

1. General Election Winners - Democrats

Which of these candidates, if nominated, do you think are capable of winning the GENERAL ELECTION for president? Please select ALL THAT APPLY.

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Hillary Clinton | 55% | 56% | 55% | 53% | 59% | 56% | 51% | 50% | 77% | 69% | 48% |
| Martin O'Malley | 5% | 8% | 3% | 9% | 6% | 3% | 4% | 5% | 3% | 3% | 18% |
| Bernie Sanders | 37% | 35% | 39% | 51% | 31% | 35% | 35% | 41% | 32% | 19% | 39% |
| Not sure | 29% | 29% | 29% | 22% | 29% | 29% | 38% | 34% | 14% | 21% | 24% |
| Totals | (1,000) | (486) | (514) | (203) | (271) | (385) | (141) | (668) | (119) | (135) | (78) |

| | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | | |
|-----------------|-----------------------|----------|-------------|----------------------------|-------------|-----------|----------------|-------------------|-----------|---------|-------|-------|
| | Total | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Hillary Clinton | 55% | 76% | 49% | 40% | 54% | 57% | 65% | 50% | 57% | 50% | 54% | 61% |
| Martin O'Malley | 5% | 7% | 5% | 4% | 5% | 6% | 7% | 5% | 4% | 6% | 5% | 6% |
| Bernie Sanders | 37% | 43% | 41% | 25% | 38% | 41% | 44% | 24% | 34% | 38% | 37% | 40% |
| Not sure | 29% | 11% | 33% | 44% | 29% | 27% | 16% | 44% | 30% | 31% | 30% | 23% |
| Totals | (1,000) | (383) | (332) | (285) | (485) | (256) | (130) | (129) | (213) | (218) | (360) | (209) |

2. General Election Winners - Republicans

Which of these candidates, if nominated, do you think are capable of winning the GENERAL ELECTION for president? Please select ALL THAT APPLY.

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Jeb Bush | 20% | 23% | 17% | 20% | 21% | 18% | 20% | 21% | 13% | 20% | 19% |
| Ben Carson | 15% | 17% | 14% | 16% | 15% | 14% | 18% | 18% | 12% | 11% | 5% |
| Chris Christie | 14% | 16% | 13% | 13% | 13% | 14% | 18% | 16% | 13% | 9% | 16% |
| Ted Cruz | 33% | 35% | 31% | 29% | 29% | 30% | 47% | 38% | 15% | 26% | 26% |
| Carly Fiorina | 9% | 12% | 7% | 9% | 10% | 8% | 12% | 12% | 5% | 3% | 7% |
| Jim Gilmore | 1% | 2% | 0% | 2% | 3% | 0% | 0% | 1% | 0% | 1% | 7% |
| Mike Huckabee | 6% | 7% | 5% | 6% | 8% | 4% | 6% | 7% | 1% | 5% | 5% |
| John Kasich | 9% | 14% | 6% | 10% | 8% | 8% | 13% | 10% | 13% | 2% | 14% |
| Rand Paul | 8% | 10% | 6% | 13% | 13% | 4% | 2% | 9% | 2% | 4% | 15% |
| Marco Rubio | 28% | 29% | 28% | 20% | 29% | 25% | 42% | 33% | 13% | 23% | 22% |
| Rick Santorum | 3% | 3% | 3% | 4% | 2% | 3% | 6% | 4% | 5% | 1% | 2% |
| Donald Trump | 48% | 50% | 45% | 38% | 44% | 52% | 55% | 55% | 17% | 42% | 41% |
| Not sure | 23% | 17% | 28% | 24% | 27% | 24% | 13% | 20% | 38% | 23% | 28% |
| Totals | (1,000) | (486) | (514) | (203) | (271) | (385) | (141) | (668) | (119) | (135) | (78) |

