

McClatchy-Marist Poll  
Wisconsin Survey  
October 1, 2010

### **Nature of the Sample: 806 Wisconsin Registered Voters**

This survey of 806 Wisconsin registered voters was conducted on September 26<sup>th</sup> through September 28<sup>th</sup>. Registered voters were interviewed by telephone in proportion to the voter turnout in statewide elections in each county. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. In an effort to increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The land-line and cell phone samples were then combined. Results are statistically significant within  $\pm 3.5$  percentage points. There are 503 likely voters. The results for this subset are statistically significant within  $\pm 4.5$  percentage points. The error margin increases for cross-tabulations.

		Wisconsin Registered Voters		
		Do you approve or disapprove of the job Barack Obama is doing in office as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
<b>Wisconsin Registered Voters</b>		49%	45%	6%
<b>Wisconsin Likely Voters</b>		46%	50%	4%
<b>Support for Senate</b>	Russ Feingold	87%	9%	4%
	Ron Johnson	10%	86%	3%
<b>Support for Governor</b>	Tom Barrett	86%	9%	6%
	Scott Walker	12%	86%	2%
<b>Party ID</b>	Democrat	90%	7%	4%
	Republican	12%	85%	3%
	Independent	43%	48%	9%
<b>Tea Party Supporters</b>		13%	85%	2%
<b>Enthusiasm About Voting in November</b>	Very enthusiastic	39%	59%	3%
	Enthusiastic	57%	36%	6%
	Not enthusiastic	57%	27%	16%
<b>Political Ideology</b>	Liberal	84%	13%	3%
	Moderate	56%	35%	9%
	Conservative	24%	73%	3%
<b>Region</b>	Milwaukee	62%	30%	8%
	Southeast	40%	56%	4%
	Southwest	61%	30%	9%
	Northeast	46%	48%	7%
	Northwest	44%	50%	6%
<b>Income</b>	Less \$50,000	62%	33%	5%
	\$50,000-\$99,999	44%	51%	5%
	\$100,000 or more	43%	56%	1%
<b>Income</b>	Less than \$50,000	62%	33%	5%
	\$50,000 or more	44%	52%	4%
<b>Race</b>	White	46%	47%	7%
	Non White	74%	20%	6%
<b>Age</b>	Under 45	53%	39%	8%
	45 or older	47%	48%	5%
<b>Gender</b>	Men	41%	54%	5%
	Women	56%	36%	8%
<b>Interview Type</b>	Landline	48%	45%	7%
	Cell Phone	50%	45%	5%

October 2010 Marist Poll Wisconsin Registered Voters "N=806 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters		
		When thinking about the U.S. economy, which statement comes closer to your view:		
		The worst is yet to come	The worst is behind us	Unsure
		Row %	Row %	Row %
Wisconsin Registered Voters		41%	49%	10%
Wisconsin Likely Voters		43%	48%	9%
Support for Senate	Russ Feingold	21%	71%	8%
	Ron Johnson	63%	30%	7%
Support for Governor	Tom Barrett	20%	73%	7%
	Scott Walker	62%	31%	6%
Party ID	Democrat	19%	72%	10%
	Republican	60%	32%	8%
	Independent	45%	47%	8%
Tea Party Supporters		67%	28%	5%
Enthusiasm About Voting in November	Very enthusiastic	50%	41%	9%
	Enthusiastic	36%	59%	5%
	Not enthusiastic	32%	49%	19%
Political Ideology	Liberal	17%	75%	8%
	Moderate	34%	61%	5%
	Conservative	60%	31%	8%
Region	Milwaukee	36%	54%	10%
	Southeast	42%	47%	10%
	Southwest	35%	53%	11%
	Northeast	35%	53%	11%
	Northwest	52%	43%	6%
Income	Less \$50,000	40%	50%	10%
	\$50,000-\$99,999	41%	52%	7%
	\$100,000 or more	43%	52%	5%
Income	Less than \$50,000	40%	50%	10%
	\$50,000 or more	41%	52%	7%
Race	White	42%	50%	8%
	Non White	33%	47%	20%
Age	Under 45	37%	54%	10%
	45 or older	44%	47%	9%
Gender	Men	44%	47%	9%
	Women	39%	52%	10%
Obama Approval Rating	Approve	17%	73%	9%
	Disapprove	69%	24%	7%
Interview Type	Landline	44%	48%	8%
	Cell Phone	34%	53%	13%

