

Wisconsin Survey Results

Q1 Do you approve or disapprove of President Joe Biden's job performance?

Approve 41%
Disapprove 52%
Not sure 7%

Q2 I'm going to ask you some questions about the Brewers baseball stadium. Generally speaking, do you support or oppose tax money being used to pay for improvements to the Brewers baseball stadium, sometimes called a stadium subsidy?

Support 29%
Oppose 55%
Not sure 16%

Q3 The original Brewers stadium subsidy passed in 1995 resulted in \$609 million in sales taxes being used to pay for the stadium over 24 years. Does hearing this make you more likely or less likely to support a stadium subsidy, or does it not make a difference?

More likely 15%
Less likely 41%
It doesn't make a difference 38%
Not sure 6%

Q4 The current proposal calls for around \$550 million of tax money to be spent on Brewers stadium improvements. Do you think this tax money should be spent on the stadium, or spent on other government priorities such as public safety, healthcare, and roads?

Think tax money should be spent on the stadium 16%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads 70%
Not sure 14%

Q5 Recently, Milwaukee was given the ability to raise its own sales taxes to fund the police and fire departments, to avoid bankruptcy, and to slow cuts to other city and county services. However, the current stadium plan calls for part of these new sales taxes to pay for the stadium improvements. Do you support or oppose using these local tax monies to pay for the stadium improvements?

Support 22%
Oppose 64%
Not sure 14%

Q6 Would you be more or less likely to support a politician who supports tax money being used to subsidize improvements to the Brewers baseball stadium, or would it not make a difference?

More likely 9%
Less likely 51%
It wouldn't make a difference 32%
Not sure 8%

Q7 Current estimates state that the Brewers are worth nearly seven times what owner Mark Attanasio paid for the team, bringing the team's current value to \$1.6 billion, despite never reaching the World Series during his ownership. Mark Attanasio recently paid \$50 million to buy an English Soccer team. Having heard this, who do you think is in a better position to pay for stadium improvements: Mark Attanasio or Wisconsin taxpayers?

Think Mark Attanasio is in a better position to pay for stadium improvements 77%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements 8%
Not sure 15%



Q8 In the 2020 election for President, did you vote for Republican Donald Trump, Democrat Joe Biden, someone else, or did you not vote in the election?

<i>Donald Trump</i>	46%
<i>Joe Biden</i>	46%
<i>Someone else / Did not vote</i>	8%

Q9 If you are a woman, press 1. If a man, press 2. If you are gender non-binary, press 3.

<i>Woman</i>	52%
<i>Man</i>	46%
<i>Non-binary</i>	2%

Q10 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

<i>Democrat</i>	33%
<i>Republican</i>	33%
<i>Independent</i>	34%

Q11 If you are white, press 1. If other, press 2.

<i>White</i>	89%
<i>Other</i>	11%

Q12 If you are 18-29 years old, press 1. If 30-45, press 2. If 46-65, press 3. If older than 65, press 4.

<i>18 to 29</i>	13%
<i>30 to 45</i>	26%
<i>46 to 65</i>	34%
<i>Older than 65</i>	27%

Q13 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

<i>High school graduate or less</i>	28%
<i>Some college but did not finish</i>	20%
<i>2-year college degree</i>	13%
<i>4-year college degree</i>	26%
<i>Post-graduate degree</i>	13%

Q14 Mode

<i>Landline</i>	45%
<i>Text</i>	55%

Q15 Media Market

<i>Superior</i>	2%
<i>Green Bay</i>	19%
<i>La Crosse</i>	8%
<i>Madison</i>	18%
<i>Milwaukee</i>	40%
<i>Minneapolis</i>	5%
<i>Wausau</i>	8%



