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Contrasting Partisan Perspectives on Campaign 2016

In a Shift, Republicans Now Prefer ‘New Ideas’ to ‘Experience’

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Contrasting Partisan Perspectives on Campaign 2016

In a Shift, Republicans Now Prefer ‘New Ideas’ to ‘Experience’

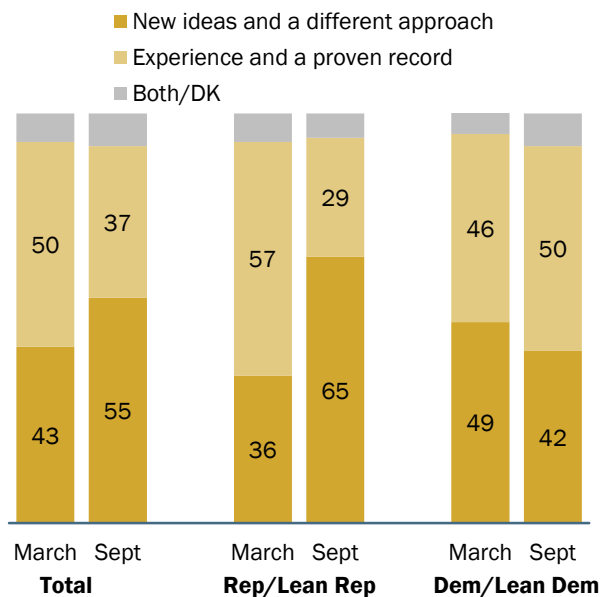
With four months to go before the first presidential nomination contests, Republican and Democratic voters have sharply different perspectives on their parties’ campaigns – from the qualities they value in candidates to the assessments of their presidential fields and the issues they prioritize.

Since March, the share of all registered voters who say it is more important for a presidential candidate to have “new ideas and a different approach” has surged – with virtually all of the increase coming among Republican and Republican-leaning voters. Today, by more than two-to-one (65% to 29%), Republican and Republican-leaning registered voters say it is more important that a candidate have new ideas than “experience and a proven record.” Just five months ago, GOP voters valued experience and a proven record over new ideas, 57% to 36%.

Opinion among Democratic voters continues to be more evenly divided: 50% say it is more important for a candidate to have experience and a proven record, while 42% view new ideas and a different approach as more important. This is little changed from March (46% experience, 49% new ideas).

GOP Voters Now Prefer ‘New Ideas’ to Experience; Democrats Are Divided

% of voters saying it is more important for candidate to have...



Survey conducted Sept. 22-27, 2015. Based on registered voters.

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The latest national survey by Pew Research Center, conducted Sept. 22-27 among 1,502 adults, including 1,136 registered voters, gauges the impact of various issue positions on the preferences of possible Republican and Democratic primary voters.

Opposition to the Iran nuclear agreement resonates strongly with possible Republican primary voters: 69% say they would be more likely to vote for a candidate who wants to end the nuclear agreement, while just 14% say they would be less likely to favor such a candidate; 14% say this would not be a major factor in their vote.

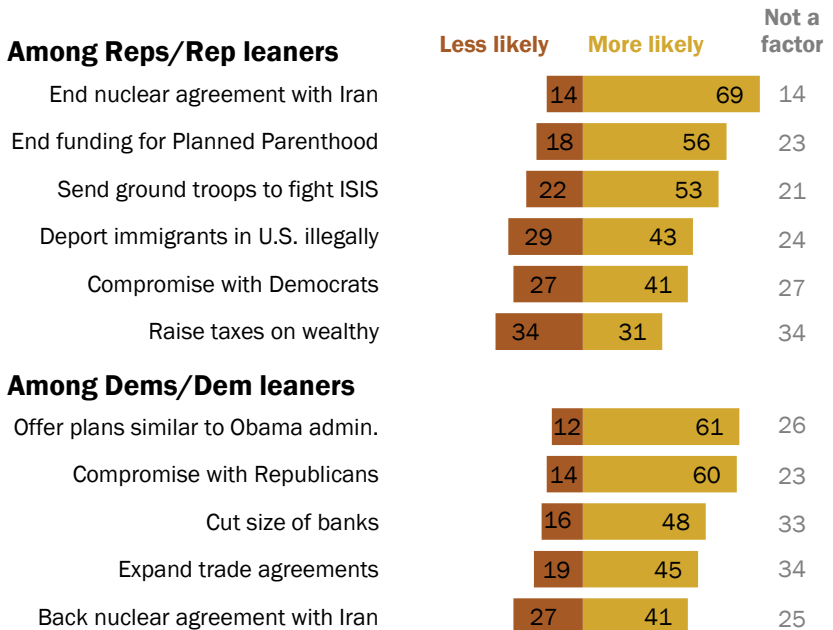
A majority of GOP voters (56%) say they would be more likely to support a candidate who wants to end federal funding for Planned Parenthood; just 18% would be less likely to support such a candidate. About half (53%) say they would be more likely to back a candidate who wants to deploy U.S. ground forces to fight ISIS (22% less likely).

Opinion among possible GOP primary voters is more divided over a candidate who wants to deport all immigrants who are in the U.S. illegally (43% more likely, 29% less likely) or wants to compromise with members of the Democratic Party (41% more likely, 27% less likely). And nearly as many Republican voters say they would be less likely (34%) as more likely (31%) to support a candidate who wants to raise taxes on wealthy Americans; 34% say this would not be a major factor.

About six-in-ten possible Democratic primary voters (61%) say they would be more likely to support a candidate who offers policies similar to the Obama administration; just 12% would be

How Possible Republican and Democratic Primary Voters Assess Candidates' Positions

Among possible primary voters, % who would be ___ to support a candidate who wants to ...



Survey conducted Sept. 22-27, 2015. Based on registered voters who say they may vote in their party's primary or caucus in their state (very/somewhat/not too likely to vote). Rep/Rep lean N=496, Dem/Dem lean N=387

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less likely to support such a candidate and 26% say this would not be a major factor in their vote. Nearly as many Democratic voters (60%) say they would be more likely to support a candidate who will compromise with Republicans (14% less likely).

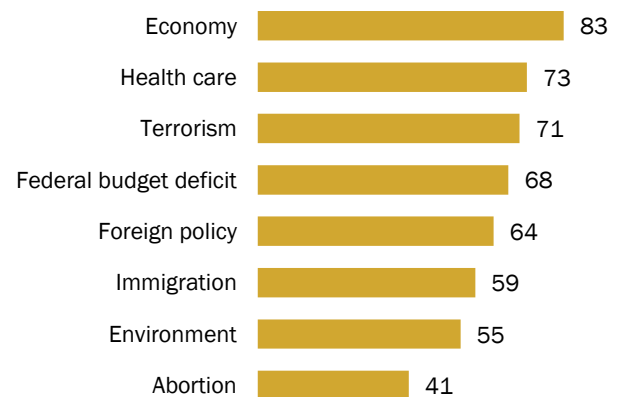
By 48% to 16%, possible Democratic primary voters say they would be more likely, rather than less likely, to support a candidate who wants to cut the size of large banks and financial institutions. By a comparable margin (45% to 19%),

Democratic voters would be more likely to support a candidate who wants to expand U.S. trade agreements with other nations. About four-in-ten Democratic voters (41%) say they would be more likely to support a candidate who backs the Iran nuclear agreement, 27% say they would be less likely, and 25% say it would not be a major factor.

The hierarchy of issues that voters rate as most important has changed little over the past few election cycles. About eight-in-ten registered voters (83%) say the economy will be very important in their voting decisions while about seven-in-ten view health care (73%) and terrorism (71%) as very important.

Economy Remains Top Campaign Issue

% of voters saying each will be "very important" to their vote for president in 2016...



Survey conducted Sept. 22-27, 2015. Based on registered voters.

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There are significant differences between Republican and Democratic voters over the importance of all eight issues included in the survey. By far the biggest partisan gap is over the importance of the environment as a voting issue – 74% of Democratic and Democratic-leaning registered voters say the environment will be very important; only half as many Republican and Republican leaning-voters (37%) say the same.

The survey finds that Republican voters continue to give their field of presidential candidates higher ratings than at comparable points during the last two presidential campaigns. Meanwhile, Democratic voters are less positive about their party's field than at about the same point in 2007, the last election in which the party had a contested nomination.

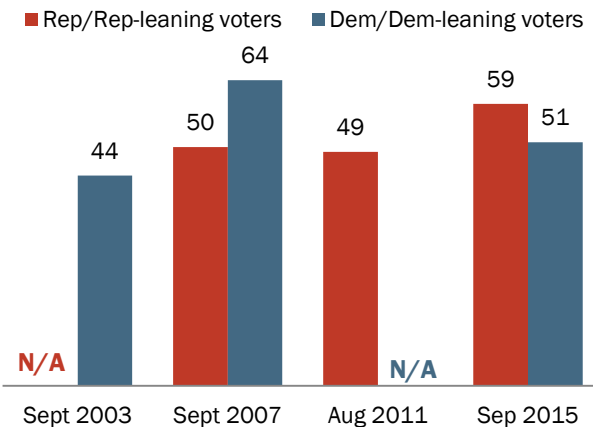
Nearly six-in-ten (59%) Republican and Republican leaning voters say they have an excellent or good impression of their party's presidential candidates, [which is little changed from May of this year \(57%\)](#). In August 2011, 49% of Republican voters viewed the GOP presidential field positively; in October 2007, 50% had a favorable impression of the candidates as a group.

Democrats' impressions of their party's 2016 candidates also are little changed since May: 51% rate the party's candidates as excellent or good; 54% said this in May. Democrats are less positive about the field than in October 2007, when 64% rated the field as either excellent or good.

And at this point, Republican voters also are more engaged in the campaign than they were at this stage in prior campaigns. Roughly eight-in-ten Republican voters (81%) say they have given a lot or some thought to the 2016 presidential candidates. That compares with 74% who gave at least some thought to the candidates in September 2011 and 69% who did so four years earlier.

Republicans More Satisfied With Their Field Than in 2007, 2011

% of voters who have an excellent/good impression of the candidates running for their party's nomination...

