

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

Oct. 16-24, 2024



The topics of the day

- Methodology of the poll
- Presidential matchups
- Senate race
- Early voting
- Group differences
- Enthusiasm!!
- Issues, candidate images

The methodology

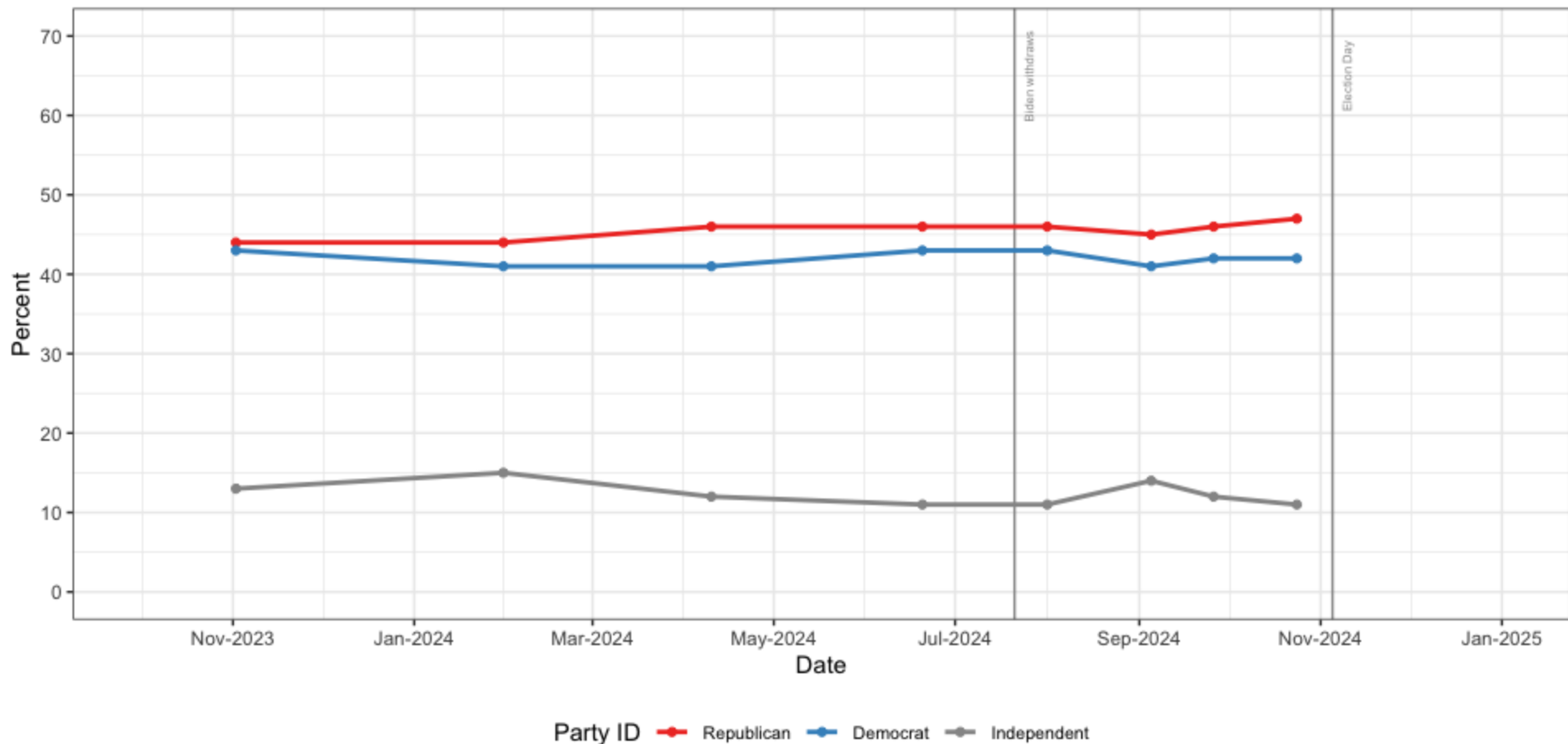
- The survey was conducted Oct. 16-24, 2024, interviewing 834 Wisconsin registered voters, with a margin of error of ± 4.4 percentage points.
- There are 753 likely voters with a margin of error of ± 4.4 percentage points.
- New likely voter model is based on voter list record of voting since 2016, assigning each respondent a probability of voting.

Partisan makeup

- The partisan makeup of the sample is 36% Republican, 31% Democratic and 34% independent.
- Since January 2020, the long-term partisan balance has been 31% Republican and 29% Democratic, with 40% independent.
- With independents who lean to a party counted as partisans the sample is 47% Republican, 42% Democratic and 11% independent. The long term average is 45% Republican and 44% Democratic, with 10% independent.

