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Republicans Lag in Engagement and Enthusiasm for Candidates
VOTERS REMAIN IN NEUTRAL AS PRESIDENTIAL CAMPAIGN MOVES INTO
HIGH GEAR

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Republicans Lag in Engagement and Enthusiasm for Candidates **VOTERS REMAIN IN NEUTRAL AS PRESIDENTIAL CAMPAIGN MOVES INTO** **HIGH GEAR**

The 2008 presidential campaign has kicked off earlier than usual with more candidates than usual, but many people appear not to have noticed. Americans are no more likely to say they have given the presidential campaign much thought than they did in December, and just small minorities can name a candidate they might support.

The public's lack of engagement in the campaign is reflected in how people are reacting to the large slates of potential candidates in both parties. Of the announced and highly probable candidates, only a few in each party are widely familiar. The results of in-depth questions suggest that the images of even the well-known candidates are fairly thin.

The latest national survey by the Pew Research Center for the People & the Press, conducted Feb. 7-11 among 1,509 Americans, finds that Democrats are further along than Republicans in thinking about possible presidential candidates. First, a larger percentage of the Democrats than Republicans are paying attention to the campaign (31% vs. 20%). Notably, 38% of liberal Democrats say they have given the campaign a lot of thought, compared with just 24% of conservative Republicans. And while nearly half of Democrats (46%) volunteered a presidential candidate they might support, only 29% of Republicans named a candidate for whom they might vote.

Campaign '08 Has Yet to Strike a Chord

	Dec 2006	Feb 2007
<i>Thought about '08 candidates...</i>	%	%
A lot	23	24
Some	36	34
Not much	20	22
None at all	20	18
Don't know	1	2
	100	100

Republican you've thought most about possibly voting for...*

None/too early/DK	85	84
Rudy Giuliani	4	7
John McCain	8	6
Mitt Romney	1	1
Newt Gingrich	1	1
Other	3	2

Democrat you've thought most about possibly voting for...*

None/too early/DK	77	71
Hillary Clinton	11	16
Barack Obama	7	11
John Edwards	1	3
Al Gore	1	1
Other	4	2

* Asked of those who have given a lot or some thought to candidates; based on total. Multiple responses accepted; numbers add to more than 100%.

When asked to rate their chances of voting for announced or possible presidential candidates, large majorities of Democrats (and independents who lean Democrat) say they would consider voting for four candidates: Hillary Clinton, Barack Obama, Al Gore and John Edwards. Roughly eight-in-ten Democrats (82%) say there is a good chance or some chance they would vote for Clinton. A comparable number (77%) says there is at least some chance they would vote for Obama. However, more Democrats say there is a *good* chance they will vote for Clinton than say the same about Obama (by 52% to 41%).

The Appeal of the Field to Democrats				
<i>Chance would vote for (Based on those who have heard)</i>				
Heard of %	Good chance %	Some chance %	No chance %	DK %
99 Hillary Clinton	52	30	15	3=100
73 Barack Obama	41	36	19	4=100
98 Al Gore	26	36	32	6=100
80 John Edwards	24	45	24	7=100
38 Bill Richardson	12	26	45	17=100
46 Joe Biden	9	33	47	11=100
27 Dennis Kucinich	9	22	55	14=100
20 Tom Vilsack	7	19	53	21=100
38 Wesley Clark	7	35	48	10=100
30 Chris Dodd	3	31	51	15=100

Based on Democrats and Democratic leaners.

Smaller but substantial majorities of Democrats also say there is a good or some chance they would vote for John Edwards (69%) or Al Gore (62%). But far fewer say there is a good chance they would vote for either of these candidates than say that about Clinton or Obama.

Among GOP candidates, just two attract possible support from large majorities of Republicans (and independents who lean Republican): 78% say there is a good or some chance that they would vote for Rudy Giuliani and 65% say the same about Sen. John McCain. Mitt Romney gets a comparable “acceptable” rating from 53% of Republicans, but Romney is still not well-known to most Republicans. Just 41% of Republicans say they have heard of Romney.

The candidate preferences of political independents, a group that could play an important role in the selection of both parties’ nominees, are quite different from those of political partisans. Obama has greater appeal among independents than does Clinton; 64% of independents who have heard of Obama say there is at least some chance they would vote for him, compared with 54% of those who have heard of Clinton.

Among Republicans, Giuliani has somewhat more potential support among

The Appeal of the Field to Republicans				
<i>Chance would vote for (Based on those who have heard)</i>				
Heard of %	Good chance %	Some chance %	No chance %	DK %
91 Rudy Giuliani	36	42	16	6=100
90 John McCain	23	42	26	9=100
85 Newt Gingrich	16	29	48	7=100
41 Mitt Romney	15	38	31	16=100
31 Tommy Thompson	9	31	38	22=100
17 Duncan Hunter	9	20	48	23=100
18 Jim Gilmore	6	22	48	24=100
30 Sam Brownback	5	22	51	22=100
29 Mike Huckabee	3	28	40	29=100
29 Chuck Hagel	2	21	57	20=100

Based on Republicans and Republican leaners.

independents than does McCain (62% vs. 56%). Notably, Romney has attracted little support from independents; just 35% of those who have heard of him say there is a chance they could vote for the former Massachusetts governor, which is far less than the number of Republicans who say there is at least some chance they could vote for him (53%).

Candidate Impressions

Specific impressions of the leading candidates generally reflect either the national roles they have played or the visible aspects of their backgrounds: Hillary Clinton as the wife of former President Bill Clinton; John McCain as a Vietnam POW; Rudy Giuliani as a mayor and 9/11 figure; and John Edwards as a lawyer and former vice presidential candidate.

Barack Obama is an exception to this pattern. When people are asked what comes to mind when they think of Obama, a lack of history predominates; words like “inexperienced,” “young,” and “new” are frequently mentioned. Others cite qualities like “charismatic” and “smart” to describe Obama.

Aside from general mentions of Clinton’s role as first lady, several people describe her as “smart” and “strong.” Others say they disliked (or liked) Clinton, while some also call her “experienced.”

Edwards’s image appears to be less clear at this early stage. Many respondents say simply that nothing comes to mind when asked about the former North Carolina senator. Other frequently used descriptions include “lawyer” and “vice president.”

Giuliani is closely associated with the city that he used to serve as mayor – more people mentioned “New York” to describe Giuliani than any other words. Related to his role in leading New York City after the Sept. 11 attacks, many people also mentioned “9/11,” “leader,” and “job” to describe him.

Early Impressions: Words Used to Describe Democratic Candidates	
Candidates:	Words used most frequently
Hillary Clinton	• Good • President • “Bill” • Husband • Smart • Strong • Wife • Don’t like • Like • Experienced • First lady
Barack Obama	• Inexperienced • Good • Young • New • President • Intelligent • Fresh • Honest • Charismatic • Smart
John Edwards	• Good • Young • Lawyer • Like • Vice President • Honest • Democrat • Don’t like • Candidate • Leader
* Top responses shown. Based on those who have heard of each candidate.	

For many people, impressions of McCain are defined by his Vietnam service. Respondents used the words “war,” “veteran,” and “hero” to describe the Arizona Republican. A number also called McCain “experienced” and “old.”

As is the case with Edwards, impressions of Mitt Romney are fairly thin. Many said “nothing” came to mind or offered no response. The most frequently mentioned words include “conservative,” “Massachusetts,” and “governor.”

With the personal images of the candidates still emerging, so are the ways these personal qualities and attributes are playing with the public. An analysis of the survey results finds several patterns are apparent, but they are subject to change as more Americans focus on the campaign and the candidates:

- Gender is an important characteristic for some people in considering a vote for Hillary Clinton. Relatively few say gender would be an issue in their vote, but there is a strong correlation between views on this and opinions about the former first lady. Overall, a slight majority of men (51%) report there is at least some chance they will vote for Clinton while a somewhat larger majority of women (61%) say this.

