

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.

5. In your own words, why are you most likely to vote for [Hillary Clinton/Donald Trump]? [*OPEN-ENDED*]

BASED ON REGISTERED VOTERS

<i>Sept. 14-18, 2016</i>	Registered Voters	Clinton voters	Trump voters
	%	%	%
ANTI-VOTE			
Don't trust other candidate/Dishonest/Lack of integrity	6	2	10
Lesser of two evils	6	7	4
Do not like other candidate	4	5	4
Voting against other candidate	4	3	4
Other does not have temperament to be president	3	5	1
Do not favor others agenda/ideas/platform	2	3	1
Other is not qualified to be president/not a good candidate	2	3	1
Other has not done his/her job/done a poor job	1	--	1
Other is too liberal	*	--	1
QUALIFICATIONS/EXPERIENCE			
Better qualified for the job/Better candidate	14	19	9
Experience	5	9	--
Business background	2	1	3
Not a career politician	2	--	4
Doing a good job/Satisfied with job performance	1	2	1
ISSUES			
Favor his/her agenda/ideas/platform	10	9	12
Cares about poor/old/middle class/average person	1	2	1
Conservative policies	1	*	2
Economic issues	1	--	2
Immigration issues	1	--	2
Defense/Military issues	1	--	1
Foreign policy issues	1	1	--
Reduce spending	*	--	1
Create jobs/Lower unemployment	*	--	1
Want less government/Reduce government	*	--	1
Healthcare issues	*	--	1
Liberal policies	*	*	*
PERSONAL QUALITIES			
Like him/her	3	5	2
Good morals/ethics/values	2	3	2
Credible/Reliable/Keeps promises	2	*	4
Trustworthy/Honest/Integrity	2	1	3
Leadership qualities	2	1	3
Represents women; Need/want a woman for president	1	2	--
PARTISANSHIP			
Want Democrat president and Democrat Congress	5	10	--
Want Republican president and Republican Congress	2	--	5
Her association with Barack Obama	1	1	--
Vote along party lines	1	1	1

Q. 5 REASONS FOR VOTING FOR CLINTON OR TRUMP (CONTINUED)**CHANGE**

Want a change	4	*	9
Other	2	2	2
No opinion	3	2	2

[^] Totals do not add to 100% due to rounding

SUMMARY TABLE

***2016 Sep 14-18, based on registered voters
(sorted by total)***

	Total registered voters	Clinton voters	Trump voters
	%	%	%
Anti-vote (dislike for the opponent)	28	28	28
Qualifications/Experience	24	31	16
Issues/Policies	17	11	23
Personal qualities	14	13	15
Partisanship	9	12	6
Change	4	*	9
Other	2	2	2
No opinion	2	3	2
Total	100%	100%	101%