October 2010 Marist Poll Wisconsin Registered Voters "N=806 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters			
		Overall, would you say you are very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not enthusiastic at all about voting in the elections in November?			
		Very enthusiastic	Enthusiastic	Not very enthusiastic	Not enthusiastic at all
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		44%	39%	11%	6%
Wisconsin Likely Voters		62%	32%	5%	1%
Support for Senate	Russ Feingold	39%	45%	13%	2%
	Ron Johnson	58%	31%	7%	4%
Support for Governor	Tom Barrett	40%	44%	12%	4%
	Scott Walker	61%	30%	7%	2%
Party ID	Democrat	38%	46%	10%	6%
	Republican	53%	35%	9%	3%
	Independent	44%	37%	14%	5%
Tea Party Supporters		69%	24%	7%	1%
Political Ideology	Liberal	32%	51%	13%	5%
	Moderate	41%	43%	13%	4%
	Conservative	58%	30%	8%	5%
Region	Milwaukee	42%	37%	12%	9%
	Southeast	48%	38%	11%	4%
	Southwest	32%	42%	19%	8%
	Northeast	55%	33%	9%	3%
	Northwest	42%	44%	9%	6%
Income	Less \$50,000	40%	42%	12%	7%
	\$50,000-\$99,999	45%	39%	11%	5%
	\$100,000 or more	50%	35%	14%	1%
Income	Less than \$50,000	40%	42%	12%	7%
	\$50,000 or more	47%	38%	12%	4%
Race	White	45%	39%	11%	4%
	Non White	28%	40%	12%	20%
Age	Under 45	26%	49%	17%	8%
	45 or older	57%	31%	8%	4%
Gender	Men	50%	38%	7%	5%
	Women	39%	39%	16%	6%
Views of U.S. Economy	The worst is yet to come	53%	34%	8%	5%
	The worst is behind us	37%	46%	13%	4%
Obama Approval Rating	Approve	35%	45%	15%	5%
	Disapprove	58%	32%	6%	4%
Interview Type	Landline	48%	36%	11%	5%
	Cell Phone	34%	46%	12%	8%

October 2010 Marist Poll Wisconsin Registered Voters "N=806 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Likely Voters			
		If November's election for U.S. Senate in Wisconsin were held today, whom would you support if the candidates are: [If undecided: If you had to decide today, are you leaning more towards:]			
		Russ Feingold, the Democratic candidate	Ron Johnson, the Republican candidate	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		45%	52%	<1%	3%
Party ID	Democrat	95%	5%	<1%	<1%
	Republican	1%	98%	1%	1%
	Independent	35%	58%	<1%	6%
Tea Party Supporters		7%	91%	1%	1%
Enthusiasm About Voting in November	Very enthusiastic	38%	60%	<1%	2%
	Enthusiastic	55%	42%	<1%	3%
	Not enthusiastic	53%	32%	<1%	15%
Political Ideology	Liberal	90%	10%	<1%	<1%
	Moderate	58%	37%	<1%	4%
	Conservative	12%	84%	1%	3%
Region	Milwaukee	61%	38%	<1%	1%
	Southeast	27%	69%	<1%	4%
	Southwest	66%	32%	<1%	2%
	Northeast	37%	56%	<1%	7%
	Northwest	44%	54%	1%	1%
Income	Less \$50,000	52%	47%	<1%	<1%
	\$50,000-\$99,999	45%	51%	<1%	3%
	\$100,000 or more	39%	61%	<1%	<1%
Income	Less than \$50,000	52%	47%	<1%	<1%
	\$50,000 or more	43%	54%	<1%	2%
Race	White	42%	54%	<1%	3%
	Non White	79%	17%	<1%	4%
Age	Under 45	44%	52%	<1%	4%
	45 or older	45%	52%	<1%	3%
Gender	Men	38%	60%	<1%	2%
	Women	51%	45%	<1%	4%
Views of U.S. Economy	The worst is yet to come	19%	79%	1%	2%
	The worst is behind us	68%	28%	<1%	4%
Obama Approval Rating	Approve	88%	9%	<1%	3%
	Disapprove	6%	91%	1%	2%
Interview Type	Landline	46%	51%	<1%	3%
	Cell Phone	40%	56%	<1%	4%

