



WISCONSIN STATEWIDE SURVEY

August 22-24, 2022

 **ONMESSAGE INC.**
MEDIA • SURVEYS • DIGITAL

METHODOLOGY

The following survey was conducted by OnMessage Inc. in Wisconsin. Telephone interviews were conducted on August 22-24, 2022.

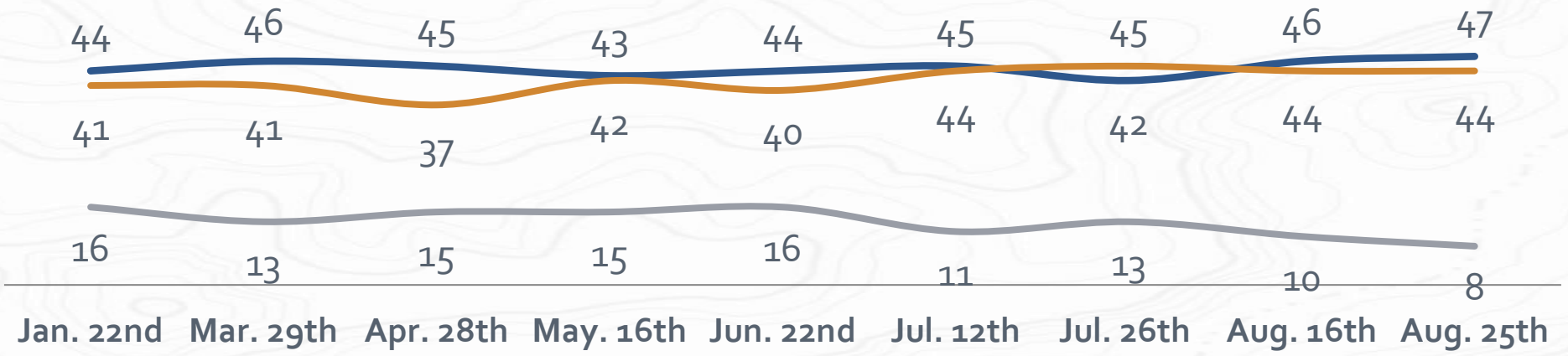
This survey consists of 600 likely voters and was stratified to reflect historical turnout. The margin of error for this survey is +/- 4.00%.



Political Environment

If the 2022 election for Congress were held today, for whom would you vote, the Republican candidate or the Democrat candidate?

- Republican
- Democrat
- Undecided



GENERIC BALLOT

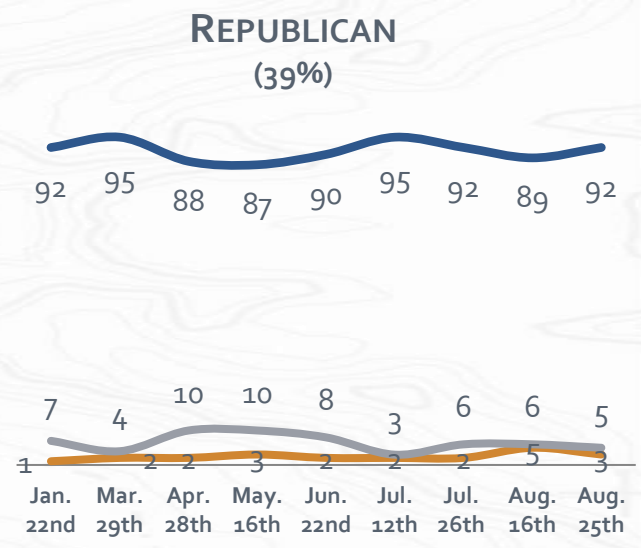
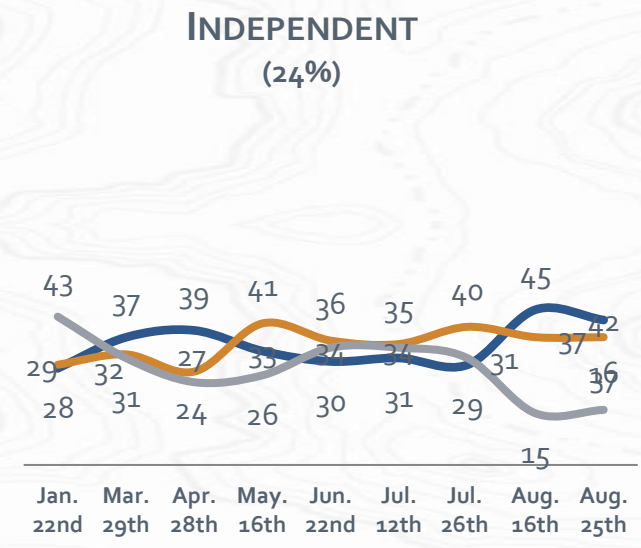
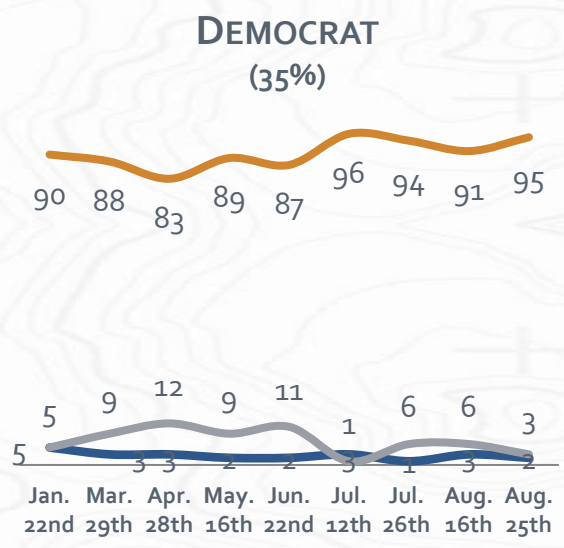
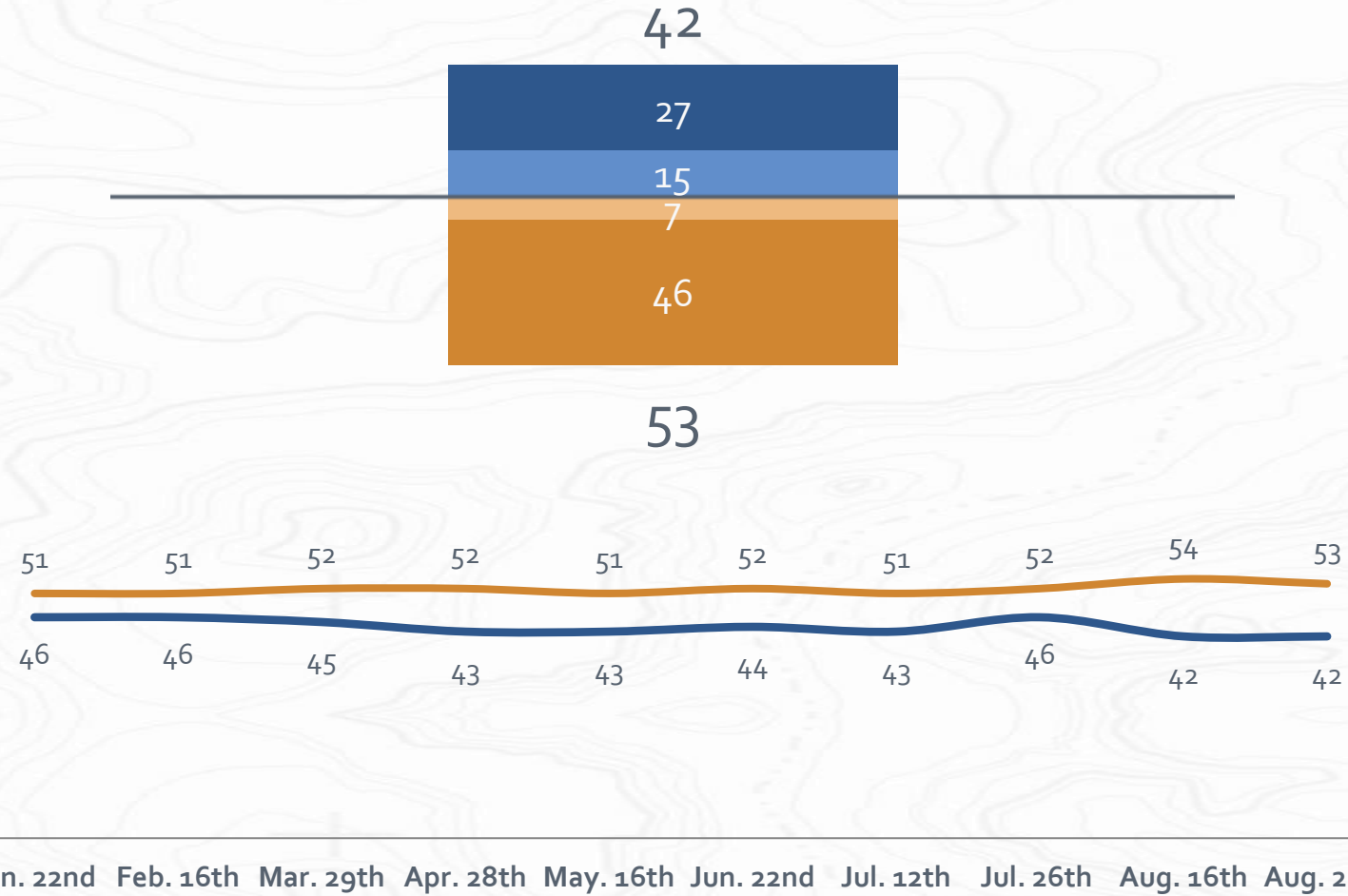


