

CANDIDATE PROFILE AND ASSESSMENT

Assessor's Name:

Identify the candidate you are assessing.

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

PERSONAL STATISTICS	In the spaces below, enter the information requested or, where indicated, <i>none</i> .
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	

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?

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

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 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?

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?

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

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?

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.

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?

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?