

An aerial photograph of a golf course during the day. The scene shows a large green fairway, a sand trap, and a pond with a fountain in the foreground. The background is filled with dense trees and a clear blue sky.

Methodology and summary of findings

Methodology: polling

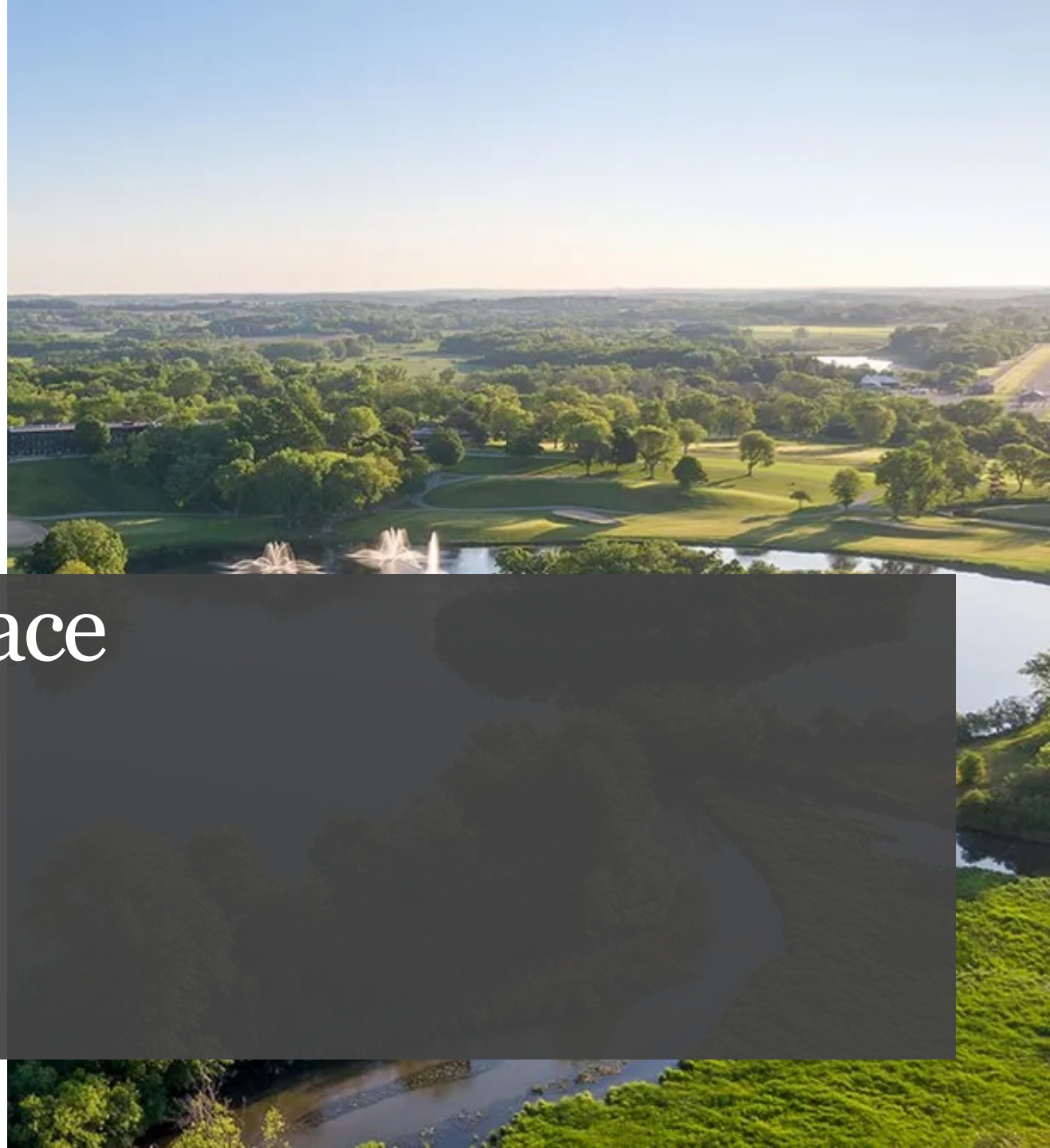
J.L. Partners polled a representative sample of 500 likely voters in Wisconsin

- Fieldwork dates June 5 – June 10 2024
- Sample of 500 likely voters
- Sample collected using mixed methods
 - Live landline call for 72 responses (14%)
 - Live mobile call for 128 responses(26%)
 - SMS for 200 responses (40%)
 - Online panel for 100 responses (20%)
- Quotas were added to ensure representative data:
 - On region, 2020 presidential vote, partisan ID, age, primary participation, Congressional district, gender, ethnicity, education and density
- The sample was weighted back to the population using data on the same variables:
 - On region, 2020 presidential vote, partisan ID, age, primary participation, Congressional district, gender, ethnicity, education and density
- 5-minute duration
- Margin of error: 4.3%

