

# National

## Likely General Election Voter Survey

 McLaughlin & Associates

**May 16<sup>th</sup>, 2016**

*On the web*

*[www.mclaughlinonline.com](http://www.mclaughlinonline.com)*

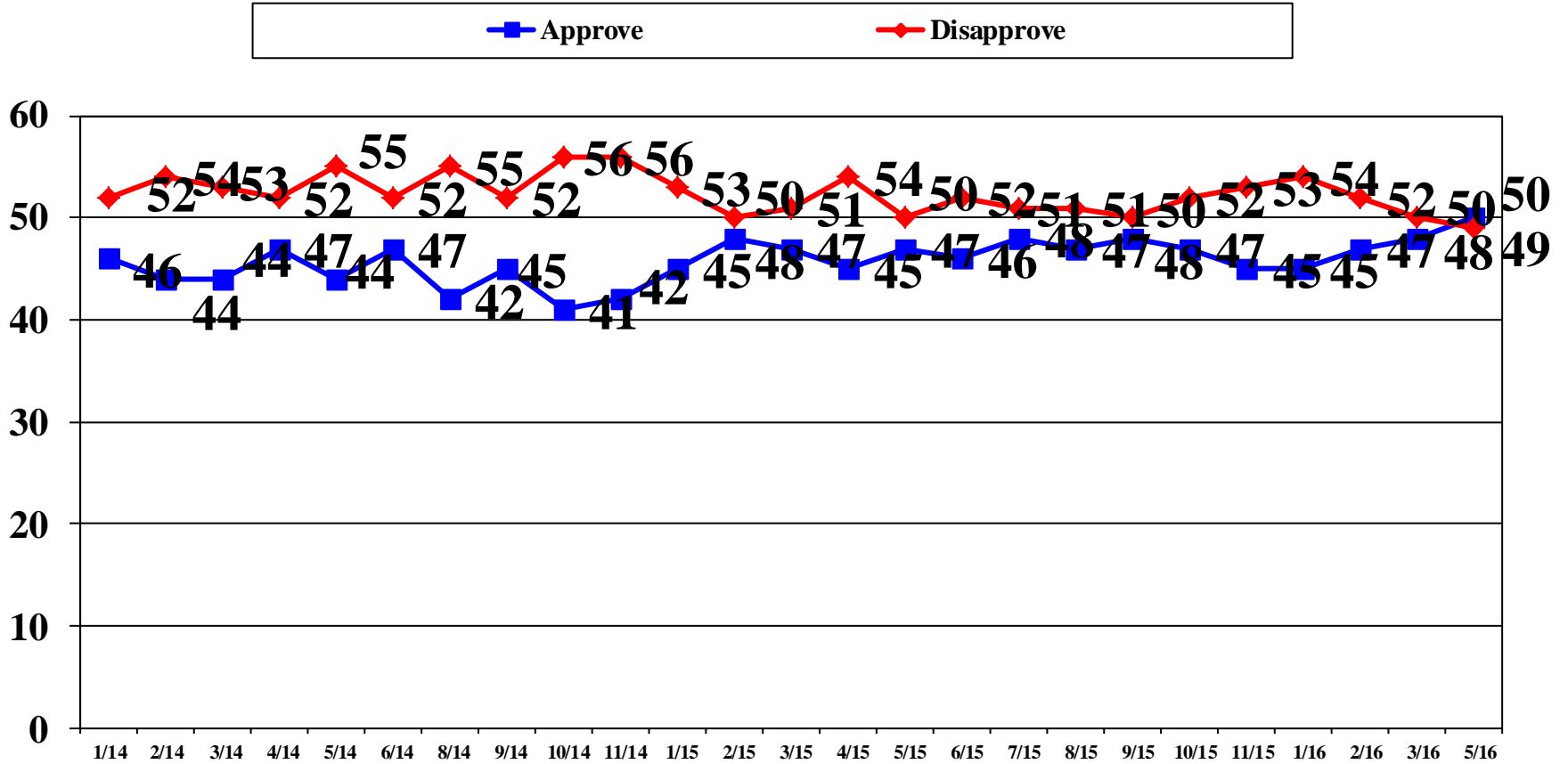
# **Methodology**

**This survey of 1,000 likely general election voters nationwide was conducted on May 11<sup>th</sup> to 16<sup>th</sup>, 2016.**

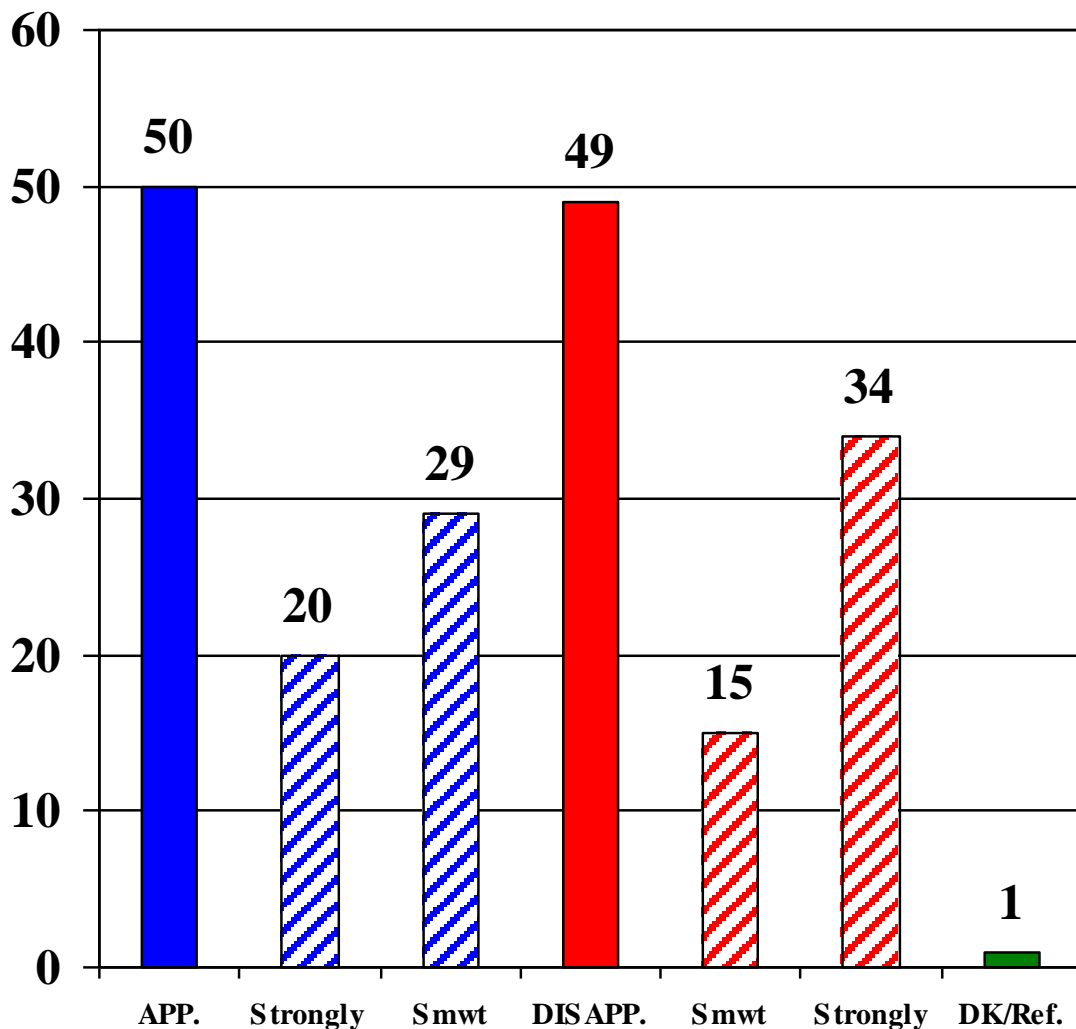
**All interviews were conducted online; survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual voter turnout in a nationwide general election.**

**This poll of 1,000 likely general election voters has an accuracy of +/- 3.1% at a 95% confidence interval. The error margin increases for cross-tabulations.**

