



**Bloomberg Politics – Purple Slice Poll**  
**Married Women Voters**  
**Conducted by Purple Strategies**  
**Survey Topline**  
**April 2016**

**METHODOLOGY**

*Purple Insights conducted 912 interviews of married women who are likely 2016 general election voters, including an oversample of Republican presidential primary voters, between April 5 and 10, 2016. The poll was conducted online, using an opt-in nationally representative panel.*

**Base sample:**

- 603 general election voters (MoE: +/- 4.0%, at the 95% confidence level)

**Base + Oversample:**

- 513 Republican primary voters (MoE: +/- 4.3%, at the 95% confidence level)

**FAVORABILITY**

| <i>You will now see a list of people. For each one, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of them. If you have never heard of the person, please say so. Showing Total Favorable / Total Unfavorable</i> | Married Women           |                    |
|---|-------------------------|--------------------|
|   | General Election Voters | GOP Primary Voters |
| Barack Obama  | 47 / 53                 | 13 / 86            |
| Hillary Clinton   | 40 / 58                 | 10 / 89            |
| Bill Clinton  | 48 / 50                 | 18 / 80            |
| Bernie Sanders  | 48 / 47                 | 21 / 76            |
| Donald Trump  | 27 / 70                 | 52 / 45            |
| Ted Cruz  | 36 / 58                 | 57 / 40            |
| John Kasich   | 42 / 34                 | 55 / 29            |
| Mitt Romney   | 34 / 58                 | 50 / 44            |
| Paul Ryan   | 30 / 47                 | 50 / 30            |

2016 PRESIDENTIAL ELECTION

| <b>IF PAST OR FUTURE GOP PRIMARY VOTER: <i>Regardless of whether or not your state has held its primary or caucus, if the 2016 Republican presidential primary or caucus were held today and the candidates were: Donald Trump, Ted Cruz and John Kasich for whom would you vote?</i></b> | <b>Married Women</b>      |
|---|---------------------------|
|   | <b>GOP Primary Voters</b> |
| Donald Trump  | 37                        |
| Ted Cruz  | 32                        |
| John Kasich   | 25                        |
| Someone else  | 1                         |
| None of the above   | 1                         |
| Not sure  | 4                         |

| <b><i>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote?</i></b> | <b>Married Women</b>           |                           |
|--|--------------------------------|---------------------------|
|  | <b>General Election Voters</b> | <b>GOP Primary Voters</b> |
| Hillary Clinton  | 48                             | 14                        |
| Donald Trump   | 36                             | 69                        |
| Not sure   | 16                             | 17                        |

| <b><i>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Ted Cruz, for whom would you vote?</i></b> | <b>Married Women</b>           |                           |
|--|--------------------------------|---------------------------|
|  | <b>General Election Voters</b> | <b>GOP Primary Voters</b> |
| Hillary Clinton  | 43                             | 10                        |
| Ted Cruz   | 43                             | 77                        |
| Not sure   | 14                             | 13                        |

| <b><i>Regardless of who you support now, who do you think is going to be our next President?</i></b> | <b>Married Women</b>           |                           |
|--|--------------------------------|---------------------------|
|  | <b>General Election Voters</b> | <b>GOP Primary Voters</b> |
| Hillary Clinton  | 38                             | 22                        |
| Bernie Sanders   | 8                              | 3                         |
| Donald Trump   | 21                             | 35                        |
| Ted Cruz   | 10                             | 15                        |
| John Kasich  | 1                              | 2                         |
| Someone else   | 0                              | 0                         |
| Not sure   | 22                             | 23                        |

| <b><i>Which of the following best describes your interest level in this presidential campaign?</i></b> | <b>Married Women</b>           |                           |
|--|--------------------------------|---------------------------|
|  | <b>General Election Voters</b> | <b>GOP Primary Voters</b> |
| I'm <u>more</u> interested in this election than I've been before                                      | 51                             | 56                        |
| I'm <u>less</u> interested in this election than I've been before                                      | 20                             | 15                        |
| I'm no more or less interested in this election than I've been before                                  | 27                             | 26                        |
| I'm not sure   | 2                              | 2                         |

