

**PEW RESEARCH CENTER/WASHINGTON POST
OCTOBER 13-16, 2011 OMNIBUS
FINAL TOPLINE
N=1,007**

PEW.1-PEW.3 HELD FOR FUTURE RELEASE

ASK ALL:

Now a different kind of question...

PEWWP.4 As I name a few Republican candidates for president please tell me the ONE word that comes to mind. First, **[INSERT FIRST ITEM; RANDOMIZE]**. **[IF "DON'T KNOW" PROBE ONCE WITH: It can be anything, just the ONE word that comes to mind...]** How about, **[INSERT NEXT ITEM]** **[OPEN END: ENTER VERBATIM RESPONSE, RECORD FIRST MENTION ONLY]**¹

a. Herman Cain

Oct 13-16 2011	
42	9-9-9
30	Business/Businessman
23	Interesting
22	Good
19	Pizza
	Inexperienced/
12	Not experienced
12	New/Newcomer
11	Black
11	Intelligent
8	Likable/Like
7	Honest
7	No
7	Republican
6	Liar/Lies
6	Smart
6	Tax/Taxes
5	Conservative
5	Crook/Crooked
5	Unqualified
4	Crazy
4	Idiot/Idiotic
4	Love
4	Old
4	Outspoken
4	Ridiculous
4	Yes
3	Aggressive
3	Entrepreneur
3	Federal Reserve
3	Genuine
3	Hopeful
3	Innovative
3	Long shot
3	Money
3	Not sure/Unsure
3	Practical
3	Scary
3	Stupid

b. Rick Perry

Oct 13-16 2011	
55	Texas
16	No
15	Idiot/Idiotic
12	Conservative
12	Governor of Texas
10	Dislike
9	Crook/Crooked
8	Bush
7	Ass
7	Good
7	Scary
7	Strong
	Evangelical/
6	Evangelist
6	Jobs/Job creation
5	Cowboy
5	Interesting
5	Liar
5	OK
5	Questionable
5	Untrustworthy
4	Arrogant
4	Fake
4	Immigration
4	Moderate
4	Not qualified
4	Nuts
4	Republican
4	Stupid
3	Crazy
3	Dumb
3	Flashy
3	Phony
3	Honest
3	Like him
3	Loser
3	Maybe
3	Possible/Possibility
3	Racist

c. Mitt Romney

Oct 13-16 2011	
60	Mormon
17	Health care/Health program
13	Flip-flop/Flip-flopper/Flipper
13	Good/Good man
12	No/No way
12	Possibility/Possible
11	Religion/Religious
10	Intelligent/Intelligence
10	Moderate
10	Old
9	Boring
9	OK
9	Politician
8	Competent
8	President/Presidential
7	Conservative
7	Honest
7	Not sure/unsure
7	Questionable/Questions
7	Business/Businessman
6	Established/Establishment
6	Fair
6	Fake
5	Experience
5	Liar
5	Liberal
5	Like
5	Money
5	Qualified
5	Rich
5	Strong
4	Best
4	Capable
4	Confident
4	Crook/Crooked
4	Dull
4	Front runner
4	Jobs

¹ PEWWP.4a-c asked in conjunction with *The Washington Post*.

PEW.4 CONTINUED...**a. Herman Cain**

3	Simple/Simplified
3	Sincere
3	Undecided
2	African American
2	Greedy
2	Leader
2	Likely
2	President
14	No answer/Nothing
249	Other
417	Don't know

b. Rick Perry

3	Religious
3	Too conservative
3	Yahoo
2	Intelligent
2	Losing
2	Sleazy
2	Smart
15	No answer/Nothing
322	Other
384	Don't know

c. Mitt Romney

4	Loser
4	Not interested/uninterested
4	Republican
3	Alright
3	Ass
3	Bad
3	Candidate
3	Decent
3	Distrust/Mistrust
3	Electable
3	Hypocrite
3	Jerk
3	Massachusetts
3	New York
3	Nice
3	Smooth
3	Stable
3	Undecided
10	No answer
296	Other
313	Don't know

NOTE: The numbers listed represent the number of respondents who offered each response; the numbers are not percentage.

PEW.5-PEW.7 PREVIOUSLY RELEASED

About the Survey

The analysis in this report is based on telephone interviews conducted October 13-16, 2011, among a national sample of 1,007 adults 18 years of age or older living in the continental United States (604 respondents were interviewed on a landline telephone, and 403 were interviewed on a cell phone, including 182 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://people-press.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	1,007	4.0 percentage points
Republicans	282	7.0 percentage points
Democrats	293	7.0 percentage points
Independents	355	6.5 percentage points
Rep/Rep leaners	429	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.