IMAGE TEST

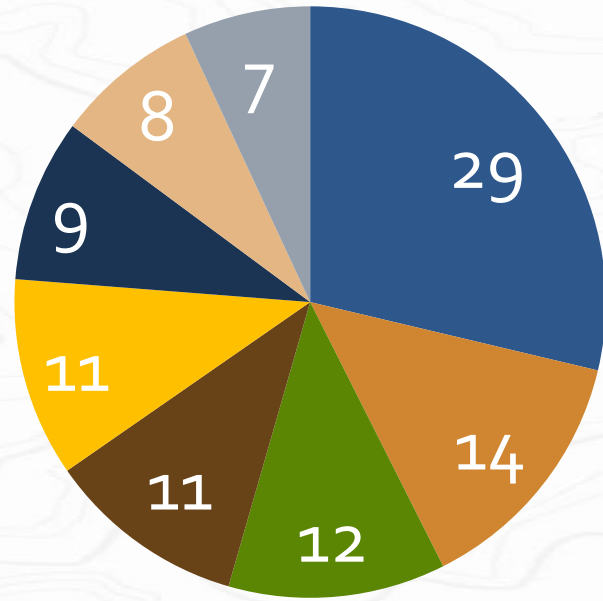
- Very Fav
- Somewhat Fav
- Somewhat Unfav
- Very Unfav

Joe Biden

Net: -11

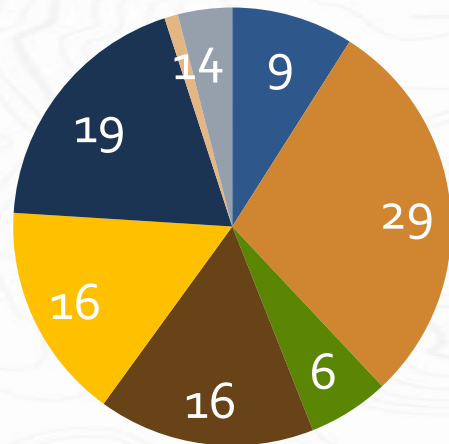


MOST IMPORTANT ISSUE FOR CHOICE IN GOVERNOR

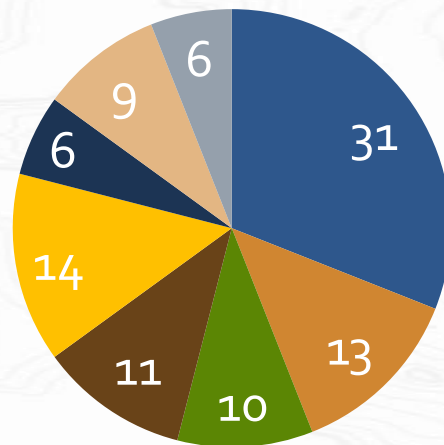


- Strengthening our economy and reducing inflation
- Protecting abortion rights
- Stopping the surge in violent crime
- Reforming and improving education
- Making healthcare more affordable
- Passing gun control laws
- Reducing taxes
- DK/Refused

Democrat (35%)



Independent (24%)



Republican (39%)

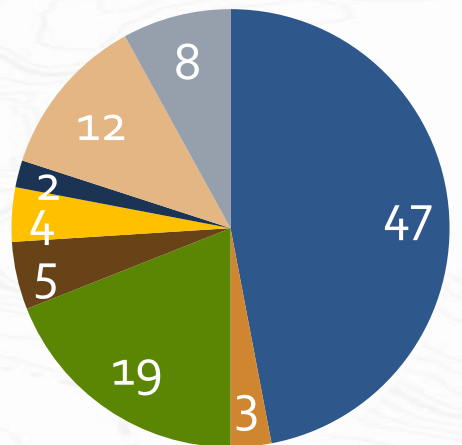
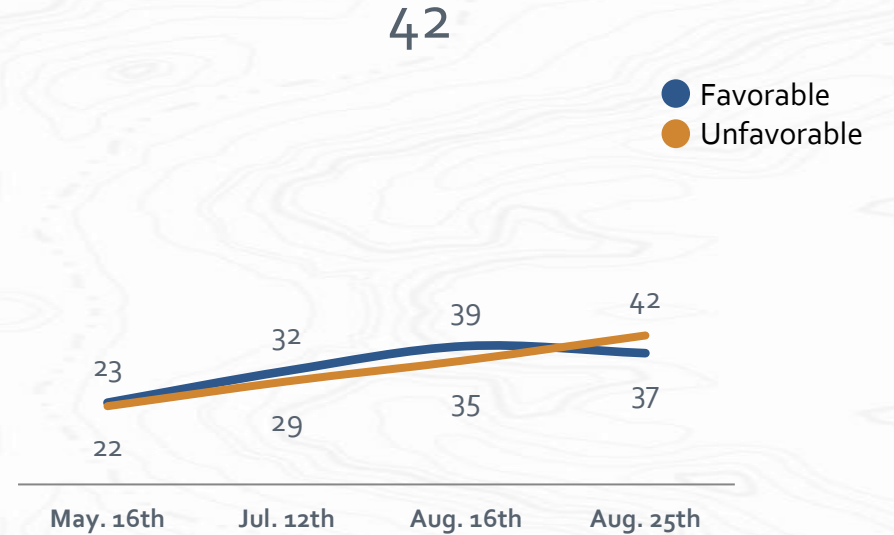
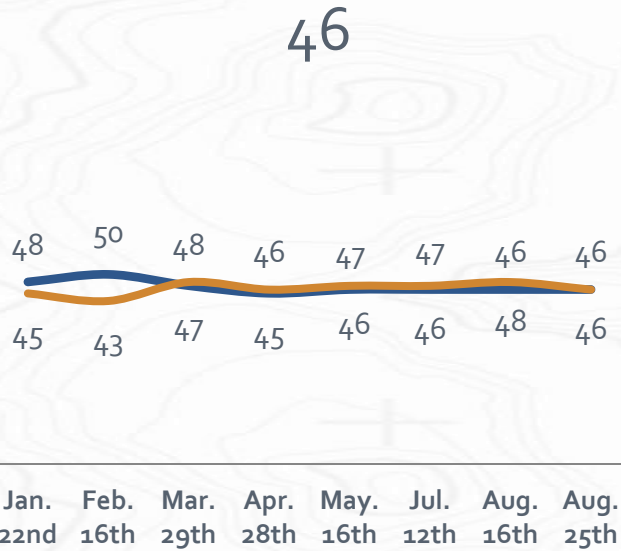


