

1. Good Idea about Candidate Vote

Do you have a good idea of which candidate you'll vote for in your party's presidential primary next year, or are you still making up your mind?

Asked of those who said they are likely to vote in their party's presidential primary or caucus next year

	Gender		Age (4 category)				Race (2 category)		
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
I have a good idea of who I'll vote for	63%	69%	56%	59%	62%	65%	60%	61%	75%
I'm still making up my mind	36%	30%	44%	39%	36%	34%	40%	38%	25%
I don't plan to vote in the primary election or caucus	—	—	—	—	—	—	—	—	—
Not sure	1%	2%	0%	2%	2%	1%	0%	1%	—
Totals (Unweighted N)	100% (381)	100% (219)	100% (162)	100% (18)	100% (76)	100% (192)	100% (95)	100% (333)	100% (48)

	Total	Party ID (2 category)		Family Income (3 category)				Census Region			
		Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I have a good idea of who I'll vote for	63%	67%	56%	62%	58%	73%	63%	66%	54%	64%	65%
I'm still making up my mind	36%	33%	43%	37%	42%	26%	34%	33%	42%	36%	34%
I don't plan to vote in the primary election or caucus	—	—	—	—	—	—	—	—	—	—	—
Not sure	1%	0%	2%	1%	—	1%	3%	1%	3%	—	1%
Totals (Unweighted N)	100% (381)	100% (234)	100% (147)	100% (144)	100% (115)	100% (61)	100% (61)	100% (63)	100% (80)	100% (142)	100% (96)

2. Candidate Favorability – Hillary Clinton

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	3%	3%	3%	3%	5%	3%	3%	3%	5%		
Somewhat favorable	4%	4%	4%	7%	3%	4%	3%	4%	5%		
Somewhat unfavorable	8%	7%	10%	12%	12%	6%	7%	9%	5%		
Very unfavorable	84%	86%	82%	78%	78%	87%	86%	84%	85%		
Don't know	1%	–	1%	–	2%	0%	–	1%	–		
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%		
(Unweighted N)	(550)	(309)	(241)	(48)	(127)	(253)	(122)	(470)	(80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	3%	2%	5%	3%	4%	3%	2%	4%	1%	3%	6%
Somewhat favorable	4%	3%	5%	5%	4%	6%	1%	1%	3%	2%	10%
Somewhat unfavorable	8%	8%	8%	8%	9%	7%	6%	8%	7%	9%	8%
Very unfavorable	84%	86%	82%	84%	81%	85%	90%	86%	87%	86%	76%
Don't know	1%	1%	0%	–	1%	–	1%	1%	2%	–	–
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(550)	(342)	(208)	(209)	(174)	(85)	(82)	(84)	(123)	(209)	(134)

3. Candidate Favorability – Ted Cruz

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	41%	50%	31%	26%	32%	42%	51%	39%	53%		
Somewhat favorable	32%	28%	37%	27%	33%	35%	28%	33%	26%		
Somewhat unfavorable	11%	10%	12%	9%	15%	11%	10%	12%	9%		
Very unfavorable	11%	12%	10%	30%	10%	9%	8%	11%	8%		
Don't know	5%	1%	10%	8%	11%	3%	3%	6%	3%		
Totals (Unweighted N)	100% (549)	100% (309)	100% (240)	100% (48)	100% (127)	100% (251)	100% (123)	100% (469)	100% (80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	41%	40%	42%	39%	41%	41%	42%	33%	38%	43%	44%
Somewhat favorable	32%	34%	29%	29%	33%	34%	34%	37%	35%	32%	24%
Somewhat unfavorable	11%	11%	11%	11%	9%	15%	11%	11%	10%	12%	12%
Very unfavorable	11%	10%	13%	14%	10%	9%	8%	12%	12%	9%	13%
Don't know	5%	6%	5%	6%	7%	1%	5%	7%	5%	4%	6%
Totals (Unweighted N)	100% (549)	100% (342)	100% (207)	100% (208)	100% (174)	100% (85)	100% (82)	100% (84)	100% (122)	100% (209)	100% (134)

