



WISCONSIN STATEWIDE

2016

Survey conducted October 20 through October 22, 2016. 1,795 likely General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 General Election. Margin of Error is +/- 2.31% 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: 41%

Hillary Clinton: 46%

Gary Johnson: 5%

Someone else: 2%

Undecided: 6%



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BY DMA							
Column %	Duluth	Green Bay	La Crosse	Madison	Milwaukee	Minneapolis	Wausau
Donald Trump	35%	52%	43%	28%	37%	47%	51%
Hillary Clinton	47%	35%	48%	60%	48%	41%	38%
Gary Johnson	1%	6%	3%	3%	5%	4%	3%
Someone else	11%	2%	3%	3%	2%	0%	2%
Undecided	5%	6%	4%	6%	7%	8%	6%

BY PARTY			
Column %	Republican	Democrat	Non-Partisan
Donald Trump	77%	8%	34%
Hillary Clinton	12%	85%	42%
Gary Johnson	5%	1%	9%
Someone else	1%	2%	4%
Undecided	5%	5%	12%

BY GENDER		
Column %	Female	Male
Donald Trump	40%	41%
Hillary Clinton	48%	44%
Gary Johnson	4%	5%
Someone else	1%	3%
Undecided	6%	7%

BY AGE					
Column %	18-29	30-39	40-49	50-69	70+
Donald Trump	38%	34%	46%	38%	43%
Hillary Clinton	47%	42%	40%	51%	47%
Gary Johnson	3%	11%	6%	3%	3%
Someone else	6%	3%	1%	2%	1%
Undecided	6%	10%	7%	5%	6%



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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)**

BY RACE				
Column %	White	African-American	Hispanic	Other
Donald Trump	43%	15%	23%	32%
Hillary Clinton	45%	76%	63%	46%
Gary Johnson	4%	4%	6%	7%
Someone else	2%	0%	0%	8%
Undecided	6%	5%	9%	6%



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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	39%
Democrat	38%
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%