IMAGE TEST

Very Fav Somewhat Fav Somewhat Unfav Very Unfav

Tony Evers
Net: Even

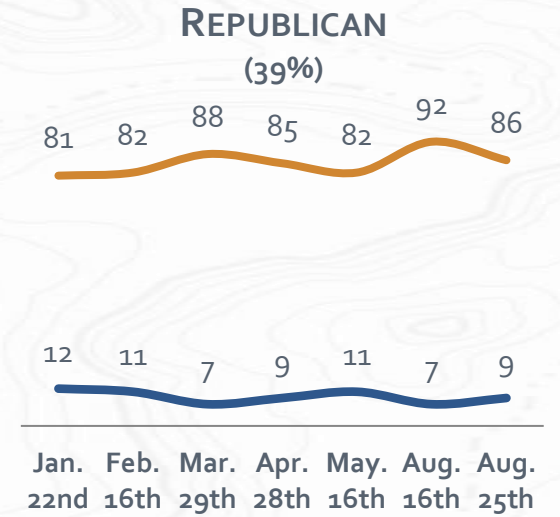
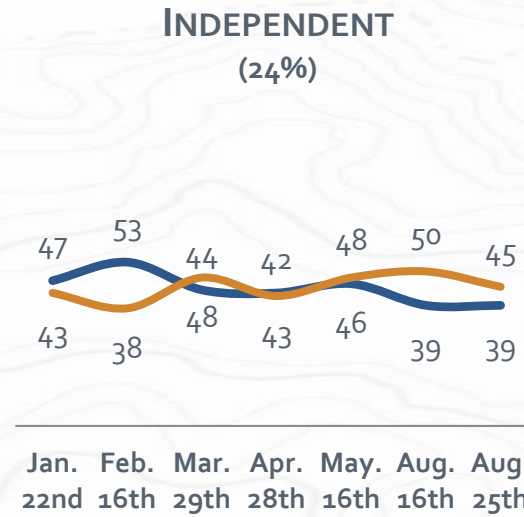
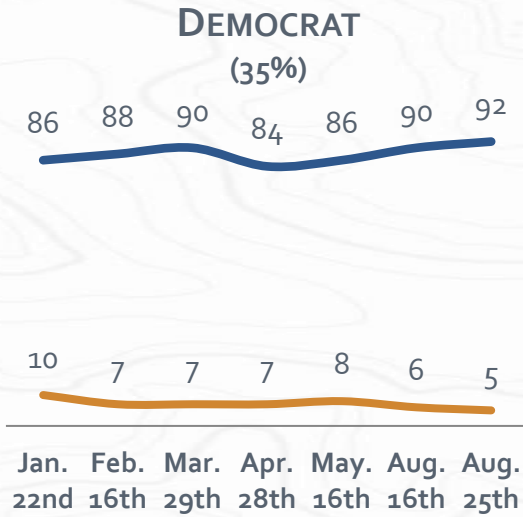
Tim Michels
Net: -5



Favorable Unfavorable

IMAGE TEST PARTY

Tony Evers



Tim Michels

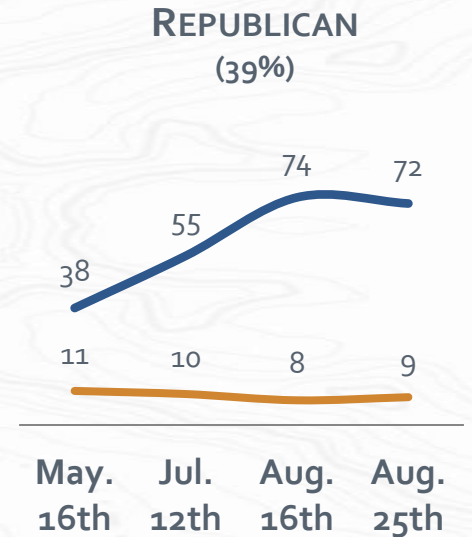
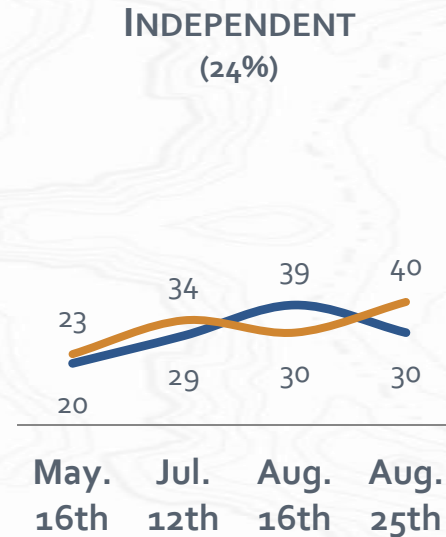
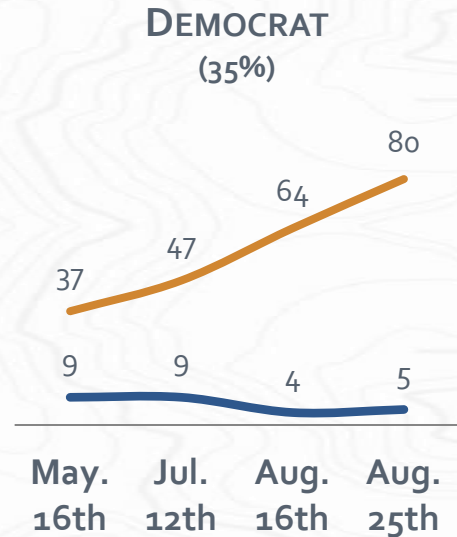
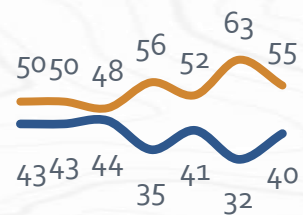


IMAGE TEST MARKET

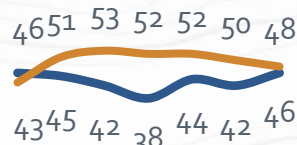
Tony Evers

GB M.M.
(19%)



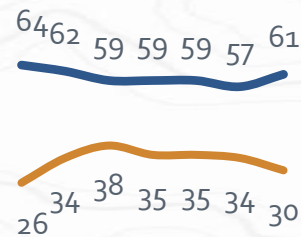
Jan. 22nd Feb. 16th Mar. 29th Apr. 28th May 16th Jun 16th Aug. 25th

LA CROSSE M.M.
(8%)



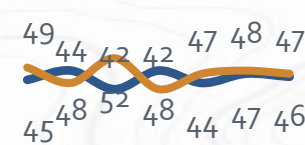
Jan. 22nd Feb. 16th Mar. 29th Apr. 28th May 16th Jun 16th Aug. 25th

MADISON M.M.
(18%)



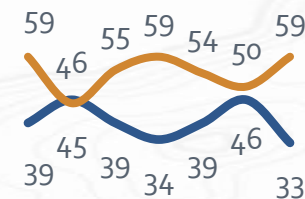
Jan. 22nd Feb. 16th Mar. 29th Apr. 28th May 16th Jun 16th Aug. 25th

MILWAUKEE M.M.
(41%)



Jan. 22nd Feb. 16th Mar. 29th Apr. 28th May 16th Jun 16th Aug. 25th

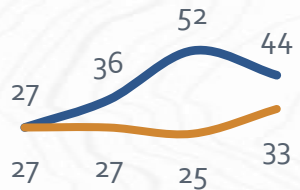
WAUSAU M.M.
(8%)



Jan. 22nd Feb. 16th Mar. 29th Apr. 28th May 16th Jun 16th Aug. 25th

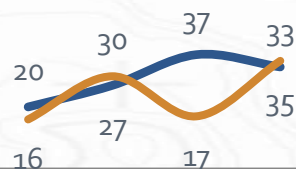
Tim Michels

GB MM
(19%)



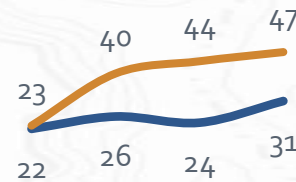
May 16th Jul 12th Aug 16th Aug 25th

LA CROSSE M.M.
(8%)



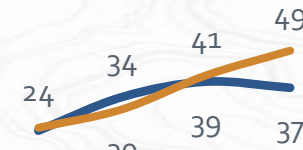
May 16th Jul 12th Aug 16th Aug 25th

MADISON M.M.
(18%)



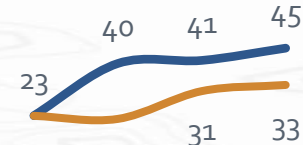
May 16th Jul 12th Aug 16th Aug 25th

MILWAUKEE M.M.
(41%)