4. Candidate Favorability – Marco Rubio

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	25%	26%	24%	19%	17%	25%	33%	24%	35%		
Somewhat favorable	39%	42%	36%	34%	38%	40%	40%	39%	36%		
Somewhat unfavorable	19%	22%	16%	15%	26%	18%	17%	19%	19%		
Very unfavorable	10%	8%	11%	13%	9%	12%	7%	10%	5%		
Don't know	7%	2%	13%	19%	10%	6%	3%	7%	5%		
Totals (Unweighted N)	100% (549)	100% (308)	100% (241)	100% (48)	100% (127)	100% (252)	100% (122)	100% (469)	100% (80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	25%	28%	21%	22%	26%	29%	27%	30%	23%	24%	27%
Somewhat favorable	39%	40%	37%	38%	38%	46%	35%	30%	43%	38%	41%
Somewhat unfavorable	19%	17%	24%	20%	19%	17%	19%	25%	14%	22%	15%
Very unfavorable	10%	8%	12%	10%	9%	5%	14%	6%	14%	10%	8%
Don't know	7%	8%	6%	10%	8%	3%	4%	10%	6%	6%	9%
Totals (Unweighted N)	100% (549)	100% (341)	100% (208)	100% (209)	100% (173)	100% (85)	100% (82)	100% (84)	100% (123)	100% (209)	100% (133)

5. Candidate Favorability – Bernie Sanders

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	4%	5%	4%	6%	6%	3%	5%	4%	5%		
Somewhat favorable	13%	13%	13%	18%	15%	10%	14%	13%	12%		
Somewhat unfavorable	17%	17%	17%	20%	14%	17%	19%	16%	21%		
Very unfavorable	59%	63%	55%	44%	52%	66%	61%	60%	53%		
Don't know	6%	3%	10%	12%	13%	4%	2%	6%	9%		
Totals (Unweighted N)	100% (549)	100% (308)	100% (241)	100% (48)	100% (127)	100% (252)	100% (122)	100% (469)	100% (80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	4%	3%	7%	5%	6%	3%	1%	6%	3%	3%	6%
Somewhat favorable	13%	12%	15%	14%	14%	14%	9%	8%	10%	12%	23%
Somewhat unfavorable	17%	17%	16%	17%	15%	24%	13%	22%	22%	16%	9%
Very unfavorable	59%	61%	57%	57%	56%	59%	72%	60%	56%	64%	54%
Don't know	6%	7%	5%	7%	9%	0%	5%	3%	9%	5%	8%
Totals (Unweighted N)	100% (549)	100% (341)	100% (208)	100% (209)	100% (174)	100% (84)	100% (82)	100% (84)	100% (123)	100% (209)	100% (133)

6. Candidate Favorability – Donald Trump

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	41%	41%	40%	19%	39%	45%	43%	41%	38%		
Somewhat favorable	29%	29%	29%	23%	24%	30%	33%	29%	26%		
Somewhat unfavorable	11%	11%	12%	8%	11%	11%	12%	11%	10%		
Very unfavorable	17%	18%	16%	49%	22%	11%	11%	16%	24%		
Don't know	2%	1%	4%	1%	4%	3%	1%	3%	1%		
Totals (Unweighted N)	100% (551)	100% (310)	100% (241)	100% (48)	100% (127)	100% (253)	100% (123)	100% (471)	100% (80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	41%	42%	39%	45%	38%	43%	35%	45%	38%	43%	37%
Somewhat favorable	29%	29%	28%	25%	36%	27%	25%	24%	30%	27%	33%
Somewhat unfavorable	11%	12%	10%	9%	9%	10%	21%	9%	15%	11%	10%
Very unfavorable	17%	16%	19%	19%	12%	20%	19%	15%	13%	18%	20%
Don't know	2%	2%	3%	2%	5%	–	1%	7%	4%	0%	2%
Totals (Unweighted N)	100% (551)	100% (343)	100% (208)	100% (209)	100% (174)	100% (85)	100% (83)	100% (84)	100% (123)	100% (210)	100% (134)

7. Presidential Favorability – Barack Obama

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	2%	3%	1%	3%	3%	1%	3%	2%	3%		
Somewhat favorable	4%	4%	4%	6%	1%	5%	4%	4%	5%		
Somewhat unfavorable	8%	8%	8%	18%	15%	6%	3%	8%	7%		
Very unfavorable	85%	84%	86%	71%	80%	89%	89%	85%	85%		
Don't know	0%	–	1%	2%	1%	–	–	1%	–		
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%		
(Unweighted N)	(550)	(310)	(240)	(48)	(126)	(252)	(124)	(470)	(80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	2%	1%	5%	4%	2%	1%	–	3%	1%	1%	5%
Somewhat favorable	4%	2%	7%	5%	4%	5%	1%	3%	4%	3%	6%
Somewhat unfavorable	8%	8%	8%	7%	9%	10%	6%	12%	5%	7%	11%
Very unfavorable	85%	88%	79%	83%	84%	83%	93%	83%	90%	88%	77%
Don't know	0%	1%	–	1%	–	2%	–	–	–	0%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(550)	(344)	(206)	(209)	(174)	(84)	(83)	(84)	(121)	(211)	(134)

