



**THE PEW RESEARCH CENTER**  
**For The People & The Press**

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**Voter Impressions of Leading Candidates**

**CLINTON SEEN AS 'TOUGH' AND 'SMART' -- GIULIANI AS 'ENERGETIC'**

**Also inside...**

- Democrats more positive about field.
- Gore endorsement matters to liberals.
- Candidate preferences unchanged.

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## Voter Impressions of Leading Candidates

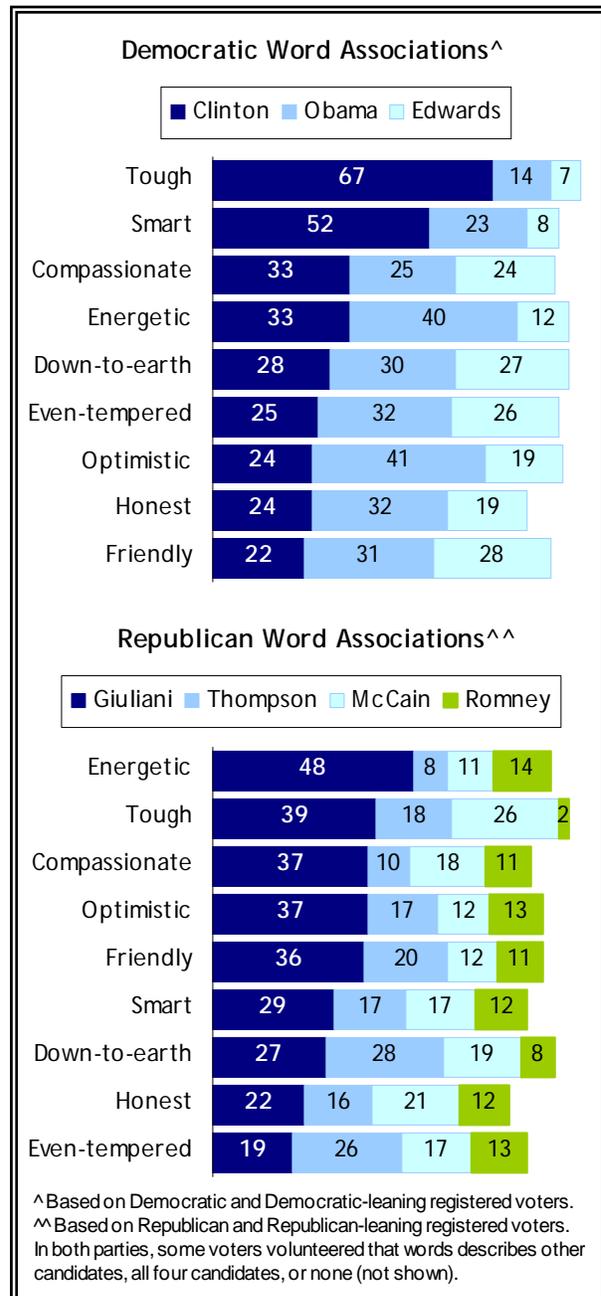
### CLINTON SEEN AS 'TOUGH' AND 'SMART' -- GIULIANI AS 'ENERGETIC'

The public is no more engaged by the presidential campaign than it was in the spring, and the candidates' images remain somewhat blurry. But the personal strengths of several leading candidates are beginning to come into focus for voters.

Views of Hillary Clinton are more sharply drawn than those of other leading candidates in either political party. As many as 67% of Democratic and Democratic-leaning voters say Clinton is the Democratic candidate who first comes to mind when they hear the word *tough* and more than half (52%) associate Clinton with the word *smart*. No other candidate – Democrat or Republican – comes close to Clinton in being linked with each of these traits.

Pluralities of Republican and Republican-leaning voters say Rudy Giuliani is the GOP candidate who comes to mind when the words *tough* and *smart* are mentioned. But just 39% say Giuliani is the candidate who comes to mind when *tough* is raised, and 29% link him, more than other leading GOP candidates, with the word *smart*.

