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FM3

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To: Feingold Campaign

From: Paul Maslin

Re: Our Latest Tracking Results

Our latest tracking survey¹ (October 7, 10-11) continues to show a greatly improved situation for Russ Feingold. Among those who say they are “definite” to vote on November 2nd—which constitutes over ninety percent of our overall sample of 600 likely voters—the race is tied at 48-48. Among all likely voters Feingold continues to lead Johnson and has since the middle of last week.

Definite Voters		October 7, 10-11
Feingold	43%	
Lean Feingold	5%	TOTAL 48%
Johnson	45%	
Lean Johnson	3%	TOTAL 48%
(Don't Know)	4%	

It is clear from several different data points that a major reason for this Feingold surge over the last week is the campaign's emphasis on trade and the two candidates' clear difference concerning various trade deals, including Johnson's description of the resulting job loss as “creative destruction”. For the first time since the summer, Johnson's unfavorable rating has increased (by nearly 10 points over the past ten days) while at the same time his favorable rating has dropped-- to a level four points lower than Russ Feingold's in this latest track.

Obviously, this is still a very close race but a very different one than the automated public pollsters would have you believe.

¹ We interviewed 600 Wisconsin likely voters on October 7, 10-11—the margin of error is +/- 4.0%.