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FOR FURTHER INFORMATION:
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Views of Leading '08 Candidates
CLINTON AND GIULIANI'S CONTRASTING IMAGES

Sen. Hillary Clinton is by far the most popular presidential candidate among her own party's voters, but has among the lowest overall favorable ratings of the leading candidates. In sharp contrast, the front-running Republican candidate, Rudy Giuliani, evokes relatively modest enthusiasm from the GOP base, but is as broadly popular with all voters as any candidate in either party.

Overall, 55% of voters who offer an opinion of Clinton express a favorable view of her, while 45% have unfavorable opinion. By comparison, roughly two-thirds of voters able to rate Giuliani (65%) and fellow Republican Fred Thompson (66%) – as well as Clinton's Democratic rival Barack Obama (64%) – express favorable opinions of these candidates.

	All voters	Rep	Dem	Ind
Rudy Giuliani	%	%	%	%
Favorable	65	84	47	64
<i>Very favorable</i>	14	21	8	12
Unfavorable	35	16	53	36
	100	100	100	100
<i>Can't rate</i>	14	10	16	11
Hillary Clinton				
Favorable	55	19	88	53
<i>Very favorable</i>	20	4	38	13
Unfavorable	45	81	12	47
	100	100	100	100
<i>Can't rate</i>	4	3	3	5

Favorability ratings based on those who can rate each candidate. Based on registered voters.

While Clinton is less popular overall than other presidential contenders, she is more intensely popular with her own base. Nearly nine-in-ten Democratic voters (88%) who offered an opinion of Clinton express a positive view – with 38% saying they have a *very* favorable opinion. That is the highest percentage that any of the seven 2008 candidates tested – Democrats or Republicans – receives from their parties' voters.

Giuliani finds himself in a very different position than Clinton. He has broad appeal – nearly two-thirds of independent voters (64%) and almost half of Democratic voters (47%) able to rate him view him positively. But he lags behind Clinton in popularity among his own party's voters: 84% of Republican voters have a positive impression of Giuliani, with just 21% saying they have a *very* favorable opinion.

Thompson, who is expected to enter the Republican race next month, is not widely known, but he has a better image among Republicans than does Giuliani. Nine-in-ten Republican voters able to rate Thompson express a favorable opinion of him; 31% have a very favorable opinion of the former senator and TV actor.

The latest national survey by the Pew Research Center for the People & the Press, conducted Aug. 1-18 among 3,002 adults, finds that President Bush's job approval rating has remained stable through the summer. Currently, 31% approve of Bush's job performance while 59% disapprove. In both June and July, 29% approved of Bush's performance while 61% disapproved. Bush's highest rating for 2007 came in April (35% approve).

Nonetheless, more people approve of Bush's job performance than say the same about Congress. Just 21% approve of the way Congress is handling its job, while about three times that number disapprove (65%). Even Democrats take a critical view of Congress' performance: 67% of conservative and moderate Democrats, and 56% of liberal Democrats, disapprove of the way Congress is doing its job.

Democratic Candidates

Among the leading Democrats, Obama and John Edwards have higher overall favorability ratings than Clinton (64% and 61% respectively, among voters who could rate them). Each of these candidates also has far greater political crossover appeal than does Clinton. Two-thirds of independent voters who were able to rate Obama (67%) have a positive impression of him; 64% of independent voters express a favorable view of Edwards. That compares with Clinton's 53% positive rating among independent voters able to rate her.

Clinton also draws by far the lowest rating from voters from the opposing party of any of the candidates tested. Just 19% of GOP voters who can rate Clinton express a favorable view of the New York senator, while four times as many (81%) express a negative opinion. Roughly four-in-ten Republican voters (39%) able to rate Obama have a favorable opinion of him, while Edwards gets a 33% rating among GOP voters.

	All voters	Rep	Dem	Ind
	%	%	%	%
Barack Obama				
Favorable	64	39	83	67
<i>Very favorable</i>	19	6	30	17
Unfavorable	36	61	17	33
	100	100	100	100
<i>Can't rate</i>	19	17	20	16
John Edwards				
Favorable	61	33	83	64
<i>Very favorable</i>	13	5	23	10
Unfavorable	39	67	17	36
	100	100	100	100
<i>Can't rate</i>	19	17	20	16
Hillary Clinton				
Favorable	55	19	88	53
<i>Very favorable</i>	20	4	38	13
Unfavorable	45	81	12	47
	100	100	100	100
<i>Can't rate</i>	4	3	3	5

Favorability ratings based on those who can rate each candidate. Based on registered voters.

But Clinton has greater appeal among Democratic voters than either Obama or Edwards. Nearly four-in-ten (38%) have a very favorable opinion of Clinton, compared with 30% for Obama and 23% for Edwards.

