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2016 California Republican Presidential Primary Poll

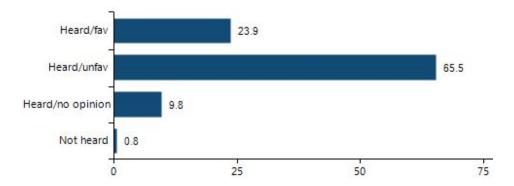
Date: March 10, 2016
To: Interested Parties

From: Val Smith, PhD, SmithJohnson Research Re: California Republican Presidential Primary

From March 2-5 and 7-9 SmithJohnson Research conducted two California statewide surveys. The target population was registered "2016 likely voters". Registered Republicans were asked who they supported in the presidential primary. In interviews conducted March 7-9 we also included a question rating Donald Trump's favorability among voters from <u>all parties</u>. The sample size for the GOP presidential primary question was 454 (+/-4.%). For the Trump name ID question it was 795 (+/-3.5%).

Donald Trump Favorable/Unfavorable

Trump was rated favorably by 23.9% of the sample, while 65.5% gave him an unfavorable rating. Ten percent (9.8%) had no opinion.



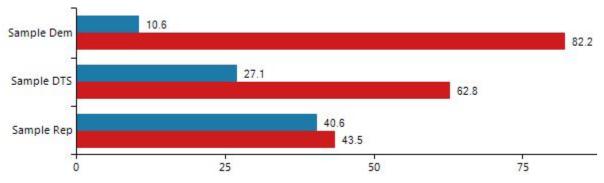
Trump Name ID by Party Loyalty*

Party loyalty* was a dramatic predictor of Trump's favorability. Loyal Democrats and self-identified switch voters overwhelmingly rated him unfavorably. Among loyal Republicans he held a positive net favorable rating, with 48% favorable and 38.1% unfavorable. About 13% of Republicans said they have not yet formed an opinion.

DV	Mainly Rep	Switch voter	Mainly Dem
Heard/fav	48.0%	27.9%	7.1%
Heard/unfav	38.1%	57.7%	87.9%
Heard/no opinion	12.9%	13.0%	4.7%
Not heard	1.0%	1.4%	0.3%
Index	110	71	20
Marginal Percentage	27.0%	27.8%	45.3%

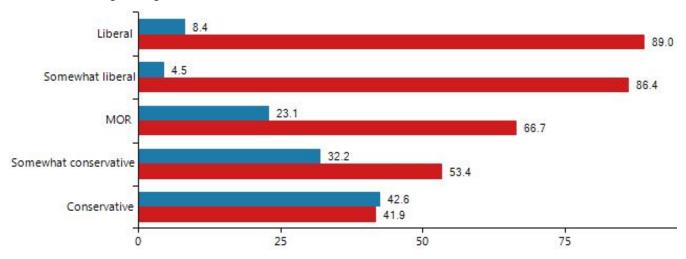
Trump Name ID by Party Registration (Blue bar = Favorable; Red bar = Unfavorable; Undecided not shown)

This result calls into question his ability to widen the appeal of the Republican Party to attract Democrats and independent voters. Among Democrats, Trump had an 8:1 unfavorable-to-favorable ratio. Among independent (declined-to-state) voters he had a 2:1 unfavorable ratio. Even among Republicans his popularity was a weak 1:1 ratio. Improving those ratios will be difficult during the general election. With only one in ten voters yet to form an opinion of him he has little space left to improve without changing opinions from negative to positive.



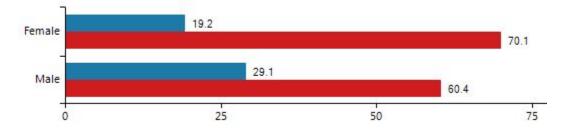
Trump Name ID by Ideology

On ideological grounds, Trump's favorable numbers climb with conservatives but not as much as his unfavorable rating among liberals.



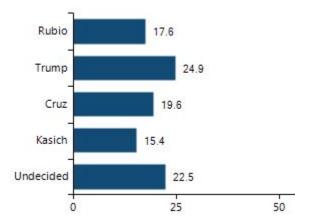
Trump Name ID by Gender

Donald Trump also suffered from a gender gap. Among males he had roughly a 2:1 unfavorable-to-favorable impression ratio, but among females the comparable ratio approached 4:1.



GOP Presidential Primary Candidate Preference

Despite sizable negative impressions among Republicans, Donald Trump was able to capture a plurality of the Republican vote in anticipation of California's closed Republican primary. Trump led the field with 24.9% compared to 19.6% for Cruz, followed closely by Rubio and Kasich.



Trump scored best among Males (29.2%), the "somewhat religious" (32.2%), and very high propensity voters (29.8%). Ted Cruz performed best among conservative voters (29.6%) and religious voters (26.7%). Rubio topped the list among Latino voters (28.3%) and low propensity voters (25.7%). Kasich made his best showing among non-religious voters (32.1%). Age and median neighborhood income failed to discriminate among the candidates.

Isolating the matchup between Trump and Cruz, the interesting variables were party loyalty and ideology. Among consistently loyal Republicans the election was close: Trump (27.2%) and Cruz (23.5%), but among switch voters Trump held an eight-point advantage at 21.4% to 13.7%. Similarly, among conservative voters Cruz enjoyed the edge at 29.6% to 26.3%.

^{*}Party loyalty question: Thinking about how you vote, do you usually vote mainly Republican, mainly Democrat, or about the same for each party?