

FOR IMMEDIATE RELEASE

June 28, 2010

INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Feingold holds slight lead over both opponents

Senator Russ Feingold marginally leads both potential Republican nominees in the Wisconsin Senate election. In both races Feingold received 45% of the vote. Ron Johnson earned 43% of the vote and Dave Westlake, his challenger in the Republican primary, earned 38%.

Wisconsin voters have mixed feelings about Senator Feingold; 42% of Wisconsin voters disapprove of Feingold's job, while 42% of voters support the Senator. Feingold has some strength amongst moderates, but not enough to secure a win; 54% of moderates give the Senator high marks.

Johnson and Westlake are largely unknown throughout the state. More voters supported Johnson or Westlake when matched against Feingold, than had an opinion, good or bad, of either candidates, suggesting that Wisconsin voters are voting against Feingold not for Johnson or Westlake.

Not surprisingly, Johnson has more name recognition than Westlake. 62% of Wisconsin voters are unsure of their opinion of Johnson, while only 20% have an opinion of Westlake. This clearly contributes to the larger number of undecided voters in the match up between Feingold and Westlake.

"Johnson should win the primary and has a good chance of winning the general," said Dean Debnam, President of Public Policy Polling. "But he needs to focus on spreading his name and message. Feingold can't depend on his popularity alone; he has to win over undecided voters, that is who is going to determine this election."

PPP surveyed 638 Wisconsin voters from June 26-27. The survey's margin of error is +/- 3.9%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



Wisconsin Survey Results

Q1 Do you approve or disapprove of President Barack Obama's job performance?

Approve 45%
Disapprove..... 50%
Not Sure..... 6%

Q2 Do you support or oppose President Obama's health care plan, or are you not sure?

Support..... 38%
Oppose..... 51%
Not Sure..... 11%

Q3 Do you approve or disapprove of Senator Herb Kohl's job performance?

Approve 47%
Disapprove..... 34%
Not Sure..... 19%

Q4 Do you approve or disapprove of Senator Russ Feingold's job performance?

Approve 42%
Disapprove..... 42%
Not Sure..... 15%

Q5 Do you have a favorable or unfavorable opinion of Ron Johnson?

Favorable.....20% *Not Sure*.....62%
Unfavorable18%

Q6 Do you have a favorable or unfavorable opinion of Dave Westlake?

Favorable..... 6%
Unfavorable 14%
Not Sure..... 80%

Q7 If the candidates for Senate this fall were Democrat Russ Feingold and Republican Ron Johnson, who would you vote for?

Russ Feingold..... 45%
Ron Johnson..... 43%
Undecided..... 12%

Q8 If the candidates for Senate this fall were Democrat Russ Feingold and Republican Dave Westlake, who would you vote for?

Russ Feingold..... 45%
Dave Westlake..... 38%
Undecided..... 17%

Q9 Who did you vote for President last year?

John McCain..... 47%
Barack Obama..... 48%
Someone Else/Don't Remember..... 5%

Q10 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 19%
Moderate..... 41%
Conservative..... 40%

Q11 If you are a woman, press 1, if a man, press 2.

Woman 54%
Man..... 46%

Q12 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 33%
Republican..... 32%
Independent/Other..... 34%





Q13 If you are white, press 1. If African American, press 2. If other, press 3.

