



July 26, 2022

To: Interested Parties

Fr: Impact Research

Re: Wisconsin Senate Democratic Primary Poll

The results of recent polling among Wisconsin Democratic primary voters finds that Lieutenant Governor Mandela Barnes holds a commanding lead with weeks left to go until the election.

Barnes leads with 39% of the vote, a 14-point lead over Alex Lasry at 25%, with Sarah Godlewski at 12% and 18% of voters undecided. Note this poll was conducted before Tom Nelson dropped out and endorsed Barnes, who was winning 5% at the point the poll was conducted.

Not only is Barnes leading in the head-to-head, he is also the most popular candidate in the field and is nearly universally known, with 82% of primary voters holding a favorable opinion of him, and 40% of voters *very* favorable and just 5% unfavorable. By comparison, 65% of voters are favorable to Lasry and 55% to Godlewski.

Impact Research conducted a poll of N=600 likely Democratic primary voters in Wisconsin from July 12-17, 2022. Respondents were reached on landline, cell phone, and text-to-web interviews and the results are subject to a margin of error of 4.0 percentage points.