

## **2016 Presidential Primaries:**

### **What voters are looking for in candidates and how millennials may shape the race**

Survey of 1,022 American voters  
June 23 - July 2

Conducted by Sachs Media Group  
Breakthrough Research Division



TALLAHASSEE | ORLANDO | BOCA RATON | WASHINGTON D.C.

## **Research Methodology**

### **Overview:**

This survey of 1,022 American adults was conducted between June 23 and July 2, 2015. Respondents were screened for being registered voters who expressed somewhat high or high likelihood of voting in the 2016 presidential primary election cycle. The average margin of sampling error is estimated to be +/- 3.5%.

### **Methods:**

Sachs Media Group's Breakthrough Research division utilizes non-panel Internet recruitment through randomly placed invitations to participate via digital and social media sources. Proportional quota sampling is used as needed to achieve a demographically balanced sample of adults based on gender, age, race, income, educational attainment and geographic region. No post-stratification weighting is used, as proportional demographic quotas are met in advance of analysis.

### **For more information:**

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## Survey Sample Demographics

Gender	Our Sample	Gallup 2012 composition of likely voters
Male	46%	48%
Female	52%	52%

Race	Our Sample	Gallup 2012 composition of likely voters
White	83%	80%
Black	10%	11%
Hispanic	7%	7%

Age	Our Sample	Gallup 2012 composition of likely voters
18-29		13%
18-34	21%	
30-49		34%
35-49	27%	
18-49	48%	47%
50-64	32%	31%
65+	20%	22%

Region	Our Sample	Gallup 2012 composition of likely voters
Northeast	17%	23%
South	35%	33%
Midwest	26%	23%
West	22%	22%

Education	Our Sample	Gallup 2012 composition of likely voters
Not college graduate	51%	61%
College graduate	49%	37%

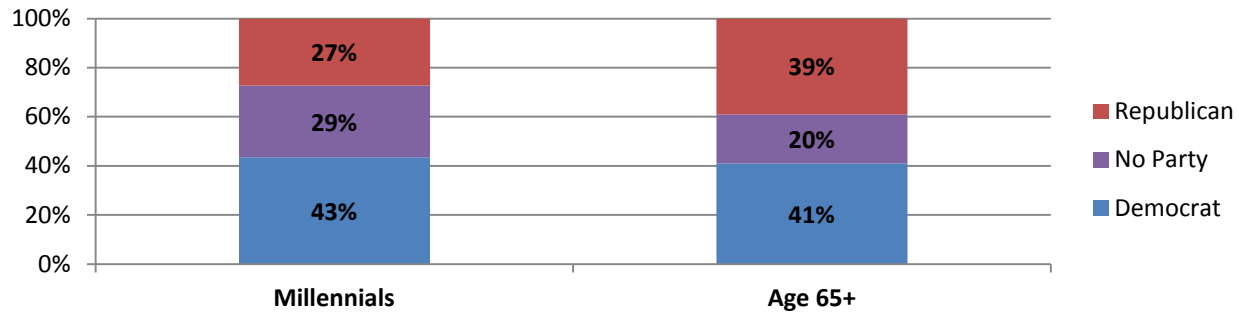
Party affiliation	Our Sample	Gallup 2012 composition of likely voters
Republican	36%	36%
Democrat	40%	35%
No Party	23%	29%

**Note:** Gallup figures refer to likely voters in the presidential election, not specific to primary elections.

**Source:** <http://www.gallup.com/poll/158399/2012-electorate-looks-like-2008.aspx>

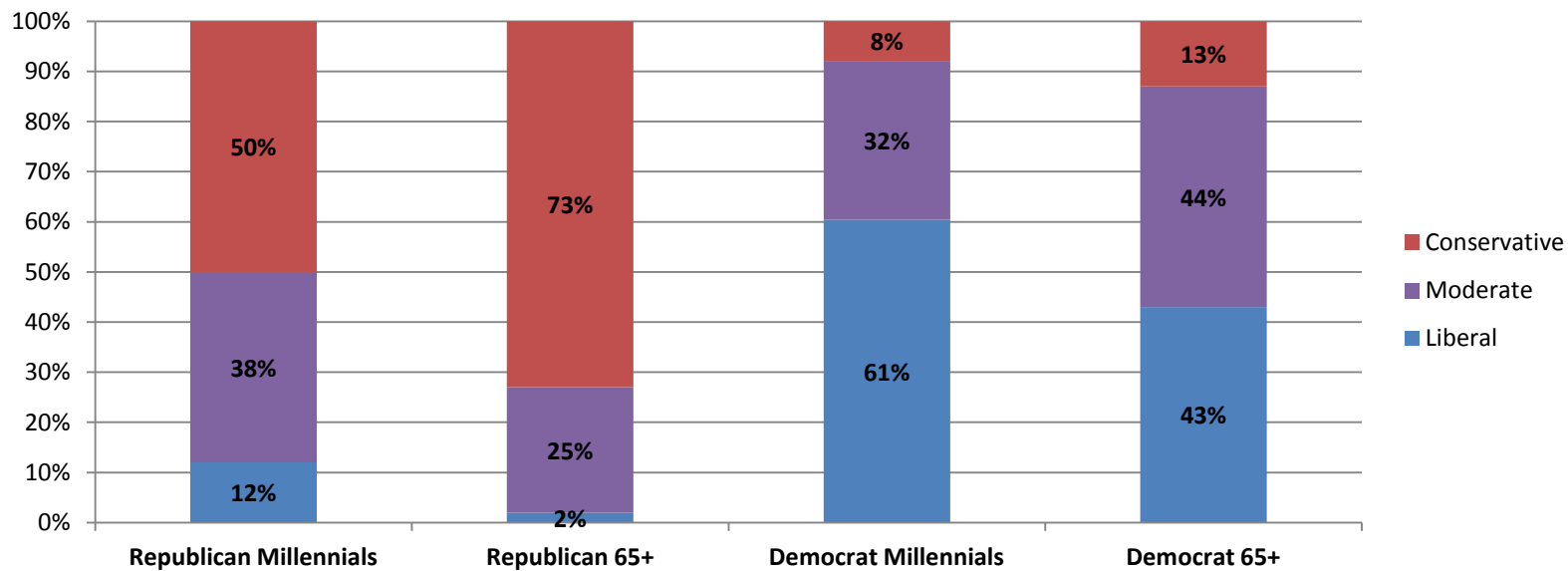
### Party affiliation:

- Millennials (ages 18-34) are less likely to affiliate with the Republican party than voters ages 65+ and more likely to identify as Independents.

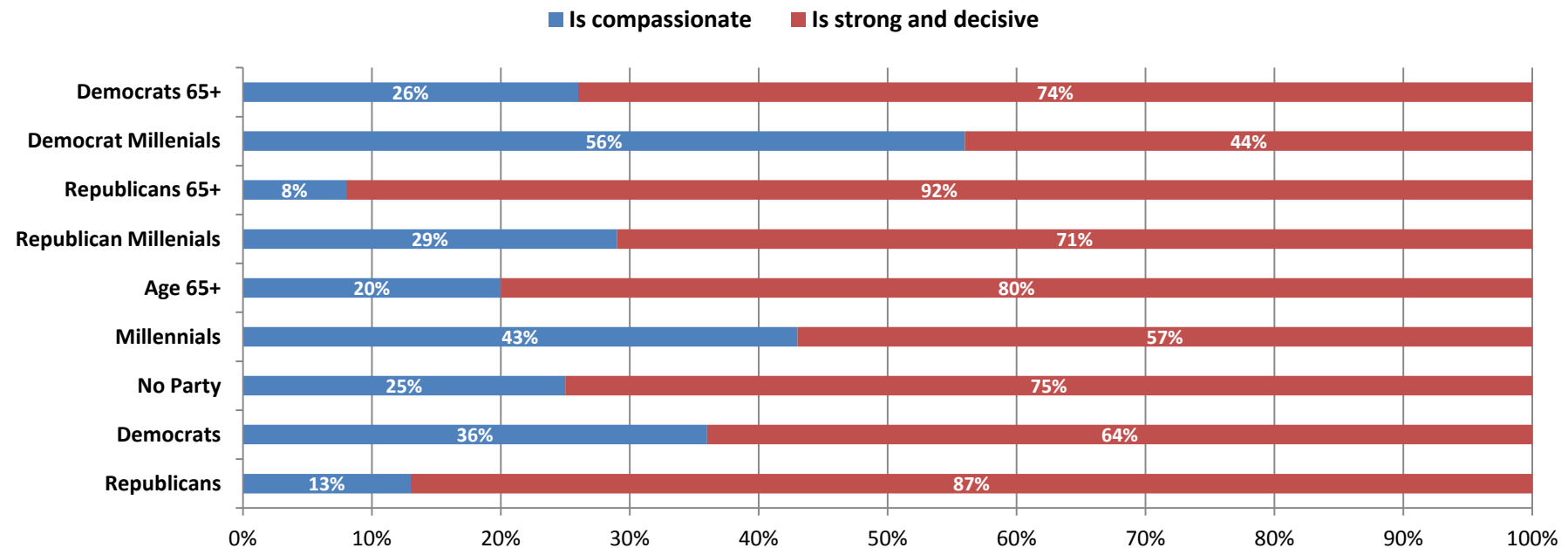
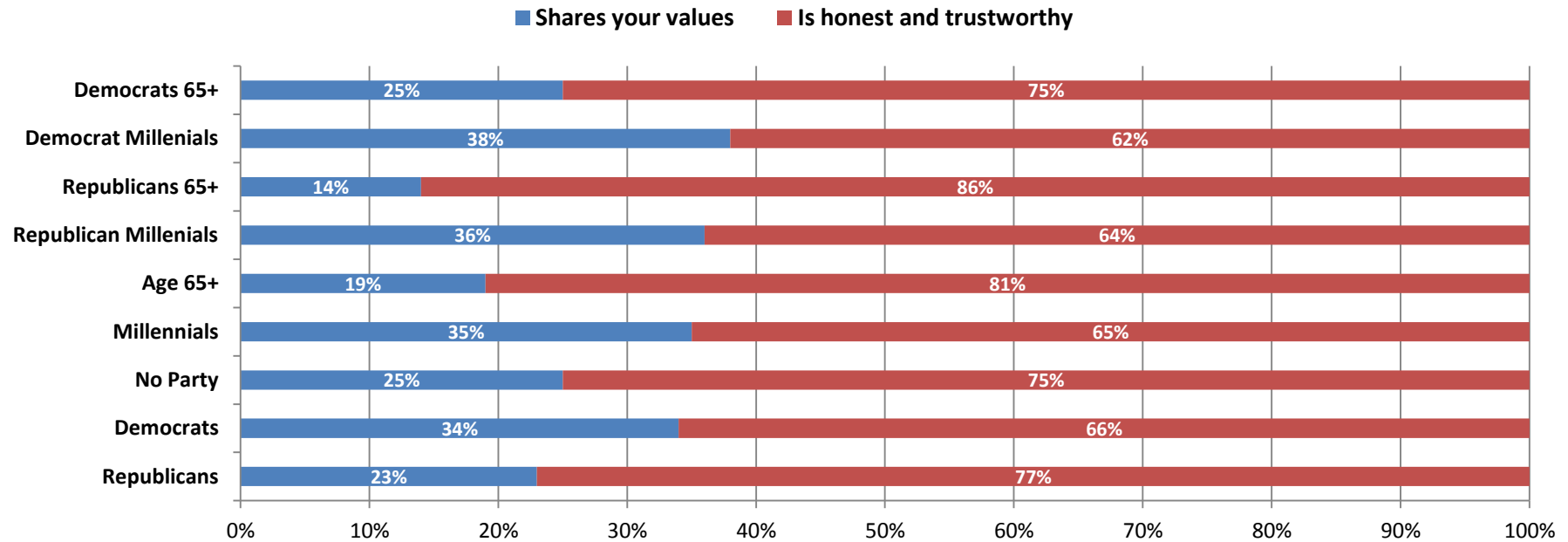


