

**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)	(VOL)
		Total	Very	Mostly	Total	Very	Mostly	Never	Can't
								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."