# Job Approval: Barack Obama *- Time Series -*



# Job Approval: Barack Obama



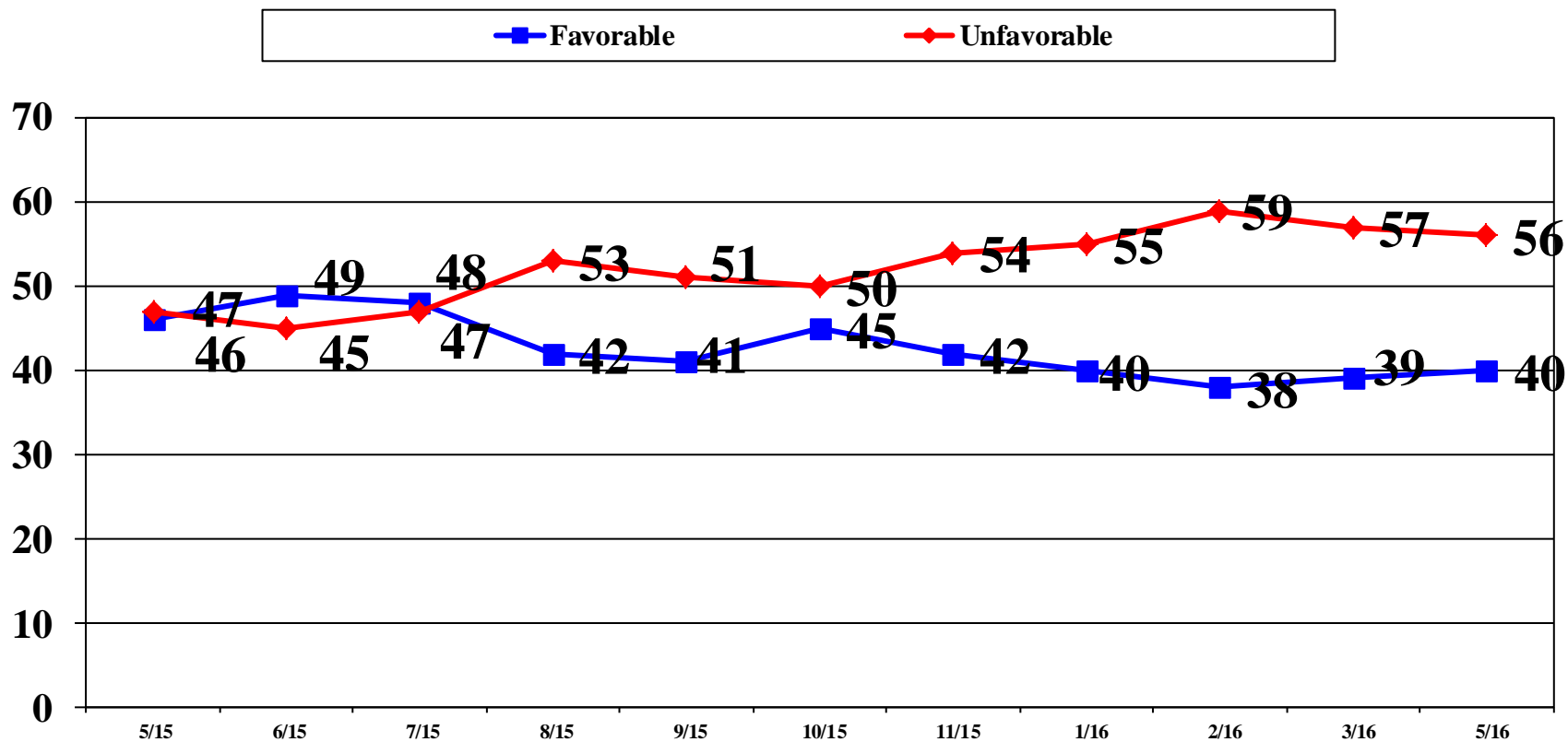
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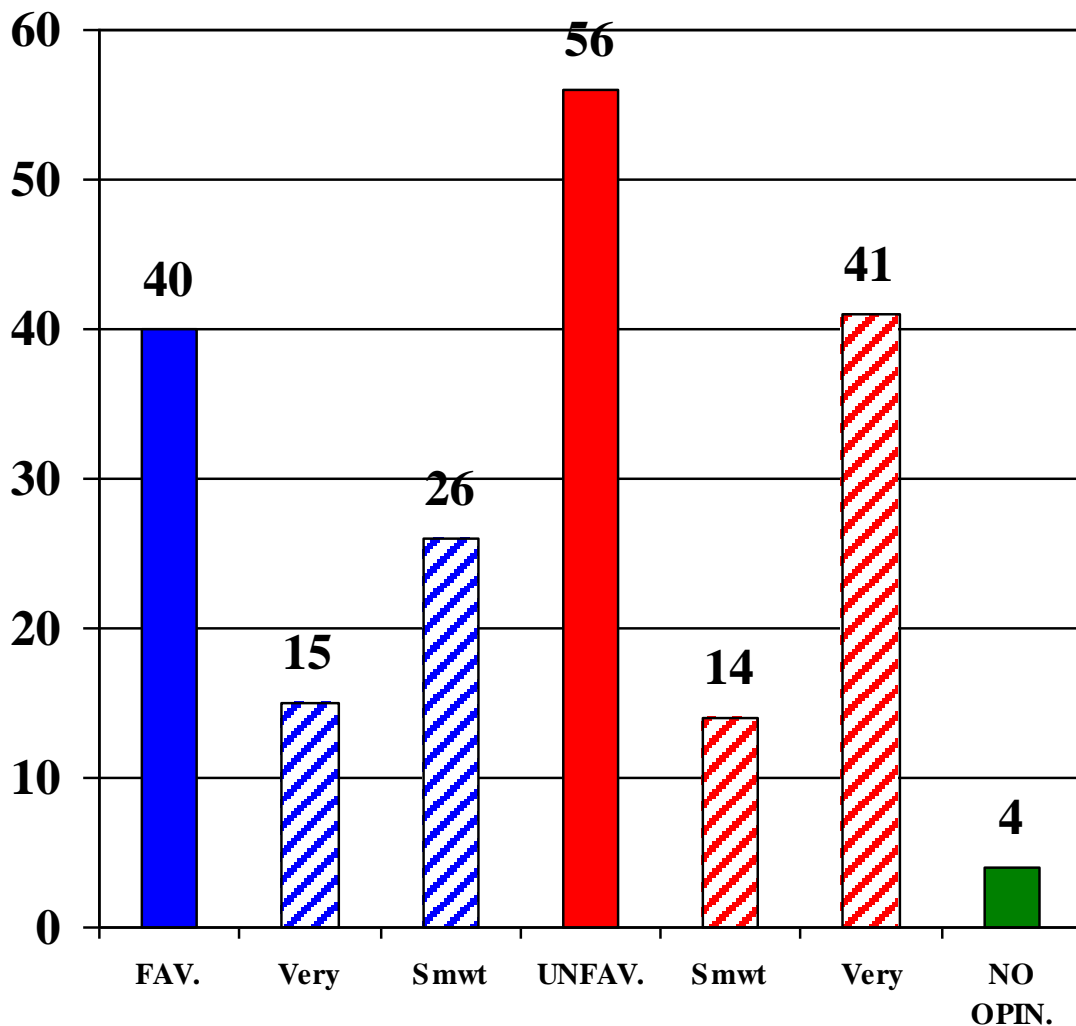
	<u>App.</u>	<u>Disapp.</u>
East	56	43
Midwest	45	53
South	46	52
West	54	45
Right Direction	96	4
Wrong Track	28	71
Approve – Obama.	100	0
Disapprove – Obama	0	100
Favorable – Clinton	84	15
Unfavorable – Clinton	24	75
Favorable – Trump	22	78
Unfavorable – Trump	67	32
Vote Clinton	83	16
Vote Trump	13	87
Vote Undecided	47	50
Disapp. B.O./Not Trump	0	100
Wrong Track/Not Vote Trump	54	43
Disapp. B.O./Vote Clinton	0	100
Republican	14	86
Democrat	80	20
Independent	49	47
Liberal	83	16
Moderate	56	42
Conservative	18	81
White	41	59
African- American	84	11
Hispanic	60	39
Under 55	54	44
Over 55	43	57
Men	48	50
Women	50	48

# Opinion: Hillary Clinton

## - Time Series -



# Opinion: Hillary Clinton

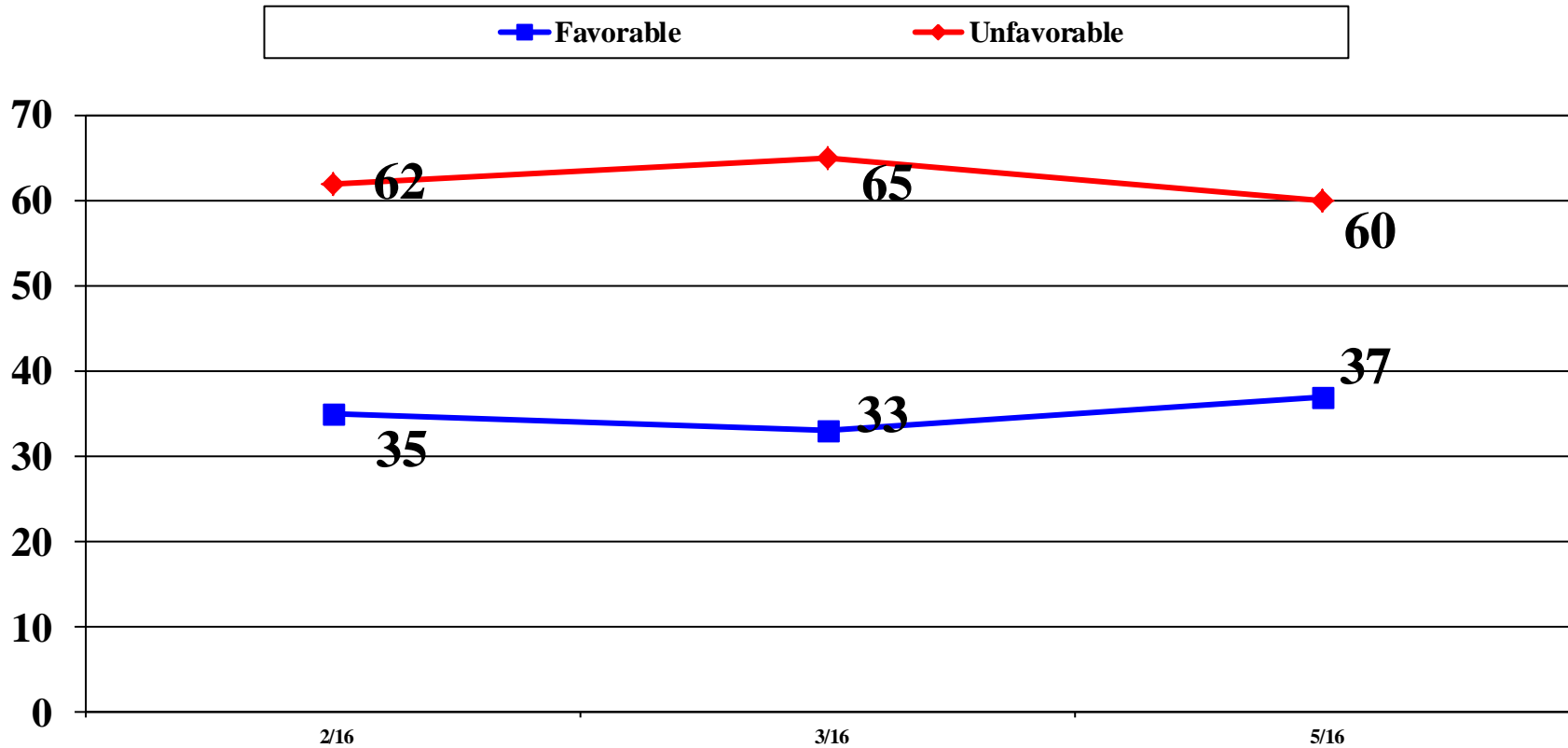


	<u>Fav.</u>	<u>Unfav.</u>
East	40	56
Midwest	42	55
South	41	55
West	40	57
Right Direction	80	17
Wrong Track	23	74
Approve – Obama.	68	27
Disapprove – Obama	13	85
Favorable – Clinton	100	0
Unfavorable – Clinton	0	100
Favorable – Trump	19	79
Unfavorable – Trump	54	43
Vote Clinton	76	21
Vote Trump	8	90
Vote Undecided	14	71
Disapp. B.O./Not Trump	37	58
Wrong Track/Not Vote Trump	48	47
Disapp. B.O./Vote Clinton	63	36
Republican	11	88
Democrat	70	25
Independent	32	60
Liberal	68	30
Moderate	44	49
Conservative	16	81
White	36	62
African- American	62	27
Hispanic	45	49
Under 55	41	53
Over 55	39	59
Men	38	59
Women	42	52

