



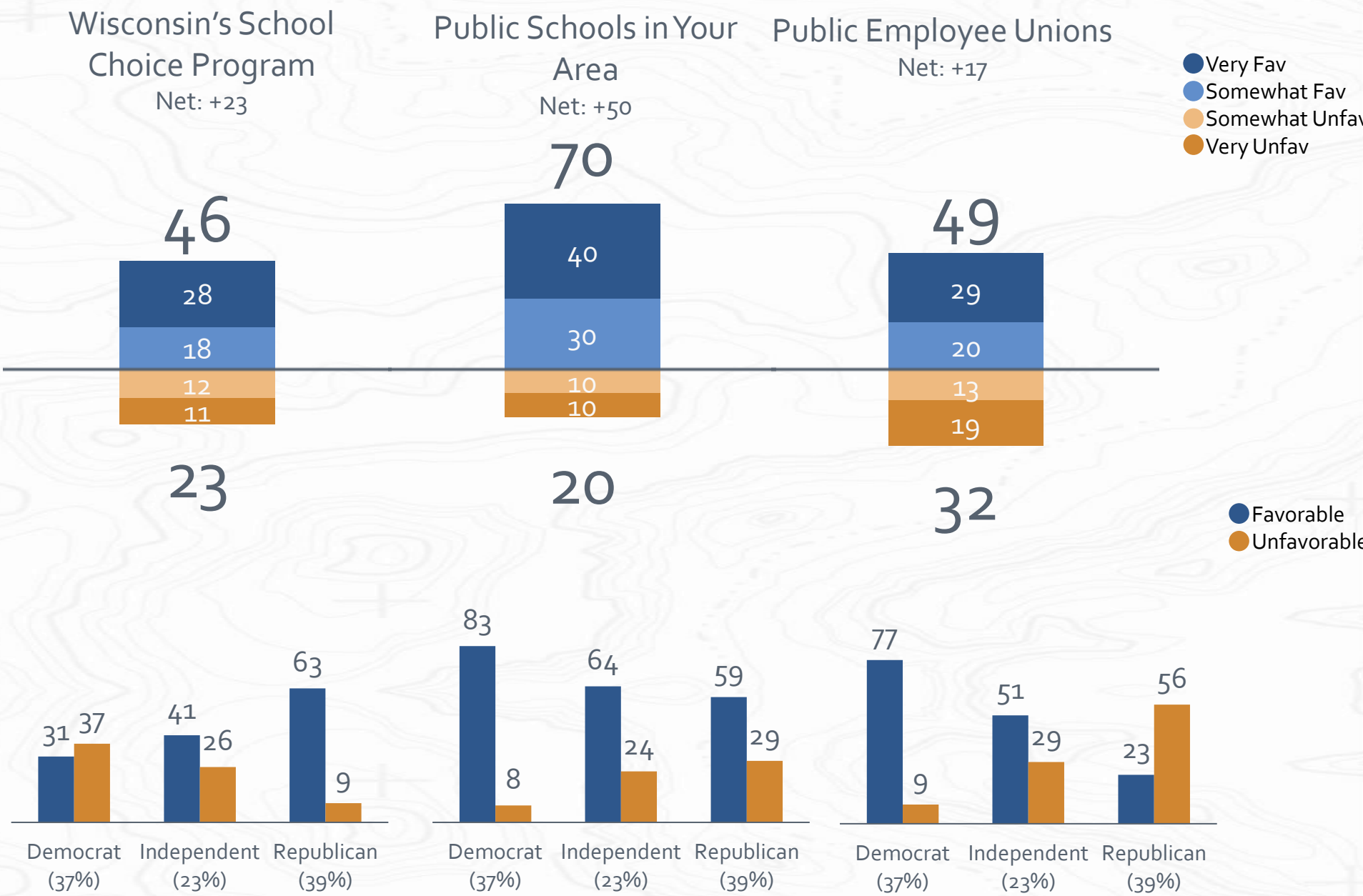
# WI STATEWIDE SURVEY

February 13-16, 2022

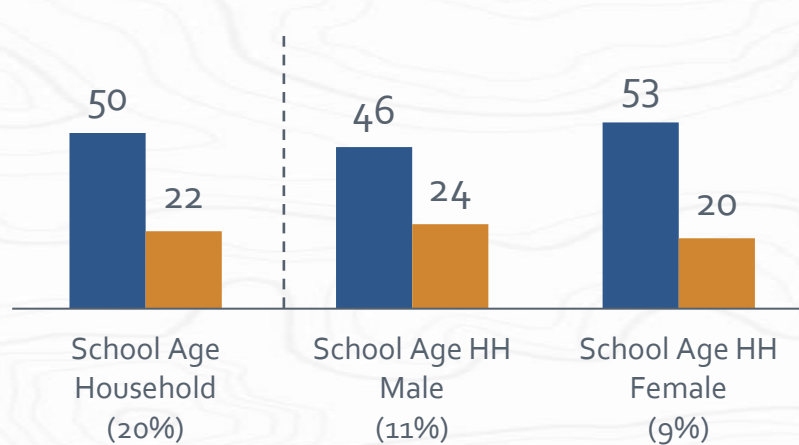
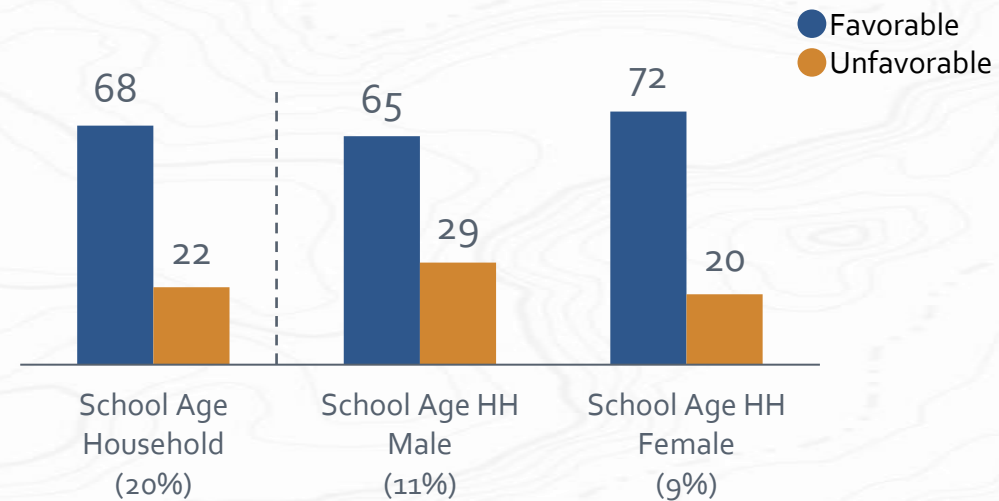
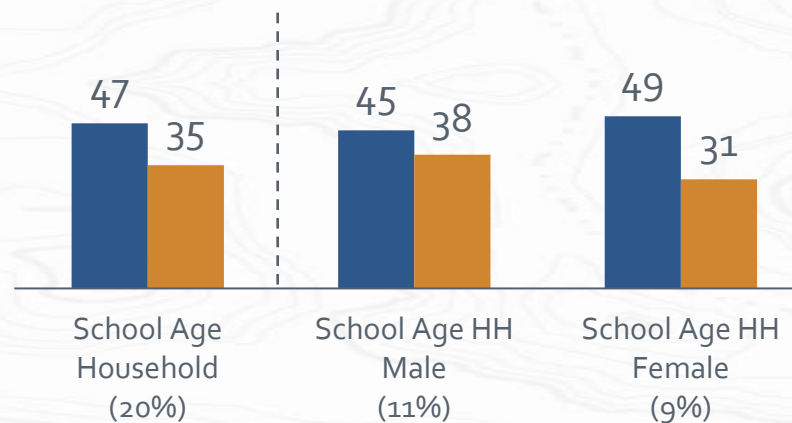
## SURVEY METHODOLOGY

The following survey was conducted by OnMessage Inc. in Wisconsin. Telephone interviews were conducted on February 13-16, 2022. This survey consists of 700 likely voters and was stratified to reflect historical voter trends. The margin of error for this survey is  $\pm 3.70\%$ .

IMAGE TESTS



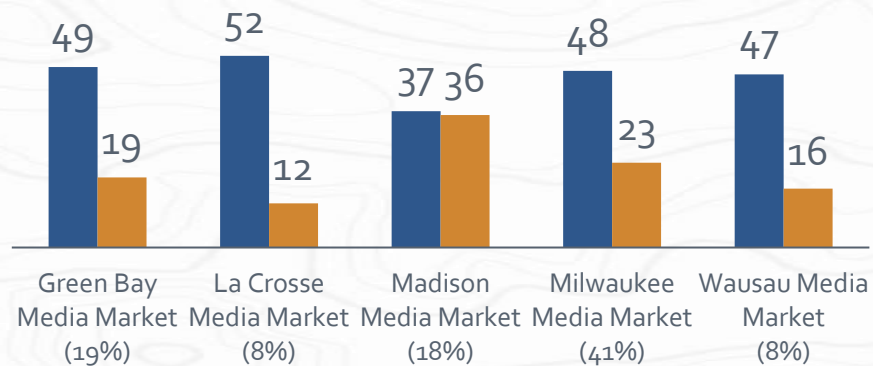
## IMAGE TESTS

Wisconsin's School  
Choice ProgramPublic Schools in Your  
AreaPublic Employee  
Unions

