

FOR RELEASE OCTOBER 6, 2016

With a Month to Go, Nearly Half of Voters Say They Have Been Contacted by 2016 Campaigns

FOR MEDIA OR OTHER INQUIRIES:

Carroll Doherty, Director of Political Research
Jocelyn Kiley, Associate Director, Research
Bridget Johnson, Communications Associate

202.419.4372

www.pewresearch.org

With a Month to Go, Nearly Half of Voters Say They Have Been Contacted by 2016 Campaigns

In the final month before the election, the presidential campaigns are expected to dramatically intensify their voter outreach efforts. Even so, almost half of registered voters (47%) had already received some form of contact from one of the campaigns or groups supporting them as of last month.

Some forms of outreach are more common than others – with some key differences in the ways Donald Trump and Hillary Clinton supporters have been reached by the campaigns.

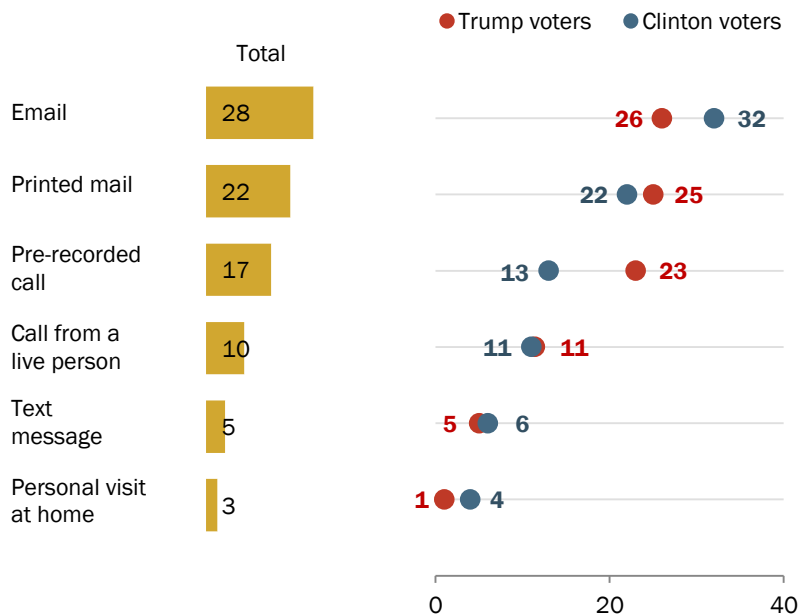
An early look at voters' experience with outreach finds that, as of a few months into the campaign, 28% of voters have received an email from at least one of the campaigns, another 22% have received printed mail in support of a candidate, 17% said they got a pre-recorded phone call or "robocall" and 10% said they received a call from a live person.

This is according to a Pew Research Center survey,

conducted August 16- September 12, 2016 among 4,538 adults, including 3,941 registered voters, using the Pew Research Center's [American Trends Panel](#). The Center will continue to track voters' experiences with the campaigns' outreach efforts in the next month.

Nearly half of registered voters say they have been contacted in some form by campaigns this year

% of registered voters supporting ___ who say they were contacted by campaign/group supporting a candidate via...



Notes: Based on registered voters. Figures read down. Figures may not add up to 100% because respondents were allowed to select multiple options.

Source: Survey conducted Aug 16 - Sept 12, 2016

PEW RESEARCH CENTER

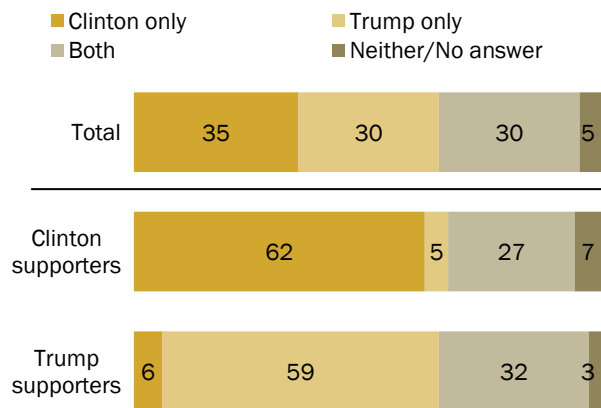
Voters supporting Donald Trump are more likely than Hillary Clinton supporters to report having received a pre-recorded phone call from one of the campaigns (23% vs. 13%), while Clinton supporters are more likely than Trump supporters to say they have received an email (32% vs 26%). Nearly identical percentages of voters supporting Trump and Clinton report having received a piece of printed mail (25% of Trump supporters, 22% of Clinton supporters) or a phone call from a live person (11% of supporters from each campaign).

