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Romney Gains Among Non-Evangelical Conservatives
IN GOP PRIMARIES: THREE VICTORS, THREE CONSTITUENCIES

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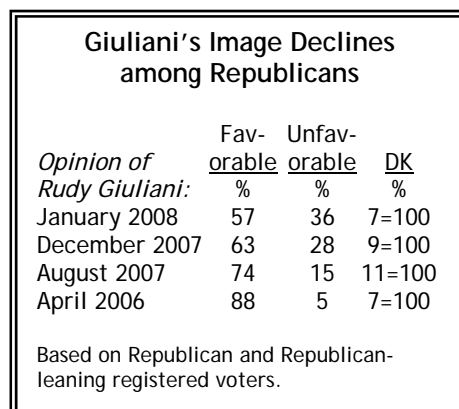
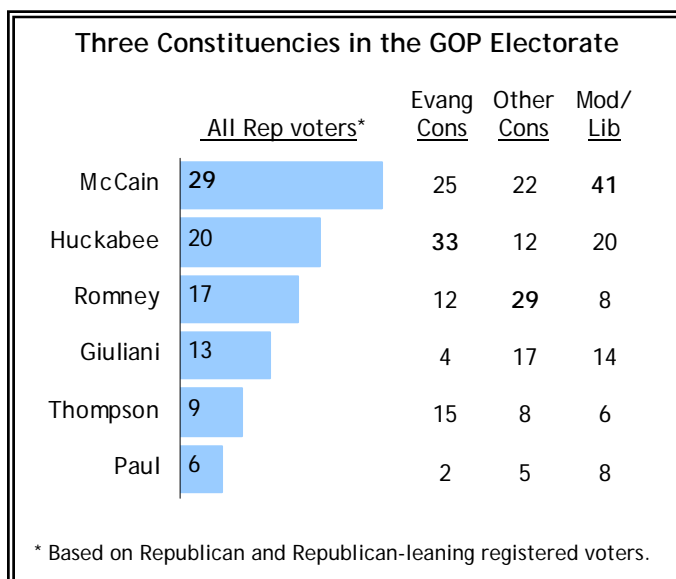
Romney Gains Among Non-Evangelical Conservatives IN GOP PRIMARIES: THREE VICTORS, THREE CONSTITUENCIES

The Republican nomination contest is being increasingly shaped by ideology and religion as it moves toward the Super Tuesday states on Feb. 5. John McCain has moved out to a solid lead nationally, increasing his support among Republican and GOP-leaning voters from 22% in late December to 29% currently. Mike Huckabee, at 20%, and Mitt Romney, with 17%, trail McCain. Rudy Giuliani is a distant fourth, polling just 13%. Giuliani's support has declined seven points since late December.

McCain's gains over this period have come almost entirely from moderate and liberal Republicans, among whom he now holds a two-to-one lead over his rivals.

The preferences of conservative Republicans are split along religious lines. Huckabee leads the field among conservative evangelicals, drawing 33% to 25% for McCain and just 12% for Romney. In the poll, conducted before the Michigan primary, Romney leads McCain and far outdistances Huckabee – and the rest of the GOP field – among non-evangelical conservative Republicans.

Giuliani's support among Republicans, as well as his personal image, has declined sharply in recent months. Currently, 13% of Republican and Republican-leaning voters support Giuliani, down from 26% in November. Favorable opinions of Giuliani also have eroded. In August, just 15% of Republican and Republican-leaning voters expressed an unfavorable opinion of Giuliani; that number nearly doubled in December (to 28%), and has risen to 36% in the current survey.



The Democratic nomination contest is being affected by different dynamics than the GOP race – class, race and gender – though ideology is a factor among the Democrats as well. Overall,

Clinton leads Obama by 46% to 31%, with 13% for John Edwards. In late December, Clinton's lead over Obama was 20 points (46%-26%).

Obama has made substantial gains among higher-income Democratic voters. Currently, he leads Clinton by 44%-35% among Democratic voters with household incomes of at least \$75,000 a year. In December, he trailed Clinton among Democratic voters in this group by 35%-31%. Clinton continues to hold a commanding lead among less well-off Democrats.

Obama now runs even with Clinton among liberals; he trailed by more than 20 points among liberals in late December (49% Clinton vs. 27% Obama). He also has made gains among African Americans and now holds a 52%-33% lead among black Democrats.

To voters, gender is being viewed as more of an issue for Clinton than race is for Obama. Roughly four-in-ten Democratic voters (43%), including comparable proportions of men and women, say that Clinton is being held to higher standard because she is a woman. Just a quarter of Democrats (25%) say Obama is being held to a higher standard because he is black; about a third of black Democrats (32%) believe Obama is being held to a higher standard because of his race, compared with 23% of whites.

The latest national survey by the Pew Research Center for the People & the Press, conducted Jan. 9-13 among 1,515 adults, finds that the early primaries have had a decided impact on how voters in each party view which candidate has the best chance of winning the general election (this survey was conducted before the Jan.15 Michigan primary).

