

1. Enthusiasm

How would you feel if Donald Trump were the 2016 Republican presidential election nominee?

Asked of Republicans and Independents who lean Republican

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Enthusiastic	30%	38%	20%	29%	33%	29%	29%	30%	—	50%	23%
Satisfied but not enthusiastic	29%	24%	34%	17%	25%	35%	31%	30%	35%	9%	33%
Dissatisfied but not upset	17%	16%	19%	10%	17%	18%	23%	17%	34%	8%	15%
Upset	20%	18%	23%	41%	18%	14%	16%	19%	24%	26%	29%
Not sure	4%	4%	4%	3%	7%	4%	2%	4%	7%	6%	—
Totals (Unweighted N)	100% (341)	100% (180)	100% (161)	100% (43)	100% (79)	100% (144)	100% (75)	100% (281)	100% (10)	100% (24)	100% (26)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Enthusiastic	30%	—	19%	34%	27%	40%	20%	31%	36%	20%	30%	34%
Satisfied but not enthusiastic	29%	—	20%	32%	32%	26%	27%	29%	22%	26%	32%	31%
Dissatisfied but not upset	17%	—	30%	12%	19%	14%	21%	14%	11%	27%	15%	17%
Upset	20%	—	28%	17%	17%	17%	31%	20%	25%	20%	20%	16%
Not sure	4%	—	4%	4%	5%	3%	2%	6%	7%	7%	2%	2%
Totals (Unweighted N)	100% (341)	0% (-)	100% (89)	100% (252)	100% (127)	100% (102)	100% (61)	100% (51)	100% (64)	100% (74)	100% (136)	100% (67)

2. Policy Agreement

Regardless of what you think about Donald Trump's character or personality, would you say you agree or disagree with his political positions?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	16%	20%	13%	11%	13%	18%	24%	19%	7%	11%	16%
Somewhat agree	27%	25%	29%	20%	22%	35%	28%	32%	11%	16%	27%
Somewhat disagree	12%	11%	12%	13%	14%	11%	8%	9%	14%	15%	21%
Strongly disagree	38%	37%	38%	41%	42%	33%	37%	32%	55%	52%	33%
Not sure	7%	7%	8%	15%	9%	5%	2%	7%	13%	5%	2%
Totals (Unweighted N)	100% (990)	100% (470)	100% (520)	100% (176)	100% (249)	100% (398)	100% (167)	100% (670)	100% (119)	100% (124)	100% (77)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly agree	16%	9%	13%	33%	16%	23%	11%	11%	17%	18%	16%	15%
Somewhat agree	27%	16%	27%	42%	28%	24%	26%	29%	24%	24%	33%	24%
Somewhat disagree	12%	11%	14%	8%	11%	14%	13%	9%	10%	16%	8%	15%
Strongly disagree	38%	60%	36%	11%	37%	35%	41%	41%	35%	37%	38%	40%
Not sure	7%	4%	11%	5%	8%	4%	9%	9%	14%	5%	6%	7%
Totals (Unweighted N)	100% (990)	100% (378)	100% (360)	100% (252)	100% (450)	100% (264)	100% (134)	100% (142)	100% (191)	100% (215)	100% (366)	100% (218)

3. Favorability

Regardless of what you think about Donald Trump's political positions, do you have a favorable or unfavorable view of him PERSONALLY?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favorable	13%	18%	9%	8%	13%	15%	19%	15%	6%	11%	15%
Somewhat favorable	22%	21%	23%	19%	17%	29%	19%	26%	10%	12%	21%
Somewhat unfavorable	18%	17%	19%	16%	20%	16%	22%	19%	17%	14%	17%
Strongly unfavorable	39%	37%	42%	46%	40%	35%	39%	35%	49%	54%	40%
Not sure	7%	8%	7%	11%	10%	6%	1%	5%	18%	8%	7%
Totals (Unweighted N)	100% (999)	100% (471)	100% (528)	100% (179)	100% (252)	100% (400)	100% (168)	100% (675)	100% (119)	100% (126)	100% (79)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favorable	13%	9%	8%	30%	12%	21%	9%	12%	14%	13%	11%	17%
Somewhat favorable	22%	13%	22%	34%	25%	18%	23%	18%	19%	15%	29%	18%
Somewhat unfavorable	18%	16%	19%	20%	18%	20%	20%	16%	16%	21%	20%	14%
Strongly unfavorable	39%	58%	39%	13%	39%	36%	45%	41%	35%	46%	36%	43%
Not sure	7%	4%	12%	3%	8%	5%	3%	13%	15%	4%	4%	8%
Totals (Unweighted N)	100% (999)	100% (380)	100% (367)	100% (252)	100% (455)	100% (266)	100% (134)	100% (144)	100% (192)	100% (217)	100% (371)	100% (219)

4. Serious Candidate

Do you think of Donald Trump as a serious presidential candidate or don't you think of him that way?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Serious	42%	48%	36%	30%	37%	50%	47%	47%	22%	34%	39%
Not serious	44%	38%	50%	49%	50%	39%	40%	40%	58%	54%	44%
Don't know	14%	13%	15%	21%	14%	11%	12%	13%	20%	12%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(471)	(527)	(177)	(253)	(400)	(168)	(674)	(118)	(127)	(79)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Serious	42%	28%	40%	64%	40%	50%	38%	36%	34%	39%	43%	49%
Not serious	44%	61%	42%	25%	45%	42%	50%	42%	43%	50%	45%	38%
Don't know	14%	10%	19%	11%	15%	8%	12%	22%	23%	11%	12%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(379)	(367)	(252)	(453)	(266)	(134)	(145)	(192)	(215)	(371)	(220)

5. Media Attention

Do you think the media pays:

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Too much attention to Donald Trump	67%	67%	68%	68%	71%	61%	74%	64%	75%	78%	64%
About the right amount of attention to Donald Trump	22%	23%	21%	18%	15%	30%	19%	26%	10%	15%	14%
Too little attention to Donald Trump	3%	3%	3%	1%	3%	5%	4%	3%	1%	0%	10%
Not sure	8%	8%	8%	14%	12%	4%	3%	7%	15%	7%	12%
Totals (Unweighted N)	100% (997)	100% (471)	100% (526)	100% (179)	100% (251)	100% (399)	100% (168)	100% (675)	100% (117)	100% (126)	100% (79)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Too much attention to Donald Trump	67%	75%	65%	60%	64%	71%	75%	65%	62%	70%	69%	67%
About the right amount of attention to Donald Trump	22%	16%	20%	32%	25%	19%	21%	16%	20%	19%	22%	24%
Too little attention to Donald Trump	3%	4%	2%	4%	1%	7%	2%	3%	4%	3%	3%	3%
Not sure	8%	5%	13%	4%	10%	3%	2%	15%	14%	8%	6%	6%
Totals (Unweighted N)	100% (997)	100% (379)	100% (367)	100% (251)	100% (454)	100% (266)	100% (134)	100% (143)	100% (191)	100% (217)	100% (371)	100% (218)

Interviewing Dates	December 10 - 11, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.102 to 4.154, with a mean of one and a standard deviation of 0.9.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.