PRRI   *The* Atlantic

PRRI/The Atlantic Mid-October 2016 Survey
Total = 1,327 (526 Landline, 801 Cell phone)
October 5 – 9, 2016

Q.1   All in all, how would you say things are going in your local community today?

14	Excellent
47	Good
27	Only fair
11	Poor
1	Don't know/Refused (VOL.)
100	Total

Q.2   How would you rate your chances of voting in the 2016 presidential election?

Oct. 2016	Sept. 2012[1]	Aug. 2012	
64	71	70	Absolutely certain to vote
10	9	10	Probably will vote
8	10	8	Chances are 50-50
16	9	9	Less than 50-50 chance
3	1	2	Don't know/Refused (VOL.)
100	100	100	Total

Turning to a different subject…
REGIST   Are you registered to vote at your present address or not?

77	Yes
21	No
1	Don't know/Refused (VOL.)
100	Total

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[1] Question was asked about chances of voting in the 2012 presidential election.

IF CURRENTLY REGISTERED TO VOTE (REGIST=1), ASK [N=1,086]:
Q.3   If the 2016 presidential election were being held today and the candidates were
       [INSERT; RANDOMIZE] and **[INSERT]**, for whom would you vote?
IF DON'T KNOW/REFUSED (Q.3=9), ASK [N=180]:
Q.4   As of today, do you lean more toward **[INSERT; RANDOMIZE]** or **[INSERT]**?

REGISTERED VOTERS

Oct. 5–9, 2016	Sept. 28– Oct. 2, 2016	Sept. 22– 25, 2016	Late Aug. 2016	Early Aug. 2016	
49	46	45	48	48	Hillary Clinton, the Democrat
46	*42*	*42*	*45*	*45*	*Clinton*
3	*4*	*2*	*3*	*3*	*Leans Clinton*
36	38	39	35	36	Donald Trump, the Republican
33	*35*	*37*	*33*	*34*	*Trump*
3	*3*	*2*	*2*	*2*	*Leans Trump*
1	3	2	2	2	Gary Johnson (VOL.)
*	*	1	*	1	Jill Stein (VOL.)
4	6	5	5	5	Some other candidate (SPECIFY) (VOL.)
10	7	8	10	8	Don't know/Refused (VOL.)
100	100	100	100	100	Total

LIKELY VOTERS

Oct. 5–9, 2016	Sept. 28– Oct. 2, 2016	Sept. 22– 25, 2016	
49	47	43	Hillary Clinton, the Democrat
47	*44*	*42*	*Clinton*
2	*3*	*1*	*Leans Clinton*
38	41	43	Donald Trump, the Republican
36	*39*	*42*	*Trump*
2	*2*	*1*	*Leans Trump*
2	3	2	Gary Johnson (VOL.)
*	*	1	Jill Stein (VOL.)
4	4	3	Some other candidate (SPECIFY) (VOL.)
8	5	7	Don't know/Refused (VOL.)
100	100	100	Total

Q.5 THROUGH Q.19 HELD FOR FUTURE RELEASE

Q.20   Now, as I read some statements on a few different topics, please tell me if you completely agree, mostly agree, mostly DISagree or completely disagree with each one. (First/Next) **[INSERT; RANDOMIZE]**.

ASK FORM 1 ONLY [N=651]:
a. These days society seems to punish men just for acting like men

17	Completely agree
19	Mostly agree
28	Mostly disagree
28	Completely disagree
9	Don't know/Refused (VOL.)
100	Total

Q.20b THROUGH Q.20d HELD FOR FUTURE RELEASE

ASK FORM 2 ONLY [N=676]:
e. Society as a whole has become too soft and feminine

Oct. 2016	April 2016	Oct. 2011	
20	16	15	Completely agree
21	26	23	Mostly agree
28	29	33	Mostly disagree
24	24	26	Completely disagree
6	5	3	Don't know/Refused (VOL.)
100	100	100	Total

Survey Methodology

The survey was designed and conducted by PRRI in partnership with The Atlantic. The survey was made possible by generous grants from Open Society Foundations and the Ford Foundation. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between October 5, 2016, and October 9, 2016, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,327 adults 18 years of age or older living in the United States (801 respondents were interviewed on a cell phone). The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection is based on stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cell phone numbers. The sample is designed to represent the total U.S. adult population and includes respondents from all 50 states, including Hawaii and Alaska. The landline and cell phone samples are provided by Marketing Systems Group.

The weighting is accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.[2] In the second stage, sample demographics are balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density and telephone usage. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2015 National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's May 2016 Current Population Survey.

The sample weighting is accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the survey is +/- 3.2 percentage points at the 95% level of confidence. The design effect for the survey is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

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[2] Telephone usage refers to whether respondents have only a landline telephone, only a cell phone, or both types.

Appendix

Table 1. Demographic, Political, and Religious Subgroup Sample Sizes
(All figures are unweighted)

	General Public
Total Sample	1,327
Male	637
Female	690
Democrat	425
Independent	469
Republican	335
Registered voter	1,086
Likely voter	886
Clinton supporter	508
Trump supporter	407
White, non-Hispanic	908
Black, non-Hispanic	126
Hispanic	171
White working-class	416
White college-educated	361
Age 18-29	233
30-49	311
50-64	350
65+	433
White evangelical Protestant	245
White mainline Protestant	192
Non-white Protestant	168
Catholic	272
White Catholic	*169*
Religiously unaffiliated	283