

1. Presidential Qualities | Qualities or Issues in General

Which is generally bigger factor for you in deciding which candidate to vote for?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Which candidate has better personal qualities	11%	12%	10%	12%	18%	8%	7%	10%	9%	20%	10%
Which candidate has better positions on the issues you care about	80%	78%	82%	67%	71%	87%	92%	84%	71%	72%	71%
Not sure	9%	10%	8%	21%	10%	5%	1%	6%	20%	8%	19%
Totals (Unweighted N)	100% (998)	100% (486)	100% (512)	100% (183)	100% (244)	100% (384)	100% (187)	100% (704)	100% (124)	100% (109)	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
Which candidate has better personal qualities	11%	15%	8%	12%	14%	11%	8%	4%	14%	9%	11%	11%
Which candidate has better positions on the issues you care about	80%	78%	79%	86%	77%	83%	86%	82%	80%	83%	78%	82%
Not sure	9%	8%	14%	2%	9%	7%	6%	14%	6%	8%	12%	7%
Totals (Unweighted N)	100% (998)	100% (348)	100% (394)	100% (256)	100% (480)	100% (254)	100% (128)	100% (136)	100% (187)	100% (248)	100% (342)	100% (221)

	Voter Registration (2 category)		
	Total	Registered	Not registered
Which candidate has better personal qualities	11%	10%	14%
Which candidate has better positions on the issues you care about	80%	87%	63%

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Voter Registration (2 category)

	Total	Registered	Not registered
Not sure	9%	4%	23%
Totals (Unweighted N)	100% (998)	100% (874)	100% (124)

2. Presidential Qualities | Qualities or Issues This Year

Which is a bigger factor for you in deciding which presidential candidate to vote for this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Which candidate has better personal qualities	15%	16%	14%	16%	24%	12%	8%	13%	19%	22%	16%
Which candidate has better positions on the issues you care about	78%	76%	79%	69%	70%	80%	90%	82%	70%	65%	74%
Not sure	8%	9%	7%	15%	6%	7%	2%	6%	11%	13%	10%
Totals (Unweighted N)	100% (994)	100% (484)	100% (510)	100% (181)	100% (244)	100% (383)	100% (186)	100% (701)	100% (124)	100% (107)	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
Which candidate has better personal qualities	15%	19%	13%	12%	18%	16%	16%	3%	20%	15%	13%	14%
Which candidate has better positions on the issues you care about	78%	75%	76%	85%	74%	82%	77%	84%	74%	77%	76%	84%
Not sure	8%	6%	11%	4%	8%	3%	7%	13%	5%	8%	11%	2%
Totals (Unweighted N)	100% (994)	100% (347)	100% (393)	100% (254)	100% (476)	100% (255)	100% (128)	100% (135)	100% (185)	100% (248)	100% (340)	100% (221)

	Total	Voter Registration (2 category)	
		Registered	Not registered
Which candidate has better personal qualities	15%	13%	19%
Which candidate has better positions on the issues you care about	78%	82%	65%

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Voter Registration (2 category)

	Total	Registered	Not registered
Not sure	8%	4%	16%
Totals (Unweighted N)	100% (994)	100% (871)	100% (123)

3. Presidential Qualities | Better President

Thinking about which candidate would make a better president overall, 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 be much better	36%	32%	40%	37%	32%	39%	35%	30%	72%	37%	29%
Hillary Clinton would be somewhat better	11%	9%	13%	16%	17%	7%	6%	9%	14%	14%	21%
Donald Trump would be somewhat better	9%	11%	6%	7%	11%	7%	11%	12%	1%	4%	2%
Donald Trump would be much better	25%	30%	21%	12%	24%	27%	37%	30%	8%	16%	24%
There's not much of a difference between the candidates	13%	12%	15%	19%	11%	13%	11%	15%	2%	18%	16%
Not sure	6%	6%	6%	9%	6%	7%	1%	5%	4%	12%	7%
Totals (Unweighted N)	100% (999)	100% (487)	100% (512)	100% (183)	100% (245)	100% (384)	100% (187)	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 would be much better	36%	68%	29%	5%	35%	35%	41%	38%	41%	37%	32%	37%
Hillary Clinton would be somewhat better	11%	17%	9%	6%	12%	14%	9%	3%	14%	12%	10%	9%
Donald Trump would be somewhat better	9%	1%	8%	21%	9%	10%	8%	9%	4%	13%	10%	6%
Donald Trump would be much better	25%	3%	28%	51%	24%	29%	22%	25%	20%	17%	29%	31%
There's not much of a difference between the candidates	13%	6%	18%	15%	15%	10%	12%	15%	14%	14%	12%	14%
Not sure	6%	5%	9%	2%	6%	2%	9%	11%	6%	7%	7%	2%
Totals (Unweighted N)	100% (999)	100% (348)	100% (395)	100% (256)	100% (480)	100% (255)	100% (128)	100% (136)	100% (187)	100% (248)	100% (343)	100% (221)

