

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



Sample 958 Registered Voters in Wisconsin
Margin of Error ±4 points

1. Generally speaking, do you feel things in America today are going...

| | |
|----------------|-----|
| Very well | 3% |
| Somewhat well | 30% |
| Somewhat badly | 31% |
| Very badly | 36% |

2. How would you rate the condition of the national economy today?

| | |
|-------------|-----|
| Very good | 6% |
| Fairly good | 29% |
| Fairly bad | 32% |
| Very bad | 31% |
| Not sure | 2% |

3. How would you rate the condition of Wisconsin's economy today?

| | |
|-------------|-----|
| Very good | 6% |
| Fairly good | 32% |
| Fairly bad | 40% |
| Very bad | 19% |
| Not sure | 3% |

4. How much are you thinking about the 2024 presidential race these days?

| | |
|------------|-----|
| A lot | 67% |
| Some | 27% |
| Not much | 5% |
| Not at all | 1% |

5. How likely is it that you will vote in the 2024 presidential election this year?

| | |
|--------------------------|-----|
| Definitely will vote | 89% |
| Probably will vote | 7% |
| Maybe will vote | 2% |
| Probably will not vote | 1% |
| Definitely will not vote | 0% |
| Don't know | 1% |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



6. If the 2024 presidential election were being held today between Kamala Harris, the Democrat, and Donald Trump, the Republican, who would you vote for?

Among likely voters, including those leaning toward Harris or Trump

| | |
|--------------------------------|-----|
| Kamala Harris | 51% |
| Donald Trump | 49% |
| Someone else/third party | 0% |
| Not sure | 0% |
| I would not vote | 0% |

7. Would you ever consider voting for Kamala Harris this year?

Among likely voters not voting for or leaning toward voting for Harris

| | |
|--------------------------------------|-----|
| Yes, I would | 1% |
| Maybe, there's still time left | 9% |
| No, I never would | 90% |

8. Would you ever consider voting for Donald Trump this year?

Among likely voters not voting for or leaning toward voting for Trump

| | |
|--------------------------------------|-----|
| Yes, I would | 1% |
| Maybe, there's still time left | 3% |
| No, I never would | 96% |

10. The general election for U.S. Senate in Wisconsin is coming up this November. If the Senate election were held today between Tammy Baldwin, the Democrat, and Eric Hovde, the Republican, who would you vote for?

Among likely voters

| | |
|---------------------|-----|
| Tammy Baldwin | 51% |
| Eric Hovde | 43% |
| Someone else | 2% |
| Not sure | 4% |

13. Does what you've seen of Kamala Harris campaigning in recent weeks make you feel...

| | Yes | No |
|------------|-----|-----|
| Excited | 42% | 58% |
| Optimistic | 49% | 51% |
| Angry | 41% | 59% |
| Scared | 47% | 53% |

14. Does what you've seen of Donald Trump campaigning in recent weeks make you feel...

| | Yes | No |
|------------|-----|-----|
| Excited | 36% | 64% |
| Optimistic | 42% | 58% |
| Angry | 52% | 48% |
| Scared | 52% | 48% |

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17. How much of a factor is each of these in your vote for president?

Among likely voters

| | Major factor | Minor factor | Not a factor |
|----------------------------------|--------------|--------------|--------------|
| Crime | 53% | 35% | 12% |
| Gun policy | 54% | 31% | 15% |
| Abortion | 50% | 29% | 21% |
| The economy | 82% | 17% | 1% |
| The U.S.-Mexico border | 53% | 32% | 15% |
| The state of democracy | 68% | 21% | 11% |
| Issues of race and diversity | 30% | 36% | 34% |
| The war between Israel and Hamas | 28% | 51% | 20% |
| Inflation | 76% | 20% | 4% |
| Climate change | 38% | 26% | 36% |

31. Whether or not you agree with them, would you describe Kamala Harris' positions as generally:

| | |
|------------|-----|
| Mainstream | 56% |
| Extreme | 44% |

32. Whether or not you agree with them, would you describe Donald Trump's positions as generally:

| | |
|------------|-----|
| Mainstream | 42% |
| Extreme | 58% |

33. And what does the U.S. need right now? A president whose approach is more...

| | |
|------------|-----|
| Mainstream | 85% |
| Extreme | 15% |

34. Which candidate, if either, has the mental and cognitive health to serve as president?

| | |
|---------------------|-----|
| Only Kamala Harris | 47% |
| Only Donald Trump | 27% |
| Both of them | 21% |
| Neither one of them | 5% |

37. From what you have seen or heard, would you generally describe Kamala Harris' comments and social media posts about Donald Trump as personally respectful toward him, or as personally insulting toward him?

| | |
|-----------------------|-----|
| Personally respectful | 42% |
| Personally insulting | 58% |

38. And do you like, or dislike, that approach from Harris?

| | |
|---------|-----|
| Like | 47% |
| Dislike | 53% |

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Registered Voters in Wisconsin



39. From what you have seen or heard, would you generally describe Donald Trump's comments and social media posts about Kamala Harris as personally respectful toward her, or as personally insulting toward her?

| | |
|-----------------------------|-----|
| Personally respectful | 19% |
| Personally insulting | 81% |

40. And do you like, or dislike, that approach from Trump?

| | |
|---------------|-----|
| Like | 27% |
| Dislike | 73% |

41. Do you think Donald Trump is more respectful toward Kamala Harris because she is a woman, less respectful because she is a woman, or does he treat Kamala Harris with the same respect as he would a male candidate?

| | |
|---|-----|
| More respectful because Harris is a woman | 4% |
| Less respectful because Harris is a woman | 43% |
| Treats Harris with same respect he would a male candidate | 53% |

42. If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Yes | No |
|------------------|-----|-----|
| Women | 77% | 23% |
| Men | 54% | 46% |
| Young people | 65% | 35% |
| White people | 54% | 46% |
| Black people | 75% | 25% |
| Hispanic people | 69% | 31% |
| The middle class | 55% | 45% |
| The wealthy | 36% | 64% |
| Union workers | 69% | 31% |

43. If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Yes | No |
|------------------|-----|-----|
| Women | 43% | 57% |
| Men | 83% | 17% |
| Young people | 43% | 57% |
| White people | 84% | 16% |
| Black people | 42% | 58% |
| Hispanic people | 41% | 59% |
| The middle class | 48% | 52% |
| The wealthy | 88% | 12% |
| Union workers | 42% | 58% |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



44. Compared to before the COVID pandemic, are you...

| | |
|----------------------------------|-----|
| Financially better off | 16% |
| Financially worse off | 45% |
| Financially about the same | 39% |

45. If Kamala Harris wins the presidency in 2024, do you think economic opportunities for working-class people and those without college degrees in the state of Wisconsin would...

| | |
|---------------------|-----|
| Get better | 37% |
| Get worse | 38% |
| Stay the same | 25% |

46. If Donald Trump wins the presidency in 2024, do you think economic opportunities for working-class people and those without college degrees in the state of Wisconsin would...

| | |
|---------------------|-----|
| Get better | 39% |
| Get worse | 43% |
| Stay the same | 18% |

47. Do you feel like your income is or is not keeping up with inflation?

| | |
|--------------------|-----|
| Yes, it is | 18% |
| No, it isn't | 82% |

48. Do you think recent inflation has been caused by... CHECK ALL THAT APPLY

| | |
|---|-----|
| Companies over-charging customers | 65% |
| Government spending | 60% |
| Global and international factors | 59% |
| Supply and manufacturing issues | 53% |
| U.S. monetary policy | 44% |
| Higher consumer demand | 26% |

49. Do you feel the cost of housing in your part of Wisconsin is....

| | |
|-----------------------------|-----|
| Very affordable | 2% |
| Somewhat affordable | 21% |
| Somewhat unaffordable | 43% |
| Very unaffordable | 34% |

50. Which candidate's policies, if either, do you think would make housing more affordable?

| | |
|---------------------------|-----|
| Only Kamala Harris' | 39% |
| Only Donald Trump's | 35% |
| Both | 3% |
| Neither | 23% |

* Questions held for future release.

