



UW Badger Poll™ #30, Release #2
University of Wisconsin Survey Center
University of Wisconsin Madison
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THE 2010 RACE FOR U.S. SENATOR FROM WISCONSIN -- FOUR MONTHS TO THE ELECTION

With about four months to go until Election Day 2010, the UW Badger Poll finds that two-thirds of Wisconsinites said they have paid little or no attention at all to the candidates running for senator. Only 9% said they were paying a lot of attention.

- Just 44% of all Wisconsinites said they have made their minds up about for whom they would vote. Among those Badger state residents who expressed a vote choice, slightly more said they preferred current U.S. Senator Russ Feingold (Democrat) over likely Republican nominee Ron Johnson:
 - Among all Badger state residents: Feingold 25%, Johnson 19% (N=500)
 - Among registered voters: Feingold 27%, Johnson 21% (N=466)
 - Among likely voters: Feingold 33%, Johnson 28% (N=297)
- Nearly 9 in 10 Wisconsinites said that they did not know enough about Ron Johnson to give an opinion, including 85% of registered voters and 80% of likely voters.
- 47% of all Wisconsinites have a favorable opinion of Senator Feingold, including 50% of registered voters and 53% of likely voters.
- Additionally, a majority (55%) of all Badger State residents approve of the job Russ Feingold is doing as U.S. Senator from Wisconsin, including 57% of likely voters.

For additional data and analysis see the following pages.

Choice for U.S. Senator from Wisconsin in November 2010

| | All Residents | Registered Voters | Likely Voters |
|---------------------------------|---------------|-------------------|---------------|
| Russ Feingold (D) | 25% | 27% | 33% |
| Ron Johnson (R) | 19% | 21% | 28% |
| Another Candidate (volunteered) | <1% | <1% | 1% |
| Undecided | 55% | 51% | 38% |
| Refused | 1% | 1% | <1% |
| (N) | (N=500) | (N=466) | (N=297) |
| Margin of Error | +/- 4.4% | +/- 4.5% | +/- 5.7% |

The current UW Badger Poll did not employ a follow-up question designed to force those respondents who said they had not formed an opinion to make a choice between Senator Feingold or Ron Johnson. As the election draws nearer and more Wisconsinites turn their attention to the election choices, we will include such a follow-up.

Attention paid to the candidates running for U.S. Senator from Wisconsin

| | All Residents | Registered Voters | Likely Voters |
|-----------------|---------------|-------------------|---------------|
| A lot | 9% | 11% | 15% |
| Some | 24% | 26% | 35% |
| Only a little | 38% | 41% | 38% |
| None at all | 29% | 22% | 12% |
| Undecided | 0% | 0% | 0% |
| Refused | 0% | 0% | 0% |
| (N) | (N=500) | (N=466) | (N=297) |
| Margin of Error | +/- 4.4% | +/- 4.5% | +/- 5.7% |

Impressions of the Major Party Candidates for U.S. Senator from Wisconsin

Ron Johnson

| | All Residents | Registered Voters | Likely Voters |
|-----------------|---------------|-------------------|---------------|
| Favorable | 8% | 9% | 12% |
| Unfavorable | 5% | 5% | 8% |
| Don't Know | 87% | 85% | 80% |
| Refused | <1% | <1% | <1% |
| (N) | (N=500) | (N=466) | (N=297) |
| Margin of Error | +/- 4.4% | +/- 4.5% | +/- 5.7% |

Senator Russ Feingold

| | All Residents | Registered Voters | Likely Voters |
|-----------------|---------------|-------------------|---------------|
| Favorable | 47% | 50% | 53% |
| Unfavorable | 25% | 29% | 37% |
| Don't Know | 28% | 21% | 10% |
| Refused | <1% | <1% | <1% |
| (N) | (N=500) | (N=466) | (N=297) |
| Margin of Error | +/- 4.4% | +/- 4.5% | +/- 5.7% |

Trend in the Favorability Rating for Senator Russ Feingold

| | Favorable | Unfavorable | Don't Know | Refused | (N) |
|----------------|-----------|-------------|------------|---------|-------|
| June 2010 | 47% | 25% | 28% | <1% | (500) |
| October 2006 | 57% | 28% | 15% | <1% | (508) |
| June 2006 | 59% | 27% | 13% | 1% | (508) |
| September 2004 | 46% | 25% | 28% | <1% | (508) |
| June 2004 | 47% | 17% | 36% | 0% | (504) |
| March 2004 | 47% | 19% | 34% | <1% | (500) |
| January 2004 | 46% | 16% | 38% | 0% | (502) |
| October 2003 | 46% | 23% | 36% | <1% | (511) |

