

FINAL RESULTS: Wisconsin Senate, Democratic Primary Voter Survey

Sample Size: 800

- Base statewide voters: 600

Margin of Error: ±4.0% statewide

Interview Dates:

- Base statewide voters: June 27th - 30th, 2022

Methodology: Phones and Text to Online

Select: Likely Democratic Primary voters

- To qualify for the universe, must have voted in General 2020 AND
- Voted in at least one of the state’s primary elections in 2010, 2014, or 2018 OR Registered after Primary 2018, but voted in Primary 2020.
- Screen as likely to vote on the survey (5 to 10 on likelihood to vote)

Results may not add to 100 due to rounding.

Section 1. SCREENING

IF CELL PHONE:

1. Are you in a safe place where you can take a survey over your cell phone?

YES	100
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2. In politics, as of today, do you consider yourself a Republican, a Democrat or an independent?

Democrat, strong	62
Democrat, not strong	16
Independent	20
No party	2

IF PREVIOUS QUESTION IS GREATER THAN 4.

3. As of today, do you lean more to the Republican Party or more to the Democratic Party?

Democratic	100
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4. On August 9th, there will be a primary election in which Democrats will vote to choose Democratic candidates for Senator, Congress, and for state and local offices.

How likely are you to vote in the Democratic primary election in August?

Please use a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote.

5	1
6	0
7	2
8	3
9	4
10	89

5. Do you feel things in Wisconsin are generally going in the right direction or are things on the wrong track?

Right direction	26
Wrong track	57
Don't know	18

6. Do you approve or disapprove of the job Ron Johnson is doing as Senator?

Approve, Strongly	0	→1%
Approve, Somewhat	1	
Disapprove, Somewhat	2	→98%
Disapprove, Strongly	96	
Don't know	2	

Section 2. BALLOT ASK / FAVORABILITY

7. In August, there will be a primary election for United States Senate in Wisconsin.

If the Democratic primary election for Senate were held today, for whom would you vote?

Mandela Barnes
 Alex Lasry
 Sarah Godlewski
 Tom Nelson
 Read Last: Or someone else?

Mandela Barnes, Definitely	23	
Mandela Barnes, Probably	20	→46%
Undecided, lean Mandela Barnes	4	
Alex Lasry, Definitely	5	
Alex Lasry, Probably	10	→18%
Undecided, lean Alex Lasry	2	
Sarah Godlewski, Definitely	4	
Sarah Godlewski, Probably	9	→14%
Undecided, lean Sarah Godlewski	1	
Tom Nelson, Definitely	2	
Tom Nelson, Probably	2	→5%
Undecided, lean Tom Nelson	0	
Someone else	1	
Would not vote in this contest	0	
Completely undecided	16	

8. **ASK IF PRIOR QUESTION IS 1 TO 96:**

And if you could choose another candidate, who would be your second choice in the Democratic primary for Senate? (n=504)

Mandela Barnes	24
Alex Lasry	22
Sarah Godlewski	26
Tom Nelson	6
Undecided	22

Next are the names of some public figures. For each, please indicate if you have a favorable or unfavorable opinion. If you haven't heard of the person, just indicate so.

		FAVORABLE		UNFAVORABLE		NO OPINION		SUMMARY	
		Strongly	Some-what	Some-what	Strongly	Heard of, but No Opinion	Have Not Heard Name	Favor-able	Unfavor-able
9.	Mandela Barnes	47	35	2	1	8	7	82	3
10.	Alex Lasry	21	38	6	1	14	21	58	7
11.	Sarah Godlewski	20	37	2	0	21	19	57	3
12.	Tom Nelson	8	17	3	2	32	39	25	4
13.	Joe Biden	42	47	8	2	1	0	89	10
14.	Tony Evers	70	25	2	1	1	1	95	3
15.	Ron Johnson	0	1	3	94	1	1	1	97
16.	Tammy Baldwin	74	19	2	1	3	1	92	3
17.	Kamala Harris	45	40	8	3	3	1	85	11
18.	Gwen Moore	24	22	2	1	12	39	46	4
19.	Elizabeth Warren	58	32	3	1	4	2	90	4