Clinton's own image is largely defined by these two personality traits – just a third or fewer Democratic voters associate her with words such as *optimistic*, *compassionate*, *energetic* and *down-to-earth*. In fact, more Democratic voters associate the words *optimistic*, *honest*, *energetic* and *down-to-earth* with Obama than Clinton; larger percentages also associate the word *friendly* with both Obama and John Edwards than with Clinton.



By contrast, Giuliani is the Republican candidate that GOP voters most closely associate with a number of positive personality traits, including *energetic*, *compassionate* and *optimistic*, as well as *tough* and *smart*. Roughly half (48%) say Giuliani is the candidate who first comes to mind when the word *energetic* is mentioned. His closest rival, Fred Thompson, is the candidate least associated with the word *energetic* (8%).

The only words or phrases, among nine mentioned, that Giuliani is not most closely associated with are *even-tempered* (26% cite Thompson, 19% Giuliani) and *down-to-earth* (28% Thompson, 27% Giuliani). It is important to note that even among Republicans, Giuliani and McCain are more familiar than either Thompson or Romney.

The latest national survey by the Pew Research Center for the People & the Press, conducted Sept. 12-16 among 1,501 Americans, finds there has been little change since July in the races for the Republican and Democratic presidential nominations. Currently, 32% of Republican and Republican-leaning voters say they would most like to see Giuliani win the GOP nomination, while 21% favor Fred Thompson. In July, Thompson trailed Giuliani by nine points (27%-18%).

	March	April	July	Sept
	%	%	%	%
Rudy Giuliani	33	32	27	32
Fred Thompson	n/a	10	18	21
John McCain	22	23	16	15
Mitt Romney	8	8	10	9
Newt Gingrich	7	9	8	6
Mike Huckabee	2	3	1	4
Sam Brownback	2	*	1	2
Ron Paul	n/a	n/a	2	1
Tom Tancredo	n/a	n/a	1	1
Other	9	4	2	1
None	5	3	3	2
Don't know	<u>12</u>	<u>8</u>	<u>11</u>	<u>6</u>
	100	100	100	100
Number of cases	529	530	546	467

Based on Republican and Republican-leaning registered voters. n/a means a name was not offered as an option in earlier surveys.

Thompson, who announced his candidacy earlier this month, has strengthened his hold on second place. He currently leads John McCain by 21%-15%; in July, the two men were running about even (Thompson 18% vs. McCain 16%).

The Democratic presidential contest has remained fairly stable in recent months. Hillary Clinton leads Barack Obama by 42%-25% among Democratic and Democratic-leaning voters; 14% support John Edwards. In July, 44% favored Clinton, 25% Obama, and 14% Edwards.

	March	April	July	Sept
	%	%	%	%
Hillary Clinton	39	39	44	42
Barack Obama	28	27	24	25
John Edwards	19	21	13	14
Bill Richardson	2	2	3	3
Dennis Kucinich	*	1	2	2
Joe Biden	2	1	3	2
Chris Dodd	*	*	1	1
Other	*	*	1	1
None	4	5	3	2
Don't know	<u>5</u>	<u>3</u>	<u>6</u>	<u>8</u>
	100	100	100	100
Number of cases	614	574	623	568

Based on Democratic and Democratic-leaning registered voters. Al Gore is not included on list: trends from earlier surveys recalculated by substituting Gore supporters' second choice.

The survey finds that frontrunners Clinton and Giuliani are viewed by their parties' voters as the candidates with the best chance of winning the general election. Roughly half of Democratic and Democrat-

leaning voters (53%) say Clinton has the best chance of winning the general election, compared with just 20% who say Obama and 16% who choose Edwards. About the same number of Republican and Republican-leaning voters (49%) believe Giuliani has the best chance of prevailing in November 2008, while 19% choose Thompson and 12% McCain.

