Ipsos Poll Conducted for Reuters

2016 Candidates 02.02.2015

These are findings from an Ipsos poll conducted for Thomson Reuters from January 30 – February 2, 2015. For the survey, a sample of 1,609 Americans ages 18+ were interviewed online, including 653 Democrats, 563 Republicans, and 227 Independents. The precision of the Reuters/Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.8 percentage points for all, 4.4 percentage points for Democrats, 4.7 percentage points for Republicans, and 7.4 percentage points for Independents. For more information about credibility intervals, please see the appendix.

The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding.

2016 CANDIDATES

Q1. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

	Very Familiar	Somewhat Familiar	Not very Familiar	Have heard of them, but that's it	Have not heard about them	*Total aware*	*Total familiar*
Governor Chris Christie, governor of NJ	**27%**	**31%**	**15%**	**10%**	**17%**	***83%***	***58%***
Democrats	30%	30%	19%	10%	10%	*90%*	*61%*
Republicans	31%	42%	11%	7%	9%	*91%*	*73%*
Independents	23%	27%	15%	12%	23%	*77%*	*50%*
Governor Jeb Bush, former governor of FL	**23%**	**32%**	**18%**	**12%**	**15%**	***85%***	***54%***
Democrats	24%	32%	21%	12%	11%	*89%*	*56%*
Republicans	26%	43%	16%	8%	6%	*94%*	*70%*
Independents	26%	25%	19%	12%	18%	*82%*	*50%*
Senator Marco Rubio, senator from FL	**13%**	**22%**	**21%**	**14%**	**30%**	***70%***	***35%***
Democrats	15%	23%	23%	15%	24%	*76%*	*38%*
Republicans	19%	30%	20%	12%	19%	*81%*	*49%*
Independents	8%	15%	25%	16%	37%	*63%*	*23%*
Vice President Joe Biden	**40%**	**33%**	**12%**	**7%**	**8%**	***92%***	***73%***
Democrats	49%	31%	9%	5%	6%	*94%*	*80%*
Republicans	42%	41%	11%	4%	1%	*99%*	*83%*
Independents	39%	33%	13%	9%	6%	*94%*	*72%*
Former Secretary of State Hillary Clinton	**50%**	**29%**	**9%**	**5%**	**7%**	***93%***	***79%***
Democrats	58%	24%	9%	4%	4%	*96%*	*82%*
Republicans	54%	36%	8%	2%	1%	*99%*	*90%*
Independents	48%	31%	8%	7%	6%	*94%*	*79%*
Governor Andrew Cuomo, governor of NY	**16%**	**26%**	**22%**	**14%**	**22%**	***78%***	***42%***
Democrats	20%	26%	23%	15%	16%	*84%*	*46%*
Republicans	17%	33%	23%	12%	14%	*86%*	*51%*
Independents	14%	23%	23%	14%	27%	*73%*	*37%*
Governor Martin O'Malley, governor of MD	**6%**	**9%**	**20%**	**14%**	**50%**	***50%***	***16%***
Democrats	10%	11%	21%	15%	43%	*57%*	*21%*
Republicans	5%	9%	24%	16%	47%	*53%*	*14%*
Independents	4%	9%	22%	10%	55%	*45%*	*13%*
Senator Rand Paul, senator from Kentucky	**16%**	**27%**	**20%**	**13%**	**24%**	***76%***	***44%***
Democrats	20%	26%	21%	15%	18%	*82%*	*45%*
Republicans	21%	38%	19%	10%	13%	*87%*	*59%*
Independents	13%	21%	22%	15%	30%	*70%*	*34%*

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Q1. How familiar are you with the following public figures, taking into account all the ways you may have heard about them? (*continued*)

