

NBC News/WSJ/Marist Poll Wisconsin Likely Voter Tables

		Wisconsin Likely 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 Likely Voters		49%	45%	1%	5%
Party Identification	Democrat	92%	4%	1%	3%
	Republican	3%	94%	0%	3%
	Independent	47%	46%	1%	6%
Party Identification***	Strong Democrats	94%	3%	0%	3%
	Soft Democrats	84%	9%	2%	5%
	Just Independents	48%	37%	4%	11%
	Soft Republicans	8%	87%	0%	6%
	Strong Republicans	3%	96%	1%	1%
Tea Party Supporters		12%	85%	0%	3%
Political Ideology	Very liberal-Liberal	88%	8%	1%	3%
	Moderate	57%	35%	2%	6%
	Conservative-Very conservative	20%	75%	1%	4%
Presidential Choice	Barack Obama and Joe Biden	89%	6%	1%	4%
	Mitt Romney and Paul Ryan	6%	91%	1%	3%
Gender	Men	44%	52%	1%	3%
	Women	53%	40%	1%	6%
Age	Under 45	49%	45%	1%	5%
	45 or older	49%	46%	1%	4%
Age	18 to 29	53%	38%	1%	7%
	30 to 44	47%	48%	1%	4%
	45 to 59	48%	45%	1%	6%
	60 or older	49%	46%	1%	3%
Race	White	47%	47%	1%	5%
	Non-white	65%	30%	2%	4%
Region	Milwaukee	56%	37%	2%	5%
	Southeast	38%	58%	1%	4%
	Southwest	59%	35%	1%	5%
	Northeast	44%	48%	1%	6%
	Northwest	51%	43%	1%	4%
Household Income	Less than \$75,000	50%	45%	1%	4%
	\$75,000 or more	50%	46%	1%	3%
Education	Not college graduate	46%	47%	1%	6%
	College graduate	53%	43%	1%	3%
Marital Status	Married	47%	48%	1%	4%
	Not married	52%	41%	1%	6%
U.S. Military Veteran		37%	58%	1%	4%
Interview Type	Landline	50%	46%	1%	4%
	Cell Phone	45%	45%	1%	8%

NBC News/WSJ/Marist Poll Wisconsin Likely Voters. Interviews conducted October 15th through October 17th, 2012, N=1013 MOE +/- 3.1 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.