May 16th Jul 12th Aug 16th Aug 25th

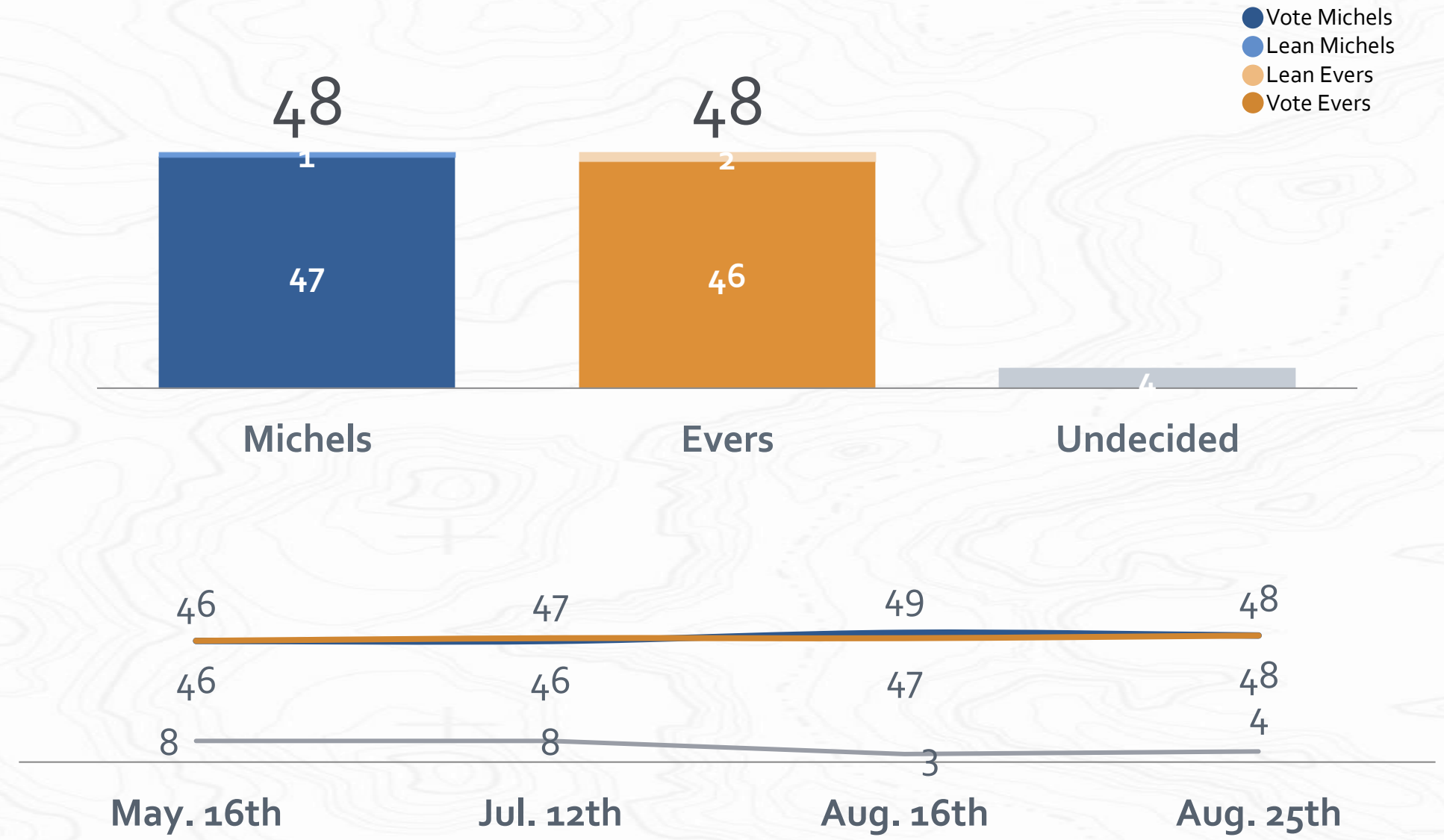
WAUSAU M.M.
(8%)



May 16th Jul 12th Aug 16th Aug 25th

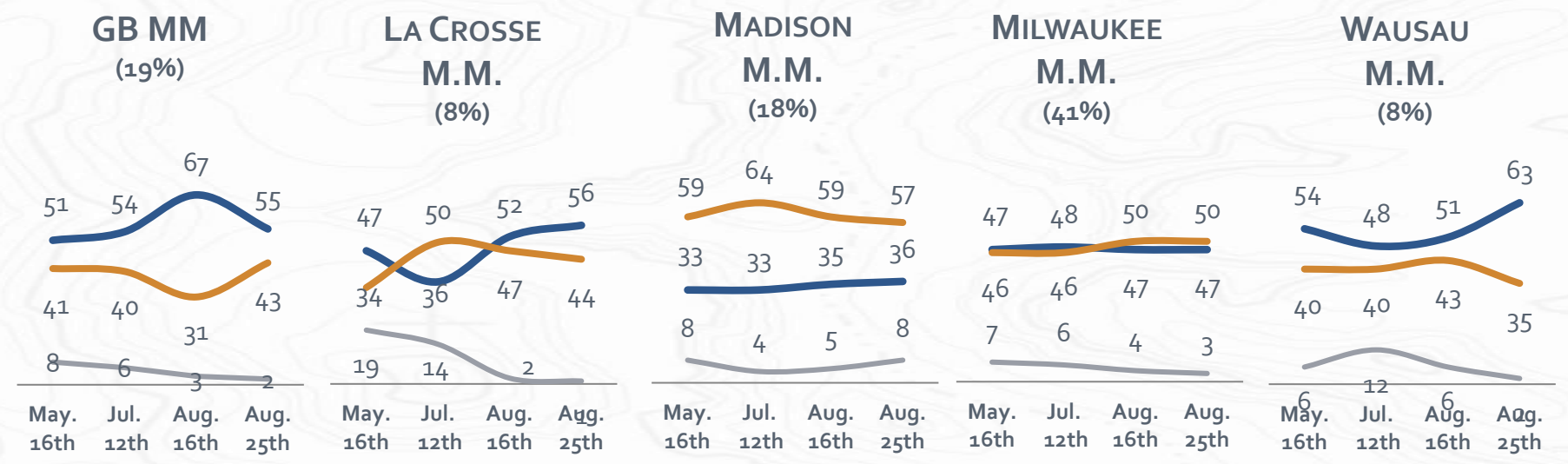
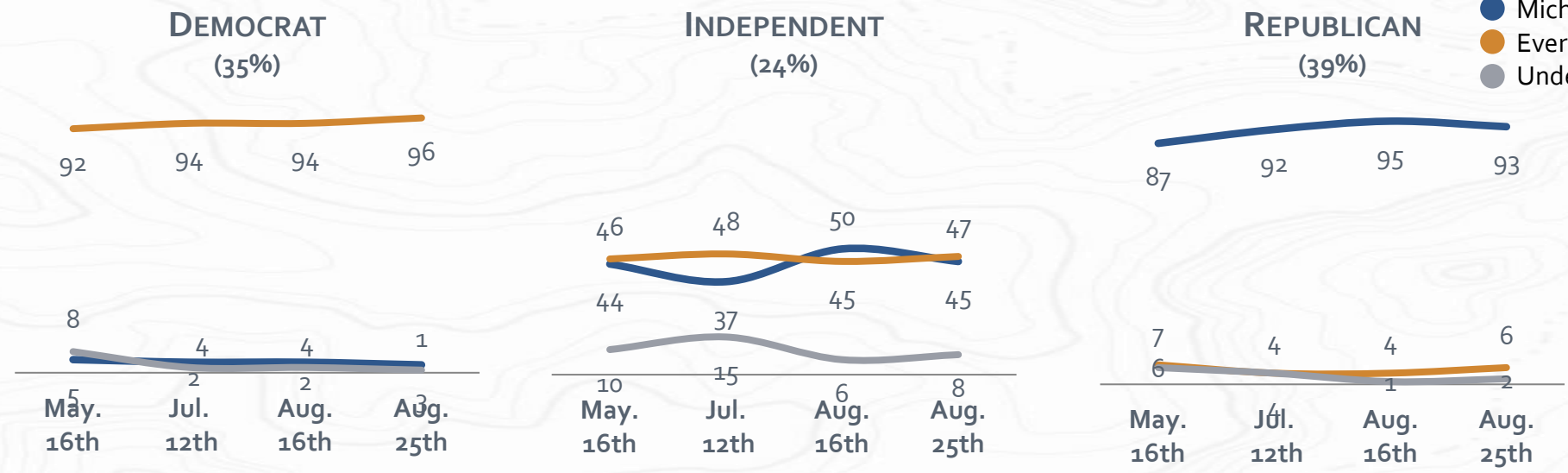
GUBERNATORIAL BALLOT

If the general election for Governor were held today and the candidates were Michels, a Republican, and Tony Evers, a Democrat, for whom would you vote?



