Johnson vulnerable in 2016 Senate race; tough Feingold rematch looms


Johnson, who rode the Republican tidal wave of 2010 to victory over longtime incumbent Democrat Russ Feingold, comes in at just 32% approval, making him one of the least popular senators in the country.

Feingold, meanwhile, is the most popular Wisconsin politician included in this poll with 46/35 favorability. He holds a healthy nine-point lead over Johnson in a hypothetical re-match of their 2010 race, 50/41. Both Wisconsin Democrats and Independents are nostalgic for Feingold’s return to Washington, supporting his bid over Johnson 86/4 and 52/38, respectively. Feingold is so popular with Democrats that the last time PPP polled in the state in April 2014, the former three-term senator placed second only to Hillary Clinton in a hypothetical Democratic presidential primary race.

Johnson does better against Democrats not named Russ Feingold, however. Just one other Democrat—former gubernatorial candidate Mary Burke—manages to put up a proper challenge to the Tea Party senator, topping him by one point, 46/45. Johnson defeats the other three Democrats polled—U.S. Reps. Ron Kind, Gwen Moore, and Mark Pocan—by at least six points, though all have name recognition ratings of 50% or lower.

“Russ Feingold starts out looking like a favorite if he tries to reclaim his old seat from Ron Johnson,” said Dean Debnam, President of Public Policy Polling. “Johnson hasn’t gained much footing with Wisconsin voters, and Feingold has remained pretty popular even after losing in 2010.”

Congressman Paul Ryan is the second most popular politician polled in the state at a +8 net favorability rating (46/38 overall), up seven points from April 2014.

Voters are largely unfazed by the legalization of gay marriage in the state late last year. 70% say it has had no impact on their lives, including 58% of very conservative voters.

PPP surveyed 1,071 registered Wisconsin voters from March 6th to 8th. The margin of error for the survey is +/- 3.0%. 80% of interviews for the poll were conducted over the phone with 20% interviewed over the internet to reach respondents who don’t have landline telephones.
### Wisconsin Survey Results

**Q1** Do you approve or disapprove of Senator Ron Johnson's job performance?

- **Approve** .................................................. 32%
- **Disapprove** .................................................. 40%
- **Not sure** .................................................. 28%

**Q2** Do you have a favorable or unfavorable opinion of Mary Burke?

- **Favorable** .................................................. 39%
- **Unfavorable** .................................................. 44%
- **Not sure** .................................................. 17%

**Q3** Do you have a favorable or unfavorable opinion of Russ Feingold?

- **Favorable** .................................................. 46%
- **Unfavorable** .................................................. 35%
- **Not sure** .................................................. 19%

**Q4** Do you have a favorable or unfavorable opinion of Ron Kind?

- **Favorable** .................................................. 20%
- **Unfavorable** .................................................. 22%
- **Not sure** .................................................. 57%

**Q5** Do you have a favorable or unfavorable opinion of Gwen Moore?

- **Favorable** .................................................. 21%
- **Unfavorable** .................................................. 30%
- **Not sure** .................................................. 50%

**Q6** Do you have a favorable or unfavorable opinion of Mark Pocan?

- **Favorable** .................................................. 15%
- **Unfavorable** .................................................. 16%
- **Not sure** .................................................. 69%

**Q7** If the candidates for Senate next year were Republican Ron Johnson and Democrat Mary Burke, who would you vote for?

- **Ron Johnson** .................................................. 45%
- **Mary Burke** .................................................. 46%
- **Not sure** .................................................. 9%

**Q8** If the candidates for Senate next year were Republican Ron Johnson and Democrat Russ Feingold, who would you vote for?

- **Ron Johnson** .................................................. 41%
- **Russ Feingold** .................................................. 50%
- **Not sure** .................................................. 9%

**Q9** If the candidates for Senate next year were Republican Ron Johnson and Democrat Ron Kind, who would you vote for?

- **Ron Johnson** .................................................. 43%
- **Ron Kind** .................................................. 37%
- **Not sure** .................................................. 20%

**Q10** If the candidates for Senate next year were Republican Ron Johnson and Democrat Gwen Moore, who would you vote for?

