



Napolitan News Service Survey
 of 800 Registered Voters in Wisconsin
 Conducted April 10-14, 2026

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	50%	44%	+6
Senator Tammy Baldwin	48%	47%	+1
Democrats in the state legislature	47%	50%	-3
Marco Rubio	37%	42%	-5
Senator Ron Johnson	39%	51%	-12
Robert F. Kennedy, Jr.	39%	52%	-13
Republicans in the state legislature	39%	58%	-19
President Trump	39%	61%	-22

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

- 22% Strongly approve
- 28% Somewhat approve
- 13% Somewhat disapprove
- 31% Strongly disapprove
- 2% Never heard of him or her
- 3% Not sure

Total			
	Approve	Disapprove	Net
April 10-14, 2026	50%	44%	+6
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



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

Senator Tammy Baldwin

- 20% Strongly approve
- 28% Somewhat approve
- 16% Somewhat disapprove
- 31% Strongly disapprove
- 2% Never heard of him or her
- 3% Not sure

Total			
	Approve	Disapprove	Net
April 10-14, 2026	48%	47%	+1
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 job?*

Democrats in the state legislature

- 15% Strongly approve
- 32% Somewhat approve
- 20% Somewhat disapprove
- 30% Strongly disapprove
- 1% Never heard of him or her
- 3% Not sure

Total			
	Approve	Disapprove	Net
April 10-14, 2026	47%	50%	-3
October 23-25, 2025	45%	52%	-7

Source: Napolitan News Service

Marco Rubio

- 18% Strongly approve
- 19% Somewhat approve
- 13% Somewhat disapprove
- 29% Strongly disapprove
- 10% Never heard of him or her
- 11% 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 job?*

Senator Ron Johnson

- 17% Strongly approve
- 22% Somewhat approve
- 17% Somewhat disapprove
- 34% Strongly disapprove
- 2% Never heard of him or her
- 7% Not sure

Total			
	Approve	Disapprove	Net
April 10-14, 2026	39%	51%	-12
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			

Robert F. Kennedy, Jr.

- 16% Strongly approve
- 23% Somewhat approve
- 10% Somewhat disapprove
- 42% Strongly disapprove
- 1% Never heard of him or her
- 7% Not sure

Conducted by RMG Research, Inc. April 10-14, 2026
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 job?*

Republicans in the state legislature

- 12% Strongly approve
- 27% Somewhat approve
- 20% Somewhat disapprove
- 38% Strongly disapprove
- 1% Never heard of him or her
- 2% Not sure

Total			
	Approve	Disapprove	Net
April 10-14, 2026	39%	58%	-19
October 23-25, 2025	45%	52%	-7

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?*

President Trump

- 19% Strongly approve
- 20% Somewhat approve
- 8% Somewhat disapprove
- 53% Strongly disapprove
- 0% Never heard of him or her
- 1% Not sure

Total			
	Approve	Disapprove	Net
April 10-14, 2026	39%	61%	-22
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 Generally speaking, is Wisconsin headed in the right direction or the wrong direction?*

- 36% Right direction
- 43% Wrong direction
- 21% Not sure

Total			
	Right direction	Wrong direction	Net
April 10-14, 2026	36%	43%	-7
January 17-21, 2025	40%	40%	EVEN

Source: Napolitan News Service

3 If the election for governor were held today, would you vote for the Republican or the Democrat?*

- 41% Republican
- 2% Lean Republican
- 2% Lean Democrat
- 48% Democrat
- 1% Would not vote
- 6% Not sure



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4 How enthusiastic are you about voting in the upcoming election for governor this November?*

- 45% Very enthusiastic
- 33% Somewhat enthusiastic
- 18% Not very enthusiastic
- 4% Not at all enthusiastic
- 1% Not sure

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

Very important		
	April 10-14, 2026	October 23-28, 2025
Inflation and cost of living	84%	83%
Economy	81%	80%
Health care	72%	77%
Taxes and revenue	62%	64%
Housing affordability	58%	61%
Crime	52%	64%
Education	47%	56%
Immigration	44%	47%
Abortion	37%	41%
Childcare	29%	40%

Source: Napolitan News Service



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

Inflation and cost of living

- 84% Very important
- 14% Somewhat important
- 2% Not very important
- 1% Not at all important
- 0% Not sure

Total	
	Very important
April 10-14, 2026	84%
October 23-25, 2025	83%
Source: Napolitan News Service	

Economy

- 81% Very important
- 17% Somewhat important
- 2% Not very important
- 1% Not at all important
- 0% Not sure

Total	
	Very important
April 10-14, 2026	81%
October 23-25, 2025	80%
Source: Napolitan News Service	

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

Health care

- 72% Very important
- 22% Somewhat important
- 5% Not very important
- 1% Not at all important
- 0% Not sure

Total	
	Very important
April 10-14, 2026	72%
October 23-25, 2025	77%
Source: Napolitan News Service	

Taxes and revenue

- 62% Very important
- 33% Somewhat important
- 3% Not very important
- 1% Not at all important
- 0% Not sure

