



EVOLVING
STRATEGIES

GOP Primary Dynamics

The Impact of Advertising on Candidate Support

Fielded December 6-8, 2011

Topline Results

pidgen. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

#	Answer	Response	%
1	Republican	632	94%
2	Democrat	0	0%
3	Independent	36	5%
4	Other	4	1%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.13
Variance	0.25
Standard Deviation	0.50
Total Responses	672

pidrepst. Do you consider yourself a strong Republican or not very strong Republican?

#	Answer	Response	%
1	Strong Republican	380	60%
2	Not Very Strong Republican	252	40%
	Total	632	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.40
Variance	0.24
Standard Deviation	0.49
Total Responses	632

pidlean. Do you think of yourself as closer to the Republican Party or the Democratic Party?

#	Answer	Response	%
1	Republican Party	40	100%
2	Democratic Party	0	0%
3	Neither	0	0%
	Total	40	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	40

Experimental Conditions Introduced: All Respondents View Total of 4 Ads.

See Full Project Page Here for Details:

<http://evolving-strategies.com/gop-primary-dynamics/>

newscons. Thinking back to the past week, about how many days would you say you:

#	Question	1	2	3	4	5	6	7	Responses	Mean
1	watched a political news program on television?	53.42%	11.16%	6.85%	7.59%	8.04%	3.13%	9.82%	672	2.54
2	read political news online?	45.39%	12.80%	9.52%	7.29%	9.38%	4.32%	11.31%	672	2.81
3	read political news in a newspaper?	59.23%	10.42%	6.40%	6.40%	5.65%	3.42%	8.48%	672	2.33

Statistic	watched a political news program on television?	read political news online?	read political news in a newspaper?
Min Value	1	1	1
Max Value	7	7	7
Mean	2.54	2.81	2.33
Variance	4.30	4.56	3.99
Standard Deviation	2.07	2.14	2.00
Total Responses	672	672	672

newsfollow. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?

#	Answer	Response	%
1	Most of the time	260	39%
2	Some of the time	223	33%
3	Only now and then	116	17%
4	Hardly at all	68	10%
5	Don't know	5	1%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.01
Variance	1.03
Standard Deviation	1.02
Total Responses	672

issimport. What category of issues would you say is most important to you right now? Just drag the most important category to the top, at first place, then your second choice to the second spot, and so on down the line.

#	Answer	1	2	3	4	Responses
1	government taxes, spending, and power	68.19%	21.77%	8.98%	1.07%	657
2	social issues and moral values	13.39%	24.81%	57.84%	3.96%	657
3	national security and foreign policy	12.79%	52.51%	32.12%	2.59%	657
4	To get started, drag this picture to last place. Then rank the other categories.	5.63%	0.91%	1.07%	92.39%	657
	Total	657	657	657	657	-

Statistic	government taxes, spending, and power	social issues and moral values	national security and foreign policy	To get started, drag this picture to last place. Then rank the other categories.
Min Value	1	1	1	1
Max Value	4	4	4	4
Mean	1.43	2.52	2.25	3.80
Variance	0.49	0.60	0.49	0.52
Standard Deviation	0.70	0.77	0.70	0.72
Total Responses	657	657	657	657

suppcain. As you may know, there is currently a contest to decide who will be the GOP nominee for president next year. Herman Cain, one of the

candidates, recently announced that he is suspending his campaign and will soon endorse another candidate for the presidency. Before suspending his campaign, Herman Cain had the support of many GOP primary voters in recent polls. Was Herman Cain your top choice for the GOP nomination?

#	Answer	Response	%
1	Yes	141	21%
0	No	531	79%
	Total	672	100%

Statistic	Value
Min Value	0
Max Value	1
Mean	0.21
Variance	0.17
Standard Deviation	0.41
Total Responses	672

primrank. We'd like you to rank the GOP presidential candidates in the order of your preference. Drag your favorite candidate to the top, at first place, then your second choice to the second spot, and so on down the line.