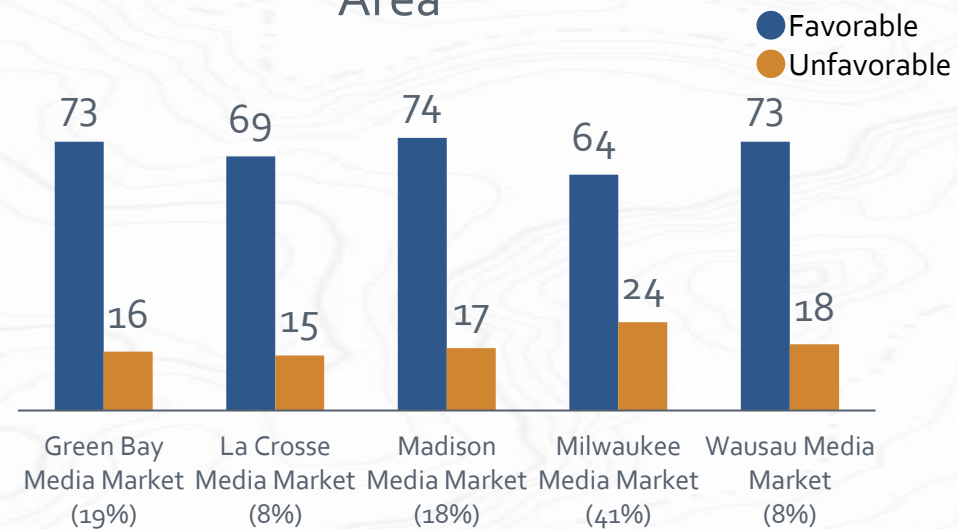


## IMAGE TESTS

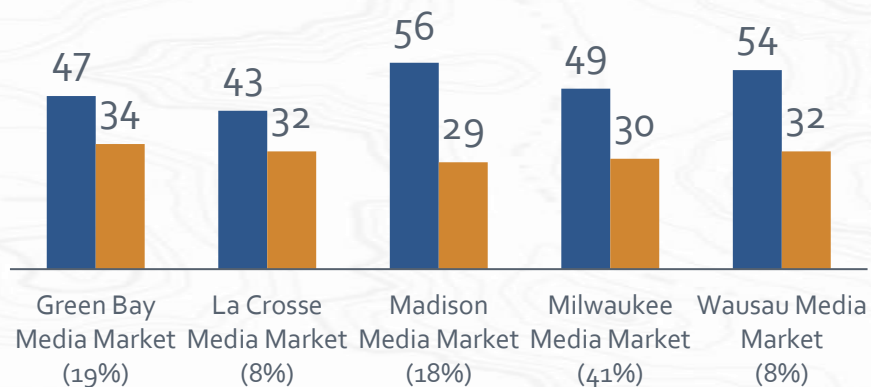
### Wisconsin's School Choice Program



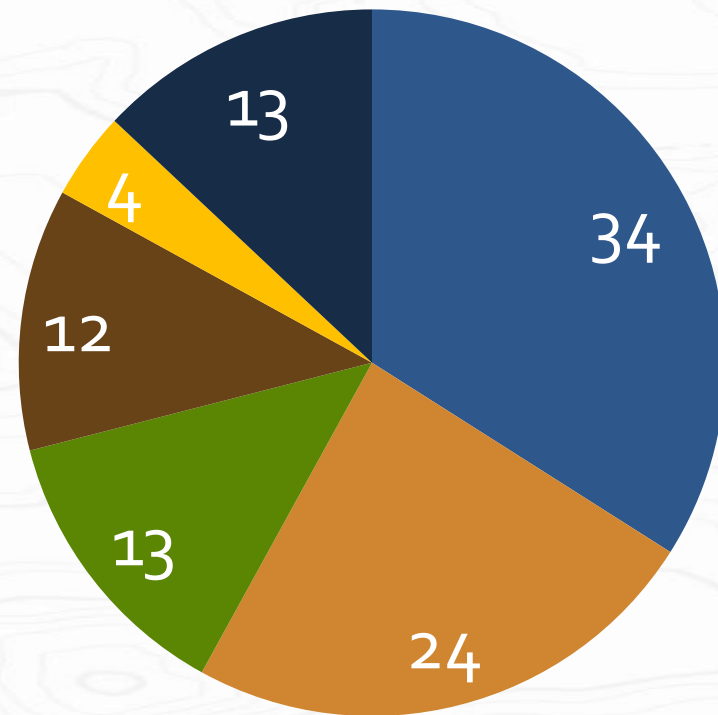
### Public Schools in Your Area



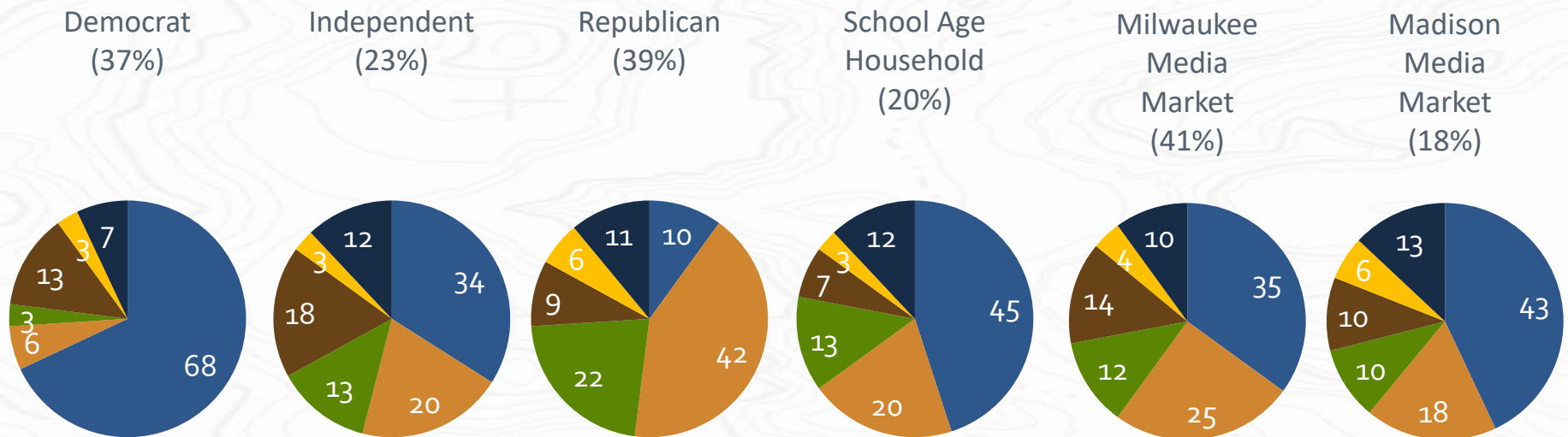
### Public Employee Unions



## MOST IMPORTANT ISSUE FACING SCHOOLS



- Increasing teacher pay and overall funding for our public schools.
- Focusing on teaching the basics and stop focusing on critical race theory.
- Ensuring parents have a greater say and influence over what their children learn in school.
- Focusing on reducing crime in our schools and improving overall student safety.
- Ending COVID-era policies that limit student engagement.
- DK/Refused

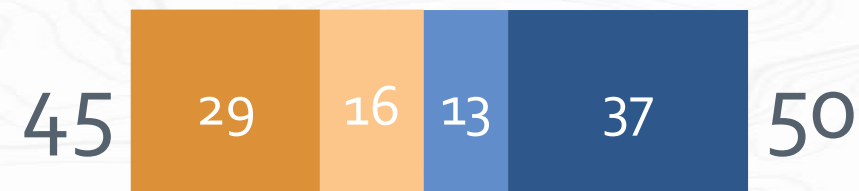


## EDUCATION AGREE/DISAGREE

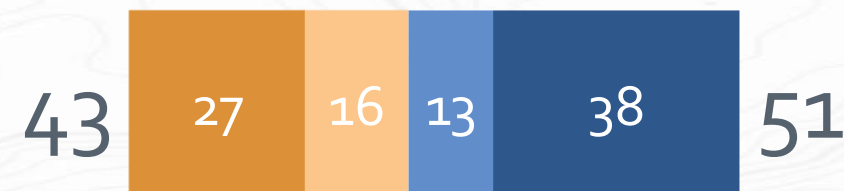
Please tell me if you agree or disagree with the following statements.

Disagree  Agree

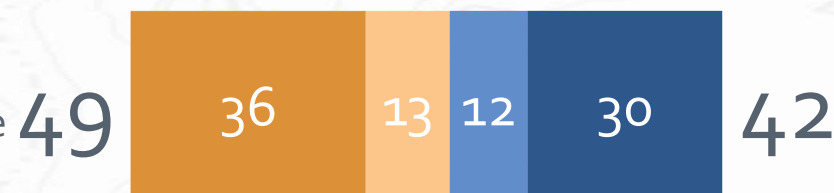
In Wisconsin, the public schools have held on to restrictive COVID policies, like mask mandates, far longer than private schools. It's time to end the COVID restrictions in all schools.



During the COVID pandemic, the teacher's unions demanded lockdowns which led to Wisconsin children falling behind in school.



At times during the COVID pandemic, it seems public school teachers have put their own needs ahead of the needs of their students.



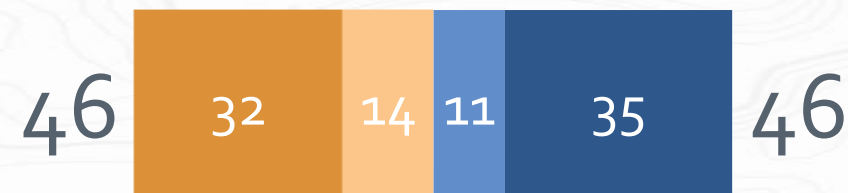
● Strongly Disagree ● Somewhat Disagree ● Somewhat Agree ● Strongly Agree

## EDUCATION AGREE/DISAGREE AMONG INDEPENDENTS

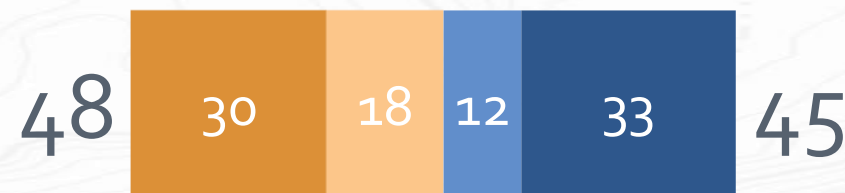
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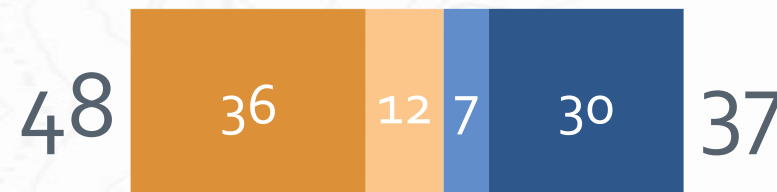
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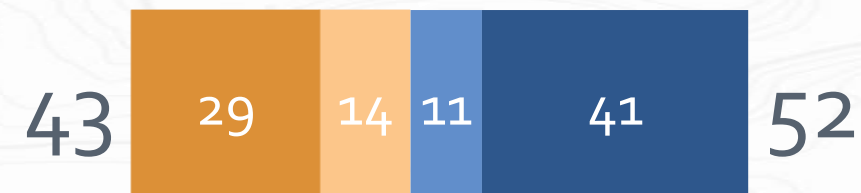


## EDUCATION AGREE/DISAGREE AMONG SCHOOL AGE HOUSEHOLDS

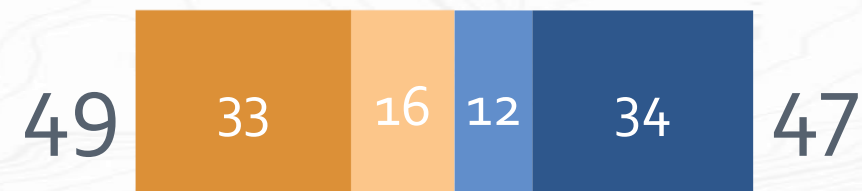
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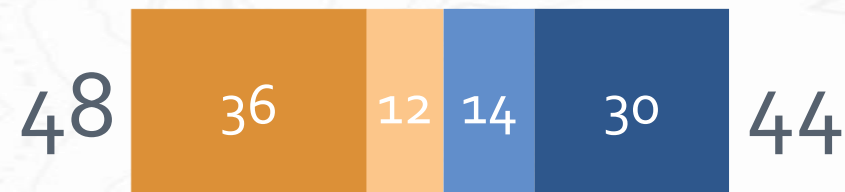
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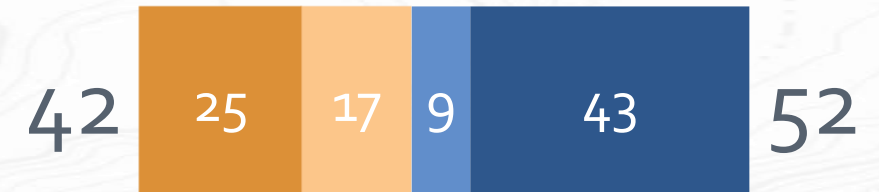
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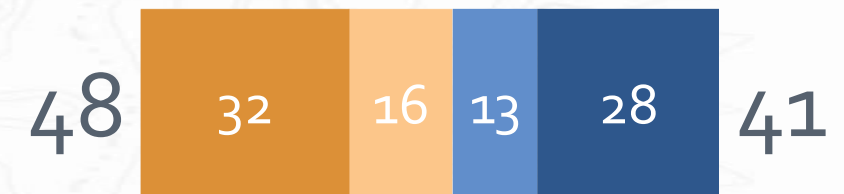
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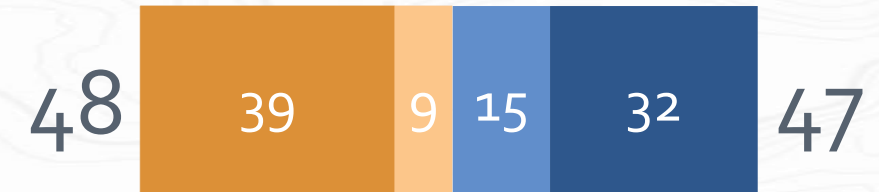


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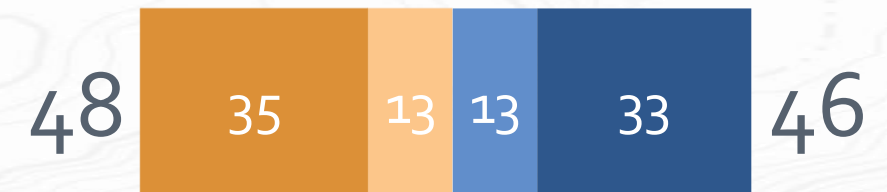
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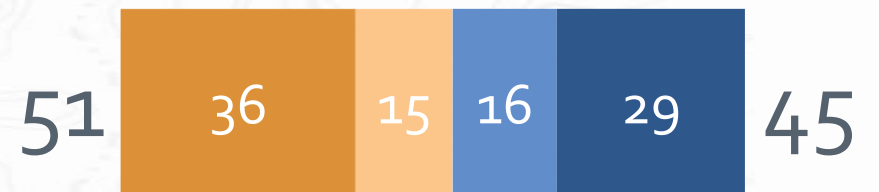
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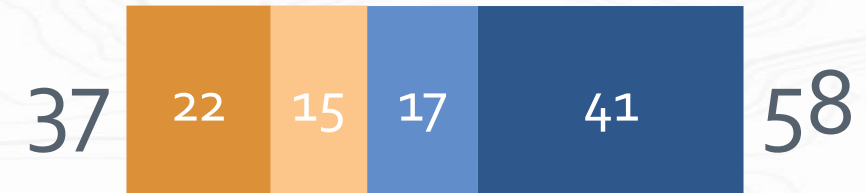
## EDUCATION AGREE/DISAGREE AMONG FEMALE SCHOOL AGE HOUSEHOLDS

