

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
I have already voted	266	129	136	233	12	20	172	93	46	38	73	103
	44%	45%	44%	44%	50%	49%	45%	44%	45%	30%	43%	53%
I will definitely vote	324	151	172	291	12	20	203	120	56	85	96	86
	54%	53%	55%	55%	50%	49%	53%	56%	54%	68%	56%	45%
I will probably vote	10	6	4	9	-	1	9	1	1	3	3	4
	2%	2%	1%	2%	-	2%	2%	1%	1%	2%	2%	2%
There's a 50-50 chance I will vote	1	1	-	1	-	-	1	-	1	-	-	-
	1%	1%	-	1%	-	-	1%	-	1%	-	-	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-

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[QV1k] What are the chances that you will vote in the November 2024 general election?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
I have already voted	266 44%	126 48%	130 40%	116 40%	149 49%	85 42%	90 42%	91 49%	118 41%	16 38%	131 49%	109 43%	74 47%	78 44%	111 40%	133 47%
I will definitely vote	324 54%	133 51%	185 57%	169 58%	151 50%	117 58%	112 53%	95 51%	165 57%	23 55%	132 49%	143 57%	82 52%	92 52%	162 58%	145 51%
I will probably vote	10 2%	3 1%	7 2%	5 2%	4 1%	1 *%	9 4%	-	3 1%	2 4%	4 2%	-	3 2%	7 4%	4 2%	4 2%
There's a 50-50 chance I will vote	1 *%	-	1 *%	1 *%	-	-	1 *%	-	-	1 2%	-	1 *%	-	-	1 *%	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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[QV1k] What are the chances that you will vote in the November 2024 general election?

	Total WI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
I have already voted	266 44%	-	-	-	191 43%	32 46%	42 50%	9 51%	79 48%	74 47%	104 40%	218 89%	8 51%	40 12%
I will definitely vote	324 54%	266 99%	43 90%	15 83%	252 57%	31 44%	41 48%	9 49%	84 51%	81 52%	149 57%	28 11%	8 49%	288 85%
I will probably vote	10 2%	3 1%	4 8%	3 17%	2 *	7 10%	1 1%	-	2 1%	1 *	7 3%	-	-	10 3%
There's a 50-50 chance I will vote	1 *	-	1 2%	-	-	-	1 1%	-	1 1%	-	-	-	-	1 *
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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[QV11k] What are the chances that you will vote in the November 2024 general election?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
I have already voted	266 44%	150 44%	83 43%	22 49%	10 50%	109 47%	49 45%	53 45%	17 35%	32 39%
I will definitely vote	324 54%	181 53%	110 57%	23 51%	10 46%	119 51%	59 54%	64 55%	32 65%	45 55%
I will probably vote	10 2%	9 3%	-	-	1 4%	4 2%	2 1%	-	-	4 5%
There's a 50-50 chance I will vote	1 *%	1 *%	-	-	-	1 *%	-	-	-	-
Will not vote	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	266	129	136	233	12	20	172	93	46	38	73	103
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	276	134	141	238	17	21	166	108	58	46	71	95
I voted early in person	127	65	62	109	7	10	81	45	20	10	37	56
	48%	50%	46%	47%	61%	51%	47%	48%	43%	27%	51%	55%
I voted early by mail or absentee ballot	139	64	74	124	5	10	91	48	27	28	36	47
	52%	50%	54%	53%	39%	49%	53%	52%	57%	73%	49%	45%
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-

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 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	266 100	126 100	130 100	116 100	149 100	85 100	90 100	91 100	118 100	16 100	131 100	109 100	74 100	78 100	111 100	133 100
Unweighted Total	276	151	114	95	179	71	89	116	98	17	160	92	79	99	90	163
I voted early in person	127 48%	45 36%	80 62%	75 65%	52 35%	51 60%	47 52%	29 31%	75 63%	8 52%	44 33%	66 61%	31 41%	28 36%	71 64%	52 39%
I voted early by mail or absentee ballot	139 52%	82 64%	50 38%	41 35%	97 65%	34 40%	43 48%	63 69%	43 37%	8 48%	87 67%	43 39%	43 59%	50 64%	40 36%	81 61%
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	266	100	-	-	-	191	32	42	9	79	74	104	218	8	40
						100	100	100	100	100	100	100	100	100	100
Unweighted Total	276		-	-	-	219	24	33	17	85	67	107	227	9	40
I voted early in person	127	48%	-	-	-	98	14	14	4	39	32	53	104	3	20
						51%	45%	33%	40%	49%	43%	51%	48%	31%	51%
I voted early by mail or absentee ballot	139	52%	-	-	-	93	18	28	6	40	42	51	114	6	20
						49%	55%	67%	60%	51%	57%	49%	52%	69%	49%
Don't know/Refused/Unsure	-		-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	266	150	83	22	10	109	49	53	17	32
	100	100	100	100	100	100	100	100	100	100
Unweighted Total	276	144	92	22	16	121	60	44	13	31
I voted early in person	127	69	40	13	5	55	23	28	8	12
	48%	46%	48%	58%	47%	51%	47%	53%	45%	38%
I voted early by mail or absentee ballot	139	81	43	9	5	54	26	25	10	20
	52%	54%	52%	42%	53%	49%	53%	47%	55%	62%
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-

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

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	600	292	304	521	32	47	354	238	127	132	161	173
I plan to vote by mail or absentee ballot	148	67	80	129	5	13	95	52	28	30	39	48
	25%	23%	26%	24%	22%	32%	25%	24%	27%	24%	23%	25%
I plan to vote early in person	188	90	98	165	9	13	117	70	28	22	62	74
	31%	31%	32%	31%	38%	32%	30%	33%	27%	17%	36%	38%
I plan to vote on Election Day, in person at a polling place	258	128	129	236	10	13	172	86	48	73	70	67
	43%	45%	42%	44%	39%	32%	45%	40%	46%	58%	41%	35%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	6	2	4	4	-	2	1	5	-	2	1	3
	1%	1%	1%	1%		4%	%	2%		1%	1%	2%

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

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Unweighted Total	600	307	274	235	359	159	213	228	232	41	321	206	167	212	214	340
I plan to vote by mail or absentee ballot	148 25%	85 32%	54 17%	45 15%	102 33%	36 18%	47 22%	64 35%	46 16%	10 25%	90 34%	44 17%	49 31%	52 29%	42 15%	86 31%
I plan to vote early in person	188 31%	66 25%	120 37%	110 38%	78 26%	77 38%	65 31%	47 25%	109 38%	10 24%	69 26%	91 36%	47 30%	47 26%	101 36%	79 28%
I plan to vote on Election Day, in person at a polling place	258 43%	109 42%	144 45%	135 46%	120 39%	87 43%	97 46%	75 40%	127 44%	19 47%	108 40%	115 45%	60 38%	79 44%	132 47%	115 41%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	6 1%	2 1%	4 1%	1 *	5 2%	3 2%	2 1%	-	4 1%	2 4%	-	3 1%	2 1%	-	3 1%	2 1%

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

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	269	47	18	445	70	85	18	165	156	260	246	16	339
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	600	262	42	20	481	50	69	37	179	141	243	255	18	327
I plan to vote by mail or absentee ballot	148	7	-	1	97	19	31	6	43	46	53	117	7	24
	25%	3%		8%	22%	27%	36%	31%	26%	29%	20%	47%	45%	7%
I plan to vote early in person	188	50	6	5	149	19	20	6	56	58	67	122	4	62
	31%	18%	13%	29%	34%	28%	23%	34%	34%	37%	26%	50%	27%	18%
I plan to vote on Election Day, in person at a polling place	258	208	40	10	196	28	35	6	65	52	136	7	4	247
	43%	77%	84%	57%	44%	40%	41%	33%	39%	33%	52%	3%	23%	73%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	6	4	1	1	2	3	-	0	1	-	4	-	1	5
	1%	1%	2%	6%	1%	5%		3%	1%		2%		4%	2%

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

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600	340	193	45	21	232	109	117	49	81
	100	100	100	100	100	100	100	100	100	100
Unweighted Total	600	308	207	46	31	257	131	100	29	72
I plan to vote by mail or absentee ballot	148	84	45	11	8	59	28	27	10	20
	25%	25%	23%	24%	38%	25%	26%	23%	19%	24%
I plan to vote early in person	188	100	64	17	6	79	37	40	15	17
	31%	29%	33%	38%	28%	34%	34%	35%	30%	21%
I plan to vote on Election Day, in person at a polling place	258	155	80	17	6	93	43	50	25	45
	43%	46%	42%	38%	27%	40%	40%	43%	50%	55%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	6	1	4	-	1	2	1	-	-	-
	1%	*%	2%		7%	1%	1%			