The American Dream Fund can change a deadlocked race in Wisconsin

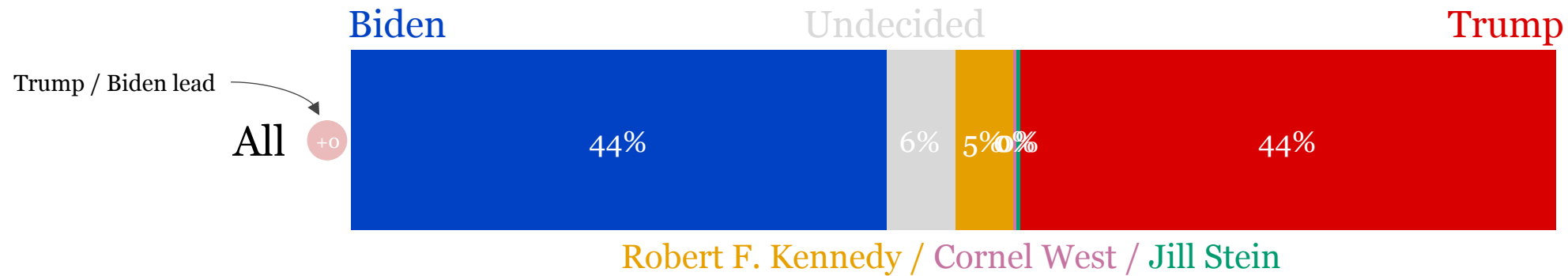
- The race in Wisconsin is currently on a knife-edge, with Trump on 44% and Biden on 44%
 - Trump is ahead by 2 points with unaffiliated voters
- Housing could make the difference in the race, with just under one in ten (9%) likely voters saying housing costs are their top issue
- Trump already has good residual trust on being the best candidate to deliver the dream of home ownership, with a 4-point lead over Biden on the issue
- The American Dream Fund **can move the dial**
- More than half of Wisconsin likely voters (55%) support the American Dream Fund, with only 17% opposed
 - The American Dream Fund gets support in every demographic group
 - It is especially strong with 18-29 year olds
- Voters say they will feel more positively about a candidate who backs the American Dream Fund
- It could be the crucial decider with **undecideds**: nearly half of undecided voters say they will take a more positive view of someone who backs it
- Assuming Trump endorses the Fund and we move those undecideds who feel more positively to the Trump side, **Trump breaks the deadlock and gets a 3-point lead over Joe Biden**, beating the president by 47% to 44%
- Even with the most cautious model, backing the Fund gives Trump a victory over Joe Biden, by 47% to 46%

