



Green Bay, WI Poll

All Registered Voters

February, 2026



Methodology

- Live telephone, email- and text-to web survey of All Registered voters in Green Bay, Wisconsin
 - Live landline and cell interviews conducted by professional interviewers; email and text invitations sent with link to online survey.
- Conducted February 8 - 12, 2026
- Total n=350 respondents, overall margin of error ± 5.23 percentage points
- Data weighted to reflect a broad likely voter universe

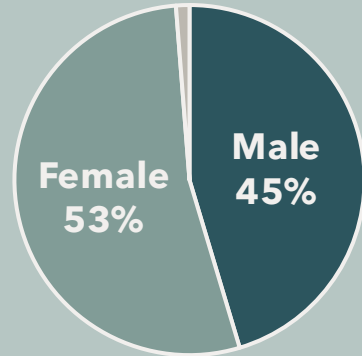
Note: *The sum of some percentages may not equal 100% due to rounding*

Executive Summary

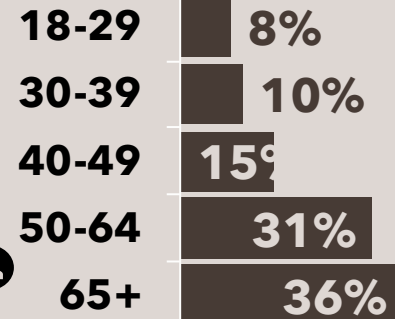
- Voters in Green Bay are clear that they don't trust Republicans at the federal, state, or local level, but that doesn't fully translate to enthusiasm for Democrats.
- Supporting Mayor Genrich and opposing ICE are popular overall, but more divisive along partisan lines.
- The top concerns of voters across the board are the cost of living especially around housing costs, health care, and ensuring fair elections.
- Cost of Living and Affordability messages will do well both in targeted and broadcast media.
- Given the imbalance of spending in the WI Supreme Court Race, municipal electorate composition likely favors Dems.

Respondent Profile

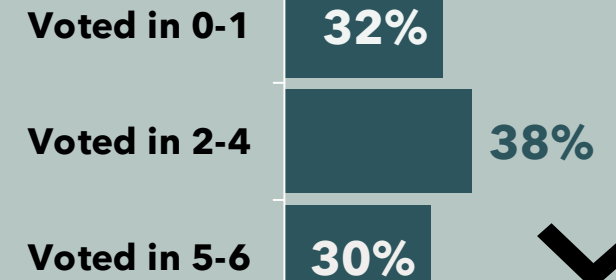
Gender



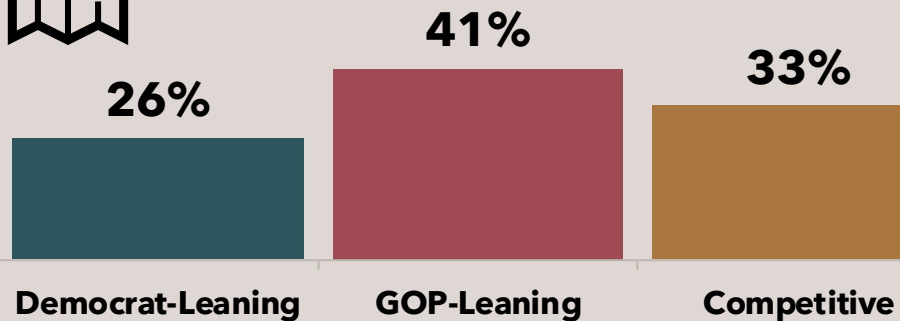
Age



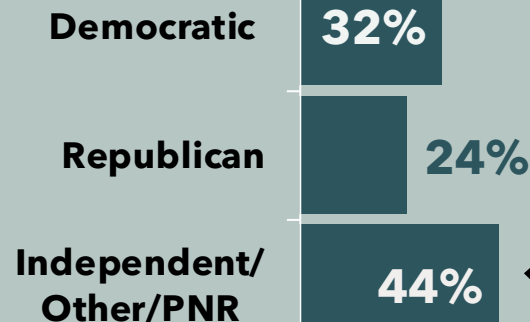
Municipal Vote Hist.



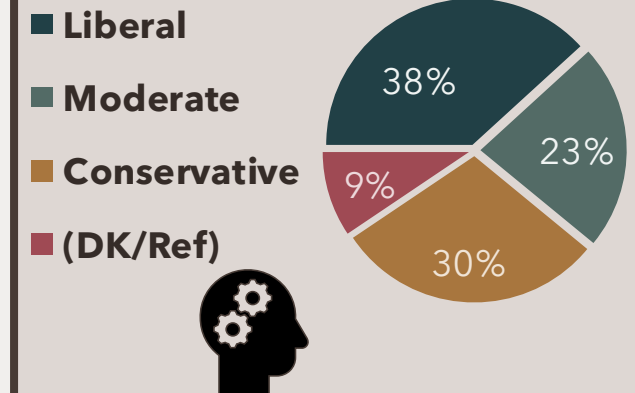
Region



Party Affiliation

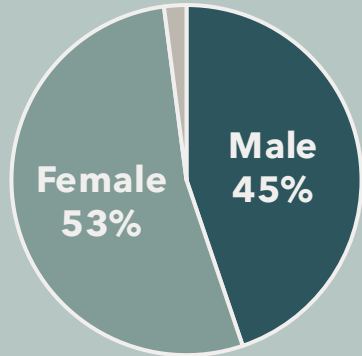


Ideology

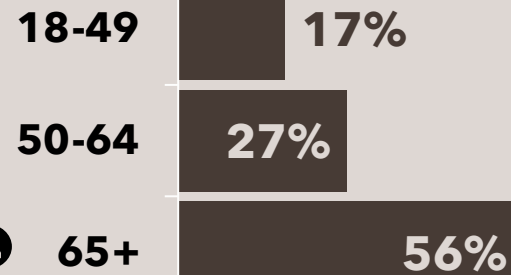


Likely Municipal Voter Profile* (n=111)

