

TENNESSEE PRESIDENTIAL POLL 2016

PRINCETON SURVEY RESEARCH ASSOCIATES INTERNATIONAL FOR
VANDERBILT UNIVERSITY

TOPLINE RESULTS
OCTOBER 4, 2016

Total N= 1,000 Tennessee registered voters¹
Margins of Error: ± 3.7 percentage points for results based on all Registered Voters [N=1,000]
± 5.1 percentage points for results based on pre-debate RVs [N=501]
± 5.2 percentage points for results based on post-debate RVs [N=499]
Interviewing dates: September 19-October 2, 2016
Interview language: English only

LANDLINE INTRO:

Hello, my name is ____ and I'm calling for Vanderbilt University. May I please speak with [INSERT NAME FROM SAMPLE]? [ACCEPT ONLY THE NAMED RESPONDENT – NO REPLACEMENTS]

ONCE TARGET RESPONDENT IS ON THE PHONE:

[IF RESPONDENT DID NOT ANSWER PHONE, REPEAT: Hello, my name is ____ and I'm calling for Vanderbilt University.]

We are conducting an opinion poll of Tennessee voters on national issues and would like to include your opinions. You have been randomly selected to participate. Your answers will be kept completely confidential. [READ IF NECESSARY: This is not a sales call – we are only interested in your opinions.]

LANDLINE SCREENING INTERVIEW:

LLCELL. First I have to ask... Did I reach you on a cell phone?

[READ IF LLCELL=YES, CELL PHONE:] If you are now driving a car or doing any activity requiring your full attention, I need to call you back later.

[GO TO MAIN SCREENING INTERVIEW]

¹ Beginning in May 2015, polls used sample from the list of registered voters in Tennessee. All previous polls used RDD methodology with landline and cell phone samples.

CELL PHONE INTRO:

Hello, my name is ____ and I'm calling for Vanderbilt University. May I please speak with [INSERT NAME FROM SAMPLE]? [ACCEPT ONLY THE NAMED RESPONDENT – NO REPLACEMENTS]

[VOICEMAIL MESSAGE: LEAVE ONLY ONCE – THE FIRST TIME A CALL GOES TO VOICEMAIL:] Hello, I am calling for Vanderbilt University. We are conducting an opinion poll of Tennessee voters on national issues. This is NOT a sales call. I am sorry we missed you today and we will try to reach you again.
[SCHEDULE CALLBACK]

ONCE TARGET RESPONDENT IS ON THE PHONE:

[IF RESPONDENT DID NOT ANSWER PHONE, REPEAT: Hello, my name is ____ and I'm calling for Vanderbilt University.]

We are conducting an opinion poll of Tennessee voters on national issues and would like to include your opinions. You have been randomly selected to participate. Your answers will be kept completely confidential. [READ IF NECESSARY: This is not a sales call – we are only interested in your opinions.]

[IF R SAYS DRIVING/UNABLE TO TAKE CALL:] Thank you. We will try you another time...

CELL PHONE SCREENING INTERVIEW:

CPCCELL. First I have to ask... Did I reach you on a cell phone?

[READ IF CPCCELL=YES, CELL PHONE:] If you are now driving a car or doing any activity requiring your full attention, I need to call you back later.

[GO TO MAIN SCREENING INTERVIEW]

MAIN SCREENING INTERVIEW (LANDLINE AND CELL)

[READ TO ALL:] To begin, I need to ask you a few questions to make sure that you qualify for the survey.

RSTATE. Do you currently live in Tennessee? [CONTINUE IF RESPOND 'YES']

RCOUNTY. And in what county do you live? [CONTINUE IF VALID TN COUNTY GIVEN]

READ IF NECESSARY: This question helps us to accurately determine what part of the state people who complete the survey live in and is used only for classification purposes. You cannot be contacted based on this information.

RZIPCODE. Could you please tell me your zip code? [ENTER 5-DIGIT ZIP AND CONTINUE]

[IF DK/REFUSED, PROBE ONCE:] This question helps us to accurately determine what part of the state people who complete the survey live in and is used only for classification purposes. You cannot be contacted based on this information. Can you please tell me your zip code?

