

POSSIBLE CONTENDERS FOR PRESIDENT IN 2008
January 1-3, 2007

POSSIBLE CONTENDERS: THE DEMOCRATS

Senator Hillary Clinton receives the highest favorable rating of her potential Democratic rivals. 43% of Americans have a favorable opinion of the former First Lady, but almost as many - 38% - view her unfavorably. Clinton is also the most well-known of the potential Democratic contenders - just one in five are unable to evaluate her.

Former Senator John Edwards, who has already announced that he is running for President, receives a favorable rating from 34% of the public. 21% view him unfavorably. Despite being the 2004 Democratic candidate for Vice President, 44% are undecided or haven't heard enough about Edwards.

Ratings of former Vice President Al Gore are more negative than positive. 46% of Americans hold an unfavorable opinion of him, while one-third view him favorably.

Current Senator and former presidential candidate John Kerry is viewed unfavorably by more than a 2 to 1 margin. 48% of Americans now have an unfavorable opinion of Kerry; just 22% view him favorably.

Senator Barack Obama is viewed much more positively than negatively by those who know him, but six in 10 are unable to offer an opinion of the freshman Senator from Illinois.

2008: VIEWS OF POSSIBLE DEMOCRATIC CONTENDERS

	Favorable	Unfavorable	Undecided/ Haven't heard enough
Clinton	43%	38	19
Edwards	34%	21	44
Gore	32%	46	21
Obama	28%	10	61
Kerry	22%	48	29
Biden	9%	14	77
Richardson	7%	8	85
Dodd	4%	9	86
Kucinich	4%	11	85
Vilsack	4%	4	92

Other potential Democratic candidates remain virtually unknown to a significant majority of Americans. Sen. Joe Biden, who has announced

that he intends to run for president, is unfamiliar to 77% of the public. More than eight in 10 are undecided or haven't heard enough about Gov. Bill Richardson, Sen. Chris Dodd, and Congressman and 2004 presidential candidate Dennis Kucinich. Nine in 10 Americans are unable to evaluate Iowa's former governor, Tom Vilsack.

Clinton is a politically polarizing figure. She is viewed favorably by 72% of her fellow Democrats, but nearly eight in 10 Republicans have an unfavorable opinion of her. 41% of Independents view her favorably. Also, 47% of women hold a favorable view of Clinton, compared to 38% of men.

Edwards and Gore are viewed favorably by half of Democrats, and a third view Obama favorably. And while 35% of Democrats say they have a favorable opinion of Kerry, almost as many - 31% - view him unfavorably.

2008: VIEWS OF POSSIBLE DEMOCRATIC CONTENDERS - BY PARTY

	Favorable	Unfavorable	Undecided/ Haven't heard enough
<u>Clinton</u>			
Republicans	9%	78	14
Democrats	72%	11	16
Independents	41%	33	26
<u>Edwards</u>			
Republicans	15%	41	44
Democrats	49%	8	43
Independents	33%	20	47
<u>Gore</u>			
Republicans	11%	73	15
Democrats	50%	26	24
Independents	32%	45	24
<u>Obama</u>			
Republicans	16%	18	66
Democrats	34%	7	58
Independents	31%	8	61
<u>Kerry</u>			
Republicans	11%	74	15
Democrats	35%	31	34
Independents	19%	45	36

POSSIBLE CONTENDERS: THE REPUBLICANS

Former NYC Mayor Rudolph Giuliani and U.S. Senator John McCain stand out as best known among some of the potential candidates for the Republican presidential nomination in 2008. Both are viewed much more favorably than unfavorably. 41% of Americans have a favorable

impression of Giuliani, and 39% have a positive view of McCain. About two in 10 Americans have negative views of each.

Few Americans are able to evaluate Mitt Romney, Chuck Hagel, Sam Brownback or Duncan Hunter. Although most have no opinion of Romney, twice as many Americans have negative views of him than positive views.