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



1. Things in America

Generally speaking, do you feel things in America today are going...

| | Total | Age | | | | Ideology | | |
|----------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Very well | 3% | 5% | 2% | 2% | 4% | 4% | 4% | 0% |
| Somewhat well | 30% | 27% | 33% | 26% | 34% | 54% | 34% | 7% |
| Somewhat badly | 31% | 35% | 40% | 27% | 29% | 25% | 40% | 31% |
| Very badly | 36% | 33% | 24% | 44% | 33% | 17% | 22% | 62% |
| Totals | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 100% |
| Weighted N | (958) | (107) | (213) | (374) | (265) | (329) | (252) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|----------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Very well | 3% | 3% | 2% | 5% | 3% | 0% | 3% | 3% |
| Somewhat well | 30% | 30% | 30% | 56% | 29% | 6% | 27% | 33% |
| Somewhat badly | 31% | 30% | 33% | 28% | 32% | 34% | 30% | 36% |
| Very badly | 36% | 37% | 35% | 11% | 36% | 60% | 40% | 27% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 99% |
| Weighted N | (958) | (448) | (510) | (321) | (301) | (321) | (569) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



2. Condition of National Economy

How would you rate the condition of the national economy today?

| | Total | Age | | | | Ideology | | |
|-------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Very good | 6% | 0% | 4% | 7% | 8% | 12% | 6% | 0% |
| Fairly good | 29% | 26% | 35% | 24% | 33% | 51% | 35% | 7% |
| Fairly bad | 32% | 38% | 35% | 30% | 29% | 22% | 35% | 38% |
| Very bad | 31% | 33% | 22% | 37% | 28% | 13% | 22% | 53% |
| Not sure | 2% | 2% | 4% | 2% | 1% | 2% | 2% | 1% |
| Totals | 100% | 99% | 100% | 100% | 99% | 100% | 100% | 99% |
| Weighted N | (957) | (107) | (212) | (374) | (265) | (329) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|-------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Very good | 6% | 6% | 5% | 13% | 4% | 0% | 4% | 8% |
| Fairly good | 29% | 31% | 28% | 53% | 31% | 4% | 26% | 36% |
| Fairly bad | 32% | 31% | 33% | 23% | 32% | 40% | 32% | 31% |
| Very bad | 31% | 31% | 31% | 9% | 30% | 54% | 35% | 23% |
| Not sure | 2% | 1% | 3% | 2% | 3% | 1% | 2% | 2% |
| Totals | 100% | 100% | 100% | 100% | 100% | 99% | 99% | 100% |
| Weighted N | (957) | (447) | (510) | (321) | (301) | (320) | (569) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



3. Condition of State Economy

How would you rate the condition of Wisconsin's economy today?

| | Total | Age | | | | Ideology | | |
|-------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Very good | 6% | 2% | 4% | 7% | 8% | 13% | 6% | 1% |
| Fairly good | 32% | 29% | 32% | 29% | 38% | 49% | 39% | 13% |
| Fairly bad | 40% | 42% | 44% | 38% | 37% | 28% | 41% | 49% |
| Very bad | 19% | 24% | 15% | 23% | 15% | 7% | 11% | 35% |
| Not sure | 3% | 3% | 5% | 2% | 2% | 3% | 3% | 2% |
| Totals | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 100% |
| Weighted N | (951) | (107) | (213) | (368) | (264) | (328) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|-------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Very good | 6% | 8% | 5% | 15% | 4% | 0% | 6% | 8% |
| Fairly good | 32% | 35% | 30% | 50% | 36% | 12% | 28% | 39% |
| Fairly bad | 40% | 38% | 41% | 27% | 37% | 53% | 42% | 36% |
| Very bad | 19% | 18% | 20% | 4% | 20% | 32% | 21% | 14% |
| Not sure | 3% | 1% | 4% | 3% | 2% | 3% | 3% | 3% |
| Totals | 100% | 100% | 100% | 99% | 99% | 100% | 100% | 100% |
| Weighted N | (951) | (446) | (505) | (320) | (300) | (317) | (568) | (303) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



4. Thinking about 2024 Presidential Race

How much are you thinking about the 2024 presidential race these days?

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| A lot | 67% | 64% | 51% | 71% | 74% | 77% | 60% | 67% |
| Some | 27% | 29% | 40% | 21% | 23% | 19% | 32% | 30% |
| Not much | 5% | 6% | 9% | 5% | 1% | 3% | 7% | 3% |
| Not at all | 1% | 1% | 0% | 3% | 1% | 0% | 1% | 0% |
| Totals | 100% | 100% | 100% | 100% | 99% | 99% | 100% | 100% |
| Weighted N | (957) | (106) | (213) | (374) | (264) | (328) | (252) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| A lot | 67% | 72% | 62% | 72% | 67% | 64% | 63% | 75% |
| Some | 27% | 25% | 28% | 23% | 27% | 29% | 29% | 22% |
| Not much | 5% | 3% | 7% | 5% | 5% | 4% | 7% | 3% |
| Not at all | 1% | 0% | 3% | 0% | 1% | 2% | 1% | 0% |
| Totals | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (569) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



5. Likely to Vote in 2024

How likely is it that you will vote in the 2024 presidential election this year?

| | Total | Age | | | | Ideology | | |
|--------------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Definitely will vote | 89% | 71% | 83% | 94% | 96% | 91% | 87% | 94% |
| Probably will vote | 7% | 18% | 13% | 2% | 4% | 6% | 10% | 5% |
| Maybe will vote | 2% | 5% | 4% | 1% | 0% | 2% | 2% | 0% |
| Probably will not vote | 1% | 5% | 0% | 0% | 0% | 1% | 0% | 0% |
| Definitely will not vote | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% |
| Don't know | 1% | 0% | 0% | 2% | 0% | 0% | 0% | 0% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 99% |
| Weighted N | (958) | (107) | (213) | (374) | (264) | (329) | (252) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Definitely will vote | 89% | 87% | 92% | 94% | 84% | 92% | 87% | 96% |
| Probably will vote | 7% | 10% | 5% | 5% | 11% | 6% | 10% | 3% |
| Maybe will vote | 2% | 1% | 2% | 1% | 3% | 0% | 2% | 0% |
| Probably will not vote | 1% | 1% | 0% | 0% | 2% | 0% | 0% | 1% |
| Definitely will not vote | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% |
| Don't know | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% |
| Totals | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (958) | (448) | (510) | (321) | (301) | (321) | (569) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



6. 2024 Presidential Vote Intention (with Leaners)

If the 2024 presidential election were being held today between Kamala Harris, the Democrat, and Donald Trump, the Republican, who would you vote for?

