

McClatchy-Marist Poll  
Wisconsin Survey Tables  
October 30, 2010\*

U.S. Senate: Leaning Republican  
Governor: Leaning Republican

\*Data collection ended five days before  
Election Day.

### **Nature of the Sample: 811 Wisconsin Registered Voters**

This survey of 811 Wisconsin registered voters was conducted on October 26<sup>th</sup> through October 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 turnout in comparable elections. 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 491 likely voters. The results for this subset are statistically significant within  $\pm 4.5$  percentage points. The error margin increases for cross-tabulations.

<b>Nature of the Sample - Registered Voters</b>		
		<b>Wisconsin Registered Voters</b>
		<b>Col %</b>
<b>Wisconsin Registered Voters</b>		<b>100%</b>
<b>Wisconsin Likely Voters</b>		<b>61%</b>
<b>Party ID</b>	<b>Democrat</b>	<b>26%</b>
	<b>Republican</b>	<b>21%</b>
	<b>Independent</b>	<b>51%</b>
	<b>Other</b>	<b>2%</b>
<b>Support Tea Party</b>	<b>Yes</b>	<b>29%</b>
<b>Enthusiasm About Voting Next Week</b>	<b>Very enthusiastic</b>	<b>48%</b>
	<b>Enthusiastic</b>	<b>30%</b>
	<b>Not enthusiastic</b>	<b>22%</b>
<b>Political Ideology</b>	<b>Liberal</b>	<b>19%</b>
	<b>Moderate</b>	<b>36%</b>
	<b>Conservative</b>	<b>45%</b>
<b>Region</b>	<b>Milwaukee</b>	<b>16%</b>
	<b>Southeast</b>	<b>18%</b>
	<b>Southwest</b>	<b>26%</b>
	<b>Northeast</b>	<b>17%</b>
	<b>Northwest</b>	<b>23%</b>
<b>Income</b>	<b>Less \$50,000</b>	<b>41%</b>
	<b>\$50,000-\$99,999</b>	<b>39%</b>
	<b>\$100,000 or more</b>	<b>20%</b>
<b>Income</b>	<b>Less than \$50,000</b>	<b>41%</b>
	<b>\$50,000 or more</b>	<b>59%</b>
<b>Race</b>	<b>White</b>	<b>90%</b>
	<b>Non White</b>	<b>10%</b>
<b>Age</b>	<b>Under 45</b>	<b>51%</b>
	<b>45 or older</b>	<b>49%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>69%</b>
	<b>Cell Phone</b>	<b>31%</b>

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

<b>Nature of the Sample - Likely Voters</b>		
		<b>Wisconsin Likely Voters</b>
		<b>Col %</b>
<b>Wisconsin Likely Voters</b>		<b>100%</b>
<b>Party ID</b>	<b>Democrat</b>	<b>27%</b>
	<b>Republican</b>	<b>26%</b>
	<b>Independent</b>	<b>46%</b>
	<b>Other</b>	<b>1%</b>
<b>Support Tea Party</b>	<b>Yes</b>	<b>33%</b>
<b>Enthusiasm About Voting Next Week</b>	<b>Very enthusiastic</b>	<b>67%</b>
	<b>Enthusiastic</b>	<b>28%</b>
	<b>Not enthusiastic</b>	<b>5%</b>
<b>Political Ideology</b>	<b>Liberal</b>	<b>19%</b>
	<b>Moderate</b>	<b>36%</b>
	<b>Conservative</b>	<b>45%</b>
<b>Region</b>	<b>Milwaukee</b>	<b>15%</b>
	<b>Southeast</b>	<b>21%</b>
	<b>Southwest</b>	<b>26%</b>
	<b>Northeast</b>	<b>16%</b>
	<b>Northwest</b>	<b>22%</b>
<b>Income</b>	<b>Less \$50,000</b>	<b>35%</b>
	<b>\$50,000-\$99,999</b>	<b>41%</b>
	<b>\$100,000 or more</b>	<b>24%</b>
<b>Income</b>	<b>Less than \$50,000</b>	<b>35%</b>
	<b>\$50,000 or more</b>	<b>65%</b>
<b>Race</b>	<b>White</b>	<b>94%</b>
	<b>Non White</b>	<b>6%</b>
<b>Age</b>	<b>Under 45</b>	<b>39%</b>
	<b>45 or older</b>	<b>61%</b>
<b>Gender</b>	<b>Men</b>	<b>43%</b>
	<b>Women</b>	<b>57%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>77%</b>
	<b>Cell Phone</b>	<b>23%</b>

October 30, 2010 Marist Poll Wisconsin Likely Voters "N=491 MOE +/- 4.5%". Totals may not add to 100 due to rounding.

