

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

Aug. 28-Sept. 5, 2024



The topics of the day

- Methodology of the poll
- Presidential matchups
- Senate race
- Issues, candidate images
- Enthusiasm!

The methodology

- The survey was conducted Aug. 28-Sept. 5, 2024, interviewing 822 Wisconsin registered voters, with a margin of error of +/-4.6 percentage points.
- There are 738 likely voters with a margin of error of +/-4.7 percentage points.
- New likely voter model is based on voter list record of voting since 2016, rather than our previous use of those who say they are absolutely certain to vote. The results are quite similar but I believe the modeled probability of voting is more stable.

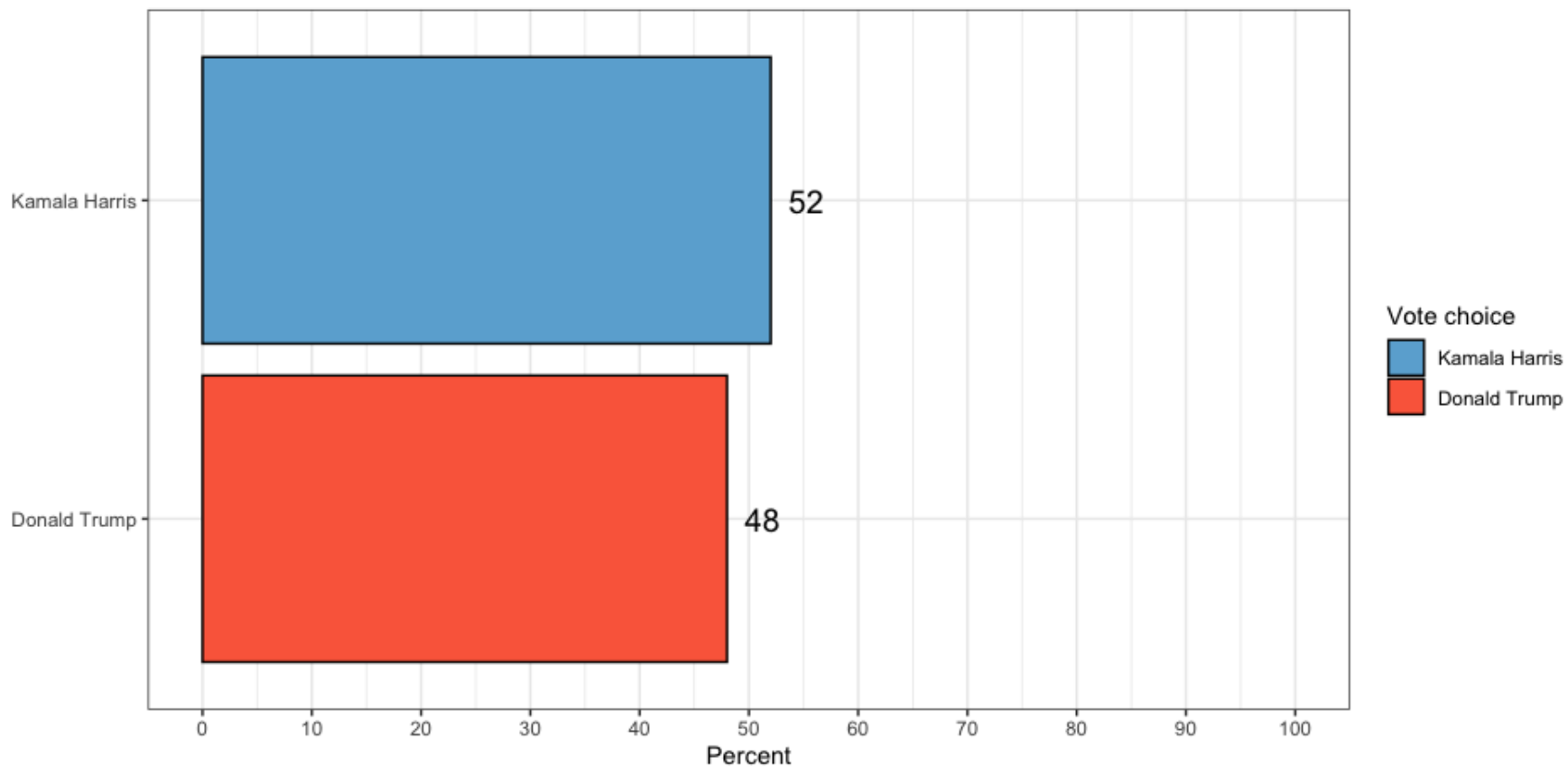
Partisan makeup

- The partisan makeup of the sample is 35% Republican, 32% Democratic and 32% independent.
- Since January 2020, the long-term partisan balance has been 30% Republican and 29% Democratic, with 40% independent.
- This sample is unusually light on independents, and the party balance is 2 points more Republican than usual. More people are describing themselves as partisans than usual.

The Presidential race 54 days out

Harris vs Trump

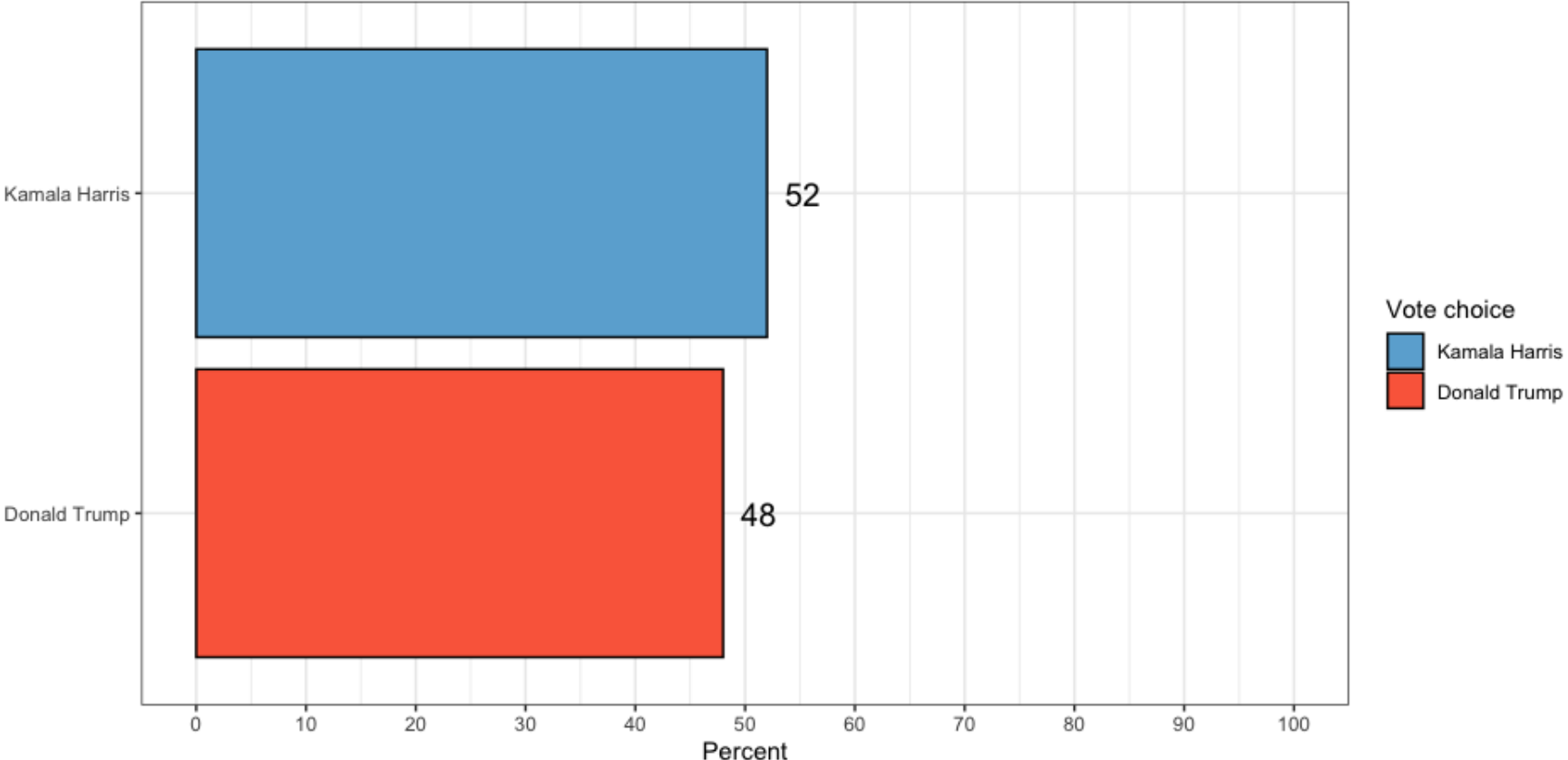
Among registered voters



Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Harris vs Trump

Among likely voters

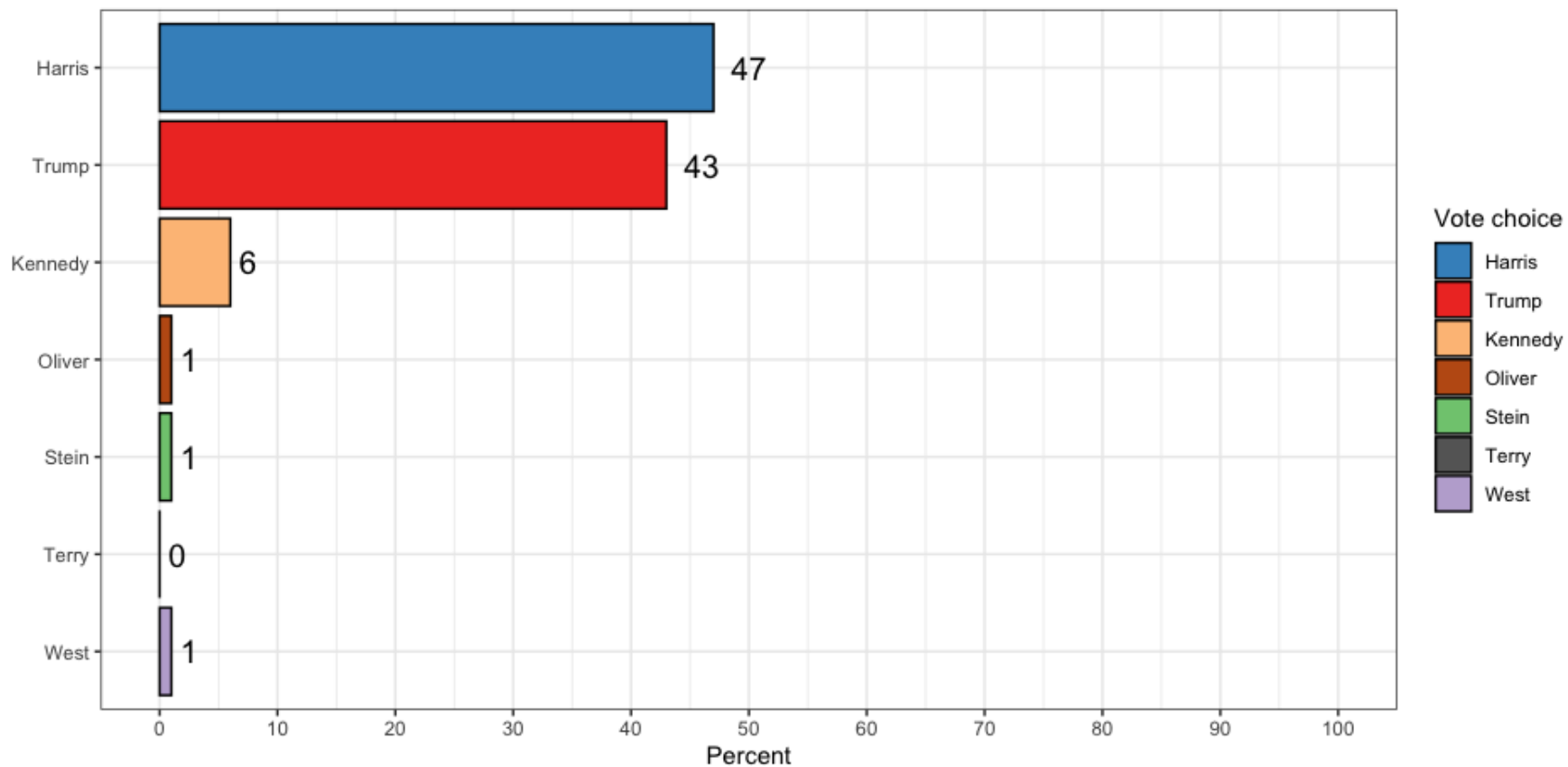


Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Multi-way presidential race

Multi-way ballot

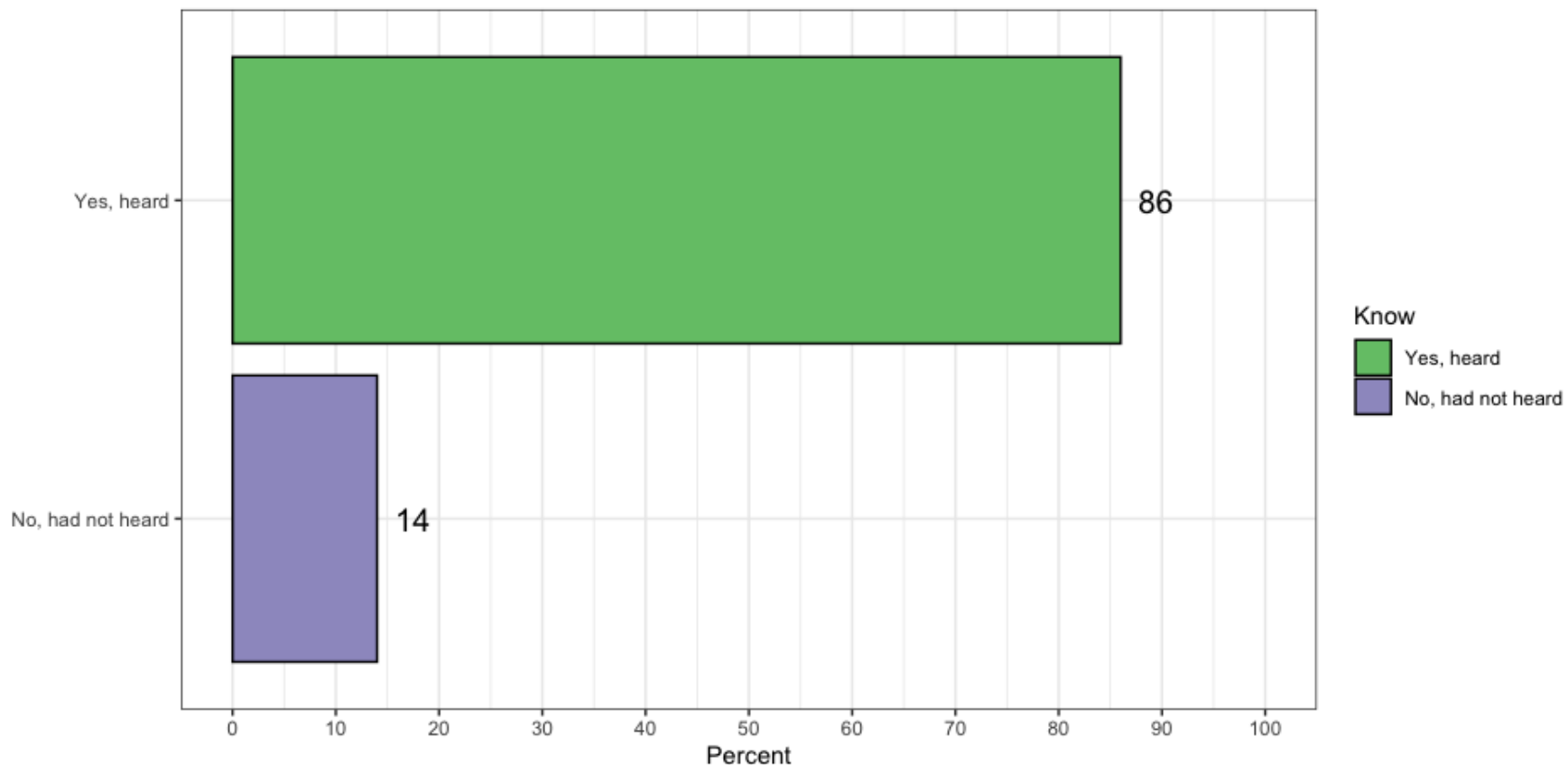
Among registered voters



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Know Kennedy suspended campaign