- **Ron Johnson** .................................................. 45%
- **Gwen Moore** .................................................. 37%
- **Not sure** .................................................. 18%

**Q11** If the candidates for Senate next year were Republican Ron Johnson and Democrat Mark Pocan, who would you vote for?

- **Ron Johnson** .................................................. 43%
- **Mark Pocan** .................................................. 36%
- **Not sure** .................................................. 20%
Q12. Do you approve or disapprove of Senator Tammy Baldwin’s job performance?

- Approve .............................................. 38%
- Disapprove ......................................... 42%
- Not sure .............................................. 20%

Q13. Do you have a favorable or unfavorable opinion of Paul Ryan?

- Favorable ........................................... 46%
- Unfavorable ........................................ 38%
- Not sure .............................................. 16%

Q14. Has the legalization of gay marriage in Wisconsin had a positive or negative impact on your life, or has it not had any impact at all?

- Positive impact .................................... 12%
- Negative impact ..................................... 18%
- No impact at all ..................................... 70%

Q15. In the last presidential election, did you vote for Barack Obama or Mitt Romney?

- Barack Obama ..................................... 50%
- Mitt Romney ......................................... 44%
- Someone else / Don’t remember ............... 6%

Q16. Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

- Very liberal ........................................ 11%
- Somewhat liberal .................................. 17%
- Moderate .......................................... 30%
- Somewhat conservative ......................... 23%
- Very conservative ............................... 18%

Q17. If you are a woman, press 1. If a man, press 2.

- Woman ............................................... 53%
- Man ....................................................47%

Q18. If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

- Democrat ........................................... 34%
- Republican ........................................ 32%
- Independent / Other ............................. 34%

Q19. If you are white, press 1. If African American, press 2. If other, press 3.

- White .................................................. 89%
- African American ............................... 5%
- Other .................................................. 6%

Q20. If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

- 18 to 29 ............................................. 11%
- 30 to 45 ............................................ 22%
- 46 to 65 ........................................... 45%
- Older than 65 ..................................... 23%