| <b><i>If Donald Trump is the Republican nominee for president, are you more or less likely to vote in this year's general election for President or does his nomination have no impact on whether or not you plan to vote?</i></b> | <b>Married Women</b>           |                           |
|--|--------------------------------|---------------------------|
|  | <b>General Election Voters</b> | <b>GOP Primary Voters</b> |
| More likely  | 46                             | 41                        |
| Less likely  | 9                              | 5                         |
| No impact  | 42                             | 50                        |
| Don't know   | 3                              | 3                         |

| <b><i>If Hillary Clinton is the Democratic nominee for president, are you more or less likely to vote in this year's general election or does her nomination have no impact on whether or not you plan to vote?</i></b> | <b>Married Women</b>           |                           |
|---|--------------------------------|---------------------------|
|   | <b>General Election Voters</b> | <b>GOP Primary Voters</b> |
| More likely   | 40                             | 32                        |
| Less likely   | 6                              | 8                         |
| No impact   | 50                             | 56                        |
| Don't know  | 3                              | 3                         |

**CANDIDATE TRAITS**

| <i>Below you will see a phrase people sometimes use to describe candidates. Please tell me how well you think that phrase describes each candidate. Do you think it describes each candidate very well, pretty well, not too well, or not well at all?</i> | <b>Married Women – General Election Voters</b> |              |             |                |
|--|--|--------------|-------------|----------------|
|  |  | <b>Trump</b> | <b>Cruz</b> | <b>Clinton</b> |
| Has new ideas to lead us into the future   | <i>Very well</i>                               | 17           | 6           | 11             |
|  | <i>Net well/Not too well</i>                   | 43 / 51      | 30 / 50     | 36 / 56        |
| Cares more about the middle class  | <i>Very well</i>                               | 7            | 5           | 12             |
|  | <i>Net well/Not too well</i>                   | 28 / 35      | 32 / 49     | 37 / 54        |
| Knows what it takes to create jobs   | <i>Very well</i>                               | 22           | 6           | 12             |
|  | <i>Net well/Not too well</i>                   | 52 / 43      | 30 / 48     | 42 / 49        |
| Will change the way Washington does business   | <i>Very well</i>                               | 21           | 7           | 9              |
|  | <i>Net well/Not too well</i>                   | 47 / 46      | 26 / 54     | 28 / 65        |
| Has the right temperament to be president  | <i>Very well</i>                               | 6            | 9           | 19             |
|  | <i>Net well/Not too well</i>                   | 18 / 79      | 43 / 40     | 52 / 43        |
| Is ready to lead our country on day one in office  | <i>Very well</i>                               | 13           | 9           | 20             |
|  | <i>Net well/Not too well</i>                   | 32 / 62      | 35 / 49     | 51 / 45        |
| Understands the challenges facing women like me  | <i>Very well</i>                               | 6            | 5           | 23             |
|  | <i>Net well/Not too well</i>                   | 18 / 76      | 24 / 55     | 55 / 41        |
| Would be a good role model for children  | <i>Very well</i>                               | 5            | 8           | 15             |
|  | <i>Net well/Not too well</i>                   | 17 / 77      | 35 / 45     | 45 / 49        |
| Has been unfairly attacked by the media  | <i>Very well</i>                               | 16           | 8           | 12             |
|  | <i>Net well/Not too well</i>                   | 33 / 60      | 29 / 52     | 35 / 57        |
| Shares my values   | <i>Very well</i>                               | 9            | 7           | 11             |
|  | <i>Net well/Not too well</i>                   | 24 / 71      | 31 / 52     | 34 / 59        |
| Is trustworthy   | <i>Very well</i>                               | 8            | 9           | 10             |
|  | <i>Net well/Not too well</i>                   | 25 / 68      | 33 / 48     | 30 / 64        |
| Will combat terrorist threats at home and abroad   | <i>Very well</i>                               | 20           | 7           | 14             |
|  | <i>Net well/Not too well</i>                   | 43 / 51      | 38 / 40     | 45 / 48        |