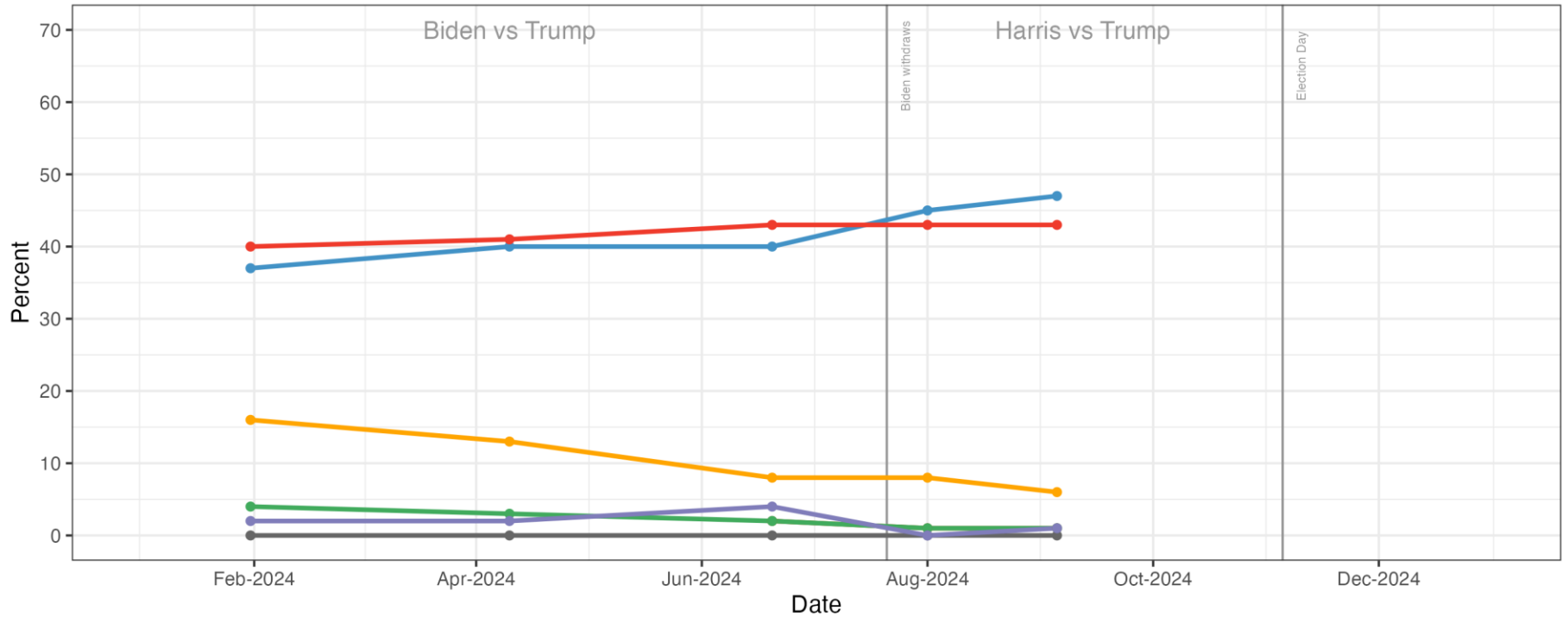
Among registered voters



Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Multi-candidate vote trend, Wisconsin

