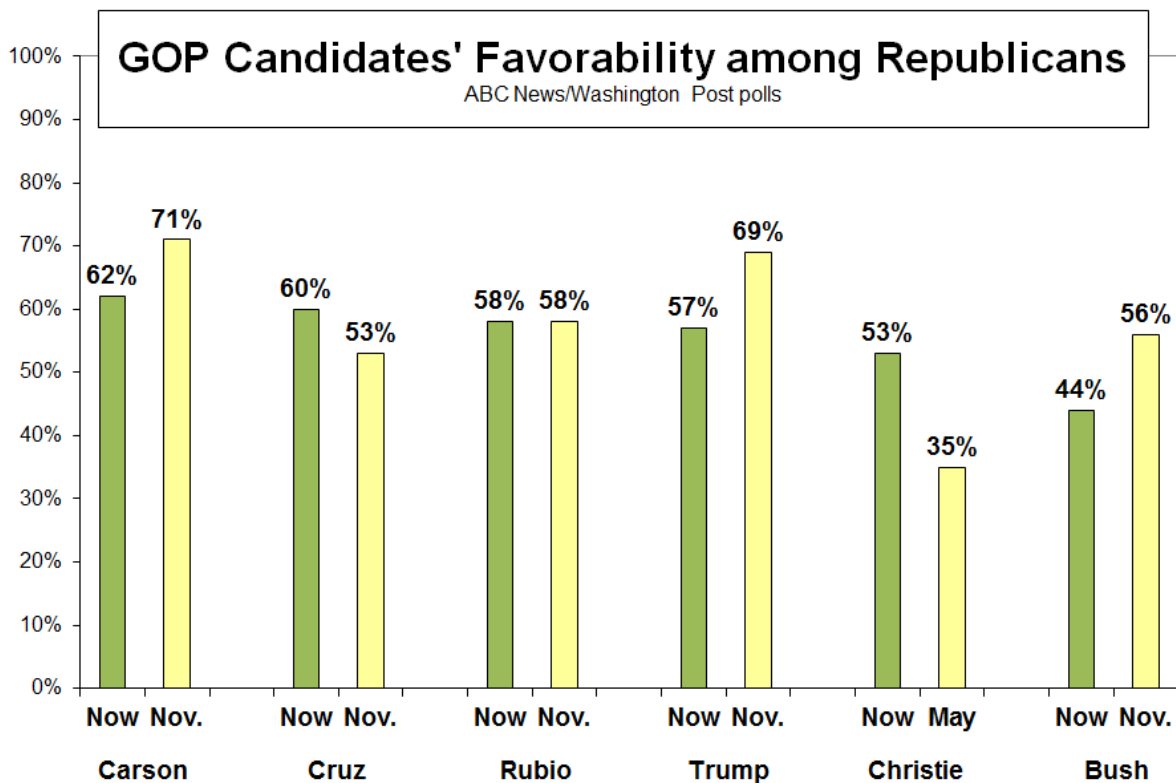


## **Cruz and Christie Gain in Popularity As Trump, Carson and Bush Stumble**

Ted Cruz has reached top-rank popularity among Republicans and Chris Christie's favorability rating is most improved in the latest ABC News/Washington Post poll, while Donald Trump, Ben Carson and Jeb Bush all have stumbled in the battle for GOP hearts and minds.

On the Democratic side, Hillary Clinton continues to far surpass Bernie Sanders in favorability among party regulars, and she's vastly more popular within the Democratic Party than are any of the Republican candidates within the GOP base. Still, gender and racial gaps mark Clinton's standings, and Sanders pushes back among young adults, independents and the better-off.

Movement is greatest among Republicans. Trump's favorability rating within the GOP has dropped by 12 percentage points, from a high of 69 percent in November to 57 percent now; the decline has occurred almost exclusively among Republican women. Cruz, +7 points to 60 percent favorable, is +13 points among strong conservatives overall, a core GOP group; 76 percent now rate him favorably.



Christie, the big gainer within his party, has advanced by 18 points among Republicans – 35 percent favorable when last tested last spring, 53 percent now. While his rating is mid-tier comparatively, he’s supplanted Bush, who’s lost 12 points since November. Just 44 percent of Republicans now see Bush favorably, a dismal score in his own party. He’s at a new low in ABC/Post polling this election cycle; Cruz and Christie, at new highs.

