

1. Preference

Which type of politician would you prefer to see elected president?

Asked of Democrats, Republicans and Independents who lean toward either major party

	Total	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A candidate favored by the [Democratic/Republican] party establishment	35%	34%	36%	36%	36%	34%	35%	30%	67%	33%	26%
A candidate who's more of an outsider	30%	36%	24%	18%	27%	33%	41%	37%	8%	21%	23%
It doesn't matter to me either way	21%	20%	22%	24%	20%	23%	16%	19%	14%	34%	35%
Not sure	14%	10%	18%	21%	17%	11%	8%	15%	11%	13%	16%
Totals (Unweighted N)	100% (783)	100% (392)	100% (391)	100% (102)	100% (206)	100% (325)	100% (150)	100% (549)	100% (102)	100% (97)	100% (35)

	Total	Party ID (3 category)			Demographics - Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
A candidate favored by the [Democratic/Republican] party establishment	35%	47%	19%	31%	43%	36%	25%	18%	37%	35%	36%	31%
A candidate who's more of an outsider	30%	15%	42%	41%	22%	39%	42%	28%	24%	35%	35%	21%
It doesn't matter to me either way	21%	22%	24%	17%	21%	16%	25%	28%	22%	20%	18%	26%
Not sure	14%	16%	15%	11%	14%	9%	8%	27%	16%	10%	11%	22%
Totals (Unweighted N)	100% (783)	100% (372)	100% (187)	100% (224)	100% (331)	100% (223)	100% (118)	100% (111)	100% (142)	100% (189)	100% (327)	100% (125)

2. Establishment Importance

In picking a primary election candidate this year, how important is it to you that they're favored by the establishment?

Asked of Democrats, Republicans and Independents who lean toward either major party who prefer establishment candidates

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	21%	18%	23%	16%	12%	25%	30%	18%	24%	30%	16%
Somewhat important	39%	42%	37%	48%	27%	41%	43%	39%	32%	53%	56%
Not very important	14%	16%	12%	11%	14%	12%	22%	15%	18%	3%	10%
Not at all important	9%	10%	8%	5%	18%	10%	1%	11%	8%	3%	—
I don't plan to vote in a primary or caucus	7%	8%	5%	—	14%	8%	2%	8%	4%	4%	7%
Not sure	10%	6%	14%	19%	16%	4%	3%	9%	14%	7%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(282)	(130)	(152)	(40)	(71)	(115)	(56)	(164)	(69)	(38)	(11)

	Party ID (3 category)			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very important	21%	27%	1%	17%	25%	18%	18%	2%	10%	26%	23%	19%
Somewhat important	39%	38%	46%	39%	35%	47%	45%	35%	44%	42%	30%	53%
Not very important	14%	14%	14%	15%	16%	14%	12%	9%	11%	21%	14%	9%
Not at all important	9%	5%	21%	11%	7%	9%	9%	23%	6%	7%	9%	15%
I don't plan to vote in a primary or caucus	7%	7%	4%	7%	7%	10%	2%	—	9%	1%	11%	1%
Not sure	10%	9%	14%	10%	11%	2%	14%	32%	20%	4%	12%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(282)	(186)	(36)	(60)	(146)	(82)	(31)	(23)	(52)	(67)	(116)	(47)

3. Outsider Importance

In picking a primary election candidate this year, how important is it to you that they're more of an outsider?

Asked of Democrats, Republicans and Independents who lean toward either major party who prefer outsider candidates

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	33%	39%	24%	14%	42%	32%	36%	28%	46%	67%	46%
Somewhat important	45%	45%	45%	22%	38%	64%	37%	48%	25%	27%	45%
Not very important	11%	10%	12%	32%	9%	3%	13%	11%	30%	6%	—
Not at all important	3%	1%	6%	—	2%	—	9%	3%	—	—	—
I don't plan to vote in a primary or caucus	6%	4%	8%	32%	8%	0%	—	7%	—	—	—
Not sure	2%	1%	4%	1%	1%	—	6%	2%	—	—	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(255)	(155)	(100)	(25)	(63)	(108)	(59)	(211)	(9)	(26)	(9)