TREND INFORMATION

May 2016 trends are from the Vanderbilt University “Tennessee Poll Spring 2016” conducted April 25-May 11, 2016 among 1,001 registered voters in Tennessee, reached on either a landline or cell phone.

November 2015 trends are from the Vanderbilt University “Tennessee Poll Fall 2015” conducted November 11-23, 2015 among 1,013 registered voters in Tennessee, reached on either a landline or cell phone.

May 2015 trends are from the Vanderbilt University “Tennessee Poll Spring 2015” conducted April 23 - May 9, 2015 among 1,001 registered voters in Tennessee, reached on either a landline or cell phone.

November 2014 trends are from the Vanderbilt University “Tennessee Poll Fall 2014” conducted November 10-20, 2014 among 1,201 Tennessee adults age 18+, including 989 registered voters, reached on either a landline or cell phone.

May 2014 trends are from the Vanderbilt University “Tennessee Poll Spring 2014” conducted April 28 – May 14, 2014 among 1,505 Tennessee adults age 18+, including 1,245 registered voters, reached on either a landline or cell phone.

December 2013 trends are from the Vanderbilt University “Tennessee Legislature Poll” conducted November 20-December 5, 2013 among 1,002 Tennessee adults age 18+, including 860 registered voters, reached on either a landline or cell phone.

May 2013 trends are from the Vanderbilt University “End of Legislative Session 2013 Poll” conducted May 6-13, 2013 among 1,000 Tennessee adults age 18+, including 863 registered voters, reached on either a landline or cell phone.

December 2012 trends are from the Vanderbilt University “Tennessee Looks to 2013 Poll” conducted November 27 – December 9, 2012 among 1,001 Tennessee adults age 18+, including 893 registered voters, reached on either a landline or cell phone.

May 2012 trends are from the Vanderbilt University “2012 Tennessee Legislature Poll” conducted May 2-9, 2012 among 1,002 Tennessee adults age 18+, including 826 registered voters, reached on either a landline or cell phone.

February 2012 trends are from the Vanderbilt University “2012 Tennessee Presidential Primaries Survey” conducted February 16-22, 2012 among 1,508 registered voters in Tennessee, reached on either a landline or cell phone.

Notes: Because percentages are rounded, they may not total 100%.

An asterisk () indicates less than 0.5%.*

Trends are based on all Registered voters unless otherwise indicated.

MAIN INTERVIEW²

Q1. When you think about the future of the United States, which do you agree with more: [READ AND RANDOMIZE 1-2]³

	THE COUNTRY'S BEST DAYS ARE AHEAD OF US	THE COUNTRY'S BEST DAYS ARE BEHIND US	(VOL.) DK ⁴	(VOL.) REF ⁵
Oct 2016 RVs Total [N=1,000]	48	48	3	1
Oct 2016 RVs Pre-Debate [N=501]	48	46	4	1
Oct 2016 RVs Post-Debate [N=499]	47	49	3	2
May 2016 RVs [N=486]	40	55	5	*

Q2. Some people say they are basically content with the way the NATIONAL GOVERNMENT works today, others say they are frustrated, and others say they are angry. Which of these best describes how you feel? [RE-READ CATEGORIES IF NECESSARY]⁶

	BASICALLY CONTENT	FRUSTRATED	ANGRY	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=1,000]	9	64	24	1	2
Oct 2016 RVs Pre-Debate [N=501]	9	66	21	1	1
Oct 2016 RVs Post-Debate [N=499]	9	62	26	1	2
May 2016 RVs [N=486]	10	64	24	2	1

Q3a. The first presidential debate is on Monday, September 26th. How likely is it that you will watch the upcoming debate between Donald Trump and Hillary Clinton on the 26th -- very likely, somewhat likely or not likely?

BASED ON PRE-DEBATE INTERVIEWS [N=501]

OCT 2016
RVs

53	Very likely
22	Somewhat likely
24	Not likely
*	(VOL.) Don't know
*	(VOL.) Refused

² The first presidential debate between Donald Trump and Hillary Clinton was held on September 26, 2016. Throughout this topline, "pre-debate" results reflect interviews conducted before the debate (9/19-26) and "post-debate" results reflect interviews conducted after the debate (9/27-10/2). No interviews were conducted during the debate.

