

08.05.2024

Memo

TO
Reid Rasner

FROM
Trey Newton
Senior Partner, ATR

CC
Michael Blevins

RE
Wyoming U.S. Senate
Race Polling Data –
Barrasso Favorability

Comments

This memo summarizes key findings following a series of three political surveys conducted over a six month period. The sample for this project was registered Republican Wyoming voters who have participated in at least one state primary election since 2016. All persons included in this sample are currently registered to vote and reside in the state of Wyoming.

Key Findings

- While incumbent U.S. Senator John Barrasso has near universal name identification among Wyoming GOP voters, his overall Favorability rating is below 50%, and has trended downward consistently since January.
- Within the most recent surveys, more GOP primary voters view Barrasso unfavorably than view him favorably.

Question: Do you have a Favorable or Unfavorable opinion of John Barrasso or don't know enough?

Survey Date	Favorability	Unfavorability	Unsure/Don't Know
July 23-24	41.01%	44.47%	14.25%

Methodology

The polls were conducted on the following dates with the respective sample sizes and Margin of Error (MoE +/-) calculations, Confidence Intervals, and length of interview.

Survey Date	Sample Size	MoE +/-	CI	Avg. Interview Length
January 6th-8th, 2024	513	4.32%	95%	5 minutes 45 seconds
June 5th-7th, 2024	639	3.88%	95%	7 minutes, 21 seconds
July 23-24, 2024	448	4.63%	95%	8 minutes, 58 seconds

All respondents were part of a fully representative sample of registered GOP voters in the state of Wyoming. Interviews were conducted via SMS text message to Registered Voters with a link to a website where the survey could be completed. The confidence interval associated with these samples is such that 95% of the time the results will be within the stated Margin of Error of the "True Values."

¹ When asked the question: "Thinking about the upcoming primary election, have you heard of John Barrasso?", 95.77% (June survey) to 98.16% (May Survey) of respondents answered "Yes".