

## Wisconsin Likely Voters

## Wisconsin U.S. Senate tossup including those who are undecided yet leaning toward a candidate

|                         |                                | Tammy Baldwin,<br>the Democrat | Tommy Thompson,<br>the Republican | Undecided |
|-------------------------|--------------------------------|--------------------------------|-----------------------------------|-----------|
|                         |                                | Row %                          | Row %                             | Row %     |
| Wisconsin Likely Voters |                                | 48%                            | 46%                               | 5%        |
| Party Identification    | Democrat                       | 93%                            | 5%                                | 2%        |
|                         | Republican                     | 3%                             | 95%                               | 2%        |
|                         | Independent                    | 44%                            | 48%                               | 9%        |
| Party Identification*** | Strong Democrats               | 96%                            | 3%                                | 1%        |
|                         | Soft Democrats                 | 80%                            | 15%                               | 4%        |
|                         | Just Independents              | 45%                            | 36%                               | 19%       |
|                         | Soft Republicans               | 8%                             | 85%                               | 7%        |
| Tea Party Supporters    | Strong Republicans             | 2%                             | 97%                               | 1%        |
|                         |                                | 14%                            | 83%                               | 4%        |
| Political Ideology      | Very liberal-Liberal           | 87%                            | 11%                               | 2%        |
|                         | Moderate                       | 59%                            | 37%                               | 5%        |
|                         | Conservative-Very conservative | 19%                            | 75%                               | 6%        |
| Presidential Choice     | Barack Obama and Joe Biden     | 88%                            | 9%                                | 3%        |
|                         | Mitt Romney and Paul Ryan      | 6%                             | 91%                               | 3%        |
| Gender                  | Men                            | 45%                            | 50%                               | 5%        |
|                         | Women                          | 51%                            | 42%                               | 6%        |
| Age                     | Under 45                       | 46%                            | 47%                               | 7%        |
|                         | 45 or older                    | 50%                            | 46%                               | 5%        |
| Age                     | 18 to 29                       | 52%                            | 39%                               | 9%        |
|                         | 30 to 44                       | 44%                            | 50%                               | 6%        |
|                         | 45 to 59                       | 50%                            | 45%                               | 5%        |
|                         | 60 or older                    | 50%                            | 46%                               | 4%        |
| Race                    | White                          | 47%                            | 48%                               | 5%        |
|                         | Non-white                      | 65%                            | 30%                               | 4%        |
| Region                  | Milwaukee                      | 61%                            | 35%                               | 4%        |
|                         | Southeast                      | 36%                            | 59%                               | 5%        |
|                         | Southwest                      | 59%                            | 35%                               | 6%        |
|                         | Northeast                      | 44%                            | 48%                               | 8%        |
|                         | Northwest                      | 49%                            | 47%                               | 5%        |
| Household Income        | Less than \$75,000             | 51%                            | 44%                               | 4%        |
|                         | \$75,000 or more               | 48%                            | 49%                               | 4%        |
| Education               | Not college graduate           | 50%                            | 43%                               | 6%        |
|                         | College graduate               | 45%                            | 51%                               | 4%        |
| Marital Status          | Married                        | 42%                            | 53%                               | 5%        |
|                         | Not married                    | 58%                            | 37%                               | 6%        |
| Evangelical Christians  |                                | 31%                            | 62%                               | 7%        |
| U.S. Military Veteran   |                                | 39%                            | 57%                               | 4%        |
| Interview Type          | Landline                       | 47%                            | 47%                               | 5%        |
|                         | Cell Phone                     | 52%                            | 42%                               | 6%        |

NBC News/WSJ/Marist Poll Wisconsin Likely Voters. Interviews conducted September 16th through September 18th, 2012, N=968 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

\*\*\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.