8. Presidential Favorability – George W. Bush

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	36%	29%	43%	23%	32%	35%	43%	35%	41%		
Somewhat favorable	41%	45%	36%	38%	37%	40%	45%	42%	32%		
Somewhat unfavorable	15%	15%	14%	20%	19%	15%	9%	14%	17%		
Very unfavorable	8%	9%	6%	11%	10%	9%	3%	8%	7%		
Don't know	2%	1%	2%	8%	2%	1%	–	2%	2%		
Totals (Unweighted N)	100% (549)	100% (310)	100% (239)	100% (48)	100% (126)	100% (251)	100% (124)	100% (469)	100% (80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	36%	43%	23%	38%	36%	31%	34%	33%	42%	37%	29%
Somewhat favorable	41%	43%	37%	40%	37%	50%	39%	42%	35%	39%	48%
Somewhat unfavorable	15%	9%	25%	14%	15%	11%	18%	19%	11%	17%	12%
Very unfavorable	8%	5%	13%	7%	8%	7%	9%	5%	10%	7%	8%
Don't know	2%	1%	3%	1%	4%	1%	–	1%	3%	0%	3%
Totals (Unweighted N)	100% (549)	100% (343)	100% (206)	100% (208)	100% (174)	100% (84)	100% (83)	100% (84)	100% (121)	100% (211)	100% (133)

9. Presidential Favorability – Bill Clinton

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	4%	3%	6%	2%	5%	5%	4%	4%	7%		
Somewhat favorable	16%	18%	15%	32%	21%	11%	16%	16%	21%		
Somewhat unfavorable	27%	32%	22%	19%	32%	28%	25%	28%	19%		
Very unfavorable	50%	46%	56%	36%	40%	56%	55%	50%	51%		
Don't know	2%	2%	2%	10%	3%	0%	–	2%	2%		
Totals (Unweighted N)	100% (548)	100% (309)	100% (239)	100% (48)	100% (126)	100% (250)	100% (124)	100% (469)	100% (79)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	4%	2%	9%	4%	5%	6%	3%	5%	4%	2%	9%
Somewhat favorable	16%	19%	13%	16%	17%	18%	15%	16%	21%	14%	17%
Somewhat unfavorable	27%	27%	28%	22%	35%	29%	22%	36%	19%	34%	17%
Very unfavorable	50%	52%	47%	57%	39%	48%	59%	43%	54%	50%	54%
Don't know	2%	1%	3%	1%	3%	0%	1%	0%	3%	1%	4%
Totals (Unweighted N)	100% (548)	100% (342)	100% (206)	100% (208)	100% (173)	100% (84)	100% (83)	100% (84)	100% (121)	100% (209)	100% (134)

10. Presidential Favorability – George H. W. Bush

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	39%	35%	44%	21%	33%	40%	48%	40%	35%		
Somewhat favorable	40%	41%	39%	41%	36%	41%	42%	40%	42%		
Somewhat unfavorable	13%	15%	10%	25%	18%	11%	7%	12%	15%		
Very unfavorable	6%	7%	6%	6%	8%	8%	4%	6%	6%		
Don't know	2%	3%	2%	7%	5%	1%	–	2%	2%		
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%		
(Unweighted N)	(547)	(307)	(240)	(48)	(125)	(251)	(123)	(468)	(79)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	39%	47%	26%	40%	38%	43%	33%	35%	39%	45%	31%
Somewhat favorable	40%	41%	38%	43%	38%	37%	41%	45%	37%	36%	46%
Somewhat unfavorable	13%	9%	20%	12%	10%	18%	14%	11%	10%	15%	13%
Very unfavorable	6%	3%	12%	5%	9%	1%	9%	6%	12%	3%	6%
Don't know	2%	1%	5%	0%	5%	0%	3%	2%	3%	1%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(547)	(342)	(205)	(209)	(173)	(84)	(81)	(84)	(119)	(210)	(134)

