

Wisconsin Likely Voters

Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on primary day?

		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		47%	39%	13%	1%
Party Identification**	Republican	49%	39%	11%	1%
	Independent	42%	40%	17%	1%
Tea Party Supporters		53%	34%	12%	1%
Intensity of Tea Party Support	Strongly support Tea Party	63%	29%	6%	2%
	Support Tea Party	48%	36%	15%	0%
	Does not support Tea Party	40%	45%	14%	1%
Political Ideology	Liberal-Moderate	41%	44%	14%	1%
	Conservative	45%	39%	14%	1%
	Very conservative	56%	33%	10%	1%
Political Ideology	Liberal-Moderate	41%	44%	14%	1%
	Conservative-Very conservative	48%	38%	13%	1%
Past Participation***	Yes	47%	39%	13%	1%
	No	45%	39%	16%	1%
Republican Candidates	Rick Santorum	49%	39%	12%	0%
	Mitt Romney	46%	43%	10%	1%
	Newt Gingrich	40%	36%	20%	4%
	Ron Paul	45%	28%	24%	3%
Gender	Men	44%	40%	15%	0%
	Women	49%	38%	11%	2%
Age	Under 45	37%	42%	20%	1%
	45 or older	50%	39%	11%	1%
Region	Milwaukee	49%	32%	18%	0%
	Southeast	46%	41%	12%	1%
	Southwest	47%	41%	11%	0%
	Northeast	41%	47%	12%	1%
	Northwest	51%	33%	15%	1%
Household Income	Less than \$75,000	46%	38%	15%	1%
	\$75,000 or more	45%	41%	13%	1%
Evangelical Christians		48%	37%	14%	1%
Education	Not college graduate	48%	37%	14%	1%
	College graduate	44%	42%	12%	1%
Interview Type	Landline	47%	39%	13%	0%
	Cell Phone	44%	40%	14%	3%

NBC News/Marist Poll Wisconsin Likely Republican Primary Voters. Interviews conducted March 26th and 27th, 2012, N=740 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

\*\*There are too few Democrats for analysis purposes

\*\*\*Past participation refers to previous participation in a Wisconsin Republican Presidential Primary.