



MEMORANDUM

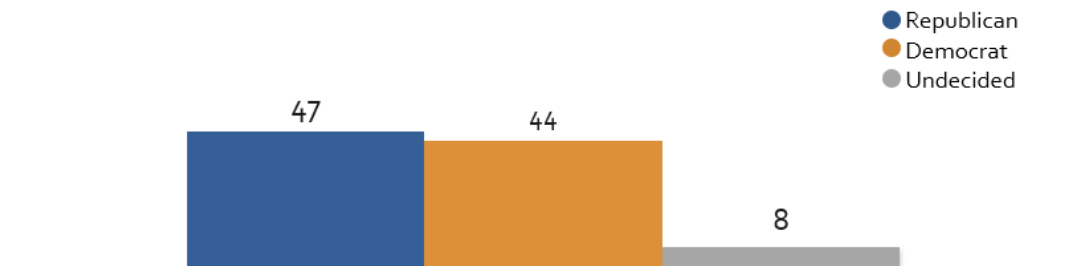
To: School Choice Wisconsin Leadership
From: Wes Anderson, Kyle McGehrin
Date: August 26th, 2022
Re: WI Statewide Survey Findings

We recently fielded a statewide survey in Wisconsin to gauge the state of the Gubernatorial race as well voter sentiment on Wisconsin's school choice program. These results show that Michels is in position to unseat Governor Evers and that the incumbent's record on educational issues will likely harm him come election day.

Political Environment

As in much of the country, the political environment in Wisconsin is shaping up to benefit GOP candidates this fall. As the negative impact of President Biden and national Democrats' failures bleed down to more local races, Wisconsin Democrats face an uphill climb. When asked whether they would likely support a generic Republican or Democrat candidate this fall, 47% of respondents chose the Republican while only 44% sided with the Democrat.

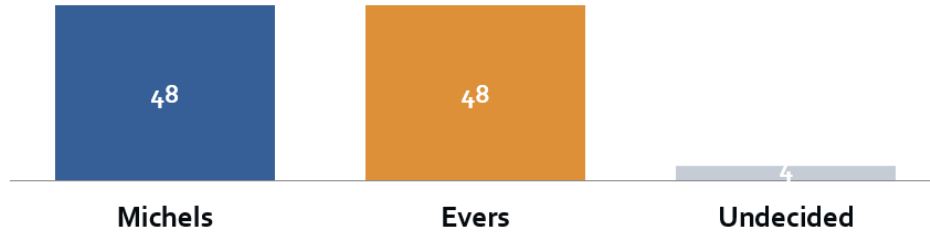
If the 2022 election for Congress were held today, for whom would you vote, the Republican candidate or the Democrat candidate?



Gubernatorial Race

As the Gubernatorial race heats up, incumbent governor Evers enters the post-Labor Day push tied with Republican nominee Michels. Historically this is an extremely vulnerable position for an incumbent as undecided voters typically break strongly for the challenger. Add to this the GOP's advantage with regards to the political environment and Evers' position looks even more precarious.

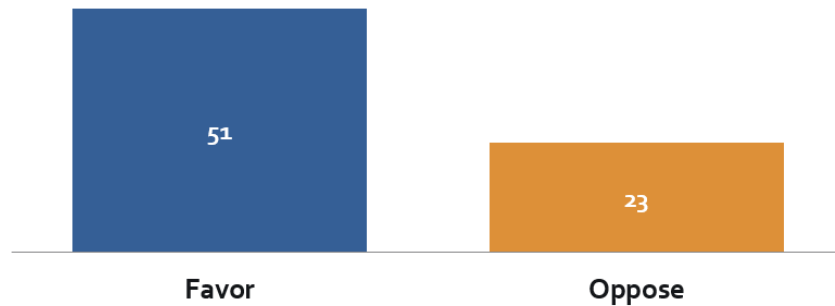
If the general election for Governor were held today and the candidates were Tim Michels, a Republican, and Tony Evers, a Democrat, for whom would you vote?



Education

Turning toward education, by a 28-point margin, voters view the state's School Choice Program in a favorable light. Specifically, 51% responding that they favor the program compared to only 23% who oppose. This suggests that Evers' opposition to expansion of the program will only hurt his chances of reelection.

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



These results clearly indicate Governor Evers' is facing an uphill battle and that his opposition to Wisconsin's school choice program is in direct opposition to the will of a majority of the voters, many of whom he needs to succeed this November. Simply put, the more voters hear about Evers educational positions, the less likely they are to support him.

METHODOLOGY

This 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 voter trends. The margin of error is +/- 4.00%.

OUR RECORD

Wes Anderson is a leading GOP pollster with 25 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. For his stellar work in the 2018 election cycle Wes Anderson was named as the 2019 American Association of Political Consultants (AAPC) "Pollster of the Year." You can read more about Wes Anderson at onmessageinc.com.