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	334	158	175	301	12	21	213	120	57	88	98	90
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	324	158	163	283	15	26	188	130	69	86	90	78
EXTREMELY/VERY MOTIVATED	316	146	170	287	12	17	203	112	53	84	93	85
	95%	93%	97%	95%	100%	80%	96%	93%	92%	96%	95%	94%
NOT VERY/NOT AT ALL MOTIVATED	9	5	4	7	-	3	6	3	1	2	2	5
	3%	3%	2%	2%		13%	3%	2%	2%	2%	2%	5%
Extremely motivated	269	126	143	242	12	15	172	96	45	71	84	69
	80%	80%	81%	80%	98%	70%	81%	80%	78%	81%	85%	76%
Very motivated	47	20	27	45	0	2	31	16	8	13	10	16
	14%	12%	15%	15%	2%	10%	15%	13%	15%	15%	10%	18%
Somewhat motivated	9	7	2	7	-	2	3	5	3	2	3	1
	3%	4%	1%	2%		7%	2%	5%	6%	2%	3%	1%
Not very motivated	7	4	3	4	-	2	4	3	1	1	2	2
	2%	2%	2%	1%		11%	2%	2%	2%	2%	2%	2%
Not at all motivated	3	2	1	2	-	0	2	-	-	0	0	2
	1%	1%	*%	1%		2%	1%			*%	*%	3%
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	334 100	136 100	192 100	175 100	155 100	118 100	122 100	95 100	168 100	25 100	137 100	144 100	85 100	99 100	167 100	149 100
Unweighted Total	324	156	160	140	180	88	124	112	134	24	161	114	88	113	124	177
EXTREMELY/VERY MOTIVATED	316 95%	129 95%	182 95%	168 96%	144 93%	114 97%	111 91%	91 97%	158 94%	24 94%	131 96%	136 94%	81 96%	93 94%	161 96%	141 95%
NOT VERY/NOT AT ALL MOTIVATED	9 3%	3 3%	5 3%	4 2%	5 3%	2 2%	4 3%	3 3%	3 2%	1 6%	4 3%	2 2%	2 3%	4 4%	2 1%	4 3%
Extremely motivated	269 80%	118 87%	149 77%	141 81%	127 82%	101 86%	86 71%	82 86%	139 83%	13 51%	114 83%	118 82%	68 80%	80 81%	137 82%	122 82%
Very motivated	47 14%	11 8%	33 17%	27 16%	18 11%	13 11%	24 20%	10 10%	19 12%	11 43%	17 12%	18 12%	14 16%	13 13%	24 14%	19 13%
Somewhat motivated	9 3%	4 3%	5 3%	3 2%	6 4%	1 1%	7 6%	1 1%	7 4%	-	2 2%	6 4%	1 1%	2 2%	3 2%	4 3%
Not very motivated	7 2%	3 2%	4 2%	4 2%	3 2%	2 2%	2 2%	2 2%	3 2%	1 6%	2 1%	2 2%	2 3%	2 2%	2 1%	1 1%
Not at all motivated	3 1%	1 1%	2 1%	-	2 2%	-	2 2%	1 1%	-	-	2 2%	-	-	2 2%	-	2 2%
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	334	100	269	47	18	253	38	43	9	87	82	157	28	8	299
			100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	324		262	42	20	262	26	36	20	94	74	136	28	9	287
EXTREMELY/VERY MOTIVATED	316	95%	269	47	-	244	33	39	8	78	79	151	27	8	282
			100%	100%		96%	87%	92%	86%	90%	96%	97%	98%	100%	94%
NOT VERY/NOT AT ALL MOTIVATED	9	3%	-	-	9	2	5	2	1	4	2	2	-	-	9
					51%	1%	13%	4%	14%	5%	2%	1%			3%
Extremely motivated	269	80%	269	-	-	215	25	28	6	62	70	131	25	5	239
			100%			85%	67%	66%	66%	71%	86%	84%	92%	61%	80%
Very motivated	47	14%	-	47	-	29	8	11	2	16	9	20	1	3	43
				100%		11%	20%	26%	20%	19%	11%	13%	5%	39%	14%
Somewhat motivated	9	3%	-	-	9	7	-	2	-	4	1	3	1	-	8
					49%	3%		4%		5%	2%	2%	2%		3%
Not very motivated	7	2%	-	-	7	1	3	2	0	3	1	2	-	-	7
					36%	1%	9%	4%	5%	3%	2%	1%			2%
Not at all motivated	3	1%	-	-	3	1	2	-	1	2	0	-	-	-	3
					15%	1%	4%		9%	2%	0%				1%
Don't know/Refused/Unsure	-		-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	334 100	190 100	110 100	23 100	10 100	123 100	61 100	64 100	32 100	49 100
Unweighted Total	324	164	115	24	15	136	71	56	16	41
EXTREMELY/VERY MOTIVATED	316 95%	184 97%	103 93%	20 87%	10 91%	114 92%	56 92%	62 97%	32 100%	48 96%
NOT VERY/NOT AT ALL MOTIVATED	9 3%	5 2%	2 2%	1 6%	1 9%	4 4%	3 6%	0 *	-	1 2%
Extremely motivated	269 80%	153 81%	88 80%	19 83%	8 76%	90 73%	48 79%	60 94%	27 87%	38 77%
Very motivated	47 14%	31 16%	14 13%	1 4%	2 15%	24 20%	8 13%	2 3%	4 13%	9 19%
Somewhat motivated	9 3%	2 1%	5 5%	2 7%	-	5 4%	1 2%	2 3%	-	1 2%
Not very motivated	7 2%	2 1%	2 2%	1 6%	1 9%	4 3%	2 3%	-	-	1 2%
Not at all motivated	3 1%	2 1%	-	-	-	1 1%	2 3%	0 *	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	263 44%	107 37%	155 50%	231 43%	14 56%	18 44%	142 37%	121 56%	43 41%	57 45%	73 42%	87 45%
STRONGLY/SOMEWHAT DISAPPROVE	322 54%	177 62%	146 47%	293 55%	8 32%	22 54%	230 60%	91 43%	61 59%	65 51%	96 56%	99 51%
Strongly approve	148 25%	53 18%	96 31%	124 23%	13 52%	12 29%	83 22%	65 30%	14 13%	31 24%	46 27%	55 29%
Somewhat approve	115 19%	55 19%	59 19%	107 20%	1 4%	6 15%	59 15%	56 26%	29 28%	27 21%	27 16%	31 16%
Somewhat disapprove	28 5%	13 5%	15 5%	26 5%	-	2 6%	18 5%	10 5%	6 6%	4 3%	6 3%	11 6%
Strongly disapprove	294 49%	163 57%	131 42%	267 50%	8 32%	20 48%	213 55%	81 38%	54 52%	61 48%	90 52%	88 46%
Don't know/Refused/Unsure	15 2%	3 1%	11 3%	11 2%	3 13%	1 2%	13 3%	2 1%	-	5 4%	3 2%	7 4%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
STRONGLY/SOMEWHAT APPROVE	263 44%	263 100%	-	11 4%	252 83%	7 3%	93 44%	163 88%	13 5%	12 30%	234 87%	26 10%	88 56%	145 82%	11 4%	238 84%
STRONGLY/SOMEWHAT DISAPPROVE	322 54%	-	322 100%	278 96%	44 14%	193 95%	112 53%	18 9%	271 94%	25 62%	26 10%	224 88%	63 40%	31 17%	263 94%	37 13%
Strongly approve	148 25%	148 56%	-	8 3%	140 46%	3 1%	38 18%	108 58%	6 2%	7 16%	133 50%	16 6%	49 31%	80 45%	5 2%	139 49%
Somewhat approve	115 19%	115 44%	-	3 1%	111 37%	4 2%	55 26%	55 30%	8 3%	6 14%	100 38%	10 4%	38 24%	65 37%	6 2%	98 35%
Somewhat disapprove	28 5%	-	28 9%	16 5%	12 4%	7 4%	14 6%	7 4%	12 4%	6 14%	10 4%	10 4%	9 6%	6 4%	8 3%	13 5%
Strongly disapprove	294 49%	-	294 91%	263 90%	32 10%	186 92%	98 46%	11 6%	258 90%	20 49%	16 6%	214 85%	54 34%	24 14%	254 91%	24 9%
Don't know/Refused/Unsure	15 2%	-	-	2 1%	9 3%	3 1%	7 3%	5 3%	3 1%	3 8%	7 3%	4 2%	8 5%	2 1%	4 2%	7 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
STRONGLY/SOMEWHAT APPROVE	263 44%	118 44%	11 24%	7 39%	190 43%	21 30%	52 61%	7 36%	82 50%	77 50%	97 37%	118 48%	8 53%	137 40%
STRONGLY/SOMEWHAT DISAPPROVE	322 54%	149 55%	33 70%	11 59%	245 55%	45 64%	32 38%	9 50%	81 49%	73 46%	160 61%	120 49%	5 32%	197 58%
Strongly approve	148 25%	79 29%	2 5%	1 4%	116 26%	7 10%	25 29%	5 25%	44 26%	47 30%	53 20%	64 26%	2 13%	82 24%
Somewhat approve	115 19%	40 15%	9 19%	6 36%	74 17%	14 20%	27 32%	2 11%	38 23%	30 19%	44 17%	54 22%	6 39%	55 16%
Somewhat disapprove	28 5%	6 2%	7 15%	3 17%	19 4%	2 3%	7 8%	1 6%	6 4%	7 5%	13 5%	10 4%	-	18 5%
Strongly disapprove	294 49%	143 53%	26 54%	7 41%	226 51%	43 61%	25 30%	8 44%	74 45%	65 42%	147 56%	110 45%	5 32%	179 53%
Don't know/Refused/Unsure	15 2%	2 1%	3 6%	0 2%	10 2%	4 6%	1 1%	3 15%	2 1%	6 4%	3 1%	7 3%	2 15%	5 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total WI	Race x Education				Media Market				
		White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
STRONGLY/SOMEWHAT APPROVE	263 44%	121 36%	110 57%	21 46%	11 54%	100 43%	59 54%	45 39%	13 27%	40 49%
STRONGLY/SOMEWHAT DISAPPROVE	322 54%	209 61%	83 43%	21 48%	8 41%	125 54%	49 45%	70 60%	34 69%	40 49%
Strongly approve	148 25%	68 20%	56 29%	16 35%	9 43%	53 23%	36 33%	27 23%	6 12%	22 27%
Somewhat approve	115 19%	54 16%	54 28%	5 11%	2 11%	46 20%	22 20%	19 16%	7 15%	18 22%
Somewhat disapprove	28 5%	17 5%	9 5%	1 3%	1 5%	7 3%	5 5%	8 7%	3 7%	4 5%
Strongly disapprove	294 49%	192 57%	74 38%	20 45%	7 35%	117 50%	44 40%	62 53%	30 62%	36 44%
Don't know/Refused/Unsure	15 2%	10 3%	0 *	3 6%	1 5%	8 3%	2 2%	1 1%	2 4%	2 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	291 48%	160 56%	131 42%	261 49%	9 36%	21 50%	213 55%	77 36%	48 46%	60 48%	94 55%	86 45%
STRONGLY/SOMEWHAT DISAPPROVE	304 51%	127 44%	176 57%	268 50%	16 64%	20 49%	168 44%	135 63%	56 54%	66 52%	75 43%	104 54%
Strongly approve	229 38%	123 43%	106 34%	207 39%	7 30%	15 36%	172 45%	56 26%	38 37%	43 34%	72 42%	73 38%
Somewhat approve	62 10%	38 13%	24 8%	55 10%	2 6%	6 14%	41 11%	21 10%	9 9%	17 13%	22 13%	14 7%
Somewhat disapprove	23 4%	12 4%	11 4%	22 4%	1 5%	1 1%	10 3%	14 6%	5 5%	9 7%	6 3%	4 2%
Strongly disapprove	281 47%	114 40%	165 53%	246 46%	15 60%	20 48%	158 41%	122 57%	51 49%	57 45%	69 40%	100 52%
Don't know/Refused/Unsure	5 1%	-	5 2%	5 1%	-	0 1%	3 1%	1 1%	-	0 *	3 1%	2 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
STRONGLY/SOMEWHAT APPROVE	291 48%	11 4%	278 86%	291 100%	-	186 92%	101 48%	4 2%	262 91%	18 44%	8 3%	215 85%	60 38%	13 7%	254 91%	21 7%
STRONGLY/SOMEWHAT DISAPPROVE	304 51%	252 96%	44 14%	-	304 100%	17 8%	107 51%	180 97%	25 9%	23 56%	256 96%	36 14%	95 60%	165 93%	22 8%	260 92%
Strongly approve	229 38%	5 2%	222 69%	229 79%	-	163 80%	62 29%	4 2%	213 74%	10 23%	6 2%	179 71%	38 24%	9 5%	215 77%	7 3%
Somewhat approve	62 10%	5 2%	57 18%	62 21%	-	23 11%	39 18%	-	49 17%	8 20%	2 1%	36 14%	22 14%	4 2%	39 14%	14 5%
Somewhat disapprove	23 4%	15 6%	7 2%	-	23 8%	3 1%	16 7%	5 3%	7 2%	6 15%	11 4%	6 2%	7 4%	9 5%	8 3%	13 5%
Strongly disapprove	281 47%	237 90%	37 12%	-	281 92%	14 7%	92 43%	175 94%	18 6%	17 41%	245 92%	30 12%	89 56%	156 88%	15 5%	247 88%
Don't know/Refused/Unsure	5 1%	1 *%	-	-	-	-	3 1%	2 1%	-	-	4 1%	2 1%	3 2%	-	2 1%	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
STRONGLY/SOMEWHAT APPROVE	291 48%	141 52%	27 58%	7 37%	224 50%	41 58%	26 31%	7 38%	70 42%	64 41%	150 58%	114 46%	3 19%	174 51%
STRONGLY/SOMEWHAT DISAPPROVE	304 51%	127 47%	18 37%	11 61%	218 49%	27 39%	59 69%	11 62%	95 58%	91 59%	106 41%	131 53%	10 66%	163 48%
Strongly approve	229 38%	120 45%	14 29%	0 2%	181 41%	30 42%	18 21%	6 34%	48 29%	54 35%	121 46%	94 38%	2 15%	133 39%
Somewhat approve	62 10%	21 8%	13 28%	6 34%	42 10%	11 16%	9 10%	1 4%	22 13%	10 7%	29 11%	20 8%	1 4%	41 12%
Somewhat disapprove	23 4%	8 3%	2 5%	4 21%	16 4%	2 3%	6 7%	1 4%	6 4%	7 4%	9 4%	8 3%	1 7%	14 4%
Strongly disapprove	281 47%	119 44%	15 32%	7 41%	202 45%	25 36%	53 62%	11 58%	89 54%	85 54%	96 37%	123 50%	9 59%	149 44%
Don't know/Refused/Unsure	5 1%	1 *%	2 5%	0 2%	3 1%	2 3%	-	-	0 *%	1 *%	4 2%	1 1%	2 15%	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
STRONGLY/SOMEWHAT APPROVE	291 48%	192 56%	69 36%	21 48%	8 38%	113 49%	43 39%	64 55%	31 64%	39 48%
STRONGLY/SOMEWHAT DISAPPROVE	304 51%	145 43%	123 64%	23 52%	13 62%	116 50%	66 61%	53 45%	18 36%	41 51%
Strongly approve	229 38%	157 46%	49 26%	15 33%	7 34%	85 36%	27 25%	55 47%	27 55%	34 42%
Somewhat approve	62 10%	35 10%	20 10%	7 15%	1 4%	28 12%	16 14%	9 7%	4 9%	5 6%
Somewhat disapprove	23 4%	9 3%	13 7%	1 2%	1 4%	10 4%	2 2%	5 4%	-	7 8%
Strongly disapprove	281 47%	136 40%	110 57%	22 50%	12 57%	106 46%	64 59%	48 41%	18 36%	34 42%
Don't know/Refused/Unsure	5 1%	3 1%	1 1%	-	-	4 2%	0 *%	0 *%	-	1 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	289	160	129	264	7	18	209	80	50	60	90	88
	48%	56%	41%	49%	28%	44%	54%	37%	48%	47%	52%	46%
Kamala Harris, the Democratic candidate	287	118	167	250	16	20	161	125	54	63	75	92
	48%	41%	54%	47%	66%	49%	42%	59%	52%	50%	44%	48%
Robert F. Kennedy, Jr., independent candidate	3	1	1	1	-	1	1	1	-	1	-	1
	*%	1%	*%	*%		4%	*%	*%		1%		1%
Jill Stein, Green Party candidate	3	2	1	2	1	-	3	-	-	1	-	2
	1%	1%	*%	*%	4%		1%			1%		1%
Chase Oliver, the Libertarian candidate	1	1	-	1	-	-	1	-	1	-	-	-
	*%	*%		*%			*%		1%			
Cornel West, independent candidate	0	0	-	0	-	-	0	-	-	-	-	0
	*%	*%		*%			*%					*%
Someone else	4	-	4	4	-	-	1	3	-	-	-	4
	1%		1%	1%			*%	1%				2%
Unsure	9	2	7	8	1	1	6	3	-	1	6	2
	2%	1%	2%	1%	2%	3%	2%	1%		1%	4%	1%
I did not vote for this office	4	2	2	4	-	-	2	1	-	1	-	3
	1%	1%	1%	1%			1%	1%		1%		1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Donald Trump, the Republican candidate	289 48%	6 2%	282 87%	274 94%	15 5%	192 95%	95 45%	3 1%	271 94%	13 32%	6 2%	221 87%	52 33%	13 7%	261 94%	12 4%
Kamala Harris, the Democratic candidate	287 48%	251 96%	29 9%	8 3%	278 91%	8 4%	101 48%	177 96%	11 4%	20 50%	252 94%	27 11%	94 59%	159 89%	8 3%	258 92%
Robert F. Kennedy, Jr., independent candidate	3 *%	-	3 1%	1 *%	1 *%	-	1 1%	1 1%	-	1 4%	1 *%	-	1 1%	1 1%	-	3 1%
Jill Stein, Green Party candidate	3 1%	1 *%	2 *%	-	3 1%	-	2 1%	1 *%	-	1 2%	2 1%	-	1 1%	2 1%	-	2 1%
Chase Oliver, the Libertarian candidate	1 *%	-	1 *%	-	1 *%	1 *%	-	-	1 *%	-	-	1 *%	-	-	-	1 *%
Cornel West, independent candidate	0 *%	-	0 *%	0 *%	-	0 *%	-	-	0 *%	-	-	0 *%	-	-	0 *%	-
Someone else	4 1%	2 1%	2 1%	2 1%	2 1%	-	4 2%	-	1 *%	3 8%	-	1 *%	1 1%	2 1%	2 1%	2 1%
Unsure	9 2%	2 1%	3 1%	4 1%	2 1%	2 1%	4 2%	3 2%	2 1%	2 4%	4 1%	3 1%	5 3%	1 *%	6 2%	1 *%
I did not vote for this office	4 1%	1 1%	1 *%	1 *%	2 1%	-	3 1%	1 *%	1 *%	-	3 1%	-	4 2%	-	-	3 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
Donald Trump, the Republican candidate	289 48%	145 54%	27 57%	4 25%	222 50%	37 53%	30 35%	6 34%	71 43%	59 38%	153 59%	113 46%	3 16%	174 51%