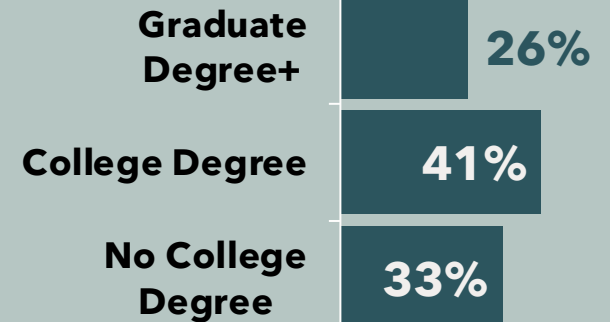
Gender



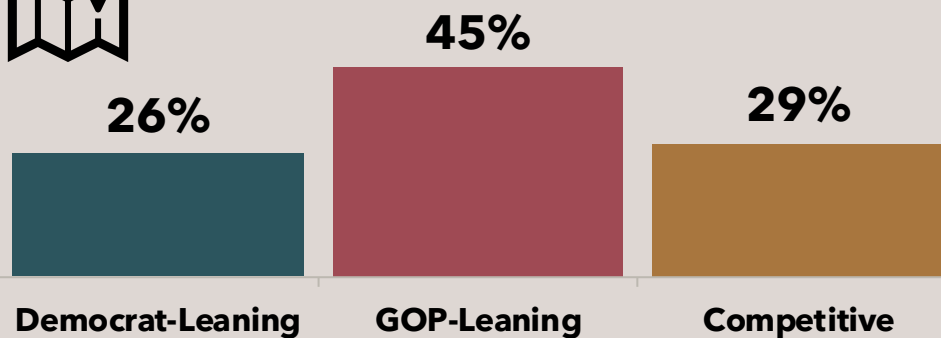
Age



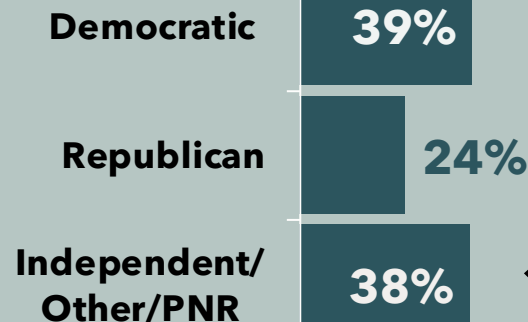
Education



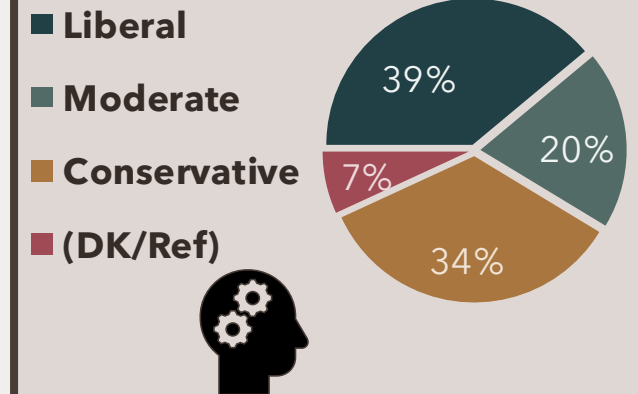
Region



Party Affiliation

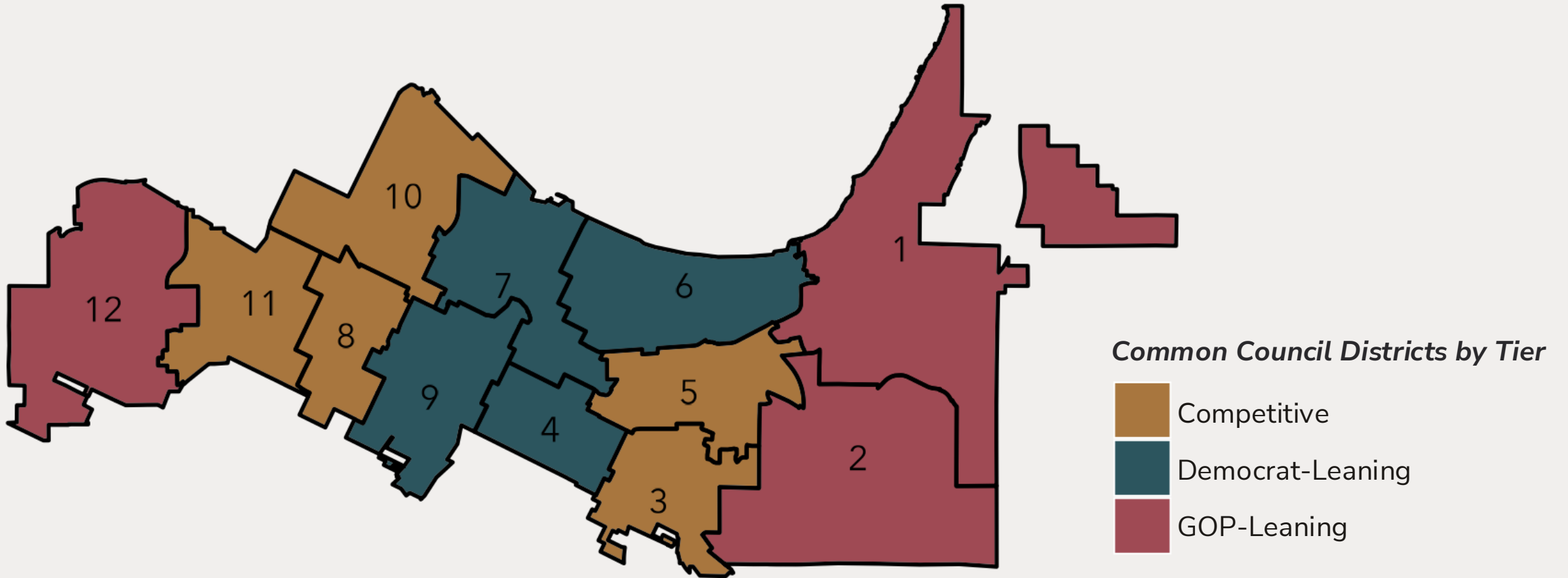


Ideology



*Voters who voted in 5-6 out of the last 6 municipal elections (April 2025, 2023, 2022, 2021, 2019, 2018)

Green Bay Regions





General Attitudes Slides

Right Direction/Wrong Track, Most Important Problem



A narrow majority think things in Green Bay are heading in the right direction. Democrats are more optimistic.

Do you feel that things in Green Bay are generally **going in the right direction** or do you feel things have gotten **off on the wrong track**?



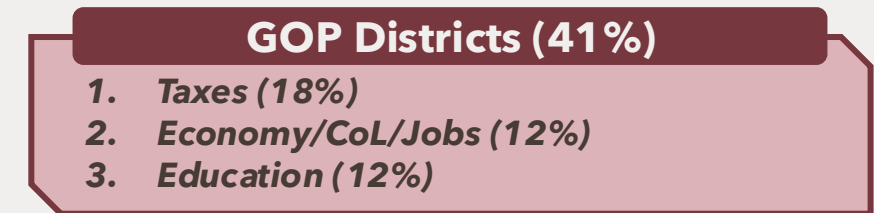
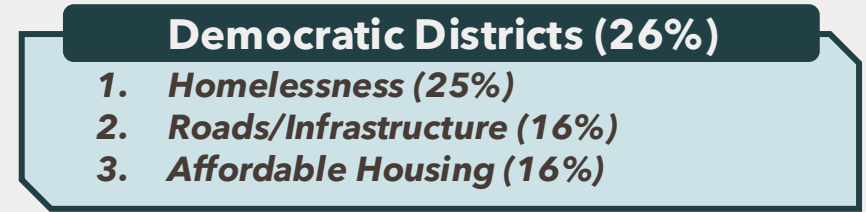
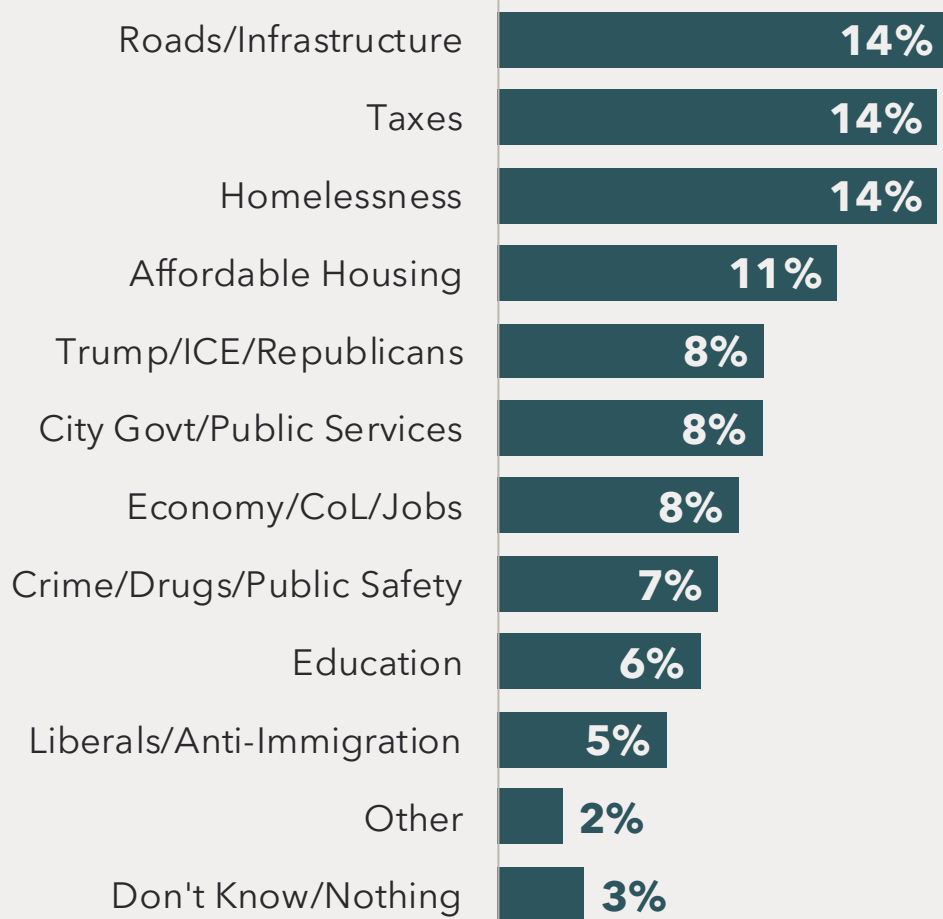
	Right Direction	Wrong Track	Net RD
Overall	55%	44%	+11
<i>Men: Under 55 (18%)</i>	55%	44%	+11
<i>Men: 55+ (27%)</i>	52%	48%	+4
<i>Women: Under 55 (27%)</i>	53%	46%	+7
<i>Women: 55+ (27%)</i>	62%	38%	+25
<i>Democrat (32%)</i>	73%	26%	+47
<i>Republican (24%)</i>	41%	59%	-19
<i>Independent (44%)</i>	50%	49%	+1
<i>College+: White (41%)</i>	60%	39%	+21
<i>Non-College: White (49%)</i>	53%	47%	+7
<i>*BIPOC (10%)</i>	45%	55%	-9
<i>Voted in 0-1 Munis (32%)</i>	53%	47%	+6
<i>Voted in 2-4 Munis (38%)</i>	52%	47%	+5
<i>Voted in 5-6 Munis (30%)</i>	62%	38%	+24
<i>Dem Districts (26%)</i>	66%	33%	+34
<i>GOP Districts (41%)</i>	47%	53%	-5
<i>Competitive Districts (33%)</i>	56%	43%	+13

* BIPOC data throughout has a small n size and results have a high MoE



Infrastructure, homelessness and taxes are the top issues across the city, though there is disparity depending on the District.

