State Innovation Exchange

Multi-State Poll - Wisconsin Findings
July 2020
Survey Methodology

TargetSmart designed and administered this multimodal survey. Four-hundred and seventy-seven interviews were conducted online among panelists who were matched to the TargetSmart voter file (431 weighted) and 53 interviews were conducted online using text-to-web and email-to-web (25 email, 28 SMS) solicits from the TargetSmart voter file (70 weighted). In total, the survey reached 530 adults (500 weighted), age 18 or older, who are registered to vote in Wisconsin. Quotas were designed to reflect the demographic and geographic distribution of registered voters in Wisconsin. The data were weighted by gender, age, race on file, TargetSmart Partisan Score, TargetSmart High School Only Score, and region by media market to ensure an accurate reflection of the population.

The credibility interval (the theoretical margin of error for a blended-methodology poll that relies partially on telephone-based probability sampling, and partially on non-probability based online panel sampling) is +/- 4.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.
Issue Environment and the Role of State Government
Issue Environment: Key Findings

Wisconsin

- Wisconsinites are generally pessimistic about the direction of both the U.S. (22 percent right direction, 70 percent wrong track) and the state (28 percent right direction, 53 percent wrong track).

- The coronavirus surfaces as a top issue priority among Wisconsin voter with over 1-in-4 citing it as the most important issue facing Wisconsin these days. Concern for the pandemic outpaces concern for employment, violent protests, and education.

- Public opinion on the state of the coronavirus is quite pessimistic, with 51 percent of voters believing the worst is yet to come compared to just 25 percent of voters believing the worst is over.

- Furthermore, a solid majority of Wisconsin voters indicate that their feelings about how Black people and communities are treated in America have changed over the last month in light of recent events (56 percent).
Wisconsin Voters Pessimistic About Direction of the U.S. and State

Direction of the US and Wisconsin

- **US**
  - Right Direction: 22%
  - Wrong Track: 70%

- **Wisconsin**
  - Right Direction: 28%
  - Wrong Track: 53%

5. Generally speaking, do you think that things in the United States are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?
6. And generally speaking, do you think that things in Wisconsin are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?
Coronavirus Surfaces as a Top Priority for Wisconsin Voters; Jobs and Violent Protests Follow as Second Tier Priorities

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19/virus spread/pandemic</td>
<td>26%</td>
</tr>
<tr>
<td>Jobs/employment/wages</td>
<td>13%</td>
</tr>
<tr>
<td>Riots/looting/violent demonstrations/protests/</td>
<td>13%</td>
</tr>
<tr>
<td>violence</td>
<td></td>
</tr>
<tr>
<td>Evers negative/poor leadership</td>
<td>8%</td>
</tr>
<tr>
<td>Education/schools/funding</td>
<td>7%</td>
</tr>
<tr>
<td>Remove Republicans from office</td>
<td>6%</td>
</tr>
<tr>
<td>Re-open the economy</td>
<td>5%</td>
</tr>
</tbody>
</table>

7. What would you say is the most important issue facing the state of Wisconsin these days?
Concern for the Coronavirus Pandemic Spans Party Lines

Issue priorities by Party ID

ID Democrat
1. Coronavirus spread - 34%
2. Remove Republicans - 11%
3. Jobs/employment - 10%

ID Independent
1. Coronavirus spread - 19%
2. Jobs/employment - 16%
3. Looting/violent demonstrations - 10%

ID Republican
1. Coronavirus spread - 24%
2. Looting/violent demonstrations - 21%
3. Evers negative/poor leadership - 17%
Majority of Wisconsinites Believe the Worst of the Pandemic is Yet to Come

Worst is yet to come vs. worst is over

51%
The worst of the coronavirus outbreak is yet to come

25%
The worst of the coronavirus outbreak is over

24%
Unsure

9. Do you believe...
**Democrats, Independents, Women, Younger Voters Most Likely to Believe Worst is Yet to Come**

State of Pandemic by Key Demographics

<table>
<thead>
<tr>
<th></th>
<th>Worst is yet to come</th>
<th>Worst is over</th>
</tr>
</thead>
<tbody>
<tr>
<td>All voters</td>
<td>51%</td>
<td>25%</td>
</tr>
<tr>
<td>ID Democrat</td>
<td>63%</td>
<td>13%</td>
</tr>
<tr>
<td>ID independent</td>
<td>55%</td>
<td>21%</td>
</tr>
<tr>
<td>ID Republican</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>Men</td>
<td>46%</td>
<td>25%</td>
</tr>
<tr>
<td>Women</td>
<td>55%</td>
<td>25%</td>
</tr>
<tr>
<td>Under 50</td>
<td>57%</td>
<td>26%</td>
</tr>
<tr>
<td>Over 50</td>
<td>48%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Almost 6-in-10 Wisconsinites Want More State Investment, Even if it Means More Taxes

State Investment vs. Tax Cuts

57%
State government in Wisconsin should invest more in the state and its residents, ensuring they are safe, healthy, are economically secure, even if it means some people have to contribute a little more in taxes.

