

		Wisconsin Registered Voters		
		Which political party do you think currently does a better job of appealing to people who are not among its hard-core supporters?		
		The Democratic party	The Republican party	Unsure
		Row %	Row %	Row %
Wisconsin Registered Voters		48%	32%	20%
Wisconsin Potential Republican Electorate*		19%	63%	18%
Party Identification	Democrat	85%	6%	9%
	Republican	14%	72%	14%
	Independent	44%	28%	28%
Tea Party Supporters		19%	64%	17%
Political Ideology	Liberal	75%	12%	12%
	Moderate	56%	23%	21%
	Conservative	27%	53%	20%
Political Ideology	Very liberal	86%	10%	4%
	Liberal	73%	13%	14%
	Moderate	56%	23%	21%
	Conservative	28%	51%	21%
Gender	Very conservative	22%	63%	15%
	Men	45%	36%	19%
Age	Women	50%	29%	21%
	Under 45	49%	31%	20%
Age	45 or older	47%	33%	19%
	18 to 29	50%	30%	20%
	30 to 44	48%	32%	20%
	45 to 59	47%	33%	20%
Race	60 or older	47%	33%	19%
	White	47%	34%	20%
	Non-white	62%	23%	15%
Region	Milwaukee	56%	29%	15%
	Southeast	41%	39%	19%
	Southwest	55%	25%	20%
	Northeast	46%	33%	21%
	Northwest	46%	31%	24%
Household Income	Less than \$75,000	49%	32%	19%
	\$75,000 or more	51%	33%	15%
Evangelical Christians		34%	47%	19%
Education	Not college graduate	45%	34%	21%
	College graduate	54%	29%	18%
Interview Type	Landline	47%	33%	20%
	Cell Phone	51%	29%	20%

NBC News/Marist Poll Wisconsin Registered Voters. Interviews conducted March 26th and 27th, 2012, 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.