2008: VIEWS OF POSSIBLE REPUBLICAN CONTENDERS

	Favorable	Unfavorable	Undecided/ Haven't heard enough
Giuliani	41%	22	36
McCain	39%	20	41
Romney	5%	10	85
Hagel	4%	5	91
Brownback	3%	6	90
Hunter	1%	5	94

Favorable opinions of McCain have risen in the last few months, from 28% in September to 39% now. But so have unfavorable opinions, from 14% to 20% now. Giuliani's favorable ratings, which spiked up in polls conducted in the past few years, have fallen from 54% in August 2004 to 41% now. In late 1999, just 23% had a favorable opinion of Giuliani.

At this early stage, Giuliani has an advantage over McCain among members of the GOP. 63% of Republicans have a favorable image of Giuliani, compared to 48% for McCain. Just under half of Independents had a favorable impression of each.

VIEWS OF GIULIANI

	Favorable	Unfavorable	Undecided/ Haven't heard enough
Republicans	63%	9	28
Democrats	21%	33	46
Independents	45%	20	35

VIEWS OF MCCAIN

	Favorable	Unfavorable	Undecided/ Haven't heard enough
Republicans	48%	10	42
Democrats	25%	29	46
Independents	46%	19	36

This poll was conducted among a random sample of 993 adults nationwide, interviewed by telephone January 1-3, 2007. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher.

CBS NEWS POLL
Possible Contenders for President in 2008
January 1-3, 2006

q15 I'm going to name some possible presidential candidates and ask what you think of them. If you haven't heard much about someone I name, just tell me. Is your opinion of Hillary Clinton favorable, not favorable, undecided, or haven't you heard enough about Hillary Clinton yet to have an opinion?

	** TOTAL RESPONDENTS **				
	*** Party ID ***				
	Total	Rep	Dem	Ind	Sep06a
	%	%	%	%	%
Favorable	43	9	72	41	32
Not favorable	38	78	11	33	36
Undecided	16	8	15	23	20
Haven't heard enough	3	6	1	3	11
Refused	0	0	1	0	1

q16 Is your opinion of John Edwards favorable, not favorable, undecided, or haven't you heard enough about John Edwards yet to have an opinion?

					Oct04d*
Favorable	34	15	49	33	32
Not favorable	21	41	8	20	30
Undecided	26	24	23	31	14
Haven't heard enough	18	20	20	16	24
Refused	0	0	0	0	0

*Trend is among registered voters

q17 Is your opinion of John Kerry favorable, not favorable, undecided, or haven't you heard enough about John Kerry yet to have an opinion?

					May06a
Favorable	22	11	35	19	26
Not favorable	48	74	31	45	38
Undecided	23	9	29	28	21
Haven't heard enough	6	6	5	8	13
Refused	1	0	0	0	2

q18 Is your opinion of Al Gore favorable, not favorable, undecided, or haven't you heard enough about Al Gore yet to have an opinion?

					Jul06a
Favorable	32	11	50	32	30
Not favorable	46	73	26	45	37
Undecided	19	13	22	21	24
Haven't heard enough	2	2	2	3	8
Refused	1	1	0	0	1

q19 Is your opinion of Barack Obama favorable, not favorable, undecided, or haven't you heard enough about Barack Obama yet to have an opinion?

Favorable	28	16	34	31
Not favorable	10	18	7	8
Undecided	14	14	15	13
Haven't heard enough	47	52	43	48
Refused	1	0	1	0

q20 Is your opinion of Christopher Dodd favorable, not favorable, undecided, or haven't you heard enough about Christopher Dodd yet to have an opinion?

	** TOTAL RESPONDENTS **			
	Total	*** Party ID ***		
	Rep	Dem	Ind	
	%	%	%	%
Favorable	4	4	4	5
Not favorable	9	12	9	8
Undecided	13	14	11	14
Haven't heard enough	73	69	77	73
Refused	1	1	0	0

q21 Is your opinion of Dennis Kucinich favorable, not favorable, undecided, or haven't you heard enough about Dennis Kucinich yet to have an opinion?

