

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | RACE | | | |
|-----------|--------|------|-------------|----------------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Western | 153 | 73 | 80 | 149 | 4 | 61 | 64 | 28 | 153 | 0 | 0 | 20 | 15 | 32 | 33 | 51 | 120 | 7 | 5 | 14 |
| C% | 26 | 26 | 25 | 26 | 17 | 23 | 29 | 25 | 100 | 0 | 0 | 25 | 20 | 26 | 22 | 32 | 30 | 8 | 9 | 50 |
| Heartland | 49 | 22 | 27 | 48 | 1 | 17 | 24 | 8 | 0 | 49 | 0 | 8 | 5 | 8 | 13 | 15 | 38 | 4 | 0 | 4 |
| C% | 8 | 8 | 9 | 8 | 4 | 6 | 11 | 7 | 0 | 100 | 0 | 10 | 7 | 6 | 9 | 9 | 10 | 4 | 0 | 14 |
| Clark | 398 | 188 | 210 | 380 | 18 | 184 | 136 | 76 | 0 | 0 | 398 | 53 | 54 | 84 | 103 | 95 | 239 | 79 | 48 | 10 |
| C% | 66 | 66 | 66 | 66 | 78 | 70 | 61 | 68 | 0 | 0 | 100 | 65 | 73 | 68 | 69 | 59 | 60 | 88 | 91 | 36 |

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
|--------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | C% | | | | | | | | | | | | | | | | | | | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Male | 283 | 283 | 0 | 271 | 12 | 103 | 125 | 54 | 73 | 22 | 188 | 38 | 38 | 73 | 64 | 67 | 190 | 38 | 23 | 19 |
| C% | 47 | 100 | 0 | 47 | 52 | 39 | 56 | 48 | 48 | 45 | 47 | 47 | 51 | 59 | 43 | 42 | 48 | 42 | 43 | 68 |
| Female | 317 | 0 | 317 | 306 | 11 | 159 | 99 | 58 | 80 | 27 | 210 | 43 | 36 | 51 | 85 | 94 | 207 | 52 | 30 | 9 |
| C% | 53 | 0 | 100 | 53 | 48 | 61 | 44 | 52 | 52 | 55 | 53 | 53 | 49 | 41 | 57 | 58 | 52 | 58 | 57 | 32 |

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

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | | RACE | | | |
|-----------------|--------|-------|----------------|-------|---------------|-------|-------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Very likely | 577 | 271 | 306 | 577 | 0 | 249 | 218 | 109 | 149 | 48 | 380 | 72 | 70 | 121 | 146 | 157 | 383 | 83 | 52 | 27 |
| C% | 96 | 96 | 97 | 100 | 0 | 95 | 97 | 97 | 97 | 98 | 95 | 89 | 95 | 98 | 98 | 98 | 96 | 92 | 98 | 96 |
| Somewhat likely | 23 | 12 | 11 | 0 | 23 | 13 | 6 | 3 | 4 | 1 | 18 | 9 | 4 | 3 | 3 | 4 | 14 | 7 | 1 | 1 |
| C% | 4 | 4 | 3 | 0 | 100 | 5 | 3 | 3 | 3 | 2 | 5 | 11 | 5 | 2 | 2 | 2 | 4 | 8 | 2 | 4 |

Q1. And how are you registered to vote - Democrat, Republican or Unaffiliated, Independent or something else?

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | RACE | | | |
|------------------------------------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|--|
| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | | | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Democrat | 262 | 103 | 159 | 249 | 13 | 262 | 0 | 0 | 61 | 17 | 184 | 38 | 33 | 53 | 59 | 76 | 143 | 51 | 44 | 14 | |
| C% | 44 | 36 | 50 | 43 | 57 | 100 | 0 | 0 | 40 | 35 | 46 | 47 | 45 | 43 | 40 | 47 | 36 | 57 | 83 | 50 | |
| Republican | 224 | 125 | 99 | 218 | 6 | 0 | 224 | 0 | 64 | 24 | 136 | 26 | 21 | 55 | 61 | 58 | 193 | 14 | 1 | 8 | |
| C% | 37 | 44 | 31 | 38 | 26 | 0 | 100 | 0 | 42 | 49 | 34 | 32 | 28 | 44 | 41 | 36 | 49 | 16 | 2 | 29 | |
| Unaffiliated/ Independent/Other | 112 | 54 | 58 | 109 | 3 | 0 | 0 | 112 | 28 | 8 | 76 | 17 | 19 | 16 | 28 | 27 | 60 | 24 | 8 | 6 | |
| C% | 19 | 19 | 18 | 19 | 13 | 0 | 0 | 100 | 18 | 16 | 19 | 21 | 26 | 13 | 19 | 17 | 15 | 27 | 15 | 21 | |
| Not registered yet | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | |
| C% | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | |

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | RACE | | | |
|---------|--------|------|-------------|----------------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 18-25 | 17 | 11 | 6 | 9 | 8 | 11 | 3 | 3 | 5 | 3 | 9 | 17 | 0 | 0 | 0 | 0 | 7 | 6 | 1 | 1 |
| C% | 3 | 4 | 2 | 2 | 35 | 4 | 1 | 3 | 3 | 6 | 2 | 21 | 0 | 0 | 0 | 0 | 2 | 7 | 2 | 4 |
| 26-35 | 64 | 27 | 37 | 63 | 1 | 27 | 23 | 14 | 15 | 5 | 44 | 64 | 0 | 0 | 0 | 0 | 44 | 11 | 4 | 1 |
| C% | 11 | 10 | 12 | 11 | 4 | 10 | 10 | 13 | 10 | 10 | 11 | 79 | 0 | 0 | 0 | 0 | 11 | 12 | 8 | 4 |
| 36-45 | 74 | 38 | 36 | 70 | 4 | 33 | 21 | 19 | 15 | 5 | 54 | 0 | 74 | 0 | 0 | 0 | 45 | 17 | 6 | 1 |
| C% | 12 | 13 | 11 | 12 | 17 | 13 | 9 | 17 | 10 | 10 | 14 | 0 | 100 | 0 | 0 | 0 | 11 | 19 | 11 | 4 |
| 46-55 | 124 | 73 | 51 | 121 | 3 | 53 | 55 | 16 | 32 | 8 | 84 | 0 | 0 | 124 | 0 | 0 | 87 | 15 | 10 | 9 |
| C% | 21 | 26 | 16 | 21 | 13 | 20 | 25 | 14 | 21 | 16 | 21 | 0 | 0 | 100 | 0 | 0 | 22 | 17 | 19 | 32 |
| 56-65 | 149 | 64 | 85 | 146 | 3 | 59 | 61 | 28 | 33 | 13 | 103 | 0 | 0 | 0 | 149 | 0 | 99 | 18 | 19 | 8 |
| C% | 25 | 23 | 27 | 25 | 13 | 23 | 27 | 25 | 22 | 27 | 26 | 0 | 0 | 0 | 100 | 0 | 25 | 20 | 36 | 29 |
| Over 65 | 161 | 67 | 94 | 157 | 4 | 76 | 58 | 27 | 51 | 15 | 95 | 0 | 0 | 0 | 0 | 161 | 110 | 23 | 11 | 8 |
| C% | 27 | 24 | 30 | 27 | 17 | 29 | 26 | 24 | 33 | 31 | 24 | 0 | 0 | 0 | 0 | 100 | 28 | 26 | 21 | 29 |
| Refused | 11 | 3 | 8 | 11 | 0 | 3 | 3 | 5 | 2 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 2 | 0 |
| C% | 2 | 1 | 3 | 2 | 0 | 1 | 1 | 4 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 4 | 0 |

Q3. Which of the following best describes your race or ethnicity?

===== BANNER 1 =====

| | LIKELY TO VOTE | | | | | | | | | | | | | | | | RACE | | | |
|------------------|----------------|------|-------------|---------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | | TO VOTE | | PARTY | | | AREA | | | AGE | | | | | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| White/Caucasian | 397 | 190 | 207 | 383 | 14 | 143 | 193 | 60 | 120 | 38 | 239 | 51 | 45 | 87 | 99 | 110 | 397 | 0 | 0 | 0 |
| C% | 66 | 67 | 65 | 66 | 61 | 55 | 86 | 54 | 78 | 78 | 60 | 63 | 61 | 70 | 66 | 68 | 100 | 0 | 0 | 0 |
| African-American | 53 | 23 | 30 | 52 | 1 | 44 | 1 | 8 | 5 | 0 | 48 | 5 | 6 | 10 | 19 | 11 | 0 | 0 | 53 | 0 |
| C% | 9 | 8 | 9 | 9 | 4 | 17 | 0 | 7 | 3 | 0 | 12 | 6 | 8 | 8 | 13 | 7 | 0 | 0 | 100 | 0 |
| Asian | 28 | 19 | 9 | 27 | 1 | 14 | 8 | 6 | 14 | 4 | 10 | 2 | 1 | 9 | 8 | 8 | 0 | 0 | 0 | 28 |
| C% | 5 | 7 | 3 | 5 | 4 | 5 | 4 | 5 | 9 | 8 | 3 | 2 | 1 | 7 | 5 | 5 | 0 | 0 | 0 | 100 |
| American Indian | 7 | 1 | 6 | 7 | 0 | 3 | 3 | 1 | 1 | 2 | 4 | 0 | 2 | 0 | 3 | 2 | 0 | 0 | 0 | 0 |
| C% | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 1 | 1 | 4 | 1 | 0 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| Hispanic | 90 | 38 | 52 | 83 | 7 | 51 | 14 | 24 | 7 | 4 | 79 | 17 | 17 | 15 | 18 | 23 | 0 | 90 | 0 | 0 |
| C% | 15 | 13 | 16 | 14 | 30 | 19 | 6 | 21 | 5 | 8 | 20 | 21 | 23 | 12 | 12 | 14 | 0 | 100 | 0 | 0 |
| Undecided | 7 | 4 | 3 | 7 | 0 | 1 | 0 | 6 | 2 | 0 | 5 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| C% | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 5 | 1 | 0 | 1 | 4 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 |
| Refused | 18 | 8 | 10 | 18 | 0 | 6 | 5 | 7 | 4 | 1 | 13 | 3 | 3 | 1 | 2 | 5 | 0 | 0 | 0 | 0 |
| C% | 3 | 3 | 3 | 3 | 0 | 2 | 2 | 6 | 3 | 2 | 3 | 4 | 4 | 1 | 1 | 3 | 0 | 0 | 0 | 0 |

Q4. Do you think the state is on the right track or the wrong track?

| | | ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|-------------|----|----------------------|---------|-----------|------|-----|-------|-----------|----------|------------|-------|-------|-------|-------|-------|---------|-------|-----------|------------------------|-------|-----|--|
| | | LIKELY TO VOTE | | | | | PARTY | | | AREA | | | | AGE | | | | | RACE | | | |
| | | GENDER | | Some-what | | Dem | Rep | Ind/Other | West-ern | Heart-land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His-panic | Afr-ican- Ameri-can | Asian | | |
| Total | C% | Male | Fe-male | Very | what | | | | | | | | | | | | | | | | | |
| Total | | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Right track | | 159 | 91 | 68 | 153 | 6 | 61 | 79 | 19 | 44 | 19 | 96 | 24 | 19 | 37 | 32 | 44 | 111 | 17 | 17 | 6 | |
| | C% | 27 | 32 | 21 | 27 | 26 | 23 | 35 | 17 | 29 | 39 | 24 | 30 | 26 | 30 | 21 | 27 | 28 | 19 | 32 | 21 | |
| Wrong track | | 333 | 152 | 181 | 318 | 15 | 167 | 98 | 67 | 85 | 14 | 234 | 48 | 32 | 69 | 91 | 85 | 216 | 53 | 28 | 17 | |
| | C% | 56 | 54 | 57 | 55 | 65 | 64 | 44 | 60 | 56 | 29 | 59 | 59 | 43 | 56 | 61 | 53 | 54 | 59 | 53 | 61 | |
| Undecided | | 108 | 40 | 68 | 106 | 2 | 34 | 47 | 26 | 24 | 16 | 68 | 9 | 23 | 18 | 26 | 32 | 70 | 20 | 8 | 5 | |
| | C% | 18 | 14 | 21 | 18 | 9 | 13 | 21 | 23 | 16 | 33 | 17 | 11 | 31 | 15 | 17 | 20 | 18 | 22 | 15 | 18 | |

Q5. Were you a Hillary Clinton supporter originally in the Democratic Primary?

BASE: Dems/Ind

| | | ===== BANNER 1 ===== | | | | | | | | | | | | | | | RACE | | | | |
|-----------|----|----------------------|------|----------------|------|---------------|-----|------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|----------------------|-------|
| | | GENDER | | LIKELY TO VOTE | | PARTY | | AREA | | | AGE | | | | | | | | | | |
| | | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- can | Asian |
| Total | | 374 | 157 | 217 | 358 | 16 | 262 | 0 | 112 | 89 | 25 | 260 | 55 | 52 | 69 | 87 | 103 | 203 | 75 | 52 | 20 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | | 159 | 55 | 104 | 145 | 14 | 120 | 0 | 39 | 35 | 5 | 119 | 23 | 17 | 27 | 33 | 56 | 78 | 33 | 29 | 8 |
| | C% | 43 | 35 | 48 | 41 | 88 | 46 | 0 | 35 | 39 | 20 | 46 | 42 | 33 | 39 | 38 | 54 | 38 | 44 | 56 | 40 |
| No | | 199 | 98 | 101 | 197 | 2 | 130 | 0 | 69 | 50 | 20 | 129 | 28 | 29 | 42 | 52 | 43 | 115 | 37 | 22 | 12 |
| | C% | 53 | 62 | 47 | 55 | 13 | 50 | 0 | 62 | 56 | 80 | 50 | 51 | 56 | 61 | 60 | 42 | 57 | 49 | 42 | 60 |
| Undecided | | 14 | 4 | 10 | 14 | 0 | 12 | 0 | 2 | 2 | 0 | 12 | 4 | 4 | 0 | 2 | 4 | 9 | 4 | 1 | 0 |
| | C% | 4 | 3 | 5 | 4 | 0 | 5 | 0 | 2 | 2 | 0 | 5 | 7 | 8 | 0 | 2 | 4 | 4 | 5 | 2 | 0 |
| Refused | | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| | C% | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |

Q6. John McCain chose Sarah Palin, the Governor of Alaska, to be his Vice Presidential nominee. Does this choice make you more likely or less likely to vote for John McCain?

BASE: Reps/Ind

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
|-------------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | | | | | | | | | | | | | | | | | | | | |
| Total | 336 | 179 | 157 | 327 | 9 | 0 | 224 | 112 | 92 | 32 | 212 | 43 | 40 | 71 | 89 | 85 | 253 | 38 | 9 | 14 |
| C% | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| More Likely | 207 | 115 | 92 | 204 | 3 | 0 | 168 | 39 | 56 | 25 | 126 | 22 | 22 | 48 | 51 | 59 | 169 | 16 | 0 | 8 |
| C% | 62 | 64 | 59 | 62 | 33 | 0 | 75 | 35 | 61 | 78 | 59 | 51 | 55 | 68 | 57 | 69 | 67 | 42 | 0 | 57 |
| Less Likely | 73 | 34 | 39 | 67 | 6 | 0 | 28 | 45 | 24 | 2 | 47 | 7 | 10 | 14 | 20 | 21 | 45 | 11 | 7 | 5 |
| C% | 22 | 19 | 25 | 20 | 67 | 0 | 13 | 40 | 26 | 6 | 22 | 16 | 25 | 20 | 22 | 25 | 18 | 29 | 78 | 36 |
| Undecided | 51 | 29 | 22 | 51 | 0 | 0 | 24 | 27 | 12 | 5 | 34 | 14 | 7 | 9 | 14 | 5 | 35 | 10 | 2 | 1 |
| C% | 15 | 16 | 14 | 16 | 0 | 0 | 11 | 24 | 13 | 16 | 16 | 33 | 18 | 13 | 16 | 6 | 14 | 26 | 22 | 7 |
| Refused | 5 | 1 | 4 | 5 | 0 | 0 | 4 | 1 | 0 | 0 | 5 | 0 | 1 | 0 | 4 | 0 | 4 | 1 | 0 | 0 |
| C% | 1 | 1 | 3 | 2 | 0 | 0 | 2 | 1 | 0 | 0 | 2 | 0 | 3 | 0 | 4 | 0 | 2 | 3 | 0 | 0 |

Q7. Nationally, do you think the Presidential race will be close - or a landslide?

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | | | |
|-----------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Close | 515 | 245 | 270 | 498 | 17 | 216 | 195 | 102 | 133 | 40 | 342 | 65 | 69 | 114 | 129 | 129 | 350 | 80 | 39 | 21 |
| C% | 86 | 87 | 85 | 86 | 74 | 82 | 87 | 91 | 87 | 82 | 86 | 80 | 93 | 92 | 87 | 80 | 88 | 89 | 74 | 75 |
| Landslide | 56 | 27 | 29 | 53 | 3 | 28 | 19 | 9 | 12 | 8 | 36 | 12 | 5 | 4 | 16 | 18 | 33 | 7 | 8 | 1 |
| C% | 9 | 10 | 9 | 9 | 13 | 11 | 8 | 8 | 8 | 16 | 9 | 15 | 7 | 3 | 11 | 11 | 8 | 8 | 15 | 4 |
| Undecided | 29 | 11 | 18 | 26 | 3 | 18 | 10 | 1 | 8 | 1 | 20 | 4 | 0 | 6 | 4 | 14 | 14 | 3 | 6 | 6 |
| C% | 5 | 4 | 6 | 5 | 13 | 7 | 4 | 1 | 5 | 2 | 5 | 5 | 0 | 5 | 3 | 9 | 4 | 3 | 11 | 21 |

Q8. There are 5 major candidates for President: Libertarian Bob Barr, Republican John McCain, Green Party Cynthia McKinney, Independent Ralph Nader and Democrat Barack Obama. At this point, for whom will you vote?

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|------|----------------|------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|-----|
| | | | | | | | | | | | | | | | | RACE | | | | |
| GENDER | | LIKELY TO VOTE | | | PARTY | | | AREA | | | AGE | | | | | | | | | |
| Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bob Barr | 5 | 5 | 0 | 5 | 0 | 1 | 1 | 3 | 2 | 0 | 3 | 1 | 0 | 1 | 2 | 0 | 3 | 1 | 0 | 0 |
| C% | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 3 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 |
| John McCain | 259 | 134 | 125 | 255 | 4 | 39 | 174 | 45 | 58 | 26 | 175 | 26 | 36 | 57 | 66 | 68 | 199 | 38 | 1 | 6 |
| C% | 43 | 47 | 39 | 44 | 17 | 15 | 78 | 40 | 38 | 53 | 44 | 32 | 49 | 46 | 44 | 42 | 50 | 42 | 2 | 21 |
| Ralph Nader | 8 | 5 | 3 | 8 | 0 | 5 | 1 | 2 | 3 | 0 | 5 | 2 | 2 | 0 | 1 | 3 | 5 | 2 | 0 | 1 |
| C% | 1 | 2 | 1 | 1 | 0 | 2 | 0 | 2 | 2 | 0 | 1 | 2 | 3 | 0 | 1 | 2 | 1 | 2 | 0 | 4 |
| Barack Obama | 249 | 105 | 144 | 237 | 12 | 185 | 20 | 44 | 72 | 18 | 159 | 37 | 31 | 46 | 61 | 70 | 140 | 39 | 46 | 13 |
| C% | 42 | 37 | 45 | 41 | 52 | 71 | 9 | 39 | 47 | 37 | 40 | 46 | 42 | 37 | 41 | 43 | 35 | 43 | 87 | 46 |
| Undecided | 69 | 29 | 40 | 62 | 7 | 31 | 25 | 12 | 14 | 5 | 50 | 13 | 3 | 18 | 18 | 17 | 44 | 7 | 6 | 8 |
| C% | 12 | 10 | 13 | 11 | 30 | 12 | 11 | 11 | 9 | 10 | 13 | 16 | 4 | 15 | 12 | 11 | 11 | 8 | 11 | 29 |
| Refused | 10 | 5 | 5 | 10 | 0 | 1 | 3 | 6 | 4 | 0 | 6 | 2 | 2 | 2 | 1 | 3 | 6 | 3 | 0 | 0 |
| C% | 2 | 2 | 2 | 2 | 0 | 0 | 1 | 5 | 3 | 0 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 0 | 0 |

Q9. Is your mind made up or do you think you might change your mind before the election?

BASE: Know who they are voting for

| | | ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | |
|--------------|----|----------------------|------|----------------|------|---------------|-----|------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | | | | | | | | | | | | | | | | RACE | | | | | |
| | | GENDER | | LIKELY TO VOTE | | PARTY | | AREA | | | AGE | | | | | | | | | | |
| | | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | | 521 | 249 | 272 | 505 | 16 | 230 | 196 | 94 | 135 | 44 | 342 | 66 | 69 | 104 | 130 | 141 | 347 | 80 | 47 | 20 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Mind made up | | 435 | 207 | 228 | 424 | 11 | 188 | 175 | 71 | 116 | 40 | 279 | 52 | 58 | 81 | 112 | 122 | 290 | 62 | 41 | 20 |
| | C% | 83 | 83 | 84 | 84 | 69 | 82 | 89 | 76 | 86 | 91 | 82 | 79 | 84 | 78 | 86 | 87 | 84 | 78 | 87 | 100 |
| Might change | | 82 | 41 | 41 | 77 | 5 | 40 | 21 | 21 | 19 | 3 | 60 | 14 | 11 | 23 | 18 | 16 | 55 | 17 | 6 | 0 |
| | C% | 16 | 16 | 15 | 15 | 31 | 17 | 11 | 22 | 14 | 7 | 18 | 21 | 16 | 22 | 14 | 11 | 16 | 21 | 13 | 0 |
| Undecided | | 4 | 1 | 3 | 4 | 0 | 2 | 0 | 2 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 3 | 2 | 1 | 0 | 0 |
| | C% | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 0 |

Q10. As of today, who are you leaning toward?

BASE: Those undecided or refused who they are voting for

| | | ===== BANNER 1 ===== | | | | | | | | | | | | | | | RACE | | | | |
|--------------|----|----------------------|------|----------------|------|---------------|-----|------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|----------------------|-------|
| | | GENDER | | LIKELY TO VOTE | | PARTY | | AREA | | | AGE | | | | | | | | | | |
| | | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- can | Asian |
| Total | | 79 | 34 | 45 | 72 | 7 | 32 | 28 | 18 | 18 | 5 | 56 | 15 | 5 | 20 | 19 | 20 | 50 | 10 | 6 | 8 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| John McCain | | 16 | 7 | 9 | 12 | 4 | 7 | 5 | 4 | 4 | 0 | 12 | 2 | 1 | 1 | 5 | 7 | 10 | 3 | 1 | 2 |
| | C% | 20 | 21 | 20 | 17 | 57 | 22 | 18 | 22 | 22 | 0 | 21 | 13 | 20 | 5 | 26 | 35 | 20 | 30 | 17 | 25 |
| Ralph Nader | | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| | C% | 1 | 3 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 5 | 2 | 0 | 0 | 0 |
| Barack Obama | | 23 | 7 | 16 | 23 | 0 | 10 | 7 | 6 | 9 | 0 | 14 | 4 | 0 | 11 | 3 | 5 | 13 | 1 | 4 | 1 |
| | C% | 29 | 21 | 36 | 32 | 0 | 31 | 25 | 33 | 50 | 0 | 25 | 27 | 0 | 55 | 16 | 25 | 26 | 10 | 67 | 13 |
| Undecided | | 35 | 18 | 17 | 32 | 3 | 14 | 15 | 5 | 4 | 5 | 26 | 7 | 3 | 8 | 10 | 7 | 24 | 5 | 1 | 5 |
| | C% | 44 | 53 | 38 | 44 | 43 | 44 | 54 | 28 | 22 | 100 | 46 | 47 | 60 | 40 | 53 | 35 | 48 | 50 | 17 | 63 |
| Refused | | 4 | 1 | 3 | 4 | 0 | 0 | 1 | 3 | 1 | 0 | 3 | 2 | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 0 |
| | C% | 5 | 3 | 7 | 6 | 0 | 0 | 4 | 17 | 6 | 0 | 5 | 13 | 20 | 0 | 5 | 0 | 4 | 10 | 0 | 0 |

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|--------|-------|----------------|-------|---------------|-------|-------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bob Barr | 5 | 5 | 0 | 5 | 0 | 1 | 1 | 3 | 2 | 0 | 3 | 1 | 0 | 1 | 2 | 0 | 3 | 1 | 0 | 0 |
| C% | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 3 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 |
| John McCain | 275 | 141 | 134 | 267 | 8 | 46 | 179 | 49 | 62 | 26 | 187 | 28 | 37 | 58 | 71 | 75 | 209 | 41 | 2 | 8 |
| C% | 46 | 50 | 42 | 46 | 35 | 18 | 80 | 44 | 41 | 53 | 47 | 35 | 50 | 47 | 48 | 47 | 53 | 46 | 4 | 29 |
| Ralph Nader | 9 | 6 | 3 | 9 | 0 | 6 | 1 | 2 | 3 | 0 | 6 | 2 | 2 | 0 | 1 | 4 | 6 | 2 | 0 | 1 |
| C% | 2 | 2 | 1 | 2 | 0 | 2 | 0 | 2 | 2 | 0 | 2 | 2 | 3 | 0 | 1 | 2 | 2 | 2 | 0 | 4 |
| Barack Obama | 272 | 112 | 160 | 260 | 12 | 195 | 27 | 50 | 81 | 18 | 173 | 41 | 31 | 57 | 64 | 75 | 153 | 40 | 50 | 14 |
| C% | 45 | 40 | 50 | 45 | 52 | 74 | 12 | 45 | 53 | 37 | 43 | 51 | 42 | 46 | 43 | 47 | 39 | 44 | 94 | 50 |
| Undecided | 35 | 18 | 17 | 32 | 3 | 14 | 15 | 5 | 4 | 5 | 26 | 7 | 3 | 8 | 10 | 7 | 24 | 5 | 1 | 5 |
| C% | 6 | 6 | 5 | 6 | 13 | 5 | 7 | 4 | 3 | 10 | 7 | 9 | 4 | 6 | 7 | 4 | 6 | 6 | 2 | 18 |
| Refused | 4 | 1 | 3 | 4 | 0 | 0 | 1 | 3 | 1 | 0 | 3 | 2 | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 0 |
| C% | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 3 | 1 | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|----------------|------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|-----|
| | | | | | | | | | | | | | | | | | RACE | | | |
| GENDER | | LIKELY TO VOTE | | | PARTY | | | AREA | | | AGE | | | | | | | | | |
| Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian | |
| Total | 39 | 19 | 20 | 36 | 3 | 14 | 16 | 8 | 5 | 5 | 29 | 9 | 4 | 8 | 11 | 7 | 26 | 6 | 1 | 5 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Frustration | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 7 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 13 | 0 | 0 | 4 | 0 | 0 | 0 |
| Hope | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 0 | 0 | 13 | 0 | 0 | 3 | 11 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 |
| OK | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 0 | 6 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 14 | 4 | 0 | 0 | 0 |
| Unlikeable | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 7 | 0 | 0 | 0 | 20 | 0 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Inexperienced | 2 | 1 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 |
| C% | 5 | 5 | 5 | 6 | 0 | 0 | 13 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 18 | 0 | 8 | 0 | 0 | 0 |
| Robin Hood | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 0 | 33 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 25 | 0 | 0 | 0 | 4 | 0 | 0 | 0 |
| New | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 5 | 0 | 3 | 0 | 7 | 0 | 0 | 0 | 0 | 3 | 11 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 |
| Exciting | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 7 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 14 | 4 | 0 | 0 | 0 |
| Too liberal | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 0 | 6 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Too loose | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 0 | 6 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 |
| Fame | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| C% | 3 | 5 | 0 | 3 | 0 | 0 | 0 | 13 | 0 | 0 | 3 | 0 | 25 | 0 | 0 | 0 | 0 | 17 | 0 | 0 |
| Biden not good choice | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 0 | 0 | 13 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 14 | 4 | 0 | 0 | 0 |
| Democrat | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 5 | 0 | 3 | 0 | 0 | 6 | 0 | 20 | 0 | 0 | 0 | 0 | 13 | 0 | 0 | 4 | 0 | 0 | 0 |
| Mistake | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 5 | 3 | 0 | 0 | 6 | 0 | 0 | 20 | 0 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| | | ===== BANNER 1 ===== | | | | | | | | | | | | | | | RACE | | | | |
|-----------|----|----------------------|------|----------------|------|---------------|-----|------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|----------------------|-------|
| | | GENDER | | LIKELY TO VOTE | | PARTY | | AREA | | | AGE | | | | | | | | | | |
| | | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- can | Asian |
| Good | | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 3 | 5 | 0 | 3 | 0 | 7 | 0 | 0 | 0 | 0 | 3 | 11 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 |
| Guns | | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| | C% | 3 | 5 | 0 | 3 | 0 | 0 | 0 | 13 | 0 | 0 | 3 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Change | | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 3 | 5 | 0 | 3 | 0 | 0 | 0 | 13 | 0 | 0 | 3 | 0 | 25 | 0 | 0 | 0 | 4 | 0 | 0 | 0 |
| Undecided | | 8 | 4 | 4 | 6 | 2 | 2 | 4 | 2 | 2 | 1 | 5 | 2 | 1 | 2 | 2 | 1 | 5 | 1 | 0 | 2 |
| | C% | 21 | 21 | 20 | 17 | 67 | 14 | 25 | 25 | 40 | 20 | 17 | 22 | 25 | 25 | 18 | 14 | 19 | 17 | 0 | 40 |
| Refused | | 13 | 8 | 5 | 13 | 0 | 7 | 5 | 1 | 1 | 1 | 11 | 4 | 0 | 4 | 2 | 3 | 5 | 4 | 1 | 3 |
| | C% | 33 | 42 | 25 | 36 | 0 | 50 | 31 | 13 | 20 | 20 | 38 | 44 | 0 | 50 | 18 | 43 | 19 | 67 | 100 | 60 |

Q12. What is the first word that comes to mind when you think about the Republican ticket of John McCain and Sarah Palin?