## EDUCATION AGREE/DISAGREE AMONG MILWAUKEE MEDIA MARKET

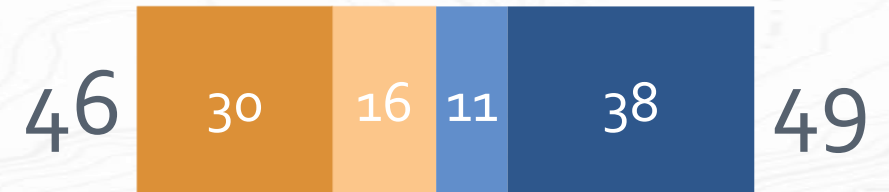
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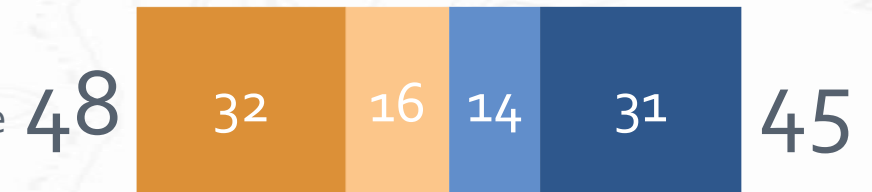
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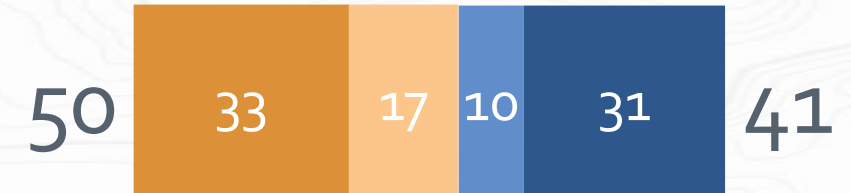


## EDUCATION AGREE/DISAGREE AMONG MADISON MEDIA MARKET

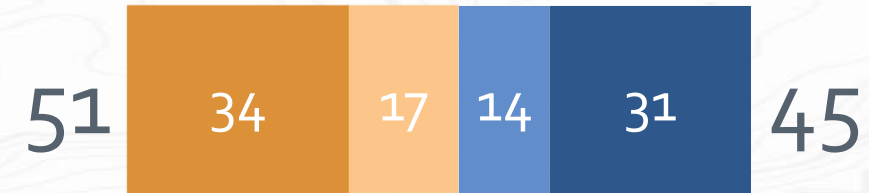
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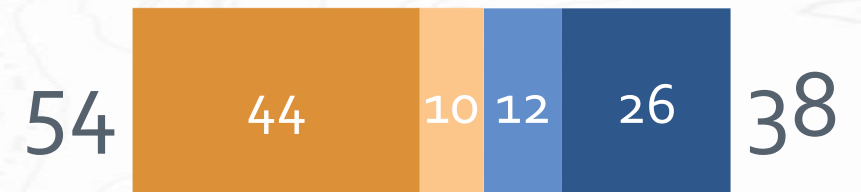
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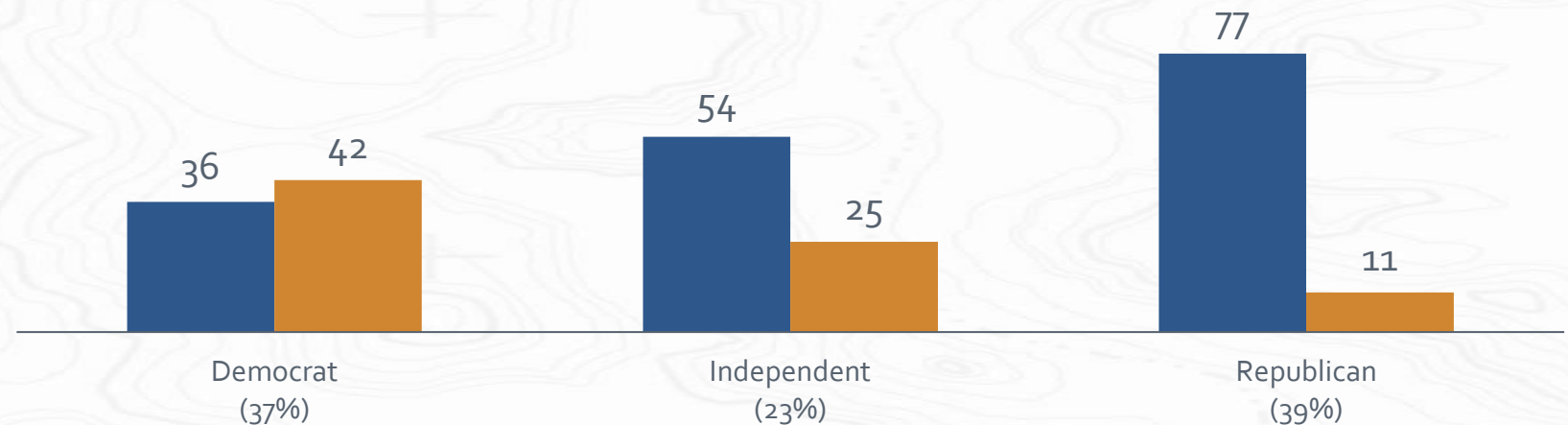
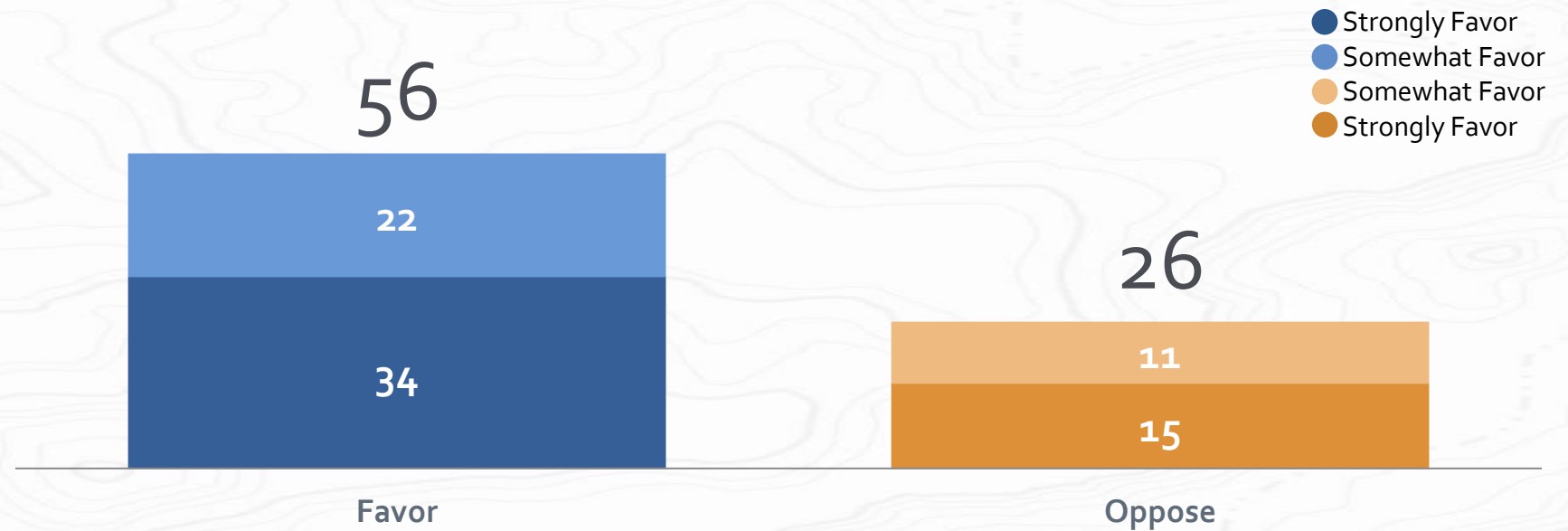
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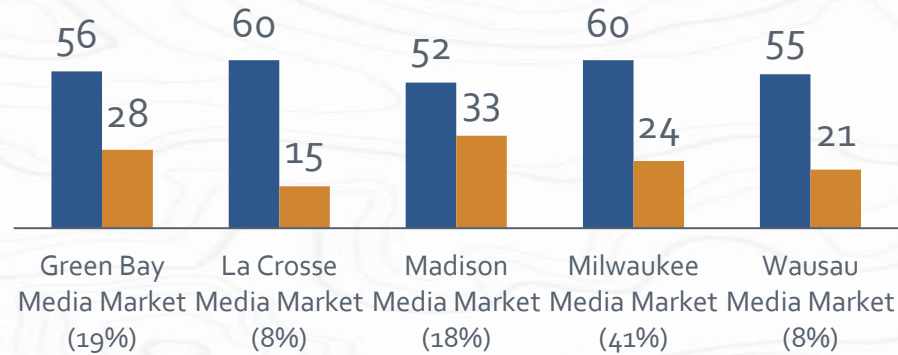
## WI SCHOOL CHOICE

Do you generally favor or oppose Wisconsin's School Choice program?

