



Blue Wall Survey – August 2024

Fabrizio Ward₊

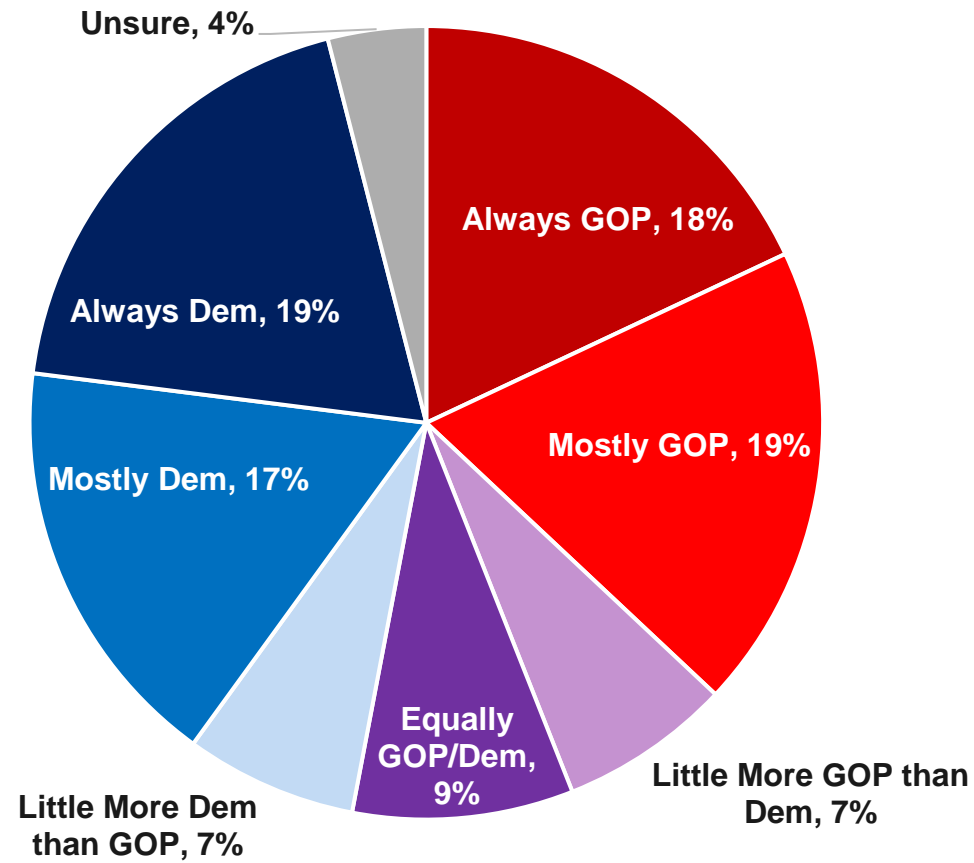
Methodology

- Fabrizio Ward conducted three statewide surveys of N=400 likely 2024 voters in Michigan, Pennsylvania, and Wisconsin from August 19-21, 2024.
- The interviews were conducted via a mixed mode collection process from text-to-web of registered voters from the voter file (50%) and from an online panel (50%).
- Interviews were stratified by region within each state based on past general election turnout.
- Sample for the text-to-web portion was drawn from a list of known registered voters from the Data Trust voter file.
- Quotas were set on age, gender, partisan affiliation, education, and race/ethnicity based on targets derived from the voter file, the American Community survey, exit polls, and past survey research.
- Data was weighted by age, gender, party, recalled 2020 vote, education, and race/ethnicity.
- The margin of sampling error at the 95% confidence interval is $\pm 4.9\%$ for the N=400 statewide data and is $\pm 2.83\%$ for the overall N=1200 data.

Voter Segmentations

- Creation of the key groups comes from self-reported past vote behavior

Past Vote Behavior Segmentation



Always/Mostly GOP: 37%

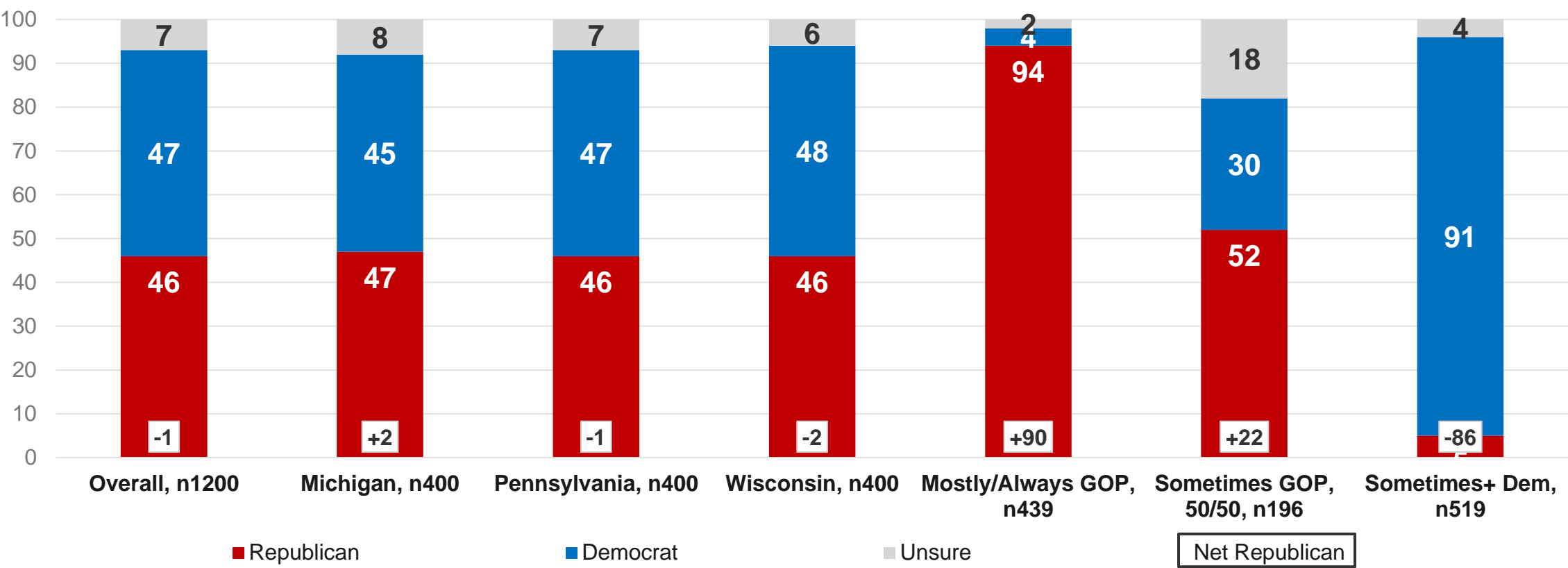
Sometimes GOP, 50/50: 16%

Sometimes+ Dem: 43%

Political Environment

Generic Congressional Ballot

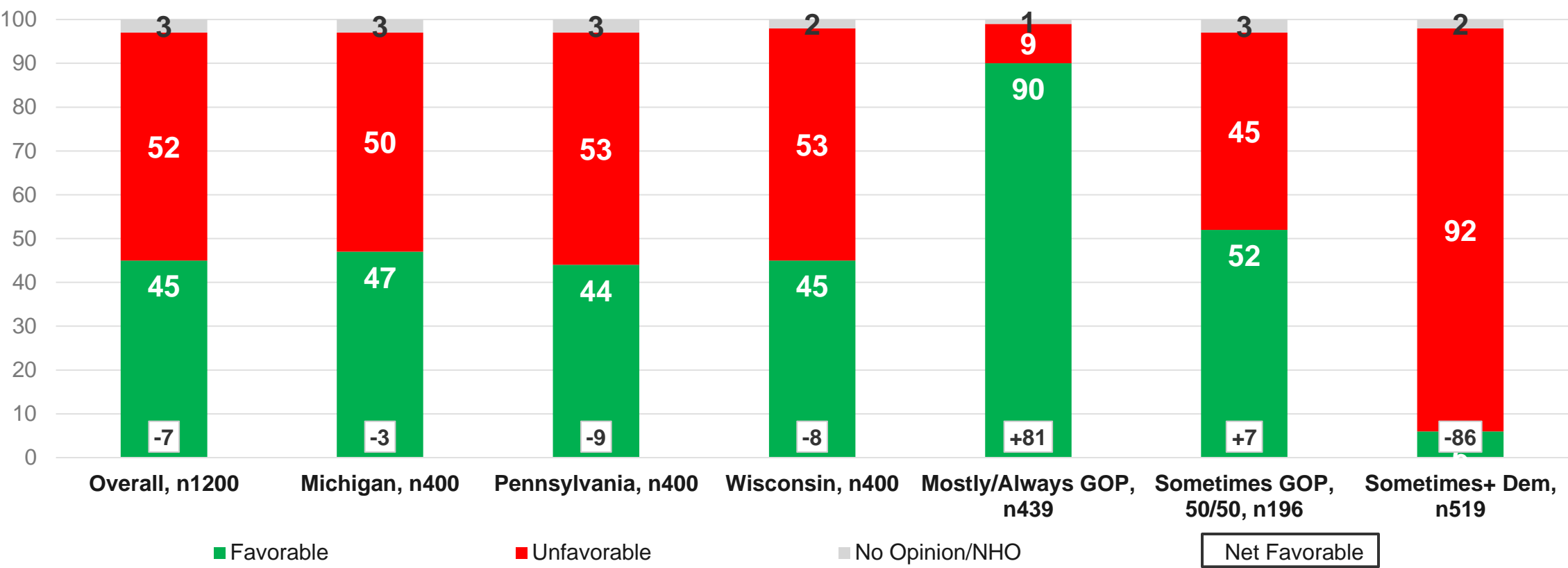
- The generic congressional ballot in all three states is very competitive, with Democrats ahead by 1-point overall.
- The ticket-splitter group backs the generic Republican by 22-points.



