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BRIDGING THE GAP

Topline Results — Quantitative Survey Data

Method	Mixed-mode (online and telephone)
Field Dates	April 17 – May 4, 2026
Sample	n = 250 Wisconsin registered voters (Strong/Lean Republican, populist-leaning); n = 100 MAGA subsample
Qualification	Strong/Lean Republican and agreement with at least 3 of 6 statements reflecting populist skepticism of institutions and government
Margin of Error	±6.2 percentage points for the full sample (n=250); ±9.8 percentage points for the self-identified MAGA subsample (n=100), at the 95% confidence level. Margins are larger for smaller subgroups.

Q102: Age Category

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
18-30 (NET)	34	14%	8%
18-24	13	5%	4%
25-30	21	8%	4%
31-54 (NET)	116	46%	50%
31-44	71	28%	35%
45-54	45	18%	15%
55+ (NET)	100	40%	42%
55-64	43	17%	19%
65+	57	23%	23%

Q105: What is your sex?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Male	127	51%	55%
Female	123	49%	45%
Prefer not to answer	—	—	—

Q112: In which county do you live?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Adams	3	1%	2%
Ashland	1	0%	1%
Barron	1	0%	—
Bayfield	1	0%	1%
Brown	14	6%	6%
Buffalo	4	2%	1%
Burnett	1	0%	1%
Calumet	6	2%	2%
Chippewa	1	0%	—
Clark	1	0%	—
Columbia	1	0%	—
Crawford	2	1%	—
Dane	10	4%	5%
Dodge	6	2%	3%
Door	—	—	—
Douglas	4	2%	3%
Dunn	—	—	—
Eau Claire	3	1%	1%
Florence	1	0%	1%
Fond du Lac	3	1%	1%
Forest	—	—	—

Response	n	Total %	MAGA %
Grant	1	0%	1%
Green	2	1%	1%
Green Lake	2	1%	1%
Iowa	1	0%	—
Iron	—	—	—
Jackson	3	1%	1%
Jefferson	4	2%	2%
Juneau	1	0%	—
Kenosha	7	3%	3%
Kewaunee	2	1%	1%
La Crosse	3	1%	3%
Lafayette	1	0%	1%
Langlade	—	—	—
Lincoln	—	—	—
Manitowoc	2	1%	1%
Marathon	4	2%	2%
Marinette	1	0%	1%
Marquette	2	1%	1%
Milwaukee	49	20%	16%
Monroe	3	1%	1%
Oconto	2	1%	1%
Oneida	1	0%	—
Outagamie	9	4%	2%
Ozaukee	4	2%	1%
Pepin	2	1%	—
Pierce	4	2%	2%
Polk	2	1%	2%
Portage	2	1%	1%
Price	1	0%	1%
Racine	9	4%	1%
Richland	—	—	—
Rock	6	2%	3%
Rusk	—	—	—
Saint Croix	4	2%	2%
Sauk	1	0%	1%
Sawyer	—	—	—
Shawano	1	0%	1%
Sheboygan	5	2%	1%
Taylor	1	0%	—
Trempealeau	1	0%	—
Vernon	2	1%	—
Vilas	—	—	—
Walworth	3	1%	2%
Washburn	1	0%	—

Response	n	Total %	MAGA %
Washington	5	2%	4%
Waukesha	18	7%	3%
Waupaca	4	2%	2%
Waushara	—	—	—
Winnebago	8	3%	4%
Wood	3	1%	2%
Menominee	—	—	—
None of the above	—	—	—

HQ112A: Region

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Northern	17	7%	11%
Central	22	9%	11%
Eastern	49	20%	18%
Western	30	12%	13%
Southern	40	16%	19%
Southeastern	92	37%	28%

HQ112B: Regional Quotas

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Northern	17	7%	11%
Central	22	9%	11%
Eastern	49	20%	18%
Western	30	12%	13%
Southern	40	16%	19%
Southeastern	92	37%	28%

Q115: Which of the following best describes the area in which your home is located?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
An urban or city area	72	29%	32%
A suburban area next to a city	85	34%	24%
A small town / rural area	93	37%	44%

HQ115A: Urbancity Quota

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Urban	72	29%	32%
Suburban	85	34%	24%
Rural	93	37%	44%

HQ115B: Urbancity/County

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Urban	138	55%	47%
Suburban	73	29%	36%
Rural	39	16%	17%

