

# American Women & Hillary Clinton

## Topline Data

Nationwide Telephone Survey of 600 Women Registered to Vote

the polling company™, inc. for  
Susan B. Anthony List

Field Dates: August 15-20, 2007

Margin of Error: +/- 4.0%

A. Are you currently registered to vote?

100% YES

### **TOP-OF-MIND**

1. What is the first thing that comes to mind when I say the name "Hillary Clinton"? What do you think of? (OPEN-ENDED. RECORDED VERBATIM) Probed: Is there anything else you would like to add about "Hillary Clinton"?

#### **41% POSITIVE IMPRESSIONS (NET)**

8% WOULD VOTE FOR HER/WANT HER TO BE PRESIDENT  
7% STRONG/POWERFUL POLITICIAN  
7% INTELLIGENT  
6% I LIKE HER  
2% EXPERIENCED/COMPETENT  
2% GOAL-ORIENTED  
2% GOOD CHARACTER  
1% KNOWLEDGABLE  
1% WELL-SPOKEN  
1% VERY IMPORTANT WOMAN  
1% BRAVE  
1% ATTRACTIVE  
1% FOR THE PEOPLE  
1% HONEST

#### **35% NEGATIVE IMPRESSIONS (NET)**

8% DON'T LIKE HER  
7% WOULD NOT VOTE FOR HER/ DON'T WANT HER TO BE PRESIDENT  
5% DON'T TRUST HER  
3% WOULD NOT BE A GOOD PRESIDENT  
2% POOR CHARACTER  
2% TOO AMBITIOUS  
2% TOO LIBERAL  
1% DISGUSTS ME  
1% BITCH  
1% HANDLES HERSELF POORLY  
1% A JOKE  
1% SOCIALIST  
1% SCARY

#### **28% BILL CLINTON (NET)**

16% BILL CLINTON/HER HUSBAND  
10% BILL CLINTON'S WIFE/  
PRESIDENT'S WIFE  
1% BILL CLINTON'S SEX SCANDAL  
1% SHE SHOULD HAVE DIVORCED  
BILL CLINTON  
\* WOULD BRING BILL CLINTON  
BACK TO THE WHITE HOUSE

#### **20% JOB DESCRIPTION/ROLE (NET)**

11% PRESIDENTIAL CANDIDATE  
4% NEXT PRESIDENT  
4% SENATOR  
1% LAWYER

#### **7% WOMAN/WOMAN PRESIDENT (NET)**

5% A WOMAN  
1% FIRST WOMAN TO RUN FOR  
PRESIDENT  
1% WOMEN SHOULD NOT RUN FOR  
PRESIDENT  
\* WOMAN WOULD BE BETTER  
PRESIDENT THAN A MAN

**6% ISSUES/ISSUE POSITIONS (NET)**

- 2% DON'T AGREE WITH HER POSITIONS ON THE ISSUES
- 2% AGREE WITH HER POSITIONS ON THE ISSUES
- 2% HEALTHCARE
- \* PRO-ABORTION

**5% MISCELLANEOUS ATTRIBUTES (NET)**

- 2% LIBERAL
- 1% A LESBIAN
- 1% FEMINIST
- 1% READ HER BOOK
- \* CHELSEA'S MOM
- \* DON'T KNOW WHO SHE IS
- 9% DON'T KNOW/NO ANSWER

**CANDIDATE STANCE ON ABORTION**

2. Would you be likely or unlikely to vote for a candidate for President of the United States who did not share your view on abortion, but did share your view on other issues, like the War in Iraq or fiscal issues?

**59% TOTAL LIKELY (NET)**

- 25% VERY LIKELY
- 34% SOMEWHAT LIKELY

**35% TOTAL UNLIKELY (NET)**

- 14% SOMEWHAT UNLIKELY
- 21% VERY UNLIKELY
- 5% DON'T KNOW (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)

**NAME IDENTIFICATION AND FAVORABILITY RATING**

Switching topics slightly for a moment...I am now going to read you the names of a person. After I read it, first tell me if you have heard of that person and then tell me if you have a favorable or unfavorable opinion of them. If you have no opinion of the person or have never heard of the person, just tell me and we'll move on.

3. Hillary Clinton

*Total Name Identification: 99%*

*Hard Name Identification: 94%*

**56% TOTAL FAVORABLE (NET)**

- 33% STRONGLY FAVORABLE
- 23% SOMEWHAT FAVORABLE

**38% TOTAL UNFAVORABLE (NET)**

- 9% SOMEWHAT UNFAVORABLE
- 29% STRONGLY UNFAVORABLE
- 5% HEARD OF/NO OPINION
- \* NEVER HEARD OF
- 1% DON'T KNOW (VOLUNTEERED)
- \* REFUSED (VOLUNTEERED)

### Attribute Testing

I am now going to read you some policy positions of some of the candidates running for President of the United States. After I read each item, please tell me if knowing that fact would make you more likely or less likely to support that candidate for President of the United States. (ROTATED 4-7)

4. Voted against a law that would have made it a criminal act for an adult to take a girl younger than 18 years of age across state lines for the purposes of obtaining an abortion without her parents' knowledge.

