

The Economist/YouGov Poll

June 24 - 27, 2016



4. Favorability of Candidates – Donald Trump

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)				Likely Primary Voters	
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other	Democratic	Republican
Very favorable	15%	16%	14%	12%	12%	16%	21%	18%	3%	10%	17%	3%	33%
Somewhat favorable	18%	20%	15%	12%	13%	22%	21%	22%	7%	7%	11%	6%	31%
Somewhat unfavorable	15%	17%	13%	16%	18%	13%	13%	14%	17%	16%	14%	8%	13%
Very unfavorable	51%	45%	56%	57%	54%	49%	43%	44%	71%	64%	57%	82%	21%
Don't know	2%	2%	2%	3%	4%	1%	2%	2%	2%	4%	—	0%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,288)	(624)	(664)	(227)	(316)	(516)	(229)	(924)	(146)	(134)	(84)	(369)	(342)

	Party ID				Ideology			Family Income (3 category)			
	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Under \$50K	\$50-100K	\$100K or more	Prefer not to say
Very favorable	15%	2%	13%	35%	5%	11%	28%	16%	16%	9%	19%
Somewhat favorable	18%	5%	17%	35%	5%	13%	32%	16%	21%	28%	8%
Somewhat unfavorable	15%	10%	16%	18%	9%	14%	19%	15%	17%	10%	12%
Very unfavorable	51%	82%	50%	10%	80%	58%	21%	51%	45%	53%	60%
Don't know	2%	0%	4%	2%	1%	4%	1%	3%	0%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,288)	(467)	(470)	(351)	(339)	(556)	(393)	(675)	(301)	(161)	(151)

	Voter Registration (2 category)		Dem Primary Voters		Rep Primary Voters		2016 Presidential Vote			
	Total	Registered	Not registered	Prefers Clinton	Prefers Sanders	Prefers Trump	Prefers other	Clinton	Trump	Other
Very favorable	15%	16%	13%	3%	2%	63%	5%	2%	44%	0%
Somewhat favorable	18%	19%	14%	4%	4%	30%	33%	3%	40%	10%
Somewhat unfavorable	15%	14%	15%	6%	10%	6%	23%	7%	13%	25%
Very unfavorable	51%	49%	55%	87%	83%	1%	40%	88%	2%	63%
Don't know	2%	2%	3%	0%	1%	1%	0%	0%	0%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,288)	(1,069)	(219)	(201)	(150)	(177)	(146)	(440)	(358)	(153)