

===== BANNER 1 =====																			
AREA																			
	GENDER			LIKELY TO VOTE		PARTY			St Louis					AGE			RACE		
	Total	Male	Female	Very	Some-what	Dem	Rep	Ind	City	Sub-urbs	KC Area	South-west	North	South-east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
St Louis City	37	17	20	35	2	22	8	5	37	0	0	0	0	0	12	16	9	16	21
C%	6	6	6	6	10	9	4	4	100	0	0	0	0	0	8	6	5	3	40
St Louis Suburbs	177	83	94	172	3	81	49	38	0	177	0	0	0	0	41	90	45	153	16
C%	30	30	29	30	14	34	22	34	0	100	0	0	0	0	27	32	27	30	30
KC Area	108	50	58	104	3	48	37	18	0	0	108	0	0	0	33	42	31	95	8
C%	18	18	18	18	14	20	17	16	0	0	100	0	0	0	22	15	19	18	15
Southwest	120	55	65	105	12	26	61	28	0	0	0	120	0	0	28	55	36	110	0
C%	20	20	20	18	57	11	28	25	0	0	0	100	0	0	19	20	22	21	0
North	85	34	51	84	1	30	32	16	0	0	0	0	85	0	15	47	23	75	5
C%	14	12	16	15	5	13	15	14	0	0	0	0	100	0	10	17	14	15	9
Southeast	73	35	38	70	0	32	32	8	0	0	0	0	0	73	22	31	20	68	3
C%	12	13	12	12	0	13	15	7	0	0	0	0	0	100	15	11	12	13	6

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===== BANNER 1 =====
                                     AREA
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                LIKELY
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                AGE
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                18-45
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                46-65
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                RACE
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                White
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                Black
                -----
Total
C%
Male
C%
Female
C%

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	Total	Male	Female	Fe- male	Some- what	Dem	Rep	Ind	St City	St Louis Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	274	274	0	262	9	106	106	55	17	83	50	55	34	35	69	142	63	237	26
C%	46	100	0	46	43	44	48	49	46	47	46	46	40	48	46	51	38	46	49
Female	326	0	326	308	12	133	113	58	20	94	58	65	51	38	82	139	101	280	27
C%	54	0	100	54	57	56	52	51	54	53	54	54	60	52	54	49	62	54	51

S2. How likely are you to vote in the Presidential Election on November 4th?

===== BANNER 1 =====																			
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	GENDER		LIKELY TO VOTE		PARTY			St Louis AREA						AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very likely	570	262	308	570	0	230	211	106	35	172	104	105	84	70	143	273	150	492	51
C%	95	96	94	100	0	96	96	94	95	97	96	88	99	96	95	97	91	95	96
Somewhat likely	21	9	12	0	21	3	6	6	2	3	3	12	1	0	8	5	8	18	2
C%	4	3	4	0	100	1	3	5	5	2	3	10	1	0	5	2	5	3	4
Already voted	9	3	6	0	0	6	2	1	0	2	1	3	0	3	0	3	6	7	0
C%	2	1	2	0	0	3	1	1	0	1	1	3	0	4	0	1	4	1	0

S3. And which political party do you feel closest to - Democrat, Republican, Independent/Undeclared, or something else?

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY			St Louis KC South South						AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	Area	-west	North	-east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Democrat	239	106	133	230	3	239	0	0	22	81	48	26	30	32	46	129	63	189	36
C%	40	39	41	40	14	100	0	0	59	46	44	22	35	44	30	46	38	37	68
Republican	219	106	113	211	6	0	219	0	8	49	37	61	32	32	57	93	68	208	3
C%	37	39	35	37	29	0	100	0	22	28	34	51	38	44	38	33	41	40	6
Independent/Undeclared	113	55	58	106	6	0	0	113	5	38	18	28	16	8	48	46	18	96	10
C%	19	20	18	19	29	0	0	100	14	21	17	23	19	11	32	16	11	19	19
Other	10	3	7	10	0	0	0	0	0	4	2	0	3	1	0	8	2	8	2
C%	2	1	2	2	0	0	0	0	0	2	2	0	4	1	0	3	1	2	4
Not registered yet	1	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0
C%	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Refused	18	3	15	12	6	0	0	0	2	4	3	5	4	0	0	5	12	15	2
C%	3	1	5	2	29	0	0	0	5	2	3	4	5	0	0	2	7	3	4

===== BANNER 1 =====																			
AREA																			
	GENDER			LIKELY TO VOTE		PARTY			St Louis Area						AGE			RACE	
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-25	11	6	5	9	2	2	3	6	0	3	2	3	2	1	11	0	0	11	0
C%	2	2	2	2	10	1	1	5	0	2	2	3	2	1	7	0	0	2	0
26-35	36	16	20	34	2	10	13	13	1	12	9	8	2	4	36	0	0	30	3
C%	6	6	6	6	10	4	6	12	3	7	8	7	2	5	24	0	0	6	6
36-45	104	47	57	100	4	34	41	29	11	26	22	17	11	17	104	0	0	90	11
C%	17	17	17	18	19	14	19	26	30	15	20	14	13	23	69	0	0	17	21
46-55	153	74	79	149	2	61	57	29	6	49	19	27	32	20	0	153	0	138	10
C%	26	27	24	26	10	26	26	26	16	28	18	23	38	27	0	54	0	27	19
56-65	128	68	60	124	3	68	36	17	10	41	23	28	15	11	0	128	0	99	20
C%	21	25	18	22	14	28	16	15	27	23	21	23	18	15	0	46	0	19	38
66-75	93	39	54	87	3	37	40	12	3	24	18	19	15	14	0	0	93	83	2
C%	16	14	17	15	14	15	18	11	8	14	17	16	18	19	0	0	57	16	4
Over 75	71	24	47	63	5	26	28	6	6	21	13	17	8	6	0	0	71	63	7
C%	12	9	14	11	24	11	13	5	16	12	12	14	9	8	0	0	43	12	13
Refused	4	0	4	4	0	1	1	1	0	1	2	1	0	0	0	0	0	3	0
C%	1	0	1	1	0	0	0	1	0	1	2	1	0	0	0	0	0	1	0

S5. Which of the following best describes your race or ethnicity?

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY				St Louis AREA					AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White/Caucasian	517	237	280	492	18	189	208	96	16	153	95	110	75	68	131	237	146	517	0
C%	86	86	86	86	86	79	95	85	43	86	88	92	88	93	87	84	89	100	0
African-American	53	26	27	51	2	36	3	10	21	16	8	0	5	3	14	30	9	0	53
C%	9	9	8	9	10	15	1	9	57	9	7	0	6	4	9	11	5	0	100
Asian	6	2	4	5	1	2	1	2	0	3	1	2	0	0	0	3	2	0	0
C%	1	1	1	1	5	1	0	2	0	2	1	2	0	0	0	1	1	0	0
American Indian	8	5	3	8	0	4	3	1	0	1	1	2	3	1	3	2	3	0	0
C%	1	2	1	1	0	2	1	1	0	1	1	2	4	1	2	1	2	0	0
Hispanic	7	2	5	7	0	4	2	1	0	1	3	1	2	0	1	5	1	0	0
C%	1	1	2	1	0	2	1	1	0	1	3	1	2	0	1	2	1	0	0
Undecided	1	1	0	1	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0
C%	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0
Refused	8	1	7	6	0	4	2	2	0	2	0	5	0	1	1	4	3	0	0
C%	1	0	2	1	0	2	1	2	0	1	0	4	0	1	1	1	2	0	0

Q1. Were you a Hillary Clinton supporter originally?

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY			St Louis AREA						AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	159	58	101	152	4	102	13	36	10	57	30	26	23	13	38	69	51	129	17
C%	27	21	31	27	19	43	6	32	27	32	28	22	27	18	25	25	31	25	32
No	432	212	220	409	17	134	205	74	27	114	78	94	59	60	111	207	111	381	34
C%	72	77	67	72	81	56	94	65	73	64	72	78	69	82	74	74	68	74	64
Undecided	6	1	5	6	0	1	1	3	0	4	0	0	2	0	2	3	1	6	0
C%	1	0	2	1	0	0	0	3	0	2	0	0	2	0	1	1	1	1	0
Refused	3	3	0	3	0	2	0	0	0	2	0	0	1	0	0	2	1	1	2
C%	1	1	0	1	0	1	0	0	0	1	0	0	1	0	0	1	1	0	4

Missouri (#4841)  
 Q3. Is your mind made up or do you think you might change your mind before the election?  
 BASE: Those who know who they are voting for

2008/10/20

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===== BANNER 1 =====
                                AREA
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                                St      St
                                Louis   Louis
                                City   urbs
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                                KC
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                                South
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                                North
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                                South
                                -east
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                                AGE
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                                18-45  46-65  Over
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                                RACE
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                                White  Black
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	Total	Male	Fe- male	LIKELY TO VOTE Very	Some- what	PARTY Dem	Rep	Ind	St Louis City	St Louis urbs	KC Area	South -west	North	South -east	AGE 18-45	46-65	Over 65	White	Black
Total	514	237	277	495	11	220	208	78	31	154	98	90	74	67	133	244	134	446	45
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mind made up	466	211	255	450	8	209	189	61	29	138	91	79	67	62	117	219	127	401	44
C%	91	89	92	91	73	95	91	78	94	90	93	88	91	93	88	90	95	90	98
Might change	48	26	22	45	3	11	19	17	2	16	7	11	7	5	16	25	7	45	1
C%	9	11	8	9	27	5	9	22	6	10	7	12	9	7	12	10	5	10	2



===== BANNER 1 =====																			
AREA																			
	GENDER			LIKELY TO VOTE		PARTY			St Louis AREA						AGE			RACE	
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John McCain	270	131	139	261	6	15	203	48	11	66	48	68	40	37	80	113	76	258	2
C%	45	48	43	46	29	6	93	42	30	37	44	57	47	51	53	40	46	50	4
Barack Obama	262	112	150	252	5	211	5	39	25	92	46	33	35	31	60	137	63	203	48
C%	44	41	46	44	24	88	2	35	68	52	43	28	41	42	40	49	38	39	91
Bob Barr	2	2	0	0	2	0	0	2	0	0	2	0	0	0	2	0	0	2	0
C%	0	1	0	0	10	0	0	2	0	0	2	0	0	0	1	0	0	0	0
Chuck Baldwin	2	1	1	2	0	0	1	1	0	1	1	0	0	0	0	2	0	2	0
C%	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	1	0	0	0
Ralph Nader	6	3	3	6	0	2	3	1	1	2	2	1	0	0	3	1	2	3	1
C%	1	1	1	1	0	1	1	1	3	1	2	1	0	0	2	0	1	1	2
Cynthia McKinney	1	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0
C%	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Undecided	43	18	25	38	5	8	5	17	0	10	8	12	8	5	6	19	17	36	2
C%	7	7	8	7	24	3	2	15	0	6	7	10	9	7	4	7	10	7	4
Refused	14	6	8	10	3	3	2	5	0	5	1	6	2	0	0	8	6	12	0
C%	2	2	2	2	14	1	1	4	0	3	1	5	2	0	0	3	4	2	0

Q5. Which of the following reasons drive your vote for John McCain: is it a vote for McCain, a vote for Sarah Palin, or a vote against Barack Obama?

BASE: Those voting for or leaning toward McCain

===== BANNER 1 =====																				
		AREA																		
		GENDER		LIKELY TO VOTE		PARTY			St Louis					AGE			RACE			
		Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	St City	St urbs	KC Area	South -west	South North	South -east	18-45	46-65	Over 65	White	Black
Total		270	131	139	261	6	15	203	48	11	66	48	68	40	37	80	113	76	258	2
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More of a vote for McCain		177	88	89	170	5	13	132	31	7	43	38	41	22	26	49	66	61	169	2
	C%	66	67	64	65	83	87	65	65	64	65	79	60	55	70	61	58	80	66	100
More of a vote for Palin		11	5	6	9	1	0	7	3	0	2	1	4	4	0	3	7	1	11	0
	C%	4	4	4	3	17	0	3	6	0	3	2	6	10	0	4	6	1	4	0
More of a vote against Obama		58	28	30	58	0	2	48	8	2	16	3	17	9	11	22	25	11	56	0
	C%	21	21	22	22	0	13	24	17	18	24	6	25	23	30	28	22	14	22	0
Other		17	8	9	17	0	0	12	4	0	4	3	6	4	0	4	10	3	15	0
	C%	6	6	6	7	0	0	6	8	0	6	6	9	10	0	5	9	4	6	0
Undecided		7	2	5	7	0	0	4	2	2	1	3	0	1	0	2	5	0	7	0
	C%	3	2	4	3	0	0	2	4	18	2	6	0	3	0	3	4	0	3	0

Q6. Which of the following reasons drive your vote for Barack Obama: is it a vote for Obama, a vote for Joe Biden, a vote against McCain, or a vote against George Bush?

BASE: Those voting for or leaning towards Obama

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY			St Louis					AGE			RACE			
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	St City	St Louis urbs	KC Area	South -west	South North	South -east	18-45	46-65	Over 65	White	Black
Total	262	112	150	252	5	211	5	39	25	92	46	33	35	31	60	137	63	203	48
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More of a vote for Obama	190	68	122	181	5	159	4	22	18	70	35	21	26	20	39	104	45	144	38
C%	73	61	81	72	100	75	80	56	72	76	76	64	74	65	65	76	71	71	79
More of a vote for Biden	4	2	2	4	0	2	0	2	2	0	0	1	1	0	2	1	1	2	1
C%	2	2	1	2	0	1	0	5	8	0	0	3	3	0	3	1	2	1	2
More of a vote against McCain	16	12	4	16	0	14	0	2	2	5	2	1	0	6	7	7	2	15	1
C%	6	11	3	6	0	7	0	5	8	5	4	3	0	19	12	5	3	7	2
More of a vote against Palin	1	0	1	1	0	0	0	1	0	0	0	0	0	1	1	0	0	1	0
C%	0	0	1	0	0	0	0	3	0	0	0	0	0	3	2	0	0	0	0
More of a vote against Bush	37	22	15	37	0	24	1	12	1	13	7	8	7	1	8	22	7	29	7
C%	14	20	10	15	0	11	20	31	4	14	15	24	20	3	13	16	11	14	15
Other	10	7	3	10	0	8	0	0	2	3	1	1	1	2	2	2	6	9	1
C%	4	6	2	4	0	4	0	0	8	3	2	3	3	6	3	1	10	4	2
Undecided	3	1	2	2	0	3	0	0	0	0	1	1	0	1	1	1	1	2	0
C%	1	1	1	1	0	1	0	0	0	0	2	3	0	3	2	1	2	1	0
Refused	1	0	1	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0
C%	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0

Q7. Which one of the following issues matters most in deciding your vote for president?

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY			St Louis			AGE			RACE					
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Taxes	39	23	16	35	2	11	17	11	0	7	6	11	7	8	15	12	12	35	0
C%	7	8	5	6	10	5	8	10	0	4	6	9	8	11	10	4	7	7	0
Education	25	12	13	24	0	13	5	7	2	8	2	5	4	4	11	5	9	18	3
C%	4	4	4	4	0	5	2	6	5	5	2	4	5	5	7	2	5	3	6
Iraq	39	20	19	38	1	24	7	7	2	19	3	5	5	5	9	17	13	33	4
C%	7	7	6	7	5	10	3	6	5	11	3	4	6	7	6	6	8	6	8
Terrorism	33	15	18	32	0	5	22	6	2	7	9	3	11	1	9	13	11	32	0
C%	6	5	6	6	0	2	10	5	5	4	8	3	13	1	6	5	7	6	0
Economy/Jobs	241	110	131	228	10	124	55	51	16	79	40	40	36	30	58	121	59	204	26
C%	40	40	40	40	48	52	25	45	43	45	37	33	42	41	38	43	36	39	49
Moral values	112	50	62	110	2	13	81	14	6	30	22	24	13	17	34	61	17	99	10
C%	19	18	19	19	10	5	37	12	16	17	20	20	15	23	23	22	10	19	19
Healthcare	52	17	35	50	2	27	11	8	7	15	11	9	7	3	8	25	19	44	6
C%	9	6	11	9	10	11	5	7	19	8	10	8	8	4	5	9	12	9	11
Other	27	15	12	27	0	8	12	6	2	5	9	9	1	1	6	13	8	24	2
C%	5	5	4	5	0	3	5	5	5	3	8	8	1	1	4	5	5	5	4
Undecided	30	10	20	26	2	14	7	3	0	7	6	12	1	4	1	14	14	26	2
C%	5	4	6	5	10	6	3	3	0	4	6	10	1	5	1	5	9	5	4
Refused	2	2	0	0	2	0	2	0	0	0	0	2	0	0	0	0	2	2	0
C%	0	1	0	0	10	0	1	0	0	0	0	2	0	0	0	0	1	0	0

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY			St Louis						AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	477	207	270	455	15	186	178	89	35	141	82	99	59	61	112	227	135	413	40
C%	80	76	83	80	71	78	81	79	95	80	76	83	69	84	74	81	82	80	75
No	119	63	56	111	6	49	41	24	2	35	26	21	25	10	39	52	27	100	13
C%	20	23	17	19	29	21	19	21	5	20	24	18	29	14	26	19	16	19	25
Undecided	4	4	0	4	0	4	0	0	0	1	0	0	1	2	0	2	2	4	0
C%	1	1	0	1	0	2	0	0	0	1	0	0	1	3	0	1	1	1	0

Q7B. Does Joe's story affect whether you will vote for John McCain or Barack Obama?

