

## National Tracking Poll

Project: 160904

N Size: 1961 Respondents

Margin of Error: ± 2%

September 06-08, 2016

### Topline Report

Question	Response	Frequency	Percentage
P1	<i>Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?</i>		
	Right Direction	562	29%
	Wrong Track	1399	71%
P2NET	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Approve	956	49%
	Disapprove	924	47%
	Don't Know / No Opinion	80	4%
P2	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Strongly Approve	442	23%
	Somewhat Approve	514	26%
	Somewhat Disapprove	294	15%
	Strongly Disapprove	630	32%
	Don't Know / No Opinion	80	4%
P3	<i>Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?</i>		
	Economic Issues	685	35%
	Security Issues	433	22%
	Health Care Issues	223	11%
	Senior's Issues	278	14%
	Women's Issues	73	4%
	Education Issues	146	7%
	Energy Issues	58	3%
	Other	66	3%
APP1	<i>How much have you seen, read, or heard about the upcoming Apple iPhone release?</i>		
	A Lot	285	15%
	Some	692	35%
	Not Much	564	29%
	Nothing At All	419	21%

Question	Response	Frequency	Percentage
APP2	<i>How likely are you to purchase the newest Apple iPhone once it is released?</i>		
	Very likely	153	8%
	Somewhat likely	252	13%
	Somewhat unlikely	303	15%
	Very unlikely	1046	53%
	Don't Know / No Opinion	207	11%
APP3_1	<i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? It will be thinner than any previous Apple iPhone</i>		
	Much more likely to purchase	259	13%
	Somewhat more likely to purchase	384	20%
	Somewhat less likely to purchase	117	6%
	Much less likely to purchase	75	4%
	No impact either way	921	47%
	Don't Know / No Opinion	206	10%
APP3_2	<i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? Instead of a headphone jack, the new phones will include an adapter for use in the charging port</i>		
	Much more likely to purchase	215	11%
	Somewhat more likely to purchase	328	17%
	Somewhat less likely to purchase	174	9%
	Much less likely to purchase	164	8%
	No impact either way	847	43%
	Don't Know / No Opinion	232	12%
APP3_3	<i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? It will have a longer battery life</i>		
	Much more likely to purchase	478	24%
	Somewhat more likely to purchase	452	23%
	Somewhat less likely to purchase	81	4%
	Much less likely to purchase	51	3%
	No impact either way	710	36%
	Don't Know / No Opinion	190	10%

Question	Response	Frequency	Percentage
APP3_4 <i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? It will have a more powerful processor</i>	Much more likely to purchase	366	19%
	Somewhat more likely to purchase	463	24%
	Somewhat less likely to purchase	101	5%
	Much less likely to purchase	50	3%
	No impact either way	777	40%
	Don't Know / No Opinion	204	10%
APP3_5 <i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? It will have an improved camera</i>	Much more likely to purchase	380	19%
	Somewhat more likely to purchase	437	22%
	Somewhat less likely to purchase	86	4%
	Much less likely to purchase	54	3%
	No impact either way	797	41%
	Don't Know / No Opinion	206	11%
APP3_6 <i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? It will have new phone colors available</i>	Much more likely to purchase	229	12%
	Somewhat more likely to purchase	312	16%
	Somewhat less likely to purchase	113	6%
	Much less likely to purchase	56	3%
	No impact either way	1034	53%
	Don't Know / No Opinion	216	11%
APP3_7 <i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? It will include more storage</i>	Much more likely to purchase	418	21%
	Somewhat more likely to purchase	452	23%
	Somewhat less likely to purchase	81	4%
	Much less likely to purchase	47	2%
	No impact either way	767	39%
	Don't Know / No Opinion	197	10%