Party identification trend, Wisconsin

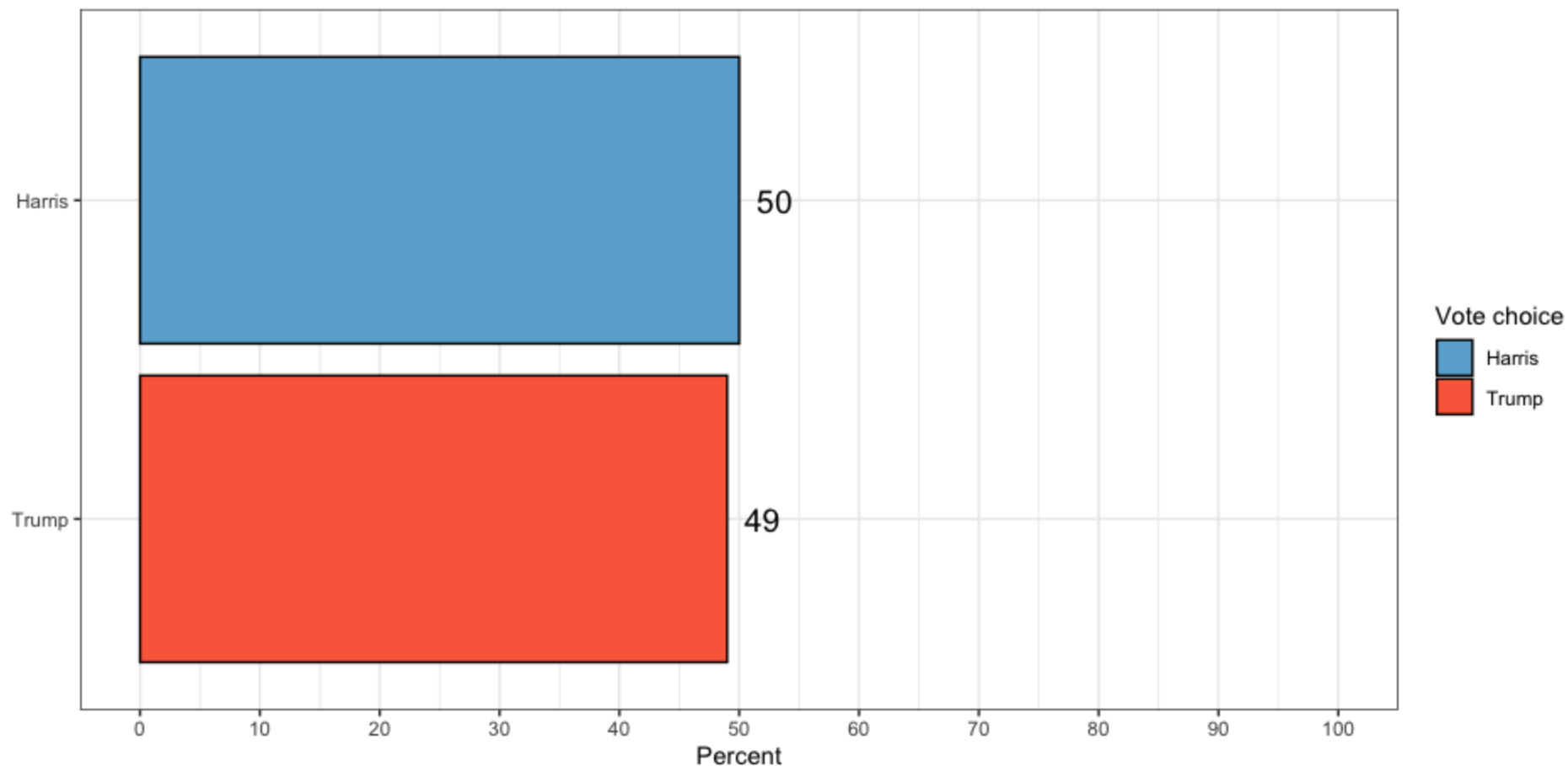
Among Wisconsin registered voters



The Presidential race ~~33~~ 6 days out

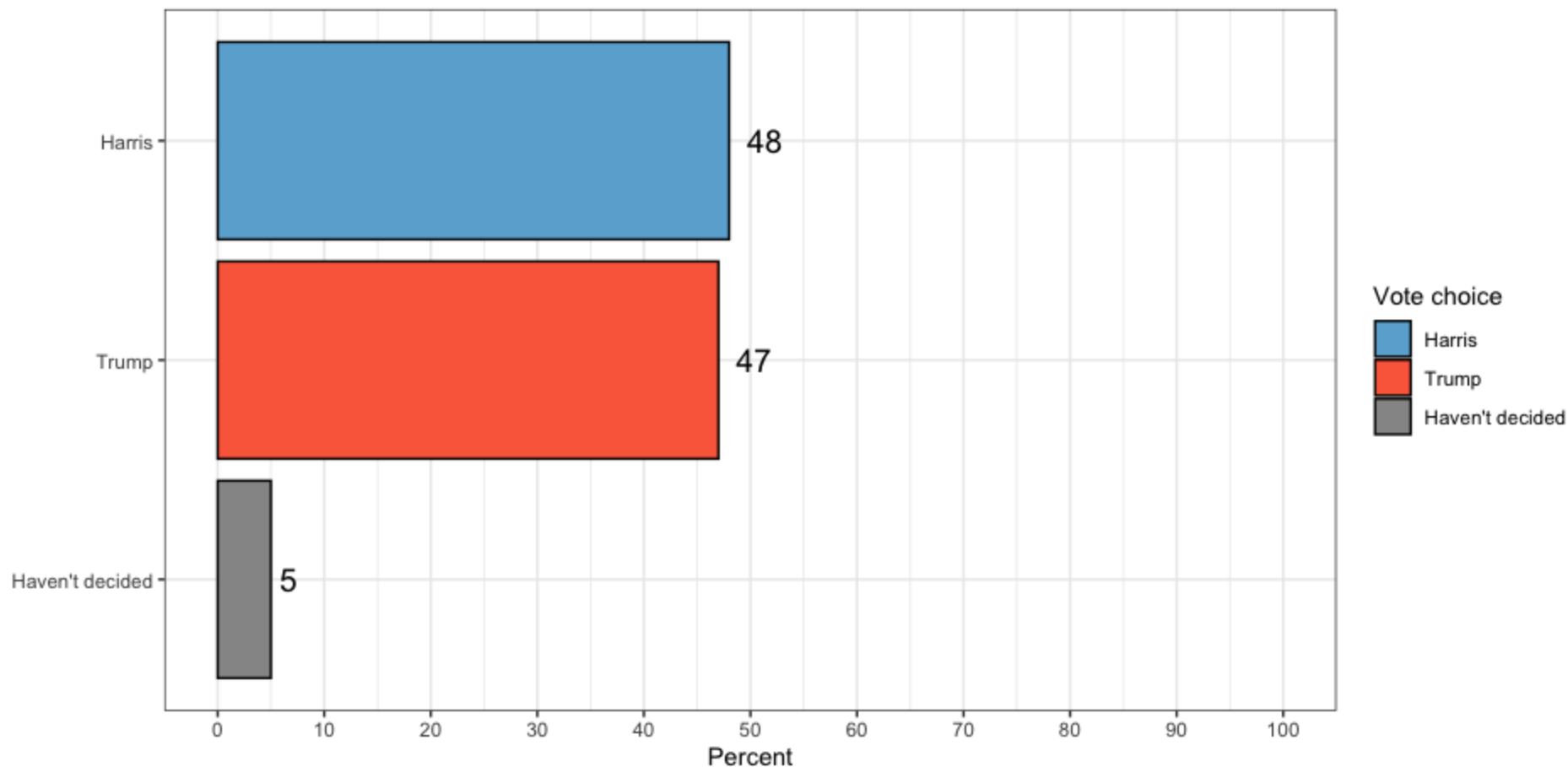
Harris vs Trump

Among likely voters



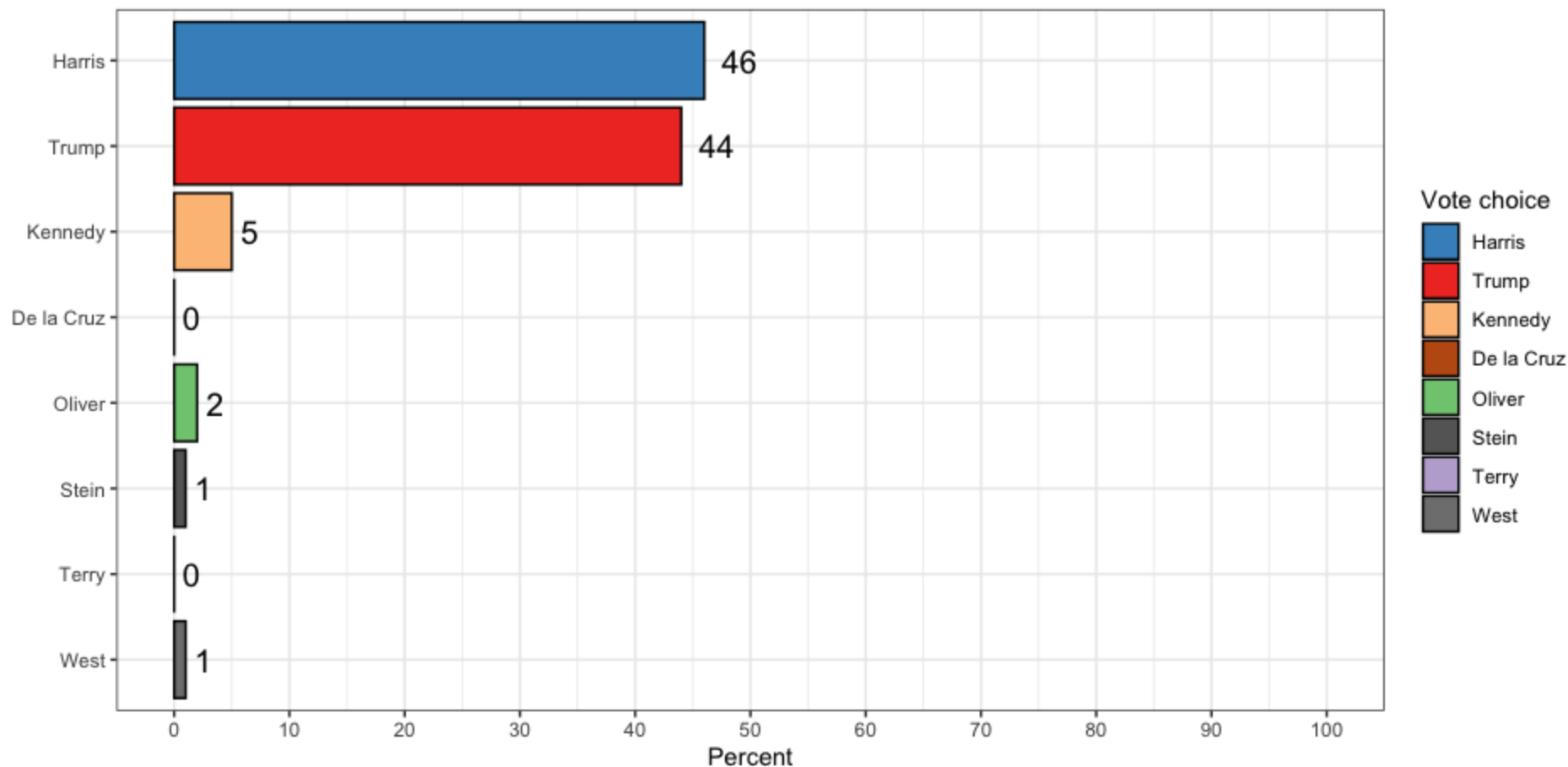
Harris vs Trump with undecided

Among likely voters



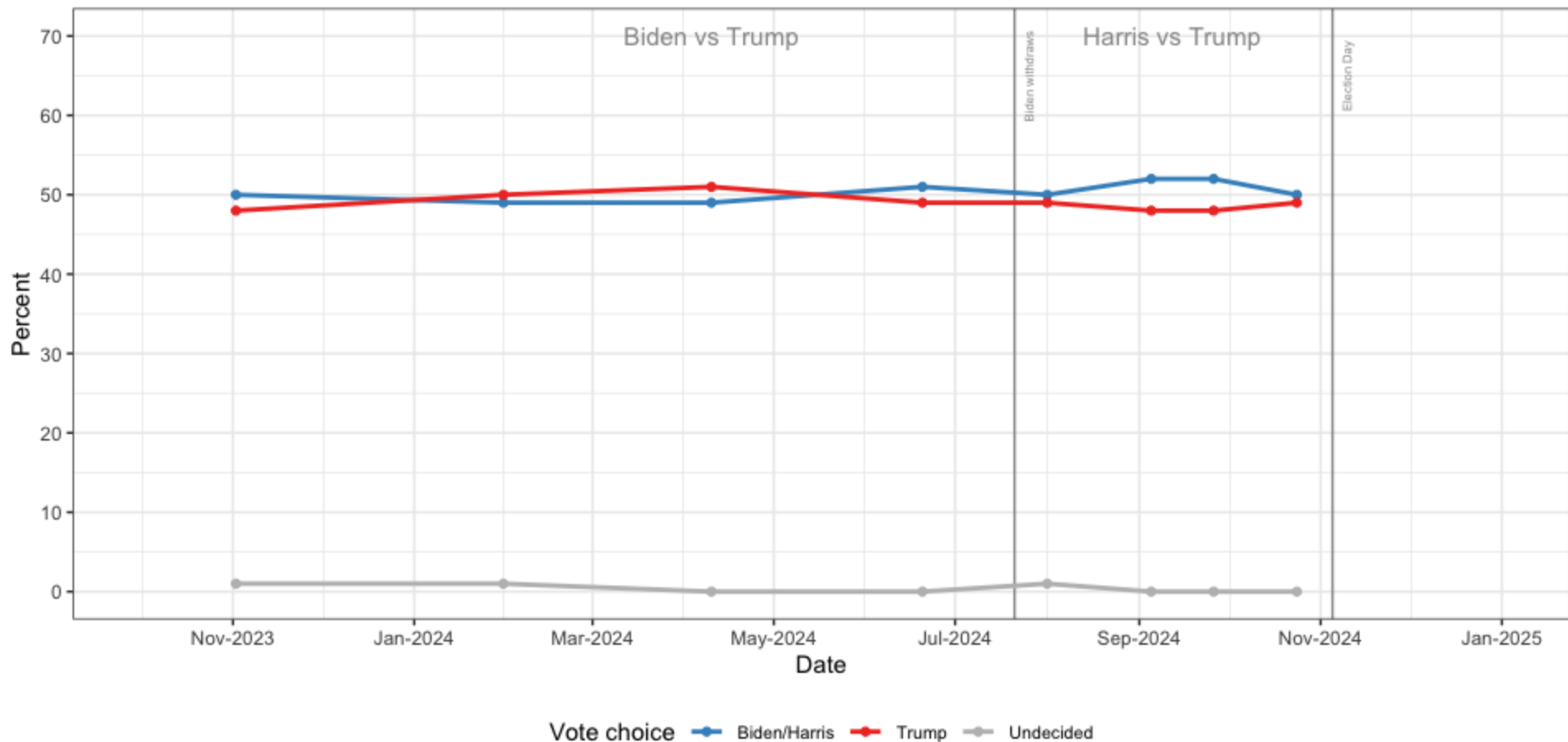
Multi-way ballot

Among likely voters



Two-candidate vote trend, Wisconsin

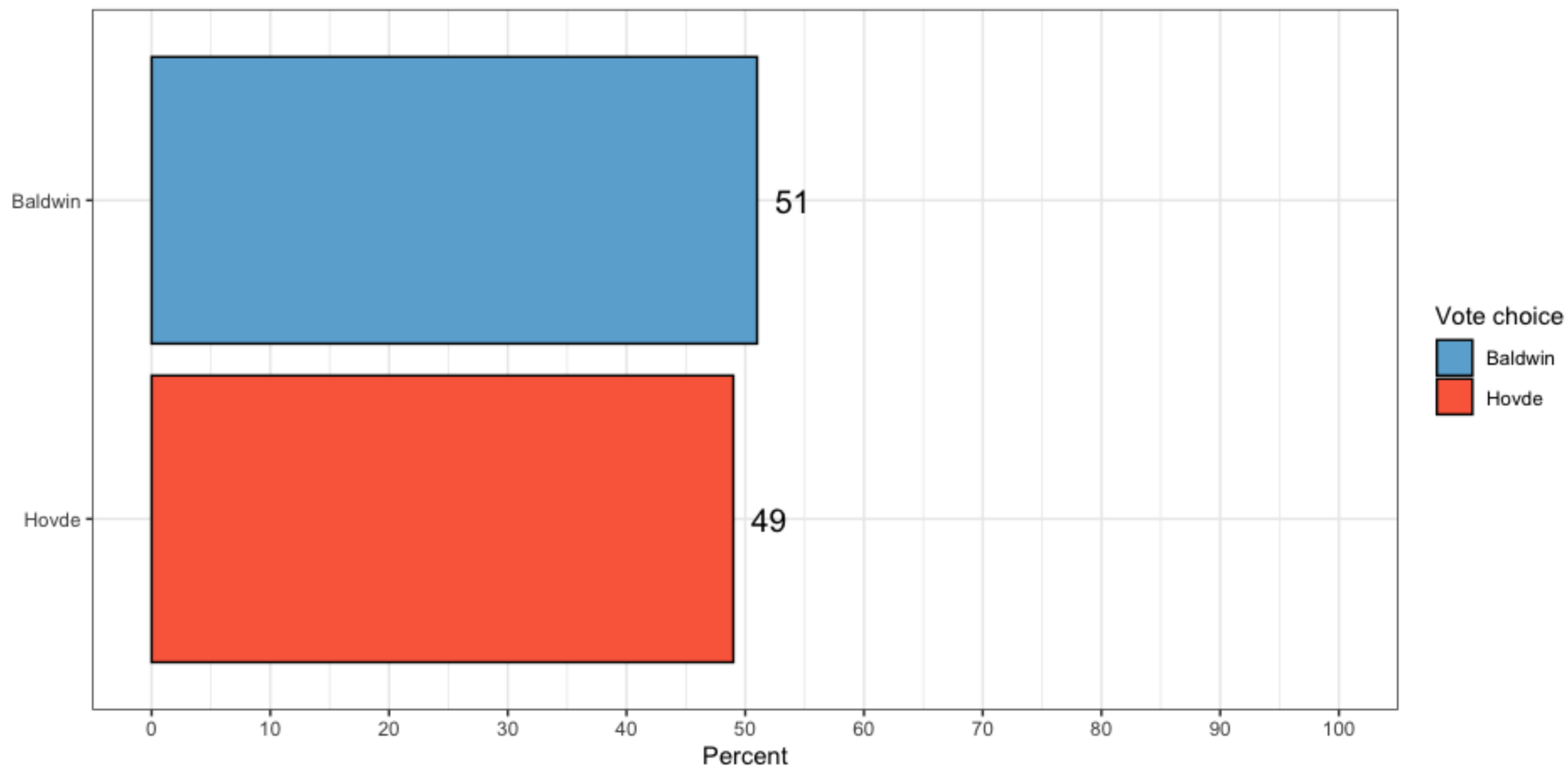
Among Wisconsin likely voters



U.S. Senate race

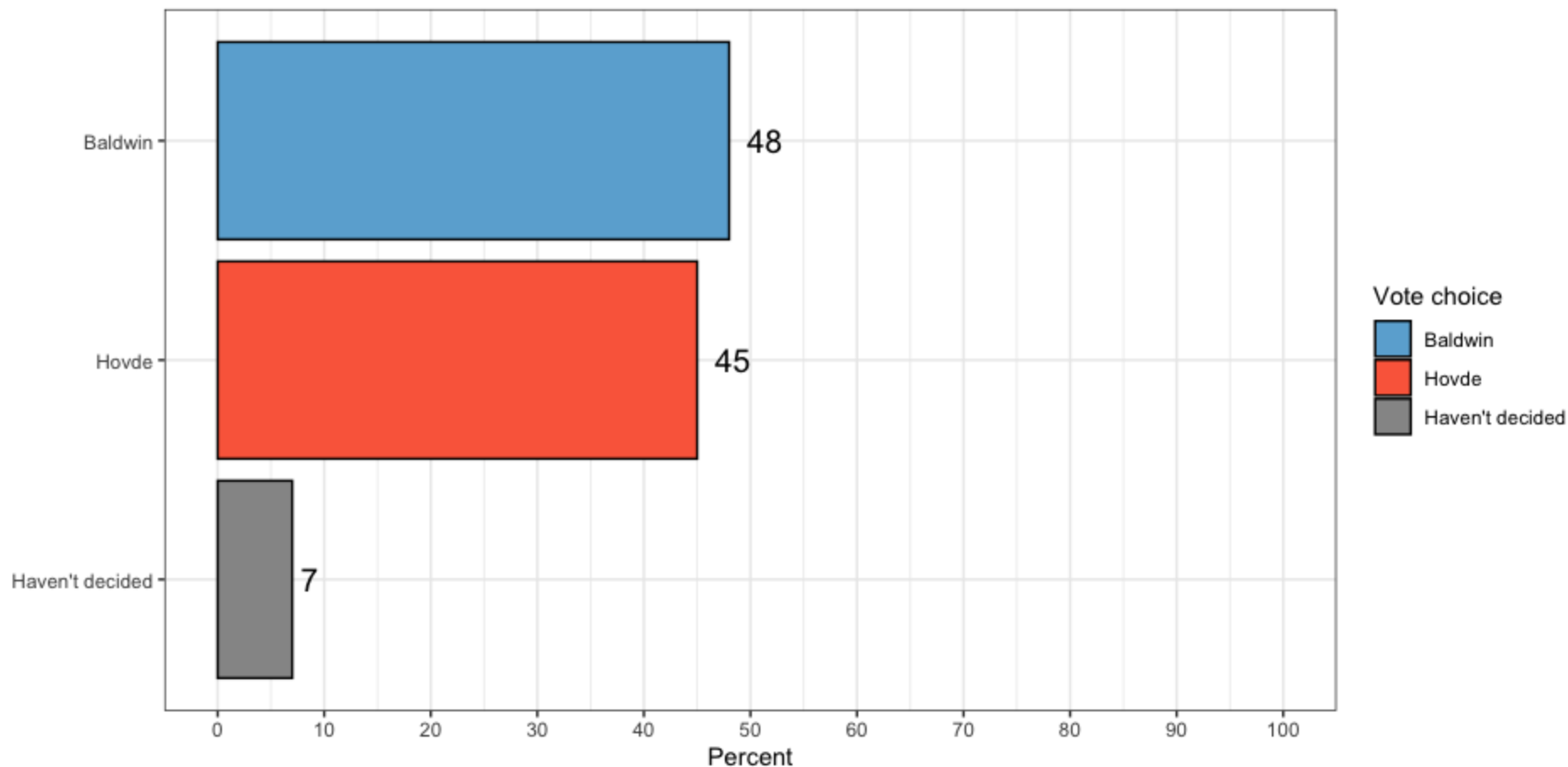
Baldwin vs Hovde

Among likely voters



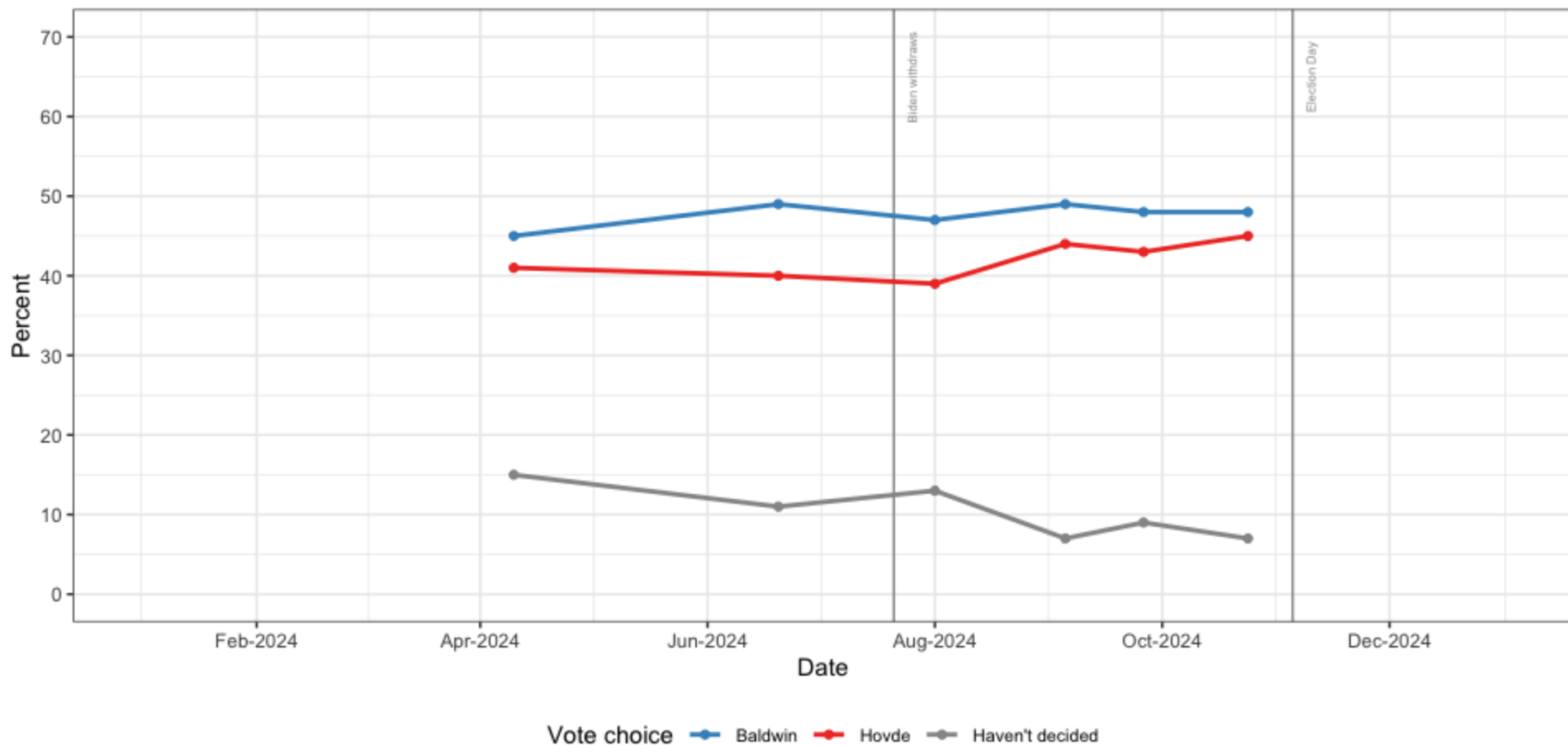
Baldwin vs Hovde, with undecided

Among likely voters



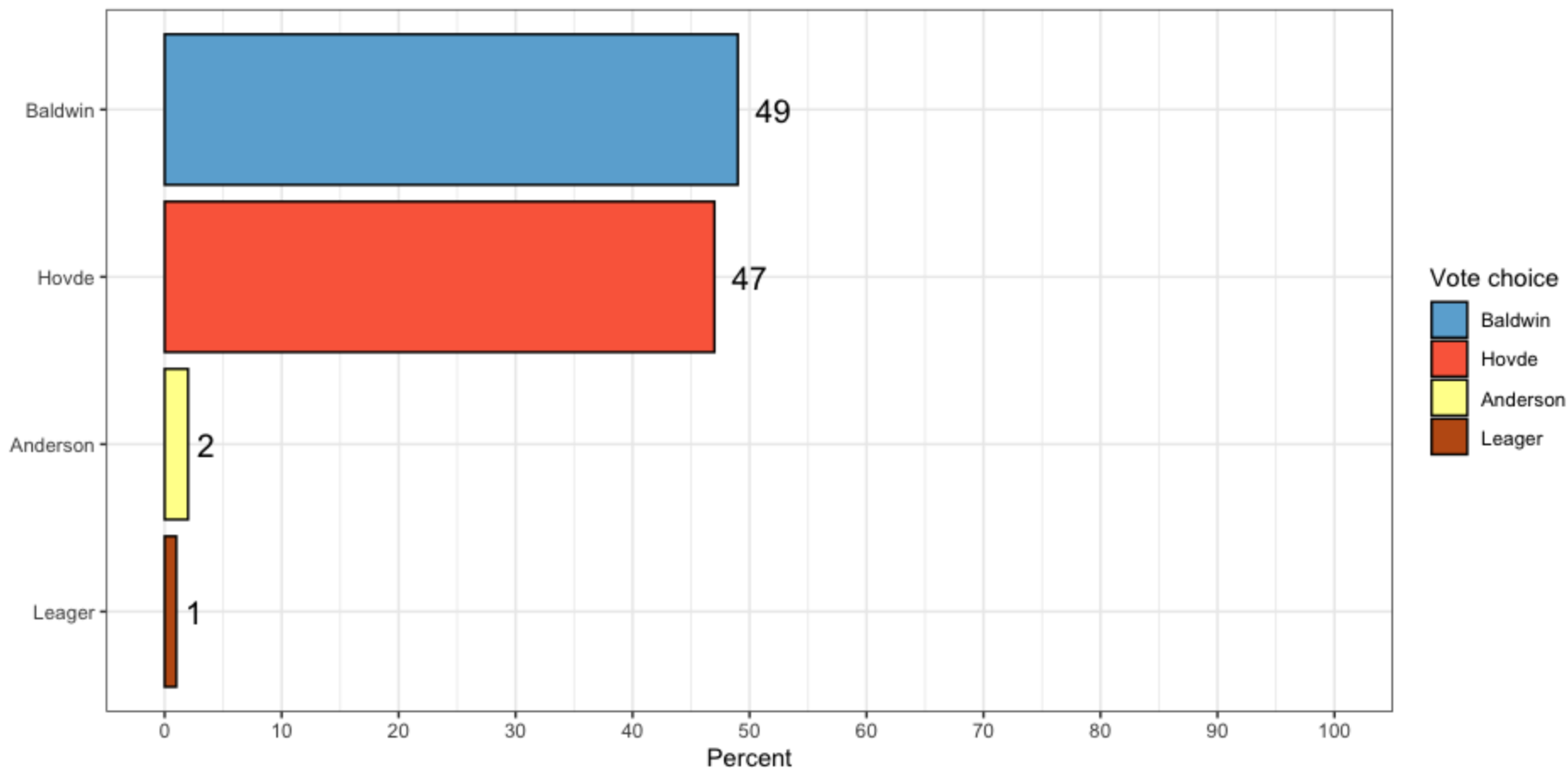
Senate vote trend with undecided, Wisconsin