BASE: Those who know who Joe the Plimber is

===== BANNER 1 =====																				
		AREA																		
		GENDER		LIKELY TO VOTE		PARTY			St Louis					AGE			RACE			
		Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	St City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total		477	207	270	455	15	186	178	89	35	141	82	99	59	61	112	227	135	413	40
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes - More likley to vote for John McCain		39	25	14	39	0	4	23	12	5	11	6	10	4	3	18	12	9	34	1
	C%	8	12	5	9	0	2	13	13	14	8	7	10	7	5	16	5	7	8	3
Yes - More likely to vote for Barack Obama		13	5	8	13	0	11	2	0	3	4	1	2	1	2	3	10	0	11	1
	C%	3	2	3	3	0	6	1	0	9	3	1	2	2	3	3	4	0	3	3
Does not affect how I will vote		411	172	239	389	15	169	145	75	27	123	73	82	52	54	88	198	122	354	38
	C%	86	83	89	85	100	91	81	84	77	87	89	83	88	89	79	87	90	86	95
Undecided		12	4	8	12	0	2	8	1	0	3	2	4	1	2	3	7	2	12	0
	C%	3	2	3	3	0	1	4	1	0	2	2	4	2	3	3	3	1	3	0
Refused		2	1	1	2	0	0	0	1	0	0	0	1	1	0	0	0	2	2	0
	C%	0	0	0	0	0	0	0	1	0	0	0	1	2	0	0	0	1	0	0

Q8. Overall, which candidate do you trust more - Barack Obama or John McCain?

===== BANNER 1 =====																			
AREA																			
	GENDER			LIKELY TO VOTE		PARTY			St Louis AREA					AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Obama	243	107	136	232	5	198	3	39	22	88	43	26	33	31	55	126	60	187	41
C%	41	39	42	41	24	83	1	35	59	50	40	22	39	42	36	45	37	36	77
McCain	269	131	138	261	6	19	200	44	11	69	51	62	36	40	75	117	76	257	2
C%	45	48	42	46	29	8	91	39	30	39	47	52	42	55	50	42	46	50	4
Undecided	81	32	49	73	7	21	14	28	4	19	13	29	14	2	21	36	23	66	10
C%	14	12	15	13	33	9	6	25	11	11	12	24	16	3	14	13	14	13	19
Refused	7	4	3	4	3	1	2	2	0	1	1	3	2	0	0	2	5	7	0
C%	1	1	1	1	14	0	1	2	0	1	1	3	2	0	0	1	3	1	0

Q9. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

===== BANNER 1 =====																			
AREA																			
GENDER		LIKELY TO VOTE				PARTY			St Louis Area					AGE			RACE		
Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black	
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Extremely comfortable	130	49	81	124	3	116	2	11	12	48	25	15	18	12	21	75	33	97	23
C%	22	18	25	22	14	49	1	10	32	27	23	13	21	16	14	27	20	19	43
Very comfortable	135	69	66	131	2	88	14	29	12	51	26	15	15	16	44	61	29	112	21
C%	23	25	20	23	10	37	6	26	32	29	24	13	18	22	29	22	18	22	40
Somewhat comfortable	109	54	55	105	3	27	41	38	2	21	19	29	19	19	38	42	28	98	6
C%	18	20	17	18	14	11	19	34	5	12	18	24	22	26	25	15	17	19	11
Not at all comfortable	200	94	106	192	6	4	157	29	9	51	33	55	27	25	48	94	58	190	1
C%	33	34	33	34	29	2	72	26	24	29	31	46	32	34	32	33	35	37	2
Undecided	20	6	14	13	6	3	5	5	2	4	4	5	4	1	0	6	13	14	2
C%	3	2	4	2	29	1	2	4	5	2	4	4	5	1	0	2	8	3	4
Refused	6	2	4	5	1	1	0	1	0	2	1	1	2	0	0	3	3	6	0
C%	1	1	1	1	5	0	0	1	0	1	1	1	2	0	0	1	2	1	0



Q10. Regardless of how you would vote, how comfortable would you be with John McCain as president?

===== BANNER 1 =====																			
AREA																			
GENDER		LIKELY TO VOTE				PARTY			St Louis					AGE			RACE		
Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black	
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Extremely comfortable	85	43	42	82	2	10	65	10	4	25	14	18	16	8	19	32	33	80	2
C%	14	16	13	14	10	4	30	9	11	14	13	15	19	11	13	11	20	15	4
Very comfortable	151	72	79	145	5	14	105	30	9	31	39	35	18	19	53	65	33	143	3
C%	25	26	24	25	24	6	48	27	24	18	36	29	21	26	35	23	20	28	6
Somewhat comfortable	166	78	88	163	2	74	42	41	14	52	25	35	21	19	48	79	38	140	18
C%	28	28	27	29	10	31	19	36	38	29	23	29	25	26	32	28	23	27	34
Not at all comfortable	172	74	98	161	6	135	3	27	6	64	26	26	24	26	31	96	44	136	26
C%	29	27	30	28	29	56	1	24	16	36	24	22	28	36	21	34	27	26	49
Undecided	21	5	16	15	5	5	4	4	4	3	3	5	5	1	0	7	13	13	4
C%	4	2	5	3	24	2	2	4	11	2	3	4	6	1	0	2	8	3	8
Refused	5	2	3	4	1	1	0	1	0	2	1	1	1	0	0	2	3	5	0
C%	1	1	1	1	5	0	0	1	0	1	1	1	1	0	0	1	2	1	0

Q11. Which of the following comes closest to your opinion of the upcoming Presidential election?

===== BANNER 1 =====																			
AREA																			
GENDER		LIKELY TO VOTE				PARTY			St Louis AREA						AGE			RACE	
Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	St City	Louis Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black	
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Most important	203	80	123	198	5	100	66	29	16	69	44	33	15	26	49	98	55	171	23
C%	34	29	38	35	24	42	30	26	43	39	41	28	18	36	32	35	34	33	43
Very important	296	130	166	282	6	116	112	62	9	85	45	65	49	43	81	131	82	259	21
C%	49	47	51	49	29	49	51	55	24	48	42	54	58	59	54	47	50	50	40
No different than any other	90	58	32	83	6	23	37	18	12	19	16	19	20	4	20	51	19	78	9
C%	15	21	10	15	29	10	17	16	32	11	15	16	24	5	13	18	12	15	17
Not really that important	6	3	3	4	2	0	0	4	0	2	3	1	0	0	1	1	3	4	0
C%	1	1	1	1	10	0	0	4	0	1	3	1	0	0	1	0	2	1	0
Undecided	5	3	2	3	2	0	4	0	0	2	0	2	1	0	0	0	5	5	0
C%	1	1	1	1	10	0	2	0	0	1	0	2	1	0	0	0	3	1	0

Q12. When all the votes are counted in November of 2008, who do you think will be our next President?

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY			St Louis Area						AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Obama	349	164	185	329	13	204	71	59	19	116	65	62	42	45	82	172	93	300	35
C%	58	60	57	58	62	85	32	52	51	66	60	52	49	62	54	61	57	58	66
McCain	139	73	66	136	3	12	109	18	9	33	25	33	25	14	36	59	43	126	3
C%	23	27	20	24	14	5	50	16	24	19	23	28	29	19	24	21	26	24	6
Undecided	105	36	69	98	5	23	36	36	9	27	16	23	17	13	32	48	24	84	15
C%	18	13	21	17	24	10	16	32	24	15	15	19	20	18	21	17	15	16	28
Refused	7	1	6	7	0	0	3	0	0	1	2	2	1	1	1	2	4	7	0
C%	1	0	2	1	0	0	1	0	0	1	2	2	1	1	1	1	2	1	0

Q13. Has anyone in your household ever served in the U.S. military?

===== BANNER 1 =====																			
AREA																			
GENDER		LIKELY TO VOTE				PARTY			St Louis AREA						AGE			RACE	
Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black	
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	277	136	141	264	6	98	103	61	15	89	39	58	39	37	37	114	125	238	26
C%	46	50	43	46	29	41	47	54	41	50	36	48	46	51	25	41	76	46	49
No	320	138	182	304	14	141	114	52	22	88	67	62	45	36	113	166	39	277	27
C%	53	50	56	53	67	59	52	46	59	50	62	52	53	49	75	59	24	54	51
Undecided	2	0	2	2	0	0	1	0	0	0	1	0	1	0	0	1	0	1	0
C%	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0
Refused	1	0	1	0	1	0	1	0	0	0	1	0	0	0	1	0	0	1	0
C%	0	0	0	0	5	0	0	0	0	0	1	0	0	0	1	0	0	0	0

Q14. Does anyone in your household belong to a labor union?

===== BANNER 1 =====																			
AREA																			
GENDER		LIKELY TO VOTE				PARTY			St Louis AREA					AGE			RACE		
Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	St City	St Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black	
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	119	54	65	114	2	58	30	23	15	49	17	16	7	15	34	52	31	93	19
C%	20	20	20	20	10	24	14	20	41	28	16	13	8	21	23	19	19	18	36
No	477	218	259	452	19	180	186	90	20	127	91	104	77	58	116	226	133	421	34
C%	80	80	79	79	90	75	85	80	54	72	84	87	91	79	77	80	81	81	64
Undecided	2	1	1	2	0	1	1	0	0	1	0	0	1	0	1	1	0	1	0
C%	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0
Refused	2	1	1	2	0	0	2	0	2	0	0	0	0	0	0	2	0	2	0
C%	0	0	0	0	0	0	1	0	5	0	0	0	0	0	0	1	0	0	0

Q15. In the 2004 presidential election, did you vote for?

===== BANNER 1 =====																			
AREA																			
	GENDER		LIKELY TO VOTE		PARTY			St Louis Area						AGE			RACE		
	Total	Male	Fe- male	Very	Some- what	Dem	Rep	Ind	City	Sub- urbs	KC Area	South -west	North	South -east	18-45	46-65	Over 65	White	Black
Total	600	274	326	570	21	239	219	113	37	177	108	120	85	73	151	281	164	517	53
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John Kerry - Democrat	265	122	143	251	7	200	7	47	23	97	46	41	29	29	55	130	78	209	41
C%	44	45	44	44	33	84	3	42	62	55	43	34	34	40	36	46	48	40	77
George Bush - Republican	314	142	172	300	12	33	208	59	12	75	59	73	53	42	90	140	82	291	10
C%	52	52	53	53	57	14	95	52	32	42	55	61	62	58	60	50	50	56	19
Other	2	1	1	2	0	1	0	1	0	1	0	0	0	1	1	1	0	1	0
C%	0	0	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0
Did not vote	9	5	4	9	0	3	0	6	0	1	2	3	2	1	4	5	0	6	2
C%	2	2	1	2	0	1	0	5	0	1	2	3	2	1	3	2	0	1	4
Undecided	3	2	1	1	2	0	2	0	0	1	0	2	0	0	0	0	3	3	0
C%	1	1	0	0	10	0	1	0	0	1	0	2	0	0	0	0	2	1	0
Refused	7	2	5	7	0	2	2	0	2	2	1	1	1	0	1	5	1	7	0
C%	1	1	2	1	0	1	1	0	5	1	1	1	1	0	1	2	1	1	0

=====BANNER 2=====																				
	HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
	Total	Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Ag-ainst Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism
Total	600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
St Louis City	37	10	27	11	25	0	29	2	7	2	0	18	1	2	16	6	7	0	2	2
C%	6	6	6	4	10	0	6	4	4	3	0	9	3	13	7	5	13	0	5	6
St Louis Suburbs	177	57	114	66	92	10	138	16	43	16	2	70	13	5	79	30	15	7	19	7
C%	30	36	26	24	35	23	30	33	24	28	18	37	35	31	33	27	29	18	49	21
KC Area	108	30	78	48	46	8	91	7	38	3	1	35	7	2	40	22	11	6	3	9
C%	18	19	18	18	18	19	20	15	21	5	9	18	19	13	17	20	21	15	8	27
Southwest	120	26	94	68	33	12	79	11	41	17	4	21	8	1	40	24	9	11	5	3
C%	20	16	22	25	13	28	17	23	23	29	36	11	22	6	17	21	17	28	13	9
North	85	23	59	40	35	8	67	7	22	9	4	26	7	0	36	13	7	7	5	11
C%	14	14	14	15	13	19	14	15	12	16	36	14	19	0	15	12	13	18	13	33
Southeast	73	13	60	37	31	5	62	5	26	11	0	20	1	6	30	17	3	8	5	1
C%	12	8	14	14	12	12	13	10	15	19	0	11	3	38	12	15	6	21	13	3

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=====BANNER 2=====
      HILLARY          VOTE FOR          MADE UP          REASON FOR MCCAIN          REASON FOR OBAMA          MOST IMPORTANT ISSUE
      CLINTON          PRESIDENT          /CHANGE          REASON FOR MCCAIN          REASON FOR OBAMA          MOST IMPORTANT ISSUE
      SUPPORTER          -----          -----          -----          -----          -----
      -----          Mc-          Made          ch-          Mc-          ag-          ag-          ag-          Eco-          Hea-          Ter-
      Total  Yes  No  Cain  Obama  Undec  up  ange  Cain  Obama  Palin  Obama  Bush  Cain  Jobs  value  care  Taxes  Iraq  ism
      -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----
Total          600  159  432  270  262  43  466  48  177  58  11  190  37  16  241  112  52  39  39  33
C%          100  100  100  100  100  100  100  100  100  100  100  100  100  100  100  100  100  100  100  100
Male          274  58  212  131  112  18  211  26  88  28  5  68  22  12  110  50  17  23  20  15
C%          46  36  49  49  43  42  45  54  50  48  45  36  59  75  46  45  33  59  51  45
Female        326  101  220  139  150  25  255  22  89  30  6  122  15  4  131  62  35  16  19  18
C%          54  64  51  51  57  58  55  46  50  52  55  64  41  25  54  55  67  41  49  55
  
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S2. How likely are you to vote in the Presidential Election on November 4th?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		-----			-----			-----		-----			-----			-----					
		Yes No			Cain Obama Undec			Made up		Might ch- For Ag- Mc- ainst For			Ag- ainst Mc- For Obama Bush Cain			Eco- nomy/ Moral lth- Hea- value care Taxes Iraq Ter- ror					
		Total																			
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very likely		570	152	409	261	252	38	450	45	170	58	9	181	37	16	228	110	50	35	38	32
	C%	95	96	95	97	96	88	97	94	96	100	82	95	100	100	95	98	96	90	97	97
Somewhat likely		21	4	17	6	5	5	8	3	5	0	1	5	0	0	10	2	2	2	1	0
	C%	4	3	4	2	2	12	2	6	3	0	9	3	0	0	4	2	4	5	3	0
Already voted		9	3	6	3	5	0	8	0	2	0	1	4	0	0	3	0	0	2	0	1
	C%	2	2	1	1	2	0	2	0	1	0	9	2	0	0	1	0	0	5	0	3

