

GALLUP NEWS SERVICE

2016 ELECTION & CANDIDATE COMPARISONS

Results are based on telephone interviews with a random sample of -- 1,017 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted October 27-28, 2016.

For results based on the total sample of national adults, the margin of error is ± 4 percentage points at the 95% confidence level.

For results based on the total sample of -- 945 -- registered voters, the margin of error is ± 4 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 time zone within region. Landline and cell phone 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, 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.

7. Thinking about the media coverage of the election so far this year, do you think it has been [ROTATED: biased in favor of Hillary Clinton, not biased in favor of either candidate, or biased in favor of Donald Trump]?

	<u>Biased in favor of Clinton</u>	<u>No bias toward either candidate</u>	<u>Biased in favor of Trump</u>	<u>No opinion</u>
Registered voters				
2016 Oct 27-28	52	38	8	2
National adults				
2016 Oct 27-28	50	38	9	2

FOR COMPARISON: Based on national adults

	<u>Biased in favor of Kerry</u>	<u>No bias toward either candidate</u>	<u>Biased in favor of Bush</u>	<u>No opinion</u>
2004 Oct 22-24	33	45	17	5