



October 17, 2011

Anzalone Liszt Research

National Polling Summary

Friends,

Below you will find the weekly Anzalone Liszt Research National Polling Newsletter, which provides a pollster's take on data and trends that affect political campaigns.

As with Donald Trump, Michelle Bachmann and Rick Perry before him, Republican Presidential candidate Herman Cain is now having his moment in the political sun. In what has already been a turbulent GOP primary season, Cain is the latest candidate to catch fire - largely on the backs of the most conservative voters (among an already conservative primary electorate). Cain's rise is just the latest example of a primary base still casting about for any alternative to Mitt Romney.

This week, we'll zero in on the Herman Cain boom - both tracking his movement nationwide and also in critical early caucus and primary states. We'll also attempt to put the concept of a top-tier African American Republican candidate into a historical perspective.

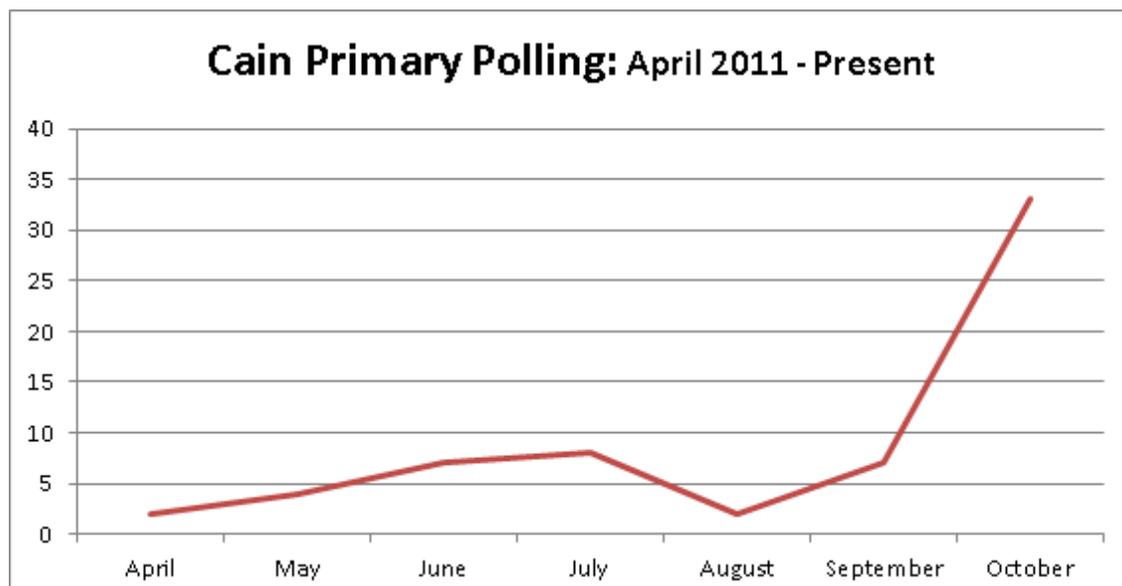
Following our analysis are additional news items and data we thought you'd enjoy.

John Anzalone and Jeff Liszt

STORY THIS WEEK: From Worst to First

An April 2011 Fox News poll appears to be one of the first national polls to test Cain among the other Republican candidates, finding his support at 2% nationwide. In fact a Gallup poll around the same time tested thirteen Republican candidates, but did not even include Cain in their battery of candidates. Cain remained mired in single digits through the summer and even lost some of his meager gains after Perry's August entry. However, as Cain has increased his profile and other candidates have declined to run, dropped out, or failed to catch fire, Cain has vaulted into the top tier.

An [NBC News / WSJ](#) nationwide poll among likely GOP primary voters released last week has Cain in front with 27%, followed by Romney (23%), Perry (16%), and Paul (11%), with all others in single digits. [Public Policy Polling](#) also has recent numbers showing a single-digit Cain lead (30% Cain / 22% Romney / Gingrich 15% / Perry 14%). PPP shows Cain's nationwide lead driven by a 21-point lead with Tea Party supporters and a 13-point margin among "very conservative" voters. A [YouGov/Economist poll](#) has Cain with an even wider margin (33% Cain / 18% Romney). While 33% is his current peak, recent Reuters, WaPo, Gallup, Quinnipiac, and CBS polling also show Cain on the move.



