

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

Jan. 24-31, 2024



The topics of the day

- Methodology of the poll (*New!*)
- Presidential matchups
- Third party candidates
- GOP Primary
- Biden and Trump strengths and characteristics
- The economy
- State issues
- International issues

The methodology

- The survey was conducted Jan. 24-31, 2024, interviewing 930 Wisconsin registered voters, with a margin of error of ± 4.2 percentage points.
- The sample includes 408 Republicans and independents who lean Republican, with a margin of error of ± 6.4 percentage points.

Partisan makeup

- The partisan makeup of the sample is 32% Republican, 30% Democratic and 37% independent.
- Since January 2020, the long-term partisan balance has been 30% Republican and 28% Democratic, with 41% independent.

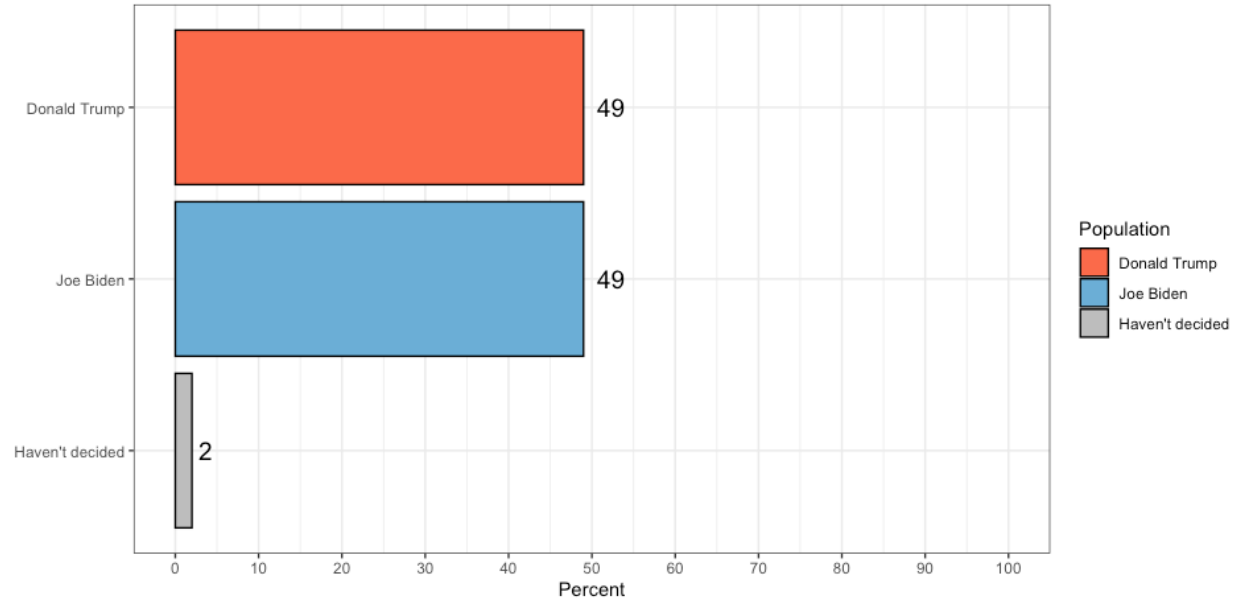
The methodology, what's new!

- We've changed how we conduct the poll
- The survey was conducted with a hybrid sample of 727 respondents selected from the Wisconsin voter registration list, and 203 selected from the SSRS Opinion Panel, a sample drawn from postal addresses across the state and invited to take part in surveys online.
- The interviews were conducted online with 814 respondents and with 116 by telephone with live interviewers.

