

Godlewski Campaign: WI poll results: Strong profile and positive messaging make Sarah Godlewski the right candidate to defeat Ron Johnson for U.S. Senate

Posted on Wednesday, Mar 2, 2022

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Recent research conducted by Global Strategy Group finds **Sarah Godlewski has the right message, record, and profile to defeat Ron Johnson in the general election for US Senate in Wisconsin.**

Key findings from the recent poll of 800 likely Democratic primary voters in Wisconsin include:

- With more than five months still to go until the primary election, most voters haven't begun to pay close attention to the race and remain undecided.
- Recent candidate poll numbers are soft, driven by name ID or recent temporary communications that are now offline.
- The overwhelming majority of Wisconsin Democratic Primary voters care most about **supporting a Democratic nominee who will defeat Ron Johnson in November.**

- Persuadable voters are 34 points more likely to prefer a candidate who can beat Ron Johnson over one they agree with on most issues (61% beat Johnson/27% agree on issues).
- These voters are 10 points more likely to prefer a moderate candidate who will get things done over a progressive who will champion so-called “bold” ideas (51% moderate/41% progressive). Godlewski is that candidate.
- After voters learn more about Godlewski and hear her message, **she takes a 14-point lead over the rest of the field.**
 - Traditional swing voters that determine who wins statewide general elections are most likely to move toward Godlewski after they hear her bio.
 - Godlewski’s home-field advantage in Northwest Wisconsin is real: Godlewski holds a 6-point lead over the rest of the field after initial introduction only, and provides her a competitive advantage in a crucial swing area Democrats must win if they are going to defeat Ron Johnson.

ABOUT THIS RESEARCH

Global Strategy Group conducted a survey of 800 likely Democratic primary voters in Wisconsin between January 6 and January 13, 2022. All survey interviews were conducted via phone, using both landline and cellphones. The survey had a margin of error of +/-3.5%. Care has been taken to ensure the geographic and demographic divisions of the population of likely voters are properly represented.