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Few Clinton or Trump Supporters Have Close Friends in the Other Camp

How voters are talking – or arguing – about the campaign

FOR MEDIA OR OTHER INQUIRIES:

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Few Clinton or Trump Supporters Have Close Friends in the Other Camp

How voters are talking – or arguing – about the campaign

In an increasingly contentious presidential campaign, just a quarter of voters who support Donald Trump in the general election say they have a lot or some close friends who are supporters of Hillary Clinton. Even fewer Clinton backers (18%) say they have at least some friends who support Trump.

Nearly half of Clinton supporters (47%), and 31% of Trump supporters, say they have *no* close friends who support the opposing candidate.

The survey conducted June 7-July 5 among 4,602 adults, including 3,834 registered voters, on Pew Research Center's nationally representative [American Trends Panel](#) finds that large majorities of both Trump and Clinton supporters have friends who back their preferred candidates.

More than four-in-ten Trump supporters (44%) say they have a lot of close friends who back Trump, while another 38% say they have some friends who support him. Similarly, most Clinton supporters say they have a lot (41%) or some close friends (40%) who also express support for Clinton.

Clinton and Trump backers also are far more likely to talk about the election with those who favor “their” candidate than with those who back the opponent. In the survey, conducted before the party conventions, most voters (67%) say the election comes up in conversation at least somewhat often, but only 23% say it comes up *very* often.

How many of your close friends support ...

% of registered voters saying _____ of their close friends support ...

■ A lot ■ Some ■ Just a few ■ None

Among Trump supporters ...

Trump	44	38	13	3
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Clinton	4	21	42	31
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Among Clinton supporters ...

Trump	2	17	34	47
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Clinton	41	40	11	6
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Notes: Based on registered voters.
Don't know/No answer not shown.
Source: Survey conducted June 7-July 5, 2016.

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About three-quarters of Trump supporters (76%) say they have recently had a conversation about the election with a fellow Trump supporter, while only about half as many (37%) have discussed the election with someone who favors Clinton. Clinton supporters are similarly one-sided in their political discussions: 72% say recent conversations about the election have been with other Clinton supporters, while just 40% say they have been with Trump backers.

Among other findings from the new survey:

Few voters ‘hide’ their election preferences. Just 7% of registered voters say they would “rather other people not know” who they are supporting for president. Most (58%) say they do not mind if people know who they support, but “don’t go out of their way to say it.” A third say they are “pretty outspoken with others” about their voting preferences. There are only slight differences between Clinton and Trump supporters in these views.

Some have had political arguments, but few ‘major’ ones. Nearly four-in-ten voters (37%) – including nearly identical shares of Clinton and Trump supporters – say they have had an argument about the election. But just 8% have had a “major” argument, while 30% have had a “minor” argument.

Election discussions focus more on personalities than issues. About six-in-ten voters (59%) say the discussions about the election have mostly been about the candidates’ personalities and comments; fewer (32%) say they have focused on specific issues and policy positions. In this regard, voters are having conversations about the election that reflect what they say they are seeing from the campaign and news coverage of the election. [In June](#), 65% of voters said the presidential campaign “is not focused on important policy debates,” and [in a separate survey](#), 55% of adults said there was too little news coverage of the candidates’ stances on issues.

Most talk about election with like-minded voters

% of voters who have recently had a conversation about the election with someone who supports ...

	Trump	Clinton
Total	54	55
Trump supporters	76	37
Clinton supporters	40	72

Notes: Based on all registered voters.
Source: Survey conducted June 7-July 5, 2016.

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Candidate support and personal friendships

Nearly half of those who intend to vote for Clinton over Trump in November (47%) say they have no close friends who support Trump, while nearly a third of voters who prefer Trump (31%) say they have no close friends who back Clinton.

Among Clinton supporters, there are wide racial disparities: Fully 72% of Clinton's black supporters say they have no close friends who support Trump. Just 36% of whites who back Clinton say the same, similar to the share of whites supporting Trump who do not have close friends who back Clinton (33%).