21%
State government in Wisconsin should keep taxes low, even if it means cutting funding for education and infrastructure, and cutting unemployment insurance and healthcare coverage.

14. And which of these statements comes closer to your own view, even if neither of them is exactly right?
### Democrats and Independents Prefer State Investment, While Republicans Prefer Lower Taxes

**Investment vs. Taxes by Key Demographics**

<table>
<thead>
<tr>
<th></th>
<th>Invest more</th>
<th>Lower Taxes</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>All voters</td>
<td>57%</td>
<td>21%</td>
<td>+36</td>
</tr>
<tr>
<td>ID Democrat</td>
<td>83%</td>
<td>6%</td>
<td>+77</td>
</tr>
<tr>
<td>ID independent</td>
<td>56%</td>
<td>33%</td>
<td>+33</td>
</tr>
<tr>
<td>ID Republican</td>
<td>29%</td>
<td>36%</td>
<td>-7</td>
</tr>
<tr>
<td>College graduate</td>
<td>63%</td>
<td>19%</td>
<td>+44</td>
</tr>
<tr>
<td>Non-college</td>
<td>52%</td>
<td>23%</td>
<td>+29</td>
</tr>
<tr>
<td>Under 50</td>
<td>68%</td>
<td>18%</td>
<td>+51</td>
</tr>
<tr>
<td>Over 50</td>
<td>51%</td>
<td>24%</td>
<td>+27</td>
</tr>
</tbody>
</table>
Election Administration Stands Out As Issue On Which Most Voters Believe Government Should Have a Major Role; Education, Coronavirus, and Food Access Fall Closely Behind

Government Involvement on Issues - top tier issues based on % major/some role

<table>
<thead>
<tr>
<th>Issue</th>
<th>% Major/Some Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safely and fairly administering elections.</td>
<td>86%</td>
</tr>
<tr>
<td>Ensuring equal access to high quality K through 12 public education.</td>
<td>83%</td>
</tr>
<tr>
<td>Stopping the spread of the coronavirus.</td>
<td>79%</td>
</tr>
<tr>
<td>Ensuring struggling families and children have access to food.</td>
<td>79%</td>
</tr>
<tr>
<td>Ensuring equal pay for equal work.</td>
<td>78%</td>
</tr>
<tr>
<td>Ensuring access to affordable health care.</td>
<td>77%</td>
</tr>
</tbody>
</table>

61% major role
46% major role
53% major role
40% major role
40% major role
46% major role

15. Please indicate whether you think state government in Wisconsin should have a major role, some role, a minor role, or no real role in dealing with each of the following issues.
Most Voters See Role for Government Involvement in Addressing Racism, Paid Sick Leave, Affordable Housing, Childcare, and Income Inequality

Government Involvement on Issues - second tier issues based on % major/some role

- Acknowledging and addressing systemic racism.
  - 36% major role

- Ensuring workers have access to paid sick days and paid family leave.
  - 34% major role

- Ensuring access to affordable housing.
  - 25% major role

- Ensuring access to affordable childcare.
  - 24% major role

- Reducing income inequality by raising the minimum wage and increasing taxes on the wealthy.
  - 32% major role

15. Please indicate whether you think state government in Wisconsin should have a major role, some role, a minor role, or no real role in dealing with each of the following issues.
A Majority of Wisconsinites Indicate Their Feelings Have Changed About the Treatment of Black People in America

Feelings About How Black People and Communities Are Treated

56%: Total changed
41%: Not changed at all

16. Would you say your feelings about how Black people and Black communities are treated in America have changed a lot, a changed a little, or not changed at all in the last month or so?
Election and Democracy Reforms
Democracy Key Findings: Government's Role, Voting Options, and Intersection with Race

Wisconsin

- State government’s involvement in election administration is a high priority for Wisconsin voters, with 86 percent wanting state government to play a “major” or “some role” in safely and fairly administering elections.

