



**Bloomberg Politics Poll
Conducted by Purple Strategies
National Republican Primary Voter Survey Topline
January 2016**

METHODOLOGY

Purple Strategies conducted a national poll of 1,020 Republican primary voters between January 22nd and 26th, 2016. The poll was conducted online, using an opt-in nationally representative panel. Margin of error is +/-3.1 percentage points.

FAVORABILITY

<p><i>The following is a list of people and organizations. For each one, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of them. If you have never heard of the person, please say so.</i></p> <p>Showing Total Favorable / Total Unfavorable</p>	<p>GOP Primary Voters</p>
The Republican Party	80/18
Marco Rubio	62/29
Ben Carson	62/30
Donald Trump	62/37
Ted Cruz	58/34
Mike Huckabee	49/39
Chris Christie	49/41
Jeb Bush	49/46
Carly Fiorina	48/35
The Tea Party movement	47/39
Sarah Palin	43/54
Rand Paul	39/47
John Kasich	32/31
Rick Santorum	30/45
Bernie Sanders	21/71
Barack Obama	11/88
The Democratic Party	10/87
Hillary Clinton	9/90
Jim Gilmore	6/26

PRIMARY ELECTION

<p><i>If the 2016 Republican presidential primary or caucus were held today and the candidates were: Chris Christie, Rand Paul, Jeb Bush, Ted Cruz, Mike Huckabee, Ben Carson, Carly Fiorina, Marco Rubio, Donald Trump, John Kasich, Rick Santorum, and Jim Gilmore for whom would you vote? Who would be your second choice?</i></p>	<p>GOP Primary Voters</p>		
	<p>First Choice</p>	<p>Second Choice</p>	<p>First + Second (Combined)</p>
Trump	34	10	44
Rubio	14	12	26
Cruz	12	15	27
Carson	9	9	17
Bush	7	8	15
Kasich	4	3	7
Paul	3	3	6
Huckabee	3	2	5
Christie	2	10	12
Fiorina	2	4	7
Santorum	1	1	2
Gilmore	0	0	0
Someone else	0	1	--
None of the above	1	3	--
Not sure	9	18	--

<i>When it comes to your support of your first-choice candidate, would you say your mind is made up, or could you be persuaded to support another candidate as your first choice?</i>	GOP Primary Voters
Mind made up	27
Could still be persuaded	71
Don't know	2

<i>In thinking about your choice for President of the United States, what is the most important factor in choosing who to vote for?</i>	GOP Primary Voters
Positions on the issues	51
Is most authentic – what you see is what you get	41
Is the candidate best able to beat the Democrats in November	30
Has business experience	22
Will protect second amendment rights	21
Has elected experience and a proven track record	18
Is an outsider and not a politician	15
Is a committed Christian	13
Is the most conservative	11
Is pro-life on abortion	11
Is a strong, committed Republican	11
Other	6
Don't know	1

<i>Here's a list of the candidates who are not your first or second choice. For each, please indicate if you think you could ever support the person for president or could never support the person for president.</i>	GOP Primary Voters			
	Ever	Never	Not Sure	1st or 2nd Choice
Rand Paul	28	35	31	6
Jim Gilmore	6	34	59	0
Rick Santorum	28	32	38	2
Mike Huckabee	38	30	27	5
Jeb Bush	37	29	19	15
John Kasich	23	27	43	7
Carly Fiorina	36	27	31	7
Chris Christie	35	27	26	12
Donald Trump	17	27	12	44
Ben Carson	39	23	20	17
Ted Cruz	31	20	21	27
Marco Rubio	34	17	23	26

<i>Why do you plan to vote for Donald Trump for President?</i>	Trump Voters
He tells the truths that other people won't say	66
He is the most authentic – he says what he means	53
His strong business record	37
He is a strong leader	35
His positions on the issues	31
He has the same view of the world that I do	18
He is the candidate best able to beat the Democrats in November	11
He makes me feel good about the things I believe in	9
He makes me excited about politics	7
He is the most conservative	3
He was endorsed by Sarah Palin	3
Other	2
Don't know	0

<i>Why do you not plan to vote for Donald Trump for President?</i>	Non-Trump Voters
He has the wrong temperament to be a world leader	51
He insults women, minorities and other groups	31
He is an embarrassment to the Republican party	24
He misleads people about his beliefs and his record on the issues	20
His positions on the issues	16
He cannot beat the Democrats in November	12
He is not a committed Christian	9
He is not conservative enough	8
He is dishonest	8
He was endorsed by Sarah Palin	8
Other	16
Don't know	9