Q21. Mode

- Phone ............................................... 80%
- Internet ............................................. 20%
<table>
<thead>
<tr>
<th>Johnson Approval</th>
<th>2012 Vote Base</th>
<th>Barack Obama</th>
<th>Mitt Romney</th>
<th>Someone else / Don’t remember</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approve</td>
<td>32%</td>
<td>9%</td>
<td>60%</td>
<td>18%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>40%</td>
<td>61%</td>
<td>16%</td>
<td>34%</td>
</tr>
<tr>
<td>Not sure</td>
<td>28%</td>
<td>30%</td>
<td>23%</td>
<td>48%</td>
</tr>
<tr>
<td>Burke Favorability</td>
<td>2012 Vote Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don’t remember</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>39%</td>
<td>71%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>44%</td>
<td>10%</td>
<td>82%</td>
<td>52%</td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
<td>19%</td>
<td>12%</td>
<td>30%</td>
</tr>
<tr>
<td>Feingold Favorability</td>
<td>2012 Vote Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don’t remember</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>74%</td>
<td>16%</td>
<td>26%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>35%</td>
<td>10%</td>
<td>63%</td>
<td>39%</td>
</tr>
<tr>
<td>Not sure</td>
<td>19%</td>
<td>16%</td>
<td>20%</td>
<td>35%</td>
</tr>
<tr>
<td>Kind Favorability</td>
<td>2012 Vote Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don’t remember</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>20%</td>
<td>26%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>22%</td>
<td>18%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Not sure</td>
<td>57%</td>
<td>56%</td>
<td>59%</td>
<td>63%</td>
</tr>
<tr>
<td>Moore Favorability</td>
<td>2012 Vote Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don’t remember</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>21%</td>
<td>36%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>30%</td>
<td>11%</td>
<td>50%</td>
<td>37%</td>
</tr>
<tr>
<td>Not sure</td>
<td>50%</td>
<td>53%</td>
<td>45%</td>
<td>58%</td>
</tr>
<tr>
<td>Pocan Favorability</td>
<td>2012 Vote Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don’t remember</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>15%</td>
<td>22%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>16%</td>
<td>11%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Not sure</td>
<td>69%</td>
<td>67%</td>
<td>71%</td>
<td>73%</td>
</tr>
<tr>
<td>Johnson/Burke</td>
<td>2012 Vote Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don’t remember</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>45%</td>
<td>7%</td>
<td>87%</td>
<td>55%</td>
</tr>
<tr>
<td>Mary Burke</td>
<td>46%</td>
<td>85%</td>
<td>6%</td>
<td>24%</td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>21%</td>
</tr>
<tr>
<td>Johnson/Feingold</td>
<td>2012 Vote Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don’t remember</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>41%</td>
<td>4%</td>
<td>83%</td>
<td>42%</td>
</tr>
<tr>
<td>Russ Feingold</td>
<td>50%</td>
<td>86%</td>
<td>11%</td>
<td>33%</td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td>9%</td>
<td>6%</td>
<td>25%</td>
</tr>
<tr>
<td>2012 Vote</td>
<td>2012 Vote</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>-----------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>Barack Obama</td>
<td>Mitt Romney</td>
<td>Someone else / Don't remember</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Kind</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>7%</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>Ron Kind</td>
<td>37%</td>
<td>65%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>28%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>49%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Moore</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>45%</td>
<td>6%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Gwen Moore</td>
<td>37%</td>
<td>67%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>18%</td>
<td>27%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>23%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Pocan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>6%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Mark Pocan</td>
<td>36%</td>
<td>65%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>28%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baldwin Approval</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approve</td>
<td>38%</td>
<td>67%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Disapprove</td>
<td>42%</td>
<td>10%</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>23%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ryan Favorability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>15%</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>38%</td>
<td>65%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>16%</td>
<td>20%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>40%</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gay Marriage Positive/Negative Impact</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive impact</td>
<td>12%</td>
<td>22%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Negative impact</td>
<td>18%</td>
<td>8%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>No impact at all</td>
<td>70%</td>
<td>70%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Burke Favorability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>39%</td>
<td>73%</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>44%</td>
<td>12%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
<td>15%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>Ideology</td>
<td>Very liberal</td>
<td>Somewhat liberal</td>
<td>Moderate</td>
</tr>
<tr>
<td>------</td>
<td>----------</td>
<td>--------------</td>
<td>------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Feingold Favorability</td>
<td>Favorable</td>
<td>46%</td>
<td>69%</td>
<td>74%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>35%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>19%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Kind Favorability</td>
<td>Favorable</td>
<td>20%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>22%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>57%</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>Moore Favorability</td>
<td>Favorable</td>
<td>21%</td>
<td>45%</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>30%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>50%</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>Pocan Favorability</td>
<td>Favorable</td>
<td>15%</td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>16%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>69%</td>
<td>67%</td>
<td>64%</td>
</tr>
<tr>
<td>Johnson/Burke</td>
<td>Ron Johnson</td>
<td>45%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Mary Burke</td>
<td>46%</td>
<td>86%</td>
<td>81%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>9%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Johnson/Feingold</td>
<td>Ron Johnson</td>
<td>41%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Russ Feingold</td>
<td>50%</td>
<td>90%</td>
<td>82%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>9%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>Johnson/Kind</td>
<td>Ron Johnson</td>
<td>43%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Ron Kind</td>
<td>37%</td>
<td>74%</td>
<td>65%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>20%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Johnson/Moore</td>
<td>Ron Johnson</td>
<td>45%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Gwen Moore</td>
<td>37%</td>
<td>88%</td>
<td>85%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>18%</td>
<td>6%</td>
<td>26%</td>
</tr>
<tr>
<td>Johnson/Pocan</td>
<td>Ron Johnson</td>
<td>43%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Mark Pocan</td>
<td>36%</td>
<td>77%</td>
<td>64%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>20%</td>
<td>13%</td>
<td>27%</td>
</tr>
<tr>
<td>Baldwin Approval</td>
<td>Approve</td>
<td>38%</td>
<td>72%</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>Disapprove</td>
<td>42%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>
### Ryan Favorability

<table>
<thead>
<tr>
<th>Ideology</th>
<th>Very liberal</th>
<th>Somewhat liberal</th>
<th>Moderate</th>
<th>Somewhat conservative</th>
<th>Very conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>15%</td>
<td>35%</td>
<td>72%</td>
<td>81%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>70%</td>
<td>70%</td>
<td>43%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Not sure</td>
<td>15%</td>
<td>15%</td>
<td>22%</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