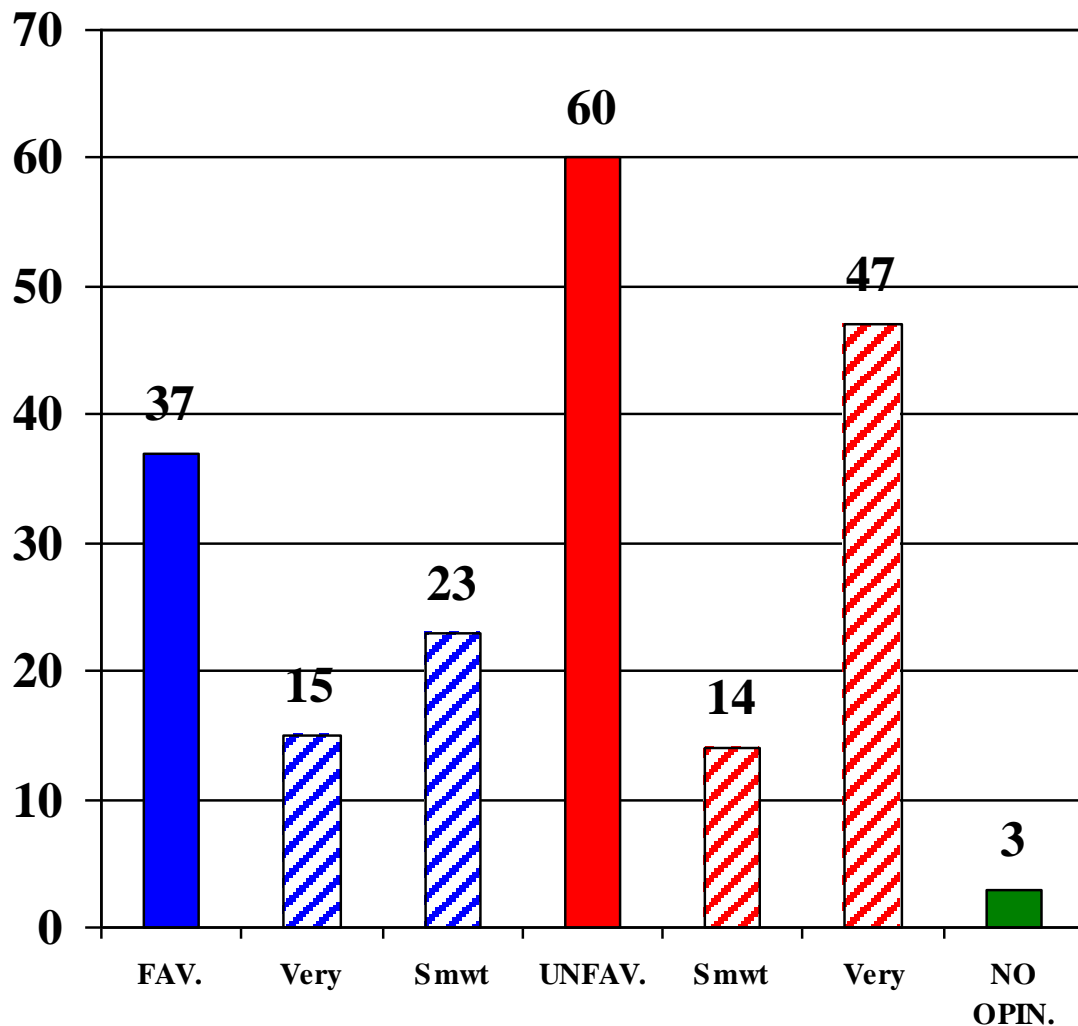
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# Opinion: Donald Trump

## - Time Series -



# Opinion: Donald Trump



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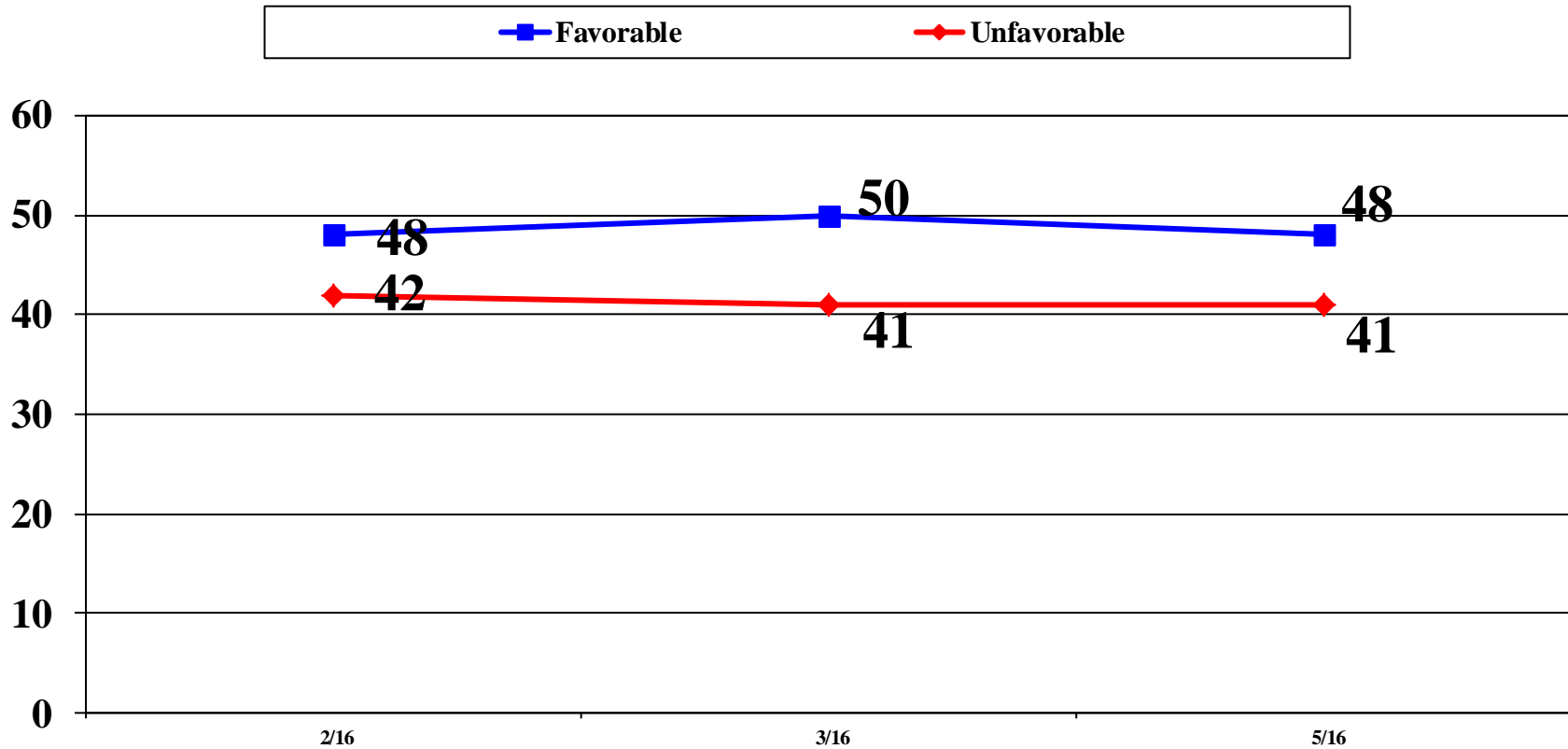
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	Fav.	Unfav.
East	38	62
Midwest	35	62
South	38	58
West	37	61
Right Direction	18	80
Wrong Track	47	51
Approve – Obama.	16	81
Disapprove – Obama	59	39
Favorable – Clinton	18	81
Unfavorable – Clinton	53	46
Favorable – Trump	100	0
Unfavorable – Trump	0	100
Vote Clinton	9	89
Vote Trump	77	22
Vote Undecided	9	81
Disapp. B.O./Not Trump	6	89
Wrong Track/Not Vote Trump	5	91
Disapp. B.O./Vote Clinton	7	92
Republican	71	28
Democrat	15	83
Independent	27	68
Liberal	22	78
Moderate	27	68
Conservative	59	39
White	44	54
African- American	14	79
Hispanic	25	73
Under 55	30	66
Over 55	48	52
Men	46	53
Women	30	67