	The Democratic Nomination Race				
	<i>First Choice Candidate</i>				<u>N</u>
	<i>Pre-Iowa</i>		<i>Post-N.H.</i>		
<u>Clin-</u> <u>ton</u> %	<u>Oba-</u> <u>ma</u> %	<u>Clin-</u> <u>ton</u> %	<u>Oba-</u> <u>ma</u> %		
All Democratic Voters*	46	26	46	31	621
Men	41	29	41	36	240
Women	49	24	49	28	381
White	46	22	48	26	469
Black	45	47	33	52	92
18-49	40	34	44	36	247
50-64	47	20	44	31	209
65+	61	10	57	15	156
Conservative	46	21	54	28	124
Moderate	42	27	50	30	251
Liberal	49	27	37	35	225
College grad+	38	32	33	39	239
Some college	45	27	43	32	174
HS or less	53	20	58	25	206
<i>Household income</i>					
\$75,000 or more	35	31	35	44	172
\$40-\$74,999	44	30	48	25	149
Under \$40,000	51	22	53	27	220
* Candidate preference based on Democratic and Democratic-leaning registered voters (percentages read horizontally). Surveys conducted Dec 19-30 and Jan 9-13 (Sample size from January survey shown).					

More than twice as many Democratic and Democratic-leaning voters say Obama has the best chance of winning than did so in November (35% now vs. 14% then). Clinton's advantage in electability now stands at a modest 46%-35%; two months ago, she held a 59%-14% advantage.

The shifts in Republican voters' views about candidate electability are even more striking. McCain is now clearly seen as the GOP candidate with the best chance of winning the general election; 42% believe he has the best chance of beating the Democratic nominee, compared with 16% in November. Giuliani's once sizable advantage in electability has disappeared over the past two months.

The Democratic Race

Clinton's standing among Democratic voters nationally has changed very little in recent months, even after her defeat in Iowa and comeback victory in New Hampshire. She currently draws 46% of the vote, which is virtually unchanged from December and November.

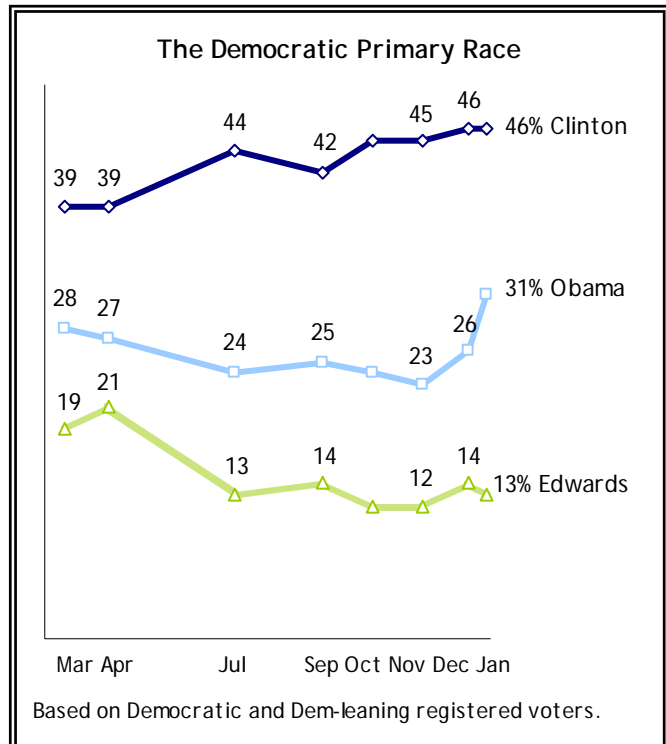
Obama's support is up modestly from late December, shortly before the Iowa and New Hampshire contests. Currently, he garners 31% of the vote, up from 26% in December and 23% in November. Edwards' national support has been largely unchanged through this period.

Currently, about half of women Democratic voters (49%) support Clinton, compared with 28% who back Obama. Among men, the race is much closer: 41% favor Clinton and 36% back Obama. Obama has gained seven points among men since December.

The largest gender gaps are among younger people, conservative and moderate Democrats, and those with lower incomes and less education. Clinton leads Obama among younger women (those under age

	Nov	Jan
	%	%
<i>Democrats*</i>		
Clinton	59	46
Obama	14	35
Edwards	11	9
Other	4	1
None	1	1
Don't know	11	8
	100	100
<i>Republicans**</i>		
McCain	16	42
Giuliani	45	17
Romney	11	15
Huckabee	3	13
Thompson	6	2
Other	3	1
None	3	1
Don't know	13	9
	100	100

* Based on Dem/Dem-leaning RVs.
 ** Based on Rep/Rep-leaning RVs.



50) by a 49%-32% margin; but among men in the same age group, she trails Obama by 44%-35%. There are only modest gender differences among people ages 50 and older.

Clinton also holds a sizable lead (59%-22%) among conservative and moderate women; but among men in this group the race is even. Among liberals, by contrast, Obama does better among women, while Clinton fares better among men.

The gender gap is fairly small among college graduates. However, among those who have not attended college, 57% of women favor Clinton compared with 45% of men. There is no gender gap among people in households with annual incomes of greater than \$50,000; among lower-income Democrats, Clinton draws much greater support among women than among men (57% vs. 44%).