Among Wisconsin likely voters



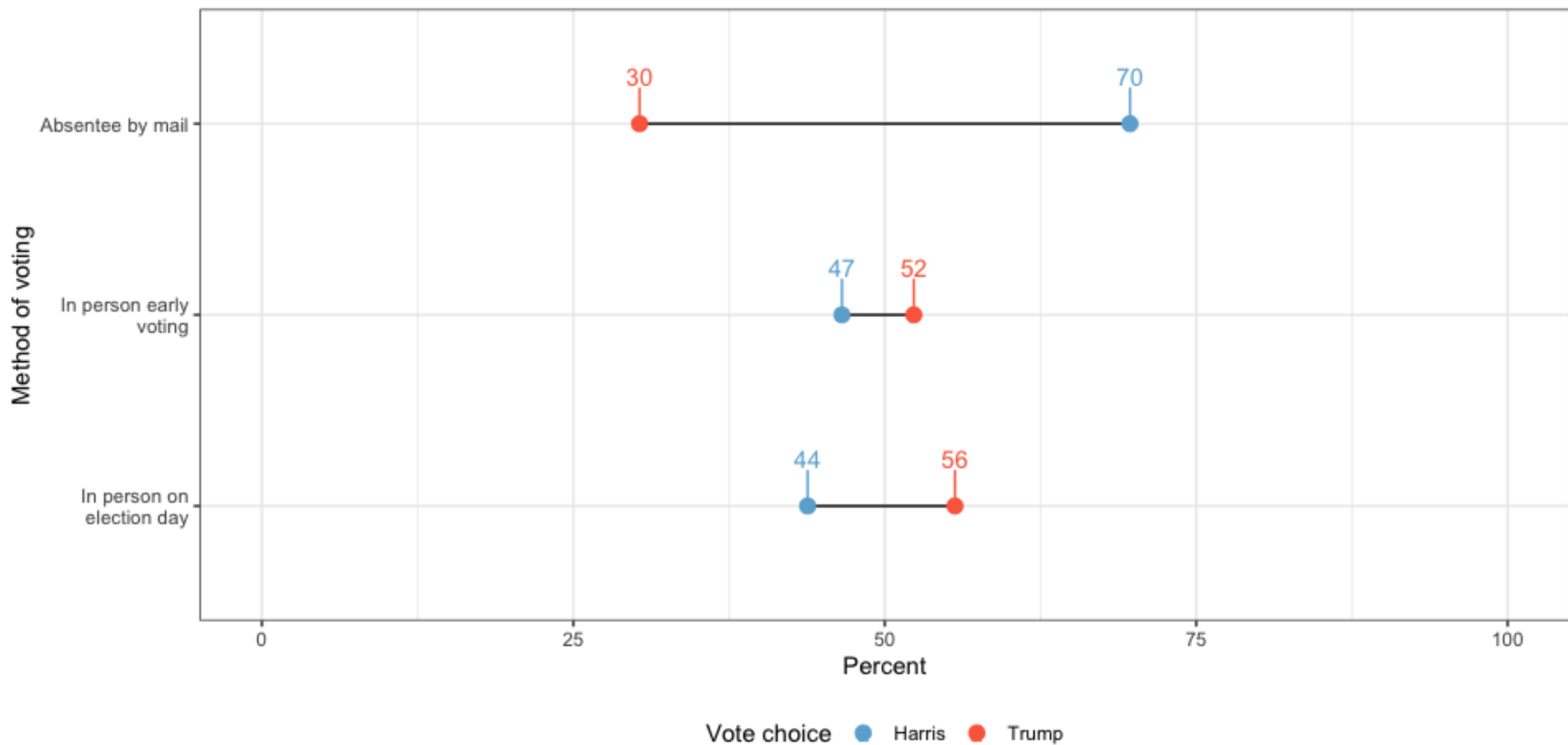
Multi-candidate Senate race

Among likely voters



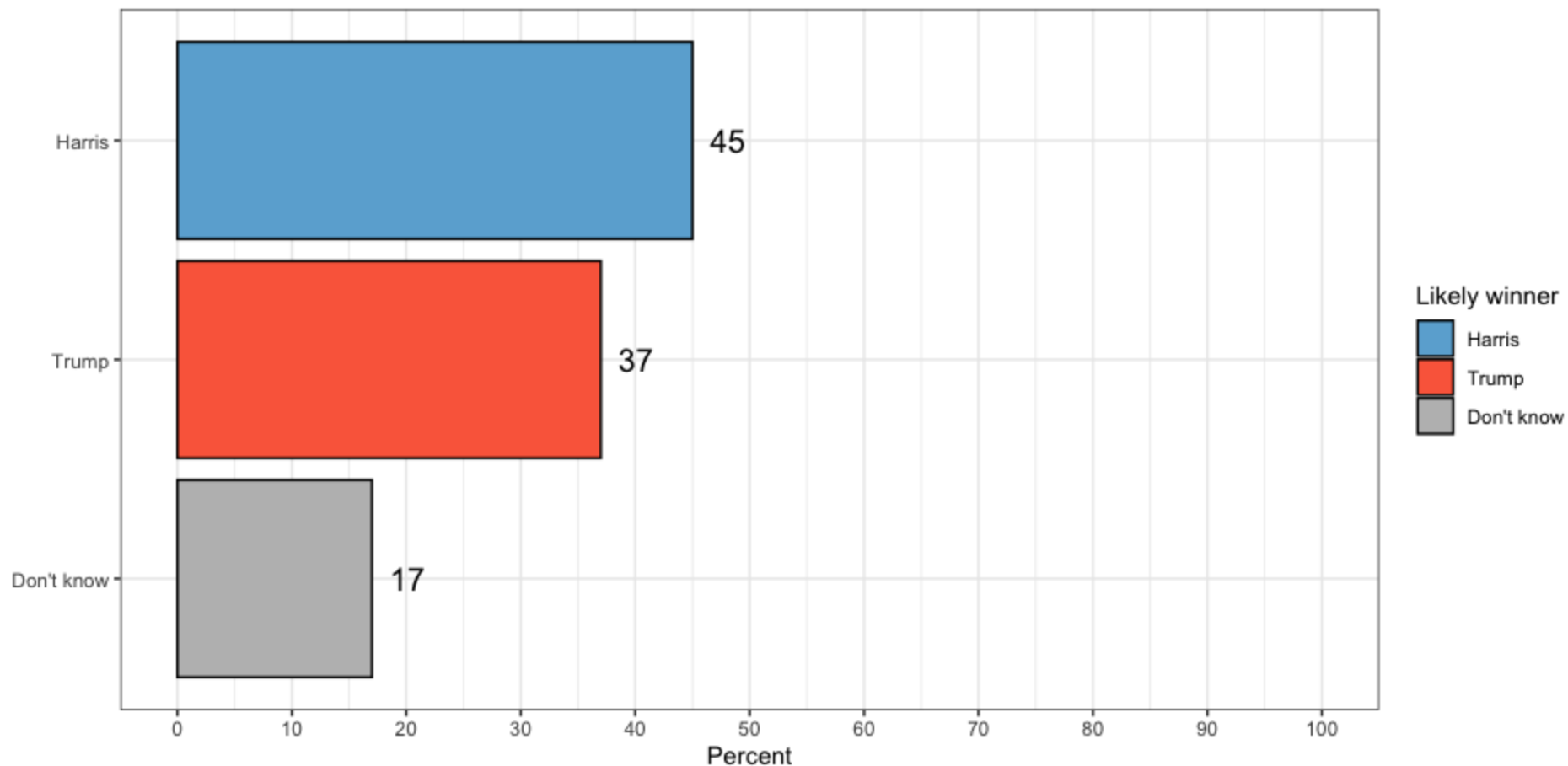
Vote choice by method of voting

Among Wisconsin likely voters



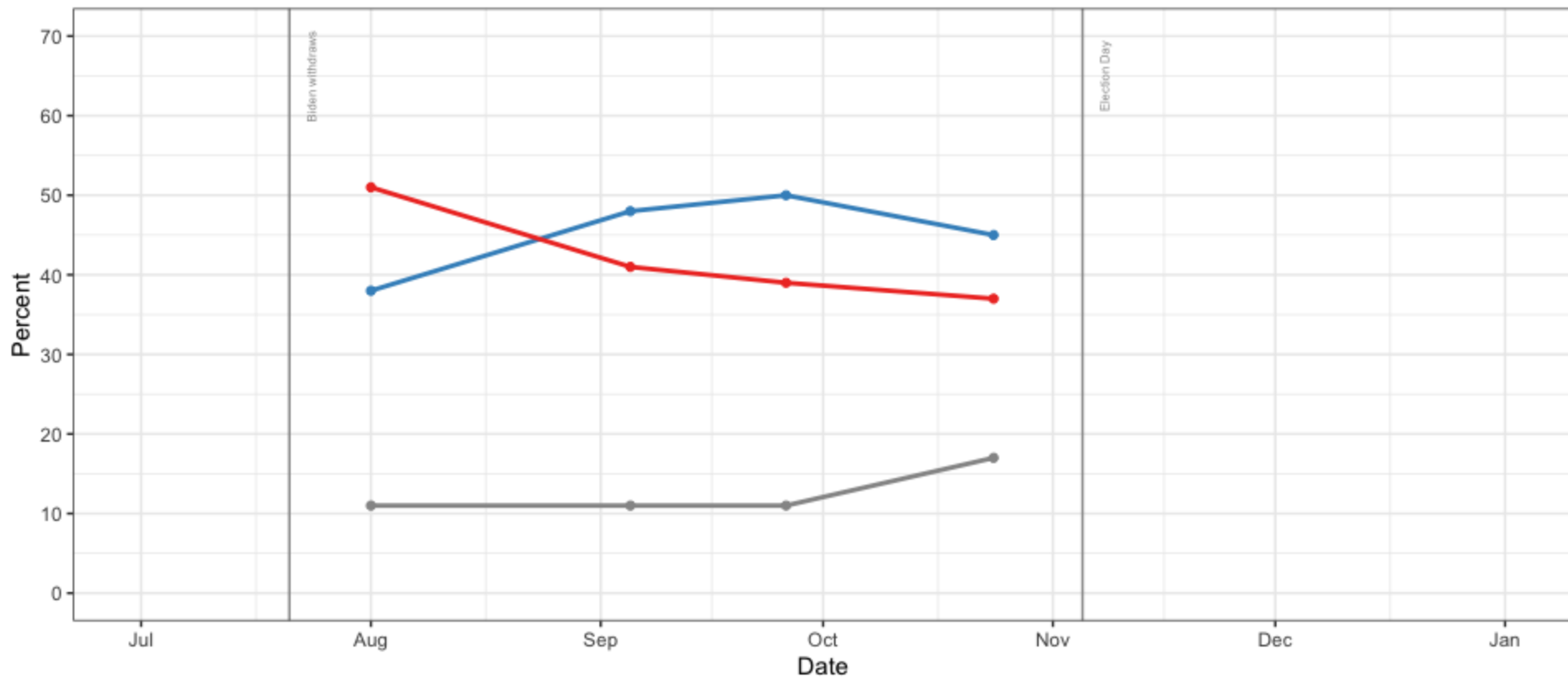
Who is likely to win, Harris vs Trump

Among registered voters



Who is likely to win presidential election

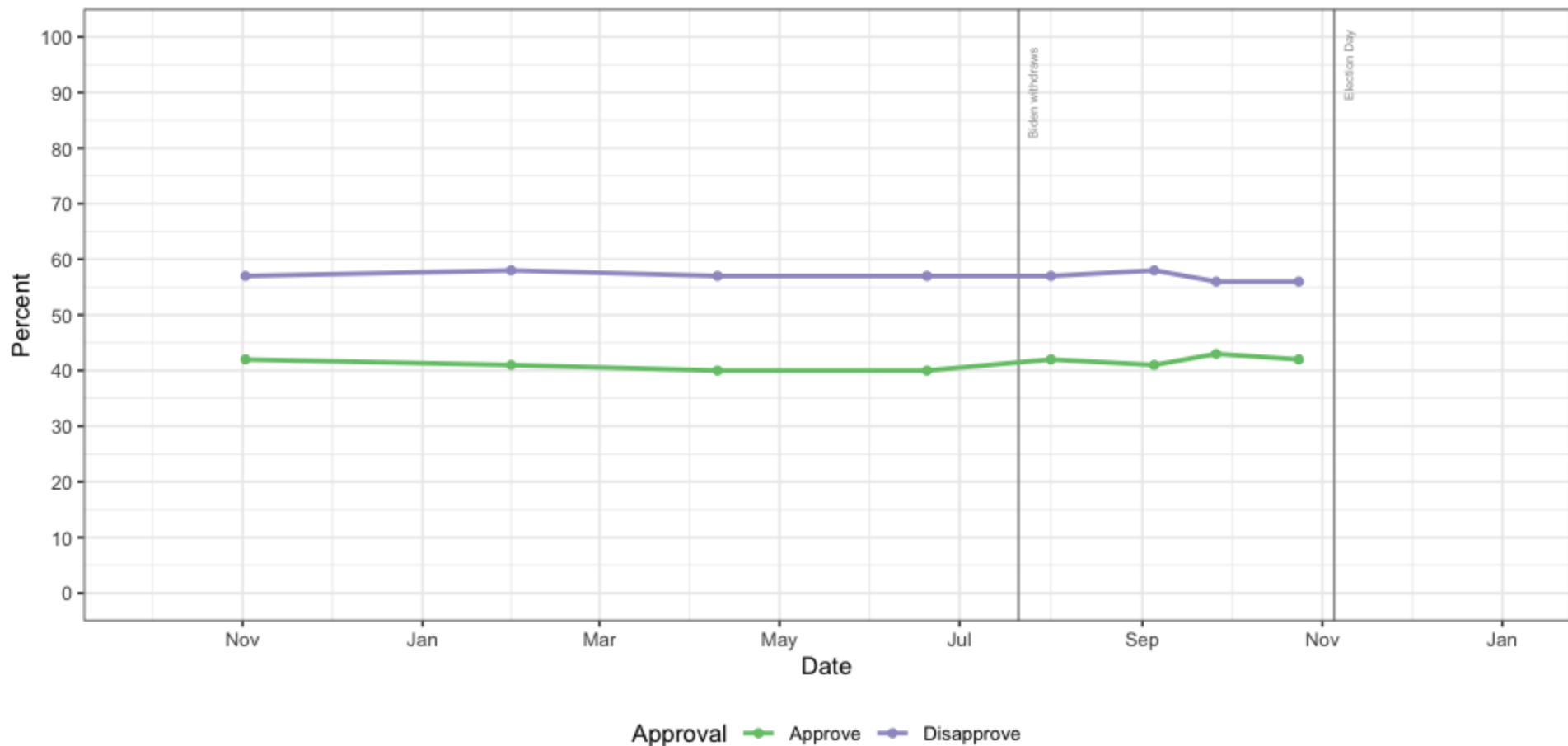
Among Wisconsin registered voters



Who will win? ● Harris ● Trump ● Don't know

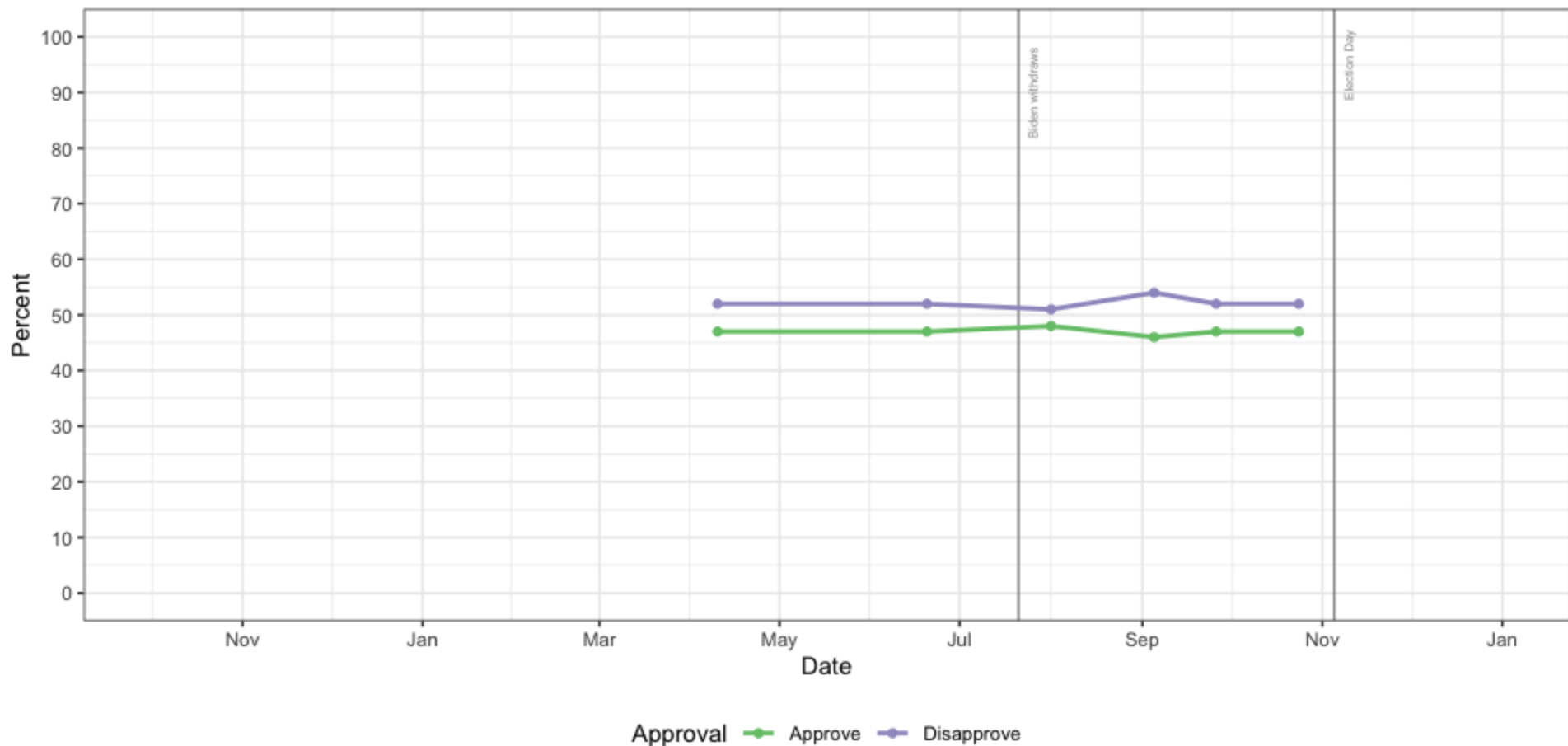
Biden job approval trend

Among Wisconsin registered voters



