

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

October 15-22, 2025



The topics of the day

- Methodology of the poll
- Primaries for governor
- April Supreme Court election
- Top issue concerns
- Inflation and economic situation
- State issues
- National issues
- Job approval

The methodology

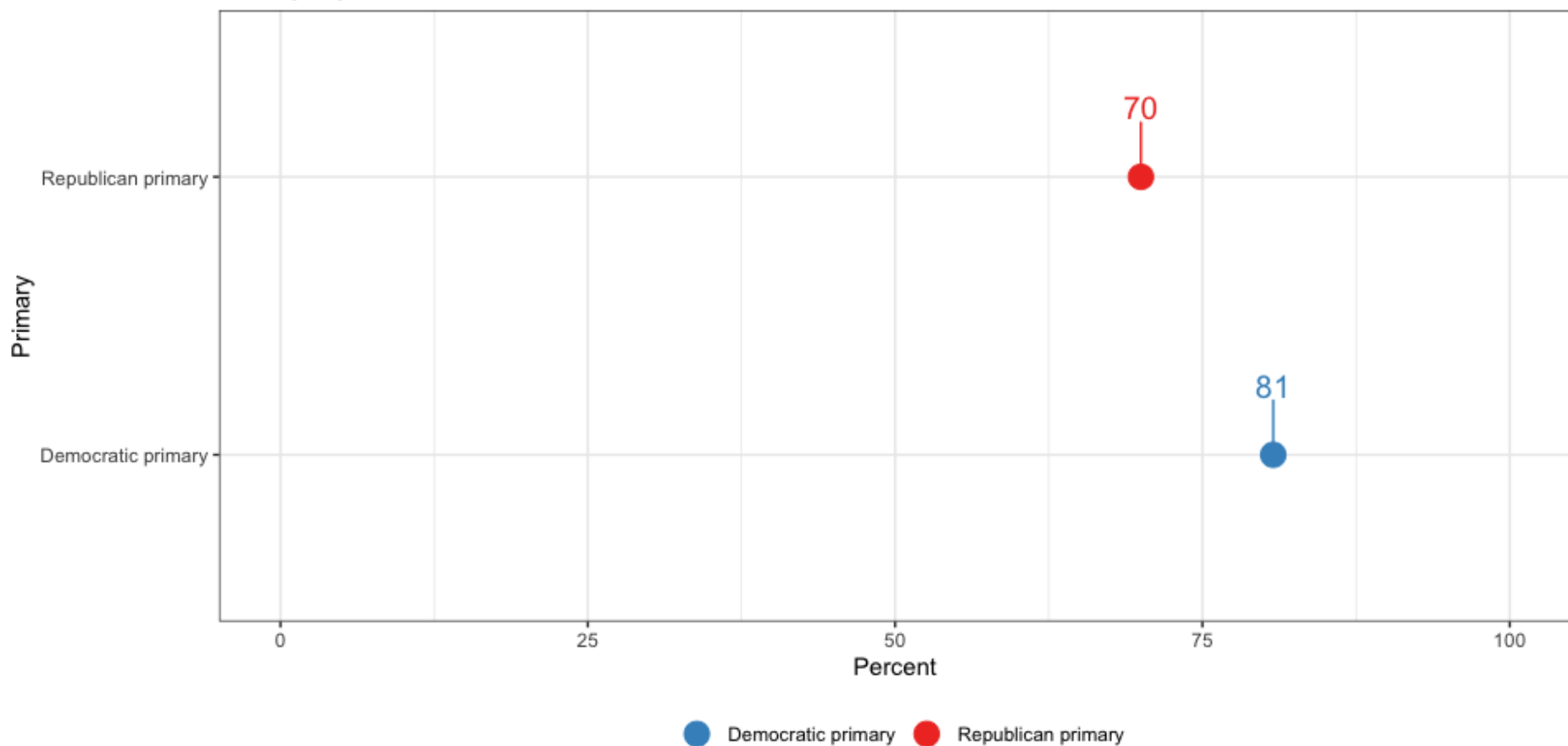
- The survey was conducted Oct. 15-22, 2025, interviewing 846 Wisconsin registered voters, with a margin of error of ± 4.5 percentage points.
- A number of policy questions are asked of a random half-samples of 423 registered voters with a margin of error of ± 6.4 percentage points.
- The sample size for Republican primary voters is 406, with a margin of error of 6.4 percentage points. The sample size for Democratic primary voters is 378, with a margin of error of 6.9 percentage points.

Partisan makeup

- The partisan makeup of the sample is 36% Republican, 32% Democratic and 33% independent.
- When independents who lean to a party are counted as partisans the sample is 46% Republican, 42% Democratic and 13% independent.
- In all polls conducted in 2024, the combined samples were 33% Republican, 31% Democratic and 36% independent.
- Counting independents who lean to a party as partisans, the 2024 samples were 45% Republican, 42% Democratic and 12% independent.

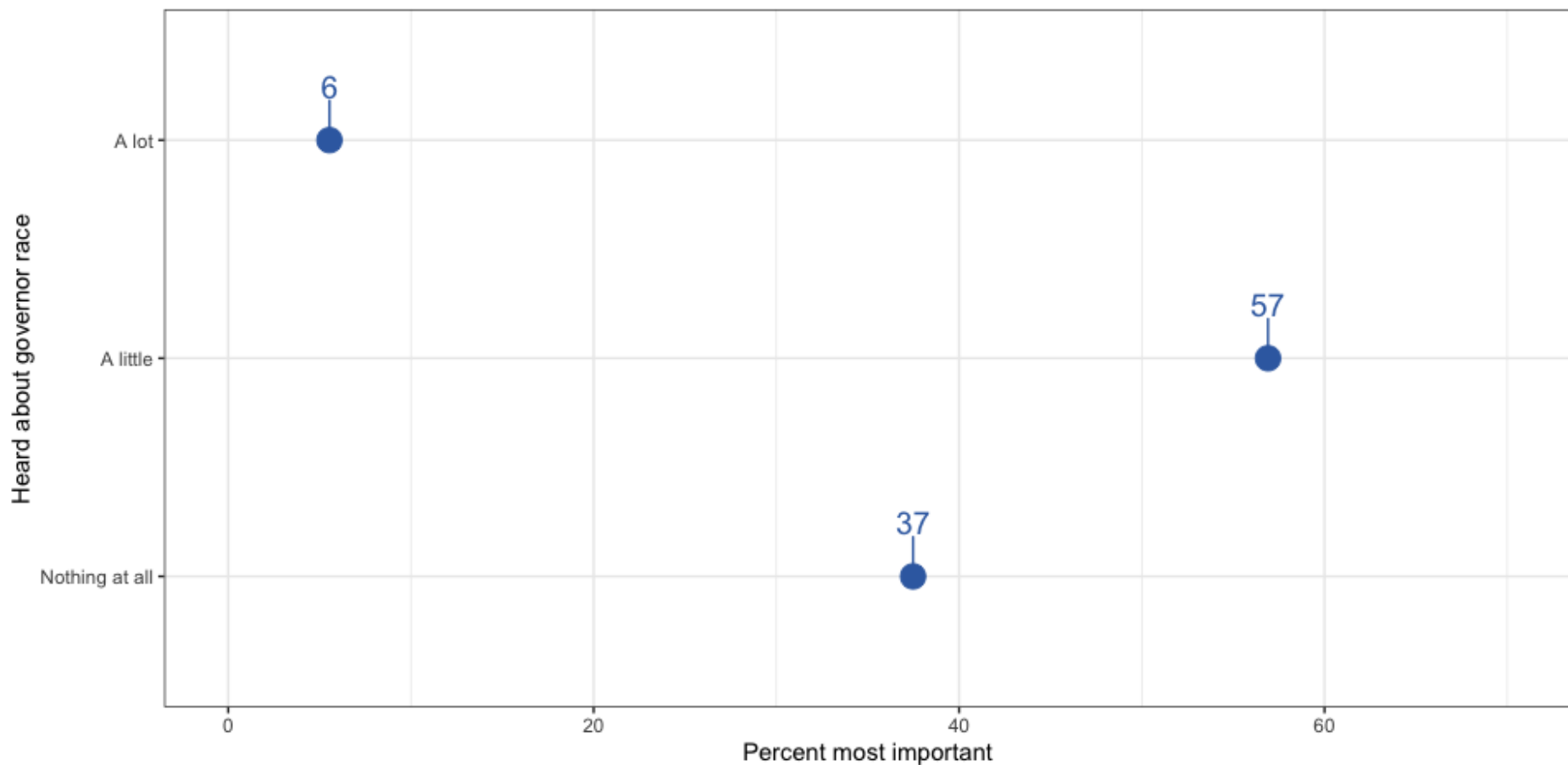
Undecided in Gubernatorial primaries

Among registered voters



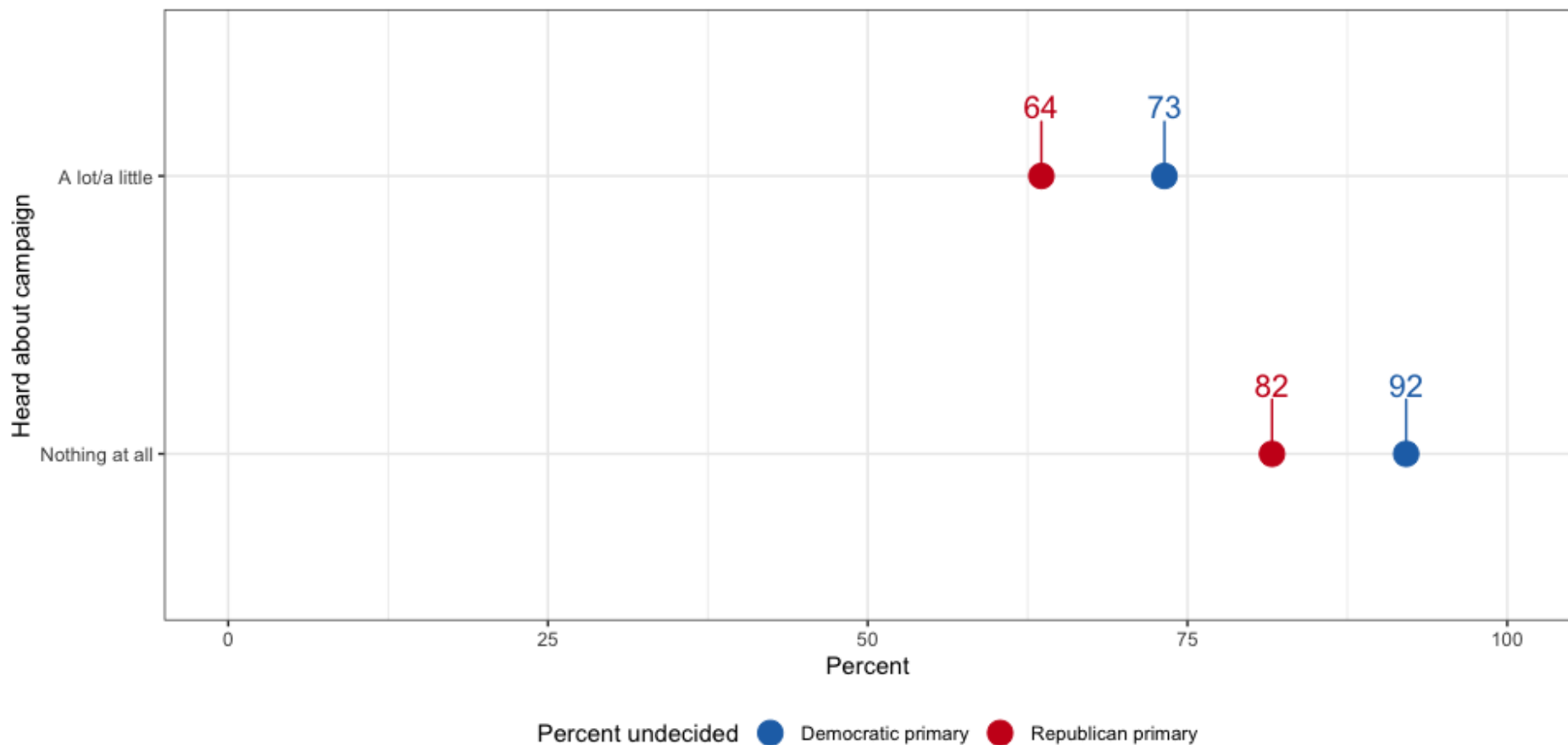
Heard about governor's race

Among Wisconsin registered voters



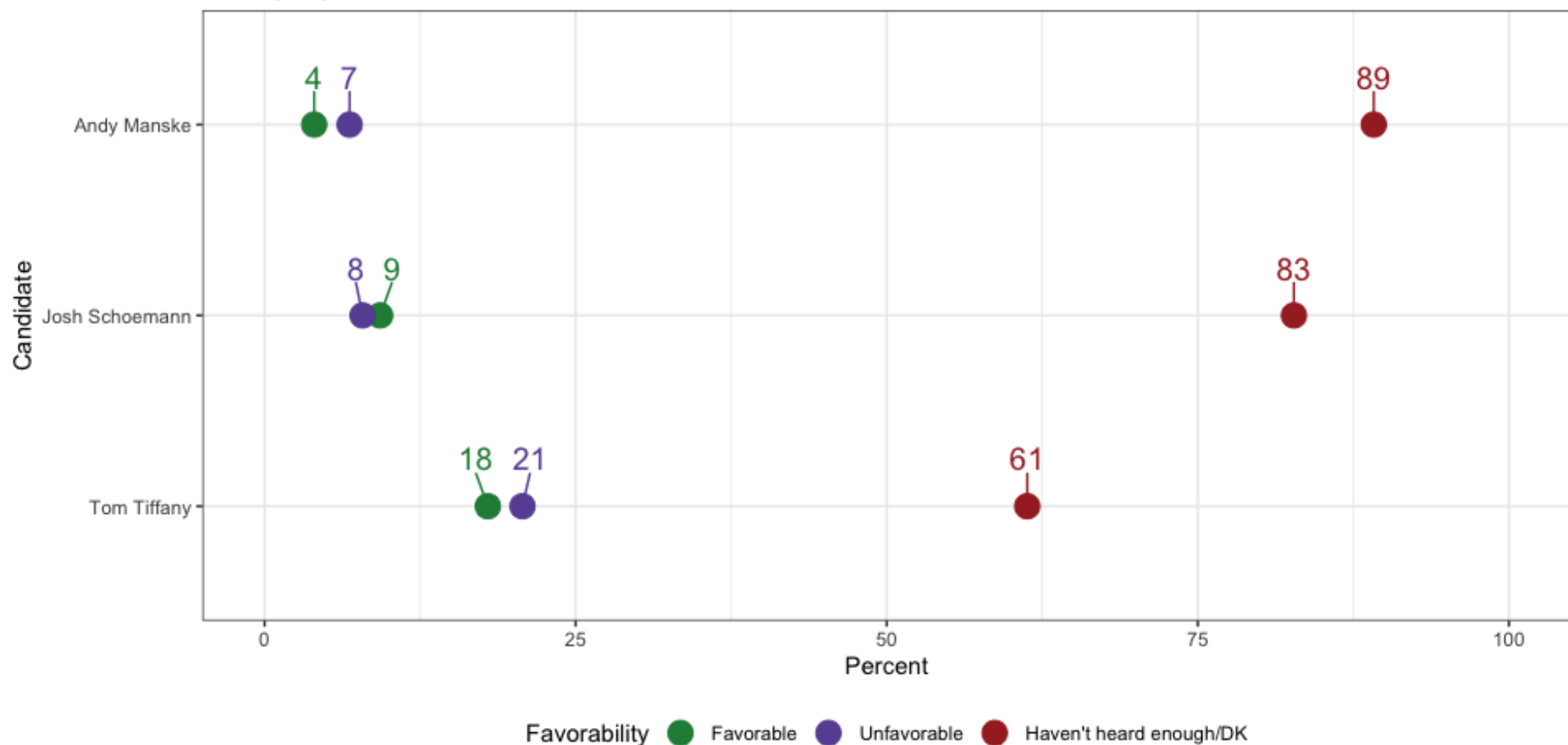
Undecided in primary by heard about campaign