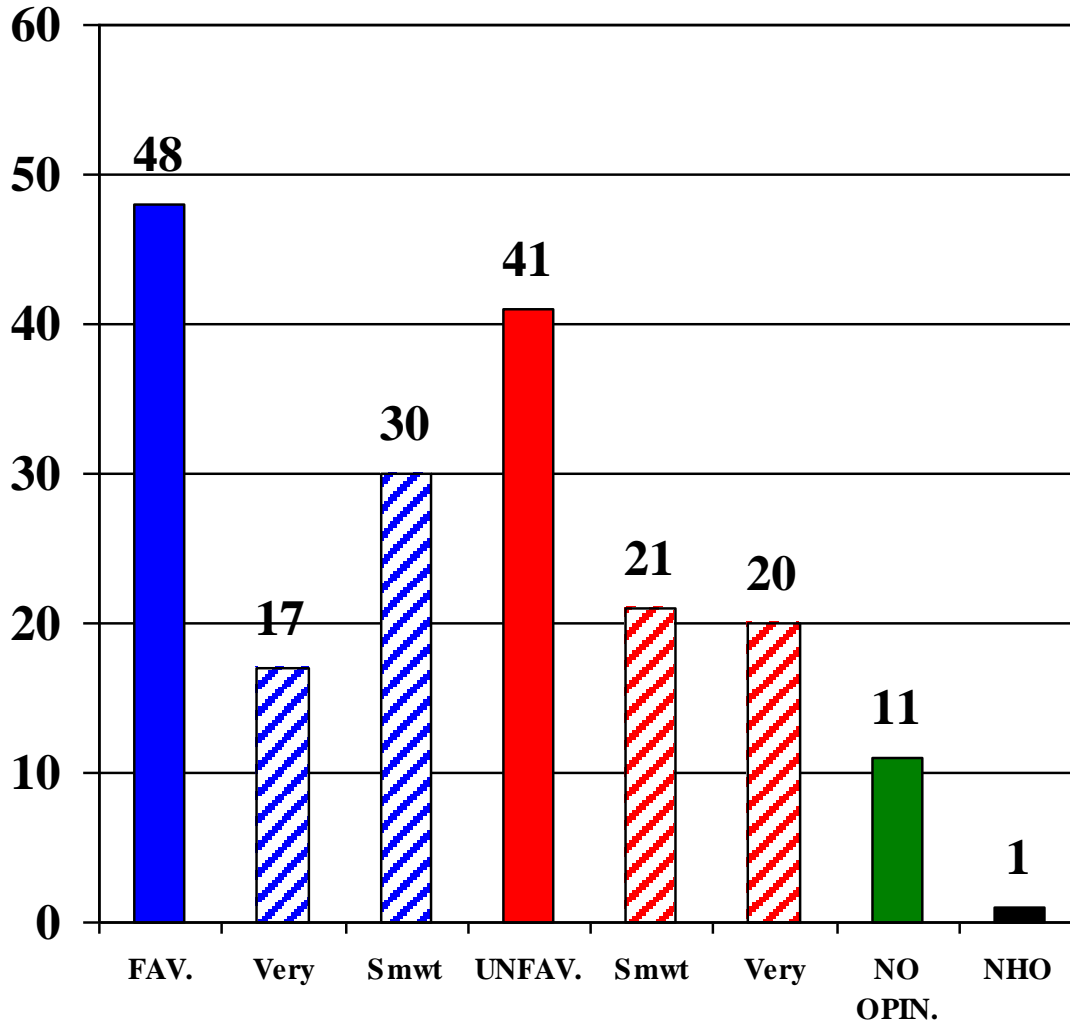


# Opinion: Bernie Sanders

## - Time Series -



# Opinion: Bernie Sanders



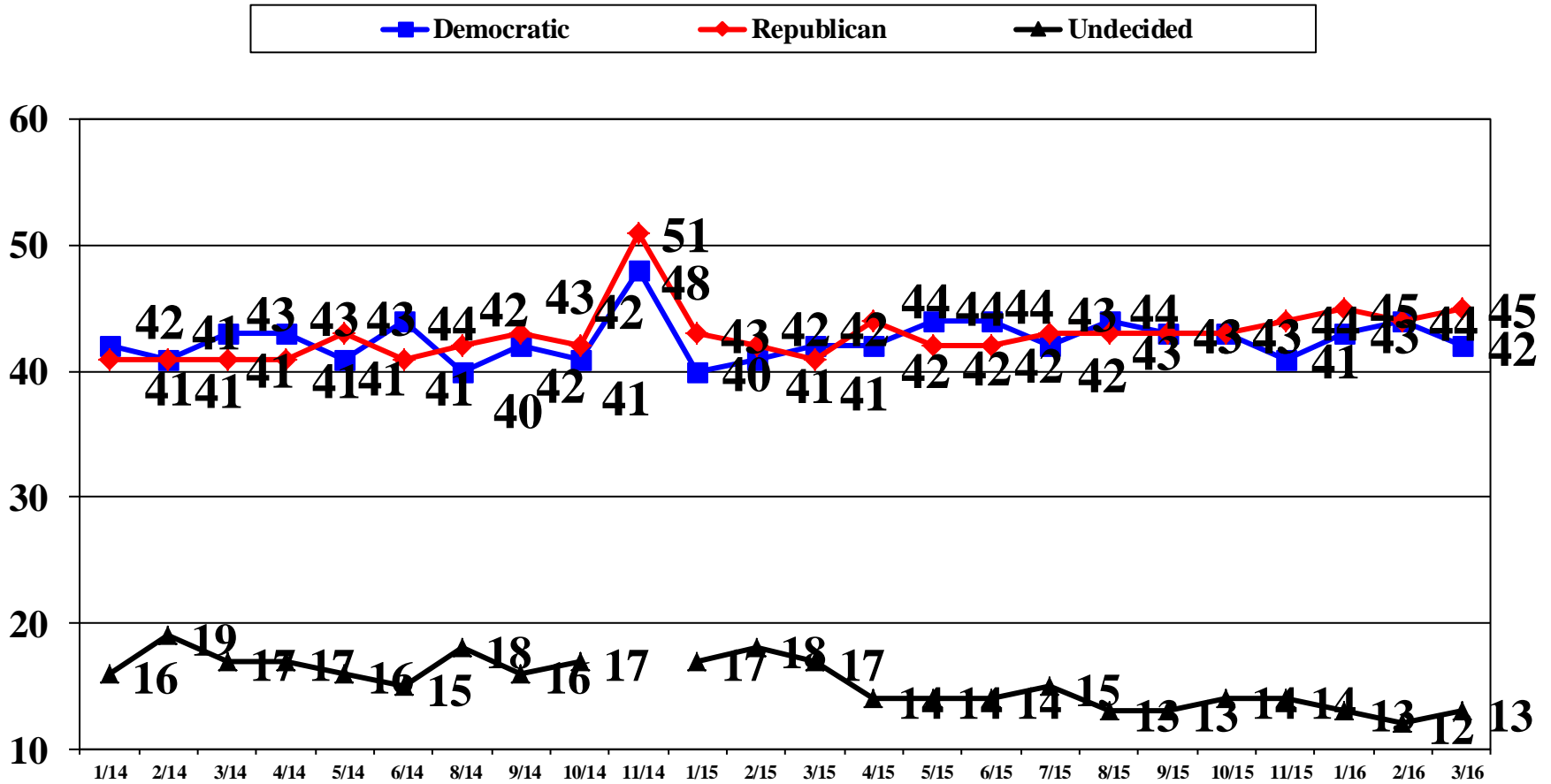
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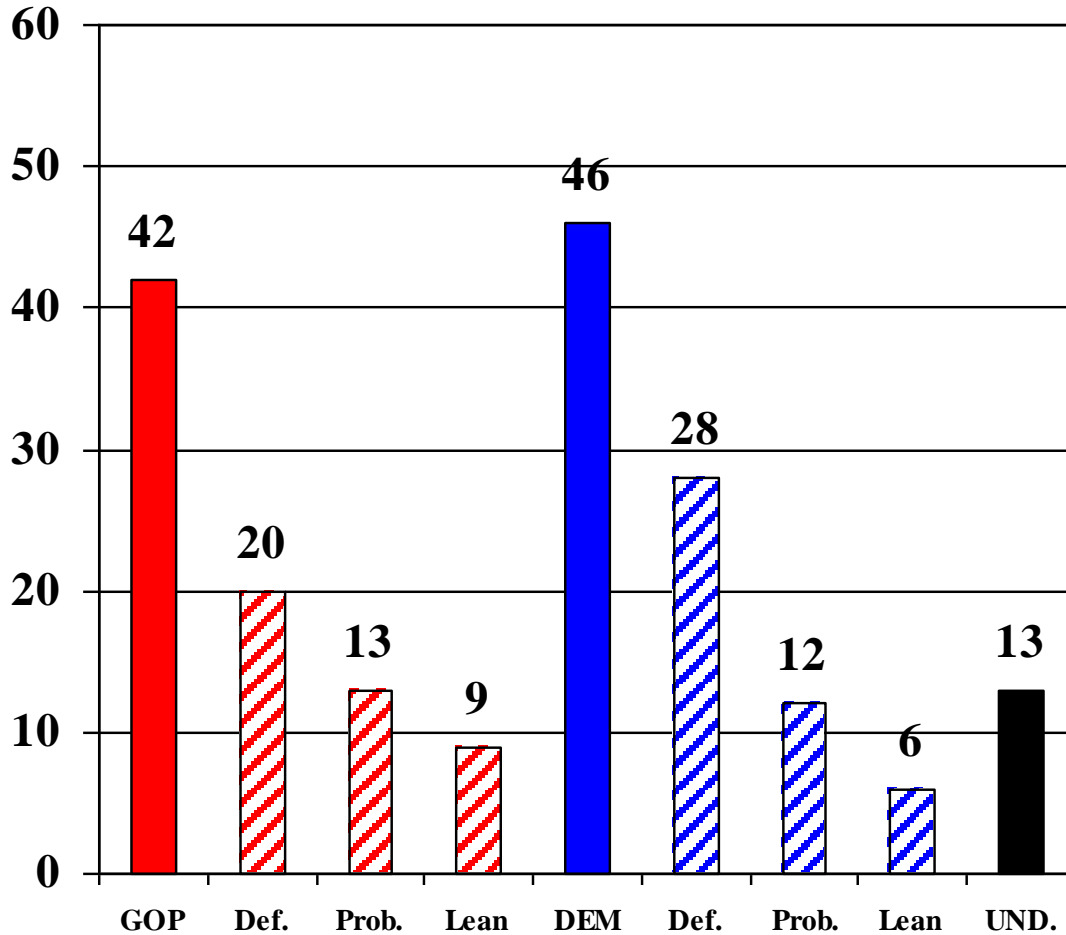
	<u>Fav.</u>	<u>Unfav.</u>
East	57	35
Midwest	45	45
South	42	42
West	52	39
Right Direction	68	24
Wrong Track	39	49
Approve – Obama.	68	22
Disapprove – Obama	27	60
Favorable – Clinton	62	27
Unfavorable – Clinton	38	53
Favorable – Trump	31	60
Unfavorable – Trump	59	31
Vote Clinton	67	22
Vote Trump	25	64
Vote Undecided	48	33
Disapp. B.O./Not Trump	44	40
Wrong Track/Not Vote Trump	59	27
Disapp. B.O./Vote Clinton	49	37
Republican	23	67
Democrat	66	23
Independent	51	33
Liberal	77	18
Moderate	53	31
Conservative	21	68
White	44	46
African- American	64	19
Hispanic	52	37
Under 55	51	35
Over 55	42	49
Men	49	45
Women	47	38