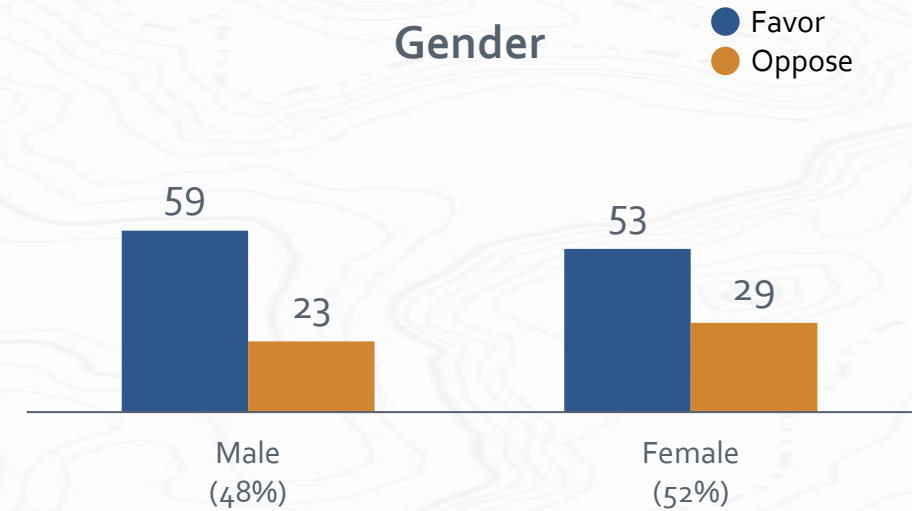


# WI SCHOOL CHOICE

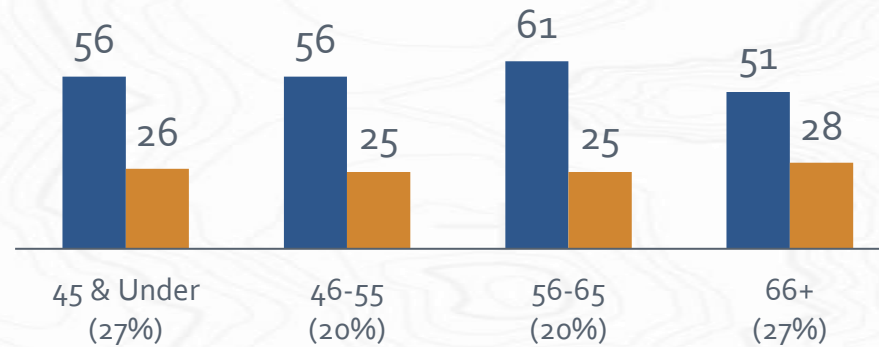
## Media Market



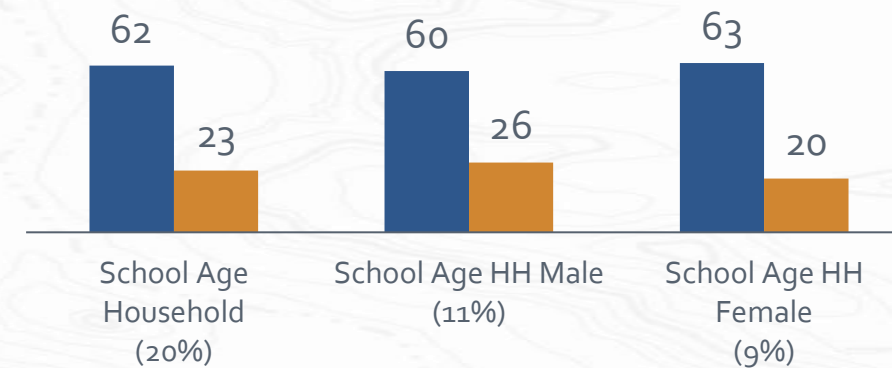
## Gender



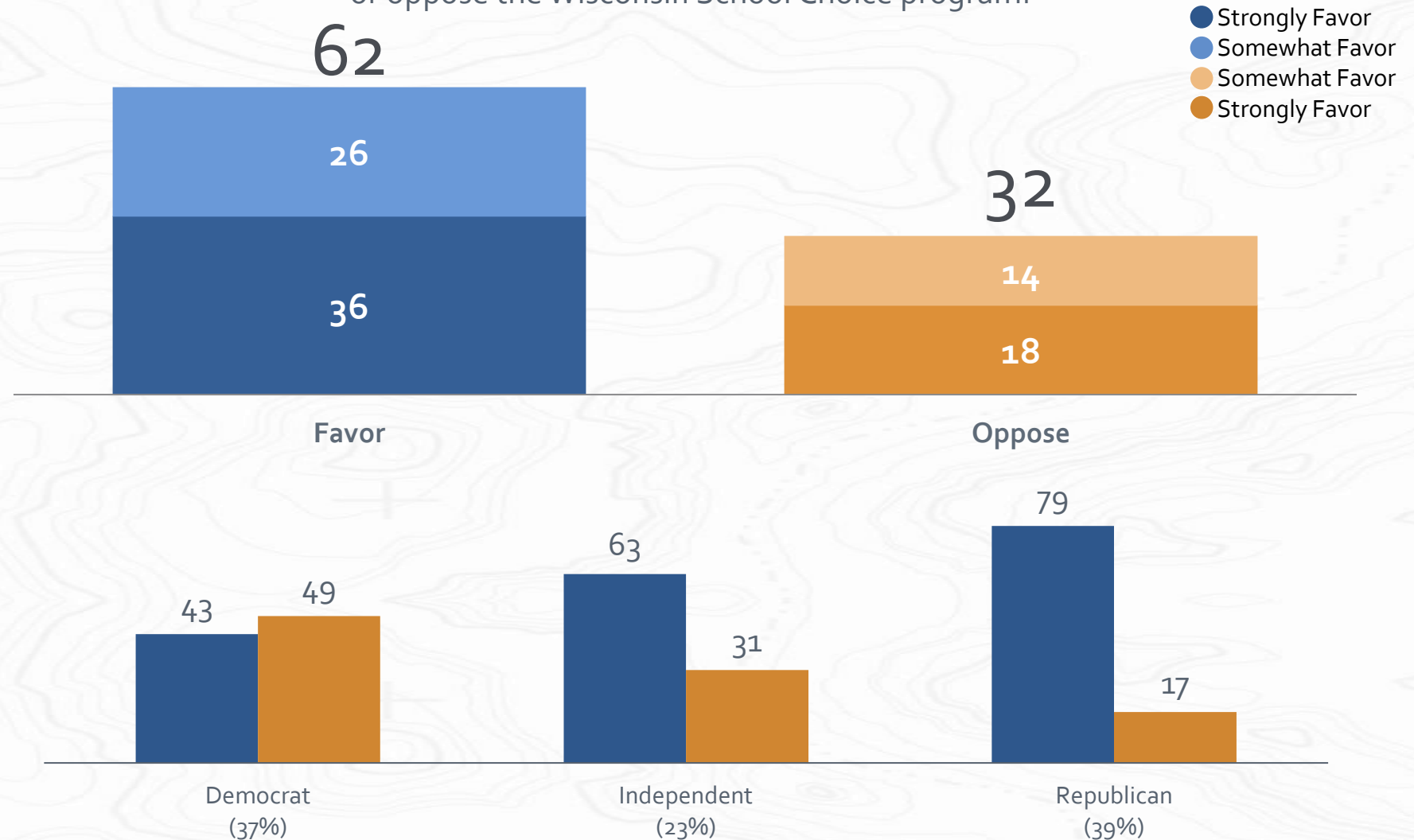
## Age



## School Age Household



Now I'd like to read you a short description of the Wisconsin School Choice program. The program allows lower-income parents to send their child to a private school of their choice. Private schools must meet a strict set of regulations for student safety, standardized testing, public audits and publicly reporting student performance. Knowing this, does it make you favor or oppose the Wisconsin School Choice program?

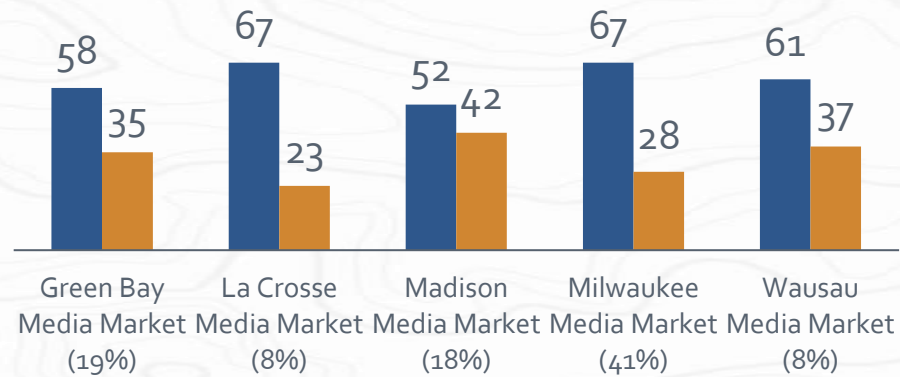


WI SCHOOL  
CHOICE  
INFORMED

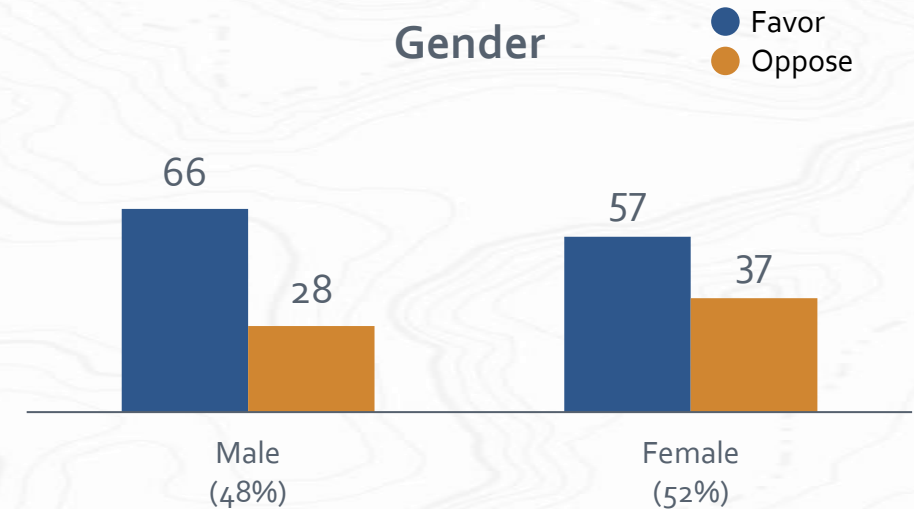


# WI SCHOOL CHOICE INFORMED

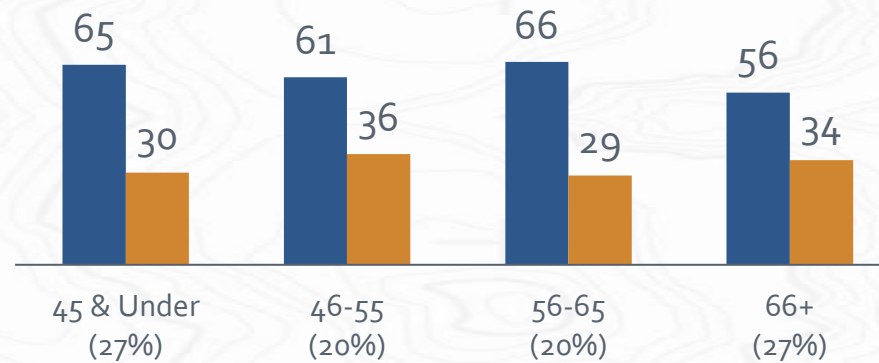
## Media Market



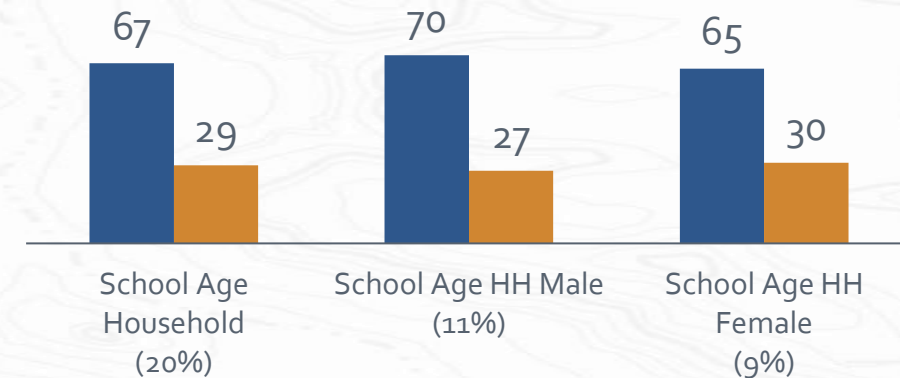
## Gender



## Age



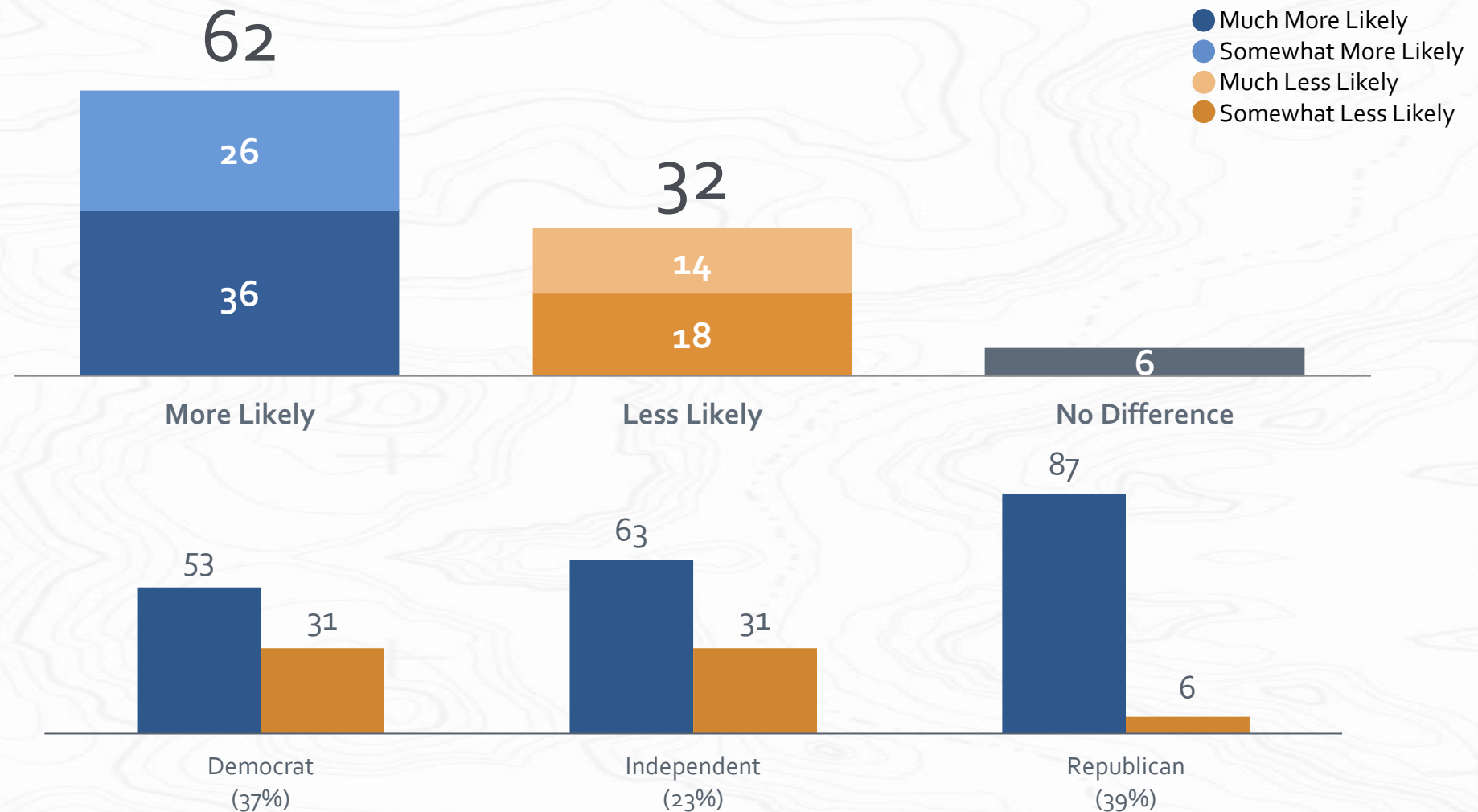
## School Age Household



Now I'm going to read you a few things about the Wisconsin School Choice program. For each one please tell me if it makes you more or less likely to support the program.

