

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

Sept. 18-26, 2024



The topics of the day

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

The methodology

- The survey was conducted Sept. 18-26, 2024, interviewing 882 Wisconsin registered voters, with a margin of error of +/- 4.4 percentage points.
- There are 798 likely voters with a margin of error of +/-4.4 percentage points.
- New likely voter model is based on voter list record of voting since 2016, assigning each respondent a probability of voting.

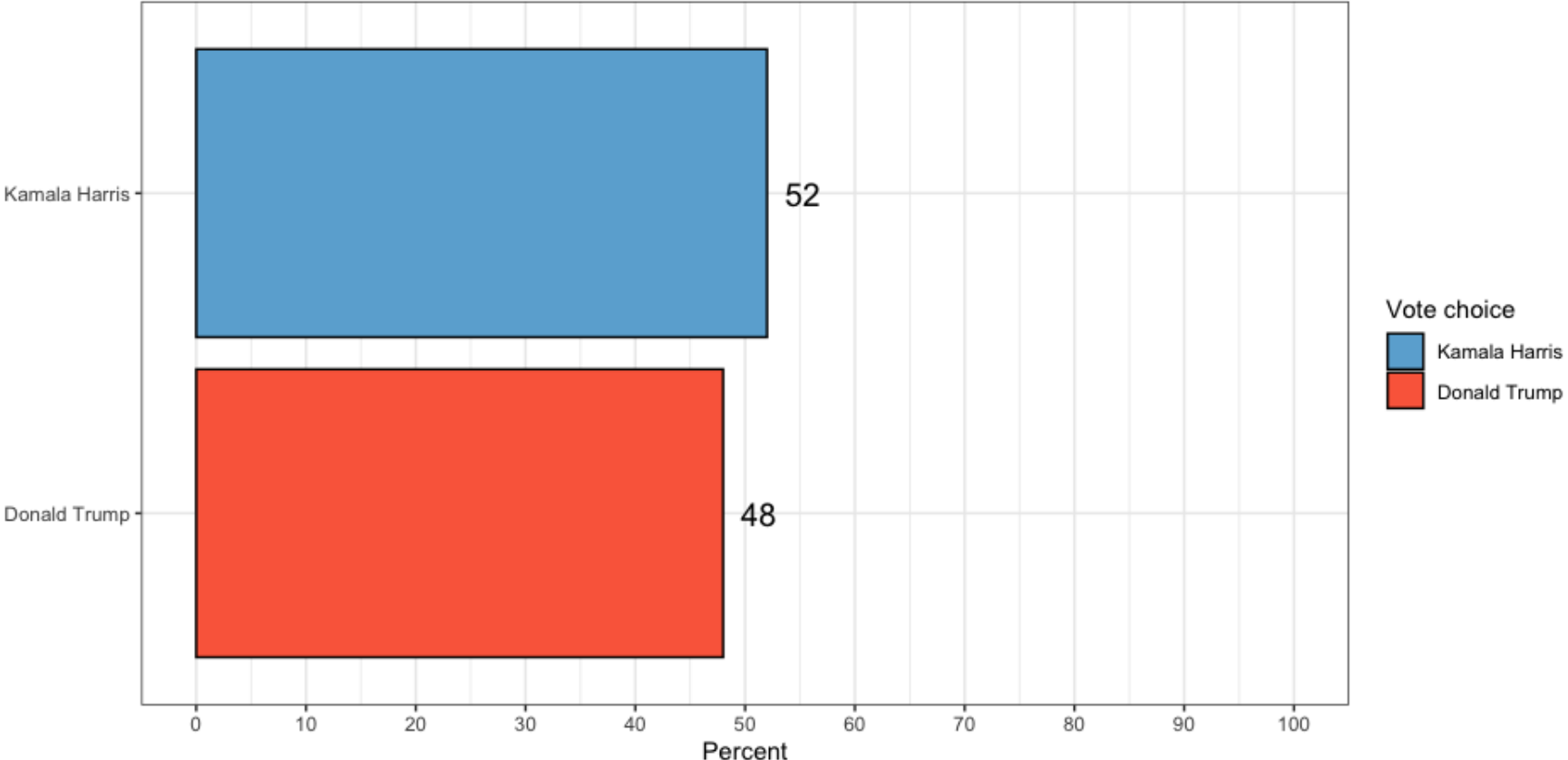
Partisan makeup

- The partisan makeup of the sample is 34% Republican, 32% Democratic and 34% independent.
- Since January 2020, the long-term partisan balance has been 30% Republican and 29% Democratic, with 40% independent.
- This sample is light on independents, and the party balance is 1 points more Republican than usual. More people are describing themselves as partisans than usual and fewer as independents who lean to a party. The share of “pure independents” is about the average.

The Presidential race 33 days out

Harris vs Trump

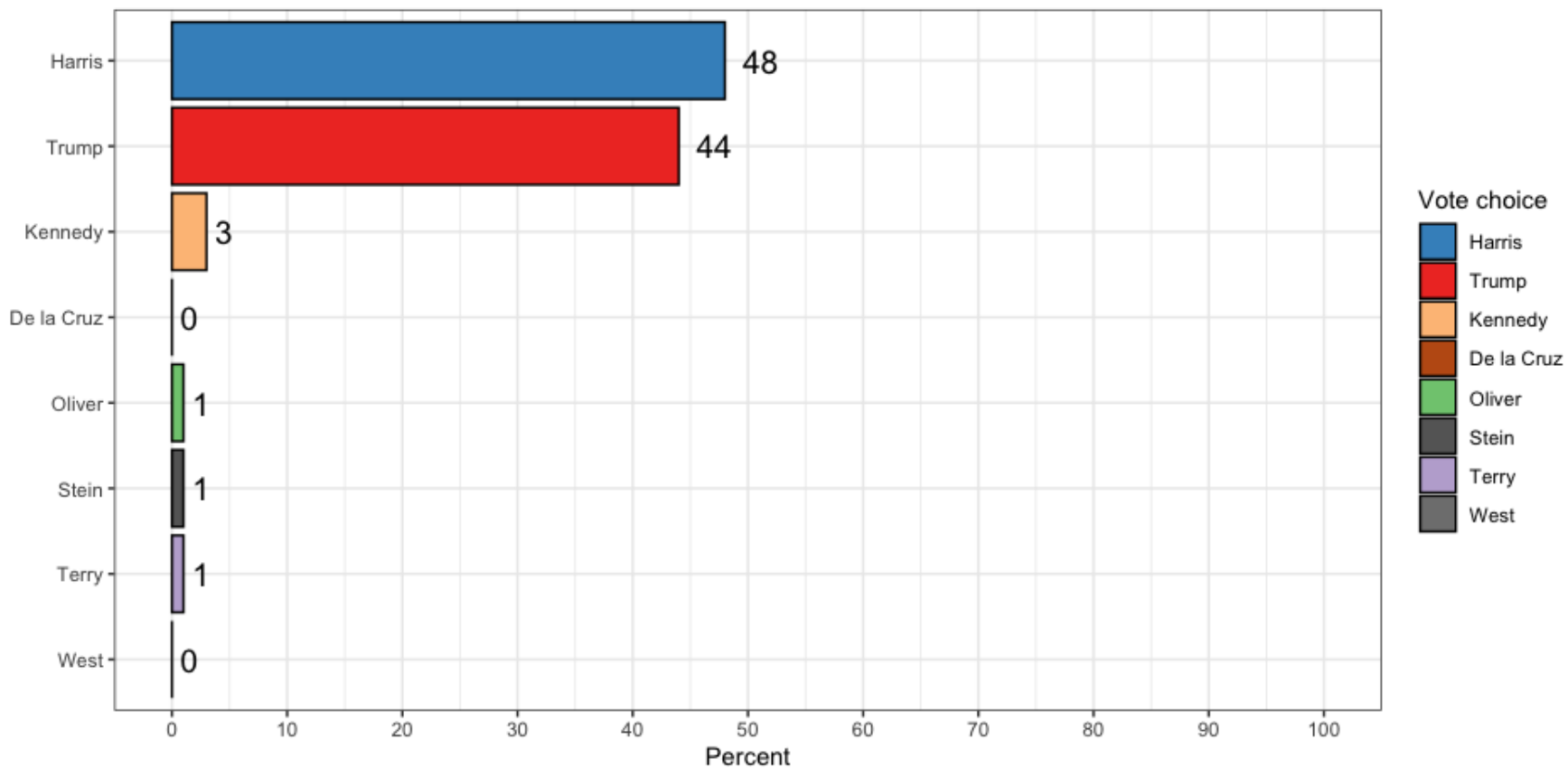
Among both registered and likely voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

Multi-way ballot

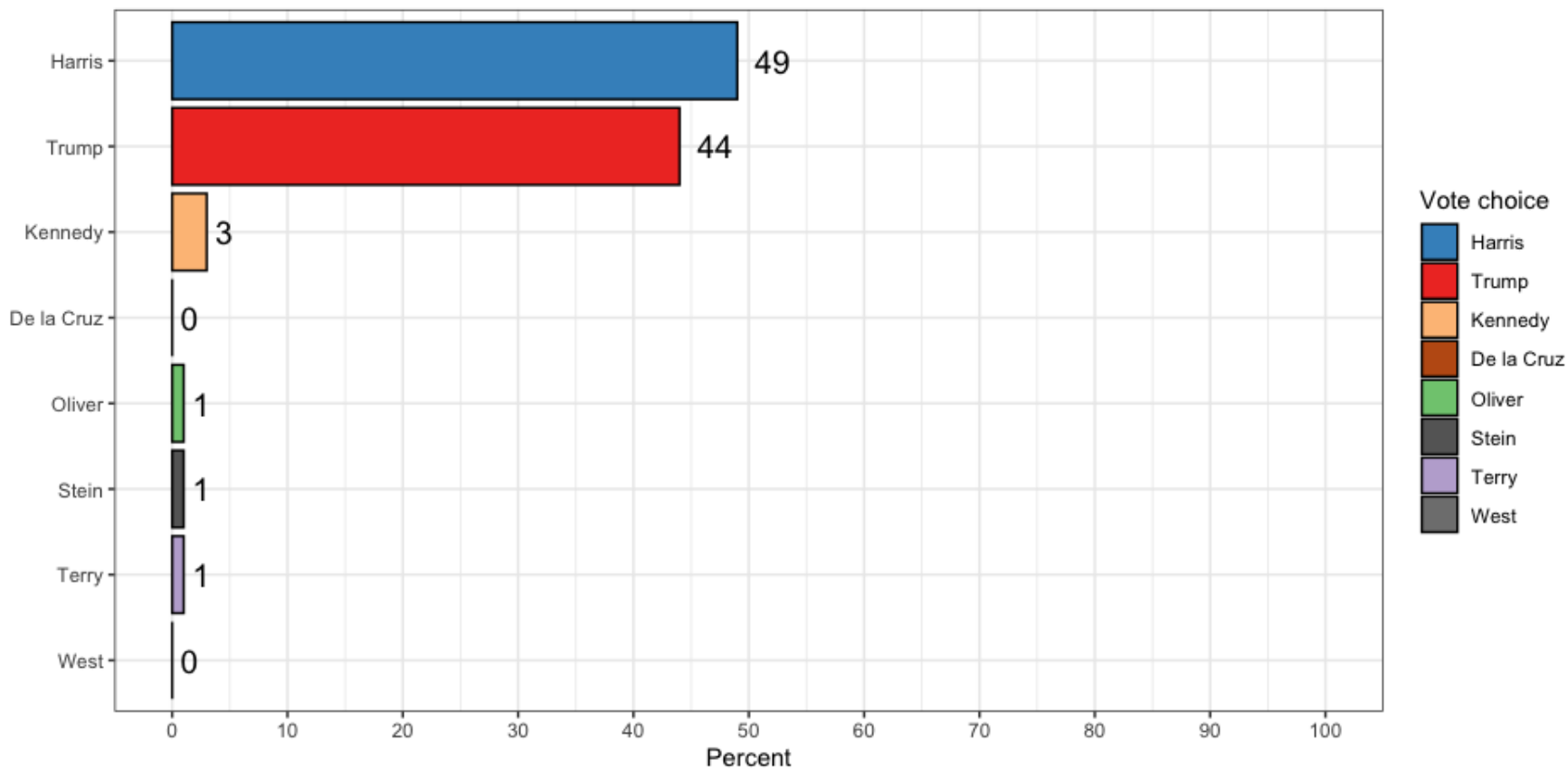
Among registered voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

Multi-way ballot

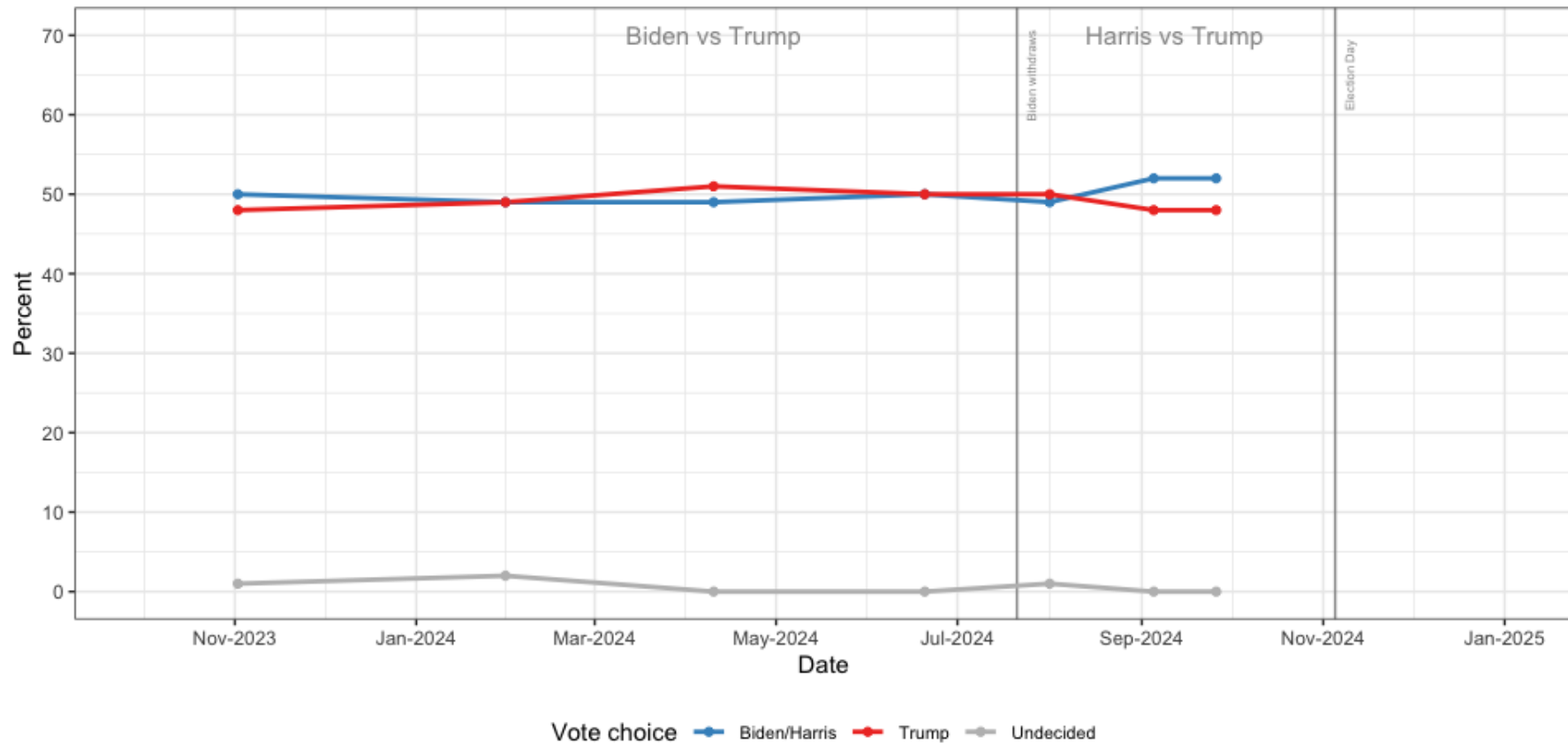
Among likely voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

