

1. Role Model | Clinton Role Model

Do you think Hillary Clinton is or is not a good role model for children?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, she is	37%	33%	40%	36%	34%	37%	40%	28%	63%	44%	54%
No, she is not	48%	53%	42%	46%	47%	51%	46%	58%	18%	31%	37%
Not sure	15%	13%	17%	19%	19%	12%	14%	14%	19%	25%	8%
Totals (Unweighted N)	100% (996)	100% (484)	100% (512)	100% (183)	100% (245)	100% (382)	100% (186)	100% (699)	100% (125)	100% (112)	100% (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
Yes, she is	37%	72%	26%	8%	42%	35%	29%	30%	36%	38%	37%	35%
No, she is not	48%	14%	54%	83%	43%	53%	62%	44%	45%	41%	51%	51%
Not sure	15%	14%	20%	10%	16%	12%	9%	27%	19%	21%	11%	13%
Totals (Unweighted N)	100% (996)	100% (386)	100% (363)	100% (247)	100% (467)	100% (259)	100% (136)	100% (134)	100% (219)	100% (249)	100% (363)	100% (165)

2. Role Model | Trump Role Model

Do you think Donald Trump is or is not a good role model for children?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, he is	17%	20%	14%	11%	16%	20%	20%	21%	3%	16%	14%
No, he is not	69%	62%	75%	76%	70%	68%	61%	65%	78%	73%	81%
Not sure	14%	17%	11%	13%	14%	12%	19%	14%	19%	11%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(486)	(513)	(183)	(246)	(384)	(186)	(699)	(125)	(115)	(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
Yes, he is	17%	7%	17%	32%	20%	11%	18%	16%	18%	12%	20%	17%
No, he is not	69%	84%	70%	46%	65%	78%	73%	59%	66%	77%	62%	75%
Not sure	14%	9%	13%	22%	14%	11%	9%	25%	16%	11%	18%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(390)	(363)	(246)	(468)	(260)	(136)	(135)	(220)	(249)	(363)	(167)

3. Role Model | Talking with Children

How comfortable do you feel talking to your children about the presidential election?

Asked of those with children under 18

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	49%	59%	45%	32%	55%	65%	—	51%	73%	31%	43%
Somewhat comfortable	37%	31%	39%	45%	35%	23%	85%	31%	23%	58%	51%
Not too comfortable	9%	8%	9%	13%	6%	12%	15%	11%	5%	10%	—
Not at all comfortable	5%	2%	6%	10%	5%	—	—	7%	—	0%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(249)	(90)	(159)	(58)	(126)	(62)	(3)	(157)	(33)	(41)	(18)

	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
Very comfortable	49%	42%	58%	49%	40%	48%	81%	62%	43%	65%	43%	55%
Somewhat comfortable	37%	38%	34%	39%	42%	41%	17%	23%	44%	27%	41%	29%
Not too comfortable	9%	17%	2%	7%	15%	5%	2%	3%	5%	5%	13%	5%
Not at all comfortable	5%	4%	6%	4%	4%	6%	—	12%	7%	3%	3%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(249)	(102)	(92)	(55)	(124)	(71)	(36)	(18)	(44)	(70)	(101)	(34)

4. Role Model | Describe Children's Feelings

Which best describes how your children feel about the presidential election?

Asked of those with children under 18

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
They're disturbed or upset by it	11%	8%	13%	4%	14%	11%	15%	11%	24%	2%	12%
They're aware of it, but not troubled by it	50%	66%	42%	20%	57%	69%	34%	55%	58%	43%	27%
They're not really aware of it	28%	16%	34%	68%	20%	1%	51%	29%	14%	30%	30%
Not sure	11%	10%	11%	8%	9%	19%	—	5%	4%	25%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(250)	(91)	(159)	(58)	(126)	(63)	(3)	(157)	(33)	(42)	(18)

	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
They're disturbed or upset by it	11%	11%	16%	4%	7%	11%	29%	—	15%	15%	9%	8%
They're aware of it, but not troubled by it	50%	57%	46%	46%	45%	50%	69%	52%	70%	49%	49%	37%
They're not really aware of it	28%	21%	22%	46%	29%	38%	2%	24%	13%	32%	28%	37%
Not sure	11%	11%	16%	5%	18%	1%	—	24%	2%	5%	14%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(250)	(103)	(92)	(55)	(125)	(71)	(36)	(18)	(44)	(70)	(102)	(34)

5. Role Model | Trump Respects Women

In general, do you think Donald Trump does or does not respect women?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
He does	27%	29%	26%	13%	23%	34%	35%	33%	7%	20%	21%
He does not	60%	54%	65%	71%	61%	54%	56%	56%	76%	61%	68%
Not sure	13%	17%	9%	15%	15%	11%	9%	11%	16%	18%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(487)	(511)	(182)	(245)	(385)	(186)	(699)	(124)	(115)	(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
He does	27%	5%	28%	57%	28%	23%	35%	25%	29%	23%	31%	22%
He does not	60%	88%	58%	26%	60%	65%	50%	59%	54%	70%	55%	64%
Not sure	13%	7%	14%	17%	12%	12%	15%	16%	17%	7%	13%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(389)	(362)	(247)	(468)	(260)	(136)	(134)	(219)	(249)	(363)	(167)

6. Role Model | Trump Presidency Good for Women

If Donald Trump were elected president, do you think that would generally:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Be good for women	18%	20%	16%	10%	12%	24%	24%	23%	8%	11%	6%
Be bad for women	47%	42%	52%	66%	49%	43%	33%	41%	65%	52%	64%
Not have an effect on women	23%	27%	20%	16%	26%	25%	26%	27%	8%	16%	29%
Not sure	11%	11%	12%	8%	13%	8%	16%	9%	19%	20%	—
Totals (Unweighted N)	100% (999)	100% (487)	100% (512)	100% (182)	100% (246)	100% (385)	100% (186)	100% (699)	100% (125)	100% (115)	100% (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
Be good for women	18%	2%	19%	38%	18%	16%	22%	18%	19%	17%	19%	17%
Be bad for women	47%	77%	43%	15%	48%	52%	39%	45%	42%	53%	45%	51%
Not have an effect on women	23%	9%	27%	37%	23%	19%	36%	19%	30%	20%	23%	22%
Not sure	11%	12%	12%	10%	11%	12%	4%	18%	9%	10%	14%	10%
Totals (Unweighted N)	100% (999)	100% (390)	100% (362)	100% (247)	100% (469)	100% (260)	100% (136)	100% (134)	100% (220)	100% (249)	100% (363)	100% (167)

Interviewing Dates	October 7 - 10, 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 6.476, with a mean of one and a standard deviation of 1.143.
Number of respondents	1000
Margin of error	± 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.