

May 18, 2022

To: Interested Parties
Fr: Brian Stryker / Oren Savir
Re: WI CD 3 Poll Findings

Brad Pfaff leads in the Democratic primary for Wisconsin’s 3rd Congressional District. As voters learn more about the candidates, Pfaff’s vote share grows more than any of his opponents’.

Key Findings:

- **Brad Pfaff holds a 20-point lead.** Pfaff starts with a lead greater than all other candidates combined (28% Pfaff / 8% Cooke / 7% McGrath / 5% Neumann).
- **When voters learn more about the candidates, Pfaff widens his lead.** After respondents heard short profiles of the top candidates, Pfaff still earns more votes than the rest of the field combined (40% Pfaff / 17% McGrath / 16% Cooke / 3% Neumann). The information we tested is on page 2 of this memo.

	Current Vote	Informed Vote	Shift
Pfaff	28	40	+12
Cooke	8	16	+8
McGrath	7	17	+10
Neumann	5	3	+2

- **Congressman Ron Kind—a Pfaff endorser—is extremely popular.** Kind is rated favorable by 75% of voters and *very* favorable by 51%. He is popular across all demographics and in every market.

Findings are based on a live phone and text-to-web survey of n=401 likely Democratic primary voters in WI CD 03, conducted May 11-15, 2022. The margin of error for the full sample is +/- 4.9%; for subgroups it varies and is higher.

Candidate Profiles Tested:

Brad Pfaff is a State Senator from northern La Crosse County. He grew up working on his family's dairy farm, then as Wisconsin's Agriculture Secretary fought for rural health care, education, and internet, and took on Republicans holding back funding to help stop farmer suicides. In Congress he'll help families make ends meet and provide skills training to help young people find good-paying jobs.

Deb McGrath has served over twenty-five years in the Army, State Department, and the CIA. The daughter of a veteran, she grew up valuing public service and has spent her life protecting our country. In Congress she'll lead with civility and respect, and fight to tackle the crises in health care, infrastructure, and the rising cost of living facing middle-class families.

Rebecca Cooke is a small business owner and nonprofit leader. Born and raised on an Eau Claire dairy farm, she has led on the Wisconsin Economic Development Corporation under Governor Evers helping entrepreneurs launch new businesses.