



## 2016 California GOP Presidential Primary Poll

To test potential and probable presidential candidates for the June 7<sup>th</sup>, 2016 California Republican Presidential Primary election, NSON Opinion Strategy, a national public opinion research firm, located in Salt Lake City, Utah was commissioned by Landslide Communications, Inc. to conduct a brief statewide poll.

Using professionally trained and experienced live interviewers, from its solely owned state of the art computer aided call center facility, located in Salt Lake City, Utah, NSON interviewed registered voters via telephone, over five days from Thursday, February 5<sup>th</sup> to Monday, the 9<sup>th</sup>, 2015.

A file comprised of registered California Republican voters most likely to turnout for the June 2016 Republican primary election was recommend by and procured from Political Data, Inc. for use as the sample frame. The file comprised registered voters having voted in at least 2 of the following past elections: 6/10, 6/12, 6/14 or 11/14, or registered since 6/12 and voted 6/14, or registered since 6/14 and voted 11/14, or any PAV (Permanent Absentee Voter) that voted 11/14, all voters had to have voted in 11/12 or either 2014 statewide elections.

The sample size was 600 interviews. The margin of error is estimated to be +/- 4.00%, at the 95% confidence level, statewide. The four California Board of Equalization Districts served as geographic quotas, dividing the statewide sample, proportionate to the percentages reflected in the acquired voter file as

follows: District 1 (n=192), District 2 (n=136), District 3 (n=91) and District 4 (n=181). The margin of error in these sub samples is greater than the overall statewide sample size.

The brief questionnaire consisted of five questions: one screening question to confirm voter registration at the address listed on the voter file record, a ballot question listing potential candidates, a follow-up ballot question to test most probable candidates and two demographic questions, gender and age. Additional demographic classifications were appended from the voter file to each respondent interview for inclusion in final results tabulation.

First, the screening question to confirm voter registration was asked after an introduction.

The following statements were read to qualified respondents prior to asking the following questions and rotated closed-ended responses. The resulting response counts and percentages for each question are noted below:

*“Now, I am going to read you a list of 16 possible candidates for the Republican nomination for President in California’s primary election next year.”*

Q1. If the election were held today, whom would you vote for?

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|--------------------|--|
| <b>120 (20.0%)</b> | Scott Walker, Governor of Wisconsin        |
| <b>64 (10.67%)</b> | Ben Carson, Professor of Neurosurgery      |
| <b>63 (10.5%)</b>  | Jeb Bush, former Governor of Florida       |
| <b>44 (7.33%)</b>  | Mike Huckabee, former Governor of Arkansas |
| <b>35 (5.83%)</b>  | Chris Christie, Governor of New Jersey     |
| <b>31 (5.17%)</b>  | Marco Rubio, U.S. Senator from Florida     |

<b>28 (4.67%)</b>	Rand Paul, U.S. Senator from Kentucky
<b>24 (4.0%)</b>	Ted Cruz, U.S. Senator from Texas
<b>23 (3.83%)</b>	Sarah Palin, former Governor of Alaska
<b>22 (3.67%)</b>	Rick Perry, former Governor of Texas
<b>11 (1.83%)</b>	Rick Santorum, former U.S. Senator from Pennsylvania
<b>10 (1.67%)</b>	Carly Fiorina, former CEO of Hewlett-Packard
<b>9 (1.50%)</b>	Bobby Jindal, Governor of Louisiana
<b>5 (0.83%)</b>	Lindsey Graham, U.S. Senator from South Carolina
<b>5 (0.83%)</b>	Donald Trump, Real Estate Investor
<b>4 (0.67%)</b>	John Kasich, Governor of Ohio
<b>102 (17.0%)</b>	No Opinion/ Don't Know

*“California’s Republican primary election comes later in the Presidential process. By the time of the California primary election, some potential candidates will have dropped out of the race for President.”*

The respondents were then asked the follow-up ballot question:

Q2. Having offered you this information, now I am going to ask you again whom you would vote for in the Republican Presidential primary election, if the election were held today, of the following eight potential candidates?

<b>138 (23.0%)</b>	Scott Walker, Governor of Wisconsin
<b>83 (13.83%)</b>	Jeb Bush, former Governor of Florida
<b>66 (11.0%)</b>	Mike Huckabee, former Governor of Arkansas
<b>50 (8.33%)</b>	Ted Cruz, U.S. Senator from Texas

<b>47 (7.83%)</b>	Marco Rubio, U.S. Senator from Florida
<b>39 (6.50%)</b>	Rand Paul, U.S. Senator from Kentucky
<b>37 (6.17%)</b>	Chris Christie, Governor of New Jersey
<b>19 (3.17%)</b>	Carly Fiorina, former CEO of Hewlett-Packard
<b>121 (20.17%)</b>	Undecided / No Opinion

Q3 Gender

<b>283 (47.17%)</b>	Male
<b>317 (52.83%)</b>	Female

Q4 Which of the following categories best describes your age?

<b>23 (3.83%)</b>	18 to 29
<b>50 (8.33%)</b>	30 to 44
<b>86 (14.33%)</b>	45 to 54
<b>156 (26.00%)</b>	55 to 64
<b>285 (47.50%)</b>	65 or Older

Ethnicity (from vote file)

<b>19 (3.2%)</b>	Asian
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**39 (6.5%)** Hispanic

**542 (90.3%)** Other

- Governor Scott Walker is a solid, top choice in both ballot questions, well outside the margin of error, and the only candidate chosen by more respondents than those undecided.
- Ben Carson is in a statistical tie with Governor Jeb Bush for second place in the first, broader ballot question though not included as an option in the second, shorter list candidate question.
- Senator Ted Cruz and Governor Huckabee appear to gain the most from Carson's exclusion in the second question.
- There was a slight increase in those undecided from the first to the second question.