

**LEADING REPUBLICAN CANDIDATE IMAGES GOING INTO AN ELECTION YEAR**

<b>Date</b>	<b>Candidate</b>	<b>TOTAL POSITIVE</b>	<b>TOTAL NEGATIVE</b>	<b>DIFF SCORE</b>
<b>Dec. 1991</b>	George Bush	54%	32%	22%
<b>Dec. 1995</b>	Bob Dole	41%	33%	8%
	Pat Buchanan	21%	38%	-17%
<b>Dec. 1999</b>	John McCain	34%	6%	28%
	George W. Bush	50%	26%	24%
<b>Nov. 2003</b>	George W. Bush	53%	37%	16%
<b>Nov. 2007</b>	Rudy Giuliani	43%	31%	12%
	John McCain	35%	26%	9%
	Mike Huckabee	16%	12%	4%
	Mitt Romney	22%	29%	-7%
<b>Dec. 2011</b>	Ron Paul	19%	24%	-5%
	Mitt Romney	24%	32%	-8%
	Newt Gingrich	24%	40%	-16%

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<b>Date</b>	<b>Candidate</b>	<b>Very Positive</b>	<b>Somewhat Positive</b>	<b>Neutral</b>	<b>Somewhat Negative</b>	<b>Very Negative</b>	<b>Name/ Not Sure</b>
<b>Dec. 1991</b>	George Bush	19%	35%	13%	19%	13%	1%
<b>Dec. 1995</b>	Bob Dole	11%	30%	22%	19%	14%	4%
	Pat Buchanan	5%	16%	24%	16%	22%	17%
<b>Dec. 1999</b>	John McCain	12%	22%	24%	4%	2%	36%
	George W. Bush	19%	31%	21%	16%	10%	3%
<b>Nov. 2003</b>	George W. Bush	34%	19%	10%	13%	24%	-
<b>Nov. 2007</b>	Rudy Giuliani	12%	31%	20%	16%	15%	6%
	John McCain	8%	27%	31%	19%	7%	8%
	Mike Huckabee	4%	12%	22%	7%	5%	50%
	Mitt Romney	4%	18%	27%	17%	12%	22%
<b>Dec. 2011</b>	Ron Paul	5%	14%	32%	14%	10%	25%
	Mitt Romney	4%	20%	30%	21%	11%	14%
	Newt Gingrich	6%	18%	23%	17%	23%	13%