		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 %
Wisconsin Registered Voters		47%	46%	7%
Wisconsin Likely Voters		43%	50%	7%
Support for Senate	Russ Feingold	80%	13%	7%
	Ron Johnson	13%	83%	5%
Support for Governor	Tom Barrett	79%	17%	4%
	Scott Walker	14%	80%	7%
Party ID	Democrat	89%	9%	2%
	Republican	2%	90%	8%
	Independent	45%	46%	9%
Tea Party Supporters		20%	78%	2%
Enthusiasm About Voting Next Week	Very enthusiastic	44%	52%	4%
	Somewhat enthusiastic	46%	45%	9%
	Not enthusiastic	54%	36%	10%
Political Ideology	Liberal	85%	8%	7%
	Moderate	56%	34%	10%
	Conservative	22%	73%	5%
Region	Milwaukee	59%	37%	4%
	Southeast	31%	66%	3%
	Southwest	59%	31%	10%
	Northeast	39%	53%	7%
	Northwest	41%	47%	11%
Income	Less \$50,000	47%	42%	11%
	\$50,000-\$99,999	48%	49%	3%
	\$100,000 or more	43%	53%	5%
Income	Less than \$50,000	47%	42%	11%
	\$50,000 or more	46%	50%	4%
Race	White	44%	48%	8%
	Non White	76%	18%	6%
Age	Under 45	44%	48%	8%
	45 or older	48%	45%	7%
Gender	Men	38%	53%	9%
	Women	55%	39%	6%
Interview Type	Landline	47%	46%	7%
	Cell Phone	45%	46%	8%

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 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%	51%	8%
Wisconsin Likely Voters		41%	51%	8%
Support for Senate	Russ Feingold	24%	68%	8%
	Ron Johnson	56%	35%	10%
Support for Governor	Tom Barrett	27%	65%	8%
	Scott Walker	54%	39%	8%
Party ID	Democrat	26%	68%	6%
	Republican	50%	41%	9%
	Independent	45%	46%	9%
Tea Party Supporters		64%	29%	8%
Enthusiasm About Voting Next Week	Very enthusiastic	42%	50%	9%
	Somewhat enthusiastic	36%	55%	9%
	Not enthusiastic	47%	47%	6%
Political Ideology	Liberal	18%	77%	5%
	Moderate	29%	62%	9%
	Conservative	59%	34%	7%
Region	Milwaukee	32%	64%	4%
	Southeast	52%	37%	11%
	Southwest	40%	51%	8%
	Northeast	31%	60%	9%
	Northwest	48%	44%	9%
Income	Less \$50,000	49%	43%	8%
	\$50,000-\$99,999	39%	54%	7%
	\$100,000 or more	28%	66%	6%
Income	Less than \$50,000	49%	43%	8%
	\$50,000 or more	35%	58%	7%
Race	White	40%	51%	9%
	Non White	47%	47%	6%
Age	Under 45	45%	48%	7%
	45 or older	38%	52%	10%
Gender	Men	44%	47%	9%
	Women	39%	53%	8%
Obama Approval Rating	Approve	26%	66%	8%
	Disapprove	59%	33%	8%
Interview Type	Landline	38%	53%	9%
	Cell Phone	48%	44%	8%

