



**Napolitan News Service Survey**  
of 800 Registered Voters in Wisconsin  
Conducted October 23-28, 2025

*1\* Please tell me if you approve or disapprove of how each of the following individuals is doing his job?*

Total			
	Approve	Disapprove	Net
Governor Evers	49%	47%	+2
Senator Tammy Baldwin	45%	49%	-4
Senator Ron Johnson	41%	50%	-9
Republicans in the state legislature	45%	52%	-7
Democrats in the state legislature	45%	52%	-7
President Trump	44%	55%	-11
Source: Napolitan News Service			



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*1\* Please tell me if you approve or disapprove of how each of the following individuals is doing his job?*

**Governor Evers**

23% Strongly approve  
26% Somewhat approve  
14% Somewhat disapprove  
33% Strongly disapprove  
2% Never heard of him or her  
3% Not sure

Total			
	Approve	Disapprove	Net
October 23-28, 2025	49%	47%	+2
June 13-23, 2025	56%	39%	+17
April 9-14, 2025	52%	44%	+8
February 25-28, 2025	51%	46%	+5
January 17-21, 2025	54%	40%	+14
October 10-16, 2024	48%	47%	+1
June 20-26, 2024	52%	44%	+8
Source: Napolitan News Service			

Conducted by RMG Research, Inc. October 23-28, 2025  
Margin of Sampling Error: +/- 3.5 percentage points



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*1\* Please tell me if you approve or disapprove of how each of the following individuals is doing his or her job?*

Senator Tammy Baldwin

20% Strongly approve  
25% Somewhat approve  
13% Somewhat disapprove  
36% Strongly disapprove  
1% Never heard of him or her  
4% Not sure

Total			
	Approve	Disapprove	Net
October 23-25, 2025	45%	49%	-4
February 25-28, 2025	47%	48%	-1
June 20-26, 2024	50%	34%	+16
Source: Napolitan News Service			



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*1\* Please tell me if you approve or disapprove of how each of the following individuals is doing his or her job?*

Senator Ron Johnson

17% Strongly approve  
24% Somewhat approve  
17% Somewhat disapprove  
33% Strongly disapprove  
2% Never heard of him or her  
6% Not sure

Total			
	Approve	Disapprove	Net
October 23-25, 2025	41%	50%	-9
February 25-28, 2025	42%	46%	-4
June 20-26, 2024	36%	51%	-15
Source: Napolitan News Service			

Republicans in the state legislature

18% Strongly approve  
27% Somewhat approve  
17% Somewhat disapprove  
35% Strongly disapprove  
0% Never heard of him or her  
3% Not sure

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*1\* Please tell me if you approve or disapprove of how each of the following individuals is doing his or her job?*

Democrats in the state legislature

18% Strongly approve  
27% Somewhat approve  
17% Somewhat disapprove  
35% Strongly disapprove  
0% Never heard of him or her  
3% Not sure

President Trump

25% Strongly approve  
19% Somewhat approve  
9% Somewhat disapprove  
46% Strongly disapprove  
1% Never heard of him or her  
1% Not sure

Total			
	Approve	Disapprove	Net
October 23-28, 2025	44%	55%	-11
June 13-23, 2025	46%	54%	-8
April 8-14, 2025	47%	53%	-6
February 25-28, 2025	51%	47%	+4
January 17-21, 2025	48%	49%	-1
Source: Napolitan News Service			

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*2\* In terms of how you vote, how important are each of the following issues?*

Total	
	Very important
Inflation and cost of living	83%
Economy	80%
Health care	77%
Crime	64%
Taxes and revenue	64%
Housing affordability	61%
Education	56%
Immigration	47%
Abortion	41%
Childcare	40%
Source: Napolitan News Service	

Inflation and cost of living

83%	Very important
15%	Somewhat important
2%	Not very important
1%	Not at all important
0%	Not sure

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*2\* In terms of how you vote, how important are each of the following issues?*

Economy

80%	Very important
19%	Somewhat important
1%	Not very important
0%	Not at all important
0%	Not sure

Health care

77%	Very important
19%	Somewhat important
3%	Not very important
1%	Not at all important
0%	Not sure

Crime

64%	Very important
29%	Somewhat important
6%	Not very important
1%	Not at all important
0%	Not sure



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*2\* In terms of how you vote, how important are each of the following issues?*