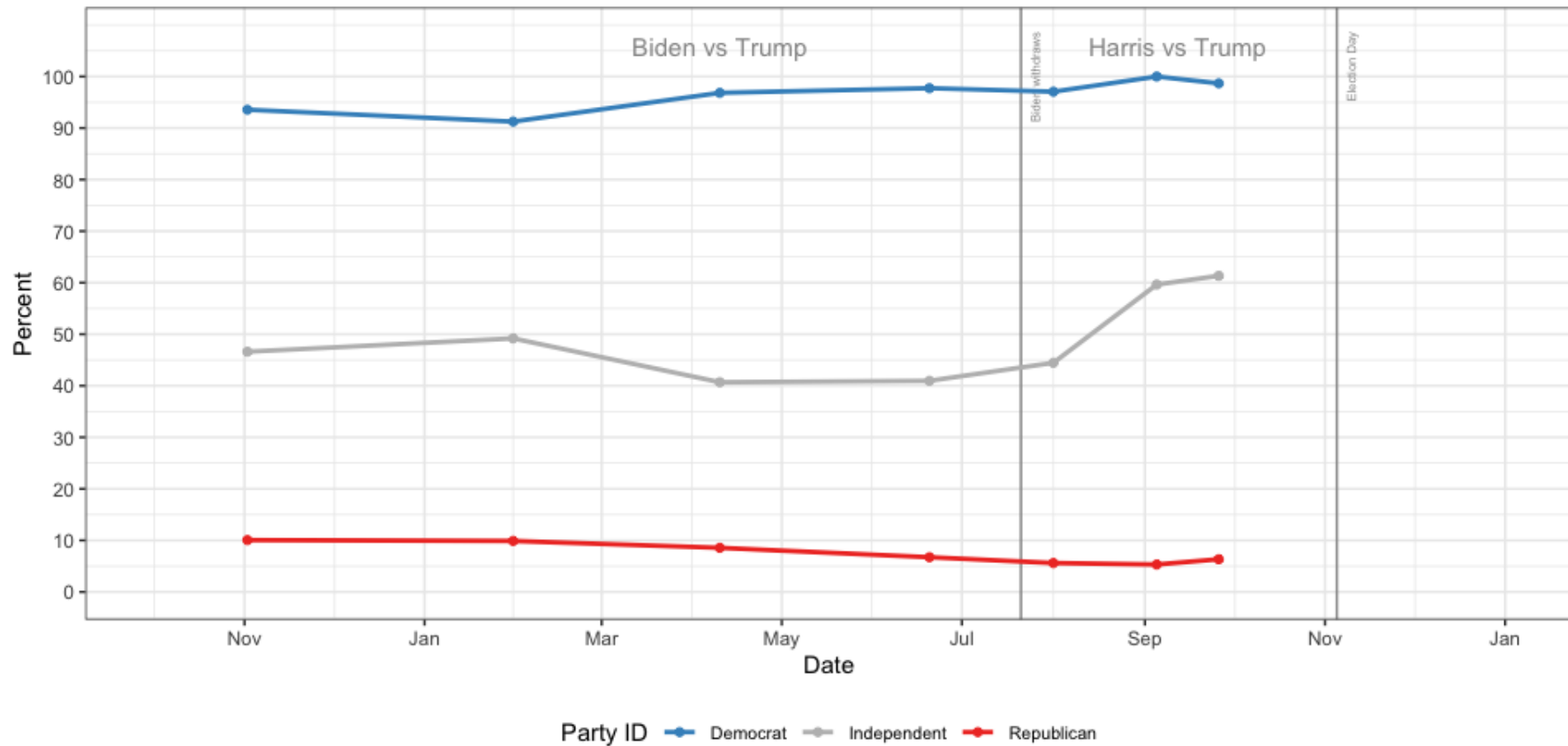
Two-candidate vote trend, Wisconsin

Among Wisconsin registered voters



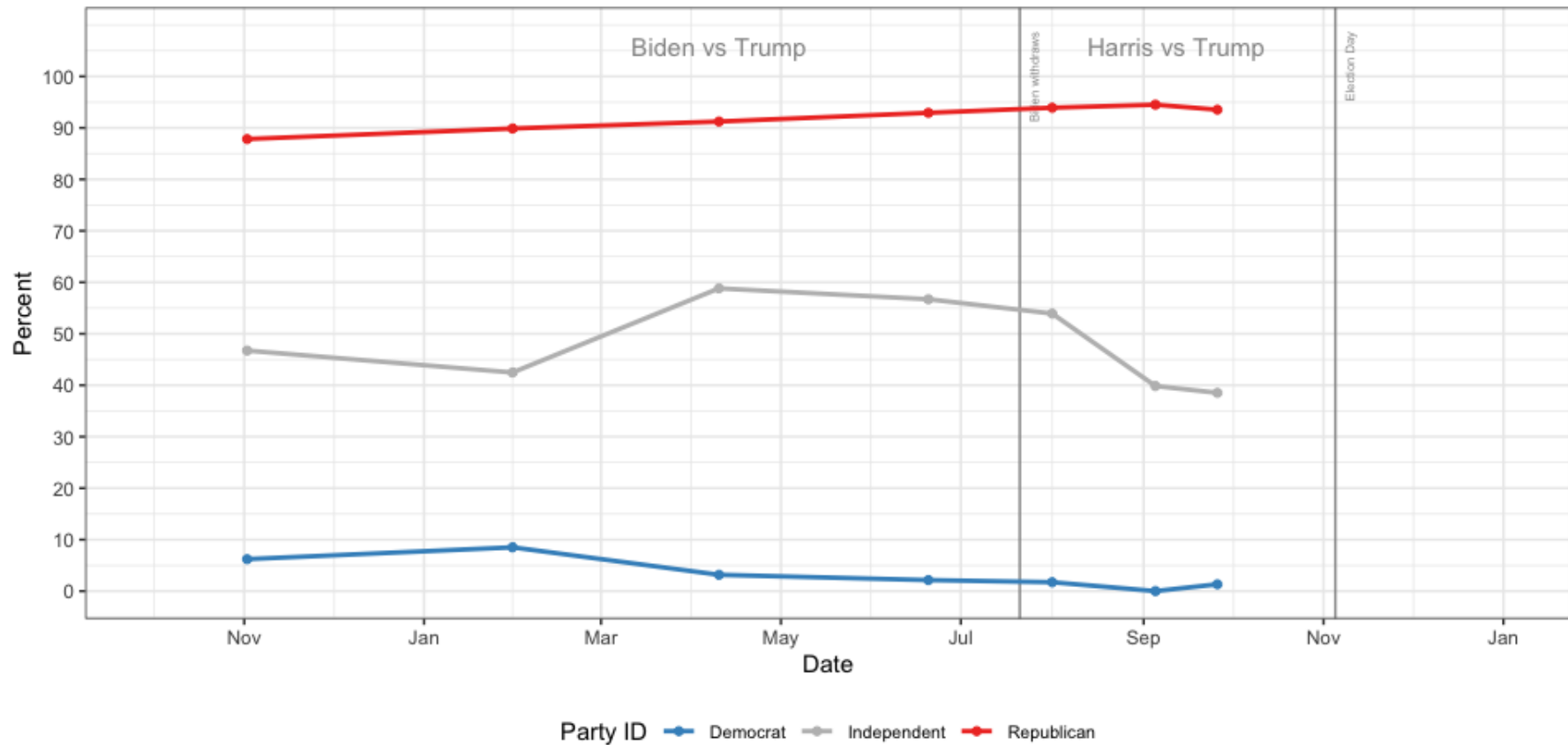
Biden/Harris vote by party identification

Among Wisconsin registered voters



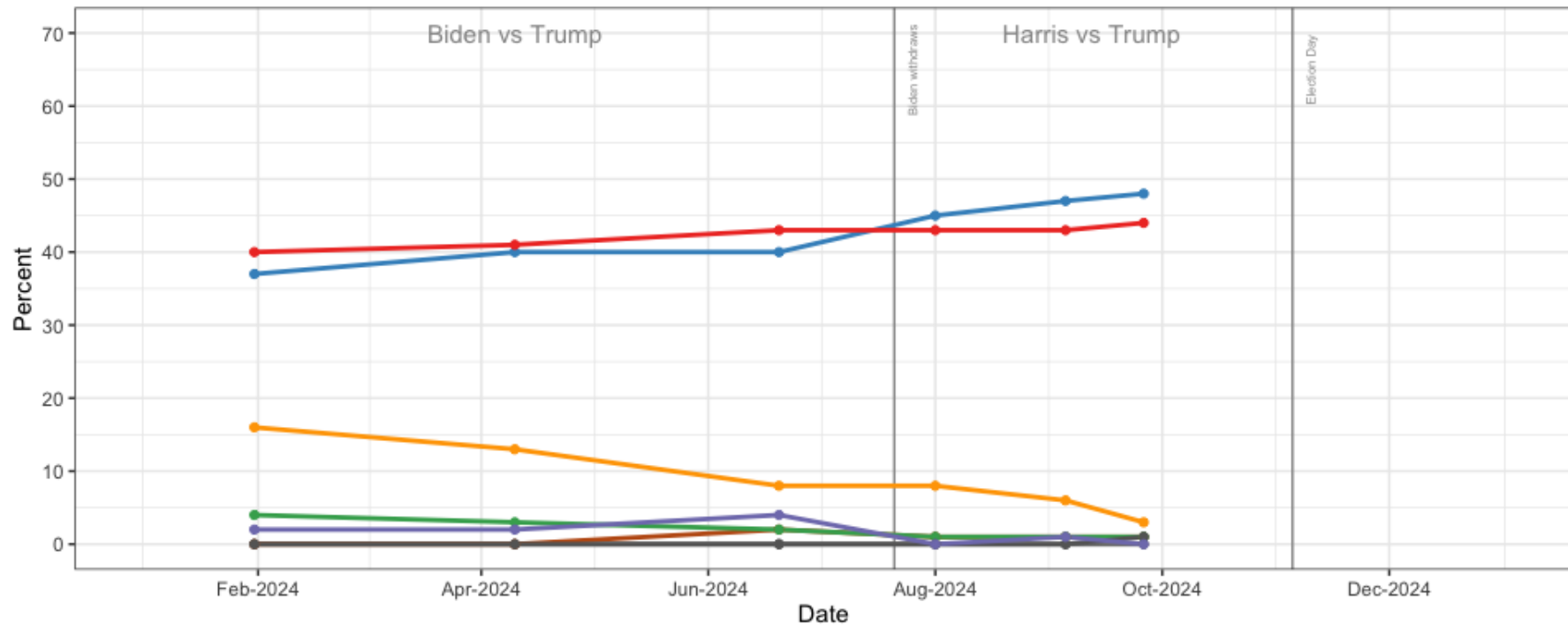
Trump vote by party identification

Among Wisconsin registered voters



Multi-candidate vote trend, Wisconsin

Among Wisconsin registered voters



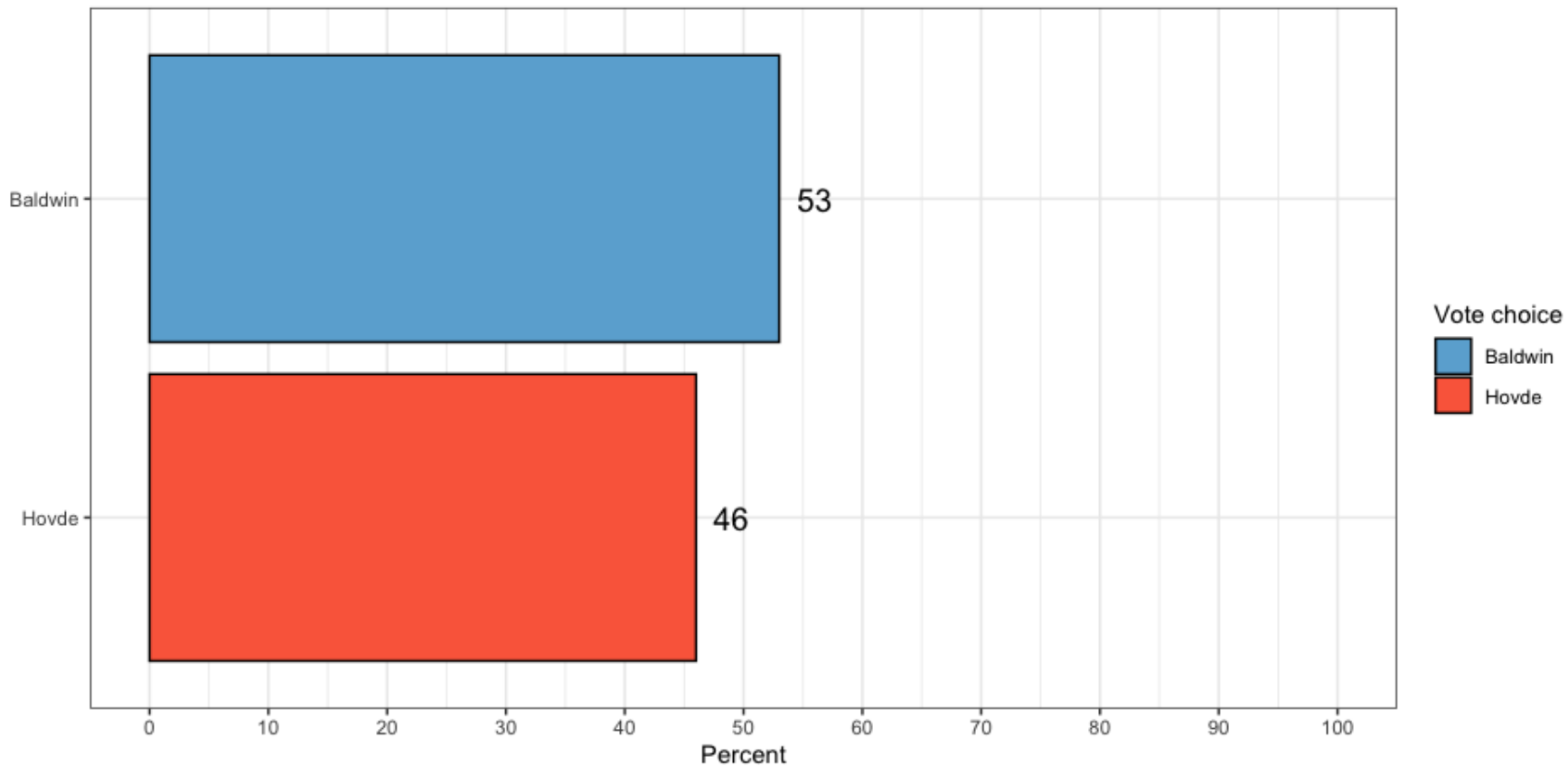
Vote choice

- Biden/Harris
- Trump
- Kennedy
- Oliver
- Terry
- De la Cruz
- Stein
- West

U.S. Senate race

Baldwin vs Hovde

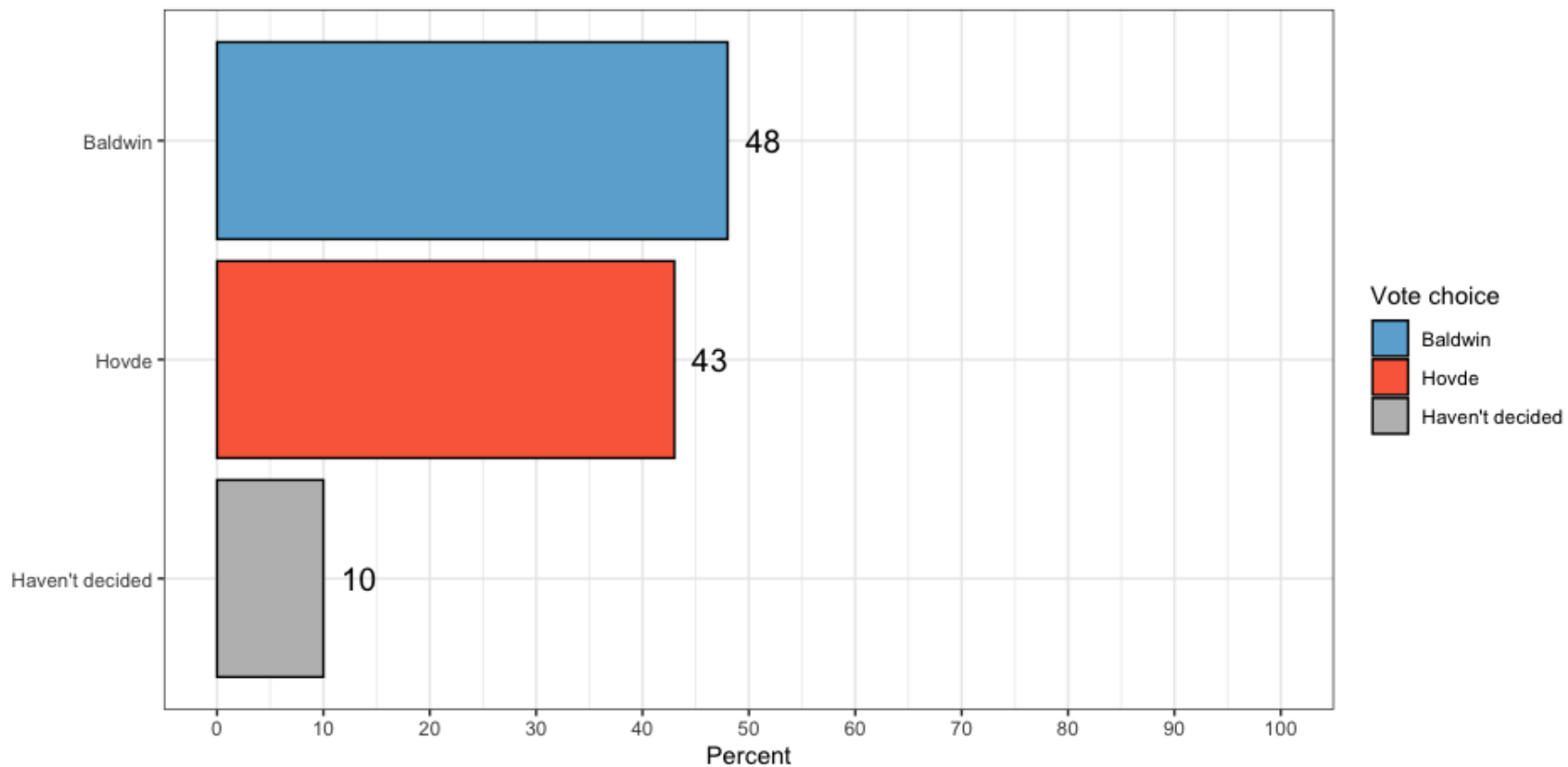
Among registered and likely voters



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Baldwin vs Hovde, with undecided