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 MOE +/- 3.5%".  
Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters			
		Thinking about next week's elections overall, would you say you are very enthusiastic, somewhat enthusiastic, not too enthusiastic, or not enthusiastic at all about voting in the elections next week?			
		Very enthusiastic	Somewhat enthusiastic	Not very enthusiastic	Not enthusiastic at all
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		48%	30%	14%	8%
Wisconsin Likely Voters		67%	28%	4%	1%
Support for Senate	Russ Feingold	48%	33%	13%	7%
	Ron Johnson	56%	31%	8%	5%
Support for Governor	Tom Barrett	47%	30%	17%	6%
	Scott Walker	57%	32%	6%	6%
Party ID	Democrat	54%	33%	11%	2%
	Republican	56%	30%	7%	7%
	Independent	42%	29%	18%	11%
Tea Party Supporters		57%	28%	11%	4%
Political Ideology	Liberal	56%	27%	6%	11%
	Moderate	47%	32%	17%	4%
	Conservative	47%	32%	13%	8%
Region	Milwaukee	50%	30%	20%	1%
	Southeast	61%	30%	3%	5%
	Southwest	48%	23%	16%	13%
	Northeast	44%	38%	13%	5%
	Northwest	39%	33%	15%	13%
Income	Less \$50,000	36%	39%	16%	10%
	\$50,000-\$99,999	53%	29%	8%	10%
	\$100,000 or more	56%	21%	20%	4%
Income	Less than \$50,000	36%	39%	16%	10%
	\$50,000 or more	54%	26%	12%	8%
Race	White	50%	30%	13%	8%
	Non White	33%	39%	25%	2%
Age	Under 45	36%	31%	20%	12%
	45 or older	59%	29%	7%	5%
Gender	Men	44%	30%	14%	12%
	Women	51%	30%	13%	5%
Views of U.S. Economy	The worst is yet to come	48%	26%	11%	14%
	The worst is behind us	47%	33%	16%	5%
Obama Approval Rating	Approve	45%	29%	18%	8%
	Disapprove	53%	29%	9%	8%
Interview Type	Landline	54%	27%	13%	6%
	Cell Phone	34%	36%	16%	14%

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 MOE +/- 3.5%". Totals may not add to 100 due to rounding.

		Wisconsin Likely Voters			
		If next week'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%	2%
Party ID	Democrat	91%	5%	<1%	3%
	Republican	4%	95%	1%	<1%
	Independent	41%	57%	<1%	2%
Tea Party Supporters		5%	93%	<1%	2%
Enthusiasm About Voting Next Week	Very enthusiastic	44%	53%	1%	2%
	Somewhat enthusiastic	46%	54%	<1%	<1%
	Not enthusiastic	52%	29%	4%	14%
Political Ideology	Liberal	95%	3%	<1%	2%
	Moderate	61%	36%	<1%	2%
	Conservative	10%	88%	<1%	2%
Region	Milwaukee	41%	52%	<1%	7%
	Southeast	27%	71%	1%	1%
	Southwest	68%	30%	2%	<1%
	Northeast	39%	61%	<1%	<1%
	Northwest	43%	54%	<1%	4%
Income	Less \$50,000	45%	53%	<1%	2%
	\$50,000-\$99,999	46%	54%	<1%	<1%
	\$100,000 or more	45%	54%	1%	<1%
Income	Less than \$50,000	45%	53%	<1%	2%
	\$50,000 or more	46%	54%	<1%	<1%
Race	White	45%	52%	1%	2%
	Non White	60%	37%	<1%	2%
Age	Under 45	38%	61%	<1%	1%
	45 or older	49%	47%	1%	2%
Gender	Men	35%	61%	2%	2%
	Women	52%	46%	<1%	2%
Views of U.S. Economy	The worst is yet to come	21%	75%	1%	2%
	The worst is behind us	65%	33%	<1%	2%
Obama Approval Rating	Approve	90%	9%	<1%	1%
	Disapprove	7%	91%	<1%	2%
Interview Type	Landline	48%	49%	1%	3%
	Cell Phone	37%	62%	1%	<1%

October 30, 2010 Marist Poll Wisconsin Likely Voters including early voters and those who are undecided yet leaning toward a candidate "N=491 MOE +/- 4.5%". Totals may not add to 100 due to rounding.