Trump retrospective job approval trend

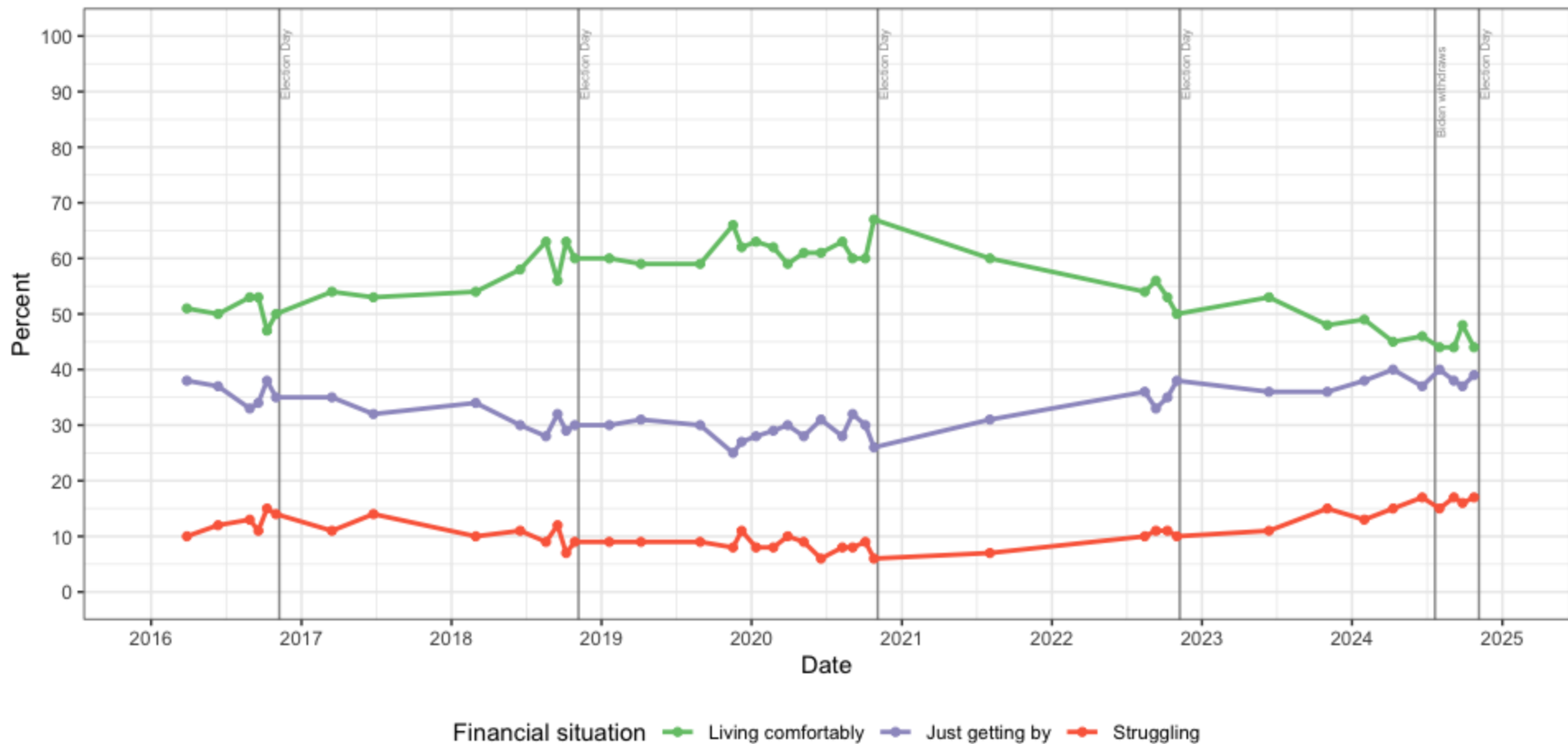
Among Wisconsin registered voters



Family financial situation

Family financial situation trend

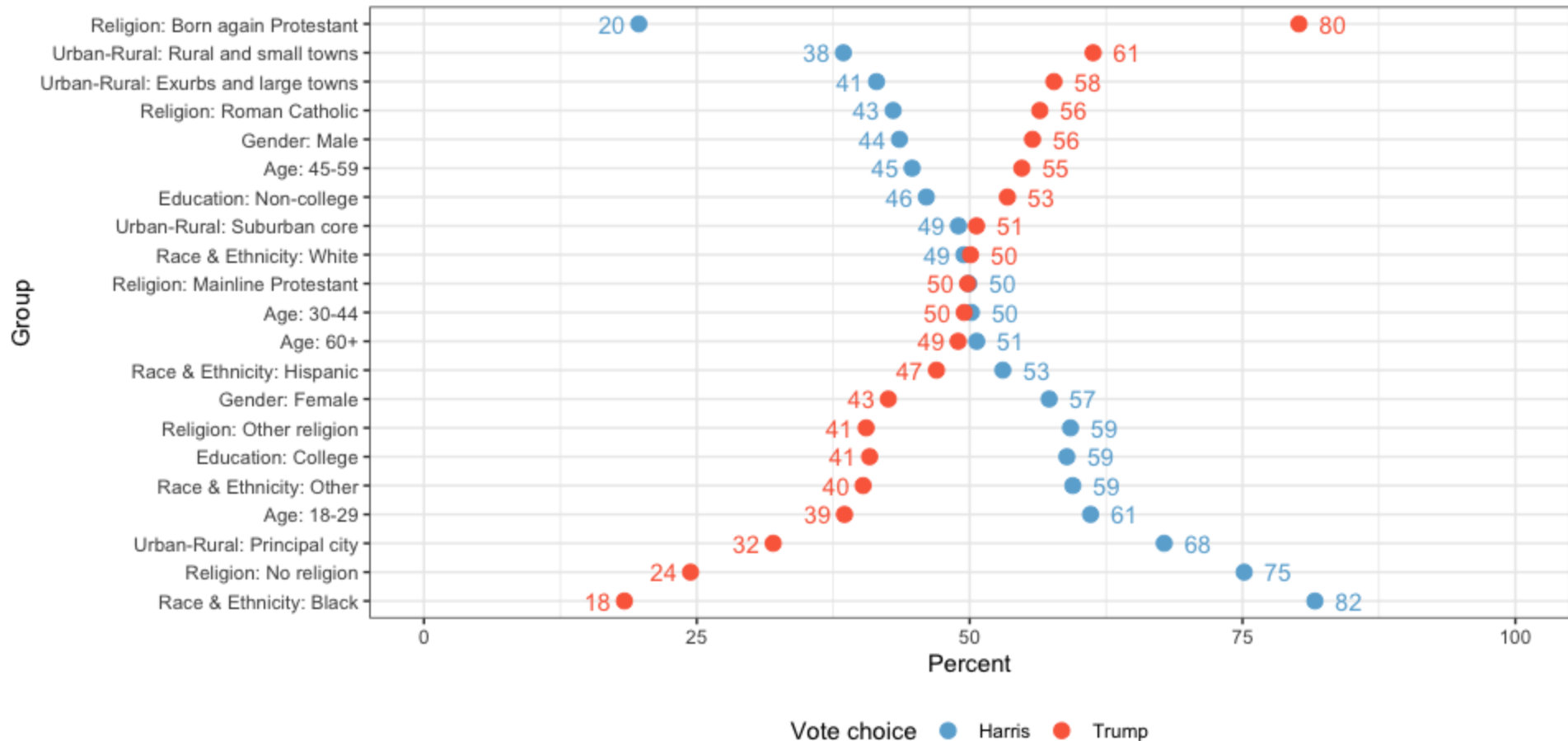
Among Wisconsin registered voters



Group voting

Vote choice among demographic groups

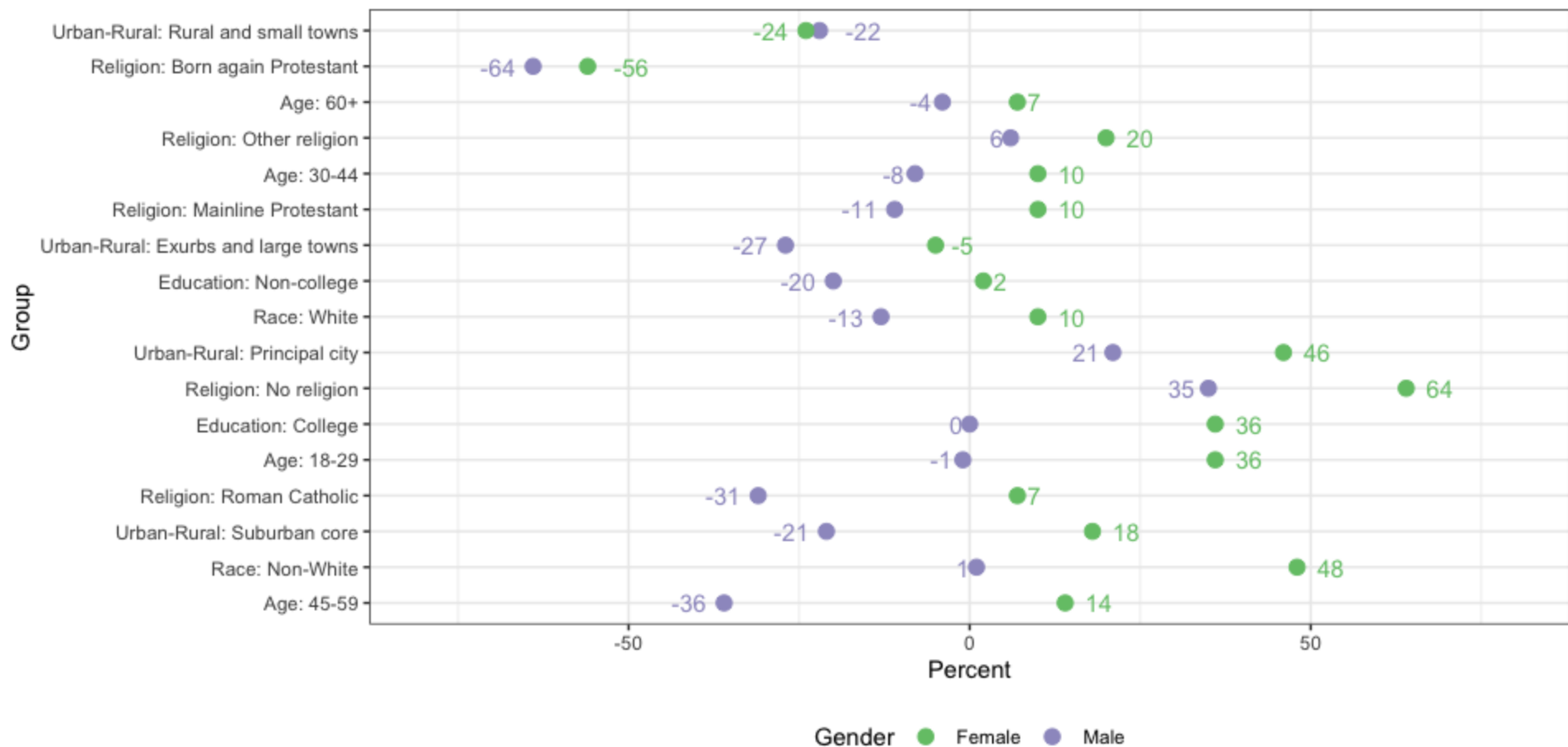
Among registered voters, pooled July-October



Gender gap within demographic groups

Vote margin Harris minus Trump among demographic groups by gender

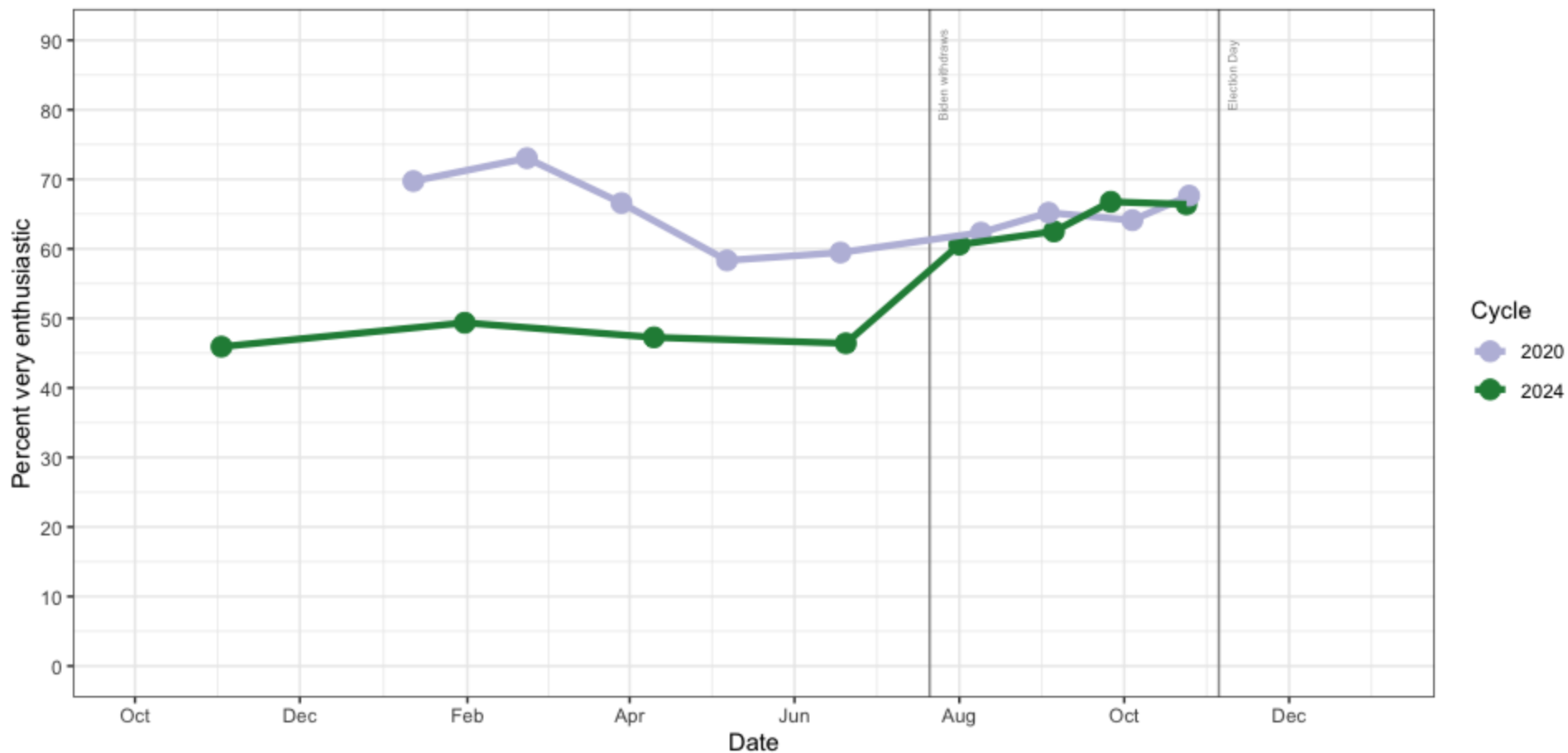
Among registered voters, pooled July-October, sorted from smallest to largest gender gap



Enthusiasm!!