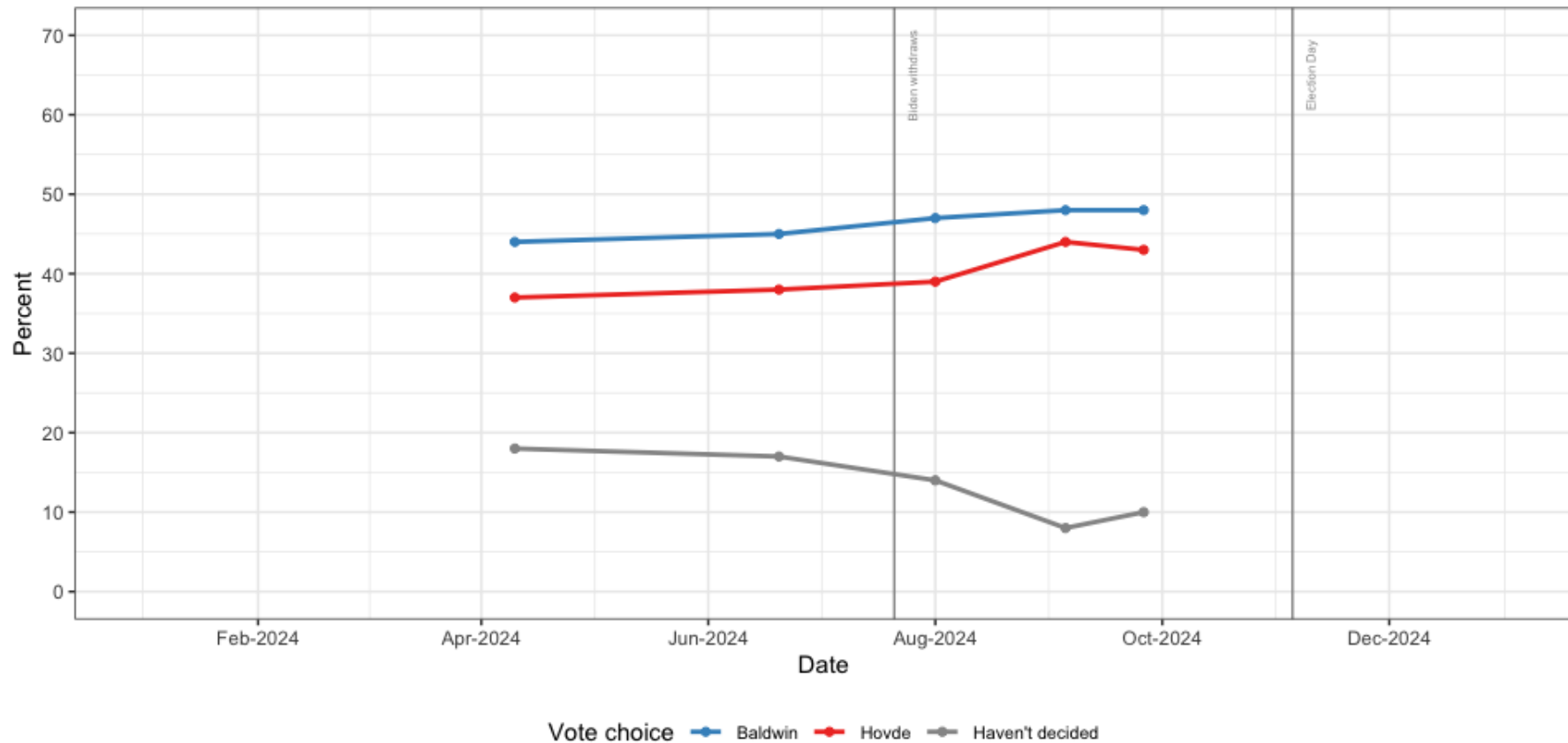
Among registered voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

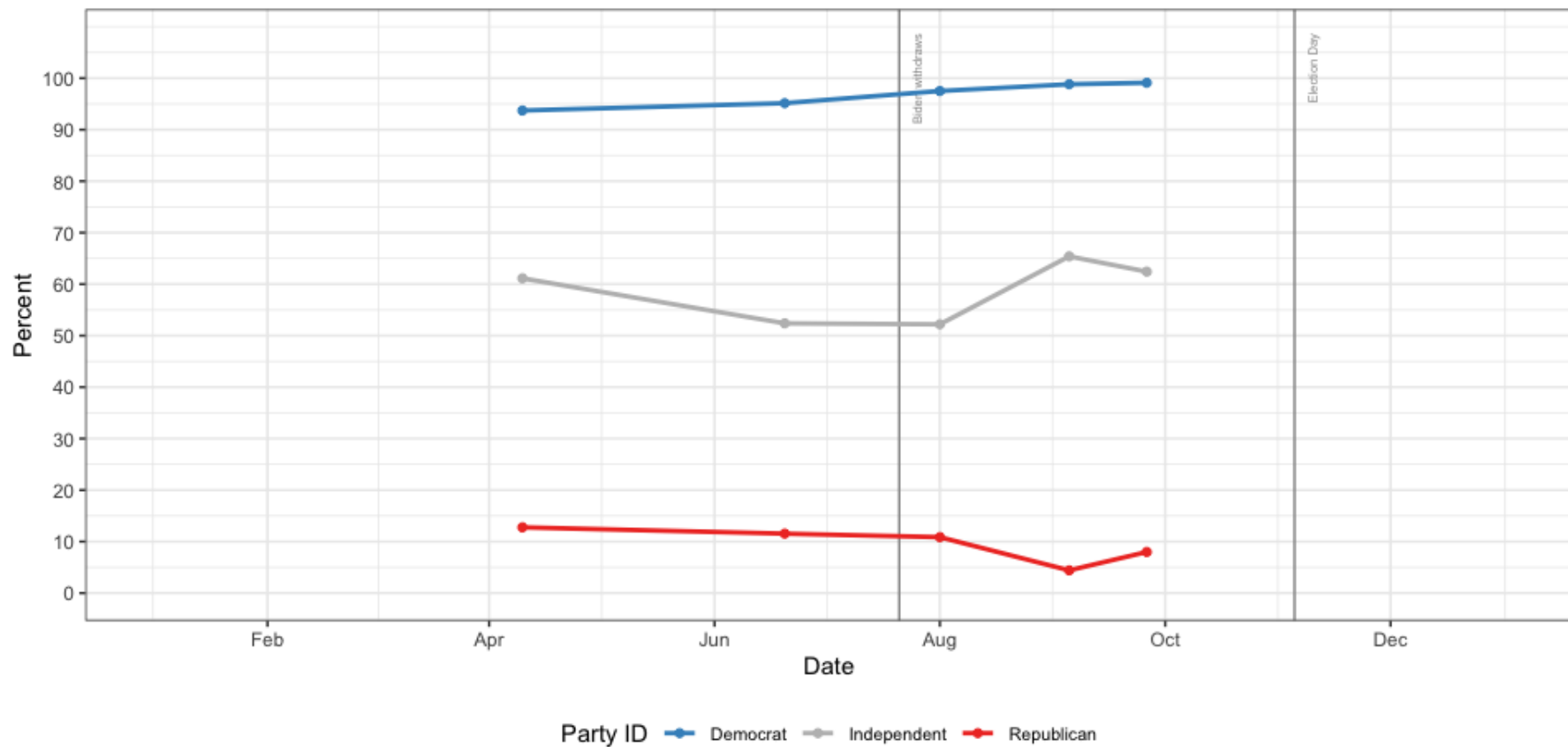
Senate vote trend with undecided, Wisconsin

Among Wisconsin registered voters



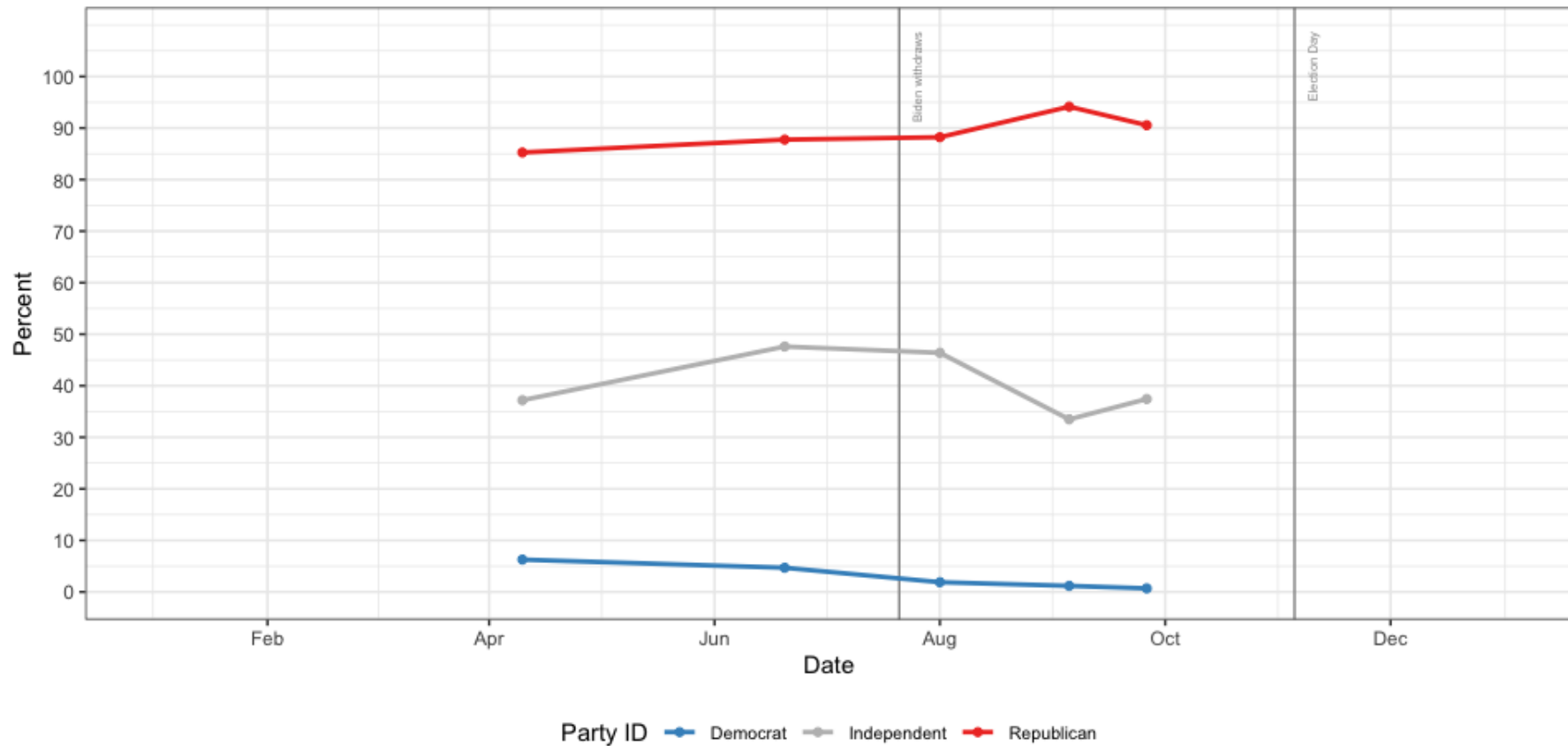
Baldwin vote by party identification

Among Wisconsin registered voters



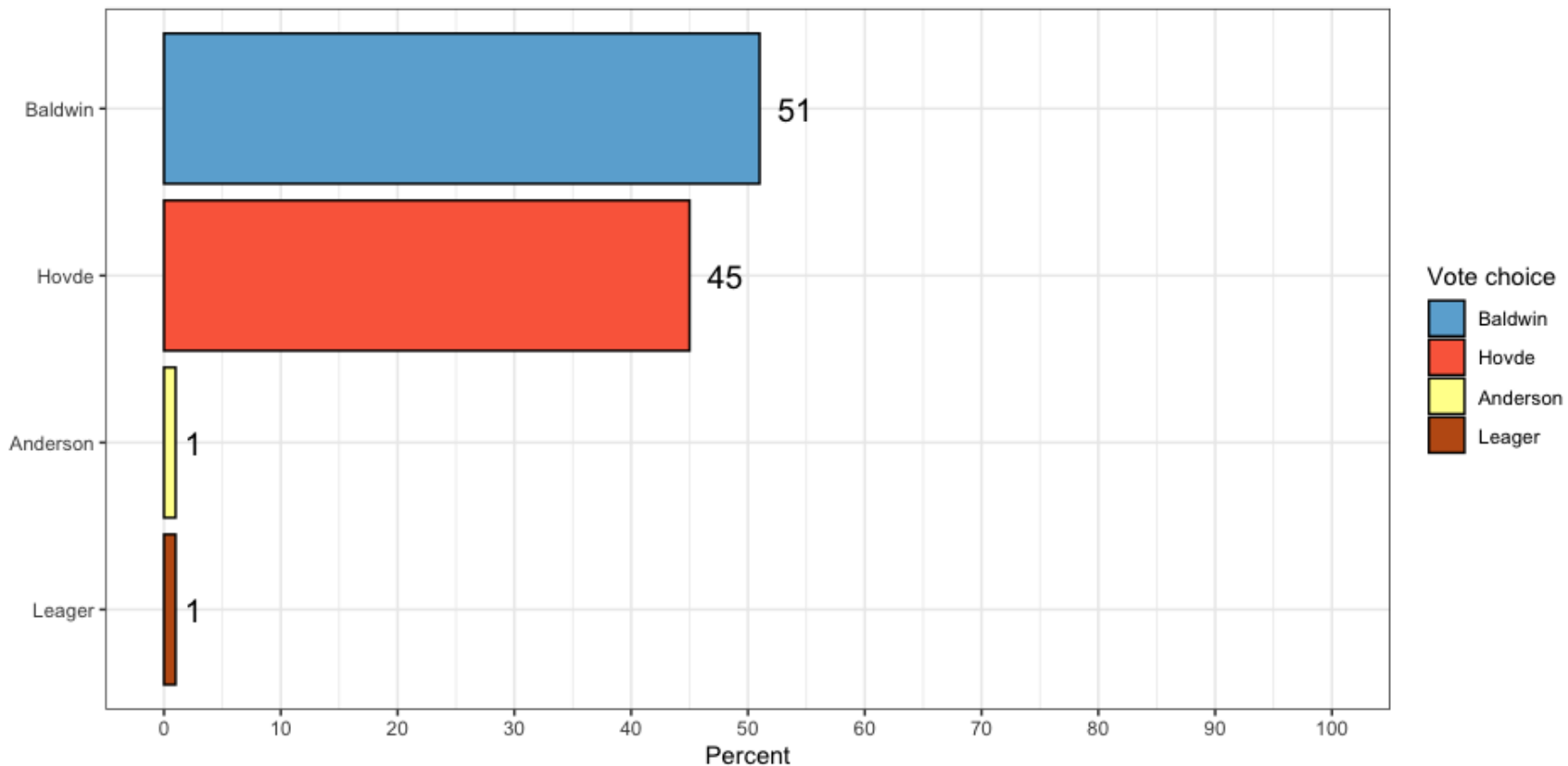
Hovde vote by party identification

Among Wisconsin registered voters



Multi-candidate Senate race

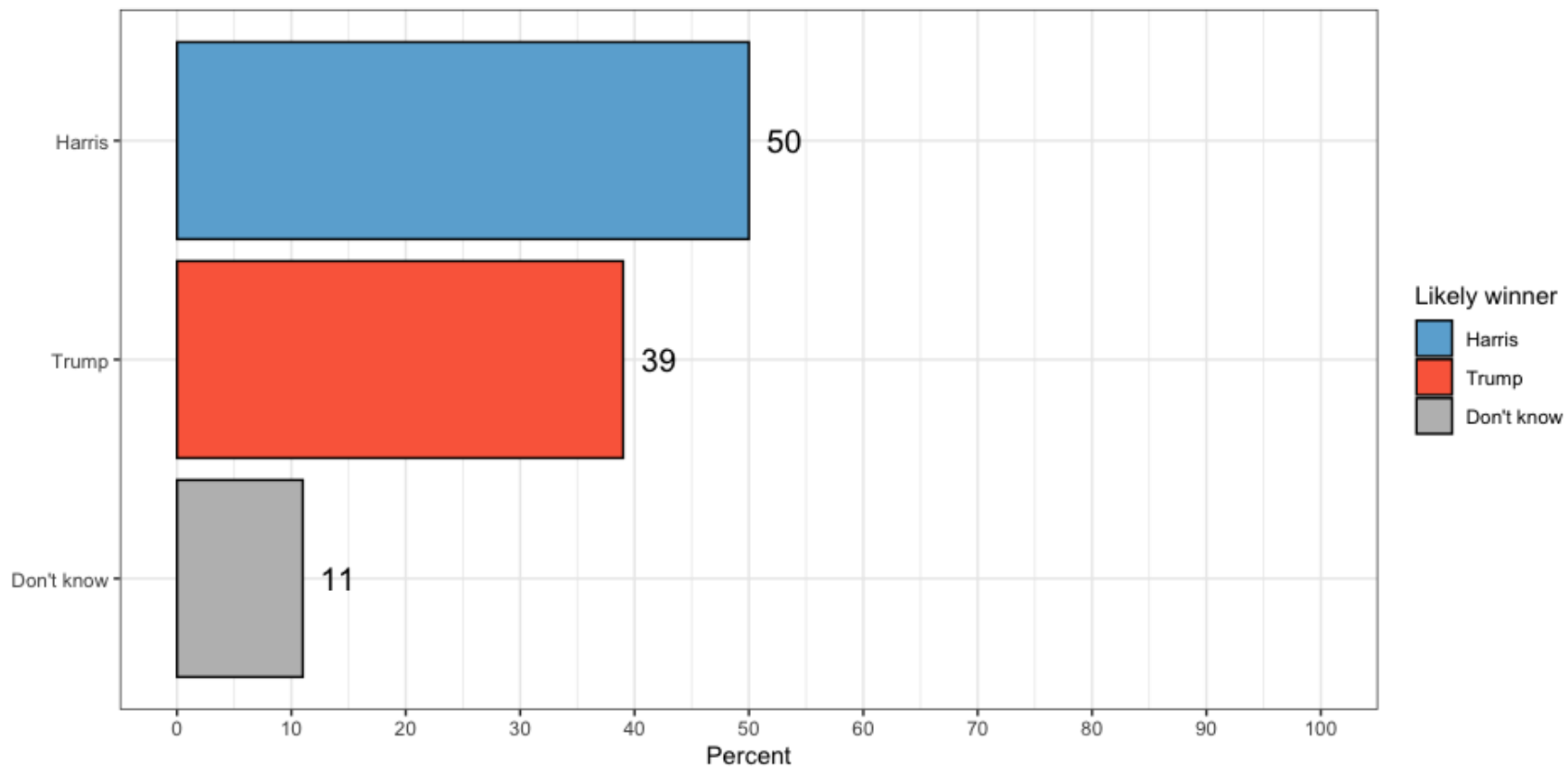
Among registered and likely voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