		Wisconsin Registered Voters			
		If next week'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 %
Wisconsin Registered Voters		42%	44%	2%	12%
Party ID	Democrat	92%	4%	1%	3%
	Republican	3%	91%	1%	4%
	Independent	34%	45%	2%	19%
Tea Party Supporters		10%	82%	1%	8%
Enthusiasm About Voting Next Week	Very enthusiastic	45%	52%	1%	2%
	Somewhat enthusiastic	45%	43%	<1%	12%
	Not enthusiastic	33%	28%	6%	34%
Political Ideology	Liberal	83%	4%	1%	12%
	Moderate	58%	30%	1%	11%
	Conservative	10%	77%	<1%	12%
Region	Milwaukee	47%	41%	1%	11%
	Southeast	31%	61%	1%	7%
	Southwest	54%	25%	1%	20%
	Northeast	39%	51%	1%	9%
	Northwest	38%	49%	3%	11%
Income	Less \$50,000	48%	38%	1%	13%
	\$50,000-\$99,999	38%	48%	1%	13%
	\$100,000 or more	39%	46%	1%	14%
Income	Less than \$50,000	48%	38%	1%	13%
	\$50,000 or more	38%	47%	1%	13%
Race	White	41%	46%	2%	12%
	Non White	60%	26%	<1%	14%
Age	Under 45	36%	45%	1%	17%
	45 or older	48%	43%	2%	7%
Gender	Men	34%	47%	2%	17%
	Women	50%	40%	1%	9%
Views of U.S. Economy	The worst is yet to come	25%	60%	3%	12%
	The worst is behind us	57%	29%	1%	13%
Obama Approval Rating	Approve	74%	12%	1%	13%
	Disapprove	10%	80%	1%	8%
Interview Type	Landline	45%	43%	2%	10%
	Cell Phone	37%	45%	<1%	18%

October 30, 2010 Marist Poll Wisconsin Registered Voters including early voters "N=811 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 <U.S. Senate candidate>, 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		85%	14%	1%	<1%
Support for Senate	Russ Feingold	88%	12%	<1%	<1%
	Ron Johnson	82%	15%	2%	1%
Party ID	Democrat	93%	6%	1%	<1%
	Republican	86%	14%	<1%	<1%
	Independent	80%	17%	2%	1%
Tea Party Supporters		86%	10%	2%	1%
Enthusiasm About Voting Next Week	Very enthusiastic	94%	5%	1%	1%
	Somewhat enthusiastic	63%	34%	3%	<1%
	Not enthusiastic	69%	26%	4%	<1%
Political Ideology	Liberal	93%	7%	<1%	<1%
	Moderate	85%	13%	2%	<1%
	Conservative	81%	16%	2%	1%
Region	Milwaukee	74%	24%	2%	<1%
	Southeast	82%	16%	<1%	2%
	Southwest	98%	2%	<1%	<1%
	Northeast	83%	17%	<1%	<1%
	Northwest	82%	14%	4%	<1%
Income	Less \$50,000	75%	20%	3%	2%
	\$50,000-\$99,999	84%	15%	1%	<1%
	\$100,000 or more	92%	8%	<1%	<1%
Income	Less than \$50,000	75%	20%	3%	2%
	\$50,000 or more	87%	13%	1%	<1%
Race	White	85%	13%	1%	<1%
	Non White	86%	14%	1%	<1%
Age	Under 45	80%	18%	1%	1%
	45 or older	87%	11%	1%	<1%
Gender	Men	86%	12%	2%	<1%
	Women	83%	15%	1%	1%
Views of U.S. Economy	The worst is yet to come	85%	11%	2%	1%
	The worst is behind us	84%	15%	1%	<1%
Obama Approval Rating	Approve	91%	7%	2%	<1%
	Disapprove	80%	19%	<1%	1%
Interview Type	Landline	85%	13%	1%	1%
	Cell Phone	83%	17%	1%	<1%