20. When thinking about your choice in the Democratic primary for Senate, which statement do you agree with most?

I will vote for the candidate who has the best chance of beating Ron Johnson, even if I disagree with that person on some issues	72
I will vote for the candidate who I most agree with on issues, even if I think they might not have the best chance to beat Ron Johnson	24
Don't know	5

21. Which comes closest to your own view about funding for police in Wisconsin?

Funding should be reduced	26
Funding should stay the same	33
Funding should be increased	25
Don't know	15

22. Which comes closest to your own view...

With gas prices so high, we need to do all we can to lower them, even if it means delaying investments to fight climate change	8
The most important thing we can do is ramp up domestic clean energy production so that global conflicts and foreign authoritarians can't spike energy prices at home	85
Don't know	8

Section 3. POSITIVES

Now I'm going to read what supporters are saying about some of the candidates for Senate.

First/Next, I'm going to read you statements from supporters of Mandela Barnes. For each, please tell me if the statement is very convincing, somewhat convincing, slightly convincing, or not at all convincing at getting you to support that Barnes for Senate. If you think the statement is false, just say so and we'll move on.

		Very	Somewhat	Slightly	Not At All	Is False	Don't Know	Total Convincing
23.	<p>SPLIT A, BIO Mandela Barnes doesn't come from a wealthy or well-connected family. But he does come from a proud working-class family. Frustrated by the influence lobbyists and wealthy donors have with lawmakers, Mandela decided to run for office. And Barnes is running for Senate to rebuild the middle class and give everyone a fair shot at the American Dream.</p>	38	40	15	6	0	1	78
23a	<p>SPLIT B, BIO WITH REPRODUCTIVE FREEDOM Mandela Barnes doesn't come from a wealthy or well-connected family. But he does come from a proud working-class family. Frustrated by the influence lobbyists and wealthy donors have with lawmakers, Mandela decided to run for office. And Barnes is running for Senate to rebuild the middle class, fight to restore women's reproductive freedom and give everyone a fair shot at the American Dream.</p>	47	36	11	2	0	4	83
24.	<p>COURAGEOUS LEADERSHIP AD Mandela Barnes will be a voice for hard-working working-class and middle-class families. As the son of a teacher and third-shift factory worker, Barnes gets it. He'll make big corporations and the rich pay their fair share, and get rising prices under control.</p>	45	34	12	5	0	3	79
25.	<p>AFFORDABILITY Working families and middle-class Wisconsinites need urgent help to weather inflation. Barnes will prioritize policies that will provide immediate relief and help working people make ends meet, lower the costs of health care and prescription drugs, provide access to affordable, high-quality childcare, and a \$15 minimum wage.</p>	39	38	13	6	1	3	77

26. Now that you have heard more, if the Democratic primary election for Senate were held today, for whom would you vote?

Mandela Barnes
 Alex Lasry
 Sarah Godlewski
 Tom Nelson
 Read Last: Or someone else?

Mandela Barnes, Definitely	27	
Mandela Barnes, Probably	23	→52%
Undecided, lean Mandela Barnes	2	
Alex Lasry, Definitely	5	
Alex Lasry, Probably	10	→17%
Undecided, lean Alex Lasry	1	
Sarah Godlewski, Definitely	5	
Sarah Godlewski, Probably	8	→13%
Undecided, lean Sarah Godlewski	1	
Tom Nelson, Definitely	2	
Tom Nelson, Probably	2	→4%
Undecided, lean Tom Nelson	0	
Someone else	0	
Would not vote in this contest	0	
Completely undecided	14	

VOTE SUMMARY:

	BARNES	LASRY	GODLEWSKI	NELSON	UNDECIDED
Q7. VOTE 1: Initial Vote	46	18	14	5	17
Q26. VOTE 2: After Barnes Positives	52	17	13	4	14

Section 4. CONTRASTS

Now I'm going to read what critics are saying about some of the candidates for Senate.

First/Next, I'm going to read you statements from critics of Mandela Barnes.

27. Mandela Barnes is too extreme to be elected Senator by Wisconsin voters. He supports defunding the Immigration and Customs Enforcement agency (or ICE), supports the big government health care plan Medicare for All, and he opposes cash bail which will just put more criminals on our streets.