The Presidential race nine months out

Biden vs Trump

Among registered voters

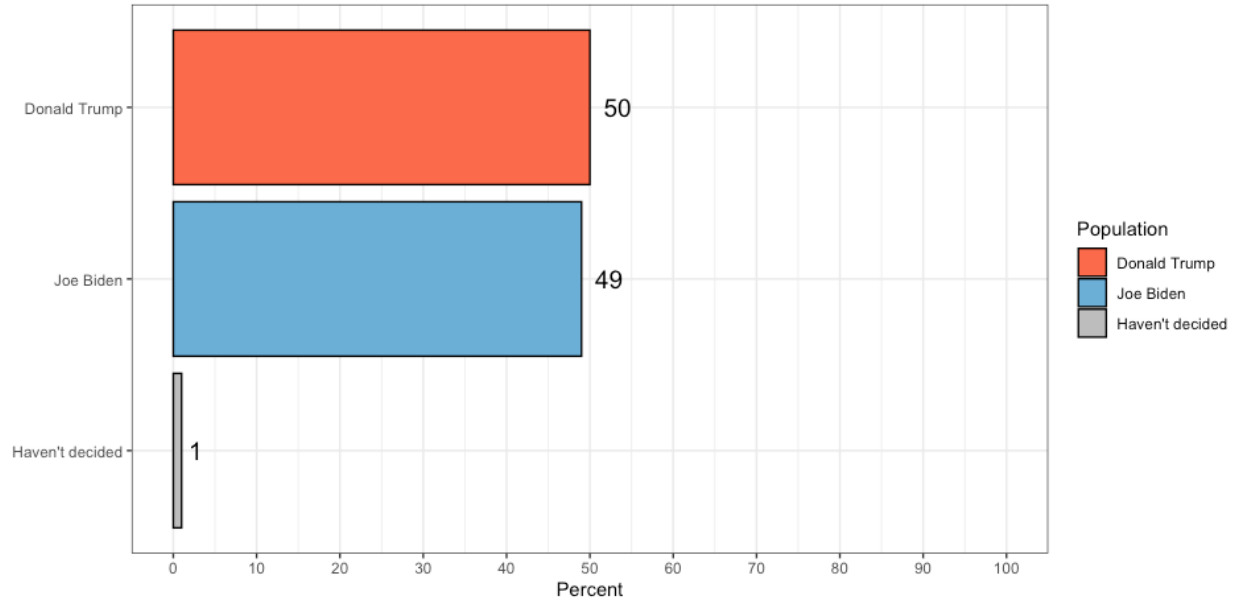


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Biden vs Trump

Among likely voters

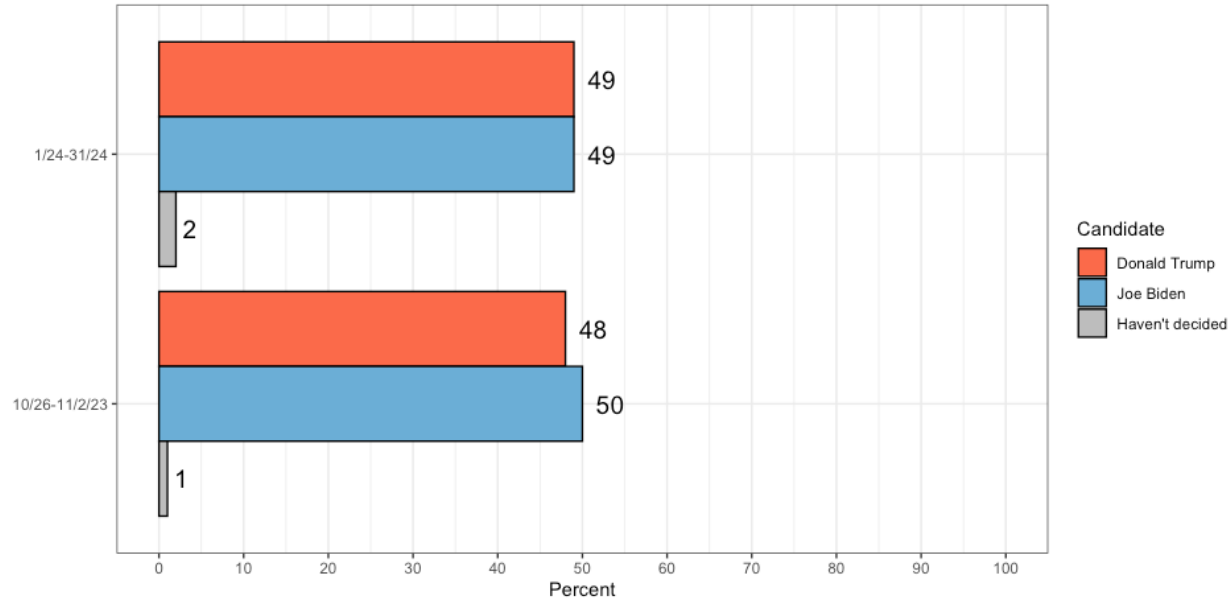


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Biden vs Trump by survey

Among registered voters

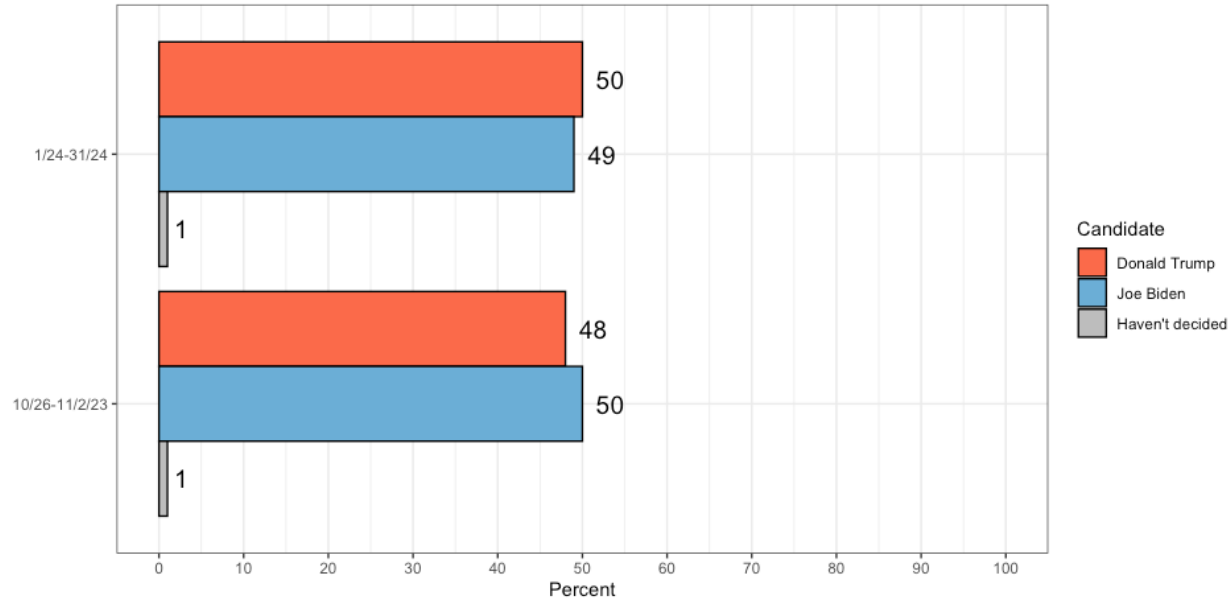


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Biden vs Trump by survey

Among likely voters

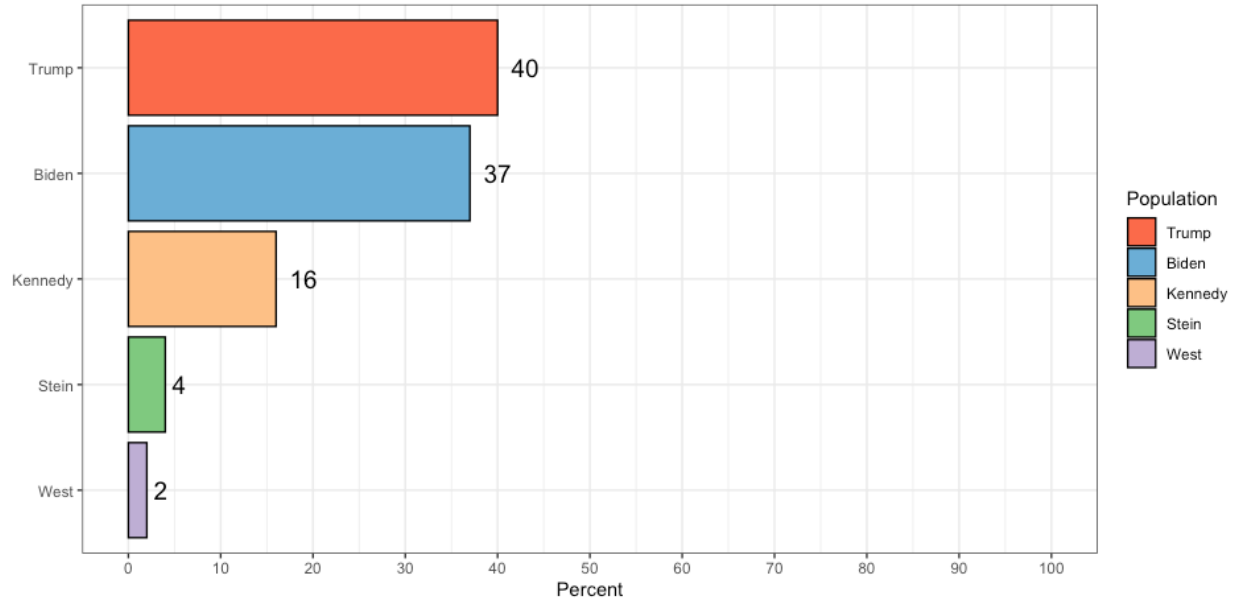


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Five-way ballot

Among registered voters

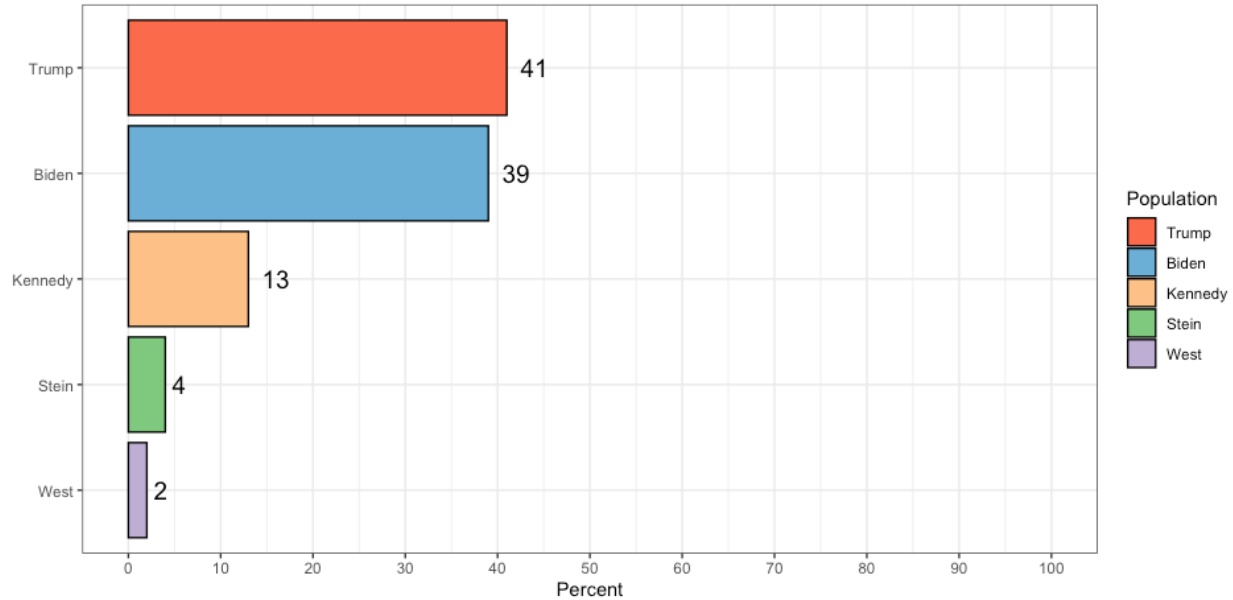


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Five-way ballot

Among likely voters

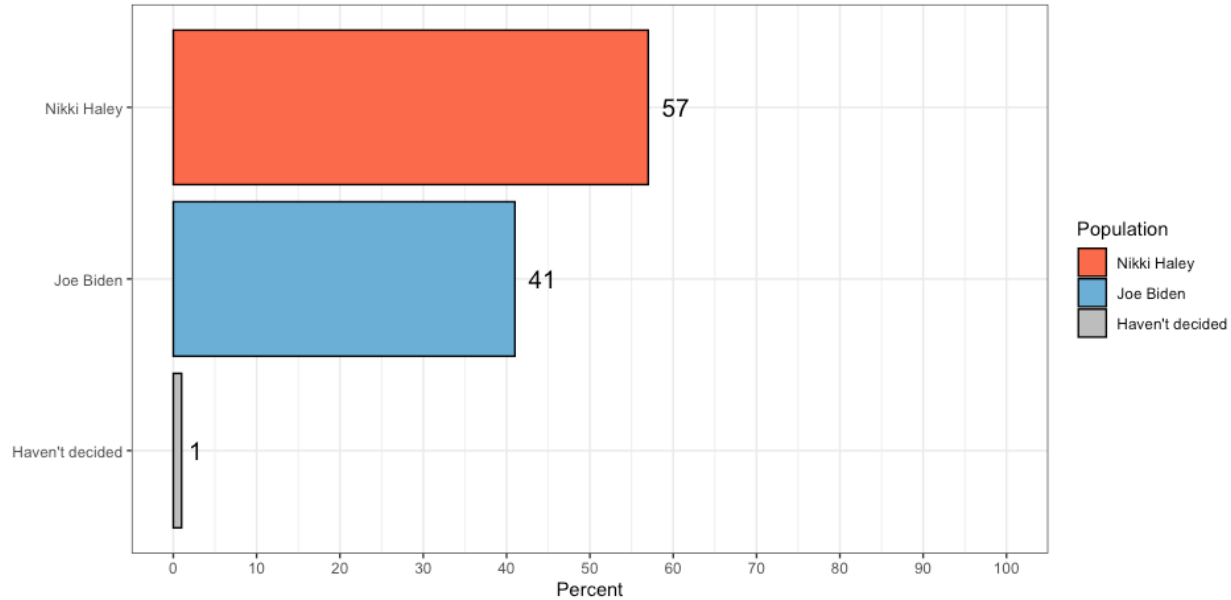


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Biden vs Haley

Among registered voters

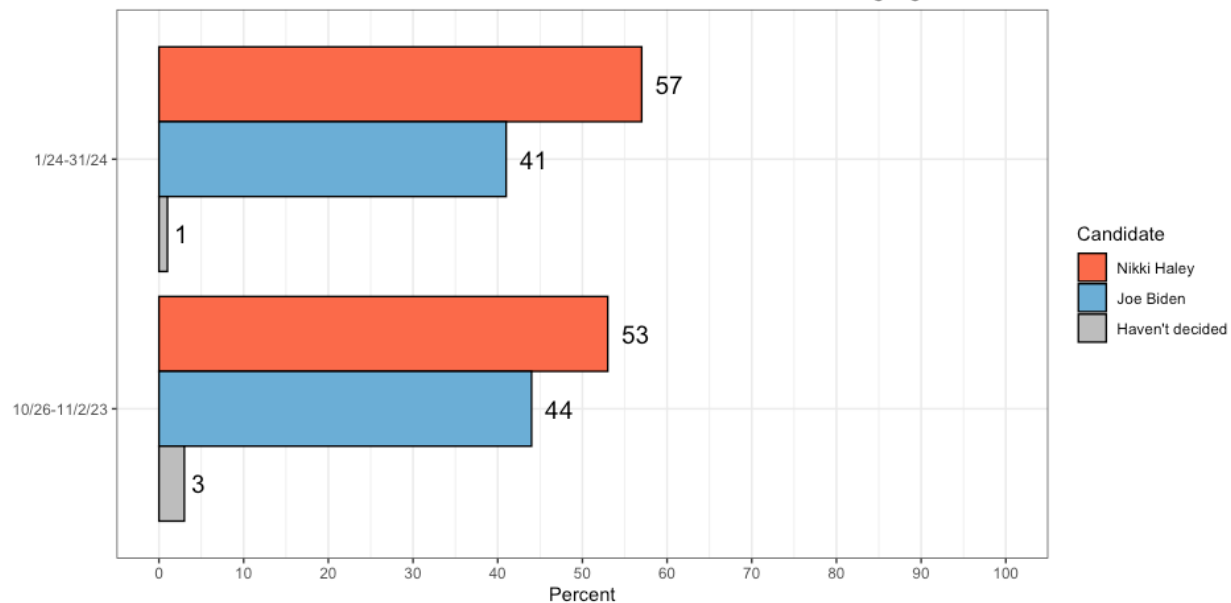


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Biden vs Haley by survey

Among registered voters

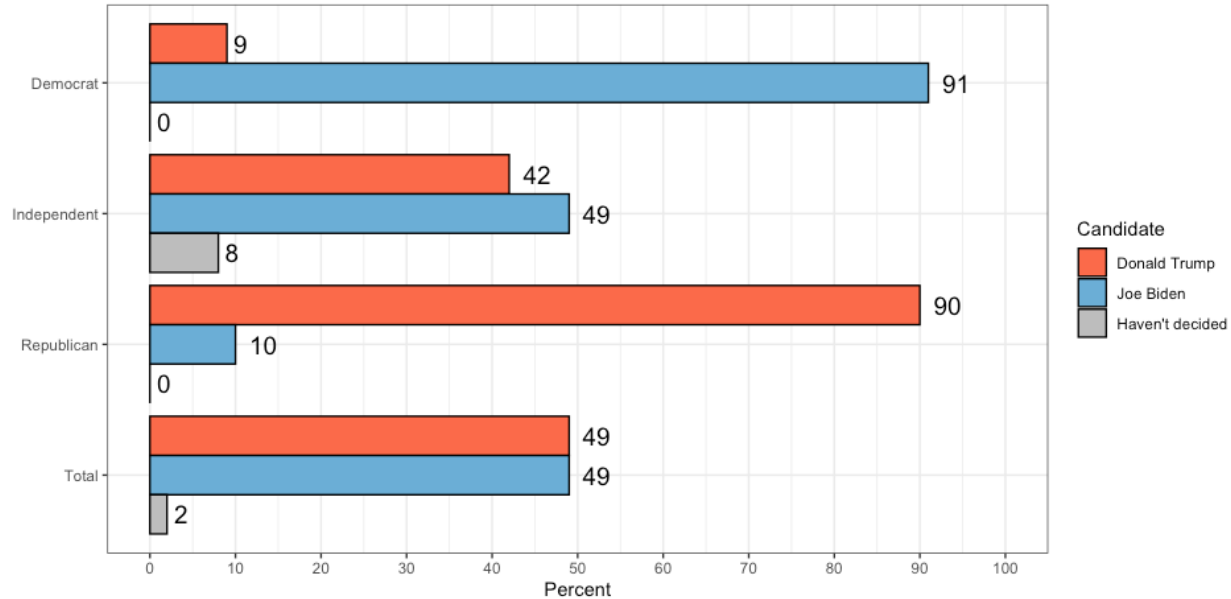


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Biden vs Trump by party identification

Among registered voters

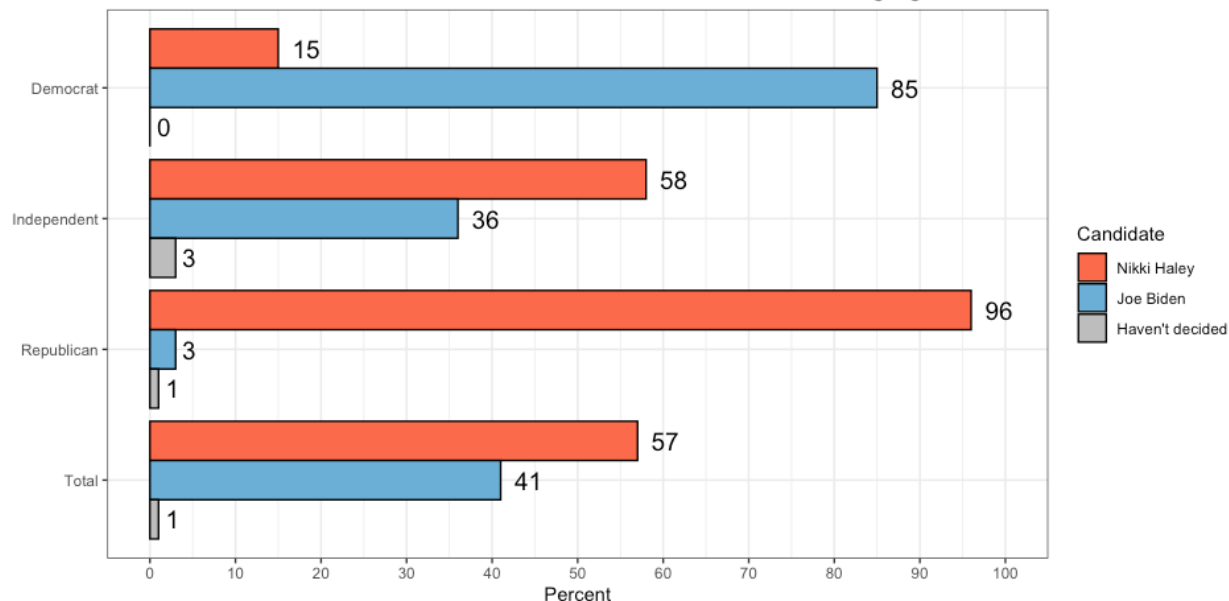


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Biden vs Haley by party identification

Among registered voters

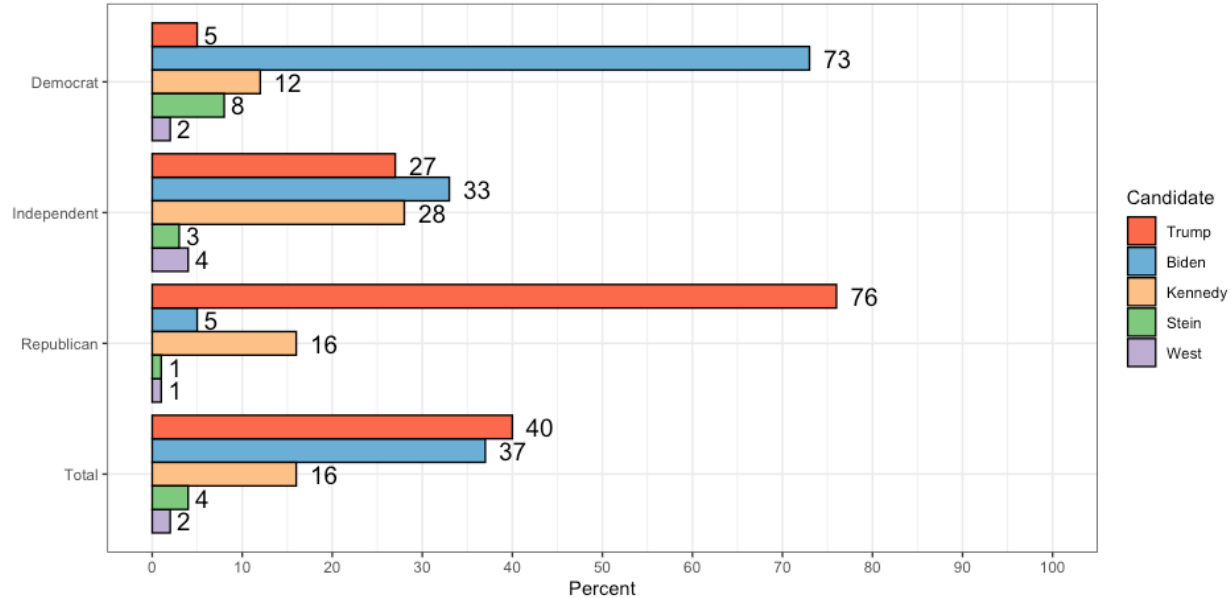


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Five way ballot by party identification