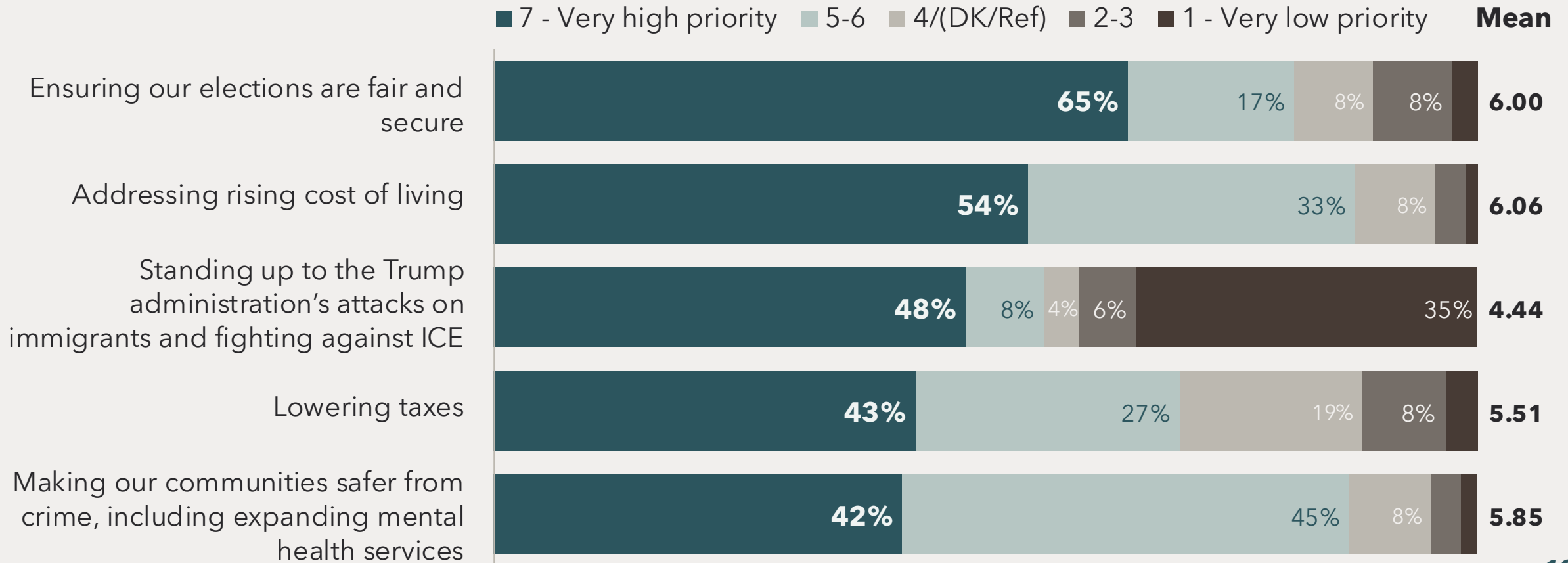
What do you think is the most important issue facing Green Bay?





Election security and the cost of living are top priorities. Voters are split on whether standing up to Trump's attacks on immigrants are a priority.

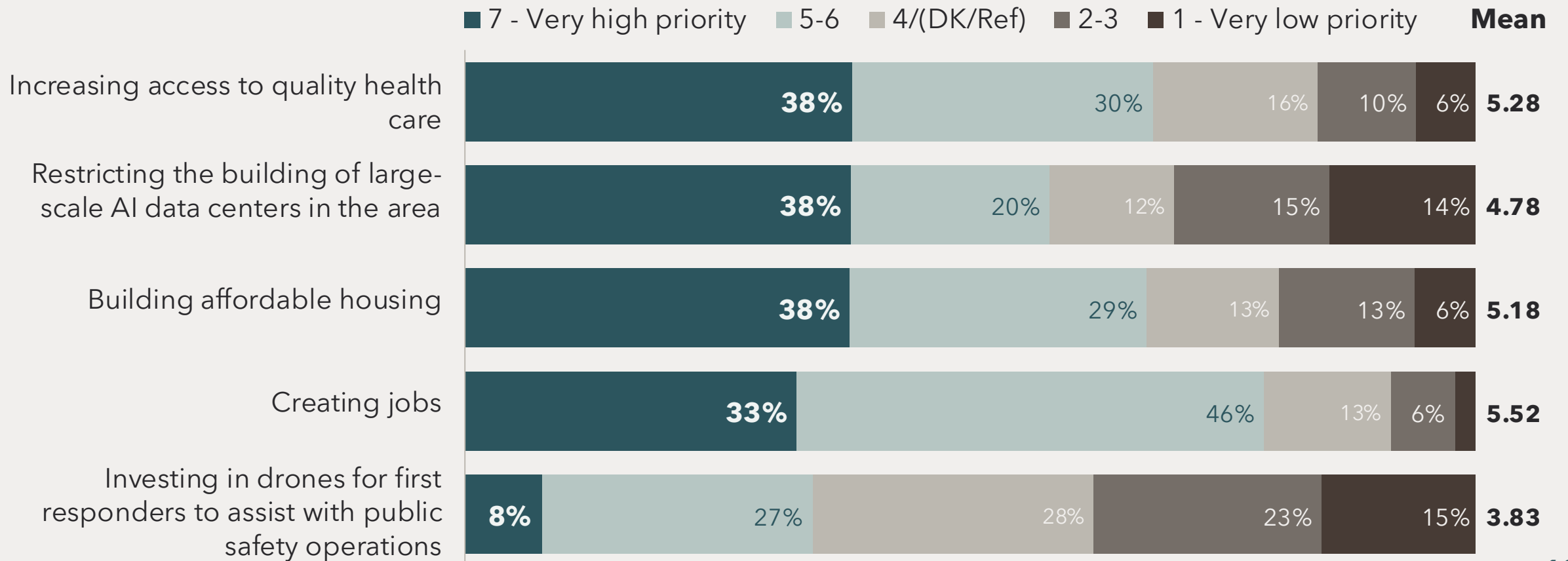
On a scale from 1 to 7, where 1 is a very low priority and 7 is a very high priority how much a priority you think that issue should be for Green Bay?





Housing, health care access and creating jobs are also moderate priorities. There is some pushback on AI data centers. Drones are the lowest priority.

On a scale from 1 to 7, where 1 is a very low priority and 7 is a very high priority how much a priority you think that issue should be for Green Bay?

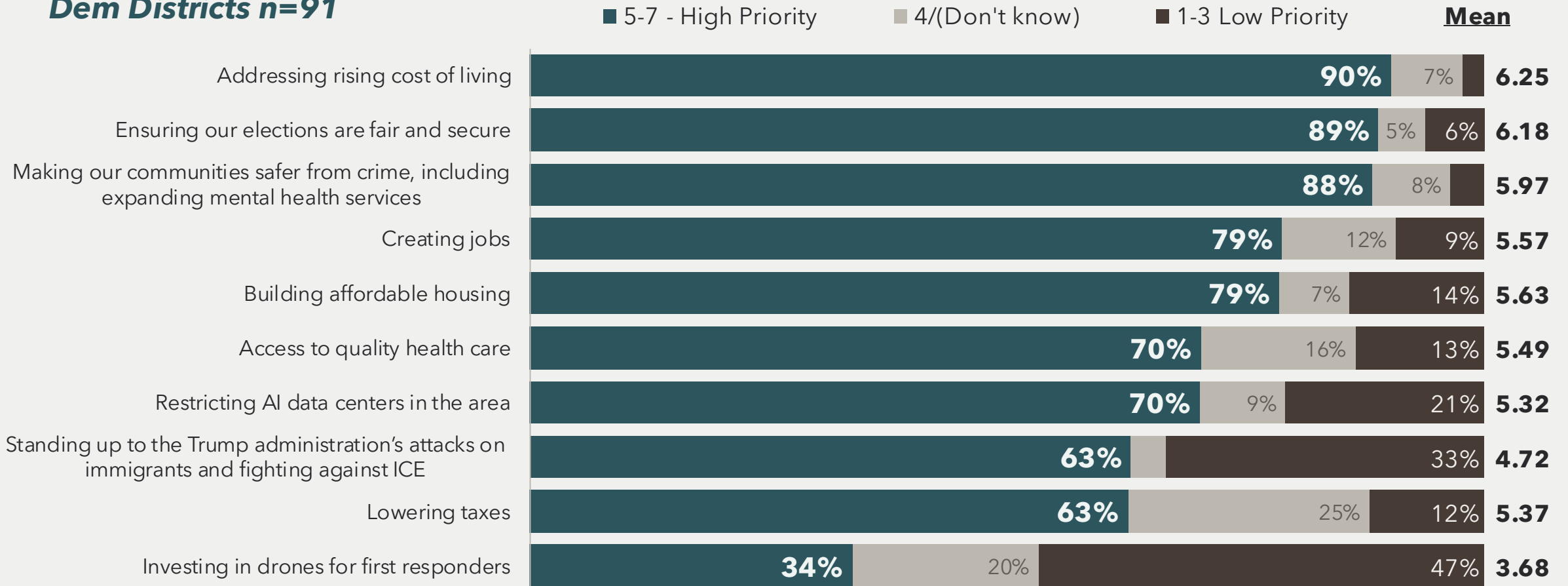




Top priorities for voters in Dem-Leaning districts (4, 6, 7, 9) are cost of living, fair and secure elections, and making our communities safer from crime.

On a scale from 1 to 7, where 1 is a very low priority and 7 is a very high priority how much a priority you think that issue should be for Green Bay?