Q125: Did you vote in the following elections?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Yes, Rep.	Yes, Dem.	Yes, Other	No
2026 Spring State Supreme Court	56% (65%)	4% (–)	4% (2%)	36% (31%)
2024 Presidential	89% (96%)	3% (–)	3% (1%)	5% (3%)
2022 Governors/Midterm	70% (75%)	6% (3%)	1% (1%)	21% (20%)
2020 Presidential	84% (88%)	7% (3%)	1% (–)	7% (9%)
2018 Governors/Midterm	68% (77%)	6% (1%)	4% (1%)	21% (20%)
2016 Presidential	78% (90%)	6% (–)	1% (1%)	14% (9%)

Q130: In politics today, which of the following best describes your views on most issues?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Conservative	160	64%	80%
Moderate	90	36%	20%
Liberal	–	–	–
Don't know	–	–	–

Q135: Regardless of how you may vote, what do you usually consider yourself?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Strong Democrat	–	–	–
Democrat	–	–	–
Republican	153	61%	48%
Strong Republican	69	28%	46%
Independent	28	11%	6%
Other	–	–	–

Q140: Would you say that you lean more toward being a Democrat or more toward being a Republican?

Total answering: n = 28 (Total) | n = 6 (MAGA)

Response	n	Total %	MAGA %
Lean Democrat	–	–	–
Lean Republican	18	64%	100%
Do not lean either way	10	36%	–

Q145: Would you consider yourself MAGA?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Yes	100	40%	100%
No	120	48%	—
Unsure	30	12%	—

Q150: In the past year, have you participated in any of the civic activities listed below?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Signed a petition about a social issue/cause	54	22%	25%
Contacted my local/state political representative (Email, phone, any social media, etc.) about a social/policy issue	49	20%	23%
Attended a political event in-person	35	14%	15%
Organized/participated/volunteered in a community project/campaign	33	13%	18%
Attended a public meeting about social/policy issues in person	29	12%	14%
Wrote a letter about a social/policy issue to the editor of a publication	12	5%	4%
Served on a committee of a local organization	12	5%	6%
Was an active member of a group to influence policy or government	12	5%	7%
Organized/participated in a community initiative	11	4%	4%
Was an active member of a political party	8	3%	4%
Ran for or held political office	7	3%	3%
Made a speech about social/policy issues to a public audience	6	2%	4%
Served as an officer of a club or organization that benefits an issue/cause	6	2%	4%
Called into a live news broadcast to talk about a social/policy issue	4	2%	2%
Worked for a political party	4	2%	2%
None of the above	124	50%	50%

HQ150: OFFLINE INFLUENCER QUESTION COUNTS/TALLY

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
0	124	50%	50%
1	41	16%	13%
2	46	18%	15%
3	18	7%	5%
4	14	6%	11%
5+	7	3%	6%

Q155: In the past year, have you participated in any of the following online activities?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Shared or reposted content about social or political issues on social media	58	23%	24%

Response	n	Total %	MAGA %
Posted a comment about social/political issues to social media an online forum or blog	51	20%	25%
Followed a political candidate, organization, or issue-focused group online	51	20%	30%
Signed an online petition related to social or political issues	46	18%	18%
Joined an online group or community focused on social or political issues	39	16%	18%
Attended a public meeting about social/policy issues online	26	10%	8%
Attended a political event online	25	10%	12%
Created original content (posts, videos, blogs) expressing views on social or political issues	23	9%	11%
Participated in an online discussion, town hall, or Q&A with public officials or candidates	21	8%	7%
Volunteered online for a political campaign or social cause (e.g. phone/text banking, digital organizing, crowdsourcing)	17	7%	6%
Donated money online to a political candidate, party, or advocacy organization	9	4%	4%
None of the above	100	40%	38%

HQ155: OFFLINE INFLUENCER QUESTION COUNTS/TALLY

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
0	100	40%	38%
1	52	21%	13%
2	35	14%	21%
3	29	12%	13%
4	19	8%	9%
5+	15	6%	6%

HQ150HQ155: Engagement level

Total answering: n = – (Total) | n = – (MAGA)

Response	n	Total %	MAGA %
Low engagement	115	46%	41%
High engagement	79	32%	36%
Moderate engagement	56	22%	23%