Among registered voters



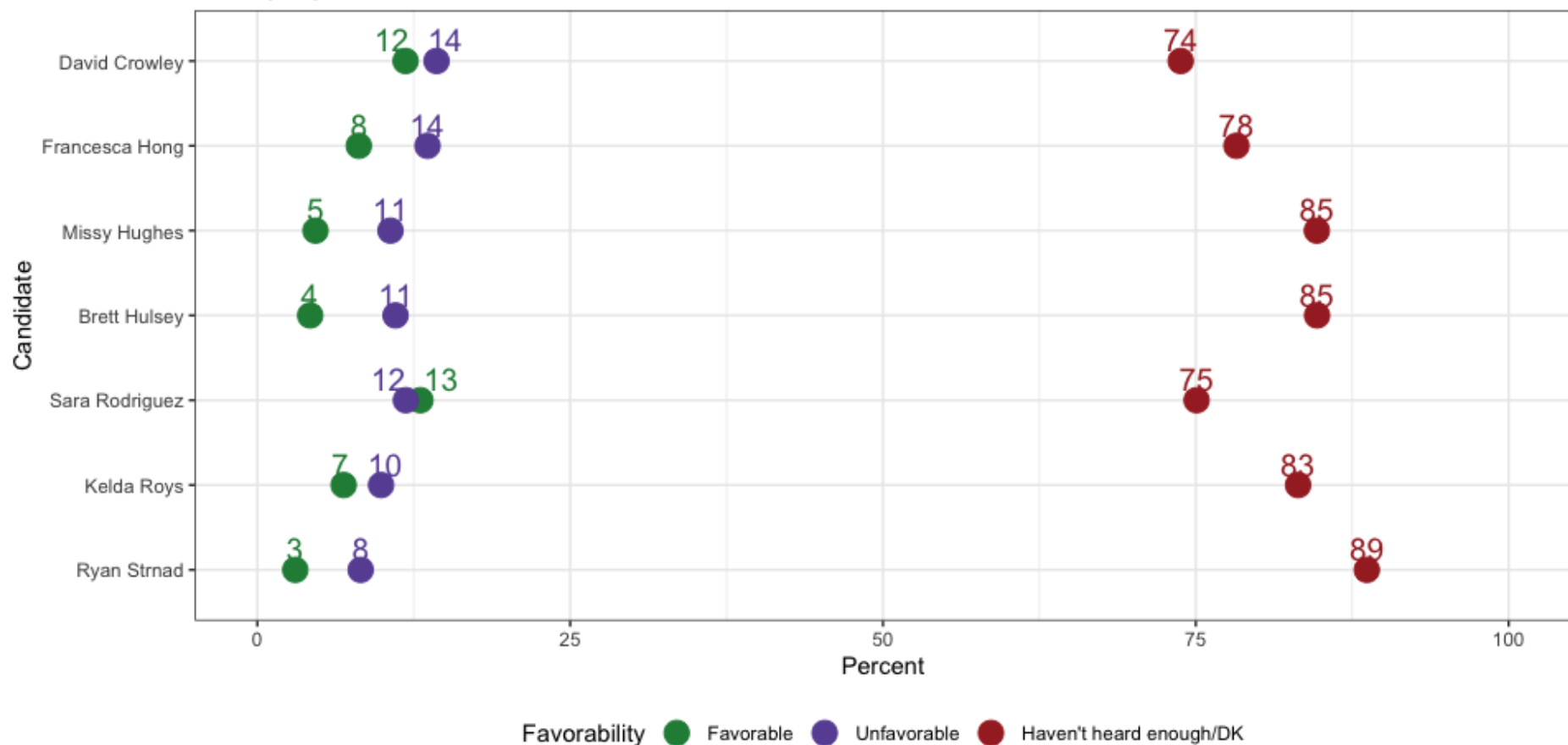
Favorability Republican candidates

Among registered voters



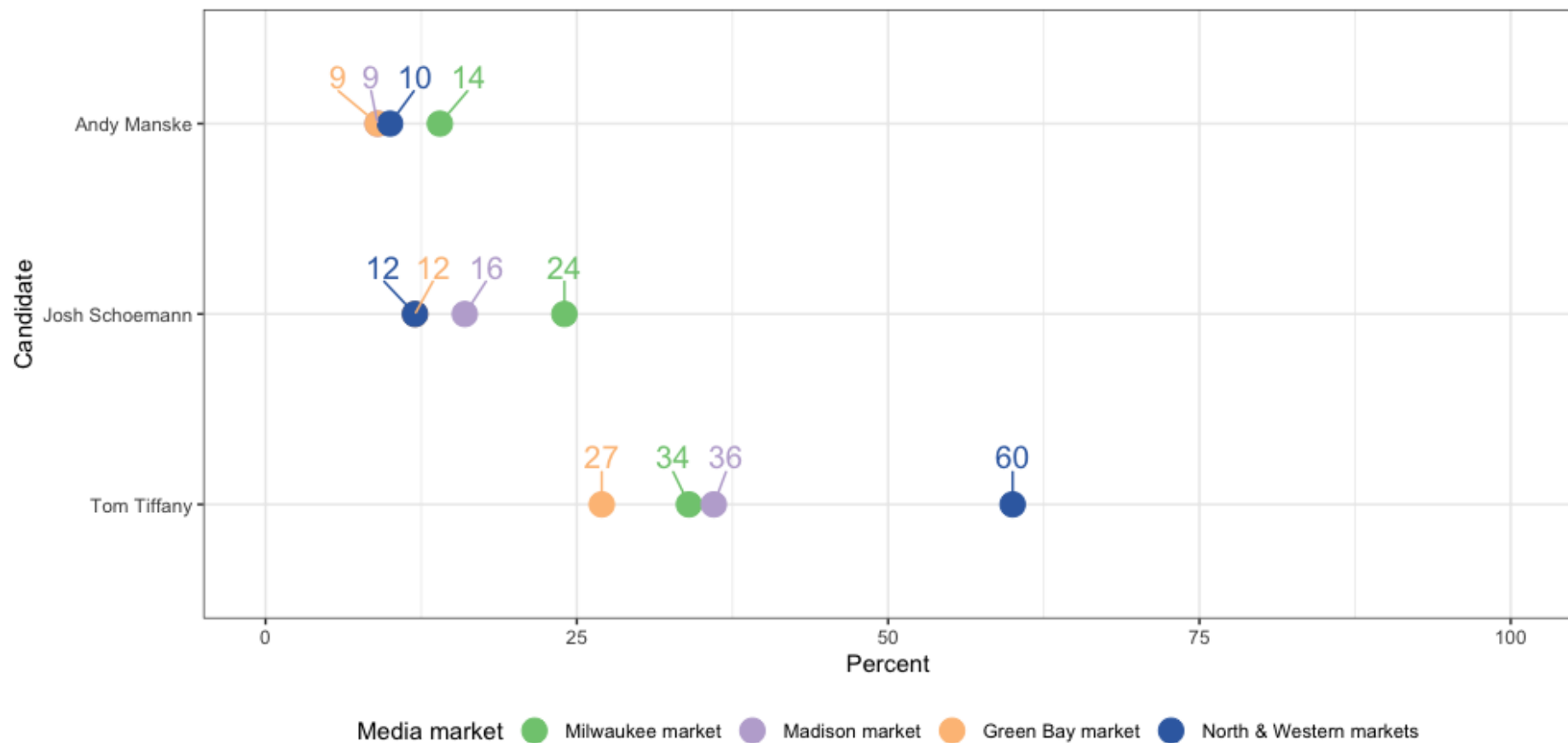
Favorability Democratic candidates

Among registered voters



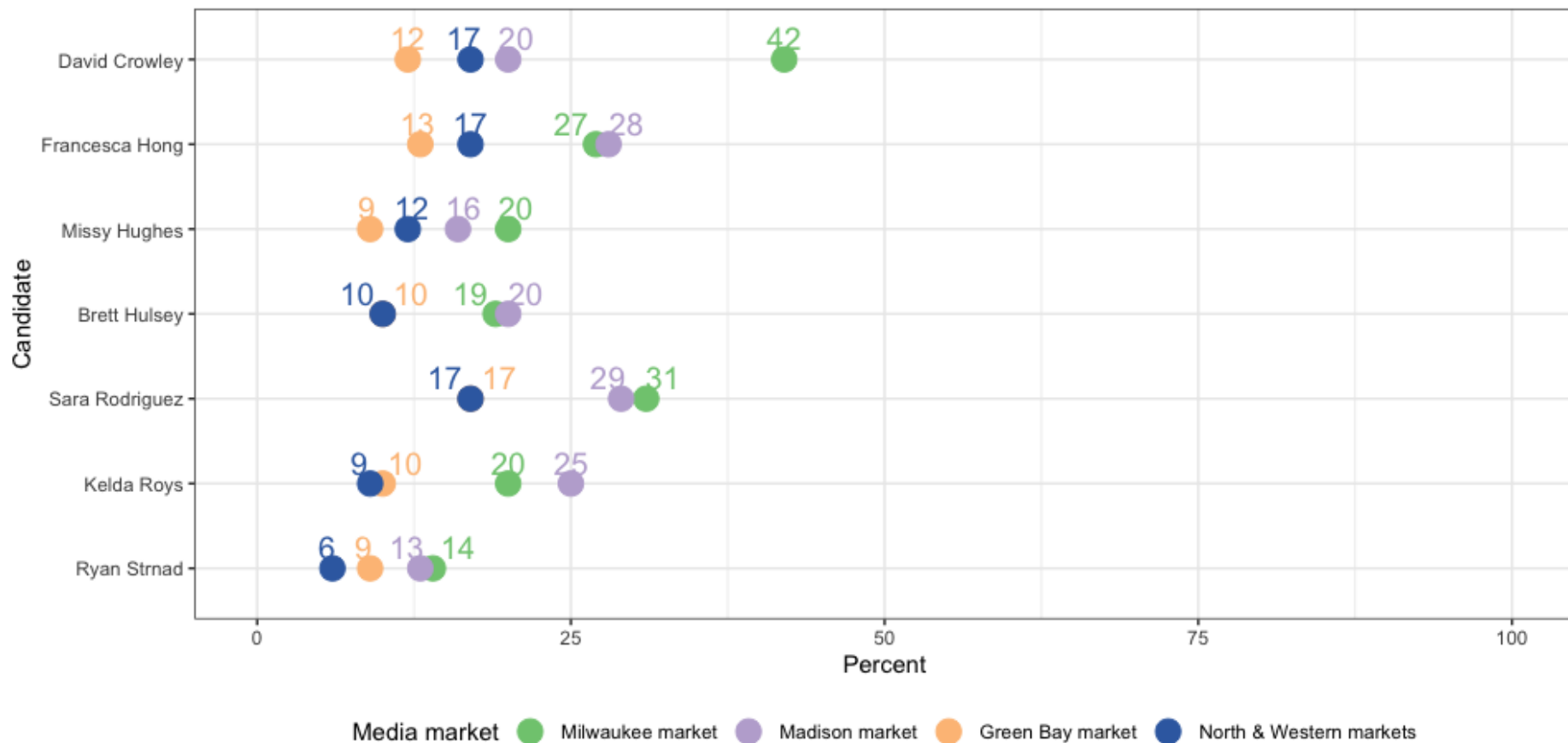
Republican name ID by media market

Among registered voters



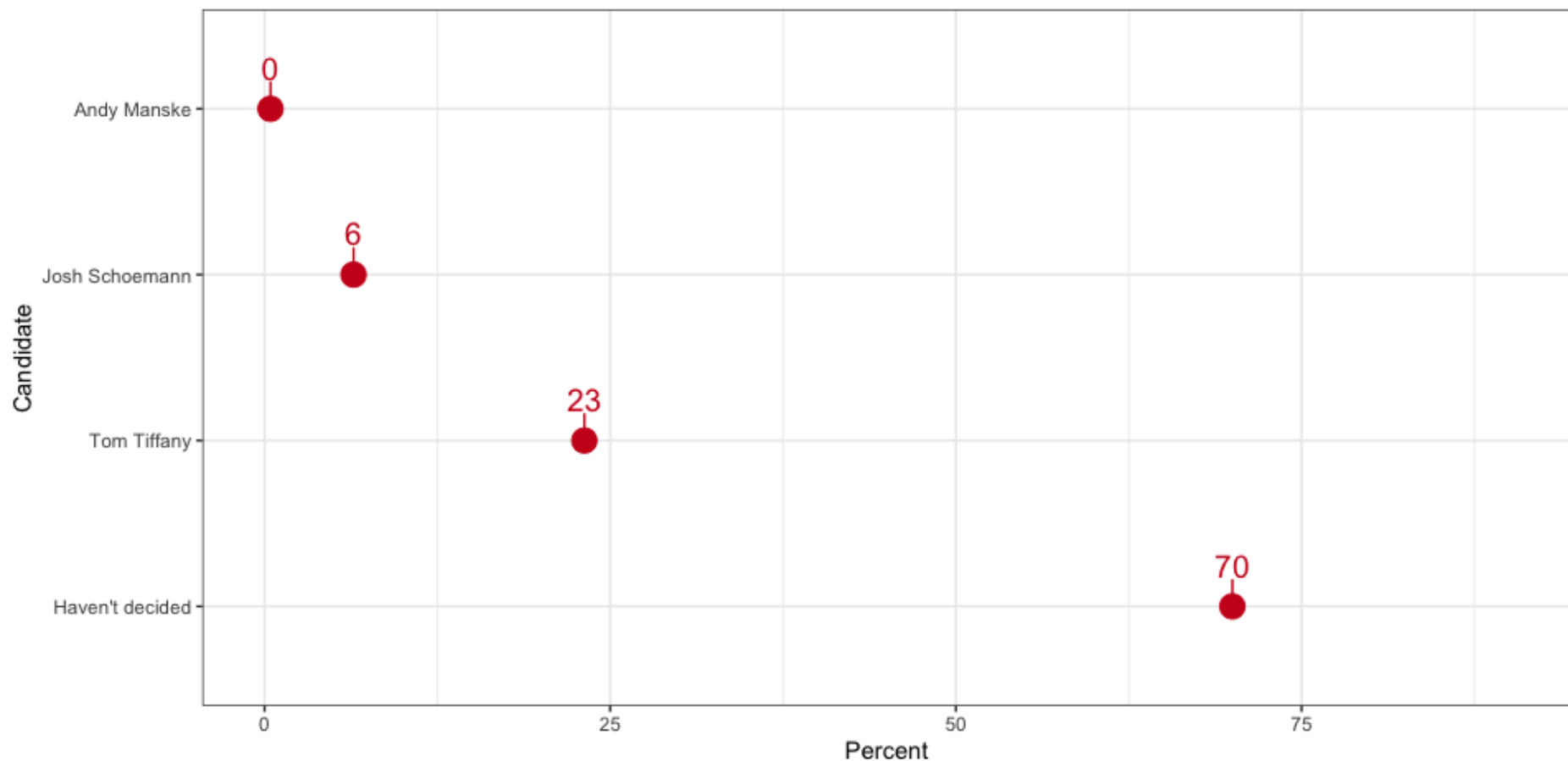
Democratic name ID by media market

Among registered voters



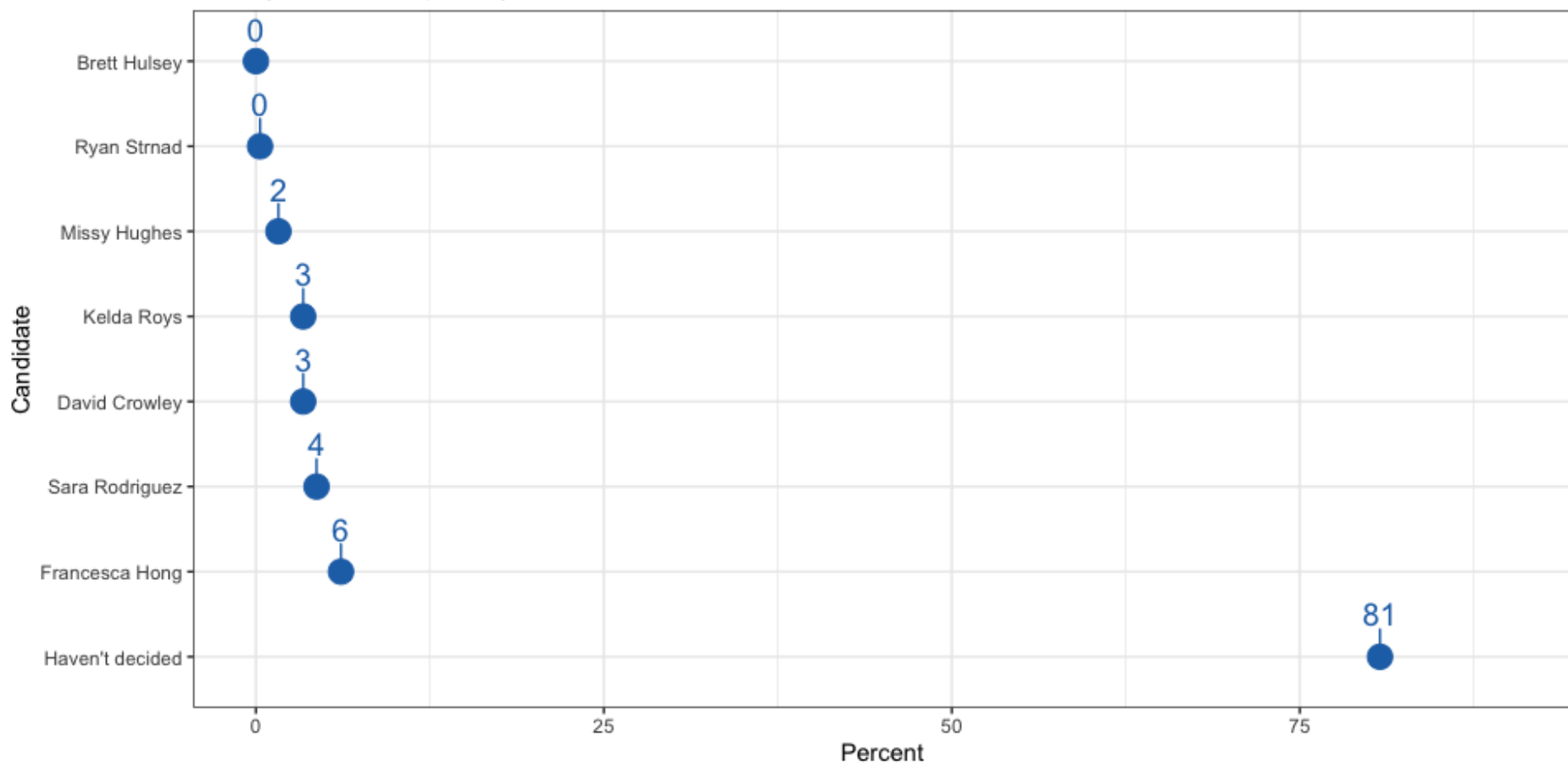