S3. And which political party do you feel closest to - Democrat, Republican, Independent/Undeclared, or something else?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Health care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Democrat		239	102	134	15	211	8	209	11	13	2	0	159	24	14	124	13	27	11	24	5
	C%	40	64	31	6	81	19	45	23	7	3	0	84	65	88	51	12	52	28	62	15
Republican		219	13	205	203	5	5	189	19	132	48	7	4	1	0	55	81	11	17	7	22
	C%	37	8	47	75	2	12	41	40	75	83	64	2	3	0	23	72	21	44	18	67
Independent/Undeclared		113	36	74	48	39	17	61	17	31	8	3	22	12	2	51	14	8	11	7	6
	C%	19	23	17	18	15	40	13	35	18	14	27	12	32	13	21	13	15	28	18	18
Other		10	4	6	3	3	3	5	1	1	0	0	2	0	0	4	3	2	0	1	0
	C%	2	3	1	1	1	7	1	2	1	0	0	1	0	0	2	3	4	0	3	0
Not registered yet		1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
	C%	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0
Refused		18	3	13	1	3	10	2	0	0	0	1	2	0	0	7	1	3	0	0	0
	C%	3	2	3	0	1	23	0	0	0	0	9	1	0	0	3	1	6	0	0	0

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-25		11	2	9	4	5	0	5	3	1	3	0	3	2	0	6	0	0	2	1	0
	C%	2	1	2	1	2	0	1	6	1	5	0	2	5	0	2	0	0	5	3	0
26-35		36	5	29	19	15	2	31	2	10	7	0	12	2	1	13	10	3	3	1	3
	C%	6	3	7	7	6	5	7	4	6	12	0	6	5	6	5	9	6	8	3	9
36-45		104	31	73	57	40	4	81	11	38	12	3	24	4	6	39	24	5	10	7	6
	C%	17	19	17	21	15	9	17	23	21	21	27	13	11	38	16	21	10	26	18	18
46-55		153	36	112	68	67	9	121	11	39	14	6	51	14	1	60	40	12	4	9	9
	C%	26	23	26	25	26	21	26	23	22	24	55	27	38	6	25	36	23	10	23	27
56-65		128	33	95	45	70	10	98	14	27	11	1	53	8	6	61	21	13	8	8	4
	C%	21	21	22	17	27	23	21	29	15	19	9	28	22	38	25	19	25	21	21	12
66-75		93	23	68	40	37	9	73	4	33	5	0	27	2	2	39	10	5	9	8	4
	C%	16	14	16	15	14	21	16	8	19	9	0	14	5	13	16	9	10	23	21	12
Over 75		71	28	43	36	26	8	54	3	28	6	1	18	5	0	20	7	14	3	5	7
	C%	12	18	10	13	10	19	12	6	16	10	9	9	14	0	8	6	27	8	13	21
Refused		4	1	3	1	2	1	3	0	1	0	0	2	0	0	3	0	0	0	0	0
	C%	1	1	1	0	1	2	1	0	1	0	0	1	0	0	1	0	0	0	0	0

S5. Which of the following best describes your race or ethnicity?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Health care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White/Caucasian		517	129	381	258	203	36	401	45	169	56	11	144	29	15	204	99	44	35	33	32
	C%	86	81	88	96	77	84	86	94	95	97	100	76	78	94	85	88	85	90	85	97
African-American		53	17	34	2	48	2	44	1	2	0	0	38	7	1	26	10	6	0	4	0
	C%	9	11	8	1	18	5	9	2	1	0	0	20	19	6	11	9	12	0	10	0
Asian		6	2	4	1	2	2	3	0	1	0	0	2	0	0	4	0	0	0	0	0
	C%	1	1	1	0	1	5	1	0	1	0	0	1	0	0	2	0	0	0	0	0
American Indian		8	4	4	4	2	1	6	1	2	0	0	1	1	0	1	1	1	3	0	0
	C%	1	3	1	1	1	2	1	2	1	0	0	1	3	0	0	1	2	8	0	0
Hispanic		7	4	3	2	4	1	6	0	2	0	0	3	0	0	3	0	1	1	1	0
	C%	1	3	1	1	2	2	1	0	1	0	0	2	0	0	1	0	2	3	3	0
Undecided		1	0	1	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
	C%	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	3
Refused		8	3	5	2	3	1	5	1	0	2	0	2	0	0	3	2	0	0	1	0
	C%	1	2	1	1	1	2	1	2	0	3	0	1	0	0	1	2	0	0	3	0

Q1. Were you a Hillary Clinton supporter originally?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism	
Total	C%	600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	C%	159	159	0	27	115	12	126	11	19	5	2	80	18	7	84	8	22	4	16	4
		27	100	0	10	44	28	27	23	11	9	18	42	49	44	35	7	42	10	41	12
No	C%	432	0	432	241	143	29	334	37	158	51	9	107	19	8	155	101	30	34	23	28
		72	0	100	89	55	67	72	77	89	88	82	56	51	50	64	90	58	87	59	85
Undecided	C%	6	0	0	2	2	2	4	0	0	2	0	1	0	1	1	1	0	1	0	1
		1	0	0	1	1	5	1	0	0	3	0	1	0	6	0	1	0	3	0	3
Refused	C%	3	0	0	0	2	0	2	0	0	0	0	2	0	0	1	2	0	0	0	0
		1	0	0	0	1	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0

Q3. Is your mind made up or do you think you might change your mind before the election?

BASE: Those who know who they are voting for

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=====BANNER 2=====
          HILLARY          VOTE FOR          MADE UP          REASON FOR MCCAIN          REASON FOR OBAMA
          CLINTON          PRESIDENT          /CHANGE          REASON FOR MCCAIN          -----
          SUPPORTER          -----          -----          -----          -----
          -----          Mc-          Made          ch-          Mc-          ag-          ag-          ag-          Eco-          Hea-          Ter-
          Total          Yes          No          Cain          Obama          Undec          up          ange          Cain          Obama          Palin          Obama          Bush          Cain          Jobs          value          care          Taxes          Iraq          ism
-----
Total          514          137          371          259          244          0          466          48          169          55          11          183          32          13          197          105          44          36          35          33
C%          100          100          100          100          100          0          100          100          100          100          100          100          100          100          100          100          100          100          100          100
Mind made up          466          126          334          234          229          0          466          0          155          50          10          175          29          11          179          93          40          33          32          31
C%          91          92          90          90          94          0          100          0          92          91          91          96          91          85          91          89          91          92          91          94
Might change          48          11          37          25          15          0          0          48          14          5          1          8          3          2          18          12          4          3          3          2
C%          9          8          10          10          6          0          0          100          8          9          9          4          9          15          9          11          9          8          9          6
    
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=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Health care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John McCain		270	27	241	270	0	0	234	25	177	58	11	0	0	0	71	87	15	27	8	29
	C%	45	17	56	100	0	0	50	52	100	100	100	0	0	0	29	78	29	69	21	88
Barack Obama		262	115	143	0	262	0	229	15	0	0	0	190	37	16	139	14	31	10	30	4
	C%	44	72	33	0	100	0	49	31	0	0	0	100	100	100	58	13	60	26	77	12
Bob Barr		2	0	2	0	0	0	0	2	0	0	0	0	0	0	2	0	0	0	0	0
	C%	0	0	0	0	0	0	0	4	0	0	0	0	0	0	1	0	0	0	0	0
Chuck Baldwin		2	0	2	0	0	0	1	1	0	0	0	0	0	0	0	1	0	1	0	0
	C%	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0	3	0	0
Ralph Nader		6	2	4	0	0	0	1	5	0	0	0	0	0	0	0	3	0	0	0	0
	C%	1	1	1	0	0	0	0	10	0	0	0	0	0	0	0	3	0	0	0	0
Cynthia McKinney		1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
	C%	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0
Undecided		43	12	29	0	0	43	0	0	0	0	0	0	0	0	21	7	5	0	1	0
	C%	7	8	7	0	0	100	0	0	0	0	0	0	0	0	9	6	10	0	3	0
Refused		14	2	11	0	0	0	0	0	0	0	0	0	0	0	8	0	0	1	0	0
	C%	2	1	3	0	0	0	0	0	0	0	0	0	0	3	0	0	3	0	0	0

Q5. Which of the following reasons drive your vote for John McCain: is it a vote for McCain, a vote for Sarah Palin, or a vote against Barack Obama?

BASE: Those voting for or leaning toward McCain

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=====BANNER 2=====
          HILLARY          VOTE FOR          MADE UP          REASON FOR MCCAIN          REASON FOR OBAMA
          CLINTON          PRESIDENT          /CHANGE          -----          -----
          SUPPORTER          -----          -----          -----          -----
          -----          Mc-          Made          Might For          Ag-          Ag-          Eco-          Hea-          Ter-
          Total          Yes          No          Cain          Obama          Undec          up          ch-          Mc-          ainst For          For          ainst Mc-          nomy/          Moral lth-          Taxes Iraq          or
          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----
Total          270          27          241          270          0          0          234          25          177          58          11          0          0          0          71          87          15          27          8          29
C%          100          100          100          100          0          0          100          100          100          100          100          0          0          0          100          100          100          100          100          100

More of a vote for          177          19          158          177          0          0          155          14          177          0          0          0          0          0          48          46          13          18          8          19
McCain          C%          66          70          66          66          0          0          66          56          100          0          0          0          0          68          53          87          67          100          66

More of a vote for          11          2          9          11          0          0          10          1          0          0          11          0          0          0          4          3          0          0          0          2
Palin          C%          4          7          4          4          0          0          4          4          0          0          100          0          0          6          3          0          0          0          7

More of a vote against          58          5          51          58          0          0          50          5          0          58          0          0          0          0          16          24          2          4          0          6
Obama          C%          21          19          21          21          0          0          21          20          0          100          0          0          0          23          28          13          15          0          21

Other          17          0          17          17          0          0          14          3          0          0          0          0          0          0          2          9          0          5          0          1
C%          6          0          7          6          0          0          6          12          0          0          0          0          0          3          10          0          19          0          3

Undecided          7          1          6          7          0          0          5          2          0          0          0          0          0          0          1          5          0          0          0          1
C%          3          4          2          3          0          0          2          8          0          0          0          0          0          1          6          0          0          0          3
    