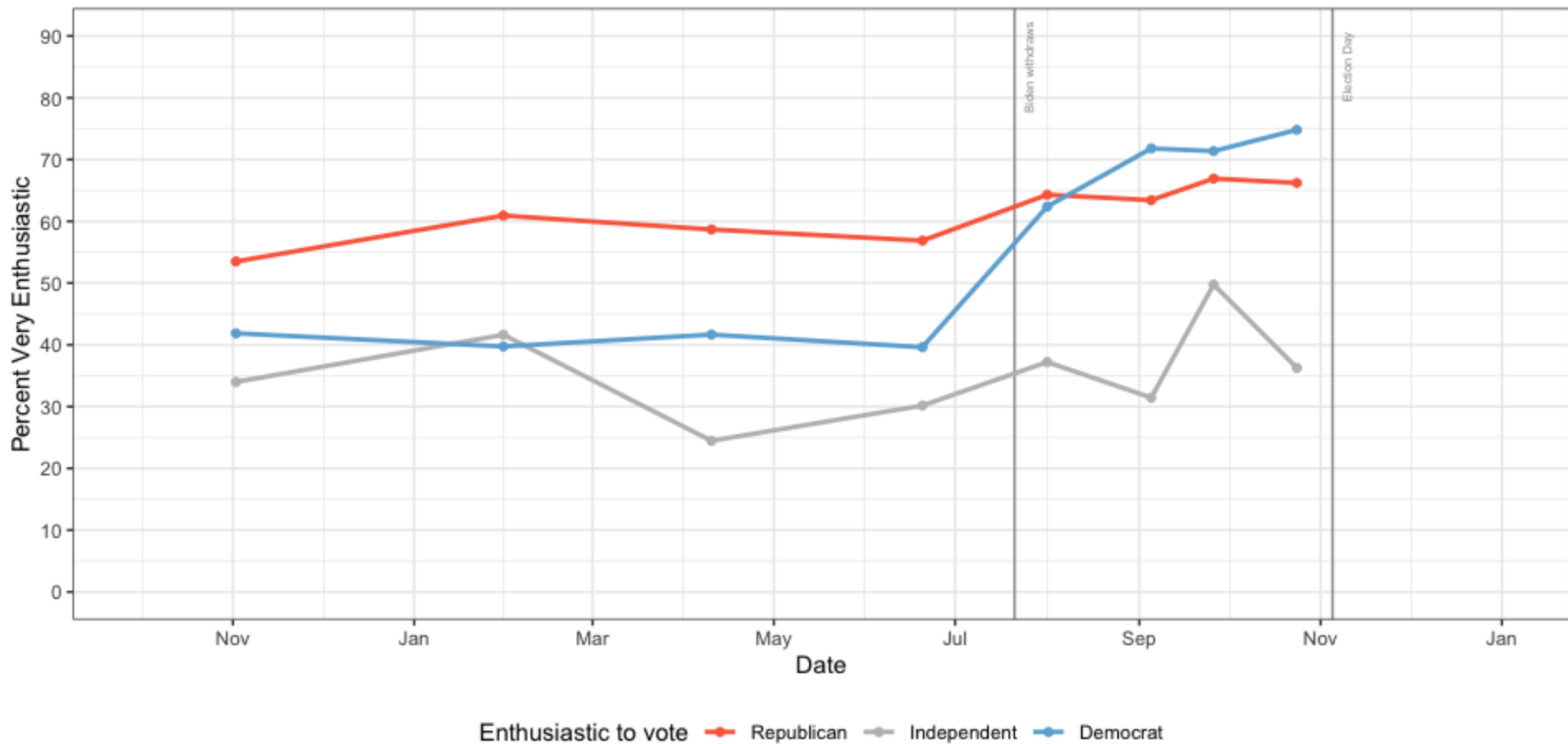
Enthusiasm by survey, Wisconsin

Among Wisconsin registered voters



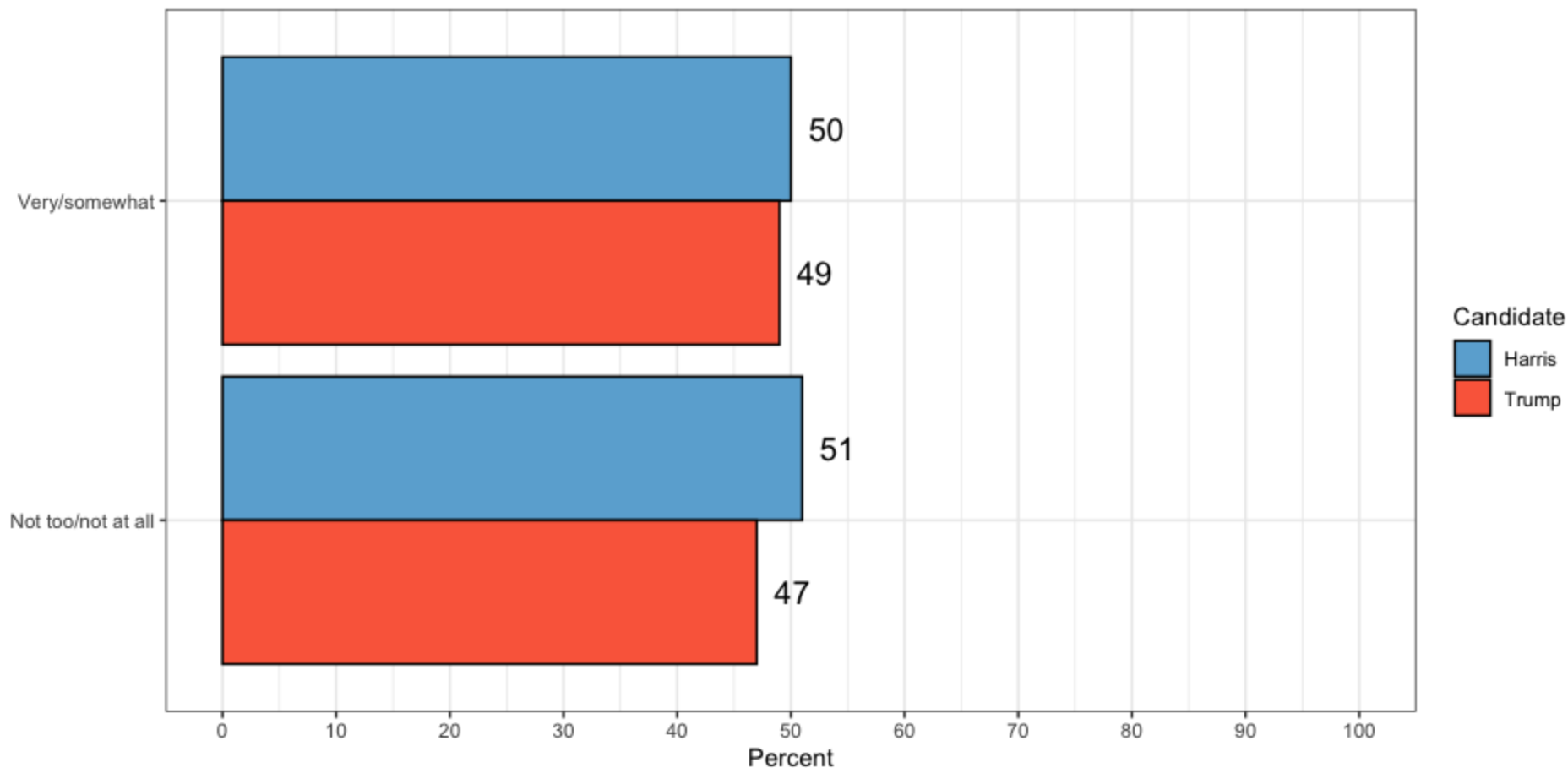
Enthusiasm by party ID, Wisconsin

Among Wisconsin registered voters



Harris vs Trump by enthusiasm

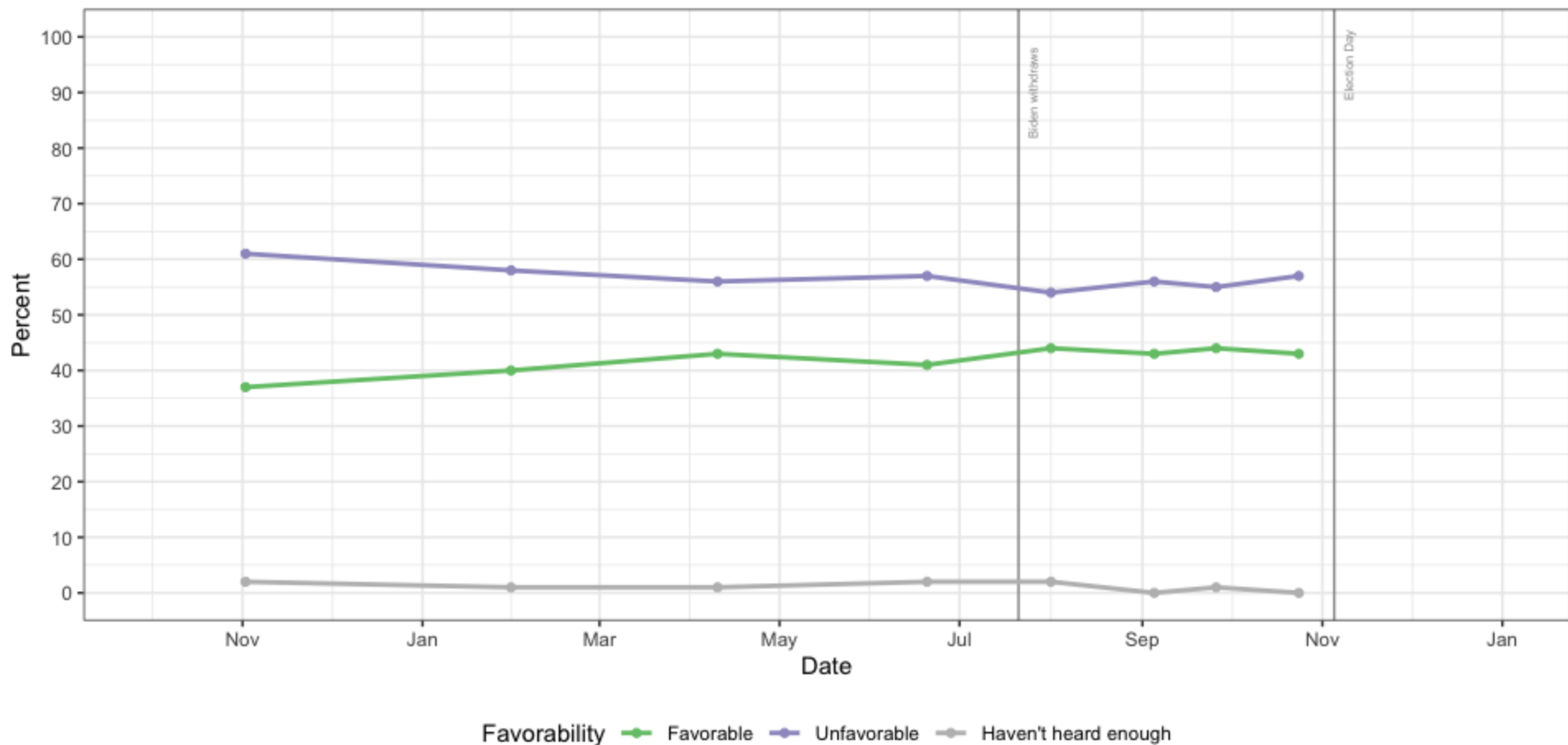
Among registered voters



Favorability of candidates

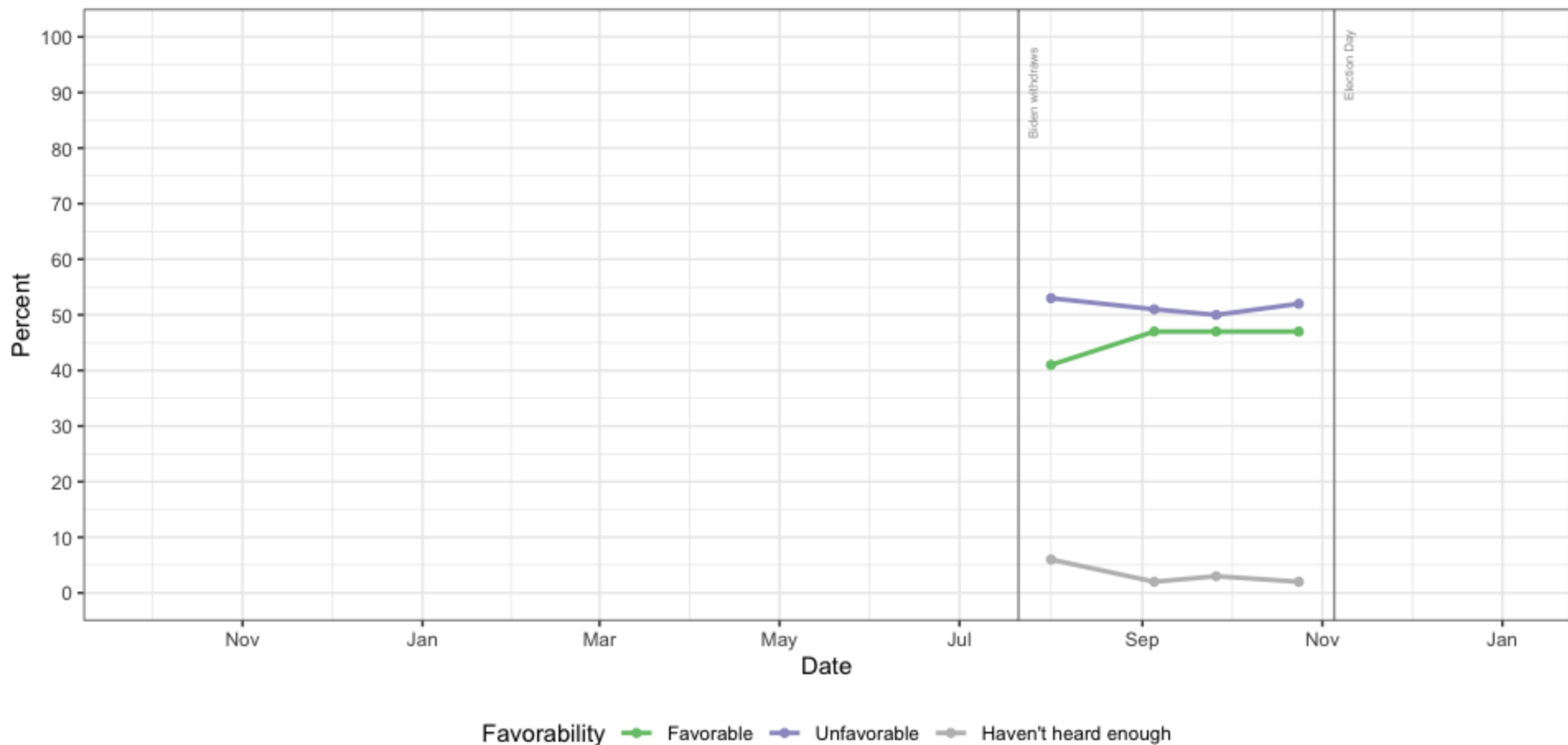
Trump favorability trend

Among Wisconsin registered voters



Harris favorability trend, Wisconsin

Among Wisconsin registered voters



Favorability of all national candidates

Among registered voters

| Candidate | Favorability | | | |
|------------|--------------|-----------|-------------|----------------------|
| | Net fav | Favorable | Unfavorable | Haven't heard enough |
| Harris | -5 | 47 | 52 | 2 |
| Trump | -14 | 43 | 57 | 0 |
| Vance | -4 | 42 | 46 | 11 |
| Walz | 0 | 43 | 43 | 14 |
| Kennedy | -6 | 39 | 45 | 15 |
| De la Cruz | -6 | 3 | 9 | 83 |
| Oliver | -3 | 2 | 5 | 87 |
| Stein | -22 | 7 | 29 | 61 |
| Terry | -5 | 1 | 6 | 87 |
| West | -9 | 8 | 17 | 71 |

