



FOR IMMEDIATE RELEASE:  
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FOR FURTHER INFORMATION:  
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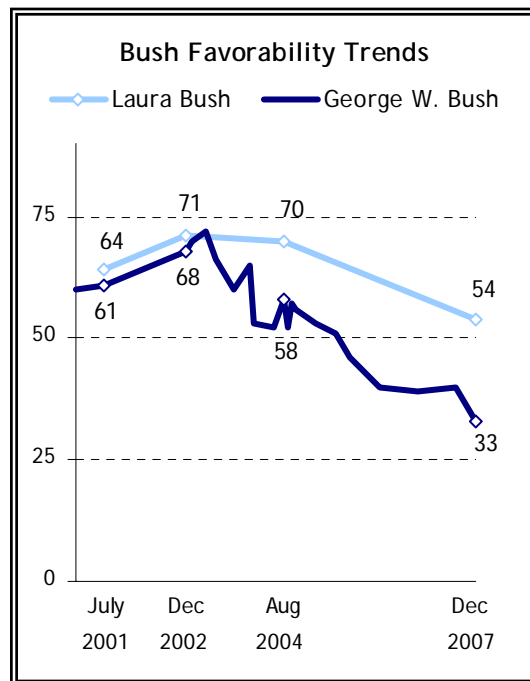
**Views of Nancy Pelosi Also More Negative**  
**LAURA BUSH'S DECLINING FAVORABILITY**

Laura Bush, once almost universally liked, has seen her favorability ratings slip along with her husband's over the past three years. Currently, a slim majority of Americans (54%) say they have a favorable impression of the First Lady, down from 70% in August of 2004. The number saying they have an unfavorable view of Laura Bush has risen from 18% to 29% over the same time period.

While trending downward, views of Laura Bush have changed less dramatically than have views of her husband over the past five years. The poll, conducted Dec. 19-30 among 1,430 adults nationwide, finds Laura Bush's favorability rating has fallen by 16 points since August 2004; by contrast, George W. Bush's favorability has declined by 25 points over the same period (from 58% to 33%).

In 2004, a narrow majority of Democrats (52%) viewed Laura Bush favorably. Currently, just 39% of Democrats have a positive impression of the First Lady, while 44% express an unfavorable opinion. Laura Bush's favorability among independents also is down substantially, from 68% in 2004 to 51% in the current poll. And while nine-in-ten conservative Republicans (90%) continue to view the First Lady positively, her image has slipped among moderate and liberal Republicans from 85% to 68% over the past three years. One-in-five moderate

	Dec 2002	Aug 2004	Dec 2007
	%	%	%
Favorable	71	70	54
Very	33	35	19
Mostly	38	35	35
Unfavorable	12	18	29
Very	5	8	13
Mostly	7	11	16
Don't know	17	12	17
	100	100	100



and liberal Republicans (20%) express an unfavorable opinion of Laura Bush, compared with just 4% in 2004.

Laura Bush has long received mixed favorability ratings from younger Americans, but the balance of opinion has turned more negative in the latest poll. Just 39% of those under age 30 express a favorable opinion of Laura Bush, down from 53% in 2004. Meanwhile, the share expressing an unfavorable opinion has risen from 31% to 46% over the same period. Opinions of Laura Bush remain, on balance, favorable among Americans age 30 and older, but her favorability ratings are down across all age ranges.

Differences in the views of younger and older Americans exist even when party identification is taken into account. In other words, younger Democrats, independents and Republicans give Laura Bush lower favorability ratings than their older partisan counterparts.

	Aug 2004		Dec 2007		Change
	Fav %	Unfav %	Fav %	Unfav %	
Male	70	15	54	29	-16
Female	70	21	55	29	-15
18-29	53	31	39	46	-14
30-49	71	18	53	26	-18
50-64	77	14	64	25	-13
65+	75	12	63	21	-12
<b>Republicans</b>	<b>89</b>	<b>3</b>	<b>82</b>	<b>11</b>	<b>-7</b>
Conservative	93	2	90	7	-3
Mod/Lib	85	4	68	20	-17
<b>Democrats</b>	<b>52</b>	<b>36</b>	<b>39</b>	<b>44</b>	<b>-13</b>
Liberal	48	43	40	45	-8
Cons/Mod	56	32	40	44	-16
<b>Independents</b>	<b>68</b>	<b>18</b>	<b>51</b>	<b>30</b>	<b>-17</b>
College grad	74	14	62	26	-12
Some college	69	17	57	29	-12
HS grad or less	68	22	49	31	-19
<i>Household Income</i>					
Over \$75K	82	9	64	24	-18
\$30 to \$74,999	73	16	52	33	-21
Under \$30K	60	27	53	30	-7