Among registered voters

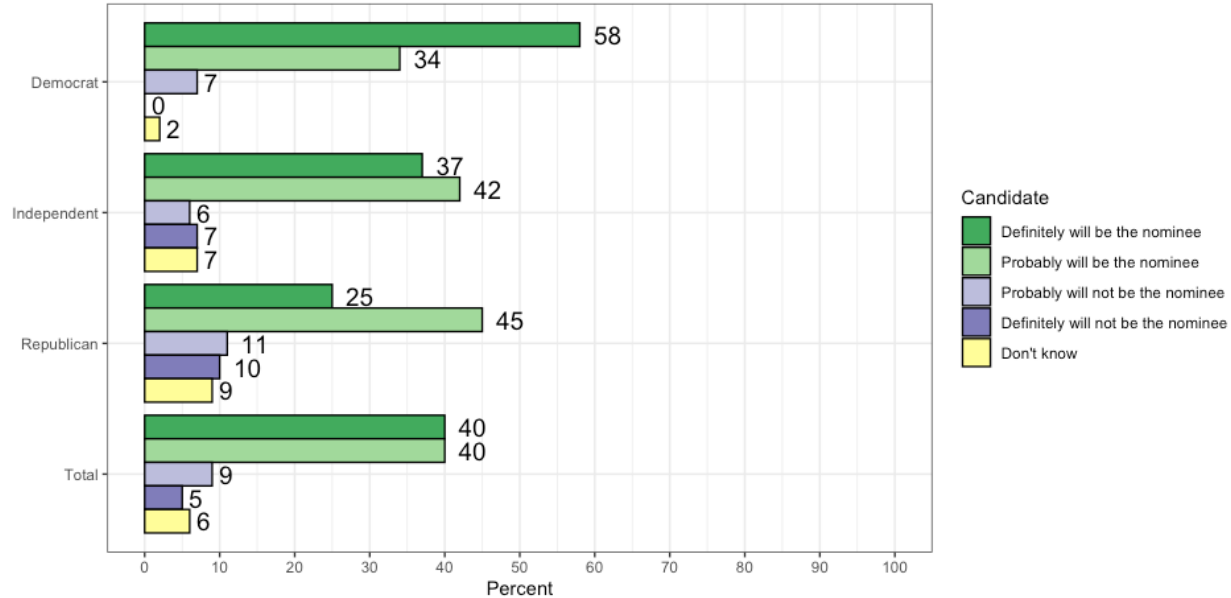


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Biden nominee by party identification

Among registered voters

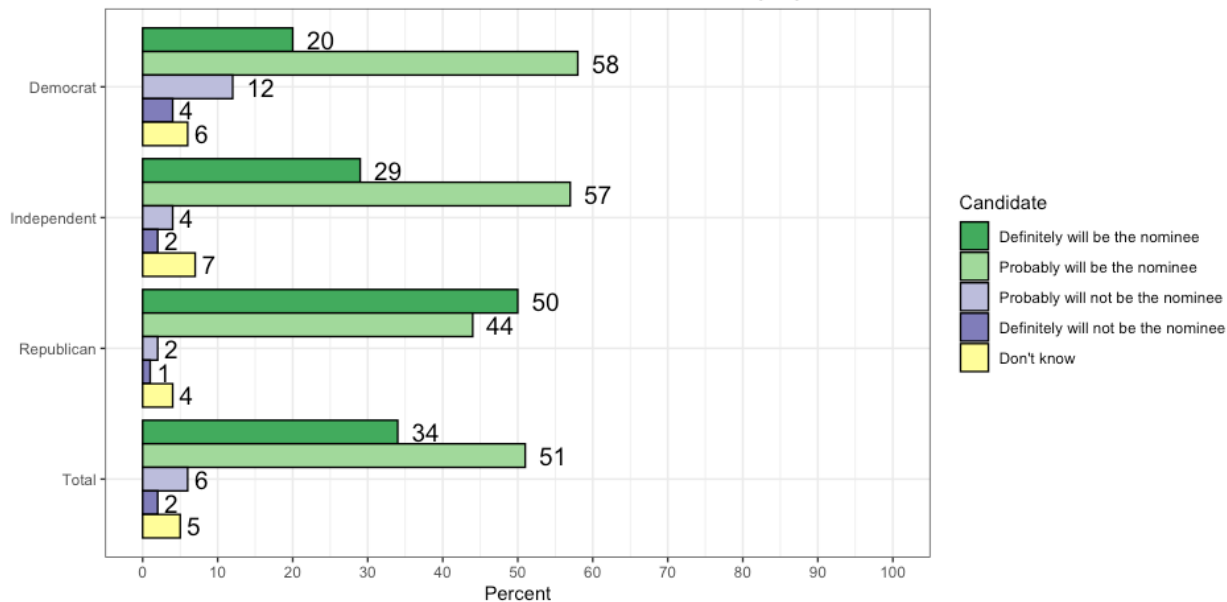


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Trump nominee by party identification

Among registered voters

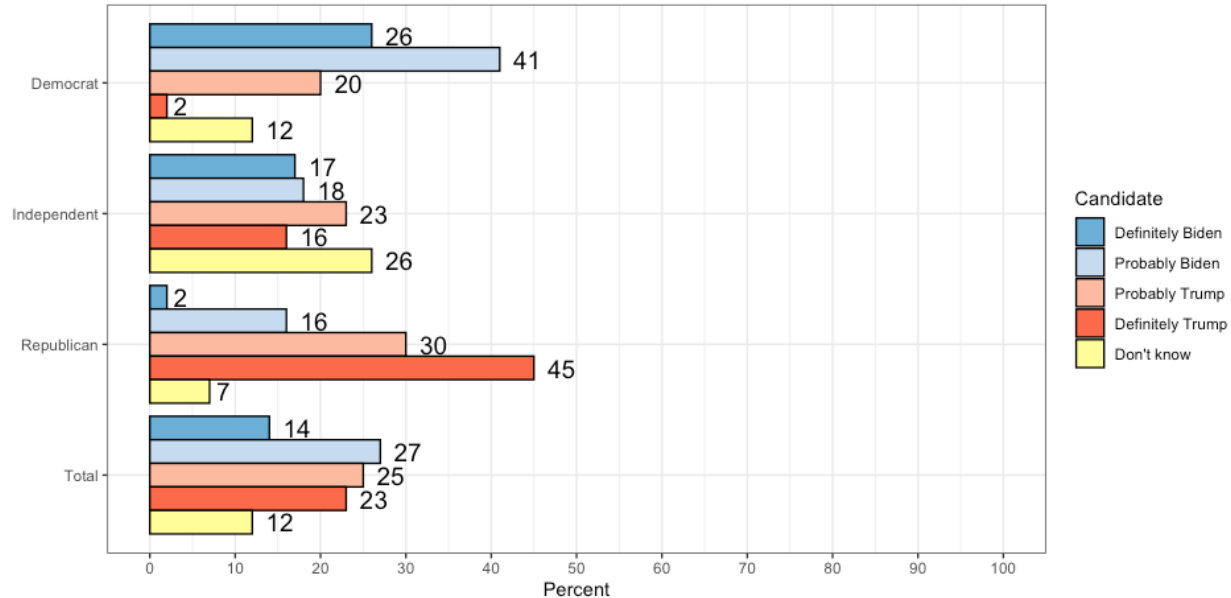


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Who is likely to win by party identification

Among registered voters



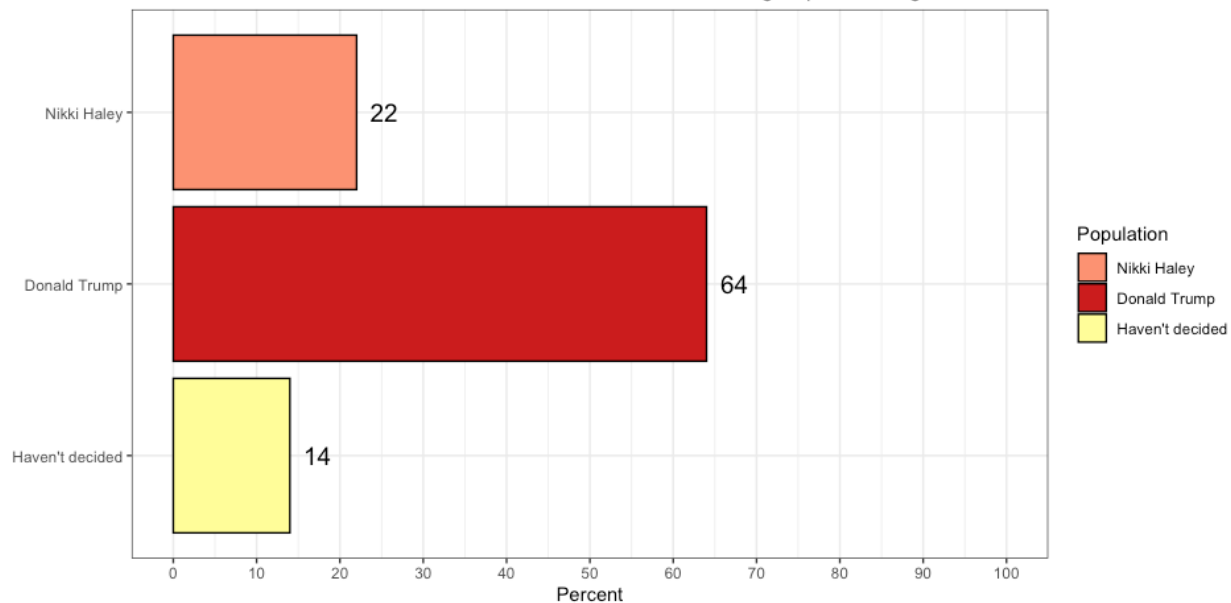
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GOP Primary

Trump vs Haley

Among Republican registered voters

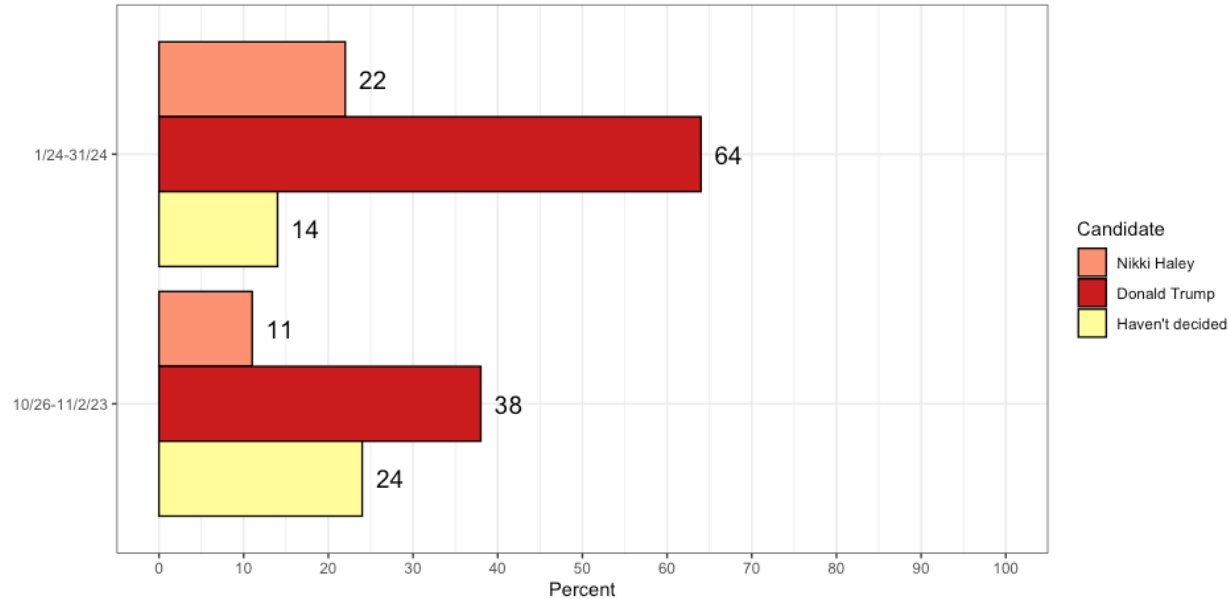


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Trump vs Haley by survey

Among Republican registered voters

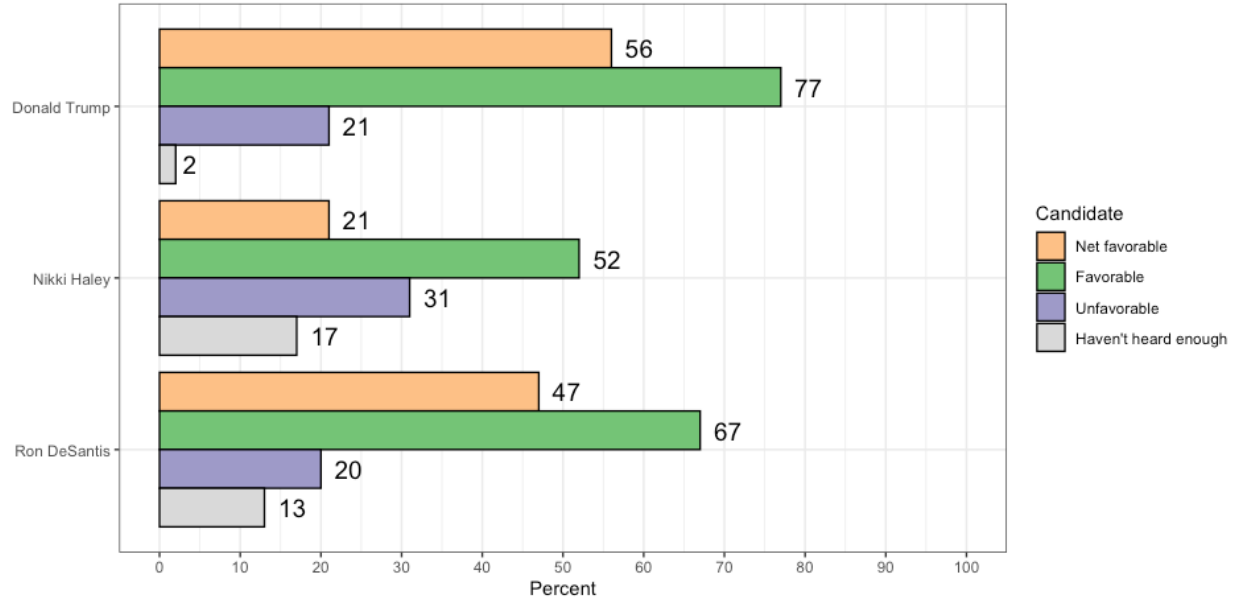


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Republican candidate favorability

