

# The United States presidential candidates

General public telephone omnibus survey

April 2016



# Methodology

- > Results are based upon questions asked in the UMR Research nation-wide omnibus; a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.
- > Fieldwork was conducted from the 31st March to 6th April 2016 at UMR Research's national interview facility in Auckland.
- > The margin of error for sample size of 750 for a 50% figure at the 95% confidence level is  $\pm 3.6\%$ .

# Candidates within parties



Would you prefer 'A' or 'B' to be the **Democratic/Republican** presidential candidate in the United States? If you do not know enough please say so

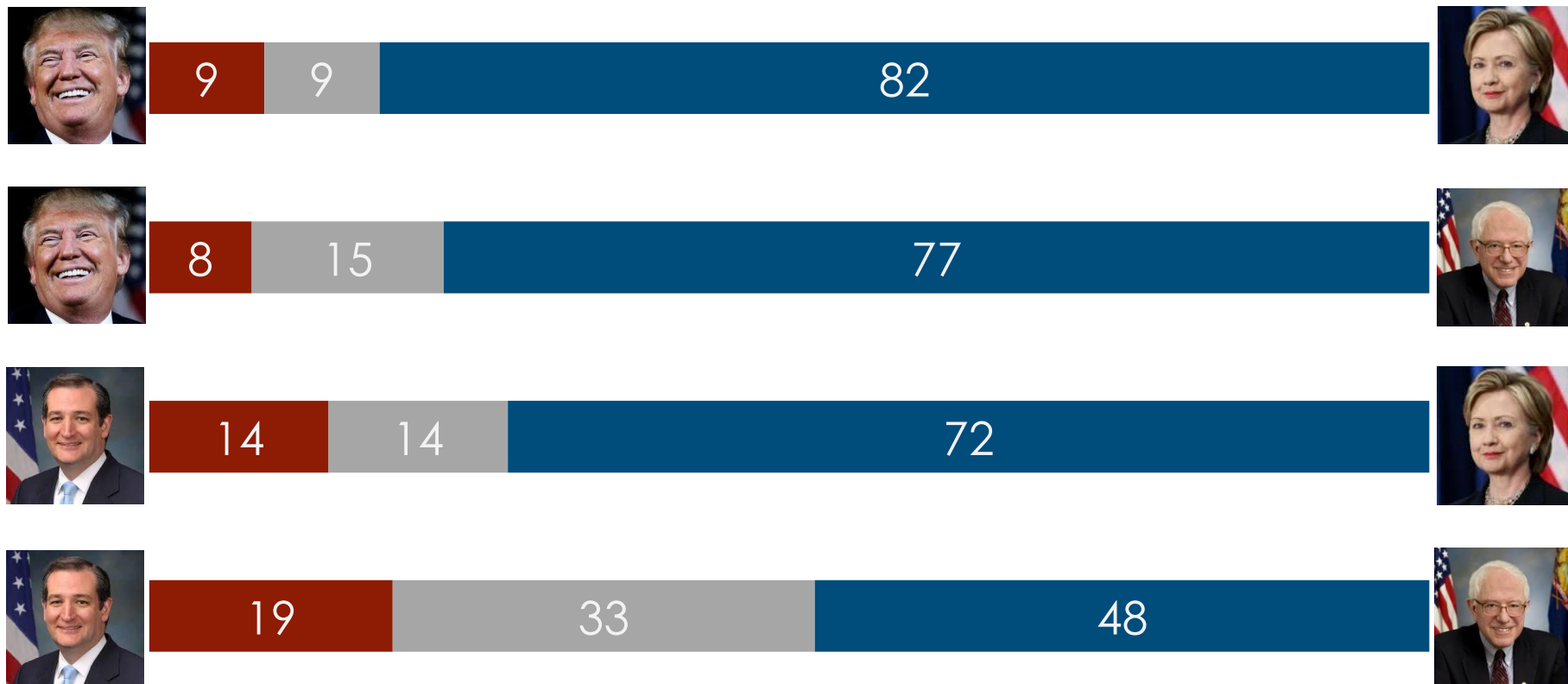


■ % A    ■ % Unsure    ■ B

# Republicans vs. Democrats



*I am going to read out the names of two American presidential candidates, if you had a vote where the contest was between these candidates, who would you vote for?*

