



FOR IMMEDIATE RELEASE

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JFK, Reagan, Clinton most popular recent ex-presidents

Raleigh, N.C. – There is no question who the most beloved president of the last half century is: John F. Kennedy. 70% of American voters have a favorable opinion of Kennedy, and only 15% an unfavorable one. Depending on how one looks at it, the next most popular is either Bill Clinton or Ronald Reagan, according to PPP's latest national survey. More (62%) have a positive view of Clinton than Reagan (60%), but also fewer dislike the Gipper (30%) than Bubba (34%).

Kennedy accomplishes something only one other president PPP tested can: popularity across the aisle, and enormous popularity. Republicans see Kennedy well by a 59-25 margin. Except for Gerald Ford's 39-31 with Democrats, all the others are seen negatively, with favorability ratings between 9% and 35% with the opposite party.

Both Kennedy and Reagan have 90% favorability ratings within their respective parties, though, with either 6% or 7% unfavorable. Clinton has an 87-9 mark with Democrats, and George H.W. Bush an 80-14 with the GOP. No one else comes close.

By far the least liked is Richard Nixon, at 19-62. Only two others have net-negative ratings: Lyndon B. Johnson (36-39) and George W. Bush, who is seen about as well as the current president, at 41-51. Bush and Nixon are the most hated across the aisle of any of these nine presidents, with respective 13-79 and 9-72 ratings with Democrats.

Bush's father is decently well-liked, at 53-35, as is Nixon's successor, Gerald Ford (45-26). Jimmy Carter barely breaks even (45-43).

Independents love JFK far more than any of the others. His 70-16 bests Reagan's 62-28, Ford's 49-24, Clinton's 59-37, Bush 41's 55-33, Carter's 43-45, LBJ's 33-40, Bush 43's 39-54, and Nixon's 22-64.

PPP surveyed 665 American voters from September 8th to 11th. The margin of error for the entire survey is +/-3.8%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.





National Survey Results

Q1 Do you have a favorable or unfavorable opinion of George W. Bush?

Favorable..... 41%
Unfavorable 51%
Not sure 7%

Q2 Do you have a favorable or unfavorable opinion of Bill Clinton?

Favorable..... 62%
Unfavorable 34%
Not sure 4%

Q3 Do you have a favorable or unfavorable opinion of George H.W. Bush?

Favorable..... 53%
Unfavorable 35%
Not sure 12%

Q4 Do you have a favorable or unfavorable opinion of Ronald Reagan?

Favorable..... 60%
Unfavorable 30%
Not sure 10%

Q5 Do you have a favorable or unfavorable opinion of Jimmy Carter?

Favorable..... 45%
Unfavorable 43%
Not sure 12%

Q6 Do you have a favorable or unfavorable opinion of Gerald Ford?

Favorable..... 45%
Unfavorable 26%
Not sure 29%

Q7 Do you have a favorable or unfavorable opinion of Richard Nixon?

Favorable..... 19%
Unfavorable 62%
Not sure 18%

Q8 Do you have a favorable or unfavorable opinion of Lyndon Johnson?

Favorable..... 36%
Unfavorable 39%
Not sure 25%

Q9 Do you have a favorable or unfavorable opinion of John F. Kennedy?

Favorable..... 74%
Unfavorable 15%
Not sure 11%

Q10 Who did you vote for President in 2008?

John McCain..... 42%
Barack Obama..... 49%
Someone else/Don't remember 9%

Q11 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 12%
Somewhat liberal 17%
Moderate..... 31%
Somewhat conservative..... 24%
Very conservative 16%

Q12 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%





Q13 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 41%
Republican 34%
Independent/Other 25%

Q14 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic 9%
White 76%
African-American 11%
Other 4%

