



EMERSON POLL: Wisconsin Feels the Bern While Cruz has Momentum Going into Primaries

BOSTON, MA – Bernie Sanders is now 8 points ahead of Hillary Clinton, (51% to 43%) in the Badger State, where two weeks ago he was six points down (50%-44%) to the former Secretary of State. In the GOP race, Cruz is now five points ahead of Donald Trump (40% to 35%) with John Kasich at 21%. Two weeks ago, Cruz had a 1 point lead over Trump (36%-35%).

If Cruz is the primary winner, he will win 15 delegates, Cruz is also ahead in five of the eight congressional districts where three delegates will be awarded to the winner of each district. Trump is ahead in the third district 49%-24%, while the second and fourth districts appear to be toss-ups between all three of the candidates.

Trump continues to struggle with likely GOP primary voters with a 43% to 53% favorable to unfavorable rating. Cruz and Kasich are viewed much more favorable among primary voters: Cruz 58%-38% and Kasich 69%-24% favorable to unfavorable ratings.

Cruz enjoys a 7 point lead among males over Trump 43% to 36% and Kasich 16%. Cruz holds a 3 point lead among women 35% to 32%, with Kasich at 28%.

The poll suggests that among those voting in the GOP primary - 57% will be Republicans and 37% Independents. Among this GOP voting group, Cruz leads among Republicans 46% to 31% for Trump, and 17% for Kasich. Independents break for Trump 37% to 34% with Kasich at 28%.

In contrast, both Sanders and Clinton hold very high favorable rating among likely Democrat voters with Sanders at 83% and Clinton at 70%. The poll suggests that the

open Democrat primary will consists of 68% of registered Democrats and 28% Independents. Clinton leads Sanders 50%-45% among registered Democrats but trails Sanders 62% to 32% among Independents. Early voting also favors Sanders 52% to 38%.

Sanders leads Clinton 68% to 22% in the 18-34 age group and 57% to 38% among voters 35-54. Clinton bounces back with voters 55-74 by 11 points (54% to 43%) and maintains her strongest edge with voters over 75, 72% to 21%.

Sanders has extended his lead amongst men from 51% to 43% in ECPS previous poll to 59% to 36%, while cutting into the women's vote for Clinton, now trailing by only 3 points 48% to 45%. Sander's has solidified his support across the state losing only in the fourth congressional district.

With the delegate counts becoming clearer, ECPS gauged the GOP electorate's attitude towards the idea of a brokered convention. Some candidates have stated that they believe the nomination should go to the leader in the delegate count come convention time, while others endorse the standard delegate selection process of a brokered convention currently being used by the GOP. Overall, Republican respondents appear to be split exactly down the middle, 50% supporting the leading candidate being given the nomination and 50% supporting the brokered convention system. Ninety-four percent (94%) of those in favor of a majority leader being the GOP nominee were supporters of Donald Trump. Of those in support of a brokered convention, 71% were supporters of Cruz, 80% were supporters of Kasich, only 6% are supporters of Trump.

In hypothetical general election match ups, Clinton leads Trump 47% to 37% and leads Cruz 46% to 43%, Kasich leads Clinton 52% to 38%. Sanders lead Trump 51% to 37% and Cruz 50% to 41%. In the Wisconsin US Senate race, Russ Feingold holds a 48% to 44% lead over Ron Johnson.

Caller ID

The Emerson College Polling Society poll was conducted from March 30- April 3, 2016. The GOP primary consisted of 549 likely primary voters, with a margin of error of +/- 4.1%, and the Democratic primary consisted of 542 likely primary voters, with a margin of error of +/-4.2%. The General Election sample consisted of 1,198 likely general election voters, with a margin of error of +/-2.8%. Data was collected using an

Interactive Voice Response (IVR) system of landlines only and the general election was weighted by 2012 federal general election returns, the Democrat primary was weighted by age, the GOP primary was not weighted. The full methodology and results can be found at www.theecps.com.