GUBERNATORIAL BALLOT PARTY/MARKET

- Michels
- Evers
- Undecided





School Choice

IMAGE TEST

Wisconsin's School Choice Program

Net: -11

- Very Fav
- Somewhat Fav
- Somewhat Unfav
- Very Unfav

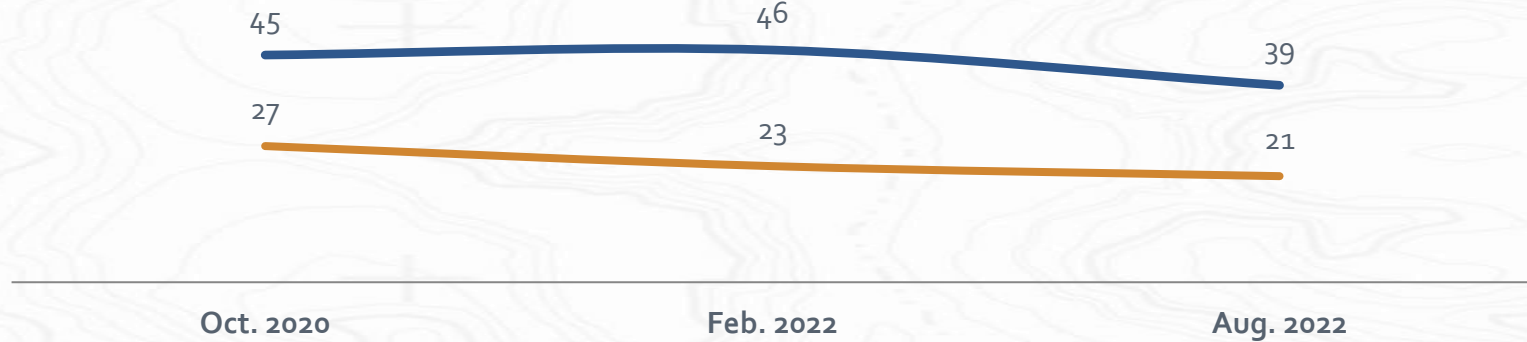
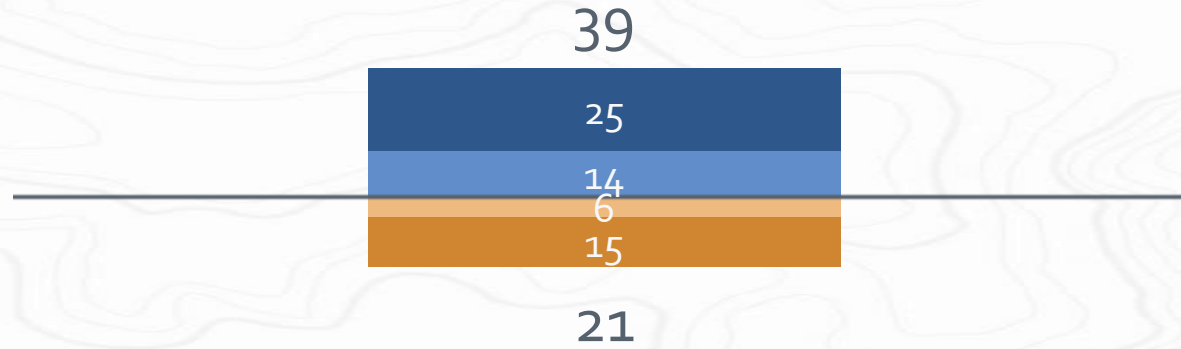
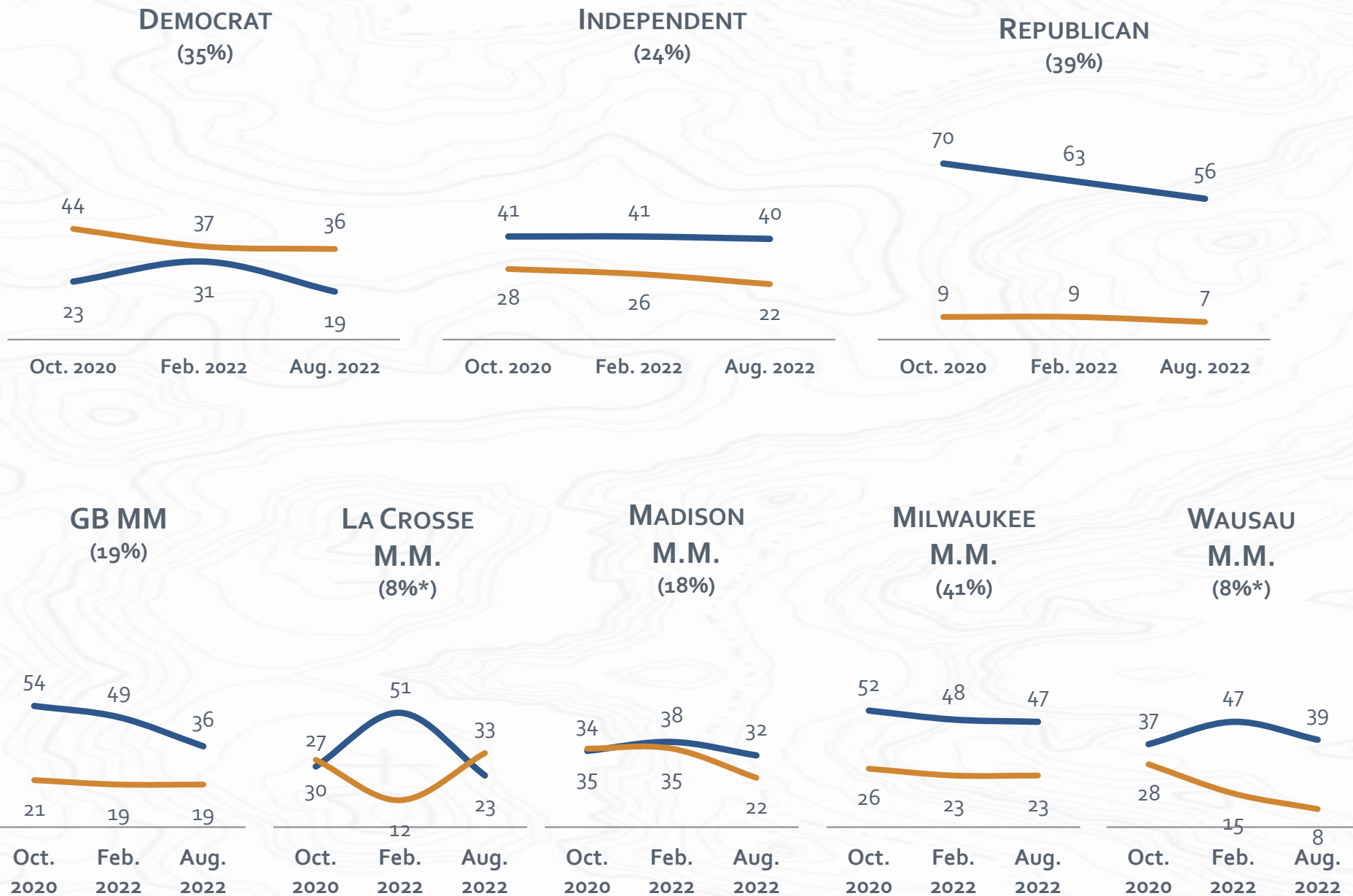