Kamala Harris, the Democratic candidate	287 48%	121 45%	14 30%	7 39%	210 47%	24 34%	53 62%	10 54%	91 55%	90 57%	96 37%	127 52%	9 59%	150 44%
Robert F Kennedy, Jr., independent candidate	3 *%	-	1 2%	1 8%	1 *%	1 2%	-	-	-	1 1%	1 *%	-	-	3 1%
Jill Stein, Green Party candidate	3 1%	-	-	2 13%	2 *%	2 2%	-	1 4%	2 1%	1 1%	-	-	-	3 1%
Chase Oliver, the Libertarian candidate	1 *%	1 *%	-	-	1 *%	-	-	-	-	-	1 *%	-	1 3%	-
Cornel West, independent candidate	0 *%	-	-	0 2%	0 *%	-	-	0 2%	-	-	-	-	-	0 *%
Someone else	4 1%	-	-	-	2 *%	-	2 2%	-	1 1%	1 1%	2 1%	2 1%	1 6%	1 *%
Unsure	9 2%	2 1%	5 11%	2 13%	5 1%	4 6%	-	1 6%	0 *%	1 1%	7 3%	-	2 15%	7 2%
I did not vote for this office	4 1%	-	-	-	2 *%	2 3%	-	-	1 1%	3 2%	-	3 1%	-	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
Donald Trump, the Republican candidate	289 48%	191 56%	72 37%	18 40%	7 36%	106 46%	44 41%	66 57%	29 60%	39 48%
Kamala Harris, the Democratic candidate	287 48%	137 40%	113 58%	24 54%	12 60%	115 50%	62 57%	50 43%	18 37%	35 43%
Robert F. Kennedy, Jr., independent candidate	3 *%	-	1 1%	1 3%	-	3 1%	-	-	-	-
Jill Stein, Green Party candidate	3 1%	2 1%	-	1 2%	-	2 1%	2 1%	-	-	-
Chase Oliver, the Libertarian candidate	1 *%	1 *%	-	-	-	-	-	1 *%	-	-
Cornel West, independent candidate	0 *%	0 *%	-	-	-	0 *%	-	-	-	-
Someone else	4 1%	1 *%	3 2%	-	-	2 1%	-	-	-	2 3%
Unsure	9 2%	5 2%	2 1%	1 1%	1 4%	4 2%	0 *%	0 *%	-	5 6%
I did not vote for this office	4 1%	2 1%	1 1%	-	-	0 *%	1 1%	-	1 3%	1 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	296 49%	162 57%	134 43%	268 50%	9 35%	20 48%	214 56%	81 38%	50 48%	62 49%	91 53%	92 48%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	294 49%	120 42%	173 56%	258 48%	16 63%	21 51%	164 43%	129 61%	54 52%	65 51%	79 46%	94 49%
Donald Trump, definitely	279 46%	153 53%	126 40%	254 47%	7 28%	18 44%	202 52%	76 36%	50 48%	55 44%	89 52%	83 43%
Donald Trump, probably	15 3%	7 3%	8 3%	12 2%	2 6%	2 4%	11 3%	5 2%	-	5 4%	2 1%	9 5%
Donald Trump, lean	2 *%	2 1%	-	2 *%	-	-	2 *%	-	-	2 1%	-	-
Kamala Harris, lean	-	-	-	-	-	-	-	-	-	-	-	-
Kamala Harris, probably	9 1%	4 1%	5 2%	7 1%	1 4%	1 2%	6 1%	3 1%	1 1%	3 2%	5 3%	-
Kamala Harris, definitely	285 48%	116 40%	168 54%	251 47%	15 59%	20 49%	159 41%	126 59%	53 51%	62 49%	74 43%	94 49%
Unsure	10 2%	5 2%	5 1%	9 2%	1 2%	0 1%	6 2%	3 1%	1 1%	0 *%	2 1%	7 4%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	296 49%	8 3%	286 89%	278 96%	18 6%	193 95%	98 46%	5 3%	273 95%	16 38%	8 3%	223 88%	57 36%	13 7%	264 95%	16 6%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	294 49%	253 96%	30 9%	9 3%	282 93%	9 4%	106 50%	180 97%	12 4%	23 57%	256 96%	27 11%	98 62%	162 91%	11 4%	261 93%
Donald Trump, definitely	279 46%	6 2%	271 84%	267 92%	12 4%	185 91%	91 43%	3 1%	261 91%	12 29%	6 2%	213 84%	51 32%	11 6%	254 91%	10 3%
Donald Trump, probably	15 3%	2 1%	13 4%	10 3%	6 2%	8 4%	5 2%	2 1%	10 3%	4 9%	2 1%	8 3%	6 3%	2 1%	9 3%	6 2%
Donald Trump, lean	2 *%	-	2 1%	2 1%	-	-	2 1%	-	2 1%	-	-	2 1%	-	-	2 1%	-
Kamala Harris, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kamala Harris, probably	9 1%	3 1%	1 *%	1 *%	5 2%	2 1%	3 1%	4 2%	2 1%	2 6%	4 2%	1 *%	6 3%	2 1%	4 1%	2 1%
Kamala Harris, definitely	285 48%	250 95%	29 9%	8 3%	276 91%	7 4%	103 49%	176 95%	10 3%	21 51%	251 94%	26 10%	93 59%	160 90%	7 2%	259 92%
Unsure	10 2%	2 1%	6 2%	4 1%	4 1%	1 *%	8 4%	1 1%	2 1%	2 4%	4 2%	3 1%	3 2%	3 2%	3 1%	4 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	269	47	18	445	70	85	18	165	156	260	246	16	339
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	296	148	27	7	226	40	30	8	71	63	154	114	4	179
	49%	55%	58%	41%	51%	57%	35%	42%	43%	41%	59%	46%	22%	53%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	294	119	18	8	211	28	55	9	91	91	103	130	12	152
	49%	44%	37%	44%	48%	40%	65%	51%	55%	58%	39%	53%	74%	45%
Donald Trump, definitely	279	139	23	4	217	36	27	7	66	60	146	113	3	163
	46%	52%	48%	21%	49%	51%	31%	36%	40%	39%	56%	46%	19%	48%
Donald Trump, probably	15	7	5	4	9	3	4	1	3	3	8	2	1	13
	3%	3%	10%	20%	2%	4%	4%	6%	2%	2%	3%	1%	3%	4%
Donald Trump, lean	2	2	-	-	-	2	-	-	2	-	-	-	-	2
	*%	1%	-	-	-	3%	-	-	1%	-	-	-	-	1%
Kamala Harris, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kamala Harris, probably	9	3	2	2	4	4	1	-	2	2	5	-	2	6
	1%	1%	5%	10%	1%	6%	1%	-	1%	1%	2%	-	15%	2%
Kamala Harris, definitely	285	116	15	6	208	24	54	9	90	89	97	130	9	146
	48%	43%	32%	34%	47%	34%	64%	51%	54%	57%	37%	53%	59%	43%
Unsure	10	2	3	3	7	3	-	1	4	1	3	1	1	8
	2%	1%	5%	15%	2%	4%	-	7%	2%	1%	1%	1%	3%	2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	296 49%	193 57%	74 38%	21 47%	7 36%	112 48%	44 41%	66 57%	29 60%	40 49%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	294 49%	141 42%	116 60%	23 52%	13 64%	118 51%	62 57%	50 43%	20 40%	38 47%
Donald Trump, definitely	279 46%	184 54%	69 36%	18 40%	7 36%	105 45%	41 38%	65 56%	27 54%	36 44%
Donald Trump, probably	15 3%	7 2%	5 3%	3 7%	-	7 3%	1 1%	1 1%	3 6%	4 5%
Donald Trump, lean	2 *%	2 1%	-	-	-	-	2 2%	-	-	-
Kamala Harris, lean	-	-	-	-	-	-	-	-	-	-
Kamala Harris, probably	9 1%	5 1%	2 1%	1 2%	1 4%	6 2%	-	2 1%	-	1 2%
Kamala Harris, definitely	285 48%	136 40%	114 59%	22 50%	12 60%	112 48%	62 57%	48 41%	20 40%	37 45%
Unsure	10 2%	6 2%	3 2%	1 1%	-	3 1%	3 2%	1 1%	-	4 4%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QWISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Eric Hovde, the Republican candidate	285	160	125	261	8	16	204	81	48	57	93	85
	48%	56%	40%	49%	31%	40%	53%	38%	46%	45%	54%	44%
Tammy Baldwin, the Democratic candidate	294	119	174	258	17	19	164	129	53	64	74	100
	49%	41%	56%	48%	69%	46%	43%	60%	51%	51%	43%	52%
Thomas Leager, the America First Party candidate	2	-	2	2	-	-	2	-	1	-	-	1
	*%		1%	*%			*%		1%			1%
Phillip Anderson, the Disrupt The Corruption Party candidate	3	3	-	3	-	-	3	-	2	-	1	-
	*%	1%		1%			1%		2%		*%	
Someone else	2	1	1	2	-	-	-	2	-	1	-	1
	*%	*%	*%	*%				1%		1%		*%
Don't know/Refused/Unsure	11	2	9	7	-	4	9	2	1	4	3	3
	2%	1%	3%	1%		9%	2%	1%	1%	4%	1%	2%
I did not vote for this office	4	2	1	1	-	2	3	0	-	-	1	2
	1%	1%	*%	*%		5%	1%	*%			1%	1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QWISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Eric Hovde, the Republican candidate	285 48%	6 2%	277 86%	268 92%	17 6%	193 95%	90 42%	3 2%	266 93%	14 33%	6 2%	219 86%	52 33%	13 7%	257 92%	13 5%
Tammy Baldwin, the Democratic candidate	294 49%	255 97%	30 9%	10 3%	283 93%	6 3%	108 51%	180 97%	11 4%	23 56%	256 96%	26 10%	96 61%	164 92%	9 3%	264 94%
Thomas Leager, the America First Party candidate	2 *%	-	2 1%	1 *%	1 *%	-	2 1%	-	2 1%	-	-	2 1%	-	-	2 1%	-
Phillip Anderson, the Disrupt The Corruption Party candidate	3 *%	-	3 1%	3 1%	-	2 1%	1 *%	-	2 1%	-	1 *%	2 1%	1 *%	-	2 1%	-
Someone else	2 *%	1 *%	1 *%	1 *%	1 *%	-	2 1%	-	1 *%	1 2%	-	2 1%	-	-	1 *%	1 *%
Don't know/Refused/Unsure	11 2%	-	7 2%	5 2%	2 1%	1 1%	7 3%	3 2%	3 1%	4 9%	3 1%	2 1%	7 4%	1 *%	7 2%	3 1%
I did not vote for this office	4 1%	1 1%	2 1%	2 1%	1 *%	1 *%	3 1%	-	2 1%	-	2 1%	1 *%	3 2%	-	1 *%	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QWISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total WI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
Eric Hovde, the Republican candidate	285 48%	145 54%	21 45%	6 32%	218 49%	39 56%	28 33%	7 38%	68 41%	58 37%	153 59%	113 46%	4 26%	169 50%
Tammy Baldwin, the Democratic candidate	294 49%	121 45%	18 37%	10 58%	213 48%	26 37%	55 65%	11 59%	94 57%	92 59%	97 37%	129 52%	9 59%	155 46%
Thomas Leager, the America First Party candidate	2 *%	-	-	-	2 *%	-	-	-	-	-	2 1%	1 *%	-	1 *%
Phillip Anderson, the Disrupt The Corruption Party candidate	3 *%	-	2 5%	-	1 *%	-	2 3%	-	1 *%	2 1%	-	1 *%	-	2 1%
Someone else	2 *%	-	-	-	2 *%	-	-	-	1 1%	1 *%	-	-	-	2 *%
Don't know/Refused/Unsure	11 2%	3 1%	6 13%	2 10%	7 2%	4 5%	-	0 3%	3 2%	3 2%	5 2%	-	2 15%	9 3%
I did not vote for this office	4 1%	-	-	-	2 1%	1 2%	-	-	-	0 *%	3 1%	3 1%	-	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QWISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
Eric Hovde, the Republican candidate	285 48%	187 55%	74 38%	17 37%	7 36%	104 45%	43 39%	64 55%	27 56%	42 51%
Tammy Baldwin, the Democratic candidate	294 49%	141 41%	116 60%	23 52%	13 61%	115 49%	65 59%	51 44%	19 38%	38 46%
Thomas Leager, the America First Party candidate	2 *%	2 1%	-	-	-	2 1%	-	-	-	-
Phillip Anderson, the Disrupt The Corruption Party candidate	3 *%	3 1%	-	-	-	1 *%	-	-	2 4%	-
Someone else	2 *%	-	2 1%	-	-	1 *%	-	-	-	1 1%
Don't know/Refused/Unsure	11 2%	6 2%	1 1%	3 6%	1 3%	8 3%	1 1%	1 1%	-	1 1%
I did not vote for this office	4 1%	1 *%	0 *%	2 5%	-	2 1%	1 1%	-	1 2%	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	278	151	127	257	7	14	205	72	44	53	89	89
	46%	53%	41%	48%	27%	35%	53%	34%	43%	42%	52%	46%
Joe Biden	282	109	171	251	14	17	152	129	51	67	70	90
	47%	38%	55%	47%	57%	41%	39%	61%	49%	53%	41%	47%
Someone else	10	8	2	8	-	2	5	5	3	3	4	-
	2%	3%	1%	2%		4%	1%	2%	3%	2%	3%	
I did not vote	26	18	8	15	3	8	19	7	6	2	6	12
	4%	6%	3%	3%	10%	20%	5%	3%	6%	2%	3%	6%
Don't know/Refused/Unsure	4	1	3	2	2	0	3	0	-	1	1	2
	1%	1%	1%	1%	6%	1%	1%	1%		1%	1%	1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Donald Trump	278 46%	11 4%	263 81%	254 87%	22 7%	185 91%	88 41%	5 3%	256 89%	13 32%	8 3%	216 85%	48 31%	11 6%	278 100%	-
Joe Biden	282 47%	238 90%	37 12%	21 7%	260 86%	8 4%	104 49%	170 91%	13 5%	26 63%	240 90%	24 10%	97 61%	156 88%	-	282 100%
Someone else	10 2%	1 1%	9 3%	9 3%	1 *	2 1%	8 4%	-	8 3%	1 2%	1 *	6 2%	3 2%	0 *	-	-
I did not vote	26 4%	13 5%	12 4%	7 3%	19 6%	7 4%	10 5%	9 5%	9 3%	1 2%	16 6%	6 2%	7 5%	11 6%	-	-
Don't know/Refused/Unsure	4 1%	-	1 *	-	2 1%	-	2 1%	2 1%	-	-	3 1%	1 *	3 2%	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
Donald Trump	278 46%	137 51%	24 51%	6 33%	219 49%	37 52%	23 27%	7 40%	63 38%	53 34%	155 59%	108 44%	5 30%	165 49%
Joe Biden	282 47%	122 46%	19 40%	8 43%	212 48%	29 42%	40 47%	9 51%	86 52%	89 57%	97 37%	122 50%	11 70%	148 44%
Someone else	10 2%	4 2%	2 4%	1 8%	7 2%	3 4%	-	-	5 3%	4 2%	1 *%	3 1%	-	7 2%
I did not vote	26 4%	4 1%	3 6%	3 15%	3 1%	1 1%	22 26%	1 4%	10 6%	9 6%	7 3%	11 4%	-	15 5%
Don't know/Refused/Unsure	4 1%	1 *%	-	0 1%	3 1%	1 1%	-	1 5%	1 1%	1 *%	1 *%	1 1%	-	3 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
Donald Trump	278 46%	189 56%	67 35%	16 36%	5 23%	102 44%	37 33%	64 55%	29 60%	41 50%
Joe Biden	282 47%	133 39%	118 61%	19 42%	12 58%	111 48%	64 58%	46 39%	19 38%	36 44%
Someone else	10 2%	5 1%	4 2%	1 1%	1 4%	7 3%	2 2%	1 1%	-	-
I did not vote	26 4%	11 3%	4 2%	8 17%	3 15%	9 4%	7 6%	5 5%	1 2%	4 5%
Don't know/Refused/Unsure	4 1%	2 1%	0 0%	2 4%	-	2 1%	1 1%	0 0%	-	1 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	203	111	92	186	5	12	149	53	37	28	70	66
	34%	39%	29%	35%	19%	29%	39%	25%	36%	22%	41%	34%
Democrat	186	68	117	158	15	12	103	83	31	38	45	70
	31%	24%	38%	30%	62%	30%	27%	39%	30%	30%	26%	36%
Independent	186	101	85	166	3	16	116	70	33	49	51	51
	31%	35%	27%	31%	13%	39%	30%	33%	32%	39%	30%	26%
Member of another party	7	4	3	6	-	1	2	5	1	5	1	-
	1%	1%	1%	1%		2%	1%	2%	1%	4%	1%	
Don't know/Refused/Unsure	19	3	15	17	2	0	15	3	2	6	3	7
	3%	1%	5%	3%	6%	1%	4%	1%	2%	5%	2%	4%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Republican	203 34%	7 3%	193 60%	186 64%	17 6%	203 100%	-	-	203 71%	-	-	179 71%	19 12%	1 1%	185 67%	8 3%
Democrat	186 31%	163 62%	18 5%	4 1%	180 59%	-	-	186 100%	-	-	186 69%	13 5%	56 36%	114 64%	5 2%	170 60%
Independent	186 31%	81 31%	101 31%	89 31%	94 31%	-	186 88%	-	77 27%	38 94%	69 26%	51 20%	77 49%	54 30%	79 28%	90 32%
Member of another party	7 1%	2 1%	4 1%	3 1%	4 1%	-	7 3%	-	4 1%	-	4 1%	2 1%	1 1%	3 2%	3 1%	4 1%
Don't know/Refused/Unsure	19 3%	10 4%	6 2%	9 3%	10 3%	-	19 9%	-	4 1%	2 6%	10 4%	8 3%	4 3%	6 3%	6 2%	10 4%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
Republican	203 34%	101 38%	13 28%	4 21%	150 34%	31 43%	22 26%	6 32%	40 24%	51 33%	106 41%	86 35%	2 16%	114 34%
Democrat	186 31%	82 30%	10 21%	3 18%	136 30%	16 22%	35 41%	11 59%	55 33%	49 31%	71 27%	83 34%	9 57%	94 28%
Independent	186 31%	75 28%	19 39%	10 55%	138 31%	22 31%	26 31%	1 5%	61 37%	49 31%	75 29%	70 28%	4 28%	111 33%
Member of another party	7 1%	2 1%	2 4%	1 4%	6 1%	-	1 1%	0 3%	4 2%	2 1%	1 *	3 1%	-	4 1%