#	Answer	1	2	3	4	5	6	7	8	Responses
1	Rick Perry	7.59%	13.84%	18.45%	18.30%	15.77%	13.99%	10.12%	1.93%	672
2	Mitt Romney	21.73%	25.60%	13.84%	11.46%	10.27%	6.85%	9.08%	1.19%	672
3	Michele Bachmann	8.48%	12.95%	15.48%	16.07%	12.80%	12.35%	17.56%	4.32%	672
4	Rick Santorum	5.06%	10.12%	13.99%	17.26%	19.79%	18.15%	11.76%	3.87%	672
5	Ron Paul	8.78%	9.82%	12.80%	10.42%	13.39%	17.26%	22.47%	5.06%	672
6	Newt Gingrich	31.55%	20.98%	13.99%	9.08%	8.48%	6.70%	6.55%	2.68%	672
7	Jon Huntsman	2.68%	5.95%	9.82%	15.18%	17.86%	23.66%	21.43%	3.42%	672
8	To get started, drag this picture to last place. Then rank the candidates.	14.14%	0.74%	1.64%	2.23%	1.64%	1.04%	1.04%	77.53%	672
	Total	672	672	672	672	672	672	672	672	-

#	Answer	1	2	3	4	5	6	7	8	Responses
1	Rick Perry	7.59%	13.84%	18.45%	18.30%	15.77%	13.99%	10.12%	1.93%	672
2	Mitt Romney	21.73%	25.60%	13.84%	11.46%	10.27%	6.85%	9.08%	1.19%	672
3	Michele Bachmann	8.48%	12.95%	15.48%	16.07%	12.80%	12.35%	17.56%	4.32%	672
4	Rick Santorum	5.06%	10.12%	13.99%	17.26%	19.79%	18.15%	11.76%	3.87%	672
5	Ron Paul	8.78%	9.82%	12.80%	10.42%	13.39%	17.26%	22.47%	5.06%	672
6	Newt Gingrich	31.55%	20.98%	13.99%	9.08%	8.48%	6.70%	6.55%	2.68%	672
7	Jon Huntsman	2.68%	5.95%	9.82%	15.18%	17.86%	23.66%	21.43%	3.42%	672
8	To get started, drag this picture to last place. Then rank the candidates.	14.14%	0.74%	1.64%	2.23%	1.64%	1.04%	1.04%	77.53%	672
	Total	672	672	672	672	672	672	672	672	-

Statistic	Rick Perry	Mitt Romney	Michele Bachmann	Rick Santorum	Ron Paul	Newt Gingrich	Jon Huntsman	To get started, drag this picture to last place. Then rank the candidates.
Min Value	1	1	1	1	1	1	1	1
Max Value	8	8	8	8	8	8	8	8
Mean	4.13	3.26	4.41	4.57	4.77	3.02	5.13	6.71
Variance	3.35	3.96	4.17	3.28	4.38	4.23	2.90	6.52
Standard Deviation	1.83	1.99	2.04	1.81	2.09	2.06	1.70	2.55
Total Responses	672	672	672	672	672	672	672	672

candissues. Which candidate would you say is closest to your positions on the issues you care about? We'd like you to place the GOP presidential

candidates in terms of how close they are to you on the issues. Drag the closest candidate to the top, at first place, then your second choice to the second spot, and so on down the line.

