

# Battleground state: Wisconsin may be Clinton territory in November

## Presidential Candidate Strategy in Wisconsin



### Wisconsin from Clinton's perspective

- Wisconsin has been going blue in presidential elections since 1984, however it has a large population of white, blue collar voters who fit the profile of a Trump voter
- Clinton has strong support in Milwaukee and Madison—a Trump victory would be difficult without them
- Neither Clinton nor Trump has invested in Wisconsin advertising. For Trump that doesn't mean much because he has not spent much on ads in any state, but for Clinton it indicates she is confident in support from Wisconsin—she also has \$98 million reserved for airtime nationally, so we may see some of that moved to Wisconsin in the future if need be
- Tim Kaine spent August 5<sup>th</sup> touring a Milwaukee microbrewery
- Clinton is currently polling at an average of 41.7% to Trump's 37.3% in Wisconsin and has maintained a lead ranging from three to five points since June



### Wisconsin from Trump's perspective

- Trump is facing a tough fight for Wisconsin, with Milwaukee and Madison appearing to be Democrat strongholds
- Trump's challenge is somewhat compounded by Trump's rift with the state's Republican leaders, Gov. Scott Walker, Sen. Ron Johnson, and Speaker Paul Ryan, who Trump was reluctant to endorse before Ryan's primary
- None of these Wisconsin Republicans attended Trump's August 5<sup>th</sup> rally in WI
- The state's talk radio hosts, who were influential in Trump's Wisconsin primary loss, have maintained their opposition to the candidate
- Trump held a rally August 5<sup>th</sup> in Green Bay, a key swing area, and Mike Pence spent time in Waukesha the preceding week

Sources: Adam Wollner, "On Wisconsin?" National Journal, August 5, 2016; POLITICO's Battleground States Polling Average, August 9, 2016; RealClearPolitics Battleground states polling, September 15, 2016.

# Battleground state: neither of Wisconsin’s key counties backed the presidential nominees in their primaries

## Key battleground counties in Wisconsin

County	Past elections	Population	Registered voters	Analysis
<b>Brown County</b>	<b>2016 primary:</b> Sanders, Cruz <b>2012:</b> Obama 48, Romney 50	258,718	146,952	<ul style="list-style-type: none"> <li>• Green Bay’s Brown County went Republican in 2000, 2004 and 2012 and only flipped in 2008 for Obama</li> <li>• The county also backed Gov. Scott Walker all three times his name appeared on the ballot</li> <li>• It is the fourth largest county and a huge driver of the states economy thanks to the Green Bay Packers</li> <li>• The county is also home to a diverse array of industries from dairy farms to major health-care companies</li> </ul>
<b>Racine County</b>	<b>2016 primary:</b> Sanders, Cruz <b>2012:</b> Romney 48, Obama 51	195,080	113,599	<ul style="list-style-type: none"> <li>• Racine county is has a large Hispanic and African American population</li> <li>• It is the only competitive county bordering Milwaukee, the other three are reliably Republican</li> <li>• Racine backed Bush twice in 2000 and 2004 and backed Obama twice in 2008 and 2012</li> </ul>

Sources: Darren Samuelsohn, Katie Glueck, Kyle Cheney, “25 Battleground counties to watch,” POLITICO, August 8, 2016; Adam Wollner, “On Wisconsin?” National Journal, August 5, 2016; POLITICO’s Battleground States Polling Average, August 9, 2016