

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JANUARY POLITICAL SURVEY**  
**FINAL TOPLINE**  
**January 9- January 13, 2008**  
**N = 1515**

**Q.1 THOUGH Q.9 HELD FOR FUTURE RELEASE**

**ASK ALL:**

On a different subject...

Q.10 How much thought, if any, have you given to the candidates running for president in 2008?<sup>1</sup> **[READ]**

		Dec 2007	Nov 2007	Oct 2007	Sept 2007	July 2007	June 2007	April 2007	March 2007	Feb 2007	Dec 2006
44	A lot	35	34	30	27	30	29	26	24	24	23
32	Some	33	35	37	33	38	34	34	36	34	36
11	Not much	13	16	17	21	16	20	21	20	22	20
11	None at all	18	14	14	17	15	16	17	18	18	20
<u>2</u>	DK/Ref (VOL. DO NOT READ)	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>	<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	100	100	100	100

Q.11 Now I'd like your views on some people. As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. (First, **INSERT NAME**) would you say your overall opinion of... **[INSERT ITEM; RANDOMIZE WITH ITEM i ALWAYS LAST]** is very favorable, mostly favorable, mostly Unfavorable, or very unfavorable?

How about (**NEXT NAME**)? **[IF NECESSARY: would you say your overall opinion of [NAME] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

	-----Favorable-----			-----Unfavorable-----			(VOL) Never	(VOL) Can't
	Total	Very	Mostly	Total	Very	Mostly	Heard of	rate/Ref
a. George W. Bush	36	11	25	60	37	23	0	4=100
Late December, 2007	33	10	23	63	41	22	0	4=100
August, 2007	40	12	28	57	34	23	*	3=100
December, 2006	39	12	27	57	34	23	*	4=100
April, 2006	40	15	25	57	35	22	*	3=100
Late October, 2005	46	17	29	51	29	22	*	3=100
July, 2005	51	22	29	46	25	21	0	3=100
Late March, 2005	53	23	30	45	27	18	0	2=100
Mid-October, 2004 (RVs)	56	26	30	42	23	19	*	2=100
Early October, 2004 (RVs)	57	27	30	40	20	20	0	3=100
Early September, 2004	52	25	27	43	24	19	*	5=100
August, 2004	58	27	31	39	22	17	0	3=100
June, 2004	52	19	33	45	22	23	*	3=100
Early February, 2004	53	21	32	44	25	19	0	3=100
January 29-February 1, 2004	52	--	--	47	--	--	--	1=100
Gallup: January 2-5, 2004	65	--	--	35	--	--	--	*=100
Gallup: October 6-8, 2003	60	--	--	39	--	--	--	1=100
Gallup: June 9-10, 2003	66	--	--	33	--	--	--	1=100

1 In December, 2007, and before the question was worded: "How much thought, if any, have you given to candidates who may be running for president in 2008?"

