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Sample	2000 Adult Interviews
Conducted	January 9 - 11, 2016
Margin of Error	±3%

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

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Hillary Clinton	20%	24%	10%	38%	7%
Ted Cruz	14%	19%	15%	31%	21%
Marco Rubio	10%	22%	20%	25%	22%
Bernie Sanders	19%	23%	15%	25%	19%
Donald Trump	18%	17%	11%	48%	6%

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

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Barack Obama	24%	24%	11%	38%	4%
George W. Bush	16%	24%	19%	34%	7%
Bill Clinton	24%	29%	18%	23%	6%
George H. W. Bush	18%	29%	21%	22%	10%
Ronald Reagan	35%	26%	14%	13%	12%

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3. Which of these words would you use to describe Hillary Clinton?
Asked of 620 likely Democratic primary voters

	Yes	No Opinion	No
Bold	42%	50%	7%
Consistent	29%	54%	18%
Effective	51%	42%	7%
Experienced	76%	21%	3%
Honest	22%	56%	22%
Inspiring	35%	52%	13%
Intelligent	72%	24%	4%
In touch	34%	51%	15%
Likeable	40%	43%	17%
Partisan	16%	74%	10%
Strong	65%	30%	5%
True progressive	18%	63%	19%
Typical politician	34%	46%	20%
Unifying	14%	64%	22%

4. Which of these words would you use to describe Bernie Sanders?
Asked of 620 likely Democratic primary voters

	Yes	No Opinion	No
Bold	42%	53%	5%
Consistent	42%	55%	3%
Effective	28%	67%	6%
Experienced	45%	51%	4%
Honest	54%	43%	3%
Inspiring	37%	55%	8%
Intelligent	56%	42%	2%
In touch	38%	53%	9%
Likeable	52%	42%	6%
Partisan	10%	74%	16%
Strong	35%	59%	6%
True progressive	44%	53%	3%
Typical politician	13%	44%	43%
Unifying	18%	68%	13%

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5. Below are some things that have been said about some of the Democrats running for president. Do you agree or disagree with each statement?
Asked of 620 likely Democratic primary voters

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
"Bernie Sanders is too far to the left to win a general election"	11%	26%	31%	15%	17%
"Bernie Sanders can't be trusted to fight for more effective gun control"	7%	16%	36%	21%	20%
"Hillary Clinton can't be trusted to take on Wall Street and the big banks"	16%	19%	24%	22%	20%
"Hillary Clinton is too aggressive when it comes to foreign policy"	8%	12%	27%	27%	26%
"Hillary Clinton has what it takes to deal with the big problems facing the country"	36%	34%	16%	6%	8%
"Hillary Clinton represents the Democratic Party's best chance of winning the White House"	39%	29%	17%	7%	8%
"Bernie Sanders will rein in Wall Street and the big banks"	21%	31%	32%	11%	5%
"Bernie Sanders will generate the enthusiasm needed to keep the White House for Democrats and make gains in Congress"	19%	26%	33%	14%	7%

6. 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

Jeb Bush	5%
Ben Carson	6%
Chris Christie	4%
Ted Cruz	20%
Carly Fiorina	3%
Jim Gilmore	-
Mike Huckabee	3%
John Kasich	3%
Rand Paul	3%
Marco Rubio	11%
Rick Santorum	2%
Donald Trump	36%
Other	2%
No preference	3%

7. 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

Ted Cruz	30%
Marco Rubio	21%
Donald Trump	45%
I would not vote	4%

8. Which of these words would you use to describe Ted Cruz?
Asked of 552 likely Republican primary voters

	Yes	No Opinion	No
Bold	39%	57%	5%
Effective	34%	57%	10%
Establishment candidate	17%	50%	33%
Experienced	35%	58%	7%
Honest	42%	49%	9%
Inspiring	32%	59%	9%
In touch	34%	57%	9%
Partisan	15%	74%	12%
Religious	33%	64%	3%
Strong	45%	50%	5%
True conservative	54%	43%	3%
Typical politician	22%	45%	33%
Unifying	19%	65%	16%
Washington outsider	20%	61%	19%

9. Which of these words would you use to describe Marco Rubio?
Asked of 552 likely Republican primary voters

	Yes	No Opinion	No
Bold	23%	68%	9%
Effective	30%	58%	12%
Establishment candidate	32%	58%	10%
Experienced	22%	60%	18%
Honest	34%	54%	12%
Inspiring	28%	60%	11%
In touch	27%	64%	9%
Partisan	9%	83%	8%
Religious	18%	77%	4%
Strong	29%	60%	11%
True conservative	24%	58%	18%
Typical politician	35%	47%	19%
Unifying	17%	69%	13%
Washington outsider	5%	64%	30%

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10. Which of these words would you use to describe Donald Trump?
Asked of 552 likely Republican primary voters

	Yes	No Opinion	No
Bold	75%	23%	2%
Effective	45%	45%	11%
Establishment candidate	4%	45%	51%
Experienced	21%	55%	24%
Honest	32%	53%	15%
Inspiring	37%	51%	13%
In touch	37%	52%	11%
Partisan	8%	79%	14%
Religious	4%	66%	30%
Strong	62%	34%	5%
True conservative	14%	60%	26%
Typical politician	6%	31%	62%
Unifying	17%	58%	25%
Washington outsider	64%	31%	4%

11. 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

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
"Marco Rubio lacks the experience to be president"	10%	20%	29%	28%	12%
"Ted Cruz lacks the experience to be president"	8%	15%	23%	14%	40%
"Ted Cruz wants to weaken America's military and intelligence capabilities"	2%	9%	32%	19%	39%
"Donald Trump is not a true conservative"	16%	26%	27%	20%	11%
"Marco Rubio can't be trusted to handle illegal immigration"	16%	23%	22%	22%	16%
"Donald Trump is too outrageous and controversial to be president"	17%	19%	10%	18%	35%
"Marco Rubio represents the next generation of conservative leaders"	13%	33%	28%	15%	11%
"Marco Rubio is the Republican candidate Hillary Clinton's campaign fears most"	8%	19%	34%	22%	16%
"Ted Cruz will stand up to the Washington establishment"	33%	26%	23%	12%	6%
"Ted Cruz is a proven conservative"	35%	30%	27%	6%	3%
"Donald Trump says things other politicians are afraid to say"	72%	19%	5%	2%	3%
"Donald Trump will restore America's standing in the world"	33%	21%	16%	8%	12%

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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 0.176 to 4.182, with a mean of one and a standard deviation of 0.9.
Number of respondents	2000
Margin of error	$\pm$ 3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.