# Appendix Table A1. Frequencies of Favorability Ratings toward Presidential Candidates

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very  Unfavorable | Mostly  Unfavorable | Mostly  Favorable | Very  Favorable | Number  of Cases |
| *Candidates* |  |  |  |  |  |
| Trump | 43.6 | 23.2 | 22.8 | 10.5 | 2,865 |
| Bush | 23.8 | 37.1 | 32.7 | 6.4 | 2,690 |
| Cruz | 31.2 | 28.8 | 30.4 | 9.6 | 2,211 |
| Rubio | 18.9 | 30.4 | 38.1 | 12.6 | 1,111 |
| Carson | 14.7 | 23.9 | 39.9 | 21.5 | 1,095 |
| Clinton | 38.0 | 19.9 | 29.7 | 12.4 | 2,959 |
| Sanders | 23.4 | 24.7 | 36.3 | 15.6 | 1,095 |
| Biden | 21.0 | 26.8 | 37.0 | 15.2 | 1,341 |
| Obama | 35.1 | 16.4 | 28.0 | 20.4 | 2,932 |

Source: Pew Governance Survey, Phase B, September 16, 2015 – October 4, 2015. Favorability ratings were not included in Phase A of the survey.

Question: Is your overall opinion of [Candidate Name] very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

# Appendix Table A2. Frequencies of Perceived Presidential Quality

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Terrible | Poor | Average | Good | Great |
| *Candidates* |  |  |  |  |  |
| Trump | 45.1 | 15.5 | 13.0 | 16.5 | 10.0 |
| Cruz | 21.3 | 18.8 | 31.0 | 22.1 | 7.0 |
| Kasich | 7.1 | 14.0 | 40.8 | 32.3 | 5.8 |
| Clinton | 31.6 | 15.7 | 19.4 | 22.3 | 11.0 |
| Sanders | 23.2 | 16.0 | 25.6 | 26.1 | 9.1 |

Source: Pew Political Survey, March 17, 2016 – March 26, 2016.

Question: If [Candidate Name] were to become president do you think he/she would be a great, good, average, poor, or terrible president?

# Appendix Table A3. Frequencies of Candidate Preferences

|  |  |
| --- | --- |
|  | Percent Preferred |
| Republican Party Nominee |  |
| Donald Trump | 24.7 |
| Ted Cruz | 24.1 |
| John Kasich | 33.2 |
| Other / None / Too Early | 18.0 |
| Democratic Party Nominee |  |
| Hillary Clinton | 33.6 |
| Bernie Sanders | 35.6 |
| Other / None / Too Early | 30.8 |

Source: Pew Political Survey, March 17, 2016 – March 26, 2016.

Question: As I name some [Republican / Democratic] candidates for president in 2016, please tell me which one, if any, you would most like to see nominated as the [Republican / Democratic] Party’s candidate? As of today, who would you say you lean toward?

# Measurement Appendix

*Candidate Favorability*: Would you say your overall opinion of [Candidate Name] is very favorable, mostly favorably, mostly unfavorable, or very unfavorable?

*Perceived Presidential Quality*: Regardless of whom you currently support, I’d like to know what kind of president you think each of the following would be if elected in November 2016? If [Candidate Name] were to become president, do you think [he / she] would be a great, good, average, poor, or terrible president?

*Nomination Preferences*: As I name some [Republican / Democratic] candidates for president in 2016, lease tell me which one, if any, you would most like to see nominated as the [Republican / Democratic] Party’s candidate?

*Vote Choice*: (Registered Voters) If the presidential election was being held today, would you vote for the Democratic ticket of Hillary Clinton and Tim Kaine, for the Republican ticket of Donald Trump and Mike Pence, for the Libertarian ticket headed by Gary Johnson, or for the Green Party ticket headed by Jill Stein? (Non-Registered Voters) If the presidential election were being held today, who would you like to see win?

*Populist Anger*: Some people say they are basically content with the federal government, others say they are frustrated, and others say they are angry. Which best describes how you feel?

*Immigration Attitudes*: Immigrants today strength are country because of their hard work and talents. [OR] Immigrants today are a burden on our country because they take our jobs, housing, and health care; Which comes closer to your view about how to handle undocumented immigrants who are now living in the U.S.? They should not be allowed to stay in the country legally [OR] There should be a way for them to stay in the country legally, if certain requirements are met.

*Racial Resentment*: Racial discrimination is the main reason why many black people can’t get ahead these days. [OR] Blacks who can’t get ahead in this country are mostly responsible for their own condition; In general, do you think there is too much, too little, or about the right amount of attention paid to race and racial issues in our country these days?

*Economic Anxiety*: In general, do you think free trade agreements between the U.S. and other countries have been a good thing or a bad thing for the United States?; Do you think free trade agreements have definitely helped, probably helped, probably hurt, or definitely hurt the financial situation of you and your family?

*Economic Attitudes*: Business corporations make too much profit. [OR] Most corporations make a fair and reasonable amount of profit.

*Foreign Policy Attitudes*: The best way to ensure peace is through military strength. [OR] Good diplomacy is the best way to ensure peace.

*Party*: In politics today, do you consider yourself a Republican, Democrat, or Independent? *Ideology*: In general, would you describe your political views as very conservative, conservative, moderate, liberal, or very liberal?

*Economic Perceptions*: A year from now, do you expect that economic conditions in the country as a whole will be better than they are at present, or worse, or just about the same as now?

*Personal Finances*: I’m generally satisfied with the way things are going for me financially. [OR] I’m not very satisfied with my financial situation; How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape, or poor shape financially?

*Income*: Last year, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

*Education*: What is the highest level of school you have completed or the highest degree you have received?