

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		74%	80%	100%
When Casting Ballot	Vote-Voted early or by absentee	n/a	25%	29%
	Vote on Election Day	n/a	65%	63%
	Have not decided	n/a	10%	8%
Party Identification	Democrat	n/a	34%	34%
	Republican	n/a	28%	29%
	Independent	n/a	36%	35%
	Other	n/a	2%	2%
Party Identification	Strong Democrats	n/a	27%	28%
	Not strong Democrats	n/a	7%	6%
	Democratic leaning independents	n/a	12%	12%
	Just Independents	n/a	12%	10%
	Republican leaning independents	n/a	12%	12%
	Not strong Republicans	n/a	5%	5%
	Strong Republicans	n/a	23%	24%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	6%	7%
	Liberal	n/a	16%	16%
	Moderate	n/a	34%	33%
	Conservative	n/a	32%	32%
	Very conservative	n/a	12%	12%
Past Participation**	Yes	n/a	91%	94%
	No	n/a	9%	6%
Tea Party Supporters		n/a	24%	25%
Gender	Men	49%	49%	48%
	Women	51%	51%	52%
Age	Under 45	41%	38%	35%
	45 or older	59%	62%	65%
Age	18 to 29	17%	14%	12%
	30 to 44	24%	24%	23%
	45 to 59	29%	31%	32%
	60 or older	29%	31%	33%
Race	White	87%	88%	88%
	African American	5%	4%	4%
	Latino	4%	4%	4%
	Other	4%	4%	4%
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	66%	65%	63%
	College graduate	34%	35%	37%
Marital Status	Married	59%	61%	63%
	Not married	41%	39%	37%
U.S. Military Veteran	Yes	12%	12%	12%
	No	88%	88%	88%
Interview Type	Landline	71%	73%	75%
	Cell Phone	29%	27%	25%

NBC News/WSJ/Marist Poll Wisconsin Adults. Interviews conducted October 28th and October 29th, 2012, N=1440 MOE +/- 2.6 percentage points.

Wisconsin Registered Voters: N=1332 MOE +/- 2.7 percentage points. Wisconsin Likely Voters: N=1065 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

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