	Very Familiar	Somewhat Familiar	Not very Familiar	Have heard of them, but that's it	Have not heard about them	*Total aware*	*Total familiar*
Senator Ted Cruz, senator from Texas	**17%**	**25%**	**17%**	**14%**	**27%**	***73%***	***42%***
Democrats	17%	26%	20%	16%	21%	*79%*	*44%*
Republicans	23%	30%	18%	12%	17%	*83%*	*54%*
Independents	18%	20%	12%	14%	35%	*65%*	*38%*
Senator Elizabeth Warren, senator from MA	**12%**	**18%**	**23%**	**14%**	**33%**	***67%***	***30%***
Democrats	19%	19%	22%	13%	26%	*74%*	*38%*
Republicans	9%	25%	27%	13%	26%	*74%*	*34%*
Independents	9%	13%	23%	17%	38%	*62%*	*21%*
Governor Mitt Romney (former Republican Presidential Candidate)	**39%**	**34%**	**12%**	**8%**	**7%**	***93%***	***73%***
Democrats	38%	38%	13%	7%	4%	*96%*	*76%*
Republicans	54%	33%	8%	3%	2%	*98%*	*88%*
Independents	35%	38%	11%	9%	6%	*94%*	*74%*
Senator Kirsten Gillibrand, senator from New York	**6%**	**12%**	**21%**	**14%**	**47%**	***53%***	***18%***
Democrats	9%	16%	21%	13%	40%	*60%*	*26%*
Republicans	6%	9%	24%	15%	46%	*54%*	*15%*
Independents	3%	13%	22%	12%	50%	*50%*	*16%*
Governor Scott Walker, governor of Wisconsin	**12%**	**17%**	**19%**	**11%**	**42%**	***58%***	***28%***
Democrats	12%	20%	20%	11%	37%	*63%*	*32%*
Republicans	15%	21%	21%	9%	33%	*67%*	*37%*
Independents	11%	9%	20%	14%	47%	*53%*	*20%*
Senator Rick Santorum, former senator from Pennsylvania	**14%**	**23%**	**20%**	**15%**	**27%**	***73%***	***37%***
Democrats	18%	21%	23%	16%	22%	*78%*	*39%*
Republicans	16%	34%	20%	13%	17%	*83%*	*50%*
Independents	8%	23%	18%	16%	34%	*66%*	*31%*
Senator Bernie Sanders, senator from Vermont	**8%**	**10%**	**20%**	**15%**	**47%**	***53%***	***18%***
Democrats	13%	13%	18%	15%	40%	*60%*	*26%*
Republicans	6%	11%	23%	15%	44%	*56%*	*17%*
Independents	8%	6%	25%	13%	49%	*51%*	*13%*
Governor Mike Huckabee, former governor of Arkansas	**21%**	**25%**	**21%**	**15%**	**18%**	***82%***	***46%***
Democrats	20%	27%	24%	16%	13%	*87%*	*47%*
Republicans	35%	27%	20%	10%	8%	*92%*	*62%*
Independents	14%	24%	22%	17%	22%	*78%*	*39%*
Carly Fiorina, former Senate candidate and business executive	**7%**	**11%**	**20%**	**11%**	**52%**	***48%***	***17%***
Democrats	9%	12%	21%	12%	46%	*54%*	*21%*
Republicans	5%	13%	22%	11%	49%	*51%*	*18%*
Independents	9%	7%	20%	8%	56%	*44%*	*16%*

Q2. Would you say you are generally favorable or unfavorable towards these public figures? (*Asked of those aware of each person)*

	Very Favorable	Somewhat favorable	Lean towards favorable	Lean towards unfavorable	Somewhat unfavorable	Very Unfavorable	*Total Favorable*	*Total Unfavorable*
Governor Chris Christie, governor of NJ	**9%**	**16%**	**25%**	**25%**	**11%**	**14%**	***50%***	***50%***
Democrats	10%	12%	25%	24%	13%	17%	*46%*	*54%*
Republicans	12%	25%	26%	20%	11%	6%	*62%*	*38%*
Independents	5%	13%	27%	35%	5%	15%	*44%*	*56%*
Governor Jeb Bush, former governor of FL	**9%**	**16%**	**26%**	**22%**	**9%**	**17%**	***52%***	***48%***
Democrats	5%	9%	23%	25%	15%	22%	*37%*	*63%*
Republicans	17%	29%	30%	16%	3%	5%	*76%*	*24%*
Independents	6%	13%	30%	20%	9%	21%	*49%*	*51%*
Senator Marco Rubio, senator from FL	**10%**	**16%**	**26%**	**26%**	**10%**	**11%**	***52%***	***48%***
Democrats	5%	12%	21%	32%	14%	17%	*37%*	*63%*
Republicans	19%	23%	32%	18%	5%	2%	*74%*	*26%*
Independents	7%	17%	27%	26%	7%	16%	*51%*	*49%*
Vice President Joe Biden	**13%**	**19%**	**22%**	**17%**	**9%**	**20%**	***54%***	***46%***
Democrats	24%	31%	27%	11%	3%	4%	*82%*	*18%*
Republicans	4%	8%	10%	19%	17%	42%	*22%*	*78%*
Independents	6%	16%	29%	23%	7%	18%	*51%*	*49%*
Former Secretary of State Hillary Clinton	**23%**	**18%**	**19%**	**13%**	**7%**	**21%**	***59%***	***41%***
Democrats	38%	29%	19%	7%	3%	4%	*87%*	*13%*
Republicans	9%	7%	12%	15%	13%	45%	*28%*	*72%*
Independents	15%	15%	24%	19%	7%	21%	*53%*	*47%*
Governor Andrew Cuomo, governor of NY	**9%**	**14%**	**29%**	**27%**	**9%**	**13%**	***51%***	***49%***
Democrats	12%	17%	35%	25%	6%	4%	*65%*	*35%*
Republicans	6%	11%	24%	25%	11%	23%	*41%*	*59%*
Independents	6%	13%	22%	34%	9%	15%	*41%*	*59%*
Governor Martin O'Malley, governor of MD	**6%**	**13%**	**28%**	**36%**	**10%**	**8%**	***47%***	***53%***
Democrats	8%	17%	30%	35%	6%	4%	*55%*	*45%*
Republicans	4%	8%	28%	32%	16%	11%	*40%*	*60%*
Independents	3%	15%	18%	47%	9%	8%	*36%*	*64%*
Senator Rand Paul, senator from Kentucky	**8%**	**19%**	**26%**	**25%**	**9%**	**13%**	***53%***	***47%***
Democrats	5%	12%	19%	27%	15%	21%	*37%*	*63%*
Republicans	13%	28%	32%	21%	2%	3%	*73%*	*27%*
Independents	9%	20%	29%	26%	5%	11%	*57%*	*43%*
Senator Ted Cruz, senator from Texas	**12%**	**16%**	**23%**	**24%**	**8%**	**17%**	***51%***	***49%***
Democrats	7%	8%	18%	25%	12%	29%	*34%*	*66%*
Republicans	19%	25%	29%	19%	4%	3%	*74%*	*26%*
Independents	12%	19%	22%	28%	6%	12%	*54%*	*46%*