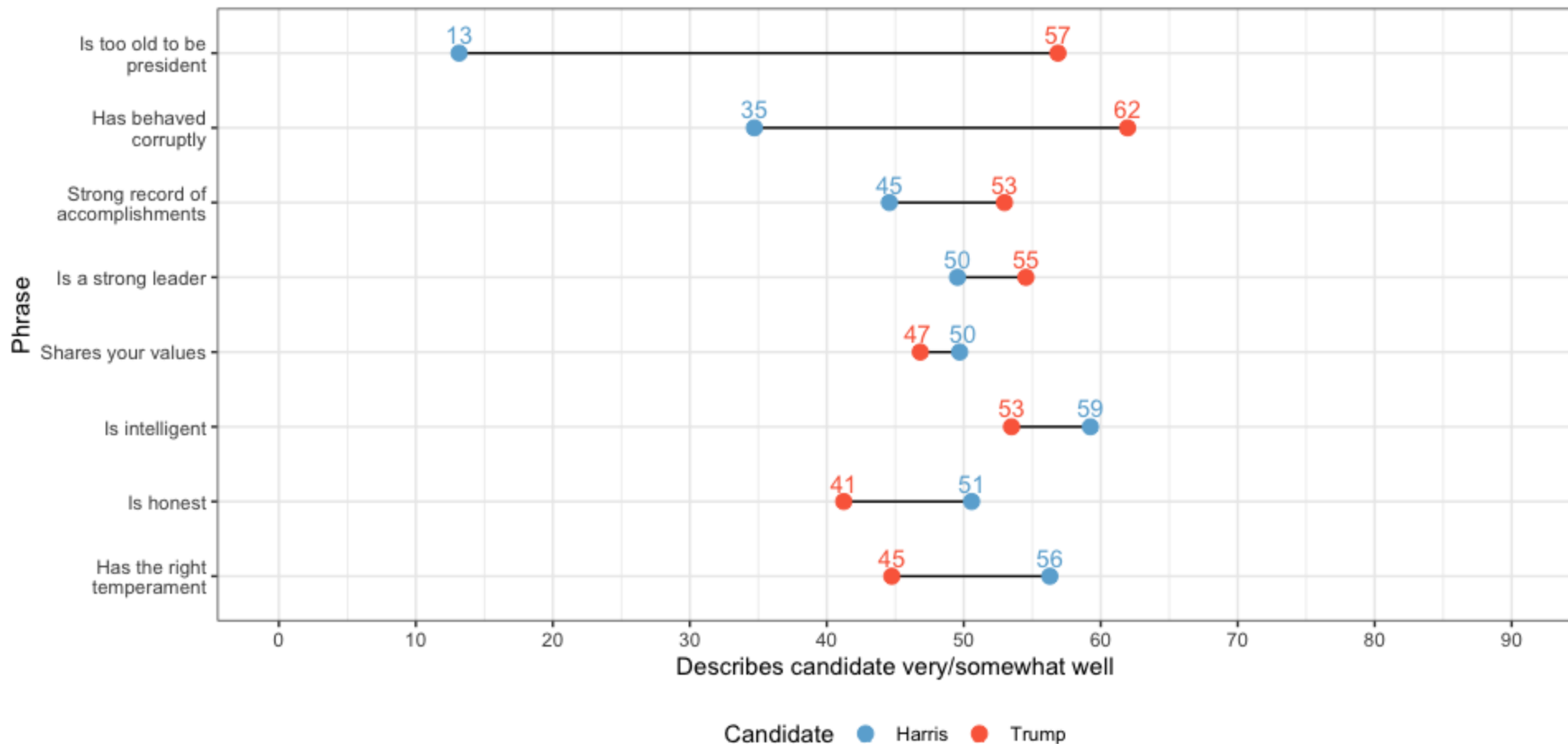
Marquette Law School Poll, Wisconsin survey, Oct. 16-24, 2024

Question: Do you have a favorable or unfavorable opinion of INSERT NAME or haven't you heard enough about them yet?

Candidate images

How well does phrase describe candidate, Wisconsin

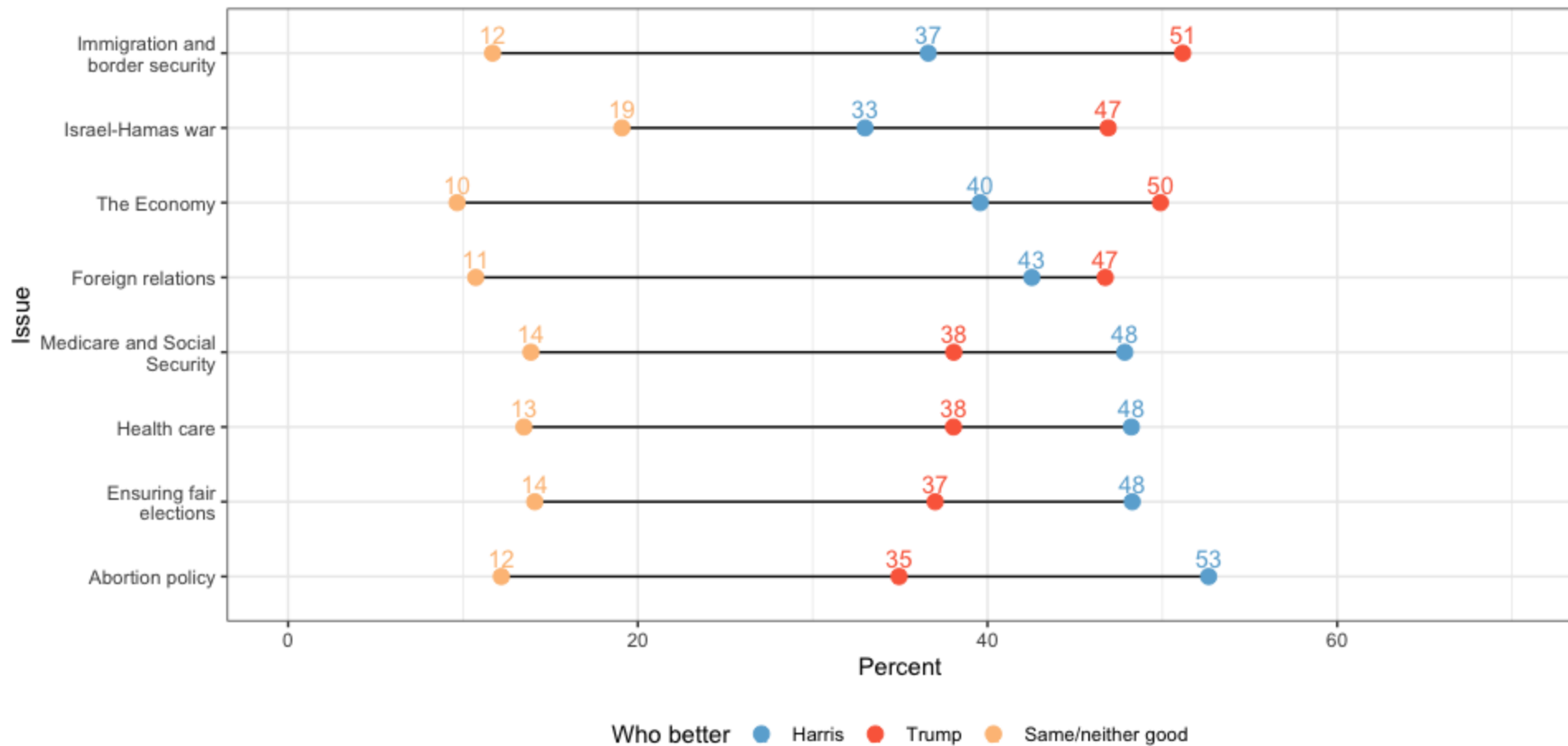
Among Wisconsin registered voters



National issues

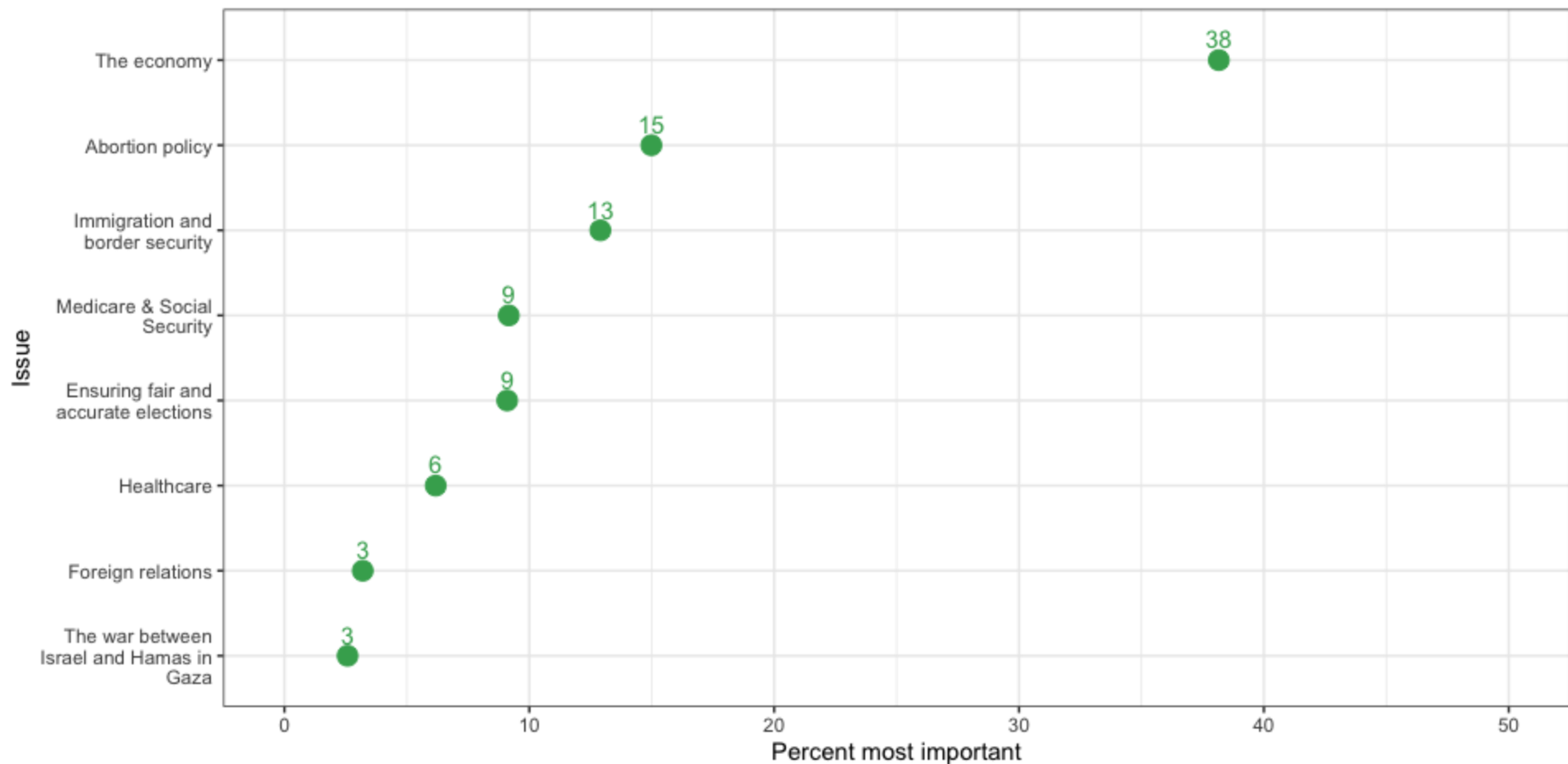
Which candidate would do a better job on issues, Wisconsin