Among Wisconsin registered voters

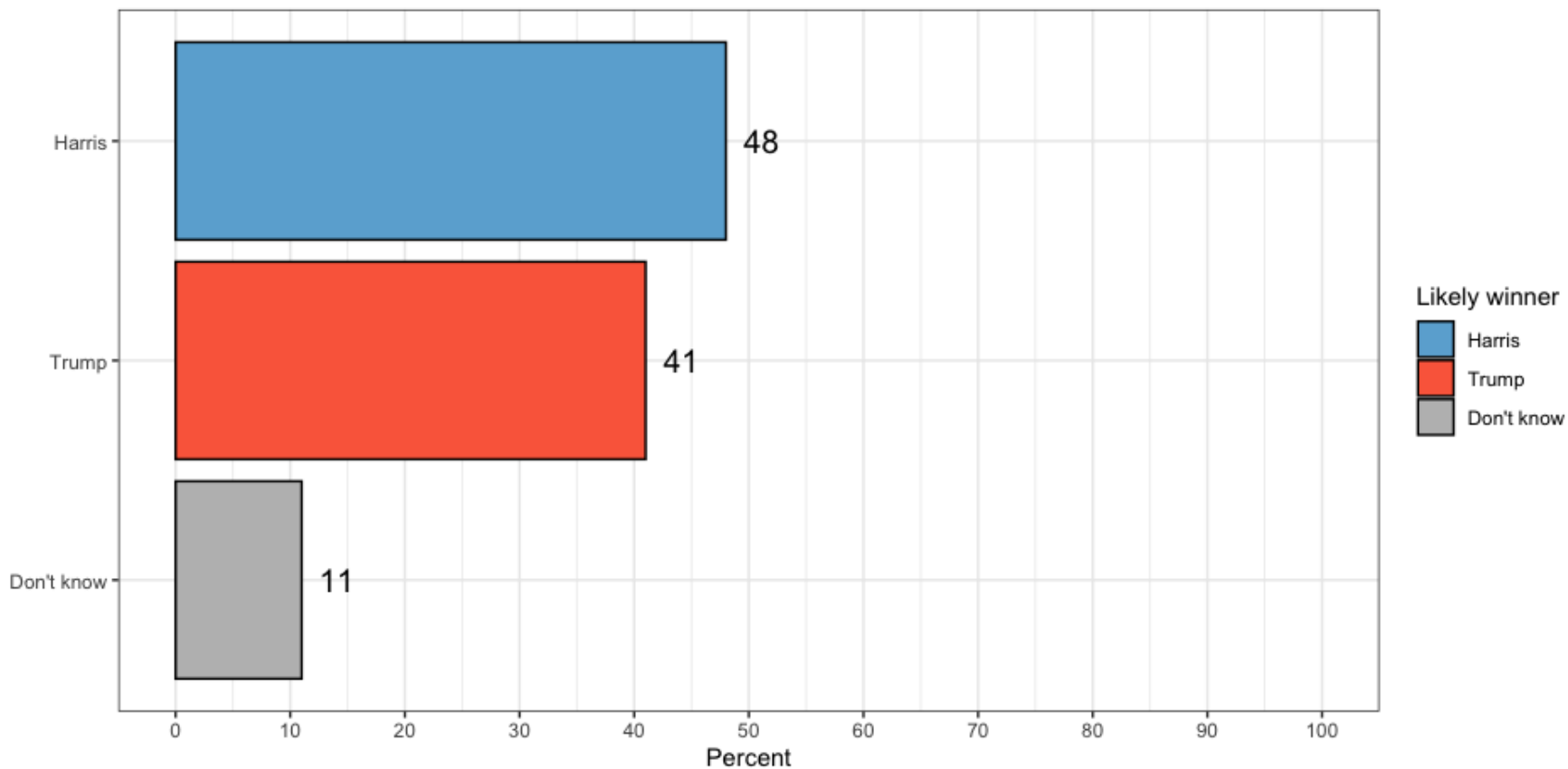


Vote choice

- Biden/Harris
- Trump
- Kennedy
- Oliver
- Stein
- Terry
- West

Who is likely to win, Harris vs Trump

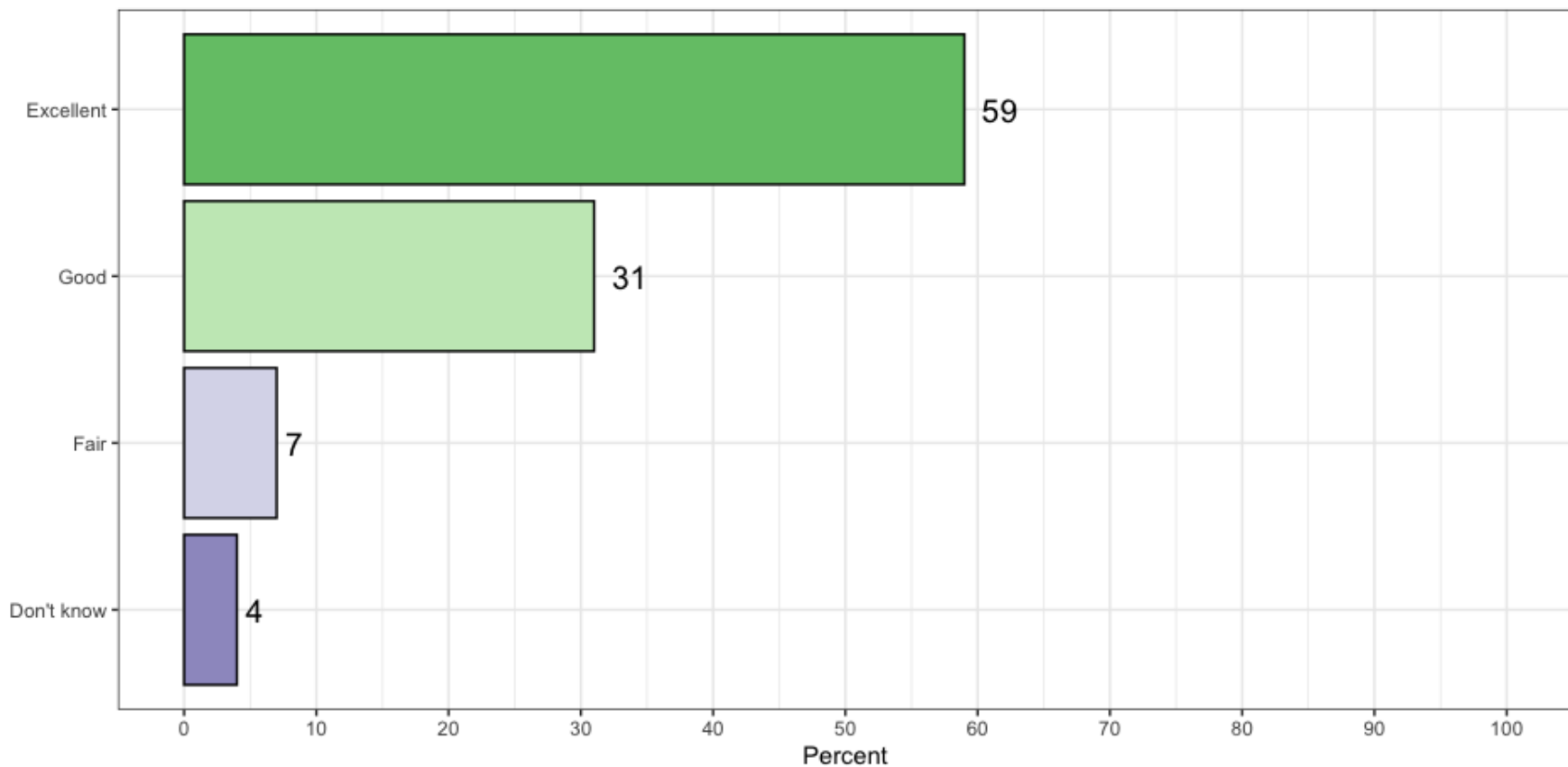
Among registered voters



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Rate Walz as VP

Among Democratic registered voters

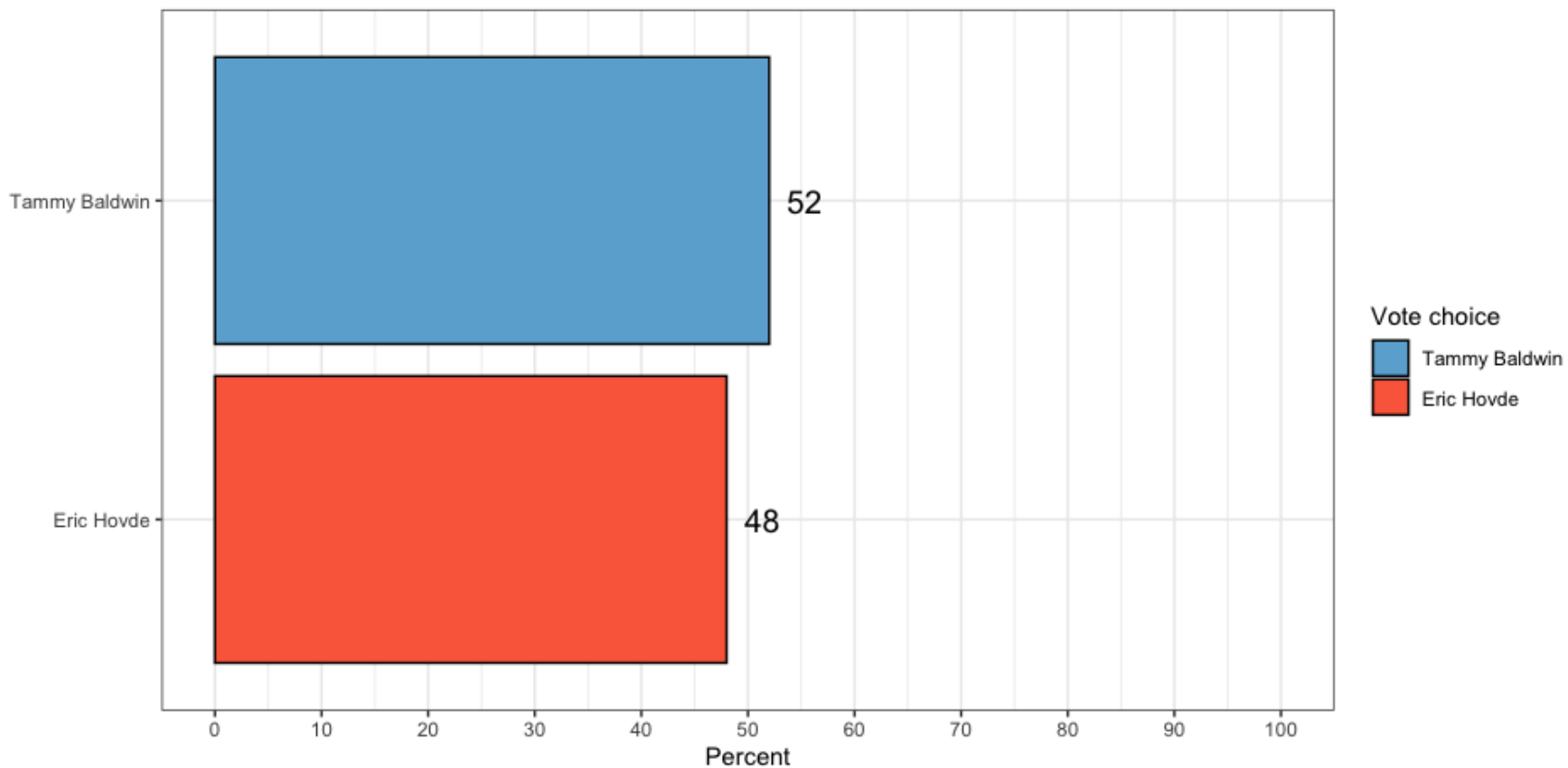


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U.S. Senate race

Baldwin vs Hovde

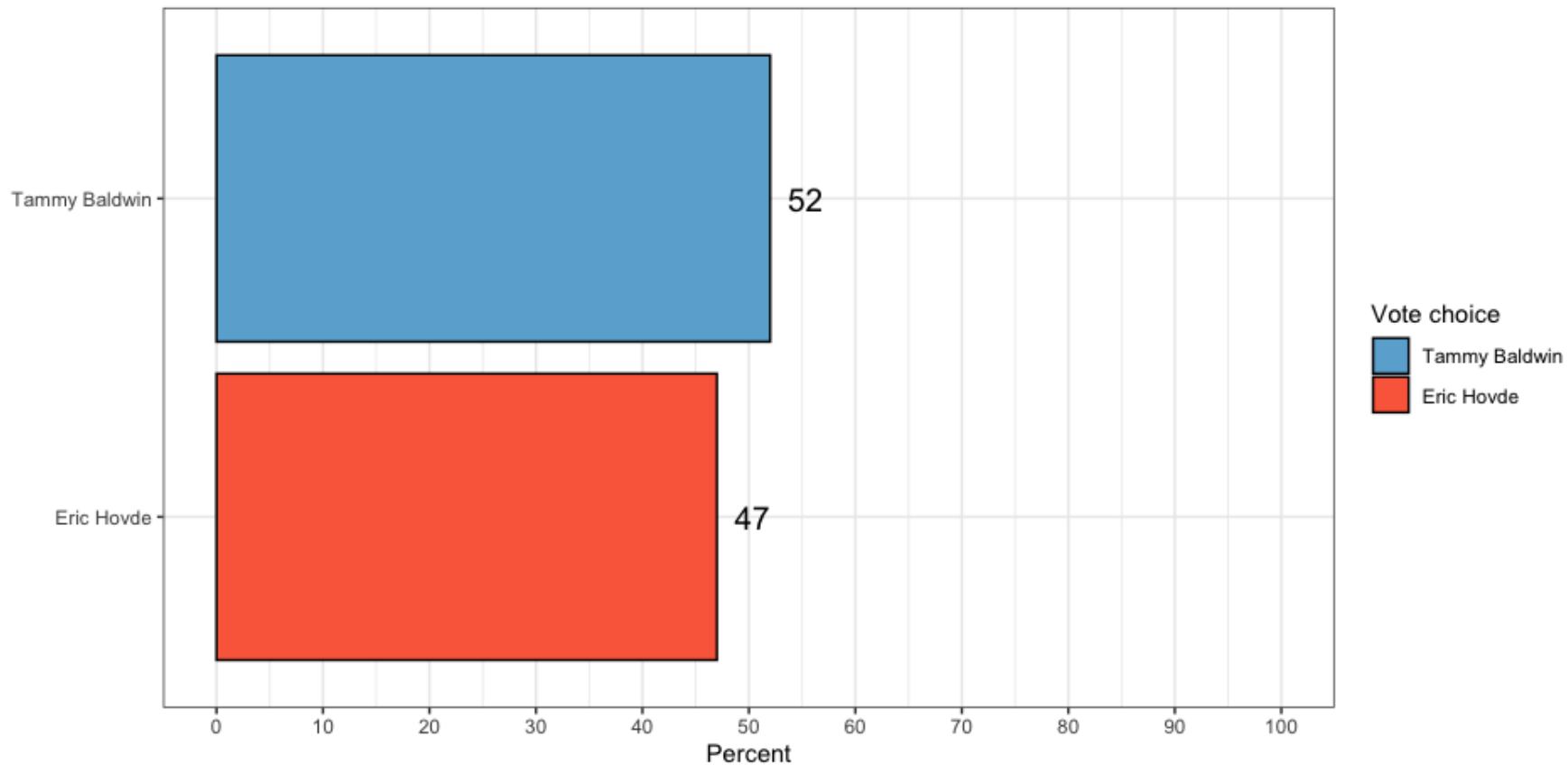
Among registered voters



Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Baldwin vs Hovde

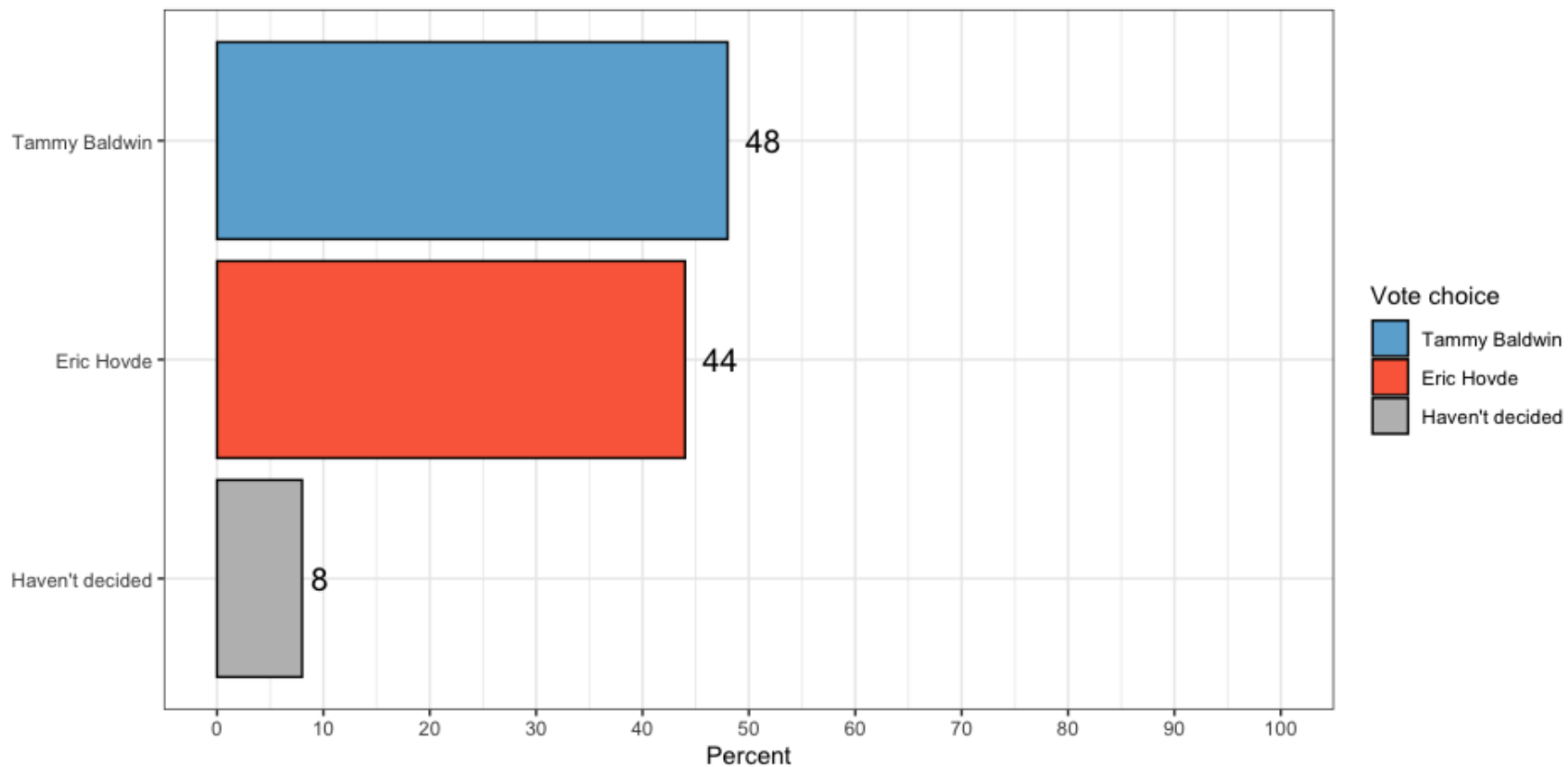
Among likely voters



Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Baldwin vs Hovde, unleaned vote

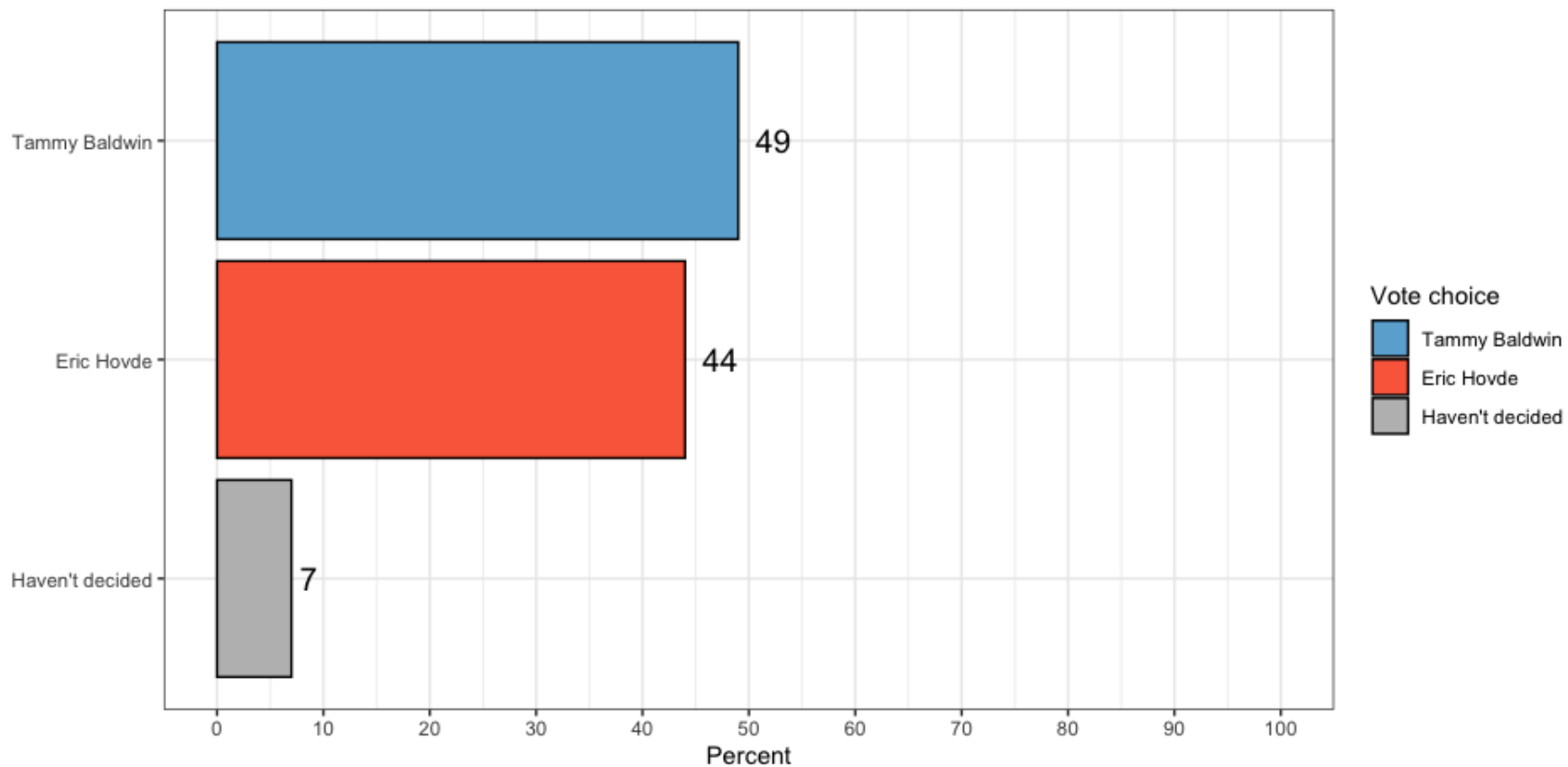
Among registered voters



Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Baldwin vs Hovde, unleaned vote

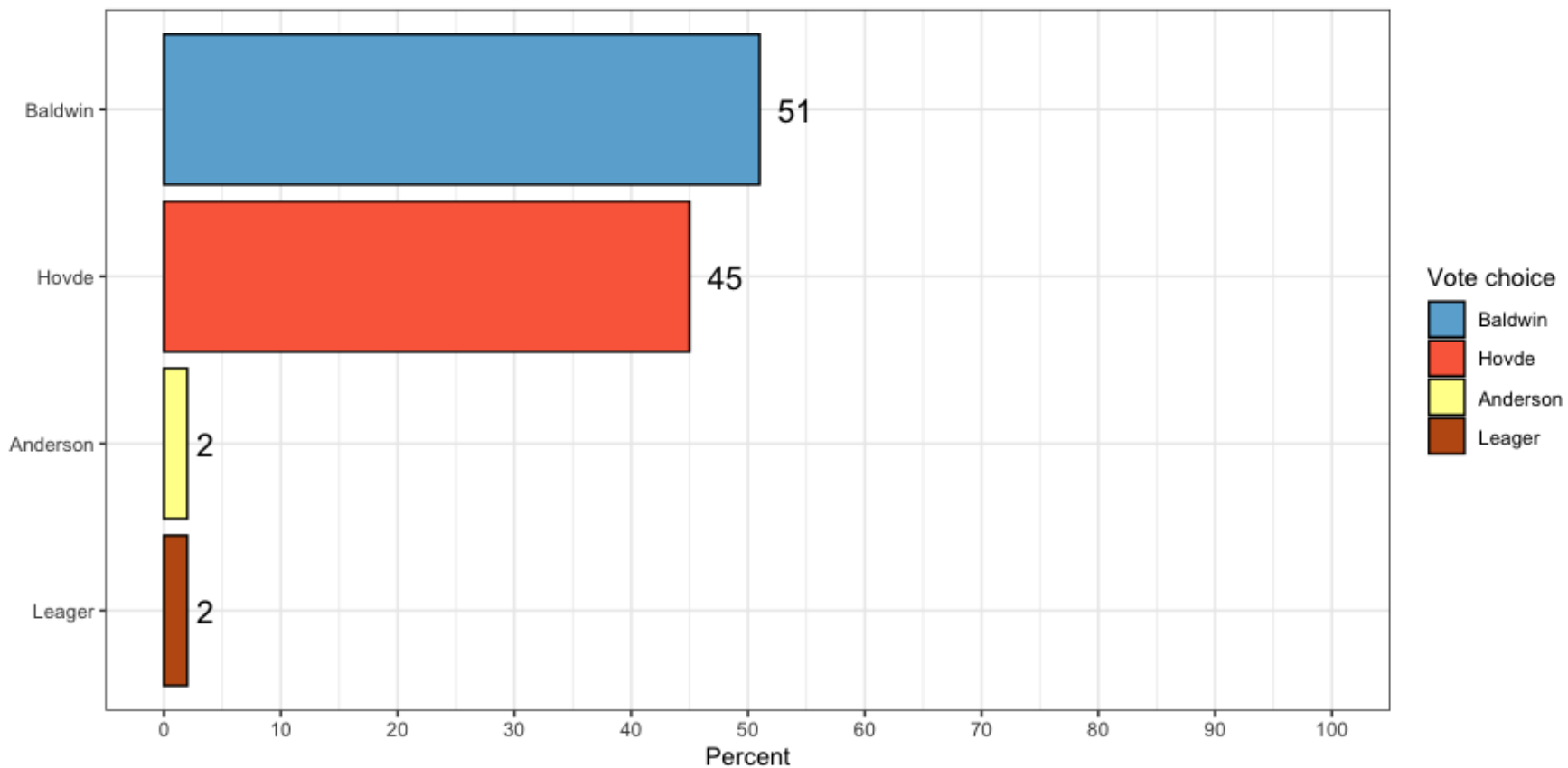
Among likely voters



Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Multi-candidate Senate race

Among registered voters



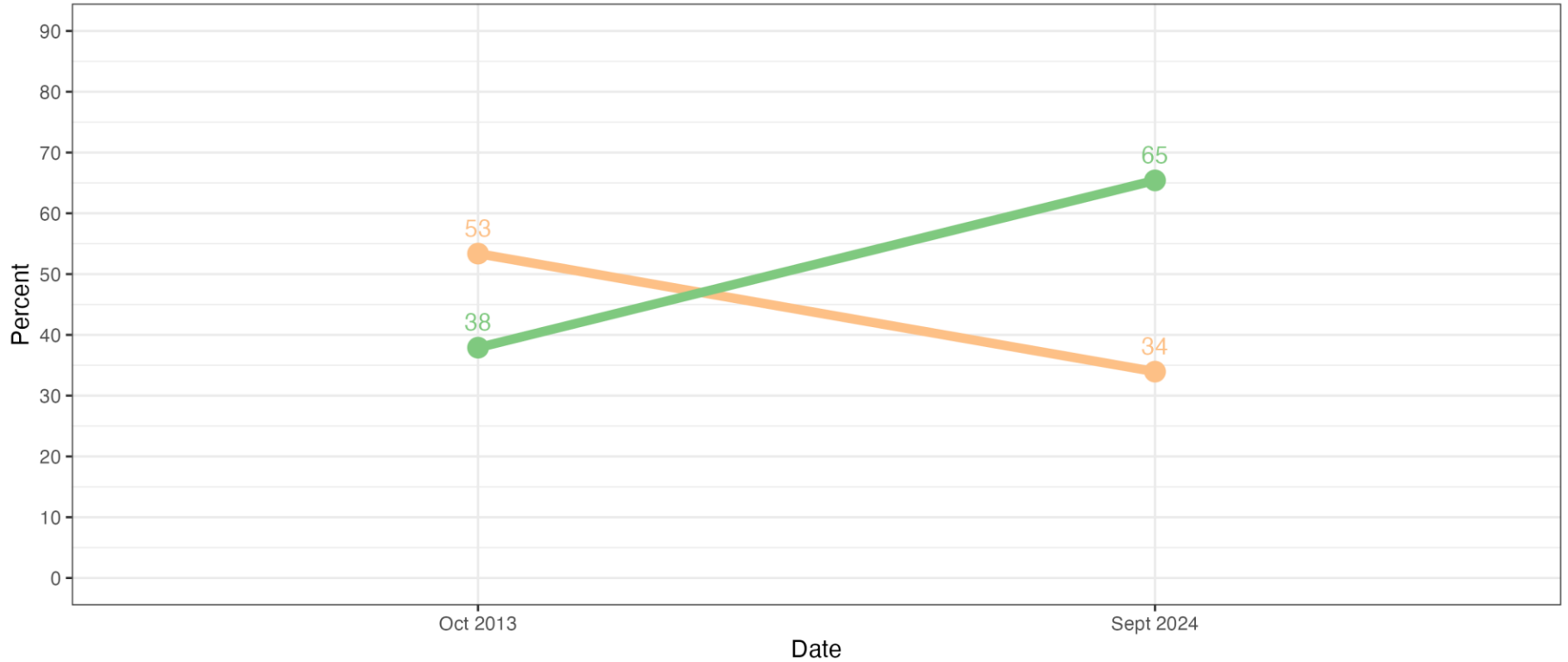
Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

Source of political division

- Which comes closer to your view about political divisions in Washington these days?
 - Growing political divisions among elected officials reflect a more divided American society
 - Growing political divisions are mostly among elected officials and not American society in general?
- Asked in Oct. 2013 and Sept. 2024