- What’s more, most Wisconsinites are optimistic about how November’s elections will be run, with 60 percent believing they will be administered well, compared to just 31 percent believing they will not be administered well.

- Wisconsin voters are almost evenly split between planning to vote by mail (45 percent) and vote in-person on Election Day (39 percent) this year. Early in-person voting is far less popular, with just 14 percent of voters planning to use this option.

- We also find that Wisconsin voters acknowledge systematic racism in the voting system and nearly 2-in-3 voters want state government to reduce barriers that stop Black people from voting and participating in Democracy (64 percent).
Democracy Key Findings: Voting Reforms

Wisconsin

- Voters strongly support and prioritize reforms to streamline the vote-by-mail process.

- Over 8-in-10 voters support allowing any registered Wisconsin voter to vote-by-mail (82 percent), and 62 percent of voters support mailing all registered Wisconsin voters applications to vote by mail.

- Furthermore Wisconsinites are broadly supportive of reforms to make processing mail-in ballots easier. Over 3-in-4 voters support counting mail-in ballots postmarked by and received after Election Day (76 percent) and nearly 7-in-10 voters support allowing election officials to begin processing, but not counting, mail-in ballots before Election Day (69 percent).

- Though few Wisconsin voters plan to vote early in person, they are supportive of reforms to lengthen the early voting window and letting voters cast ballots in-person through election day (80 Percent).
Democracy Key Findings: Coronavirus and Voting

Wisconsin

- In the wake of Wisconsin's much-criticized spring elections, voters also broadly support reforms to make in-person voting safer and more convenient during the coronavirus pandemic.

- Voters unanimously support providing poll workers with PPE (90 percent) and polling locations conforming with CDC guidelines and social distancing (89 percent).

- Similarly, 86 percent of voters support opening additional polling locations to reduce crowds and 70 percent of voters oppose consolidating polling locations in anticipation of poll worker shortages.
Democracy Key Findings: Voting Security

Wisconsin

- Vote-by-mail is a popular option for Wisconsinites, so voters here place a high importance on voting security, particularly as it pertains to mail-in ballots.

- Eight-in-ten voters believe ballot tracking for mail-in ballots is important (80 percent).

- Likewise, 85 percent of voters believe it is important for election officials to immediately notify voters if there is a problem with their submitted mail in ballot, and 62 percent of voters find this to be very important.
Six-in-Ten Voters Believe Elections Will Be Run “Well” in Wisconsin This November

- 60% very/somewhat well
- 45%
- 31% not too/not well at all
- 15%
- 20%
- 11%

21. Switching gears a bit, do you think the elections this November in Wisconsin will be run and administered very well, somewhat well, not too well, or not well at all?
A Plurality of Wisconsinites Plan to Vote by Mail; Voting In-Person on Election Day is Also Quite Popular

- **39%**
  - In-person at my local polling place on Election Day

- **14%**
  - In-person at an early voting center before Election Day

- **45%**
  - By mail, using my state’s vote by mail or absentee voter system

- **2%**
  - I am not voting

4. And how do you intend to vote in the general election for President and other offices this November?
Wisconsinites Want Barriers that Prevent Black People from Voting Removed; Closely Divided on Whether or Not Systemic Racism Prevents Black People from Participating in Democracy

47% of Wisconsin voters agree with the following statement:

“Systemic racism has prevented Black people and other people of color from being able to fully participate in our democracy.”

43% disagree with this statement.

18. Do you believe the state of Wisconsin should reduce barriers that stop Black people from voting?
22. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about different ways people can vote in the United States.
Near Unanimous Support for Increased Safety Standards at Polling Places

Voting Reforms - % total agree

90%
Poll workers should be provided with personal protective equipment like masks and gloves.
72% strongly agree

89%
Polling locations should conform with CDC guidelines on sanitation and social distancing.
65% strongly agree

22. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about different ways people can vote in the United States.
Strong Majorities of Voters Have Clear Understanding of Alternatives to In-Person Voting; Narrow Majority are Concerned About the Reliability of Vote-by-Mail

Voting Reforms - % total agree

- **76%**
  - I have a clear understanding of how to request a vote-by-mail ballot in my state.
  - 50% strongly agree

- **74%**
  - I have a clear understanding of the in-person early voting options available to me in my state.
  - 44% strongly agree

- **52%**
  - I am concerned that the mail system in my state cannot be relied upon to get vote-by-mail ballots to election officials in time for them to be counted.
  - 24% strongly agree
  - 40% total disagree

