201 N Union Street, Suite 310
Alexandria, Virginia 22314
(703) 627-7159
dsackett@tarrance.com

THE TARRANCE GROUP
www.tarrance.com

MEMORANDUM

TO: RIGHTCOUNT

FROM: DAVE SACKETT
LAUREN HUTCHINSON

RE: KEY FINDINGS FROM A SURVEY OF VOTER ATTITUDES IN WISCONSIN

DATE: FEBRUARY 18, 2026

The Tarrance Group is pleased to present RightCount with the key findings from a statewide survey of voter attitudes in the state of Wisconsin. These key findings are based on interviews with N=600 voters throughout the state. Responses to this survey were gathered February 14-17, 2026. The margin of error associated with this sample is ± 4.1% in 95 out of 100 cases.

POLITICAL ENVIRONMENT

'26 Likelihood to Vote:

	All	GOP	DEM	IND
Extremely likely	75%	74%	80%	67%
Very likely	17%	16%	15%	19%
Somewhat likely	5%	7%	2%	7%
Not likely	3%	4%	2%	5%
Unsure	--	--	--	2%

'26 Intended Vote Method:

	All	GOP	DEM	IND
Election Day	65%	75%	56%	63%
Early vote	20%	18%	23%	19%
Absentee/Mail	13%	6%	20%	15%
Unsure	1%	--	1%	3%

Issue Matrix:

	All	GOP	DEM	IND
Inflation/COL	19%	13%	25%	19%
Taxes/government spending	14%	24%	4%	12%
Healthcare	12%	7%	19%	9%
Election integrity	11%	15%	10%	8%
Education	9%	1%	17%	9%
Immigration/BS	9%	19%	--	8%

Gubernatorial Ballot Test:

	Tiffany	UND	Barnes
All	47%	5%	48%
Milwaukee DMA	45%	5%	50%
Green Bay DMA	56%	2%	41%
Madison DMA	24%	9%	68%
Rest of State	60%	5%	36%
Men	53%	6%	41%
Women	41%	4%	55%
18-34	38%	6%	56%
35-44	40%	5%	55%
45-64	52%	3%	45%
65+	50%	7%	43%
High School	52%	6%	42%
Some college	51%	3%	46%
College graduate	43%	5%	52%
Republican	94%	3%	3%
Independent	38%	12%	49%
Democrat	1%	3%	95%
WI election administration – more trustworthy	25%	2%	72%
WI election administration – staying same	35%	4%	61%
WI election administration – less trustworthy	74%	5%	21%

Generic Congressional Ballot:

	All	GOP	DEM	IND
Republican	45%	96%	--	33%
Undecided	6%	3%	2%	19%
Democrat	49%	2%	98%	48%

VIEWS OF ELECTIONS / ELECTION ADMINISTRATION

Trajectory of Administration of Elections:

All Voters	Nationally	Wisconsin
More trustworthy	13%	13%
About the same	26%	50%
Less trustworthy	58%	32%
Republicans		
More trustworthy	20%	7%
About the same	16%	36%
Less trustworthy	61%	52%
Democrats		
More trustworthy	9%	19%
About the same	32%	63%
Less trustworthy	56%	14%
Independents		
More trustworthy	8%	13%
About the same	34%	53%
Less trustworthy	57%	29%

Wisconsin Elections

	More Trustworthy	The Same	Less Trustworthy
All	13%	50%	32%
Milwaukee County	19%	45%	32%
Waukesha County	5%	63%	30%
Rest of Milwaukee DMA	9%	47%	42%
Madison DMA	19%	50%	21%
Green Bay DMA	14%	53%	31%
Men	12%	47%	35%
Women	14%	52%	30%
18-34	12%	51%	32%
35-44	13%	53%	28%
45-64	11%	51%	35%
65+	15%	46%	32%
High School	10%	43%	41%
Some college	11%	58%	29%
College graduate	15%	51%	30%
Election Day voters	12%	50%	33%
Early voters	15%	44%	35%
Absentee/Mail voters	13%	60%	23%

Wisconsin Elections Administration vs. National:

	Beter Job	Same Job	Worse Job
All	34%	45%	17%
Milwaukee County	25%	52%	20%
Waukesha County	27%	39%	31%
Rest of Milwaukee DMA	37%	47%	15%
Madison DMA	37%	48%	9%
Green Bay DMA	38%	39%	17%
White	35%	48%	14%
Black	43%	24%	28%
Men	32%	44%	20%
Women	36%	46%	15%
18-34	32%	50%	14%
35-44	36%	42%	19%
45-64	28%	52%	17%
65+	41%	35%	17%
High School	40%	33%	19%
Some college	28%	53%	16%
College graduate	34%	47%	17%
Republican	27%	34%	32%
Democrat	39%	53%	6%
Independent	37%	50%	10%
Election Day voters	33%	45%	17%
Early voters	33%	42%	23%
Absentee/Mail voters	41%	49%	9%

