

Morning Consult National Tracking Poll #161017 October 27-30, 2016

Crosstabulation Results

Morning Consult is a nonpartisan media and technology company that provides datadriven research and insights on politics, policy and business strategy.

Summary and analysis are available at: https://morningconsult.com/2016/11/03/shy-trump-social-desirability-undercover-voter-study/

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Methodology:

This poll was conducted from October 27-30, 2016, among a national sample of 2,330 registered voters, including 2,075 Likely Voters. The interviews were conducted online and the data were weighted to approximate a target sample of registered voters based on age, race/ethnicity, gender, educational attainment, and region. Weights were applied separately for the online (n = 825) and live phone (n = 1249) samples. Results from the full survey have a margin of error of plus or minus 2 percentage points. Results from the online sample and the live phone sample have a margin of error of plus or minus 3 percentage points.



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Crosstabulation Results by Respondent Demographics

Table PH2_Online_lean: *If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote? (Includes Leaners)*

					Don't	Know / No		
Demographic	Hillar	y Clinton	Dona	ld Trump	$O_{\mathbf{l}}$	pinion	Total N	
Likely Voters	51%	(420)	48%	(396)	1%	(6)	822	_
Gender: Male	47%	(176)	53%	(196)	_	(1)	373	
Gender: Female	54%	(244)	44%	(200)	1%	(5)	449	
Age: 18-29	58%	(106)	42%	(77)	_	(0)	183	
Age: 30-44	60%	(80)	40%	(54)	1%	(1)	135	
Age: 45-64	48%	(152)	51%	(162)	_	(1)	315	
Age: 65+	43%	(82)	54%	(103)	2%	(4)	189	
Educ: Not College Grad	50%	(260)	49%	(257)	1%	(5)	522	
Educ: College Grad	53%	(160)	46%	(139)	_	(1)	299	
HH Income: LT 50k	53%	(228)	46%	(200)	1%	(4)	432	
HH Income: 50k+	49%	(192)	50%	(196)	1%	(2)	389	

Table PH2_Phone_lean: *If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote? (Includes Leaners)*

			Don't Know / No	
Demographic	Hillary Clinton	Donald Trump	Opinion	Total N
Likely Voters	52% (648)	47% (579)	1% (17)	1245
Gender: Male	53% (300)	46% (262)	1% (7)	569
Gender: Female	52% (348)	47% (317)	1% (10)	676
Age: 18-29	60% (166)	39% (109)	1% (3)	279
Age: 30-44	58% (117)	39% (78)	3% (6)	201
Age: 45-64	48% (230)	51% (245)	1% (4)	479
Age: 65+	47% (136)	51% (146)	1% (4)	286
Educ: Not College Grad	48% (377)	51% (403)	1% (12)	791
Educ: College Grad	60% (272)	39% (176)	1% (6)	453
HH Income: LT 50k	50% (344)	48% (331)	1% (9)	685
HH Income: 50k+	54% (304)	44% (248)	1% (8)	560

Table PH3_1_Online: Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Donald Trump

Demographic		Yes		No	Total N
Likely Voters	70%	(274)	30%	(119)	393
Gender: Male	70%	(135)	30%	(59)	195
Gender: Female	70%	(139)	30%	(60)	198
Age: 18-29	66%	(51)	34%	(26)	77
Age: 30-44	74%	(39)	26%	(14)	53
Age: 45-64	70%	(112)	30%	(49)	162
Age: 65+	70%	(71)	30%	(30)	102
Educ: Not College Grad	73%	(187)	27%	(68)	254
Educ: College Grad	63%	(87)	37%	(51)	139
HH Income: LT 50k	71%	(140)	29%	(58)	198
HH Income: 50k+	69%	(134)	31%	(61)	195

Table PH3_1_Phone: Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Donald Trump

Demographic		Yes		No	Total N
Likely Voters	47%	(265)	53%	(305)	570
Gender: Male	48%	(125)	52%	(135)	260
Gender: Female	45%	(140)	55%	(170)	310
Age: 18-29	51%	(54)	49%	(53)	107
Age: 30-44	43%	(34)	57%	(44)	79
Age: 45-64	45%	(109)	55%	(132)	240
Age: 65+	47%	(68)	53%	(76)	144
Educ: Not College Grad	51%	(200)	49%	(195)	395
Educ: College Grad	37%	(65)	63%	(110)	175
HH Income: LT 50k	48%	(155)	52%	(169)	324
HH Income: 50k+	45%	(111)	55%	(136)	246

Table PH3_2_Online: Would you be willing to do any of the following, yes or no? Place a Donald Trump sign in your yard or home

