YouGov

October 29 - 31, 2016

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1. Common Interests | Rather See Win
Who would you rather see win the presidential election?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Donald Trump	35%	40%	31%	22%	25%	41%	51%	45%	9%	17%	15%
Hillary Clinton	43%	41%	44%	48%	47%	37%	40%	33%	80%	53%	48%
Neither	16%	14%	19%	19%	21%	16%	9%	17%	9%	19%	22%
Not sure	6%	5%	7%	10%	7%	5%	0%	5%	2%	11%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(454)	(546)	(213)	(243)	(346)	(198)	(744)	(99)	(102)	(55)

	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	35%	6%	20%	82%	31%	40%	39%	37%	31%	35%	39%	32%
Hillary Clinton	43%	84%	30%	4%	44%	40%	52%	34%	37%	43%	42%	49%
Neither	16%	6%	37%	12%	17%	17%	9%	19%	23%	15%	15%	15%
Not sure	6%	3%	14%	2%	8%	3%	—	9%	9%	7%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(414)	(251)	(335)	(449)	(271)	(127)	(153)	(196)	(203)	(372)	(229)

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2. Common Interests | Gender

Thinking about this presidential election, would you say that you share a lot of common interests and concerns with other [men/women], or would you say that gender is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on gender	24%	20%	27%	21%	27%	22%	26%	22%	29%	20%	37%
Gender is not really relevant	60%	66%	55%	55%	48%	67%	70%	63%	55%	62%	41%
Not sure	16%	14%	18%	23%	26%	12%	3%	15%	16%	18%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(454)	(544)	(213)	(243)	(344)	(198)	(742)	(99)	(102)	(55)

	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
Have a lot of common interests and concerns based on gender	24%	33%	16%	19%	26%	24%	20%	21%	22%	17%	27%	27%
Gender is not really relevant	60%	57%	57%	68%	56%	67%	76%	53%	57%	66%	59%	60%
Not sure	16%	10%	27%	13%	19%	9%	4%	26%	21%	17%	14%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(413)	(251)	(334)	(448)	(270)	(127)	(153)	(196)	(203)	(371)	(228)

3. Common Interests | Democrats
Thinking about this presidential election, would you say that you share a lot of common interests and concerns with other [Democrats/Republicans], or would you say that partisanship is not really relevant?
Asked of those who identify as Democrats or Republicans

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on party	57%	60%	54%	52%	52%	53%	70%	58%	59%	48%	61%
Partisanship is not really relevant	25%	28%	23%	21%	27%	28%	23%	27%	16%	30%	17%
Not sure	18%	12%	23%	27%	21%	18%	7%	15%	25%	22%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(747)	(335)	(412)	(131)	(162)	(273)	(181)	(571)	(84)	(65)	(27)

	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
Have a lot of common interests and concerns based on party	57%	62%	—	52%	52%	70%	62%	43%	47%	57%	60%	59%
Partisanship is not really relevant	25%	19%	—	33%	26%	20%	33%	28%	28%	27%	22%	28%
Not sure	18%	19%	—	16%	22%	10%	5%	28%	25%	16%	18%	13%
Totals	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(747)	(412)	(-)	(335)	(328)	(215)	(102)	(102)	(135)	(151)	(282)	(179)

4. Common Interests | Race and Ethnicity

Thinking about this presidential election, would you say that you share a lot of common interests and concerns with other people of your racial or ethnic background, or would you say that race and ethnicity are not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on race and ethnicity	25%	27%	23%	24%	27%	24%	24%	20%	40%	26%	41%
Race and ethnicity are not really relevant	58%	58%	58%	46%	51%	64%	69%	64%	44%	49%	37%
Not sure	18%	16%	19%	30%	23%	13%	7%	16%	15%	25%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(451)	(544)	(212)	(241)	(345)	(197)	(739)	(99)	(102)	(55)

	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
Have a lot of common interests and concerns based on race and ethnicity	25%	33%	17%	21%	26%	29%	23%	14%	26%	14%	32%	21%
Race and ethnicity are not really relevant	58%	55%	52%	66%	55%	60%	63%	58%	52%	65%	53%	64%
Not sure	18%	12%	31%	13%	19%	11%	14%	28%	22%	21%	15%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(413)	(249)	(333)	(447)	(271)	(126)	(151)	(194)	(202)	(370)	(229)

5. Common Interests | Money
Thinking about this presidential election, would you say that you share a lot of common interests and concerns with other people who have about the same amount
of money as you, or would you say that money is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on money	33%	33%	34%	39%	41%	32%	21%	30%	49%	33%	37%
Money is not really relevant	49%	53%	45%	33%	38%	51%	73%	53%	38%	44%	33%
Not sure	18%	14%	21%	28%	21%	17%	6%	17%	13%	23%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(453)	(544)	(213)	(243)	(345)	(196)	(742)	(98)	(102)	(55)

	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
Have a lot of common interests and concerns based on money	33%	38%	28%	31%	37%	33%	29%	23%	35%	26%	39%	29%
Money is not really relevant	49%	49%	40%	55%	41%	57%	61%	49%	42%	53%	46%	55%
Not sure	18%	12%	32%	14%	21%	9%	10%	29%	23%	21%	15%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(412)	(250)	(335)	(447)	(271)	(127)	(152)	(196)	(202)	(370)	(229)