- **24%**
  - I don’t have enough information about how to take advantage of alternatives to voting in-person on Election Day.
  - 7% strongly agree
  - 66% total disagree

22. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about different ways people can vote in the United States.
# Reforms to Make Voting Easier and More Accessible During the Pandemic Are Broadly Popular

<table>
<thead>
<tr>
<th>Reform Description</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open additional polling locations to reduce crowds and lines.</td>
<td>86%</td>
</tr>
<tr>
<td>Allowing any registered Wisconsin voter to vote-by-mail.</td>
<td>82%</td>
</tr>
<tr>
<td>Lengthening the early voting window and letting voters cast a ballot in-person up through the day before Election Day.</td>
<td>80%</td>
</tr>
<tr>
<td>Mailing all registered Wisconsin voters applications to vote-by-mail.</td>
<td>62%</td>
</tr>
<tr>
<td>Allow Wisconsin voters to cast their ballot at any polling location in their county.</td>
<td>53%</td>
</tr>
<tr>
<td>Directly mailing all registered Wisconsin voters a ballot, without requiring an application.</td>
<td>44%</td>
</tr>
<tr>
<td>Consolidate polling locations in anticipation of poll worker shortages.</td>
<td>30%</td>
</tr>
</tbody>
</table>

19% support 1st rank
28% support 1st rank
15% support 1st rank
17% support 1st rank
6% support 1st rank
11% support first rank
5% support 1st rank
57% total oppose
70% total oppose

23. Switching gears a bit, below are several reforms related to voting in Wisconsin. By dragging the reforms to the “support” or “oppose” box, please indicate which ones you support and which ones you oppose. Then, by dragging the reforms up and down within each box, please indicate which ones you support the MOST and which ones you oppose the MOST.
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>76%</td>
<td>Returning ballots received in the mail via secure, local drop-box.</td>
</tr>
<tr>
<td></td>
<td>16% support 1st rank</td>
</tr>
<tr>
<td>76%</td>
<td>Counting mail-in ballots postmarked by Election Day, but received after</td>
</tr>
<tr>
<td></td>
<td>Election Day.</td>
</tr>
<tr>
<td></td>
<td>11% support 1st rank</td>
</tr>
<tr>
<td>73%</td>
<td>Returning ballots received in the mail at drive-through voting centers.</td>
</tr>
<tr>
<td></td>
<td>11% support 1st rank</td>
</tr>
<tr>
<td>69%</td>
<td>Allowing county election officials to begin processing, but not</td>
</tr>
<tr>
<td></td>
<td>counting, mail-in ballots before Election Day.</td>
</tr>
<tr>
<td></td>
<td>13% support 1st rank</td>
</tr>
<tr>
<td>66%</td>
<td>Returning mail-in ballots through the mail WITH postage prepaid by the</td>
</tr>
<tr>
<td></td>
<td>government.</td>
</tr>
<tr>
<td></td>
<td>26% support 1st rank</td>
</tr>
<tr>
<td>45%</td>
<td>Allowing registered community organizers to collect and return ballots</td>
</tr>
<tr>
<td></td>
<td>received in the mail for registered voters.</td>
</tr>
<tr>
<td></td>
<td>7% support first rank</td>
</tr>
</tbody>
</table>

24 And to help citizens vote safely during the coronavirus outbreak, elections officials in Wisconsin are considering several ways voters can cast or return their ballot in this year’s elections. By dragging the proposals to the “support” or “oppose” box, please indicate which ones you support and which ones you oppose. Then, by dragging the proposals up and down within each box, please indicate which ones you support the MOST and which ones you oppose the MOST.
Wisconsinites Likely to Return Ballots Through the Mail; Prepaid Postage Less Impactful Than in Other States

<table>
<thead>
<tr>
<th>Method</th>
<th>% Almost Certain/Good Chance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return my ballot through the mail with postage paid-for</td>
<td>61%</td>
</tr>
<tr>
<td>Return my ballot through the mail, even if postage is not paid-for</td>
<td>58%</td>
</tr>
<tr>
<td>Vote in-person at my neighborhood precinct location</td>
<td>52%</td>
</tr>
<tr>
<td>Return my ballot via secure, local drop-box</td>
<td>45%</td>
</tr>
<tr>
<td>Return my ballot at a drive-through voting center</td>
<td>36%</td>
</tr>
<tr>
<td>Not vote in the 2020 elections</td>
<td>5%</td>
</tr>
</tbody>
</table>

