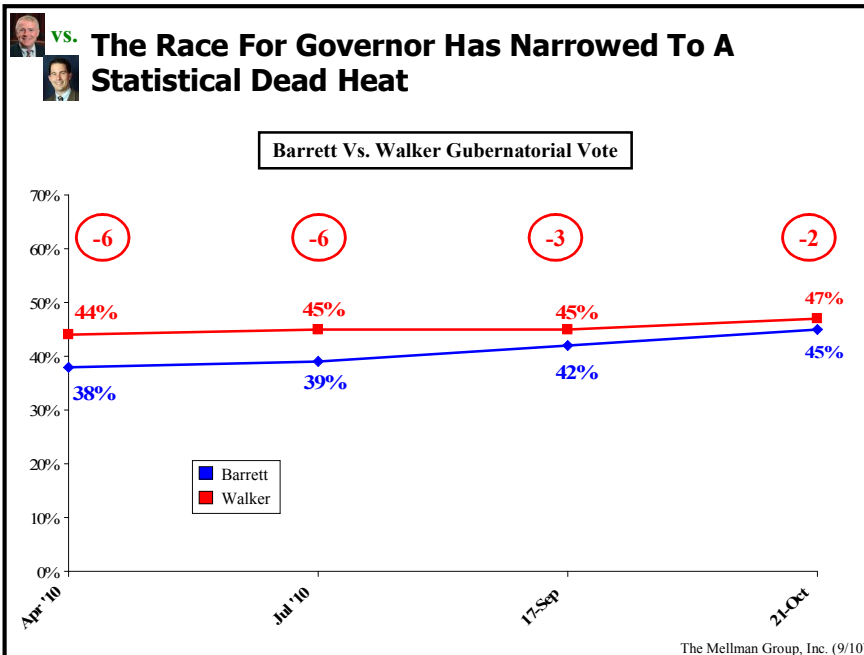


**To:** The Greater Wisconsin Political Fund  
**From:** The Mellman Group, Inc.  
**Re:** Wisconsin Statewide Survey  
**Date:** October 25, 2010

*This analysis represents the findings of a survey of 600 likely general election voters in Wisconsin who were interviewed by telephone October 18-20, 2010. The study uses a registration based sample, screened for likely participation in the 2010 general election. The margin of error for this survey is +/-4.0% at the 95% level of confidence. The margin of error is higher for subgroups.*



### Barrett Is Closing The Narrow Gap In The Race For Governor

Tom Barrett continues to gain ground on Scott Walker going into the campaign's final weeks. Walker holds just a 2-point lead over Barrett going into the home stretch. Moreover, among the 78% of the electorate that knows both candidates, the race is tied, with each candidate garnering 47% of the vote, suggesting that the more informed voters are, the better Barrett does. The race is also exceedingly close among swing voters. Among independents, Walker leads by just a 45% to 42% margin, and among moderates, Barrett holds a whopping 29-point lead (58% Barrett, 29% Walker). Moreover, among those who

voted in both the 2006 and 2008 elections, Walker also leads by only a 2-point margin (47% Walker, 45% Barrett), suggesting that Barrett fares just as well among the most consistent voters as he does across the electorate overall.

Barrett has further consolidated the Democratic base, with his share of the vote increasing from 82% to 87% since our September 15-16 survey. He has also begun to consolidate other base constituency groups, such as those living in union households, among whom Barrett leads by a 59% to 33% margin. By keeping the vote close among independents, while at the same time consolidating his base, Barrett has a clear path to victory. A strong message his final week and an effective turnout effort could be the difference between victory and defeat in this race.

Finally, there is some evidence that the dwindling number of undecided voters (7% of the electorate) could break toward Barrett. Sixty-four percent (64%) of undecideds are women (among whom Barrett holds a 5-point lead), 67% identify as liberals or moderates, and Democrats hold a 4-point party ID advantage.