Early Impressions: Words Used to Describe GOP Candidates	
<i>Candidates:</i>	<i>Words used most frequently</i>
Rudy Giuliani	• New York • 9/11 • Good • Mayor • Leader • Job • Like • President • Strong • Great • Republican
John McCain	• Good • War • Experienced • Veteran • Military • Honest • Old • Republican • Hero • Leader • Conservative
Mitt Romney	• Good • Conservative • Massachusetts • Governor • Olympics • Well • Republican • Leader • Mormon
* Top responses shown. Based on those who have heard of each candidate.	

- As many people say they are more inclined to vote for a black candidate as say they are less likely to do so; in both cases, the numbers are small (7% more likely/4% less likely). But on balance, Obama's race is a positive; he gets a disproportionate share of backing from the former group. The Illinois senator also gets strong backing from African Americans themselves. However, he trails Clinton slightly in this key Democratic constituency.
- Many voters say they are reluctant to vote for a Mormon for president, and people of this point of view are less inclined to vote for Mitt Romney. However, Romney has greater appeal among those who say they would be more likely to vote for a Christian than those for whom this does not matter.
- Military experience is one of the traits that is most attractive to people when considering a president. However, 48% say they would be less likely to support a candidate in their 70s. At this point, those who prize military experience are giving stronger support to John McCain, but those who object to older candidates are not substantially more reluctant to back him.
- Similarly, while Americans are disinclined to vote for candidates who have had extramarital affairs, this attitude is not linked to an inclination to vote against Rudy Giuliani, who was accused of having an affair by his former wife. But the poll suggests that the former New York mayor's support for gay rights does have the potential to hurt him among some Republicans: Those who say they would be less inclined to vote for a homosexual candidate are more likely to say there is no chance they will vote for Giuliani when compared with those for whom a candidate's sexual orientation does not matter.

Section I: An Early Look at the Public's Preferences

Overall, 52% of Democrats say there is a good chance they will support Clinton, compared with 41% who say there is a good chance they will vote for Obama. Notably, Clinton runs much better than Obama among older Democrats; fully 58% of Democrats ages 65 and older say there is a good chance they will vote for Clinton, compared with just 32% who say the same about Obama.

Clinton also shows strength among African Americans and women. Both Clinton and Obama have greater appeal among black Democrats than among whites; however, significantly more black Democrats say there is a good chance they will vote for Clinton than for Obama (63% vs. 50%).

Obama runs about even with Clinton among male Democrats, and does even better among young men. Obama also has broad appeal among the party's liberals; more than half (54%) say there is a good chance they will vote for Obama, about the same as the number who say that about Clinton (56%).

In addition, Obama garners significantly greater enthusiasm from highly attentive Democrats than from Democrats who have paid little or no attention to the 2008 campaign. Nearly half of Democrats (48%) who have thought "a lot" or "some" about the campaign say there is a good chance they will vote for Obama; that compares with just 23% of those who have given the campaign less attention.

Clinton Appeals to Blacks, Seniors; Obama Runs Even Among Liberals

	<i>"Good chance" of voting for...</i>		
	Clinton	Obama	Edwards
	%	%	%
Total	52	41	24
Men	46	43	26
Women	56	39	21
18-29	52	52	21
30-49	50	44	20
50-64	50	37	28
65+	58	32	29
Men 18-49	43	52	26
Women 18-49	58	42	16
Men 50+	51	32	28
Women 50+	55	38	28
Whites	48	38	25
Blacks	63	50	24
Conservatives	53	30	22
Moderates	47	37	28
Liberals	56	54	20
<i>Thought about campaign</i>			
A lot/some	56	48	24
Not much/at all	42	23	22

Based on Democrats and Democratic leaners who say they have heard of each candidate. Totals do not add to 100% because respondents could say they would support more than one candidate.

Republicans Lukewarm about '08 Field

More Republicans say there is a good chance they will vote for Giuliani than say that about any other GOP candidate (36%). Yet there is no ideological or demographic group in which a majority says there is a good chance they will support the former New York City mayor.

Giuliani demonstrates relatively strong appeal among older Republican men: 45% of Republican men ages 50 and older say there is a good chance they will vote for Giuliani. Giuliani also shows strength among white mainline Protestants (45% good chance).

While Giuliani's appeal among Republicans is fairly modest at this stage, it still far exceeds that of any other GOP candidate. Just 23% of Republicans say there is a good chance they will vote for McCain and in no subgroup do as many as a third express a strong willingness to support him.

However, McCain does fare a bit better among young Republicans – especially young men – than among other groups. Three-in-ten Republicans under the age of 30 say there is a good chance they will support McCain; by comparison, 24% in that group says the same about Giuliani.

Giuliani Ahead in Most Groups

	<i>"Good chance" of voting for...</i>		
	<u>Giuliani</u>	<u>McCain</u>	<u>Romney</u>
	%	%	%
Total	36	23	15
Men	39	27	15
Women	33	18	15
18-29	24	30	20
30-49	35	22	10
50-64	41	21	13
65+	39	21	24
Men 18-49	34	29	8
Women 18-49	31	16	19
Men 50+	45	23	20
Women 50+	36	19	14
Conservative	36	22	19
Moderate	36	25	8
White Evan Prot	33	21	10
White Mainline Prot	45	27	15
Catholic	39	21	14
<i>Thought about campaign</i>			
A lot/Some	41	23	17
Not much/at all	29	21	11

Based on Republicans and Republican leaners who say they have heard of each candidate. Totals do not add to 100% because respondents could say they would support more than one candidate.

Section II: Images of Leading Candidates

The public's impressions of most of the top candidates for president remain relatively general and unfocused. Respondents who say they have heard of each candidate were asked "what comes to mind when you think of" the candidate. Significant numbers of people could not think of anything in particular to say about three of the top six candidates. But certain candidate traits and experiences, both positive and negative, have registered with the public and point both to challenges and opportunities for the leading contenders.

Among those who have heard of them, more Americans have impressions of Hillary Clinton (93%) and Rudy Giuliani (91%) than the other top-tier candidates, though the number able to volunteer something about Barack Obama (84%) is nearly as high as for Clinton and Giuliani. Despite having been the Democratic candidate for vice president, John Edwards elicits an impression from only 71% of those who have heard of him. Only 68% can say something about John McCain, and just 46% of those who have heard of Mitt Romney can volunteer any reaction to him.

As is reflected in the single words used most frequently to describe the candidates, impressions tend to be largely personal in nature, focused on the candidates' personal qualities and characteristics, rather than on their political opinions or ideology. For all of the candidates, references to political views were relatively uncommon. Only 12% of those who had heard of John McCain mentioned his conservatism, his support of the war in Iraq, or other political stances. Even fewer people made such references about the other candidates.

Candidate Impressions			
	Giuliani	McCain	Romney
<i>Republican candidates</i>	%	%	%
Personal qualities & traits	44	39	25
Experience	46	17	12
Political views/ideology	6	12	9
Other	5	4	3
Nothing/Don't know	9	32	54
	Clinton	Obama	Edwards
<i>Democratic candidates</i>	%	%	%
Personal qualities & traits	75	65	41
Experience	8	14	21
Political views/ideology	9	6	8
Other	7	8	7
Nothing/Don't know	7	16	29

Responses to the question "What comes to mind when you think of" each candidate. Based on those who have heard of each candidate. Up to three responses accepted.

The Republican Candidates

The comments about **Rudy Giuliani** show that he draws on a deep well of positive feeling about his performance as New York City's mayor on 9/11. One respondent says that Giuliani "pulled everybody together when 9/11 came around." Another describes him as a "hero" in New York. Specific references to 9/11 were mentioned by 21% of those who recognized his name. More general references to the city and to his time as mayor are made by 22%, and many of these are very positive as well, with comments such as "was a good mayor" and "I think he cleaned up New York." Hardly any mentions of his leadership on 9/11 or his service as mayor are explicitly negative, but references to New York and 9/11 are as prevalent among people who say there is no chance they will vote for him as among those who say there is a good chance.

