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QUINNIPIAC UNIVERSITY POLL

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TRUMP NAME HAS STRONG IMPACT ON AMERICAN VOTERS, QUINNIPIAC UNIVERSITY NATIONAL POLL FINDS; DIVISION GROWS WHEN TRUMP NAME IS ADDED TO STATEMENTS

The Trump name has a measurable impact on American voter attitudes, according to a Quinnipiac University National poll released today. Voters are divided on many of Donald Trump's statements, such as his call to "take out" the families of terrorists, and the polarization increases when Trump's name is attached to these statements.

To measure this "Trump Effect" on voter attitudes, the independent Quinnipiac (KWIN-uh-pe-ack) University Poll asked half of the voters surveyed whether they agree or disagree with a statement or policy, with no name attached. The other half of the voters surveyed were asked the same question, with the Trump name attached.

For example, when voters are asked if they agree with the statement, "The American dream is dead," with no name attached, results are:

- 45 percent of voters supporting Trump against Hillary Clinton in the November election agree strongly or somewhat, while 54 percent disagree strongly or somewhat;
- 31 percent of non-Trump voters agree, while 68 percent disagree.

When Trump's name is attached to the statement:

- 68 percent of Trump voters agree while 30 percent disagree;
- 18 percent of non-Trump voters agree while 81 percent disagree.

The polarization increases as pro-Trump support grows by 23 percentage points while non-Trump disagreement grows by 13 percentage points when the Trump name is added.

"In politics, as in business, the Trump name has an impact," said Quinnipiac University Poll Director Douglas Schwartz, PhD.

"Even on Donald Trump's most infamous quotes, attaching him to the statement affects voters' opinions. Simply reminding voters that these are Trump's policies and statements increases positive effects among his supporters and negative effects among non-supporters."

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While it doesn't move non-supporters of Trump when his name is added to his Mexican rapists quote, agreement among his supporters increases by 8 points.

“Even attaching Trump's name to the infamous Mexican rapists quote has a significant positive effect on agreement among Trump supporters, despite the fact that 83 percent know the quote is his,” Schwartz added.

There are similar shifts when the Trump name is added to statements such as: “With the terrorists, you have to take out their families,” and “Islam hates us.”

In the “American dream...” statement, only 34 percent of all voters, including only 27 percent of Trump voters, knew he was the author of the statement, so the Trump name effect was more pronounced. For the comment on taking out terrorists' families, 56 percent of all voters, including 56 percent each of pro-Trump and non-Trump voters knew he said it, so the Trump name effect was less pronounced.

The Trump name effect on American voters also can be seen in policies proposed by him.

For example, when voters are asked about a complete shutdown of Muslims entering America, with no mention of Trump:

- 76 percent of Trump voters strongly or somewhat agree while 22 percent disagree;
- 26 percent of non-Trump voters agree while 73 percent disagree.

When Trump's name is added to the proposed ban on Muslims:

- 88 percent of Trump voters agree, while 10 percent disagree;
- 18 percent of non-Trump voters agree, while 80 percent disagree.

Similar Trump name effects can be seen in American voter reaction to proposals to expand the use of torture of suspected terrorists and deporting 11-12 million illegal immigrants.

While there is a difference between pro-Trump and non-Trump voters, all American voters are almost evenly divided on his proposal to replace free trade agreements with taxes of up to 35 percent on goods imported from countries such as Mexico and China.

Without the Trump name, 48 percent of all voters agree with the trade proposal while 45 percent disagree. With the Trump name, the results are identical.

From March 16 – 21, Quinnipiac University surveyed 1,451 voters nationwide with a margin of error of +/- 2.6 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Iowa, Colorado and the nation as a public service and for research.

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Intro q21A-B through 24A-B:

A (NO CUE) - Now I am going to read you some statements. For each one, please tell me if it is something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

B (TRUMP CUE) - Now I am going to read you some statements made by Donald Trump. For each one, please tell me if it is something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

21A-B.

A (NO CUE) - "The American dream is dead."

B (TRUMP CUE) - Trump says that "The American dream is dead."

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	13%	12%	19%	24%	9%	4%
Smwht agree	24	26	26	44	22	14
Smwht disagree	29	19	28	17	30	21
Strongly disagree	33	42	26	13	38	60
DK/NA	1	1	2	1	1	1

22A-B.

A (NO CUE) - "With the terrorists, you have to take out their families. They care about their lives."

B (TRUMP CUE) - Trump says that "With the terrorists, you have to take out their families. They care about their lives."

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	10%	9%	18%	21%	5%	1%
Smwht agree	16	14	26	27	9	6
Smwht disagree	21	24	22	33	20	18
Strongly disagree	46	50	24	14	60	73
DK/NA	7	3	9	6	6	2

23A-B.

A (NO CUE) - "Islam hates us."

B (TRUMP CUE) - Trump says that "Islam hates us."