Q9. All other things being equal, if the election for Congress were held today, would you be most likely to vote for the Republican candidate or the Democratic candidate for Congress?

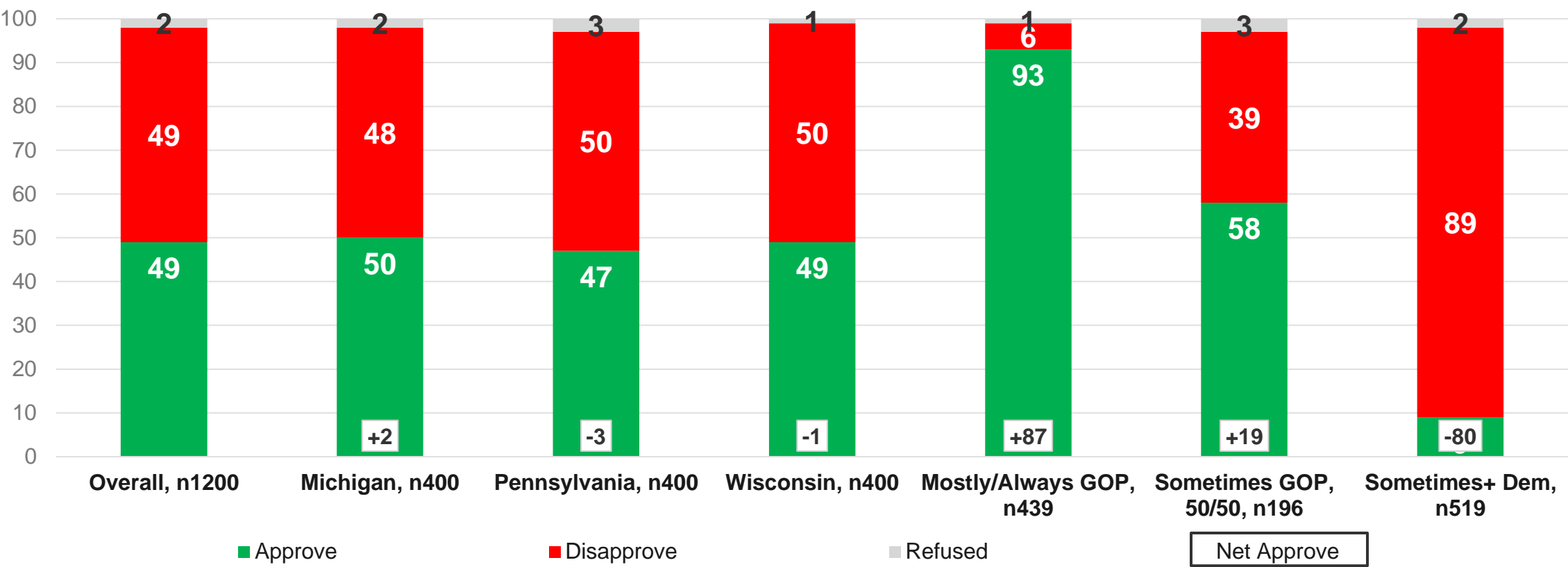
Donald Trump Image

- Former President Trump’s image is underwater in all three states, and is at 45/52 overall.
- 9-in-10 Base GOP voters view him favorably vs. just 52% of ticket-splitters.



Donald Trump Job Approval

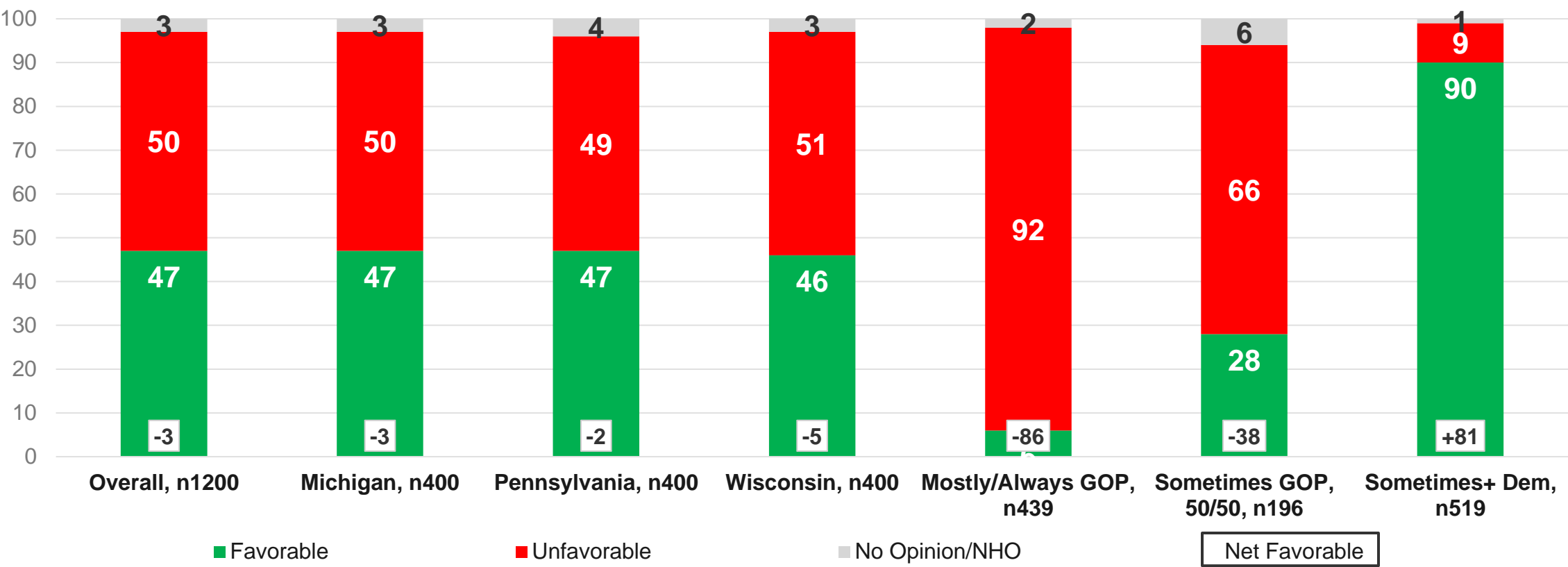
- Trump’s recalled job approval is split even overall, a net 7-points better than his image.
- Among the ticket-splitters, Trump’s job approval outpaces his image by a net of 12-points.



Q19. Do you approve or disapprove of the job Donald Trump did when he was President?

