote		28%	43%	4%	17%	0%	8%
Party Identification	Democrat	73%	10%	1%	12%	0%	4%
	Republican	4%	78%	2%	9%	0%	7%
	Independent	22%	32%	7%	31%	0%	8%
Political Ideology	Very liberal-Liberal	59%	18%	1%	17%	0%	4%
	Moderate	41%	27%	3%	20%	1%	8%
	Conservative-Very conservative	12%	63%	4%	14%	0%	7%
Intensity of Support	Strongly support	34%	52%	1%	13%	0%	0%
	Somewhat support	30%	41%	6%	23%	0%	0%
	Might vote differently	27%	31%	11%	31%	0%	0%
Top Issue	Breaking gridlock in Washington	42%	26%	2%	26%	0%	4%
	Social Security and Medicare	36%	39%	2%	14%	1%	9%
	The deficit	12%	63%	10%	7%	0%	8%
	Health care	26%	50%	3%	16%	0%	6%
	Job creation	30%	48%	1%	14%	0%	7%
Region	Minnehaha County (Sioux Falls)	29%	45%	2%	20%	0%	5%
	East	33%	44%	3%	12%	0%	8%
	Central	29%	43%	2%	15%	1%	10%
	Black Hills	26%	42%	7%	20%	0%	6%
Household Income	Less than \$75,000	31%	43%	3%	17%	0%	7%
	\$75,000 or more	28%	45%	3%	17%	0%	8%
Education	Not college graduate	29%	45%	3%	16%	0%	7%
	College graduate	31%	41%	3%	16%	0%	8%
Age	Under 45	27%	49%	5%	11%	0%	8%
	45 or older	30%	41%	3%	18%	0%	7%
Gender	Men	22%	49%	5%	17%	0%	7%
	Women	37%	38%	2%	15%	0%	7%
Marital Status	Married	27%	48%	2%	15%	0%	7%
	Not married	33%	35%	5%	19%	0%	7%
Marital Status and Gender	Married men	21%	52%	3%	17%	0%	6%
	Not married men	23%	42%	9%	18%	0%	8%
	Married women	34%	44%	2%	12%	0%	8%
	Not married women	41%	30%	2%	20%	0%	6%
	Interview Type	Landline	32%	41%	3%	16%	0%
	Cell Phone	22%	49%	4%	18%	0%	8%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters with a Candidate Preference for U.S. Senate including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
South Dakota Likely Voters with a Candidate Preference for U.S. Senate including Early Voters		63%	26%	10%	1%
Party Identification	Democrat	70%	20%	8%	2%
	Republican	73%	20%	7%	1%
	Independent	46%	39%	13%	1%
Political Ideology	Very liberal-Liberal	65%	23%	12%	1%
	Moderate	57%	31%	11%	1%
	Conservative-Very conservative	68%	24%	8%	1%
Support for U.S. Senate in South Dakota	Rick Weiland	66%	24%	8%	1%
	Mike Rounds	70%	23%	6%	1%
	Larry Pressler	48%	34%	17%	1%
Region	Minnehaha County (Sioux Falls)	66%	23%	9%	2%
	East	63%	28%	9%	1%
	Central	64%	23%	11%	1%
	Black Hills	60%	30%	9%	1%
Household Income	Less than \$75,000	64%	24%	11%	1%
	\$75,000 or more	65%	28%	7%	1%
Education	Not college graduate	65%	24%	10%	1%
	College graduate	62%	28%	9%	1%
Age	Under 45	51%	35%	13%	0%
	45 or older	68%	22%	8%	2%
Gender	Men	62%	26%	11%	1%
	Women	65%	26%	8%	1%
Marital Status	Married	64%	28%	8%	1%
	Not married	63%	22%	13%	2%
Marital Status and Gender	Married men	63%	27%	9%	1%
	Not married men	61%	23%	15%	1%
	Married women	65%	29%	6%	0%
	Not married women	64%	22%	12%	2%
Interview Type	Landline	64%	25%	10%	1%
	Cell Phone	61%	29%	9%	1%

NBC News/Marist Poll South Dakota Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=612 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters with a Candidate Preference for U.S. Senate excluding Early Voters					
		Who is your second choice in the election for U.S. Senate in South Dakota:					
		Rick Weiland, the Democrat	Mike Rounds, the Republican	Gordon Howie, an independent	Larry Pressler, an independent	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
South Dakota Likely Voters with a Candidate Preference for U.S. Senate excluding Early Voters		18%	10%	9%	43%	3%	17%
Party Identification	Democrat	13%	9%	3%	63%	0%	12%
	Republican	15%	6%	12%	43%	5%	21%
	Independent	28%	17%	11%	25%	3%	16%
Political Ideology	Very liberal-Liberal	20%	7%	6%	54%	1%	12%
	Moderate	21%	14%	8%	43%	2%	12%
	Conservative-Very conservative	16%	8%	10%	39%	4%	22%
First Choice for U.S. Senate in South Dakota	Rick Weiland	0%	10%	4%	72%	2%	12%
	Mike Rounds	15%	0%	14%	44%	4%	23%
	Larry Pressler	56%	23%	6%	0%	2%	13%
Region	Minnehaha County (Sioux Falls)	22%	6%	8%	39%	3%	21%
	East	12%	9%	7%	48%	5%	19%
	Central	22%	11%	8%	44%	1%	15%
	Black Hills	17%	14%	12%	39%	4%	14%
Household Income	Less than \$75,000	17%	10%	9%	46%	2%	16%
	\$75,000 or more	25%	9%	7%	36%	6%	17%
Education	Not college graduate	16%	10%	10%	41%	3%	20%
	College graduate	22%	10%	6%	46%	3%	13%
Age	Under 45	21%	11%	9%	36%	2%	20%
	45 or older	17%	10%	8%	46%	3%	15%
Gender	Men	22%	9%	9%	41%	3%	16%
	Women	14%	11%	9%	45%	3%	18%
Marital Status	Married	18%	9%	10%	43%	3%	18%
	Not married	19%	13%	7%	42%	3%	16%
Marital Status and Gender	Married men	22%	8%	10%	41%	4%	16%
	Not married men	23%	12%	7%	39%	2%	16%
	Married women	13%	10%	10%	45%	3%	20%
	Not married women	16%	13%	7%	45%	3%	16%
	Interview Type	Landline	17%	9%	8%	47%	4%
	Cell Phone	21%	13%	10%	33%	1%	21%