**20% TOTAL MORE LIKELY (NET)**

12% MUCH MORE LIKELY

8% SOMEWHAT MORE LIKELY

**73% TOTAL LESS LIKELY (NET)**

18% SOMEWHAT LESS LIKELY

55% MUCH LESS LIKELY

4% NO DIFFERENCE (VOLUNTEERED)

2% DON'T KNOW (VOLUNTEERED)

1% REFUSED (VOLUNTEERED)

5. Voted against a law which would have banned late-term abortion in the 8<sup>th</sup> or 9<sup>th</sup> month, also called "Partial-Birth Abortion."

**27% TOTAL MORE LIKELY (NET)**

19% MUCH MORE LIKELY

8% SOMEWHAT MORE LIKELY

**64% TOTAL LESS LIKELY (NET)**

16% SOMEWHAT LESS LIKELY

48% MUCH LESS LIKELY

4% NO DIFFERENCE (VOLUNTEERED)

4% DON'T KNOW (VOLUNTEERED)

1% REFUSED (VOLUNTEERED)

6. Is pro-choice on abortion.

**49% TOTAL MORE LIKELY (NET)**

30% MUCH MORE LIKELY

19% SOMEWHAT MORE LIKELY

**40% TOTAL LESS LIKELY (NET)**

14% SOMEWHAT LESS LIKELY

26% MUCH LESS LIKELY

6% NO DIFFERENCE (VOLUNTEERED)

5% DON'T KNOW (VOLUNTEERED)

1% REFUSED (VOLUNTEERED)

7. Supports using taxpayer dollars to pay for some abortions in the U.S..

**24% TOTAL MORE LIKELY (NET)**

10% MUCH MORE LIKELY

14% SOMEWHAT MORE LIKELY

**68% TOTAL LESS LIKELY (NET)**

17% SOMEWHAT LESS LIKELY

51% MUCH LESS LIKELY

4% NO DIFFERENCE (VOLUNTEERED)

3% DON'T KNOW (VOLUNTEERED)

1% REFUSED (VOLUNTEERED)

**HILLARY CLINTON**

8. In thinking about next year's presidential election, which of the following statements best describes your own position? (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

40% I WOULD VOTE FOR HILLARY CLINTON AS THE FIRST WOMAN PRESIDENT IN 2008

30% I WOULD VOTE FOR A WOMAN FOR PRESIDENT IN 2008, BUT NOT FOR HILLARY CLINTON

16% I WOULD NOT VOTE FOR A WOMAN FOR PRESIDENT IN 2008 BUT MIGHT IN THE FUTURE

7% I WOULD NOT VOTE FOR A WOMAN FOR PRESIDENT AT ALL

6% DO NOT KNOW (VOLUNTEERED)

1% REFUSED (VOLUNTEERED)

9. Senator Hillary Clinton is running for President of the United States. Which of the following best describes your current thinking... (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

**49% TOTAL VOTE FOR HILLARY CLINTON (NET)**

22% I WILL DEFINITELY VOTE **FOR** HILLARY CLINTON FOR PRESIDENT NO MATTER WHO SHE IS RUNNING AGAINST

27% I WILL PROBABLY VOTE **FOR** HILLARY CLINTON FOR PRESIDENT, BUT IT DEPENDS ON WHO SHE IS RUNNING AGAINST

**45% TOTAL VOTE AGAINST HILLARY CLINTON (NET)**

15% I WILL PROBABLY VOTE **AGAINST** HILLARY CLINTON FOR PRESIDENT, BUT IT DEPENDS ON WHO SHE IS RUNNING AGAINST

30% I WILL DEFINITELY VOTE **AGAINST** HILLARY CLINTON FOR PRESIDENT NO MATTER WHO SHE IS RUNNING AGAINST

4% DO NOT KNOW (VOLUNTEERED)

1% REFUSED (VOLUNTEERED)

(ROTATED QUESTIONS 10 & 11)

10. Which of the following traits would you say best describes Hillary Clinton? (READ AND ROTATED):

- 50% INTELLIGENT
- 14% EXPERIENCED
- 12% DECISIVE
- 5% CHARISMATIC
- 3% PERSONABLE
- 1% FUNNY
  
- 10% NONE OF THE ABOVE (VOLUNTEERED)
- 3% DO NOT KNOW (VOLUNTEERED)
- 2% REFUSED (VOLUNTEERED)

11. Which of the following traits would you say best describes Hillary Clinton (READ AND ROTATED):

- 45% AMBITIOUS
- 18% OPPORTUNISTIC
- 14% CONNIVING
- 3% INEXPERIENCED
- 3% AWKWARD
- 2% UNFRIENDLY
  
- 9% NONE OF THE ABOVE (VOLUNTEERED)
- 4% DO NOT KNOW (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)

## DEMOGRAPHICS

And now I have a few questions for statistical purposes...

