

HART / MCINTURFF

NBC News/Wall Street Journal Survey
Study #6077
November 1-5, 2007

Overall margin of error: +/- 2.5 percentage points

1724 Connecticut Avenue, NW
Washington, DC 20009

Interviews: 1,509 adults, including
an over sample of 504 voters
Dates: November 1-5, 2007

FINAL

Study #6077
NBC News/Wall Street Journal
November 2007

48 Male
52 Female
[109]

Please note: all results are shown as percentages unless otherwise stated.

Margins of Error for Subsample Questions		
Question Number	Subsample	Margin Of Error (+/-)
20d, 20e, 25a,	Half sample (Form A)	3.6
20f, 20g, 20h, 25b	Half sample (Form B)	3.6
17	Democratic primary voters (Q6/16)	3.7
18	Republican primary voters (Q6/16)	4.2

Unless otherwise noted by a "+", all previous data shown reflects responses among all adults.

15. Putting aside for a moment the question of who each party's nominee might be, what is your preference for the outcome of the 2008 presidential election —that a Democrat be elected president or that a Republican be elected president? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** And do you strongly prefer a (Democrat/Republican), or is your preference not that strong?

	11/07	9/07	4/07	
Democrat				
Strongly.....	42	41	39	[222]
Not strongly.....	8	8	10	
Republican				
Not strongly.....	7	8	6	
Strongly.....	28	28	25	
Other (VOL)	3	4	6	
Not sure	12	11	14	

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE A DEMOCRAT IN Q.6 OR THAT THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY IN Q.16.)

17. Let me mention some people who have said that they will seek the Democratic nomination for president in 2008. If the next Democratic primary for president were being held today, for which one of the following candidates would you vote? **(IF "NOT SURE," ASK:)** Well, which way do you lean?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	<u>11/07</u>	<u>9/07</u>	<u>7/07</u>	<u>6/07</u>	<u>4/07</u>	<u>3/07</u>	<u>12/06</u>	
Hillary Clinton	47	44	43	39	36	40	37	[224-225]
Barack Obama.....	25	23	22	25	31	28	18	
John Edwards.....	11	16	13	15	20	15	14	
Bill Richardson.....	4	4	6	4	2	5	2	
Joe Biden	3	2	5	4	3	2	4	
Dennis Kucinich.....	2	3	2	3	1	1	NA	
Chris Dodd.....	-	1	1	1	-	1	NA	
Mike Gravel	-	-	-	-	-	NA	NA	
Other (VOL).....	3	1	1	2	1	1	17	
None (VOL)	1	1	2	2	1	1	3	
Not sure.....	4	5	5	5	5	5	5	

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE A REPUBLICAN IN Q.6 OR THAT THEY WOULD VOTE IN THE REPUBLICAN PRIMARY IN Q.16.)

18. Let me mention some people who have said that they will seek the Republican nomination for president in 2008. If the next Republican primary for president were being held today, for which one of the following candidates would you vote? **(IF "NOT SURE," ASK:)** Well, which way do you lean?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	<u>11/07</u>	<u>9/28-30/07</u>	<u>9/7-10/07</u>	<u>7/07</u>	<u>6/07</u>	<u>4/07</u>	<u>3/07</u>	<u>12/06</u>	
Rudy Giuliani.....	33	30	32	33	29	33	38	34	[226-227]
John McCain	16	15	14	17	14	22	24	29	
Fred Thompson.....	15	23	26	20	20	17	NA	NA	
Mitt Romney.....	11	10	11	11	14	12	8	8	
Mike Huckabee.....	8	4	4	1	3	2	2	2	
Ron Paul.....	4	2	2	2	2	NA	NA	NA	
Duncan Hunter	2	1	1	1	1	1	1	NA	
Tom Tancredo.....	2	1	1	1	1	NA	NA	NA	
Other (VOL).....	1	2	1	3	2	2	3	5	
None (VOL)	1	2	2	2	1	2	3	3	
Not sure.....	7	10	6	7	10	9	9	8	

20a. If the next election for president were held today, and Rudy Giuliani were the Republican candidate and Hillary Clinton were the Democratic candidate, for whom would you vote?

