



POLL MUST BE SOURCED:

McClatchy-Marist Poll\*

**Clinton Leads GOP Rivals, but Loses Ground**

\*\*\* Complete Tables for Poll Appended \*\*\*

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**This McClatchy-Marist Poll Reports:**

Former Secretary of State Hillary Clinton is still favored against several of her potential Republican opponents among registered voters nationally, but she no longer is backed by the majority of the electorate. In fact, Clinton's once double-digit lead against GOP hopefuls former Florida Governor Jeb Bush, New Jersey Governor Chris Christie, and Kentucky Senator Rand Paul has eroded. Clinton's change of fortune is largely due to a shift among independent voters among whom she still leads but not by the margins she did before.

But, as for who the Republican nominee will be, that's still anybody's guess. With nearly one in four Republican and Republican leaning independents undecided, an increase from just months ago, no clear front-runner has emerged from the pack. Bush and Christie currently top the leader board with low double-digit support. Ted Cruz is the only other Republican candidate to reach ten percent.

"There is no pre-season for team Clinton," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "She needs to perform at Super Bowl level from start to finish."

**Poll Points**

- Clinton leads **Jeb Bush**, 48% to 41%, among registered voters nationally. She receives similar support against **Chris Christie**, 47% to 41%, and **Rand Paul**, 48% to 42%. In each of these contests, the proportion of voters who back the Republican candidates is indistinguishable, and Clinton fails to break fifty percent.

\*All references to the survey must be sourced as "McClatchy-Marist Poll"

- Clinton's support among independent voters against each of these three potential rivals has declined from a previous poll conducted in April. She is down among independents by 10 points against Bush, nine points against Paul, and six points against Christie.
- In each of these contests, a gender gap exists. However, Clinton has lost support among, both, men and women since the previous poll.
- The national electorate is extremely polarized in each of these presidential matchups. Clinton is backed by most Democrats and the Republican base is unified against her, regardless of the GOP candidate.

### **Crowded GOP Field Fails to Yield Front-Runner**

- 23% of Republicans and Republican leaning independents are undecided about who they will support in the **2016 Republican primary**. Jeb Bush and Chris Christie each receives 13% while 10% support Texas Senator Ted Cruz. Wisconsin Congressman Paul Ryan and Florida Senator Marco Rubio are close behind with 9%. Texas Governor Rick Perry and Senator Rand Paul are backed by 7%. Wisconsin Governor Scott Walker, former Pennsylvania Senator Rick Santorum, and Louisiana Governor Bobby Jindal trail.
- Although the sample size is small, there has been a notable shift in the preferences of Tea Party supporters. 15% of these voters now back Cruz, up from 6% in April. In contrast, Rand Paul's support among the Tea Party has fallen from 20% in the previous poll to 7% currently.
- Men are more likely than women to have a candidate preference in the GOP primary. 30% of women are undecided compared with 14% of men.

## How the Survey was Conducted

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### **Nature of the Sample: McClatchy-Marist National Poll of 1,035 Adults**

This survey of 1,035 adults was conducted August 4<sup>th</sup> through August 7<sup>th</sup>, 2014 by The Marist Poll sponsored in partnership with the McClatchy News Service. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within  $\pm 3.0$  percentage points. There are 806 registered voters. The results for this subset are statistically significant within  $\pm 3.5$  percentage points. There are 342 Republicans and Republican leaning independents. The error margin for this subset is  $\pm 5.3$  percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters	
		Col %	Col %	
National Adults		100%		
National Registered Voters		78%	100%	
Party Identification	Democrat	n/a	28%	
	Republican	n/a	25%	
	Independent	n/a	45%	
	Other	n/a	2%	
Party Identification	Strong Democrats	n/a	17%	
	Not strong Democrats	n/a	11%	
	Democratic leaning independents	n/a	14%	
	Just Independents	n/a	12%	
	Republican leaning independents	n/a	18%	
	Not strong Republicans	n/a	10%	
	Strong Republicans	n/a	15%	
	Other	n/a	2%	
	Political Ideology	Very liberal	n/a	6%
		Liberal	n/a	16%
Moderate		n/a	36%	
Conservative		n/a	30%	
Very conservative		n/a	11%	
Tea Party Supporters		n/a	26%	
Republicans	Support Tea Party	n/a	40%	
	Do Not Support Tea Party	n/a	60%	
Gender	Men	50%	48%	
	Women	50%	52%	
Age	Under 45	43%	36%	
	45 or older	57%	64%	
Age	18 to 29	21%	14%	
	30 to 44	21%	22%	
	45 to 59	30%	32%	
	60 or older	27%	32%	
Race	White	66%	71%	
	African American	13%	12%	
	Latino	14%	11%	
	Other	7%	6%	
Region	Northeast	18%	18%	
	Midwest	22%	21%	
	South	37%	37%	
	West	23%	23%	
Household Income	Less than \$50,000	50%	46%	
	\$50,000 or more	50%	54%	
Education	Not college graduate	59%	54%	
	College graduate	41%	46%	
Marital Status	Married	50%	55%	
	Not married	50%	45%	
Interview Type	Landline	56%	61%	
	Cell phone	44%	39%	

