



Bloomberg Politics – Purple Slice Poll
College Educated Voters
Conducted by Purple Strategies
Survey Topline
July 2016

METHODOLOGY

Purple Insights conducted 653 interviews of college educated likely voters nationwide between July 7 and 10, 2016. The poll was conducted online, using an opt-in nationally representative panel. The margin of error is +/-3.8 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>	College Educated Voters
Barack Obama	57 / 42
Hillary Clinton	45 / 53
Bill Clinton	55 / 44
Bernie Sanders	54 / 43
Elizabeth Warren	45 / 31
Donald Trump	26 / 73
Chris Christie	28 / 62
Newt Gingrich	26 / 59
Tim Kaine	12 / 12
Mike Pence	10 / 14
Cory Booker	25 / 14
Jeff Sessions	10 / 18
Tom Cotton	6 / 14
John Kasich	45 / 32

<i>Do you approve or disapprove of the job Barack Obama is doing as president?</i>	College Educated Voters
Approve	53
Disapprove	39
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>	College Educated Voters
Hillary Clinton	54
Donald Trump	32
Not sure	14

<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>	College Educated Voters
Hillary Clinton	45
Donald Trump	27
Gary Johnson	10
Jill Stein	3
Not sure	15

<i>Regardless of who you support now, who do you think is going to be our next President?</i>	College Educated Voters
Hillary Clinton	62
Donald Trump	22
Gary Johnson	1
Jill Stein	0
Someone else	2
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>	College Educated Voters
Generally going in the right direction	33
Seriously off on the wrong track	59
Not sure	8

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>	College Educated Voters		
	Clinton	Trump	Not Sure
Has new ideas to lead us into the future	35	34	31
Would fight hard for the middle class	49	24	27
Cares about people like me	42	22	37
Knows what it takes to create jobs	36	37	27
Would rein in the power of Wall Street	24	29	47
Would change the way Washington does business	17	49	34
Has the right temperament to be president	60	15	24
Is ready to lead our country on day one in office	53	23	24
Could get things done in Washington	45	28	27
Understands the challenges facing people like me	45	22	33
Would be a good role model for children	46	12	42
Shares my values	40	20	40
Is trustworthy	31	20	49
Would combat terrorist threats at home and abroad	42	37	22
Would be a good guest in my home	45	22	33
Possesses the skills needed to conduct foreign policy	61	18	21

<i>Who do you think responded better to the recent mass shooting in Orlando, Florida?</i>	College Educated Voters
Donald Trump	22
Hillary Clinton	49
Not sure	29

<i>Who do you think responded better to the recent vote in Great Britain to leave the European Union, also known as the Brexit vote?</i>	College Educated Voters
Donald Trump	26
Hillary Clinton	45
Not sure	29

<i>IF REPUBLICAN: If you could choose, would you prefer that Donald Trump remain the Republican nominee, or would you prefer to see him replaced?</i>	College Educated Voters
Remain the nominee	43
Be replaced	42
Not sure	15

<i>IF DEMOCRAT: If you could choose, would you prefer that Hillary Clinton remain the Democratic nominee, or would you prefer to see her replaced?</i>	College Educated Voters
Remain the nominee	58
Be replaced	30
Not sure	12

CANDIDATE CONCERNS

<i>Below are some concerns that political opponents have expressed about <u>Donald Trump</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>	College Educated Voters
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.	56
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.	50
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.	58
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.	69
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.	56
Trump has called for a ban on all immigration from countries where there is a proven history of terrorism.	44
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.	54

<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>	College Educated Voters
The FBI director determined that Hillary Clinton and her staff were “extremely careless in their handling of very sensitive, highly classified information” on her private e-mail server.	47
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
Some have accused Clinton of standing by and enabling her husband’s infidelity while he was in office, and of going after those women.	28
Opponents say that Clinton lied about the cause of the Benghazi attacks, after failing to protect the US Ambassador and other embassy workers there.	44
Critics say that Clinton’s decisions as Secretary of State helped allow ISIS to form and grow out of control.	42
Clinton has in the past supported free trade agreements that opponents say have ripped off America and exported our jobs.	34
Critics say that Clinton is part of the Washington establishment. They say we need new leaders with different ideas and perspectives.	31