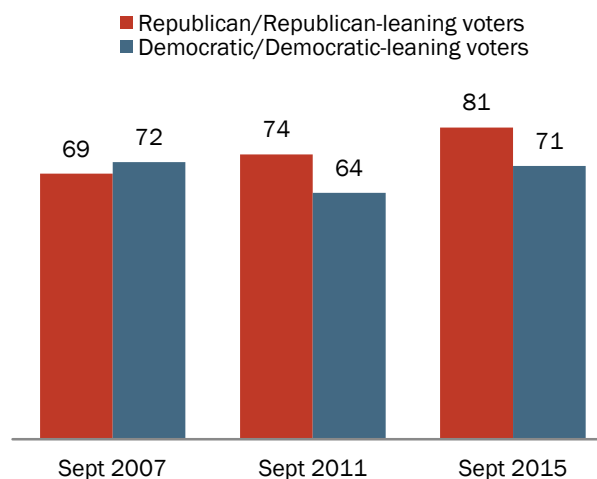


Survey conducted Sept. 22-27, 2015. Based on registered voters. Each year shows most comparable date question was asked.

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Early on, GOP Voters Are More Engaged

% of voters who have thought a lot/some about the presidential candidates...



Survey conducted Sept. 22-27, 2015. Based on registered voters. Each year shows most comparable date question was asked.

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Among Democratic and Democratic-leaning voters, 71% say they have given a lot or some thought to the candidates, which is nearly identical to the share who said this eight years ago (72% in September 2007).

Other Findings

Republicans are divided over Planned Parenthood. Among conservative Republicans and Republican leaners who indicate some likelihood of voting in a GOP primary, 69% say they would be more likely to support a candidate who wants to end federal funding for Planned Parenthood. Among moderate and liberal Republican voters, just 28% say they would be more likely to favor such a candidate. There also is a large ideological divide among Republicans over whether any budget agreement [must eliminate funding for Planned Parenthood](#).

Democrats are divided over banks, Iran agreement. Among possible Democratic primary voters, more liberals (60%) than moderates or conservatives (38%) say they would be more likely to vote for a candidate who wants to cut the size of large banks and financial institutions. About half of liberal Democratic voters (53%) say they would be more likely to support a candidate who backs the Iran agreement, compared with just 31% of moderate and conservative Democratic voters.

Immigration and the GOP campaign. In an open-ended question, 25% of possible Republican and Republican-leaning primary voters say Donald Trump is their first choice for the GOP nomination. Among GOP voters who say they would be more likely to support a candidate who wants to deport all immigrants who are in the U.S. illegally, 34% support Trump; among those who would be less likely to vote for such a candidate, Trump draws just 13%.

Voters want a candidate who shares their views. Majorities of both Republican voters (67%) and Democratic voters (65%) say it is more important to pick a candidate who comes closest to their views on the issues. Just 27% in both parties say it is more important to choose a candidate who has the best chance of winning next November.

Republicans Ideologically Divided in Views of Candidate Positions

Reflecting Republicans' [overwhelming opposition to the Iran nuclear agreement](#), 69% of possible GOP primary voters say they would be more likely to support a candidate who wants to end the nuclear agreement. Just 14% say they would be less likely to support a candidate who takes this position.

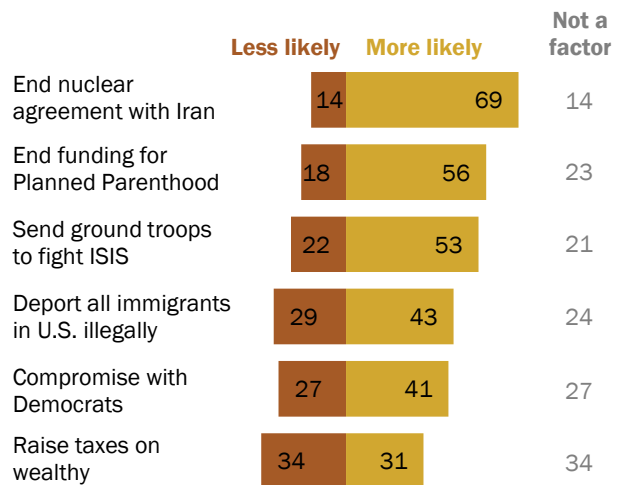
Most possible GOP primary voters also say they would be more likely to vote for a candidate who wants to end federal funding for Planned Parenthood (56%) and to use U.S. ground forces to fight ISIS (53%). Other candidate positions, including deporting all immigrants who are in the U.S. illegally and compromising with Democrats, have less appeal. And as many possible Republican primary voters say they would less likely (34%), as more likely (31%), to vote for a candidate who wants to raise taxes on wealthy Americans.

GOP voters are ideologically divided in their opinions about several of these candidate positions, but the largest gap by far is over ending federal funding for Planned Parenthood.

Among conservative Republican voters, 69% say they would be more likely to support a candidate who wants to end federal funding for Planned Parenthood, compared with just 9% who would be less likely to support a candidate who takes this position. However, just 28% of moderate and liberal Republicans view this stance positively. A large majority of moderate and liberal Republicans (69%) say either they would be less likely to vote for a candidate who wants to end funding for Planned Parenthood (38%) or that it would not be a major factor in their vote (31%).

How Possible Republican Primary Voters View Candidate Positions

Among possible Republican primary voters, % who would be ___ to support a candidate who wants to ...



Survey conducted Sept. 22-27, 2015. Based on Republican and Republican leaning registered voters who say they may vote in the Republican primary or caucus in their state (very/somewhat/not too likely to vote). N=496

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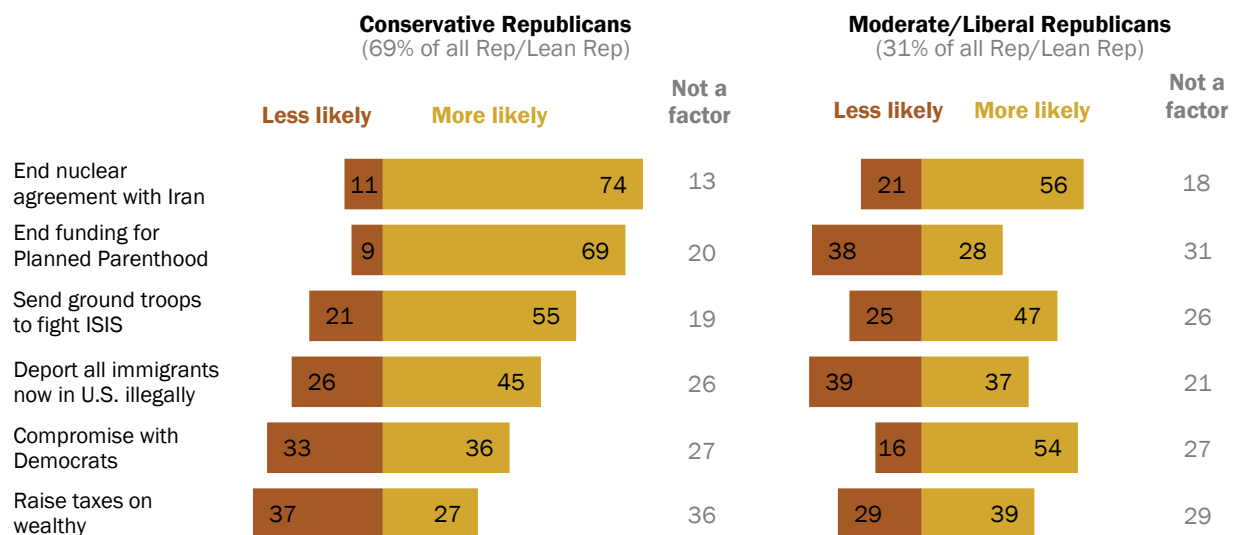
While there is broad opposition among Republicans to the Iran nuclear deal, more conservative Republican voters (74%) than moderates and liberals (56%) say they would be more likely to vote for a candidate who wants to end the agreement. Republicans also are divided in views of a presidential candidate who will compromise with Democrats. Roughly half of moderate and liberal Republican voters (54%) would be more likely to support a candidate who will compromise with Democrats, compared with just 36% of conservative Republicans.

There are more modest ideological differences over support for deporting all immigrants in the U.S. illegally and raising taxes on the wealthy. On balance, conservative Republican voters say they would be more likely to support a candidate who wants to deport immigrants here illegally (45% more likely, 26% less likely). Moderate and liberal Republicans are divided (37% more likely, 39% less likely). Somewhat more moderate and liberal Republican voters (39%) than conservative Republican voters (27%) say they would be more likely to support a candidate who wants to raise taxes on wealthy Americans.

The only issue that does not divide possible Republican primary voters along ideological lines is the use of U.S. ground troops to fight ISIS: About half of conservative Republican voters (55%), and moderate liberal Republicans (47%), would be more likely to support a candidate who wanted to commit U.S. ground troops.

Wide Gaps Among Possible GOP Primary Voters in Views of Planned Parenthood Funding and Compromise With Democrats

Among possible Republican primary voters, % who would be ___ to support a candidate who wants to ...



Survey conducted Sept. 22-27, 2015. Based on Republican and Republican leaning registered voters who say they may vote in the Republican primary or caucus in their state (very/somewhat/not too likely to vote). Cons Rep/Lean Rep (N=336), Mod/Lib Rep/Rep lean (N=148).

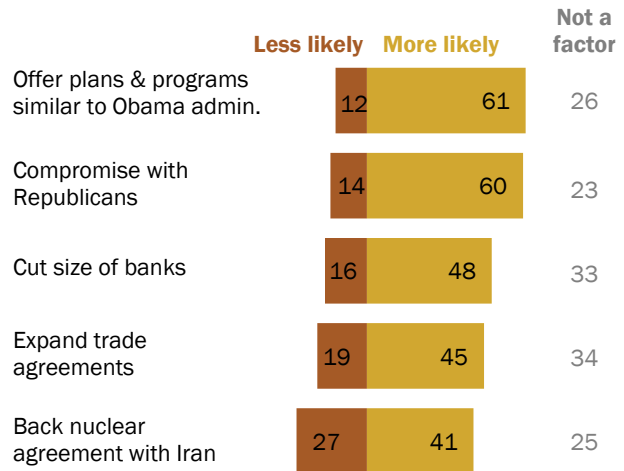
Fewer Ideological Differences among Democrats

Among possible Democratic primary voters, there is broad support for a candidate who will offer policies and programs similar to the Obama administration (61% more likely, 12% less likely) and compromise with Republicans (60% more likely, 14% less likely).