Carson, while still broadly popular, has lost 9 points within the party, albeit to a still-tops 62 percent. Unchanged amid this churn is Marco Rubio, seen favorably by 58 percent of Republicans in this poll, produced for ABC by [Langer Research Associates](#).

Favorable or unfavorable opinions constitute the most basic measure of a public figure’s popularity, potentially a key factor in motivating voters to go to the polls – especially in low-turnout contests such as caucuses and most presidential primaries. Campaigns, as such, often look to boost their own candidate’s favorability – or to pull down their opponents’.

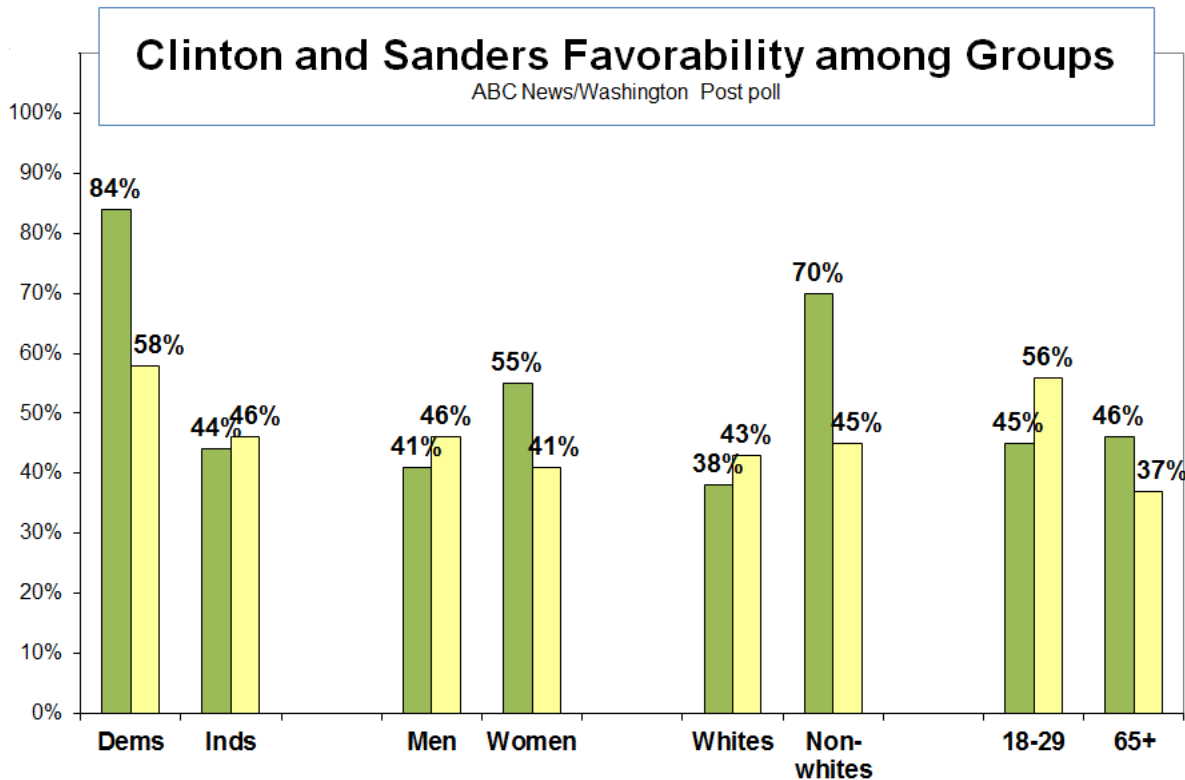
IN-PARTY – Setting aside movement, top within-party ratings are held by Carson, Cruz, Rubio and Trump, seen favorably by 62 to 57 percent of Republicans, with Christie at 53 percent and Bush behind. Sanders is seen favorably by 58 percent of Democrats, in line with the top GOP in-party scores.

Clinton, by contrast, is popular with a vast 84 percent within her party. She gets some apparent help from the only non-candidate tested in this survey – Bill Clinton, who’s got an 83 percent favorability score among Democrats, essentially the same as his wife’s.