11. Presidential Favorability – Ronald Reagan

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age (4 category)				Race (2 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites		
Very favorable	75%	77%	71%	43%	67%	80%	82%	73%	82%		
Somewhat favorable	18%	15%	21%	40%	21%	14%	13%	19%	13%		
Somewhat unfavorable	2%	3%	2%	5%	4%	2%	1%	2%	2%		
Very unfavorable	2%	3%	2%	–	4%	2%	3%	3%	2%		
Don't know	3%	2%	4%	11%	5%	2%	–	3%	2%		
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%		
(Unweighted N)	(550)	(310)	(240)	(48)	(126)	(252)	(124)	(470)	(80)		

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	75%	82%	62%	75%	72%	82%	72%	76%	74%	76%	71%
Somewhat favorable	18%	15%	24%	19%	18%	14%	19%	16%	16%	18%	21%
Somewhat unfavorable	2%	2%	3%	3%	2%	2%	1%	–	3%	4%	1%
Very unfavorable	2%	1%	5%	1%	3%	1%	5%	6%	2%	1%	3%
Don't know	3%	1%	6%	2%	5%	1%	4%	2%	5%	1%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(550)	(344)	(206)	(209)	(174)	(84)	(83)	(84)	(121)	(211)	(134)

12. Preferred Republican Nominee for President

If you had to choose one, which one of these individuals would you want to be the Republican nominee for president in 2016?

Asked of 552 likely Republican primary voters

	Gender			Age (4 category)				Race (2 category)	
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
Jeb Bush	5%	5%	5%	6%	10%	3%	3%	5%	4%
Ben Carson	6%	5%	6%	3%	5%	5%	9%	6%	1%
Chris Christie	4%	4%	5%	7%	3%	2%	8%	5%	1%
Ted Cruz	20%	24%	16%	20%	19%	23%	18%	18%	32%
Carly Fiorina	3%	4%	1%	4%	—	3%	4%	2%	6%
Jim Gilmore	—	—	—	—	—	—	—	—	—
Mike Huckabee	3%	2%	3%	7%	2%	2%	3%	3%	3%
John Kasich	3%	4%	2%	4%	2%	2%	4%	4%	—
Rand Paul	3%	5%	2%	14%	6%	2%	0%	3%	4%
Marco Rubio	11%	11%	11%	9%	10%	12%	10%	10%	13%
Rick Santorum	2%	2%	1%	5%	2%	1%	1%	1%	2%
Donald Trump	36%	32%	41%	19%	37%	42%	34%	38%	28%
Other	2%	1%	2%	—	1%	3%	2%	2%	2%
No preference	3%	1%	4%	3%	3%	1%	4%	3%	2%
Totals (Unweighted N)	100% (552)	100% (311)	100% (241)	100% (48)	100% (127)	100% (253)	100% (124)	100% (472)	100% (80)

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Jeb Bush	5%	5%	4%	4%	5%	8%	5%	2%	3%	5%	8%
Ben Carson	6%	6%	5%	8%	6%	—	7%	8%	7%	5%	4%
Chris Christie	4%	5%	4%	4%	4%	4%	6%	4%	6%	5%	2%
Ted Cruz	20%	20%	21%	19%	21%	23%	20%	11%	19%	21%	25%
Carly Fiorina	3%	2%	4%	2%	4%	1%	3%	—	2%	4%	3%
Jim Gilmore	—	—	—	—	—	—	—	—	—	—	—
Mike Huckabee	3%	3%	3%	5%	2%	1%	1%	3%	4%	3%	1%
John Kasich	3%	3%	4%	3%	5%	2%	1%	3%	5%	2%	4%
Rand Paul	3%	3%	5%	3%	4%	3%	3%	4%	4%	2%	4%
Marco Rubio	11%	14%	5%	8%	8%	14%	18%	15%	7%	9%	15%
Rick Santorum	2%	1%	3%	0%	4%	—	2%	—	2%	3%	—
Donald Trump	36%	37%	35%	38%	35%	40%	31%	42%	36%	38%	30%
Other	2%	1%	4%	3%	1%	—	2%	4%	2%	1%	1%

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	Party ID (2 category)		Family Income (3 category)				Census Region				
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
No preference	3%	2%	4%	3%	2%	4%	2%	3%	2%	2%	4%
Totals (Unweighted N)	100% (552)	100% (344)	100% (208)	100% (210)	100% (174)	100% (85)	100% (83)	100% (84)	100% (123)	100% (211)	100% (134)

13. Cruz - Rubio - Trump

If the election for the Republican nomination for president was going to be held now and the only candidates were Donald Trump, Ted Cruz, and Marco Rubio, would you vote for...