Overall, 69% of registered voters say they are giving a lot of thought (32%) or some thought (37%) to the 2008 presidential candidates, which is slightly lower than in July (73%). In April, 66% of voters said they were giving at least some thought to the presidential candidates.

### Democrats More Positive About Candidates

Fully 64% of Democrats say they have either an excellent (15%) or a good (49%) impression of the Democratic candidates. Fewer than half that number (30%) rates the candidates as fair (27%) or poor (3%). By comparison, Republicans express far more measured opinions of their party's 2008 field: 49% rate the GOP candidates as excellent or good, compared with 42% who view them as fair or poor.

Majorities of independents rate both parties' 2008 candidates negatively. However, significantly more independents say the GOP field is fair or poor than say the same about the Democratic candidates (69% vs. 54%). Only about one-in-five independents (21%) rate the Republican candidates as good or excellent; 37% of independents have a positive opinion of the Democratic candidates.

<i>Impressions of</i>	<u>Dem</u>	<u>Ind</u>
<i>Democratic candidates:</i>	%	%
Excellent/good	64	37
Fair/poor	30	54
Don't know	<u>6</u>	<u>9</u>
	100	100
<i>Impressions of</i>	<u>Rep</u>	<u>Ind</u>
<i>Republican candidates:</i>	%	%
Excellent/good	49	21
Fair/poor	42	69
Don't know	<u>9</u>	<u>10</u>
	100	100

Not only do Democrats rate their party's candidates more positively than Republicans rate the GOP field, Democrats also are more upbeat about the 2008 presidential field than they have been at comparable points in past presidential campaigns. In September 2003, just 44% of Democrats had a positive opinion of the Democratic presidential candidates, 20 points below the current measure. In October 1991, just 28% of Democrats gave the presidential field an excellent or good rating.

	<u>Oct</u>	<u>Sept</u>	<u>Sept</u>
<i>Democrats' ratings of</i>	<u>1991</u>	<u>2003</u>	<u>2007</u>
<i>party's candidates...</i>	%	%	%
Excellent/good	28	44	64
Fair/poor	47	42	30
Don't know	<u>25</u>	<u>14</u>	<u>6</u>
	100	100	100

No data available from 2000 presidential campaign.

## Candidate Word Association

Fully 78% of liberal Democrats associate the word *tough* with Clinton, far more than moderate (67%) and conservative (59%) Democrats. Yet liberal Democrats are the least likely to think of Clinton when they hear the word *honest*. Just 18% name Clinton as honest, only about half the proportion of conservative Democrats (35%). Instead, liberal Democrats are the most likely to name Obama (41%) when they hear the word *honest*.

Younger and older Democrats also view the candidates differently. Democratic voters under age 50 are the most likely to think of Clinton as *tough* (71%), but just a quarter say Clinton comes to mind first when the word *honest* is mentioned. And while voters age 65 and older are the least likely to associate the word *tough* with Clinton, they tend to favor her when they hear the word *honest*.

	<i>Tough</i>			<i>Honest</i>		
	Clin- ton %	Oba- ma %	Ed- wards %	Clin- ton %	Oba- ma %	Ed- wards %
Liberal	78	9	7	18	41	17
Moderate	67	17	7	23	31	24
Conservative	59	16	6	35	25	11
Men	62	16	10	24	33	18
Women	72	13	5	24	31	19
18-49	71	16	6	25	32	17
50-64	67	14	6	18	40	18
65+	57	10	12	29	22	20

Based on Democratic and Democratic-leaning registered voters.

Among Democrats, the views of men and women are largely similar. One slight difference, however, is the greater tendency for women to associate the word *tough* with Hillary Clinton. Democratic women are 10 points more likely than Democratic men (72% vs. 62%).

