

June 25, 2024

## Dead Heat in Wisconsin’s 3<sup>rd</sup> Congressional District

**To:** Interested Parties

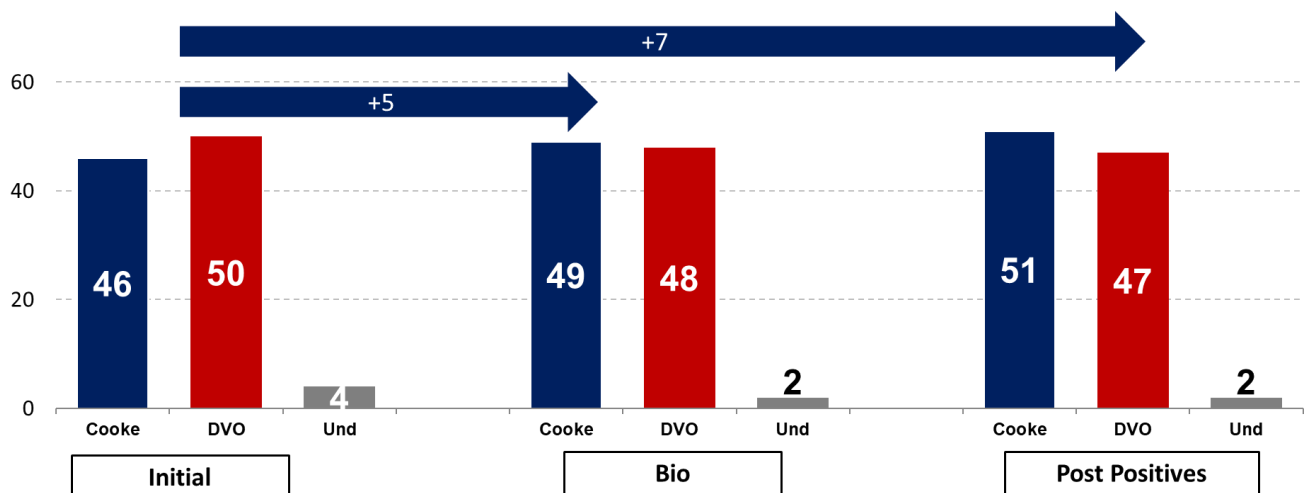
**From:** GQR

A recent survey of likely general election voters in Wisconsin 3<sup>rd</sup> Congressional District finds Derrick Van Orden vulnerable.<sup>1</sup> Derrick Van Orden only manages a 4-point lead over Rebecca Cooke which is within the margin of error, even though he enjoys a 52-point advantage in name recognition over the challenger.

Moreover, voters hold a mixed opinion of Derrick Van Orden. Voters know who he is and are divided in opinion about him, (41 percent favorable, 40 percent unfavorable). Voters are unfamiliar with Cooke (18 percent favorable – 7 percent unfavorable).

**After balanced biographies, Cooke pulls to a one percentage point advantage (49 percent Cooke – 48 percent Van Orden).** After learning only positive information about Cooke, voters continue to move towards her, and she breaks the 50 percent threshold, leading Van Orden 51 percent to 47 percent.

**Chart 1: Vote Progression**



<sup>1</sup> GQR conducted a survey of 400 likely 2024 general election voters in Wisconsin 3<sup>rd</sup> Congressional District. The survey was conducted June 10-16, 2024. The margin of error on a sample of this size is  $\pm 4.9$  percent at the 95 percent confidence interval.

## **Conclusion**

Democrats lost this seat last cycle by less than 4 percentage points without additional outside spending supporting the Democratic candidate. Rebecca Cooke is a candidate whose working class and farming roots appeal across party lines. Properly funded, Cooke can win this critical seat.