

DOUGLAS E. SCHOEN, LLC.
POTUS Benchmark Survey
May 2016

MOOD OF THE COUNTRY/STATE

1. Generally speaking, are things in the country headed in the right direction, or are they on the wrong track?

Right direction	22%
Wrong track	63%
Not sure	15%

2. Generally speaking, is the economy headed in the right direction, or is it on the wrong track?

Right direction	25%
Wrong track	58%
Not sure	17%

3. How do you usually vote in elections? Would you say that you vote all Republican, mostly Republican, a mix of both Republican and Democrat, mostly Democrat, or all Democrat?

TOTAL REPUBLICAN	32%
TOTAL DEMOCRAT	36%
All Republican	12%
Mostly Republican	20%
Both parties	28%
All Democrat	19%
Mostly Democrat	17%
Not sure	4%

4. Generally speaking, do you think that the government in Washington and the political leadership of the Democratic and Republican Parties are in touch or out of touch with ordinary Americans like yourself?

They are in touch with ordinary Americans	13%
They are out of touch	79%
Not sure	8%

5. Which of these statements comes closest to your view?

Most elected officials put the interests of the country ahead of their own	11%
Most elected officials put their own interests ahead of the country's interests	81%
Not sure	8%

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FAVORABILITY

Here is a short list of people in the political news. For each, please indicate if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression.

6. Barack Obama

TOTAL FAVORABLE	49%
TOTAL UNFAVORABLE	47%
Very favorable	22%
Somewhat favorable	27%
Somewhat unfavorable	12%
Very unfavorable	35%
Not sure	4%

7. Hillary Clinton

TOTAL FAVORABLE	40%
TOTAL UNFAVORABLE	58%
Very favorable	15%
Somewhat favorable	25%
Somewhat unfavorable	15%
Very unfavorable	43%
Not sure	2%

8. Bernie Sanders

TOTAL FAVORABLE	50%
TOTAL UNFAVORABLE	44%
Very favorable	17%
Somewhat favorable	33%
Somewhat unfavorable	20%
Very unfavorable	24%
Not sure	6%

9. Donald Trump

TOTAL FAVORABLE	35%
TOTAL UNFAVORABLE	59%
Very favorable	15%
Somewhat favorable	20%
Somewhat unfavorable	13%

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Very unfavorable	46%
Not sure	6%

10. Paul Ryan

TOTAL FAVORABLE	37%
TOTAL UNFAVORABLE	39%

Very favorable	8%
Somewhat favorable	29%
Somewhat unfavorable	23%
Very unfavorable	16%
Not sure	24%

11. Ben Sasse

TOTAL FAVORABLE	7%
TOTAL UNFAVORABLE	14%

Very favorable	1%
Somewhat favorable	6%
Somewhat unfavorable	10%
Very unfavorable	4%
Not sure	79%

12. Mike Rowe

TOTAL FAVORABLE	17%
TOTAL UNFAVORABLE	14%

Very favorable	6%
Somewhat favorable	11%
Somewhat unfavorable	8%
Very unfavorable	6%
Not sure	69%

13. Mark Cuban

TOTAL FAVORABLE	28%
TOTAL UNFAVORABLE	24%

Very favorable	4%
Somewhat favorable	24%
Somewhat unfavorable	15%
Very unfavorable	9%
Not sure	48%

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2016 Presidential Election

14. Generally speaking, do you plan to vote for a Democrat or a Republican for President in the 2016 general election?

TOTAL DEMOCRAT	43%
TOTAL REPUBLICAN	40%
Definitely Democrat	30%
Lean Democrat	13%
Lean Republican	17%
Definitely Republican	23%
Not sure	17%

15. If the general election for President of the United States were held today, would you be voting for Republican Donald Trump or Democrat Hillary Clinton?

Donald Trump	42%
Hillary Clinton	44%
Not sure	14%

16. If the presidential election this fall comes down to Hillary Clinton vs. Donald Trump, would you vote for Clinton, vote for Trump, vote for some other candidate, or stay home?

Vote for Donald Trump	37%
Vote for Hillary Clinton	40%
Vote for somebody else	12%
Stay home	3%
Not sure	8%

17. Thinking about how you will vote in the upcoming 2016 presidential elections, how certain are you about who you will vote for?

Absolutely certain about who I will vote for	57%
Prefer one of the candidates but could change my mind	21%
Have not made up my mind about who I will vote for	18%
Not sure	4%

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18. On a scale of 0 to 10, with 0 meaning you are not at all excited, and 10 meaning that you are very excited, how excited are you that Donald Trump and Hillary Clinton will be choices for President of the United States later this year?