Among Wisconsin registered voters



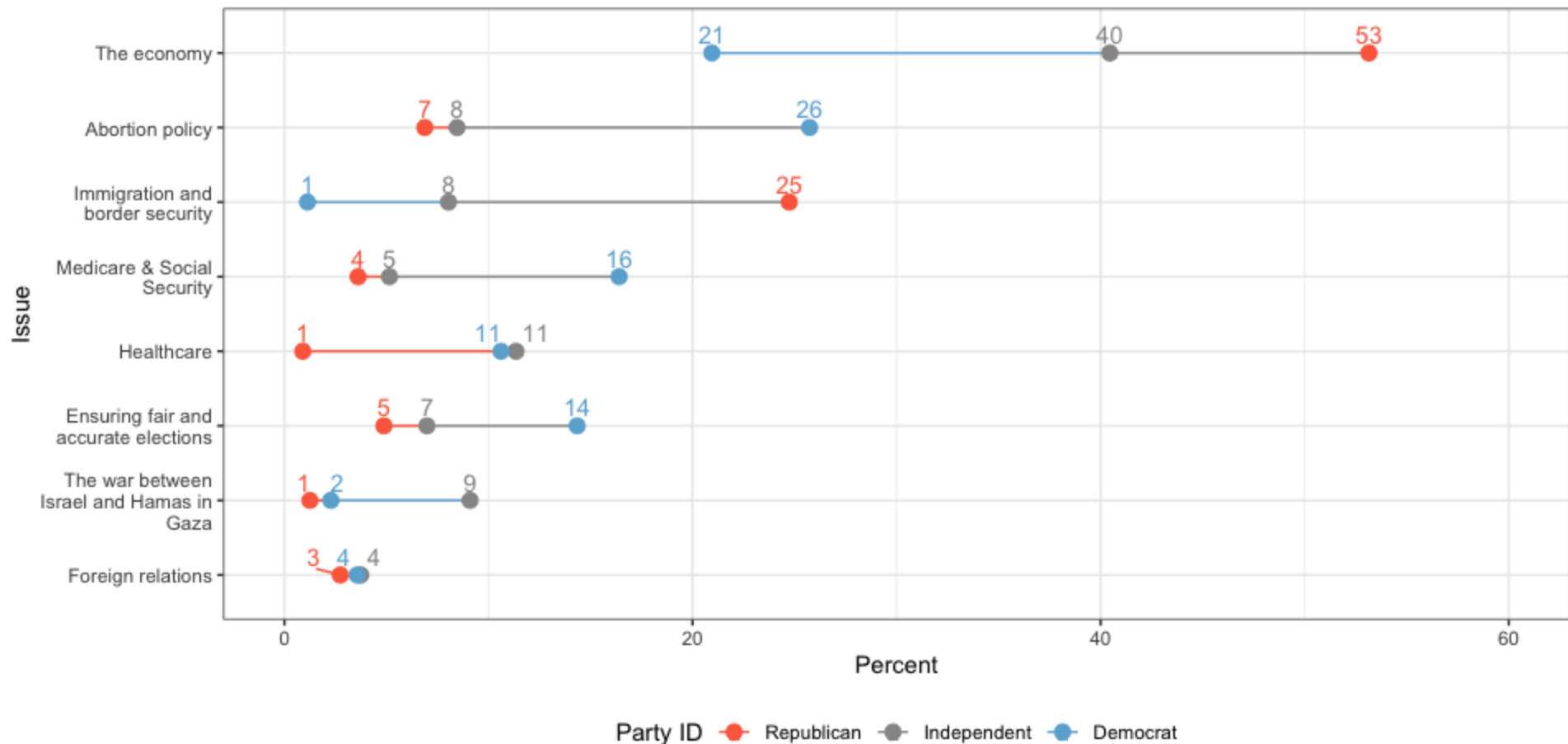
Most important issue, Wisconsin

Among Wisconsin registered voters



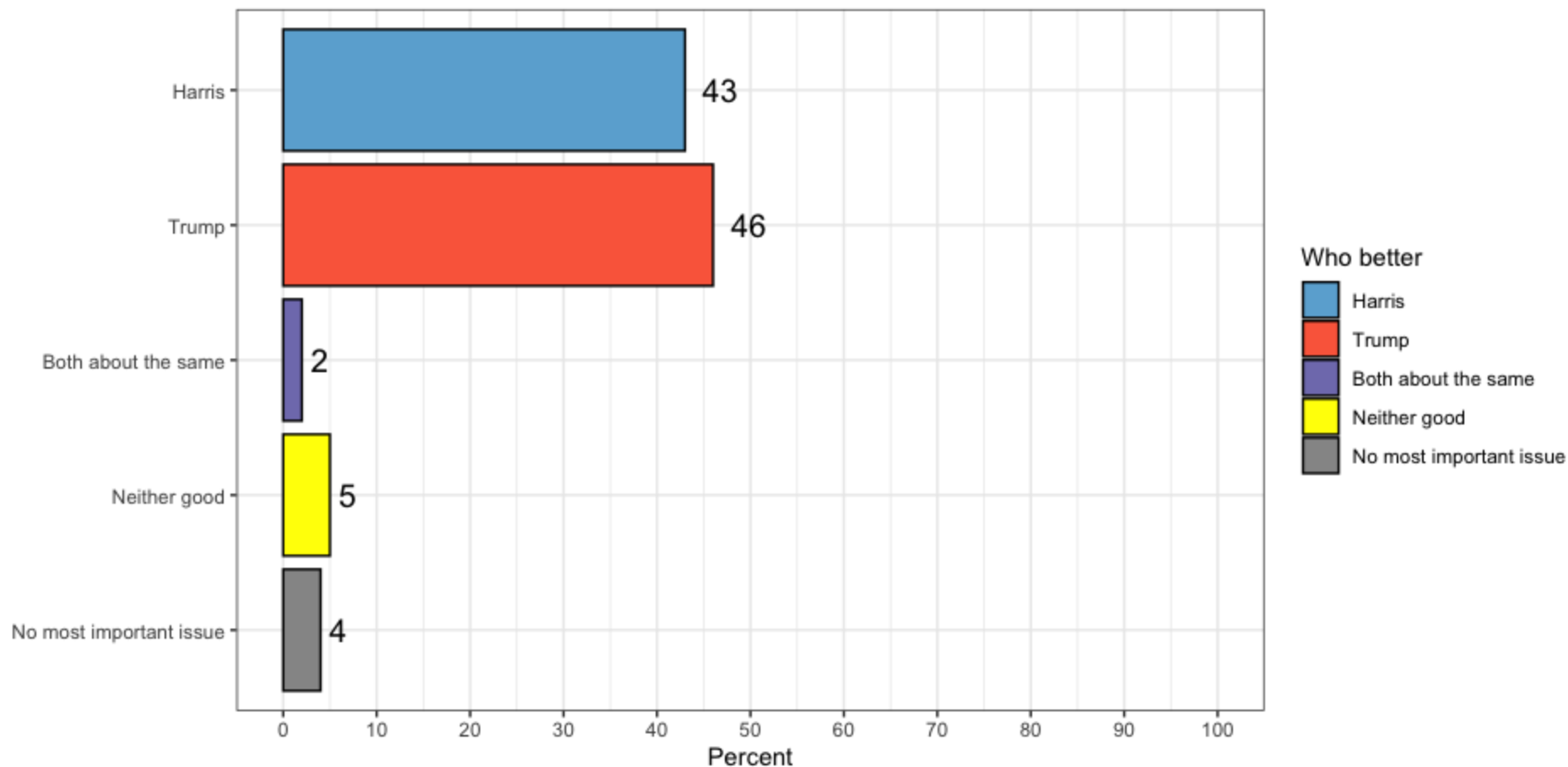
Most important issue by party ID, Wisconsin

Among Wisconsin registered voters



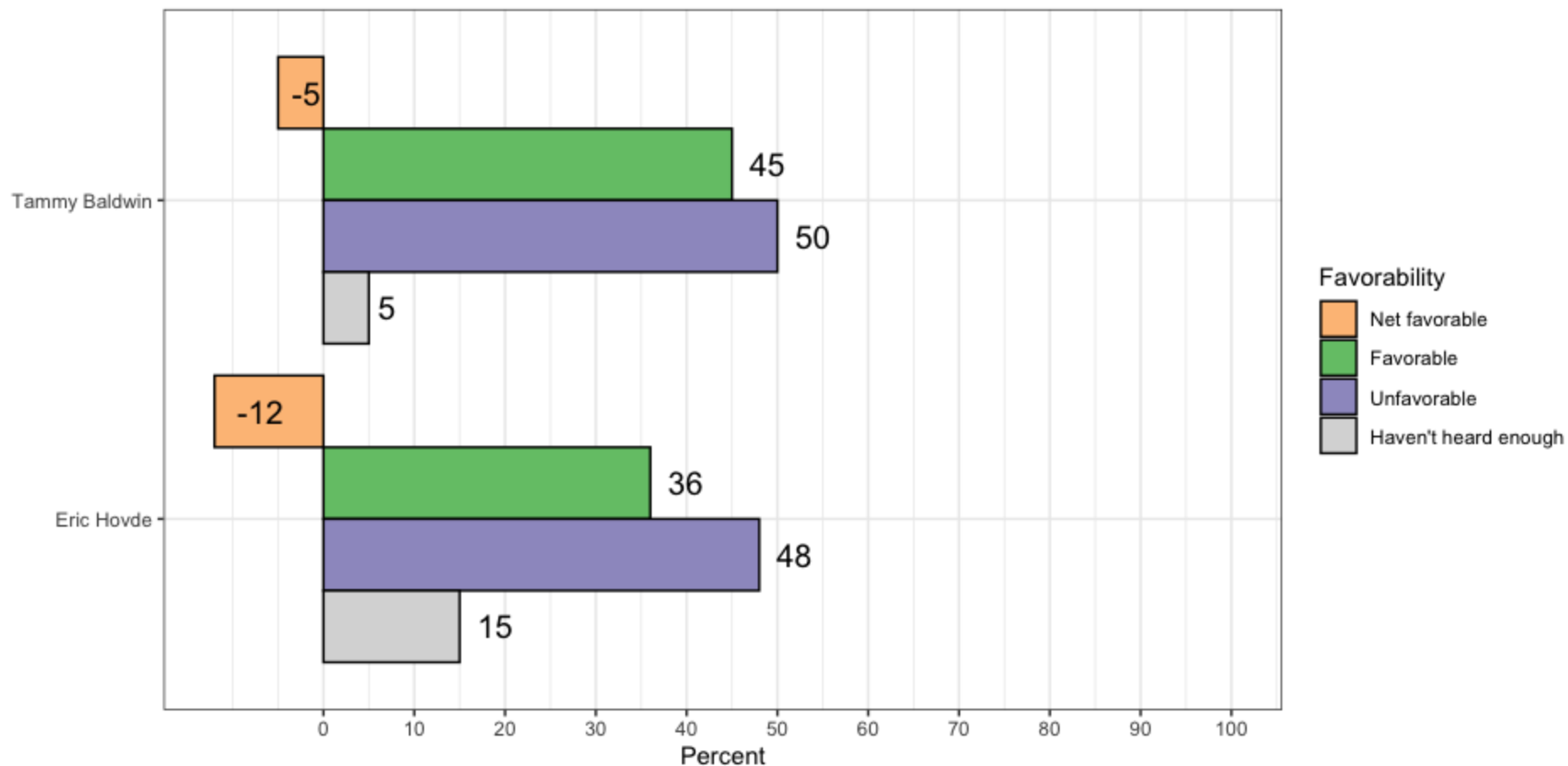
Who is better on the voter's most important issue