October 2010 Marist Poll Wisconsin Likely Voters including those who are undecided yet leaning toward a candidate "N=503 MOE +/- 4.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters			
		If November's election for U.S. Senate in Wisconsin were held today, whom would you support if the candidates are:			
		Russ Feingold, the Democratic candidate	Ron Johnson, the Republican candidate	Other	Undecided
		Row %	Row %	Row %	Row %
<b>Wisconsin Registered Voters</b>		43%	45%	1%	11%
<b>Party ID</b>	Democrat	92%	4%	<1%	5%
	Republican	2%	91%	1%	6%
	Independent	34%	48%	2%	16%
<b>Tea Party Supporters</b>		9%	85%	1%	4%
<b>Enthusiasm About Voting in November</b>	Very enthusiastic	38%	59%	<1%	3%
	Enthusiastic	51%	36%	<1%	13%
	Not enthusiastic	40%	28%	5%	27%
<b>Political Ideology</b>	Liberal	82%	9%	<1%	9%
	Moderate	55%	35%	<1%	10%
	Conservative	16%	76%	1%	6%
<b>Region</b>	Milwaukee	55%	35%	2%	8%
	Southeast	32%	59%	1%	9%
	Southwest	59%	28%	1%	13%
	Northeast	39%	45%	<1%	16%
	Northwest	40%	48%	1%	11%
<b>Income</b>	Less \$50,000	51%	39%	2%	8%
	\$50,000-\$99,999	42%	48%	1%	9%
	\$100,000 or more	45%	55%	<1%	<1%
<b>Income</b>	Less than \$50,000	51%	39%	2%	8%
	\$50,000 or more	43%	50%	<1%	6%
<b>Race</b>	White	41%	47%	1%	11%
	Non White	66%	16%	5%	13%
<b>Age</b>	Under 45	41%	43%	1%	15%
	45 or older	45%	46%	1%	8%
<b>Gender</b>	Men	36%	55%	1%	9%
	Women	50%	36%	1%	13%
<b>Views of U.S. Economy</b>	The worst is yet to come	22%	68%	1%	9%
	The worst is behind us	62%	27%	<1%	10%
<b>Obama Approval Rating</b>	Approve	78%	10%	<1%	12%
	Disapprove	8%	87%	1%	4%
<b>Interview Type</b>	Landline	45%	44%	1%	11%
	Cell Phone	38%	48%	2%	12%

October 2010 Marist Poll Wisconsin Registered Voters "N=806 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Likely Voters			
		Would you say that you strongly support <U.S. Senate candidate> somewhat support him, or do you think that you might vote differently on election day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		78%	16%	4%	2%
Support for Senate	Russ Feingold	79%	16%	4%	1%
	Ron Johnson	77%	16%	5%	2%
Party ID	Democrat	82%	13%	3%	1%
	Republican	79%	16%	2%	3%
	Independent	74%	18%	7%	1%
Tea Party Supporters		87%	10%	1%	2%
Enthusiasm About Voting in November	Very enthusiastic	87%	9%	3%	1%
	Enthusiastic	66%	24%	8%	1%
	Not enthusiastic	38%	55%	<1%	8%
Political Ideology	Liberal	85%	11%	4%	<1%
	Moderate	77%	18%	4%	1%
	Conservative	79%	15%	4%	2%
Region	Milwaukee	82%	13%	3%	1%
	Southeast	80%	14%	4%	2%
	Southwest	77%	19%	4%	<1%
	Northeast	78%	14%	6%	1%
	Northwest	74%	19%	5%	2%
Income	Less \$50,000	69%	21%	7%	3%
	\$50,000-\$99,999	83%	14%	2%	1%
	\$100,000 or more	83%	15%	2%	<1%
Income	Less than \$50,000	69%	21%	7%	3%
	\$50,000 or more	83%	14%	2%	<1%
Race	White	79%	15%	5%	1%
	Non White	65%	29%	4%	2%
Age	Under 45	70%	22%	6%	1%
	45 or older	82%	13%	4%	2%
Gender	Men	83%	12%	3%	1%
	Women	73%	19%	5%	2%
Views of U.S. Economy	The worst is yet to come	79%	16%	4%	2%
	The worst is behind us	79%	15%	5%	<1%
Obama Approval Rating	Approve	80%	16%	4%	<1%
	Disapprove	79%	15%	4%	2%
Interview Type	Landline	79%	16%	4%	1%
	Cell Phone	74%	17%	7%	1%