Among likely voters, including those leaning toward Harris or Trump

| | Total | Age | | | | Ideology | | |
|--------------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Kamala Harris | 51% | 69% | 62% | 44% | 44% | 94% | 59% | 5% |
| Donald Trump | 49% | 30% | 36% | 56% | 55% | 5% | 41% | 95% |
| Someone else/third party | 0% | 0% | 2% | 0% | 0% | 1% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| I would not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Totals | 100% | 99% | 100% | 100% | 99% | 100% | 100% | 100% |
| Weighted N | (946) | (95) | (209) | (375) | (267) | (328) | (245) | (351) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Kamala Harris | 51% | 45% | 56% | 99% | 51% | 2% | 43% | 59% |
| Donald Trump | 49% | 54% | 44% | 1% | 47% | 98% | 56% | 41% |
| Someone else/third party | 0% | 1% | 0% | 0% | 2% | 0% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| I would not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (946) | (440) | (506) | (323) | (290) | (323) | (561) | (306) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



7. Ever Consider Voting for Harris

Would you ever consider voting for Kamala Harris this year?

Among likely voters not voting for or leaning toward voting for Harris

| | Total | Age | | | | Ideology | | |
|--------------------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes, I would | 1% | * | * | 2% | 0% | * | * | 0% |
| Maybe, there's still time left | 9% | * | * | 5% | 4% | * | * | 5% |
| No, I never would | 90% | * | * | 93% | 96% | * | * | 95% |
| Totals | 100% | * | * | 100% | 100% | * | * | 100% |
| Weighted N | (465) | (29) | (79) | (208) | (149) | (20) | (101) | (331) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes, I would | 1% | 0% | 2% | * | 2% | 0% | 1% | 0% |
| Maybe, there's still time left | 9% | 12% | 6% | * | 17% | 6% | 10% | 2% |
| No, I never would | 90% | 88% | 92% | * | 81% | 94% | 89% | 98% |
| Totals | 100% | 100% | 100% | * | 100% | 100% | 100% | 100% |
| Weighted N | (465) | (242) | (223) | (2) | (142) | (316) | (320) | (126) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



8. Ever Consider Voting for Trump

Would you ever consider voting for Donald Trump this year?

Among likely voters not voting for or leaning toward voting for Trump

| | Total | Age | | | | Ideology | | |
|--------------------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes, I would | 1% | * | 1% | 0% | 0% | 1% | 0% | * |
| Maybe, there's still time left | 3% | * | 2% | 3% | 1% | 2% | 4% | * |
| No, I never would | 96% | * | 97% | 97% | 99% | 97% | 96% | * |
| Totals | 100% | * | 100% | 100% | 100% | 100% | 100% | * |
| Weighted N | (486) | (66) | (134) | (166) | (120) | (313) | (145) | (19) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------------------------|-------|--------|--------|----------|-------|-----|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes, I would | 1% | 0% | 1% | 0% | 1% | * | 1% | 0% |
| Maybe, there's still time left | 3% | 4% | 3% | 1% | 8% | * | 5% | 2% |
| No, I never would | 96% | 96% | 96% | 99% | 90% | * | 94% | 98% |
| Totals | 100% | 100% | 100% | 100% | 99% | * | 100% | 100% |
| Weighted N | (486) | (204) | (282) | (321) | (153) | (6) | (244) | (181) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



10. 2024 U.S. Senate Vote Intention - Wisconsin

The general election for U.S. Senate in Wisconsin is coming up this November. If the Senate election were held today between Tammy Baldwin, the Democrat, and Eric Hovde, the Republican, who would you vote for?

Among likely voters

| | Total | Age | | | | Ideology | | |
|---------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Tammy Baldwin | 51% | 71% | 63% | 44% | 44% | 94% | 61% | 6% |
| Eric Hovde | 43% | 19% | 27% | 51% | 53% | 3% | 29% | 91% |
| Someone else | 2% | 5% | 3% | 1% | 1% | 2% | 2% | 1% |
| Not sure | 4% | 5% | 7% | 4% | 2% | 1% | 8% | 2% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (944) | (95) | (209) | (375) | (265) | (327) | (245) | (350) |

| | Total | Gender | | Party ID | | | White by Education | |
|---------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Tammy Baldwin | 51% | 46% | 55% | 98% | 53% | 2% | 42% | 60% |
| Eric Hovde | 43% | 50% | 37% | 0% | 37% | 92% | 51% | 37% |
| Someone else | 2% | 3% | 1% | 0% | 4% | 1% | 2% | 0% |
| Not sure | 4% | 1% | 7% | 1% | 6% | 4% | 5% | 3% |
| Totals | 100% | 100% | 100% | 99% | 100% | 99% | 100% | 100% |
| Weighted N | (944) | (439) | (505) | (322) | (290) | (322) | (560) | (305) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



13A. Has Harris Campaign Recently Made You Feel — Excited

Does what you've seen of Kamala Harris campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 42% | 58% | 45% | 36% | 40% | 79% | 45% | 5% |
| No | 58% | 42% | 55% | 64% | 60% | 21% | 55% | 95% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (948) | (106) | (210) | (371) | (260) | (328) | (249) | (343) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 42% | 38% | 45% | 87% | 36% | 3% | 35% | 49% |
| No | 58% | 62% | 55% | 13% | 64% | 97% | 65% | 51% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (948) | (441) | (507) | (317) | (299) | (317) | (561) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



13B. Has Harris Campaign Recently Made You Feel — Optimistic

Does what you've seen of Kamala Harris campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 49% | 63% | 59% | 44% | 43% | 88% | 56% | 8% |
| No | 51% | 37% | 41% | 56% | 57% | 12% | 44% | 92% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (952) | (106) | (213) | (372) | (261) | (328) | (249) | (346) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 49% | 45% | 53% | 94% | 46% | 7% | 44% | 54% |
| No | 51% | 55% | 47% | 6% | 54% | 93% | 56% | 46% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (952) | (444) | (508) | (318) | (300) | (320) | (565) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



13C. Has Harris Campaign Recently Made You Feel — Angry

Does what you've seen of Kamala Harris campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 41% | 35% | 28% | 44% | 50% | 10% | 32% | 79% |
| No | 59% | 65% | 72% | 56% | 50% | 90% | 68% | 21% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (945) | (106) | (210) | (371) | (257) | (327) | (246) | (344) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 41% | 48% | 36% | 3% | 42% | 79% | 48% | 36% |
| No | 59% | 52% | 64% | 97% | 58% | 21% | 52% | 64% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (945) | (439) | (506) | (316) | (297) | (318) | (558) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



13D. Has Harris Campaign Recently Made You Feel — Scared

Does what you've seen of Kamala Harris campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 47% | 34% | 36% | 50% | 55% | 12% | 38% | 86% |
| No | 53% | 66% | 64% | 50% | 45% | 88% | 62% | 14% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (944) | (106) | (210) | (370) | (257) | (327) | (246) | (343) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 47% | 51% | 43% | 6% | 45% | 88% | 55% | 40% |
| No | 53% | 49% | 57% | 94% | 55% | 12% | 45% | 60% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (944) | (438) | (506) | (316) | (297) | (317) | (558) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