Of those who have been contacted on behalf of one of the presidential candidate a third of all registered voters have been contacted *only* in support of Clinton (35%) and about as many have received contact from *only* the Trump campaign or supporters (30%); an additional 30% say they have been contacted in some form by both campaigns.

Most supporters of both Clinton (62%) and Trump (59%) have only been contacted on behalf of the candidate they plan to vote for. In part this reflects the effectiveness of modern campaigns in [targeting their mobilization efforts](#) to those who support their candidate. About a third of Trump supporters (32%) and a quarter of Clinton backers (27%) have been reached by efforts on behalf of both campaigns, while very few have only been contacted on behalf of the candidate they do not back.

Voters about equally likely to be contacted by Trump, Clinton campaigns

Among registered voters who were contacted by a campaign, % who say they were contacted by...



Notes: Based on registered voters. Includes all forms of contact except "received email."

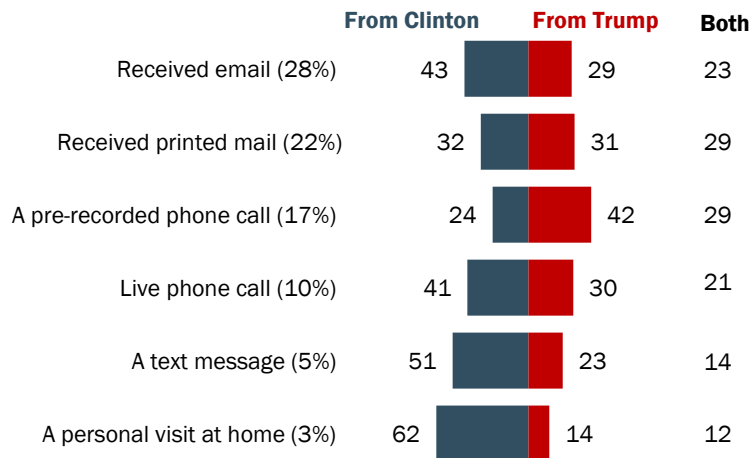
Source: Survey conducted Aug 16 - Sept 12, 2016

PEW RESEARCH CENTER

While overall, voters report having been roughly equally likely to be contacted on behalf of both campaigns, this is not the case across each different type of contact. For instance, among the 28% of voters who have received an email, contact on behalf of Clinton is more common: 68% have received an email from Clinton or groups supporting her, including 43% who have heard only on her behalf. By comparison, 52% have received an email from Trump or groups supporting him and just 29% have been contacted on behalf of Trump but not Clinton. A similar pattern is seen among the just 5% of voters who have received a text on behalf of a candidate.

Overall, more voters report getting emails, live calls from Clinton; more say they got robocalls from Trump

Among registered voters who received ___ % contacted on behalf of ...



Notes: Based on registered voters. No answer not shown.
Source: Survey conducted Aug 16 - Sept 12, 2016

PEW RESEARCH CENTER

And voters are more likely to report in-person contact on behalf of Clinton than on behalf of Trump. Among the small share (just 3%) of voters who have been visited on behalf of a candidate, 62% say they have received a visit from just the Clinton campaign or her supporters, compared with 14% from just the Trump campaign or groups supporting him; 13% say they were visited on behalf of both candidates. And those who received phone calls from a live person were also more likely to have spoken with someone supporting Clinton.

One area where supporters of Trump's candidacy have been more likely to reach out to voters is through the use of pre-recorded phone calls or robocalls. Fully 42% of people who received pre-recorded phone calls say they solely received these calls on behalf of Trump, 24% have solely received them in support of Clinton. About three-in-ten (29%) voters who have received robocalls say they have heard from both Clinton and Trump supporters.