Giuliani also is lauded by many respondents as a strong leader (7%) and someone who is capable and courageous. There are many other positive but more general mentions such as "good man" and "great."

Very few people mention anything related to Giuliani's political views or ideology (6%). These mentions are slightly more prevalent among people who say there is no chance they will vote for him than for those who say there is a chance they will.

Negative comments about Giuliani include references to his personal life and personality, with such references as "arrogant," "egotistical," "a bully," "full of himself," and "showman."

Despite the fact that **John McCain** ran for president in 2000 and has played a leadership role in the Senate for many years – especially on military matters and campaign finance reform – impressions of him are less crystallized than they are for Giuliani. Most common are references to his military service and his time as a prisoner of war in Vietnam (13%), followed by mentions of issues and ideology. Mentions of his military experience are especially numerous among those who say there is a good chance they will vote for him.

Major Themes in Comments about Top Republican Candidates

Rudy Giuliani	%
Mayor of New York City	22
9/11, terrorist attacks	21
Great, good, nice	14
Leadership, strong leader	7
Miscellaneous positive	7
Issues, ideology, political views	6
John McCain	
Military service, POW	13
Issues, ideology, political views	12
Great, good, nice	6
Miscellaneous negative	6
Untrustworthy, flip-flopper	5
Miscellaneous positive	5
Trustworthy, honest	4
Experienced, qualified	4
Mitt Romney	
Issues, ideology, political views	9
Great, good, nice	5
Non-political career	4
Miscellaneous positive	4
Miscellaneous negative	4
City/state association	3
Personal life/religion	3

On the other hand, mentions of issues and ideology are more common among those who say there is no chance they would vote for McCain. In this regard, comments about his support of the war in Iraq are especially notable. Others mentioned that he is “too close to Bush” or that he “gives in to the political right.” About equal numbers of people describe him as “trustworthy” or “honest” as say he is “two-faced,” “dishonest,” or a “hypocrite.” Although many observers have speculated that McCain’s age will be a potential liability for him in the campaign, only 2% of respondents explicitly mention his age.

Mitt Romney is not well-known among the public. Mentions of ideology – mostly about his conservatism – are the most common of any single type of comment (at 9%). Various other mentions include his time as governor of Massachusetts, his father’s political career, and his own service as head of the Salt Lake City Olympic Committee. There are only a few mentions of Romney’s religion (3%).

The Democratic Candidates

Comments about **Hillary Clinton** range very widely across a variety of topics and include many strongly positive and negative references. The most frequent references are to her husband and aspects of his presidency including the Monica Lewinsky scandal (19% of all respondents). Bill Clinton is both a political negative and a positive for his wife; many who mention President Clinton say there is no chance they will vote for Clinton (22%), but nearly as many (16%) say there is a good chance they will vote for the senator.

Clinton draws a variety of highly negative comments (10% overall, and 22% of those who say there is no chance they will vote for her), including “phony,” “sneaky,” “way too feminist,” “backstabber,” and “she-devil.” Positive comments about her tend to be equally strongly expressed, with a number of references to her intelligence (6%) and toughness (5%), and many more of a general nature (9% “good,” “great” and the like) or scattered across many areas (6%, including “determined,” “motivated,” “tolerant,” and the like).

Major Themes in Comments about Top Democratic Candidates

Hillary Clinton		%
Bill Clinton, Clinton presidency		19
Miscellaneous negative		10
Issues, ideology, political views		9
Great, good, nice		9
Woman, mother		8
Don't like her		7
Intelligent, educated		6
Miscellaneous positive		6
Strong, tough		5
Barack Obama		
Inexperienced, not ready		12
New, fresh		11
Intelligent, educated		8
Great, good, nice		8
Miscellaneous positive		7
Young		6
Race, ethnicity		6
Issues, ideology, political views		6
Honest, trustworthy		5
Charismatic, attractive, charming		5
John Edwards		
Vice presidential candidate, senator		11
Great, good, nice		8
Issues, ideology, political views		8
Miscellaneous negative		7
Non-political career		5
Miscellaneous positive		4

Nearly one-in-ten (9%) respondents mention something related to her political or policy views, with a number of comments focused on her efforts toward health care reform. Policy related mentions are as common among supporters as among opponents.

Clinton's gender is mentioned by 8% of respondents, and these mentions are more numerous among those saying there was a good chance they would vote for her (12%) than among those who say there is no chance (4%).

For a candidate who was little known to the general public just a few months ago, **Barack Obama** attracts comments from a relatively large number of people. The most common single reference is to his lack of experience for the presidency (12%), a significant hurdle given the fact that it is mentioned by more than one-in-five of those who say there is no chance they would vote for him (23%). But the flip side of this is that he is viewed as "new" and "fresh" by roughly an equal number of people (11%), and this quality is especially common among those who say there is a good chance they will vote for him (19%).

Obama's intelligence also is frequently mentioned (by 8%), as is his relatively young age (6%) and his race (6%). A wide range of other mentions included honesty (5%), charisma (4%), and articulateness (4%). References to Obama's issue and policy positions were made by 6%. A few people say that Obama is a Muslim or made references to Islam.

John Edwards's experience as a vice presidential candidate (11%), as well as his career as a trial lawyer (5%), are frequently cited, as are several personal traits and characteristics. General comments such as "great," "good," "nice" are made by 8%. A similar number (8%) mention his political views, with a number of references to his focus on poverty. Issue positions are more common among those who said there is a good chance they will vote for him (14%) than those who said there is no chance (8%).

Section III: Candidate Traits and the '08 Campaign

Military service, being a Christian, and political experience lead the list of traits that Americans find most appealing in a presidential candidate. But even more Americans say they would be *less* likely to vote for a candidate who is an atheist or a political newcomer, and nearly half say they would be less inclined to support a presidential hopeful who is a homosexual, Muslim or has used drugs in the past.

The poll also finds that divorce is not much of an issue, but an extramarital affair is still a political liability. Large majorities say race and gender are non-factors; among those who say they are considerations in their vote, at least as many see these traits as a plus as say they are a minus.

A candidate's religion continues to play a key role in shaping vote choice. Nearly four-in-ten (39%) say they would be more likely to vote for a candidate who is Christian. Moreover, 63% say they would be less inclined to support a presidential candidate who does not believe in God – the most negative trait tested. Still, while Americans value religious conviction in their political leaders, large numbers acknowledge they would be less likely to vote for a Muslim (46%) or Mormon (30%) candidate for president.

Among the 23 traits tested in the survey, military experience is the characteristic that the public finds most desirable in a presidential candidate. Nearly half (48%) say they would be more likely to vote for a candidate who served in the military, while just 3% would be less inclined to do so. About half (48%) said it would make no difference to them

While the public is generally cynical about politics and politicians in general, Washington political experience is still a major benefit to presidential candidates. More than a third (35%) say they would be more willing to support a candidate who has been an elected official in Washington for many years; far fewer (15%) say they would be less likely to support a

Candidate Assets: Military Service, Christianity, Washington Experience				
Candidate traits:	Willingness to support			
	More likely	Less likely	No Diff	DK
	%	%	%	%
Military service	48	3	48	1=100
Christian	39	4	56	1=100
Long-time DC politician	35	15	45	5=100
Attended prestigious univ.	22	5	72	1=100
Former business exec.	28	13	56	3=100
In their 40s	18	8	73	1=100
Black	7	4	88	1=100
Woman	13	11	75	1=100
Physically handicapped	4	7	86	3=100
Divorced	3	9	86	2=100
Hispanic	4	14	80	2=100
Has been a minister	15	25	56	4=100
Smokes cigarettes	2	18	79	1=100
Mormon	2	30	64	4=100
Taken anti-depressants	2	36	59	3=100
Had extramarital affair	1	39	56	4=100
In their 70s	5	48	45	2=100
No college education	3	46	49	2=100
Used drugs in past	2	45	47	6=100
Muslim	1	46	49	4=100
Homosexual	1	46	51	2=100
Never held elected office	7	56	35	2=100
Doesn't believe in God	3	63	32	2=100

politician with years of service in the nation's capital. At the same time, a clear majority (56%) says a candidate who had never held public office would be less likely to get their vote; just 7% would find a political newcomer more appealing.