	% favorable within party	Change from Nov.
H. Clinton	84%	+1 pt.
B. Clinton	83	NA
Sanders	58	+4
Carson	62	-9
Cruz	60	+7
Rubio	58	=
Trump	57	-12
Christie	53	+18*
Bush	44	-12

\*from May

Most primary voters are party regulars, putting Clinton in a strong position, especially outside Iowa, an anything-can-happen contest marked by very low participation; and New Hampshire, where a disproportionate number of independents participate. Clinton’s favorability rating among independents is just 44 percent; Sanders’ is about the same, 46 percent. The GOP candidates’ favorability among independents ranges from 36 to 42 percent.



Cross-party ratings, for their part, underscore the extreme unpopularity of Clinton among Republicans (82 percent see her unfavorably) and of Trump among Democrats (85 percent give him the squint eye). Indeed, 67 percent of Republicans see Clinton “strongly” unfavorably and 71 percent of Democrats have a strongly negative view of Trump – high levels of strong sentiment.

Republicans are somewhat less critical of Sanders (63 percent see him unfavorably); the other top Republicans score similarly among Democrats, with unfavorable ratings of 61 to 68 percent. That includes a sharp 15-point jump in the number of Democrats viewing Carson negatively and +12 points in Democrats’ negative views of Rubio.

AMONG ALL – Reflecting the public’s general discontent with the state of politics, not one of these candidates has a majority favorable rating among all adults. Clinton and Sanders are close, at 48 and 44 percent, respectively. Cruz, Carson and Rubio are rated favorably by 42 to 40 percent of all adults; Trump, Christie and Bush by 35 percent. A crowd-topping 62 percent of Americans see Trump unfavorably; his only rival there is Bush, 58 percent negative.

Bill Clinton tops the popularity list with a 53 percent favorability rating – but that’s down by 10 points compared with spring 2014, as he’s re-entered the political fray on his wife’s behalf.

	% favorable all adults	Change from Nov.
H. Clinton	48%	+2 pts.
B. Clinton	53	NA

Sanders	44	+4
Carson	41	-9
Cruz	42	+8
Rubio	40	-1
Trump	35	-3
Christie	35	+13*
Bush	35	-1

\*from May

**GROUPS** – There are some telling differences among groups. Trump’s favorability rating is just 18 percent among Hispanics and blacks alike, vs. 44 percent among whites. And Trump is seen favorably only by 28 percent of women, vs. 42 percent of men.

There’s a sharp gender gap on Trump even within the GOP: He’s popular with 67 percent of Republican men, compared with 48 percent of Republican women. He’s lost 19 points among GOP women since November, vs. a scant -3 among GOP men. He also has dropped 16 points among less-educated Republicans, one of Trump’s central support groups.

Bush, Rubio and Cruz stand out among their peers with favorable ratings of 44, 37 and 35 percent, respectively, among Hispanics, a growing population group. Sanders, generally weak among racial and ethnic minorities, is at 36 percent among Hispanics.

Clinton, by contrast, is seen favorably by 61 percent of Hispanics, as well as by 86 percent of blacks. Her favorability among whites, though, dives to 38 percent, 5 points shy of Sanders and trailing Carson, Cruz, Trump and Rubio alike (but not Christie or Bush).

Some of Christie’s advance seems to reflect a sharpening of the partisan lens. Compared with ABC/Post data from last May, he’s seen his biggest gains among conservatives (+23 points) and within his own party (+18). But he’s also advanced among independents (+14).

On the Democratic side, Sanders’ 56 percent favorability among adults younger than 30 compares with Clinton’s 45 percent; however Sanders falls off among those 30 and up. Also, Sanders does best among adults with \$100,000-plus incomes (56 percent favorable), while Clinton’s best group is the less-than-\$50,000 bracket (53 percent).

Finally, as noted, there’s a sharp gender gap in Clinton’s support: She’s seen favorably by 55 percent of women overall, compared with 41 percent of men – a reverse of the gender gap in views of Trump.

