



Campaign Trends: July - October 2016

Includes results for likely voters and (in late October) early/absentee voters

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Votes

If the election for U.S. Senator were being held today and the candidates were Russ Feingold the Democrat and Ron Johnson the Republican and Phil Anderson the Libertarian, for whom would you vote?

Sex

	Russ Fein- gold	Ron John- son	Phil An- derson	None of these	Wouldn't vote	Don't know	Refused	Total
7/7-10/16	289 46%	253 40%	47 7%	10 2%	3 0%	25 4%	3 0%	630 14%
8/4-7/16	309 50%	242 39%	41 7%	4 1%	4 1%	19 3%	1 0%	620 14%
8/25-28/16	276 45%	257 42%	38 6%	3 0%	0 0%	41 7%	1 0%	616 14%
9/15-18/16	285 44%	250 39%	43 7%	13 2%	5 1%	42 7%	4 1%	642 14%
10/6-9/16	388 46%	365 44%	35 4%	7 1%	3 0%	33 4%	7 1%	838 18%
10/26-31/16	536 45%	523 44%	40 3%	30 3%	3 0%	38 3%	20 2%	1190 26%

If the election for president were being held today and the candidates were Hillary Clinton the Democrat, Donald Trump the Republican, Gary Johnson the Libertarian and Jill Stein the Green Party, for whom would you vote?

Sex

	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	None of these	Wouldn't vote	Don't know	Refused	Total
7/7-10/16	272 43%	234 37%	51 8%	15 2%	16 3%	5 1%	31 5%	5 1%	629 14%
8/4-7/16	291 47%	213 34%	55 9%	18 3%	15 2%	1 0%	26 4%	2 0%	621 14%
8/25-28/16	250 41%	231 38%	63 10%	25 4%	19 3%	0 0%	24 4%	4 1%	616 14%
9/15-18/16	265 41%	244 38%	73 11%	14 2%	10 2%	6 1%	24 4%	5 1%	641 14%
10/6-9/16	365 43%	313 37%	73 9%	27 3%	15 2%	1 0%	36 4%	10 1%	840 19%
10/26-31/16	544 46%	470 40%	48 4%	31 3%	40 3%	3 0%	38 3%	15 1%	1189 26%

Favorable/unfavorable

Do you have a favorable or unfavorable opinion of Barack Obama or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
7/7-10/16	331 53%	288 46%	10 2%	0 0%	1 0%	630 14%
8/4-7/16	351 57%	262 42%	3 0%	4 1%	0 0%	620 14%
8/25-28/16	313 51%	282 46%	7 1%	3 0%	11 2%	616 14%
9/15-18/16	352 55%	277 43%	10 2%	3 0%	0 0%	642 14%
10/6-9/16	446 53%	378 45%	7 1%	8 1%	1 0%	840 19%
10/26-31/16	631 53%	541 45%	7 1%	11 1%	1 0%	1191 26%

Do you have a favorable or unfavorable opinion of Hillary Clinton or haven't you heard enough about her yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
7/7-10/16	243 39%	352 56%	18 3%	13 2%	4 1%	630 14%
8/4-7/16	294 47%	306 49%	14 2%	6 1%	0 0%	620 14%
8/25-28/16	231 38%	356 58%	17 3%	11 2%	1 0%	616 14%
9/15-18/16	286 45%	332 52%	14 2%	8 1%	2 0%	642 14%
10/6-9/16	354 42%	455 54%	24 3%	5 1%	1 0%	839 18%
10/26-31/16	521 44%	624 52%	18 2%	25 2%	2 0%	1190 26%

Do you have a favorable or unfavorable opinion of Donald Trump or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
7/7-10/16	198 31%	377 60%	31 5%	21 3%	3 0%	630 14%
8/4-7/16	171 28%	404 65%	28 5%	14 2%	2 0%	619 14%
8/25-28/16	200 32%	376 61%	19 3%	15 2%	6 1%	616 14%
9/15-18/16	220 34%	381 59%	27 4%	12 2%	1 0%	641 14%
10/6-9/16	274 33%	514 61%	26 3%	25 3%	1 0%	840 19%
10/26-31/16	411 35%	726 61%	19 2%	29 2%	5 0%	1190 26%

