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# Emerson College Poll: Democrats Take NY Off the Board; Clinton and Schumer up Big in Big Apple; Many Cruz and Kasich Voters Favor Other Candidates Over Trump 

BOSTON, MA - A new Emerson College poll in New York finds Hillary Clinton holding a wide lead over Donald Trump, $52 \%$ to $34 \%$, with Libertarian candidate Gary Johnson at $8 \%$, the Green Party's Jill Stein at 3\%, and 3\% undecided. The poll of 800 likely voters was conducted August $28-30$ and had a margin of error of 3.4 percentage points.

Both major-party candidates have a high profile in the Empire State: Trump for his business dealings and popular The Apprentice reality show and Clinton for her eight years representing New York in the U.S. Senate. However, the former Secretary of State is viewed more positively than her chief rival. Trump has a 30-point favorability deficit, with $34 \%$ of voters viewing him favorably and $64 \%$ unfavorably. Clinton, who has high unfavorable numbers in much of the country, does better in her home state, where $49 \%$ have a positive view of her, compared to $48 \%$ with an unfavorable opinion.

Both enjoy a high level of loyalty: 94\% for Clinton and 90\% for Trump. Loyalty measures what percentage of those who hold a positive view of a candidate also plan to vote for that person. Voter expectations for who will win the presidential race favor a Clinton victory, with $62 \%$ of all poll respondents predicting she will win but only $28 \%$ saying Trump will. Among Clinton voters, $92 \%$ see her winning; $75 \%$ of Trump backers think he will prevail.

There is party crossover in both directions. Clinton is winning 77\% of the Democratic vote with Trump taking 17\%. On the flip side, he is winning $66 \%$ of the Republican vote, and Clinton is taking 20\%. Independents are breaking for Clinton $37 \%$ to $33 \%$. Clinton has won over a sizable share of voters who supported Bernie Sanders in the Democratic primaries. Nearly two-thirds (63\%) of Sanders backers plan to vote for her while $15 \%$ are going to Trump, $11 \%$ to Stein and $5 \%$ to Johnson. Only $52 \%$ of those who voted for Ted Cruz in the GOP primaries are backing Trump; $33 \%$ are supporting Johnson, and $16 \%$ say they will vote for Clinton. Nearly half ( $49 \%$ ) of John Kasich supporters are backing Johnson. Only $25 \%$ plan to vote for Trump.

Gary Johnson voters are the most open to changing their minds about whom they will choose on Election Day. Almost two-thirds (62\%) say they will listen to other candidates, compared to $40 \%$ of Stein voters who remain
open. In contrast, Clinton and Trump supporters are locked in, with only $12 \%$ and $11 \%$, respectively, saying they could change their minds.

Both Trump and Clinton have a gender gap, with men supporting him $44 \%$ to $38 \%(+8)$ and women preferring her by 33 points, $61 \%$ to $28 \%$.

In the U.S. Senate race, Democratic incumbent Chuck Schumer holds a 37-point advantage ( $60 \%$ to $23 \%$ ) over his Republican opponent Wendy Long, with $4 \%$ choosing someone else and $12 \%$ undecided. Schumer has a +31 favorability ratio ( $56 \%$ favorable/ $25 \%$ unfavorable). Long has yet to define herself with voters. Nearly one-third $(30 \%)$ have never heard of her, and $40 \%$ are unsure what they think of her. Among those who know of Long, she has an $11 \%$ favorable/19\% unfavorable rating.

## CALLER ID:

The Emerson College Polling Society New York poll was conducted from August 28-30, 2016. The sample consisted of 800 likely general election voters with a margin of error of $+/-3.4 \%$. It is important to remember that subsets based on gender, age and party breakdowns carry with them higher margins of error, as the sample size is reduced. Data was weighted by 2012 election results, party affiliation, age and ethnicity. The state was broken into five regions based on Congressional districts, per the following. Long Island: Districts 1 to 4 and 11. Lower City: Districts 5 to 10 and 12. Upper City: Districts 13 to 16. Upstate: Districts 17 to 22. West: Districts 23 to 27. Data was collected using an Interactive Voice Response (IVR) system of landlines only. The full methodology and results can be found at www.theecps.com.