14A. Has Trump Campaign Recently Made You Feel — Excited

Does what you've seen of Donald Trump campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 36% | 24% | 24% | 39% | 45% | 5% | 25% | 73% |
| No | 64% | 76% | 76% | 61% | 55% | 95% | 75% | 27% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (938) | (103) | (213) | (367) | (254) | (324) | (243) | (343) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 36% | 40% | 32% | 2% | 29% | 76% | 42% | 28% |
| No | 64% | 60% | 68% | 98% | 71% | 24% | 58% | 72% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (938) | (438) | (499) | (313) | (295) | (315) | (554) | (299) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



14B. Has Trump Campaign Recently Made You Feel — Optimistic

Does what you've seen of Donald Trump campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 42% | 28% | 28% | 50% | 48% | 6% | 30% | 83% |
| No | 58% | 72% | 72% | 50% | 52% | 94% | 70% | 17% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (940) | (103) | (213) | (368) | (256) | (326) | (243) | (344) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 42% | 45% | 39% | 3% | 38% | 84% | 48% | 34% |
| No | 58% | 55% | 61% | 97% | 62% | 16% | 52% | 66% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (940) | (441) | (499) | (313) | (296) | (316) | (556) | (299) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



14C. Has Trump Campaign Recently Made You Feel — Angry

Does what you've seen of Donald Trump campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 52% | 66% | 62% | 45% | 49% | 91% | 58% | 13% |
| No | 48% | 34% | 38% | 55% | 51% | 9% | 42% | 87% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (940) | (103) | (210) | (368) | (259) | (325) | (246) | (341) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 52% | 52% | 53% | 91% | 55% | 11% | 47% | 57% |
| No | 48% | 48% | 47% | 9% | 45% | 89% | 53% | 43% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (940) | (441) | (499) | (313) | (297) | (315) | (559) | (298) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



14D. Has Trump Campaign Recently Made You Feel — Scared

Does what you've seen of Donald Trump campaigning in recent weeks make you feel...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 52% | 73% | 63% | 45% | 47% | 87% | 60% | 13% |
| No | 48% | 27% | 37% | 55% | 53% | 13% | 40% | 87% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (940) | (102) | (212) | (367) | (260) | (326) | (242) | (345) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 52% | 49% | 55% | 92% | 52% | 13% | 47% | 58% |
| No | 48% | 51% | 45% | 8% | 48% | 87% | 53% | 42% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (940) | (439) | (502) | (315) | (296) | (315) | (557) | (299) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



17A. Factors in Vote for President — Crime

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 53% | 44% | 31% | 59% | 66% | 27% | 50% | 79% |
| Minor factor | 35% | 46% | 46% | 31% | 28% | 49% | 42% | 18% |
| Not a factor | 12% | 10% | 23% | 10% | 6% | 24% | 8% | 3% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (943) | (95) | (209) | (373) | (266) | (327) | (245) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 53% | 52% | 55% | 35% | 48% | 78% | 57% | 43% |
| Minor factor | 35% | 35% | 35% | 47% | 37% | 20% | 33% | 40% |
| Not a factor | 12% | 13% | 10% | 18% | 15% | 2% | 10% | 17% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (943) | (439) | (504) | (322) | (289) | (321) | (558) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17B. Factors in Vote for President — Gun policy

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 54% | 66% | 50% | 50% | 58% | 69% | 50% | 42% |
| Minor factor | 31% | 25% | 40% | 34% | 23% | 25% | 35% | 36% |
| Not a factor | 15% | 9% | 10% | 16% | 19% | 6% | 15% | 22% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (945) | (95) | (209) | (374) | (266) | (328) | (244) | (350) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 54% | 50% | 58% | 73% | 46% | 42% | 52% | 55% |
| Minor factor | 31% | 35% | 28% | 24% | 35% | 35% | 31% | 32% |
| Not a factor | 15% | 15% | 14% | 3% | 18% | 23% | 17% | 12% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 99% |
| Weighted N | (945) | (439) | (505) | (323) | (289) | (322) | (559) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17C. Factors in Vote for President — Abortion

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 50% | 64% | 60% | 44% | 45% | 76% | 51% | 25% |
| Minor factor | 29% | 27% | 28% | 31% | 28% | 18% | 27% | 40% |
| Not a factor | 21% | 9% | 12% | 25% | 27% | 6% | 22% | 35% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (943) | (95) | (209) | (374) | (264) | (328) | (244) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 50% | 40% | 58% | 78% | 46% | 25% | 45% | 59% |
| Minor factor | 29% | 33% | 25% | 16% | 32% | 40% | 32% | 23% |
| Not a factor | 21% | 27% | 16% | 6% | 22% | 35% | 23% | 18% |
| Totals | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (943) | (438) | (505) | (322) | (290) | (320) | (558) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17D. Factors in Vote for President — The economy

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 82% | 94% | 73% | 84% | 82% | 66% | 81% | 97% |
| Minor factor | 17% | 5% | 27% | 14% | 16% | 32% | 17% | 2% |
| Not a factor | 1% | 0% | 0% | 2% | 1% | 2% | 2% | 0% |
| Totals | 100% | 99% | 100% | 100% | 99% | 100% | 100% | 99% |
| Weighted N | (943) | (95) | (209) | (374) | (265) | (328) | (245) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 82% | 83% | 81% | 69% | 78% | 98% | 86% | 74% |
| Minor factor | 17% | 16% | 17% | 28% | 20% | 2% | 13% | 24% |
| Not a factor | 1% | 1% | 1% | 2% | 2% | 0% | 1% | 1% |
| Totals | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 99% |
| Weighted N | (943) | (440) | (503) | (323) | (290) | (320) | (558) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17E. Factors in Vote for President — The U.S.-Mexico border

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 53% | 31% | 36% | 58% | 66% | 16% | 46% | 91% |
| Minor factor | 32% | 46% | 36% | 29% | 28% | 52% | 42% | 7% |
| Not a factor | 15% | 23% | 28% | 13% | 6% | 32% | 12% | 2% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (941) | (95) | (207) | (374) | (265) | (326) | (245) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 53% | 55% | 51% | 22% | 46% | 90% | 61% | 40% |
| Minor factor | 32% | 31% | 32% | 52% | 37% | 8% | 29% | 36% |
| Not a factor | 15% | 13% | 17% | 26% | 17% | 2% | 10% | 24% |
| Totals | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (941) | (439) | (502) | (319) | (290) | (322) | (558) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17F. Factors in Vote for President — The state of democracy

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 68% | 73% | 60% | 68% | 73% | 86% | 69% | 51% |
| Minor factor | 21% | 20% | 24% | 20% | 20% | 10% | 20% | 32% |
| Not a factor | 11% | 7% | 16% | 12% | 6% | 4% | 11% | 17% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% |
| Weighted N | (945) | (95) | (209) | (374) | (267) | (328) | (244) | (350) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 68% | 64% | 72% | 90% | 67% | 48% | 63% | 72% |
| Minor factor | 21% | 24% | 18% | 8% | 23% | 33% | 25% | 18% |
| Not a factor | 11% | 12% | 10% | 2% | 10% | 19% | 12% | 9% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 99% |
| Weighted N | (945) | (440) | (505) | (323) | (289) | (322) | (560) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17G. Factors in Vote for President — Issues of race and diversity

