



Interviews with 1,033 adult Americans conducted by telephone by Opinion Research Corporation on January 9-10, 2008. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.

FOR RELEASE: SATURDAY, JANUARY 12 AT 2 PM

BASED ON ENTIRE SAMPLE OF 1,033 RESPONDENTS -- SAMPLING ERROR: +/- 3% PTS.

1. We'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them.
(RANDOM ORDER)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>Never Heard of</u>	<u>No Opinion</u>
Illinois Senator Barack Obama				
January 9-10, 2008	55%	28%	6%	11%
September 7-9, 2007	49%	27%	10%	13%
June 22-24, 2007	47%	24%	14%	15%
March 9-11, 2007	44%	21%	19%	16%
November 3-5, 2006	36%	11%	37%	16%
Arizona Senator John McCain				
January 9-10, 2008	54%	29%	5%	13%
September 7-9, 2007	47%	32%	7%	14%
June 22-24, 2007	46%	32%	9%	13%
March 9-11, 2007	47%	27%	12%	14%
November 3-5, 2006	52%	22%	11%	15%
September 22-24, 2006	50%	25%	14%	11%
April 21-23, 2006	46%	20%	17%	16%
New York Senator Hillary Clinton				
January 9-10, 2008	53%	39%	1%	7%
September 7-9, 2007	53%	39%	1%	7%
June 22-24, 2007	51%	44%	*	4%
March 9-11, 2007	49%	44%	2%	5%
November 3-5, 2006	51%	40%	3%	7%
September 22-24, 2006	50%	45%	2%	4%
April 21-23, 2006	50%	42%	2%	6%
Former New York City Mayor Rudy Giuliani				
January 9-10, 2008	46%	39%	5%	10%
September 7-9, 2007	54%	32%	5%	9%
June 22-24, 2007	58%	27%	7%	8%
March 9-11, 2007	56%	21%	11%	12%
November 3-5, 2006	60%	18%	10%	12%
Former Arkansas Governor Mike Huckabee				
January 9-10, 2008	38%	30%	12%	20%
Former Massachusetts Governor Mitt Romney				
January 9-10, 2008	31%	39%	11%	19%
September 7-9, 2007	28%	28%	24%	19%
June 22-24, 2007	27%	23%	26%	24%
March 9-11, 2007	18%	18%	42%	22%

(QUESTION CONTINUED ON THE NEXT PAGE)

1. (CONTINUED)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>Never Heard of</u>	<u>No Opinion</u>
The Democratic party				
January 9-10, 2008	55%	34%	2%	8%
June 22-24, 2007	51%	38%	1%	9%
March 9-11, 2007	51%	34%	1%	13%
November 3-5, 2006	53%	35%	*	11%
September 22-24, 2006	56%	39%	*	5%
The Republican party				
January 9-10, 2008	41%	48%	2%	10%
June 22-24, 2007	36%	53%	1%	9%
March 9-11, 2007	42%	45%	1%	12%
November 3-5, 2006	38%	52%	1%	10%
September 22-24, 2006	44%	51%	*	5%

(CNN/USA TODAY/GALLUP TRENDS ON FOLLOWING PAGES)

CNN/USA TODAY/GALLUP TRENDS

John McCain

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2005 Jul 25-28	51	22	16	11
2004 Aug 23-25*	55	19	9	17
2004 Mar 26-28	53	21	13	13
2002 Apr 29-May 1**	53	21	11	15
2001 Jun 8-10**	60	21	10	9
2000 Apr 28-30**	61	18	6	15
2000 Mar 10-12**	57	28	6	9
2000 Feb 25-27**	66	18	5	11
2000 Feb 20-21**	65	17	7	11
2000 Feb 4-6**	67	12	8	13
2000 Jan 17-19**	51	17	10	22
1999 Dec 9-12**	57	11	14	18
1999 Oct 21-24**	37	12	30	21
1999 Apr 13-14**	35	12	28	25
1999 Feb 19-21**	27	8	44	21

*Asked of a half sample.