**Q. 11 CONTINUED...**

		-----Favorable-----			-----Unfavorable-----			(VOL) Never	(VOL) Can't
		Total	Very	Mostly	Total	Very	Mostly	Heard of	rate/Ref
	April, 2003	72	37	35	25	11	14	0	3=100
	January, 2003	70	28	42	28	10	18	0	2=100
	December, 2002	68	35	33	27	11	16	0	5=100
	July, 2001	61	22	39	35	14	21	*	4=100
	January, 2001	60	24	36	33	12	21	0	7=100
	May, 2000	58	18	40	31	12	19	1	10=100
	March, 1999 <sup>2</sup>	61	21	40	21	7	14	4	14=100
	November, 1997	54	13	41	18	6	12	9	19=100
b.	Rudy Giuliani	39	8	31	48	18	30	3	10=100
	Late December, 2007	44	9	35	40	14	26	5	11=100
	August, 2007	54	12	42	28	9	19	8	10=100
	April, 2006	70	26	44	14	4	10	10	6=100
	Late October, 2005	63	22	41	17	6	11	10	10=100
	Late March, 2005	60	20	40	17	5	12	7	16=100
	May, 2000	37	9	28	18	6	12	26	19=100
c.	Mitt Romney	31	7	24	43	13	30	8	18=100
	Late December, 2007	29	4	25	35	11	24	17	19=100
	August, 2007	28	5	23	24	7	17	29	19=100
d.	John McCain	55	14	41	31	9	22	3	11=100
	Late December, 2007	46	8	38	34	10	24	7	13=100
	August, 2007	47	8	39	29	8	21	12	12=100
	December, 2006	51	13	38	26	6	20	10	13=100
	April, 2006	54	14	40	26	7	19	8	12=100
	Late October, 2005	56	15	41	19	5	14	10	15=100
	Late March, 2005	59	15	44	17	4	13	8	16=100
	July, 2001	51	14	37	22	5	17	13	14=100
	January, 2001	59	18	41	15	3	12	9	17=100
	May, 2000	54	14	40	20	5	15	11	15=100
e.	Mike Huckabee	34	8	26	37	13	24	10	19=100
	Late December, 2007	27	7	20	32	11	21	19	22=100
f.	Hillary Clinton	52	20	32	44	25	19	*	4=100
	Late December, 2007	50	21	29	44	26	18	*	6=100
	August, 2007	55	21	34	39	21	18	2	4=100
	December, 2006	56	22	34	39	21	18	*	5=100
	April, 2006	54	20	34	42	21	21	1	3=100
	Late October, 2005	56	20	36	38	19	19	1	5=100
	Late March, 2005	57	22	35	36	17	19	*	7=100
	December 2002	47	15	32	44	23	21	1	8=100
	July, 2001	53	20	33	42	23	19	1	4=100
	January, 2001	60	25	35	35	16	19	*	5=100
	May, 2000	49	15	34	42	22	20	1	8=100
	Early December, 1998	66	32	34	31	15	16	*	3=100

**Q. 11 CONTINUED...**

		-----Favorable-----			-----Unfavorable-----			(VOL) Never	(VOL) Can't
		Total	Very	Mostly	Total	Very	Mostly	Heard of	rate/Ref
	Early October, 1998 (RVs)	58	24	34	36	18	18	*	6=100
	Early September, 1998	64	24	40	31	13	18	0	5=100
	Late August, 1998	63	25	38	34	13	21	*	3=100
	March, 1998	65	26	39	31	14	17	*	4=100
	January, 1997	57	17	40	40	17	23	*	3=100
	June, 1996	53	13	40	43	17	26	*	4=100
	April, 1996	49	12	37	46	19	27	0	5=100
	February, 1996	42	14	28	54	27	27	0	4=100
	January, 1996	42	10	32	54	26	28	0	4=100
	October, 1995	58	14	44	38	14	24	--	4=100
	August, 1995	49	16	33	47	22	25	*	4=100
	December, 1994	50	17	33	45	20	25	1	4=100
	July, 1994	57	19	38	40	18	22	1	2=100
	May, 1993	60	19	41	29	11	18	1	10=100
g.	John Edwards	45	10	35	37	13	24	4	14=100
	Late December, 2007	47	10	37	33	12	21	5	15=100
	August, 2007	47	10	37	29	10	19	11	13=100
	Early April, 2006	47	10	37	27	9	18	11	15=100
	Late October, 2005	50	12	38	23	6	17	10	17=100
	Mid-October, 2004 (RVs)	58	18	40	31	13	18	1	10=100
	Early October, 2004 (RVs)	50	16	34	28	11	17	2	20=100
	Early September, 2004	49	16	33	31	11	20	3	17=100
	August, 2004	58	22	36	24	6	18	4	14=100
	Early February, 2004	42	9	33	24	7	17	8	26=100
	January, 2003	22	4	18	14	4	10	43	21=100
h.	Barack Obama	56	20	36	33	13	20	3	8=100
	Late December, 2007	54	16	38	30	12	18	5	11=100
	August, 2007	48	14	34	26	10	16	13	13=100
i.	Michael Bloomberg	17	4	13	38	13	25	17	28=100
	<b>TREND FOR COMPARISON:</b>								
	<i>Gallup:</i> July 6-8, 2007	36	--	--	27	--	--	11	28=100

