Wisconsin Statewide Poll

List of Tables

Wisconsin Statewide Poll

1. Interest in Politics

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ... ?

	Total	Gender		Age				Income			Race	
		Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Most of the time	56.3%	74.9%	39.4%	28.9%	49.3%	60.6%	78.4%	53.0%	54.2%	82.0%	57.6%	27.7%
Some of the time	31.6%	19.8%	42.2%	37.5%	38.6%	31.6%	19.0%	31.0%	33.9%	15.1%	30.5%	56.5%
Only now and then	7.5%	2.2%	12.3%	21.1%	6.6%	5.0%	1.7%	8.7%	7.7%	2.9%	7.1%	15.9%
Hardly at all	4.7%	3.1%	6.1%	12.5%	5.5%	2.8%	0.9%	7.2%	4.1%	0.0%	4.9%	0.0%
Don't Know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(1,000)	(475)	(525)	(103)	(167)	(504)	(226)	(305)	(506)	(161)	(967)	(33)

	Total	Voters		Party ID			Ideology			2008 Vote	
		Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Most of the time	56.3%	56.3%	63.7%	45.9%	60.9%	62.3%	51.6%	45.6%	71.6%	48.8%	66.2%
Some of the time	31.6%	31.6%	29.7%	38.6%	31.2%	27.1%	35.2%	41.1%	21.3%	37.1%	24.4%
Only now and then	7.5%	7.5%	4.1%	9.7%	5.8%	5.5%	9.9%	8.9%	4.1%	9.2%	5.1%
Hardly at all	4.7%	4.7%	2.5%	5.7%	2.1%	5.1%	3.4%	4.4%	3.0%	4.8%	4.3%
Don't Know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(1,000)	(1,000)	(841)	(368)	(334)	(238)	(264)	(331)	(345)	(545)	(408)

Wisconsin Statewide Poll

2. Intention to Vote in 2010
Do you intend to vote in the 2010 midterm elections?

	Total	Gender		Age				Income			Race	
		Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Definitely will vote	80.6%	85.0%	76.5%	66.3%	72.1%	83.9%	95.1%	73.7%	83.6%	86.6%	80.9%	73.1%
Probably will vote	11.0%	10.9%	11.1%	17.0%	16.3%	10.4%	1.6%	17.4%	7.9%	7.6%	10.4%	24.7%
Equally likely to vote or not vote	0.7%	0.6%	0.8%	0.6%	1.7%	0.3%	0.4%	0.7%	0.7%	1.0%	0.7%	1.6%
Probably will not vote	4.1%	1.2%	6.8%	8.9%	5.5%	2.9%	0.9%	7.0%	2.7%	0.2%	4.3%	0.7%
Definitely will not vote	3.6%	2.3%	4.8%	7.2%	4.4%	2.4%	2.0%	1.2%	5.2%	4.6%	3.8%	0.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(999)	(475)	(524)	(102)	(167)	(504)	(226)	(305)	(506)	(160)	(966)	(33)

	Total	Voters		Party ID			Ideology			2008 Vote	
		Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Definitely will vote	80.6%	80.6%	100.0%	75.6%	82.2%	85.6%	80.3%	77.1%	86.6%	78.3%	87.6%
Probably will vote	11.0%	11.0%	0.0%	12.4%	13.5%	6.2%	11.8%	14.2%	6.6%	13.1%	6.7%
Equally likely to vote or not vote	0.7%	0.7%	0.0%	1.6%	0.0%	0.0%	0.6%	0.5%	0.2%	1.0%	0.1%
Probably will not vote	4.1%	4.1%	0.0%	6.9%	0.9%	3.9%	3.5%	5.5%	2.3%	4.7%	2.4%
Definitely will not vote	3.6%	3.6%	0.0%	3.4%	3.4%	4.3%	3.7%	2.7%	4.3%	2.9%	3.2%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(999)	(999)	(841)	(367)	(334)	(238)	(263)	(331)	(345)	(544)	(408)

3. Governor Vote
Who do you think you will vote for to be Governor of Wisconsin?

		Gender		Age				Income			Race	
	Total	Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Tom Barrett	44.3%	35.2%	53.1%	59.5%	44.5%	39.4%	42.0%	46.5%	40.8%	47.9%	42.4%	86.5%
Scott Walker	50.6%	61.8%	39.6%	36.1%	47.9%	55.6%	54.7%	46.4%	55.2%	49.5%	52.7%	2.3%
Other	0.3%	0.4%	0.1%	0.0%	0.2%	0.6%	0.0%	0.0%	0.4%	0.0%	0.2%	1.0%
Not sure	3.9%	2.0%	5.8%	1.7%	6.9%	4.1%	2.2%	5.8%	2.9%	1.6%	3.6%	10.2%
Won't vote	1.0%	0.5%	1.4%	2.8%	0.6%	0.4%	1.2%	1.3%	0.8%	1.0%	1.0%	0.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(939)	(459)	(480)	(88)	(160)	(471)	(220)	(289)	(467)	(157)	(908)	(31)

		Voters		Party ID			Ideology			2008 Vote	
	Total	Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Tom Barrett	44.3%	44.3%	43.4%	92.4%	41.1%	3.2%	94.0%	60.9%	5.0%	84.9%	4.2%
Scott Walker	50.6%	50.6%	53.5%	4.5%	50.5%	94.1%	4.5%	30.4%	93.1%	9.2%	92.2%
Other	0.3%	0.3%	0.2%	0.6%	0.2%	0.0%	0.2%	0.3%	0.1%	0.4%	0.1%
Not sure	3.9%	3.9%	2.6%	1.9%	7.8%	1.0%	0.8%	7.7%	1.4%	4.8%	2.2%
Won't vote	1.0%	1.0%	0.2%	0.6%	0.4%	1.6%	0.6%	0.7%	0.3%	0.7%	1.2%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(939)	(939)	(811)	(343)	(316)	(226)	(254)	(301)	(336)	(510)	(389)

