

Wisconsin Survey Results

Q1 Do you approve or disapprove of President Joe Biden's job performance?

Approve 5%
Disapprove 93%
Not sure 2%

Q2 Generally speaking do you vote in Republican primaries or Democratic primaries, or do you not usually vote in primary elections?

Republican primaries 100%
Democratic primaries 0%
Don't usually vote in primary elections 0%

Q3 Do you have a favorable or unfavorable opinion of Ron DeSantis?

Favorable 65%
Unfavorable 13%
Not sure 22%

Q4 Do you have a favorable or unfavorable opinion of Nikki Haley?

Favorable 42%
Unfavorable 21%
Not sure 36%

Q5 Do you have a favorable or unfavorable opinion of Mike Pence?

Favorable 40%
Unfavorable 38%
Not sure 22%

Q6 Do you have a favorable or unfavorable opinion of Vivek Ramaswamy?

Favorable 26%
Unfavorable 23%
Not sure 51%

Q7 Do you have a favorable or unfavorable opinion of Tim Scott?

Favorable 46%
Unfavorable 14%
Not sure 40%

Q8 Do you have a favorable or unfavorable opinion of Donald Trump?

Favorable 69%
Unfavorable 21%
Not sure 10%

Q9 If the Republican candidates for President next year were Ron DeSantis, Nikki Haley, Mike Pence, Vivek Ramaswamy, Tim Scott, and Donald Trump who would you vote for?

Ron DeSantis 25%
Nikki Haley 5%
Mike Pence 8%
Vivek Ramaswamy 2%
Tim Scott 5%
Donald Trump 41%
Not sure 15%

Q10 If the Republican candidates for President next year were just Ron DeSantis and Donald Trump, who would you vote for?

Ron DeSantis 39%
Donald Trump 43%
Not sure 18%



Q11 Do you have a favorable or unfavorable opinion of Sheriff David Clarke?

Favorable 56%
Unfavorable 8%
Not sure 36%

Q12 Do you have a favorable or unfavorable opinion of Mike Gallagher?

Favorable 31%
Unfavorable 10%
Not sure 59%

Q13 Do you have a favorable or unfavorable opinion of Eric Hovde?

Favorable 7%
Unfavorable 11%
Not sure 82%

Q14 Do you have a favorable or unfavorable opinion of Tom Tiffany?

Favorable 26%
Unfavorable 11%
Not sure 63%

Q15 If the Republican candidates for US Senate next year were Sheriff David Clarke, Mike Gallagher, Eric Hovde, and Tom Tiffany, who would you vote for?

Sheriff David Clarke 40%
Mike Gallagher 20%
Eric Hovde 3%
Tom Tiffany 10%
Not sure 27%

Q16 If the Republican candidates for US Senate next year were just Sheriff David Clarke and Mike Gallagher, who would you vote for?

Sheriff David Clarke 45%
Mike Gallagher 26%
Not sure 29%

Q17 If you are a woman, press 1. If a man, press 2. If you are gender non-binary, press 3.

Woman 44%
Man 54%
Gender non-binary 2%

Q18 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

Democrat 2%
Republican 70%
Independent 28%

Q19 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

18 to 45 28%
46 to 65 43%
Older than 65 30%

Q20 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

High school graduate or less 26%
Some college but did not finish 24%
2-year college degree 16%
4-year college degree 24%
Post-graduate degree 10%

Q21 Mode

Landline 50%
Text 50%

Q22 Media Market

Superior/Minneapolis 8%
Green Bay 23%
La Crosse 9%
Madison 13%
Milwaukee 38%
Wausau 9%



	Base	Gender		
		Woman	Man	Gender non-binary
Biden Approval				
Approve	5%	3%	6%	27%
Disapprove	93%	95%	93%	73%
Not sure	2%	3%	1%	-

	Base	Gender		
		Woman	Man	Gender non-binary
DeSantis Favorability				
Favorable	65%	54%	74%	53%
Unfavorable	13%	18%	9%	14%
Not sure	22%	28%	17%	34%