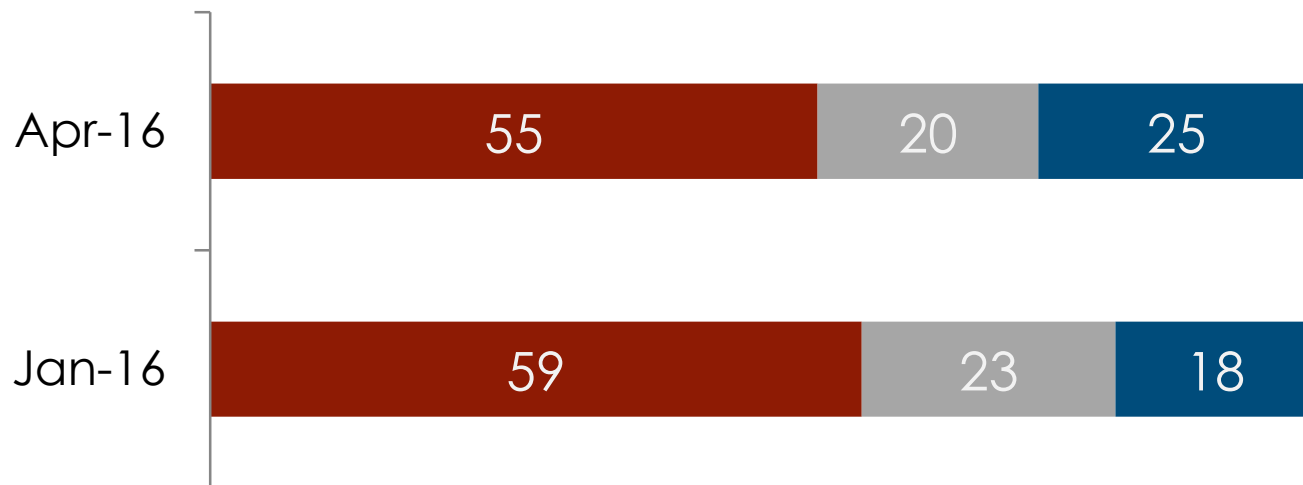


■ % A   ■ % Unsure   ■ % B

# Democratic tracking



*Would you prefer Hillary Clinton or Bernie Sanders to be the Democratic presidential candidate in the United States? If you do not know enough please say so*



■ % Hillary Clinton

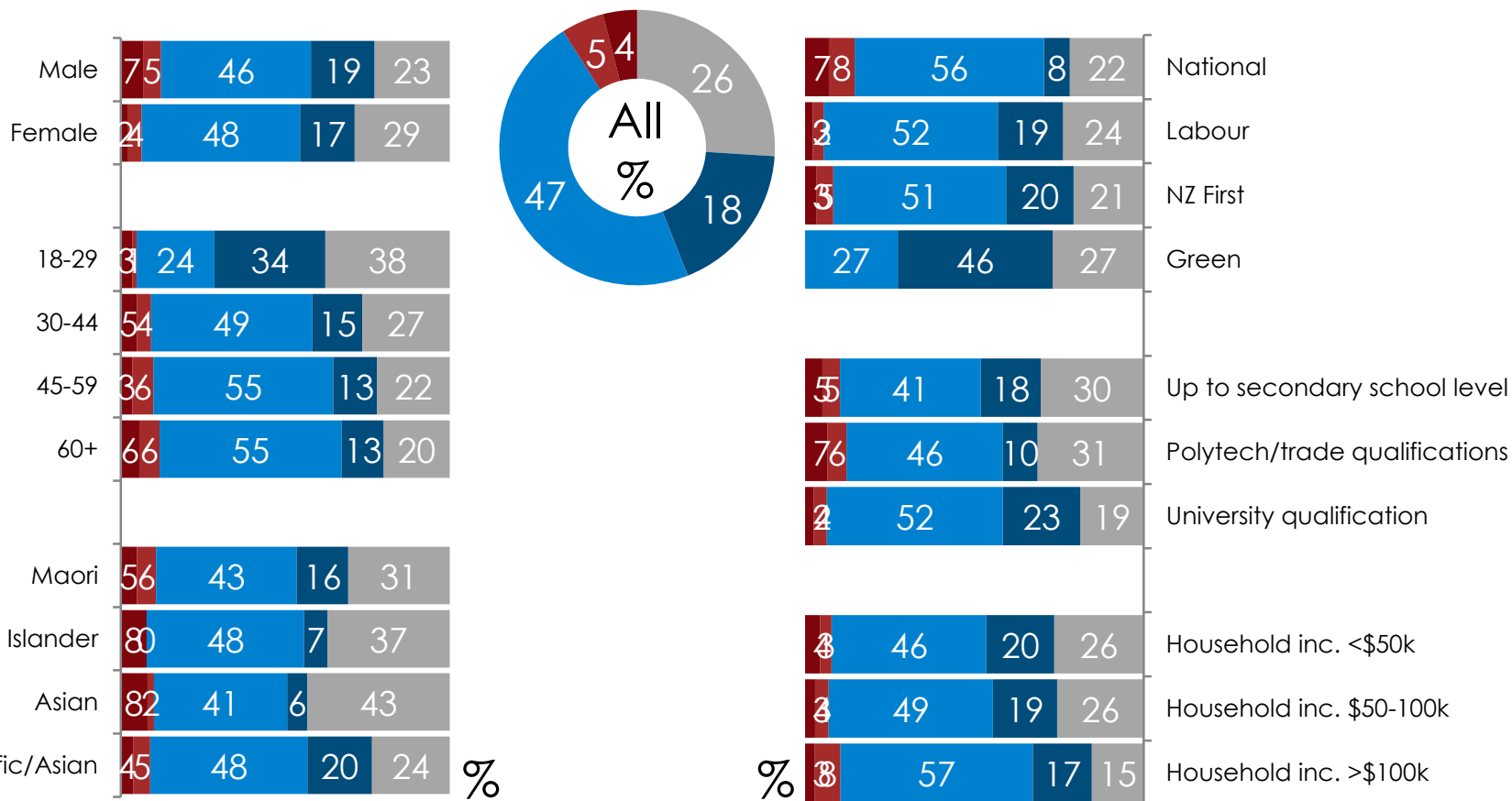
■ % Unsure

■ % Bernie Sanders

# Overall supporters - demographics



Those who supported one particular candidate in all three question asked about each of candidate.



■ Trump ■ Cruz ■ Clinton ■ Sanders ■ None