

**Nature of the Sample - Wisconsin**

		Wisconsin Adults	Wisconsin Registered Voters
		Col %	Col %
Wisconsin Adults		100%	
Wisconsin Registered Voters		92%	100%
Wisconsin Potential Republican Electorate*		39%	42%
Wisconsin Likely Voters		25%	27%
Party Identification	Democrat	n/a	31%
	Republican	n/a	26%
	Independent	n/a	43%
	Other	n/a	1%
Party Identification	Democrats	n/a	31%
	Democratic leaning independents	n/a	17%
	Just Independents	n/a	13%
	Republican leaning independents	n/a	13%
	Republicans	n/a	26%
	Other	n/a	1%
Tea Party Supporters		n/a	25%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	7%
	Support Tea Party	n/a	18%
	Does not support Tea Party	n/a	67%
Political Ideology	Liberal	n/a	22%
	Moderate	n/a	37%
	Conservative	n/a	42%
Political Ideology	Very liberal	n/a	4%
	Liberal	n/a	18%
	Moderate	n/a	37%
	Conservative	n/a	32%
Political Ideology	Very conservative	n/a	9%
		n/a	9%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	39%	37%
	45 or older	61%	63%
Age	18 to 29	14%	13%
	30 to 44	24%	24%
	45 to 59	30%	31%
	60 or older	31%	32%
Race	White	88%	88%
	African American	4%	4%
	Latino	4%	3%
	Other	4%	4%
Region	Milwaukee	16%	16%
	Southeast	26%	26%
	Southwest	17%	17%
	Northeast	17%	17%
	Northwest	24%	24%
Household Income	Less than \$75,000	71%	70%
	\$75,000 or more	29%	30%
Evangelical Christian	Yes	n/a	26%
	No	n/a	74%
Education	Not college graduate	68%	66%
	College graduate	32%	34%
Interview Type	Landline	72%	74%
	Cell Phone	28%	26%

NBC News/Marist Poll Wisconsin Adults. Interviews conducted March 26th and 27th, 2012, N=3020 MOE +/- 1.8 percentage points. Wisconsin Registered Voters: N=2792 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding.

\*The potential Republican electorate in Wisconsin includes all Republicans, all Republican leaning independents and those who plan to vote in the Republican presidential primary.

**Nature of the Sample - Wisconsin**

		Wisconsin Potential Republican Electorate*	Wisconsin Likely Voters
		Col %	Col %
Wisconsin Potential Republican Electorate*		100%	
Wisconsin Likely Voters			100%
Voted early or by absentee			2%
Party Identification	Democrats	2%	2%
	Democratic leaning independents	3%	2%
	Just Independents	5%	5%
	Republican leaning independents	31%	28%
	Republicans	59%	62%
	Other	1%	1%
Tea Party Supporters		49%	54%
Intensity of Tea Party Support	Strongly support Tea Party	15%	18%
	Support Tea Party	34%	36%
	Does not support Tea Party	43%	39%
	Unsure	8%	7%
Political Ideology	Very liberal	0%	0%
	Liberal	4%	4%
	Moderate	25%	22%
	Conservative	54%	55%
	Very conservative	17%	20%
Past Participation***	Yes	80%	89%
	No	20%	11%
Gender	Men	56%	55%
	Women	44%	45%
Age	Under 45	33%	28%
	45 or older	67%	72%
Age	18 to 29	11%	7%
	30 to 44	22%	20%
	45 to 59	34%	36%
	60 or older	33%	36%
Race	White	95%	96%
	Non-white	5%	4%
Region	Milwaukee	14%	12%
	Southeast	33%	33%
	Southwest	13%	13%
	Northeast	16%	18%
	Northwest	24%	24%
Household Income	Less than \$75,000	65%	64%
	\$75,000 or more	35%	36%
Evangelical Christian	Yes	39%	41%
	No	61%	59%
Tea Party-Conservative-Evangelical		12%	14%
Education	Not college graduate	66%	64%
	College graduate	34%	36%
Interview Type	Landline	77%	80%
	Cell Phone	23%	20%

NBC News/Marist Poll Wisconsin Potential Republican Electorate. Interviews conducted March 26th and 27th, 2012, N=1164 MOE +/- 2.9 percentage points.

Wisconsin Likely Republican Primary Voters: N=740 MOE +/- 3.6 percentage points.

\*The potential Republican electorate in Wisconsin includes all Republicans, all Republican leaning independents and those who plan to vote in the Republican presidential primary.

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