### Gay Marriage Positive/Negative Impact

<table>
<thead>
<tr>
<th>Impact</th>
<th>Positive impact</th>
<th>Negative impact</th>
<th>No impact at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>12%</td>
<td>18%</td>
<td>70%</td>
</tr>
<tr>
<td>Very liberal</td>
<td>37%</td>
<td>9%</td>
<td>54%</td>
</tr>
<tr>
<td>Somewhat liberal</td>
<td>22%</td>
<td>10%</td>
<td>69%</td>
</tr>
<tr>
<td>Moderate</td>
<td>12%</td>
<td>10%</td>
<td>79%</td>
</tr>
<tr>
<td>Somewhat conservative</td>
<td>3%</td>
<td>21%</td>
<td>76%</td>
</tr>
<tr>
<td>Very conservative</td>
<td>1%</td>
<td>41%</td>
<td>58%</td>
</tr>
</tbody>
</table>

### Johnson Approval

<table>
<thead>
<tr>
<th>Gender</th>
<th>Woman</th>
<th>Man</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>Not sure</td>
<td>28%</td>
<td>35%</td>
</tr>
</tbody>
</table>

### Burke Favorability

<table>
<thead>
<tr>
<th>Gender</th>
<th>Woman</th>
<th>Man</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>44%</td>
<td>39%</td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

### Feingold Favorability

<table>
<thead>
<tr>
<th>Gender</th>
<th>Woman</th>
<th>Man</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>Not sure</td>
<td>19%</td>
<td>24%</td>
</tr>
</tbody>
</table>

### Kind Favorability

<table>
<thead>
<tr>
<th>Gender</th>
<th>Woman</th>
<th>Man</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Not sure</td>
<td>57%</td>
<td>61%</td>
</tr>
</tbody>
</table>

### Moore Favorability

<table>
<thead>
<tr>
<th>Gender</th>
<th>Woman</th>
<th>Man</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>Not sure</td>
<td>50%</td>
<td>56%</td>
</tr>
</tbody>
</table>

### Pocan Favorability

<table>
<thead>
<tr>
<th>Gender</th>
<th>Woman</th>
<th>Man</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Not sure</td>
<td>69%</td>
<td>74%</td>
</tr>
<tr>
<td>Base</td>
<td>Gender</td>
<td>Woman</td>
</tr>
<tr>
<td>--------------</td>
<td>--------</td>
<td>-------</td>
</tr>
<tr>
<td>Johnson/Burke</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Mary Burke</td>
<td>46%</td>
<td>51%</td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Johnson/Feingold</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>41%</td>
<td>34%</td>
</tr>
<tr>
<td>Russ Feingold</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Johnson/Kind</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>Ron Kind</td>
<td>37%</td>
<td>40%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Johnson/Moore</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>Gwen Moore</td>
<td>37%</td>
<td>39%</td>
</tr>
<tr>
<td>Not sure</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>Baldwin Approval</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approve</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>42%</td>
<td>34%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Gay Marriage Positive/Negative Impact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive impact</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Negative impact</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>No impact at all</td>
<td>70%</td>
<td>71%</td>
</tr>
</tbody>
</table>

March 6-8, 2015
survey of 1,071 Wisconsin voters

3020 Highwoods Blvd.
Raleigh, NC 27604
information@publicpolicypolling.com / 888 621-6988
<table>
<thead>
<tr>
<th></th>
<th>Base</th>
<th>Democrat</th>
<th>Republican</th>
<th>Independent / Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Johnson Approval</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approve</td>
<td>32%</td>
<td>9%</td>
<td>56%</td>
<td>32%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>40%</td>
<td>60%</td>
<td>16%</td>
<td>43%</td>
</tr>
<tr>
<td>Not sure</td>
<td>28%</td>
<td>31%</td>
<td>28%</td>
<td>25%</td>
</tr>
</tbody>
</table>

| **Burke Favorability** |            |          |            |                     |
| FAVORABLE            | 39%        | 71%      | 8%         | 38%                 |
| UNFAVORABLE          | 44%        | 10%      | 81%        | 43%                 |
| NOT SURE             | 17%        | 19%      | 11%        | 19%                 |