Beyond the Horse Race

[NBC / WSJ polling](#) shows Cain's national name-ID (among all voters, not just Republicans) at 62%, with a net 6-point positive rating (24% Positive / 18% Negative / 20% Neutral). Cain's net-positive rating is especially impressive compared to the net-negative ratings of both Romney (-2) and Perry (-17). In fact, Cain's 6-point positive rating tracks President Obama's (46% Positive / 40% Negative / 14% Neutral). Interestingly, African Americans don't view Cain dramatically differently than they do the rest of the GOP field. [PPP](#) provides a Cain favorability by race lines and shows Cain running at a 4:1 unfavorable rating among African Americans (15% favorable / 62% unfavorable). Cain's 4:1 unfavorable rating isn't as bad as Romney's and Perry's, but is worse than Bachmann's (3:1 unfavorables among African Americans).

Among likely Republican primary voters nationwide Cain's positive rating is predictably higher (52% Positive / 6% Negative). Cain's roughly 9:1 favorable ratio is dramatically better than any other candidate's, with Romney showing the next most impressive ratio at slightly above 3:1 (51% Positive / 16% Negative). Cain is also the only GOP hopeful without a double-digit negative rating. Cain's rating with Tea Party supporters (69% Positive / 5% Negative) and those who consider themselves "very conservative" (72% Positive / 2% Negative) is even higher than his GOP-wide numbers.

Cain is not only leading the primary field, but more Republicans are enthusiastic about pulling the lever for him in November than they are for any other candidate. Forty-five percent (45%) of Republicans indicate they'd vote for Cain "with enthusiasm" in November, compared to 39% for Romney and 35% for Perry.

Not everything is coming up none for Cain though. While he is on the move among Republicans, Cain trails President Obama in a recent [PPP](#) hypothetical general election horserace (48% Obama / 42% Cain).

On the Move Where It Matters

Cain's surge is not isolated to national polling, but extends to several critical early caucus and primary states. Polling in the last week has shown Cain leading in [Iowa](#), [South Carolina](#), and [Florida](#).

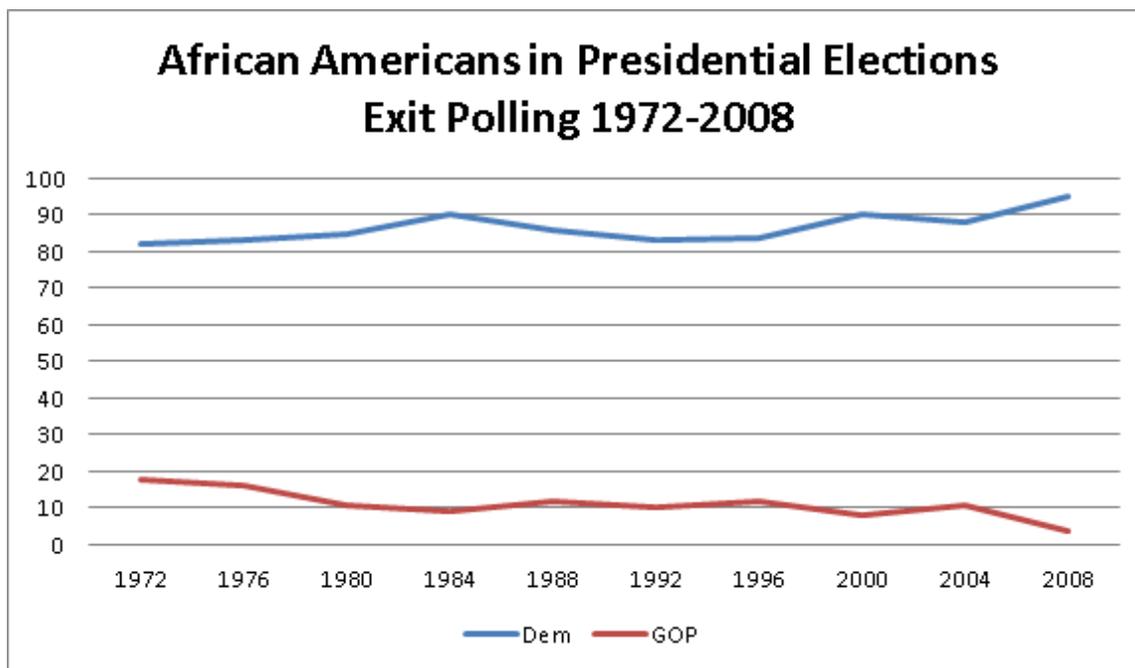
If there is any path to the nomination for Cain, it almost certainly requires a breakthrough in Iowa paralleling the 2008 Obama victory. However, Cain has shown a willingness to eschew conventional wisdom. Instead of spending time virtually all of his time in early vote states, Cain has embarked on a [book tour](#) that takes him to stops off the traditional campaign trail. Cain's appearance on the [best-seller list](#) may confirm his business bonafides at least (if not his political savvy).