Q2. Would you say you are generally favorable or unfavorable towards these public figures? (*Asked of those aware of each person) (continued)*

	Very Favorable	Somewhat favorable	Lean towards favorable	Lean towards unfavorable	Somewhat unfavorable	Very Unfavorable	*Total Favorable*	*Total Unfavorable*
Senator Elizabeth Warren, senator from MA	**12%**	**13%**	**28%**	**29%**	**7%**	**12%**	***53%***	***47%***
Democrats	21%	18%	30%	23%	5%	4%	*69%*	*31%*
Republicans	4%	8%	28%	29%	10%	21%	*40%*	*60%*
Independents	5%	11%	23%	45%	5%	10%	*40%*	*60%*
Governor Mitt Romney (former Republican Presidential Candidate)	**14%**	**19%**	**21%**	**19%**	**9%**	**18%**	***54%***	***46%***
Democrats	6%	14%	16%	21%	14%	28%	*37%*	*63%*
Republicans	28%	32%	25%	10%	2%	2%	*85%*	*15%*
Independents	12%	12%	25%	23%	8%	20%	*49%*	*51%*
Senator Kirsten Gillibrand, senator from New York	**10%**	**14%**	**28%**	**31%**	**9%**	**9%**	***52%***	***48%***
Democrats	14%	19%	33%	23%	6%	4%	*67%*	*33%*
Republicans	5%	8%	23%	38%	13%	12%	*37%*	*63%*
Independents	7%	12%	24%	34%	7%	16%	*43%*	*57%*
Governor Scott Walker, governor of Wisconsin	**14%**	**13%**	**25%**	**26%**	**8%**	**14%**	***52%***	***48%***
Democrats	6%	10%	23%	26%	13%	23%	*39%*	*61%*
Republicans	28%	20%	29%	18%	4%	2%	*76%*	*24%*
Independents	8%	11%	21%	45%	3%	13%	*39%*	*61%*
Senator Rick Santorum, former senator from Pennsylvania	**7%**	**16%**	**25%**	**28%**	**9%**	**15%**	***48%***	***52%***
Democrats	4%	13%	21%	27%	13%	22%	*39%*	*61%*
Republicans	11%	23%	33%	24%	6%	3%	*68%*	*32%*
Independents	4%	11%	19%	35%	8%	22%	*35%*	*65%*
Senator Bernie Sanders, senator from Vermont	**10%**	**13%**	**25%**	**30%**	**11%**	**10%**	***48%***	***52%***
Democrats	15%	18%	28%	26%	8%	5%	*61%*	*39%*
Republicans	6%	6%	25%	33%	15%	15%	*37%*	*63%*
Independents	6%	17%	20%	28%	14%	16%	*42%*	*58%*
Governor Mike Huckabee, former governor of Arkansas	**14%**	**14%**	**24%**	**25%**	**9%**	**14%**	***52%***	***48%***
Democrats	7%	10%	21%	27%	12%	22%	*39%*	*61%*
Republicans	25%	22%	29%	16%	5%	2%	*77%*	*23%*
Independents	8%	10%	22%	41%	5%	14%	*40%*	*60%*
Carly Fiorina, former Senate candidate and business executive	**8%**	**13%**	**28%**	**32%**	**10%**	**9%**	***49%***	***51%***
Democrats	8%	14%	26%	28%	13%	10%	*48%*	*52%*
Republicans	6%	15%	32%	35%	9%	3%	*53%*	*47%*
Independents	12%	10%	24%	34%	5%	15%	*46%*	*54%*

