

Interviews: 1,008 adults
Dates: December 14-17, 2007

FINAL

Study #6078
NBC News/Wall Street Journal
December 2007

48 Male
52 Female
[109]

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

The margin of error for 1,008 interviews is ± 3.1%

| Margins of Error for Subsample Questions | | |
|------------------------------------------|---------------------------------------------------------------------------------|-----------------------|
| Question Number | Subsample | Margin Of Error (+/-) |
| 7 | Half sample (Form A) | 4.4 |
| 7 | Half sample (Form B) | 4.4 |
| 7 | All Republican primary voters (Q6a/b) and half sample (Form A) of everyone else | 3.7 |
| 7 | All Republican primary voters (Q6a/b) and half sample (Form B) of everyone else | 3.8 |

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

7. Now I'm going to read you the names of several public figures and organizations, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

| | Very Positive | Somewhat Positive | Neutral | Somewhat Negative | Very Negative | Don't Know Name/ Not Sure | |
|----------------------------|---------------|-------------------|---------|-------------------|---------------|---------------------------|--------------|
| George W. Bush | | | | | | | [158] |
| December 2007 | 16 | 20 | 11 | 13 | 40 | - | |
| November 2007 | 17 | 17 | 10 | 14 | 41 | 1 | |
| September 2007 | 18 | 18 | 11 | 13 | 40 | - | |
| July 2007 | 13 | 20 | 11 | 15 | 41 | - | |
| June 2007 | 12 | 20 | 11 | 15 | 42 | - | |
| April 2007 | 17 | 19 | 13 | 14 | 37 | - | |
| March 2007 | 18 | 20 | 9 | 14 | 39 | - | |
| January 2007 | 17 | 18 | 12 | 17 | 35 | 1 | |
| December 2006 | 19 | 19 | 10 | 15 | 37 | - | |
| October 28-30, 2006+ | 23 | 17 | 10 | 14 | 36 | - | |
| October 13-16, 2006+ | 19 | 20 | 9 | 15 | 37 | - | |
| September 2006+ | 23 | 19 | 9 | 13 | 36 | - | |
| July 2006 | 21 | 18 | 10 | 15 | 36 | - | |
| June 2006 | 18 | 21 | 9 | 15 | 37 | - | |
| April 2006 | 19 | 20 | 9 | 15 | 37 | - | |

| | | | | | | |
|----------------------|----|----|----|----|----|---|
| January 2006 | 24 | 17 | 12 | 13 | 33 | 1 |
| November 2005 | 20 | 18 | 12 | 15 | 35 | - |
| September 2005 | 24 | 18 | 10 | 14 | 34 | - |
| July 2005 | 27 | 20 | 10 | 15 | 28 | - |
| May 2005 | 27 | 22 | 10 | 12 | 29 | - |
| January 2005 | 32 | 19 | 9 | 15 | 25 | - |
| June 2004+ | 33 | 15 | 8 | 14 | 30 | - |
| January 2004 | 38 | 17 | 8 | 13 | 24 | - |
| September 2003 | 35 | 17 | 9 | 15 | 23 | 1 |
| January 2003 | 36 | 20 | 12 | 16 | 16 | - |
| October 2002+ | 37 | 24 | 11 | 12 | 15 | 1 |
| July 2002 | 40 | 26 | 11 | 11 | 12 | - |
| June 2001 | 30 | 23 | 16 | 15 | 15 | 1 |

High

| | | | | | | |
|---------------------|----|----|---|---|---|---|
| December 2001 | 54 | 26 | 9 | 6 | 5 | - |
|---------------------|----|----|---|---|---|---|

Low

| | | | | | | |
|-----------------|----|----|----|----|----|---|
| June 2007 | 12 | 20 | 11 | 15 | 42 | - |
|-----------------|----|----|----|----|----|---|

+ Results shown reflect responses among registered voters.

