The topics of the day

• Methodology of the poll (*New!*)
• Presidential matchups
• Third party candidates
• Senate race
• Issues and most important issues
• Biden and Trump characteristics
• Biden and Trump job approval
• The economy
The methodology

• The survey was conducted April 3-10, 2024, interviewing 814 Wisconsin registered voters, with a margin of error of +/-4.8 percentage points.

• There are 736 likely voters with a margin of error of +/-5 percentage points.
Partisan makeup

• The partisan makeup of the sample is 34% Republican, 31% Democratic and 34% independent.

• Since January 2020, the long-term partisan balance has been 30% Republican and 29% Democratic, with 40% independent.
The methodology, what’s new!

• We’ve changed how we conduct the poll
• The survey was conducted with a hybrid sample of 588 respondents selected from the Wisconsin voter registration list, and 226 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 653 respondents and with 161 by telephone with live interviewers.
The Presidential race 202 days out
Biden vs Trump

Among registered voters

Vote choice
- Joe Biden
- Donald Trump

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Biden vs Trump
Among likely voters

Joe Biden: 49%
Donald Trump: 51%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Biden vs Trump by survey
Among registered voters

<table>
<thead>
<tr>
<th>Date</th>
<th>Joe Biden</th>
<th>Donald Trump</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/3-10/24</td>
<td>49</td>
<td>51</td>
</tr>
<tr>
<td>1/24-31/24</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>10/26-11/23</td>
<td>50</td>
<td>48</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Biden vs Trump unveiled by survey
Among registered voters

<table>
<thead>
<tr>
<th>Date</th>
<th>Biden</th>
<th>Donald Trump</th>
<th>Haven't decided</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/3-10/24</td>
<td>44</td>
<td>47</td>
<td>8</td>
</tr>
<tr>
<td>1/24-31/24</td>
<td>44</td>
<td>44</td>
<td>12</td>
</tr>
<tr>
<td>10/26-11/23</td>
<td>45</td>
<td>42</td>
<td>12</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Five-way ballot
Among registered voters

Candidate
- Biden
- Trump
- Kennedy
- Stein
- West

Percent

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Five-way ballot
Among likely voters

- Biden: 41%
- Trump: 42%
- Kennedy: 12%
- Stein: 3%
- West: 1%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Baldwin vs Hovde
Among registered voters

Candidate
- Tammy Baldwin
- Eric Hovde

Marquette Law School Poll, Wisconsin survey. April 3-10, 2024
Baldwin vs Hovde, unleaned vote
Among registered voters

Tammy Baldwin: 44%
Eric Hovde: 37%
Haven't decided: 18%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Baldwin vs Hovde by party identification

Among registered voters

<table>
<thead>
<tr>
<th>Party</th>
<th>Baldwin</th>
<th>Hovde</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>52</td>
<td>47</td>
</tr>
<tr>
<td>Democrat</td>
<td>6</td>
<td>94</td>
</tr>
<tr>
<td>Independent</td>
<td>37</td>
<td>61</td>
</tr>
<tr>
<td>Republican</td>
<td>13</td>
<td>85</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey. April 3-10, 2024
Baldwin vs Hovde by party identification
Among likely voters

- Total: Baldwin 50, Hovde 50
- Democrat: Baldwin 95, Hovde 5
- Independent: Baldwin 51, Hovde 49
- Republican: Baldwin 87, Hovde 11

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Biden vs Trump by party identification
Among registered voters

<table>
<thead>
<tr>
<th>Party</th>
<th>Joe Biden</th>
<th>Donald Trump</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>49</td>
<td>51</td>
</tr>
<tr>
<td>Democrat</td>
<td>97</td>
<td>3</td>
</tr>
<tr>
<td>Independent</td>
<td>41</td>
<td>59</td>
</tr>
<tr>
<td>Republican</td>
<td>9</td>
<td>91</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Enthusiasm by survey
Among registered voters

<table>
<thead>
<tr>
<th>Date</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not too</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/3-10/24</td>
<td>22</td>
<td>18</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>1/24-31/24</td>
<td>25</td>
<td>22</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>10/26-11/23</td>
<td>28</td>
<td>19</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>3/24-29/20</td>
<td>67</td>
<td>21</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Biden vs Trump by enthusiasm
Among registered voters