Asked of 552 likely Republican primary voters

	Total	Gender		Age (4 category)				Race (2 category)	
		Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
Ted Cruz	30%	35%	24%	27%	29%	30%	31%	28%	41%
Marco Rubio	21%	19%	24%	29%	23%	19%	20%	23%	14%
Donald Trump	45%	42%	49%	29%	46%	47%	47%	46%	40%
I would not vote	4%	4%	3%	14%	2%	3%	2%	3%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(552)	(311)	(241)	(48)	(127)	(253)	(124)	(472)	(80)

	Total	Party ID (2 category)		Family Income (3 category)				Census Region			
		Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Ted Cruz	30%	28%	34%	26%	30%	28%	39%	23%	28%	33%	31%
Marco Rubio	21%	25%	15%	19%	21%	25%	24%	19%	20%	20%	27%
Donald Trump	45%	44%	48%	49%	46%	45%	36%	52%	46%	45%	40%
I would not vote	4%	4%	3%	6%	2%	2%	1%	6%	5%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(552)	(344)	(208)	(210)	(174)	(85)	(83)	(84)	(123)	(211)	(134)

14. Which of these words to describe Ted Cruz

Which of these words would you use to describe Ted Cruz?

Asked of 552 likely Republican primary voters

	Gender			Age (4 category)				Race (2 category)	
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
Bold	39%	47%	29%	37%	33%	43%	37%	36%	56%
Effective	34%	36%	31%	18%	27%	35%	42%	30%	54%
Establishment candidate	17%	15%	19%	8%	13%	19%	19%	17%	13%
Experienced	35%	36%	34%	23%	27%	37%	43%	34%	46%
Honest	42%	50%	33%	33%	23%	46%	53%	40%	52%
Inspiring	32%	38%	25%	23%	23%	36%	35%	29%	47%
In touch	34%	34%	34%	25%	25%	39%	39%	33%	42%
Partisan	15%	19%	11%	27%	10%	15%	15%	16%	10%
Religious	33%	39%	27%	50%	22%	35%	34%	31%	47%
Strong	45%	52%	36%	28%	37%	48%	51%	43%	58%
True conservative	54%	64%	42%	38%	47%	57%	61%	52%	67%
Typical politician	22%	20%	23%	19%	18%	26%	20%	23%	15%
Unifying	19%	21%	16%	19%	11%	17%	26%	17%	30%
Washington outsider	20%	28%	11%	20%	19%	21%	19%	18%	32%
Totals	(552)	(311)	(241)	(48)	(127)	(253)	(124)	(472)	(80)

	Party ID (2 category)		Family Income (3 category)				Census Region				
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Bold	39%	41%	35%	33%	42%	41%	42%	35%	37%	42%	36%
Effective	34%	34%	32%	31%	34%	26%	45%	23%	35%	35%	37%
Establishment candidate	17%	18%	14%	18%	20%	14%	11%	13%	19%	15%	19%
Experienced	35%	34%	37%	36%	32%	32%	42%	27%	32%	36%	42%
Honest	42%	40%	45%	40%	40%	45%	47%	34%	44%	44%	42%
Inspiring	32%	32%	31%	30%	31%	36%	32%	23%	37%	32%	32%
In touch	34%	33%	36%	40%	31%	24%	39%	22%	36%	36%	38%
Partisan	15%	14%	17%	11%	16%	29%	8%	14%	12%	17%	15%
Religious	33%	32%	37%	31%	34%	40%	31%	22%	36%	38%	30%
Strong	45%	44%	45%	39%	41%	57%	52%	44%	43%	46%	45%
True conservative	54%	55%	53%	48%	52%	69%	55%	46%	52%	56%	57%
Typical politician	22%	22%	22%	24%	24%	19%	15%	21%	22%	21%	24%

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	Total	Party ID (2 category)		Family Income (3 category)				Census Region			
		Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Unifying	19%	18%	19%	17%	21%	14%	22%	13%	21%	18%	21%
Washington outsider	20%	19%	22%	17%	17%	29%	24%	23%	17%	25%	12%
Totals	(552)	(344)	(208)	(210)	(174)	(85)	(83)	(84)	(123)	(211)	(134)

15. Which of these words to describe Marco Rubio

Which of these words would you use to describe Marco Rubio?