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	24%	24%	47%	53%	9%	6%
Smwht agree	19	21	24	31	16	14
Smwht disagree	20	21	16	10	23	28
Strongly disagree	32	32	9	4	47	49
DK/NA	4	3	3	2	5	3

24A-B.

A (NO CUE) - "When Mexico sends its people, they're not sending the best. They're sending people that have lots of problems and they're bringing those problems. They're bringing drugs, they're bringing crime. They're rapists."

B (TRUMP CUE) - Trump says that "When Mexico sends its people, they're not sending the best. They're sending people that have lots of problems and they're bringing those problems. They're bringing drugs, they're bringing crime. They're rapists."

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	14%	16%	31%	36%	3%	3%
Smwht agree	19	21	35	38	9	10
Smwht disagree	20	20	20	16	20	22
Strongly disagree	44	41	11	6	66	63
DK/NA	3	2	3	4	2	1

21Aa. (If group A, NoCue) Do you happen to know who made the statement about the American Dream being dead?

	REGISTERED VOTERS.....		
	TOTAL	TRUMP VOTERS	NON-TRUMP VOTERS
	NoCue	NoCue	NoCue
Yes, Donald Trump	34%	27%	38%
Other name given	6	6	6
No	57	62	53
REFUSED	3	5	2

22Aa. (If group A, NoCue) Do you happen to know who made the statement about terrorists' families?

	REGISTERED VOTERS.....		
	TOTAL	TRUMP VOTERS	NON-TRUMP VOTERS
	NoCue	NoCue	NoCue
Yes, Donald Trump	56%	56%	56%
Other name given	1	1	1
No	41	40	42
REFUSED	2	2	1

23Aa. (If group A, NoCue) Do you happen to know who made the statement about Islam hating us?

	REGISTERED VOTERS.....		
	TOTAL	TRUMP VOTERS	NON-TRUMP VOTERS
	NoCue	NoCue	NoCue
Yes, Donald Trump	64%	62%	65%
Other name given	2	3	2
No	33	33	33
REFUSED	1	2	1

24Aa. (If group A, NoCue) Do you happen to know who made the statement about Mexican immigrants?

	REGISTERED VOTERS.....		
	TOTAL NoCue	TRUMP VOTERS NoCue	NON-TRUMP VOTERS NoCue
Yes, Donald Trump	83%	83%	83%
Other name given	1	2	-
No	15	14	16
REFUSED	1	1	-

Intro q27A-B through 30A-B:

A (NO CUE) - Now I am going to read you some policy positions or ideas. For each one, please tell me if it is something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

B (TRUMP CUE) - Now I am going to read you some policy positions or ideas from Donald Trump. For each one, please tell me if it is something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

27A-B.

A (NO CUE) - To institute a total and complete shutdown of Muslims entering the United States until officials better understand the terrorist threat facing America.

B (TRUMP CUE) - Trump would like to institute a total and complete shutdown of Muslims entering the United States until officials better understand the terrorist threat facing America.

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	27%	26%	51%	59%	11%	5%
Smwht agree	19	19	25	29	15	13
Smwht disagree	18	15	14	8	20	19
Strongly disagree	35	38	8	2	53	61
DK/NA	2	2	2	2	1	1

28A-B.

A (NO CUE) - To broaden laws regarding the use of torture in interrogations of suspected terrorists.

B (TRUMP CUE) - Trump would like to broaden laws regarding the use of torture in interrogations of suspected terrorists.

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	18%	15%	35%	31%	8%	4%
Smwht agree	24	26	36	45	16	15
Smwht disagree	19	15	14	15	22	15
Strongly disagree	34	42	12	5	50	65
DK/NA	4	2	4	4	4	1

29A-B.

A (NO CUE) - To deport all of the estimated 11 to 12 million illegal immigrants currently living in America.

B (TRUMP CUE) - Trump would like to deport all of the estimated 11 to 12 million illegal immigrants currently living in America.

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	13%	14%	26%	31%	4%	3%
Smwht agree	24	20	34	35	17	10
Smwht disagree	24	23	22	25	25	22
Strongly disagree	38	42	15	8	53	63
DK/NA	2	1	3	1	1	1

30A-B.

A (NO CUE) - To replace free trade agreements with taxes of up to 35% on goods imported from countries like China and Mexico.

B (TRUMP CUE) - Trump would like to replace free trade agreements with taxes of up to 35% on goods imported from countries like China and Mexico.

Is this something with which you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	REGISTERED VOTERS.....					
	TOTAL.....		TRUMP VOTERS...		NON-TRUMP VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Strongly agree	19%	18%	32%	41%	10%	4%
Smwht agree	29	30	34	40	25	24
Smwht disagree	26	23	15	11	33	31
Strongly disagree	19	22	12	2	24	34
DK/NA	7	7	7	6	7	8