Don't know/Refused/Unsure	19 3%	9 4%	4 8%	0 2%	15 3%	2 3%	1 1%	0 1%	5 3%	5 3%	8 3%	4 2%	-	15 4%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
Republican	203 34%	140 41%	46 24%	10 21%	7 34%	72 31%	23 21%	45 39%	30 62%	29 36%
Democrat	186 31%	85 25%	73 38%	18 40%	9 46%	77 33%	41 38%	26 22%	8 17%	28 35%
Independent	186 31%	100 29%	66 34%	16 35%	4 17%	72 31%	40 37%	41 35%	7 15%	23 28%
Member of another party	7 1%	2 1%	4 2%	-	1 3%	5 2%	2 2%	-	-	-
Don't know/Refused/Unsure	19 3%	13 4%	3 2%	2 3%	-	7 3%	3 3%	5 4%	3 6%	1 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	203	111	92	186	5	12	149	53	37	28	70	66
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	159	90	69	143	6	10	112	45	37	23	54	43
Firmly a Republican	160	91	70	146	5	10	120	40	28	22	61	47
	79%	82%	76%	78%	100%	81%	81%	74%	75%	79%	87%	72%
Not firmly a Republican	43	21	22	40	-	2	29	14	9	6	9	18
	21%	18%	24%	22%		19%	19%	26%	25%	21%	13%	28%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	203 100	7 100	193 100	186 100	17 100	203 100	-	-	203 100	-	-	179 100	19 100	1 100	185 100	8 100
Unweighted Total	159	7	149	144	15	159	-	-	159	-	-	140	16	1	140	10
Firmly a Republican	160 79%	5 71%	153 79%	148 80%	12 73%	160 79%	-	-	160 79%	-	-	148 82%	10 51%	1 100%	152 82%	3 35%
Not firmly a Republican	43 21%	2 29%	40 21%	38 20%	5 27%	43 21%	-	-	43 21%	-	-	32 18%	10 49%	-	33 18%	5 65%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyGOP] Would you say you are...?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	203		101	13	4	150	31	22	6	40	51	106	86	2	114
	100		100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	159		72	11	5	123	20	16	9	35	35	80	70	3	86
Firmly a Republican	160		84	7	1	118	27	15	5	30	42	84	69	2	89
	79%		83%	55%	35%	79%	89%	68%	86%	74%	82%	79%	80%	100%	78%
Not firmly a Republican	43		17	6	2	32	3	7	1	10	9	22	17	-	25
	21%		17%	45%	65%	21%	11%	32%	14%	26%	18%	21%	20%		22%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	203	140	46	10	7	72	23	45	30	29
	100	100	100	100	100	100	100	100	100	100
Unweighted Total	159	104	37	8	8	66	22	33	15	21
Firmly a Republican	160	113	33	7	7	55	19	36	23	24
	79%	81%	70%	77%	100%	77%	83%	81%	75%	81%
Not firmly a Republican	43	27	14	2	-	17	4	9	8	6
	21%	19%	30%	23%		23%	17%	19%	25%	19%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	186	68	117	158	15	12	103	83	31	38	45	70
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	228	88	139	189	22	17	119	107	46	49	53	78
Firmly a Democrat	151	55	96	127	13	11	81	70	26	30	37	56
	81%	81%	82%	80%	87%	89%	79%	84%	84%	80%	81%	81%
Not firmly a Democrat	35	13	21	31	2	1	22	13	5	7	9	13
	19%	19%	18%	20%	13%	11%	21%	16%	16%	20%	19%	19%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	186 100	163 100	18 100	4 100	180 100	-	-	186 100	-	-	186 100	13 100	56 100	114 100	5 100	170 100
Unweighted Total	228	196	26	5	222	-	-	228	-	-	228	13	61	149	4	213
Firmly a Democrat	151 81%	136 83%	12 71%	2 45%	150 83%	-	-	151 81%	-	-	151 81%	11 86%	39 70%	99 87%	1 25%	140 82%
Not firmly a Democrat	35 19%	27 17%	5 29%	2 55%	30 17%	-	-	35 19%	-	-	35 19%	2 14%	17 30%	15 13%	4 75%	30 18%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	186	82	10	3	136	16	35	11	55	49	71	83	9	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	228	98	11	3	185	14	29	24	70	48	86	106	9	113
Firmly a Democrat	151	68	6	3	111	10	30	10	46	42	53	68	5	78
	81%	83%	57%	100%	82%	63%	87%	91%	83%	86%	75%	82%	55%	83%
Not firmly a Democrat	35	14	4	-	24	6	4	1	9	7	18	15	4	16
	19%	17%	43%		18%	37%	13%	9%	17%	14%	25%	18%	45%	17%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	186 100	85 100	73 100	18 100	9 100	77 100	41 100	26 100	8 100	28 100
Unweighted Total	228	97	90	22	17	103	56	26	6	30
Firmly a Democrat	151 81%	66 77%	61 84%	16 87%	9 90%	59 76%	35 84%	22 85%	8 100%	23 83%
Not firmly a Democrat	35 19%	19 23%	12 16%	2 13%	1 10%	18 24%	7 16%	4 15%	-	5 17%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	211	107	103	189	5	17	133	78	35	61	56	58
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	213	114	96	189	4	20	123	86	44	60	54	52
Republicans	84	50	34	74	2	8	55	29	12	24	25	23
	40%	47%	33%	39%	49%	44%	42%	37%	33%	39%	46%	40%
Democrats	82	39	42	75	-	7	47	34	18	24	17	21
	39%	36%	41%	39%		42%	36%	44%	51%	40%	31%	36%
Both equally often	41	19	22	38	1	2	28	13	6	12	10	12
	19%	17%	22%	20%	19%	12%	21%	17%	16%	20%	17%	22%
Don't know/Refused/Unsure	5	-	4	3	2	0	3	2	-	0	4	1
	2%		4%	2%	32%	2%	2%	2%		*	6%	2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	211 100	93 100	112 100	101 100	107 100	-	211 100	-	84 100	41 100	82 100	60 100	83 100	63 100	88 100	104 100
Unweighted Total	213	104	99	86	122	-	213	-	73	41	93	53	90	62	70	117
Republicans	84 40%	6 7%	77 69%	76 75%	8 7%	-	84 40%	-	84 100%	-	-	51 84%	26 32%	7 11%	71 81%	5 5%
Democrats	82 39%	71 76%	9 8%	5 5%	76 71%	-	82 39%	-	-	-	82 100%	4 7%	31 38%	42 67%	3 4%	70 67%
Both equally often	41 19%	12 13%	25 23%	18 18%	23 21%	-	41 19%	-	-	41 100%	-	2 3%	24 29%	14 22%	13 15%	26 25%
Don't know/Refused/Unsure	5 2%	3 4%	-	3 2%	1 1%	-	5 2%	-	-	-	-	4 6%	1 1%	-	-	3 3%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	211 100	86 100	24 100	11 100	159 100	24 100	28 100	2 100	70 100	56 100	84 100	76 100	4 100	130 100
Unweighted Total	213	92	20	12	173	16	24	4	74	58	77	79	6	128
Republicans	84 40%	38 44%	6 25%	6 58%	68 43%	8 35%	7 27%	1 77%	28 39%	8 14%	47 56%	30 40%	-	54 41%
Democrats	82 39%	32 37%	7 30%	3 26%	57 36%	10 42%	15 53%	0 11%	25 36%	32 56%	25 30%	35 45%	2 47%	45 35%
Both equally often	41 19%	13 15%	11 45%	1 13%	30 19%	6 23%	5 17%	0 12%	16 22%	16 28%	9 11%	11 14%	2 53%	28 21%
Don't know/Refused/Unsure	5 2%	4 4%	-	0 3%	4 2%	-	1 3%	-	2 2%	1 2%	2 2%	1 1%	-	4 3%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	211 100	116 100	73 100	17 100	4 100	84 100	45 100	46 100	10 100	24 100
Unweighted Total	213	107	80	16	6	88	53	41	8	21
Republicans	84 40%	46 40%	28 38%	9 53%	1 16%	34 41%	18 40%	20 44%	-	10 44%
Democrats	82 39%	43 37%	31 43%	4 24%	3 69%	28 33%	19 42%	21 46%	5 51%	8 32%
Both equally often	41 19%	25 22%	12 17%	2 14%	1 15%	18 22%	8 18%	4 10%	5 49%	5 20%
Don't know/Refused/Unsure	5 2%	1 1%	2 3%	2 9%	-	3 4%	0 *	0 *	-	1 5%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	287	161	125	260	7	19	205	82	49	52	96	89
	48%	56%	40%	49%	28%	47%	53%	38%	47%	41%	56%	46%
Total Democratic+Democratic-leaning Independents	268	107	160	233	15	19	150	117	49	62	63	91
	45%	37%	51%	44%	62%	47%	39%	55%	47%	49%	37%	47%
Total Independent	46	19	27	41	2	2	30	15	6	13	13	14
	8%	7%	9%	8%	10%	6%	8%	7%	6%	10%	8%	7%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Total Republican+Republican-leaning Independents	287 48%	13 5%	271 84%	262 90%	25 8%	203 100%	84 40%	-	287 100%	-	-	230 91%	46 29%	8 5%	256 92%	13 5%
Total Democratic+Democratic-leaning Independents	268 45%	234 89%	26 8%	8 3%	256 84%	-	82 39%	186 100%	-	-	268 100%	18 7%	88 55%	156 88%	8 3%	240 85%
Total Independent	46 8%	16 6%	25 8%	20 7%	24 8%	-	46 22%	-	-	41 100%	-	5 2%	25 16%	14 8%	13 5%	29 10%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	100	269	47	18	445	70	85	18	165	156	260	246	16	339
			100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	287	48%	139	19	10	218	39	30	7	68	59	153	116	2	168
			52%	41%	56%	49%	55%	35%	39%	41%	38%	59%	47%	16%	50%
Total Democratic+Democratic-leaning Independents	268	45%	114	17	6	192	26	49	11	80	80	96	118	11	139
			42%	36%	34%	43%	37%	58%	60%	49%	51%	37%	48%	70%	41%
Total Independent	46	8%	17	11	2	34	6	6	0	17	17	11	11	2	32
			6%	23%	10%	8%	8%	7%	1%	11%	11%	4%	5%	15%	9%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600	340	193	45	21	232	109	117	49	81
	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	287	186	74	19	8	106	41	65	30	40
	48%	55%	38%	42%	37%	45%	38%	56%	62%	49%
Total Democratic+Democratic-leaning Independents	268	128	105	22	12	105	60	47	14	36
	45%	38%	54%	49%	60%	45%	55%	40%	28%	44%
Total Independent	46	27	14	4	1	22	8	5	5	6
	8%	8%	7%	9%	3%	9%	8%	4%	10%	7%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QIdeology] Would you say you consider yourself to be...?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	253	147	106	230	7	16	181	71	42	47	81	81
	42%	51%	34%	43%	29%	39%	47%	33%	40%	37%	47%	42%
VERY/SOMEWHAT LIBERAL	178	63	114	162	4	12	94	84	44	45	41	47
	30%	22%	37%	30%	18%	29%	24%	39%	43%	36%	24%	25%
Very conservative	119	71	48	112	3	4	86	33	23	18	30	46
	20%	25%	15%	21%	12%	9%	22%	15%	23%	14%	18%	24%
Somewhat conservative	134	76	59	118	4	12	96	38	19	28	51	36
	22%	26%	19%	22%	17%	30%	25%	18%	18%	22%	30%	18%
Moderate	158	73	86	134	12	12	102	55	18	33	46	60
	26%	25%	28%	25%	50%	29%	27%	26%	17%	26%	27%	31%
Somewhat liberal	93	39	54	86	3	5	55	38	12	26	25	30
	16%	14%	17%	16%	12%	11%	14%	18%	11%	21%	14%	16%
Very liberal	85	24	60	76	1	7	39	46	32	19	17	17
	14%	8%	19%	14%	6%	17%	10%	21%	31%	15%	10%	9%
Unsure	11	5	5	9	1	2	7	3	-	1	4	4
	2%	2%	2%	2%	3%	4%	2%	1%		1%	2%	2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QIdeology] Would you say you consider yourself to be...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
VERY/SOMEWHAT CONSERVATIVE	253 42%	26 10%	224 69%	215 74%	36 12%	179 88%	60 29%	13 7%	230 80%	2 4%	18 7%	253 100%	-	-	216 78%	24 9%
VERY/SOMEWHAT LIBERAL	178 30%	145 55%	31 9%	13 5%	165 54%	1 1%	63 30%	114 61%	8 3%	14 34%	156 58%	-	-	178 100%	11 4%	156 55%
Very conservative	119 20%	6 2%	110 34%	110 38%	9 3%	98 48%	15 7%	6 3%	112 39%	1 2%	6 2%	119 47%	-	-	110 40%	7 2%
Somewhat conservative	134 22%	19 7%	113 35%	105 36%	27 9%	82 40%	45 22%	7 4%	118 41%	1 2%	12 4%	134 53%	-	-	106 38%	17 6%
Moderate	158 26%	88 33%	63 19%	60 21%	95 31%	19 10%	83 39%	56 30%	46 16%	24 59%	88 33%	-	158 100%	-	48 17%	97 34%
Somewhat liberal	93 16%	75 29%	16 5%	12 4%	82 27%	-	39 18%	55 29%	7 2%	10 24%	76 29%	-	-	93 52%	10 4%	78 28%
Very liberal	85 14%	70 27%	14 4%	1 1%	83 27%	1 1%	24 12%	59 32%	1 *%	4 10%	79 30%	-	-	85 48%	1 *%	78 28%
Unsure	11 2%	4 2%	5 2%	3 1%	8 3%	3 1%	6 3%	3 1%	3 1%	1 3%	7 2%	-	-	-	3 1%	5 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QIdeology] Would you say you consider yourself to be...?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
VERY/SOMEWHAT CONSERVATIVE	253 42%	118 44%	18 37%	8 46%	197 44%	30 43%	26 30%	6 35%	58 35%	54 35%	134 51%	106 43%	2 12%	145 43%
VERY/SOMEWHAT LIBERAL	178 30%	80 30%	13 28%	6 34%	122 27%	17 24%	39 46%	6 34%	65 39%	42 27%	65 25%	69 28%	6 40%	102 30%
Very conservative	119 20%	65 24%	3 5%	-	93 21%	14 20%	12 14%	4 20%	21 13%	31 20%	63 24%	49 20%	1 9%	68 20%
Somewhat conservative	134 22%	53 20%	15 32%	8 46%	104 23%	16 23%	14 16%	3 15%	37 22%	23 15%	71 27%	56 23%	1 3%	77 23%
Moderate	158 26%	68 25%	14 29%	3 18%	117 26%	23 33%	18 21%	5 26%	40 24%	56 36%	58 22%	67 27%	7 47%	83 25%
Somewhat liberal	93 16%	42 16%	13 27%	-	62 14%	9 13%	22 26%	3 14%	29 18%	21 13%	40 16%	37 15%	1 9%	54 16%
Very liberal	85 14%	38 14%	1 1%	6 34%	59 13%	8 11%	17 20%	4 20%	35 21%	21 13%	25 9%	32 13%	5 31%	48 14%
Unsure	11 2%	3 1%	3 6%	0 2%	9 2%	-	2 2%	1 5%	3 2%	4 3%	4 1%	3 1%	0 1%	8 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[Ideology] Would you say you consider yourself to be...?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
VERY/SOMEWHAT CONSERVATIVE	253 42%	165 48%	65 34%	17 38%	6 30%	88 38%	35 32%	56 48%	33 67%	35 43%
VERY/SOMEWHAT LIBERAL	178 30%	82 24%	79 41%	12 26%	5 22%	74 32%	42 38%	28 24%	5 11%	26 32%
Very conservative	119 20%	83 24%	29 15%	3 6%	4 19%	38 16%	9 8%	28 24%	23 46%	20 24%
Somewhat conservative	134 22%	82 24%	36 19%	14 31%	2 11%	50 21%	26 24%	28 24%	10 20%	15 18%
Moderate	158 26%	87 26%	47 24%	16 35%	9 42%	66 29%	30 27%	29 25%	11 23%	20 25%
Somewhat liberal	93 16%	49 14%	36 19%	6 13%	2 9%	38 17%	16 14%	18 15%	3 6%	17 21%
Very liberal	85 14%	33 10%	43 22%	6 13%	3 13%	36 15%	26 24%	10 9%	2 5%	9 11%
Unsure	11 2%	7 2%	2 1%	1 2%	1 6%	4 2%	3 2%	4 3%	-	1 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Man	287	287	-	258	8	20	196	90	49	61	87	87
	48%	100%		48%	34%	50%	51%	42%	47%	48%	51%	45%
Woman	312	-	312	276	16	20	188	123	54	65	84	106
	52%		100%	52%	66%	48%	49%	57%	52%	51%	49%	55%
In some other way	2	-	-	1	-	1	1	1	1	1	0	-
	*%			*%		2%	*%	*%	1%	1%	*%	