43% almost certain

35% almost certain

35% almost certain

18% almost certain

14% almost certain

75% no chance

25. And assuming each of the following were available to you in Wisconsin, how likely would you be to use each of these options for casting your vote or returning your ballot in the upcoming election?
26. And do you think it is very important, somewhat important, not too important, or not important at all for election officials in Wisconsin to allow voters to track the status of their mail-in ballot in case any issues come up?
Consensus Public Opinion Around Notifying Voters If There is a Problem With Their Mail-In Ballot

Notification of Mail-in-Ballot Issues

62%
85% very/somewhat important
22%
6%
4%
0%
100%

Very important
Somewhat important
Not too important
Not important at all

27. And do you think it is very important, somewhat important, not too important, or not important at all for election officials in Wisconsin to immediately notify voters if there is a problem with their submitted mail-in ballot, such as if they forgot to sign their ballot, so the voter has an opportunity to correct it.
Same-Day Voter Registration Remains Very Popular; Online Registration and Eliminating Registration Deadlines Also Broadly Supported

Voter Registration Reforms - % Total Support

86%
Allow verified eligible voters to register to vote on Election Day.
41% support 1st rank

68%
Allow verified eligible voters to register to vote online
27% support 1st rank

68%
Remove all voter registration deadlines, allowing verified eligible voters to register to vote any day up to and on Election Day.
22% support 1st rank

48%
Allow verified eligible voters to register to vote online, even if they do not have DMV - issued ID.
6% support 1st rank

28. Switching gears a bit, below are several reforms related to voter registration in Wisconsin. By dragging the reforms to the "support" or "oppose" box, please indicate which ones you support and which ones you oppose. Then, by dragging the reforms up and down within each box, please indicate which ones you support the MOST and which ones you oppose the MOST.
Fiscal Policy and the Economy
Economic and Fiscal Key Findings: Coronavirus and the Economy

Wisconsin

- Wisconsinites express more concern about the pandemic's impact on health and safety (52 percent) than they do about the impact on jobs and income (37 percent).

- A majority of voters also believe Wisconsin businesses should be required to provide safe working environments during the coronavirus pandemic and be held liable if they do not (52 percent). Just 23 percent of voters believe businesses should be protected from liability if an employee gets sick on the job.

- Although Wisconsinites prioritize health and safety over jobs and income, they express some acute economic concerns pertaining to the coronavirus pandemic -- particularly small business closures (83 percent concerned), losing work and income (81 percent concerned), and not being able to afford rent or mortgage payments (69 percent concerned).
Economic and Fiscal Key Findings: Budget and Revenue

Wisconsin

- Wisconsin voters prefer state investment in services, even if it means they have to pay more in taxes. Fifty-seven percent of voters want state government to invest in its residents to ensure they are safe, healthy, and economically secure, compared to just 21 percent of voters wanting state government to keep taxes low and cut funding for education, infrastructure, and unemployment.

- Furthermore, 64 percent of Wisconsin voters express concern about the state losing tax revenues and facing budget cuts in the wake of the coronavirus pandemic.

- And voters want corporations and the wealthy to pay their fair share; they strongly support progressive revenue streams, such as closing corporate loopholes, increasing taxes on companies that pollute, increasing taxes on the wealthy, and creating a carbon tax.
Economic and Fiscal Key Findings: Economy and Workplace Policies

Wisconsin

• Nearly 2-in-3 voters believe state government should play a role in acknowledging and addressing systematic racism (65 percent) and a majority of voters believe the state of Wisconsin should address economic barriers faced by Black people and the Black community (56 percent).

• Similarly, voters believe state government should be involved in making pay equity a reality, as 78 percent of voters believe that state government should play a “major” or “some” role in ensuring equal pay for equal work.

• Wisconsin voters are divided on extending the length of time that laid-off workers can receive unemployment compensation and increasing the amount that they receive (51 percent support).

• Voters also believe that state government should play a role in ensuring workers have access to paid sick days and paid family leave (65 percent) and affordable childcare (60 percent).

• It follows that voters are broadly supportive of workplace policies such as eliminating tax breaks for corporations that don’t offer paid sick and family leave (75 percent), requiring workplaces to provide paid sick days (74 percent), and creating an insurance plan to provide paid family and medical leave for employees (74 percent).
Economic and Fiscal Key Findings: Health Policy

Wisconsin

- Policies relating to health care and health insurance in the wake of the pandemic surface as some of the top-testing economic policies in the poll.

