

Don't Believe GB Media Blitz - WI GOV Race is Still a Dead Heat

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Local Press and TV media claims of a huge Walker lead in the area and Statewide based only on Marquette's "likely voters" are suspect. A conclusion based on same results could easily be "still tied with Burke closing".

GREEN BAY - Last Thursday, the local Green Bay press and TV media had a field day reporting that the [Final Marquette Poll](#) showed Governor candidate Scott Walker with a 17 point lead in the area and a 7 point lead statewide among "likely voters" over challenger Mary Burke. Last 2 minutes of the 4th quarter, Packer fans, and game over, right?

Well, not so fast. There are serious problems with that interpretation of the Marquette Poll results and there are other polls.

If you look closely at the Marquette poll, you may have noticed that among all "registered voters", Walker received 46 percent to Burke's 45. That shows a 2 point improvement for Burke over the previous Marquette Law School Poll, conducted Oct. 9-12, which had Walker with a 48-45 lead over Burke among these same voters. Based on these results, the conclusion could

be **still tied with Burke closing.**

So the real shift in the Marquette poll was only among those they declared to be **"likely voters"**. The Poll's director, Charles Franklin, even said as much, and that's where the results become suspect. Marquette defined "likely voters" as those who said they were extremely likely to vote when polled. Most polls we are familiar with traditionally use an actual record of voting in similar elections to define "likely voters". While this method can have problems of it's own, such as including new voters, it is generally more trustworthy than the method Marquette used.

Said simply, the Marquette poll "likely voters" might just have lied about, or at least exaggerated, their intention to vote.

The conclusion that the race is still tied is also supported by other final polls. With just three days until Election Day, the two final public polls in the Wisconsin governor's race both **show the race between embattled Gov. Scott Walker and Mary Burke is a dead heat**

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The [final poll from Public Policy Polling](#) (PPP), released yesterday, shows a statistical dead heat, with Walker holding a 48 - 47 lead over Burke. The poll was taken over three days and surveyed 1814 likely voters. PPP has been one of the consistently most reliable polls both in Wisconsin and nationwide.

Also released yesterday was [the final poll from YouGov](#), which surveyed 1494 voters, showing another dead heat with Walker leading Burke 42-41.

When asked for comment, Democratic Party of Wisconsin Chair Mike Tate said Saturday "The final public polls released over the last few days confirm what we've known for months -- the race between Scott Walker and Mary Burke is all going to come down to turnout". He went on "**Wisconsin voters need to know this race is incredibly close and their vote will make a difference** between four more years of Scott Walker's failed policies or a new direction with Mary Burke."

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