	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Biden Approval				
Approve	41%	3%	83%	23%
Disapprove	52%	96%	7%	51%
Not sure	7%	1%	10%	26%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose				
Support	29%	24%	34%	28%
Oppose	55%	62%	48%	60%
Not sure	16%	15%	18%	12%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support				
More likely	15%	15%	16%	7%
Less likely	41%	48%	33%	45%
It doesn't make a difference	38%	31%	43%	41%
Not sure	6%	5%	7%	7%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Think Tax Money Should Be Spent on Stadium / Other Priorities				
Think tax money should be spent on the stadium	16%	17%	17%	10%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	68%	72%	74%
Not sure	14%	15%	12%	16%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose				
Support	22%	23%	20%	26%
Oppose	64%	65%	64%	59%
Not sure	14%	12%	16%	15%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support				
More likely	9%	9%	9%	4%
Less likely	51%	55%	45%	60%
It wouldn't make a difference	32%	29%	37%	24%
Not sure	8%	7%	9%	12%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements				
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	77%	77%	78%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	7%	9%	6%
Not sure	15%	16%	13%	16%

	Base	Gender		
		Woman	Man	Non-binary
Biden Approval				
Approve	41%	44%	38%	47%
Disapprove	52%	47%	57%	53%
Not sure	7%	9%	5%	1%

	Base	Gender		
		Woman	Man	Non-binary
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose				
Support	29%	30%	27%	32%
Oppose	55%	52%	59%	64%
Not sure	16%	18%	14%	4%

	Base	Gender		
		Woman	Man	Non-binary
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support				
More likely	15%	16%	13%	17%
Less likely	41%	42%	40%	49%
It doesn't make a difference	38%	33%	43%	34%
Not sure	6%	9%	4%	1%

	Base	Gender		
		Woman	Man	Non-binary
Think Tax Money Should Be Spent on Stadium / Other Priorities				
Think tax money should be spent on the stadium	16%	15%	17%	21%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	70%	71%	62%
Not sure	14%	15%	12%	17%

	Base	Gender		
		Woman	Man	Non-binary
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose				
Support	22%	19%	24%	35%
Oppose	64%	64%	64%	61%
Not sure	14%	17%	12%	4%

	Base	Gender		
		Woman	Man	Non-binary
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support				
More likely	9%	8%	10%	2%
Less likely	51%	49%	52%	58%
It wouldn't make a difference	32%	33%	32%	30%
Not sure	8%	10%	6%	11%

	Base	Gender		
		Woman	Man	Non-binary
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements				
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	78%	76%	88%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	6%	10%	9%
Not sure	15%	16%	14%	3%

	Base	Party		
		Democrat	Republican	Independent
Biden Approval				
Approve	41%	82%	6%	36%
Disapprove	52%	6%	93%	56%
Not sure	7%	12%	1%	7%

	Base	Party		
		Democrat	Republican	Independent
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose				
Support	29%	33%	25%	29%
Oppose	55%	50%	59%	57%
Not sure	16%	17%	16%	14%

	Base	Party		
		Democrat	Republican	Independent
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support				
More likely	15%	17%	16%	12%
Less likely	41%	37%	47%	39%
It doesn't make a difference	38%	38%	30%	44%
Not sure	6%	8%	7%	4%

	Base	Party		
		Democrat	Republican	Independent
Think Tax Money Should Be Spent on Stadium / Other Priorities				
Think tax money should be spent on the stadium	16%	14%	16%	18%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	76%	69%	66%
Not sure	14%	9%	15%	16%

	Base	Party		
		Democrat	Republican	Independent
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose				
Support	22%	18%	24%	24%
Oppose	64%	69%	63%	60%
Not sure	14%	13%	13%	16%

	Base	Party		
		Democrat	Republican	Independent
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support				
More likely	9%	9%	9%	8%
Less likely	51%	47%	54%	51%
It wouldn't make a difference	32%	34%	28%	35%
Not sure	8%	10%	8%	7%

	Base	Party		
		Democrat	Republican	Independent
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements				
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	79%	74%	79%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	8%	8%	8%
Not sure	15%	13%	18%	14%