Republican primary choice

Among Republican primary voters



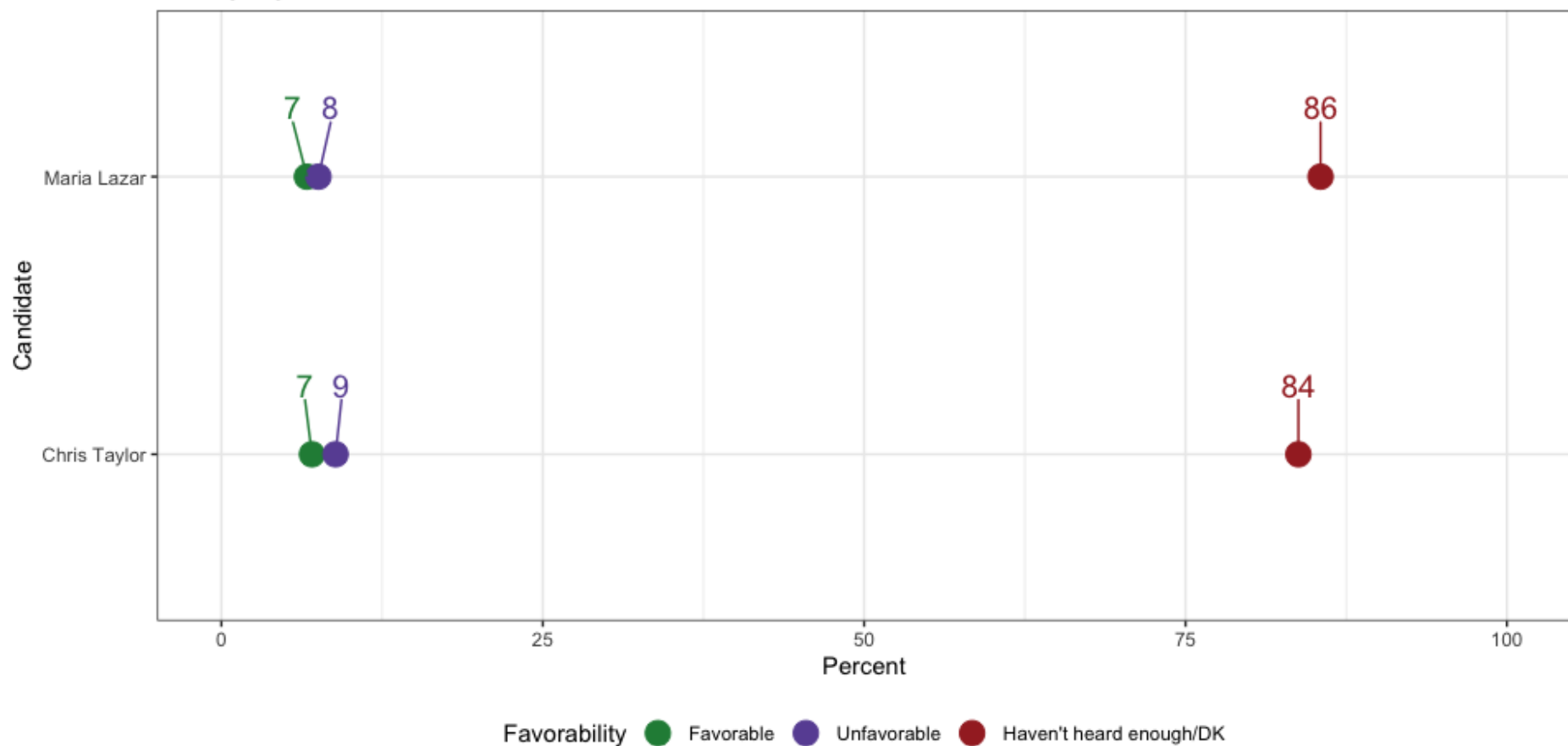
Democratic primary choice

Among Democratic primary voters



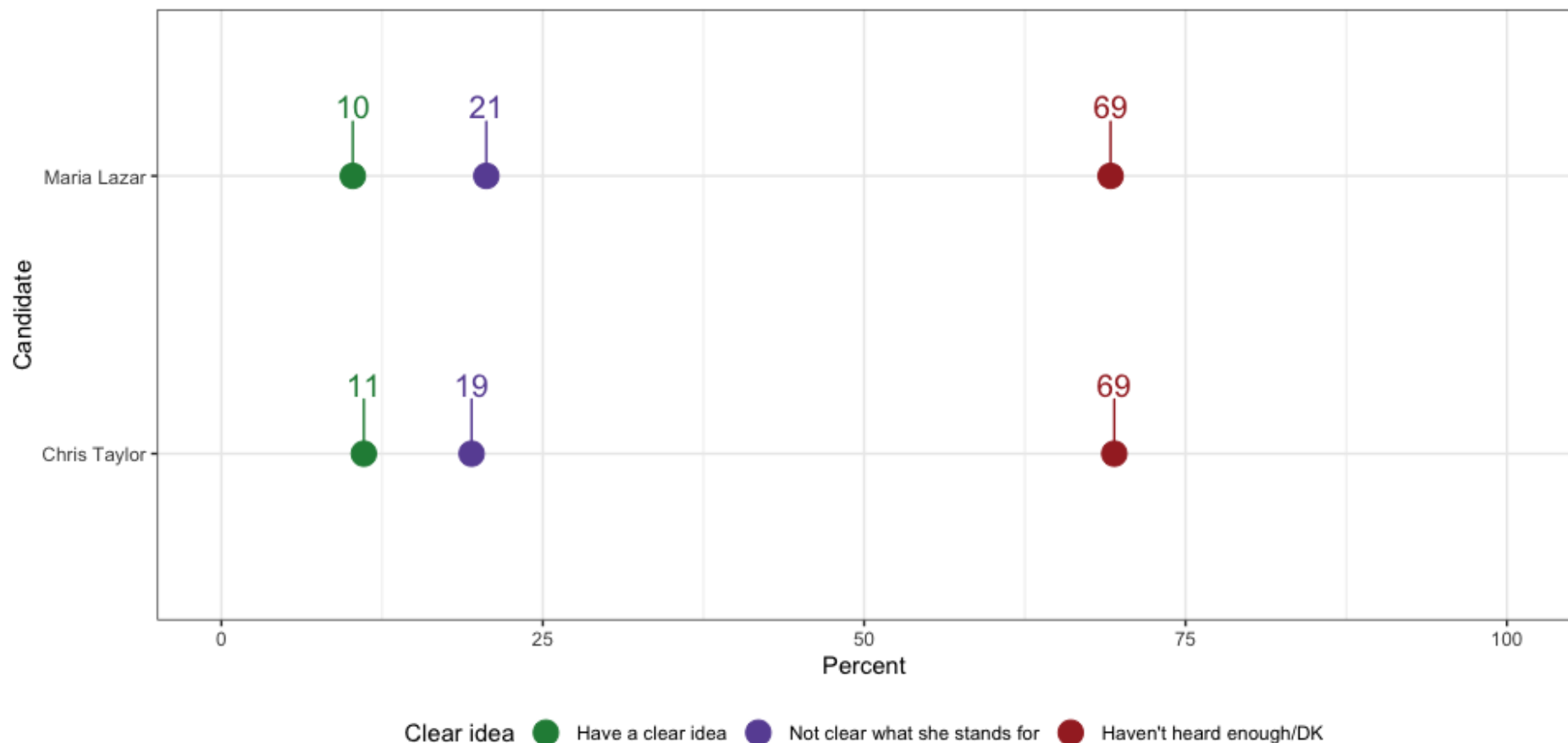
Favorability Supreme Court candidates

Among registered voters



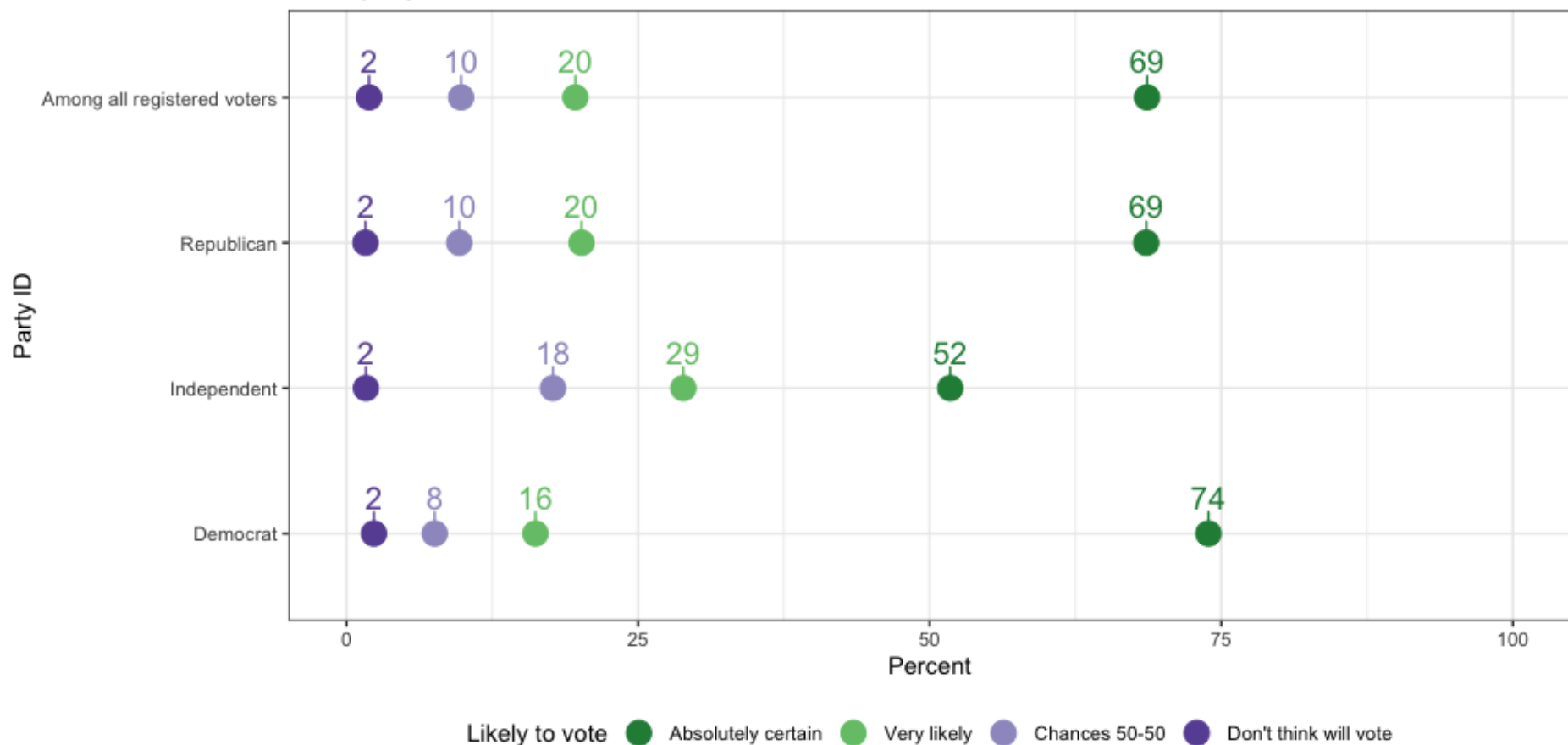
Clear idea what Supreme Court candidates stand for

Among registered voters



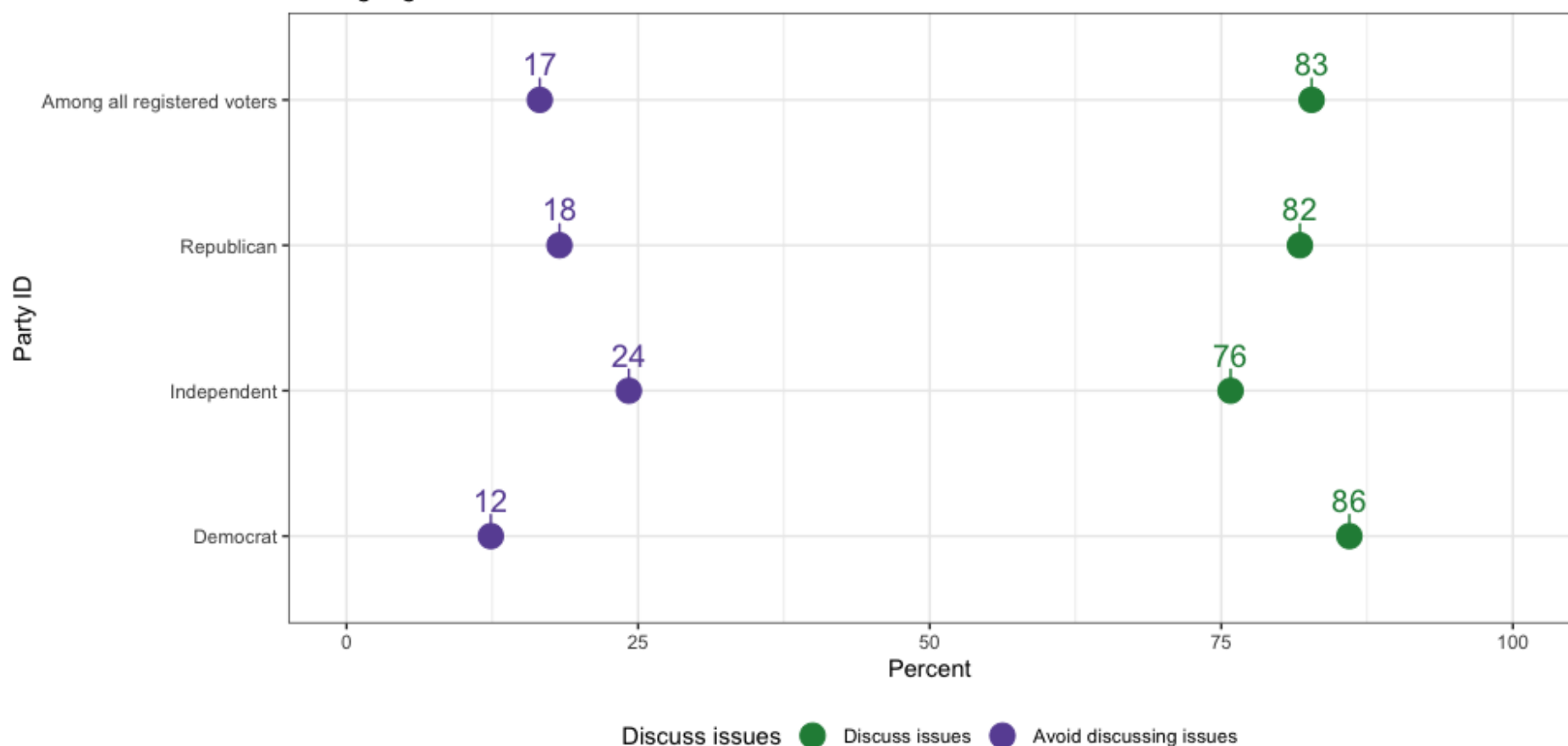
Likely to vote in April by party identification