	Base	Gender		
		Woman	Man	Gender non-binary
Haley Favorability				
Favorable	42%	32%	50%	55%
Unfavorable	21%	26%	17%	16%
Not sure	36%	41%	33%	29%

	Base	Gender		
		Woman	Man	Gender non-binary
Pence Favorability				
Favorable	40%	35%	43%	45%
Unfavorable	38%	42%	35%	49%
Not sure	22%	23%	22%	5%

	Base	Gender		
		Woman	Man	Gender non-binary
Ramaswamy Favorability				
Favorable	26%	24%	28%	11%
Unfavorable	23%	26%	20%	61%
Not sure	51%	50%	52%	28%

	Base	Gender		
		Woman	Man	Gender non-binary
Scott Favorability				
Favorable	46%	42%	49%	44%
Unfavorable	14%	14%	14%	30%
Not sure	40%	44%	37%	26%

	Base	Gender		
		Woman	Man	Gender non-binary
Trump Favorability				
Favorable	69%	73%	65%	67%
Unfavorable	21%	19%	23%	8%
Not sure	10%	8%	11%	25%

	Base	Gender		
		Woman	Man	Gender non-binary
GOP Presidential Primary Vote				
Ron DeSantis	25%	19%	31%	2%
Nikki Haley	5%	4%	5%	20%
Mike Pence	8%	7%	8%	7%
Vivek Ramaswamy	2%	1%	3%	-
Tim Scott	5%	3%	6%	-
Donald Trump	41%	50%	33%	35%
Not sure	15%	15%	14%	35%

	Base	Gender		
		Woman	Man	Gender non-binary
DeSantis / Trump				
Ron DeSantis	39%	31%	46%	5%
Donald Trump	43%	51%	36%	61%
Not sure	18%	19%	17%	33%

	Base	Gender		
		Woman	Man	Gender non-binary
Clarke Favorability				
Favorable	56%	46%	65%	36%
Unfavorable	8%	7%	9%	4%
Not sure	36%	47%	26%	60%

	Base	Gender		
		Woman	Man	Gender non-binary
Gallagher Favorability				
Favorable	31%	30%	32%	25%
Unfavorable	10%	8%	10%	24%
Not sure	59%	62%	57%	51%

	Base	Gender		
		Woman	Man	Gender non-binary
Hovde Favorability				
Favorable	7%	4%	10%	2%
Unfavorable	11%	12%	11%	6%
Not sure	82%	84%	79%	92%

	Base	Gender		
		Woman	Man	Gender non-binary
Tiffany Favorability				
Favorable	26%	23%	29%	5%
Unfavorable	11%	11%	11%	26%
Not sure	63%	65%	60%	69%

	Base	Gender		
		Woman	Man	Gender non-binary
Clarke / Gallagher / Hovde / Tiffany				
Sheriff David Clarke	40%	31%	46%	57%
Mike Gallagher	20%	21%	19%	24%
Eric Hovde	3%	3%	4%	6%
Tom Tiffany	10%	11%	10%	1%
Not sure	27%	34%	22%	12%

	Base	Gender		
		Woman	Man	Gender non-binary
Clarke / Gallagher				
Sheriff David Clarke	45%	36%	52%	56%
Mike Gallagher	26%	24%	27%	23%
Not sure	29%	39%	21%	21%

	Base	Party		
		Democrat	Republican	Independent
Biden Approval				
Approve	5%	25%	3%	8%
Disapprove	93%	75%	96%	88%
Not sure	2%	-	1%	4%

	Base	Party		
		Democrat	Republican	Independent
DeSantis Favorability				
Favorable	65%	45%	67%	60%
Unfavorable	13%	17%	11%	18%
Not sure	22%	38%	22%	22%

	Base	Party		
		Democrat	Republican	Independent
Haley Favorability				
Favorable	42%	8%	45%	39%
Unfavorable	21%	15%	21%	22%
Not sure	36%	77%	34%	38%

	Base	Party		
		Democrat	Republican	Independent
Pence Favorability				
Favorable	40%	81%	38%	41%
Unfavorable	38%	19%	40%	37%
Not sure	22%	-	23%	22%

