



**PRRI January 2016 Survey**  
**Total = 1,009 (398 Landline, 611 Cell phone)**  
**January 20 - January 24, 2016**

**PARTY** Generally speaking, do you usually think of yourself as...?

24	A Republican
28	A Democrat
39	An independent
0	No preference (VOL.)
1	Other (SPECIFY) (VOL.)
<u>8</u>	Don't know/Refused (VOL.)
100	Total

**IF INDEPENDENT OR OTHER [PARTY=3,4,0,8,9], ASK [N=458]:**

**PARTYLN** As of today do you lean more towards the Republican Party or more towards the Democratic Party?

29	Republican
35	Democrat
8	Independent (VOL.)
4	Other (SPECIFY) (VOL.)
<u>25</u>	Don't know/Refused (VOL.)
100	Total

**IF IDENTIFY AS DEMOCRAT (PARTY=2 OR PARTYLN=2) AND REGISTERED TO VOTE (REGVOTE=1), ASK [N=367]:**

Q.1 Which of the following Democratic candidates would you most like to see as the Democratic Party's 2016 nominee for president? **[READ: RANDOMIZE LIST]**

Jan. <u>2016</u>	Dec. <u>2015</u>	Nov. <u>2015</u> <sup>1</sup>	Oct. <u>2015</u>	
49	52	64	49	Hillary Clinton
-	-	-	21	Joe Biden
35	31	28	24	Bernie Sanders
3	4	3	1	Martin O'Malley
-	-	-	1	Jim Webb
2	1	1	2	Other (SPECIFY) (VOL.)
<u>10</u>	<u>13</u>	<u>5</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	100	100	Total

**IF IDENTIFY AS REPUBLICAN (PARTY=1 OR PARTYLN=1) AND REGISTERED TO VOTE (REGVOTE=1), ASK [N=318]:**

Q.2 Which of the following Republican candidates would you most like to see as the Republican Party's 2016 nominee for president? **[READ: RANDOMIZE LIST]**

Jan. <u>2016</u>	Dec. <u>2015</u>	Nov. <u>2015</u> <sup>2</sup>	Oct. <u>2015</u>	
3	4	0	3	Rand Paul
16	11	8	5	Ted Cruz
10	12	9	10	Marco Rubio
-	-	-	3	Scott Walker
4	9	9	10	Jeb Bush
2	3	4	3	Chris Christie
32	23	23	28	Donald Trump
13	16	25	14	Ben Carson
2	2	3	11	Carly Fiorina
2	2	4	3	John Kasich
1	2	4	5	Mike Huckabee
-	-	-	1	Bobby Jindal
-	-	-	1	Rick Santorum
*	2	*	1	Other (SPECIFY) (VOL.)
<u>14</u>	<u>14</u>	<u>11</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	100	100	Total

<sup>1</sup> Results for November 2015 do not include independents who lean towards the Democratic Party.

<sup>2</sup> Results for November 2015 do not include independents who lean towards the Republican Party.

Q.3 Now we'd like your views on some political leaders. Please say whether your overall opinion of each of the following is very favorable, mostly favorable, mostly unfavorable, or very unfavorable. First... **[INSERT; RANDOMIZE LIST]**; What about... **[INSERT NEXT]**?

a. Bernie Sanders

<u>Jan.</u> <u>2016</u>	<u>Oct.</u> <u>2015</u>	
15	14	Very favorable
27	23	Mostly favorable
23	18	Mostly unfavorable
19	16	Very unfavorable
5	26	Have not heard of (VOL.)
<u>11</u>	<u>3</u>	Don't know/Refused (VOL.)
100	100	Total

b. Hillary Clinton

<u>Jan.</u> <u>2016</u>	<u>Nov.</u> <u>2015</u>	<u>Oct.</u> <u>2015</u>	<u>Oct.</u> <u>2013</u>	
19	19	15	20	Very favorable
25	28	31	37	Mostly favorable
17	16	17	14	Mostly unfavorable
34	30	34	21	Very unfavorable
*	2	2	6	Have not heard of (VOL.)
<u>5</u>	<u>4</u>	<u>1</u>	<u>3</u>	Don't know/Refused (VOL.)
100	100	100	100	Total

c. Donald Trump

<u>Jan.</u> <u>2016</u>	<u>Nov.</u> <u>2015</u>	<u>Oct.</u> <u>2015</u>	
12	11	9	Very favorable
19	16	21	Mostly favorable
22	21	21	Mostly unfavorable
42	44	45	Very unfavorable
*	2	3	Have not heard of (VOL.)
<u>5</u>	<u>6</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	100	Total

## d. Ted Cruz

<u>Jan.</u> <u>2016</u>	<u>Nov.</u> <u>2015</u>	<u>Oct.</u> <u>2015</u>	<u>Oct.</u> <u>2013</u>	
9	6	4	6	Very favorable
29	15	16	13	Mostly favorable
24	19	24	17	Mostly unfavorable
21	22	27	16	Very unfavorable
6	28	27	45	Have not heard of (VOL.)
<u>11</u>	<u>9</u>	<u>2</u>	<u>3</u>	Don't know/Refused (VOL.)
100	100	100	100	Total

## e. Marco Rubio

<u>Jan.</u> <u>2016</u>	<u>Nov.</u> <u>2015</u>	<u>Oct.</u> <u>2015</u>	<u>Oct.</u> <u>2013</u>	
7	6	5	5	Very favorable
28	21	21	19	Mostly favorable
27	19	24	21	Mostly unfavorable
16	16	20	15	Very unfavorable
9	27	28	34	Have not heard of (VOL.)
<u>12</u>	<u>10</u>	<u>3</u>	<u>5</u>	Don't know/Refused (VOL.)
100	100	100	100	Total

## Survey Methodology

The survey was designed and conducted by Public Religion Research Institute. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between January 20, 2016, and January 24, 2016, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,009 adults 18 years of age or older living in the United States (611 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 are 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.<sup>3</sup> 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 +/- 3.6 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.

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<sup>3</sup> Telephone usage refers to whether respondents have only a landline telephone, only a cell phone, or both types.

## Appendix

**Table 1. Demographic, Political, Religious,  
and Issue Subgroup Sample Sizes**

*(All figures are unweighted)*

	General <u>Public</u>
Total Sample	1,009
Male	475
Female	534
Republican	246
Independent	383
Democrat	305
Democratic voters	253
Republican voters	215
White, non-Hispanic	675
Black, non-Hispanic	132
Hispanic	114
18-29	144
30-49	274
50-64	296
65+	292
White evangelical Protestant	181
White mainline Protestant	164
Non-white Protestant	158
Catholic	201
<i>White Catholic</i>	<i>128</i>
Religiously Unaffiliated	194