Among registered voters



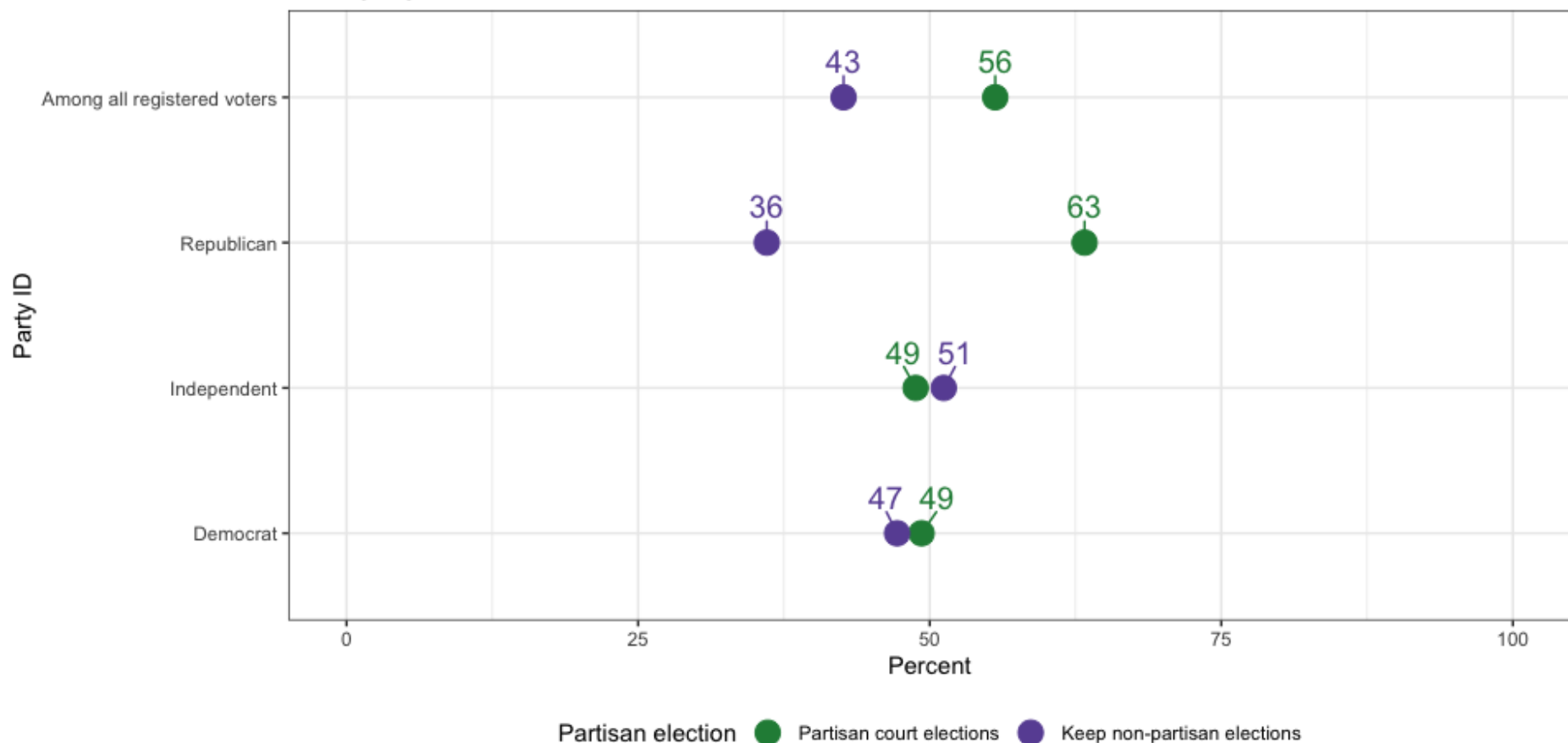
Discuss issues by party identification

Among registered voters



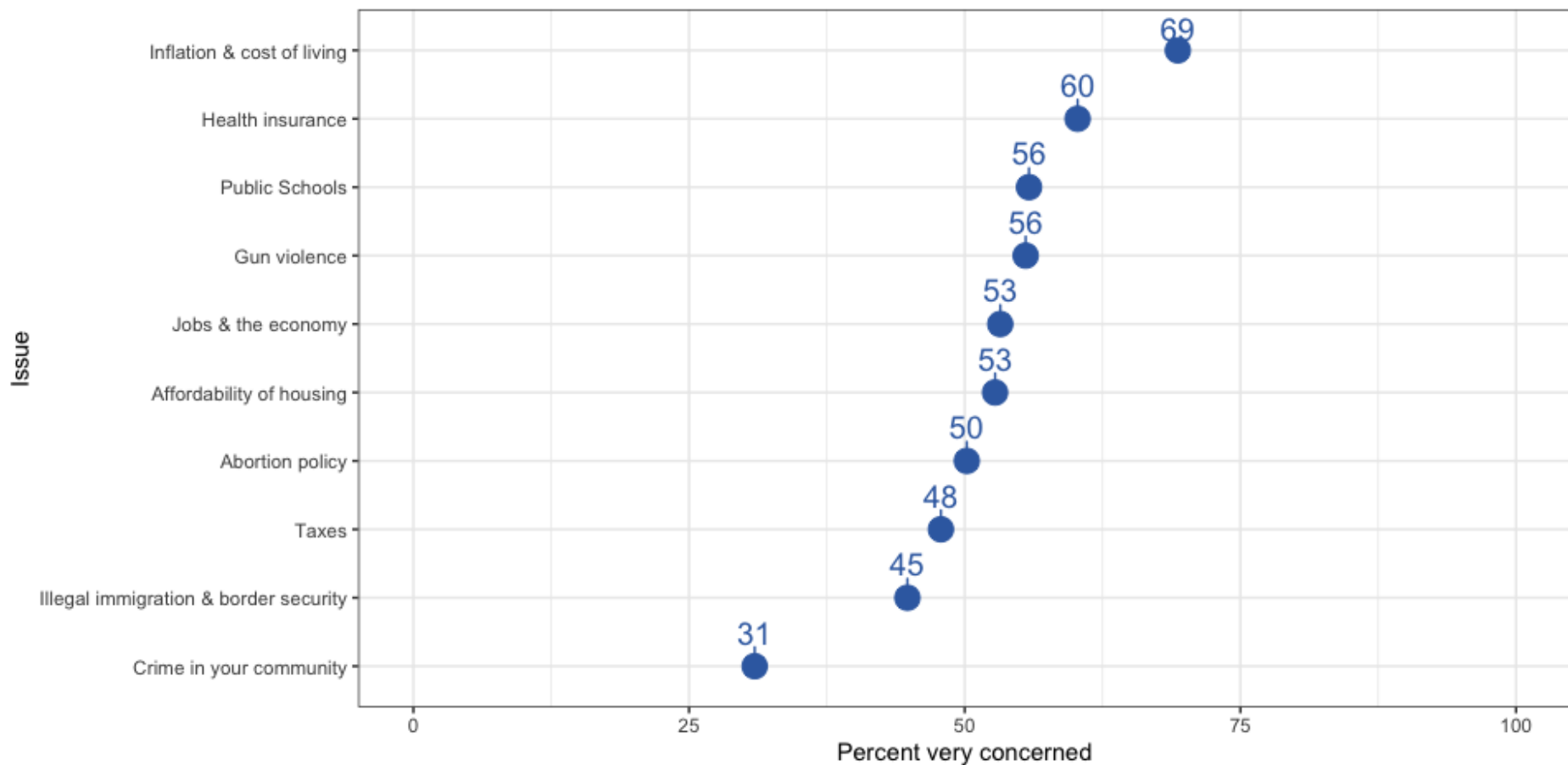
Partisan court elections by party identification

