SPRY Strategies

APP_Power Five Wisconsin

Wisconsin - Custom Smart Charts

Prepared by SPRY Strategies

The APP "Power Five" General Election Survey was conducted by IVR and Online (Online-to-Mobile) Interviews from August 14 - August 20 among a random sample of 600 likely general election voters. The survey has a margin of error of +/- 4.0 percentage points. Results are weighted. Some percentages in crosstab reports for this poll may not add to 100% due to rounding.

Q1 : Voter Reg

Are you 18+ and registered to vote?

Sample Size: 600

Yes	100%

0%   20%   40%   60%   80%   100%

Legend

■ Yes

Value	Frequency	Percent
Yes	600	100%
Total	**600**	**100%**

Q1 : Voter Reg

Are you 18+ and registered to vote?

Q2 : Voter Propensity

Thinking ahead to the November 5th General Election for President of the United States, how likely are you to vote? Would you say extremely likely, somewhat likely, or not very likely?

Sample Size: 600
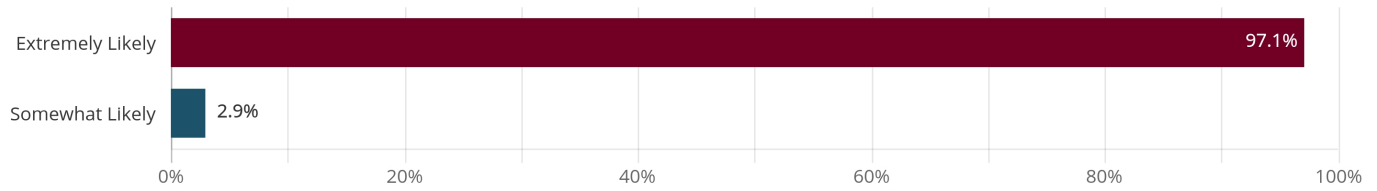
Legend

■ Extremely Likely   ■ Somewhat Likely

Value	Frequency	Percent
Extremely Likely	583	97.1%
Somewhat Likely	17	2.9%
Total	**600**	**100%**

Q2 : Voter Propensity

Thinking ahead to the November 5th General Election for President of the United States, how likely are you to vote? Would you say extremely likely, somewhat likely, or not very likely?

Q3 : Trump Approval

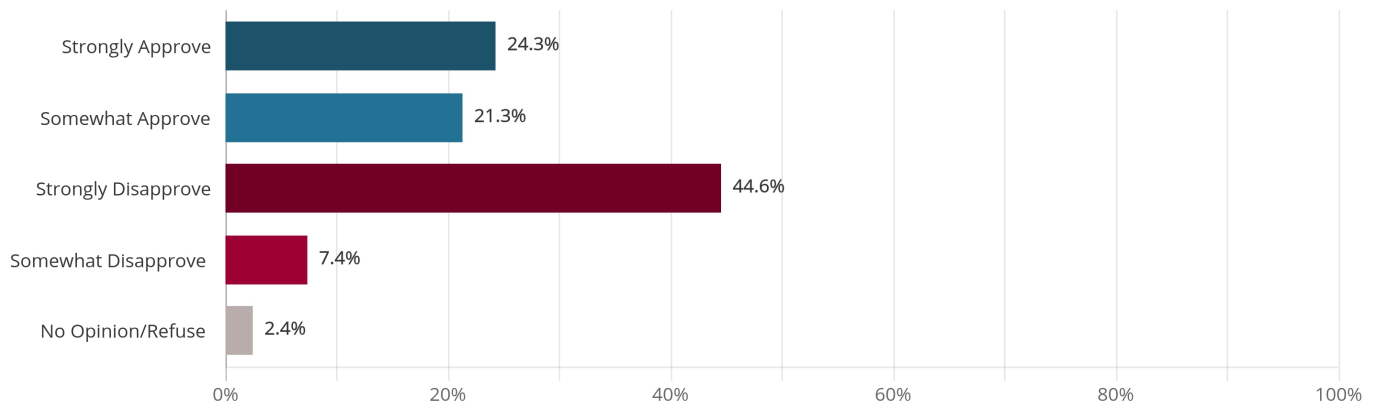Looking back, how would you rate the job Donald Trump did as President?

Sample Size: 600
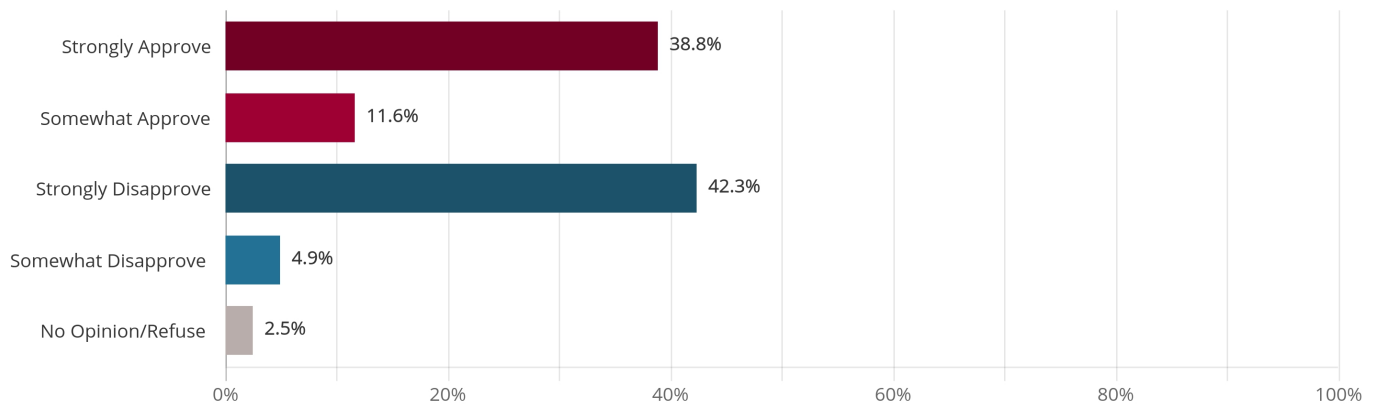
Value	Frequency	Percent
Strongly Approve	233	38.8%
Somewhat Approve	69	11.6%
Strongly Disapprove	254	42.3%
Somewhat Disapprove	29	4.9%
No Opinion/Refuse	15	2.5%
Total	**600**	**100%**

Q4 : Biden Approval

How do you rate the job Joe Biden has done as the President of the United States?

Sample Size: 600

Value	Frequency	Percent
Strongly Approve	146	24.3%
Somewhat Approve	128	21.3%
Strongly Disapprove	267	44.6%
Somewhat Disapprove	44	7.4%
No Opinion/Refuse	14	2.4%
Total	**600**	**100%**

Q5 : Image Test

For each name below, please indicate whether you have a favorable or unfavorable opinion. If you have no opinion or have never heard of the person, just say so.

