

**HART / MCINTURFF**

**NBC News/Wall Street Journal Survey  
Study #6079  
January 20-22, 2008  
Interviews: 1,008 adults**

**Overall margin of error: +/- 3.1 percentage points**

Margins of Error for Subsample Questions		
Question Number	Subsample	Margin Of Error (+/-)
5, 22d	Half sample (Form A)	4.4
5, 22e, 25	Half sample (Form B)	4.4
13a	Democratic primary voters (Q12a/12b)	4.4
17a	Republican primary voters (Q12a/12b)	5.1

**FINAL**

Study #6079  
NBC News/Wall Street Journal  
January 2008

47 Male  
53 Female  
**[109]**

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

***The margin of error for 1008 interviews is ± 3.1%***

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

5. Now I'm going to read you the names of several public figures, 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	
<b>Barack Obama</b>							<b>[153/164]</b>
January 2008 .....	19	30	22	11	14	4	
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	
<b>Hillary Clinton</b>							<b>[154/165]</b>
January 2008 .....	24	23	11	11	30	1	
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
January 2000 .....	21	23	18	13	24	1
December 1999 .....	19	22	17	13	28	1
October 1999 .....	21	24	13	16	25	1

<i>High</i>						
January 1999 .....	35	23	16	11	14	1
<i>Low</i>						
March 2001 .....	16	19	15	18	31	1

+ Results shown reflect responses among registered voters.

**Mike Huckabee**

[155/166]

January 2008 .....	9	21	26	16	13	15
December 2007 .....	9	18	25	15	8	25
November 2007.....	5	12	26	6	5	46
September 2007 .....	4	12	22	7	5	50

**John McCain**

[156/167]

January 2008 .....	14	31	26	15	7	7
December 2007.....	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
<i>High</i>						
May 2004+ .....	20	30	26	8	5	11
<i>Low</i>						
October 1999 .....	9	20	22	5	2	42

**Rudy Giuliani**

[157/168]

January 2008 .....	6	23	24	20	20	7
December 2007 .....	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

+ Results shown reflect responses among registered voters.

**Mitt Romney**

[158/169]

January 2008 .....	7	21	24	19	13	16
December 2007 .....	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

**Fred Thompson**

[159]

January 2008 * .....	8	13	32	13	13	21
December 2007 .....	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

**Ron Paul**

January 2008 * .....	4	11	26	11	14	34
November 2007 .....	3	8	19	6	5	59
July 2007 .....	2	5	14	4	1	74

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

+ Results shown reflect responses among registered voters.

**Michael Bloomberg**

[170]

January 2008 ** .....	4	10	34	11	7	34
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**

[171]

January 2008 ** .....	10	27	29	12	15	7
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

10a. 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, that a Republican be elected president, or that an independent candidate be elected president? (IF "DEMOCRAT" OR "REPUBLICAN," ASK:) And do you strongly prefer a (Democrat/Republican), or is your preference not that strong?

	<u>1/08</u>	<u>12/07</u>		[210]
Democrat—strongly.....	41	39		
Democrat—not strongly.....	7	8	<b>Skip to Q.11a</b>	
Republican—not strongly .....	7	8		
Republican—strongly .....	23	25		
Independent candidate .....	9	10	<b>CONTINUE</b>	
Other (VOL) .....	2	1	<b>Skip to Q.11a</b>	
Not sure .....	11	9		

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE A DEMOCRAT IN Q.12a OR THAT THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY IN Q.12b.)

13a. 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>1/08</u>	
Hillary Clinton .....	47	<b>[216]</b>
Barack Obama .....	32	
John Edwards.....	12	
Dennis Kucinich.....	3	
Other (VOL).....	-	
None (VOL) .....	1	
Not sure.....	5	

	<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
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**(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE A REPUBLICAN IN Q.12a OR THAT THEY WOULD VOTE IN THE REPUBLICAN PRIMARY IN Q.12b.)**

17a. 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

	Including Thompson	Without Thompson <sup>1</sup>	
John McCain.....	28	29	[223]
Mike Huckabee.....	20	23	
Mitt Romney.....	17	20	
Rudy Giuliani.....	13	15	<b>CONTINUE</b>
Fred Thompson.....	9	NA	
Ron Paul.....	4	4	
Other (VOL).....	1	1	
None (VOL).....	-	-	<b>Skip to Q.18</b>
Not sure.....	8	8	

<sup>1</sup> Thompson voters were reallocated among the other candidates based on their second choice candidate in Q.17b.

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

22d. If the next election for president were held today, and John McCain were the Republican candidate and Barack Obama were the Democratic candidate, for whom would you vote?

	1/08*	4/07	12/06+	
John McCain.....	42	39	43	[236]
Barack Obama.....	42	45	38	
Depends (VOL).....	4	1	3	
Neither/other (VOL).....	6	5	6	
Not sure.....	6	10	10	

\* Asked of one-half the respondents (FORM A).  
+ Results shown reflect responses among registered voters.

22e. 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?

	1/08**	11/07	12/06+	10/28-30/06+	4/06+	11/05+	
John McCain.....	46	43	47	45	46	44	[237]
Hillary Clinton.....	44	47	43	36	37	42	
Depends (VOL).....	1	1	1	3	3	1	
Neither/other (VOL).....	3	4	5	8	8	6	
Not sure.....	6	5	4	8	6	7	

\*\* Asked of one-half the respondents (FORM B).  
 + Results shown reflect responses among registered voters.

25. One of the goals people have mentioned as important for the next president to have is the ability to unite all Americans around goals and objectives for the country and to reduce the partisan fighting in Congress. I would like to list various presidential candidates. Please tell me whether you feel this person would be very successful, fairly successful, not too successful, or not at all successful in uniting the nation. \*\*

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR FAIRLY SUCCESSFUL*

	<u>Very Successful</u>	<u>Fairly Successful</u>	<u>Not Too Successful</u>	<u>Not At All Successful</u>	<u>Not Sure</u>	
Barack Obama .....	27	40	14	12	7	<b>[257]</b>
John McCain .....	20	46	16	10	8	<b>[256]</b>
Hillary Clinton .....	25	30	14	27	4	<b>[252]</b>
John Edwards.....	13	39	18	21	9	<b>[253]</b>
Rudy Giuliani .....	13	35	20	26	6	<b>[254]</b>
Mike Huckabee.....	9	33	24	19	15	<b>[255]</b>
Mitt Romney .....	8	33	22	22	15	<b>[258]</b>

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