#	Answer	1	2	3	4	5	6	7	8	Responses
1	Rick Perry	10.86%	13.84%	16.96%	17.71%	16.52%	11.16%	10.42%	2.53%	672
2	Mitt Romney	18.90%	18.01%	15.18%	15.03%	10.27%	10.86%	10.27%	1.49%	672
3	Michele Bachmann	12.20%	15.18%	16.22%	13.10%	12.95%	10.86%	16.22%	3.27%	672
4	Rick Santorum	5.21%	12.05%	13.84%	15.63%	18.75%	18.75%	13.24%	2.53%	672
5	Ron Paul	10.71%	11.76%	10.71%	12.95%	12.95%	15.48%	21.88%	3.57%	672
6	Newt Gingrich	27.23%	20.39%	14.58%	10.57%	7.44%	8.48%	9.67%	1.64%	672
7	Jon Huntsman	2.53%	7.14%	11.16%	13.69%	19.94%	23.07%	17.26%	5.21%	672
8	To get started, drag this picture to last place. Then rank the candidates.	12.35%	1.64%	1.34%	1.34%	1.19%	1.34%	1.04%	79.76%	672
	Total	672	672	672	672	672	672	672	672	-

Statistic	Rick Perry	Mitt Romney	Michele Bachmann	Rick Santorum	Ron Paul	Newt Gingrich	Jon Huntsman	To get started, drag this picture to last place. Then rank the candidates.
Min Value	1	1	1	1	1	1	1	1
Max Value	8	8	8	8	8	8	8	8
Mean	4.03	3.61	4.13	4.53	4.57	3.23	5.06	6.84
Variance	3.66	4.13	4.40	3.35	4.51	4.37	3.02	6.03
Standard Deviation	1.91	2.03	2.10	1.83	2.12	2.09	1.74	2.46
Total Responses	672	672	672	672	672	672	672	672

candelecta. Which candidate would you say is the most electable, is most likely to win a general election against President Obama next year? We'd like you to place the GOP presidential candidates in terms of how likely you think they are to win if they are the GOP presidential nominee. Drag the candidate you think has the best chance to beat President Obama to the top, at first place, then your second choice to the second spot, and so on down the line.

#	Answer	1	2	3	4	5	6	7	8	Responses
3	Michele Bachmann	4.61%	8.63%	14.88%	16.37%	16.52%	14.58%	18.45%	5.95%	672
6	Newt Gingrich	33.48%	25.45%	13.84%	7.29%	6.10%	5.80%	6.85%	1.19%	672
7	Jon Huntsman	1.64%	5.36%	8.63%	16.82%	18.01%	25.60%	18.45%	5.51%	672
5	Ron Paul	4.32%	7.29%	11.76%	14.43%	15.18%	16.96%	24.40%	5.65%	672
1	Rick Perry	7.29%	14.88%	22.92%	18.01%	14.29%	10.27%	9.52%	2.83%	672
2	Mitt Romney	27.38%	30.06%	14.43%	7.89%	7.44%	7.14%	4.17%	1.49%	672
4	Rick Santorum	2.53%	6.85%	11.90%	17.56%	21.58%	19.20%	17.11%	3.27%	672
8	To get started, drag this picture to last place. Then rank the candidates.	18.75%	1.49%	1.64%	1.64%	0.89%	0.45%	1.04%	74.11%	672
	Total	672	672	672	672	672	672	672	672	-

Statistic	Michele Bachmann	Newt Gingrich	Jon Huntsman	Ron Paul	Rick Perry	Mitt Romney	Rick Santorum	To get started, drag this picture to last place. Then rank the candidates.
Min Value	1	1	1	1	1	1	1	1
Max Value	8	8	8	8	8	8	8	8
Mean	4.79	2.78	5.22	5.06	4.00	2.83	4.91	6.40
Variance	3.65	3.78	2.70	3.62	3.35	3.43	2.84	7.97
Standard Deviation	1.91	1.94	1.64	1.90	1.83	1.85	1.69	2.82
Total Responses	672	672	672	672	672	672	672	672

positives. Now, we'd like you to think about the positives for a few candidates. Please write down the first positive word that comes to mind when you think about:

Statistic	Value
Total Responses	672

moneyvote. An organization has offered to donate money to the candidates for the GOP presidential nomination on behalf of each respondent. Each respondent gets to control what happens to \$100 dollars. You can choose to: Give \$100 to one candidate. OR Take away \$100 from one candidate. (The foundation will subtract \$100 from that candidate’s total donations from other respondents.) OR Let your \$100 go to whichever candidate receives the most money from other respondents. (In other words, your share would go to the winner chosen by everyone else by default.)