	Base	Race	
		White	Other
Biden Approval			
Approve	41%	40%	57%
Disapprove	52%	55%	26%
Not sure	7%	6%	17%

	Base	Race	
		White	Other
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose			
Support	29%	29%	27%
Oppose	55%	55%	61%
Not sure	16%	16%	11%

	Base	Race	
		White	Other
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support			
More likely	15%	15%	13%
Less likely	41%	39%	56%
It doesn't make a difference	38%	39%	24%
Not sure	6%	6%	7%

	Base	Race	
		White	Other
Think Tax Money Should Be Spent on Stadium / Other Priorities			
Think tax money should be spent on the stadium	16%	16%	15%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	69%	79%
Not sure	14%	14%	7%

	Base	Race	
		White	Other
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose			
Support	22%	22%	23%
Oppose	64%	64%	67%
Not sure	14%	15%	11%

	Base	Race	
		White	Other
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support			
More likely	9%	9%	6%
Less likely	51%	49%	60%
It wouldn't make a difference	32%	33%	28%
Not sure	8%	9%	6%

	Base	Race	
		White	Other
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements			
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	77%	79%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	8%	9%
Not sure	15%	15%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Approval					
Approve	41%	56%	41%	35%	43%
Disapprove	52%	30%	48%	60%	55%
Not sure	7%	14%	12%	4%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose					
Support	29%	34%	21%	32%	30%
Oppose	55%	62%	56%	53%	55%
Not sure	16%	4%	24%	15%	15%



	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support					
More likely	15%	13%	9%	16%	21%
Less likely	41%	55%	31%	40%	46%
It doesn't make a difference	38%	29%	50%	39%	27%
Not sure	6%	4%	9%	5%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Think Tax Money Should Be Spent on Stadium / Other Priorities					
Think tax money should be spent on the stadium	16%	14%	12%	19%	19%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	76%	75%	66%	69%
Not sure	14%	11%	13%	15%	13%



	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose					
Support	22%	24%	15%	26%	22%
Oppose	64%	71%	70%	60%	60%
Not sure	14%	5%	15%	14%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support					
More likely	9%	7%	6%	10%	10%
Less likely	51%	62%	45%	46%	56%
It wouldn't make a difference	32%	25%	37%	36%	28%
Not sure	8%	6%	12%	8%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements					
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	86%	73%	76%	79%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	6%	6%	10%	8%
Not sure	15%	8%	21%	13%	13%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Biden Approval						
Approve	41%	39%	31%	30%	53%	53%
Disapprove	52%	54%	60%	67%	41%	38%
Not sure	7%	7%	9%	3%	6%	9%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose						
Support	29%	23%	30%	32%	29%	35%
Oppose	55%	58%	52%	58%	56%	49%
Not sure	16%	19%	17%	10%	15%	16%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support						
More likely	15%	16%	11%	17%	13%	20%
Less likely	41%	53%	45%	37%	34%	28%
It doesn't make a difference	38%	25%	38%	37%	48%	45%
Not sure	6%	6%	6%	9%	5%	7%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Think Tax Money Should Be Spent on Stadium / Other Priorities						
Think tax money should be spent on the stadium	16%	12%	16%	18%	18%	21%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	77%	67%	67%	71%	64%
Not sure	14%	11%	17%	15%	12%	15%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose						
Support	22%	17%	24%	21%	23%	26%
Oppose	64%	67%	65%	65%	64%	56%
Not sure	14%	17%	10%	14%	13%	18%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support						
More likely	9%	8%	7%	11%	7%	12%
Less likely	51%	57%	54%	47%	46%	43%
It wouldn't make a difference	32%	27%	29%	33%	40%	36%
Not sure	8%	8%	10%	8%	7%	9%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements						
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	77%	80%	85%	74%	73%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	9%	6%	5%	7%	13%
Not sure	15%	14%	14%	10%	19%	14%