<i>When it comes to your opposition to Donald Trump, would you say your mind is made up, or could you be persuaded to support Donald Trump?</i>	Non-Trump Voters
My mind is made up	42
I could still be persuaded	52
Don't know	7

<i>As you may know, former Vice Presidential candidate Sarah Palin endorsed Donald Trump for president. Does that make you:</i>	GOP Primary Voters
More likely to support Trump	16
Less likely to support Trump	21
Has no impact one way or the other	62
Don't know	1

<i>If Donald Trump were the Republican nominee for President, would you vote for him, vote for the Democrat, vote for a write-in candidate, or would you skip the election?</i>	Non-Trump Voters
I would vote for Trump for President	50
I would vote for the Democrat	13
I would write in another candidate	13
I would skip the election	5
Something else	5
Don't know	14

<i>If Donald Trump ran for President as an independent candidate and not as a Republican, would you vote for him, vote for the Republican, vote for the Democrat, vote for a write-in candidate, or would you skip the election?</i>	Trump Voters
I would vote for Trump for President as an independent	63
I would vote for the Republican	22
I would vote for the Democrat	1
I would write in another candidate	0
I would skip the election	1
Something else	2
Don't know	11

<i>If the Republican nominee is NOT Trump, and Donald Trump does NOT run as an independent candidate, would you vote for the Republican, vote for the Democrat, write in another candidate, or would you skip the election?</i>	Trump Voters
I would vote for the Republican	75
I would vote for the Democrat	2
I would write in another candidate	3
I would skip the election	5
Something else	2
Don't know	13

<p><i>Here are some positions that different GOP candidates have taken on the issues. For each one, please indicate if you strongly support, somewhat support, somewhat oppose, or strongly oppose that position.</i></p>	GOP Primary Voters						
	Strong Support	Smwt Support	Smwt Oppose	Strong Oppose	Doesn't matter/DK	TOTAL SPPT	TOTAL OPP
Repeal Obamacare and replace it with health care savings accounts	59	23	6	6	6	82	12
End Common Core and allow states to have more control over their K-12 education standards	52	29	7	4	8	81	11
Crack down on hedge fund managers by removing tax loopholes and forcing them to pay more taxes on their earnings	39	36	8	4	13	75	12
Use the military to take back oil fields from ISIS and cut off a major funding source	38	35	11	6	10	73	17
Ban late-term abortions with exceptions for rape, incest or the health of the mother	51	22	9	10	8	72	19
Build a wall on the US-Mexican border to curb illegal immigration	42	30	11	11	6	72	23
Leave the legalization of marijuana up to the states and not the federal government	38	30	11	13	9	67	24
Deport every undocumented Mexican immigrant back to Mexico	36	29	18	12	5	65	30
Stop any new free trade pacts to keep jobs in the U.S.	27	36	18	7	12	63	25
Temporarily ban all Muslims who are citizens of foreign countries from entering the United States	33	28	17	14	7	61	32
Remove federal funding for Planned Parenthood	40	19	15	16	10	59	31
Let Syria and Russia fight ISIS in Syria, instead of the US military	14	32	27	15	12	47	41
Cut or eliminate the federal Department of Education	19	23	21	23	13	43	44
Cut or eliminate the Environmental Protection Agency	19	24	24	20	13	42	45
Reduce military funding and do more with less	4	10	22	58	6	14	80

<i>Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements? Showing Total Agree/Total Disagree</i>	GOP Primary Voters						TOTAL AGREE	TOTAL DISAGREE
	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	Don't know			
Too many people worry about being politically correct instead of simply speaking their minds	66	28	4	1	1	94	5	
America is not what it used to be	60	32	5	2	1	92	7	
I am angry our politicians have let America decline	61	29	6	2	3	90	7	
Special interests have taken over our political system	58	31	5	1	4	90	6	
The media can't be trusted to report a story fairly	57	31	7	3	2	88	10	
Our nation is in moral decline	56	32	8	2	2	88	10	
America is not the world leader it once was	51	35	10	3	1	86	13	
People like me can still get ahead	26	44	18	7	5	70	25	
The Republican Party establishment has lost touch with regular voters	26	42	19	6	7	68	25	
I will be better off in 4 years than I am today	16	32	14	8	30	47	22	
The American Dream is alive and well	11	33	34	19	3	44	53	
I am better off today than I was 4 years ago	13	26	28	28	5	39	56	

<i>Donald Trump recently said at a rally "I could stand in the middle of Fifth Avenue and shoot somebody, okay, and I wouldn't lose any voters." How about your vote- if Donald Trump shot someone, would you still support him or would you vote for someone else?</i>	Trump Voters
I would still support Trump	40
I would vote for someone else	31
I'm not sure	30