	Base	Party		
		Democrat	Republican	Independent
Ramaswamy Favorability				
Favorable	26%	-	26%	28%
Unfavorable	23%	19%	27%	16%
Not sure	51%	81%	48%	56%

	Base	Party		
		Democrat	Republican	Independent
Scott Favorability				
Favorable	46%	51%	46%	46%
Unfavorable	14%	15%	15%	13%
Not sure	40%	34%	39%	41%

	Base	Party		
		Democrat	Republican	Independent
Trump Favorability				
Favorable	69%	75%	77%	47%
Unfavorable	21%	25%	16%	33%
Not sure	10%	-	7%	20%

	Base	Party		
		Democrat	Republican	Independent
GOP Presidential Primary Vote				
Ron DeSantis	25%	2%	26%	25%
Nikki Haley	5%	7%	4%	7%
Mike Pence	8%	1%	8%	8%
Vivek Ramaswamy	2%	-	1%	5%
Tim Scott	5%	2%	5%	5%
Donald Trump	41%	73%	43%	31%
Not sure	15%	15%	13%	20%

	Base	Party		
		Democrat	Republican	Independent
DeSantis / Trump				
Ron DeSantis	39%	10%	37%	44%
Donald Trump	43%	30%	48%	33%
Not sure	18%	60%	15%	23%

	Base	Party		
		Democrat	Republican	Independent
Clarke Favorability				
Favorable	56%	-	57%	58%
Unfavorable	8%	17%	7%	11%
Not sure	36%	83%	36%	31%

	Base	Party		
		Democrat	Republican	Independent
Gallagher Favorability				
Favorable	31%	8%	29%	38%
Unfavorable	10%	22%	9%	10%
Not sure	59%	70%	61%	52%

	Base	Party		
		Democrat	Republican	Independent
Hovde Favorability				
Favorable	7%	-	7%	8%
Unfavorable	11%	17%	13%	6%
Not sure	82%	83%	80%	86%

	Base	Party		
		Democrat	Republican	Independent
Tiffany Favorability				
Favorable	26%	26%	26%	26%
Unfavorable	11%	18%	12%	10%
Not sure	63%	56%	63%	63%

	Base	Party		
		Democrat	Republican	Independent
Clarke / Gallagher / Hovde / Tiffany				
Sheriff David Clarke	40%	43%	41%	36%
Mike Gallagher	20%	8%	20%	22%
Eric Hovde	3%	15%	3%	3%
Tom Tiffany	10%	27%	11%	6%
Not sure	27%	7%	25%	32%

	Base	Party		
		Democrat	Republican	Independent
Clarke / Gallagher				
Sheriff David Clarke	45%	43%	46%	43%
Mike Gallagher	26%	8%	24%	30%
Not sure	29%	49%	30%	26%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Biden Approval				
Approve	5%	6%	3%	6%
Disapprove	93%	90%	96%	92%
Not sure	2%	4%	1%	1%

	Base	Age		
		18 to 45	46 to 65	Older than 65
DeSantis Favorability				
Favorable	65%	73%	66%	54%
Unfavorable	13%	12%	13%	14%
Not sure	22%	15%	20%	32%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Haley Favorability				
Favorable	42%	43%	42%	42%
Unfavorable	21%	19%	24%	19%
Not sure	36%	38%	34%	39%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Pence Favorability				
Favorable	40%	46%	37%	37%
Unfavorable	38%	34%	41%	39%
Not sure	22%	20%	22%	24%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Ramaswamy Favorability				
Favorable	26%	28%	28%	21%
Unfavorable	23%	17%	21%	32%
Not sure	51%	55%	50%	47%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Scott Favorability				
Favorable	46%	44%	49%	43%
Unfavorable	14%	18%	11%	17%
Not sure	40%	39%	40%	40%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Trump Favorability				
Favorable	69%	63%	73%	68%
Unfavorable	21%	25%	16%	24%
Not sure	10%	12%	11%	8%

