

## Wisconsin

### Republicans leading in Governor and U.S. Senate races

In the last couple of days before the election, Wisconsin provides the Republican Party with good news. Among likely voters, the Republican Gubernatorial candidate Scott Walker leads Democrat Tom Barrett by 10 percentage points. Republican U.S. Senate candidate Ron Johnson leads Democratic candidate Russ Feingold by 6 percentage points.

	Registered Voters	Likely Voters
<b>Senate</b>		
Russ Feingold	47%	46%
Ron Johnson	49%	52%
<b>Governor</b>		
Tom Barrett	44%	43%
Scott Walker	50%	53%

### Independent and Male voters give Republicans the edge

In the race for Governor, Republican Scott Walker leads Democratic candidate Tom Barrett by 8 percentage points among likely voters who identify as Independents. Walker has a larger lead of 26 percentage points over Barrett among likely male voters. The race for U.S. Senate is more competitive among Independents, with a tie between Democrat Russ Feingold and Republican Ron Johnson each receiving 48 percent of the support. The support of likely male voters is in the Republican's favor, with Johnson holding a 19 point lead over Feingold.

## Methodology

Interviews with 1000 registered voters, including 842 likely voters, were conducted October 25-30, 2010, online using YouGov's PollingPoint panel. YouGov uses a matched sample methodology that selects respondents to match the Wisconsin registered voter population in terms of demographics (age, race, gender, education, employment status, income, marital status, children), past voting behavior, and political attitudes (interest in politics, party registration, and ideology). Margin of error (adjusted for weighting) for registered voters is  $\pm 3.8\%$  and for likely voters is  $\pm 4.1\%$ .

## Senate

	Registered Voters		Likely Voters	
	Russ Feingold	Ron Johnson	Russ Feingold	Ron Johnson
<b>Gender</b>				
Male	40%	58%	40%	59%
Female	53%	41%	52%	45%
<b>Age</b>				
18-29	60%	35%	54%	44%
30-64	45%	50%	45%	52%
over 65	41%	56%	42%	56%
<b>Race/Ethnicity</b>				
White	45%	51%	43%	54%
Non-White	88%	2%	97%	3%
<b>Party Identification</b>				
Democrat	94%	4%	94%	5%
Republican	4%	93%	4%	95%
Independent	46%	48%	48%	48%

## Governor

	Registered Voters		Likely Voters	
	Tom Barrett	Scott Walker	Tom Barrett	Scott Walker
<b>Gender</b>				
Male	35%	62%	36%	62%
Female	53%	39%	51%	44%
<b>Age</b>				
18-29	59%	36%	56%	41%
30-64	41%	53%	41%	55%
over 65	42%	54%	42%	55%
<b>Race/Ethnicity</b>				
White	42%	53%	41%	55%
Non-White	82%	2%	89%	3%
<b>Party Identification</b>				
Democrat	92%	4%	92%	5%
Republican	3%	94%	3%	95%
Independent	41%	50%	43%	51%

## About YouGov

YouGovPolimetrix is the North American subsidiary of YouGov PLC, which conducts polls around the world using its online panels.

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## Web Location

### Release

[http://cdn.yougov.com/downloads/releases/2010\\_Election/WIrelease\\_20101030.pdf](http://cdn.yougov.com/downloads/releases/2010_Election/WIrelease_20101030.pdf)

### Tabs

[http://cdn.yougov.com/downloads/releases/2010\\_Election/WItabs\\_20101030.pdf](http://cdn.yougov.com/downloads/releases/2010_Election/WItabs_20101030.pdf)