Dem Districts n=91

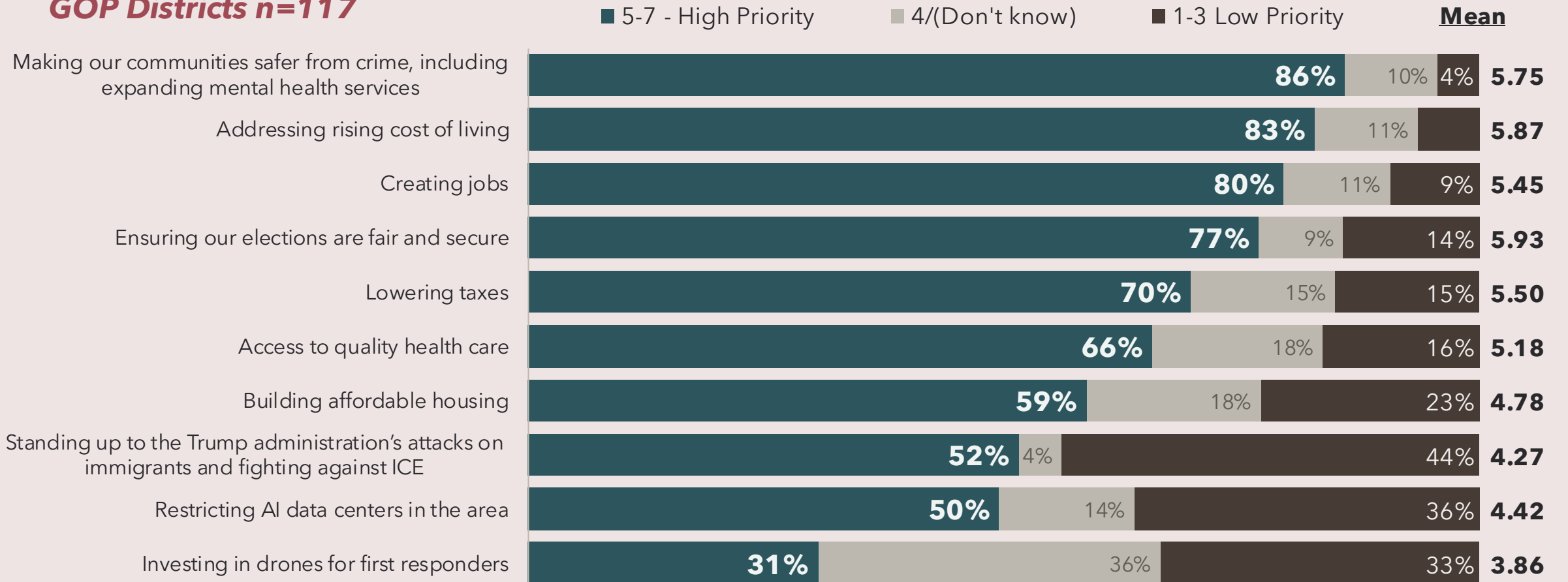




Top priorities for voters in GOP-Leaning districts (1, 2, 12) are making our communities safer from crime, cost of living, and creating jobs.

On a scale from 1 to 7, where 1 is a very low priority and 7 is a very high priority how much a priority you think that issue should be for Green Bay?

GOP Districts n=117

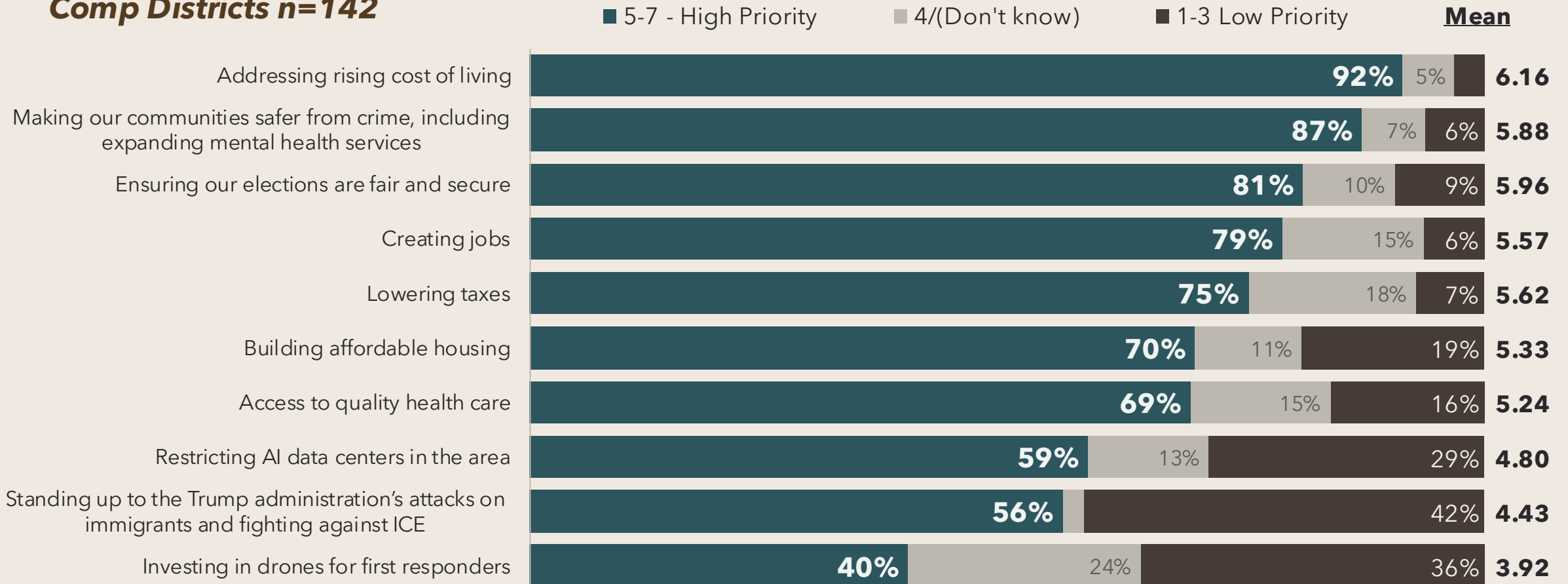




Top priorities for voters in Competitive districts (3, 5, 8 , 10, 11) are cost of living, fair and secure elections, and making our communities safer from crime.

On a scale from 1 to 7, where 1 is a very low priority and 7 is a very high priority how much a priority you think that issue should be for Green Bay?

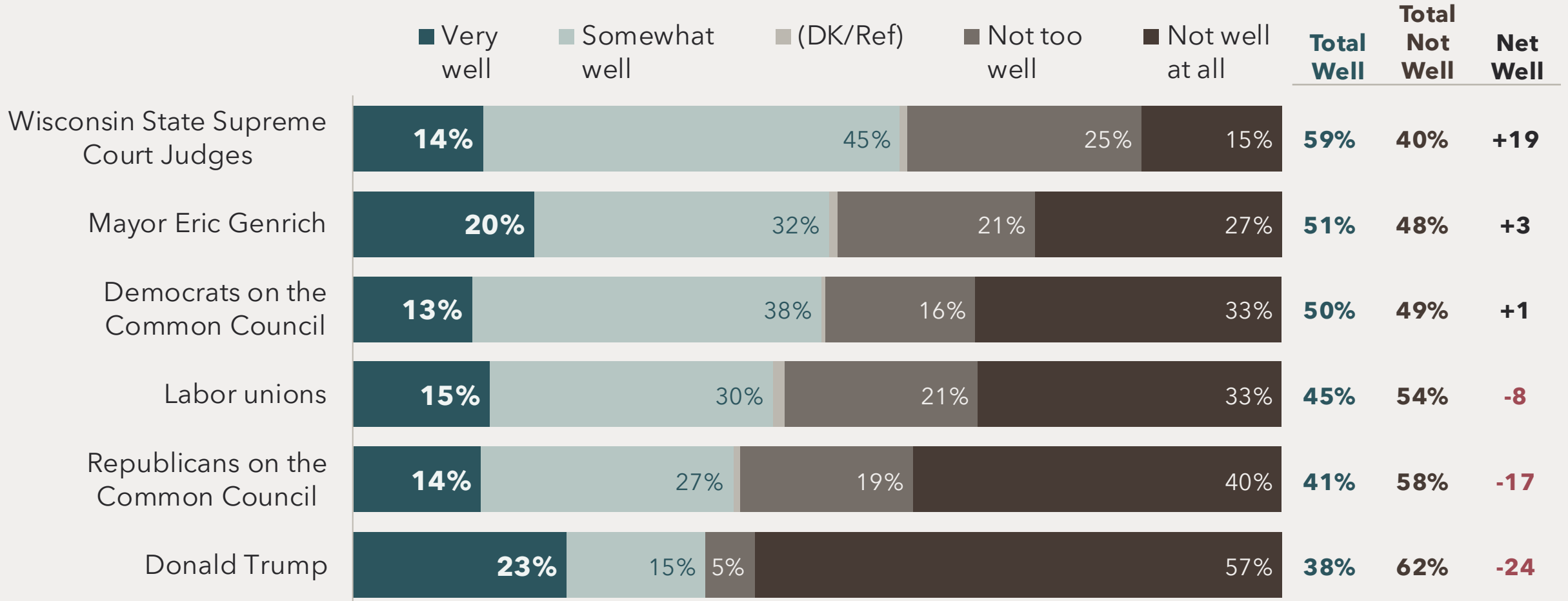
Comp Districts n=142





There is low intensity across the board on how well these entities represent Green Bay voters. Mayor Genrich and Democrats have more favorable ratings than Republicans on the Common Council.

How well does/do _____ represent you?





Voters in Dem-Leaning districts feel well represented by the State Supreme Court Judges, Mayor Genrich, and Democrats on Common Council.

How well does/do _____ represent you?

Dem Districts n=91

■ Total Well ■ (Don't know) ■ Total Not Well

Net Pos.

Wisconsin State Supreme Court Judges

68%

30%

+38

Mayor Eric Genrich

62%

35%

+27

Democrats on the Common Council

58%

41%

+18

Labor unions

42%

57%

-15

Republicans on the Common Council

33%

66%

-34

Donald Trump

26%

74%

-48



Voters in GOP-Leaning districts feel well represented by the State Supreme Court Judges, but split on the rest.

How well does/do _____ represent you?

GOP Districts n=117

■ Total Well ■ (Don't know) ■ Total Not Well

Net Pos.