Asked of 552 likely Republican primary voters

	Gender			Age (4 category)				Race (2 category)	
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
Bold	23%	23%	24%	29%	16%	24%	27%	24%	21%
Effective	30%	31%	28%	18%	20%	31%	39%	28%	40%
Establishment candidate	32%	39%	25%	30%	28%	35%	33%	32%	33%
Experienced	22%	23%	22%	11%	13%	28%	26%	22%	26%
Honest	34%	35%	33%	19%	21%	36%	46%	33%	37%
Inspiring	28%	31%	25%	29%	17%	33%	31%	28%	32%
In touch	27%	28%	26%	26%	13%	30%	34%	26%	31%
Partisan	9%	10%	7%	10%	6%	11%	8%	9%	9%
Religious	18%	20%	17%	17%	10%	21%	22%	17%	25%
Strong	29%	32%	25%	29%	18%	33%	31%	27%	39%
True conservative	24%	23%	25%	19%	14%	25%	32%	24%	25%
Typical politician	35%	37%	32%	36%	34%	39%	29%	36%	28%
Unifying	17%	18%	17%	19%	9%	20%	20%	17%	22%
Washington outsider	5%	5%	6%	4%	5%	5%	6%	5%	5%
Totals	(552)	(311)	(241)	(48)	(127)	(253)	(124)	(472)	(80)

	Party ID (2 category)		Family Income (3 category)				Census Region				
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Bold	23%	24%	22%	25%	22%	30%	17%	23%	29%	22%	21%
Effective	30%	31%	27%	29%	28%	31%	32%	25%	28%	29%	36%
Establishment candidate	32%	32%	33%	33%	27%	41%	33%	24%	29%	35%	37%
Experienced	22%	24%	19%	20%	20%	22%	32%	24%	20%	25%	19%
Honest	34%	36%	30%	32%	36%	34%	34%	30%	33%	37%	33%
Inspiring	28%	30%	25%	25%	32%	32%	26%	24%	26%	31%	30%
In touch	27%	31%	20%	29%	22%	30%	29%	23%	27%	27%	32%
Partisan	9%	7%	11%	11%	7%	9%	7%	10%	10%	9%	7%
Religious	18%	18%	18%	18%	22%	13%	18%	17%	8%	20%	27%
Strong	29%	28%	30%	28%	28%	37%	25%	24%	34%	29%	28%
True conservative	24%	26%	19%	25%	23%	25%	21%	24%	20%	23%	29%
Typical politician	35%	33%	37%	30%	35%	47%	33%	32%	34%	37%	33%

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		Party ID (2 category)		Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Unifying	17%	20%	13%	16%	13%	29%	17%	12%	15%	16%	26%
Washington outsider	5%	5%	5%	8%	5%	4%	1%	3%	4%	8%	4%
Totals	(552)	(344)	(208)	(210)	(174)	(85)	(83)	(84)	(123)	(211)	(134)

16. Which of these words to describe Donald Trump

Which of these words would you use to describe Donald Trump?

Asked of 552 likely Republican primary voters

	Gender			Age (4 category)				Race (2 category)	
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
Bold	75%	75%	74%	63%	77%	79%	71%	76%	70%
Effective	45%	45%	44%	24%	42%	50%	46%	44%	46%
Establishment candidate	4%	5%	2%	5%	3%	3%	4%	3%	6%
Experienced	21%	24%	18%	17%	19%	26%	18%	20%	28%
Honest	32%	35%	30%	21%	31%	32%	37%	32%	33%
Inspiring	37%	39%	33%	19%	25%	41%	44%	36%	38%
In touch	37%	38%	37%	18%	29%	41%	46%	39%	29%
Partisan	8%	10%	5%	11%	6%	8%	7%	7%	12%
Religious	4%	3%	5%	2%	1%	4%	7%	3%	9%
Strong	62%	63%	60%	34%	50%	68%	71%	63%	54%
True conservative	14%	15%	13%	9%	9%	12%	22%	14%	11%
Typical politician	6%	7%	5%	14%	7%	6%	3%	5%	12%
Unifying	17%	18%	16%	9%	6%	20%	23%	17%	16%
Washington outsider	64%	69%	59%	49%	47%	69%	76%	65%	61%
Totals	(552)	(311)	(241)	(48)	(127)	(253)	(124)	(472)	(80)

