***CANDIDATE***

***PROFILE AND ASSESSMENT***

Assessor’s Name:

Identify the candidate you are assessing.

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| \_\_ Jeb Bush | \_\_ Ben Carson | \_\_ Ted Cruz | \_\_ Marco Rubio | \_\_ Donald Trump |

You must answer all items in the profile and assessment. N/As, blank spaces and so on are not acceptable entries.

Unless an item is clearly factual (amount of money, birth date and etc), always give a detailed and in-depth explanation for why you responded as you did.

If, at any time, you are unsure what data a specific item refers to, review the *Explanatory Notes* in the project instructions.

Please do not make any alterations to the tables. They will expand if necessary to provide room for your responses.

*PROFILE*

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| PERSONAL STATISTICS | In the spaces below, enter the information requested or, where indicated, *none*. |
| date of birth |  |
| place of birth |  |
| spouse's name |  |
| number and ages of children under 21 / none |  |
| religious denomination / none |  |
| highest level of education and major |  |
| current city and state home-of-record |  |
| current employer and position / none |  |

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| MEDIA IMAGE | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| Describe the media’s representation of the candidate. |  |
| Is this an accurate representation? Why? |  |
| **Factors contributing to candidate’s image:** | |
| What personal characteristics contribute to the candidate’s image? |  |
| What cosmetic variables contribute to the candidate’s image? |  |

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| VERBAL SKILLS (speeches, interviews, etc) | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| How effectively does the candidate use humor? |  |
| How quickly does the candidate think when faced with the unexpected? |  |
| How appropriately does the candidate respond to the unexpected? |  |
| Describe the candidate’s body language. (Pick one.) | \_\_ relaxed \_\_ stiff \_\_ anomalous |
| Describe the impact of the candidate’s speeches. (Pick one.) | \_\_ excite crowds \_\_ subdue crowds |
| What type of symbolism does the candidate use? (Pick one from each pair.) | \_\_ unifying \_\_ divisive |
| \_\_ positive \_\_ negative |

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| DEBATE PERFORMANCE | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| What themes or phrases does the candidate commonly use? |  |
| What are the key moments (positive or negative) in the campaign? |  |
| What was the resulting feedback from those key moments? |  |
| Give examples of the candidate’s issue-based arguments. |  |
| Give examples of the candidate’s character-based arguments. |  |
| Give examples of [spin](http://learning.blogs.nytimes.com/2006/08/14/spin-cycle/) from the candidate’s organization. |  |
| What are the candidate’s most effective debate moves? What is the rationale for your choice? |  |
| What are the candidate’s least effective debate moves? What is the rationale for your choice? |  |

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| ISSUES | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| **What is the candidate’s current position on key issues?** | |
| abortion |  |
| environment |  |
| health care |  |
| immigration |  |
| same-sex marriage |  |
| taxing and spending |  |
| terrorism |  |
| ­other domestic policy issue / none |  |
| ­other foreign policy issue / none |  |
| Has the candidate’s position on any issues evolved over time? Which issues and in what way? |  |
| How do the candidate’s issue positions differ from those of the other primary candidates? |  |

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| EXPERIENCE | In the spaces below, enter the information requested or, where indicated, *none*. |
| elected offices held / none |  |
| unelected/appointed offices held / none |  |
| experience in the private sector / none |  |

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| FINANCES | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| total money raised to date |  |
| percent of money raised from individual contributions |  |
| percent of money raised from PACs |  |
| total money spent to date |  |
| percent of total money raised that has been spent |  |
| How does the candidate’s campaign funding differ from that of the other primary candidates? |  |
| How does the candidate’s campaign funding differ from that of the leading Democratic candidate? |  |

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| POLLING DATA | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| Are the following groups trending toward or away from the candidate? | |
| men/women |  |
| young/old |  |
| black/Hispanic/white |  |
| religious/non-religious |  |
| gay/straight |  |
| other \_\_\_\_\_\_\_\_\_\_\_\_\_ / none |  |
| other \_\_\_\_\_\_\_\_\_\_\_\_\_ / none |  |
| Which groups, if any, are potential opportunities for gains? Why? |  |
| Are there any unexpected poll results? Are the unexpected results positive or negative? Explain. |  |
| What trends in the polling data are most significant for the candidate? Explain. |  |

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| STRATEGY | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| On which remaining states is the campaign currently focusing? |  |
| Will / Did the candidate participate in the Iowa caucuses? Why? |  |
| Will / Did the candidate participate in the New Hampshire primary? Why? |  |
| What is the candidate’s current delegate count? |  |
| What is the delegate count needed to claim the nomination? |  |
| What are the current delegate counts of the other primary candidates? |  |
| Which remaining states does the campaign predict as wins? What is the campaign's rationale for those predictions? |  |
| Which voter groups is the campaign currently targeting or planning to target? Why? |  |
| What is the strategic goal of the candidate’s advertisements? |  |
| How effective are those advertisements? Why? |  |
| Which issue positions are the campaign currently emphasizing? |  |
| Which issue positions are the campaign currently de-emphasizing? |  |

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| ASSESSMENT | In the spaces below, enter the information requested in sufficient depth and using sufficient detail. Give examples where appropriate. |
| Assessment:  What is the candidate's chance of success by the time of the Republican convention? Be as specific as the data allow. |  |
| Rationale:  What method did you use to reach your assessment? What data were most important in your assessment? |  |
| Convention:  How likely is it that the Republicans will have a brokered convention? Why? |  |
| Integrity of the Data:  How confident are you that the data used are comprehensive and accurate? Why? |  |