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 30% | 50% | 30% | 28% | 24% | 56% | 25% | 8% |
| Minor factor | 36% | 31% | 44% | 31% | 39% | 33% | 47% | 31% |
| Not a factor | 34% | 19% | 26% | 41% | 37% | 11% | 28% | 61% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (946) | (95) | (209) | (374) | (267) | (328) | (245) | (350) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 30% | 24% | 34% | 58% | 21% | 9% | 26% | 29% |
| Minor factor | 36% | 32% | 40% | 33% | 43% | 34% | 34% | 45% |
| Not a factor | 34% | 44% | 26% | 9% | 36% | 57% | 40% | 26% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (946) | (440) | (505) | (323) | (290) | (322) | (560) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17H. Factors in Vote for President — The war between Israel and Hamas

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 28% | 41% | 17% | 26% | 35% | 29% | 21% | 31% |
| Minor factor | 51% | 44% | 53% | 53% | 51% | 51% | 53% | 52% |
| Not a factor | 20% | 15% | 30% | 21% | 14% | 20% | 26% | 17% |
| Totals | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (944) | (95) | (209) | (374) | (266) | (327) | (244) | (350) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 28% | 27% | 29% | 25% | 32% | 28% | 29% | 27% |
| Minor factor | 51% | 53% | 50% | 57% | 40% | 56% | 50% | 55% |
| Not a factor | 20% | 20% | 20% | 18% | 27% | 16% | 21% | 18% |
| Totals | 99% | 100% | 99% | 100% | 99% | 100% | 100% | 100% |
| Weighted N | (944) | (440) | (504) | (322) | (289) | (322) | (559) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17I. Factors in Vote for President — Inflation

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 76% | 85% | 71% | 76% | 76% | 57% | 71% | 97% |
| Minor factor | 20% | 14% | 22% | 19% | 20% | 35% | 24% | 3% |
| Not a factor | 4% | 0% | 6% | 4% | 3% | 7% | 5% | 0% |
| Totals | 100% | 99% | 99% | 99% | 99% | 99% | 100% | 100% |
| Weighted N | (944) | (95) | (209) | (374) | (265) | (328) | (245) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 76% | 73% | 79% | 59% | 71% | 97% | 82% | 65% |
| Minor factor | 20% | 22% | 18% | 32% | 25% | 3% | 15% | 29% |
| Not a factor | 4% | 5% | 3% | 8% | 4% | 0% | 3% | 6% |
| Totals | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 100% |
| Weighted N | (944) | (439) | (505) | (323) | (290) | (321) | (558) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



17J. Factors in Vote for President — Climate change

How much of a factor is each of these in your vote for president?

Among likely voters

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Major factor | 38% | 56% | 41% | 33% | 35% | 76% | 32% | 4% |
| Minor factor | 26% | 33% | 30% | 25% | 23% | 20% | 42% | 21% |
| Not a factor | 36% | 11% | 29% | 42% | 42% | 4% | 26% | 74% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 99% |
| Weighted N | (944) | (95) | (209) | (373) | (267) | (328) | (245) | (350) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Major factor | 38% | 34% | 41% | 70% | 36% | 7% | 32% | 42% |
| Minor factor | 26% | 24% | 28% | 25% | 32% | 22% | 26% | 27% |
| Not a factor | 36% | 42% | 31% | 5% | 32% | 71% | 42% | 31% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (944) | (440) | (504) | (323) | (290) | (322) | (560) | (306) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



31. Harris Mainstream or Extreme

Whether or not you agree with them, would you describe Kamala Harris' positions as generally:

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Mainstream | 56% | 70% | 70% | 52% | 47% | 94% | 68% | 11% |
| Extreme | 44% | 30% | 30% | 48% | 53% | 6% | 32% | 89% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (106) | (213) | (372) | (265) | (329) | (251) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Mainstream | 56% | 49% | 62% | 95% | 56% | 17% | 51% | 61% |
| Extreme | 44% | 51% | 38% | 5% | 44% | 83% | 49% | 39% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (446) | (510) | (321) | (301) | (319) | (567) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



32. Trump Mainstream or Extreme

Whether or not you agree with them, would you describe Donald Trump's positions as generally:

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Mainstream | 42% | 29% | 25% | 50% | 51% | 7% | 35% | 83% |
| Extreme | 58% | 71% | 75% | 50% | 49% | 93% | 65% | 17% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (106) | (213) | (373) | (265) | (329) | (252) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Mainstream | 42% | 48% | 38% | 4% | 45% | 80% | 49% | 37% |
| Extreme | 58% | 52% | 62% | 96% | 55% | 20% | 51% | 63% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



33. Presidential Approach Needed Right Now

And what does the U.S. need right now? A president whose approach is more...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Mainstream | 85% | 72% | 76% | 90% | 91% | 85% | 89% | 84% |
| Extreme | 15% | 28% | 24% | 10% | 9% | 15% | 11% | 16% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (107) | (213) | (373) | (264) | (329) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Mainstream | 85% | 85% | 85% | 92% | 83% | 81% | 84% | 89% |
| Extreme | 15% | 15% | 15% | 8% | 17% | 19% | 16% | 11% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (569) | (303) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



34. Mental and Cognitive Health

Which candidate, if either, has the mental and cognitive health to serve as president?

| | Total | Age | | | | Ideology | | |
|---------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Only Kamala Harris | 47% | 57% | 56% | 42% | 43% | 88% | 54% | 5% |
| Only Donald Trump | 27% | 17% | 20% | 29% | 35% | 4% | 18% | 55% |
| Both of them | 21% | 18% | 21% | 23% | 19% | 6% | 22% | 34% |
| Neither one of them | 5% | 8% | 3% | 6% | 3% | 2% | 6% | 6% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (107) | (213) | (372) | (265) | (329) | (250) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|---------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Only Kamala Harris | 47% | 44% | 50% | 93% | 47% | 2% | 39% | 57% |
| Only Donald Trump | 27% | 31% | 24% | 3% | 20% | 59% | 34% | 18% |
| Both of them | 21% | 20% | 22% | 3% | 25% | 35% | 22% | 20% |
| Neither one of them | 5% | 5% | 4% | 1% | 8% | 4% | 5% | 5% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (447) | (510) | (321) | (300) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



37. Harris Insulting or Respectful toward Trump

From what you have seen or heard, would you generally describe Kamala Harris' comments and social media posts about Donald Trump as personally respectful toward him, or as personally insulting toward him?

| | Total | Age | | | | Ideology | | |
|-----------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Personally respectful | 42% | 59% | 57% | 35% | 33% | 73% | 46% | 11% |
| Personally insulting | 58% | 41% | 43% | 65% | 67% | 27% | 54% | 89% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (946) | (107) | (213) | (367) | (259) | (324) | (248) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|-----------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Personally respectful | 42% | 41% | 43% | 72% | 43% | 11% | 37% | 46% |
| Personally insulting | 58% | 59% | 57% | 28% | 57% | 89% | 63% | 54% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (946) | (445) | (500) | (316) | (299) | (317) | (560) | (301) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



38. Like or Dislike Harris' Approach to Trump

And do you like, or dislike, that approach from Harris?