A college education matters for a candidate, and presidential hopefuls who are alumni of prestigious universities are viewed fairly positively. Nearly half of the public (46%) says they would be less likely to support a candidate who did not attend college. And 22% say they would be more inclined to vote for a candidate who attended a prestigious university like Harvard or Yale, while just 5% view this as a negative.

Business experience helps, too: 28% say they are more likely to support a candidate with business experience. A smaller number (13%) views business experience as a negative for a presidential candidate.

Notably, about half of Americans (48%) say they would be less likely to vote for a candidate in their 70s; just 5% say they would be more likely to vote for someone of that age. By comparison, 8% say they would be less likely to vote for a candidate in their 40s, while 18% say they would be more likely to support such a candidate.

Divided Over Candidate Traits

Not all Americans value the same characteristics when deciding whether to support a presidential candidate. Democrats and Republicans have deep differences over many of the traits they consider desirable and undesirable.

In particular, partisans disagree about how important it is that a candidate be a Christian: 61% of Republicans say they would be more likely to support a Christian candidate, compared with 32% of Democrats. However, just 5% of Democrats say they would be less likely to vote for a presidential candidate who is a Christian; most (62%) say it would make no difference.

Positive Traits: Wide Partisan Gap Over Whether 'Christian' is an Asset

<i>More likely to support candidate who...</i>	Total %	Rep %	Dem %	Ind %
Served in the military	48	58	38	49
Is Christian	39	61	32	31
Long-time DC politician	35	40	39	31
Former business executive	28	38	21	28
Attended prestigious univ.	22	24	28	15
Is in their 40s	18	14	24	15
Has been a minister	15	21	14	14
Is a woman	13	8	21	9
Is black	7	4	13	5
Never held elective office	7	5	5	9

Traits with 5% or fewer of the public saying 'more likely to support' are not shown.

Republicans also are more likely than Democrats to value military service and business experience. Nearly six-in-ten Republicans (58%) say they would be more inclined to support a candidate with military service, compared with 38% of Democrats. And more Republicans than Democrats regard experience as a business executive to be an advantage (38% vs. 21%).

Democrats are somewhat more likely than Republicans to find younger presidential candidates appealing. In addition to being disproportionately less likely to vote for a presidential candidate in their 70s, 24% of all Democrats say they would be more inclined to support a candidate for president who is in his or her 40s, compared with 14% of Republicans.

Republicans' Negative View of 'Affairs'

Partisans also disagree over which traits they consider to be liabilities for presidential candidates. An overwhelming majority of Republicans (86%) say they would be less likely to vote for a candidate who does not believe in God, compared with 56% of Democrats. The partisan differences are nearly as wide in opinions about whether being a homosexual or a Muslim is a liability for a presidential candidate, with Republicans far more likely to view these as negative traits.

Yet the largest partisan gap comes in views of a presidential candidate who "had an extramarital affair in the past." Fully 62% of Republicans say they would be less likely to support such a candidate, compared with 25% of Democrats (and 36% of independents).

Negatives Traits: Republicans Point to Atheism, Democrats Cite Age

<i>Less likely to support candidate who...</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Does not believe in God	63	86	56	57
Never held elective office	56	64	59	50
Is in their 70s	48	42	60	43
Is Muslim	46	66	39	38
Is homosexual	46	64	37	42
Did not attend college	46	49	49	42
Used drugs in the past	45	54	45	39
Had extramarital affair	39	62	25	36
Has taken anti-depressants	36	38	39	33
Has been a minister	25	22	28	28
Smokes cigarettes	18	29	14	13
Long-time elected official	15	18	10	19
Is Hispanic	14	16	17	12
Former business executive	13	10	16	13
Is a woman	11	21	5	7

Traits with 10% or fewer of the public saying 'less likely to support' are not shown.

Democrats, by contrast, are less accepting of older candidates: 60% say they would be less likely to support a candidate in his or her 70s, an opinion shared by only 42% of Republicans. These views, however, may be colored by the fact that one of the leading Republican presidential contenders -- John McCain -- will be 72 on Election Day, 2008.

There are some areas of agreement in the way that Republicans and Democrats evaluate candidate traits. Solid majorities in both parties, as well as half of independents, say they would be less likely to vote for candidate who had never held elective office. And about half of all Republicans and Democrats (49% each) say they would hesitate before supporting a candidate who had not attended college. Similarly, equal proportions of Republicans and Democrats say a history of using anti-depressant drugs would make them less inclined to support a candidate.

Beyond Partisanship

In addition to partisanship, other demographic differences emerged over what Americans see as positives and negatives when sizing up presidential candidates. Among the more noteworthy:

- Older women are the most likely to say they would be less likely to vote for a female candidate. About one-in-five (21%) women ages 65 and older express reservations about voting for a woman for president, compared with just 8% of younger women, and 11% of men.
- About twice as many African Americans as whites say they would be more likely to vote for a woman for president (24% vs. 11%).
- People in the South and those with less education are more likely than others to have concerns about a female candidate.

Likelihood of Supporting a Female Candidate				
	More likely	Less likely	Doesn't matter	DK
	%	%	%	%
Women	19	10	70	1=100
18-39	21	8	70	1=100
40-64	18	8	73	1=100
65+	17	21	60	2=100
Men	7	11	80	2=100
18-39	9	12	78	1=100
40-64	6	10	82	2=100
65+	7	12	77	4=100
Race				
White	11	11	76	2=100
Black	24	8	67	1=100
Region				
East	14	6	79	1=100
Midwest	14	11	74	1=100
South	13	15	70	2=100
West	11	8	79	2=100
Education				
College Grad	12	8	79	1=100
Some College	13	8	77	2=100
HS Grad	14	12	72	2=100
Less than HS	14	18	67	1=100

- As far as a candidate's race is concerned, far more African Americans than whites say they would be more likely to vote for a black candidate (30% vs. 4%). But most African Americans and whites say this would not matter to them (69% and 90%, respectively).
- Concern about a voting for a Hispanic candidate is highest among white evangelical Protestants and people in the South. There are no significant differences across party lines.
- Concern about a presidential candidate in his or her 70s is widespread regardless of the age of the respondent. Roughly half of those in all age groups – including those 65 and older – say they would be less likely to support such a candidate.
- Most people say it would not matter if a candidate is in their 40s, though it is more of an issue (both positive and negative) for voters who themselves are age 65 or older.

- Four-in-ten white evangelical Protestants say they would be less likely to vote for a candidate who is a Mormon, the highest percentage in any religious group. Just 28% of white mainline Protestants, and 22% of all Catholics, say they would be less inclined to vote for a Mormon.
- Doubts about a Muslim candidate increase dramatically with age. Nearly six-in-ten Americans (58%) ages 65 and older say they would be less likely to support a candidate who is Muslim, compared with 32% of 18-29-year olds.

Traits and the Candidates

Americans have clear opinions about what they do and do not like in a presidential candidate. That broad portrait is sometimes at odds with the respective traits of the current Republican and Democratic hopefuls, a detailed analysis of survey results suggests.

Some key traits as identified by the public already are clearly helping or hurting individual candidates. For example, Massachusetts Gov. Mitt Romney is somewhat less attractive to the public because he is a Mormon. But other important traits important to voters have yet to make their presence felt: Rudy Giuliani, for example, currently is not being hurt by a personal history that includes divorce and reports of an extramarital affair while he was mayor of New York City.