Who is likely to win, Harris vs Trump

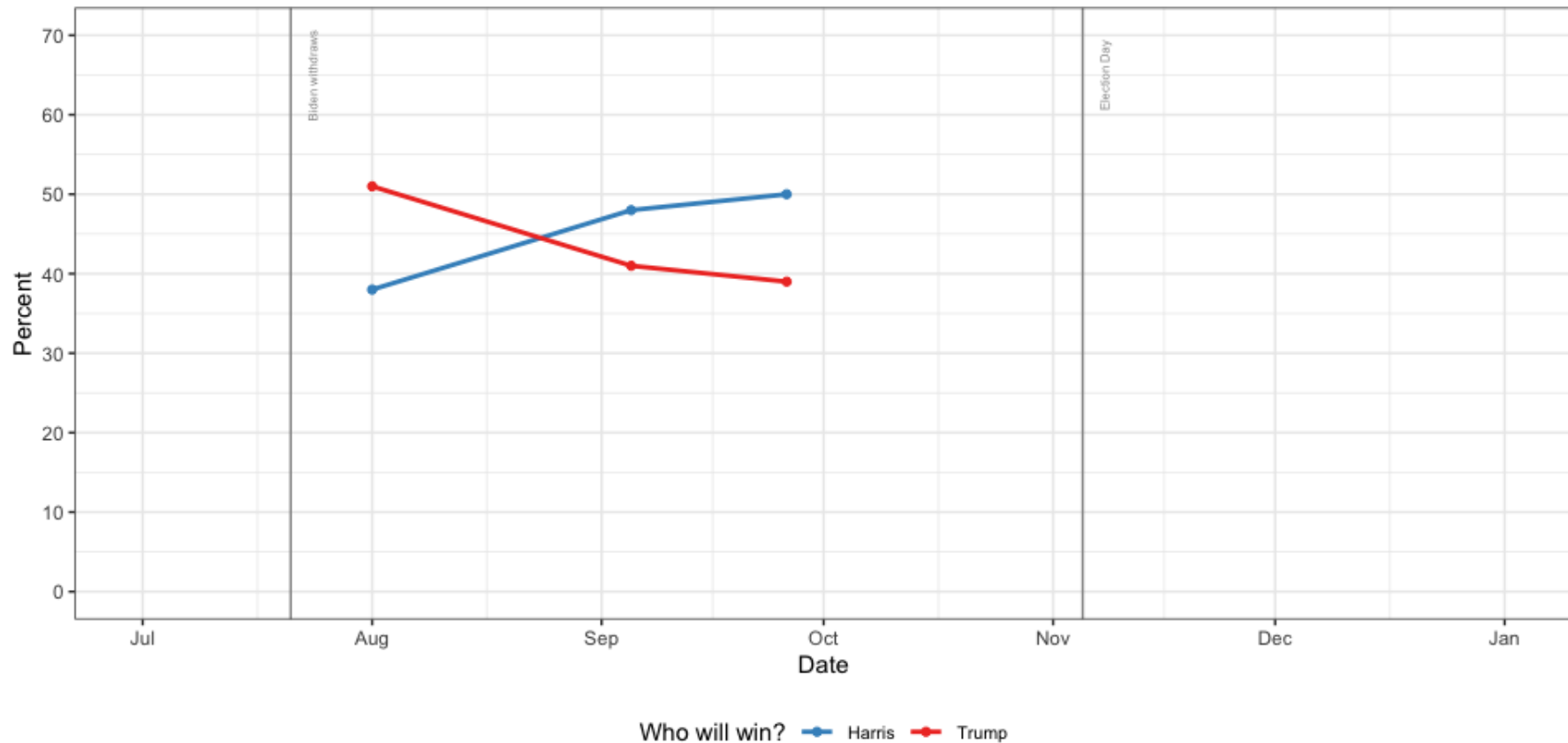
Among registered voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

Who is likely to win presidential election

Among Wisconsin registered voters

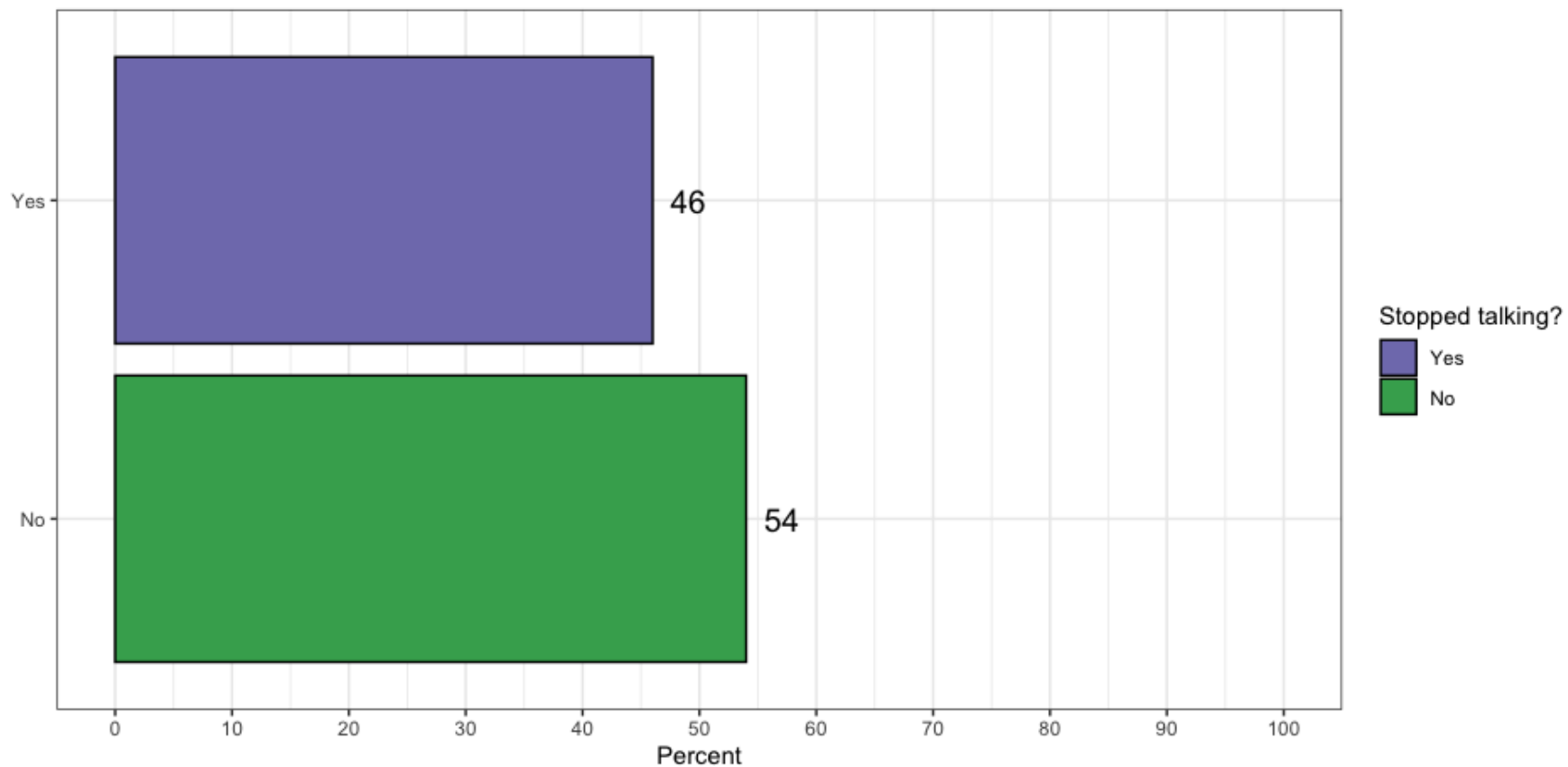


I'm not talking to you

Is there anyone you have stopped talking with about politics due to disagreements over the election for president?

Stopped talking about politics

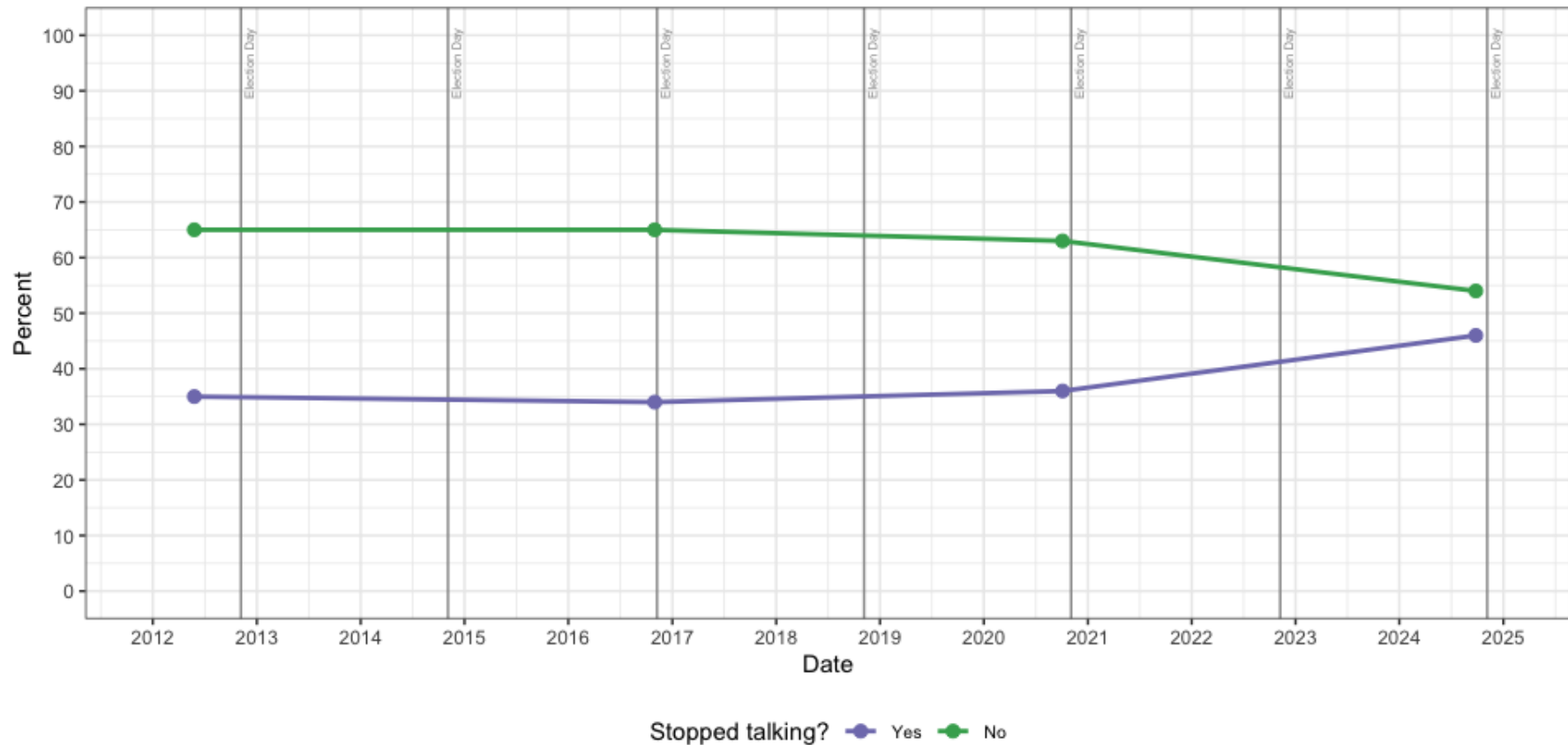
Among registered voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

Stopped talking about politics

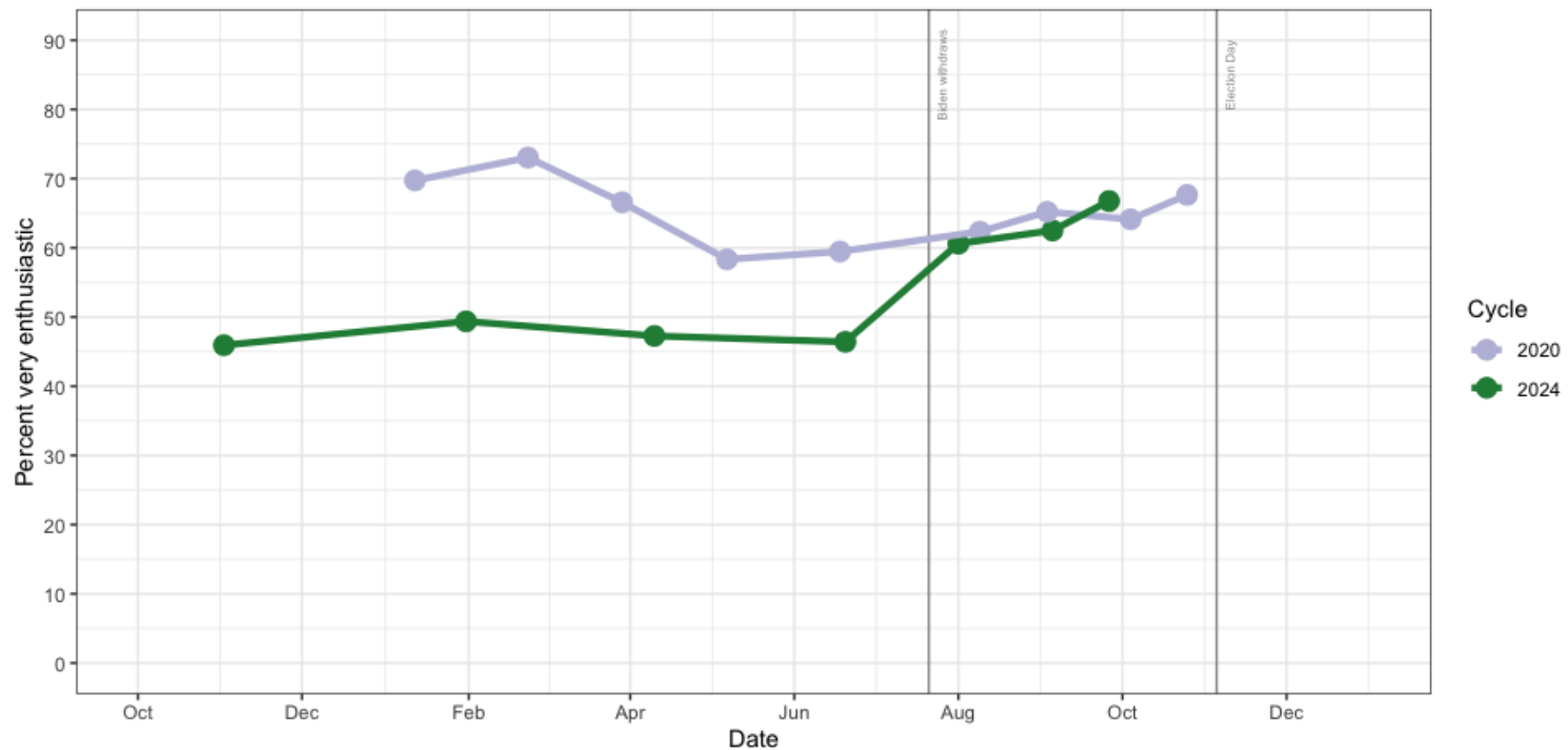
Among Wisconsin registered voters



Enthusiasm!!