Approval Ratings for U.S. Senator Russ Feingold

| | All Residents | Registered Voters | Likely Voters |
|-----------------|---------------|-------------------|---------------|
| Approve | 55% | 55% | 57% |
| Neither (vol.) | 7% | 3% | 1% |
| Disapprove | 32% | 36% | 41% |
| Don't Know | 5% | 5% | 2% |
| Refused | 1% | 1% | 0% |
| (N) | (N=500) | (N=466) | (N=297) |
| Margin of Error | +/- 4.4% | +/- 4.5% | +/- 5.7% |

Among the 55% of Wisconsinites who approve of the way Senator Feingold is doing his job nearly half (47%) strongly approve. On the flip side, among the 32% who disapprove a large majority (60%) strongly disapprove.

Trend in the Job Approval Rating for Senator Russ Feingold

| | Approve | Neither (vol.) | Disapprove | Don't Know | Refused | (N) |
|----------|---------|----------------|------------|------------|---------|-------|
| June '10 | 55% | 7% | 32% | 5% | 1% | (500) |
| May '08 | 66% | 2% | 23% | 8% | 1% | (521) |

Previous Job Ratings for Senator Russ Feingold

| | 2006 | | 2004 | | | | |
|------------|------|------|-------|------|------|------|------|
| | Oct. | Jun. | Sept. | Jun. | Apr. | Mar. | Jan. |
| Excellent | 18% | 19% | 16% | 11% | 8% | 12% | 10% |
| Good | 30% | 28% | 33% | 34% | 40% | 36% | 36% |
| Fair | 27% | 22% | 24% | 31% | 27% | 27% | 31% |
| Poor | 19% | 20% | 14% | 12% | 9% | 11% | 7% |
| Don't Know | 5% | 10% | 13% | 12% | 15% | 14% | 15% |
| Refused | 1% | 1% | -- | -- | -- | -- | -- |

Job ratings for U.S. Senators from Wisconsin were not asked in 2005, 2007 or 2009. In 2008, the UW Badger Poll stopped asking about senatorial job ratings with the four-point scale and started using the more widely used question wording asking about job approval or disapproval.

APPENDIX:

Vote Choice for U.S. Senator from Wisconsin

| | | Russ Feingold (D) | Ron Johnson (R) | Other Candidates | Undecided | Refused | (N) |
|---------------------|------------------------|----------------------|--------------------|---------------------|------------|-----------|--------------|
| Overall | | 25% | 18% | <1% | 55% | 1% | (500) |
| Voters | Registered voters | 27% | 21% | <1% | 51% | 1% | (466) |
| | Likely voters | 33% | 28% | 1% | 37% | 1% | (297) |
| Gender | Men | 28% | 22% | <1% | 49% | 1% | (228) |
| | Women | 22% | 16% | <1% | 61% | 1% | (272) |
| Party ID | Democrats | 50% | 1% | 0% | 49% | <1% | (157) |
| | Independents & Others | 21% | 14% | 1% | 64% | <1% | (198) |
| | Republicans | 8% | 44% | 0% | 47% | 1% | (143) |
| TEA Party | Supporter | 5% | 46% | 2% | 45% | 2% | (121) |
| Age | 18-29* | 17% | <1% | 0% | 83% | 0% | (17) |
| | 30-44 | 21% | 20% | 1% | 58% | 0% | (90) |
| | 45-59 | 26% | 27% | 0% | 45% | 2% | (159) |
| | 60 plus | 35% | 24% | 1% | 38% | 1% | (224) |
| Education | Never attended college | 19% | 15% | 0% | 63% | 3% | (183) |
| | Some college | 19% | 23% | 1% | 57% | 0% | (134) |
| | College graduate | 35% | 18% | <1% | 46% | <1% | (181) |
| Household Income | Less than \$40,000 | 18% | 15% | 0% | 66% | 1% | (180) |
| | \$40,000 to \$80,000 | 24% | 18% | 1% | 56% | 1% | (154) |
| | \$80,000 or more | 31% | 26% | 1% | 42% | 0% | (93) |
| Region | Southern Wisconsin | 24% | 17% | 0% | 59% | <1% | (247) |
| | Northern Wisconsin | 26% | 21% | 1% | 50% | 1% | (253) |

* Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.

| | | Impression of Senator Russ Feingold | | | | |
|----------------|-----------------------|--|-------------|------------|---------------|--------------|
| | | Favorable | Unfavorable | Don't Know | Refused | (N) |
| Overall | | 47% | 26% | 28% | <1% | (500) |
| Voters | Registered voters | 50% | 29% | 21% | <1% | (466) |
| | Likely voters | 53% | 37% | 10% | <1% | (297) |
| Gender | Men | 46% | 31% | 22% | <1% | (228) |
| | Women | 47% | 20% | 33% | <1% | (272) |
| Party ID | Democrats | 64% | 5% | 31% | 0% | (157) |
| | Independents & Others | 45% | 19% | 35% | <1% | (198) |
| | Republicans | 33% | 54% | 13% | 1% | (143) |
| TEA Party | Supporter | 26% | 60% | 14% | 0% | (121) |
| Age | 18-29* | 48% | 0% | 52% | 0% | (17) |
| | 30-44 | 43% | 35% | 22% | 1% | (90) |
| | 45-59 | 44% | 36% | 19% | 0% | (159) |
| | 60 and over | 51% | 26% | 23% | 1% | (224) |
| Region | Southern Wisconsin | 44% | 23% | 33% | <1% | (247) |
| | Northern Wisconsin | 50% | 28% | 22% | <1% | (253) |

| | | Impression of Ron Johnson | | | | |
|----------------|-----------------------|----------------------------------|-------------|------------|---------------|--------------|
| | | Favorable | Unfavorable | Don't Know | Refused | (N) |
| Overall | | 8% | 5% | 87% | <1% | (500) |
| Voters | Registered voters | 9% | 5% | 85% | <1% | (466) |
| | Likely voters | 12% | 8% | 80% | <1% | (297) |
| Gender | Men | 11% | 5% | 84% | <1% | (228) |
| | Women | 6% | 4% | 90% | <1% | (272) |
| Party ID | Democrats | 4% | 4% | 92% | 0% | (157) |
| | Independents & Others | 7% | 5% | 88% | <1% | (198) |
| | Republicans | 14% | 4% | 82% | <1% | (143) |
| TEA Party | Supporter | 19% | 3% | 78% | 0% | (121) |
| Age | 18-29* | 0% | 0% | 100% | 0% | (17) |
| | 30-44 | 9% | 2% | 88% | 1% | (90) |
| | 45-59 | 8% | 8% | 84% | 0% | (159) |
| | 60 and over | 14% | 8% | 78% | <1% | (224) |
| Region | Southern Wisconsin | 9% | 6% | 84% | <1% | (247) |
| | Northern Wisconsin | 7% | 3% | 89% | <1% | (253) |

* Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.

| Job Approval Rating of Senator Russ Feingold | | | | | | | |
|---|--------------------------|------------|------------|-------------------|---------------|-----------|--------------|
| | | Approve | Disapprove | Neither (vol.) | Don't Know | Refused | (N) |
| Overall | | 55% | 32% | 7% | 5% | 1% | (500) |
| Voters | Registered voters | 55% | 36% | 5% | 4% | 1% | (466) |
| | Likely voters | 57% | 41% | 1% | 2% | 0% | (297) |
| Gender | Men | 55% | 36% | 3% | 5% | 2% | (228) |
| | Women | 55% | 28% | 11% | 6% | <1% | (272) |
| Party ID | Democrats | 77% | 14% | 3% | 6% | 0% | (157) |
| | Independents & Others | 55% | 26% | 12% | 7% | 0% | (198) |
| | Republicans | 33% | 60% | 2% | 2% | 3% | (143) |
| TEA Party | Supporter | 31% | 66% | 2% | 1% | 0% | (121) |
| Age | 18-29* | 66% | 7% | 17% | 6% | 4% | (17) |
| | 30-44 | 49% | 41% | 4% | 6% | 0% | (90) |
| | 45-59 | 50% | 43% | 4% | 3% | 0% | (159) |
| | 60 and over | 56% | 35% | 3% | 6% | 0% | (224) |
| Region | Southern Wisconsin | 54% | 31% | 10% | 5% | 0% | (247) |
| | Northern Wisconsin | 55% | 34% | 3% | 6% | 2% | (253) |

* Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.

