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**CLINTON HOLDS TWENTY-POINT
LEAD OVER TRUMP IN CALIFORNIA.
MAJORITIES VIEW BOTH
CANDIDATES NEGATIVELY.**

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By Mark DiCamillo, Director, *The Field Poll*

In the final week of this year's long and extraordinarily contentious presidential election campaign, Democrat Hillary Clinton holds a large twenty-percentage-point lead over Republican Donald Trump in California. The final pre-election *Field-IGS Poll*, conducted jointly by *The Field Poll* and UC Berkeley's Institute of Governmental Studies, finds 53% of this state's likely voters backing the Democratic ticket of Clinton and Virginia Senator Tim Kaine, while 33% are supporting the Republican ticket of Trump and Indiana Governor Mike Pence. Another 7% of voters are choosing other candidates, while 7% are undecided or say they might not vote for President.

This year's campaign ends as it began, with unusually large proportions of voters viewing both candidates negatively. Two in three likely voters in California (65%) are ending the campaign with an unfavorable opinion of Trump, most of whom (56%) view him very unfavorably. Clinton's image is also more negative than positive, with 51% viewing her negatively, 40% of whom hold a very unfavorable opinion. These assessments are extremely low by historical standards. In none of the past four presidential elections have majorities of Californians viewed either of the major party candidates unfavorably in the final *Field Poll*, much less both of them.

While there is a high level of acrimony between the supporters of each candidate, majorities of voters in both camps agree that issues facing the nation are more important to them when deciding whom to support than the personal traits of the candidates, and with pluralities rating the economy and jobs as their top issue concern.

Clinton's current lead slightly lower than Obama's victory margins in California

Clinton's current twenty-point lead over Trump is up marginally from a seventeen-point advantage that she held in a *Field-IGS Poll* completed in mid-September, shortly before the first presidential debate.

The size of Clinton's lead in the final poll is slightly lower than the victory margins that President Barack Obama achieved in California in each of the last two presidential elections. In the 2012 election Obama outpolled Republican Mitt Romney in California by 23 points, while he defeated Republican John McCain in 2008 by 24 points.

Table 1					
Trend of California voter preferences in the 2016 Presidential election (among likely voters)					
	Late Oct. 2016	September 2016	July 2016	Late May 2016	April 2016
Clinton-Kaine (D)	53%	50%	50%	53%	59%
Trump-Pence (R)	33	33	26	34	31
Johnson-Weld (L)	4	5	10	N/A	N/A
Stein-Baraka (G)	3	6	N/A	N/A	N/A
Undecided/might not vote	7	6	14	13	10

(D) Democratic Party, (R) Republican Party, (G) Green Party, (L) Libertarian Party. N/A: Not asked.

Clinton preferred across most of the state's major demographic subgroups

While there are huge partisan and ideological differences in voter preferences in the presidential campaign, Clinton is preferred across most of the state's major demographic subgroups.

Women continue to be among Clinton's strongest backers, and she leads Trump among this segment by twenty-seven points. Another Clinton stronghold are the state's ethnic voters. The current poll finds her leading among Latino voters by thirty-eight points, among African Americans by sixty-seven points and among Asian Americans by forty-four points.

Regionally, Clinton's largest leads are in the San Francisco Bay Area, where she holds a three-to-one advantage, and in Los Angeles County, where she is favored by a greater than two-to-one margin.

The only major voting blocs where Trump holds an advantage, other than Republicans and conservatives, are seniors age 65 or older, voters with no more than a high school education, and born-again Christians.

Table 2					
California likely voter preferences in the 2016 Presidential election by subgroup					
	<u>Clinton</u>	<u>Trump</u>	<u>Johnson</u>	<u>Stein</u>	<u>Undecided/ won't vote</u>
Total likely voters	53%	33	4	3	7
<u>Voting method</u>					
Precinct	52%	35	3	3	7
Mail	54%	32	5	3	6
Already voted	57%	34	3	3	3
<u>Party registration</u>					
Democrat	91%	4	1	2	2
Republican	7%	84	3	**	6
No party preference/other	42%	26	11	8	13
<u>Area</u>					
Coastal counties	58%	30	3	4	5
Inland counties	43%	41	6	2	8
<u>Region</u>					
Los Angeles County	62%	26	4	4	4
South Coast	45%	42	4	3	6
Other Southern CA	45%	44	2	3	6
Central Valley	41%	39	9	2	9
San Francisco Bay Area	65%	22	3	4	6
Other Northern CA*	47%	42	5	3	3
<u>Gender</u>					
Male	49%	37	4	3	7
Female	57%	30	5	3	5
<u>Age</u>					
18-39	68%	17	4	4	8
40-49	58%	24	4	7	7
50-64	50%	36	5	2	7
65 or older	40%	52	3	2	3
<u>Race/ethnicity</u>					
White non-Hispanic	48%	39	5	3	5
Latino	62%	24	2	5	7
African American*	79%	12	**	4	5
Asian American	65%	21	4	3	7
<u>Education</u>					
High school graduate or less	41%	50	2	2	5
Some college/trade school	48%	36	6	3	7
College graduate	57%	28	4	2	9
Post-graduate work	66%	22	3	5	4
<u>Marital status</u>					
Married/domestic partner	49%	38	4	2	7
Single/never married	68%	17	3	5	7
Widowed/separated/divorced	46%	39	6	5	4
<u>Parent of child under 18</u>					
Yes	61%	23	6	3	7
No	51%	37	4	3	5
<u>Born-again Christian</u>					
Yes	37%	53	4	1	5
No	58%	27	5	4	6

* Small sample base.