Among registered voters



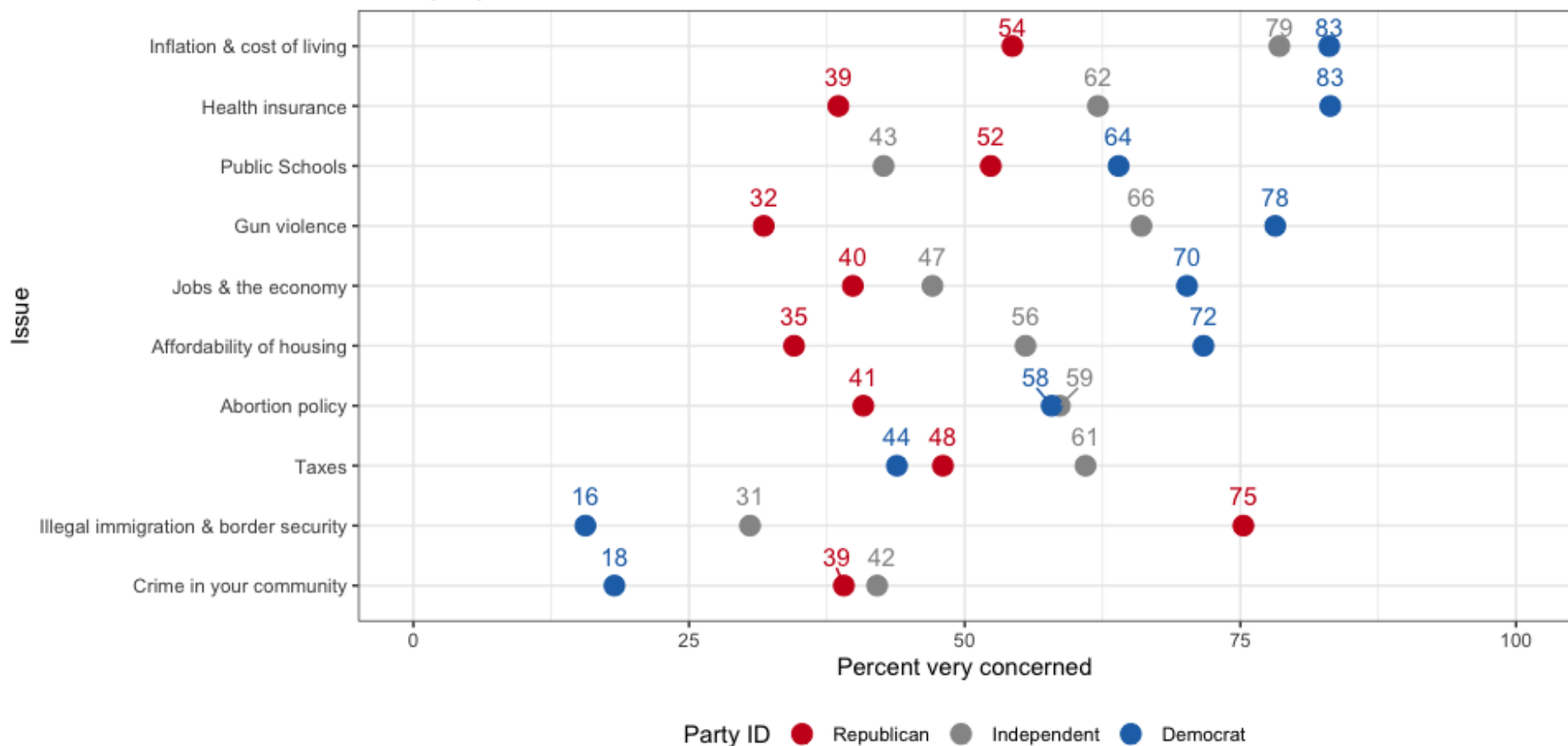
Issue concerns

Among registered voters



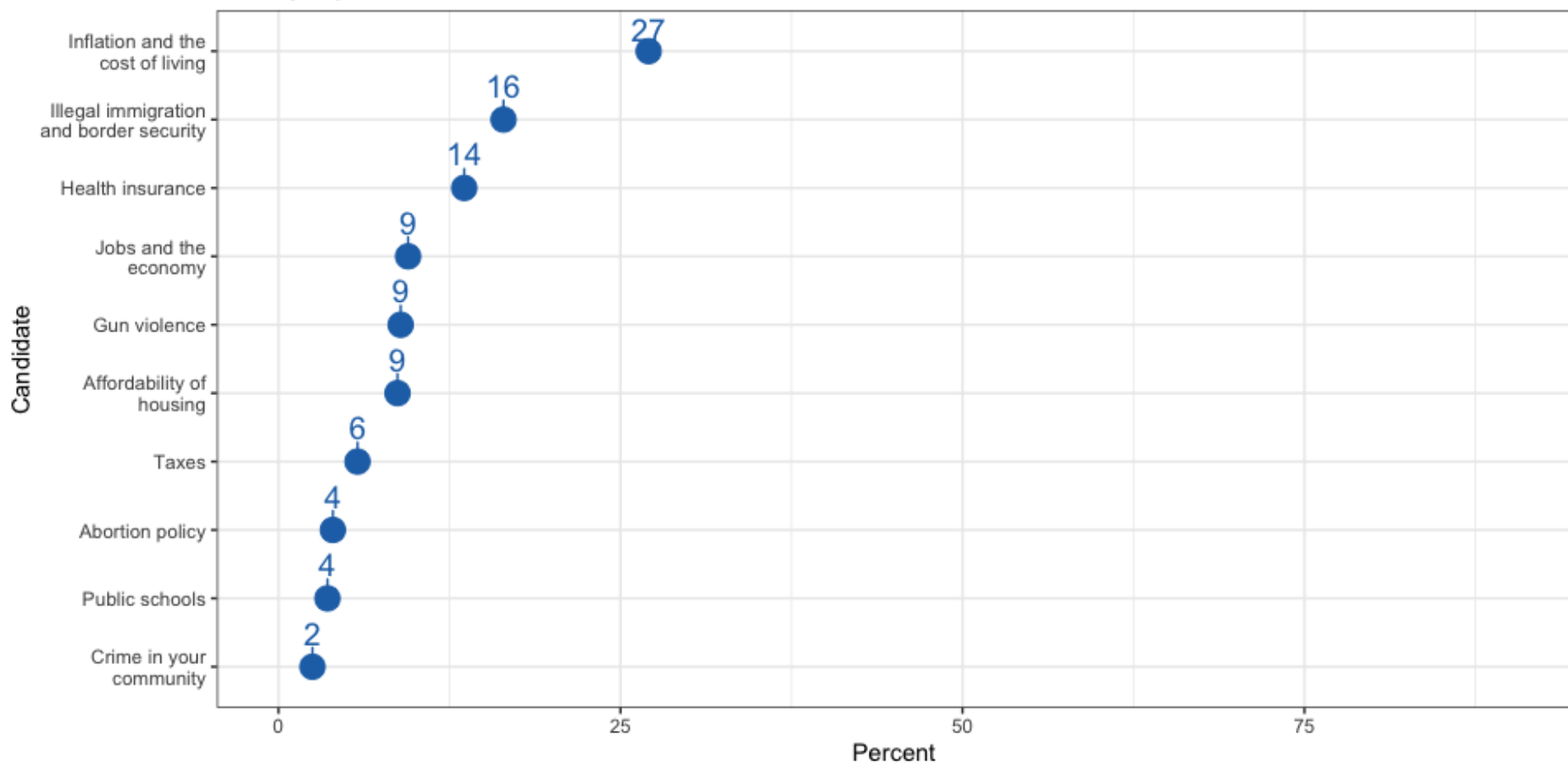
Issue concerns by party identification

Among registered voters



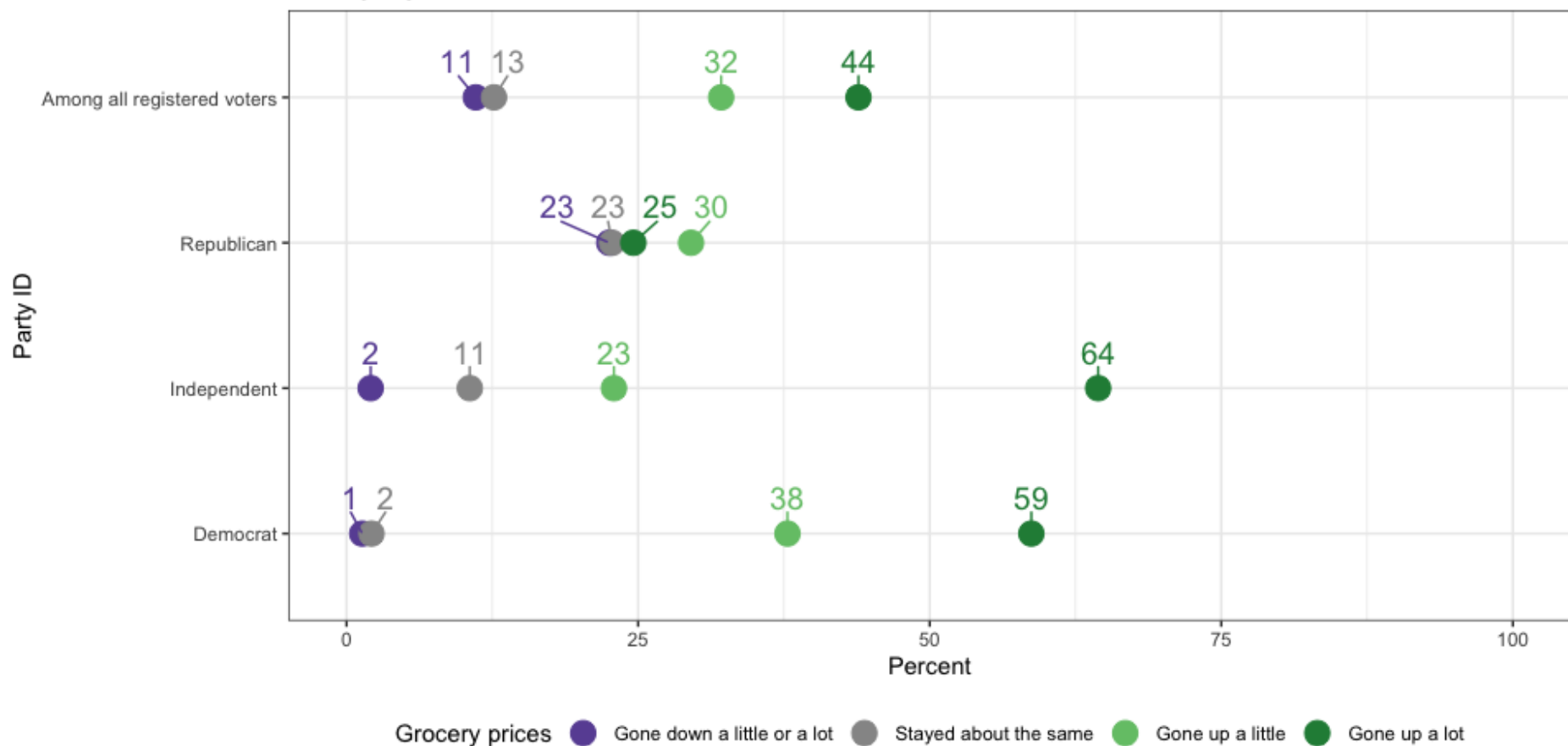
Most important issue

Among registered voters



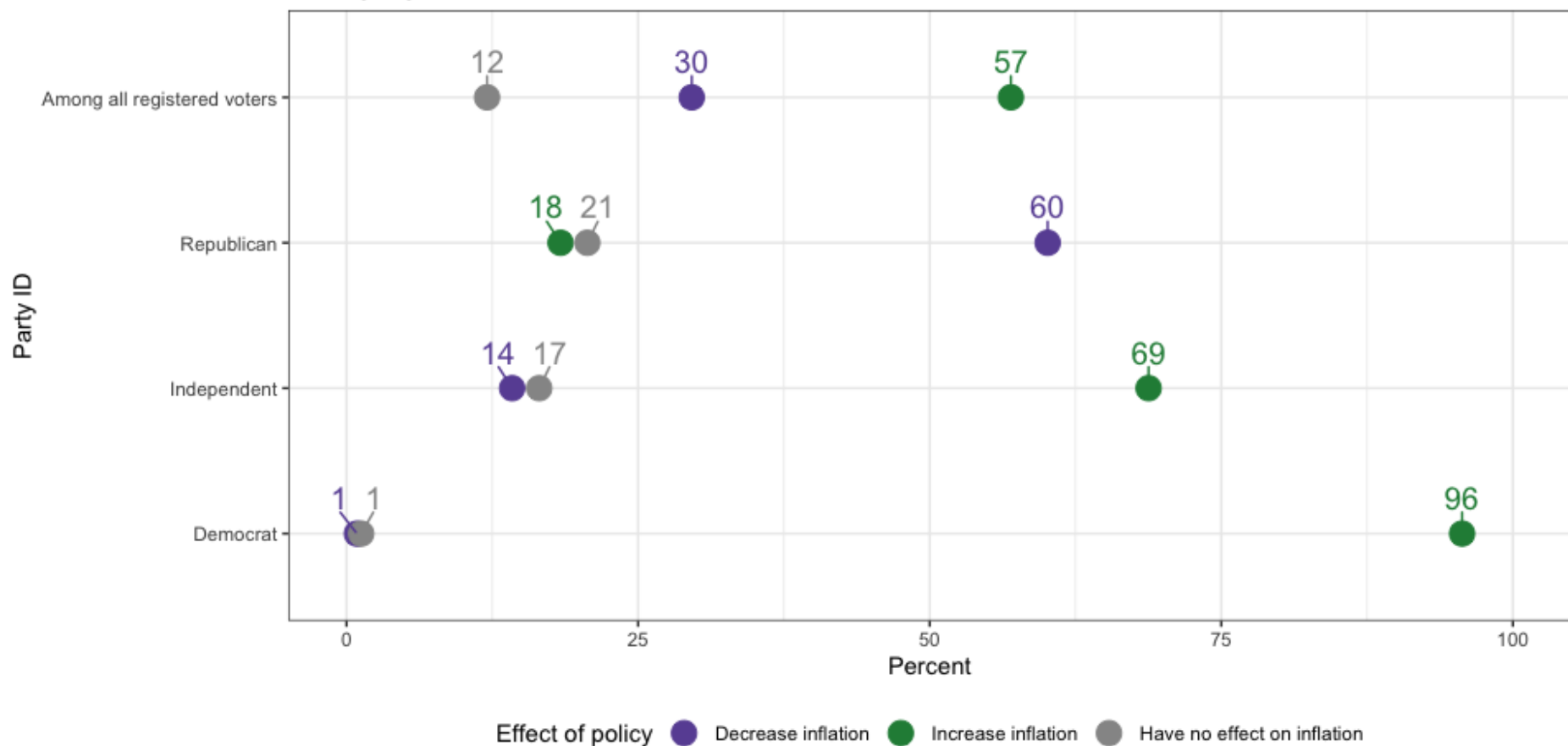
Grocery prices by party identification

Among registered voters



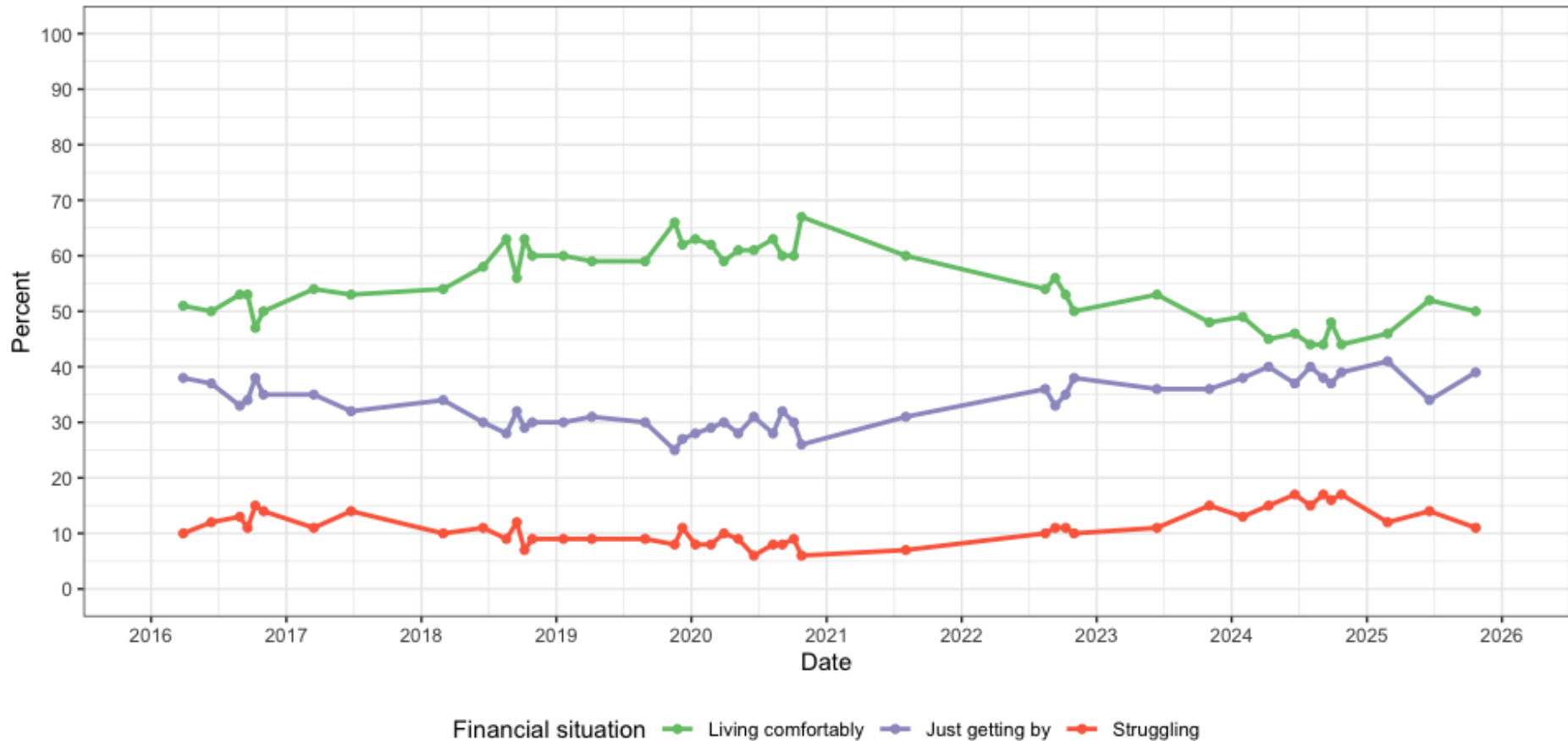
Effect of Trump policy on inflation by party identification

Among registered voters



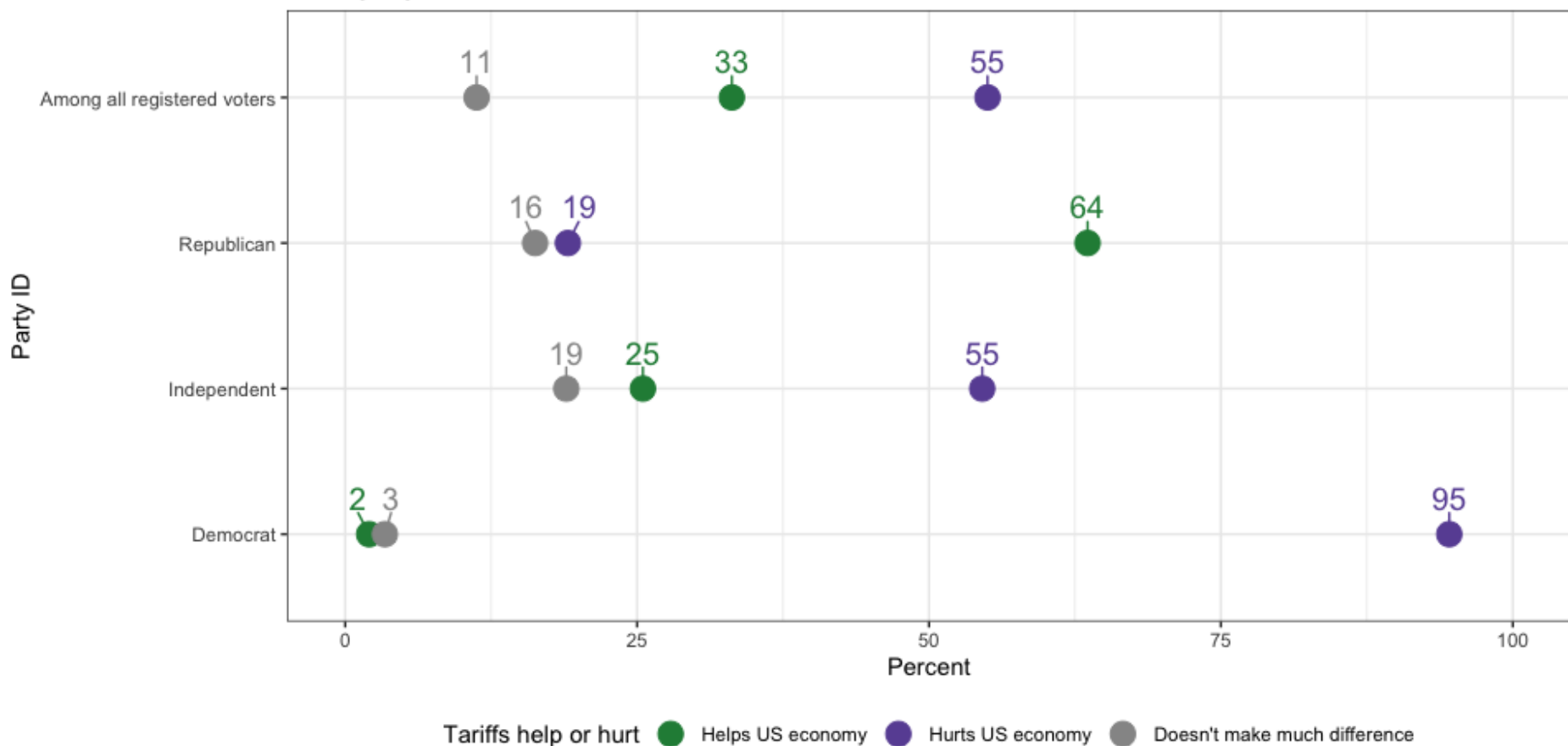
Family financial situation trend

Among Wisconsin registered voters



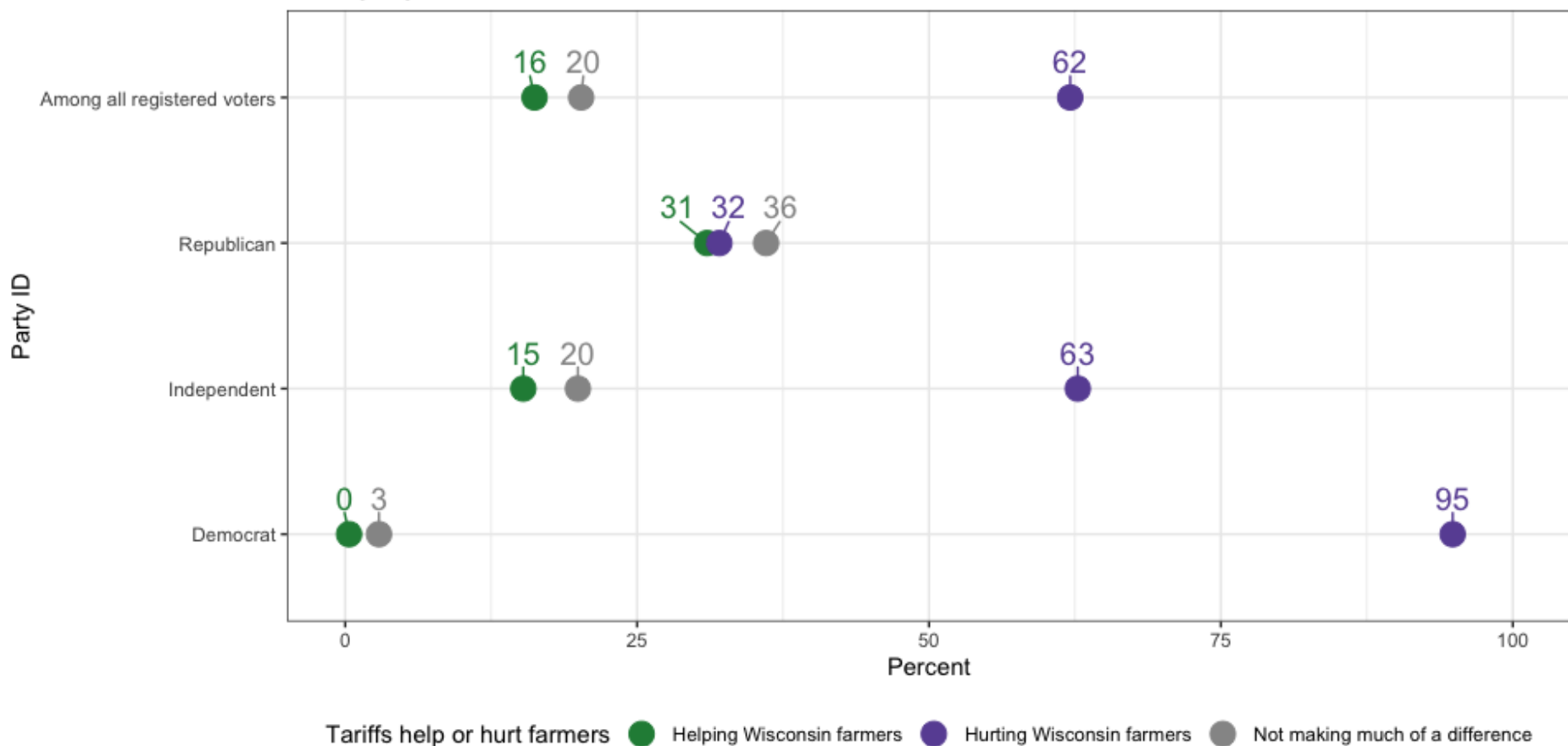
Tariffs help or hurt economy by party identification