Among Republican registered voters

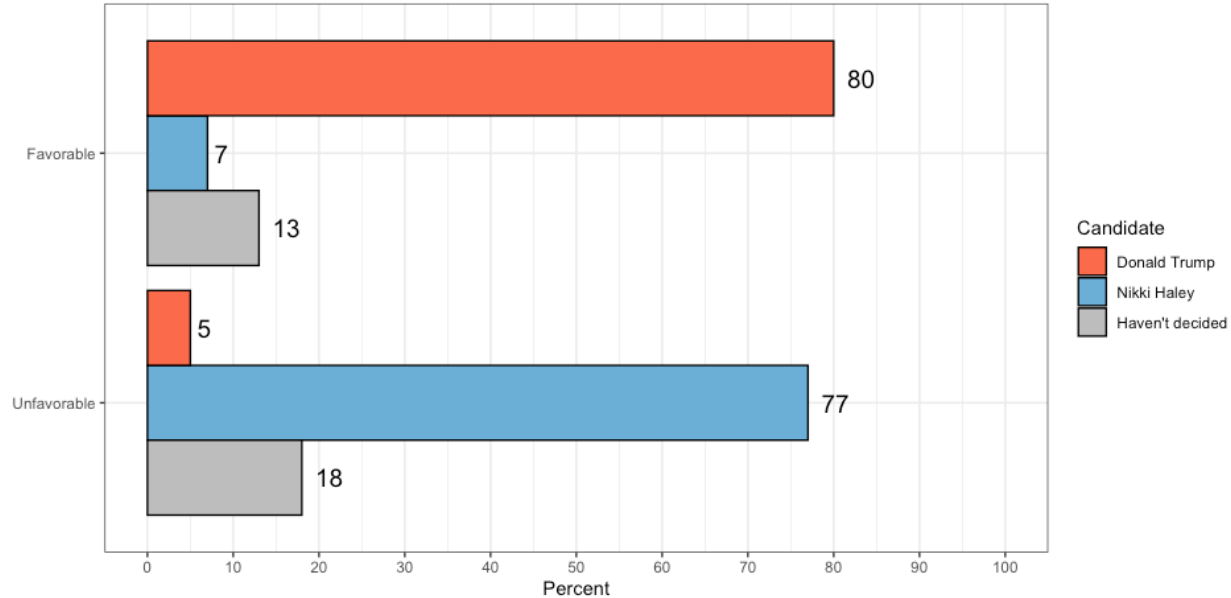


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Trump vs Haley by Trump favorability

Among Republican registered voters



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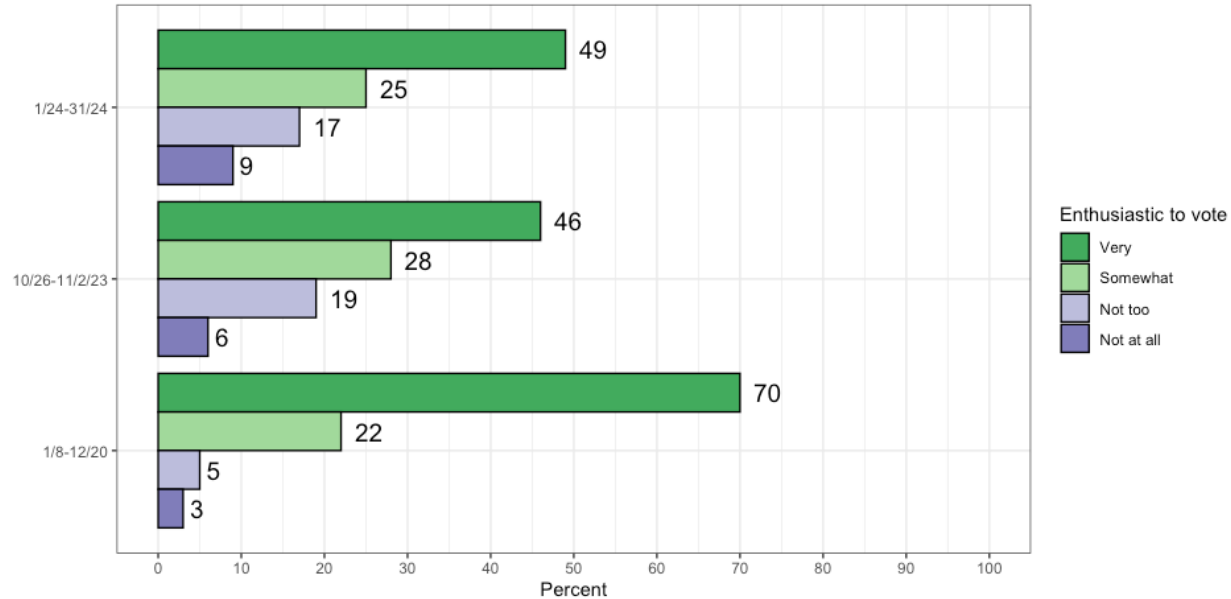


Enthusiasm and likelihood of voting



Enthusiasm by survey

Among registered voters

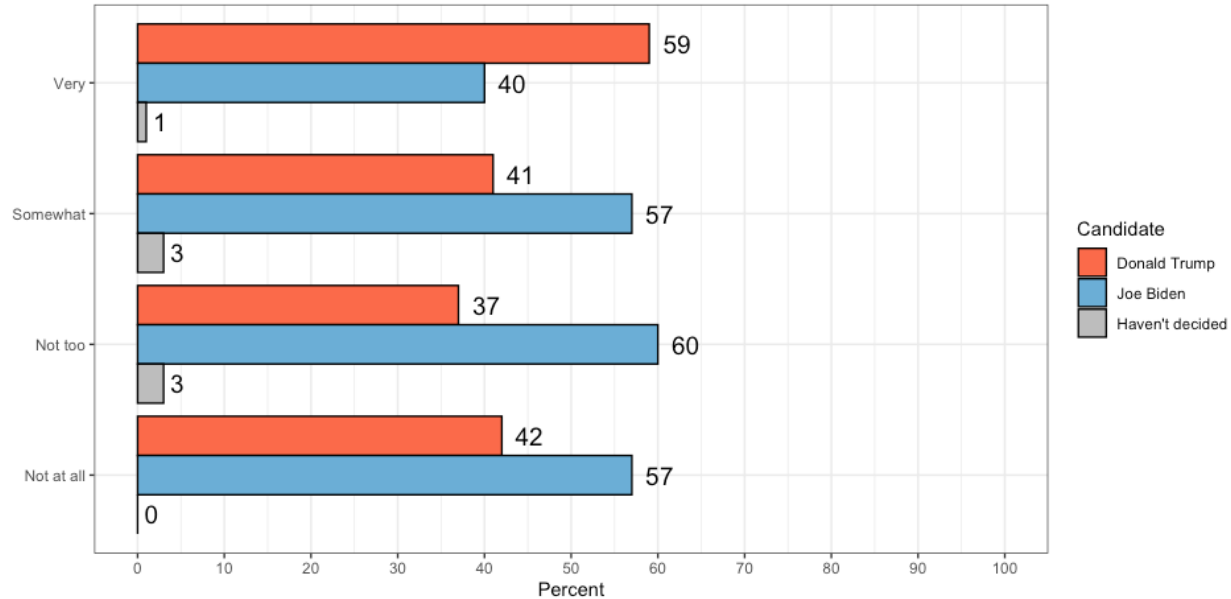


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Biden vs Trump by enthusiasm

Among registered voters

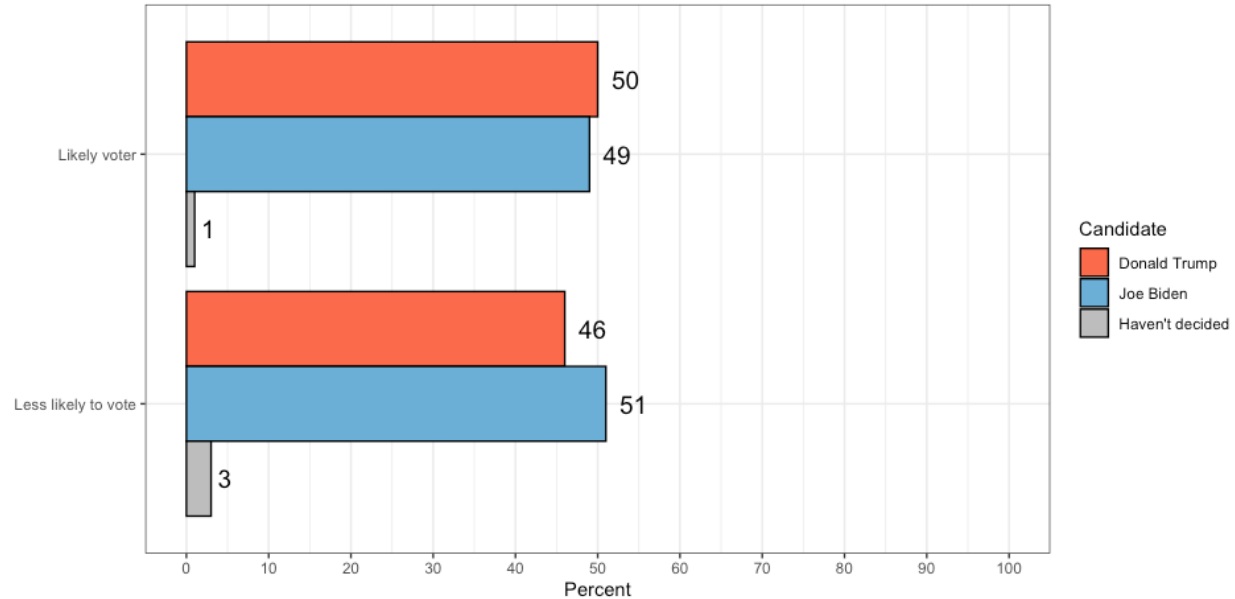


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Biden vs Trump by likelihood of voting

Among registered voters



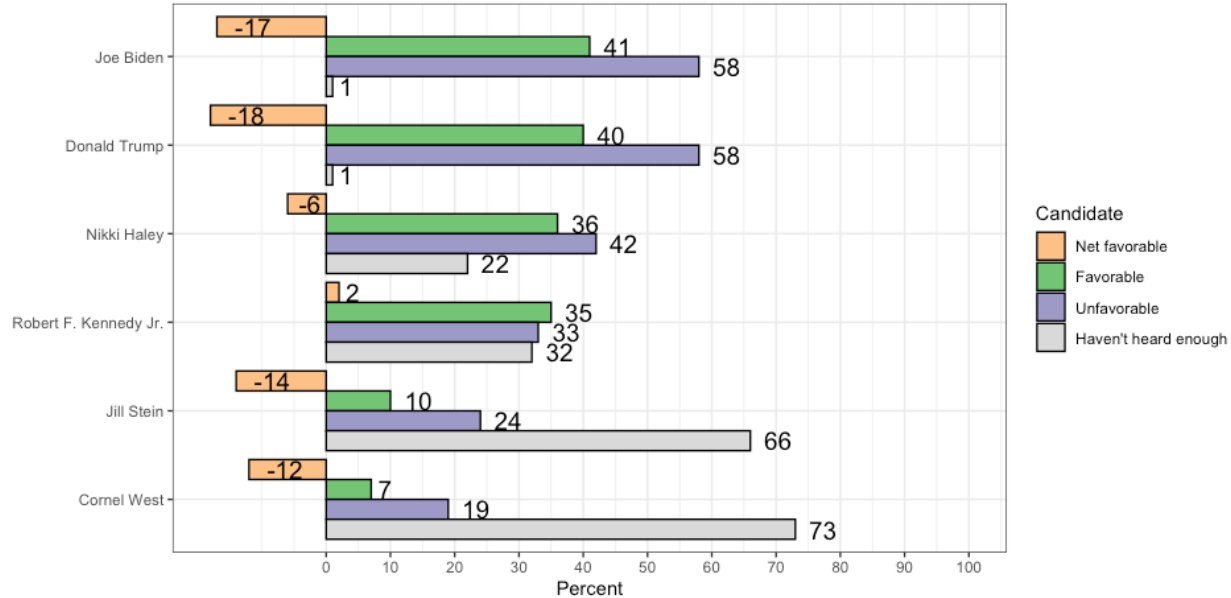
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Candidate Favorability among all registered voters

All candidate favorability

Among registered voters

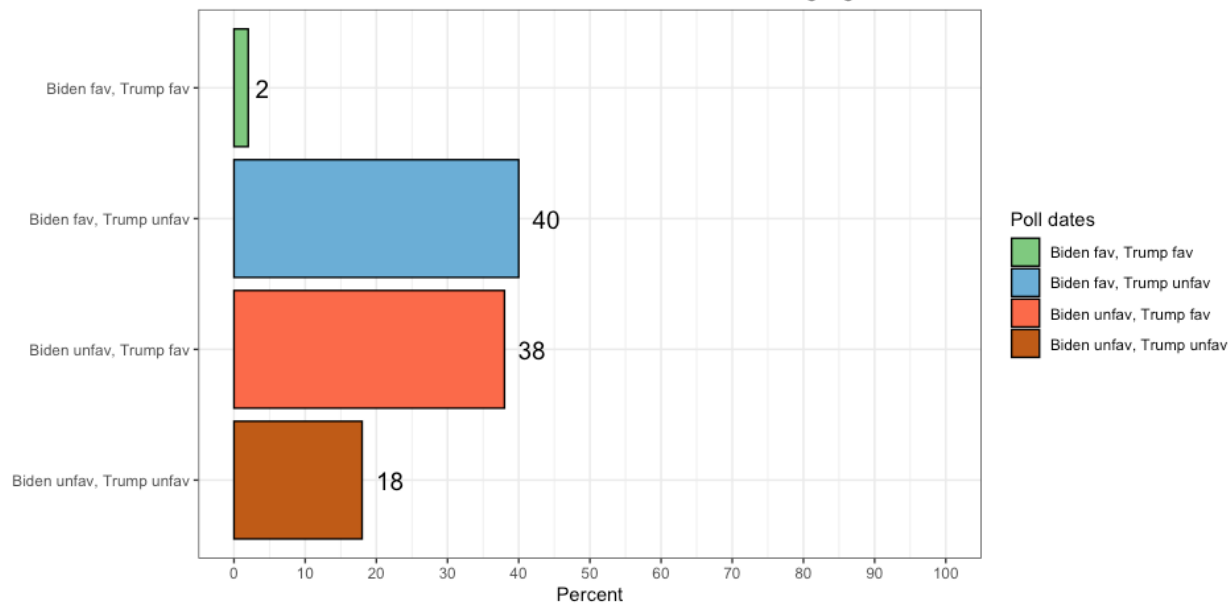


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Biden and Trump combined favorability