Source of political division

Among Wisconsin registered voters



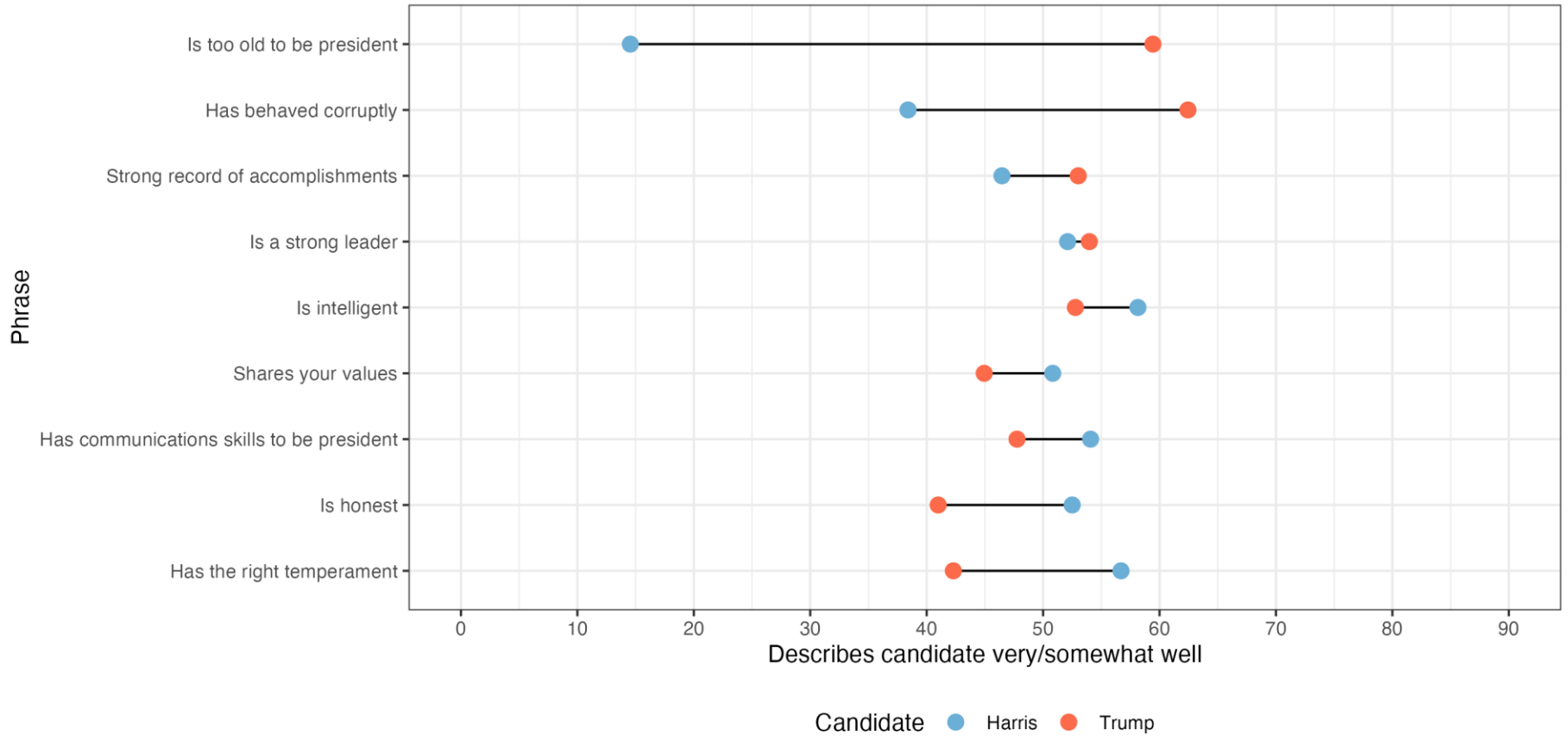
Is division due to ... ● Mostly among elected officials ● More divided American society

Marquette Law School Poll, Wisconsin surveys, latest: Aug. 28-Sept. 5, 2024

Candidate images

How well does phrase describe candidate, Wisconsin

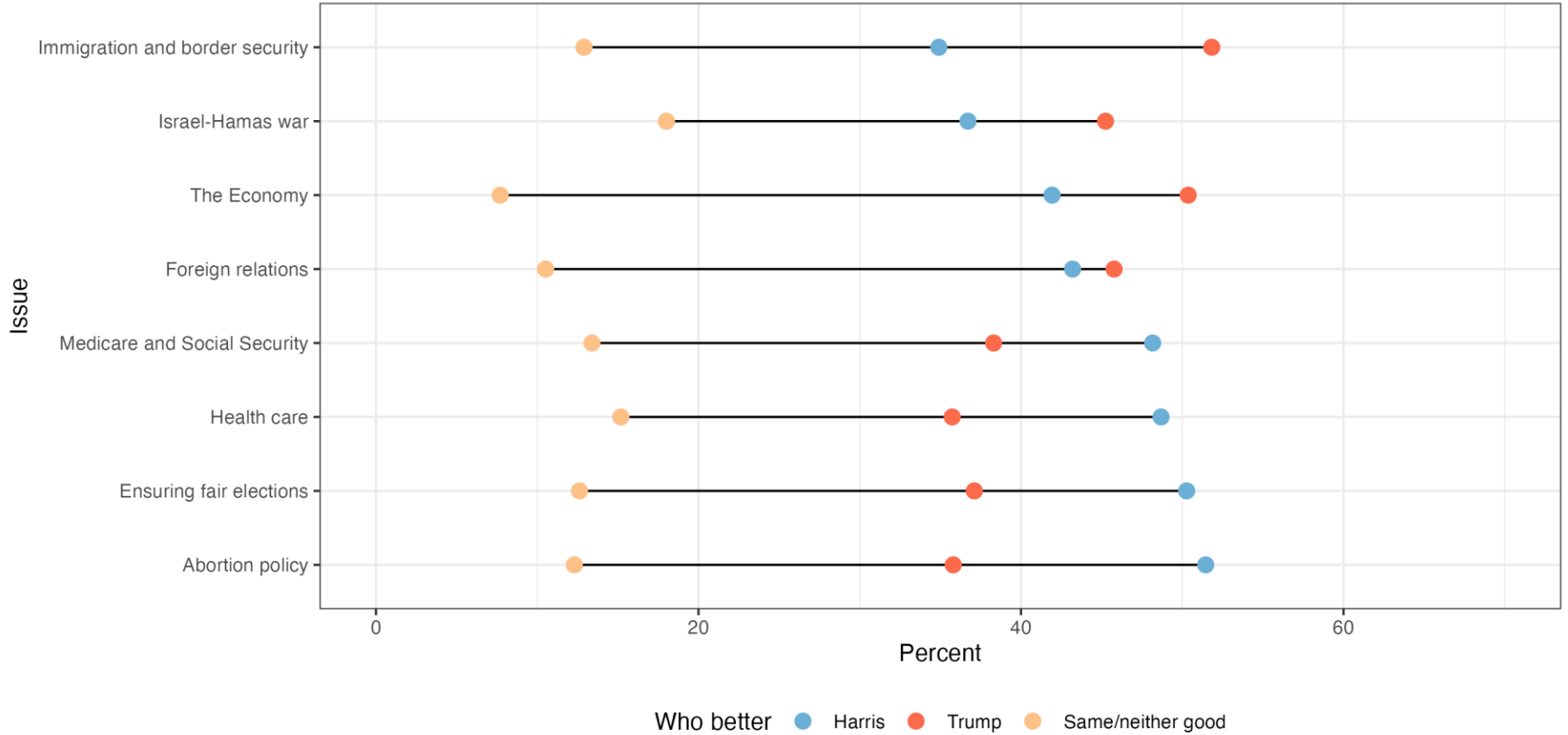
Among Wisconsin registered voters



National issues

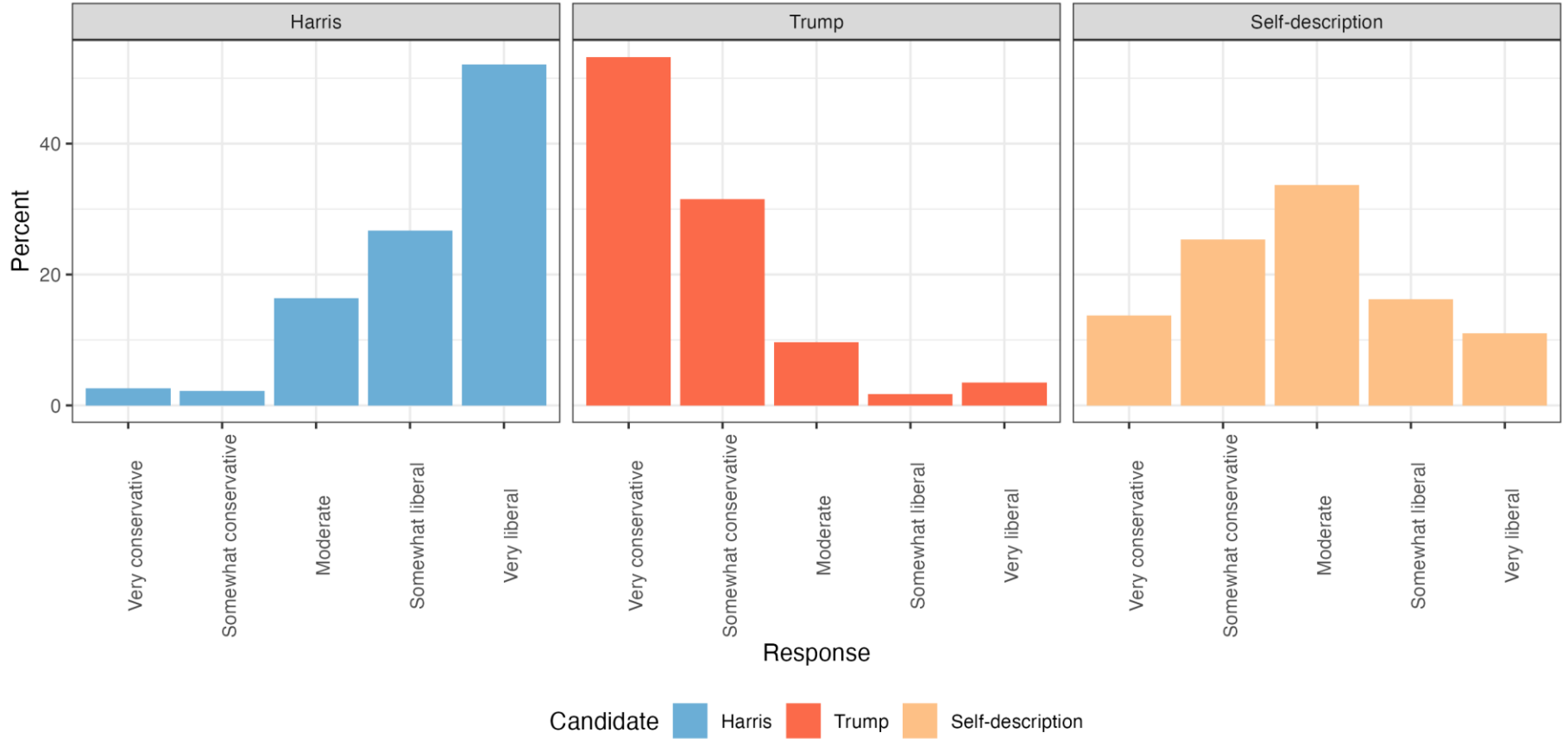
Which candidate would do a better job on issues, Wisconsin

Among Wisconsin registered voters



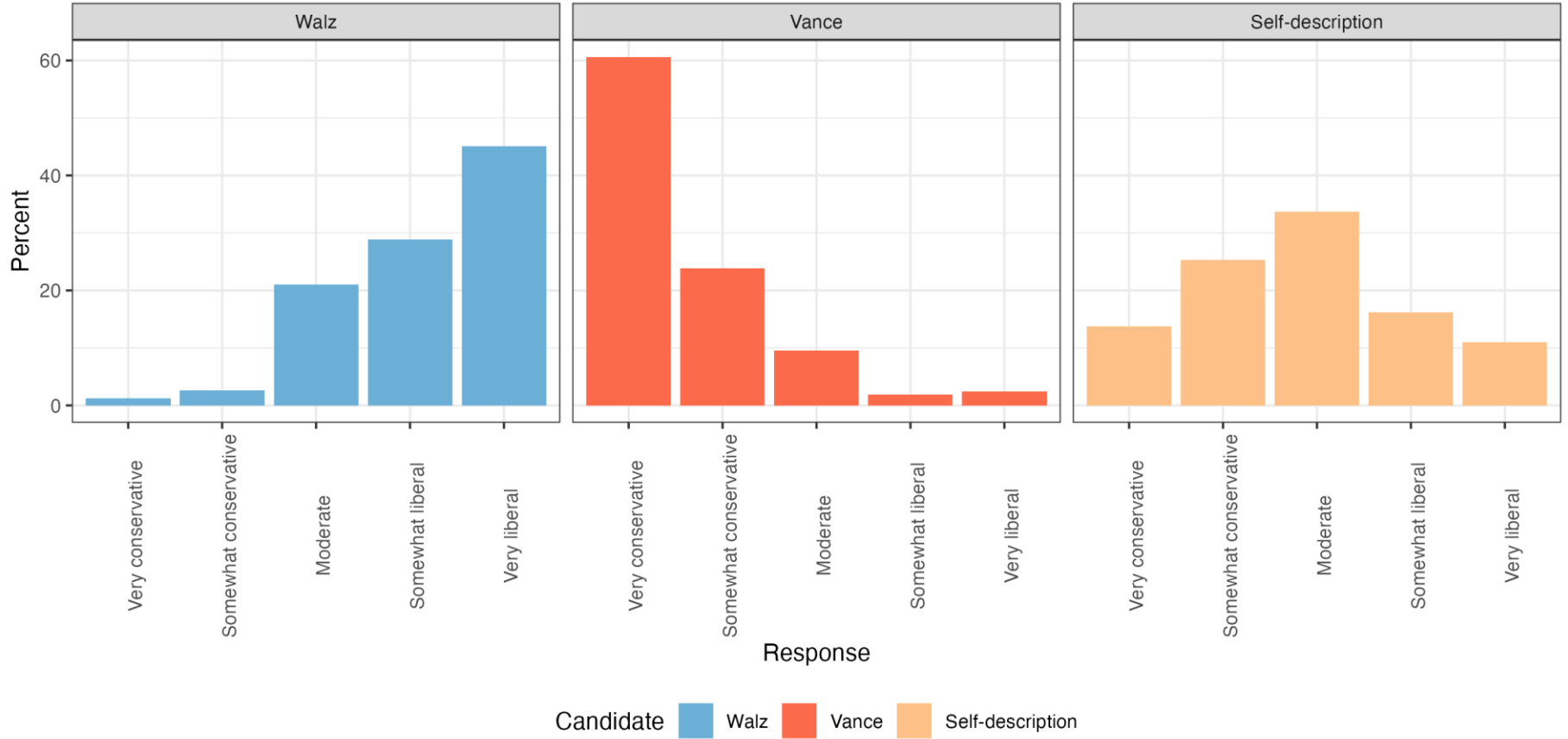
Perceived ideology of Harris and Trump, Wisconsin

Among Wisconsin registered voters



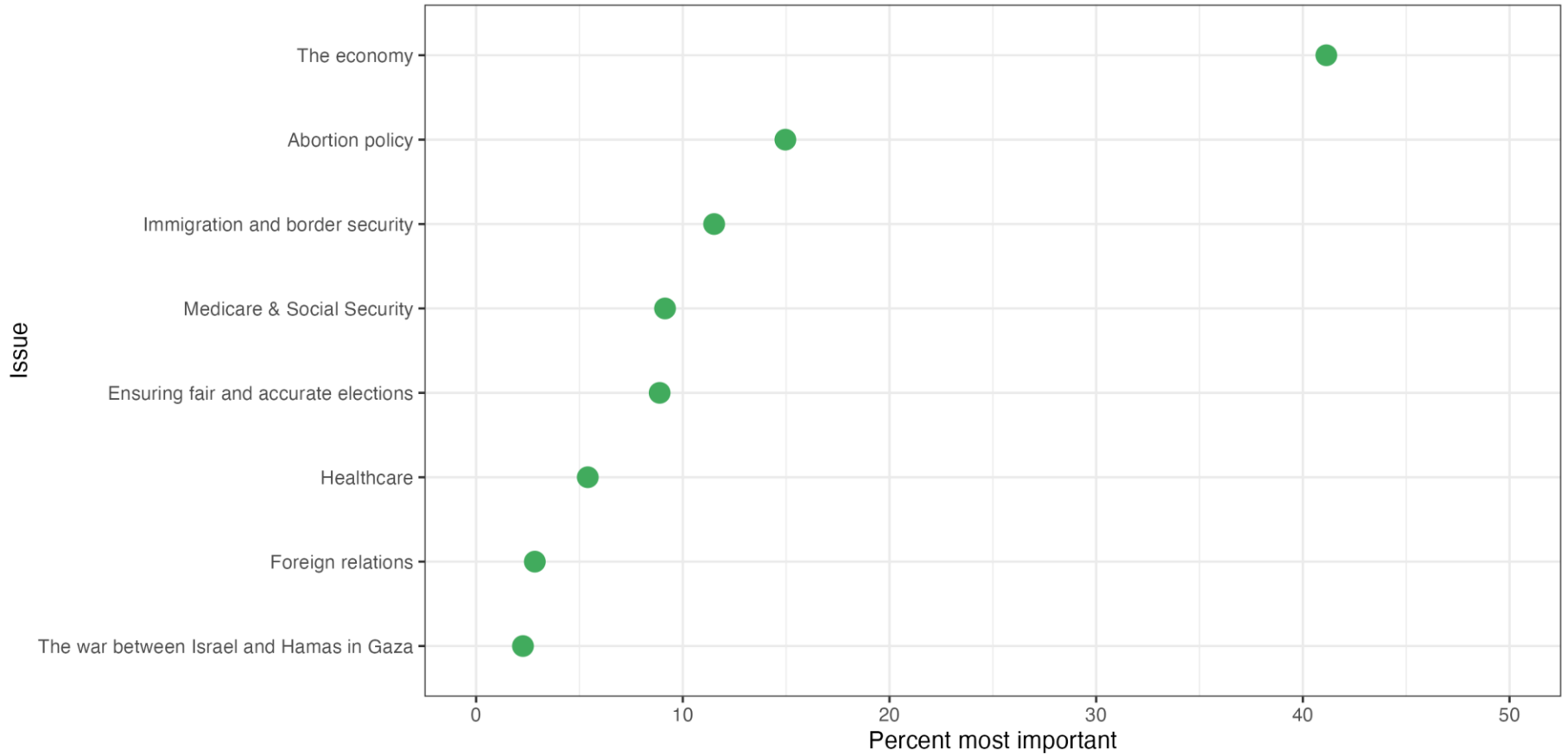
Perceived ideology of Vance and Walz, Wisconsin

