



**Bloomberg Politics – Purple Slice Poll**  
**Independent Voters**  
**Conducted by Purple Strategies**  
**Survey Topline**  
**October 2016**

**METHODOLOGY**

*Purple Insights conducted 601 interviews nationwide of likely voters who identify as Independent between October 28 and 31, 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.</i> Showing Total Favorable / Total Unfavorable	<b>Independent Voters</b>
Barack Obama	53 / 46
Hillary Clinton	28 / 69
Bill Clinton	37 / 61
Bernie Sanders	60 / 34
Donald Trump	26 / 73
Michelle Obama	60 / 38
Paul Ryan	32 / 47
Tim Kaine	29 / 42
Mitch McConnell	12 / 47
Chuck Schumer	16 / 34
Mike Pence	36 / 46
Gary Johnson	32 / 36
Jill Stein	22 / 35

<i>Do you approve or disapprove of the job Barack Obama is doing as president?</i>	Independent Voters
Approve	46
Disapprove	42
Not sure	12

## 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>	Independent Voters
Hillary Clinton	39
Donald Trump	35
Not sure	26

<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>	Independent Voters
Hillary Clinton	30
Donald Trump	27
Gary Johnson	19
Jill Stein	8
Not sure	16

<b>EARLY VOTERS: 14% of SAMPLE</b>	Independent Voters
Hillary Clinton	45
Donald Trump	21
Gary Johnson	14
Jill Stein	8
Someone else	12

<b>[IF CANDIDATE CHOSEN IN THE FOUR-WAY VOTE:] Which of the following best describes your vote for President?</b>	<b>Independent Voters</b>
I'm absolutely certain to vote for this candidate	64
There's a chance I would vote for another candidate	26
There's a chance I would vote, but not pick a candidate for President	5
There's a chance I would skip the election altogether	3
Not sure	2

<b>[IF THERE IS A CHANCE OF VOTING FOR ANOTHER CANDIDATE:] Which candidate would you be most likely to switch to?</b>	<b>Independent Voters</b>
Hillary Clinton	14
Donald Trump	18
Gary Johnson	24
Jill Stein	13
Another candidate	16
Not sure	15

<b>Regardless of who you support now, who do you think is going to be our next President?</b>	<b>Independent Voters</b>
Hillary Clinton	56
Donald Trump	19
Gary Johnson	1
Jill Stein	1
Someone else	2
Not sure	20

<b>If the elections for the U.S. House of Representatives were being held today, which party's candidate would you vote for in your congressional district...?</b>	<b>Independent Voters</b>
The Democratic Candidate	33
The Republican Candidate	34
Not sure	33

<b><i>Do you think things in this country are generally going in the right direction or seriously off on the wrong track?</i></b>	<b>Independent Voters</b>
Generally going in the right direction	24
Seriously off on the wrong track	64
Not sure	12

<b>[IF SUPPORTING TRUMP IN THE FOUR-WAY VOTE:] <i>Would you say that your vote for Trump is...?</i></b>	<b>Independent Voters</b>
A vote in favor of Trump	41
A vote against Clinton	54
Not sure	4

<b>[IF SUPPORTING CLINTON IN THE FOUR-WAY VOTE:] <i>Would you say that your vote for Clinton is...?</i></b>	<b>Independent Voters</b>
A vote in favor of Clinton	33
A vote against Trump	66
Not sure	2

<b>[IF SUPPORTING TRUMP OR CLINTON IN THE 4-WAY VOTE:] <i>Which of the following best describes the reason that you are NOT supporting a third-party candidate like Gary Johnson or Jill Stein?</i></b>	<b>Independent Voters</b>
One of the major party candidates is closer to my views on the issues.	25
I don't think that a third-party candidate can win, so I would be wasting my vote if I voted for them.	54
I dislike one of the major party candidates and want to support the opponent.	11
Not sure	10

<b><i>If someone other than Donald Trump were the Republican nominee for President, do you think you would be...?</i></b>	<b>Independent Voters</b>
More likely to vote Republican for President	51
Less likely to vote Republican for President	5
It would have no impact on your vote	23
Not sure	21

<i>If someone other than Hillary Clinton were the Democratic nominee for President, do you think you would be...?</i>	Independent Voters
More likely to vote Democrat for President	46
Less likely to vote Democrat for President	4
It would have no impact on your vote	29
Not sure	21