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

Q14 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 6%
30 to 45..... 25%
46 to 65..... 44%
Older than 65..... 25%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Obama Approval				
Approve	45%	7%	82%	44%
Disapprove	49%	89%	11%	50%
Not Sure	6%	4%	8%	6%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Obama Health Care				
Support	38%	5%	71%	33%
Oppose	51%	90%	12%	52%
Not Sure	11%	5%	17%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Kohl Approval				
Approve	47%	20%	74%	48%
Disapprove	34%	61%	7%	39%
Not Sure	19%	19%	20%	12%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Feingold Approval				
Approve	43%	13%	71%	44%
Disapprove	42%	74%	12%	39%
Not Sure	15%	13%	17%	17%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Johnson Favorability				
Favorable	20%	35%	7%	3%
Unfavorable	18%	9%	27%	22%
Not Sure	62%	56%	67%	75%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Westlake Favorability				
Favorable	6%	9%	3%	3%
Unfavorable	14%	13%	16%	16%
Not Sure	80%	78%	81%	81%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Feingold/Johnson				
Russ Feingold	45%	10%	78%	52%
Ron Johnson	43%	77%	11%	39%
Undecided	12%	13%	11%	9%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
Feingold/Westlake				
Russ Feingold	45%	11%	78%	45%
Dave Westlake	37%	69%	8%	30%
Undecided	17%	20%	14%	25%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	45%	88%	56%	14%
Disapprove	50%	9%	36%	82%
Not Sure	6%	3%	8%	5%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Health Care				
Support	38%	82%	48%	7%
Oppose	51%	9%	39%	82%
Not Sure	11%	9%	13%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
Kohl Approval				
Approve	47%	81%	57%	22%
Disapprove	34%	7%	23%	58%
Not Sure	19%	12%	21%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
Feingold Approval				
Approve	42%	77%	54%	14%
Disapprove	42%	10%	30%	70%
Not Sure	15%	13%	16%	15%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Johnson Favorability				
Favorable	20%	6%	14%	31%
Unfavorable	18%	35%	21%	8%
Not Sure	62%	59%	66%	61%

	Base	Ideology		
		Liberal	Moderate	Conservative
Westlake Favorability				
Favorable	6%	2%	6%	7%
Unfavorable	14%	21%	15%	11%
Not Sure	80%	77%	79%	82%

	Base	Ideology		
		Liberal	Moderate	Conservative
Feingold/Johnson				
Russ Feingold	45%	85%	57%	14%
Ron Johnson	43%	9%	31%	72%
Undecided	12%	7%	12%	14%

	Base	Ideology		
		Liberal	Moderate	Conservative
Feingold/Westlake				
Russ Feingold	45%	87%	57%	14%
Dave Westlake	38%	7%	25%	65%
Undecided	17%	6%	18%	22%





Crosstabs

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	45%	48%	41%
Disapprove	50%	45%	55%
Not Sure	6%	7%	4%

	Base	Gender	
		Woman	Man
Obama Health Care			
Support	38%	40%	36%
Oppose	51%	47%	55%
Not Sure	11%	13%	9%

	Base	Gender	
		Woman	Man
Kohl Approval			
Approve	47%	50%	44%
Disapprove	34%	27%	41%
Not Sure	19%	23%	15%

	Base	Gender	
		Woman	Man
Feingold Approval			
Approve	42%	45%	40%
Disapprove	42%	36%	50%
Not Sure	15%	20%	10%





Crosstabs

	Base	Gender	
		Woman	Man
Johnson Favorability			
Favorable	20%	16%	24%
Unfavorable	18%	16%	20%
Not Sure	62%	68%	56%

	Base	Gender	
		Woman	Man
Westlake Favorability			
Favorable	6%	4%	7%
Unfavorable	14%	11%	18%
Not Sure	80%	84%	75%

	Base	Gender	
		Woman	Man
Feingold/Johnson			
Russ Feingold	45%	46%	42%
Ron Johnson	43%	40%	48%
Undecided	12%	14%	9%

	Base	Gender	
		Woman	Man
Feingold/Westlake			
Russ Feingold	45%	48%	42%
Dave Westlake	38%	34%	42%
Undecided	17%	18%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	45%	86%	9%	38%
Disapprove	50%	8%	87%	54%
Not Sure	6%	6%	3%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Health Care				
Support	38%	75%	5%	33%
Oppose	51%	10%	88%	55%
Not Sure	11%	15%	7%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Kohl Approval				
Approve	47%	77%	20%	43%
Disapprove	34%	6%	59%	36%
Not Sure	19%	17%	21%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Feingold Approval				
Approve	42%	71%	16%	39%
Disapprove	42%	10%	72%	46%
Not Sure	15%	19%	12%	15%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Johnson Favorability				
Favorable	20%	6%	33%	19%
Unfavorable	18%	29%	11%	14%
Not Sure	62%	65%	56%	67%