How concerned are you by that information?

Are you very, somewhat, slightly, or not at all concerned? If you think the statement is false just say so.

Very concerned	4	→11%
Somewhat concerned	8	
Slightly concerned	11	
Not at all concerned	57	
Is False	15	
Don't know	6	

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28. **SPLIT A:** Mandela Barnes supports giving law enforcement the resources they need to solve crimes and put violent criminals in jail, and investing in jobs and housing to prevent crime before it happens. Barnes will also prioritize getting illegal guns off the street.

After (hearing/reading) this response, how concerned are you now by the critics statement that Mandela Barnes has stood proudly with people who want to abolish ICE and defund the police?

Are you very, somewhat, slightly, or not at all concerned? If you think the statement is false just say so.

Very concerned	3	→9%
Somewhat concerned	6	
Slightly concerned	9	
Not at all concerned	64	
Is False	9	
Don't know	8	

29. **SPLIT B:** Mandela Barnes has never called to abolish ICE and defund the police, period. His opponents, the billionaires and special interests who resort to lies and dirty tricks to keep power are once again trying to trick voters. This time they are taking a page out of Trump’s playbook, with a billionaire opponent misleading voters to try to buy an election.

After (hearing/reading) this response, how concerned are you now by the critics statement that Mandela Barnes has stood proudly with people who want to abolish ICE and defund the police?

Are you very, somewhat, slightly, or not at all concerned? If you think the statement is false just say so.

Very concerned	7	→16%
Somewhat concerned	9	
Slightly concerned	11	
Not at all concerned	50	
Is False	9	
Don’t know	15	

30. Mandela Barnes failed to pay his property taxes or file tax returns while running for office in 2018, and defended himself at the time by claiming that “most people” don’t fully pay their taxes. The City of Milwaukee cited Barnes for delinquent tax bills in 2019, and he owed \$2,225 in property taxes.

How concerned are you by that information?

Are you very, somewhat, slightly, or not at all concerned? If you think the statement is false just say so.

Very concerned	8	→25%
Somewhat concerned	17	
Slightly concerned	25	
Not at all concerned	28	
Is False	11	
Don’t know	11	

31. **SPECIAL INTERESTS:** Mandela Barnes will stand up for working people and make billionaire’s pay their fair share in taxes. That’s why the special interests are coming after him, with a fake misleading attack. To be clear, Barnes followed the law. Barnes simply didn’t make enough money that year to need to file a tax return. Like millions of people across Wisconsin, Barnes actually knows what it’s like to struggle. And when he’s in the Senate, he’ll bring his personal experiences to the fight for our middle class and the hard-working people across the state.

After (hearing/reading) this response, how concerned are you now by the critic’s statement that Mandela Barnes failed to pay his property taxes or file tax returns while running for office in 2018?

Are you very, somewhat, slightly, or not at all concerned? If you think the statement is false just say so.

Very concerned	3	→11%
Somewhat concerned	8	
Slightly concerned	23	
Not at all concerned	50	
Is False	7	
Don’t know	10	

First/Next, I'm going to read you statements from critics of Alex Lasry. How concerning is that information to you... very, somewhat, slightly, or not at all concerning? If you think the statement is false, just say so.

		Very	Somewhat	Slightly	Not At All	Is False	Don't Know	Total Concerned
32.	Alex Lasry, a billionaire, took illegal property tax deductions, failing to pay \$24,000 to New York and Wisconsin by taking tax savings meant only to apply to a primary residence. Did he purposely fail to pay taxes, or did he lose track of which of his homes or mansions was his primary residence? We don't know, because Lasry is refusing to disclose his financial assets until after the primary.	28	24	19	11	7	11	52
33.	Alex Lasry first visited Milwaukee in 2014. As the son of a billionaire, Alex Lasry has never known financial hardship or economic insecurity for even a moment -- and so he can never personally relate to the challenges most Wisconsinites are facing every day.	24	22	20	22	3	9	46
34.	Alex Lasry has very limited professional experience, outside of jobs his dad got for him and running his dad's basketball team. We need real experience in Washington, especially right now, and need that person to fight for all of us.	18	27	23	19	4	10	45

35. Now that you have heard more, if the Democratic primary election for Senate were held today, for whom would you vote?