	Base	Age		
		18 to 45	46 to 65	Older than 65
GOP Presidential Primary Vote				
Ron DeSantis	25%	35%	23%	20%
Nikki Haley	5%	6%	3%	7%
Mike Pence	8%	7%	7%	8%
Vivek Ramaswamy	2%	4%	1%	2%
Tim Scott	5%	4%	6%	3%
Donald Trump	41%	35%	43%	43%
Not sure	15%	10%	17%	16%

	Base	Age		
		18 to 45	46 to 65	Older than 65
DeSantis / Trump				
Ron DeSantis	39%	50%	36%	31%
Donald Trump	43%	32%	45%	51%
Not sure	18%	18%	19%	18%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Clarke Favorability				
Favorable	56%	65%	62%	39%
Unfavorable	8%	4%	11%	7%
Not sure	36%	31%	27%	54%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Gallagher Favorability				
Favorable	31%	27%	33%	33%
Unfavorable	10%	14%	9%	7%
Not sure	59%	60%	58%	60%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Hovde Favorability				
Favorable	7%	8%	8%	4%
Unfavorable	11%	12%	13%	9%
Not sure	82%	80%	79%	87%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Tiffany Favorability				
Favorable	26%	20%	31%	25%
Unfavorable	11%	15%	10%	9%
Not sure	63%	65%	59%	66%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Clarke / Gallagher / Hovde / Tiffany				
Sheriff David Clarke	40%	50%	43%	25%
Mike Gallagher	20%	18%	17%	27%
Eric Hovde	3%	1%	3%	5%
Tom Tiffany	10%	4%	12%	13%
Not sure	27%	27%	25%	30%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Clarke / Gallagher				
Sheriff David Clarke	45%	55%	49%	32%
Mike Gallagher	26%	22%	24%	32%
Not sure	29%	23%	28%	37%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Biden Approval						
Approve	5%	4%	5%	2%	3%	16%
Disapprove	93%	95%	91%	98%	97%	78%
Not sure	2%	1%	4%	-	0%	6%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
DeSantis Favorability						
Favorable	65%	59%	60%	63%	76%	67%
Unfavorable	13%	12%	16%	10%	10%	20%
Not sure	22%	29%	24%	28%	14%	12%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Haley Favorability						
Favorable	42%	32%	47%	47%	44%	49%
Unfavorable	21%	23%	23%	14%	21%	24%
Not sure	36%	45%	30%	39%	36%	27%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Pence Favorability						
Favorable	40%	37%	41%	41%	41%	40%
Unfavorable	38%	44%	34%	39%	37%	37%
Not sure	22%	20%	25%	20%	22%	23%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Ramaswamy Favorability						
Favorable	26%	18%	24%	24%	34%	34%
Unfavorable	23%	35%	25%	13%	16%	25%
Not sure	51%	47%	51%	63%	50%	41%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Scott Favorability						
Favorable	46%	40%	43%	43%	54%	56%
Unfavorable	14%	18%	20%	6%	10%	17%
Not sure	40%	43%	37%	51%	36%	27%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Trump Favorability						
Favorable	69%	85%	63%	73%	64%	43%
Unfavorable	21%	12%	21%	19%	24%	43%
Not sure	10%	3%	16%	8%	12%	14%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
GOP Presidential Primary Vote						
Ron DeSantis	25%	12%	21%	31%	37%	33%
Nikki Haley	5%	7%	6%	5%	3%	4%
Mike Pence	8%	5%	6%	7%	8%	15%
Vivek Ramaswamy	2%	-	4%	2%	3%	-
Tim Scott	5%	3%	4%	3%	7%	7%
Donald Trump	41%	58%	45%	32%	29%	24%
Not sure	15%	15%	14%	19%	11%	17%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
DeSantis / Trump						
Ron DeSantis	39%	20%	35%	45%	54%	50%
Donald Trump	43%	64%	47%	37%	29%	23%
Not sure	18%	16%	18%	18%	16%	27%



	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Clarke Favorability						
Favorable	56%	53%	60%	54%	54%	61%
Unfavorable	8%	6%	8%	6%	7%	18%
Not sure	36%	41%	31%	39%	39%	21%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Gallagher Favorability						
Favorable	31%	21%	32%	31%	34%	50%
Unfavorable	10%	16%	15%	2%	4%	8%
Not sure	59%	63%	54%	67%	62%	42%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Hovde Favorability						
Favorable	7%	0%	7%	3%	15%	9%
Unfavorable	11%	16%	15%	6%	7%	10%
Not sure	82%	84%	78%	90%	78%	81%