## 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>	Independent Voters		
	Clinton	Trump	Not Sure
Has new ideas to lead us into the future	21	35	44
Would fight hard for the middle class	33	25	42
Cares about people like me	29	20	51
Knows what it takes to create jobs	21	41	38
Would rein in the power of Wall Street	17	29	55
Would change the way Washington does business	9	51	40
Has the right temperament to be President	47	14	38
Is ready to lead our country on day one in office	45	24	31
Could get things done in Washington	33	29	38
Would be a good role model for children	32	9	59
Shares my values	25	20	55
Is trustworthy	12	18	70
Is honest	12	19	69
Would combat terrorist threats at home and abroad	30	41	29
Possesses the skills needed to conduct foreign policy	52	19	30
Shares my views on dealing with undocumented immigrants	27	38	34

<i>Do you think Donald Trump represents the mainstream of the Republican Party, or is he out of step with the mainstream of his party?</i>	Independent Voters
Represents the mainstream of the party	13
Is out of step with the mainstream of the party	74
Not sure	13

<b><i>Do you think Hillary Clinton represents the mainstream of the Democratic Party, or is she out of step with the mainstream of her party?</i></b>	<b>Independent Voters</b>
Represents the mainstream of the party	61
Is out of step with the mainstream of the party	26
Not sure	13

<b><i>Earlier, you said that you consider yourself to be a political independent. Do you think that <u>in the future</u> you are...?</i></b>	<b>Independent Voters</b>
More likely to identify as a Democrat	8
More likely to identify as a Republican	7
More likely to identify as an independent	75
Not sure	10

<b><i>Has the 2016 campaign made you feel better or worse about the Democratic Party?</i></b>	<b>Independent Voters</b>
Better	5
Worse	65
Had no impact	25
Not sure	6

<b><i>Has the 2016 campaign made you feel better or worse about the Republican Party?</i></b>	<b>Independent Voters</b>
Better	5
Worse	71
Had no impact	18
Not sure	5

<b><i>Here is a list of news items from the 2016 campaign. After each, please indicate whether the media is spending too much, too little or just the right amount on that issue.</i></b>	<b>Independent Voters</b>		
	<b>Too much time</b>	<b>Too little time</b>	<b>Right amount of time</b>
Women who are accusing Donald Trump of sexual harassment and abuse	40	22	31
Questions about Donald Trump's charitable giving, business dealings and tax returns	31	33	25
Hillary Clinton's use of a private e-mail server while Secretary of State	37	37	20
Concerns about "pay-to-play" fundraising by the Clinton Foundation	18	41	23

<b><i>How much have you heard about the FBI's decision to reopen the inquiry into Hillary Clinton's use of private e-mail while secretary of state?</i></b>	<b>Independent Voters</b>
A great deal	40
Some	44
Not too much	13
Nothing at all	3

<b><i>As you may have heard, on Friday a letter was released in which FBI Director Comey said that "the FBI has learned of the existence of emails that appear pertinent to the investigation." The letter went on to say that the FBI "cannot yet assess whether or not this material may be significant." Does this information make you more likely to vote for...?</i></b>	<b>Independent Voters</b>
Donald Trump	25
Hillary Clinton	5
Gary Johnson	10
Jill Stein	3
It doesn't have an impact on my vote	47
Don't know	10

<b><i>Based on what you have read and heard, do you think it's fair or unfair for the FBI to have made this announcement 11 days before the election?</i></b>	<b>Independent Voters</b>
Fair	52
Unfair	31
Not sure	17

## DEMOGRAPHICS

<b>1. Gender</b>	<b>Independent Voters</b>
Male	52
Female	48

  

<b>2. Age</b>	<b>Independent Voters</b>
18 to 29	18
30 to 44	29
45 to 64	37
65+	16

  

<b>3. What is the highest level of education you have completed?</b>	<b>Independent Voters</b>
High school diploma or GED or less	18
Some college	36
College graduate	30
Graduate degree	16
Would rather not say	0

  

<b>4. Just to ensure proper representation by race, what is your racial or ethnic background?</b>	<b>Independent Voters</b>
Black/African-American	4
White	83
Hispanic/Latino	7
Asian	3
Native American	0
Multi-racial	1
Some other race	1
Would rather not say	1