Demographic		Yes		No	Total N
Likely Voters	46%	(180)	54%	(216)	396
Gender: Male	42%	(83)	58%	(113)	196
Gender: Female	49%	(97)	51%	(102)	200
Age: 18-29	47%	(36)	53%	(41)	77
Age: 30-44	40%	(22)	60%	(32)	54
Age: 45-64	50%	(82)	50%	(81)	162
Age: 65+	40%	(41)	60%	(62)	103
Educ: Not College Grad	51%	(130)	49%	(127)	257
Educ: College Grad	36%	(50)	64%	(88)	139
HH Income: LT 50k	49%	(99)	51%	(102)	200
HH Income: 50k+	42%	(82)	58%	(114)	196

Table PH3_2_Phone: Would you be willing to do any of the following, yes or no? Place a Donald Trump sign in your yard or home

Demographic		Yes		No	Total N
Likely Voters	52%	(297)	48%	(275)	572
Gender: Male	51%	(133)	49%	(128)	261
Gender: Female	53%	(164)	47%	(147)	311
Age: 18-29	53%	(57)	47%	(51)	108
Age: 30-44	61%	(48)	39%	(30)	78
Age: 45-64	51%	(123)	49%	(120)	243
Age: 65+	48%	(69)	52%	(74)	143
Educ: Not College Grad	57%	(226)	43%	(171)	397
Educ: College Grad	40%	(71)	60%	(104)	175
HH Income: LT 50k	53%	(175)	47%	(154)	329
HH Income: 50k+	50%	(122)	50%	(121)	242

Table PH3_3_Online: Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Donald Trump

Demographic	Demographic Yes			No	Tota	ıl N
Likely Voters	45%	(176)	55%	(219)		395
Gender: Male	42%	(82)	58%	(114)		196
Gender: Female	47%	(94)	53%	(105)		198
Age: 18-29	49%	(38)	51%	(39)		76
Age: 30-44	46%	(25)	54%	(29)		54
Age: 45-64	48%	(78)	52%	(85)		162
Age: 65+	36%	(36)	64%	(66)		102
Educ: Not College Grad	48%	(124)	52%	(132)		256
Educ: College Grad	37%	(52)	63%	(87)		139
HH Income: LT 50k	45%	(90)	55%	(110)		200
HH Income: 50k+	44%	(87)	56%	(108)		195

Table PH3_3_Phone: Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Donald Trump

Demographic		Yes		No	Total N
Likely Voters	55%	(310)	45%	(255)	565
Gender: Male	52%	(134)	48%	(125)	260
Gender: Female	57%	(175)	43%	(130)	305
Age: 18-29	59%	(63)	41%	(44)	106
Age: 30-44	57%	(44)	43%	(34)	78
Age: 45-64	58%	(136)	42%	(101)	237
Age: 65+	46%	(66)	54%	(77)	144
Educ: Not College Grad	59%	(229)	41%	(161)	390
Educ: College Grad	46%	(81)	54%	(94)	175
HH Income: LT 50k	60%	(193)	40%	(130)	323
HH Income: 50k+	48%	(116)	52%	(125)	242

Table PH3_4_Online: Would you be willing to do any of the following, yes or no? Purchase a Donald Trump hat or shirt

Demographic	1	Yes		No	Total N	1
Likely Voters	32%	(125)	68%	(268)		393
Gender: Male	28%	(55)	72%	(140)		195
Gender: Female	35%	(70)	65%	(128)		198
Age: 18-29	38%	(29)	62%	(48)		77
Age: 30-44	33%	(18)	67%	(36)		54
Age: 45-64	37%	(60)	63%	(102)		162
Age: 65+	19%	(19)	81%	(82)		101
Educ: Not College Grad	35%	(90)	65%	(166)		255
Educ: College Grad	26%	(36)	74%	(102)		138
HH Income: LT 50k	36%	(72)	64%	(127)		199
HH Income: 50k+	28%	(54)	72%	(141)		194

Table PH3_4_Phone: Would you be willing to do any of the following, yes or no? Purchase a Donald Trump hat or shirt

Demographic	1	Yes		No	Total N	
Likely Voters	59%	(337)	41%	(230)		567
Gender: Male	58%	(151)	42%	(111)		262
Gender: Female	61%	(186)	39%	(119)		305
Age: 18-29	56%	(60)	44%	(47)		107
Age: 30-44	64%	(49)	36%	(28)		77
Age: 45-64	59%	(141)	41%	(97)		239
Age: 65+	60%	(87)	40%	(57)		144
Educ: Not College Grad	63%	(247)	37%	(147)		394
Educ: College Grad	52%	(90)	48%	(83)		173
HH Income: LT 50k	62%	(200)	38%	(124)		324
HH Income: 50k+	56%	(136)	44%	(106)		243