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/ Not Sure</u> |
|----------------------------|----------------------|--------------------------|----------------|--------------------------|----------------------|----------------------------------|
| Barack Obama | | | | | | |
| December 2007 | 17 | 29 | 22 | 14 | 12 | 6 |
| November 2007 | 15 | 28 | 24 | 12 | 12 | 9 |
| September 2007 | 15 | 27 | 23 | 13 | 12 | 10 |
| July 2007 | 16 | 26 | 24 | 12 | 10 | 12 |
| April 2007 | 19 | 26 | 25 | 8 | 6 | 16 |
| March 2007 | 18 | 19 | 26 | 11 | 6 | 20 |
| December 2006 | 17 | 18 | 18 | 7 | 6 | 34 |
| October 28-30, 2006+ | 14 | 17 | 18 | 5 | 6 | 40 |
| Hillary Clinton | | | | | | |
| December 2007 | 22 | 20 | 13 | 12 | 32 | 1 |
| November 2007 | 19 | 24 | 12 | 14 | 30 | 1 |
| September 2007 | 20 | 24 | 13 | 13 | 29 | 1 |
| July 2007 | 20 | 24 | 16 | 12 | 27 | 1 |
| June 2007 | 18 | 24 | 15 | 16 | 26 | 1 |
| March 2007 | 16 | 23 | 17 | 15 | 28 | 1 |
| December 2006 | 21 | 22 | 17 | 12 | 26 | 2 |
| April 2006 | 19 | 19 | 19 | 13 | 28 | 2 |
| December 2004 | 24 | 21 | 14 | 11 | 29 | 1 |
| December 13, 2003 | 21 | 25 | 12 | 12 | 30 | 1 |
| July 2003 | 16 | 21 | 20 | 13 | 27 | 3 |
| March 2001 | 16 | 19 | 15 | 18 | 31 | 1 |
| January 2001 | 27 | 22 | 13 | 12 | 24 | 2 |
| October 2000+ | 20 | 19 | 15 | 14 | 31 | 1 |
| September 2000+ | 19 | 23 | 16 | 13 | 28 | 1 |
| June 2000+ | 19 | 22 | 16 | 13 | 29 | 1 |
| March 2000+ | 18 | 24 | 19 | 15 | 23 | 1 |

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| | | | | | | |
|--------------------|----|----|----|----|----|---|
| January 2000..... | 21 | 23 | 18 | 13 | 24 | 1 |
| December 1999..... | 19 | 22 | 17 | 13 | 28 | 1 |
| October 1999..... | 21 | 24 | 13 | 16 | 25 | 1 |

High

| | | | | | | |
|-------------------|----|----|----|----|----|---|
| January 1999..... | 35 | 23 | 16 | 11 | 14 | 1 |
|-------------------|----|----|----|----|----|---|

Low

| | | | | | | |
|-----------------|----|----|----|----|----|---|
| March 2001..... | 16 | 19 | 15 | 18 | 31 | 1 |
|-----------------|----|----|----|----|----|---|

Mike Huckabee

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| | | | | | | |
|---------------------|---|----|----|----|---|----|
| December 2007..... | 9 | 18 | 25 | 15 | 8 | 25 |
| November 2007..... | 5 | 12 | 26 | 6 | 5 | 46 |
| September 2007..... | 4 | 12 | 22 | 7 | 5 | 50 |

+ Results shown reflect responses among registered voters.