Wisconsin State Supreme Court Judges

54%

46%

+9

Democrats on the Common Council

47%

53%

-6

Mayor Eric Genrich

46%

54%

-9

Donald Trump

45%

55%

-11

Republicans on the Common Council

43%

57%

-15

Labor unions

42%

57%

-15



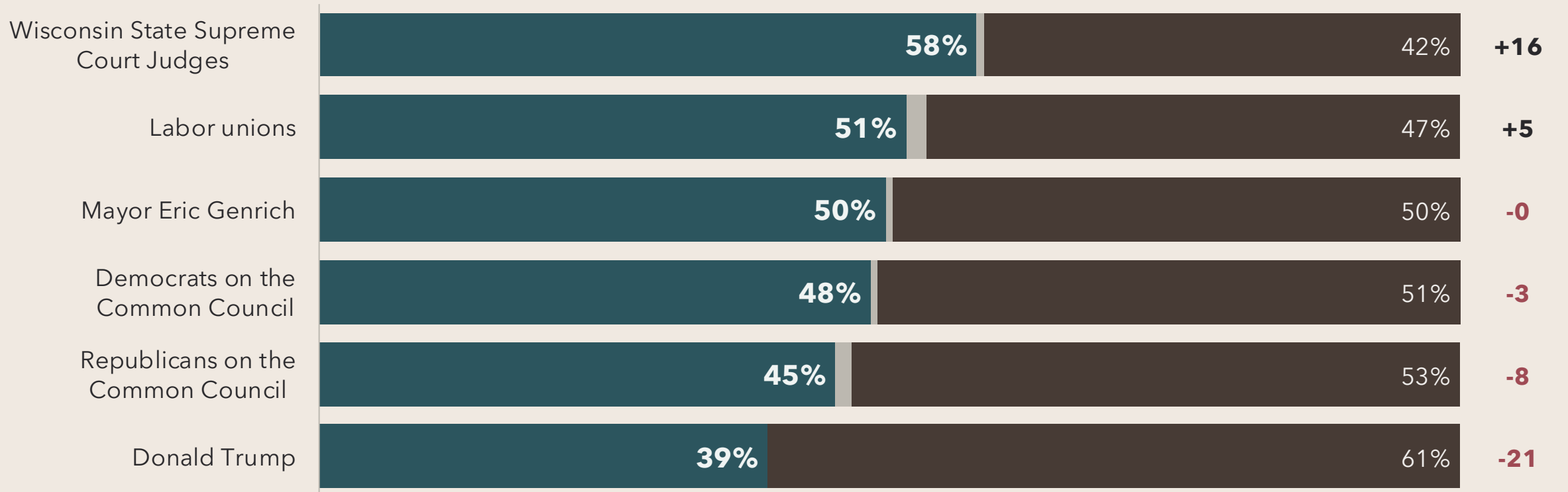
Voters in Competitive districts feel well represented by the State Supreme Court Judges. They are also split on the other entities, especially Republicans on Common Council & Trump.

How well does/do _____ represent you?

Comp Districts n=142

■ Total Well ■ (Don't know) ■ Total Not Well

Net Pos.





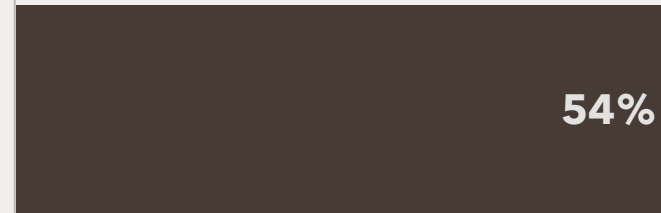
Just over half say Green Bay needs new leaders. Democrats, younger women, and those high propensity Municipal voters are more likely to say the current leaders are moving in the right direction.

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

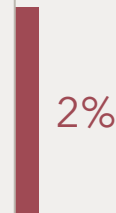
Statement A:
Green Bay has its challenges, but our leaders are moving us in the right direction.



Statement B:
Green Bay needs new leaders and a fresh start.



(Both/Neither/Don't know)



	Leaders RD	Fresh Start	Net RD
Overall	44%	54%	-9
Men: Under 55 (18%)	39%	60%	-21
Men: 55+ (27%)	37%	63%	-26
Women: Under 55 (27%)	49%	48%	+1
Women: 55+ (27%)	52%	44%	+8
Democrat (32%)	72%	27%	+45
Republican (24%)	20%	78%	-58
Independent (44%)	38%	59%	-21
College+: White (41%)	52%	45%	+7
Non-College: White (49%)	38%	60%	-22
*BIPOC (10%)	42%	56%	-14
Voted in 0-1 Munis (32%)	38%	56%	-18
Voted in 2-4 Munis (38%)	42%	57%	-14
Voted in 5-6 Munis (30%)	54%	46%	+7
Dem Districts (26%)	51%	46%	+4
GOP Districts (41%)	42%	57%	-16
Compet. Districts (33%)	43%	54%	-12

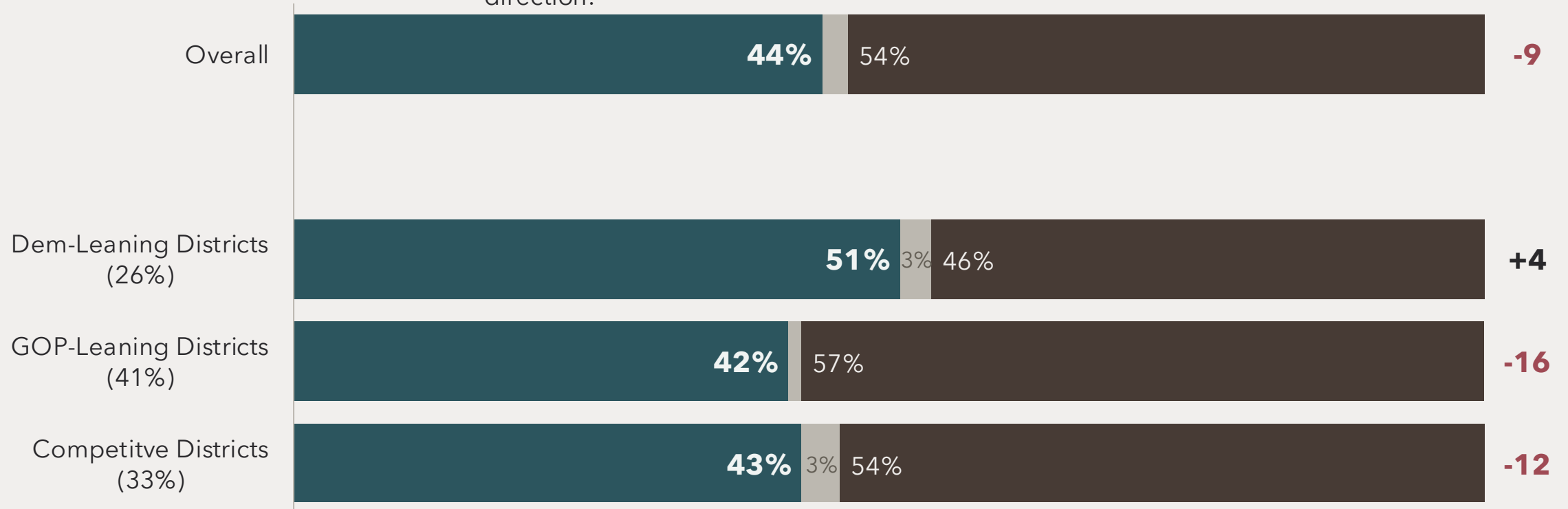
* BIPOC data has a small n size and results have a high MoE



Voters in Dem-Leaning districts are marginally more likely to say GB's leaders are moving us in the right direction.

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

■ Statement A: Green Bay has its challenges, but our leaders are moving us in the right direction. ■ (Both/Neither/Don't know) ■ Statement B: Green Bay needs new leaders and a fresh start. **Net RD.**



Messages

Election Integrity (46% Very Convincing):

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.

ICE (45% Very Convincing):

In order to keep our communities safe, law enforcement must build trust with the people they protect and serve. **Collaborating with ICE (ice) erodes that trust**, prevents residents from reporting actual crimes, and puts the lives of all our residents in danger.

Affordability/Taxes (45% Very Convincing):

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.

Short-term Rentals (44% Very Convincing):

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.

Affordable Housing (42% Very Convincing):

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.

Health Care Access (37% Very Convincing):

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.

Unions (32% Very Convincing):

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.

