

TO Interested Parties  
 FROM Global Strategy Group  
 DATE September 1, 2016  
 RE **NEW POLL – Environmental Ad Campaigns Shift Independents Away from Ron Johnson**

## Overview

Following advertising campaigns by EDF Action and LCV Victory Fund, Russ Feingold has increased his lead in the U.S. Senate race in Wisconsin and Ron Johnson's support among independents has plunged in markets targeted by the ad campaigns (Milwaukee and Madison). Feingold has grown his lead since July and now leads 55% to 37% for Johnson (Feingold led Johnson 52% to 41% in July). The ad campaigns detailed Johnson's ties to big oil polluters and stubborn denial of climate science.

## Vote Movement

Russ Feingold is well positioned moving into the fall and currently holds an 18 point lead over Ron Johnson in the race for the U.S. Senate seat in Wisconsin, up from 11 points in July. Feingold's increased lead comes on the heels of the advertising campaigns by EDF Action and LCV Victory Fund that linked Johnson to the [Koch brothers and big oil polluters](#). In the markets targeted by the advertisements (Milwaukee and Madison) Johnson's support has dropped by eleven points among independents, from 33% to 22%, allowing Feingold to open up a wide lead with this important swing group (62% Feingold/22% Johnson).

VOTE PROGRESSION					
		August 2016		July 2016	
		Feingold	Johnson	Feingold	Johnson
<b>Total</b>		55	37	52	41
<b>Milwaukee &amp; Madison</b>	Democrats	95	3	90	7
	<b>Independents</b>	<b>62</b>	<b>22</b>	55	33
	Republicans	5	90	13	84

At the top of the ticket, Hillary Clinton has also expanded her lead (47% Clinton/35% Trump, from 45% Clinton/38% Trump in July), approaching the 50% threshold.

## Ad Recall

Since EDF Action and LCV Victory Fund began advertising in the state, Wisconsin voters in the Madison and Milwaukee markets have seen more negative information about Johnson (24% had seen, read, or heard something negative about Johnson in July; 34% have seen, read, or heard something negative about Johnson in August following the ad campaign). Voters in the rest of the state have seen negative news on Johnson at roughly the same rate (20% in July; 19% in August).

These voters also demonstrate good recollection of the ads' specifics: when asked to elaborate on the negative information they were hearing on Johnson, voters in the target markets cited his connection to the Koch brothers at a high rate.

