



**Election 2024 Wisconsin State Survey - Topline**  
**N=600 Registered Voters in the Likely Electorate in Wisconsin**  
**Sample: 80% Text-to-Web, 20% Live Landline sampled from L2 voter file**  
**Field Dates: October 27-30, 2024**  
**Margin of Error: +/- 4.5 Percentage Points**

**1. [QVtlk] What are the chances that you will vote in the November 2024 general election?**

**[RANDOMIZE SCALE 1-4, 4-1]**

I have already voted		44%
I will definitely vote		54%
I will probably vote		2%
There's a 50-50 chance I will vote		*%
Will not vote	TERMINATE	-
Don't know/Refused/Unsure	TERMINATE	-

*[ASK IF QVTLK = 1. I HAVE ALREADY VOTED]*

**1. [QEarlyVote] How did you cast your ballot in the November 2024 general election?**

**[RANDOMIZE 1-2]**

		(n=276)
I voted early in person		48%
I voted early by mail or absentee ballot		52%
Don't know/Refused/Unsure		-

**2. [QVotePlan] How do you plan to cast your ballot in the November 2024 general election?**

**[RANDOMIZE 2-4]**

I plan to vote by mail or absentee ballot		25%
I plan to vote early in person		31%
I plan to vote on Election Day, in person at a polling place		43%
I don't plan to vote		-
Don't know/Refused/Unsure		1%

*[Responses to QEarlyVote 1. I voted early in person were recoded as QVotePlan 2. I plan to vote early in person. Responses to QEarlyVote 2. I voted early by mail or absentee ballot were recoded as QVotePlan 1. I plan to vote by mail or absentee ballot. Responses to QEarlyVote 3. Unsure were recoded as QVotePlan 5. Unsure]*

*[Responses to QVtlk 2. I will definitely vote, 3. I will probably vote and 4. There's a 50-50 chance I will vote were asked QVotePlan separately.]*

## ATMOSPHERICS

[ASK IF QVTLK = 2-4]

**3. [QMotivation2024] How motivated are you to vote in the November 2024 election for President? [RANDOMIZE SCALE 1-5, 5-1]**

	(n=324)
EXTREMELY/VERY MOTIVATED	95%
NOT VERY/NOT AT ALL MOTIVATED	3%
Extremely motivated	80%
Very motivated	14%
Somewhat motivated	3%
Not very motivated	2%
Not at all motivated	1%
Don't know/Refused/Unsure	-

**4. [QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	44%
STRONGLY/SOMEWHAT DISAPPROVE	54%
Strongly approve	25%
Somewhat approve	19%
Somewhat disapprove	5%
Strongly disapprove	49%
Don't know/Refused/Unsure	2%

**5. [QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	48%
STRONGLY/SOMEWHAT DISAPPROVE	51%
Strongly approve	38%
Somewhat approve	10%
Somewhat disapprove	4%
Strongly disapprove	47%
Don't know/Refused/Unsure	1%

## PRESIDENTIAL BALLOT

6. [QTrumpHarrisFull\_Voted] Who did you vote for in the presidential election?  
[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE 1-6]

Donald Trump, the Republican candidate	48%
Kamala Harris, the Democratic candidate	48%
Robert F Kennedy, Jr , independent candidate	*%
Jill Stein, Green Party candidate	1%
Chase Oliver, the Libertarian candidate	*%
Cornel West, independent candidate	*%
Someone else	1%
Unsure	2%
I did not vote for this office	1%

7. [QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris? [RANDOMIZE SCALE 1-4, 4-1]

DONALD TRUMP, DEFINITELY/PROBABLY/LEAN	49%
KAMALA HARRIS, DEFINITELY/PROBABLY/LEAN	49%
Donald Trump, definitely	46%
Donald Trump, probably	3%
Donald Trump, lean	*%
Kamala Harris, lean	-
Kamala Harris, probably	1%
Kamala Harris, definitely	48%
Unsure	2%

[Responses to QTrumpHarrisFull\_Voted 1. Donald Trump were recoded as QTrumpHarris 1. Donald Trump, definitely. Responses to QTrumpHarrisFull\_Voted 2. Kamala Harris were recoded as QTrumpHarris 4. Kamala Harris, definitely.]