BASE: Still undecided/refused

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|----------------|------|-------------|------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | LIKELY TO VOTE | | | | | | | | | | | | | | | | RACE | | | |
| | GENDER | | TO VOTE | | | PARTY | | | AREA | | | AGE | | | | | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | C% 39 | 19 | 20 | 36 | 3 | 14 | 16 | 8 | 5 | 5 | 29 | 9 | 4 | 8 | 11 | 7 | 26 | 6 | 1 | 5 |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Distant | C% 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | 3 | 0 | 5 | 3 | 0 | 7 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 13 | 0 | 0 | 4 | 0 | 0 | 0 |
| Change | C% 2 | 1 | 1 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |
| | 5 | 5 | 5 | 6 | 0 | 0 | 0 | 25 | 0 | 0 | 7 | 11 | 25 | 0 | 0 | 0 | 8 | 0 | 0 | 0 |
| Unsure | C% 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| | 3 | 0 | 5 | 3 | 0 | 0 | 6 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 14 | 4 | 0 | 0 | 0 |
| War hero | C% 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| | 3 | 5 | 0 | 3 | 0 | 0 | 6 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Conservative | C% 2 | 0 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 0 |
| | 5 | 0 | 10 | 3 | 33 | 7 | 0 | 0 | 0 | 0 | 7 | 0 | 25 | 13 | 0 | 0 | 8 | 0 | 0 | 0 |
| Surprising | C% 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | 3 | 5 | 0 | 3 | 0 | 7 | 0 | 0 | 0 | 0 | 3 | 11 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 |
| Not qualified | C% 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| | 3 | 0 | 5 | 3 | 0 | 0 | 6 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Maybe | C% 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | 3 | 0 | 5 | 3 | 0 | 0 | 6 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 |
| Fame | C% 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| | 3 | 5 | 0 | 3 | 0 | 0 | 0 | 13 | 0 | 0 | 3 | 0 | 25 | 0 | 0 | 0 | 0 | 17 | 0 | 0 |
| Bush | C% 2 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 |
| | 5 | 0 | 10 | 6 | 0 | 0 | 13 | 0 | 0 | 20 | 3 | 0 | 0 | 0 | 18 | 0 | 8 | 0 | 0 | 0 |
| Republican | C% 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | 3 | 5 | 0 | 3 | 0 | 0 | 6 | 0 | 20 | 0 | 0 | 0 | 0 | 13 | 0 | 0 | 4 | 0 | 0 | 0 |
| Guns | C% 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| | 3 | 5 | 0 | 3 | 0 | 0 | 0 | 13 | 0 | 0 | 3 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Undecided | C% 9 | 6 | 3 | 7 | 2 | 2 | 4 | 3 | 2 | 2 | 5 | 3 | 1 | 2 | 1 | 2 | 7 | 0 | 0 | 2 |
| | 23 | 32 | 15 | 19 | 67 | 14 | 25 | 38 | 40 | 40 | 17 | 33 | 25 | 25 | 9 | 29 | 27 | 0 | 0 | 40 |
| Refused | C% 15 | 7 | 8 | 15 | 0 | 9 | 5 | 1 | 1 | 2 | 12 | 4 | 0 | 3 | 4 | 4 | 6 | 5 | 1 | 3 |
| | 38 | 37 | 40 | 42 | 0 | 64 | 31 | 13 | 20 | 40 | 41 | 44 | 0 | 38 | 36 | 57 | 23 | 83 | 100 | 60 |

Q13. When thinking about Barack Obama, Joe Biden, John McCain, or Sarah Palin, which candidate of the four do you believe is most like you?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | | AGE | | | | | RACE | | | |
|--------------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|--|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian | |
| | | | | | | | | | | | | | | | | | | | | | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Barack Obama | 142 | 58 | 84 | 137 | 5 | 106 | 14 | 22 | 29 | 13 | 100 | 24 | 21 | 31 | 38 | 28 | 83 | 22 | 27 | 7 | |
| C% | 24 | 20 | 26 | 24 | 22 | 40 | 6 | 20 | 19 | 27 | 25 | 30 | 28 | 25 | 26 | 17 | 21 | 24 | 51 | 25 | |
| Joe Biden | 79 | 36 | 43 | 75 | 4 | 59 | 6 | 14 | 26 | 3 | 50 | 6 | 8 | 18 | 15 | 29 | 49 | 8 | 16 | 4 | |
| C% | 13 | 13 | 14 | 13 | 17 | 23 | 3 | 13 | 17 | 6 | 13 | 7 | 11 | 15 | 10 | 18 | 12 | 9 | 30 | 14 | |
| John McCain | 107 | 62 | 45 | 105 | 2 | 16 | 77 | 13 | 24 | 14 | 69 | 9 | 14 | 23 | 29 | 30 | 84 | 14 | 1 | 4 | |
| C% | 18 | 22 | 14 | 18 | 9 | 6 | 34 | 12 | 16 | 29 | 17 | 11 | 19 | 19 | 19 | 19 | 21 | 16 | 2 | 14 | |
| Sarah Palin | 148 | 67 | 81 | 141 | 7 | 33 | 87 | 27 | 38 | 11 | 99 | 22 | 18 | 36 | 34 | 35 | 109 | 25 | 2 | 3 | |
| C% | 25 | 24 | 26 | 24 | 30 | 13 | 39 | 24 | 25 | 22 | 25 | 27 | 24 | 29 | 23 | 22 | 27 | 28 | 4 | 11 | |
| Undecided | 109 | 53 | 56 | 104 | 5 | 43 | 31 | 35 | 31 | 8 | 70 | 18 | 13 | 13 | 29 | 34 | 61 | 20 | 7 | 10 | |
| C% | 18 | 19 | 18 | 18 | 22 | 16 | 14 | 31 | 20 | 16 | 18 | 22 | 18 | 10 | 19 | 21 | 15 | 22 | 13 | 36 | |
| Refused | 15 | 7 | 8 | 15 | 0 | 5 | 9 | 1 | 5 | 0 | 10 | 2 | 0 | 3 | 4 | 5 | 11 | 1 | 0 | 0 | |
| C% | 3 | 2 | 3 | 3 | 0 | 2 | 4 | 1 | 3 | 0 | 3 | 2 | 0 | 2 | 3 | 3 | 3 | 1 | 0 | 0 | |

Q14. Which of the four - Obama, Biden, McCain, or Palin - understands and cares about the problems of people like you?

| | | ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | |
|--------------|----|----------------------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
| | | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | | 238 | 94 | 144 | 228 | 10 | 169 | 27 | 42 | 66 | 14 | 158 | 44 | 28 | 47 | 56 | 60 | 134 | 33 | 42 | 16 |
| | C% | 40 | 33 | 45 | 40 | 43 | 65 | 12 | 38 | 43 | 29 | 40 | 54 | 38 | 38 | 38 | 37 | 34 | 37 | 79 | 57 |
| Joe Biden | | 36 | 20 | 16 | 34 | 2 | 25 | 3 | 8 | 11 | 3 | 22 | 3 | 5 | 9 | 7 | 12 | 22 | 6 | 7 | 1 |
| | C% | 6 | 7 | 5 | 6 | 9 | 10 | 1 | 7 | 7 | 6 | 6 | 4 | 7 | 7 | 5 | 7 | 6 | 7 | 13 | 4 |
| John McCain | | 140 | 72 | 68 | 137 | 3 | 25 | 88 | 26 | 27 | 12 | 101 | 12 | 24 | 25 | 28 | 46 | 103 | 23 | 0 | 2 |
| | C% | 23 | 25 | 21 | 24 | 13 | 10 | 39 | 23 | 18 | 24 | 25 | 15 | 32 | 20 | 19 | 29 | 26 | 26 | 0 | 7 |
| Sarah Palin | | 110 | 62 | 48 | 103 | 7 | 19 | 71 | 20 | 33 | 10 | 67 | 11 | 12 | 31 | 31 | 24 | 90 | 13 | 0 | 5 |
| | C% | 18 | 22 | 15 | 18 | 30 | 7 | 32 | 18 | 22 | 20 | 17 | 14 | 16 | 25 | 21 | 15 | 23 | 14 | 0 | 18 |
| Undecided | | 56 | 27 | 29 | 55 | 1 | 17 | 25 | 13 | 10 | 8 | 38 | 9 | 5 | 10 | 16 | 15 | 36 | 12 | 2 | 1 |
| | C% | 9 | 10 | 9 | 10 | 4 | 6 | 11 | 12 | 7 | 16 | 10 | 11 | 7 | 8 | 11 | 9 | 9 | 13 | 4 | 4 |
| Refused | | 4 | 2 | 2 | 4 | 0 | 2 | 2 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 2 | 1 | 1 | 0 |
| | C% | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 1 | 1 | 2 | 0 |
| None | | 16 | 6 | 10 | 16 | 0 | 5 | 8 | 3 | 4 | 2 | 10 | 0 | 0 | 2 | 9 | 4 | 10 | 2 | 1 | 3 |
| | C% | 3 | 2 | 3 | 3 | 0 | 2 | 4 | 3 | 3 | 4 | 3 | 0 | 0 | 2 | 6 | 2 | 3 | 2 | 2 | 11 |

Q15. Do you believe the media has treated Sarah Palin fairly, harshly, or neutral?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | | AGE | | | | | RACE | | | |
|-----------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|--|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian | |
| | | | | | | | | | | | | | | | | | | | | | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Fairly | 159 | 69 | 90 | 154 | 5 | 101 | 34 | 24 | 50 | 15 | 94 | 28 | 18 | 38 | 28 | 43 | 101 | 25 | 12 | 12 | |
| C% | 27 | 24 | 28 | 27 | 22 | 39 | 15 | 21 | 33 | 31 | 24 | 35 | 24 | 31 | 19 | 27 | 25 | 28 | 23 | 43 | |
| Harshly | 229 | 118 | 111 | 222 | 7 | 49 | 129 | 49 | 42 | 20 | 167 | 19 | 27 | 46 | 61 | 72 | 165 | 33 | 12 | 6 | |
| C% | 38 | 42 | 35 | 38 | 30 | 19 | 58 | 44 | 27 | 41 | 42 | 23 | 36 | 37 | 41 | 45 | 42 | 37 | 23 | 21 | |
| Neutral | 177 | 80 | 97 | 167 | 10 | 95 | 47 | 35 | 54 | 10 | 113 | 28 | 26 | 35 | 46 | 39 | 109 | 31 | 20 | 9 | |
| C% | 30 | 28 | 31 | 29 | 43 | 36 | 21 | 31 | 35 | 20 | 28 | 35 | 35 | 28 | 31 | 24 | 27 | 34 | 38 | 32 | |
| Undecided | 25 | 10 | 15 | 24 | 1 | 14 | 9 | 2 | 3 | 4 | 18 | 6 | 1 | 5 | 7 | 6 | 16 | 1 | 5 | 1 | |
| C% | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 2 | 2 | 8 | 5 | 7 | 1 | 4 | 5 | 4 | 4 | 1 | 9 | 4 | |
| Refused | 2 | 1 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | |
| None | 8 | 5 | 3 | 8 | 0 | 3 | 3 | 2 | 4 | 0 | 4 | 0 | 2 | 0 | 5 | 1 | 4 | 0 | 4 | 0 | |
| C% | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 2 | 3 | 0 | 1 | 0 | 3 | 0 | 3 | 1 | 1 | 0 | 8 | 0 | |

Q16. Which one of the following issues matters most in deciding your vote for president?

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|----------------------|-------|
| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- can | Asian |
| | | | | | | | | | | | | | | | | | | | | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Taxes | 34 | 16 | 18 | 33 | 1 | 7 | 23 | 4 | 4 | 4 | 26 | 4 | 7 | 10 | 8 | 3 | 26 | 5 | 1 | 1 |
| C% | 6 | 6 | 6 | 6 | 4 | 3 | 10 | 4 | 3 | 8 | 7 | 5 | 9 | 8 | 5 | 2 | 7 | 6 | 2 | 4 |
| Education | 17 | 6 | 11 | 15 | 2 | 5 | 11 | 1 | 2 | 5 | 10 | 6 | 3 | 4 | 0 | 4 | 11 | 2 | 0 | 3 |
| C% | 3 | 2 | 3 | 3 | 9 | 2 | 5 | 1 | 1 | 10 | 3 | 7 | 4 | 3 | 0 | 2 | 3 | 2 | 0 | 11 |
| Iraq War | 65 | 27 | 38 | 60 | 5 | 45 | 16 | 4 | 15 | 6 | 44 | 5 | 8 | 12 | 9 | 31 | 43 | 9 | 7 | 4 |
| C% | 11 | 10 | 12 | 10 | 22 | 17 | 7 | 4 | 10 | 12 | 11 | 6 | 11 | 10 | 6 | 19 | 11 | 10 | 13 | 14 |
| Terrorism | 51 | 24 | 27 | 51 | 0 | 8 | 29 | 14 | 8 | 7 | 36 | 1 | 5 | 12 | 18 | 14 | 37 | 9 | 3 | 0 |
| C% | 9 | 8 | 9 | 9 | 0 | 3 | 13 | 13 | 5 | 14 | 9 | 1 | 7 | 10 | 12 | 9 | 9 | 10 | 6 | 0 |
| Economy/Jobs | 282 | 136 | 146 | 273 | 9 | 139 | 87 | 55 | 80 | 15 | 187 | 42 | 34 | 65 | 66 | 71 | 180 | 41 | 33 | 14 |
| C% | 47 | 48 | 46 | 47 | 39 | 53 | 39 | 49 | 52 | 31 | 47 | 52 | 46 | 52 | 44 | 44 | 45 | 46 | 62 | 50 |
| Moral values | 55 | 27 | 28 | 53 | 2 | 14 | 31 | 10 | 9 | 6 | 40 | 9 | 5 | 11 | 12 | 14 | 38 | 8 | 3 | 2 |
| C% | 9 | 10 | 9 | 9 | 9 | 5 | 14 | 9 | 6 | 12 | 10 | 11 | 7 | 9 | 8 | 9 | 10 | 9 | 6 | 7 |
| Healthcare | 48 | 24 | 24 | 44 | 4 | 29 | 9 | 10 | 17 | 3 | 28 | 6 | 4 | 6 | 14 | 18 | 29 | 8 | 5 | 3 |
| C% | 8 | 8 | 8 | 8 | 17 | 11 | 4 | 9 | 11 | 6 | 7 | 7 | 5 | 5 | 9 | 11 | 7 | 9 | 9 | 11 |
| Other | 30 | 19 | 11 | 30 | 0 | 7 | 12 | 11 | 10 | 1 | 19 | 5 | 5 | 4 | 13 | 3 | 21 | 5 | 0 | 1 |
| C% | 5 | 7 | 3 | 5 | 0 | 3 | 5 | 10 | 7 | 2 | 5 | 6 | 7 | 3 | 9 | 2 | 5 | 6 | 0 | 4 |
| Undecided | 16 | 4 | 12 | 16 | 0 | 8 | 4 | 3 | 8 | 2 | 6 | 3 | 3 | 0 | 7 | 3 | 12 | 3 | 1 | 0 |
| C% | 3 | 1 | 4 | 3 | 0 | 3 | 2 | 3 | 5 | 4 | 2 | 4 | 4 | 0 | 5 | 2 | 3 | 3 | 2 | 0 |
| Refused | 2 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |

Q17. Which of the following comes closest to your views on the Iraq War?

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|--|------|----------------|------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|-----|
| | | | | | | | | | | | | | | | RACE | | | | | |
| GENDER | | LIKELY TO VOTE | | | PARTY | | | AREA | | | AGE | | | | | | | | | |
| Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Immediate withdrawal of all U.S. troops | 98 | 38 | 60 | 96 | 2 | 73 | 13 | 12 | 26 | 7 | 65 | 12 | 9 | 21 | 19 | 37 | 55 | 18 | 11 | 8 |
| C% | 16 | 13 | 19 | 17 | 9 | 28 | 6 | 11 | 17 | 14 | 16 | 15 | 12 | 17 | 13 | 23 | 14 | 20 | 21 | 29 |
| One-year timeline to gradually withdraw | 249 | 103 | 146 | 240 | 9 | 146 | 58 | 44 | 61 | 14 | 174 | 28 | 39 | 58 | 67 | 53 | 156 | 40 | 34 | 12 |
| C% | 42 | 36 | 46 | 42 | 39 | 56 | 26 | 39 | 40 | 29 | 44 | 35 | 53 | 47 | 45 | 33 | 39 | 44 | 64 | 43 |
| Leaving troops for as long as necessary | 236 | 134 | 102 | 224 | 12 | 35 | 151 | 49 | 62 | 26 | 148 | 34 | 26 | 43 | 59 | 68 | 178 | 30 | 4 | 7 |
| C% | 39 | 47 | 32 | 39 | 52 | 13 | 67 | 44 | 41 | 53 | 37 | 42 | 35 | 35 | 40 | 42 | 45 | 33 | 8 | 25 |
| Undecided | 16 | 7 | 9 | 16 | 0 | 7 | 2 | 7 | 4 | 2 | 10 | 7 | 0 | 2 | 3 | 3 | 8 | 2 | 3 | 1 |
| C% | 3 | 2 | 3 | 3 | 0 | 3 | 1 | 6 | 3 | 4 | 3 | 9 | 0 | 2 | 2 | 2 | 2 | 2 | 6 | 4 |
| Refused | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 |

Q18. Do you support a universal healthcare system administered by the government or one run by expanding competition among private insurance companies?

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | | | |
|----------------------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | RACE | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Government run | 203 | 90 | 113 | 196 | 7 | 127 | 42 | 34 | 49 | 18 | 136 | 28 | 26 | 45 | 53 | 48 | 120 | 31 | 26 | 14 |
| C% | 34 | 32 | 36 | 34 | 30 | 48 | 19 | 30 | 32 | 37 | 34 | 35 | 35 | 36 | 36 | 30 | 30 | 34 | 49 | 50 |
| Expanded competition | 289 | 145 | 144 | 275 | 14 | 89 | 147 | 51 | 75 | 21 | 193 | 40 | 36 | 57 | 76 | 73 | 209 | 41 | 19 | 10 |
| C% | 48 | 51 | 45 | 48 | 61 | 34 | 66 | 46 | 49 | 43 | 48 | 49 | 49 | 46 | 51 | 45 | 53 | 46 | 36 | 36 |
| Undecided | 102 | 46 | 56 | 100 | 2 | 46 | 30 | 26 | 29 | 10 | 63 | 12 | 12 | 22 | 18 | 37 | 64 | 18 | 8 | 4 |
| C% | 17 | 16 | 18 | 17 | 9 | 18 | 13 | 23 | 19 | 20 | 16 | 15 | 16 | 18 | 12 | 23 | 16 | 20 | 15 | 14 |
| Refused | 6 | 2 | 4 | 6 | 0 | 0 | 5 | 1 | 0 | 0 | 6 | 1 | 0 | 0 | 2 | 3 | 4 | 0 | 0 | 0 |
| C% | 1 | 1 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 0 |

Q19. Overall, which candidate do you trust more - Barack Obama or John McCain?

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | RACE | | | |
|-----------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 273 | 121 | 152 | 262 | 11 | 193 | 30 | 50 | 77 | 16 | 180 | 42 | 36 | 55 | 65 | 71 | 156 | 43 | 47 | 15 |
| C% | 46 | 43 | 48 | 45 | 48 | 74 | 13 | 45 | 50 | 33 | 45 | 52 | 49 | 44 | 44 | 44 | 39 | 48 | 89 | 54 |
| McCain | 267 | 133 | 134 | 260 | 7 | 46 | 170 | 49 | 64 | 27 | 176 | 30 | 35 | 54 | 68 | 74 | 204 | 39 | 2 | 7 |
| C% | 45 | 47 | 42 | 45 | 30 | 18 | 76 | 44 | 42 | 55 | 44 | 37 | 47 | 44 | 46 | 46 | 51 | 43 | 4 | 25 |
| Undecided | 59 | 28 | 31 | 54 | 5 | 23 | 24 | 12 | 12 | 6 | 41 | 9 | 2 | 15 | 16 | 16 | 36 | 8 | 4 | 6 |
| C% | 10 | 10 | 10 | 9 | 22 | 9 | 11 | 11 | 8 | 12 | 10 | 11 | 3 | 12 | 11 | 10 | 9 | 9 | 8 | 21 |
| Refused | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q20. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | | | |
|------------------------|--------|------|----------------|------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | LIKELY TO VOTE | | | PARTY | | | AREA | | | | AGE | | | | RACE | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | 91 | 35 | 56 | 89 | 2 | 75 | 4 | 12 | 26 | 7 | 58 | 15 | 10 | 25 | 23 | 18 | 47 | 15 | 18 | 5 |
| C% | 15 | 12 | 18 | 15 | 9 | 29 | 2 | 11 | 17 | 14 | 15 | 19 | 14 | 20 | 15 | 11 | 12 | 17 | 34 | 18 |
| Very comfortable | 153 | 66 | 87 | 149 | 4 | 101 | 23 | 29 | 47 | 9 | 97 | 21 | 24 | 26 | 35 | 44 | 94 | 22 | 25 | 12 |
| C% | 26 | 23 | 27 | 26 | 17 | 39 | 10 | 26 | 31 | 18 | 24 | 26 | 32 | 21 | 23 | 27 | 24 | 24 | 47 | 43 |
| Somewhat comfortable | 141 | 69 | 72 | 128 | 13 | 57 | 61 | 23 | 36 | 8 | 97 | 22 | 14 | 31 | 41 | 31 | 98 | 22 | 7 | 7 |
| C% | 24 | 24 | 23 | 22 | 57 | 22 | 27 | 21 | 24 | 16 | 24 | 27 | 19 | 25 | 28 | 19 | 25 | 24 | 13 | 25 |
| Not at all comfortable | 194 | 100 | 94 | 190 | 4 | 20 | 129 | 43 | 43 | 23 | 128 | 20 | 26 | 38 | 47 | 57 | 146 | 27 | 2 | 4 |
| C% | 32 | 35 | 30 | 33 | 17 | 8 | 58 | 38 | 28 | 47 | 32 | 25 | 35 | 31 | 32 | 35 | 37 | 30 | 4 | 14 |
| Undecided | 21 | 13 | 8 | 21 | 0 | 9 | 7 | 5 | 1 | 2 | 18 | 3 | 0 | 4 | 3 | 11 | 12 | 4 | 1 | 0 |
| C% | 4 | 5 | 3 | 4 | 0 | 3 | 3 | 4 | 1 | 4 | 5 | 4 | 0 | 3 | 2 | 7 | 3 | 4 | 2 | 0 |

Q21. Regardless of how you would vote, how comfortable would you be with John McCain as president?

| | | ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|------------------------|----|----------------------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|----------------------|-------|--|
| | | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | | RACE | | | | |
| | | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- can | Asian | |
| Total | | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Extremely comfortable | | 67 | 40 | 27 | 67 | 0 | 4 | 56 | 6 | 15 | 10 | 42 | 4 | 6 | 12 | 16 | 28 | 53 | 7 | 0 | 3 | |
| | C% | 11 | 14 | 9 | 12 | 0 | 2 | 25 | 5 | 10 | 20 | 11 | 5 | 8 | 10 | 11 | 17 | 13 | 8 | 0 | 11 | |
| Very comfortable | | 148 | 74 | 74 | 146 | 2 | 33 | 86 | 29 | 32 | 12 | 104 | 18 | 24 | 36 | 33 | 35 | 112 | 24 | 3 | 4 | |
| | C% | 25 | 26 | 23 | 25 | 9 | 13 | 38 | 26 | 21 | 24 | 26 | 22 | 32 | 29 | 22 | 22 | 28 | 27 | 6 | 14 | |
| Somewhat comfortable | | 165 | 77 | 88 | 150 | 15 | 68 | 65 | 31 | 39 | 14 | 112 | 25 | 20 | 35 | 44 | 36 | 111 | 24 | 11 | 6 | |
| | C% | 28 | 27 | 28 | 26 | 65 | 26 | 29 | 28 | 25 | 29 | 28 | 31 | 27 | 28 | 30 | 22 | 28 | 27 | 21 | 21 | |
| Not at all comfortable | | 205 | 82 | 123 | 201 | 4 | 149 | 13 | 43 | 65 | 11 | 129 | 30 | 24 | 37 | 54 | 57 | 113 | 31 | 39 | 14 | |
| | C% | 34 | 29 | 39 | 35 | 17 | 57 | 6 | 38 | 42 | 22 | 32 | 37 | 32 | 30 | 36 | 35 | 28 | 34 | 74 | 50 | |
| Undecided | | 15 | 10 | 5 | 13 | 2 | 8 | 4 | 3 | 2 | 2 | 11 | 4 | 0 | 4 | 2 | 5 | 8 | 4 | 0 | 1 | |
| | C% | 3 | 4 | 2 | 2 | 9 | 3 | 2 | 3 | 1 | 4 | 3 | 5 | 0 | 3 | 1 | 3 | 2 | 4 | 0 | 4 | |

Q22. Which of the following comes closest to your opinion of the upcoming Presidential election:

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | | | |
|---|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|----------------------|-------|
| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Most important election of my life | 215 | 87 | 128 | 205 | 10 | 101 | 76 | 38 | 44 | 17 | 154 | 28 | 18 | 59 | 55 | 50 | 143 | 28 | 21 | 13 |
| C% | 36 | 31 | 40 | 36 | 43 | 39 | 34 | 34 | 29 | 35 | 39 | 35 | 24 | 48 | 37 | 31 | 36 | 31 | 40 | 46 |
| Very important but not the most important | 287 | 140 | 147 | 283 | 4 | 122 | 114 | 50 | 89 | 30 | 168 | 31 | 42 | 51 | 72 | 86 | 196 | 36 | 28 | 13 |
| C% | 48 | 49 | 46 | 49 | 17 | 47 | 51 | 45 | 58 | 61 | 42 | 38 | 57 | 41 | 48 | 53 | 49 | 40 | 53 | 46 |
| No different than any other pres. election | 91 | 53 | 38 | 84 | 7 | 36 | 31 | 23 | 19 | 2 | 70 | 20 | 14 | 13 | 19 | 24 | 56 | 25 | 3 | 1 |
| C% | 15 | 19 | 12 | 15 | 30 | 14 | 14 | 21 | 12 | 4 | 18 | 25 | 19 | 10 | 13 | 15 | 14 | 28 | 6 | 4 |
| Not really that important to me | 5 | 3 | 2 | 3 | 2 | 3 | 1 | 1 | 1 | 0 | 4 | 2 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| C% | 1 | 1 | 1 | 1 | 9 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 2 | 4 |
| Refused | 2 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |

Q23. Which political party - if any - do you blame for the recent turmoil on Wall Street in the banking and financial sectors?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | AGE | | | | | RACE | | | | |
|-------------------|--------|------|----------------|------|---------------|-----|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | | | | | | | | | | | | | | | | | | | | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Blame Democrats | 93 | 50 | 43 | 91 | 2 | 6 | 69 | 18 | 19 | 9 | 65 | 7 | 11 | 17 | 25 | 27 | 72 | 13 | 0 | 1 |
| C% | 16 | 18 | 14 | 16 | 9 | 2 | 31 | 16 | 12 | 18 | 16 | 9 | 15 | 14 | 17 | 17 | 18 | 14 | 0 | 4 |
| Blame Republicans | 245 | 101 | 144 | 234 | 11 | 172 | 25 | 48 | 71 | 16 | 158 | 32 | 34 | 39 | 59 | 77 | 140 | 39 | 39 | 14 |
| C% | 41 | 36 | 45 | 41 | 48 | 66 | 11 | 43 | 46 | 33 | 40 | 40 | 46 | 31 | 40 | 48 | 35 | 43 | 74 | 50 |
| Neither | 164 | 86 | 78 | 158 | 6 | 40 | 97 | 26 | 36 | 13 | 115 | 26 | 19 | 48 | 33 | 38 | 122 | 18 | 10 | 6 |
| C% | 27 | 30 | 25 | 27 | 26 | 15 | 43 | 23 | 24 | 27 | 29 | 32 | 26 | 39 | 22 | 24 | 31 | 20 | 19 | 21 |
| Undecided | 95 | 45 | 50 | 91 | 4 | 44 | 31 | 19 | 27 | 10 | 58 | 16 | 10 | 20 | 30 | 18 | 60 | 20 | 4 | 7 |
| C% | 16 | 16 | 16 | 16 | 17 | 17 | 14 | 17 | 18 | 20 | 15 | 20 | 14 | 16 | 20 | 11 | 15 | 22 | 8 | 25 |
| Refused | 3 | 1 | 2 | 3 | 0 | 0 | 2 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 2 | 1 | 3 | 0 | 0 | 0 |
| C% | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 |

Q24. Do you approve or disapprove of the job George W. Bush is doing as president?

