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Anzalone Liszt Grove Research National Polling Summary

Friends,

Below you will find the Anzalone Liszt Grove Research National Polling Summary, which provides a pollster's take on data and trends that affect political campaigns.

This week we take a look at voter opinion on potential 2016 presidential candidates.

Following our analysis are additional news items and data we thought you'd enjoy.

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With the launch of Ted Cruz's campaign last week, the start of the 2016 Presidential Election Season is officially here. Cruz is the first on either side of the aisle to announce, and his speech at Liberty University hit all the conservative tenets – from guns to taxes to border security, though a national [poll](#) conducted a few days before the announcement shows him with just 4% of the vote for the Republican nomination.

Although the Republican primary looks like it will be crowded and wide open, the Democratic nomination is currently shaping up to be just the opposite. While the Clinton camp is making it clear that they will take nothing for granted if she runs this cycle, public polling shows Hillary Clinton in a strong position and enjoying better ratings with both primary and general election voters than she did at this point in the 2008 election cycle.

Clinton is the best known and most liked

After more than twenty years in the national spotlight, Hillary Clinton has near universal name recognition – most public polls show more than 90% of the public can identify her. However, she's not only the best known contender, she's also the most liked on either side of the aisle. Clinton's favorability was asked in three different nationwide telephone surveys in March, and in each, Americans viewed her more favorably than unfavorably, by a margin of 8-11 points. The CNN/ORC [poll](#) finds that 97% of adults can identify her, and 53% view her favorably (compared to 44% who see her unfavorably).

Conservative news sources have been touting a recent CBS News [poll](#) that found her with a net-negative favorability (26% favorable / 37% not favorable / 36% no opinion), but a poll that states more than a third of people have no opinion on her is a clear outlier. Unlike other polls, the CBS poll presented respondents with both an “undecided” and “haven’t heard enough” option, thus driving up the total “no opinion” percentage.

On the other hand, several public polls show her possible Republican opponents faring worse. While Jeb Bush is also fairly well known (78% name ID), less than a third of Americans view him favorably (31% favorable / 47% unfavorable, net -16) in the CNN/ORC [poll](#). Rand Paul, Scott Walker, and Marco Rubio receive more [mixed](#) views (net rating +1 for Paul, +0 for Walker, and -1 for Rubio) but are also less well known (61% name ID for Paul, 51% for Rubio and 42% for Walker). And a Gallup poll [finds](#) Ted Cruz has neither high name recognition (50%) nor a net favorable rating (net rating -6).

	Favorable %	Unfavorable %	Net	Name ID %
Hillary Clinton	53	44	+9	97
Ben Carson	22	14	+8	36
Elizabeth Warren	22	19	+3	41
Rand Paul	31	30	+1	61
Scott Walker	21	21	+0	42
Marco Rubio	25	26	-1	51
Jim Webb	11	13	-2	24
Joe Biden	43	46	-3	89
Ted Cruz	22	28	-6	50
Jeb Bush	31	47	-16	78
Chris Christie	25	44	-19	69

CNN/ORC and Gallup polling

Chris Christie is also [underwater](#) with the public – more people view him unfavorably than favorably (25% favorable / 44% unfavorable, net -19), as are the [Ricks](#): Rick Perry (net rating of -7) and Rick Santorum (-7). The only Republican contender to receive a similar net rating to Clinton is Ben [Carson](#) (22% favorable / 14% unfavorable, net +8), and only slightly more than a third (36%) of the public can identify him.

While other Democratic politicians aren’t seen as negatively as many of the Republicans are, they also don’t enjoy the [popularity](#) that Clinton does. Joe Biden, while well known (89% name ID) has a negative net favorability rating, with 43% viewing him favorably and 46% viewing him unfavorably. The rest of the potential contenders have neither the name ID nor popularity, whether it is Elizabeth Warren (41% name ID, net +3 rating), Bernie Sanders (24% name ID, net +0 rating), or Jim Webb (24% name ID, net -2 rating).

Clinton is seen as a candidate of the future, while Bush is seen as one of the past

What's more, despite her near universal name recognition, Clinton is viewed as a candidate of the future. A majority (50%) of adults in a CNN/ORC [poll](#) said Hillary Clinton "represents the future," compared to a majority who viewed Chris Christie (50%), Jeb Bush (64%) and Joe Biden (64%) as candidates who "represent the past."