NBC News/Marist Poll South Dakota Likely Voters with a Candidate Preference excluding Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=540 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters			
		South Dakota tossup for Governor including those who are undecided yet leaning toward a candidate or have voted early			
		Susan Wismer, the Democrat	Dennis Daugaard, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
South Dakota Likely Voters		28%	67%	1%	4%
Early Voters		36%	63%	1%	0%
Yet to Vote		27%	67%	1%	4%
Party Identification	Democrat	68%	29%	1%	3%
	Republican	4%	94%	0%	2%
	Independent	26%	67%	3%	5%
Political Ideology	Very liberal-Liberal	65%	30%	3%	2%
	Moderate	32%	61%	2%	5%
	Conservative-Very conservative	15%	82%	1%	3%
Intensity of Support	Strongly support	26%	74%	0%	0%
	Somewhat support	32%	68%	0%	0%
	Might vote differently	41%	59%	0%	0%
Top Issue	Breaking gridlock in Washington	43%	52%	3%	2%
	Social Security and Medicare	34%	60%	2%	4%
	The deficit	10%	89%	0%	1%
	Health care	28%	68%	1%	3%
	Job creation	26%	70%	1%	3%
Region	Minnehaha County (Sioux Falls)	31%	65%	0%	3%
	East	27%	66%	2%	4%
	Central	29%	65%	1%	5%
	Black Hills	25%	71%	2%	2%
Household Income	Less than \$75,000	30%	65%	1%	4%
	\$75,000 or more	26%	70%	1%	3%
Education	Not college graduate	26%	68%	1%	4%
	College graduate	31%	64%	2%	3%
Age	Under 45	25%	72%	1%	2%
	45 or older	29%	65%	2%	4%
Gender	Men	23%	72%	2%	3%
	Women	33%	62%	1%	4%
Marital Status	Married	26%	70%	1%	3%
	Not married	33%	61%	1%	4%
Marital Status and Gender	Married men	22%	73%	2%	3%
	Not married men	27%	68%	2%	3%
	Married women	29%	67%	1%	3%
	Not married women	38%	56%	1%	5%
Interview Type	Landline	30%	65%	2%	3%
	Cell Phone	24%	70%	1%	5%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters with a Candidate Preference for Governor including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
South Dakota Likely Voters with a Candidate Preference for Governor including Early Voters		67%	27%	5%	1%
Party Identification	Democrat	64%	28%	8%	1%
	Republican	77%	18%	2%	2%
	Independent	56%	37%	7%	0%
Political Ideology	Very liberal-Liberal	67%	27%	5%	1%
	Moderate	57%	36%	7%	1%
	Conservative-Very conservative	73%	21%	4%	2%
Support for Governor in South Dakota	Susan Wismer	61%	30%	7%	1%
	Dennis Daugaard	69%	26%	4%	1%
Region	Minnehaha County (Sioux Falls)	73%	24%	2%	1%
	East	67%	27%	4%	1%
	Central	63%	28%	6%	2%
	Black Hills	65%	27%	7%	1%
Household Income	Less than \$75,000	65%	28%	6%	1%
	\$75,000 or more	69%	27%	3%	1%
Education	Not college graduate	64%	28%	6%	2%
	College graduate	70%	26%	4%	0%
Age	Under 45	55%	37%	6%	1%
	45 or older	71%	23%	5%	1%
Gender	Men	67%	28%	3%	2%
	Women	66%	26%	7%	1%
Marital Status	Married	68%	27%	4%	1%
	Not married	65%	27%	7%	2%
Marital Status and Gender	Married men	68%	28%	4%	0%
	Not married men	67%	28%	2%	3%
	Married women	68%	27%	5%	1%
	Not married women	63%	26%	10%	1%
Interview Type	Landline	69%	25%	5%	2%
	Cell Phone	62%	32%	6%	0%

NBC News/Marist Poll South Dakota Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=635 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll South Dakota Tables of Likely Voters