Sample Size: 600
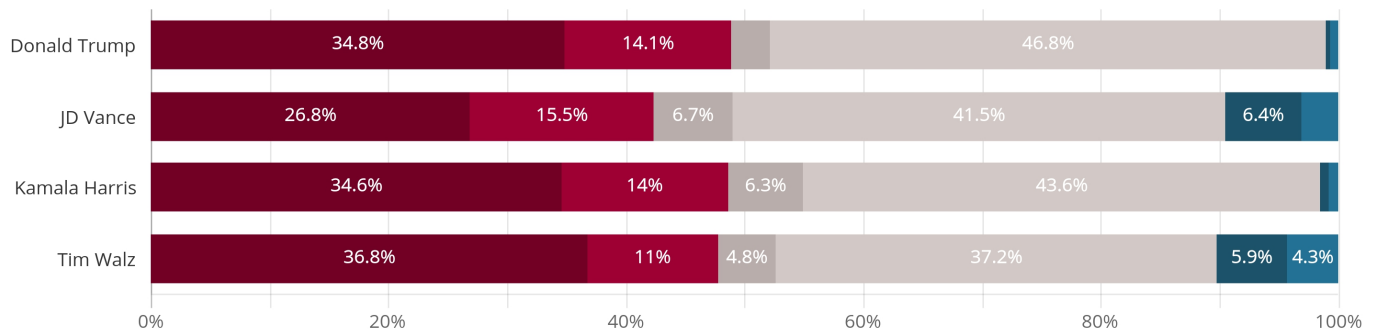
Legend

■ Very Favorable ■ Somewhat Favorable
■ Somewhat Unfavorable ■ Very Unfavorable
■ No Opinion ■ Never Heard Of

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	No Opinion	Never Heard Of	Total
R1 Donald Trump	34.8% 209	14.1% 84	3.3% 20	46.8% 281	0.3% 2	0.8% 5	100% 600
R2 JD Vance	26.8% 161	15.5% 93	6.7% 40	41.5% 249	6.4% 38	3.1% 19	100% 600
R3 Kamala Harris	34.6% 208	14% 84	6.3% 38	43.6% 261	0.7% 4	0.8% 5	100% 600
R4 Tim Walz	36.8% 221	11% 66	4.8% 29	37.2% 223	5.9% 35	4.3% 26	100% 600

Q6 : Presidential Ballot

If the November 5th General Election for President of the United States were held today and the candidates were Republican Donald Trump and Democrat Kamala Harris, who would you vote for? If you are still undecided, please say so.

Sample Size: 600
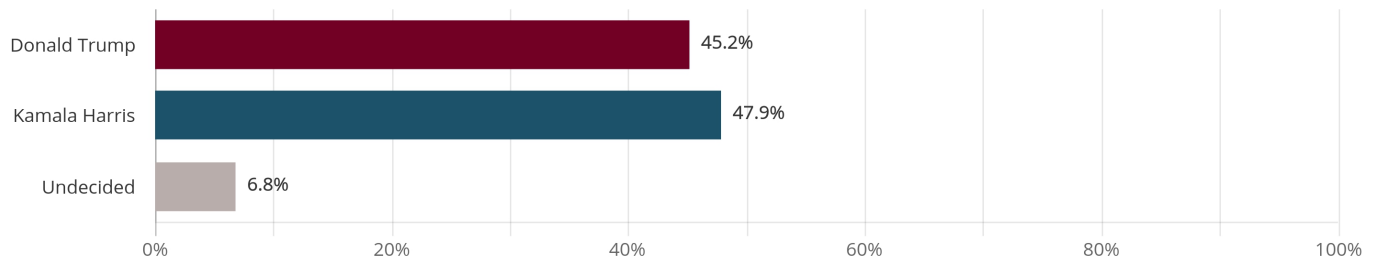
Legend

■ Donald Trump ■ Kamala Harris
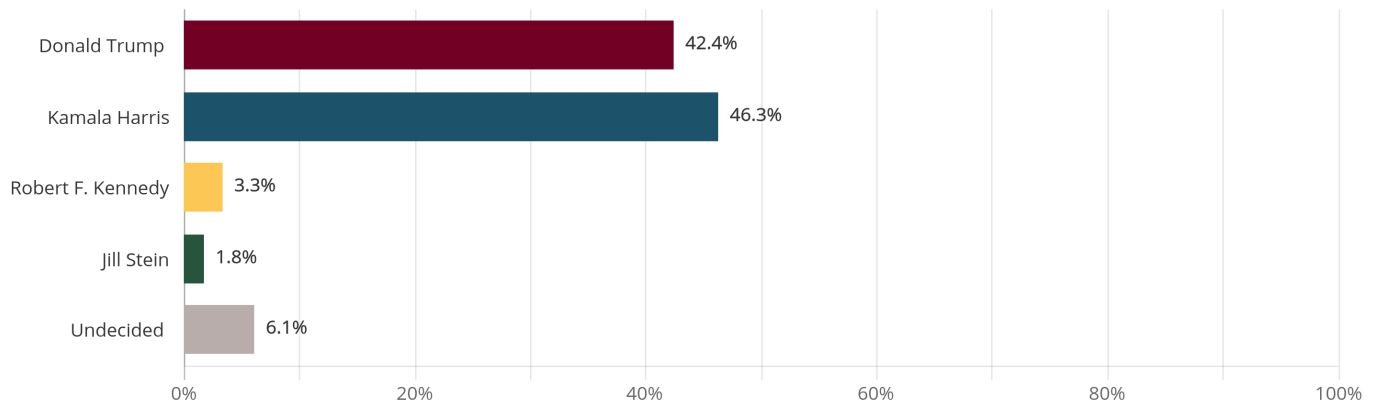
■ Undecided

Value	Frequency	Percent
Donald Trump	271	45.2%
Kamala Harris	288	47.9%
Undecided	41	6.8%
Total	**600**	**100%**