	Total	Voter Registration (2 category)	
		Registered	Not registered
Hillary Clinton would be much better	36%	38%	32%
Hillary Clinton would be somewhat better	11%	10%	12%
Donald Trump would be somewhat better	9%	9%	7%
Donald Trump would be much better	25%	28%	17%
There's not much of a difference between the candidates	13%	11%	20%
Not sure	6%	3%	13%
Totals	100%	100%	100%
(Unweighted N)	(999)	(875)	(124)

4. Presidential Qualities | Issue 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 positions on the issues	34%	30%	39%	37%	33%	37%	30%	27%	73%	36%	29%
Hillary Clinton has somewhat better positions on the issues	12%	13%	12%	18%	17%	8%	9%	11%	10%	13%	25%
Donald Trump has somewhat better positions on the issues	10%	12%	8%	15%	7%	8%	11%	12%	2%	8%	4%
Donald Trump has much better positions on the issues	28%	32%	24%	11%	27%	30%	43%	34%	8%	16%	22%
There's not much of a difference between the candidates	10%	9%	11%	14%	8%	12%	3%	9%	6%	17%	11%
Not sure	6%	5%	7%	6%	9%	6%	4%	6%	1%	9%	7%
Totals (Unweighted N)	100% (996)	100% (487)	100% (509)	100% (183)	100% (243)	100% (382)	100% (188)	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 has much better positions on the issues	34%	67%	27%	4%	35%	33%	40%	31%	41%	36%	32%	33%
Hillary Clinton has somewhat better positions on the issues	12%	18%	12%	5%	12%	15%	10%	8%	15%	15%	10%	11%
Donald Trump has somewhat better positions on the issues	10%	3%	10%	19%	11%	10%	12%	6%	9%	12%	9%	9%

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	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
Donald Trump has much better positions on the issues	28%	2%	29%	59%	26%	33%	26%	27%	22%	21%	32%	31%
There's not much of a difference between the candidates	10%	4%	15%	8%	10%	6%	7%	17%	9%	10%	10%	10%
Not sure	6%	6%	7%	5%	7%	3%	4%	10%	4%	6%	7%	6%
Totals (Unweighted N)	100% (996)	100% (347)	100% (395)	100% (254)	100% (479)	100% (254)	100% (128)	100% (135)	100% (186)	100% (248)	100% (341)	100% (221)

	Voter Registration (2 category)		
	Total	Registered	Not registered
Hillary Clinton has much better positions on the issues	34%	36%	30%
Hillary Clinton has somewhat better positions on the issues	12%	11%	15%
Donald Trump has somewhat better positions on the issues	10%	11%	6%
Donald Trump has much better positions on the issues	28%	31%	19%
There's not much of a difference between the candidates	10%	6%	18%
Not sure	6%	4%	11%
Totals (Unweighted N)	100% (996)	100% (872)	100% (124)

5. Presidential Qualities | Personal Qualities

Thinking about which candidate has better personal qualities, 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 personal qualities	35%	34%	37%	37%	32%	37%	36%	29%	65%	40%	33%
Hillary Clinton has somewhat better personal qualities	15%	12%	17%	21%	20%	11%	7%	12%	23%	13%	22%
Donald Trump has somewhat better personal qualities	11%	13%	8%	8%	11%	9%	16%	14%	3%	5%	4%
Donald Trump has much better personal qualities	15%	17%	12%	5%	15%	14%	25%	17%	2%	8%	20%
There's not much of a difference between the candidates	21%	22%	21%	23%	16%	28%	15%	24%	6%	27%	15%
Not sure	3%	2%	4%	6%	6%	2%	1%	3%	1%	7%	5%
Totals (Unweighted N)	100% (994)	100% (486)	100% (508)	100% (182)	100% (242)	100% (383)	100% (187)	100% (702)	100% (124)	100% (108)	100% (60)

	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 personal qualities	35%	67%	27%	9%	37%	34%	39%	31%	44%	36%	31%	36%
Hillary Clinton has somewhat better personal qualities	15%	18%	15%	10%	14%	17%	13%	15%	14%	14%	15%	15%
Donald Trump has somewhat better personal qualities	11%	1%	12%	20%	11%	11%	7%	11%	7%	11%	11%	13%

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	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
Donald Trump has much better personal qualities	15%	1%	15%	31%	12%	18%	13%	18%	12%	12%	17%	16%
There's not much of a difference between the candidates	21%	11%	25%	30%	23%	17%	24%	20%	20%	21%	24%	18%
Not sure	3%	2%	6%	1%	3%	3%	3%	5%	4%	6%	3%	2%
Totals (Unweighted N)	100% (994)	100% (349)	100% (391)	100% (254)	100% (479)	100% (255)	100% (127)	100% (133)	100% (184)	100% (248)	100% (342)	100% (220)

