

GALLUP NEWS SERVICE

2016 SCALOMETER FAVORABLE RATINGS

Results are based on telephone interviews with a random sample of -- 1,033 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted Nov. 2-5, 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 -- 947 -- 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.

1. **(Asked of a half sample)** Next, I'd like you to rate Barack Obama on a scale. If you have a favorable opinion of him/her, name a number between plus one and plus five -- where a plus five is the highest position indicating you have a very favorable opinion of him. If you have an unfavorable opinion, name a number between minus one and minus five where minus five is the lowest position -- indicating you have a very unfavorable opinion of him. How far up or down the scale would you rate [Hillary Clinton/Donald Trump]?

<i>2016 Nov 2-5, based on registered voters</i>	Highly favorable (+5, +4)	Mostly favorable (+3, +2, +1)	Mostly unfavorable (-1, -2, -3)	Highly unfavorable (-4, -5)	<i>Total favorable (+1 to +5)</i>	<i>Total unfavorable (-1 to -5)</i>
Barack Obama	39	18	15	28	57	43
Hillary Clinton	19	27	12	41	46	53
Donald Trump	15	23	17	41	38	58

FULL RESULTS:

A. Barack Obama

	<u>+5</u>	<u>+4</u>	<u>+3</u>	<u>+2</u>	<u>+1</u>	<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>	No opinion
Registered voters											
2016 Nov 2-5^	23	16	10	4	4	5	4	6	3	25	1
2012 Oct 27-28	17	16	11	8	4	4	9	7	2	19	1
2008 Oct 23-26	24	13	11	5	9	5	4	4	4	19	2
National adults											
2016 Nov 2-5^	24	15	11	3	4	5	5	5	3	23	1
2016 Jun 14-23	22	14	12	5	4	6	3	5	4	24	1
2012 Oct 27-28	22	14	14	7	5	6	3	5	4	20	1
2011 Aug 4-7	11	14	17	8	7	4	6	8	4	20	*
2009 Nov 20-22	15	18	15	6	5	5	5	7	6	17	1
2008 Oct 23-26	23	14	12	5	8	5	4	4	4	18	2

^ Asked on Gallup Daily tracking

B. Hillary Clinton

	<u>+5</u>	<u>+4</u>	<u>+3</u>	<u>+2</u>	<u>+1</u>	<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>	No opinion
Registered voters											
2016 Nov 2-5^	10	9	12	6	9	5	2	5	5	36	2
National adults											
2016 Nov 2-5^	11	10	12	5	9	5	3	5	5	34	2
2016 Jun 14-23	13	9	12	9	8	8	3	6	4	29	2

^ Asked on Gallup Daily tracking

Q. 1 continued on next page

Q.1 (CANDIDATE SCALOMETER FAVORABLE RATINGS) CONTINUED

C. Donald Trump

	<u>+5</u>	<u>+4</u>	<u>+3</u>	<u>+2</u>	<u>+1</u>	<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>	<u>No opinion</u>
Registered voters											
2016 Nov 2-5 [^]	11	4	8	7	8	8	4	5	3	38	2
National adults											
2016 Nov 2-5 [^]	11	3	8	6	8	10	5	4	3	39	2
2016 Jun 14-23	12	4	8	7	11	9	4	4	4	38	1

[^] Asked on Gallup Daily tracking

For Comparison: 1960-2016 elections, based on National Adults

	<u>Candidate</u>	<u>Highly Favorable</u>	<u>Highly unfavorable</u>	<u>Total favorable</u>	<u>Total unfavorable</u>
2016 Nov 2-5	Trump	14	42	36	61
	H. Clinton	21	39	47	52
2012 Oct 27-28	Romney	30	22	55	43
	Obama	36	24	62	37
2008 Oct 23-26	McCain	28	20	63	35
	Obama	37	22	62	35
2004 Oct 22-24	G.W. Bush	34	23	61	39
	Kerry	22	22	57	40
1992 Oct 23-25	G.H.W. Bush	20	16	59	40
	B. Clinton	27	15	64	33
	Perot	24	11	69	25
1984 Sep 21-24	Reagan	41	17	67	28
	Mondale	26	14	61	33
1980 Oct 10-13	Reagan	25	15	61	35
	Carter	30	17	67	31
	Anderson	9	15	64	33
1976 Sep 24-27	Carter	41	5	80	16
	Ford	28	9	77	20
1972 Oct	Nixon	41	11	76	22
1972 Oct 13-16	McGovern	21	20	54	41
1968 Sep	Nixon	38	8	79	20
1968 Sep 1-6	Humphrey	25	11	69	28
1968 Oct 8-13	Wallace	18	32	46	49
1964 Oct	Johnson	28	6	58	34

1964 Oct 8-13	Goldwater	16	26	42	46
1960 Oct 18-23	Kennedy	43	5	80	14
	Nixon	40	5	85	14