October 30, 2010 Marist Poll Wisconsin Likely Voters "N=491 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 %
Wisconsin Registered Voters		46%	44%	10%
Wisconsin Likely Voters		49%	46%	5%
Support for Senate	Russ Feingold	87%	5%	8%
	Ron Johnson	12%	81%	7%
Party ID	Democrat	77%	14%	9%
	Republican	10%	83%	8%
	Independent	45%	43%	12%
Tea Party Supporters		16%	77%	7%
Enthusiasm About Voting Next Week	Very enthusiastic	47%	47%	5%
	Somewhat enthusiastic	48%	42%	10%
	Not enthusiastic	41%	40%	19%
Political Ideology	Liberal	90%	4%	6%
	Moderate	61%	31%	9%
	Conservative	16%	73%	11%
Region	Milwaukee	43%	41%	16%
	Southeast	33%	60%	7%
	Southwest	57%	32%	12%
	Northeast	50%	44%	6%
	Northwest	42%	46%	12%
Income	Less \$50,000	48%	43%	9%
	\$50,000-\$99,999	47%	44%	9%
	\$100,000 or more	41%	45%	14%
Income	Less than \$50,000	48%	43%	9%
	\$50,000 or more	45%	44%	11%
Race	White	46%	45%	9%
	Non White	46%	31%	23%
Age	Under 45	40%	48%	12%
	45 or older	51%	40%	10%
Gender	Men	38%	49%	14%
	Women	53%	39%	8%
Views of U.S. Economy	The worst is yet to come	26%	63%	11%
	The worst is behind us	63%	29%	8%
Obama Approval Rating	Approve	74%	15%	11%
	Disapprove	18%	75%	6%
Interview Type	Landline	48%	43%	9%
	Cell Phone	41%	46%	13%

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 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 %
Wisconsin Registered Voters		45%	37%	18%
Wisconsin Likely Voters		51%	38%	11%
Support for Senate	Russ Feingold	7%	71%	23%
	Ron Johnson	91%	4%	6%
Party ID	Democrat	11%	71%	17%
	Republican	85%	5%	10%
	Independent	47%	34%	19%
Tea Party Supporters		79%	10%	11%
Enthusiasm About Voting Next Week	Very enthusiastic	55%	37%	8%
	Somewhat enthusiastic	44%	40%	16%
	Not enthusiastic	27%	35%	37%
Political Ideology	Liberal	11%	72%	18%
	Moderate	34%	49%	17%
	Conservative	74%	11%	14%
Region	Milwaukee	45%	27%	28%
	Southeast	61%	27%	12%
	Southwest	30%	55%	15%
	Northeast	52%	36%	11%
	Northwest	45%	33%	22%
Income	Less \$50,000	40%	42%	18%
	\$50,000-\$99,999	50%	36%	15%
	\$100,000 or more	47%	36%	17%
Income	Less than \$50,000	40%	42%	18%
	\$50,000 or more	49%	36%	15%
Race	White	47%	38%	15%
	Non White	31%	33%	36%
Age	Under 45	45%	37%	18%
	45 or older	46%	37%	17%
Gender	Men	47%	34%	19%
	Women	44%	40%	16%
Views of U.S. Economy	The worst is yet to come	59%	24%	17%
	The worst is behind us	33%	49%	17%
Obama Approval Rating	Approve	17%	61%	22%
	Disapprove	77%	14%	9%
Interview Type	Landline	45%	41%	14%
	Cell Phone	45%	29%	26%

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 MOE +/- 3.5%".  
Totals may not add to 100 due to rounding.

		Wisconsin Likely Voters			
		If next week'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 %
Wisconsin Likely Voters		44%	51%	2%	3%
Party ID	Democrat	91%	6%	1%	2%
	Republican	3%	96%	<1%%	1%
	Independent	41%	54%	3%	3%
Tea Party Supporters		7%	89%	1%	3%
Enthusiasm About Voting Next Week	Very enthusiastic	44%	52%	2%	1%
	Somewhat enthusiastic	42%	50%	3%	5%
	Not enthusiastic	54%	34%	1%	11%
Political Ideology	Liberal	92%	8%	<1%%	<1%%
	Moderate	54%	39%	2%	4%
	Conservative	15%	81%	2%	3%
Region	Milwaukee	48%	47%	1%	4%
	Southeast	25%	73%	2%	1%
	Southwest	65%	31%	2%	3%
	Northeast	33%	63%	<1%%	3%
	Northwest	44%	47%	5%	3%
Income	Less \$50,000	42%	52%	4%	1%
	\$50,000-\$99,999	43%	54%	<1%%	2%
	\$100,000 or more	41%	57%	<1%%	2%
Income	Less than \$50,000	42%	52%	4%	1%
	\$50,000 or more	42%	55%	<1%%	2%
Race	White	43%	52%	2%	2%
	Non White	66%	30%	1%	3%
Age	Under 45	42%	55%	3%	<1%%
	45 or older	45%	49%	2%	4%
Gender	Men	35%	58%	3%	4%
	Women	51%	46%	1%	2%
Views of U.S. Economy	The worst is yet to come	25%	70%	2%	3%
	The worst is behind us	60%	35%	2%	3%
Obama Approval Rating	Approve	87%	11%	1%	1%
	Disapprove	10%	87%	1%	3%
Interview Type	Landline	46%	48%	3%	3%
	Cell Phone	38%	59%	<1%%	3%