Q160: How strongly do you agree or disagree with the following statements?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Strongly Agree	Agree (Net T2B)
Politicians and experts hide the truth from ordinary people when making and promoting their actions and decisions.	36% (41%)	93% (94%)
People who run this country care more about protecting their own power than helping people like me	36% (33%)	86% (85%)
Most major institutions—like the government, big corporations, the media, and universities—are run by people who don't really care about people like me and can't be trusted to do what's right	34% (39%)	81% (90%)

Item	Strongly Agree	Agree (Net T2B)
Ordinary people understand what is best for this country better than so called experts do	32% (40%)	79% (85%)
I don't trust politicians of either party – they are more loyal to people in their social class than to those who share their political views.	26% (21%)	79% (74%)
The political system is rigged so that people like me don't stand a fair chance	22% (23%)	69% (74%)

[Q160Recode] 160Recode: How strongly do you agree or disagree with the following statements: - Populist Summary

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Strong Populist	83	33%	35%
Lean Populist	229	92%	90%

[Q160NERedzoneCount] Q160NERedzone count: How strongly do you agree or disagree with the following statements: - Red Zone Summary

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Qualified NE 2+ in red zone	169	68%	74%
Qualified NE 3+ in red zone	219	88%	93%

Q165: Thinking about the last election you did NOT vote in, what was the primary reason for not voting?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
I forgot or didn't prioritize it	45	18%	19%
I was too busy or it was inconvenient	40	16%	20%
I didn't know enough about the issues	29	12%	11%
I wasn't interested in that election	26	10%	11%
I didn't like the candidates	25	10%	4%
I didn't feel like my vote would matter	18	7%	10%
I didn't trust the system	10	4%	3%
I didn't think the election outcome would affect me personally	6	2%	1%
Something else, please specify:	51	20%	21%

Q170: Which of the following most motivates you to vote in an election?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
A sense of civic duty	82	33%	29%
Supporting or opposing a candidate	79	32%	37%
Feeling that the outcome affects my life	64	26%	25%
Believing my vote will make a difference	64	26%	24%
Concern about a specific issue	63	25%	29%

Response	n	Total %	MAGA %
Habit — I usually vote	35	14%	16%
Trust in the election process	29	12%	14%
Encouragement from others	19	8%	4%
Convenience of voting	11	4%	3%
Something else, please specify:	1	0%	1%

Q202: When you decide who to vote for, which issues do you think the most about?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Most Important	2nd Most	3rd Most
Inflation/cost of living	24% (16%)	16% (17%)	15% (13%)
Economy	24% (17%)	15% (16%)	14% (12%)
Health Care	9% (10%)	11% (10%)	13% (12%)
Crime	5% (3%)	10% (13%)	12% (15%)
Taxes & Revenue	8% (8%)	15% (9%)	8% (13%)
Housing affordability	3% (6%)	7% (6%)	3% (3%)
Education	2% (3%)	4% (2%)	8% (9%)
Immigration	9% (13%)	9% (12%)	11% (8%)
Abortion	7% (10%)	2% (2%)	3% (3%)
Childcare	1% (–)	2% (4%)	2% (–)
Election Integrity/Trust in elections	4% (7%)	2% (3%)	4% (6%)
Parental rights	1% (2%)	1% (3%)	0% (–)
Cultural issues (gender identity, gender roles, role of religion, values and norms, etc.)	1% (–)	3% (2%)	2% (1%)
Government overreach	4% (5%)	2% (1%)	4% (5%)

Q203: How much trust do you have in each of the following?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Trust a Great Deal	Trust (Net T2B)
President Donald Trump	36% (60%)	84% (96%)
Polling place Election Day workers	28% (28%)	81% (80%)
Your local sheriff	27% (21%)	73% (70%)
United States Supreme Court	20% (18%)	72% (79%)
Your Member of Congress	10% (12%)	64% (73%)
Your state representatives	6% (8%)	63% (66%)
Local Municipal Clerk	13% (9%)	60% (58%)
Wisconsin State Legislature	4% (4%)	58% (59%)
Your local school board	12% (11%)	58% (52%)
Wisconsin Supreme Court	10% (11%)	52% (49%)
Wisconsin Election Commission	6% (10%)	52% (55%)
Local Media (newspapers, radio, etc.)	6% (9%)	50% (45%)
National Media	4% (8%)	28% (28%)
Wisconsin Governor Evers	6% (8%)	24% (23%)

Q204: The SAVE Act is under consideration by Congress. It would govern American elections and require:

1. Proof of citizenship when registering for federal elections.
2. Photo ID for voting.
3. States to identify and remove noncitizens from voter rolls

To what extent, if at all, would the SAVE Act affect your confidence in election outcomes?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Increase confidence (NET)	212	85%	92%
Strongly increase confidence	133	53%	65%
Somewhat increase confidence	79	32%	27%
Has no impact	31	12%	7%
Decrease confidence (NET)	7	3%	1%
Somewhat decrease confidence	5	2%	1%
Strongly decrease confidence	2	1%	—

Q250: Would each message make you more willing to engage with someone you strongly disagree with?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Most Likely	Likely (Net T2B)
You can disagree with someone and still respect them. Too many people today talk down instead of actually listening	43% (42%)	90% (95%)
At the end of the day most Americans want the same basics: safe communities, honest government, and opportunity for kids	38% (45%)	80% (84%)
You don't get better results by shutting people out. You get better results by hearing different perspectives	31% (25%)	80% (78%)
People deserve to be heard, even if you think they're wrong. Writing people off is part of what's broken right now	27% (26%)	79% (81%)
In a republic, good citizenship requires that we interact with those who hold different beliefs	22% (21%)	73% (75%)
Most Americans across the aisle aren't radicals—they're regular citizens trying to do what they think is right	16% (17%)	53% (48%)

Q301: How important do you believe it is to address anti-corruption and transparency in government?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Important (NET)	245	98%	98%
Very important	196	78%	85%
Somewhat important	49	20%	13%
Not important (NET)	5	2%	2%
Not too important	5	2%	2%
Not at all important	—	—	—

Q302: Which of the following statements better describes how you feel about corruption in government?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Taxpayer money being wasted, stolen, or misused.	67	27%	30%
Certain people or groups getting special treatment or advantages.	34	14%	14%
Both equally	148	59%	55%
Not sure	1	0%	1%

Q352: Political power shifts often. In the last 25 years, the presidency has flipped between parties five times. Given that reality, how supportive are you of further empowering the President, regardless of party?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Support (NET)	152	61%	72%
Strongly support	29	12%	22%
Somewhat support	123	49%	50%
Oppose (NET)	98	39%	28%
Somewhat oppose	69	28%	25%
Strongly oppose	29	12%	3%

Q353: Rate each government reform in terms of your support.

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Support (Net T2B)
Stronger sunshine laws - Stronger open government rules that give the public greater access to what government is doing—such as the right to attend government meetings, see how decisions are made, and request access to government records and documents. These laws are intended to increase transparency and accountability.	91% (89%)
Requiring agencies to regularly review and remove outdated rules - Requiring government agencies to regularly review existing regulations and remove ones that are outdated, unnecessary, or no longer working.	91% (87%)
More audits - Regular, independent reviews of how government agencies spend money and carry out their responsibilities, to ensure funds are used properly and programs are working as intended. Audits are meant to identify waste, fraud, or inefficiency	90% (90%)
Spending caps - Limits on how much government can spend overall or in specific areas, designed to control budgets, reduce deficits, and prevent unchecked growth in government spending. Spending caps can require lawmakers to set priorities and make tradeoffs.	89% (89%)
Enact Term Limits - Restrict how long an individual can serve in a particular elected office by capping the number of terms or years they can hold it. These laws are intended to prevent the concentration of power and bring new perspectives into government.	88% (83%)

Item	Support (Net T2B)
Empowering inspectors general - Giving independent inspectors general more authority, resources, and protection so they can investigate misconduct, waste, and abuse within government agencies without political interference—and report their findings to the public or lawmakers.	87% (86%)
Prohibit Lawmakers from Delegating Authority - Requiring elected lawmakers to approve major new regulations before they take effect, instead of leaving those decisions to unelected government agencies. The idea is to make sure big decisions are made by elected officials who are accountable to the voters.	80% (76%)

Q401: How fair do you believe the 2020 Presidential Election was?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Fair (NET)	116	46%	27%
Completely fair	35	14%	11%
Mostly fair	81	32%	16%
Unfair (NET)	120	48%	70%
Mostly unfair	61	24%	36%
Completely unfair	59	24%	34%
Not sure	14	6%	3%