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

**IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:**

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

81	Yes, Registered
78	Absolutely certain
3	Chance registration has lapsed
*	Don't know/Refused
18	No, Not registered/Don't know
<u>1</u>	Don't know/Refused
100	

**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?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No Preference	(VOL.) Other Party	DK/ Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
January, 2008	24	33	37	4	*	2=100	12	18
Late December, 2007	25	32	36	4	*	3=100	12	18
November, 2007	28	33	32	4	1	2=100	9	16
October, 2007	25	37	33	3	*	2=100	11	17
September, 2007	27	32	32	6	*	3=100	8	16
August, 2007	26	32	32	5	1	4=100	10	16
July, 2007	27	32	34	4	*	3=100	11	17
June, 2007	25	34	32	6	*	3=100	10	17
April, 2007	25	28	40	5	*	2=100	13	17
March, 2007	25	36	33	3	*	3=100	12	16
February, 2007	25	34	34	4	*	3=100	10	18
Mid-January, 2007	24	35	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	4	*	3=100	12	18
<b>Yearly Totals</b>								
2007	25.4	32.9	33.7	4.6	.4	3.1=100	10.7	16.7
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 OF REGISTERED VOTERS (REGICERT=1):**

Q.12 If there is a primary election or caucus in your state this year, how likely is it that you will vote in either the Republican or Democratic primary for President? **[READ IN ORDER]**

**BASED ON REGISTERED VOTERS [N=1255]:**

		Dec <u>2007</u>	Nov <u>2007</u>	Oct <u>2007</u> <sup>3</sup>	Sept <u>2007</u>	Feb <u>2000</u> <sup>4</sup>
72	Very likely	64	68	69	67	73
13	Somewhat likely	19	17	16	16	15
5	Not too likely	7	6	4	5	4
6	Not at all likely	8	6	7	7	5
1	No primary (VOL.)	*	1	1	1	1
*	Already voted (VOL.)	n/a	n/a	n/a	n/a	n/a
<u>3</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>2</u>
100		100	100	100	100	100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Q.13 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, only fair candidates or poor candidates?

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=621]:**

		Nov <u>2007</u>	Oct <u>2007</u>
28	Excellent	16	17
50	Good	51	52
18	Only fair	28	22
2	Poor	2	5
<u>2</u>	Don't know/Refused (VOL.)	<u>3</u>	<u>4</u>
100		100	100

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3 The word "either" was added to the question in October 2007.

4 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?"

**ASK OF REPUBLICAN AND REPUBLICAN LEANING RVs [(PARTY=1 OR PARTYLN=1) AND REGICERT=1] ONLY:**

Q.14 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, only fair candidates or poor candidates?

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=499]:**

		Nov <u>2007</u>	Oct <u>2007</u>
11	Excellent	9	4
57	Good	47	46
28	Only fair	34	39
3	Poor	7	7
<u>1</u>	Don't know/Refused (VOL.)	<u>3</u>	<u>4</u>
100		100	100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Q.15 I'm going to read you the names of some DEMOCRATIC presidential candidates. Which one of the following

Democratic candidates would be your first choice for president? (READ AND RANDOMIZE) [IF "Don't know" PROBE ONCE WITH: "Just as of today, would you say you LEAN toward ...(READ). IF STILL DK, ENTER.]