October 30, 2010 Marist Poll Wisconsin Likely Voters including early voters and those who are undecided yet leaning toward a candidate "N=491 MOE +/- 4.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters			
		If next week'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		44%	41%	2%	13%
Party ID	Democrat	85%	6%	1%	8%
	Republican	4%	92%	<1%/%	4%
	Independent	41%	38%	3%	18%
Tea Party Supporters		16%	73%	1%	10%
Enthusiasm About Voting Next Week	Very enthusiastic	44%	51%	2%	3%
	Somewhat enthusiastic	41%	44%	4%	11%
	Not enthusiastic	47%	16%	2%	36%
Political Ideology	Liberal	83%	6%	2%	9%
	Moderate	53%	31%	2%	14%
	Conservative	21%	67%	1%	11%
Region	Milwaukee	61%	33%	<1%/%	6%
	Southeast	29%	61%	1%	9%
	Southwest	57%	21%	1%	20%
	Northeast	33%	53%	3%	12%
	Northwest	35%	43%	6%	17%
Income	Less \$50,000	42%	42%	3%	13%
	\$50,000-\$99,999	43%	44%	1%	11%
	\$100,000 or more	38%	44%	<1%/%	18%
Income	Less than \$50,000	42%	42%	3%	13%
	\$50,000 or more	42%	44%	1%	14%
Race	White	41%	44%	3%	13%
	Non White	69%	17%	1%	13%
Age	Under 45	43%	36%	3%	17%
	45 or older	44%	46%	1%	8%
Gender	Men	36%	44%	3%	18%
	Women	51%	38%	2%	9%
Views of U.S. Economy	The worst is yet to come	28%	52%	3%	17%
	The worst is behind us	57%	32%	2%	9%
Obama Approval Rating	Approve	74%	10%	2%	14%
	Disapprove	15%	72%	1%	11%
Interview Type	Landline	45%	41%	2%	12%
	Cell Phone	40%	41%	2%	17%

October 30, 2010 Marist Poll Wisconsin Registered Voters including early voters "N=811 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 <Governor candidate>, or do you think that you might vote differently on election day?		
		Strongly support	Somewhat support	Might vote differently
		Row %	Row %	Row %
Wisconsin Likely Voters		90%	9%	1%
Support for Governor	Tom Barrett	100%	<1%%	<1%%
	Scott Walker	81%	18%	2%
Party ID	Democrat	95%	4%	1%
	Republican	88%	12%	<1%%
	Independent	89%	10%	1%
Tea Party Supporters		87%	12%	1%
Enthusiasm About Voting Next Week	Very enthusiastic	95%	5%	<1%%
	Somewhat enthusiastic	77%	20%	3%
	Not enthusiastic	78%	22%	<1%%
Political Ideology	Liberal	97%	3%	<1%%
	Moderate	88%	9%	2%
	Conservative	87%	13%	<1%%
Region	Milwaukee	93%	2%	5%
	Southeast	88%	12%	<1%%
	Southwest	91%	9%	<1%%
	Northeast	87%	13%	<1%%
	Northwest	90%	10%	<1%%
Income	Less \$50,000	89%	11%	<1%%
	\$50,000-\$99,999	89%	8%	2%
	\$100,000 or more	86%	14%	<1%%
Income	Less than \$50,000	89%	11%	<1%%
	\$50,000 or more	88%	10%	1%
Race	White	89%	10%	1%
	Non White	95%	5%	<1%%
Age	Under 45	89%	10%	1%
	45 or older	90%	10%	1%
Gender	Men	88%	12%	<1%%
	Women	91%	8%	1%
Views of U.S. Economy	The worst is yet to come	92%	7%	1%
	The worst is behind us	87%	12%	1%
Obama Approval Rating	Approve	96%	3%	2%
	Disapprove	87%	13%	<1%%
Interview Type	Landline	90%	9%	1%
	Cell Phone	88%	12%	<1%%

October 30, 2010 Marist Poll Wisconsin Likely Voters "N=491 MOE +/- 4.5%". Totals may not add to 100 due to rounding.