| **Feingold Favorability** |            |          |            |                     |
| Favorable             | 46%        | 68%      | 18%        | 50%                 |
| Unfavorable           | 35%        | 13%      | 58%        | 36%                 |
| Not sure              | 19%        | 19%      | 24%        | 14%                 |

| **Kind Favorability** |            |          |            |                     |
| FAVORABLE             | 20%        | 25%      | 14%        | 21%                 |
| UNFAVORABLE           | 22%        | 21%      | 25%        | 22%                 |
| NOT SURE              | 57%        | 54%      | 61%        | 58%                 |

| **Moore Favorability** |            |          |            |                     |
| Favorable             | 21%        | 37%      | 8%         | 17%                 |
| Unfavorable           | 30%        | 10%      | 46%        | 34%                 |
| Not sure              | 50%        | 53%      | 47%        | 49%                 |

| **Pocan Favorability** |            |          |            |                     |
| FAVORABLE             | 15%        | 22%      | 8%         | 13%                 |
| UNFAVORABLE           | 16%        | 12%      | 19%        | 17%                 |
| NOT SURE              | 69%        | 66%      | 73%        | 69%                 |

| **Johnson/Burke**     |            |          |            |                     |
| Ron Johnson           | 45%        | 8%       | 86%        | 44%                 |
| Mary Burke            | 46%        | 86%      | 8%         | 43%                 |
| Not sure              | 9%         | 6%       | 6%         | 14%                 |

<p>| <strong>Johnson/Feingold</strong>  |            |          |            |                     |
| Ron Johnson           | 41%        | 4%       | 83%        | 38%                 |
| Russ Feingold         | 50%        | 86%      | 11%        | 52%                 |
| Not sure              | 9%         | 11%      | 6%         | 10%                 |</p>
<table>
<thead>
<tr>
<th>Party</th>
<th>Democrat</th>
<th>Republican</th>
<th>Independent / Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson/Kind</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>6%</td>
<td>85% 41%</td>
</tr>
<tr>
<td>Ron Kind</td>
<td>37%</td>
<td>70%</td>
<td>7% 33%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>24%</td>
<td>8% 27%</td>
</tr>
<tr>
<td>Johnson/Moore</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>45%</td>
<td>4%</td>
<td>86% 45%</td>
</tr>
<tr>
<td>Gwen Moore</td>
<td>37%</td>
<td>74%</td>
<td>8% 29%</td>
</tr>
<tr>
<td>Not sure</td>
<td>18%</td>
<td>22%</td>
<td>6% 25%</td>
</tr>
<tr>
<td>Johnson/Pocan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>5%</td>
<td>84% 43%</td>
</tr>
<tr>
<td>Mark Pocan</td>
<td>36%</td>
<td>69%</td>
<td>8% 31%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>26%</td>
<td>8% 26%</td>
</tr>
<tr>
<td>Baldwin Approval</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approve</td>
<td>38%</td>
<td>68%</td>
<td>10% 35%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>42%</td>
<td>10%</td>
<td>71% 47%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>22%</td>
<td>20% 18%</td>
</tr>
<tr>
<td>Gay Marriage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive/Negative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive impact</td>
<td>12%</td>
<td>24%</td>
<td>4% 9%</td>
</tr>
<tr>
<td>Negative impact</td>
<td>18%</td>
<td>12%</td>
<td>27% 15%</td>
</tr>
<tr>
<td>No impact at all</td>
<td>70%</td>
<td>64%</td>
<td>70% 76%</td>
</tr>
<tr>
<td>Ryan Favorability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>13%</td>
<td>80% 47%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>38%</td>
<td>65%</td>
<td>10% 38%</td>
</tr>
<tr>
<td>Not sure</td>
<td>16%</td>
<td>22%</td>
<td>11% 15%</td>
</tr>
<tr>
<td>Burke Favorability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>39%</td>
<td>38%</td>
<td>55% 41%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>44%</td>
<td>46%</td>
<td>15% 46%</td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
<td>16%</td>
<td>30% 13%</td>
</tr>
</tbody>
</table>

