



The Associated Press-NORC
Center for Public Affairs Research

Divided America: Perceptions of What Unites and Divides the Country

Conducted by The Associated Press-NORC Center for Public Affairs Research

Interviews: 6/23-27/2016

1,008 adults

Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

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Q1/Q18. For each of the following individuals, please tell me if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

[HALF ASKED AS Q1 AND HALF AS Q18]

AP-NORC 6/23-27/2016	Very/ Somewhat fav. NET	Somewhat fav.	Very fav.	Very/ Somewhat unfav. NET	Somewhat unfav.	Very unfav.	DK	Ref.
Hillary Clinton	39	15	23	55	15	40	6	1
Donald Trump	27	10	17	69	11	58	4	1
Bernie Sanders	49	21	28	36	17	19	14	1

N=1,008

Q2/Q19. For each of the following individuals, please tell me if you feel their election to the presidency would lead to the country being more united or more divided:

[HALF ASKED AS Q2 AND HALF AS Q19]

Hillary Clinton

	AP-NORC 6/23-27/2016
Much/Somewhat more united NET	34
Much more united	13
Somewhat more united	21
Neither more united nor more divided	21
Much/Somewhat more divided NET	43
Somewhat more divided	17
Much more divided	27
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

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Donald Trump

	AP-NORC 6/23-27/2016
Much/Somewhat more united NET	17
Much more united	8
Somewhat more united	9
Neither more united nor more divided	9
Much/Somewhat more divided NET	73
Somewhat more divided	17
Much more divided	56
DON'T KNOW	1
SKIP/REFUSED	1

N=

1,008

Q3/Q20. Which comes closest to your feelings if each of the following individuals were elected president:

[HALF ASKED AS Q3 AND HALF AS Q20]

Hillary Clinton

	AP-NORC 6/23-27/2016
Enthusiastic	15
Satisfied, but not enthusiastic	31
Dissatisfied, but not angry	28
Angry	25
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

Donald Trump

	AP-NORC 6/23-27/2016
Enthusiastic	10
Satisfied, but not enthusiastic	19
Dissatisfied, but not angry	24
Angry	46
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

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Q4. What one word would you use to describe the United States?

[OPEN END]

	AP-NORC 6/23-27/2016
Struggling or declining	21
Great, prosperous, or powerful	18
Free or freedom	15
Confused or lost	10
Divided	5
Unstable	4
Opportunity and fairness	3
Diverse	3
Corruption and unfairness	2
United	2
Home	1
Democracy	1
Other	13
DON'T KNOW	1
SKIP/REFUSED	2

N=

1,008

Q5. In general, do you think America's best days are:

	AP-NORC 6/23-27/2016
Ahead of us	46
Behind us	52
DON'T KNOW	1
SKIP/REFUSED	1

N=

1,008

Q6. Which statement comes closer to your own view?

	AP-NORC 6/23-27/2016
Americans are united and in agreement about the most important values	19
Americans are greatly divided when it comes to the most important values	80
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

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Q7. And thinking about five years from now, do you think the country will become more divided on the most important values, less divided on the most important values, or be about as divided as it is now?

	AP-NORC 6/23-27/2016
More divided	38
Less divided	20
About as divided as now	41
DON'T KNOW	1
SKIP/REFUSED	*

N=

1,008

[SPLIT SAMPLE – HALF SAMPLE ASKED Q8, OTHER HALF ASKED Q9]

Q8. What would you say is the main thing that unites most Americans?

[OPEN END]

	AP-NORC 6/23-27/2016
Freedom or liberty	16
Tragedies or crises	10
Patriotism	9
Peace and safety, fighting terrorism, security issues	9
Morality, values, and compassion	7
Negativity and problems (racism, anger, etc.)	7
Hope and opportunity	6
Economic interests or values	6
Religion	5
Culture	5
Family	4
Political interests or values	3
Nothing	2
Other	5
DON'T KNOW	4
SKIP/REFUSED	3

N=

503

Q9. What do you think is the main thing that divides most Americans?

[OPEN END]

	AP-NORC 6/23-27/2016
Political interests or values	25
Economic interests or values	18
Race and racism	14
Morality and values	9
Leaders, government, or elites	7
Bigotry or fear	7
Lies and misinformation	5
Religion	5
Other	6
DON'T KNOW	2
SKIP/REFUSED	2

N=

505

Q10. Which statement comes closer to your own view about your local community?

