

To: American Cancer Society Cancer Action Network

From: Lake Research Partners
The Tarrance Group

Re: Notable findings from a statewide survey of likely voters in Wisconsin¹

Key Findings on Access to Health Care

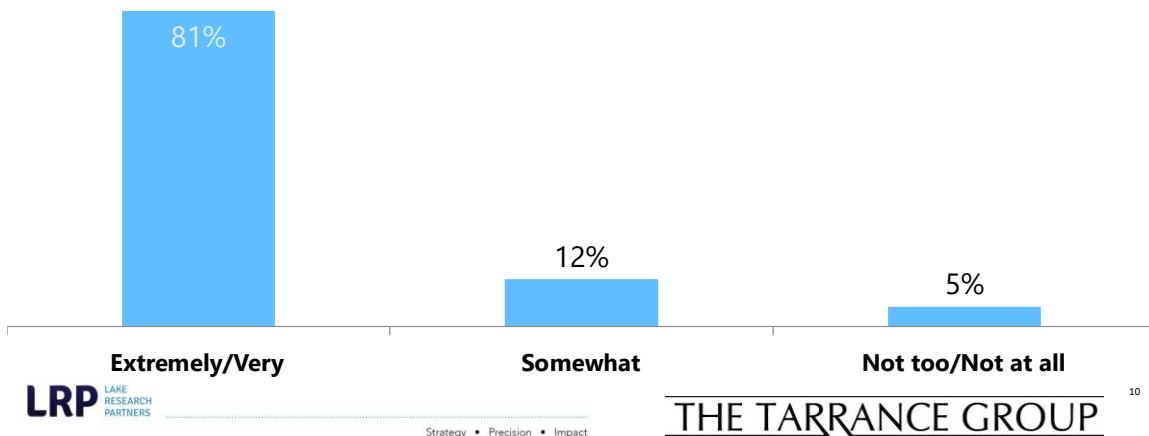
- Likely voters in Wisconsin place a high level of importance on access to affordable cancer screening and treatment.** Fully 81% of likely voters in Wisconsin indicate that it is extremely (54%) or very (27%) important to them that all Americans, no matter what health insurance they have, should have access to cancer screening and treatment that is close to home and affordable.
 - This rating crosses the political spectrum, including Democrats (97% extremely/very important), Independents (75% extremely/very important), and Republicans (68% extremely/very important).
 - These attitudes are driven by personal experience. Fully 82% of Wisconsin likely voters have either been diagnosed with cancer themselves (12%) or have a family member who has been diagnosed with cancer (65%) or have someone close to them who has been diagnosed with cancer (32%).

WI

How important is it to you...

Is it extremely important, very important, somewhat important, not too important, or not at all important?

All Americans, no matter what health insurance they have, should have access to cancer screening and treatment that is close to home and affordable.



¹ Lake Research Partners and The Tarrance Group designed and administered this phone survey that was conducted June 30 to July 12, 2026, by phone (landlines and cell phones) using professional telephone interviewers and text to online (a portion of the sample received a text to their cell phone with a link to complete the survey online). The survey reached a total of 518 likely 2026 voters in Wisconsin. The margin of error is +/- 4.2%.

2. **Likely voters in Wisconsin are supportive of candidates who work to increase access to the healthcare people need.** Indeed, 64% of likely voters in Wisconsin indicate they would be more likely to vote (52% much more likely) to elect an official who was a leader in ensuring healthcare is affordable and accessible.
 - In addition, 57% of likely voters in Wisconsin say they would be more likely to vote (43% much more likely) to elect an official who was a leader in advocating for access to Medicaid insurance coverage.
 - This attitude is also seen when 92% of likely voters (81% strongly) agree with the statement: “When people’s health coverage is taken away because of paperwork or administrative barriers, they can miss screenings or delay treatment. Healthcare policies should make it easier—not harder—for people to get care.

Key Findings on Tobacco Product Use and Prevention Programs

1. **Likely voters in Wisconsin also have a notable level of concern about young people in their community using tobacco products.** Fully 59% of likely voters in Wisconsin indicated they are concerned about this issue.
2. **This concern translates to likely voters in Wisconsin seeing a role for the government when it comes to kids and tobacco use prevention programs.** There is majority support for these efforts:
 - 67% support for programs to protect our kids from the dangers of tobacco industry marketing,
 - 61% support for educating the public on the dangers of tobacco use, and
 - 57% support for funding programs to protect our kids from the dangers of tobacco products.
3. **Voters’ concerns about tobacco use translate into support for raising revenue for programs that prevent tobacco use through an additional tax on tobacco products.** In fact, 63% of likely voters in Wisconsin support a tobacco tax increase whose revenue would be dedicated to programs that prevent tobacco use (47% strongly favor). Similarly, 67% of likely voters in Wisconsin would be less likely to elect an official who had received large donations from tobacco companies (53% much less likely).

Voter engagement

1. **Wisconsin likely voters are highly engaged about the fall elections.** Fully 82% of them indicate that they are very motivated to vote in the November elections.

Final Thoughts

In sum, despite the increasing polarization across the public policy spectrum, likely voters in Wisconsin strongly support key concepts like making healthcare more affordable, and efforts to prevent young people from tobacco use. These voters stand ready to show their support for candidates who pursue these goals.