** Less than 1/2 of 1%.

Majorities view both candidates negatively

One poll finding that has characterized voter opinions of the candidates throughout this year's presidential election is the extent to which large proportions view both of the candidates negatively. This is most evident with regard to Trump. Two in three likely voters in California (65%) are ending the campaign with an unfavorable opinion of the billionaire businessman, most of whom view him very unfavorably (56%). Just 35% of Californians say they have a favorable opinion of Trump. As unfavorable as these assessments are, they are less negative than they were in April, when 73% had an unfavorable opinion of Trump and 22% had a favorable impression of him.

Clinton ends the campaign with 51% of Californians viewing her negatively, up from 44% in April. Similar to voter views of Trump, most of those who have a negative opinion of the former Secretary of State view her very unfavorably (40%).

Table 3						
Trend of California voter preferences in the 2016 Presidential election (among likely voters)						
	Late Oct. 2016	September 2016	July 2016	Late May 2016	April 2016	
Clinton						
Very favorable	25%	27%	53%	47%	50%	
Somewhat favorable	24	20				
	} 49%	} 47%				
Somewhat unfavorable	11	12	43	48	44	
Very unfavorable	40	41				
	} 51%	} 53%				
No opinion	*	*	4	5	6	
Trump						
Very favorable	15%	14%	24%	22%	22%	
Somewhat favorable	20	17				
	} 35%	} 31%				
Somewhat unfavorable	9	13	73	74	73	
Very unfavorable	56	56				
	} 65%	} 69%				
No opinion	*	*	3	4	5	

* Less than 1/2 of 1%.

Note: Previous measures asked voters if they had a favorable or unfavorable opinion of each of the candidates.

These are historically low voter evaluations for major party presidential candidates. In none of the past four presidential elections have majorities of Californians viewed either of the major party candidates unfavorably in the final *Field Poll*, much less both of them.

Table 4		
Comparing voter image ratings of this year's presidential candidates to those of previous candidates immediately prior to the election (among likely voters in California)		
	Favorable	Unfavorable
<u>2016 presidential candidates</u>		
Clinton (D)	49%	51
Trump (R)	35%	65
<u>2012 presidential candidates</u>		
Obama (D)	57%	35
Romney (R)	41%	49
<u>2008 presidential candidates</u>		
Obama (D)	61%	30
McCain (R)	43%	47
<u>2004 presidential candidates</u>		
Kerry (D)	52%	41
Bush (R)	46%	49
<u>2000 presidential candidates</u>		
Gore (D)	54%	41
Bush (R)	47%	48

(D) denotes Democrat, (R) denotes Republican.

Differences between 100% and the sum of percentages for each of the candidates equal proportion with no opinion..

Issues are more important to Californians than the candidates' personal or character traits

California voters were asked in the current survey whether issues facing the nation or the personal and character traits of the candidates were more important to them in deciding whom to support for president. In this setting, issues facing the nation are chosen by a wide margin (72% to 27%).

Clinton supporters say this more than two to one, while voters backing Trump are even more likely to feel this way, choosing issues over personal or character traits nearly five to one.

Table 5			
Which is a bigger factor in deciding whom to support for President (among likely voters)			
	Total likely voters	Clinton voters	Trump voters
Issues confronting the nation	72%	68%	83%
Personal/character traits	27	31	17
No opinion	1	1	*

* Less than 1/2 of 1%.

Both Clinton and Trump backers say the economy and jobs are their top issue concerns

When asked to rank the relative importance of six issues when deciding whom to support for President, 45% choose the economy and jobs as their number one issue. This view is shared equally by backers of both candidates. The three next highest-ranking issues are terrorism/public safety, mentioned by 18%, the environment and climate change (13%) and immigration (11%).

Trump supporters are more likely than voters backing Clinton to say terrorism/public safety and immigration are their top issues, while concerns about the environment/climate change are frequently expressed by Clinton backers and by almost none of those supporting Trump.

Table 6			
Most important issues to voters when deciding whom to support for President (among likely voters)			
	Total likely voters	Clinton voters	Trump voters
Economy/jobs	45%	45%	44%
Terrorism/public safety	18	11	30
Environment/climate change	13	21	1
Immigration	11	8	15
Taxes	7	5	8
Race relations	6	8	2

Percentages shown are the proportions of voters rating each as their top ranking issue from the six issues posed.

