

1. Trump Favorability

Do you have a favorable or an unfavorable opinion of Donald Trump?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	10%	10%	10%	4%	9%	14%	12%	12%	4%	5%	14%
Somewhat favorable	24%	28%	20%	17%	21%	25%	36%	29%	10%	10%	27%
Somewhat unfavorable	17%	19%	16%	14%	15%	19%	19%	18%	29%	9%	8%
Very unfavorable	38%	32%	44%	52%	40%	32%	31%	32%	49%	66%	26%
Not sure	10%	11%	10%	13%	15%	10%	1%	9%	9%	11%	24%
Totals (Unweighted N)	100% (996)	100% (474)	100% (522)	100% (165)	100% (280)	100% (385)	100% (166)	100% (674)	100% (116)	100% (127)	100% (79)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	10%	6%	10%	17%	10%	10%	11%	12%	10%	10%	12%	9%
Somewhat favorable	24%	9%	23%	47%	23%	27%	30%	18%	33%	18%	24%	21%
Somewhat unfavorable	17%	18%	17%	14%	17%	22%	18%	10%	18%	20%	15%	16%
Very unfavorable	38%	61%	33%	19%	42%	32%	39%	37%	31%	43%	36%	43%
Not sure	10%	6%	17%	3%	9%	10%	2%	22%	7%	9%	13%	11%
Totals (Unweighted N)	100% (996)	100% (379)	100% (378)	100% (239)	100% (456)	100% (276)	100% (131)	100% (133)	100% (203)	100% (235)	100% (342)	100% (216)

2. Clinton Favorability

Do you have a favorable or an unfavorable opinion of Hillary Clinton?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	12%	17%	10%	14%	17%	18%	11%	28%	19%	13%
Somewhat favorable	26%	21%	31%	29%	27%	26%	22%	22%	42%	41%	18%
Somewhat unfavorable	10%	12%	9%	12%	15%	6%	9%	10%	7%	13%	10%
Very unfavorable	39%	46%	33%	31%	33%	44%	50%	49%	8%	17%	41%
Not sure	9%	8%	11%	18%	12%	6%	1%	7%	15%	9%	17%
Totals (Unweighted N)	100% (995)	100% (474)	100% (521)	100% (165)	100% (279)	100% (384)	100% (167)	100% (674)	100% (116)	100% (127)	100% (78)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	15%	38%	6%	2%	15%	17%	16%	8%	16%	16%	15%	11%
Somewhat favorable	26%	45%	25%	5%	32%	28%	19%	13%	28%	27%	27%	23%
Somewhat unfavorable	10%	7%	14%	6%	11%	8%	8%	13%	9%	12%	8%	13%
Very unfavorable	39%	5%	39%	85%	31%	40%	56%	49%	37%	38%	40%	41%
Not sure	9%	5%	15%	3%	11%	6%	—	17%	10%	8%	9%	11%
Totals (Unweighted N)	100% (995)	100% (378)	100% (378)	100% (239)	100% (454)	100% (276)	100% (131)	100% (134)	100% (203)	100% (236)	100% (343)	100% (213)

Interviewing Dates	October 27 - 28, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.145 to 6.193, with a mean of one and a standard deviation of 1.145.
Number of respondents	1000
Margin of error	± 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.