Current state of the race



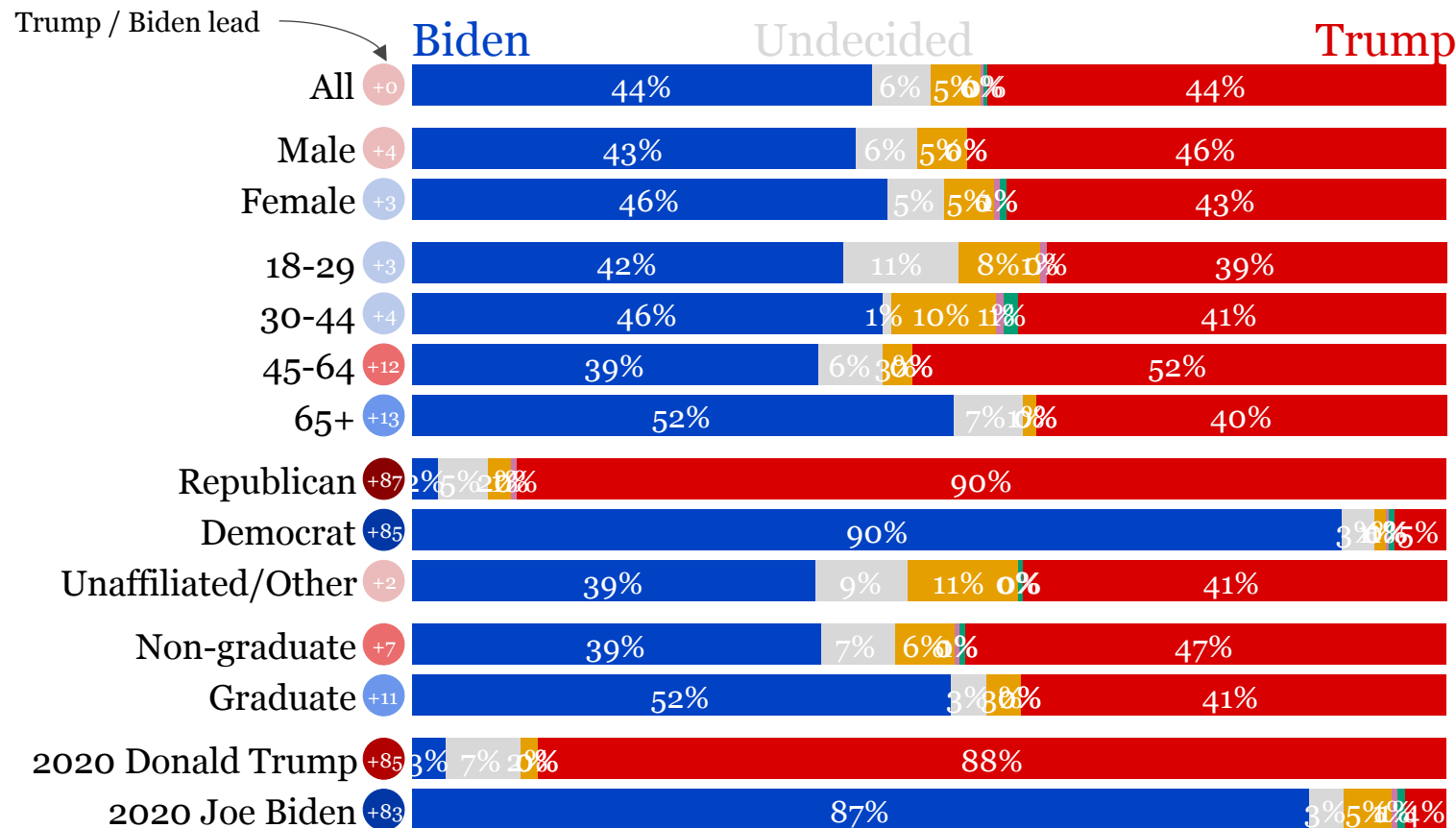
At the moment, Trump and Biden are level-pegging in Wisconsin

If the presidential election was tomorrow, who would you vote for?



Trump narrowly leads Biden with Wisconsin independents, Biden does better amongst the youngest and oldest voters in the state

If the presidential election was tomorrow, who would you vote for?



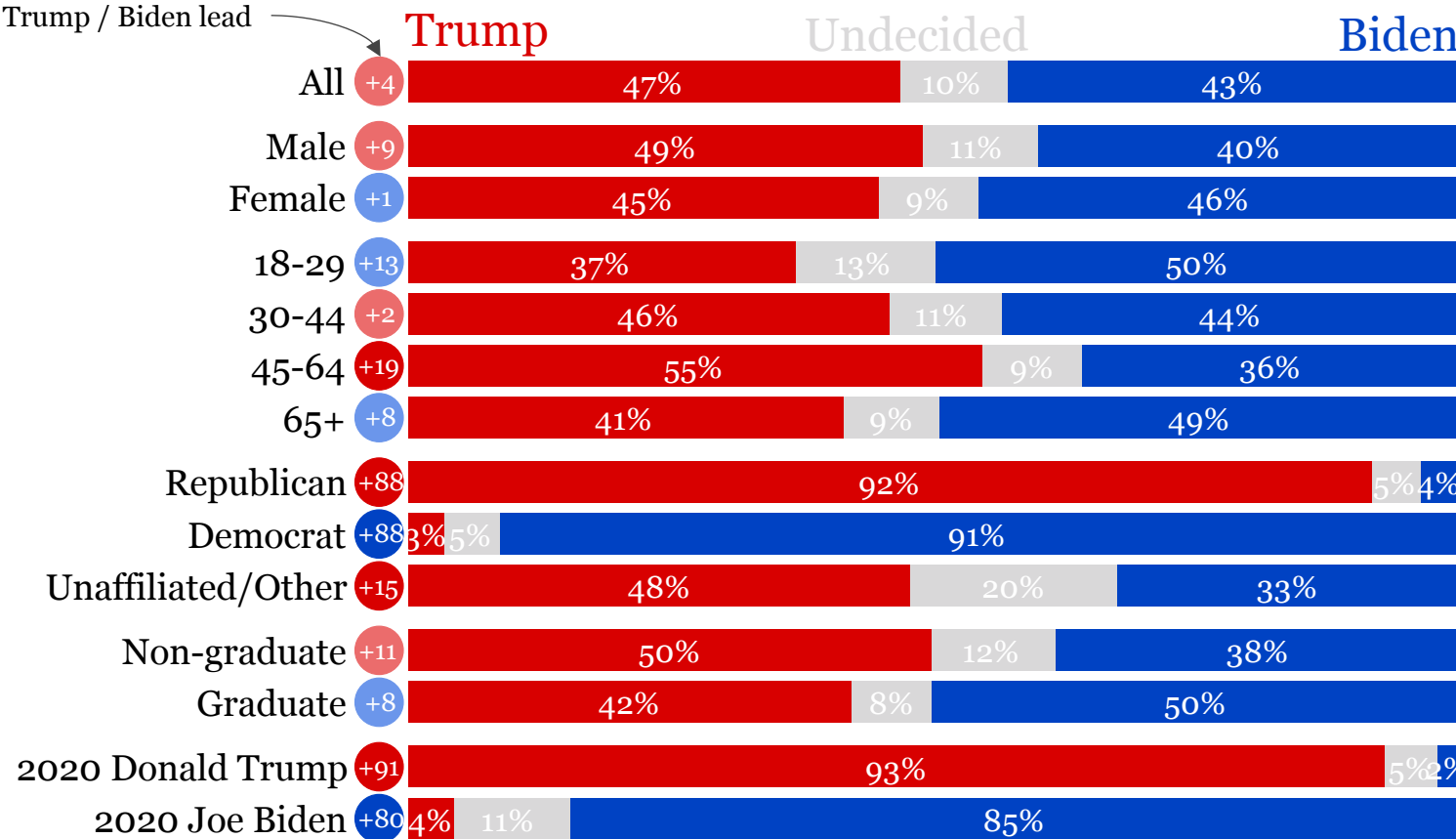
Robert F. Kennedy / Cornel West / Jill Stein

