



Survey Information:

Random Selection, Landline and Cell Telephone Survey

Adult Wisconsin Residents - REGISTERED LIKELY VOTERS ONLY: 664

Interview Period: **October 13-16, 2016**

Margin of Error: +/- 3.8% at the 95% confidence level.

Contact:

Wendy Scattergood
 Assistant Professor, Political Science
 Associate, Strategic Research Institute,
 St. Norbert College
 (920) 403-3491 , wendy.scattergood@snc.edu

(percentages may not add to 100% due to rounding)

PRESIDENTIAL VOTE CHOICE FOLLOW-UP QUESTION:

What is the PRIMARY reason you feel [CANDIDATE NAMED VOTE CHOICE QUESTION] would make the best President? (open-end)

OF HILLARY CLINTON VOTERS:

Experience Qualifications	47%
Anti-Trump	15%
Lesser of Two Evils	6%
She's The Better of the Two	5%
Agree with her policies	14%
Education	
Environment	
Supports the middle-class	
Supports the poor	
Supports women	
Supports unions	
Support the people	6%
Support Democrats	4%
Temperament/Demeanor	2%
She's a Woman	<1%

OF DONALD TRUMP VOTERS:

Anti-Clinton 36%
Anti-Obama 5%
Lesser of Two Evils 6%

Outsider/Non-politician 13%
Will Bring Change 10%

Policy Agreement 12%
Gun Policies
Economy
Immigration/Border
US Supreme Court
Law Enforcement
Taxes
Pro Life
General Policy Agreement

Supporting Republicans/Am a Republican 2%

Businessman 5%
Tells it like it is 4%
Will Make American Great Again 1%

Less than 1% for the following:

New World Order
Honest
Will uphold voter freedom
His values
Not sure

OF GARY JOHNSON VOTERS:

Most Radical Candidate
Not connected, not easily swayed
Others are not good candidates

OF JILL STEIN VOTERS:

Agree with her policies
Will cause the least amount of damage to the country

If the presidential election were held today, for whom would you vote: **(NAMES ROTATED)**

Republican Donald Trump..... 39%
Democrat Hillary Clinton..... 47%
Libertarian Gary Johnson..... 1%
Green Party Jill Stein 3%
Other 3%
Not Sure 5%
Refused 2%