Table PH3_5_Online: Would you be willing to do any of the following, yes or no? Post nice things about Donald Trump on social media sites such as Facebook or Twitter

Demographic		Yes		No	Total N
Likely Voters	45%	(178)	55%	(216)	394
Gender: Male	41%	(80)	59%	(115)	195
Gender: Female	49%	(98)	51%	(101)	199
Age: 18-29	55%	(43)	45%	(34)	77
Age: 30-44	56%	(30)	44%	(24)	54
Age: 45-64	46%	(74)	54%	(87)	162
Age: 65+	30%	(31)	70%	(71)	102
Educ: Not College Grad	53%	(137)	47%	(119)	256
Educ: College Grad	30%	(42)	70%	(97)	139
HH Income: LT 50k	52%	(104)	48%	(94)	199
HH Income: 50k+	38%	(74)	62%	(122)	196

Table PH3_5_Phone: Would you be willing to do any of the following, yes or no? Post nice things about Donald Trump on social media sites such as Facebook or Twitter

Demographic		Yes		No	Total N
Likely Voters	57%	(320)	43%	(246)	566
Gender: Male	56%	(145)	44%	(115)	261
Gender: Female	57%	(175)	43%	(131)	306
Age: 18-29	53%	(58)	47%	(51)	108
Age: 30-44	56%	(43)	44%	(34)	78
Age: 45-64	57%	(136)	43%	(101)	237
Age: 65+	58%	(83)	42%	(60)	143
Educ: Not College Grad	61%	(239)	39%	(155)	394
Educ: College Grad	47%	(81)	53%	(91)	172
HH Income: LT 50k	59%	(191)	41%	(135)	326
HH Income: 50k+	54%	(129)	46%	(111)	240

Table PH4_1_Online: Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Hillary Clinton

Demographic		Yes		No	Total N
Likely Voters	66%	(276)	34%	(142)	418
Gender: Male	61%	(106)	39%	(69)	175
Gender: Female	70%	(170)	30%	(73)	243
Age: 18-29	61%	(65)	39%	(41)	106
Age: 30-44	69%	(55)	31%	(25)	80
Age: 45-64	72%	(109)	28%	(43)	152
Age: 65+	58%	(47)	42%	(34)	80
Educ: Not College Grad	68%	(177)	32%	(83)	260
Educ: College Grad	63%	(99)	37%	(59)	158
HH Income: LT 50k	66%	(150)	34%	(77)	227
HH Income: 50k+	66%	(126)	34%	(66)	191

Table PH4_1_Phone: Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Hillary Clinton

Demographic		Yes		No	Total N
Likely Voters	43%	(275)	57%	(362)	637
Gender: Male	39%	(115)	61%	(178)	294
Gender: Female	47%	(160)	53%	(183)	343
Age: 18-29	48%	(78)	52%	(82)	160
Age: 30-44	57%	(64)	43%	(49)	113
Age: 45-64	34%	(79)	66%	(150)	229
Age: 65+	41%	(55)	59%	(80)	135
Educ: Not College Grad	43%	(160)	57%	(210)	370
Educ: College Grad	43%	(115)	57%	(152)	267
HH Income: LT 50k	49%	(166)	51%	(173)	339
HH Income: 50k+	37%	(109)	63%	(189)	298

Table PH4_2_Online: Would you be willing to do any of the following, yes or no? Place a Hillary Clinton sign in your yard or home

Demographic		Yes		No	Total N
Likely Voters	37%	(157)	63%	(263)	420
Gender: Male	38%	(66)	62%	(109)	176
Gender: Female	37%	(91)	63%	(153)	244
Age: 18-29	24%	(26)	76%	(80)	106
Age: 30-44	39%	(32)	61%	(49)	80
Age: 45-64	48%	(73)	52%	(79)	152
Age: 65+	32%	(26)	68%	(55)	82
Educ: Not College Grad	43%	(113)	57%	(147)	260
Educ: College Grad	27%	(44)	73%	(116)	160
HH Income: LT 50k	41%	(93)	59%	(135)	228
HH Income: 50k+	33%	(64)	67%	(128)	192

Table PH4_2_Phone: Would you be willing to do any of the following, yes or no? Place a Hillary Clinton sign in your yard or home