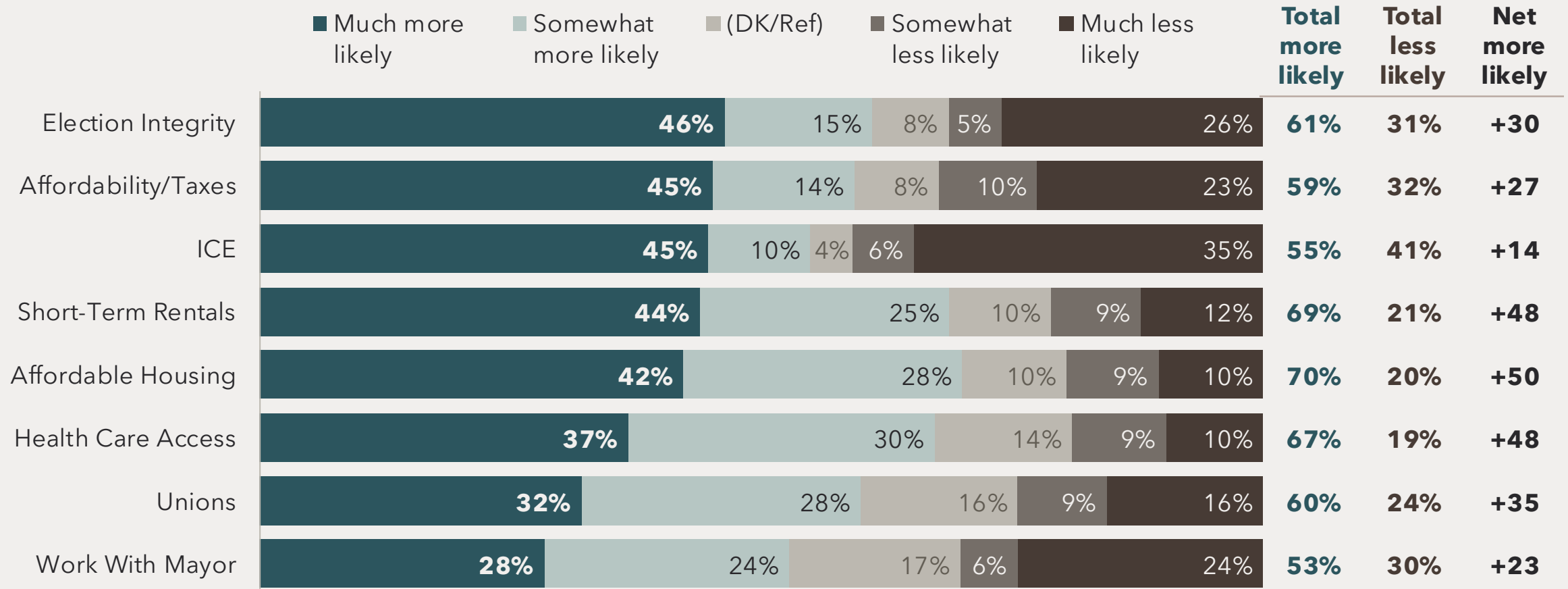
Work with Mayor (28% Very Convincing):

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**.



Messages that center around election integrity and affordability concerns – taxes, short-term rentals and affordable housing – are effective. The ICE message also resonates but is divisive.

Does this statement make you more or less likely to vote for a candidate who agrees with that statement?





All messaging themes are effective to voters in Dem-Leaning districts, especially those about affordable housing and health care access.

Does this statement make you more or less likely to vote for a candidate who agrees with that statement?

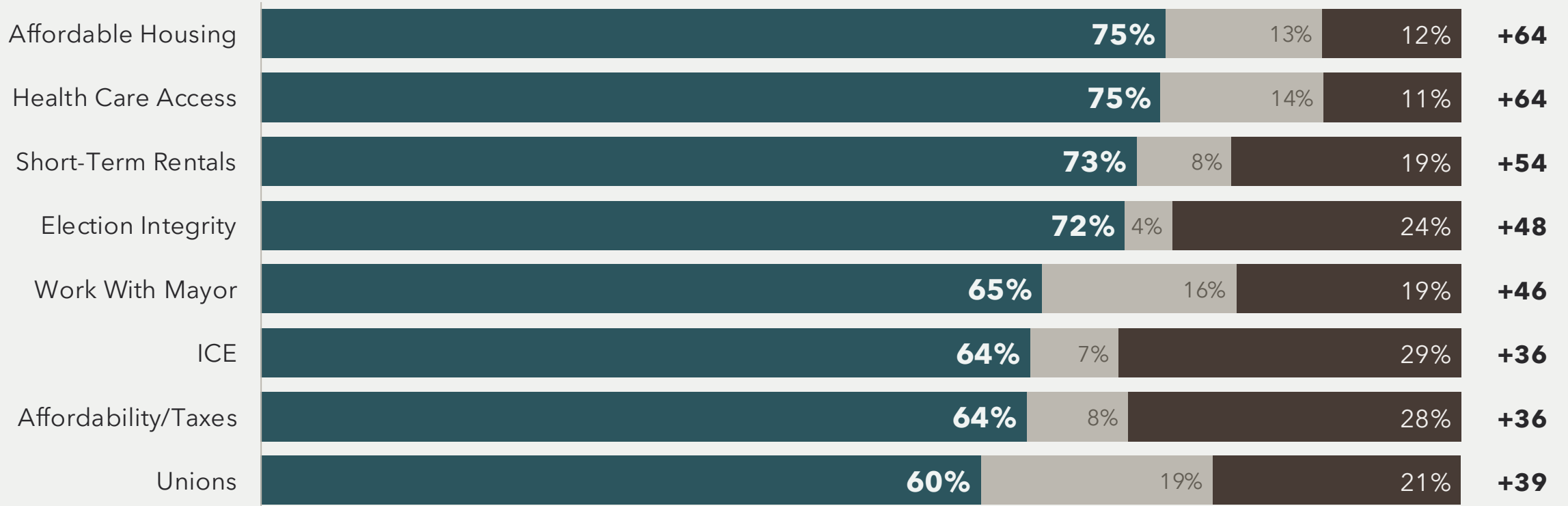
Dem Districts n=91

■ More Likely

■ (No Diff/Don't know)

■ Less Likely

Net Likely





Messaging is also effective among voters in GOP-Leaning districts, with lower intensity. Health care, affordable housing, and short-term rentals resonate the most.

Does this statement make you more or less likely to vote for a candidate who agrees with that statement?

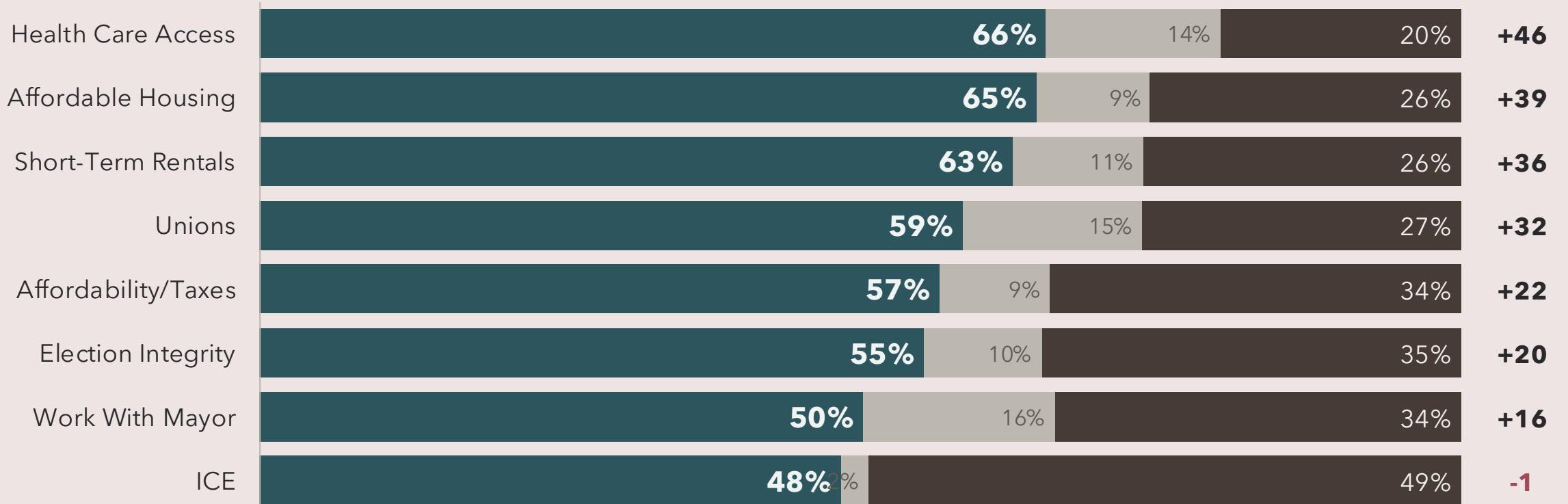
GOP Districts n=117

■ More Likely

■ (No Diff/Don't know)

■ Less Likely

Net Likely





Among voters in Competitive districts, short-term rentals and affordable housing are the top-testing messages. Other themes are also effective.

Does this statement make you more or less likely to vote for a candidate who agrees with that statement?