October 2010 Marist Poll Wisconsin Likely Voters "N=503 MOE +/- 4.5%". Totals may not add to 100 due to rounding.



		Wisconsin Likely Voters		
		Did you choose him because you are for him or because you are against the other candidate?		
		For choice	Against other candidate	Unsure
		Row %	Row %	Row %
Wisconsin Likely Voters		71%	22%	7%
Support for Senate	Russ Feingold	83%	11%	6%
	Ron Johnson	61%	31%	8%
Party ID	Democrat	83%	11%	7%
	Republican	67%	25%	8%
	Independent	65%	29%	7%
Tea Party Supporters		63%	28%	10%
Enthusiasm About Voting in November	Very enthusiastic	70%	23%	7%
	Enthusiastic	75%	19%	6%
	Not enthusiastic	62%	19%	19%
Political Ideology	Liberal	93%	4%	3%
	Moderate	70%	24%	6%
	Conservative	63%	28%	9%
Region	Milwaukee	76%	17%	7%
	Southeast	74%	18%	9%
	Southwest	70%	19%	11%
	Northeast	66%	30%	3%
	Northwest	68%	25%	6%
Income	Less \$50,000	69%	20%	11%
	\$50,000-\$99,999	78%	19%	3%
	\$100,000 or more	64%	32%	4%
Income	Less than \$50,000	69%	20%	11%
	\$50,000 or more	74%	22%	3%
Race	White	72%	22%	6%
	Non White	62%	18%	20%
Age	Under 45	75%	18%	7%
	45 or older	69%	24%	8%
Gender	Men	71%	23%	6%
	Women	71%	21%	8%
Views of U.S. Economy	The worst is yet to come	59%	32%	9%
	The worst is behind us	83%	13%	4%
Obama Approval Rating	Approve	82%	12%	7%
	Disapprove	61%	31%	8%
Interview Type	Landline	73%	22%	5%
	Cell Phone	62%	23%	15%