**METHODOLOGY** – This ABC News/Washington Post poll was conducted by landline and cell phone Jan. 6-10, 2016, in English and Spanish, among a random national sample of 1,000 adults, including 277 Republicans, 316 Democrats and 359 independents. Results have a margin of [sampling error](#) of 4 points for the full sample, and 7.5, 7 and 6.5 points for Republicans, Democrats and independents, respectively. The survey was produced for ABC News by [Langer Research Associates](#) of New York, N.Y., with sampling, data collection and tabulation by SSRS of Media, Pa. See details on the survey’s methodology [here](#).

Analysis by Gary Langer and Gregory Holyk.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollingunit>.

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Full results follow.

1. Overall, do you have a favorable or unfavorable impression of [ITEM]? Do you feel that way strongly, or somewhat?

1/10/16 - Summary Table

	----- Favorable -----			----- Unfavorable -----			No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
a. Donald Trump	35	17	18	62	14	48	3
b. Marco Rubio	40	9	31	43	24	19	18
c. Jeb Bush	35	7	27	58	28	30	8
d. Ben Carson	41	13	28	43	22	21	16
e. Ted Cruz	42	12	30	43	19	23	16
f. Chris Christie	35	6	29	47	25	22	18
g. Hillary Clinton	48	24	24	49	13	36	3
h. Bernie Sanders	44	16	27	40	18	22	16
i. Bill Clinton	53	29	25	43	18	25	4

Trend:

a. Donald Trump

	----- Favorable -----			----- Unfavorable -----			No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/10/16	35	17	18	62	14	48	3
11/8/15	38	16	23	59	13	46	3
9/27/15	35	14	21	60	19	41	5
8/30/15	37	16	21	59	16	43	4
7/12/15	33	14	19	61	16	45	6
5/31/15	16	7	9	71	16	55	13
12/18/11	40	12	29	48	21	27	12
1/16/00*	20	NA	NA	70	NA	NA	11
10/31/99*	18	"	"	70	"	"	12

\* "Regardless of how you might vote, please tell me if you have a favorable or unfavorable impression of Donald Trump, or perhaps you don't know enough to say."

b. Marco Rubio

	----- Favorable -----			----- Unfavorable -----			No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/10/16	40	9	31	43	24	19	18
11/8/15	41	10	31	37	23	14	22
6/23/13	26	7	19	25	16	16	49
8/10/12	29	13	16	26	14	12	45
6/3/12	29	9	20	32	16	16	39

c. Jeb Bush

	----- Favorable -----			----- Unfavorable -----			No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/10/16	35	7	27	58	28	30	8
11/8/15	36	8	29	55	27	28	9

8/30/15	38	7	31	55	26	29	7
7/12/15	38	9	29	47	23	25	14
5/31/15	32	8	23	51	17	34	17
3/29/15	33	11	22	53	20	33	14
6/3/12	36	13	22	45	18	27	19

d. Ben Carson

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	opinion
1/10/16	41	13	28	43	22	21	16
11/8/15	50	19	31	32	17	15	18
9/27/15	45	19	26	27	16	11	28

e. Ted Cruz

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	opinion
1/10/16	42	12	30	43	19	23	16
11/8/15	34	9	25	44	23	21	23
5/31/15	25	7	18	38	13	25	37
3/29/15	25	8	17	45	17	29	30

f. Chris Christie

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	opinion
1/10/16	35	6	29	47	25	22	18
5/31/15	22	5	17	48	19	29	29
3/29/15	26	5	21	51	21	30	24
1/23/14	35	8	26	40	20	20	25

g. Overall, do you have a favorable or unfavorable impression of Hillary Clinton? Do you feel that way strongly, or somewhat?