Regardless, recent polling, from [PPP](#), among likely Iowa GOP caucus-goers has Cain with an 8-point lead over Romney (30% to 22%) with Paul, Perry, Gingrich, and Bachmann in a virtual four-way tie with 8-10% each. As with his national movement, Cain's statewide margin is driven by a 25-point lead among Tea Party supporters and a 28-point lead with "very conservative" voters. Cain must sustain his Iowa momentum where Bachmann and Perry have failed to this point; if Cain has a shot at the nomination it runs through Iowa.

Iowa's importance for Cain is underlined by his relative lack of movement in New Hampshire. [NBC News polling](#) among likely Granite State GOP primary voters has Cain a very distant second to NH neighbor Mitt Romney (43% Romney / 13% Cain / 13% Paul). While past candidates like John Kerry, Pat Buchanan, and even Barack Obama have used Iowa success to catapult themselves into New Hampshire contention, Cain has a good bit of ground to make up. However, if he can survive through New Hampshire, Cain is likely to find more favorable terrain in South Carolina and Florida - both states where the latest polling shows him in the lead.

Cain isn't the First African American Candidate with a Shot at the GOP nomination

A [New York Times compilation of the most recent Presidential elections](#) shows numerically what most observers of American politics already know: African-Americans are a core Democratic constituency and often solidify behind the Democrat nominee at a clip of 90% or higher. African American support for a Republican President hasn't reached the teens since 1976, and hit an unsurprising new low during the historic 2008 Obama election (5%).



Recent polling of likely 2012 voters shows President Obama well positioned to continue this trend. [PPP numbers this month](#) find President Obama at a 90%+ support level among African-Americans against each Republican candidate tested. Cain's 6% among African Americans is almost identical to the other GOP candidates' support.

While Cain is undoubtedly the most successful African-American Republican to actually run for President in modern political history, one need not look too far in the past to find an African-American Republican with the credentials to make a very serious bid. Prior to the 1996 campaign, Colin Powell took a very hard look at running for President as a Republican. An [October 1995 NYT/CBS poll](#) found Powell edging eventual nominee Bob Dole nationally among likely GOP primary voters (34% Powell / 29% Dole). [Dartmouth](#) and [Boston Herald polls](#) among New Hampshire GOP primary voters had Powell leading the field, outpacing both members of the eventual Republican ticket (Bob Dole and Jack Kemp) in the critical early primary state.

Powell's general election prospects were even brighter. Roughly a year out from the election, [an NYT/CBS](#) poll showed Powell leading President Clinton by double digits (40% Clinton / 51% Powell). And even after he declined to run, a [March 1996 CNN poll](#) found that Powell's popularity was such that his presence on a Dole ticket as VP would transform a 54% to 42% Clinton/Gore lead to a 49% to 48% dead heat.