Enthusiasm by survey, Wisconsin

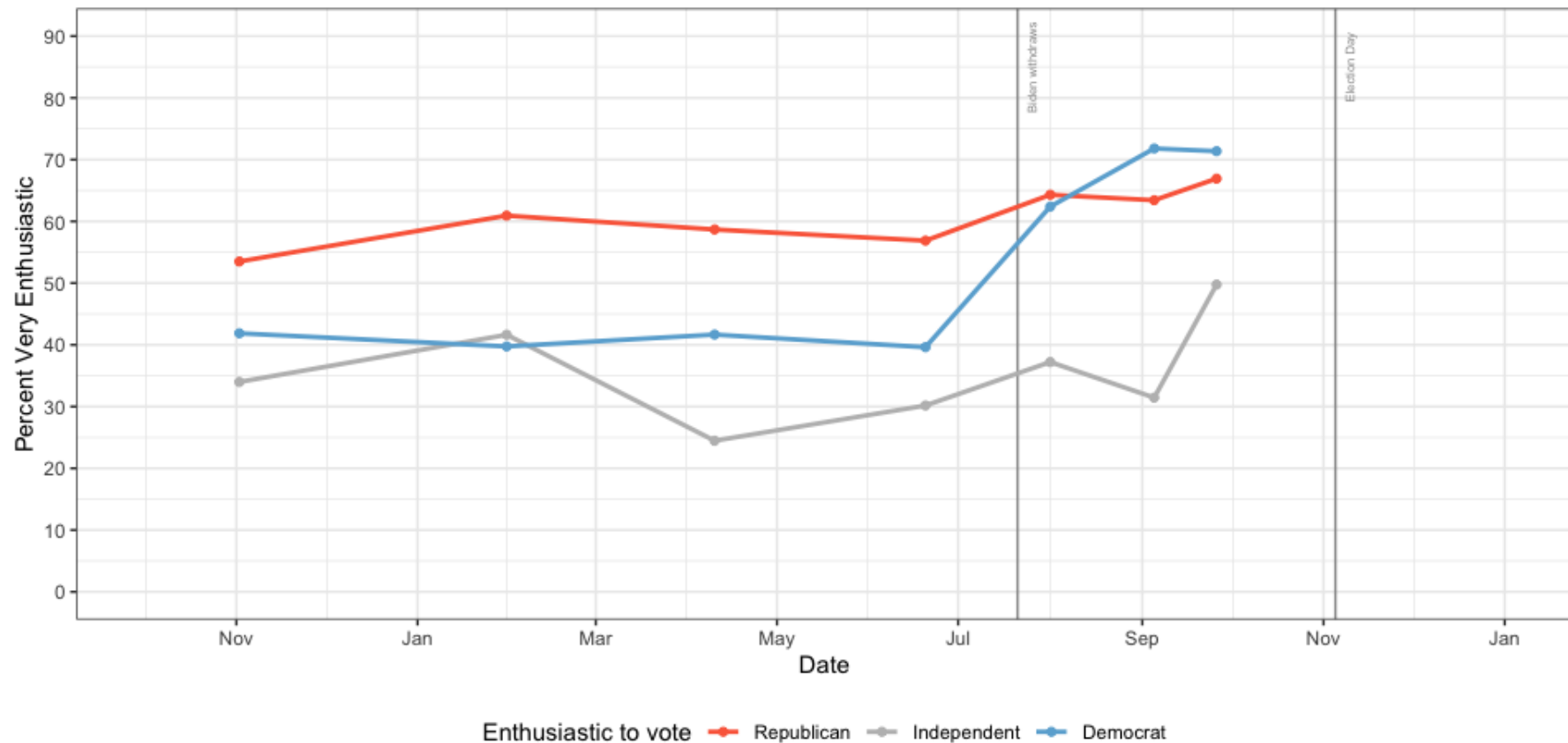
Among Wisconsin registered voters



Marquette Law School Poll, Wisconsin survey, latest: Sept. 18-26, 2024

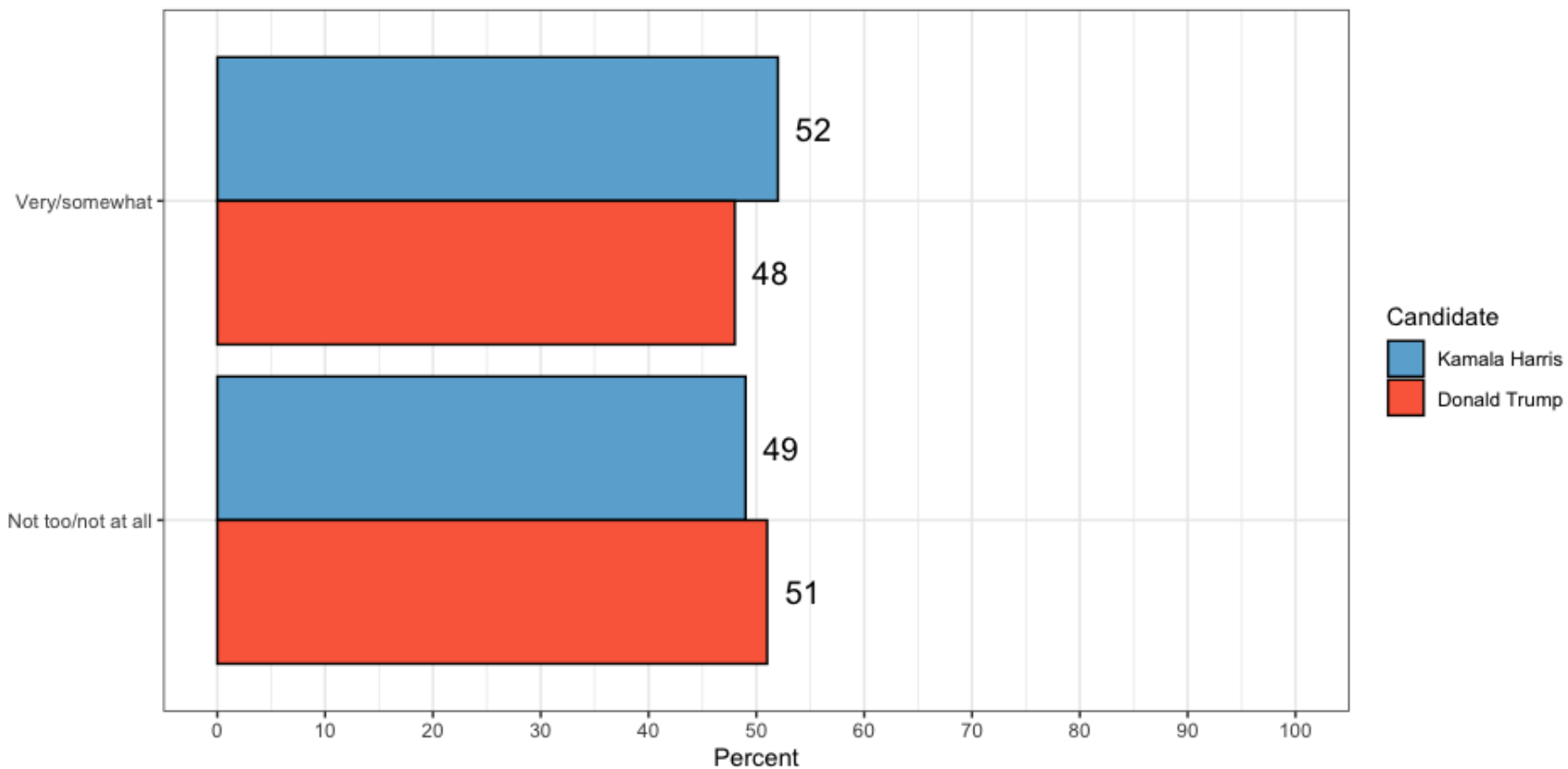
Enthusiasm by party ID, Wisconsin

Among Wisconsin registered voters



Harris vs Trump by enthusiasm

Among registered voters



Marquette Law School Poll, Wisconsin survey, Sept. 18-26, 2024

Favorability of candidates

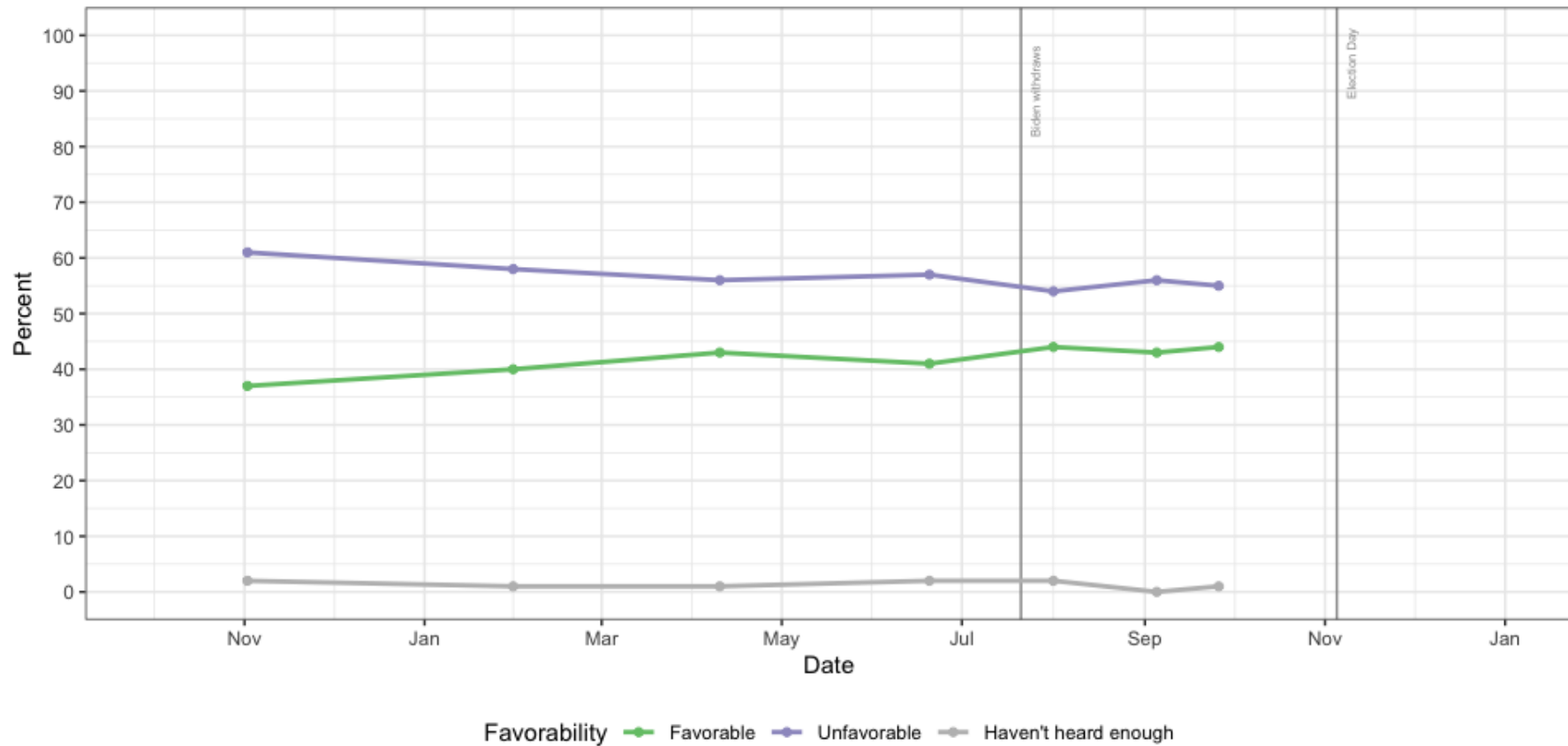
Favorability of all national candidates

Among registered voters

Candidate	Favorability			
	Net fav	Favorable	Unfavorable	Haven't heard enough
Harris	-3	47	50	3
Trump	-11	44	55	1
Vance	-13	38	51	11
Walz	7	45	38	16
Kennedy	-15	36	51	13
De la Cruz	-5	2	7	88
Oliver	-4	2	6	89
Stein	-17	10	27	61
Terry	-3	2	5	90
West	12	6	18	75