```



Q6. Which of the following reasons drive your vote for Barack Obama: is it a vote for Obama, a vote for Joe Biden, a vote against McCain, or a vote against George Bush?

BASE: Those voting for or leaning towards Obama

=====BANNER 2 =====																				
	HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
	Total	Yes	No	MC-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Ag-ainst Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-ror-ism
Total	262	115	143	0	262	0	229	15	0	0	0	190	37	16	139	14	31	10	30	4
C%	100	100	100	0	100	0	100	100	0	0	0	100	100	100	100	100	100	100	100	100
More of a vote for Obama	190	80	107	0	190	0	175	8	0	0	0	190	0	0	105	11	24	6	18	3
C%	73	70	75	0	73	0	76	53	0	0	0	100	0	0	76	79	77	60	60	75
More of a vote for Biden	4	3	1	0	4	0	2	0	0	0	0	0	0	0	2	0	0	1	1	0
C%	2	3	1	0	2	0	1	0	0	0	0	0	0	0	1	0	0	10	3	0
More of a vote against McCain	16	7	8	0	16	0	11	2	0	0	0	0	0	16	9	0	0	3	2	0
C%	6	6	6	0	6	0	5	13	0	0	0	0	0	100	6	0	0	30	7	0
More of a vote against Palin	1	1	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
C%	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0
More of a vote against Bush	37	18	19	0	37	0	29	3	0	0	0	0	37	0	18	2	5	0	8	1
C%	14	16	13	0	14	0	13	20	0	0	0	0	100	0	13	14	16	0	27	25
Other	10	3	7	0	10	0	7	2	0	0	0	0	0	0	3	0	1	0	1	0
C%	4	3	5	0	4	0	3	13	0	0	0	0	0	0	2	0	3	0	3	0
Undecided	3	2	1	0	3	0	3	0	0	0	0	0	0	0	2	0	0	0	0	0
C%	1	2	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
Refused	1	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
C%	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0

Q7. Which one of the following issues matters most in deciding your vote for president?

=====BANNER 2 =====																				
	HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
	Total	Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-ror-ism
Total	600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Taxes	39	4	34	27	10	0	33	3	18	4	0	6	0	3	0	0	0	39	0	0
C%	7	3	8	10	4	0	7	6	10	7	0	3	0	19	0	0	0	100	0	0
Education	25	9	16	6	17	0	17	4	5	1	0	11	1	0	0	0	0	0	0	0
C%	4	6	4	2	6	0	4	8	3	2	0	6	3	0	0	0	0	0	0	0
Iraq	39	16	23	8	30	1	32	3	8	0	0	18	8	2	0	0	0	0	39	0
C%	7	10	5	3	11	2	7	6	5	0	0	9	22	13	0	0	0	0	100	0
Terrorism	33	4	28	29	4	0	31	2	19	6	2	3	1	0	0	0	0	0	0	33
C%	6	3	6	11	2	0	7	4	11	10	18	2	3	0	0	0	0	0	0	100
Economy/Jobs	241	84	155	71	139	21	179	18	48	16	4	105	18	9	241	0	0	0	0	0
C%	40	53	36	26	53	49	38	38	27	28	36	55	49	56	100	0	0	0	0	0
Moral values	112	8	101	87	14	7	93	12	46	24	3	11	2	0	0	112	0	0	0	0
C%	19	5	23	32	5	16	20	25	26	41	27	6	5	0	0	100	0	0	0	0
Healthcare	52	22	30	15	31	5	40	4	13	2	0	24	5	0	0	0	52	0	0	0
C%	9	14	7	6	12	12	9	8	7	3	0	13	14	0	0	100	0	0	0	0
Other	27	4	22	18	7	2	25	0	12	4	2	5	0	2	0	0	0	0	0	0
C%	5	3	5	7	3	5	5	0	7	7	18	3	0	13	0	0	0	0	0	0
Undecided	30	8	21	9	10	7	16	2	8	1	0	7	2	0	0	0	0	0	0	0
C%	5	5	5	3	4	16	3	4	5	2	0	4	5	0	0	0	0	0	0	0
Refused	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Q7A. Do you know who Joe the Plumber is?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes		477	125	347	220	203	35	376	36	146	49	6	153	23	14	192	94	43	30	32	24
	C%	80	79	80	81	77	81	81	75	82	84	55	81	62	88	80	84	83	77	82	73
No		119	33	82	50	56	8	87	12	31	9	5	36	14	2	47	18	9	9	7	9
	C%	20	21	19	19	21	19	19	25	18	16	45	19	38	13	20	16	17	23	18	27
Undecided		4	1	3	0	3	0	3	0	0	0	0	1	0	0	2	0	0	0	0	0
	C%	1	1	1	0	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0

Q7B. Does Joe's story affect whether you will vote for John McCain or Barack Obama?

BASE: Those who know who Joe the Plimber is

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth care	Taxes	Iraq	Ter-rorism	
Total		477	125	347	220	203	35	376	36	146	49	6	153	23	14	192	94	43	30	32	24
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes - More likley to vote for John McCain		39	6	33	35	1	0	33	4	23	6	4	0	0	1	10	11	4	4	2	4
	C%	8	5	10	16	0	0	9	11	16	12	67	0	0	7	5	12	9	13	6	17
Yes - More likely to vote for Barack Obama		13	6	7	2	11	0	13	0	2	0	0	10	1	0	5	1	4	0	1	2
	C%	3	5	2	1	5	0	3	0	1	0	0	7	4	0	3	1	9	0	3	8
Does not affect how I will vote		411	111	298	176	189	32	323	32	115	42	2	143	21	13	174	78	33	26	29	16
	C%	86	89	86	80	93	91	86	89	79	86	33	93	91	93	91	83	77	87	91	67
Undecided		12	2	8	7	2	3	7	0	6	1	0	0	1	0	1	4	2	0	0	2
	C%	3	2	2	3	1	9	2	0	4	2	0	0	4	0	1	4	5	0	0	8
Refused		2	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
	C%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0

Q8. Overall, which candidate do you trust more - Barack Obama or John McCain?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
C%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Obama		243	106	133	3	233	2	219	13	3	0	0	175	28	15	133	10	27	12	28	4
C%		41	67	31	1	89	5	47	27	2	0	0	92	76	94	55	9	52	31	72	12
McCain		269	31	236	251	6	7	226	25	168	55	10	4	1	1	73	87	16	22	8	28
C%		45	19	55	93	2	16	48	52	95	95	91	2	3	6	30	78	31	56	21	85
Undecided		81	21	58	16	22	34	20	10	6	3	1	10	8	0	32	15	9	5	3	1
C%		14	13	13	6	8	79	4	21	3	5	9	5	22	0	13	13	17	13	8	3
Refused		7	1	5	0	1	0	1	0	0	0	0	1	0	0	3	0	0	0	0	0
C%		1	1	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0

Q9. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Health care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Extremely comfortable		130	62	68	4	124	1	124	4	4	0	0	104	11	1	71	10	16	3	14	4
	C%	22	39	16	1	47	2	27	8	2	0	0	55	30	6	29	9	31	8	36	12
Very comfortable		135	47	84	17	112	3	106	11	15	1	0	72	21	12	64	8	19	11	15	0
	C%	23	30	19	6	43	7	23	23	8	2	0	38	57	75	27	7	37	28	38	0
Somewhat comfortable		109	28	81	64	20	20	61	17	50	10	2	10	5	3	42	22	5	6	5	10
	C%	18	18	19	24	8	47	13	35	28	17	18	5	14	19	17	20	10	15	13	30
Not at all comfortable		200	17	180	180	2	9	170	16	105	46	9	2	0	0	52	69	10	19	4	19
	C%	33	11	42	67	1	21	36	33	59	79	82	1	0	0	22	62	19	49	10	58
Undecided		20	4	15	4	3	10	4	0	3	1	0	2	0	0	10	2	2	0	0	0
	C%	3	3	3	1	1	23	1	0	2	2	0	1	0	0	4	2	4	0	0	0
Refused		6	1	4	1	1	0	1	0	0	0	0	0	0	0	2	1	0	0	1	0
	C%	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	3	0

Q10. Regardless of how you would vote, how comfortable would you be with John McCain as president?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No		Mc-Cain	Obama	Undec	Made up	Might change	For McCain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Extremely comfortable		85	18	67	79	6	0	76	6	58	15	2	4	0	0	27	19	7	6	4	8
	C%	14	11	16	29	2	0	16	13	33	26	18	2	0	0	11	17	13	15	10	24
Very comfortable		151	17	132	132	13	3	128	12	97	24	4	10	0	0	47	50	8	11	4	18
	C%	25	11	31	49	5	7	27	25	55	41	36	5	0	0	20	45	15	28	10	55
Somewhat comfortable		166	46	119	56	79	22	107	22	22	18	5	58	9	8	65	30	15	16	10	3
	C%	28	29	28	21	30	51	23	46	12	31	45	31	24	50	27	27	29	41	26	9
Not at all comfortable		172	73	95	1	157	9	149	8	0	0	0	113	28	8	92	11	19	6	20	4
	C%	29	46	22	0	60	21	32	17	0	0	0	59	76	50	38	10	37	15	51	12
Undecided		21	4	16	2	6	9	6	0	0	1	0	5	0	0	8	2	3	0	0	0
	C%	4	3	4	1	2	21	1	0	0	2	0	3	0	0	3	2	6	0	0	0
Refused		5	1	3	0	1	0	0	0	0	0	0	0	0	0	2	0	0	0	1	0
	C%	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	3	0

Q11. Which of the following comes closest to your opinion of the upcoming Presidential election?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Health care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Most important		203	53	145	81	112	7	178	11	50	18	5	86	15	5	80	38	18	7	20	10
	C%	34	33	34	30	43	16	38	23	28	31	45	45	41	31	33	34	35	18	51	30
Very important		296	79	215	140	125	20	230	24	90	36	4	91	16	7	126	53	22	25	16	19
	C%	49	50	50	52	48	47	49	50	51	62	36	48	43	44	52	47	42	64	41	58
No different than any other		90	23	66	47	25	9	56	13	36	4	2	13	6	4	32	20	10	7	3	4
	C%	15	14	15	17	10	21	12	27	20	7	18	7	16	25	13	18	19	18	8	12
Not really that important		6	4	2	0	0	6	0	0	0	0	0	0	0	0	3	0	2	0	0	0
	C%	1	3	0	0	0	14	0	0	0	0	0	0	0	1	0	4	0	0	0	0
Undecided		5	0	4	2	0	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0
	C%	1	0	1	1	0	2	0	0	1	0	0	0	0	0	1	0	0	0	0	0



Q12. When all the votes are counted in November of 2008, who do you think will be our next President?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Obama		349	124	219	90	231	23	282	30	54	22	4	173	29	13	163	51	30	21	31	13
	C%	58	78	51	33	88	53	61	63	31	38	36	91	78	81	68	46	58	54	79	39
McCain		139	14	125	128	8	0	128	7	87	31	4	3	2	2	43	38	12	15	1	17
	C%	23	9	29	47	3	0	27	15	49	53	36	2	5	13	18	34	23	38	3	52
Undecided		105	21	82	49	23	20	53	11	33	5	3	14	6	1	33	22	10	3	7	3
	C%	18	13	19	18	9	47	11	23	19	9	27	7	16	6	14	20	19	8	18	9
Refused		7	0	6	3	0	0	3	0	3	0	0	0	0	0	2	1	0	0	0	0
	C%	1	0	1	1	0	0	1	0	2	0	0	0	0	0	1	1	0	0	0	0

Q13. Has anyone in your household ever served in the U.S. military?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	ch-ange	Mc-Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Hea-lth-care	Taxes	Iraq	Ter-rorism	
Total	C%	600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	C%	277	72	203	127	109	28	203	26	83	27	5	72	17	8	97	44	30	20	23	17
		46	45	47	47	42	65	44	54	47	47	45	38	46	50	40	39	58	51	59	52
No	C%	320	86	227	141	153	14	261	22	93	31	5	118	20	8	144	67	21	19	16	16
		53	54	53	52	58	33	56	46	53	53	45	62	54	50	60	60	40	49	41	48
Undecided	C%	2	0	2	1	0	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0
		0	0	0	0	0	2	0	0	0	0	9	0	0	0	0	1	0	0	0	0
Refused	C%	1	1	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
		0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0	0	0

Q14. Does anyone in your household belong to a labor union?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		-----			-----			-----		-----			-----			-----					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Health care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
C%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes		119	44	73	36	66	9	93	10	20	9	1	48	9	4	52	12	11	7	11	7
C%		20	28	17	13	25	21	20	21	11	16	9	25	24	25	22	11	21	18	28	21
No		477	114	356	231	196	33	370	38	155	49	9	142	28	12	189	98	41	32	28	24
C%		80	72	82	86	75	77	79	79	88	84	82	75	76	75	78	88	79	82	72	73
Undecided		2	1	1	1	0	1	1	0	0	0	1	0	0	0	0	2	0	0	0	0
C%		0	1	0	0	0	2	0	0	0	0	9	0	0	0	0	2	0	0	0	0
Refused		2	0	2	2	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	2
C%		0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	6

Q15. In the 2004 presidential election, did you vote for?

=====BANNER 2 =====																					
		HILLARY CLINTON SUPPORTER			VOTE FOR PRESIDENT			MADE UP /CHANGE		REASON FOR MCCAIN			REASON FOR OBAMA			MOST IMPORTANT ISSUE					
		Yes	No	Mc-Cain	Obama	Undec	Made up	Might change	For Cain	Ag-ainst Obama	For Palin	For Obama	Ag-ainst Bush	Mc-Cain	Eco-nomy/ Jobs	Moral value	Health care	Taxes	Iraq	Ter-rorism	
Total		600	159	432	270	262	43	466	48	177	58	11	190	37	16	241	112	52	39	39	33
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John Kerry - Democrat		265	119	143	21	215	22	211	14	16	4	1	156	30	13	137	16	31	11	28	5
	C%	44	75	33	8	82	51	45	29	9	7	9	82	81	81	57	14	60	28	72	15
George Bush - Republican		314	34	275	244	36	19	244	33	156	54	10	28	4	3	99	96	19	27	9	24
	C%	52	21	64	90	14	44	52	69	88	93	91	15	11	19	41	86	37	69	23	73
Other		2	0	2	1	1	0	2	0	1	0	0	0	1	0	0	0	1	0	0	1
	C%	0	0	0	0	0	0	0	0	1	0	0	0	3	0	0	0	2	0	0	3
Did not vote		9	4	5	1	8	0	5	1	1	0	0	5	2	0	3	0	0	1	1	1
	C%	2	3	1	0	3	0	1	2	1	0	0	3	5	0	1	0	0	3	3	3
Undecided		3	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	C%	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused		7	2	5	3	2	1	4	0	3	0	0	1	0	0	2	0	1	0	1	2
	C%	1	1	1	1	1	2	1	0	2	0	0	1	0	0	1	0	2	0	3	6

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN			COMFORTABLE WITH OBAMA				
	Total	Yes	No	Undec	McCain	Obama	No		Obama	McCain	Ext	Very	Some- what	Not at all	Ext	Very	Some- what	Not at all
							affect	Undec										
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
St Louis City	37	35	2	0	5	3	27	0	22	11	12	12	2	9	4	9	14	6
C%	6	7	2	0	13	23	7	0	9	4	9	9	2	5	5	6	8	3
St Louis Suburbs	177	141	35	1	11	4	123	3	88	69	48	51	21	51	25	31	52	64
C%	30	30	29	25	28	31	30	25	36	26	37	38	19	26	29	21	31	37
KC Area	108	82	26	0	6	1	73	2	43	51	25	26	19	33	14	39	25	26
C%	18	17	22	0	15	8	18	17	18	19	19	19	17	17	16	26	15	15
Southwest	120	99	21	0	10	2	82	4	26	62	15	15	29	55	18	35	35	26
C%	20	21	18	0	26	15	20	33	11	23	12	11	27	28	21	23	21	15
North	85	59	25	1	4	1	52	1	33	36	18	15	19	27	16	18	21	24
C%	14	12	21	25	10	8	13	8	14	13	14	11	17	14	19	12	13	14
Southeast	73	61	10	2	3	2	54	2	31	40	12	16	19	25	8	19	19	26
C%	12	13	8	50	8	15	13	17	13	15	9	12	17	13	9	13	11	15

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some- what	Not at all	Ext	Very	Some- what	Not at all
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	274	207	63	4	25	5	172	4	107	131	49	69	54	94	43	72	78	74
C%	46	43	53	100	64	38	42	33	44	49	38	51	50	47	51	48	47	43
Female	326	270	56	0	14	8	239	8	136	138	81	66	55	106	42	79	88	98
C%	54	57	47	0	36	62	58	67	56	51	62	49	50	53	49	52	53	57

S2. How likely are you to vote in the Presidential Election on November 4th?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
		C%																	
