

Table 6.2a: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Donald Trump

	ADI							GEOCODE									
	Total	Saginaw/ Flint/Bay City	GR/KZO O/West	Cad/TC/ Soo	Mid MI/Lansi ng	Metro Detroit	Misc/UP	City of Detroit	Balance of Wayne	Oakland	Macomb	Balance of Detroit SMSA	Mid-MI	West MI	Tri- Cities/Th umb	North Lower MI	UP
Base	598	76	127	37	46	297	15	38	70	84	48	57	67	115	59	43	18
	100%	13%	21%	6%	8%	50%	3%	6%	12%	14%	8%	10%	11%	19%	10%	7%	3%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	86	9	23	9	5	39	2	0	11	10	9	10	10	20	6	10	2
	14%	11%	18%	23%	10%	13%	13%	0%	15%	12%	18%	17%	14%	18%	10%	22%	11%
Aware, Somewhat Positive	88	10	25	4	3	44	3	1	10	15	10	10	6	24	7	4	4
	15%	13%	19%	10%	6%	15%	19%	3%	14%	18%	20%	17%	9%	21%	11%	9%	21%
Neither	51	10	12	4	2	23	1	5	6	3	7	3	3	11	9	5	1
	9%	13%	9%	10%	4%	8%	6%	13%	8%	3%	14%	5%	4%	9%	15%	11%	5%
Aware, Somewhat Negative	74	10	14	2	7	38	3	3	9	19	2	6	8	14	8	3	3
	12%	13%	11%	5%	15%	13%	19%	7%	13%	22%	4%	11%	11%	12%	14%	7%	16%
Aware, Very Negative	287	36	50	19	26	149	7	28	35	35	22	29	37	43	29	20	9
	48%	47%	39%	51%	58%	50%	44%	75%	50%	42%	45%	51%	56%	38%	50%	47%	47%
Unaware	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	7	1	3	0	2	1	0	0	0	1	0	0	2	3	0	1	0
	1%	1%	2%	0%	4%	0%	0%	0%	0%	1%	0%	0%	3%	2%	0%	2%	0%
Refused	5	1	1	0	1	2	0	1	0	1	0	0	2	0	0	1	0
	1%	1%	1%	0%	2%	1%	0%	3%	0%	1%	0%	0%	3%	0%	0%	2%	0%

Table 6.2b: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Donald Trump

	Party ID				Party ID by Gender						GENDER	
	Total	Democrat	Independent	Republican	Dem Men	Ind Men	Rep Men	Dem Women	Ind Women	Rep Women	Male	Female
Base	598	243	146	186	102	75	97	141	71	90	286	312
	100%	41%	24%	31%	17%	12%	16%	24%	12%	15%	48%	52%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	86	2	25	57	1	15	35	1	10	22	52	34
	14%	1%	17%	31%	1%	21%	36%	1%	13%	24%	18%	11%
Aware, Somewhat Positive	88	6	24	55	3	13	30	3	11	26	49	39
	15%	2%	17%	30%	3%	18%	31%	2%	15%	29%	17%	13%
Neither	51	9	14	24	4	7	11	4	7	13	23	28
	9%	4%	10%	13%	4%	9%	11%	3%	10%	15%	8%	9%
Aware, Somewhat Negative	74	30	18	21	12	12	7	18	7	14	34	40
	12%	12%	13%	11%	12%	16%	7%	12%	9%	16%	12%	13%
Aware, Very Negative	287	194	62	24	82	26	12	112	36	12	122	165
	48%	80%	43%	13%	80%	35%	12%	80%	51%	14%	43%	53%
Unaware	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	7	2	2	3	0	1	2	2	1	1	3	4
	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%
Refused	5	1	0	2	0	0	1	1	0	1	3	2
	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%	1%

Table 6.2c: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say SO.