	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Tiffany Favorability						
Favorable	26%	22%	24%	29%	29%	29%
Unfavorable	11%	18%	11%	8%	5%	16%
Not sure	63%	60%	65%	63%	66%	54%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Clarke / Gallagher / Hovde / Tiffany						
Sheriff David Clarke	40%	43%	36%	43%	37%	37%
Mike Gallagher	20%	17%	24%	18%	20%	23%
Eric Hovde	3%	3%	1%	3%	5%	6%
Tom Tiffany	10%	12%	11%	8%	8%	9%
Not sure	27%	25%	27%	27%	30%	25%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Clarke / Gallagher						
Sheriff David Clarke	45%	54%	42%	46%	40%	42%
Mike Gallagher	26%	20%	30%	23%	26%	32%
Not sure	29%	26%	28%	32%	34%	26%

	Base	Mode	
		Landline	Text
Biden Approval			
Approve	5%	8%	2%
Disapprove	93%	92%	95%
Not sure	2%	1%	3%

	Base	Mode	
		Landline	Text
DeSantis Favorability			
Favorable	65%	59%	71%
Unfavorable	13%	15%	11%
Not sure	22%	26%	18%

	Base	Mode	
		Landline	Text
Haley Favorability			
Favorable	42%	41%	44%
Unfavorable	21%	27%	15%
Not sure	36%	31%	42%

	Base	Mode	
		Landline	Text
Pence Favorability			
Favorable	40%	42%	38%
Unfavorable	38%	39%	38%
Not sure	22%	19%	25%

	Base	Mode	
		Landline	Text
Ramaswamy Favorability			
Favorable	26%	23%	29%
Unfavorable	23%	35%	12%
Not sure	51%	43%	59%

	Base	Mode	
		Landline	Text
Scott Favorability			
Favorable	46%	43%	48%
Unfavorable	14%	21%	8%
Not sure	40%	36%	44%

	Base	Mode	
		Landline	Text
Trump Favorability			
Favorable	69%	72%	66%
Unfavorable	21%	22%	21%
Not sure	10%	7%	14%

	Base	Mode	
		Landline	Text
GOP Presidential Primary Vote			
Ron DeSantis	25%	17%	33%
Nikki Haley	5%	6%	4%
Mike Pence	8%	10%	5%
Vivek Ramaswamy	2%	1%	3%
Tim Scott	5%	3%	6%
Donald Trump	41%	49%	33%
Not sure	15%	14%	15%

	Base	Mode	
		Landline	Text
DeSantis / Trump			
Ron DeSantis	39%	31%	46%
Donald Trump	43%	51%	36%
Not sure	18%	19%	18%

	Base	Mode	
		Landline	Text
Clarke Favorability			
Favorable	56%	42%	70%
Unfavorable	8%	11%	6%
Not sure	36%	47%	25%

	Base	Mode	
		Landline	Text
Gallagher Favorability			
Favorable	31%	30%	32%
Unfavorable	10%	13%	7%
Not sure	59%	57%	61%

	Base	Mode	
		Landline	Text
Hovde Favorability			
Favorable	7%	5%	9%
Unfavorable	11%	16%	7%
Not sure	82%	79%	84%

	Base	Mode	
		Landline	Text
Tiffany Favorability			
Favorable	26%	30%	22%
Unfavorable	11%	15%	7%
Not sure	63%	55%	71%

	Base	Mode	
		Landline	Text
Clarke / Gallagher / Hovde / Tiffany			
Sheriff David Clarke	40%	34%	45%
Mike Gallagher	20%	21%	19%
Eric Hovde	3%	6%	0%
Tom Tiffany	10%	14%	6%
Not sure	27%	24%	29%