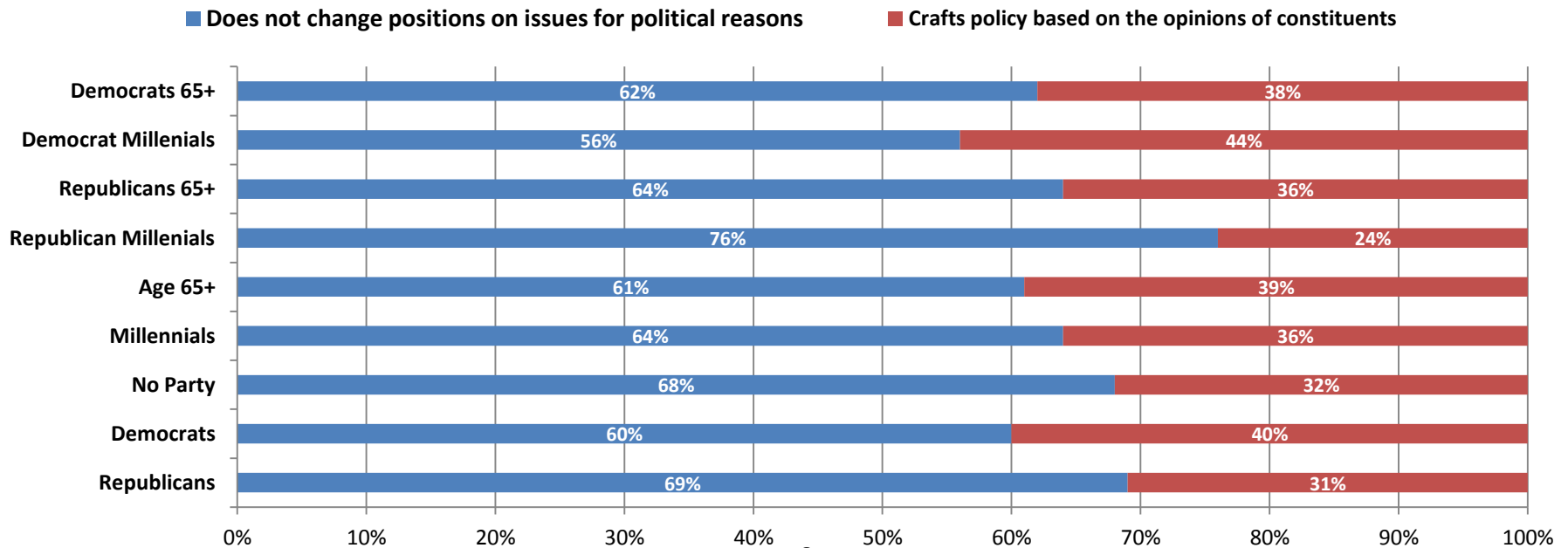
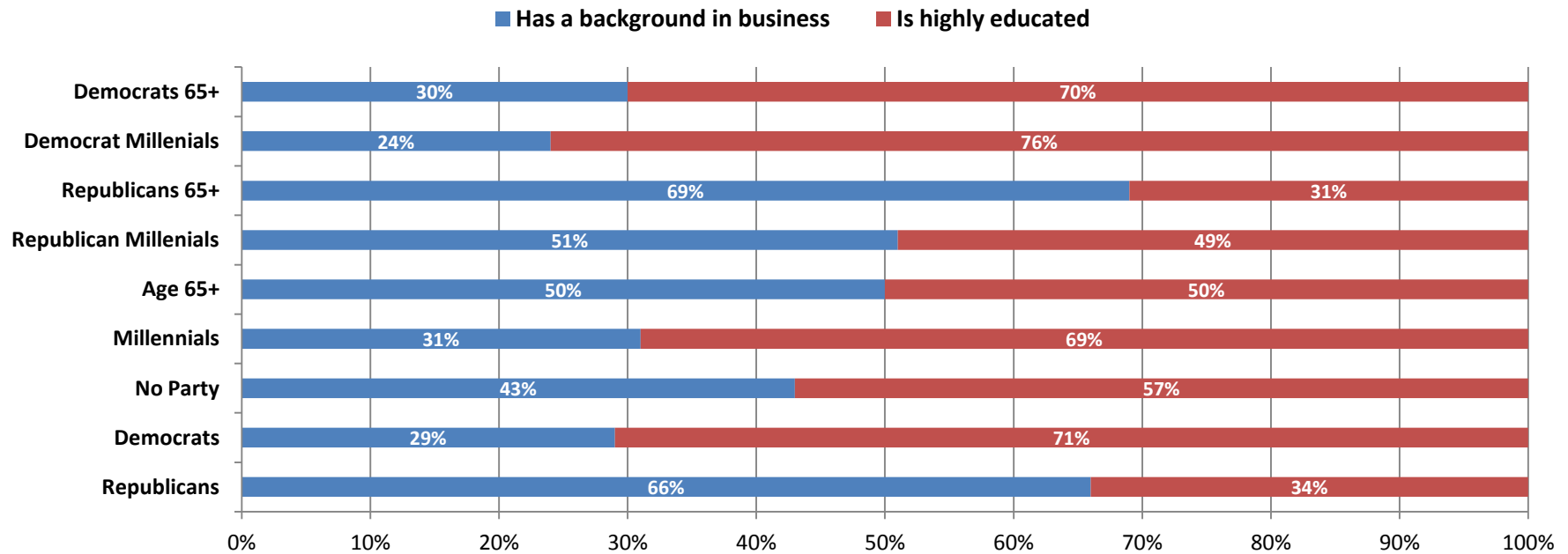
### Political spectrum by party:

- Young Republicans are more likely to identify as "moderate" and "liberal" than their older Republican counterparts, while Young Democrats have become more strongly "liberal" than their older Democrat counterparts.
- Just 50% of Millennial Republicans identify as "conservative", while 61% of Millennial Democrats identify as "liberal"



**TRADEOFFS: Which of the following characteristics is MORE important to you in a presidential candidate?**





Qualities Millennials (Ages 18-34) care about in their candidates	Qualities that millennials and older voters equally value	Qualities that Older Voters (Ages 65+) care about in their candidates
<p>Highly educated</p> <ul style="list-style-type: none"> <li>72% of millennials say this is "very" or the "most important" trait, compared with 53% of older voters</li> </ul>	<p>Open-mindedness</p> <ul style="list-style-type: none"> <li>Seen as "very" or the "most important" trait by 78% of millennials and 78% of older voters, with voters ages 35-64 less concerned with this trait</li> </ul>	<p>Strong &amp; decisive</p> <ul style="list-style-type: none"> <li>Significantly greater portions of older voters care about this trait (87%) compared with 77% of millennials</li> </ul>
<p>Charismatic &amp; motivating</p> <ul style="list-style-type: none"> <li>59% of millennials say this is "very" or the "most important" trait, significantly greater than any other age group</li> </ul>	<p>Sense of humor</p> <ul style="list-style-type: none"> <li>Seen as "very" or the "most important" trait by 40% of millennials and 50% of older voters, with voters ages 35-64 less concerned with this trait</li> </ul>	<p>Patriotism</p> <ul style="list-style-type: none"> <li>81% of older voters say this is "very" or the "most important" trait, compared with just 60% of millennials</li> </ul>
<p>Compassionate</p> <ul style="list-style-type: none"> <li>69% of millennials say this is "very" or the "most important" trait, significantly greater than older voters</li> </ul>	<p>Honesty &amp; trustworthiness</p> <ul style="list-style-type: none"> <li>Overall, voters of all ages see this as an important personality trait in candidates: 90% of millennials and 88% of voters ages 65+</li> </ul>	<p>Can command respect from other countries</p> <ul style="list-style-type: none"> <li>88% of older voters say this is "very" or the "most important" trait, significantly greater than other age groups</li> </ul>

Differences between Republican millennials and Republican voters ages 65+ in terms of perceived importance of candidate characteristics	Differences between Democrat millennials and Democrat voters ages 65+ in terms of perceived importance of candidate characteristics
<p>Successfulness in business</p> <ul style="list-style-type: none"> <li>78% of older Republican voters see this as highly important, while only 48% of millennial Republican voters feel this way</li> </ul> <p>Strong and decisive</p> <ul style="list-style-type: none"> <li>Significantly greater portions of older Republican voters care about this trait (98%) compared with 76% Republican millennials</li> </ul> <p>Would heal divisions</p> <ul style="list-style-type: none"> <li>Significantly greater portions of older Republican voters care about this trait (82%) compared with 63% Republican millennials</li> </ul>	<p>Highly educated</p> <ul style="list-style-type: none"> <li>74% of Democrat millennials prefer a highly educated candidate, just 59% of older Democrats feel this is highly important</li> </ul> <p>Patriotic</p> <ul style="list-style-type: none"> <li>67% of older Democrats think that patriotism is a very important trait in a candidate, while just 47% of millennial Democrats feel this way.</li> </ul> <p>Has a sense of humor</p> <ul style="list-style-type: none"> <li>Older Democrats (54%) care a lot more about sense of humor than millennial Democrats do (35%)</li> </ul> <p>Charismatic and motivating</p> <ul style="list-style-type: none"> <li>60% of millennial Democrats care about charisma in their candidate, compared with 42% of older Democrats</li> </ul>



Trait	Candidate(s) whose voters care most about this trait	Candidate(s) whose voters care least about this trait
Highly educated	Bush (76%) Clinton (66%)	Rubio (43%) Trump (46%)
Successful in business	Walker (72%) Bush and Trump (71%)	Sanders (26%) Clinton (33%)
Honest and trustworthy	Trump (96%) Bush and Carson (95%)	Huckabee (81%) Clinton and Sanders (85%)
Compassionate	Trump (71%) Biden (68%)	Rubio (48%) Huckabee (50%)
Strong and Decisive	Rubio (93%) Trump (92%)	Sanders (66%) Biden (76%)
Patriotic	Walker (94%) Rubio (93%)	Sanders (42%) Clinton (63%)
Open-minded	Sanders (81%) Clinton (80%)	Rubio (59%) Walker (61%)
Has a sense of humor	Bush (48%) Trump (46%)	Carson (24%) Sanders (31%)
Cares about people like me	Trump (83%) Bush (81%)	Huckabee (53%) Sanders (69%)
Is charismatic and motivating	Rubio (62%) Trump (61%)	Sanders (37%) Bush and Huckabee (38%)
Is a good communicator	Trump (96%) Bush (85%)	Walker (61%) Huckabee (75%)
Would heal divisions	Bush (82%) Carson (81%)	Huckabee (56%) Rubio (66%)
Would protect America	Bush (97%) Trump (96%)	Sanders (63%) Clinton (84%)
Can command respect from other countries	Bush (95%) Walker (94%) and Rubio (93%)	Sanders (57%) Huckabee (75%)