Taxes and revenue

64%	Very important
31%	Somewhat important
4%	Not very important
1%	Not at all important
0%	Not sure

Housing affordability

61%	Very important
29%	Somewhat important
8%	Not very important
2%	Not at all important
0%	Not sure

Education

56%	Very important
34%	Somewhat important
6%	Not very important
3%	Not at all important
0%	Not sure





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*2\* In terms of how you vote, how important are each of the following issues?*

Immigration

47%	Very important
29%	Somewhat important
17%	Not very important
6%	Not at all important
1%	Not sure

Abortion

41%	Very important
27%	Somewhat important
16%	Not very important
12%	Not at all important
3%	Not sure

Childcare

40%	Very important
34%	Somewhat important
16%	Not very important
8%	Not at all important
2%	Not sure



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*3\* Okay... which of the following issues is most important?*

39%	Inflation and cost of living
17%	Health care
13%	Economy
7%	Immigration
6%	Housing affordability
5%	Education
5%	Crime
4%	Abortion
4%	Taxes and revenue
1%	Childcare

*4\* Looking back over the past year, has your income kept up with inflation? Or have you been falling behind?*

22%	Income has kept up with inflation
74%	Income has been falling behind
4%	Not sure

*5\* What would help you most with your personal finances?*

50%	Lower food costs
18%	Lower taxes
17%	Lower housing costs
5%	Lower gas prices
4%	Lower home heating costs
3%	Lower interest rates
3%	Not sure

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6\* Over the past year, have you seen significant changes in the costs of each of the following?

Total			
	Increase	Decrease	Net
Food	92%	6%	+86
Electricity and natural gas	85%	7%	+78
Taxes	78%	6%	+72
Housing	76%	4%	+72
Interest rates	61%	19%	+42
Gas	61%	30%	+31
Source: Napolitan News Service			

Food

71%	A large increase
21%	A small increase
5%	A small decrease
1%	A large decrease
2%	No change
0%	Not sure

Electricity and natural gas

35%	A large increase
50%	A small increase
5%	A small decrease
2%	A large decrease
6%	No change
3%	Not sure

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*6\* Over the past year, have you seen significant changes in the costs of each of the following?*

Taxes

31%	A large increase
47%	A small increase
4%	A small decrease
2%	A large decrease
10%	No change
6%	Not sure

Housing

45%	A large increase
31%	A small increase
3%	A small decrease
1%	A large decrease
13%	No change
6%	Not sure

Interest rates

26%	A large increase
35%	A small increase
17%	A small decrease
2%	A large decrease
11%	No change
10%	Not sure

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*6\* Over the past year, have you seen significant changes in the costs of each of the following?*

Gas

21%	A large increase
40%	A small increase
25%	A small decrease
5%	A large decrease
7%	No change
2%	Not sure

*7\* Generally speaking, is this a good time for someone to buy a first home?*

12%	Yes
67%	No
21%	Not sure

*8a\* [Among all voters] How likely is it that you will ever buy a home?*

67%	Not asked, currently own a home
7%	Very likely
8%	Somewhat likely
7%	Not very likely
10%	Not at all likely
2%	Not sure



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8b\* [Among those who do not currently own a home] How likely is it that you will ever buy a home?

21% Very likely  
23% Somewhat likely  
21% Not very likely  
29% Not at all likely  
5% Not sure

9\* To increase the number of homes available and make them more affordable, would you favor or oppose each of the following policies?

Total			
	Favor	Oppose	Net
Increasing tax rebates for first time buyers	77	19	+58
Imposing rent controls	68	25	+43
Reducing taxes and regulations on builders	65	28	+37
Loosening zoning regulations	54	34	+20
Allowing municipalities to use future property tax revenue to help fund new housing developments	51	40	+11
Allowing developers to build neighborhoods with smaller lots (more density)	46	46	EVEN
Source: Napolitan News Service			

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*9\* To increase the number of homes available and make them more affordable, would you favor or oppose each of the following policies?*

Increasing tax rebates for first time buyers

34%	Strongly favor
43%	Somewhat favor
12%	Somewhat oppose
7%	Strongly oppose
4%	Not sure

Imposing rent controls

34%	Strongly favor
34%	Somewhat favor
15%	Somewhat oppose
10%	Strongly oppose
7%	Not sure

