

2015 American Values Survey Supplement

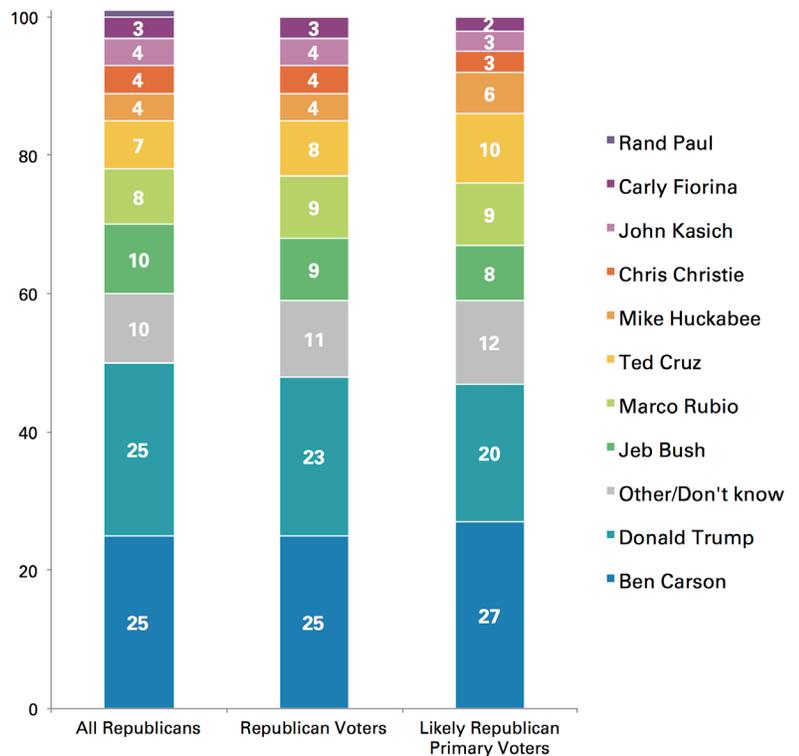
November 6-10, 2015

The 2016 Republican Primary

As of early November in the GOP primary race, Ben Carson leads his opponents with more than one in four (27%) likely Republican primary voters expressing support for his candidacy.¹ One in five (20%) likely primary voters say they would prefer Donald Trump to emerge as the party's presidential candidate. Roughly one in ten Republican likely voters say they would like to see Ted Cruz (10%), Marco Rubio (9%), or Jeb Bush (8%) become the party's standard-bearer. Fewer likely Republican voters support Mike Huckabee (6%), Chris Christie (3%), John Kasich (3%), or Carly Fiorina (2%). No likely Republican primary voters in the current survey say they would like to see Rand Paul become the party's nominee.

Notably, among Republicans overall, Trump (25%) and Carson (25%) have equal support.

Which of the following Republican candidates would you most like to see as the Republican Party's 2016 nominee for president?



The 2016 Democratic Primary

Democratic hopeful Hillary Clinton retains a commanding lead over her primary opponents. More than six in ten (62%) Democratic likely primary voters support Clinton's candidacy, while fewer than three in ten (29%) support Bernie Sanders. Only three percent of likely Democratic voters report that they would like to see Martin O'Malley become the Democratic nominee. Notably, candidate preferences do not differ appreciably between Democratic likely primary voters and Democrats overall.

Views of the Candidates

No Republican candidate is viewed more positively among Republicans than Ben Carson. Nearly seven in ten (69%) Republicans have a favorable view of Carson, while only 15% hold an unfa-