March 6-8, 2015
survey of 1,071 Wisconsin voters
<table>
<thead>
<tr>
<th>Base</th>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feingold Favorability</td>
<td>Favorable</td>
<td>46%</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>35%</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>19%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>Kind Favorability</td>
<td>Favorable</td>
<td>20%</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>22%</td>
<td>22%</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>57%</td>
<td>58%</td>
<td>60%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base</th>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moore Favorability</td>
<td>Favorable</td>
<td>21%</td>
<td>18%</td>
<td>66%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>30%</td>
<td>30%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>50%</td>
<td>52%</td>
<td>24%</td>
</tr>
<tr>
<td>Pocan Favorability</td>
<td>Favorable</td>
<td>15%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Unfavorable</td>
<td>16%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>69%</td>
<td>69%</td>
<td>72%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base</th>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson/Burke</td>
<td>Ron Johnson</td>
<td>45%</td>
<td>47%</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>Mary Burke</td>
<td>46%</td>
<td>44%</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Johnson/Feingold</td>
<td>Ron Johnson</td>
<td>41%</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>Russ Feingold</td>
<td>50%</td>
<td>48%</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>9%</td>
<td>8%</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base</th>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson/Kind</td>
<td>Ron Johnson</td>
<td>43%</td>
<td>46%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Ron Kind</td>
<td>37%</td>
<td>36%</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>20%</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>Johnson/Moore</td>
<td>Ron Johnson</td>
<td>45%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>Gwen Moore</td>
<td>37%</td>
<td>34%</td>
<td>79%</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
<td>18%</td>
<td>18%</td>
<td>17%</td>
</tr>
</tbody>
</table>
### Johnson/Pocan

<table>
<thead>
<tr>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>46%</td>
<td>7%</td>
</tr>
<tr>
<td>Mark Pocan</td>
<td>36%</td>
<td>35%</td>
<td>59%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>19%</td>
<td>34%</td>
</tr>
</tbody>
</table>

### Baldwin Approval

<table>
<thead>
<tr>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>38%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>42%</td>
<td>44%</td>
<td>20%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>19%</td>
<td>45%</td>
</tr>
</tbody>
</table>

### Ryan Favorability

<table>
<thead>
<tr>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>48%</td>
<td>21%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>38%</td>
<td>37%</td>
<td>52%</td>
</tr>
<tr>
<td>Not sure</td>
<td>16%</td>
<td>15%</td>
<td>26%</td>
</tr>
</tbody>
</table>

### Gay Marriage Positive/Negative Impact

<table>
<thead>
<tr>
<th>Race</th>
<th>White</th>
<th>African American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive impact</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Negative impact</td>
<td>18%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>No impact at all</td>
<td>70%</td>
<td>71%</td>
<td>70%</td>
</tr>
</tbody>
</table>

### Johnson Approval

<table>
<thead>
<tr>
<th>Race</th>
<th>18 to 29</th>
<th>30 to 45</th>
<th>46 to 65</th>
<th>Older than 65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>32%</td>
<td>11%</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>40%</td>
<td>31%</td>
<td>31%</td>
<td>45%</td>
</tr>
<tr>
<td>Not sure</td>
<td>28%</td>
<td>57%</td>
<td>39%</td>
<td>22%</td>
</tr>
</tbody>
</table>

### Burke Favorability

<table>
<thead>
<tr>
<th>Race</th>
<th>18 to 29</th>
<th>30 to 45</th>
<th>46 to 65</th>
<th>Older than 65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>39%</td>
<td>34%</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>44%</td>
<td>38%</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
<td>28%</td>
<td>15%</td>
<td>14%</td>
</tr>
</tbody>
</table>
### Feingold Favorability

- **Favorable**: 46%
  - Age: 18 to 29: 30%
  - 30 to 45: 37%
  - 46 to 65: 54%
  - Older than 65: 46%
- **Unfavorable**: 35%
  - Age: 18 to 29: 31%
  - 30 to 45: 36%
  - 46 to 65: 33%
  - Older than 65: 41%
- **Not sure**: 19%
  - Age: 18 to 29: 39%
  - 30 to 45: 27%
  - 46 to 65: 13%
  - Older than 65: 13%