Kamala Harris Image

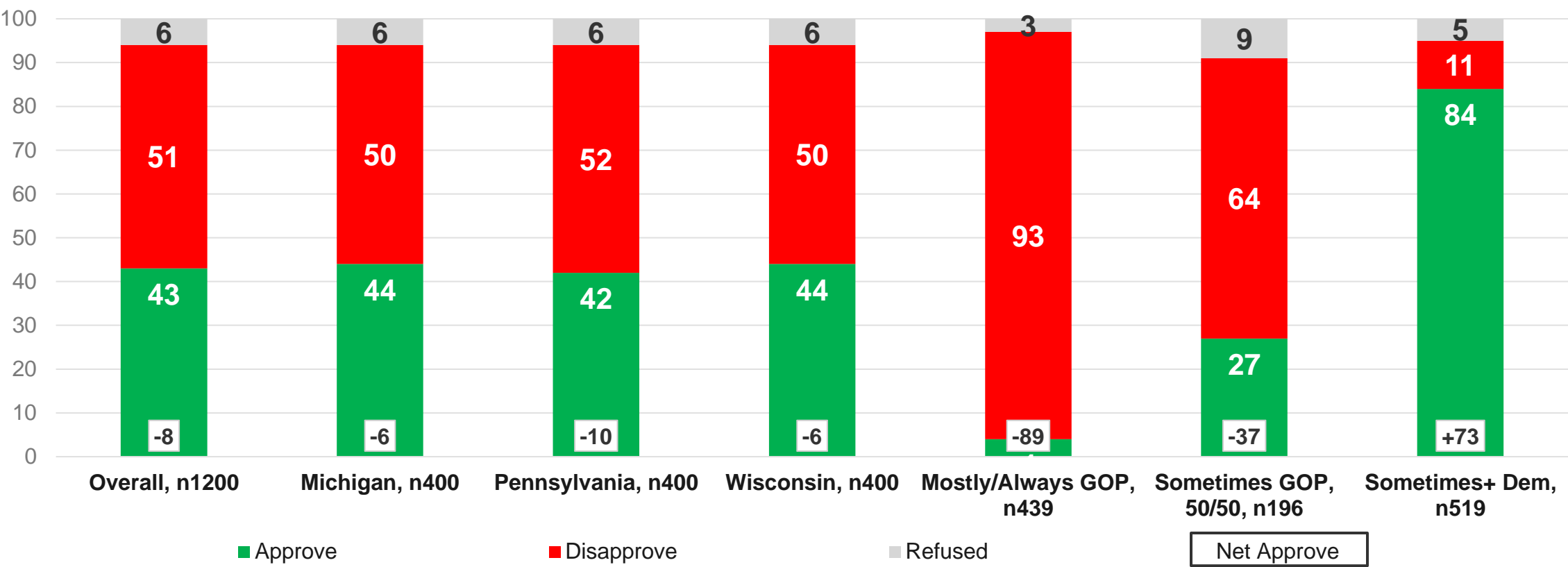
- Kamala Harris’s image is negative but only marginally so in each state.
- Two-thirds of ticket splitters view her unfavorably.



Q11. From the following list of names, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each person? If you have no opinion or have never heard of the person, just indicate that.

Kamala Harris Job Approval

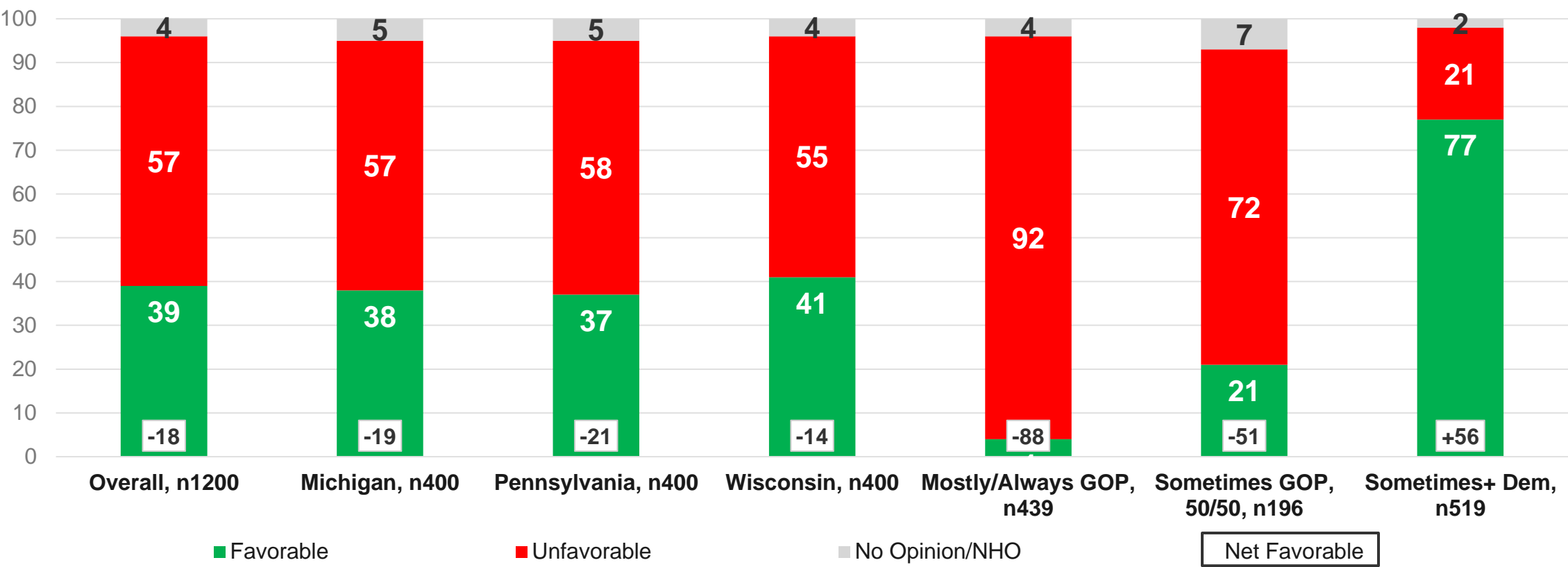
- Harris’s job approval is a bit worse than her image in each of the three states.
- By party, the biggest difference compared to Harris’s image is among the Democratic voting group, who are more likely to view her favorably than approve of the job she is doing.



Q20. Do you approve or disapprove of the job Kamala Harris is doing as Vice President?

Joe Biden Image

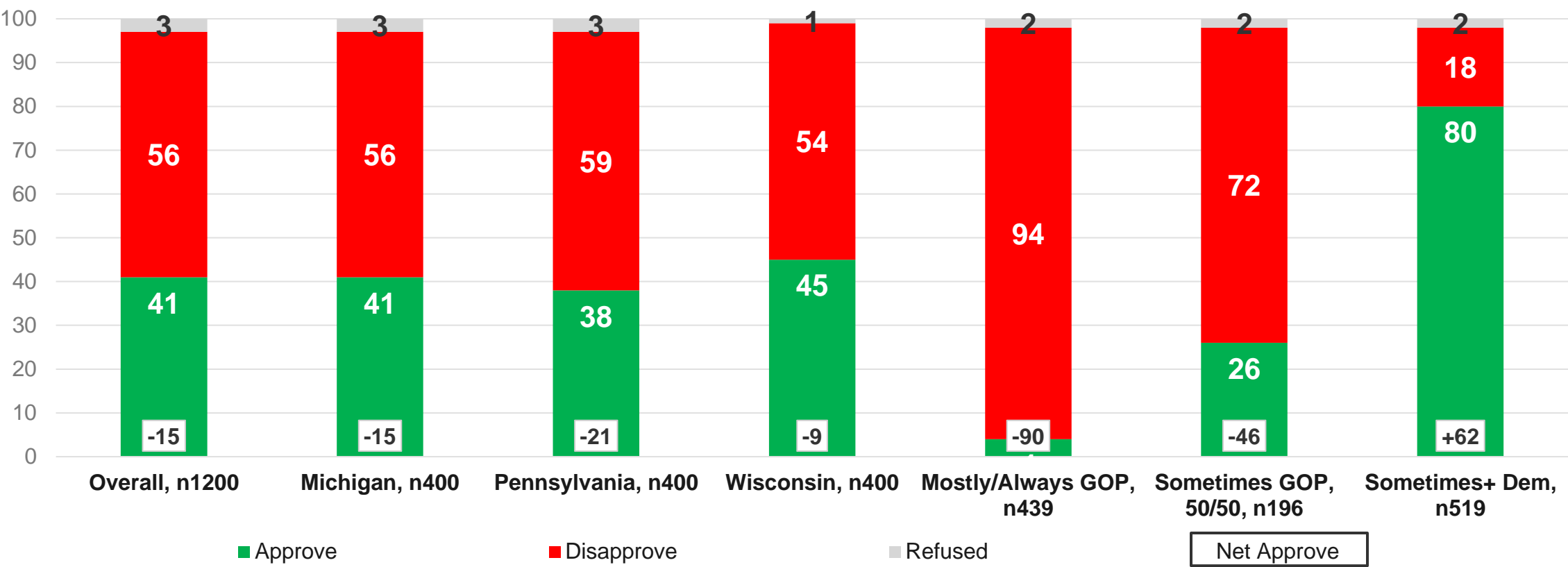
- President Biden’s image is clearly underwater in these Blue Wall states.
- More than 9-in-10 Base GOP voters and more than 7-in-10 ticket-splitters view him unfavorably.



Q12. From the following list of names, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each person? If you have no opinion or have never heard of the person, just indicate that.