Q402: How fair do you believe the 2024 Presidential Election was?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Fair (NET)	208	83%	82%
Completely fair	81	32%	33%
Mostly fair	127	51%	49%
Unfair (NET)	32	13%	16%
Mostly unfair	19	8%	7%
Completely unfair	13	5%	9%
Not sure	10	4%	2%

Q405: How confident are you that future national elections will be conducted fairly?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Somewhat/Very confident (NET)	159	64%	60%
Very confident	39	16%	18%
Somewhat confident	120	48%	42%
Not at all/Not very confident	91	36%	40%
Not very confident	69	28%	26%
Not confident at all	22	9%	14%

Q406: If the SAVE Act was passed, how confident are you that future national elections will be conducted fairly?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Somewhat/Very confident (NET)	210	84%	91%
Very confident	98	39%	49%
Somewhat confident	112	45%	42%
Not at all/Not very confident	40	16%	9%
Not very confident	29	12%	6%
Not confident at all	11	4%	3%

Q408: How confident are you that your local elections will be conducted fairly?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Somewhat/Very confident (NET)	212	85%	81%
Very confident	75	30%	25%
Somewhat confident	137	55%	56%
Not at all/Not very confident	38	15%	19%
Not very confident	27	11%	15%
Not confident at all	11	4%	4%

Q410: How much would each statement increase your trust in elections?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	A Great Deal	Increase Trust (Net T2B)
American elections are administered locally. Ballots are tracked with chain-of-custody rules, machines are tested publicly, and post-election audits verify results. These safeguards ensure every legal vote is counted accurately. - How much would t	34% (39%)	85% (86%)
Election observers from both political parties are allowed to watch the process, including ballot handling and counting. - How much would the following statements increase your trust in elections?	36% (42%)	79% (82%)
In Wisconsin, to ensure timely election results, pre-processing ballots is a necessary step. Pre-processing absentee ballots includes checking the ballot envelope for required signatures, verifying the voter is eligible and opening the certificate	27% (25%)	75% (76%)
In some states, cities must wait until Election Day to begin processing absentee ballots, which can delay results and cause vote totals to shift overnight. - How much would the following statements increase your trust in elections?	20% (22%)	61% (58%)
America's election system is decentralized. Thousands of local officials across counties run elections independently, making nationwide rigging nearly impossible. - How much would the following statements increase your trust in elections?	18% (21%)	61% (62%)

Q415: Which arguments would increase your trust/confidence in elections?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Very Convincing	Somewhat Convincing	Not Very Convincing
Most people agree on one basic principle: if you're not a citizen, you shouldn't be voting in U.S. elections	77% (87%)	20% (12%)	2% (1%)
Confidence in elections comes from clear rules, verification, and enforcement — not just asking people to trust the system	66% (73%)	30% (24%)	4% (3%)
Safeguards like voter ID and accurate voter rolls are common-sense steps that protect the value of every lawful vote	68% (75%)	27% (21%)	5% (4%)
People are more likely to accept election results when the rules are clear and enforced consistently	66% (68%)	31% (29%)	3% (3%)
Requiring proof of citizenship to vote is no different than requiring ID for other important civic responsibilities	74% (80%)	22% (16%)	4% (4%)
Protecting elections means protecting trust — and that starts with verifying eligibility before Election Day	64% (69%)	31% (30%)	4% (1%)

Q450: How much control should the federal government have on setting prices/levels for each of the following?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	A Lot of Control	Control (Net T2B)	No Control	Minimal/No Control (Net B2B)
Import tariffs	34% (39%)	79% (79%)	6% (4%)	21% (21%)
Minimum wage	20% (22%)	66% (62%)	13% (17%)	34% (38%)
Prescription drug prices	17% (20%)	59% (64%)	20% (20%)	41% (36%)
Energy & utility rates (heating, electricity, water)	18% (25%)	56% (57%)	13% (13%)	44% (43%)
Gasoline prices	18% (23%)	54% (60%)	21% (21%)	46% (40%)
Mortgage interest rates	12% (18%)	51% (55%)	18% (19%)	49% (45%)
Public college tuition	14% (19%)	49% (47%)	21% (24%)	51% (53%)
Public transportation fares	12% (18%)	49% (54%)	23% (19%)	51% (46%)
Childcare costs	10% (11%)	45% (41%)	29% (33%)	55% (59%)
Credit card interest rates	11% (17%)	45% (51%)	24% (24%)	55% (49%)
Grocery costs (eggs, milk, meat)	8% (11%)	39% (46%)	29% (30%)	61% (54%)
Internet/cable rates	9% (13%)	35% (39%)	32% (33%)	65% (61%)
Corporate profit margins	10% (17%)	34% (43%)	26% (31%)	66% (57%)
Monthly rent	7% (10%)	31% (31%)	38% (42%)	69% (69%)
Individual wealth/net worth	7% (12%)	15% (19%)	56% (53%)	85% (81%)

Q451: Rate each statement for how persuasive it is (1-5 scale).