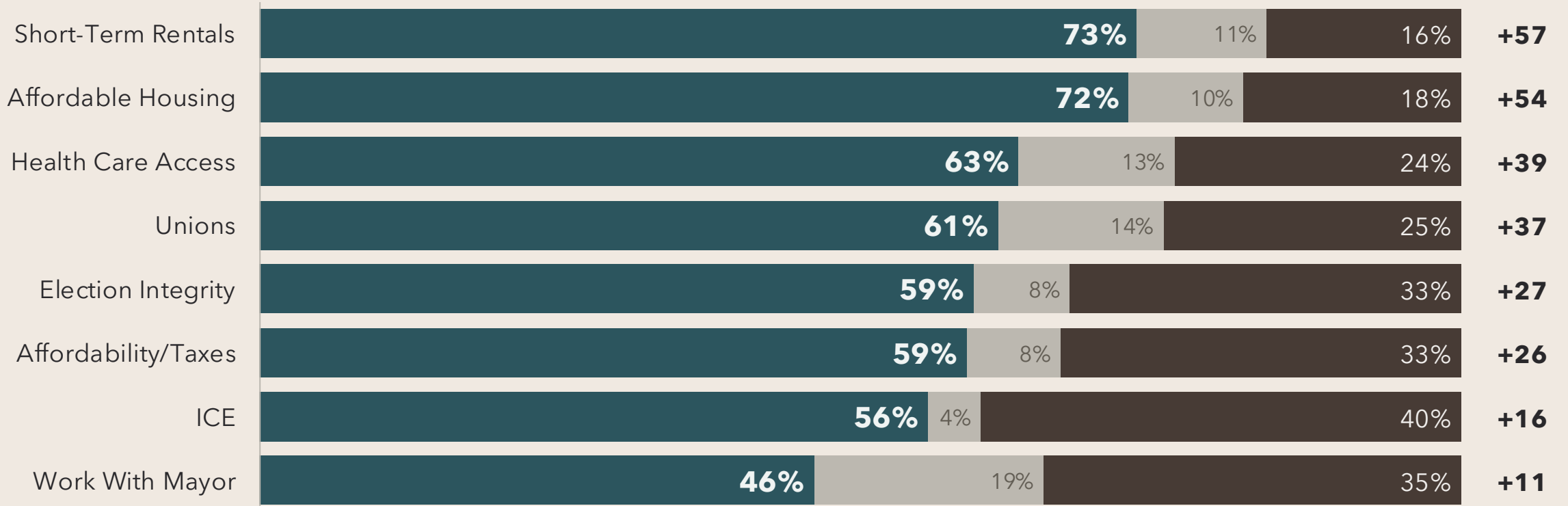
Comp Districts n=142

■ More Likely

■ (No Diff/Don't know)

■ Less Likely

Net Likely





Segmentations

Attitudinal Segmentation and Recommendations

Voters are split evenly attitudinally, with about a third strongly aligned with Democratic leaders.

Democratic Leader Aligned: Feel well represented by Democrats on Common Council & Mayor Genrich; believe GB leaders moving in right direction.

Democratic Leader Apathetic: Mixed attitudes toward Democrats on Common Council, Mayor Genrich, and direction of city leaders.

Democratic Leader Critics: Do NOT feel well represented by Democrats on Common Council & Mayor Genrich; believe GB needs new leaders.

Dem Leader Aligned
34%

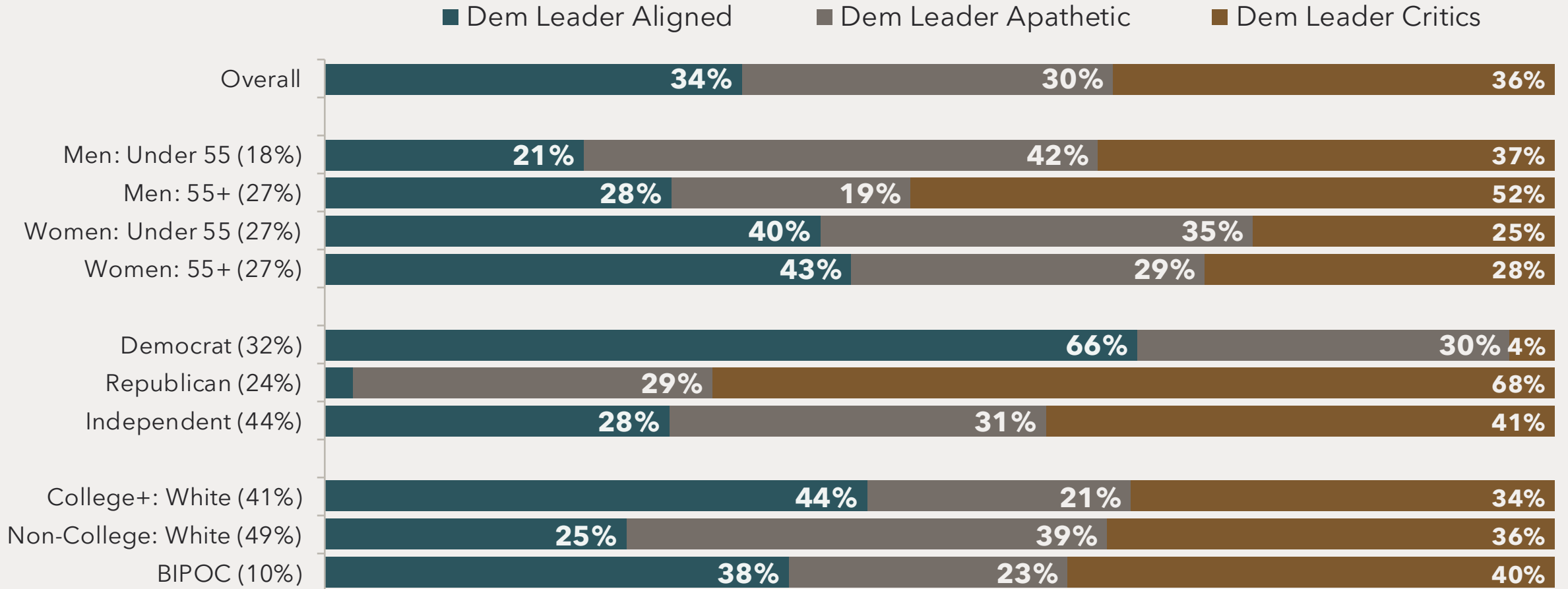
**Dem Leader
Apathetic**
30%

Dem Leader Critics
36%



Besides Democrats, women and college-educated white voters tend to be more aligned with Democratic leadership.

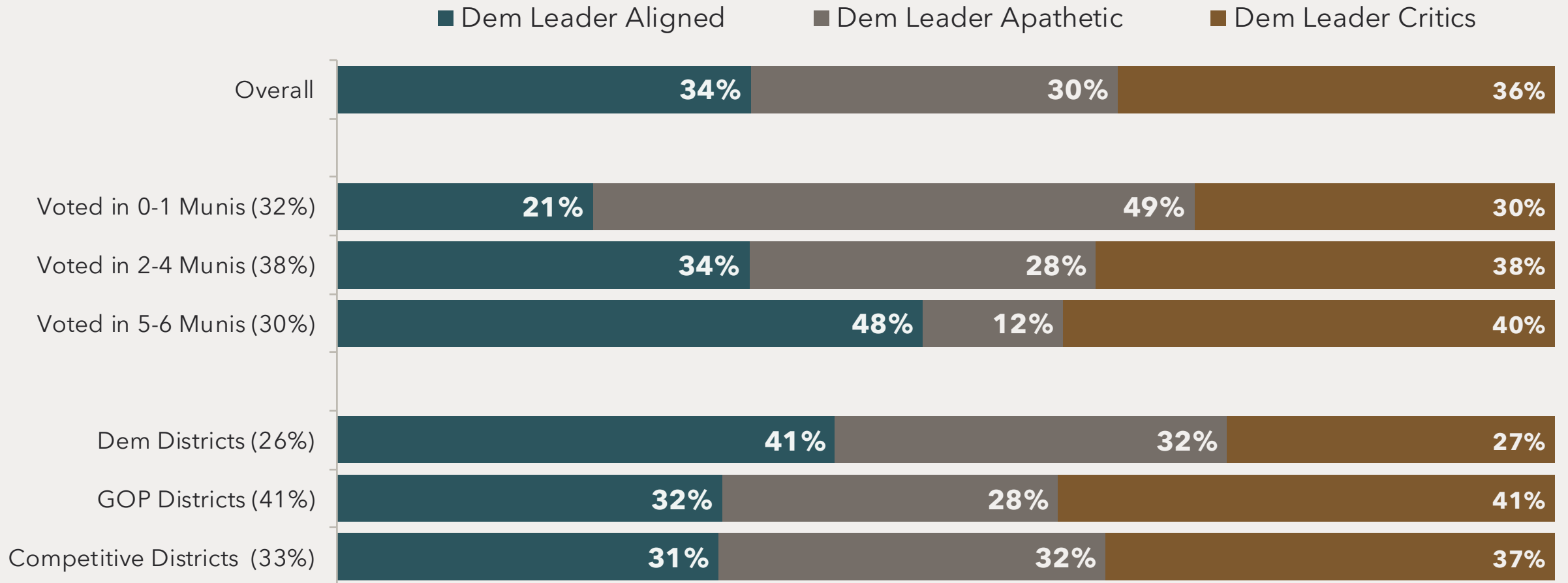
Attitudinal Segmentation





Voters in Dem-leaning districts and high-propensity Municipal voters are more likely to align with Democratic leaders.

Attitudinal Segmentation

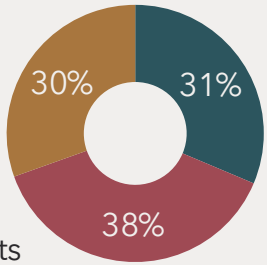




Dem-Aligned voters tend to be female, college educated, liberal and high propensity voters. They are geographically dispersed, however.