	Women		Men	
	Clin- ton	Oba- ma	Clin- ton	Oba- ma
All Democratic voters*	49	28	41	36
18-49	49	32	35	44
50 +	50	24	48	27
Liberal	34	39	43	28
Cons/Mod	59	22	41	41
College Grad	33	36	32	43
Not College Grad	57	24	45	32
<i>Household income</i>				
Over \$50,000	41	36	41	36
Under \$50,000	57	21	44	36

* Based on Democratic and Democratic-leaning registered voters.

Gender and Race

Both Democratic and Republican voters see gender as a more important factor than race in the Democratic nomination. More voters say that Hillary Clinton is being held to a higher standard because she is a woman than say Barack Obama is being held to a higher standard because of his race. Voters are also more likely to say that Clinton's gender will hurt her more than Obama's race will hurt him.

About four-in-ten Democratic voters (43%) say that Hillary Clinton is being held to a higher standard than other candidates because she is a woman. Far fewer Democrats (25%) believe Obama is being held to a higher standard because of his race. Republicans are less likely than Democrats to say that either Clinton or Obama is being held to higher standard because of their gender or race; however, twice as many Republicans see Clinton being held to a higher standard than say that about Obama.

	Rep/ Lean Rep	Dem/ Lean Dem
	%	%
<i>As a woman, Clinton is being...</i>		
Held to higher standard	22	43
Treated more critically	17	13
Gender not a factor	56	38
Don't know	5	6
	100	100
<i>As an African American Obama is being...</i>		
Held to higher standard	12	25
Treated more critically	17	13
Race not a factor	66	57
Don't know	5	5
	100	100

Based on registered voters.

Among Democrats and Democratic-leaning voters, men and women (and whites and African Americans) are about equally likely to believe that Clinton is being held to a higher standard. Somewhat more Republican women than GOP men say that Clinton is held to a higher standard (27% vs. 18%).

Black Democrats more often than white Democrats see race as a negative factor in evaluations of Obama: 32% say he is being held to a higher standard because he is African-American; 23% of white Democrats say this.

Democratic and Republican voters hold similar opinions about whether race and gender will ultimately help or hurt the Democratic candidates. For voters in both parties, the candidates' backgrounds – Clinton's involvement in her husband's administration and Obama's status as a relative newcomer to national politics – are viewed as having a greater impact on voters' decisions.

Roughly a third of Democratic voters (34%), and about the same percentage of Republicans (35%), believe that if Clinton is the Democratic nominee, the fact that she is a woman will hurt her candidacy. Far more believe she will either be helped by her gender or it will make no difference. Clinton's involvement in Bill Clinton's administration is seen as a more important factor – 53% of Democrats say it will help her, while 46% of Republicans say it will hurt.

Experience Viewed as Bigger Factor Than Clinton's Gender or Obama's Race		
	Rep/ <u>Lean Rep</u>	Dem/ <u>Lean Dem</u>
<i>Hillary Clinton's gender will...</i>		
Help	23	26
Hurt	35	34
Make no difference	39	36
Don't know	<u>3</u>	<u>4</u>
	100	100
<i>Involvement in Clinton administration will...</i>		
Help	31	53
Hurt	46	19
Make no difference	21	24
Don't know	<u>2</u>	<u>4</u>
	100	100
<i>Barack Obama's race will...</i>		
Help	21	20
Hurt	22	29
Make no difference	54	47
Don't know	<u>3</u>	<u>4</u>
	100	100
<i>Being relatively new to nat'l politics will...</i>		
Help	19	21
Hurt	52	44
Make no difference	26	31
Don't know	<u>3</u>	<u>4</u>
	100	100

Based on registered voters.

Fewer voters believe that Obama's race will have a negative impact on his candidacy: 29% of Democrats and 22% of Republicans believe that if Obama is the Democratic nominee, his race will hurt him. Black and white Democrats do not differ in their opinions; roughly three-in-ten in each group say he will be hurt, while two-in-ten say he will be helped.

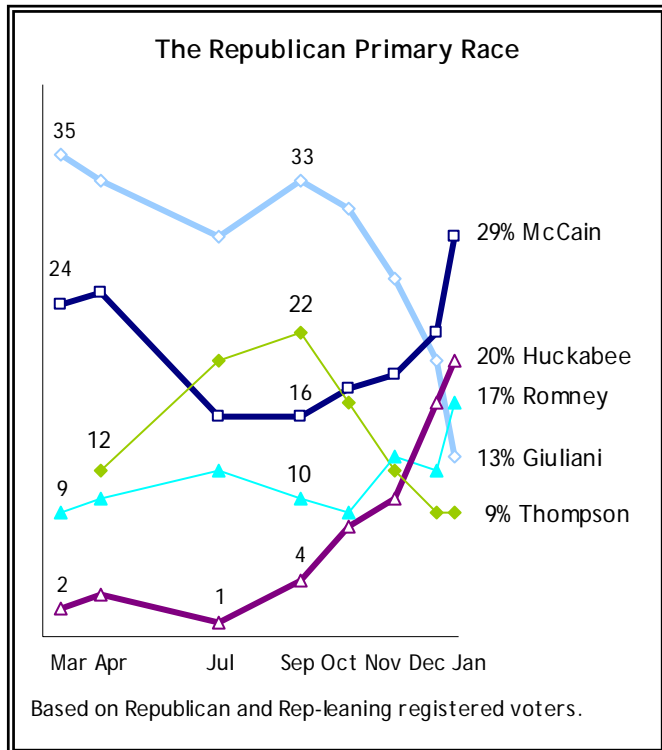
For both Democrats and Republicans, Obama's limited experience in national politics is viewed as a bigger factor than his race. More than four-in-ten Democrats (44%), and 52% of Republicans, believe that Obama being relatively new to national politics will hurt him with voters.

