

Wisconsin Registered Voters					
Wisconsin U.S. Senate tossup including those who are undecided yet leaning toward a candidate or voted absentee					
		Tammy Baldwin, the Democrat	Tommy Thompson, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		48%	45%	1%	5%
Party Identification	Democrat	91%	5%	1%	3%
	Republican	4%	93%	0%	3%
	Independent	46%	45%	2%	7%
Party Identification***	Strong Democrats	93%	3%	0%	4%
	Soft Democrats	83%	11%	2%	5%
	Just Independents	46%	37%	5%	13%
	Soft Republicans	8%	86%	0%	6%
	Strong Republicans	3%	96%	1%	1%
Tea Party Supporters		13%	84%	0%	3%
Political Ideology	Very liberal-Liberal	84%	10%	1%	5%
	Moderate	56%	35%	2%	7%
	Conservative-Very conservative	21%	74%	1%	4%
Presidential Choice	Barack Obama and Joe Biden	88%	7%	1%	4%
	Mitt Romney and Paul Ryan	6%	90%	1%	3%
Gender	Men	44%	51%	1%	4%
	Women	52%	39%	1%	7%
Age	Under 45	48%	45%	1%	6%
	45 or older	48%	46%	1%	5%
Age	18 to 29	51%	40%	1%	9%
	30 to 44	47%	47%	2%	5%
	45 to 59	47%	46%	1%	5%
	60 or older	49%	46%	1%	4%
Race	White	47%	47%	1%	5%
	Non-white	64%	29%	3%	4%
Region	Milwaukee	56%	37%	2%	5%
	Southeast	39%	57%	1%	4%
	Southwest	58%	34%	1%	7%
	Northeast	45%	47%	1%	6%
	Northwest	49%	44%	2%	5%
Household Income	Less than \$75,000	50%	44%	2%	5%
	\$75,000 or more	49%	47%	1%	4%
Education	Not college graduate	46%	46%	2%	7%
	College graduate	52%	44%	1%	3%
Marital Status	Married	46%	48%	2%	4%
	Not married	52%	41%	1%	7%
U.S. Military Veteran		38%	57%	1%	4%
Interview Type	Landline	50%	45%	1%	4%
	Cell Phone	43%	47%	1%	9%

NBC News/WSJ/Marist Poll Wisconsin Registered Voters. Interviews conducted October 15th through October 17th, 2012, N=1312 MOE +/- 2.7 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.