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Very likely	570	455	111	4	39	13	389	12	232	261	124	131	105	192	82	145	163	161	
C%	95	95	93	100	100	100	95	100	95	97	95	97	96	96	96	96	98	94	
Somewhat likely	21	15	6	0	0	0	15	0	5	6	3	2	3	6	2	5	2	6	
C%	4	3	5	0	0	0	4	0	2	2	2	1	3	3	2	3	1	3	
Already voted	9	7	2	0	0	0	7	0	6	2	3	2	1	2	1	1	1	5	
C%	2	1	2	0	0	0	2	0	2	1	2	1	1	1	1	1	1	3	

S3. And which political party do you feel closest to - Democrat, Republican, Independent/Undeclared, or something else?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
		C%																	
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Democrat	239	186	49	4	4	11	169	2	198	19	116	88	27	4	10	14	74	135	
C%	40	39	41	100	10	85	41	17	81	7	89	65	25	2	12	9	45	78	
Republican	219	178	41	0	23	2	145	8	3	200	2	14	41	157	65	105	42	3	
C%	37	37	34	0	59	15	35	67	1	74	2	10	38	79	76	70	25	2	
Independent/Undeclared	113	89	24	0	12	0	75	1	39	44	11	29	38	29	10	30	41	27	
C%	19	19	20	0	31	0	18	8	16	16	8	21	35	15	12	20	25	16	
Other	10	10	0	0	0	0	10	0	1	3	1	1	2	4	0	2	4	2	
C%	2	2	0	0	0	0	2	0	0	1	1	1	2	2	0	1	2	1	
Not registered yet	1	1	0	0	0	0	1	0	1	0	0	1	0	0	0	0	1	0	
C%	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	
Refused	18	13	5	0	0	0	11	1	1	3	0	2	1	6	0	0	4	5	
C%	3	3	4	0	0	0	3	8	0	1	0	1	1	3	0	0	2	3	



===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
18-25	11	4	7	0	0	0	4	0	6	3	1	4	4	2	2	3	3	3	
C%	2	1	6	0	0	0	1	0	2	1	1	3	4	1	2	2	2	2	
26-35	36	27	9	0	2	3	20	2	12	17	7	8	10	11	1	14	12	9	
C%	6	6	8	0	5	23	5	17	5	6	5	6	9	6	1	9	7	5	
36-45	104	81	23	0	16	0	64	1	37	55	13	32	24	35	16	36	33	19	
C%	17	17	19	0	41	0	16	8	15	20	10	24	22	18	19	24	20	11	
46-55	153	120	32	1	9	2	102	7	63	67	37	31	27	53	22	40	41	45	
C%	26	25	27	25	23	15	25	58	26	25	28	23	25	27	26	26	25	26	
56-65	128	107	20	1	3	8	96	0	63	50	38	30	15	41	10	25	38	51	
C%	21	22	17	25	8	62	23	0	26	19	29	22	14	21	12	17	23	30	
66-75	93	80	11	2	8	0	68	2	37	39	15	23	13	36	20	14	27	25	
C%	16	17	9	50	21	0	17	17	15	14	12	17	12	18	24	9	16	15	
Over 75	71	55	16	0	1	0	54	0	23	37	18	6	15	22	13	19	11	19	
C%	12	12	13	0	3	0	13	0	9	14	14	4	14	11	15	13	7	11	
Refused	4	3	1	0	0	0	3	0	2	1	1	1	1	0	1	0	1	1	
C%	1	1	1	0	0	0	1	0	1	0	1	1	1	0	1	0	1	1	

S5. Which of the following best describes your race or ethnicity?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
White/Caucasian	517	413	100	4	34	11	354	12	187	257	97	112	98	190	80	143	140	136	
C%	86	87	84	100	87	85	86	100	77	96	75	83	90	95	94	95	84	79	
African-American	53	40	13	0	1	1	38	0	41	2	23	21	6	1	2	3	18	26	
C%	9	8	11	0	3	8	9	0	17	1	18	16	6	1	2	2	11	15	
Asian	6	4	2	0	1	0	3	0	3	1	1	1	1	1	1	0	1	2	
C%	1	1	2	0	3	0	1	0	1	0	1	1	1	1	1	0	1	1	
American Indian	8	7	1	0	2	0	5	0	3	4	2	1	2	3	0	2	4	2	
C%	1	1	1	0	5	0	1	0	1	1	2	1	2	2	0	1	2	1	
Hispanic	7	5	2	0	1	1	3	0	4	2	4	0	0	2	2	0	2	2	
C%	1	1	2	0	3	8	1	0	2	1	3	0	0	1	2	0	1	1	
Undecided	1	1	0	0	0	0	1	0	0	1	0	0	0	1	0	1	0	0	
C%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	
Refused	8	7	1	0	0	0	7	0	5	2	3	0	2	2	0	2	1	4	
C%	1	1	1	0	0	0	2	0	2	1	2	0	2	1	0	1	1	2	

Q1. Were you a Hillary Clinton supporter originally?

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect		Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
							Undec	Undec										
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	159	125	33	1	6	6	111	2	106	31	62	47	28	17	18	17	46	73
C%	27	26	28	25	15	46	27	17	44	12	48	35	26	9	21	11	28	42
No	432	347	82	3	33	7	298	8	133	236	68	84	81	180	67	132	119	95
C%	72	73	69	75	85	54	73	67	55	88	52	62	74	90	79	87	72	55
Undecided	6	4	2	0	0	0	2	2	2	2	0	2	0	3	0	2	1	2
C%	1	1	2	0	0	0	0	17	1	1	0	1	0	2	0	1	1	1
Refused	3	1	2	0	0	0	0	0	2	0	0	2	0	0	0	0	0	2
C%	1	0	2	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1

Q3. Is your mind made up or do you think you might change your mind before the election?

BASE: Those who know who they are voting for

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
Total	514	412	99	3	37	13	355	7	232	251	128	117	78	186	82	140	129	157
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mind made up	466	376	87	3	33	13	323	7	219	226	124	106	61	170	76	128	107	149
C%	91	91	88	100	89	100	91	100	94	90	97	91	78	91	93	91	83	95
Might change	48	36	12	0	4	0	32	0	13	25	4	11	17	16	6	12	22	8
C%	9	9	12	0	11	0	9	0	6	10	3	9	22	9	7	9	17	5

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John McCain	270	220	50	0	35	2	176	7	3	251	4	17	64	180	79	132	56	1
C%	45	46	42	0	90	15	43	58	1	93	3	13	59	90	93	87	34	1
Barack Obama	262	203	56	3	1	11	189	2	233	6	124	112	20	2	6	13	79	157
C%	44	43	47	75	3	85	46	17	96	2	95	83	18	1	7	9	48	91
Bob Barr	2	2	0	0	0	0	2	0	2	0	0	2	0	0	0	2	0	0
C%	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0
Chuck Baldwin	2	2	0	0	1	0	1	0	0	2	0	0	0	2	0	0	2	0
C%	0	0	0	0	3	0	0	0	0	1	0	0	0	1	0	0	1	0
Ralph Nader	6	4	2	0	2	0	2	0	1	2	0	0	2	4	0	1	4	1
C%	1	1	2	0	5	0	0	0	0	1	0	0	2	2	0	1	2	1
Cynthia McKinney	1	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1
C%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Undecided	43	35	8	0	0	0	32	3	2	7	1	3	20	9	0	3	22	9
C%	7	7	7	0	0	0	8	25	1	3	1	2	18	5	0	2	13	5
Refused	14	10	3	1	0	0	8	0	2	0	1	1	3	2	0	0	3	3
C%	2	2	3	25	0	0	2	0	1	0	1	1	3	1	0	0	2	2

Q5. Which of the following reasons drive your vote for John McCain: is it a vote for McCain, a vote for Sarah Palin, or a vote against Barack Obama?

BASE: Those voting for or leaning toward McCain

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No		Obama	McCain	Ext	Very	Some- what	Not at all	Ext	Very	Some- what	Not at all
							affect	Undec										
Total	270	220	50	0	35	2	176	7	3	251	4	17	64	180	79	132	56	1
C%	100	100	100	0	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More of a vote for McCain	177	146	31	0	23	2	115	6	3	168	4	15	50	105	58	97	22	0
C%	66	66	62	0	66	100	65	86	100	67	100	88	78	58	73	73	39	0
More of a vote for Palin	11	6	5	0	4	0	2	0	0	10	0	0	2	9	2	4	5	0
C%	4	3	10	0	11	0	1	0	0	4	0	0	3	5	3	3	9	0
More of a vote against Obama	58	49	9	0	6	0	42	1	0	55	0	1	10	46	15	24	18	0
C%	21	22	18	0	17	0	24	14	0	22	0	6	16	26	19	18	32	0
Other	17	14	3	0	0	0	14	0	0	11	0	1	1	14	2	4	9	1
C%	6	6	6	0	0	0	8	0	0	4	0	6	2	8	3	3	16	100
Undecided	7	5	2	0	2	0	3	0	0	7	0	0	1	6	2	3	2	0
C%	3	2	4	0	6	0	2	0	0	3	0	0	2	3	3	2	4	0

Q6. Which of the following reasons drive your vote for Barack Obama: is it a vote for Obama, a vote for Joe Biden, a vote against McCain, or a vote against George Bush?

BASE: Those voting for or leaning towards Obama

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN			COMFORTABLE WITH OBAMA				
	Total	Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
Total	262	203	56	3	1	11	189	2	233	6	124	112	20	2	6	13	79	157
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More of a vote for Obama	190	153	36	1	0	10	143	0	175	4	104	72	10	2	4	10	58	113
C%	73	75	64	33	0	91	76	0	75	67	84	64	50	100	67	77	73	72
More of a vote for Biden	4	2	2	0	0	0	2	0	4	0	2	2	0	0	0	2	1	1
C%	2	1	4	0	0	0	1	0	2	0	2	2	0	0	0	15	1	1
More of a vote against McCain	16	14	2	0	1	0	13	0	15	1	1	12	3	0	0	0	8	8
C%	6	7	4	0	100	0	7	0	6	17	1	11	15	0	0	0	10	5
More of a vote against Palin	1	1	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	1
C%	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1
More of a vote against Bush	37	23	14	0	0	1	21	1	28	1	11	21	5	0	0	0	9	28
C%	14	11	25	0	0	9	11	50	12	17	9	19	25	0	0	0	11	18
Other	10	8	0	2	0	0	8	0	7	0	4	3	2	0	1	0	3	5
C%	4	4	0	67	0	0	4	0	3	0	3	3	10	0	17	0	4	3
Undecided	3	2	1	0	0	0	1	1	2	0	1	1	0	0	1	1	0	0
C%	1	1	2	0	0	0	1	50	1	0	1	1	0	0	17	8	0	0
Refused	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1
C%	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1

Q7. Which one of the following issues matters most in deciding your vote for president?

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect		Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
							Undec	Undec										
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Taxes	39	30	9	0	4	0	26	0	12	22	3	11	6	19	6	11	16	6
C%	7	6	8	0	10	0	6	0	5	8	2	8	6	10	7	7	10	3
Education	25	17	6	2	1	0	16	0	15	7	5	10	6	2	3	4	6	10
C%	4	4	5	50	3	0	4	0	6	3	4	7	6	1	4	3	4	6
Iraq	39	32	7	0	2	1	29	0	28	8	14	15	5	4	4	4	10	20
C%	7	7	6	0	5	8	7	0	12	3	11	11	5	2	5	3	6	12
Terrorism	33	24	9	0	4	2	16	2	4	28	4	0	10	19	8	18	3	4
C%	6	5	8	0	10	15	4	17	2	10	3	0	9	10	9	12	2	2
Economy/Jobs	241	192	47	2	10	5	174	1	133	73	71	64	42	52	27	47	65	92
C%	40	40	39	50	26	38	42	8	55	27	55	47	39	26	32	31	39	53
Moral values	112	94	18	0	11	1	78	4	10	87	10	8	22	69	19	50	30	11
C%	19	20	15	0	28	8	19	33	4	32	8	6	20	35	22	33	18	6
Healthcare	52	43	9	0	4	4	33	2	27	16	16	19	5	10	7	8	15	19
C%	9	9	8	0	10	31	8	17	11	6	12	14	5	5	8	5	9	11
Other	27	23	4	0	3	0	20	0	8	18	3	4	5	14	7	8	7	4
C%	5	5	3	0	8	0	5	0	3	7	2	3	5	7	8	5	4	2
Undecided	30	22	8	0	0	0	19	3	6	10	4	4	8	11	4	1	14	6
C%	5	5	7	0	0	0	5	25	2	4	3	3	7	6	5	1	8	3
Refused	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C%	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
	C%																	
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	477	477	0	0	39	13	411	12	190	221	104	105	91	159	58	130	141	131
C%	80	100	0	0	100	100	100	100	78	82	80	78	83	80	68	86	85	76
No	119	0	119	0	0	0	0	0	50	48	26	27	17	41	27	21	24	38
C%	20	0	100	0	0	0	0	0	21	18	20	20	16	21	32	14	14	22
Undecided	4	0	0	4	0	0	0	0	3	0	0	3	1	0	0	0	1	3
C%	1	0	0	100	0	0	0	0	1	0	0	2	1	0	0	0	1	2

Q7B. Does Joe's story affect whether you will vote for John McCain or Barack Obama?

BASE: Those who know who Joe the Plumber is

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
Total	477	477	0	0	39	13	411	12	190	221	104	105	91	159	58	130	141	131
C%	100	100	0	0	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes - More likley to vote for John McCain	39	39	0	0	39	0	0	0	2	35	2	3	7	27	10	20	8	1
C%	8	8	0	0	100	0	0	0	1	16	2	3	8	17	17	15	6	1
Yes - More likely to vote for Barack Obama	13	13	0	0	0	13	0	0	8	2	8	3	0	2	0	2	4	7
C%	3	3	0	0	0	100	0	0	4	1	8	3	0	1	0	2	3	5
Does not affect how I will vote	411	411	0	0	0	0	411	0	179	177	93	95	79	127	47	101	125	122
C%	86	86	0	0	0	0	100	0	94	80	89	90	87	80	81	78	89	93
Undecided	12	12	0	0	0	0	0	12	1	7	1	3	5	3	1	7	3	1
C%	3	3	0	0	0	0	0	100	1	3	1	3	5	2	2	5	2	1
Refused	2	2	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
C%	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0

Q8. Overall, which candidate do you trust more - Barack Obama or John McCain?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
		C%																	
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Obama	243	190	50	3	2	8	179	1	243	0	124	104	13	1	5	14	65	156	
C%	41	40	42	75	5	62	44	8	100	0	95	77	12	1	6	9	39	91	
McCain	269	221	48	0	35	2	177	7	0	269	4	18	64	179	80	133	52	3	
C%	45	46	40	0	90	15	43	58	0	100	3	13	59	90	94	88	31	2	
Undecided	81	62	18	1	2	3	52	4	0	0	2	13	31	20	0	4	48	13	
C%	14	13	15	25	5	23	13	33	0	0	2	10	28	10	0	3	29	8	
Refused	7	4	3	0	0	0	3	0	0	0	0	0	1	0	0	0	1	0	
C%	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	

Q9. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
		C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Extremely comfortable	130	104	26	0	2	8	93	1	124	4	130	0	0	0	8	3	28	89	
	C%	22	22	22	0	5	62	23	8	51	1	100	0	0	9	2	17	52	
Very comfortable	135	105	27	3	3	3	95	3	104	18	0	135	0	0	7	22	39	66	
	C%	23	22	23	75	8	23	23	25	43	7	0	100	0	8	15	23	38	
Somewhat comfortable	109	91	17	1	7	0	79	5	13	64	0	0	109	0	13	42	46	8	
	C%	18	19	14	25	18	0	19	42	5	24	0	0	100	0	15	28	28	
Not at all comfortable	200	159	41	0	27	2	127	3	1	179	0	0	0	200	55	83	53	8	
	C%	33	33	34	0	69	15	31	25	0	67	0	0	0	100	65	55	32	
Undecided	20	12	8	0	0	0	12	0	1	4	0	0	0	0	2	1	0	1	
	C%	3	3	7	0	0	3	0	0	1	0	0	0	0	2	1	0	1	
Refused	6	6	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	
	C%	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	

Q10. Regardless of how you would vote, how comfortable would you be with John McCain as president?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
		C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Extremely comfortable	85	58	27	0	10	0	47	1	5	80	8	7	13	55	85	0	0	0	
	C%	14	12	23	0	26	0	11	8	2	30	6	5	12	28	100	0	0	
Very comfortable	151	130	21	0	20	2	101	7	14	133	3	22	42	83	0	151	0	0	
	C%	25	27	18	0	51	15	25	58	6	49	2	16	39	42	0	100	0	
Somewhat comfortable	166	141	24	1	8	4	125	3	65	52	28	39	46	53	0	0	166	0	
	C%	28	30	20	25	21	31	30	25	27	19	22	29	42	27	0	0	100	
Not at all comfortable	172	131	38	3	1	7	122	1	156	3	89	66	8	8	0	0	0	172	
	C%	29	27	32	75	3	54	30	8	64	1	68	49	7	4	0	0	100	
Undecided	21	12	9	0	0	0	12	0	3	1	2	1	0	1	0	0	0	0	
	C%	4	3	8	0	0	3	0	1	0	2	1	0	1	0	0	0	0	
Refused	5	5	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	
	C%	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	

Q11. Which of the following comes closest to your opinion of the upcoming Presidential election?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
		C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%	C%
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Most important	203	175	28	0	14	7	154	0	105	81	69	40	14	75	21	45	53	79	