Republicans of have similar impressions of the candidates so far in the race, though there are modest differences across ideological and gender lines. Conservative Republicans are more likely than moderates and liberals in the party to associate the word *smart* with Fred Thompson – though across the board more link Giuliani with this word than any other candidate. Republican men

	<i>Smart</i>				<i>Down-to-Earth</i>			
	Giu- liani %	Thomp- son %	Mc- Cain %	Rom- ney %	Giu- liani %	Thomp- son %	Mc- Cain %	Rom- ney %
Conservative	30	20	16	11	25	30	19	9
Moderate/Lib	28	10	18	15	32	25	19	7
Men	32	19	15	15	23	34	19	9
Women	27	14	20	9	32	20	20	8

Based on Republican and Republican-leaning registered voters.

are more apt than women to see Thompson as the *down-to-earth* and *friendly* candidate. Among Republican men, 34% name Thompson as *down-to-earth* while 23% name Giuliani. Among Republican women, 32% name Giuliani as *down-to-earth* while 20% name Thompson.

## Would a Gore Endorsement Help?

A wide majority of Democratic voters (69%) say that if Al Gore said he was supporting one of the presidential candidates it would not make any difference to them, but the number saying it would influence them favorably is not insignificant. About one-in-five Democratic and Democratic-leaning voters (21%) say Gore's endorsement would make them more likely to support a candidate, while just 7% say his endorsement would drive them away.

Gore's influence is most positive among women, whites, and liberals. By a margin of 23% to 5%, women say a Gore endorsement would influence them favorably, compared to a narrower 18% to 11% margin among men. And while white voters say they would be more, not less, likely to back a candidate endorsed by Gore by nearly four-to-one (23% vs. 6%), Gore's influence among blacks is decidedly mixed (15% say more likely, 13% less likely).

	More <u>likely</u> %	Less <u>likely</u> %	No <u>diff.</u> %	DK %
Democratic voters <sup>^</sup>	21	7	69	3=100
Men	18	11	69	2=100
Women	23	5	68	4=100
White	23	6	69	2=100
Black	15	13	65	7=100
18-49	20	6	72	2=100
50-64	21	12	65	2=100
65+	22	5	65	8=100
Liberal	29	3	65	3=100
Moderate	17	7	73	3=100
Conservative	15	16	64	5=100
<i>Current preference</i>				
Clinton	19	9	70	2=100
Obama	15	6	74	5=100
Edwards	32	7	59	2=100
Other/DK	23	6	66	5=100

<sup>^</sup>Based on Democratic and Democratic-leaning registered voters.

The ideological divide among Democrats over a potential Gore endorsement is perhaps the most striking. Among liberal Democrats, 29% say his endorsement would affect them favorably, just 3% negatively. But among conservative Democrats, about the same number say they would be less likely to back a candidate Gore endorsed (16%) as say they would be influenced favorably (15%).

## **ABOUT THIS SURVEY**

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,501 adults, 18 years of age or older, from September 12-16, 2007. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on Form 1 (N=760) or Form 2 (N=741), one can say with 95% confidence that the error attributable to sampling is plus or minus 4 percentage points. For results based on Democratic and Democratic-leaning registered voters (N=568) or Republican and Republican-leaning registered voters (N=467) the margin of error is plus or minus 5 percentage points.

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.

## **ABOUT THE CENTER**

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**SEPTEMBER 2007 POLITICAL SURVEY**  
**TOPLINE FOR RELEASE**  
**September 12-16, 2007**  
**N=1501**

**QUESTIONS 1 AND 3 PREVIOUSLY RELEASED**  
**QUESTIONS 2 AND 4-6 HELD FOR FUTURE RELEASE**

**ASK ALL:**

Q.7 How much thought, if any, have you given to candidates who may be running for president in 2008?  
**[READ]**

		July <u>2007</u>	June <u>2007</u>	April <u>2007</u>	March <u>2007</u>	Feb <u>2007</u>	Dec <u>2006</u>
27	A lot	30	29	26	24	24	23
33	Some	38	34	34	36	34	36
21	Not much	16	20	21	20	22	20
17	None at all	15	16	17	18	18	20
<u>2</u>	Don't know/Refused ( <b>VOL. - DO NOT READ</b> )	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>
100		100	100	100	100	100	100