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	opinion
1/10/16	48	24	24	49	13	36	3
11/8/15	46	23	24	51	13	38	3
10/11/15	47	20	26	49	14	35	5
8/30/15	45	21	24	53	14	39	2
7/12/15	52	25	26	45	14	30	4
5/31/15	45	24	21	49	10	39	6
3/29/15	49	30	20	46	11	35	4
1/23/14	58	32	26	38	12	26	4
6/23/13	61	31	30	33	13	21	6
1/20/13	67	35	32	26	12	14	6
12/2/12	66	35	30	28	14	14	6
4/22/12	65	33	32	27	14	13	8
8/22/08 RV	52	29	23	44	14	30	4
6/15/08	54	26	28	43	17	26	3
4/13/08	44	22	23	54	15	39	2
1/12/08	58	32	26	40	11	29	2
11/1/07	50	28	22	46	11	35	4
2/25/07	49	25	24	48	13	35	3
1/19/07	54	31	23	44	14	30	3
12/11/06	56	27	29	40	11	29	4
5/15/06	54	29	25	42	11	31	4
3/5/06	52	27	25	46	12	33	2
6/5/05	51	NA	NA	46	NA	NA	3
6/1/03	44	15	29	48	16	32	8
9/2/99	49	NA	NA	44	NA	NA	7
6/6/99	59			35			6

3/14/99	60			36			4
2/14/99	63			31			6
11/1/98	64			31			5
8/21/98	64			28			8
8/19/98	64			32			4
4/4/98	58			33			10
1/30/98	60			30			10
1/19/98	52			39			9
3/9/97	47			44			9
9/4/96 RV	47			42			12
6/30/96	44			47			9
1/21/96	28			36			36
1/19/96	32			34			34
10/31/94	47			44			8
5/15/94	54			41			5
3/27/94	53			39			8
1/23/94	55			34			11
11/14/93	58			33			9
8/8/93	59			33			8
4/26/93	54			26			20
2/23/93	59			24			18
1/17/93	51			20			29
7/8/92	30			26			43
3/18/92	28	"	"	22	"	"	51

h. Overall, do you have a favorable or unfavorable impression of Bernie Sanders? Do you feel that way strongly, or somewhat?

	----- Favorable -----			----- Unfavorable -----			No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/10/16	44	16	27	40	18	22	16
11/8/15	40	14	27	38	17	21	21
10/11/15	35	14	21	35	19	16	30
7/12/15	27	9	18	28	15	12	45

i. Overall, do you have a favorable or unfavorable impression of Bill Clinton? Do you feel that way strongly, or somewhat?

	----- Favorable -----			----- Unfavorable -----			No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/10/16	53	29	25	43	18	25	4
5/25/14	63	32	31	32	15	18	4
8/22/08 RV	55	30	25	43	15	28	2
4/13/08 RV	47	26	21	51	16	35	2
4/13/08	47	25	22	51	16	34	3
2/1/08	55	32	23	42	15	27	3
2/25/07	55	33	22	42	13	30	2
1/19/07	61	NA	NA	37	NA	NA	2
5/15/06	59	36	24	39	13	25	2
12/15/00	56	NA	NA	40	NA	NA	4
7/23/00	44	23	21	50	36	13	6
6/6/99*	52	NA	NA	44	NA	NA	4
2/14/99	57	32	25	40	29	11	3
1/30/99	54	35	19	42	30	12	3
9/28/98	48	NA	NA	47	NA	NA	5
8/23/98	45			49			6
8/21/98	56			40			4
8/19/98	39			57			4
7/12/98	54			40			6
5/12/98	54			42			4
4/4/98	55			39			6

2/18/98	56			41			3
1/30/98	60			35			6
1/25/98	54			42			5
1/24/98	51			44			5
1/19/98	59			35			6
1/12/98	59			33			7
10/13/97	59			37			4
9/10/97	57			38			5
3/9/97	60			38			3
9/4/96	RV 58			38			4
6/30/96	56			38			5
10/30/95	54			41			6
7/17/95	59			38			3
6/8/95	53			43			4
3/19/95	55			42			3
10/31/94	51			44			5
5/15/94	57			40			3
3/27/94	59			37			4
1/23/94	60			32			8
11/14/93	58			37			5
11/11/93	52			43			6
8/8/93	56			39			5
4/26/93	59			29			12
2/23/93	59			30			11
1/17/93	68			20			11
10/18/92	LV 56			36			8
9/27/92	LV 55			36			9
8/23/92	RV 54			36			10
7/19/92	RV 58			23			18
7/8/92	52			33			15
6/7/92	41			38			21
3/18/92	37			37			26
3/11/92	39			31			30
2/2/92	37			24			39
1/27/92	23			11			66
10/21/91	13	"	"	9	"	"	78
*Washington Post poll							

\*\*\* END \*\*\*