Joe Biden Job Approval

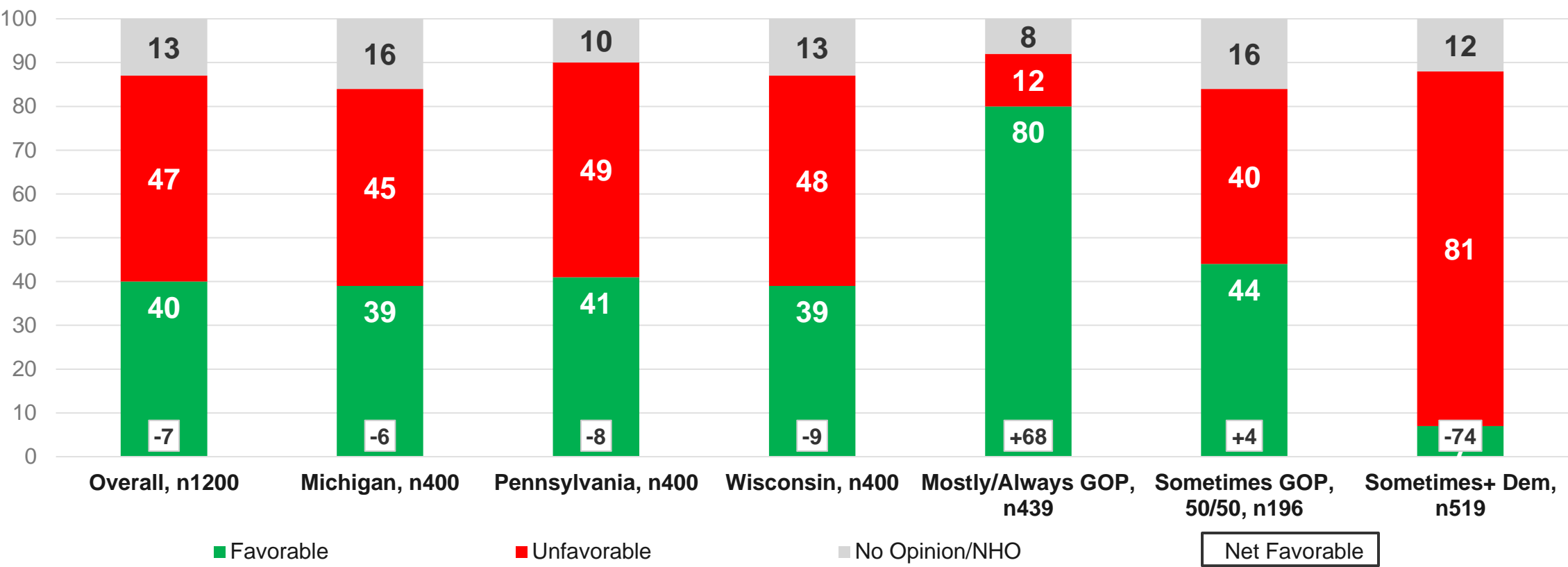
- Biden’s job approval is 15-points underwater overall in these states, and even worse in Pennsylvania.
- Disapproval is high among both Base GOP voters and ticket-splitters.



Q18. Do you approve or disapprove of the job Joe Biden is doing as President?

JD Vance Image

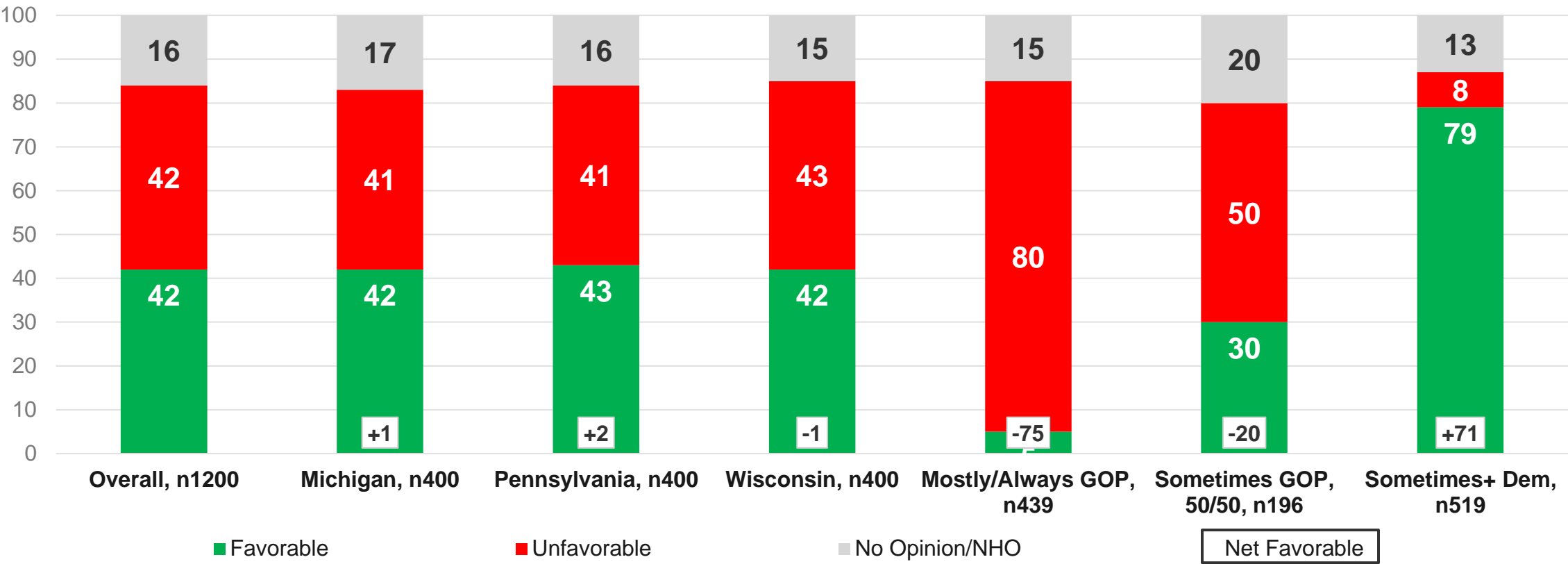
- JD Vance’s image is a bit underwater in each of the states, and is only narrowly positive with ticket-splitters.



Q13. From the following list of names, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each person? If you have no opinion or have never heard of the person, just indicate that.

Tim Walz Image

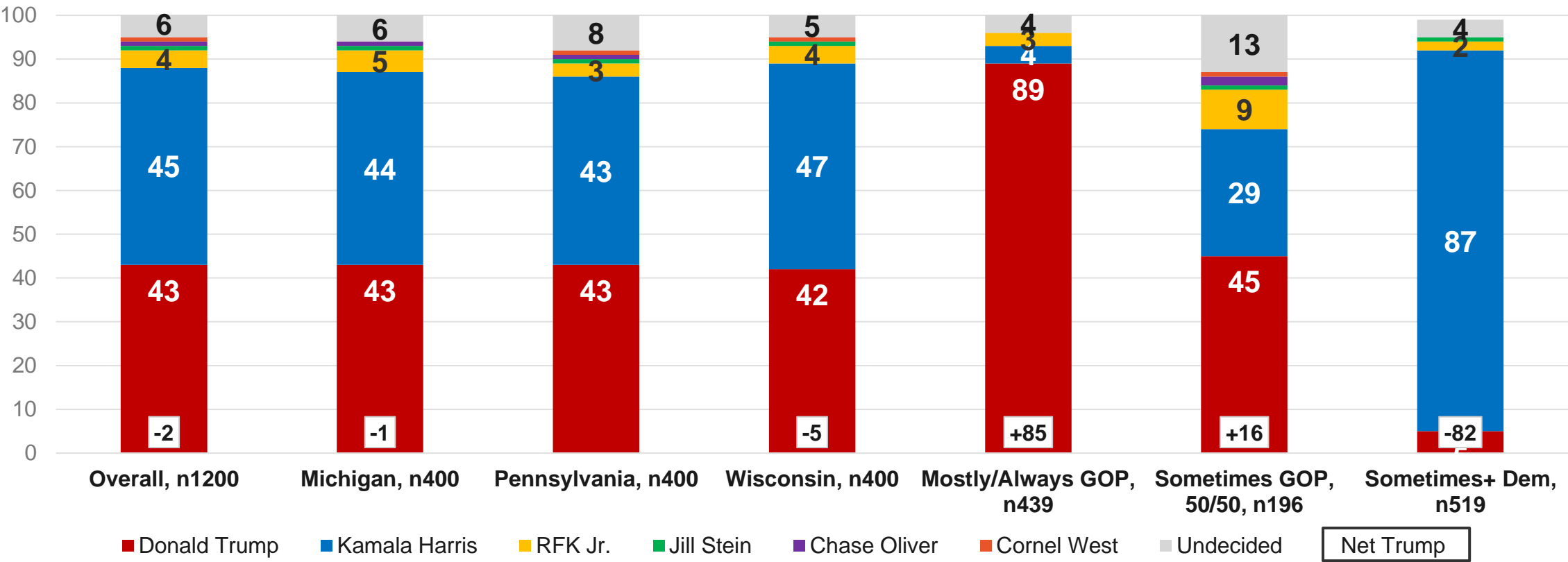
- Walz’s image is evenly divided at 42% favorable – 42% unfavorable.
- Half of ticket-splitters view him unfavorably vs. 30% who view him favorably.