Best candidate on housing



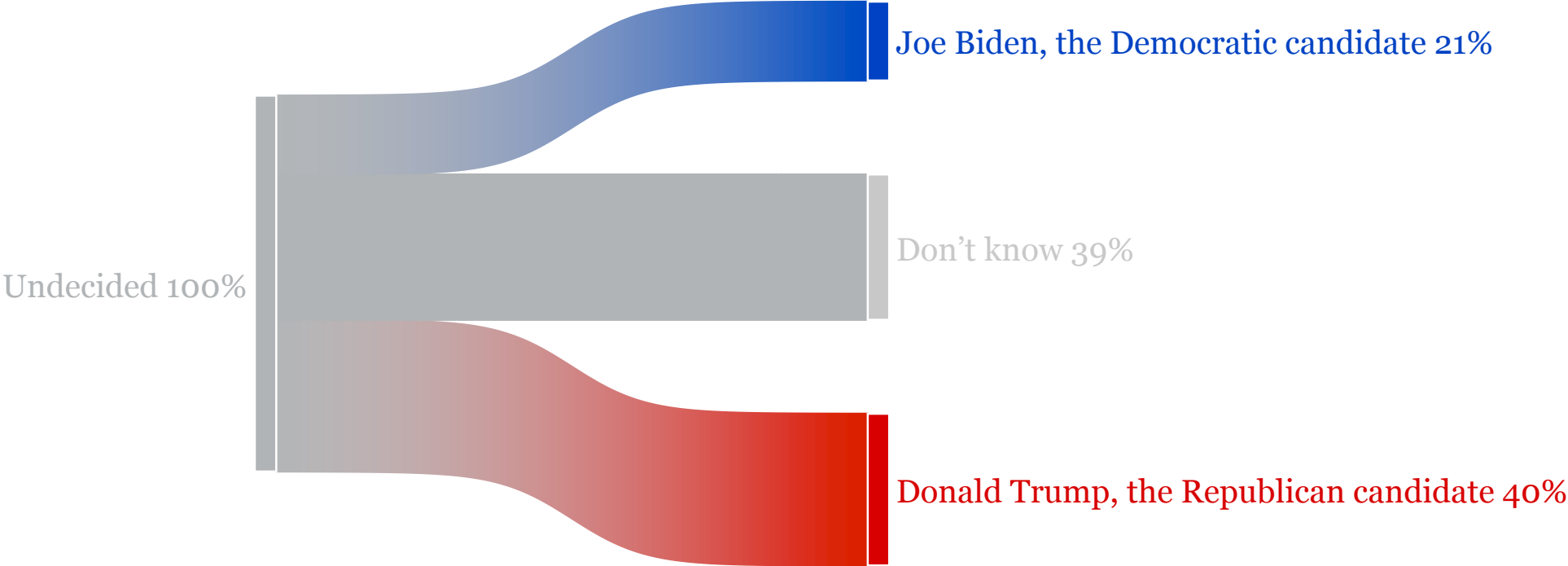
Trump is favored over Biden as the candidate best to help make the dream of home ownership attainable

Which candidate do you think is the best on helping make the dream of home ownership attainable?