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Extremely Persuasive	Persuasive (Net T2B)
Overregulation raises costs and makes it harder for small businesses to survive—while big corporations can afford to play the game.	27% (31%)	70% (73%)
Our economy works best when decisions are made by people and businesses—not politicians in Washington.	26% (31%)	68% (64%)

Item	Extremely Persuasive	Persuasive (Net T2B)
When government gets involved in the economy, the biggest winners are usually special interests—not working families.	21% (25%)	64% (72%)
When government intervenes in the economy, it often leads to higher prices for things families rely on—like housing, energy, and groceries.	15% (18%)	58% (61%)
When the government sets prices, it often leads to shortages, fewer choices, and worse service.	21% (30%)	51% (58%)

Q601: Presidents can issue Executive Orders which direct national executive branch agencies (such as the Department of Education, the Department of Labor, etc.) on how to implement or enforce existing laws. How concerned are you that Executive Orders bypa

Total answering: n = 125 (Total) | n = 54 (MAGA)

Response	n	Total %	MAGA %
Concerned (NET)	78	62%	61%
Extremely concerned	22	18%	19%
Somewhat concerned	56	45%	43%
Not concerned (NET)	40	32%	39%
Not too concerned	31	25%	28%
Not at all concerned	9	7%	11%
Not sure	7	6%	—

Q602: Wisconsin Governors can issue Executive Orders which direct state executive branch agencies (such as the Department of Education, the Department of Labor, etc.) on how to implement or enforce existing laws. How concerned are you that Executive Order

Total answering: n = 125 (Total) | n = 46 (MAGA)

Response	n	Total %	MAGA %
Concerned (NET)	88	70%	70%
Extremely concerned	31	25%	26%
Somewhat concerned	57	46%	43%
Not concerned (NET)	26	21%	22%
Not too concerned	24	19%	20%
Not at all concerned	2	2%	2%
Not sure	11	9%	9%

Q603: Which statement resonates more with you?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Courts are often the final defense against big government politicians abusing their power, and it is vital that court ru	116	46%	43%
Courts are often the final defense against big corporations abusing their power, and it is vital that court rulings are	75	30%	34%
Neither	59	24%	23%

Q604: Which statement resonates more with you?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
When a clear majority of voters support something, leaders should push it through—even if courts or existing rules sta	88	35%	38%
Constitutional limits and court rulings must be respected, even if a majority disagrees.	127	51%	45%
Neither	35	14%	17%

Q610: Does each statement make you more or less supportive of Executive Orders?

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Much More Supportive	More Supportive (Net T2B)
Congress can take months or years to act—some problems require immediate action.	36% (38%)	76% (79%)
Real accountability requires checks and balances – not unilateral authority.	34% (32%)	67% (67%)
Many Executive Orders have immediate effects, even when later reversed.	17% (22%)	56% (64%)
Passing laws is Congress's job—presidents shouldn't bypass the process when laws can't pass.	18% (22%)	46% (48%)
Executive orders do not create permanent law and are often modified, revoked, or overturned by courts or later administrations.	13% (16%)	44% (52%)
Presidents of both parties have used executive orders heavily, though in different policy areas and styles.	16% (19%)	41% (49%)
Executive orders concentrate too much power in one person – and that opens the door to abuse and corruption.	16% (12%)	38% (32%)
Executive orders allow politicians to avoid accountability by acting without public debate or approval.	10% (15%)	31% (36%)

Q700: Which argument best supports protecting free speech for views you dislike?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
The right to express unpopular views is essential to self-government.	35	14%	17%
Without free speech, people with money and power are more likely to control what can be said.	67	27%	25%
Free speech protects everyone's right to speak and be heard—even when their views are unpopular.	135	54%	51%
None of the above	13	5%	7%

Q800: For each word/phrase, do you have a positive, negative, or neutral feeling? (ranked by Net Score)

Total answering: n = 250 (Total) | n = 100 (MAGA). Each cell shows Total % (MAGA %).