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=621]:**

Jan <u>2008</u>		WITHOUT AL GORE							WITH AL GORE		
		Dec <u>2007</u>	Nov <u>2007</u>	Oct <u>2007</u>	Sept <u>2007</u>	July <u>2007^</u>	Apr <u>2007^</u>	Mar <u>2007^</u>	July <u>2007</u>	April <u>2007</u>	Mar <u>2007</u>
46	Hillary Clinton	46	45	45	42	44	39	39	40	34	35
31	Barack Obama	26	23	24	25	24	27	28	21	24	26
13	John Edwards	14	12	12	14	13	21	19	18	16	*
4	Dennis Kucinich	3	1	4	2	3	1	*	2	1	*
n/a	Bill Richardson	3	3	2	3	3	2	2	2	1	1
n/a	Joe Biden	2	3	2	2	3	1	2	2	1	1
n/a	Chris Dodd	*	1	1	1	1	*	*	1	*	*
n/a	Mike Gravel	0	*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
n/a	Al Gore^	n/a	n/a	n/a	n/a	--	--	--	12	14	12
*	Other (VOL.)	*	2	*	1	1	*	*	1	*	0
1	None of them (VOL.)	2	1	3	2	3	5	4	2	5	3
4	DK/Haven't thought about it (VOL.)	3	9	7	8	6	3	5	6	2	5
<u>1</u>	Refused (VOL.)	<u>1</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>*</u>	<u>1</u>
100		100	100	100	100	100	100	100	100	100	100

^March-July trends recalculated by substituting in Gore supporters' second choice.

**IF HAS A FIRST CHOICE (1-96 IN Q.15) ASK:**

Q.16 And which of the Democratic candidates would be your second choice? [RE-READ RANDOMIZED LIST,

**IF NECESSARY– EXCLUDE NAME CITED IN Q.15]**

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=621]:**

<u>1<sup>st</sup> choice</u>	<u>2<sup>nd</sup> choice</u>	<u>Com- bined</u>	
46	23	69	Hillary Clinton
31	32	63	Barack Obama
13	26	39	John Edwards
4	2	6	Dennis Kucinich
*	3		Other (VOL.) [SPECIFY]
1	4		None of them (VOL.)
4	4		DK/Haven't thought about it (VOL.)
1	*		Refused (VOL.)
<u>n/a</u>	<u>6</u>		<i>No first choice</i>
100	100		

**IF NAMED CANDIDATE GIVEN (1 thru 8 in Q.15) ASK:**

Q.17 Do you support (INSERT RESPONSE FROM Q.15) strongly or only moderately?

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=621]:**

	<u>1<sup>st</sup> Choice</u>	<u>Strongly</u>	<u>Only moderately/ Don't know</u>
Hillary Clinton	45	28	17
Late December, 2007	46	29	17
November, 2007	45	27	18
Barack Obama	31	20	11
Late December, 2007	26	16	10
November, 2007	23	13	10
John Edwards	13	8	5
Late December, 2007	14	5	9
November, 2007	12	3	9
Dennis Kucinich	4	2	2
Late December, 2007	3	2	1
November, 2007	1	1	0

**ASK OF REPUBLICAN AND REPUBLICAN LEANING RVs [(PARTY=1 OR PARTYLN=1) AND REGICERT=1] ONLY:**

Q.18 I'm going to read you the names of some REPUBLICAN presidential candidates. Which one of the following Republican candidates would be your first choice for president? **(READ AND RANDOMIZE)**  
**[IF "Don't know" PROBE ONCE WITH: "Just as of today, would you say you LEAN toward (READ). IF STILL DK, ENTER.]**

