



**Bloomberg Politics – Purple Slice Poll**  
**Voters with HH Incomes of \$100K+**  
**Conducted by Purple Strategies**  
**Survey Topline**  
**September 2016**

**METHODOLOGY**

*Purple Insights conducted 600 interviews nationwide of likely voters with household incomes of \$100,000 or more between September 16 and 19, 2016. The poll was conducted online, using an opt-in nationally representative panel. The margin of error is +/-4.0 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>	<b>\$100K+ HH Income Voters</b>
Barack Obama	51 / 49
Hillary Clinton	42 / 57
Bill Clinton	51 / 48
Donald Trump	36 / 62
Tim Kaine	36 / 33
Mike Pence	37 / 41
Paul Ryan	40 / 47

<i>Do you approve or disapprove of the job Barack Obama is doing as president?</i>	<b>\$100K+ HH Income Voters</b>
Approve	49
Disapprove	46
Not sure	5

**2016 PRESIDENTIAL ELECTION**

<i><b>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote?</b></i>	<b>\$100K+ HH Income Voters</b>
Hillary Clinton	46
Donald Trump	42
Not sure	12

<i><b>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, and Green Party candidate Jill Stein, for whom would you vote?</b></i>	<b>\$100K+ HH Income Voters</b>
Hillary Clinton	41
Donald Trump	37
Gary Johnson	9
Jill Stein	2
Not sure	10

<i><b>Regardless of who you support now, who do you think is going to be our next President?</b></i>	<b>\$100K+ HH Income Voters</b>
Hillary Clinton	56
Donald Trump	30
Gary Johnson	1
Jill Stein	0
Someone else	1
Not sure	13

<i>Do you think things in this country are generally going in the right direction or seriously off on the wrong track?</i>	<b>\$100K+ HH Income Voters</b>
Generally going in the right direction	37
Seriously off on the wrong track	56
Not sure	7

## CANDIDATE TRAITS

<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>	<b>\$100K+ HH Income Voters</b>		
	Clinton	Trump	Not Sure
Has new ideas to lead us into the future	32	46	23
Would fight hard for the middle class	42	33	24
Cares about people like me	40	29	31
Knows what it takes to create jobs	35	47	18
Would rein in the power of Wall Street	28	34	38
Would change the way Washington does business	18	57	25
Has the right temperament to be President	53	20	27
Is ready to lead our country on day one in office	48	33	19
Could get things done in Washington	40	37	23
Would be a good role model for children	43	16	41
Shares my values	38	29	33
Is trustworthy	29	26	46
Is honest	25	26	49
Would combat terrorist threats at home and abroad	38	47	15
Possesses the skills needed to conduct foreign policy	54	26	20
Shares my views on dealing with undocumented immigrants	39	42	19

<i>When it comes to presidential candidates' personal records like health history, tax returns, and similar information, which do you think is more important?</i>	<b>\$100K+ HH Income Voters</b>
The candidates' right to privacy	23
The American public's need for information as they choose their President	71
Not sure	6

<b><i>As far as you know, which candidate has shared more of their personal tax and health records this year?</i></b>	<b>\$100K+ HH Income Voters</b>
Donald Trump	18
Hillary Clinton	57
Not sure	25

<b><i>Here are some examples of personal records that a candidate might make public. Please tell me how important each of these are for a candidate to make public.</i></b>	<b>\$100K+ HH Income Voters</b>	
	<b>Very Important</b>	<b>Total Important</b>
Income tax returns	43	71
Health history	42	80
Education records, including their grades	24	57

<b><i>There is a tax policy proposal known as “The Buffett Rule,” which would tax incomes over \$1 million at a minimum 30% rate. Do you favor or oppose this proposal?</i></b>	<b>\$100K+ HH Income Voters</b>
Favor	62
Oppose	20
Not sure	18

<b><i>Currently, estate tax applies only to estates greater than \$5.45 million for individuals, or \$10.9 million for married couples after they pass away. Would you favor or oppose applying the estate tax to all estates greater than \$3.5 million for individuals, and \$7 million for couples?</i></b>	<b>\$100K+ HH Income Voters</b>
Favor	53
Oppose	34
Not sure	13

<b><i>Regardless of your vote, which candidate do you think will have a more positive impact on your personal investments? These might include your retirement accounts, real estate, or other investments you have made.</i></b>	<b>\$100K+ HH Income Voters</b>
Hillary Clinton	36
Donald Trump	45
Not sure	19

CANDIDATE CONCERNS

<i>Below are some concerns that political opponents have expressed about <b>Donald Trump</b>. 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>	<b>\$100K+ HH Income Voters</b>
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.	50
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 charitable foundation gave an illegal contribution to the Florida attorney general's political group as the attorney general was deciding not to investigate fraud claims against Trump University.	49
Trump's tax plan would reduce the federal government's revenue by an estimated three trillion dollars over 10 years, and would mostly benefit the highest income and wealthiest Americans.	49
Trump's words and policies have been praised by white supremacists, including former KKK Grand Wizard David Duke.	50
Trump has called women names like "pigs," "dogs," "slobs," and "disgusting." He's called Fox News' Megyn Kelly a "bimbo" and a "lightweight," insulted Carly Fiorina's and Heidi Cruz's appearance and has made lewd comments about other women.	59
Trump has said that Mexican immigrants are "bringing drugs, they're bringing crime, they're rapists."	46

<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>	<b>\$100K+ HH Income Voters</b>
The FBI director determined that Hillary Clinton and her staff were “extremely careless in their handling of very sensitive, highly classified information.”	56
At a fundraiser, Clinton said you can “put half of Trump supporters into what I call the basket of deplorables.”	40
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.	43
Clinton’s campaign waited two days to disclose she had pneumonia, doing so only after she abruptly left a 9/11 ceremony and her campaign left reporters unaware of her whereabouts for more than an hour.	28
The Clinton family foundation accepted money from foreign governments when she was secretary of state. She also met with Clinton Foundation donors when she was secretary of state.	47
Opponents say that Clinton lied about the cause of the Benghazi attacks, after failing to protect the US Ambassador and other embassy workers there.	53
Critics say that Clinton’s decisions as Secretary of State helped allow ISIS to form and grow out of control.	47
Clinton has in the past supported free trade agreements that opponents say have ripped off America and exported our jobs.	37

## DEMOGRAPHICS

<i>Gender</i>	<b>\$100K+ HH Income Voters</b>
Male	50
Female	50

<i>Age</i>	<b>\$100K+ HH Income Voters</b>
18 to 34	20
35 to 44	21
45 to 54	27
55 to 64	21
65+	11

<i><b>In politics today, do you consider yourself a Democrat, Republican, or Independent?</b></i>	<b>\$100K+ HH Income Voters</b>
Democrat, strongly	20
Democrat, not so strongly	15
Independent, lean Democrat	7
Independent	9
Independent, lean Republican	10
Republican, not so strongly	19
Republican, strongly	17
Don't Know	3

<i><b>What is the highest level of education you have completed?</b></i>	<b>\$100K+ HH Income Voters</b>
No high school diploma or GED	2
High school diploma or GED	12
Some college	24
College graduate	33
Graduate degree	30
Would rather not say	0

<i><b>Just to ensure proper representation by race, what is your racial or ethnic background?</b></i>	<b>\$100K+ HH Income Voters</b>
Black/African-American	7
White	81
Hispanic/Latino	5
Asian	4
Native American	0
Multi-racial	1
Some other race	1
Would rather not say	1