



**Ipsos Poll conducted for Reuters, October 27-28, 2011**

**NOTE: all results shown are percentages unless otherwise labeled.**

*These findings are from an online omnibus survey of 554 Republican Registered Voters. Individuals were interviewed via a U.S. online household panel. Data were collected via a national omnibus survey, including a screener for registered voters. The data were weighted to the national profile of registered voters, and then a filter was applied on Republicans. The survey was conducted October 27-28, 2011. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (\*) indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding.*

|                               |
|-------------------------------|
| <b>POLITICAL DEMOGRAPHICS</b> |
|-------------------------------|

1. Are you currently registered to vote, or not?

|     |     |
|-----|-----|
| Yes | 100 |
| No  | 0   |

2. Sometimes things come up and people are not able to vote. In the 2008 election for President, did you happen to vote?

|     |    |
|-----|----|
| Yes | 92 |
| No  | 8  |

3. Why not? *BASE = All who did not vote at 2008 Presidential Election (47)*

|                                            |    |
|--------------------------------------------|----|
| Not registered                             | 21 |
| Too busy                                   | 13 |
| Something else came up                     | 11 |
| Did not live in state/district at the time | 12 |
| Too young to vote                          | 11 |
| Something else                             | 32 |

4. Next November, in 2012, the Presidential election will be held. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming Presidential election?

|                                      |    |
|--------------------------------------|----|
| 1 – Completely certain will NOT vote | 3  |
| 2                                    | 1  |
| 3                                    | *  |
| 4                                    | 0  |
| 5                                    | *  |
| 6                                    | 1  |
| 7                                    | 1  |
| 8                                    | 4  |
| 9                                    | 9  |
| 10 – Completely certain WILL vote    | 80 |
| Don't know                           | 1  |



5. How much interest do you have in following news about the upcoming Presidential election?

|                                      |           |
|--------------------------------------|-----------|
| A great deal                         | 44        |
| Quite a bit                          | 31        |
| Only some                            | 20        |
| Very little                          | 4         |
| No interest at all                   | 1         |
| <b>TOTAL: Great deal/Quite a bit</b> | <b>75</b> |
| <b>TOTAL: None/Very little</b>       | <b>5</b>  |

6a/b. Do you consider yourself a Democrat, a Republican an Independent or none of these? [IF INDEPENDENT/NONE OF THESE] If you had to choose, do your beliefs tend to lean more towards the Democrats or more towards the Republicans?

|                            |            |
|----------------------------|------------|
| Strongly Democrat          | -          |
| Moderately Democrat        | -          |
| Lean Democrat              | -          |
| Strongly Republican        | 34         |
| Moderately Republican      | 44         |
| Lean Republican            | 22         |
| Independent (No lean)      | -          |
| Don't know / None of these | -          |
| <b>Total Democrats</b>     | <b>-</b>   |
| <b>Total Republicans</b>   | <b>100</b> |
| <b>Total Independents</b>  | <b>-</b>   |

## POLITICAL QUESTIONS

7. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

|                 |    |
|-----------------|----|
| Right direction | 8  |
| Wrong track     | 88 |
| Don't know      | 4  |

8. Overall, do you approve, disapprove or have mixed feelings about the way Barack Obama is handling his job as President? [IF MIXED FEELINGS/DON'T KNOW] If you had to choose, do you lean more towards approve or disapprove?

|                     |    |
|---------------------|----|
| Strongly approve    | 3  |
| Somewhat approve    | 3  |
| Lean approve        | 2  |
| Mixed feelings      | 3  |
| Lean disapprove     | 9  |
| Somewhat disapprove | 17 |
| Strongly disapprove | 63 |
| Don't know          | *  |



9a. If the 2012 Republican presidential primaries were being held today, for whom of the following would you vote?

|                   |    |
|-------------------|----|
| Mitt Romney       | 29 |
| Herman Cain       | 24 |
| Rick Perry        | 15 |
| Newt Gingrich     | 11 |
| Ron Paul          | 7  |
| Michelle Bachmann | 4  |
| Jon Huntsman      | 1  |
| Wouldn't vote     | 9  |

9b. If your first choice in the 2012 Republican presidential primaries dropped out of the race, who would your second choice be?

|                   |    |
|-------------------|----|
| Rick Perry        | 21 |
| Mitt Romney       | 17 |
| Newt Gingrich     | 17 |
| Herman Cain       | 17 |
| Ron Paul          | 10 |
| Michelle Bachmann | 8  |
| Jon Huntsman      | 6  |
| Wouldn't vote     | 5  |

10. Would you say your overall opinion of each of the following Republican presidential candidates is favorable or unfavorable?