Among registered voters



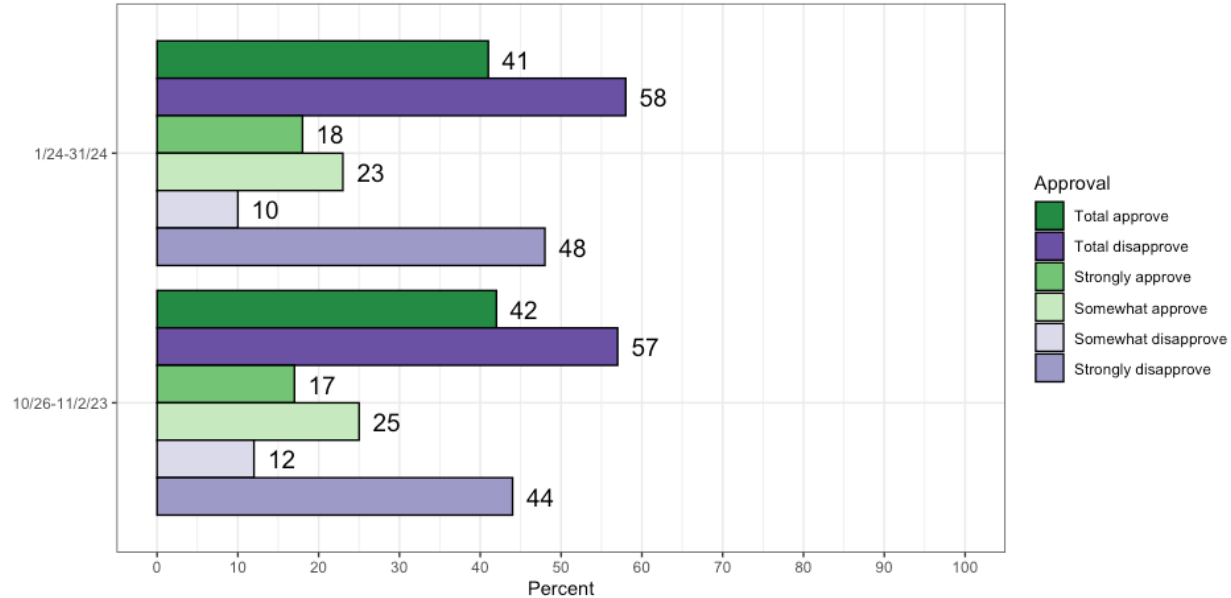
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Biden job approval

Biden job approval

Among registered voters

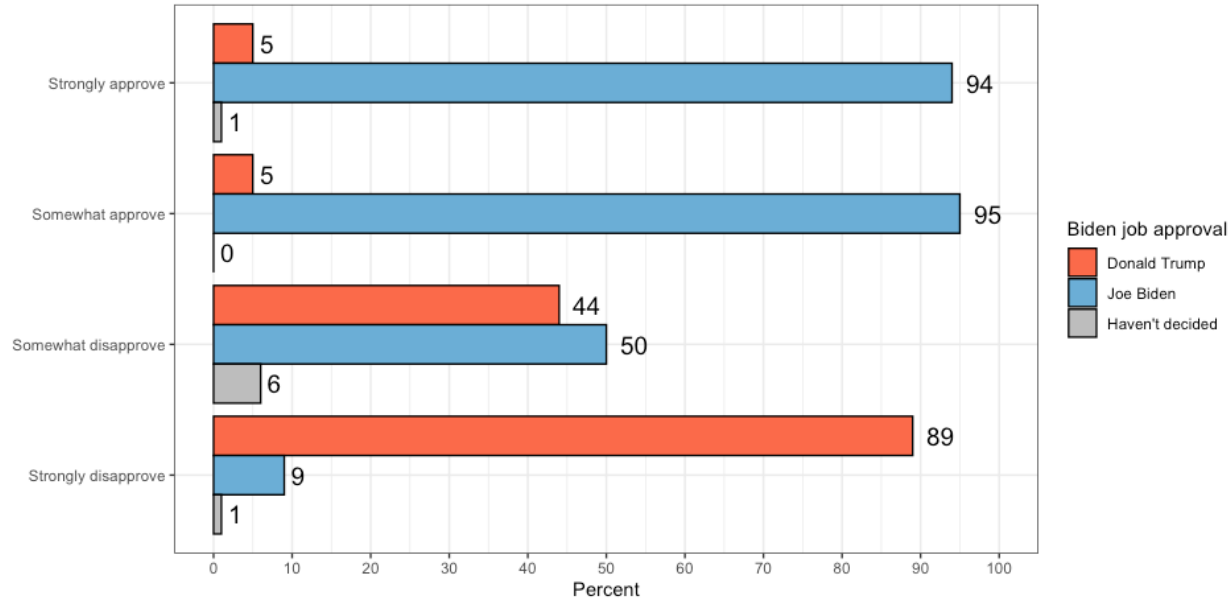


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Biden vs Trump by Biden job approval

Among registered voters



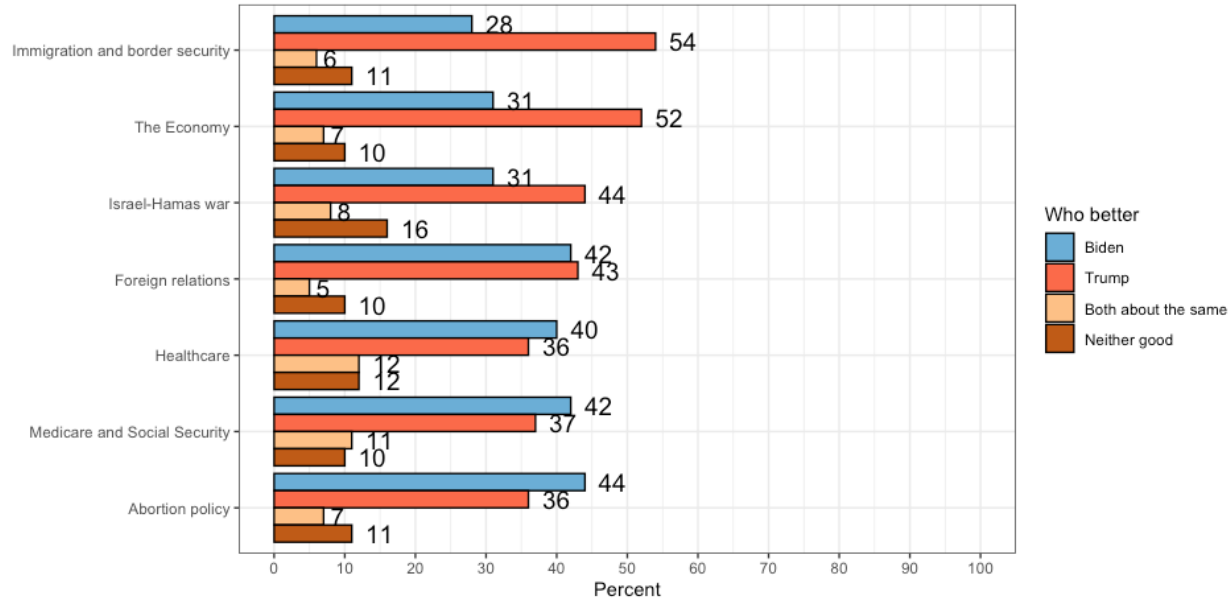
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Perceptions of Biden and Trump

Which candidate would do a better job on issues

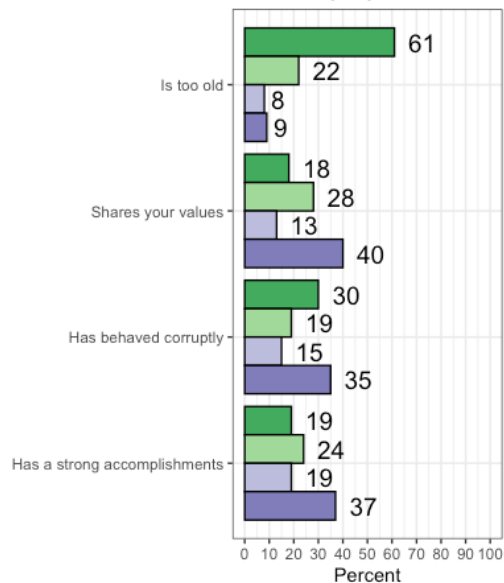
Among registered voters



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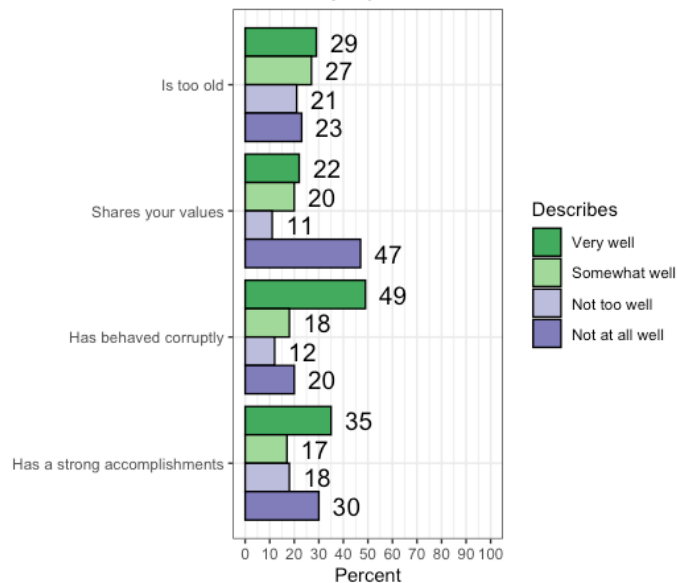
Describes Biden

Among registered voters



Describes Trump

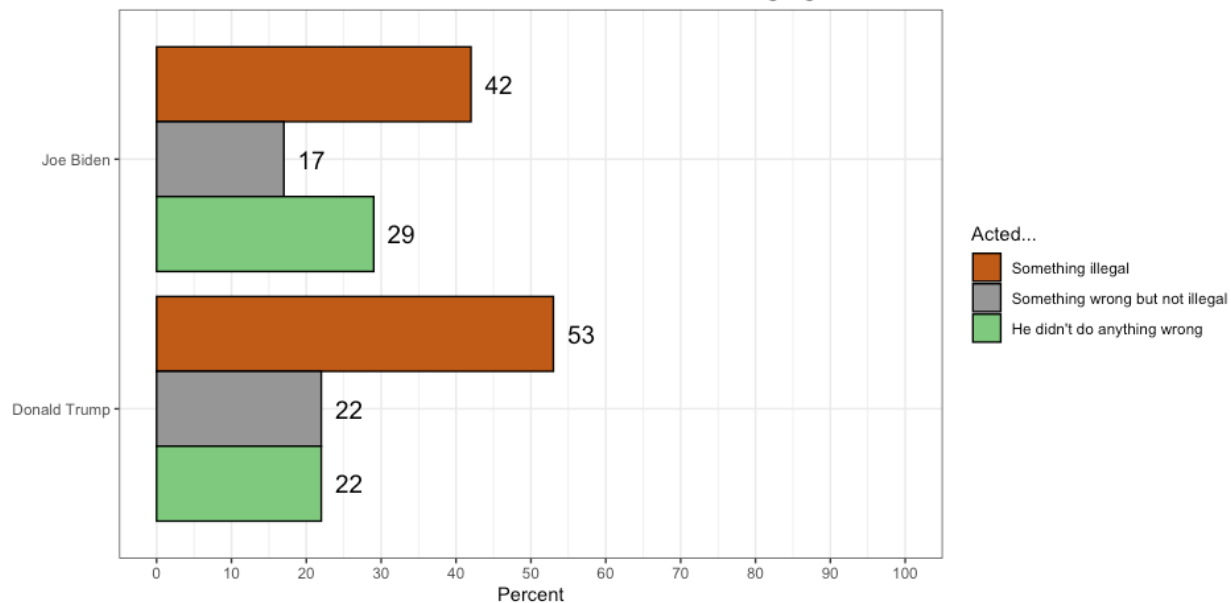
Among registered voters



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Acted illegally, wrongly or not at all

Among registered voters



Percent

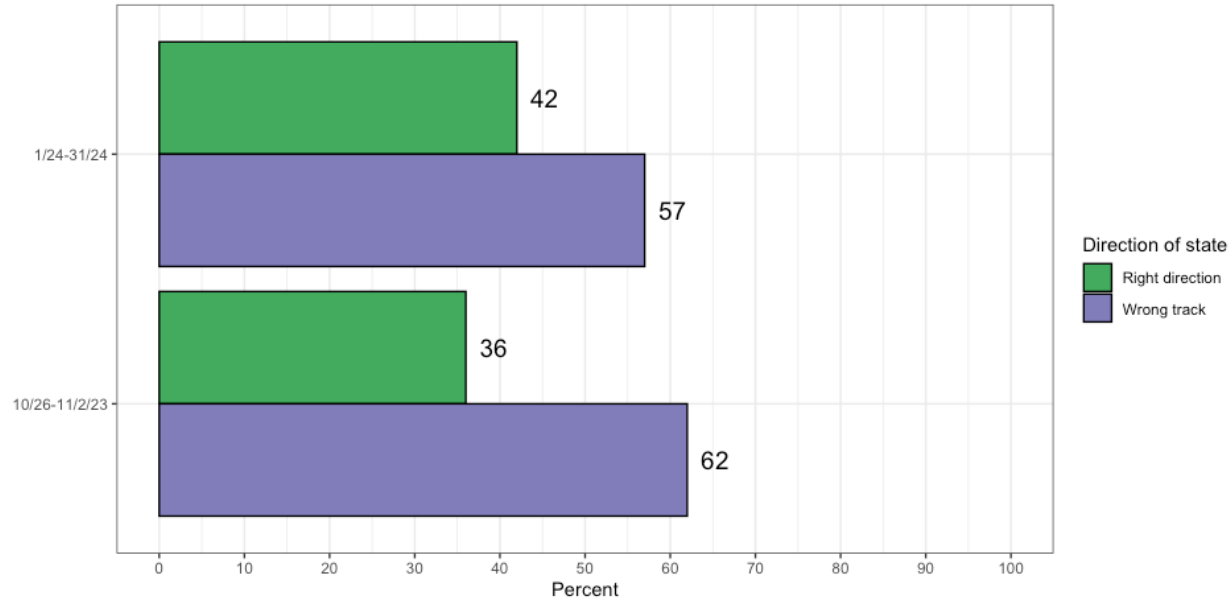
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Direction of the country, economic conditions and personal financial situation