Demographic		Yes		No	Total N
Likely Voters	50%	(310)	50%	(307)	617
Gender: Male	53%	(150)	47%	(133)	283
Gender: Female	48%	(160)	52%	(174)	334
Age: 18-29	63%	(100)	37%	(59)	159
Age: 30-44	53%	(59)	47%	(51)	110
Age: 45-64	47%	(102)	53%	(117)	218
Age: 65+	38%	(49)	62%	(81)	130
Educ: Not College Grad	50%	(177)	50%	(175)	352
Educ: College Grad	50%	(132)	50%	(133)	265
HH Income: LT 50k	54%	(177)	46%	(151)	327
HH Income: 50k+	46%	(133)	54%	(157)	290

Table PH4_3_Online: Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Hillary Clinton

Demographic		Yes		No	Total N
Likely Voters	39%	(162)	61%	(257)	419
Gender: Male	39%	(69)	61%	(106)	175
Gender: Female	38%	(93)	62%	(151)	244
Age: 18-29	31%	(33)	69%	(72)	105
Age: 30-44	44%	(35)	56%	(45)	80
Age: 45-64	45%	(68)	55%	(84)	152
Age: 65+	31%	(25)	69%	(56)	82
Educ: Not College Grad	39%	(102)	61%	(158)	260
Educ: College Grad	37%	(59)	63%	(100)	159
HH Income: LT 50k	42%	(95)	58%	(132)	227
HH Income: 50k+	35%	(67)	65%	(125)	192

Table PH4_3_Phone: Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Hillary Clinton

Demographic	Yes	No	o	Total N
Likely Voters	52% (333)	48% (3	306)	639
Gender: Male	49% (144)	51% (1	152)	296
Gender: Female	55% (189)	45% (1	154)	343
Age: 18-29	58% (96)	42% ((69)	165
Age: 30-44	57% (65)	43%	(49)	114
Age: 45-64	46% (103)	54% (1	122)	225
Age: 65+	52% (70)	48% ((65)	135
Educ: Not College Grad	52% (193)	48% (1	177)	369
Educ: College Grad	52% (141)	48% (1	129)	270
HH Income: LT 50k	55% (186)	45% (1	154)	340
HH Income: 50k+	49% (147)	51% (1	152)	299

Table PH4_4_Online: Would you be willing to do any of the following, yes or no? Purchase a Hillary Clinton hat or shirt

Demographic		Yes		No	Total N
Likely Voters	28%	(116)	72%	(303)	419
Gender: Male	30%	(52)	70%	(123)	176
Gender: Female	26%	(64)	74%	(180)	243
Age: 18-29	23%	(24)	77%	(82)	106
Age: 30-44	29%	(23)	71%	(57)	80
Age: 45-64	34%	(52)	66%	(100)	152
Age: 65+	21%	(17)	79%	(64)	81
Educ: Not College Grad	30%	(79)	70%	(181)	260
Educ: College Grad	23%	(37)	77%	(122)	159
HH Income: LT 50k	29%	(66)	71%	(162)	228
HH Income: 50k+	26%	(50)	74%	(141)	191

Table PH4_4_Phone: Would you be willing to do any of the following, yes or no? Purchase a Hillary Clinton hat or shirt

Demographic		Yes		No	Total N	
Likely Voters	53%	(335)	47%	(302)		636
Gender: Male	52%	(153)	48%	(141)		295
Gender: Female	53%	(181)	47%	(160)		342
Age: 18-29	53%	(88)	47%	(77)		165
Age: 30-44	63%	(73)	37%	(43)		116
Age: 45-64	49%	(109)	51%	(112)		221
Age: 65+	48%	(65)	52%	(70)		134
Educ: Not College Grad	56%	(210)	44%	(163)		373
Educ: College Grad	47%	(124)	53%	(139)		263
HH Income: LT 50k	57%	(192)	43%	(145)		338
HH Income: 50k+	48%	(142)	52%	(156)		299

Table PH4_5_Online: Would you be willing to do any of the following, yes or no? Post nice things about Hillary Clinton on social media sites such as Facebook or Twitter

Demographic		Yes		No	Total N
Likely Voters	42%	(177)	58%	(242)	420
Gender: Male	39%	(68)	61%	(108)	176
Gender: Female	45%	(109)	55%	(135)	244
Age: 18-29	39%	(41)	61%	(65)	106
Age: 30-44	44%	(36)	56%	(45)	80
Age: 45-64	49%	(74)	51%	(78)	152
Age: 65+	33%	(27)	67%	(55)	82
Educ: Not College Grad	46%	(119)	54%	(141)	260
Educ: College Grad	37%	(59)	63%	(101)	160
HH Income: LT 50k	46%	(105)	54%	(123)	228
HH Income: 50k+	38%	(72)	62%	(119)	192

