

**1. The Apprentice | Success**

How successful do you think Donald Trump was as a businessman?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very successful	42%	43%	41%	32%	39%	45%	50%	45%	41%	28%	40%
Somewhat successful	28%	29%	27%	25%	28%	28%	31%	31%	22%	24%	23%
Not very successful	13%	12%	14%	21%	12%	13%	7%	13%	14%	12%	14%
Not at all successful	11%	9%	13%	15%	13%	8%	12%	9%	12%	24%	11%
Not sure	6%	7%	5%	6%	8%	6%	1%	2%	11%	13%	13%
Totals (Unweighted N)	100% (998)	100% (488)	100% (510)	100% (184)	100% (243)	100% (399)	100% (172)	100% (696)	100% (124)	100% (114)	100% (64)

	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 successful	42%	27%	41%	65%	42%	43%	32%	50%	46%	46%	44%	32%
Somewhat successful	28%	32%	27%	23%	25%	36%	29%	22%	22%	30%	28%	32%
Not very successful	13%	15%	17%	4%	12%	13%	23%	8%	16%	13%	9%	16%
Not at all successful	11%	19%	9%	5%	13%	6%	13%	13%	12%	7%	13%	13%
Not sure	6%	7%	6%	2%	8%	2%	3%	7%	5%	4%	6%	7%
Totals (Unweighted N)	100% (998)	100% (371)	100% (386)	100% (241)	100% (514)	100% (250)	100% (114)	100% (120)	100% (169)	100% (213)	100% (366)	100% (250)

**2. The Apprentice | Wealth**

Do you think Donald Trump is:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Richer than he says he is	14%	13%	15%	19%	19%	11%	7%	12%	15%	19%	20%
About as rich as he says he is	37%	36%	37%	30%	38%	35%	44%	41%	35%	22%	28%
Not as rich as he says he is	35%	36%	35%	33%	27%	39%	40%	36%	30%	40%	27%
Not sure	14%	15%	14%	18%	16%	14%	9%	11%	20%	18%	26%
Totals (Unweighted N)	100% (993)	100% (488)	100% (505)	100% (183)	100% (245)	100% (397)	100% (168)	100% (692)	100% (122)	100% (115)	100% (64)

	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
Richer than he says he is	14%	17%	12%	10%	18%	12%	3%	9%	18%	14%	14%	10%
About as rich as he says he is	37%	27%	31%	60%	33%	47%	30%	36%	33%	43%	39%	30%
Not as rich as he says he is	35%	42%	39%	20%	33%	30%	62%	30%	33%	27%	34%	46%
Not sure	14%	14%	18%	9%	16%	11%	5%	25%	16%	15%	13%	14%
Totals (Unweighted N)	100% (993)	100% (369)	100% (384)	100% (240)	100% (512)	100% (249)	100% (113)	100% (119)	100% (169)	100% (210)	100% (365)	100% (249)

### 3. The Apprentice | Income Source

To the best of your knowledge, what is the main source of Donald Trump's wealth?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
He earned most of it through his business dealings	51%	55%	47%	40%	48%	55%	59%	57%	40%	34%	43%
He inherited most of it	28%	28%	29%	34%	27%	27%	26%	27%	22%	36%	43%
Something else	5%	6%	4%	8%	7%	2%	6%	3%	18%	2%	4%
Not sure	16%	11%	20%	18%	18%	16%	9%	13%	20%	27%	11%
Totals (Unweighted N)	100% (997)	100% (489)	100% (508)	100% (182)	100% (245)	100% (399)	100% (171)	100% (694)	100% (123)	100% (115)	100% (65)

	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 earned most of it through his business dealings	51%	34%	50%	78%	48%	56%	51%	53%	63%	50%	54%	38%
He inherited most of it	28%	39%	30%	10%	28%	26%	36%	27%	24%	27%	24%	40%
Something else	5%	8%	5%	0%	6%	4%	3%	3%	2%	3%	6%	7%
Not sure	16%	19%	15%	12%	17%	15%	10%	17%	11%	20%	16%	15%
Totals (Unweighted N)	100% (997)	100% (371)	100% (385)	100% (241)	100% (513)	100% (250)	100% (114)	100% (120)	100% (170)	100% (212)	100% (364)	100% (251)