**NO QUESTIONS 8-9**

**ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

**IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:**

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

		(VOL.)			(VOL.)			<i>Lean</i>	<i>Lean</i>
		Republican	Democrat	Independent	No Preference	Other Party	DK/Ref	<i>Rep</i>	<i>Dem</i>
September, 2007	27	32	32	32	6	*	3=100	8	16
August, 2007	26	32	32	32	5	1	4=100	10	16
July, 2007	27	32	32	34	4	*	3=100	11	17
June, 2007	25	34	32	32	6	*	3=100	10	17
April, 2007	25	28	40	33	5	*	2=100	13	17
March, 2007	25	36	33	33	3	*	3=100	12	16
February, 2007	25	34	34	34	4	*	3=100	10	18
Mid-January, 2007	24	35	34	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	39	4	*	3=100	12	18
December, 2006	25	35	32	32	5	*	3=100	11	17
Mid-November, 2006	25	36	32	32	4	*	3=100	9	18
Late October, 2006	26	32	33	33	5	1	3=100	10	16
Early October, 2006	27	34	33	33	3	*	3=100	12	15
Early September, 2006	30	34	30	30	3	*	3=100	10	14
August, 2006	30	33	30	30	4	*	3=100	12	14
July, 2006	29	33	31	31	4	1	2=100	11	14
June, 2006	29	34	31	31	4	*	2=100	11	16
April, 2006	29	32	30	30	5	*	4=100	10	14
Early April, 2006	29	32	33	33	3	*	3=100	12	16
March, 2006	28	34	30	30	4	*	4=100	11	15
February, 2006	30	33	31	31	3	*	3=100	11	16
January, 2006	28	32	32	32	5	*	3=100	10	15

**PARTY/PARTYLN CONTINUED...**

				(VOL.) No	(VOL.) Other	DK/ Ref	Lean Rep	Lean Dem
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>Preference</u>	<u>Party</u>			
<i>Yearly Totals</i>								
2006	27.6	32.8	30.3	5.0	.4	3.9=100	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8=100	10.2	14.9
2004	29.5	33.1	30.0	4.0	.4	3.0=100	11.8	13.6
2003	29.8	31.4	31.2	4.7	.5	2.5=100	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7=100	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7=100	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6=100	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1=100	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0=100	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9=100	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4=100	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3=100	12.3	13.8
1996	29.2	32.7	33.0	5.2=100			12.7	15.6
1995	31.4	29.7	33.4	5.4=100			14.4	12.9
1994	29.8	31.8	33.8	4.6=100			14.3	12.6
1993	27.4	33.8	34.0	4.8=100			11.8	14.7
1992	27.7	32.7	35.7	3.9=100			13.8	15.8
1991	30.9	31.4	33.2	4.5=100			14.6	10.8
1990	31.0	33.1	29.1	6.8=100			12.4	11.3
1989	33	33	34=100					
1987	26	35	39=100					

**ASK ALL:**

Q.10 If there is a primary election or caucus in your state early next year, how likely is it that you will vote in the Republican or Democratic primary for President? **[READ IN ORDER]**

		Feb <sup>1</sup>
		<u>2000</u>
56	Very likely	60
19	Somewhat likely	18
6	Not too likely	7
13	Not at all likely	11
1	No primary (VOL.)	1
<u>5</u>	Don't know/Refused (VOL.)	3
100		

1 In February 2000, the question read, "If there is a primary election in your state this year, how likely is it that you will vote in either the Republican or Democratic primary for president?"

**IF PARTY=2 OR PARTYLN=2,9 ASK Q.11 BEFORE Q.12**

**IF PARTY=1 OR PARTYLN=1 ASK Q.12 BEFORE Q.11**

**ASK OF DEMOCRATS AND INDEPENDENTS (PARTY=2 OR PARTY=3) ONLY:**

Q.11 Overall, what's your impression of the candidates running for the Democratic presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, fair candidates or poor candidates?