The Republican Race

In late December, McCain, Giuliani and Huckabee had comparable levels of support nationally: McCain drew 22%, Giuliani 20% and Huckabee 17%.

McCain is now the national frontrunner at 29%, followed by Huckabee (20%) and Romney (17%). Despite winning neither of the early contests, Romney's support nationwide has risen five points since late December.

Fred Thompson draws the same low level of support that he did in late December (9%). In September, shortly after he announced his candidacy, Thompson had 22% of the GOP vote and ran second to Giuliani in the national survey.



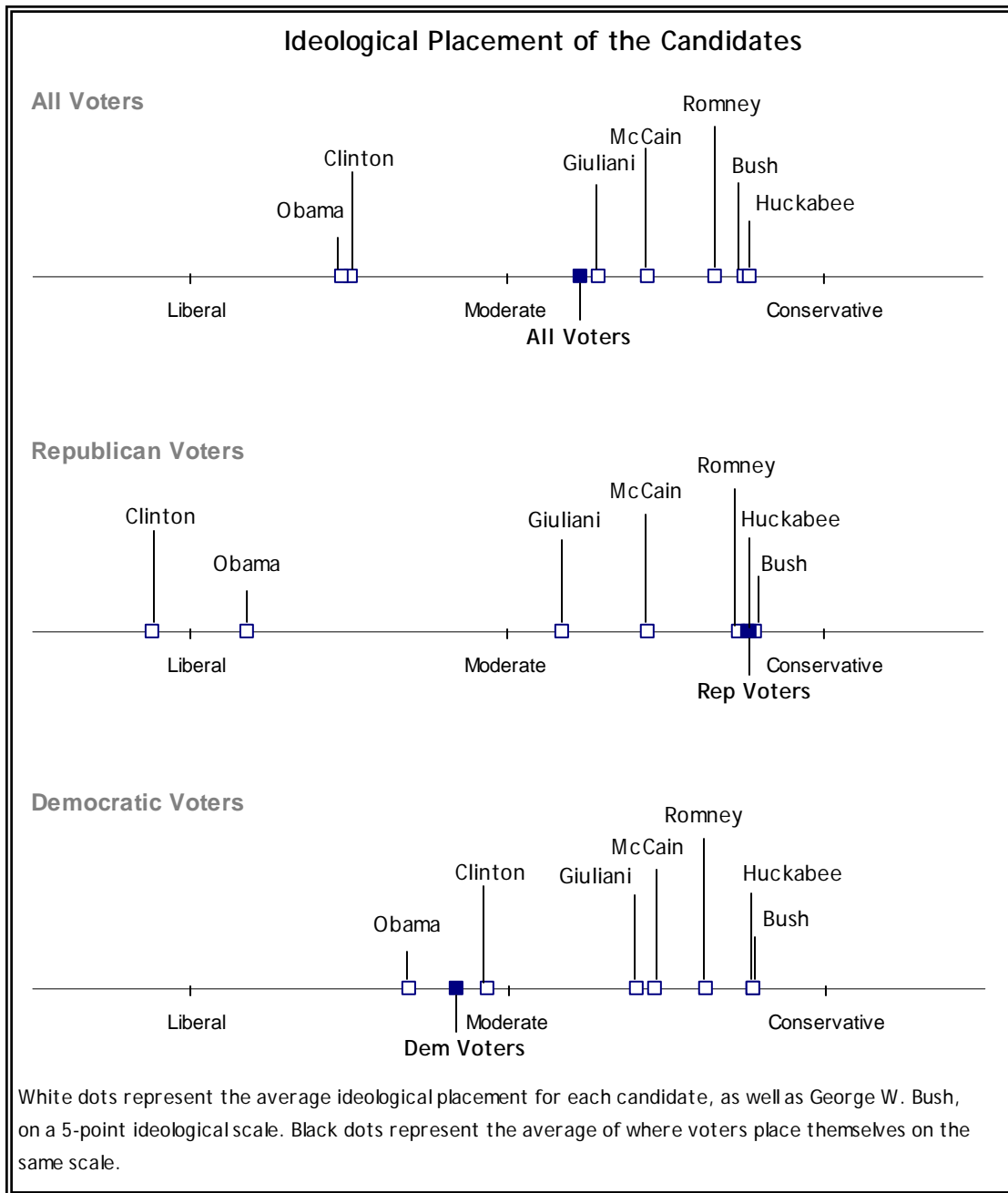
Religion continues to be a major factor in the GOP contest. Huckabee holds a slim lead among white evangelical Protestants (34% vs. 27% for McCain), while McCain holds a substantial lead among white mainline Protestants, as well as among white Catholics. Among white Republican mainline Protestants, McCain leads by 29% to 17% over Giuliani; he nearly doubles the support of Romney and Giuliani, his next closest competitors, among white Catholics (41% McCain vs. 21% Romney, 20% Giuliani).