		South Dakota Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Rick Weiland?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Likely Voters		46%	33%	2%	18%
Party Identification	Democrat	81%	8%	3%	9%
	Republican	21%	56%	3%	20%
	Independent	49%	27%	2%	22%
Political Ideology	Very liberal-Liberal	73%	14%	0%	13%
	Moderate	61%	22%	3%	15%
	Conservative-Very conservative	29%	48%	2%	21%
Region	Minnehaha County (Sioux Falls)	51%	34%	2%	14%
	East	47%	34%	1%	18%
	Central	46%	31%	3%	20%
	Black Hills	43%	36%	4%	18%
Household Income	Less than \$75,000	48%	33%	2%	17%
	\$75,000 or more	46%	35%	3%	16%
Education	Not college graduate	43%	34%	3%	19%
	College graduate	52%	33%	1%	15%
Age	Under 45	44%	26%	4%	26%
	45 or older	48%	36%	2%	14%
Gender	Men	41%	39%	1%	18%
	Women	52%	28%	4%	17%
Marital Status	Married	45%	38%	1%	16%
	Not married	49%	26%	4%	20%
Marital Status and Gender	Married men	41%	43%	1%	16%
	Not married men	42%	33%	3%	22%
	Married women	50%	33%	2%	15%
	Not married women	55%	21%	6%	19%
Interview Type	Landline	47%	35%	2%	16%
	Cell Phone	45%	30%	3%	22%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Mike Rounds?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Likely Voters		52%	40%	1%	7%
Party Identification	Democrat	23%	70%	1%	6%
	Republican	80%	14%	1%	5%
	Independent	44%	46%	1%	9%
Political Ideology	Very liberal-Liberal	23%	64%	4%	9%
	Moderate	41%	52%	1%	7%
	Conservative-Very conservative	69%	25%	0%	6%
Region	Minnehaha County (Sioux Falls)	51%	42%	0%	7%
	East	52%	41%	0%	7%
	Central	53%	38%	2%	7%
	Black Hills	51%	40%	1%	8%
Household Income	Less than \$75,000	50%	41%	2%	7%
	\$75,000 or more	53%	42%	0%	4%
Education	Not college graduate	51%	39%	2%	8%
	College graduate	52%	43%	0%	5%
Age	Under 45	55%	36%	3%	6%
	45 or older	50%	42%	0%	7%
Gender	Men	53%	38%	1%	8%
	Women	50%	43%	1%	6%
Marital Status	Married	56%	38%	1%	6%
	Not married	44%	45%	2%	10%
Marital Status and Gender	Married men	57%	36%	1%	6%
	Not married men	46%	41%	2%	10%
	Married women	56%	39%	0%	5%
	Not married women	42%	47%	1%	9%
Interview Type	Landline	49%	44%	0%	7%
	Cell Phone	59%	31%	2%	8%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Larry Pressler?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Likely Voters		52%	30%	3%	16%
Party Identification	Democrat	63%	21%	3%	13%
	Republican	42%	38%	4%	17%
	Independent	57%	26%	1%	15%
Political Ideology	Very liberal-Liberal	59%	24%	3%	14%
	Moderate	59%	25%	3%	13%
	Conservative-Very conservative	46%	35%	2%	17%
Region	Minnehaha County (Sioux Falls)	56%	30%	1%	13%
	East	52%	30%	3%	15%
	Central	48%	30%	3%	19%
	Black Hills	53%	30%	3%	14%
Household Income	Less than \$75,000	52%	31%	2%	15%
	\$75,000 or more	54%	30%	3%	12%
Education	Not college graduate	50%	32%	3%	15%
	College graduate	56%	26%	2%	16%
Age	Under 45	45%	27%	8%	20%
	45 or older	54%	31%	0%	14%
Gender	Men	48%	34%	3%	16%
	Women	56%	26%	3%	16%
Marital Status	Married	53%	30%	2%	15%
	Not married	51%	30%	3%	16%
Marital Status and Gender	Married men	51%	32%	3%	15%
	Not married men	43%	38%	3%	17%
	Married women	55%	27%	2%	16%
	Not married women	57%	24%	4%	16%
	Interview Type	Landline	53%	31%	2%
	Cell Phone	50%	26%	4%	20%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Susan Wismer?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Likely Voters		31%	25%	14%	29%
Party Identification	Democrat	63%	13%	8%	16%
	Republican	10%	37%	18%	34%
	Independent	30%	22%	14%	33%
Political Ideology	Very liberal-Liberal	61%	12%	6%	20%
	Moderate	36%	22%	13%	28%
	Conservative-Very conservative	19%	32%	17%	33%
Region	Minnehaha County (Sioux Falls)	36%	26%	10%	28%
	East	33%	26%	12%	29%
	Central	30%	26%	17%	27%
	Black Hills	25%	23%	18%	34%
Household Income	Less than \$75,000	34%	27%	13%	27%
	\$75,000 or more	28%	26%	13%	33%
Education	Not college graduate	30%	26%	15%	30%
	College graduate	33%	25%	13%	29%
Age	Under 45	30%	26%	13%	32%
	45 or older	31%	26%	15%	28%
Gender	Men	28%	30%	13%	29%
	Women	34%	21%	15%	30%
Marital Status	Married	28%	27%	14%	32%
	Not married	37%	23%	15%	26%
Marital Status and Gender	Married men	25%	31%	13%	31%
	Not married men	34%	27%	15%	25%
	Married women	30%	23%	15%	32%
	Not married women	39%	19%	16%	27%
	Interview Type	Landline	33%	25%	14%
	Cell Phone	27%	27%	14%	32%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Dennis Daugaard?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Likely Voters		70%	23%	1%	7%
Party Identification	Democrat	42%	50%	1%	7%
	Republican	90%	4%	1%	6%
	Independent	71%	22%	0%	7%
Political Ideology	Very liberal-Liberal	36%	52%	0%	12%
	Moderate	69%	25%	1%	4%
	Conservative-Very conservative	81%	12%	1%	6%
Region	Minnehaha County (Sioux Falls)	68%	24%	1%	7%
	East	71%	24%	1%	5%
	Central	69%	22%	1%	8%
	Black Hills	72%	21%	0%	7%
Household Income	Less than \$75,000	69%	24%	1%	6%
	\$75,000 or more	73%	21%	0%	6%
Education	Not college graduate	71%	21%	1%	8%
	College graduate	68%	27%	0%	5%
Age	Under 45	71%	21%	1%	7%
	45 or older	70%	23%	1%	7%
Gender	Men	72%	21%	0%	6%
	Women	68%	24%	1%	7%
Marital Status	Married	74%	20%	0%	6%
	Not married	63%	27%	1%	9%
Marital Status and Gender	Married men	73%	21%	0%	6%
	Not married men	69%	23%	0%	8%
	Married women	74%	20%	1%	5%
	Not married women	59%	30%	2%	9%
Interview Type	Landline	68%	24%	1%	7%
	Cell Phone	74%	19%	0%	7%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll South Dakota Tables of Likely Voters