Smaller percentages of possible Democratic primary voters would be more inclined to support a candidate who wants to cut the size of large banks and financial institutions (48% more likely, 16% less likely) and expand U.S. trade agreements with other nations (45%, 19%). And while 41% of possible Democratic voters say they would be more likely to support a candidate who backs the Iran nuclear agreement, 27% would be less likely to favor a candidate who takes this position.

How Possible Democratic Primary Voters View Candidate Positions

Among possible Democratic primary voters, % who would be ___ to support a candidate who wants to ...



Survey conducted Sept. 22-27, 2015. Based on Democratic and Democratic-leaning registered voters who say they may vote in the Democratic primary or caucus in their state (very/somewhat/ not too likely to vote). N=387

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Among liberal Democrats, 60% would be more likely to support a candidate who wants to cut the size of big banks, while just 11% would be less likely. By comparison, just 38% of conservative and moderate voters would more likely to favor a candidate who wants to reduce the size of big banks, and 20% would be less likely.

About half (53%) of liberal Democrats say they would more likely to vote for a candidate who supports the Iran agreement, compared with just 17% who would be less likely to vote for a candidate with this position. Moderate and liberal Democrats are divided: About as many say they would be less likely (37%) as more likely (31%) to support a candidate who supports the Iran nuclear agreement.

Democrats Ideologically Divided Over Candidate Support for Reducing Size of Large Banks, Iran Nuclear Agreement

Among possible Democratic primary voters, % who would be ___ to support a candidate who wants to ...

	Liberal Democrats (51% of all Dem/Lean Dem)			Conservative/Moderate Democrats (49% of all Dem/Lean Dem)		
	Less likely	More likely	Not a factor	Less likely	More likely	Not a factor
Compromise with Republicans	12	66	21	16	58	25
Offer plans & programs similar to Obama admin.	9	65	24	15	56	27
Cut size of banks	11	60	28	20	38	36
Back nuclear agreement with Iran	17	53	26	37	31	24
Expand trade agreements	19	44	36	19	45	33

Survey conducted Sept. 22-27, 2015. Based on Democratic and Democratic-leaning registered voters who say they may vote in the Democratic primary or caucus in their state (very/somewhat/not too likely to vote). Lib Dem/Lean Dem (N=192), Cons/Mod Dem/Lean Dem (N=188).

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GOP Split on Key Issues Associated With Candidate Support

At this stage of the 2016 presidential campaign, key issues divide both Republican and Democratic voters, and early candidate preferences reflect some of these cleavages.

When Republican and Republican-leaning voters are asked in an open-ended format (no names provided) for their first choice for the nomination, none of the 15 GOP candidates are named by more than 25% of those who may vote in the primary: 25% name Donald Trump, 16% name Ben Carson, both Marco Rubio and Carly Fiorina are named by 8%, 6% name Ted Cruz and 4% choose Jeb Bush. Other candidates are named by 2% or fewer. A quarter (25%) of potential Republican primary voters do not mention

a first choice today, four months before the first caucuses and primaries.

The differences seen among Republican voters over views on immigration and taxing wealthy Americans are reflected in voter preferences: Among the 43% of GOP potential primary voters who say they are more likely to support a candidate who wants to “deport all immigrants now living in the country illegally,” 34% volunteer Trump as their preferred candidate. Just 13% of the roughly three-in-ten who say they are less likely to support someone who advocates for deportation volunteer Trump as their first choice.

GOP Voters’ Splits Over Immigration, Taxing Wealthy Is Reflected in Vote Priorities and Preferences

Possible Republican primary voters who ...

First choice for the Republican nomination for president? (OPEN END)	All R/RL possible primary voters	Likelihood of supporting a candidate who...					
		Wants to deport all immigrants who are in the country illegally			Wants to raise taxes on wealthy Americans		
		More likely (43%)	Less likely (29%)	Not a factor (24%)	More likely (31%)	Less likely (34%)	Not a factor (34%)
	%	%	%	%	%	%	%
Trump	25	34	13	23	35	16	24
Carson	16	16	17	17	12	23	12
Rubio	8	5	10	9	5	9	9
Fiorina	8	8	5	11	6	7	10
Cruz	6	6	4	7	3	9	7
Bush	4	2	8	3	5	4	4
Huckabee	2	4	1	2	1	4	3
Paul	2	2	3	3	3	1	3
Other*	4	3	4	5	3	3	5
Don't know	<u>25</u>	<u>20</u>	<u>36</u>	<u>19</u>	<u>27</u>	<u>24</u>	<u>23</u>
	100	100	100	100	100	100	100
Say ___ is “very important” to 2016 vote							
Immigration	66	84	44	59	--	--	--
Economy	89	--	--	--	96	87	83

Survey conducted Sept. 22-27, 2015. Candidate preference question is open-ended question (Q35). Based on Republican and Republican leaning registered voters who say they may vote in the Republican primary or caucus in their state. *Other includes candidates who received less than 2% of overall support; see topline for more detail.

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Overall, 66% of GOP potential primary voters say immigration is a very important issue in their decision about who to vote for in 2016. However, 84% of those who say they would be more likely to support a candidate who wants to deport all undocumented immigrants say the issue is central to their presidential vote. By comparison, among Republicans who would be less likely to support a candidate who favors deportation of undocumented immigrants, just 44% say immigration is important to their vote.

Trump also garners more support among the nearly one-third of possible GOP primary voters who would be more inclined to support a candidate in favor of raising taxes on wealthy Americans. In the survey, [conducted before Trump announced his tax plan on Sept. 28](#), 35% of those who are more likely to support a candidate who wants to increase taxes on the wealthy name Trump as their first choice; by comparison, 16% of those who would be less likely to support a candidate who backed increasing taxes on the wealthy named Trump as their preferred candidate.

Overall, far more possible Republican primary voters say it is more important for a presidential candidate to have new ideas and a different approach (66%) than experience and a proven record (29%). Trump fares better among GOP primary voters who value new ideas. A third (33%) of those who prefer new ideas and a different approach name Trump as their first choice for the nomination; among those who say experience is more important, just 8% choose Trump.

GOP Voters' Views of 'New Ideas,' Experience and the 2016 Campaign

Possible Republican primary voters who say it is more important for a candidate to have ...

<i>First choice for the Republican nomination for president? (OPEN END)</i>	All R/RL possible primary voters	Experience and proven record (29%)	New ideas and diff approach (66%)
	%	%	%
Trump	25	8	33
Carson	16	13	18
Rubio	8	6	9
Fiorina	8	8	7
Cruz	6	9	5
Bush	4	9	2
Huckabee	2	4	1
Paul	2	2	2
Other*	4	6	3
Don't know	<u>25</u>	<u>34</u>	<u>19</u>
	100	100	100

Survey conducted Sept. 22-27, 2015. Candidate preference question is open-ended question (Q36). Based on Republican and Republican leaning registered voters who say they may vote in the Republican primary or caucus in their state. *Other includes candidates who received less than 2% of overall support; see topline for more detail.

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Key Demographics and Current Republican Primary Preferences

Support for the GOP Candidates Varies by Income, Education, Gender, Religiosity

First choice for the Republican nomination for president? (OPEN END)

Among Rep/Rep-leaning possible primary voters	Trump	Carson	Rubio	Fiorina	Cruz	Bush	Huckabee	Paul	Other*	Don't know
	%	%	%	%	%	%	%	%	%	%
All (100%)	25	16	8	8	6	4	2	2	4	25=100
Men (53%)	28	17	7	7	7	5	2	3	3	22=100
Women (47%)	21	15	9	8	6	3	3	2	5	28=100
18-49 (41%)	26	16	7	8	5	5	3	4	3	22=100
50+ (57%)	23	17	8	7	7	3	2	1	4	26=100
College grad+ (30%)	16	18	11	10	5	5	1	4	5	25=100
Some college (37%)	28	17	9	8	6	2	5	2	4	21=100
High school or less (33%)	30	14	3	5	9	6	1	1	2	29=100
\$75,000 or more (39%)	21	18	9	12	4	5	2	2	4	22=100
\$40,000 to \$74,999 (24%)	23	21	8	1	10	5	3	4	*	25=100
Less than \$40,000 (28%)	33	12	6	6	7	2	3	1	5	25=100
Conservative (68%)	22	18	8	8	9	2	3	3	4	23=100
Moderate/Liberal (30%)	29	12	7	7	2	9	2	1	3	28=100
<i>Religious attendance</i>										
Weekly+ (49%)	17	19	10	6	10	2	4	3	4	27=100
Less than weekly (50%)	32	14	6	9	4	6	1	2	4	22=100

Survey conducted Sept. 22-27, 2015. Open-ended question (Q35). Based on Republican and Republican leaning registered voters who say they may vote in the Republican primary or caucus in their state. *Other includes candidates who received less than 2% of overall support; see topline for more detail.

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Democratic Voters' Preferences, Views on Banks and 'New Ideas'

Among Democratic and Democratic-leaning potential primary voters, 45% name Hillary Clinton as their first choice, with Bernie Sanders mentioned by 24% and 8% mentioning Joe Biden. Other candidates are named by 2% or fewer. In this open-ended question, 21% of possible Democratic primary voters do not currently offer a first choice.

Though Clinton is named by more Democratic voters overall, among the roughly half (48%) of the Democratic electorate that would be more likely to support a candidate who wants to cut the size of large banks and financial institutions, support is more divided (38% name Clinton as their favored candidate, 34% name Sanders). Among those who say they would either be less likely to support a candidate who favored reducing the size of banks, or that this would not matter to their vote, 51% prefer Clinton, while 15% prefer Sanders.