Among registered voters



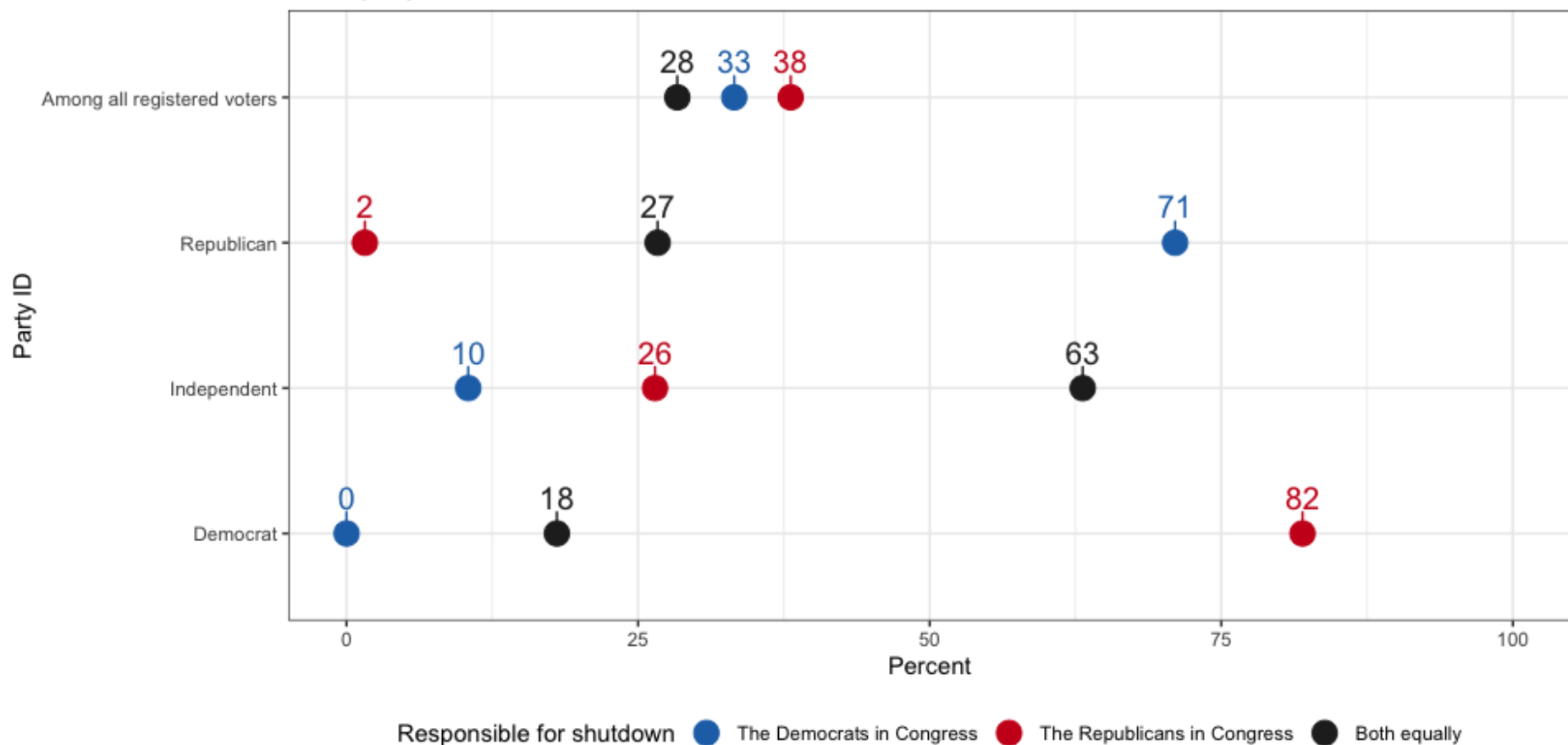
Tariffs help or hurt Wisconsin farmers by party identification

Among registered voters



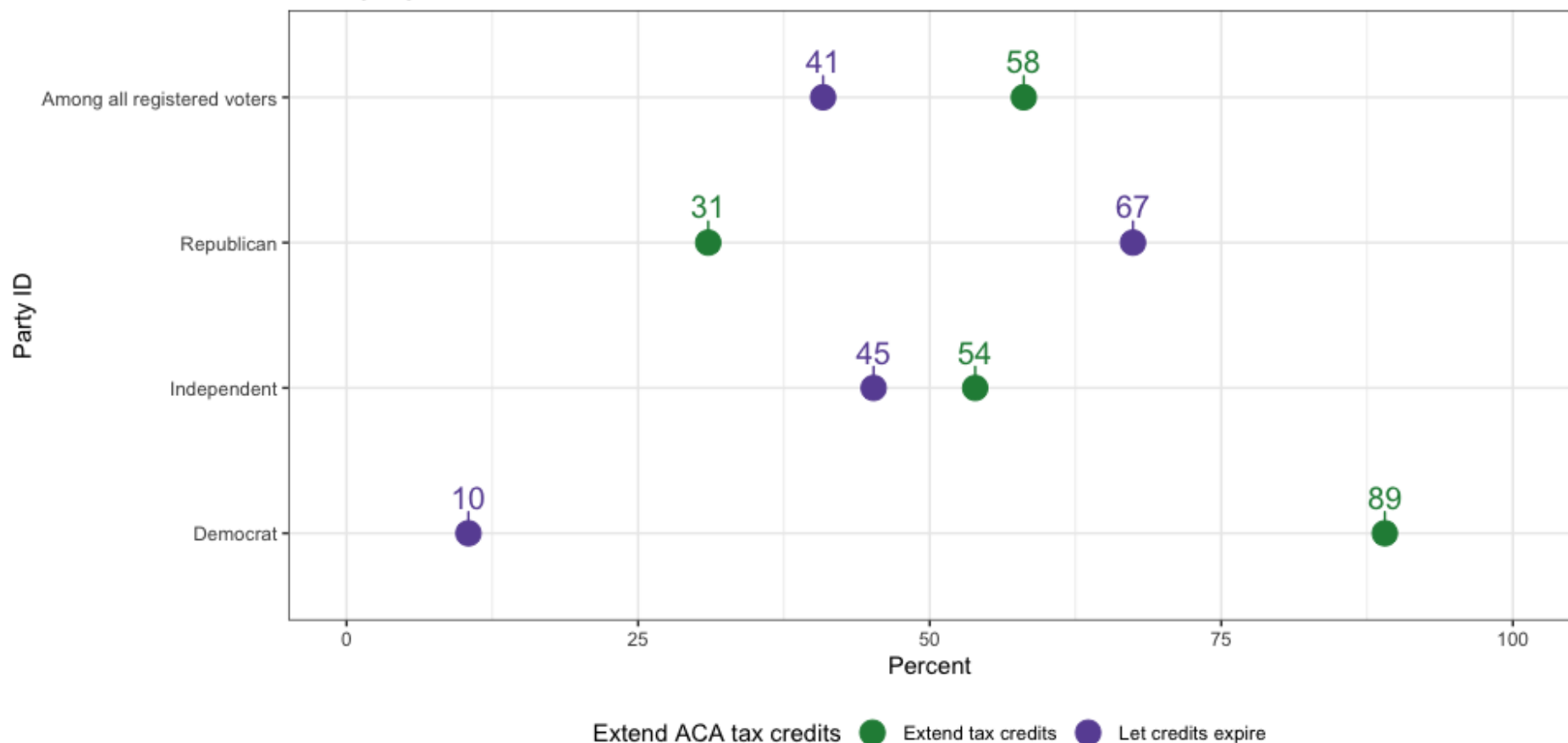
Blame for shutdown by party identification

Among registered voters



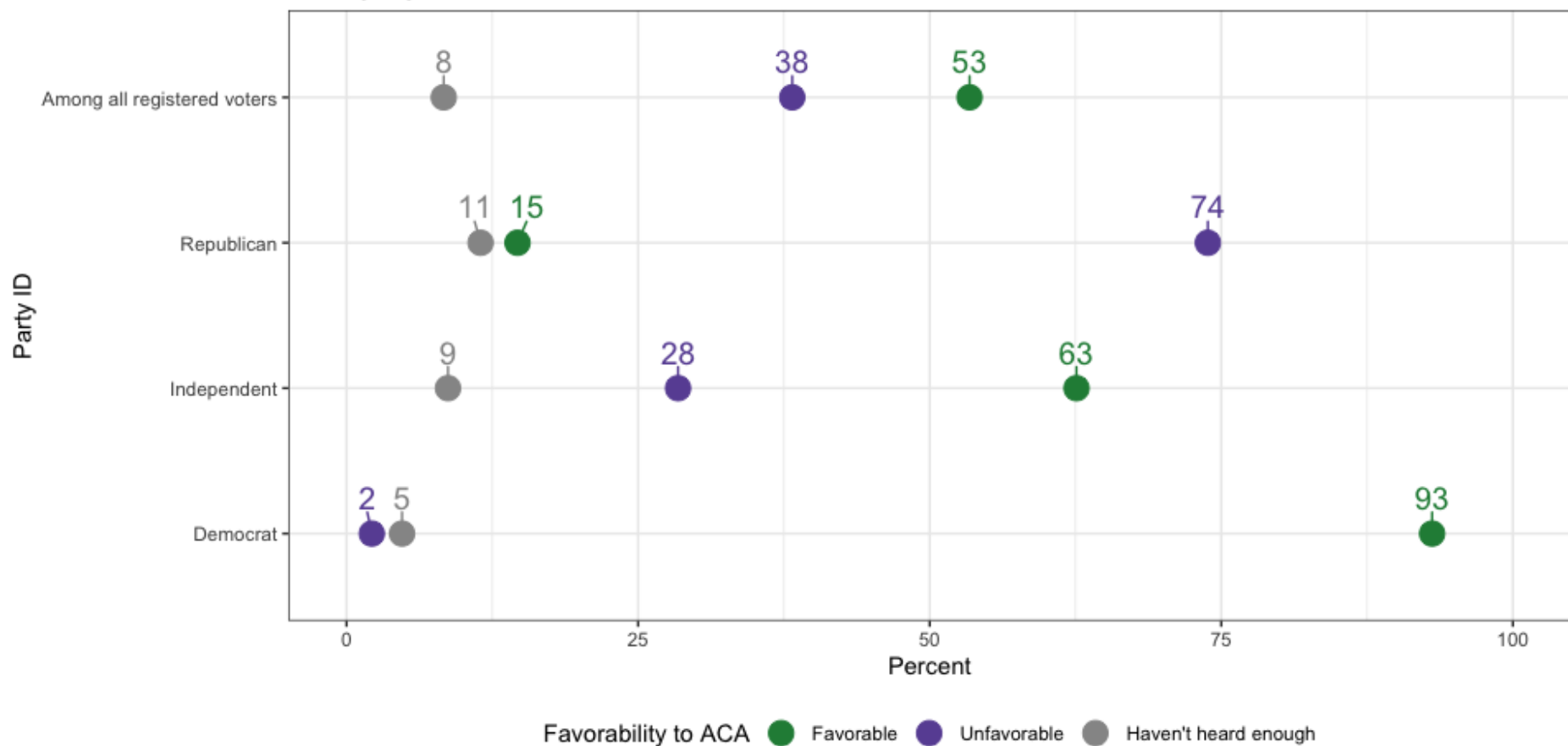
Extend ACA tax credits by party identification

Among registered voters



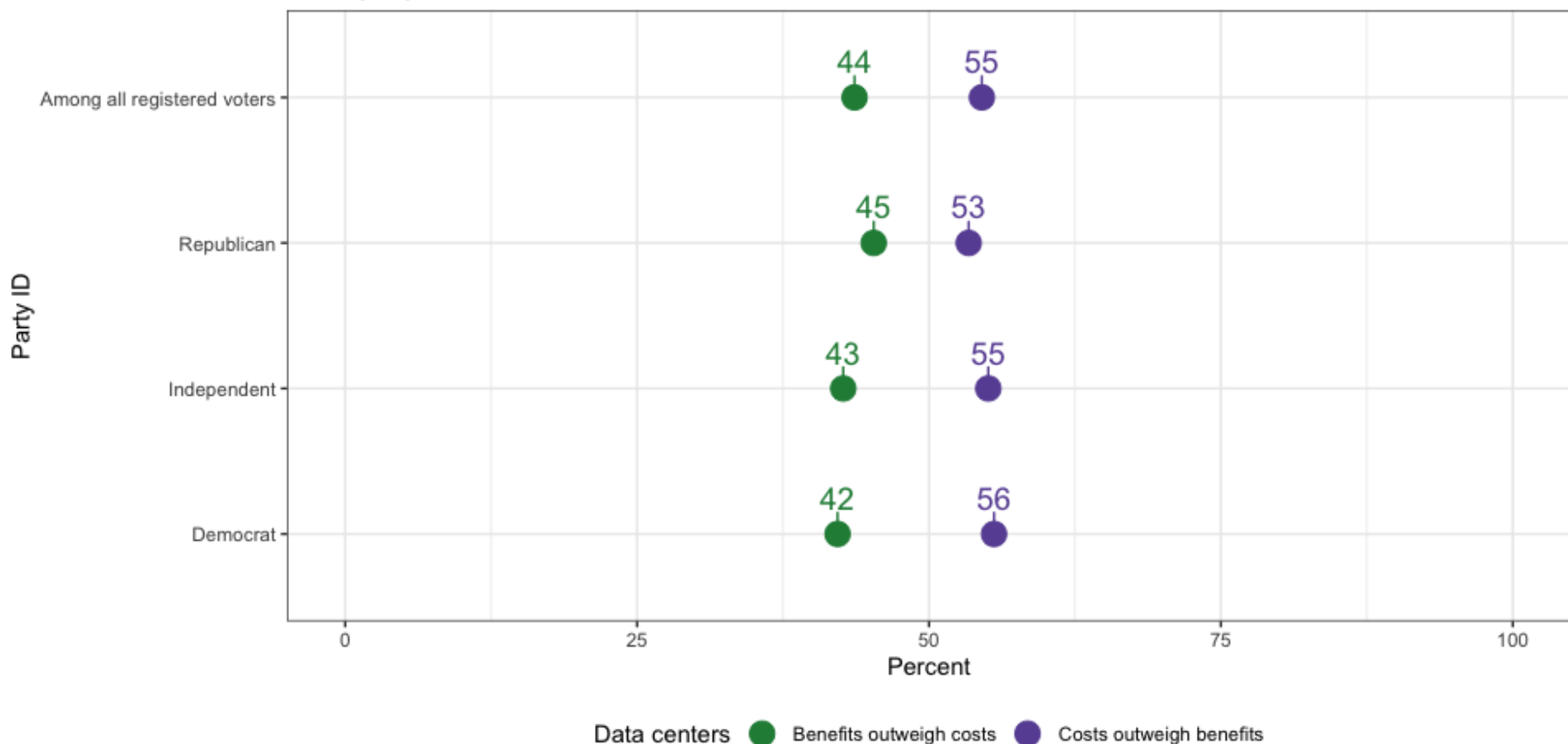
Favorability to ACA by party identification