McClatchy-Marist Poll National Adults. Interviews conducted August 4th through August 7th, 2014, n=1035 MOE +/- 3.0 percentage points. National Registered Voters: n=806 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

### Nature of the Sample

		Republicans and Republican leaning independents
		Col %
Republicans and Republican leaning independents		100%
Party Identification	Republican	57%
	Independent	43%
Party Identification	Republican leaning independents	43%
	Not strong Republicans	23%
	Strong Republicans	34%
Political Ideology	Very liberal	1%
	Liberal	5%
	Moderate	29%
	Conservative	45%
	Very conservative	21%
Tea Party Supporters		40%
Republicans	Support Tea Party	40%
	Do Not Support Tea Party	60%
Gender	Men	48%
	Women	52%
Age	Under 45	34%
	45 or older	66%
Age	18 to 29	13%
	30 to 44	22%
	45 to 59	35%
	60 or older	31%
Race	White	81%
	African American	7%
	Latino	8%
	Other	4%
Region	Northeast	18%
	Midwest	21%
	South	36%
	West	25%
Household Income	Less than \$50,000	43%
	\$50,000 or more	57%
Education	Not college graduate	54%
	College graduate	46%
Marital Status	Married	63%
	Not married	37%
Interview Type	Landline	64%
	Cell phone	36%

McClatchy-Marist Poll National Republicans and Republican leaning independents. Interviews conducted August 4th through August 7th, 2014, n=342 MOE +/- 5.3 percentage points.

McClatchy-Marist Poll National Tables

Republicans and Republican leaning independents												
If the 2016 Republican presidential primary or caucus in your state were held today, whom would you support if the candidates are:												
		Chris						Rick				
		Jeb Bush	Christie	Ted Cruz	Paul Ryan	Marco Rubio	Rick Perry	Rand Paul	Scott Walker	Santorum	Bobby Jindal	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Republicans and Republican leaning independents		13%	13%	10%	9%	9%	7%	7%	4%	3%	2%	23%
Party Identification	Republican	17%	10%	9%	11%	10%	4%	6%	5%	3%	1%	24%
	Independent	8%	16%	12%	7%	6%	11%	8%	2%	4%	5%	21%
Party Identification*	Soft Republicans	10%	16%	12%	10%	8%	8%	7%	2%	3%	3%	22%
	Strong Republicans	19%	7%	8%	8%	10%	5%	6%	8%	4%	1%	24%
Tea Party Supporters		13%	7%	15%	10%	10%	7%	7%	7%	4%	2%	17%
Republicans	Support Tea Party	13%	7%	15%	10%	10%	7%	7%	7%	4%	2%	17%
	Do Not Support Tea Party	12%	17%	7%	8%	8%	7%	7%	2%	3%	3%	26%
Household Income	Less than \$50,000	21%	11%	7%	9%	5%	6%	6%	5%	5%	3%	24%
	\$50,000 or more	9%	15%	12%	11%	11%	8%	8%	3%	2%	3%	19%
Education	Not college graduate	15%	9%	9%	9%	5%	8%	8%	5%	1%	3%	28%
	College graduate	10%	16%	11%	10%	13%	5%	5%	3%	6%	2%	18%
Age	Under 45	12%	9%	6%	15%	9%	5%	6%	3%	5%	3%	26%
	45 or older	13%	15%	13%	5%	8%	8%	7%	4%	3%	2%	21%
Gender	Men	11%	15%	16%	11%	7%	8%	8%	4%	3%	4%	14%
	Women	15%	11%	5%	7%	10%	6%	6%	4%	4%	1%	30%
Marital Status	Married	10%	12%	14%	12%	10%	7%	7%	2%	2%	2%	22%
	Not married	19%	12%	3%	5%	6%	7%	6%	7%	7%	4%	25%
Interview Type	Landline	13%	14%	11%	6%	10%	9%	6%	2%	5%	2%	22%
	Cell phone	12%	10%	10%	14%	7%	4%	9%	7%	1%	3%	24%

McClatchy-Marist Poll National Republicans and Republican leaning independents. Interviews conducted August 4th through August 7th, 2014, n=342 MOE +/- 5.3 percentage points. Totals may not add to 100% due to rounding.