South Dakota Likely Voters													
Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:													
		Breaking the partisan gridlock in Washington to get things done	Social Security and Medicare	The deficit and government spending	Health care	Job creation and economic growth	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
South Dakota Likely Voters		25%	15%	14%	13%	12%	7%	3%	2%	1%	6%	2%	2%
Party Identification	Democrat	34%	19%	3%	12%	14%	2%	2%	5%	0%	4%	3%	3%
	Republican	13%	12%	20%	14%	13%	12%	3%	0%	2%	7%	2%	2%
	Independent	30%	15%	16%	12%	10%	7%	3%	2%	1%	3%	0%	2%
Political Ideology	Very liberal-Liberal	36%	17%	2%	10%	7%	6%	4%	8%	0%	5%	3%	2%
	Moderate	33%	15%	9%	13%	14%	4%	1%	2%	0%	4%	2%	2%
	Conservative-Very conservative	16%	14%	21%	14%	12%	10%	3%	1%	1%	7%	1%	1%
Region	Minnehaha County (Sioux Falls)	25%	15%	15%	10%	10%	9%	2%	3%	1%	8%	2%	1%
	East	24%	13%	14%	15%	13%	5%	4%	2%	1%	4%	2%	3%
	Central	19%	18%	14%	13%	15%	6%	3%	2%	0%	6%	2%	3%
	Black Hills	32%	14%	12%	12%	10%	9%	1%	2%	2%	4%	2%	1%
Household Income	Less than \$75,000	22%	17%	12%	13%	13%	7%	3%	3%	1%	6%	2%	2%
	\$75,000 or more	29%	7%	17%	16%	13%	7%	2%	2%	1%	2%	3%	1%
Education	Not college graduate	22%	19%	13%	11%	12%	7%	3%	2%	1%	6%	2%	3%
	College graduate	29%	9%	15%	14%	13%	7%	2%	3%	1%	4%	2%	0%
Age	Under 45	22%	8%	18%	18%	15%	7%	1%	4%	1%	2%	4%	0%
	45 or older	26%	18%	12%	10%	11%	7%	3%	2%	1%	7%	1%	3%
Gender	Men	25%	12%	18%	11%	13%	8%	2%	1%	1%	6%	2%	1%
	Women	24%	17%	10%	14%	12%	6%	3%	4%	1%	5%	2%	3%
Marital Status	Married	24%	12%	16%	12%	13%	8%	2%	2%	1%	5%	2%	2%
	Not married	26%	20%	10%	13%	11%	5%	3%	2%	0%	6%	2%	2%
Marital Status and Gender	Married men	26%	9%	21%	9%	13%	8%	2%	1%	1%	6%	3%	1%
	Not married men	22%	19%	11%	14%	11%	8%	4%	0%	1%	7%	1%	1%
	Married women	22%	15%	10%	16%	13%	8%	3%	4%	1%	5%	2%	3%
	Not married women	28%	21%	9%	12%	11%	3%	2%	4%	0%	5%	3%	3%
Interview Type	Landline	25%	16%	14%	11%	12%	6%	3%	3%	1%	5%	3%	2%
	Cell Phone	24%	13%	13%	17%	13%	9%	1%	2%	0%	6%	1%	1%

NBC News/Marist Poll South Dakota Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=730 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
South Dakota Adults		32%	56%	12%
South Dakota Registered Voters		33%	57%	10%
Party Identification^	Democrat	66%	25%	9%
	Republican	8%	86%	6%
	Independent	36%	51%	13%
Political Ideology^	Very liberal-Liberal	64%	27%	9%
	Moderate	45%	40%	14%
	Conservative-Very conservative	16%	79%	5%
Region	Minnehaha County (Sioux Falls)	34%	52%	14%
	East	35%	53%	12%
	Central	29%	59%	12%
	Black Hills	32%	58%	10%
Household Income	Less than \$75,000	34%	55%	11%
	\$75,000 or more	35%	55%	10%
Education	Not college graduate	30%	57%	13%
	College graduate	39%	54%	7%
Race	White	29%	59%	12%
	Non-white	55%	28%	17%
Age	18 to 29	32%	44%	23%
	30 to 44	29%	58%	13%
	45 to 59	30%	62%	8%
	60 or older	37%	54%	10%
Gender	Men	30%	57%	13%
	Women	35%	54%	11%
Marital Status	Married	32%	60%	8%
	Not married	34%	50%	16%
Marital Status and Gender	Married men	29%	62%	9%
	Not married men	33%	51%	16%
	Married women	34%	59%	7%
	Not married women	36%	49%	15%
Interview Type	Landline	35%	56%	9%
	Cell Phone	27%	55%	18%

NBC News/Marist Poll South Dakota Adults. Interviews conducted October 19th through October 23rd, 2014, n=1204
MOE +/- 2.8 percentage points.

^South Dakota Registered Voters: n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Registered Voters					
		South Dakota tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early					
		Rick Weiland, the Democrat	Mike Rounds, the Republican	Gordon Howie, an independent	Larry Pressler, an independent	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
South Dakota Registered Voters		28%	43%	4%	16%	<1%	9%
Party Identification	Democrat	70%	10%	2%	12%	1%	5%
	Republican	4%	77%	2%	10%	0%	8%
	Independent	21%	32%	8%	29%	1%	10%
Political Ideology	Very liberal-Liberal	55%	22%	1%	18%	0%	4%
	Moderate	39%	28%	4%	19%	1%	10%
	Conservative-Very conservative	13%	61%	4%	14%	0%	7%
Intensity of Support	Strongly support	33%	52%	1%	14%	0%	0%
	Somewhat support	29%	42%	6%	23%	0%	0%
	Might vote differently	25%	36%	12%	27%	0%	0%
Top Issue	Breaking gridlock in Washington	40%	27%	2%	27%	0%	4%
	Social Security and Medicare	34%	37%	2%	16%	1%	10%
	The deficit	13%	61%	10%	6%	0%	9%
	Health care	22%	50%	3%	16%	0%	9%
	Job creation	28%	46%	3%	14%	0%	9%
	Region	Minnehaha County (Sioux Falls)	28%	44%	1%	21%	0%
Region	East	31%	42%	3%	11%	1%	11%
	Central	28%	41%	3%	15%	1%	12%
	Black Hills	23%	44%	8%	19%	0%	6%
	Household Income	Less than \$75,000	29%	42%	3%	16%	0%
Household Income	\$75,000 or more	25%	45%	3%	17%	1%	9%
	Education	Not college graduate	27%	43%	4%	16%	1%
Education	College graduate	29%	41%	3%	17%	0%	9%
	Race	White	26%	45%	3%	17%	1%
Non-white		41%	28%	6%	12%	1%	13%
Age	18 to 29	18%	58%	10%	2%	0%	12%
	30 to 44	29%	44%	4%	14%	1%	9%
	45 to 59	24%	44%	3%	21%	0%	8%
	60 or older	34%	36%	2%	18%	1%	8%
Gender	Men	21%	47%	5%	17%	0%	8%
	Women	34%	38%	2%	15%	1%	9%
Marital Status	Married	26%	47%	2%	16%	1%	9%
	Not married	31%	36%	6%	18%	0%	8%
Marital Status and Gender	Married men	20%	51%	3%	18%	1%	7%
	Not married men	24%	40%	11%	17%	0%	9%
	Married women	32%	43%	2%	13%	0%	11%
	Not married women	38%	32%	3%	19%	1%	8%
	Interview Type	Landline	31%	40%	3%	16%	1%
Cell Phone		20%	48%	5%	16%	0%	10%