Democratic Divide on Cutting Size of Banks Seen in 2016 Preferences

Possible Democratic primary voters who ...

First choice for the Democratic nomination for president? (OPEN END)	All D/DL possible primary voters	Likelihood of supporting a candidate who...	
		More likely (48%)	Less likely (16%)/ Not a factor (33%) (49%)
Clinton	45	38	51
Sanders	24	34	16
Biden	8	11	6
Other*	2	1	2
Don't know	<u>21</u>	<u>16</u>	<u>26</u>
	100	100	100

Survey conducted Sept. 22-27, 2015. Candidate preference question is open-ended question (Q36). Based on Democratic and Democratic leaning registered voters who say they may vote in the Democratic primary or caucus in their state. *Other includes candidates who received less than 2% of overall support; see topline for more detail.

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Democratic voters differ from Republicans in their views of whether it is more important for a presidential candidate to have experience and a proven record or new ideas and a different approach. About half of potential Democratic primary voters (53%) view experience as more important, while 39% prioritize new ideas.

Most Democratic voters (56%) who see experience as more important name Clinton as their first choice. By contrast, Democrats who cite new ideas as more important are divided, with 33% naming Clinton and 35% choosing Sanders.

Democrats' Views of 'New Ideas,' Experience and the 2016 Campaign

Possible Democratic primary voters who say it is more important for a candidate to have ...

<i>First choice for the Democratic nomination for president? (OPEN END)</i>	All D/DL possible primary voters	Experience and proven record (53%)	New ideas and diff approach (39%)
	%	%	%
Clinton	45	56	33
Sanders	24	14	35
Biden	8	8	9
Other*	2	2	2
Don't know	<u>21</u>	<u>20</u>	<u>21</u>
	100	100	100

Survey conducted Sept. 22-27, 2015. Candidate preference question is open-ended question (Q36). Based on Democratic and Democratic leaning registered voters who say they may vote in the Democratic primary or caucus in their state. *Other includes candidates who received less than 2% of overall support; see topline for more detail.

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Key Demographics and Current Democratic Primary Preferences

Support for Democratic Candidates Varies by Age, Race

First choice for the Democratic nomination for president? (OPEN END)

<i>Among Dem/Dem-leaning possible primary voters</i>	Clinton %	Sanders %	Biden %	Other* %	DK %
All (100%)	45	24	8	2	21=100
Men (39%)	43	28	13	3	13=100
Women (61%)	46	22	5	1	26=100
White (58%)	38	30	10	1	21=100
Non-white (41%)	54	17	6	2	21=100
18-49 (51%)	38	32	7	2	20=100
50+ (49%)	52	16	10	2	21=100
College grad+ (38%)	48	32	10	3	8=100
Some college or less (62%)	43	20	7	1	29=100
\$75,000 or more (31%)	49	28	8	1	14=100
\$40,000 to \$74,999 (26%)	37	33	8	2	20=100
Less than \$40,000 (39%)	47	16	8	2	28=100
Liberal (48%)	44	31	9	2	13=100
Conserv/Moderate (51%)	45	19	7	1	28=100
<i>Religious attendance</i>					
Weekly+ (29%)	50	7	10	3	29=100
Less than weekly (71%)	42	31	8	1	18=100

Survey conducted Sept. 22-27, 2015. Open-ended question (Q36). Based on Democratic and Democratic leaning registered voters who say they may vote in the Democratic primary or caucus in their state. *Other includes candidates who received less than 2% of overall support; see topline for more detail.

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Partisan Divisions over Importance of Campaign Issues

Republican and Democratic voters have substantial differences over the importance of key issues in the 2016 campaign. The widest gap is over the environment: Twice as many Democratic and Democratic-leaning voters (74%) as Republicans and Republican leaners (37%) say the environment is very important to their vote.

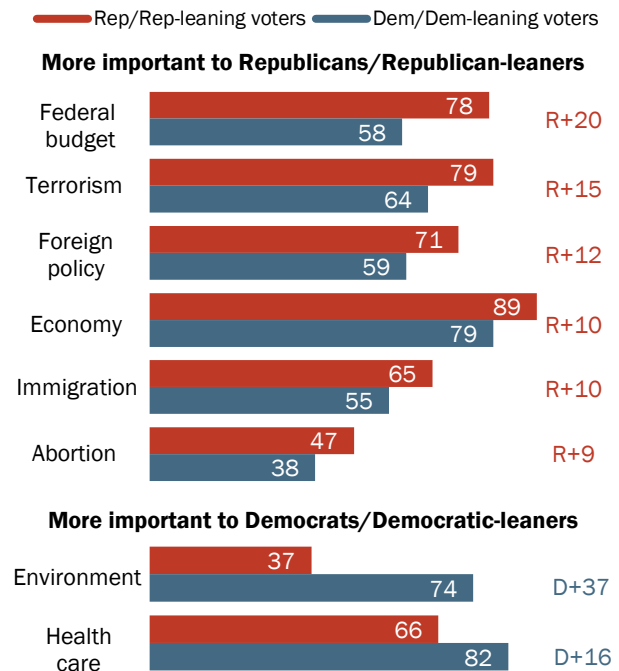
Health care is the only other issue in the survey that significantly more Democrats (82%) than Republicans (66%) view as very important. GOP voters are more likely than Democrats to rate six other issues, including the budget deficit, terrorism and the economy, as very important.

Nearly eight-in-ten Republican and Republican-leaning voters (78%) say the federal budget deficit is very important, compared with 58% of Democrats and Democratic leaners. Republicans are 15 percentage points more likely than Democrats to view terrorism and 12 points more likely to view foreign policy as very important. More Republicans than Democrats also see the economy, immigration are very important and abortion as very important voting issues.

There are ideological differences in both parties over the importance of some issues. Among Republican voters, nearly half of moderates and liberals (48%) view the environment as very important, compared with just 28% of conservatives. Among Democrats, terrorism is viewed as much more important by conservatives and moderates (79% very important) than liberals (47%). Conservative and moderate Democrats also are more likely to rate the federal budget deficit as very important (68% vs. 44% of liberals).

Wide Partisan Gaps Over Importance of Environment, Deficit, Health Care

% saying each is "very important" to their vote in 2016...



Survey conducted Sept. 22-27, 2015. Based on registered voters.

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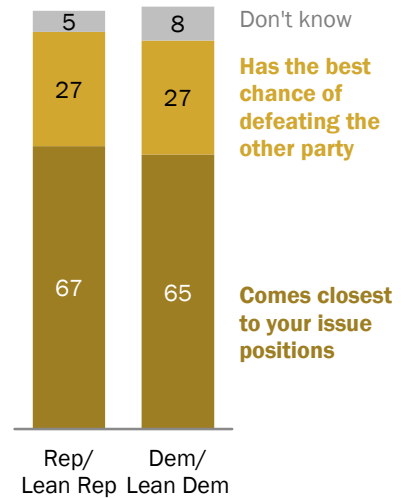
More Important to Voters that Candidates Share Their Positions

Few Republican and Democratic registered voters say a candidates' electability is more important than shared issue positions in deciding who to support in next year's primary elections and caucuses.

About two thirds of Republicans and Republican-leaning independents (67%) and a similar share of Democrats and Democratic-leaning independents (65%) say it is more important that a primary candidate share their positions on the issues than be able to beat the other party's nominee. This is similar to opinion in the fall of 2007, when most potential voters in both parties had a [similar desire to support the candidate who shared their issue positions in the 2008 primaries](#).

Voters Prioritize Positions More Than Electability

% of voters who say it is more important to pick a candidate who...



Survey conducted September 22-27, 2015.
Based on registered voters.

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Views of the Democratic, Republican Fields

Overall, 59% of Republican and Republican-leaning registered voters say the candidates running for the Republican nomination are excellent or good. This compares to 51% of Democratic and Democratic-leaning registered voters who say the same about the Democratic candidates.

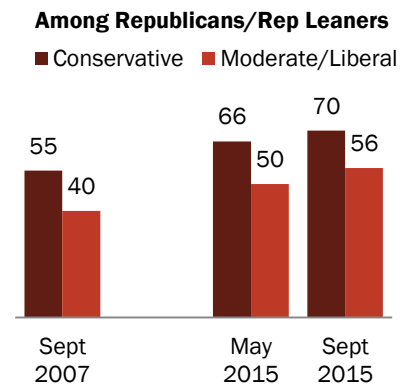
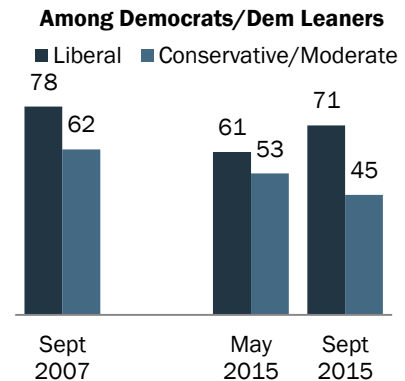
In particular, conservative and moderate Democrats are expressing less satisfaction about the field of Democratic candidates than they have in the past. Currently, 45% of conservative and moderate Democratic and Democratic-leaning registered voters view the Democratic candidates running for the nomination as either excellent or good. At this point in the campaign in 2007, fully 62% of conservative and moderate Democratic registered voters had positive assessments of the Democratic field.

Liberal Democrats have typically been more likely than their conservative and moderate counterparts to say that the field of candidates running for their party's nomination is excellent or good. However, the 26-percentage point gap between the positive assessments of liberal Democratic registered voters (71%) and conservative and moderate Democratic registered voters (45%) is the widest it has been in recent election cycles.

Seven-in-ten (70%) conservative Republican and Republican-leaning registered voters say the field of candidates running for their party's nomination are excellent or good. A smaller majority (56%) of moderate and liberal Republican registered voters also offer a positive assessment. Both conservative and more moderate Republicans are more satisfied with their party's field of candidates than they were in September 2007.

Moderate Dems Have Lukewarm View of Field

% of RVs with an excellent/good impression of the candidates running for their party's nomination...



Survey conducted Sept. 22-27, 2015. Based on registered voters.

