

## Polling News & Notes

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**Many GOP Candidates Still Unknown To Voters:** This week, the GOP presidential field grew to fourteen candidates when New Jersey Governor Chris Christie announced his candidacy. One of the few values of early racehorse polls is the insight they provide into how well-known the candidates are. New data suggests many candidates remain unknown to voters.

A May 31 *Washington Post*/ABC News [poll](#) shows that roughly one-third of voters know so little, they have yet to form an opinion of some of the GOP candidates. The least known candidate is Wisconsin Governor Scott Walker: 48% of voters said they have no opinion of him. Thirty-seven percent of voters said they have no opinion of both Florida Senator Marco Rubio and Texas Senator Ted Cruz. Twenty-nine percent of voters stated that they do not have an opinion of Kentucky Senator Rand Paul and Governor Christie. The most well-known candidates in the Republican field are former Florida Governor Jeb Bush (17% no opinion) and Donald Trump (13% no opinion).

This suggests that most of the GOP candidates have room to grow as voters become more familiar with them. One thing to watch: since Republican voters are more likely to be collecting information on GOP candidates now, the better known each of the Republican hopefuls become, the more likely their unfavorable numbers will rise. In our polarized political system, it is the rare for a candidate's unfavorable ratings to decline as the general electorate becomes more familiar with them.