	Party ID (2 category)			Family Income (3 category)				Census Region			
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Bold	75%	77%	71%	77%	73%	80%	68%	73%	74%	78%	70%
Effective	45%	44%	45%	50%	44%	43%	36%	46%	48%	45%	41%
Establishment candidate	4%	3%	4%	4%	5%	3%	2%	5%	3%	2%	6%
Experienced	21%	17%	29%	22%	18%	22%	25%	17%	13%	27%	22%
Honest	32%	30%	36%	35%	30%	36%	27%	35%	29%	35%	30%
Inspiring	37%	34%	41%	42%	35%	33%	30%	37%	38%	39%	31%
In touch	37%	38%	36%	43%	32%	43%	29%	37%	33%	43%	31%
Partisan	8%	6%	10%	6%	9%	9%	6%	7%	5%	10%	7%
Religious	4%	4%	4%	5%	5%	3%	—	3%	6%	3%	4%
Strong	62%	63%	59%	63%	63%	65%	52%	58%	66%	62%	59%
True conservative	14%	14%	14%	16%	12%	16%	11%	14%	12%	15%	13%
Typical politician	6%	6%	7%	8%	5%	3%	7%	8%	7%	6%	4%

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	Total	Party ID (2 category)		Family Income (3 category)				Census Region			
		Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Unifying	17%	14%	21%	20%	13%	19%	15%	8%	15%	19%	21%
Washington outsider	64%	63%	66%	63%	63%	70%	64%	74%	61%	60%	68%
Totals	(552)	(344)	(208)	(210)	(174)	(85)	(83)	(84)	(123)	(211)	(134)

17. Agree with each statement

Below are some things that have been said about some of the Republicans running for president. Do you agree or disagree with each statement?

Asked of 552 likely Republican primary voters

	Total	Gender		Age (4 category)				Race (2 category)	
		Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
"Marco Rubio lacks the experience to be president"	15%	13%	18%	17%	12%	18%	14%	15%	15%
"Ted Cruz lacks the experience to be president"	11%	11%	11%	14%	11%	9%	11%	12%	3%
"Ted Cruz wants to weaken America's military and intelligence capabilities"	10%	9%	13%	13%	14%	11%	7%	10%	13%
"Donald Trump is not a true conservative"	41%	46%	35%	62%	34%	42%	38%	41%	42%
"Marco Rubio can't be trusted to handle illegal immigration"	39%	39%	38%	28%	36%	45%	36%	37%	46%
"Donald Trump is too outrageous and controversial to be president"	35%	33%	38%	56%	37%	29%	37%	36%	33%
"Marco Rubio represents the next generation of conservative leaders"	45%	45%	44%	49%	37%	44%	51%	43%	54%
"Marco Rubio is the Republican candidate Hillary Clinton's campaign fears most"	27%	32%	21%	35%	25%	27%	26%	27%	28%
"Ted Cruz will stand up to the Washington establishment"	57%	67%	47%	47%	50%	62%	60%	55%	73%
"Ted Cruz is a proven conservative"	63%	72%	54%	51%	58%	65%	68%	61%	78%

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	Gender		Age (4 category)				Race (2 category)		
	Total	Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
"Donald Trump says things other politicians are afraid to say"	89%	90%	89%	68%	87%	93%	92%	90%	82%
"Donald Trump will restore America's standing in the world"	63%	65%	60%	34%	56%	70%	68%	65%	54%
Totals	(551)	(310)	(241)	(47)	(127)	(253)	(124)	(471)	(80)

	Party ID (2 category)		Family Income (3 category)				Census Region				
	Total	Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
"Marco Rubio lacks the experience to be president"	15%	14%	18%	16%	17%	16%	11%	12%	16%	15%	17%
"Ted Cruz lacks the experience to be president"	11%	11%	9%	11%	7%	13%	16%	13%	10%	12%	8%
"Ted Cruz wants to weaken America's military and intelligence capabilities"	10%	11%	10%	11%	12%	11%	6%	13%	10%	9%	13%
"Donald Trump is not a true conservative"	41%	39%	44%	35%	43%	45%	47%	41%	37%	42%	43%
"Marco Rubio can't be trusted to handle illegal immigration"	39%	36%	43%	37%	40%	35%	44%	31%	38%	41%	39%
"Donald Trump is too outrageous and controversial to be president"	35%	37%	32%	35%	32%	37%	42%	30%	44%	34%	32%
"Marco Rubio represents the next generation of conservative leaders"	45%	50%	36%	37%	49%	43%	56%	44%	48%	45%	42%

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	Total	Party ID (2 category)		Family Income (3 category)				Census Region			
		Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
"Marco Rubio is the Republican candidate Hillary Clinton's campaign fears most"	27%	30%	22%	27%	24%	36%	25%	22%	16%	30%	36%
"Ted Cruz will stand up to the Washington establishment"	57%	58%	57%	54%	54%	63%	65%	51%	44%	62%	68%
"Ted Cruz is a proven conservative"	63%	62%	65%	57%	61%	79%	65%	61%	58%	66%	66%
"Donald Trump says things other politicians are afraid to say"	89%	90%	88%	88%	93%	92%	82%	91%	88%	88%	91%
"Donald Trump will restore America's standing in the world"	63%	65%	60%	63%	67%	61%	58%	67%	62%	61%	65%
Totals	(551)	(344)	(207)	(209)	(174)	(85)	(83)	(84)	(122)	(211)	(134)

18. Disagree with each statement

Below are some things that have been said about some of the Republicans running for president. Do you agree or disagree with each statement?