Voters undecided in the presidential race think Trump is best on home ownership, by a margin of two to one

Which candidate do you think is the best on helping make the dream of home ownership attainable?



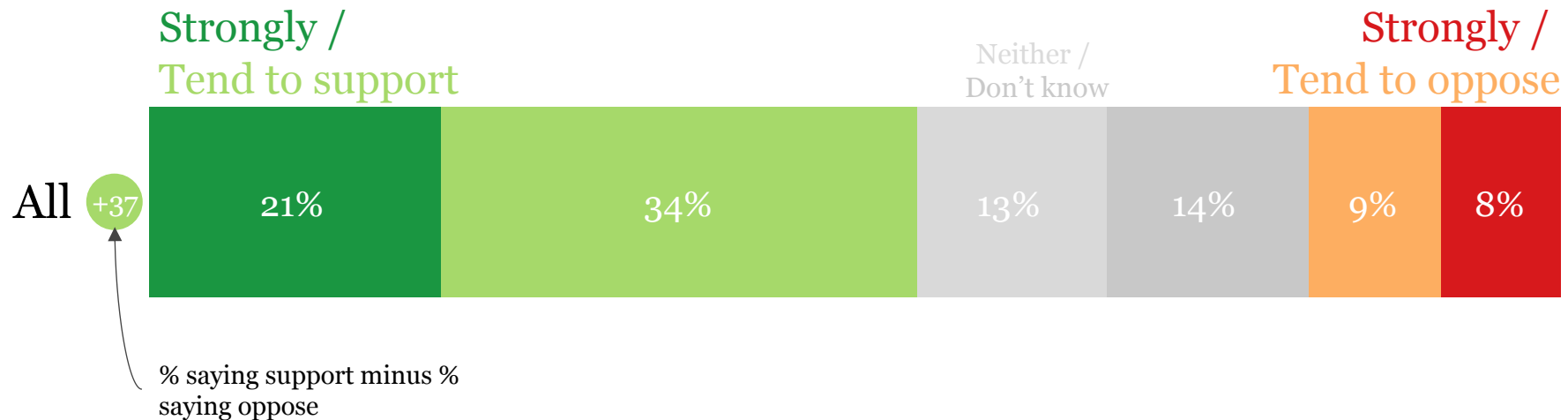
American Dream Fund



More than half of Wisconsin likely voters (55%) support the American Dream Fund, with only 17% opposed

With today's inflation and high prices, millions of Americans are unable to own a home. Meanwhile, billions of U.S. taxpayer dollars are still tied up in government created corporations that were bailed out during the Great Recession. A recent proposal calls on the government to recover this bailout money and create an "American Dream Fund". The American Dream Fund would invest in American homebuyers, drastically lowering the cost to buy a home. The American Dream Fund would be fully paid for and would not increase the national deficit or lead to increased taxes.

Based on what you have heard, would you support or oppose the American Dream Fund?