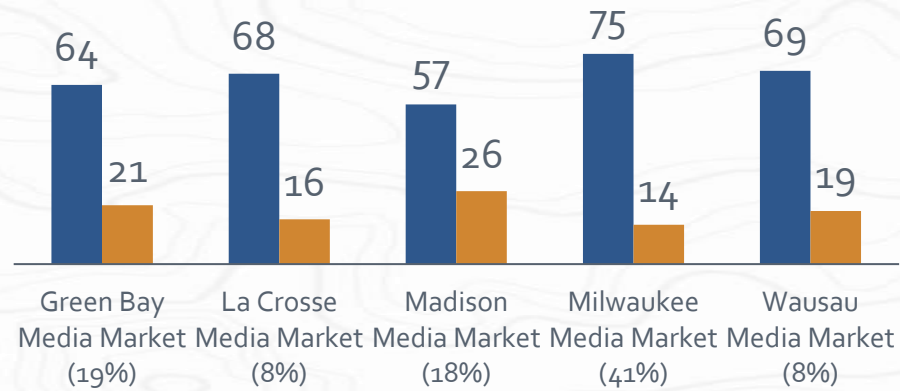
Students in Wisconsin's School Choice program score higher on state tests than traditional public-school students and score higher on the college readiness test, known as the ACT test.

## SCHOOL CHOICE'S HIGHER SCORES MORE/LESS LIKELY

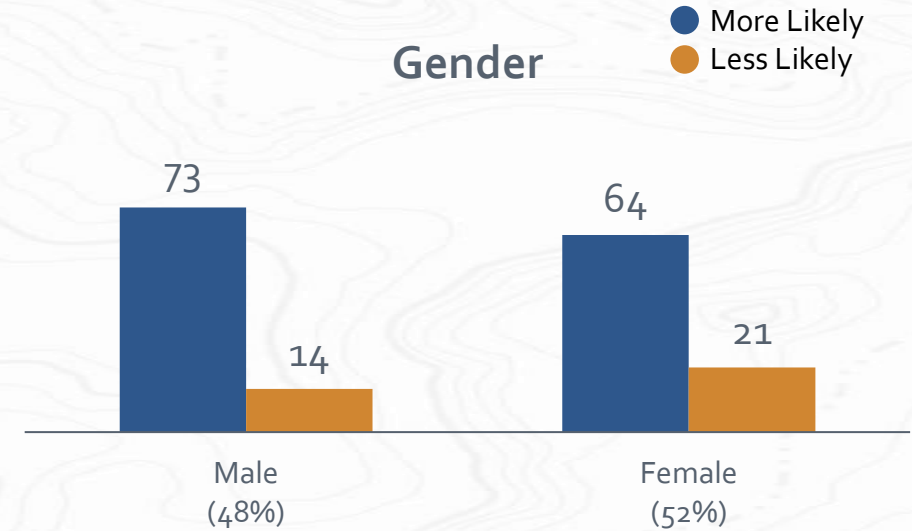


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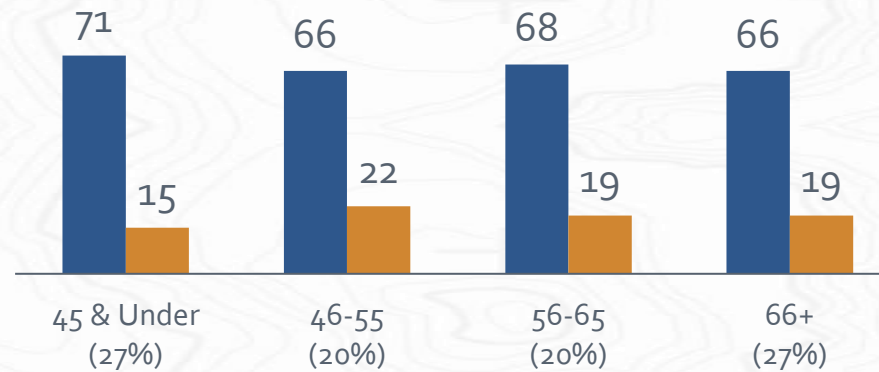
## Media Market



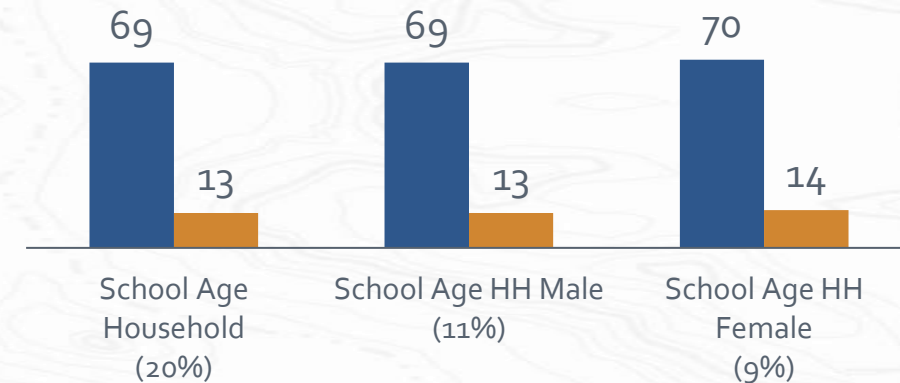
## Gender



## Age



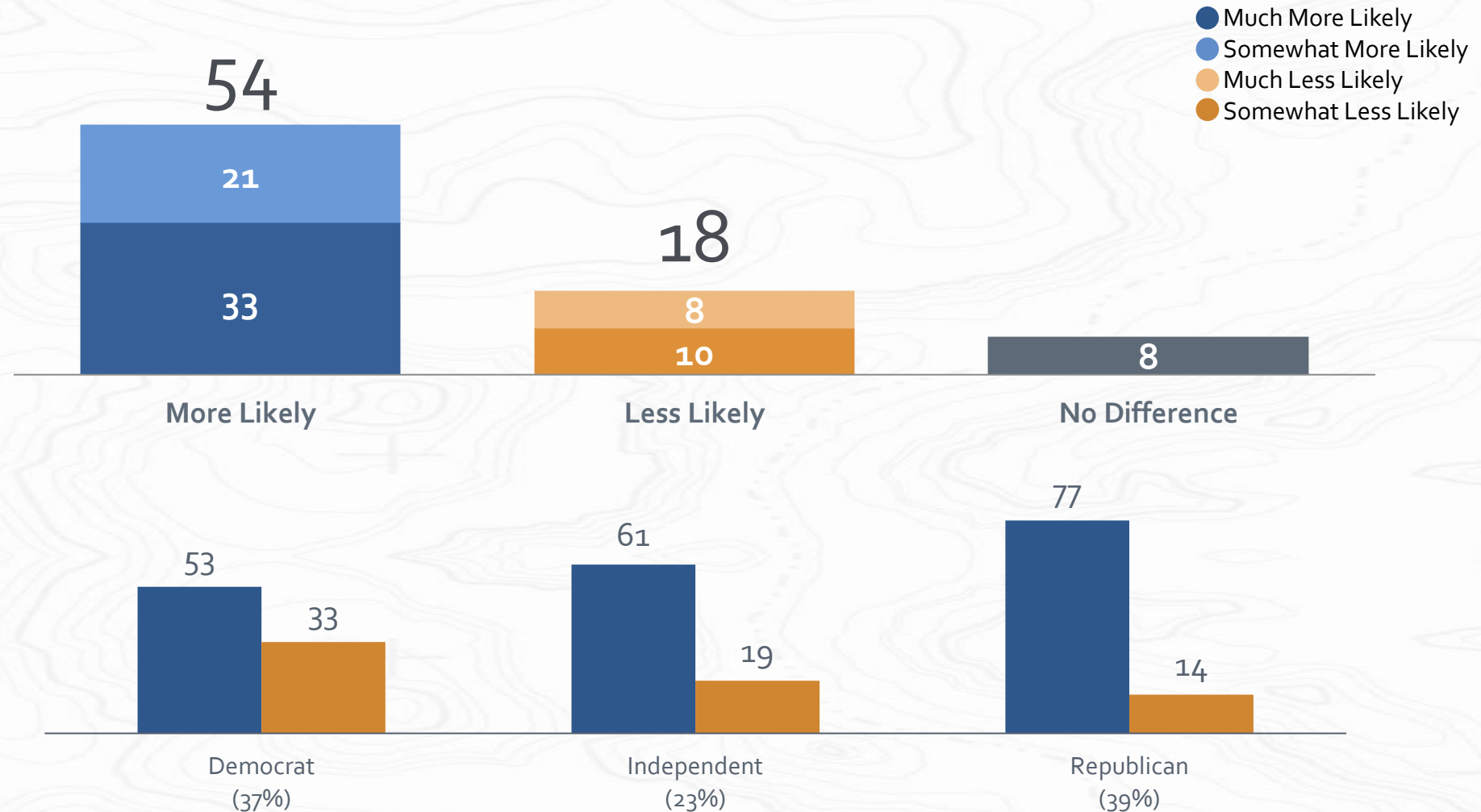
## School Age Household



Now I'm going to read you a few things about the Wisconsin School Choice program. For each one please tell me if it makes you more or less likely to support the program.

Private schools in the program must follow all safety codes, submit annual audits and match data reporting, including the state test, as public schools before they can accept state vouchers.

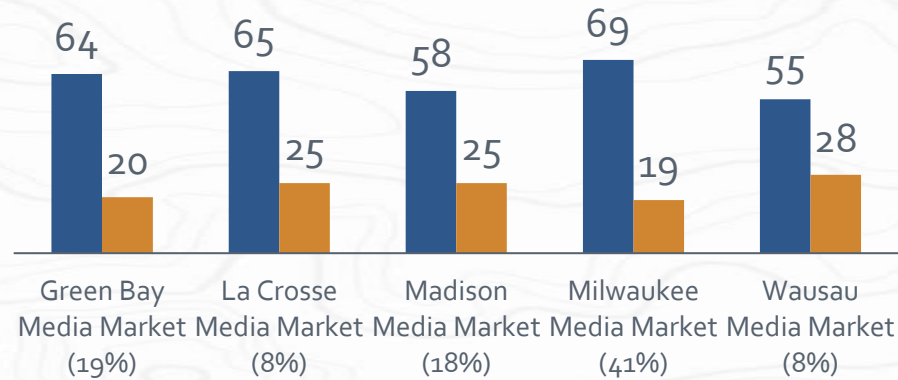
## SCHOOL CHOICE SAFEGUARDS MORE/LESS LIKELY



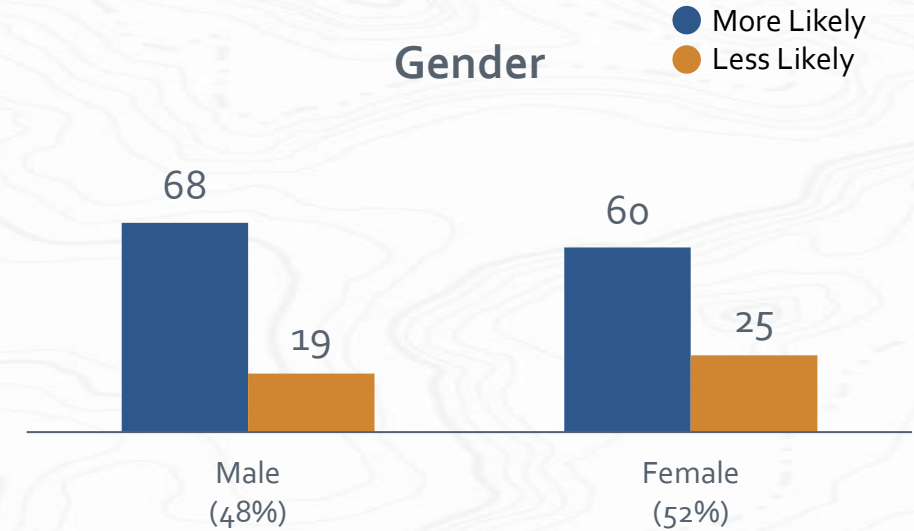


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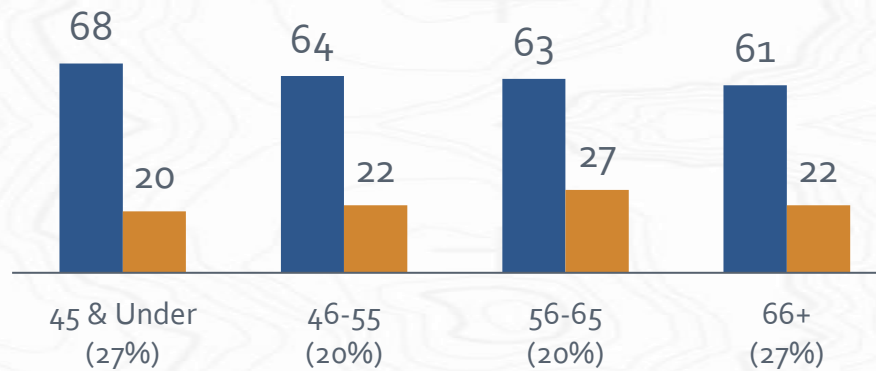
## Media Market