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About the Survey

The analysis in this report is based on telephone interviews conducted September 22-27, 2015 among a national sample of 1,502 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (525 respondents were interviewed on a landline telephone, and 977 were interviewed on a cell phone, including 560 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see <http://www.pewresearch.org/methodology/u-s-survey-research/>

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the 2013 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status (landline only, cell phone only, or both landline and cell phone), based on extrapolations from the 2014 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	1,502	2.9 percentage points
Republican	421	5.5 percentage points
Democrat	456	5.3 percentage points
Independent	564	4.7 percentage points
Registered voters (RVs)	1,136	3.3 percentage points
Republican/Rep-leaning independent RVs	566	4.7 percentage points
Democratic/Dem-leaning independent RVs	473	5.2 percentage points
Republican/Rep-leaning independent potential primary RVs	496	5.0 percentage points
Democratic/Dem-leaning independent potential primary RVs	387	5.7 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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

Pew Research Center is a nonprofit, tax-exempt 501(c)(3) organization and a subsidiary of The Pew Charitable Trusts, its primary funder.

**PEW RESEARCH CENTER
SEPTEMBER 2015 POLITICAL SURVEY
FINAL TOPLINE
SEPTEMBER 22-27, 2015
N=1,502**

RANDOMIZE Q.1 AND Q.2**ASK ALL:**

Q.1 Do you approve or disapprove of the way Barack Obama is handling his job as President? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way Barack Obama is handling his job as President? IF STILL DEPENDS ENTER AS DK]**

	Approve	Dis- approve	(VOL.) DK/Ref		Approve	Dis- approve	(VOL.) DK/Ref
Sep 22-27, 2015	46	48	5	Sep 22-Oct 4, 2011	43	48	9
Jul 14-20, 2015	48	45	7	Aug 17-21, 2011	43	49	7
May 12-18, 2015	46	48	6	Jul 20-24, 2011	44	48	8
Mar 25-29, 2015	46	47	7	Jun 15-19, 2011	46	45	8
Feb 18-22, 2015	48	46	5	May 25-30, 2011	52	39	10
Jan 7-11, 2015	47	48	5	May 5-8, 2011	50	39	11
Dec 3-7, 2014 (U)	42	51	6	May 2, 2011 (WP)	56	38	6
Nov 6-9, 2014	43	52	5	Mar 30-Apr 3, 2011	47	45	8
Oct 15-20, 2014	43	51	6	Feb 22-Mar 1, 2011	51	39	10
Sep 2-9, 2014	42	50	8	Feb 2-7, 2011	49	42	9
Aug 20-24, 2014 (U)	42	50	8	Jan 5-9, 2011	46	44	10
Jul 8-14, 2014	44	49	6	Dec 1-5, 2010	45	43	13
Apr 23-27, 2014 (U)	44	50	7	Nov 4-7, 2010	44	44	12
Feb 27-Mar 16, 2014	44	49	7	Oct 13-18, 2010	46	45	9
Feb 14-23, 2014	44	48	8	Aug 25-Sep 6, 2010	47	44	9
Jan 15-19, 2014 (U)	43	49	8	Jul 21-Aug 5, 2010	47	41	12
Dec 3-8, 2013 (U)	45	49	6	Jun 8-28, 2010	48	41	11
Oct 30-Nov 6, 2013	41	53	6	Jun 16-20, 2010	48	43	9
Oct 9-13, 2013	43	51	6	May 6-9, 2010	47	42	11
Sep 4-8, 2013 (U)	44	49	8	Apr 21-26, 2010	47	42	11
Jul 17-21, 2013	46	46	7	Apr 8-11, 2010	48	43	9
Jun 12-16, 2013	49	43	7	Mar 10-14, 2010	46	43	12
May 1-5, 2013	51	43	6	Feb 3-9, 2010	49	39	12
Mar 13-17, 2013	47	46	8	Jan 6-10, 2010	49	42	10
Feb 13-18, 2013 (U)	51	41	7	Dec 9-13, 2009	49	40	11
Jan 9-13, 2013	52	40	7	Oct 28-Nov 8, 2009	51	36	13
Dec 5-9, 2012	55	39	6	Sep 30-Oct 4, 2009	52	36	12
Jun 28-Jul 9, 2012	50	43	7	Sep 10-15, 2009	55	33	13
Jun 7-17, 2012	47	45	8	Aug 20-27, 2009	52	37	12
May 9-Jun 3, 2012	46	42	11	Aug 11-17, 2009	51	37	11
Apr 4-15, 2012	46	45	9	Jul 22-26, 2009	54	34	12
Mar 7-11, 2012	50	41	9	Jun 10-14, 2009	61	30	9
Feb 8-12, 2012	47	43	10	Apr 14-21, 2009	63	26	11
Jan 11-16, 2012	44	48	8	Mar 31-Apr 6, 2009	61	26	13
Dec 7-11, 2011	46	43	11	Mar 9-12, 2009	59	26	15
Nov 9-14, 2011	46	46	8	Feb 4-8, 2009	64	17	19

See past presidents' approval trends: [George W. Bush](#), [Bill Clinton](#)

RANDOMIZE Q.1 AND Q.2**ASK ALL:**

Q.2 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	Satis- <u>fied</u>	Dis- <u>satisfied</u>	(VOL.) <u>DK/Ref</u>		Satis- <u>fied</u>	Dis- <u>satisfied</u>	(VOL.) <u>DK/Ref</u>
Sep 22-27, 2015	27	69	4	Sep 10-15, 2009 ¹	30	64	7
Jul 14-20, 2015	31	64	4	Aug 20-27, 2009	28	65	7
May 12-18, 2015	29	67	4	Aug 11-17, 2009	28	65	7
Mar 25-29, 2015	31	64	5	Jul 22-26, 2009	28	66	6
Feb 18-22, 2015	33	62	5	Jun 10-14, 2009	30	64	5
Jan 7-11, 2015	31	66	4	Apr 28-May 12, 2009	34	58	8
Dec 3-7, 2014 (U)	26	71	3	Apr 14-21, 2009	23	70	7
Nov 6-9, 2014	27	68	4	Jan 7-11, 2009	20	73	7
Oct 15-20, 2014	29	65	6	December, 2008	13	83	4
Sep 2-9, 2014	25	71	4	Early October, 2008	11	86	3
Aug 20-24, 2014	24	72	4	Mid-September, 2008	25	69	6
Jul 8-14, 2014	29	68	4	August, 2008	21	74	5
Apr 23-27, 2014	29	65	6	July, 2008	19	74	7
Feb 12-26, 2014	28	66	6	June, 2008	19	76	5
Jan 15-19, 2014	26	69	5	Late May, 2008	18	76	6
Oct 30-Nov 6, 2013	21	75	3	March, 2008	22	72	6
Oct 9-13, 2013	14	81	5	Early February, 2008	24	70	6
Jul 17-21, 2013	27	67	6	Late December, 2007	27	66	7
May 1-5, 2013	30	65	5	October, 2007	28	66	6
Feb 13-18, 2013 (U)	31	64	5	February, 2007	30	61	9
Jan 9-13, 2013	30	66	4	Mid-January, 2007	32	61	7
Dec 17-19, 2012	25	68	7	Early January, 2007	30	63	7
Dec 5-9, 2012	33	62	5	December, 2006	28	65	7
Oct 18-21, 2012	32	61	8	Mid-November, 2006	28	64	8
Jun 28-Jul 9, 2012	31	64	5	Early October, 2006	30	63	7
Jun 7-17, 2012	28	68	5	July, 2006	30	65	5
May 9-Jun 3, 2012	29	64	7	May, 2006*	29	65	6
Apr 4-15, 2012	24	69	6	March, 2006	32	63	5
Feb 8-12, 2012	28	66	6	January, 2006	34	61	5
Jan 11-16, 2012	21	75	4	Late November, 2005	34	59	7
Sep 22-Oct 4, 2011	17	78	5	Early October, 2005	29	65	6
Aug 17-21, 2011	17	79	4	July, 2005	35	58	7
Jul 20-24, 2011	17	79	4	Late May, 2005*	39	57	4
Jun 15-19, 2011	23	73	4	February, 2005	38	56	6
May 5-8, 2011	30	62	8	January, 2005	40	54	6
May 2, 2011	32	60	8	December, 2004	39	54	7
Mar 8-14, 2011	22	73	5	Mid-October, 2004	36	58	6
Feb 2-7, 2011	26	68	5	July, 2004	38	55	7
Jan 5-9, 2011	23	71	6	May, 2004	33	61	6
Dec 1-5, 2010	21	72	7	Late February, 2004*	39	55	6
Nov 4-7, 2010	23	69	8	Early January, 2004	45	48	7
Sep 23-26, 2010	30	63	7	December, 2003	44	47	9
Aug 25-Sep 6, 2010	25	71	5	October, 2003	38	56	6
Jun 24-27, 2010	27	64	9	August, 2003	40	53	7
May 13-16, 2010	28	64	7	April 8, 2003	50	41	9
Apr 21-26, 2010	29	66	5	January, 2003	44	50	6
Apr 1-5, 2010	31	63	6	November, 2002	41	48	11
Mar 11-21, 2010	25	69	5	September, 2002	41	55	4
Mar 10-14, 2010	23	71	7	Late August, 2002	47	44	9
Feb 3-9, 2010	23	71	6	May, 2002	44	44	12
Jan 6-10, 2010	27	69	4	March, 2002	50	40	10
Oct 28-Nov 8, 2009	25	67	7				
Sep 30-Oct 4, 2009	25	67	7				

¹ In September 10-15, 2009 and other surveys noted with an asterisk, the question was worded "Overall, are you satisfied or dissatisfied with the way things are going in our country today?"

Q.2 CONTINUED...