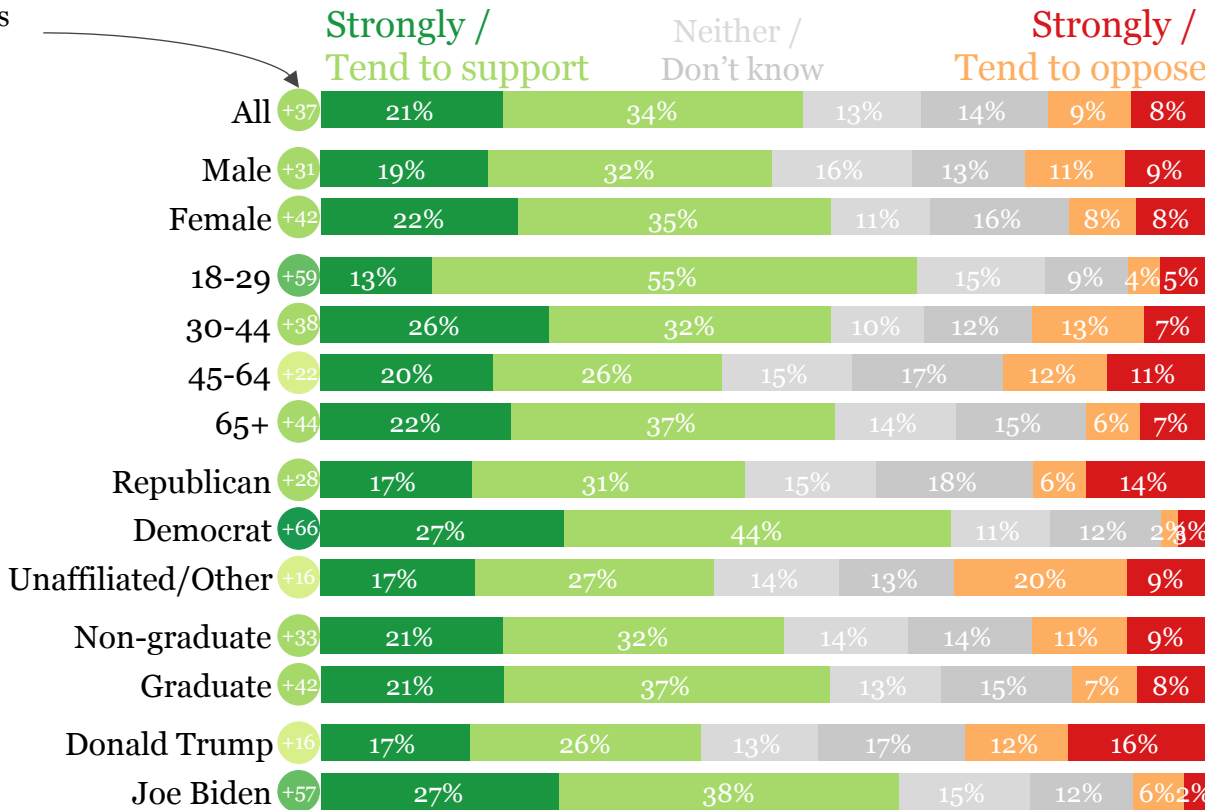


The American Dream Fund gets support in every demographic group, and is especially strong with 18-29 year olds

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Based on what you have heard, would you support or oppose the American Dream Fund?

% saying support minus % saying oppose



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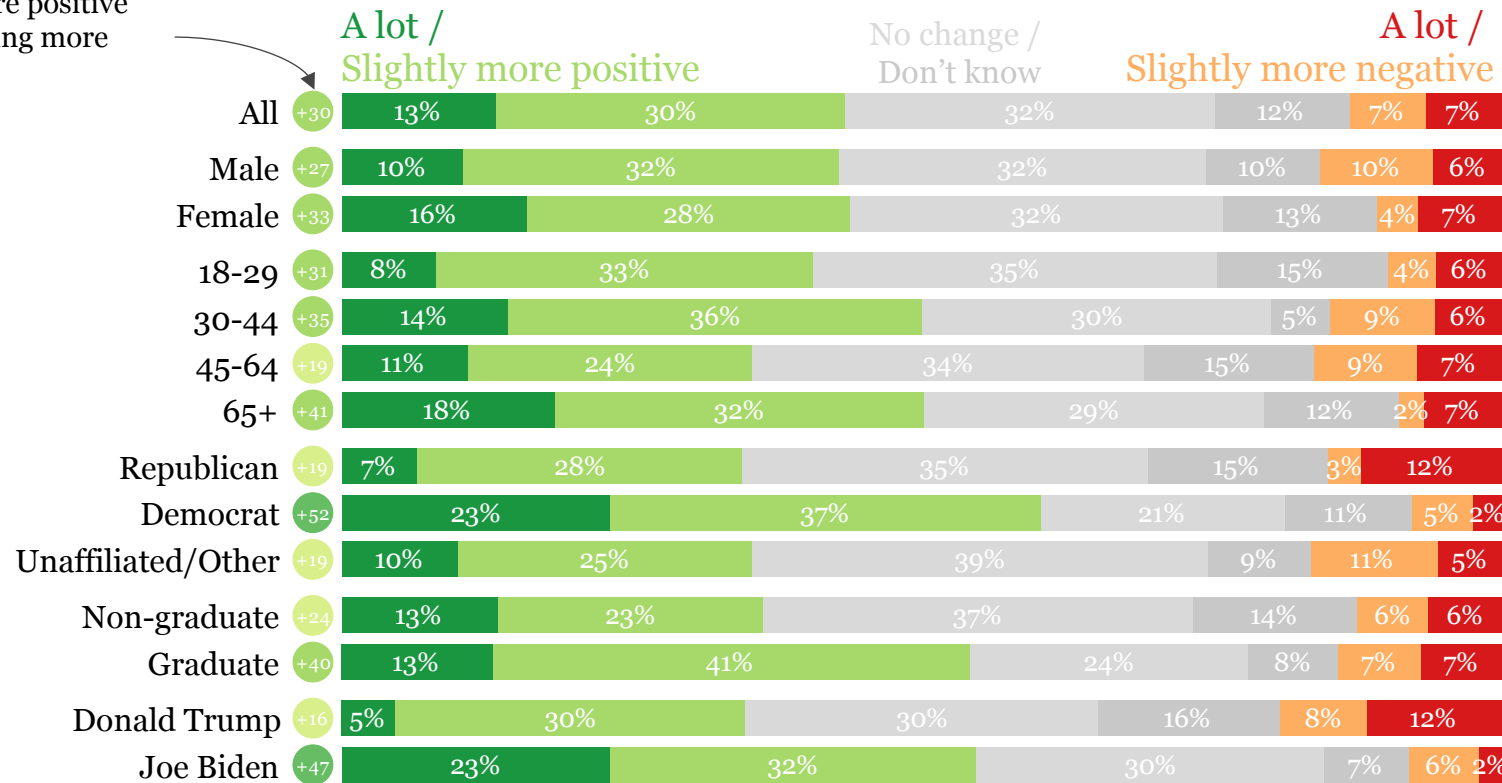
An aerial photograph of a lush green golf course. In the foreground, a small pond features a fountain with several jets of water. The course is surrounded by dense trees and rolling hills under a clear blue sky. The overall scene is bright and scenic, typical of a well-maintained golf course.