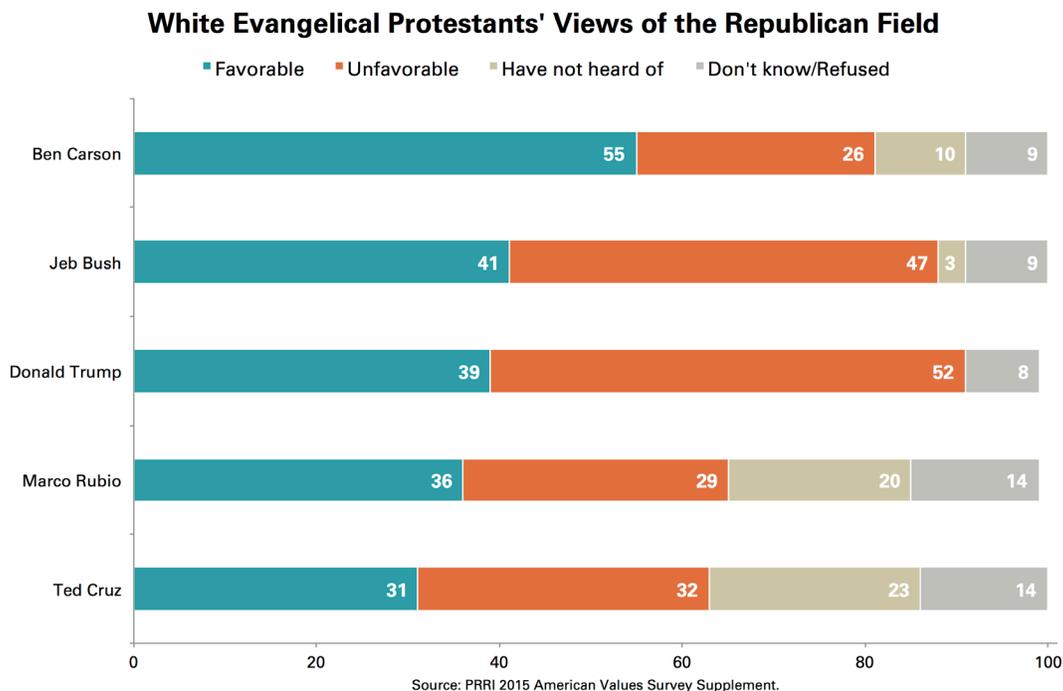
¹ Likely Democratic and Republican primary voters include those who self-identify as Republican or Democratic who are currently registered to vote and who report that they always participate in primary contests.

favorable opinion of him; 16 percent of Republicans offer no opinion of Carson. Marco Rubio is also viewed quite positively among Republicans, with a majority (55%) expressing positive views of him and fewer than one in five (18%) registering a negative view. Notably, more than one-quarter (26%) of Republicans express no opinion of Rubio, suggesting that he is still not well known. Fewer than half (44%) of Republicans express a favorable opinion of Ted Cruz, while more than one-quarter (27%) say they have a negative opinion of him; however, 29% of Republicans say they have not heard of Cruz or offer no opinion of him.

Donald Trump and Jeb Bush are in remarkably similar positions in terms of how favorably they are viewed by their party. Both candidates are well known, and each has higher unfavorable numbers than other candidates in the race. A slim majority of Republicans have a favorable view of Trump (52%) and Bush (52%), while nearly four in ten say they view each candidate unfavorably (40% vs. 38%, respectively). Only approximately one in ten Republicans report being unfamiliar with Trump (8%) or Bush (11%).

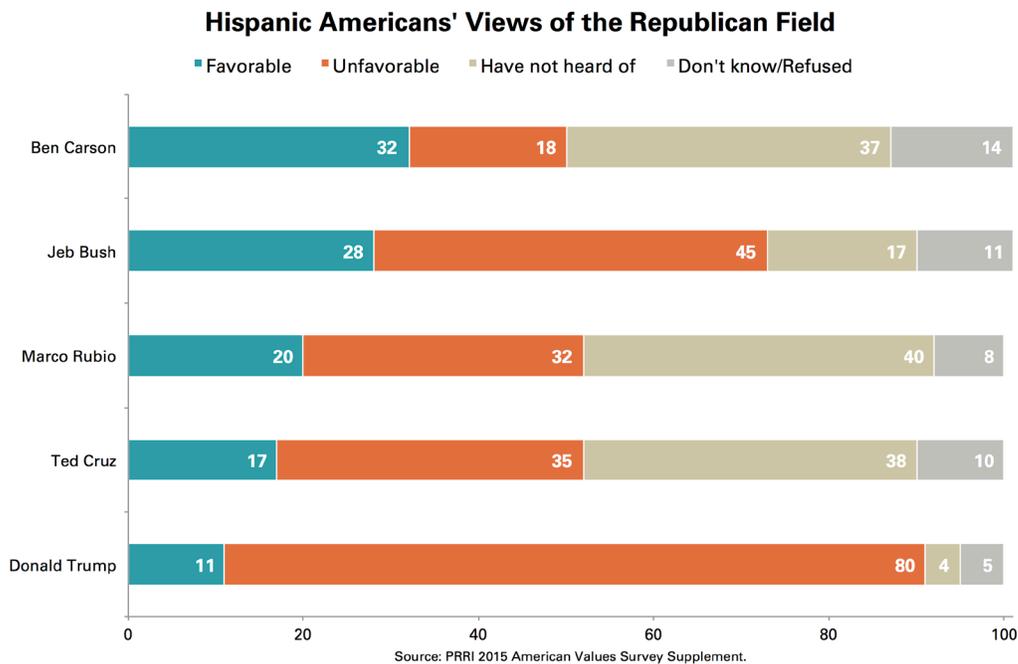
Over the last month, views of the Republican candidates have shifted modestly. Trump and Bush have seen their standing among Republicans erode. Close to six in ten Republicans had a favorable view of Trump (58%) and Bush (56%) in early October, compared to slightly more than half by early November. Conversely, Rubio and Cruz have experienced a modest uptick in their personal favorability ratings. Half (50%) of Republicans reported a favorable view of Rubio in early October, while approximately four in ten (39%) expressed a favorable view of Cruz.