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Man	287 48%	107 41%	177 55%	160 55%	127 42%	111 55%	107 51%	68 37%	161 56%	19 46%	107 40%	147 58%	73 46%	63 35%	151 54%	109 39%
Woman	312 52%	155 59%	146 45%	131 45%	176 58%	92 45%	103 49%	117 63%	125 44%	22 54%	160 60%	106 42%	86 54%	114 64%	127 46%	171 61%
In some other way	2 *%	1 *%	-	-	1 *%	-	1 *%	1 *%	-	-	1 *%	-	-	1 *%	-	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
Man	287 48%	126 47%	20 42%	12 66%	216 49%	27 38%	43 51%	8 42%	83 50%	75 48%	122 47%	119 48%	4 22%	165 49%
Woman	312 52%	143 53%	27 57%	6 32%	227 51%	43 62%	42 49%	11 58%	82 50%	81 52%	138 53%	126 51%	12 78%	173 51%
In some other way	2 *%	-	1 1%	0 2%	2 *%	-	-	-	1 1%	0 *%	1 *%	1 *%	-	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600	340	193	45	21	232	109	117	49	81
	100	100	100	100	100	100	100	100	100	100
Man	287	177	81	19	10	99	56	62	28	38
	48%	52%	42%	43%	46%	43%	51%	53%	57%	47%
Woman	312	163	112	25	10	133	53	54	21	43
	52%	48%	58%	57%	50%	57%	48%	47%	43%	53%
In some other way	2	1	-	-	1	-	1	1	-	-
	*%	*%			3%		1%	1%		

