

1. Presidential Campaign | TV Ads

Thinking about television advertising that you've seen in the last month, would you say that:

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more ads supporting Hillary Clinton	47%	52%	42%	40%	42%	46%	60%	47%	56%	46%	33%
I've seen more ads supporting Donald Trump	7%	7%	7%	7%	9%	7%	6%	7%	7%	6%	11%
I've seen about an equal number of ads supporting each candidate	24%	22%	26%	25%	19%	28%	20%	24%	19%	26%	27%
I haven't seen ads for either candidate	15%	14%	16%	20%	19%	15%	6%	15%	8%	20%	25%
Not sure	7%	5%	9%	8%	10%	4%	7%	8%	10%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(486)	(511)	(156)	(265)	(394)	(182)	(705)	(118)	(114)	(60)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I've seen more ads supporting Hillary Clinton	47%	53%	40%	50%	40%	48%	57%	62%	42%	41%	52%	47%
I've seen more ads supporting Donald Trump	7%	5%	10%	4%	10%	5%	4%	3%	9%	8%	7%	4%
I've seen about an equal number of ads supporting each candidate	24%	21%	27%	23%	28%	24%	17%	13%	26%	30%	21%	20%
I haven't seen ads for either candidate	15%	16%	14%	16%	13%	19%	16%	13%	14%	16%	12%	23%
Not sure	7%	5%	9%	6%	9%	3%	6%	10%	9%	5%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
(Unweighted N)	(997)	(355)	(378)	(264)	(492)	(275)	(103)	(127)	(180)	(241)	(409)	(167)

2. Presidential Campaign | Social Media

Thinking about posts on social media like Facebook and Twitter that you've seen in the last month, would you say that:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more posts from Hillary Clinton	14%	15%	12%	22%	12%	11%	12%	13%	20%	17%	5%
I've seen more posts from Donald Trump	22%	24%	20%	25%	25%	19%	22%	23%	24%	17%	18%
I've seen about an equal number of posts from each candidate	21%	21%	22%	23%	24%	27%	8%	21%	20%	28%	15%
I haven't seen posts from either candidate	31%	29%	33%	19%	24%	34%	43%	32%	19%	28%	50%
Not sure	12%	10%	13%	11%	15%	8%	14%	11%	16%	10%	12%
Totals (Unweighted N)	100% (996)	100% (487)	100% (509)	100% (155)	100% (266)	100% (393)	100% (182)	100% (703)	100% (120)	100% (113)	100% (60)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I've seen more posts from Hillary Clinton	14%	23%	8%	11%	11%	15%	16%	21%	20%	8%	14%	14%
I've seen more posts from Donald Trump	22%	15%	26%	27%	23%	22%	29%	19%	20%	28%	24%	15%
I've seen about an equal number of posts from each candidate	21%	19%	25%	18%	24%	21%	20%	14%	19%	15%	22%	30%
I haven't seen posts from either candidate	31%	34%	28%	32%	31%	34%	30%	28%	28%	39%	28%	31%
Not sure	12%	9%	14%	11%	12%	9%	5%	19%	13%	11%	12%	10%
Totals (Unweighted N)	100% (996)	100% (355)	100% (378)	100% (263)	100% (494)	100% (273)	100% (103)	100% (126)	100% (179)	100% (240)	100% (410)	100% (167)

3. Presidential Campaign | News Stories

Thinking about news stories that you've seen in the last month, would you say that:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more news stories about Hillary Clinton	13%	15%	12%	12%	14%	13%	15%	13%	20%	15%	8%
I've seen more news stories about Donald Trump	40%	43%	36%	48%	41%	36%	35%	41%	37%	33%	42%
I've seen about an equal number of news stories about each candidate	38%	35%	40%	29%	33%	43%	41%	39%	29%	38%	33%
I haven't seen news stories about either candidate	3%	2%	3%	3%	3%	4%	1%	2%	4%	2%	14%
Not sure	7%	4%	9%	8%	8%	4%	7%	5%	10%	12%	3%
Totals (Unweighted N)	100% (996)	100% (484)	100% (512)	100% (156)	100% (264)	100% (395)	100% (181)	100% (704)	100% (120)	100% (113)	100% (59)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I've seen more news stories about Hillary Clinton	13%	16%	10%	16%	15%	11%	8%	15%	20%	14%	13%	7%
I've seen more news stories about Donald Trump	40%	44%	39%	34%	38%	43%	54%	32%	37%	37%	40%	45%
I've seen about an equal number of news stories about each candidate	38%	31%	41%	40%	36%	39%	34%	41%	31%	41%	39%	37%
I haven't seen news stories about either candidate	3%	5%	2%	3%	3%	2%	2%	3%	3%	4%	2%	3%