### More Express Unfavorable View of Nancy Pelosi

More than a year after her election as Speaker of the House, Nancy Pelosi's public image has declined. In December 2006, 32% of Americans said they had a favorable impression of Pelosi, compared with 25% today. Negative opinions of Pelosi have increased from 27% to 38%.

A growing share of Republicans, independents and Democrats are expressing an unfavorable view of the Speaker of the House. Republican opinion was already decidedly unfavorable a year ago, and has become increasingly so as Pelosi's visibility has increased. Independent opinion was evenly mixed a year ago (29% favorable, 26% unfavorable) but unfavorable opinions now outnumber favorable ones by two-to-

	Dec 2006 %	Dec 2007 %
Favorable	32	25
Unfavorable	27	38
Don't know	41	37
	100	100
<b>Republicans</b>		
Favorable	16	16
Unfavorable	46	58
<b>Democrats</b>		
Favorable	46	42
Unfavorable	17	26
<b>Independents</b>		
Favorable	29	19
Unfavorable	26	38

one (38% unfavorable, 19% favorable). In December 2006, more than twice as many Democrats expressed positive views of Pelosi than negative opinions (46% vs. 17%); but currently, the balance of opinion is closer (42% vs. 26%), as negative opinions of Pelosi have risen by nine points, from 17% in late 2006 to 26%.

#### **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 1,430 adults, 18 years of age or older, from December 19-30, 2007 (1,089 respondents were interviewed on a landline telephone, and 341 were interviewed on a cell phone, including 113 who had no landline telephone). Both the landline and cell phone samples were designed by Survey Sampling, Inc.

The combined landline and cell phone data were weighted using demographic weighting parameters derived from the March 2006 Census Bureau's Current Population Survey, along with an estimate of current patterns of telephone status in the U.S. derived from the 2006 National Health Interview Survey, using an iterative technique that simultaneously balances the distributions of all weighting parameters. The weighting procedure also accounted for the fact that respondents with both landline and cell phones had a greater probability of being included in the sample.

The Pew Research Center for the People & the Press will be releasing a detailed analysis of the landline and cell phone samples in the coming weeks.

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=727) or Form 2 (N=703), one can say with 95% confidence that the error attributable to sampling is plus or minus 4 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**  
**LATE DECEMBER, 2007 POLITICAL COMMUNICATIONS STUDY**  
**FINAL TOPLINE**  
**December 19- December 30, 2007**  
**N=1430**

Q.8 Now I'd like your views on some people. (First, **INSERT NAME**) would you say your overall opinion of... [**INSERT ITEM; RANDOMIZE; OBSERVE FORM SPLITS**] 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	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
	<i>Gallup:</i> January 2-5, 2004	65	--	--	35	--	--	--	*=100
	<i>Gallup:</i> October 6-8, 2003	60	--	--	39	--	--	--	1=100
	<i>Gallup:</i> June 9-10, 2003	66	--	--	33	--	--	--	1=100
	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>1</sup>	61	21	40	21	7	14	4	14=100
	November, 1997	54	13	41	18	6	12	9	19=100
i.	Nancy Pelosi	25	6	19	38	19	19	20	17=100
	December, 2006	32	9	23	27	13	14	26	15=100
	December, 1994 <sup>2</sup> <i>Gingrich</i>	25	7	18	28	15	13	30	17=100

**ASK FORM 2 ONLY:**

k.F2	Laura Bush	54	19	35	29	13	16	3	14=100
	August, 2004	70	35	35	18	8	11	2	10=100
	December, 2002	71	33	38	12	5	7	2	15=100
	July, 2001	64	21	43	17	5	12	1	18=100
	May 2000 <sup>3</sup>	41	10	31	11	4	7	16	32=100

1 In March 1999 and November 1997 the category was listed: "Texas Governor George W. Bush."

2 In December 1994 the question asked about Speaker-elect "Newt Gingrich."

3 In May 2000, the question asked about "George W. Bush's wife, Laura Bush."