³ Unless otherwise indicated, question was asked of all respondents. May 2016 trend was asked of a random half sample.

⁴ The abbreviation DK stands for "Don't know"

⁵ The abbreviation REF stands for "Refused"

⁶ Unless otherwise indicated, question was asked of all respondents. May 2016 trend was asked of a random half sample.

- Q3b. Did you happen to watch the presidential debate between Donald Trump and Hillary Clinton on Monday, September 26th, or did you not get a chance to see it? [IF YES, ASK: How much of the debate did you watch: all of it, some of it, or only a little?]

BASED ON POST-DEBATE INTERVIEWS [N=499]

OCT 2016 RVS	
70	NET Yes
45	Watched all of it
18	Watched some of it
7	Watched only a little
30	No, did not watch
1	(VOL.) Don't know
*	(VOL.) Refused

[READ TO ALL:] Next...

- Q4. Have you paid quite a lot of attention to this year's presidential election, only some attention, or not much attention at all?

	QUITE A LOT	ONLY SOME	NOT MUCH AT ALL	(VOL.) DK	(VOL.) REF
October 2016 RVs Total	64	29	6	*	*
October 2016 RVs Pre-Debate	67	27	6	*	0
October 2016 RVs Post-Debate	61	31	7	*	*

- SCALE. Please rate your chance of voting in the upcoming presidential election on a scale of 10 to 1. If 10 represents a person who definitely will vote and 1 represents a person who definitely will NOT vote, where on this scale of 10 to 1 would you place yourself?

	1-2	3-4	5	6-7	8-9	10	(VOL.) DK	(VOL.) REF	MEAN RATING
October 2016 RVs Total	6	1	3	3	8	78	*	*	9
October 2016 RVs Pre-Debate	6	1	4	3	7	79	*	*	9
October 2016 RVs Post-Debate	6	1	3	4	9	77	*	*	9

- VOTE16. If the 2016 presidential election were held today and the candidates were [RANDOMIZE first two: (Donald Trump), (Hillary Clinton),] [RANDOMIZE last two: (Gary Johnson) and (Jill Stein)], who would you vote for?

	TRUMP (REP)	CLINTON (DEM)	JOHNSON (IND)	STEIN (IND)	(VOL.) OTHER	(VOL.) WOULDN'T VOTE/NONE	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total	44	33	7	1	1	4	7	3
Oct 2016 RVs Pre-Debate	42	33	8	1	1	4	8	4
Oct 2016 RVs Post-Debate	46	32	7	2	1	4	7	3

- Q5. What are the chances that you will vote for [INSERT VOTE16 CHOICE: Trump / Clinton / Gary Johnson / Jill Stein / some other candidate]? Are you absolutely certain you will vote for that candidate, mostly certain, are the chances about 50-50, or less than that?⁷

BASED ON THOSE WHO SELECTED DONALD TRUMP

	ABSO- LUTELY CERTAIN	MOSTLY CERTAIN	ABOUT 50-50	LESS THAN THAT	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=433]	71	21	7	1	*	1
Oct 2016 RVs Pre-Debate [N=207]	69	23	7	1	0	*
Oct 2016 RVs Post-Debate [N=226]	72	20	6	0	*	1

BASED ON THOSE WHO SELECTED HILLARY CLINTON

	ABSO- LUTELY CERTAIN	MOSTLY CERTAIN	ABOUT 50-50	LESS THAN THAT	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=338]	71	19	7	2	*	1
Oct 2016 RVs Pre-Debate [N=166]	69	20	8	3	*	1
Oct 2016 RVs Post-Debate [N=172]	73	17	7	1	*	1

BASED ON THOSE WHO SELECTED A THIRD PARTY OR OTHER CANDIDATE

	ABSO- LUTELY CERTAIN	MOSTLY CERTAIN	ABOUT 50-50	LESS THAN THAT	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=69]						
Oct 2016 RVs Pre-Debate [N=40]						
Oct 2016 RVs Post-Debate [N=29]						

There are too few cases to report.