	Voter Registration (2 category)		
	Total	Registered	Not registered
Hillary Clinton has much better personal qualities	35%	36%	33%
Hillary Clinton has somewhat better personal qualities	15%	13%	18%
Donald Trump has somewhat better personal qualities	11%	12%	6%
Donald Trump has much better personal qualities	15%	17%	9%
There's not much of a difference between the candidates	21%	19%	27%
Not sure	3%	2%	6%
Totals (Unweighted N)	100% (994)	100% (872)	100% (122)

6. Presidential Qualities | Worst Democrat

How much do you agree or disagree with the following statement: The worst member of the Democratic Party is still better than the best member of the Republican Party.

Asked of Democrats and Independents who lean Democratic

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	21%	22%	19%	21%	18%	21%	22%	17%	34%	18%	22%
Somewhat agree	27%	25%	28%	20%	28%	32%	25%	24%	30%	31%	26%
Somewhat disagree	25%	23%	26%	32%	19%	20%	32%	27%	16%	30%	17%
Strongly disagree	14%	17%	12%	15%	16%	12%	15%	18%	8%	8%	16%
Not sure	14%	13%	15%	12%	20%	15%	7%	14%	13%	13%	19%
Totals (Unweighted N)	100% (437)	100% (182)	100% (255)	100% (88)	100% (100)	100% (179)	100% (70)	100% (258)	100% (100)	100% (53)	100% (26)

	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
Strongly agree	21%	22%	16%	—	20%	17%	14%	35%	19%	22%	23%	17%
Somewhat agree	27%	29%	20%	—	27%	33%	18%	20%	32%	25%	27%	24%
Somewhat disagree	25%	25%	24%	—	24%	26%	26%	25%	24%	32%	23%	19%
Strongly disagree	14%	12%	20%	—	12%	12%	35%	9%	7%	12%	14%	24%
Not sure	14%	12%	18%	—	17%	12%	7%	11%	18%	10%	14%	16%
Totals (Unweighted N)	100% (437)	100% (349)	100% (88)	0% (-)	100% (227)	100% (108)	100% (54)	100% (48)	100% (84)	100% (115)	100% (149)	100% (89)

	Voter Registration (2 category)		
	Total	Registered	Not registered
Strongly agree	21%	25%	9%
Somewhat agree	27%	26%	29%
Somewhat disagree	25%	24%	25%
Strongly disagree	14%	15%	11%
Not sure	14%	9%	26%
Totals (Unweighted N)	100% (437)	100% (389)	100% (48)

7. Presidential Qualities | Worst Republican

How much do you agree or disagree with the following statement: The worst member of the Republican Party is still better than the best member of the Democratic Party.

Asked of Republicans and Independents who lean Republican

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	25%	24%	27%	14%	23%	26%	31%	23%	27%	51%	22%
Somewhat agree	33%	41%	25%	27%	28%	37%	36%	35%	33%	6%	40%
Somewhat disagree	18%	17%	19%	27%	31%	15%	8%	17%	23%	26%	33%
Strongly disagree	16%	13%	19%	25%	11%	13%	18%	18%	16%	2%	4%
Not sure	8%	6%	10%	5%	7%	10%	6%	7%	—	15%	1%
Totals (Unweighted N)	100% (338)	100% (182)	100% (156)	100% (43)	100% (70)	100% (134)	100% (91)	100% (289)	100% (9)	100% (26)	100% (14)

	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
Strongly agree	25%	—	25%	25%	32%	25%	10%	18%	16%	23%	29%	28%
Somewhat agree	33%	—	38%	31%	28%	37%	35%	40%	39%	32%	39%	20%
Somewhat disagree	18%	—	12%	21%	17%	21%	34%	4%	17%	24%	13%	23%
Strongly disagree	16%	—	16%	16%	18%	13%	13%	16%	21%	13%	7%	28%
Not sure	8%	—	8%	7%	5%	3%	8%	22%	7%	8%	12%	1%
Totals (Unweighted N)	100% (338)	0% (-)	100% (83)	100% (255)	100% (149)	100% (99)	100% (49)	100% (41)	100% (62)	100% (79)	100% (113)	100% (84)

	Voter Registration (2 category)		
	Total	Registered	Not registered
Strongly agree	25%	28%	13%
Somewhat agree	33%	32%	41%
Somewhat disagree	18%	19%	16%
Strongly disagree	16%	17%	12%
Not sure	8%	6%	18%
Totals (Unweighted N)	100% (338)	100% (319)	100% (19)

Interviewing Dates	October 11 - 12, 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 0.104 to 6.026, with a mean of one and a standard deviation of 1.046.
Number of respondents	1000
Margin of error	± 4.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.