NBC News/Marist Poll South Dakota Registered Voters. Interviews conducted October 19th through October 23rd, 2014, n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Voters with a Candidate Preference for U.S. Senate including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
South Dakota Voters with a Candidate Preference for U.S. Senate including Early Voters		60%	28%	12%	1%
Party Identification	Democrat	66%	21%	10%	2%
	Republican	71%	21%	7%	1%
	Independent	42%	42%	15%	1%
Political Ideology	Very liberal-Liberal	60%	23%	17%	1%
	Moderate	53%	33%	12%	1%
	Conservative-Very conservative	64%	26%	10%	1%
Support for U.S. Senate in South Dakota	Rick Weiland	63%	26%	9%	1%
	Mike Rounds	65%	25%	9%	1%
	Larry Pressler	47%	35%	17%	1%
Region	Minnehaha County (Sioux Falls)	63%	23%	12%	2%
	East	58%	31%	10%	1%
	Central	61%	24%	14%	1%
	Black Hills	56%	33%	10%	1%
Household Income	Less than \$75,000	60%	26%	14%	1%
	\$75,000 or more	61%	31%	7%	1%
Education	Not college graduate	60%	26%	13%	1%
	College graduate	59%	31%	10%	1%
Race	White	60%	28%	11%	1%
	Non-white	55%	29%	13%	3%
Age	18 to 29	41%	31%	28%	0%
	30 to 44	50%	39%	12%	0%
	45 to 59	63%	27%	10%	0%
	60 or older	68%	21%	9%	3%
Gender	Men	59%	27%	13%	1%
	Women	60%	29%	10%	1%
Marital Status	Married	61%	30%	9%	1%
	Not married	58%	24%	16%	2%
Marital Status and Gender	Married men	60%	28%	12%	1%
	Not married men	57%	25%	17%	1%
	Married women	62%	32%	6%	0%
	Not married women	59%	23%	16%	2%
	Interview Type	Landline	62%	26%	11%
	Cell Phone	55%	31%	13%	1%

NBC News/Marist Poll South Dakota Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=839 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Voters with a Candidate Preference for U.S. Senate excluding Early Voters					
		Who is your second choice in the election for U.S. Senate in South Dakota:					
		Rick Weiland, the Democrat	Mike Rounds, the Republican	Gordon Howie, an independent	Larry Pressler, an independent	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
South Dakota Voters with a Candidate Preference for U.S. Senate excluding Early Voters		18%	12%	10%	41%	3%	17%
Party Identification	Democrat	13%	12%	3%	59%	1%	12%
	Republican	14%	6%	13%	42%	4%	21%
	Independent	26%	18%	12%	24%	3%	17%
Political Ideology	Very liberal-Liberal	22%	9%	6%	50%	1%	11%
	Moderate	21%	16%	9%	40%	2%	13%
	Conservative-Very conservative	16%	10%	11%	38%	4%	21%
First Choice for U.S. Senate in South Dakota	Rick Weiland	0%	12%	4%	69%	2%	12%
	Mike Rounds	15%	0%	15%	43%	4%	23%
	Larry Pressler	54%	25%	6%	0%	2%	13%
Region	Minnehaha County (Sioux Falls)	23%	7%	9%	37%	3%	22%
	East	12%	12%	8%	46%	4%	18%
	Central	21%	13%	8%	43%	1%	15%
	Black Hills	18%	15%	14%	37%	4%	13%
Household Income	Less than \$75,000	17%	11%	10%	44%	2%	16%
	\$75,000 or more	25%	11%	8%	35%	5%	16%
Education	Not college graduate	15%	13%	11%	39%	3%	19%
	College graduate	22%	10%	7%	44%	2%	13%
Race	White	19%	11%	10%	42%	3%	16%
	Non-white	16%	13%	10%	34%	3%	23%
Age	18 to 29	27%	22%	11%	24%	2%	14%
	30 to 44	16%	11%	10%	39%	2%	21%
	45 to 59	18%	12%	10%	43%	4%	13%
	60 or older	17%	9%	7%	47%	3%	17%
Gender	Men	22%	11%	10%	39%	3%	16%
	Women	14%	12%	9%	43%	3%	19%
Marital Status	Married	18%	10%	11%	41%	3%	18%
	Not married	19%	15%	8%	40%	2%	16%
Marital Status and Gender	Married men	22%	9%	11%	40%	3%	15%
	Not married men	24%	17%	8%	35%	1%	15%
	Married women	14%	11%	10%	42%	2%	20%
	Not married women	15%	14%	7%	44%	3%	17%
	Interview Type	Landline	17%	9%	9%	46%	4%
	Cell Phone	21%	16%	12%	31%	1%	19%