Views of the GOP Candidates

About two-thirds of all voters who can rate them have favorable impressions of Thompson (66%) and Giuliani (65%), while 61% express a positive opinion of John McCain. By comparison, slightly more than half of voters who offer an opinion of Mitt Romney (54%) give him a favorable rating.

Thompson and Romney are far less familiar to the electorate – and GOP voters – than are Giuliani and McCain. Overall, 51% of all voters, and 44% of Republican voters, did not offer an opinion of Thompson. Roughly four-in-ten voters (43%), and 37% of GOP voters, were not familiar enough with Romney to express an opinion of him.

Romney is potentially the most polarizing of the leading GOP candidates. Two-thirds of Democrats (66%) who offer a rating view the former Massachusetts governor unfavorably. By comparison, half of Democrats rate McCain favorably (50%), while 47% rate Giuliani favorably, and 42% give a positive rating to Thompson. Similarly, solid majorities of independent voters view Thompson (65%), Giuliani (64%) and McCain (63%) favorably, but are divided when it comes to Romney (50% favorable/50% unfavorable).

Rating the Leading Republican Candidates				
	All voters	Rep	Dem	Ind
	%	%	%	%
Fred Thompson				
Favorable	66	90	42	65
<i>Very favorable</i>	19	31	11	14
Unfavorable	34	10	58	35
	100	100	100	100
<i>Can't rate</i>	51	44	52	54
Rudy Giuliani				
Favorable	65	84	47	64
<i>Very favorable</i>	14	21	8	12
Unfavorable	35	16	53	36
	100	100	100	100
<i>Can't rate</i>	14	10	16	11
John McCain				
Favorable	61	72	50	63
<i>Very favorable</i>	10	14	8	8
Unfavorable	39	28	50	37
	100	100	100	100
<i>Can't rate</i>	18	15	22	14
Mitt Romney				
Favorable	54	76	34	50
<i>Very favorable</i>	10	17	2	10
Unfavorable	46	24	66	50
	100	100	100	100
<i>Can't rate</i>	43	37	47	40

McCain's Faltering Image

While national surveys show that McCain has lost ground in the race for the GOP nomination, his image among Republican voters has changed little since 2005. But negative opinions of the Arizona senator have increased among Democratic and independent voters.

In October 2005, McCain was viewed at least as favorably by Democratic and independent voters (78% each) as he was by Republican voters (74%). Republican views of McCain have largely held steady, with 72% of GOP voters offering a positive assessment of the Arizona senator. But Democratic favorability has fallen steeply – down 28 points to 50% favorable today. The drop among independents tracks McCain's overall favorability, which is down from 78% among registered voters in 2005 to 63% today.

Perceptions of Rudy Giuliani, too, have become far more polarized as he made the transition from former New York City mayor to Republican presidential candidate. As recently as April 2006, 80% of Democrats with an opinion of Giuliani expressed a positive opinion of him. Today, just 47% of Democrats say the same.

McCain's Favorability Slides

	Oct 2005	Apr 2006	Dec 2006	Aug 2007	05-07 change
	%	%	%	%	
Total	77	68	67	61	-16
Republican	74	70	74	72	-2
Democrat	78	66	59	50	-28
Independent	78	68	69	63	-15

Based on registered voters who give a rating to McCain.

Giuliani's Favorability Also Declines

	Oct 2005	Apr 2006	Dec 2006	Aug 2007	05-07 change
	%	%	%	%	
Total	80	84	--	65	-15
Republican	92	94	--	84	-8
Democrat	69	80	--	47	-22
Independent	78	78	--	64	-14

Based on registered voters who give a rating to Giuliani.

ABOUT THE SURVEY

The survey is a joint effort of the Pew Research Center for the People & the Press and the Pew Forum on Religion & Public Life. Results are based on telephone interviews conducted under the direction of Schulman, Ronca, & Bucuvalas, Inc. among a nationwide sample of 3,002 adults, 18 years of age or older, from August 1-18, 2007. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2 percentage points. For results based on Form 1 (N=1,541) or Form 2 (N=1,461) only, the error attributable to sampling is plus or minus 3 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 PROJECTS

Both the Pew Research Center for the People & the Press and the Pew Forum on Religion & Public Life are sponsored by the Pew Charitable Trusts and are projects of the Pew Research Center, a nonpartisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world.

The Pew Forum on Religion & Public Life provides opinion leaders with timely, impartial information on issues at the intersection of religion and public affairs. It also serves as a neutral venue for discussion of these important issues. As an independent, non-partisan and non-advocacy organization, the Forum does not take positions on policy debates. Based in Washington, D.C., the Forum is directed by Luis Lugo.

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. 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 the Center's current survey results are made available free of charge.