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | | | |
|------------|--------|------|----------------|------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | GENDER | | LIKELY TO VOTE | | | PARTY | | | AREA | | | | AGE | | | | RACE | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Approve | 166 | 90 | 76 | 162 | 4 | 16 | 128 | 22 | 45 | 15 | 106 | 17 | 23 | 40 | 39 | 45 | 132 | 20 | 0 | 6 |
| C% | 28 | 32 | 24 | 28 | 17 | 6 | 57 | 20 | 29 | 31 | 27 | 21 | 31 | 32 | 26 | 28 | 33 | 22 | 0 | 21 |
| Disapprove | 386 | 166 | 220 | 369 | 17 | 231 | 76 | 77 | 102 | 25 | 259 | 50 | 48 | 81 | 97 | 102 | 233 | 62 | 53 | 18 |
| C% | 64 | 59 | 69 | 64 | 74 | 88 | 34 | 69 | 67 | 51 | 65 | 62 | 65 | 65 | 65 | 63 | 59 | 69 | 100 | 64 |
| Undecided | 46 | 25 | 21 | 44 | 2 | 15 | 18 | 13 | 5 | 8 | 33 | 13 | 3 | 3 | 12 | 14 | 30 | 8 | 0 | 4 |
| C% | 8 | 9 | 7 | 8 | 9 | 6 | 8 | 12 | 3 | 16 | 8 | 16 | 4 | 2 | 8 | 9 | 8 | 9 | 0 | 14 |
| Refused | 2 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 |
| C% | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |

Q25. When all the votes are counted in November of 2008, who do you think will be our next President?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | | RACE | | | |
|-----------|--------|-------|----------------|-------|---------------|-------|-------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 250 | 103 | 147 | 240 | 10 | 164 | 46 | 40 | 72 | 17 | 161 | 40 | 25 | 54 | 63 | 65 | 151 | 37 | 39 | 13 |
| C% | 42 | 36 | 46 | 42 | 43 | 63 | 21 | 36 | 47 | 35 | 40 | 49 | 34 | 44 | 42 | 40 | 38 | 41 | 74 | 46 |
| McCain | 250 | 135 | 115 | 241 | 9 | 54 | 149 | 46 | 55 | 20 | 175 | 26 | 39 | 50 | 61 | 66 | 184 | 32 | 10 | 8 |
| C% | 42 | 48 | 36 | 42 | 39 | 21 | 67 | 41 | 36 | 41 | 44 | 32 | 53 | 40 | 41 | 41 | 46 | 36 | 19 | 29 |
| Undecided | 100 | 45 | 55 | 96 | 4 | 44 | 29 | 26 | 26 | 12 | 62 | 15 | 10 | 20 | 25 | 30 | 62 | 21 | 4 | 7 |
| C% | 17 | 16 | 17 | 17 | 17 | 17 | 13 | 23 | 17 | 24 | 16 | 19 | 14 | 16 | 17 | 19 | 16 | 23 | 8 | 25 |

Q26. Has anyone in your household ever served in the U.S. military?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | | RACE | | | |
|-------|--------|-------|----------------|-------|---------------|-------|-------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 357 | 178 | 179 | 344 | 13 | 143 | 140 | 72 | 105 | 31 | 221 | 28 | 30 | 70 | 96 | 129 | 245 | 51 | 25 | 14 |
| C% | 60 | 63 | 56 | 60 | 57 | 55 | 63 | 64 | 69 | 63 | 56 | 35 | 41 | 56 | 64 | 80 | 62 | 57 | 47 | 50 |
| No | 243 | 105 | 138 | 233 | 10 | 119 | 84 | 40 | 48 | 18 | 177 | 53 | 44 | 54 | 53 | 32 | 152 | 39 | 28 | 14 |
| C% | 41 | 37 | 44 | 40 | 43 | 45 | 38 | 36 | 31 | 37 | 44 | 65 | 59 | 44 | 36 | 20 | 38 | 43 | 53 | 50 |

Q27. Does anyone in your household belong to a labor union?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | | RACE | | | |
|-----------|--------|-------|----------------|-------|---------------|-------|-------|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West -ern | Heart -land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 117 | 62 | 55 | 114 | 3 | 66 | 32 | 18 | 23 | 6 | 88 | 9 | 20 | 29 | 30 | 27 | 74 | 22 | 13 | 4 |
| C% | 20 | 22 | 17 | 20 | 13 | 25 | 14 | 16 | 15 | 12 | 22 | 11 | 27 | 23 | 20 | 17 | 19 | 24 | 25 | 14 |
| No | 480 | 221 | 259 | 460 | 20 | 194 | 191 | 94 | 129 | 43 | 308 | 72 | 52 | 95 | 119 | 133 | 322 | 66 | 40 | 24 |
| C% | 80 | 78 | 82 | 80 | 87 | 74 | 85 | 84 | 84 | 88 | 77 | 89 | 70 | 77 | 80 | 83 | 81 | 73 | 75 | 86 |
| Undecided | 3 | 0 | 3 | 3 | 0 | 2 | 1 | 0 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 1 | 1 | 2 | 0 | 0 |
| C% | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 3 | 0 | 0 | 1 | 0 | 2 | 0 | 0 |

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | RACE | | | |
|------------------|--------|------|-------------|----------------|---------------|-------|-----|---------------|--------------|----------------|-------|-------|-------|-------|-------|------------|-------|---------------|--------------------------------|-------|--|
| | GENDER | | | LIKELY TO VOTE | | PARTY | | | AREA | | | | AGE | | | | | | | | |
| | Total | Male | Fe- male | Very | Some- what | Dem | Rep | Ind/ Other | West- ern | Heart- land | Clark | 18-35 | 36-45 | 46-55 | 56-65 | Over 65 | White | His- panic | Afr- ican- Ameri- can | Asian | |
| Total | 600 | 283 | 317 | 577 | 23 | 262 | 224 | 112 | 153 | 49 | 398 | 81 | 74 | 124 | 149 | 161 | 397 | 90 | 53 | 28 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| John Kerry | 224 | 93 | 131 | 220 | 4 | 170 | 15 | 38 | 65 | 7 | 152 | 25 | 26 | 47 | 56 | 66 | 125 | 38 | 36 | 12 | |
| C% | 37 | 33 | 41 | 38 | 17 | 65 | 7 | 34 | 42 | 14 | 38 | 31 | 35 | 38 | 38 | 41 | 31 | 42 | 68 | 43 | |
| George Bush | 295 | 145 | 150 | 285 | 10 | 58 | 186 | 50 | 75 | 35 | 185 | 31 | 36 | 66 | 79 | 76 | 226 | 37 | 8 | 11 | |
| C% | 49 | 51 | 47 | 49 | 43 | 22 | 83 | 45 | 49 | 71 | 46 | 38 | 49 | 53 | 53 | 47 | 57 | 41 | 15 | 39 | |
| Ralph Nader | 10 | 4 | 6 | 10 | 0 | 6 | 2 | 2 | 2 | 1 | 7 | 0 | 3 | 1 | 3 | 3 | 8 | 1 | 1 | 0 | |
| C% | 2 | 1 | 2 | 2 | 0 | 2 | 1 | 2 | 1 | 2 | 2 | 0 | 4 | 1 | 2 | 2 | 2 | 1 | 2 | 0 | |
| Michael Badnarik | 4 | 4 | 0 | 4 | 0 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 0 | 0 | 4 | 0 | 3 | 1 | 0 | 0 | |
| C% | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | |
| Did not vote | 43 | 23 | 20 | 34 | 9 | 19 | 17 | 7 | 8 | 3 | 32 | 20 | 5 | 6 | 4 | 8 | 23 | 11 | 2 | 5 | |
| C% | 7 | 8 | 6 | 6 | 39 | 7 | 8 | 6 | 5 | 6 | 8 | 25 | 7 | 5 | 3 | 5 | 6 | 12 | 4 | 18 | |
| Undecided | 12 | 7 | 5 | 12 | 0 | 5 | 1 | 6 | 2 | 1 | 9 | 2 | 1 | 3 | 1 | 5 | 5 | 0 | 3 | 0 | |
| C% | 2 | 2 | 2 | 2 | 0 | 2 | 0 | 5 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 3 | 1 | 0 | 6 | 0 | |
| Refused | 12 | 7 | 5 | 12 | 0 | 4 | 1 | 7 | 1 | 2 | 9 | 3 | 3 | 1 | 2 | 3 | 7 | 2 | 3 | 0 | |
| C% | 2 | 2 | 2 | 2 | 0 | 2 | 0 | 6 | 1 | 4 | 2 | 4 | 4 | 1 | 1 | 2 | 2 | 2 | 6 | 0 | |

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|--------------------|-------------|-----|---------------------------|------|--|-------|-------|--------------------|----------|-------|--------------------|--------------|---------------------|-----------------|-----------------|---------------|-------------|----------------|-----|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| Total | | Right track | Wrong track | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care | |
| | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| C% | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | | 153 | 44 | 85 | 35 | 50 | 56 | 24 | 12 | 133 | 12 | 62 | 81 | 4 | 116 | 19 | 80 | 15 | 9 | 8 | 17 |
| C% | | 26 | 28 | 26 | 22 | 25 | 27 | 33 | 24 | 26 | 21 | 23 | 30 | 11 | 27 | 23 | 28 | 23 | 16 | 16 | 35 |
| | | 49 | 19 | 14 | 5 | 20 | 25 | 2 | 5 | 40 | 8 | 26 | 18 | 5 | 40 | 3 | 15 | 6 | 6 | 7 | 3 |
| C% | | 8 | 12 | 4 | 3 | 10 | 12 | 3 | 10 | 8 | 14 | 9 | 7 | 14 | 9 | 4 | 5 | 9 | 11 | 14 | 6 |
| | | 398 | 96 | 234 | 119 | 129 | 126 | 47 | 34 | 342 | 36 | 187 | 173 | 26 | 279 | 60 | 187 | 44 | 40 | 36 | 28 |
| C% | | 66 | 60 | 70 | 75 | 65 | 61 | 64 | 67 | 66 | 64 | 68 | 64 | 74 | 64 | 73 | 66 | 68 | 73 | 71 | 58 |

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|--------------------|-------------|---------------------------|-----|--|------|-------|--------------------|-------------|--------------------|-------|-------|---------------------|---------------|-----------------|----------|---------------|-------------|----------------|-----|
| | | DIRECTION OF STATE | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| Total | | Right track | Wrong track | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care | |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| C% | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Male | | 283 | 91 | 152 | 55 | 98 | 115 | 34 | 29 | 245 | 27 | 141 | 112 | 18 | 207 | 41 | 136 | 27 | 27 | 24 | 24 |
| C% | | 47 | 57 | 46 | 35 | 49 | 56 | 47 | 57 | 48 | 48 | 51 | 41 | 51 | 48 | 50 | 48 | 42 | 49 | 47 | 50 |
| Female | | 317 | 68 | 181 | 104 | 101 | 92 | 39 | 22 | 270 | 29 | 134 | 160 | 17 | 228 | 41 | 146 | 38 | 28 | 27 | 24 |
| C% | | 53 | 43 | 54 | 65 | 51 | 44 | 53 | 43 | 52 | 52 | 49 | 59 | 49 | 52 | 50 | 52 | 58 | 51 | 53 | 50 |

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

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|---------|--------------------|-------|---------------------|----------|-----------------|----------|-----------|-------------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind-made up | Might-ge | Eco-nomy/ Jobs | Iraq War | Moral-ues | Ter-ror-ism | Health-care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Very likely | | 577 | 153 | 318 | 145 | 197 | 204 | 67 | 51 | 498 | 53 | 267 | 260 | 32 | 424 | 77 | 273 | 60 | 53 | 51 | 44 |
| | C% | 96 | 96 | 95 | 91 | 99 | 99 | 92 | 100 | 97 | 95 | 97 | 96 | 91 | 97 | 94 | 97 | 92 | 96 | 100 | 92 |
| Somewhat likely | | 23 | 6 | 15 | 14 | 2 | 3 | 6 | 0 | 17 | 3 | 8 | 12 | 3 | 11 | 5 | 9 | 5 | 2 | 0 | 4 |
| | C% | 4 | 4 | 5 | 9 | 1 | 1 | 8 | 0 | 3 | 5 | 3 | 4 | 9 | 3 | 6 | 3 | 8 | 4 | 0 | 8 |

Q1. And how are you registered to vote - Democrat, Republican or Unaffiliated, Independent or something else?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|----|--------------------|-------------|-----|---------------------------|-----|--|------|-------|--------------------|-------------|--------------------|-------|---------------------|--------------|-----------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Democrat | | 262 | 61 | 167 | 120 | 130 | 0 | 0 | 0 | 216 | 28 | 46 | 195 | 14 | 188 | 40 | 139 | 45 | 14 | 8 | 29 |
| | C% | 44 | 38 | 50 | 75 | 65 | 0 | 0 | 0 | 42 | 50 | 17 | 72 | 40 | 43 | 49 | 49 | 69 | 25 | 16 | 60 |
| Republican | | 224 | 79 | 98 | 0 | 0 | 168 | 28 | 24 | 195 | 19 | 179 | 27 | 15 | 175 | 21 | 87 | 16 | 31 | 29 | 9 |
| | C% | 37 | 50 | 29 | 0 | 0 | 81 | 38 | 47 | 38 | 34 | 65 | 10 | 43 | 40 | 26 | 31 | 25 | 56 | 57 | 19 |
| Unaffiliated/ Independent/Other | | 112 | 19 | 67 | 39 | 69 | 39 | 45 | 27 | 102 | 9 | 49 | 50 | 5 | 71 | 21 | 55 | 4 | 10 | 14 | 10 |
| | C% | 19 | 12 | 20 | 25 | 35 | 19 | 62 | 53 | 20 | 16 | 18 | 18 | 14 | 16 | 26 | 20 | 6 | 18 | 27 | 21 |
| Not registered yet | | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|-------------|--------------------|-------|-------|---------------------|---------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | C% | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| 18-25 | C% | 17 | 6 | 9 | 7 | 7 | 2 | 1 | 3 | 10 | 5 | 0 | 17 | 0 | 11 | 4 | 4 | 3 | 2 | 0 | 2 |
| 26-35 | C% | 64 | 18 | 39 | 16 | 21 | 20 | 6 | 11 | 55 | 7 | 28 | 24 | 7 | 41 | 10 | 38 | 2 | 7 | 1 | 4 |
| 36-45 | C% | 74 | 19 | 32 | 17 | 29 | 22 | 10 | 7 | 69 | 5 | 37 | 31 | 3 | 58 | 11 | 34 | 8 | 5 | 5 | 4 |
| 46-55 | C% | 124 | 37 | 69 | 27 | 42 | 48 | 14 | 9 | 114 | 4 | 58 | 57 | 8 | 81 | 23 | 65 | 12 | 11 | 12 | 6 |
| 56-65 | C% | 149 | 32 | 91 | 33 | 52 | 51 | 20 | 14 | 129 | 16 | 71 | 64 | 10 | 112 | 18 | 66 | 9 | 12 | 18 | 14 |
| Over 65 | C% | 161 | 44 | 85 | 56 | 43 | 59 | 21 | 5 | 129 | 18 | 75 | 75 | 7 | 122 | 16 | 71 | 31 | 14 | 14 | 18 |
| Refused | C% | 11 | 3 | 8 | 3 | 5 | 5 | 1 | 2 | 9 | 1 | 6 | 4 | 0 | 10 | 0 | 4 | 0 | 4 | 1 | 0 |

Q3. Which of the following best describes your race or ethnicity?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|-------|---------------------|--------------|--------------------|------|--------------|-----------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs War | Iraq | Moral values | Terrorism | Health-care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| White/Caucasian | | 397 | 111 | 216 | 78 | 115 | 169 | 45 | 35 | 350 | 33 | 209 | 153 | 24 | 290 | 55 | 180 | 43 | 38 | 37 | 29 |
| | C% | 66 | 70 | 65 | 49 | 58 | 82 | 62 | 69 | 68 | 59 | 76 | 56 | 69 | 67 | 67 | 64 | 66 | 69 | 73 | 60 |
| African-American | | 53 | 17 | 28 | 29 | 22 | 0 | 7 | 2 | 39 | 8 | 2 | 50 | 1 | 41 | 6 | 33 | 7 | 3 | 3 | 5 |
| | C% | 9 | 11 | 8 | 18 | 11 | 0 | 10 | 4 | 8 | 14 | 1 | 18 | 3 | 9 | 7 | 12 | 11 | 5 | 6 | 10 |
| Asian | | 28 | 6 | 17 | 8 | 12 | 8 | 5 | 1 | 21 | 1 | 8 | 14 | 5 | 20 | 0 | 14 | 4 | 2 | 0 | 3 |
| | C% | 5 | 4 | 5 | 5 | 6 | 4 | 7 | 2 | 4 | 2 | 3 | 5 | 14 | 5 | 0 | 5 | 6 | 4 | 0 | 6 |
| American Indian | | 7 | 3 | 4 | 4 | 0 | 4 | 0 | 0 | 3 | 4 | 5 | 1 | 0 | 5 | 1 | 4 | 1 | 2 | 0 | 0 |
| | C% | 1 | 2 | 1 | 3 | 0 | 2 | 0 | 0 | 1 | 7 | 2 | 0 | 0 | 1 | 1 | 1 | 2 | 4 | 0 | 0 |
| Hispanic | | 90 | 17 | 53 | 33 | 37 | 16 | 11 | 10 | 80 | 7 | 41 | 40 | 5 | 62 | 17 | 41 | 9 | 8 | 9 | 8 |
| | C% | 15 | 11 | 16 | 21 | 19 | 8 | 15 | 20 | 16 | 13 | 15 | 15 | 14 | 14 | 21 | 15 | 14 | 15 | 18 | 17 |
| Undecided | | 7 | 2 | 5 | 5 | 2 | 2 | 2 | 2 | 7 | 0 | 2 | 5 | 0 | 3 | 2 | 4 | 0 | 0 | 0 | 2 |
| | C% | 1 | 1 | 2 | 3 | 1 | 1 | 3 | 4 | 1 | 0 | 1 | 2 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 4 |
| Refused | | 18 | 3 | 10 | 2 | 11 | 8 | 3 | 1 | 15 | 3 | 8 | 9 | 0 | 14 | 1 | 6 | 1 | 2 | 2 | 1 |
| | C% | 3 | 2 | 3 | 1 | 6 | 4 | 4 | 2 | 3 | 5 | 3 | 3 | 0 | 3 | 1 | 2 | 2 | 4 | 4 | 2 |

Q4. Do you think the state is on the right track or the wrong track?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-----|---------------------------|-----|--|------|-------|-------------------|-------------|----------|--------------------|-------|---------------------|----------------|-----------------|----------|----------------|---------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan- ge | Eco- nomy/ Jobs | Iraq War | Moral val- ues | Ter- ror- ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Right track | | 159 | 159 | 0 | 28 | 46 | 81 | 9 | 8 | 132 | 23 | 97 | 52 | 9 | 117 | 24 | 60 | 19 | 24 | 20 | 5 |
| | C% | 27 | 100 | 0 | 18 | 23 | 39 | 12 | 16 | 26 | 41 | 35 | 19 | 26 | 27 | 29 | 21 | 29 | 44 | 39 | 10 |
| Wrong track | | 333 | 0 | 333 | 103 | 126 | 78 | 54 | 28 | 284 | 32 | 115 | 187 | 15 | 238 | 49 | 177 | 37 | 25 | 14 | 33 |
| | C% | 56 | 0 | 100 | 65 | 63 | 38 | 74 | 55 | 55 | 57 | 42 | 69 | 43 | 55 | 60 | 63 | 57 | 45 | 27 | 69 |
| Undecided | | 108 | 0 | 0 | 28 | 27 | 48 | 10 | 15 | 99 | 1 | 63 | 33 | 11 | 80 | 9 | 45 | 9 | 6 | 17 | 10 |
| | C% | 18 | 0 | 0 | 18 | 14 | 23 | 14 | 29 | 19 | 2 | 23 | 12 | 31 | 18 | 11 | 16 | 14 | 11 | 33 | 21 |

Nevada (#4787)
 Q5. Were you a Hillary Clinton supporter originally in the Democratic Primary?
 BASE: Dems/Ind

2008/09/21

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|---------------------------|-----|--|------|-------|--------------------|-------|--------------------|-------|-------|---------------------|---------------|-----------------|----------|---------------|-------------|--------------|-----|
| | | DIRECTION OF STATE | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| Total | | Right track | Wrong track | Yes | No | More | Less | Undec | Close | slide | Cain | Obama | Undec | Mind made up | Might chan-ge | Eco-nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea-lth-care | |
| Total | C% | 374 | 80 | 234 | 159 | 199 | 39 | 45 | 27 | 318 | 37 | 95 | 245 | 19 | 259 | 61 | 194 | 49 | 24 | 22 | 39 |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | C% | 159 | 28 | 103 | 159 | 0 | 7 | 25 | 7 | 124 | 17 | 30 | 115 | 8 | 102 | 29 | 81 | 28 | 11 | 5 | 24 |
| | | 43 | 35 | 44 | 100 | 0 | 18 | 56 | 26 | 39 | 46 | 32 | 47 | 42 | 39 | 48 | 42 | 57 | 46 | 23 | 62 |
| No | C% | 199 | 46 | 126 | 0 | 199 | 30 | 20 | 18 | 178 | 20 | 57 | 122 | 11 | 148 | 28 | 104 | 21 | 13 | 15 | 14 |
| | | 53 | 58 | 54 | 0 | 100 | 77 | 44 | 67 | 56 | 54 | 60 | 50 | 58 | 57 | 46 | 54 | 43 | 54 | 68 | 36 |
| Undecided | C% | 14 | 6 | 5 | 0 | 0 | 2 | 0 | 0 | 14 | 0 | 6 | 8 | 0 | 7 | 4 | 9 | 0 | 0 | 2 | 1 |
| | | 4 | 8 | 2 | 0 | 0 | 5 | 0 | 0 | 4 | 0 | 6 | 3 | 0 | 3 | 7 | 5 | 0 | 0 | 9 | 3 |
| Refused | C% | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |

Q6. John McCain chose Sarah Palin, the Governor of Alaska, to be his Vice Presidential nominee. Does this choice make you more likely or less likely to vote for John McCain?

BASE: Reprs/Ind

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|--------------------|-------------|-----|---------------------------|-----|--|------|-------|-------------------|------------|---------|--------------------|-------|---------------------|--------------|-----------------|----------|--------------|-----------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs | Iraq War | Moral values | Terrorism | Health-care |
| Total | | 336 | 98 | 165 | 39 | 69 | 207 | 73 | 51 | 297 | 28 | 228 | 77 | 20 | 246 | 42 | 142 | 20 | 41 | 43 | 19 |
| C% | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| More Likely | | 207 | 81 | 78 | 7 | 30 | 207 | 0 | 0 | 183 | 21 | 190 | 4 | 10 | 169 | 20 | 75 | 14 | 26 | 39 | 9 |
| C% | | 62 | 83 | 47 | 18 | 43 | 100 | 0 | 0 | 62 | 75 | 83 | 5 | 50 | 69 | 48 | 53 | 70 | 63 | 91 | 47 |
| Less Likely | | 73 | 9 | 54 | 25 | 20 | 0 | 73 | 0 | 59 | 7 | 9 | 59 | 2 | 44 | 11 | 42 | 6 | 6 | 2 | 4 |
| C% | | 22 | 9 | 33 | 64 | 29 | 0 | 100 | 0 | 20 | 25 | 4 | 77 | 10 | 18 | 26 | 30 | 30 | 15 | 5 | 21 |
| Undecided | | 51 | 8 | 28 | 7 | 18 | 0 | 0 | 51 | 50 | 0 | 27 | 12 | 7 | 29 | 11 | 23 | 0 | 9 | 2 | 6 |
| C% | | 15 | 8 | 17 | 18 | 26 | 0 | 0 | 100 | 17 | 0 | 12 | 16 | 35 | 12 | 26 | 16 | 0 | 22 | 5 | 32 |
| Refused | | 5 | 0 | 5 | 0 | 1 | 0 | 0 | 0 | 5 | 0 | 2 | 2 | 1 | 4 | 0 | 2 | 0 | 0 | 0 | 0 |
| C% | | 1 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 3 | 5 | 2 | 0 | 1 | 0 | 0 | 0 | 0 |

Q7. Nationally, do you think the Presidential race will be close - or a landslide?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|-------------|--------------------|-------|-------|---------------------|-----------|-----------------|----------|----------------|---------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might -ge | Eco- nomy/ Jobs | Iraq War | Moral val- ues | Ter- ror- ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Close | | 515 | 132 | 284 | 124 | 178 | 183 | 59 | 50 | 515 | 0 | 249 | 221 | 31 | 362 | 77 | 245 | 54 | 48 | 43 | 42 |
| | C% | 86 | 83 | 85 | 78 | 89 | 88 | 81 | 98 | 100 | 0 | 91 | 81 | 89 | 83 | 94 | 87 | 83 | 87 | 84 | 88 |
| Landslide | | 56 | 23 | 32 | 17 | 20 | 21 | 7 | 0 | 0 | 56 | 22 | 32 | 0 | 54 | 0 | 27 | 3 | 5 | 7 | 4 |
| | C% | 9 | 14 | 10 | 11 | 10 | 10 | 10 | 0 | 0 | 100 | 8 | 12 | 0 | 12 | 0 | 10 | 5 | 9 | 14 | 8 |
| Undecided | | 29 | 4 | 17 | 18 | 1 | 3 | 7 | 1 | 0 | 0 | 4 | 19 | 4 | 19 | 5 | 10 | 8 | 2 | 1 | 2 |
| | C% | 5 | 3 | 5 | 11 | 1 | 1 | 10 | 2 | 0 | 0 | 1 | 7 | 11 | 4 | 6 | 4 | 12 | 4 | 2 | 4 |

Q8. There are 5 major candidates for President: Libertarian Bob Barr, Republican John McCain, Green Party Cynthia McKinney, Independent Ralph Nader and Democrat Barack Obama. At this point, for whom will you vote?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|--------------------|-------------|-------------|---------------------------|-----|--|------|-------|-------------------|-------|-----|--------------------|-------|--------------|---------------------|----------------|-----------------|---------------|-------------|--------------|--|--|
| | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | Total | Right track | Wrong track | Yes | No | More | Less | Undec | Close | slide | Mc- | Obama | Undec | Mind made up | Might chan-ge | Eco-nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea-lth-care | | |
| Total | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 | | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Bob Barr | 5 | 0 | 5 | 0 | 4 | 1 | 1 | 2 | 5 | 0 | 0 | 0 | 0 | 3 | 2 | 2 | 0 | 2 | 0 | 0 | | |
| C% | 1 | 0 | 2 | 0 | 2 | 0 | 1 | 4 | 1 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 4 | 0 | 0 | | |
| John McCain | 259 | 94 | 106 | 25 | 53 | 187 | 5 | 25 | 233 | 22 | 259 | 0 | 0 | 218 | 40 | 95 | 15 | 33 | 46 | 11 | | |
| C% | 43 | 59 | 32 | 16 | 27 | 90 | 7 | 49 | 45 | 39 | 94 | 0 | 0 | 50 | 49 | 34 | 23 | 60 | 90 | 23 | | |
| Ralph Nader | 8 | 1 | 7 | 3 | 4 | 0 | 0 | 3 | 6 | 0 | 0 | 0 | 0 | 2 | 6 | 5 | 2 | 1 | 0 | 0 | | |
| C% | 1 | 1 | 2 | 2 | 2 | 0 | 0 | 6 | 1 | 0 | 0 | 0 | 0 | 0 | 7 | 2 | 3 | 2 | 0 | 0 | | |
| Barack Obama | 249 | 46 | 173 | 105 | 117 | 2 | 50 | 10 | 198 | 32 | 0 | 249 | 0 | 212 | 34 | 138 | 43 | 13 | 4 | 29 | | |
| C% | 42 | 29 | 52 | 66 | 59 | 1 | 68 | 20 | 38 | 57 | 0 | 92 | 0 | 49 | 41 | 49 | 66 | 24 | 8 | 60 | | |
| Undecided | 69 | 16 | 36 | 23 | 18 | 15 | 11 | 10 | 65 | 0 | 14 | 20 | 34 | 0 | 0 | 37 | 4 | 4 | 1 | 6 | | |
| C% | 12 | 10 | 11 | 14 | 9 | 7 | 15 | 20 | 13 | 0 | 5 | 7 | 97 | 0 | 0 | 13 | 6 | 7 | 2 | 13 | | |
| Refused | 10 | 2 | 6 | 3 | 3 | 2 | 6 | 1 | 8 | 2 | 2 | 3 | 1 | 0 | 0 | 5 | 1 | 2 | 0 | 2 | | |
| C% | 2 | 1 | 2 | 2 | 2 | 1 | 8 | 2 | 2 | 4 | 1 | 1 | 3 | 0 | 0 | 2 | 2 | 4 | 0 | 4 | | |

Q9. Is your mind made up or do you think you might change your mind before the election?

BASE: Know who they are voting for

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|--------------------|-------------|---------------------------|-----|--|------|-------|--------------------|------------|--------------------|-------|-------|---------------------|--------------|-----------------|----------|---------------|-------------|--------------|-----|
| | | DIRECTION OF STATE | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea-lth-care | |
| Total | | 521 | 141 | 291 | 133 | 178 | 190 | 56 | 40 | 442 | 54 | 259 | 249 | 0 | 435 | 82 | 240 | 60 | 49 | 50 | 40 |
| C% | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Mind made up | | 435 | 117 | 238 | 102 | 148 | 169 | 44 | 29 | 362 | 54 | 218 | 212 | 0 | 435 | 0 | 195 | 42 | 47 | 44 | 36 |
| C% | | 83 | 83 | 82 | 77 | 83 | 89 | 79 | 73 | 82 | 100 | 84 | 85 | 0 | 100 | 0 | 81 | 70 | 96 | 88 | 90 |
| Might change | | 82 | 24 | 49 | 29 | 28 | 20 | 11 | 11 | 77 | 0 | 40 | 34 | 0 | 0 | 82 | 43 | 18 | 2 | 5 | 4 |
| C% | | 16 | 17 | 17 | 22 | 16 | 11 | 20 | 28 | 17 | 0 | 15 | 14 | 0 | 0 | 100 | 18 | 30 | 4 | 10 | 10 |
| Undecided | | 4 | 0 | 4 | 2 | 2 | 1 | 1 | 0 | 3 | 0 | 1 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 |
| C% | | 1 | 0 | 1 | 2 | 1 | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 |

Q10. As of today, who are you leaning toward?

