



Wisconsin Statewide General Election Survey

Conducted: Oct 05-08, 2024
Number of Respondents: 600
Margin of Error: $\pm 4\%$

1. What is the likelihood that you will vote in the general election for President and United States Senate next month?

Response	Percent
Certain to vote	92.1
Likely	7.3
50/50 chance	0.6

9. If the general election for President were held today, who would you vote for from the following list of candidates?

Response	Percent
Republican Donald Trump	48.7
Democrat Kamala Harris	46.4
Libertarian Party Chase Oliver	0.9
Natural Law Party Robert Kennedy, Jr	0.6
Green Party Jill Stein	0.6
Undecided	2.8

10. Regardless of your own choice, if the election for President was held today, who do you think your neighbor will vote for?

Response	Percent
Republican Donald Trump	46.2
Democrat Kamala Harris	30.4
Natural Law Party Robert Kennedy, Jr	0.2
Libertarian Party Chase Oliver	0.1
Unsure or don't know	22.9

11. Do you have a favorable or unfavorable view of former President Donald Trump?

Response	Percent
Very favorable	32.3
Somewhat favorable	16.0
Somewhat unfavorable	3.2
Very unfavorable	45.9
No opinion/Never heard of	2.6

12. Do you have a favorable or unfavorable view of Vice President Kamala Harris?

Response	Percent
Very favorable	31.3
Somewhat favorable	13.6
Somewhat unfavorable	5.8
Very unfavorable	47.1
No opinion/Never heard of	2.2

13. If the general election for United States Senate were held today, who would you vote for if the candidates were Tammy Baldwin and Eric Hovde?

Response	Percent
Democrat Tammy Baldwin	47.1
Republican Eric Hovde	45.7
Undecided	7.2

14. Do you have a favorable or unfavorable view of Tammy Baldwin?

Response	Percent
Very favorable	30.1
Somewhat favorable	18.1
Somewhat unfavorable	10.9
Very unfavorable	32.1
No opinion/Never heard of	8.9

15. Do you have a favorable or unfavorable view of Eric Hovde?

Response	Percent
Very favorable	18.2
Somewhat favorable	23.7
Somewhat unfavorable	9.6
Very unfavorable	36.9
No opinion/Never heard of	11.6

16. Which do you consider to be more important when selecting a candidate for office: A Republican candidate who would be better for the economy, but would also advocate for restricting abortion rights, or the Democratic candidate who would protect abortion rights?

Response	Percent
Republican candidate who is better for the economy	47.6
Democrat candidate who will protect abortion rights	45.5
Undecided	6.9

17. Who did you vote for in the most recent presidential election?

Response	Percent
Democrat Joe Biden	47.5
Republican Donald Trump	45.5
Don't recall or didn't vote	4.1
Someone Else	2.9

2. By which method do you intend to vote?

Response	Percent
Will vote early by mail	20.0
Will vote early in person	24.7
Will vote on Election Day at my polling place	51.7
Unsure	3.6

3. What is your gender?

Response	Percent
Male	47.1
Female	52.9

4. Which age range do you fit under?

Response	Percent
18-35	13.4
36-50	23.4
51-65	28.9
66 or older	34.1
Refused	0.3

5. What is your racial or ethnic background?

Response	Percent
White or Caucasian	86.9
Black or African American	5.5
Latino or Hispanic	2.2
Asian/Pacific Islander	1.4
Something else/Unsure	4.0

6. Do you consider yourself a Republican, a Democrat or something else?

Response	Percent
Republican	31.7
Democrat	33.9
Independent/third party/something else	31.1
Don't know	3.3

7. With which part of the Republican party do you most closely identify? N = 190

Response	Percent
Trump Republican	63.0
Traditional/Establishment Republican	13.0
Fiscal Conservative	9.6
Social Conservative	5.2
Libertarian	1.0
Some Other Part/Don't Know	8.2

8. What is your political ideology?

Response	Percent
Very Conservative	18.5
Somewhat Conservative	21.8
Moderate	27.6
Somewhat Liberal	16.4
Very Liberal	12.9
Unsure	2.9

GEO - Media Market

Response	Percent
Duluth-Superior	1.8
Green Bay-Appleton	18.4
La Crosse-Eau Claire	8.1
Madison	19.0
Milwaukee	39.5
Minneapolis-St. Paul	5.4
Wausau-Rhineland	7.7

Phone Type

Response	Percent
Cell	80.5
Landline	19.5

General Vote History

Response	Percent
0	6.1
1	12.5
2	12.0
3	10.3
4	59.0