- Very: Biden 41%, Trump 59%
- Somewhat: Biden 45%, Trump 55%
- Not too: Biden 36%, Trump 64%
- Not at all: Biden 37%, Trump 62%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
All candidate favorability
Among registered voters

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Net favorable</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Haven't heard enough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Biden</td>
<td>-19</td>
<td>1</td>
<td>40</td>
<td>59</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>-13</td>
<td>1</td>
<td>43</td>
<td>56</td>
</tr>
<tr>
<td>Robert F. Kennedy Jr.</td>
<td>-15</td>
<td>1</td>
<td>30</td>
<td>45</td>
</tr>
<tr>
<td>Jill Stein</td>
<td>-13</td>
<td>8</td>
<td>21</td>
<td>45</td>
</tr>
<tr>
<td>Cornel West</td>
<td>-8</td>
<td>7</td>
<td>15</td>
<td>75</td>
</tr>
</tbody>
</table>

Favorability
- Net favorable
- Favorable
- Unfavorable
- Haven't heard enough

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Biden and Trump combined favorability
Among registered voters

- Biden fav, Trump fav: 2%
- Biden fav, Trump unfav: 38%
- Biden unfav, Trump fav: 41%
- Biden unfav, Trump unfav: 17%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Senate candidate favorability
Among registered voters

Favorability
- Net favorable
- Favorable
- Unfavorable
- Haven't heard enough

Tammy Baldwin
- Net favorable: 5
- Favorable: 47
- Unfavorable: 42
- Haven't heard enough: 11

Eric Hoeve
- Net favorable: -5
- Favorable: 24
- Unfavorable: 19
- Haven't heard enough: 56

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Baldwin favorability by survey
Among registered voters

- **4/3-10/24**
  - Favorable: 47%
  - Unfavorable: 42%
  - Haven't heard enough: 11%

- **1/24-31/24**
  - Favorable: 42%
  - Unfavorable: 45%
  - Haven't heard enough: 13%

- **6/8-13/23**
  - Favorable: 40%
  - Unfavorable: 37%
  - Haven't heard enough: 22%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Hovde favorability by survey
Among registered voters

4/3-10/24
- Favorable: 19
- Unfavorable: 24
- Haven't heard enough: 56

1/24-31/24
- Favorable: 7
- Unfavorable: 9
- Haven't heard enough: 82

6/8-13/23
- Favorable: 4
- Unfavorable: 8
- Haven't heard enough: 85

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Tammy Baldwin favorability ratings
Among Wisconsin registered voters

Data: Marquette Law School Poll, Wisconsin surveys. Latest: April 3-10, 2024
Eric Hovde favorability ratings
Among Wisconsin registered voters

Data: Marquette Law School Poll, Wisconsin surveys. latest: April 3-10, 2024
Most important issues
Among registered voters

- The economy: 33%
- Immigration and border security: 21%
- Abortion policy: 13%
- Medicare & Social Security: 11%
- Foreign relations: 6%
- Healthcare: 5%
- The war between Israel and Hamas in Gaza: 2%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Undocumented workers by party identification
Among registered voters

<table>
<thead>
<tr>
<th>Policy</th>
<th>Total</th>
<th>Democrat</th>
<th>Independent</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay and apply for citizenship</td>
<td>49</td>
<td>30</td>
<td>41</td>
<td>55</td>
</tr>
<tr>
<td>Stay as temporary guest workers</td>
<td>16</td>
<td>10</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Required to leave jobs and U.S.</td>
<td>16</td>
<td>10</td>
<td>25</td>
<td>26</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Deport immigrants in U.S. illegally by party identification

Among registered voters

<table>
<thead>
<tr>
<th>Party</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>56</td>
<td>39</td>
</tr>
<tr>
<td>Democrat</td>
<td>23</td>
<td>69</td>
</tr>
<tr>
<td>Independent</td>
<td>37</td>
<td>57</td>
</tr>
<tr>
<td>Republican</td>
<td>14</td>
<td>84</td>
</tr>
</tbody>
</table>

Favor or oppose deportation
- Green: Favor
- Purple: Oppose

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Favor or oppose Dobbs decision by party identification