Total	
	Very important
April 10-14, 2026	62%
October 23-25, 2025	64%
Source: Napolitan News Service	

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

Housing affordability

- 58% Very important
- 30% Somewhat important
- 9% Not very important
- 3% Not at all important
- 1% Not sure

Total	
	Very important
April 10-14, 2026	58%
October 23-25, 2025	61%
Source: Napolitan News Service	

Crime

- 52% Very important
- 34% Somewhat important
- 12% Not very important
- 2% Not at all important
- 0% Not sure

Total	
	Very important
April 10-14, 2026	52%
October 23-25, 2025	64%
Source: Napolitan News Service	

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

Education

- 47% Very important
- 37% Somewhat important
- 11% Not very important
- 5% Not at all important
- 0% Not sure

Total	
	Very important
April 10-14, 2026	47%
October 23-25, 2025	56%
Source: Napolitan News Service	

Immigration

- 44% Very important
- 30% Somewhat important
- 18% Not very important
- 8% Not at all important
- 1% Not sure

Total	
	Very important
April 10-14, 2026	44%
October 23-25, 2025	47%
Source: Napolitan News Service	

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

Abortion

- 37% Very important
- 33% Somewhat important
- 16% Not very important
- 12% Not at all important
- 2% Not sure

Total	
	Very important
April 10-14, 2026	37%
October 23-25, 2025	41%
Source: Napolitan News Service	

Childcare

- 29% Very important
- 38% Somewhat important
- 20% Not very important
- 11% Not at all important
- 2% Not sure

Total	
	Very important
April 10-14, 2026	29%
October 23-25, 2025	40%
Source: Napolitan News Service	

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

- 42% Inflation and cost of living
- 14% Health care
- 11% Economy
- 10% Taxes and revenue
- 6% Immigration
- 5% Housing affordability
- 5% Abortion
- 4% Crime
- 3% Education
- 0% Childcare

Most important		
	April 10-14, 2026	October 23-28, 2025
Inflation and cost of living	42%	39%
Health care	14%	17%
Economy	11%	13%
Taxes and revenue	10%	4%
Immigration	6%	7%
Housing affordability	5%	6%
Abortion	5%	4%
Crime	4%	5%
Education	3%	5%
Childcare	0%	1%

Source: Napolitan News Service

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

Total			
	Increase	Decrease	Net
Food	94%	4%	+90
Electricity and natural gas	91%	3%	+88
Gas	93%	6%	+87
Housing	80%	3%	+77
Taxes	78%	6%	+72
Interest rates	68%	14%	+54

Source: Napolitan News Service

Food

- 70% A large increase
- 24% A small increase
- 3% A small decrease
- 1% A large decrease
- 2% No change
- 0% Not sure

Total			
	Increase	Decrease	Net
April 10-14, 2026	94%	4%	+90
October 23-25, 2025	92%	6%	+86

Source: Napolitan News Service

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

Electricity and natural gas

- 49% A large increase
- 42% A small increase
- 2% A small decrease
- 1% A large decrease
- 4% No change
- 2% Not sure

Total			
	Increase	Decrease	Net
April 10-14, 2026	91%	3%	+88
October 23-25, 2025	85%	7%	+78

Source: Napolitan News Service



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

Gas

- 71% A large increase
- 22% A small increase
- 4% A small decrease
- 2% A large decrease
- 1% No change
- 1% Not sure

Total			
	Increase	Decrease	Net
April 10-14, 2026	93%	6%	+87
October 23-25, 2025	61%	30%	+31

Source: Napolitan News Service



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

Housing

- 51% A large increase
- 29% A small increase
- 2% A small decrease
- 1% A large decrease
- 8% No change
- 8% Not sure

Total			
	Increase	Decrease	Net
April 10-14, 2026	80%	3%	+77
October 23-25, 2025	76%	4%	+72

Source: Napolitan News Service



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

Taxes

- 37% A large increase
- 41% A small increase
- 5% A small decrease
- 1% A large decrease
- 10% No change
- 5% Not sure

Total			
	Increase	Decrease	Net
April 10-14, 2026	78%	6%	+72
October 23-25, 2025	78%	6%	+72

Source: Napolitan News Service



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

Interest rates

- 29% A large increase
- 39% A small increase
- 12% A small decrease
- 2% A large decrease
- 6% No change
- 13% Not sure

Total			
	Increase	Decrease	Net
April 10-14, 2026	68%	14%	+54
October 23-25, 2025	61%	19%	+42

Source: Napolitan News Service



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8 What would help you most with your personal finances?*

- 38% Lower food costs
- 18% Lower taxes
- 18% Lower housing costs
- 11% Lower gas prices
- 9% Lower home heating costs
- 4% Lower interest rates
- 2% Not sure

Total		
	April 10-14, 2026	October 23-28, 2025
Lower food costs	38%	50%
Lower taxes	18%	18%
Lower housing costs	18%	17%
Lower gas prices	11%	5%
Lower home heating costs	9%	4%
Lower interest rates	4%	3%
Not sure	2%	3%