Despite his declining support, Giuliani has held on to some of his support in the states with primaries and caucuses between Jan. 29 and Feb. 5. When these 22 states are analyzed together, 17% back Giuliani, only slightly behind Romney (18%), Huckabee (20%) and McCain (25%). McCain's lead over the rest of the field is far stronger in the states with primaries later on the calendar.

The Republican Nomination Race							
	Mc- Cain	Huck- abee	Rom- ney	Giuliani	Thomp- son	Paul	N
	%	%	%	%	%	%	
Jan 9-13 Total	29	20	17	13	9	6	499
Male	29	19	17	14	11	7	263
Female	30	20	17	12	7	4	236
18-49	29	21	14	12	8	7	207
50-64	27	21	19	16	10	4	136
65+	33	13	21	12	10	4	147
Conservative	23	20	22	13	10	4	332
Moderate/Liberal	41	20	8	14	6	8	157
White evangel Prot	27	34	10	6	12	3	172
White mainline Prot	29	14	17	17	10	7	128
White Catholic	41	9	21	20	4	0	86
<i>Household income</i>							
\$75,000 or more	33	14	18	13	9	8	179
\$40-\$74,999	23	23	16	15	13	4	133
Under \$40,000	34	26	13	10	6	1	116
<i>State primary is...</i>							
Jan 29 to Feb 5*	25	20	18	17	8	4	227
After Feb 5	35	19	16	9	9	7	229
* Includes Florida (1/29), Maine (2/2) and 19 states with Republican primaries or caucuses on 2/5. Based on Republican and Republican-leaning registered voters.							

Candidate Ideology

As Republican voters look at the field of candidates running for their party's nomination, they see substantial ideological differences. Rudy Giuliani is perceived to be far more moderate than other leading candidates. Just 38% of Republican and Republican-leaning voters describe Giuliani as "conservative," while 40% say he is "moderate" and 22% describe him as "liberal." By comparison, 50% of Republicans say John McCain is conservative, and roughly two-thirds describe both Mitt Romney (68%) and Mike Huckabee (65%) as conservative.



In this regard, both Romney and Huckabee come closer to how Republican voters describe themselves: 66% of Republican and Republican-leaning registered voters think of themselves as conservative, while 29% say they are moderate and just 4% say they are liberal.

Many Democratic voters also see ideological differences between Clinton and Obama. Nearly half of Democrats (47%) describe Barack Obama as “liberal,” compared with 38% who say the same about Hillary Clinton. And 29% think Clinton is “conservative,” compared with 19% who say Obama is conservative. Clinton’s average rating is somewhat more conservative, and Obama’s is somewhat more liberal, than where Democratic voters typically place themselves. About a third of Democrats (34%) describe themselves as liberal, 44% as moderate, and 22% as conservative.

Republicans see both Clinton and Obama as far more liberal candidates than do Democrats. And also unlike Democrats, Republicans see Clinton as the more liberal of the two. Eight-in-ten Republican voters (81%) describe Clinton as liberal, with 42% saying that she is “very liberal”. Obama is also thought of as a liberal candidate by most Republicans (70%), but substantially fewer describe him as “very liberal” compared with Clinton (24%).

While perceptions of Clinton and Obama are starkly different across party lines, the leading GOP candidates look more similar to both groups of voters. In general, Democratic voters give roughly the same ideological ratings to McCain, Huckabee and Romney as do Republican voters.

Ideological Ratings of the Candidates						
	Huck- abee	Rom- ney	Mc- Cain	Giu- liani	Clin- ton	Oba- ma
<i>Seen as...</i>	%	%	%	%	%	%
Very conservative	25	15	9	8	6	4
Conservative	39	49	43	38	14	11
Moderate	24	25	35	33	24	28
Liberal	10	9	11	17	35	42
Very liberal	2	2	2	4	21	15
	100	100	100	100	100	100
Can't rate	28	28	16	19	10	14
<u>Rep/Lean Rep</u>						
Very conservative	23	12	8	4	3	3
Conservative	42	56	42	34	7	8
Moderate	24	25	37	41	9	19
Liberal	10	7	10	18	39	46
Very liberal	1	*	3	3	42	24
	100	100	100	100	100	100
<u>Dem/Lean Dem</u>						
Very conservative	27	17	10	12	9	5
Conservative	38	45	43	40	20	14
Moderate	22	23	33	29	33	34
Liberal	11	11	12	15	32	39
Very liberal	2	4	2	4	6	8
	100	100	100	100	100	100
Based on registered voters who could rate each candidate.						

Candidate Favorability: The Republicans

While Giuliani's popularity continues to decline among his own party's voters, the images of McCain and Huckabee have improved. About seven-in-ten Republican voters (71%) now express a favorable opinion of McCain, up from 65% last month. And while as many Republicans offer positive ratings of Huckabee as rate Giuliani favorably (57%), the former Arkansas governor receives considerably better marks now than he did in December 2007, when fewer than half of Republican voters had a favorable opinion (47%).