Impact of the American Dream Fund on the presidential race in Wisconsin

People say they would feel more positively about a presidential candidate who proposed the American Dream Fund

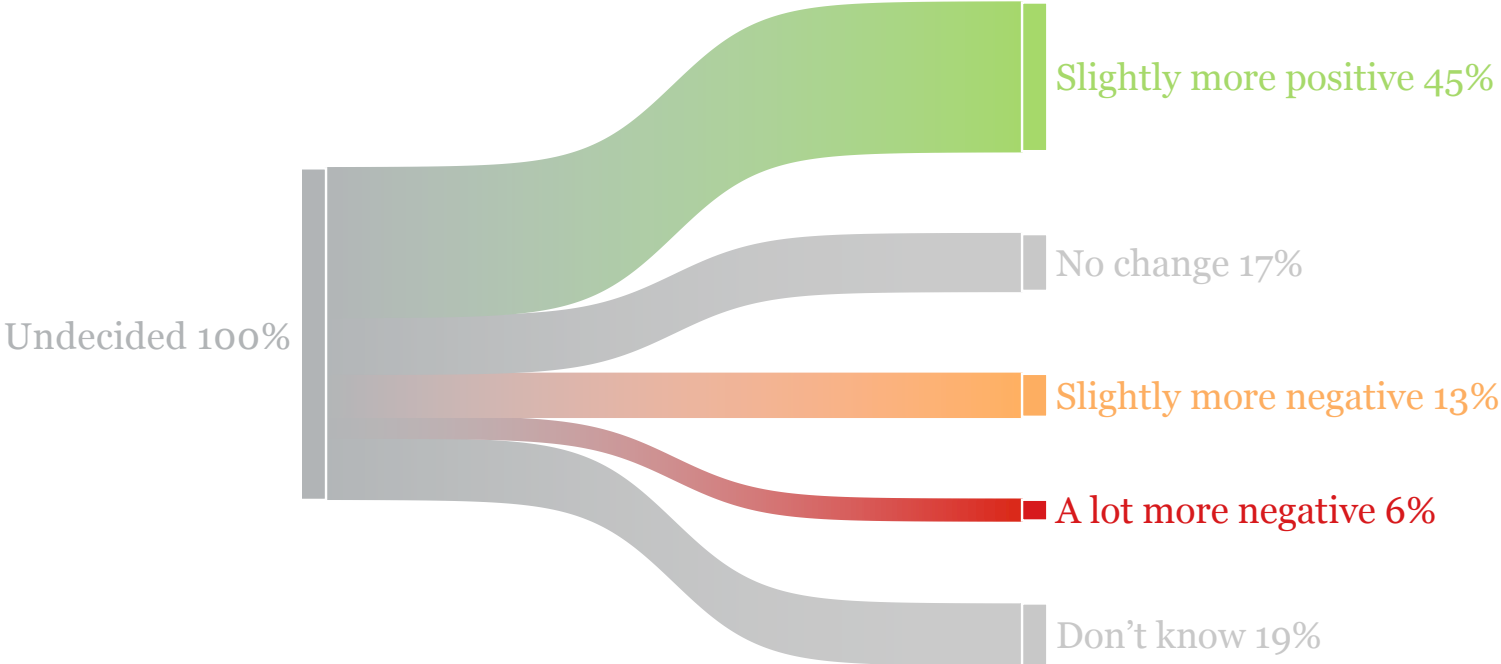
If a Presidential candidate were to propose the American Dream Fund, would you feel more or less positively about them?

