



April 2023  
Wisconsin Data  
Fielded April 11-17, 2023  
n=492

## Key Findings

- **Wisconsin voters have lower trust in all levels of government than voters nationwide.**
  - Just one-in-ten Wisconsin voters (11%) trust the federal government, compared to 22% of registered voters across the country.
  - 18% of Wisconsin voters trust the state government, compared to 29% of registered voters across the country.
  - One-in-five Wisconsin voters (21%) trust the state government, compared to 28% of registered voters across the country.
- **Fewer than one-in-five Wisconsin voters use a variety of social media channels “often” to get news.**
  - There is no difference in channel usage among political Independents.
  - Uses channel “often” to get news:
    - 20% Facebook
    - 16% YouTube
    - 10% TikTok
    - 8% Instagram
    - 7% Twitter
    - 4% Reddit
  - Three-in-ten (30%) listened to local talk radio at least weekly. Figures are slightly higher for Republicans (35%)
  - Fewer listen to podcasts weekly (26%) and internet talk radio (17%).
    - Independents have similar listening behaviors compared to all Wisconsin registered voters.
- Four-in-five Wisconsin voters believe social media has a negative impact on the mental health of children.
  - Women are more likely to see a negative impact on mental health than men (83% vs. 77%).
- Wisconsin voters see the cost of healthcare and the cost of childcare as issues few people in the state are working on.
  - Voters also feel few people are working to tackle problems with the middle class tax rate.

- Few people see Foster Care and Adoption regulations as a problem but there was a significant number of voters who said they were not sure (34%) about this issue.

<b>Issue</b>	<b>% Significant/ Somewhat of a problem</b>	<b>% No one/Not too many people working on issue</b>
Drugs and Addiction	89%	37%
Cost of Healthcare	85%	51%
Mental Health	83%	40%
Cost of Childcare	80%	51%
Middle Class Tax Rates	76%	56%
Access to Childcare	69%	47%
Access to Healthcare	65%	46%
Literacy	61%	41%
Broadband Access	51%	36%
Foster Care and Adoption Regulations	46%	44%

- **The recent Wisconsin Supreme Court election was heavily influenced by the issue of abortion.**
  - Nearly three-quarters of those who voted in the recent State Supreme Court elections say abortion played at least some role in their vote (73%). Nearly half (48%) said it had a significant impact.
  - The issue was more important to Democrats than Independents or Republicans.
    - Democrats: 87% said the issue had some/a significant impact
    - Independents: 72% said the issue had some/a significant impact
    - Republicans: 53% said the issue had some/a significant impact
      - Among Republicans, women were more likely to say it had an impact (70% vs. 39% for Republican Men).
        - Republican Women were 9 points more likely to say they voted for the Democratic candidate in the race (30% vs. 21% of Republican Men).

## Methodology

State Voices is fielded in partnership with Morning Consult once a month. The interviews are conducted online, and the data are weighted to approximate a target sample of Registered Voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2016 presidential vote, and region. The April Wave Colorado oversample was conducted from September 13-20, 2022 and interviewed 492 registered Wisconsin voters.