At the same time, other traits judged by the public to be relatively unimportant are benefiting particular presidential hopefuls. Most Americans agree that the race and sex of the candidate does not matter in determining which candidate they will support. Among those who say they would be more likely to vote for a woman president (13% of the public), most say there is a good chance they will vote for Clinton. However, those who say they would be less likely to support a woman (11% of the public) overwhelmingly say there is *no* chance they will vote for Clinton.

Clinton & Gender			
Chance will vote for Clinton...	Likely to support a woman candidate?		
	More likely	Less likely	Doesn't matter
	%	%	%
Good chance	57	9	33
Some chance	22	7	29
No chance	<u>21</u>	84	<u>38</u>
	100	100	100
Sample size	(172)	(169)	(1059)

Here are the traits that are helping and hurting individual candidates, and some important traits that have not had an impact on support:

Barack Obama: People who are more inclined to support a presidential candidate who is black also are more likely to be backing Obama, the analysis suggests. But he loses support among those who would be less likely to say they would vote for a presidential candidate who is

Muslim. Overall, nearly half (47%) of those who are less likely to support a Muslim candidate say there is “no chance” they would vote for Obama, suggesting that some are under the mistaken impression he is a Muslim (Obama is a Christian).

The analysis also suggests the one term senator’s relative lack of Washington experience is not hurting him so far: He is no more or less likely to be supported by those who value a candidate with extensive experience in Washington.

Obama & Muslims		
	<i>Likely to support a Muslim candidate?*</i>	
	Less likely	Doesn't matter
<i>Chance will vote for Obama...</i>	%	%
Good chance	19	40
Some chance	34	42
No chance	<u>47</u>	<u>18</u>
	100	100
Sample size	(522)	(495)
* Those who responded “more likely” omitted due to small sample size (1%).		

Rudy Giuliani: Giuliani loses support among those who object to gay presidential candidates, a finding almost entirely driven by the fact that Republicans who say they are less likely to vote for gay candidates also are disproportionately less likely to be supporting Giuliani. Giuliani was an active supporter of gay rights when he was mayor of New York City.

Even though Giuliani’s years as mayor were marked by a personal scandal that played out in the New York media, the analysis finds that individuals who say they are less likely to vote for a candidate who had an extramarital affair, or one who has been divorced, are not significantly different in their attitudes toward Giuliani’s candidacy than are others. In addition, people who are more likely to vote for a candidate with business experience are supporting Giuliani, the analysis reveals

Giuliani & Divorce		
	<i>Likely to support divorced candidate?*</i>	
	Less likely	Doesn't matter
<i>Chance will vote for Giuliani...</i>	%	%
Good chance	22	25
Some chance	43	39
No chance	<u>35</u>	<u>36</u>
	100	100
Sample size	(114)	(1094)
* Those who responded “more likely” omitted due to small sample size (3%)		

John McCain: McCain's military background is advantage, an analysis of the data shows. Nearly two-thirds (65%) of those who are more likely to vote for a candidate who has served in the military say there is at least some chance they would support McCain. That compares with 51% among those who say military service is not a factor. And twice as many of those who value a candidate's military service, as those who do not, say there is a good chance they will support McCain.

McCain & Military Service		
	<i>Likely to support candidate who served in military?*</i>	
	More likely	Doesn't matter
<i>Chance will vote for McCain</i>	%	%
Good chance	22	10
Some chance	43	41
No chance	<u>35</u>	<u>49</u>
	100	100
Sample size	(597)	(569)
* Those who responded "less likely" omitted due to small sample size (3%).		

More surprising, perhaps, is the fact that McCain's age does not appear to be hurting him. Despite widespread reluctance to support a presidential candidate in his or her '70s, McCain does not appreciably suffer among this group.

Mitt Romney: The Massachusetts governor's religious faith currently helps and hurts him, the analysis finds. Romney clearly loses support among people who are less likely to vote for a Mormon. Overall, about 30% express reluctance to support a Mormon candidate, and among this group, 73% say there is "no chance" they would back Romney. This compares with 55% among those who say it would not matter if a candidate is a Mormon.

Romney & Mormons		
	<i>Likely to support candidate who is Mormon?*</i>	
	Less likely	Doesn't matter
<i>Chance will vote for Romney</i>	%	%
Good chance	6	9
Some chance	21	36
No chance	73	55
	100	100
Sample size	(153)	(391)
* Those who responded "more likely" omitted due to small sample size (2%).		

At the same time, Romney has appeal among those who say they would be more inclined to vote for a candidate who is a Christian. Romney also draws support among those voters who value business experience: nearly six-in-ten (59%) in this group say there is at least some chance they will vote for him, compared with 34% of those who do not view business experience as highly.

For other candidates – Democrats as well as Republicans – no traits stand out as particularly positive or negative. This is case even for some well-known candidates, such as John Edwards. None of the 23 traits tested is solidly associated with support for Edwards and the other presidential candidates, in either party.

Other Factors: Government Experience

When asked about which kinds of experiences are the best preparation for becoming president, people are divided: 35% say serving as governor provides the best preparation while nearly as many (31%) say serving in Congress best prepares someone for the White House. Fewer people say that serving as a top military official (10%), such as a general or admiral, or as a business executive (8%), is the ideal preparation for becoming president.

Republicans and Democrats have somewhat different views on the relative value of different types of experiences: Democrats by 44% to 17% think that serving in Congress provides the best preparation, while Republicans value service as a governor slightly more than do Democrats. Republicans also are three times more likely than Democrats to say being a military leader offers the best training for the White House (18% vs. 6%).

When the options are limited to service in Congress or as a governor, a majority (55%) says that serving as a member of Congress – and acquiring experience in Washington and foreign policy -- is better preparation for becoming president. Far fewer (24%) say that prior service as a state governor – and gaining experience as head of an administration -- better prepares someone to be president. These opinions have changed little in recent years; in 2003, 52% said experience as a member of Congress better prepared someone to be president.

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 1,509 adults, 18 years of age or older, from February 7-11, 2007. 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=740) and Form 2 (N=769) the sampling error 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 seven 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.

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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
FEBRUARY 2007 POLITICAL SURVEY
FINAL TOPLINE
February 7-11, 2007
N=1509

Q.1 Do you approve or disapprove of the way George W. Bush is handling his job as president? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK]**

	<u>App- rove</u>	<u>Dis- approve</u>	<u>Don't know</u>		<u>App- rove</u>	<u>Dis- approve</u>	<u>Don't know</u>
February, 2007	33	56	11=100	October, 2003	50	42	8=100
January, 2007	33	59	8=100	September, 2003	55	36	9=100
December, 2006	32	57	11=100	Mid-August, 2003	56	32	12=100
Mid-November, 2006	32	58	10=100	Early August, 2003	53	37	10=100
Early October, 2006	37	53	10=100	Mid-July, 2003	58	32	10=100
September, 2006	37	53	10=100	Early July, 2003	60	29	11=100
August, 2006	37	54	9=100	June, 2003	62	27	11=100
July, 2006	36	57	7=100	May, 2003	65	27	8=100
June, 2006	36	54	10=100	April 10-16, 2003	72	22	6=100
April, 2006	33	56	11=100	April 9, 2003	74	20	6=100
Early April, 2006	35	55	10=100	April 2-7, 2003	69	25	6=100
March, 2006	33	57	10=100	March 28-April 1, 2003	71	23	6=100
February, 2006	40	52	8=100	March 25-27, 2003	70	24	6=100
January, 2006	38	54	8=100	March 20-24, 2003	67	26	7=100
December, 2005	38	54	8=100	March 13-16, 2003	55	34	11=100
Early November, 2005	36	55	9=100	February, 2003	54	36	10=100
Late October, 2005	40	52	8=100	January, 2003	58	32	10=100
Early October, 2005	38	56	6=100	December, 2002	61	28	11=100
September 8-11, 2005	40	52	8=100	Late October, 2002	59	29	12=100
September 6-7, 2005	40	52	8=100	Early October, 2002	61	30	9=100
July, 2005	44	48	8=100	Mid-September, 2002	67	22	11=100
June, 2005	42	49	9=100	Early September, 2002	63	26	11=100
Late May, 2005	42	48	10=100	Late August, 2002	60	27	13=100
Mid-May, 2005	43	50	7=100	August, 2002	67	21	12=100
Late March, 2005	49	46	5=100	Late July, 2002	65	25	10=100
Mid-March, 2005	45	46	9=100	July, 2002	67	21	12=100
February, 2005	46	47	7=100	June, 2002	70	20	10=100
January, 2005	50	43	7=100	April, 2002	69	18	13=100
December, 2004	48	44	8=100	Early April, 2002	74	16	10=100
Mid-October, 2004	44	48	8=100	February, 2002	78	13	9=100
August, 2004	46	45	9=100	January, 2002	80	11	9=100
July, 2004	46	46	8=100	Mid-November, 2001	84	9	7=100
June, 2004	48	43	9=100	Early October, 2001	84	8	8=100
May, 2004	44	48	8=100	Late September, 2001	86	7	7=100
Late April, 2004	48	43	9=100	Mid-September, 2001	80	9	11=100
Early April, 2004	43	47	10=100	Early September, 2001	51	34	15=100
Late March, 2004	47	44	9=100	August, 2001	50	32	18=100
Mid-March, 2004	46	47	7=100	July, 2001	51	32	17=100
February, 2004	48	44	8=100	June, 2001	50	33	17=100
Mid-January, 2004	56	34	10=100	May, 2001	53	32	15=100
Early January, 2004	58	35	7=100	April, 2001	56	27	17=100
December, 2003	57	34	9=100	March, 2001	55	25	20=100
November, 2003	50	40	10=100	February, 2001	53	21	26=100