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
White	536	260	276	534	-	2	342	193	94	114	153	171
	89%	91%	88%	100%		5%	89%	90%	90%	90%	89%	88%
Black or African American	25	8	16	-	25	-	19	5	3	3	7	12
	4%	3%	5%		100%		5%	3%	3%	2%	4%	6%
Hispanic or Latino	22	9	12	-	-	22	11	10	2	6	11	3
	4%	3%	4%			53%	3%	5%	2%	5%	6%	1%
Asian	10	5	5	-	-	10	7	3	4	1	-	5
	2%	2%	2%			23%	2%	1%	4%	1%		3%
Native American or Alaska Native	2	2	0	-	-	2	1	1	-	1	1	0
	*%	1%	*%			4%	*%	*%		1%	*%	*%
Native Hawaiian or Other Pacific Islander	0	-	0	-	-	0	0	-	-	-	0	-
	*%		*%			1%	*%				*%	
Other race or ethnicity	8	5	3	-	-	8	6	1	2	2	-	4
	1%	2%	1%			18%	2%	1%	2%	1%		2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
White	536 89%	232 88%	293 91%	261 90%	270 89%	186 92%	190 90%	160 86%	260 91%	38 93%	235 88%	230 91%	134 85%	163 92%	257 92%	251 89%
Black or African American	25 4%	14 5%	8 2%	9 3%	16 5%	5 2%	5 2%	15 8%	7 2%	1 2%	15 6%	7 3%	12 8%	4 2%	7 2%	14 5%
Hispanic or Latino	22 4%	9 3%	12 4%	12 4%	9 3%	7 3%	9 4%	5 3%	9 3%	2 5%	10 4%	6 3%	9 6%	5 3%	5 2%	11 4%
Asian	10 2%	5 2%	4 1%	2 1%	8 3%	2 1%	2 1%	5 3%	4 1%	-	6 2%	4 1%	-	6 3%	3 1%	3 1%
Native American or Alaska Native	2 *%	1 *%	1 *%	1 *%	1 *%	-	1 *%	1 1%	1 *%	-	1 *%	2 1%	-	0 *%	-	1 *%
Native Hawaiian or Other Pacific Islander	0 *%	0 *%	-	-	0 *%	-	-	0 *%	-	-	0 *%	-	-	0 *%	-	0 *%
Other race or ethnicity	8 1%	2 1%	6 2%	6 2%	1 *%	3 1%	5 2%	-	6 2%	-	1 *%	4 2%	3 2%	0 *%	6 2%	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
White	536 89%	243 90%	45 95%	14 76%	405 91%	56 79%	75 88%	8 46%	147 89%	136 87%	245 94%	220 90%	15 95%	301 89%
Black or African American	25 4%	12 5%	0 1%	-	18 4%	5 6%	2 2%	9 51%	6 3%	9 6%	1 *	9 4%	-	16 5%
Hispanic or Latino	22 4%	7 2%	1 3%	3 15%	10 2%	7 10%	4 5%	0 2%	9 6%	7 4%	5 2%	12 5%	1 5%	9 3%
Asian	10 2%	2 1%	-	2 9%	4 1%	2 3%	3 4%	-	3 2%	2 1%	4 2%	4 2%	-	5 2%
Native American or Alaska Native	2 *%	1 *%	-	-	1 *%	1 2%	-	0 1%	1 1%	1 *%	-	1 1%	-	1 *%
Native Hawaiian or Other Pacific Islander	0 *%	0 *%	-	-	0 *%	-	-	-	-	-	0 *%	-	-	0 *%
Other race or ethnicity	8 1%	5 2%	1 2%	-	6 1%	-	2 2%	-	1 1%	2 1%	5 2%	1 *%	-	7 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
White	536 89%	340 100%	193 100%	2 4%	0 1%	194 83%	98 89%	113 97%	47 97%	75 92%
Black or African American	25 4%	-	-	19 43%	5 26%	22 10%	2 2%	-	-	-
Hispanic or Latino	22 4%	-	-	11 25%	10 49%	10 4%	7 7%	2 2%	-	2 2%
Asian	10 2%	-	-	7 16%	3 12%	5 2%	2 2%	-	1 2%	1 2%
Native American or Alaska Native	2 *%	-	-	1 2%	1 5%	0 *%	-	1 *%	-	-
Native Hawaiian or Other Pacific Islander	0 *%	-	-	0 1%	-	-	0 *%	-	-	-
Other race or ethnicity	8 1%	-	-	6 14%	1 7%	1 *%	1 1%	1 1%	1 1%	3 4%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	187	91	96	162	12	13	187	-	18	27	48	94
	31%	32%	31%	30%	50%	32%	49%	-	17%	21%	28%	49%
Some college	129	68	61	111	6	12	129	-	26	19	41	40
	21%	24%	19%	21%	26%	28%	33%	-	25%	15%	24%	21%
Associate degree	69	37	32	68	0	1	69	-	6	24	21	17
	11%	13%	10%	13%	2%	2%	18%	-	6%	19%	13%	9%
Bachelor's degree	148	68	80	134	3	11	-	148	38	36	45	29
	25%	24%	26%	25%	11%	27%	-	69%	36%	28%	26%	15%
Graduate degree	66	23	42	59	3	4	-	66	15	21	16	13
	11%	8%	14%	11%	11%	10%	-	31%	15%	16%	9%	6%
Don't know/Refused/Unsure	1	0	1	1	-	0	-	-	-	0	0	0
	*%	*%	*%	*%	-	1%	-	-	-	*%	*%	*%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
High school or less	187 31%	71 27%	109 34%	103 35%	83 27%	63 31%	65 31%	59 32%	97 34%	9 22%	79 30%	89 35%	52 33%	43 24%	96 35%	78 28%
Some college	129 21%	44 17%	83 26%	76 26%	53 17%	60 29%	44 21%	25 14%	74 26%	10 26%	44 17%	65 26%	33 21%	28 16%	73 26%	43 15%
Associate degree	69 11%	27 10%	37 12%	34 12%	33 11%	26 13%	24 11%	18 10%	34 12%	8 20%	27 10%	28 11%	17 11%	23 13%	36 13%	31 11%
Bachelor's degree	148 25%	79 30%	68 21%	54 19%	93 31%	43 21%	52 25%	53 29%	60 21%	10 25%	77 29%	52 21%	36 23%	59 33%	56 20%	85 30%
Graduate degree	66 11%	42 16%	23 7%	23 8%	43 14%	10 5%	26 12%	30 16%	22 8%	3 7%	40 15%	19 7%	19 12%	25 14%	16 6%	45 16%
Don't know/Refused/Unsure	1 *%	0 *%	1 *%	0 *%	0 *%	0 *%	1 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
High school or less	187 31%	83 31%	15 32%	4 24%	157 35%	19 27%	11 13%	7 38%	40 24%	36 23%	104 40%	70 28%	3 18%	115 34%
Some college	129 21%	56 21%	10 20%	4 21%	80 18%	21 30%	28 32%	6 34%	26 16%	47 30%	50 19%	58 24%	2 12%	69 20%
Associate degree	69 11%	33 12%	6 14%	1 6%	48 11%	12 17%	9 10%	2 10%	16 9%	20 13%	32 12%	27 11%	5 31%	37 11%
Bachelor's degree	148 25%	68 25%	10 22%	6 31%	107 24%	14 19%	28 33%	2 11%	54 33%	36 23%	56 22%	59 24%	6 36%	84 25%
Graduate degree	66 11%	28 11%	6 12%	3 15%	52 12%	4 6%	10 11%	1 7%	29 18%	17 11%	19 7%	32 13%	1 3%	33 10%
Don't know/Refused/Unsure	1 *%	1 *%	-	0 2%	1 *%	0 *%	0 *%	-	0 *%	0 *%	1 *%	0 *%	0 1%	1 *%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
High school or less	187 31%	162 48%	-	26 57%	-	71 30%	27 25%	46 40%	15 32%	22 27%
Some college	129 21%	111 33%	-	18 40%	-	46 20%	23 21%	22 19%	15 32%	23 28%
Associate degree	69 11%	68 20%	-	1 3%	-	28 12%	9 9%	10 8%	10 20%	11 14%
Bachelor's degree	148 25%	-	134 69%	-	14 67%	55 24%	31 28%	31 26%	8 17%	20 24%
Graduate degree	66 11%	-	59 31%	-	7 33%	32 14%	19 17%	8 7%	-	6 8%
Don't know/Refused/Unsure	1 *%	-	-	-	-	0 *%	0 *%	1 1%	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	138	69	69	122	7	10	73	66	61	29	23	25
	23%	24%	22%	23%	26%	24%	19%	31%	59%	23%	13%	13%
Married	324	173	150	296	12	16	210	114	38	84	97	102
	54%	60%	48%	55%	50%	39%	55%	53%	37%	66%	57%	53%
Separated	2	-	2	2	-	-	2	-	2	-	-	-
	*%		1%	*%			1%		2%			
Divorced	76	31	45	62	5	9	52	24	1	8	36	30
	13%	11%	14%	12%	19%	22%	13%	11%	1%	6%	21%	16%
Widowed	51	11	40	48	1	3	45	7	1	4	11	34
	9%	4%	13%	9%	3%	7%	12%	3%	1%	3%	7%	18%
Don't know/Refused/Unsure	8	3	5	4	0	3	4	3	0	1	4	2
	1%	1%	2%	1%	1%	8%	1%	2%	*%	1%	2%	1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Single, never married	138 23%	67 25%	68 21%	56 19%	82 27%	34 17%	54 26%	50 27%	50 18%	15 36%	71 26%	44 17%	25 16%	69 39%	48 17%	75 26%
Married	324 54%	134 51%	183 57%	170 58%	150 49%	118 58%	115 55%	91 49%	168 59%	19 46%	136 51%	149 59%	91 58%	76 43%	163 59%	145 51%
Separated	2 *%	-	2 1%	2 1%	-	2 1%	-	-	2 1%	-	-	-	2 1%	-	2 1%	-
Divorced	76 13%	31 12%	45 14%	41 14%	34 11%	33 16%	23 11%	20 11%	46 16%	2 4%	28 10%	36 14%	19 12%	19 11%	43 15%	25 9%
Widowed	51 9%	28 10%	20 6%	18 6%	34 11%	13 6%	16 8%	23 12%	16 6%	6 14%	29 11%	21 8%	18 11%	12 7%	17 6%	34 12%
Don't know/Refused/Unsure	8 1%	4 1%	4 1%	4 1%	4 1%	3 2%	3 1%	1 1%	3 1%	0 *%	4 1%	3 1%	3 2%	1 1%	4 1%	4 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
Single, never married	138 23%	52 19%	16 34%	8 43%	84 19%	18 26%	36 43%	6 34%	50 30%	40 26%	42 16%	50 20%	4 24%	84 25%
Married	324 54%	163 61%	24 51%	8 46%	265 60%	32 46%	27 32%	7 37%	80 48%	84 54%	154 59%	130 53%	9 60%	185 55%
Separated	2 *%	2 1%	-	-	-	-	2 3%	-	2 1%	-	-	-	-	2 1%
Divorced	76 13%	34 13%	2 4%	1 6%	57 13%	9 12%	11 13%	2 9%	17 10%	15 9%	43 16%	34 14%	1 6%	41 12%
Widowed	51 9%	15 6%	5 11%	1 4%	35 8%	8 12%	8 9%	2 12%	12 8%	18 11%	19 7%	27 11%	2 10%	22 7%
Don't know/Refused/Unsure	8 1%	2 1%	-	0 1%	4 1%	3 5%	0 *%	1 8%	3 2%	-	3 1%	4 2%	-	4 1%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
Single, never married	138 23%	63 18%	59 31%	10 22%	6 31%	58 25%	32 29%	20 17%	8 17%	19 24%
Married	324 54%	189 56%	106 55%	21 47%	8 36%	118 51%	52 48%	77 66%	26 53%	46 56%
Separated	2 *%	2 1%	-	-	-	2 1%	-	-	-	-
Divorced	76 13%	43 13%	19 10%	9 19%	5 24%	33 14%	16 15%	12 10%	5 10%	6 8%
Widowed	51 9%	42 12%	6 3%	3 6%	1 4%	17 7%	9 8%	8 7%	10 20%	8 10%
Don't know/Refused/Unsure	8 1%	1 *%	3 1%	3 6%	1 4%	4 2%	0 *%	0 *%	-	2 2%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	600	287	312	534	25	41	385	214	104	126	171	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Yes	600 100%	263 100%	322 100%	291 100%	304 100%	203 100%	211 100%	186 100%	287 100%	41 100%	268 100%	253 100%	158 100%	178 100%	278 100%	282 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total WI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
Yes	600 100%	269 100%	47 100%	18 100%	445 100%	70 100%	85 100%	18 100%	165 100%	156 100%	260 100%	246 100%	16 100%	339 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