Table PH4_5_Phone: Would you be willing to do any of the following, yes or no? Post nice things about Hillary Clinton on social media sites such as Facebook or Twitter

Demographic		Yes		No	To	otal N
Likely Voters	54%	(339)	46%	(294)		633
Gender: Male	53%	(154)	47%	(139)		293
Gender: Female	54%	(184)	46%	(156)		340
Age: 18-29	53%	(87)	47%	(76)		163
Age: 30-44	60%	(68)	40%	(45)		113
Age: 45-64	52%	(117)	48%	(110)		226
Age: 65+	51%	(67)	49%	(64)		131
Educ: Not College Grad	55%	(202)	45%	(164)		366
Educ: College Grad	51%	(137)	49%	(130)		267
HH Income: LT 50k	61%	(204)	39%	(131)		335
HH Income: 50k+	45%	(134)	55%	(163)		298

Table PH5_Online: How satisfied would you say you are with your family life? Are you...

Demographic	Very	satisfied		ewhat isfied		t too sfied		at all sfied	Don't l No O _l	Know / pinion	Total N
Likely Voters	57%	(465)	34%	(279)	7%	(54)	2%	(16)	1%	(8)	822
Gender: Male	56%	(210)	33%	(122)	7%	(27)	3%	(9)	1%	(4)	373
Gender: Female	57%	(255)	35%	(157)	6%	(27)	1%	(6)	1%	(3)	449
Age: 18-29	56%	(102)	34%	(62)	8%	(15)	2%	(3)	1%	(1)	183
Age: 30-44	59%	(79)	33%	(44)	6%	(8)	1%	(2)	2%	(2)	135
Age: 45-64	53%	(168)	35%	(111)	7%	(23)	3%	(10)	1%	(3)	315
Age: 65+	61%	(116)	32%	(61)	5%	(9)	1%	(1)	1%	(2)	189
Educ: Not College Grad	53%	(279)	35%	(185)	7%	(38)	3%	(14)	1%	(7)	522
Educ: College Grad	62%	(186)	31%	(94)	6%	(17)	1%	(2)	_	(1)	299
HH Income: LT 50k	52%	(226)	35%	(153)	8%	(33)	3%	(14)	1%	(6)	432
HH Income: 50k+	61%	(239)	32%	(126)	5%	(21)	_	(2)	_	(2)	389

Table PH5_Phone: How satisfied would you say you are with your family life? Are you...

Demographic	Very	satisfied		ewhat isfied		t too sfied		at all sfied		Know / pinion	Total N
Demographic	ver y	satisficu	341.	isiicu	3411	Siled	3411	Silcu	1100	pinion	1014111
Likely Voters	68%	(851)	25%	(317)	3%	(42)	2%	(28)	1%	(14)	1253
Gender: Male	63%	(363)	30%	(169)	3%	(16)	3%	(16)	1%	(8)	572
Gender: Female	72%	(488)	22%	(148)	4%	(26)	2%	(12)	1%	(7)	681
Age: 18-29	72%	(201)	24%	(66)	2%	(6)	1%	(4)	1%	(3)	280
Age: 30-44	70%	(142)	25%	(50)	3%	(6)	1%	(3)	1%	(1)	202
Age: 45-64	65%	(315)	28%	(134)	3%	(13)	3%	(16)	1%	(5)	483
Age: 65+	67%	(194)	23%	(67)	6%	(17)	2%	(4)	2%	(5)	288
Educ: Not College Grad	66%	(523)	27%	(218)	3%	(28)	2%	(19)	1%	(10)	797
Educ: College Grad	72%	(329)	22%	(99)	3%	(14)	2%	(9)	1%	(5)	456
HH Income: LT 50k	59%	(410)	31%	(214)	4%	(31)	3%	(23)	2%	(12)	689
HH Income: 50k+	78%	(442)	18%	(104)	2%	(11)	1%	(4)	_	(3)	564

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Likely Voters	2075	100%
xdemGender	Gender: Male Gender: Female N	945 1130 2075	46% 54%
age	Age: 18-29 Age: 30-44 Age: 45-64 Age: 65+	463 337 798 477 2075	22% 16% 38% 23%
college2	Educ: Not College Grad Educ: College Grad N	1319 756 2075	64% 36%
inc50	HH Income: LT 50k HH Income: 50k+ <i>N</i>	1122 953 2075	54% 46%

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