More black than white Clinton supporters also say they have "a lot" of close friends who support their own candidate (59% vs. 33%).

Clinton supporters who are younger than 30 are more likely than older Clinton

backers (those 50 and older) to say they have no friends who back Trump (58% vs. 41%). But fewer younger Clinton supporters (28%) than older Clinton backers (47% of 50+) say they have a lot of friends who back Clinton.

Among supporters of both Clinton and Trump, less educated voters are more likely than those with more education to say they have no friends who back the opposing candidate.

Among Clinton backers, blacks more likely than whites to say they have no close friends who support Trump

% of registered voters who say ...

	A lot of their close friends support <u>their</u> candidate		None of their close friends support the <u>other</u> candidate	
	Among Trump supporters	Among Clinton supporters	Among Trump supporters	Among Clinton supporters
	%	%	%	%
Total	44	41	31	47
18-29	36	28	34	58
30-49	39	40	29	50
50-64	50	46	35	43
65+	46	48	28	38
White	44	33	33	36
Black	-	59	-	72
Hispanic	-	47	-	53
College grad+	30	44	22	40
Some college	42	31	31	51
HS or less	59	47	40	52

Notes: Based on registered voters.

Whites and blacks include only those who are not Hispanic; Hispanics are of any race.

Source: Survey conducted June 7-July 5, 2016.

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How open are voters with their candidate preferences?

A majority of voters (58%) who currently plan to support either Trump or Clinton say they don't mind if people know who they support but that they don't go out of their way to say it. A third say that they are "pretty outspoken" with others about their support, while far fewer (7%) say that they would rather other people not know that they support one of these candidates.

There are no significant differences between Clinton and Trump voters on their willingness to share who they support. Majorities of both groups (60% of Clinton supporters and 57% of Trump supporters) don't mind if others know but don't go out of their way to say so.

Older voters who back each of the candidates are more likely to be outspoken than younger voters. About four-in-ten (39%) voters over 50 are outspoken about their preferences for the election compared with just 20% of those under 30.

In addition, slightly more than four-in-ten (42%) voters with no college experience say they are outspoken, compared with just 26% of those who have completed college.

Those who are 'pretty outspoken' about their presidential choice are a minority

% of registered voters saying they ____ who they support for president ...

	Are pretty outspoken about	Don't mind if other people know but don't go out of way to say	Rather other people not know
Total	33	58	7
Trump supporters	35	57	7
Clinton supporters	31	60	8

Notes: Based on registered voters who support Trump or Clinton. (Does not include those who lean toward a candidate).

Don't know/No answer not shown.

Source: Survey conducted June 7-July 5, 2016.

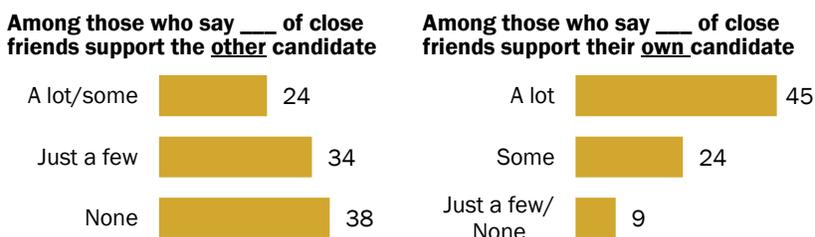
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Among Clinton and Trump supporters, only about a quarter (24%) who have at least some friends who back the other candidate are “pretty outspoken” about their voting preferences. That compares with 38% who say they have no close friends who support the other candidate.

Voters who have a lot of friends who back their preferred candidate are far more likely than others to be outspoken about who they are supporting: 45% say they are pretty outspoken, compared with just 24% of those with some friends who back their candidate and only 9% of those with few or no friends who back their candidate.

‘Outspoken’ voters have more siloed friend groups

% of registered voters who say they are ‘pretty outspoken’ about who they support for president ...



Notes: Based on registered voters who support Trump or Clinton. (Does not include those who lean toward a candidate).