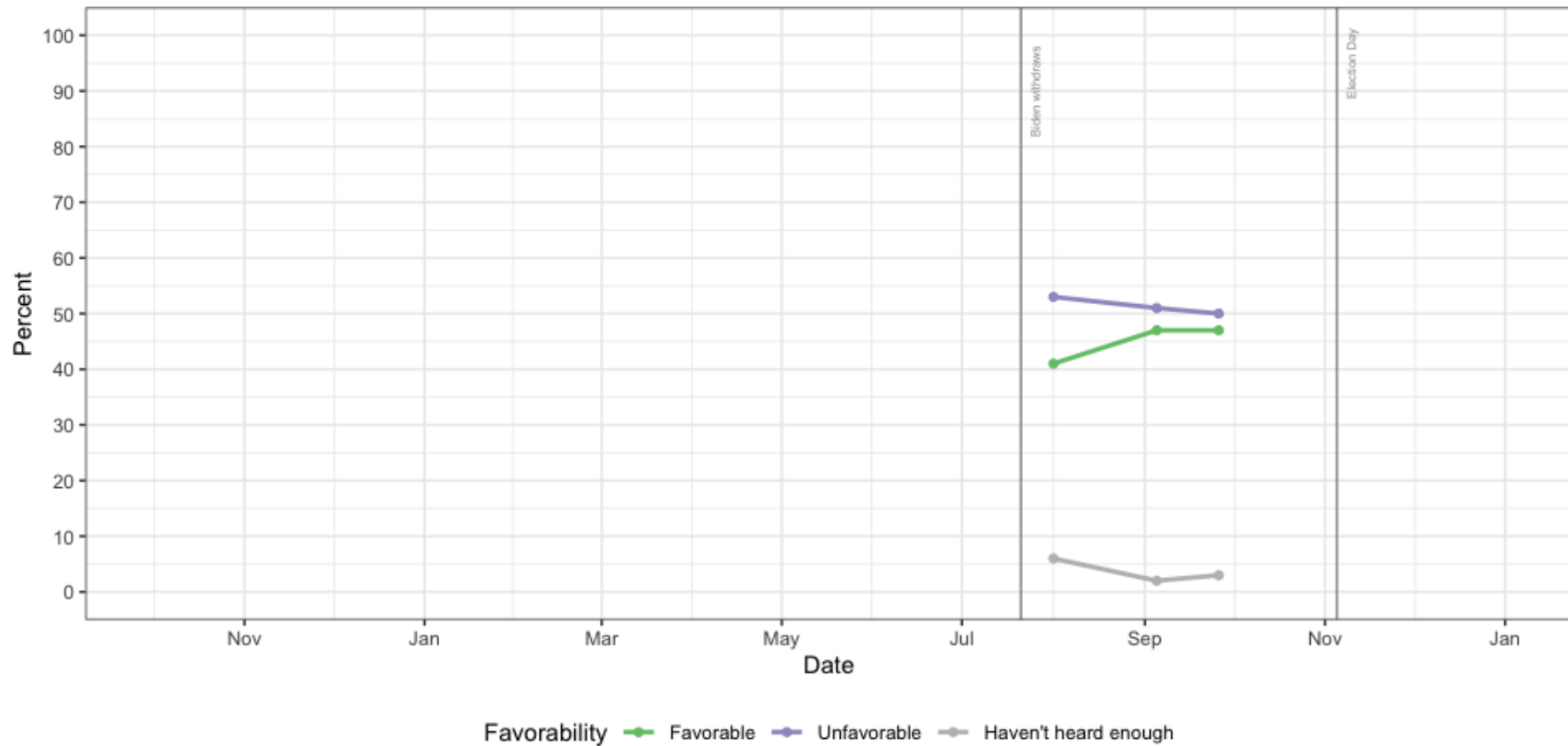
Trump favorability trend

Among Wisconsin registered voters



Harris favorability trend, Wisconsin

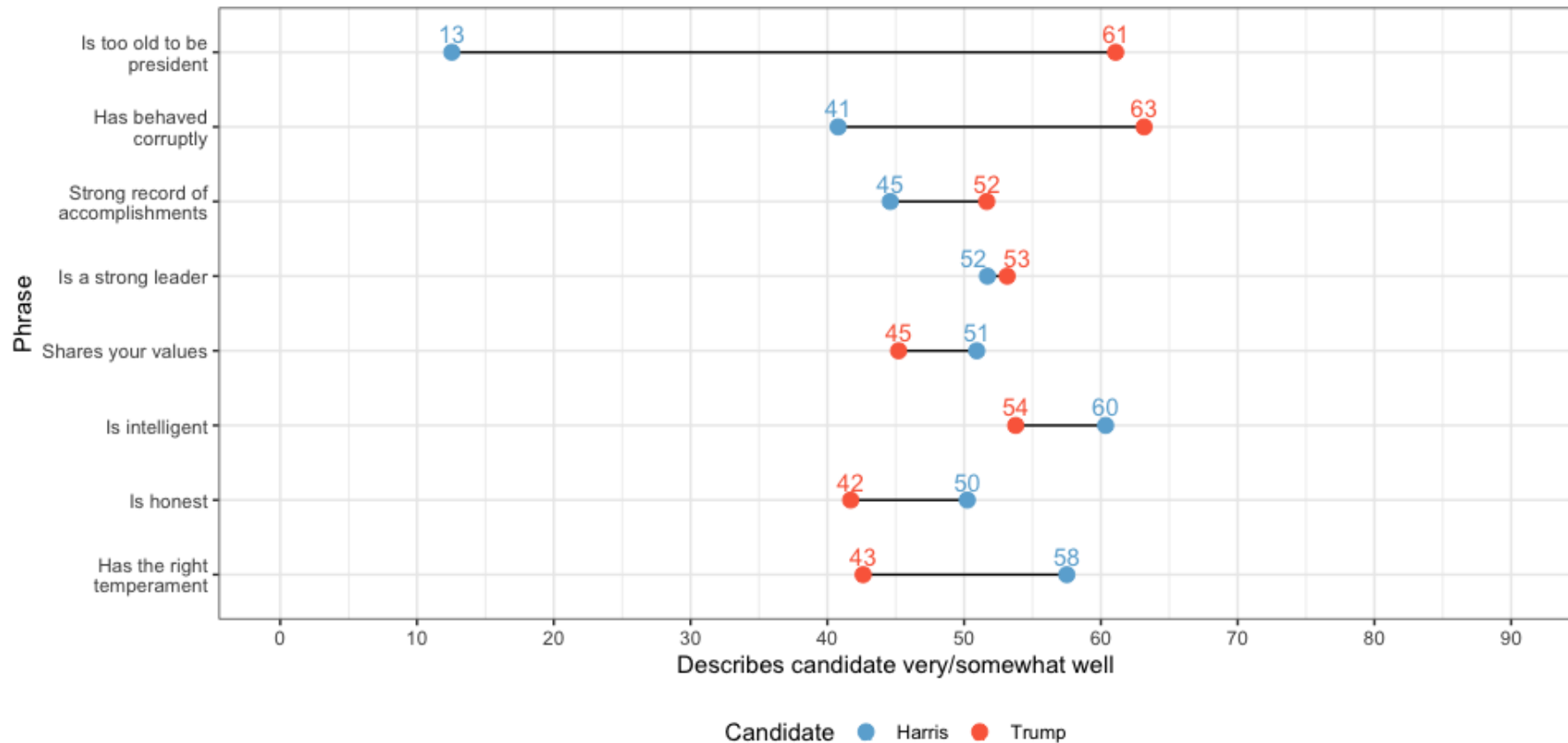
Among Wisconsin registered voters



Candidate images

How well does phrase describe candidate, Wisconsin

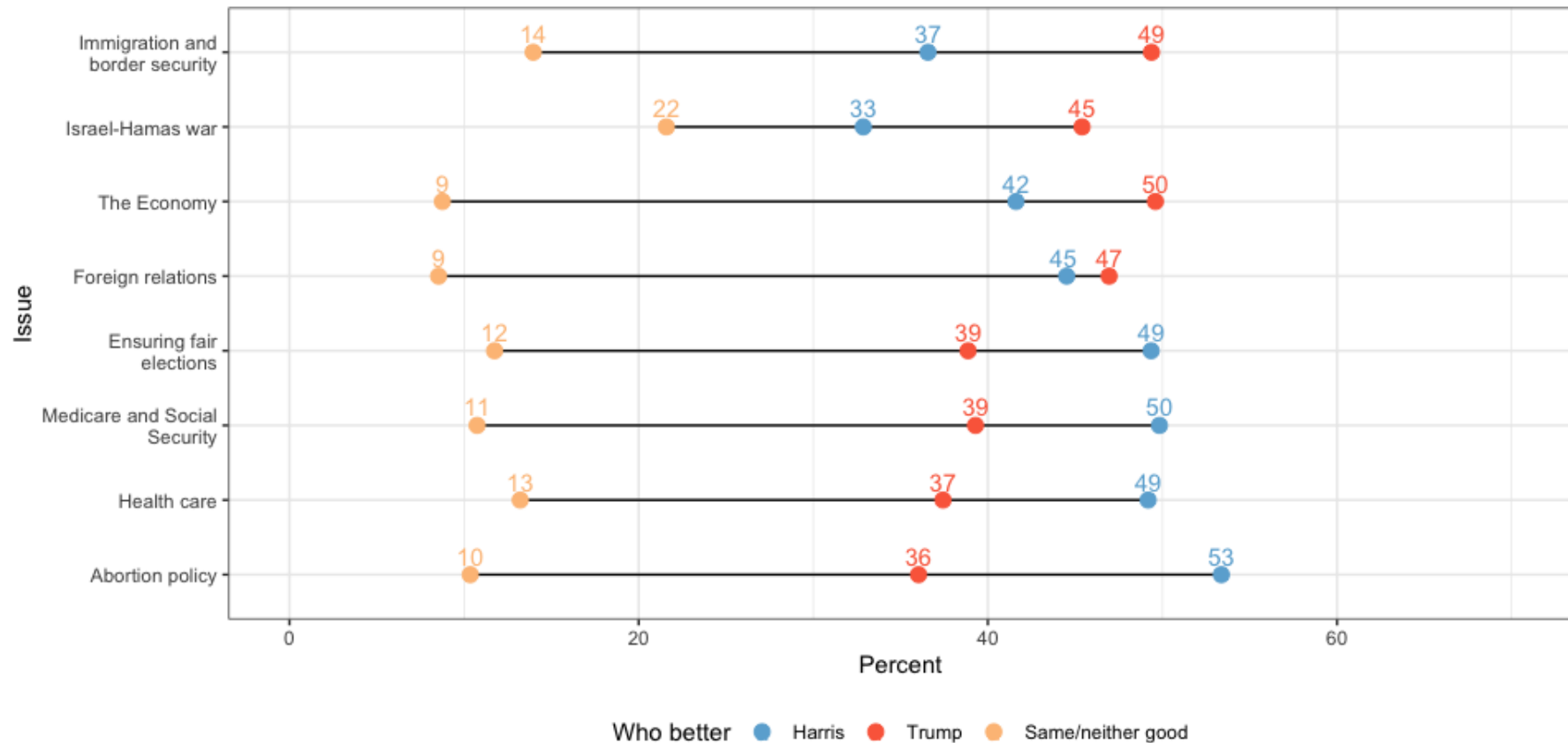
Among Wisconsin registered voters



National issues

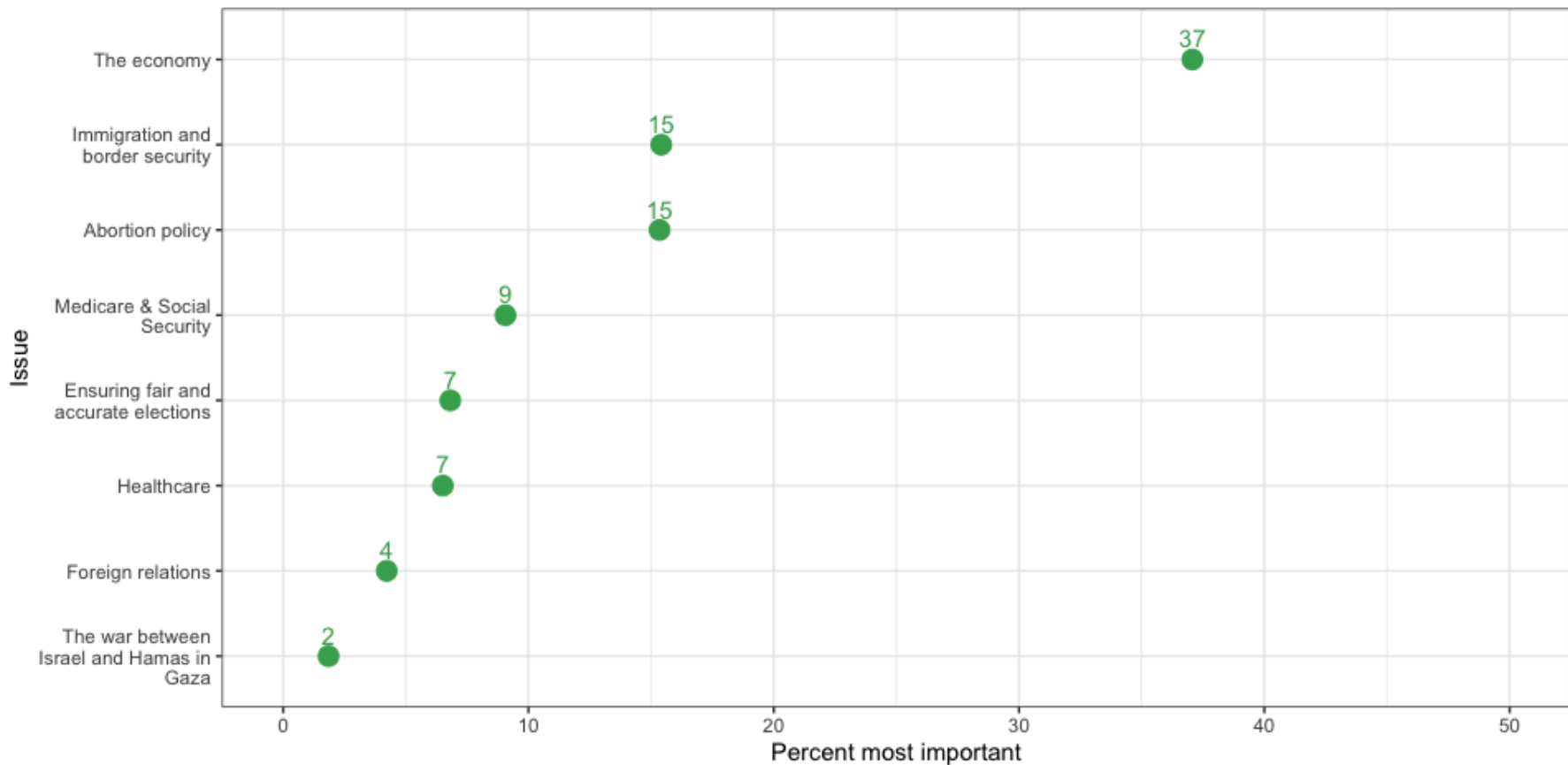
Which candidate would do a better job on issues, Wisconsin

Among Wisconsin registered voters



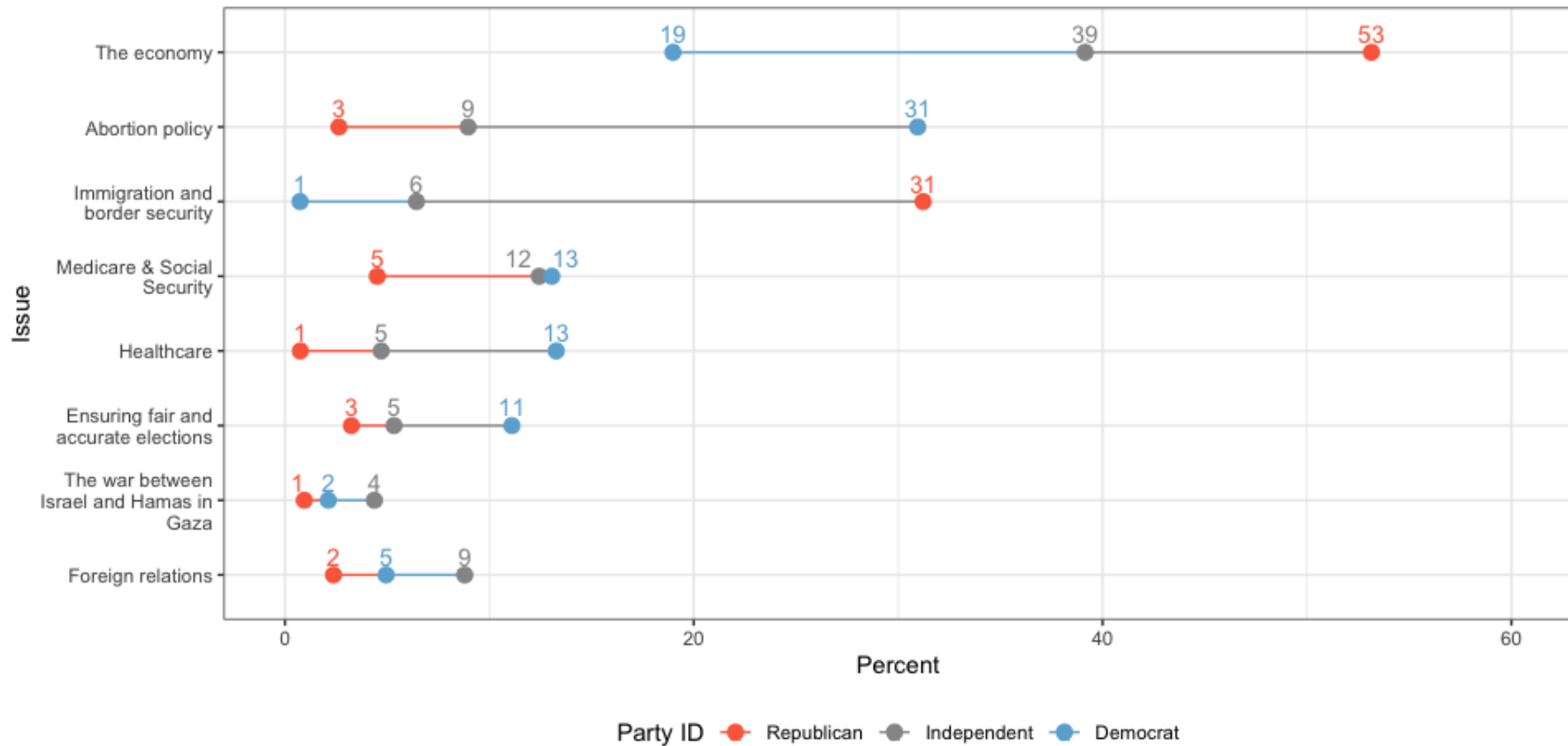
Most important issue, Wisconsin

Among Wisconsin registered voters



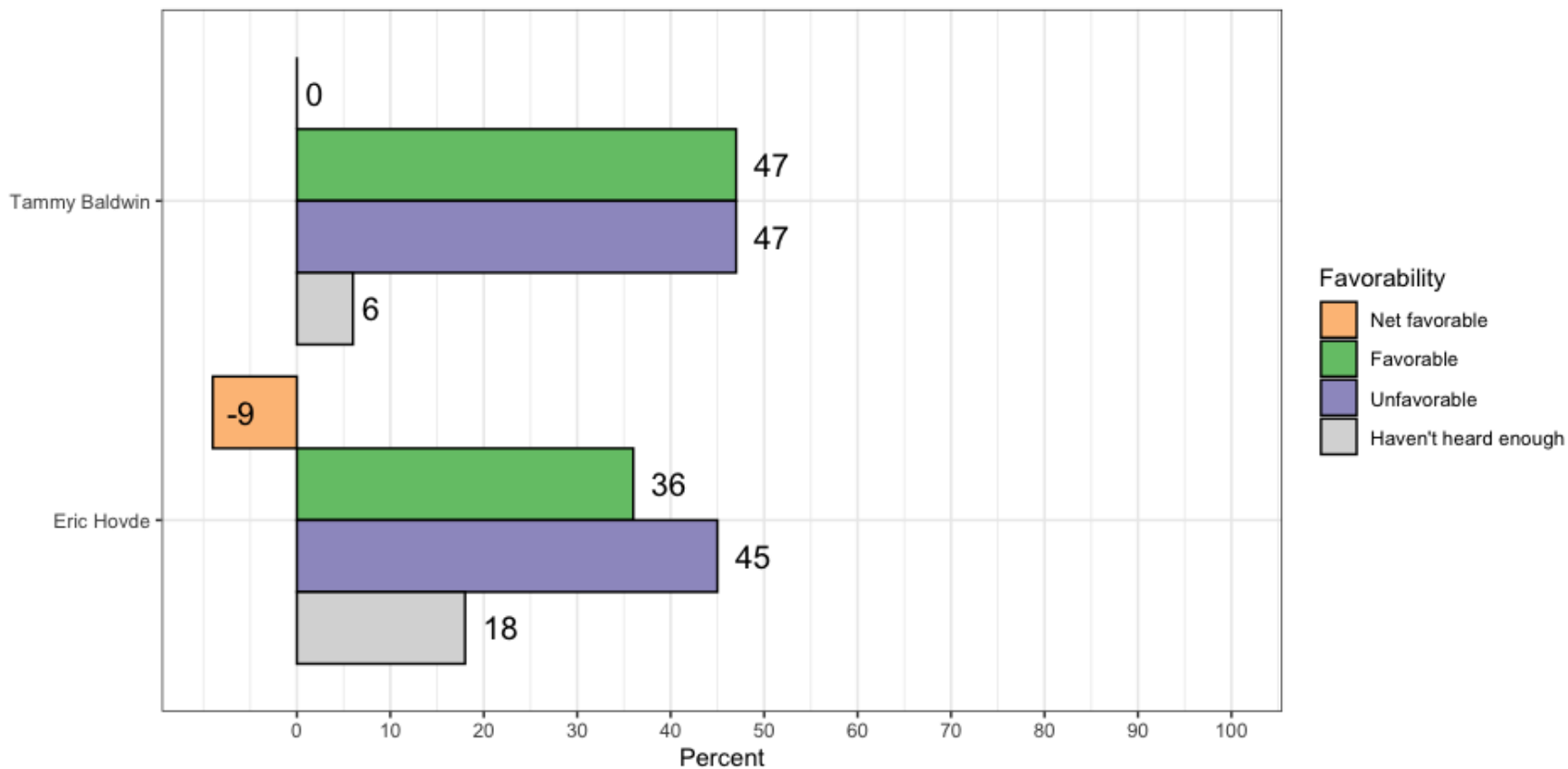
Most important issue by party ID, Wisconsin