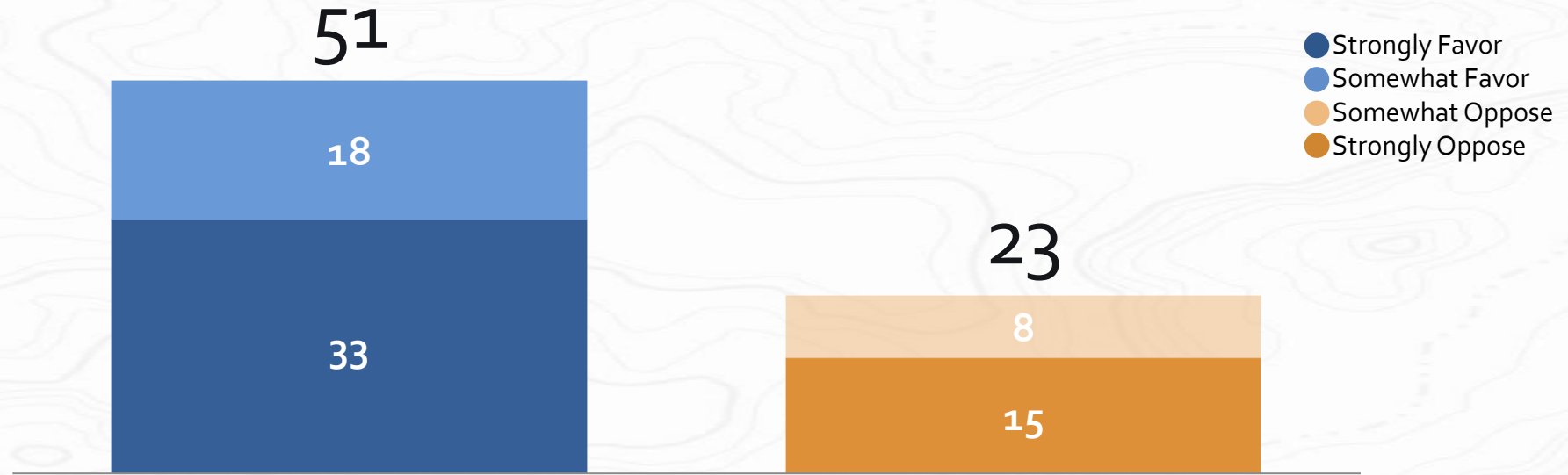
IMAGE TEST

WISCONSIN'S SCHOOL CHOICE PROGRAM



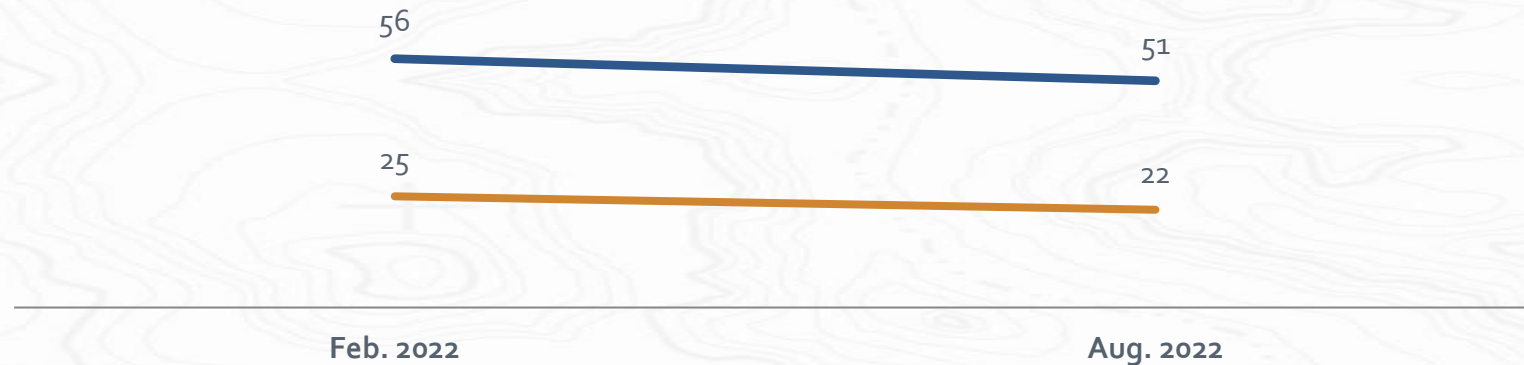
SCHOOL CHOICE FAVOR/OPPOSE

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



Favor

Oppose



SCHOOL CHOICE

FAVOR/OPPOSE

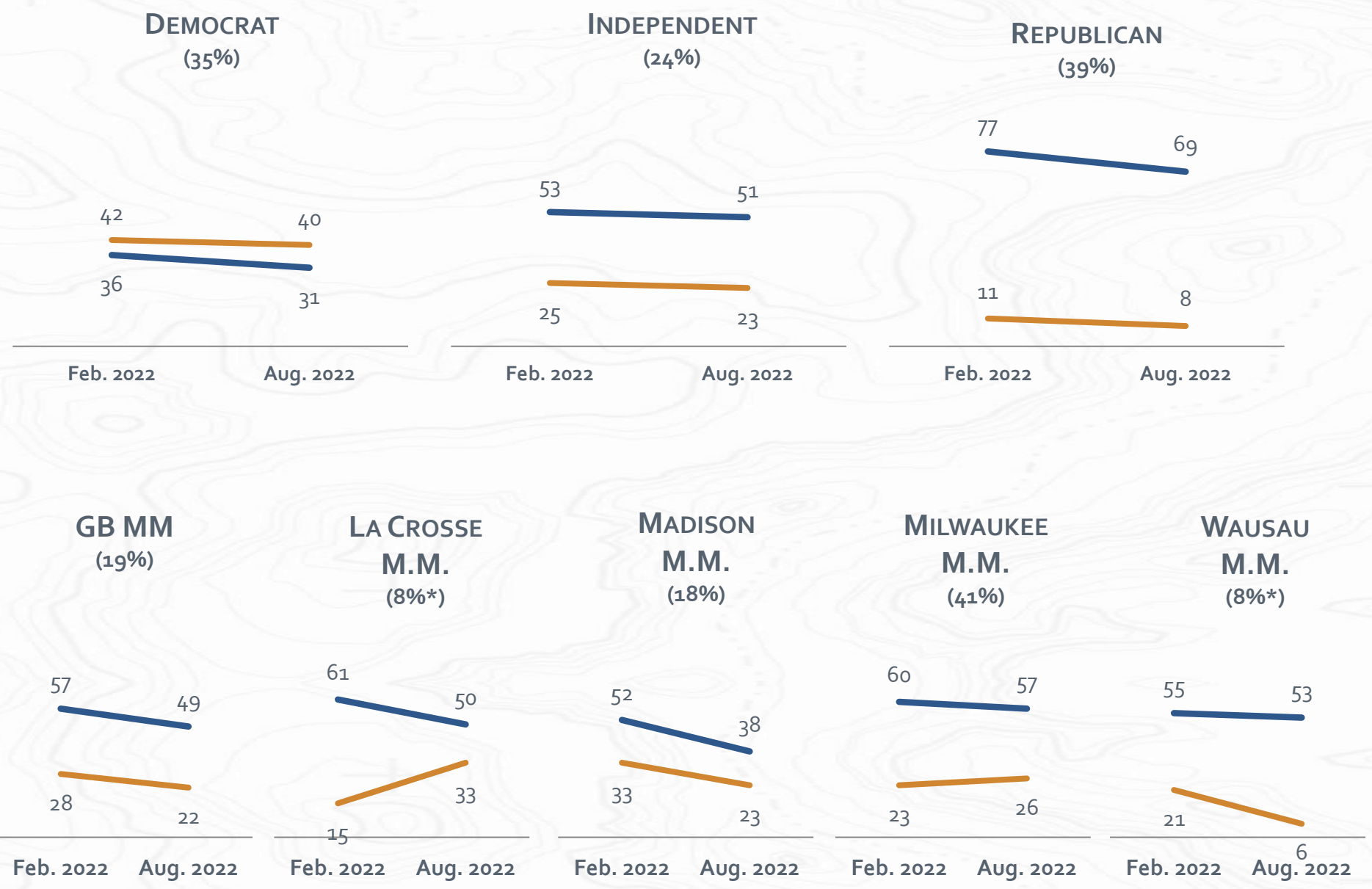
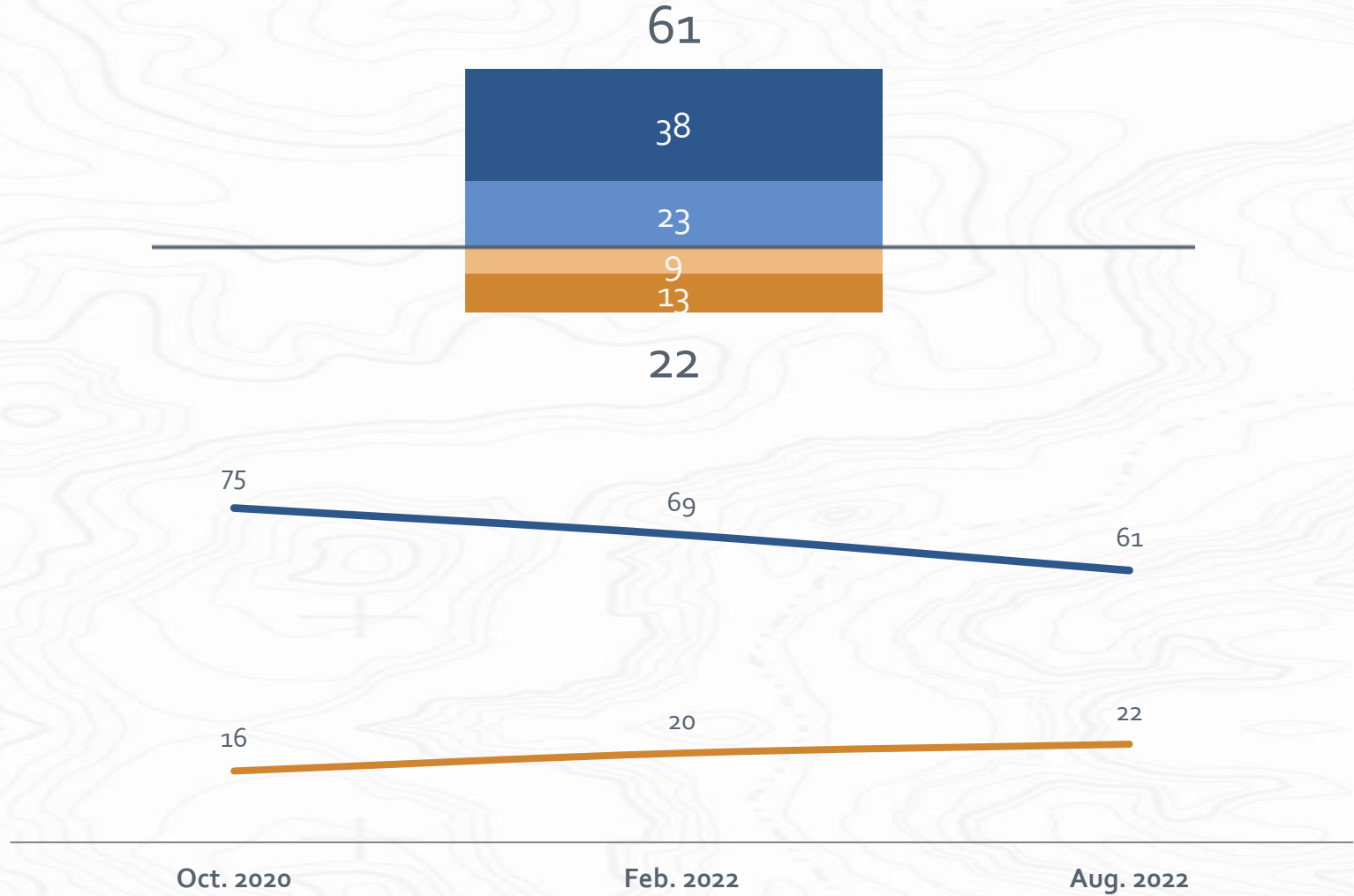