October 2010 Marist Poll Wisconsin Likely Voters "N=503 MOE +/- 4.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters		
		In general, do you have a favorable or an unfavorable impression of Russ Feingold?		
		Favorable	Unfavorable	Unsure- Never Heard
		Row %	Row %	Row %
<b>Wisconsin Registered Voters</b>		<b>48%</b>	<b>40%</b>	<b>12%</b>
<b>Wisconsin Likely Voters</b>		<b>48%</b>	<b>44%</b>	<b>8%</b>
<b>Party ID</b>	<b>Democrat</b>	<b>88%</b>	<b>5%</b>	<b>7%</b>
	<b>Republican</b>	<b>7%</b>	<b>79%</b>	<b>13%</b>
	<b>Independent</b>	<b>45%</b>	<b>43%</b>	<b>12%</b>
<b>Tea Party Supporters</b>		<b>19%</b>	<b>77%</b>	<b>5%</b>
<b>Enthusiasm About Voting in November</b>	<b>Very enthusiastic</b>	<b>42%</b>	<b>54%</b>	<b>4%</b>
	<b>Enthusiastic</b>	<b>60%</b>	<b>30%</b>	<b>10%</b>
	<b>Not enthusiastic</b>	<b>39%</b>	<b>28%</b>	<b>34%</b>
<b>Political Ideology</b>	<b>Liberal</b>	<b>84%</b>	<b>8%</b>	<b>8%</b>
	<b>Moderate</b>	<b>60%</b>	<b>33%</b>	<b>7%</b>
	<b>Conservative</b>	<b>22%</b>	<b>66%</b>	<b>12%</b>
<b>Region</b>	<b>Milwaukee</b>	<b>54%</b>	<b>35%</b>	<b>12%</b>
	<b>Southeast</b>	<b>41%</b>	<b>53%</b>	<b>6%</b>
	<b>Southwest</b>	<b>61%</b>	<b>24%</b>	<b>15%</b>
	<b>Northeast</b>	<b>48%</b>	<b>38%</b>	<b>13%</b>
	<b>Northwest</b>	<b>41%</b>	<b>43%</b>	<b>15%</b>
<b>Income</b>	<b>Less \$50,000</b>	<b>56%</b>	<b>33%</b>	<b>11%</b>
	<b>\$50,000-\$99,999</b>	<b>49%</b>	<b>43%</b>	<b>8%</b>
	<b>\$100,000 or more</b>	<b>45%</b>	<b>50%</b>	<b>5%</b>
<b>Income</b>	<b>Less than \$50,000</b>	<b>56%</b>	<b>33%</b>	<b>11%</b>
	<b>\$50,000 or more</b>	<b>48%</b>	<b>45%</b>	<b>7%</b>
<b>Race</b>	<b>White</b>	<b>47%</b>	<b>42%</b>	<b>11%</b>
	<b>Non White</b>	<b>54%</b>	<b>23%</b>	<b>23%</b>
<b>Age</b>	<b>Under 45</b>	<b>47%</b>	<b>36%</b>	<b>18%</b>
	<b>45 or older</b>	<b>49%</b>	<b>43%</b>	<b>8%</b>
<b>Gender</b>	<b>Men</b>	<b>42%</b>	<b>49%</b>	<b>9%</b>
	<b>Women</b>	<b>53%</b>	<b>32%</b>	<b>15%</b>
<b>Views of U.S. Economy</b>	<b>The worst is yet to come</b>	<b>28%</b>	<b>62%</b>	<b>10%</b>
	<b>The worst is behind us</b>	<b>67%</b>	<b>23%</b>	<b>10%</b>
<b>Obama Approval Rating</b>	<b>Approve</b>	<b>80%</b>	<b>9%</b>	<b>11%</b>
	<b>Disapprove</b>	<b>15%</b>	<b>76%</b>	<b>9%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>49%</b>	<b>41%</b>	<b>10%</b>
	<b>Cell Phone</b>	<b>44%</b>	<b>38%</b>	<b>18%</b>

