

## February 17, 2015

# Anzalone Liszt Grove Research National Polling Summary

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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 the early primary states to see how the 2016 Democratic and Republican fields are shaping up.

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

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Despite the 2016 election being more than 600 days away, it's been a busy few weeks in presidential politics. On the Republican side, Mitt Romney flirted with the idea of another run before deciding the third time was not the charm, Jeb Bush released thousands of emails (and a lot of Social Security numbers) from his time as governor, and Scott Walker opened an Iowa office. Meanwhile, Democrats announced that their 2016 convention will be in Philadelphia.

Since polling is starting to trickle in, we took a look at the numbers in the early primary states to see how the fields are coming together.

### **Republican Field**

#### **Iowa**

*Current person to beat: Scott Walker*

The governor of neighboring Wisconsin is having a good February. After coming in fifth in a January Loras College [poll](#) behind Mitt Romney, Mike Huckabee, Ben Carson and Jeb Bush, Walker surged to first place in two consecutive polls after Romney's departure and a well-received speech at the Iowa Freedom Summit. A late January [poll](#) from the Des Moines Register finds Walker at 16%, narrowly edging out Rand Paul (15%), Huckabee (13%) and Bush (10%) in a very tight race. A more recent [poll](#) from TargetPoint Consulting, however, sees

Walker with a larger lead. In that poll he has more than a fifth of the electorate (21%) and is leading all candidates by double digits, with his nearest competitor, Bush, at 10%.

Walker also [enjoys](#) a 5:1 favorability ratio (60% favorable / 12% unfavorable) and is seen by a majority of likely Republican caucus-goers as having the right ideology (7% too conservative / 3% too moderate / 57% about right). He also has a lower name recognition (72%) compared to Huckabee (94%) and Paul (89%), thus giving him more room to grow once caucus-goers get to know him.

*Other top candidates: Mike Huckabee, Rand Paul*

Walker's current lead is miniscule and well within Iowa polling's historical margin of error. Both Huckabee (66% favorable) and Paul (64% favorable) are extremely [popular](#) and have natural bases of support. Huckabee leads among those who attend [church](#) weekly, while Paul dominates among [millennials](#) (31% Paul vs. 5% Walker).

*Middle-tier candidates: Jeb Bush, Ben Carson*

Bush appears to have benefited from Romney's departure, placing second in [two polls](#) since his exit. However, his profile doesn't fit Iowa caucus-goers' non-conformist nature (51% prefer an "anti-establishment" candidate vs. 43% who say they want a "mainstream" one), and 37% think he's too moderate (7% too conservative / 40% about right). He also only enjoys middling [popularity](#). His favorability rating is a bare net positive (46% favorable / 43% unfavorable) and a majority of Republican caucus-goers believe that the strength of his potential candidacy is based more on his "family connections" (50%) than his "unique qualities and achievements" (19%) or "policies and vision for the country" (19%).

Carson on the other hand, enjoys a [favorability](#) rating of more than 4:1 (50% favorable / 12% unfavorable) but has struggled to break into the top two vote-getters – placing [third](#), [fourth](#) and [fifth](#) in recent polls.

*Not looking good for: Chris Christie*

Christie has failed to garner over 6% of the vote in [three consecutive polls](#). He is also [underwater](#) with likely Republican caucus-goers, with 54% feeling unfavorably towards him and only 36% feeling favorably.

## **New Hampshire**

*Current person to beat: Jeb Bush*

New Hampshire is much more friendly territory for Bush than Iowa is. He is currently leading the pack in [three recent polls](#) (each time getting 15-17% of the vote), though Walker and Paul are not far behind. He also has much stronger favorability ratings in New Hampshire, though the

degree to which is up for debate (one [poll](#) has his net favorability at +14, while [another](#) has it at +35).

There are a few trouble spots for Bush, though. Once again, a majority of likely primary voters think that his potential candidacy is [based](#) on “family connections to politics” (59%) rather than his “unique qualities and achievements” (31%). And more than four in ten voters (41%) say that his stance on “allowing undocumented immigrants to stay in the country” is a “deal killer” for them.