	AP-NORC 6/23-27/2016
Members of your local community are united and in agreement about the most important values	62
Members of your local community are greatly divided when it comes to the most important values	37
DON'T KNOW	1
SKIP/REFUSED	*

N=

1,008

Q11. Which of these statements best describes your opinion about the United States?

	AP-NORC 6/23-27/2016
Stands above all other countries in the world	26
One of the greatest countries in the world, along with some others	55
There are other countries better than the United States	19
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

Q12. How much do you feel you have in common with the following types of people?

AP-NORC 6/23-27/2016	A great deal/ Quite a bit in common NET	A great deal in common	Quite a bit in common	A moderate amount in common	Only a little/ Nothing at all in common NET	Only a little in common	Nothing at all in common	DK	Ref.
People who have a lot more money than you	19	5	14	35	46	29	16	*	*
People who have a lot less money than you	43	15	27	40	17	13	4	*	*
People of different races	47	18	29	38	15	12	3	*	*
People of different religions	33	11	22	41	24	18	6	*	1
People with a lot more education than you	45	13	32	39	15	11	5	*	1
People with a lot less education than you	28	9	19	45	26	22	4	*	1
People who live in your local community	54	16	38	35	10	8	2	*	*
People who live in other parts of the country	34	9	25	39	26	21	6	1	1
People with different ethnic backgrounds	35	10	25	43	21	17	4	*	*
People in different political parties	20	6	14	38	41	29	12	1	1

N=1,008

Q13. What is your view? Do you think the country is more politically divided these days than in the past, or not?

	AP-NORC 6/23-27/2016
Yes, more politically divided	85
No, not more politically divided	15
DON'T KNOW	*
SKIP/REFUSED	*

N=

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Q14. And thinking about five years from now, do you think the country will become more politically divided, less politically divided or about as politically divided as it is now?

	AP-NORC 6/23-27/2016
More divided	41
Less divided	16
About as divided as now	41
DON'T KNOW	1
SKIP/REFUSED	1
<i>N=</i>	<i>1,008</i>

Q15. The United States has a diverse population, with people of many different races, ethnicities, religions, and backgrounds. Do you think this diversity makes the country:

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 6/23-27/2016
Much/Moderately stronger NET	56
Much stronger	29
Moderately stronger	27
Neither stronger nor weaker	28
Much/Moderately weaker NET	16
Moderately weaker	12
Much weaker	4
DON'T KNOW	*
SKIP/REFUSED	*
<i>N=</i>	<i>1,008</i>

Q16. Thinking about conflict and divisions in the United States, do you think:

[ITEMS RANDOMIZED]

The news media

	AP-NORC 6/23-27/2016
Put too much focus on what divides Americans	72
Put too little focus on what divides Americans	18
Strike a good balance	10
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	<i>1,008</i>

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The entertainment industry

	AP-NORC 6/23-27/2016
Put too much focus on what divides Americans	43
Put too little focus on what divides Americans	26
Strike a good balance	30
DON'T KNOW	1
SKIP/REFUSED	*

N=

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Politicians and elected officials

	AP-NORC 6/23-27/2016
Put too much focus on what divides Americans	63
Put too little focus on what divides Americans	30
Strike a good balance	6
DON'T KNOW	1
SKIP/REFUSED	1

N=

1,008

Q17. Which comes closest to your feelings about each of the following?

AP-NORC 6/23-27/2016	Enthusiastic	Satisfied, but not enthusiastic	Dissatisfied, but not angry	Angry	DK	Ref.
The way things are going in the United States	3	22	48	26	*	*
The way things are going in your own state	6	45	31	16	*	*
The way things are going in your local community	10	59	23	7	1	1
The state of politics in this country	2	11	45	41	*	1
The state of morals and ethics in this country	4	20	46	29	*	1
The gap between rich and poor	3	22	46	28	*	1
Race relations in the united states	4	26	49	21	*	1
The condition of the environment in the United States	5	35	41	18	1	1
The state of the news media in the United States	2	23	45	28	*	1
The status of religion in the United States	9	44	33	13	1	1
The state of homeland security	4	39	37	17	1	1
The state of rights for lesbian, gay, bisexual, and transgender people in the United States	7	44	32	15	1	2
The state of individual rights and freedoms in the United States	8	45	30	16	*	1

N=1,008

Q21. Think about any formal education or training you have received over the years. How well has it prepared you to be successful in today's economy?

