

For Immediate Release: July 2, 2024

President Biden and Former President Trump are locked in a dead heat in the On Point Politics/SoCal Research Wisconsin poll with Trump slightly edging Biden out 44-43. The poll was conducted entirely after the debate.

Methodology Statement

The first ever On Point Politics/SoCal Research Wisconsin poll of 490 registered voters was conducted starting on June 30 and ending on July 2. Respondents were contacted online using Pollfish. Results were weighted by race, education, gender, age, 2020 vote, party, and region.

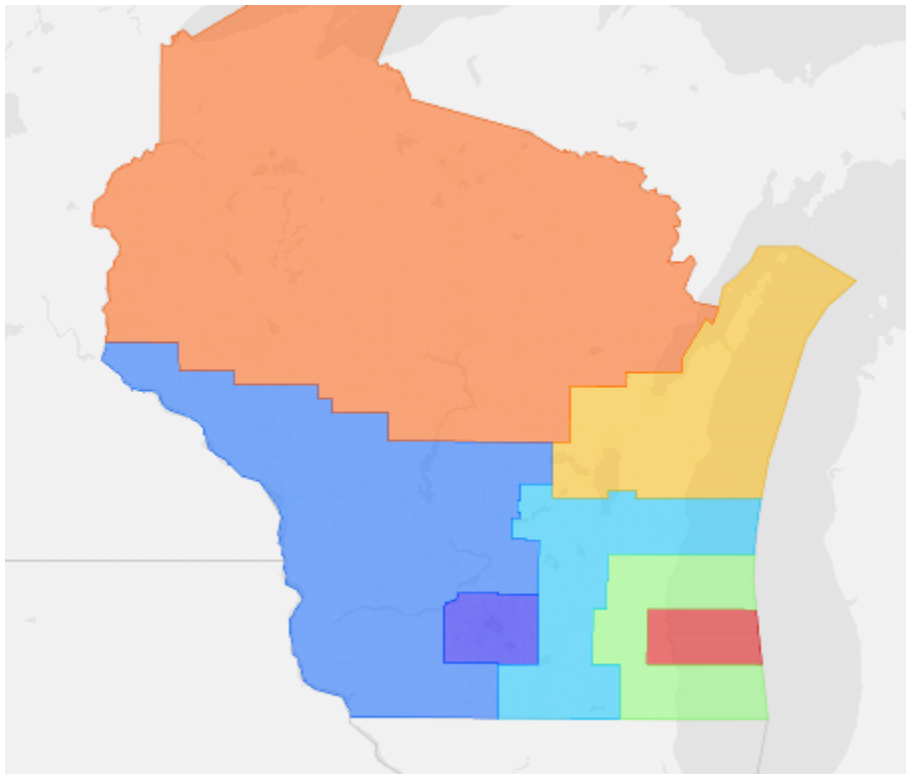
The margin of error for this survey is 4.4%

Nature of the Sample

Group	% of Sample
White	91
Hispanic/Latino	5
Black	3
Other	1
Female	50
Male	50
No College Degree	65
College Degree	35
18-29	13
30-44	22
45-64	36
65+	30
Republican	37
Democrat	32
Independent	30
2020 Vote: Trump	46
2020 Vote: Biden	46
Did not vote in 2020	6
Dane	11
Milwaukee	12
Northeast	14
Southeast	11
North	21
Southwest	11
Milwaukee Suburbs	20

Region Definitions

Orange=North
Yellow=Northeast
Blue=Southwest
Purple=Dane
Teal=Southeast
Green=Milwaukee Suburbs
Red=Milwaukee



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