There are significant demographic differences in voter contact. Older voters, in general, are more likely to say they've been reached by the 2016 campaigns. Over half of those 65 and older (56%) have reported receiving at least one form of contact by the campaigns, a stark comparison to the 37% of voters 18-29 who say the same. This pattern repeats itself across many forms of contact, with nearly four-in-ten voters over the age of 65 (38%) and just 8% of voters under 30 receiving a piece of printed mail about the campaign. Similarly, older voters are nearly three times more likely to report receiving a pre-recorded phone call and two times more likely to report receiving a live call. There is little difference across age groups, however, in the percent of voters who report receiving an email.

Older voters, reliable partisans are more likely to report campaign contacts

% of registered voters who received....

	Email	Printed mail	A PRE-RECORDED telephone call	A telephone call from a LIVE PERSON	A text message	A personal visit at home	Contacted at least once
	%	%	%	%	%	%	%
Total	28	22	17	10	5	3	47
White	28	23	19	10	5	2	48
Black	29	20	14	11	10	8	49
Hispanic	22	19	11	6	6	1	41
18-29	25	8	10	7	5	3	37
30-49	28	14	9	7	4	3	41
50-64	29	24	21	11	7	3	52
65+	29	38	28	16	5	2	56
College grad+	34	21	19	11	7	4	51
Non-college grad	24	22	16	10	5	2	45
Always/usually vote for Democrats*	31	27	13	14	4	6	52
About equally for both	15	15	12	7	4	2	32
Always/Usually vote for Republicans	34	25	22	10	8	3	55
Voted in 2014	32	25	20	11	6	3	53
Didn't vote in 2014	20	12	9	6	4	2	34
Voted in 2012	29	23	19	11	6	3	49
Didn't vote in 2012	22	12	8	5	5	2	34

Notes: Based on registered voters. Whites and blacks include only those who are not Hispanic; Hispanics can be of any race.

*Self-reported typical vote only asked of respondents in 2014 Political Polarization survey.

Source: Survey conducted Aug 16 - Sept 12, 2016

PEW RESEARCH CENTER

Voters who have voted in previous elections are more likely to say they have been contacted. On the whole, about half of those who voted in the 2012 general election (49%) said they received contact from the campaigns, compared to about a third (34%) of those who didn't vote in 2012.

Voters who use social media sites have been about equally likely to follow Trump and Clinton on social media, though only about two-in-ten voters follow either or both candidates on Facebook (18%) or Twitter (17%), and just 6% follow a candidate on Instagram.

Most voters who use Facebook, Twitter, Instagram do not follow candidates on social media

% of users who follow each candidate on...

	Facebook	Twitter	Instagram
	%	%	%
Yes, Hillary Clinton	7	6	3
Yes, Donald Trump	7	6	2
Yes, Both	4	5	1
No, neither	<u>82</u>	<u>82</u>	<u>94</u>
	100	100	100

Notes: Based on registered voters and among Facebook, Twitter and Instagram users, respectively. Figures may not add to 100% because of rounding.

Source: Survey conducted Aug 16 – Sept 12, 2016

PEW RESEARCH CENTER

Acknowledgements

This report is a collaborative effort based on the input and analysis of the following individuals:

Research team

Carroll Doherty, *Director, Political Research*

Jocelyn Kiley, *Associate Director, Political Research*

Alec Tyson, *Senior Researcher*

Ruth Igielnik, *Research Associate*

Bradley Jones, *Research Associate*

Baxter Oliphant, *Research Associate*

Rob Suls, *Research Associate*

Hannah Fingerhut, *Research Assistant*

Shiva Maniam, *Research Assistant*

Samantha Smith, *Research Assistant*

Communications and editorial

Bridget Johnson, *Communications Associate*

Graphic design and web publishing

Peter Bell, *Information Graphics Designer*

Methodology

Survey conducted August 16-September 12, 2016

The American Trends Panel (ATP), created by the Pew Research Center, is a nationally representative panel of randomly selected U.S. adults living in households. Respondents who self-identify as internet users and who provided an email address participate in the panel via monthly self-administered Web surveys, and those who do not use the internet or decline to provide an email address participate via the mail. The panel is being managed by Abt SRBI.

The analysis in this report is based on 4,538 respondents, including 3,941 registered voters, who participated in the August 16-September 12, 2016 wave of the panel (4,195 by Web and 343 by mail). The margin of sampling error for the full sample of 4,538 respondents is plus or minus 2.4 percentage points and the margin of sampling error among registered voters is plus or minus 2.6 percentage points.

