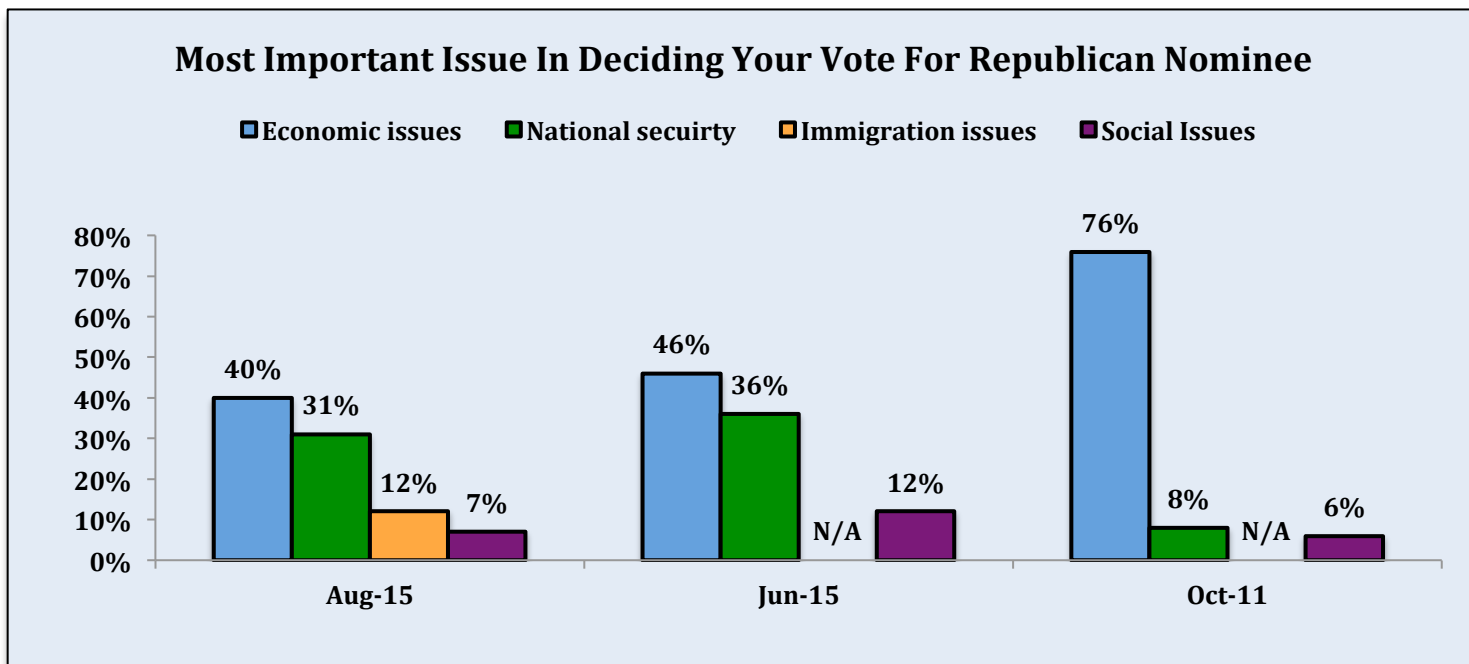


**Economy Deciding Factor For Voters:** In tonight's first 2016 presidential primary debate Republican candidates can expect about seven questions apiece. The candidates must work within the time constraints to convey messages that will resonate with voters while allowing their personalities to come through. It will be wise for the candidates to remember voters' top issues during tonight's debate and those that follow.

According to a recent Fox News [poll](#), 40% of Republican primary voters said that economic issues, including taxes and government spending, will be most important in deciding their vote for the Republican nominee, compared to 46% who said the same in June 2015 and 76% in October 2011. Thirty-one percent said that national security was most important, versus 36% in June 2015 and 8% in October of 2011. Immigration issues were most important to 12% of voters, though "immigration issues" was not a response option in June 2015 or October 2011. Lastly, 7% of voters stated that social issues would decide their vote, compared to 12% in June 2015 and 6% in October 2011.

In the same poll, 29% of voters said that the most important quality in deciding whom to support is that he or she is a strong leader. Twenty percent said the most important quality was having true conservative values and 13% said the right experience, ability to defeat the Democratic nominee or shaking things up in Washington was the most important. Candidates who are clear and concise during their answers and rebuttals, particularly regarding these top issues, will resonate most with voters in tonight's debate and throughout the primary.



Source: Fox News