Q14. From the following list of names, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each person? If you have no opinion or have never heard of the person, just indicate that.

Presidential Ballot – Full

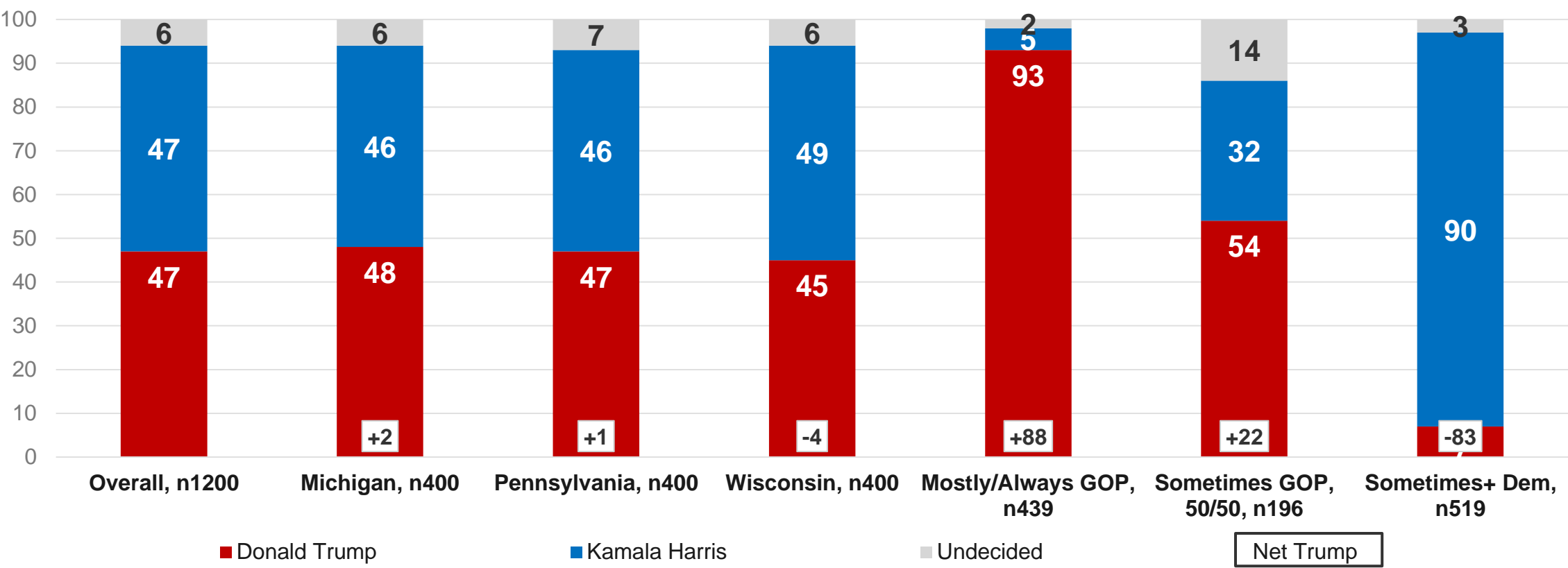
- The Presidential race is very competitive in these three states. On the full ballot taken prior to RFK’s withdrawal, Harris has a 2-point edge overall thanks to a 5-point lead in Wisconsin. The race is a dead-heat in Michigan and Pennsylvania.
- The ticket-splitter group is voting for Trump by 16-points here, less than the 22-point margin for the generic Republican.



Q15. If the election for President were held today, which of the following candidates would you vote for?

Presidential Ballot – Head-to-head

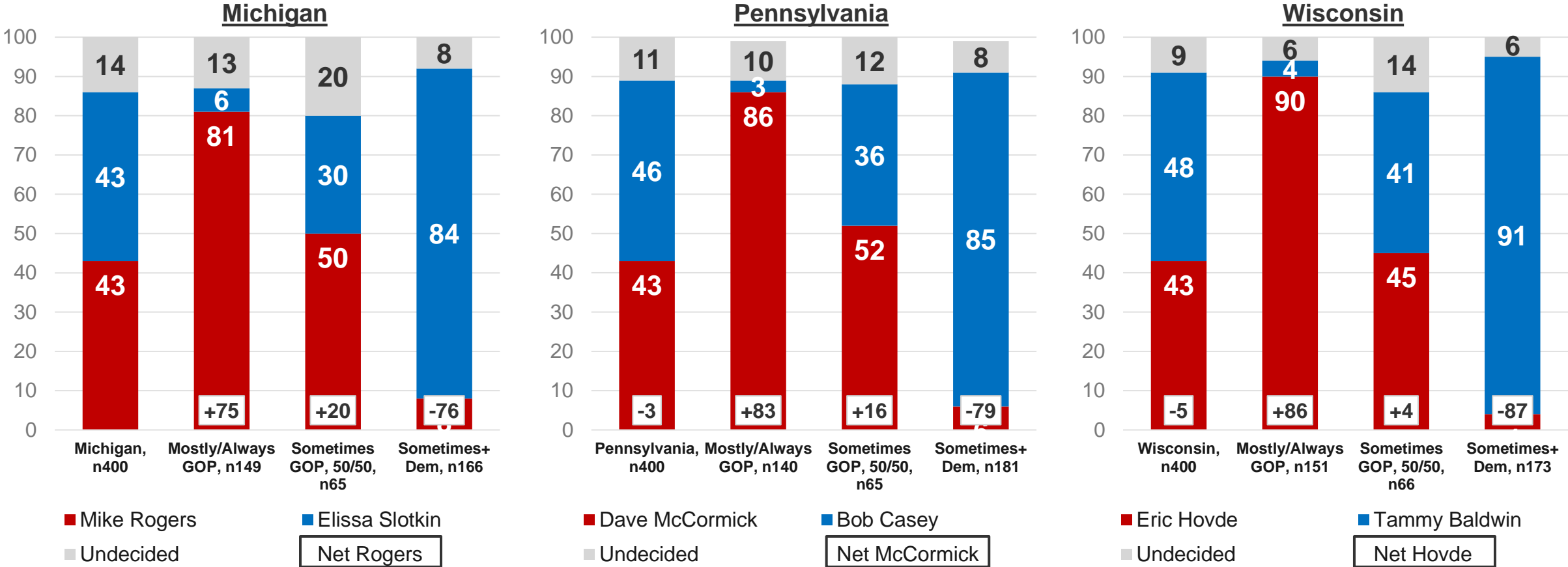
- The head-to-head ballot across these three states is tied at 47%, with Trump narrowly ahead in Michigan and Pennsylvania and Harris slightly ahead in Wisconsin.
- There is strong consolidation for each party’s base, with Trump leading the ticket-splitters by 22-points.



Q16. If the election for President were held today and the candidates were Donald Trump, the Republican and Kamala Harris, the Democrat, for whom would you vote?