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

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600	340	193	45	21	232	109	117	49	81
	100	100	100	100	100	100	100	100	100	100
Yes	600	340	193	45	21	232	109	117	49	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[OAge] What is your age?

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	595	284	309	530	24	41	382	211	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	104	49	54	94	3	7	51	53	104	-	-	-
	17%	17%	18%	18%	12%	17%	13%	25%	100%			
35-49	126	61	65	113	3	10	70	56	-	126	-	-
	21%	21%	21%	21%	13%	25%	18%	27%		100%		
50-64	171	87	84	153	7	12	110	61	-	-	171	-
	29%	31%	27%	29%	28%	29%	29%	29%			100%	
65+	193	87	106	169	12	12	151	41	-	-	-	193
	32%	31%	34%	32%	48%	29%	40%	20%				100%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QAge] What is your age?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	595 100	259 100	320 100	289 100	301 100	201 100	210 100	184 100	285 100	40 100	265 100	251 100	157 100	178 100	276 100	278 100
18-34	104 17%	43 17%	61 19%	48 17%	56 19%	37 18%	35 17%	31 17%	49 17%	6 14%	49 19%	42 17%	18 11%	44 25%	44 16%	51 18%
35-49	126 21%	57 22%	65 20%	60 21%	66 22%	28 14%	61 29%	38 21%	52 18%	12 31%	62 24%	47 19%	33 21%	45 25%	53 19%	67 24%
50-64	171 29%	73 28%	96 30%	94 33%	75 25%	70 35%	56 27%	45 25%	96 34%	10 24%	63 24%	81 32%	46 29%	41 23%	89 32%	70 25%
65+	193 32%	87 33%	99 31%	86 30%	104 35%	66 33%	58 28%	70 38%	89 31%	12 31%	91 34%	81 32%	60 38%	47 27%	89 32%	90 32%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QAge] What is your age?