Among Wisconsin registered voters



Senate candidate favorability

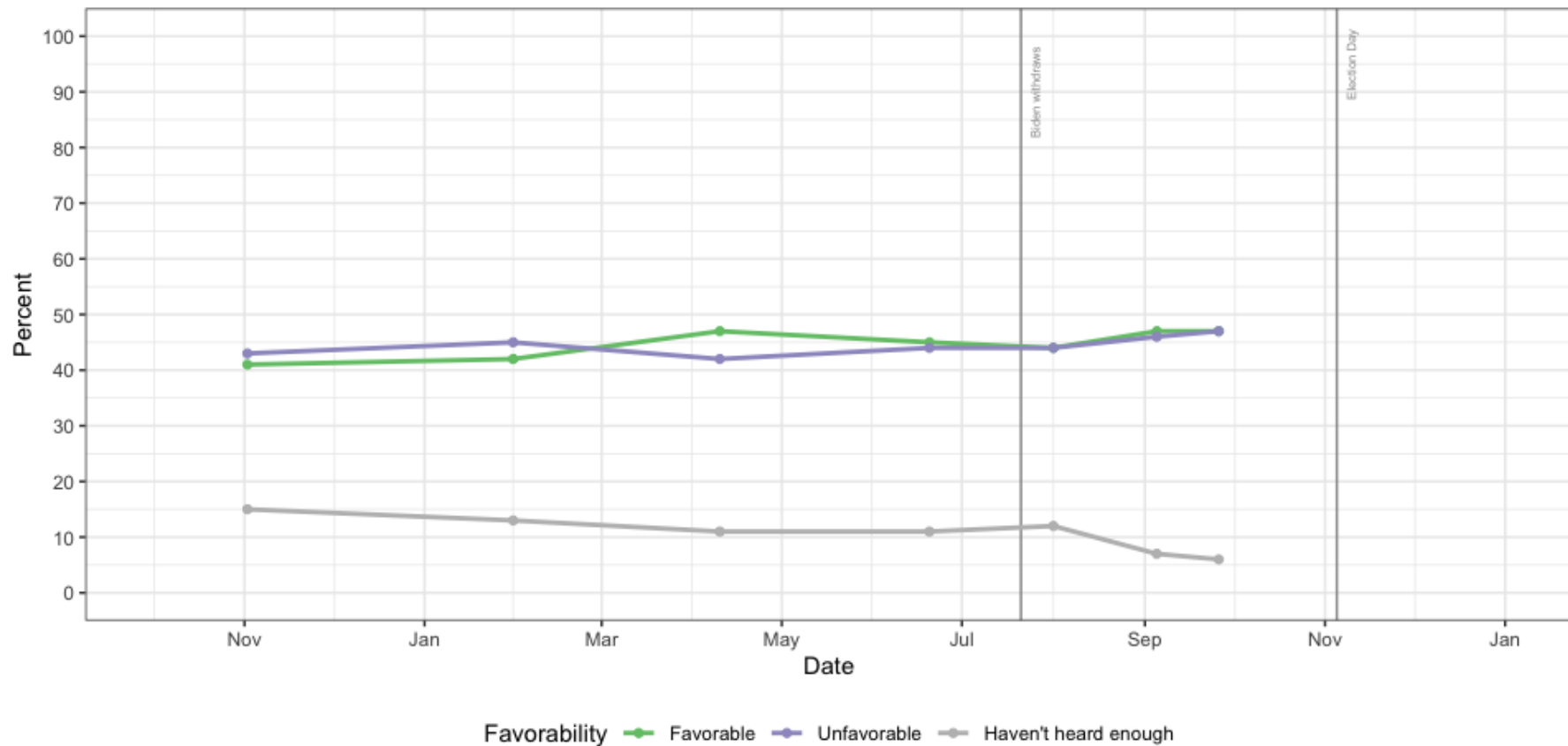
Among registered voters



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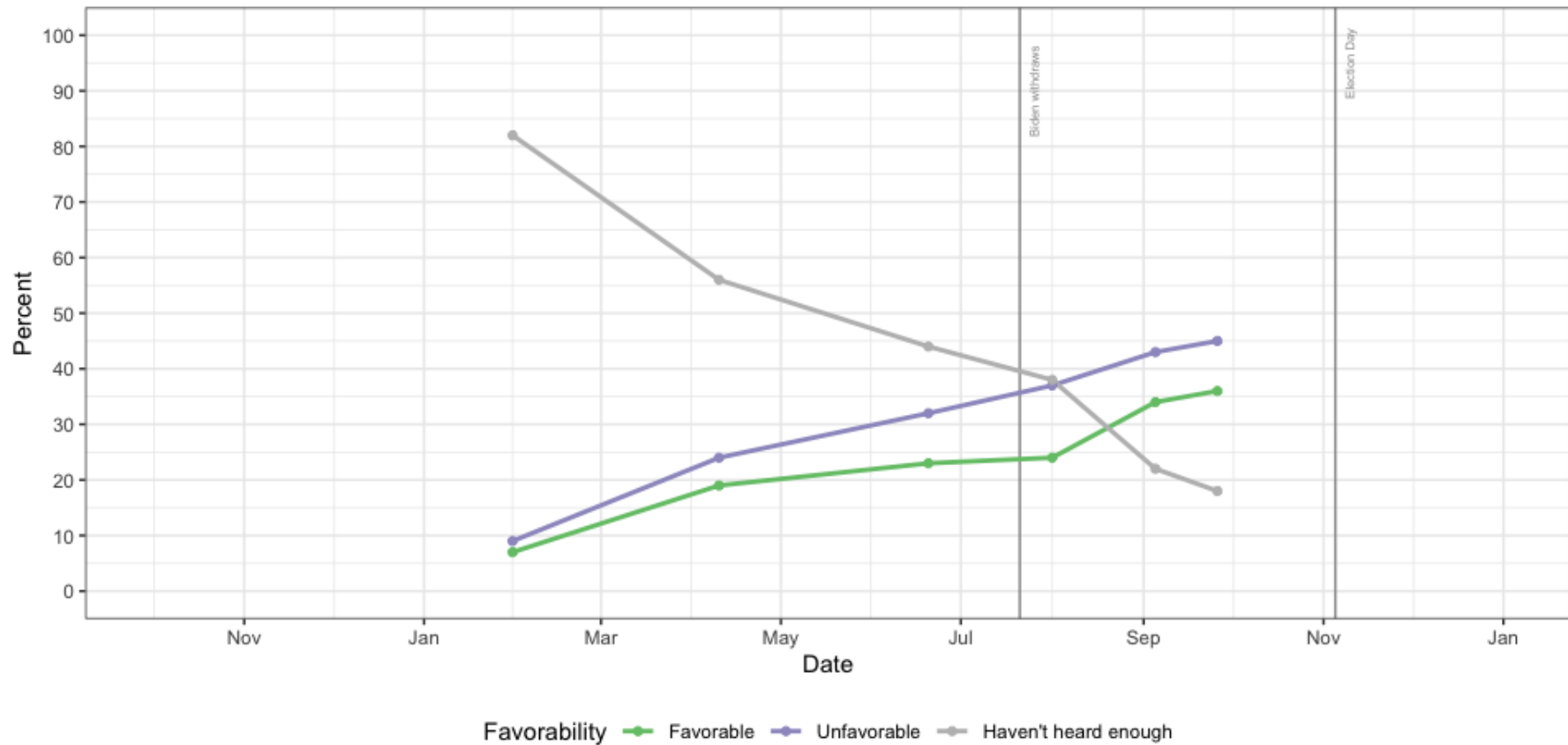
Baldwin favorability trend