This report is a collaborative product based on the input and analysis of the following individuals at the Pew Research Center for the People & the Press:

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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
AND PEW FORUM ON RELIGION & PUBLIC LIFE
AUGUST 2007 RELIGION AND PUBLIC LIFE SURVEY
FINAL TOPLINE
August 1-18, 2007
N= 3,002**

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>
August, 2007	31	59	10=100	Early January, 2004	58	35	7=100
July, 2007	29	61	10=100	December, 2003	57	34	9=100
June, 2007	29	61	10=100	November, 2003	50	40	10=100
April, 2007	35	57	8=100	October, 2003	50	42	8=100
March, 2007	33	58	9=100	September, 2003	55	36	9=100
February, 2007	33	56	11=100	Mid-August, 2003	56	32	12=100
Mid-January, 2007	33	59	8=100	Early August, 2003	53	37	10=100
Early January, 2007	33	57	10=100	Mid-July, 2003	58	32	10=100
December, 2006	32	57	11=100	Early July, 2003	60	29	11=100
Mid-November, 2006	32	58	10=100	June, 2003	62	27	11=100
Early October, 2006	37	53	10=100	May, 2003	65	27	8=100
September, 2006	37	53	10=100	<i>April 10-16, 2003</i>	72	22	6=100
August, 2006	37	54	9=100	<i>April 9, 2003</i>	74	20	6=100
July, 2006	36	57	7=100	<i>April 2-7, 2003</i>	69	25	6=100
June, 2006	36	54	10=100	<i>March 28-April 1, 2003</i>	71	23	6=100
April, 2006	33	56	11=100	<i>March 25-27, 2003</i>	70	24	6=100
Early April, 2006	35	55	10=100	<i>March 20-24, 2003</i>	67	26	7=100
March, 2006	33	57	10=100	March 13-16, 2003	55	34	11=100
February, 2006	40	52	8=100	February, 2003	54	36	10=100
January, 2006	38	54	8=100	January, 2003	58	32	10=100
December, 2005	38	54	8=100	December, 2002	61	28	11=100
Early November, 2005	36	55	9=100	Late October, 2002	59	29	12=100
Late October, 2005	40	52	8=100	Early October, 2002	61	30	9=100
Early October, 2005	38	56	6=100	Mid-September, 2002	67	22	11=100
September 8-11, 2005	40	52	8=100	Early September, 2002	63	26	11=100
September 6-7, 2005	40	52	8=100	Late August, 2002	60	27	13=100
July, 2005	44	48	8=100	August, 2002	67	21	12=100
June, 2005	42	49	9=100	Late July, 2002	65	25	10=100
Late May, 2005	42	48	10=100	July, 2002	67	21	12=100
Mid-May, 2005	43	50	7=100	June, 2002	70	20	10=100
Late March, 2005	49	46	5=100	April, 2002	69	18	13=100
Mid-March, 2005	45	46	9=100	Early April, 2002	74	16	10=100
February, 2005	46	47	7=100	February, 2002	78	13	9=100
January, 2005	50	43	7=100	January, 2002	80	11	9=100
December, 2004	48	44	8=100	Mid-November, 2001	84	9	7=100
Mid-October, 2004	44	48	8=100	Early October, 2001	84	8	8=100
August, 2004	46	45	9=100	Late September, 2001	86	7	7=100
July, 2004	46	46	8=100	Mid-September, 2001	80	9	11=100
June, 2004	48	43	9=100	Early September, 2001	51	34	15=100
May, 2004	44	48	8=100	August, 2001	50	32	18=100
Late April, 2004	48	43	9=100	July, 2001	51	32	17=100
Early April, 2004	43	47	10=100	June, 2001	50	33	17=100
Late March, 2004	47	44	9=100	May, 2001	53	32	15=100
Mid-March, 2004	46	47	7=100	April, 2001	56	27	17=100
February, 2004	48	44	8=100	March, 2001	55	25	20=100
Mid-January, 2004	56	34	10=100	February, 2001	53	21	26=100

Q.2 Do you approve or disapprove of the way Congress is handling its job?

		<i>Gallup</i>
		<u>July 2007</u>
21	Approve	27
65	Disapprove	66
<u>14</u>	Don't know/Refused (VOL.)	<u>7</u>
100		100

QUESTIONS 3 THROUGH 10a HELD FOR FUTURE RELEASE

ASK ALL:

Q.10 Now I'd like your views on some people. (First,) would you say your overall opinion of... [INSERT ITEM; RANDOMIZE] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

How about (NEXT NAME)? [IF NECESSARY: would you say your overall opinion 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.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Never heard of</u>	<u>Can't rate/Ref</u>
b. Rudy Giuliani	54	12	42	28	9	19	8	10=100
Early 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	28	5	23	24	7	17	29	19=100
d. John McCain	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. Fred Thompson	29	8	21	16	4	12	35	20=100
f. Hillary Clinton	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

Q.10 CONTINUED...