**WORDING: Arizona Senator John McCain

Rudy Giuliani

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2005 Jul 25-28	64	19	9	8
2004 Aug 23-25*	65	14	6	15

* Asked of a half sample.

CNN/USA TODAY/GALLUP TRENDS

Hillary Clinton

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
				1998			
2005				1998 Aug 21-23	61	33	6
2005 Oct 21-23	54	41	5	1998 Aug 10-12	60	36	4
2005 Jul 25-28	53	43	4	1998 Aug 7-8	60	35	5
2005 May 20-22	55	39	6	1998 Feb 13-15	60	36	4
2005 Feb 25-27	53	41	6	1998 Jan 30-Feb 1	64	34	2
				1998 Jan 24-25	61	33	6
				1997			
2004				1998 Jan 23-24	60	35	5
2004 Jul 19-21*	56	38	6	1997 Dec 18-21	56	38	6
				2003			
2003 Oct 24-26	51	44	5	1997 Oct 27-29	61	34	5
2003 Sep 19-21	54	40	6	1997 Jun 26-29	51	42	7
2003 Jun 27-29*	52	44	4	1997 Feb 24-26	51	42	6
2003 Jun 9-10	53	43	4	1997 Jan 31-Feb 2	55	39	6
2003 Mar 14-15	45	46	9	1997 Jan 10-13	56	37	7
				2002			
2002 Dec 16-17	48	46	6	1996			
2002 Sep 23-26	47	44	9	1996 Oct 26-29***	49	43	8
				2001			
2001 Aug 3-5	51	44	5	1996 Aug 28-29**	51	41	8
2001 Mar 5-7	44	53	3	1996 Aug 16-18**	47	48	5
2001 Feb 19-21	49	44	7	1996 Aug 5-7**	48	45	7
2001 Feb 1-4	52	43	5	1996 Jun 18-19	46	47	6
				2000			
2000 Nov 13-15	56	39	5	1996 Mar 15-17	47	48	5
2000 Oct 25-28	52	43	5	1996 Jan 12-15	43	51	6
2000 Aug 4-5	45	50	5	1995			
2000 Feb 4-6	55	39	6	1995 Jul 7-9	50	44	6
				1999			
1999 Dec 9-12	48	48	4	1995 Mar 17-19	49	44	7
1999 Sep 23-26	56	40	4	1995 Jan 16-18	50	44	6
1999 Aug 3-4	56	41	3	1994			
1999 Jul 22-25	62	35	3	1994 Nov 28-29	50	44	6
1999 Jun 25-27	56	42	2	1994 Sep 6-7	48	47	5
1999 Mar 5-7	65	31	4	1994 Jul 15-17	48	46	6
1999 Feb 19-21	65	30	5	1994 Apr 22-24	56	40	4
1999 Feb 4-8	66	31	3	1994 Mar 25-27	52	42	6
				1998			
1998 Dec 28-29	67	29	4	1994 Mar 7-8	55	40	5
1998 Oct 9-12***	63	33	4	1994 Jan 15-17	57	36	7
1998 Sep 14-15	61	33	6	1993			
				1993 Nov 2-4	58	34	8
				1993 Sep 24-26	62	27	11
				1993 Aug 8-10	57	33	10

*Asked of a half sample.

**Based on likely voters.

***Based on registered voters.

2002-March 2003 WORDING: New York Senator Hillary Rodham Clinton.

BASED ON 840 REGISTERED VOTERS -- SAMPLING ERROR: +/- 3.5% PTS.

11. For each of the following candidates, please tell me whether you will definitely vote for that person in November if they won their party's nomination, whether you might consider voting for that person, or whether you will definitely not vote for that person in November. (RANDOM ORDER)

	Definitely <u>For</u>	Consider <u>Voting for</u>	Definitely Not <u>Vote for</u>	No <u>Opinion</u>
Hillary Clinton	37%	19%	43%	*
Barack Obama	30%	32%	38%	*
John McCain	22%	35%	43%	*
Rudy Giuliani	19%	25%	55%	*
Mike Huckabee	15%	31%	52%	1%
Mitt Romney	13%	25%	62%	1%

BASED ON 840 REGISTERED VOTERS -- SAMPLING ERROR: +/- 3.5% PTS.

