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## Who Likes Hillary Clinton, and Who Doesn't?

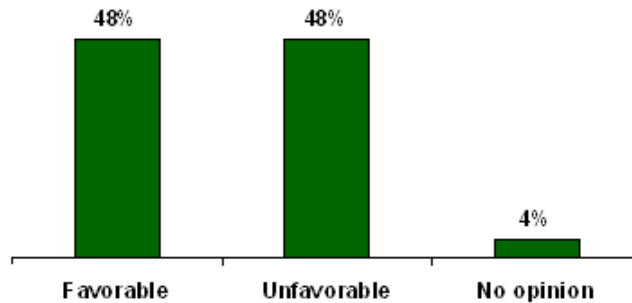
Party and ideology most important; little matters beyond that

by Frank Newport and Joseph Carroll

### GALLUP NEWS SERVICE

PRINCETON, NJ -- Americans' opinions about New York Sen. and presidential candidate Hillary Clinton mirror the underlying partisan divide in the American population today. According to an analysis of a special aggregated sample of more than 7,000 interviews in which Americans were asked to rate Clinton, all conducted between June and September of this year, the public is split precisely down the middle when asked whether its opinions of Clinton are favorable or unfavorable.

Americans' Opinions of Hillary Clinton:  
 June to September 2007 Aggregate



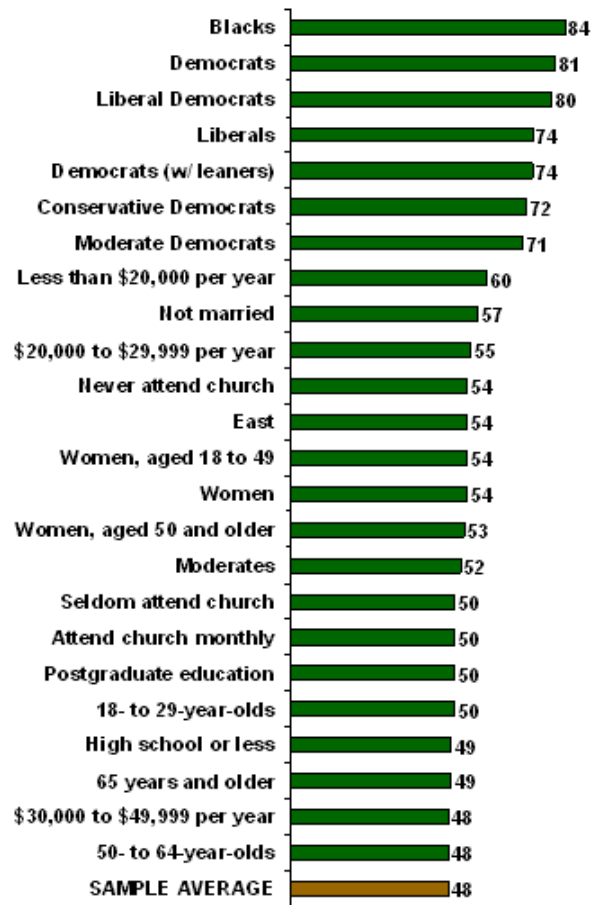
Forty-eight percent of Americans have a favorable opinion of Clinton, while 48% have an unfavorable opinion. Only 4% don't have an opinion of Clinton, making her one of the nation's most well-recognized (and polarizing) political figures.

But just who is most likely to have a favorable opinion of Clinton, and who is least likely to have a favorable opinion?

To help answer that question, Gallup analyzed opinions of Clinton among a large number of subgroups of the American population, based on age, gender, education, race, region, church attendance, income, marital status, partisanship, and ideology. All of the results are from the large 7,000-case sample of interviews conducted from June through September.

The accompanying graph displays -- in descending order -- the subgroups of Americans that are at or above the 48% overall average favorable opinion of Clinton.

**Groups Most Favorable Toward Hillary Clinton:  
June to September 2007 Aggregate**  
(percentage saying "favorable")



It is immediately apparent that there are three major variables highly related to opinions of Clinton in today's America: the respondent's party identification, the respondent's self-reported ideology, and race. Note for example that blacks', Democrats', and liberal Democrats' ratings of Clinton are more than 30 percentage points more positive than the sample average.

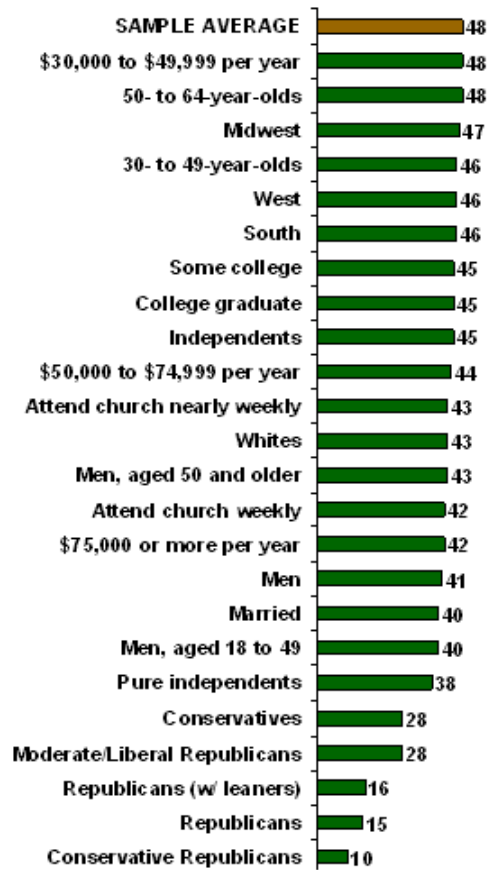
Beyond members of groups defined by these three variables, however, differences in favorable ratings of Clinton across subgroups are relatively small. Most of the other groups in the graph have average ratings fewer than 10 points above the 48% average for the sample. Women, for example, have a favorable rating of Clinton just six points above the national average. While this is significantly different from the rating among men (who, as will be seen, are below average in their ratings of Clinton), the gender gap is much, much smaller than the party or ideology gap. Similarly, those who live in the East -- which encompasses New York, the state Clinton serves -- give Clinton a favorable rating just six points higher than average.

Many of the observed differences are significant from a statistical perspective, given the large size of the data set; however, a rating six points above the average seems less substantively significant, especially when evaluated against the large differences in party and ideology.

For the most part, subgroups with *below*-average favorable ratings of Clinton are the obverse of the groups above. For example, because roughly half of the sample is women and half men, the fact that women are above average in favorable opinions of Clinton means that men must mathematically be below average.

The rank-ordered listing of groups with below-average favorable ratings of Clinton is displayed in the graph.

**Groups Least Favorable Toward Hillary Clinton:  
June to September 2007 Aggregate**  
(percentage saying "favorable")



Once again, it is apparent that party affiliation and ideology are the major factors driving Americans' opinions of Clinton. The groups at the bottom of the graph -- that is, those with the lowest favorable opinions of Clinton -- consist of Republicans and conservatives.

In general, Americans who are married, men, more religious, those with higher incomes, and whites are least likely to be positive about Clinton. But many of the differences between their ratings and the average rating are slight.

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