



EMERSON POLL: WISCONSIN PRIMARY IN PLAY FOR BOTH PARTIES; CRUZ LEADS TRUMP BY A POINT; CLINTON UP 6 OVER SANDERS; CRUZ FARES BETTER THAN TRUMP IN GENERAL AGAINST CLINTON

BOSTON, MA – As establishment Republicans look for ways to slow Donald Trump's relentless march toward the party's presidential nomination, Wisconsin's winner-take-all GOP primary contest on April 5 offers some intriguing possibilities. In a statewide Emerson College poll released today, Texas Senator Ted Cruz is not only leading Trump 36% to 35% in the upcoming primary, but Cruz is only trailing Hillary Clinton by one point in a hypothetical general election matchup, 46% to 45%. In contrast, Trump is trailing both Clinton and her Democratic rival, Bernie Sanders, by the same 9-point margin of 47% to 38% in a potential general election match-up.

In the Democratic primary, Clinton leads Sanders by 6 points, 50% to 44%, with 5% undecided. Wisconsin's demographics bode well for Sanders, who has enjoyed his strongest wins in states with a low percentage of minorities and lopsided support for him among young voters. He leads Clinton 67% to 29% in the 18-34 age group and ties her at 48% among voters 35-54. As in other primaries Emerson College has polled, he trails her by large margins with older voters: 63% to 31% (ages 55-74) and 73% to 19% (ages 75 and up). Less than 10% of the state's Democratic voters are African American or Latino, groups that have supported Clinton very heavily in other states.

There continues to be a gender gap on the Democratic side with men favoring Sanders 51% to 43%, while women prefer Clinton 48% to 36%. Each candidate is ahead in four of the state's eight Congressional districts. Sanders is running strongest in the western half of Wisconsin and in the northeast region. Clinton's support is concentrated in the southeast area bordering Lake Michigan. The GOP race follows a similar pattern, with Trump and Cruz splitting the districts 4-4, Trump polling strong in the western region, and Cruz doing well in the east.

In the GOP primary, Ohio Governor John Kasich finishes far behind Cruz (36%) and Trump (35%), with 19% of the vote. It appears that Kasich is pulling votes from Cruz as Kasich supporters find Cruz more favorable than Trump, 36% to 27%. Although Trump is roughly even in his favorable/unfavorable numbers with likely GOP male voters (50/47), he is 10 points under water with GOP women (40/50) and net -28 (33/61) with Independents, who comprise one-third of the Wisconsin electorate. In contrast, Cruz has a +32 favorability with Republican men (64/32), +26 with women (58/32), and +4 (48/44) with Independents.

In a week when President Obama named Judge Merrick Garland to fill the Supreme Court vacancy left by the death of Antonin Scalia, 9 out of 10 Democratic voters (91%) believe the U.S. Senate should confirm the President's nominee. This compares to 64% of GOP voters who oppose confirmation. Sentiment follows partisan lines, with Democrats' favorable/unfavorable numbers tilting heavily toward Garland, 75/5 with 14% undecided, while Republicans lean the other way, 28/39/28.

Almost one-third of Democrats (32%) said health care was the most important issue in the election, 16% cited dissatisfaction with government, and 25% chose "other." Among GOP voters, 36% listed dissatisfaction with government as their biggest concern followed by health care (22%) and fears about ISIS (12%). The terrorist attack in Brussels occurred on the last day of the poll.

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The Emerson College Polling Society poll was conducted from March 20-22, 2016. The GOP primary consisted of 439 likely primary voters, with a margin of error of +/-4.6%, and the Democratic primary

consisted of 354 likely primary voters, with a margin of error of +/-5.2%. The General Election sample consisted of 922 likely general election voters, with a margin of error of +/-3.2%. 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 gender and age, the GOP primary was not weighted. The full methodology and results can be found at www.theecps.com.