Do you have a favorable or unfavorable opinion of Ron Johnson or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
7/7-10/16	231 37%	239 38%	152 24%	6 1%	1 0%	629 14%
8/4-7/16	221 36%	226 36%	161 26%	12 2%	0 0%	620 14%
8/25-28/16	232 38%	218 35%	154 25%	8 1%	3 0%	615 14%
9/15-18/16	227 35%	251 39%	153 24%	11 2%	0 0%	642 14%
10/6-9/16	361 43%	309 37%	152 18%	17 2%	1 0%	840 19%
10/26-31/16	506 43%	473 40%	161 14%	47 4%	3 0%	1190 26%

Do you have a favorable of unfavorable opinion of Russ Feingold or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
7/7-10/16	281	209	117	22	1	630
	45%	33%	19%	3%	0%	14%
8/4-7/16	296	230	82	12	0	620
	48%	37%	13%	2%	0%	14%
8/25-28/16	265	238	108	5	0	616
	43%	39%	18%	1%	0%	14%
9/15-18/16	309	207	108	17	1	642
	48%	32%	17%	3%	0%	14%
10/6-9/16	373	339	106	20	0	838
	45%	40%	13%	2%	0%	18%
10/26-31/16	545	495	119	29	2	1190
	46%	42%	10%	2%	0%	26%

Do you have a favorable of unfavorable opinion of Phil Anderson or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
7/7-10/16	9	28	524	67	0	628
	1%	4%	83%	11%	0%	16%
8/4-7/16	27	32	519	40	2	620
	4%	5%	84%	6%	0%	16%
8/25-28/16	21	23	526	44	1	615
	3%	4%	86%	7%	0%	16%
9/15-18/16	0	0	0	0	0	0
	NaN%	NaN%	NaN%	NaN%	NaN%	0%
10/6-9/16	30	59	667	83	1	840
	4%	7%	79%	10%	0%	22%
10/26-31/16	38	77	890	177	8	1190
	3%	6%	75%	15%	1%	31%

Do you have a favorable of unfavorable opinion of Jill Stein or haven't you heard enough about her yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
9/15-18/16	43	93	466	37	2	641
	7%	15%	73%	6%	0%	35%
10/26-31/16	137	252	671	122	7	1189
	12%	21%	56%	10%	1%	65%

Do you have a favorable of unfavorable opinion of Gary Johnson or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
8/4-7/16	82 13%	105 17%	405 65%	28 5%	0 0%	620 23%
10/6-9/16	162 19%	268 32%	363 43%	42 5%	3 0%	838 32%
10/26-31/16	183 15%	389 33%	502 42%	108 9%	8 1%	1190 45%

Do you have a favorable of unfavorable opinion of Mike Pence or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
8/4-7/16	180 29%	161 26%	266 43%	13 2%	0 0%	620 23%
10/6-9/16	332 40%	253 30%	217 26%	34 4%	2 0%	838 32%
10/26-31/16	479 40%	371 31%	294 25%	44 4%	2 0%	1190 45%

Do you have a favorable of unfavorable opinion of Tim Kaine or haven't you heard enough about him yet?

Sex

	Favorable	Unfavorable	Haven't heard enough	Don't know	Refused	Total
8/4-7/16	150 24%	136 22%	322 52%	11 2%	0 0%	619 23%
10/6-9/16	239 28%	282 34%	278 33%	38 5%	2 0%	839 32%
10/26-31/16	335 28%	384 32%	397 33%	72 6%	2 0%	1190 45%

Comfortable/uncomfortable

Thinking about some of the candidates for president, how comfortable are you with the idea of Hillary Clinton as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

