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**Date: May 1, 2025**

**Subject: Healthy Wisconsin Alliance Polling Results**

**From: Healthy Wisconsin Alliance**

**To: Interested Parties**

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### **Executive Summary**

Healthy Wisconsin Alliance, a 501(c)(4) affiliate of the Wisconsin Hospital Association, commissioned a series of questions to be released as part of Platform Communications' Badger Battleground Poll. The poll surveyed 500 likely General Election voters using live telephone interviews on a combination of landlines and cell phones. This survey was in the field April 7-9, shortly after the conclusion of the highly contentious Wisconsin Supreme Court race as the first test of the upcoming mid-term environment and what issues voters care most about.

As part of the poll, a series of questions were asked to gauge voters' concerns over recent hospital closures in Wisconsin and across the nation. In total, **70% of Wisconsin voters are at least somewhat concerned about additional hospital closures, with over 50% of those concerned saying they are most worried about difficulty accessing care. Nearly one-in-three Wisconsin voters blame insurance companies for the closure of rural hospitals.**

News of hospitals closing in Wisconsin is clearly having an impact on the sentiments of voters in those communities. **In the Eau Claire media market – where high-profile closures have occurred – 85% of voters say they are concerned about additional hospital closures. Other rural markets show concern is high, with 83% of voters in the Wausau media market indicating that they are concerned about the closure of hospitals in their region.**

Additionally, voters were asked their opinions of hospitals, insurance companies, private equity firms, and other actors in health care. Overwhelmingly, 67% of Wisconsinites say that hospitals are more likely to act in their best interest when compared to insurance companies, who only stood at 6%. Voters of every political demographic trust that hospitals are more aligned with their best interest with 83% of Democrats, 55% of GOP voters, and 60% of independents all favoring hospitals over insurance companies. Only 3% of Democrats, 8% of Republicans, and 6% of independents believed that insurance companies were more aligned with their best interests.

Finally, the poll asked voters if they or someone they love have experienced barriers receiving care caused by insurance companies. Approximately one in three voters have personal experience with difficulty receiving care due to insurance company denials – nearly the same as the number of respondents who answered the same question in August 2024. The largest demographic of voters responding in the most recent poll that they or someone they love experienced delays caused by insurance companies is highest among under 55 (40%) and independent voters (39%).