	AP-NORC 6/23-27/2016
Extremely/Very well NET	35
Extremely well	8
Very well	27
Somewhat well	39
Not very/Not at all well NET	26
Not very well	20
Not at all well	6
DON'T KNOW	-
SKIP/REFUSED	*

N=

1,008

Q22. In general, how important do you think a college degree is to be successful in today's economy?

	AP-NORC 6/23-27/2016
Extremely/Very important NET	55
Extremely important	25
Very important	30
Somewhat important	31
Not very/Not at all important NET	13
Not very important	9
Not at all important	4
DON'T KNOW	-
SKIP/REFUSED	*

N=

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Q23. How do you generally follow news about current events and politics?

[OPEN END; LIST UP TO 5]

Reported proportions are among those who provided at least one valid response to the question. Respondents who did not answer are not included.

	AP-NORC 6/23-27/2016
Television	47
Internet (general)	40
Newspaper	29
National news (broadcast, print, or online)	22
Radio	22
Social media	21
Cable news network (broadcast or online)	18
Online-only source (Buzzfeed, etc.)	13
Word of mouth	12
Local news (broadcast or online)	10
Mobile, smartphone, or app	6
Comedy news shows (<i>The Daily Show</i> , etc.)	2
Other	13
DON'T KNOW	*

N=

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PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	AP-NORC 6/23-27/2016
Democrat	36
Republican	21
Independent	27
None of these	15
DON'T KNOW	*
SKIP/REFUSED	*
<i>N=</i>	<i>1,008</i>

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 6/23-27/2016
Strong Democrat	36
Moderate Democrat	63
DON'T KNOW	-
SKIP/REFUSED	1
<i>N=</i>	<i>369</i>

If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 6/23-27/2016
Strong Republican	31
Moderate Republican	68
DON'T KNOW	-
SKIP/REFUSED	1
<i>N=</i>	<i>220</i>

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If Independent, None of these, or Don't Know/Skip/Refused in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 6/23-27/2016
Lean Democrat	33
Lean Republican	32
Don't lean	33
DON'T KNOW	1
SKIP/REFUSED	1
<i>N=</i>	<i>419</i>

POLITICS. Combines PID1, PIDi, PIDa, and PIDb.

	AP-NORC 6/23-27/2016
Democrat NET	51
Strong Democrat	13
Moderate Democrat	23
Lean Democrat	15
Independent/None – Don't lean	14
Republican NET	35
Lean Republican	14
Moderate Republican	14
Strong Republican	7
Unknown	1
<i>N=</i>	<i>1,008</i>

DM5. Which one of the following best describes where you live?

	AP-NORC 6/23-27/2016
Urban area	26
Suburban area	48
Rural area	26
DON'T KNOW	*
SKIP/REFUSED	*
<i>N=</i>	<i>1,008</i>

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AGE

	AP-NORC 6/23-27/2016
18-24	12
25-34	18
35-44	18
45-54	16
55-64	17
65-74	14
75+	6

N=

1,008

GENDER

	AP-NORC 6/23-27/2016
Male	48
Female	52

N=

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RACE/ETHNICITY

	AP-NORC 6/23-27/2016
White	64
Black or African American	12
Hispanic	16
Other	8

N=

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MARITAL STATUS

	AP-NORC 6/23-27/2016
Married	47
Widowed	7
Divorced	10
Separated	3
Never married	24
Living with partner	8

N=

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EMPLOYMENT STATUS

	AP-NORC 6/23-27/2016
Employed	58
Not employed	42
<i>N=</i>	<i>1,008</i>

EDUCATION

	AP-NORC 6/23-27/2016
Less than a high school diploma	12
High school graduate or equivalent	29
Some college	27
College graduate or above	33
<i>N=</i>	<i>1,008</i>

INCOME

	AP-NORC 6/23-27/2016
Under \$10,000	6
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	12
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	13
\$150,000 or more	9
<i>N=</i>	<i>1,008</i>

AP-NORC Center for Public Affairs Research Poll

Study Methodology

This survey was conducted by The Associated Press NORC Center for Public Affairs Research and with funding from NORC at the University of Chicago. Data were collected using AmeriSpeak Omnibus®, a monthly multi-client survey using NORC at the University of Chicago's probability based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face).

Interviews for this survey were conducted between June 23 and 27, 2016 with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,008 completed the survey—773 via the web and 235 via telephone. The final stage completion rate is 29.5 percent, the weighted household panel response rate is 18.2 percent, and the weighted household panel retention rate is 91.1 percent, for a cumulative response rate of 4.9 percent. The overall margin of sampling error is +/- 4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and household phone status. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.