*Other top candidates: Scott Walker, Rand Paul*

Walker and Paul are consistently in the top three vote-getters in New Hampshire. [Two polls](#) even place Walker in the lead, though they used automated dialing, which is a less reliable polling method. He is popular with voters who recognize him (39% favorable / 9% unfavorable), and given that 46% of voters can't [identify](#) him, he has a lot of room to grow. He also enjoys a base of support from self-identified [strong](#) Republicans.

Paul enjoys the highest [popularity](#) ratings of any of the GOP contenders in New Hampshire, with 61% of likely GOP primary voters viewing him favorably. Paul also enjoys a base of support from self-identified [Independents](#) who are likely to vote in the Republican primary. However, no poll has found him in the lead, and his highest vote share has been at 13%, so it remains to be seen if he can translate his popularity into votes.

*Middle-tier candidates: Chris Christie, Mike Huckabee*

Christie and Huckabee consistently round out [the top five](#) in New Hampshire, though exactly how popular they are in the state is unclear. Bloomberg's latest poll shows Christie's net favorability at +30 (59% favorable / 29% unfavorable) and Huckabee's at +26 (55% favorable / 29% unfavorable), while UNH's latest poll has Huckabee at + 14 and Christie at just +5.

*Behind the pack: Ben Carson*

Carson has not yet managed to break into [the top four](#) vote-getters in New Hampshire. Much of that is probably due to his low name identification – just 46% of likely primary voters can identify him. Of course with resources and a good showing in Iowa, that can change rapidly.

## **Democratic Field**

Unlike the hotly-contested Republican field, Hillary Clinton is currently dominating the Democratic field in both Iowa and New Hampshire. In Iowa, a Des Moines Register [poll](#) has her beating her nearest hypothetical competitor, Elizabeth Warren, by 40 points (56% Clinton / 16% Warren), while a Loras College [poll](#) puts her ahead by 31 points (48% Clinton / 17% Warren). It should be noted that Warren herself has said multiple times she is not running for President. In New Hampshire, Clinton is even stronger, with two [recent polls](#) showing her margin over Warren

as more than 40 points (Bloomberg: +41, UNH: +44). This is significant, given that Warren represents neighboring Massachusetts, and New Hampshire is heavily dominated by the Boston media market.

Clinton is also almost universally known and extremely well liked among Democratic primary voters in both states. In Iowa she has a net [favorability](#) of +69 (84% favorable / 15% unfavorable) and in New Hampshire her net [favorability](#) is +80 (89% favorable / 9% unfavorable), on par with President Obama's (+73 and +78 in Iowa and New Hampshire) and above all other potential Democratic contenders.

What's more, unlike Bush, primary voters see Clinton as [qualified](#) for the presidency on her own right, not just because of her family name. In Iowa, 76% of Democratic caucus-goers say that the strength of her potential candidacy is based more on her "policies and vision for the country" or "unique qualities and achievements" than her "family connections to politics" (19%). Similarly, in New Hampshire, 74% say her "unique qualities and achievements" are the [basis](#) of the strength of her potential candidacy rather than "family connections to politics" (21%).

### **Looking Ahead**

Looking past the early primaries in Iowa and New Hampshire, Clinton is also the woman to beat in the general election. She has an impressive name [recognition](#) advantage among registered voters (95% name ID) and is seen favorably by a majority of them (50%). In comparison, a third or more of voters don't recognize Bush (65% name ID), Huckabee (65% name ID), or Paul (61% name ID) and their favorability is between 33-36% each.

What's more, an ABC/Washington Post [poll](#) finds Clinton ahead by double digits against all her possible Republican opponents, including a 13-point lead over Bush, Paul and Christie, and a 17-point lead over Huckabee. A Fox News [poll](#) shows a tighter race, but with Clinton once again besting all her possible opponents, including Bush (+5), Paul (+3) and Christie (+6).

## **OTHER NEWS FROM THE POLLING AND POLITICAL WORLD**

The New York Times dives into Chris Christie's appetite for [luxury](#) benefits

Penn and Teller win the [vaccine](#) debate

The University of Minnesota's Smart Politics breaks down which states are most likely to split their [ballots](#) in 2016

Economic [confidence](#) is highest in Minnesota and Maryland, lowest in West Virginia and Alabama

Everybody [hates](#) Donald Trump

Despite a slew of election reforms, California hasn't seen an increase in voter [turnout](#)

Massachusetts and Maryland are the most [Democratic](#) states

Pew takes a look at Americans' views on different government [agencies](#)

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