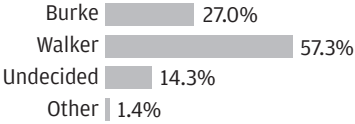
Possible key voters on Nov. 4

With the gubernatorial election so close, the candidates are tailoring their message to key groups. Here are some types of voters that political observers say could be pivotal, and how they've said they will vote based on the Marquette Law School poll.

Obama/Walker supporters

9.3% OF VOTERS

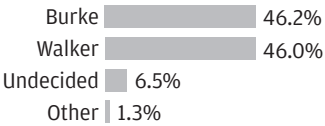
Those who approve of the job Gov. Scott Walker and President Barack Obama are doing.



Out-state married women

6.4% OF VOTERS

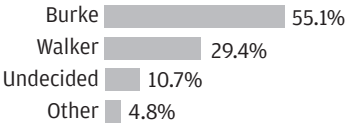
Married women between ages 30-55 living outside Madison and Milwaukee areas.



Young singles

5.4% OF VOTERS

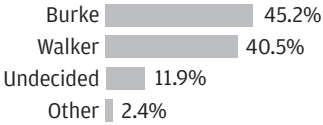
Unmarried people between ages 25-35 with some college education, but not an advanced degree.



Moderate independents

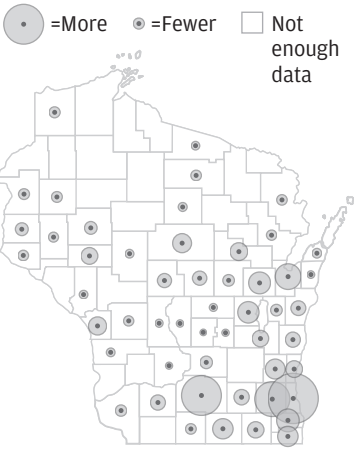
16.2% OF VOTERS

Moderate independents are one type of voter that could be persuadable, though most have already picked a candidate, based on polling.



Where are the moderate independent voters?

Circle size reflects the estimated number per county:



NOTE: Undecided includes "Don't Know" responses.
Other includes "Won't Vote" and "Refused to answer" responses.

SOURCE: Aggregation of eight Marquette Law School polls since October 2013

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