ECHELON INSIGHTS   LUCID

N=912 Registered Voters Nationwide; N=742 Likely Voters
July 21-22, 2016
All interviews conducted online following the Republican National Convention

Are you currently registered to vote?

1. **Yes (CONTINUE)**	
2. **No (TERMINATE)**	
3. **Unsure (TERMINATE)**	

1) How likely are you to vote in the 2016 presidential election?

1. **Will definitely vote**	**81%**
2. **Will probably vote**	**13%**
3. **May or may not vote**	**5%**
4. **Will probably not vote**	**1%**
5. **Will definitely not vote**	**1%**

2) This November, do you plan to vote for the Democrat or Republican candidate in your Congressional district?

	All	**LV**
1. **Democrat**	**41%**	**43%**
2. **Republican**	**35%**	**36%**
3. **Undecided**	**25%**	**25%**

3) If the election for President were held today, for whom would you vote?

	All	**LV**
1. **Hillary Clinton**	**40%**	**42%**
2. **Donald Trump**	**39%**	**41%**
3. **Gary Johnson**	**3%**	**3%**
4. **Jill Stein**	**2%**	**2%**
5. **Undecided**	**17%**	**12%**

4) If the election for President were held today and the choices were Hillary Clinton and Donald Trump, for whom would you vote?

	All	LV
1. Hillary Clinton	45%	47%
2. Donald Trump	41%	43%
3. Undecided	15%	11%

5) Did you vote in your state's 2016 presidential primary or caucus?

1. Yes, I voted in the Democratic primary	39%
2. Yes, I voted in the Republican primary	25%
3. No, I did not vote in either party's primary	33%
4. Unsure	3%

IF YES, VOTED IN THE DEMOCRATIC PRIMARY IN Q2
6) Which candidate did you vote for in your state's Democratic primary? Total N=358

1. Hillary Clinton	58%
2. Bernie Sanders	36%
3. Martin O'Malley	*
4. Other	3%
5. Unsure	2%

IF YES, VOTED IN THE REPUBLICAN PRIMARY IN Q2
7) Which candidate did you vote for in your state's Republican primary? Total N=228

1. Jeb Bush	4%
2. Ben Carson	5%
3. Chris Christie	1%
4. Ted Cruz	13%
5. Carly Fiorina	*
6. John Kasich	11%
7. Marco Rubio	5%
8. Donald Trump	58%
9. Other	2%
10. Unsure	*

8) Did you watch any of the Republican convention in Cleveland?

1. Yes, I watched all of the convention	22%
2. Yes, I watched some speeches	38%
3. No, but I watched coverage of the convention	17%
4. No, I did not watch the convention or any coverage	22%
5. Unsure	*

IF 1-3 IN Q5

9) How did you watch the convention or coverage of the convention? Please choose all that apply

1. Watched the convention live on cable news	38%
2. Watched the convention live on broadcast news	26%
3. Watched the convention live via online streaming	9%
4. Listened to post-convention coverage on the radio	6%
5. Watched post-convention coverage on cable news	15%
6. Watched post-convention coverage on broadcast news	13%
7. Watched or read post-convention coverage via online news sources	12%
8. Watched or read post-convention coverage on Twitter	5%
9. Watched or read post-convention coverage on Facebook	9%
10. Watched post-convention coverage on Snapchat	1%
11. Unsure/Refused	1%

IF 1, 2, 5, OR 6 in Q8

10) And on which channels did you watch the convention live or post-convention coverage? (Allow multiple responses) Total N=539

1. CNN	36%
2. FOX	28%
3. MSNBC	12%
4. NBC	21%
5. ABC	21%
6. CBS	21%
7. Other (please specify)	3%

11) After watching the convention or coverage of the convention, are you more or less likely to vote for Donald Trump?

1. Much more likely to vote for Donald Trump	26%
2. Somewhat more likely to vote for Donald Trump	11%
3. Neither more nor less likely to vote for Donald Trump	21%
4. Somewhat less likely to vote for Donald Trump	4%
5. Much less likely to vote for Donald Trump	32%
6. Unsure	7%

12) Do you think the Republican Party is more or less unified after the convention?

1. More unified	33%
2. Less unified	34%
3. Unsure	33%

13) Based on what you have seen, read, or heard about the Republican convention, which of the following best reflects your impression of the success of the event?

1. The convention was an unqualified success for Donald Trump and the Republican Party	15%
2. The convention had some bumps, but was overall a success for Donald Trump and the Republican Party	40%
3. The convention was a minor failure for Donald Trump and the Republican Party	11%
4. The convention was a major failure for Donald Trump and the Republican Party	16%
5. Unsure	18%

14) Have you seen, read, or heard anything about the following stories from the Republican convention? (Allow multiple responses)

1. Melania Trump's plagiarism controversy	62%
2. Delegates trying to challenge the rules	25%
3. Sarah Palin's speech*	5%
4. Donald Trump Jr.'s speech	35%
5. Ben Carson's use of the word "Lucifer"	25%
6. Ted Cruz's speech not endorsing Trump	55%
7. Mike Pence's Vice Presidential nomination acceptance speech	29%
8. Chris Christie's speech	22%
9. Donald Trump's Presidential nomination acceptance speech	40%
10. Investor Peter Thiel's speech	9%
11. Ivanka Trump's speech	36%
12. None of the above	9%

*"False positive" response included to check data quality.

15) Do you approve or disapprove of Ted Cruz's decision to not endorse Donald Trump at the Republican convention?