NBC News/Marist Poll South Dakota Registered Voters with a Candidate Preference excluding Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=766 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Registered Voters			
		South Dakota tossup for Governor including those who are undecided yet leaning toward a candidate or have voted early			
		Dennis		Other	Undecided
		Susan Wismer, the Democrat	Daugaard, the Republican		
		Row %	Row %	Row %	Row %
South Dakota Registered Voters		26%	67%	2%	5%
Party Identification	Democrat	64%	30%	1%	4%
	Republican	4%	94%	0%	2%
	Independent	24%	67%	3%	6%
Political Ideology	Very liberal-Liberal	60%	36%	2%	2%
	Moderate	29%	62%	2%	6%
	Conservative-Very conservative	15%	81%	1%	3%
Intensity of Support	Strongly support	25%	75%	0%	0%
	Somewhat support	29%	71%	0%	0%
	Might vote differently	35%	65%	0%	0%
Top Issue	Breaking gridlock in Washington	42%	53%	3%	2%
	Social Security and Medicare	32%	61%	2%	5%
	The deficit	10%	88%	0%	2%
	Health care	24%	69%	1%	7%
	Job creation	25%	67%	0%	7%
Region	Minnehaha County (Sioux Falls)	30%	66%	1%	4%
	East	24%	66%	3%	7%
	Central	29%	64%	1%	6%
	Black Hills	22%	74%	2%	2%
Household Income	Less than \$75,000	29%	66%	1%	4%
	\$75,000 or more	23%	71%	2%	3%
Education	Not college graduate	25%	68%	2%	6%
	College graduate	30%	65%	2%	3%
Race	White	25%	69%	2%	4%
	Non-white	36%	51%	0%	13%
Age	18 to 29	15%	72%	3%	11%
	30 to 44	25%	72%	1%	2%
	45 to 59	23%	71%	2%	4%
	60 or older	33%	60%	2%	5%
Gender	Men	22%	72%	2%	4%
	Women	31%	62%	1%	6%
Marital Status	Married	24%	70%	2%	5%
	Not married	31%	62%	2%	5%
Marital Status and Gender	Married men	21%	73%	2%	4%
	Not married men	24%	69%	2%	5%
	Married women	27%	66%	1%	5%
	Not married women	36%	56%	1%	6%
	Interview Type	Landline	29%	65%	2%
	Cell Phone	22%	71%	0%	7%

NBC News/Marist Poll South Dakota Registered Voters. Interviews conducted October 19th through October 23rd, 2014, n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Voters with a Candidate Preference for Governor including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
South Dakota Voters with a Candidate Preference for Governor including Early Voters		63%	29%	7%	1%
Party Identification	Democrat	62%	29%	9%	1%
	Republican	75%	20%	3%	2%
	Independent	51%	39%	9%	0%
Political Ideology	Very liberal-Liberal	65%	25%	10%	1%
	Moderate	53%	38%	8%	1%
	Conservative-Very conservative	71%	23%	5%	2%
Support for Governor in South Dakota	Susan Wismer	59%	31%	8%	1%
	Dennis Daugaard	65%	28%	6%	1%
Region	Minnehaha County (Sioux Falls)	71%	25%	4%	1%
	East	64%	29%	5%	2%
	Central	60%	31%	8%	2%
	Black Hills	60%	30%	9%	1%
Household Income	Less than \$75,000	62%	30%	8%	1%
	\$75,000 or more	65%	29%	4%	2%
Education	Not college graduate	61%	30%	7%	1%
	College graduate	67%	27%	5%	1%
Race	White	64%	29%	5%	1%
	Non-white	47%	33%	19%	2%
Age	18 to 29	52%	35%	13%	0%
	30 to 44	52%	40%	7%	1%
	45 to 59	68%	25%	7%	1%
	60 or older	70%	23%	5%	2%
Gender	Men	63%	31%	4%	2%
	Women	63%	27%	9%	1%
Marital Status	Married	64%	29%	5%	1%
	Not married	62%	29%	8%	2%
Marital Status and Gender	Married men	64%	30%	5%	1%
	Not married men	63%	32%	2%	3%
	Married women	65%	28%	6%	1%
	Not married women	61%	25%	13%	1%
Interview Type	Landline	66%	27%	6%	2%
	Cell Phone	58%	32%	9%	0%

NBC News/Marist Poll South Dakota Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=871 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Adults			
		Overall, do you have a favorable or an unfavorable impression of Rick Weiland?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Adults		40%	30%	9%	21%
South Dakota Registered Voters		45%	32%	4%	20%
Party Identification^	Democrat	79%	7%	3%	11%
	Republican	21%	55%	4%	21%
	Independent	47%	26%	4%	23%
Political Ideology^	Very liberal-Liberal	70%	15%	0%	15%
	Moderate	58%	22%	4%	16%
	Conservative-Very conservative	29%	46%	3%	22%
Region	Minnehaha County (Sioux Falls)	45%	29%	9%	17%
	East	40%	31%	6%	22%
	Central	39%	27%	10%	24%
	Black Hills	35%	34%	11%	20%
Household Income	Less than \$75,000	41%	30%	8%	21%
	\$75,000 or more	38%	34%	8%	19%
Education	Not college graduate	36%	30%	11%	23%
	College graduate	47%	30%	6%	17%
Race	White	40%	31%	7%	22%
	Non-white	43%	20%	21%	16%
Age	18 to 29	31%	17%	28%	24%
	30 to 44	35%	25%	9%	31%
	45 to 59	42%	38%	4%	15%
	60 or older	47%	33%	4%	17%
Gender	Men	35%	34%	9%	22%
	Women	44%	26%	9%	21%
Marital Status	Married	40%	36%	4%	20%
	Not married	40%	23%	15%	22%
Marital Status and Gender	Married men	35%	42%	4%	19%
	Not married men	35%	25%	16%	24%
	Married women	45%	30%	4%	21%
	Not married women	43%	21%	15%	21%
Interview Type	Landline	44%	33%	6%	18%
	Cell Phone	33%	24%	15%	27%

NBC News/Marist Poll South Dakota Adults. Interviews conducted October 19th through October 23rd, 2014, n=1204 MOE +/- 2.8 percentage points.