C%	34	37	24	0	36	54	37	0	43	30	53	30	13	38	25	30	32	46	
Very important	296	226	67	3	17	3	197	8	118	143	55	71	68	91	52	77	79	77	
C%	49	47	56	75	44	23	48	67	49	53	42	53	62	46	61	51	48	45	
No different than any other	90	71	18	1	8	3	56	3	20	42	6	23	25	30	11	28	31	14	
C%	15	15	15	25	21	23	14	25	8	16	5	17	23	15	13	19	19	8	
Not really that important	6	2	4	0	0	0	2	0	0	1	0	1	2	1	0	0	2	2	
C%	1	0	3	0	0	0	0	0	0	0	0	1	2	1	0	0	1	1	
Undecided	5	3	2	0	0	0	2	1	0	2	0	0	0	3	1	1	1	0	
C%	1	1	2	0	0	0	0	8	0	1	0	0	0	2	1	1	1	0	

Q12. When all the votes are counted in November of 2008, who do you think will be our next President?

===== BANNER 3 =====

	Total	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all	
		C%																	
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Obama	349	286	60	3	4	9	269	4	218	89	117	113	59	53	25	56	106	155	
C%	58	60	50	75	10	69	65	33	90	33	90	84	54	27	29	37	64	90	
McCain	139	105	34	0	21	2	81	1	7	127	7	7	16	107	53	61	22	2	
C%	23	22	29	0	54	15	20	8	3	47	5	5	15	54	62	40	13	1	
Undecided	105	80	24	1	14	2	56	7	18	50	6	15	33	37	7	31	38	15	
C%	18	17	20	25	36	15	14	58	7	19	5	11	30	19	8	21	23	9	
Refused	7	6	1	0	0	0	5	0	0	3	0	0	1	3	0	3	0	0	
C%	1	1	1	0	0	0	1	0	0	1	0	0	1	2	0	2	0	0	

Q13. Has anyone in your household ever served in the U.S. military?

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA					
	Total	Yes	No	Undec	McCain	Obama	No affect		Obama	McCain	Ext	Very	Some-		Ext	Very	Some-		Ext	Very
							Undec	all					what	all						
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172		
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
Yes	277	229	46	2	22	1	198	6	103	131	54	58	55	96	44	63	82	74		
C%	46	48	39	50	56	8	48	50	42	49	42	43	50	48	52	42	49	43		
No	320	248	70	2	17	12	213	6	140	136	76	77	54	102	40	88	83	98		
C%	53	52	59	50	44	92	52	50	58	51	58	57	50	51	47	58	50	57		
Undecided	2	0	2	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0		
C%	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0		
Refused	1	0	1	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0		
C%	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0		



Q14. Does anyone in your household belong to a labor union?

===== BANNER 3 =====

	KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
	Total	Yes	No	Undec	McCain	Obama	No affect Undec		Obama	McCain	Ext	Very	Some-what	Not at all	Ext	Very	Some-what	Not at all
Total	600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	119	104	15	0	8	2	94	0	67	39	29	36	22	29	11	19	41	45
C%	20	22	13	0	21	15	23	0	28	14	22	27	20	15	13	13	25	26
No	477	370	103	4	31	9	316	12	176	226	100	99	87	168	74	130	124	126
C%	80	78	87	100	79	69	77	100	72	84	77	73	80	84	87	86	75	73
Undecided	2	1	1	0	0	0	1	0	0	2	1	0	0	1	0	0	1	1
C%	0	0	1	0	0	0	0	0	0	1	1	0	0	1	0	0	1	1
Refused	2	2	0	0	0	2	0	0	0	2	0	0	0	2	0	2	0	0
C%	0	0	0	0	0	15	0	0	0	1	0	0	0	1	0	1	0	0

Q15. In the 2004 presidential election, did you vote for?

===== BANNER 3 =====																			
		KNOW JOE THE PLUMBER				JOE'S STORY AFFECT WHO YOU WILL VOTE FOR				TRUST MORE		COMFORTABLE WITH MCCAIN				COMFORTABLE WITH OBAMA			
		Yes	No	Undec	McCain	Obama	No affect	Undec	Obama	McCain	Ext	Very	Some- what	Not at all	Ext	Very	Some- what	Not at all	
Total	C%																		
Total		600	477	119	4	39	13	411	12	243	269	130	135	109	200	85	151	166	172
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John Kerry - Democrat		265	204	58	3	6	9	186	2	202	26	113	95	33	14	13	17	77	146
	C%	44	43	49	75	15	69	45	17	83	10	87	70	30	7	15	11	46	85
George Bush - Republican		314	260	53	1	33	1	216	9	33	238	14	35	72	180	70	130	82	22
	C%	52	55	45	25	85	8	53	75	14	88	11	26	66	90	82	86	49	13
Other		2	2	0	0	0	1	1	0	0	1	0	1	0	1	0	1	1	0
	C%	0	0	0	0	0	8	0	0	0	0	0	1	0	1	0	1	1	0
Did not vote		9	5	4	0	0	0	5	0	7	1	3	3	3	0	2	0	4	3
	C%	2	1	3	0	0	0	1	0	3	0	2	2	3	0	2	0	2	2
Undecided		3	1	2	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0
	C%	1	0	2	0	0	0	0	8	0	0	0	0	0	1	0	0	1	0
Refused		7	5	2	0	0	2	3	0	1	3	0	1	1	4	0	3	1	1
	C%	1	1	2	0	0	15	1	0	0	1	0	1	1	2	0	2	1	1

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
St Louis City	37	16	9	12	0	19	9	15	22	15	20	23	12	0
C%	6	8	3	13	0	5	6	5	7	13	4	9	4	0
St Louis Suburbs	177	69	85	19	2	116	33	89	88	49	127	97	75	1
C%	30	34	29	21	33	33	24	32	28	41	27	37	24	11
KC Area	108	44	45	16	3	65	25	39	67	17	91	46	59	2
C%	18	22	15	18	50	19	18	14	21	14	19	17	19	22
Southwest	120	33	65	19	1	62	33	58	62	16	104	41	73	3
C%	20	16	22	21	17	18	24	21	19	13	22	15	23	33
North	85	15	49	20	0	42	25	39	45	7	77	29	53	2
C%	14	7	17	22	0	12	18	14	14	6	16	11	17	22
Southeast	73	26	43	4	0	45	14	37	36	15	58	29	42	1
C%	12	13	15	4	0	13	10	13	11	13	12	11	13	11

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	274	80	130	58	3	164	73	136	138	54	218	122	142	5
C%	46	39	44	64	50	47	53	49	43	45	46	46	45	56
Female	326	123	166	32	3	185	66	141	182	65	259	143	172	4
C%	54	61	56	36	50	53	47	51	57	55	54	54	55	44

S2. How likely are you to vote in the Presidential Election on November 4th?

===== BANNER 4 =====														
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very likely	570	198	282	83	4	329	136	264	304	114	452	251	300	9
C%	95	98	95	92	67	94	98	95	95	96	95	95	96	100
Somewhat likely	21	5	6	6	2	13	3	6	14	2	19	7	12	0
C%	4	2	2	7	33	4	2	2	4	2	4	3	4	0
Already voted	9	0	8	1	0	7	0	7	2	3	6	7	2	0
C%	2	0	3	1	0	2	0	3	1	3	1	3	1	0

S3. And which political party do you feel closest to - Democrat, Republican, Independent/Undeclared, or something else?

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Democrat	239	100	116	23	0	204	12	98	141	58	180	200	33	3
C%	40	49	39	26	0	58	9	35	44	49	38	75	11	33
Republican	219	66	112	37	0	71	109	103	114	30	186	7	208	0
C%	37	33	38	41	0	20	78	37	36	25	39	3	66	0
Independent/Undeclared	113	29	62	18	4	59	18	61	52	23	90	47	59	6
C%	19	14	21	20	67	17	13	22	16	19	19	18	19	67
Other	10	4	1	5	0	4	0	4	6	1	9	2	6	0
C%	2	2	0	6	0	1	0	1	2	1	2	1	2	0
Not registered yet	1	0	1	0	0	1	0	1	0	1	0	1	0	0
C%	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Refused	18	4	4	7	2	10	0	10	7	6	12	8	8	0
C%	3	2	1	8	33	3	0	4	2	5	3	3	3	0

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-25	11	2	9	0	0	7	1	5	6	1	10	3	4	4
C%	2	1	3	0	0	2	1	2	2	1	2	1	1	44
26-35	36	12	19	4	1	19	10	7	29	8	27	12	23	0
C%	6	6	6	4	17	5	7	3	9	7	6	5	7	0
36-45	104	35	53	16	0	56	25	25	78	25	79	40	63	0
C%	17	17	18	18	0	16	18	9	24	21	17	15	20	0
46-55	153	52	71	30	0	94	30	52	100	27	125	66	84	2
C%	26	26	24	33	0	27	22	19	31	23	26	25	27	22
56-65	128	46	60	21	1	78	29	62	66	25	101	64	56	3
C%	21	23	20	23	17	22	21	22	21	21	21	24	18	33
66-75	93	35	45	9	0	51	27	70	23	18	75	42	48	0
C%	16	17	15	10	0	15	19	25	7	15	16	16	15	0
Over 75	71	20	37	10	3	42	16	55	16	13	58	36	34	0
C%	12	10	13	11	50	12	12	20	5	11	12	14	11	0
Refused	4	1	2	0	1	2	1	1	2	2	2	2	2	0
C%	1	0	1	0	17	1	1	0	1	2	0	1	1	0

S5. Which of the following best describes your race or ethnicity?

===== BANNER 4 =====															
	Total	IMPORTANCE OF ELECTION				NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			Did not vote
		Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush		
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
White/Caucasian	517	171	259	78	4	300	126	238	277	93	421	209	291	6	
C%	86	84	88	87	67	86	91	86	87	78	88	79	93	67	
African-American	53	23	21	9	0	35	3	26	27	19	34	41	10	2	
C%	9	11	7	10	0	10	2	9	8	16	7	15	3	22	
Asian	6	3	0	1	2	2	1	0	5	1	5	3	3	0	
C%	1	1	0	1	33	1	1	0	2	1	1	1	1	0	
American Indian	8	1	6	1	0	4	4	5	3	3	4	3	5	0	
C%	1	0	2	1	0	1	3	2	1	3	1	1	2	0	
Hispanic	7	2	4	1	0	4	2	3	4	1	6	3	3	1	
C%	1	1	1	1	0	1	1	1	1	1	1	1	1	11	
Undecided	1	1	0	0	0	0	1	1	0	1	0	0	0	0	
C%	0	0	0	0	0	0	1	0	0	1	0	0	0	0	
Refused	8	2	6	0	0	4	2	4	4	1	7	6	2	0	
C%	1	1	2	0	0	1	1	1	1	1	1	2	1	0	



Q1. Were you a Hillary Clinton supporter originally?

===== BANNER 4 =====															
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote	
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Yes	159	53	79	23	4	124	14	72	86	44	114	119	34	4	
C%	27	26	27	26	67	36	10	26	27	37	24	45	11	44	
No	432	145	215	66	2	219	125	203	227	73	356	143	275	5	
C%	72	71	73	73	33	63	90	73	71	61	75	54	88	56	
Undecided	6	3	2	0	0	4	0	1	5	2	4	1	4	0	
C%	1	1	1	0	0	1	0	0	2	2	1	0	1	0	
Refused	3	2	0	1	0	2	0	1	2	0	3	2	1	0	
C%	1	1	0	1	0	1	0	0	1	0	1	1	0	0	

Q3. Is your mind made up or do you think you might change your mind before the election?

BASE: Those who know who they are voting for

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	514	189	254	69	0	312	135	229	283	103	408	225	277	6
C%	100	100	100	100	0	100	100	100	100	100	100	100	100	100
Mind made up	466	178	230	56	0	282	128	203	261	93	370	211	244	5
C%	91	94	91	81	0	90	95	89	92	90	91	94	88	83
Might change	48	11	24	13	0	30	7	26	22	10	38	14	33	1
C%	9	6	9	19	0	10	5	11	8	10	9	6	12	17

===== BANNER 4 =====															
	Total	IMPORTANCE OF ELECTION				NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			Did not vote
		Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush		
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
John McCain	270	81	140	47	0	90	128	127	141	36	231	21	244	1	
C%	45	40	47	52	0	26	92	46	44	30	48	8	78	11	
Barack Obama	262	112	125	25	0	231	8	109	153	66	196	215	36	8	
C%	44	55	42	28	0	66	6	39	48	55	41	81	11	89	
Bob Barr	2	0	2	0	0	2	0	0	2	0	2	0	2	0	
C%	0	0	1	0	0	1	0	0	1	0	0	0	1	0	
Chuck Baldwin	2	0	1	1	0	0	2	1	1	1	1	0	2	0	
C%	0	0	0	1	0	0	1	0	0	1	0	0	1	0	
Ralph Nader	6	1	2	3	0	2	1	4	2	3	3	2	4	0	
C%	1	0	1	3	0	1	1	1	1	3	1	1	1	0	
Cynthia McKinney	1	0	0	1	0	0	0	1	0	0	1	1	0	0	
C%	0	0	0	1	0	0	0	0	0	0	0	0	0	0	
Undecided	43	7	20	9	6	23	0	28	14	9	33	22	19	0	
C%	7	3	7	10	100	7	0	10	4	8	7	8	6	0	
Refused	14	2	6	4	0	1	0	7	7	4	10	4	7	0	
C%	2	1	2	4	0	0	0	3	2	3	2	2	2	0	

Q5. Which of the following reasons drive your vote for John McCain: is it a vote for McCain, a vote for Sarah Palin, or a vote against Barack Obama?

BASE: Those voting for or leaning toward McCain

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No	Not	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did
				diff	really									not
Total	270	81	140	47	0	90	128	127	141	36	231	21	244	1
C%	100	100	100	100	0	100	100	100	100	100	100	100	100	100
More of a vote for McCain	177	50	90	36	0	54	87	83	93	20	155	16	156	1
C%	66	62	64	77	0	60	68	65	66	56	67	76	64	100
More of a vote for Palin	11	5	4	2	0	4	4	5	5	1	9	1	10	0
C%	4	6	3	4	0	4	3	4	4	3	4	5	4	0
More of a vote against Obama	58	18	36	4	0	22	31	27	31	9	49	4	54	0
C%	21	22	26	9	0	24	24	21	22	25	21	19	22	0
Other	17	3	9	4	0	7	6	8	9	2	15	0	17	0
C%	6	4	6	9	0	8	5	6	6	6	6	0	7	0
Undecided	7	5	1	1	0	3	0	4	3	4	3	0	7	0
C%	3	6	1	2	0	3	0	3	2	11	1	0	3	0

Q6. Which of the following reasons drive your vote for Barack Obama: is it a vote for Obama, a vote for Joe Biden, a vote against McCain, or a vote against George Bush?

BASE: Those voting for or leaning towards Obama

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	262	112	125	25	0	231	8	109	153	66	196	215	36	8
C%	100	100	100	100	0	100	100	100	100	100	100	100	100	100
More of a vote for Obama	190	86	91	13	0	173	3	72	118	48	142	156	28	5
C%	73	77	73	52	0	75	38	66	77	73	72	73	78	63
More of a vote for Biden	4	2	0	2	0	4	0	2	2	1	3	3	1	0
C%	2	2	0	8	0	2	0	2	1	2	2	1	3	0
More of a vote against McCain	16	5	7	4	0	13	2	8	8	4	12	13	3	0
C%	6	4	6	16	0	6	25	7	5	6	6	6	8	0
More of a vote against Palin	1	0	1	0	0	1	0	1	0	0	1	1	0	0
C%	0	0	1	0	0	0	0	1	0	0	1	0	0	0
More of a vote against Bush	37	15	16	6	0	29	2	17	20	9	28	30	4	2
C%	14	13	13	24	0	13	25	16	13	14	14	14	11	25
Other	10	3	7	0	0	8	1	7	3	3	7	9	0	0
C%	4	3	6	0	0	3	13	6	2	5	4	4	0	0
Undecided	3	0	3	0	0	2	0	1	2	0	3	2	0	1
C%	1	0	2	0	0	1	0	1	1	0	2	1	0	13
Refused	1	1	0	0	0	1	0	1	0	1	0	1	0	0
C%	0	1	0	0	0	0	0	1	0	2	0	0	0	0

Q7. Which one of the following issues matters most in deciding your vote for president?

===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No	Not	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did
				diff	really									not
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Taxes	39	7	25	7	0	21	15	20	19	7	32	11	27	1
C%	7	3	8	8	0	6	11	7	6	6	7	4	9	11
Education	25	4	16	5	0	13	3	13	12	6	19	17	7	1
C%	4	2	5	6	0	4	2	5	4	5	4	6	2	11
Iraq	39	20	16	3	0	31	1	23	16	11	28	28	9	1
C%	7	10	5	3	0	9	1	8	5	9	6	11	3	11
Terrorism	33	10	19	4	0	13	17	17	16	7	24	5	24	1
C%	6	5	6	4	0	4	12	6	5	6	5	2	8	11
Economy/Jobs	241	80	126	32	3	163	43	97	144	52	189	137	99	3
C%	40	39	43	36	50	47	31	35	45	44	40	52	32	33
Moral values	112	38	53	20	0	51	38	44	67	12	98	16	96	0
C%	19	19	18	22	0	15	27	16	21	10	21	6	31	0
Healthcare	52	18	22	10	2	30	12	30	21	11	41	31	19	0
C%	9	9	7	11	33	9	9	11	7	9	9	12	6	0
Other	27	15	7	5	0	15	6	13	14	7	20	8	19	0
C%	5	7	2	6	0	4	4	5	4	6	4	3	6	0
Undecided	30	11	12	4	1	12	4	18	11	6	24	12	14	2
C%	5	5	4	4	17	3	3	6	3	5	5	5	4	22
Refused	2	0	0	0	0	0	0	2	0	0	2	0	0	0
C%	0	0	0	0	0	0	0	1	0	0	0	0	0	0

Q7A. Do you know who Joe the Plumber is?

===== BANNER 4 =====														
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	477	175	226	71	2	286	105	229	248	104	370	204	260	5
C%	80	86	76	79	33	82	76	83	78	87	78	77	83	56
No	119	28	67	18	4	60	34	46	70	15	103	58	53	4