Asked of 552 likely Republican primary voters

	Total	Gender		Age (4 category)				Race (2 category)	
		Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
"Marco Rubio lacks the experience to be president"	20%	23%	17%	39%	19%	19%	16%	19%	24%
"Ted Cruz lacks the experience to be president"	25%	29%	21%	9%	21%	30%	27%	24%	32%
"Ted Cruz wants to weaken America's military and intelligence capabilities"	57%	68%	45%	51%	48%	58%	64%	56%	63%
"Donald Trump is not a true conservative"	30%	27%	33%	27%	34%	28%	31%	29%	36%
"Marco Rubio can't be trusted to handle illegal immigration"	38%	41%	35%	42%	32%	36%	44%	39%	31%
"Donald Trump is too outrageous and controversial to be president"	53%	55%	50%	40%	51%	58%	52%	52%	58%
"Marco Rubio represents the next generation of conservative leaders"	25%	28%	22%	23%	32%	27%	19%	27%	15%
"Marco Rubio is the Republican candidate Hillary Clinton's campaign fears most"	38%	35%	40%	25%	41%	40%	36%	37%	41%
"Ted Cruz will stand up to the Washington establishment"	17%	17%	18%	20%	20%	17%	15%	19%	7%
"Ted Cruz is a proven conservative"	9%	7%	11%	16%	5%	10%	9%	10%	2%

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	Total	Gender		Age (4 category)				Race (2 category)	
		Male	Female	Under 30	30-44	45-64	65+	Whites	Non-whites
"Donald Trump says things other politicians are afraid to say"	4%	3%	6%	16%	3%	2%	5%	4%	5%
"Donald Trump will restore America's standing in the world"	20%	20%	20%	47%	27%	12%	18%	20%	23%
Totals	(551)	(310)	(241)	(47)	(127)	(253)	(124)	(471)	(80)

	Total	Party ID (2 category)		Family Income (3 category)				Census Region			
		Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
"Marco Rubio lacks the experience to be president"	20%	21%	18%	17%	27%	19%	14%	16%	19%	19%	25%
"Ted Cruz lacks the experience to be president"	25%	25%	26%	25%	21%	26%	34%	30%	19%	27%	26%
"Ted Cruz wants to weaken America's military and intelligence capabilities"	57%	57%	57%	47%	62%	63%	63%	51%	51%	59%	63%
"Donald Trump is not a true conservative"	30%	31%	28%	29%	33%	32%	26%	17%	30%	36%	29%
"Marco Rubio can't be trusted to handle illegal immigration"	38%	40%	34%	37%	38%	48%	32%	42%	32%	40%	37%
"Donald Trump is too outrageous and controversial to be president"	53%	51%	56%	57%	51%	55%	45%	58%	48%	55%	49%
"Marco Rubio represents the next generation of conservative leaders"	25%	26%	23%	26%	27%	23%	21%	25%	17%	31%	23%

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	Total	Party ID (2 category)		Family Income (3 category)				Census Region			
		Republicans	Others	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
"Marco Rubio is the Republican candidate Hillary Clinton's campaign fears most"	38%	36%	40%	33%	47%	40%	29%	44%	37%	38%	34%
"Ted Cruz will stand up to the Washington establishment"	17%	16%	20%	15%	19%	21%	16%	25%	17%	19%	11%
"Ted Cruz is a proven conservative"	9%	8%	10%	10%	10%	7%	7%	5%	11%	10%	8%
"Donald Trump says things other politicians are afraid to say"	4%	4%	4%	6%	2%	3%	5%	2%	6%	6%	2%
"Donald Trump will restore America's standing in the world"	20%	20%	21%	21%	17%	25%	20%	19%	18%	22%	20%
Totals	(551)	(344)	(207)	(209)	(174)	(85)	(83)	(84)	(122)	(211)	(134)

Interviewing Dates	January 9 - 11, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.261 to 3.633, with a mean of one and a standard deviation of 0.431.
Number of respondents	552
Margin of error	± 4.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	93 questions not reported.