

HILLARY CLINTON LEADS 2016 DEMOCRATIC PRESIDENTIAL HOPEFULS; REPUBLICANS WITHOUT A CLEAR FRONTRUNNER

Hillary Clinton tops the list of favored potential candidates for the 2016 Democratic nomination, while Republicans are decidedly more mixed over who should be their standard-bearer when the White House becomes vacant. A new national poll of registered voters from Fairleigh Dickinson University's PublicMind finds that 63 percent of self-identified Democrats and those who lean Democratic support the former Secretary of State, with her potential rivals trailing her significantly. Twelve percent favor current Vice President Joe Biden, and three percent support New York Governor Andrew Cuomo.

As for the current crop of frequently mentioned Republican possibilities, Republicans split their loyalties about evenly among Florida Senator Mario Rubio (18%), former Florida Governor Jeb Bush (16%), and New Jersey Governor Chris Christie (14%). Another nine percent endorse former US Senator Rick Santorum, and a fifth each prefer someone else (21%) or are unsure (21%).

"Although it's very early in the contest, talk in the press about Secretary Clinton's possible run in 2016 is clearly being met with enthusiasm by Democratic voters," said Krista Jenkins, professor of political science and director of PublicMind. "Republican uncertainty mirrors the identity crisis the party is facing as it redefines its message in the aftermath of the 2012 presidential loss. Republican voters seem to be saying they remain on the lookout for their party's Mr. or Mrs. Right."

Clinton is the top vote-getter among virtually all of the politically relevant demographic categories considered in the poll. However, some interesting differences can be found among the possible Republican candidates. When considering the role that ideology appears to play in helping to distinguish support among the possible candidates, those who identify as politically conservative are more likely to favor Bush (16%), Rubio (20%), or someone else (26%) as compared to Christie (11%).

"These numbers suggest that Governor Christie does better among Republican moderates and liberals," said Jenkins. "Whether this is a fleeting impression or one that will

withstand the test of time remains to be seen, but his stewardship of a Democratic leaning northeastern state may make it more difficult for him to appeal to a large swath of more conservative Republican voters.”

Turning to the country's opinion of President Obama and the direction the country is headed, the poll finds numbers that are virtually identical to December 2012 findings, the last time PublicMind surveyed a national electorate. Back then, 48 percent of registered voters approved of the job President Obama was doing with 42 percent disapproving. Today, approval comes in at 46 percent and disapproval remains unchanged at 42 percent. Stasis is the story again when the question turns to what voters think about the state of the nation. Both then and now, slightly more than a third (37 and 36%, respectively) told us the country is headed in the right direction and half (50 and 51%, respectively) express concern that it's headed down the wrong track.

“Despite many newsworthy events in the interim, Americans seem not to be enchanted by the decisions of our leaders, including the President,” said Jenkins. “From debates over gun legislation, economic policy, and national security in the aftermath of the Boston Marathon tragedy, these numbers continue to reflect a nation that is uneasy with where it's headed and divided over the helpfulness of Obama's leadership.”

The role of the media

The poll also asked where registered voters get a majority of their news and information. Multiple choices were possible, and those sources that are the most frequent mentions include the Internet (44%), local TV news (43%), cable news (38%), network TV news (33%), and a newspaper (31%). Forty-one percent identify a single source, 21 percent identify two sources, and 38 percent identify three or more sources of news and information. The average number of sources mentioned is 2.4.

Among Democrats, Hillary Clinton does well regardless of the news source; the numbers for likely Republican candidates tell a slightly different story. Chris Christie and unnamed “other” candidates do well among Republicans who watch comedy programs such as The Daily Show with Jon Stewart (30 and 29%, respectively) as compared with Jeb Bush (9%) and Marco Rubio (13%), but talk radio listeners favor Bush (17%), Rubio (19%) and unnamed “other” candidates (24%) more than Christie (9%). Talk radio listeners (28%) outnumber comedy TV viewers (6%) among Republican voters.

Notably, among Republicans who identified the top two most often cited sources of news and information by Republicans - the Internet (43%) and local TV news (42%) –the majority of voters prefer none of the likely nominees. A quarter (27%) of Internet consumers say they prefer someone else, and a third (30%) of local TV news viewers say they are unsure about who they would like to see in 2016.

President Obama garners his greatest support from public radio listeners (59%) and comedy program viewers (59%), while those who disapprove of his job performance come from talk radio listeners (56%) and those who rely on “other” sources (55%).