Q3. Please think ahead now to the next Presidential in four years time, in 2016. If the 2016 Republican presidential primaries were being held today, for whom of the following would you vote? (*Asked of those who self-identified as Republican or Independent, n=933)*

	All Republicans /Independents	Republicans	Independents
Governor Jeb Bush, former governor of Florida	16%	24%	12%
Governor Mike Huckabee, former governor of Arkansas	10%	17%	4%
Governor Chris Christie, governor of New Jersey	8%	10%	7%
Governor Scott Walker, governor of Wisconsin	8%	12%	4%
Senator Ted Cruz, senator from Texas	8%	11%	8%
Senator Rand Paul, senator from Kentucky	7%	7%	10%
Senator Marco Rubio, senator from Florida	4%	3%	6%
Senator Rick Santorum, former senator from Pennsylvania	3%	5%	3%
Carly Fiorina, former Senate candidate and business executive	1%	1%	1%
Wouldn't vote	34%	8%	45%

Q4. If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

	All	Democrats	Republicans	Independents
Former of Secretary of State Hillary Clinton (Democrat)	41%	79%	8%	28%
Governor Chris Christie (Republican)	25%	6%	64%	16%
Neither/Other	13%	4%	20%	26%
Wouldn't vote	11%	4%	4%	15%
Don't know/Refused	11%	6%	4%	15%
Former of Secretary of State Hillary Clinton (Democrat)	42%	79%	8%	31%
Governor Jeb Bush (Republican)	27%	3%	71%	24%
Neither/Other	10%	5%	15%	20%
Wouldn't vote	11%	5%	4%	14%
Don't know/Refused	10%	7%	2%	11%
Former of Secretary of State Hillary Clinton (Democrat)	41%	77%	9%	30%
Senator Rand Paul, senator from Kentucky (Republican)	27%	6%	68%	24%
Neither/Other	9%	5%	13%	15%
Wouldn't vote	11%	4%	5%	21%
Don't know/Refused	11%	7%	5%	10%
Governor Andrew Cuomo (Democrats)	25%	53%	4%	12%
Governor Chris Christie (Republican)	27%	11%	61%	20%
Neither/Other	19%	14%	23%	37%
Wouldn't vote	13%	6%	6%	19%
Don't know/Refused	16%	17%	6%	13%
Governor Andrew Cuomo (Democrats)	27%	57%	2%	13%
Governor Jeb Bush (Republican)	28%	8%	70%	20%
Neither/Other	16%	13%	17%	29%
Wouldn't vote	13%	7%	6%	16%
Don't know/Refused	16%	14%	5%	22%

Q4. If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? (*continued*)

	All	Democrats	Republicans	Independents
Governor Andrew Cuomo (Democrats)	28%	57%	5%	15%
Senator Rand Paul, senator from Kentucky (Republican)	27%	8%	66%	20%
Neither/Other	16%	15%	14%	32%
Wouldn't vote	12%	6%	5%	17%
Don’t know/Refused	16%	14%	9%	17%
Vice President Joe Biden (Democrat)	32%	62%	6%	24%
Governor Chris Christie (Republican)	27%	10%	65%	18%
Neither/Other	15%	10%	19%	24%
Wouldn't vote	12%	6%	5%	18%
Vice President Joe Biden (Democrat)	31%	65%	3%	19%
Governor Jeb Bush (Republican)	29%	6%	73%	21%
Neither/Other	14%	10%	16%	28%
Wouldn't vote	12%	7%	5%	15%
Don’t know/Refused	14%	12%	3%	17%
Vice President Joe Biden (Democrat)	32%	64%	6%	22%
Senator Rand Paul, senator from Kentucky (Republican)	28%	8%	68%	21%
Neither/Other	14%	11%	15%	23%
Wouldn't vote	12%	5%	5%	18%
Don’t know/Refused	14%	12%	7%	17%

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/y). Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that *a*=1 and *b*=1 and y=*n/2*. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

[1] *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*

[2] *Kish, L. (1992). Weighting for unequal Pi . Journal of Official, Statistics, 8, 2, 183200.*