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/ Not Sure</u> |
|--------------------------|----------------------|--------------------------|----------------|--------------------------|----------------------|----------------------------------|
| Michael Bloomberg | | | | | | |
| December 2007 * | 3 | 11 | 30 | 13 | 10 | 33 |
| July 2007 | 5 | 15 | 35 | 9 | 4 | 32 |
| December 2006..... | 5 | 16 | 30 | 7 | 3 | 39 |
| John Edwards | | | | | | |
| December 2007 * | 11 | 27 | 23 | 14 | 17 | 8 |
| November 2007..... | 9 | 28 | 25 | 16 | 15 | 7 |
| September 2007..... | 12 | 29 | 22 | 14 | 13 | 10 |
| July 2007..... | 12 | 25 | 26 | 14 | 13 | 10 |
| June 2007 | 12 | 24 | 29 | 12 | 14 | 9 |
| March 2007 | 8 | 25 | 32 | 12 | 11 | 12 |
| December 2006..... | 11 | 23 | 26 | 13 | 8 | 19 |
| December 2004..... | 16 | 24 | 24 | 16 | 13 | 7 |
| October 2004+ | 18 | 24 | 21 | 13 | 20 | 4 |
| September 2004+ | 20 | 21 | 21 | 14 | 17 | 7 |
| August 2004+..... | 19 | 22 | 25 | 15 | 13 | 6 |
| July 2004+..... | 18 | 26 | 26 | 12 | 8 | 10 |
| June 2004+ | 10 | 22 | 29 | 11 | 4 | 24 |
| March 2004 | 12 | 24 | 27 | 14 | 6 | 17 |
| January 2004 | 4 | 12 | 24 | 8 | 6 | 45 |
| December 13, 2003..... | 3 | 14 | 21 | 8 | 5 | 49 |
| Laura Bush | | | | | | |
| December 2007 ** | 31 | 23 | 26 | 8 | 7 | 5 |
| January 2007 | 33 | 22 | 26 | 8 | 6 | 5 |
| October, 2006+ | 35 | 21 | 28 | 7 | 5 | 4 |
| January 2006+ | 36 | 19 | 27 | 8 | 5 | 5 |
| December 2005 | 36 | 24 | 27 | 5 | 5 | 3 |
| May 2005 | 40 | 25 | 24 | 6 | 3 | 2 |
| February 2005..... | 41 | 24 | 22 | 5 | 5 | 3 |
| December 2004 | 40 | 22 | 21 | 7 | 6 | 4 |
| August 2004+..... | 38 | 19 | 24 | 8 | 6 | 5 |
| December 2001 | 49 | 27 | 16 | 2 | 2 | 4 |
| March 2001 | 28 | 24 | 33 | 3 | 2 | 10 |

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[170]

| | | | | | | |
|------------------------|----|----|----|----|----|----|
| January 2001 | 16 | 18 | 34 | 4 | 5 | 23 |
| July 2000+ | 13 | 14 | 28 | 4 | 4 | 37 |
| Oprah Winfrey | | | | | | |
| December 2007 ** | 23 | 21 | 29 | 12 | 13 | 2 |

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

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

+ Results shown reflect responses among registered voters.

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/ Not Sure</u> |
|----------------------------------|----------------------|--------------------------|----------------|--------------------------|----------------------|----------------------------------|
| Fred Thompson | | | | | | |
| December 2007 ¹ | 6 | 19 | 22 | 16 | 12 | 25 |
| November 2007 | 6 | 17 | 27 | 13 | 10 | 27 |
| September 2007 | 12 | 16 | 22 | 12 | 10 | 28 |
| July 2007 | 6 | 15 | 23 | 9 | 5 | 42 |
| June 2007 | 10 | 13 | 23 | 6 | 4 | 44 |
| April 2007 | 8 | 14 | 19 | 3 | 1 | 55 |
| September 1997 | 6 | 10 | 16 | 4 | 3 | 61 |
| July 1997 | 6 | 12 | 16 | 4 | 3 | 59 |

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| | | | | | | |
|----------------------------------|----|----|----|----|----|----|
| John McCain | | | | | | |
| December 2007 ¹ | 10 | 29 | 26 | 21 | 7 | 7 |
| November 2007 | 8 | 27 | 31 | 19 | 7 | 8 |
| September 2007 | 9 | 27 | 26 | 18 | 11 | 9 |
| July 2007 | 7 | 28 | 25 | 20 | 9 | 11 |
| April 2007 | 11 | 31 | 27 | 15 | 7 | 9 |
| March 2007 | 12 | 31 | 25 | 15 | 9 | 8 |
| December 2006 | 13 | 33 | 22 | 16 | 4 | 12 |
| June 2006 | 11 | 29 | 29 | 11 | 5 | 15 |
| April 2006 | 12 | 27 | 28 | 13 | 6 | 14 |
| August 2004+ | 18 | 33 | 26 | 8 | 4 | 11 |
| July 2004+ | 19 | 30 | 30 | 9 | 2 | 10 |
| May 2004+ | 20 | 30 | 26 | 8 | 5 | 11 |
| July 2002 | 12 | 29 | 27 | 10 | 5 | 17 |
| April 2002 | 18 | 29 | 25 | 9 | 3 | 16 |
| June 2001 | 15 | 29 | 26 | 11 | 6 | 13 |
| April 2001 | 17 | 30 | 25 | 9 | 3 | 16 |
| January 2001 | 16 | 28 | 29 | 7 | 3 | 17 |
| July 2000+ | 18 | 32 | 25 | 9 | 6 | 10 |
| April 2000+ | 16 | 30 | 27 | 12 | 5 | 10 |
| January 2000 | 14 | 20 | 27 | 8 | 3 | 28 |
| December 1999 | 12 | 22 | 24 | 4 | 2 | 36 |

