



UW Badger Poll™ #30, Release #2  
University of Wisconsin Survey Center  
University of Wisconsin Madison  
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NOTE: When using material from this release please cite the UW Badger Poll™ conducted by the University of Wisconsin Survey Center. Poll results compiled by Chad J. Kniss, Project Director, UW Survey Center. [ckniss@ssc.wisc.edu](mailto:ckniss@ssc.wisc.edu) (office phone: 608.262.4157)

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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)
<b>Overall</b>		<b>25%</b>	<b>18%</b>	<b>&lt;1%</b>	<b>55%</b>	<b>1%</b>	<b>(500)</b>
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.

		<b>Impression of Senator Russ Feingold</b>				
		Favorable	Unfavorable	Don't Know	Refused	<b>(N)</b>
<b>Overall</b>		<b>47%</b>	<b>26%</b>	<b>28%</b>	<b>&lt;1%</b>	<b>(500)</b>
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)

		<b>Impression of Ron Johnson</b>				
		Favorable	Unfavorable	Don't Know	Refused	<b>(N)</b>
<b>Overall</b>		<b>8%</b>	<b>5%</b>	<b>87%</b>	<b>&lt;1%</b>	<b>(500)</b>
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.

<b>Job Approval Rating of Senator Russ Feingold</b>							
		Approve	Disapprove	Neither (vol.)	Don't Know	Refused	(N)
<b>Overall</b>		<b>55%</b>	<b>32%</b>	<b>7%</b>	<b>5%</b>	<b>1%</b>	<b>(500)</b>
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
<b>Southern Wisconsin</b>	Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Kenosha, Lafayette, Milwaukee, Ozaukee, Racine, Rock, Sauk, Walworth, Washington, Waukesha
<b>Northern Wisconsin</b>	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

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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).