Q7 : Presidential Ballot - Expanded

If the November 5th General Election for President of the United States were held today and the candidates were Republican Donald Trump, Democrat Kamala Harris, Independent Robert F. Kennedy or Green Party Jill Stein? who would you vote for? If you are still undecided please say so.
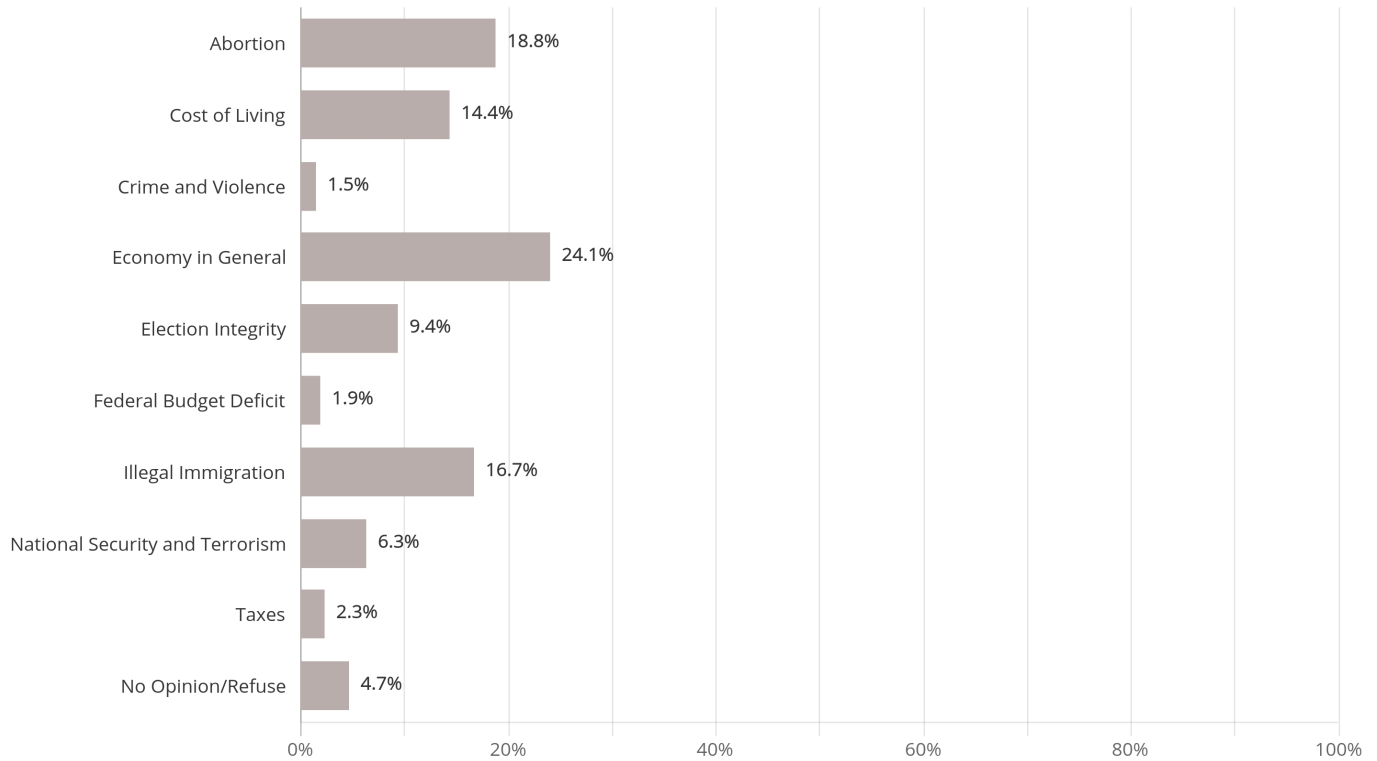
Sample Size: 600

Value	Frequency	Percent
Donald Trump	254	42.4%
Kamala Harris	278	46.3%
Robert F. Kennedy	20	3.3%
Jill Stein	11	1.8%
Undecided	37	6.1%
Total	**600**	**100%**

Q8 : Top Voting Issue

What issues are more important in deciding who to vote for in the upcoming 2024 Presidential election?

Sample Size: 600

Value	Frequency	Percent
Abortion	113	18.8%
Cost of Living	86	14.4%
Crime and Violence	9	1.5%
Economy in General	145	24.1%
Election Integrity	56	9.4%
Federal Budget Deficit	11	1.9%
Illegal Immigration	100	16.7%
National Security and Terrorism	38	6.3%
Taxes	14	2.3%
No Opinion/Refuse	28	4.7%
Total	**600**	**100%**

Q9 : Military Record Lie

If a candidate running for public office lied or embellished their military record and used it to enhance their resume, would that make you more or less likely to vote for them?
Sample Size: 600
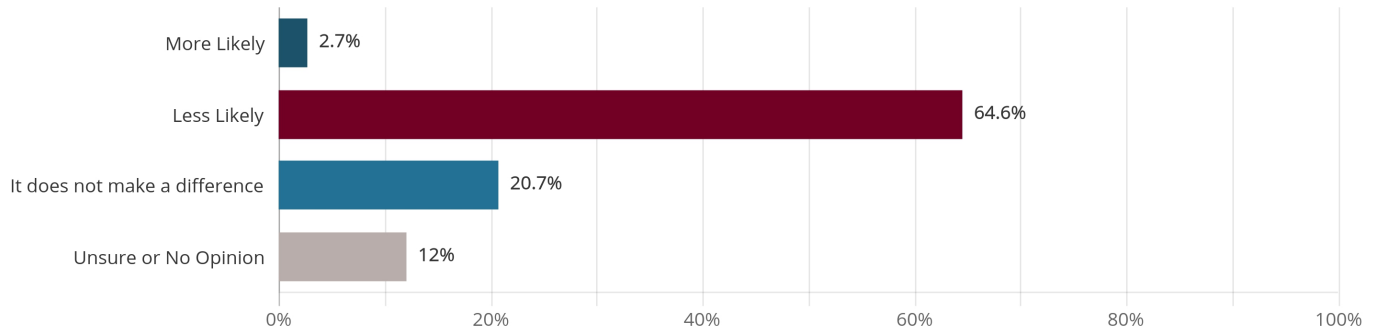
Value	Frequency	Percent
More Likely	16	2.7%
Less Likely	388	64.6%
It does not make a difference	124	20.7%
Unsure or No Opinion	72	12%
Total	**600**	**100%**

Q10 : Biden Health Coverup

In 2024, Kamala Harris repeatedly said that Joe Biden was fit to run for President and could serve another 4 years. Biden announced in July that he would not be seeking another term. Some have suggested that Kamala Harris was involved in a cover-up surrounding Biden's health issues. Do you agree or disagree that Harris may have been involved in the cover-up?
Sample Size: 600
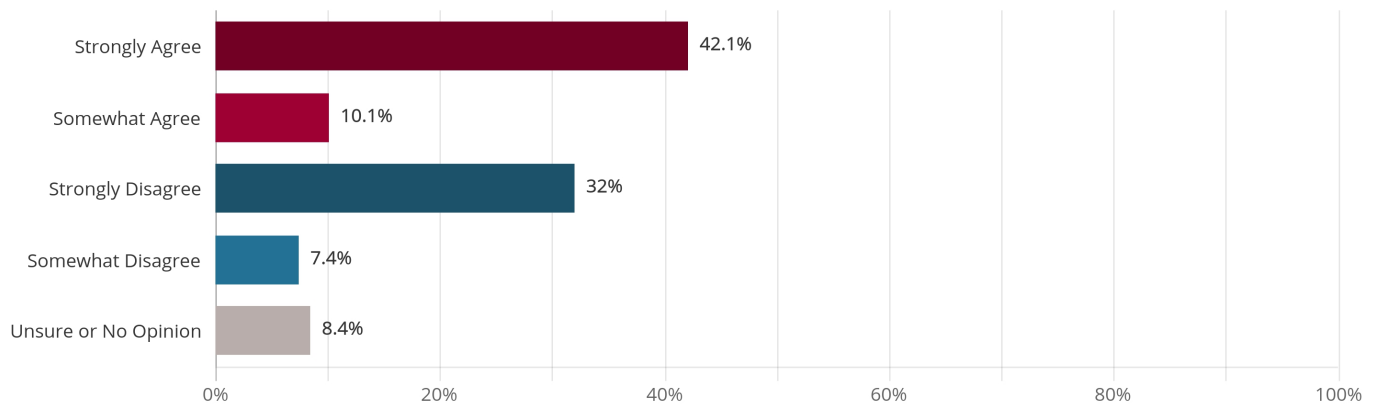
Value	Frequency	Percent
Strongly Agree	253	42.1%
Somewhat Agree	61	10.1%
Strongly Disagree	192	32%
Somewhat Disagree	44	7.4%
Unsure or No Opinion	50	8.4%
Total	**600**	**100%**

