



Latest Rasmussen Poll Finds Ron Johnson Leading Senator Feingold By 12 points.

On September 30, 2010, *Rasmussen Reports*, the nation's preeminent polling agency, released its latest poll on the Wisconsin United States Senate race. In this poll, Rasmussen found that Ron Johnson increased his lead over Senator Russ Feingold by five points—jumping from seven points two weeks ago to twelve points.

Ron Johnson currently has a 54% to 42% lead over the four term incumbent Russ Feingold. So long as Ron Johnson stays on message and a major scandal is not revealed, he will likely defeat Russ Feingold in the United States Senate race.

Senator Feingold's recent downfall in the polls is due largely to his negative campaign advertisements, his barrage of character attacks against Ron Johnson, his inability to clearly articulate his message and platform, and his liberal voting record.

Conversely, Mr. Johnson's upsurge is attributed to his outsider status, his ability to raise and spend significant amounts of money on advertising and, most importantly, he has developed a comprehensive plan for economic recovery and job creation.

As aforementioned in previous PAI publications, 2010 is a demonstrably bad year for incumbents and establishment candidates. Ron Johnson's outsider status is the driving force behind his success in this must win United States Senate race. Wisconsinites have come to the realization that there are two Russ Feingold's: Russ Feingold the campaigner, who plays the role of the moderate and man of the people; and Russ Feingold the Senator, who has one of the most liberal voting records in the United States Senate.

Additionally, Russ Feingold's party loyalty score (the percentage of time in which he has agreed with the party position on specific issues) is **96%**.

With just thirty days left until the election, it appears as though conservatives are going to score a knockout blow by defeating one of the United States Senate's most liberal members, Senator Feingold.

As a result of Ron Johnson's resounding success in this poll, Rasmussen has now moved this race into the leans Republican category. Throughout the duration of this campaign, the seat had been either a toss-up or leans Democrat, but thanks to the superb campaign being run by Ron Johnson, the race now favors the GOP candidate.

Had the Republican Party run any other candidate, excluding Tommy Thompson, the results would be very different. In fact, had Dave Westlake won the Republican Primary, Russ Feingold

would be leading this race by a significant percentage. Ron Johnson's charisma, coupled with his personal wealth, conservative convictions and outsider status has allowed him to gain the upper hand in this race. It is imperative to note that there are still thirty days left before the general election and anything can happen.

While this poll provides Wisconsinites with a general overview on the state of the United States Senate race, it does lack optimal polling accuracy.

Rasmussen surveyed 750 likely, not registered, voters and relied heavily on telephone surveys. As noted in PAI's [Wisconsin Gubernatorial Candidate Showcase](#), surveys done by landline phones are not an accurate gauge of voter attitudes, due to the fact that senior citizens and females have a greater tendency to use landline phones than millennials and males.

A paltry sample size, coupled with a relatively high margin of error, +/-4 makes this poll relatively inaccurate, but more accurate than the previous poll, in which the margin of error was 4.5%. In each analysis PAI has penned thus far on the gubernatorial and United States Senate contests, an issue has been made of sample sizes and margins of error. This is done to educate about the intricacies of polling and how to gauge whether or not a poll is an accurate representation of the electorate.

If a poll is to be deemed accurate, the sample size must exceed 1,500 registered voters. Additionally, polling agencies should sample those from different backgrounds and socioeconomic classes. In order to accurately gauge the views of the electorate, it is of paramount importance that leading polling agencies, mainly Rasmussen and Gallup, increase their sample sizes.

As new polls and information about the Wisconsin United States Senate race become available, PAI will keep you abreast.

The poll can be viewed at:

http://www.rasmussenreports.com/public_content/politics/elections/election_2010/election_2010_senate_elections/wisconsin/election_2010_wisconsin_senate

Previous Polling Analysis on this campaign can be read at www.PaxAmericanaInstitute.org.