**Top 4 traits that each candidate's voters care the most about in their president**

Bush Voters	Trump Voters	Rubio Voters	Huckabee Voters	Carson Voters	Walker Voters
Would protect America (97%)	Is a good communicator (96%)	Is strong and decisive (93%)	Would protect America (88%)	Is honest and trustworthy (95%)	Would protect America (94%)
Is honest and trustworthy (95%)	Would protect America (96%)	Is patriotic (93%)	Is patriotic (88%)	Is patriotic (89%)	Can command respect from other countries (94%)
Can command respect from other countries (95%)	Is honest and trustworthy (96%)	Would protect America (93%)	Is honest and trustworthy (81%)	Would protect America (89%)	Is patriotic (94%)
Is a good communicator (85%)	Is patriotic (92%)	Can command respect from other countries (93%)	Is a good communicator (75%)	Can command respect from other countries (83%)	Is honest and trustworthy (94%)

Clinton Voters	Sanders Voters	Biden Voters
Is a good communicator (87%)	Is open-minded (81%)	Is honest and trustworthy (92%)
Is honest and trustworthy (85%)	Is a good communicator (78%)	Would protect America (92%)
Would protect America (84%)	Cares about people like me (69%)	Is a good communicator (88%)
Cares about people like me (80%)	Would heal divisions (67%)	Can command respect from other countries (80%)

Select which candidate you would be most likely to support for the Republican nomination for president in 2016, or if you would support someone else.

ALL		Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College Grad	Under \$50,000	Over \$50,000	Midwest	NE	South	West
Jeb Bush	16	14	18	17	17	19	8	16	18	18	15	17	12	18	14	7	22	12
Ben Carson	14	15	13	7	13	18	14	14	9	9	12	14	14	14	16	14	8	22
No opinion/No one	14	12	16	24	12	12	10	14	9	9	21	13	11	16	22	17	7	14
Marco Rubio	11	10	13	15	15	5	12	11	9	27	6	11	8	14	3	7	19	9
Donald Trump	9	8	10	15	9	6	8	10	0	0	12	4	14	5	10	10	7	12
Scott Walker	7	9	4	2	4	4	17	7	9	0	6	8	9	5	11	3	4	9
Mike Huckabee	6	7	5	7	2	8	8	7	9	0	4	7	8	5	5	14	6	4
Ted Cruz	5	3	6	5	3	6	5	5	9	0	2	8	5	4	6	10	3	3
Rand Paul	4	4	5	0	7	3	5	4	0	0	4	4	5	3	2	0	6	6
Rick Perry	4	5	3	2	6	6	0	4	9	0	8	3	4	3	2	0	6	4
Someone else	3	3	3	2	4	3	0	2	18	18	4	2	3	2	3	3	4	0
Chris Christie	2	2	2	2	1	3	2	2	0	18	0	4	0	3	0	10	1	1
Bobby Jindal	2	2	2	0	3	1	2	2	0	0	4	2	3	1	0	0	4	1
Carly Fiorina	1	1	0	0	0	3	2	1	0	0	0	2	1	1	3	0	1	0
John Kasich	1	2	0	0	0	3	2	1	0	0	2	1	1	1	3	3	0	0
Lindsey Graham	1	1	1	0	0	0	3	1	0	0	0	1	1	1	0	0	1	1
Rick Santorum	1	1	1	0	1	0	2	1	0	0	0	2	0	1	0	0	1	1
George Pataki	0	1	0	0	1	0	0	0	0	0	2	0	1	0	0	0	1	0

2nd choice selections of voters who picked each of the 1st pick names in the top row:

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters
Jeb Bush	NA	50	0	13	11	0
Ben Carson	5	7	11	4	NA	25
Chris Christie	2	3	0	4	3	6
Ted Cruz	2	7	22	8	11	6
Carly Fiorina	0	3	6	0	5	6
Lindsey Graham	0	0	0	0	0	0
Mike Huckabee	29	3	0	8	16	NA
Bobby Jindal	0	0	0	4	8	0
John Kasich	0	0	0	0	0	0
George Pataki	0	0	6	0	0	0
Rand Paul	12	0	0	13	8	13
Rick Perry	5	0	6	4	5	6
Marco Rubio	27	NA	22	8	5	13
Rick Santorum	2	7	11	4	0	0
Donald Trump	2	3	17	NA	14	13
Scott Walker	0	17	NA	0	3	0
Someone else	0	0	0	8	3	6
No opinion / no one	7	0	0	8	8	6

Select which candidate you would be most likely to support for the Democratic nomination for president in 2016, or if you would support someone else.