		Wisconsin Registered Voters			
		Do you consider yourself to be a supporter of the Tea Party Movement?			
		Strongly support Tea Party	Support Tea Party	Does not support Tea Party	Unsure
		Row %	Row %	Row %	Row %
Wisconsin Registered Voters		12%	17%	60%	11%
Wisconsin Likely Voters		15%	18%	57%	10%
Support for Senate	Russ Feingold	<1%	7%	83%	9%
	Ron Johnson	25%	27%	37%	11%
Support for Governor	Tom Barrett	3%	7%	82%	8%
	Scott Walker	23%	28%	38%	11%
Party ID	Democrat	1%	7%	84%	8%
	Republican	25%	32%	34%	10%
	Independent	11%	17%	58%	13%
Tea Party Supporters		40%	60%	<1%	<1%
Enthusiasm About Voting Next Week	Very enthusiastic	18%	16%	59%	7%
	Somewhat enthusiastic	5%	22%	56%	16%
	Not enthusiastic	5%	15%	70%	10%
Political Ideology	Liberal	0%	6%	87%	7%
	Moderate	5%	12%	71%	12%
	Conservative	22%	28%	39%	10%
Region	Milwaukee	10%	14%	67%	9%
	Southeast	15%	23%	48%	13%
	Southwest	12%	11%	68%	9%
	Northeast	12%	18%	53%	17%
	Northwest	8%	22%	61%	9%
Income	Less \$50,000	9%	19%	57%	15%
	\$50,000-\$99,999	12%	14%	64%	9%
	\$100,000 or more	11%	20%	65%	4%
Income	Less than \$50,000	9%	19%	57%	15%
	\$50,000 or more	12%	16%	65%	8%
Race	White	13%	17%	59%	11%
	Non White	2%	18%	64%	16%
Age	Under 45	10%	17%	60%	13%
	45 or older	13%	17%	61%	10%
Gender	Men	13%	20%	58%	9%
	Women	9%	15%	63%	13%
Interview Type	Landline	10%	17%	64%	9%
	Cell Phone	15%	18%	51%	15%

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 MOE +/- 3.5%". Totals may not add to 100 due to rounding.



		Wisconsin Registered Voters		
		Do you think the current economic conditions are mostly something President Obama inherited or are they mostly a result of his own policies?		
		Economic conditions mostly inherited	Economic conditions mostly result of his own policies	Unsure
		Row %	Row %	Row %
Wisconsin Registered Voters		53%	31%	16%
Wisconsin Likely Voters		53%	36%	11%
Support for Senate	Russ Feingold	84%	8%	8%
	Ron Johnson	24%	57%	19%
Support for Governor	Tom Barrett	79%	10%	11%
	Scott Walker	28%	59%	14%
Party ID	Democrat	85%	6%	8%
	Republican	16%	66%	18%
	Independent	52%	29%	18%
Tea Party Supporters		18%	61%	21%
Enthusiasm About Voting Next Week	Very enthusiastic	52%	38%	10%
	Somewhat enthusiastic	56%	30%	14%
	Not enthusiastic	54%	19%	27%
Political Ideology	Liberal	85%	8%	7%
	Moderate	62%	23%	15%
	Conservative	30%	50%	20%
Region	Milwaukee	51%	37%	12%
	Southeast	45%	49%	6%
	Southwest	60%	17%	24%
	Northeast	56%	30%	14%
	Northwest	52%	31%	18%
Income	Less \$50,000	50%	30%	21%
	\$50,000-\$99,999	61%	32%	7%
	\$100,000 or more	47%	39%	14%
Income	Less than \$50,000	50%	30%	21%
	\$50,000 or more	56%	34%	10%
Race	White	53%	31%	16%
	Non White	56%	31%	13%
Age	Under 45	49%	29%	22%
	45 or older	58%	33%	9%
Gender	Men	51%	32%	17%
	Women	56%	30%	14%
Interview Type	Landline	58%	30%	11%
	Cell Phone	42%	33%	25%

October 30, 2010 Marist Poll Wisconsin Registered Voters "N=811 MOE +/- 3.5%". Totals may not add to 100 due to rounding.