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=499]:**

Jan <u>2008</u>		<b>WITHOUT GINGRICH</b>							<b>WITH GINGRICH</b>			
		<u>Dec</u> <u>2007</u>	<u>Nov</u> <u>2007</u>	<u>Oct</u> <u>2007</u>	<u>Sept</u> <u>2007^</u>	<u>July</u> <u>2007^</u>	<u>Apr</u> <u>2007^</u>	<u>Mar</u> <u>2007^</u>	<u>Sept</u> <u>2007</u>	<u>July</u> <u>2007</u>	<u>Apr</u> <u>2007</u>	<u>Mar</u> <u>2007</u>
29	John McCain	22	19	18	16	16	25	24	15	16	23	22
20	Mike Huckabee	17	10	8	4	1	3	2	4	1	3	2
17	Mitt Romney	12	13	9	10	12	10	9	9	10	8	8
13	Rudy Giuliani	20	26	31	33	29	33	35	32	27	32	33
9	Fred Thompson	9	12	17	22	20	12	n/a	21	18	10	n/a
6	Ron Paul	4	4	3	1	3	n/a	n/a	1	2	n/a	n/a
n/a	Duncan Hunter	1	1	n/a	n/a	n/a	1	1	n/a	n/a	1	1
n/a	Tom Tancredo	n/a	*	1	1	1	n/a	n/a	1	1	n/a	n/a
n/a	Sam Brownback	n/a	n/a	n/a	3	1	1	2	2	1	*	2
n/a	Newt Gingrich	n/a	n/a	n/a	--	--	--	--	6	8	9	7
n/a	Tommy Thompson	n/a	n/a	n/a	n/a	1	2	3	n/a	1	2	3
n/a	Jim Gilmore	n/a	n/a	n/a	n/a	n/a	*	3	n/a	n/a	*	3
*	Other (VOL.)	1	*	1	1	1	1	3	1	1	1	2
1	None of them (VOL.)	2	3	4	2	4	3	6	2	3	3	5
5	DK/Haven't thought about it (VOL.)	10	12	8	7	11	9	12	6	11	8	12
*	Refused	<u>2</u>	<u>*</u>	<u>0</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

^March-September trends recalculated by substituting in Gingrich's supporters second choice.

**IF HAS A FIRST CHOICE (1-96 IN Q.18) ASK:**

Q.19 And which of the Republican candidates would be your second choice? **[RE-READ RANDOMIZED LIST, IF NECESSARY- EXCLUDE NAME CITED IN Q.18]**

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=499]:**

<u>1<sup>st</sup></u> <u>choice</u>	<u>2<sup>nd</sup></u> <u>choice</u>	<u>Com-</u> <u>bined</u>	
29	23	52	John McCain
20	16	36	Mike Huckabee
17	14	31	Mitt Romney
13	19	32	Rudy Giuliani
9	11	20	Fred Thompson
6	2	8	Ron Paul
*	*		Other (VOL.)
1	4		None of them (VOL.)
5	5		Don't know/Haven't thought about it (VOL.)
*	*		Refused (VOL. DO NOT READ)
<u>n/a</u>	<u>6</u>		<i>No first choice</i>
<u>100</u>	<u>100</u>		

**IF NAMED CANDIDATE GIVEN (1 thru 7 in Q.18) ASK:**

Q.20 Do you support (INSERT RESPONSE FROM Q.18) strongly or only moderately?

**BASED ON REPUBLICAN AND REPUBLICAN-LEANING REGISTERED VOTERS [N=499]:**

	1 <sup>st</sup> <u>Choice</u>	<u>Strongly</u>	Only moderately/ <u>Don't know</u>
John McCain	29	14	15
Late December, 2007	22	9	13
November, 2007	19	6	13
Mike Huckabee	20	11	9
Late December, 2007	17	10	7
November, 2007	10	5	5
Mitt Romney	17	10	7
Late December, 2007	12	6	6
November, 2007	13	4	9
Rudy Giuliani	13	7	6
Late December, 2007	20	8	12
November, 2007	26	11	15
Fred Thompson	9	5	4
Late December, 2007	9	5	4
November, 2007	12	5	7
Ron Paul	6	4	2
Late December, 2007	4	2	2
November, 2007	4	1	3

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Q.21 And regardless of who you personally prefer, which Democratic candidate do you think has the best chance of defeating the Republican nominee in November? (READ AND RANDOMIZE)

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=621]:**

	Nov <u>2007</u>
46 Hillary Clinton	59
35 Barack Obama	14
9 John Edwards	11
* Dennis Kucinich	0
1 Other (VOL.)	4
1 None has a chance (VOL.)	1
<u>8</u> Don't know/No answer/Refused (VOL.)	<u>11</u>
100	100