	ALL	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College Grad	Under \$50,000	Over \$50,000	Midwest	NE	South	West
Hillary Clinton	46	37	53	47	47	46	46	43	61	56	47	49	51	41	46	47	47	45
Bernie Sanders	21	29	15	21	18	25	16	24	10	11	8	20	16	27	19	26	17	25
No opinion/No one	13	9	15	14	19	8	11	14	6	15	14	9	13	13	14	5	17	13
Joe Biden	8	9	8	9	8	7	10	6	20	15	14	9	9	7	6	11	9	5
Someone else	8	13	6	5	6	10	13	11	0	4	16	8	8	9	12	9	8	5
Martin O'Malley	2	2	2	2	1	3	2	2	2	0	0	3	3	1	3	2	1	4
Jim Webb	1	1	1	2	0	1	2	1	0	0	0	1	1	1	0	2	0	4
Lincoln Chafee	0	1	0	2	0	0	0	0	0	0	0	1	0	1	0	0	1	0

**2nd choice selections of voters who picked each of the 1st pick names in the top row:**

	Clinton Voters (A)	Sanders Voters (B)	Biden Voters (C)
Joe Biden	47	15	NA
Hillary Clinton	NA	47	33
Bernie Sanders	25	NA	8
Martin O'Malley	2	5	4
Jim Webb	1	0	4
Lincoln Chafee	1	0	0
Someone else	7	8	13
No opinion / no one	10	19	13

**For each pair of two characteristics which is MORE important to you in a presidential candidate?**

	Male	Female	18-34	35-49	50-64	65+	No College	College Grad	White	Black	Hispanic	Republican	Democrat	No party	Under \$50,000	Over \$50,000	Midwest	NE	South	West
Shares your values	28	28	35	31	25	19	26	28	28	23	35	23	34	25	25	31	22	35	32	24
Is honest and trustworthy	72	72	65	69	75	81	74	72	72	77	65	77	66	75	75	69	78	65	68	76
Is compassionate	21	30	43	18	24	20	16	27	24	30	36	13	36	25	27	25	29	25	24	25
Is strong and decisive	79	70	57	82	76	80	84	73	76	70	64	87	64	75	73	75	71	75	76	75
Has a background in business	51	40	31	48	48	50	55	41	48	31	32	66	29	43	47	44	48	46	46	41
Is highly educated	49	60	69	52	52	50	45	59	52	69	68	34	71	57	53	56	52	54	54	59
Does not change positions on issues for political reasons	66	65	64	69	66	61	69	65	66	60	63	69	60	68	65	65	64	63	63	71
Crafts policy based on the opinions of constituents	34	35	36	31	34	39	31	35	34	40	37	31	40	32	35	35	36	37	37	29

**For each pair of two characteristics which is MORE important to you in a presidential candidate?**

	Bush Voters (A)	Rubio Voters (B)	Walker Voters (C)	Trump Voters (D)	Carson Voters (E)	Clinton Voters (F)	Sanders Voters (G)	Biden Voters (H)
Shares your values	17	27	22	8	16	33	48	12
Is honest and trustworthy	83	73	78	92	84	67	52	88
Is compassionate	12	10	6	17	5	34	56	32
Is strong and decisive	88	90	94	83	95	66	44	68
Has a background in business	60	67	94	75	65	22	23	36
Is highly educated	40	33	6	25	35	78	77	64
Does not change positions on issues for political reasons	52	67	72	83	70	60	55	68
Crafts policy based on the opinions of constituents	48	33	28	17	30	40	45	32



Please rate how important you feel each of the following traits are to you in your preferred presidential candidate: Highly educated

Less important = "Not at all important" or "A little bit important" or "Somewhat important"  
Highly important = "Very important" or "The most important"

	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	45	37	28	41	45	47	42	33	29	43	39	41	40	44	38	41	49	41	36	39
Highly Important	55	63	72	59	55	53	58	67	71	57	61	59	60	56	62	59	51	59	64	61

Successful in business

	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	56	49	54	48	54	53	52	53	57	46	55	50	55	38	64	56	52	56	51	54
Highly Important	44	51	46	52	46	47	48	47	43	54	45	50	45	62	36	44	48	44	49	46

Honest and trustworthy

	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	12	13	10	14	13	12	11	19	20	16	11	13	11	8	15	13	11	18	11	11
Highly Important	88	87	90	86	87	88	89	81	80	84	89	87	89	92	85	87	89	82	89	89

Compassionate																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	44	35	31	42	41	40	40	36	39	36	40	34	44	41	37	41	36	49	36	40
Highly Important	56	65	69	58	59	60	60	64	61	64	60	66	56	59	63	59	64	51	64	60
Strong and decisive																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	19	20	23	22	19	13	20	24	22	19	20	21	18	13	25	20	23	21	16	21
Highly Important	81	80	77	78	81	87	80	76	78	81	80	79	82	87	75	80	77	79	84	79
Competent																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	13	12	15	11	13	11	11	25	20	17	11	15	10	9	14	14	11	16	11	13
Highly Important	87	88	85	89	87	89	89	75	80	83	89	85	90	91	86	86	89	84	89	87

Patriotic																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	25	29	40	24	25	19	24	45	30	19	29	26	27	11	39	29	28	31	25	24
Highly Important	75	71	60	76	75	81	76	55	70	81	71	74	73	89	61	71	72	69	75	76
Open-minded																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	28	29	22	36	31	22	29	30	24	30	29	28	29	34	24	27	25	37	29	25
Highly Important	72	71	78	64	69	78	71	70	76	70	71	72	71	66	76	73	75	63	71	75
Has a sense of humor																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	59	65	60	70	65	50	64	57	59	59	65	59	67	64	64	60	65	65	66	56
Highly Important	41	35	40	30	35	50	36	43	41	41	35	41	33	36	36	40	35	35	34	44

Cares about people like me																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	28	22	20	24	28	25	26	25	26	23	26	22	27	23	25	27	26	28	23	24
Highly Important	72	78	80	76	72	75	74	75	74	77	74	78	73	77	75	73	74	72	77	76
Is charismatic and motivating																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	56	53	41	57	62	52	56	43	51	53	56	53	56	54	54	56	54	60	54	50
Highly Important	44	47	59	43	38	48	45	57	49	47	44	47	44	46	46	44	46	40	46	50
Is a good communicator																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	20	17	15	18	20	18	18	21	16	20	17	16	20	17	17	20	22	22	13	18
Highly Important	80	83	85	82	80	82	82	79	84	80	83	84	80	83	83	80	78	78	87	82