Senate Ballots

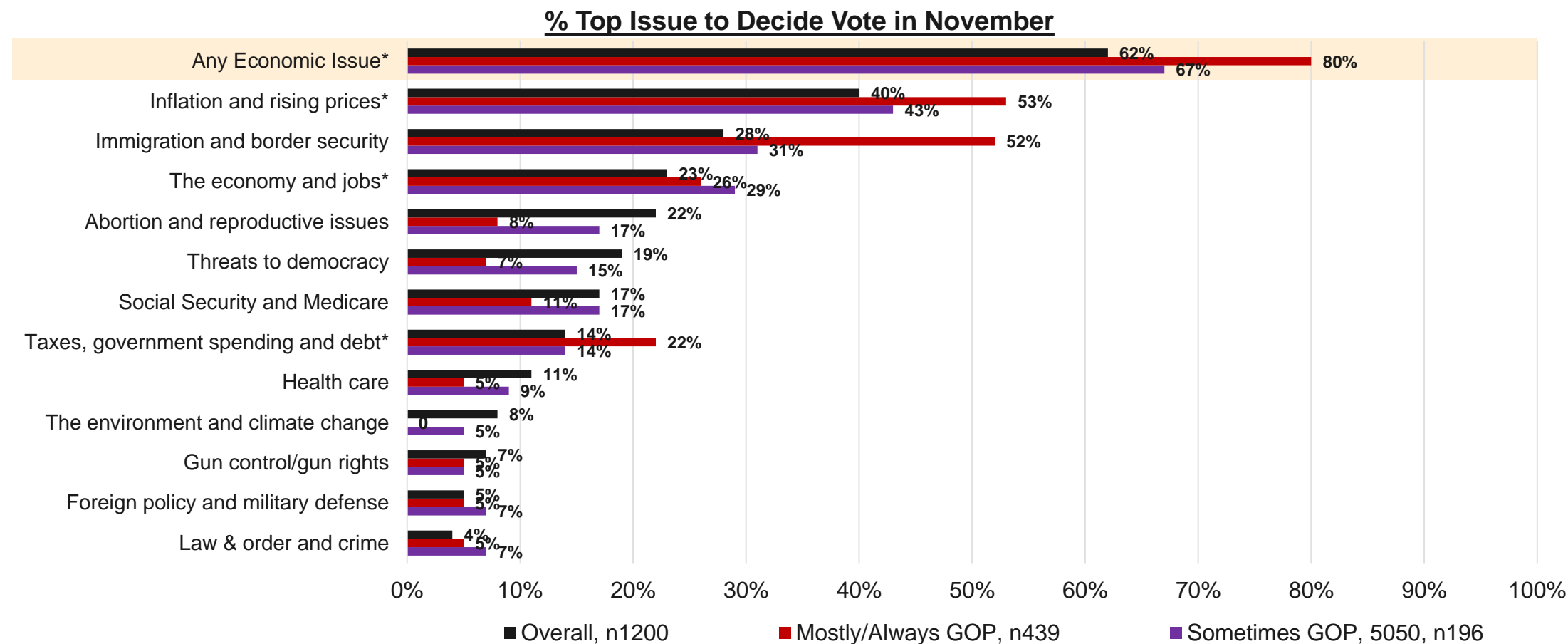
- All three Senate races are competitive, with the Michigan race tied, Casey up 3-points in PA, and Baldwin up 5 in WI.
- Rogers leads by the most among the ticket-splitters of the three GOP candidates, but would benefit from base consolidation.
- McCormick and Hovde will need to boost their margins among ticket-splitters to win their races.



Q17. If the election for U.S. Senate were held today and the candidates were [*REPUBLICAN], the Republican and [*DEMOCRAT], the Democrat, for whom would you vote?

Most Important Issue

- Voters in the Blue Wall states are focused on economic issues when deciding their vote this November.
- That is even more the case among base GOP and ticket-splitters, where Inflation is the top single issue, and most are voting on the economy.



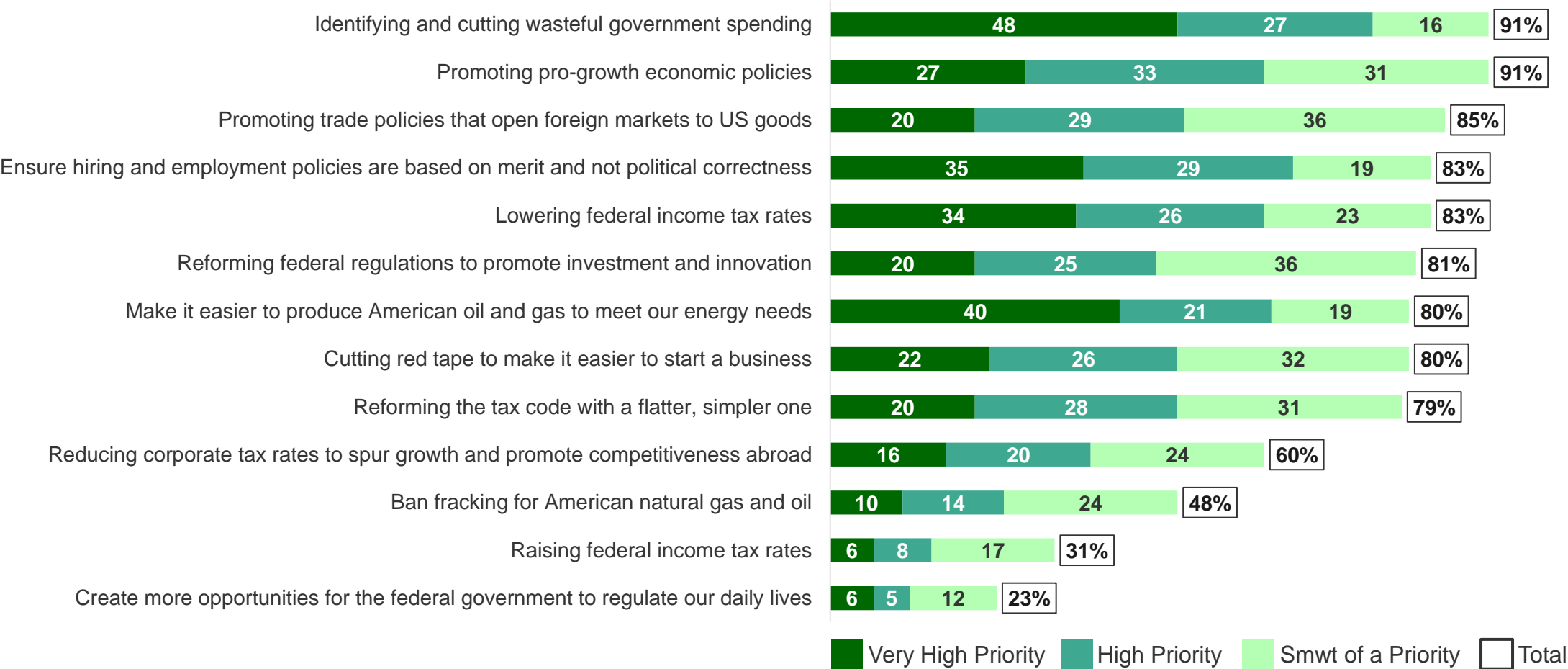
Q21/22. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November.



Pro-Growth Policies

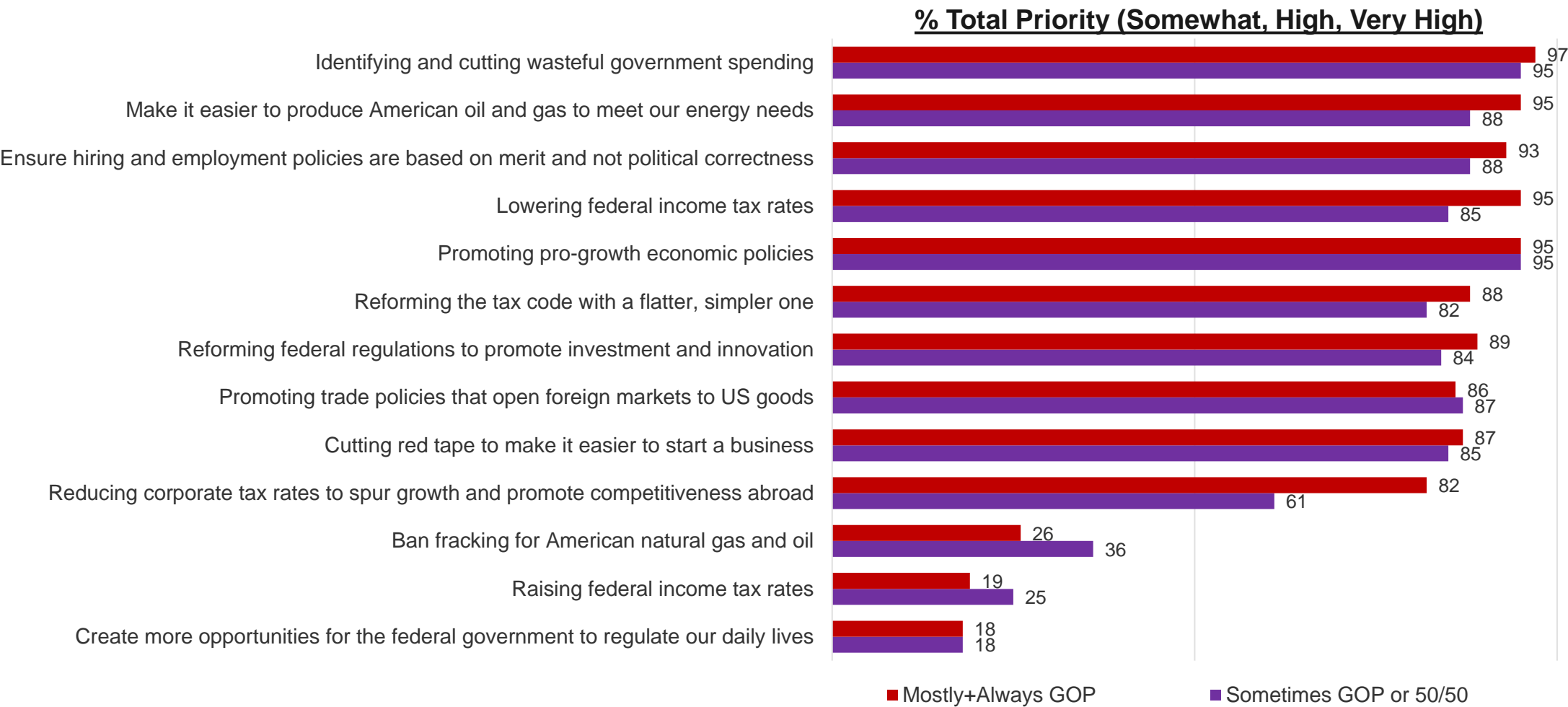
Priorities for President & Congress – Overall

- Policies geared toward a pro-growth agenda – cutting spending, promoting trade, lowering taxes, cutting red tape, promoting energy independence – are priorities for voters in the Blue Wall states for the next president and Congress.