IMAGE TEST

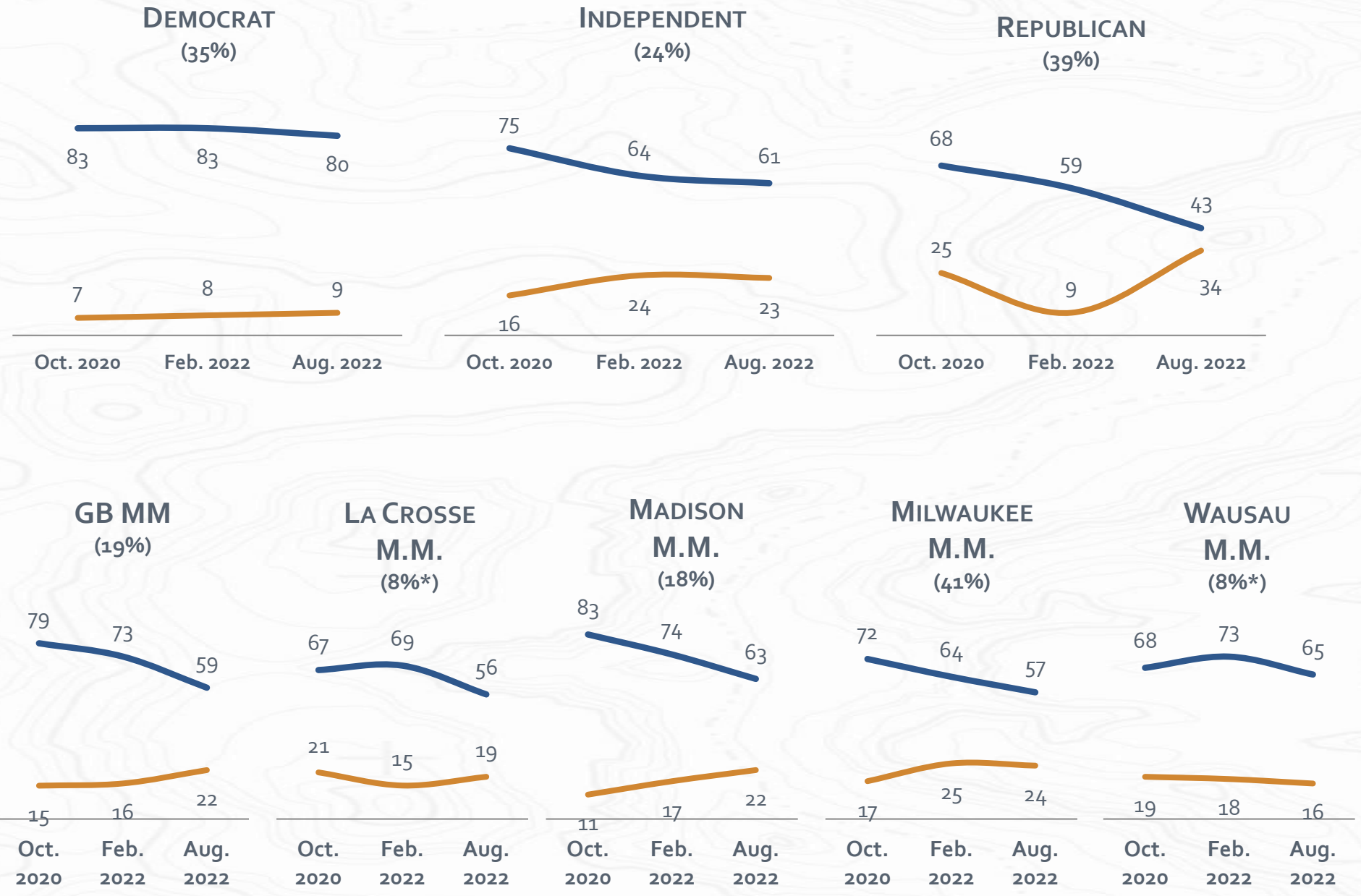
Public Schools

Net: +39



*Oct. 2020 and Feb. 2022 data points are for "Public Schools in Your Area"

IMAGE TEST
PUBLIC SCHOOLS



Thinking about the issues facing Wisconsin's public schools, which one of the following do you think is most important right now?

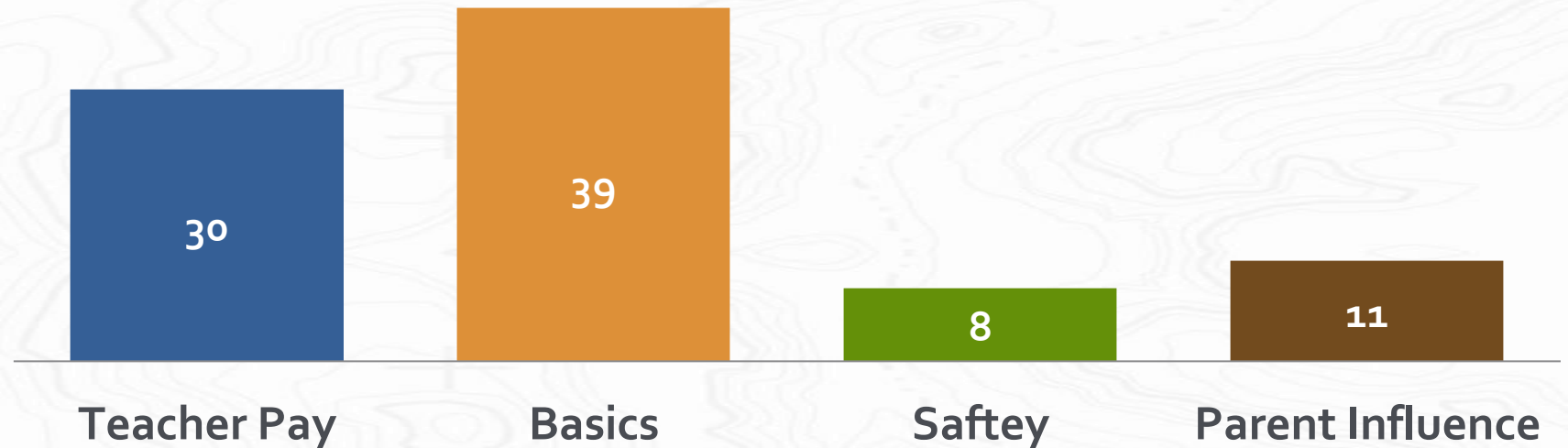
Increasing teacher pay and overall funding for our public schools.

Focusing on teaching reading, writing and math, instead of focusing on critical race and gender theory.