⁷ Question was asked of those who selected a candidate in VOTE16.

Q6. How enthusiastic are you about voting for [INSERT VOTE16 CHOICE: Trump / Clinton / Gary Johnson / Jill Stein / some other candidate]? Are you very, somewhat, not too, or not at all enthusiastic?⁸

BASED ON THOSE WHO SELECTED DONALD TRUMP

	VERY ENTHUSI- ASTIC	SOMEWHAT ENTHUSI- ASTIC	NOT TOO ENTHUSI- ASTIC	NOT AT ALL ENTHUSI- ASTIC	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=433]	41	45	9	4	*	*
Oct 2016 RVs Pre-Debate [N=207]	45	41	11	3	0	*
Oct 2016 RVs Post-Debate [N=226]	38	48	8	6	*	0

BASED ON THOSE WHO SELECTED HILLARY CLINTON

	VERY ENTHUSI- ASTIC	SOMEWHAT ENTHUSI- ASTIC	NOT TOO ENTHUSI- ASTIC	NOT AT ALL ENTHUSI- ASTIC	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=338]	47	33	11	8	*	1
Oct 2016 RVs Pre-Debate [N=166]	50	33	11	6	0	*
Oct 2016 RVs Post-Debate [N=172]	44	33	12	9	1	1

BASED ON THOSE WHO SELECTED A THIRD PARTY OR OTHER CANDIDATE

	VERY ENTHUSI- ASTIC	SOMEWHAT ENTHUSI- ASTIC	NOT TOO ENTHUSI- ASTIC	NOT AT ALL ENTHUSI- ASTIC	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=69]						
Oct 2016 RVs Pre-Debate [N=40]						
Oct 2016 RVs Post-Debate [N=29]						

There are too few cases to report.

⁸ Question was asked of those who selected a candidate in VOTE16.

- Q7. Which ONE of these four candidate qualities matters most in your decision to support Donald Trump this November? (Has the personality and temperament to serve effectively as president), (Is honest and trustworthy), (Cares about people like you), or (Is the kind of person who can bring about needed change) [RANDOMIZE OPTIONS IN PARENTHESES]

[IF RESPONDENT WANTS TO GIVE 'OTHER' RESPONSE, PROBE: "I understand there may be one or more other reasons for your decision. OVERALL, which one of these four is most important to your vote?" RE-READ CATEGORIES IF NECESSARY]

BASED ON THOSE WHO SELECTED DONALD TRUMP

	PERSON- ALITY AND TEMPERA- MENT	HONEST AND TRUST- WORTHY	CARES ABOUT PEOPLE LIKE YOU	CAN BRING ABOUT NEEDED CHANGE	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=433]	6	10	7	74	2	2
Oct 2016 RVs Pre-Debate [N=207]	5	12	7	73	1	2
Oct 2016 RVs Post-Debate [N=226]	8	7	6	74	3	2

- Q8. Which ONE of these four candidate qualities matters most in your decision to support Hillary Clinton this November? (Has the personality and temperament to serve effectively as president), (Is honest and trustworthy), (Cares about people like you), or (Is the kind of person who can bring about needed change) [RANDOMIZE OPTIONS IN PARENTHESES]

[IF RESPONDENT WANTS TO GIVE 'OTHER' RESPONSE, PROBE: "I understand there may be one or more other reasons for your decision. OVERALL, which one of these four is most important to your vote?" RE-READ CATEGORIES IF NECESSARY]

BASED ON THOSE WHO SELECTED HILLARY CLINTON

	PERSON- ALITY AND TEMPERA- MENT	HONEST AND TRUST- WORTHY	CARES ABOUT PEOPLE LIKE YOU	CAN BRING ABOUT NEEDED CHANGE	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total [N=338]	48	10	15	23	2	3
Oct 2016 RVs Pre-Debate [N=166]	45	9	18	24	2	1
Oct 2016 RVs Post-Debate [N=172]	50	10	12	21	2	5

[READ TO ALL:] On a different subject...

