

AYP Youth Politics Survey Wisconsin

Youth Politics Survey Wisconsin Toplines



Sample Online sample of 411 18-29 year old voters fielded from September 04 to September 24, 2026.
 Margin of Error $\pm 5.2\%$

1. This November, there will be U.S. elections for Congress and other offices. Will you...

Definitely vote	62%
Probably vote	20%
Maybe vote	11%
Probably not vote	5%
Definitely not vote	2%
I have already voted	0%
Totals	100%
N	411

2. If you vote in the November elections, will this be your first time voting?

Asked of respondents who did not indicate they had voted in the 2020, 2022, or 2024 general election

Yes - it is the first time I am eligible to vote	32%
Yes - I have been eligible to vote before, but this is the first time I am voting	29%
No	33%
Not sure	6%
Totals	100%
N	89

3. Thinking about the November 2026 elections, how enthusiastic would you say you are about voting? Zero means you are not at all enthusiastic about voting, and ten means you are extremely enthusiastic about voting.

0 - Not at all enthusiastic	4%
1	0%
2	4%
3	6%
4	4%
5	15%
6	16%
7	12%
8	13%
9	7%
10 - Extremely enthusiastic	19%
Totals	100%
N	411

4. Thinking about the November 2026 elections, would you say...

I feel very prepared to vote - I have a good understanding of the candidates and issues	39%
I feel somewhat prepared to vote	33%
I feel somewhat unprepared to vote	13%
I feel very unprepared to vote - I don't feel I have a good understanding of the candidates and issues	10%
Not sure	4%
Totals	99%
N	411

5. Compared to previous elections, would you say that you are more enthusiastic, neither more nor less enthusiastic, or less enthusiastic about voting in the November 2026 elections?

More enthusiastic	30%
Neither more nor less enthusiastic	43%
Less enthusiastic	20%
N/A - This will be my first election	8%
Totals	101%
N	411

6. If you vote, how do you plan on voting in the 2026 general election?

In person on election day	59%
In person before the election	17%
By mail	13%
I don't plan to vote	5%
Not sure	6%
Totals	100%
N	411

7. House Vote Intent 2026

Democratic candidate	58%
Lean Democratic candidate	3%
Republican candidate	24%
Lean Republican candidate	2%
Independent candidate	0%
Lean Independent candidate	0%
Other candidate (write-in)	0%
Lean other candidate (write-in)	0%

Undecided	11%
Second Democratic candidate	0%
Lean Second Democratic candidate	0%
Second Republican candidate	0%
Lean Second Republican candidate	0%
Green Party candidate	0%
Lean Green Party candidate	0%
Libertarian candidate	0%
Lean Libertarian candidate	0%
Other candidate	0%
Lean Other candidate	0%
Totals	98%
N	411

8. House Vote 2026 - Full Recoded

Democratic candidate	62%
Republican candidate	27%
Other candidate	0%
Undecided	11%
Totals	100%
N	411

9. Secretary of State Vote Intent 2026

Democratic candidate	55%
Lean Democratic candidate	3%
Republican candidate	23%
Lean Republican candidate	2%
Libertarian candidate	0%
Lean Libertarian candidate	0%
Independent candidate	0%
Lean Independent candidate	0%
Second Independent candidate	0%
Lean Second Independent candidate	0%
Other candidate	1%
Lean other candidate	0%
Undecided	15%
Totals	99%
N	411

10. Secretary of State Vote 2026 - Full Recoded

Democratic candidate	58%
Republican candidate	26%
Other candidate	1%
Undecided	15%
Did not vote for state Secretary of State	0%
Registered in state without Secretary of State race	0%
Totals	100%
N	411

