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Potential 2016 Candidates In Early Polls: There is a big field of potential candidates for the Republican 2016 nomination. Early polling rarely predicts the nominee, however, a recent CBS News [poll](#) was interesting in that it asked respondents if potential candidates should run, should not run, or if the respondent was unsure or lacked sufficient information. Open-ended questions like these can shine light on how Republicans feel about the candidates.

The results broke the prospective field into four groups. First are the well-known Republicans with positive images: former Governors Mitt Romney (59% say run, 26% say do not), Jeb Bush (50% vs. 27%), and Mike Huckabee (40% vs. 29%).

The second group consists of those with positive images and low awareness: Senator Marco Rubio (26% say run, 19% say do not), Governor Scott Walker (22% vs. 12%), and Dr. Ben Carson (21% vs. 17%). A majority of Republicans say they do not have enough information to cast judgment yet: 54%, 64% and 61%, respectively.

Third are people with negative images, but who are better known: former Governor Sarah Palin (30% say run, 59% say do not), Governor Chris Christie (29% vs. 44%), and Senator Rand Paul (27% vs. 34%). They will need to reverse some negative perceptions or keep them from growing.

Finally there are those whose numbers are upside down, but who are largely unknown: former Governor Rick Perry (21% say run, 32% say do not and 47% do not know), Senator Ted Cruz (21%, 25% and 53%), Governor Bobby Jindal (14%, 20% and 65%) and former Senator Rick Santorum (19%, 29% and 51%).

Each group faces its own set of challenges in terms of raising money and creating a strong platform, as I mentioned in my recent Wall Street Journal [column](#). With even bigger GOP turnout expected in the 2016 GOP primary than in the past, these potential candidates will have to take every opportunity to explain their visions and make their experiences and message known.