Among registered voters



Data centers by party identification

Among registered voters



Paid family leave by party identification

Among registered voters

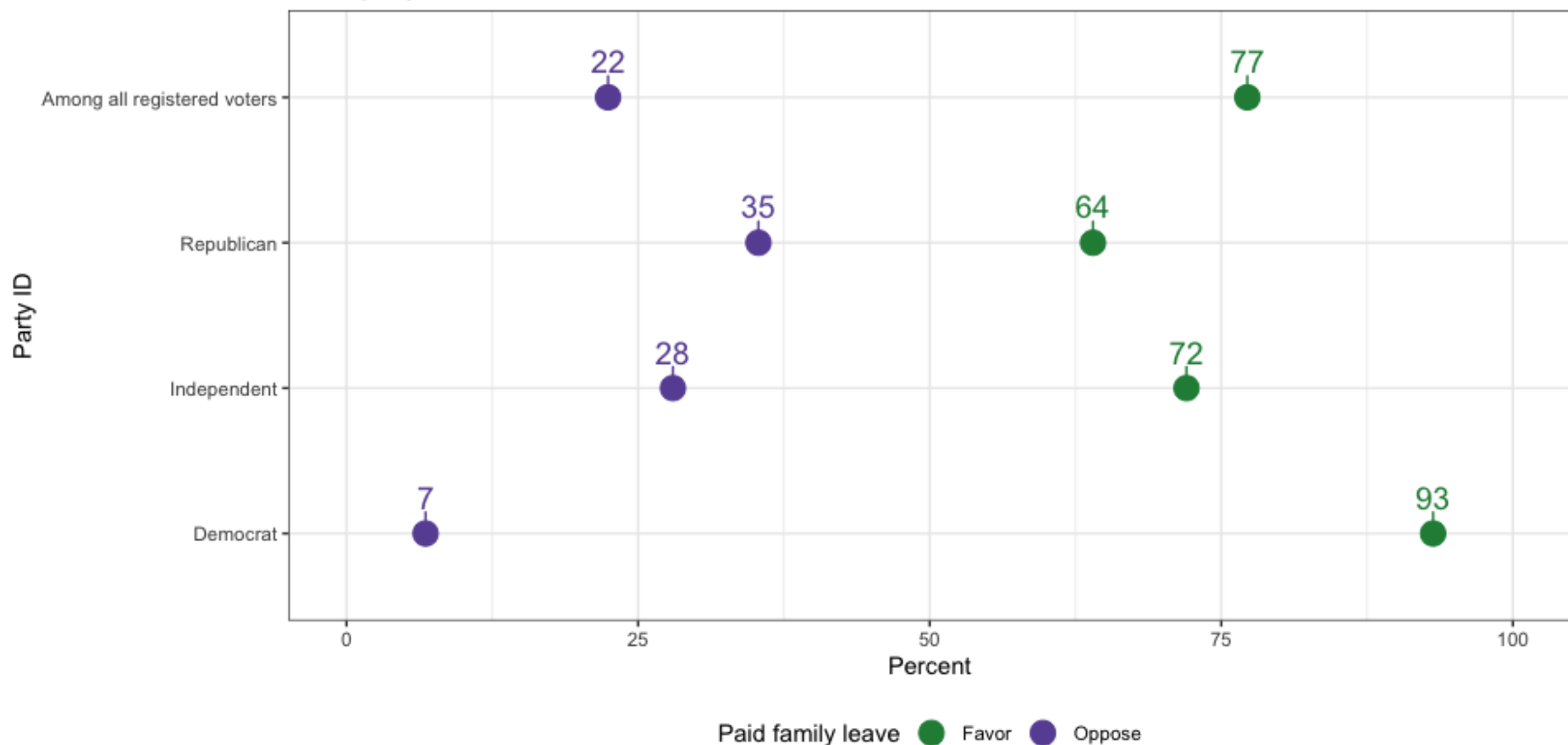
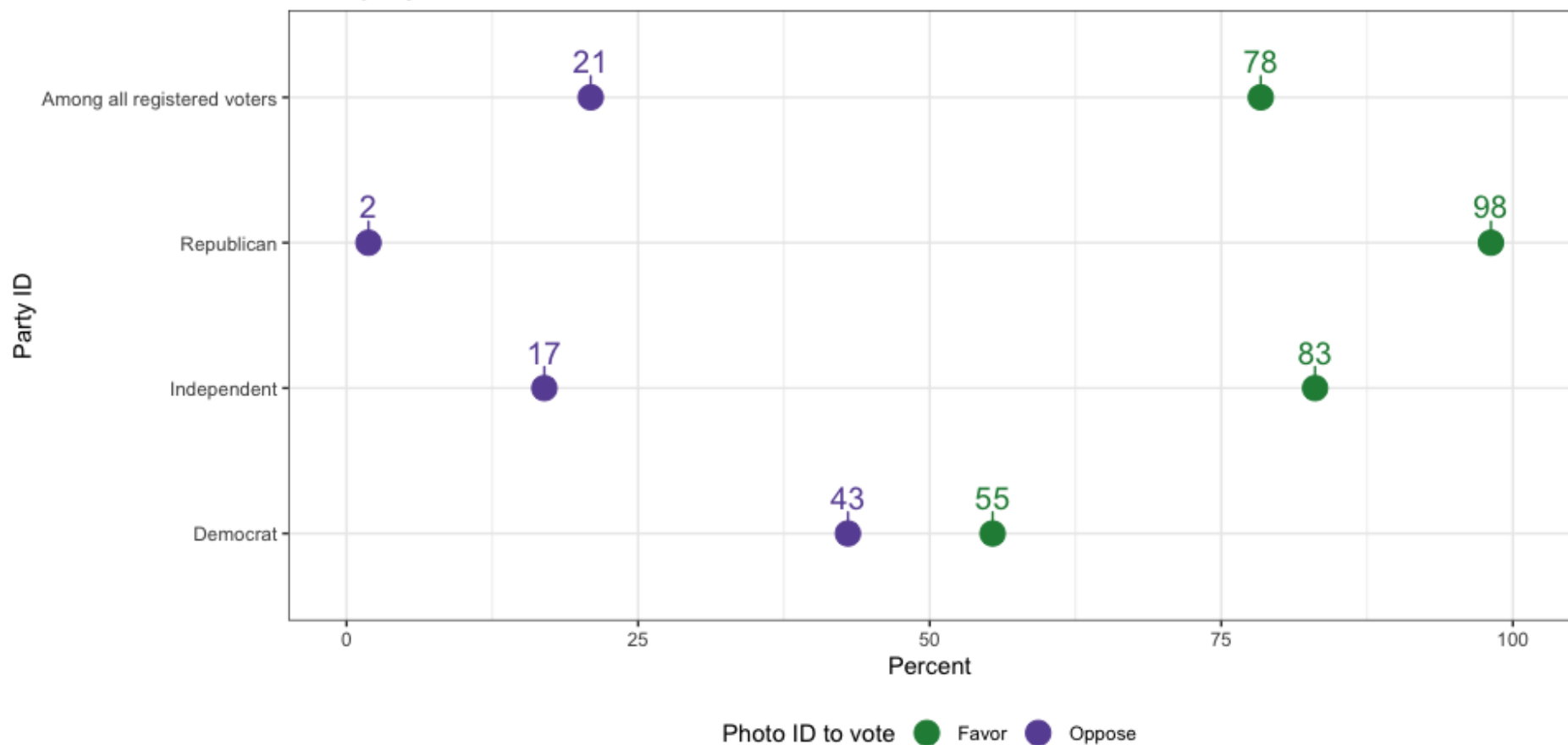


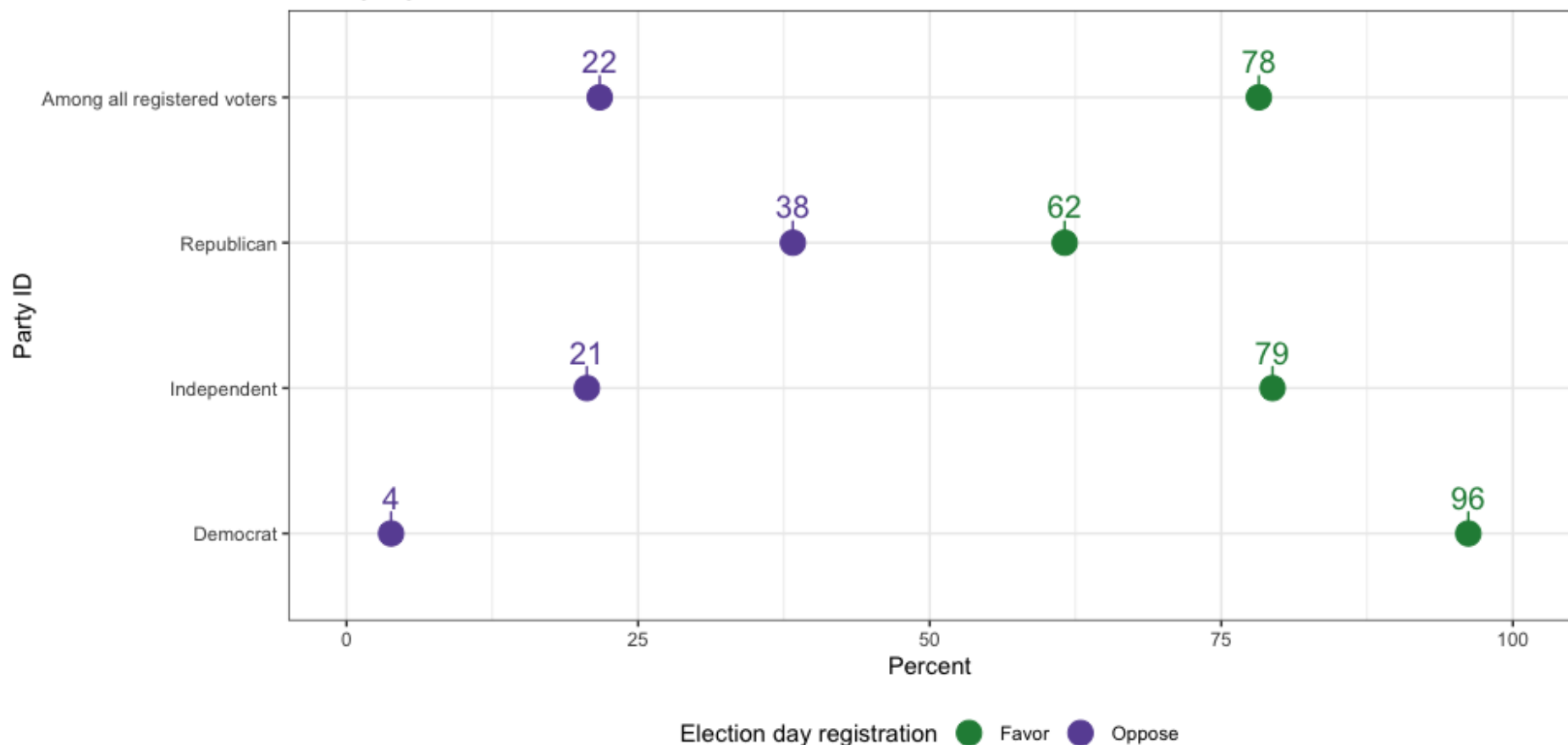
Photo ID to vote by party identification

Among registered voters



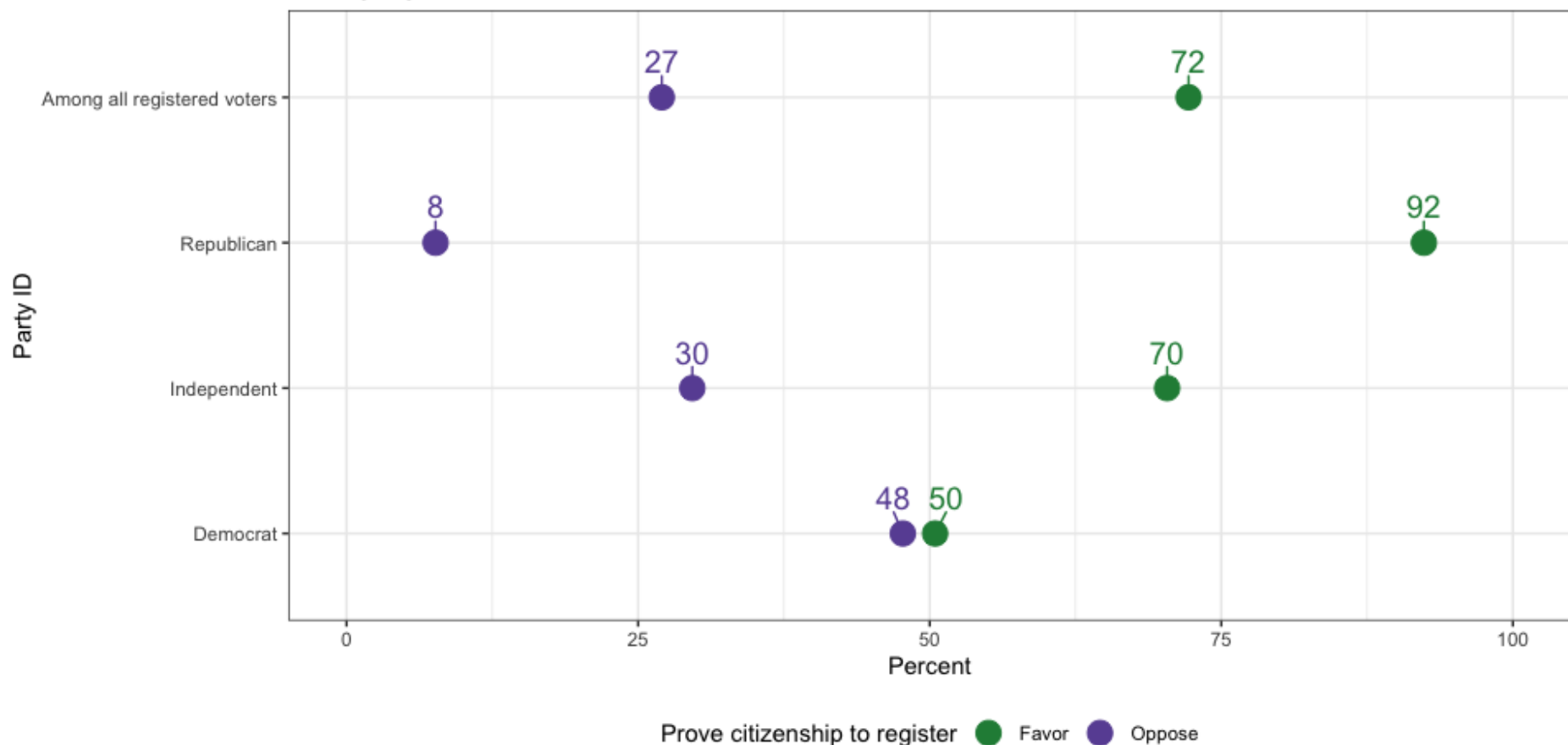
Election day registration by party identification

Among registered voters



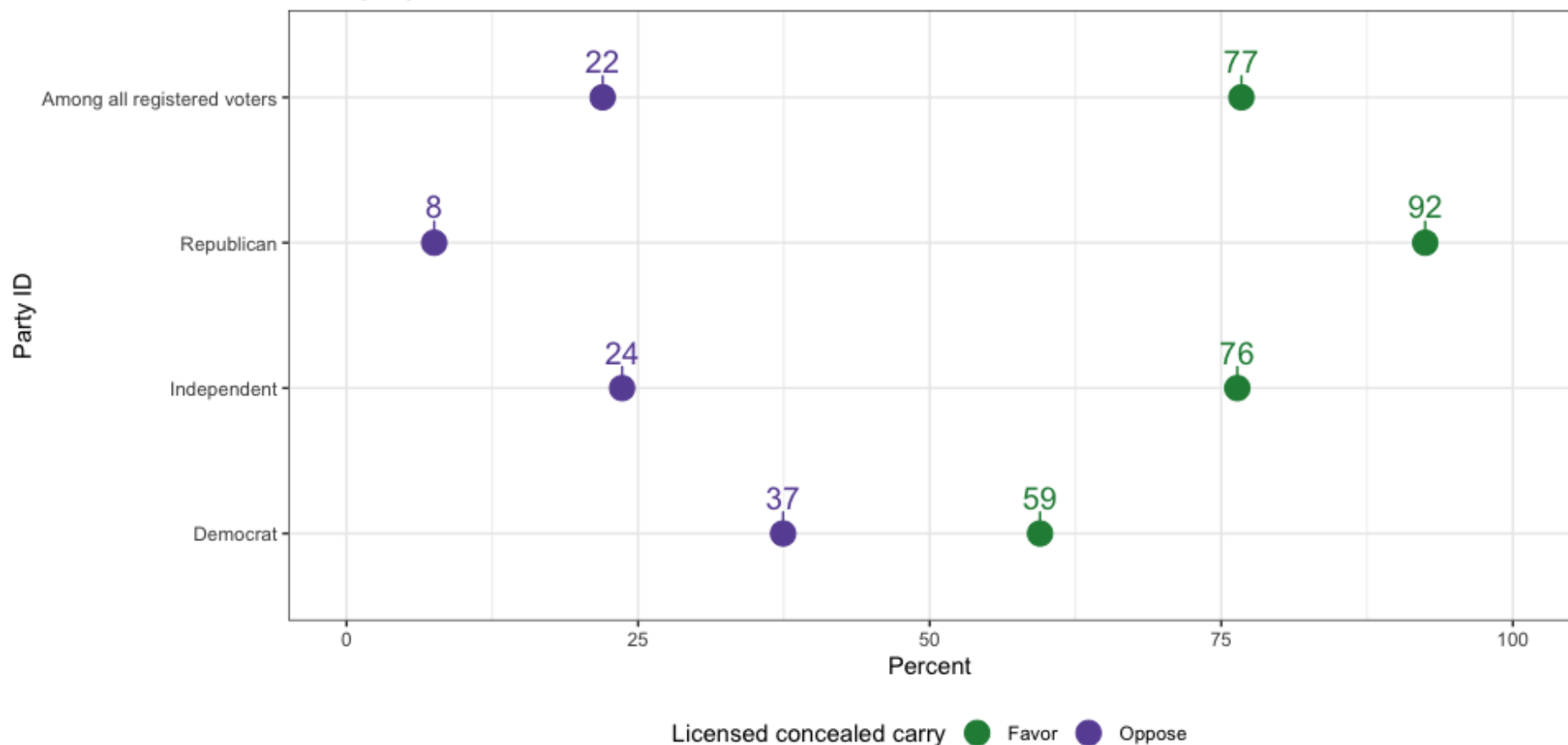
Prove citizenship to register by party identification

