

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MARCH 2008 FAVORABILITY SURVEY [OMNIBUS]
FINAL TOPLINE
March 24-29, 2008
N=1001

ASK ALL:

P.1 Now I'd like your views on some people. As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. (First, **INSERT NAME**) would you say your overall opinion of... **[INSERT ITEM; RANDOMIZE]** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How about **(NEXT NAME)**? **[IF NECESSARY: would you say your overall opinion of [NAME] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

		-----Favorable-----			-----Unfavorable-----			(VOL)	(VOL)
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never	Can't
								Heard of	Rate/Ref
b.	David Petraeus	27	10	17	18	5	13	40	15=100
c.	Condoleezza Rice	56	21	35	29	10	19	7	8=100
	December, 2006	57	19	38	30	13	17	6	7=100
	April, 2006	59	26	33	27	10	17	6	8=100
	Late October, 2005	60	23	37	25	9	16	6	9=100
	Late March, 2005	57	22	35	28	11	17	5	10=100

QUESTIONS P.1 a, 2, 3, and 4 RELEASED PREVIOUSLY.

QUESTION P.1 d HELD FOR FUTURE RELEASE.