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Contact: Krista Jenkins, kjenkins@fdu.edu 973.443.8390

TRUMP TAINTS AMERICA'S VIEWS ON POLITICAL CORRECTNESS

POLL SUGGESTS PERCEPTIONS OF POLITICAL CORRECTNESS ARE TRUMPED BY TRUMP

Fairleigh Dickinson University, October 30, 2015 – Is America too politically correct (“PC”)? Most Americans say yes, but when that opinion comes from Donald Trump, people are less likely to believe PC in the U.S. has run amok.

The most recent national survey from Fairleigh Dickinson University’s PublicMind finds that 68 percent agree with the statement: “A big problem this country has is being politically correct.” However, when the same question is prefaced with “Donald Trump said recently,” the percent of those who agree drops by double digits to 53 percent.

“When Donald Trump told Megyn Kelly political correctness was a big problem in response to her question about his disparaging commentary toward women, the audience erupted in applause. And yet, it looks like Americans are slightly less willing to agree with him when a critique of PC-ness is linked to the leading Republican contender,” said Krista Jenkins, professor of political science and director of PublicMind.

Democrats are the most affected by the connection to the real estate mogul/reality star, with only 36 percent agreeing with the statement when attributed to Trump, compared to 62 percent who agree when asked with no reference to Trump.

Methodology - The Fairleigh Dickinson University poll was conducted by landline and cellular telephone October 1-5, 2015 among a random national sample of 1026 adults. Results have a margin of sampling error of +/- 3.7 percentage points, including the design effect.

Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>

Radio actualities at 201.692.2846

For more information, please call 201.692.7032

Methodology

The most recent survey by Fairleigh Dickinson University’s PublicMind was conducted by telephone from October 1-5 using a randomly selected sample of 1026 adults nationwide. One can be 95 percent confident that the error attributable to sampling has a range of +/- 3.7 percentage points, including the design effect. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

Interviews were conducted by SSRS of Media, Pennsylvania, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline or cellular phone number (including those with unlisted numbers) an equal chance of being selected.

The total combined sample is mathematically weighted to match known demographics of age, sex, race, and education. 521 interviews were conducted on landlines and 505 were conducted on cellular telephones.

The sample was purchased from Marketing Systems Group and the research was funded by Fairleigh Dickinson University.

Tables

<i>Please tell me if you agree or disagree [rotate] with the following statement: A big problem this country has is being politically correct. N = 468; MoE +/- 4.5</i>								
	PID				Sex		Age	
	All	Dem	Ind	Repub	Male	Female	Under 50	50+
Agree	68	62	68	81	67	69	67	70
Disagree	27	35	28	15	29	26	28	26
DK (vol)	3	3	4	4	3	3	3	3
Refused (vol)	1	1	0	1	0	2	2	1

<i>Donald Trump said recently: A big problem this country has is being politically correct. Do you agree or disagree [rotate] with him. N=558; MoE +/- 4.2</i>								
	PID				Sex		Age	
	All	Dem	Ind	Repub	Male	Female	Under 50	50+
Agree	53	36	47	80	56	50	52	55
Disagree	41	60	47	17	40	42	43	38
DK (vol)	6	4	7	3	4	7	4	7
Refused (vol)	0	0	0	0	1	1	0	0

Exact question wording and order

ELEC1 through ELEC5 released October 8, 2015

SEX1 and SEX2 released October 13, 2015

PRESRA and PRESDA released October 8, 2015

PRES2 released October 8, 2015

[Programming note: split half ELEC6A/B]

ELEC6A Please tell me if you agree or disagree [rotate] with the following statement: A big problem this country has is being politically correct.

- 1 Agree
- 2 Disagree
- 8 DK (vol)
- 9 Refused (vol)

ELEC6B Donald Trump said recently: A big problem this country has is being politically correct. Do you agree or disagree [rotate]with him?

- 1 Agree
- 2 Disagree
- 8 DK (vol)
- 9 Refused (vol)

Sample Characteristics		
Gender	<i>Women</i>	52%
	<i>Men</i>	48%
Age	<i>18-29</i>	21%
	<i>30-44</i>	24%
	<i>45-64</i>	34%
	<i>65+</i>	19%
	<i>Refused</i>	2%
Race	<i>White</i>	63%
	<i>Non-white</i>	37%
Party (with leaners)	<i>Republican</i>	32%
	<i>Democrat</i>	39%
	<i>Ind/Ref/DK</i>	28%