| | Party ID (3 category) | | | | Family Income (3 category) | | | | Census Region | | | |
|----------------|-----------------------|----------|-------------|------------|----------------------------|-----------|----------------|-------------------|---------------|---------|-------|-------|
| | Total | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Jeb Bush | 20% | 23% | 17% | 19% | 19% | 22% | 28% | 10% | 15% | 22% | 21% | 19% |
| Ben Carson | 15% | 8% | 14% | 26% | 14% | 21% | 15% | 11% | 9% | 12% | 21% | 14% |
| Chris Christie | 14% | 14% | 9% | 22% | 9% | 21% | 33% | 8% | 14% | 16% | 14% | 14% |
| Ted Cruz | 33% | 15% | 28% | 59% | 27% | 37% | 46% | 37% | 28% | 30% | 37% | 33% |
| Carly Fiorina | 9% | 5% | 9% | 16% | 8% | 10% | 16% | 9% | 8% | 9% | 11% | 7% |
| Jim Gilmore | 1% | 3% | 0% | 1% | 1% | 1% | 6% | — | 0% | 1% | 0% | 4% |
| Mike Huckabee | 6% | 1% | 5% | 12% | 6% | 7% | 8% | 2% | 4% | 6% | 8% | 3% |
| John Kasich | 9% | 14% | 5% | 10% | 7% | 12% | 20% | 5% | 8% | 12% | 10% | 7% |
| Rand Paul | 8% | 5% | 11% | 8% | 6% | 11% | 10% | 7% | 7% | 8% | 7% | 9% |
| Marco Rubio | 28% | 14% | 23% | 51% | 22% | 35% | 38% | 27% | 27% | 26% | 31% | 26% |
| Rick Santorum | 3% | 2% | 2% | 6% | 3% | 4% | 5% | — | 3% | 5% | 3% | 3% |
| Donald Trump | 48% | 25% | 46% | 75% | 42% | 59% | 47% | 49% | 49% | 44% | 49% | 47% |
| Not sure | 23% | 32% | 28% | 6% | 28% | 14% | 13% | 29% | 25% | 28% | 17% | 27% |
| Totals | (1,000) | (383) | (332) | (285) | (485) | (256) | (130) | (129) | (213) | (218) | (360) | (209) |

3. Winning

Which comes closest to how you're planning to vote in this year's presidential primary?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------------------------------------------------------------------------------------|--------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
| | | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| I'm planning to vote for my favorite candidate | 46% | 49% | 44% | 38% | 38% | 54% | 52% | 50% | 41% | 34% | 40% |
| I'm planning to vote for a candidate who isn't my favorite, but who has a better shot at winning | 6% | 7% | 5% | 3% | 6% | 7% | 7% | 6% | 9% | 7% | 2% |
| I haven't made up my mind who I'm voting for yet | 21% | 17% | 25% | 26% | 18% | 17% | 29% | 20% | 23% | 19% | 30% |
| I don't plan to vote in a primary | 19% | 22% | 18% | 24% | 24% | 20% | 8% | 17% | 19% | 30% | 25% |
| Not sure | 7% | 6% | 9% | 10% | 13% | 3% | 4% | 7% | 7% | 10% | 2% |
| Totals (Unweighted N) | 100% (1,000) | 100% (486) | 100% (514) | 100% (203) | 100% (271) | 100% (385) | 100% (141) | 100% (668) | 100% (119) | 100% (135) | 100% (78) |

| | Total | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
|--------------------------------------------------------------------------------------------------|-------|-----------------------|-------------|------------|----------------------------|-----------|----------------|-------------------|---------------|---------|-------|------|
| | | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| I'm planning to vote for my favorite candidate | 46% | 50% | 33% | 58% | 40% | 58% | 51% | 43% | 45% | 50% | 47% | 43% |
| I'm planning to vote for a candidate who isn't my favorite, but who has a better shot at winning | 6% | 10% | 3% | 5% | 4% | 8% | 9% | 8% | 8% | 3% | 6% | 7% |
| I haven't made up my mind who I'm voting for yet | 21% | 19% | 22% | 22% | 22% | 18% | 28% | 17% | 18% | 24% | 18% | 26% |
| I don't plan to vote in a primary | 19% | 14% | 35% | 6% | 25% | 14% | 8% | 21% | 24% | 18% | 20% | 17% |
| Not sure | 7% | 7% | 6% | 9% | 9% | 2% | 4% | 10% | 5% | 6% | 9% | 7% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