% saying more positive
minus % saying more
negative



Almost half of voters undecided in the presidential race say they would feel more positively about a candidate who proposed the American Dream Fund

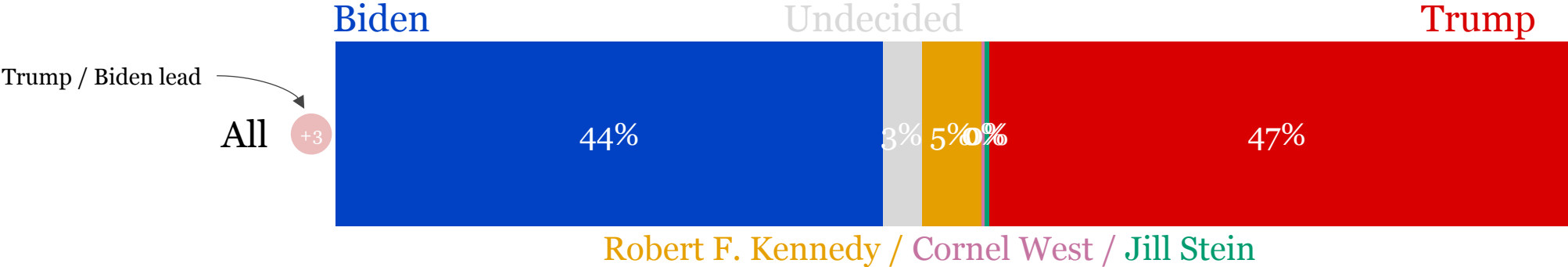
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Modelled onto voting intention, if Trump backed the policy it would break the deadlock and give him a 3-point lead over Biden

If a Presidential candidate were to propose the American Dream Fund, would you feel more or less positively about them?

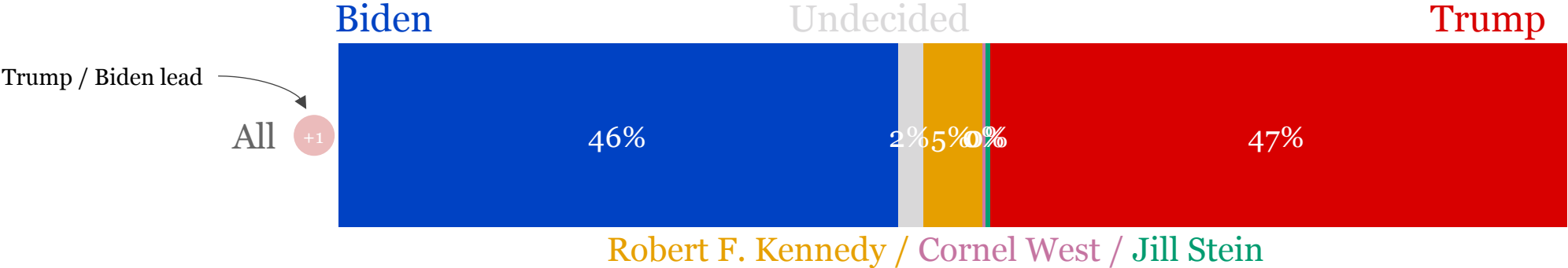
Assuming undecideds who had a more positive view vote for Trump



With the most cautious model, it still breaks the deadlock and gives Trump a 1-point lead over Joe Biden

If a Presidential candidate were to propose the American Dream Fund, would you feel more or less positively about them?

Assuming undecideds who had a more positive view vote for Trump and those who say they feel more negatively vote for Biden



The reverse applies: modelled onto voting intention, if Biden backed the policy it would break the deadlock and give him a 3-point lead over Trump

If a Presidential candidate were to propose the American Dream Fund, would you feel more or less positively about them?

Assuming undecideds who had a more positive view vote for Trump



With the most cautious model in such a situation, it still breaks the deadlock and gives Biden a 1-point lead over Donald Trump

If a Presidential candidate were to propose the American Dream Fund, would you feel more or less positively about them?

Assuming undecideds who had a more positive view vote for Biden and those who say they feel more negatively vote for Trump