	<u>11/07</u>	<u>9/07</u>	<u>7/07</u>	<u>6/07</u>	<u>3/07</u>	
Rudy Giuliani.....	45	42	41	43	47	[230/235]
Hillary Clinton.....	46	49	47	48	42	
Depends (VOL).....	-	-	1	1	3	
Neither/other (VOL).....	5	5	7	5	4	
Not sure.....	4	4	4	3	4	

20b. If the next election for president were held today, and Mitt Romney were the Republican candidate and Hillary Clinton were the Democratic candidate, for whom would you vote?

	<u>11/07</u>	<u>9/07</u>	<u>12/06+</u>	
Mitt Romney	39	38	37	[231/236]
Hillary Clinton	50	51	47	
Depends (VOL).....	1	-	2	
Neither/other (VOL).....	5	6	5	
Not sure.....	5	5	9	

+ Results shown reflect responses among registered voters.

20c. If the next election for president were held today, and Rudy Giuliani were the Republican candidate and Barack Obama were the Democratic candidate, for whom would you vote?

	<u>11/07</u>	<u>7/07</u>	<u>3/07</u>	
Rudy Giuliani	42	40	45	[232/237]
Barack Obama	44	45	39	
Depends (VOL)	1	2	3	
Neither/other (VOL)	6	7	4	
Not sure.....	7	6	9	

20d. If the next election for president were held today, and Fred Thompson were the Republican candidate and Hillary Clinton were the Democratic candidate, for whom would you vote?

	<u>11/07*</u>	<u>9/07</u>	<u>4/07</u>	
Fred Thompson	37	41	40	[233]
Hillary Clinton	51	50	46	
Depends (VOL)	1	1	2	
Neither/other (VOL)	5	4	5	
Not sure.....	6	4	7	

* Asked of one-half the respondents (FORM A).

20e. If the next election for president were held today, and John McCain were the Republican candidate and Hillary Clinton were the Democratic candidate, for whom would you vote?

	<u>11/07*</u>	<u>12/06+</u>	<u>10/28-30/06+</u>	<u>4/06+</u>	<u>11/05+</u>	
John McCain	43	47	45	46	44	[234]
Hillary Clinton.....	47	43	36	37	42	
Depends (VOL)	1	1	3	3	1	
Neither/other (VOL).....	4	5	8	8	6	
Not sure	5	4	8	6	7	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among registered voters.

20f. If the next election for president were held today, and Mitt Romney were the Republican candidate and Barack Obama were the Democratic candidate, for whom would you vote?

	<u>11/07**</u>	<u>9/07</u>	
Mitt Romney	36	34	[238]
Barack Obama.....	48	51	
Depends (VOL).....	1	1	
Neither/other (VOL)	6	7	
Not sure	9	7	

** Asked of one-half the respondents (FORM B).

20g. If the next election for president were held today, and Rudy Giuliani were the Republican candidate and John Edwards were the Democratic candidate, for whom would you vote? **

Rudy Giuliani	44	[239]
John Edwards.....	45	
Depends (VOL).....	1	
Neither/other (VOL)	3	
Not sure.....	7	

** Asked of one-half the respondents (FORM B).

20h. If the next election for president were held today, and Rudy Giuliani were the Republican candidate and Al Gore were the Democratic candidate, for whom would you vote? **

Rudy Giuliani	47	[240]
Al Gore	46	
Depends (VOL).....	1	
Neither/other (VOL)	2	
Not sure.....	4	

** Asked of one-half the respondents (FORM B).

25a. How would you rate Hillary Clinton on the following qualities, using a five-point scale, on which a "5" means a very good rating, a "1" means a very poor rating, and a "3" means a mixed rating?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY GOOD (SCORE OF "4-5")

	Very Good Rating			Very Poor Rating		Cannot Rate	
	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		
Being knowledgeable and experienced enough to handle the presidency							[247]
ALL ADULTS							
November 2007 *	31	20	17	11	20	1	
Democratic primary voters							
November 2007 *	51	25	16	4	4	-	
June 2006.....	48	23	16	7	5	1	
Having the strong leadership qualities needed to be president							[255]
ALL ADULTS							
November 2007 *	26	21	18	9	25	1	
Democratic primary voters							
November 2007 *	45	27	16	7	5	-	
Bringing real change to the direction of the country							[250]
ALL ADULTS							
November 2007 *	22	21	22	8	26	1	
Democratic primary voters							
November 2007 *	34	29	24	6	7	-	
June 2006.....	33	28	22	8	8	1	

* Asked of one-half the respondents (FORM A).