	Satis- <u>fied</u>	Dis- <u>satisfied</u>	(VOL.) <u>DK/Ref</u>		Satis- <u>fied</u>	Dis- <u>satisfied</u>	(VOL.) <u>DK/Ref</u>
Late September, 2001	57	34	9	January, 1997	38	58	4
Early September, 2001	41	53	6	July, 1996	29	67	4
June, 2001	43	52	5	March, 1996	28	70	2
March, 2001	47	45	8	October, 1995	23	73	4
February, 2001	46	43	11	June, 1995	25	73	2
January, 2001	55	41	4	April, 1995	23	74	3
October, 2000 (RVs)	54	39	7	July, 1994	24	73	3
September, 2000	51	41	8	March, 1994	24	71	5
June, 2000	47	45	8	October, 1993	22	73	5
April, 2000	48	43	9	September, 1993	20	75	5
August, 1999	56	39	5	May, 1993	22	71	7
January, 1999	53	41	6	January, 1993	39	50	11
November, 1998	46	44	10	January, 1992	28	68	4
Early September, 1998	54	42	4	November, 1991	34	61	5
Late August, 1998	55	41	4	<i>Gallup: Late Feb, 1991</i>	66	31	3
Early August, 1998	50	44	6	August, 1990	47	48	5
September, 1997	45	49	6	May, 1990	41	54	5
February, 1998	59	37	4	January, 1989	45	50	5
January, 1998	46	50	4	September, 1988 (RVs)	50	45	5
August, 1997	49	46	5				

NO QUESTIONS 3-4, 10, 12, 14-19**QUESTIONS 5, 7-9, 11 PREVIOUSLY RELEASED****QUESTIONS 6, 13 HELD FOR FUTURE RELEASE****ASK ALL:**

Next,

Q.20 How much thought, if any, have you given to candidates who may be running for president in 2016?
[READ]

	<u>A lot</u>	<u>Some</u>	<u>Not much</u>	<u>None at all</u>	(VOL.) <u>DK/Ref</u>
Sep 22-27, 2015	39	26	17	17	1
May 12-18, 2015	25	33	21	20	1
Mar 25-29, 2015	22	28	26	23	1

TRENDS FOR COMPARISON:**2012 Presidential Election**

Feb 8-12, 2012 ²	44	25	16	13	1
Jan 11-16, 2012	38	27	19	16	1
Jan 4-8, 2012	31	30	18	19	1
Nov 9-14, 2011	36	26	21	15	1
Sep 22-Oct 4, 2011	29	29	22	19	2
Aug 17-21, 2011	27	30	23	18	1
Jul 20-24, 2011	20	29	27	23	1
May 25-30, 2011	23	30	27	19	1

2008 Presidential Election

February, 2008	48	29	10	11	2
January, 2008	44	32	11	11	2
December, 2007	35	33	13	18	1
November, 2007	34	35	16	14	1
October, 2007	30	37	17	14	2

² In 2011 and 2012, question read: "How much thought, if any, have you given to candidates running for president in 2012?" In 2006, 2007 and 2008, question read "How much thought, if any, have you given to candidates running for president in 2008?"

Q.20 TRENDS FOR COMPARISON CONTINUED...

	<u>A lot</u>	<u>Some</u>	<u>Not much</u>	<u>None at all</u>	(VOL.) <u>DK/Ref</u>
September, 2007	27	33	21	17	2
July, 2007	30	38	16	15	1
June, 2007	29	34	20	16	1
April, 2007	26	34	21	17	2
March, 2007	24	36	20	18	2
February, 2007	24	34	22	18	2
December, 2006	23	36	20	20	1

NO QUESTIONS 21-26**RANDOMIZE Q.27 AND Q.28****ASK ALL:**

Q.27 Overall, what's your impression of the possible candidates running for the REPUBLICAN presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, only fair candidates or poor candidates?

BASED ON REGISTERED VOTERS [N=1,136]:

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	(VOL.) <u>DK/Ref</u>
2016 Election					
Sep 22-27, 2015	8	26	30	33	2
May 12-18, 2015	5	26	36	27	5
2012 Election					
Mar 7-11, 2012	4	25	34	34	3
Jan 26-29, 2012	4	21	37	34	5
Jan 4-8, 2012	3	27	35	27	7
Nov 9-14, 2011	5	23	36	28	7
Aug 17-21, 2011	4	22	38	26	9
May 25-30, 2011	3	22	36	23	15

Q.27 FULL TREND:

Overall, what's your impression of the candidates running for the REPUBLICAN presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, only fair candidates or poor candidates?

BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=566]:

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	(VOL.) <u>DK/Ref</u>
2016 Election					
Sep 22-27, 2015	15	44	29	10	2
May 12-18, 2015	11	46	32	8	3
2012 Election					
Mar 7-11, 2012	6	43	39	9	2
Jan 26-29, 2012	8	38	40	12	2
Jan 4-8, 2012	5	46	34	10	6
Nov 9-14, 2011	10	38	39	7	6
Aug 17-21, 2011	9	40	38	6	7
May 25-30, 2011	5	39	36	7	13
2008 Election					
February, 2008	10	50	31	7	2
January, 2008	11	57	28	3	1
November, 2007	9	47	34	7	3
October, 2007 ³	5	46	36	7	6

³ Before October 2007, answer choice read "Fair" not "Only fair." In October 2007 the question was asked both ways and no difference was found. As a result, October 2007 numbers combine both versions of the question. In 1988, 1991 and 1993 question asked about "men running for the [party] presidential nomination."

Q.27 CONTINUED...

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	(VOL.) <u>DK/Ref</u>
September, 2007	8	41	36	8	6
1996 Election					
October, 1995	5	46	40	6	3
1988 Election					
January, 1988 (GP)	6	50	35	4	5

RANDOMIZE Q.27 AND Q.28**ASK ALL:**

Q.28 Overall, what's your impression of the possible candidates running for the DEMOCRATIC presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, only fair candidates or poor candidates?

BASED ON REGISTERED VOTERS [N=1,136]:

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	(VOL.) <u>DK/Ref</u>
2016 Election					
Sep 22-27, 2015	7	22	32	38	2
May 12-18, 2015	7	27	30	30	5

Q.28 FULL TREND:

Overall, what's your impression of the candidates running for the DEMOCRATIC presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, only fair candidates or poor candidates?

BASED ON DEMOCRATIC AND DEMOCRATIC-LEANING REGISTERED VOTERS [N=473]:

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	(VOL.) <u>DK/Ref</u>
2016 Election					
Sep 22-27, 2015	14	37	36	12	2
May 12-18, 2015	12	42	33	8	5
2008 Election					
February, 2008	30	50	16	2	2
January, 2008	28	50	18	2	2
November, 2007	16	51	28	2	3
October, 2007 ⁴	16	48	26	5	5
September, 2007	15	49	29	2	5
2004 Election					
January, 2004	8	39	41	6	8
December, 2003	5	40	39	7	9
September, 2003	4	40	39	5	12
1992 Election					
February, 1992	6	39	47	4	5
October, 1991	3	24	38	11	23
1988 Election					
January, 1988 (GP)	4	33	45	11	7

NO QUESTIONS 29-32

⁴ Before October 2007, answer choice read "Fair" not "Only fair." In October 2007 the question was asked both ways and no difference was found. As a result, October 2007 numbers combine both versions of the question. In 1988, 1991 and 1993 question asked about "men running for the [party] presidential nomination."

ASK ALL:

Q.33 If there is a primary election or caucus in your state next year, how likely is it that you will vote in either the Republican or Democratic primary for President? **[READ IN ORDER]**

Sep 22-27

2015

63	Very likely
14	Somewhat likely
6	Not too likely
14	Not at all likely
2	Don't know/Refused (VOL.)

TRENDS FOR COMPARISON:

*If there is a primary election or caucus in your state early next year, how likely is it that you will vote in either the Republican or Democratic primary for President? **[READ IN ORDER]***

<u>Oct</u> <u>2007</u>		<u>Sept</u> <u>2007</u> ⁵	<u>Feb</u> <u>2000</u> ⁶
59	Very likely	56	60
18	Somewhat likely	19	18
5	Not too likely	6	7
12	Not all all likely	13	11
1	No primary (VOL.)	1	1
5	Don't know/Refused (VOL.)	5	3

ASK IF AT LEAST 'NOT TOO LIKELY' (Q.33=1-3) [N=1,303]:

Q.34 As of today, are you more likely to vote in the Republican or the Democratic primary or caucus for President? **[INTERVIEWER INSTRUCTION: If R says that they live in a state with an open primary, ask: "Which party's primary are you most likely to vote in? The Republican or the Democratic primary or caucus for President?"]**

Sep 22-27

2015

46	Republican
44	Democratic
10	Don't know/Refused (VOL.)

ASK ALL:

Q.33 If there is a primary election or caucus in your state next year, how likely is it that you will vote in either the Republican or Democratic primary for President? **[READ IN ORDER]**

ASK IF AT LEAST 'NOT TOO LIKELY' (Q.33=1-3) [N=1,303]:

Q.34 As of today, are you more likely to vote in the Republican or the Democratic primary or caucus for President? **[INTERVIEWER INSTRUCTION: If R says that they live in a state with an open primary, ask: "Which party's primary are you most likely to vote in? The Republican or the Democratic primary or caucus for President?"]**

Sep 22-27

2015

84	NET Likely
39	Republican
37	Democratic
8	Don't know/Refused (VOL.)
14	Not at all likely
2	Don't know/Refused (VOL.)

⁵ The word "either" was omitted to the question in September 2007.

⁶ In February 2000, the question read, "If there is a primary election in your state this year, how likely is it that you will vote in either the Republican or Democratic primary for president?"

