

This RDD telephone survey was conducted from March 16 - 21, 2016 throughout the nation.

Responses are reported among registered voters by two groups, those given a cue that the statements and positions read belong to Donald Trump and those who were read the statements and positions without a cue that they belong to Trump.

Results are reported for all voters, Trump voters, and non-Trump voters.

Sample sizes and margins of sampling error are reported in the table below.

Surveys are conducted in English or Spanish dependent on respondent preference with live interviewers calling land lines and cell phones.

All data was collected and tabulated by the Quinnipiac University Poll.

Trump voters and Non-Trump voters are identified based on responses to the general election matchup between Trump and Clinton asked within the same survey and released on March 23. 'Trump Voters' selected Trump in the matchup, 'Non-Trump Voters' selected any non-Trump category.

3. If the election for President were being held today, and the candidates were Hillary Clinton the Democrat and Donald Trump the Republican, for whom would you vote?

	Tot		REGISTERED VOTERS.....		TRUMP NON-VOTERS	
	TOTAL.....		TRUMP VOTERS...		TRUMP NON-VOTERS	
	NoCue	TrumpCue	NoCue	TrumpCue	NoCue	TrumpCue
Clinton	46%					
Trump	40					
SMONE ELSE (VOL)	3					
WLDN'T VOTE (VOL)	7					
DK/NA	4					
Weighted Percentage	50%	50%	20%	19%	30%	30%
Unweighted n	716	735	296	297	420	438
MoE (+/-%)	3.66	3.61	5.70	5.69	4.78	4.68

METHODOLOGICAL DETAILS

Dual frame landline and cell phone samples are generated using Random Digit Dialing procedures by Survey Sampling International (SSI). Both the landline and cellular phone samples are stratified by Census division according to area code.

Land line numbers are scheduled for 5+ call attempts and cell phone numbers are scheduled for 4+ call attempts. When calling landlines interviewers ask to speak with the adult member of the household having the next birthday. If that person is not available a call back is scheduled for a better time to speak with that person. Interviews are conducted on cell phones with both cell only and dual owner respondents. The complete land and cell sample is weighted to National Health Interview Survey estimates for [land only/cell only/dual owner] households.

Questions are asked of registered voters as they appear in the release document. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question. Questions are numbered as asked with additional questions found in successive releases.

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The overall adult sample is weighted to recent Census or American Community Survey data using a sample balancing procedure to match the demographic makeup of the population by region, gender, age, education and race. Margins of sampling error for this survey are not adjusted for design effect.

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Contact [pollinginstitute@quinnipiac.edu](mailto:pollinginstitute@quinnipiac.edu) for additional information or call 203-582-5201.