Members of the American Trends Panel were recruited from two large, national landline and cellphone random-digit-dial (RDD) surveys conducted in English and Spanish. At the end of each survey, respondents were invited to join the panel. The first group of panelists was recruited from the 2014 Political Polarization and Typology Survey, conducted January 23rd to March 16th, 2014. Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel and a total of 5,338 agreed to participate.¹ The second group of panelists was recruited from the 2015 Survey on Government, conducted August 27th to October 4th, 2015. Of the 6,004 adults interviewed, all were invited to join the panel, and 2,976 agreed to participate.²

Participating panelists provided either a mailing address or an email address to which a welcome packet, a monetary incentive and future survey invitations could be sent. Panelists also receive a small monetary incentive after participating in each wave of the survey.

The Web component of the August 16-September 12, 2016 wave had a response rate of 81% (4,195 responses among 5,150 Web-based individuals in the panel); the mail component had a response rate of 76% (343 responses among 454 non-Web individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%) and attrition from panel

¹ When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.

² Respondents to the 2014 Political Polarization and Typology Survey who indicated that they are internet users but refused to provide an email address were initially permitted to participate in the American Trends Panel by mail, but were no longer permitted to join the panel after February 6, 2014. Internet users from the 2015 Survey on Government who refused to provide an email address were not permitted to join the panel.

members who were removed at their request or for inactivity, the cumulative response rate for the August 16-September 12, 2016 ATP wave is 2.9%.³

The ATP data were weighted in a multi-step process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the propensity to join the panel and remain an active panelist varied across different groups in the sample. The final step in the weighting uses an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the U.S. Census Bureau's 2014 American Community Survey. Population density is weighted to match the 2010 U.S. Decennial Census. Telephone service is weighted to estimates of telephone coverage for 2016 that were projected from the July-December 2015 National Health Interview Survey. Volunteerism is weighted to match the 2013 Current Population Survey Volunteer Supplement. It also adjusts for party affiliation using an average of the three most recent Pew Research Center general public telephone surveys. Internet access is adjusted using a measure from the 2015 Survey on Government. Frequency of internet use is weighted to an estimate of daily internet use projected to 2016 from the 2013 Current Population Survey Computer and Internet Use Supplement. Sampling errors and statistical tests of significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the Hispanic sample in the American Trends Panel is predominantly native born and English speaking.

³ Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Survey conducted August 16-September 12, 2016

Group	Weighted proportion	Unweighted sample size	Plus or minus ...
Total sample	100%	4,538	2.4 percentage points
Registered voters	74%	3,941	2.6 percentage points
<i>Among registered voters</i>			
	Weighted proportion of registered voters		
Donald Trump supporters	38%	1,529	4.1 percentage points
Hillary Clinton supporters	45%	1,849	3.7 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

Pew Research Center is a nonprofit, tax-exempt 501(c)(3) organization and a subsidiary of The Pew Charitable Trusts, its primary funder.

2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 20 August
FINAL TOPLINE
August 16 – September 12, 2016
TOTAL N=4,538
WEB RESPONDENTS N=4,195
MAIL RESPONDENTS N=343⁴

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED

ASK ALL:

PRSCONTACT Thinking about the 2016 presidential election campaign so far, have you received any of the following from a candidate's campaign or a group supporting a candidate? **[RANDOMIZE ITEMS a-f]** *[Check all that apply]*

	<u>Selected</u>	<u>Not selected</u> <u>/No Answer</u>
a. PRINTED mail or flyers Aug 16-Sept 12, 2016	18	82
ASK ITEM b. OF INTERNET USERS ONLY (F_INTUSER_FINAL=1) [N=4,310]:		
b. Email Aug 16-Sept 12, 2016	25	75
ASK ALL:		
c. A personal visit at home from someone representing a campaign or other group Aug 16-Sept 12, 2016	3	97
d. A PRE-RECORDED telephone call Aug 16-Sept 12, 2016	14	86
e. A telephone call from a LIVE PERSON Aug 16-Sept 12, 2016	8	92
f. A text message Aug 16-Sept 12, 2016	5	95
g. None of these [EXCLUSIVE PUNCH]⁵ Aug 16-Sept 12, 2016	62	38

⁴ Question wording in this topline is that from the web version of the survey. Question wording and format was adapted for the paper questionnaire delivered by mail; this questionnaire is available on request. All questions asked in both modes unless noted.