Source: Napolitan News Service



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

- 23% Income has kept up with inflation
- 74% Income has been falling behind
- 2% Not sure

Total			
	Income has kept up with inflation	Income has been falling behind	Net
April 10-14, 2026	23%	74%	-51
October 23-25, 2025	22%	74%	-52

Source: Napolitan News Service

10 Is inflation in Wisconsin primarily due to: the policies and rhetoric of the president, congress, state government, or factors beyond the control of politicians?*

- 46% Primarily due to the policies and rhetoric of the president
- 17% Primarily due to the policies and rhetoric of Congress
- 20% Primarily due to the policies and rhetoric of state government
- 6% Primarily due to factors beyond the control of politicians
- 11% Not sure



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11 Is Wisconsin experiencing a cost of living crisis?*

70% Yes
12% No
18% Not sure

12 In 2025, approximately \$11 billion was collected through state income taxes, \$8 billion through state sales tax, and \$14 billion through local and school property taxes. Should each of the following be raised, cut, or left at the current level?*

Total			
	Raised	Cut	Net
School district property taxes	18%	46%	-28
The state sales tax	13%	41%	-28
Local sales taxes	12%	42%	-30
Local government property taxes	14%	53%	-39
State income tax rates	12%	51%	-39

Source: Napolitan News Service

School district property taxes

18% Raised
46% Cut
31% Left at the current level
5% Not sure



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12 In 2025, approximately \$11 billion was collected through state income taxes, \$8 billion through state sales tax, and \$14 billion through local and school property taxes. Should each of the following be raised, cut, or left at the current level?*

The state sales tax

13%	Raised
41%	Cut
43%	Left at the current level
3%	Not sure

Local sales taxes

12%	Raised
42%	Cut
43%	Left at the current level
3%	Not sure

Local government property taxes

14%	Raised
53%	Cut
27%	Left at the current level
5%	Not sure

State income tax rates

12%	Raised
51%	Cut
32%	Left at the current level
5%	Not sure

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13 Given a choice to reduce one form of tax, which would you prefer the state to reduce or even eliminate?*

34%	The state income tax
27%	The state sales tax
17%	Local municipal property taxes
16%	School property taxes
6%	Not sure

14 Have tariffs been good for the Wisconsin economy or bad for the Wisconsin economy?*

4%	Very good
17%	Somewhat good
29%	Somewhat bad
31%	Very bad
18%	Not sure

15 Have tariffs caused prices on consumer goods in your community to go up or down?*

70%	Go up
6%	Go down
14%	No impact
11%	Not sure



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16 In the last state budget, lawmakers and Gov. Evers increased spending by over 15%. Looking ahead to the 2027 state budget, which should the new Governor and lawmakers do?*

- 53% Reduce overall state spending
- 18% Increase overall state spending but not more than inflation
- 16% Spend the same amount
- 3% Increase overall state spending again by 15%
- 10% Not sure

17 Switching topics, a data center is a facility that houses computer systems that enable our digital economy, powering high-speed internet, remote work and learning, email, financial transactions, telehealth, online purchases, streaming services, social media, and everything we do on our phones. Would you favor or oppose a new data center being built in your community?*

- 9% Strongly favor
- 26% Somewhat favor
- 22% Somewhat oppose
- 35% Strongly oppose
- 8% Not sure

18 Data centers require large amounts of energy to operate. If a new data center also includes a self-contained power supply, would you favor or oppose the new data center?*

- 11% Strongly favor
- 33% Somewhat favor
- 21% Somewhat oppose
- 29% Strongly oppose
- 6% Not sure

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19 Energy prices in Wisconsin have increased over recent years, and utilities companies have now asked the state regulator to approve a further 14% increase over the next two years, equal to as much as \$13/month next year. Energy companies say the increases are necessary to continue to deliver reliable electricity. Opponents say that there have been enough rate increases already and these further increases are unreasonable. Should the Public Service Commission agree to this 14% rate hike?*

10%	Yes
82%	No
8%	Not sure

20 On a different topic, a state minimum mark up law from the 1930s requires gas stations to mark up the price of gasoline by 9.18% and prohibits retailers from selling items, including groceries, below cost. That means Wisconsinites sometimes pay more for goods, including groceries, than consumers in other states. It was intended to protect small businesses after the Great Depression. Would you favor or oppose repealing this law?*

24%	Strongly favor
38%	Somewhat favor
16%	Somewhat oppose
11%	Strongly oppose
10%	Not sure



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21 In 2011, the Wisconsin legislature passed a law known as Act 10 that ended most collective bargaining for teachers and other government employees. Supporters say this has saved taxpayers billions of dollars and helped keep property taxes lower. Opponents say it has hurt government workers. Given a choice between two candidates, would you prefer one who supports Act 10 or one who opposes Act 10?*

- 47% The one who supports Act 10
- 35% The one who opposes Act 10
- 17% Not sure

Methodology

This survey of 800 Registered Voters was conducted online by Scott Rasmussen on April 10-14, 2026. 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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