# Generic Ballot for Congress

## - Time Series -



# Generic Ballot: U.S. Congress

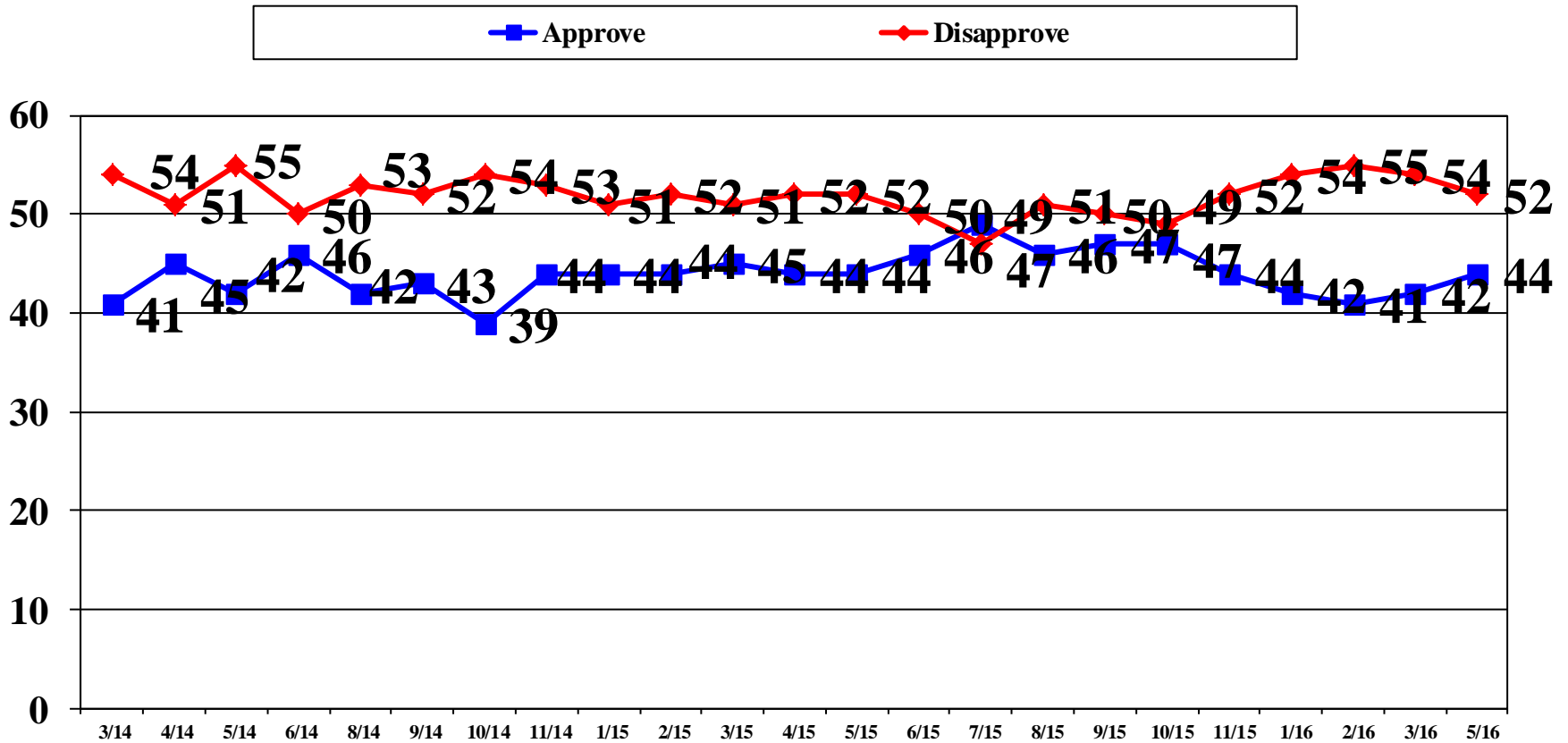


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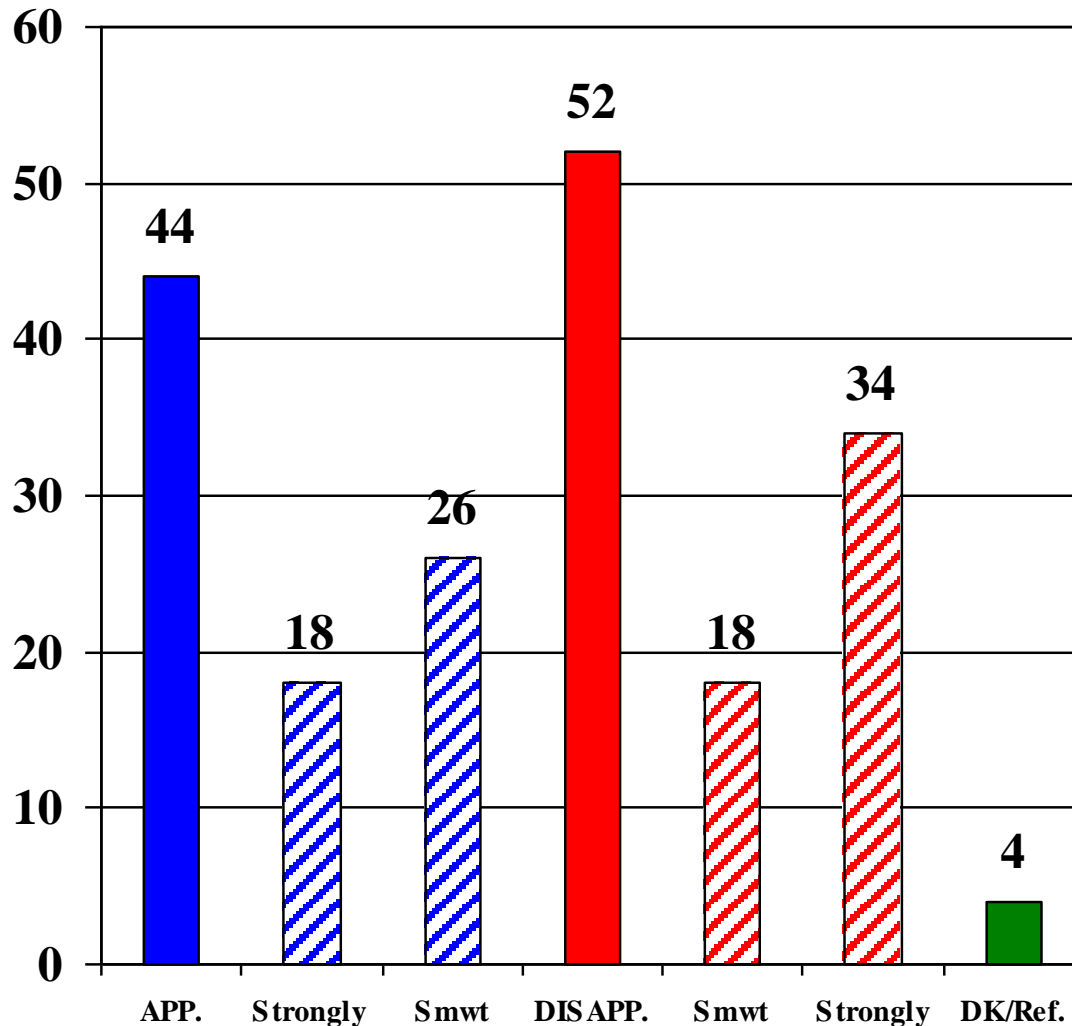
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	<u>GOP</u>	<u>DEM.</u>	<u>UND.</u>
East	40	49	11
Midwest	45	41	14
South	42	46	12
West	39	48	13
Right Direction	16	76	8
Wrong Track	55	32	13
Approve – Obama.	14	76	10
Disapprove – Obama	71	15	14
Favorable – Clinton	14	77	10
Unfavorable – Clinton	64	23	14
Favorable – Trump	79	12	9
Unfavorable – Trump	20	66	14
Vote Clinton	10	82	8
Vote Trump	83	8	9
Vote Undecided	21	38	41
Disapp. B.O./Not Trump	24	44	32
Wrong Track/Not Vote Trump	15	66	19
Disapp. B.O./Vote Clinton	19	63	18
Republican	92	3	6
Democrat	8	87	6
Independent	29	39	32
Liberal	19	75	7
Moderate	27	56	17
Conservative	76	14	11
White	49	40	11
African- American	15	73	13
Hispanic	31	51	19
Under 55	38	47	15
Over 55	48	43	9
Men	47	43	10
Women	38	48	15

