



The Welch Group

2024 Election Update

End of October Update

There's just a week remaining before Election Day, and all eyes are on Wisconsin—a state many experts believe could be the most challenging swing state for candidates to secure. Both presidential campaigns have invested substantial time in Wisconsin, with former President Donald Trump making 16 visits since July, including an intensive stretch of four appearances over eight days in early October. This week, he's set to visit Green Bay and Milwaukee, emphasizing his view that winning Wisconsin is essential to his path to the White House.

Vice President Kamala Harris has matched this energy in Wisconsin, focusing multiple visits on key swing states, particularly Wisconsin. Earlier this month, she made three stops across the state in a single day, bringing her total to 20 visits, and she's scheduled to rally in Madison this week. In total, the candidates have made over 200 campaign visits, with much of their focus on Wisconsin, Pennsylvania, Michigan, North Carolina, Georgia, Arizona, and Nevada.

Both vice-presidential candidates are slated to make two stops in Wisconsin on Monday, reflecting the strategic importance of the state. Both VP candidates have had regular visits to Wisconsin throughout this election cycle. VP candidate, Tim Walz, has visited six previous times since joining the ticket while JD Vance has visited seven. Meanwhile, in Wisconsin's high-stakes Senate race, the competition between Eric Hovde and Senator Tammy Baldwin is heating up. Polls show Hovde and Baldwin neck and neck. Baldwin has allocated \$44 million to her campaign efforts, while Hovde has spent approximately \$22 million.

State legislative races are also drawing unprecedented financial support, partly due to Wisconsin's newly redrawn district maps. These changes have heightened the stakes for Republicans aiming to retain their majority, as Democrats have stronger prospects for both the State Assembly and Senate. The most competitive districts this year, including Senate Districts 8 (North of Milwaukee), 14 (South Central Wisconsin), 30 (Green Bay area), and 18 (Fox Valley area) are receiving record campaign funds. Senate District 8, for instance, has raised roughly \$2.5 million, the highest in its history, while a tight race between Senator Joan Ballweg and challenger Sarah Keyeski has seen over \$1.1 million invested in TV ads alone.

With federal gridlock fueling voter interest in state governance, Wisconsin's legislative races are becoming higher priorities than ever.

As we approach Election Day, voters in Wisconsin are experiencing an influx of ads, messages, and mailers—a sign of the state's critical role in this election cycle. Be sure to cast your vote on November 5, 2024!