4. Senator Vote
Who do you think you will vote for in the 2010 election for U.S. Senate?

		Gender		Age				Income			Race	
	Total	Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Russ Feingold	46.8%	40.0%	53.5%	59.9%	48.1%	43.9%	41.6%	48.1%	44.0%	51.2%	44.8%	88.1%
Ron Johnson	49.2%	57.6%	40.7%	35.1%	45.2%	53.1%	55.8%	46.2%	51.9%	48.4%	51.4%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	3.1%	2.2%	4.0%	0.9%	6.4%	2.6%	2.0%	3.8%	3.4%	0.4%	2.8%	9.7%
Won't vote	1.0%	0.2%	1.8%	4.1%	0.3%	0.4%	0.6%	1.9%	0.7%	0.0%	1.0%	0.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(939)	(464)	(475)	(85)	(161)	(475)	(218)	(287)	(470)	(156)	(907)	(32)

		Voters		Party ID			Ideology			2008 Vote	
	Total	Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Russ Feingold	46.8%	46.8%	45.6%	93.8%	45.7%	3.6%	97.3%	63.7%	5.3%	90.1%	3.5%
Ron Johnson	49.2%	49.2%	52.2%	4.2%	48.0%	93.5%	0.8%	30.0%	92.9%	5.7%	92.8%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not sure	3.1%	3.1%	2.2%	1.2%	6.1%	1.2%	1.1%	5.8%	1.4%	3.5%	2.3%
Won't vote	1.0%	1.0%	0.0%	0.8%	0.3%	1.8%	0.8%	0.5%	0.4%	0.7%	1.4%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(939)	(939)	(811)	(344)	(314)	(227)	(253)	(306)	(332)	(513)	(389)

Wisconsin Statewide Poll

5. 2010 Congressional Ballot
Who do you think you will vote for in the 2010 election for U.S. House of Representatives?

| | | Gender | | Age | | | | Income | | | Race | |
	Total	Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Democrat	40.9%	36.0%	45.9%	54.8%	38.3%	38.9%	37.7%	43.0%	37.6%	44.4%	38.9%	86.6%
Republican	51.5%	60.1%	42.7%	35.4%	51.6%	54.7%	56.5%	47.8%	55.5%	49.5%	53.6%	3.1%
Other	0.6%	0.9%	0.4%	0.0%	0.3%	0.9%	0.9%	0.4%	0.6%	1.8%	0.7%	0.0%
Not sure	6.3%	2.8%	9.8%	8.5%	8.9%	5.0%	4.3%	8.3%	5.4%	4.1%	6.1%	10.4%
Won't vote	0.7%	0.2%	1.3%	1.2%	0.9%	0.5%	0.6%	0.6%	1.0%	0.3%	0.8%	0.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(923)	(461)	(462)	(82)	(156)	(469)	(216)	(279)	(463)	(157)	(892)	(31)

| | | Voters | | Party ID | | | Ideology | | | 2008 Vote | |
	Total	Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Democrat	40.9%	40.9%	40.7%	87.8%	38.0%	1.6%	91.2%	54.3%	5.0%	81.0%	2.2%
Republican	51.5%	51.5%	54.2%	7.0%	50.0%	94.1%	4.5%	33.3%	91.6%	10.9%	91.2%
Other	0.6%	0.6%	0.6%	0.9%	1.2%	0.0%	1.0%	0.3%	0.7%	0.7%	0.6%
Not sure	6.3%	6.3%	4.4%	3.3%	10.6%	3.4%	2.4%	11.1%	2.3%	6.7%	5.5%
Won't vote	0.7%	0.7%	0.2%	1.0%	0.3%	0.9%	1.0%	1.0%	0.4%	0.7%	0.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted)	(923)	(923)	(798)	(334)	(310)	(226)	(250)	(293)	(335)	(499)	(387)

Wisconsin Statewide Poll

6. Sample Composition

	Unweighted	Weighted
Age		
18–29	9%	16%
30–44	19%	24%
45–64	51%	42%
Over 65	20%	18%
Race		
White	97%	95%
Black	1%	2%
Hispanic	2%	3%
Gender		
Male	48%	49%
Female	52%	51%
Education		
HS or less	15%	29%
Some College	44%	37%
College Grad	28%	24%
Post Grad	13%	11%
Party Identification		
Democrat	31%	30%
Lean Democrat	12%	15%
Independent	14%	16%
Lean Republican	18%	16%
Republican	26%	23%
Ideology		
Very Liberal	8%	9%
Liberal	18%	19%
Moderate	31%	35%
Conservative	30%	27%
Very Conservative	8%	8%
Not Sure	4%	4%

Wisconsin Statewide Poll

YouGov

Fieldwork	YouGov
Interviewing Dates	October 25–30, 2010
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's PollingPoint panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2005–2007 American Community Study. Voter registration, turnout, religion, news interest, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Current Population Survey Registration and Voting Supplement and the Pew Religion in American Life Survey. Matching respondents were selected from the PollingPoint panel, an opt-in Internet panel.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, news interest, voter registration, and non-placement on an ideology scale. The weights range from 0.1 to 4, with a mean of one and a standard deviation of 0.7.
Number of respondents	1000 (842 Likely Voters)
Margin of error (Registered Voters)	± 3.8% (adjusted for weighting)
Margin of error (Likely Voters)	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	9