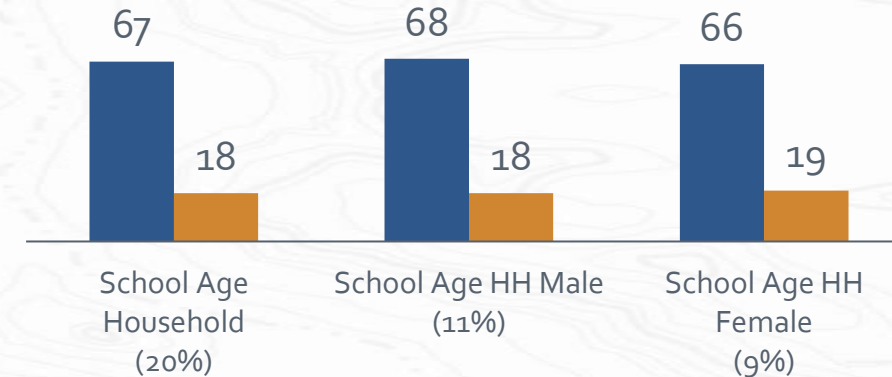
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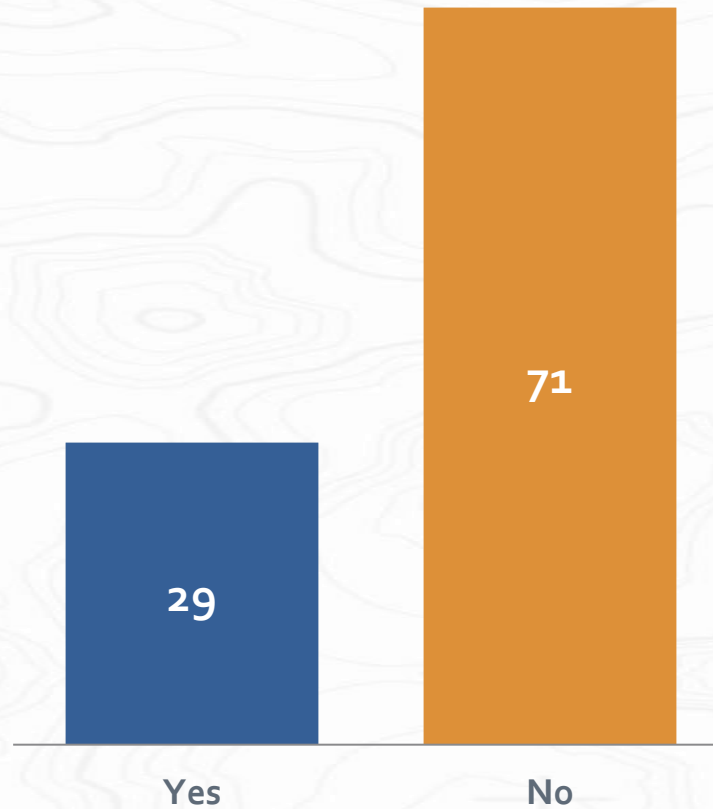


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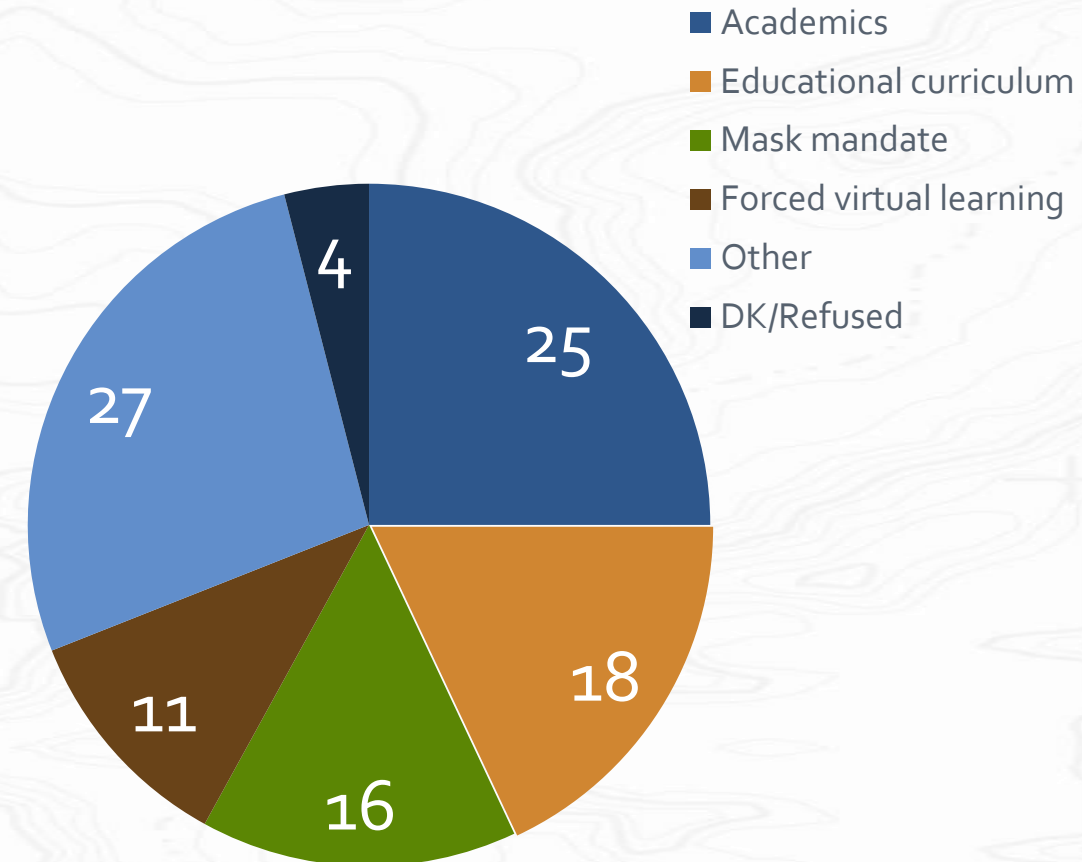
## SCHOOL SWITCH MOTIVATION

Have you or do you know of someone  
who has considered switching schools  
for a student in the past year?



What was the motivating decision to  
switch schools?

*(Among 29% who said yes)*



## SCHOOL CHOICE AGREE/DISAGREE

Please tell me if you agree or disagree with the following statements.

Parents should have the right to engage and have their concerns heard with locally elected school board officials in the school district their children are attending, including regularly scheduled school board meetings.

Disagree  Agree



Parents should have the right to review their children's instructional materials and outlines used by the school they are attending.



Wisconsin parents should have the right to send their children to schools that are best for them rather than being forced to attend schools based solely on where they live.



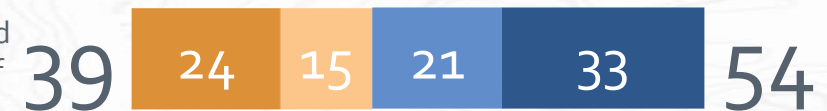
Currently only low-income families are eligible for school choice vouchers in the statewide program. Income restrictions need to be dropped so that every Wisconsin family has the ability to send their children to a school that's best for them.



Parents should have the right to have their children opt-out of a class or instruction for reasons based on either religion or personal conviction.



Charter and choice schools have better academic results compared to public schools yet receive less than two-thirds of the amount of public funding traditional public schools receive. It is time to fully fund charter and choice schools.



● Strongly Disagree ● Somewhat Disagree ● Somewhat Agree ● Strongly Agree

## SCHOOL CHOICE AGREE/DISAGREE AMONG INDEPENDENTS

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Disagree  Agree

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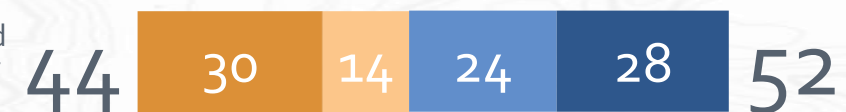
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## SCHOOL CHOICE AGREE/DISAGREE AMONG SCHOOL AGE HOUSEHOLDS

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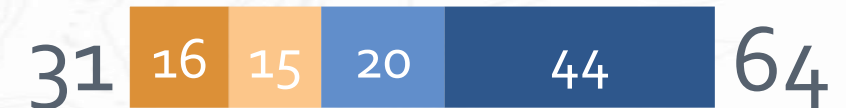
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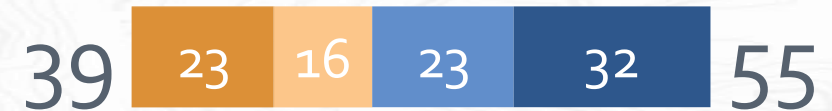
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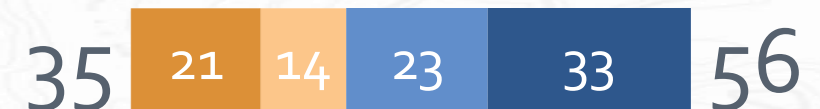
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**SCHOOL CHOICE  
AGREE/DISAGREE  
AMONG MALE SCHOOL  
AGE HOUSEHOLDS**

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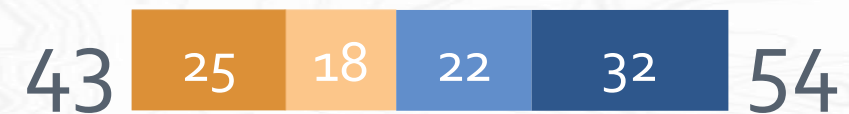
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## SCHOOL CHOICE AGREE/DISAGREE

AMONG FEMALE SCHOOL  
AGE HOUSEHOLDS

## SCHOOL CHOICE AGREE/DISAGREE AMONG MILWAUKEE MEDIA MARKET

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Disagree  Agree

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Parents should have the right to review their children's instructional materials and outlines used by the school they are attending.



Wisconsin parents should have the right to send their children to schools that are best for them rather than being forced to attend schools based solely on where they live.



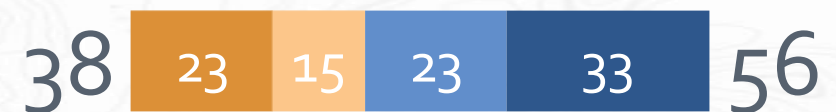
Currently only low-income families are eligible for school choice vouchers in the statewide program. Income restrictions need to be dropped so that every Wisconsin family has the ability to send their children to a school that's best for them.



Parents should have the right to have their children opt-out of a class or instruction for reasons based on either religion or personal conviction.



Charter and choice schools have better academic results compared to public schools yet receive less than two-thirds of the amount of public funding traditional public schools receive. It is time to fully fund charter and choice schools.



● Strongly Disagree ● Somewhat Disagree ● Somewhat Agree ● Strongly Agree

## SCHOOL CHOICE AGREE/DISAGREE AMONG MADISON MEDIA MARKET

Please tell me if you agree or disagree with the following statements.

Disagree  Agree

Parents should have the right to engage and have their concerns heard with locally elected school board officials in the school district their children are attending, including regularly scheduled school board meetings.



Parents should have the right to review their children's instructional materials and outlines used by the school they are attending.