Among Wisconsin registered voters



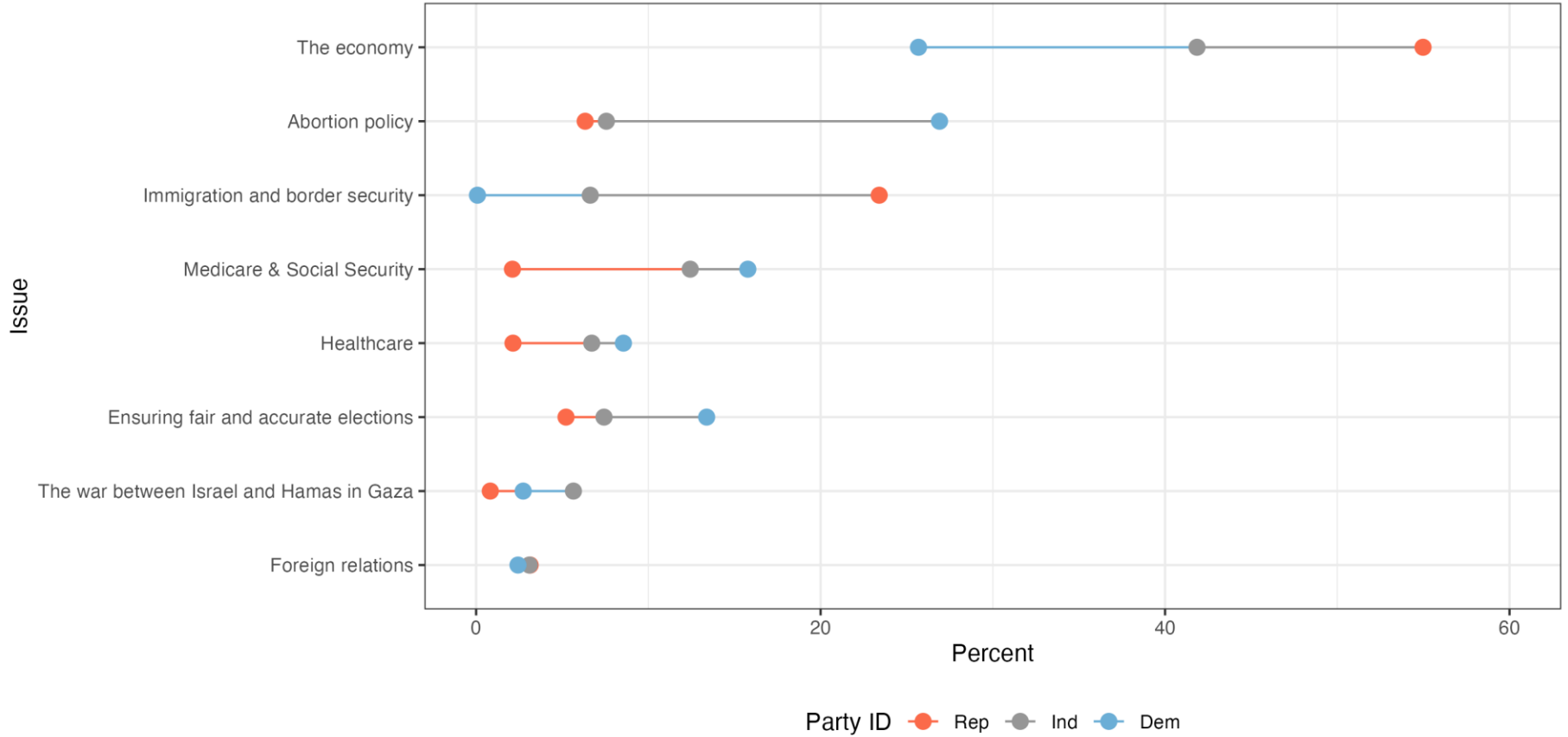
Most important issue, Wisconsin

Among Wisconsin registered voters



Most important issue by party ID, Wisconsin

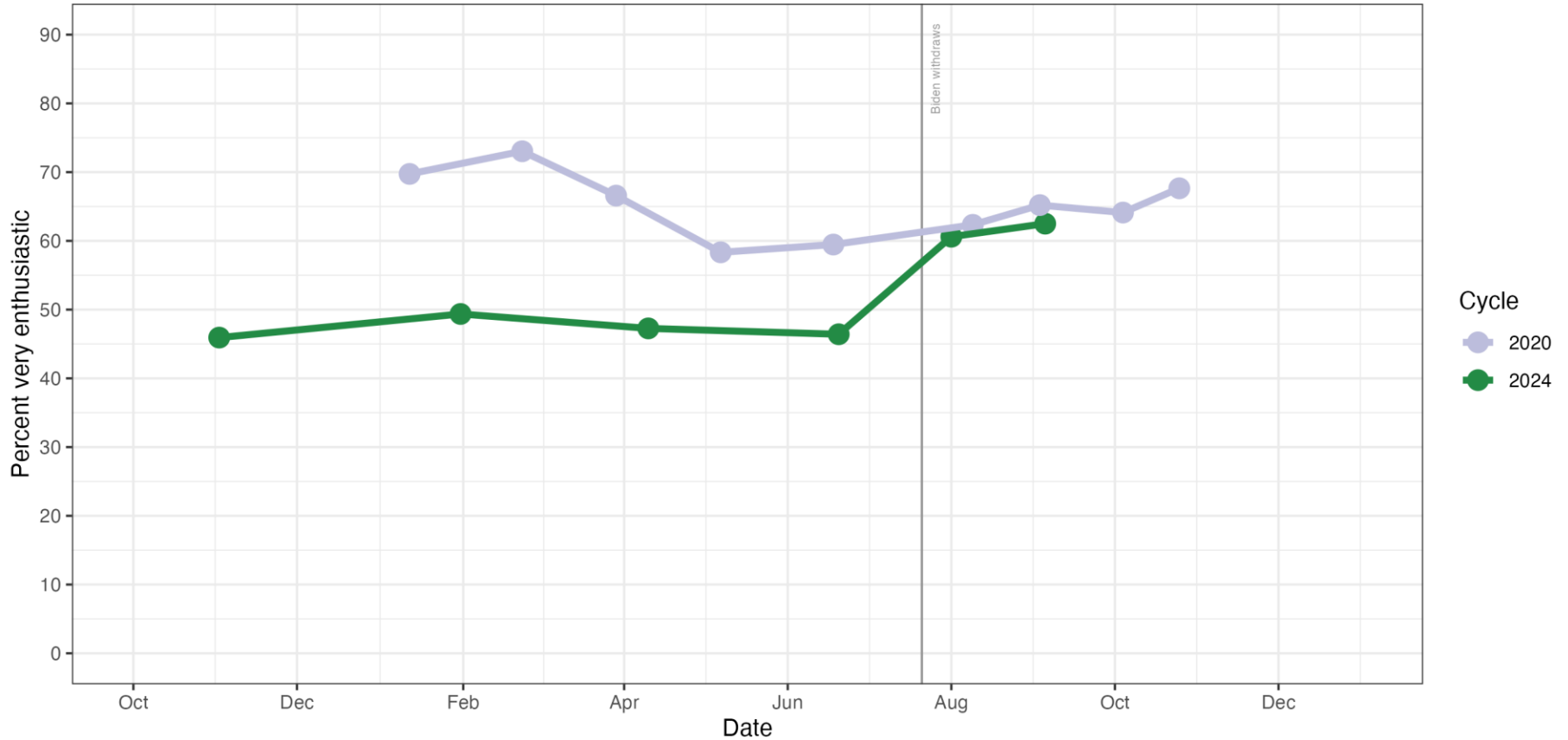
Among Wisconsin registered voters



Enthusiasm!