## WI SENATE RACE

8. [QWISenateBallot\_Voted] Who did you vote for in the election for U.S. Senate?  
[QWISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote? [RANDOMIZE 1-2]

Eric Hovde, the Republican candidate	48%
Tammy Baldwin, the Democratic candidate	49%
Thomas Leager, the America First Party candidate	*%
Phillip Anderson, the Disrupt The Corruption Party candidate	*%
Someone else	*%
Don't know/Refused/Unsure	2%
I did not vote for this office	1%

[Responses to QWISenateBallot\_Voted were merged with QWISenateBallot]

## DEMOGRAPHICS

**9. [Q2020Ballot] For which candidate did you vote in the 2020 presidential election?**

**[RANDOMIZE 1-2]**

Donald Trump	46%
Joe Biden	47%
Someone else	2%
I did not vote	4%
Don't know/Refused/Unsure	1%

**10. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]**

Republican	34%
Democrat	31%
Independent	31%
Member of another party	1%
Don't know/Refused/Unsure	3%

*[IF QPARTYID = 1 REPUBLICAN, ASK]*

**11. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]**

	(n=159)
Firmly a Republican	79%
Not firmly a Republican	21%

*[IF QPARTYID=2 DEMOCRAT, ASK]*

**12. [QPartyDem] Would you say you are...? [PHONE: [FIRMLY/NOT FIRMLY] a Democrat?]  
[TEXT: RANDOMIZE 1-2]**

	(n=228)
Firmly a Democrat	81%
Not firmly a Democrat	19%

*[IF QParty = 3-5 INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE, ASK]*

**13. [QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you? [RANDOMIZE 1-2]**

	(n=213)
Republicans	40%
Democrats	39%
Both equally often	19%
Don't know/Refused/Unsure	2%

**14. [QPartyConsolidated] QPartyID and QPartyLeanView**

Total Republican+Republican-leaning Independents	48%
Total Democratic+Democratic-leaning Independents	45%
Total Independent	8%

**15. [QIdeology] Would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]**

VERY/SOMEWHAT CONSERVATIVE	42%
VERY/SOMEWHAT LIBERAL	30%
Very conservative	20%
Somewhat conservative	22%
Moderate	26%
Somewhat liberal	16%
Very liberal	14%
Unsure	2%

**16. [QGender] Do you describe yourself as a man, a woman, or in some other way?**

**[RANDOMIZE 1-2]**

Man	48%
Woman	52%
In some other way	*%

**17. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**

White	89%
Black or African American	4%
Hispanic or Latino	4%
Asian	2%
Native American or Alaska Native	*%
Native Hawaiian or Other Pacific Islander	*%
Other race or ethnicity	1%

**18. [QEducation] What is the highest level of education you have completed?**

High school or less	31%
Some college	21%
Associate degree	11%
Bachelor's degree	25%
Graduate degree	11%
Don't know/Refused/Unsure	*%

**19. [QMarital] What is your current marital status?**

Single, never married	23%
Married	54%
Separated	*%
Divorced	13%
Widowed	9%
Don't know/Refused/Unsure	1%

## INTERVIEWER PRE-CODES

### 20. [QDMA] DMA PRE-CODE

DULUTH-SUPERIOR DMA	2%
GREEN BAY-APPLETON DMA	19%
LA CROSSE-EAU CLAIRE DMA	8%
MADISON DMA	18%
MILWAUKEE DMA	39%
MINNEAPOLIS-ST. PAUL DMA	5%
WAUSAU-RHINELANDER DMA	8%

### 21. [QTurnout] 2024 TURNOUT BUCKET PRE-CODE

0-0.5	10%
0.51-0.75	10%
0.76-1	80%

### 22. [QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

Dem Non-Primary	-
Dem Primary	-
GOP Non-Primary	-
GOP Primary	-
Unknown	100%

## CORE: SCREENER MODULE (ASKED AT THE BEGINNING OF THE SURVEY)

### 23. [QRegVote] Are you at least 18 years old and registered to vote in Wisconsin?

Yes		100%
No	TERMINATE	-
Don't know/Refused/Unsure	TERMINATE	-

### 24. [QAge] What is your age? [TERMINATE IF UNDER 18]

18-34	17%
35-49	21%
50-64	29%
65+	32%

## METHODOLOGY

600 Registered Voters in the Likely Electorate in Wisconsin were surveyed from October 27-30, 2024, with 80% of respondents sampled via text-to-web and 20% of respondents sampled via landline live caller, both drawn from the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2024 Wisconsin Likely Electorate on gender, age, gender x age, region, race/ethnicity, education, race x education, DMA, party, turnout, 2020 voting method types, and 2020 presidential vote. All benchmarks for the 2024 Wisconsin Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2024 general electorate derived from the L2 voter file.

Estimates for gender, age, DMA, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Respondents were asked to indicate their voting preferences in the 2024 presidential election. Those who had already voted were asked to select their candidate choice from a randomized list including candidates specific to their state ballot. Respondents who had not yet voted were asked who they would vote for if the election were held today. Those initially undecided were prompted with a follow-up to indicate a lean towards a candidate. On the head-to-head ballot, coding was applied to streamline responses into a final preference by classifying responses as "definitely" for the candidate selected.

When asking about the likelihood of voter participation in the 2024 presidential election, respondents selected from a range of voting intentions, including options to confirm if they had already cast their vote. Those who indicated they had already voted specified whether they voted early in person or by mail/absentee, with responses coded to align with future voting intention categories. Respondents who had not yet voted detailed their voting plans, with all responses coded according to method or uncertainty regarding voting.

The margin of error, calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, is +/- 4.5 percentage points.