C%	20	14	23	20	67	17	24	17	22	13	22	22	17	44
Undecided	4	0	3	1	0	3	0	2	2	0	4	3	1	0
C%	1	0	1	1	0	1	0	1	1	0	1	1	0	0

Q7B. Does Joe's story affect whether you will vote for John McCain or Barack Obama?

BASE: Those who know who Joe the Plumber is

## ===== BANNER 4 =====

	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No	Not	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did
				diff	really									not
Total	477	175	226	71	2	286	105	229	248	104	370	204	260	5
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes - More likley to vote for John McCain	39	14	17	8	0	4	21	22	17	8	31	6	33	0
C%	8	8	8	11	0	1	20	10	7	8	8	3	13	0
Yes - More likely to vote for Barack Obama	13	7	3	3	0	9	2	1	12	2	9	9	1	0
C%	3	4	1	4	0	3	2	0	5	2	2	4	0	0
Does not affect how I will vote	411	154	197	56	2	269	81	198	213	94	316	186	216	5
C%	86	88	87	79	100	94	77	86	86	90	85	91	83	100
Undecided	12	0	8	3	0	4	1	6	6	0	12	2	9	0
C%	3	0	4	4	0	1	1	3	2	0	3	1	3	0
Refused	2	0	1	1	0	0	0	2	0	0	2	1	1	0
C%	0	0	0	1	0	0	0	1	0	0	1	0	0	0



Q8. Overall, which candidate do you trust more - Barack Obama or John McCain?

===== BANNER 4 =====															
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote	
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Obama	243	105	118	20	0	218	7	103	140	67	176	202	33	7	
C%	41	52	40	22	0	62	5	37	44	56	37	76	11	78	
McCain	269	81	143	42	1	89	127	131	136	39	226	26	238	1	
C%	45	40	48	47	17	26	91	47	43	33	47	10	76	11	
Undecided	81	16	32	27	5	41	5	37	43	12	69	36	39	1	
C%	14	8	11	30	83	12	4	13	13	10	14	14	12	11	
Refused	7	1	3	1	0	1	0	6	1	1	6	1	4	0	
C%	1	0	1	1	0	0	0	2	0	1	1	0	1	0	

Q9. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

===== BANNER 4 =====															
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote	
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Extremely comfortable	130	69	55	6	0	117	7	54	76	29	100	113	14	3	
C%	22	34	19	7	0	34	5	19	24	24	21	43	4	33	
Very comfortable	135	40	71	23	1	113	7	58	77	36	99	95	35	3	
C%	23	20	24	26	17	32	5	21	24	30	21	36	11	33	
Somewhat comfortable	109	14	68	25	2	59	16	55	54	22	87	33	72	3	
C%	18	7	23	28	33	17	12	20	17	18	18	12	23	33	
Not at all comfortable	200	75	91	30	1	53	107	96	102	29	168	14	180	0	
C%	33	37	31	33	17	15	77	35	32	24	35	5	57	0	
Undecided	20	3	8	5	2	7	2	10	9	2	18	10	8	0	
C%	3	1	3	6	33	2	1	4	3	2	4	4	3	0	
Refused	6	2	3	1	0	0	0	4	2	1	5	0	5	0	
C%	1	1	1	1	0	0	0	1	1	1	1	0	2	0	

Q10. Regardless of how you would vote, how comfortable would you be with John McCain as president?

===== BANNER 4 =====															
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote	
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Extremely comfortable	85	21	52	11	0	25	53	44	40	11	74	13	70	2	
C%	14	10	18	12	0	7	38	16	13	9	16	5	22	22	
Very comfortable	151	45	77	28	0	56	61	63	88	19	130	17	130	0	
C%	25	22	26	31	0	16	44	23	28	16	27	6	41	0	
Somewhat comfortable	166	53	79	31	2	106	22	82	83	41	124	77	82	4	
C%	28	26	27	34	33	30	16	30	26	34	26	29	26	44	
Not at all comfortable	172	79	77	14	2	155	2	74	98	45	126	146	22	3	
C%	29	39	26	16	33	44	1	27	31	38	26	55	7	33	
Undecided	21	3	9	5	2	7	1	10	10	2	19	12	6	0	
C%	4	1	3	6	33	2	1	4	3	2	4	5	2	0	
Refused	5	2	2	1	0	0	0	4	1	1	4	0	4	0	
C%	1	1	1	1	0	0	0	1	0	1	1	0	1	0	

Q11. Which of the following comes closest to your opinion of the upcoming Presidential election?

===== BANNER 4 =====															
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote	
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Most important	203	203	0	0	0	124	42	96	107	51	152	101	95	2	
C%	34	100	0	0	0	36	30	35	33	43	32	38	30	22	
Very important	296	0	296	0	0	173	78	132	162	50	244	132	155	7	
C%	49	0	100	0	0	50	56	48	51	42	51	50	49	78	
No different than any other	90	0	0	90	0	50	18	41	49	18	70	28	60	0	
C%	15	0	0	100	0	14	13	15	15	15	15	11	19	0	
Not really that important	6	0	0	0	6	1	0	3	2	0	6	4	2	0	
C%	1	0	0	0	100	0	0	1	1	0	1	2	1	0	
Undecided	5	0	0	0	0	1	1	5	0	0	5	0	2	0	
C%	1	0	0	0	0	0	1	2	0	0	1	0	1	0	

Q12. When all the votes are counted in November of 2008, who do you think will be our next President?

===== BANNER 4 =====															
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004			
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote	
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Obama	349	124	173	50	1	349	0	158	191	79	269	217	123	6	
C%	58	61	58	56	17	100	0	57	60	66	56	82	39	67	
McCain	139	42	78	18	0	0	139	69	69	18	119	16	120	0	
C%	23	21	26	20	0	0	100	25	22	15	25	6	38	0	
Undecided	105	36	43	18	5	0	0	48	55	18	86	32	65	3	
C%	18	18	15	20	83	0	0	17	17	15	18	12	21	33	
Refused	7	1	2	4	0	0	0	2	5	4	3	0	6	0	
C%	1	0	1	4	0	0	0	1	2	3	1	0	2	0	

Q13. Has anyone in your household ever served in the U.S. military?

===== BANNER 4 =====														
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	277	96	132	41	3	158	69	277	0	74	203	125	142	4
C%	46	47	45	46	50	45	50	100	0	62	43	47	45	44
No	320	107	162	49	2	191	69	0	320	45	272	140	169	5
C%	53	53	55	54	33	55	50	0	100	38	57	53	54	56
Undecided	2	0	1	0	1	0	0	0	0	0	1	0	2	0
C%	0	0	0	0	17	0	0	0	0	0	0	0	1	0
Refused	1	0	1	0	0	0	1	0	0	0	1	0	1	0
C%	0	0	0	0	0	0	1	0	0	0	0	0	0	0

Q14. Does anyone in your household belong to a labor union?

===== BANNER 4 =====														
	IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
	Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total	600	203	296	90	6	349	139	277	320	119	477	265	314	9
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	119	51	50	18	0	79	18	74	45	119	0	70	47	0
C%	20	25	17	20	0	23	13	27	14	100	0	26	15	0
No	477	152	244	70	6	269	119	203	272	0	477	195	265	9
C%	80	75	82	78	100	77	86	73	85	0	100	74	84	100
Undecided	2	0	2	0	0	1	0	0	1	0	0	0	2	0
C%	0	0	1	0	0	0	0	0	0	0	0	0	1	0
Refused	2	0	0	2	0	0	2	0	2	0	0	0	0	0
C%	0	0	0	2	0	0	1	0	1	0	0	0	0	0

Q15. In the 2004 presidential election, did you vote for?

===== BANNER 4 =====															
		IMPORTANCE OF ELECTION					NEXT PRESIDENT		HOUSEHOLD MEMBER SERVED U.S. MILITARY		HOUSEHOLD MEMBER IN LABOR UNION		VOTE FOR IN 2004		
		Total	Most	Very	No diff	Not really	Obama	McCain	Yes	No	Yes	No	Kerry	Bush	Did not vote
Total		600	203	296	90	6	349	139	277	320	119	477	265	314	9
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John Kerry - Democrat		265	101	132	28	4	217	16	125	140	70	195	265	0	0
	C%	44	50	45	31	67	62	12	45	44	59	41	100	0	0
George Bush - Republican		314	95	155	60	2	123	120	142	169	47	265	0	314	0
	C%	52	47	52	67	33	35	86	51	53	39	56	0	100	0
Other		2	2	0	0	0	1	1	1	1	1	1	0	0	0
	C%	0	1	0	0	0	0	1	0	0	1	0	0	0	0
Did not vote		9	2	7	0	0	6	0	4	5	0	9	0	0	9
	C%	2	1	2	0	0	2	0	1	2	0	2	0	0	100
Undecided		3	0	0	0	0	0	0	3	0	0	3	0	0	0
	C%	1	0	0	0	0	0	0	1	0	0	1	0	0	0
Refused		7	3	2	2	0	2	2	2	5	1	4	0	0	0
	C%	1	1	1	2	0	1	1	1	2	1	1	0	0	0



===== BANNER 5 =====																				
		18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
		Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	
Total	C%	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	
Total		600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
St Louis City		37	7	5	8	8	2	7	17	20	0	0	0	0	0	0	0	0	0	0
	C%	6	10	6	6	6	3	7	100	100	0	0	0	0	0	0	0	0	0	0
St Louis Suburbs		177	16	25	46	44	21	24	0	0	83	94	0	0	0	0	0	0	0	0
	C%	30	23	30	32	32	33	24	0	0	100	100	0	0	0	0	0	0	0	0
KC Area		108	19	14	19	23	12	19	0	0	0	0	50	58	0	0	0	0	0	0
	C%	18	28	17	13	17	19	19	0	0	0	0	100	100	0	0	0	0	0	0
Southwest		120	15	13	26	29	14	22	0	0	0	0	0	0	55	65	0	0	0	0
	C%	20	22	16	18	21	22	22	0	0	0	0	0	0	100	100	0	0	0	0
North		85	4	11	20	27	10	13	0	0	0	0	0	0	0	0	34	51	0	0
	C%	14	6	13	14	19	16	13	0	0	0	0	0	0	0	0	100	100	0	0
Southeast		73	8	14	23	8	4	16	0	0	0	0	0	0	0	0	0	0	35	38
	C%	12	12	17	16	6	6	16	0	0	0	0	0	0	0	0	0	0	100	100

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- Male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	
	C%																		
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	274	69	0	142	0	63	0	17	0	83	0	50	0	55	0	34	0	35	0
C%	46	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0
Female	326	0	82	0	139	0	101	0	20	0	94	0	58	0	65	0	51	0	38
C%	54	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100

S2. How likely are you to vote in the Presidential Election on November 4th?

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very likely	570	64	79	139	134	59	91	17	18	80	92	48	56	48	57	34	50	35	35
C%	95	93	96	98	96	94	90	100	90	96	98	96	97	87	88	100	98	100	92
Somewhat likely	21	5	3	2	3	2	6	0	2	2	1	2	1	5	7	0	1	0	0
C%	4	7	4	1	2	3	6	0	10	2	1	4	2	9	11	0	2	0	0
Already voted	9	0	0	1	2	2	4	0	0	1	1	0	1	2	1	0	0	0	3
C%	2	0	0	1	1	3	4	0	0	1	1	0	2	4	2	0	0	0	8

S3. And which political party do you feel closest to - Democrat, Republican, Independent/Undeclared, or something else?

===== BANNER 5 =====

	Total	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
		C%		C%		C%		C%		C%		C%		C%		C%		C%	
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Democrat	239	22	24	66	63	18	45	9	13	32	49	28	20	9	17	11	19	17	15
C%	40	32	29	46	45	29	45	53	65	39	52	56	34	16	26	32	37	49	39
Republican	219	23	34	48	45	35	33	5	3	22	27	16	21	32	29	14	18	17	15
C%	37	33	41	34	32	56	33	29	15	27	29	32	36	58	45	41	35	49	39
Independent/Undeclared	113	24	24	24	22	7	11	3	2	26	12	5	13	14	14	6	10	1	7
C%	19	35	29	17	16	11	11	18	10	31	13	10	22	25	22	18	20	3	18
Other	10	0	0	3	5	0	2	0	0	1	3	1	1	0	0	1	2	0	1
C%	2	0	0	2	4	0	2	0	0	1	3	2	2	0	0	3	4	0	3
Not registered yet	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
C%	0	0	0	0	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0
Refused	18	0	0	1	4	2	10	0	2	1	3	0	3	0	5	2	2	0	0
C%	3	0	0	1	3	3	10	0	10	1	3	0	5	0	8	6	4	0	0

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	
	C%																		
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-25	11	6	5	0	0	0	0	0	0	1	2	2	0	2	1	1	1	0	1
C%	2	9	6	0	0	0	0	0	0	1	2	4	0	4	2	3	2	0	3
26-35	36	16	20	0	0	0	0	0	1	4	8	7	2	5	3	0	2	0	4
C%	6	23	24	0	0	0	0	0	5	5	9	14	3	9	5	0	4	0	11
36-45	104	47	57	0	0	0	0	7	4	11	15	10	12	8	9	3	8	8	9
C%	17	68	70	0	0	0	0	41	20	13	16	20	21	15	14	9	16	23	24
46-55	153	0	0	74	79	0	0	2	4	24	25	7	12	13	14	14	18	14	6
C%	26	0	0	52	57	0	0	12	20	29	27	14	21	24	22	41	35	40	16
56-65	128	0	0	68	60	0	0	6	4	22	19	12	11	13	15	6	9	9	2
C%	21	0	0	48	43	0	0	35	20	27	20	24	19	24	23	18	18	26	5
66-75	93	0	0	0	0	39	54	1	2	11	13	7	11	9	10	8	7	3	11
C%	16	0	0	0	0	62	53	6	10	13	14	14	19	16	15	24	14	9	29
Over 75	71	0	0	0	0	24	47	1	5	10	11	5	8	5	12	2	6	1	5
C%	12	0	0	0	0	38	47	6	25	12	12	10	14	9	18	6	12	3	13
Refused	4	0	0	0	0	0	0	0	0	0	1	0	2	0	1	0	0	0	0
C%	1	0	0	0	0	0	0	0	0	0	1	0	3	0	2	0	0	0	0

S5. Which of the following best describes your race or ethnicity?

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	
	C%																		
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White/Caucasian	517	59	72	120	117	58	88	10	6	69	84	47	48	50	60	29	46	32	36
C%	86	86	88	85	84	92	87	59	30	83	89	94	83	91	92	85	90	91	95
African-American	53	6	8	17	13	3	6	7	14	11	5	2	6	0	0	4	1	2	1
C%	9	9	10	12	9	5	6	41	70	13	5	4	10	0	0	12	2	6	3
Asian	6	0	0	2	1	0	2	0	0	1	2	0	1	1	1	0	0	0	0
C%	1	0	0	1	1	0	2	0	0	1	2	0	2	2	2	0	0	0	0
American Indian	8	3	0	1	1	1	2	0	0	1	0	0	1	2	0	1	2	1	0
C%	1	4	0	1	1	2	2	0	0	1	0	0	2	4	0	3	4	3	0
Hispanic	7	0	1	2	3	0	1	0	0	0	1	1	2	1	0	0	2	0	0
C%	1	0	1	1	2	0	1	0	0	0	1	2	3	2	0	0	4	0	0
Undecided	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
C%	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Refused	8	0	1	0	4	1	2	0	0	0	2	0	0	1	4	0	0	0	1
C%	1	0	1	0	3	2	2	0	0	0	2	0	0	2	6	0	0	0	3

Q1. Were you a Hillary Clinton supporter originally?

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male		
	C%																		
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	159	13	25	28	41	17	34	3	7	24	33	10	20	9	17	8	15	4	9
C%	27	19	30	20	29	27	34	18	35	29	35	20	34	16	26	24	29	11	24
No	432	56	55	111	96	45	66	14	13	56	58	40	38	46	48	25	34	31	29
C%	72	81	67	78	69	71	65	82	65	67	62	80	66	84	74	74	67	89	76
Undecided	6	0	2	1	2	0	1	0	0	1	3	0	0	0	0	0	2	0	0
C%	1	0	2	1	1	0	1	0	0	1	3	0	0	0	0	0	4	0	0
Refused	3	0	0	2	0	1	0	0	0	2	0	0	0	0	0	1	0	0	0
C%	1	0	0	1	0	2	0	0	0	2	0	0	0	0	0	3	0	0	0

Q3. Is your mind made up or do you think you might change your mind before the election?

BASE: Those who know who they are voting for

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male		
	C%																		
Total	514	57	76	123	121	57	77	13	18	73	81	48	50	43	47	27	47	33	34
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mind made up	466	52	65	107	112	52	75	12	17	64	74	43	48	38	41	23	44	31	31
C%	91	91	86	87	93	91	97	92	94	88	91	90	96	88	87	85	94	94	91
Might change	48	5	11	16	9	5	2	1	1	9	7	5	2	5	6	4	3	2	3
C%	9	9	14	13	7	9	3	8	6	12	9	10	4	12	13	15	6	6	9



===== BANNER 5 =====																			
		18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-	
Total		Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John McCain	270	33	47	58	55	40	36	7	4	34	32	22	26	35	33	15	25	18	19
C%	45	48	57	41	40	63	36	41	20	41	34	44	45	64	51	44	49	51	50