	Party ID (3 category)			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very important	33%	29%	36%	33%	19%	45%	36%	33%	39%	26%	32%	46%
Somewhat important	45%	32%	50%	49%	53%	33%	54%	49%	33%	50%	52%	28%
Not very important	11%	22%	7%	8%	16%	8%	6%	10%	15%	10%	9%	12%
Not at all important	3%	4%	—	5%	1%	7%	—	—	—	3%	—	13%
I don't plan to vote in a primary or caucus	6%	11%	6%	3%	6%	7%	4%	5%	5%	11%	5%	1%
Not sure	2%	1%	0%	4%	5%	—	—	3%	8%	0%	2%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(255)	(59)	(91)	(105)	(83)	(86)	(47)	(39)	(33)	(65)	(124)	(33)

4. Rubio

Do you think Marco Rubio is:

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More of an establishment candidate	46%	59%	34%	37%	45%	50%	49%	50%	25%	44%	46%
More of an outsider candidate	13%	13%	14%	14%	15%	12%	13%	15%	15%	9%	1%
Not sure	41%	29%	52%	50%	41%	37%	38%	36%	60%	47%	53%
Totals (Unweighted N)	100% (993)	100% (483)	100% (510)	100% (137)	100% (273)	100% (415)	100% (168)	100% (696)	100% (119)	100% (128)	100% (50)

	Party ID (3 category)			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More of an establishment candidate	46%	42%	43%	56%	35%	54%	70%	47%	39%	46%	51%	43%
More of an outsider candidate	13%	16%	11%	15%	13%	12%	12%	18%	18%	14%	12%	10%
Not sure	41%	42%	46%	28%	52%	34%	18%	35%	43%	40%	37%	47%
Totals (Unweighted N)	100% (993)	100% (370)	100% (401)	100% (222)	100% (439)	100% (273)	100% (139)	100% (142)	100% (191)	100% (228)	100% (409)	100% (165)

5. Cruz

Do you think Ted Cruz is:

	Total	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More of an establishment candidate	33%	38%	30%	29%	32%	40%	28%	36%	24%	25%	41%
More of an outsider candidate	28%	39%	19%	28%	22%	27%	42%	31%	18%	24%	29%
Not sure	38%	23%	52%	42%	45%	34%	30%	33%	58%	51%	30%
Totals (Unweighted N)	100% (995)	100% (486)	100% (509)	100% (136)	100% (276)	100% (414)	100% (169)	100% (696)	100% (121)	100% (127)	100% (51)

	Total	Party ID (3 category)			Demographics - Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More of an establishment candidate	33%	35%	30%	38%	30%	39%	38%	31%	31%	34%	35%	33%
More of an outsider candidate	28%	27%	27%	33%	24%	26%	45%	34%	31%	29%	27%	27%
Not sure	38%	38%	43%	28%	46%	35%	17%	35%	38%	37%	38%	40%
Totals (Unweighted N)	100% (995)	100% (370)	100% (401)	100% (224)	100% (443)	100% (274)	100% (137)	100% (141)	100% (190)	100% (225)	100% (414)	100% (166)

6. Trump

Do you think Donald Trump is:

	Total	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More of an establishment candidate	12%	14%	11%	13%	17%	11%	8%	11%	14%	17%	11%
More of an outsider candidate	63%	69%	57%	52%	57%	67%	77%	68%	46%	51%	68%
Not sure	25%	17%	31%	34%	26%	22%	15%	21%	39%	32%	21%
Totals (Unweighted N)	100% (997)	100% (486)	100% (511)	100% (137)	100% (275)	100% (416)	100% (169)	100% (699)	100% (121)	100% (126)	100% (51)

	Total	Party ID (3 category)			Demographics - Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More of an establishment candidate	12%	12%	12%	14%	16%	8%	5%	13%	15%	12%	10%	14%
More of an outsider candidate	63%	62%	58%	74%	55%	68%	79%	65%	54%	68%	69%	57%
Not sure	25%	26%	30%	12%	28%	23%	16%	22%	31%	20%	21%	30%
Totals (Unweighted N)	100% (997)	100% (373)	100% (400)	100% (224)	100% (442)	100% (274)	100% (139)	100% (142)	100% (192)	100% (228)	100% (412)	100% (165)

Interviewing Dates	December 15 - 16, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.199 to 4.069, with a mean of one and a standard deviation of 0.87.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.