### Kind Favorability

- **Favorable**: 20%
  - Age: 18 to 29: 25%
  - 30 to 45: 11%
  - 46 to 65: 21%
  - Older than 65: 25%
- **Unfavorable**: 22%
  - Age: 18 to 29: 24%
  - 30 to 45: 29%
  - 46 to 65: 18%
  - Older than 65: 23%
- **Not sure**: 57%
  - Age: 18 to 29: 52%
  - 30 to 45: 60%
  - 46 to 65: 61%
  - Older than 65: 51%

### Moore Favorability

- **Favorable**: 21%
  - Age: 18 to 29: 25%
  - 30 to 45: 18%
  - 46 to 65: 22%
  - Older than 65: 20%
- **Unfavorable**: 30%
  - Age: 18 to 29: 22%
  - 30 to 45: 30%
  - 46 to 65: 30%
  - Older than 65: 31%
- **Not sure**: 50%
  - Age: 18 to 29: 54%
  - 30 to 45: 51%
  - 46 to 65: 48%
  - Older than 65: 49%

### Pocan Favorability

- **Favorable**: 15%
  - Age: 18 to 29: 24%
  - 30 to 45: 14%
  - 46 to 65: 14%
  - Older than 65: 12%
- **Unfavorable**: 16%
  - Age: 18 to 29: 12%
  - 30 to 45: 18%
  - 46 to 65: 16%
  - Older than 65: 17%
- **Not sure**: 69%
  - Age: 18 to 29: 64%
  - 30 to 45: 68%
  - 46 to 65: 70%
  - Older than 65: 71%

### Johnson/Burke

- **Ron Johnson**: 45%
  - Age: 18 to 29: 30%
  - 30 to 45: 48%
  - 46 to 65: 45%
  - Older than 65: 49%
- **Mary Burke**: 46%
  - Age: 18 to 29: 52%
  - 30 to 45: 44%
  - 46 to 65: 48%
  - Older than 65: 43%
- **Not sure**: 9%
  - Age: 18 to 29: 17%
  - 30 to 45: 7%
  - 46 to 65: 7%
  - Older than 65: 8%

### Johnson/Feingold

- **Ron Johnson**: 41%
  - Age: 18 to 29: 31%
  - 30 to 45: 43%
  - 46 to 65: 40%
  - Older than 65: 46%
- **Russ Feingold**: 50%
  - Age: 18 to 29: 54%
  - 30 to 45: 44%
  - 46 to 65: 53%
  - Older than 65: 48%
- **Not sure**: 9%
  - Age: 18 to 29: 15%
  - 30 to 45: 13%
  - 46 to 65: 7%
  - Older than 65: 6%

### Johnson/Kind

- **Ron Johnson**: 43%
  - Age: 18 to 29: 34%
  - 30 to 45: 45%
  - 46 to 65: 42%
  - Older than 65: 47%
- **Ron Kind**: 37%
  - Age: 18 to 29: 42%
  - 30 to 45: 34%
  - 46 to 65: 38%
  - Older than 65: 36%
- **Not sure**: 20%
  - Age: 18 to 29: 24%
  - 30 to 45: 21%
  - 46 to 65: 19%
  - Older than 65: 17%