SURVEY QUESTION WORDING

VOTE03 Now, I'm going to read you a list of people in public life, for each of the following people, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind. (INTERVIEWER: PRESS ENTER TO CONTINUE)

[Questions ELEC05, VOTE06 and VOTE23 were asked in random order]

VOTE06 Senator Russ Feingold

VOTE23 Ron Johnson

SEN01 Next, we have a few questions about the upcoming elections in November.

Up to now, how much attention have you paid to the candidates running for U.S. Senator from Wisconsin this year: none at all, only a little, some or a lot?

SEN02 Russ Feingold will be the Democratic nominee for U.S. Senator this year and Ron Johnson will likely be the Republican nominee.

As of now, would you prefer [MAJOR PARTY CANDIDATES RANDOMLY ROTATED] [Russ Feingold be reelected as U.S. Senator, Ron Johnson be elected U.S. Senator] [Ron Johnson be elected U.S. Senator, Russ Feingold be reelected as U.S. Senator], or haven't you really formed an opinion?

APP_05 Overall, do you approve or disapprove of the way that Russ Feingold is handling his job as U.S. Senator from Wisconsin?

APP_05a [#NOTE: ONLY ASKED IF 'APP_05' WAS APPROVE OR DISAPPROVE]
Would you say you [approve/disapprove] of the way that Russ Feingold is handling his job as U.S. Senator from Wisconsin extremely, very much, somewhat or only slightly?

TP_ID Do you consider yourself to be a supporter of the Tea Party movement or not?

DEFINITION OF REGIONS

| Region | Counties Included in Region |
|---------------------------|---|
| Southern Wisconsin | Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Kenosha, Lafayette, Milwaukee, Ozaukee, Racine, Rock, Sauk, Walworth, Washington, Waukesha |
| Northern Wisconsin | Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Outagamie, Sheboygan, Winnebago, Adams, Florence, Forest, Green Lake, Iron, Juneau, Langlade, Lincoln, Marathon, Marinette, Marquette, Menominee, Oconto, Oneida, Portage, Shawano, Vilas, Waupaca, Waushara, Wood, Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Crawford, Douglas, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Price, Richland, Rusk, Sawyer, St. Croix, Taylor, Trempealeau, Vernon, Washburn |

Data sources: (1) question asked to respondents "In which county do you live?", (2) question asked to respondents "What is your zip code?", and (3) the county that the telephone number is assigned to by SSI (by plurality of listed telephone numbers known to be in a county).

HOW THE POLL WAS DONE

This UW BADGER POLL™ was conducted by the University of Wisconsin Survey Center as part of its ongoing program of research designed to benefit the research community and the people of Wisconsin. The Director of the poll operations is Chad J. Kniss, UW Survey Center. The Faculty Director of the Poll content is Associate Professor Katherine Cramer Walsh, Department of Political Science, UW-Madison. The UW BADGER POLL™ is intended to be a "poll of record" for the state, investigating matters of concern to Wisconsinites including politics, culture, and their daily lives, adhering to the highest standards of polling methodology and rigorous independence.

Results shown here are based on 500 persons who were randomly chosen within households with working landline telephone numbers and interviewed between June 9th and July 10th, 2010, inclusive. During this time period, the UWSC made 12,889 phone calls to 2,245 telephone numbers. Additionally, advance letters describing the survey and its procedures were sent to 800 households whose randomly chosen telephone numbers were matched to a known listed address. The response rate for this survey was 38.2%, as defined by the American Association of Public Opinion Research Response Rate 3. Calls were made between 9AM and 9PM Monday through Friday and between 10AM and 5PM on Saturday and from 12 noon to 9PM on Sunday. All telephone numbers were randomly generated by computer. The UWSC made up to 10 attempts on each number in order to confirm if it was a residential number, select an eligible respondent and/or to convert first time refusals. Approximately 51% of the 500 interviews were completed in the first two weeks of calling.

Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every resident in Wisconsin exactly these questions at the time the survey was conducted, there is only a one in twenty chance that the answers would differ by more than that in either direction from what we report here. There could be differences because of changes in question wording, events occurring in the meantime, or any of the practical difficulties involved in taking a scientific survey. Results based on subgroups are subject to a larger "margin of error". Results reported here are based on weighted data (weighted to reflect statewide gender and age groups).