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Like | 47% | 68% | 55% | 40% | 43% | 83% | 52% | 11% |
| Dislike | 53% | 32% | 45% | 60% | 57% | 17% | 48% | 89% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (947) | (106) | (213) | (369) | (259) | (324) | (249) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Like | 47% | 45% | 50% | 91% | 43% | 9% | 42% | 54% |
| Dislike | 53% | 55% | 50% | 9% | 57% | 91% | 58% | 46% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (947) | (446) | (501) | (316) | (300) | (317) | (562) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



39. Trump Insulting or Respectful toward Harris

From what you have seen or heard, would you generally describe Donald Trump’s comments and social media posts about Kamala Harris as personally respectful toward her, or as personally insulting toward her?

| | Total | Age | | | | Ideology | | |
|-----------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Personally respectful | 19% | 23% | 14% | 22% | 19% | 4% | 16% | 37% |
| Personally insulting | 81% | 77% | 86% | 78% | 81% | 96% | 84% | 63% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (950) | (107) | (213) | (370) | (261) | (328) | (249) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|-----------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Personally respectful | 19% | 25% | 14% | 3% | 16% | 39% | 22% | 15% |
| Personally insulting | 81% | 75% | 86% | 97% | 84% | 61% | 78% | 85% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (950) | (448) | (503) | (321) | (298) | (318) | (564) | (303) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



40. Like or Dislike Trump’s Approach to Harris
 And do you like, or dislike, that approach from Trump?

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Like | 27% | 23% | 26% | 29% | 27% | 4% | 19% | 55% |
| Dislike | 73% | 77% | 74% | 71% | 73% | 96% | 81% | 45% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (107) | (213) | (370) | (264) | (328) | (251) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Like | 27% | 34% | 22% | 2% | 18% | 60% | 32% | 20% |
| Dislike | 73% | 66% | 78% | 98% | 82% | 40% | 68% | 80% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (447) | (507) | (321) | (300) | (319) | (567) | (303) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



41. Trump More or Less Respectful to Harris Because She Is a Woman

Do you think Donald Trump is more respectful toward Kamala Harris because she is a woman, less respectful because she is a woman, or does he treat Kamala Harris with the same respect as he would a male candidate?

| | Total | Age | | | | Ideology | | |
|---|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| More respectful because Harris is a woman | 4% | 11% | 5% | 2% | 2% | 3% | 4% | 5% |
| Less respectful because Harris is a woman | 43% | 50% | 53% | 38% | 41% | 81% | 46% | 6% |
| Treats Harris with same respect he would a male candidate | 53% | 38% | 42% | 60% | 57% | 16% | 50% | 89% |
| Totals | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (107) | (213) | (372) | (263) | (328) | (251) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|---|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| More respectful because Harris is a woman | 4% | 3% | 4% | 3% | 3% | 5% | 3% | 3% |
| Less respectful because Harris is a woman | 43% | 39% | 47% | 79% | 45% | 5% | 37% | 53% |
| Treats Harris with same respect he would a male candidate | 53% | 58% | 49% | 17% | 52% | 90% | 59% | 44% |
| Totals | 100% | 100% | 100% | 99% | 100% | 100% | 99% | 100% |
| Weighted N | (954) | (445) | (509) | (321) | (300) | (319) | (568) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



42A. Groups Helped if Harris Elected — Women

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 77% | 87% | 79% | 77% | 73% | 95% | 81% | 59% |
| No | 23% | 13% | 21% | 23% | 27% | 5% | 19% | 41% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (105) | (213) | (373) | (263) | (328) | (249) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 77% | 74% | 80% | 100% | 74% | 59% | 76% | 78% |
| No | 23% | 26% | 20% | 0% | 26% | 41% | 24% | 22% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (448) | (506) | (319) | (300) | (321) | (567) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



42B. Groups Helped if Harris Elected — Men

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 54% | 69% | 63% | 49% | 48% | 91% | 62% | 14% |
| No | 46% | 31% | 37% | 51% | 52% | 9% | 38% | 86% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (106) | (213) | (373) | (263) | (329) | (252) | (346) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 54% | 49% | 59% | 95% | 51% | 16% | 49% | 59% |
| No | 46% | 51% | 41% | 5% | 49% | 84% | 51% | 41% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (448) | (507) | (319) | (301) | (320) | (566) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



42C. Groups Helped if Harris Elected — Young people

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 65% | 71% | 71% | 62% | 61% | 90% | 74% | 35% |
| No | 35% | 29% | 29% | 38% | 39% | 10% | 26% | 65% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (106) | (211) | (374) | (264) | (327) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 65% | 61% | 68% | 99% | 58% | 37% | 60% | 70% |
| No | 35% | 39% | 32% | 1% | 42% | 63% | 40% | 30% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (448) | (507) | (320) | (299) | (321) | (568) | (302) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



42D. Groups Helped if Harris Elected — White people

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 54% | 74% | 62% | 47% | 51% | 92% | 61% | 13% |
| No | 46% | 26% | 38% | 53% | 49% | 8% | 39% | 87% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (106) | (213) | (373) | (264) | (329) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 54% | 48% | 60% | 96% | 52% | 14% | 51% | 56% |
| No | 46% | 52% | 40% | 4% | 48% | 86% | 49% | 44% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (448) | (508) | (320) | (301) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



42E. Groups Helped if Harris Elected — Black people

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 75% | 80% | 77% | 73% | 73% | 93% | 82% | 53% |
| No | 25% | 20% | 23% | 27% | 27% | 7% | 18% | 47% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (106) | (213) | (373) | (264) | (329) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 75% | 68% | 81% | 99% | 69% | 56% | 71% | 77% |
| No | 25% | 32% | 19% | 1% | 31% | 44% | 29% | 23% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (448) | (508) | (319) | (301) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



42F. Groups Helped if Harris Elected — Hispanic people

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 69% | 75% | 71% | 68% | 66% | 91% | 75% | 44% |
| No | 31% | 25% | 29% | 32% | 34% | 9% | 25% | 56% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (106) | (213) | (374) | (264) | (329) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 69% | 61% | 76% | 98% | 63% | 45% | 66% | 70% |
| No | 31% | 39% | 24% | 2% | 37% | 55% | 34% | 30% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



42G. Groups Helped if Harris Elected — The middle class

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 55% | 68% | 64% | 49% | 52% | 90% | 68% | 15% |
| No | 45% | 32% | 36% | 51% | 48% | 10% | 32% | 85% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (106) | (213) | (374) | (264) | (329) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 55% | 50% | 60% | 98% | 51% | 17% | 48% | 63% |
| No | 45% | 50% | 40% | 2% | 49% | 83% | 52% | 37% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



42H. Groups Helped if Harris Elected — The wealthy

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 36% | 37% | 38% | 38% | 31% | 33% | 32% | 41% |
| No | 64% | 63% | 62% | 62% | 69% | 67% | 68% | 59% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (952) | (106) | (213) | (370) | (263) | (328) | (250) | (346) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 36% | 37% | 35% | 27% | 44% | 38% | 40% | 30% |
| No | 64% | 63% | 65% | 73% | 56% | 62% | 60% | 70% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (952) | (447) | (505) | (318) | (300) | (319) | (567) | (300) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