|                           | MITT ROMNEY | HERMAN CAIN | RICK PERRY |
|---------------------------|-------------|-------------|------------|
| Very favorable            | 20          | 31          | 16         |
| Somewhat favorable        | 46          | 35          | 46         |
| Somewhat unfavorable      | 17          | 13          | 20         |
| Very unfavorable          | 8           | 7           | 7          |
| Don't know                | 9           | 14          | 12         |
| <b>TOTAL: Favorable</b>   | <b>66</b>   | <b>66</b>   | <b>62</b>  |
| <b>TOTAL: Unfavorable</b> | <b>25</b>   | <b>20</b>   | <b>27</b>  |

## VIDEO TESTING

[RESULTS FOR FOLLOWING QUESTIONS BASED ONLY ON THOSE WHO VIEWED THE COMPLETE VIDEO: N=374]

11. What is the first word that comes to mind after watching this video? (Please write in one word only)

WRITE IN

SEE WORD CLOUD

13. How do you feel about this ad?

|                           |           |
|---------------------------|-----------|
| I love it                 | 7         |
| I like it                 | 24        |
| I feel neutral towards it | 33        |
| I dislike it              | 24        |
| I hate it                 | 9         |
| I don't know              | 3         |
| <b>Love + like</b>        | <b>31</b> |
| <b>Hate + dislike</b>     | <b>33</b> |



14. Thinking about this video, which parts of it stood out most for you?

|                                                   |    |
|---------------------------------------------------|----|
| Mark Block smoking a cigarette                    | 50 |
| Herman Cain's image at the end                    | 31 |
| The way the video is filmed and cut               | 17 |
| The song played at the end                        | 17 |
| The background music while Mark Block is speaking | 9  |
| The Cain logo                                     | 7  |
| The building in the background                    | 6  |
| Other                                             | 8  |
| Don't know / Unsure                               | 9  |

15. After watching this video, what do you feel that it communicated to you?

|                                                                  |    |
|------------------------------------------------------------------|----|
| Herman Cain endorses smoking                                     | 28 |
| Herman Cain is a serious contender for the Republican nomination | 27 |
| Herman Cain's campaign is not well run                           | 20 |
| Herman Cain would make a good President                          | 14 |
| Herman Cain is a person like me                                  | 11 |
| Herman Cain is out of touch with the American public             | 8  |
| Herman Cain's campaign is well-run                               | 8  |
| Other                                                            | 14 |
| Don't know / Unsure                                              | 15 |

16. Does this ad make you personally more or less likely to vote for Herman Cain?

|                           |           |
|---------------------------|-----------|
| Much more likely          | 6         |
| Somewhat more likely      | 30        |
| Somewhat less likely      | 19        |
| Much less likely          | 19        |
| Unsure                    | 26        |
| <b>TOTAL: More likely</b> | <b>36</b> |
| <b>TOTAL: Less likely</b> | <b>38</b> |

17. Thinking now about Mark Block smoking a cigarette at the end of the ad, what is the first word that comes to mind after seeing this particular part of the ad? (Please write in one word only)

WRITE IN

SEE WORD CLOUD

18. Had you seen this ad before viewing it today in this survey?

|            |    |
|------------|----|
| Yes        | 24 |
| No         | 75 |
| Don't know | 1  |



19. Would you say your overall opinion of each of the following Republican presidential candidates is favorable or unfavorable?

|                           | MITT ROMNEY | HERMAN CAIN | RICK PERRY |
|---------------------------|-------------|-------------|------------|
| Very favorable            | 20          | 29          | 17         |
| Somewhat favorable        | 48          | 31          | 44         |
| Somewhat unfavorable      | 16          | 17          | 19         |
| Very unfavorable          | 7           | 15          | 8          |
| Don't know                | 9           | 8           | 11         |
| <b>TOTAL: Favorable</b>   | <b>68</b>   | <b>60</b>   | <b>61</b>  |
| <b>TOTAL: Unfavorable</b> | <b>23</b>   | <b>32</b>   | <b>27</b>  |

20. To what extent, if at all, do you personally identify with the ideals of the Tea Party movement?

|                                    |    |
|------------------------------------|----|
| I identify with them strongly      | 17 |
| I identify with them               | 24 |
| I identify with them a little      | 32 |
| I do not identify with them at all | 13 |
| Don't know / Refused               | 15 |

21. Which of the following best describes you?

|                                                 |    |
|-------------------------------------------------|----|
| I am currently a regular smoker                 | 14 |
| I was a smoker in the past, but I have quit     | 25 |
| I am or have been an occasional 'social' smoker | 5  |
| I have never been a smoker                      | 55 |
| Refused                                         | 1  |