



PRRI BROOKINGS

PRRI/Brookings October 2016 Survey Total = 1,005 (405 Landline, 600 Cell phone) October 12 - 17, 2016

Q.1 How would you rate your chances of voting in the 2016 presidential election?

<u>Oct.</u> <u>2016</u>	<u>Sept.</u> <u>2012</u> ¹	<u>Aug.</u> <u>2012</u>	
66	71	70	Absolutely certain to vote
6	9	10	Probably will vote
9	10	8	Chances are 50-50
16	9	9	Less than 50-50 chance
<u>2</u>	<u>1</u>	<u>2</u>	Don't know/Refused (VOL.)
100	100	100	Total

Turning to a different subject...

REGIST Are you registered to vote at your present address or not?

79	Yes
19	No
<u>2</u>	Don't know/Refused (VOL.)
100	Total

¹ Question was asked about chances of voting in the 2012 presidential election.

IF CURRENTLY REGISTERED TO VOTE (REGIST=1), ASK [N=841]:

Q.2 If the 2016 presidential election were being held today and the candidates were [INSERT; RANDOMIZE] and [INSERT], for whom would you vote?

IF DON'T KNOW/REFUSED (Q.2=9), ASK [N=127]:

Q.3 As of today, do you lean more toward [INSERT; RANDOMIZE] or [INSERT]?

REGISTERED VOTERS

Oct. 12- <u>17, 2016</u>	Oct. 5-9, <u>2016</u>	Sept. 28- Oct. 2, <u>2016</u>	Sept. 22- 25, <u>2016</u>	Late Aug. <u>2016</u>	Early Aug. <u>2016</u>	
49	49	46	45	48	48	Hillary Clinton, the Democrat
46	46	42	42	45	45	Clinton
3	3	4	2	3	3	Leans Clinton
33	36	38	39	35	36	Donald Trump, the Republican
31	33	35	37	33	34	Trump
3	3	3	2	2	2	Leans Trump
3	1	3	2	2	2	Gary Johnson (VOL.)
*	*	*	1	*	1	Jill Stein (VOL.)
5	4	6	5	5	5	Some other candidate (VOL.)
<u>10</u>	<u>10</u>	<u>7</u>	<u>8</u>	<u>10</u>	<u>8</u>	Don't know/Refused (VOL.)
100	100	100	100	100	100	Total

LIKELY VOTERS

Oct. 12- <u>17, 2016</u>	Oct. 5-9, <u>2016</u>	Sept. 28- Oct. 2, <u>2016</u>	Sept. 22- 25, <u>2016</u>	
51	49	47	43	Hillary Clinton, the Democrat
48	47	44	42	Clinton
3	2	3	1	Leans Clinton
36	38	41	43	Donald Trump, the Republican
34	36	39	42	Trump
2	2	2	1	Leans Trump
3	2	3	2	Gary Johnson (VOL.)
*	*	*	1	Jill Stein (VOL.)
4	4	4	3	Some other candidate (VOL.)
<u>6</u>	<u>8</u>	<u>5</u>	<u>7</u>	Don't know/Refused (VOL.)
100	100	100	100	Total

IF CURRENTLY REGISTERED TO VOTE (REGIST=1), ASK [N=841]:

Q.4 And if the 2016 election was being held TODAY. If you had to choose between **[READ AND ROTATE]** in your election district, who would you vote for?

IF DON'T KNOW/REFUSED (Q4=9), ASK [N=101]:

Q.5 As of TODAY, do you LEAN more towards **[READ, ROTATE IN SAME ORDER AS Q2]**?

REGISTERED VOTERS

39	The Republican candidate
36	<i>Republican candidate</i>
3	<i>Leans Republican</i>
51	The Democratic candidate
48	<i>Democratic candidate</i>
3	<i>Leans Democrat</i>
*	Tea Party candidate (VOL.)
2	Other/Third party candidate (VOL.)
2	Not voting (VOL.)
<u>7</u>	Don't know/Refused (VOL.)
100	Total

LIKELY VOTERS

40	The Republican candidate
39	<i>Republican candidate</i>
2	<i>Leans Republican</i>
52	The Democratic candidate
49	<i>Democratic candidate</i>
3	<i>Leans Democrat</i>
0	Tea Party candidate (VOL.)
1	Other/Third party candidate (VOL.)
1	Not voting (VOL.)
<u>5</u>	Don't know/Refused (VOL.)
100	Total

ASK ALL:

Q.6 Thinking about your vote for president, how important is it for a candidate to have strong religious beliefs?