Views of Mitt Romney have improved somewhat. More Republicans now offer an opinion of Romney, and just over half of Republican voters (55%) have a positive opinion, a modest increase from last month (49%).

	Favor- <u>able</u> %	Unfavor- <u>able</u> %	DK %
John McCain			
Jan 2008	71	23	6=100
Dec 2007	65	21	14=100
August 2007	61	25	14=100
April 2006	63	24	13=100
Rudy Giuliani			
Jan 2008	57	36	7=100
Dec 2007	63	28	9=100
August 2007	74	15	11=100
April 2006	88	5	7=100
Mike Huckabee			
Jan 2008	57	23	20=100
Dec 2007	47	22	31=100
Mitt Romney			
Jan 2008	55	29	16=100
Dec 2007	49	24	27=100
August 2007	48	16	36=100

Based on registered voters.

McCain Popular Among Key GOP Groups

McCain receives solid favorable ratings from all key groups of Republican voters. Republican-leaning independents offer nearly identical ratings of McCain as do those who identify as Republicans. Fully two-thirds of conservative white evangelical Protestant GOP voters have a favorable view of McCain, as do nearly three-quarters of other conservatives (72%), and moderate and liberal Republicans (74%). McCain also receives virtually identical ratings from younger and older voters, men and women, and voters of different educational backgrounds.

Views of the other leading GOP candidates are not as uniformly positive. Seven-in-ten conservative white evangelical Protestants (70%) have a favorable impression of Huckabee, but smaller majorities of other conservatives (55%) and moderates and liberals (52%) share that view. Nearly three-in-ten (28%) conservative Republicans who are not white evangelicals offer an unfavorable opinion of Huckabee.

By contrast, Mitt Romney's best ratings come from conservative Republican voters who are not white evangelicals; about two-thirds in this group (66%) offer a positive view of him. On the other hand, just over half (51%) of white evangelical conservatives rate him favorably, while three-in-ten have an unfavorable view.

Romney is even less popular among moderate and liberal Republican voters; fewer than half in that group (43%) have a positive opinion of the former Massachusetts governor, and nearly as many have a negative opinion (39%).

	McCain		Huckabee		Romney		Giuliani		N
	Fav %	Un-fav %	Fav %	Un-fav %	Fav %	Un-fav %	Fav %	Un-fav %	
Total	71	23	57	24	55	29	57	36	499
Republican	71	22	58	22	53	27	58	35	345
Rep leaner	73	24	56	27	57	33	57	39	154
Conservative	70	23	60	23	60	24	60	33	332
White evang Prot.	67	22	70	15	51	30	50	41	136
Other	72	23	55	28	66	20	65	29	196
Moderate/Liberal	74	22	52	24	43	39	53	41	157
Male	71	25	60	24	58	29	56	39	263
Female	71	19	53	23	50	29	59	33	236
18-49	72	21	55	23	48	32	58	37	207
50+	72	24	61	24	62	26	56	36	283
College grad	72	21	57	27	63	23	65	30	220
Some college	72	24	61	18	51	31	59	35	135
HS or less	71	23	55	23	46	34	49	43	141
\$75,000 or more	80	17	61	25	59	26	67	28	179
\$40-\$74,999	59	32	54	23	46	30	52	44	133
Under \$40,000	71	20	58	22	53	34	49	41	116
<i>Supporters of...</i>									
McCain	95	3	48	33	44	37	56	36	143
Huckabee	63	33	92	3	36	45	39	54	96
Romney	66	30	52	38	94	2	67	31	92
Giuliani	81	12	53	20	56	21	94	4	58

Based on Republican and Republican-leaning registered voters.

Views of Giuliani are the most mixed. Sizable minorities in all key groups give Giuliani unfavorable ratings, including about four-in-ten white evangelical conservatives and moderates and liberals. Even among non-evangelical conservatives, Giuliani's strongest group, nearly three-in-ten (29%) have a negative opinion of him.

Huckabee supporters offer the most negative ratings of other leading GOP candidates. More than half of those who say they are voting for Huckabee rate Giuliani unfavorably (54%), and more express a negative view of Romney (45%) than express a positive view (36%).

The Democratic Field

Views of the leading Democratic candidates have not changed significantly since before the Iowa caucus and the New Hampshire primary. Hillary Clinton is evaluated favorably by nearly eight-in-ten Democratic and Democratic-leaning voters (79%), while nearly three-quarters (73%) express positive opinions of Barack Obama.

John Edwards receives considerably lower marks than do Clinton and Obama; six-in-ten have a positive opinion of the former North Carolina senator, while about a quarter (26%) have a negative view.

Solid majorities of Democratic voters in all key groups express favorable views of Clinton, but she is especially popular among blacks (87%), women (83%) and liberals (85%).

Obama is also highly popular among most groups, especially among college graduates (88% favorable) and liberals (87%). Conservative Democrats, however, rate Obama much less favorably than they rate Clinton. Seven-in-ten conservative Democrats have a positive opinion of Clinton, while just over half (54%) have a positive view of Obama. Just half of conservative Democrats (50%) view Edwards favorably.

