

1. Better Candidate | Better President

Thinking about which candidate would make a better president overall, which comes closest to your opinion?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Hillary Clinton would be much better	36%	29%	43%	33%	37%	36%	40%	31%	57%	49%	27%
Hillary Clinton would be somewhat better	11%	13%	10%	20%	11%	7%	9%	10%	13%	12%	16%
Donald Trump would be somewhat better	10%	8%	11%	8%	14%	10%	5%	12%	8%	3%	3%
Donald Trump would be much better	26%	29%	23%	8%	18%	33%	39%	32%	8%	15%	18%
There's not much of a difference between the candidates	13%	18%	9%	24%	15%	10%	5%	12%	10%	14%	34%
Not sure	4%	3%	5%	7%	4%	3%	3%	3%	5%	7%	2%
Totals (Unweighted N)	100% (992)	100% (486)	100% (506)	100% (197)	100% (243)	100% (374)	100% (178)	100% (702)	100% (122)	100% (107)	100% (61)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Hillary Clinton would be much better	36%	72%	28%	3%	38%	31%	41%	33%	32%	40%	36%	37%
Hillary Clinton would be somewhat better	11%	15%	11%	6%	15%	9%	4%	10%	10%	14%	13%	7%
Donald Trump would be somewhat better	10%	2%	11%	17%	8%	13%	10%	10%	8%	11%	11%	7%
Donald Trump would be much better	26%	5%	23%	59%	19%	32%	34%	30%	29%	17%	28%	25%
There's not much of a difference between the candidates	13%	5%	21%	11%	16%	10%	9%	13%	18%	15%	9%	15%
Not sure	4%	1%	6%	4%	4%	5%	1%	5%	3%	3%	3%	9%
Totals (Unweighted N)	100% (992)	100% (346)	100% (407)	100% (239)	100% (440)	100% (253)	100% (158)	100% (141)	100% (189)	100% (204)	100% (390)	100% (209)

2. Better Candidate | Better Positions

Thinking about which candidate has better positions on the issues you care about, which comes closest to your opinion?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Hillary Clinton has much better policy positions	35%	26%	42%	27%	39%	34%	37%	30%	54%	45%	24%
Hillary Clinton has somewhat better policy positions	13%	15%	12%	27%	10%	10%	8%	11%	20%	16%	14%
Donald Trump has somewhat better policy positions	10%	10%	10%	8%	11%	13%	5%	13%	0%	2%	12%
Donald Trump has much better policy positions	26%	30%	23%	8%	21%	32%	40%	32%	8%	15%	22%
There's not much of a difference between the candidates	10%	13%	7%	18%	11%	7%	5%	10%	7%	8%	21%
Not sure	6%	6%	6%	12%	8%	4%	3%	4%	10%	14%	7%
Totals (Unweighted N)	100% (999)	100% (488)	100% (511)	100% (199)	100% (244)	100% (378)	100% (178)	100% (704)	100% (124)	100% (109)	100% (62)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Hillary Clinton has much better policy positions	35%	72%	23%	4%	36%	30%	35%	35%	31%	39%	34%	33%
Hillary Clinton has somewhat better policy positions	13%	15%	16%	4%	17%	12%	11%	4%	12%	17%	15%	7%
Donald Trump has somewhat better policy positions	10%	3%	10%	19%	8%	12%	13%	9%	7%	14%	10%	8%

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	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Donald Trump has much better policy positions	26%	2%	25%	61%	18%	34%	37%	32%	29%	17%	28%	29%
There's not much of a difference between the candidates	10%	3%	17%	7%	13%	7%	2%	12%	18%	10%	5%	12%
Not sure	6%	5%	9%	5%	8%	5%	0%	8%	3%	4%	7%	9%
Totals (Unweighted N)	100% (999)	100% (349)	100% (409)	100% (241)	100% (447)	100% (253)	100% (158)	100% (141)	100% (191)	100% (205)	100% (394)	100% (209)

3. Better Candidate | Honesty

Thinking about each candidate's honesty and trustworthiness, which comes closest to your opinion?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Hillary Clinton is much more honest and trustworthy	25%	19%	31%	16%	24%	30%	27%	20%	46%	31%	18%
Hillary Clinton is somewhat more honest and trustworthy	16%	17%	16%	29%	17%	11%	12%	13%	22%	29%	19%
Donald Trump is somewhat more honest and trustworthy	11%	10%	13%	11%	18%	10%	6%	13%	16%	3%	5%
Donald Trump is much more honest and trustworthy	24%	27%	21%	5%	15%	32%	40%	30%	1%	12%	28%
There's not much of a difference between the candidates	20%	24%	17%	31%	23%	15%	15%	22%	12%	18%	25%
Not sure	3%	4%	3%	7%	4%	2%	—	2%	4%	7%	6%
Totals (Unweighted N)	100% (996)	100% (488)	100% (508)	100% (198)	100% (242)	100% (377)	100% (179)	100% (703)	100% (123)	100% (108)	100% (62)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Hillary Clinton is much more honest and trustworthy	25%	52%	17%	2%	25%	23%	30%	23%	23%	24%	28%	21%
Hillary Clinton is somewhat more honest and trustworthy	16%	28%	15%	2%	20%	14%	12%	10%	16%	21%	15%	14%
Donald Trump is somewhat more honest and trustworthy	11%	2%	13%	22%	8%	15%	16%	11%	12%	9%	15%	5%