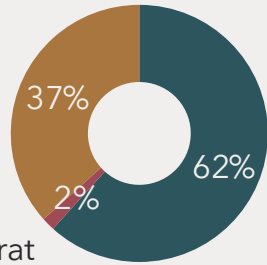
Democratic Leader Aligned (34%)
Definition + n=121

Region



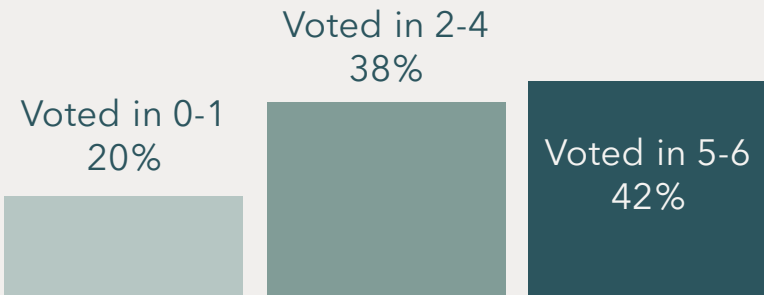
- Dem Districts
- GOP Districts
- Competitive Districts

Party



- Democrat
- Republican
- Independent

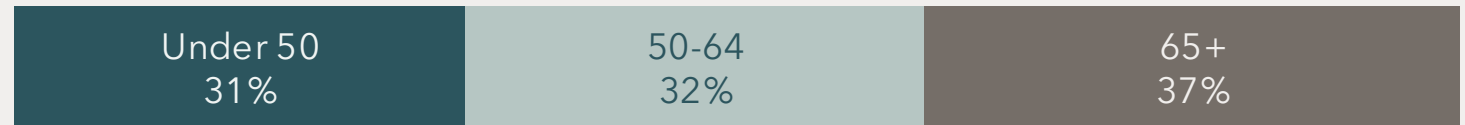
Municipal Vote Propensity



Gender



Age



Education



Ideology

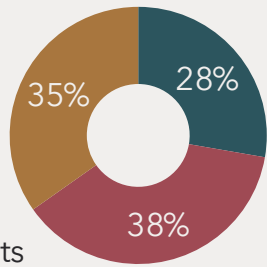




Apathetic voters tend to be younger, less educated and less engaged voters. Many are liberal and about a third ID as Democrats.

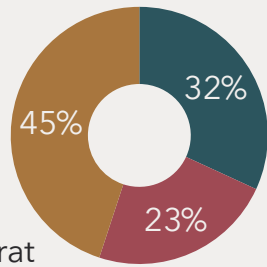
Democratic Leader Apathetic (30%)
Definition + n=102

Region



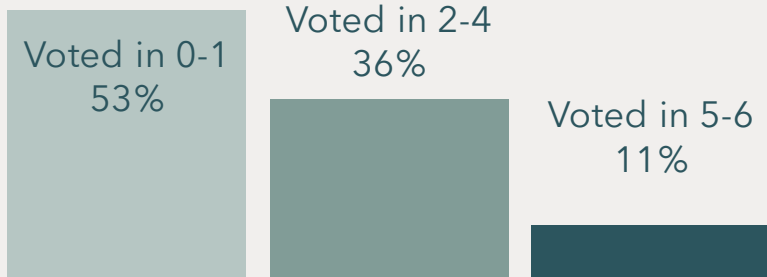
- Dem Districts
- GOP Districts
- Competitive Districts

Party



- Democrat
- Republican
- Independent

Municipal Vote Propensity



Gender



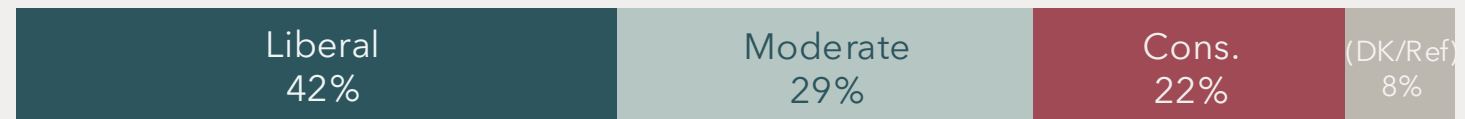
Age



Education



Ideology

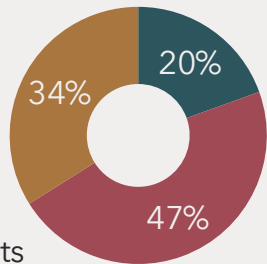




Those critical of Democratic leadership tend to be male, older, and conservative. About half live in GOP districts.

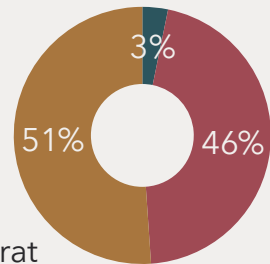
Democratic Leader Critics (36%)
Definition + n=127

Region



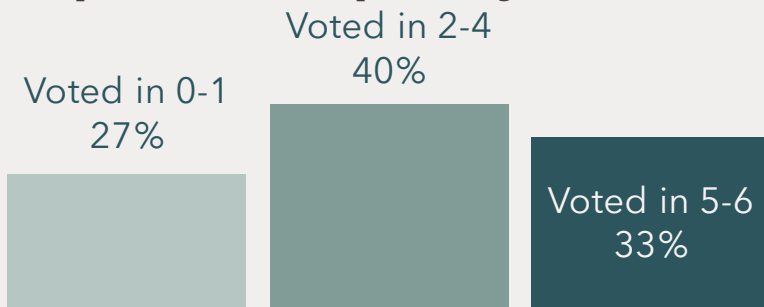
- Dem Districts
- GOP Districts
- Competitive Districts

Party



- Democrat
- Republican
- Independent

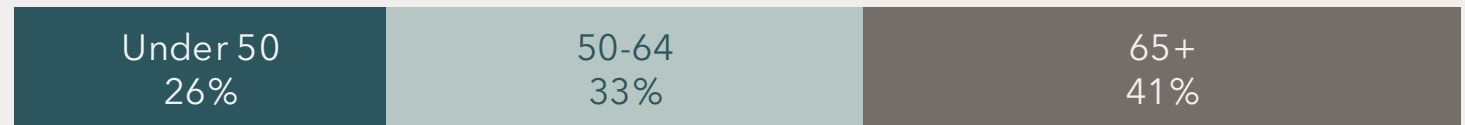
Municipal Vote Propensity



Gender



Age



Education



Ideology





Top Messages & Priorities by Subgroup

Segmentation Group	Priorities (% Very Convincing)	Messages (% Very Convincing)
Dem Leader Aligned (34%)	<ol style="list-style-type: none"> 1. Standing Up to Trump/ICE (75%) 2. Address CoL (53%) 3. Ensuring Fair Elections (49%) 	<ol style="list-style-type: none"> 1. Affordability/Taxes (75%) 2. Election Integrity (75%) 3. ICE (74%)
Dem Leader Apathetic (30%)	<ol style="list-style-type: none"> 1. Address CoL (66%) 2. Ensuring Fair Elections (61%) 3. Standing up to Trump/ICE (56%) 	<ol style="list-style-type: none"> 1. Election Integrity (57%) 2. Healthcare Access (56%) 3. Affordable Housing (55%)
Women 55+ (27%)	<ol style="list-style-type: none"> 1. Ensuring Fair Elections (70%) 2. Standing up to Trump/ICE (61%) 3. Address CoL (56%) 	<ol style="list-style-type: none"> 1. Election Integrity (59%) 2. Affordability/Taxes (54%) 3. ICE (51%)
Women <55 (27%)	<ol style="list-style-type: none"> 1. Address CoL (69%) 2. Ensuring Fair Elections (58%) 3. Standing up to Trump/ICE (56%) 	<ol style="list-style-type: none"> 1. ICE (57%) 2. Affordability/Taxes (55%) 3. Affordable Housing (54%)
College/White (41%)	<ol style="list-style-type: none"> 1. Standing up to Trump/ICE (54%) 2. Ensuring Fair Elections (52%) 3. Address CoL (41%) 	<ol style="list-style-type: none"> 1. ICE (49%) 2. Election Integrity (48%) 3. Affordability/Taxes (47%)
Voted in 5-6 Munis (30%)	<ol style="list-style-type: none"> 1. Ensuring Fair Elections (64%) 2. Standing up to Trump/ICE (47%) 3. Lowering Taxes (41%) 	<ol style="list-style-type: none"> 1. Affordability/Taxes (46%) 2. Election Integrity (44%) 3. ICE (41%)
Dem-Leaning Districts (26%)	<ol style="list-style-type: none"> 1. Ensuring Fair Elections (67%) 2. Address CoL (61%) 3. Restricting AI Centers (51%) 	<ol style="list-style-type: none"> 1. Election Integrity (54%) 2. Affordability/Taxes (52%) 3. Affordable Housing (52%)
Competitive Districts (33%)	<ol style="list-style-type: none"> 1. Ensuring Fair Elections (63%) 2. Address CoL (55%) 3. Standing up to Trump/ICE (47%) 	<ol style="list-style-type: none"> 1. Short-Term Rentals (49%) 2. Affordability/Taxes (46%) 3. Affordable Housing (45%)
GOP-Leaning Districts (41%)	<ol style="list-style-type: none"> 1. Ensuring Fair Elections (64%) 2. Address CoL (49%) 3. Standing up to Trump/ICE (48%) 	<ol style="list-style-type: none"> 1. Election Integrity (45%) 2. ICE (41%) 3. Affordability/Taxes (40%)

Recommendations

- Voters in Green Bay are looking for leadership on addressing the cost of living and health care. The Republican agenda, in DC and in Madison, is unpopular and can be useful foils for Democratic candidates.
- Supporting a ban on short-term rentals is especially popular in the competitive wards of the city.
- Targeted communication about supporting the Mayor's agenda and opposing ICE can be helpful in motivating and turning out Democrats.
- ZIP- based or more broadcast media should focus on Affordability/Cost of Living messages and are okay to overlap from competitive districts into neighboring districts

Workbench

STRATEGY

John Hagner

202.213.4228

john@workbenchstrategy.com

Mallory Thayer

614.915.9213

mallory@workbenchstrategy.com

Sam Nitz

202.276.6499

sam@workbenchstrategy.com

Cristina Pirela

713.397.7293

cristina@workbenchstrategy.com