Q11 : Afghanistan Withdrawal

Kamala Harris says she was the last person in the room when Joe Biden made the final decision to withdraw from Afghanistan. 13 American soldiers were killed in action during the withdrawal. Do you support or oppose the way the withdrawal from Afghanistan was conducted?
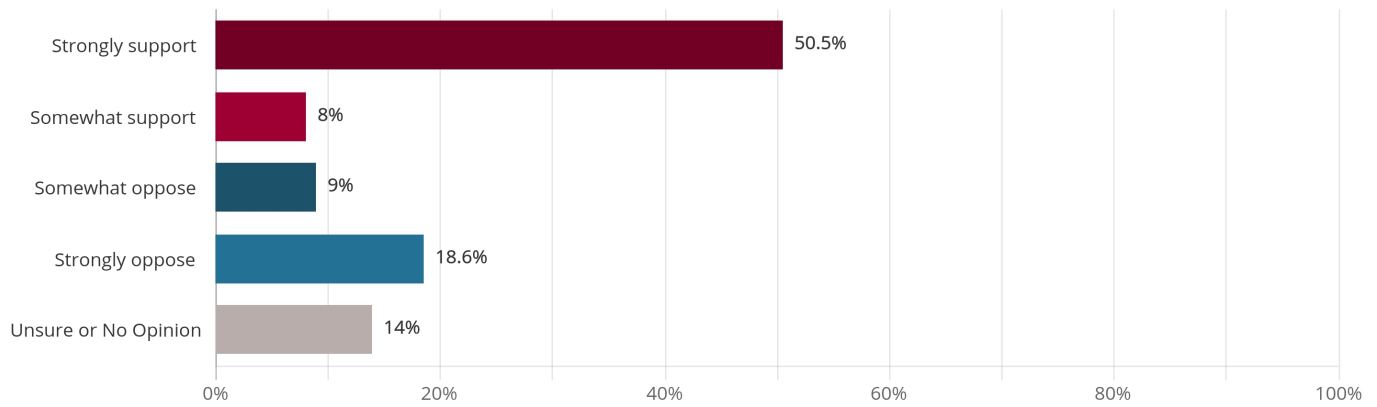
Sample Size: 600
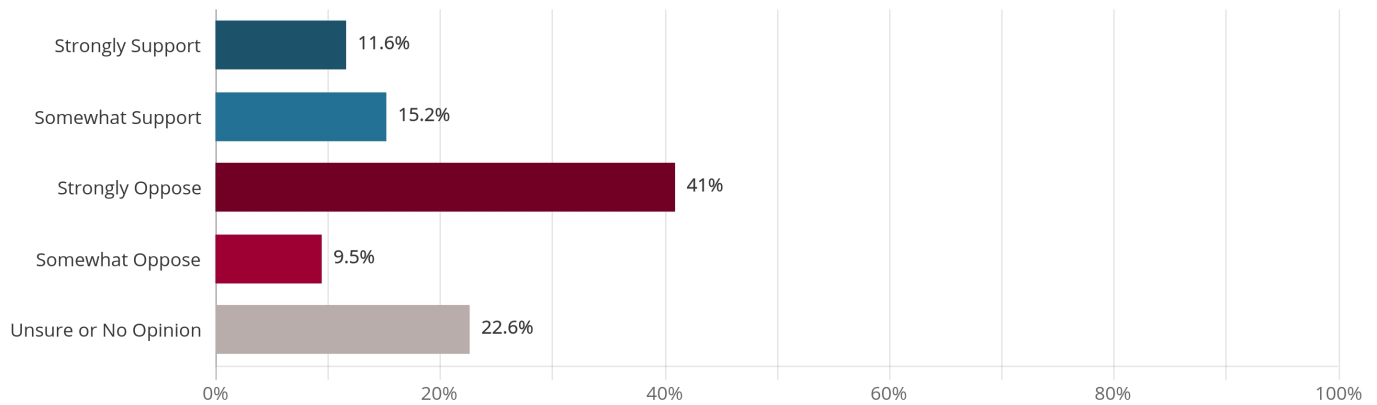
Value	Frequency	Percent
Strongly Support	70	11.6%
Somewhat Support	91	15.2%
Strongly Oppose	246	41%
Somewhat Oppose	57	9.5%
Unsure or No Opinion	136	22.6%
Total	**600**	**100%**

Q14 : Trans Athletes

Would you support or oppose Congress passing a law banning biological males who identify as transgender from participating in women's sports programs in public schools?
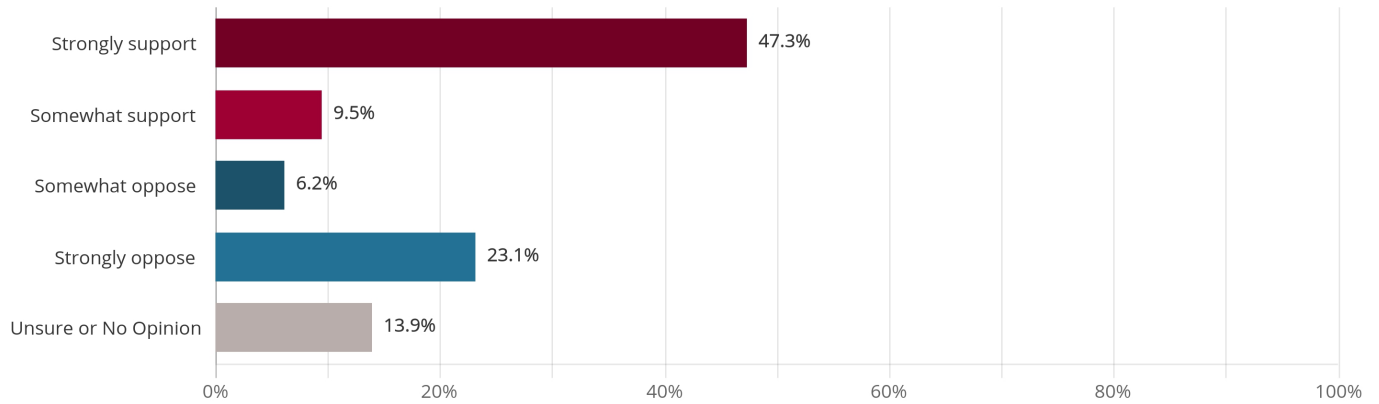
Sample Size: 600