| <i>Below you will see a phrase people sometimes use to describe candidates. Please tell me how well you think that phrase describes each candidate. Do you think it describes each candidate very well, pretty well, not too well, or not well at all?</i> | Married Women – GOP Primary Voters |         |         |
|--|------------------------------------|---------|---------|
|  |                                    | Trump   | Cruz    |
| Has new ideas to lead us into the future   | <i>Very well</i>                   | 31      | 12      |
|  | <i>Net well/Not too well</i>       | 67 / 28 | 48 / 37 |
| Cares more about the middle class  | <i>Very well</i>                   | 12      | 13      |
|  | <i>Net well/Not too well</i>       | 46 / 46 | 54 / 32 |
| Knows what it takes to create jobs   | <i>Very well</i>                   | 39      | 12      |
|  | <i>Net well/Not too well</i>       | 75 / 22 | 49 / 34 |
| Will change the way Washington does business   | <i>Very well</i>                   | 37      | 11      |
|  | <i>Net well/Not too well</i>       | 70 / 25 | 41 / 44 |
| Has the right temperament to be president  | <i>Very well</i>                   | 11      | 19      |
|  | <i>Net well/Not too well</i>       | 34 / 58 | 64 / 27 |
| Is ready to lead our country on day one in office  | <i>Very well</i>                   | 23      | 17      |
|  | <i>Net well/Not too well</i>       | 56 / 39 | 58 / 30 |
| Understands the challenges facing women like me  | <i>Very well</i>                   | 10      | 10      |
|  | <i>Net well/Not too well</i>       | 34 / 58 | 42 / 41 |
| Would be a good role model for children  | <i>Very well</i>                   | 9       | 18      |
|  | <i>Net well/Not too well</i>       | 30 / 61 | 55 / 29 |
| Has been unfairly attacked by the media  | <i>Very well</i>                   | 26      | 15      |
|  | <i>Net well/Not too well</i>       | 55 / 39 | 40 / 44 |
| Shares my values   | <i>Very well</i>                   | 14      | 15      |
|  | <i>Net well/Not too well</i>       | 43 / 49 | 54 / 34 |
| Is trustworthy   | <i>Very well</i>                   | 14      | 17      |
|  | <i>Net well/Not too well</i>       | 47 / 44 | 55 / 33 |
| Will combat terrorist threats at home and abroad   | <i>Very well</i>                   | 35      | 17      |
|  | <i>Net well/Not too well</i>       | 68 / 27 | 60 / 28 |
| Makes me proud to be a Republican  | <i>Very well</i>                   | 16      | 14      |
|  | <i>Net well/Not too well</i>       | 39 / 53 | 46 / 40 |
| Can unify the Republican party to defeat Hillary Clinton   | <i>Very well</i>                   | 18      | 13      |
|  | <i>Net well/Not too well</i>       | 43 / 45 | 47 / 37 |

**CAMPAIGN TONE**

| <i>Which ONE of the following best describes your feelings about this presidential campaign?</i> | Married Women           |                    |
|--|-------------------------|--------------------|
|  | General Election Voters | GOP Primary Voters |
| Afraid   | 42                      | 38                 |
| Optimistic   | 11                      | 14                 |
| Enthusiastic   | 8                       | 9                  |
| Pessimistic  | 17                      | 16                 |
| Disillusioned  | 17                      | 15                 |
| Not sure   | 5                       | 9                  |

| <i>Do you think the tone of this campaign is...?</i>  | Married Women           |                    |
|---|-------------------------|--------------------|
|   | General Election Voters | GOP Primary Voters |
| More <u>negative</u> than most presidential campaigns | 75                      | 67                 |
| More <u>positive</u> than most presidential campaigns | 4                       | 5                  |
| Just about the same as most presidential campaigns    | 18                      | 26                 |
| I'm not sure  | 3                       | 2                  |