ASK IF MAY VOTE IN REPUBLICAN PRIMARY OR CAUCUS (Q.34=1)

Q.35 Thinking about the 2016 presidential election, who would be your first choice for the Republican nomination for president? **[OPEN END; DO NOT READ; RECORD ONLY ONE MENTION. [INTERVIEWER INSTRUCTIONS: IF RESPONDENT DOES NOT KNOW, PROBE IF IT IS BECAUSE THEY CAN'T REMEMBER A NAME OR IF NOT SURE YET – ACCEPT THOSE WHO DO NOT KNOW YET AS 98, DO NOT PROBE MORE. IF CAN'T REMEMBER A NAME, BUT PROVIDE DESCRIPTIONS, RECORD IN 96]**

IF GAVE RESPONSE IN Q.35 (Q.35=1-96) [N=455]:

Q.35a And who would be your second choice for the Republican nomination for president? **[OPEN END; DO NOT READ; RECORD UP TO TWO MENTIONS, BUT DO NOT PROBE FOR ADDITIONAL MENTIONS]. [INTERVIEWER INSTRUCTIONS: IF RESPONDENT DOES NOT KNOW, PROBE IF IT IS BECAUSE THEY CAN'T REMEMBER A NAME OR IF NOT SURE YET – ACCEPT THOSE WHO DO NOT KNOW YET AS 98, DO NOT PROBE MORE. IF CAN'T REMEMBER A NAME, BUT PROVIDE DESCRIPTIONS, RECORD IN 96]**

BASED ON REP AND REP-LEANING REGISTERED VOTERS WHO MAY VOTE IN PRIMARY OR CAUCUS [N=496]:

Sep 22-27, 2015

<u>First choice</u>	<u>Any choice⁷</u>	
25	32	Donald Trump
16	32	Ben Carson
8	17	Marco Rubio
8	23	Carly Fiorina
6	13	Ted Cruz
4	8	Jeb Bush
2	5	Mike Huckabee
2	3	Rand Paul
1	2	John Kasich
1	2	Chris Christie
1	1	Lindsey Graham
*	1	Bobby Jindal
*	*	Rick Santorum
0	*	George Pataki
0	0	Jim Gilmore
1	1	Other (VOL.)
6	6	None (VOL.)
17	17	Don't know—Not sure yet (VOL.)
2	2	Refused (VOL.)

⁷ Adds to greater than 100 because of multiple responses.

ASK IF MAY VOTE IN DEMOCRATIC PRIMARY OR CAUCUS (Q.34=2)

Q.36 Thinking about the 2016 presidential election, who would be your first choice for the Democratic nomination for president? **[OPEN END; DO NOT READ; RECORD ONLY ONE MENTION.] [INTERVIEWER INSTRUCTIONS: IF RESPONDENT DOES NOT KNOW, PROBE IF IT IS BECAUSE THEY CAN'T REMEMBER A NAME OR IF NOT SURE YET – ACCEPT THOSE WHO DO NOT KNOW YET AS 98, DO NOT PROBE MORE. IF CAN'T REMEMBER A NAME, BUT PROVIDE DESCRIPTIONS, RECORD IN 96]**

IF GAVE RESPONSE IN Q.36 (Q.36=1-96) [N=423]:

Q.36a And who would be your second choice for the Democratic nomination for president? **[OPEN END; DO NOT READ; RECORD UP TO TWO MENTIONS, BUT DO NOT PROBE FOR ADDITIONAL MENTIONS]. [INTERVIEWER INSTRUCTIONS: IF RESPONDENT DOES NOT KNOW, PROBE IF IT IS BECAUSE THEY CAN'T REMEMBER A NAME OR IF NOT SURE YET – ACCEPT THOSE WHO DO NOT KNOW YET AS 98, DO NOT PROBE MORE. IF CAN'T REMEMBER A NAME, BUT PROVIDE DESCRIPTIONS, RECORD IN 96]**

BASED ON DEM AND DEM-LEANING REGISTERED VOTERS WHO MAY VOTE IN PRIMARY OR CAUCUS [N=387]:

Sep 22-27, 2015

<u>First choice</u>	<u>Any choice</u> ⁸	
45	69	Hillary Clinton
24	39	Bernie Sanders
8	23	Joe Biden
*	*	Jim Webb
*	1	Martin O'Malley
*	1	Lincoln Chafee
1	4	Other (VOL.)
5	5	None (VOL.)
15	15	Don't know—Not sure yet (VOL.)
1	1	Refused (VOL.)

NO QUESTIONS 37-38

⁸ Adds to greater than 100 because of multiple responses.

ASK ALL:

Q.39 Which of the following is more important to you in a presidential candidate? **[READ; RANDOMIZE]**

Sep 22-27 <u>2015</u>		Mar 25-29 <u>2015</u>
36	Experience and a proven record	47
57	New ideas and a different approach	45
5	Both (VOL.)	5
2	Don't know/Refused (VOL.)	3

NO QUESTIONS 40-44**ASK ALL:**

Thinking about some issues ...

Q.45 In making your decision about who to vote for in the 2016 presidential election, will the issue of **[INSERT ITEM; RANDOMIZE]** be very important, somewhat important, not too important, or not at all important?

How about **[NEXT ITEM]**? **[IF NECESSARY:** How important will the issue of **[ITEM]** be to you in making your decision about who to vote for in the 2016 presidential election?] **[INTERVIEWER: PLEASE RE-READ RESPONSE OPTIONS AS NECESSARY TO REMIND RESPONDENTS OF OPTIONS. IF RESPONDENT VOICES THEIR SUPPORT OR OPPOSITION TO AN ISSUE, CLARIFY: "this question is not about your position on each issue, just how important each issue will be to your vote."]**

BASED ON REGISTERED VOTERS [N=1,136]:

	Very <u>important</u>	Somewhat <u>important</u>	Not too <u>important</u>	Not at all <u>important</u>	(VOL.) <u>DK/Ref</u>
a. The economy					
Sep 22-27, 2015	83	15	1	1	*
Sep 2-9, 2014 ⁹	83	15	1	1	*
Sep 12-16, 2012	87	11	1	1	*
Apr 4-15, 2012	86	11	1	1	1
Jul 21-Aug 5, 2010	90	9	1	*	*
Mid-October, 2008	91	7	2	*	*
August, 2008	87	12	1	*	*
Late May, 2008	88	9	1	1	1
October, 2007	79	18	1	1	1
June, 2007	74	22	2	1	1
Mid-October, 2004	78	18	3	1	*
August, 2004	76	22	1	1	*
b. Health care					
Sep 22-27, 2015	73	22	3	1	*
Sep 2-9, 2014	77	18	3	2	1
Sep 12-16, 2012	74	20	3	2	1
Apr 4-15, 2012	74	19	5	2	*
Jul 21-Aug 5, 2010	78	17	3	1	*
Mid-October, 2008	77	19	2	1	1
August, 2008	73	21	5	1	*
Late May, 2008	78	17	3	2	*
October, 2007	76	18	4	1	1
June, 2007	71	23	4	2	*
Mid-October, 2004	73	22	4	1	*
August, 2004	72	21	5	2	*

9 In all 2014 and 2010 trends, the question read "As you think about the elections for Congress this November, how important are each of the following issues to you. Is the issue of **[INSERT ITEM]** very important, somewhat important, not too important, or not at all important? How about **[NEXT ITEM]**? **[IF NECESSARY:** As you think about the elections for Congress this November, is the issue of **[ITEM]** very, somewhat, not too, or not at all important to you?]"

Q.45 CONTINUED...

		Very <u>important</u>	Somewhat <u>important</u>	Not too <u>important</u>	Not at all <u>important</u>	(VOL.) <u>DK/Ref</u>
c.	Abortion					
	Sep 22-27, 2015	41	31	13	12	2
	Sep 2-9, 2014	46	24	11	16	3
	Sep 12-16, 2012	46	24	13	14	3
	Apr 4-15, 2012	39	25	14	18	4
	Jul 21-Aug 5, 2010	43	24	13	17	3
	Mid-October, 2008	41	29	16	12	2
	August, 2008	39	26	17	15	3
	Late May, 2008	40	27	15	15	3
	October, 2007	39	26	17	13	5
	June, 2007	40	30	13	14	3
	Mid-October, 2004	47	27	12	11	3
	August, 2004	45	25	13	14	3
d.	Foreign policy					
	Sep 22-27, 2015	64	29	3	2	1
	Sep 2-9, 2014	64	26	4	4	2
	Sep 12-16, 2012	60	31	5	2	1
	Apr 4-15, 2012	52	38	6	2	2
NO ITEM e.						
f.	The federal budget deficit					
	Sep 22-27, 2015	68	23	5	3	1
	Sep 2-9, 2014	65	25	5	3	2
	Sep 12-16, 2012	68	23	6	2	1
	Apr 4-15, 2012	74	19	4	2	1
	Jul 21-Aug 5, 2010	69	22	5	2	2
	Late May, 2008	69	21	4	3	3
	October, 2007	61	28	8	1	2
	Mid-October, 2004	57	32	7	3	1
	August, 2004	55	35	7	3	*
g.	Immigration					
	Sep 22-27, 2015	59	31	6	3	*
	Sep 2-9, 2014	62	28	5	5	1
	Sep 12-16, 2012	41	37	13	6	2
	Apr 4-15, 2012	42	35	15	6	1
	Jul 21-Aug 5, 2010	58	29	8	4	1
	Mid-October, 2008	49	32	13	5	1
	August, 2008	52	33	10	4	1
	Late May, 2008	54	32	9	3	2
	October, 2007	56	31	7	4	2
	June, 2007	54	34	7	3	2
h.	Terrorism					
	Sep 22-27, 2015	71	20	6	2	1
	Sep 2-9, 2014	75	17	4	3	1
	Sep 12-16, 2012	60	27	7	4	2
	Apr 4-15, 2012	59	25	9	5	1
	Jul 21-Aug 5, 2010	71	18	6	3	1
	Mid-October, 2008	69	20	7	3	1
	August, 2008	72	20	5	2	1
	Late May, 2008	68	23	6	2	1
	October, 2007	69	22	5	3	1
	June, 2007	69	24	4	2	1
	Mid-October, 2004	77	17	3	2	1
	August, 2004	75	19	3	2	1

Q.45 CONTINUED...

		Very <u>important</u>	Somewhat <u>important</u>	Not too <u>important</u>	Not at all <u>important</u>	(VOL.) <u>DK/Ref</u>
i.	The environment					
	Sep 22-27, 2015	55	31	10	4	1
	Sep 2-9, 2014	54	32	9	5	1
	Jul 21-Aug 5, 2010	57	33	7	3	1
	Mid-October, 2008	57	31	8	3	1
	August, 2008	59	31	6	3	1
	Late May, 2008	62	27	8	3	*
	October, 2007	58	31	8	2	1
	June, 2007	55	36	6	3	*
	Mid-October, 2004	53	37	7	2	1
	August, 2004	55	35	7	3	*

ASK IF MAY VOTE IN REPUBLICAN PRIMARY OR CAUCUS (Q.34=1)

Now a different kind of question...