Reducing taxes and regulations on builders

25%	Strongly favor
40%	Somewhat favor
20%	Somewhat oppose
8%	Strongly oppose
7%	Not sure



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*9\* To increase the number of homes available and make them more affordable, would you favor or oppose each of the following policies?*

Loosening zoning regulations

16%	Strongly favor
38%	Somewhat favor
24%	Somewhat oppose
10%	Strongly oppose
13%	Not sure

Allowing municipalities to use future property tax revenue to help fund new housing developments

14%	Strongly favor
37%	Somewhat favor
24%	Somewhat oppose
16%	Strongly oppose
9%	Not sure

Allowing developers to build neighborhoods with smaller lots (more density)

13%	Strongly favor
33%	Somewhat favor
30%	Somewhat oppose
16%	Strongly oppose
8%	Not sure

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*10\* How do you rate the quality of the healthcare you personally receive?*

29%	Excellent
49%	Good
16%	Fair
5%	Poor
0%	Not sure

*11\* Which of the following best describes your health insurance coverage?*

36%	I am covered by my employer or my spouse's employer
36%	Medicare
11%	Medicaid
8%	I buy my own insurance
3%	I do not have health insurance
3%	VA coverage or Tricare
2%	I am covered through a professional association or small group
0%	I have a short-term plan
2%	Other

*12\* Generally speaking, is it easy or difficult for you to access the healthcare you need close to where you live?*

43%	Very easy
44%	Somewhat easy
9%	Somewhat difficult
3%	Very difficult
1%	Not sure

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13\* Please let me know whether each of the following would make our healthcare system better or worse:

Total			
	Better	Worse	Net
Requiring healthcare providers to disclose all costs before providing services	83	4	+79
Giving individuals more control over their own healthcare decisions	81	5	+76
Allowing individuals to decide the amount of health insurance coverage they want to buy	69	9	+60
Having the federal government take over the healthcare system	25	59	-34
Requiring every American to buy an amount of health insurance determined by the federal government	21	58	-37
Source: Napolitan News Service			

Requiring healthcare providers to disclose all costs before providing services

48% Much better  
35% Somewhat better  
13% No impact  
3% Somewhat worse  
1% Much worse  
1% Not sure



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*13\* Please let me know whether each of the following would make our healthcare system better or worse:*

Giving individuals more control over their own healthcare decisions

42%	Much better
39%	Somewhat better
12%	No impact
4%	Somewhat worse
1%	Much worse
1%	Not sure

Allowing individuals to decide the amount of health insurance coverage they want to buy

27%	Much better
42%	Somewhat better
17%	No impact
7%	Somewhat worse
2%	Much worse
4%	Not sure

Having the federal government take over the healthcare system

9%	Much better
16%	Somewhat better
8%	No impact
19%	Somewhat worse
40%	Much worse
8%	Not sure

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*13\* Please let me know whether each of the following would make our healthcare system better or worse:*

Requiring every American to buy an amount of health insurance determined by the federal government

5%	Much better
16%	Somewhat better
14%	No impact
22%	Somewhat worse
36%	Much worse
8%	Not sure



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14\* Okay, please let me know whether each of the following would increase or decrease the cost of healthcare in America:

Total			
	Increase	Decrease	Net
Having the federal government take over the healthcare system	53	29	+24
Requiring every American to buy an amount of health insurance determined by the federal government	49	25	+24
Giving individuals more control over their own healthcare decisions	28	39	-11
Requiring healthcare providers to disclose all costs before providing services	25	38	-13
Allowing individuals to decide the amount of health insurance coverage they want to buy	26	40	-14
Source: Napolitan News Service			

Having the federal government take over the healthcare system

53% Increase  
29% Decrease  
7% No impact  
12% Not sure



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14\* Okay, please let me know whether each of the following would increase or decrease the cost of healthcare in America:

Requiring every American to buy an amount of health insurance determined by the federal government

49%	Increase
25%	Decrease
11%	No impact
15%	Not sure

Giving individuals more control over their own healthcare decisions

28%	Increase
39%	Decrease
21%	No impact
11%	Not sure

Requiring healthcare providers to disclose all costs before providing services

25%	Increase
38%	Decrease
27%	No impact
10%	Not sure

Allowing individuals to decide the amount of health insurance coverage they want to buy