Answer	Responses
Give \$100 to ~ Jon Huntsman	8
Give \$100 to ~ Michele Bachmann	61
Give \$100 to ~ Mitt Romney	102
Give \$100 to ~ Newt Gingrich	162
Give \$100 to ~ Rick Perry	50
Give \$100 to ~ Rick Santorum	33
Give \$100 to ~ Ron Paul	43
Give \$100 to ~ The winner chosen by other respondents	34
Take \$100 away from ~ Jon Huntsman	14
Take \$100 away from ~ Michele Bachmann	34
Take \$100 away from ~ Mitt Romney	33
Take \$100 away from ~ Newt Gingrich	32
Take \$100 away from ~ Rick Perry	30
Take \$100 away from ~ Rick Santorum	8
Take \$100 away from ~ Ron Paul	28
Total	672

Statistic	I want to . . .	This candidate:
Most Common	Give \$100 to (73.36%)	Newt Gingrich (28.87%)
Total Responses	672	672

negatives. Now, we'd like you to think about the negatives for a few candidates. Please write down the first negative word that comes to mind when you think about:

Statistic	Value
Total Responses	672

gender. Are you male or female?

#	Answer	Response	%
1	Male	324	48%
0	Female	348	52%
	Total	672	100%

Statistic	Value
Min Value	0
Max Value	1
Mean	0.48
Variance	0.25
Standard Deviation	0.50
Total Responses	672

race. What racial or ethnic group best describes you?

#	Answer	Response	%
1	White	626	93%
2	Black	8	1%
3	Hispanic	13	2%
4	Asian	17	3%
5	Native American	4	1%
6	Middle Eastern	0	0%
7	Mixed Race	2	0%
8	Other	2	0%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	8
Mean	1.19
Variance	0.63
Standard Deviation	0.79
Total Responses	672

born. What year were you born?

#	Answer	Response	%
1	1994	0	0%
2	1993	1	0%
3	1992	1	0%
4	1991	0	0%
5	1990	4	1%
6	1989	4	1%
7	1988	2	0%
8	1987	3	0%
9	1986	4	1%
10	1985	2	0%
11	1984	3	0%
12	1983	6	1%
13	1982	5	1%
14	1981	2	0%
15	1980	4	1%
16	1979	6	1%
17	1978	4	1%
18	1977	7	1%
19	1976	3	0%
20	1975	5	1%
21	1974	6	1%
22	1973	14	2%
23	1972	5	1%
24	1971	12	2%
25	1970	12	2%
26	1969	6	1%
27	1968	8	1%
28	1967	9	1%
29	1966	15	2%
30	1965	15	2%
31	1964	13	2%
32	1963	6	1%
33	1962	17	3%
34	1961	15	2%
35	1960	15	2%

36	1959		15	2%
37	1958		18	3%
38	1957		15	2%
39	1956		27	4%
40	1955		21	3%
41	1954		25	4%
42	1953		23	3%
43	1952		17	3%
44	1951		17	3%
45	1950		20	3%
46	1949		17	3%
47	1948		16	2%
48	1947		24	4%
49	1946		16	2%
50	1945		14	2%
51	1944		15	2%
52	1943		17	3%
53	1942		17	3%
54	1941		11	2%
55	1940		16	2%
56	1939		13	2%
57	1938		14	2%
58	1937		8	1%
59	1936		8	1%
60	1935		5	1%
61	1934		8	1%
62	1933		9	1%
63	1932		5	1%
64	1931		6	1%
65	1930		0	0%
66	1929		0	0%
67	1928		0	0%
68	1927		0	0%
69	1926		0	0%
70	1925		1	0%
71	1924		0	0%
72	1923		0	0%
73	1922		0	0%