TP1. Do you think of yourself as part of the Tea Party movement?

	YES	NO	(VOL.) NEVER HEARD OF TEA PARTY	(VOL.) DK	(VOL.) REF
Oct 2016 RVs Total	13	81	3	3	1
Oct 2016 RVs Pre-Debate	12	83	3	2	*
Oct 2016 RVs Post-Debate	13	79	2	4	1
May 2016 RVs	14	78	2	4	*
Nov 2015 RVs	15	77	3	5	1
May 2015 RVs	15	75	4	6	*
Nov 2014 RVs	14	79	3	3	*
May 2014 RVs	15	76	3	6	1
Dec 2013 RVs	16	76	5	3	*
May 2013 RVs	15	74	4	6	1
Dec 2012 RVs	14	72	6	7	1
May 2012 RVs	15	79	1	5	1
February 2012 RVs	14	80	4	2	*

PARTY. Generally speaking, do you usually think of yourself as a Democrat, Republican, independent or something else?

	DEM	REP	IND	OTHER	(VOL.) DK	(VOL.) REF
October 2016 RVs Total	28	33	26	11	*	1
October 2016 RVs Pre-Debate	28	31	28	11	1	1
October 2016 RVs Post-Debate	28	34	24	12	*	1

PTYSTRDEM. Would you call yourself a strong Democrat or not a strong Democrat? [READ IF NECESSARY: Whatever strong means to you.]

BASED ON REGISTERED VOTERS WHO SELF-IDENTIFY AS DEMOCRATS

	STRONG DEM	NOT STRONG DEM	(VOL.) DK	(VOL.) REF
October 2016 RVs Total [N=308]	73	25	1	1
October 2016 RVs Pre-Debate [N=150]	69	28	1	1
October 2016 RVs Post-Debate [N=158]	77	22	1	0

PTYSTRREP. Would you call yourself a strong Republican or not a strong Republican? [READ IF NECESSARY: Whatever strong means to you.]

BASED ON REGISTERED VOTERS WHO SELF-IDENTIFY AS REPUBLICANS

	STRONG REP	NOT STRONG REP	(VOL.) DK	(VOL.) REF
October 2016 RVs Total [N=330]	71	28	*	1
October 2016 RVs Pre-Debate [N=160]	74	24	1	1
October 2016 RVs Post-Debate [N=170]	68	32	*	*

PARTY. Generally speaking, do you usually think of yourself as a Democrat, Republican, Independent or something else?

PARTYLN2.[IF INDEPENDENT/SOMETHING ELSE/DK/REFUSED, ASK:] Do you think of yourself as closer to the Republican Party, Democratic Party or neither?

	DEM / LEAN DEM	REP / LEAN REP	NEITHER	(VOL.) DK	(VOL.) REF
October 2016 RVs Total	34	46	19	*	1
October 2016 RVs Pre-Debate	35	45	18	*	1
October 2016 RVs Post-Debate	32	47	21	0	*

IDEO3. How would you generally describe your views on most political matters? Are you: [RANDOMIZE HALF 1-5 / HALF 5-1: (very conservative, conservative, moderate, liberal or very liberal) / (very liberal, liberal, moderate, conservative or very conservative)]?

	VERY CONS	CONS	MOD	LIBERAL	VERY LIBERAL	(VOL.) DK	(VOL.) REF
October 2016 RVs Total	16	28	32	13	5	4	1
October 2016 RVs Pre-Debate	18	25	35	13	5	2	1
October 2016 RVs Post-Debate	15	31	29	14	5	5	1

THE REMAINING DEMOGRAPHIC QUESTIONS AND QUESTIONS QL1, QC1 ARE NOT REPORTED IN THIS TOPLINE.

THANK AND END INTERVIEW: THANK YOU again for sharing your thoughts and opinions! Have a nice rest of the day. [READ IF NECESSARY: This survey is being conducted by the Center for the Study of Democratic Institutions at Vanderbilt University. If you have any questions about the survey, please feel free to contact CSDI at (XXX) XXX-XXXX.]