Right direction or wrong track

Among registered voters

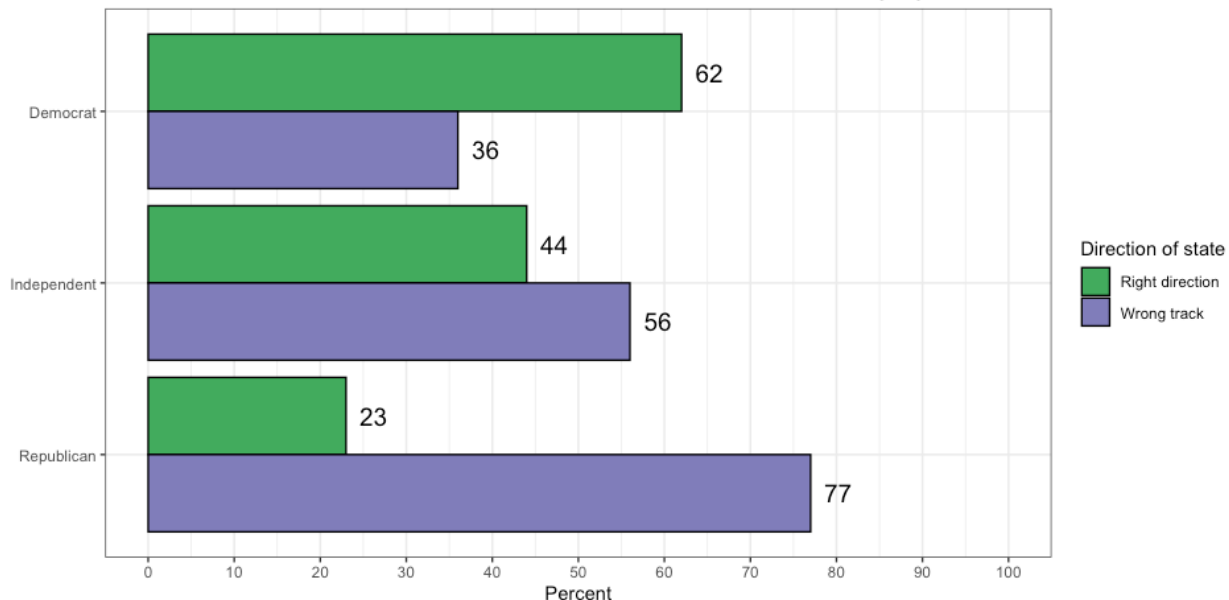


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Right direction or wrong track by party identification

Among registered voters

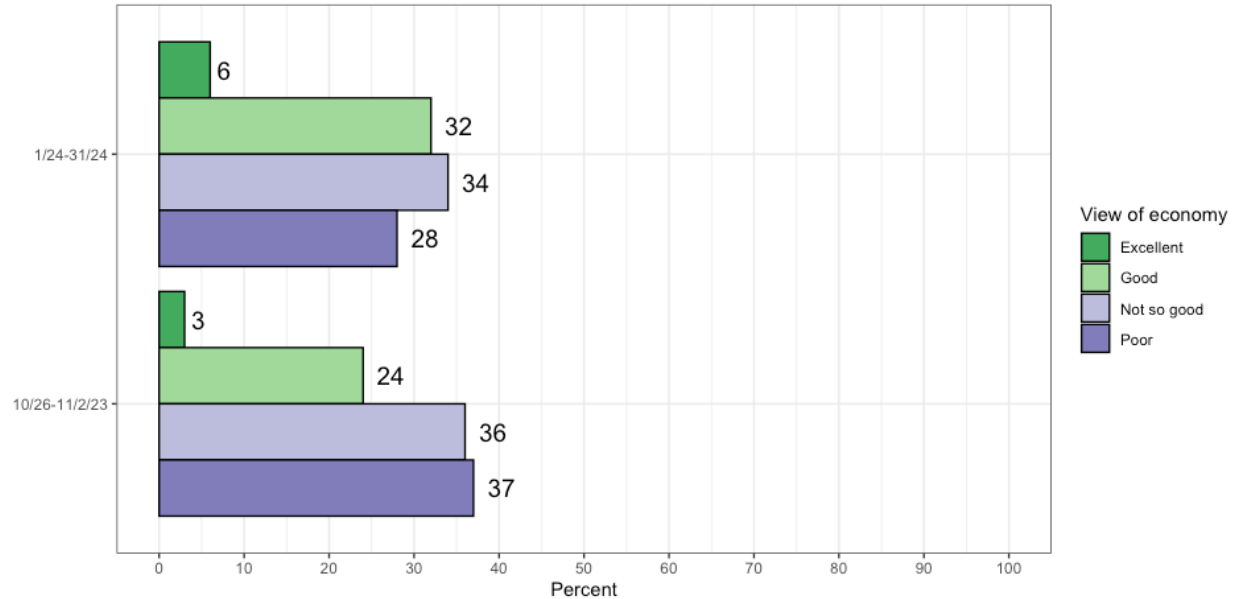


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View of national economy

Among registered voters

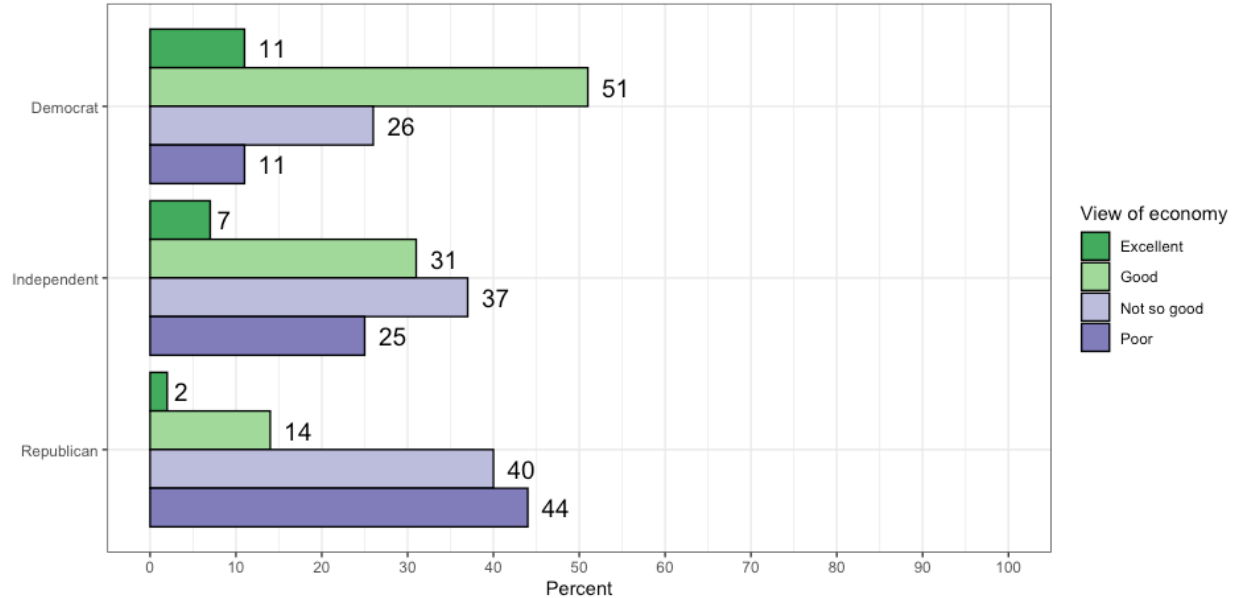


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View of national economy by party identification

Among registered voters

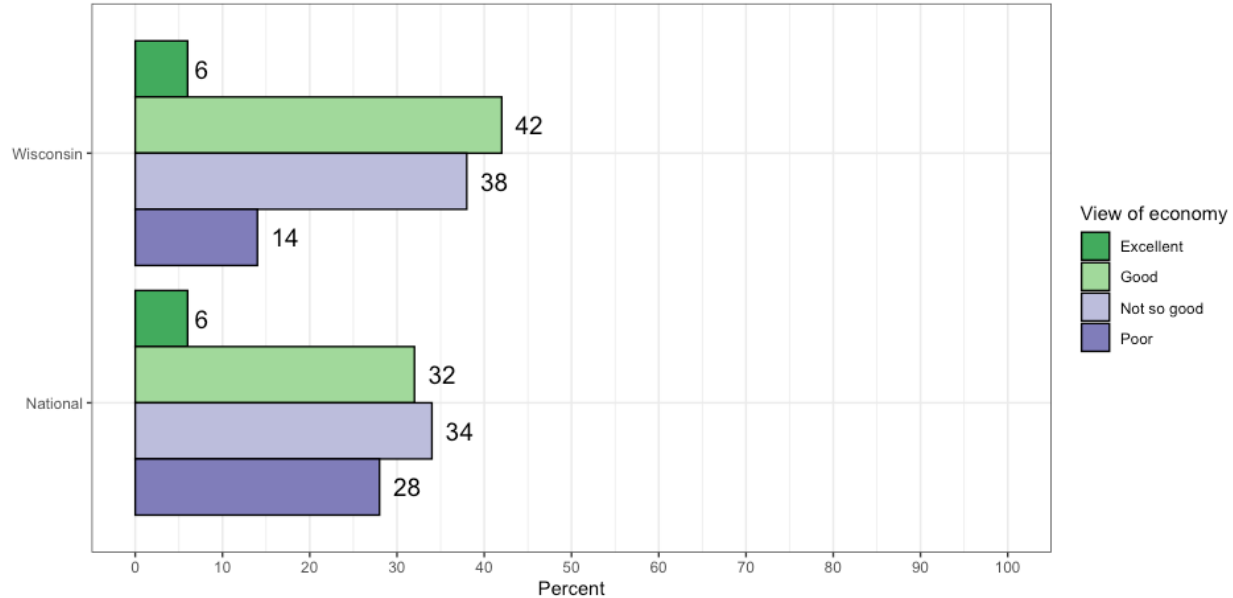


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Wisconsin vs national economy

Among registered voters

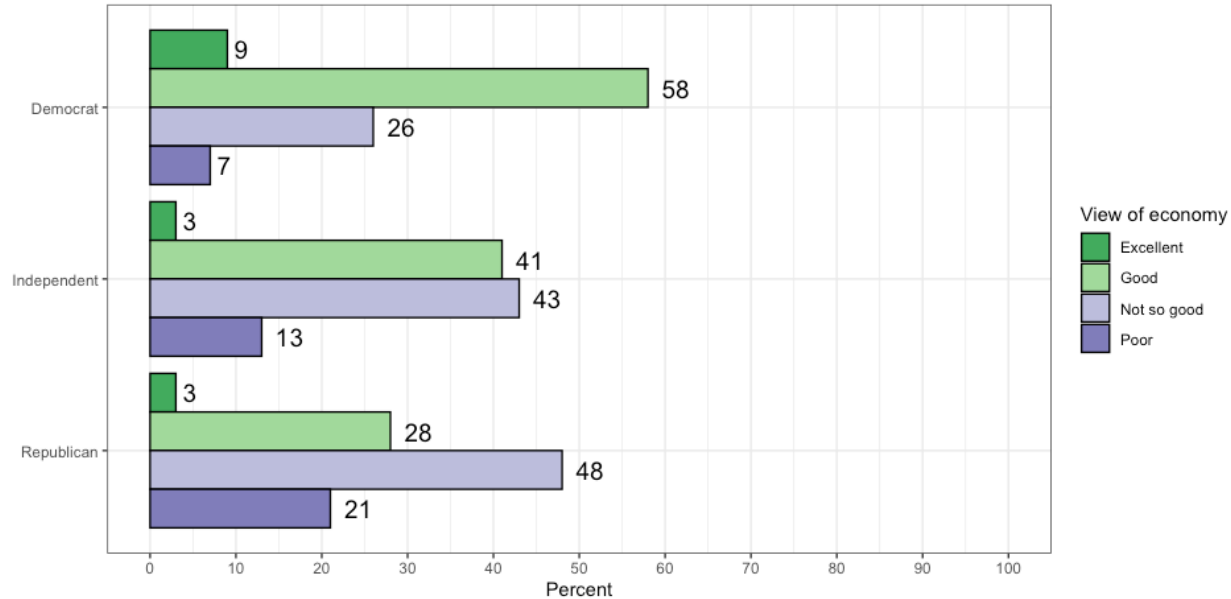


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View of Wisconsin economy by party identification

