



Michigan, Pennsylvania, Wisconsin Voter Surveys Conducted September 19th – 23rd, 2024

Overview

Likely voter surveys conducted in Michigan, Pennsylvania and Wisconsin from September 19th through 23rd, 2024 by Rodriguez Gudelunas Strategies of 400 voters in each state show the Harris-Walz ticket performing strongly across a series of issues pertinent to rural and small-town voters.

Over two thirds of voters in each state say it is very important for the next President to address issues facing small town and rural workers. When voters are asked which ticket would better address specific issues facing small town and rural voters, voters indicate Harris and Walz will do better job than Trump and Vance on most issues affecting small-town and rural voters.

Survey Findings

Over 90% of voters in each state indicate it is important for the next President to address issues facing small towns and rural workers, with over two thirds indicating it is very important.

QUESTION: How important is it that the next President address issues facing small towns and rural workers?

	Michigan	Pennsylvania	Wisconsin
Very important	68	67	70
Somewhat important	26	26	24
TOTAL IMPORTANT	94	93	94
TOTAL NOT IMPORTANT	6	7	6



Across states, voters indicate Harris and Walz will do better job than Trump and Vance on most issues affecting small-town and rural voters.

- Particularly pertaining to “improving access to health care in rural areas” and “understanding life in rural America,” Harris and Walz have a significant advantage over Trump and Vance.

QUESTION: Please indicate whether you think Kamala Harris and Tim Walz or Donald Trump and J.D. Vance would do a better job on each one.

		Harris-Walz	Trump-Vance	Net Harris-Walz
Improving access to health care in rural areas	Michigan	50%	38%	+12%
	Pennsylvania	50	39	+11
	Wisconsin	52	40	+12
Understanding life in rural America	Michigan	49	44	+5
	Pennsylvania	47	45	+2
	Wisconsin	49	42	+7
Helping rural small businesses	Michigan	46	44	+2
	Pennsylvania	46	46	0
	Wisconsin	50	45	+5
Doing a better job for people living in small towns and rural America	Michigan	46	45	+1
	Pennsylvania	46	48	-2
	Wisconsin	49	45	+4
Keeping promises made to rural Americans	Michigan	45	45	0
	Pennsylvania	45	46	-1
	Wisconsin	49	45	+4
Helping farmers	Michigan	45	46	-1
	Pennsylvania	44	46	-2
	Wisconsin	48	42	+6

Strong majorities of voters across all three states indicate it is important for the next President to address: “helping farmers play a bigger role of the climate solution,” “protecting federal investments in climate smart agriculture,” “blending more biofuels into the fuel supply to reduce gas prices and air pollution,” and “developing Sustainable Aviation Fuel from ethanol to decarbonize aviation.”

QUESTION: Next are some issues related to agriculture and climate. For each issue, please indicate if it is very important, somewhat important, not very important, or not important at all for the next President to address.

		TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Helping farmers and rural communities play a bigger part of the climate solution	Michigan	71%	26%
	Pennsylvania	70	27
	Wisconsin	69	27
Protecting federal investments in climate smart agriculture	Michigan	69	26
	Pennsylvania	68	26
	Wisconsin	69	26
Blending more biofuels into the fuel supply to reduce gas prices and air pollution	Michigan	64	29
	Pennsylvania	69	23
	Wisconsin	66	25
Developing Sustainable Aviation Fuel from ethanol to decarbonize aviation	Michigan	57	32
	Pennsylvania	56	31
	Wisconsin	58	30

METHODOLOGY

Rodriguez Gudelunas Strategies conducted 1200 interviews in Michigan, Pennsylvania, and Wisconsin (400 in each state) between September 19th – 23rd, 2024. The survey used telephone (cellphone and landline) and online (email and text-to-web) contacts all from state voter files. Respondents were likely November 2024 voters. The survey was conducted in English. The margin of the sampling error is ±4.9% per state at the 95% confidence level.