Source: Survey conducted June 7-July 5, 2016.

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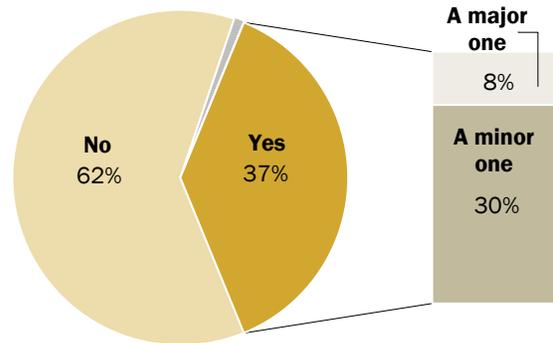
Views of election conversations

At a time when most voters say the outcome of the election “really matters,” 37% say they have had an argument about the election; 62% say they have not. Major arguments are particularly rare: Just 8% of all voters say they have had a major argument.

Similar shares of Trump supporters (37%) and Clinton supporters (38%) say they’ve argued about the contest. Younger voters are the most likely to say they’ve had an election-related argument: 54% of those under 30 have. By comparison, just 30% of voters over 65 have quarreled over the election.

Few say they have had a ‘major’ argument about the election

Among registered voters, had an argument about the 2016 election... (%)



Note: Based on registered voters.
Source: Survey conducted June 7-July 5, 2016.

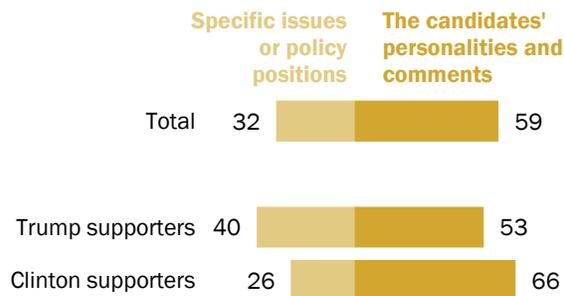
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By about two-to-one, voters say that their recent conversations about the election have been more about the candidates' personalities and comments (59%) than about specific issues or policy positions (32%).

Though both Trump and Clinton supporters are more likely to say their conversations have been focused on personalities and comments rather than issues and policies, Clinton supporters are particularly likely to say this (66% vs. 53% of Trump supporters).

Voters say election talks have focused more on personalities than issues

% of registered voters saying their recent conversations about the presidential election have been mostly about ...



Notes: Based on registered voters.
Don't know/No answer not shown.
Source: Survey conducted June 7-July 5, 2016.

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Acknowledgements

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

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Methodology

Survey conducted June 7-July 5, 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 4,602 respondents, including 3,834 registered voters, who participated in the June 7-July 5, 2016 wave of the panel (4,172 by Web and 430 by mail). The margin of sampling error for the full sample of 4,602 respondents is plus or minus 2.3 percentage points and the margin of sampling error among registered voters is plus or minus 2.5 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 participate¹. 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 June 7-July 5, 2016 wave had a response rate of 82% (4,172 responses among 5,071 Web-based individuals in the panel); the mail component had a response rate of 75% (430 responses among 574 non-Web individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%) and attrition from panel members who

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.

were removed at their request or for inactivity, the cumulative response rate for the June 7-July 5, 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 June 7-July 5, 2016

Group	Weighted proportion	Unweighted sample size	Plus or minus ...
Total sample	100%	4,602	2.3 percentage points
Registered voters	71%	3,834	2.5 percentage points
<i>Among registered voters</i>			
	Weighted proportion of registered voters		
Donald Trump supporters	45%	1,705	3.7 percentage points
Hillary Clinton supporters	51%	2,040	3.4 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.