Barack Obama	262	27	33	67	70	18	45	9	16	38	54	24	22	13	20	13	22	15	16
C%	44	39	40	47	50	29	45	53	80	46	57	48	38	24	31	38	43	43	42
Bob Barr	2	2	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
C%	0	3	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0
Chuck Baldwin	2	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0
C%	0	0	0	1	1	0	0	0	0	1	0	0	2	0	0	0	0	0	0
Ralph Nader	6	2	1	1	0	0	2	1	0	1	1	0	2	1	0	0	0	0	0
C%	1	3	1	1	0	0	2	6	0	1	1	0	3	2	0	0	0	0	0
Cynthia McKinney	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
C%	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Undecided	43	5	1	11	8	2	15	0	0	6	4	2	6	4	8	4	4	2	3
C%	7	7	1	8	6	3	15	0	0	7	4	4	10	7	12	12	8	6	8
Refused	14	0	0	3	5	3	3	0	0	2	3	0	1	2	4	2	0	0	0
C%	2	0	0	2	4	5	3	0	0	2	3	0	2	4	6	6	0	0	0

Q5. Which of the following reasons drive your vote for John McCain: is it a vote for McCain, a vote for Sarah Palin, or a vote against Barack Obama?

BASE: Those voting for or leaning toward McCain

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST			
	Total	Fe- Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	
Total	270	33	47	58	55	40	36	7	4	34	32	22	26	35	33	15	25	18	19	
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More of a vote for McCain	177	18	31	36	30	34	27	5	2	20	23	19	19	26	15	8	14	10	16	
C%	66	55	66	62	55	85	75	71	50	59	72	86	73	74	45	53	56	56	84	
More of a vote for Palin	11	2	1	3	4	0	1	0	0	1	1	0	1	2	2	2	2	0	0	
C%	4	6	2	5	7	0	3	0	0	3	3	0	4	6	6	13	8	0	0	
More of a vote against Obama	58	10	12	13	12	5	6	1	1	11	5	3	0	2	15	3	6	8	3	
C%	21	30	26	22	22	13	17	14	25	32	16	14	0	6	45	20	24	44	16	
Other	17	2	2	5	5	1	2	0	0	2	2	0	3	5	1	1	3	0	0	
C%	6	6	4	9	9	3	6	0	0	6	6	0	12	14	3	7	12	0	0	
Undecided	7	1	1	1	4	0	0	1	1	0	1	0	3	0	0	1	0	0	0	
C%	3	3	2	2	7	0	0	14	25	0	3	0	12	0	0	7	0	0	0	

Q6. Which of the following reasons drive your vote for Barack Obama: is it a vote for Obama, a vote for Joe Biden, a vote against McCain, or a vote against George Bush?

BASE: Those voting for or leaning towards Obama

===== BANNER 5 =====																			
		18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-
Total	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male
Total	262	27	33	67	70	18	45	9	16	38	54	24	22	13	20	13	22	15	16
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
More of a vote for Obama	190	12	27	46	58	10	35	3	15	26	44	17	18	6	15	8	18	8	12
C%	73	44	82	69	83	56	78	33	94	68	81	71	82	46	75	62	82	53	75
More of a vote for Biden	4	2	0	0	1	0	1	2	0	0	0	0	0	0	1	0	1	0	0
C%	2	7	0	0	1	0	2	22	0	0	0	0	0	0	5	0	5	0	0
More of a vote against McCain	16	5	2	6	1	1	1	2	0	3	2	2	0	0	1	0	0	5	1
C%	6	19	6	9	1	6	2	22	0	8	4	8	0	0	5	0	0	33	6
More of a vote against Palin	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
C%	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
More of a vote against Bush	37	5	3	13	9	4	3	0	1	8	5	4	3	6	2	4	3	0	1
C%	14	19	9	19	13	22	7	0	6	21	9	17	14	46	10	31	14	0	6
Other	10	2	0	2	0	3	3	2	0	1	2	0	1	1	0	1	0	2	0
C%	4	7	0	3	0	17	7	22	0	3	4	0	5	8	0	8	0	13	0
Undecided	3	1	0	0	1	0	1	0	0	0	0	1	0	0	1	0	0	0	1
C%	1	4	0	0	1	0	2	0	0	0	0	4	0	0	5	0	0	0	6
Refused	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
C%	0	0	0	0	0	0	2	0	0	0	2	0	0	0	0	0	0	0	0

Q7. Which one of the following issues matters most in deciding your vote for president?

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male
		male		male		male		male		male		male		male		male		male	
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Taxes	39	11	4	8	4	4	8	0	0	6	1	5	1	8	3	2	5	2	6
C%	7	16	5	6	3	6	8	0	0	7	1	10	2	15	5	6	10	6	16
Education	25	5	6	3	2	4	5	2	0	2	6	1	1	4	1	1	3	2	2
C%	4	7	7	2	1	6	5	12	0	2	6	2	2	7	2	3	6	6	5
Iraq	39	4	5	7	10	9	4	0	2	9	10	2	1	2	3	3	2	4	1
C%	7	6	6	5	7	14	4	0	10	11	11	4	2	4	5	9	4	11	3
Terrorism	33	3	6	7	6	5	6	1	1	5	2	3	6	0	3	5	6	1	0
C%	6	4	7	5	4	8	6	6	5	6	2	6	10	0	5	15	12	3	0
Economy/Jobs	241	25	33	67	54	18	41	8	8	34	45	18	22	16	24	18	18	16	14
C%	40	36	40	47	39	29	41	47	40	41	48	36	38	29	37	53	35	46	37
Moral values	112	14	20	27	34	9	8	3	3	16	14	10	12	10	14	2	11	9	8
C%	19	20	24	19	24	14	8	18	15	19	15	20	21	18	22	6	22	26	21
Healthcare	52	1	7	10	15	6	13	3	4	6	9	4	7	2	7	2	5	0	3
C%	9	1	9	7	11	10	13	18	20	7	10	8	12	4	11	6	10	0	8
Other	27	5	1	6	7	4	4	0	2	3	2	5	4	6	3	0	1	1	0
C%	5	7	1	4	5	6	4	0	10	4	2	10	7	11	5	0	2	3	0
Undecided	30	1	0	7	7	2	12	0	0	2	5	2	4	5	7	1	0	0	4
C%	5	1	0	5	5	3	12	0	0	2	5	4	7	9	11	3	0	0	11
Refused	2	0	0	0	0	2	0	0	0	0	0	0	0	2	0	0	0	0	0
C%	0	0	0	0	0	3	0	0	0	0	0	0	0	4	0	0	0	0	0

Q7A. Do you know who Joe the Plumber is?

===== BANNER 5 =====

	Total	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	477	48	64	107	120	52	83	15	20	59	82	37	45	43	56	25	34	28	33
C%	80	70	78	75	86	83	82	88	100	71	87	74	78	78	86	74	67	80	87
No	119	21	18	33	19	9	18	2	0	23	12	13	13	12	9	8	17	5	5
C%	20	30	22	23	14	14	18	12	0	28	13	26	22	22	14	24	33	14	13
Undecided	4	0	0	2	0	2	0	0	0	1	0	0	0	0	0	1	0	2	0
C%	1	0	0	1	0	3	0	0	0	1	0	0	0	0	0	3	0	6	0

Q7B. Does Joe's story affect whether you will vote for John McCain or Barack Obama?

BASE: Those who know who Joe the Plumber is

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
Total	477	48	64	107	120	52	83	15	20	59	82	37	45	43	56	25	34	28	33
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes - More likley to vote for John McCain	39	10	8	10	2	5	4	4	1	9	2	3	3	5	5	3	1	1	2
C%	8	21	13	9	2	10	5	27	5	15	2	8	7	12	9	12	3	4	6
Yes - More likely to vote for Barack Obama	13	0	3	5	5	0	0	1	2	1	3	0	1	2	0	0	1	1	1
C%	3	0	5	5	4	0	0	7	10	2	4	0	2	5	0	0	3	4	3
Does not affect how I will vote	411	37	51	90	108	45	77	10	17	48	75	33	40	34	48	21	31	26	28
C%	86	77	80	84	90	87	93	67	85	81	91	89	89	79	86	84	91	93	85
Undecided	12	1	2	2	5	1	1	0	0	1	2	1	1	2	2	0	1	0	2
C%	3	2	3	2	4	2	1	0	0	2	2	3	2	5	4	0	3	0	6
Refused	2	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0	0	0
C%	0	0	0	0	0	2	1	0	0	0	0	0	0	0	2	4	0	0	0

Q8. Overall, which candidate do you trust more - Barack Obama or John McCain?

===== BANNER 5 =====																			
		18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-	
Total		Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Obama	243	26	29	63	63	18	42	9	13	37	51	23	20	10	16	13	20	15	16
C%	41	38	35	44	45	29	42	53	65	45	54	46	34	18	25	38	39	43	42
McCain	269	33	42	60	57	38	38	7	4	38	31	22	29	30	32	14	22	20	20
C%	45	48	51	42	41	60	38	41	20	46	33	44	50	55	49	41	43	57	53
Undecided	81	10	11	18	18	4	19	1	3	7	12	5	8	13	16	6	8	0	2
C%	14	14	13	13	13	6	19	6	15	8	13	10	14	24	25	18	16	0	5
Refused	7	0	0	1	1	3	2	0	0	1	0	0	1	2	1	1	1	0	0
C%	1	0	0	1	1	5	2	0	0	1	0	0	2	4	2	3	2	0	0

Q9. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

===== BANNER 5 =====																				
		18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
		Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	Fe-	
Total	C%	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	
Total		600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Extremely comfortable		130	11	10	30	45	8	25	6	6	14	34	10	15	5	10	7	11	7	5
	C%	22	16	12	21	32	13	25	35	30	17	36	20	26	9	15	21	22	20	13
Very comfortable		135	20	24	35	26	14	15	5	7	27	24	19	7	5	10	5	10	8	8
	C%	23	29	29	25	19	22	15	29	35	33	26	38	12	9	15	15	20	23	21
Somewhat comfortable		109	18	20	26	16	10	18	0	2	11	10	8	11	19	10	9	10	7	12
	C%	18	26	24	18	12	16	18	0	10	13	11	16	19	35	15	26	20	20	32
Not at all comfortable		200	20	28	47	47	27	31	6	3	28	23	13	20	23	32	11	16	13	12
	C%	33	29	34	33	34	43	31	35	15	34	24	26	34	42	49	32	31	37	32
Undecided		20	0	0	3	3	3	10	0	2	2	2	0	4	3	2	1	3	0	1
	C%	3	0	0	2	2	5	10	0	10	2	2	0	7	5	3	3	6	0	3
Refused		6	0	0	1	2	1	2	0	0	1	1	0	1	0	1	1	1	0	0
	C%	1	0	0	1	1	2	2	0	0	1	1	0	2	0	2	3	2	0	0



Q10. Regardless of how you would vote, how comfortable would you be with John McCain as president?

===== BANNER 5 =====																				
		18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
		Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	Fe-	Male	
Total	C%	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	
Total		600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
	C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Extremely comfortable		85	8	11	15	17	20	13	3	1	15	10	7	7	5	13	8	8	5	3
	C%	14	12	13	11	12	32	13	18	5	18	11	14	12	9	20	24	16	14	8
Very comfortable		151	25	28	33	32	14	19	6	3	15	16	17	22	19	16	8	10	7	12
	C%	25	36	34	23	23	22	19	35	15	18	17	34	38	35	25	24	20	20	32
Somewhat comfortable		166	25	23	40	39	13	25	5	9	23	29	12	13	21	14	6	15	11	8
	C%	28	36	28	28	28	21	25	29	45	28	31	24	22	38	22	18	29	31	21
Not at all comfortable		172	11	20	50	46	13	31	3	3	28	36	14	12	7	19	10	14	12	14
	C%	29	16	24	35	33	21	31	18	15	34	38	28	21	13	29	29	27	34	37
Undecided		21	0	0	3	4	2	11	0	4	1	2	0	3	3	2	1	4	0	1
	C%	4	0	0	2	3	3	11	0	20	1	2	0	5	5	3	3	8	0	3
Refused		5	0	0	1	1	1	2	0	0	1	1	0	1	0	1	1	0	0	0
	C%	1	0	0	1	1	2	2	0	0	1	1	0	2	0	2	3	0	0	0

Q11. Which of the following comes closest to your opinion of the upcoming Presidential election?

===== BANNER 5 =====

	Total	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
		C%		C%		C%		C%		C%		C%		C%		C%		C%	
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Most important	203	17	32	49	49	14	41	5	11	26	43	17	27	14	19	4	11	14	12
C%	34	25	39	35	35	22	41	29	55	31	46	34	47	25	29	12	22	40	32
Very important	296	36	45	59	72	35	47	4	5	42	43	23	22	25	40	18	31	18	25
C%	49	52	55	42	52	56	47	24	25	51	46	46	38	45	62	53	61	51	66
No different than any other	90	15	5	33	18	10	9	8	4	13	6	10	6	13	6	11	9	3	1
C%	15	22	6	23	13	16	9	47	20	16	6	20	10	24	9	32	18	9	3
Not really that important	6	1	0	1	0	1	2	0	0	2	0	0	3	1	0	0	0	0	0
C%	1	1	0	1	0	2	2	0	0	2	0	0	5	2	0	0	0	0	0
Undecided	5	0	0	0	0	3	2	0	0	0	2	0	0	2	0	1	0	0	0
C%	1	0	0	0	0	5	2	0	0	0	2	0	0	4	0	3	0	0	0

Q12. When all the votes are counted in November of 2008, who do you think will be our next President?

===== BANNER 5 =====																			
		18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-		Fe-	
Total		Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male	Male	male
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Obama	349	43	39	88	84	33	60	8	11	54	62	34	31	27	35	15	27	26	19
C%	58	62	48	62	60	52	59	47	55	65	66	68	53	49	54	44	53	74	50
McCain	139	15	21	31	28	27	16	7	2	20	13	13	12	14	19	11	14	8	6
C%	23	22	26	22	20	43	16	41	10	24	14	26	21	25	29	32	27	23	16
Undecided	105	11	21	23	25	2	22	2	7	9	18	3	13	14	9	7	10	1	12
C%	18	16	26	16	18	3	22	12	35	11	19	6	22	25	14	21	20	3	32
Refused	7	0	1	0	2	1	3	0	0	0	1	0	2	0	2	1	0	0	1
C%	1	0	1	0	1	2	3	0	0	0	1	0	3	0	3	3	0	0	3

Q13. Has anyone in your household ever served in the U.S. military?

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
	C%																		
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	277	21	16	63	51	52	73	7	8	48	41	15	24	25	33	20	19	21	16
C%	46	30	20	44	37	83	72	41	40	58	44	30	41	45	51	59	37	60	42
No	320	48	65	79	87	11	28	10	12	35	53	35	32	30	32	14	31	14	22
C%	53	70	79	56	63	17	28	59	60	42	56	70	55	55	49	41	61	40	58
Undecided	2	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0
C%	0	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	2	0	0
Refused	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
C%	0	0	1	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0

Q14. Does anyone in your household belong to a labor union?

===== BANNER 5 =====

	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST		
	Total	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male	Fe- Male		
	C%																		
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	119	15	19	31	21	8	23	6	9	21	28	4	13	7	9	4	3	12	3
C%	20	22	23	22	15	13	23	35	45	25	30	8	22	13	14	12	6	34	8
No	477	53	63	110	116	55	78	10	10	61	66	46	45	48	56	30	47	23	35
C%	80	77	77	77	83	87	77	59	50	73	70	92	78	87	86	88	92	66	92
Undecided	2	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
C%	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	2	0	0
Refused	2	0	0	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0
C%	0	0	0	1	1	0	0	6	5	0	0	0	0	0	0	0	0	0	0

Q15. In the 2004 presidential election, did you vote for?

===== BANNER 5 =====

	Total	18-45		46-65		OVER 65		ST LOUIS CITY		ST LOUIS BURBS		KC AREA		SOUTHWEST		NORTH		SOUTHEAST	
		Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
		C%		C%		C%		C%		C%		C%		C%		C%		C%	
Total	600	69	82	142	139	63	101	17	20	83	94	50	58	55	65	34	51	35	38
C%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
John Kerry - Democrat	265	29	26	69	61	24	54	9	14	44	53	25	21	18	23	10	19	16	13
C%	44	42	32	49	44	38	53	53	70	53	56	50	36	33	35	29	37	46	34
George Bush - Republican	314	36	54	69	71	37	45	7	5	37	38	23	36	33	40	23	30	19	23
C%	52	52	66	49	51	59	45	41	25	45	40	46	62	60	62	68	59	54	61
Other	2	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
C%	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	3
Did not vote	9	3	1	2	3	0	0	0	0	1	0	1	1	2	1	1	1	0	1
C%	2	4	1	1	2	0	0	0	0	1	0	2	2	4	2	3	2	0	3
Undecided	3	0	0	0	0	2	1	0	0	0	1	0	0	2	0	0	0	0	0
C%	1	0	0	0	0	3	1	0	0	0	1	0	0	4	0	0	0	0	0
Refused	7	0	1	2	3	0	1	1	1	0	2	1	0	0	1	0	1	0	0
C%	1	0	1	1	2	0	1	6	5	0	2	2	0	0	2	0	2	0	0