BASE: Those undecided or refused who they are voting for

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|---------------------------|-----|--|------|-------|-------------------|-------|--------------------|-------|-------|---------------------|----------------|-----------------|----------|----------------|-------------|----------------|-----|
| | | DIRECTION OF STATE | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| Total | | Right track | Wrong track | Yes | No | More | Less | Undec | Close | slide | Mc- | Obama | Undec | Mind made up | Might chan -ge | Eco- nomy/ Jobs | Iraq War | Moral val- ues | Ter-ror-ism | Hea- lth- care | |
| Total | C% | 79 | 18 | 42 | 26 | 21 | 17 | 17 | 11 | 73 | 2 | 16 | 23 | 35 | 0 | 0 | 42 | 5 | 6 | 1 | 8 |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 0 | 100 | 100 | 100 | 100 | 100 |
| John McCain | C% | 16 | 3 | 9 | 5 | 4 | 3 | 4 | 2 | 16 | 0 | 16 | 0 | 0 | 0 | 0 | 8 | 0 | 2 | 0 | 4 |
| | | 20 | 17 | 21 | 19 | 19 | 18 | 24 | 18 | 22 | 0 | 100 | 0 | 0 | 0 | 0 | 19 | 0 | 33 | 0 | 50 |
| Ralph Nader | C% | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | | 1 | 0 | 2 | 4 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 |
| Barack Obama | C% | 23 | 6 | 14 | 10 | 5 | 2 | 9 | 2 | 23 | 0 | 0 | 23 | 0 | 0 | 0 | 11 | 2 | 2 | 0 | 1 |
| | | 29 | 33 | 33 | 38 | 24 | 12 | 53 | 18 | 32 | 0 | 0 | 100 | 0 | 0 | 0 | 26 | 40 | 33 | 0 | 13 |
| Undecided | C% | 35 | 9 | 15 | 8 | 11 | 10 | 2 | 7 | 31 | 0 | 0 | 0 | 35 | 0 | 0 | 20 | 2 | 2 | 0 | 3 |
| | | 44 | 50 | 36 | 31 | 52 | 59 | 12 | 64 | 42 | 0 | 0 | 0 | 100 | 0 | 0 | 48 | 40 | 33 | 0 | 38 |
| Refused | C% | 4 | 0 | 3 | 2 | 1 | 2 | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 0 |
| | | 5 | 0 | 7 | 8 | 5 | 12 | 12 | 0 | 3 | 100 | 0 | 0 | 0 | 0 | 0 | 7 | 20 | 0 | 0 | 0 |

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|-------|---------------------|--------------|-----------------|----------|-----------|-------------|--------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind-made up | Might-change | Eco-nomy/ Jobs | Iraq War | Moral-ues | Ter-ror-ism | Hea-lth-care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bob Barr | | 5 | 0 | 5 | 0 | 4 | 1 | 1 | 2 | 5 | 0 | 0 | 0 | 0 | 3 | 2 | 2 | 0 | 2 | 0 | 0 |
| | C% | 1 | 0 | 2 | 0 | 2 | 0 | 1 | 4 | 1 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 4 | 0 | 0 |
| John McCain | | 275 | 97 | 115 | 30 | 57 | 190 | 9 | 27 | 249 | 22 | 275 | 0 | 0 | 218 | 40 | 103 | 15 | 35 | 46 | 15 |
| | C% | 46 | 61 | 35 | 19 | 29 | 92 | 12 | 53 | 48 | 39 | 100 | 0 | 0 | 50 | 49 | 37 | 23 | 64 | 90 | 31 |
| Ralph Nader | | 9 | 1 | 8 | 4 | 4 | 0 | 0 | 3 | 7 | 0 | 0 | 0 | 0 | 2 | 6 | 5 | 2 | 1 | 1 | 0 |
| | C% | 2 | 1 | 2 | 3 | 2 | 0 | 0 | 6 | 1 | 0 | 0 | 0 | 0 | 0 | 7 | 2 | 3 | 2 | 2 | 0 |
| Barack Obama | | 272 | 52 | 187 | 115 | 122 | 4 | 59 | 12 | 221 | 32 | 0 | 272 | 0 | 212 | 34 | 149 | 45 | 15 | 4 | 30 |
| | C% | 45 | 33 | 56 | 72 | 61 | 2 | 81 | 24 | 43 | 57 | 0 | 100 | 0 | 49 | 41 | 53 | 69 | 27 | 8 | 63 |
| Undecided | | 35 | 9 | 15 | 8 | 11 | 10 | 2 | 7 | 31 | 0 | 0 | 0 | 35 | 0 | 0 | 20 | 2 | 2 | 0 | 3 |
| | C% | 6 | 6 | 5 | 5 | 6 | 5 | 3 | 14 | 6 | 0 | 0 | 0 | 100 | 0 | 0 | 7 | 3 | 4 | 0 | 6 |
| Refused | | 4 | 0 | 3 | 2 | 1 | 2 | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 0 |
| | C% | 1 | 0 | 1 | 1 | 1 | 1 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|-------|---------------------|--------------|-----------------|----------|--------------|-------------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs | Iraq War | Moral values | Ter-ror-ism | Health-care |
| Total | C% | 39 | 9 | 18 | 10 | 12 | 12 | 4 | 7 | 33 | 2 | 0 | 0 | 35 | 0 | 0 | 23 | 3 | 2 | 0 | 3 |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 0 | 100 | 0 | 0 | 100 | 100 | 100 | 0 | 100 |
| Frustration | C% | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Hope | C% | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 6 | 10 | 0 | 0 | 25 | 0 | 0 | 50 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| OK | C% | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | | 3 | 11 | 0 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 33 | 0 | 0 | 0 |
| Unlikeable | C% | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Inexperienced | C% | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| | | 5 | 0 | 11 | 0 | 0 | 0 | 0 | 29 | 6 | 0 | 0 | 0 | 6 | 0 | 0 | 9 | 0 | 0 | 0 | 0 |
| Robin Hood | C% | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| New | C% | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 6 | 0 | 8 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Exciting | C% | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 3 | 11 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Too liberal | C% | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 0 | 0 | 0 | 0 | 25 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Too loose | C% | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 6 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Fame | C% | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | | 3 | 0 | 6 | 10 | 0 | 0 | 0 | 14 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 33 |
| Biden not good choice | C% | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | | 3 | 0 | 0 | 10 | 0 | 0 | 0 | 14 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 33 |
| Democrat | C% | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 11 | 0 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Mistake | C% | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | | 3 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 33 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|--------------------|-------------|---------------------------|----|--|------|-------|-------------------|-------|--------------------|-------|-------|---------------------|----------------|-----------------|----------|----------------|-------------|----------------|
| | | DIRECTION OF STATE | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| Total | | Right track | Wrong track | Yes | No | More | Less | Undec | Close | slide | Cain | Obama | Undec | Mind made up | Might chan -ge | Eco- nomy/ Jobs | Iraq War | Moral val- ues | Ter-ror-ism | Hea- lth- care |
| Good | | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | | 3 | 0 | 6 | 0 | 8 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 |
| Guns | | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | | 3 | 11 | 0 | 0 | 8 | 0 | 0 | 14 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 |
| Change | | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| C% | | 3 | 0 | 0 | 0 | 8 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 33 | 0 | 0 |
| Undecided | | 8 | 2 | 5 | 0 | 4 | 5 | 0 | 0 | 8 | 0 | 0 | 0 | 8 | 0 | 0 | 4 | 1 | 1 | 0 |
| C% | | 21 | 22 | 28 | 0 | 33 | 42 | 0 | 0 | 24 | 0 | 0 | 0 | 23 | 0 | 0 | 17 | 33 | 50 | 0 |
| Refused | | 13 | 3 | 5 | 5 | 3 | 2 | 2 | 2 | 9 | 1 | 0 | 0 | 12 | 0 | 0 | 10 | 0 | 1 | 0 |
| C% | | 33 | 33 | 28 | 50 | 25 | 17 | 50 | 29 | 27 | 50 | 0 | 0 | 34 | 0 | 0 | 43 | 0 | 50 | 0 |

Q12. What is the first word that comes to mind when you think about the Republican ticket of John McCain and Sarah Palin?

BASE: Still undecided/refused

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------|-------|---------------------------|-----|--|------|-------|-------------------|-------|--------------------|-------|-------|---------------------|-------|-----------------|------|-------|------|------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right | Wrong | Total | Yes | No | More | Less | Undec | Close | Land- | Mc- | Obama | Undec | Mind | Might | Eco- | Iraq | Moral | Ter- | Hea- |
| | | track | track | | | | | | | slide | Cain | Obama | Undec | made | chan | nomy/ | War | val- | ror- | lth- | |
| | | | | | | | | | | | | | | up | -ge | Jobs | | ues | ism | care | |
| Total | C% | 39 | 9 | 18 | 10 | 12 | 12 | 4 | 7 | 33 | 2 | 0 | 0 | 35 | 0 | 0 | 23 | 3 | 2 | 0 | 3 |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 0 | 100 | 0 | 0 | 100 | 100 | 100 | 0 | 100 |
| Distant | C% | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Change | C% | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| | | 5 | 0 | 6 | 10 | 8 | 8 | 25 | 0 | 3 | 50 | 0 | 0 | 0 | 0 | 0 | 4 | 33 | 0 | 0 | 0 |
| Unsure | C% | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | | 3 | 11 | 0 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 33 | 0 | 0 | 0 |
| War hero | C% | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 6 | 0 | 0 | 0 | 0 | 14 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Conservative | C% | 2 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| | | 5 | 0 | 11 | 0 | 8 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 6 | 0 | 0 | 4 | 0 | 50 | 0 | 0 |
| Surprising | C% | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 6 | 0 | 8 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Not qualified | C% | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 0 | 0 | 0 | 0 | 25 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Maybe | C% | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 0 | 6 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Fame | C% | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | | 3 | 0 | 6 | 10 | 0 | 0 | 0 | 14 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 33 |
| Bush | C% | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| | | 5 | 0 | 6 | 0 | 0 | 8 | 0 | 14 | 6 | 0 | 0 | 0 | 6 | 0 | 0 | 4 | 0 | 0 | 0 | 33 |
| Republican | C% | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 11 | 0 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Guns | C% | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 3 | 11 | 0 | 0 | 8 | 0 | 0 | 14 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Undecided | C% | 9 | 2 | 5 | 1 | 4 | 5 | 0 | 1 | 9 | 0 | 0 | 0 | 9 | 0 | 0 | 5 | 1 | 0 | 0 | 1 |
| | | 23 | 22 | 28 | 10 | 33 | 42 | 0 | 14 | 27 | 0 | 0 | 0 | 26 | 0 | 0 | 22 | 33 | 0 | 0 | 33 |
| Refused | C% | 15 | 4 | 5 | 6 | 4 | 2 | 2 | 2 | 10 | 1 | 0 | 0 | 14 | 0 | 0 | 10 | 0 | 1 | 0 | 0 |
| | | 38 | 44 | 28 | 60 | 33 | 17 | 50 | 29 | 30 | 50 | 0 | 0 | 40 | 0 | 0 | 43 | 0 | 50 | 0 | 0 |

Q13. When thinking about Barack Obama, Joe Biden, John McCain, or Sarah Palin, which candidate of the four do you believe is most like you?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|-------|---------------------|--------------|-----------------|----------|--------------|-----------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs | Iraq War | Moral values | Terrorism | Health care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | | 142 | 30 | 100 | 55 | 68 | 9 | 21 | 4 | 109 | 27 | 8 | 130 | 4 | 119 | 11 | 82 | 16 | 11 | 3 | 15 |
| | C% | 24 | 19 | 30 | 35 | 34 | 4 | 29 | 8 | 21 | 48 | 3 | 48 | 11 | 27 | 13 | 29 | 25 | 20 | 6 | 31 |
| Joe Biden | | 79 | 11 | 55 | 40 | 30 | 4 | 12 | 4 | 70 | 4 | 8 | 67 | 2 | 61 | 12 | 45 | 17 | 5 | 2 | 7 |
| | C% | 13 | 7 | 17 | 25 | 15 | 2 | 16 | 8 | 14 | 7 | 3 | 25 | 6 | 14 | 15 | 16 | 26 | 9 | 4 | 15 |
| John McCain | | 107 | 43 | 47 | 5 | 22 | 69 | 8 | 13 | 95 | 8 | 98 | 5 | 3 | 78 | 21 | 36 | 8 | 13 | 21 | 3 |
| | C% | 18 | 27 | 14 | 3 | 11 | 33 | 11 | 25 | 18 | 14 | 36 | 2 | 9 | 18 | 26 | 13 | 12 | 24 | 41 | 6 |
| Sarah Palin | | 148 | 52 | 62 | 21 | 35 | 97 | 2 | 15 | 139 | 9 | 120 | 14 | 7 | 115 | 15 | 53 | 13 | 22 | 21 | 7 |
| | C% | 25 | 33 | 19 | 13 | 18 | 47 | 3 | 29 | 27 | 16 | 44 | 5 | 20 | 26 | 18 | 19 | 20 | 40 | 41 | 15 |
| Undecided | | 109 | 20 | 62 | 36 | 40 | 22 | 28 | 13 | 90 | 7 | 34 | 53 | 14 | 53 | 22 | 58 | 10 | 3 | 4 | 15 |
| | C% | 18 | 13 | 19 | 23 | 20 | 11 | 38 | 25 | 17 | 13 | 12 | 19 | 40 | 12 | 27 | 21 | 15 | 5 | 8 | 31 |
| Refused | | 15 | 3 | 7 | 2 | 4 | 6 | 2 | 2 | 12 | 1 | 7 | 3 | 5 | 9 | 1 | 8 | 1 | 1 | 0 | 1 |
| | C% | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 4 | 2 | 2 | 3 | 1 | 14 | 2 | 1 | 3 | 2 | 2 | 0 | 2 |

Q14. Which of the four - Obama, Biden, McCain, or Palin - understands and cares about the problems of people like you?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|---------------------|--------------|-----------------|--------------------|------|--------------|-----------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs War | Iraq | Moral values | Terrorism | Health care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | | 238 | 43 | 165 | 94 | 110 | 5 | 51 | 11 | 188 | 32 | 3 | 220 | 8 | 185 | 25 | 131 | 39 | 13 | 5 | 25 |
| | C% | 40 | 27 | 50 | 59 | 55 | 2 | 70 | 22 | 37 | 57 | 1 | 81 | 23 | 43 | 30 | 46 | 60 | 24 | 10 | 52 |
| Joe Biden | | 36 | 3 | 29 | 17 | 16 | 2 | 7 | 2 | 31 | 3 | 1 | 31 | 2 | 21 | 7 | 21 | 7 | 3 | 0 | 2 |
| | C% | 6 | 2 | 9 | 11 | 8 | 1 | 10 | 4 | 6 | 5 | 0 | 11 | 6 | 5 | 9 | 7 | 11 | 5 | 0 | 4 |
| John McCain | | 140 | 62 | 50 | 22 | 25 | 92 | 5 | 17 | 120 | 17 | 134 | 3 | 1 | 114 | 19 | 48 | 10 | 21 | 30 | 5 |
| | C% | 23 | 39 | 15 | 14 | 13 | 44 | 7 | 33 | 23 | 30 | 49 | 1 | 3 | 26 | 23 | 17 | 15 | 38 | 59 | 10 |
| Sarah Palin | | 110 | 40 | 50 | 7 | 32 | 82 | 1 | 8 | 105 | 4 | 100 | 2 | 6 | 85 | 11 | 41 | 7 | 13 | 15 | 10 |
| | C% | 18 | 25 | 15 | 4 | 16 | 40 | 1 | 16 | 20 | 7 | 36 | 1 | 17 | 20 | 13 | 15 | 11 | 24 | 29 | 21 |
| Undecided | | 56 | 7 | 30 | 16 | 9 | 21 | 6 | 10 | 51 | 0 | 29 | 12 | 10 | 24 | 16 | 30 | 1 | 5 | 1 | 5 |
| | C% | 9 | 4 | 9 | 10 | 5 | 10 | 8 | 20 | 10 | 0 | 11 | 4 | 29 | 6 | 20 | 11 | 2 | 9 | 2 | 10 |
| Refused | | 4 | 2 | 2 | 0 | 2 | 0 | 2 | 0 | 4 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 |
| | C% | 1 | 1 | 1 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| None | | 16 | 2 | 7 | 3 | 5 | 5 | 1 | 3 | 16 | 0 | 6 | 2 | 8 | 6 | 2 | 9 | 1 | 0 | 0 | 1 |
| | C% | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 6 | 3 | 0 | 2 | 1 | 23 | 1 | 2 | 3 | 2 | 0 | 0 | 2 |

Q15. Do you believe the media has treated Sarah Palin fairly, harshly, or neutral?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|---------------------|--------------|-----------------|----------------|----------|--------------|-----------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs | Iraq War | Moral values | Terrorism | Health care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Fairly | | 159 | 38 | 109 | 53 | 65 | 17 | 28 | 13 | 132 | 23 | 29 | 120 | 6 | 125 | 17 | 82 | 28 | 11 | 6 | 17 |
| | C% | 27 | 24 | 33 | 33 | 33 | 8 | 38 | 25 | 26 | 41 | 11 | 44 | 17 | 29 | 21 | 29 | 43 | 20 | 12 | 35 |
| Harshly | | 229 | 67 | 103 | 40 | 51 | 137 | 16 | 23 | 207 | 15 | 182 | 32 | 10 | 175 | 25 | 91 | 18 | 25 | 36 | 14 |
| | C% | 38 | 42 | 31 | 25 | 26 | 66 | 22 | 45 | 40 | 27 | 66 | 12 | 29 | 40 | 30 | 32 | 28 | 45 | 71 | 29 |
| Neutral | | 177 | 40 | 106 | 54 | 74 | 43 | 23 | 14 | 146 | 15 | 56 | 102 | 11 | 114 | 37 | 88 | 16 | 13 | 8 | 17 |
| | C% | 30 | 25 | 32 | 34 | 37 | 21 | 32 | 27 | 28 | 27 | 20 | 38 | 31 | 26 | 45 | 31 | 25 | 24 | 16 | 35 |
| Undecided | | 25 | 9 | 12 | 9 | 7 | 7 | 2 | 1 | 20 | 3 | 3 | 13 | 8 | 11 | 3 | 16 | 1 | 4 | 1 | 0 |
| | C% | 4 | 6 | 4 | 6 | 4 | 3 | 3 | 2 | 4 | 5 | 1 | 5 | 23 | 3 | 4 | 6 | 2 | 7 | 2 | 0 |
| Refused | | 2 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 |
| | C% | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| None | | 8 | 5 | 1 | 3 | 2 | 3 | 2 | 0 | 8 | 0 | 3 | 5 | 0 | 8 | 0 | 5 | 2 | 0 | 0 | 0 |
| | C% | 1 | 3 | 0 | 2 | 1 | 1 | 3 | 0 | 2 | 0 | 1 | 2 | 0 | 2 | 0 | 2 | 3 | 0 | 0 | 0 |

Q16. Which one of the following issues matters most in deciding your vote for president?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-----|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|-------|---------------------|--------------|-----------------|----------|--------------|-----------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind-made up | Might change | Eco-nomy/ Jobs | Iraq War | Moral values | Terrorism | Health-care |
| Total | C% | | | | | | | | | | | | | | | | | | | | |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Taxes | | 34 | 18 | 10 | 1 | 8 | 19 | 1 | 5 | 31 | 2 | 31 | 2 | 1 | 28 | 3 | 0 | 0 | 0 | 0 | 0 |
| | C% | 6 | 11 | 3 | 1 | 4 | 9 | 1 | 10 | 6 | 4 | 11 | 1 | 3 | 6 | 4 | 0 | 0 | 0 | 0 | 0 |
| Education | | 17 | 4 | 11 | 1 | 5 | 9 | 2 | 1 | 11 | 4 | 7 | 10 | 0 | 11 | 3 | 0 | 0 | 0 | 0 | 0 |
| | C% | 3 | 3 | 3 | 1 | 3 | 4 | 3 | 2 | 2 | 7 | 3 | 4 | 0 | 3 | 4 | 0 | 0 | 0 | 0 | 0 |
| Iraq War | | 65 | 19 | 37 | 28 | 21 | 14 | 6 | 0 | 54 | 3 | 15 | 45 | 2 | 42 | 18 | 0 | 65 | 0 | 0 | 0 |
| | C% | 11 | 12 | 11 | 18 | 11 | 7 | 8 | 0 | 10 | 5 | 5 | 17 | 6 | 10 | 22 | 0 | 100 | 0 | 0 | 0 |
| Terrorism | | 51 | 20 | 14 | 5 | 15 | 39 | 2 | 2 | 43 | 7 | 46 | 4 | 0 | 44 | 5 | 0 | 0 | 0 | 51 | 0 |
| | C% | 9 | 13 | 4 | 3 | 8 | 19 | 3 | 4 | 8 | 13 | 17 | 1 | 0 | 10 | 6 | 0 | 0 | 0 | 100 | 0 |
| Economy/Jobs | | 282 | 60 | 177 | 81 | 104 | 75 | 42 | 23 | 245 | 27 | 103 | 149 | 20 | 195 | 43 | 282 | 0 | 0 | 0 | 0 |
| | C% | 47 | 38 | 53 | 51 | 52 | 36 | 58 | 45 | 48 | 48 | 37 | 55 | 57 | 45 | 52 | 100 | 0 | 0 | 0 | 0 |
| Moral values | | 55 | 24 | 25 | 11 | 13 | 26 | 6 | 9 | 48 | 5 | 35 | 15 | 2 | 47 | 2 | 0 | 0 | 55 | 0 | 0 |
| | C% | 9 | 15 | 8 | 7 | 7 | 13 | 8 | 18 | 9 | 9 | 13 | 6 | 6 | 11 | 2 | 0 | 0 | 100 | 0 | 0 |
| Healthcare | | 48 | 5 | 33 | 24 | 14 | 9 | 4 | 6 | 42 | 4 | 15 | 30 | 3 | 36 | 4 | 0 | 0 | 0 | 0 | 48 |
| | C% | 8 | 3 | 10 | 15 | 7 | 4 | 5 | 12 | 8 | 7 | 5 | 11 | 9 | 8 | 5 | 0 | 0 | 0 | 0 | 100 |
| Other | | 30 | 5 | 20 | 5 | 13 | 12 | 7 | 3 | 27 | 3 | 14 | 10 | 5 | 18 | 2 | 0 | 0 | 0 | 0 | 0 |
| | C% | 5 | 3 | 6 | 3 | 7 | 6 | 10 | 6 | 5 | 5 | 5 | 4 | 14 | 4 | 2 | 0 | 0 | 0 | 0 | 0 |
| Undecided | | 16 | 4 | 6 | 3 | 6 | 2 | 3 | 2 | 12 | 1 | 7 | 7 | 2 | 12 | 2 | 0 | 0 | 0 | 0 | 0 |
| | C% | 3 | 3 | 2 | 2 | 3 | 1 | 4 | 4 | 2 | 2 | 3 | 3 | 6 | 3 | 2 | 0 | 0 | 0 | 0 | 0 |
| Refused | | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q17. Which of the following comes closest to your views on the Iraq War?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|---|----|--------------------|-------------|-----|---------------------------|-----|--|------|-------|-------------------|-------------|--------------------|-------|---------------------|--------------|-----------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Immediate withdrawal of all U.S. troops | | 98 | 26 | 63 | 44 | 40 | 11 | 8 | 6 | 86 | 6 | 6 | 79 | 10 | 66 | 11 | 45 | 26 | 7 | 1 | 6 |
| | C% | 16 | 16 | 19 | 28 | 20 | 5 | 11 | 12 | 17 | 11 | 2 | 29 | 29 | 15 | 13 | 16 | 40 | 13 | 2 | 13 |
| One-year timeline to gradually withdraw | | 249 | 52 | 158 | 82 | 95 | 35 | 44 | 18 | 212 | 23 | 71 | 159 | 12 | 176 | 36 | 135 | 25 | 17 | 10 | 30 |
| | C% | 42 | 33 | 47 | 52 | 48 | 17 | 60 | 35 | 41 | 41 | 26 | 58 | 34 | 40 | 44 | 48 | 38 | 31 | 20 | 63 |
| Leaving troops for as long as necessary | | 236 | 78 | 103 | 27 | 55 | 157 | 20 | 23 | 205 | 24 | 194 | 27 | 10 | 186 | 29 | 89 | 14 | 31 | 40 | 11 |
| | C% | 39 | 49 | 31 | 17 | 28 | 76 | 27 | 45 | 40 | 43 | 71 | 10 | 29 | 43 | 35 | 32 | 22 | 56 | 78 | 23 |
| Undecided | | 16 | 3 | 9 | 5 | 9 | 4 | 1 | 4 | 11 | 3 | 4 | 7 | 2 | 7 | 6 | 12 | 0 | 0 | 0 | 1 |
| | C% | 3 | 2 | 3 | 3 | 5 | 2 | 1 | 8 | 2 | 5 | 1 | 3 | 6 | 2 | 7 | 4 | 0 | 0 | 0 | 2 |
| Refused | | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q18. Do you support a universal healthcare system administered by the government or one run by expanding competition among private insurance companies?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|--------------------|-------------|--------------------|-------|---------------------|--------------|-----------------|---------------------|------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs War | Iraq | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Government run | | 203 | 40 | 137 | 68 | 87 | 23 | 37 | 13 | 169 | 24 | 33 | 153 | 10 | 155 | 17 | 109 | 23 | 12 | 11 | 26 |
| | C% | 34 | 25 | 41 | 43 | 44 | 11 | 51 | 25 | 33 | 43 | 12 | 56 | 29 | 36 | 21 | 39 | 35 | 22 | 22 | 54 |
| Expanded competition | | 289 | 98 | 139 | 61 | 74 | 148 | 22 | 26 | 255 | 21 | 190 | 71 | 24 | 200 | 49 | 117 | 26 | 39 | 34 | 17 |
| | C% | 48 | 62 | 42 | 38 | 37 | 71 | 30 | 51 | 50 | 38 | 69 | 26 | 69 | 46 | 60 | 41 | 40 | 71 | 67 | 35 |
| Undecided | | 102 | 21 | 54 | 30 | 37 | 31 | 13 | 12 | 85 | 11 | 47 | 48 | 1 | 75 | 15 | 54 | 16 | 4 | 5 | 5 |
| | C% | 17 | 13 | 16 | 19 | 19 | 15 | 18 | 24 | 17 | 20 | 17 | 18 | 3 | 17 | 18 | 19 | 25 | 7 | 10 | 10 |
| Refused | | 6 | 0 | 3 | 0 | 1 | 5 | 1 | 0 | 6 | 0 | 5 | 0 | 0 | 5 | 1 | 2 | 0 | 0 | 1 | 0 |
| | C% | 1 | 0 | 1 | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 2 | 0 |

Q19. Overall, which candidate do you trust more - Barack Obama or John McCain?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|---------------------|--------------|-----------------|----------------|----------|---------------|-------------|--------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind-made up | Might-ge | Eco-nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea-lth-care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | | 273 | 48 | 192 | 109 | 126 | 6 | 55 | 17 | 224 | 32 | 4 | 253 | 9 | 213 | 30 | 150 | 41 | 17 | 4 | 29 |
| | C% | 46 | 30 | 58 | 69 | 63 | 3 | 75 | 33 | 43 | 57 | 1 | 93 | 26 | 49 | 37 | 53 | 63 | 31 | 8 | 60 |
| McCain | | 267 | 96 | 108 | 29 | 60 | 182 | 7 | 28 | 241 | 22 | 258 | 3 | 4 | 210 | 42 | 103 | 15 | 37 | 42 | 14 |
| | C% | 45 | 60 | 32 | 18 | 30 | 88 | 10 | 55 | 47 | 39 | 94 | 1 | 11 | 48 | 51 | 37 | 23 | 67 | 82 | 29 |
| Undecided | | 59 | 15 | 33 | 21 | 12 | 18 | 11 | 6 | 49 | 2 | 13 | 16 | 22 | 12 | 10 | 29 | 8 | 1 | 5 | 5 |
| | C% | 10 | 9 | 10 | 13 | 6 | 9 | 15 | 12 | 10 | 4 | 5 | 6 | 63 | 3 | 12 | 10 | 12 | 2 | 10 | 10 |
| Refused | | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |

Q20. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|------------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|-------------|--------------------|-------|---------------------|--------------|-----------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | C% | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| Extremely comfortable | C% | 91 | 13 | 70 | 37 | 50 | 4 | 10 | 2 | 69 | 16 | 2 | 89 | 0 | 82 | 3 | 53 | 13 | 2 | 0 | 10 |
| Very comfortable | C% | 153 | 28 | 102 | 58 | 63 | 5 | 34 | 10 | 123 | 15 | 4 | 138 | 8 | 123 | 15 | 85 | 23 | 9 | 2 | 17 |
| Somewhat comfortable | C% | 141 | 46 | 73 | 43 | 36 | 52 | 15 | 17 | 131 | 5 | 82 | 33 | 17 | 60 | 42 | 76 | 17 | 9 | 6 | 12 |
| Not at all comfortable | C% | 194 | 68 | 75 | 15 | 44 | 144 | 8 | 18 | 171 | 20 | 183 | 4 | 3 | 166 | 18 | 53 | 12 | 34 | 43 | 7 |
| Undecided | C% | 21 | 4 | 13 | 6 | 6 | 2 | 6 | 4 | 21 | 0 | 4 | 8 | 7 | 4 | 4 | 15 | 0 | 1 | 0 | 2 |

