

## GALLUP NEWS SERVICE

### OPINIONS OF POTENTIAL 2016 PRESIDENTIAL CANDIDATES

Results are based on telephone interviews with a random sample of 1,522 national adults, aged 18+, living in all 50 states and the District of Columbia, conducted March 2-4, 2015. For results based on the total sample of National Adults, the margin of error is  $\pm 3$  percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2014 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

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

1. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about -- [ITEM A READ FIRST, THEN ITEMS B-Q READ IN RANDOM ORDER]?

<i>2015 Mar 2-4</i> <i>(sorted by "favorable")</i>	Favorable	Unfavorable	Never heard of	No opinion	Net Favorable
	%	%	%	%	
Hillary Clinton	50	39	2	9	+11
Joe Biden	39	39	11	11	0
Jeb Bush	35	33	16	15	+2
Chris Christie	31	34	23	13	-3
Mike Huckabee	30	27	25	17	+3
Rand Paul	28	25	32	15	+3
Marco Rubio	26	21	38	15	+5
Rick Perry	25	32	29	14	

**Q.1 (FAVORABLES) CONTINUED**

**A. Hillary Clinton**

Favor- able	Unfavor- able	No opinion
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**Q.1 (FAVORABLES) CONTINUED**

**A. Hillary Clinton (continued)**

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>		<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>
<b><u>1998</u></b>				<b><u>1994</u></b>			
1998 Dec 28-29	67	29	4				

## Q.1 (FAVORABLES) CONTINUED

### B. Joe Biden

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2015 Mar 2-4	39	39	11	11
2014 Jul 7-10	38	42	9	11
2014 Feb 6-9	46	42	7	5
2013 Jun 1-4	44	44	8	5
2013 Apr 11-14	45	42	5	9
2012 Nov 15-18	48	40	7	5
2012 Sep 24-27	44	45	4	8
2012 Aug 20-22	44	45	4	7
2012 May 10-13	42	45	5	9
2011 Mar 25-27	46	41	6	7
2010 Jul 8-11	43	41	7	9
2009 Oct 16-19	42	40	7	11
2009 Jul 10-12	48	36	8	9
2009 Jan 9-11	53	29	7	11
2008 Nov 7-9	59	29	5	7
2008 Oct 31-				

## Q.1 (FAVORABLES) CONTINUED

### F. Former Florida governor, Jeb Bush

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2015 Mar 2-4	35	33	16	15
2014 Jul 7-10	31	34	18	17
2011 Mar 25-27	35	44	7	14
2005 Apr 1-2 ^	44	38	5	13

^ WORDING: Florida Governor, Jeb Bush

### G. Dr. Ben Carson

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2015 Mar 2-4	20	8	62	10

### H. New Jersey governor, Chris Christie

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2015 Mar 2-4	31	34	23	13
2014 Jul 7-10	33	32	20	15
2014 Feb 6-9	36	45	12	7
2013 Jun 1-4	52	20	20	8
2012 Aug 20-22	34	26	25	14
2011 Mar 25-27	27	22	34	18

### I. Texas senator, Ted Cruz

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2015 Mar 2-4	22	28	37	13
2014 Jul 7-10	25	23	36	15
2013 Oct 3-6	26	36	26	13
2013 Jun 1-4	24	18	45	12

**Q.38 (FAVORABLES) CONTINUED**

**Q.1 (FAVORABLES) CONTINUED**

**N. Florida senator, Marco Rubio**

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2015 Mar 2-4	26	21	38	15
2014 Jul 7-10	27	19	35	18
2013 Jun 1-4	37	22		