

**PEW RESEARCH CENTER/WASHINGTON POST
JANUARY 5-8, 2012
FINAL TOPLINE
N=1000**

**PEW.1-PEW.5 PREVIOUSLY RELEASED
PEW.6 HELD FOR FUTURE RELEASE**

PEWWP.1 I'm going to name some people and organizations. If you heard that one of them was supporting a presidential candidate would you be more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference? **[INTERVIEWER INSTRUCTION: IF R SAYS THAT A PERSON OR ORGANIZATION HAS ALREADY ENDORSED A CANDIDATE, ASK "Does this endorsement make you more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference?"]**¹

| | More likely to vote | Less likely to vote | Wouldn't make a difference | (VOL.) DK/ Refused |
|-----------------------------------|------------------------|------------------------|-------------------------------|--------------------------|
| a. Your local newspaper | | | | |
| January 5-8, 2012 | 12 | 11 | 75 | 2 |
| September 14-17, 2007 | 14 | 14 | 69 | 3 |
| January, 2004 | 7 | 7 | 83 | 3 |
| January, 2000 | 11 | 10 | 76 | 3 |
| b. Your minister, priest or rabbi | | | | |
| January 5-8, 2012 | 18 | 9 | 70 | 2 |
| September 14-17, 2007 | 18 | 12 | 67 | 3 |
| January, 2004 | 13 | 4 | 80 | 3 |
| January, 2000 | 18 | 7 | 70 | 5 |
| c. The governor of your state | | | | |
| January 5-8, 2012 | 15 | 16 | 67 | 2 |
| September 14-17, 2007 | 19 | 18 | 61 | 2 |
| d. Donald Trump | | | | |
| January 5-8, 2012 | 8 | 26 | 64 | 2 |
| September 14-17, 2007 | 5 | 20 | 73 | 2 |
| e. John McCain | | | | |
| January 5-8, 2012 | 13 | 22 | 63 | 2 |
| January, 2004 | 12 | 6 | 77 | 5 |
| f. Michele Bachmann | | | | |
| January 5-8, 2012 | 7 | 21 | 68 | 4 |
| g. Sarah Palin | | | | |
| January 5-8, 2012 | 10 | 29 | 60 | 1 |
| h. George W. Bush | | | | |
| January 5-8, 2012 | 13 | 28 | 57 | 1 |
| i. Herman Cain | | | | |
| January 6-8, 2012 | 7 | 19 | 70 | 3 |

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