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		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Not sure	7%	4%	8%	7%	8%	5%	2%	9%	9%	3%	7%	8%
Totals (Unweighted N)	100% (996)	100% (356)	100% (376)	100% (264)	100% (491)	100% (275)	100% (103)	100% (127)	100% (180)	100% (240)	100% (409)	100% (167)

4. Presidential Campaign | Conversations

Thinking about conversations that you've personally had in the last month, would you say that:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I've spent more time talking about Hillary Clinton	13%	12%	14%	16%	13%	11%	13%	11%	24%	14%	3%
I've spent more time talking about Donald Trump	29%	27%	30%	29%	26%	32%	27%	30%	26%	25%	33%
I've spent about an equal amount of time talking about each candidate	35%	36%	33%	29%	34%	35%	39%	38%	20%	33%	25%
I haven't talked about either candidate	18%	20%	16%	17%	20%	16%	20%	16%	20%	27%	20%
Not sure	6%	5%	7%	9%	7%	6%	2%	5%	10%	1%	19%
Totals (Unweighted N)	100% (994)	100% (485)	100% (509)	100% (154)	100% (264)	100% (395)	100% (181)	100% (703)	100% (120)	100% (112)	100% (59)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I've spent more time talking about Hillary Clinton	13%	19%	10%	9%	14%	11%	6%	18%	14%	13%	12%	13%
I've spent more time talking about Donald Trump	29%	28%	26%	34%	25%	32%	43%	29%	21%	36%	31%	24%
I've spent about an equal amount of time talking about each candidate	35%	28%	34%	44%	32%	43%	31%	29%	31%	33%	32%	46%
I haven't talked about either candidate	18%	19%	21%	12%	23%	9%	20%	16%	21%	16%	20%	13%
Not sure	6%	6%	9%	0%	7%	5%	0%	8%	12%	3%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
(Unweighted N)	(994)	(355)	(375)	(264)	(489)	(275)	(103)	(127)	(180)	(240)	(408)	(166)

5. Presidential Campaign | Campaign Contact

So far in the campaign, have you been contacted by representatives of either Hillary Clinton or Donald Trump's campaign?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, by Clinton's campaign	10%	10%	11%	9%	16%	8%	10%	8%	25%	13%	7%
Yes, by Trump's campaign	11%	11%	11%	6%	5%	13%	17%	13%	5%	7%	5%
Yes, by both campaigns	4%	4%	5%	3%	3%	2%	10%	5%	2%	4%	6%
No, I haven't been contacted by either campaign	69%	70%	69%	75%	67%	74%	59%	69%	62%	74%	78%
Not sure	5%	5%	4%	6%	8%	3%	3%	4%	7%	3%	5%
Totals (Unweighted N)	100% (999)	100% (486)	100% (513)	100% (155)	100% (267)	100% (395)	100% (182)	100% (706)	100% (120)	100% (114)	100% (59)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes, by Clinton's campaign	10%	27%	3%	1%	10%	10%	20%	7%	12%	11%	12%	6%
Yes, by Trump's campaign	11%	1%	14%	19%	8%	12%	6%	21%	11%	12%	13%	5%
Yes, by both campaigns	4%	3%	5%	5%	4%	4%	4%	7%	4%	4%	4%	6%
No, I haven't been contacted by either campaign	69%	65%	70%	74%	72%	72%	69%	58%	66%	71%	66%	78%
Not sure	5%	3%	8%	1%	6%	2%	0%	7%	8%	2%	4%	4%
Totals (Unweighted N)	100% (999)	100% (356)	100% (378)	100% (265)	100% (493)	100% (276)	100% (103)	100% (127)	100% (180)	100% (240)	100% (411)	100% (168)

Interviewing Dates	August 23 - 25, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.103 to 6.168, with a mean of one and a standard deviation of 1.133.
Number of respondents	1000
Margin of error	± 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.