# Approve/Disapprove: Affordable Care Act, also known as Obamacare - Time Series -



# Approve/Disapprove: Obamacare



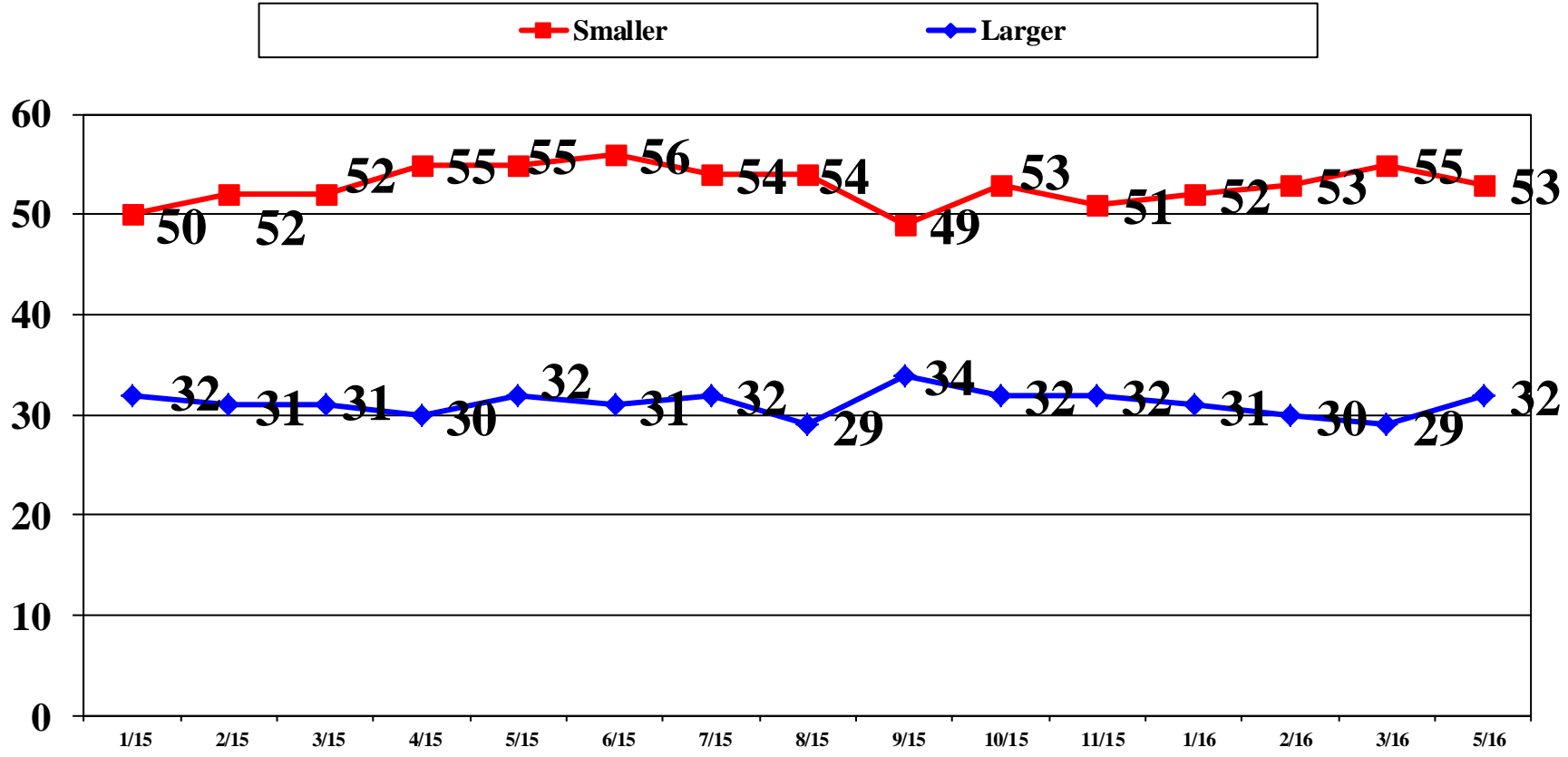
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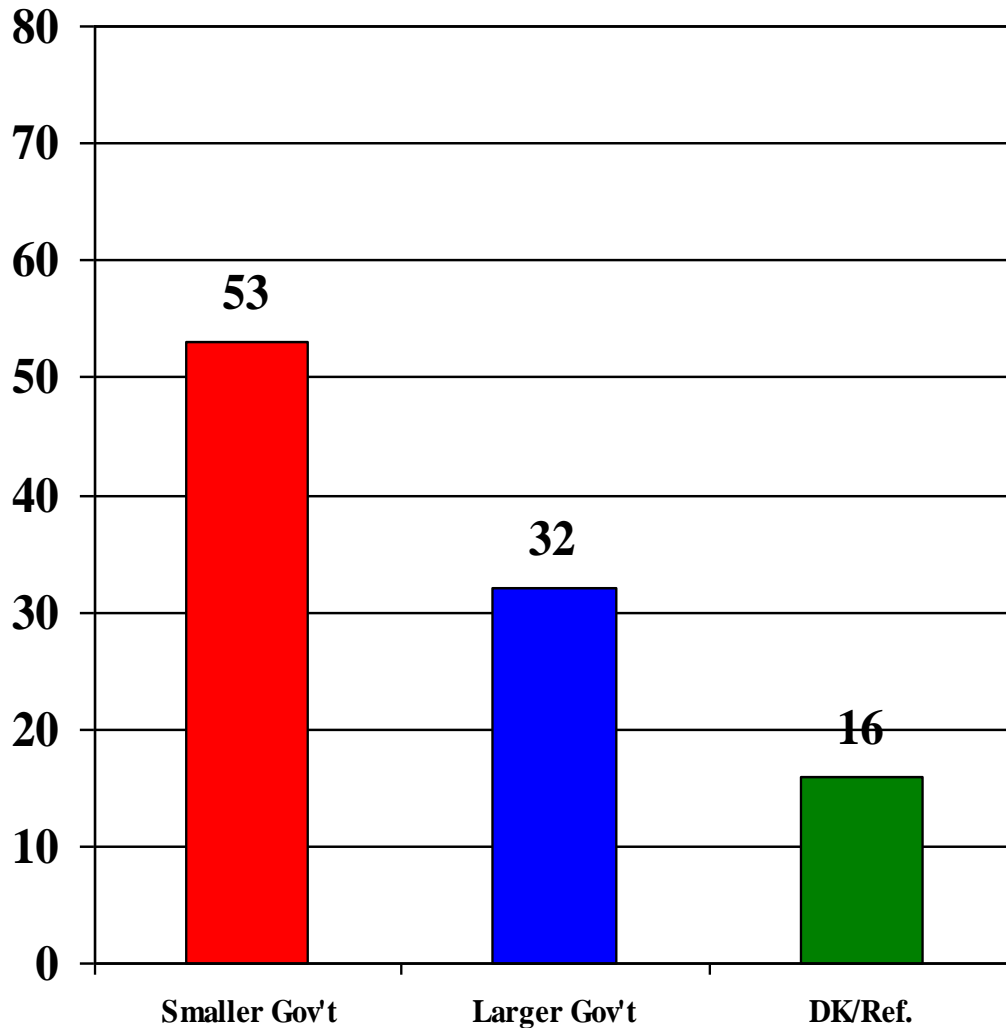
	<u>App.</u>	<u>Disapp.</u>
East	48	49
Midwest	43	52
South	41	57
West	49	45
Right Direction	87	11
Wrong Track	25	71
Approve – Obama.	80	16
Disapprove – Obama	10	88
Favorable – Clinton	74	22
Unfavorable – Clinton	23	75
Favorable – Trump	19	79
Unfavorable – Trump	60	36
Vote Clinton	74	22
Vote Trump	13	85
Vote Undecided	38	52
Disapp. B.O./Not Trump	18	75
Wrong Track/Not Vote Trump	46	48
Disapp. B.O./Vote Clinton	24	70
Republican	15	84
Democrat	73	23
Independent	39	53
Liberal	77	21
Moderate	48	46
Conservative	17	81
White	37	60
African- American	75	18
Hispanic	53	44
Under 55	47	48
Over 55	41	56
Men	44	53
Women	45	51

# Would you say you most favor a smaller government with fewer services, or a larger government with many services?-

*Time Series-*



# Would you say you most favor a smaller government with fewer services, or a larger government with many services?



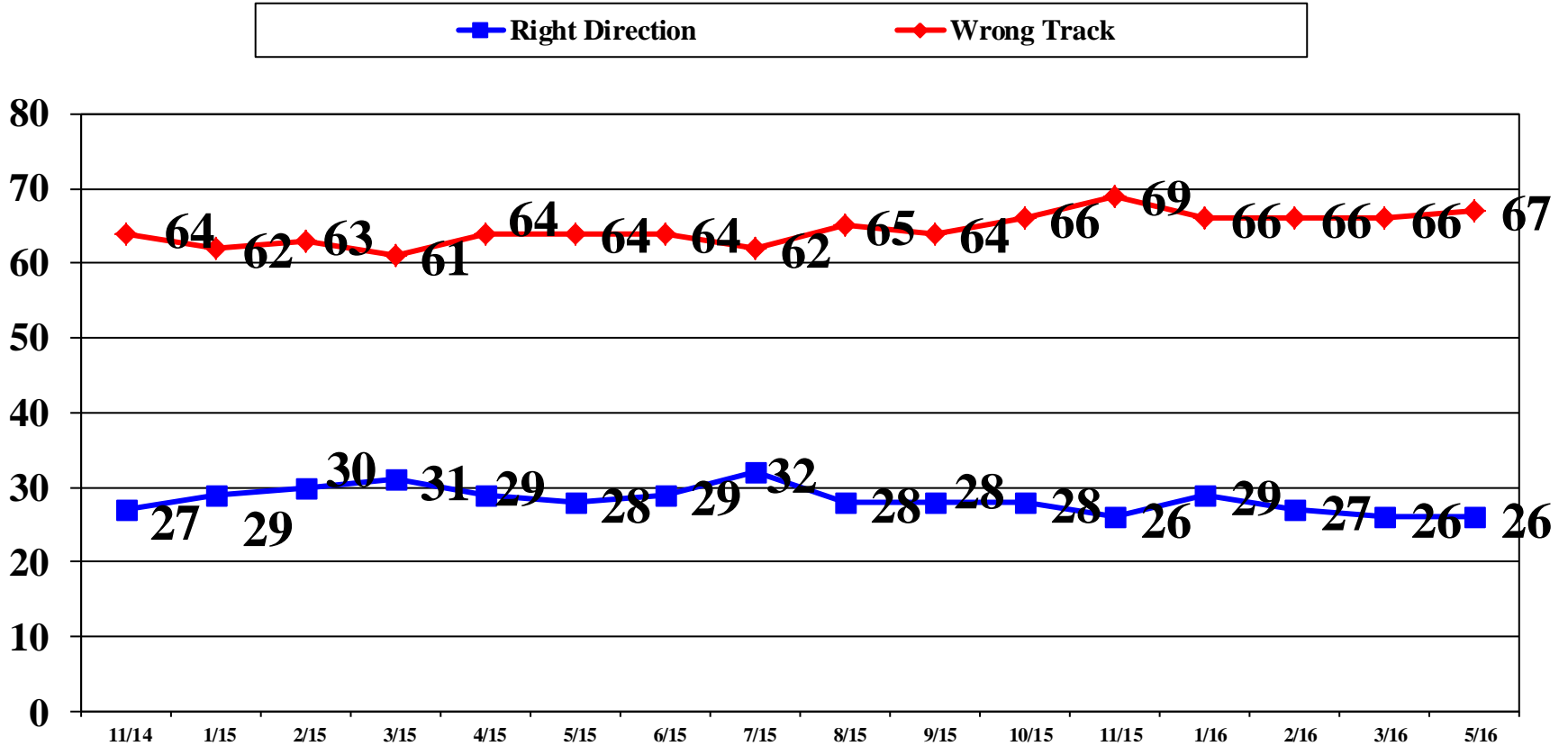
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	<u>Smaller</u>	<u>Larger</u>
East	51	31
Midwest	57	30
South	51	34
West	53	31
Right Direction	26	56
Wrong Track	66	22
Approve – Obama.	33	48
Disapprove – Obama	73	17
Favorable – Clinton	32	49
Unfavorable – Clinton	70	19
Favorable – Trump	71	20
Unfavorable – Trump	42	40
Vote Clinton	33	48
Vote Trump	77	15
Vote Undecided	45	29
Disapp. B.O./Not Trump	53	30
Wrong Track/Not Vote Trump	48	34
Disapp. B.O./Vote Clinton	47	39
Republican	77	16
Democrat	33	48
Independent	50	28
Liberal	32	55
Moderate	47	33
Conservative	74	15
White	59	28
African- American	32	44
Hispanic	40	46
Under 55	45	38
Over 55	63	23
Men	60	28
Women	46	35