“In today’s media environment, the medium is often as important as the message. Clearly, how people receive their news and information can help to influence who they like and how they evaluate political leaders,” said Jenkins.

The Fairleigh Dickinson University poll of 863 registered voters was conducted nationally by telephone with both landline and cell phones from April 22 through April 28, 2013, and has a margin of error of +/-3.4 percentage points.

*Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>
Radio actualities at 201.692.2846 For more information, please call 201.692.7032*

Methodology

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from April 22 through April 28, 2013 using a randomly selected sample of 863 registered voters nationwide. One can be 95 percent confident that the error attributable to sampling has a range of +/- 3.4 percentage points. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone number (including those with unlisted numbers) an equal chance of being selected.

Landline households are supplemented with a separate, randomly selected sample of cell-phone respondents interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of age, race and gender.

U.S. President 2016

I know it's early, but if the election for president were held today, which of the following people would you like to see as the Democratic candidate? [N = 373 ; MoE = 5.1]

	All	Ideology			Gender		Age				Race	
		Lib	Mod	Con	Men	Women	18-29	30-44	45-59	60+	White	Non-white
Hillary Clinton	63%	74	62	44	60	65	62	68	63	60	64	61
Andrew Cuomo	3%	-	4	5	2	3	-	2	4	3	3	2
Joe Biden	12%	9	12	17	14	10	17	13	10	11	7	20
Other	12%	9	11	17	11	12	8	9	15	11	14	7
Unsure	10%	7	11	16	12	9	13	9	6	15	10	9
Refused	1%	1	-	2	1	1	-	-	2	-	1	1

Media									
Cable	Internet	Talk Radio	Public Radio	Newspaper	Network TV Show	Local TV Show	Comedy Program	Other	
67	69	48	61	60	63	64	74	76	
2	2	3	2	3	3	5	1	4	
10	10	15	16	8	14	7	5	3	
12	9	16	11	18	8	13	10	17	
8	8	16	9	10	12	11	9	-	
1	2	2	2	1	1	-	1	-	

I know it's early, but if the election for president were held today, which of the following people would you like to see as the Republican candidate? [N = 323; MoE = 5.5]

	All	Ideology			Gender		Age				Race	
		Lib	Mod	Con	Men	Women	18-29	30-44	45-59	60+	White	Non-white
Chris Christie	14%	20	21	11	16	12	9	15	11	18	14	15
Jeb Bush	16%	7	18	16	15	17	-	18	14	21	17	12
Marco Rubio	18%	-	15	20	21	14	23	13	16	21	19	10
Rick Santorum	9%	12	7	10	5	13	3	11	10	8	10	-
Other	21%	15	9	26	27	15	26	20	27	15	21	19
Unsure	21%	46	27	17	16	27	33	23	21	17	19	44
Refused	1%	-	3	-	1	2	5	-	1	1	1	-

Media

Cable	Internet	Talk Radio	Public Radio	Newspaper	Network TV Show	Local TV Show	Comedy Program	Other
21	12	9	17	16	15	15	30	8
16	13	17	13	23	20	18	9	23
22	17	19	12	15	15	12	13	9
9	9	11	6	4	10	9	-	11
20	27	24	21	22	15	17	29	26
12	21	21	32	17	25	30	20	23
2	1	-	-	3	1	-	-	-

Obama Approvals

First, do you approve or disapprove of the way Barack Obama is handling his job as President?

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Approve	46%	78	39	11	45	47	45	47	50	42
Disapprove	42%	10	41	82	44	39	31	44	42	45
Unsure (vol)	11%	11	18	6	10	12	21	8	8	12
Refused (vol)	1%	-	2	2	1	2	3	1	1	1

Ideology			Country Direction		Race	
Lib	Mod	Con	Right	Wrong	White	Non-white
72	60	21	90	14	36	75
16	28	71	2	75	52	12
10	10	7	7	10	10	11
2	2	1	-	1	1	2

Media

Cable	Internet	Talk Radio	Public Radio	Newspaper	Network TV Show	Local TV Show	Comedy Program	Other
45	46	31	59	49	49	49	59	39
43	39	56	31	37	39	39	27	55
12	13	12	11	13	12	11	13	6
1	2	1	-	1	1	2	2	-

Direction of the County**In your opinion, do you believe the country is moving in the right direction or is it on the wrong track?**