October 2010 Marist Poll Wisconsin Registered Voters "N=806 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters		
		In general, do you have a favorable or an unfavorable impression of Ron Johnson?		
		Favorable	Unfavorable	Unsure- Never Heard
		Row %	Row %	Row %
<b>Wisconsin Registered Voters</b>		53%	28%	19%
<b>Wisconsin Likely Voters</b>		57%	28%	15%
<b>Party ID</b>	<b>Democrat</b>	24%	54%	22%
	<b>Republican</b>	86%	4%	10%
	<b>Independent</b>	55%	25%	19%
<b>Tea Party Supporters</b>		84%	7%	9%
<b>Enthusiasm About Voting in November</b>	<b>Very enthusiastic</b>	61%	29%	10%
	<b>Enthusiastic</b>	50%	30%	20%
	<b>Not enthusiastic</b>	38%	22%	40%
<b>Political Ideology</b>	<b>Liberal</b>	28%	55%	16%
	<b>Moderate</b>	43%	37%	20%
	<b>Conservative</b>	78%	8%	14%
<b>Region</b>	<b>Milwaukee</b>	41%	38%	21%
	<b>Southeast</b>	67%	19%	14%
	<b>Southwest</b>	43%	39%	19%
	<b>Northeast</b>	56%	26%	18%
	<b>Northwest</b>	49%	28%	23%
<b>Income</b>	<b>Less \$50,000</b>	47%	33%	19%
	<b>\$50,000-\$99,999</b>	57%	27%	16%
	<b>\$100,000 or more</b>	59%	28%	12%
<b>Income</b>	<b>Less than \$50,000</b>	47%	33%	19%
	<b>\$50,000 or more</b>	57%	27%	15%
<b>Race</b>	<b>White</b>	55%	28%	17%
	<b>Non White</b>	29%	40%	31%
<b>Age</b>	<b>Under 45</b>	55%	26%	19%
	<b>45 or older</b>	52%	30%	18%
<b>Gender</b>	<b>Men</b>	59%	26%	15%
	<b>Women</b>	47%	31%	22%
<b>Views of U.S. Economy</b>	<b>The worst is yet to come</b>	70%	15%	15%
	<b>The worst is behind us</b>	41%	41%	18%
<b>Obama Approval Rating</b>	<b>Approve</b>	28%	50%	22%
	<b>Disapprove</b>	82%	7%	11%
<b>Interview Type</b>	<b>Landline</b>	53%	29%	18%
	<b>Cell Phone</b>	52%	27%	21%

October 2010 Marist Poll Wisconsin Registered Voters "N=806 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Likely Voters			
		If November's election for Governor in Wisconsin were held today, whom would you support if the candidates are: [If undecided: If you had to decide today, are you leaning more towards:]			
		Tom Barrett, the Democratic candidate	Scott Walker, the Republican candidate	Other	Undecided
		Row %	Row %	Row %	Row %
<b>Wisconsin Likely Voters</b>		43%	51%	<1%	6%
<b>Party ID</b>	Democrat	87%	10%	<1%	3%
	Republican	2%	97%	<1%	1%
	Independent	37%	53%	<1%	10%
<b>Tea Party Supporters</b>		11%	87%	<1%	1%
<b>Enthusiasm About Voting in November</b>	Very enthusiastic	38%	59%	<1%	3%
	Enthusiastic	52%	39%	1%	8%
	Not enthusiastic	46%	32%	<1%	22%
<b>Political Ideology</b>	Liberal	90%	7%	<1%	3%
	Moderate	56%	34%	1%	9%
	Conservative	13%	83%	<1%	4%
<b>Region</b>	Milwaukee	59%	37%	1%	3%
	Southeast	31%	64%	<1%	5%
	Southwest	58%	35%	1%	6%
	Northeast	33%	56%	<1%	12%
	Northwest	44%	53%	<1%	3%
<b>Income</b>	Less \$50,000	54%	43%	1%	1%
	\$50,000-\$99,999	41%	51%	<1%	7%
	\$100,000 or more	37%	59%	<1%	4%
<b>Income</b>	Less than \$50,000	54%	43%	1%	1%
	\$50,000 or more	40%	53%	<1%	6%
<b>Race</b>	White	43%	52%	<1%	5%
	Non White	53%	34%	<1%	13%
<b>Age</b>	Under 45	45%	49%	<1%	6%
	45 or older	42%	52%	1%	5%
<b>Gender</b>	Men	39%	57%	1%	4%
	Women	47%	46%	<1%	7%
<b>Views of U.S. Economy</b>	The worst is yet to come	18%	77%	1%	4%
	The worst is behind us	67%	26%	<1%	7%
<b>Obama Approval Rating</b>	Approve	84%	9%	<1%	7%
	Disapprove	6%	90%	<1%	4%
<b>Interview Type</b>	Landline	44%	49%	1%	6%
	Cell Phone	38%	56%	<1%	6%