Enthusiasm by survey, Wisconsin

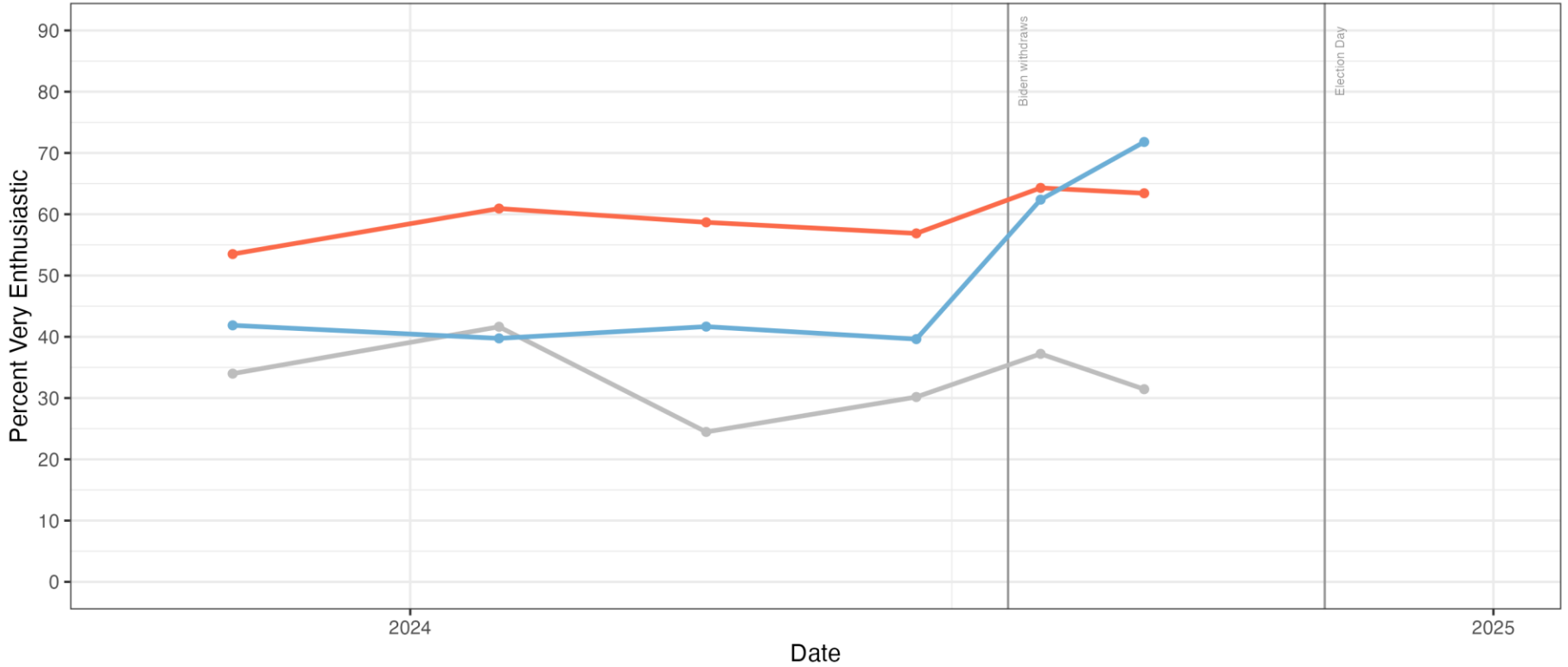
Among Wisconsin registered voters



Marquette Law School Poll, Wisconsin survey, latest: Aug. 28-Sept. 5, 2024

Enthusiasm by party ID, Wisconsin

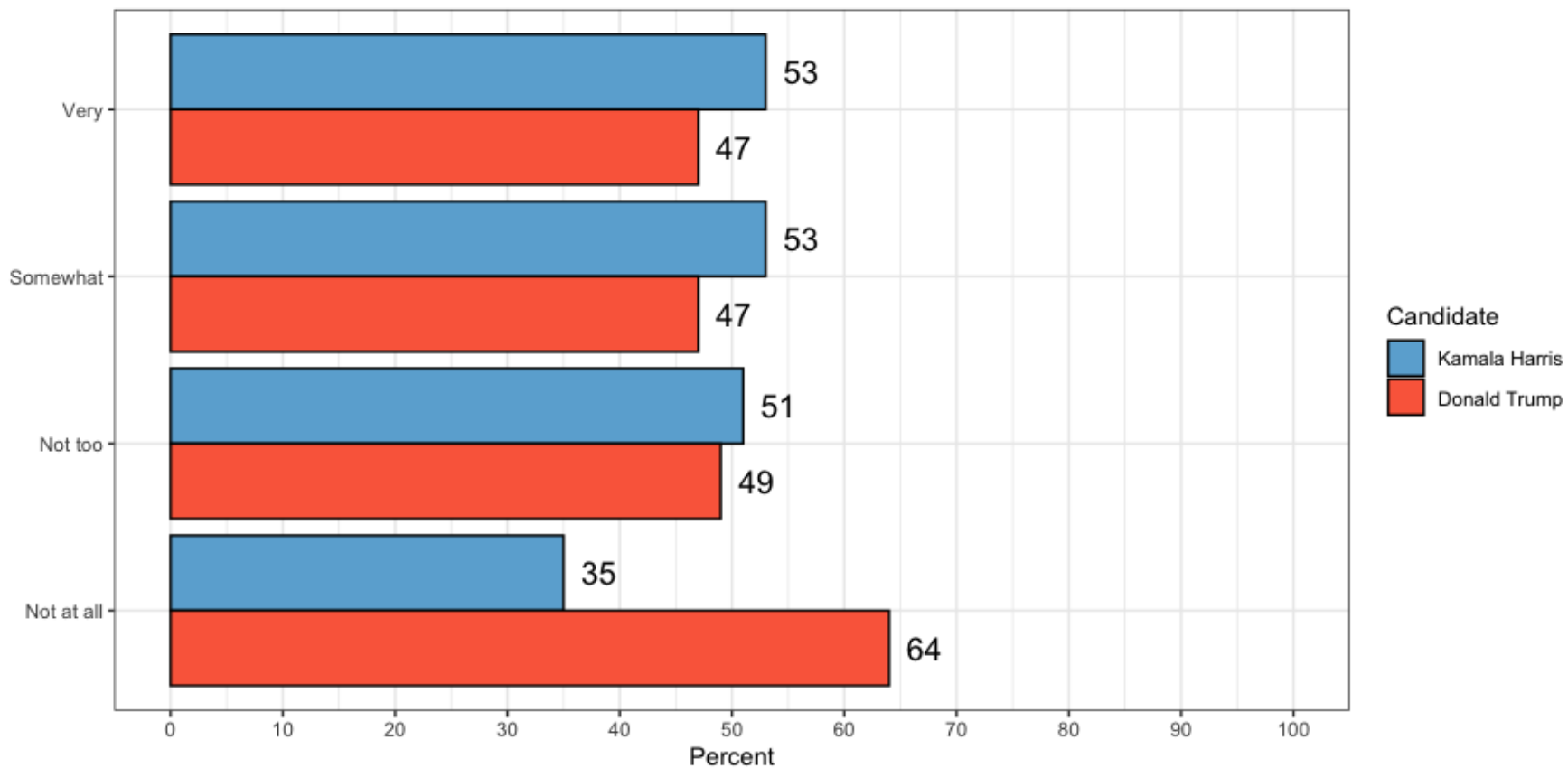
Among Wisconsin registered voters



Enthusiastic to vote — Rep — Ind — Dem

Harris vs Trump by enthusiasm

Among registered voters

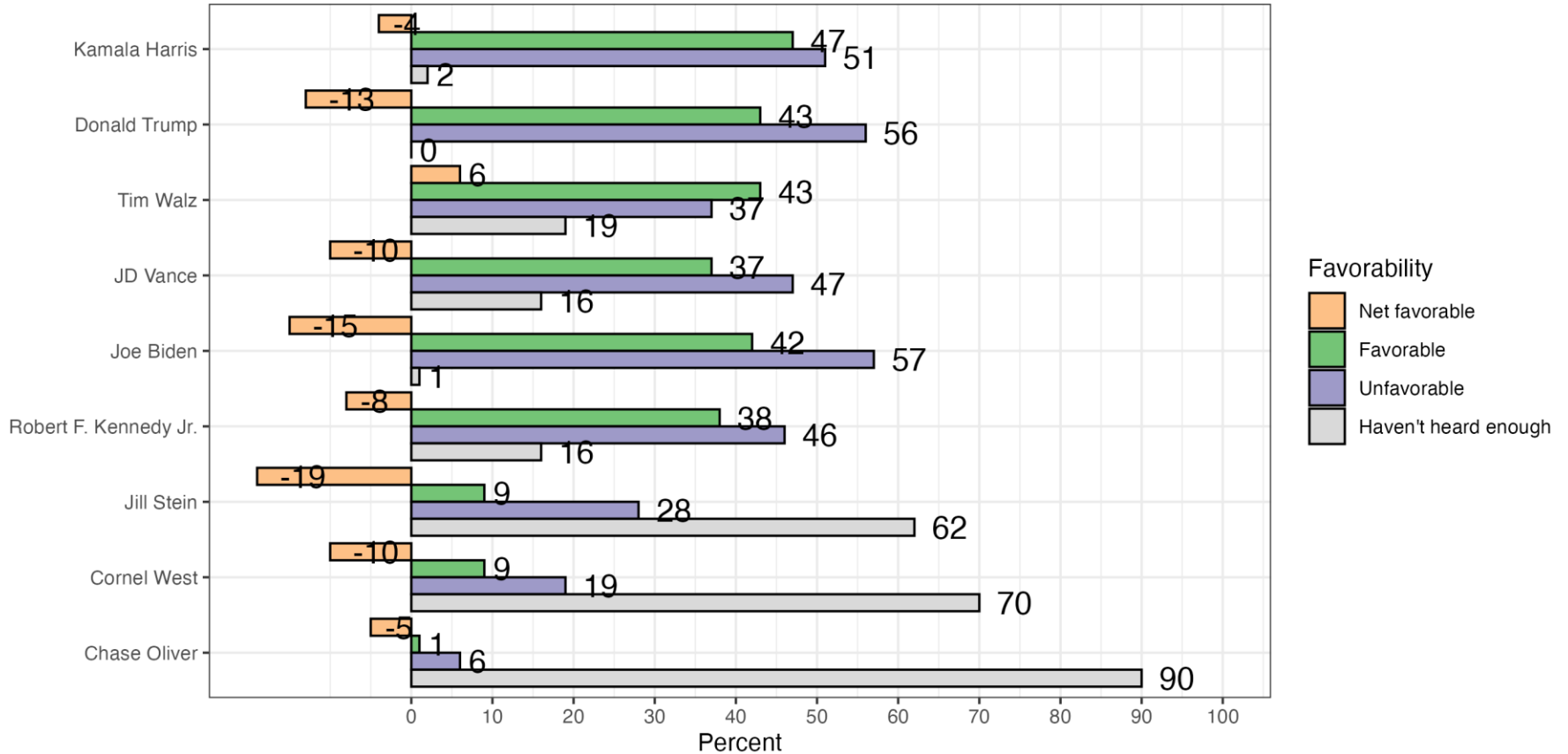


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Favorability

All candidate favorability

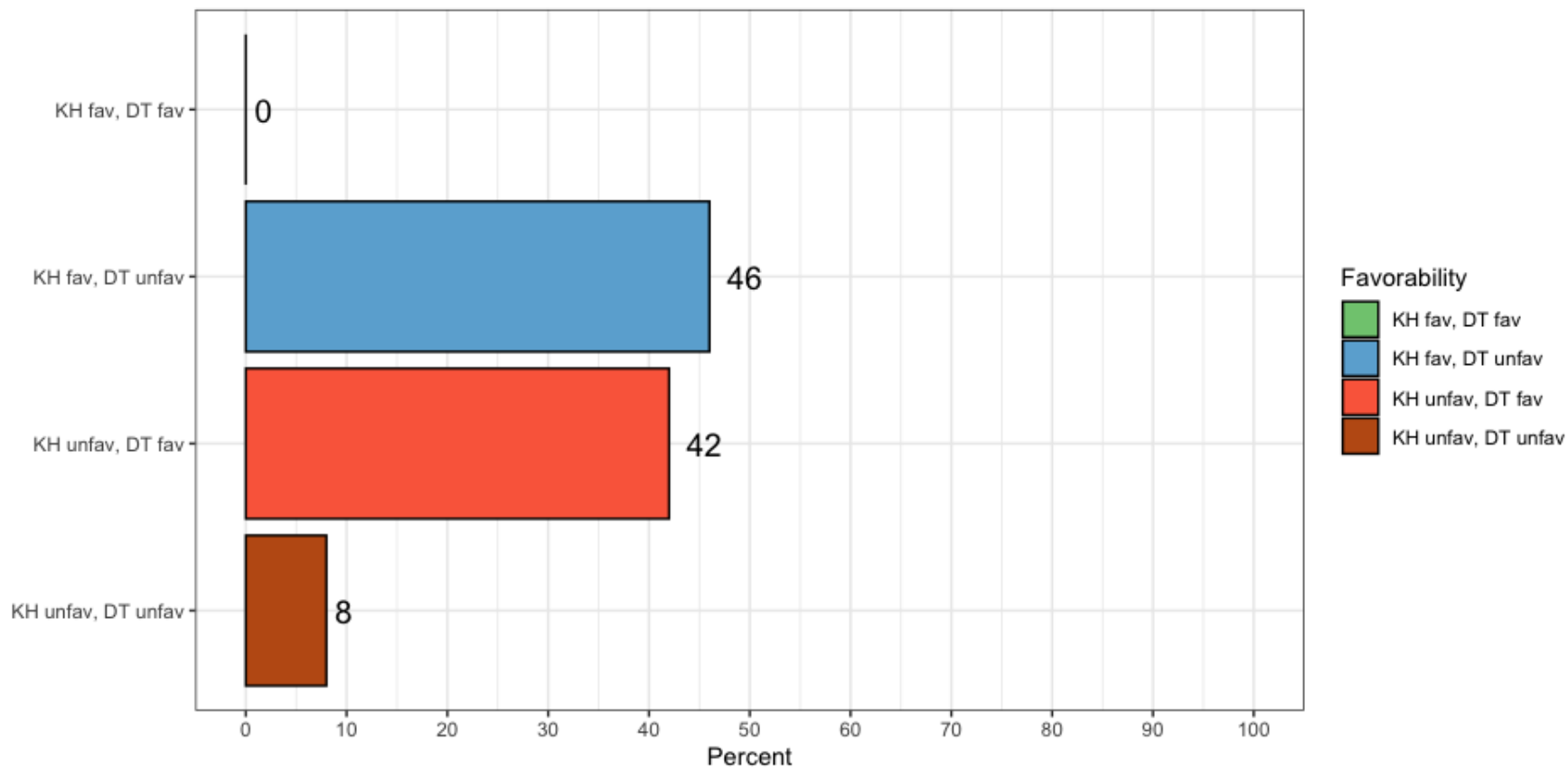
Among registered voters



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Harris and Trump combined favorability

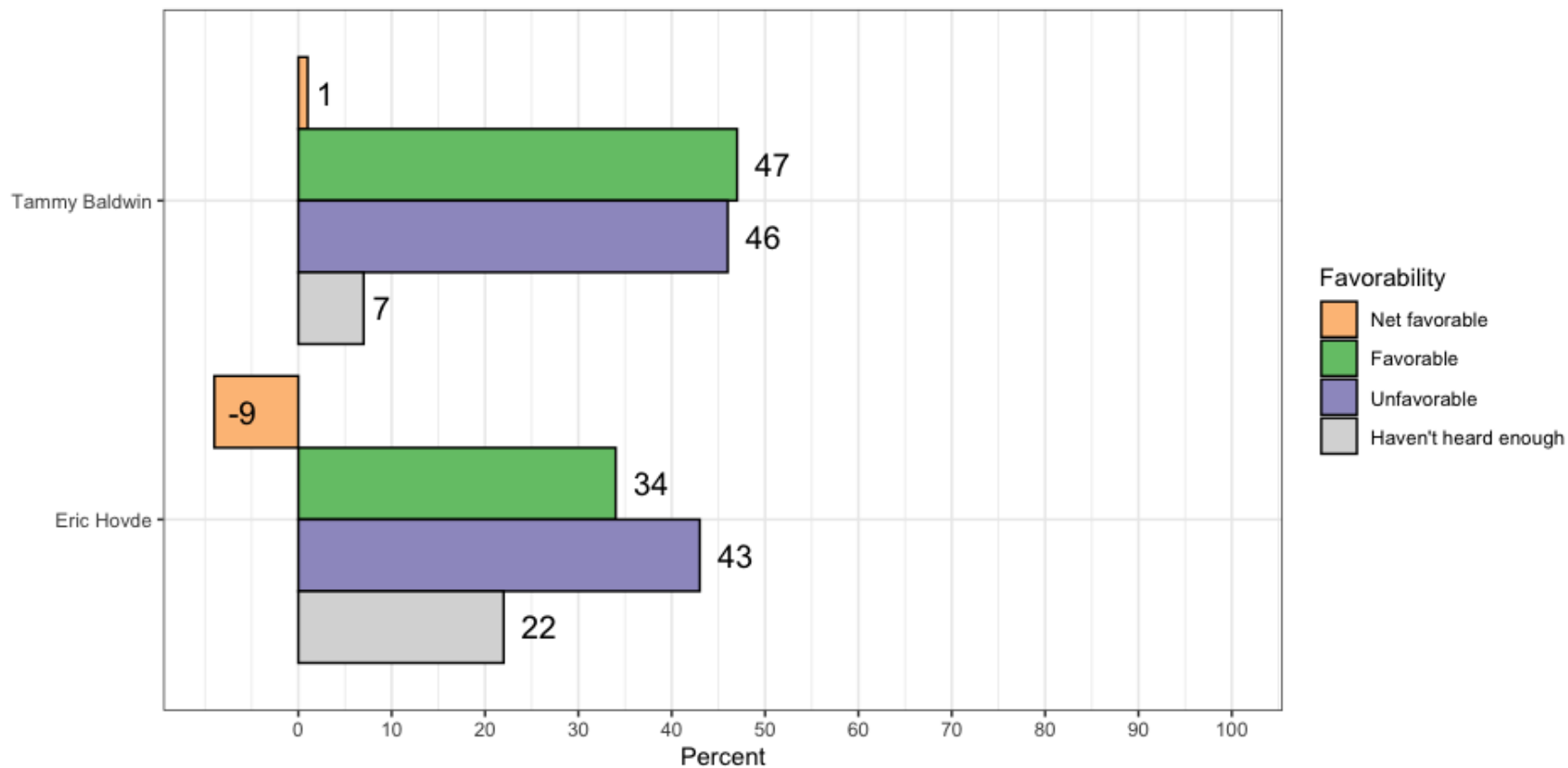
Among registered voters



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Senate candidate favorability