- Near-consensus public opinion emerges around the following policies related to health insurance and health care:
  - Banning the practice of surprise medical billing (91 percent).
  - Limiting what drug companies can charge for prescriptions (89 percent).
    17 percent of voters rank this as their top priority
  - Offering Wisconsinites public health insurance options (86 percent).
  - Extending the grace period for paying health insurance bills (83 percent).
Wisconsinites Want More State Investment, Even if it Means More Taxes

State Investment vs. Tax Cuts

57%

State government in Wisconsin should invest more in the state and its residents, ensuring they are safe, healthy, are economically secure, even if it means some people have to contribute a little more in taxes.

21%

State government in Wisconsin should keep taxes low, even if it means cutting funding for education and infrastructure, and cutting unemployment insurance and healthcare coverage.

14. And which of these statements comes closer to your own view, even if neither of them is exactly right?
Voters Express More Concern About the Pandemic’s Impact on Health and Safety Than They Do About Jobs and Income

Health and safety vs. jobs and income

52%
The coronavirus outbreak’s impact on health and safety

37%
The coronavirus outbreak’s impact on jobs and income.

10. And what would you say concerns you more...
## Democrats and Women 50+ Most Likely to Be More Concerned About Health and Safety

Health and Safety vs. Jobs and Income by Key Demographics

<table>
<thead>
<tr>
<th></th>
<th>Health and Safety</th>
<th>Jobs and Income</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>All voters</td>
<td>52%</td>
<td>37%</td>
<td>+15</td>
</tr>
<tr>
<td>ID Democrat</td>
<td>69%</td>
<td>23%</td>
<td>+46</td>
</tr>
<tr>
<td>ID independent</td>
<td>59%</td>
<td>28%</td>
<td>+31</td>
</tr>
<tr>
<td>ID Republican</td>
<td>27%</td>
<td>62%</td>
<td>-35</td>
</tr>
<tr>
<td>Men under 50</td>
<td>46%</td>
<td>42%</td>
<td>+5</td>
</tr>
<tr>
<td>Men over 50</td>
<td>52%</td>
<td>39%</td>
<td>+12</td>
</tr>
<tr>
<td>Women under 50</td>
<td>53%</td>
<td>36%</td>
<td>+17</td>
</tr>
<tr>
<td>Women over 50</td>
<td><strong>58%</strong></td>
<td>34%</td>
<td><strong>+24</strong></td>
</tr>
</tbody>
</table>
A Majority of Voters Side With Workplace Safety Argument Over Liability Protections for Corporations

Workplace safety requirements vs. liability protections for corporations

52%
Required to provide safe working conditions and should be penalized if workers get sick due to corporate negligence.

23%
Protected from liability if workers get sick on the job so they can get people back to work.

11. And do you think businesses in Wisconsin should be...
A Majority of Wisconsinites Want State Government To Address Economic Barriers Black People And Communities Face

Address Economic Barriers Faced by Black People and Communities

- Yes: 56%
- No: 28%
- Unsure: 17%

17. Do you believe the state of Wisconsin should address economic barriers faced by Black people and the Black community?
Small Business Loans and Health Insurance Reforms Are Top Priorities for Wisconsin Voters

Top Tier Economic Proposals - % Total Support

93%
Providing low-interest loans to small businesses to help them make it through the crisis.
11% support 1st rank

91%
Banning the practice of surprise medical billing.
10% support 1st rank

89%
Limiting what drug companies can charge for prescription drugs.
17% support 1st rank

86%
Offering people in Wisconsin the option to buy into the same public health insurance plans that are available to state employees if they want to.
12% support 1st rank

83%
Extending a grace period for people to pay health insurance bills before their coverage can be cancelled.
4% support 1st rank

19. Now, what follows below is a list of proposals being considered by the state legislature in Wisconsin in response to the coronavirus outbreak. By dragging the proposals to the “support” or “oppose” box, please indicate which ones you support and which ones you oppose. Then, by dragging the proposals up and down within each box, please indicate which ones you support the MOST and which ones you oppose the MOST.
Paid Sick and Family Leave Policies Also Surface As Top Priorities For Wisconsinites

Top Tier Economic Proposals - % Total Support

75%
Eliminating tax breaks for corporations and large businesses that don’t offer paid sick and family leave and health care to their employees.
14% support 1st rank

74%
Requiring workplaces to provide paid sick days to their employees.
7% support 1st rank

74%
Creating an insurance plan to provide paid family and medical leave for employees to care for a sick family member, bond with a new baby or recover from a major illness or injury.
5% 1st rank

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Medicaid and Tax Credit Expansion, Out-of-Network Cost Protections Slightly Less Salient, But Still Widely Supported Overall

Middle Tier Economic Proposals - % Total Support

69%

Expanding the number of people who can get healthcare through Medicaid to cover more uninsured people who otherwise can’t afford healthcare coverage.