13. Governor Vote Intent 2026

Democratic candidate	60%
Lean Democratic candidate	2%
Republican candidate	24%
Lean Republican candidate	2%
Independent candidate	0%
Lean Independent candidate	0%
Other candidate	1%
Lean other candidate	0%
Undecided	10%
Second Republican candidate	0%
Lean Second Republican candidate	0%
Second Independent candidate	0%
Lean Second Independent candidate	0%
Second Democratic candidate	0%
Lean Second Democratic candidate	0%
Totals	99%
N	411

14. Governor Vote 2026 - Full Recoded

Democratic candidate	63%
Republican candidate	26%
Other candidate	1%
Undecided	10%
Did not vote for state governor	0%
Registered in state without Governor race	0%
Totals	100%
N	411

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Youth Politics Survey Wisconsin Toplines



15. Favorability Grid

	Have not heard of this official or group	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable
The Democratic Party	1%	16%	29%	16%	22%	16%
The Democratic Socialists of America (DSA)	16%	16%	17%	23%	11%	16%
The Republican Party	2%	10%	13%	11%	19%	46%
The Make America Healthy Again (MAHA) Movement	16%	9%	19%	17%	11%	29%
David Crowley	8%	10%	34%	22%	17%	8%
Tom Tiffany	6%	8%	13%	16%	12%	44%
JoCasta Zamarripa	39%	6%	17%	27%	7%	4%
Jay Schroeder	44%	3%	10%	28%	8%	7%

16. For each of the following statements, please say whether you generally [agree or disagree] with that statement.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
Guys can have their reputation destroyed just for speaking their minds these days	15%	32%	19%	28%	6%
Things are generally better when men bring in money and women take care of the home and kids	9%	16%	20%	47%	8%
Feminism is about favoring women over men	6%	16%	20%	52%	5%
Gay men aren't really men	4%	6%	12%	73%	6%
Trans men aren't really men	19%	13%	15%	46%	8%

17. Please indicate the extent to which you [agree or disagree] with each of the following statements.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
White people in the U.S. have certain advantages because of the color of their skin	42%	28%	12%	15%	4%

AYP Youth Politics Survey Wisconsin

Youth Politics Survey Wisconsin Toplines



Racial problems in the U.S. are rare, isolated situations	4%	13%	25%	53%	6%
There is racism out there, but society these days provokes these kind of views by making everything about race and deciding some people deserve special treatment based on their race	18%	25%	19%	31%	8%

18. What are the top issues facing the U.S. today? Select up to three.

Jobs and the economy	23%
Income inequality	14%
The budget, taxes, and the federal deficit	11%
Foreign trade and tariffs	5%
Healthcare policy, including Medicare and Medicaid	17%
Abortion policy	13%
Social Security	1%
Gun violence	14%
Climate change and the environment	18%
Housing cost and rent	21%
Immigration policy	13%
Education policy	4%
Racism and race relations	11%
LGBTQ rights	6%
The cost of living and inflation	45%
Election integrity and voting rights	6%
Democracy	7%
Israel and Gaza	13%
Crime	8%
Corruption in our political system	25%
Data centers	11%
Other	4%
N	411

19. Do you [approve or disapprove] of the way Donald Trump is handling the following issues?

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Not sure
Iran	3%	8%	14%	66%	10%

The Epstein Files	2%	7%	9%	73%	9%
The cost of living	1%	10%	14%	72%	4%
The price of gas	1%	7%	15%	72%	4%

20. Overall, how much confidence do you have in Immigration and Customs Enforcement (ICE)?

A great deal	8%
Some	15%
Only a little	14%
None at all	58%
Not sure	5%
Totals	100%
N	411

21. In the conflict between Israel and Palestine, which side do you sympathize with more?

Israel	6%
Palestine	47%
Both equally	13%
Neither	18%
Not sure	16%
Totals	100%
N	411

22. Would you say things in this country today are...

Generally headed in the right direction	13%
Off on the wrong track	80%
Not sure	7%
Totals	100%
N	411

23. Would you say things in your community today are...

Generally headed in the right direction	38%
Off on the wrong track	44%
Not sure	18%