Carson elicits the most favorable views among a critical segment of the Republican electorate—white evangelical Protestants. A majority (55%) of white evangelical Protestants express a favor-



able view of Carson, while only about one in four (26%) view him unfavorably. White evangelicals are more ambivalent about Bush (41% favorable vs. 47% unfavorable), and hold more negative views of Trump (39% favorable vs. 52% unfavorable). More than three in ten white evangelical Protestants hold favorable views of Rubio (36%) and Cruz (31%), although their lower favorability numbers are impacted by the fact that significant numbers of white evangelical Protestants offer no opinion of Rubio (34%) and Cruz (37%).

Among another important segment of the electorate—Hispanic Americans—the Republican primary field remains largely undefined with an important exception. Eight in ten (80%) Hispanics have an unfavorable view of Trump, including nearly six in ten (59%) who say they view him very unfavorably. Hispanics are also more likely to hold an unfavorable (45%) than a favorable (28%) opinion of Bush, but more than one-quarter (28%) of Hispanics refuse to offer an opinion or say they have not heard enough about Bush to render a judgment. For most of the other Republican nominees, at least a plurality of Hispanics report having no opinion. Roughly half of Hispanics report being unfamiliar with Carson (51%), Rubio (48%), and Cruz (48%).



Clinton has a strong well of support among self-identified Democrats. The current Democratic front-runner elicits strong positive views, with nearly eight in ten (79%) expressing a favorable opinion of her. Fewer than one in five (17%) Democrats view Clinton negatively. That said, she is viewed favorably by only 25% of white evangelical Protestants. Majorities of Hispanic (64%) and black Americans (79%) hold favorable views of Clinton.

Survey Methodology

The survey was designed and conducted by Public Religion Research Institute. The survey was made possible by generous grants from the Ford Foundation and the Nathan Cummings Foundation. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between November 6 and November 10, 2015, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,010 adults 18 years of age or older living in the United States (510 respondents were interviewed on a cell phone). The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection is based on stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cell phone numbers. The sample is designed to represent the total U.S. adult population and includes respondents from all 50 states, including Hawaii and Alaska. The landline and cell phone samples were provided by Marketing Systems Group.

The weighting is accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics are balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density and telephone usage. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-September 2014 National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's May 2015 Current Population Survey.

The sample weighting is accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the survey is +/- 3.7 percentage points at the 95% level of confidence. The design effect for the survey is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

TABLE 1. Demographic, Political, and Religious Subgroup Sample Sizes

	General Public (Unweighted)
Total Sample	1,010
Male	452
Female	558
Republican	234
Independent	375
Democrat	304
Likely Republican primary voter	147
Likely Democratic primary voter	145
White, non-Hispanic	693
Black, non-Hispanic	109
Hispanic	106
Age 18-29	171
30-49	238
50-64	287
65+	311
White evangelical Protestant	171
White mainline Protestant	171
Non-white Protestant	131
Catholic	197
<i>White Catholic</i>	141
Religiously unaffiliated	213