Among registered voters

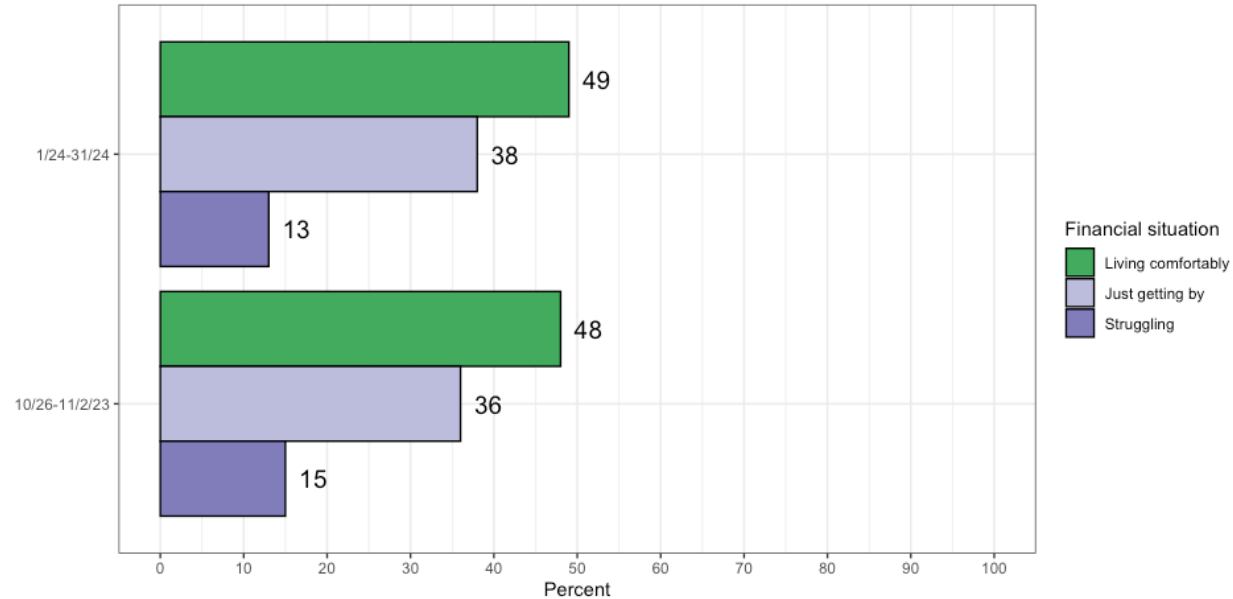


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Family finances

Among registered voters

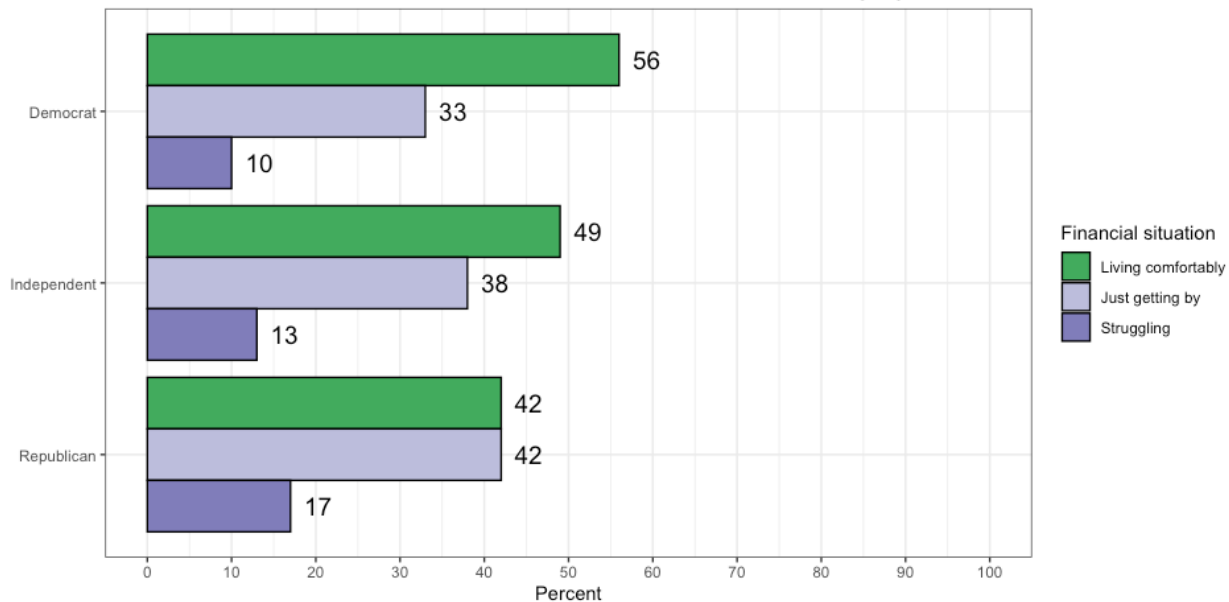


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Family finances by party identification

Among registered voters



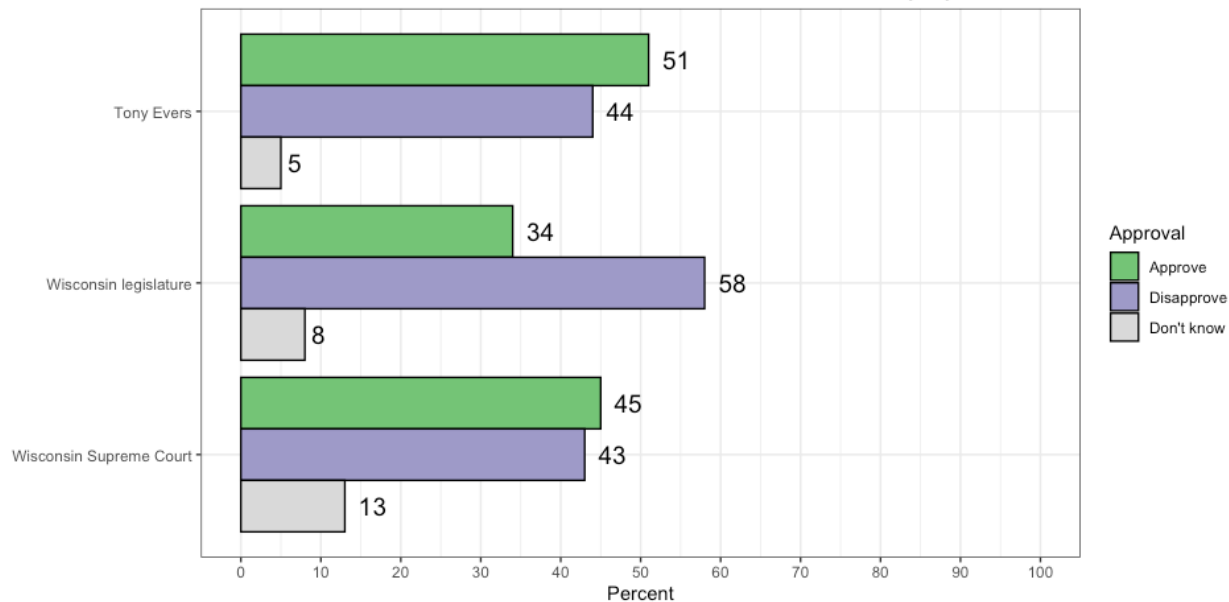
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Approval of governor, legislature and state Supreme Court

Approval of governor, the legislature and state Supreme Court

Among registered voters



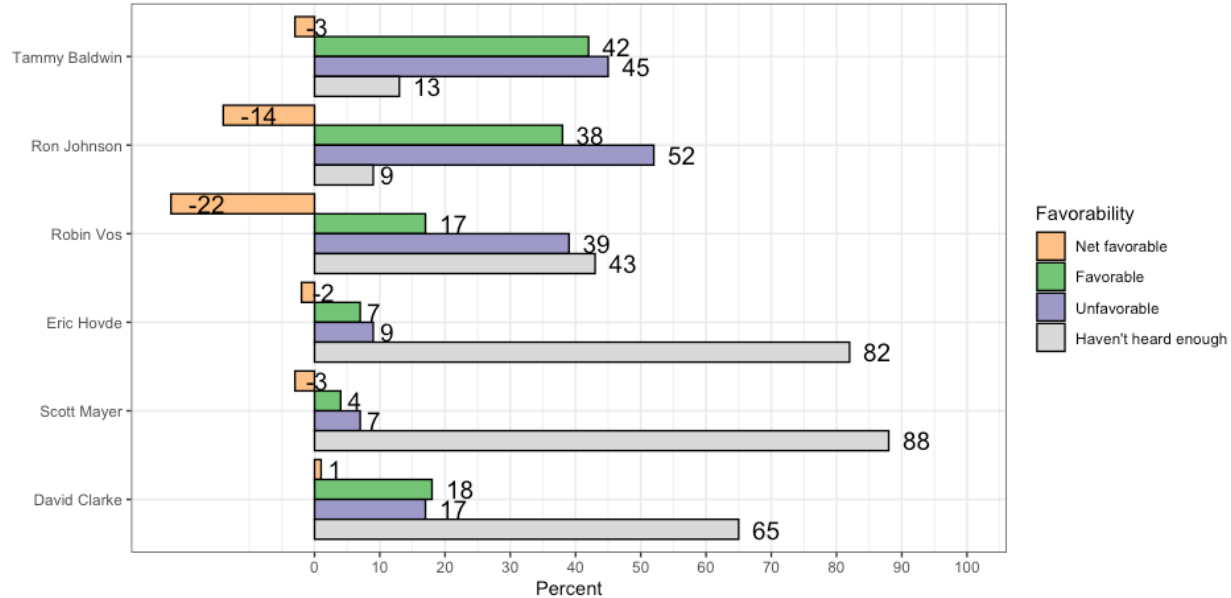
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Favorability of state elected officials and potential U.S. Senate candidates

State political figures favorability

Among registered voters

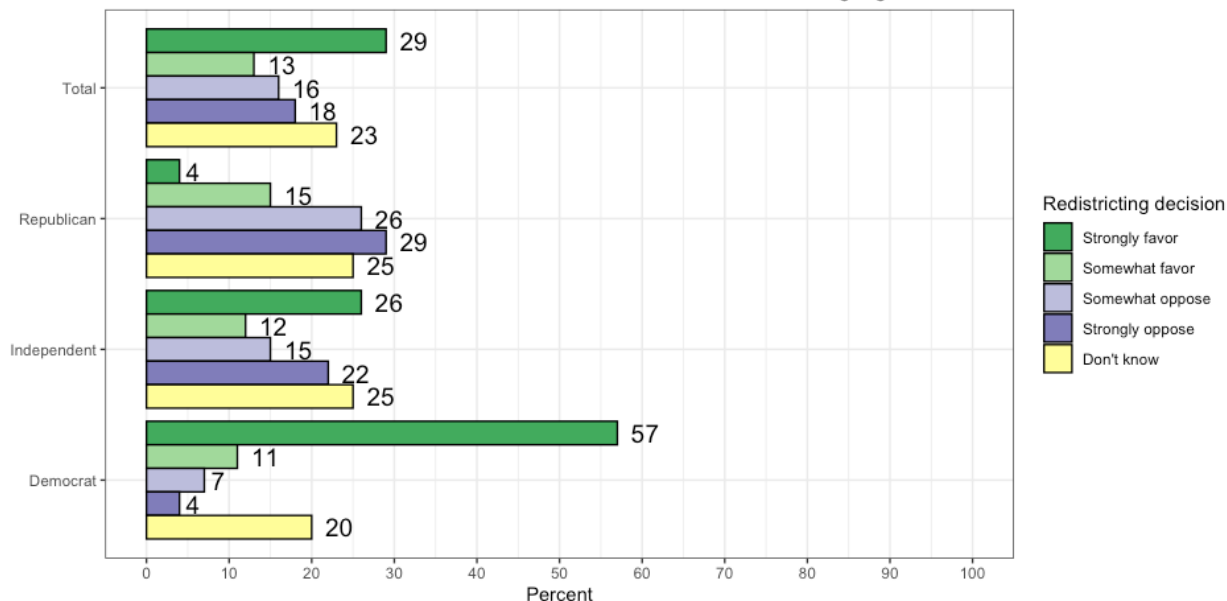


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State issues

Favor or oppose redistricting decision by party identification

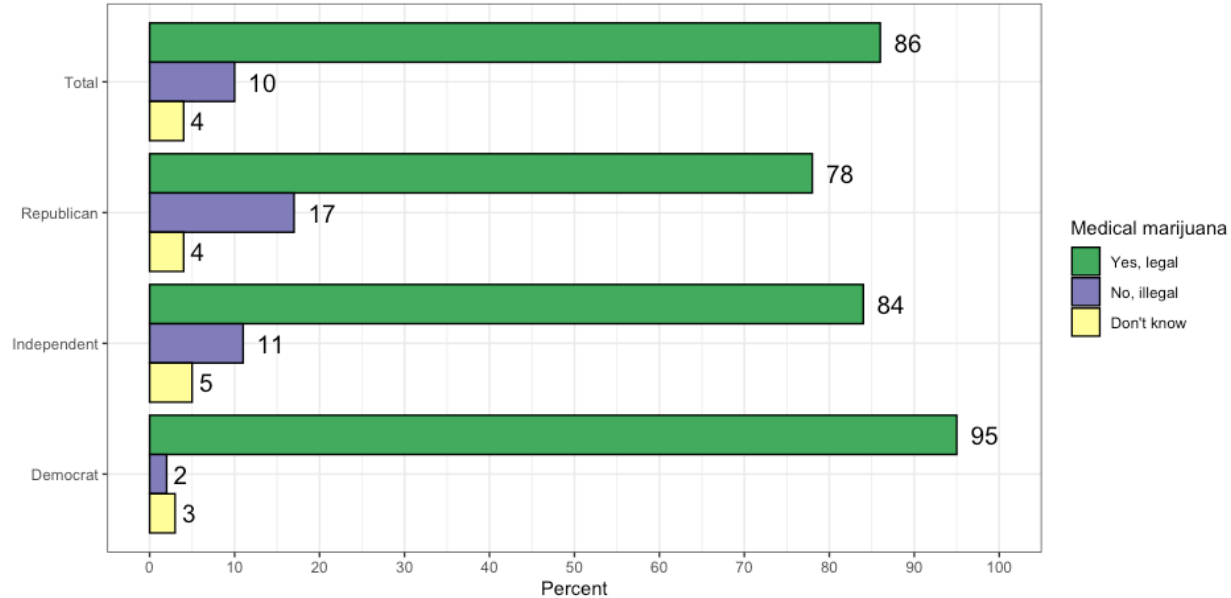
Among registered voters



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Legalize medical marijuana by party identification