26%	Increase
40%	Decrease
19%	No impact
14%	Not sure

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*15\* Do you have any school aged children living at home?*

20%	Yes
80%	No
0%	Not sure

*16a\* [Among all voters] What type of schools do your children attend?*

80%	Not asked, do not have school aged children living at home
16%	Public schools
2%	Private schools with a religious affiliation
1%	Homeschool
0%	Charter schools
0%	Secular private schools
0%	Other
0%	Not sure



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*16b\* [Among those with school aged children living at home] What type of schools do your children attend?*

82%	Public schools
11%	Private schools with a religious affiliation
4%	Homeschool
2%	Charter schools
1%	Secular private schools
0%	Other
0%	Not sure

*17a\* [Among all voters] In general, how satisfied are you with your children's schools?*

80%	Not asked, do not have school aged children living at home
9%	Very satisfied
8%	Somewhat satisfied
2%	Somewhat dissatisfied
1%	Very dissatisfied
0%	Not sure

*17b\* [Among those with school aged children living at home] In general, how satisfied are you with your children's schools?*

45%	Very satisfied
41%	Somewhat satisfied
10%	Somewhat dissatisfied
4%	Very dissatisfied
0%	Not sure

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*18\* How would you rate the public schools in your area when it comes to teaching basics like literacy, math, civics, and discipline?*

15%	Excellent
44%	Good
24%	Fair
12%	Poor
5%	Not sure



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19\* Please let me know if the following policy ideas would improve the public schools in your area?

Total			
	Would help	Would not help	Net
Focusing on the basics like reading and writing	91%	6%	+85
Improving classroom discipline	79%	12%	+67
Reducing class sizes	79%	14%	+65
Requiring all students to attain proficiency in English	78%	14%	+64
Banning cell phones for students in class	78%	16%	+62
Raising academic standards	74%	18%	+56
Giving parents more choice about the schools their children attend	63%	23%	+40
Spending more money on public schools	64%	26%	+38
Giving parents more input on curriculum	56%	31%	+25
Source: Napolitan News Service			

Focusing on the basics like reading and writing

91% Would help  
6% Would not help  
3% Not sure

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*19\* Please let me know if the following policy ideas would improve the public schools in your area?*

Improving classroom discipline

79%	Would help
12%	Would not help
9%	Not sure

Reducing class sizes

79%	Would help
14%	Would not help
7%	Not sure

Requiring all students to attain proficiency in English

78%	Would help
14%	Would not help
8%	Not sure

Banning cell phones for students in class

78%	Would help
16%	Would not help
6%	Not sure



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*19\* Please let me know if the following policy ideas would improve the public schools in your area?*

Raising academic standards

74%	Would help
18%	Would not help
9%	Not sure

Giving parents more choice about the schools their children attend

63%	Would help
23%	Would not help
14%	Not sure

Spending more money on public schools

64%	Would help
26%	Would not help
9%	Not sure

Giving parents more input on curriculum

56%	Would help
31%	Would not help
13%	Not sure



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*20\* Child care is a concern to many. What is the biggest issue with child care currently?*

- |     |   |
|-----|---|
| 65% | The high cost of child care for families      |
| 10% | Not enough child care providers               |
| 7%  | Child care teachers are not paid enough       |
| 5%  | Low quality child care                        |
| 5%  | Too many government regulations in child care |
| 1%  | Something else                                |
| 6%  | Not sure                                      |

*21\* Does the recent assassination of Charlie Kirk represent a significant turning point in American history, or is it just another incident in a series of politically violent acts?*

- |     |   |
|-----|---|
| 37% | It represents a significant turning point in American history       |
| 57% | It is just another incident in a series of politically violent acts |
| 6%  | Not sure  |

*22\* When it comes to political violence in America today, are both parties equally responsible?*

- |     |          |
|-----|----------|
| 46% | Yes      |
| 48% | No       |
| 6%  | Not sure |



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*23a\* [Among all voters] Which party is more responsible for political violence in America today?*

52%	Not asked, do not claim one party is more responsible
20%	Republicans
27%	Democrats
1%	Not sure

*23b\* [Among those who claim one party is more responsible] Which party is more responsible for political violence in America today?*

43%	Republicans
56%	Democrats
1%	Not sure

**Methodology**

This survey of 800 Registered Voters was conducted online by Scott Rasmussen on October 23-28, 2025. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.5 percentage points.

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