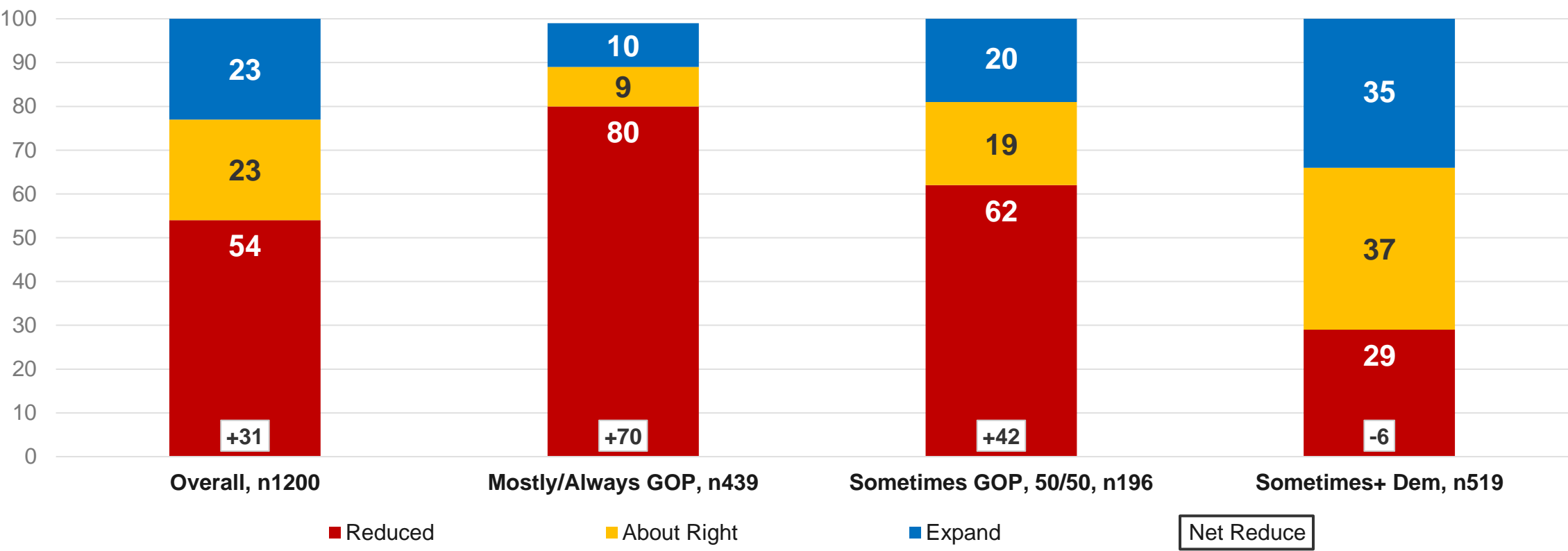
Priority: Mostly/Always GOP & Sometimes GOP or 50/50

- Prioritization is very high among both the base GOP contingent and ticket-splitters.



Role of the Federal Government – Shaping Commerce

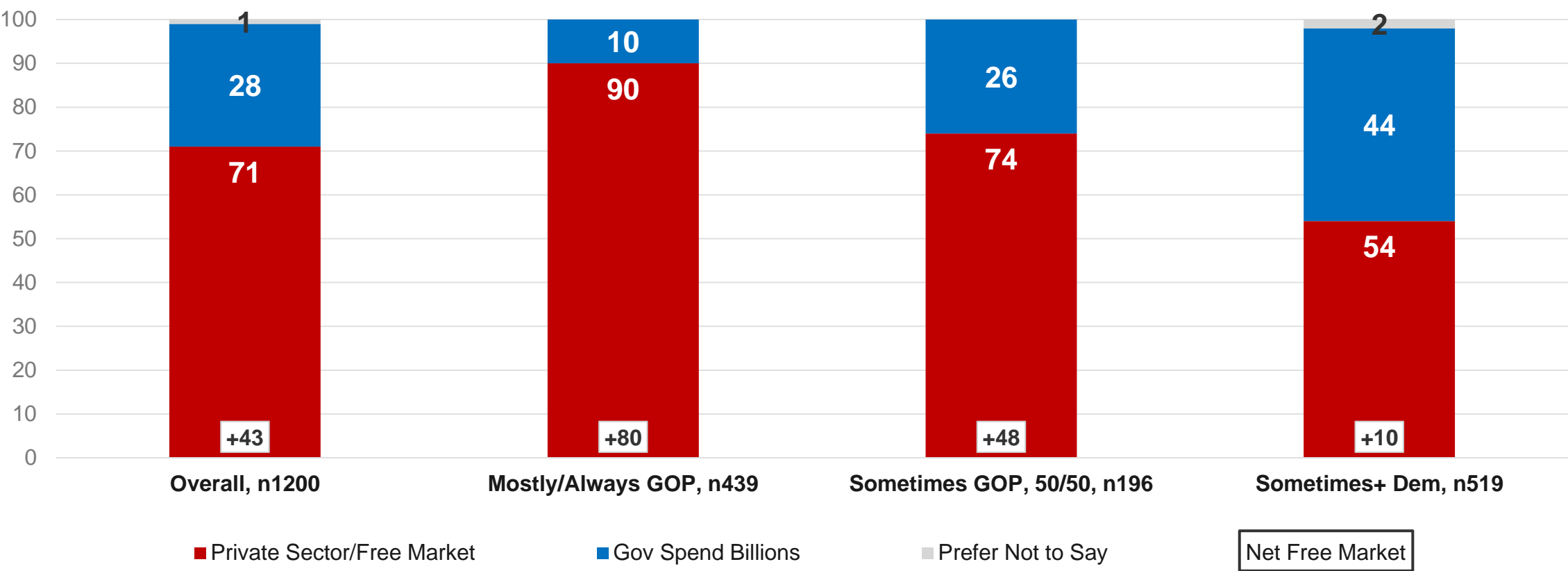
- Overall, there is majority support for reducing role of federal government in commerce.
- 8-in-10 of base Republicans and more than 6-in-10 of the voters Republicans need to win want to reduce the federal government’s role.



Q36. Which of the following statements comes closest to your opinion regarding the role of the federal government? The federal government's role should expand to shape and manage commerce in America. The federal government's current role is just about right and does enough. The federal government's role should be reduced to allow the free market to shape commerce in America.

