



Bloomberg Politics – Purple Slice Poll
Voters with a High School Education or Less
Conducted by Purple Strategies
Survey Topline
September 2016

METHODOLOGY

Purple Insights conducted 603 interviews nationwide of likely voters with a high school education or less between September 1 and 6, 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>	HS or Less Voters		
	Total	White Voters	Non-White Voters
Barack Obama	51 / 48	36 / 62	87 / 12
Hillary Clinton	44 / 54	31 / 67	78 / 21
Bill Clinton	50 / 47	38 / 58	81 / 17
Donald Trump	43 / 56	53 / 46	17 / 81
Tim Kaine	27 / 33	25 / 37	33 / 25
Mike Pence	37 / 32	43 / 28	21 / 42
Paul Ryan	33 / 46	36 / 45	24 / 45

<i>Do you approve or disapprove of the job Barack Obama is doing as president?</i>	HS or Less Voters		
	Total	White Voters	Non-White Voters
Approve	45	32	79
Disapprove	47	60	15
Not sure	8	8	6

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>	HS or Less Voters		
	Total	White Voters	Non-White Voters
Hillary Clinton	47	33	83
Donald Trump	42	55	10
Not sure	11	12	7

<i>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?</i>	HS or Less Voters		
	Total	White Voters	Non-White Voters
Hillary Clinton	41	28	72
Donald Trump	39	51	11
Gary Johnson	6	8	3
Jill Stein	3	3	4
Not sure	11	10	10

<i>Regardless of who you support now, who do you think is going to be our next President?</i>	HS or Less Voters		
	Total	White Voters	Non-White Voters
Hillary Clinton	54	44	78
Donald Trump	29	37	9
Gary Johnson	2	1	2
Jill Stein	1	1	1
Someone else	0	0	2
Not sure	14	17	8

<i>Do you think things in this country are generally going in the right direction or seriously off on the wrong track?</i>	HS or Less Voters		
	Total	White Voters	Non-White Voters
Generally going in the right direction	27	21	42
Seriously off on the wrong track	64	71	45
Not sure	9	7	13

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>	HS or Less Voters – Total		
	Clinton	Trump	Not Sure
Has new ideas to lead us into the future	37	45	18
Would fight hard for the middle class	42	36	22
Cares about people like me	41	34	25
Knows what it takes to create jobs	36	49	14
Would rein in the power of Wall Street	30	39	31
Would change the way Washington does business	26	51	23
Has the right temperament to be president	50	28	22
Is ready to lead our country on day one in office	45	39	15
Could get things done in Washington	43	40	16
Would be a good role model for children	42	22	36
Shares my values	39	35	27
Is trustworthy	33	30	38
Would combat terrorist threats at home and abroad	38	47	15
Would be a good guest in my home	40	32	28
Possesses the skills needed to conduct foreign policy	50	30	20
Has a campaign that appeals to bigotry	32	41	27
Shares my views on dealing with undocumented immigrants	37	47	16

<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>	HS or Less Voters – White Voters		
	Clinton	Trump	Not Sure
Has new ideas to lead us into the future	26	57	17
Would fight hard for the middle class	30	48	22
Cares about people like me	28	44	28
Knows what it takes to create jobs	25	61	13
Would rein in the power of Wall Street	22	46	32
Would change the way Washington does business	17	62	21
Has the right temperament to be president	37	35	28
Is ready to lead our country on day one in office	35	50	15
Could get things done in Washington	31	51	17
Would be a good role model for children	30	30	40
Shares my values	27	44	29
Is trustworthy	21	40	39
Would combat terrorist threats at home and abroad	29	58	13
Would be a good guest in my home	28	42	31
Possesses the skills needed to conduct foreign policy	41	38	21
Has a campaign that appeals to bigotry	31	40	29
Shares my views on dealing with undocumented immigrants	27	58	15

<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>	HS or Less Voters – Non-White Voters		
	Clinton	Trump	Not Sure
Has new ideas to lead us into the future	66	14	20
Would fight hard for the middle class	72	7	20
Cares about people like me	73	8	19
Knows what it takes to create jobs	64	20	16
Would rein in the power of Wall Street	49	22	29
Would change the way Washington does business	47	24	29
Has the right temperament to be president	83	9	8
Is ready to lead our country on day one in office	72	11	17
Could get things done in Washington	73	13	14
Would be a good role model for children	73	4	23
Shares my values	68	10	21
Is trustworthy	61	6	34
Would combat terrorist threats at home and abroad	61	20	19
Would be a good guest in my home	70	7	22
Possesses the skills needed to conduct foreign policy	72	10	18
Has a campaign that appeals to bigotry	35	43	22
Shares my views on dealing with undocumented immigrants	64	17	19

CANDIDATE CONCERNS

<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>	HS or Less Voters		
	Total	White Voters	Non-White Voters
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.	56	47	76
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	42	66
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.	49	41	69
Trump’s words and policies have been praised by white supremacists, including former KKK Grand Wizard David Duke.	49	39	74
Trump has said that Mexican immigrants are “bringing drugs, they’re bringing crime, they’re rapists.”	46	37	67
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.	46	37	67
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	35	62
Trump released a letter from his doctor about his health that his doctor said he wrote in five minutes while a limousine was waiting for him.	34	27	54

<i>Below are some concerns that political opponents have expressed about Hillary Clinton. 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>	HS or Less Voters		
	Total	White Voters	Non-White Voters
The FBI director determined that Hillary Clinton and her staff were “extremely careless in their handling of very sensitive, highly classified information.”	54	62	32
Opponents say that Clinton lied about the cause of the Benghazi attacks, after failing to protect the US Ambassador and other embassy workers there.	50	59	29
Critics say that Clinton’s decisions as Secretary of State helped allow ISIS to form and grow out of control.	50	58	30
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.	49	57	29
Clinton has in the past supported free trade agreements that opponents say have ripped off America and exported our jobs.	47	57	21
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.	45	55	20
Some have accused Clinton of standing by and enabling her husband’s infidelity while he was in office, and of going after those women.	32	36	21
Clinton’s campaign rejected Donald Trump’s call for her to release more medical records.	28	33	15