Sex							
	Very com- fortable	Somewhat comfort- able	Somewhat uncom- fortable	Very uncom- fort- able	Don't know	Refused	Total
7/7-10/16	133 21%	132 21%	83 13%	279 44%	2 0%	0 0%	629 14%
8/4-7/16	166 27%	135 22%	65 10%	252 41%	1 0%	1 0%	620 14%
8/25-28/16	138 22%	125 20%	60 10%	289 47%	3 0%	0 0%	615 14%
9/15-18/16	167 26%	134 21%	63 10%	277 43%	2 0%	0 0%	643 14%
10/6-9/16	201 24%	182 22%	80 10%	370 44%	5 1%	1 0%	839 19%
10/26-31/16	293 25%	261 22%	123 10%	500 42%	11 1%	1 0%	1189 26%

Thinking about some of the candidates for president, how comfortable are you with the idea of Donald Trump as president? Are you very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable

Sex							
	Very com- fortable	Somewhat comfort- able	Somewhat uncom- fortable	Very uncom- fort- able	Don't know	Refused	Total
7/7-10/16	94 15%	127 20%	79 13%	326 52%	3 0%	1 0%	630 14%
8/4-7/16	78 13%	124 20%	73 12%	338 55%	5 1%	1 0%	619 14%
8/25-28/16	101 16%	113 18%	80 13%	318 52%	3 0%	0 0%	615 14%
9/15-18/16	98 15%	137 21%	87 14%	318 50%	1 0%	1 0%	642 14%
10/6-9/16	121 14%	180 21%	84 10%	446 53%	6 1%	1 0%	838 18%
10/26-31/16	198 17%	257 22%	127 11%	601 50%	7 1%	1 0%	1191 26%

Character traits

Please tell me whether the following statement describes Hillary Clinton, or not....she is someone who cares about people like me.

Sex

	Describes	Does not describe	Don't know	Refused	Total
8/4-7/16	311 50%	299 48%	9 1%	0 0%	619 16%
8/25-28/16	260 42%	333 54%	21 3%	1 0%	615 16%
9/15-18/16	293 46%	336 52%	9 1%	4 1%	642 16%
10/6-9/16	391 47%	423 50%	24 3%	1 0%	839 21%
10/26-31/16	565 47%	606 51%	18 2%	2 0%	1191 30%

Please tell me whether the following statement describes Donald Trump, or not....he is someone who cares about people like me.

Sex

	Describes	Does not describe	Don't know	Refused	Total
8/4-7/16	195 31%	411 66%	14 2%	0 0%	620 16%
8/25-28/16	224 36%	376 61%	14 2%	1 0%	615 16%
9/15-18/16	231 36%	394 61%	12 2%	5 1%	642 16%
10/6-9/16	296 35%	513 61%	29 3%	1 0%	839 21%
10/26-31/16	442 37%	720 61%	25 2%	2 0%	1189 30%

Please tell me whether the following statement describes Hillary Clinton, or not....she is someone who is honest.

Sex

	Describes	Does not describe	Don't know	Refused	Total
7/7-10/16	196 31%	412 66%	18 3%	3 0%	629 14%
8/4-7/16	230 37%	373 60%	14 2%	2 0%	619 14%
8/25-28/16	162 26%	428 69%	22 4%	4 1%	616 14%
9/15-18/16	203 32%	409 64%	29 5%	1 0%	642 14%
10/6-9/16	242 29%	557 66%	37 4%	3 0%	839 19%
10/26-31/16	335 28%	809 68%	38 3%	8 1%	1190 26%

Please tell me whether the following statement describes Donald Trump, or not....he is someone who is honest.

Sex

	Describes	Does not describe	Don't know	Refused	Total
7/7-10/16	217 35%	384 61%	25 4%	2 0%	628 14%
8/4-7/16	207 33%	394 64%	17 3%	2 0%	620 14%
8/25-28/16	221 36%	374 61%	18 3%	2 0%	615 14%
9/15-18/16	217 34%	407 63%	16 2%	2 0%	642 14%
10/6-9/16	276 33%	534 64%	28 3%	1 0%	839 19%
10/26-31/16	431 36%	724 61%	31 3%	4 0%	1190 26%

Please tell me whether the following statement describes Ron Johnson, or not.... he is someone who is honest.