Donald Trump

	Total	Age				Race		Education				Union Household	
		18-29	30-44	45-64	65+	Caucasian/White	African American/Black	High School or Less	Some College / Training	For Year College Degree	>4 Years College	Yes	No
Base	598 100%	51 9%	156 26%	243 41%	138 23%	477 80%	63 11%	159 27%	189 32%	153 26%	90 15%	151 25%	442 74%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	86 14%	5 9%	15 10%	38 16%	25 18%	78 16%	0 0%	21 13%	28 15%	22 14%	14 16%	18 12%	68 15%
Aware, Somewhat Positive	88 15%	6 11%	19 12%	41 17%	22 16%	83 17%	1 2%	22 14%	34 18%	21 14%	10 11%	15 10%	72 16%
Neither	51 9%	5 10%	9 6%	28 12%	9 6%	38 8%	5 8%	15 9%	19 10%	11 7%	6 6%	8 5%	43 10%
Aware, Somewhat Negative	74 12%	8 15%	27 17%	31 13%	8 6%	54 11%	14 22%	21 13%	21 11%	14 9%	18 20%	23 15%	52 12%
Aware, Very Negative	287 48%	28 55%	82 53%	100 41%	72 52%	215 45%	42 66%	77 48%	83 44%	82 53%	43 47%	82 54%	201 45%
Unaware	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't Know	7 1%	0 0%	3 2%	3 1%	1 1%	6 1%	0 0%	3 2%	1 1%	3 2%	0 0%	3 2%	4 1%
Refused	5 1%	0 0%	1 1%	2 1%	2 1%	3 1%	1 2%	1 1%	3 2%	1 1%	0 0%	2 1%	3 1%

Table 6.2d: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Donald Trump

	Fun - What do you prefer to Drink?				
	Total	Beer	Wine	Hard Liquor	Don't Drink
Base	598	137	122	60	261
	100%	23%	20%	10%	44%
		100%	100%	100%	100%
Aware, Very Positive	86	16	18	9	41
	14%	12%	15%	14%	16%
Aware, Somewhat Positive	88	20	18	4	42
	15%	15%	15%	6%	16%
Neither	51	15	10	5	20
	9%	11%	9%	8%	8%
Aware, Somewhat Negative	74	22	19	7	25
	12%	16%	16%	12%	9%
Aware, Very Negative	287	60	56	35	125
	48%	44%	46%	59%	48%
Unaware	0	0	0	0	0
	0%	0%	0%	0%	0%
Don't Know	7	2	0	0	5
	1%	1%	0%	0%	2%
Refused	5	2	0	0	3
	1%	1%	0%	0%	1%

Table 6.2e: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Donald Trump

	Interest in Election				I'd like you to rate the chances that you will vote in the presidential election: Are you absolutely certain to vote, will you probably vote, are the chances 50-50, or less than that?					Vote		
	Total	High Interest	5-6	Low Interest	Absolutely certain to vote	Will probably vote	Chances 50-50	Chances less than 50-50	Already voted (Volunteered)	Plan absentee	Vote at poll	Already voted absentee
		7-10		1-4								
Base	598	423	47	126	510	20	22	9	28	108	414	55
	100%	71%	8%	21%	85%	3%	4%	2%	5%	18%	69%	9%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	86	69	1	14	83	0	0	0	3	17	57	10
	14%	16%	2%	11%	16%	0%	0%	0%	10%	16%	14%	17%
Aware, Somewhat Positive	88	64	8	16	79	1	1	1	6	14	66	8
	15%	15%	17%	13%	15%	5%	4%	11%	20%	13%	16%	14%
Neither	51	30	12	10	42	5	1	3	1	15	30	5
	9%	7%	25%	8%	8%	24%	4%	33%	3%	14%	7%	9%
Aware, Somewhat Negative	74	40	11	23	60	6	3	0	2	11	56	5
	12%	10%	24%	18%	12%	29%	15%	0%	7%	10%	14%	9%
Aware, Very Negative	287	212	14	61	236	8	17	4	17	47	198	28
	48%	50%	31%	48%	46%	38%	77%	46%	60%	44%	48%	51%
Unaware	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	7	5	0	2	5	1	0	1	0	2	4	0
	1%	1%	0%	2%	1%	5%	0%	11%	0%	2%	1%	0%
Refused	5	3	1	0	5	0	0	0	0	2	3	0
	1%	1%	2%	0%	1%	0%	0%	0%	0%	2%	1%	0%

Table 6.2f: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Donald Trump

	Total	Trump		Clinton	
		Total Pos	Total Neg	Total Pos	Total Neg
Base	598 100%	174 29%	361 60%	189 32%	345 58%
		100%	100%	100%	100%
Aware, Very Positive	86 14%	86 49%	0 0%	0 0%	85 25%
Aware, Somewhat Positive	88 15%	88 51%	0 0%	4 2%	81 24%
Neither	51 9%	0 0%	0 0%	3 2%	33 9%
Aware, Somewhat Negative	74 12%	0 0%	74 21%	17 9%	51 15%
Aware, Very Negative	287 48%	0 0%	287 79%	164 87%	91 26%
Unaware	0 0%	0 0%	0 0%	0 0%	0 0%
Don't KNow	7 1%	0 0%	0 0%	1 1%	3 1%
Refused	5 1%	0 0%	0 0%	0 0%	1 0%