Clinton supporters rate Obama and Edwards somewhat less favorably than their supporters rate her. Two-thirds of Democrats who support Obama for the party's nomination and 60% of those who support Edwards have a positive opinion of Clinton. By contrast, just 57%

	Favor- <u>able</u> %	Unfavor- <u>able</u> %	DK %
Hillary Clinton			
Jan 2008	79	19	2=100
Dec 2007	75	22	3=100
August 2007	86	11	3=100
April 2006	79	19	2=100
Barack Obama			
Jan 2008	73	20	7=100
Dec 2007	69	20	11=100
August 2007	67	14	19=100
John Edwards			
Jan 2008	60	26	14=100
Dec 2007	63	21	16=100
August 2007	66	14	20=100
April 2006	62	18	20=100

Based on Democratic and Democratic-leaning registered voters.

	<i>Clinton</i>		<i>Obama</i>		<i>Edwards</i>		<u>N</u>
	<u>Fav</u> %	<u>Un-fav</u> %	<u>Fav</u> %	<u>Un-fav</u> %	<u>Fav</u> %	<u>Un-fav</u> %	
Total	79	19	73	20	60	26	621
Democrat	84	15	73	19	60	25	393
Dem leaner	70	26	74	20	58	28	228
Conservative	70	28	54	33	50	35	124
Moderate	79	19	75	17	54	28	251
Liberal	85	13	87	12	75	17	225
Male	72	26	72	23	59	31	240
Female	83	15	74	18	60	23	381
Black	87	12	81	14	54	34	92
White	78	20	73	21	64	23	469
18-49	77	20	74	18	58	28	247
50+	81	17	72	22	62	25	365
College grad	78	19	88	11	69	22	239
Some college	80	16	82	15	68	23	174
HS or less	78	21	58	29	48	31	206
\$75,000 or more	77	21	85	12	76	17	172
\$40-\$74,999	84	14	75	17	70	19	149
Under \$40,000	79	19	68	24	48	35	220
<i>Supporters of...</i>							
Clinton	95	4	57	31	47	32	274
Obama	67	32	100	*	63	27	181
Edwards	60	38	66	31	89	6	96

Based on Democratic and Democratic-leaning registered voters.

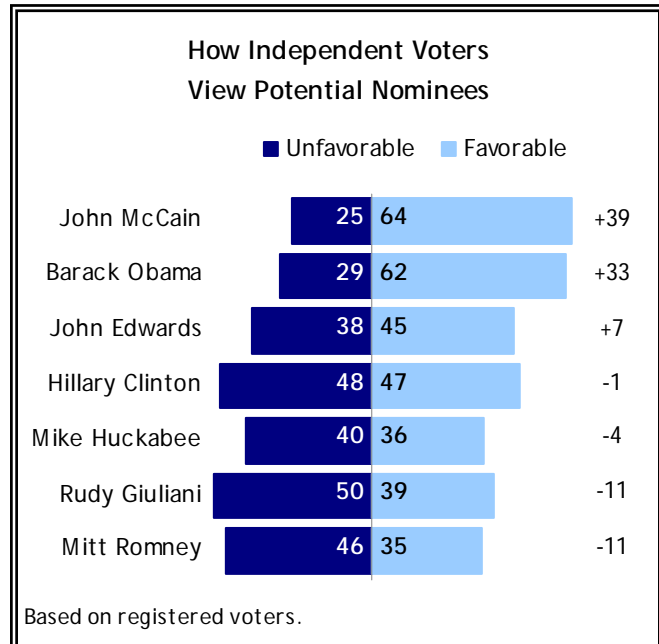
of Clinton supporters have positive views of Obama and even fewer (47%) have a favorable impression of Edwards.

Independents View the Candidates

Strong majorities of independent voters express positive views of John McCain (64%) and Barack Obama (62%). No other candidate is viewed favorably by a majority of independent voters.

Rudy Giuliani and Hillary Clinton receive the highest unfavorable ratings. Fully half of independent voters rate Giuliani negatively and about the same number has an unfavorable view of Clinton (48%).

Like Clinton, Huckabee receives mixed ratings among independents, though he is not as well known as Clinton. About as many independent voters have an unfavorable impression of Huckabee as a favorable one (40% vs. 36%).



Views of Bloomberg

Amid speculation that Michael Bloomberg may run for president, the survey shows that large minorities of Republican, Democratic and independent voters have negative views of the New York City mayor; about as many are not familiar enough with Bloomberg to offer a rating.

Bloomberg is especially unpopular among Democrats. More than four-in-ten (44%) view him unfavorably, compared with 39% of Republicans and 38% of independents. Republicans and independents are also less familiar with Bloomberg. About half of Republican voters (48%) could not offer a rating.

	Rep %	Dem %	Ind %
Favorable	13	17	18
Unfavorable	39	44	38
Can't rate	48	39	44
	100	100	100

Based on registered voters.

'Change' Seen as Most Important

As was the case in Iowa and New Hampshire, change has become a major theme of the national primary campaign. Overall, more than a third of voters (35%) rate the ability to bring about needed change as the most important candidate quality, followed by saying what the

candidate believes (24%), having the best experience (19%), and caring about average people (15%).

Roughly four-in-ten Democratic and Democratic-leaning voters (41%) view the ability to effect change as the most important candidate quality – more than double the percentage naming any other trait. Among Democratic voters, liberals (at 51%) are the most likely to view change as most important.

