



Bloomberg Politics – Purple Slice Poll
Middle Income Voters in MI, OH, PA & WI
Conducted by Purple Strategies
Survey Topline
May 2016

METHODOLOGY

Purple Insights conducted 803 interviews of middle income (\$30K-\$75K) likely voters in Michigan, Ohio, Pennsylvania and Wisconsin between May 18 and 24, 2016. The poll was conducted online, using an opt-in nationally representative panel. The margin of error is +/-3.5 percentage points and higher for subgroups.

FAVORABILITY

<i>You will now see a list of people. For each one, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of them. If you have never heard of the person, please say so. Showing Total Favorable / Total Unfavorable</i>	Middle Income Voters (MI, OH, PA & WI)
Barack Obama	50 / 49
Hillary Clinton	42 / 56
Bill Clinton	51 / 48
Bernie Sanders	55 / 41
Elizabeth Warren	25 / 26
Donald Trump	34 / 64
Mitt Romney	28 / 64
Newt Gingrich	23 / 58
Paul Ryan	34 / 49

<i>Do you approve or disapprove of the job Barack Obama is doing as president?</i>	Middle Income Voters (MI, OH, PA & WI)
Approve	47
Disapprove	44
Not sure	8

2016 PRESIDENTIAL ELECTION

<i>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote?</i>	Middle Income Voters (MI, OH, PA & WI)
Hillary Clinton	46
Donald Trump	39
Not sure	15

<i>Regardless of who you support now, who do you think is going to be our next President?</i>	Middle Income Voters (MI, OH, PA & WI)
Hillary Clinton	42
Donald Trump	34
Someone else	6
Not sure	18

<i>If the major party candidates for president were Hillary Clinton and Donald Trump, would you be willing to consider a third-party candidate for President?</i>	Middle Income Voters (MI, OH, PA & WI)
Yes, would be willing	45
No, would not be willing	35
Not sure	20

<i>IF TRUMP VOTER: As you may know, House Speaker Paul Ryan and other Republican party leaders have not yet endorsed Donald Trump. If they don't endorse him, would that make you...?</i>	Middle Income Voters (MI, OH, PA & WI)
MORE likely to vote for Trump	29
LESS likely to vote for Trump	7
It won't have an impact on my vote	61
Not sure	3

<i>Do you think things in this country are generally going in the right direction or seriously off on the wrong track?</i>	Middle Income Voters (MI, OH, PA & WI)
Generally going in the right direction	27
Seriously off on the wrong track	66
Not sure	7

<i>To improve the direction of the country, do you think we need...?</i>	Middle Income Voters (MI, OH, PA & WI)
Major changes to the way that the government does things	74
Small changes to the way that the government does things	20
We don't need to change how the government does things	1
Not sure	4

<i>You will now see a series of phrases people often use to describe candidates. After each, please indicate whether that phrase better describes Donald Trump or Hillary Clinton.</i>	Middle Income Voters (MI, OH, PA & WI)		
	Clinton	Trump	Not Sure
Has new ideas to lead us into the future	31	42	28
Will fight harder for the middle class	43	29	28
Cares more about people like me	39	26	35
Knows what it takes to create jobs	31	46	23
Would rein in the power of Wall Street	22	38	40
Will change the way Washington does business	22	50	28
Has the right temperament to be president	49	22	30
Is ready to lead our country on day one in office	46	32	22
Could get things done in Washington	37	39	23
Understands the challenges facing people like me	38	27	35
Would be a good role model for children	39	14	47
Shares my values	35	28	37
Is trustworthy	29	23	48
Will combat terrorist threats at home and abroad	35	46	18
Would be a good guest in my home	39	24	36
Possesses the skills needed to conduct foreign policy	54	22	25

CANDIDATE CONCERNS

<i>Which ONE of the following best describes your feelings about this presidential campaign?</i>	Middle Income Voters (MI, OH, PA & WI)
Afraid	31
Optimistic	16
Enthusiastic	9
Pessimistic	17
Disillusioned	19
Not sure	7

<i>When it comes to issues in a candidate's past, which comes closer to your view?</i>	Middle Income Voters (MI, OH, PA & WI)
What a candidate did or said years ago is not important. What matters to me is a candidate's current positions on the issues and their plans for the future.	32
A candidate's past statements and record are relevant to me, because it helps me assess their judgment and what they'd do if they become President.	60
I'm not sure	8

<i>Below are some concerns that political opponents have expressed about Donald Trump. For each, please tell me if this is something that bothers you a lot, a little, or not at all? Showing Bothers me a lot</i>	Middle Income Voters (MI, OH, PA & WI)
Trump University has been accused in multiple lawsuits of defrauding thousands of students out of millions of dollars, and one of those cases is going to trial this year.	51
Trump opposes raising the federal minimum wage. He has said wages are too high and it will make us less competitive.	39
Trump hasn't released his tax returns, and if he doesn't release them before the election, he would break with 40 years of precedent.	43
Trump's tax plan would spend three trillion dollars on tax cuts over 10 years for people like him who make over a million dollars.	57
Trump has called women names like "pigs," "dogs," "slobs," and "disgusting." He's called Fox News' Megyn Kelley a "bimbo" and a "lightweight," insulted Carly Fiorina's and Heidi Cruz's appearance, and has made lewd comments about other women.	60
Trump has said that Mexican immigrants are "bringing drugs, they're bringing crime, they're rapists." He says that he will create a deportation force to remove 11 million undocumented immigrants from the US in two years, which even Republican economists estimate would cost 1 trillion dollars.	43
Trump proposed a temporary ban on all Muslims entering the United States.	35
Critics say that Trump doesn't have any core beliefs – he'll just say anything to get elected, and change his position if he wins.	49

<i>Below are some concerns that political opponents have expressed about <u>Hillary Clinton</u>. For each, please tell me if this is something that bothers you a lot, a little, or not at all? Showing Bothers me a lot</i>	Middle Income Voters (MI, OH, PA & WI)
The FBI is investigating Clinton’s use of a private email server and how information later deemed to be classified was sent and received.	42
Critics say that Clinton is totally controlled by Wall Street – they have paid her hundreds of thousands of dollars for speeches, and she’ll do what they say if she becomes president.	47
Some have accused Clinton of standing by and enabling her husband’s infidelity while he was in office, and of going after those women.	27
Opponents say that Clinton lied about the cause of the Benghazi attacks, after failing to protect the US Ambassador and other embassy workers there.	51
Critics say that Clinton’s decisions as Secretary of State helped allow ISIS to form and grow out of control.	49
Clinton supports free trade agreements that opponents say have ripped off America and exported our jobs.	43
Critics say that Clinton is part of the Washington establishment. They say we need new leaders with different ideas and perspectives.	30