Table 6.3a: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Hillary Clinton

	ADI							GEOCODE									
	Total	Saginaw/ Flint/Bay City	GR/KZO O/West	Cad/TC/ Soo	Mid MI/Lansi ng	Metro Detroit	Misc/UP	City of Detroit	Balance of Wayne	Oakland	Macomb	Balance of Detroit SMSA	Mid-MI	West MI	Tri- Cities/Th umb	North Lower MI	UP
Base	598	76	127	37	46	297	15	38	70	84	48	57	67	115	59	43	18
	100%	13%	21%	6%	8%	50%	3%	6%	12%	14%	8%	10%	11%	19%	10%	7%	3%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	79	8	14	5	6	46	1	11	10	11	6	8	8	13	5	6	2
	13%	11%	11%	13%	13%	15%	6%	29%	14%	14%	12%	13%	11%	11%	9%	13%	11%
Aware, Somewhat Positive	110	14	15	2	9	66	4	13	14	19	8	12	12	13	12	3	4
	18%	19%	12%	5%	20%	22%	25%	35%	20%	22%	16%	22%	18%	12%	21%	7%	21%
Neither	50	7	12	5	3	22	1	4	6	5	2	6	6	10	5	5	2
	8%	10%	9%	13%	6%	8%	6%	9%	9%	6%	4%	10%	9%	8%	9%	11%	11%
Aware, Somewhat Negative	93	13	17	4	3	55	2	7	11	17	12	8	7	16	9	5	2
	16%	17%	14%	10%	6%	18%	13%	18%	16%	21%	24%	14%	10%	14%	15%	11%	11%
Aware, Very Negative	252	33	64	22	22	104	8	2	29	29	21	23	31	58	27	24	9
	42%	43%	50%	59%	48%	35%	50%	6%	41%	34%	44%	40%	46%	51%	46%	56%	47%
Unaware	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't KNow	9	1	4	0	2	2	0	0	0	2	0	0	2	4	0	1	0
	1%	1%	3%	0%	4%	1%	0%	0%	0%	2%	0%	0%	3%	3%	0%	2%	0%
Refused	5	0	2	0	1	2	0	1	0	1	0	0	2	1	0	0	0
	1%	0%	2%	0%	2%	1%	0%	3%	0%	1%	0%	0%	3%	1%	0%	0%	0%

Table 6.3b: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Hillary Clinton

	Party ID				Party ID by Gender						GENDER	
	Total	Democrat	Independent	Republican	Dem Men	Ind Men	Rep Men	Dem Women	Ind Women	Rep Women	Male	Female
Base	598	243	146	186	102	75	97	141	71	90	286	312
	100%	41%	24%	31%	17%	12%	16%	24%	12%	15%	48%	52%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	79	68	7	2	35	2	1	34	5	1	37	41
	13%	28%	5%	1%	34%	3%	1%	24%	8%	1%	13%	13%
Aware, Somewhat Positive	110	87	22	1	33	10	0	53	11	1	45	66
	18%	36%	15%	1%	33%	14%	0%	38%	16%	1%	16%	21%
Neither	50	29	11	7	12	3	3	17	8	4	18	31
	8%	12%	7%	4%	11%	4%	3%	12%	11%	4%	6%	10%
Aware, Somewhat Negative	93	31	26	28	11	15	9	20	11	19	40	53
	16%	13%	18%	15%	11%	21%	9%	15%	15%	21%	14%	17%
Aware, Very Negative	252	23	76	146	12	41	83	12	34	63	139	113
	42%	10%	52%	78%	11%	56%	86%	8%	48%	70%	49%	36%
Unaware	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	9	3	4	2	0	3	1	3	1	1	4	5
	1%	1%	3%	1%	0%	4%	1%	2%	1%	1%	1%	2%
Refused	5	1	0	1	0	0	0	1	0	1	2	3
	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	1%