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| | | | | | | |
|--------------------|----|----|----|---|---|----|
| <i>High</i> | | | | | | |
| May 2004+ | 20 | 30 | 26 | 8 | 5 | 11 |
| <i>Low</i> | | | | | | |
| October 1999 | 9 | 20 | 22 | 5 | 2 | 42 |

¹ Asked only of respondents who say they are Republicans (Q.6a) or respondents who say they will vote in the Republican primary in (Q.6b) and half (FORM A) of everyone else (686 total respondents).

+ Results shown reflect responses among registered voters.

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/Not Sure</u> | |
|----------------------------------|----------------------|--------------------------|----------------|--------------------------|----------------------|---------------------------------|------------------|
| Rudy Giuliani | | | | | | | [172/177] |
| December 2007 ² | 10 | 27 | 19 | 17 | 20 | 7 | |
| November 2007 | 12 | 31 | 20 | 16 | 15 | 6 | |
| September 2007 | 15 | 28 | 20 | 15 | 15 | 7 | |
| March 2007 | 21 | 37 | 21 | 8 | 6 | 7 | |
| December 2006 | 19 | 36 | 22 | 9 | 5 | 9 | |
| August 2004+ | 29 | 29 | 20 | 7 | 4 | 11 | |
| September 2002 | 42 | 25 | 16 | 3 | 3 | 11 | |
| December 2001 | 61 | 23 | 9 | 1 | 1 | 5 | |
| Mitt Romney | | | | | | | [173/178] |
| December 2007 ² | 9 | 16 | 26 | 16 | 11 | 22 | |
| November 2007 | 4 | 18 | 27 | 17 | 12 | 22 | |
| September 2007 | 6 | 18 | 26 | 14 | 11 | 25 | |
| June 2007 | 5 | 16 | 23 | 13 | 7 | 36 | |
| March 2007 | 4 | 11 | 24 | 11 | 6 | 44 | |
| December 2006 | 3 | 8 | 22 | 7 | 4 | 56 | |

² Asked only of respondents who say they are Republicans (Q.6a) or respondents who say they will vote in the Republican primary in (Q.6b) and half (FORM B) of everyone else (682 total respondents).

+ Results shown reflect responses among registered voters.

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

12. 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>12/07</u> | <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 | 45 | 47 | 44 | 43 | 39 | 36 | 40 | 37 |
| Barack Obama | 23 | 25 | 23 | 22 | 25 | 31 | 28 | 18 |
| John Edwards | 13 | 11 | 16 | 13 | 15 | 20 | 15 | 14 |
| Joe Biden | 4 | 3 | 2 | 5 | 4 | 3 | 2 | 4 |
| Dennis Kucinich | 4 | 2 | 3 | 2 | 3 | 1 | 1 | NA |
| Bill Richardson | 2 | 4 | 4 | 6 | 4 | 2 | 5 | 2 |
| Chris Dodd | 1 | - | 1 | 1 | 1 | - | 1 | NA |
| Mike Gravel | - | - | - | - | - | - | NA | NA |
| Other (VOL) | - | 3 | 1 | 1 | 2 | 1 | 1 | 17 |
| None (VOL) | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 3 |
| Not sure | 7 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |

16a. 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>12/07</u> | <u>11/07</u> | <u>9/07</u> | <u>7/07</u> | <u>6/07</u> | <u>3/07</u> |
|---------------------------|--------------|--------------|-------------|-------------|-------------|-------------|
| Rudy Giuliani | 43 | 45 | 42 | 41 | 43 | 47 |
| Hillary Clinton | 46 | 46 | 49 | 47 | 48 | 42 |
| Depends (VOL) | 2 | - | - | 1 | 1 | 3 |
| Neither/other (VOL) | 5 | 5 | 5 | 7 | 5 | 4 |
| Not sure | 4 | 4 | 4 | 4 | 3 | 4 |