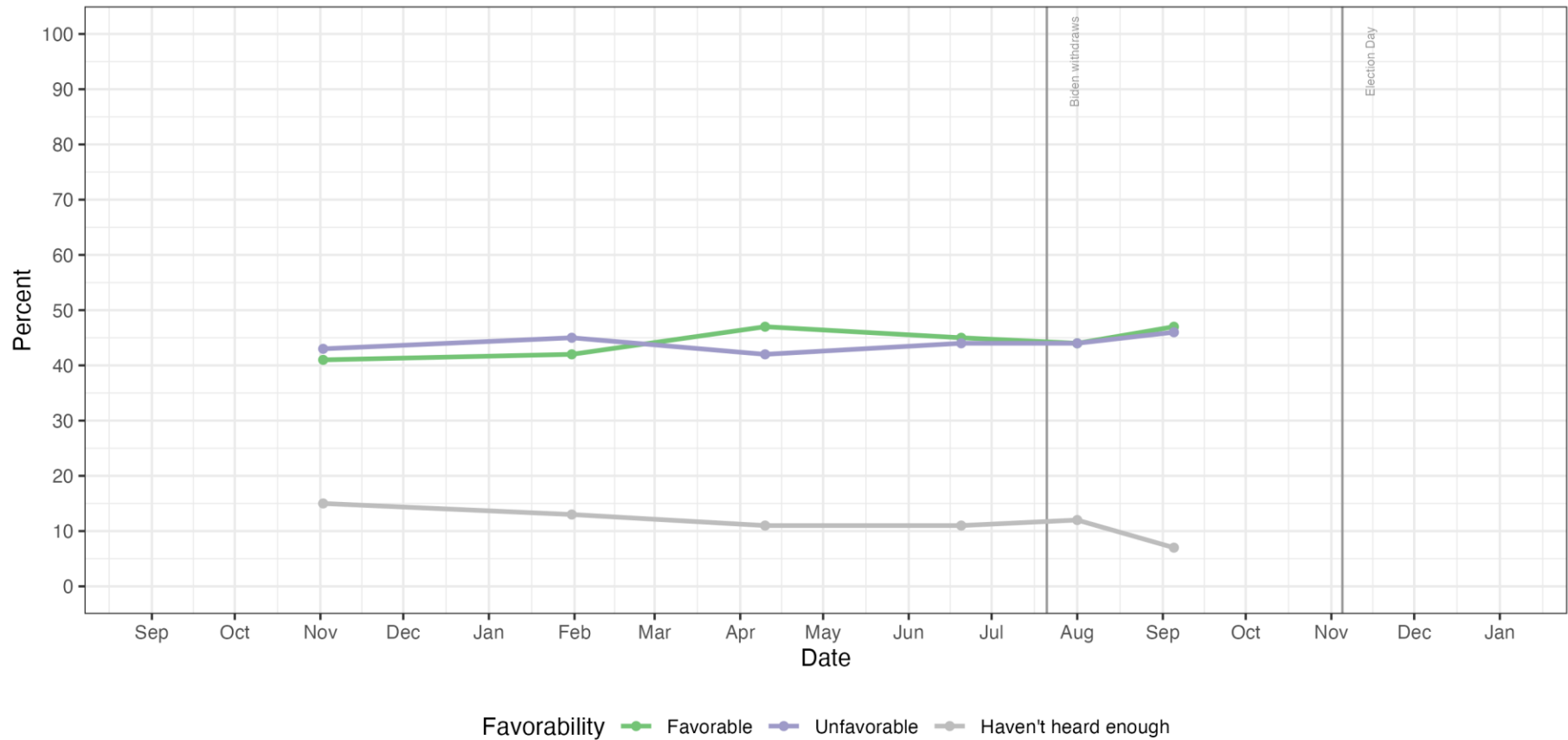
Among registered voters



Marquette Law School Poll, Wisconsin survey, Aug. 28-Sept. 5, 2024

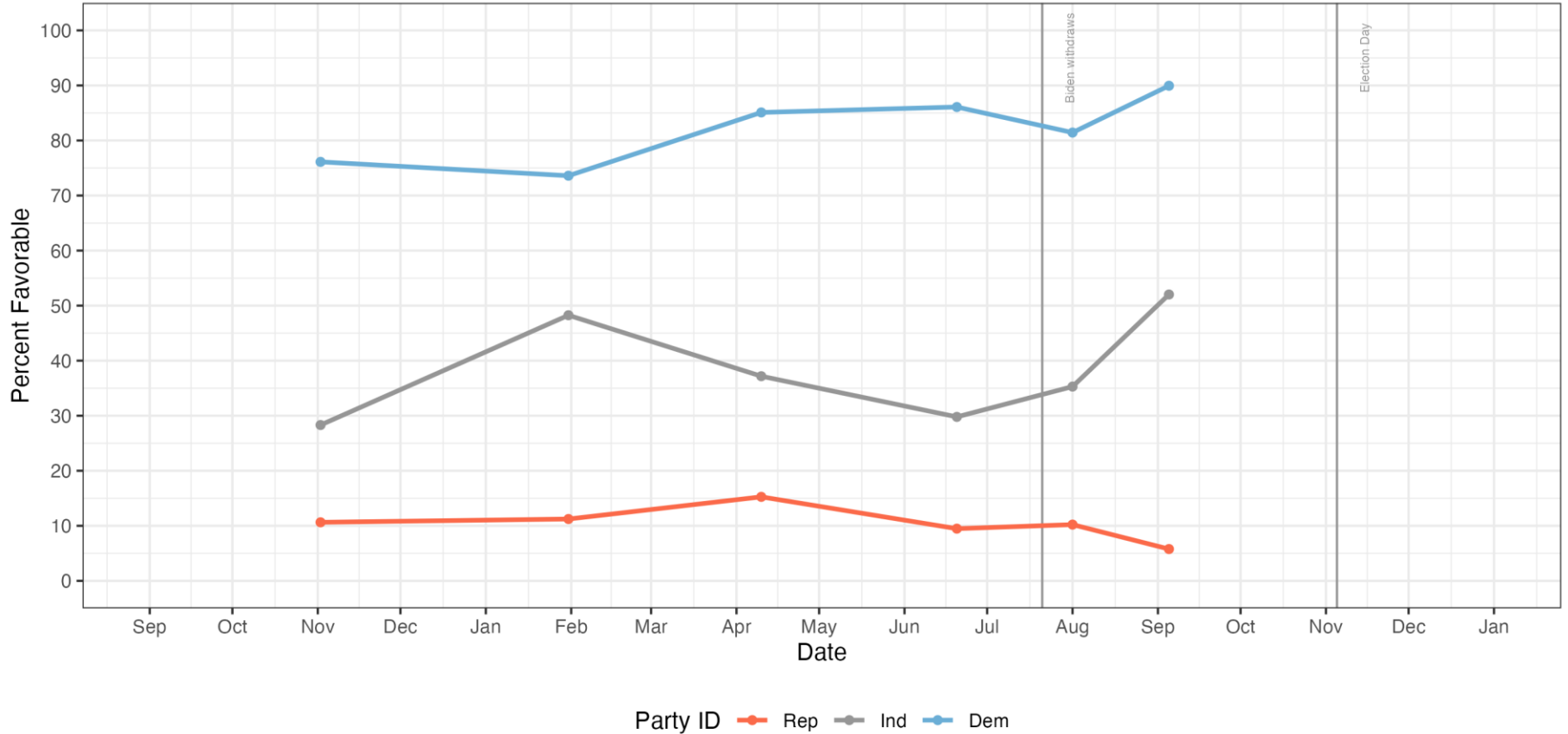
Baldwin favorability trend

Among Wisconsin registered voters



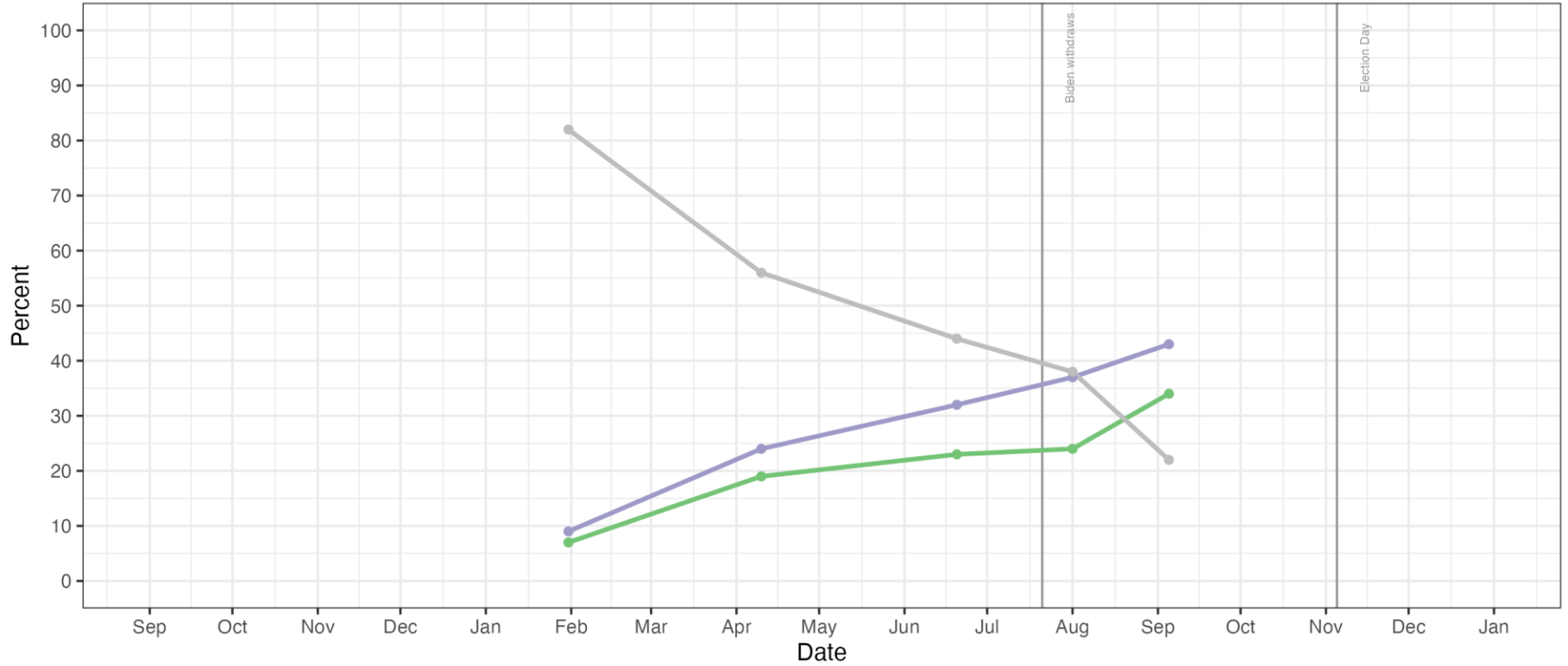
Baldwin favorability by party ID trend

Among Wisconsin registered voters



Hovde favorability trend

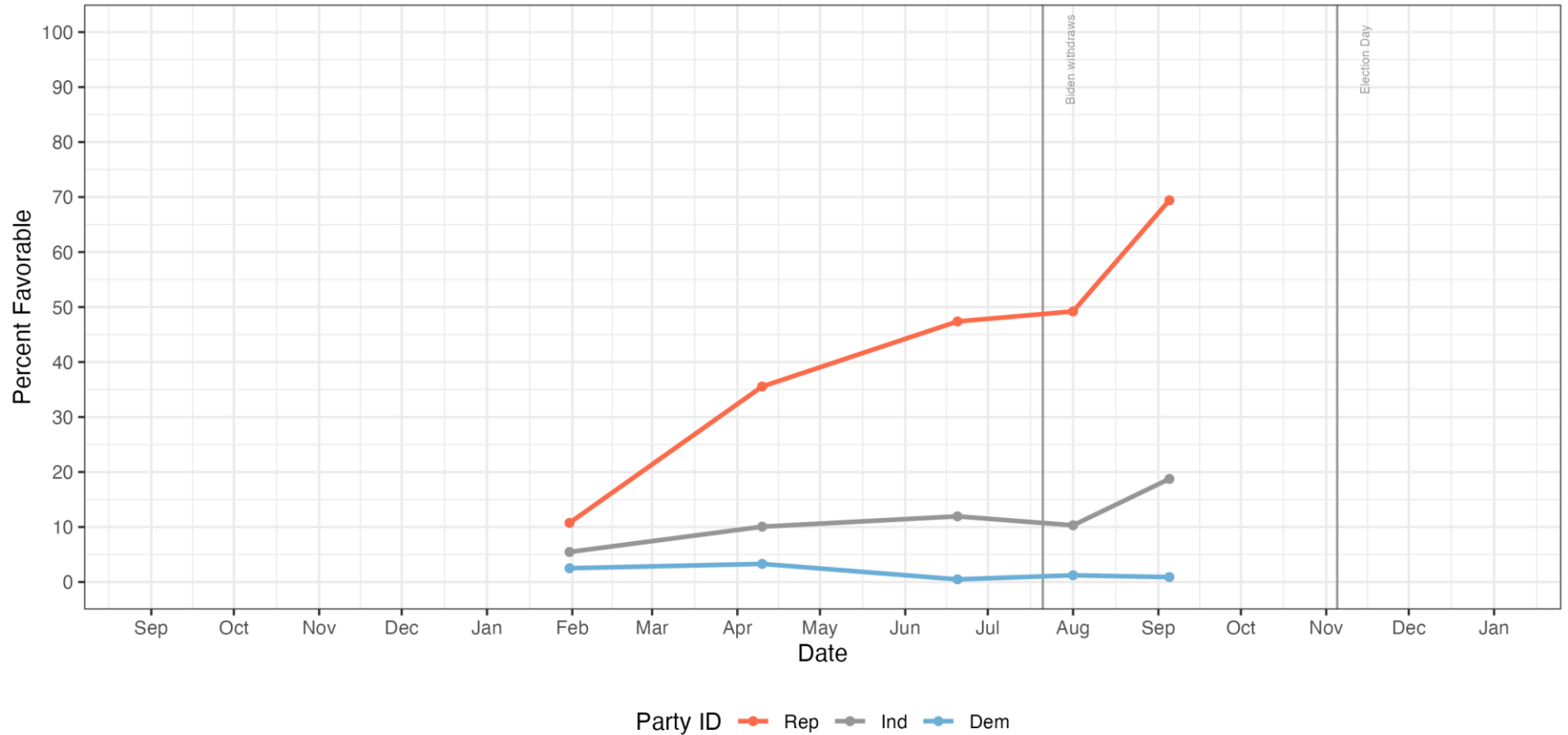
Among Wisconsin registered voters



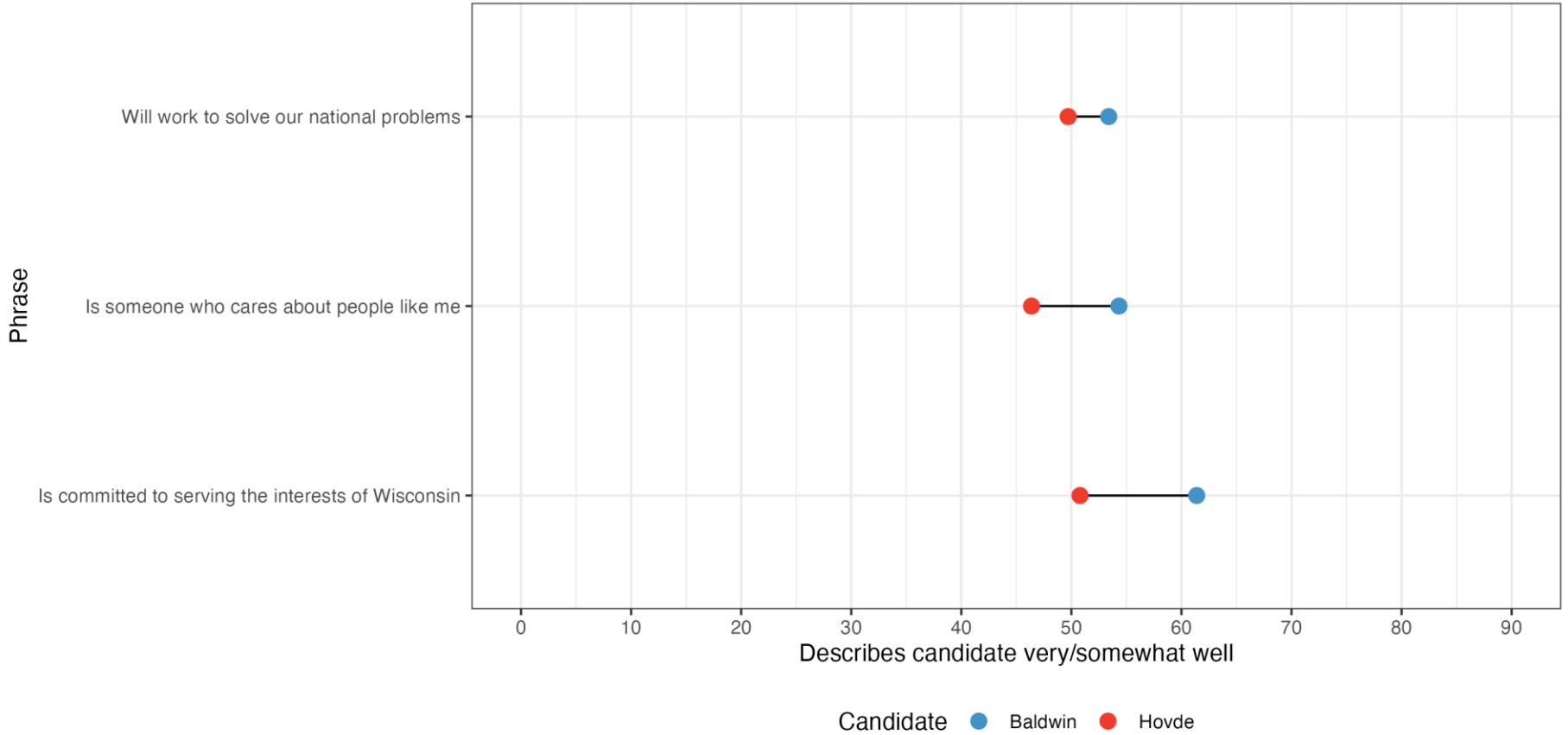
Favorability — Favorable — Unfavorable — Haven't heard enough

Hovde favorability by party ID trend

Among Wisconsin registered voters

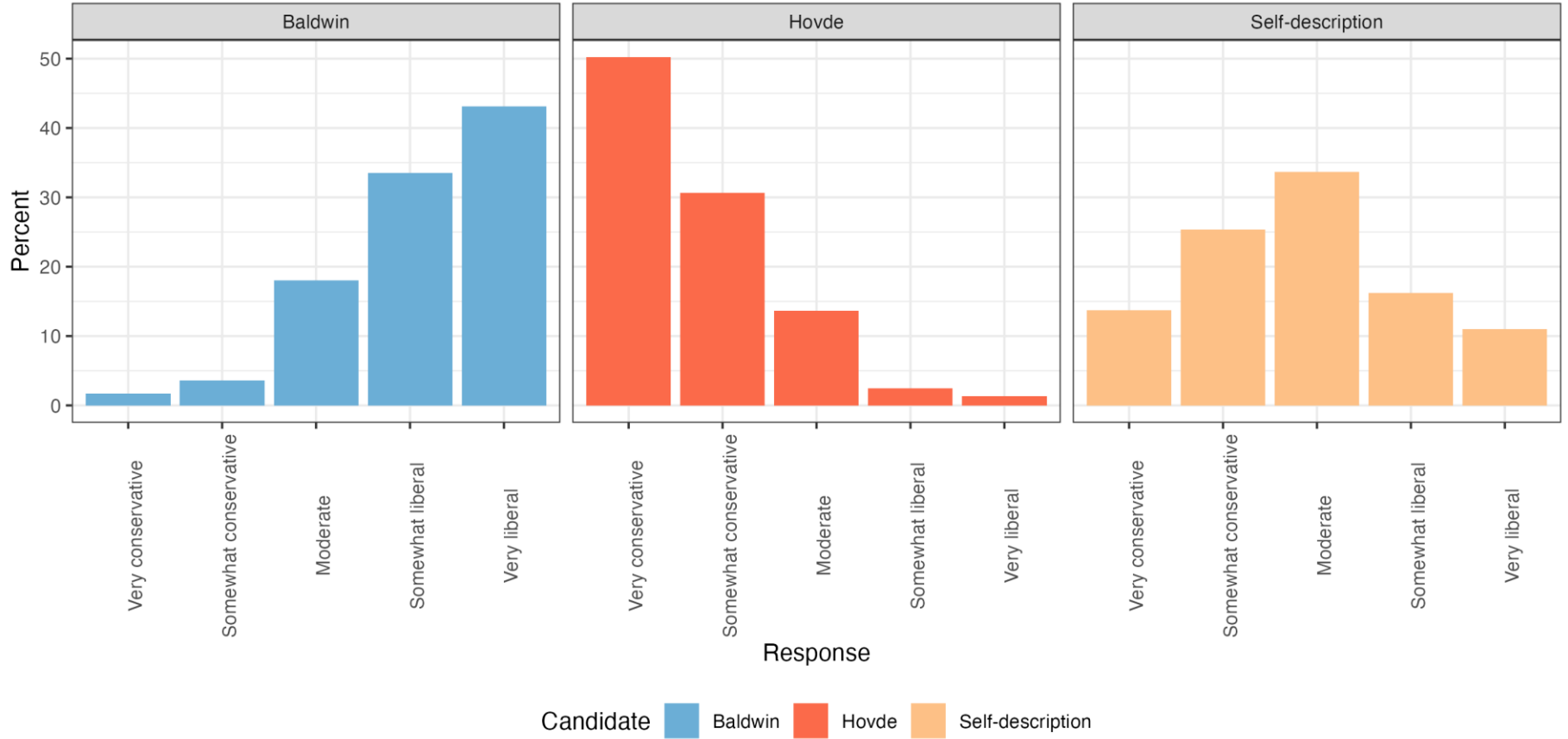


How well does phrase describe Baldwin and Hovde, Wisconsin Among Wisconsin registered voters