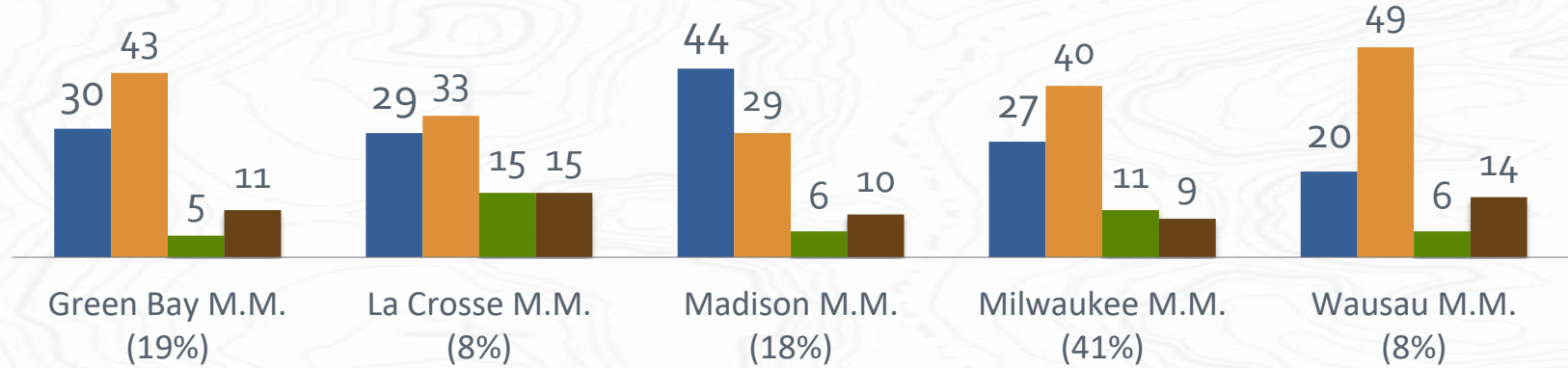
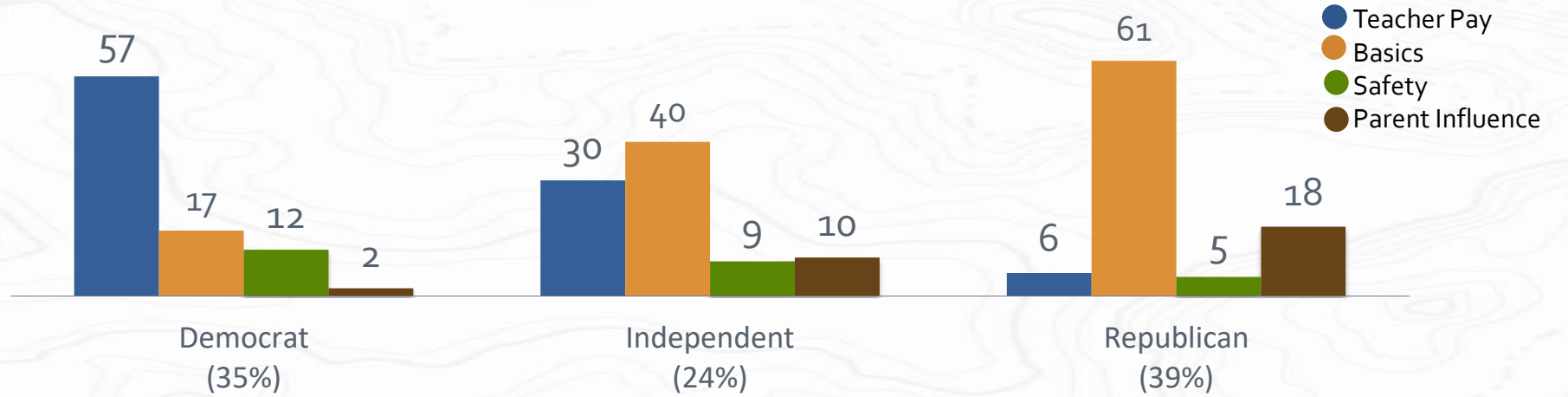
Focusing on reducing crime in our schools and improving overall student safety.

Ensuring parents have a greater say and influence over what their children learn in school.

MOST IMPORTANT EDUCATION ISSUE



MOST IMPORTANT EDUCATION ISSUE



EVERS PUSH SERIES

Less Likely ← → Much Less Likely

As Superintendent of Public Instruction, Tony Evers sponsored sessions on white privilege that taught public school teachers that we live in a white supremacist society.



Governor Tony Evers has previously said that it would be "morally wrong" to give more families educational choices.



As governor, Tony Evers vetoed a bill that would have provided additional literacy programming for young children, even though only 40% of students are proficient in reading in Wisconsin.



Although Tony Evers promised to be the, quote "Education Governor," student reading and math scores have plummeted during his time as Governor and Superintendent of Public Instruction.



During his time as governor and Superintendent of Public Instruction, Tony Evers has presided over the worst gap in minority student achievement in the United States.



As governor, Tony Evers proposed phasing out the parent choice programs in Wisconsin thereby denying 50,000 students access to a program that allowed them to attend the school that best met their needs.



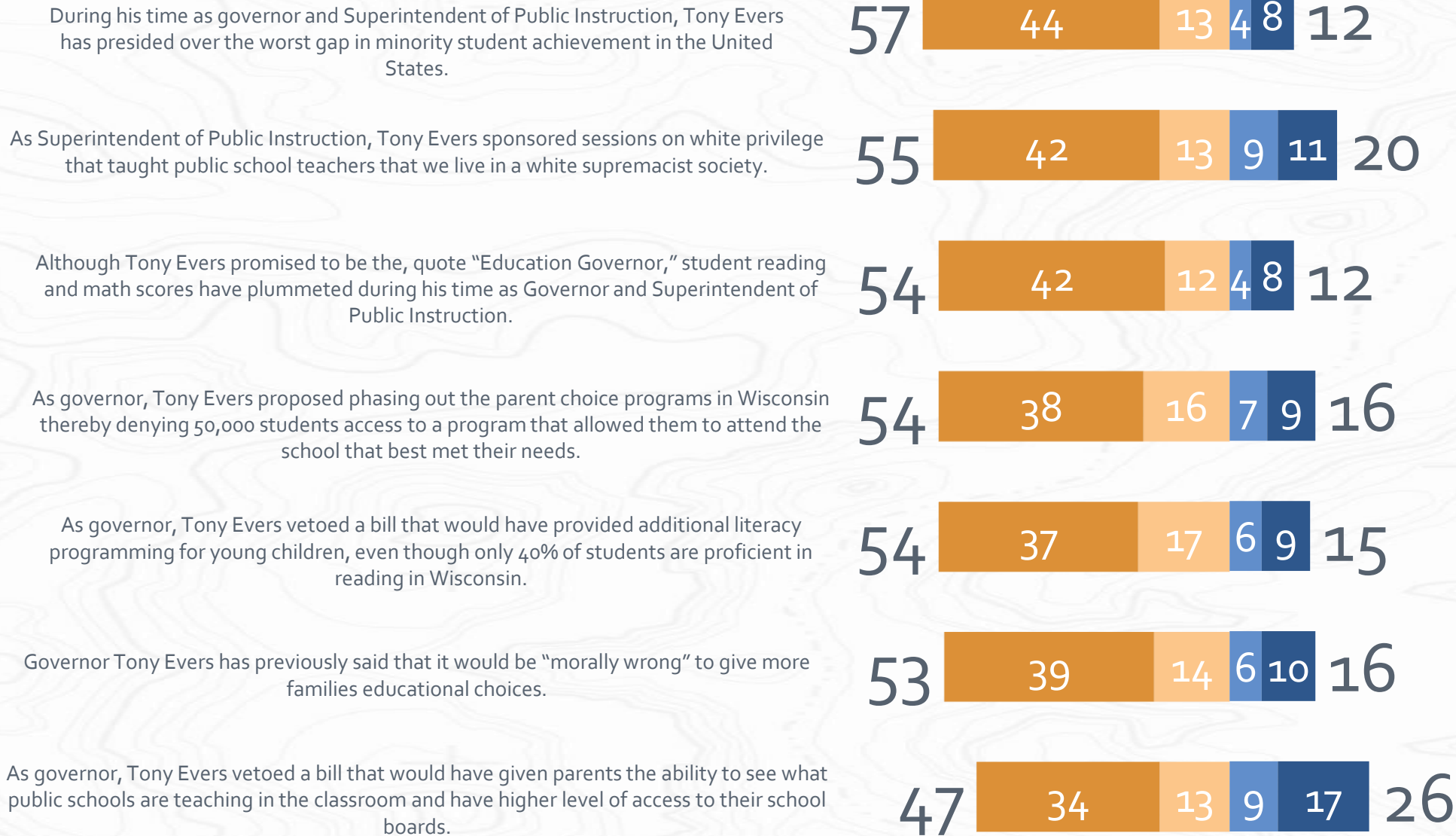
As governor, Tony Evers vetoed a bill that would have given parents the ability to see what public schools are teaching in the classroom and have higher level of access to their school boards.



● Much Less Likely ● Somewhat Less Likely ● Somewhat More Likely ● Much More Likely

EVERS PUSH SERIES AMONG INDEPENDENTS

Less Likely ← → Much Less Likely



● Much Less Likely ● Somewhat Less Likely ● Somewhat More Likely ● Much More Likely



WISCONSIN STATEWIDE SURVEY

August 22-24, 2022

 **ONMESSAGE INC.**
MEDIA • SURVEYS • DIGITAL