Among registered voters

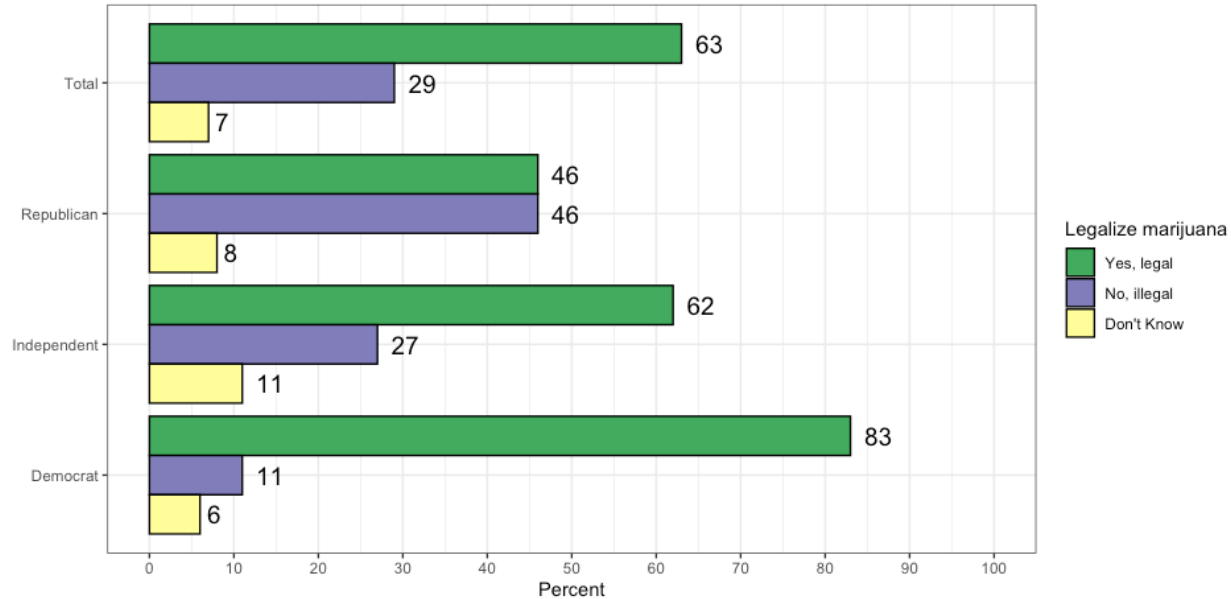


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Legalize marijuana by party identification

Among registered voters

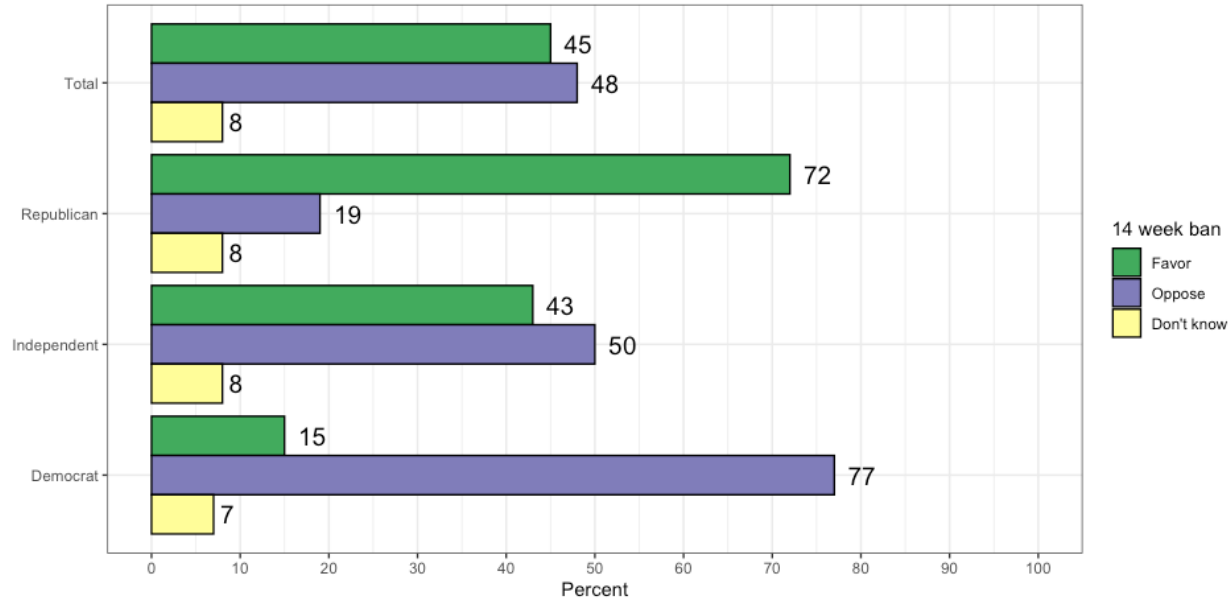


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Ban abortion after 14 weeks by party identification

Among registered voters

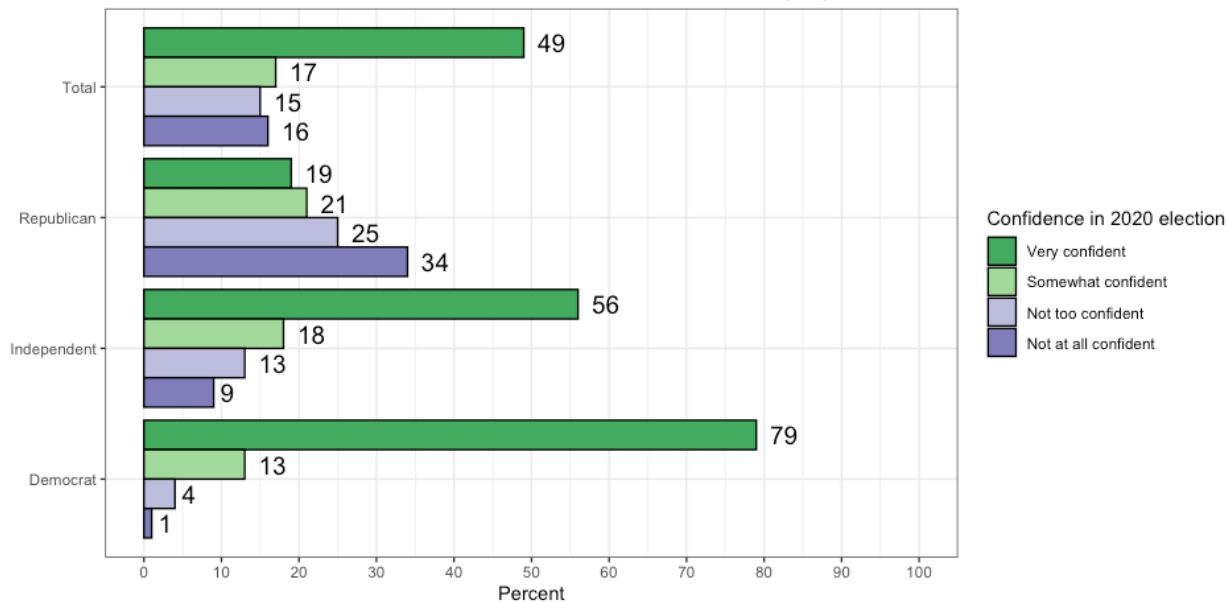


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Confidence in the 2020 election by party identification

Among registered voters



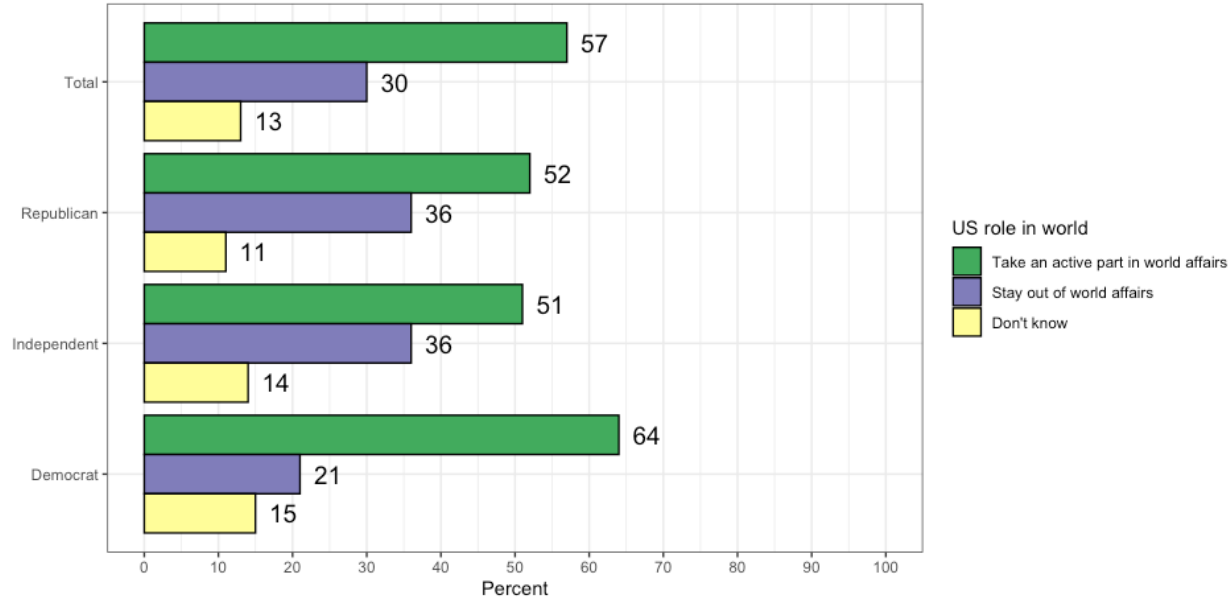
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Aid to Ukraine, Israel and U.S. role in the world

U.S. role in world

Among registered voters

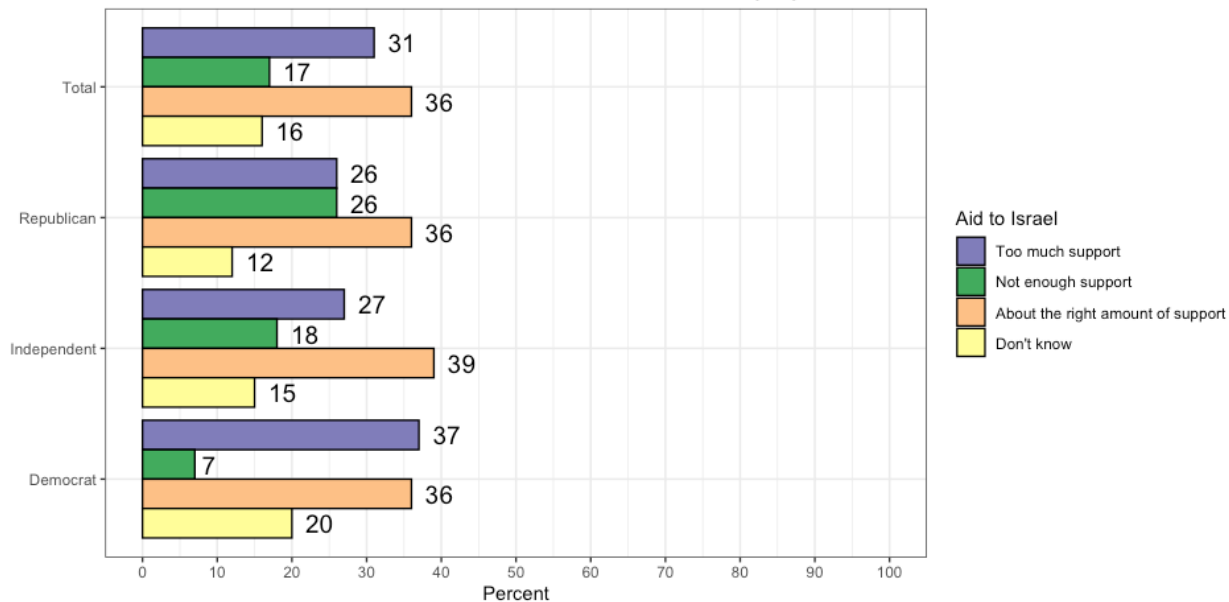


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U.S. support to Israel by party identification

Among registered voters

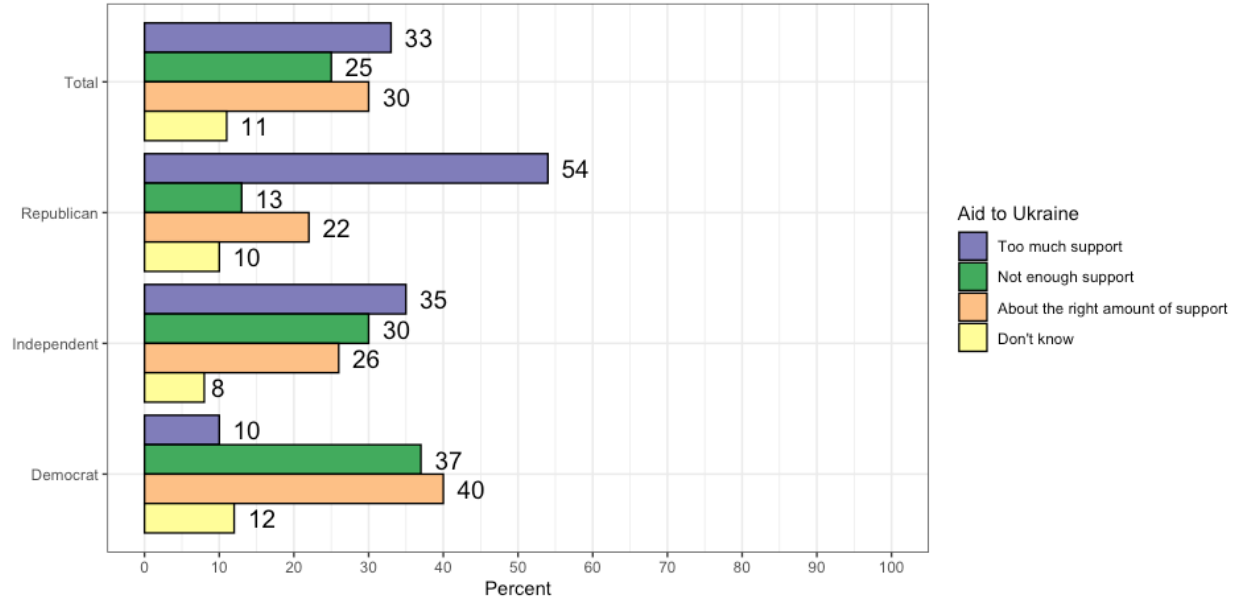


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U.S. support to Ukraine by party identification

Among registered voters



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