

To: Interested Parties
From: Institute For Reforming Government
Re: Wisconsin Polling ahead of the Republican National Convention
Date: July 11, 2024

Key Findings:

- Trump/Biden neck and neck with Independents skeptical of both
- Hovde in the mix against a more vulnerable Baldwin
- Republicans are focused on the issues most people care about (economy and border security) and democrats are focused on the wrong issues (abortion)
- The Wisconsin electorate views conservative policies more favorably
- Wisconsin electorate supports conservative constitutional amendments

Trump v. Biden

- 42% support Trump and 44% support Biden

Independents split on on the Presidential candidates but overwhelming disapprove of Biden

- 25% prefer someone else and 16% are still unsure
- 64% disapprove of Biden

Baldwin under 50% and viewed unfavorably

- US Senate Choice: Baldwin 47%, Hovde 40%
- 44% of all respondents disapprove of Baldwin, 7% not sure
- 42% of independents disapprove of Baldwin with 17% not sure

Top issues for Wisconsin Voters:

- 47% of all respondents cite the economy as the most important issue
- 71% of respondents say their income has not kept up with the pace of inflation
- Lower food costs, lower taxes, and lower housing costs are the top 3 items that respondents say will help most with their personal finances
- Republicans and Independents are focused on the economy and border security. Only 9% of independents cite abortion as their top issue

	GOP	Indep.	Dem
Economy	58	49	37
Border Security	29	24	3
Abortion	6	9	43



Education	1	3	6
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Conservative views resonate with Wisconsin voters

- 53% of voters in favor of eliminating the income tax
- 89% think the Wisconsin Supreme Court should base decisions on the constitution and law and not their own political preferences
- 62% favor reducing regulation if it means more business could be created

Wisconsinites support constitutional amendments being considered in August and November

Do you favor a constitutional amendment that would prevent the legislature from giving up its responsibility for making state spending decisions?

- 31% Support (34% GOP, 25% DEM, 38% Independent)
- 22% Oppose (23% GOP, 22% DEM, 19% Independent)
- 48% Unsure (43% GOP, 53% DEM, 43% Independent)

Would you favor requiring both the legislature and the governor to approve billions of federal taxpayer dollars flowing into Wisconsin?

- 62% Support (84% GOP, 39% DEM, 66% Independent)
- 22% Oppose (9% GOP, 36% DEM, 22% Independent)
- 16% Unsure (8% GOP, 25% DEM, 12% Independent)

Should the Wisconsin constitution require you to be a US citizen to vote in state and local elections?

- 86% Support (95% GOP, 78% DEM, 88% Independent)
- 9% Oppose (2% GOP, 18% DEM, 2% Independent)
- 5% Unsure (3% GOP, 5% DEM, 10% Independent)