74	1921		0	0%
75	1920		0	0%
76	1919		0	0%
77	1918		0	0%
78	1917		0	0%
79	1916		0	0%
80	1915		0	0%
81	1914		0	0%
82	1913		0	0%
83	1912		0	0%
84	1911		0	0%
85	1910		0	0%
86	1909		0	0%
87	1908		0	0%
88	1907		0	0%
89	1906		0	0%
90	1905		0	0%
91	1904		0	0%
92	1903		0	0%
93	1902		0	0%
94	1901		0	0%
95	1900		0	0%
	Total		672	100%

Statistic	Value
Min Value	2
Max Value	70
Mean	39.43
Variance	184.87
Standard Deviation	13.60
Total Responses	672

educ. What is the highest level of education you have completed?

#	Answer	Response	%
1	Less than High School	8	1%
2	High School Degree/ GED	144	21%
3	Some College, but no Degree	194	29%
4	2-year College Degree	78	12%
5	4-year College Degree	167	25%
6	Postgraduate Degree	81	12%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.74
Variance	1.92
Standard Deviation	1.38
Total Responses	672

marital. What is your current status?

#	Answer	Response	%
1	Single, never married	77	11%
2	Married	426	63%
3	Divorced	87	13%
4	Separated	11	2%
5	Widowed	51	8%
6	Living w/ partner	20	3%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	2.39
Variance	1.32
Standard Deviation	1.15
Total Responses	672

regist. Are you registered to vote?

#	Answer	Response	%
1	Yes	644	96%
0	No	28	4%
	Total	672	100%

Statistic	Value
Min Value	0
Max Value	1
Mean	0.96
Variance	0.04
Standard Deviation	0.20
Total Responses	672

primaryvot. Do you plan on voting in your state's Republican primary contest, or participating in a caucus, to decide the Republican Presidential nominee?

#	Answer	Response	%
1	Yes	561	83%
2	No	39	6%
3	Not Sure	72	11%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.27
Variance	0.41
Standard Deviation	0.64
Total Responses	672

libcon5. Thinking about politics these days, how would you describe your own political viewpoint?

#	Question	Very Liberal	Liberal	Moderate	Conservative	Very Conservative	Responses	Mean
1	Would you consider yourself:	1.04%	2.53%	21.73%	45.98%	28.72%	672	3.99

Statistic	Would you consider yourself:
Min Value	1
Max Value	5
Mean	3.99
Variance	0.70
Standard Deviation	0.84
Total Responses	672

libcon7. Sometimes people are conservative or liberal on some things, but not others. How conservative or liberal would you consider yourself on economic and social issues?

#	Question	Very Liberal	Liberal	Somewhat Liberal	Neither	Somewhat Conservative	Conservative	Very Conservative	Responses	Mean
1	Economic Issues	0.45%	1.93%	3.42%	6.40%	13.69%	40.63%	33.48%	672	5.87
2	Social Issues	1.04%	3.13%	7.74%	8.48%	16.96%	32.29%	30.36%	672	5.56

Statistic	Economic Issues	Social Issues
Min Value	1	1
Max Value	7	7
Mean	5.87	5.56
Variance	1.44	2.07
Standard Deviation	1.20	1.44
Total Responses	672	672

teaparty. There has been a lot of talk lately about the "Tea Party" movement. In general, how positive or negative do you think the "Tea Party" movement is for the country?

#	Question	Very Negative	Negative	Somewhat Negative	Neither	Somewhat Positive	Positive	Very Positive	Responses	Mean
1	Tea Party	3.57%	3.57%	7.89%	23.36%	19.35%	19.64%	22.62%	672	5.01

Statistic	Tea Party
Min Value	1
Max Value	7
Mean	5.01
Variance	2.55
Standard Deviation	1.60
Total Responses	672

relattend. How often do you attend formal religious services?

