

**Two Unique Candidates**



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## Negative to **BOTH** Candidates

**April 1992**



**12%**

**April 2012**



**5%**

**April 2016**



**27%**



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## Profile of Negative to Both Trump & Clinton (27%)

Congressional Preference: Undecided	<b>48%</b>
Soft Republicans	<b>46%</b>
White Independents	<b>45%</b>
Persuadable Voters*	<b>44%</b>
Presidential Preference: Undecided	<b>43%</b>
Generic Ticket Preference: Split Ticket	<b>41%</b>
Independents	<b>40%</b>
Republican Non-Primary Voters	<b>37%</b>
Republicans	<b>36%</b>
Ages 18-34	<b>35%</b>
West Region	<b>34%</b>
Men College+	<b>34%</b>
Men Ages 18-49	<b>33%</b>
Republican Primary Voters	<b>33%</b>
Presidential Preference: Republican	<b>33%</b>
White Men	<b>33%</b>
Conservatives	<b>32%</b>
White Not Married	<b>32%</b>

\* Those who were "not strong" on the Generic Presidential Vote and soft/lean partisans, independents, or did not choose a party affiliation



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## Demographic Profile of Negative To Both Trump & Clinton

	All Registered Voters	Negative to Both Trump & Clinton (27%)
Men	47%	53%
Women	53%	47%
White Men	36%	43%
White Women	39%	37%
Ages 18-34	32%	42%
Ages 35-49	19%	17%
Ages 50-64	30%	23%
Ages 65+	18%	18%
Whites	75%	81%
African Americans	12%	5%
Latinos	10%	10%
Republicans	39%	53%
Independents	12%	18%
Democrats	43%	23%
Democratic PVs	34%	19%
Republican PVs	31%	38%



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# Demographic Profile of Negative To Both Trump & Clinton Among Key Swing Voter Groups

	All Registered Voters	Negative to Both Trump & Clinton (27%)
Latinos	10%	10%
Midwest	21%	22%
Suburban Women	28%	24%
White Women	39%	37%
White College +	29%	32%
Moderates	39%	39%
Independents	12%	18%
Ages 65+	18%	18%
General Election Only	34%	37%
Persuadable Voters*	25%	41%

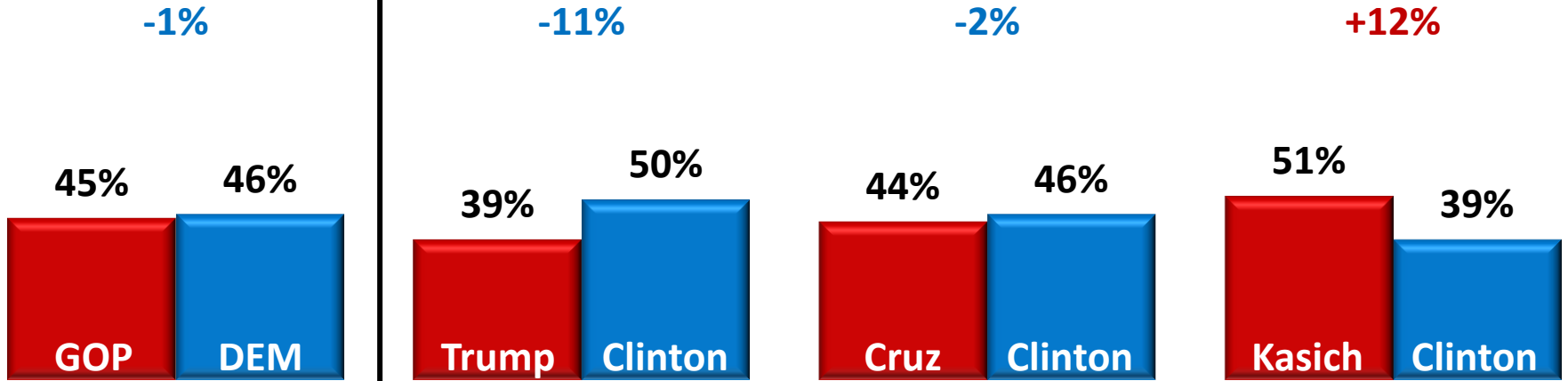
\* Those who were "not strong" on the Generic Presidential Vote and soft/lean partisans, independents, or did not choose a party affiliation