QUESTION 2 ALREADY RELEASED

NO QUESTION 3

ASK ALL:

From what you've seen and read so far,

Q.4 Do you approve or disapprove of the job the Democratic leaders in Congress are doing? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the job the Democratic leaders in Congress are doing? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
February, 2007	41	36	23=100
January, 2007	39	34	27=100
Early October, 2006	35	53	12=100
June, 2006	32	50	18=100
March, 2006	34	46	20=100
January, 2006	34	48	18=100
Early November, 2005	36	44	20=100
Early October, 2005	32	48	20=100
Mid-September, 2005	36	45	19=100
Mid-May, 2005	39	41	20=100
Mid-March, 2005	37	44	19=100
Early February, 2004	38	42	20=100
June, 2002	47	36	17=100
May, 2002	42	37	21=100
February, 2002	49	30	21=100
Early September, 2001	49	30	21=100
June, 2001	50	28	22=100

NO QUESTION 5

Q.6 How much thought, if any, have you given to candidates who may be running for president in 2008?
[READ]

	<u>Dec</u> <u>2006</u>
24 A lot	23
34 Some	36
22 Not much	20
18 None at all	20
<u>2</u> Don't know/Refused (VOL. - DO NOT READ)	<u>1</u>
100	100

IF “A LOT” OR “SOME” (1,2 IN Q.6) ASK:

ROTATE Q.7 AND Q.8

Q.7 Which REPUBLICAN presidential candidate, if any, have you thought the most about possibly voting for?
[OPEN END; DO NOT READ OPTIONS. USE PRECODES AS APPROPRIATE; ACCEPT UP TO THREE NAMES BUT DO NOT PROBE FOR MORE THAN ONE]

BASED ON TOTAL:		Dec <u>2006¹</u>
7	Giuliani, Rudy	4
6	McCain, John	8
1	Romney, Mitt	1
1	Gingrich, Newt	1
*	Rice, Condoleezza	1
2	Other [SPECIFY]	2
31	None/too early	33
12	Don't know/Refused	11
(42)	<i>Not much/No thought/DK about candidates in Q.6</i>	(41)

Q.8 Which DEMOCRATIC presidential candidate, if any, have you thought the most about possibly voting for?
[OPEN END; DO NOT READ OPTIONS. USE PRECODES AS APPROPRIATE; ACCEPT UP TO THREE NAMES BUT DO NOT PROBE FOR MORE THAN ONE]

BASED ON TOTAL:		Dec <u>2006</u> ²
16	Clinton, Hillary	11
11	Obama, Barack	7
3	Edwards, John	1
1	Gore, Al	1
*	Kerry, John	1
2	Other [SPECIFY]	3
22	None/too early	26
8	Don't know/Refused	11
(42)	<i>Not much/No thought/DK about candidates in Q.6</i>	(41)

ASK FORM 1 ONLY [N=740]:

Q.9F1 Generally speaking would you say that you personally care a good deal WHO wins the 2008 presidential election or that you don't care very much who wins?

		Oct <u>2003</u> ³	Feb <u>1999</u>	Oct <u>1995</u>	Oct <u>1991</u>	May <u>1987</u>
83	Care a good deal	77	83	78	73	76
14	Don't care very much	21	16	19	22	20
<u>3</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>3</u>	<u>5</u>	<u>4</u>
100		100	100	100	100	100

¹ In December 2006, the question was worded: “Which Republican candidate, if any, have you thought the most about possibly voting for?”

² In December 2006, the question was worded: “Which Democratic candidate, in any, have you thought the most about possibly voting for?”

³ In October 2003, the question referred to the 2004 presidential election; in 1999, it referred to the 2000 presidential election; in 1995, it referred to the 1996 presidential election; in 1991, it referred to the 1992 presidential election; in 1987, it referred to the 1988 presidential election.

ASK FORM 2 ONLY [N=769]:

Q.10F2 Generally speaking would you say that you personally care a good deal WHICH PARTY wins the 2008 presidential election or that you don't care very much which party wins?

		<u>Oct</u> <u>2003</u>	<u>Feb</u> <u>1999</u>	<u>Oct</u> <u>1995</u>	<u>Oct</u> <u>1991</u>	<u>May</u> <u>1987</u>
62	Care a good deal	62	61	61	55	54
35	Don't care very much	36	36	36	39	40
<u>3</u>	Don't know/Refused	<u>2</u>	<u>3</u>	<u>3</u>	<u>6</u>	<u>6</u>
100		100	100	100	100	100

ASK ALL:

Q.11 Next, I'm going to read you a list of some people who have been in the news lately. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. First, **(INSERT NAME; RANDOMIZE NAMES)**, have you heard of **(REPEAT NAME)** or not?
(IF HAVE HEARD, ASK:) How much of a chance is there that you would vote for **(INSERT NAME)** if (he/she) is a candidate for president in 2008 — is there a good chance, some chance, or no chance?
Have you heard of **(NEXT NAME)** or not?
(IF HAVE HEARD, ASK:) Is there a good chance, some chance, or no chance that you would vote for **(NEXT NAME)** for president?

		<u>Have</u> <u>Heard</u>	<u>Have not</u> <u>Heard</u>	<u>DK/</u> <u>Ref.</u>	<i>Based on Those Who Have Heard</i>				
					<u>Good</u> <u>Chance</u>	<u>Some</u> <u>Chance</u>	<u>No</u> <u>Chance</u>	<u>DK/</u> <u>Ref.</u>	(N)
a.	John McCain	83	16	1=100	15	38	38	9=100	(1307)
	August, 1999	35	64	1=100	16	39	37	8=100	
	June, 1999	37	62	1=100	15	39	37	9=100	
	May, 1999	33	66	1=100	16	36	41	7=100	
	February, 1999	30	69	1=100	14	41	38	7=100	
b.	Rudy Giuliani	85	14	1=100	23	36	34	7=100	(1345)
c.	Newt Gingrich	77	22	1=100	7	19	66	8=100	(1261)
d.	Mitt Romney	37	62	1=100	9	26	51	14=100	(665)
e.	Mike Huckabee	28	71	1=100	3	20	52	25=100	(487)
f.	Chuck Hagel	27	72	1=100	4	21	57	18=100	(502)
g.	Sam Brownback	27	72	1=100	3	17	60	20=100	(473)
h.	Duncan Hunter	16	84	*=100	5	15	58	22=100	(261)
i.	Tommy Thompson	29	71	*=100	7	24	50	19=100	(509)
j.	Jim Gilmore	19	80	1=100	4	21	49	26=100	(299)
k.	Hillary Clinton	98	1	1=100	32	24	40	4=100	(1480)
l.	Barack Obama	71	28	1=100	28	35	29	8=100	(1156)

Q.11 CONTINUED...