**BASED ON DEMOCRATS [N=470]:**

		Feb <u>2004</u>	Jan <u>2004</u>	Sept <u>2003</u>	Feb <u>1992</u>	Oct <u>1991</u>	Jan <u>1988</u>
15	Excellent	10	9	6	6	3	5
49	Good	51	38	38	39	25	33
27	Fair	32	40	37	44	38	44
3	Poor	3	4	5	5	9	11
<u>6</u>	Don't know/Refused (VOL.)	<u>4</u>	<u>9</u>	<u>14</u>	<u>6</u>	<u>25</u>	<u>7</u>
100		100	100	100	100	100	100

**BASED ON INDEPENDENTS [N=484]:**

		Feb <u>2004</u>	Jan <u>2004</u>	Sept <u>2003</u>	Feb <u>1992</u>	Oct <u>1991</u>	Jan <u>1988</u>
4	Excellent	3	*	1	3	1	2
33	Good	41	27	26	30	16	27
39	Fair	40	44	42	53	40	44
15	Poor	10	15	16	10	15	15
<u>9</u>	Don't know/Refused (VOL.)	<u>6</u>	<u>14</u>	<u>15</u>	<u>4</u>	<u>28</u>	<u>12</u>
100		100	100	100	100	100	100

**ASK OF REPUBLICANS AND INDEPENDENTS (PARTY=1 OR PARTY=3) ONLY:**

Q.12 Overall, what's your impression of the candidates running for the Republican presidential nomination? As a group, would you say they are excellent candidates, good candidates, fair candidates or poor candidates?

**BASED ON REPUBLICANS [N=418]:**

		Oct <u>1995</u>	Jan <u>1988</u>
9	Excellent	6	8
40	Good	46	53
35	Fair	38	32
7	Poor	5	3
<u>9</u>	Don't know/Refused (VOL.)	<u>5</u>	<u>4</u>
100		100	100

**BASED ON INDEPENDENTS [N=484]:**

		Oct <u>1995</u>	Jan <u>1988</u>
1	Excellent	2	2
20	Good	25	32
50	Fair	53	44
19	Poor	17	10
<u>10</u>	Don't know/Refused (VOL.)	<u>3</u>	<u>12</u>
100		100	100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING INDEPENDENTS (PARTY=2 OR PARTYLN=2)**

**ONLY:**

Q.13 I'm going to read you the names of some DEMOCRATIC presidential candidates. Who would you most like to see nominated as the Democratic Party's candidate for president in 2008? **[READ AND RANDOMIZE. ACCEPT VOLUNTEERED RESPONSE IF OFFERED BEFORE FULL LIST IS READ. IF 98 'DON'T KNOW' PROBE ONCE: Is there anyone you are leaning toward as of today?]**

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=568]:**

					<i>WITHOUT GORE ^</i>		
		July	Apr	Mar	July	Apr	Mar
		<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>
42	Hillary Clinton	40	34	35	44	39	39
25	Barack Obama	21	24	26	24	27	28
14	John Edwards	11	18	16	13	21	19
3	Bill Richardson	2	1	1	3	2	2
2	Dennis Kucinich	2	1	*	2	1	*
2	Joe Biden	2	1	1	3	1	2
1	Chris Dodd	1	*	*	1	*	*
n/a	Al Gore ^	12	14	12	--	--	--
1	Other (VOL.) [SPECIFY]	1	*	0	1	*	*
2	None of them (VOL.)	2	5	3	3	5	4
8	Don't know/Haven't thought about it (VOL.)	6	2	5	6	3	5
*	Refused (VOL.)	<u>0</u>	<u>*</u>	<u>1</u>	0	1	1
<u>100</u>		100	100	100	100	100	100

^ Al Gore not included on list beginning in September. Trends recalculated by substituting in Gore supporters' second choice.