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	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Donald Trump is much more honest and trustworthy	24%	3%	23%	55%	16%	30%	35%	31%	22%	17%	25%	30%
There's not much of a difference between the candidates	20%	14%	28%	16%	26%	14%	7%	23%	24%	27%	15%	22%
Not sure	3%	1%	5%	2%	4%	4%	0%	3%	3%	2%	2%	8%
Totals (Unweighted N)	100% (996)	100% (348)	100% (409)	100% (239)	100% (445)	100% (252)	100% (158)	100% (141)	100% (190)	100% (205)	100% (392)	100% (209)

4. Better Candidate | Temperament

Thinking about each candidate's personality and temperament, which comes closest to your opinion?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Hillary Clinton has a much more presidential temperament	43%	37%	48%	37%	47%	40%	46%	40%	58%	48%	25%
Hillary Clinton has a somewhat more presidential temperament	13%	14%	11%	27%	7%	15%	2%	9%	22%	17%	22%
Donald Trump has a somewhat more presidential temperament	11%	11%	12%	5%	8%	12%	20%	14%	2%	8%	8%
Donald Trump has a much more presidential temperament	13%	16%	10%	6%	10%	17%	20%	17%	2%	5%	11%
There's not much of a difference between the candidates	15%	16%	15%	19%	22%	10%	12%	15%	12%	14%	24%
Not sure	5%	6%	4%	7%	5%	6%	1%	4%	5%	8%	10%
Totals (Unweighted N)	100% (994)	100% (487)	100% (507)	100% (199)	100% (243)	100% (374)	100% (178)	100% (700)	100% (123)	100% (109)	100% (62)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Hillary Clinton has a much more presidential temperament	43%	76%	33%	13%	45%	39%	46%	36%	36%	50%	45%	36%
Hillary Clinton has a somewhat more presidential temperament	13%	12%	14%	12%	14%	15%	10%	8%	14%	14%	12%	13%

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	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Donald Trump has a somewhat more presidential temperament	11%	2%	11%	25%	8%	17%	14%	10%	9%	11%	13%	11%
Donald Trump has a much more presidential temperament	13%	2%	13%	30%	11%	13%	18%	19%	12%	12%	14%	14%
There's not much of a difference between the candidates	15%	5%	23%	14%	18%	11%	9%	21%	23%	12%	13%	16%
Not sure	5%	2%	6%	6%	4%	6%	4%	6%	6%	1%	3%	10%
Totals (Unweighted N)	100% (994)	100% (348)	100% (408)	100% (238)	100% (444)	100% (251)	100% (158)	100% (141)	100% (192)	100% (204)	100% (392)	100% (206)

5. Better Candidate | Crisis Handling

Thinking about each candidate's ability to handle a major crisis, which comes closest to your opinion?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Hillary Clinton would do a much better job	37%	30%	44%	28%	38%	38%	46%	34%	52%	46%	26%
Hillary Clinton would do a somewhat better job	12%	12%	11%	26%	10%	8%	4%	9%	19%	17%	14%
Donald Trump would do a somewhat better job	11%	12%	10%	10%	11%	12%	8%	12%	11%	6%	4%
Donald Trump would do a much better job	22%	25%	19%	6%	19%	27%	33%	28%	2%	11%	20%
There's not much of a difference between the candidates	14%	16%	13%	24%	17%	11%	7%	13%	11%	14%	35%
Not sure	4%	5%	3%	6%	4%	3%	3%	4%	4%	6%	1%
Totals (Unweighted N)	100% (997)	100% (488)	100% (509)	100% (198)	100% (242)	100% (378)	100% (179)	100% (704)	100% (123)	100% (109)	100% (61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Hillary Clinton would do a much better job	37%	73%	28%	7%	39%	33%	43%	34%	32%	43%	38%	36%
Hillary Clinton would do a somewhat better job	12%	15%	12%	6%	16%	9%	6%	6%	9%	12%	13%	9%
Donald Trump would do a somewhat better job	11%	1%	9%	26%	8%	12%	13%	14%	8%	11%	12%	9%
Donald Trump would do a much better job	22%	3%	22%	48%	15%	30%	31%	25%	26%	14%	23%	24%
There's not much of a difference between the candidates	14%	6%	23%	11%	19%	12%	8%	12%	20%	15%	10%	17%
Not sure	4%	2%	6%	2%	4%	4%	0%	9%	5%	4%	3%	5%
Totals (Unweighted N)	100% (997)	100% (349)	100% (407)	100% (241)	100% (445)	100% (254)	100% (158)	100% (140)	100% (191)	100% (205)	100% (393)	100% (208)

Interviewing Dates	September 21 - 23, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.108 to 6.458, with a mean of one and a standard deviation of 1.141.
Number of respondents	1000
Margin of error	± 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.