8% support 1st rank

67%

Protecting patients from having to pay the costs not covered by their insurance when treated at an out-of-network hospital or by an out-of-network doctor.

3% support 1st rank

64%

Expanding a tax credit to provide extra income to working people with low incomes.

4% support 1st rank

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Wisconsinites Reject Anti-Worker Policies

Bottom Tier Economic Proposals - % Total Oppose

91%
Allowing businesses to stop paying more for overtime hours.
18% oppose 1st rank

86%
Allowing businesses to pay less than the minimum wage
49% oppose 1st rank

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Wisconsinites Divided on Extending the Length of Time Laid-Off Workers Can Receive Unemployment Benefits

Bottom Tier Economic Proposals - % Total support

Extending the length of time that laid-off workers can receive unemployment compensation and increasing the amount that they receive.

- 4% support 1st rank
- 48% total oppose

19. Now, what follows below is a list of proposals being considered by the state legislature in Wisconsin in response to the coronavirus outbreak. By dragging the proposals to the “support” or “oppose” box, please indicate which ones you support and which ones you oppose. Then, by dragging the proposals up and down within each box, please indicate which ones you support the MOST and which ones you oppose the MOST.
Extension of Unemployment Benefits Polarized Along Partisan Lines

Extending length of unemployment benefits by key demographics

<table>
<thead>
<tr>
<th></th>
<th>Support</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>All voters</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>ID Democrat</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>ID independent</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>ID Republican</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Under 50</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Over 50</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>College grad</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Non-college</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>
Array of Progressive Revenue Raisers Supported by Wisconsin Voters

Top Tier Revenue Proposals - % Total Support

- **87%**
  - Close corporate tax loopholes.
  - 35% support 1st rank
  - 11% support 1st rank

- **84%**
  - Increase taxes and financial penalties on companies that pollute Wisconsin's air and water.
  - 9% support 1st rank

- **79%**
  - Increase taxes on those making over $250,000 a year in Wisconsin.
  - 22% support 1st rank

- **76%**
  - Increase taxes on the wealthiest individuals in Wisconsin.
  - 4% support 1st rank

- **71%**
  - Create a carbon tax paid by companies based on how much carbon they emit.
  - 4% support 1st rank

- **60%**
  - Increase taxes on profitable corporations in Wisconsin.
  - 4% support 1st rank

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20. As you may know, states, counties, and towns across the country are seeing tax receipts and tax revenues fall dramatically due to the coronavirus crisis and economic slowdown. Below are some proposals that are being considered to raise revenue for the state of Wisconsin to prevent large budget cuts to things like education, health care, infrastructure, and human services. By dragging the proposals to the 'support' or 'oppose' box, please indicate which ones you support and which ones you oppose. Then, by dragging the proposals up and down within each box, please indicate which ones you support the MOST and which ones you oppose the MOST.
### Increasing Sales Taxes, Capital Gains Taxes, and Motor Vehicle Fees Far Less Popular

**Bottom Tier Revenue Proposals - % Total Support**

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Support (%)</th>
<th>Oppose (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply the existing sales tax in Wisconsin to online purchases, including subscription services like Netflix and Amazon Prime.</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Increase capital gains taxes on things like stocks and investment portfolios.</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Increase motor vehicle fees and fines for speeding tickets and other moving violations.</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Apply the existing sales tax in Wisconsin to services like car repairs, haircuts, accounting, and legal services.</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Increase the sales tax in Wisconsin.</td>
<td>18%</td>
<td>82%</td>
</tr>
</tbody>
</table>

56% total oppose  5% support 1st rank
57% total oppose  3% support 1st rank
63% total oppose  3% support 1st rank
65% total oppose  3% support 1st rank
82% total oppose  1% support 1st rank

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20. As you may know, states, counties, and towns across the country are seeing tax receipts and tax revenues fall dramatically due to the coronavirus crisis and economic slowdown. Below are some proposals that are being considered to raise revenue for the state of Wisconsin to prevent large budget cuts to things like education, health care, infrastructure, and human services. By dragging the proposals to the “support” or “oppose” box, please indicate which ones you support and which ones you oppose. Then, by dragging the proposals up and down within each box, please indicate which ones you support the MOST and which ones you oppose the MOST.
Coronavirus
Over 1-in-3 Wisconsin Voters Have Been Laid Off or Had Their Hours or Pay Cut