^South Dakota Registered Voters: n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll South Dakota Tables of Adults & Registered Voters

		South Dakota Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Rounds?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Adults		50%	36%	3%	11%
South Dakota Registered Voters		52%	38%	1%	8%
Party Identification^	Democrat	25%	66%	1%	8%
	Republican	79%	14%	0%	6%
	Independent	45%	44%	2%	10%
Political Ideology^	Very liberal-Liberal	28%	60%	3%	9%
	Moderate	42%	48%	0%	9%
	Conservative-Very conservative	68%	25%	1%	7%
Region	Minnehaha County (Sioux Falls)	49%	37%	2%	12%
	East	50%	37%	4%	9%
	Central	49%	34%	3%	14%
	Black Hills	50%	36%	4%	10%
Household Income	Less than \$75,000	48%	38%	3%	10%
	\$75,000 or more	54%	37%	0%	9%
Education	Not college graduate	49%	34%	4%	14%
	College graduate	52%	41%	1%	6%
Race	White	52%	35%	2%	11%
	Non-white	33%	44%	8%	15%
Age	18 to 29	55%	18%	10%	18%
	30 to 44	50%	37%	3%	10%
	45 to 59	52%	37%	1%	10%
	60 or older	45%	45%	1%	10%
Gender	Men	51%	33%	4%	12%
	Women	48%	39%	3%	11%
Marital Status	Married	56%	35%	2%	8%
	Not married	42%	37%	4%	16%
Marital Status and Gender	Married men	57%	33%	2%	9%
	Not married men	44%	34%	6%	16%
	Married women	55%	37%	2%	6%
	Not married women	41%	41%	3%	16%
Interview Type	Landline	48%	42%	2%	9%
	Cell Phone	53%	26%	5%	16%

NBC News/Marist Poll South Dakota Adults. Interviews conducted October 19th through October 23rd, 2014, n=1204 MOE +/- 2.8 percentage points.

^South Dakota Registered Voters: n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Adults			
		Overall, do you have a favorable or an unfavorable impression of Larry Pressler?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Adults		46%	26%	9%	19%
South Dakota Registered Voters		51%	28%	4%	17%
Party Identification^	Democrat	61%	20%	5%	14%
	Republican	43%	35%	5%	17%
	Independent	56%	25%	3%	17%
Political Ideology^	Very liberal-Liberal	58%	24%	3%	15%
	Moderate	57%	24%	4%	16%
	Conservative-Very conservative	46%	32%	3%	18%
Region	Minnehaha County (Sioux Falls)	50%	26%	8%	16%
	East	47%	27%	8%	18%
	Central	42%	25%	10%	22%
	Black Hills	45%	28%	9%	18%
Household Income	Less than \$75,000	47%	27%	8%	18%
	\$75,000 or more	48%	28%	8%	15%
Education	Not college graduate	43%	27%	11%	19%
	College graduate	53%	25%	6%	16%
Race	White	48%	26%	7%	19%
	Non-white	34%	30%	19%	18%
Age	18 to 29	20%	24%	34%	22%
	30 to 44	44%	21%	10%	25%
	45 to 59	55%	28%	2%	15%
	60 or older	52%	30%	1%	17%
Gender	Men	41%	30%	9%	19%
	Women	50%	23%	9%	19%
Marital Status	Married	50%	27%	5%	18%
	Not married	41%	25%	15%	19%
Marital Status and Gender	Married men	48%	30%	5%	17%
	Not married men	33%	31%	16%	20%
	Married women	53%	25%	4%	19%
	Not married women	47%	20%	14%	19%
Interview Type	Landline	51%	30%	4%	15%
	Cell Phone	37%	21%	17%	24%

NBC News/Marist Poll South Dakota Adults. Interviews conducted October 19th through October 23rd, 2014, n=1204 MOE +/- 2.8 percentage points.

^South Dakota Registered Voters: n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Adults			
		Overall, do you have a favorable or an unfavorable impression of Susan Wismer?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Adults		26%	22%	22%	29%
South Dakota Registered Voters		30%	25%	15%	30%
Party Identification [^]	Democrat	60%	15%	9%	16%
	Republican	11%	35%	19%	35%
	Independent	29%	21%	16%	33%
Political Ideology [^]	Very liberal-Liberal	55%	16%	7%	22%
	Moderate	36%	22%	15%	27%
	Conservative-Very conservative	19%	31%	17%	33%
Region	Minnehaha County (Sioux Falls)	30%	23%	20%	28%
	East	27%	24%	19%	29%
	Central	27%	22%	23%	27%
	Black Hills	21%	19%	27%	32%
Household Income	Less than \$75,000	29%	23%	21%	27%
	\$75,000 or more	24%	23%	21%	32%
Education	Not college graduate	25%	22%	24%	29%
	College graduate	30%	23%	18%	29%
Race	White	27%	22%	21%	30%
	Non-white	27%	23%	28%	22%
Age	18 to 29	23%	20%	33%	24%
	30 to 44	23%	19%	26%	33%
	45 to 59	24%	29%	17%	29%
	60 or older	32%	20%	19%	28%
Gender	Men	24%	26%	23%	28%
	Women	29%	19%	22%	30%
Marital Status	Married	24%	25%	19%	32%
	Not married	29%	18%	27%	26%
Marital Status and Gender	Married men	22%	28%	19%	31%
	Not married men	25%	22%	29%	24%
	Married women	26%	22%	19%	33%
	Not married women	33%	16%	25%	27%
	Interview Type	Landline	30%	23%	18%
	Cell Phone	21%	20%	29%	30%

NBC News/Marist Poll South Dakota Adults. Interviews conducted October 19th through October 23rd, 2014, n=1204 MOE +/- 2.8 percentage points.