Would heal divisions																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	30	28	30	31	30	25	31	23	29	29	27	28	31	25	32	33	30	29	30	28
Highly Important	70	72	70	69	70	75	69	77	71	71	73	72	69	75	68	67	70	71	70	72
Would protect America																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	15	14	15	14	15	13	13	21	16	17	14	15	14	6	20 R	17 R	16	13	10	19 W
Highly Important	85	86	85	86	85	87	87	79	84	83	86	85	86	94	80	83	84	87	90	81
Can command respect from other countries																				
	Male	Female	18-34	35-49	50-64	65+	White	Black	Hispanic	No College	College	<\$50k	>\$50k	Repub.	Demo.	NP	MW	NE	South	West
Less Important	21	19	27	18	20	13	19	25	24	23	18	18	21	11	26	23	19	22	19	20
Highly Important	79	81	73	82	80	88	81	75	76	77	82	82	79	8	74	77	81	78	81	80

## Reported importance of traits broken down by main candidates' voters

### Highly educated

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	24	57	50	54	51	50	34	39	48
Highly Important	76	43	50	46	49	50	66	61	52

### Successful in business

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	29	37	28	29	54	44	67	74	61
Highly Important	71	63	72	71	46	56	33	26	39

### Honest and trustworthy

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	5	14	6	4	5	19	15	15	8
Highly Important	95	86	94	96	95	81	85	85	92

### Compassionate

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	33	52	39	29	43	50	34	33	32
Highly Important	67	48	61	71	57	50	66	67	68

## Strong and decisive

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	17	7	17	8	14	19	23	34	24
Highly Important	83	93	83	92	86	81	77	66	76

## Competent

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	10	10	12	4	8	13	13	13	12
Highly Important	90	90	88	96	92	88	87	87	88

## Patriotic

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	14	7	6	8	11	13	37	58	24
Highly Important	86	93	94	92	89	88	63	42	76

## Open-minded

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	33	41	39	35	36	38	20	19	28
Highly Important	67	59	61	65	64	63	80	81	72

### Has a sense of humor

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	52	59	56	54	76	63	60	69	56
Highly Important	48	41	44	46	24	38	40	31	44

### Cares about people like me

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	19	33	22	17	25	47	20	31	24
Highly Important	81	67	78	83	75	53	80	69	76

### Is charismatic and motivating

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	62	38	56	39	65	63	52	63	44
Highly Important	38	62	44	61	35	38	48	37	56

### Is a good communicator

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	15	21	39	4	19	25	13	22	12
Highly Important	85	79	61	96	81	75	87	78	88



### Would heal divisions

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	18	34	33	30	19	44	29	33	33
Highly Important	82	66	67	70	81	56	71	67	67

### Would protect America

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	3	7	6	4	11	13	16	37	8
Highly Important	97	93	94	96	89	88	84	63	92

### Can command respect from other countries

	Bush Voters	Rubio Voters	Walker Voters	Trump Voters	Carson Voters	Huckabee Voters	Clinton Voters	Sanders Voters	Biden Voters
Less Important	5	7	6	13	17	25	21	43	20
Highly Important	95	93	94	87	83	75	79	57	80

We'd like to get your overall opinion of some people in the news. For each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them.

### Hillary Clinton

	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	30	47	48	35	39	34	32	41	41	37	11	68	31	37	52	36	36
Unfavorable	61	44	41	55	52	60	59	50	52	53	82	23	58 R	54	42	53	56
Never heard of	1	1	1	1	1	0	2	2	1	1	0	2	1	2	0	2	1
No opinion	9	7	9	8	7	7	7	8	7	9	7	7	10	7	6	9	8

### Jeb Bush

	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	33	28	20	34	29	39	31	30	25	36	50	16	27	26	26	39	26
Unfavorable	54	50	56	51	52	48	45	54	54	50	35	67	51	54	54	49	55
Never heard of	2	7	10	3	2	3	6	4	6	2	4	4	5	9	2	3	3
No opinion	10	16	14	11	16	9	19	12	14	12	11	12	17	12	18	9	16

### Marco Rubio

	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	36	27	21	35	28	42	31	33	24	38	56	15	22	24	21	42	29
Unfavorable	35	31	31	27	35	38	22	36	33	32	12	47	38	28	31	34	37
Never heard of	10	22	29	17	15	3	22	12	22	11	10	21	18	22	25	9	15
No opinion	19	20	19	21	21	17	25	19	20	20	21	17	22	25	23	15	20

Chris Christie																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	17	16	11	20	17	17	15	20	15	19	24	13	12	17	23	16	13
Unfavorable	59	46	42	49	57	59	41	56	47	57	46	58	51	51	52	53	54
Never heard of	7	14	23	9	8	3	15	8	15	6	8	12	13	13	7	11	10
No opinion	17	23	24	21	18	21	28	17	23	18	22	17	24	19	19	20	24
Mike Huckabee																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	31	21	13	29	26	36	35	24	25	27	47	11	22	30	20	26	28
Unfavorable	43	39	42	35	44	45	24	47	38	43	22	59	38	41	48	38	41
Never heard of	4	11	17	7	5	3	10	5	13	3	6	10	8	9	6	8	8
No opinion	22	29	27	29	25	17	31	23	23	26	25	21	33	21	25	28	24
George Pataki																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	8	9	5	10	10	9	10	10	7	11	11	9	5	4	19	7	9
Unfavorable	33	16	15	21	27	34	20	26	24	24	23	26	22	20	22	27	25
Never heard of	22	38	59	26	27	14	27	27	37	26	29	29	37	35	25	32	30
No opinion	36	36	21	43	36	43	43	38	32	40	36	36	37	40	34	34	37