Among registered voters



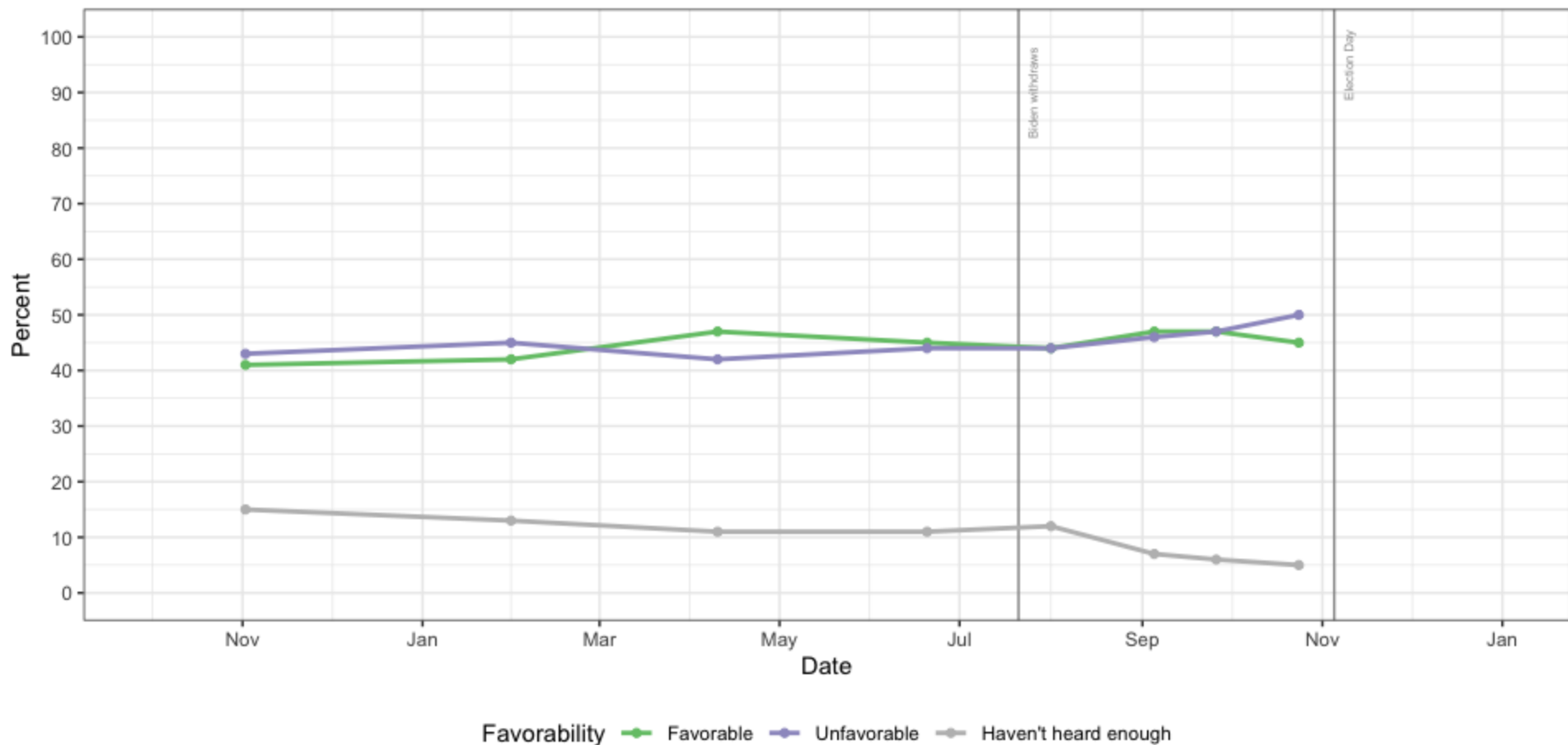
Senate candidate favorability

Among registered voters



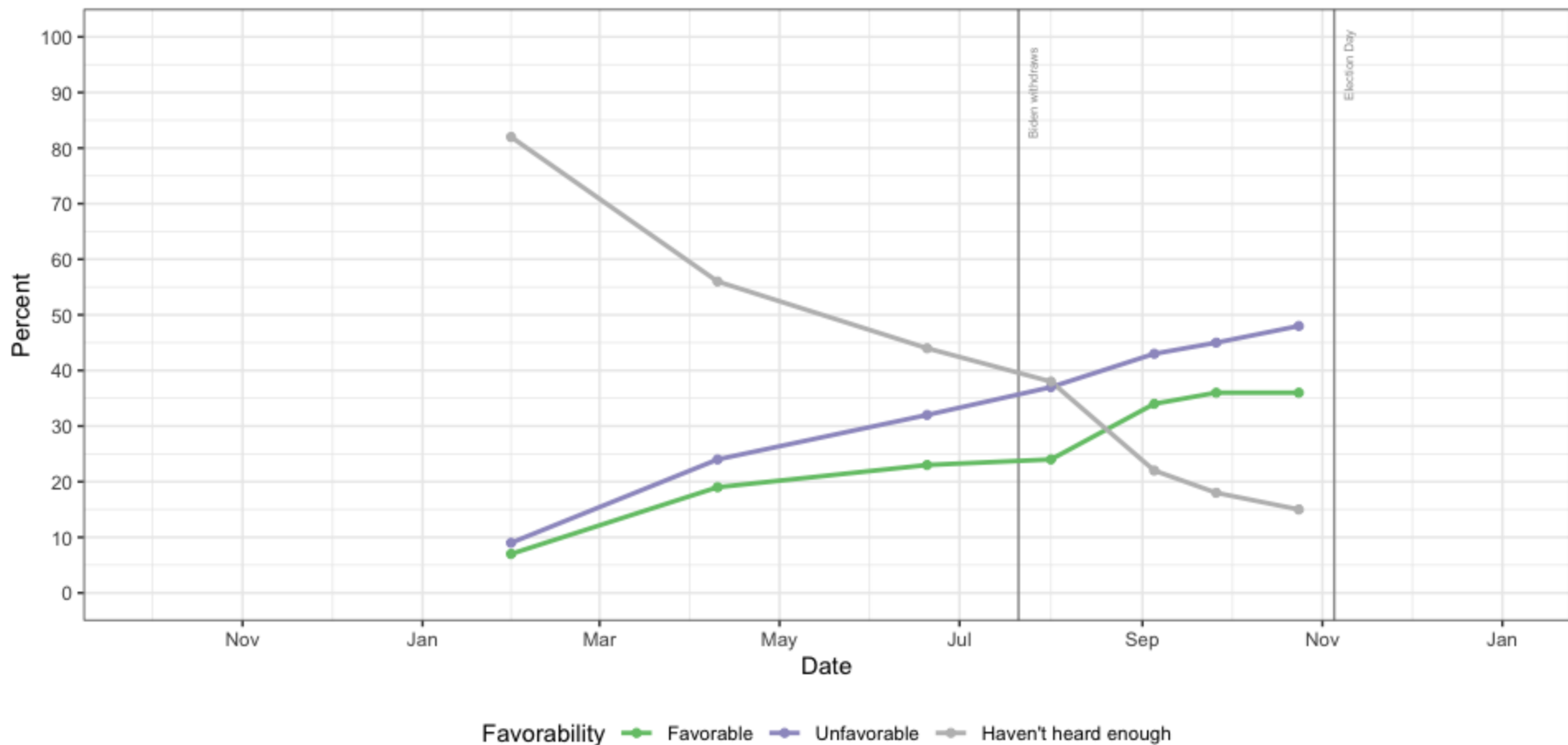
Baldwin favorability trend

Among Wisconsin registered voters



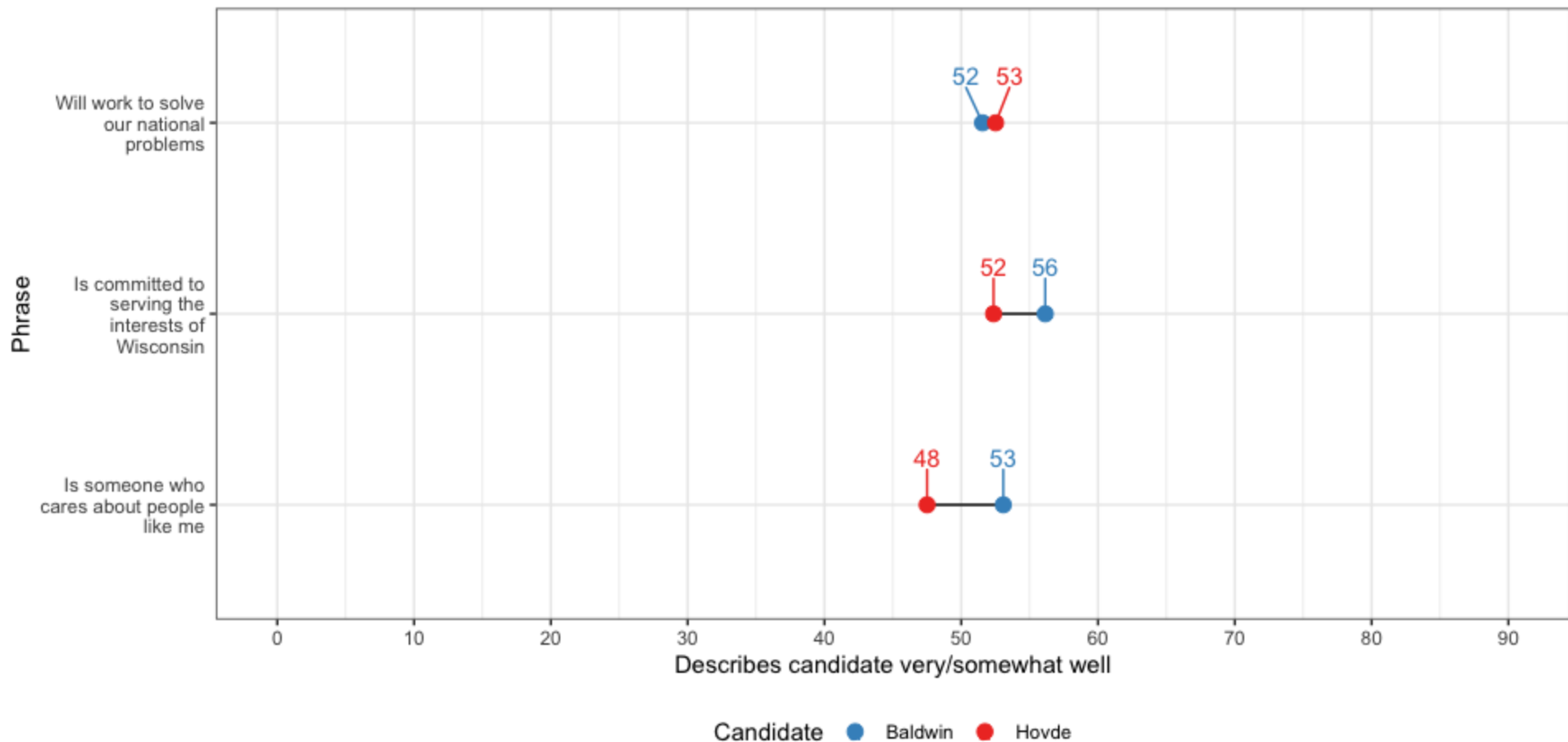
Hovde favorability trend

Among Wisconsin registered voters



How well does phrase describe Baldwin and Hovde, Wisconsin

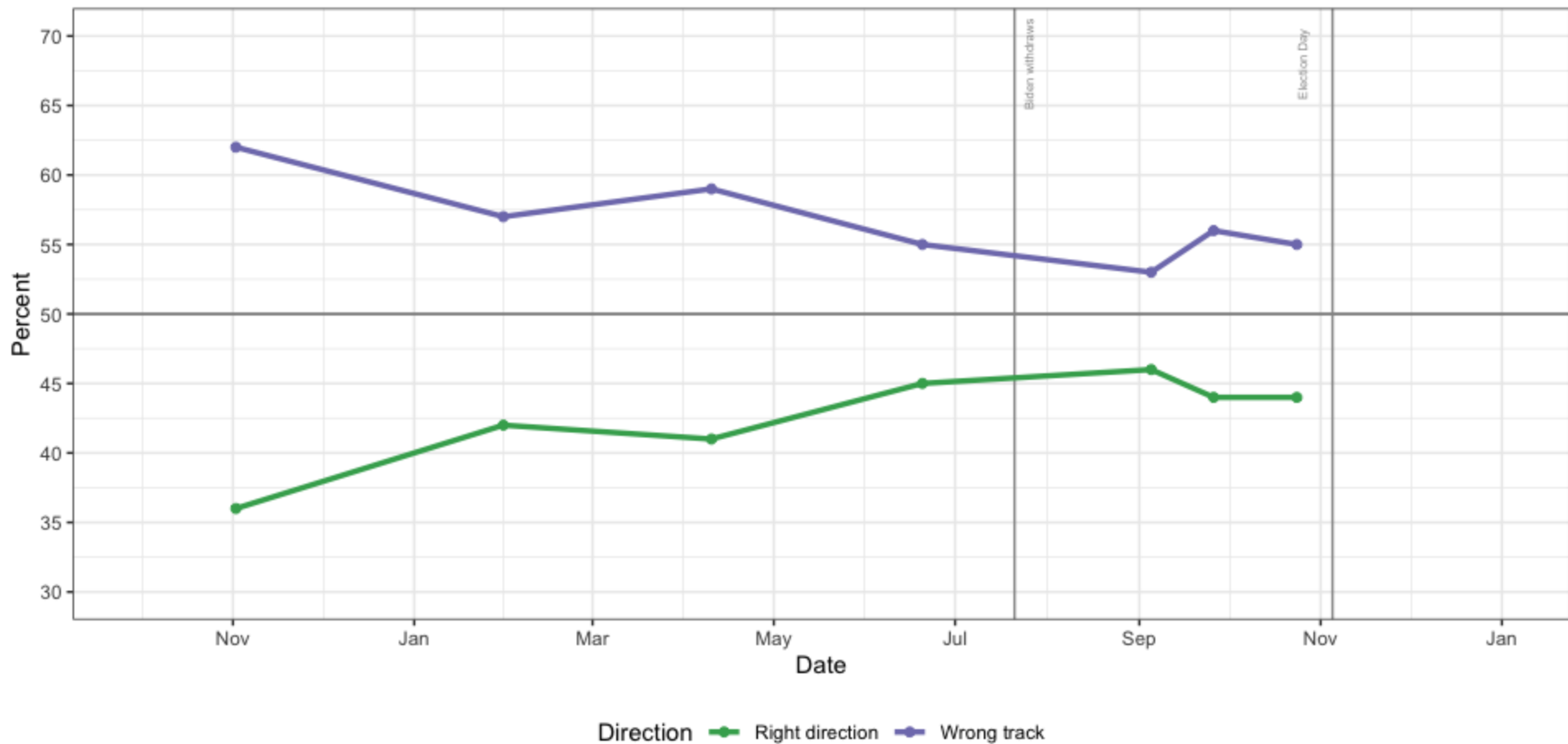
Among Wisconsin registered voters



Direction of state

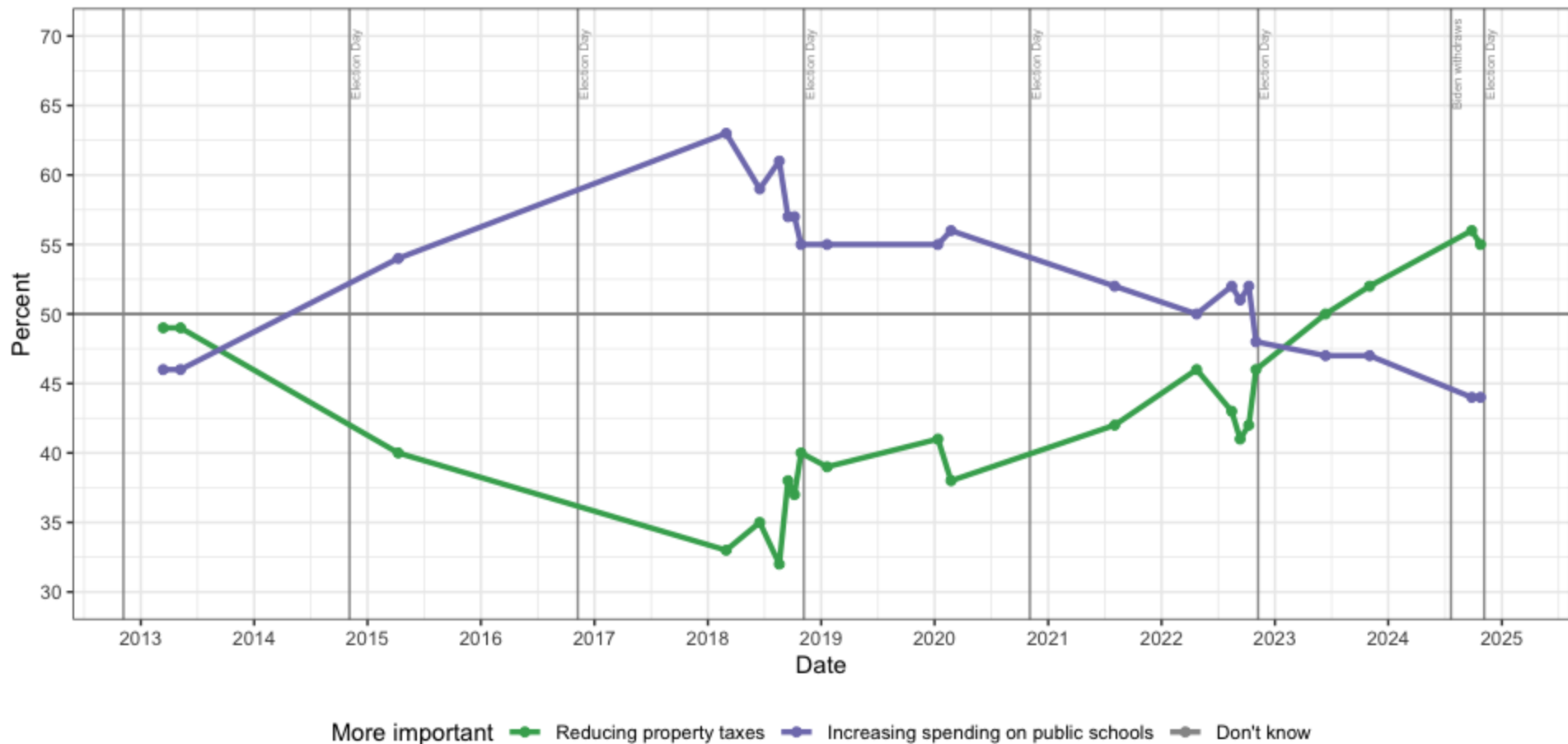
Right direction or wrong track trend

Among Wisconsin registered voters



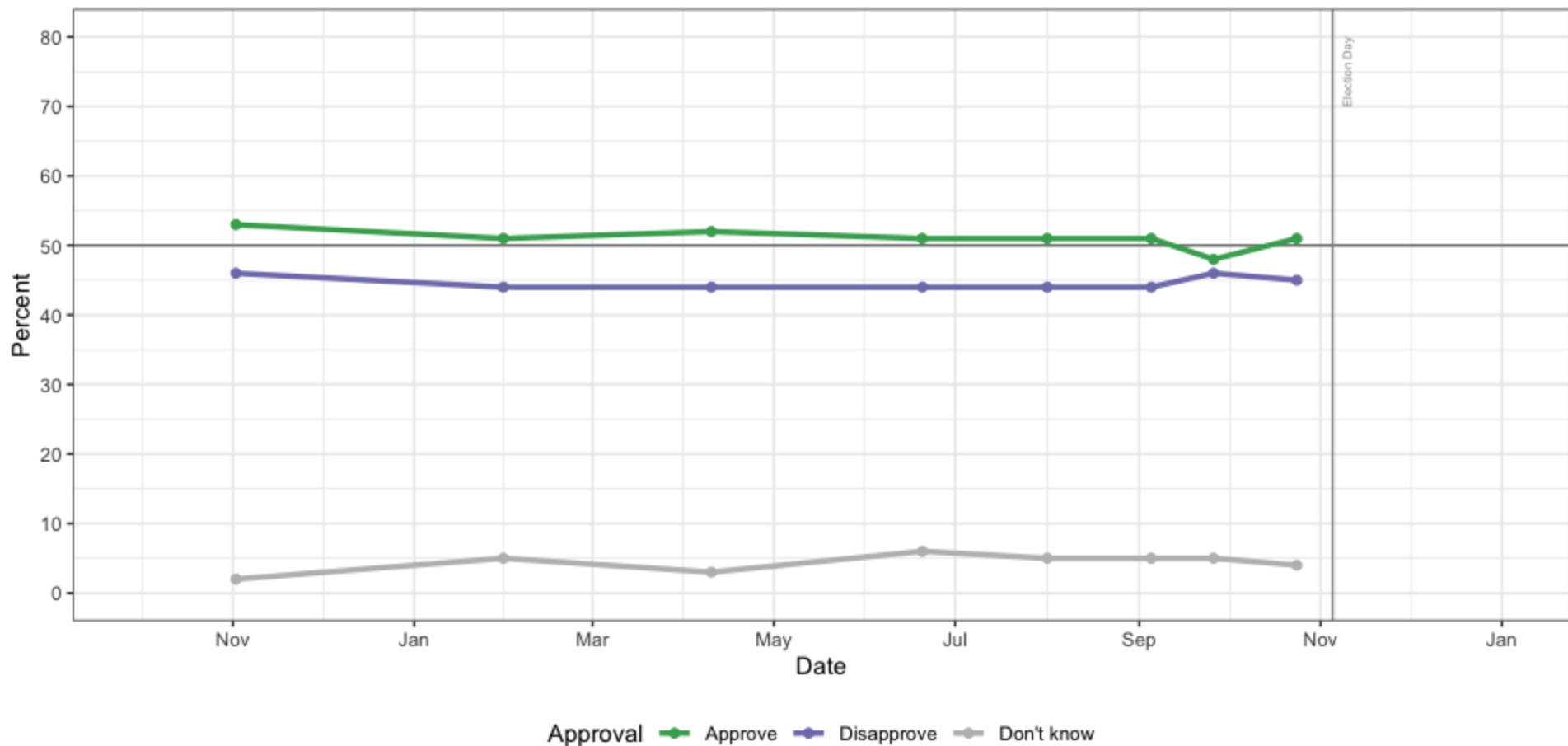
Which more important: lower property taxes or more school funding

Among Wisconsin registered voters



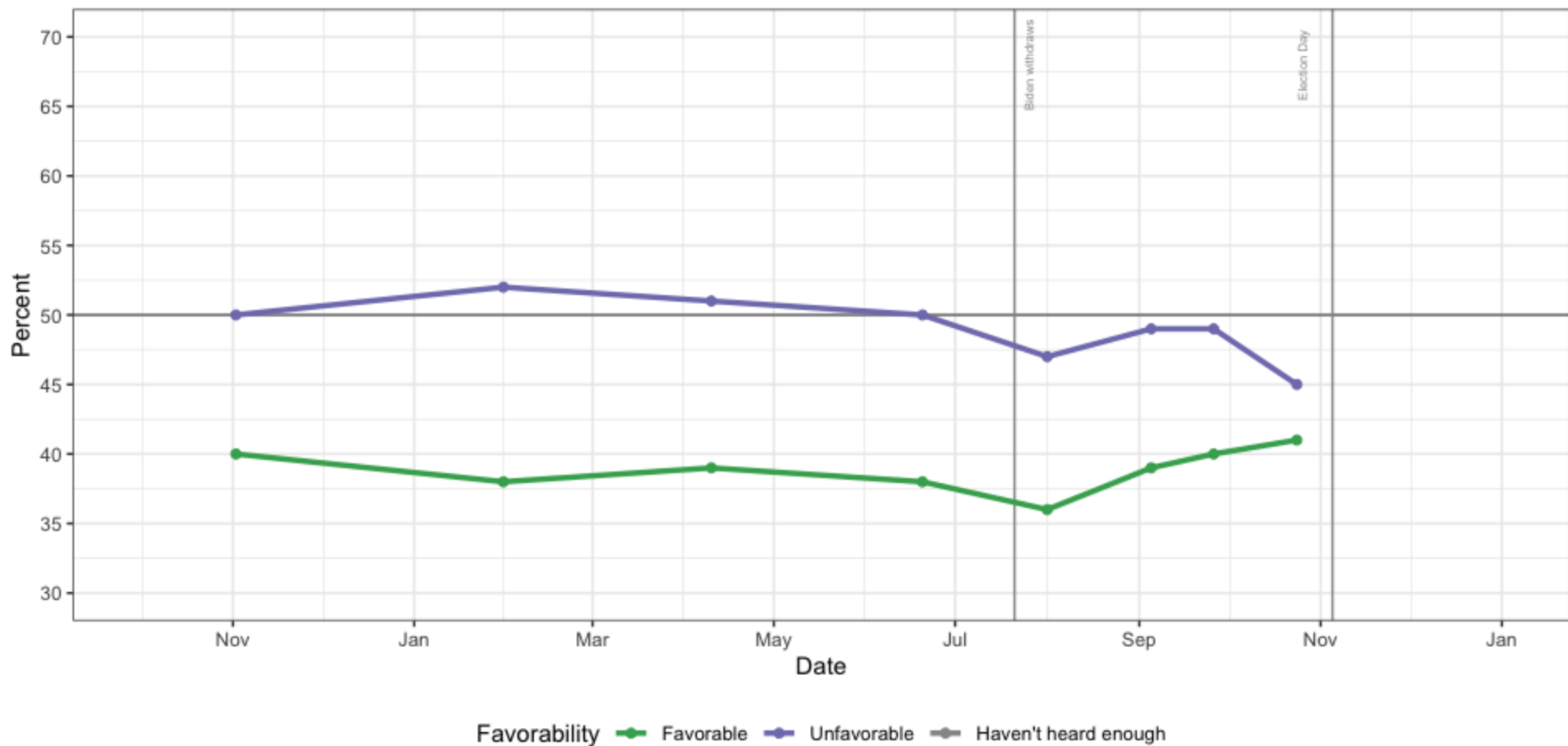
Evers approval trend

Among Wisconsin registered voters



Ron Johnson favorability trend

Among Wisconsin registered voters



Polls don't vote. People vote.
The election is in your hands.



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