Q.46 Thinking about the kind of candidate the Republican Party should nominate for president next year, would you be more likely or less likely to support a candidate for the Republican nomination who **[INSERT ITEM; RANDOMIZE]**, or is this not a major factor in your vote? How about if a candidate **[NEXT ITEM]**? **[IF NECESSARY: Would you be more likely or less likely to support a candidate for the Republican nomination for President who **[ITEM]**, or is this not a major factor in your vote?]**

BASED ON REP AND REP-LEANING REGISTERED VOTERS WHO MAY VOTE IN PRIMARY OR CAUCUS [N=496]:

		More likely <u>to support</u>	Less likely <u>to support</u>	Not a major <u>factor in vote</u>	(VOL.) <u>DK/Ref</u>
a.	Wants to end the nuclear agreement with Iran				
	Sep 22-27, 2015	69	14	14	4
b.	Wants to deport all immigrants now living in the U.S. illegally				
	Sep 22-27, 2015	43	29	24	4
c.	Wants to raise taxes on wealthy Americans				
	Sep 22-27, 2015	31	34	34	2
d.	Wants to end federal funding for Planned Parenthood				
	Sep 22-27, 2015	56	18	23	2
e.	Wants to send U.S. ground troops to fight ISIS in Iraq and Syria				
	Sep 22-27, 2015	53	22	21	4
f.	Will compromise with members of the Democratic Party				
	Sep 22-27, 2015	41	27	27	5

ASK IF MAY VOTE IN DEMOCRATIC PRIMARY OR CAUCUS (Q.34=2)

Now a different kind of question...

Q.47 Thinking about the kind of candidate the Democratic Party should nominate for president next year, would you be more likely or less likely to support a candidate for the Democratic nomination who **[INSERT ITEM; RANDOMIZE]**, or is this not a major factor in your vote? How about if a candidate **[NEXT ITEM]**? **[IF NECESSARY: Would you be more likely or less likely to support a candidate for the Democratic nomination for President who **[ITEM]**, or is this not a major factor in your vote?]**

BASED ON DEM AND DEM-LEANING REGISTERED VOTERS WHO MAY VOTE IN PRIMARY OR CAUCUS [N=387]:

		More likely to support	Less likely to support	Not a major factor in vote	(VOL.) DK/Ref
a.	Wants to cut the size of large banks and financial institutions Sep 22-27, 2015	48	16	33	3
b.	Wants to expand U.S. trade agreements with other nations Sep 22-27, 2015	45	19	34	2
c.	Backs the nuclear agreement with Iran Sep 22-27, 2015	41	27	25	6
d.	Will compromise with members of the Republican Party Sep 22-27, 2015	60	14	23	2
e.	Will offer policies and programs similar to those of the Obama administration Sep 22-27, 2015	61	12	26	2

NO QUESTIONS 48-50, 53, 60-61, 65-76**QUESTIONS 51-52, 54-57 PREVIOUSLY RELEASED****QUESTIONS 58-59, 62-64 HELD FOR FUTURE RELEASE**

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):

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

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	Lean Rep	Lean Dem
Sep 22-27, 2015	26	30	40	2	*	2	15	16
Jul 14-20, 2015	22	32	41	4	*	1	15	19
May 12-18, 2015	24	32	38	3	1	2	15	18
Mar 25-29, 2015	25	30	39	4	*	2	15	17
Feb 18-22, 2015	24	31	38	4	1	1	18	17
Jan 7-11, 2015	21	30	44	3	1	1	19	18
Dec 3-7, 2014	24	31	39	3	1	2	17	17
Nov 6-9, 2014	27	32	36	2	*	1	15	16
Oct 15-20, 2014	24	33	38	4	*	1	13	17
Sep 2-9, 2014	24	33	38	3	1	2	15	15
Yearly Totals								
2014	23.2	31.5	39.5	3.1	.7	2.0	16.2	16.5
2013	23.9	32.1	38.3	2.9	.5	2.2	16.0	16.0
2012	24.7	32.6	36.4	3.1	.5	2.7	14.4	16.1
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

ASK REPUBLICANS AND REPUBLICAN LEANERS ONLY (PARTY=1 OR PARTYLN=1):

TEAPARTY3 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

BASED ON REPUBLICANS AND REPUBLICAN LEANERS [N=406]:

	<u>Agree</u>	<u>Disagree</u>	<u>No opinion either way</u>	<u>(VOL.) Haven't heard of</u>	<u>(VOL.) Refused</u>	<u>Not heard of/ DK</u>
Sep 25-27, 2015 ¹⁰	28	11	58	2	1	--
May 12-18, 2015	34	13	51	1	*	--
Mar 25-29, 2015	35	11	52	1	1	--
Feb 18-22, 2015	36	9	54	*	*	--
Jan 7-11, 2015	34	9	54	1	2	--
Dec 3-7, 2014	34	9	55	2	1	--
Nov 6-9, 2014	31	10	57	1	1	--
Oct 15-20, 2014	32	8	56	2	2	--
Sep 2-9, 2014	38	10	50	1	1	--
Aug 20-24, 2014	34	10	53	*	2	--
Jul 8-14, 2014	35	12	50	2	1	--
Apr 23-27, 2014	33	11	54	1	1	--
Jan 23-Mar 16, 2014	37	11	50	1	1	--
Feb 14-23, 2014	36	9	54	1	1	--
Jan 15-19, 2014	35	12	52	1	*	--
Dec 3-8, 2013	32	9	57	1	1	--
Oct 30-Nov 6, 2013	40	9	48	2	1	--
Oct 9-13, 2013	41	11	45	2	1	--
Sep 4-8, 2013	35	9	54	1	1	--
Jul 17-21, 2013	37	10	50	2	1	--
Jun 12-16, 2013	44	9	46	1	2	--
May 23-26, 2013	41	7	48	1	3	--
May 1-5, 2013	28	8	61	2	1	--
Mar 13-17, 2013	43	7	47	1	1	--
Feb 13-18, 2013	36	9	52	1	3	--
Feb 14-17, 2013	43	9	45	1	2	--
Jan 9-13, 2013	35	10	51	2	2	--
Dec 5-9, 2012	37	11	51	1	*	--
Oct 31-Nov 3, 2012 (RVs)	40	8	49	1	2	--
Oct 4-7, 2012	38	9	50	1	3	--
Sep 12-16, 2012	39	7	52	1	1	--
Jun 28-Jul 9, 2012	40	9	47	2	1	--
Jun 7-17, 2012	42	8	48	1	1	--
May 9-Jun 3, 2012	36	9	53	1	2	--
Apr 4-15, 2012	42	8	48	1	1	--
Mar 7-11, 2012	38	10	49	2	1	--
Feb 8-12, 2012	40	7	51	1	1	--
Jan 11-16, 2012	42	8	47	1	1	--
Jan 4-8, 2012	37	8	52	1	1	--
Dec 7-11, 2011	40	9	48	2	1	--
Nov 9-14, 2011	41	9	49	*	1	--
Sep 22-Oct 4, 2011	37	11	51	1	1	--
Aug 17-21, 2011	43	7	49	*	1	--
Jul 20-24, 2011	40	7	51	*	1	--
Jun 15-19, 2011	42	9	47	1	1	--
May 25-30, 2011	37	7	52	1	3	--
Mar 30-Apr 3, 2011	45	9	46	*	1	--
Mar 8-14, 2011	37	7	54	1	*	--
Feb 22-Mar 1, 2011	41	9	48	1	1	--

¹⁰ Question asked September 25-27, N=406.

TEAPARTY3 CONTINUED...

	Agree	Disagree	No opinion either way	(VOL.) Haven't heard of	(VOL.) Refused	Not heard of/ DK
Feb 2-7, 2011 ¹¹	43	8	47	1	1	--
Jan 5-9, 2011	45	6	47	1	1	--
Dec 1-5, 2010	48	5	45	1	1	--
Nov 4-7, 2010	51	5	42	1	1	--
Oct 27-30, 2010 (RVs)	58	5	27	--	1	9
Oct 13-18, 2010 (RVs)	54	5	30	--	1	10
Aug 25-Sep 6, 2010 (RVs)	56	6	29	--	*	9
Jul 21-Aug 5, 2010	46	5	36	--	1	13
Jun 16-20, 2010	46	5	30	--	*	19
May 20-23, 2010	53	4	25	--	1	16
Mar 11-21, 2010	48	4	26	--	1	21

ASK REPUBLICANS AND REPUBLICAN LEANING REGISTERED VOTERS [(PARTY=1 OR PARTYLN=1) AND REG=1]

Q.77 If you had to choose, which would be more important to you in deciding who to support in the Republican presidential primary [READ]

BASED ON REPUBLICAN AND REPUBLICAN LEANING REGISTERED VOTERS [N=566]:

Sep 22-27 2015		Nov 2007
67	Picking a candidate who comes closest to your positions on the issues [OR]	73
27	Picking a candidate who has the best chance of defeating the Democratic nominee in next year's election	23
2	Other (VOL.)	2
4	Don't know/Refused (VOL.)	2

ASK DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [(PARTY=2 OR PARTYLN=2) AND REG=1]

Q.78 If you had to choose, which would be more important to you in deciding who to support in the Democratic presidential primary [READ]

BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=473]:

Sep 22-27 2015		Nov 2007	Dec 2003 ¹²
65	Picking a candidate who comes closest to your positions on the issues [OR]	72	49
27	Picking a candidate who has the best chance of defeating the Republican nominee in next year's election	23	43
3	Other (VOL.)	2	1
5	Don't know/Refused (VOL.)	3	7

QUESTION 79 PREVIOUSLY RELEASED**Key to Pew Research trends noted in the topline:**

(U)	Pew Research Center/USA Today polls
(WP)	Pew Research Center/Washington Post polls

¹¹ In the February 2-7, 2011, survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."

¹² In December 2003, the question asked about "Picking a candidate who has the best chance of defeating George W. Bush in November."