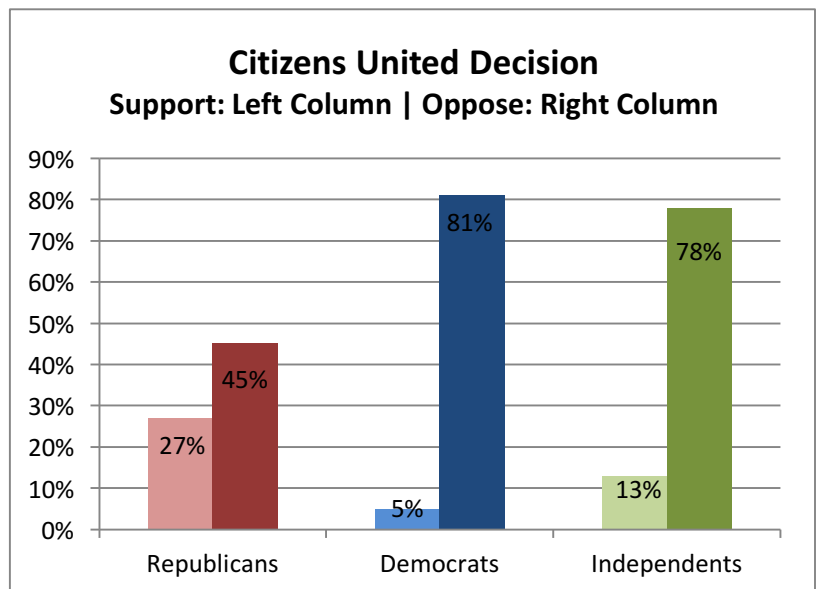


To: Interested Parties
From: John Hagner, Clarity Campaign Labs
Date: September 4, 2015
Subject: Wisconsin Voters Show Strong Opposition to Citizens United Decision

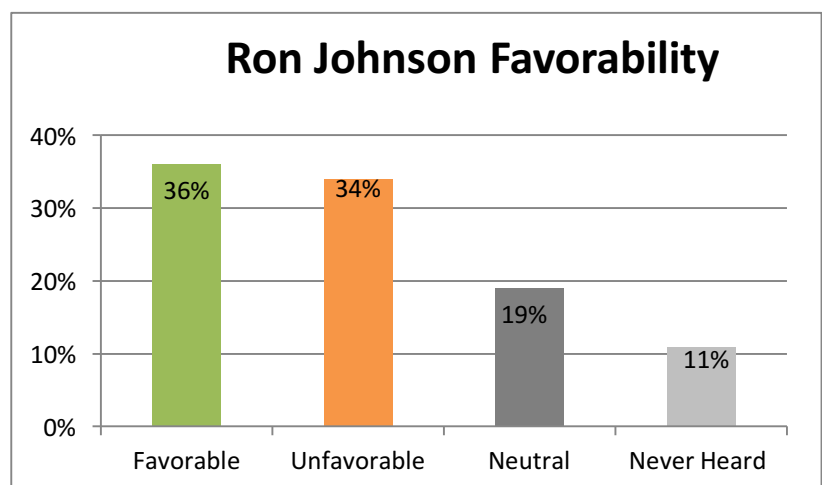
A new poll conducted September 1, 2015 to September 3, 2015 by Clarity Campaign Labs on behalf of **End Citizens United** shows strong opposition among Wisconsin voters to the Supreme Court’s 2010 Citizens United decision. The same survey shows the incumbent, Senator Ron Johnson, lagging behind Democrat Russ Feingold. Feingold, who fought tirelessly for campaign finance reform during his time in the Senate, leads Johnson 47% to 39%.

The 2010 decision, which allowed for unlimited political spending by corporations, has been widely criticized. In its aftermath, Feingold voiced his dismay, calling the decision “a terrible mistake,” and President Obama described it as “devastating to the public interest.”

We explained the decision neutrally, stating that “in 2010 the Supreme Court decided a case known as Citizens United, that overturned some campaign finance laws, allowing corporations and individuals to spend unlimited amounts of money to help political candidates win elections.” After hearing this summary, **68% of respondents opposed** the decision, and **18% were undecided**. Just **14% supported** the decision. Opposition was wide-ranging, with 81% of Democrats, 78% of Independents, and 45% of Republicans opposing the decision. Opposition to the Citizens United decision also cuts across age and gender. For every age range tested, the majority of respondents oppose the decision once they are read a neutral summary of it. Voters under 35 oppose it 84% to just 5%, but voters over 80 also oppose it, 54% to 17%. Women oppose it 67% to 11% and men 70% to 19%.



The Democrat, Russ Feingold, currently leads the Senate race in Wisconsin. Both candidates have fairly strong name recognition. 48% of voters have a favorable view of Feingold, and 31% have an unfavorable view, while Johnson’s split is more negative—36% favorable and 34% unfavorable.



Importantly, Senator Johnson’s silence on the Citizens United decision could have significant implications for his re-election. Among voters currently supporting Johnson, 20% indicated that they would be likely to oppose a

candidate in favor of the decision, and 43% of voters who are undecided say they'd be more likely to oppose a candidate who supports the Citizens United decision. Just 2% of undecided voters said that they would be more likely to support someone who favors it.

Methodology: A poll of registered voters in Wisconsin. We surveyed 775 voters with an IVR survey to landlines and live calls to cell phones. We matched the sample to the voter file and weighted it to reflect the electorate in Wisconsin. The margin of error is +/- 3.63% at a 95% confidence interval.