Oversight of Elections:

28. Which of the following views comes closest to your own? ***(ROTATE)***

- *States should set and run their own elections with federal agencies only having a limited oversight role*

OR

- *Federal agencies should be the ultimate decision-makers on election administration, even if a state disagrees with it.*

	State Control	Federal Agencies	Unsure
All	74%	23%	1%
Milwaukee County	82%	18%	--
Waukesha County	70%	28%	1%
Rest of Milwaukee DMA	71%	27%	3%
Madison DMA	84%	10%	3%
Green Bay DMA	75%	22%	3%
White	75%	22%	2%
Black	60%	35%	4%
Men	71%	25%	3%
Women	76%	22%	2%
18-34	71%	25%	--
35-44	77%	21%	2%
45-64	77%	20%	2%
65+	67%	26%	3%
High School	63%	32%	3%
Some college	74%	23%	2%
College graduate	78%	20%	1%
Republican	60%	36%	1%
Democrat	87%	13%	--
Independent	75%	17%	6%
Election Day voters	71%	24%	2%
Early voters	76%	22%	2%
Absentee/Mail voters	79%	21%	--

Perception of Wisconsin's Elections Process:

All Voters	2020 Elections	2024 Elections	Upcoming 2026 Elections
No issues	41%	41%	35%
Minor problems	17%	21%	25%
Irregularities – did not change outcome	11%	16%	11%
Widespread errors – altered results	27%	19%	23%
Republicans			
No issues	9%	16%	13%
Minor problems	17%	25%	28%
Irregularities – did not change outcome	18%	24%	17%
Widespread errors – altered results	51%	30%	35%
Democrats			
No issues	69%	64%	56%
Minor problems	17%	18%	21%
Irregularities – did not change outcome	4%	6%	5%
Widespread errors – altered results	6%	11%	12%
Independents			
No issues	48%	45%	39%
Minor problems	18%	19%	24%
Irregularities – did not change outcome	12%	16%	12%
Widespread errors – altered results	20%	15%	21%

2026 Elections – Likelihood of Acceptance of Results from Wisconsin:

All Voters	State Races	Federal Races
Very likely	70%	66%
Somewhat likely	23%	28%
Not likely	3%	4%
Unsure	4%	2%
Republicans		
Very likely	55%	52%
Somewhat likely	35%	43%
Not likely	5%	3%
Unsure	5%	2%
Democrats		
Very likely	83%	80%
Somewhat likely	14%	14%
Not likely	2%	5%
Unsure	2%	2%
Independents		
Very likely	75%	69%
Somewhat likely	18%	24%
Not likely	2%	3%
Unsure	5%	4%

Confidence in Wisconsin Election Ballot Security Measures:

All Voters	Mail-in Voting	Ballot Counting after E.D.	Voter ID Confirm of Mail Ballots	Verification And audit of Paper Ballots	Drop Box Security
Confident (Total)	60%	73%	65%	85%	63%
Confident (Very)	41%	48%	44%	55%	44%
Not confident (Total)	38%	25%	31%	12%	34%
Not confident (Very)	24%	15%	18%	5%	21%
Unsure	2%	2%	4%	2%	3%
Republicans					
Confident	28%	52%	38%	77%	34%
Not confident	72%	45%	58%	20%	62%
Unsure	1%	3%	3%	2%	4%
Democrats					
Confident	92%	92%	90%	94%	93%
Not confident	6%	7%	7%	5%	6%
Unsure	2%	1%	3%	--	1%
Independents					
Confident	63%	77%	69%	85%	65%
Not confident	33%	21%	24%	10%	31%
Unsure	4%	2%	6%	5%	4%

Views of Mail Ballots / Mail-in Voting:

*18. Which of the following views comes closest to your own – **(ROTATE)** ---*

- *Mail-in voting opens the door to fraud and abuse. If elections are going to be secure, voting should only happen in person, not through the mail.*

OR

- *Mail-in voting is a convenient and secure way to vote. Safeguards like signature checks and audits make sure only legal votes are counted.*

	Opens door to Fraud/Abuse	**Secure Way To Vote**
All	46%	53%
Milwaukee County	37%	63%
Waukesha County	52%	47%
Rest of Milwaukee DMA	47%	51%
Madison DMA	26%	73%
Green Bay DMA	55%	44%
White	46%	53%
Black	39%	61%
Men	51%	48%
Women	42%	57%
18-34	45%	55%
35-44	37%	61%
45-64	51%	48%
65+	48%	51%
High School	61%	39%
Some college	46%	52%
College graduate	40%	59%
Republican	85%	14%
Democrat	8%	92%
Independent	40%	57%
Election Day voters	53%	46%
Early voters	42%	57%
Absentee/Mail voters	16%	81%

Concern about Potential <u>Impediments</u> to Accepting Election Results:

All Voters	Non-Citizen Voting	Cyber Attacks	Ignoring Procedure	Slow Counting	Premature Declarations	Courts Changing Rules	Deploying Troops to Polls	Federal Pressure
Concerned (Total)	48%	67%	58%	37%	55%	75%	52%	62%
Concerned (Very)	37%	24%	29%	14%	22%	39%	37%	29%
Not concerned (Total)	50%	30%	40%	59%	42%	19%	45%	34%
Not concerned (Very)	44%	18%	30%	48%	30%	12%	42%	27%
Unsure	2%	4%	2%	4%	3%	6%	3%	4%
Republicans								
Concerned	88%	74%	81%	61%	59%	70%	14%	43%
Not concerned	9%	23%	17%	37%	38%	22%	82%	52%
Unsure	3%	3%	2%	2%	2%	8%	4%	5%
Democrats								
Concerned	8%	62%	39%	18%	53%	83%	91%	84%
Not concerned	91%	34%	59%	77%	43%	13%	8%	15%
Unsure	1%	4%	1%	5%	4%	4%	1%	1%
Independents								
Concerned	44%	61%	52%	28%	50%	69%	53%	57%
Not concerned	54%	34%	46%	67%	47%	25%	43%	37%
Unsure	2%	5%	2%	5%	3%	6%	4%	6%

Greatest Worry/Concern Impacting Election Results:

	All	GOP	DEM	IND
Non-citizens voting	26%	54%	--	20%
Deployment of Troops/ICE to polls	22%	1%	44%	24%
Federal pressure on WI election officials	13%	1%	26%	15%
Cyberattacks	9%	13%	4%	9%
Court decisions changing rules	10%	5%	13%	14%
Not following procedures	9%	13%	5%	9%
Other	10%	13%	9%	8%

Potential Safeguards for Mail-in Ballots:

All Voters	Only Counting Ballots with Verified Signature	Online Tracking for Those who vote By mail with Proof of Receipt	Allowing process and tabulating one day early – Monday before Tuesday Election
Very effective	44%	53%	47%
Somewhat effective	32%	33%	32%
Not effective	19%	12%	17%
Republicans			
Very effective	48%	40%	32%
Somewhat effective	32%	40%	35%
Not effective	17%	16%	27%
Democrats			
Very effective	40%	68%	67%
Somewhat effective	30%	25%	24%
Not effective	22%	6%	6%
Independents			
Very effective	42%	51%	37%
Somewhat effective	34%	32%	39%
Not effective	15%	13%	16%
Absentee/Mail in Ballot Voters			
Very effective	36%	72%	52%
Somewhat effective	39%	22%	34%
Not effective	16%	2%	7%

Ballot Drop Boxes:

29. *Would you support or oppose the creation of a statewide standard set of rules regarding the issue of drop boxes, including access and security that all municipalities would be required to adhere to?*

	Support	Unsure	Oppose
All	76%	7%	17%
Milwaukee County	80%	13%	7%
Waukesha County	86%	5%	9%
Rest of Milwaukee DMA	76%	5%	19%
Madison DMA	70%	6%	24%
Green Bay DMA	76%	7%	17%
White	76%	5%	19%
Black	65%	25%	10%
Men	75%	7%	18%
Women	77%	6%	16%
18-34	80%	3%	17%
35-44	82%	9%	10%
45-64	79%	4%	17%
65+	65%	10%	25%
High School	71%	4%	25%
Some college	70%	10%	20%
College graduate	79%	6%	15%
Republican	79%	4%	17%
Democrat	75%	8%	17%
Independent	73%	9%	19%
Election Day voters	75%	7%	18%
Early voters	80%	6%	14%
Absentee/Mail voters	80%	3%	17%

Early Processing of Absentee/Early Votes:

30. *Would you favor or oppose allowing election officials to begin the processing, verifying, and preparing absentee ballots to be counted starting the Monday before the Tuesday election, but NOT be able to tally or count them until Election Day?*

	Favor	Unsure	Oppose
All	77%	2%	20%
Milwaukee County	87%	2%	11%
Waukesha County	81%	1%	18%
Rest of Milwaukee DMA	79%	2%	20%
Madison DMA	77%	2%	20%
Green Bay DMA	77%	--	23%
White	76%	2%	22%
Black	93%	--	7%
Men	76%	2%	22%
Women	79%	3%	19%
18-34	77%	3%	20%
35-44	81%	3%	16%
45-64	80%	1%	19%
65+	71%	3%	26%
High School	74%	1%	25%
Some college	77%	3%	21%
College graduate	79%	2%	19%
Republican	67%	3%	30%
Democrat	90%	1%	9%
Independent	75%	3%	22%
'24 Trump voter	68%	3%	29%
'24 Harris voter	89%	1%	10%
Election Day voters	75%	1%	24%
Early voters	81%	4%	14%
Absentee/Mail voters	86%	2%	11%

# # #