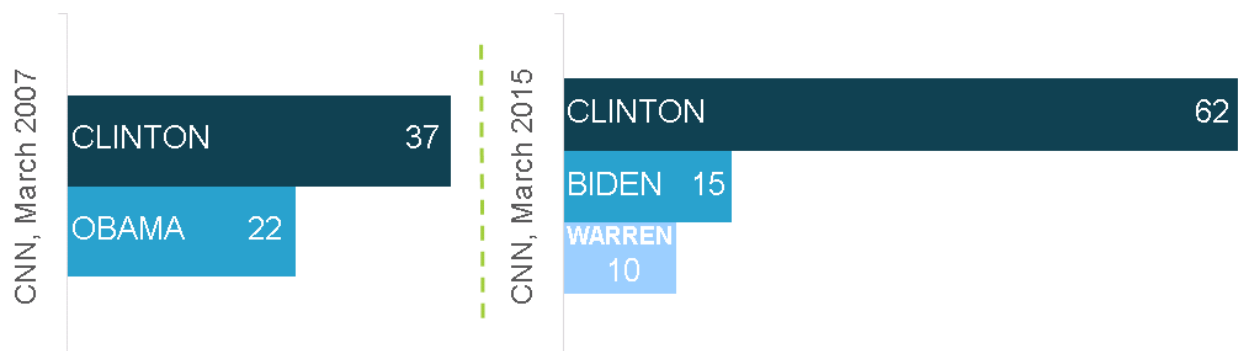
She enjoys a high level of popularity from her base and from women

Contrary to reports of Clinton fatigue, Democrats are excited about the prospect of another Clinton presidency. She enjoys a higher net [favorability](#) (+66) among Democrats now than she did at this point in the 2008 election cycle (+58). And when [asked](#) if Clinton was someone they would be proud to have as president, 89% of Democrats and 83% of liberals agreed they would be proud to have her as president.

Clinton also enjoys a high level of support from women, even above and beyond the traditional gender gap for Democratic politicians (while not sacrificing support among men). Clinton has a net [favorability](#) of +24 among women (56% favorable / 32% unfavorable), compared to an almost even 44% favorable / 45% unfavorable among men. In comparison, President Obama has a net [favorability](#) of +11 among women and +1 among men.

Unlike this time in 2007, she is well ahead in primary polling

While the Republican field has a dozen contenders all polling within a few points of each other, the Democratic field currently has a clear frontrunner. In the latest [poll](#) from CNN/ORC, Clinton (62%) leads her two nearest hypothetical competitors, Joe Biden (15%) and Elizabeth Warren (10%), by 47 and 52 points, respectively. Viewed another [way](#), 81% of Democrats said they would consider voting for Clinton in the primary, while only one in ten said they would not. The best known Republican candidate, Jeb Bush, on the other hand, had only 51% say they would consider voting for him, and more than a quarter (27%) say they would not.



What's more, her support among Democratic primary voters is much stronger now than it was at this time in 2007. Nationwide polls conducted in March 2007 by [Time](#), [NBC/Wall Street Journal](#), [Gallup](#), and [CNN](#), show Clinton's lead over Obama between 7 and 15 points (Clinton 37% /

Obama 22% in her widest lead). Her performance in early primary states was even closer. In March 2007, Clinton was trailing Edwards and only narrowly ahead of Obama in [Iowa](#) (Edwards 30% / Clinton 24% / Obama 22%). In [New Hampshire](#), she led by single digits (Clinton 27% / Edwards 21% / Obama 20%). In contrast, the most recent polling shows her not only leading by over 40 points among Democratic primary voters nationally, but also in [Iowa](#) (42-point lead) and in [New Hampshire](#) (41-point lead).

Looking ahead, she is leading in general election matchups as well

In the general election, Clinton has a sizable lead against a host of possible Republican candidates. She has a 14-point [lead](#) against the only declared candidate, Ted Cruz (53% Clinton / 39% Cruz) as well as double-digit [leads](#) against Jeb Bush (+15), Scott Walker (+15) and Rand Paul (+11). In contrast, in March 2007, Clinton was [losing](#) to McCain by 6 points (42% Clinton / 48% McCain).

	Clinton	Opponent	Margin
Jeb Bush	55	40	+15
Scott Walker	55	40	+15
Ted Cruz	53	39	+14
Marco Rubio	55	42	+13
Rand Paul	54	43	+11

CNN/ORC and Marist polling

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