

Nature of the Sample: 811 Wisconsin Registered Voters

This survey of 811 Wisconsin registered voters was conducted on October 26th through October 28th. 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 ± 3.5 percentage points. There are 491 likely voters. The results for this subset are statistically significant within ± 4.5 percentage points. The error margin increases for cross-tabulations.

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

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

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

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