## NOTE: Tables of topline results start on the following page.

## Frequency

Tables
(NY)

|  | Voting Intention |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
|  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| Valid | Frequency | Percent |  |  |

Party

|  |  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Democrat | 394 | 49.2 | 49.2 | 49.2 |
|  | Republican | 222 | 27.8 | 27.8 | 77.0 |
|  | Independent | 184 | 23.0 | 23.0 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |

## Gender

|  |  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Male | 324 | 40.5 | 40.5 | 40.5 |
|  | Female | 476 | 59.5 | 59.5 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |

2012 Ballot

|  | Frequency | Percent | Valid <br> Percent | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Barack <br> Obama <br> Mitt <br> Romney <br> Someone <br> else <br> Total | 201 | 62.6 | 62.6 | 62.6 |
|  | 11 | 36.0 | 36.0 | 98.6 |  |
|  | 800 | 100.0 | 100.0 | 1.4 | 100.0 |
|  |  |  |  |  |  |

2016 Primary

|  |  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Sanders | 158 | 19.7 | 19.7 | 19.7 |
|  | Clinton | 294 | 36.7 | 36.7 | 56.5 |
|  | Cruz | 48 | 6.0 | 6.0 | 62.5 |
|  | Trump | 199 | 24.9 | 24.9 | 87.4 |
|  | Kasich | 30 | 3.7 | 3.7 | 91.1 |
|  | Rubio | 15 | 1.9 | 1.9 | 93.0 |
|  | Other | 36 | 4.5 | 4.5 | 97.6 |
|  | No vote | 20 | 2.4 | 2.4 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |

Clinton Favorability

|  |  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Favorable | 392 | 49.1 | 49.1 | 49.1 |
|  | Unfavorable | 383 | 47.9 | 47.9 | 97.0 |
|  | Undecided | 22 | 2.8 | 2.8 | 99.8 |
|  | Never heard | 2 | .2 | .2 | 100.0 |
|  | of | 800 | 100.0 | 100.0 |  |

Trump Favorability

|  |  |  | Valid <br> Percent | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Frequency | Percent | 270 | 33.8 | 33.8 |
| Unfavorable | 513 | 64.2 | 64.2 | 98.8 |  |
|  | Undecided | 9 | 1.1 | 1.1 | 99.1 |
|  | Never heard | 7 | .9 | .9 | 100.0 |
|  | of | 800 | 100.0 | 100.0 |  |


|  | Schumer Favorablilty |  |  |  |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  | Frequency | Percent | Valid <br> Percent | Cumulative <br> Percent |  |
| Valid | 452 | 56.4 | 56.4 | 56.4 |  |
|  | Unfavorable | 200 | 25.0 | 25.0 | 81.5 |
|  | Undecided | 123 | 15.4 | 15.4 | 96.8 |
|  | Never heard | 25 | 3.2 | 3.2 | 100.0 |
|  | of | 800 | 100.0 | 100.0 |  |


| Long Favorability |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Frequency | Percent | Valid <br> Percent | Cumulative Percent |
| Valid | Favorable | 88 | 11.0 | 11.0 | 11.0 |
|  | Unfavorable | 153 | 19.1 | 19.1 | 30.1 |
|  | Undecided | 321 | 40.1 | 40.1 | 70.2 |
|  | Never heard of | 238 | 29.8 | 29.8 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |


| Presidential Ballot |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Frequency | Percent | Valid <br> Percent | Cumulative Percent |
| Valid | Donald Trump | 273 | 34.2 | 34.2 | 34.2 |
|  | Hillary <br> Clinton | 417 | 52.1 | 52.1 | 86.3 |
|  | Gary Johnson | 66 | 8.2 | 8.2 | 94.5 |
|  | Jill Stein | 23 | 2.9 | 2.9 | 97.4 |
|  | Unsure | 21 | 2.6 | 2.6 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |

Intensity of Vote

|  |  |  | Valid <br> Percent | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Wrequency | Percent | 649 | 81.1 | 83.3 |
|  | Change | 83.3 |  |  |  |
|  | Will Listen | 130 | 16.3 | 16.7 | 100.0 |
|  | Total | 779 | 97.4 | 100.0 |  |
| Missing | System | 21 | 2.6 |  |  |
| Total | 800 | 100.0 |  |  |  |

PrezExpect

|  |  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Hillary | Crequency | Percent | 493 | 61.6 |
|  | Clinton | 61.6 | 61.6 |  |  |
|  | Donald | 224 | 28.0 | 28.0 | 89.6 |
|  | Trump | 9 | 1.1 | 1.1 | 90.7 |
|  | Gary | 7 | .9 | .9 | 91.6 |
|  | Johnson | 67 | 8.4 | 8.4 | 100.0 |
|  | Jill Stein | 800 | 100.0 | 100.0 |  |


|  | Senate Ballot |  |  |  |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  | Frequency | Percent | Valid <br> Percent | Cumulative <br> Percent |  |
| Valid | Schumer | 483 | 60.4 | 60.4 | 60.4 |
|  | Long | 187 | 23.4 | 23.4 | 83.8 |
|  | Someone | 35 | 4.4 | 4.4 | 88.2 |
|  | else | 94 | 11.8 | 11.8 | 100.0 |
|  | Undecided | 800 | 100.0 | 100.0 |  |

Age

|  |  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | $18-34$ | 211 | 26.3 | 26.3 | 26.3 |
|  | $35-54$ | 292 | 36.5 | 36.5 | 62.9 |
|  | $55-74$ | 225 | 28.1 | 28.1 | 91.0 |
|  | $75+$ | 72 | 9.0 | 9.0 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |

Education

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | >HS | 45 | 5.7 | 5.7 | 5.7 |
|  | HS | 165 | 20.6 | 20.6 | 26.3 |
|  | Some College | 213 | 26.6 | 26.6 | 52.9 |
|  | College | 109 | 13.6 | 13.6 | 66.5 |
|  | Grad + | 268 | 33.5 | 33.5 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |


| Race |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | White | 508 | 63.5 | 63.5 | 63.5 |
|  | Black | 127 | 15.8 | 15.8 | 79.3 |
|  | American Indian | 15 | 1.9 | 1.9 | 81.1 |
|  | Asian | 25 | 3.1 | 3.1 | 84.3 |
|  | Hispanic | 112 | 13.9 | 13.9 | 98.2 |
|  | 2+/Other | 14 | 1.8 | 1.8 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |

Phone Status

|  |  |  | Valid <br> Percent | Cumulative <br> Percent |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Cell Phone | 116 | 14.4 | 14.4 | 14.4 |
|  | Only |  |  |  |  |
|  | Land Line | 67 | 8.3 | 8.3 | 22.8 |
| only | 618 | 77.2 | 77.2 | 100.0 |  |
|  | Both | 800 | 100.0 | 100.0 |  |

Region

|  |  |  |  | Valid <br> Percent | Cumulative <br> Percent |
| :--- | :--- | ---: | ---: | ---: | ---: |
| Valid | Long Island | 140 | 17.5 | 17.5 | 17.5 |
|  | Lower City | 184 | 23.0 | 23.0 | 40.4 |
|  | Upper City | 90 | 11.2 | 11.2 | 51.6 |
|  | Upstate | 204 | 25.5 | 25.5 | 77.1 |
|  | West | 183 | 22.9 | 22.9 | 100.0 |
|  | Total | 800 | 100.0 | 100.0 |  |

