



WISCONSIN STATEWIDE

2016

Survey conducted November 1 through November 2, 2016. 2,720 likely General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 General Election. Margin of Error is +/- 1.88% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



Q: The candidates in the General Election for President of the United States are the Republican Donald Trump, the Democrat Hillary Clinton and the Libertarian Gary Johnson or someone else. If the election were held today, for whom would you vote?

Donald Trump: 41%
Hillary Clinton: 49%
Gary Johnson: 3%
Someone else: 3%
Undecided: 4%

[TRUMP SUPPORTERS] Q: Would you say you are very enthusiastic about your candidate, somewhat enthusiastic, not so enthusiastic or not enthusiastic at all?

Very enthusiastic: 58%
Somewhat enthusiastic: 28%
Not so enthusiastic: 10%
Not enthusiastic at all: 4%

[CLINTON SUPPORTERS] Q: Would you say you are very enthusiastic about your candidate, somewhat enthusiastic, not so enthusiastic or not enthusiastic at all?

Very enthusiastic: 51%
Somewhat enthusiastic: 36%
Not so enthusiastic: 10%
Not enthusiastic at all: 4%



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BY DMA					
Column %	GREEN BAY-APPLETON	LA CROSSE-EAU CLAIRE	MADISON	MILWAUKEE	WAUSAU-RHINELANDER
Donald Trump	48%	51%	34%	39%	48%
Hillary Clinton	44%	36%	62%	49%	43%
Gary Johnson	3%	5%	2%	3%	5%
Someone else	2%	6%	2%	3%	3%
Undecided	3%	2%	1%	6%	2%

BY GENDER		
Column %	Female	Male
Donald Trump	41%	42%
Hillary Clinton	49%	49%
Gary Johnson	3%	4%
Someone else	3%	3%
Undecided	4%	3%

BY PARTY			
Column %	Republican	Democrat	Non-Partisan
Donald Trump	84%	8%	36%
Hillary Clinton	9%	87%	46%
Gary Johnson	4%	2%	4%
Someone else	2%	1%	6%
Undecided	2%	2%	7%

BY AGE				
Column %	18-29	30-44	45-64	65+
Donald Trump	38%	40%	45%	40%
Hillary Clinton	52%	45%	47%	52%
Gary Johnson	5%	4%	3%	2%
Someone else	3%	4%	2%	3%
Undecided	2%	6%	3%	3%



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Q: The candidates in the General Election for President of the United States are the Republican Donald Trump, the Democrat Hillary Clinton and the Libertarian Gary Johnson or someone else. If the election were held today, for whom would you vote? **(Continued)**

BY RACE				
Column %	White	African-American	Hispanic	Other
Donald Trump	43%	11%	39%	30%
Hillary Clinton	48%	76%	54%	31%
Gary Johnson	3%	6%	1%	11%
Someone else	3%	4%	4%	2%
Undecided	3%	3%	2%	25%

BY EDUCATION				
Column %	High school	Some college	Bachelors	Higher degree
Donald Trump	44%	48%	39%	31%
Hillary Clinton	47%	43%	50%	59%
Gary Johnson	4%	3%	4%	2%
Someone else	1%	3%	4%	4%
Undecided	4%	3%	4%	4%



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Weighted Demographics

PARTY	
	%
Republican	32%
Democrat	36%
Non-Partisan	32%

GENDER	
	%
Female	55%
Male	45%

AGE	
	%
18-29	17%
30-44	25%
45-64	30%
65+	28%

RACE	
	%
White	87%
African-American	7%
Hispanic	4%
Other	2%