Among registered voters



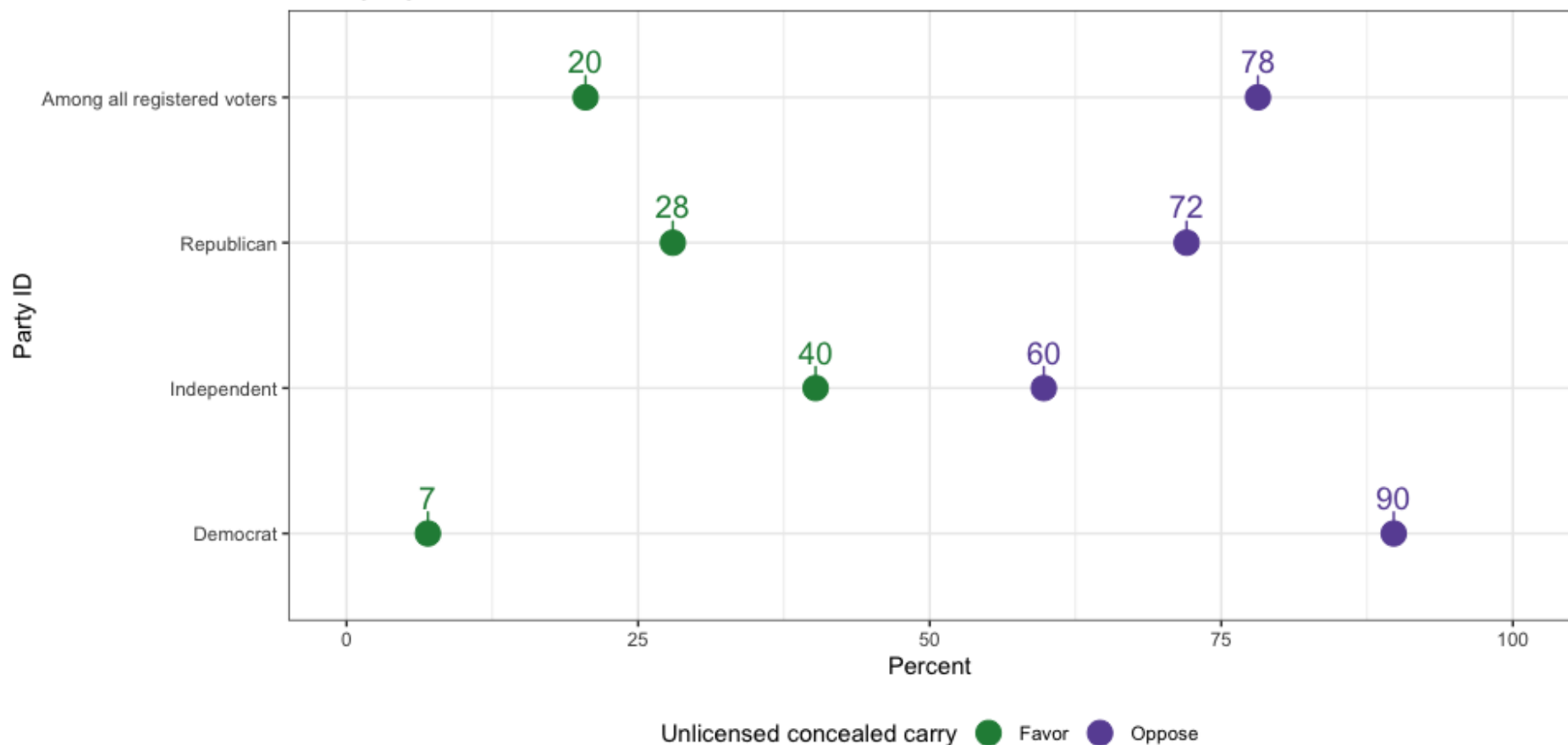
Licensed concealed carry by party identification

Among registered voters



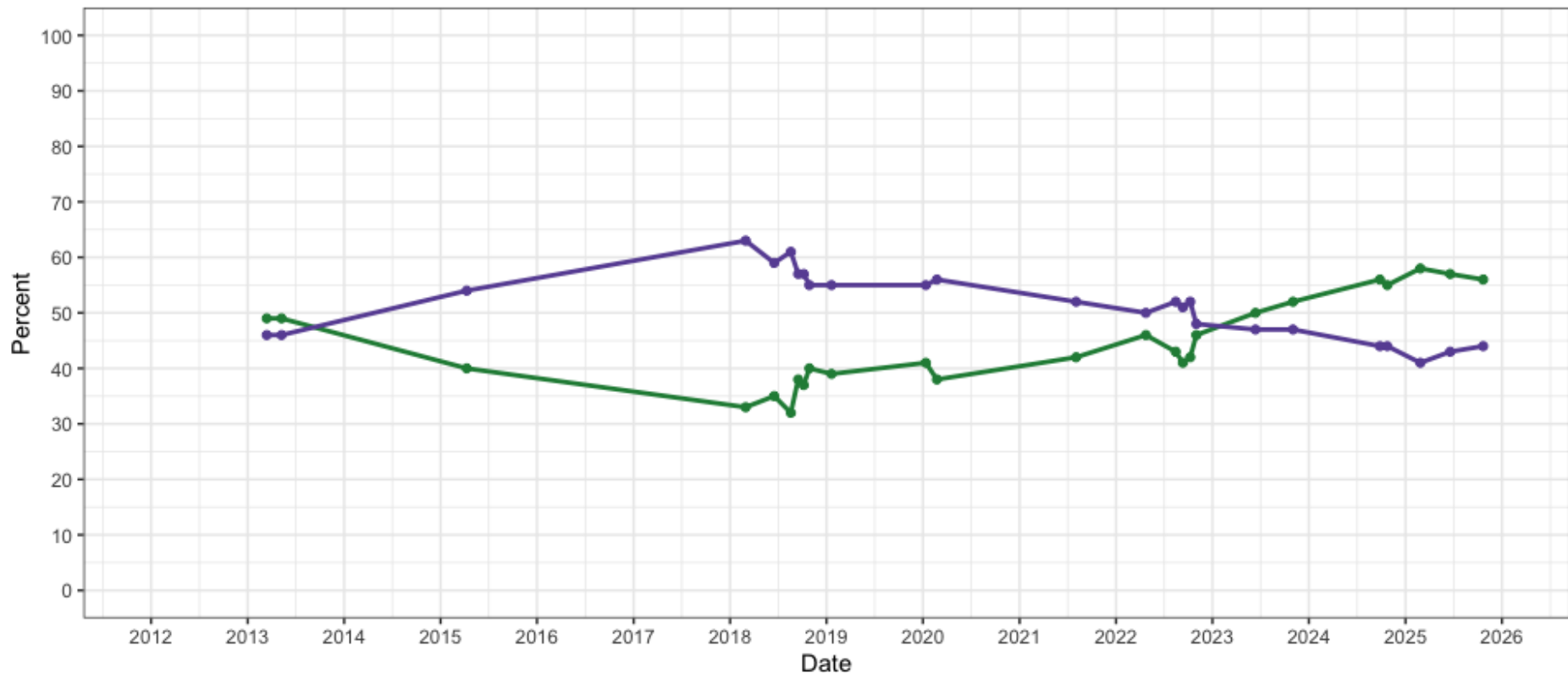
Unlicensed concealed carry by party identification

Among registered voters



Property tax or school funding trend

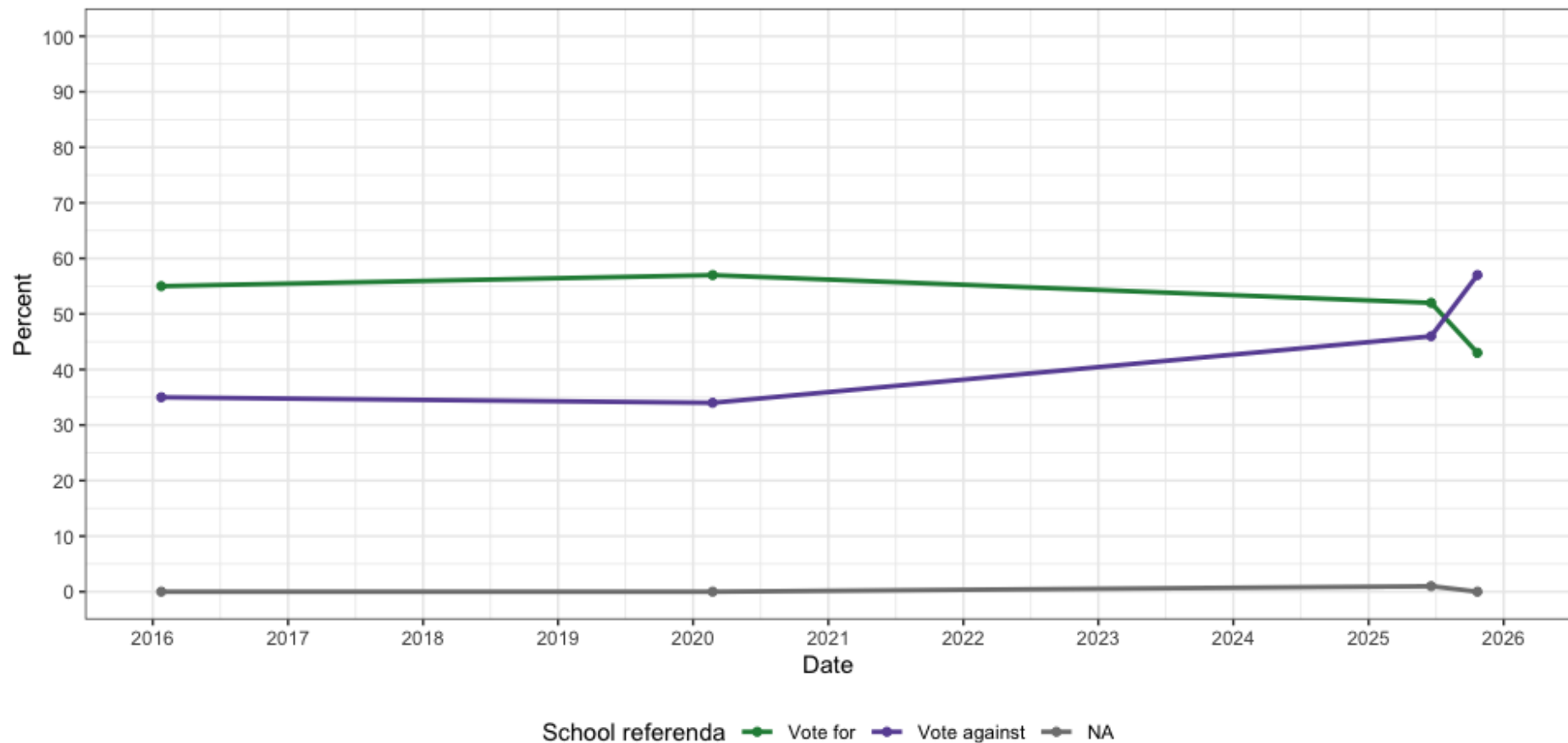
Among Wisconsin registered voters



Which more important — Reducing property taxes — Increasing spending on public schools

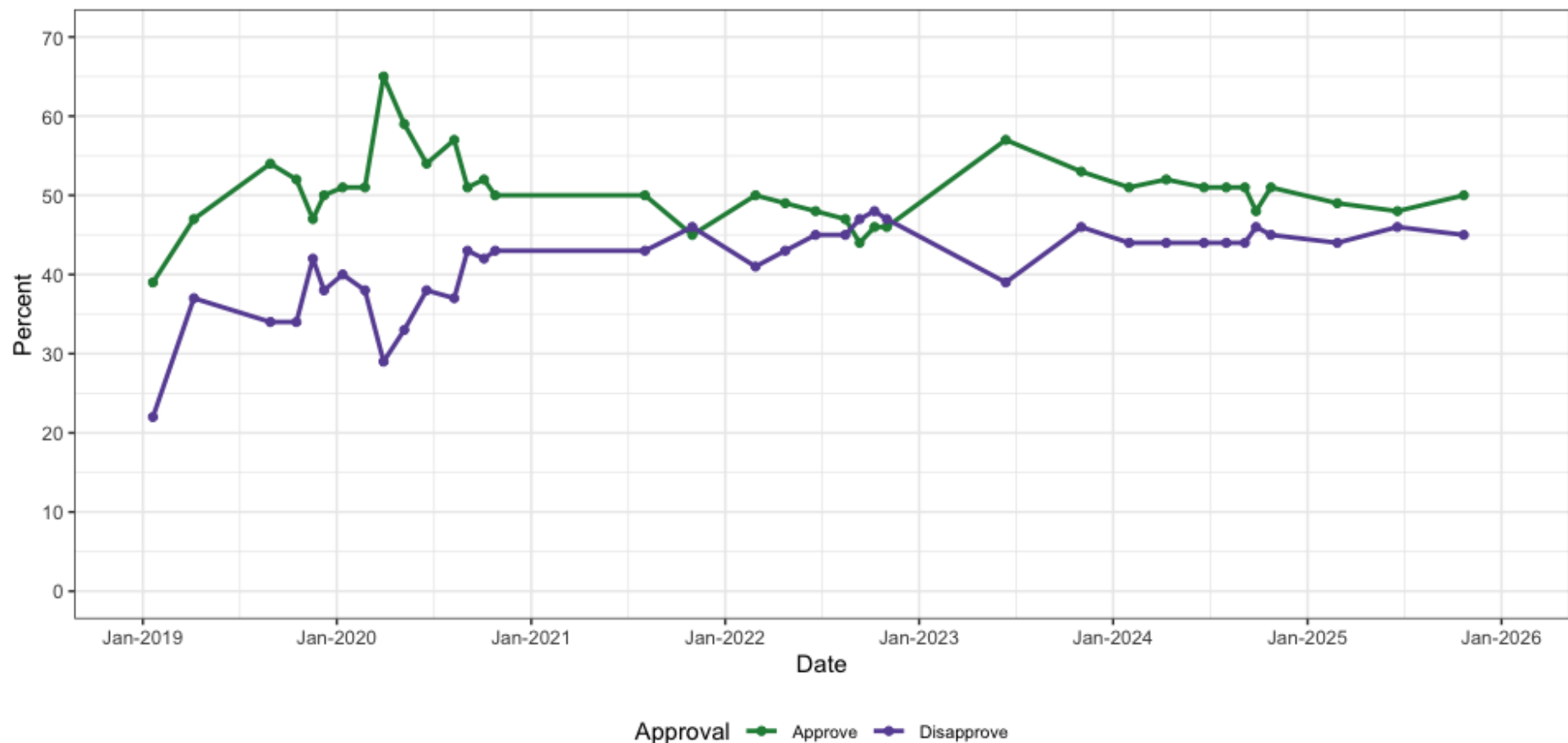
Vote for school referenda

Among Wisconsin registered voters



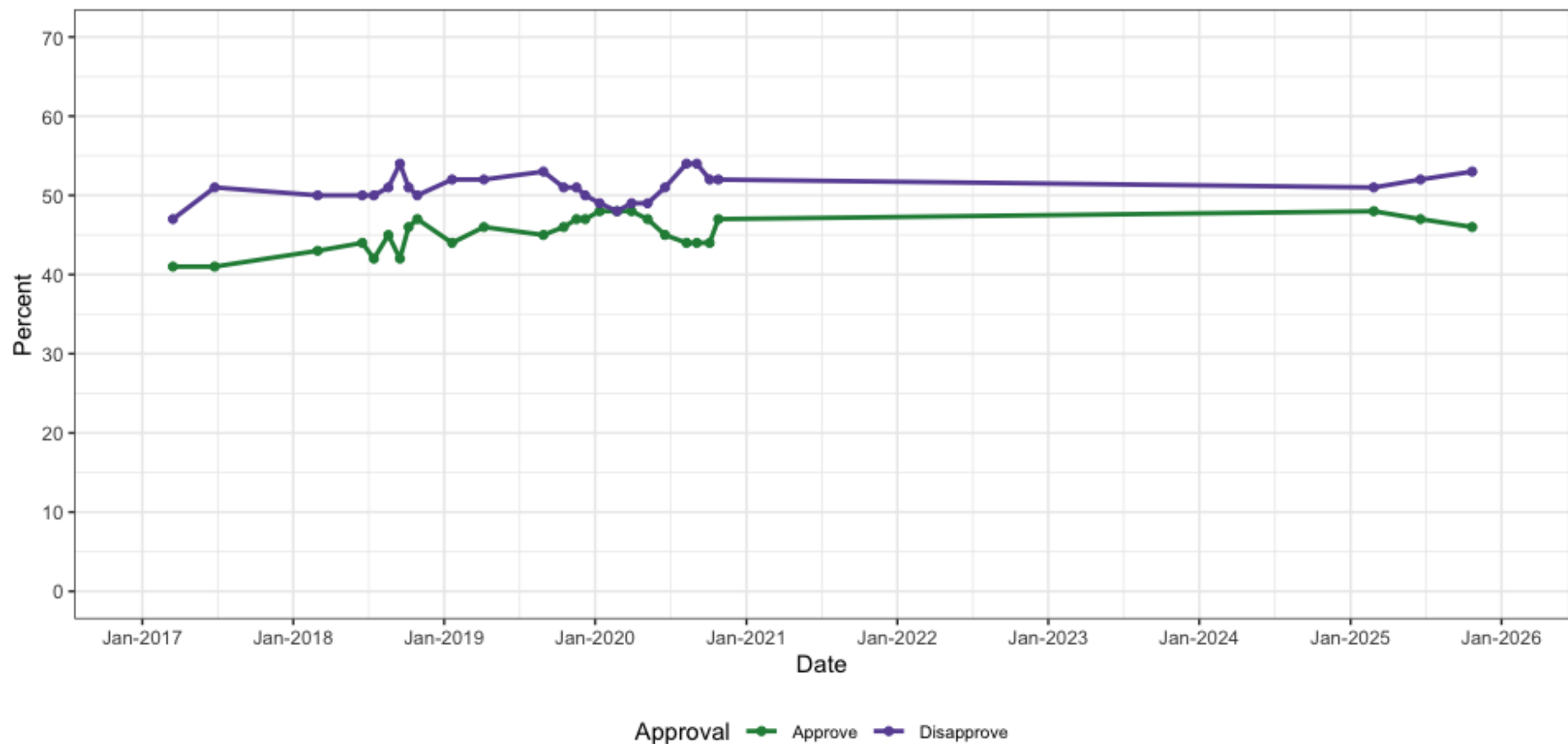
Evers job approval trend

Among Wisconsin registered voters



Trump job approval trend

Among Wisconsin registered voters



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