October 2010 Marist Poll Wisconsin Likely Voters including those who are undecided yet leaning toward a candidate "N=503 MOE +/- 4.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters			
		If November's election for Governor in Wisconsin were held today, whom would you support if the candidates are:			
		Tom Barrett, the Democratic candidate	Scott Walker, the Republican candidate	Other	Undecided
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		41%	43%	1%	15%
Party ID	Democrat	84%	5%	<1%	12%
	Republican	5%	91%	<1%	4%
	Independent	33%	43%	2%	22%
Tea Party Supporters		11%	84%	<1%	5%
Enthusiasm About Voting in November	Very enthusiastic	36%	58%	<1%	6%
	Enthusiastic	46%	34%	1%	19%
	Not enthusiastic	40%	24%	3%	33%
Political Ideology	Liberal	79%	11%	<1%	10%
	Moderate	49%	32%	1%	18%
	Conservative	17%	73%	<1%	10%
Region	Milwaukee	55%	35%	3%	7%
	Southeast	32%	52%	<1%	17%
	Southwest	51%	29%	1%	19%
	Northeast	37%	46%	<1%	17%
	Northwest	37%	46%	<1%	16%
Income	Less \$50,000	49%	34%	2%	15%
	\$50,000-\$99,999	41%	44%	<1%	14%
	\$100,000 or more	41%	53%	<1%	6%
Income	Less than \$50,000	49%	34%	2%	15%
	\$50,000 or more	41%	47%	<1%	12%
Race	White	40%	45%	<1%	15%
	Non White	48%	18%	4%	29%
Age	Under 45	40%	39%	1%	20%
	45 or older	41%	46%	1%	12%
Gender	Men	35%	51%	1%	13%
	Women	45%	36%	1%	18%
Views of U.S. Economy	The worst is yet to come	20%	65%	1%	15%
	The worst is behind us	60%	27%	<1%	13%
Obama Approval Rating	Approve	72%	11%	<1%	16%
	Disapprove	8%	82%	<1%	10%
Interview Type	Landline	43%	43%	<1%	14%
	Cell Phone	33%	43%	2%	22%

October 2010 Marist Poll Wisconsin Registered Voters "N=806 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Likely Voters			
		Would you say that you strongly support <Governor candidate> somewhat support him, or do you think that you might vote differently on election day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Likely Voters		70%	24%	5%	1%
Support for Governor	Tom Barrett	65%	26%	8%	<1%
	Scott Walker	75%	22%	2%	1%
Party ID	Democrat	72%	25%	3%	1%
	Republican	77%	20%	2%	1%
	Independent	64%	27%	9%	<1%
Tea Party Supporters		81%	14%	5%	<1%
Enthusiasm About Voting in November	Very enthusiastic	79%	16%	5%	<1%
	Enthusiastic	55%	39%	6%	1%
	Not enthusiastic	34%	57%	9%	<1%
Political Ideology	Liberal	67%	28%	5%	<1%
	Moderate	60%	34%	6%	<1%
	Conservative	77%	18%	4%	1%
Region	Milwaukee	79%	17%	4%	<1%
	Southeast	80%	16%	4%	1%
	Southwest	60%	37%	3%	<1%
	Northeast	63%	30%	6%	2%
	Northwest	68%	24%	8%	<1%
Income	Less \$50,000	70%	21%	8%	1%
	\$50,000-\$99,999	72%	24%	4%	<1%
	\$100,000 or more	68%	25%	7%	<1%
Income	Less than \$50,000	70%	21%	8%	1%
	\$50,000 or more	71%	24%	5%	<1%
Race	White	70%	24%	6%	<1%
	Non White	77%	23%	<1%	<1%
Age	Under 45	60%	34%	6%	<1%
	45 or older	74%	21%	5%	1%
Gender	Men	73%	21%	6%	<1%
	Women	68%	27%	4%	1%
Views of U.S. Economy	The worst is yet to come	71%	23%	6%	<1%
	The worst is behind us	69%	26%	4%	<1%
Obama Approval Rating	Approve	66%	29%	6%	<1%
	Disapprove	77%	19%	4%	<1%
Interview Type	Landline	71%	24%	5%	1%
	Cell Phone	69%	26%	6%	<1%

October 2010 Marist Poll Wisconsin Likely Voters "N=503 MOE +/- 4.5%". Totals may not add to 100 due to rounding.