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**2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 18 June
FINAL TOPLINE
June 7 – July 5, 2016
TOTAL N= 4,602
WEB RESPONDENTS N=4,172
MAIL RESPONDENTS N=430¹**

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED

ASK ALL:

VOTEGEN If the 2016 presidential election were being held today, would you vote for ...
[RANDOMIZE OPTIONS 1 AND 2 WITH OPTION 3 ALWAYS LAST]

**ASK IF NEITHER/OTHER CANDIDATE OR SKIPPED VOTEGEN (VOTEGEN=3 OR MISSING)
[N=782]:**

VOTEGEN3 [IF NEITHER/OTHER IN VOTEGEN DISPLAY:]
And even though you don't plan to support Donald Trump or Hillary Clinton, if you had to choose, would you say you ...
[IF SKIPPED VOTEGEN DISPLAY:]
If you had to choose, would you say you ...
[RANDOMIZE OPTIONS IN SAME ORDER AS VOTEGEN]

BASED ON REGISTERED VOTERS [N=3,834]

	NET		Lean	NET		Lean	Neither in	No	<i>Neither in</i>
	Trump	<u>Trump</u>	<u>Trump</u>	Clinton	<u>Clinton</u>	<u>Clinton</u>	VOTEGEN3	answer	<i>VOTEGEN</i>
June 7- July 5, 2016	45	36	9	51	40	11	3	1	23

¹ 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.

ASK IF SELECTED CANDIDATE (VOTEGEN=1,2):

SHAREPREF Thinking about your preference in the 2016 presidential election, which best describes you? [**REVERSE SCALE FOR RANDOM ½ OF RESPONDENTS**]

BASED ON REGISTERED VOTERS

June 7-July 5

2016

Among Trump supporters (VOTEGEN=1)² [N=1,354]

7	I'd rather other people not know that I support Trump
	I don't mind if other people know I support Trump but I don't go out of my way to say it
57	
35	I'm pretty outspoken with others about my support for Trump
1	No answer

Among Clinton supporters (VOTEGEN=2)³ [N=1,698]

8	I'd rather other people not know that I support Clinton
	I don't mind if other people know I support Clinton but I don't go out of my way to say it
60	
31	I'm pretty outspoken with others about my support for Clinton
1	No answer

ASK ALL:

CONVOP

How often does the 2016 presidential election come up in the conversations you have, either in person, over the phone or online?

June 7-July 5

2016

21	Very often
40	Somewhat often
29	Not too often
9	Not at all
1	No answer

ASK IF CONVERSE ABOUT ELECTION (CONVOP=1-3):

CONSUPRT And have you recently had a conversation about the 2016 presidential election, either in person, over the phone or online, with someone who ... [**RANDOMIZE ITEMS**]

BASED ON TOTAL:

		<u>Yes</u>	<u>No</u>	<u>No answer</u>	<i>Election comes up not at all</i>	<i>No answer to election comes up</i>
a.	Supports Donald Trump June 7-July 5, 2016	51	35	1	9	1
b.	Supports Hilary Clinton June 7-July 5, 2016	53	35	2	9	1

² Does not include those who lean toward Donald Trump (VOTEGEN3=1).

³ Does not include those who lean toward Hilary Clinton (VOTEGEN3=2).

ASK IF CONVERSE ABOUT ELECTION (CONVOP=1-3):

CAMPISSUE Overall, would you say your recent conversations about the 2016 presidential election have been ... **[RANDOMIZE]**

June 7-July 5

2016

57 Mostly about the candidates' personalities and comments

30 Mostly about specific issues or policy positions

2 No answer

9 *Election comes up not at all*

1 *No answer to election comes up*

ASK ALL:

FRIENDP Thinking about your close friends, how many would you say ... **[RANDOMIZE ITEMS]**

		<u>A lot</u>	<u>Some</u>	<u>Just a few</u>	<u>None</u>	<u>No answer</u>
a.	Support Donald Trump June 7-July 5, 2016	19	25	25	30	2
b.	Support Hilary Clinton June 7-July 5, 2016	22	31	26	19	2

ASK ALL:

ARGUE16 Have you had an argument with another person over the 2016 presidential election?

June 7-July 5

2016

7	Yes, a MAJOR argument
29	Yes, a MINOR argument
63	No, have not had an argument
1	No answer