

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

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Voters look back favorably on Reagan

Raleigh, N.C. – A new Public Policy Polling survey asking voters across the country to reflect on the Presidents of the last 30 years finds Ronald Reagan as the most fondly remembered, with George W. Bush edging out Barack Obama for ‘least popular’ honors.

41% of respondents chose Reagan as their favorite out of the last five Presidents, followed by Bill Clinton at 27% and Barack Obama at 22%. The two Bushes both register in single digits.

Reagan is the top choice of both Republicans (76%) and independents (41%). Reagan is also the only one to get double digit support across party lines, with 11% of Democrats picking him as their favorite. Clinton edges Obama 46-36 for top honors within their party.

Obama is the top choice among liberals, Clinton is first among moderates, and Reagan is best with conservatives. Reagan leads most demographic groups within the poll with the exception of African Americans (where Obama does best) and Hispanics and young voters (where Clinton does best.)

When it comes to least favorite President George W. Bush is most often picked at 38% followed by Obama at 37% and Clinton in a distant third at 11%. Bush is the most common choice of Democrats (58%) and independents (46%) while Obama is picked most by Republicans (69%).

“It’s no wonder Republican politicians spend so much time invoking the memory of Ronald Reagan,” said Dean Debnam, President of Public Policy Polling.

PPP conducted a national survey of 1,253 registered voters from December 4th to 7th. The survey’s margin of error is +/-2.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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National Survey Results

Q1 Looking back on the last five Presidents: Ronald Reagan, George H.W. Bush, Bill Clinton, George W. Bush, and Barack Obama, who would you say is your favorite? If Ronald Reagan, press 1. If George H.W. Bush, press 2. If Bill Clinton, press 3. If George W. Bush, press 4. If Barack Obama, press 5.

Reagan 41%
H.W. Bush..... 7%
Clinton..... 27%
W. Bush..... 4%
Obama..... 22%

Q2 Who would you say is your least favorite of the last five Presidents? If Ronald Reagan, press 1. If George H.W. Bush, press 2. If Bill Clinton, press 3. If George W. Bush, press 4. If Barack Obama, press 5.

Reagan 5%
H.W. Bush..... 8%
Clinton..... 11%
W. Bush..... 38%
Obama..... 37%

Q3 Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

McCain..... 45%
Obama..... 47%
Someone else/don't remember..... 8%

Q4 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 18%
Moderate..... 41%
Conservative..... 41%

Q5 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q6 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 39%
Republican..... 34%
Independent/Other..... 27%

Q7 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

Hispanic..... 8%
White 74%
African American 13%
Other..... 4%

Q8 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 10%
30 to 45..... 25%
46 to 65..... 46%
Older than 65..... 19%

Q9

Northeast 24%
South 27%
Midwest 33%
West 16%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
Favorite Recent President				
Reagan	41%	73%	8%	63%
H.W. Bush	7%	10%	3%	8%
Clinton	27%	10%	43%	25%
W. Bush	4%	7%	2%	2%
Obama	22%	1%	45%	2%

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
Least Favorite Recent President				
Reagan	5%	3%	7%	-
H.W. Bush	8%	2%	15%	2%
Clinton	11%	17%	4%	24%
W. Bush	38%	9%	68%	25%
Obama	37%	69%	6%	49%

	Base	Ideology		
		Liberal	Moderate	Conservative
Favorite Recent President				
Reagan	41%	6%	23%	75%
H.W. Bush	7%	2%	8%	7%
Clinton	27%	44%	40%	6%
W. Bush	4%	2%	3%	6%
Obama	22%	46%	26%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
Least Favorite Recent President				
Reagan	5%	6%	7%	3%
H.W. Bush	8%	16%	12%	1%
Clinton	11%	3%	9%	17%
W. Bush	38%	69%	51%	12%
Obama	37%	6%	20%	68%





Crosstabs

	Base	Gender	
		Woman	Man
Favorite Recent President			
Reagan	41%	33%	51%
H.W. Bush	7%	7%	6%
Clinton	27%	28%	26%
W. Bush	4%	6%	1%
Obama	22%	26%	17%

	Base	Gender	
		Woman	Man
Least Favorite Recent President			
Reagan	5%	4%	6%
H.W. Bush	8%	12%	4%
Clinton	11%	12%	11%
W. Bush	38%	38%	39%
Obama	37%	34%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
Favorite Recent President				
Reagan	41%	11%	76%	41%
H.W. Bush	7%	5%	9%	6%
Clinton	27%	46%	4%	27%
W. Bush	4%	2%	8%	1%
Obama	22%	36%	2%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Favorite Recent President				
Reagan	5%	7%	2%	6%
H.W. Bush	8%	16%	2%	4%
Clinton	11%	5%	17%	13%
W. Bush	38%	58%	9%	46%
Obama	37%	14%	69%	30%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Favorite Recent President					
Reagan	41%	21%	50%	9%	37%
H.W. Bush	7%	5%	7%	5%	7%
Clinton	27%	42%	26%	18%	30%
W. Bush	4%	5%	4%	5%	-
Obama	22%	26%	13%	64%	27%

	Base	Race			
		Hispanic	White	African American	Other
Least Favorite Recent President					
Reagan	5%	6%	3%	14%	13%
H.W. Bush	8%	17%	5%	23%	3%
Clinton	11%	-	13%	5%	20%
W. Bush	38%	56%	35%	50%	33%
Obama	37%	22%	44%	9%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Favorite Recent President					
Reagan	41%	29%	39%	43%	48%
H.W. Bush	7%	13%	8%	5%	6%
Clinton	27%	41%	27%	23%	28%
W. Bush	4%	1%	5%	5%	1%
Obama	22%	16%	21%	24%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Favorite Recent President					
Reagan	5%	1%	5%	5%	9%
H.W. Bush	8%	19%	13%	5%	5%
Clinton	11%	13%	10%	12%	9%
W. Bush	38%	40%	37%	40%	34%
Obama	37%	27%	36%	38%	42%





Crosstabs

	Base	Region			
		Northeast	South	Midwest	West
Favorite Recent President					
Reagan	41%	35%	46%	47%	31%
H.W. Bush	7%	6%	9%	7%	2%
Clinton	27%	26%	24%	26%	34%
W. Bush	4%	2%	6%	5%	2%
Obama	22%	30%	15%	15%	32%

	Base	Region			
		Northeast	South	Midwest	West
Least Favorite Recent President					
Reagan	5%	9%	1%	5%	4%
H.W. Bush	8%	9%	11%	8%	3%
Clinton	11%	11%	14%	11%	7%
W. Bush	38%	41%	33%	33%	54%
Obama	37%	30%	40%	43%	31%