Item	Strongly Positive	Positive (Net T2B)	Negative (Net B2B)	Net Score
Photo ID to vote	69% (79%)	94% (96%)	3% (2%)	+91 (+94)
Preventing illegal voting	65% (76%)	87% (94%)	6% (2%)	+81 (+92)
Only citizens voting	70% (81%)	86% (87%)	5% (4%)	+81 (+83)

Item	Strongly Positive	Positive (Net T2B)	Negative (Net B2B)	Net Score
Citizenship verification	62% (78%)	85% (92%)	5% (2%)	+80 (+90)
Clear election rules	51% (55%)	84% (82%)	4% (7%)	+80 (+75)
Accountability	50% (54%)	82% (88%)	9% (10%)	+73 (+78)
No one above the law	54% (57%)	82% (85%)	9% (7%)	+73 (+78)
Accurate vote counts	55% (50%)	81% (79%)	8% (10%)	+73 (+69)
Election integrity	56% (60%)	81% (78%)	8% (8%)	+73 (+70)
Free speech	44% (55%)	81% (88%)	5% (2%)	+76 (+86)
Election transparency	52% (58%)	80% (83%)	10% (10%)	+70 (+73)
Secure elections	56% (63%)	80% (80%)	10% (12%)	+70 (+68)
Equal treatment under the law	46% (45%)	79% (75%)	10% (11%)	+69 (+64)
Fair elections	58% (60%)	79% (82%)	10% (12%)	+69 (+70)
Transparency	52% (52%)	79% (78%)	10% (14%)	+69 (+64)
Timely election results	50% (60%)	78% (72%)	6% (9%)	+72 (+63)
Respect for different views	35% (42%)	76% (83%)	7% (8%)	+69 (+75)
Honest government	50% (52%)	75% (73%)	14% (17%)	+61 (+56)
Post-election audits	42% (51%)	74% (83%)	6% (6%)	+68 (+77)
Economic opportunity	33% (42%)	73% (81%)	9% (9%)	+64 (+72)
Checks and balances	34% (38%)	70% (84%)	9% (4%)	+61 (+80)
Rule of law	33% (34%)	70% (78%)	10% (8%)	+60 (+70)
Open dialogue	27% (37%)	67% (75%)	3% (6%)	+64 (+69)
Due process	33% (37%)	66% (77%)	8% (9%)	+58 (+68)
Free markets	25% (37%)	65% (75%)	9% (8%)	+56 (+67)
Decisions made closer to home	22% (35%)	64% (74%)	4% (4%)	+60 (+70)
Constitutional limits	30% (35%)	62% (67%)	11% (16%)	+51 (+51)
Paper ballots	34% (43%)	62% (67%)	8% (7%)	+54 (+60)
Local control	20% (29%)	61% (65%)	8% (10%)	+53 (+55)
Fair shot	23% (30%)	59% (60%)	6% (13%)	+53 (+47)
Separation of powers	26% (27%)	59% (53%)	10% (14%)	+49 (+39)
Level playing field	23% (37%)	58% (67%)	10% (10%)	+48 (+57)
Chain of custody	21% (20%)	58% (65%)	10% (6%)	+48 (+59)
Too many regulations	9% (12%)	31% (35%)	39% (44%)	-8 (-9)
Wasting taxpayer money	19% (23%)	30% (33%)	60% (60%)	-30 (-27)
Government overreach	11% (19%)	27% (35%)	44% (44%)	-17 (-9)
Special interests	9% (14%)	26% (28%)	45% (47%)	-19 (-19)
Government picking winners and losers	7% (12%)	18% (15%)	50% (54%)	-32 (-39)
Rigged system	7% (7%)	15% (17%)	61% (56%)	-46 (-39)
Unelected agencies making decisions	8% (14%)	14% (20%)	61% (54%)	-47 (-34)

Q900: Earlier we asked you about the SAVE Act which is under consideration by Congress. It would govern American elections and require: Proof of citizenship when registering for federal elections. Photo ID for voting. States to identify and remove nonciti

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Increase confidence (NET)	214	86%	89%
Strongly increase confidence	132	53%	66%
Somewhat increase confidence	82	33%	23%
Has no impact	30	12%	10%
Decrease confidence (NET)	6	2%	1%
Somewhat decrease confidence	4	2%	1%
Strongly decrease confidence	2	1%	—