**ASK OF REPUBLICAN AND REPUBLICAN LEANING RVs [(PARTY=1 OR PARTYLN=1) AND REGICERT=1] ONLY:**

Q.22 And regardless of who you personally prefer, which Republican candidate do you think has the best chance of defeating the Democratic nominee in November?<sup>5</sup> **(READ AND RANDOMIZE)**

**BASED ON REPUBLICAN AND REPUBLICAN LEANING REGISTERED VOTERS [N=499]:**

		Nov <u>2007</u>
42	John McCain	16
17	Rudy Giuliani	45
15	Mitt Romney	11
13	Mike Huckabee	3
2	Fred Thompson	6
1	Ron Paul	1
0	Other (VOL.)	2
1	None has a chance (VOL.)	3
<u>2</u>	Don't know/Refused (VOL.)	<u>13</u>
100		100

**ASK REGISTERED VOTERS ONLY (REGICERT=1):**

Q.23 Which ONE of the following qualities is most important to you when deciding whom to support for president: That the candidate? **[READ AND RANDOMIZE]**

**BASED ON REGISTERED VOTERS [N=1255]:**

35	Can bring about needed change
15	Cares about people like you
19	Has the best experience
24	Says what they believe
3	Other/None of these (VOL. DO NOT READ)
<u>4</u>	DK/Refused (VOL. DO NOT READ)
100	

Q.24 There has been a lot of talk about CHANGE in this year's campaign. Which of the following CHANGES in Washington is most important to you when you think about voting for a new president? **[READ AND RANDOMIZE]**

**BASED ON REGISTERED VOTERS [N=1255]:**

39	Getting Democrats and Republicans to work together
20	Reducing the influence of money and special interests
14	Changing America's foreign policies
17	Changing America's domestic policies
7	All/Multiple (VOL. DO NOT READ-PROBE FOR ANSWER BEFORE ACCEPTING)
<u>3</u>	Don't know/Refused (VOL. DO NOT READ)
100	

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5 In November 2007 the question asked about "next year's election."

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Q.25 Of the leading candidates in the Democratic primaries – [READ AND RANDOMIZE NAMES: Hillary Clinton, Barack Obama and John Edwards] – are there any that you would absolutely NOT vote for in the Democratic primary? **ACCEPT UP TO TWO RESPONSES**

**BASED ON DEMOCRATIC AND DEMOCRATIC LEANING REGISTERED VOTERS [N=621]:**

- 14 Yes, would not vote for Hillary Clinton
- 11 Yes, would not vote for Barack Obama
- 20 Yes, would not vote for John Edwards
- 50 No, would vote for any of them
- 1 (VOL. DO NOT READ) All of them are unacceptable
- 5 (VOL. DO NOT READ) Don't know/Refused

NOTE: Total may exceed 100% because of multiple responses.

**ASK OF REPUBLICAN AND REPUBLICAN LEANING RVs [(PARTY=1 OR PARTYLN=1) AND REGICERT=1] ONLY:**

Q.26 Of the leading candidates in the Republican primaries – [READ AND RANDOMIZE NAMES: Rudy Giuliani, John McCain, Mike Huckabee and Mitt Romney] – are there any that you would absolutely NOT vote for in the Republican primary? **ACCEPT UP TO THREE RESPONSES**

**BASED ON REPUBLICAN AND REPUBLICAN LEANING REGISTERED VOTERS [N=499]:**

- 15 Yes, would not vote for Rudy Giuliani
- 9 Yes, would not vote for John McCain
- 8 Yes, would not vote for Mike Huckabee
- 20 Yes, would not vote for Mitt Romney
- 43 No, would vote for any of them
- 2 (VOL. DO NOT READ) All of them are unacceptable
- 7 (VOL. DO NOT READ) Don't know/Refused

NOTE: Total may exceed 100% because of multiple responses.