| <i>Which of the following comes closest to your view?</i>   | Married Women           |                    |
|---|-------------------------|--------------------|
|   | General Election Voters | GOP Primary Voters |
| Trump is setting a new low in his campaign's negativity that is discouraging me from politics and voting. | 54                      | 31                 |
| Trump is bringing refreshing honesty to campaigning and candidates can learn a lot from him.              | 28                      | 47                 |
| I'm not sure  | 18                      | 22                 |

| <i>Which of the following comes closest to your view?</i>  | Married Women           |                    |
|--|-------------------------|--------------------|
|  | General Election Voters | GOP Primary Voters |
| The way Trump talks about women is offensive and embarrassing. It makes him unacceptable as a Presidential candidate                                     | 58                      | 31                 |
| Trump simply tells it like it is, and speaks plainly about all groups. It's clear from the people Trump trusts that he values the input of strong women. | 30                      | 52                 |
| I'm not sure   | 11                      | 17                 |

| <i>Regardless of whether or not you support Hillary Clinton, do you think she has been treated better or worse by the media and political opponents because of her gender, or do you think her gender has no impact on how she's been treated?</i> | Married Women           |                    |
|--|-------------------------|--------------------|
|  | General Election Voters | GOP Primary Voters |
| Clinton has been treated <u>better</u>   | 22                      | 35                 |
| Clinton has been treated <u>worse</u>  | 19                      | 6                  |
| Her gender has no impact on how she's been treated   | 53                      | 54                 |
| I'm not sure   | 6                       | 5                  |

| <i>Which of the following comes closest to your view?</i>   | Married Women           |                    |
|---|-------------------------|--------------------|
|   | General Election Voters | GOP Primary Voters |
| I think it's about time we had a woman president, and this makes me more excited to support Hillary Clinton.    | 15                      | 3                  |
| The way I feel about Hillary Clinton—either for her or against her—doesn't have anything to do with her gender. | 78                      | 90                 |
| Clinton's gender makes me less likely to vote for her.  | 4                       | 5                  |
| I'm not sure  | 4                       | 2                  |

## ABORTION

| <i>Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?</i> | Married Women           |                    |
|---|-------------------------|--------------------|
|   | General Election Voters | GOP Primary Voters |
| Legal in all cases  | 28                      | 15                 |
| Legal in most cases   | 30                      | 26                 |
| Illegal in most cases   | 24                      | 37                 |
| Illegal in all cases  | 8                       | 15                 |
| Don't know  | 9                       | 6                  |

| <i>When it comes to abortion, do you think Donald Trump holds views that are similar to your position on the issue, or different from your position on the issue?</i> | Married Women           |                    |
|---|-------------------------|--------------------|
|   | General Election Voters | GOP Primary Voters |
| Similar to my position  | 19                      | 30                 |
| Different from my position  | 50                      | 31                 |
| I'm not sure  | 31                      | 39                 |

| <i>As far as you know, does Donald Trump believe abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?</i> | Married Women           |                    |
|--|-------------------------|--------------------|
|  | General Election Voters | GOP Primary Voters |
| Legal in all cases   | 2                       | 4                  |
| Legal in most cases  | 12                      | 16                 |
| Illegal in most cases  | 29                      | 34                 |
| Illegal in all cases   | 24                      | 14                 |
| Don't know   | 32                      | 33                 |

In the past, Donald Trump has said that on abortion he was “very pro-choice.” He has since said that his position has evolved, and that “like Ronald Reagan, I am pro-life with exceptions.” This past week he said that if abortion were made illegal there should be a punishment for women who had an abortion. Since then, he has said that only a person performing abortions should be punished.

| <i>If Donald Trump were elected president, do you think that on abortion he would...?</i> | Married Women           |                    |
|---|-------------------------|--------------------|
|   | General Election Voters | GOP Primary Voters |
| Support policies that are in line with your position on the issue                         | 20                      | 32                 |
| Support policies that are NOT in line with your position on the issue                     | 48                      | 25                 |
| I'm not sure  | 31                      | 43                 |