0	26%
1	5%
2	6%
3	6%
4	5%
5	15%
6	5%
7	11%
8	7%
9	5%
10	9%

19. How satisfied are you with the current group of Republican and Democratic candidates running for president?

TOTAL SATISFIED	34%
TOTAL UNSATISFIED	61%
Very satisfied	10%
Somewhat satisfied	24%
Somewhat unsatisfied	26%
Very unsatisfied	35%
Not sure	5%

20. Do you favor or oppose having an independent presidential ticket in 2016, one that is not put forward by the Democratic or Republican Parties?

TOTAL FAVOR	51%
TOTAL OPPOSE	30%
Strongly favor	22%
Somewhat favor	29%
Somewhat oppose	14%
Strongly oppose	16%
Not sure	19%

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21. About how willing are you to support a candidate for President of the United States who is neither the Republican Party's nor the Democratic Party's nominee if one decides to run? Would you say you are very willing, pretty willing, somewhat willing, or not willing at all?

TOTAL WILLING	58%
TOTAL NOT WILLING	25%
Very willing	20%
Pretty willing	15%
Somewhat willing	23%
Not willing at all	25%
Not sure	17%

22. If the general election for President of the United States were held today, would you be voting for Republican Donald Trump, Democrat Hillary Clinton, or a truly independent candidate?

Donald Trump	33%
Hillary Clinton	33%
Independent	20%
Not sure	14%

23. **[IF INDEPENDENT in q22]** How excited would you be to vote for an independent candidate for president?

TOTAL EXCITED	67%
TOTAL NOT EXCITED	22%
Very excited	34%
Somewhat excited	33%
Not very excited	16%
Not at all excited	6%
Not sure	11%

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ELECTING INDEPENDENTS

24. How important do you think it is to elect Independents to break the partisan gridlock in Washington?

TOTAL IMPORTANT	47%
TOTAL NOT IMPORTANT	27%
Very important	21%
Somewhat important	26%
Not very important	18%
Not at all important	9%
Not sure	26%

25. What issues would you say are the most important for an Independent to address, because the Democratic and Republican candidates aren't addressing them? [first and second choice selected]

Jobs	33%
The federal budget	38%
Health care	44%
Guns	18%
Immigration	34%
Trade	15%
The environment	23%
Social Security and Medicare	44%
Taxes	33%
Education	25%
Same sex marriage	10%
Abortion	12%
Terrorism	38%
Foreign policy	32%
Other [list]	3%
Not sure	11%

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- **Pro-Independent Statements**

Here are a few statements about independent candidates for president. Please indicate whether you agree or disagree with each statement about independent candidates for President of the United States.

26. It's time to try something new—electing someone as President who's not beholden to a party or special interest groups, but is committed to common sense, values, civility, and working to get things done for America.

TOTAL AGREE	80%
TOTAL DISAGREE	10%
Strongly agree	46%
Somewhat agree	34%
Somewhat disagree	7%
Strongly disagree	3%
Not sure	10%

27. Both the Democrats and Republicans have failed to solve America's problems. We need to elect someone who can do things differently and produce real change. There are clear steps we can take to improve the standard of living of the average American and deliver on the American Dream, and the only reason we haven't taken them is because there is no political courage on either side.

TOTAL AGREE	77%
TOTAL DISAGREE	15%
Strongly agree	43%
Somewhat agree	34%
Somewhat disagree	8%
Strongly disagree	7%
Not sure	8%

28. America is in trouble. Families are struggling, our society is divided, we are less safe than ever, too many children are not getting a good education, health costs are soaring, and the American Dream is dying. We need real independent leadership to fix this mess, and cannot afford to elect another politician who will put their own ambitions first and America second.

TOTAL AGREE	80%
TOTAL DISAGREE	15%
Strongly agree	40%
Somewhat agree	40%
Somewhat disagree	7%
Strongly disagree	8%

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Not sure 5%

29. It would be great if we could have a highly qualified independent candidate for President—instead of choosing between two flawed candidates who are part of what’s wrong with American politics.

TOTAL AGREE 70%
TOTAL DISAGREE 18%

Strongly agree 37%
Somewhat agree 33%
Somewhat disagree 11%
Strongly disagree 7%
Not sure 12%

30. I don’t really find I have a true home in either the Democratic or Republic party. It would be great if we could have a truly independent candidate for President instead of having to choose one or the other.

TOTAL AGREE 58%
TOTAL DISAGREE 32%

Strongly agree 24%
Somewhat agree 34%
Somewhat disagree 16%
Strongly disagree 16%
Not sure 10%

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DEMOGRAPHICS

31.	{Gender} Man	48%
	Woman	52%
32.	{Age} Under 18 [Thank you and Good-Bye]	
	18-29	19%
	30-39	17%
	40-49	20%
	50-64	28%
	65 or older	16%
33.	{Race} White or Caucasian	72%
	Black or African-American	13%
	Hispanic	11%
	Asian	3%
	Other	1%
34.	{Party} Democrat	38%
	Republican	32%
	Independent	30%
35.	Religion	
	Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	40%
	Evangelical	4%
	Catholic	27%
	Jewish	4%
	Muslim	1%
	Atheist or Agnostic	8%
	Other	6%
	None	10%
36.	Do you consider yourself conservative, moderate or liberal?	
	Conservative	36%
	Moderate	38%
	Liberal	26%
	Not sure	0%

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37. When it comes to the topic of abortion, do you personally identify as pro-life or pro-choice?