⁵ Item G None of these was not presented in mail mode due to formatting restrictions with asking follow up questions CNDCNTCTa-g.

[FOR CND CNTCT SERIES, RANDOMIZE CLINTON/TRUMP ORDER—KEEP IN SAME ORDER FOR ALL ITEMS RESPONDENT GETS]

ASK THOSE WHO RECEIVED MAIL (PRSCONTACTa=1) [N=1,132]:

CND CNTCT1 Did you receive PRINTED mail or flyers from the campaign of, or a group supporting...

Aug 16-	
Sept 12	
<u>2016</u>	
33	Hillary Clinton
30	Donald Trump
30	Both
8	No Answer

ASK THOSE WHO RECEIVED EMAIL (PRSCONTACTb=1) [N=1,437]:

CND CNTCT2 Did you receive EMAIL from the campaign of, or a group supporting...

Aug 16-	
Sept 12	
<u>2016</u>	
44	Hillary Clinton
27	Donald Trump
25	Both
5	No Answer

ASK THOSE WHO WERE VISITED AT HOME (PRSCONTACTc=1) [N=118]:

CND CNTCT3 Were you visited at home by someone representing the campaign of, or a group supporting...

Aug 16-	
Sept 12	
<u>2016</u>	
56	Hillary Clinton
17	Donald Trump
13	Both
14	No Answer

ASK THOSE WHO RECEIVED PRE-RECORDED CALL (PRSCONTACTd=1) [N=939]:

CND CNTCT4 Did you receive a PRE-RECORDED CALL from the campaign of, or a group supporting...

Aug 16-	
Sept 12	
<u>2016</u>	
24	Hillary Clinton
40	Donald Trump
29	Both
7	No Answer

ASK THOSE WHO RECEIVED LIVE PHONE CALL (PRCONTACTe=1) [N=513]:

CNDCNTCT5 Did you receive a LIVE PHONE CALL from someone representing the campaign of, or a group supporting...

Aug 16-
Sept 12
2016
40 Hillary Clinton
28 Donald Trump
21 Both
11 No Answer

ASK THOSE WHO RECEIVED TEXT MESSAGE (PRCONTACTf=1) [N=307]:

CNDCNTCT6 Did you receive a TEXT MESSAGE from the campaign, or a group supporting...

Aug 16-
Sept 12
2016
52 Hillary Clinton
21 Donald Trump
14 Both
13 No Answer

MAINTAIN SAME ORDER OF CANDIDATE RANDOMIZATION FOR THOSE WHO RECEIVE MORE THAN ONE QUESTION IN ELCTFB/ELCTTW/ELCTIG SERIES**ASK ALL FACEBOOK USERS (F_FACEBOOK_FINAL=1) [N=3,298]:**

ELCTFB Do you follow either **[RANDOMIZE: Hillary Clinton/Donald Trump]** or **[Hillary Clinton/Donald Trump]** on Facebook? **[RANDOMIZE RESPONSE OPTIONS TO MATCH STEM]**

Aug 16-
Sept 12
2016
6 Yes, Hillary Clinton
6 Yes, Donald Trump
4 Yes, Both
82 No, Neither
0 No Answer

ASK ALL TWITTER USERS (F_TWITTER_FINAL=1) [N=1,035]:

ELCTTW Do you follow either **[RANDOMIZE: Hillary Clinton/Donald Trump]** or **[Hillary Clinton/Donald Trump]** on Twitter? **[RANDOMIZE RESPONSE OPTIONS TO MATCH STEM]**

Aug 16-
Sept 12
2016

6	Yes, Hillary Clinton
6	Yes, Donald Trump
5	Yes, Both
82	No, Neither
0	No Answer

ASK ALL INSTAGRAM USERS (F_INSTAGRAM_FINAL=1) [N=880]:

ELCTIG Do you follow either **[RANDOMIZE: Hillary Clinton/Donald Trump]** or **[Hillary Clinton/Donald Trump]** on Instagram? **[RANDOMIZE RESPONSE OPTIONS TO MATCH STEM]**

Aug 16-
Sept 12
2016

3	Yes, Hillary Clinton
3	Yes, Donald Trump
2	Yes, Both
92	No, Neither
0	No Answer

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED