

YouGov 2014 Final Wisconsin Pre-election Poll



Sample 1494 Likely Voters
Conducted October 25-31, 2014
Margin of Error $\pm 3.4\%$

1. Are you registered to vote in Wisconsin?

Yes	100%
No	0%
Not sure	0%

2. Which candidate did you vote for in the 2012 Presidential election?

Barack Obama (Democrat)	49%
Mitt Romney (Republican)	44%
Other candidate	1%
I did not vote	6%

3. Which candidate did you vote for in the election for U.S. Senator from Wisconsin in 2012?

Tammy Baldwin (Democrat)	43%
Tommy Thompson (Republican)	44%
Other candidate	2%
Voted in a different state	1%
I did not vote	10%

4. Which candidate did you vote for in the election for U.S. Senator from Wisconsin in 2010?

Russ Feingold (Democrat)	43%
Ron Johnson (Republican)	41%
Other candidate	1%
Voted in a different state	2%
I did not vote	13%

5. Which candidate did you vote for in the election for Governor of Wisconsin in 2010?

Tom Barrett (Democrat)	40%
Scott Walker (Republican)	47%
Other candidate	1%
Voted in a different state	2%
I did not vote	9%

6. As you may know, there will be an election held in Wisconsin in about a week. How likely is it that you will vote in the election on November 4, 2014?

Definitely will vote	84%
Probably will vote	16%
Maybe will vote	0%
Probably will not vote	0%
Definitely will not vote	0%
Not sure	0%

7. How do you plan to vote in the elections to be held on November 4?

In person on election day	82%
In person before election day	12%
Vote by mail	6%
Not sure	1%

8. Have you already cast your vote or returned your ballot?

Asked if respondent has already voted in person or by mail

Yes	66%
No	34%
Not sure	0%

9. In the election for Governor of Wisconsin, which candidate are you voting for?

Undecided voters were asked which candidate they were more likely to vote for and coded as leaners where possible

Mary Burke (Democrat)	41%
Lean Mary Burke (Democrat)	2%
Scott Walker (Republican)	42%
Lean Scott Walker (Republican)	3%
Other	1%
Not sure	11%

10. In the election for U.S. Congress in the district where you live, which candidate are you voting for?

The Democratic Party candidate	40%
The Republican Party candidate	40%
Other	1%
Not sure	19%
I will not vote	0%

11. How would you describe your political views?

Very liberal	7%
Liberal	14%
Moderate	37%
Conservative	25%
Very conservative	12%
Not sure	5%

12. Generally speaking, do you think of yourself as a ...?

Democrat	32%
Republican	29%
Independent	30%
Other	3%
Not sure	6%

13. Would you call yourself a strong [Democrat/Republican] or a not very strong [Democrat/Republican]? / Do you think of yourself as closer to the Democratic or the Republican Party?

Strong Democrat	20%
Weak Democrat	12%
Lean Democrat	9%
Independent	15%
Lean Republican	12%
Weak Republican	11%
Strong Republican	18%
Not sure	4%

14. Are you male or female?

	Weighted	Unweighted
Male	48%	44%
Female	52%	56%

15. In what year were you born?

Recoded into age categories from birth year

	Weighted	Unweighted
18-29	15%	13%
30-44	22%	17%
45-64	38%	45%
65+	25%	25%

16. What racial or ethnic group best describes you?

	Weighted	Unweighted
White	92%	92%
Black	3%	3%
Hispanic	2%	2%
Other	3%	3%

17. What is the highest level of education you have completed?

	Weighted	Unweighted
High school or less	39%	18%
Some college	33%	37%
College graduate	18%	30%
Postgraduate degree	9%	15%