Over one hundred years prior to the Powell flirtation, Frederick Douglas became the first African American to receive a major-party convention vote for President at the 1888 Republican National Convention. Though it's difficult to see Cain's emergence as an extension of the Douglas brand of Republicanism, the Cain phenomenon is undeniably one of the cycle's most compelling storylines.

OTHER NEWS FROM THE POLLING AND POLITICAL WORLD

Americans Weigh in After Death of Steve Jobs: [YouGov/Economist](#) latest nationwide poll includes several interesting questions prompted by Jobs' death, including: favorable rating of the big tech companies, which corporate CEOs are the most admired, and what percentage of Americans own an Apple product. Third Quarter Fundraising has Perry, Romney lapping GOP Field: [The Washington Post](#) runs down the basics of the third-quarter FEC reports presidential campaigns had to file Saturday.

Don't Tell OWS, but...: Forbes released the list of [America's 25 highest paid CEO's](#). CEO compensation has risen 28% from last year.

About that class warfare?: The Washington Post's [Lori Montgomery summarizes a new report](#) showing that 1 in 4 millionaires pay a lower tax rate than the middle class.

Support for the death penalty hits 39-year low: Gallup finds support for the [death penalty](#) at 61% (35% Oppose), the lowest level of support since 1972. This is also an ideal excuse to tout [Jeffrey Toobin's May New Yorker piece](#) on the recent drop in American executions.

Did you hear the one about the Polish Prime Minister?: He was [just re-elected](#), making him the first two-term prime minister in post-Soviet Poland.

Solving A Problem That Doesn't Exist: The New York [Times recently highlighted a study from the Brennan Center](#) that demonstrates there is almost no voter fraud in America. This study belies recent rhetoric that concern over voter fraud is driving many recent state laws making it more difficult to vote.

Cain Now Under SNL Spotlight: Perhaps there is no better measure of a candidate's emergence onto the national scene than getting the [SNL treatment](#), as Herman Cain did this week.

Missed a past newsletter? They can be found on our website, [here](#) .

PUBLIC POLLING

PRESIDENT OBAMA'S JOB RATING				
Polling Firm	Date	Sample	Approve	Disapprove
Time	10/9-10/11	Adults	44%	50%
Ipsos/Rueters	10/6-10/11	Adults	47%	50%
NBC/Wall Street Journal	10/6-10/11	Adults	44%	51%
Pew	9/22-10/4/11	Adults	43%	48%
ABC/Washington Post	9/29-10/2/11	Adults	42%	54%

PARTY SELF ID					
Polling Firm	Date	Sample	Dem	Rep	Ind / other
Pollster.com Trend	10/14/11	Adults	30.7%	22.2%	44.3%

GOP NATIONWIDE PRIMARY		
Polling Firm	Date	Sample
<i>NBC News/Wall Street Journal</i>	<i>10/6-10/11</i>	<i>Republicans Primary Voters</i>
Cain	27%	
Romney	23%	
Perry	16%	
Paul	11%	
Gingrich	8%	
Bachmann	5%	
Huntsman	3%	
Santorum	1%	

DIRECTION OF THE COUNTRY				
Polling Firm	Date	Sample	Right Direction	Wrong Track
YouGov/The Economist Time	10/8-11/11 10/9-10/11	Adults	13%	72%
NBC News/Wall Street Journal	10/6-10/11	Adults	17%	74%
Reuters/Ipsos	10/6-10/11	Adults	21%	74%

GENERIC HOUSE BALLOT					
Polling Firm	Date	Sample	Dem	Rep	Unsure
Reuters/Ipsos	10/6-10/11	Registered Voters	48%	40%	8%
Quinnipiac	9/27-10/3/11	Registered Voters	39%	39%	19%

OBAMA POPULAR VOTE SHARE						
Polling Firm	Date	Polly Vote	Polls	Iowa Electronic Markets	Econometric Models	Index Models
PollyVote	10/14/11	50.4%	48.7%	48.2%	50.2%	54.5%