Rand Paul																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	38	21	21	30	26	41	30	29	25	33	46	16	26	29	22	31	31
Unfavorable	36	36	35	33	39	37	28	40	34	39	21	51	34	35	43	34	35
Never heard of	4	15	22	9	7	3	14	7	15	5	8	13	8	11	8	11	8
No opinion	22	28	23	28	29	18	27	23	26	24	25	20	33	25	26	24	26
Scott Walker																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	26	10	7	17	17	31	18	17	16	19	37	4	11	19	12	14	25
Unfavorable	31	22	24	17	30	34	13	31	23	29	11	38	27	28	27	24	25
Never heard of	21	44	46	40	33	8	36	31	37	30	28	35	37	30	34	37	30
No opinion	22	25	22	26	20	27	34	22	24	23	25	22	24	22	27	25	19
Rick Perry																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	29	13	9	23	20	33	31	19	18	23	44	5	13	21	13	21	26
Unfavorable	40	36	37	31	40	46	23	47	32	43	20	56	34	32	40	41	38
Never heard of	11	22	33	17	15	5	15	16	23	12	13	19	20	25	17	14	13
No opinion	20	28	22	29	25	17	31	19	26	22	23	20	33	22	30	24	23

Donald Trump																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	27	24	21	29	24	31	37	22	26	26	43	13	22	31	25	24	24
Unfavorable	58	62	65	54	61	59	47	65	57	62	40	76	62	56	58	61	61
Never heard of	1	1	1	1	0	1	0	1	1	0	0	1	1	1	1	1	1
No opinion	13	14	13	15	16	9	17	12	15	12	17	10	14	12	16	14	15
Bernie Sanders																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	34	23	26	23	31	33	11	33	24	32	12	41	31	27	33	23	34
Unfavorable	30	16	18	20	23	33	26	23	23	23	38	14	16	23	18	23	26
Never heard of	15	35	35	28	23	15	31	21	31	20	23	26	28	25	24	30	20
No opinion	21	26	21	29	23	20	32	23	22	25	27	20	25	25	25	24	20
Martin O'Malley																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	6	6	6	5	8	5	1	8	4	7	4	10	4	7	8	4	5
Unfavorable	26	11	15	16	17	28	20	18	20	17	22	16	19	17	13	21	21
Never heard of	36	59	56	49	46	39	43	47	51	45	49	45	51	48	52	48	46
No opinion	31	24	22	30	29	28	36	27	25	30	26	30	27	29	27	27	28

Joe Biden																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	30	38	39	31	31	35	22	37	33	35	9	59	28	28	38	35	35
Unfavorable	55	40	38	51	46	56	54	48	48	47	76	23	48	51	40	49	47
Never heard of	2	3	5	1	3	0	6	2	4	1	3	2	2	3	2	3	2
No opinion	13	19	18	16	19	9	18	14	16	17	12	16	23	18	20	13	16
Ted Cruz																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	31	13	8	20	25	38	27	19	21	23	42	6	19	24	18	18	29
Unfavorable	41	35	41	31	38	42	20	45	34	41	18	54	39	35	38	39	37
Never heard of	7	23	28	17	13	2	22	12	19	12	12	18	16	16	19	16	10
No opinion	21	29	22	33	24	18	31	24	26	25	28	22	26	25	24	27	23
Ben Carson																	
	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	36	21	13	31	26	42	31	26	24	32	53	10	23	28	21	27	35
Unfavorable	25	16	22	14	23	25	15	22	21	20	10	30	20	21	20	20	20
Never heard of	19	41	44	31	31	13	28	31	34	28	19	38	35	32	35	30	27
No opinion	20	22	21	24	20	20	26	20	22	21	19	23	22	20	24	24	18

## Rick Santorum

	Male	Female	18-34	35-49	50-64	65+	No College	College	Under \$50,000	Over \$50,000	Republican	Democrat	No party	Midwest	Northeast	South	West
Favorable	19	14	7	17	18	26	18	14	15	18	31	8	10	16	15	15	22
Unfavorable	44	38	42	35	42	43	20	49	37	44	26	55	37	39	42	41	42
Never heard of	8	16	25	11	11	4	19	9	18	8	10	15	13	16	11	15	8
No opinion	28	32	25	37	28	28	43	27	30	30	33	22	40	30	33	30	28

	Favorability among millennial Republicans	Favorability among Republicans ages 65+	Favorability among millennial Democrats	Favorability among Democrats ages 65+	Favorability among millennial Independents	Favorability among Independents ages 65+
Hillary Clinton	23%	2%	72%	67%	36%	29%
Joe Biden	20%	7%	50%	68%	40%	21%
Bernie Sanders	10%	14%	32%	51%	32%	32%
Jeb Bush	48%	59%	8%	21%	11%	37%
Marco Rubio	45%	74%	11%	17%	16%	32%
Donald Trump	40%	53%	11%	11%	18%	28%
Ben Carson	28%	73%	6%	11%	11%	48%
Mike Huckabee	23%	60%	9%	12%	11%	36%
Rand Paul	32%	58%	17%	21%	16%	48%
Scott Walker	21%	57%	2%	8%	4%	28%
Rick Perry	23%	64%	3%	8%	4%	21%
Ted Cruz	21%	66%	0%	8%	9%	42%
Rick Santorum	25%	47%	0%	7%	2%	21%