Mandela Barnes
 Alex Lasry
 Sarah Godlewski
 Tom Nelson
 Read Last: Or someone else?

Mandela Barnes, Definitely	28	
Mandela Barnes, Probably	25	→55%
Undecided, lean Mandela Barnes	2	
Alex Lasry, Definitely	3	
Alex Lasry, Probably	8	→12%
Undecided, lean Alex Lasry	1	
Sarah Godlewski, Definitely	5	
Sarah Godlewski, Probably	9	→14%
Undecided, lean Sarah Godlewski	1	
Tom Nelson, Definitely	2	
Tom Nelson, Probably	2	→4%
Undecided, lean Tom Nelson	0	
Someone else	0	
Would not vote in this contest	0	
Completely undecided	14	

VOTE SUMMARY:

	BARNES	LASRY	GODLEWSKI	NELSON	UNDECIDED
Q7. VOTE 1: Initial Vote	46	18	14	5	17
Q26. VOTE 2: After Barnes Positives	52	17	13	4	14
Q35. VOTE 3: After Barnes Contrasts / Lasry Critics	55	12	14	4	15

36. And now that you have heard more, which of the Democratic candidates for Senate do you think has the best chance of defeating Ron Johnson in November?

Mandela Barnes	43
Alex Lasry	13
Sarah Godlewski	12
Tom Nelson	3
Someone else	0
None of them	1
Don't know	28

Section 5. MESSENGERS

Next (I'm going to read / you will see) a list of some people and organizations you may hear talk about the Wisconsin Senate race. For each, please indicate whether you would be more likely or less likely to vote for a candidate who is endorsed by that person or group. If it makes not difference, just (say / indicate) so.

		MORE LIKELY		LESS LIKELY		NO OPINION		SUMMARY	
		Much	Some-what	Some-what	Much	No Differ-ence	Don't Know	More Likely	Less Likely
37.	SEIU	10	15	1	1	26	47	25	2
38.	Senator Cory Booker	22	34	3	1	29	12	56	3
39.	Congressman Jim Clyburn	7	12	2	2	38	38	19	4
40.	Congresswoman Gwen Moore	11	22	1	2	38	26	33	3
41.	Working Families Party	13	26	3	1	33	24	39	3
42.	Indivisible	7	7	1	1	30	54	14	2
43.	Democracy for America	12	22	1	1	35	30	34	1
44.	Moms Demand Action for Gun Sense in America	34	38	2	1	17	8	72	3
45.	End Citizens United	23	20	1	3	24	30	42	4
46.	Senator Elizabeth Warren	35	37	2	1	21	4	72	3
47.	Dozens of local Democratic elected officials	17	44	1	1	30	8	61	1
48.	Teachers, nurses, and firefighters	34	37	1	1	24	3	72	1
49.	Women's march	31	32	1	1	25	9	63	2

Section 6. DEMOGRAPHICS

Thank you for your patience. Now some last questions for statistical purposes.

50. First, what is your age?

Under 35	14
35-44	20
45-54	14
55-64	19
65+	34
Prefer not to say	0

51. Which of the following ethnic groups describes you?

White	83
Black or African American	8
Latino or Hispanic	2
Asian American or Pacific Islander	1
Native American	0
Middle Eastern or North African	0
Mixed Race	2
Other (Specify: _____)	0
PREFER NOT TO SAY	3

52. Which of the following best describes your educational background?

High school degree or less	6
Some college or associate's degree	18
Technical school or vocational degree	5
Bachelor's degree	32
Post graduate degree	37
Prefer not to say	1

53. Do you consider yourself progressive, liberal, moderate, or conservative?

Progressive	35
Liberal	37
Moderate	23
Conservative	2
Other (Specify:)	0
Prefer not to say	2

54. Do you consider yourself to be...

Poor	5
Lower middle class	13
Middle class	54
Upper middle class	23
Wealthy	3
PREFER NOT TO SAY	2

55. Do you have children under the age of 18 living at home?

Yes	27
No	72
Prefer not to say	2

56. Are you...

Female	65
Male	35
Other	0

That's all the questions I have. Thank you for your time.
