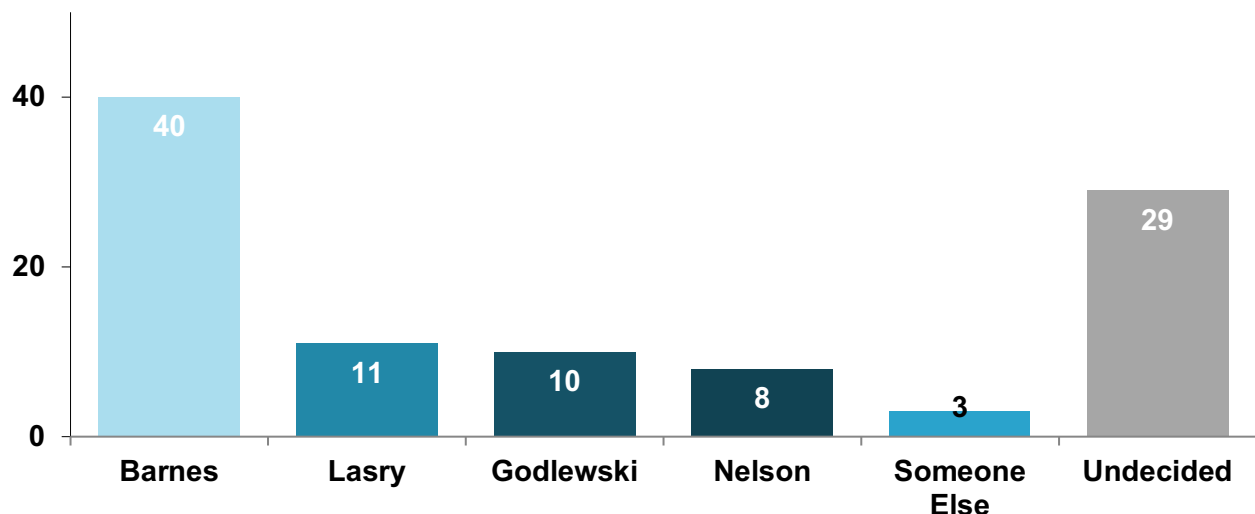# ALG|research

January 7, 2022

To: **Interested Parties**
Fr: **ALG Research**
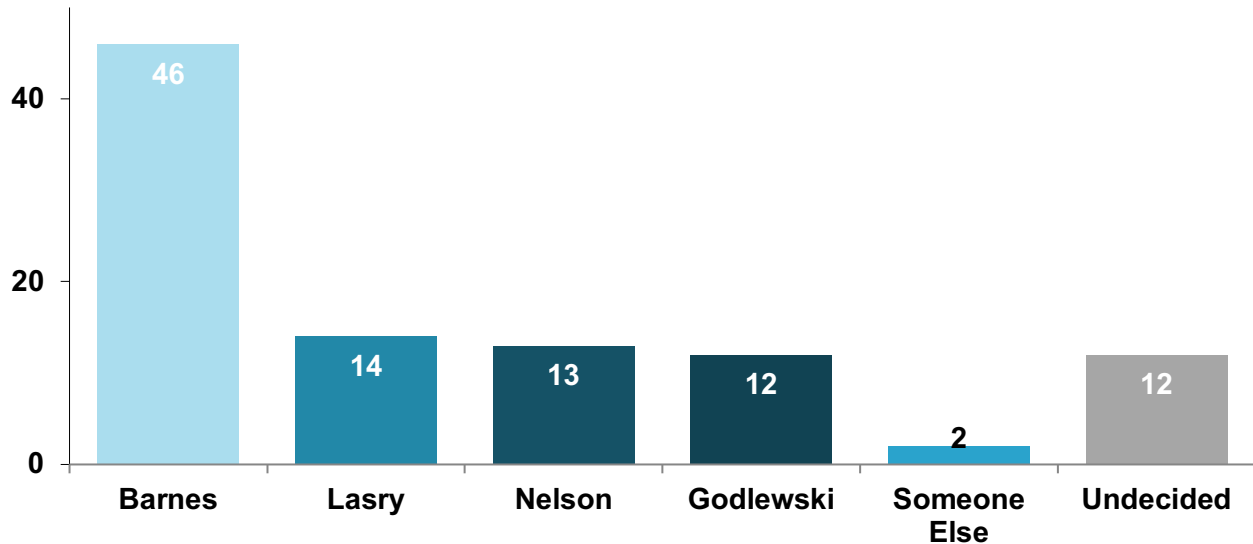**Re:** **Wisconsin Democratic Primary Poll Findings**

Entering 2022, Mandela Barnes holds a sizeable 29-point lead over the rest of the Democratic primary field further demonstrating that he is the overwhelming favorite to take on Ron Johnson.

- **Barnes's popularity far outpaces other Democratic primary candidates.** Barnes is known by over two-thirds (68% name ID) of primary voters, with a net favorability of +53 (60 favorable / 7% unfavorable). Comparatively, his primary opponents, who after millions of dollars in combined spending, have low favorable ratings (Alex Lasry 22% favorable / Sarah Godlewski 22% favorable / Tom Nelson 17% favorable).

- **Barnes has a commanding lead in the Democratic primary.** He takes 40% of the vote with the closest opponent, Lasry, just winning 11% of the vote followed by Godlewski and Nelson with 10% and 8%, respectively.

Findings are based on the results of a combined telephone and text-to-web survey conducted by ALG Research from December 8-16, 2021 in Wisconsin among N=842 likely Democratic primary voters. The results are subject to a margin of error of ±3.4%. 75% of interviews were conducted via cell phone or text-to-web.

- **Barnes's advantage over the field only grows when voters receive candidate bios.** With 12% undecided, his lead extends to 32 points, with Barnes taking 46% of the vote followed by Lasry at 14%, Nelson at 13%, and Godlewski at 12%.

- **Barnes is the second choice of Lasry voters, Godlewski voters, and Nelson voters.** If any one of them weren't in the race, Mandela's support would only grow as he is the second choice of all of their voters by at least 30 points. Barnes is the second choice of 48% of those who say they support Godlewski, and 54% of those who say they support Lasry. There is no serious "anti-Barnes" vote—the vast majority of Democrats like him and are very open to voting for him.