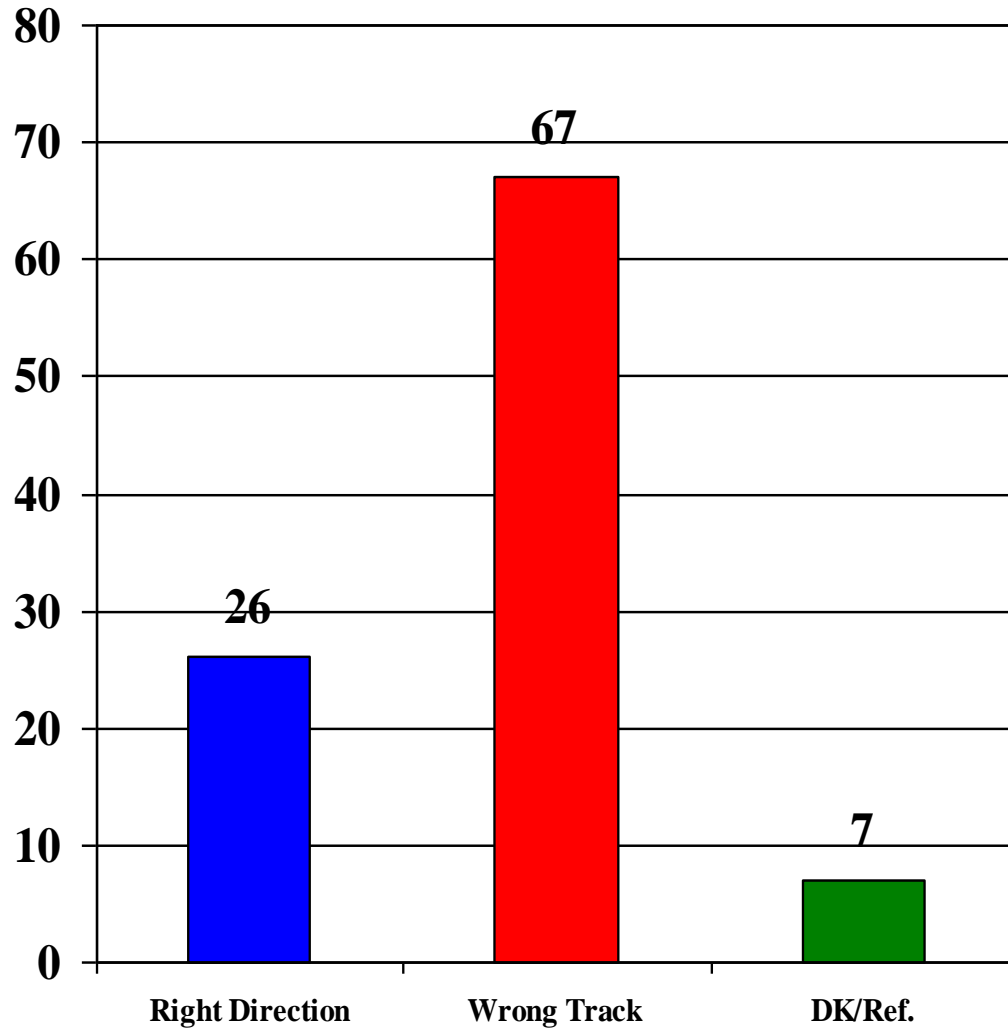


# Direction: United States

## - Time Series -



# Direction: United States

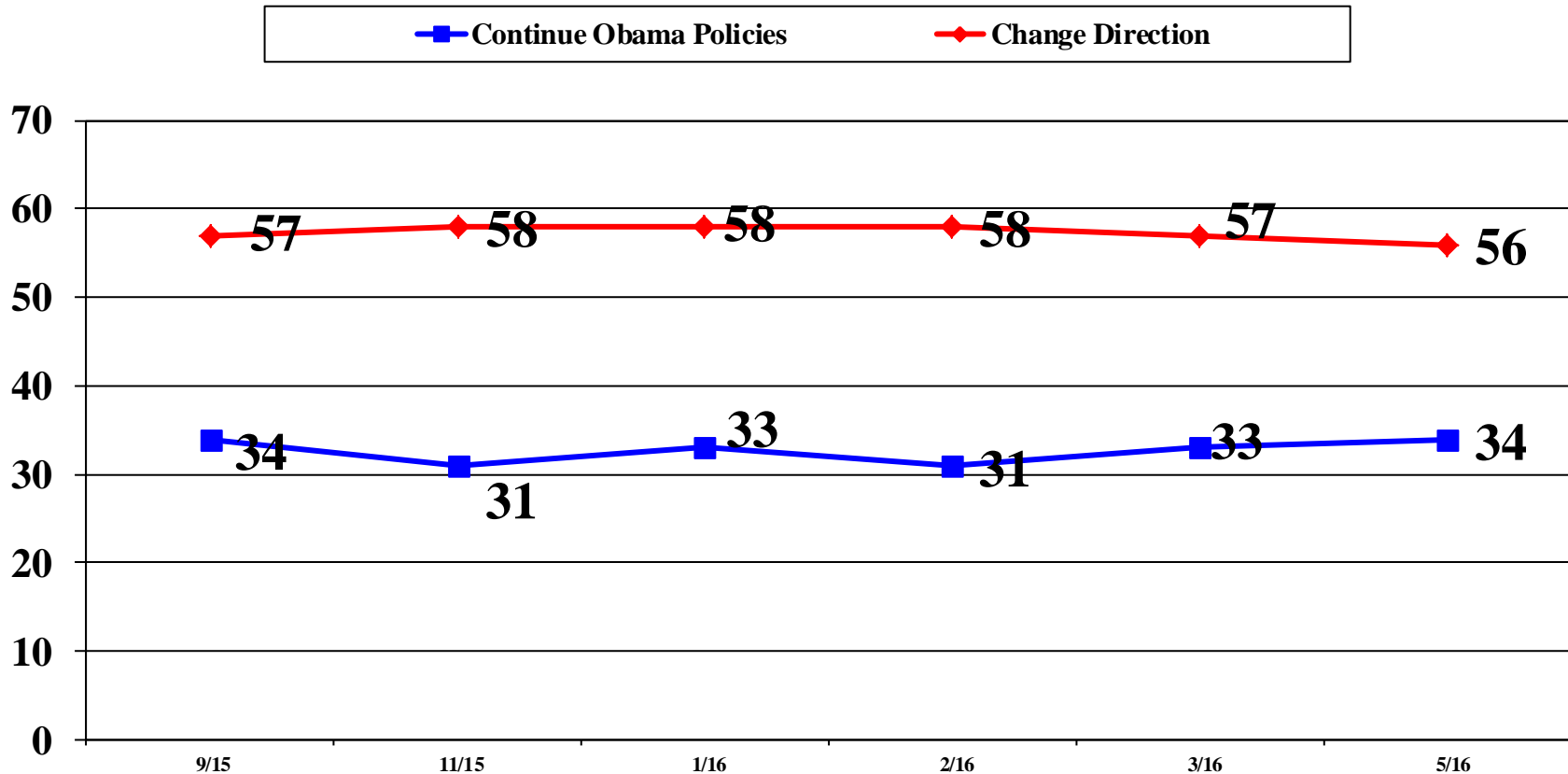


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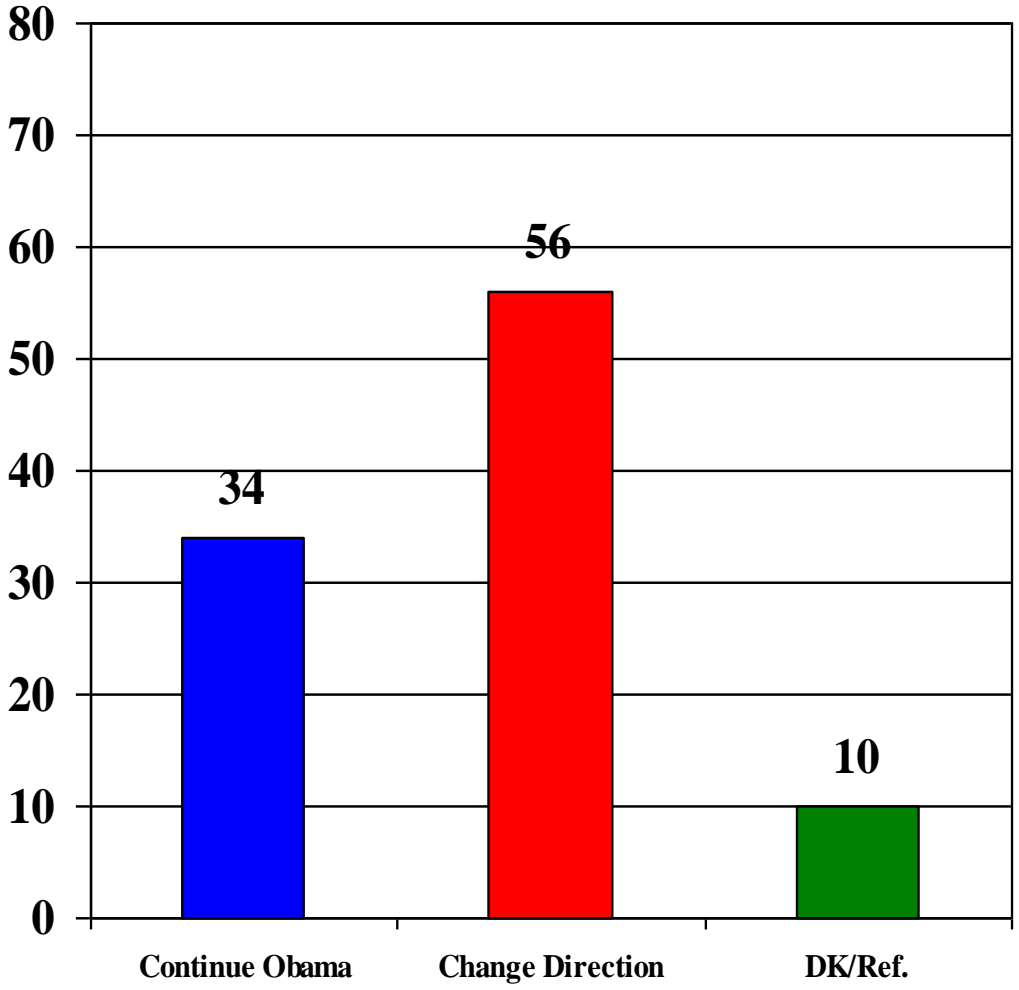
	<u>RD</u>	<u>WT</u>
East	26	65
Midwest	25	69
South	26	67
West	27	66
Right Direction	100	0
Wrong Track	0	100
Approve – Obama.	51	38
Disapprove – Obama	2	96
Favorable – Clinton	52	39
Unfavorable – Clinton	8	89
Favorable – Trump	13	84
Unfavorable – Trump	35	57
Vote Clinton	46	44
Vote Trump	6	93
Vote Undecided	18	68
Disapp. B.O./Not Trump	4	92
Wrong Track/Not Vote Trump	0	100
Disapp. B.O./Vote Clinton	7	91
Republican	8	90
Democrat	44	46
Independent	22	69
Liberal	49	44
Moderate	28	63
Conservative	8	88
White	21	74
African- American	49	41
Hispanic	27	63
Under 55	29	64
Over 55	23	72
Men	28	67
Women	25	67