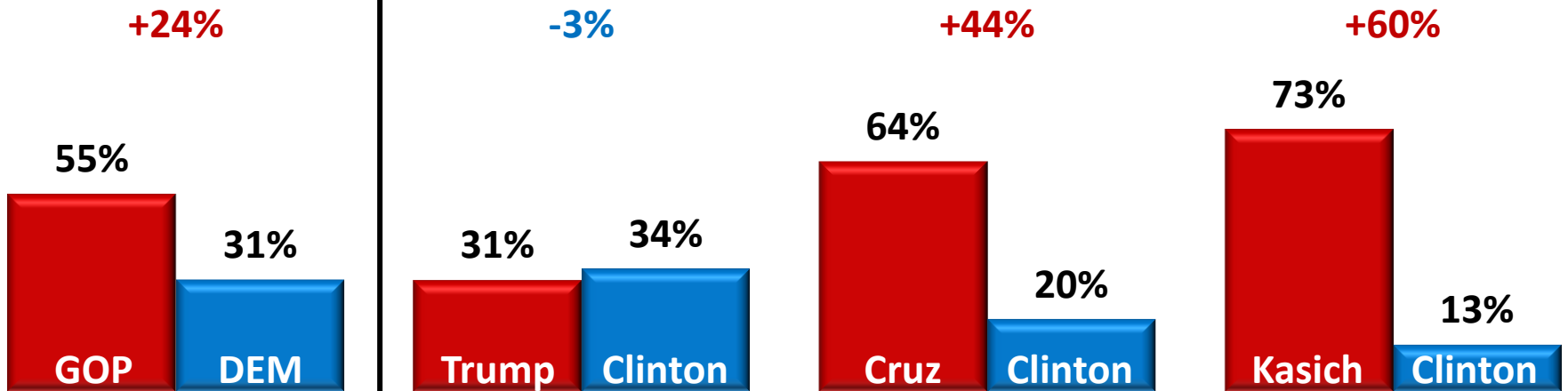
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# Presidential Ballots

## All Registered Voters



## Voters Negative to Both Trump and Clinton (27%)



Generic Ballot

**Respondents were asked to individually rate Donald Trump and Hillary Clinton on nine different attributes using the following scale:**

*How would you rate \_\_\_\_\_ on the following qualities, using a five-point scale, on which a "5" means a very good rating, a "1" means a very poor rating, and a "3" means a mixed rating?*





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# Donald Trump Attributes

<u>% Poor (% 1-2)</u>	All Registered Voters	Negative to Both Trump & Clinton (27%)	Net Difference
Being knowledgeable and experienced enough to handle the presidency	<b>61%</b>	<b>79%</b>	<b>+18%</b>
Having the right temperament	<b>71%</b>	<b>87%</b>	<b>+16%</b>
Being easygoing and likable	<b>63%</b>	<b>79%</b>	<b>+16%</b>
Being compassionate enough to understand average people	<b>66%</b>	<b>81%</b>	<b>+15%</b>
Dealing with an international crisis	<b>64%</b>	<b>79%</b>	<b>+15%</b>
Being honest and straightforward	<b>46%</b>	<b>58%</b>	<b>+12%</b>
Sharing your positions on the issues	<b>54%</b>	<b>61%</b>	<b>+7%</b>
Bringing real change to the direction of the country	<b>43%</b>	<b>49%</b>	<b>+6%</b>
Being effective and getting things done	<b>42%</b>	<b>47%</b>	<b>+5%</b>





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# Hillary Clinton Attributes

<u>% Poor (% 1-2)</u>	All Registered Voters	Negative to Both Trump & Clinton (27%)	Net Difference
Being compassionate enough to understand average people	<b>47%</b>	<b>76%</b>	<b>+29%</b>
Being honest and straightforward	<b>60%</b>	<b>87%</b>	<b>+27%</b>
Bringing real change to the direction of the country	<b>49%</b>	<b>72%</b>	<b>+23%</b>
Being easygoing and likable	<b>46%</b>	<b>69%</b>	<b>+23%</b>
Sharing your positions on the issues	<b>48%</b>	<b>70%</b>	<b>+22%</b>
Dealing with an international crisis	<b>41%</b>	<b>60%</b>	<b>+19%</b>
Having the right temperament	<b>34%</b>	<b>53%</b>	<b>+19%</b>
Being effective and getting things done	<b>39%</b>	<b>54%</b>	<b>+15%</b>
Being knowledgeable and experienced enough to handle the presidency	<b>26%</b>	<b>37%</b>	<b>+11%</b>

# Candidate Attribute Comparison

Negative to **BOTH** Candidates (27%)

<u>% Poor (% 1-2)</u>	Trump	Clinton	Net Diff.
Being knowledgeable and experienced enough to handle the presidency	79%	37%	+42%
Having the right temperament	87%	53%	+34%
Being honest and straightforward	58%	87%	+29%
Bringing real change to the direction of the country	49%	72%	+23%
Dealing with an international crisis	79%	60%	+19%
Being easygoing and likable	79%	69%	+10%
Sharing your positions on the issues	61%	70%	+9%
Being effective and getting things done	47%	54%	+7%
Being compassionate enough to understand average people	81%	76%	+5%