

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
LATE DECEMBER, 2007 POLITICAL COMMUNICATIONS STUDY
FINAL TOPLINE
December 19-30, 2007
N=1430

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

Q.13 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=556]:

Dec <u>2007</u>		WITH AL GORE								
		July <u>2007</u> [^]	April <u>2007</u> [^]	Mar <u>2007</u> [^]	Nov <u>2007</u>	Oct <u>2007</u>	Sept <u>2007</u>	July <u>2007</u>	April <u>2007</u>	Mar <u>2007</u>
46	Hillary Clinton	44	39	39	45	45	42	40	34	35
26	Barack Obama	24	27	28	23	24	25	21	24	26
14	John Edwards	13	21	19	12	12	14	11	18	16
3	Dennis Kucinich	2	1	*	1	4	2	2	1	*
3	Bill Richardson	3	2	2	3	2	3	2	1	1
2	Joe Biden	3	1	2	3	2	2	2	1	1
*	Chris Dodd	1	*	*	1	1	1	1	*	*
0	Mike Gravel	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	12	14	12
*	Other (VOL.) [SPECIFY]	1	*	*	2	*	1	1	*	0
2	None of them (VOL.)	3	5	4	1	3	2	2	5	3
3	Don't know/Haven't thought about it (VOL.)	6	3	5	9	7	8	6	2	5
<u>1</u>	Refused (VOL.)	<u>0</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>	<u>*</u>	<u>1</u>
100		100	100	100	100	100	100	100	100	100

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

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

Q.16 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=471]:

Dec 2007		WITH NEWT GINGRICH									
		Sept 2007 [^]	July 2007 [^]	April 2007 [^]	Mar 2007 [^]	Nov 2007	Oct 2007	Sept 2007	July 2007	April 2007	Mar 2007
22	John McCain	16	16	25	24	19	18	15	16	23	22
20	Rudy Giuliani	33	29	33	35	26	31	32	27	32	33
17	Mike Huckabee	4	1	3	2	10	8	4	1	3	2
12	Mitt Romney	10	12	10	9	13	9	9	10	8	8
9	Fred Thompson	22	20	12	n/a	12	17	21	18	10	n/a
4	Ron Paul	1	3	n/a	n/a	4	3	1	2	n/a	n/a
1	Duncan Hunter	n/a	n/a	1	1	1	n/a	n/a	n/a	1	1
n/a	Tom Tancredo	1	1	n/a	n/a	*	1	1	1	n/a	n/a
n/a	Sam Brownback	3	1	1	2	n/a	n/a	2	1	*	2
n/a	Newt Gingrich	--	--	--	--	n/a	n/a	6	8	9	7
n/a	Tommy Thompson	n/a	1	2	3	n/a	n/a	n/a	1	2	3
n/a	Jim Gilmore	n/a	n/a	*	3	n/a	n/a	n/a	n/a	*	3
1	Other (VOL. DO NOT READ)	1	1	1	3	*	1	1	1	1	2
2	None of them (VOL. DO NOT READ)	2	4	3	6	3	4	2	3	3	5
10	DK/Haven't thought about it (VOL)	7	11	9	12	12	8	6	11	8	12
2	Refused (VOL. DO NOT READ)	*	*	*	*	*	0	*	*	*	*
100		100	100	100	100	100	100	100	100	100	100

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