	Base	Mode	
		Landline	Text
Biden Approval			
Approve	41%	48%	36%
Disapprove	52%	49%	54%
Not sure	7%	3%	10%

	Base	Mode	
		Landline	Text
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose			
Support	29%	34%	25%
Oppose	55%	55%	56%
Not sure	16%	12%	19%

	Base	Mode	
		Landline	Text
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support			
More likely	15%	22%	9%
Less likely	41%	48%	36%
It doesn't make a difference	38%	27%	47%
Not sure	6%	3%	9%

	Base	Mode	
		Landline	Text
Think Tax Money Should Be Spent on Stadium / Other Priorities			
Think tax money should be spent on the stadium	16%	19%	14%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	70%	70%
Not sure	14%	11%	15%

	Base	Mode	
		Landline	Text
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose			
Support	22%	26%	19%
Oppose	64%	59%	68%
Not sure	14%	15%	13%

	Base	Mode	
		Landline	Text
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support			
More likely	9%	11%	7%
Less likely	51%	53%	48%
It wouldn't make a difference	32%	32%	32%
Not sure	8%	4%	12%

	Base	Mode	
		Landline	Text
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements			
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	79%	76%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	9%	7%
Not sure	15%	12%	17%

	Base	Media Market						
		Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Biden Approval								
Approve	41%	33%	40%	45%	54%	39%	31%	37%
Disapprove	52%	57%	50%	54%	38%	55%	60%	60%
Not sure	7%	10%	10%	2%	7%	7%	9%	3%

	Base	Media Market						
		Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Tax Money Used to Pay For Improvements to Brewers Baseball Stadium Support / Oppose								
Support	29%	27%	27%	23%	23%	36%	12%	26%
Oppose	55%	51%	60%	66%	53%	51%	67%	57%
Not sure	16%	22%	13%	11%	24%	13%	21%	18%

	Media Market							
	Base	Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Original Stadium Subsidy Resulted in \$609 Million in Sales Tax More / Less Likely to Support								
More likely	15%	16%	14%	15%	16%	15%	8%	17%
Less likely	41%	50%	41%	45%	31%	41%	52%	53%
It doesn't make a difference	38%	30%	40%	35%	39%	40%	33%	26%
Not sure	6%	4%	5%	5%	14%	4%	8%	3%

	Media Market							
	Base	Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Think Tax Money Should Be Spent on Stadium / Other Priorities								
Think tax money should be spent on the stadium	16%	3%	16%	5%	12%	23%	6%	12%
Think tax money should be spent on other government priorities such as public safety, healthcare, and roads	70%	80%	75%	81%	71%	62%	82%	78%
Not sure	14%	18%	8%	13%	17%	15%	12%	11%

	Base	Media Market						
		Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Using New Local Sales Tax Monies for Stadium Improvements Support / Oppose								
Support	22%	9%	21%	15%	17%	26%	23%	22%
Oppose	64%	65%	71%	69%	62%	60%	69%	66%
Not sure	14%	26%	9%	15%	22%	14%	8%	11%

	Base	Media Market						
		Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Politician Who Supports Tax Money Subsidy for Stadium More / Less Likely to Support								
More likely	9%	1%	7%	4%	5%	11%	4%	17%
Less likely	51%	50%	49%	63%	50%	45%	68%	59%
It wouldn't make a difference	32%	38%	36%	30%	34%	33%	26%	20%
Not sure	8%	11%	8%	3%	11%	10%	2%	5%

	Media Market							
	Base	Superior	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Think Attanasio / Wisconsin Taxpayers Are in Better Position to Pay For Stadium Improvements								
Think Mark Attanasio is in a better position to pay for stadium improvements	77%	90%	76%	85%	77%	74%	79%	85%
Think Wisconsin taxpayers are in a better position to pay for stadium improvements	8%	7%	5%	5%	6%	11%	1%	9%
Not sure	15%	3%	19%	10%	17%	14%	20%	5%