Value	Frequency	Percent
Strongly support	303	50.5%
Somewhat support	48	8%
Somewhat oppose	54	9%
Strongly oppose	112	18.6%
Unsure or No Opinion	84	14%
Total	**600**	**100%**

Q15 : Trans Minor Procedures

Would you support or oppose Congress passing a law banning sex-change procedures for children under the age of 18 who identify as transgender?
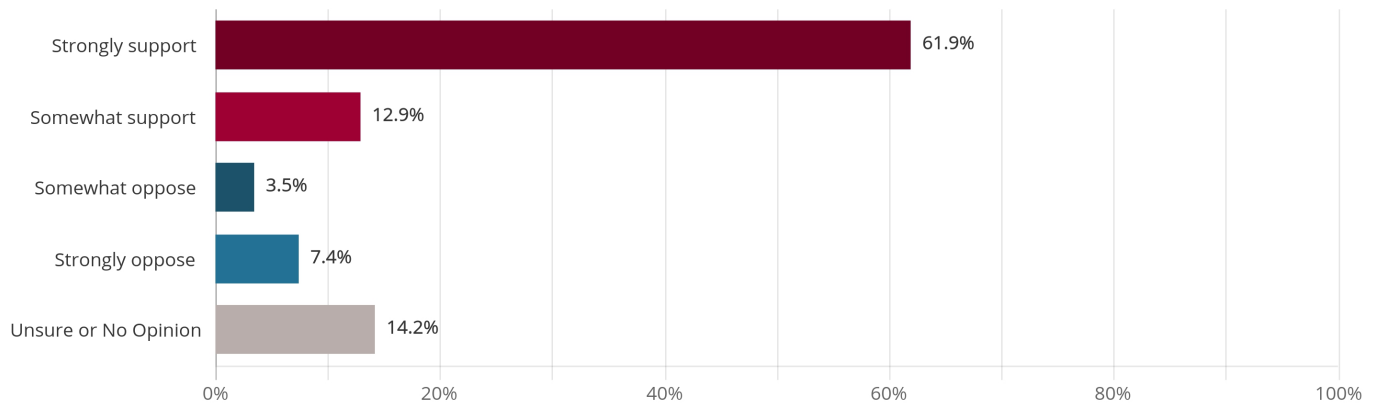Sample Size: 600

Value	Frequency	Percent
Strongly support	284	47.3%
Somewhat support	57	9.5%
Somewhat oppose	37	6.2%
Strongly oppose	138	23.1%
Unsure or No Opinion	83	13.9%
Total	**600**	**100%**

Q16 : 18 or Older Sites

Would you support or oppose Congress passing a law requiring online pornography companies to verify someone is 18 or older before allowing access to their sites?
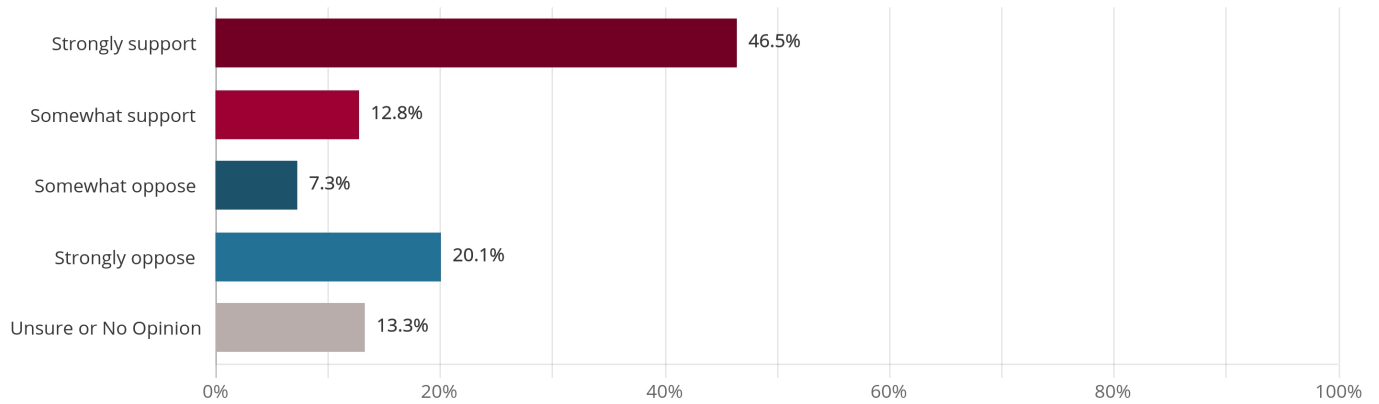
Sample Size: 600

Value	Frequency	Percent
Strongly support	372	61.9%
Somewhat support	77	12.9%
Somewhat oppose	21	3.5%
Strongly oppose	44	7.4%
Unsure or No Opinion	85	14.2%
Total	**600**	**100%**

Q17 : Parental Notification

Would you support or oppose Congress passing a law requiring public schools to notify parents if their child is identifying as transgender in class?
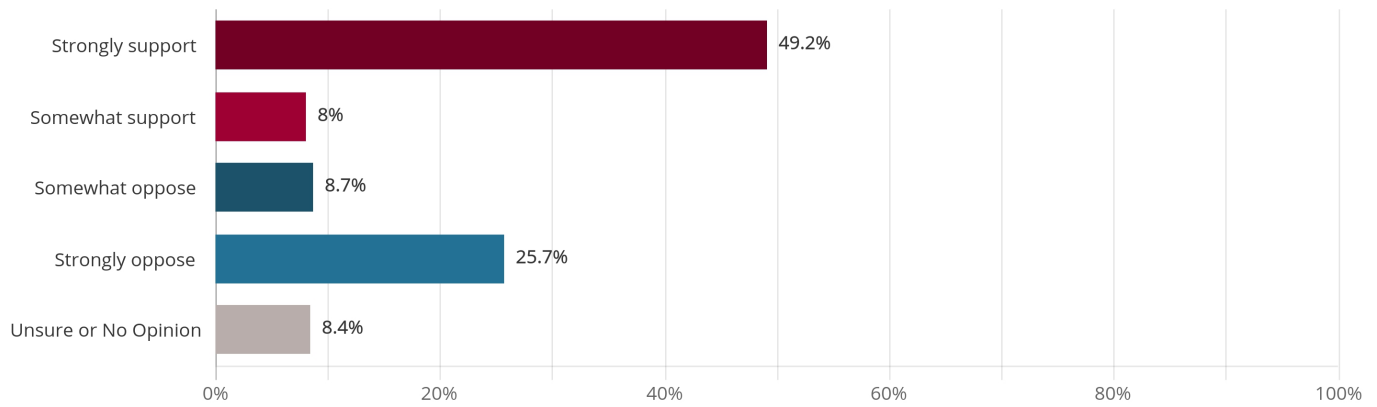Sample Size: 600

Value	Frequency	Percent
Strongly support	279	46.5%
Somewhat support	77	12.8%
Somewhat oppose	44	7.3%
Strongly oppose	120	20.1%
Unsure or No Opinion	80	13.3%
Total	**600**	**100%**