42I. Groups Helped if Harris Elected — Union workers

If Kamala Harris wins in 2024, do you think she would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 69% | 76% | 64% | 67% | 72% | 91% | 75% | 44% |
| No | 31% | 24% | 36% | 33% | 28% | 9% | 25% | 56% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (106) | (213) | (374) | (264) | (329) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 69% | 68% | 69% | 95% | 68% | 44% | 64% | 74% |
| No | 31% | 32% | 31% | 5% | 32% | 56% | 36% | 26% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



43A. Groups Helped if Trump Elected — Women

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 43% | 31% | 29% | 50% | 50% | 5% | 35% | 87% |
| No | 57% | 69% | 71% | 50% | 50% | 95% | 65% | 13% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (107) | (213) | (373) | (261) | (328) | (251) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 43% | 48% | 39% | 2% | 42% | 86% | 51% | 36% |
| No | 57% | 52% | 61% | 98% | 58% | 14% | 49% | 64% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (446) | (508) | (320) | (301) | (320) | (566) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



43B. Groups Helped if Trump Elected — Men

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 83% | 82% | 82% | 87% | 80% | 76% | 78% | 94% |
| No | 17% | 18% | 18% | 13% | 20% | 24% | 22% | 6% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (107) | (213) | (374) | (261) | (328) | (252) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 83% | 82% | 85% | 72% | 84% | 94% | 85% | 84% |
| No | 17% | 18% | 15% | 28% | 16% | 6% | 15% | 16% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (446) | (509) | (321) | (301) | (319) | (567) | (303) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



43C. Groups Helped if Trump Elected — Young people

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 43% | 35% | 28% | 49% | 51% | 7% | 36% | 85% |
| No | 57% | 65% | 72% | 51% | 49% | 93% | 64% | 15% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (951) | (107) | (213) | (371) | (261) | (327) | (251) | (345) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 43% | 49% | 39% | 5% | 42% | 84% | 50% | 38% |
| No | 57% | 51% | 61% | 95% | 58% | 16% | 50% | 62% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (951) | (446) | (506) | (319) | (300) | (318) | (563) | (303) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



43D. Groups Helped if Trump Elected — White people

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 84% | 80% | 82% | 90% | 80% | 76% | 82% | 94% |
| No | 16% | 20% | 18% | 10% | 20% | 24% | 18% | 6% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (107) | (213) | (373) | (261) | (328) | (251) | (346) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 84% | 83% | 85% | 73% | 84% | 95% | 84% | 87% |
| No | 16% | 17% | 15% | 27% | 16% | 5% | 16% | 13% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (446) | (507) | (320) | (301) | (318) | (565) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



43E. Groups Helped if Trump Elected — Black people

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 42% | 27% | 27% | 49% | 50% | 4% | 37% | 83% |
| No | 58% | 73% | 73% | 51% | 50% | 96% | 63% | 17% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (107) | (213) | (374) | (260) | (328) | (251) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 42% | 47% | 38% | 1% | 44% | 83% | 48% | 38% |
| No | 58% | 53% | 62% | 99% | 56% | 17% | 52% | 62% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (954) | (446) | (508) | (319) | (300) | (320) | (566) | (303) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



43F. Groups Helped if Trump Elected — Hispanic people

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 41% | 24% | 29% | 47% | 49% | 4% | 35% | 81% |
| No | 59% | 76% | 71% | 53% | 51% | 96% | 65% | 19% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (107) | (213) | (374) | (261) | (328) | (251) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 41% | 47% | 36% | 1% | 41% | 81% | 47% | 37% |
| No | 59% | 53% | 64% | 99% | 59% | 19% | 53% | 63% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (955) | (446) | (508) | (320) | (301) | (320) | (566) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



43G. Groups Helped if Trump Elected — The middle class

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 48% | 33% | 39% | 54% | 54% | 7% | 43% | 92% |
| No | 52% | 67% | 61% | 46% | 46% | 93% | 57% | 8% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (953) | (107) | (213) | (372) | (261) | (328) | (250) | (347) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 48% | 52% | 45% | 5% | 48% | 93% | 54% | 41% |
| No | 52% | 48% | 55% | 95% | 52% | 7% | 46% | 59% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (953) | (445) | (508) | (320) | (300) | (320) | (566) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



43H. Groups Helped if Trump Elected — The wealthy

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 88% | 85% | 91% | 89% | 85% | 96% | 90% | 78% |
| No | 12% | 15% | 9% | 11% | 15% | 4% | 10% | 22% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (952) | (106) | (211) | (374) | (261) | (328) | (252) | (344) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 88% | 89% | 86% | 95% | 91% | 77% | 85% | 91% |
| No | 12% | 11% | 14% | 5% | 9% | 23% | 15% | 9% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (952) | (446) | (506) | (318) | (300) | (320) | (566) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



43I. Groups Helped if Trump Elected — Union workers

If Donald Trump wins in 2024, do you think he would try to help the interests of these groups in Wisconsin...

| | Total | Age | | | | Ideology | | |
|------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes | 42% | 32% | 26% | 49% | 48% | 6% | 37% | 78% |
| No | 58% | 68% | 74% | 51% | 52% | 94% | 63% | 22% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (106) | (213) | (374) | (263) | (328) | (251) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes | 42% | 43% | 40% | 6% | 41% | 78% | 47% | 35% |
| No | 58% | 57% | 60% | 94% | 59% | 22% | 53% | 65% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (448) | (508) | (320) | (301) | (321) | (568) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



44. COVID Impact on Finances

Compared to before the COVID pandemic, are you...

| | Total | Age | | | | Ideology | | |
|----------------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Financially better off | 16% | 17% | 19% | 15% | 13% | 25% | 19% | 6% |
| Financially worse off | 45% | 49% | 37% | 50% | 42% | 28% | 39% | 63% |
| Financially about the same | 39% | 34% | 44% | 34% | 45% | 47% | 41% | 31% |
| Totals | 100% | 100% | 100% | 99% | 100% | 100% | 99% | 100% |
| Weighted N | (957) | (107) | (213) | (373) | (265) | (329) | (251) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|----------------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Financially better off | 16% | 18% | 14% | 24% | 21% | 4% | 13% | 21% |
| Financially worse off | 45% | 45% | 45% | 25% | 43% | 64% | 49% | 37% |
| Financially about the same | 39% | 37% | 41% | 51% | 36% | 31% | 38% | 42% |
| Totals | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (569) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



45. Economic Opportunities for Working Class if Harris Wins

If Kamala Harris wins the presidency in 2024, do you think economic opportunities for working-class people and those without college degrees in the state of Wisconsin would...

| | Total | Age | | | | Ideology | | |
|---------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Get better | 37% | 53% | 37% | 33% | 36% | 70% | 37% | 6% |
| Get worse | 38% | 26% | 28% | 44% | 42% | 5% | 29% | 75% |
| Stay the same | 25% | 21% | 35% | 23% | 22% | 25% | 34% | 19% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (107) | (213) | (374) | (262) | (328) | (252) | (348) |

| | Total | Gender | | Party ID | | | White by Education | |
|---------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Get better | 37% | 32% | 41% | 79% | 27% | 4% | 32% | 43% |
| Get worse | 38% | 46% | 31% | 1% | 37% | 77% | 44% | 32% |
| Stay the same | 25% | 22% | 27% | 20% | 36% | 19% | 24% | 25% |
| Totals | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (956) | (446) | (510) | (320) | (300) | (321) | (567) | (304) |