**4. The Apprentice | Watch The Apprentice**

Did you ever watch the television show *The Apprentice* with Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I watched it regularly	8%	7%	9%	7%	10%	9%	4%	8%	7%	10%	6%
I watched it occasionally	29%	31%	27%	35%	33%	22%	31%	30%	33%	19%	30%
I never watched it	60%	57%	62%	52%	51%	67%	65%	61%	53%	61%	60%
Not sure	4%	5%	2%	5%	7%	2%	1%	2%	7%	9%	4%
Totals (Unweighted N)	100% (997)	100% (489)	100% (508)	100% (183)	100% (244)	100% (399)	100% (171)	100% (694)	100% (123)	100% (115)	100% (65)

  

	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
I watched it regularly	8%	6%	7%	11%	8%	9%	7%	4%	18%	4%	6%	5%
I watched it occasionally	29%	24%	32%	31%	28%	32%	21%	36%	38%	27%	25%	30%
I never watched it	60%	65%	57%	57%	59%	58%	72%	56%	42%	66%	66%	59%
Not sure	4%	5%	4%	1%	5%	1%	0%	4%	2%	3%	3%	5%
Totals (Unweighted N)	100% (997)	100% (373)	100% (384)	100% (240)	100% (512)	100% (250)	100% (114)	100% (121)	100% (170)	100% (212)	100% (365)	100% (250)

**5. The Apprentice | Favorability from The Apprentice**

Regardless of what you think of Donald Trump as a politician, did The Apprentice:

*Asked of those who watched The Apprentice*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Make you feel more favorable toward Donald Trump	23%	28%	19%	25%	36%	23%	5%	27%	7%	22%	26%
Make you feel less favorable toward Donald Trump	21%	15%	27%	25%	23%	19%	16%	20%	21%	29%	26%
Not affect your opinion of Donald Trump	54%	55%	52%	47%	40%	55%	79%	52%	68%	49%	48%
Not sure	2%	2%	2%	4%	1%	3%	—	2%	4%	—	—
Totals (Unweighted N)	100% (350)	100% (166)	100% (184)	100% (63)	100% (92)	100% (133)	100% (62)	100% (245)	100% (55)	100% (27)	100% (23)

	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
Make you feel more favorable toward Donald Trump	23%	10%	26%	33%	26%	17%	27%	25%	29%	16%	24%	21%
Make you feel less favorable toward Donald Trump	21%	38%	13%	17%	22%	19%	30%	16%	22%	12%	20%	30%
Not affect your opinion of Donald Trump	54%	51%	59%	48%	51%	61%	42%	56%	49%	69%	52%	50%
Not sure	2%	1%	2%	2%	1%	3%	—	3%	0%	4%	4%	—
Totals (Unweighted N)	100% (350)	100% (122)	100% (126)	100% (102)	100% (176)	100% (101)	100% (32)	100% (41)	100% (67)	100% (71)	100% (121)	100% (91)

**6. The Apprentice | Primary Support**

Which best describes you?

*Asked of Republicans and Independents who lean Republican*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I supported Donald Trump in the Republican primary	41%	43%	40%	24%	46%	37%	51%	45%	11%	21%	35%
I supported a different candidate in the Republican primary, but I support Donald Trump for president	31%	36%	26%	14%	18%	40%	37%	33%	66%	21%	6%
I supported a different candidate in the Republican primary, and I don't support Donald Trump for president	21%	19%	23%	51%	25%	18%	10%	16%	23%	37%	59%
Not sure	7%	3%	11%	12%	10%	6%	3%	6%	—	20%	—
Totals (Unweighted N)	100% (328)	100% (170)	100% (158)	100% (39)	100% (70)	100% (141)	100% (78)	100% (277)	100% (8)	100% (29)	100% (14)

	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
I supported Donald Trump in the Republican primary	41%	—	38%	43%	43%	39%	33%	53%	54%	35%	37%	45%
I supported a different candidate in the Republican primary, but I support Donald Trump for president	31%	—	38%	28%	27%	31%	46%	29%	14%	44%	28%	37%

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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
I supported a different candidate in the Republican primary, and I don't support Donald Trump for president	21%	—	18%	22%	18%	25%	20%	17%	19%	19%	27%	14%
Not sure	7%	—	6%	7%	12%	5%	0%	—	13%	3%	8%	4%
Totals (Unweighted N)	100% (328)	0% (-)	100% (89)	100% (239)	100% (149)	100% (102)	100% (43)	100% (34)	100% (44)	100% (66)	100% (135)	100% (83)

<b>Interviewing Dates</b>	June 29 - 30, 2016
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.003 to 6.297, with a mean of one and a standard deviation of 1.133.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.7% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.