Q18 : Young Student Topics Ban

Would you support or oppose Congress passing a law banning classroom instruction on topics related to sexual orientation or gender identity in public schools for students in kindergarten through 3rd grade?
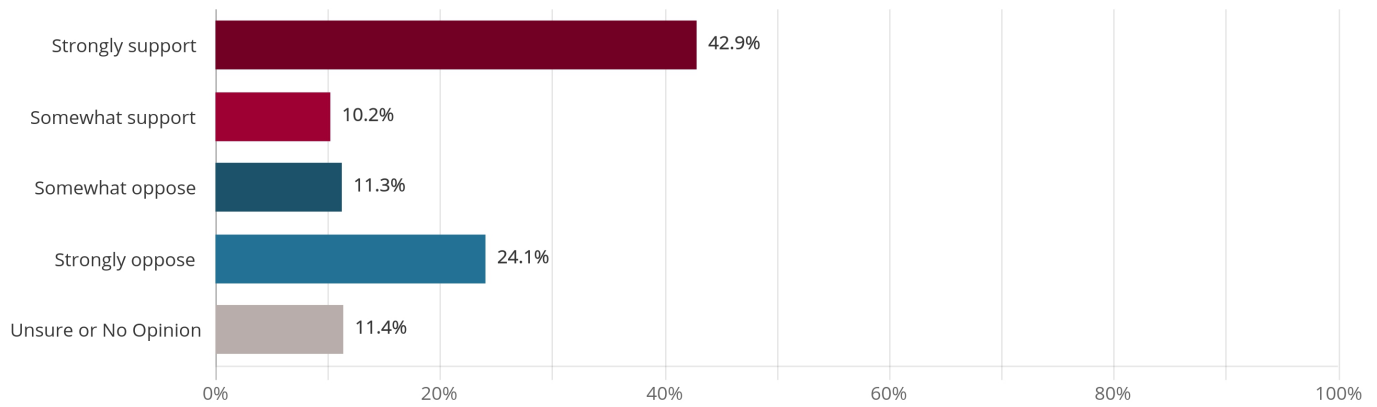
Sample Size: 600

Value	Frequency	Percent
Strongly support	295	49.2%
Somewhat support	48	8%
Somewhat oppose	52	8.7%
Strongly oppose	154	25.7%
Unsure or No Opinion	50	8.4%
Total	**600**	**100%**

Q19 : Graphic Content Library Ban

Would you support or oppose Congress passing a law prohibiting public elementary and middle schools from making books with graphic sexual depictions available to students in the school library?

Sample Size: 600

Value	Frequency	Percent
Strongly support	257	42.9%
Somewhat support	61	10.2%
Somewhat oppose	68	11.3%
Strongly oppose	145	24.1%
Unsure or No Opinion	69	11.4%
Total	**600**	**100%**

Q20 : Commercialized Gambling

Some have suggested that the recent expansion of commercialized gambling has had a negative effect on American society. Do you agree or disagree?
Sample Size: 600
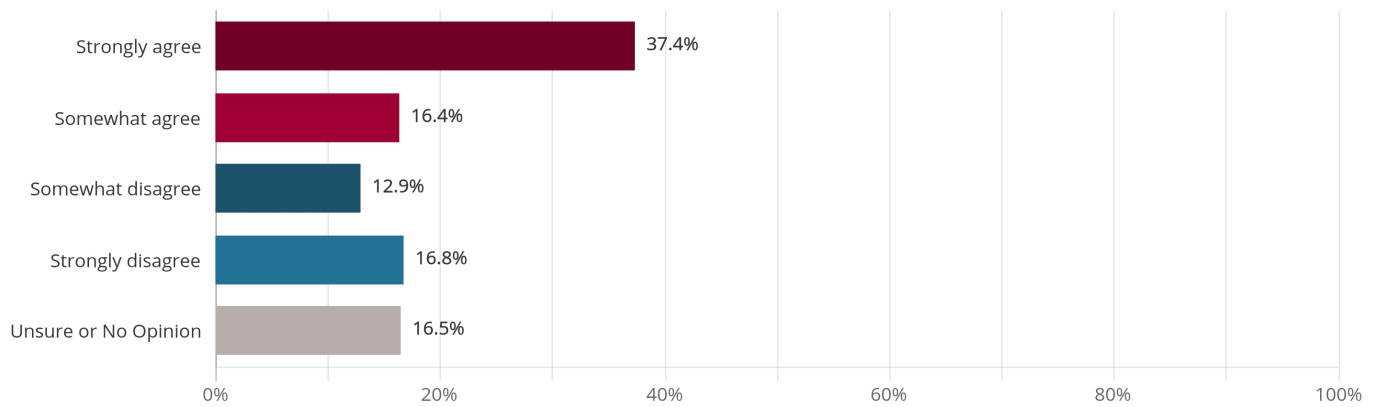
Value	Frequency	Percent
Strongly agree	224	37.4%
Somewhat agree	99	16.4%
Somewhat disagree	77	12.9%
Strongly disagree	101	16.8%
Unsure or No Opinion	99	16.5%
Total	**600**	**100%**