CBS News Poll – September 3-6, 2024

Registered Voters in Wisconsin



46. Economic Opportunities for Working Class if Trump Wins

If Donald Trump wins the presidency in 2024, do you think economic opportunities for working-class people and those without college degrees in the state of Wisconsin would...

| | Total | Age | | | | Ideology | | |
|---------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Get better | 39% | 24% | 24% | 47% | 46% | 5% | 33% | 77% |
| Get worse | 43% | 58% | 50% | 38% | 38% | 78% | 46% | 6% |
| Stay the same | 18% | 18% | 26% | 15% | 16% | 17% | 21% | 17% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (107) | (212) | (374) | (265) | (328) | (252) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|---------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Get better | 39% | 45% | 34% | 3% | 37% | 79% | 46% | 32% |
| Get worse | 43% | 39% | 46% | 84% | 39% | 5% | 37% | 48% |
| Stay the same | 18% | 16% | 20% | 13% | 24% | 16% | 17% | 20% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (569) | (303) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



47. Income Keeping Up with Inflation

Do you feel like your income is or is not keeping up with inflation?

| | Total | Age | | | | Ideology | | |
|--------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Yes, it is | 18% | 22% | 18% | 16% | 20% | 26% | 24% | 7% |
| No, it isn't | 82% | 78% | 82% | 84% | 80% | 74% | 76% | 93% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (107) | (213) | (373) | (265) | (329) | (251) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|--------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Yes, it is | 18% | 20% | 17% | 31% | 18% | 7% | 14% | 24% |
| No, it isn't | 82% | 80% | 83% | 69% | 82% | 93% | 86% | 76% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (569) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



48. Causes of Inflation

Do you think recent inflation has been caused by... CHECK ALL THAT APPLY

| | Total | Age | | | | Ideology | | |
|-----------------------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Companies over-charging customers | 65% | 79% | 74% | 61% | 57% | 88% | 74% | 36% |
| Government spending | 60% | 63% | 43% | 65% | 66% | 28% | 59% | 89% |
| Global and international factors | 59% | 69% | 64% | 56% | 55% | 65% | 65% | 48% |
| Supply and manufacturing issues | 53% | 46% | 57% | 54% | 54% | 53% | 57% | 51% |
| U.S. monetary policy | 44% | 48% | 41% | 53% | 34% | 27% | 45% | 60% |
| Higher consumer demand | 26% | 30% | 26% | 30% | 20% | 26% | 32% | 21% |
| Weighted N | (958) | (107) | (213) | (374) | (265) | (329) | (252) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|-----------------------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Companies over-charging customers | 65% | 58% | 71% | 88% | 68% | 39% | 64% | 63% |
| Government spending | 60% | 64% | 57% | 31% | 61% | 88% | 65% | 51% |
| Global and international factors | 59% | 56% | 61% | 65% | 60% | 51% | 57% | 62% |
| Supply and manufacturing issues | 53% | 52% | 55% | 57% | 49% | 54% | 51% | 58% |
| U.S. monetary policy | 44% | 52% | 38% | 24% | 49% | 60% | 44% | 46% |
| Higher consumer demand | 26% | 26% | 27% | 31% | 24% | 24% | 26% | 23% |
| Weighted N | (958) | (448) | (510) | (321) | (301) | (321) | (569) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



49. Housing Costs

Do you feel the cost of housing in your part of Wisconsin is...

| | Total | Age | | | | Ideology | | |
|-----------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Very affordable | 2% | 4% | 3% | 2% | 0% | 2% | 1% | 2% |
| Somewhat affordable | 21% | 21% | 27% | 16% | 24% | 24% | 21% | 19% |
| Somewhat unaffordable | 43% | 42% | 38% | 45% | 44% | 43% | 47% | 41% |
| Very unaffordable | 34% | 33% | 32% | 37% | 32% | 30% | 31% | 38% |
| Totals | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 100% |
| Weighted N | (957) | (107) | (213) | (373) | (265) | (329) | (251) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|-----------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Very affordable | 2% | 1% | 3% | 3% | 3% | 1% | 1% | 3% |
| Somewhat affordable | 21% | 26% | 17% | 27% | 19% | 16% | 21% | 20% |
| Somewhat unaffordable | 43% | 46% | 40% | 41% | 44% | 44% | 40% | 49% |
| Very unaffordable | 34% | 27% | 40% | 29% | 34% | 39% | 38% | 28% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (448) | (510) | (320) | (301) | (321) | (569) | (304) |

CBS News Poll – September 3-6, 2024
Registered Voters in Wisconsin



50. Better Candidate on Housing Costs

Which candidate's policies, if either, do you think would make housing more affordable?

| | Total | Age | | | | Ideology | | |
|---------------------|-------|----------|-------|-------|-------|----------|----------|--------------|
| | | Under 30 | 30-44 | 45-64 | 65+ | Liberal | Moderate | Conservative |
| Only Kamala Harris' | 39% | 52% | 43% | 35% | 36% | 73% | 43% | 4% |
| Only Donald Trump's | 35% | 28% | 24% | 41% | 39% | 4% | 24% | 73% |
| Both | 3% | 5% | 5% | 1% | 3% | 2% | 5% | 3% |
| Neither | 23% | 15% | 28% | 23% | 22% | 21% | 28% | 20% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Weighted N | (957) | (106) | (213) | (373) | (265) | (329) | (252) | (349) |

| | Total | Gender | | Party ID | | | White by Education | |
|---------------------|-------|--------|--------|----------|-------|-------|--------------------|-------------|
| | | Male | Female | Dem | Ind | Rep | No Degree | 4yr Degree+ |
| Only Kamala Harris' | 39% | 31% | 45% | 83% | 31% | 3% | 32% | 45% |
| Only Donald Trump's | 35% | 41% | 30% | 1% | 31% | 74% | 42% | 29% |
| Both | 3% | 3% | 3% | 1% | 4% | 3% | 4% | 2% |
| Neither | 23% | 25% | 21% | 15% | 34% | 19% | 22% | 24% |
| Totals | 100% | 100% | 99% | 100% | 100% | 99% | 100% | 100% |
| Weighted N | (957) | (448) | (509) | (320) | (301) | (321) | (568) | (304) |

HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 958 registered voters in Wisconsin was conducted between September 3-6, 2024.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote. “Likely voters” – respondents’ relative probabilities of voting – were determined using a regression model that incorporates current, self-reported intentions to vote, along with individual-level and aggregate data about voters, such as demographics and vote history. Respondents were selected to be representative of registered voters in Wisconsin. Of the 958 respondents, 863 were selected from YouGov’s online panel, 73 were selected from Pure Spectrum’s online panel, 13 were selected from Dynata’s online panel, and 8 were selected from Full Circle’s online panel. The weights range from 0.1 to 4.5, with a mean of 1 and a standard deviation of 0.7.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately ± 4 points. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.