Among Wisconsin registered voters



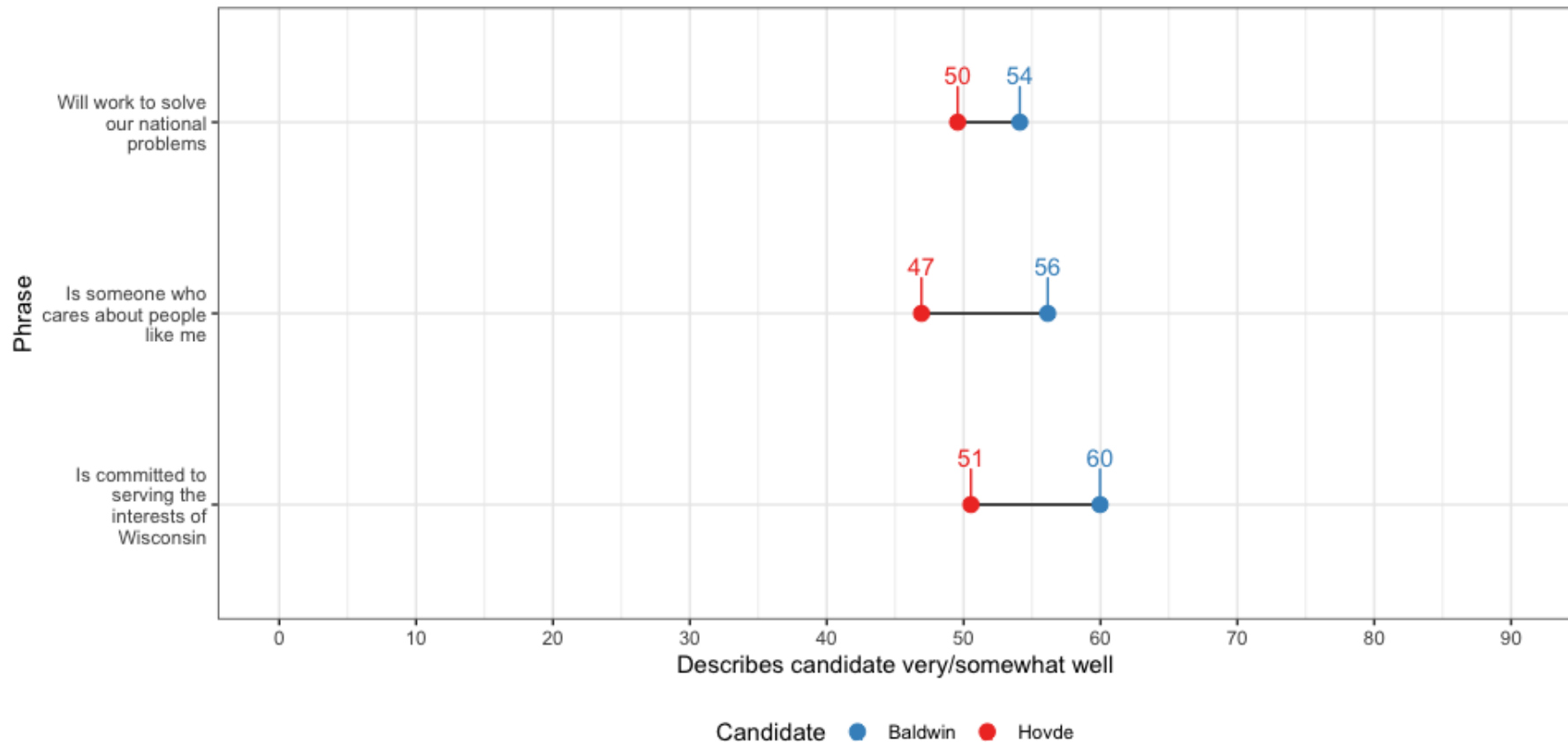
Hovde favorability trend

Among Wisconsin registered voters



How well does phrase describe Baldwin and Hovde, Wisconsin

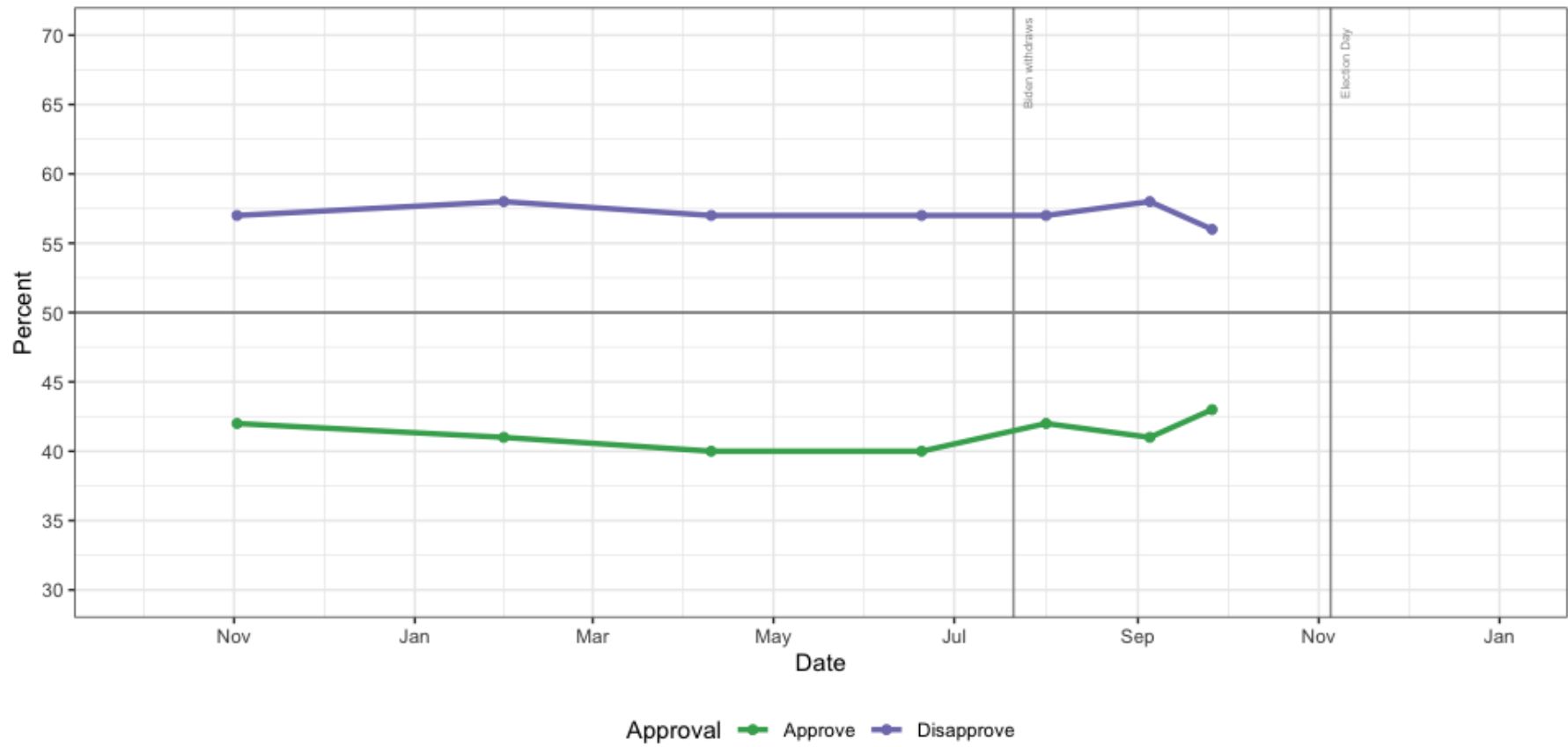
Among Wisconsin registered voters



Approval

Biden approval trend

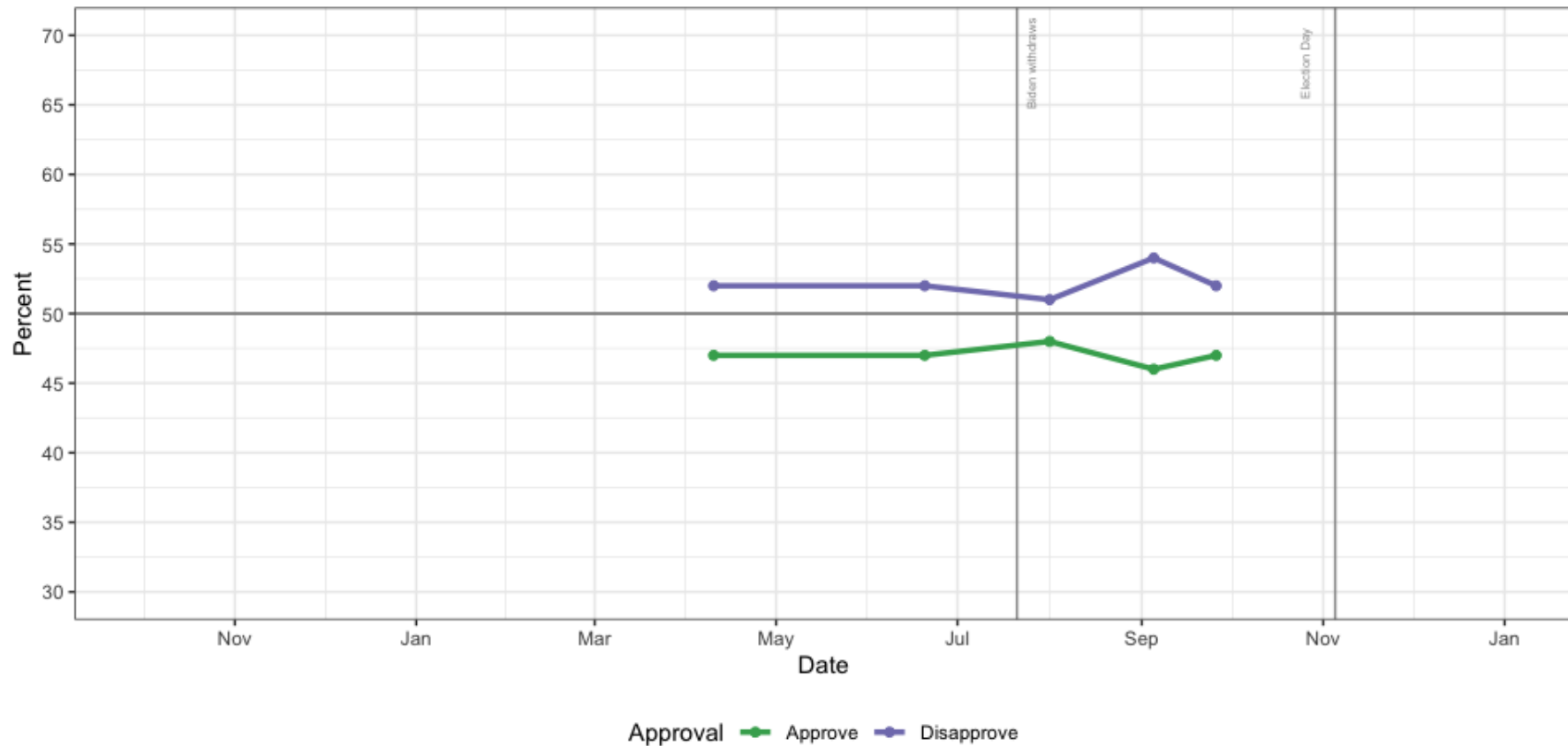
Among Wisconsin registered voters



Data: Marquette Law School Poll, Wisconsin surveys, latest: Sept. 18-26, 2024

Trump retrospective approval trend

Among Wisconsin registered voters

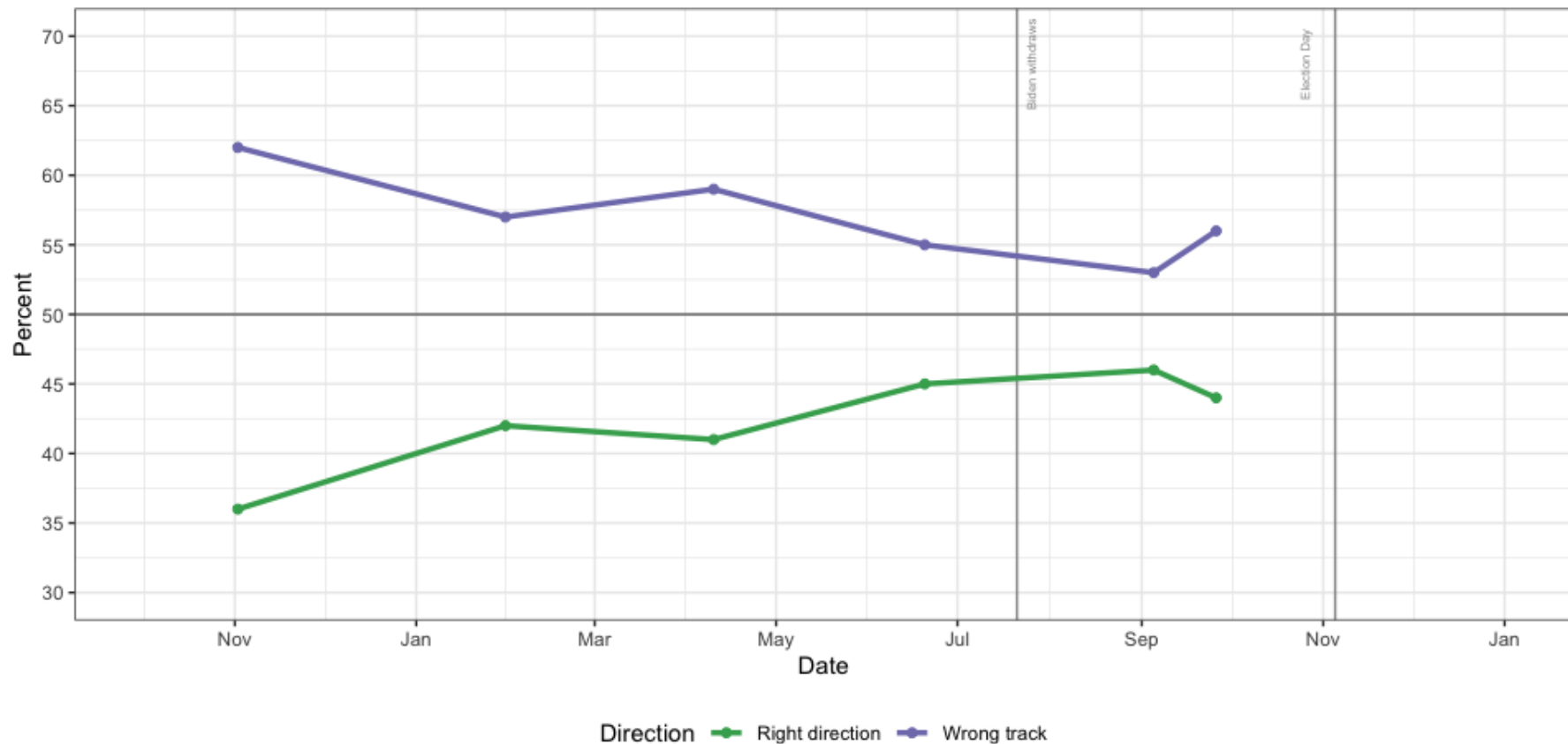


Data: Marquette Law School Poll, Wisconsin surveys, latest: Sept. 18-26, 2024

Direction of state, and family finances

Right direction or wrong track trend

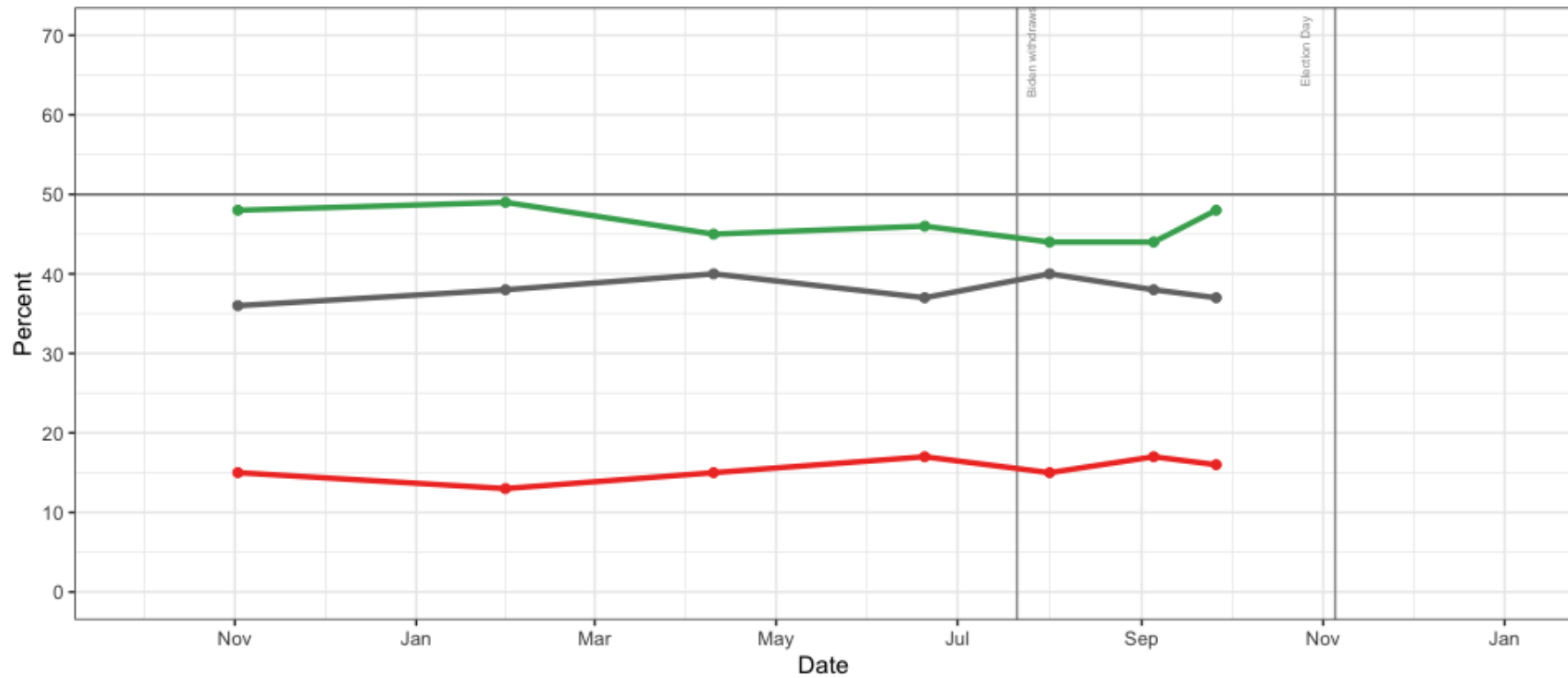
Among Wisconsin registered voters



Data: Marquette Law School Poll, Wisconsin surveys, latest: Sept. 18-26, 2024

Family financial situation trend

Among Wisconsin registered voters



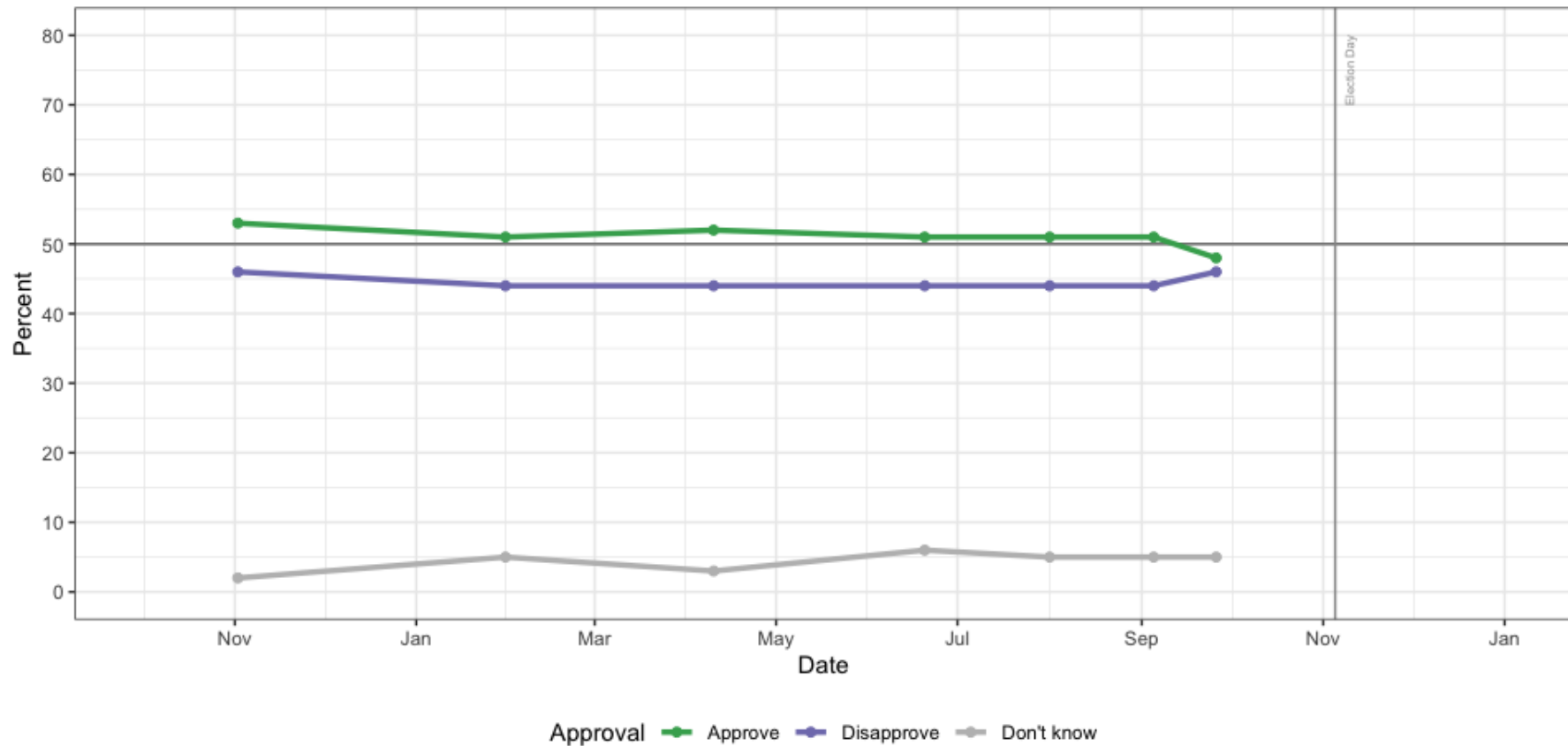
Financial situation ● Living comfortably ● Just getting by ● Struggling

Data: Marquette Law School Poll, Wisconsin surveys, latest: Sept. 18-26, 2024

Job approvals

Evers approval trend

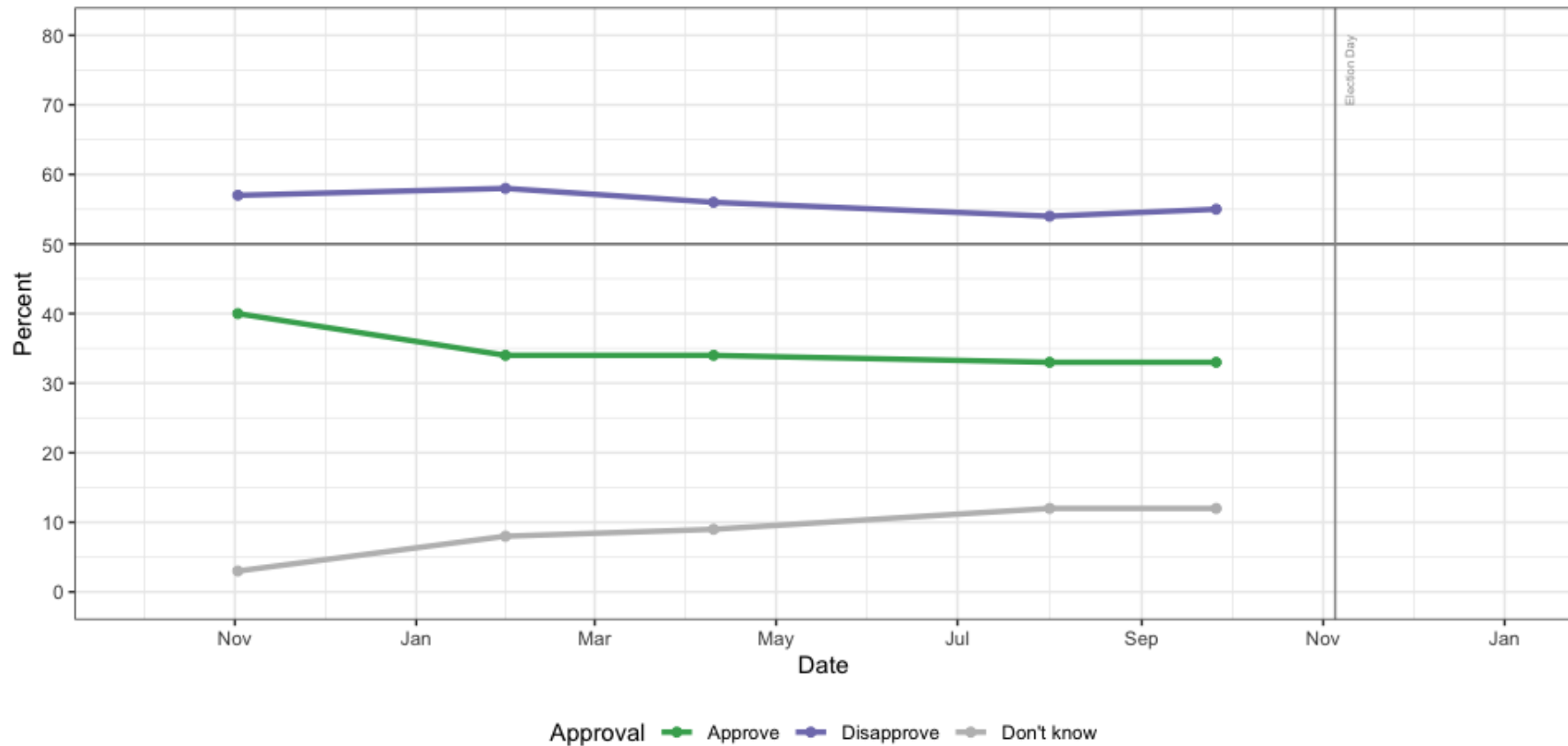
Among Wisconsin registered voters



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Legislature approval trend

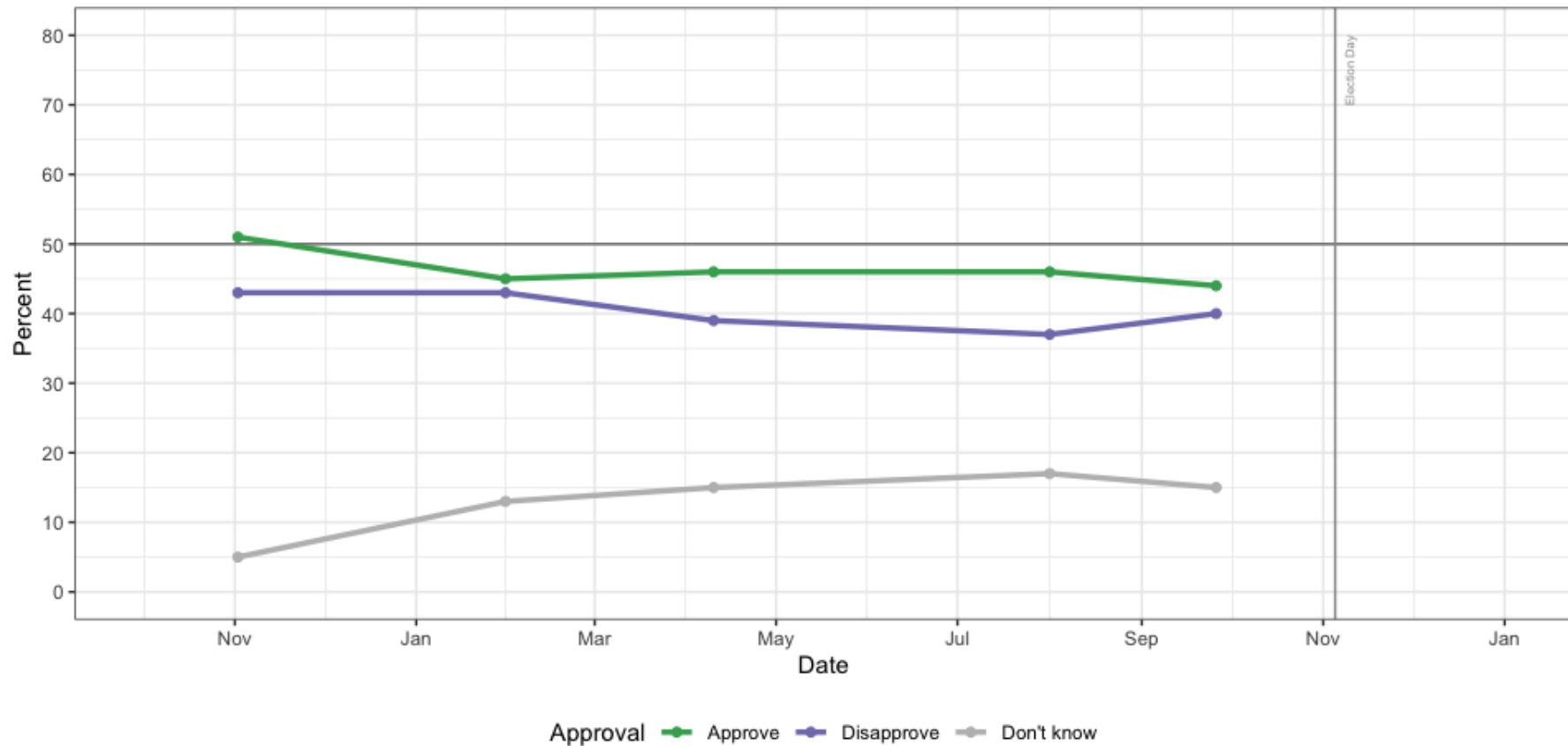
Among Wisconsin registered voters



Data: Marquette Law School Poll, Wisconsin surveys, latest: Sept. 18-26, 2024

State Supreme Court approval trend

Among Wisconsin registered voters



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