

Nature of the Sample - Wisconsin

		Wisconsin Adults	Wisconsin Registered Voters	Wisconsin Likely Voters
		Col %	Col %	Col %
Wisconsin Adults		100%		
Wisconsin Registered Voters		92%	100%	
Wisconsin Likely Voters		69%	75%	100%
Party Identification	Democrat	n/a	33%	33%
	Republican	n/a	26%	28%
	Independent	n/a	40%	38%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	27%	27%
	Not strong Democrats	n/a	7%	6%
	Democratic leaning independents	n/a	14%	13%
	Just Independents	n/a	12%	12%
	Republican leaning independents	n/a	14%	14%
	Not strong Republicans	n/a	5%	5%
	Strong Republicans	n/a	21%	23%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	7%	7%
	Liberal	n/a	18%	18%
	Moderate	n/a	33%	32%
	Conservative	n/a	31%	31%
	Very conservative	n/a	12%	12%
Past Participation**	Yes	n/a	94%	96%
	No	n/a	6%	4%
Tea Party Supporters		n/a	25%	26%
Gender	Men	49%	49%	49%
	Women	51%	51%	51%
Age	Under 45	38%	36%	33%
	45 or older	62%	64%	67%
Age	18 to 29	13%	12%	10%
	30 to 44	24%	23%	23%
	45 to 59	29%	29%	30%
	60 or older	34%	35%	37%
Race	White	87%	88%	89%
	African American	5%	5%	5%
	Latino	5%	5%	4%
	Other	3%	2%	2%
Region	Milwaukee	16%	16%	16%
	Southeast	26%	26%	27%
	Southwest	17%	17%	17%
	Northeast	17%	17%	17%
	Northwest	24%	24%	23%
Household Income	Less than \$75,000	71%	70%	69%
	\$75,000 or more	29%	30%	31%
Education	Not college graduate	65%	64%	62%
	College graduate	35%	36%	38%
Marital Status	Married	54%	56%	58%
	Not married	46%	44%	42%
Evangelical Christian	Yes	20%	21%	21%
	No	80%	79%	79%
U.S. Military Veteran	Yes	13%	14%	15%
	No	87%	86%	85%
Interview Type	Landline	73%	75%	76%
	Cell Phone	27%	25%	24%

NBC News/WSJ/Marist Poll Wisconsin Adults. Interviews conducted September 16th through September 18th, 2012, N=1406 MOE +/- 2.6 percentage points.

Wisconsin Registered Voters: N=1295 MOE +/- 2.7 percentage points.

Wisconsin Likely Voters: N=968 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.