Table 6.3c: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Hillary Clinton

	Total	Age				Race		Education				Union Household	
		18-29	30-44	45-64	65+	Caucasian/White	African American/Black	High School or Less	Some College / Training	For Year College Degree	>4 Years College	Yes	No
Base	598	51	156	243	138	477	63	159	189	153	90	151	442
	100%	9%	26%	41%	23%	80%	11%	27%	32%	26%	15%	25%	74%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	79	1	12	37	29	54	18	21	23	20	15	21	58
	13%	2%	8%	15%	21%	11%	28%	13%	12%	13%	17%	14%	13%
Aware, Somewhat Positive	110	11	35	39	22	79	21	28	32	32	18	32	78
	18%	22%	22%	16%	16%	17%	34%	17%	17%	21%	20%	22%	18%
Neither	50	5	15	18	12	38	8	18	14	11	7	11	39
	8%	10%	10%	7%	8%	8%	12%	11%	7%	7%	8%	7%	9%
Aware, Somewhat Negative	93	10	33	32	18	69	13	25	24	27	15	25	66
	16%	19%	21%	13%	13%	14%	20%	16%	13%	18%	16%	17%	15%
Aware, Very Negative	252	21	57	114	56	230	3	63	92	58	34	56	193
	42%	41%	36%	47%	41%	48%	4%	40%	49%	38%	38%	37%	44%
Unaware	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	9	3	3	2	1	5	0	4	1	3	1	3	6
	1%	6%	2%	1%	1%	1%	0%	2%	1%	2%	1%	2%	1%
Refused	5	0	1	2	1	3	1	1	2	2	0	2	3
	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%

Table 6.3d: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Hillary Clinton

	Fun - What do you prefer to Drink?				
	Total	Beer	Wine	Hard Liquor	Don't Drink
Base	598	137	122	60	261
	100%	23%	20%	10%	44%
		100%	100%	100%	100%
Aware, Very Positive	79	13	17	7	39
	13%	9%	14%	12%	15%
Aware, Somewhat Positive	110	20	29	20	39
	18%	15%	24%	33%	15%
Neither	50	14	13	5	17
	8%	10%	10%	9%	7%
Aware, Somewhat Negative	93	26	20	3	42
	16%	19%	16%	5%	16%
Aware, Very Negative	252	59	44	24	117
	42%	43%	36%	41%	45%
Unaware	0	0	0	0	0
	0%	0%	0%	0%	0%
Don't Know	9	4	0	0	4
	1%	3%	0%	0%	1%
Refused	5	2	0	0	3
	1%	1%	0%	0%	1%

Table 6.3e: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Hillary Clinton

	I'd like you to rate the chances that you will vote in the presidential election: Are you absolutely certain to vote, will you probably vote, are the chances 50-50, or less than that?											
	Interest in Election				Vote					Vote		
	Total	High Interest 7-10	5-6	Low Interest 1-4	Absolutely certain to vote	Will probably vote	Chances 50-50	Chances less than 50-50	Already voted (Volunteered)	Plan absentee	Vote at poll	Already voted absentee
Base	598	423	47	126	510	20	22	9	28	108	414	55
	100%	71%	8%	21%	85%	3%	4%	2%	5%	18%	69%	9%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aware, Very Positive	79	70	0	9	72	0	1	0	6	18	48	12
	13%	17%	0%	7%	14%	0%	4%	0%	20%	17%	12%	22%
Aware, Somewhat Positive	110	87	9	15	96	0	5	0	8	18	79	10
	18%	21%	19%	12%	19%	0%	24%	0%	28%	17%	19%	18%
Neither	50	28	10	12	40	4	2	3	1	9	35	4
	8%	7%	21%	10%	8%	19%	10%	33%	3%	8%	9%	7%
Aware, Somewhat Negative	93	51	12	31	73	7	4	1	6	16	63	11
	16%	12%	25%	25%	14%	33%	18%	11%	21%	15%	15%	20%
Aware, Very Negative	252	176	16	58	217	9	10	4	8	43	180	18
	42%	42%	35%	46%	43%	43%	44%	46%	27%	40%	44%	33%
Unaware	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	9	8	0	1	7	1	0	1	0	1	6	0
	1%	2%	0%	1%	1%	5%	0%	11%	0%	1%	1%	0%
Refused	5	4	0	0	5	0	0	0	0	3	2	0
	1%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%

Table 6.3f: Now, I'm going to read you the names of several people in the news, and I'd like you to rate your feelings toward each as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Hillary Clinton

	Total	Trump		Clinton	
		Total Pos	Total Neg	Total Pos	Total Neg
Base	598 100%	174 29%	361 60%	189 32%	345 58%
		100%	100%	100%	100%
Aware, Very Positive	79 13%	2 1%	73 20%	79 42%	0 0%
Aware, Somewhat Positive	110 18%	2 1%	109 30%	110 58%	0 0%
Neither	50 8%	3 2%	32 9%	0 0%	0 0%
Aware, Somewhat Negative	93 16%	16 9%	69 19%	0 0%	93 27%
Aware, Very Negative	252 42%	150 86%	73 20%	0 0%	252 73%
Unaware	0 0%	0 0%	0 0%	0 0%	0 0%
Don't Know	9 1%	0 0%	6 2%	0 0%	0 0%
Refused	5 1%	1 1%	0 0%	0 0%	0 0%