Perceived ideology of Baldwin and Hovde, Wisconsin

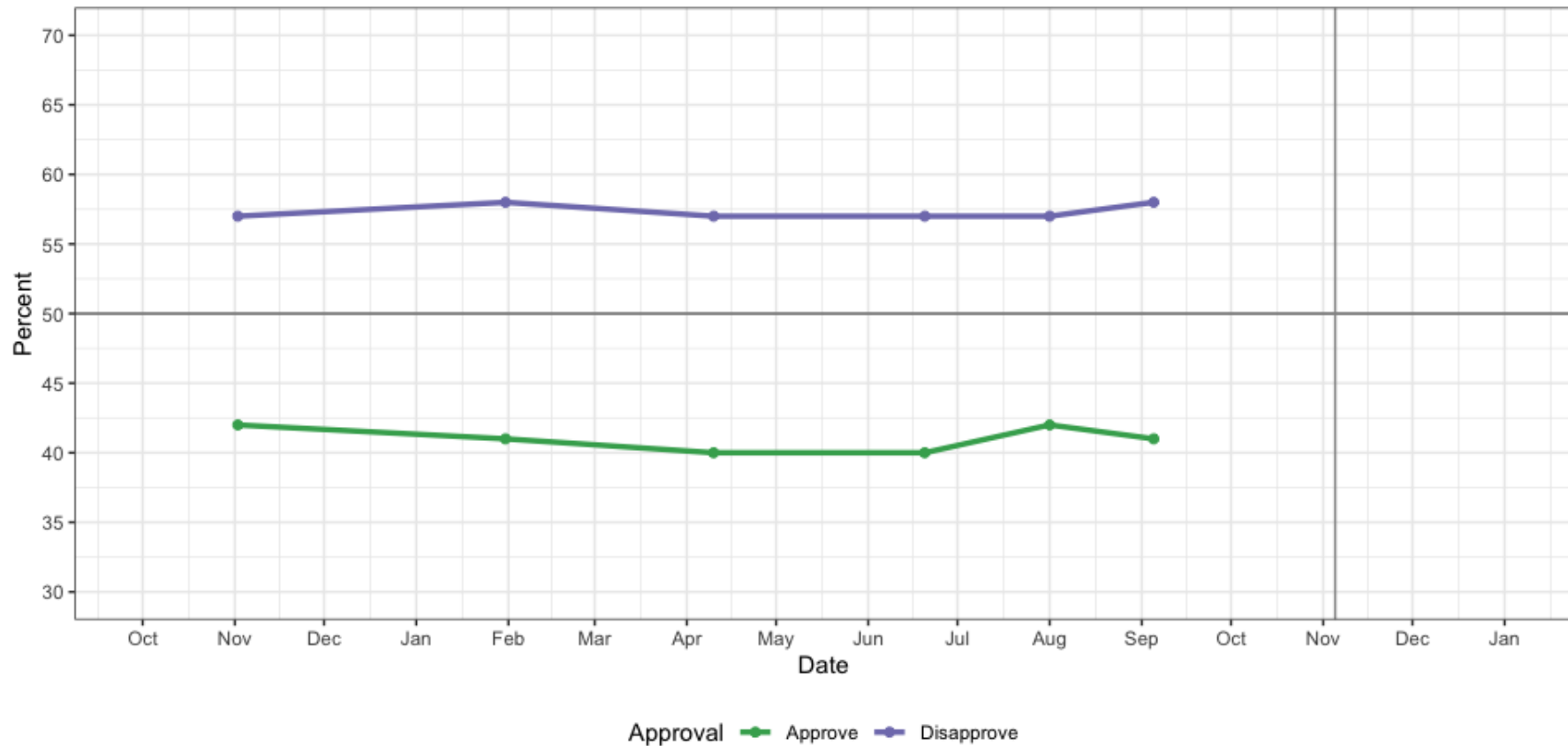
Among Wisconsin registered voters



Approval

Biden approval trend

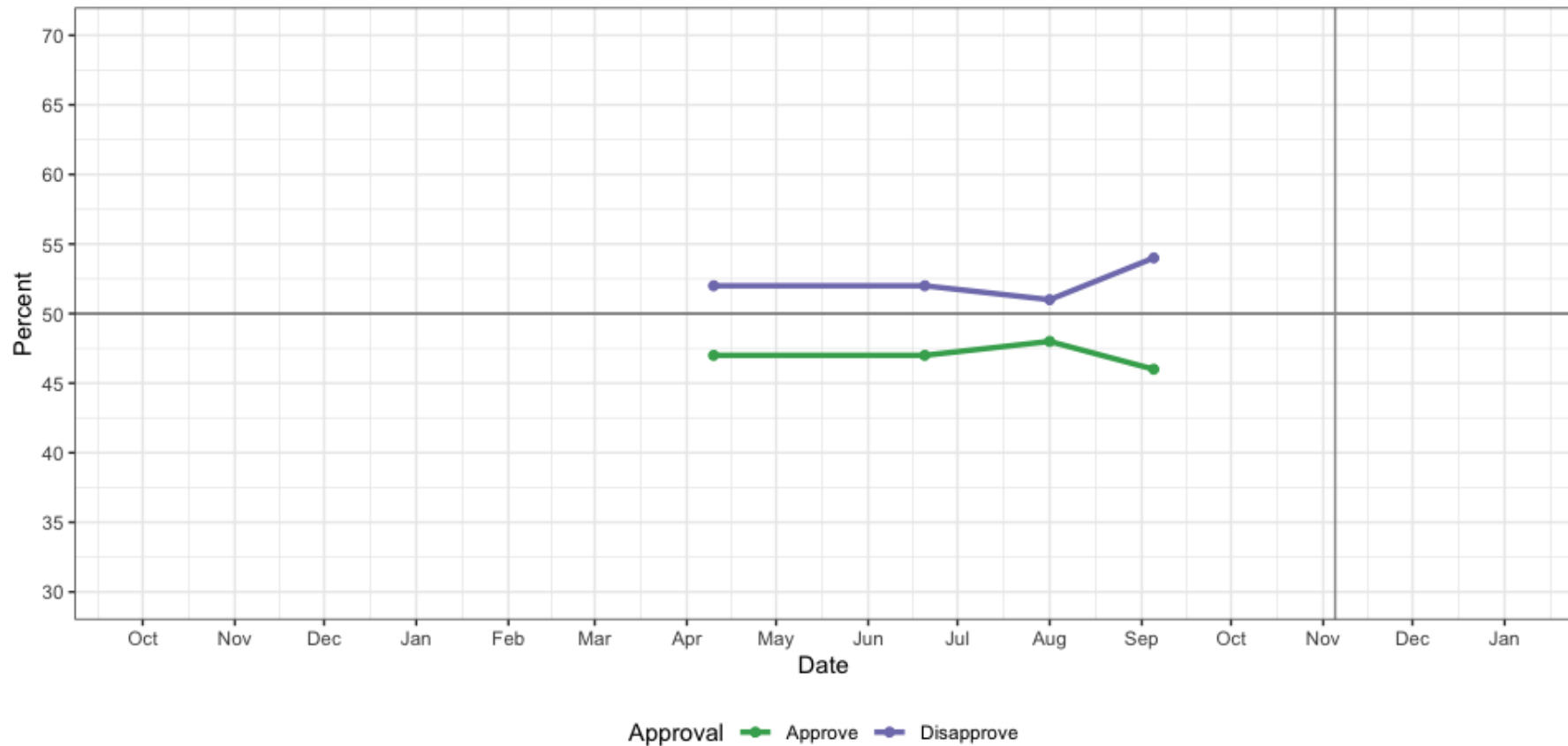
Among Wisconsin registered voters



Data: Marquette Law School Poll, Wisconsin surveys, latest: Aug. 28-Sept. 5, 2024

Trump retrospective approval trend

Among Wisconsin registered voters

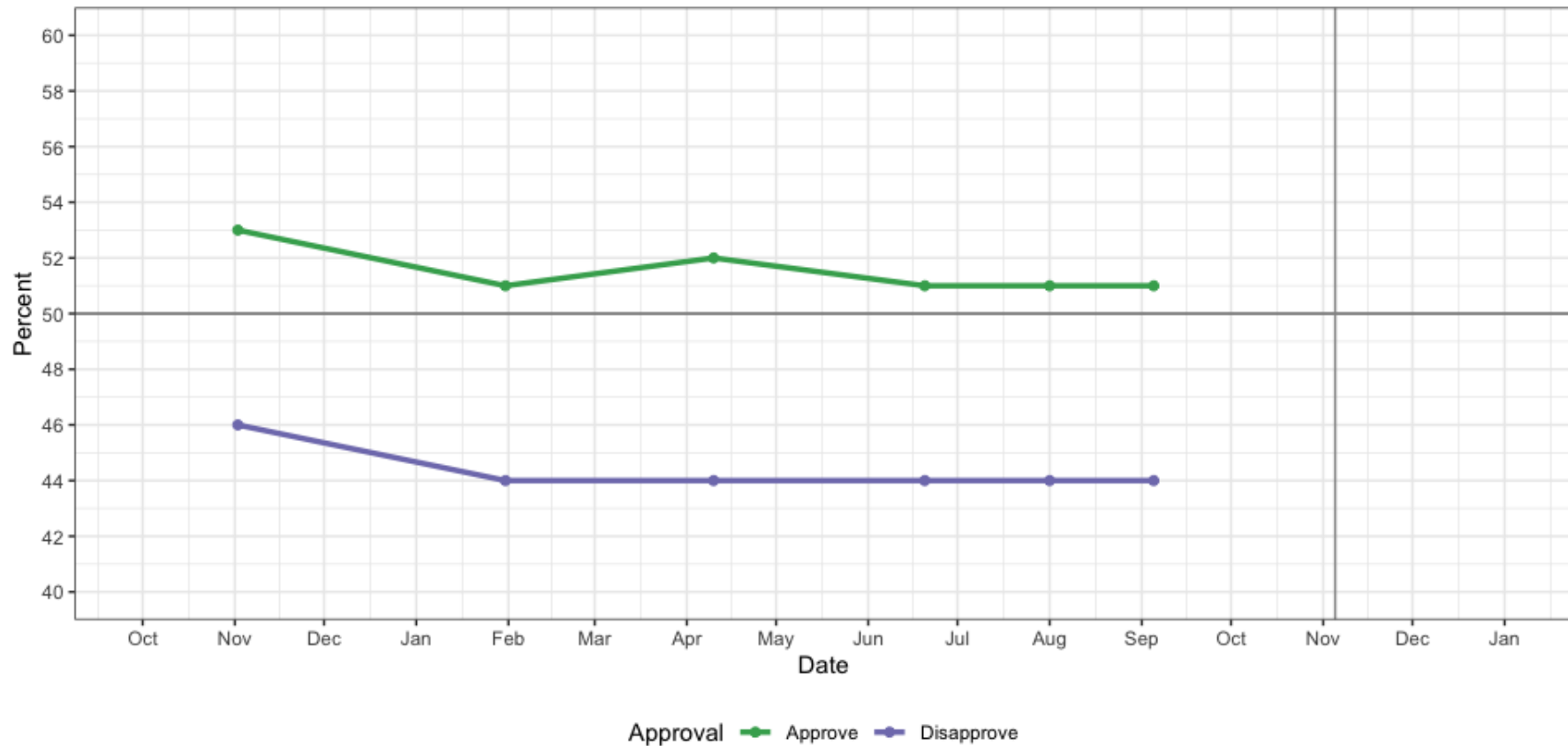


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Evers job approval

Evers approval trend

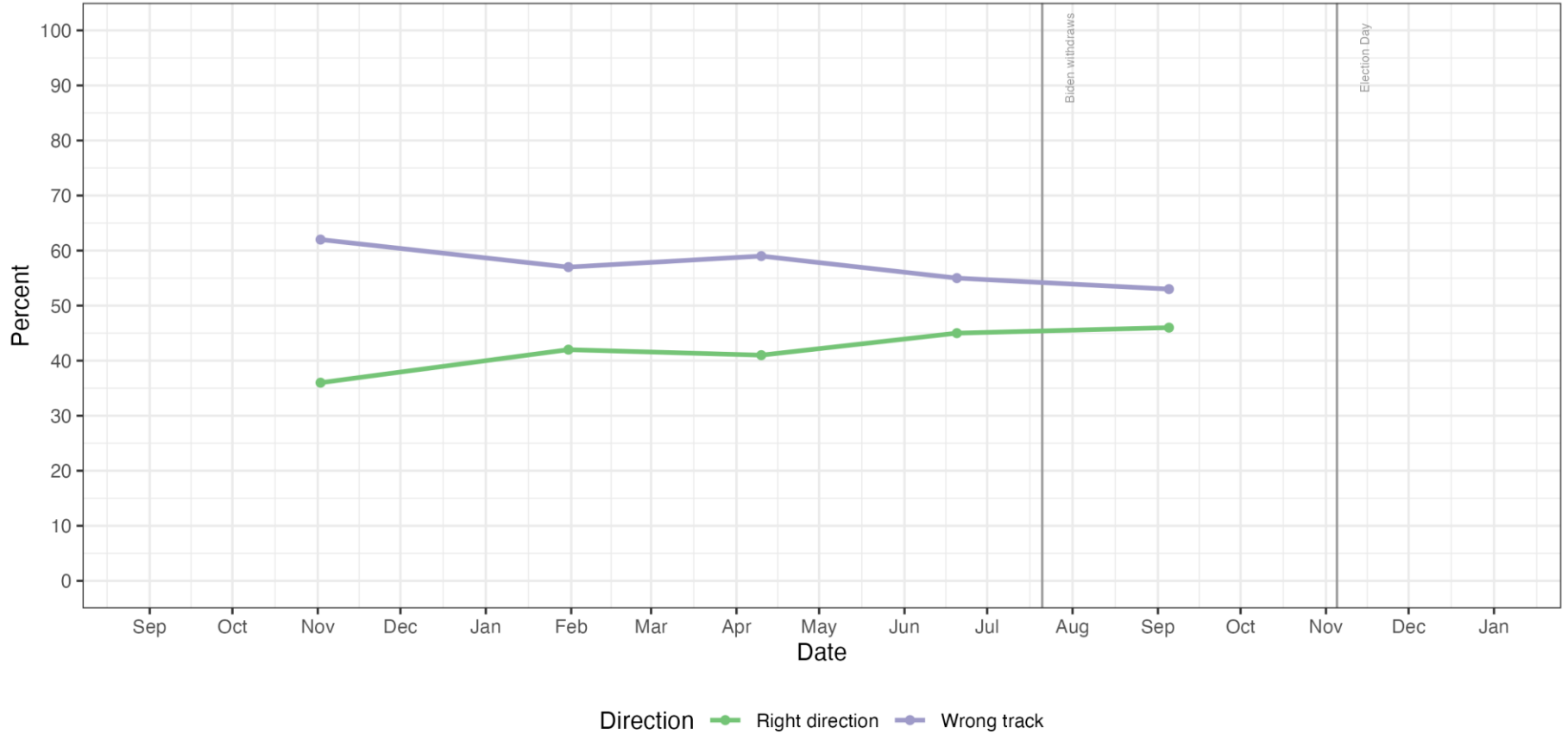
Among Wisconsin registered voters



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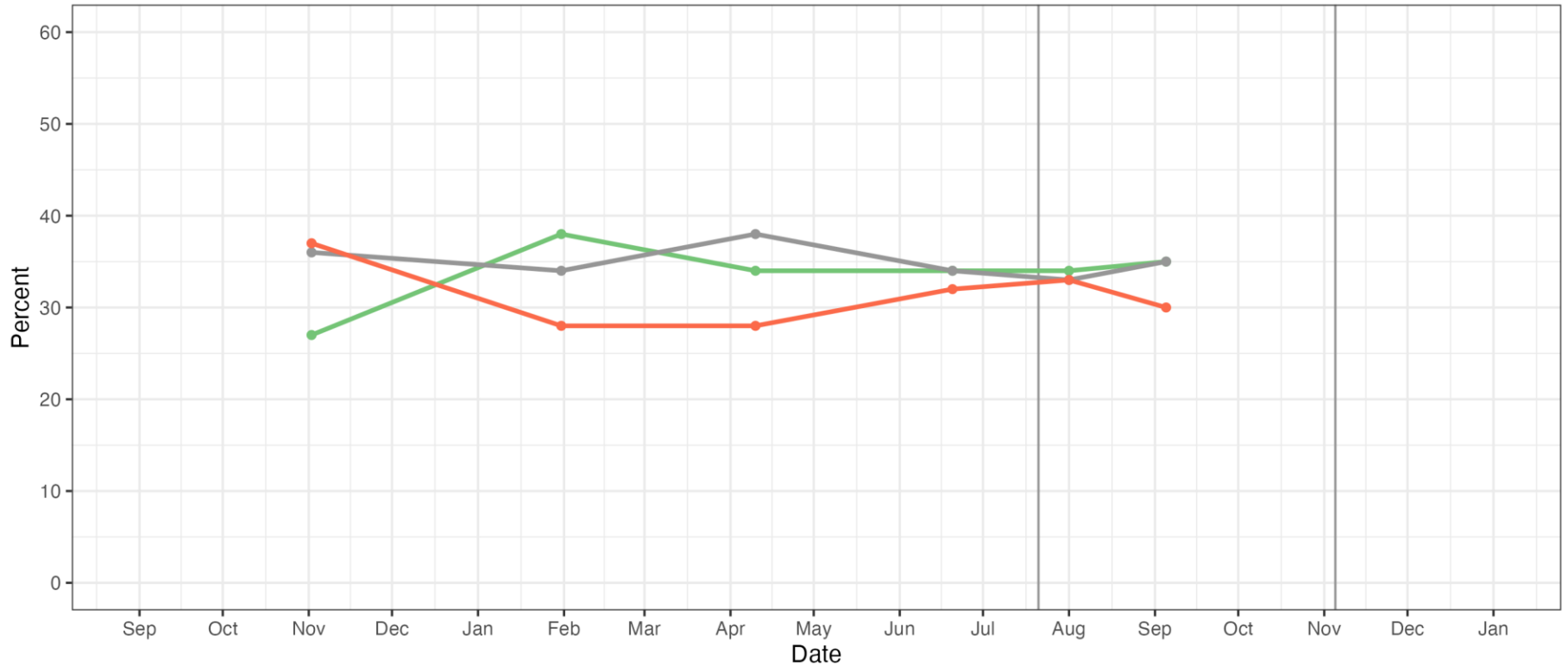
Direction of state trend

Among Wisconsin registered voters



National economy trend

Among Wisconsin registered voters



Economy — Excellent/good — Not so good — Poor

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