		<i>Based on Those Who Have Heard</i>							(N)
		<u>Have Heard</u>	<u>Have not Heard</u>	<u>DK/ Ref.</u>	<u>Good Chance</u>	<u>Some Chance</u>	<u>No Chance</u>	<u>DK/ Ref.</u>	
m.	John Edwards	79	20	1=100	14	28	39	9=100	(1243)
	September, 2003	42	56	2=100	10	34	47	9=100	
	August, 2003	42	57	1=100	10	34	43	13=100	
	Early July, 2003	36	64	*=100	8	29	51	12=100	
n.	Al Gore	97	2	1=100	17	25	52	6=100	(1467)
	July, 2003	98	1	1=100	22	26	49	3=100	
	August, 1999	97	3	*=100	24	29	43	4=100	
	June, 1999	97	3	*=100	22	33	42	3=100	
	May, 1999	97	3	*=100	20	27	49	4=100	
	February, 1999	97	3	0=100	23	30	44	3=100	
o.	Joe Biden	46	53	1=100	6	27	54	13=100	(835)
p.	Wesley Clark	40	59	1=100	4	30	53	13=100	(695)
	September, 2003	43	55	2=100	19	33	37	11=100	
q.	Dennis Kucinich	26	73	1=100	6	19	58	17=100	(473)
	September, 2003	19	80	1=100	6	23	61	10=100	
	August, 2003	20	80	*=100	9	21	55	15=100	
	Early July, 2003	15	85	*=100	7	19	61	13=100	
r.	Bill Richardson	38	61	1=100	9	27	45	19=100	(626)
s.	Chris Dodd	30	69	1=100	3	24	53	20=100	(535)
t.	Tom Vilsack	19	81	*=100	5	17	57	21=100	(283)

We're interested in what impression some of the candidates have made on people so far...

Q.12 What comes to mind when you think of [INSERT NAME; RANDOMIZE]? [OPEN-END. IF "DON'T KNOW" PROBE ONCE "It can be anything. Just the first thing that comes to mind?" ACCEPT UP TO THREE RESPONSES, PROBE FOR ADDITIONAL RESPONSES.]

ASK FORM 1 ONLY IF HAVE HEARD OF CANDIDATE (1-4) IN Q.11I [N=569]:

a.F1 Barack Obama

PERSONAL QUALITIES (NET)	65
New/Fresh	11
Intelligent/Educated	8
Good/Great/Nice	8
Misc. Positive	7
Young/Old	6
Race/Ethnicity	6
Trustworthy/Honest	5
Charismatic/Attractive/Charming	5
Favorable/Popular/Like	4
Articulate/Well-spoken	4
Misc. Negative	3

Q.12 CONTINUED...

Personal Life/Religion	3
Strong/Tough	2
Compassionate/Sincere	2
Don't Like	1
Untrustworthy/Flip-flopper	1
Leadership	*
Other Personal Traits	1
EXPERIENCE (NET)	14
Inexperienced/Not Ready	12
Experienced/Qualified	1
Political Office	1
ISSUES/IDEOLOGY	6
OTHER	8
NOTHING/DON'T KNOW	16

ASK FORM 1 ONLY IF HAVE HEARD OF CANDIDATE (1-4) IN Q.11d [N=311]:

b.F1 Mitt Romney

PERSONAL QUALITIES (NET)	25
Good/Great/Nice	5
Misc. Positive	4
Misc. Negative	4
Personal Life/Religion	3
Trustworthy/Honest	2
Intelligent/Educated	2
Untrustworthy/Flip-flopper	2
Don't Like	2
Articulate/Well-spoken	1
New/Fresh	1
Young/Old	1
Leadership	1
Charismatic/Attractive/Charming	*
Compassionate/Sincere	*
Other Personal Traits	1
EXPERIENCE (NET)	12
Non-political	4
City/State Association	3
Experienced/Qualified	2
Political Office	2
Inexperienced/Not Ready	1
ISSUES/IDEOLOGY	9
OTHER	3
NOTHING/DON'T KNOW	54

Q.12 CONTINUED...

ASK FORM 1 ONLY IF HAVE HEARD OF CANDIDATE (1-4) IN Q.11a [N=635]:

c.F1 John McCain

PERSONAL QUALITIES (NET)	39
Good/Great/Nice	6
Misc. Negative	6
Untrustworthy/Flip-flopper	5
Misc. Positive	5
Trustworthy/Honest	5
Favorable/Popular/Like	2
Young/Old	2
Don't Like	2
Leadership	2
Strong/Tough	1
Compassionate/Sincere	1
Intelligent/Educated	1
Charismatic/Attractive/Charming	1
Articulate/Well-spoken	*
Pushy/Ambitious/Opportunistic	*
Race/Ethnicity	*
Other Personal Traits	3
EXPERIENCE (NET)	17
POW/Military/War Hero	13
Experienced/Qualified	4
Political Office	1
City/State Association	*
Non-political	*
ISSUES/IDEOLOGY	12
OTHER	4
NOTHING/DON'T KNOW	32

ASK FORM 2 ONLY IF HAVE HEARD OF CANDIDATE (1-4) IN Q.11k [N=756]:

d.F2 Hillary Clinton

PERSONAL QUALITIES (NET)	75
Bill Clinton	19
Misc. Negative	10
Good/Great/Nice	9
Woman/Mother	8
Don't Like	7
Intelligent/Educated	6
Misc. Positive	6
Strong/Tough	5
Favorable/Popular/Like	4
Untrustworthy/Flip-flopper	2
New/Fresh	2
Pushy/Ambitious/Opportunistic	2
Leadership	2

Q.12 CONTINUED...

Trustworthy/Honest	1
Articulate/Well-spoken	1
Compassionate/Sincere	1
Charismatic/Attractive/Charming	*
Race/Ethnicity	*
Other Personal Traits	2
EXPERIENCE (NET)	8
First Lady	3
Experienced/Qualified	3
Political Office	3
City/State Association	1
Inexperienced/Not Ready	*
Non-political	*
ISSUES/IDEOLOGY	9
OTHER	7
NOTHING/DON'T KNOW	7

ASK FORM 2 ONLY IF HAVE HEARD OF CANDIDATE (1-4) IN Q.11b [N=693]:

e.F2 Rudy Giuliani

EXPERIENCE (NET)	46
Mayor of NYC	22
9/11/Terrorist Attacks/Hero	21
Experienced/Qualified	2
Inexperienced/Not Ready	1
Non-political	1
City/State Association	1
Political Office	*
PERSONAL QUALITIES (NET)	44
Good/Great/Nice	14
Leadership	7
Misc. Positive	7
Misc. Negative	4
Don't Like	4
Strong/Tough	3
Favorable/Popular/Like	2
Trustworthy/Honest	2
Compassionate/Sincere	1
Intelligent/Educated	1
Charismatic/Attractive/Charming	1
Race/Ethnicity	1
Pushy/Ambitious/Opportunistic	1
Untrustworthy/Flip-flopper	*
Articulate/Well-spoken	*
Young/Old	*
Other Personal Traits	2
ISSUES/IDEOLOGY	6
OTHER	5
NOTHING/DON'T KNOW	9

Q.12 CONTINUED...