**IF ANSWERED (1-96 IN Q.13) ASK:**

Q.14 And who would be your SECOND choice? **[READ REMAINING NAMES IF NECESSARY]**

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=568]:**

<u>1<sup>st</sup></u> <u>choice</u>	<u>2<sup>nd</sup></u> <u>choice</u>	<u>Com-</u> <u>bined</u>	
42	24	66	Hillary Clinton
25	28	53	Barack Obama
14	17	31	John Edwards
3	3	6	Bill Richardson
2	2	4	Dennis Kucinich
2	3	5	Joe Biden
1	1	2	Chris Dodd
1	1		Other (VOL.) [SPECIFY]
2	5		None of them (VOL.)
8	6		Don't know/Haven't thought about it (VOL.)
*	0		Refused (VOL.)
<u>n/a</u>	<u>10</u>		<i>No first choice</i>
100	100		

**ASK OF REPUBLICANS AND REPUBLICAN LEANING INDEPENDENTS (PARTY=1 OR PARTYLN=1) ONLY :**

Q.15 I'm going to read you the names of some REPUBLICAN presidential candidates. Who would you most like to see nominated as the Republican Party's candidate for president in 2008? **[READ AND RANDOMIZE. ACCEPT VOLUNTEERED RESPONSE IF OFFERED BEFORE FULL LIST IS READ. IF 98 'DON'T KNOW' PROBE ONCE: Is there anyone you are leaning toward as of today?]**

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=467]:**

	<u>July</u>	<u>Apr</u>	<u>Mar</u>
32 Rudy Giuliani	27	32	33
21 Fred Thompson	18	10	n/a
15 John McCain	16	23	22
9 Mitt Romney	10	8	8
6 Newt Gingrich	8	9	7
4 Mike Huckabee	1	3	2
2 Sam Brownback	1	*	2
1 Ron Paul	2	n/a	n/a
1 Tom Tancredo	1	n/a	n/a
n/a Tommy Thompson	1	2	3
n/a Jim Gilmore	n/a	*	3
n/a Duncan Hunter	n/a	1	1
1 Other (VOL. DO NOT READ)	1	1	2
2 None of them (VOL. DO NOT READ)	3	3	5
6 Don't know/Haven't thought about it (VOL.)	11	8	12
* Refused (VOL. DO NOT READ)	*	*	*
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

**IF ANSWERED (1-96 IN Q.10) ASK:**

Q.16 And who would be your SECOND choice? **[READ REMAINING NAMES IF NECESSARY]**

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=467]:**

<u>1<sup>st</sup></u> <u>choice</u>	<u>2<sup>nd</sup></u> <u>choice</u>	<u>Com-</u> <u>bined</u>	
32	22	54	Rudy Giuliani
21	15	36	Fred Thompson
15	15	30	John McCain
9	12	21	Mitt Romney
6	6	12	Newt Gingrich
4	4	8	Mike Huckabee
2	1	3	Sam Brownback
1	1	2	Ron Paul
1	*	1	Tom Tancredo
1	1		Other (VOL.)
2	7		None of them (VOL.)
6	8		Don't know/Haven't thought about it (VOL.)
*	*		Refused (VOL. DO NOT READ)
<u>n/a</u>	<u>8</u>		<i>No first choice</i>
<u>100</u>	<u>100</u>		

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING INDEPENDENTS (PARTY=2 OR PARTYLN=2) ONLY:**

Q.17 Now I have a different kind of question...as I say some words or phrases, tell me whether **[READ CANDIDATE FIRST AND LAST NAMES IN RANDOM ORDER]** comes to mind. (For example,) who comes to mind when I say **[INSERT ITEM; RANDOMIZE]**, **[PROMPT REGULARLY WITH CANDIDATE LAST NAMES IN SAME ORDER AS ABOVE]**