6. Common Interests | Age
Thinking about this presidential election, would you say that you share a lot of common interests and concerns with other people who are about the same age as you, or would you say that age is not really relevant?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on age	29%	31%	26%	39%	24%	23%	31%	29%	24%	25%	38%
Age is not really relevant	56%	56%	55%	34%	50%	68%	65%	57%	57%	49%	42%
Not sure	16%	13%	19%	27%	26%	9%	4%	14%	19%	25%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(451)	(543)	(213)	(240)	(343)	(198)	(739)	(98)	(102)	(55)

		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
Have a lot of common interests and concerns based on age	29%	36%	21%	26%	27%	33%	26%	27%	29%	19%	30%	35%
Age is not really relevant	56%	52%	52%	62%	55%	58%	69%	44%	53%	63%	57%	48%
Not sure	16%	12%	27%	12%	18%	9%	5%	29%	18%	18%	13%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(412)	(251)	(331)	(448)	(269)	(125)	(152)	(194)	(203)	(369)	(228)

7. Common Interests | Religion
Thinking about this presidential election, would you say that you share a lot of common interests and concerns with other people who share your religious beliefs,
or would you say that religion is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on religion	30%	32%	27%	28%	23%	31%	36%	31%	30%	20%	26%
Religion is not really relevant	55%	56%	54%	46%	56%	58%	60%	55%	57%	54%	54%
Not sure	15%	12%	19%	26%	21%	11%	4%	14%	14%	25%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(451)	(546)	(213)	(241)	(345)	(198)	(742)	(98)	(102)	(55)

	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
Have a lot of common interests and concerns based on religion	30%	22%	15%	49%	31%	34%	17%	27%	30%	25%	36%	23%
Religion is not really relevant	55%	67%	55%	41%	53%	58%	74%	44%	51%	56%	53%	61%
Not sure	15%	10%	29%	10%	17%	8%	8%	29%	19%	18%	12%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(412)	(250)	(335)	(447)	(270)	(127)	(153)	(196)	(203)	(370)	(228)

8. Common Interests | Location

Thinking about this presidential election, would you say that you share a lot of common interests and concerns with other people who live near you, or would you say that the location you live in is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on location	27%	30%	25%	31%	27%	26%	25%	28%	19%	30%	32%
Location is not really relevant	54%	55%	53%	43%	48%	58%	67%	55%	64%	46%	45%
Not sure	18%	15%	22%	27%	25%	15%	8%	17%	17%	24%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(451)	(542)	(212)	(243)	(342)	(196)	(737)	(99)	(102)	(55)

	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
Have a lot of common interests and concerns based on location	27%	29%	21%	31%	25%	33%	28%	24%	30%	22%	28%	30%
Location is not really relevant	54%	57%	49%	56%	52%	58%	64%	47%	49%	61%	54%	52%
Not sure	18%	15%	30%	14%	23%	10%	8%	28%	21%	17%	18%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(409)	(251)	(333)	(445)	(271)	(124)	(153)	(193)	(203)	(369)	(228)

9. Common Interests | Share Most Interests
Which of the following groups do you share the MOST common interests and concerns with? Select up to two.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
People of the same gender as you	9%	5%	13%	10%	9%	10%	7%	10%	6%	4%	15%
People in the same political party as you	30%	30%	30%	22%	22%	33%	43%	33%	29%	24%	16%
People of your racial or ethnic background	13%	14%	12%	14%	14%	11%	13%	8%	38%	17%	10%
People who have about the same amount of money as you	13%	14%	13%	16%	21%	11%	6%	14%	14%	11%	7%
People of the same religion as you	19%	19%	20%	17%	13%	21%	28%	21%	16%	14%	17%
People in the same age group as you	24%	29%	20%	31%	15%	19%	37%	28%	14%	12%	24%
People who live near you	12%	13%	11%	14%	7%	14%	13%	14%	8%	11%	6%
None of the above	14%	14%	14%	7%	17%	19%	9%	12%	11%	22%	19%
Not sure	13%	11%	15%	21%	18%	11%	4%	11%	13%	20%	25%
Totals	(1,000)	(454)	(546)	(213)	(243)	(346)	(198)	(744)	(99)	(102)	(55)

	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
People of the same gender as you	9%	15%	7%	4%	8%	10%	14%	7%	8%	11%	9%	9%
People in the same political party as you	30%	35%	7%	43%	26%	36%	36%	27%	23%	31%	33%	31%
People of your racial or ethnic background	13%	18%	9%	9%	13%	14%	12%	11%	10%	8%	18%	11%
People who have about the same amount of money as you	13%	13%	14%	14%	15%	14%	13%	7%	16%	11%	16%	9%
People of the same religion as you	19%	12%	12%	34%	19%	23%	13%	20%	16%	20%	22%	16%

	Total	Party ID (3 category)			continued from previous page Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
People in the same age group as you	24%	26%	18%	27%	21%	30%	31%	21%	21%	20%	22%	36%
People who live near you	12%	10%	11%	16%	12%	10%	17%	14%	13%	20%	10%	9%
None of the above	14%	11%	26%	7%	13%	12%	15%	15%	15%	15%	12%	14%
Not sure	13%	10%	27%	6%	16%	6%	5%	23%	19%	13%	10%	13%
Totals	(1,000)	(414)	(251)	(335)	(449)	(271)	(127)	(153)	(196)	(203)	(372)	(229)

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Interviewing Dates	October 29 - 31, 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, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration was 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, geographic region, and 2012 Presidential vote. The weights range from 0.131 to 6.648, with a mean of one and a standard deviation of 0.69.
Number of respondents	1000
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	19 questions not reported.