

February 8, 2024

**To: Interested Parties**

**Fr: Luke Martin; Impact Research**

**Re: Voters Support Increasing Operating Funding for Milwaukee Public Schools**

Milwaukee voters almost unanimously believe that improving public education is a high priority for the city and as a result, **there is overwhelming support for passing a referendum that increases Milwaukee Public Schools' operating funds by \$252 million dollars over the next 4 years.** Voters also believe improving public education should be a priority for elected officials and a majority of voters say they are more likely to support candidates that come out in favor of increasing MPS' operating fundings.

- **Utilizing likely ballot language, more than 2-in-3 (68%) voters support a referendum that increases Milwaukee Public Schools' operating funds.** High levels of support are consistent with more than 60% who favor this increase across gender, age, education, race, and even geographic districts within the city.

*Milwaukee Public Schools is considering asking voters to increase its operating funds by \$252 million dollars over the next four years. The increase in funding would allow Milwaukee Public Schools to sustain educational programming, including offering career and technical education programs, attracting and retaining certified educators, and further improving art, music, physical education and language programs.*



- **Support is driven by a near universally held belief by Milwaukee voters that improving public education is an important priority.** Overall, 86% of voters say improving public education is at least very important, including 84% among voters without school-age children and 94% among current parents.
- **Supporting the referendum is a politically beneficial position.** Over 6-in-10 voters (62%) say that they are more likely to vote for a candidate who supports increasing funding for Milwaukee Public Schools. The voters this is most likely to have an impact with are Democratic voters, among whom 79% say they are more likely to support a candidate who favors increasing MPS funding.

These findings are based on a multi-modal (live landline, live cellphone, and text-to-web) survey conducted January 11-16, 2024, among N=500 likely April 2024 voters in Milwaukee. The margin of sampling error for the overall results is  $\pm 4.4\%$  at the 95% level of confidence.