Totals	100%
N	411

24. Thinking about your own financial situation, compared to a year ago would you say you are:

Better off financially	19%
About the same	37%
Worse off financially	45%
Not sure	0%
Totals	101%
N	411

25. Do you approve or disapprove of the way Donald Trump is handling his job as President?

Strongly approve	4%
Somewhat approve	14%
Somewhat disapprove	12%
Strongly disapprove	64%
Not sure	5%
Totals	99%
N	411

26. Party ID (3 category, leaners with their parties)

Democrat	59%
Independent	15%
Republican	26%
Totals	100%
N	411

27. In general, how would you describe your own political viewpoint?

Very liberal	26%
Liberal	18%
Moderate	29%
Conservative	17%
Very conservative	3%
Not sure	7%
Totals	100%

N411

28. Ideology (3 category)

Liberal/Very Liberal44%
 Moderate36%
 Conservative/Very conservative19%
 Totals99%
N411

29. People often use labels to identify their political beliefs. Which of the following do you identify with? Select all that apply.

Moderate21%
 Progressive26%
 Liberal31%
 Conservative17%
 Libertarian4%
 Nationalist4%
 The Make America Healthy Again Movement (MAHA)8%
 The Make America Great Again Movement (MAGA)6%
 The Democratic Socialists of America (DSA)15%
 The Trad Wife movement2%
 The Party for Socialism and Liberation (PSL)5%
 I don't identify with any of these labels18%
N411

30. Some people participate in politics in various ways other than voting, while others do not. Which of the following, if any, have you done in the last 6 months? (Check all that apply)

Volunteered for a candidate, political party, or other political organization8%
 Attended a rally or protest20%
 Called or wrote to an elected official10%
 Posted about politics on social media34%
 Made a donation to a candidate, party, or other political organization10%
 Talked to friends or family about voting in November54%
 Helped someone else register to vote15%
 Other1%
 I have not done any of the above28%
N411

31. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ...

Most of the time	30%
Some of the time	36%
Only now and then	20%
Hardly at all	9%
Don't know	5%
Totals	100%
N	411

32. In the past week, did you get news from any of the following sources? Please select all that apply:

CNN	17%
Fox News	11%
MS NOW, formerly known as MSNBC	5%
Other Cable News TV Networks	6%
Local TV News	23%
National nightly network TV news	6%
News websites or apps	29%
Your local daily print newspaper	4%
National print newspapers	5%
News on the radio	10%
Late night comedy shows	6%
Facebook	36%
X, formerly known as Twitter	20%
Reddit	19%
YouTube	40%
Podcasts	17%
One America News Network (OANN)	0%
Newsmax	1%
Instagram	42%
TikTok	40%
Other social media such as LinkedIn or Snapchat	7%
None of these	8%
N	411

33. Which of the following social media platforms have you used in the past week? Please select all that apply.

Discord	27%
Facebook	60%
Instagram	72%

LinkedIn	18%
Pinterest	28%
Reddit	36%
Snapchat	59%
TikTok	58%
Tumblr	6%
Twitch	13%
Kick	1%
X, formerly known as Twitter	29%
WhatsApp	6%
YouTube	76%
Parler	0%
Telegram	6%
Nextdoor	3%
Rumble	0%
Threads	6%
BlueSky	4%
Truth Social	0%
Other	0%
I do not use social media	1%
N	411

34. And generally speaking, how important is politics to your personal identity?

Very important	24%
Somewhat important	37%
Not too important	24%
Not at all important	12%
Not sure	3%
Totals	100%
N	411

35. In the past three months, has anyone contacted you about registering to vote or voting in the November election? Select all that apply.