<u>Oct.</u> <u>2016</u>	<u>Aug.</u> <u>2016</u>	<u>Oct.</u> <u>2011</u>	
29	30	39	Very important
29	30	27	Somewhat important
14	16	14	Not too important
26	22	19	Not at all important
<u>2</u>	<u>2</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	100	Total

Q.7 Now, as I read some statements on a few different topics, please tell me if you completely agree, mostly agree, mostly DISagree or completely disagree with each one. (First/Next) **[INSERT; RANDOMIZE]**.

a. The moral behavior of a candidate is a good indication of how well they would do as president

<u>Oct.</u> <u>2016</u>	<u>Jan.</u> <u>1988²</u>	
34	29	Completely agree
43	39	Mostly agree
10	17	Mostly disagree
8	10	Completely disagree
<u>4</u>	<u>4</u>	Don't know/Refused (VOL.)
100	100	Total

b. I would rather vote for someone I disagree with than support a candidate whom I think is unfit to be president.

34	Completely agree
34	Mostly agree
12	Mostly disagree
13	Completely disagree
<u>7</u>	Don't know/Refused (VOL.)
100	Total

² Atlanta Journal-Constitution Survey, January 1988. In survey, the question read, "The moral behavior of a candidate is a good indication of how well he would do as president."

Q.8 Do you think an elected official who commits an immoral act in their personal life can still behave ethically and fulfill their duties in their public and professional life?

<u>Oct.</u> <u>2016</u>	<u>June</u> <u>2011</u>	
61	44	Yes
29	44	No
5	10	Depends (VOL.)
<u>5</u>	<u>2</u>	Don't know/Refused (VOL.)
100	100	Total

PARTY Generally speaking, do you usually think of yourself as...?

23	A Republican
30	A Democrat
35	An independent
3	Other (SPECIFY) (VOL.)
<u>9</u>	Don't know/Refused (VOL.)
100	Total

IF INDEPENDENT, OTHER, DON'T KNOW, OR REFUSED [PARTY=3-9], ASK [N=454]:

PARTYLN As of today do you lean more towards the Republican Party or more towards the Democratic Party?

25	Republican
33	Democrat
12	Other (SPECIFY)
<u>30</u>	Don't know/Refused (VOL.)
100	Total

IF REPUBLICAN OR LEAN REPUBLICAN [PARTY=1 OR PARTYLN=1], ASK [N=377]:

Q.9 How well, if at all, do you think Donald Trump represents the future of the Republican Party?

27	Very well
30	Somewhat well
19	Not too well
22	Not at all well
<u>3</u>	Don't know/Refused (VOL.)
100	Total

IF DEMOCRAT OR LEAN DEMOCRATIC [PARTY=2 OR PARTYLN=2], ASK [N=456]:

Q.10 How well, if at all, do you think Hillary Clinton represents the future of the Democratic Party?

37	Very well
42	Somewhat well
10	Not too well
9	Not at all well
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Survey Methodology

The survey was designed and conducted by PRRI in partnership with The Brookings Institution. The survey was made possible by generous grants from the Ford Foundation and the Nathan Cummings Foundation. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between October 12, 2016, and October 17, 2016, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,005 adults 18 years of age or older living in the United States (600 respondents were interviewed on a cell phone). The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection is based on stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cell phone numbers. The sample is designed to represent the total U.S. adult population and includes respondents from all 50 states, including Hawaii and Alaska. The landline and cell phone samples are provided by Marketing Systems Group.

The weighting is accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.³ In the second stage, sample demographics are balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density and telephone usage. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2015 National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's May 2016 Current Population Survey.

The sample weighting is accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the entire sample is +/- 3.7 percentage points at the 95% level of confidence. The survey included a subsample of 692 likely voters. The margin of error for the subsample of likely voters is +/- 4.4 percentage points at the 95% level of confidence. The design effect for the survey is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

³ Telephone usage refers to whether respondents have only a landline telephone, only a cell phone, or both types.

Appendix

Table 1. Demographic, Political, and Religious Subgroup Sample Sizes
(All figures are unweighted)

	<u>General Public</u>
Total Sample	1,005
Male	515
Female	490
Democrat	298
Independent	354
Republican	253
Registered voter	841
Likely voter	692
Clinton likely voter	344
Trump likely voter	263
White, non-Hispanic	705
Black, non-Hispanic	98
Hispanic	119
White, no college degree	415
White, college degree	285
Age 18-29	157
30-49	235
50-64	291
65+	321
White evangelical Protestant	180
White mainline Protestant	153
Non-white Protestant	135
Catholic	205
<i>White Catholic</i>	<i>140</i>
Religiously unaffiliated	219