Q21 : Trans Sanctuary

Some states have passed laws making themselves "transgender sanctuary states" which would provide special legal protections for persons or entities that facilitate sex change drugs and procedures for minors, even against parents' wishes, and in some cases taking custody away from parents who do not wish their children to undergo these treatments. Would you support or oppose Congress passing a similar law?
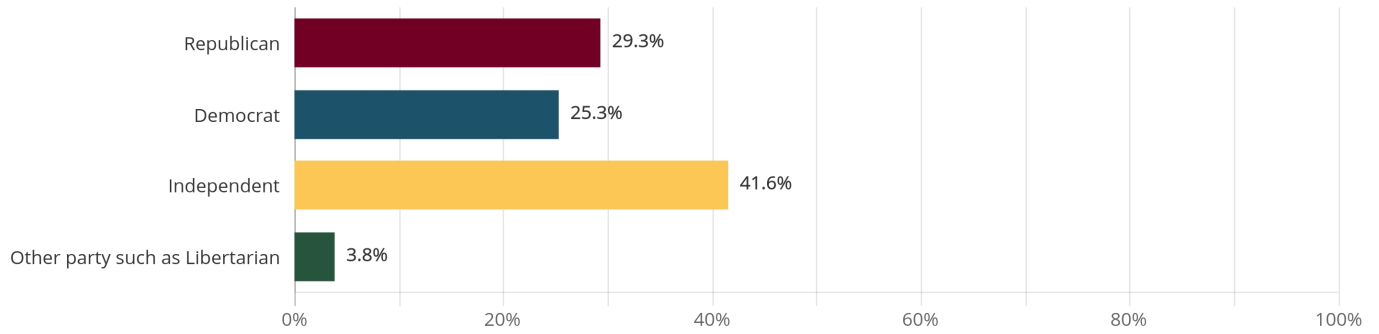
Sample Size: 600
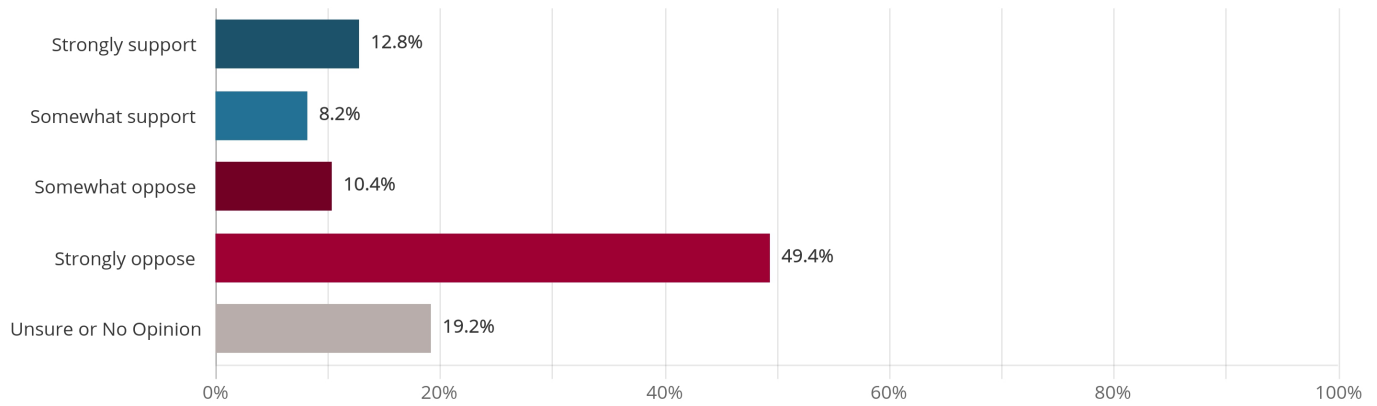
Value	Frequency	Percent
Strongly support	77	12.8%
Somewhat support	49	8.2%
Somewhat oppose	63	10.4%
Strongly oppose	296	49.4%
Unsure or No Opinion	115	19.2%
Total	**600**	**100%**

Q23 : Party

Do you consider yourself to be a Republican, a Democrat, Independent or another party such as Libertarian?

Sample Size: 600

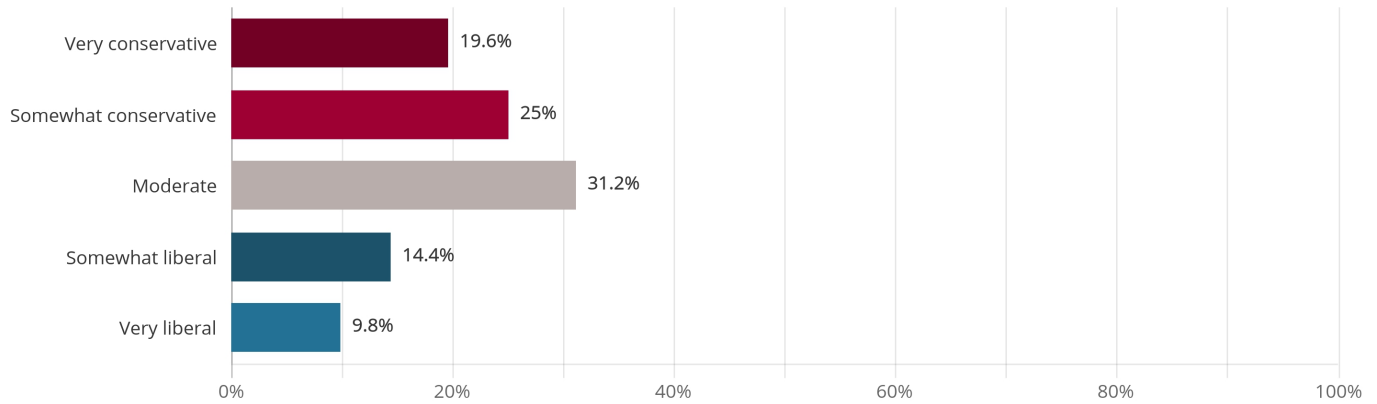| Value	Frequency	Percent
Republican	176	29.3%
Democrat	152	25.3%
Independent	250	41.6%
Other party such as Libertarian	23	3.8%
Total	**600**	**100%**

Q24 : Ideology

What is your political ideology?

Sample Size: 600

Value	Frequency	Percent
Very conservative	118	19.6%
Somewhat conservative	150	25%
Moderate	187	31.2%
Somewhat liberal	87	14.4%
Very liberal	59	9.8%
Total	**600**	**100%**

Q25 : Gender

What is your gender?

Sample Size: 600

Male 48.2%

Female 51.8%

0%   20%   40%   60%   80%   100%
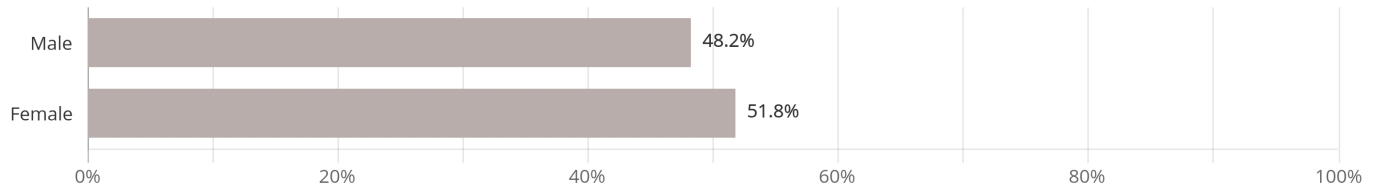
Legend

Male   Female

Value	Frequency	Percent
Male	289	48.2%
Female	311	51.8%
Total	**600**	**100%**

Q26 : Ethnicity

What is your ethnicity?

Sample Size: 600
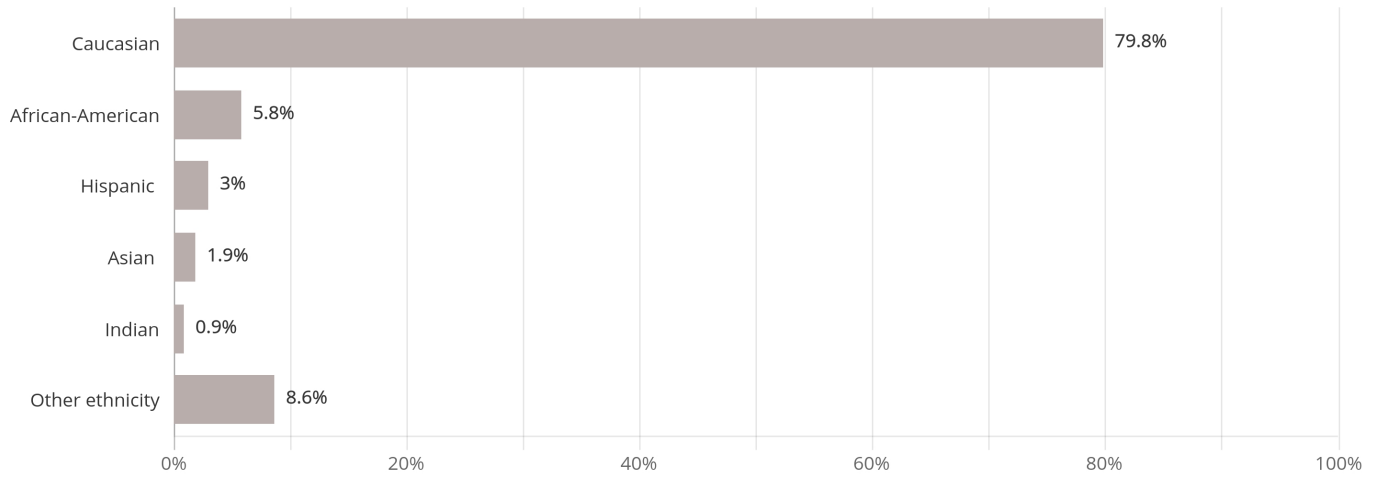
Value	Frequency	Percent
Caucasian	479	79.8%
African-American	35	5.8%
Hispanic	18	3%
Asian	11	1.9%
Indian	5	0.9%
Other ethnicity	52	8.6%
Total	**600**	**100%**