Q21. Regardless of how you would vote, how comfortable would you be with John McCain as president?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|------------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|-------------|--------------------|-------|-------|---------------------|---------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | | 67 | 29 | 25 | 2 | 8 | 61 | 0 | 1 | 56 | 10 | 67 | 0 | 0 | 65 | 1 | 16 | 4 | 13 | 18 | 6 |
| | C% | 11 | 18 | 8 | 1 | 4 | 29 | 0 | 2 | 11 | 18 | 24 | 0 | 0 | 15 | 1 | 6 | 6 | 24 | 35 | 13 |
| Very comfortable | | 148 | 53 | 58 | 20 | 36 | 88 | 5 | 22 | 137 | 6 | 133 | 9 | 6 | 108 | 27 | 58 | 10 | 19 | 21 | 5 |
| | C% | 25 | 33 | 17 | 13 | 18 | 43 | 7 | 43 | 27 | 11 | 48 | 3 | 17 | 25 | 33 | 21 | 15 | 35 | 41 | 10 |
| Somewhat comfortable | | 165 | 44 | 94 | 42 | 53 | 54 | 25 | 15 | 143 | 14 | 73 | 69 | 15 | 90 | 37 | 92 | 23 | 8 | 7 | 8 |
| | C% | 28 | 28 | 28 | 26 | 27 | 26 | 34 | 29 | 28 | 25 | 27 | 25 | 43 | 21 | 45 | 33 | 35 | 15 | 14 | 17 |
| Not at all comfortable | | 205 | 31 | 145 | 89 | 97 | 3 | 41 | 9 | 166 | 26 | 0 | 190 | 7 | 170 | 15 | 106 | 28 | 14 | 5 | 27 |
| | C% | 34 | 19 | 44 | 56 | 49 | 1 | 56 | 18 | 32 | 46 | 0 | 70 | 20 | 39 | 18 | 38 | 43 | 25 | 10 | 56 |
| Undecided | | 15 | 2 | 11 | 6 | 5 | 1 | 2 | 4 | 13 | 0 | 2 | 4 | 7 | 2 | 2 | 10 | 0 | 1 | 0 | 2 |
| | C% | 3 | 1 | 3 | 4 | 3 | 0 | 3 | 8 | 3 | 0 | 1 | 1 | 20 | 0 | 2 | 4 | 0 | 2 | 0 | 4 |

Q22. Which of the following comes closest to your opinion of the upcoming Presidential election:

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|--|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|-------------|--------------------|-------|---------------------|--------------|-----------------|---------------------|------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs War | Iraq | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Most important election of my life | | 215 | 50 | 132 | 60 | 75 | 69 | 29 | 16 | 184 | 21 | 84 | 120 | 5 | 166 | 25 | 95 | 35 | 27 | 15 | 13 |
| | C% | 36 | 31 | 40 | 38 | 38 | 33 | 40 | 31 | 36 | 38 | 31 | 44 | 14 | 38 | 30 | 34 | 54 | 49 | 29 | 27 |
| Very important but not the most important | | 287 | 75 | 154 | 68 | 92 | 108 | 30 | 23 | 239 | 33 | 142 | 125 | 16 | 215 | 33 | 140 | 21 | 17 | 30 | 31 |
| | C% | 48 | 47 | 46 | 43 | 46 | 52 | 41 | 45 | 46 | 59 | 52 | 46 | 46 | 49 | 40 | 50 | 32 | 31 | 59 | 65 |
| No different than any other pres. election | | 91 | 34 | 43 | 28 | 31 | 26 | 14 | 12 | 85 | 2 | 46 | 25 | 12 | 51 | 22 | 45 | 7 | 11 | 5 | 4 |
| | C% | 15 | 21 | 13 | 18 | 16 | 13 | 19 | 24 | 17 | 4 | 17 | 9 | 34 | 12 | 27 | 16 | 11 | 20 | 10 | 8 |
| Not really that important to me | | 5 | 0 | 4 | 3 | 1 | 2 | 0 | 0 | 5 | 0 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 0 | 1 | 0 |
| | C% | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 6 | 0 | 2 | 1 | 3 | 0 | 2 | 0 |
| Refused | | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q23. Which political party - if any - do you blame for the recent turmoil on Wall Street in the banking and financial sectors?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-----|---------------------------|-----|--|------|-------|-------------------|-------------|--------------------|-------|---------------------|--------------|-----------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Blame Democrats | | 93 | 40 | 38 | 5 | 17 | 73 | 5 | 7 | 86 | 6 | 87 | 5 | 0 | 79 | 12 | 24 | 9 | 16 | 17 | 4 |
| | C% | 16 | 25 | 11 | 3 | 9 | 35 | 7 | 14 | 17 | 11 | 32 | 2 | 0 | 18 | 15 | 9 | 14 | 29 | 33 | 8 |
| Blame Republicans | | 245 | 37 | 176 | 101 | 109 | 9 | 53 | 8 | 193 | 32 | 20 | 203 | 8 | 186 | 28 | 133 | 42 | 13 | 3 | 31 |
| | C% | 41 | 23 | 53 | 64 | 55 | 4 | 73 | 16 | 37 | 57 | 7 | 75 | 23 | 43 | 34 | 47 | 65 | 24 | 6 | 65 |
| Neither | | 164 | 60 | 67 | 26 | 40 | 86 | 9 | 28 | 148 | 13 | 115 | 28 | 19 | 111 | 22 | 76 | 10 | 17 | 22 | 8 |
| | C% | 27 | 38 | 20 | 16 | 20 | 42 | 12 | 55 | 29 | 23 | 42 | 10 | 54 | 26 | 27 | 27 | 15 | 31 | 43 | 17 |
| Undecided | | 95 | 20 | 52 | 26 | 33 | 37 | 6 | 7 | 85 | 5 | 51 | 36 | 7 | 57 | 20 | 48 | 4 | 9 | 9 | 4 |
| | C% | 16 | 13 | 16 | 16 | 17 | 18 | 8 | 14 | 17 | 9 | 19 | 13 | 20 | 13 | 24 | 17 | 6 | 16 | 18 | 8 |
| Refused | | 3 | 2 | 0 | 1 | 0 | 2 | 0 | 1 | 3 | 0 | 2 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 |
| | C% | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |

Q24. Do you approve or disapprove of the job George W. Bush is doing as president?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|-------|---------------------|--------------|-----------------|----------|--------------|-----------|-------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Economy/ Jobs | Iraq War | Moral values | Terrorism | Health care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Approve | | 166 | 73 | 55 | 8 | 26 | 124 | 7 | 17 | 147 | 16 | 154 | 5 | 6 | 141 | 15 | 49 | 11 | 25 | 32 | 8 |
| | C% | 28 | 46 | 17 | 5 | 13 | 60 | 10 | 33 | 29 | 29 | 56 | 2 | 17 | 32 | 18 | 17 | 17 | 45 | 63 | 17 |
| Disapprove | | 386 | 76 | 259 | 143 | 153 | 63 | 62 | 25 | 328 | 35 | 90 | 261 | 21 | 268 | 55 | 202 | 51 | 30 | 13 | 38 |
| | C% | 64 | 48 | 78 | 90 | 77 | 30 | 85 | 49 | 64 | 63 | 33 | 96 | 60 | 62 | 67 | 72 | 78 | 55 | 25 | 79 |
| Undecided | | 46 | 9 | 18 | 8 | 20 | 18 | 4 | 9 | 39 | 4 | 29 | 6 | 8 | 24 | 12 | 31 | 2 | 0 | 6 | 2 |
| | C% | 8 | 6 | 5 | 5 | 10 | 9 | 5 | 18 | 8 | 7 | 11 | 2 | 23 | 6 | 15 | 11 | 3 | 0 | 12 | 4 |
| Refused | | 2 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |

Q25. When all the votes are counted in November of 2008, who do you think will be our next President?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|--------------------|-------------|--------------------|-------|---------------------|--------------|-----------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | | 250 | 47 | 174 | 98 | 101 | 25 | 51 | 8 | 199 | 34 | 24 | 212 | 8 | 189 | 35 | 142 | 33 | 14 | 4 | 26 |
| | C% | 42 | 30 | 52 | 62 | 51 | 12 | 70 | 16 | 39 | 61 | 9 | 78 | 23 | 43 | 43 | 50 | 51 | 25 | 8 | 54 |
| McCain | | 250 | 95 | 110 | 36 | 58 | 154 | 14 | 27 | 223 | 22 | 199 | 35 | 7 | 201 | 26 | 86 | 25 | 38 | 43 | 15 |
| | C% | 42 | 60 | 33 | 23 | 29 | 74 | 19 | 53 | 43 | 39 | 72 | 13 | 20 | 46 | 32 | 30 | 38 | 69 | 84 | 31 |
| Undecided | | 100 | 17 | 49 | 25 | 40 | 28 | 8 | 16 | 93 | 0 | 52 | 25 | 20 | 45 | 21 | 54 | 7 | 3 | 4 | 7 |
| | C% | 17 | 11 | 15 | 16 | 20 | 14 | 11 | 31 | 18 | 0 | 19 | 9 | 57 | 10 | 26 | 19 | 11 | 5 | 8 | 15 |

Q26. Has anyone in your household ever served in the U.S. military?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-----|---------------------------|-----|--|------|-------|-------------------|------------|---------|--------------------|-------|---------------------|--------------|----------------|-----------------|--------------|-----------|-------------|--|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs | Iraq War | Moral values | Terrorism | Health care | |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Yes | | 357 | 107 | 192 | 92 | 116 | 136 | 44 | 28 | 311 | 38 | 176 | 159 | 16 | 256 | 51 | 152 | 38 | 33 | 35 | 35 | |
| | C% | 60 | 67 | 58 | 58 | 58 | 66 | 60 | 55 | 60 | 68 | 64 | 58 | 46 | 59 | 62 | 54 | 58 | 60 | 69 | 73 | |
| No | | 243 | 52 | 141 | 67 | 83 | 71 | 29 | 23 | 204 | 18 | 99 | 113 | 19 | 179 | 31 | 130 | 27 | 22 | 16 | 13 | |
| | C% | 41 | 33 | 42 | 42 | 42 | 34 | 40 | 45 | 40 | 32 | 36 | 42 | 54 | 41 | 38 | 46 | 42 | 40 | 31 | 27 | |

Q27. Does anyone in your household belong to a labor union?

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|--------------------|-------------|----------|--------------------|-------|---------------------|---------------|-----------------|----------|---------------|-------------|----------------|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENT-IAL RACE | | | VOTE FOR PRESIDENT | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land- slide | Mc- Cain | Obama | Undec | Mind made up | Might chan-ge | Eco- nomy/ Jobs | Iraq War | Moral val-ues | Ter-ror-ism | Hea- lth- care |
| Total | | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | | 117 | 34 | 75 | 38 | 44 | 29 | 8 | 11 | 99 | 13 | 48 | 61 | 7 | 91 | 16 | 39 | 11 | 11 | 11 | 18 |
| | C% | 20 | 21 | 23 | 24 | 22 | 14 | 11 | 22 | 19 | 23 | 17 | 22 | 20 | 21 | 20 | 14 | 17 | 20 | 22 | 38 |
| No | | 480 | 124 | 258 | 119 | 155 | 177 | 65 | 40 | 413 | 43 | 226 | 209 | 28 | 341 | 66 | 242 | 52 | 44 | 40 | 30 |
| | C% | 80 | 78 | 77 | 75 | 78 | 86 | 89 | 78 | 80 | 77 | 82 | 77 | 80 | 78 | 80 | 86 | 80 | 80 | 78 | 63 |
| Undecided | | 3 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 3 | 0 | 1 | 2 | 0 | 3 | 0 | 1 | 2 | 0 | 0 | 0 |
| | C% | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 3 | 0 | 0 | 0 |

| ===== BANNER 2 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|--------------------|-------------|-------|---------------------------|-----|--|------|-------|-------------------|------------|--------------------|-------|-------|---------------------|--------------|--------------------|---------------|-------------|--------------|----|
| | | DIRECTION OF STATE | | | HILLARY CLINTON SUPPORTER | | CHOICE OF SARAH PALIN MAKE YOU LIKELY TO VOTE FOR MCCAIN | | | PRESIDENTIAL RACE | | VOTE FOR PRESIDENT | | | MIND MADE UP/CHANGE | | IMPORTANT ISSUE | | | | |
| | | Right track | Wrong track | Total | Yes | No | More | Less | Undec | Close | Land-slide | Mc-Cain | Obama | Undec | Mind made up | Might change | Eco-nomy/ Jobs War | Moral val-ues | Ter-ror-ism | Hea-lth-care | |
| Total | C% | 600 | 159 | 333 | 159 | 199 | 207 | 73 | 51 | 515 | 56 | 275 | 272 | 35 | 435 | 82 | 282 | 65 | 55 | 51 | 48 |
| John Kerry | C% | 224 | 34 | 164 | 108 | 93 | 9 | 35 | 9 | 184 | 22 | 25 | 186 | 6 | 171 | 28 | 124 | 37 | 11 | 4 | 30 |
| George Bush | C% | 295 | 108 | 120 | 29 | 72 | 176 | 28 | 30 | 261 | 26 | 226 | 47 | 19 | 218 | 39 | 112 | 24 | 40 | 46 | 14 |
| Ralph Nader | C% | 10 | 0 | 9 | 2 | 4 | 0 | 2 | 0 | 10 | 0 | 2 | 5 | 0 | 4 | 4 | 9 | 0 | 0 | 0 | 1 |
| Michael Badnarik | C% | 4 | 0 | 4 | 0 | 2 | 2 | 0 | 2 | 4 | 0 | 2 | 0 | 0 | 4 | 0 | 0 | 0 | 2 | 0 | 0 |
| Did not vote | C% | 43 | 10 | 31 | 11 | 15 | 12 | 5 | 7 | 34 | 6 | 13 | 24 | 5 | 30 | 3 | 22 | 2 | 1 | 0 | 3 |
| Undecided | C% | 12 | 6 | 3 | 7 | 4 | 4 | 2 | 0 | 10 | 2 | 4 | 7 | 1 | 4 | 4 | 5 | 2 | 1 | 0 | 0 |
| Refused | C% | 12 | 1 | 2 | 2 | 9 | 4 | 1 | 3 | 12 | 0 | 3 | 3 | 4 | 4 | 4 | 10 | 0 | 0 | 1 | 0 |

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|-----------|------------|---------------------|---------|-------------------|-------|----------|--------------|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | with-drawl | time-line | One-year | Leave as neces-sary | Gov run | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Western | 153 | 29 | 26 | 24 | 38 | 66 | 11 | 27 | 33 | 50 | 42 | 54 | 26 | 61 | 62 | 49 | 75 | 29 | 45 | 102 |
| C% | 26 | 20 | 33 | 22 | 26 | 28 | 31 | 19 | 30 | 31 | 18 | 31 | 27 | 24 | 26 | 24 | 26 | 28 | 27 | 26 |
| Heartland | 49 | 13 | 3 | 14 | 11 | 14 | 3 | 12 | 10 | 15 | 20 | 10 | 7 | 14 | 26 | 18 | 21 | 10 | 15 | 25 |
| C% | 8 | 9 | 4 | 13 | 7 | 6 | 8 | 9 | 9 | 9 | 9 | 6 | 7 | 6 | 11 | 9 | 7 | 10 | 9 | 6 |
| Clark | 398 | 100 | 50 | 69 | 99 | 158 | 22 | 101 | 67 | 94 | 167 | 113 | 65 | 174 | 148 | 136 | 193 | 63 | 106 | 259 |
| C% | 66 | 70 | 63 | 64 | 67 | 66 | 61 | 72 | 61 | 59 | 73 | 64 | 66 | 70 | 63 | 67 | 67 | 62 | 64 | 67 |

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|------|-------|---|-------|------|-------|--------------------------------|----------|----------|------------------------------|----------|---------------------|---------|-------------------|-------|----------|--------------|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave-as-neces-sary | Gov-run | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove | |
| Total | C% | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Male | | 283 | 58 | 36 | 62 | 67 | 94 | 20 | 72 | 62 | 69 | 118 | 80 | 38 | 103 | 134 | 90 | 145 | 46 | 90 | 166 |
| | C% | 47 | 41 | 46 | 58 | 45 | 39 | 56 | 51 | 56 | 43 | 52 | 45 | 39 | 41 | 57 | 44 | 50 | 45 | 54 | 43 |
| Female | | 317 | 84 | 43 | 45 | 81 | 144 | 16 | 68 | 48 | 90 | 111 | 97 | 60 | 146 | 102 | 113 | 144 | 56 | 76 | 220 |
| | C% | 53 | 59 | 54 | 42 | 55 | 61 | 44 | 49 | 44 | 57 | 48 | 55 | 61 | 59 | 43 | 56 | 50 | 55 | 46 | 57 |

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

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|---------------|-----|-------|-----|---|-----|-------|-----|--------------------------------|-------|------|-------------------|------|-------|------------|------|-------|-------------------|------|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | | | | | | | | | | | | | | | | | | | | |
| | | Obama | | Biden | | Mc-Cain | | Palin | | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | | | | | | | | | | | | | | | | | | | | | |
| | | Total | C% | Total | C% | Total | C% | Total | C% | -ly | -ly | tral | -iate | year | as | run | comp | prove | prove | | | | | | | | | | | | | | | | | | | | | | |
| Total | | 600 | 100 | 142 | 100 | 79 | 100 | 107 | 100 | 148 | 100 | 238 | 100 | 36 | 100 | 140 | 100 | 110 | 100 | 159 | 100 | 229 | 100 | 177 | 100 | 98 | 100 | 249 | 100 | 236 | 100 | 203 | 100 | 289 | 100 | 102 | 100 | 166 | 100 | 386 | 100 |
| Very likely | | 577 | 96 | 137 | 96 | 75 | 95 | 105 | 98 | 141 | 95 | 228 | 96 | 34 | 94 | 137 | 98 | 103 | 94 | 154 | 97 | 222 | 97 | 167 | 94 | 96 | 98 | 240 | 96 | 224 | 95 | 196 | 97 | 275 | 95 | 100 | 98 | 162 | 98 | 369 | 96 |
| Somewhat likely | | 23 | 4 | 5 | 4 | 4 | 5 | 2 | 2 | 7 | 5 | 10 | 4 | 2 | 3 | 6 | 2 | 3 | 7 | 6 | 5 | 3 | 7 | 3 | 10 | 6 | 2 | 4 | 9 | 5 | 12 | 3 | 7 | 5 | 14 | 2 | 2 | 4 | 17 | 4 | |

Q1. And how are you registered to vote - Democrat, Republican or Unaffiliated, Independent or something else?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|----|---------------|-------|-------|-------|---|-------|-------|-------|--------------------------------|-------|-------|------------------------------|--------|------|-------|-------------------|-------|-------|-------|-------|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Mc- | | Palin | Mc- | | Palin | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | ap- | | |
| | | Obama | Biden | Cain | Obama | Biden | Cain | Palin | -ly | -ly | tral | with- | time- | neces- | run | comp | prove | prove | prove | prove | |
| | | Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | drawl | line | -sary | run | comp | Undec | prove | prove |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Democrat | | 262 | 106 | 59 | 16 | 33 | 169 | 25 | 25 | 19 | 101 | 49 | 95 | 73 | 146 | 35 | 127 | 89 | 46 | 16 | 231 |
| | C% | 44 | 75 | 75 | 15 | 22 | 71 | 69 | 18 | 17 | 64 | 21 | 54 | 74 | 59 | 15 | 63 | 31 | 45 | 10 | 60 |
| Republican | | 224 | 14 | 6 | 77 | 87 | 27 | 3 | 88 | 71 | 34 | 129 | 47 | 13 | 58 | 151 | 42 | 147 | 30 | 128 | 76 |
| | C% | 37 | 10 | 8 | 72 | 59 | 11 | 8 | 63 | 65 | 21 | 56 | 27 | 13 | 23 | 64 | 21 | 51 | 29 | 77 | 20 |
| Unaffiliated/ Independent/Other | | 112 | 22 | 14 | 13 | 27 | 42 | 8 | 26 | 20 | 24 | 49 | 35 | 12 | 44 | 49 | 34 | 51 | 26 | 22 | 77 |
| | C% | 19 | 15 | 18 | 12 | 18 | 18 | 22 | 19 | 18 | 15 | 21 | 20 | 12 | 18 | 21 | 17 | 18 | 25 | 13 | 20 |
| Not registered yet | | 2 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 2 |
| | C% | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|-------|------|---|-------|-------|------|--------------------------------|-------|------|-------------------|-------|-------|------------|-----|-------|-------------------|-------|-------|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | |
| | | Obama | | Biden | | Mc-Cain | | Palin | | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | |
| | | Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | with- | time- | neces- | run | comp | Undec | prove | prove |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 18-25 | | 17 | 5 | 2 | 0 | 4 | 13 | 2 | 0 | 0 | 8 | 1 | 8 | 6 | 5 | 6 | 11 | 5 | 1 | 0 | 17 |
| | C% | 3 | 4 | 3 | 0 | 3 | 5 | 6 | 0 | 0 | 5 | 0 | 5 | 6 | 2 | 3 | 5 | 2 | 1 | 0 | 4 |
| 26-35 | | 64 | 19 | 4 | 9 | 18 | 31 | 1 | 12 | 11 | 20 | 18 | 20 | 6 | 23 | 28 | 17 | 35 | 11 | 17 | 33 |
| | C% | 11 | 13 | 5 | 8 | 12 | 13 | 3 | 9 | 10 | 13 | 8 | 11 | 6 | 9 | 12 | 8 | 12 | 11 | 10 | 9 |
| 36-45 | | 74 | 21 | 8 | 14 | 18 | 28 | 5 | 24 | 12 | 18 | 27 | 26 | 9 | 39 | 26 | 26 | 36 | 12 | 23 | 48 |
| | C% | 12 | 15 | 10 | 13 | 12 | 12 | 14 | 17 | 11 | 11 | 12 | 15 | 9 | 16 | 11 | 13 | 12 | 12 | 14 | 12 |
| 46-55 | | 124 | 31 | 18 | 23 | 36 | 47 | 9 | 25 | 31 | 38 | 46 | 35 | 21 | 58 | 43 | 45 | 57 | 22 | 40 | 81 |
| | C% | 21 | 22 | 23 | 21 | 24 | 20 | 25 | 18 | 28 | 24 | 20 | 20 | 21 | 23 | 18 | 22 | 20 | 22 | 24 | 21 |
| 56-65 | | 149 | 38 | 15 | 29 | 34 | 56 | 7 | 28 | 31 | 28 | 61 | 46 | 19 | 67 | 59 | 53 | 76 | 18 | 39 | 97 |
| | C% | 25 | 27 | 19 | 27 | 23 | 24 | 19 | 20 | 28 | 18 | 27 | 26 | 19 | 27 | 25 | 26 | 26 | 18 | 23 | 25 |
| Over 65 | | 161 | 28 | 29 | 30 | 35 | 60 | 12 | 46 | 24 | 43 | 72 | 39 | 37 | 53 | 68 | 48 | 73 | 37 | 45 | 102 |
| | C% | 27 | 20 | 37 | 28 | 24 | 25 | 33 | 33 | 22 | 27 | 31 | 22 | 38 | 21 | 29 | 24 | 25 | 36 | 27 | 26 |
| Refused | | 11 | 0 | 3 | 2 | 3 | 3 | 0 | 5 | 1 | 4 | 4 | 3 | 0 | 4 | 6 | 3 | 7 | 1 | 2 | 8 |
| | C% | 2 | 0 | 4 | 2 | 2 | 1 | 0 | 4 | 1 | 3 | 2 | 2 | 0 | 2 | 3 | 1 | 2 | 1 | 1 | 2 |

Q3. Which of the following best describes your race or ethnicity?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|---------|-------|---|-------|---------|-------|--------------------------------|----------|----------|-------------------|----------|----------|------------|--------------|-------|-------------------|--------------|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | |
| | | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as | Gov | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove | |
| Total | C% | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| White/Caucasian | C% | 397 | 83 | 49 | 84 | 109 | 134 | 22 | 103 | 90 | 101 | 165 | 109 | 55 | 156 | 178 | 120 | 209 | 64 | 132 | 233 |
| African-American | C% | 53 | 27 | 16 | 1 | 2 | 42 | 7 | 0 | 0 | 12 | 12 | 20 | 11 | 34 | 4 | 26 | 19 | 8 | 0 | 53 |
| Asian | C% | 28 | 7 | 4 | 4 | 3 | 16 | 1 | 2 | 5 | 12 | 6 | 9 | 8 | 12 | 7 | 14 | 10 | 4 | 6 | 18 |
| American Indian | C% | 7 | 0 | 1 | 0 | 5 | 2 | 0 | 4 | 1 | 1 | 4 | 2 | 1 | 0 | 6 | 5 | 2 | 0 | 2 | 5 |
| Hispanic | C% | 90 | 22 | 8 | 14 | 25 | 33 | 6 | 23 | 13 | 25 | 33 | 31 | 18 | 40 | 30 | 31 | 41 | 18 | 20 | 62 |
| Undecided | C% | 7 | 0 | 0 | 2 | 1 | 3 | 0 | 2 | 0 | 3 | 2 | 2 | 3 | 2 | 0 | 2 | 3 | 2 | 0 | 7 |
| Refused | C% | 18 | 3 | 1 | 2 | 3 | 8 | 0 | 6 | 1 | 5 | 7 | 4 | 2 | 5 | 11 | 5 | 5 | 6 | 6 | 8 |

Q4. Do you think the state is on the right track or the wrong track?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|---------|-------|---|-------|---------|-------|--------------------------------|----------|----------|------------------------------|----------|----------|-----|-------------------|-------|----------|--------------|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as | Gov | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove | |
| Total | C% | | | | | | | | | | | | | | | | | | | | |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Right track | | 159 | 30 | 11 | 43 | 52 | 43 | 3 | 62 | 40 | 38 | 67 | 40 | 26 | 52 | 78 | 40 | 98 | 21 | 73 | 76 |
| | C% | 27 | 21 | 14 | 40 | 35 | 18 | 8 | 44 | 36 | 24 | 29 | 23 | 27 | 21 | 33 | 20 | 34 | 21 | 44 | 20 |
| Wrong track | | 333 | 100 | 55 | 47 | 62 | 165 | 29 | 50 | 50 | 109 | 103 | 106 | 63 | 158 | 103 | 137 | 139 | 54 | 55 | 259 |
| | C% | 56 | 70 | 70 | 44 | 42 | 69 | 81 | 36 | 45 | 69 | 45 | 60 | 64 | 63 | 44 | 67 | 48 | 53 | 33 | 67 |
| Undecided | | 108 | 12 | 13 | 17 | 34 | 30 | 4 | 28 | 20 | 12 | 59 | 31 | 9 | 39 | 55 | 26 | 52 | 27 | 38 | 51 |
| | C% | 18 | 8 | 16 | 16 | 23 | 13 | 11 | 20 | 18 | 8 | 26 | 18 | 9 | 16 | 23 | 13 | 18 | 26 | 23 | 13 |

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|-------|-------|---|-------|-------|-------|--------------------------------|-------|------|------------------------------|-------|-------|-------|-------------------|-------|-------|-------|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Mc- | | | | Mc- | | | | Fair | Harsh | Neu- | Immed | One- | Leave | | Ex- | | Ap- | Dis- | |
| | | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | with- | time- | neces | Gov | comp | Undec | prove | prove | |
| | | Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | drawl | line | -sary | run | Undec | prove | prove | |
| Total | | 374 | 128 | 73 | 29 | 60 | 211 | 33 | 51 | 39 | 125 | 98 | 130 | 85 | 190 | 84 | 161 | 140 | 72 | 38 | 308 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | | 159 | 55 | 40 | 5 | 21 | 94 | 17 | 22 | 7 | 53 | 40 | 54 | 44 | 82 | 27 | 68 | 61 | 30 | 8 | 143 |
| | C% | 43 | 43 | 55 | 17 | 35 | 45 | 52 | 43 | 18 | 42 | 41 | 42 | 52 | 43 | 32 | 42 | 44 | 42 | 21 | 46 |
| No | | 199 | 68 | 30 | 22 | 35 | 110 | 16 | 25 | 32 | 65 | 51 | 74 | 40 | 95 | 55 | 87 | 74 | 37 | 26 | 153 |
| | C% | 53 | 53 | 41 | 76 | 58 | 52 | 48 | 49 | 82 | 52 | 52 | 57 | 47 | 50 | 65 | 54 | 53 | 51 | 68 | 50 |
| Undecided | | 14 | 5 | 3 | 2 | 2 | 7 | 0 | 4 | 0 | 5 | 7 | 2 | 1 | 13 | 0 | 6 | 5 | 3 | 2 | 12 |
| | C% | 4 | 4 | 4 | 7 | 3 | 3 | 0 | 8 | 0 | 4 | 7 | 2 | 1 | 7 | 0 | 4 | 4 | 4 | 5 | 4 |
| Refused | | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 2 | 0 |
| | C% | 1 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 3 | 5 | 0 |

Q6. John McCain chose Sarah Palin, the Governor of Alaska, to be his Vice Presidential nominee. Does this choice make you more likely or less likely to vote for John McCain?

