

GALLUP NEWS SERVICE
SEPTEMBER ELECTION BENCHMARK

-- FINAL TOPLINE --

Timberline: 937008
IS: 806
Princeton Job #: 16-09-014

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September 14-18, 2016

Results are based on telephone interviews conducted September 14-18, 2016 with a random sample of 1,033—adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ±4 percentage points at the 95% confidence level.

For results based on the sample of 931 -- registered voters, the margin of sampling error is ±4 percentage points at the 95% confidence level.

For results based on the sample of 480 -- Republicans and Republican leaning independents, the margin of sampling error is ±5 percentage points at the 95% confidence level.

For results based on the sample of 491 -- Democrats and Democratic leaning independents, the margin of sampling error is ±5 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 60% cell phone respondents and 40% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2015 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2015 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Next,

Q.7-8 ROTATED

7. How would you describe the political views of Hillary Clinton – [ROTATED: very liberal, liberal, moderate, conservative (or) very conservative]?

	<u>Very liberal</u>	<u>Liberal</u>	<u>Moderate</u>	<u>Conservative</u>	<u>Very Conservative</u>	<u>No opinion</u>
Registered Voters						
2016 Sep 14-18	27	31	25	9	3	5
National adults						
2016 Sep 14-18	25	29	26	10	4	6
2007 Dec 14-16	22	34	22	12	4	5

8. How would you describe the political views of Donald Trump – [ROTATED: very liberal, liberal, moderate, conservative (or) very conservative]?

	<u>Very liberal</u>	<u>Liberal</u>	<u>Moderate</u>	<u>Conservative</u>	<u>Very Conservative</u>	<u>No opinion</u>
Registered Voters						
2016 Sep 14-18	8	11	22	31	16	12
National adults						
2016 Sep 14-18	8	12	21	30	17	13

SUMMARY TABLE I: COMPARISON OF CANDIDATE POLITICAL VIEWS VS. SELF, BASED ON REGISTERED VOTERS

	<u>Hillary Clinton</u>	<u>Donald Trump</u>
A lot more liberal than self	34	13
Somewhat more liberal	15	18
Same views	24	22
Somewhat more conservative	15	14
A lot more conservative than self	6	21
No opinion / Undesignated	5	12

**SUMMARY TABLE II: COMPARISON OF OWN VIEWS AND CANDIDATES' POLITICAL VIEWS
(D10/Q.7/Q.8)**

	<u>Total liberal</u>	<u>Moderate</u>	<u>Total conservative</u>
2016			
Registered voters' own views	25	37	36
(RV) Views of Donald Trump	19	22	47
(RV) Views of Hillary Clinton	58	25	12
2012			
Registered voters' own views	23	31	42
(RV) Views of Mitt Romney	11	21	60
(RV) Views of Barack Obama	60	22	12
2008			
Registered voters' own views	21	34	43
(RV) Views of John McCain	9	26	62
(RV) Views of Barack Obama	62	24	11
2004 Jul 19-21			
Registered voters' own views	19	39	40
(RV) Views of George W. Bush	8	18	68
(RV) Views of John Kerry	48	32	15
1992 Oct 5-7			
Registered voters' own views	15	44	37
(RV) Views of George H.W. Bush	9	20	59
(RV) Views of Bill Clinton	42	32	15
(RV) Views of Ross Perot	20	21	29

D10. How would you describe your political views – [ROTATED: very liberal, liberal, moderate, conservative (or) very conservative]?

	<u>Very liberal</u>	<u>Liberal</u>	<u>Moderate</u>	<u>Conservative</u>	<u>Very Conservative</u>	<u>No opinion</u>
2016 Sep 14-18	8	17	37	27	9	2