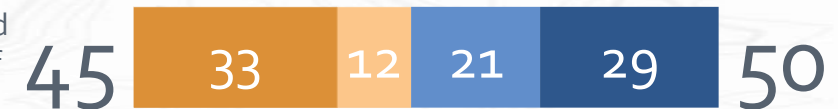
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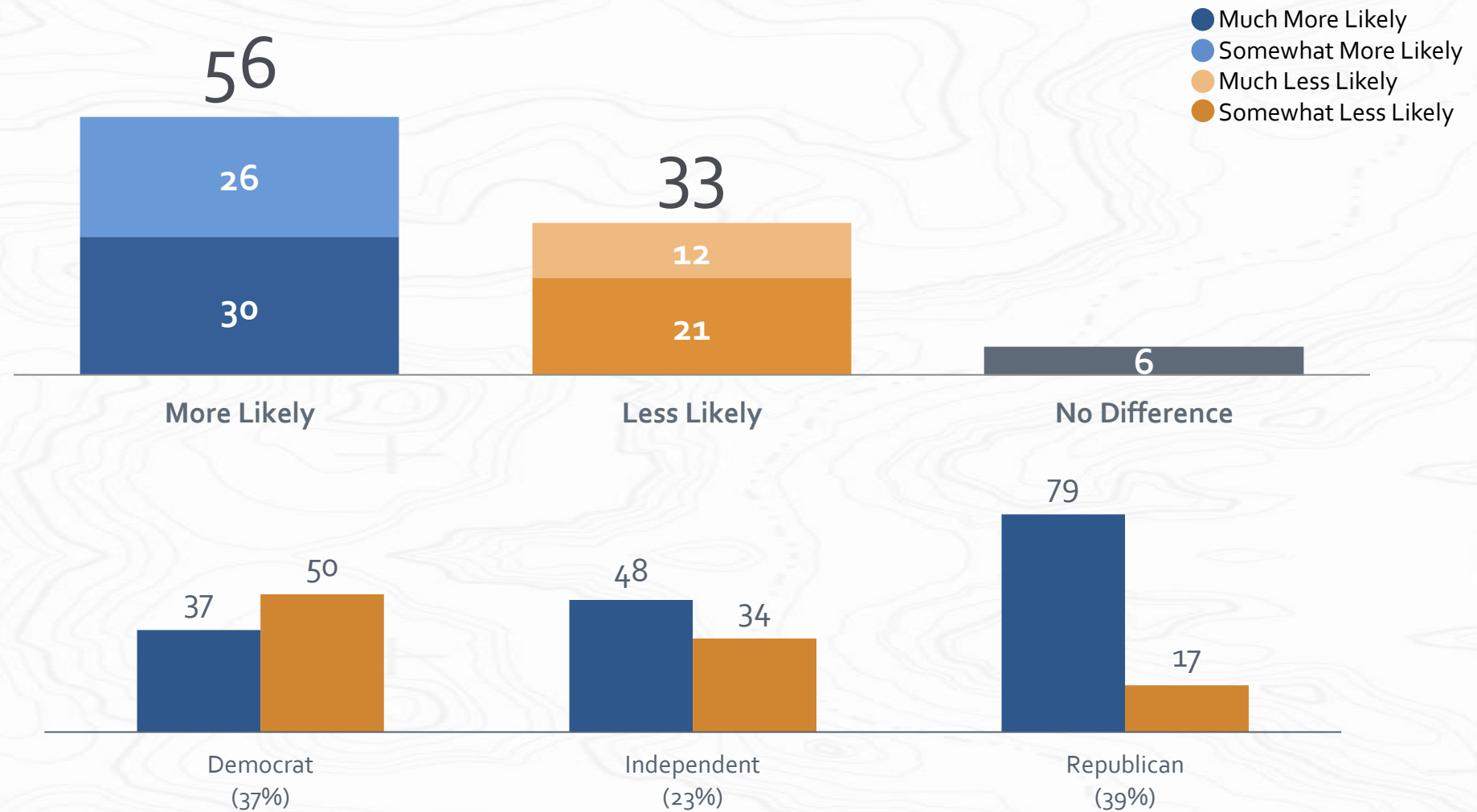
Currently only low-income families are eligible for school choice vouchers in the statewide program. Income restrictions need to be dropped so that every Wisconsin family has the ability to send their children to a school that's best for them.



● Strongly Disagree ● Somewhat Disagree ● Somewhat Agree ● Strongly Agree



Would you be more or less likely to vote for a state legislator that votes to open up Wisconsin's School Choice program for every family in the state?

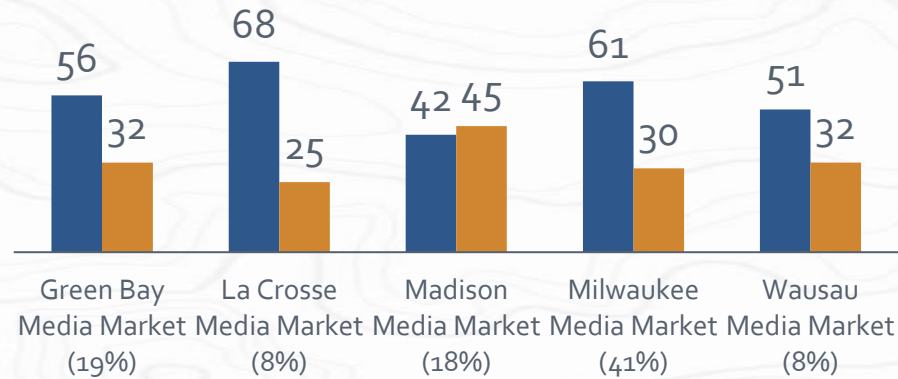


LEGISLATOR  
SUPPORT  
MORE/LESS LIKELY

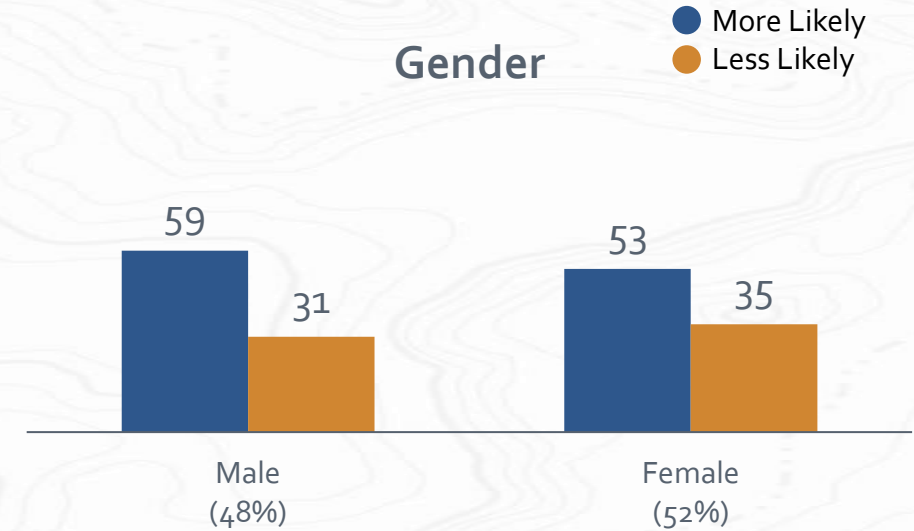


# LEGISLATOR SUPPORT MORE/LESS LIKELY

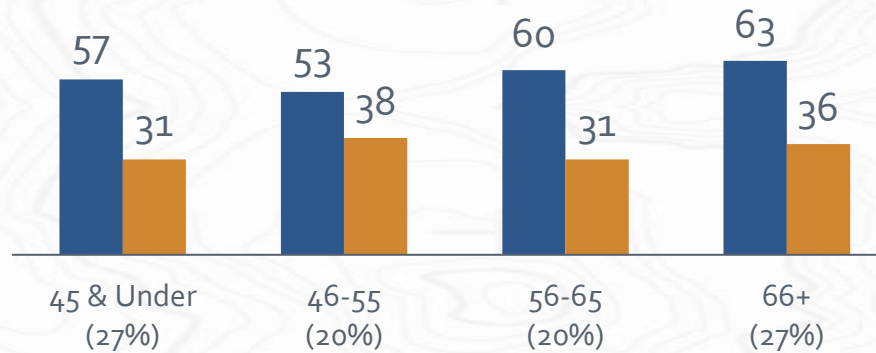
## Media Market



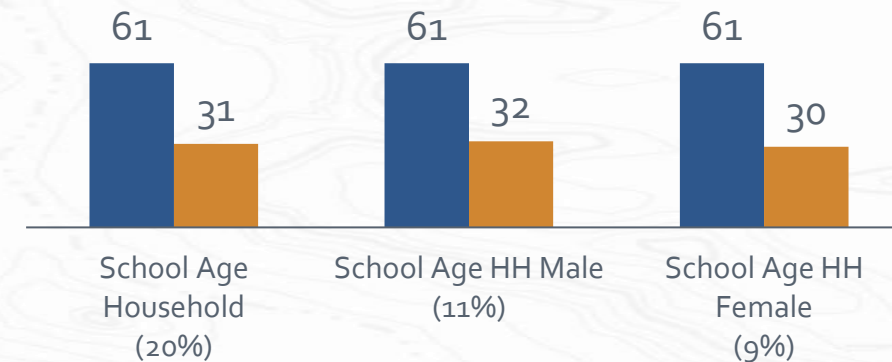
## Gender



## Age

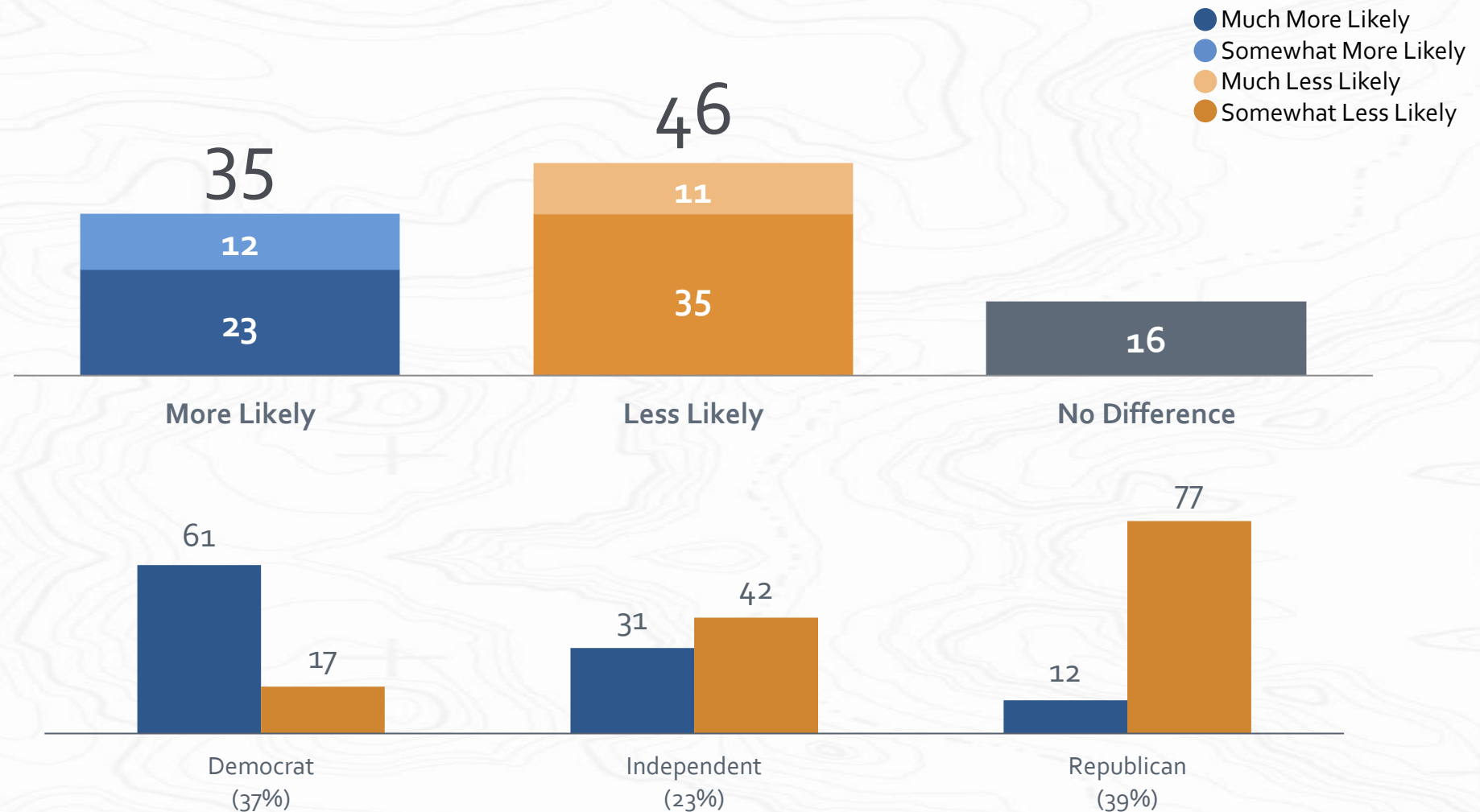


## School Age Household



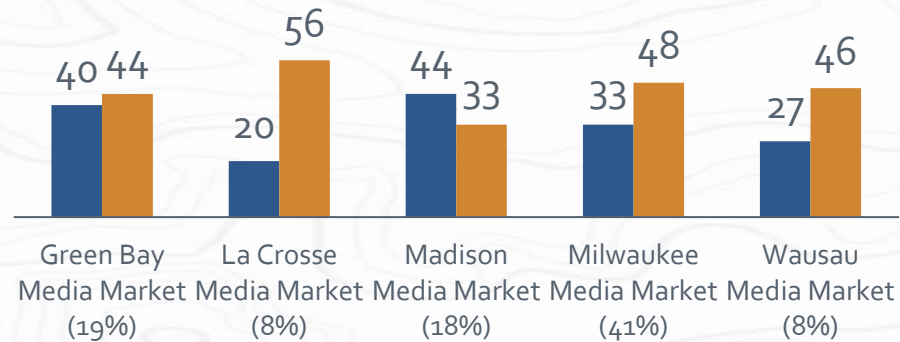
As you may know, Governor Evers strongly opposes opening up Wisconsin's School Choice program to every family in the state. Does this make you more or less likely to vote for Evers for re-election this fall?

