

March 28, 2022

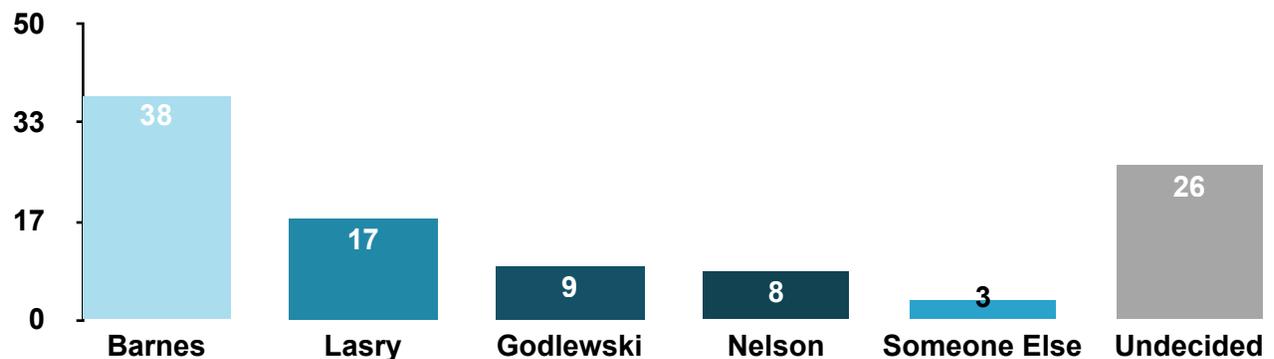
To: Interested Parties

Fr: Impact Research

Re: **Mandela Barnes Remains Strong Favorite in Wisconsin Democratic Primary**

Despite more than \$5 million in unopposed statewide advertising by his multi-millionaire, self-funding opponents, Mandela Barnes remains the strong favorite of Democratic voters in Wisconsin. Barnes remains the most popular and well-known candidate and continues to lead the field by a wide margin, outpacing his nearest opponent by 21 points.

Barnes is known to nearly two-thirds of likely primary voters, who have an overwhelmingly positive view of him (56% favorable / 9% unfavorable). Since December, Alex Lasry's spending has helped him gain only modest support, increasing from 11% of the vote to 17% in this poll. Likewise, his name recognition has improved by 11 points, earning a 32% favorable / 10% unfavorable rating. Sarah Godlewski earns a rating of 24% favorable / 6% unfavorable and Tom Nelson is at 17% favorable / 5% unfavorable.



By a wide margin, Democratic primary voters are more concerned about “a candidate who is an out of state multi-millionaire who might get attacked for being out of touch with Wisconsin voters” (49%), versus “a candidate with a liberal background who might get attacked for being too liberal in the general election” (31%). Undecided voters are even more likely to express concern for an out of state multi-millionaire (56%).

These findings are based on the results of a phone and text-to-web survey conducted by Impact Research from March 16 – 23, 2022 among N=449 likely 2022 Democratic primary voters in Wisconsin. The results are subject to a margin of error of ±4.6 percentage points.

It's clear that Mandela Barnes has the background and message that resonates with voters, and he continues to demonstrate that he is the strongest candidate who understands the experiences of working families in Wisconsin and will fight for them.