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Right Direction	36%	62	30	8	35	37	42	39	40	28
Wrong Track	51%	23	59	86	54	49	42	53	52	55
Unsure (vol)	11%	14	10	5	11	12	13	8	8	17
Refused (vol)	1%	1	1	1	-	1	3	-	1	1

Ideology			Obama Job Performance		Race	
Lib	Mod	Con	Approve	Disapprove	White	Non-white
62	44	17	71	2	27	62
26	44	75	15	93	61	26
11	11	8	13	5	11	11
1	1	1	1	-	1	1

Media								
Cable	Internet	Talk Radio	Public Radio	Newspaper	Network TV Show	Local TV Show	Comedy Program	Other
36	39	26	52	36	41	37	57	25
54	51	62	36	49	48	51	35	58
9	10	11	12	14	10	12	8	17
1	1	1	-	1	1	-	1	-

News sources

We're very interested in how people stay informed about what's going on in the news. When considering how you get your news, which, if any, of the following news sources do you mainly rely on? [Choose as many as apply]

	All	Party			Gender		Age			
		Dem	Ind	Rep	Men	Women	18-29	30-44	45-59	60+
Internet	44%	44	45	43	48	41	83	57	42	19
Local TV	43%	45	41	42	41	44	33	37	48	46
Cable news	38%	39	38	37	33	42	23	38	39	44
Network TV	33%	34	33	33	31	36	31	30	32	39
Newspaper	31%	35	30	28	31	32	20	24	32	43
Talk radio	21%	14	27	28	22	20	20	26	22	17
Public radio	18%	24	17	13	20	17	15	24	20	14
Comedy TV	10%	12	11	6	11	9	19	11	9	6
Other	5%	5	4	6	5	5	8	5	4	5
Unsure	-	-	-	-	1	-	-	-	1	1

Ideology			Race	
Liberal	Moderate	Conservative	White	Non-white
48	47	38	43	49
38	44	44	42	47
36	36	40	39	36
28	37	33	35	30
35	31	30	34	23
12	19	28	22	18
27	20	13	20	17
17	12	5	11	7
7	6	2	5	3
-	-	-	-	1

Exact Question Wording and Order

US1. *First, do you approve or disapprove of the way Barack Obama is handling his job as President?*

- 1 Approve
- 2 Disapprove
- 8 DK/Unsure/mixed (VOL)
- 9 Refused (VOL)

US2. *In your opinion, do you believe the country is moving in the right direction or is it on the wrong track?*

- 1 Right direction
- 2 Wrong track
- 8 DK/Unsure (VOL)
- 9 Refused (VOL)

SC1 through SC3 withheld for a later release

RENT1 through RENT13 withheld for a later release

M1 *We're very interested in how people stay informed about what's going on in the news. When considering how you get your news, which, if any, of the following news sources do you mainly rely on? [Rotate Order of items]*

- 1 Cable news
- 2 News on the internet
- 3 Talk radio
- 4 National Public Radio
- 5 A local or national newspaper that you purchase daily or is delivered to your home
- 6 A network television news show
- 7 A local television news show
- 8 A comedy program, such as the Daily Show with Jon Stewart
- 9 Other
- 99 DK/Refused (VOL)

T1 through T3 withheld for a later release

D2D *I know it's early, but if the election for president were held today, which of the following people would you like to see as the Democratic candidate? [Randomize]*

- 1 Hillary Clinton
- 2 Andrew Cuomo [KWO-MO]
- 3 Joe Biden
- 4 Or Someone Else (VOL)
- 8 DK (VOL)
- 9 Refused (VOL)

D2R *I know it's early, but if the election for president were held today, which of the following people would you like to see as the Republican candidate?[Rotate Names]*

- 1 Chris Christie
- 2 Jeb Bush
- 3 Marco Rubio
- 4 Rick Santorum
- 5 Or Someone Else (VOL)
- 8 DK (VOL)
- 9 Refused (VOL)

Sample characteristics – Registered voters

Gender

Male	47
Female	53

Age

18-29	14
30-44	24
45-59	30
60+	30
Refused	2

Race/Ethnicity

White	71
Black/African-American	13
Latino or Hispanic	8
Asian	2
Other/refused	6

Census region

Northeast	20
Midwest	21
South	32
West	27

Education

HS or less	31
Some college	33
College graduate	35

Party identification (with leaners)

Democrat	45
Independent	15
Republican	35
Other	2
DK/Refused	4