Clinton voters say experience, Trump voters leadership when asked about personal traits

Wider differences are evident between supporters of the two presidential candidates when voters are asked which personal or character traits are most important to them when choosing the next president. In this setting, experience is mentioned more than any other trait by Clinton voters (38%), while Trump supporters mention leadership most (36%).

Table 7			
Most important personal or character traits to voters when deciding whom to support for President (among likely voters)			
	Total likely voters	Clinton voters	Trump voters
Leadership	31%	29%	36%
Experience	22	38	2
Honesty	18	12	25
Understands people like me	11	9	13
Moral values	11	9	11
Strength	7	4	13

Percentages shown are the proportions of voters rating each as their top ranking personal or character trait from the six traits posed.

Information About the Survey

Methodological Details

The findings in this report come from a survey of California voters conducted jointly by *The Field Poll* and the Institute of Governmental Studies at the University of California, Berkeley. The survey was completed online by YouGov October 25-31, 2016 in English and Spanish among 1,498 Californians considered likely to vote in the November 2016 general election. In order to cover a broad range of issues and still minimize possible respondent fatigue, some of the questions included in this report are based on a random subsample of voters statewide.

YouGov administered the survey among a sample of the California registered voters who were included as part of its online panel of over 1.5 million U.S. residents. Eligible panel members were asked to participate in the poll through an invitation email containing a link to the survey. YouGov selected voters using a proprietary sampling technology frame that establishes interlocking targets, so that the characteristics of the voters selected approximate the demographic and regional profile of the overall California registered voter population. To help ensure diversity among poll respondents, YouGov recruits its panelists using a variety of methods, including web-based advertising and email campaigns, partner-sponsored solicitations, and telephone-to-web recruitment or mail-to-web recruitment. Difficult-to-reach populations are supplemented through more specialized recruitment efforts, including telephone and mail surveys.

The Field Poll and the Institute of Governmental Studies were jointly responsible for developing all questions included in the survey. After survey administration, YouGov forwarded its data file to *The Field Poll* for processing. *The Field Poll* then took the lead in developing and applying post-stratification weights to more precisely align the sample to *Field Poll* estimates of the demographic characteristics of the California registered voter population both overall and by region. The Field Poll was also responsible for determining which voters in the survey were considered most likely to vote in this year's election.

The Field Poll was established in 1947 as *The California Poll* by Mervin Field. The Poll has operated continuously since then as an independent, non-partisan survey of California public opinion. *The Field Poll* receives financial support from leading California newspapers and television stations, which purchase the rights of first release to *Field Poll* reports in their primary viewer or readership markets. The Poll also receives funding from the University of California and California State University systems, who receive the data files from each *Field Poll* survey shortly after its completion for teaching and secondary research purposes, as well as from foundations, non-profit organizations, and others as part of the Poll's policy research sponsor program.

Questions Asked

In the election for president, for whom (will/did) you vote? *HILLARY CLINTON-TIM KAINE, DEMOCRATIC PARTY; DONALD TRUMP-MIKE PENCE, REPUBLICAN PARTY; GARY JOHNSON-WILLIAM WELD, LIBERTARIAN PARTY; JILL STEIN-AJAMU BARAKA, GREEN PARTY.* (ORDERING OF PARTY TICKETS RANDOMIZED TO AVOID POSSIBLE SEQUENCE BIAS)

Thinking about this year's presidential election, which is a bigger factor to you in deciding whom to support – issues that will confront the next President and the nation or personal or character traits of the candidates?

What is your overall opinion of Hillary Clinton? *VERY FAVORABLE; SOMEWHAT FAVORABLE; SOMEWHAT UNFAVORABLE; VERY UNFAVORABLE.* (ASKED OF A RANDOM SUBSAMPLE OF 500 LIKELY VOTERS)

What is your overall opinion of Donald Trump? *VERY FAVORABLE; SOMEWHAT FAVORABLE; SOMEWHAT UNFAVORABLE; VERY UNFAVORABLE.* (ASKED OF A RANDOM SUBSAMPLE OF 500 LIKELY VOTERS)

Please indicate by ranking from 1-6 the personal or character traits that are most important to you in deciding who to support for President? *HONESTY; LEADERSHIP; EXPERIENCE; UNDERSTANDS PEOPLE LIKE ME; MORAL VALUES; STRENGTH* (ASKED OF A RANDOM SUBSAMPLE OF 499 LIKELY VOTERS)

Please indicate by ranking from 1-6 the issues that are most important to you in deciding who to support for President? *ECONOMY AND JOBS; TERRORISM AND PUBLIC SAFETY; IMMIGRATION; RACE RELATIONS; TAXES; THE ENVIRONMENT/CLIMATE CHANGE* (ASKED OF A RANDOM SUBSAMPLE OF 499 LIKELY VOTERS)

Note about Sampling Error Estimates

Polls conducted online using an opt-in panel do not easily lend themselves to the calculation of sampling error estimates as are traditionally reported for random sample telephone surveys.