



WISCONSIN STATEWIDE

2016

Survey conducted October 30, 2016. 1,172 likely General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 General Election. Margin of Error is +/- 2.86% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



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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? **(ROTATE)**

Donald Trump: 42%

Hillary Clinton: 46%

Gary Johnson: 4%

Someone else: 3%

Undecided: 5%



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MEDIA MARKET					
Column %	GREEN BAY	LA CROSSE	MADISON	MILWAUKEE	WAUSAU
Donald Trump	53%	44%	32%	40%	42%
Hillary Clinton	36%	50%	56%	48%	47%
Gary Johnson	3%	2%	2%	5%	0%
Someone else	2%	2%	1%	2%	5%
Undecided	5%	2%	8%	5%	5%

PARTY			
Column %	Republican	Democrat	Non-Partisan
Donald Trump	79%	10%	38%
Hillary Clinton	10%	84%	39%
Gary Johnson	5%	1%	6%
Someone else	1%	3%	4%
Undecided	4%	2%	13%

GENDER		
Column %	Female	Male
Donald Trump	43%	41%
Hillary Clinton	47%	45%
Gary Johnson	2%	5%
Someone else	2%	3%
Undecided	6%	5%

AGE					
Column %	18-29	30-39	40-49	50-69	70+
Donald Trump	29%	46%	35%	40%	49%
Hillary Clinton	55%	45%	46%	50%	40%
Gary Johnson	4%	2%	9%	3%	2%
Someone else	7%	0%	6%	2%	2%
Undecided	5%	6%	4%	5%	8%



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RACE				
Column %	White	African-American	Hispanic	Other
Donald Trump	45%	22%	29%	26%
Hillary Clinton	43%	70%	54%	58%
Gary Johnson	4%	1%	2%	5%
Someone else	2%	3%	15%	7%
Undecided	6%	4%	0%	5%



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Weighted Demographics

DMA	
	%
Duluth-Superior, MN-WI	2%
Green Bay-Appleton, WI	19%
La Crosse-Eau Claire, WI	8%
Madison, WI	17%
Milwaukee, WI	40%
Minneapolis-St. Paul, MN	5%
Wausau-Rhineland, WI	9%

PARTY	
	%
Republican	37%
Democrat	40%
Non-Partisan	23%

GENDER	
	%
Female	53%
Male	47%

AGE	
	%
18-29	9%
30-39	13%
40-49	16%
50-69	42%
70+	20%

RACE	
	%
White	84%
African-American	7%
Hispanic	5%
Other	4%