12. Regardless of how you are registered to vote, in politics, do you generally consider yourself to be a (ROTATED) Republican, Independent, or Democrat?

**36% TOTAL REPUBLICAN (NET)**

- 17% STRONG REPUBLICAN
- 11% NOT-SO-STRONG REPUBLICAN
- 8% INDEPENDENT LEANING REPUBLICAN

**13% INDEPENDENT**

**45% TOTAL DEMOCRAT**

- 8% INDEPENDENT LEANING DEMOCRAT
- 12% NOT-SO-STRONG DEMOCRAT
- 25% STRONG DEMOCRAT
  
- 1% OTHER (VOLUNTEERED)
- 4% DON'T KNOW/REFUSED (VOLUNTEERED)

13. Which of the following statements most closely describes your own position on the issue of abortion? (ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

**51% TOTAL PRO-LIFE (NET)**

- 12% ABORTIONS SHOULD BE PROHIBITED IN ALL CIRCUMSTANCES
- 13% ABORTION SHOULD BE LEGAL ONLY TO SAVE THE LIFE OF THE MOTHER
- 26% ABORTIONS SHOULD ONLY BE LEGAL IN CASES OF RAPE, INCEST OR TO SAVE THE LIFE OF THE MOTHER

**41% TOTAL PRO-CHOICE (NET)**

- 24% ABORTIONS SHOULD BE LEGAL FOR ANY REASON, BUT NOT AFTER THE FIRST THREE MONTHS OF PREGNANCY
- 8% ABORTIONS SHOULD BE LEGAL FOR ANY REASON, BUT NOT AFTER THE FIRST SIX MONTHS OF PREGNANCY
- 9% ABORTIONS SHOULD BE ALLOWED AT ANY TIME DURING A WOMAN'S PREGNANCY AND FOR ANY REASON
- 7% DON'T KNOW/ REFUSED (VOLUNTEERED)

14. What is your age please?

- 8% 18-24
- 13% 25-34
- 19% 35-44
- 20% 45-54
- 18% 55-64
- 22% 65+
- REFUSED (VOLUNTEERED)

15. Would you describe your main racial or ethnic background as...(READ LIST)?

- 77% WHITE/CAUCASIAN
- 12% BLACK/AFRICAN-AMERICAN
- 6% HISPANIC/LATINO
- 2% ASIAN
- \* MIDDLE EASTERN
- 1% NATIVE AMERICAN
- 1% OTHER (VOLUNTEERED)
- 1% DO NOT KNOW/REFUSED (VOLUNTEERED)

16. Are you currently...

- 59% MARRIED
- 14% SINGLE
- 11% DIVORCED
- 2% SEPARATED
- 14% WIDOWED
- 1% REFUSED (VOLUNTEERED)

17. Do you have any children under the age of 18 in your home? If so, how many?

**36% TOTAL CHILDREN (NET)**

13% YES, 1

14% YES, 2

9% YES, 3 OR MORE

**62% NO**

1% REFUSED (VOLUNTEERED)

18. Region<sup>1</sup>

**19% NORTHEAST (NET)**

5% NEW ENGLAND

14% MIDDLE ATLANTIC

**22% NORTH CENTRAL (NET)**

15% EAST NORTH CENTRAL

7% WEST NORTH CENTRAL

**19% SOUTH ATLANTIC**

**16% SOUTH CENTRAL (NET)**

6% EAST SOUTH CENTRAL

10% WEST SOUTH CENTRAL

**24% WEST (NET)**

7% MOUNTAIN

17% PACIFIC

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<sup>1</sup> New England: CT, ME, MA, NH, RI, VT, Mid-Atlantic: NJ, NY, PA, East North Central: IL, IN, MI, OH, WI, West North Central: IA, KS, MN, MO, NE, ND, SD, South Atlantic: DE, DC, FL, GA, MD, NC, SC, VA, WV, East South Central: AL, KY, MS, TN, West South Central: AR, LA, OK, TX  
Mountain: AZ, CO, ID, MT, NV, NM, UT, WY, Pacific: AK, CA, HI, OR, WA