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**Date: Friday, October 24, 2025**  
**Subject: Healthy Wisconsin Alliance Polling Results**  
**From: Platform Communications - Badger Battleground Poll**  
**To: Interested Parties**

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### **Executive Summary**

Platform Communications' Badger Battleground Poll – in partnership with Healthy Wisconsin Alliance, a 501(c)(4) affiliate of the Wisconsin Hospital Association – commissioned a series of questions to be released to measure opinions on hospitals and health care policy in Wisconsin. The poll surveyed 500 likely General Election voters using live telephone interviews conducted on both landlines and cell phones, with a margin of error of +/- 4.4%. This survey was in the field Sept. 28-30, 2025 shortly before the shutdown of the federal government.

As part of the poll, a series of questions were asked to gauge voters' concerns about funding levels for their local hospitals. **65% of voters in the state are concerned that hospitals in Wisconsin are at risk of having to close or limit their services. Those concerns came from every corner of the state, with strong majorities in every media market sharing the same sentiment.** In the Eau Claire market – where hospital closures have made news in recent years – 78% of voters say they are very or somewhat concerned about statewide hospital closures.

Politically, voters say they are more likely to favor candidates who stand up for hospital funding. **Two-thirds (66%) of all voters said they would be more likely to vote for a candidate who supports increased hospital funding – an opinion that crossed political party lines with 81% of Democrats, 66% of independents and 53% of Republican voters.**

**The contrast is even sharper when voters are asked if they are more or less likely to vote for candidates that cut funding to hospitals.** Only 11% of voters say they are more likely to vote for an elected official who cuts funding for hospitals, **meanwhile 76% of voters say they are less likely to support candidates that cut funding to hospitals – including 88% of Democrats, 75% of independent voters and 68% of Republican voters.**

It is important to note that this question was not intended to gauge if voters supported candidates that support or oppose hospital funding, but if the candidate's position on hospital funding motivates the voter to be more or less likely to vote for the candidate.