

MEMORANDUM

TO: INTERESTED PARTIES
FROM: ELIZABETH HARRINGTON & JARRETT LEWIS, PUBLIC OPINION STRATEGIES
JEFF HORWITT, HART RESEARCH ASSOCIATES
CC: AMERICAN CANCER SOCIETY CANCER ACTION NETWORK
DATE: SEPTEMBER 26, 2022
SUBJECT: KEY FINDINGS – WISCONSIN STATEWIDE SURVEY

KEY FINDINGS

- 1. Eight-in-ten voters (80%) in Wisconsin say a candidate's position on health care is important to them when deciding who to vote for, including 40% who say a candidate's position is very important to them.** Majorities of Republicans (72%), Independents (69%) and Democrats (93%) say a candidate's position on health care is important to them when deciding who to vote for.
- 2. The two most important health care issues for Wisconsin voters: 1) Lowering out-of-pocket costs like co-pays and deductibles (21%); and 2) Expanding access to health coverage for all Wisconsinites (19%);** Expanding access to health coverage is the top health care issue for Democratic voters (35%), Biden voters (34%), women (22%), those voters who identify as upper class or well-to-do (25%), those with a college degree or higher (25%), and urban (24%) voters. Lowering out-of-pocket costs is the top health care issue for voters ages 65+ (24%), those with a high school education or less (25%), and rural voters (23%).
- 3. Seven-in-ten (70%) Wisconsin voters support fully expanding BadgerCare, including 46% who strongly support it.**
 - Majorities of African American voters (72%) and white voters (71%) support fully expanding BadgerCare
 - Majorities of urban (74%), suburban (69%) and rural (71%) voters all support full expansion
 - A nearly universal 96% of Democratic voters support full expansion and majorities of Independents (60%) support full expansion, while Republicans are more closely divided (49% support)

4. **A majority of Wisconsin voters (55%) say they would be more likely to vote for a political candidate who supported fully expanding BadgerCare.** Only 23% say they would be less likely to vote for a candidate who supported full expansion and 22% say it would not impact their vote one way or the other.
- Majorities of Democrats (86%), African American voters (67%), women (64%) and suburban voters (52%) say they would be more likely to vote for a candidate who supported fully expanding BadgerCare. A plurality of Independent voters (44%) and rural voters (48%) say they would be more likely to vote for a candidate who supported it.
5. **More than two-thirds of Wisconsin voters believe ensuring all Wisconsinites have access to affordable health insurance coverage should be a very high or high priority for elected officials in the state.** Respondents were read priorities that elected officials in Wisconsin have discussed for improving the health care system.
- Seven in ten (72%) Wisconsin voters believe ensuring all Wisconsinites have access to affordable health insurance coverage should be a very high or high priority for elected officials in the state. Majorities of Democrats (96%), Independents (59%) and Republicans (55%) all believe this should be a very high or high priority.
 - Fully 78% say making sure all health insurance plans cover medical tests, screenings, preventive care and treatments recommend by a patient's doctor should be either a very high or high priority.
 - Seven-in-ten voters (70%) believe that lowering the cost of what Wisconsinites pay monthly and out-of-pocket for health insurance premiums, copays, and deductibles should be a very high or high priority for elected officials in the state. Majorities of Democrats (82%), Independents (62%) and Republicans (62%) all agree this should be a very high or high priority.
 - Six-in-ten (61%) voters believe that ensuring all Wisconsinites have access to health professionals in the county where they live should be a very high or high priority, including 66% of African American voters and 65% of rural voters.
6. **Fully 85% of Wisconsin voters agree (including 60% who strongly agree) that everyone in Wisconsin, regardless of their income, where they live, their race, gender, or immigration status should be able to get affordable health care.**
- Voters in Wisconsin strongly agree that everyone should be able to get affordable health care. Supermajorities of Democrats (98%), Independents (69%) and Republicans (79%) agree with this statement, as do supermajorities of urban (88%), suburban (83%) and rural (85%) voters.
 - Wisconsin voters also agree that elected officials in Wisconsin should protect people so they don't lose their health insurance during periods of high inflation and an uncertain economy. Fully 75% of Wisconsin voters agree with this statement, including strong majorities of white voters (76%) and African American voters (77%).
 - Almost three-quarters (73%) of Wisconsin voters agree that low-wage workers in Wisconsin who don't receive insurance through a job should have access to free or low-cost health care. Majorities of Democrats (97%), Independents (62%) and Republicans (52%) agree with this sentiment.

- 7. Three-in-ten Wisconsin voters say they are worried they or a loved one will be without health insurance in the next year.** More than one-third of African American voters (38%) and 44% of those voters self-identifying as low-income/working class say they are worried about this in the next year. But concerns about losing health insurance extend to significant proportions of middle class and suburban voters (25% and 29% respectively).

- 8. Medical debt is prevalent in Wisconsin. The issue affects voters across political parties (58% of Biden voters and 68% of Trump voters say they currently have medical debt or have had medical debt in the past).** More than six-in-ten (63%) Wisconsin voters say they or a family member currently have medical debt (28%) or have had medical debt in the past (35%). Medical debt is particularly hard on the African American community, with 74% of African American voters in Wisconsin saying they or a family member currently has medical debt (34%) or has had medical debt in the past (40%). And fully 62% of rural voters say they or a family member currently have medical debt (22%) or have had medical debt in the past (40%).

METHODOLOGY

On behalf of American Cancer Society Cancer Action Network, Public Opinion Strategies and Hart Research Associates conducted a Wisconsin statewide mixed mode survey (land line, cell phones, and text-to-web) of N=600 registered voters from September 11-15, 2022. Additionally, Public Opinion Strategies and Hart Research Associates conducted oversamples to reach of N=100 African American registered voters & N=150 registered voters living in Rural Counties.

The statewide survey results have a margin of error of ± 4.00 percentage points. The results among African American voters has a margin of error of ± 9.83 percentage points and the results among Rural voters has a margin of error of ± 8.00 percentage points.