Coronavirus Impact

- 33% total laid off or hours cut
- 14% Laid off
- 20% Hour/Pay cut
- 40% No layoffs or hours cut
- 26% Nobody was employed

8. Have you or any member of your household been laid off, had work hours reduced, or their pay cut as a result of the coronavirus outbreak, or was nobody in your household employed before the outbreak?
Employment and Small Business Closures Surface As Most Salient Coronavirus Concerns

Top Tier Concerns - % total concerned

83%
Small businesses and restaurants closing down permanently in Wisconsin.
50% very concerned

81%
People in Wisconsin losing work and income due to the coronavirus outbreak.
44% very concerned

69%
People in Wisconsin not being able to afford their rent or mortgage payments.
37% very concerned

67%
People in Wisconsin contracting the virus, getting sick, and potentially dying.
44% very concerned

64%
The state of Wisconsin losing tax revenues and facing budget cuts.
24% very concerned

Q13 Please indicate if you are very concerned, somewhat concerned, a little concerned, or not concerned at all about each of the following concerns people in Wisconsin might have due to the coronavirus outbreak.
Smaller Number of Voters Express Concerns About the Impacts on Voting and the Disproportionate Impact on Black Communities

Second Tier Concerns - % total concerned

- **54%**
  - Problems with administering elections in Wisconsin, like long lines on Election Day.
  - 32% very concerned

- **54%**
  - Problems with administering elections in Wisconsin, like long lines on Election Day.
  - 31% very concerned

- **48%**
  - The disproportionate impact of the coronavirus on the Black community.
  - 22% very concerned

Q13 Please indicate if you are very concerned, somewhat concerned, a little concerned, or not concerned at all about each of the following concerns people in Michigan might have due to the coronavirus outbreak.
Economic Concerns Span Party Lines; Democrats Express Most Concerns About Contracting the Virus

Top Coronavirus Concerns by Party ID - % total concerned

**ID Democrat**
1. Losing work - 93%
2. Contracting the virus - 89%
3. Rent and mortgage payments - 85%

**ID Independent**
1. Small business closures - 81%
2. Losing work - 76%
3. Rent and mortgage payments - 65%

**ID Republican**
1. Small business closures - 85%
2. Losing work - 74%
3. Losing tax revenue - 60%

Q.13 Please indicate if you are very concerned, somewhat concerned, a little concerned, or not concerned at all about each of the following concerns people in Wisconsin might have due to the coronavirus outbreak.
Recommendations
Democracy and Voting Narrative

• With the debacle the state faced in the spring elections, Wisconsin voters are looking at state government to play an active role in election administration, and most voters are quite confident in it’s ability to do so.

• As voters here are mixed between planning on voting in person and voting by mail, the narrative should highlight legislators’ efforts to ensure safe, secure, and reliable elections in November, regardless of how Wisconsinites vote.

• When it comes to voting by mail, legislators should prioritize process improvements so mail in ballots are processed efficiently and meticulously and enhancements to ballot tracking and notifications about ballot issues, allaying some of the latent concerns that exist about mail-in voting.

• When it comes to in-person voting, legislators should prioritize sanitation and safety enhancements at polling places and opening up more polling locations to reduce crowds, and make sure Wisconsinites can vote safely.
Fiscal Policy and Economy Narrative

- Wisconsin voters tend to prioritize health and safety over jobs and income when it comes to a public policy response to the coronavirus. Wisconsinites generally want more state investment in services, and support several progressive avenues for raising the revenue to make that happen.

- However, voters here have some acute economic concerns related to the pandemic, particularly around small business closures, loss of work and income, and housing. We recommend centering a balanced response to the coronavirus that prioritizes the tools necessary to slow the spread of infection so that businesses can re-open safely and people can go back to work safely.

- Workplace policies should be the focal point of the fiscal policy and economic narrative. Legislators should highlight their consistent efforts to push for workplace liability, paid sick and paid family leave, and affordable childcare.

- Furthermore, we see health care policy as another clear opportunity to engage. Policies that make health care and insurance more affordable during the coronavirus pandemic are strongly supported by the electorate, particularly reforms that ban surprise medical billing, limit what drug companies can charge for prescription drugs, provide public health insurance options, and expand grace periods for paying insurance bills.
Questions?