ASK FORM 2 ONLY IF HAVE HEARD OF CANDIDATE (1-4) IN Q.11m [N=628]:

f.F2 John Edwards

PERSONAL QUALITIES (NET)	41
Good/Great/Nice	8
Misc. Negative	7
Misc. Positive	4
Favorable/Popular/Like	4
Don't Like	3
Trustworthy/Honest	3
Young/Old	3
Charismatic/Attractive/Charming	3
Untrustworthy/Flip-flopper	2
Compassionate/Sincere	2
Intelligent/Educated	2
Leadership	2
New/Fresh	1
Articulate/Well-spoken	1
Strong/Tough	*
Personal Life/Religion	*
Other Personal Traits	2
EXPERIENCE (NET)	21
Political Office	11
Non-political	5
Inexperienced/Not Ready	2
City/State Association	2
Experienced/Qualified	2
ISSUES/IDEOLOGY	8
OTHER	7
NOTHING/DON'T KNOW	29

NO QUESTIONS 13 THROUGH 19

ASK FORM 1 ONLY [N=740]:

Q.20F1 Which of the following types of experience do you think better prepares someone to be president? **(READ)**

		Sept <u>2003</u>	Dec <u>1999</u>	Sept <u>1987</u>
24	Serving as a state's governor and gaining experience as the head of an administration, OR	30	20	22
55	Serving as a U.S. Senator or member of congress and gaining experience in Washington and in foreign policy?	52	56	66
9	Both equal (VOL - DO NOT READ)	8	17	6
<u>12</u>	Don't know/Refused (VOL - DO NOT READ)	<u>10</u>	<u>7</u>	<u>6</u>
100		100	100	100

ASK FORM 2 ONLY [N=769]:

Q.21F2 Which of the following types of experience do you think BEST prepares someone to be president? Serving as...**[READ AND RANDOMIZE; ACCEPT ONLY ONE ANSWER]**

		Sept <u>2003</u>
35	A governor	35
31	A member of congress	27
10	A general or admiral [or serving as a...]	10
8	A business executive	15
4	Other (VOL. - DO NOT READ)	2
3	None (VOL. - DO NOT READ)	2
<u>9</u>	Don't know/Refused (VOL. - DO NOT READ)	<u>9</u>
100		100

ASK ALL:

Now a different kind of question.

- Q.22 Regardless of the specific candidates who are running for president, we'd like to know how you generally feel about some different traits. First, would you be more likely or less likely to support a candidate for president who **[INSERT ITEM; RANDOMIZE]**, or wouldn't this matter to you? How about if a candidate **[NEXT ITEM]**?
[SPECIAL RANDOMIZATION INSTRUCTION: PLEASE ENSURE THAT ITEMS a., b. AND c. DO NOT APPEAR AS ONE OF THE FIRST FIVE ITEMS]
[INTERVIEWER NOTE: PLEASE PROMPT RESPONDENT WITH RESPONSE OPTIONS EVERY FIVE TO TEN ITEMS AS A REMINDER]

		More Likely <u>to Support</u>	Less Likely <u>to Support</u>	Wouldn't <u>Matter</u>	DK/ <u>Refused</u>
a.	Is a woman	13	11	75	1=100
b.	Is black	7	4	88	1=100
c.	Is Hispanic	4	14	80	2=100
d.	Is Mormon	2	30	64	4=100
e.	Is Muslim	1	46	49	4=100
f.	Is Christian	39	4	56	1=100
g.	Does not believe in God	3	63	32	2=100
h.	Is in their 70s	5	48	45	2=100
i.	Is in their 40s	18	8	73	1=100

NO ITEMS j THROUGH l

m.	Has served in the military	48	3	48	1=100
n.	Has been a business executive	28	13	56	3=100
o.	Has been a minister or other religious leader	15	25	56	4=100
p.	Has been an elected official in Washington for many years	35	15	45	5=100
q.	Has never held elected office before	7	56	35	2=100
r.	Has taken anti-depressant medication in the past	2	36	59	3=100
s.	Attended a prestigious university such as Harvard or Yale	22	5	72	1=100
t.	Did not attend college	3	46	49	2=100
u.	Smokes cigarettes	2	18	79	1=100
v.	Used drugs in the past	2	45	47	6=100
w.	Had an extramarital affair in the past	1	39	56	4=100

Q.22 CONTINUED ...

		More Likely to Support 4	Less Likely to Support 7	Wouldn't Matter 86	DK/ Refused 3=100
x.	Has a physical handicap				
y.	Has been divorced	3	9	86	2=100
z.	Is homosexual	1	46	51	2=100

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) <u>No</u> <u>Preference</u>	(VOL.) <u>Other</u> <u>Party</u>	DK/ <u>Ref</u>
February, 2007	25	34	34	4	*	3=100
January, 2007	24	35	34	3	*	4=100
December, 2006	25	35	32	5	*	3=100
Mid-November, 2006	25	36	32	4	*	3=100
Late October, 2006	26	32	33	5	1	3=100
Early October, 2006	27	34	33	3	*	3=100
Early September, 2006	30	34	30	3	*	3=100
August, 2006	30	33	30	4	*	3=100
July, 2006	29	33	31	4	1	2=100
June, 2006	29	34	31	4	*	2=100
April, 2006	29	32	33	3	*	3=100
March, 2006	28	34	30	4	*	4=100
February, 2006	30	33	31	3	*	3=100
January, 2006	28	32	32	5	*	3=100
December, 2005	29	34	31	4	*	2=100
Early November, 2005	28	34	31	5	*	2=100
Late October, 2005	29	33	31	5	*	2=100
Early October, 2005	26	34	34	4	*	2=100
September 8-11, 2005	31	32	33	3	*	1=100
September 6-7, 2005	27	33	33	4	1	3=100
July, 2005	31	34	29	4	*	2=100
June, 2005	30	32	32	4	*	2=100
Yearly Totals						
2005	30	33	31	4	*	2=100
2004	30	33	30	4	*	3=100
2003	30	31	31	5	*	3=100
2002	30	31	30	5	1	3=100
2001	29	34	29	5	*	3=100
2001 Post-Sept 11	31	32	28	5	1	3=100
2001 Pre-Sept 11	28	35	30	5	*	2=100
2000	28	33	29	6	*	4=100
1999	27	33	34	4	*	2=100
1998	28	33	32	5	*	2=100
1997	28	33	32	4	1	2=100
1996	29	33	33	5=100		
1995	32	30	34	4=100		
1994	30	32	34	4=100		

PARTY CONTINUED...

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No <u>Preference</u>	(VOL.) Other <u>Party</u>	DK/ <u>Ref</u>
1993	27	34	34	5=100		
1992	28	33	35	4=100		
1991	31	32	33	4=100		
1990	31	33	30	6=100		
1989	33	33	34=100			
1987	26	35	39=100			

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>	Refused <u>to lean</u>
February, 2007	10	18	13=41%
January, 2007	12	17	12=41%
December, 2006	11	17	12=40%
Mid-November, 2006	9	18	12= 39%
Late October, 2006	10	17	15=42%
Early October, 2006	12	15	12=39%
September, 2006	10	15	11=36%
August, 2006	12	14	11=37%
July, 2006	11	14	13=38%
June, 2006	10	16	11=37%
April, 2006	12	17	10=39%
March, 2006	11	14	13=38%
February, 2006	11	16	10=37%
January, 2006	10	16	14=40%
December, 2005	10	16	11=37%
Late November, 2005	9	13	17=39%
Early November, 2005	11	14	13=38%
Late October, 2005	11	15	12=38%
Early October, 2005	11	18	11=40%
September 8-11, 2005	10	18	9=37%
September 8-11, 2005	10	18	9=37%
September 6-7, 2005	10	15	15=40%
July, 2005	9	15	11=35%
June, 2005	10	16	12=38%
Mid-May, 2005	9	13	14=36%
Late March, 2005	13	17	9=39%
December, 2004	14	12	9=35%
August, 2003	12	16	14=42%
August, 2002	12	13	13=38%
September, 2000	11	13	15=39%
Late September, 1999	14	15	16=45%
August, 1999	15	15	12=42%