TOTAL PRO-LIFE	43%
TOTAL PRO-CHOICE	47%
Strongly pro-life	27%
Somewhat pro-life	16%
Somewhat pro-choice	18%
Strongly pro-choice	29%
Not sure	10%

38. What is the highest level of education you have completed?

Some high school or less	1%
High school graduate	16%
Some college	30%
College graduate	32%
Some graduate school	5%
Graduate degree	14%
Technical school	2%

39. Are you married?

Yes	55%
No	45%

40. How would you describe your current employment status?

Full-time	37%
Part-time	13%
Unemployed/retired	50%

41. We're just about finished...

You and your family earn less than \$20,000 annually	12%
\$20,000 to \$40,000	24%
\$40,000 to \$60,000	19%
\$60,000 to \$75,000	12%
\$75,000 to \$100,000	15%
More than \$100,000	16%
Not sure	4%

SCHOEN CONSULTING

TO: INTERESTED PARTIES

FROM: DOUGLAS E. SCHOEN, LLC

DATE: MAY 20, 2016

RE: INDEPENDENT PRESIDENTIAL POLLING METHODOLOGY

Douglas E. Schoen, LLC conducted interviews with a **representative sample** of **1000 likely general election voters** from **May 16th to 19th, 2016**.

This poll **assessed interest** in an **independent candidate** for president, **satisfaction** with the **current field** of candidates, and **attitudes** towards the **presidential race**.

Our research was **designed** to **complement** a **study** conducted by **Data Targeting**, released **May 18th**, measuring the **appeal** of an **independent candidate** for president.

The following document details our polling methodology for this project.

SAMPLING

Our research study was conducted by telephone using the sampling method of **random digit dialing (RDD)**. This method ensures that all telephone numbers in the country – whether landline or cellphone – have an equal probability of selection. Samples based on RDD should be unbiased, and a margin of sampling error and a confidence level can be computed for them.

Sampling both landline and cell phone numbers helps us ensure that our surveys represent all voters who have access to either, as the percentage of Americans who rely exclusively or mostly on cell phones for their telephone service continues to grow (only about 2% of households do not have access to any phone). We sample landline and cell phone numbers to yield a combined sample with approximately 35% of the interviews conducted by cell phone and 65% by landline.

The sample design is intended to capture both listed and unlisted numbers through random digit dialing. The last two digits of telephone numbers are randomly selected and the telephone numbers are generated on the basis of the area code, telephone exchange, and bank number. The telephone exchanges are then selected to be proportionally stratified by county and by telephone exchange within the county – meaning that the number of telephone numbers randomly pulled from within a county is proportional to that county’s share of telephone numbers in the U.S.

The cell phone sample is also designed to be representative of the population by geography and by large and small wireless carriers. The cell phone sample is derived through systematic sampling from dedicated wireless banks of 100 contiguous numbers and shared service banks.

INTERVIEWING

In each sample, phone numbers are released for interviewing in replicates to allow for sample control. Numbers are called multiple times during the field period, and interviews are conducted via a computer-assisted telephone interviewing (CATI) system. The professional interviewers, and their supervisors, are extensively trained in interviewing practices, including techniques designed to achieve the highest possible respondent cooperation.

For landline respondents, interviewers ask to speak with the youngest individual at home who is 18 years or older. This technique of selecting respondents within each household increases involvement among younger adults who are frequently harder to interview than older adults because of their lifestyles. Cell-only respondents are screened for age eligibility (18 years or older). Cell-only sample respondents' place of residence is checked and their region adjusted accordingly if necessary.

LIKELY VOTERS

Given that polls are most accurate if conducted solely among actual voters, we attempt to capture a sample for each of our research studies with those likely to vote in the November elections. We only interviewed respondents who said that they are “absolutely certain” or “very likely” to vote in the upcoming 2016 general election. We terminated any respondent who said they were “possibly,” “not very likely,” or “not at all likely” to vote in the upcoming election. Our sample includes both currently registered voters, as well as voters who indicated that they are “absolutely certain” or “very likely” to register to vote for the first time this election.

SAMPLING ERROR

Poll results may deviate from full population values because they rely on a sample rather than a census of the full population. There can be other sources of differences in polls, such as question wording and order and systematic non-coverage or selection bias.

The margin of sampling error for each survey, based on a sample of 1000 likely voters, is +/-3%.