Q15 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29 15%
30 to 45 27%
46 to 65 36%
Older than 65 22%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Bush 43 Favorability				
Favorable	41%	80%	11%	30%
Unfavorable	51%	16%	81%	58%
Not sure	7%	4%	9%	12%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
B. Clinton Favorability				
Favorable	62%	35%	85%	59%
Unfavorable	34%	60%	11%	35%
Not sure	4%	5%	3%	6%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Bush 41 Favorability				
Favorable	53%	81%	30%	43%
Unfavorable	35%	10%	56%	44%
Not sure	12%	9%	14%	14%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Reagan Favorability				
Favorable	60%	90%	33%	69%
Unfavorable	30%	6%	53%	21%
Not sure	10%	5%	14%	10%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Carter Favorability				
Favorable	45%	21%	65%	44%
Unfavorable	43%	71%	20%	45%
Not sure	12%	8%	15%	10%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Ford Favorability				
Favorable	45%	47%	41%	54%
Unfavorable	26%	21%	32%	23%
Not sure	29%	32%	28%	23%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Nixon Favorability				
Favorable	19%	31%	9%	21%
Unfavorable	62%	48%	76%	53%
Not sure	18%	21%	14%	26%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
LBJ Favorability				
Favorable	36%	18%	52%	33%
Unfavorable	39%	55%	25%	42%
Not sure	25%	26%	23%	25%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
JFK Favorability				
Favorable	74%	60%	86%	79%
Unfavorable	15%	25%	6%	13%
Not sure	11%	14%	8%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bush 43 Favorability						
Favorable	41%	13%	15%	25%	69%	80%
Unfavorable	51%	85%	79%	67%	20%	16%
Not sure	7%	2%	6%	8%	11%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
B. Clinton Favorability						
Favorable	62%	87%	89%	74%	39%	25%
Unfavorable	34%	13%	8%	21%	55%	70%
Not sure	4%	-	4%	5%	6%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bush 41 Favorability						
Favorable	53%	27%	40%	42%	75%	72%
Unfavorable	35%	68%	47%	41%	17%	16%
Not sure	12%	5%	13%	17%	8%	11%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Reagan Favorability						
Favorable	60%	25%	35%	54%	83%	89%
Unfavorable	30%	63%	55%	33%	10%	6%
Not sure	10%	11%	10%	13%	7%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Carter Favorability						
Favorable	45%	62%	68%	58%	26%	11%
Unfavorable	43%	14%	23%	30%	64%	82%
Not sure	12%	24%	10%	12%	10%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ford Favorability						
Favorable	45%	36%	39%	49%	50%	40%
Unfavorable	26%	35%	33%	21%	22%	30%
Not sure	29%	29%	28%	30%	28%	30%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Nixon Favorability						
Favorable	19%	13%	10%	14%	26%	37%
Unfavorable	62%	73%	82%	66%	54%	36%
Not sure	18%	14%	8%	20%	20%	27%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
LBJ Favorability						
Favorable	36%	51%	53%	44%	23%	11%
Unfavorable	39%	29%	23%	30%	53%	61%
Not sure	25%	20%	24%	25%	24%	28%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
JFK Favorability						
Favorable	74%	84%	92%	78%	63%	59%
Unfavorable	15%	9%	2%	9%	25%	29%
Not sure	11%	7%	5%	13%	13%	13%

	Base	Gender	
		Woman	Man
Bush 43 Favorability			
Favorable	41%	37%	46%
Unfavorable	51%	53%	49%
Not sure	7%	10%	4%

	Base	Gender	
		Woman	Man
B. Clinton Favorability			
Favorable	62%	65%	58%
Unfavorable	34%	30%	38%
Not sure	4%	4%	4%





Crosstabs

	Base	Gender	
		Woman	Man
Bush 41 Favorability			
Favorable	53%	49%	57%
Unfavorable	35%	37%	34%
Not sure	12%	14%	9%

	Base	Gender	
		Woman	Man
Reagan Favorability			
Favorable	60%	55%	66%
Unfavorable	30%	32%	28%
Not sure	10%	13%	6%

	Base	Gender	
		Woman	Man
Carter Favorability			
Favorable	45%	50%	39%
Unfavorable	43%	36%	52%
Not sure	12%	13%	10%

	Base	Gender	
		Woman	Man
Ford Favorability			
Favorable	45%	42%	47%
Unfavorable	26%	26%	27%
Not sure	29%	32%	25%





Crosstabs

	Base	Gender	
		Woman	Man
Nixon Favorability			
Favorable	19%	15%	25%
Unfavorable	62%	63%	61%
Not sure	18%	22%	15%

	Base	Gender	
		Woman	Man
LBJ Favorability			
Favorable	36%	37%	35%
Unfavorable	39%	36%	44%
Not sure	25%	28%	21%

