

Badger Battleground Poll

Date: September 9, 2024

Subject: Badger Battleground Poll Results

From: Platform Communications and BK Strategies

To: Interested Parties

Executive Summary

Platform Communications developed a poll in cooperation with polling firm BK Strategies that surveyed 600 likely General Election voters in the state of Wisconsin using live telephone interviews on a combination of landlines and cell phones. This survey was in the field August 19-21 to intentionally test the direction of the state at the onset of the Democratic National Convention, in advance of the final phase of the General Election season.

As usual, Wisconsin is a highly competitive and closely divided state politically. The state's partisan self-identification is evenly split, with **38 percent** each saying they most closely affiliate with both the Republican and Democratic parties, with **21 percent** claiming neither affiliation. The poll showed the economy as the dominant issue in this election, with Democrats narrowly leading in a Presidential race that is likely to further tighten.

Respondents were asked the most important issue facing the state they most wanted their elected officials in Madison to focus on. The dominant response, by far, was the economy. **31 percent** of all respondents said either the economy or inflation was their top priority. Abortion and women's rights was second at **10 percent**, with education just behind it at **9 percent**.

At the Presidential level, Vice President Harris held a very narrow lead over former President Trump of **48-45** during the Democratic National Convention, likely representing at least a temporary high water mark for Harris. Among voters who viewed BOTH Trump and Harris unfavorably (the so-called "double-haters"), a share of the electorate that is likely to grow during the final stretch of the campaign, Trump holds a **49-7** lead. These factors mean the Presidential race in Wisconsin is likely to tighten further.

In the Senate race, Tammy Baldwin leads Eric Hovde **49-44**. This is largely a result of Baldwin's **7 point** lead among independent voters (**49-42**), but also the fact that Baldwin performs slightly better among Republicans (**4 percent** support) than Hovde does among Democrats (**1 percent**).

At the generic legislative level, a generic Democrat leads a generic Republican **48-45**. The generic is tied among independents at **40 percent** each, but again the generic Democrat is preferred by a slightly higher share of Republicans (**5 percent**) than the generic Republican is by Democrats (**2 percent**). And the Democrat leads **53-40** in "swing" legislative districts, though

it is important not to extrapolate that too rigidly into individual districts, where the standing of two specific candidates could vary widely from this result.

In spite of a closely divided election, there is notable bipartisan support for a Constitutional amendment to prevent non-citizens from voting. **61 percent** of voters would support the amendment (**54 percent “strongly”**), versus 29 percent who would oppose. The measure is supported by **78 percent** of Republicans, **57 percent** of independents, and even a **45 percent** plurality of Democrats.

A majority of Wisconsin voters support changing the way the state funds school choice and charter school programs in order to reduce property taxes. **53 percent** overall support this proposal, including at least a plurality of every demographic group surveyed.

Below is a rundown of these and other results from the poll.

Image Ratings (All Voters)

	Total Fav / Unfav (net image)	Very Fav / Unfav (net image)
Tony Evers	48% / 42% (+6%)	36% / 36% (0%)
Kamala Harris	49% / 47% (+2%)	41% / 45% (-4%)
Donald Trump	41% / 56% (-15%)	30% / 51% (-21%)
Tammy Baldwin	47% / 43% (+4%)	37% / 38% (-1%)
Eric Hovde	32% / 41% (-9%)	20% / 36% (-16%)

Image Ratings (Independent Voters)

	Total Fav / Unfav (net image)	Very Fav / Unfav (net image)
Tony Evers	45% / 44% (+1%)	28% / 34% (-6%)
Kamala Harris	44% / 46% (-2%)	29% / 40% (-11%)
Donald Trump	33% / 60% (-27%)	21% / 50% (-29%)
Tammy Baldwin	40% / 43% (-3%)	29% / 33% (-4%)
Eric Hovde	29% / 33% (-4%)	12% / 26% (-14%)

Presidential Ballot

	Trump	Harris
All Voters	45%	48%
Republicans	93%	3%
Democrats	0%	98%
Independents	42%	41%
Double-haters	49%	7%
Working Class	51%	40%
Middle Class	41%	53%

Senate Ballot

	Hovde	Baldwin
All Voters	44%	49%
Republicans	90%	4%
Democrats	1%	93%
Independents	42%	49%
Working Class	51%	42%
Middle Class	41%	53%

Generic Assembly Ballot

	Republican	Democrat
All Voters	45%	48%
Republicans	92%	5%
Democrats	2%	96%
Independents	40%	40%
Working Class	50%	43%
Middle Class	44%	51%
“Swing” Assembly Districts	40%	53%

Prohibiting Non-citizens from Voting

	Support/Oppose	Strongly Support/Oppose
All Voters	61% / 29% (+32%)	54% / 24% (+30%)
Republicans	78% / 19% (+59%)	76% / 17% (+59%)
Democrats	45% / 38% (+7%)	34% / 31% (+3%)
Independents	57% / 35% (+22%)	50% / 27% (+23%)
White	62% / 28% (+34%)	56% / 23% (+33%)
Non-white	51% / 36% (+15%)	43% / 28% (+15%)
“Swing” Assembly Districts	62% / 31% (+31%)	52% / 22% (+30%)

Decoupling School Choice Funding from Property Taxes

	Support/Oppose	Strongly Support/Oppose
All Voters	53% / 28% (+25%)	41% / 22% (+19%)
Republicans	48% / 31% (+17%)	38% / 26% (+12%)
Democrats	57% / 25% (+32%)	43% / 20% (+23%)
Independents	57% / 27% (+30%)	44% / 20% (+24%)
White	53% / 28% (+25%)	41% / 22% (+19%)
Non-white	66% / 23% (+43%)	47% / 17% (+30%)
“Swing” Assembly Districts	56% / 27% (+29%)	45% / 19% (+26%)