Generally Speaking, would you like the next President and Congress to...?  
Continue the policies of President Obama, OR Change direction and move away from the  
policies of President Obama  
*- Time Series -*



# Generally Speaking, would you like the next President and Congress to...?

Continue the policies of President Obama, OR  
Change direction and move away from the policies of President Obama



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May 2016

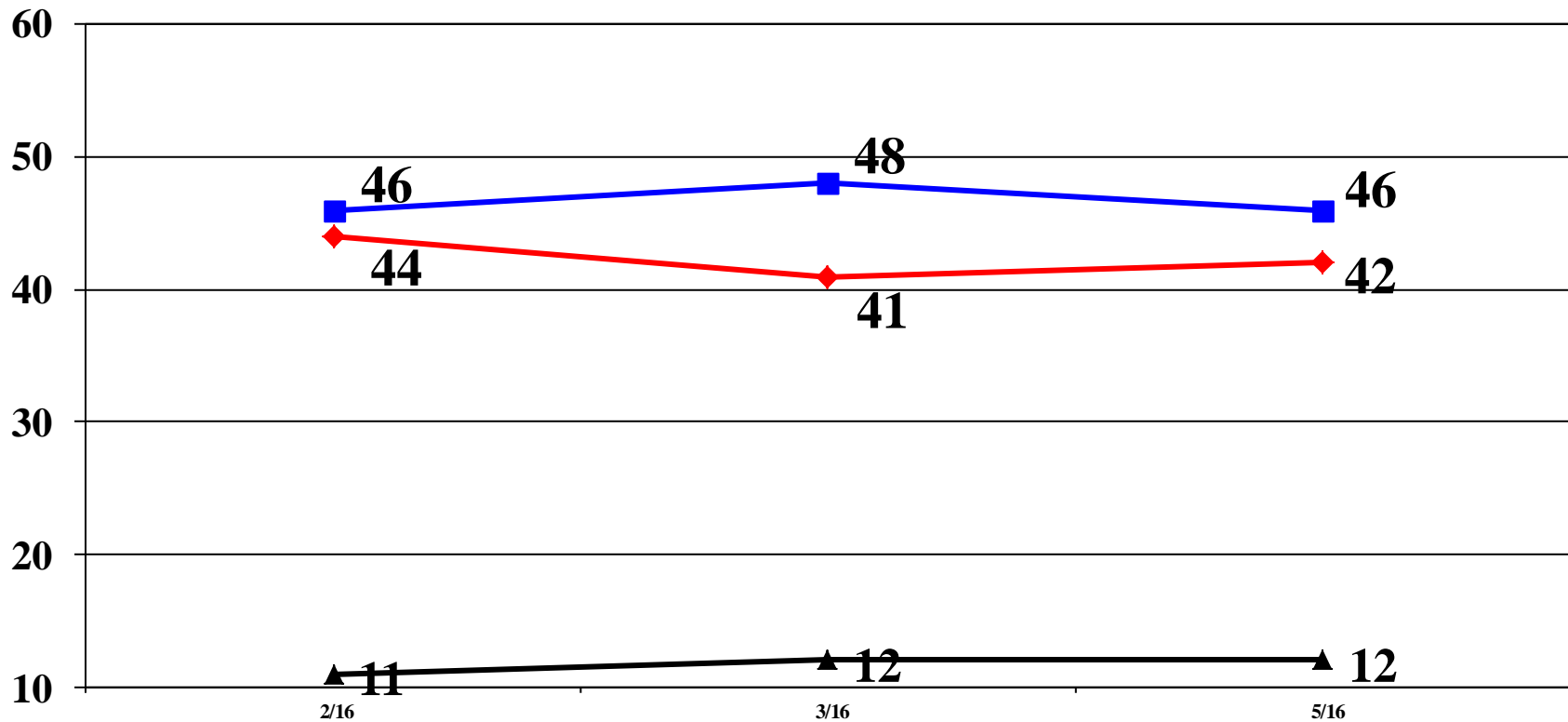


	<u>Cont.</u>	<u>Change</u>
East	33	54
Midwest	31	60
South	33	58
West	38	53
Right Direction	78	12
Wrong Track	15	78
Approve – Obama.	67	18
Disapprove – Obama	1	95
Favorable – Clinton	61	28
Unfavorable – Clinton	14	80
Favorable – Trump	10	85
Unfavorable – Trump	48	40
Vote Clinton	62	25
Vote Trump	4	92
Vote Undecided	23	55
Disapp. B.O./Not Trump	3	85
Wrong Track/Not Vote Trump	32	54
Disapp. B.O./Vote Clinton	6	83
Republican	6	91
Democrat	61	28
Independent	28	55
Liberal	66	27
Moderate	36	50
Conservative	8	85
White	26	66
African- American	67	16
Hispanic	40	45
Under 55	37	52
Over 55	29	62
Men	33	58
Women	34	55

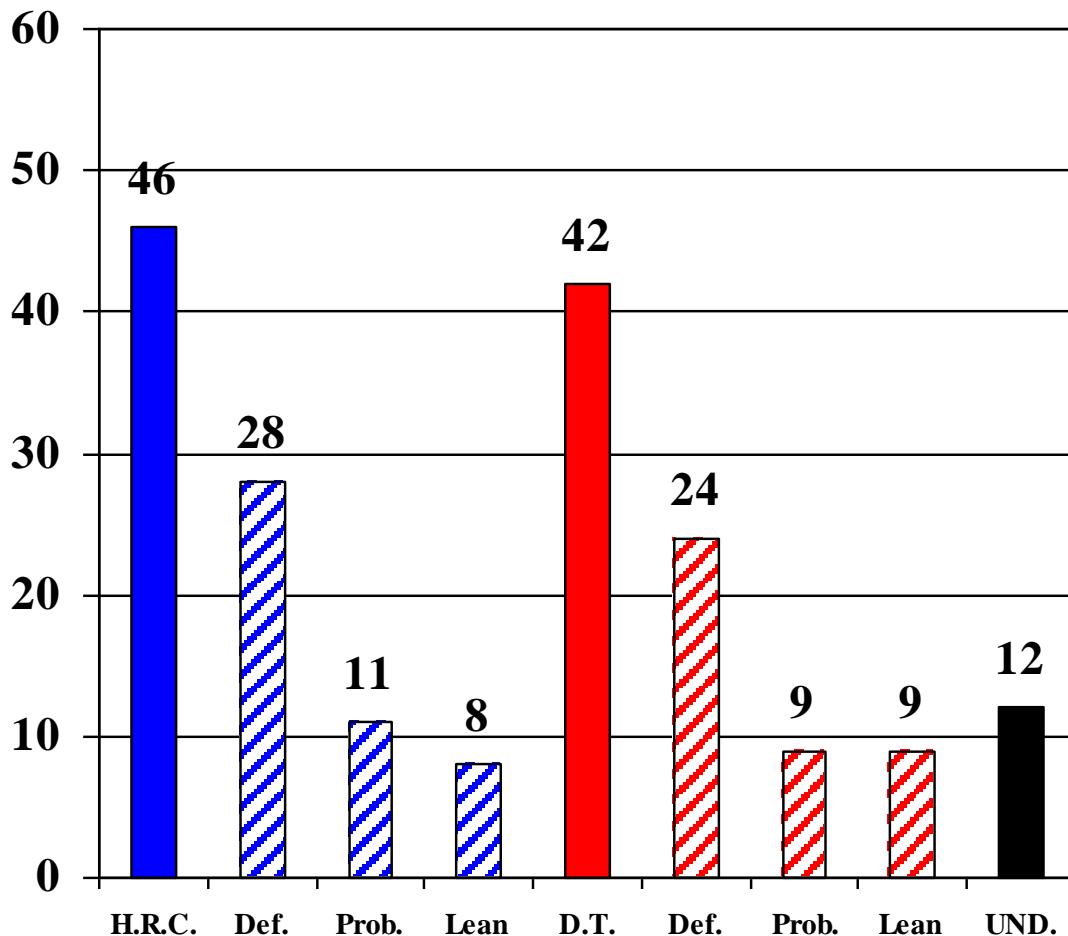
# Voter Profile

<u>Party</u>	<u>Total</u>	<u>Age</u>	<u>Total</u>	<u>Race</u>	<u>Total</u>
Republican	34%	18-29	14%	White	71%
Democrat	40%	30-40	18%	African American	13%
Independent	26%	41-55	26%	Hispanic	12%
<u>Ideology</u>	<u>%</u>	56-65	22%	Asian	3%
Liberal	25%	Over 65	20%	<u>Gender</u>	<u>%</u>
Moderate	40%			Male	46%
Conservative	35%			Female	54%

# Ballot: U.S. President Clinton (D) vs. Trump (R) - Time Series -



# Ballot: U.S. President Clinton (D) vs. Trump (R)



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	<u>HRC</u>	<u>DT</u>	<u>UND.</u>
East	46	43	11
Midwest	43	43	14
South	48	41	12
West	49	41	11
Right Direction	83	9	8
Wrong Track	30	58	12
Approve – Obama.	78	11	11
Disapprove – Obama	15	73	12
Favorable – Clinton	87	8	4
Unfavorable – Clinton	17	68	15
Favorable – Trump	11	86	3
Unfavorable – Trump	69	16	16
Vote Clinton	100	0	0
Vote Trump	0	100	0
Vote Undecided	0	0	100
Disapp. B.O./Not Trump	55	0	45
Wrong Track/Not Vote Trump	72	0	29
Disapp. B.O./Vote Clinton	100	0	0
Republican	11	83	7
Democrat	81	12	8
Independent	41	34	25
Liberal	78	16	6
Moderate	53	31	16
Conservative	17	73	11
White	39	50	10
African- American	74	13	13
Hispanic	55	27	18
Under 55	50	35	15
Over 55	41	52	7
Men	42	48	10
Women	51	36	13