	Total	Rep	Dem	Ind	Feb04c*
					%
Favorable	4	4	6	3	5
Not favorable	11	12	11	10	17
Undecided	12	16	12	8	10
Haven't heard enough	73	67	70	78	68
Refused	0	1	1	1	0

*Trend is among registered voters

q22 Is your opinion of Bill Richardson favorable, not favorable, undecided, or haven't you heard enough about Bill Richardson yet to have an opinion?

Favorable	7	8	7	6
Not favorable	8	9	6	9
Undecided	19	19	16	22
Haven't heard enough	66	63	72	63
Refused	0	1	0	0

q23 Is your opinion of Joe Biden favorable, not favorable, undecided, or haven't you heard enough about Joe Biden yet to have an opinion?

	Total	Rep	Dem	Ind	Oct 1987
					%
Favorable	9	4	10	12	8
Not favorable	14	21	8	14	15
Undecided	20	23	22	15	13
Haven't heard enough	57	53	60	59	62
Refused	0	0	0	0	2

q24 Is your opinion of Tom Vilsack favorable, not favorable, undecided, or haven't you heard enough about Tom Vilsack yet to have an opinion?

Favorable	4	4	4	3
Not favorable	4	5	5	3
Undecided	11	6	12	14
Haven't heard enough	81	85	78	80
Refused	0	0	1	0

q25 Is your opinion of John McCain favorable, not favorable, undecided, or haven't you heard enough about John McCain yet to have an opinion?

** TOTAL RESPONDENTS **

*** Party ID ***

	Total	Rep	Dem	Ind	Sep06a
	%	%	%	%	%
Favorable	39	48	25	46	28
Not favorable	20	10	29	19	14
Undecided	28	30	30	25	28
Haven't heard enough	13	12	16	11	28
Refused	0	0	0	0	2

q26 Is your opinion of Rudolph Giuliani favorable, not favorable, undecided, or haven't you heard enough about Rudolph Giuliani yet to have an opinion?

	Total	Rep	Dem	Ind	Aug04a
Favorable	41	63	21	45	54
Not favorable	22	9	33	20	7
Undecided	24	15	33	24	16
Haven't heard enough	12	13	13	11	22
Refused	1	0	0	0	1

q27 Is your opinion of Mitt Romney favorable, not favorable, undecided, or haven't you heard enough about Mitt Romney yet to have an opinion?

Favorable	5	9	2	5
Not favorable	10	6	11	10
Undecided	14	18	11	15
Haven't heard enough	71	66	75	70
Refused	0	1	1	0

q28 Is your opinion of Sam Brownback favorable, not favorable, undecided, or haven't you heard enough about Sam Brownback yet to have an opinion?

Favorable	3	8	0	2
Not favorable	6	3	8	8
Undecided	10	8	11	11
Haven't heard enough	80	81	81	79
Refused	1	0	0	0

q29 Is your opinion of Duncan Hunter favorable, not favorable, undecided, or haven't you heard enough about Duncan Hunter yet to have an opinion?

Favorable	1	2	0	1
Not favorable	5	4	6	4
Undecided	9	11	5	10
Haven't heard enough	85	84	88	85
Refused	0	0	1	0

q30 Is your opinion of Chuck Hagel favorable, not favorable, undecided, or haven't you heard enough about Chuck Hagel yet to have an opinion?

** TOTAL RESPONDENTS **

*** Party ID ***

	Total	Rep	Dem	Ind
	%	%	%	%
Favorable	4	5	3	3
Not favorable	5	4	4	7
Undecided	9	13	6	8
Haven't heard enough	82	77	87	82
Refused	0	1	0	0

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	993	
Total Republicans	287	266
Total Democrats	335	344
Total Independents	371	383