Role of the Federal Government - Manufacturing

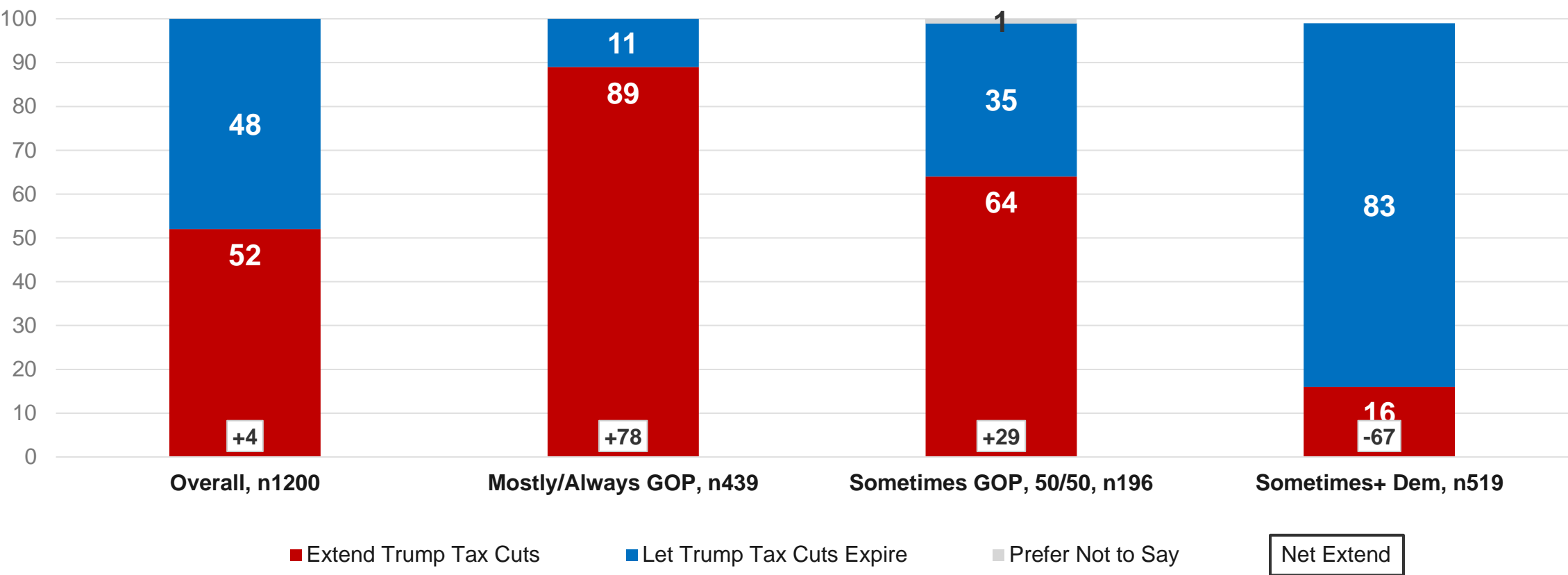
- High majority support for the free market, rather than government, driving U.S. manufacturing.
- Overwhelming majority of base GOP voters want the free-market driving manufacturing, as do 3-in-4 ticket-splitters.



Q37. Which of the following statements comes closest to your opinion regarding the role of the federal government? The federal government should spend billions of taxpayer dollars to support manufacturing in the US. The federal government should let the private sector and the free market drive manufacturing in the US.

Trump Tax Cuts

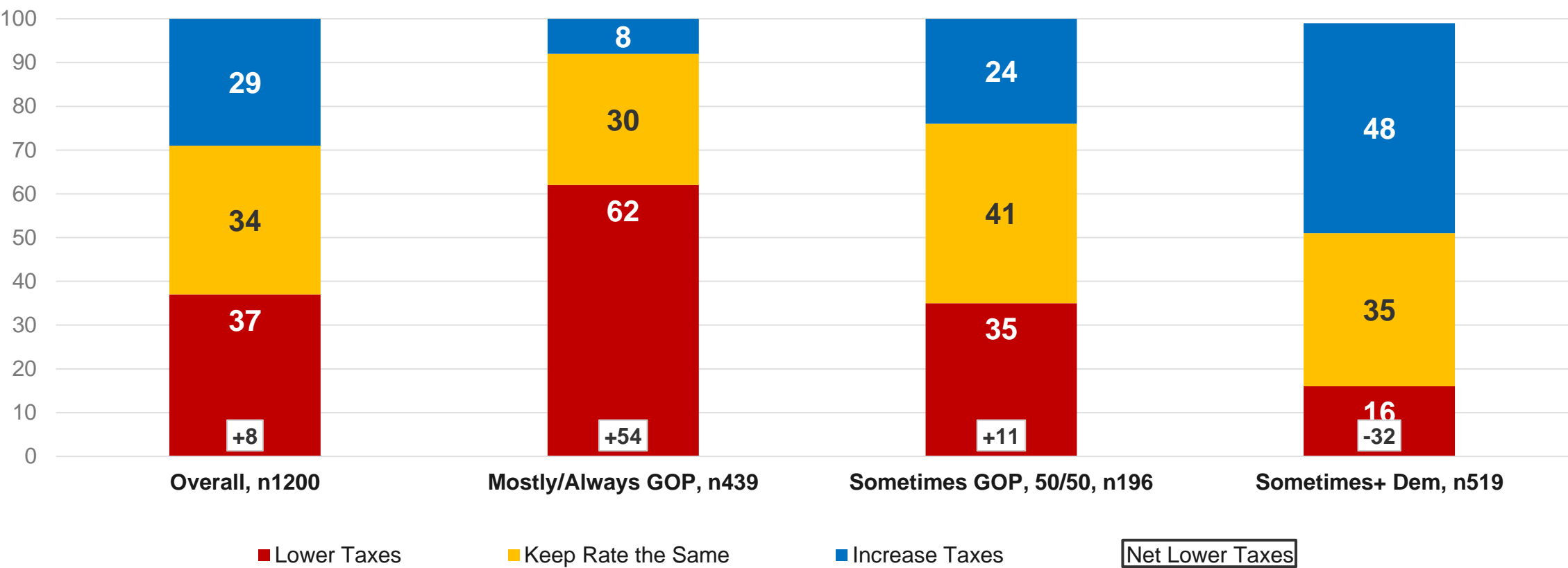
- Bare majority support for extending Trump tax cuts, but support is much higher among GOP base voters and ticket-splitters



Q38. Which of the following statements comes closest to your opinion regarding extending the Trump tax cuts, which expire in 2025?
Congress should extend the Trump tax cuts. Congress should let the Trump tax cuts expire.

Federal Taxes on Businesses

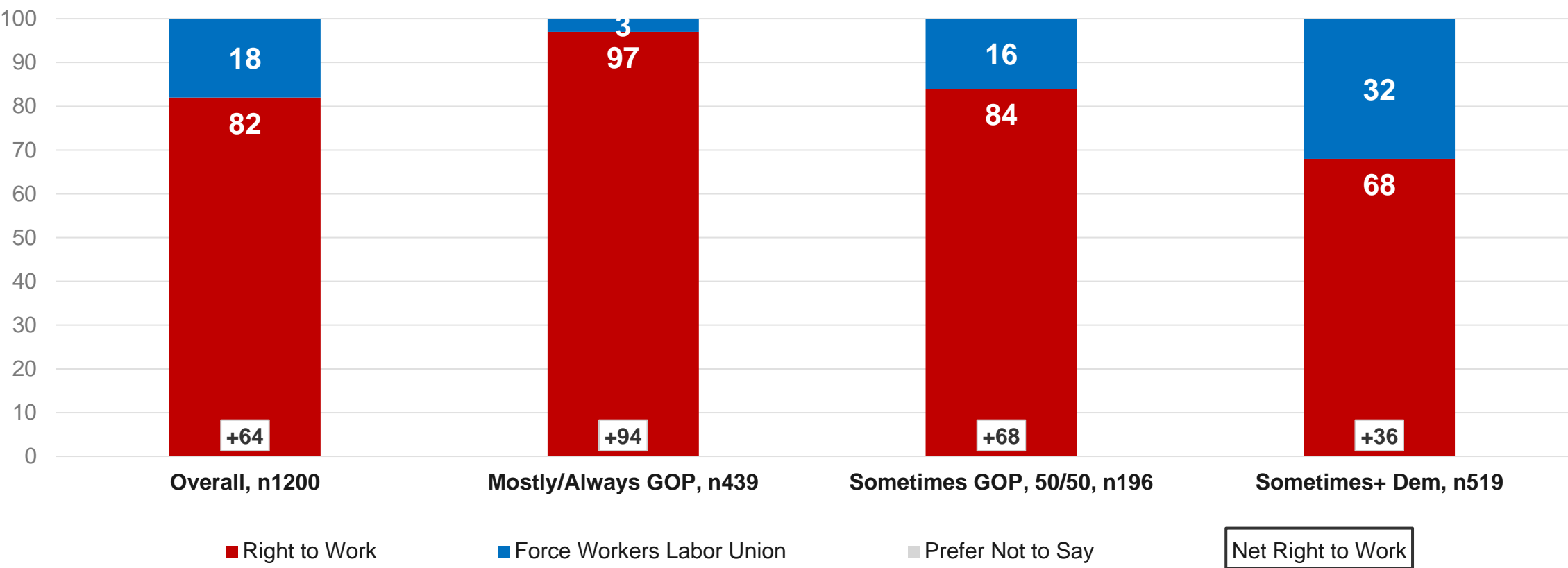
- Majority support for lowering taxes on businesses from base GOP voters while ticket-splitters want these taxes cut rather than raised by an 11-point margin.



Q39. Which of the following statements comes closest to your opinion regarding federal taxes on businesses?
Congress should increase taxes on businesses; Congress should keep the tax rate on businesses the same; Congress should lower taxes on businesses

Right to Work

- There is support across the board for Right to Work, even among Democrats, but it is especially high among base GOP voters and ticket-splitters.



Q40. Which of the following statements comes closest to your opinion regarding labor unions:
It's okay to force workers to be represented by a labor union;
Workers should have a right to work whether they're represented by a labor union or not