	Base	Mode	
		Landline	Text
Clarke / Gallagher			
Sheriff David Clarke	45%	38%	53%
Mike Gallagher	26%	29%	23%
Not sure	29%	34%	24%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Biden Approval							
Approve	5%	-	7%	0%	2%	6%	6%
Disapprove	93%	95%	91%	99%	98%	91%	93%
Not sure	2%	5%	2%	1%	-	2%	1%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
DeSantis Favorability							
Favorable	65%	60%	67%	60%	63%	67%	61%
Unfavorable	13%	6%	14%	9%	15%	13%	17%
Not sure	22%	34%	19%	31%	23%	20%	22%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Haley Favorability							
Favorable	42%	54%	41%	51%	35%	43%	37%
Unfavorable	21%	15%	22%	21%	25%	20%	25%
Not sure	36%	32%	38%	28%	39%	37%	38%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Pence Favorability							
Favorable	40%	44%	39%	45%	36%	41%	33%
Unfavorable	38%	22%	34%	38%	51%	38%	49%
Not sure	22%	34%	27%	17%	13%	22%	17%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Ramaswamy Favorability							
Favorable	26%	34%	18%	23%	29%	30%	22%
Unfavorable	23%	22%	27%	28%	20%	20%	31%
Not sure	51%	45%	55%	49%	51%	50%	47%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Scott Favorability							
Favorable	46%	51%	49%	38%	39%	47%	44%
Unfavorable	14%	14%	14%	11%	17%	13%	21%
Not sure	40%	36%	37%	50%	44%	39%	35%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Trump Favorability							
Favorable	69%	69%	56%	75%	83%	67%	79%
Unfavorable	21%	15%	27%	23%	12%	23%	14%
Not sure	10%	15%	17%	2%	4%	10%	7%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
GOP Presidential Primary Vote							
Ron DeSantis	25%	24%	20%	19%	31%	30%	19%
Nikki Haley	5%	9%	5%	11%	4%	4%	2%
Mike Pence	8%	7%	7%	2%	5%	10%	11%
Vivek Ramaswamy	2%	-	0%	-	7%	3%	-
Tim Scott	5%	1%	6%	3%	3%	6%	3%
Donald Trump	41%	40%	44%	56%	44%	32%	48%
Not sure	15%	18%	18%	8%	7%	16%	18%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
DeSantis / Trump							
Ron DeSantis	39%	40%	40%	32%	40%	41%	27%
Donald Trump	43%	46%	43%	59%	46%	37%	49%
Not sure	18%	13%	17%	9%	14%	22%	24%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Clarke Favorability							
Favorable	56%	48%	43%	33%	69%	69%	47%
Unfavorable	8%	6%	8%	4%	4%	10%	11%
Not sure	36%	46%	48%	63%	27%	21%	42%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Gallagher Favorability							
Favorable	31%	23%	70%	17%	18%	21%	17%
Unfavorable	10%	12%	12%	4%	11%	6%	22%
Not sure	59%	64%	18%	79%	72%	73%	61%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Hovde Favorability							
Favorable	7%	5%	8%	1%	6%	9%	2%
Unfavorable	11%	14%	10%	6%	18%	10%	16%
Not sure	82%	82%	82%	92%	76%	81%	81%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Tiffany Favorability							
Favorable	26%	72%	19%	31%	18%	10%	76%
Unfavorable	11%	6%	9%	11%	25%	9%	13%
Not sure	63%	22%	73%	58%	57%	81%	11%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Clarke / Gallagher / Hovde / Tiffany							
Sheriff David Clarke	40%	25%	20%	38%	51%	56%	20%
Mike Gallagher	20%	15%	53%	9%	9%	11%	6%
Eric Hovde	3%	1%	1%	1%	9%	3%	5%
Tom Tiffany	10%	32%	1%	13%	7%	2%	47%
Not sure	27%	26%	25%	39%	24%	28%	22%

	Base	Media Market					
		Superior/Minneapolis	Green Bay	La Crosse	Madison	Milwaukee	Wausau
Clarke / Gallagher							
Sheriff David Clarke	45%	38%	21%	37%	65%	58%	39%
Mike Gallagher	26%	15%	58%	17%	11%	17%	16%
Not sure	29%	47%	20%	46%	24%	25%	45%