	Base	Party		
		Democrat	Republican	Independent/Other
Westlake Favorability				
Favorable	6%	2%	10%	6%
Unfavorable	14%	20%	12%	11%
Not Sure	80%	77%	78%	84%

	Base	Party		
		Democrat	Republican	Independent/Other
Feingold/Johnson				
Russ Feingold	45%	83%	11%	39%
Ron Johnson	43%	8%	78%	46%
Undecided	12%	9%	11%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Feingold/Westlake				
Russ Feingold	45%	84%	12%	39%
Dave Westlake	38%	6%	72%	36%
Undecided	17%	10%	16%	25%





Crosstabs

	Base	Race		
		White	African American	Other
Obama Approval				
Approve	45%	41%	85%	59%
Disapprove	50%	53%	12%	32%
Not Sure	6%	6%	4%	9%

	Base	Race		
		White	African American	Other
Obama Health Care				
Support	38%	35%	73%	50%
Oppose	51%	54%	15%	27%
Not Sure	11%	11%	12%	23%

	Base	Race		
		White	African American	Other
Kohl Approval				
Approve	47%	45%	69%	64%
Disapprove	34%	36%	8%	27%
Not Sure	19%	20%	23%	9%

	Base	Race		
		White	African American	Other
Feingold Approval				
Approve	42%	41%	69%	41%
Disapprove	42%	44%	12%	41%
Not Sure	15%	15%	19%	18%





Crosstabs

	Base	Race		
		White	African American	Other
Johnson Favorability				
Favorable	20%	20%	12%	14%
Unfavorable	18%	18%	23%	14%
Not Sure	62%	62%	65%	73%

	Base	Race		
		White	African American	Other
Westlake Favorability				
Favorable	6%	5%	4%	14%
Unfavorable	14%	14%	23%	9%
Not Sure	80%	80%	73%	77%

	Base	Race		
		White	African American	Other
Feingold/Johnson				
Russ Feingold	45%	42%	81%	50%
Ron Johnson	43%	46%	15%	27%
Undecided	12%	12%	4%	23%

	Base	Race		
		White	African American	Other
Feingold/Westlake				
Russ Feingold	45%	42%	77%	59%
Dave Westlake	38%	39%	19%	27%
Undecided	17%	18%	4%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	45%	61%	34%	48%	45%
Disapprove	50%	32%	57%	47%	49%
Not Sure	6%	7%	8%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Health Care					
Support	38%	57%	29%	42%	36%
Oppose	51%	34%	59%	49%	50%
Not Sure	11%	9%	12%	9%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kohl Approval					
Approve	47%	43%	35%	53%	50%
Disapprove	34%	34%	40%	31%	32%
Not Sure	19%	23%	25%	16%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Feingold Approval					
Approve	42%	42%	32%	47%	45%
Disapprove	42%	31%	46%	41%	43%
Not Sure	15%	27%	22%	12%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Johnson Favorability					
Favorable	20%	17%	22%	19%	18%
Unfavorable	18%	22%	13%	19%	21%
Not Sure	62%	61%	65%	62%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Westlake Favorability					
Favorable	6%	3%	10%	3%	7%
Unfavorable	14%	25%	13%	13%	15%
Not Sure	80%	73%	77%	84%	77%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Feingold/Johnson					
Russ Feingold	45%	49%	34%	48%	48%
Ron Johnson	43%	35%	51%	41%	43%
Undecided	12%	16%	15%	11%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Feingold/Westlake					
Russ Feingold	45%	52%	32%	51%	46%
Dave Westlake	38%	27%	47%	35%	35%
Undecided	17%	21%	20%	14%	19%

