

Nature of the Sample - Wisconsin

		Wisconsin Adults	Wisconsin Registered Voters	Wisconsin Likely Voters
		Col %	Col %	Col %
Wisconsin Adults		100%		
Wisconsin Registered Voters		89%	100%	
Wisconsin Likely Voters		69%	77%	100%
Already Voted		n/a	5%	6%
Not Yet Voted		n/a	95%	94%
Party Identification	Democrat	n/a	32%	33%
	Republican	n/a	27%	28%
	Independent	n/a	40%	38%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	25%	26%
	Not strong Democrats	n/a	7%	7%
	Democratic leaning independents	n/a	15%	14%
	Just Independents	n/a	11%	10%
	Republican leaning independents	n/a	14%	14%
	Not strong Republicans	n/a	5%	5%
	Strong Republicans	n/a	22%	23%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	5%	5%
	Liberal	n/a	18%	17%
	Moderate	n/a	35%	34%
	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	24%	25%
Gender	Men	49%	49%	48%
	Women	51%	51%	52%
Age	Under 45	39%	36%	33%
	45 or older	61%	64%	67%
Age	18 to 29	14%	11%	9%
	30 to 44	24%	25%	24%
	45 to 59	29%	30%	30%
	60 or older	33%	35%	37%
Race	White	87%	89%	89%
	African American	5%	5%	5%
	Latino	4%	4%	3%
	Other	4%	3%	3%
Region	Milwaukee	16%	16%	16%
	Southeast	26%	28%	27%
	Southwest	17%	17%	17%
	Northeast	17%	16%	17%
	Northwest	24%	23%	23%
Household Income	Less than \$75,000	71%	69%	68%
	\$75,000 or more	29%	31%	32%
Education	Not college graduate	64%	61%	59%
	College graduate	36%	39%	41%
Marital Status	Married	56%	59%	61%
	Not married	44%	41%	39%
U.S. Military Veteran	Yes	12%	12%	12%
	No	88%	88%	88%
Interview Type	Landline	73%	75%	77%
	Cell Phone	27%	25%	23%

NBC News/WSJ/Marist Poll Wisconsin Adults. Interviews conducted October 15th through October 17th, 2012, N=1475 MOE +/- 2.6 percentage points.

Wisconsin Registered Voters: N=1312 MOE +/- 2.7 percentage points. Wisconsin Likely Voters: N=1013 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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