	Total WI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	595 100	268 100	47 100	18 100	439 100	70 100	85 100	18 100	164 100	153 100	259 100	240 100	16 100	339 100
18-34	104 17%	45 17%	8 18%	4 24%	60 14%	17 24%	27 32%	4 24%	42 26%	28 18%	30 12%	35 15%	4 23%	65 19%
35-49	126 21%	71 26%	13 28%	4 20%	98 22%	17 24%	11 13%	2 11%	43 26%	36 23%	45 18%	35 15%	3 19%	88 26%
50-64	171 29%	84 31%	10 20%	5 27%	136 31%	17 24%	18 21%	3 17%	43 26%	40 26%	85 33%	75 31%	6 39%	91 27%
65+	193 32%	69 26%	16 34%	5 29%	145 33%	19 27%	28 34%	9 49%	36 22%	49 32%	99 38%	95 40%	3 19%	95 28%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QAge] What is your age?

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	595 100	337 100	191 100	45 100	20 100	230 100	108 100	114 100	49 100	81 100
18-34	104 17%	44 13%	50 26%	6 14%	4 18%	50 22%	19 18%	17 15%	4 8%	14 17%
35-49	126 21%	61 18%	52 27%	8 19%	5 23%	54 23%	26 24%	22 20%	6 12%	16 20%
50-64	171 29%	99 29%	54 28%	12 26%	7 33%	63 27%	33 30%	35 31%	16 33%	21 26%
65+	193 32%	133 39%	36 19%	18 41%	5 26%	64 28%	30 28%	40 35%	23 47%	30 37%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
0-0.5	58	23	35	49	4	6	37	21	20	8	13	17
	10%	8%	11%	9%	15%	14%	10%	10%	20%	6%	8%	9%
0.51-0.75	62	26	36	50	2	10	43	18	21	13	6	22
	10%	9%	12%	9%	7%	24%	11%	9%	20%	10%	4%	12%
0.76-1	480	238	241	435	19	25	304	175	63	106	152	154
	80%	83%	77%	81%	78%	61%	79%	82%	60%	84%	89%	80%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
0-0.5	58 10%	28 11%	30 9%	23 8%	35 12%	18 9%	23 11%	17 9%	24 8%	6 15%	28 11%	19 8%	7 4%	30 17%	19 7%	24 8%
0.51-0.75	62 10%	26 10%	32 10%	28 10%	32 10%	21 11%	17 8%	23 12%	29 10%	3 8%	30 11%	25 10%	21 13%	16 9%	26 9%	27 10%
0.76-1	480 80%	209 79%	260 81%	240 83%	237 78%	163 81%	171 81%	145 78%	234 82%	31 77%	210 78%	209 83%	130 82%	132 74%	234 84%	231 82%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
0-0.5	58 10%	18 7%	5 11%	5 28%	- -	25 35%	33 39%	6 32%	21 12%	11 7%	20 8%	20 8%	3 19%	36 11%
0.51-0.75	62 10%	18 7%	10 22%	2 13%	4 1%	33 46%	26 30%	3 19%	18 11%	23 15%	17 6%	25 10%	2 15%	34 10%
0.76-1	480 80%	233 86%	32 67%	11 59%	441 99%	13 18%	26 31%	9 49%	126 76%	121 78%	223 86%	201 82%	10 66%	269 79%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600	340	193	45	21	232	109	117	49	81
	100	100	100	100	100	100	100	100	100	100
0-0.5	58	29	20	9	1	25	11	8	-	11
	10%	8%	10%	19%	4%	11%	10%	7%		14%
0.51-0.75	62	37	13	6	5	29	9	8	7	7
	10%	11%	7%	14%	26%	13%	8%	7%	15%	9%
0.76-1	480	275	160	30	14	178	89	101	42	63
	80%	81%	83%	67%	70%	77%	82%	86%	85%	77%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-
Dem Primary	-	-	-	-	-	-	-	-	-	-	-	-
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-
GOP Primary	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	600	287	312	534	25	41	385	214	104	126	171	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dem Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GOP Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	600 100%	263 100%	322 100%	291 100%	304 100%	203 100%	211 100%	186 100%	287 100%	41 100%	268 100%	253 100%	158 100%	178 100%	278 100%	282 100%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	269	47	18	445	70	85	18	165	156	260	246	16	339
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dem Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GOP Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	600	269	47	18	445	70	85	18	165	156	260	246	16	339
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600	340	193	45	21	232	109	117	49	81
	100	100	100	100	100	100	100	100	100	100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-
Dem Primary	-	-	-	-	-	-	-	-	-	-
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-
GOP Primary	-	-	-	-	-	-	-	-	-	-
Unknown	600	340	193	45	21	232	109	117	49	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Echelon Insights  
 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[ODMA] VOTER FILE MEDIA MARKET PRECODE

	Total	Gender		Race			Education		Age			
	WI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	287	312	534	25	41	385	214	104	126	171	193
	100	100	100	100	100	100	100	100	100	100	100	100
DULUTH-SUPERIOR DMA	11	4	7	10	-	1	6	5	-	2	4	6
	2%	1%	2%	2%		3%	2%	2%		1%	2%	3%
GREEN BAY-APPLETON DMA	117	62	54	113	-	4	78	38	17	22	35	40
	19%	21%	17%	21%		10%	20%	18%	16%	18%	20%	21%
LA CROSSE-EAU CLAIRE DMA	49	28	21	47	-	2	41	8	4	6	16	23
	8%	10%	7%	9%		4%	11%	4%	4%	5%	9%	12%
MADISON DMA	109	56	53	96	2	11	59	49	19	26	33	30
	18%	19%	17%	18%	9%	27%	15%	23%	18%	21%	19%	16%
MILWAUKEE DMA	232	99	133	194	22	16	145	87	50	54	63	64
	39%	35%	43%	36%	91%	40%	38%	41%	48%	43%	37%	33%
MINNEAPOLIS-ST. PAUL DMA	33	14	19	32	-	1	21	12	10	4	9	9
	5%	5%	6%	6%		4%	5%	6%	10%	3%	5%	5%
WAUSAU-RHINELANDER DMA	49	24	25	43	-	5	34	14	4	12	12	21
	8%	8%	8%	8%		13%	9%	7%	3%	9%	7%	11%

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[ODMA] VOTER FILE MEDIA MARKET PRECODE

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	WI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	263 100	322 100	291 100	304 100	203 100	211 100	186 100	287 100	41 100	268 100	253 100	158 100	178 100	278 100	282 100
DULUTH-SUPERIOR DMA	11 2%	6 2%	5 1%	1 *	10 3%	3 2%	2 1%	5 3%	5 2%	-	6 2%	6 3%	2 2%	2 1%	5 2%	6 2%
GREEN BAY-APPLETON DMA	117 19%	45 17%	70 22%	64 22%	53 17%	45 22%	46 22%	26 14%	65 23%	4 11%	47 18%	56 22%	29 18%	28 16%	64 23%	46 16%
LA CROSSE-EAU CLAIRE DMA	49 8%	13 5%	34 10%	31 11%	18 6%	30 15%	10 5%	8 4%	30 11%	5 12%	14 5%	33 13%	11 7%	5 3%	29 11%	19 7%
MADISON DMA	109 18%	59 22%	49 15%	43 15%	66 22%	23 11%	45 21%	41 22%	41 14%	8 20%	60 22%	35 14%	30 19%	42 24%	37 13%	64 23%
MILWAUKEE DMA	232 39%	100 38%	125 39%	113 39%	116 38%	72 35%	84 40%	77 41%	106 37%	18 45%	105 39%	88 35%	66 42%	74 42%	102 37%	111 40%
MINNEAPOLIS-ST. PAUL DMA	33 5%	16 6%	17 5%	16 5%	17 6%	12 6%	9 4%	12 7%	14 5%	2 4%	17 6%	10 4%	9 6%	13 7%	16 6%	15 5%
WAUSAU-RHINELANDER DMA	49 8%	24 9%	23 7%	23 8%	24 8%	18 9%	15 7%	16 9%	26 9%	3 7%	19 7%	25 10%	11 7%	13 7%	25 9%	21 8%

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[ODMA] VOTER FILE MEDIA MARKET PRECODE

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	WI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	269 100	47 100	18 100	445 100	70 100	85 100	18 100	165 100	156 100	260 100	246 100	16 100	339 100
DULUTH-SUPERIOR DMA	11 2%	5 2%	-	-	7 2%	4 5%	-	-	2 1%	-	9 3%	6 2%	-	5 2%
GREEN BAY-APPLETON DMA	117 19%	60 22%	2 4%	2 11%	95 21%	8 11%	14 17%	-	-	62 40%	55 21%	50 21%	1 3%	66 19%
LA CROSSE-EAU CLAIRE DMA	49 8%	27 10%	4 9%	-	39 9%	4 6%	6 7%	-	-	29 19%	20 8%	21 9%	-	28 8%
MADISON DMA	109 18%	48 18%	8 16%	5 27%	81 18%	12 18%	16 19%	-	59 36%	7 5%	43 16%	44 18%	5 30%	61 18%
MILWAUKEE DMA	232 39%	90 33%	24 51%	9 52%	169 38%	31 44%	32 38%	18 100%	104 63%	46 30%	64 25%	98 40%	9 57%	126 37%
MINNEAPOLIS-ST. PAUL DMA	33 5%	13 5%	5 11%	2 11%	20 5%	5 7%	8 9%	-	-	5 3%	28 11%	9 4%	-	24 7%
WAUSAU-RHINELANDER DMA	49 8%	25 9%	4 8%	-	32 7%	7 10%	9 11%	-	-	7 5%	41 16%	17 7%	1 9%	30 9%

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 2024 Wisconsin State Survey  
 N=600 Registered Voters in the Likely Electorate in WI, October 27-30, 2024, Margin of Error=+/-4.5 Percentage Points

[QDMA] VOTER FILE MEDIA MARKET PRECODE

	Total	Race x Education				Media Market				
	WI	White Non-College	White College	Non-White Non-College	Non-White College	MILWAUKEE DMA	MADISON DMA	GREEN BAY-APPLETON DMA	LA CROSSE-EAU CLAIRE DMA	ALL OTHERS
Total	600 100	340 100	193 100	45 100	21 100	232 100	109 100	117 100	49 100	81 100
DULUTH-SUPERIOR DMA	11 2%	6 2%	4 2%	-	1 7%	-	-	-	-	-
GREEN BAY-APPLETON DMA	117 19%	76 22%	36 19%	2 4%	2 10%	-	-	117 100%	-	-
LA CROSSE-EAU CLAIRE DMA	49 8%	40 12%	8 4%	1 2%	1 3%	-	-	-	49 100%	-
MADISON DMA	109 18%	52 15%	44 23%	7 16%	6 29%	-	109 100%	-	-	-
MILWAUKEE DMA	232 39%	115 34%	78 41%	30 68%	8 41%	232 100%	-	-	-	-
MINNEAPOLIS-ST. PAUL DMA	33 5%	20 6%	11 6%	1 2%	1 3%	-	-	-	-	33 40%
WAUSAU-RHINELANDER DMA	49 8%	31 9%	13 7%	4 8%	1 7%	-	-	-	-	49 60%