Among registered voters

<table>
<thead>
<tr>
<th>Party</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>37</td>
<td>62</td>
</tr>
<tr>
<td>Democrat</td>
<td>5</td>
<td>94</td>
</tr>
<tr>
<td>Independent</td>
<td>32</td>
<td>67</td>
</tr>
<tr>
<td>Republican</td>
<td>33</td>
<td>67</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
15 week abortion ban by party identification

Among registered voters

<table>
<thead>
<tr>
<th>Party</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54</td>
<td>43</td>
</tr>
<tr>
<td>Democrat</td>
<td>25</td>
<td>73</td>
</tr>
<tr>
<td>Independent</td>
<td>18</td>
<td>63</td>
</tr>
<tr>
<td>Republican</td>
<td>18</td>
<td>77</td>
</tr>
</tbody>
</table>

Source: Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
14 week abortion ban by party identification

Among registered voters

<table>
<thead>
<tr>
<th>Party</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>45</td>
<td>48</td>
</tr>
<tr>
<td>Democrat</td>
<td>15</td>
<td>77</td>
</tr>
<tr>
<td>Independent</td>
<td>43</td>
<td>50</td>
</tr>
<tr>
<td>Republican</td>
<td>19</td>
<td>72</td>
</tr>
</tbody>
</table>

Marquette Law School Poll, Wisconsin survey, Jan. 24-31, 2024
View of ACA/Obamacare by party identification
Among registered voters

- Total: 51% Favorable, 38% Unfavorable
  - Democrats: 90% Favorable, 4% Unfavorable
  - Independents: 50% Favorable, 33% Unfavorable
  - Republicans: 69% Favorable, 17% Unfavorable

Marquette Law School Poll, Wisconsin survey, Jan. 24-31, 2024
Biden job approval
Among registered voters

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Trump retrospective job approval
Among registered voters

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
View of national economy
Among registered voters

- 4/3-10/24:
  - Excellent: 5%
  - Good: 28%
  - Not so good: 38%
  - Poor: 36%

- 1/24-3/24:
  - Excellent: 6%
  - Good: 32%
  - Not so good: 34%
  - Poor: 28%

- 10/26-11/23:
  - Excellent: 3%
  - Good: 24%
  - Not so good: 36%
  - Poor: 37%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
View of national economy by party identification
Among registered voters

Democrat
- Excellent: 12%
- Good: 31%
- Not so good: 33%
- Poor: 8%

Independent
- Excellent: 2%
- Good: 34%
- Not so good: 33%
- Poor: 8%

Republican
- Excellent: 0%
- Good: 9%
- Not so good: 44%
- Poor: 46%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Family finances
Among registered voters

<table>
<thead>
<tr>
<th>Date</th>
<th>Living comfortably</th>
<th>Just getting by</th>
<th>Struggling</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/3-10/24</td>
<td>45</td>
<td>15</td>
<td>40</td>
</tr>
<tr>
<td>1/24-31/24</td>
<td>49</td>
<td>13</td>
<td>38</td>
</tr>
<tr>
<td>10/26-11/23</td>
<td>48</td>
<td>15</td>
<td>36</td>
</tr>
</tbody>
</table>

Financial situation
- Green: Living comfortably
- Purple: Just getting by
- Blue: Struggling

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Family finances by party identification
Among registered voters

Financial situation
- Living comfortably
- Just getting by
- Struggling

Democrat:
- Living comfortably: 34%
- Just getting by: 13%
- Struggling: 54%

Independent:
- Living comfortably: 44%
- Just getting by: 23%
- Struggling: 33%

Republican:
- Living comfortably: 38%
- Just getting by: 14%
- Struggling: 47%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
Approval of governor, the legislature and state Supreme Court

Among registered voters

- Tony Evers: Approve 52%, Disapprove 44%, Don't know 3%
- Wisconsin legislature: Approve 56%, Disapprove 34%, Don't know 9%
- Wisconsin Supreme Court: Approve 46%, Disapprove 39%, Don't know 15%

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024
State political figures favorability
Among registered voters

Ron Johnson
-12

Tony Evers
5

Robin Vos
-20

Favorability
- Net favorable
- Favorable
- Unfavorable
- Haven't heard enough

Marquette Law School Poll, Wisconsin survey, April 3-10, 2024