



NEWS Release
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FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
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Cain Coverage, on Balance, Seen as Fair 39% Think Cain Allegations True, 24% False

Americans who have heard about the sexual harassment allegations against Republican presidential candidate Herman Cain, on balance, think they are true rather than false. At the same time, a plurality thinks that recent coverage of Cain has been fair.

Three-quarters of the public say they have heard a lot (51%) or a little (24%) about accusations that Cain harassed several women during his tenure in the late 1990s as president of the National Restaurant Association.

Of those who had heard about the allegations, about four-in-ten (39%) say that, from what they have read and heard, they think the allegations are true. Roughly a quarter (24%) say they think the claims are false, according to the latest weekly survey by the Pew Research Center for the People & the Press, conducted Nov. 3-6 among 1,005 adults. Another 36% say they do not know (31%) or refuse to answer (5%). The survey was completed before a Chicago woman went public with a new accusation against Cain on Monday.

Assessing Claims Against Cain

| Heard about sexual harassment accusations against Cain | Total | Rep/Lean Rep | Dem/Lean Dem |
|--|-------|--------------|--------------|
| | | % | % |
| A lot | 51 | 53 | 56 |
| A little | 24 | 24 | 22 |
| Nothing at all | 23 | 23 | 22 |
| Don't know/Refused | 1 | 1 | * |
| | 100 | 100 | 100 |
| N | | 1,005 | 387 |
| | | | 461 |

Among those who have heard a lot or a little ...

Think allegations against Cain are...

| | | | |
|--------------------|-----|-----|-----|
| True | 39 | 29 | 51 |
| False | 24 | 39 | 14 |
| Don't know/Refused | 36 | 32 | 35 |
| | 100 | 100 | 100 |

Press coverage of Cain has been...

| | | | |
|--------------------|-----|-----|-----|
| Too tough | 24 | 37 | 14 |
| Too easy | 14 | 10 | 18 |
| Fair | 43 | 39 | 51 |
| Don't know/Refused | 18 | 13 | 17 |
| | 100 | 100 | 100 |

| | | | |
|---|-----|-----|-----|
| N | 815 | 319 | 384 |
|---|-----|-----|-----|

PEW RESEARCH CENTER Nov. 3-6, 2011. Figures may not add to 100% because of rounding.

A plurality (43%) of those who have heard about the allegations say they think recent media coverage of Cain has been fair. Among those critical of the press coverage, more say it has been too tough (24%) than too easy (14%) on Cain.

While Republicans and Democrats are about equally likely to have heard about the allegations against Herman Cain, they have different perceptions of their validity – and of the fairness of media coverage. Democrats are much more likely than Republicans to say they think the allegations are true. Republicans are more likely to say media coverage has been too tough.

Among Republicans and Republican-leaning independents who have heard at least a little about this news, 39% say they think the allegations are false, 29% say they think the accusations are true and 32% say they do not know or refuse to answer. About half of Democrats and Democratic-leaning independents (51%) think the allegations are true, while 14% say they are false; 35% do not offer an opinion.

Nearly four-in-ten Republicans and GOP-leaning independents (37%) who have heard about the accusations say coverage of Cain has been too tough, more than double the 14% of Democrats and Democratic-leaning independents who say this. About four-in-ten Republicans and leaners say coverage has been fair (39%), while 10% say it has been too easy. Among Democrats and Democratic-leaning independents, about half (51%) say coverage of Cain has been fair, while 18% say it has been too easy.

Republican Women Doubt Allegations

Overall, there are no significant gender differences in views about the validity of the accusations against Cain. Roughly four-in-ten women (40%) and men (38%) who have heard at least a little about the allegations think they are true; about a quarter (25% of women, 23% of men) think they are false.

But among Republican and Republican-leaners, women are more likely than men to say they think the allegations are false. Among GOP women who have heard about the story, more say the allegations are false (46%) than true (24%) by nearly a two-to-one margin. Among GOP men, impressions are divided about equally (34% true, 33% false).

Partisanship, Gender and Cain Allegations

| | Rep/Lean Rep | | | Dem/Lean Dem | | |
|--|--------------|-----------|-----------|--------------|-----------|-----------|
| | All | Men | Women | All | Men | Women |
| <i>Among those who have heard a lot/little</i> | % | % | % | % | % | % |
| Think allegations true | 29 | 34 | 24 | 51 | 47 | 54 |
| Think allegations false | 39 | 33 | 46 | 14 | 17 | 12 |
| Don't know/Refused | <u>32</u> | <u>33</u> | <u>30</u> | <u>35</u> | <u>36</u> | <u>34</u> |
| | 100 | 100 | 100 | 100 | 100 | 100 |
| N | 319 | 156 | 163 | 384 | 159 | 225 |

PEW RESEARCH CENTER Nov 3-6, 2011. Figures may not add to 100% because of rounding.

About the Survey

The analysis in this report is based on telephone interviews conducted November 3-6, 2011, among a national sample of 1,005 adults 18 years of age or older living in the continental United States (601 respondents were interviewed on a landline telephone, and 404 were interviewed on a cell phone, including 185 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://peoplepress.org/methodology/detailed>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2010 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2010 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

| Group | Sample Size | Plus or minus ... |
|--|--------------------|--------------------------|
| Total sample | 1,005 | 4.0 percentage points |
| Rep/Lean Rep | 387 | 6.0 percentage points |
| Dem Lean Rep | 461 | 5.5 percentage points |
| Heard a lot/little about Cain accusations | 815 | 4.5 percentage points |
| Rep/Lean Rep | 319 | 7.0 percentage points |
| Dem/Lean Dem | 384 | 6.0 percentage points |

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

**PEW RESEARCH CENTER
NOVEMBER 3-6, 2011, OMNIBUS
FINAL TOPLINE
N=1,005**

PEW.1, PEW.2, PEWWP.1, AND PEW.3a-c HELD FOR FUTURE RELEASE

ASK ALL:

PEW.3 Thinking about recent news coverage of some people, would you say the press has been too easy, too tough or fair in the way it has covered [INSERT ITEM; RANDOMIZE]?

| | Too <u>easy</u> | Too <u>tough</u> | Fair | (VOL.) DK/Ref |
|--------------------------------------|--------------------|---------------------|------|------------------|
| d. Herman Cain November 3-6, 2011 | 12 | 19 | 40 | 28 |

ASK ALL:

PEW.4 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? [INSERT ITEM; RANDOMIZE]

| | A lot | A little | Nothing <u>at all</u> | (VOL.) DK/Ref |
|--|-------|----------|--------------------------|------------------|
| a. Accusations that Republican presidential candidate Herman Cain sexually harassed several women in the 1990s November 3-6, 2011 | 51 | 24 | 23 | 1 |

NO ITEM PEW.4b; PEW4c AND PEW4d HELD FOR FUTURE RELEASE

ASK IF HEARD A LOT OR A LITTLE ABOUT CAIN (1,2 IN PEW.4a)

PEW.4x From what you've read and heard, do you think the allegations of sexual harassment against Herman Cain are true or false?

| <i>Based on total Nov 3-6 2011</i> | <i>Based on those who heard a lot/a little Nov 3-6 2011</i> | |
|--|---|--|
| 30 | 39 | True |
| 18 | 24 | False |
| 24 | 31 | Don't know (VOL.) |
| 4 | 5 | Refused (VOL.) |
| 24 | -- | <i>Had not heard a lot/little about it</i> |

[N=1,005]

[N=815]

PEW.5 HELD FOR FUTURE RELEASE