## EVERS' OPPOSITION MORE/LESS LIKELY



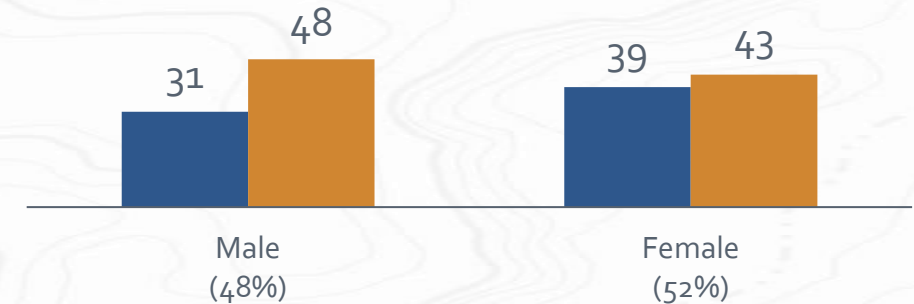
# EVERS' OPPOSITION MORE/LESS LIKELY

## Media Market

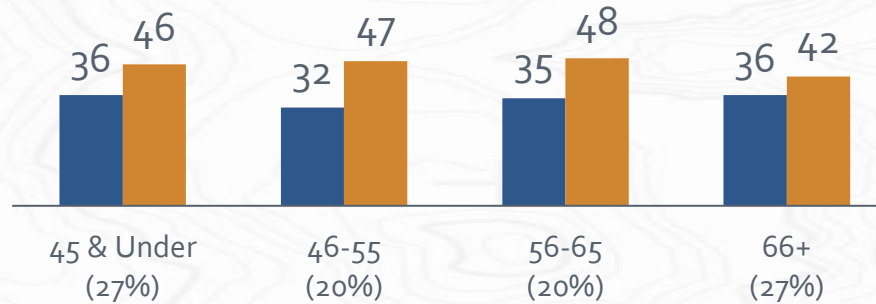


## Gender

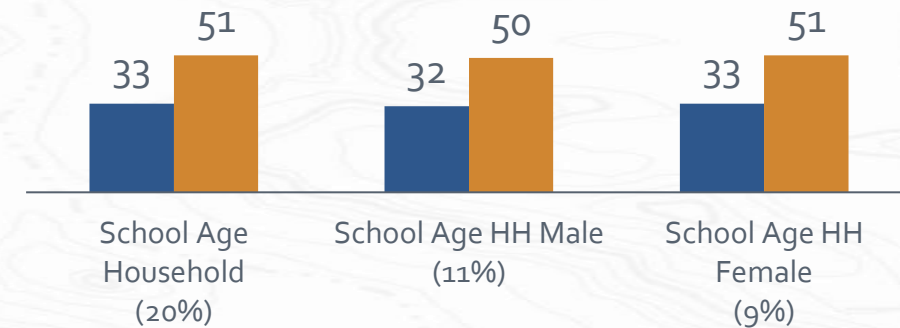
More Likely  
Less Likely



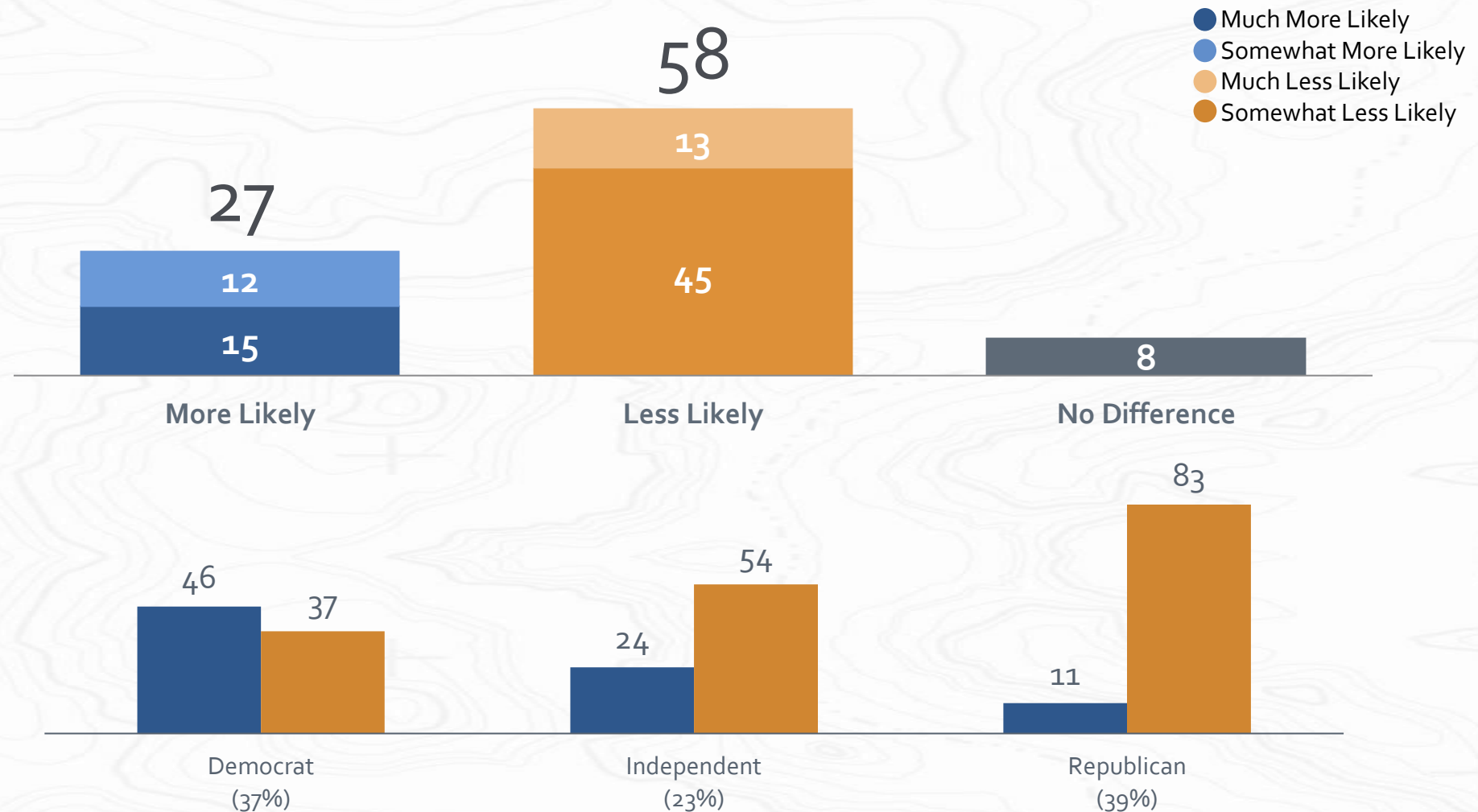
## Age



## School Age Household



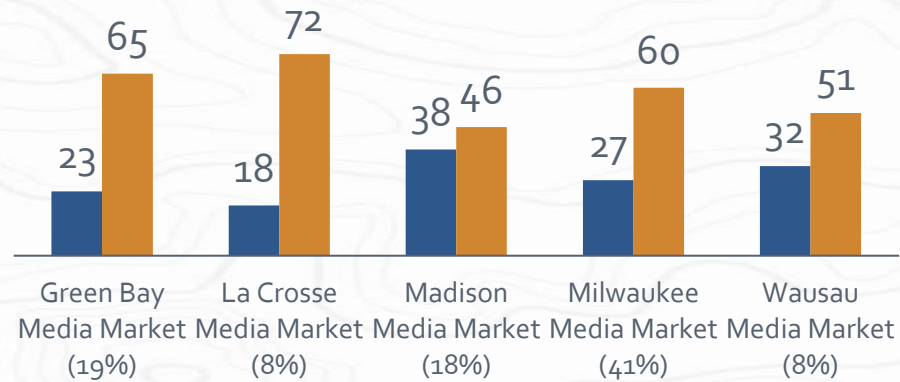
Would you be more or less likely to vote for a state legislator who is a high-ranking Democratic Party official, if you knew they said quote "if parents want to have a say in their child's education, they should home school or pay for private school tuition out of their family budget" end quote?



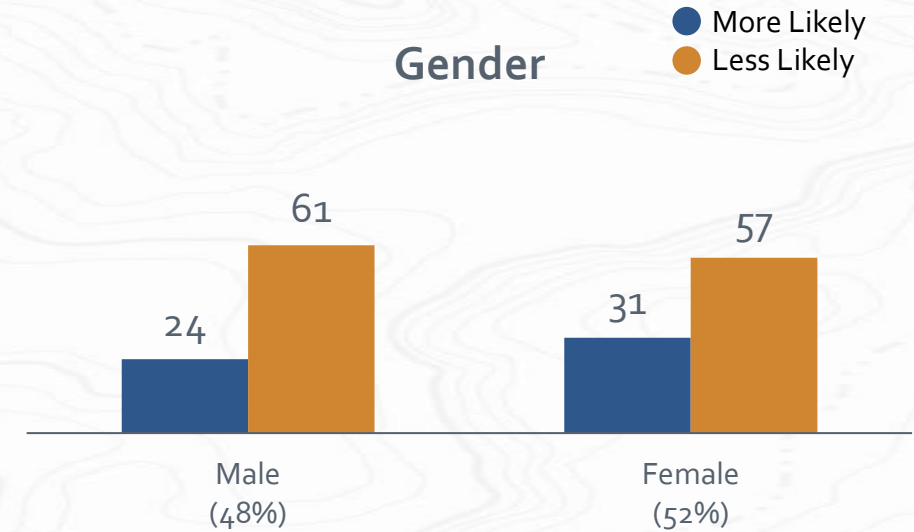
SNODGRASS  
TWEET  
MORE/LESS LIKELY

# SNODGRASS TWEET MORE/LESS LIKELY

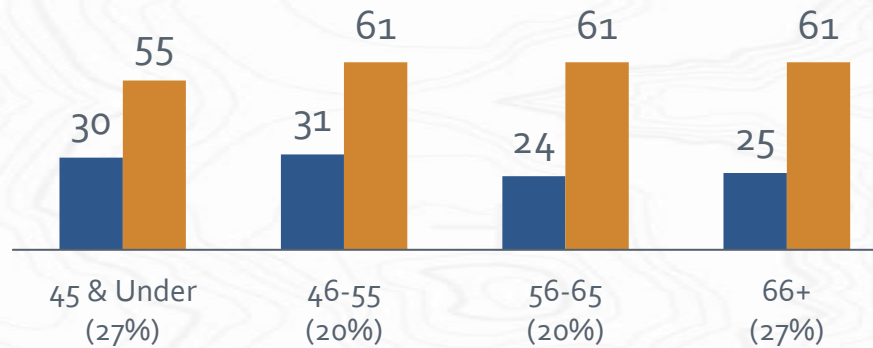
## Media Market



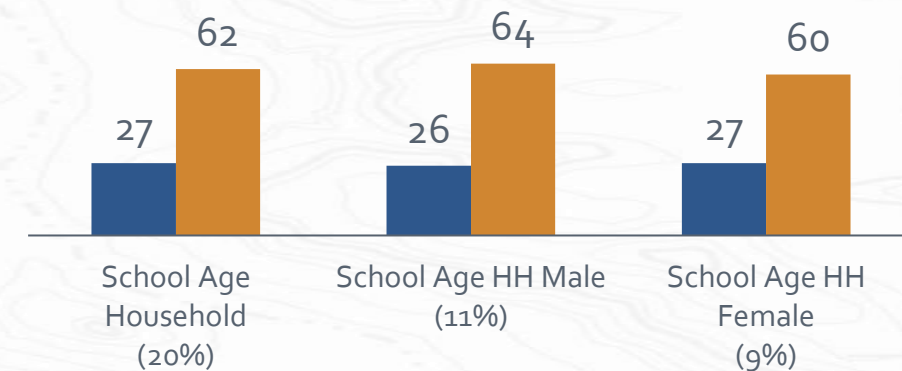
## Gender



## Age



## School Age Household







# WI STATEWIDE SURVEY

February 13-16, 2022