	Very Good Rating			Very Poor Rating		Cannot Rate	
	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		
Being compassionate enough to understand average people							[252]
ALL ADULTS							
November 2007 *	24	18	18	12	26	2	
Democratic primary voters							
November 2007 *	42	27	18	7	5	1	
Being inspirational and an exciting choice for president							[248]
ALL ADULTS							
November 2007 *	22	19	17	10	31	1	
Democratic primary voters							
November 2007 *	37	27	18	8	10	-	
June 2006.....	25	25	26	12	11	1	

Being a good commander-in-chief							[253]
ALL ADULTS							
November 2007 *	21	19	18	7	33	2	
Democratic primary voters							
November 2007 *	36	27	22	6	8	1	
Having high personal standards that set the proper moral tone for the country							[254]
ALL ADULTS							
November 2007 *	20	18	21	9	30	2	
Democratic primary voters							
November 2007 *	35	26	24	7	7	1	
Shares your positions on the issues							[249]
ALL ADULTS							
November 2007 *	17	19	20	13	30	1	
Democratic primary voters							
November 2007 *	31	30	25	8	6	-	
June 2006.....	25	29	29	8	7	2	
Being easygoing and likable							[256]
ALL ADULTS							
November 2007 *	18	16	25	12	27	2	
Democratic primary voters							
November 2007 *	26	23	30	11	9	1	
Being honest and straightforward							[251]
ALL ADULTS							
November 2007 *	18	16	22	11	32	1	
Democratic primary voters							
November 2007 *	30	23	29	10	8	-	

* Asked of one-half the respondents (FORM A).

25b. How would you rate Barack Obama on the following qualities, using a five-point scale, on which a "5" means a very good rating, a "1" means a very poor rating, and a "3" means a mixed rating?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY GOOD (SCORE OF "4-5")

	Very Good Rating			Very Poor Rating		Cannot Rate	
	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		
Being easygoing and likable							[266]
ALL ADULTS							
November 2007 **	34	28	22	6	5	5	
Democratic primary voters							
November 2007 **	45	27	16	4	4	4	
Being compassionate enough to understand average people							[262]
ALL ADULTS							
November 2007 **	27	27	25	8	8	5	
Democratic primary voters							
November 2007 **	40	27	21	5	4	3	
Being honest and straightforward							[261]
ALL ADULTS							
November 2007 **	27	24	26	8	9	6	
Democratic primary voters							
November 2007 **	39	26	19	5	5	6	
Having high personal standards that set the proper moral tone for the country							[264]
ALL ADULTS							
November 2007 **	26	24	27	8	8	7	
Democratic primary voters							
November 2007 **	39	26	18	6	4	7	
Being inspirational and an exciting choice for president							[258]
ALL ADULTS							
November 2007 **	21	20	30	11	14	4	
Democratic primary voters							
November 2007 **	32	24	23	7	9	5	
June 2006.....	38	27	16	6	7	6	
Having the strong leadership qualities needed to be president							[265]
ALL ADULTS							
November 2007 **	15	24	29	12	15	5	
Democratic primary voters							
November 2007 **	23	32	26	6	9	4	
Bringing real change to the direction of the country							[260]
ALL ADULTS							
November 2007 **	18	20	30	12	14	6	
Democratic primary voters							
November 2007 **	28	24	31	6	6	5	
June 2006.....	29	27	24	8	5	7	

** Asked of one-half the respondents (FORM B).

	Very Good Rating			Very Poor Rating		Cannot Rate	
	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		
Shares your positions on the issues							[259]
ALL ADULTS							
November 2007 **	13	20	29	12	20	6	
Democratic primary voters							
November 2007 **	22	29	31	6	6	6	
June 2006.....	21	28	29	7	5	10	
Being knowledgeable and experienced enough to handle the presidency							[257]
ALL ADULTS							
November 2007 **	11	19	28	16	21	5	
Democratic primary voters							
November 2007 **	15	26	33	11	11	4	
June 2006.....	10	20	40	16	7	7	
Being a good commander-in-chief							[263]
ALL ADULTS							
November 2007 **	12	17	31	14	20	6	
Democratic primary voters							
November 2007 **	18	25	34	9	9	5	