14/15. If Barack Obama were the Democratic Party's candidate and Rudy Giuliani were the Republican Party's candidate, who would you be more likely to vote for -- Obama, the Democrat, or Giuliani, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Obama</u>	<u>Giuliani</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	56%	40%	4%	*	*
Dec. 6-9, 2007	52%	45%	3%	*	*
Sep. 7-9, 2007	45%	49%	5%	*	1%
June 22-24, 2007	46%	48%	3%	*	2%

16/17. If Barack Obama were the Democratic Party's candidate and Mitt Romney were the Republican Party's candidate, who would you be more likely to vote for -- Obama, the Democrat, or Romney, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Obama</u>	<u>Romney</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	59%	37%	3%	*	*
Dec. 6-9, 2007	54%	41%	3%	*	1%

18/19. If Barack Obama were the Democratic Party's candidate and John McCain were the Republican Party's candidate, who would you be more likely to vote for -- Obama, the Democrat, or McCain, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Obama</u>	<u>McCain</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	49%	48%	3%	*	*
Dec. 6-9, 2007	48%	48%	3%	*	1%
June 22-24, 2007	48%	44%	5%	*	3%

BASED ON 840 REGISTERED VOTERS -- SAMPLING ERROR: +/- 3.5% PTS.

20/21. If Barack Obama were the Democratic Party's candidate and Mike Huckabee were the Republican Party's candidate, who would you be more likely to vote for -- Obama, the Democrat, or Huckabee, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Obama</u>	<u>Huckabee</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	58%	39%	2%	*	*
Dec. 6-9, 2007	55%	40%	3%	*	1%

22/23. If Hillary Clinton were the Democratic Party's candidate and Rudy Giuliani were the Republican Party's candidate, who would you be more likely to vote for -- Clinton, the Democrat, or Giuliani, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Clinton</u>	<u>Giuliani</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	55%	42%	3%	*	*
Dec. 6-9, 2007	51%	45%	3%	*	*
Nov. 2-4, 2007	51%	45%	4%	1%	1%
Oct. 12-14, 2007	49%	47%	3%	*	1%
Sep. 7-9, 2007	50%	46%	3%	*	1%
June 22-24, 2007	49%	48%	3%	*	1%
Dec. 15-17, 2006	48%	46%	3%	1%	2%
Nov. 3-5, 2006	47%	47%	3%	1%	2%
Oct. 13-15, 2006	48%	47%	3%	*	2%

24/25. If Hillary Clinton were the Democratic Party's candidate and Mitt Romney were the Republican Party's candidate, who would you be more likely to vote for -- Clinton, the Democrat, or Romney, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Clinton</u>	<u>Romney</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	58%	40%	2%	*	*
Dec. 6-9, 2007	54%	43%	3%	*	1%

BASED ON 840 REGISTERED VOTERS -- SAMPLING ERROR: +/- 3.5% PTS.

26/27. If Hillary Clinton were the Democratic Party's candidate and John McCain were the Republican Party's candidate, who would you be more likely to vote for -- Clinton, the Democrat, or McCain, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Clinton</u>	<u>McCain</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	50%	48%	1%	*	*
Dec. 6-9, 2007	48%	50%	2%	*	*
June 22-24, 2007	49%	47%	3%	*	1%

28/29. If Hillary Clinton were the Democratic Party's candidate and Mike Huckabee were the Republican Party's candidate, who would you be more likely to vote for -- Clinton, the Democrat, or Huckabee, the Republican? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Clinton</u>	<u>Huckabee</u>	<u>Neither</u> <u>(vol.)</u>	<u>Other</u> <u>(vol.)</u>	<u>No</u> <u>Opinion</u>
Jan. 9-10, 2008	56%	42%	1%	*	*
Dec. 6-9, 2007	54%	44%	2%	*	*