	Base	Gender	
		Woman	Man
JFK Favorability			
Favorable	74%	77%	71%
Unfavorable	15%	12%	18%
Not sure	11%	11%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Bush 43 Favorability				
Favorable	41%	13%	79%	39%
Unfavorable	51%	79%	16%	54%
Not sure	7%	8%	5%	7%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
B. Clinton Favorability				
Favorable	62%	87%	33%	59%
Unfavorable	34%	9%	62%	37%
Not sure	4%	4%	5%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Bush 41 Favorability				
Favorable	53%	30%	80%	55%
Unfavorable	35%	55%	14%	33%
Not sure	12%	16%	6%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Reagan Favorability				
Favorable	60%	35%	90%	62%
Unfavorable	30%	51%	7%	28%
Not sure	10%	14%	4%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Carter Favorability				
Favorable	45%	66%	20%	43%
Unfavorable	43%	17%	74%	45%
Not sure	12%	17%	6%	11%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Ford Favorability				
Favorable	45%	39%	49%	49%
Unfavorable	26%	31%	23%	24%
Not sure	29%	30%	29%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Nixon Favorability				
Favorable	19%	9%	31%	22%
Unfavorable	62%	72%	49%	64%
Not sure	18%	19%	20%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
LBJ Favorability				
Favorable	36%	54%	16%	33%
Unfavorable	39%	22%	61%	40%
Not sure	25%	25%	23%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
JFK Favorability				
Favorable	74%	90%	59%	70%
Unfavorable	15%	6%	25%	16%
Not sure	11%	4%	17%	13%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Bush 43 Favorability					
Favorable	41%	27%	48%	8%	38%
Unfavorable	51%	65%	45%	80%	62%
Not sure	7%	7%	7%	12%	-

	Base	Race			
		Hispanic	White	African-American	Other
B. Clinton Favorability					
Favorable	62%	70%	57%	86%	60%
Unfavorable	34%	22%	39%	9%	34%
Not sure	4%	8%	4%	4%	5%

	Base	Race			
		Hispanic	White	African-American	Other
Bush 41 Favorability					
Favorable	53%	38%	61%	15%	32%
Unfavorable	35%	53%	29%	60%	58%
Not sure	12%	9%	10%	25%	10%

	Base	Race			
		Hispanic	White	African-American	Other
Reagan Favorability					
Favorable	60%	34%	69%	27%	45%
Unfavorable	30%	52%	24%	48%	49%
Not sure	10%	14%	7%	26%	5%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Carter Favorability					
Favorable	45%	61%	41%	59%	38%
Unfavorable	43%	25%	49%	19%	56%
Not sure	12%	15%	10%	22%	5%

	Base	Race			
		Hispanic	White	African-American	Other
Ford Favorability					
Favorable	45%	52%	45%	30%	55%
Unfavorable	26%	26%	25%	36%	33%
Not sure	29%	21%	30%	34%	11%

	Base	Race			
		Hispanic	White	African-American	Other
Nixon Favorability					
Favorable	19%	19%	22%	3%	19%
Unfavorable	62%	63%	62%	61%	72%
Not sure	18%	19%	16%	36%	9%

	Base	Race			
		Hispanic	White	African-American	Other
LBJ Favorability					
Favorable	36%	49%	33%	43%	39%
Unfavorable	39%	24%	44%	21%	35%
Not sure	25%	26%	23%	36%	26%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
JFK Favorability					
Favorable	74%	84%	72%	85%	68%
Unfavorable	15%	8%	16%	10%	19%
Not sure	11%	8%	12%	6%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bush 43 Favorability					
Favorable	41%	34%	39%	46%	41%
Unfavorable	51%	62%	52%	46%	51%
Not sure	7%	4%	9%	7%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
B. Clinton Favorability					
Favorable	62%	68%	60%	61%	61%
Unfavorable	34%	26%	38%	33%	36%
Not sure	4%	6%	2%	6%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bush 41 Favorability					
Favorable	53%	40%	53%	56%	56%
Unfavorable	35%	53%	32%	34%	29%
Not sure	12%	8%	15%	9%	15%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Reagan Favorability					
Favorable	60%	49%	62%	64%	59%
Unfavorable	30%	34%	31%	28%	29%
Not sure	10%	17%	7%	8%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Carter Favorability					
Favorable	45%	47%	47%	43%	44%
Unfavorable	43%	36%	39%	47%	49%
Not sure	12%	17%	14%	10%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ford Favorability					
Favorable	45%	30%	36%	49%	57%
Unfavorable	26%	38%	20%	26%	27%
Not sure	29%	32%	44%	24%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Nixon Favorability					
Favorable	19%	23%	15%	20%	22%
Unfavorable	62%	53%	63%	64%	64%
Not sure	18%	25%	22%	16%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
LBJ Favorability					
Favorable	36%	42%	31%	34%	41%
Unfavorable	39%	30%	34%	43%	47%
Not sure	25%	28%	35%	23%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
JFK Favorability					
Favorable	74%	74%	69%	76%	79%
Unfavorable	15%	13%	17%	13%	16%
Not sure	11%	13%	14%	11%	5%

