

*Survey of All Registered Voters*

*Green Bay, Wisconsin*

*Phone, Email- & Text-to-Web*

*Conducted February 8 - 13, 2026*

*n = 350, Margin of Error ±5.23 percentage points*

*Workbench Strategy #26080*



Your opinions are important! Thank you for participating in this survey about issues in Wisconsin. Your responses will remain completely confidential. Please try to answer every question even if you're not sure. If you need to, you may skip a question.

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1. Are you registered to vote in Green Bay?	
Yes, registered	100
No, not registered/(Don't know/Refused)	-
2. What year were you born? (YEARS CODED INTO AGE RANGES)	
18 to 29	8
30 to 39	10
40 to 49	15
50 to 64	31
65 or older	36
Prefer not to respond	-
3. What would you say are the chances that you will vote in the April 2026 election for Wisconsin's Supreme Court and Municipal offices?	
Almost certain to vote/Will definitely vote	80
Probably vote	9
50/50 chance	7
Will not vote/(Don't know/Refused)	4
4. Do you feel that things in Green Bay are...	
Generally going in the right direction	55
Off on the wrong track	44
(Don't know/Refused)	1



5. What do you think is the most important problem facing Green Bay today? [OPEN-ENDED, VERBATIMS CODED INTO CATEGORIES]

Roads/Infrastructure	14
Taxes	14
Homelessness	14
Affordable Housing	11
Trump/ICE/Republicans	8
City Govt/Public Services	8
Economy/CoL/Jobs	8
Crime/Drugs/Public Safety	7
Education	6
Liberals/Anti-Immigration	5
Other	2
Don't know/Nothing	3



For each of the following issues, please indicate how much a priority you think that issue should be for Green Bay.

SCALE:	1 – Very low priority	2	3	4	5	6	7 – Very high priority	(DK/ Refused)	Mean
<b>[RANDOMIZE]</b>									
6. Creating jobs	2	2	4	13	25	21	33	-	<b>5.52</b>
7. Building affordable housing	6	4	9	13	19	10	38	-	<b>5.18</b>
8. Addressing rising cost of living	1	1	2	8	15	18	54	-	<b>6.06</b>
9. Lowering taxes	3	2	7	18	12	15	43	0	<b>5.51</b>
10. Increasing access to quality health care	6	4	6	16	15	14	38	-	<b>5.28</b>
11. Ensuring our elections are fair and secure	2	4	4	8	8	9	65	-	<b>6.00</b>
12. Making our communities safer from crime, including expanding mental health services	2	1	2	8	23	23	42	0	<b>5.85</b>
13. Standing up to the Trump administration’s attacks on immigrants and fighting against ICE	35	3	3	4	4	4	48	-	<b>4.44</b>
14. Investing in drones for first responders to assist with public safety operations	15	7	15	28	18	9	8	0	<b>3.83</b>
15. Restricting the building of large-scale AI data centers in the area	14	6	9	12	12	8	38	-	<b>4.78</b>

**[END RANDOMIZE]**



Using the scale below, please rate each of the following based on how well you think that entity represents you and issues that matter to you.

SCALE:	Very well	Somewhat well	Not too well	Not well at all	(Don't know/Refused)	Total Well	Total Not Well
<b>[RANDOMIZE]</b>							
16. Democrats on the Common Council	13	38	16	33	0	<b>50</b>	<b>49</b>
17. Republicans on the Common Council	14	27	19	40	1	<b>41</b>	<b>58</b>
18. Mayor Eric Genrich	20	32	21	27	1	<b>51</b>	<b>48</b>
19. Wisconsin State Supreme Court Judges	14	45	25	15	1	<b>59</b>	<b>40</b>
20. Donald Trump	23	15	5	57	-	<b>38</b>	<b>62</b>
21. Labor unions	15	30	21	33	1	<b>45</b>	<b>54</b>

**[END RANDOMIZE]**

22. Please indicate which of the following is closer to your opinion:

Green Bay has its challenges, but our leaders are moving us in the right direction.	44
Green Bay needs new leaders and a fresh start.	54
(Both)	1
(Neither)	1
(Don't know/Refused)	0



For each of the following statements about issues in your community, please indicate whether it makes you more or less likely to vote for a candidate who agrees with that statement, or if it makes no difference.