1. Strongly approve	29%
2. Somewhat approve	12%
3. Neither approve nor disapprove	21%
4. Somewhat disapprove	9%
5. Strongly disapprove	22%
6. Unsure	7%

16) What would you say were the top themes of the Republican convention? (Allow up to two responses)

1. Unifying the Republican Party	*
2. Defeating Hillary Clinton	54%
3. Improving the economy	27%
4. Making America safer and more secure	56%
5. Other (please specify)	5%
6. Unsure	15%

17) On a scale of 1-100, where 1 is not at all successful and 100 is completely successful, how would you rate the Republican convention's success in accomplishing the following goals?

	Not Successful at all	Somewhat Unsuccessful	Somewhat Successful	Completely Successful	Unsure/ Refused
1. Unifying the Republican Party	26%	21%	29%	22%	3%
2. Showing Donald Trump as a family man	20%	16%	28%	33%	3%
3. Demonstrating that Donald Trump is qualified to be President	32%	17%	21%	26%	4%
4. Showing that Donald Trump will keep his promises if elected	30%	19%	21%	25%	5%
5. Making the case against voting for Hillary Clinton	22%	16%	22%	35%	6%
6. Showcasing Donald Trump as a successful businessman	17%	14%	25%	36%	7%
7. Showcasing Mike Pence as a strong Vice Presidential pick	21%	19%	23%	29%	9%

18) What is the biggest concern you have about Hillary Clinton?

1. Use of a private email server while Secretary of State	12%
2. How she handled Benghazi	10%
3. Donations to the Clinton Foundation from foreign governments	5%
4. General untrustworthiness	39%
5. Ties to Wall Street and big banks	6%
6. I do not have any concerns about Hillary Clinton	21%
7. Unsure	8%

19) Which of these statements comes closest to your view of what the country needs right now?

1. What unites us is greater than what divides us. We need to come together as a nation, working across party lines to solve our biggest challenges	51%
2. When it comes to problems like terrorism, crime in our cities, and a system rigged against ordinary people, we need to tell the truth and get tough, even if it isn't politically correct	40%
3. Unsure	9%

20) Which of these is the biggest threat to America right now? (pick up to 2)

1. Violent crime	23%
2. Illegal immigration	15%
3. Declining wages for average Americans	21%
4. Racial injustice	26%
5. ISIS and the threat of terrorism	45%
6. Unsure/Refused	8%

Demographics

21) What is your gender?

1. Male	47%
2. Female	53%

22) Which range includes your age?

1. 18-29	17%
2. 30-39	15%
3. 40-49	17%
4. 50-64	31%
5. 65+	21%
6. Unsure	

23) Regardless of who you plan to vote for, would you say you consider yourself a Republican, a Democrat, and Independent, or something else?

	All	LV
1. Republican	30%	33%
2. Democrat	40%	42%
3. Independent	25%	21%
4. Something else	2%	2%
5. Unsure	4%	3%

24) Which range includes your annual household income?

1. Under $30,000 per year	31%
2. $30,000-$49,999 per year	23%
3. $50,000-$74,999 per year	21%
4. $75,000-$125,000 per year	16%
5. Over $125,000 per year	7%
6. Unsure	3%

25) What is your current employment status? (ROTATE)

1. Employed full-time	37%
2. Employed part-time	11%
3. Freelance, contract or temporary work	3%
4. Unemployed and looking for work	5%
5. Stay-at-home parent or caregiver	9%
6. Retired	27%
7. Something else	7%
8. Unsure/Refuse	1%

26) How would you describe your race or ethnicity? You may choose more than one. (ROTATE)

1. Black	13%
2. White	79%
3. Hispanic or Latino	7%
4. Asian	4%
5. Native American	2%
6. Something else	1%
7. Unsure/Refuse	*

27) Regardless of who you plan to vote for, would you say you consider yourself conservative, moderate, or liberal? (IF CONSERVATIVE: "Would that be 'very' conservative or 'somewhat' conservative?")

1. Conservative	32%
2. Moderate	37%
3. Liberal	22%
4. Unsure	9%

28) Are you the parent or guardian of a child who is currently a dependent?

1. Yes	28%
2. No	70%
3. Unsure	1%

29) Which of the following best describes your current marital status?

1. Married	49%
2. Single/never married	30%
3. Divorced	15%
4. Separated	2%
5. Widowed	4%
6. Unsure/Refuse	*

30) What is the highest level of education you have completed?

1. Have not completed high school	7%
2. High school	28%
3. Some college	21%
4. Associate's degree	11%
5. Bachelor's degree	22%
6. Graduate degree	12%
7. Unsure/Refuse	*

About Echelon Insights

Echelon Insights was founded to merge traditional opinion research, analytics, and digital intelligence, in order to help clients optimize their message, audience, and delivery. We combine years of experience at the forefront of opinion research and digital technology. Our team brings experience working for Presidential campaigns, Fortune 500 corporations, and major leading nonprofits.

About Lucid

Lucid is the largest global audience platform providing direct human data to industries including market research, advertising technology, and business consultancy. Over nine billion questions have been asked and answered on the Lucid platform. Lucid delivers real human answers from over 80 million profiled consumers to provide clarity in high-level business decisions.

Lucid business units include the Fulcrum and Proof software product suites and Federated Sample, its managed services arm. Lucid is based in New Orleans, Louisiana, with offices in London and Gurgaon.