Q27 : Age

What is your age?

Sample Size: 600
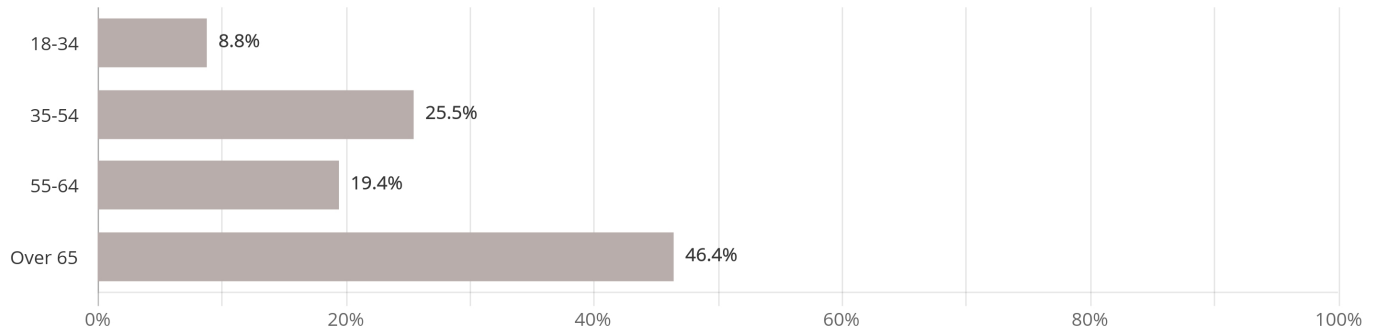
Value	Frequency	Percent
18-34	53	8.8%
35-54	153	25.5%
55-64	116	19.4%
Over 65	278	46.4%
Total	**600**	**100%**

Q28 : DMA

DMA

Sample Size: 600
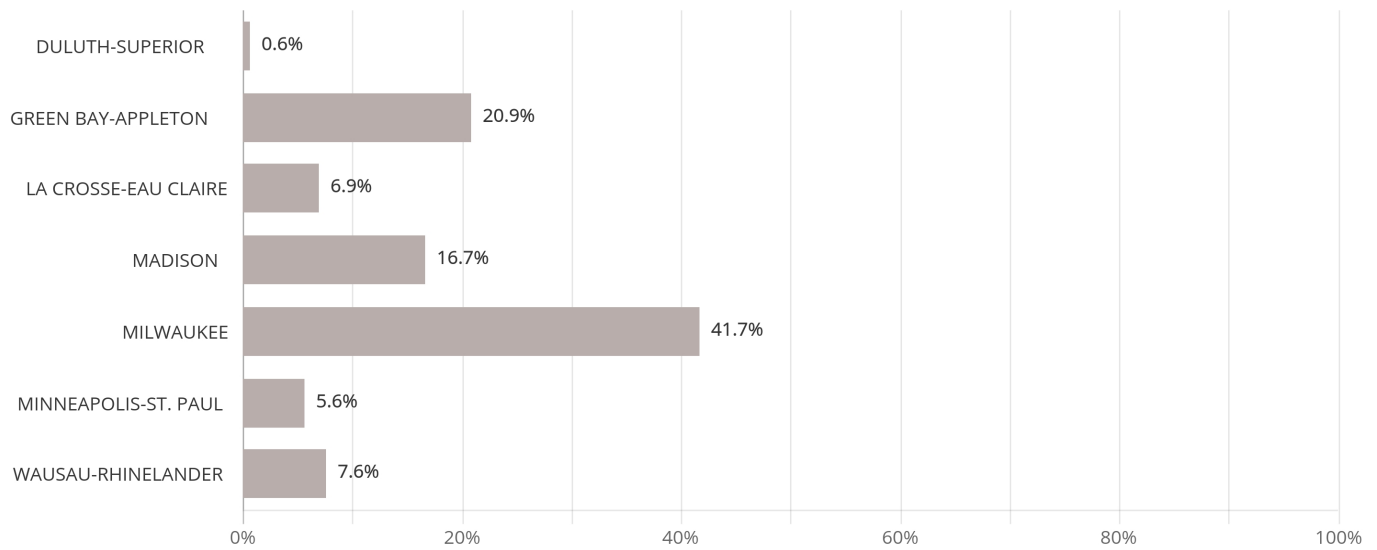
Value	Frequency	Percent
DULUTH-SUPERIOR	4	0.6%
GREEN BAY-APPLETON	126	20.9%
LA CROSSE-EAU CLAIRE	41	6.9%
MADISON	100	16.7%
MILWAUKEE	250	41.7%
MINNEAPOLIS-ST. PAUL	33	5.6%
WAUSAU-RHINELANDER	46	7.6%
Total	**600**	**100%**

Q29 : Survey Method

Survey Method

Sample Size: 600
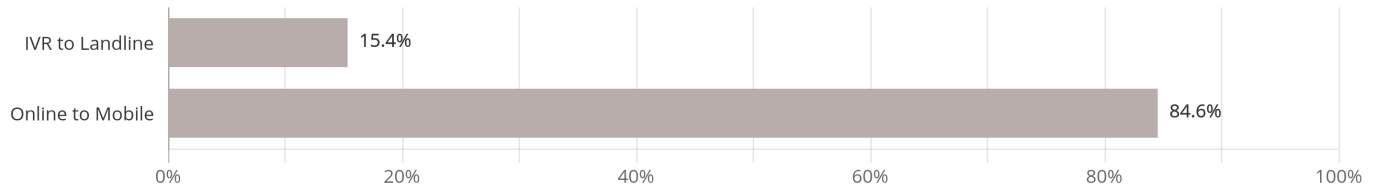
Legend

- IVR to Landline
- Online to Mobile

Value	Frequency	Percent
IVR to Landline	93	15.4%
Online to Mobile	507	84.6%
Total	**600**	**100%**