SCALE:	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	(Don't know/ Refused)	Total Likely	Total Unlikely.
<b>[RANDOMIZE]</b>								
23. <b>[AFFORDABLE HOUSING]</b> Working families in Green Bay are struggling to find housing they can afford. We need leaders who prioritize building more affordable housing and protecting renters from unfair evictions and excessive rent increases so families don't get priced out of Green Bay.	42	28	9	10	10	-	70	20
24. <b>[SHORT-TERM RENTALS]</b> Corporate investors are buying up homes in Green Bay neighborhoods and turning them into Airbnb and Vrbo rentals. Meanwhile, working families can't find affordable places to live. We must stand up to corporate investors and keep short-term rentals out of our neighborhoods.	44	25	9	12	10	-	69	21
25. <b>[WORK WITH MAYOR]</b> Mayor Genrich has brought major economic opportunities to Green Bay - like the NFL Draft - and finally secured a deal to move the coal piles from downtown, allowing for more businesses to thrive. We need more leaders on the Common Council who support Mayor Genrich and understand what our community needs.	28	24	6	24	17	0	53	30
26. <b>[HEALTH CARE ACCESS]</b> At a time when health care costs are on the rise, we need to expand health care access in Green Bay. Our leaders need to improve services for our seniors and invest in our hospitals so everyone has access to affordable health care.	37	30	9	10	14	-	67	19
27. <b>[ELECTION INTEGRITY]</b> It is now more important than ever to do everything we can to protect our ability to vote, such as providing ballot drop boxes for mail-in ballots. While Republicans are attacking voting rights nationally, we need candidates who will stand up for safe, secure, and accessible elections in Green Bay.	46	15	5	26	8	-	61	31



SCALE:	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	(Don't know/ Refused)	Total Likely	Total Unlikely.
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28. **[AFFORDABILITY/ TAXES]** Republicans in the Wisconsin Legislature have made cuts to funding for key services like schools, hospitals, and public transportation, which may require increased taxes for Green Bay residents to keep funding these vital services. We need leaders who will fight back against cuts that will make life more expensive in Green Bay.

45	14	10	23	8	-	<b>59</b>	<b>32</b>
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29. **[UNIONS]** Organized labor unions create significant benefits for our community. They bring good-paying jobs to Green Bay and also provide job security, opportunities for continued education, and the benefits working families need to take care of their loved ones.

32	28	9	16	16	-	<b>60</b>	<b>24</b>
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30. **[ICE]** In order to keep our communities safe, law enforcement must build trust with the people they protect and serve. Collaborating with ICE erodes that trust, prevents residents from reporting actual crimes, and puts the lives of all our residents in danger.

45	10	6	35	4	-	<b>55</b>	<b>41</b>
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**[END RANDOMIZE]**

These final questions are for statistical purposes only.

31. How would you classify yourself politically?

Very liberal	18
Somewhat liberal	20
Moderate	23
Somewhat conservative	13
Very conservative	16
Prefer not to respond	9

32. Do you generally think of yourself as a...

Strong Democrat	26
Not very strong Democrat	6
Independent, closer to Democratic party	14
Independent	8
Independent, closer to Republican party	7
Not very strong Republican	6
Strong Republican	18
Something else	7
Prefer not to respond	8

33. **[ASK IF Q32, REPUBLICAN, n=81]** Do you consider yourself more a supporter of...

Donald Trump	25
The Republican Party	26
Both	39
Neither	5
(Don't know/Refused)	5

34. What is the highest level of education you completed in school?

Graduate degree	17
Bachelor's/4-year degree	28
No college degree	54
Prefer not to response	1



35. Do you consider yourself to be...Please select all that apply.

White or Caucasian	86
African American or Black	2
Hispanic or Latino	5
Asian or Pacific Islander	1
Something else	4
Prefer not to respond (EXCLUSIVE)	7

36. Do you...

Own/Buying	70
Rent/ lease	22
Prefer not to respond	8

37. Are you or is any member of your family a member of a union or employee association?

Yes, self	5
Yes, family member	14
Yes, both	2
No	74
Prefer not to respond	5

38. Do you identify as...

Man	45
Woman	53
Non-binary	0
Another gender identity	-
Prefer not to respond	1

**THANK YOU!**

**Region (File)**

Dem Districts (4, 6, 7, 9)	26
GOP Districts (1, 2, 12)	41
Competitive Districts (5, 10, 3, 8, 11)	33