Q900a: CHANGE IN PERCEPTION

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Confidence decreased	32	13%	11%
No Change	181	72%	76%
Confidence increased	37	15%	13%

Q901: Which of the following social media platforms do you visit regularly (at least once a week)?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Facebook	205	82%	83%
YouTube	172	69%	81%
Instagram	103	41%	45%
X (formerly Twitter)	79	32%	38%
Snapchat	69	28%	31%
TikTok	62	25%	31%
WhatsApp	53	21%	24%
LinkedIn	47	19%	20%
Pinterest	47	19%	16%
Reddit	41	16%	21%
Telegram	19	8%	11%
Twitch	8	3%	6%
Tumblr	4	2%	3%
BlueSky	1	0%	1%
Other (Please specify)	2	1%	2%
Do not use social media / None	11	4%	4%

Q1050: What is your current annual household income before taxes?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
<\$50K (NET)	80	32%	36%
Less than \$25,000	28	11%	16%
\$25,000 but less than \$50,000	52	21%	20%
\$50K < \$100K (NET)	87	35%	29%
\$50,000 but less than \$75,000	34	14%	11%
\$75,000 but less than \$100,000	53	21%	18%
\$100K+ (NET)	78	31%	32%
\$100,000 but less than \$150,000	49	20%	19%
\$150,000 but less than \$200,000	27	11%	13%
\$200,000 but less than \$250,000	—	—	—
\$250,000 or more	2	1%	—
Don't know / Not sure	1	0%	—
Refused / Decline to answer	4	2%	3%

Q1051: What is your employment status?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Employed (NET)	152	61%	63%
Employed full-time	113	45%	52%
Employed part-time	21	8%	6%
Self-employed	18	7%	5%
Not employed (NET)	98	39%	37%
Not employed and looking for work	9	4%	4%
Not employed and NOT looking for work	1	0%	—
Not employed, unable to work due to a disability or illness	17	7%	9%
Retired	54	22%	21%
Student	4	2%	2%
Stay-at-home spouse or partner	13	5%	1%
Don't know / Not sure	—	—	—
Refused / Decline to answer	—	—	—

Q1055: Are you of Hispanic or Latino origin (ethnicity)?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Yes	10	4%	2%
No	240	96%	98%

Q1060: What is your race?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
White	228	91%	91%
Black/African American	10	4%	3%
Asian/Asian American	4	2%	2%
American Indian or Alaska Native	3	1%	2%
Native Hawaiian or other Pacific Islander	2	1%	1%
Multi-race	3	1%	1%
Other	—	—	—

Q1061: You said that you are multi-racial. What races do you consider yourself to be?

Total answering: n = 3 (Total) | n = 1 (MAGA)

Response	n	Total %	MAGA %
White	2	67%	100%
Black/African American	1	33%	—
Asian/Asian American	1	33%	—
American Indian or Alaska Native	1	33%	100%
Native Hawaiian or other Pacific Islander	—	—	—
Other	1	33%	—

HQ1065: HISPANIS/NON-HISPANIC

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
Hispanic	10	4%	2%
Non-Hispanic – White	222	89%	90%
Non-Hispanic – Black/African American	9	4%	3%
Non-Hispanic – Asian	3	1%	1%
Non-Hispanic – American Indian or Alaska Native	3	1%	2%
Non-Hispanic – Native Hawaiian/Other Pacific Islander	1	0%	1%
Non-Hispanic – Multi-Race	2	1%	1%
Non-Hispanic – Other	—	—	—

Q1070: Which of the following best describes the last level of education you have completed?

Total answering: n = 250 (Total) | n = 100 (MAGA)

Response	n	Total %	MAGA %
High school and less (NET)	68	27%	30%
Less than high school (8th grade or less)	—	—	—
Some high school (9th-12th grade)	2	1%	1%
High school graduate	66	26%	29%
GED/Some college/Assoc (NET)	83	33%	33%
GED or alternative credential	—	—	—
Some college, but no degree	45	18%	14%

Response	n	Total %	MAGA %
Associate's degree (Vocational / Technical)	38	15%	19%
College grad+ (NET)	98	39%	37%
Bachelor's degree	65	26%	19%
Master's degree	29	12%	17%
Professional degree	4	2%	1%
Doctorate degree	1	0%	—
Don't know / Not sure	—	—	—
Refused / Decline to answer	—	—	—