Someone came to my door	9%
Someone talked to me at a table or event, on campus, or in my community	15%
Text message	50%
Phone call	17%
Email	24%
Mail	27%
Social media post, ad, or direct message	32%

AYP Youth Politics Survey Wisconsin

Youth Politics Survey Wisconsin Toplines



No one has tried to contact me about voting 25%

N **411**

36. If someone were encouraging you to vote this November, who would you be most likely to listen to? Select up to 2.

A friend or classmate 34%

A family member 50%

A coworker or someone from my union 7%

Someone from my neighborhood or community 13%

A local organization I know 11%

A creator or influencer I follow 7%

A candidate or someone from a campaign 11%

A faith leader 4%

A teacher or professor 9%

None of these 16%

N **411**

37. Next, you will see the names of some people and organizations. For each of those, please say whether you [follow that person or organization, recognize the name but don't really follow them, or if you are unfamiliar with them].

	Follow this person	Recognize the name but don't really follow	Not familiar with this person
Erika Kirk	13%	73%	14%
Hasan Piker	13%	32%	54%
Joe Rogan	18%	68%	15%
Elon Musk	17%	76%	7%
Tucker Carlson	13%	56%	31%
Alexandria Ocasio-Cortez (AOC)	29%	36%	35%
Candace Owens	16%	56%	28%
Bernie Sanders	37%	54%	9%
Mehdi Hasan	7%	22%	71%
Zohran Mamdani	42%	27%	31%
Theo Von	17%	42%	41%
Andrew Schultz	5%	30%	65%
Aaron Parnas	6%	20%	74%
Ms. Rachel	29%	44%	27%
Kai Cenat	16%	49%	34%
Mr. Beast	27%	66%	7%

AYP Youth Politics Survey Wisconsin Youth Politics Survey Wisconsin Toplines



38. Next, you will see the names of some people and organizations. Some have strong opinions about these people or organizations, while many others don't really know who they are. For each of those, please say whether you [tend to like that person's content and generally trust what they say, like that person's content but are generally skeptical of what they say, if you don't like that person's content], or if you aren't really familiar with that person.

	Like this person and generally trust their views	Like this person but generally don't trust their views	Don't like this person's content	Not really familiar with this person
Erika Kirk	13%	7%	71%	9%
Hasan Piker	31%	14%	35%	20%
Joe Rogan	19%	19%	51%	12%
Elon Musk	9%	17%	68%	6%
Tucker Carlson	10%	20%	52%	17%
Alexandria Ocasio-Cortez (AOC)	52%	11%	23%	14%
Candace Owens	15%	25%	48%	12%
Bernie Sanders	51%	16%	21%	13%
Mehdi Hasan	27%	11%	24%	38%
Zohran Mamdani	65%	7%	17%	11%
Theo Von	23%	33%	24%	20%
Andrew Schultz	9%	15%	35%	42%
Aaron Parnas	21%	18%	23%	38%
Ms. Rachel	50%	16%	18%	16%
Kai Cenat	22%	28%	30%	20%
Mr. Beast	21%	25%	44%	11%

39. Have you recently used any of the following?

	I have visited this platform, but did not actively bet on it	I have visited this platform, and have used it for betting	I have not visited this platform	Not sure
Kalshi	12%	8%	74%	7%
Polymarket	8%	6%	78%	8%

40. Do you happen to know which political party currently has majority control in the U.S. House of Representatives?

The Republican party62%

AYP Youth Politics Survey Wisconsin

Youth Politics Survey Wisconsin Toplines



The Democratic party	13%
Not sure	25%
Totals	100%
N	411

AYP Youth Politics Survey Wisconsin Youth Politics Survey Wisconsin Toplines



This survey is based on 411 interviews conducted by YouGov on the internet of registered voters in Wisconsin who are 18-29. The sample was weighted according to gender, age, race/ethnicity, education, and Wisconsin geographic region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote and approximate 2024 Presidential vote based on available results. Respondents were selected from YouGov to be representative of 18-29 year old registered voters. The weights range from 0.17 to 2.24 with a mean of 1 and a standard deviation of 0.38.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetting sample is approximately 5.2%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.