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=568]:**

		Hillary <u>Clinton</u>	Barack <u>Obama</u>	John <u>Edwards</u>	(VOL.) <u>Other</u>	(VOL.) <u>All/ Multiple</u>	(VOL.) <u>None</u>	DK/ <u>Ref.</u>
a.	Energetic	33	40	12	*	7	2	6=100
b.	Honest	24	32	19	1	6	9	9=100
c.	Friendly	22	31	28	*	11	2	6=100
d.	Smart	52	23	8	*	13	1	3=100
e.	Compassionate	33	25	24	*	5	3	10=100
f.	Tough	67	14	7	*	2	2	8=100
g.	Down-to-earth	28	30	27	1	4	3	7=100
h.	Optimistic	24	41	19	*	5	2	9=100
i.	Even-tempered	25	32	26	*	5	2	10=100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING INDEPENDENTS (PARTY=2 OR PARTYLN=2) ONLY:**

Q.18 And which candidate do you think has the best chance of winning the general election against a Republican next November? **[READ AND RANDOMIZE]:**

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=568]:**

53	Hillary Clinton
20	Barack Obama
16	John Edwards
*	Other (VOL.)
3	All/Multiple (VOL.)
*	None (VOL.)
8	Don't know/Refused (VOL.)
100	

**ASK OF REPUBLICANS AND REPUBLICAN LEANING INDEPENDENTS (PARTY=1 OR PARTYLN=1) ONLY:**

Q.19 Now I have a different kind of question...as I say some words or phrases, tell me whether **[READ CANDIDATE FIRST AND LAST NAMES IN RANDOM ORDER]** comes to mind. (For example,) who comes to mind when I say **[INSERT ITEM; RANDOMIZE]**, **[PROMPT REGULARLY WITH CANDIDATE LAST NAMES IN SAME ORDER AS ABOVE]**

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=467]:**

		<b>(VOL.)</b>							
		Rudy Giuliani	Fred Thompson	Mitt Romney	John McCain	(VOL.) Other	All/Multiple	(VOL.) None	DK/Ref.
a.	Energetic	48	8	14	11	1	3	2	13=100
b.	Honest	22	16	12	21	1	5	12	11=100
c.	Friendly	36	20	11	12	1	6	2	12=100
d.	Smart	29	17	12	17	2	10	2	11=100
e.	Compassionate	37	10	11	18	1	2	5	16=100
f.	Tough	39	18	2	26	2	2	1	10=100
g.	Down-to-earth	27	28	8	19	1	3	4	10=100
h.	Optimistic	37	17	13	12	*	5	3	13=100
i.	Even-tempered	19	26	13	17	1	2	3	19=100

**ASK OF REPUBLICANS AND REPUBLICAN LEANING INDEPENDENTS (PARTY=1 OR PARTYLN=1) ONLY:**

Q.20 And which candidate do you think has the best chance of winning the general election against a Democrat next November? **[READ AND RANDOMIZE]:**

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=467]:**

49	Rudy Giuliani
19	Fred Thompson
4	Mitt Romney
12	John McCain
2	Other (VOL.)
2	All/Multiple (VOL.)
2	None (VOL.)
<u>10</u>	Don't know/Refused (VOL.)
100	

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING INDEPENDENTS (PARTY=2 OR PARTYLN=2)  
ONLY:**

Q.21 If Al Gore said he 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?

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=568]:**

		Early Jan <u>2004</u> <sup>2</sup>
21	More likely to vote	22
7	Less likely to vote	10
69	Wouldn't make a difference	65
<u>3</u>	Don't know/Refused ( <b>VOL.</b> )	<u>3</u>
100		100

**QUESTIONS 22 AND 47-72 PREVIOUSLY RELEASED  
NO QUESTIONS 23 OR 43-46  
QUESTIONS 24-42 HELD FOR FUTURE RELEASE**

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2 In January 2004, the question was part of a list asking about various people who might support candidates. The question was asked of a half sample of all respondents, including 354 Democrats and Democratic leaners, for whom results are shown.