

1. Presidential Campaign | Campaign Tone

Would you say the tone of the 2016 presidential campaign has been:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More positive	7%	8%	7%	3%	17%	5%	5%	5%	10%	20%	8%
More negative	78%	79%	77%	77%	65%	82%	85%	82%	75%	66%	61%
Not sure	15%	14%	16%	20%	18%	14%	9%	13%	15%	13%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(190)	(252)	(374)	(182)	(698)	(126)	(113)	(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
More positive	7%	12%	4%	8%	10%	5%	1%	6%	4%	4%	9%	11%
More negative	78%	77%	77%	80%	78%	82%	87%	63%	82%	75%	77%	78%
Not sure	15%	10%	20%	12%	12%	13%	13%	31%	14%	21%	14%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(335)	(404)	(259)	(500)	(251)	(100)	(147)	(198)	(223)	(384)	(193)

2. Presidential Campaign | Blame

Who do you mainly blame for the tone of the 2016 presidential campaign being negative?

Asked of those who say the tone of the campaign has been more negative

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Hillary Clinton	14%	19%	10%	8%	14%	16%	18%	18%	1%	15%	3%
Donald Trump	43%	38%	48%	36%	43%	49%	40%	35%	77%	45%	68%
Both candidates equally	41%	41%	42%	51%	43%	34%	43%	47%	21%	31%	29%
Not sure	1%	3%	0%	5%	1%	1%	—	0%	1%	9%	—
Totals (Unweighted N)	100% (802)	100% (391)	100% (411)	100% (136)	100% (186)	100% (321)	100% (159)	100% (593)	100% (92)	100% (76)	100% (41)

	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	14%	4%	10%	37%	10%	22%	10%	17%	15%	13%	17%	11%
Donald Trump	43%	75%	38%	9%	45%	35%	44%	53%	37%	45%	41%	49%
Both candidates equally	41%	21%	49%	54%	43%	43%	45%	29%	47%	41%	42%	35%
Not sure	1%	—	3%	1%	2%	1%	0%	1%	1%	0%	0%	4%
Totals (Unweighted N)	100% (802)	100% (270)	100% (316)	100% (216)	100% (389)	100% (216)	100% (92)	100% (105)	100% (164)	100% (175)	100% (308)	100% (155)

3. Presidential Campaign | Clinton Tone

Regardless of whether you support her or not, do you think the way Hillary Clinton talks about Donald Trump is:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	48%	51%	45%	53%	46%	46%	47%	39%	70%	58%	70%
Not acceptable	35%	36%	33%	24%	30%	39%	41%	42%	14%	24%	19%
Not sure	18%	13%	22%	23%	23%	14%	11%	19%	16%	18%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(487)	(505)	(188)	(250)	(372)	(182)	(694)	(124)	(113)	(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
Acceptable	48%	71%	44%	24%	51%	39%	59%	47%	50%	44%	49%	49%
Not acceptable	35%	17%	31%	66%	36%	39%	26%	28%	25%	33%	38%	37%
Not sure	18%	13%	25%	10%	14%	21%	15%	25%	25%	23%	13%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(334)	(400)	(258)	(496)	(251)	(99)	(146)	(198)	(221)	(380)	(193)

4. Presidential Campaign | Trump Tone

Regardless of whether you support him or not, do you think the way Donald Trump talks about Hillary Clinton is:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	26%	34%	18%	20%	25%	26%	33%	32%	8%	22%	8%
Not acceptable	61%	55%	67%	64%	60%	64%	56%	54%	86%	63%	84%
Not sure	13%	11%	15%	17%	15%	10%	11%	14%	6%	16%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(486)	(507)	(189)	(251)	(372)	(181)	(697)	(123)	(113)	(60)

	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
Acceptable	26%	7%	23%	56%	24%	30%	26%	26%	30%	20%	29%	24%
Not acceptable	61%	86%	59%	32%	64%	57%	64%	55%	55%	61%	61%	67%
Not sure	13%	6%	18%	12%	12%	13%	9%	19%	14%	19%	10%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(334)	(400)	(259)	(498)	(249)	(99)	(147)	(197)	(222)	(381)	(193)

Interviewing Dates	August 11 - 15, 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 0.105 to 6.293, with a mean of one and a standard deviation of 1.196.
Number of respondents	1000
Margin of error	± 4.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.