[^]South Dakota Registered Voters: n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		South Dakota Adults			
		Overall, do you have a favorable or an unfavorable impression of Dennis Daugaard?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
South Dakota Adults		65%	20%	3%	11%
South Dakota Registered Voters		70%	21%	1%	8%
Party Identification^	Democrat	44%	46%	1%	9%
	Republican	88%	4%	1%	7%
	Independent	70%	21%	1%	8%
Political Ideology^	Very liberal-Liberal	41%	48%	0%	11%
	Moderate	70%	23%	1%	6%
	Conservative-Very conservative	81%	11%	1%	7%
Region	Minnehaha County (Sioux Falls)	62%	21%	5%	12%
	East	67%	22%	3%	9%
	Central	63%	20%	4%	13%
	Black Hills	70%	18%	2%	10%
Household Income	Less than \$75,000	66%	21%	4%	9%
	\$75,000 or more	68%	19%	1%	12%
Education	Not college graduate	64%	18%	5%	14%
	College graduate	68%	25%	1%	6%
Race	White	68%	19%	2%	11%
	Non-white	44%	31%	10%	15%
Age	18 to 29	56%	12%	8%	24%
	30 to 44	67%	21%	3%	9%
	45 to 59	70%	20%	2%	8%
	60 or older	65%	24%	2%	9%
Gender	Men	68%	18%	2%	12%
	Women	63%	22%	5%	10%
Marital Status	Married	72%	19%	1%	8%
	Not married	57%	22%	6%	15%
Marital Status and Gender	Married men	71%	19%	1%	9%
	Not married men	63%	17%	4%	16%
	Married women	72%	19%	2%	7%
	Not married women	53%	26%	8%	14%
Interview Type	Landline	67%	22%	3%	8%
	Cell Phone	63%	16%	5%	16%

NBC News/Marist Poll South Dakota Adults. Interviews conducted October 19th through October 23rd, 2014, n=1204 MOE +/- 2.8 percentage points.

^South Dakota Registered Voters: n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll South Dakota Tables of Adults & Registered Voters

South Dakota Registered Voters													
Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:													
		Breaking the partisan gridlock in Washington to get things done	Social Security and Medicare	The deficit and government spending	Health care	Job creation and economic growth	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
South Dakota Registered Voters		23%	14%	14%	14%	12%	7%	2%	2%	1%	5%	2%	2%
Party Identification	Democrat	32%	19%	4%	12%	16%	2%	2%	5%	0%	3%	3%	3%
	Republican	13%	12%	19%	14%	14%	12%	3%	0%	2%	7%	2%	2%
	Independent	28%	15%	16%	15%	8%	6%	3%	2%	1%	4%	0%	2%
Political Ideology	Very liberal-Liberal	36%	16%	3%	12%	7%	6%	3%	7%	0%	5%	3%	3%
	Moderate	31%	15%	10%	15%	14%	4%	1%	2%	0%	4%	2%	2%
	Conservative-Very conservative	15%	13%	20%	14%	13%	9%	3%	1%	1%	6%	2%	2%
Region	Minnehaha County (Sioux Falls)	24%	14%	15%	12%	10%	9%	2%	3%	1%	7%	2%	1%
	East	21%	13%	14%	17%	13%	5%	3%	2%	1%	5%	2%	3%
	Central	18%	18%	14%	13%	16%	6%	3%	2%	0%	6%	2%	3%
	Black Hills	32%	13%	13%	12%	10%	9%	1%	2%	2%	3%	2%	2%
Household Income	Less than \$75,000	22%	17%	12%	14%	13%	7%	3%	3%	1%	6%	1%	2%
	\$75,000 or more	28%	6%	17%	17%	12%	7%	2%	2%	1%	3%	3%	2%
Education	Not college graduate	21%	18%	13%	12%	13%	7%	3%	3%	1%	6%	2%	3%
	College graduate	29%	8%	16%	16%	13%	7%	2%	2%	1%	4%	2%	0%
Race	White	25%	13%	14%	14%	12%	7%	2%	2%	1%	5%	2%	2%
	Non-white	15%	27%	12%	10%	17%	2%	2%	5%	0%	4%	4%	2%
Age	18 to 29	15%	7%	11%	28%	14%	11%	1%	2%	2%	2%	2%	3%
	30 to 44	22%	7%	21%	16%	16%	5%	1%	4%	1%	2%	4%	0%
	45 to 59	24%	11%	17%	13%	12%	7%	3%	2%	1%	6%	1%	2%
	60 or older	26%	24%	7%	8%	10%	7%	3%	2%	0%	7%	2%	3%
Gender	Men	24%	12%	18%	12%	12%	8%	2%	1%	1%	6%	2%	1%
	Women	22%	17%	10%	15%	12%	6%	2%	4%	1%	5%	2%	3%
Marital Status	Married	23%	12%	16%	13%	13%	8%	2%	2%	1%	5%	2%	2%
	Not married	24%	19%	11%	15%	11%	5%	3%	3%	0%	6%	1%	2%
Marital Status and Gender	Married men	26%	9%	21%	9%	13%	8%	2%	1%	1%	6%	3%	1%
	Not married men	22%	17%	11%	18%	12%	8%	4%	0%	1%	6%	0%	2%
	Married women	21%	14%	10%	17%	14%	8%	3%	3%	1%	4%	2%	3%
	Not married women	25%	21%	10%	12%	11%	3%	2%	4%	0%	6%	2%	3%
Interview Type	Landline	24%	16%	14%	11%	12%	6%	3%	3%	1%	5%	3%	3%
	Cell Phone	22%	11%	14%	19%	13%	9%	1%	2%	1%	5%	1%	2%

NBC News/Marist Poll South Dakota Registered Voters. Interviews conducted October 19th through October 23rd, 2014, n=990 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.