Sex

	Describes	Does not describe	Don't know	Refused	Total
10/6-9/16	415 49%	277 33%	145 17%	2 0%	839 41%
10/26-31/16	590 50%	396 33%	200 17%	4 0%	1190 59%

Please tell me whether the following statement describes Russ Feingold, or not.... he is someone who is honest.

Sex

	Describes	Does not describe	Don't know	Refused	Total
10/6-9/16	437 52%	300 36%	101 12%	1 0%	839 41%
10/26-31/16	592 50%	462 39%	132 11%	4 0%	1190 59%

Please tell me whether the following statement describes Russ Feingold, or not.... he is someone who cares about people like me.

Sex

	Describes	Does not describe	Don't know	Refused	Total
7/7-10/16	0	0	0	0	0
8/4-7/16	0	0	0	0	0
8/25-28/16	306	238	69	2	615
9/15-18/16	323	212	105	2	642
10/6-9/16	436	302	99	2	839
10/26-31/16	580	469	139	2	1190

Please tell me whether the following statement describes Ron Johnson, or not.... he is someone who cares about people like me.

Sex

	Describes	Does not describe	Don't know	Refused	Total
7/7-10/16	0	0	0	0	0
8/4-7/16	0	0	0	0	0
8/25-28/16	255	245	113	2	615
9/15-18/16	240	279	118	5	642
10/6-9/16	377	341	118	3	839
10/26-31/16	532	488	166	2	1188

Qualifications, judgment and effectiveness

Please tell me whether the following statement describes Hillary Clinton, or not.... she has the qualifications to be president.

Sex

	Describes	Does not describe	Don't know	Refused	Total
7/7-10/16	357 57%	264 42%	5 1%	3 0%	629 14%
8/4-7/16	379 61%	233 38%	7 1%	0 0%	619 14%
8/25-28/16	338 55%	272 44%	5 1%	0 0%	615 14%
9/15-18/16	387 60%	249 39%	3 0%	3 0%	642 14%
10/6-9/16	487 58%	337 40%	14 2%	1 0%	839 19%
10/26-31/16	708 59%	467 39%	13 1%	2 0%	1190 26%

Please tell me whether the following statement describes Donald Trump, or not.... he has the qualifications to be president.

Sex

	Describes	Does not describe	Don't know	Refused	Total
7/7-10/16	222 35%	403 64%	5 1%	0 0%	630 14%
8/4-7/16	181 29%	419 68%	16 3%	2 0%	618 14%
8/25-28/16	223 36%	379 62%	13 2%	1 0%	616 14%
9/15-18/16	237 37%	393 61%	10 2%	3 0%	643 14%
10/6-9/16	275 33%	542 65%	21 3%	1 0%	839 18%
10/26-31/16	422 35%	727 61%	39 3%	2 0%	1190 26%

How effective is Ron Johnson as a US Senator? Very effective, somewhat effective, not very effective or not at all effective?

Sex

	Very effective	Somewhat effective	Not very effective	Not at all effective	Don't know	Refused	Total
9/15-18/16	84	231	106	125	90	6	642

How effective was Russ Feingold as a US Senator? Very effective, somewhat effective, not very effective or not at all effective?

Sex

	Very effective	Somewhat effective	Not very effective	Not at all effective	Don't know	Refused	Total
9/15-18/16	159	210	113	85	72	3	642

Do you think Donald Trump generally shows good judgment, or not?

Sex

	Shows good judgment	Does not show good judgment	Don't know	Refused	Total
10/6-9/16	234 28%	590 70%	13 2%	2 0%	839 41%
10/26-31/16	329 28%	833 70%	27 2%	1 0%	1190 59%

Do you think Hillary Clinton generally shows good judgment, or not?

Sex

	Shows good judgment	Does not show good judgment	Don't know	Refused	Total
10/6-9/16	406 48%	418 50%	13 2%	2 0%	839 41%
10/26-31/16	561 47%	601 51%	24 2%	4 0%	1190 59%