\*Soft Republicans include registered voters who identify as "not strong Republicans" or Republican leaning independents.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Chris Christie, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		47%	41%	12%
Party Identification	Democrat	90%	7%	3%
	Republican	7%	85%	8%
	Independent	44%	37%	18%
Party Identification*	Strong Democrats	97%	2%	2%
	Soft Democrats	79%	11%	10%
	Just Independents	35%	28%	37%
	Soft Republicans	20%	70%	10%
	Strong Republicans	4%	91%	5%
Tea Party Supporters		20%	70%	11%
Republicans	Support Tea Party	8%	86%	6%
	Do Not Support Tea Party	19%	72%	9%
Political Ideology	Very liberal-Liberal	82%	11%	7%
	Moderate	53%	30%	16%
	Conservative-Very conservative	21%	68%	11%
Region	Northeast	52%	38%	9%
	Midwest	42%	42%	17%
	South	49%	43%	9%
	West	45%	40%	15%
Household Income	Less than \$50,000	51%	39%	10%
	\$50,000 or more	45%	43%	12%
Education	Not college graduate	45%	41%	14%
	College graduate	48%	42%	10%
Race	White	39%	47%	14%
	African American	85%	15%	0%
	Latino	59%	29%	12%
Age	18 to 29	50%	30%	20%
	30 to 44	51%	41%	9%
	45 to 59	43%	46%	12%
	60 or older	47%	42%	11%
Age	Under 45	50%	37%	13%
	45 or older	45%	44%	11%
Gender	Men	41%	44%	15%
	Women	52%	39%	9%
Marital Status	Married	38%	50%	12%
	Not married	57%	31%	12%
Interview Type	Landline	44%	45%	12%
	Cell phone	52%	36%	12%

McClatchy-Marist Poll National Registered Voters. Interviews conducted August 4th through August 7th, 2014, n=806 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

McClatchy-Marist Poll National Tables

	Registered Voters		
	If the 2016 presidential election were held today, whom would you support if the candidates are:		
	Hillary Clinton, the Democrat	Chris Christie, the Republican	Undecided
	Row %	Row %	Row %
August 2014	47%	41%	12%
April 2014	53%	42%	5%
February 2014	58%	37%	6%
January 2014	50%	37%	12%
December 2013	48%	45%	7%
July 2013	47%	41%	12%
Marist Poll National Registered Voters			



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National Registered Voters		48%	41%	10%
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	Republican	7%	88%	5%
	Independent	46%	38%	16%
Party Identification*	Strong Democrats	98%	1%	1%
	Soft Democrats	82%	10%	8%
	Just Independents	37%	29%	34%
	Soft Republicans	21%	70%	9%
	Strong Republicans	3%	95%	3%
Tea Party Supporters		21%	71%	7%
Republicans	Support Tea Party	12%	84%	4%
	Do Not Support Tea Party	16%	75%	9%
Political Ideology	Very liberal-Liberal	85%	8%	6%
	Moderate	56%	30%	14%
	Conservative-Very conservative	22%	69%	9%
Region	Northeast	55%	35%	10%
	Midwest	46%	40%	14%
	South	48%	45%	6%
	West	45%	42%	13%
Household Income	Less than \$50,000	54%	38%	8%
	\$50,000 or more	45%	45%	10%
Education	Not college graduate	47%	42%	11%
	College graduate	50%	41%	9%
Race	White	42%	48%	11%
	African American	86%	14%	0%
	Latino	58%	31%	11%
Age	18 to 29	55%	27%	17%
	30 to 44	47%	42%	11%
	45 to 59	45%	46%	9%
	60 or older	50%	42%	8%
Age	Under 45	50%	37%	13%
	45 or older	47%	44%	9%
Gender	Men	45%	43%	12%
	Women	52%	40%	8%
Marital Status	Married	40%	49%	11%
	Not married	58%	32%	9%
Interview Type	Landline	44%	45%	11%
	Cell phone	55%	36%	9%

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Marist Poll National Registered Voters			

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	South	50%	43%	7%
	West	44%	44%	12%
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	Latino	58%	38%	5%
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	30 to 44	48%	44%	8%
	45 to 59	44%	46%	9%
	60 or older	49%	40%	11%
Age	Under 45	49%	40%	11%
	45 or older	47%	43%	10%
Gender	Men	43%	47%	10%
	Women	52%	37%	10%
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Marist Poll National Registered Voters			