**ASK ALL:**

Q.27 Now a different kind of question. Please tell me if you think of each person I name as very conservative, conservative, moderate, liberal, or very liberal. (First,) [INSERT NAME; RANDOMIZE]. From what you've read and heard, would you say [NAME] is very conservative, conservative, moderate, liberal, or very liberal? How about [NEXT NAME]? [IF NECESSARY: From what you've read and heard, would you say [NAME] is very conservative, conservative, moderate, liberal, or very liberal?]

		Very Conservative	Conservative	Moderate	Liberal	Very Liberal	Don't Know
a.	George W. Bush	22	34	13	8	6	17=100
b.	Hillary Clinton	7	14	20	29	18	12=100
c.	Barack Obama	4	10	23	33	13	17=100
d.	Rudy Giuliani	6	30	26	14	4	20=100
e.	John McCain	7	35	27	10	2	19=100

**Q.27 CONTINUED...**

		Very <u>Conservative</u>	<u>Conservative</u>	<u>Moderate</u>	<u>Liberal</u>	Very <u>Liberal</u>	Don't <u>Know</u>
f.	Mitt Romney	9	34	18	6	2	31=100
g.	Mike Huckabee	15	29	17	8	1	30=100

**ROTATE Q.A1/A2 WITH Q.A3/A4**

**ROTATE Q.A1 AND Q.A2**

Q.A1 If Barack Obama [**PRONOUNCED: bur-ROK oh-BAH-muh**] is the Democratic Party nominee for president, do you think his being African-American will help him, hurt him, or won't it make a difference to voters?

		Sept 2007 <u>Racial Attitudes Survey</u>
20	Will help him	18
26	Will hurt him	26
49	Won't make a difference to voters	44
<u>5</u>	Don't know/Refused ( <b>VOL.</b> )	<u>12</u>
100		100

Q.A2 If Barack Obama [**PRONOUNCED: bur-ROK oh-BAH-muh**] is the Democratic Party nominee for president, do you think his being relatively new to national politics will help him, hurt him, or won't it make a difference to voters?

		Sept 2007 <u>Racial Attitudes Survey</u>
19	Will help him	17
47	Will hurt him	39
28	Won't make a difference to voters	32
<u>6</u>	Don't know/Refused ( <b>VOL.</b> )	<u>12</u>
100		100

**ROTATE Q.A3 AND Q.A4**

Q.A3 If Hillary Clinton is the Democratic Party nominee for president, do you think the fact that she is a woman will help her, hurt her, or won't it make a difference to voters?

24	Will help her
35	Will hurt her
36	Won't make a difference to voters
<u>5</u>	Don't know/Refused ( <b>VOL.</b> )
100	

Q.A4 If Hillary Clinton is the Democratic Party nominee for president, do you think her involvement in Bill Clinton's administration will help her, hurt her, or won't it make a difference to voters?

42	Will help her
29	Will hurt her
25	Won't make a difference to voters
<u>4</u>	Don't know/Refused ( <b>VOL.</b> )
100	

**ROTATE Q.A5 AND Q.A6**

Q.A5 From what you've seen and heard, do you think Hillary Clinton is **[INSERT, ROTATE OPTIONS 1 AND 2]** than other candidates because she is a woman, is she **[NEXT ITEM]** because she is a woman, or don't you think her gender is a factor?

33 Being held to a higher standard  
15 Being treated less critically  
45 Don't think this is a factor  
7 Don't know/Refused (**VOL.**)  
100

Q.A6 From what you've seen and heard, do you think Barack Obama is **[INSERT, ROTATE OPTIONS 1 AND 2]** than other candidates because he is African-American, is he **[NEXT ITEM]** because he is African-American, or don't you think his race is a factor?

20 Being held to a higher standard  
14 Being treated less critically  
59 Don't think this is a factor  
7 Don't know/Refused (**VOL.**)  
100

IDEO In general, would you describe your political views as... **[READ]**

7 Very conservative  
30 Conservative  
38 Moderate  
15 Liberal OR  
5 Very liberal?  
5 Don't know/Refused (**VOL. DO NOT READ**)  
100