### Johnson/Moore

- **Ron Johnson**: 45%
  - Age: 18 to 29: 33%
  - 30 to 45: 47%
  - 46 to 65: 44%
  - Older than 65: 48%
- **Gwen Moore**: 37%
  - Age: 18 to 29: 47%
  - 30 to 45: 35%
  - 46 to 65: 38%
  - Older than 65: 33%
- **Not sure**: 18%
  - Age: 18 to 29: 20%
  - 30 to 45: 18%
  - 46 to 65: 17%
  - Older than 65: 18%
<table>
<thead>
<tr>
<th>Johnson/Pocan</th>
<th>Age</th>
<th>18 to 29</th>
<th>30 to 45</th>
<th>46 to 65</th>
<th>Older than 65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>31%</td>
<td>45%</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Mark Pocan</td>
<td>36%</td>
<td>42%</td>
<td>35%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>26%</td>
<td>21%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Baldwin Approval</td>
<td>Base</td>
<td>18 to 29</td>
<td>30 to 45</td>
<td>46 to 65</td>
<td>Older than 65</td>
</tr>
<tr>
<td>Approve</td>
<td>38%</td>
<td>37%</td>
<td>30%</td>
<td>42%</td>
<td>38%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>42%</td>
<td>38%</td>
<td>43%</td>
<td>41%</td>
<td>46%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>26%</td>
<td>27%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Ryan Favorability</td>
<td>Base</td>
<td>18 to 29</td>
<td>30 to 45</td>
<td>46 to 65</td>
<td>Older than 65</td>
</tr>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>38%</td>
<td>51%</td>
<td>45%</td>
<td>48%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>38%</td>
<td>36%</td>
<td>33%</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>Not sure</td>
<td>16%</td>
<td>26%</td>
<td>17%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Gay Marriage Positive/Negative Impact</td>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive impact</td>
<td>12%</td>
<td>18%</td>
<td>16%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Negative impact</td>
<td>18%</td>
<td>25%</td>
<td>15%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>No impact at all</td>
<td>70%</td>
<td>57%</td>
<td>69%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Johnson Approval</td>
<td>Base</td>
<td>Mode</td>
<td>Phone</td>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>Approve</td>
<td>32%</td>
<td>36%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disapprove</td>
<td>40%</td>
<td>42%</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>28%</td>
<td>22%</td>
<td>55%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Burke Favorability</td>
<td>Base</td>
<td>Mode</td>
<td>Phone</td>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>39%</td>
<td>38%</td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>44%</td>
<td>45%</td>
<td>41%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
<td>17%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feingold Favorability</td>
<td>Base</td>
<td>Mode</td>
<td>Phone</td>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>49%</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>35%</td>
<td>38%</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>19%</td>
<td>13%</td>
<td>41%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kind Favorability</td>
<td>Base</td>
<td>Mode</td>
<td>Phone</td>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>20%</td>
<td>21%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>22%</td>
<td>24%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>57%</td>
<td>55%</td>
<td>68%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>Mode</td>
<td>Phone</td>
<td>Internet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>-------</td>
<td>----------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moore Favorability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>21%</td>
<td>22%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>30%</td>
<td>32%</td>
<td>21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>50%</td>
<td>47%</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pocan Favorability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>16%</td>
<td>17%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>69%</td>
<td>68%</td>
<td>72%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Burke</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>45%</td>
<td>47%</td>
<td>36%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mary Burke</td>
<td>46%</td>
<td>46%</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td>7%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Feingold</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>41%</td>
<td>43%</td>
<td>33%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russ Feingold</td>
<td>50%</td>
<td>51%</td>
<td>47%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td>6%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Kind</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>45%</td>
<td>36%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Kind</td>
<td>37%</td>
<td>37%</td>
<td>36%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>18%</td>
<td>28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Moore</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>45%</td>
<td>46%</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gwen Moore</td>
<td>37%</td>
<td>38%</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>18%</td>
<td>16%</td>
<td>28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson/Pocan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron Johnson</td>
<td>43%</td>
<td>45%</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mark Pocan</td>
<td>36%</td>
<td>37%</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>18%</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>| Baldwin Approval | | | |
| Approve | 38% | 38% | 36% |
| Disapprove | 42% | 45% | 31% |
| Not sure | 20% | 17% | 33% |</p>
<table>
<thead>
<tr>
<th></th>
<th>Mode</th>
<th></th>
<th>Phone</th>
<th></th>
<th>Internet</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ryan Favorability</strong></td>
<td><strong>Mode</strong></td>
<td><strong>Phone</strong></td>
<td><strong>Internet</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Favorable</td>
<td>46%</td>
<td>47%</td>
<td>41%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unfavorable</td>
<td>38%</td>
<td>39%</td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>16%</td>
<td>13%</td>
<td>27%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Mode</th>
<th></th>
<th>Phone</th>
<th></th>
<th>Internet</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gay Marriage Positive/Negative Impact</strong></td>
<td><strong>Mode</strong></td>
<td><strong>Phone</strong></td>
<td><strong>Internet</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive impact</td>
<td>12%</td>
<td>11%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negative impact</td>
<td>18%</td>
<td>21%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No impact at all</td>
<td>70%</td>
<td>68%</td>
<td>78%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>