

2012 ELECTION

Giuliani Surpasses Huckabee and Palin as GOP “Presidential Material” in 2012

Low interest from general public on Palin’s book, but 44 per cent of Republicans plan to buy it or read it.

[SAN FRANCISCO – Nov. 30, 2009] – Former New York City Mayor Rudy Giuliani, who reappeared earlier this month to voice his views on the impending trial of the alleged 9/11 conspirators, has surpassed other potential Republican presidential hopefuls in the United States, a new Angus Reid Public Opinion survey has found.

In the online survey of a representative national sample of 1,003 American adults, 32 per cent of respondents believe Giuliani would make a good president.

Former Arkansas Governor Mike Huckabee is second on the list of presidential hopefuls with 28 per cent, followed by former U.S. Secretary of State Condoleezza Rice with 27 per cent, and former Alaska Governor and 2008 vice-presidential nominee Sarah Palin.

Among Republicans, Huckabee is in first place with 49 per cent, followed by Giuliani and Palin (each with 47%), Rice with 37 per cent, and former Massachusetts Governor Mitt Romney with 32 per cent.

A majority of Americans (53%) believe Palin would make a bad president—the highest score on this particular question for the 11 Republican politicians included in the survey.

KEY FINDINGS

- **32% of Americans and 47% of Republicans think Rudy Giuliani would make a good president**
- **24% of Americans and 47% of Republicans think Sarah Palin would make a good president**
- **75% of Americans do not plan to either read or buy Palin's memoir; 44% of Republicans will read or buy "Going Rogue"**

Full topline results are at the end of this release.

From November 17 to November 18, 2009, Angus Reid Public Opinion conducted an online survey among 1,003 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

CONTACT:

Ashley Grosse, Senior Vice President, US Public Affairs, 415.489.7105, ashley.grosse@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

"Going Rogue"

Earlier this month, Palin released her memoir, "Going Rogue". While 75 per cent of respondents claim that they do not plan to either read or buy the book, supporters of the GOP hold very different views. Four per cent of Republicans have either already read or bought "Going Rogue", 13 per cent plan to buy it, and 27 per cent intend to read it.

Representation

More than half of respondents believe that women (51%) and African Americans (56%) are well represented in the leadership of the Democratic Party. The Republican Party gets a lower score on both of these issues (38% for women, and 30% for African Americans). The Democrats (38%) also lead the GOP (21%) in being a party where Latinos are well represented.

Analysis

Sarah Palin remains a polarizing figure for Americans. The former Alaska Governor is seen as a bad president by a majority of respondents, and three-in-ten Republicans also appear to question her capabilities.

CONTACT:

Ashley Grosse, Senior Vice President, US Public Affairs, 415.489.7105, ashley.grosse@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

2012 Election

Several politicians have been mentioned as possible presidential candidates for the Republican Party in 2012. For each of these politicians, please say whether you think they would make a good president or a bad president. – *All respondents.*

	Good President	Bad President	Not sure
Rudy Giuliani	32%	28%	40%
Mike Huckabee	28%	25%	48%
Condoleezza Rice	27%	34%	39%
Sarah Palin	24%	53%	23%
Mitt Romney	21%	29%	51%
Ron Paul	18%	23%	59%
Newt Gingrich	16%	43%	41%
Tim Pawlenty	6%	18%	76%
Bobby Jindal	9%	22%	70%
Michael Steele	4%	23%	73%
Gary Johnson	3%	16%	81%

CONTACT:

Ashley Grosse, Senior Vice President, US Public Affairs, 415.489.7105, ashley.grosse@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

2012 Election

Several politicians have been mentioned as possible presidential candidates for the Republican Party in 2012. For each of these politicians, please say whether you think they would make a good president or a bad president. – *Republican Party Supporters.*

	Good President	Bad President	Not sure
Mike Huckabee	49%	11%	40%
Rudy Giuliani	47%	15%	38%
Sarah Palin	47%	30%	22%
Condoleezza Rice	37%	25%	38%
Mitt Romney	32%	18%	50%
Newt Gingrich	28%	29%	43%
Ron Paul	24%	19%	57%
Bobby Jindal	14%	13%	73%
Tim Pawlenty	10%	13%	76%
Michael Steele	7%	16%	78%
Gary Johnson	4%	12%	85%

CONTACT:

Ashley Grosse, Senior Vice President, US Public Affairs, 415.489.7105, ashley.grosse@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

2012 Election

As you may know, former Republican vice-presidential nominee Sarah Palin has written a book. Have you, or do you plan to read or buy this book?

	Region				
	Total	Northeast	Midwest	South	West
I have read the book	1%	1%	1%	1%	2%
I have bought the book	1%	1%	1%	1%	1%
I plan to buy the book	6%	9%	6%	6%	5%
I plan to read the book	16%	14%	15%	18%	18%
I do not plan to either read or buy the book	75%	75%	77%	73%	74%

2012 Election

As you may know, former Republican vice-presidential nominee Sarah Palin has written a book. Have you, or do you plan to read or buy this book?

	Political Allegiance			
	Total	Democrat	Republican	Independent
I have read the book	1%	2%	2%	0%
I have bought the book	1%	1%	2%	1%
I plan to buy the book	6%	3%	13%	5%
I plan to read the book	16%	9%	27%	17%
I do not plan to either read or buy the book	75%	85%	56%	77%

CONTACT:

Ashley Grosse, Senior Vice President, US Public Affairs, 415.489.7105, ashley.grosse@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

2012 Election

Thinking specifically about the Democratic Party, do you feel each of these groups is currently well represented in its leadership? – *All respondents.*

	Well Represented	Not Well Represented	Not sure
Women	51%	25%	24%
African Americans	56%	18%	26%
Latinos	38%	26%	36%

2012 Election

Thinking specifically about the Republican Party, do you feel each of these groups is currently well represented in its leadership? – *All respondents.*

	Well Represented	Not Well Represented	Not sure
Women	38%	36%	25%
African Americans	30%	41%	29%
Latinos	21%	42%	37%

CONTACT:

Ashley Grosse, Senior Vice President, US Public Affairs, 415.489.7105, ashley.grosse@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.
<http://bit.ly/4zxf1S>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at
<http://bit.ly/3z0u1l>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>

CONTACT:

Ashley Grosse, Senior Vice President, US Public Affairs, 415.489.7105, ashley.grosse@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com