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| | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | | |
|----------------|------------------------------|----------|-------------|-----------------------------------|-------------|-----------|----------------|----------------------|-----------|---------|-------|-------|
| | Total | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| (Unweighted N) | (1,000) | (383) | (332) | (285) | (485) | (256) | (130) | (129) | (213) | (218) | (360) | (209) |

4. Establishment

Regardless of which you'd personally prefer, which kind of candidate do you think has a better shot of winning the presidential general election?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------------------------------------|------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
| | | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A candidate favored by their party establishment | 34% | 30% | 37% | 37% | 35% | 32% | 31% | 29% | 52% | 38% | 40% |
| A candidate who's more of an outsider | 33% | 39% | 28% | 22% | 26% | 42% | 40% | 40% | 8% | 18% | 35% |
| Not sure | 33% | 31% | 35% | 41% | 39% | 26% | 29% | 31% | 40% | 44% | 25% |
| Totals (Unweighted N) | 100% (998) | 100% (485) | 100% (513) | 100% (203) | 100% (271) | 100% (383) | 100% (141) | 100% (667) | 100% (118) | 100% (135) | 100% (78) |

| | Total | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
|--------------------------------------------------|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
| | | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| A candidate favored by their party establishment | 34% | 54% | 25% | 22% | 32% | 39% | 35% | 29% | 38% | 29% | 29% | 42% |
| A candidate who's more of an outsider | 33% | 16% | 33% | 53% | 27% | 37% | 42% | 41% | 25% | 33% | 36% | 36% |
| Not sure | 33% | 30% | 43% | 25% | 40% | 24% | 24% | 31% | 37% | 38% | 35% | 22% |
| Totals (Unweighted N) | 100% (998) | 100% (382) | 100% (332) | 100% (284) | 100% (484) | 100% (255) | 100% (130) | 100% (129) | 100% (213) | 100% (218) | 100% (358) | 100% (209) |

5. Compromise

Regardless of which you'd personally prefer, which kind of candidate do you think has a better shot of winning the presidential general election?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------------------------------------------------------------------------------|------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
| | | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A candidate who is willing to compromise some of their positions in order to get things done | 51% | 49% | 53% | 41% | 42% | 58% | 63% | 54% | 45% | 51% | 40% |
| A candidate who will stick to their positions even if it means not getting as much done | 29% | 33% | 25% | 31% | 34% | 29% | 19% | 28% | 29% | 27% | 35% |
| Not sure | 20% | 18% | 22% | 28% | 24% | 14% | 18% | 18% | 26% | 23% | 26% |
| Totals (Unweighted N) | 100% (989) | 100% (482) | 100% (507) | 100% (200) | 100% (268) | 100% (381) | 100% (140) | 100% (663) | 100% (117) | 100% (131) | 100% (78) |

| | Total | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
|----------------------------------------------------------------------------------------------|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
| | | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| A candidate who is willing to compromise some of their positions in order to get things done | 51% | 57% | 47% | 49% | 50% | 57% | 51% | 44% | 56% | 48% | 49% | 55% |
| A candidate who will stick to their positions even if it means not getting as much done | 29% | 30% | 23% | 34% | 26% | 33% | 38% | 24% | 18% | 31% | 30% | 32% |
| Not sure | 20% | 13% | 29% | 17% | 24% | 10% | 11% | 32% | 26% | 22% | 21% | 14% |
| Totals (Unweighted N) | 100% (989) | 100% (376) | 100% (330) | 100% (283) | 100% (479) | 100% (253) | 100% (129) | 100% (128) | 100% (209) | 100% (216) | 100% (358) | 100% (206) |

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| Interviewing Dates | January 16 - 19, 2016 |
| Target population | U.S. adults, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey. |
| Weighting | The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.024 to 4.296, with a mean of one and a standard deviation of 0.933. |
| Number of respondents | 1000 |
| Margin of error | ± 4.2% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 20 questions not reported. |