Among Republican and Republican-leaning voters, change is not valued as highly as a candidate quality. For about a third (32%), a candidate saying what they believe is most important, while 27% see the ability to bring needed change as most important.

Change Valued More by Democrats			
	Total	Dem/ Lean Dem	Rep/ Lean Rep
<i>Most important candidate quality...</i>	%	%	%
Can bring change	35	41	27
Says what they believe	24	18	32
Has best experience	19	16	24
Cares about people	15	18	12
Other/None/DK	<u>7</u>	<u>7</u>	<u>5</u>
	100	100	100

Both Sides Want More Bipartisanship			
	Total	Dem/ Lean Dem	Rep/ Lean Rep
<i>Changes in Washington that are most important...</i>	%	%	%
Get parties to work together	39	37	43
Reduce influence of money	20	18	22
Change domestic policies	17	18	16
Change foreign policies	14	16	12
All/Multiple/DK	<u>10</u>	<u>11</u>	<u>7</u>
	100	100	100

Based on registered voters.

There is greater agreement among Democrats and Republicans about the kind of change they would most like to see in Washington. A plurality of both Democratic voters (37%) and Republican voters (43%) say that getting the two major parties to work together is most important. Smaller numbers in each party view reducing the influence of money and special interests, or changing foreign and domestic policies as most important.

Voters Mostly Satisfied With Their Choices

In the wake of the Iowa and New Hampshire contests, both Democratic and Republican voters have become increasingly satisfied with the quality of candidates running for their parties' nominations. Currently, 78% of Democratic and Democratic-leaning voters say they have an excellent or good impression of the candidates running in their party, and 28% describe the field as excellent. This is up from 67% expressing satisfaction in November.

Republican and Republican-leaning voters remain somewhat less satisfied than Democrats with the choices available to them, though their views of the GOP field have improved since the fall. Currently, 68% say the party's candidates are excellent or good, up from 56% in November.

The greatest gains in satisfaction on the GOP side come from the Christian conservative and moderate wings of the party. In November, just 47% of moderate and liberal Republicans were satisfied with the field of candidates. Today, 64% of moderate and liberal voters say they have an excellent or good impression of the GOP candidates. Similarly, just 55% of conservative white evangelical Protestants expressed satisfaction with their choices in November, compared with 68% today.

Following the early caucuses and primaries, more voters are focusing intently on the candidates. Fully half of registered voters now say they have given a lot of thought to the candidates running for president this year, up from 40% on the eve of the Iowa caucuses. In October, only about a third (34%) reported this level of serious consideration.

	Nov 2007	Jan 2008
<i>Republican ratings of the GOP candidates:*</i>		
	%	%
Excellent	9	11
Good	47	57
Only fair	34	28
Poor	7	3
Don't know	3	1
	100	100
Excellent or Good	56	68
<i>Democratic ratings of the Dem candidates:**</i>		
Excellent	16	28
Good	51	50
Only fair	28	18
Poor	2	2
Don't know	3	2
	100	100
Excellent or Good	67	78

* Based on Republican and Rep-leaning registered voters.
 ** Based on Democratic and Dem-leaning registered voters.

	Feb 2007	Jun 2007	Sept 2007	Oct 2007	Nov 2007	Dec 2007	Jan 2008
<i>Thought given to the candidates...</i>	%	%	%	%	%	%	%
A lot	28	33	32	34	40	40	50
Some	36	35	37	38	34	33	31
Not much	20	18	17	15	14	12	9
None at all	14	13	13	11	11	14	9
Don't know	2	1	1	2	1	1	1
	100	100	100	100	100	100	100
<i>'A lot' of thought among...*</i>							
Dem/Lean Dem	33	36	34	37	43	46	52
Rep/Lean Rep	25	32	32	32	43	40	51
<i>D-R gap</i>	<i>+8</i>	<i>+4</i>	<i>+2</i>	<i>+5</i>	<i>0</i>	<i>+6</i>	<i>+1</i>

Based on registered voters.

ABOUT THE 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 1,515 adults, 18 years of age or older, from January 9-13, 2008. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus...
Total sample	1,515	3.0 percentage points
All registered voters	1,255	3.0 percentage points
Registered Republicans & Republican leaners	499	5.0 percentage points
Registered Democrats & Democratic leaners	621	4.5 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 eight 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
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?¹ **[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 ²	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
	TREND FOR COMPARISON:								
	<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
Yearly Totals								
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> ³	Sept <u>2007</u>	Feb <u>2000</u> ⁴
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

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>1st choice</u>	<u>2nd 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>1st 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>		WITHOUT GINGRICH							WITH GINGRICH			
		<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>1st</u> <u>choice</u>	<u>2nd</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 st Choice	Strongly	Only moderately/ Don't know
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 2007
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
8 Don't know/No answer/Refused (VOL.)	11
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?⁵ **(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	

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 <u>Conservative</u>	<u>Conservative</u>	<u>Moderate</u>	<u>Liberal</u>	Very <u>Liberal</u>	Don't <u>Know</u>
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 (VOL.)	<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 (VOL.)	<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 (VOL.)
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 (VOL.)
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