	----Favorable----			----Unfavorable----			(VOL.)	(VOL.)
	Total	Very	Mostly	Total	Very	Mostly	Never heard of	Can't rate/Ref
Early December, 1998	66	32	34	31	15	16	*	3=100
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	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	48	14	34	26	10	16	13	13=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?

	Republican	Democrat	Independent	(VOL.)	(VOL.)	DK/ Ref	Lean Rep	Lean Dem
				No Preference	Other Party			
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
December, 2006	25	35	32	5	*	3=100	11	17

PARTY/PARTYLN CONTINUED...

				(VOL.)	(VOL.)			
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>No Preference</u>	<u>Other Party</u>	<u>DK/Ref</u>	<u>Lean Rep</u>	<u>Lean Dem</u>
Mid-November, 2006	25	36	32	4	*	3=100	9	18
Late October, 2006	26	32	33	5	1	3=100	10	16
Early October, 2006	27	34	33	3	*	3=100	12	15
Early September, 2006	30	34	30	3	*	3=100	10	14
August, 2006	30	33	30	4	*	3=100	12	14
July, 2006	29	33	31	4	1	2=100	11	14
June, 2006	29	34	31	4	*	2=100	11	16
April, 2006	29	32	30	5	*	4=100	10	14
Early April, 2006	29	32	33	3	*	3=100	12	16
March, 2006	28	34	30	4	*	4=100	11	15
February, 2006	30	33	31	3	*	3=100	11	16
January, 2006	28	32	32	5	*	3=100	10	15
Yearly Totals								
2006	27.6	32.8	30.3	5.0	0.4	3.9=100	10.2	14.5
2005	29.2	32.8	30.3	4.5	0.3	2.8=100	10.2	14.9
2004	29.5	33.1	30.0	4.0	0.4	3.0=100	11.8	13.6
2003	29.8	31.4	31.2	4.7	0.5	2.5=100	12.1	13.0
2002	30.3	31.2	30.1	5.1	0.7	2.7=100	12.6	11.6
2001	29.2	33.6	28.9	5.1	0.5	2.7=100	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	0.6	3.6=100	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	0.5	2.1=100	11.7	12.5
2000	27.5	32.5	29.5	5.9	0.5	4.0=100	11.6	11.6
1999	26.6	33.5	33.7	3.9	0.5	1.9=100	13.0	14.5
1998	27.5	33.2	31.9	4.6	0.4	2.4=100	11.8	13.5
1997	28.2	33.3	31.9	4.0	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					

IF ANSWERED 1 IN PARTY, ASK:

PARTYSTR Do you consider yourself a STRONG Republican or NOT a strong Republican?

	<u>Strong</u>	Not Strong/ <u>Don't Know</u>
August, 2007	14	12=26%
July, 2007	16	11=27%
June, 2007	13	12=25%
April, 2007	14	11=25%
January, 2007	12	11=23%
Mid-November, 2006	14	11=25%
Late-October, 2006	14	12=26%
Early-October, 2006	15	12=27%
September, 2006	17	13=30%
December, 2005	16	13=29%
December, 2004	18	13=31%
July, 2004	17	12=29%
August, 2003	14	13=27%
September, 2000	14	13=27%
Late-September, 1999	10	14=24%
August, 1999	11	14=25%
November, 1997	11	14=25%
October, 1995	11	19=30%
April, 1995	15	15=30%
October, 1994	16	15=31%
June, 1992	11	17=28%
May, 1990	13	15=28%
February, 1989	15	16=31%
May, 1988	13	15=28%
January, 1988	12	15=27%
May, 1987	11	14=25%

IF ANSWERED 2 IN PARTY, ASK:

PARTYSTR Do you consider yourself a STRONG Democrat or NOT a strong Democrat?

	<u>Strong</u>	Not Strong/ <u>Don't Know</u>
August, 2007	18	14=32%
July, 2007	19	13=32%
June, 2007	19	15=34%
April, 2007	15	13=28%
January, 2007	17	14=31%
Mid-November, 2006	22	14=36%
Late-October, 2006	18	14=32%
Early-October, 2006	19	15=34%
September, 2006	18	16=34%
December, 2005	20	14=34%
December, 2004	19	15=34%
July, 2004	20	13=33%
August, 2003	15	16=31%

PARTYSTR CONTINUED...

	<u>Strong</u>	<u>Not Strong/ Don't Know</u>
September, 2000	19	15=34%
Late-September, 1999	15	16=31%
August, 1999	15	18=33%
November, 1997	14	18=32%
October, 1995	14	16=30%
April, 1995	14	15=29%
October, 1994	18	14=32%
July, 1994	15	18=33%
June, 1992	14	18=32%
May, 1990	16	17=33%
February, 1989	17	21=38%
May, 1988	19	19=38%
January, 1988	19	20=39%
May, 1987	18	19=37%