Question	Response	Frequency	Percentage
APP3_8	<i>If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released? It will be waterproof</i>		
	Much more likely to purchase	515	26%
	Somewhat more likely to purchase	418	21%
	Somewhat less likely to purchase	76	4%
	Much less likely to purchase	50	3%
	No impact either way	715	36%
	Don't Know / No Opinion	188	10%
APP3B	<i>As you may know, the newest Apple iPhone will no longer have a traditional headphone jack, allowing the phone to be thinner. Users will be given an adapter to use their current headphones, or will be able to use wireless headphones. Does this make you more or less likely to purchase the newest Apple iPhone, or does it not have much impact either way? (N=995)</i>		
	Much more likely to purchase	74	7%
	Somewhat more likely to purchase	143	14%
	Somewhat less likely to purchase	83	8%
	Much less likely to purchase	110	11%
	No impact either way	509	51%
	Don't Know / No Opinion	76	8%
APP4	<i>Do you happen to have a cell phone that is also a smartphone, such as an iPhone, Android, Blackberry, or Windows phone?</i>		
	Yes	1534	78%
	No	342	17%
	Don't Know / No Opinion	83	4%
APP5	<i>And, is it... (N=1,531)</i>		
	An iPhone	574	37%
	An Android phone	893	58%
	A Blackberry	18	1%
	A Windows phone	16	1%
	Something else	20	1%
	Don't Know / No Opinion	9	1%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	1961	100%
xdemGender	Gender: Male	914	47%
	Gender: Female	1047	53%
	N	1961	
age5	Age: 18-29	332	17%
	Age: 30-44	471	24%
	Age: 45-54	427	22%
	Age: 55-64	313	16%
	Age: 65+	419	21%
	N	1961	
xpid3	PID: Dem (no lean)	752	38%
	PID: Ind (no lean)	622	32%
	PID: Rep (no lean)	587	30%
	N	1961	
xpidGender	PID/Gender: Dem Men	346	18%
	PID/Gender: Dem Women	407	21%
	PID/Gender: Ind Men	297	15%
	PID/Gender: Ind Women	325	17%
	PID/Gender: Rep Men	272	14%
	PID/Gender: Rep Women	315	16%
	N	1961	
xdemTea	Tea Party: Supporter	520	26%
	Tea Party: Not Supporter	1424	73%
	N	1943	
xdemIdeo3	Ideo: Liberal (1-3)	622	32%
	Ideo: Moderate (4)	424	22%
	Ideo: Conservative (5-7)	687	35%
	N	1733	
xeduc3	Educ: < College	1289	66%
	Educ: Bachelors degree	436	22%
	Educ: Post-grad	237	12%
	N	1961	
xdemInc3	Income: Under 50k	1149	59%
	Income: 50k-100k	606	31%
	Income: 100k+	206	11%
	N	1961	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1597	81%
xdemHispBin	Ethnicity: Hispanic	175	9%
demBlackBin	Ethnicity: Afr. Am.	252	13%
demRaceOther	Ethnicity: Other	112	6%
xrelNet	Relig: Protestant	534	27%
	Relig: Roman Catholic	395	20%
	Relig: Ath./Agn./None	480	24%
	Relig: Something Else	333	17%
	N	1743	
xreligion1	Relig: Jewish	47	2%
xreligion2	Relig: Evangelical	587	30%
	Relig: Non-Evang. Catholics	560	29%
	N	1146	
xreligion3	Relig: All Christian	1146	58%
	Relig: All Non-Christian	813	41%
	N	1959	
xdemUsr	Community: Urban	528	27%
	Community: Suburban	904	46%
	Community: Rural	529	27%
	N	1961	
xdemEmploy	Employ: Private Sector	609	31%
	Employ: Government	136	7%
	Employ: Self-Employed	190	10%
	Employ: Homemaker	134	7%
	Employ: Student	70	4%
	Employ: Retired	477	24%
	Employ: Unemployed	173	9%
	Employ: Other	172	9%
	N	1961	
xdemJobStatus	Job Type: White-collar	669	34%
	Job Type: Blue-collar	916	47%
	Job Type: Don't Know	376	19%
	N	1961	
xdemMilHH1	Military HH: Yes	398	20%
	Military HH: No	1563	80%
	N	1961	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	562	29%
	RD/WT: Wrong Track	1399	71%
	N	1961	
xnr2Bin	Obama Job: Approve	956	49%
	Obama Job: Disapprove	924	47%
	N	1881	
xnr3	#1 Issue: Economy	685	35%
	#1 Issue: Security	433	22%
	#1 Issue: Health Care	223	11%
	#1 Issue: Medicare / Social Security	278	14%
	#1 Issue: Women's Issues	73	4%
	#1 Issue: Education	146	7%
	#1 Issue: Energy	58	3%
	#1 Issue: Other	66	3%
	N	1961	
xsubVote14O	2014 Vote: Democrat	707	36%
	2014 Vote: Republican	591	30%
	2014 Vote: Other	69	4%
	2014 Vote: Didn't Vote	591	30%
	N	1958	
xsubVote12O	2012 Vote: Barack Obama	843	43%
	2012 Vote: Mitt Romney	595	30%
	2012 Vote: Other	88	4%
	2012 Vote: Didn't Vote	432	22%
	N	1958	
xreg4	4-Region: Northeast	358	18%
	4-Region: Midwest	463	24%
	4-Region: South	728	37%
	4-Region: West	412	21%
	N	1961	
xv16g5	2016 Vote: Clinton	835	43%
	2016 Vote: Trump	789	40%
	2016 Vote: Undecided	338	17%
	N	1961	
xxdemAPP4	Has Smartphone	1534	78%
	Does not have Smartphone	342	17%
	N	1876	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xxdemAPP5	Smartphone Type: An iPhone	574	29%
	Smartphone Type: An Android phone	893	46%
	Smartphone Type: A Blackberry	18	1%
	Smartphone Type: A Windows phone	16	1%
	Smartphone Type: Something else	20	1%
	Smartphone Type: Don't Know / No Opinion	9	0%
	<i>N</i>	1531	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.





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