

Shifting Turnout Intentions, Gender Gap Put Walker in Lead Says Final Marquette Poll

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MILWAUKEE - The shifting winds of who says they are most likely to vote and the different realities of men and women voters appear to have turned back in Scott Walker's favor according to the Final Pre-election Marquette Law School Poll released today. The new poll finds **Republican Scott Walker leading Democratic challenger Mary Burke 50 percent to 43 percent among likely voters in the Wisconsin governor's race.**



The previous Marquette Law School Poll, conducted Oct. 9-12, found the race tied among likely voters, with the candidates holding 47 percent each, while 48 percent of registered voters supported Walker to Burke's 45 percent support.

In Wednesday's poll, 3 percent say that they are undecided or that they do not know whom they will support, while 1 percent say that they will vote for someone else. Likely voters are those who say that they are certain to vote in the November election.

"Shifting turnout intentions have provided most of the dynamics of the race this fall," said Marquette Law School Poll director Charles Franklin.

"While the results among all registered voters have varied between a tie and a 3-point Walker edge, the likely-voter results have ranged from a 2-point Burke advantage to the current 7-point Walker lead."

In the current poll, 93 percent of Republicans say that they are certain to vote, while 82 percent of Democrats and 75 percent of independents say the same.

Two weeks ago 82 percent of Republicans, and 80 percent of both Democrats and

independents, said that they were certain to vote. By comparison, in the final Marquette Law School Poll before the 2012 gubernatorial recall election, 92 percent of Republicans, 77 percent of Democrats and 84 percent of independents said that they were certain to vote.

Among registered voters this time, Walker receives 46 percent and Burke 45 percent, with 4 percent undecided and 1 percent saying that they will vote for someone else.

The poll interviewed 1,409 registered voters, including 1,164 likely voters, by landline and cell phone Oct. 23-26. For the full sample of 1,409 registered voters, the margin of error is +/- 2.7 percentage points. The margin of error for the sample of 1,164 likely voters is +/- 3.0 percentage points. This is the final Marquette Law School Poll before the Nov. 4 election.

Another factor in the final poll result is the return of the large gender gap among likely voters. After narrowing to just 2 percentage points in the previous poll, the gender gap in vote choice has returned.

Among registered voters, Burke leads 50-40 among women and Walker leads 53-39 among men. Among likely voters, Burke's lead among women is 49-43 while Walker's lead among men is 58-36. In the six Marquette Law School Polls since July, Burke has averaged a 49-42 lead among women and Walker a 52-40 lead among men for registered voters. Among likely voters, Burke has averaged a 52-42 lead among women and Walker a 55-40 advantage among men.

Another factor in the results may have been the deluge of negative ads launched by the Walker campaign and their allies to muddy the image of Mary Burke.

Burke's favorability ratings have turned down in the latest poll, with 38 percent of registered voters viewing her favorably while 45 percent have an unfavorable view. In earlier polls in September and October, her favorable-unfavorable ratings were 36-35, 36-37 and 40-43. Among likely voters, her current favorable-unfavorable rating is 39-49, with the ratings in the three earlier polls since the beginning of September being, oldest to newest, 41-39, 40-44 and 44-44. Among registered voters, 17 percent lack an opinion of Burke, down from 69 percent in January. Among likely voters, 12 percent say they haven't heard enough or don't know their view of Burke.

Walker's favorable rating in the latest poll is 48 percent, with 47 percent unfavorable, among registered voters. His previous ratings since the beginning of September are 49-45, 47-47 and 48-48. Among likely voters he is currently seen favorably by 51 percent and unfavorably by 46 percent. His ratings among likely voters in the three most recent polls are, in chronological order, 52-46, 52-46 and 50-48.

Given the wide swings in the last three polls, this race is still up for grabs. Early voting and absentee voting have begun and people who have already voted are much more likely to "say that they are certain to vote". Democratic voters are legendary for showing up at the polls after 6 PM on election day. Many factors could cause the wind to shift back in Burke's favor.

But this poll is not good news for the Burke campaign and the Democrats will have to double their efforts in the final days to get their supporters to the polls.

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