#	Answer	Response	%
1	Once a week or more	249	37%
2	A few times a month	84	13%
3	Less than once a month	92	14%
4	Almost never or never	240	36%
5	Not sure	7	1%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.51
Variance	1.77
Standard Deviation	1.33
Total Responses	672

religion. What is your present religion, if any?

#	Answer	Response	%
1	Protestant	325	48%
2	Roman Catholic	167	25%
3	Mormon	12	2%
4	Eastern or Greek Orthodox	4	1%
5	Jewish	14	2%
6	Muslim	0	0%
7	Budhist	2	0%
8	Hindu	3	0%
9	Atheist	6	1%
10	Agnostic	9	1%
11	Nothing in particular	47	7%
12	Something else	83	12%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	12
Mean	3.68
Variance	17.45
Standard Deviation	4.18
Total Responses	672

bornagain. Do you consider yourself to be "born again"?

#	Answer	Response	%
1	Yes	290	43%
2	No	382	57%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.57
Variance	0.25
Standard Deviation	0.50
Total Responses	672

state. 50 States, D.C. and Puerto Rico

#	Answer	Response	%
1	Alabama	14	2%
2	Alaska	0	0%
3	Arizona	17	3%
4	Arkansas	0	0%
5	California	61	9%
6	Colorado	15	2%
7	Connecticut	7	1%
8	Delaware	2	0%
9	District of Columbia	0	0%
10	Florida	45	7%
11	Georgia	18	3%
12	Hawaii	3	0%
13	Idaho	3	0%
14	Illinois	21	3%
15	Indiana	13	2%
16	Iowa	9	1%
17	Kansas	8	1%
18	Kentucky	13	2%
19	Louisiana	4	1%
20	Maine	4	1%
21	Maryland	11	2%
22	Massachusetts	10	1%
23	Michigan	18	3%
24	Minnesota	8	1%
25	Mississippi	1	0%
26	Missouri	15	2%
27	Montana	2	0%
28	Nebraska	7	1%
29	Nevada	9	1%
30	New Hampshire	1	0%
31	New Jersey	19	3%
32	New Mexico	6	1%
33	New York	37	6%
34	North Carolina	37	6%

35	North Dakota		2	0%
36	Ohio		27	4%
37	Oklahoma		7	1%
38	Oregon		10	1%
39	Pennsylvania		43	6%
40	Puerto Rico		0	0%
41	Rhode Island		1	0%
42	South Carolina		10	1%
43	South Dakota		2	0%
44	Tennessee		12	2%
45	Texas		60	9%
46	Utah		9	1%
47	Vermont		2	0%
48	Virginia		13	2%
49	Washington		11	2%
50	West Virginia		2	0%
51	Wisconsin		20	3%
52	Wyoming		3	0%
53	I do not reside in the United States		0	0%
	Total		672	100%

Statistic	Value
Min Value	1
Max Value	52
Mean	26.43
Variance	233.84
Standard Deviation	15.29
Total Responses	672

income. Thinking back over the last year, what was your family's income?

#	Answer	Response	%
1	Less than \$10,000	16	2%
2	\$10,000 - \$14,999	28	4%
3	\$15,000 - \$19,999	37	6%
4	\$20,000 - \$24,999	41	6%
5	\$25,000 - \$29,999	40	6%
6	\$30,000 - \$39,999	75	11%
7	\$40,000 - \$49,999	84	13%
8	\$50,000 - \$59,999	73	11%
9	\$60,000 - \$69,999	50	7%
10	\$70,000 - \$79,999	44	7%
11	\$80,000 - \$99,999	60	9%
12	\$100,000 - \$119,999	33	5%
13	\$120,000 - \$149,999	29	4%
14	\$150,000 or more	28	4%
15	Prefer not to say	34	5%
	Total	672	100%

Statistic	Value
Min Value	1
Max Value	15
Mean	8.03
Variance	13.13
Standard Deviation	3.62
Total Responses	672