BASE: Reps/Ind

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|------|-------|---|-------|------|-------|--------------------------------|-------|------|------------------------------|------|-------|-----|-------------------|-------|-------|-------|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | |
| | | | | | | | | | | -ly | -ly | tral | drawl | line | -sary | run | pand | | prove | prove | |
| | | Total | | | | | | | | | | | | | | | comp | | | | |
| Total | | 336 | 36 | 20 | 90 | 114 | 69 | 11 | 114 | 91 | 58 | 178 | 82 | 25 | 102 | 200 | 76 | 198 | 56 | 150 | 153 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| More Likely | | 207 | 9 | 4 | 69 | 97 | 5 | 2 | 92 | 82 | 17 | 137 | 43 | 11 | 35 | 157 | 23 | 148 | 31 | 124 | 63 |
| | C% | 62 | 25 | 20 | 77 | 85 | 7 | 18 | 81 | 90 | 29 | 77 | 52 | 44 | 34 | 79 | 30 | 75 | 55 | 83 | 41 |
| Less Likely | | 73 | 21 | 12 | 8 | 2 | 51 | 7 | 5 | 1 | 28 | 16 | 23 | 8 | 44 | 20 | 37 | 22 | 13 | 7 | 62 |
| | C% | 22 | 58 | 60 | 9 | 2 | 74 | 64 | 4 | 1 | 48 | 9 | 28 | 32 | 43 | 10 | 49 | 11 | 23 | 5 | 41 |
| Undecided | | 51 | 4 | 4 | 13 | 15 | 11 | 2 | 17 | 8 | 13 | 23 | 14 | 6 | 18 | 23 | 13 | 26 | 12 | 17 | 25 |
| | C% | 15 | 11 | 20 | 14 | 13 | 16 | 18 | 15 | 9 | 22 | 13 | 17 | 24 | 18 | 12 | 17 | 13 | 21 | 11 | 16 |
| Refused | | 5 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 5 | 0 | 3 | 2 | 0 | 2 | 3 |
| | C% | 1 | 6 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 5 | 0 | 4 | 1 | 0 | 1 | 2 |

Q7. Nationally, do you think the Presidential race will be close - or a landslide?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|-----------|------------|---------------------|---------|-------------------|-------|----------|--------------|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | with-drawl | time-line | One-year | Leave as neces-sary | Gov run | Ex-pand-ed comp | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Close | 515 | 109 | 70 | 95 | 139 | 188 | 31 | 120 | 105 | 132 | 207 | 146 | 86 | 212 | 205 | 169 | 255 | 85 | 147 | 328 |
| C% | 86 | 77 | 89 | 89 | 94 | 79 | 86 | 86 | 95 | 83 | 90 | 82 | 88 | 85 | 87 | 83 | 88 | 83 | 89 | 85 |
| Landslide | 56 | 27 | 4 | 8 | 9 | 32 | 3 | 17 | 4 | 23 | 15 | 15 | 6 | 23 | 24 | 24 | 21 | 11 | 16 | 35 |
| C% | 9 | 19 | 5 | 7 | 6 | 13 | 8 | 12 | 4 | 14 | 7 | 8 | 6 | 9 | 10 | 12 | 7 | 11 | 10 | 9 |
| Undecided | 29 | 6 | 5 | 4 | 0 | 18 | 2 | 3 | 1 | 4 | 7 | 16 | 6 | 14 | 7 | 10 | 13 | 6 | 3 | 23 |
| C% | 5 | 4 | 6 | 4 | 0 | 8 | 6 | 2 | 1 | 3 | 3 | 9 | 6 | 6 | 3 | 5 | 4 | 6 | 2 | 6 |

Q8. There are 5 major candidates for President: Libertarian Bob Barr, Republican John McCain, Green Party Cynthia McKinney, Independent Ralph Nader and Democrat Barack Obama. At this point, for whom will you vote?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|---------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|------------------------------|------------|----------|---------------------|-------------------|-----------------|-------|----------|--------------|
| | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as neces-sary | Gov run | Ex-pand-ed comp | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bob Barr | 5 | 0 | 0 | 0 | 4 | 2 | 0 | 0 | 2 | 0 | 3 | 2 | 0 | 1 | 4 | 0 | 3 | 1 | 0 | 4 |
| C% | 1 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 |
| John McCain | 259 | 8 | 8 | 93 | 117 | 1 | 1 | 130 | 94 | 27 | 172 | 52 | 5 | 58 | 192 | 27 | 184 | 43 | 152 | 78 |
| C% | 43 | 6 | 10 | 87 | 79 | 0 | 3 | 93 | 85 | 17 | 75 | 29 | 5 | 23 | 81 | 13 | 64 | 42 | 92 | 20 |
| Ralph Nader | 8 | 0 | 2 | 1 | 1 | 2 | 2 | 1 | 0 | 3 | 0 | 5 | 2 | 4 | 0 | 2 | 1 | 5 | 1 | 5 |
| C% | 1 | 0 | 3 | 1 | 1 | 1 | 6 | 1 | 0 | 2 | 0 | 3 | 2 | 2 | 0 | 1 | 0 | 5 | 1 | 1 |
| Barack Obama | 249 | 124 | 63 | 5 | 8 | 208 | 25 | 2 | 1 | 113 | 27 | 93 | 72 | 149 | 21 | 145 | 62 | 42 | 4 | 239 |
| C% | 42 | 87 | 80 | 5 | 5 | 87 | 69 | 1 | 1 | 71 | 12 | 53 | 73 | 60 | 9 | 71 | 21 | 41 | 2 | 62 |
| Undecided | 69 | 7 | 6 | 6 | 16 | 22 | 6 | 3 | 13 | 12 | 22 | 24 | 19 | 30 | 17 | 20 | 38 | 11 | 9 | 50 |
| C% | 12 | 5 | 8 | 6 | 11 | 9 | 17 | 2 | 12 | 8 | 10 | 14 | 19 | 12 | 7 | 10 | 13 | 11 | 5 | 13 |
| Refused | 10 | 3 | 0 | 2 | 2 | 3 | 2 | 4 | 0 | 4 | 5 | 1 | 0 | 7 | 2 | 9 | 1 | 0 | 0 | 10 |
| C% | 2 | 2 | 0 | 2 | 1 | 1 | 6 | 3 | 0 | 3 | 2 | 1 | 0 | 3 | 1 | 4 | 0 | 0 | 0 | 3 |

Q9. Is your mind made up or do you think you might change your mind before the election?

BASE: Know who they are voting for

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|-------|---|-------|---------|-------|--------------------------------|----------|----------|------------------------------|----------|----------|---------|------------|-------------------|----------|--------------|-----|
| MOST LIKE YOU | | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave-as | Gov-run | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove | |
| Total | 521 | 132 | 73 | 99 | 130 | 213 | 28 | 133 | 97 | 143 | 202 | 152 | 79 | 212 | 217 | 174 | 250 | 91 | 157 | 326 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Mind made up | 435 | 119 | 61 | 78 | 115 | 185 | 21 | 114 | 85 | 125 | 175 | 114 | 66 | 176 | 186 | 155 | 200 | 75 | 141 | 268 |
| C% | 83 | 90 | 84 | 79 | 88 | 87 | 75 | 86 | 88 | 87 | 87 | 75 | 84 | 83 | 86 | 89 | 80 | 82 | 90 | 82 |
| Might change | 82 | 11 | 12 | 21 | 15 | 25 | 7 | 19 | 11 | 17 | 25 | 37 | 11 | 36 | 29 | 17 | 49 | 15 | 15 | 55 |
| C% | 16 | 8 | 16 | 21 | 12 | 12 | 25 | 14 | 11 | 12 | 12 | 24 | 14 | 17 | 13 | 10 | 20 | 16 | 10 | 17 |
| Undecided | 4 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 1 | 2 | 1 | 2 | 0 | 2 | 2 | 1 | 1 | 1 | 3 |
| C% | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 3 | 0 | 1 | 1 | 0 | 1 | 1 | 1 |

Q10. As of today, who are you leaning toward?

BASE: Those undecided or refused who they are voting for

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|------|-------|---|-------|------|-------|--------------------------------|-------|------|------------------------------|------|-------|-----|-------------------|-------|-------|-------|-----|
| MOST LIKE YOU | | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | |
| C% | | | | | | | | | -ly | -ly | tral | drawl | year | as | run | pan- | | prove | prove | |
| Total | 79 | 10 | 6 | 8 | 18 | 25 | 8 | 7 | 13 | 16 | 27 | 25 | 19 | 37 | 19 | 29 | 39 | 11 | 9 | 60 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| John McCain | 16 | 0 | 0 | 5 | 3 | 2 | 0 | 4 | 6 | 2 | 10 | 4 | 1 | 13 | 2 | 6 | 6 | 4 | 2 | 12 |
| C% | 20 | 0 | 0 | 63 | 17 | 8 | 0 | 57 | 46 | 13 | 37 | 16 | 5 | 35 | 11 | 21 | 15 | 36 | 22 | 20 |
| Ralph Nader | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| C% | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 3 | 0 | 0 | 0 | 2 |
| Barack Obama | 23 | 6 | 4 | 0 | 6 | 12 | 6 | 1 | 1 | 7 | 5 | 9 | 7 | 10 | 6 | 8 | 9 | 6 | 1 | 22 |
| C% | 29 | 60 | 67 | 0 | 33 | 48 | 75 | 14 | 8 | 44 | 19 | 36 | 37 | 27 | 32 | 28 | 23 | 55 | 11 | 37 |
| Undecided | 35 | 4 | 2 | 3 | 7 | 8 | 2 | 1 | 6 | 6 | 10 | 11 | 10 | 12 | 10 | 10 | 24 | 1 | 6 | 21 |
| C% | 44 | 40 | 33 | 38 | 39 | 32 | 25 | 14 | 46 | 38 | 37 | 44 | 53 | 32 | 53 | 34 | 62 | 9 | 67 | 35 |
| Refused | 4 | 0 | 0 | 0 | 2 | 3 | 0 | 1 | 0 | 1 | 2 | 1 | 0 | 2 | 1 | 4 | 0 | 0 | 0 | 4 |
| C% | 5 | 0 | 0 | 0 | 11 | 12 | 0 | 14 | 0 | 6 | 7 | 4 | 0 | 5 | 5 | 14 | 0 | 0 | 0 | 7 |

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|-----------|------------|---------------------|---------|-------------------|-------|----------|--------------|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | with-drawl | time-line | One-year | Leave as neces-sary | Gov run | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bob Barr | 5 | 0 | 0 | 0 | 4 | 2 | 0 | 0 | 2 | 0 | 3 | 2 | 0 | 1 | 4 | 0 | 3 | 1 | 0 | 4 |
| C% | 1 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 |
| John McCain | 275 | 8 | 8 | 98 | 120 | 3 | 1 | 134 | 100 | 29 | 182 | 56 | 6 | 71 | 194 | 33 | 190 | 47 | 154 | 90 |
| C% | 46 | 6 | 10 | 92 | 81 | 1 | 3 | 96 | 91 | 18 | 79 | 32 | 6 | 29 | 82 | 16 | 66 | 46 | 93 | 23 |
| Ralph Nader | 9 | 0 | 2 | 1 | 1 | 2 | 2 | 1 | 0 | 3 | 0 | 5 | 3 | 4 | 0 | 3 | 1 | 5 | 1 | 6 |
| C% | 2 | 0 | 3 | 1 | 1 | 1 | 6 | 1 | 0 | 2 | 0 | 3 | 3 | 2 | 0 | 1 | 0 | 5 | 1 | 2 |
| Barack Obama | 272 | 130 | 67 | 5 | 14 | 220 | 31 | 3 | 2 | 120 | 32 | 102 | 79 | 159 | 27 | 153 | 71 | 48 | 5 | 261 |
| C% | 45 | 92 | 85 | 5 | 9 | 92 | 86 | 2 | 2 | 75 | 14 | 58 | 81 | 64 | 11 | 75 | 25 | 47 | 3 | 68 |
| Undecided | 35 | 4 | 2 | 3 | 7 | 8 | 2 | 1 | 6 | 6 | 10 | 11 | 10 | 12 | 10 | 10 | 24 | 1 | 6 | 21 |
| C% | 6 | 3 | 3 | 3 | 5 | 3 | 6 | 1 | 5 | 4 | 4 | 6 | 10 | 5 | 4 | 5 | 8 | 1 | 4 | 5 |
| Refused | 4 | 0 | 0 | 0 | 2 | 3 | 0 | 1 | 0 | 1 | 2 | 1 | 0 | 2 | 1 | 4 | 0 | 0 | 0 | 4 |
| C% | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 1 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-------|-------|---------|-------|---|-------|---------|-------|--------------------------------|----------|----------|------------------------------|----------|--------------------------|---------|-------------------|-------|----------|--------------|-----|
| MOST LIKE YOU | | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as time- necessary | Gov run | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove | |
| Total | 39 | 4 | 2 | 3 | 9 | 11 | 2 | 2 | 6 | 7 | 12 | 12 | 10 | 14 | 11 | 14 | 24 | 1 | 6 | 25 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Frustration | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 10 | 0 | 0 | 0 | 4 | 0 | 0 | 4 |
| Hope | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 7 | 0 | 7 | 0 | 0 | 0 | 4 |
| OK | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 0 | 0 | 10 | 0 | 0 | 0 | 4 | 0 | 0 | 4 |
| Unlikeable | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 9 | 7 | 0 | 0 | 0 | 0 |
| Inexperienced | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 |
| C% | 5 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 17 | 14 | 0 | 8 | 10 | 0 | 9 | 7 | 4 | 0 | 17 | 4 |
| Robin Hood | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 4 |
| New | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 33 | 0 | 9 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 7 | 0 | 0 | 4 | 0 | 0 | 4 |
| Exciting | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 10 | 0 | 0 | 0 | 4 | 0 | 17 | 0 |
| Too liberal | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 9 | 7 | 0 | 0 | 0 | 4 |
| Too loose | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 11 | 9 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 9 | 7 | 0 | 0 | 0 | 4 |
| Fame | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 50 | 0 | 14 | 0 | 0 | 0 | 0 | 9 | 7 | 0 | 0 | 0 | 4 |
| Biden not good choice | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 7 | 0 | 7 | 0 | 0 | 0 | 4 |
| Democrat | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Mistake | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 7 | 0 | 7 | 0 | 0 | 0 | 4 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---|-------|-------|------|-------|-------|-------|------|--------------------------------|-------|------|------------------------------|-------|-------|-------|-------------------|-------|-------|-------|-------|
| | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | MOST LIKE YOU | | | | | | | | | | | Immed | One- | Leave | Ex- | | | | | |
| | | Mc- | | | | Mc- | | | | Fair | Harsh | Neu- | with- | time- | neces | Gov | pand | Undec | Ap- | Dis- | |
| | | Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | drawl | line | -sary | run | comp | Undec | prove | prove |
| Good | | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| | C% | 3 | 25 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 14 | 0 | 0 | 0 | 7 | 0 | 0 | 4 | 0 | 0 | 4 |
| Guns | | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| | C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Change | | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 0 | 11 | 0 | 0 | 50 | 0 | 0 | 0 | 8 | 0 | 7 | 0 | 7 | 0 | 0 | 0 | 4 |
| Undecided | | 8 | 0 | 2 | 0 | 3 | 0 | 2 | 0 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 6 | 1 | 2 | 5 |
| | C% | 21 | 0 | 100 | 0 | 33 | 0 | 100 | 0 | 33 | 14 | 17 | 17 | 20 | 21 | 18 | 7 | 25 | 100 | 33 | 20 |
| Refused | | 13 | 2 | 0 | 2 | 1 | 6 | 0 | 0 | 2 | 2 | 4 | 3 | 4 | 5 | 1 | 4 | 9 | 0 | 2 | 7 |
| | C% | 33 | 50 | 0 | 67 | 11 | 55 | 0 | 0 | 33 | 29 | 33 | 25 | 40 | 36 | 9 | 29 | 38 | 0 | 33 | 28 |

Q12. What is the first word that comes to mind when you think about the Republican ticket of John McCain and Sarah Palin?

BASE: Still undecided/refused

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|-------|---|-------|---------|-------|--------------------------------|----------|----------|------------------------------|----------|--------------------------|---------|-------------------|-------|----------|--------------|-----|
| MOST LIKE YOU | | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as time-neces-sary | Gov run | Ex-pand-ed comp | Undec | Ap-prove | Dis-ap-prove | |
| Total | 39 | 4 | 2 | 3 | 9 | 11 | 2 | 2 | 6 | 7 | 12 | 12 | 10 | 14 | 11 | 14 | 24 | 1 | 6 | 25 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Distant | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 10 | 0 | 0 | 0 | 4 | 0 | 0 | 4 |
| Change | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 2 |
| C% | 5 | 0 | 0 | 0 | 11 | 9 | 0 | 50 | 0 | 0 | 8 | 8 | 0 | 14 | 0 | 14 | 0 | 0 | 0 | 8 |
| Unsure | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 0 | 0 | 10 | 0 | 0 | 0 | 4 | 0 | 0 | 4 |
| War hero | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 9 | 0 | 4 | 0 | 17 | 0 |
| Conservative | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 2 |
| C% | 5 | 0 | 50 | 0 | 11 | 0 | 50 | 0 | 0 | 0 | 17 | 0 | 0 | 7 | 9 | 0 | 8 | 0 | 0 | 8 |
| Surprising | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 33 | 0 | 9 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 7 | 0 | 0 | 4 | 0 | 0 | 4 |
| Not qualified | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 9 | 7 | 0 | 0 | 0 | 4 |
| Maybe | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 11 | 9 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 9 | 7 | 0 | 0 | 0 | 4 |
| Fame | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 50 | 0 | 14 | 0 | 0 | 0 | 0 | 9 | 7 | 0 | 0 | 0 | 4 |
| Bush | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 2 |
| C% | 5 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 17 | 14 | 0 | 8 | 10 | 7 | 0 | 14 | 0 | 0 | 0 | 8 |
| Republican | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Guns | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 9 | 0 | 4 | 0 | 0 | 0 |
| Undecided | 9 | 2 | 0 | 0 | 4 | 2 | 0 | 0 | 2 | 2 | 3 | 1 | 2 | 4 | 2 | 2 | 6 | 1 | 2 | 6 |
| C% | 23 | 50 | 0 | 0 | 44 | 18 | 0 | 0 | 33 | 29 | 25 | 8 | 20 | 29 | 18 | 14 | 25 | 100 | 33 | 24 |
| Refused | 15 | 1 | 1 | 2 | 1 | 5 | 1 | 0 | 2 | 2 | 3 | 6 | 5 | 5 | 2 | 5 | 10 | 0 | 3 | 7 |
| C% | 38 | 25 | 50 | 67 | 11 | 45 | 50 | 0 | 33 | 29 | 25 | 50 | 50 | 36 | 18 | 36 | 42 | 0 | 50 | 28 |

Q13. When thinking about Barack Obama, Joe Biden, John McCain, or Sarah Palin, which candidate of the four do you believe is most like you?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|-----------|------------|---------------------|---------|-------------------|-------|----------|--------------|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | with-drawl | time-line | One-year | Leave as neces-sary | Gov run | Ex-pand-ed comp | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | 142 | 142 | 0 | 0 | 0 | 121 | 7 | 7 | 1 | 59 | 17 | 53 | 40 | 87 | 12 | 83 | 33 | 26 | 6 | 131 |
| C% | 24 | 100 | 0 | 0 | 0 | 51 | 19 | 5 | 1 | 37 | 7 | 30 | 41 | 35 | 5 | 41 | 11 | 25 | 4 | 34 |
| Joe Biden | 79 | 0 | 79 | 0 | 0 | 46 | 25 | 3 | 2 | 34 | 12 | 29 | 13 | 48 | 17 | 39 | 29 | 11 | 0 | 76 |
| C% | 13 | 0 | 100 | 0 | 0 | 19 | 69 | 2 | 2 | 21 | 5 | 16 | 13 | 19 | 7 | 19 | 10 | 11 | 0 | 20 |
| John McCain | 107 | 0 | 0 | 107 | 0 | 5 | 0 | 70 | 21 | 11 | 73 | 22 | 2 | 29 | 72 | 14 | 79 | 13 | 60 | 40 |
| C% | 18 | 0 | 0 | 100 | 0 | 2 | 0 | 50 | 19 | 7 | 32 | 12 | 2 | 12 | 31 | 7 | 27 | 13 | 36 | 10 |
| Sarah Palin | 148 | 0 | 0 | 0 | 148 | 14 | 2 | 48 | 70 | 26 | 91 | 25 | 13 | 33 | 100 | 25 | 98 | 23 | 75 | 59 |
| C% | 25 | 0 | 0 | 0 | 100 | 6 | 6 | 34 | 64 | 16 | 40 | 14 | 13 | 13 | 42 | 12 | 34 | 23 | 45 | 15 |
| Undecided | 109 | 0 | 0 | 0 | 0 | 48 | 2 | 12 | 12 | 26 | 28 | 45 | 29 | 45 | 29 | 40 | 40 | 28 | 19 | 74 |
| C% | 18 | 0 | 0 | 0 | 0 | 20 | 6 | 9 | 11 | 16 | 12 | 25 | 30 | 18 | 12 | 20 | 14 | 27 | 11 | 19 |
| Refused | 15 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 4 | 3 | 8 | 3 | 1 | 7 | 6 | 2 | 10 | 1 | 6 | 6 |
| C% | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 4 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 3 | 1 | 4 | 2 |

Q14. Which of the four - Obama, Biden, McCain, or Palin - understands and cares about the problems of people like you?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|------|-------|-------------------|-------|-------|-------|------------|------|-------|-------------------|------|-------|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | | HEALTHCARE | | | JOB BUSH IS DOING | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair | Harsh | Neu- | with- | time- | Leave | Gov | Ex- | Undec | Ap- | Dis- | prove |
| | | | | | | | | | -ly | -ly | tral | drawl | line | as | run | pan- | | prove | ap- | prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | 238 | 121 | 46 | 5 | 14 | 238 | 0 | 0 | 0 | 109 | 31 | 80 | 64 | 147 | 21 | 134 | 55 | 48 | 3 | 227 |
| C% | 40 | 85 | 58 | 5 | 9 | 100 | 0 | 0 | 0 | 69 | 14 | 45 | 65 | 59 | 9 | 66 | 19 | 47 | 2 | 59 |
| Joe Biden | 36 | 7 | 25 | 0 | 2 | 0 | 36 | 0 | 0 | 12 | 6 | 17 | 11 | 16 | 8 | 15 | 19 | 2 | 0 | 35 |
| C% | 6 | 5 | 32 | 0 | 1 | 0 | 100 | 0 | 0 | 8 | 3 | 10 | 11 | 6 | 3 | 7 | 7 | 2 | 0 | 9 |
| John McCain | 140 | 7 | 3 | 70 | 48 | 0 | 0 | 140 | 0 | 14 | 96 | 27 | 3 | 35 | 99 | 23 | 99 | 17 | 87 | 41 |
| C% | 23 | 5 | 4 | 65 | 32 | 0 | 0 | 100 | 0 | 9 | 42 | 15 | 3 | 14 | 42 | 11 | 34 | 17 | 52 | 11 |
| Sarah Palin | 110 | 1 | 2 | 21 | 70 | 0 | 0 | 0 | 110 | 12 | 67 | 26 | 6 | 25 | 78 | 14 | 74 | 20 | 55 | 42 |
| C% | 18 | 1 | 3 | 20 | 47 | 0 | 0 | 0 | 100 | 8 | 29 | 15 | 6 | 10 | 33 | 7 | 26 | 20 | 33 | 11 |
| Undecided | 56 | 4 | 2 | 5 | 14 | 0 | 0 | 0 | 0 | 8 | 21 | 21 | 9 | 18 | 26 | 12 | 27 | 15 | 19 | 27 |
| C% | 9 | 3 | 3 | 5 | 9 | 0 | 0 | 0 | 0 | 5 | 9 | 12 | 9 | 7 | 11 | 6 | 9 | 15 | 11 | 7 |
| Refused | 4 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 4 |
| C% | 1 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 |
| None | 16 | 2 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 4 | 5 | 6 | 4 | 3 | 13 | 0 | 2 | 10 |
| C% | 3 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 2 | 5 | 2 | 2 | 1 | 4 | 0 | 1 | 3 |

Q15. Do you believe the media has treated Sarah Palin fairly, harshly, or neutral?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|---------|-------|---|-------|---------|-------|--------------------------------|-------|----------|------------------------------|-------|--------|-----|-------------------|-------|-------|-------|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair | Harsh | Neu-tral | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | |
| | | Total | | | | | | | | -ly | -ly | tral | with- | time- | neces- | run | comp | Undec | prove | prove | |
| | | | | | | | | | | | | | drawl | line | sary | | | | | | |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Fairly | | 159 | 59 | 34 | 11 | 26 | 109 | 12 | 14 | 12 | 159 | 0 | 0 | 41 | 86 | 26 | 81 | 46 | 32 | 27 | 130 |
| | C% | 27 | 42 | 43 | 10 | 18 | 46 | 33 | 10 | 11 | 100 | 0 | 0 | 42 | 35 | 11 | 40 | 16 | 31 | 16 | 34 |
| Harshly | | 229 | 17 | 12 | 73 | 91 | 31 | 6 | 96 | 67 | 0 | 229 | 0 | 16 | 67 | 142 | 43 | 150 | 31 | 94 | 107 |
| | C% | 38 | 12 | 15 | 68 | 61 | 13 | 17 | 69 | 61 | 0 | 100 | 0 | 16 | 27 | 60 | 21 | 52 | 30 | 57 | 28 |
| Neutral | | 177 | 53 | 29 | 22 | 25 | 80 | 17 | 27 | 26 | 0 | 0 | 177 | 34 | 79 | 59 | 68 | 77 | 31 | 37 | 130 |
| | C% | 30 | 37 | 37 | 21 | 17 | 34 | 47 | 19 | 24 | 0 | 0 | 100 | 35 | 32 | 25 | 33 | 27 | 30 | 22 | 34 |
| Undecided | | 25 | 11 | 1 | 0 | 6 | 13 | 1 | 0 | 5 | 0 | 0 | 0 | 5 | 12 | 6 | 7 | 12 | 6 | 3 | 14 |
| | C% | 4 | 8 | 1 | 0 | 4 | 5 | 3 | 0 | 5 | 0 | 0 | 0 | 5 | 5 | 3 | 3 | 4 | 6 | 2 | 4 |
| Refused | | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| None | | 8 | 2 | 3 | 1 | 0 | 5 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 5 | 1 | 4 | 2 | 2 | 3 | 5 |
| | C% | 1 | 1 | 4 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 2 | 1 | 2 | 2 | 1 |

Q16. Which one of the following issues matters most in deciding your vote for president?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|---------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|----------|---------------------|---------|------------|-------------------|----------|--------------|
| | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | |
| | Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as neces-sary | Gov run | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Taxes | 34 | 3 | 1 | 12 | 14 | 1 | 1 | 18 | 11 | 2 | 24 | 8 | 0 | 8 | 26 | 4 | 29 | 1 | 23 | 9 |
| C% | 6 | 2 | 1 | 11 | 9 | 0 | 3 | 13 | 10 | 1 | 10 | 5 | 0 | 3 | 11 | 2 | 10 | 1 | 14 | 2 |
| Education | 17 | 6 | 0 | 4 | 3 | 9 | 0 | 2 | 3 | 6 | 3 | 8 | 9 | 6 | 2 | 7 | 5 | 5 | 5 | 12 |
| C% | 3 | 4 | 0 | 4 | 2 | 4 | 0 | 1 | 3 | 4 | 1 | 5 | 9 | 2 | 1 | 3 | 2 | 5 | 3 | 3 |
| Iraq War | 65 | 16 | 17 | 8 | 13 | 39 | 7 | 10 | 7 | 28 | 18 | 16 | 26 | 25 | 14 | 23 | 26 | 16 | 11 | 51 |
| C% | 11 | 11 | 22 | 7 | 9 | 16 | 19 | 7 | 6 | 18 | 8 | 9 | 27 | 10 | 6 | 11 | 9 | 16 | 7 | 13 |
| Terrorism | 51 | 3 | 2 | 21 | 21 | 5 | 0 | 30 | 15 | 6 | 36 | 8 | 1 | 10 | 40 | 11 | 34 | 5 | 32 | 13 |
| C% | 9 | 2 | 3 | 20 | 14 | 2 | 0 | 21 | 14 | 4 | 16 | 5 | 1 | 4 | 17 | 5 | 12 | 5 | 19 | 3 |
| Economy/Jobs | 282 | 82 | 45 | 36 | 53 | 131 | 21 | 48 | 41 | 82 | 91 | 88 | 45 | 135 | 89 | 109 | 117 | 54 | 49 | 202 |
| C% | 47 | 58 | 57 | 34 | 36 | 55 | 58 | 34 | 37 | 52 | 40 | 50 | 46 | 54 | 38 | 54 | 40 | 53 | 30 | 52 |
| Moral values | 55 | 11 | 5 | 13 | 22 | 13 | 3 | 21 | 13 | 11 | 25 | 13 | 7 | 17 | 31 | 12 | 39 | 4 | 25 | 30 |
| C% | 9 | 8 | 6 | 12 | 15 | 5 | 8 | 15 | 12 | 7 | 11 | 7 | 7 | 7 | 13 | 6 | 13 | 4 | 15 | 8 |
| Healthcare | 48 | 15 | 7 | 3 | 7 | 25 | 2 | 5 | 10 | 17 | 14 | 17 | 6 | 30 | 11 | 26 | 17 | 5 | 8 | 38 |
| C% | 8 | 11 | 9 | 3 | 5 | 11 | 6 | 4 | 9 | 11 | 6 | 10 | 6 | 12 | 5 | 13 | 6 | 5 | 5 | 10 |
| Other | 30 | 6 | 1 | 6 | 9 | 11 | 1 | 5 | 6 | 5 | 10 | 12 | 1 | 11 | 17 | 8 | 13 | 8 | 8 | 21 |
| C% | 5 | 4 | 1 | 6 | 6 | 5 | 3 | 4 | 5 | 3 | 4 | 7 | 1 | 4 | 7 | 4 | 4 | 8 | 5 | 5 |
| Undecided | 16 | 0 | 1 | 4 | 6 | 4 | 1 | 1 | 4 | 2 | 6 | 7 | 3 | 7 | 4 | 3 | 9 | 4 | 3 | 10 |
| C% | 3 | 0 | 1 | 4 | 4 | 2 | 3 | 1 | 4 | 1 | 3 | 4 | 3 | 3 | 2 | 1 | 3 | 4 | 2 | 3 |
| Refused | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |

Q17. Which of the following comes closest to your views on the Iraq War?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|---|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|----------|---------------------|---------|------------|-------------------|----------|--------------|-----|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as neces-sary | Gov run | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove | |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Immediate withdrawal of all U.S. troops | 98 | 40 | 13 | 2 | 13 | 64 | 11 | 3 | 6 | 41 | 16 | 34 | 98 | 0 | 0 | 47 | 30 | 21 | 5 | 91 |
| C% | 16 | 28 | 16 | 2 | 9 | 27 | 31 | 2 | 5 | 26 | 7 | 19 | 100 | 0 | 0 | 23 | 10 | 21 | 3 | 24 |
| One-year timeline to gradually withdraw | 249 | 87 | 48 | 29 | 33 | 147 | 16 | 35 | 25 | 86 | 67 | 79 | 0 | 249 | 0 | 115 | 87 | 47 | 28 | 207 |
| C% | 42 | 61 | 61 | 27 | 22 | 62 | 44 | 25 | 23 | 54 | 29 | 45 | 0 | 100 | 0 | 57 | 30 | 46 | 17 | 54 |
| Leaving troops for as long as necessary | 236 | 12 | 17 | 72 | 100 | 21 | 8 | 99 | 78 | 26 | 142 | 59 | 0 | 0 | 236 | 38 | 163 | 29 | 133 | 77 |
| C% | 39 | 8 | 22 | 67 | 68 | 9 | 22 | 71 | 71 | 16 | 62 | 33 | 0 | 0 | 100 | 19 | 56 | 28 | 80 | 20 |
| Undecided | 16 | 3 | 1 | 4 | 2 | 6 | 1 | 3 | 1 | 6 | 3 | 5 | 0 | 0 | 0 | 3 | 8 | 5 | 0 | 10 |
| C% | 3 | 2 | 1 | 4 | 1 | 3 | 3 | 2 | 1 | 4 | 1 | 3 | 0 | 0 | 0 | 1 | 3 | 5 | 0 | 3 |
| Refused | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q18. Do you support a universal healthcare system administered by the government or one run by expanding competition among private insurance companies?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|------------------------------|-----------|-----------|---------------------|-------------------|--------------|-------|----------|--------------|-----|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | with-draw | time-line | Leave as neces-sary | Gov run | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove | |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Government run | 203 | 83 | 39 | 14 | 25 | 134 | 15 | 23 | 14 | 81 | 43 | 68 | 47 | 115 | 38 | 203 | 0 | 0 | 18 | 179 |
| C% | 34 | 58 | 49 | 13 | 17 | 56 | 42 | 16 | 13 | 51 | 19 | 38 | 48 | 46 | 16 | 100 | 0 | 0 | 11 | 46 |
| Expanded competition | 289 | 33 | 29 | 79 | 98 | 55 | 19 | 99 | 74 | 46 | 150 | 77 | 30 | 87 | 163 | 0 | 289 | 0 | 121 | 137 |
| C% | 48 | 23 | 37 | 74 | 66 | 23 | 53 | 71 | 67 | 29 | 66 | 44 | 31 | 35 | 69 | 0 | 100 | 0 | 73 | 35 |
| Undecided | 102 | 26 | 11 | 13 | 23 | 48 | 2 | 17 | 20 | 32 | 31 | 31 | 21 | 47 | 29 | 0 | 0 | 102 | 24 | 67 |
| C% | 17 | 18 | 14 | 12 | 16 | 20 | 6 | 12 | 18 | 20 | 14 | 18 | 21 | 19 | 12 | 0 | 0 | 100 | 14 | 17 |
| Refused | 6 | 0 | 0 | 1 | 2 | 1 | 0 | 1 | 2 | 0 | 5 | 1 | 0 | 0 | 6 | 0 | 0 | 0 | 3 | 3 |
| C% | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 2 | 0 | 2 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 2 | 1 |

Q19. Overall, which candidate do you trust more - Barack Obama or John McCain?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|-----------|------------|---------------------|---------|-------------------|-------|----------|--------------|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | with-drawl | time-line | One-year | Leave as neces-sary | Gov run | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 273 | 129 | 67 | 4 | 18 | 221 | 31 | 6 | 6 | 119 | 37 | 98 | 78 | 157 | 33 | 159 | 68 | 45 | 6 | 261 |
| C% | 46 | 91 | 85 | 4 | 12 | 93 | 86 | 4 | 5 | 75 | 16 | 55 | 80 | 63 | 14 | 78 | 24 | 44 | 4 | 68 |
| McCain | 267 | 5 | 10 | 97 | 116 | 3 | 3 | 129 | 96 | 26 | 179 | 54 | 7 | 65 | 189 | 28 | 189 | 45 | 146 | 90 |
| C% | 45 | 4 | 13 | 91 | 78 | 1 | 8 | 92 | 87 | 16 | 78 | 31 | 7 | 26 | 80 | 14 | 65 | 44 | 88 | 23 |
| Undecided | 59 | 8 | 2 | 6 | 13 | 14 | 2 | 4 | 8 | 14 | 13 | 24 | 13 | 26 | 14 | 15 | 32 | 12 | 14 | 34 |
| C% | 10 | 6 | 3 | 6 | 9 | 6 | 6 | 3 | 7 | 9 | 6 | 14 | 13 | 10 | 6 | 7 | 11 | 12 | 8 | 9 |
| Refused | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| C% | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q20. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|------------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|----------|------------|-----|------------|-------------------|----------|--------------|-----|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as | Gov | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove | |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | 91 | 57 | 21 | 0 | 3 | 76 | 9 | 4 | 0 | 39 | 9 | 33 | 25 | 59 | 7 | 64 | 11 | 16 | 2 | 87 |
| C% | 15 | 40 | 27 | 0 | 2 | 32 | 25 | 3 | 0 | 25 | 4 | 19 | 26 | 24 | 3 | 32 | 4 | 16 | 1 | 23 |
| Very comfortable | 153 | 70 | 37 | 3 | 11 | 119 | 18 | 3 | 2 | 65 | 22 | 60 | 46 | 92 | 9 | 82 | 48 | 23 | 5 | 147 |
| C% | 26 | 49 | 47 | 3 | 7 | 50 | 50 | 2 | 2 | 41 | 10 | 34 | 47 | 37 | 4 | 40 | 17 | 23 | 3 | 38 |
| Somewhat comfortable | 141 | 13 | 16 | 31 | 38 | 34 | 8 | 36 | 35 | 40 | 52 | 38 | 18 | 62 | 59 | 29 | 83 | 26 | 50 | 74 |
| C% | 24 | 9 | 20 | 29 | 26 | 14 | 22 | 26 | 32 | 25 | 23 | 21 | 18 | 25 | 25 | 14 | 29 | 25 | 30 | 19 |
| Not at all comfortable | 194 | 2 | 5 | 70 | 94 | 2 | 1 | 96 | 72 | 11 | 141 | 36 | 4 | 32 | 152 | 21 | 142 | 28 | 105 | 67 |
| C% | 32 | 1 | 6 | 65 | 64 | 1 | 3 | 69 | 65 | 7 | 62 | 20 | 4 | 13 | 64 | 10 | 49 | 27 | 63 | 17 |
| Undecided | 21 | 0 | 0 | 3 | 2 | 7 | 0 | 1 | 1 | 4 | 5 | 10 | 5 | 4 | 9 | 7 | 5 | 9 | 4 | 11 |
| C% | 4 | 0 | 0 | 3 | 1 | 3 | 0 | 1 | 1 | 3 | 2 | 6 | 5 | 2 | 4 | 3 | 2 | 9 | 2 | 3 |

Q21. Regardless of how you would vote, how comfortable would you be with John McCain as president?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|------------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|----------|------------|-----|--------------|-------------------|----------|--------------|-----|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as | Gov | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove | |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | 67 | 0 | 2 | 35 | 29 | 0 | 0 | 44 | 20 | 9 | 55 | 3 | 0 | 10 | 57 | 9 | 47 | 10 | 50 | 15 |
| C% | 11 | 0 | 3 | 33 | 20 | 0 | 0 | 31 | 18 | 6 | 24 | 2 | 0 | 4 | 24 | 4 | 16 | 10 | 30 | 4 |
| Very comfortable | 148 | 5 | 9 | 48 | 67 | 6 | 4 | 72 | 45 | 19 | 93 | 31 | 11 | 39 | 93 | 17 | 105 | 22 | 75 | 56 |
| C% | 25 | 4 | 11 | 45 | 45 | 3 | 11 | 51 | 41 | 12 | 41 | 18 | 11 | 16 | 39 | 8 | 36 | 22 | 45 | 15 |
| Somewhat comfortable | 165 | 42 | 14 | 22 | 43 | 56 | 14 | 24 | 41 | 34 | 54 | 62 | 26 | 76 | 58 | 49 | 83 | 33 | 35 | 107 |
| C% | 28 | 30 | 18 | 21 | 29 | 24 | 39 | 17 | 37 | 21 | 24 | 35 | 27 | 31 | 25 | 24 | 29 | 32 | 21 | 28 |
| Not at all comfortable | 205 | 95 | 54 | 0 | 8 | 171 | 18 | 0 | 2 | 93 | 26 | 73 | 57 | 121 | 23 | 125 | 47 | 32 | 2 | 201 |
| C% | 34 | 67 | 68 | 0 | 5 | 72 | 50 | 0 | 2 | 58 | 11 | 41 | 58 | 49 | 10 | 62 | 16 | 31 | 1 | 52 |
| Undecided | 15 | 0 | 0 | 2 | 1 | 5 | 0 | 0 | 2 | 4 | 1 | 8 | 4 | 3 | 5 | 3 | 7 | 5 | 4 | 7 |
| C% | 3 | 0 | 0 | 2 | 1 | 2 | 0 | 0 | 2 | 3 | 0 | 5 | 4 | 1 | 2 | 1 | 2 | 5 | 2 | 2 |

Q22. Which of the following comes closest to your opinion of the upcoming Presidential election:

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | | |
|--|----|---------------|-------|---------|-------|---|-------|---------|-------|--------------------------------|----------|----------|-------------------|----------|----------|------------|--------------|-------|-------------------|--------------|-----|--|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| | | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as | Gov | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove | | |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Most important election of my life | | 215 | 63 | 33 | 35 | 48 | 112 | 12 | 39 | 33 | 75 | 76 | 55 | 49 | 88 | 77 | 88 | 91 | 33 | 48 | 157 | |
| | C% | 36 | 44 | 42 | 33 | 32 | 47 | 33 | 28 | 30 | 47 | 33 | 31 | 50 | 35 | 33 | 43 | 31 | 32 | 29 | 41 | |
| Very important but not the most important | | 287 | 67 | 38 | 51 | 72 | 106 | 17 | 69 | 63 | 65 | 109 | 91 | 35 | 132 | 110 | 94 | 139 | 53 | 83 | 179 | |
| | C% | 48 | 47 | 48 | 48 | 49 | 45 | 47 | 49 | 57 | 41 | 48 | 51 | 36 | 53 | 47 | 46 | 48 | 52 | 50 | 46 | |
| No different than any other pres. election | | 91 | 12 | 8 | 20 | 26 | 18 | 7 | 32 | 13 | 17 | 39 | 31 | 11 | 29 | 46 | 21 | 54 | 16 | 32 | 46 | |
| | C% | 15 | 8 | 10 | 19 | 18 | 8 | 19 | 23 | 12 | 11 | 17 | 18 | 11 | 12 | 19 | 10 | 19 | 16 | 19 | 12 | |
| Not really that important to me | | 5 | 0 | 0 | 1 | 2 | 2 | 0 | 0 | 1 | 2 | 3 | 0 | 3 | 0 | 1 | 0 | 5 | 0 | 1 | 4 | |
| | C% | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | |
| Refused | | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | |
| | C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | |

Q23. Which political party - if any - do you blame for the recent turmoil on Wall Street in the banking and financial sectors?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|-------|---------|---|-------|-------|-------|--------------------------------|-------|-------|------------------------------|--------|-------|--------|-------------------|------|-------|-------|-------|-------|-------|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | | | |
| | | Mc-Cain | | Palin | Mc-Cain | | Palin | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | prove | prove | | | |
| | | Obama | Biden | Cain | Obama | Biden | Cain | Palin | -ly | -ly | tral | with- | time- | neces- | run | comp | Undec | Ap- | Dis- | prove | prove | | |
| | | Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | with- | time- | neces- | run | comp | Undec | Ap- | Dis- | prove | prove |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 | | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Blame Democrats | | 93 | 2 | 4 | 35 | 46 | 5 | 0 | 52 | 32 | 5 | 76 | 10 | 2 | 21 | 70 | 8 | 72 | 13 | 62 | 29 | | |
| | C% | 16 | 1 | 5 | 33 | 31 | 2 | 0 | 37 | 29 | 3 | 33 | 6 | 2 | 8 | 30 | 4 | 25 | 13 | 37 | 8 | | |
| Blame Republicans | | 245 | 105 | 60 | 5 | 17 | 180 | 25 | 7 | 9 | 102 | 40 | 87 | 64 | 151 | 22 | 129 | 71 | 44 | 4 | 237 | | |
| | C% | 41 | 74 | 76 | 5 | 11 | 76 | 69 | 5 | 8 | 64 | 17 | 49 | 65 | 61 | 9 | 64 | 25 | 43 | 2 | 61 | | |
| Neither | | 164 | 19 | 11 | 42 | 55 | 23 | 9 | 60 | 49 | 29 | 75 | 49 | 18 | 43 | 97 | 34 | 100 | 25 | 74 | 67 | | |
| | C% | 27 | 13 | 14 | 39 | 37 | 10 | 25 | 43 | 45 | 18 | 33 | 28 | 18 | 17 | 41 | 17 | 35 | 25 | 45 | 17 | | |
| Undecided | | 95 | 16 | 4 | 23 | 29 | 30 | 2 | 19 | 20 | 23 | 35 | 31 | 14 | 33 | 45 | 31 | 44 | 20 | 26 | 50 | | |
| | C% | 16 | 11 | 5 | 21 | 20 | 13 | 6 | 14 | 18 | 14 | 15 | 18 | 14 | 13 | 19 | 15 | 15 | 20 | 16 | 13 | | |
| Refused | | 3 | 0 | 0 | 2 | 1 | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 1 | 2 | 1 | 2 | 0 | 0 | 3 | | |
| | C% | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | | |

Q24. Do you approve or disapprove of the job George W. Bush is doing as president?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|---------|------|---|-------|---------|------|--------------------------------|-------|------|------------------------------|-------|-------|--------|-------------------|-------|-------|-------|-----|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Obama | | Mc-Cain | | Obama | | Mc-Cain | | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | |
| | | Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | with- | time- | neces- | comp | Undec | prove | prove | |
| | | | | | | | | | | | | | drawl | line | sary | run | | | | | |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Approve | | 166 | 6 | 0 | 60 | 75 | 3 | 0 | 87 | 55 | 27 | 94 | 37 | 5 | 28 | 133 | 18 | 121 | 24 | 166 | 0 |
| | C% | 28 | 4 | 0 | 56 | 51 | 1 | 0 | 62 | 50 | 17 | 41 | 21 | 5 | 11 | 56 | 9 | 42 | 24 | 100 | 0 |
| Disapprove | | 386 | 131 | 76 | 40 | 59 | 227 | 35 | 41 | 42 | 130 | 107 | 130 | 91 | 207 | 77 | 179 | 137 | 67 | 0 | 386 |
| | C% | 64 | 92 | 96 | 37 | 40 | 95 | 97 | 29 | 38 | 82 | 47 | 73 | 93 | 83 | 33 | 88 | 47 | 66 | 0 | 100 |
| Undecided | | 46 | 5 | 2 | 7 | 13 | 8 | 0 | 12 | 12 | 2 | 27 | 10 | 2 | 14 | 25 | 6 | 30 | 10 | 0 | 0 |
| | C% | 8 | 4 | 3 | 7 | 9 | 3 | 0 | 9 | 11 | 1 | 12 | 6 | 2 | 6 | 11 | 3 | 10 | 10 | 0 | 0 |
| Refused | | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| | C% | 0 | 0 | 1 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |

Q25. When all the votes are counted in November of 2008, who do you think will be our next President?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|-----------|------------|---------------------|---------|-------------------|-------|----------|--------------|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | with-drawl | time-line | One-year | Leave as neces-sary | Gov run | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 250 | 119 | 57 | 12 | 21 | 185 | 24 | 15 | 12 | 105 | 40 | 89 | 61 | 141 | 39 | 137 | 74 | 38 | 21 | 221 |
| C% | 42 | 84 | 72 | 11 | 14 | 78 | 67 | 11 | 11 | 66 | 17 | 50 | 62 | 57 | 17 | 67 | 26 | 37 | 13 | 57 |
| McCain | 250 | 13 | 20 | 82 | 107 | 31 | 9 | 111 | 83 | 34 | 149 | 56 | 22 | 66 | 160 | 47 | 162 | 38 | 121 | 109 |
| C% | 42 | 9 | 25 | 77 | 72 | 13 | 25 | 79 | 75 | 21 | 65 | 32 | 22 | 27 | 68 | 23 | 56 | 37 | 73 | 28 |
| Undecided | 100 | 10 | 2 | 13 | 20 | 22 | 3 | 14 | 15 | 20 | 40 | 32 | 15 | 42 | 37 | 19 | 53 | 26 | 24 | 56 |
| C% | 17 | 7 | 3 | 12 | 14 | 9 | 8 | 10 | 14 | 13 | 17 | 18 | 15 | 17 | 16 | 9 | 18 | 25 | 14 | 15 |

Q26. Has anyone in your household ever served in the U.S. military?

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|-------|-------|---|-------|-------|-------|--------------------------------|-------|-------|------------------------------|--------|------|-------|-------------------|-------|-------|-------|------|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR HEALTHCARE | | | | JOB BUSH IS DOING | | | | |
| | | Mc- | | Palin | Mc- | | Palin | Fair | Harsh | Neu- | Immed | One- | Leave | Gov | Ex- | Undec | Ap- | Dis- | ap- | prove | |
| | | Obama | Biden | Cain | Obama | Biden | Cain | Palin | -ly | -ly | tral | with- | time- | neces- | run | comp | prove | prove | prove | prove | |
| | | Total | Obama | Biden | Cain | Palin | Obama | Biden | Cain | Palin | -ly | -ly | tral | drawl | line | -sary | run | comp | Undec | Ap- | Dis- |
| Total | | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | | 357 | 71 | 57 | 68 | 86 | 130 | 25 | 90 | 65 | 91 | 141 | 106 | 45 | 144 | 159 | 112 | 182 | 58 | 119 | 216 |
| | C% | 60 | 50 | 72 | 64 | 58 | 55 | 69 | 64 | 59 | 57 | 62 | 60 | 46 | 58 | 67 | 55 | 63 | 57 | 72 | 56 |
| No | | 243 | 71 | 22 | 39 | 62 | 108 | 11 | 50 | 45 | 68 | 88 | 71 | 53 | 105 | 77 | 91 | 107 | 44 | 47 | 170 |
| | C% | 41 | 50 | 28 | 36 | 42 | 45 | 31 | 36 | 41 | 43 | 38 | 40 | 54 | 42 | 33 | 45 | 37 | 43 | 28 | 44 |

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|---------|---|-------|-------|---------|--------------------------------|---------|----------|-------------------|------------|----------|------------|---------|--------------|-------------------|----------|--------------|-----|
| MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| Total | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave-as | Gov-run | Ex-pand-comp | Undec | Ap-prove | Dis-ap-prove | |
| Total | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 117 | 37 | 14 | 11 | 31 | 54 | 8 | 23 | 17 | 37 | 36 | 38 | 33 | 45 | 38 | 47 | 50 | 19 | 30 | 81 |
| C% | 20 | 26 | 18 | 10 | 21 | 23 | 22 | 16 | 15 | 23 | 16 | 21 | 34 | 18 | 16 | 23 | 17 | 19 | 18 | 21 |
| No | 480 | 103 | 65 | 96 | 116 | 182 | 28 | 117 | 92 | 122 | 192 | 137 | 65 | 201 | 198 | 156 | 238 | 81 | 136 | 302 |
| C% | 80 | 73 | 82 | 90 | 78 | 76 | 78 | 84 | 84 | 77 | 84 | 77 | 66 | 81 | 84 | 77 | 82 | 79 | 82 | 78 |
| Undecided | 3 | 2 | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 1 | 2 | 0 | 3 | 0 | 0 | 1 | 2 | 0 | 3 |
| C% | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 |

| ===== BANNER 3 ===== | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|---------------|-------|---------|-------|---|-------|---------|-------|--------------------------------|----------|----------|-------------------|----------|----------|------------|------------|-------|-------------------|--------------|-----|--|
| | | MOST LIKE YOU | | | | UNDERSTANDS AND CARES ABOUT PROBLEMS OF PEOPLE LIKE YOU | | | | MEDIA TREATMENT OF SARAH PALIN | | | VIEWS ON IRAQ WAR | | | HEALTHCARE | | | JOB BUSH IS DOING | | | |
| | | Obama | Biden | Mc-Cain | Palin | Obama | Biden | Mc-Cain | Palin | Fair-ly | Harsh-ly | Neu-tral | Immed-iate | One-year | Leave as | Gov | Ex-pand-ed | Undec | Ap-prove | Dis-ap-prove | | |
| Total | C% | 600 | 142 | 79 | 107 | 148 | 238 | 36 | 140 | 110 | 159 | 229 | 177 | 98 | 249 | 236 | 203 | 289 | 102 | 166 | 386 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| John Kerry | C% | 224 | 89 | 58 | 13 | 17 | 156 | 23 | 15 | 7 | 96 | 44 | 76 | 68 | 125 | 23 | 120 | 59 | 45 | 4 | 218 | |
| | C% | 37 | 63 | 73 | 12 | 11 | 66 | 64 | 11 | 6 | 60 | 19 | 43 | 69 | 50 | 10 | 59 | 20 | 44 | 2 | 56 | |
| George Bush | C% | 295 | 28 | 16 | 87 | 118 | 46 | 8 | 115 | 93 | 57 | 164 | 54 | 16 | 90 | 186 | 51 | 195 | 44 | 153 | 108 | |
| | C% | 49 | 20 | 20 | 81 | 80 | 19 | 22 | 82 | 85 | 36 | 72 | 31 | 16 | 36 | 79 | 25 | 67 | 43 | 92 | 28 | |
| Ralph Nader | C% | 10 | 2 | 3 | 0 | 1 | 4 | 3 | 0 | 0 | 0 | 2 | 7 | 2 | 8 | 0 | 5 | 4 | 1 | 0 | 10 | |
| | C% | 2 | 1 | 4 | 0 | 1 | 2 | 8 | 0 | 0 | 0 | 1 | 4 | 2 | 3 | 0 | 2 | 1 | 1 | 0 | 3 | |
| Michael Badnarik | C% | 4 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 4 | 0 | 2 | 2 | |
| | C% | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 1 | |
| Did not vote | C% | 43 | 18 | 2 | 4 | 6 | 22 | 2 | 6 | 7 | 6 | 10 | 25 | 10 | 17 | 16 | 21 | 16 | 5 | 6 | 31 | |
| | C% | 7 | 13 | 3 | 4 | 4 | 9 | 6 | 4 | 6 | 4 | 4 | 14 | 10 | 7 | 7 | 10 | 6 | 5 | 4 | 8 | |
| Undecided | C% | 12 | 2 | 0 | 2 | 3 | 7 | 0 | 3 | 1 | 0 | 2 | 7 | 1 | 6 | 3 | 5 | 6 | 1 | 0 | 12 | |
| | C% | 2 | 1 | 0 | 2 | 2 | 3 | 0 | 2 | 1 | 0 | 1 | 4 | 1 | 2 | 1 | 2 | 2 | 1 | 0 | 3 | |
| Refused | C% | 12 | 1 | 0 | 1 | 1 | 3 | 0 | 1 | 0 | 0 | 5 | 6 | 1 | 3 | 4 | 1 | 5 | 6 | 1 | 5 | |
| | C% | 2 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 2 | 3 | 1 | 1 | 2 | 0 | 2 | 6 | 1 | 1 | |

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|-------|-----------|------------|--------------------------------------|-------|-----------|------------|--------------------------------------|-------|---------|---|-------|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| | | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Western | | 153 | 77 | 64 | 12 | 26 | 47 | 36 | 43 | 15 | 32 | 39 | 65 | 44 | 89 | 19 | 19 | 71 | 36 | 27 | |
| | C% | 26 | 28 | 24 | 20 | 29 | 31 | 26 | 22 | 22 | 22 | 24 | 32 | 20 | 31 | 21 | 20 | 29 | 22 | 28 | |
| Heartland | | 49 | 16 | 27 | 6 | 7 | 9 | 8 | 23 | 10 | 12 | 14 | 11 | 17 | 30 | 2 | 9 | 16 | 13 | 10 | |
| | C% | 8 | 6 | 10 | 10 | 8 | 6 | 6 | 12 | 15 | 8 | 8 | 5 | 8 | 10 | 2 | 10 | 7 | 8 | 11 | |
| Clark | | 398 | 180 | 176 | 41 | 58 | 97 | 97 | 128 | 42 | 104 | 112 | 129 | 154 | 168 | 70 | 65 | 158 | 115 | 58 | |
| | C% | 66 | 66 | 66 | 69 | 64 | 63 | 69 | 66 | 63 | 70 | 68 | 63 | 72 | 59 | 77 | 70 | 64 | 70 | 61 | |

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-------|-------------------------------------|-----------|------------|-------|--------------------------------------|-----------|------------|-------|--------------------------------------|---------|-------|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| Total | C% | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Male | | 283 | 121 | 133 | 28 | 35 | 66 | 69 | 100 | 40 | 74 | 77 | 82 | 87 | 140 | 53 | 50 | 101 | 86 | 45 | |
| | C% | 47 | 44 | 50 | 47 | 38 | 43 | 49 | 52 | 60 | 50 | 47 | 40 | 40 | 49 | 58 | 54 | 41 | 52 | 47 | |
| Female | | 317 | 152 | 134 | 31 | 56 | 87 | 72 | 94 | 27 | 74 | 88 | 123 | 128 | 147 | 38 | 43 | 144 | 78 | 50 | |
| | C% | 53 | 56 | 50 | 53 | 62 | 57 | 51 | 48 | 40 | 50 | 53 | 60 | 60 | 51 | 42 | 46 | 59 | 48 | 53 | |

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

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|------|-------|-------|-------------------------------------|-----------|--------|-------|--------------------------------------|-----------|--------|-------|--------------------------------------|------|-------|---|------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Mc- | | | Not | | | | Not | | | | No | | | Nei- | | | | | |
| Total | C% | Obama | Cain | Undec | Ext | Very | Some-what | at all | Ext | Very | Some-what | at all | Most | Very | diff | Dem | Rep | ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Very likely | | 577 | 262 | 260 | 54 | 89 | 149 | 128 | 190 | 67 | 146 | 150 | 201 | 205 | 283 | 84 | 91 | 234 | 158 | 91 | |
| | C% | 96 | 96 | 97 | 92 | 98 | 97 | 91 | 98 | 100 | 99 | 91 | 98 | 95 | 99 | 92 | 98 | 96 | 96 | 96 | |
| Somewhat likely | | 23 | 11 | 7 | 5 | 2 | 4 | 13 | 4 | 0 | 2 | 15 | 4 | 10 | 4 | 7 | 2 | 11 | 6 | 4 | |
| | C% | 4 | 4 | 3 | 8 | 2 | 3 | 9 | 2 | 0 | 1 | 9 | 2 | 5 | 1 | 8 | 2 | 4 | 4 | 4 | |

Q1. And how are you registered to vote - Democrat, Republican or Unaffiliated, Independent or something else?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|----|------------|-------|---------|-------|-------------------------------------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Democrat | | 262 | 193 | 46 | 23 | 75 | 101 | 57 | 20 | 4 | 33 | 68 | 149 | 101 | 122 | 36 | 6 | 172 | 40 | 44 | |
| | C% | 44 | 71 | 17 | 39 | 82 | 66 | 40 | 10 | 6 | 22 | 41 | 73 | 47 | 43 | 40 | 6 | 70 | 24 | 46 | |
| Republican | | 224 | 30 | 170 | 24 | 4 | 23 | 61 | 129 | 56 | 86 | 65 | 13 | 76 | 114 | 31 | 69 | 25 | 97 | 31 | |
| | C% | 37 | 11 | 64 | 41 | 4 | 15 | 43 | 66 | 84 | 58 | 39 | 6 | 35 | 40 | 34 | 74 | 10 | 59 | 33 | |
| Unaffiliated/ Independent/Other | | 112 | 50 | 49 | 12 | 12 | 29 | 23 | 43 | 6 | 29 | 31 | 43 | 38 | 50 | 23 | 18 | 48 | 26 | 19 | |
| | C% | 19 | 18 | 18 | 20 | 13 | 19 | 16 | 22 | 9 | 20 | 19 | 21 | 18 | 17 | 25 | 19 | 20 | 16 | 20 | |
| Not registered yet | | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | |
| | C% | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | |

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| 18-25 | | 17 | 17 | 0 | 0 | 7 | 5 | 5 | 0 | 0 | 0 | 7 | 10 | 7 | 6 | 2 | 0 | 11 | 1 | 5 | |
| | C% | 3 | 6 | 0 | 0 | 8 | 3 | 4 | 0 | 0 | 0 | 4 | 5 | 3 | 2 | 2 | 0 | 4 | 1 | 5 | |
| 26-35 | | 64 | 25 | 30 | 9 | 8 | 16 | 17 | 20 | 4 | 18 | 18 | 20 | 21 | 25 | 18 | 7 | 21 | 25 | 11 | |
| | C% | 11 | 9 | 11 | 15 | 9 | 10 | 12 | 10 | 6 | 12 | 11 | 10 | 10 | 9 | 20 | 8 | 9 | 15 | 12 | |
| 36-45 | | 74 | 36 | 35 | 2 | 10 | 24 | 14 | 26 | 6 | 24 | 20 | 24 | 18 | 42 | 14 | 11 | 34 | 19 | 10 | |
| | C% | 12 | 13 | 13 | 3 | 11 | 16 | 10 | 13 | 9 | 16 | 12 | 12 | 8 | 15 | 15 | 12 | 14 | 12 | 11 | |
| 46-55 | | 124 | 55 | 54 | 15 | 25 | 26 | 31 | 38 | 12 | 36 | 35 | 37 | 59 | 51 | 13 | 17 | 39 | 48 | 20 | |
| | C% | 21 | 20 | 20 | 25 | 27 | 17 | 22 | 20 | 18 | 24 | 21 | 18 | 27 | 18 | 14 | 18 | 16 | 29 | 21 | |
| 56-65 | | 149 | 65 | 68 | 16 | 23 | 35 | 41 | 47 | 16 | 33 | 44 | 54 | 55 | 72 | 19 | 25 | 59 | 33 | 30 | |
| | C% | 25 | 24 | 25 | 27 | 25 | 23 | 29 | 24 | 24 | 22 | 27 | 26 | 26 | 25 | 21 | 27 | 24 | 20 | 32 | |
| Over 65 | | 161 | 71 | 74 | 16 | 18 | 44 | 31 | 57 | 28 | 35 | 36 | 57 | 50 | 86 | 24 | 27 | 77 | 38 | 18 | |
| | C% | 27 | 26 | 28 | 27 | 20 | 29 | 22 | 29 | 42 | 24 | 22 | 28 | 23 | 30 | 26 | 29 | 31 | 23 | 19 | |
| Refused | | 11 | 4 | 6 | 1 | 0 | 3 | 2 | 6 | 1 | 2 | 5 | 3 | 5 | 5 | 1 | 6 | 4 | 0 | 1 | |
| | C% | 2 | 1 | 2 | 2 | 0 | 2 | 1 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 1 | 6 | 2 | 0 | 1 | |

Q3. Which of the following best describes your race or ethnicity?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| White/Caucasian | | 397 | 156 | 204 | 36 | 47 | 94 | 98 | 146 | 53 | 112 | 111 | 113 | 143 | 196 | 56 | 72 | 140 | 122 | 60 | |
| | C% | 66 | 57 | 76 | 61 | 52 | 61 | 70 | 75 | 79 | 76 | 67 | 55 | 67 | 68 | 62 | 77 | 57 | 74 | 63 | |
| African-American | | 53 | 47 | 2 | 4 | 18 | 25 | 7 | 2 | 0 | 3 | 11 | 39 | 21 | 28 | 3 | 0 | 39 | 10 | 4 | |
| | C% | 9 | 17 | 1 | 7 | 20 | 16 | 5 | 1 | 0 | 2 | 7 | 19 | 10 | 10 | 3 | 0 | 16 | 6 | 4 | |
| Asian | | 28 | 15 | 7 | 6 | 5 | 12 | 7 | 4 | 3 | 4 | 6 | 14 | 13 | 13 | 1 | 1 | 14 | 6 | 7 | |
| | C% | 5 | 5 | 3 | 10 | 5 | 8 | 5 | 2 | 4 | 3 | 4 | 7 | 6 | 5 | 1 | 1 | 6 | 4 | 7 | |
| American Indian | | 7 | 1 | 5 | 1 | 0 | 0 | 2 | 5 | 2 | 1 | 3 | 1 | 4 | 3 | 0 | 2 | 2 | 1 | 2 | |
| | C% | 1 | 0 | 2 | 2 | 0 | 0 | 1 | 3 | 3 | 1 | 2 | 0 | 2 | 1 | 0 | 2 | 1 | 1 | 2 | |
| Hispanic | | 90 | 43 | 39 | 8 | 15 | 22 | 22 | 27 | 7 | 24 | 24 | 31 | 28 | 36 | 25 | 13 | 39 | 18 | 20 | |
| | C% | 15 | 16 | 15 | 14 | 16 | 14 | 16 | 14 | 10 | 16 | 15 | 15 | 13 | 13 | 27 | 14 | 16 | 11 | 21 | |
| Undecided | | 7 | 3 | 2 | 2 | 3 | 0 | 0 | 2 | 0 | 2 | 2 | 3 | 0 | 5 | 2 | 0 | 3 | 4 | 0 | |
| | C% | 1 | 1 | 1 | 3 | 3 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 2 | 0 | 1 | 2 | 0 | |
| Refused | | 18 | 8 | 8 | 2 | 3 | 0 | 5 | 8 | 2 | 2 | 8 | 4 | 6 | 6 | 4 | 5 | 8 | 3 | 2 | |
| | C% | 3 | 3 | 3 | 3 | 3 | 0 | 4 | 4 | 3 | 1 | 5 | 2 | 3 | 2 | 4 | 5 | 3 | 2 | 2 | |

Q4. Do you think the state is on the right track or the wrong track?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|-------|-------|-------------------------------------|-----------|------------|-------|--------------------------------------|-----------|------------|-------|--------------------------------------|---------|-------|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Obama | Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| | | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Right track | | 159 | 48 | 96 | 15 | 13 | 28 | 46 | 68 | 29 | 53 | 44 | 31 | 50 | 75 | 34 | 40 | 37 | 60 | 20 | |
| | C% | 27 | 18 | 36 | 25 | 14 | 18 | 33 | 35 | 43 | 36 | 27 | 15 | 23 | 26 | 37 | 43 | 15 | 37 | 21 | |
| Wrong track | | 333 | 192 | 108 | 33 | 70 | 102 | 73 | 75 | 25 | 58 | 94 | 145 | 132 | 154 | 43 | 38 | 176 | 67 | 52 | |
| | C% | 56 | 70 | 40 | 56 | 77 | 67 | 52 | 39 | 37 | 39 | 57 | 71 | 61 | 54 | 47 | 41 | 72 | 41 | 55 | |
| Undecided | | 108 | 33 | 63 | 11 | 8 | 23 | 22 | 51 | 13 | 37 | 27 | 29 | 33 | 58 | 14 | 15 | 32 | 37 | 23 | |
| | C% | 18 | 12 | 24 | 19 | 9 | 15 | 16 | 26 | 19 | 25 | 16 | 14 | 15 | 20 | 15 | 16 | 13 | 23 | 24 | |

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|-------------------------------------|------|-------|-------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|-----|----------|--|
| | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | | | |
| | | TRUST MORE | | | ----- | | | | Not at all | | Some-what | | Not at all | | Most | Very | | No diff | Dem | Rep | Nei-ther | |
| Total | C% | Obama | Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | | |
| Total | | 374 | 243 | 95 | 35 | 87 | 130 | 80 | 63 | 10 | 62 | 99 | 192 | 139 | 172 | 59 | 24 | 220 | 66 | 63 | | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Yes | | 159 | 109 | 29 | 21 | 37 | 58 | 43 | 15 | 2 | 20 | 42 | 89 | 60 | 68 | 28 | 5 | 101 | 26 | 26 | | |
| | C% | 43 | 45 | 31 | 60 | 43 | 45 | 54 | 24 | 20 | 32 | 42 | 46 | 43 | 40 | 47 | 21 | 46 | 39 | 41 | | |
| No | | 199 | 126 | 60 | 12 | 50 | 63 | 36 | 44 | 8 | 36 | 53 | 97 | 75 | 92 | 31 | 17 | 109 | 40 | 33 | | |
| | C% | 53 | 52 | 63 | 34 | 57 | 48 | 45 | 70 | 80 | 58 | 54 | 51 | 54 | 53 | 53 | 71 | 50 | 61 | 52 | | |
| Undecided | | 14 | 8 | 4 | 2 | 0 | 9 | 1 | 2 | 0 | 4 | 4 | 6 | 4 | 10 | 0 | 2 | 10 | 0 | 2 | | |
| | C% | 4 | 3 | 4 | 6 | 0 | 7 | 1 | 3 | 0 | 6 | 4 | 3 | 3 | 6 | 0 | 8 | 5 | 0 | 3 | | |
| Refused | | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | | |
| | C% | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 3 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 3 | | |

Q6. John McCain chose Sarah Palin, the Governor of Alaska, to be his Vice Presidential nominee. Does this choice make you more likely or less likely to vote for John McCain?

BASE: Reprs/Ind

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|-------------------------------------|---------|-------|-----|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|-----|
| | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | TRUST MORE | | | | | | | | | | | | | | | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | | 336 | 80 | 219 | 36 | 16 | 52 | 84 | 172 | 62 | 115 | 96 | 56 | 114 | 164 | 54 | 87 | 73 | 123 | 50 |
| C% | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| More Likely | | 207 | 6 | 182 | 18 | 4 | 5 | 52 | 144 | 61 | 88 | 54 | 3 | 69 | 108 | 26 | 73 | 9 | 86 | 37 |
| C% | | 62 | 8 | 83 | 50 | 25 | 10 | 62 | 84 | 98 | 77 | 56 | 5 | 61 | 66 | 48 | 84 | 12 | 70 | 74 |
| Less Likely | | 73 | 55 | 7 | 11 | 10 | 34 | 15 | 8 | 0 | 5 | 25 | 41 | 29 | 30 | 14 | 5 | 53 | 9 | 6 |
| C% | | 22 | 69 | 3 | 31 | 63 | 65 | 18 | 5 | 0 | 4 | 26 | 73 | 25 | 18 | 26 | 6 | 73 | 7 | 12 |
| Undecided | | 51 | 17 | 28 | 6 | 2 | 10 | 17 | 18 | 1 | 22 | 15 | 9 | 16 | 23 | 12 | 7 | 8 | 28 | 7 |
| C% | | 15 | 21 | 13 | 17 | 13 | 19 | 20 | 10 | 2 | 19 | 16 | 16 | 14 | 14 | 22 | 8 | 11 | 23 | 14 |
| Refused | | 5 | 2 | 2 | 1 | 0 | 3 | 0 | 2 | 0 | 0 | 2 | 3 | 0 | 3 | 2 | 2 | 3 | 0 | 0 |
| C% | | 1 | 3 | 1 | 3 | 0 | 6 | 0 | 1 | 0 | 0 | 2 | 5 | 0 | 2 | 4 | 2 | 4 | 0 | 0 |

Q7. Nationally, do you think the Presidential race will be close - or a landslide?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|-------|-----------|------------|--------------------------------------|-------|-----------|------------|--------------------------------------|-------|---------|---|-------|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| | | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Close | | 515 | 224 | 241 | 49 | 69 | 123 | 131 | 171 | 56 | 137 | 143 | 166 | 184 | 239 | 85 | 86 | 193 | 148 | 85 | |
| | C% | 86 | 82 | 90 | 83 | 76 | 80 | 93 | 88 | 84 | 93 | 87 | 81 | 86 | 83 | 93 | 92 | 79 | 90 | 89 | |
| Landslide | | 56 | 32 | 22 | 2 | 16 | 15 | 5 | 20 | 10 | 6 | 14 | 26 | 21 | 33 | 2 | 6 | 32 | 13 | 5 | |
| | C% | 9 | 12 | 8 | 3 | 18 | 10 | 4 | 10 | 15 | 4 | 8 | 13 | 10 | 11 | 2 | 6 | 13 | 8 | 5 | |
| Undecided | | 29 | 17 | 4 | 8 | 6 | 15 | 5 | 3 | 1 | 5 | 8 | 13 | 10 | 15 | 4 | 1 | 20 | 3 | 5 | |
| | C% | 5 | 6 | 1 | 14 | 7 | 10 | 4 | 2 | 1 | 3 | 5 | 6 | 5 | 5 | 4 | 1 | 8 | 2 | 5 | |

Q8. There are 5 major candidates for President: Libertarian Bob Barr, Republican John McCain, Green Party Cynthia McKinney, Independent Ralph Nader and Democrat Barack Obama. At this point, for whom will you vote?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|-------------------------------------|---------|-------|------------|------|-----------|------------|--------------------------------------|------|------------|------------|------|--------------------------------------|---------|---------|---|----------|-------|-----|----------|-------|
| | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | | |
| | | TRUST MORE | | | Not at all | | | | Some-what | | Not at all | | | Some-what | | No diff | Dem | | Rep | | Nei-ther | Undec |
| Total | C% | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Bob Barr | | 5 | 3 | 0 | 2 | 0 | 0 | 3 | 2 | 0 | 0 | 1 | 4 | 0 | 1 | 4 | 0 | 4 | 0 | 1 | | |
| | C% | 1 | 1 | 0 | 3 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 4 | 0 | 2 | 0 | 1 | | |
| John McCain | | 259 | 4 | 249 | 6 | 2 | 3 | 72 | 180 | 67 | 129 | 63 | 0 | 79 | 133 | 44 | 86 | 13 | 110 | 48 | | |
| | C% | 43 | 1 | 93 | 10 | 2 | 2 | 51 | 93 | 100 | 87 | 38 | 0 | 37 | 46 | 48 | 92 | 5 | 67 | 51 | | |
| Ralph Nader | | 8 | 4 | 2 | 2 | 0 | 2 | 3 | 1 | 0 | 0 | 3 | 3 | 4 | 0 | 4 | 1 | 5 | 2 | 0 | | |
| | C% | 1 | 1 | 1 | 3 | 0 | 1 | 2 | 1 | 0 | 0 | 2 | 1 | 2 | 0 | 4 | 1 | 2 | 1 | 0 | | |
| Barack Obama | | 249 | 235 | 2 | 12 | 85 | 133 | 25 | 2 | 0 | 6 | 60 | 181 | 111 | 115 | 21 | 5 | 195 | 21 | 28 | | |
| | C% | 42 | 86 | 1 | 20 | 93 | 87 | 18 | 1 | 0 | 4 | 36 | 88 | 52 | 40 | 23 | 5 | 80 | 13 | 29 | | |
| Undecided | | 69 | 23 | 12 | 34 | 2 | 14 | 33 | 7 | 0 | 10 | 32 | 16 | 18 | 34 | 15 | 1 | 21 | 30 | 16 | | |
| | C% | 12 | 8 | 4 | 58 | 2 | 9 | 23 | 4 | 0 | 7 | 19 | 8 | 8 | 12 | 16 | 1 | 9 | 18 | 17 | | |
| Refused | | 10 | 4 | 2 | 3 | 2 | 1 | 5 | 2 | 0 | 3 | 6 | 1 | 3 | 4 | 3 | 0 | 7 | 1 | 2 | | |
| | C% | 2 | 1 | 1 | 5 | 2 | 1 | 4 | 1 | 0 | 2 | 4 | 0 | 1 | 1 | 3 | 0 | 3 | 1 | 2 | | |

Q9. Is your mind made up or do you think you might change your mind before the election?

BASE: Know who they are voting for

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------------------------------------|-------|-----|------|------|--------|-----|--------------------------------------|------|--------|------|--------------------------------------|------|-----|---|------|-------|-----|
| | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | |
| | | TRUST MORE | | | | | | | | | | | | | | | | | |
| | | Mc- | | | Not | | | | Some- | | | | No | | | Nei- | | | |
| Total | Obama | Cain | Undec | Ext | Very | what | at all | Ext | Very | what | at all | Most | Very | diff | Dem | Rep | ther | Undec | |
| Total | 521 | 246 | 253 | 22 | 87 | 138 | 103 | 185 | 67 | 135 | 127 | 188 | 194 | 249 | 73 | 92 | 217 | 133 | 77 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Mind made up | 435 | 213 | 210 | 12 | 82 | 123 | 60 | 166 | 65 | 108 | 90 | 170 | 166 | 215 | 51 | 79 | 186 | 111 | 57 |
| C% | 83 | 87 | 83 | 55 | 94 | 89 | 58 | 90 | 97 | 80 | 71 | 90 | 86 | 86 | 70 | 86 | 86 | 83 | 74 |
| Might change | 82 | 30 | 42 | 10 | 3 | 15 | 42 | 18 | 1 | 27 | 37 | 15 | 25 | 33 | 22 | 12 | 28 | 22 | 20 |
| C% | 16 | 12 | 17 | 45 | 3 | 11 | 41 | 10 | 1 | 20 | 29 | 8 | 13 | 13 | 30 | 13 | 13 | 17 | 26 |
| Undecided | 4 | 3 | 1 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 0 | 3 | 3 | 1 | 0 | 1 | 3 | 0 | 0 |
| C% | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 0 | 2 | 2 | 0 | 0 | 1 | 1 | 0 | 0 |

Q10. As of today, who are you leaning toward?

BASE: Those undecided or refused who they are voting for

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|-------------------------------------|------|-------|-----|------|-----------|--------|--------------------------------------|------|-----------|--------|--------------------------------------|------|------|---|-----|------|-------|-----|
| | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | TRUST MORE | | | | | | | | | | | | | | | | | | |
| | | Mc- | | | Not | | | | Not | | | | No | | | Nei- | | | | |
| Total | C% | Obama | Cain | Undec | Ext | Very | Some-what | at all | Ext | Very | Some-what | at all | Most | Very | diff | Dem | Rep | ther | Undec | |
| Total | | 79 | 27 | 14 | 37 | 4 | 15 | 38 | 9 | 0 | 13 | 38 | 17 | 21 | 38 | 18 | 1 | 28 | 31 | 18 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| John McCain | | 16 | 0 | 9 | 7 | 0 | 1 | 10 | 3 | 0 | 4 | 10 | 0 | 5 | 9 | 2 | 1 | 7 | 5 | 3 |
| | C% | 20 | 0 | 64 | 19 | 0 | 7 | 26 | 33 | 0 | 31 | 26 | 0 | 24 | 24 | 11 | 100 | 25 | 16 | 17 |
| Ralph Nader | | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| | C% | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 6 | 0 | 3 | 0 | 0 | 4 | 0 | 0 |
| Barack Obama | | 23 | 18 | 1 | 4 | 4 | 5 | 8 | 2 | 0 | 3 | 9 | 9 | 9 | 10 | 4 | 0 | 8 | 7 | 8 |
| | C% | 29 | 67 | 7 | 11 | 100 | 33 | 21 | 22 | 0 | 23 | 24 | 53 | 43 | 26 | 22 | 0 | 29 | 23 | 44 |
| Undecided | | 35 | 9 | 4 | 22 | 0 | 8 | 17 | 3 | 0 | 6 | 15 | 7 | 5 | 16 | 12 | 0 | 8 | 19 | 7 |
| | C% | 44 | 33 | 29 | 59 | 0 | 53 | 45 | 33 | 0 | 46 | 39 | 41 | 24 | 42 | 67 | 0 | 29 | 61 | 39 |
| Refused | | 4 | 0 | 0 | 3 | 0 | 1 | 3 | 0 | 0 | 0 | 4 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 0 |
| | C% | 5 | 0 | 0 | 8 | 0 | 7 | 8 | 0 | 0 | 0 | 11 | 0 | 10 | 5 | 0 | 0 | 14 | 0 | 0 |

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Bob Barr | | 5 | 3 | 0 | 2 | 0 | 0 | 3 | 2 | 0 | 0 | 1 | 4 | 0 | 1 | 4 | 0 | 4 | 0 | 1 | |
| | C% | 1 | 1 | 0 | 3 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 4 | 0 | 2 | 0 | 1 | |
| John McCain | | 275 | 4 | 258 | 13 | 2 | 4 | 82 | 183 | 67 | 133 | 73 | 0 | 84 | 142 | 46 | 87 | 20 | 115 | 51 | |
| | C% | 46 | 1 | 97 | 22 | 2 | 3 | 58 | 94 | 100 | 90 | 44 | 0 | 39 | 49 | 51 | 94 | 8 | 70 | 54 | |
| Ralph Nader | | 9 | 4 | 2 | 3 | 0 | 2 | 3 | 2 | 0 | 0 | 3 | 4 | 4 | 1 | 4 | 1 | 6 | 2 | 0 | |
| | C% | 2 | 1 | 1 | 5 | 0 | 1 | 2 | 1 | 0 | 0 | 2 | 2 | 2 | 0 | 4 | 1 | 2 | 1 | 0 | |
| Barack Obama | | 272 | 253 | 3 | 16 | 89 | 138 | 33 | 4 | 0 | 9 | 69 | 190 | 120 | 125 | 25 | 5 | 203 | 28 | 36 | |
| | C% | 45 | 93 | 1 | 27 | 98 | 90 | 23 | 2 | 0 | 6 | 42 | 93 | 56 | 44 | 27 | 5 | 83 | 17 | 38 | |
| Undecided | | 35 | 9 | 4 | 22 | 0 | 8 | 17 | 3 | 0 | 6 | 15 | 7 | 5 | 16 | 12 | 0 | 8 | 19 | 7 | |
| | C% | 6 | 3 | 1 | 37 | 0 | 5 | 12 | 2 | 0 | 4 | 9 | 3 | 2 | 6 | 13 | 0 | 3 | 12 | 7 | |
| Refused | | 4 | 0 | 0 | 3 | 0 | 1 | 3 | 0 | 0 | 0 | 4 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 0 | |
| | C% | 1 | 0 | 0 | 5 | 0 | 1 | 2 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | |
|-----------------------|-------|---------|-------|-------------------------------------|------|-----------|------------|-----|--------------------------------------|-----------|------------|------|------|--------------------------------------|-----|-----|---|-------|-----|
| TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | |
| Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | 39 | 9 | 4 | 25 | 0 | 9 | 20 | 3 | 0 | 6 | 19 | 7 | 7 | 18 | 12 | 0 | 12 | 19 | 7 |
| C% | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 |
| Frustration | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 33 | 0 | 0 | 0 | 14 | 0 | 6 | 0 | 0 | 8 | 0 | 0 |
| Hope | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 14 | 0 | 0 | 0 | 8 | 0 | 0 |
| OK | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 |
| Unlikeable | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 14 |
| Inexperienced | 2 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 0 |
| C% | 5 | 11 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 14 | 6 | 0 | 0 | 0 | 11 | 0 |
| Robin Hood | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| C% | 3 | 0 | 25 | 0 | 0 | 0 | 0 | 33 | 0 | 0 | 5 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 |
| New | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| C% | 3 | 11 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 |
| Exciting | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 4 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 14 |
| Too liberal | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| C% | 3 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 0 | 6 | 0 | 0 | 0 | 5 | 0 |
| Too loose | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 14 | 0 | 0 | 0 | 8 | 0 | 0 |
| Fame | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| C% | 3 | 11 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 |
| Biden not good choice | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 17 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 |
| Democrat | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 |
| Mistake | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| C% | 3 | 0 | 25 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 14 | 0 | 0 | 0 | 8 | 0 | 0 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|-------------------------------------|------|-------|------------|------|-----------|--------------------------------------|------|-----------|---------|------|--------------------------------------|------|------|---|-----|----------|-------|----|
| | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | TRUST MORE | | | Not at all | | | Not at all | | | No diff | | | Dem | | Rep | | Nei-ther | | |
| Total | C% | Obama | Cain | Undec | Ext | Very | Some-what | Ext | Very | Some-what | Ext | Very | Most | Very | diff | Dem | Rep | Nei-ther | Undec | |
| Good | | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| | C% | 3 | 11 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 8 | 0 | 0 | 5 | 0 |
| Guns | | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| | C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 5 | 0 | 14 | 0 | 0 | 0 | 5 | 0 |
| Change | | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| | C% | 3 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 5 | 0 | 6 | 0 | 0 | 8 | 0 | 0 |
| Undecided | | 8 | 0 | 2 | 6 | 0 | 3 | 4 | 0 | 0 | 2 | 2 | 3 | 1 | 5 | 1 | 0 | 3 | 2 | 3 |
| | C% | 21 | 0 | 50 | 24 | 0 | 33 | 20 | 0 | 0 | 33 | 11 | 43 | 14 | 28 | 8 | 0 | 25 | 11 | 43 |
| Refused | | 13 | 4 | 0 | 9 | 0 | 3 | 6 | 1 | 0 | 1 | 7 | 2 | 1 | 6 | 5 | 0 | 4 | 7 | 2 |
| | C% | 33 | 44 | 0 | 36 | 0 | 33 | 30 | 33 | 0 | 17 | 37 | 29 | 14 | 33 | 42 | 0 | 33 | 37 | 29 |

Q12. What is the first word that comes to mind when you think about the Republican ticket of John McCain and Sarah Palin?

BASE: Still undecided/refused

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|---------|-------|-------------------------------------|------|-----------|------------|-----|--------------------------------------|-----------|------------|------|------|--------------------------------------|-----|-----|---|-------|-----|--|
| TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | |
| Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | 39 | 9 | 4 | 25 | 0 | 9 | 20 | 3 | 0 | 6 | 19 | 7 | 7 | 18 | 12 | 0 | 12 | 19 | 7 | |
| C% | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | |
| Distant | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 33 | 0 | 0 | 0 | 14 | 0 | 6 | 0 | 0 | 8 | 0 | 0 | |
| Change | 2 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | |
| C% | 5 | 0 | 0 | 4 | 0 | 0 | 10 | 0 | 0 | 0 | 11 | 0 | 14 | 6 | 0 | 0 | 17 | 0 | 0 | |
| Unsure | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 | |
| War hero | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 5 | 0 | |
| Conservative | 2 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | |
| C% | 5 | 0 | 50 | 0 | 0 | 0 | 5 | 33 | 0 | 17 | 5 | 0 | 0 | 6 | 8 | 0 | 8 | 5 | 0 | |
| Surprising | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | |
| C% | 3 | 11 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 | |
| Not qualified | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | |
| C% | 3 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 0 | 6 | 0 | 0 | 0 | 5 | 0 | |
| Maybe | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 14 | 0 | 0 | 0 | 8 | 0 | 0 | |
| Fame | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | |
| C% | 3 | 11 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 | |
| Bush | 2 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | |
| C% | 5 | 11 | 25 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 11 | 0 | 29 | 0 | 0 | 0 | 8 | 5 | 0 | |
| Republican | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 8 | 0 | 0 | 5 | 0 | |
| Guns | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | |
| C% | 3 | 0 | 0 | 4 | 0 | 0 | 5 | 0 | 0 | 0 | 5 | 0 | 14 | 0 | 0 | 0 | 0 | 5 | 0 | |
| Undecided | 9 | 2 | 0 | 7 | 0 | 4 | 4 | 0 | 0 | 1 | 4 | 3 | 0 | 5 | 3 | 0 | 1 | 4 | 3 | |
| C% | 23 | 22 | 0 | 28 | 0 | 44 | 20 | 0 | 0 | 17 | 21 | 43 | 0 | 28 | 25 | 0 | 8 | 21 | 43 | |
| Refused | 15 | 3 | 1 | 11 | 0 | 4 | 6 | 1 | 0 | 2 | 6 | 2 | 2 | 8 | 4 | 0 | 5 | 6 | 4 | |
| C% | 38 | 33 | 25 | 44 | 0 | 44 | 30 | 33 | 0 | 33 | 32 | 29 | 29 | 44 | 33 | 0 | 42 | 32 | 57 | |

Q13. When thinking about Barack Obama, Joe Biden, John McCain, or Sarah Palin, which candidate of the four do you believe is most like you?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|-------|-----------|------------|--------------------------------------|-------|-----------|------------|--------------------------------------|-------|---------|---|-------|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| | | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Barack Obama | | 142 | 129 | 5 | 8 | 57 | 70 | 13 | 2 | 0 | 5 | 42 | 95 | 63 | 67 | 12 | 2 | 105 | 19 | 16 | |
| | C% | 24 | 47 | 2 | 14 | 63 | 46 | 9 | 1 | 0 | 3 | 25 | 46 | 29 | 23 | 13 | 2 | 43 | 12 | 17 | |
| Joe Biden | | 79 | 67 | 10 | 2 | 21 | 37 | 16 | 5 | 2 | 9 | 14 | 54 | 33 | 38 | 8 | 4 | 60 | 11 | 4 | |
| | C% | 13 | 25 | 4 | 3 | 23 | 24 | 11 | 3 | 3 | 6 | 8 | 26 | 15 | 13 | 9 | 4 | 24 | 7 | 4 | |
| John McCain | | 107 | 4 | 97 | 6 | 0 | 3 | 31 | 70 | 35 | 48 | 22 | 0 | 35 | 51 | 20 | 35 | 5 | 42 | 23 | |
| | C% | 18 | 1 | 36 | 10 | 0 | 2 | 22 | 36 | 52 | 32 | 13 | 0 | 16 | 18 | 22 | 38 | 2 | 26 | 24 | |
| Sarah Palin | | 148 | 18 | 116 | 13 | 3 | 11 | 38 | 94 | 29 | 67 | 43 | 8 | 48 | 72 | 26 | 46 | 17 | 55 | 29 | |
| | C% | 25 | 7 | 43 | 22 | 3 | 7 | 27 | 48 | 43 | 45 | 26 | 4 | 22 | 25 | 29 | 49 | 7 | 34 | 31 | |
| Undecided | | 109 | 51 | 32 | 26 | 10 | 28 | 37 | 20 | 1 | 15 | 38 | 45 | 34 | 50 | 23 | 6 | 55 | 30 | 18 | |
| | C% | 18 | 19 | 12 | 44 | 11 | 18 | 26 | 10 | 1 | 10 | 23 | 22 | 16 | 17 | 25 | 6 | 22 | 18 | 19 | |
| Refused | | 15 | 4 | 7 | 4 | 0 | 4 | 6 | 3 | 0 | 4 | 6 | 3 | 2 | 9 | 2 | 0 | 3 | 7 | 5 | |
| | C% | 3 | 1 | 3 | 7 | 0 | 3 | 4 | 2 | 0 | 3 | 4 | 1 | 1 | 3 | 2 | 0 | 1 | 4 | 5 | |

Q14. Which of the four - Obama, Biden, McCain, or Palin - understands and cares about the problems of people like you?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Barack Obama | | 238 | 221 | 3 | 14 | 76 | 119 | 34 | 2 | 0 | 6 | 56 | 171 | 112 | 106 | 18 | 5 | 180 | 23 | 30 | |
| | C% | 40 | 81 | 1 | 24 | 84 | 78 | 24 | 1 | 0 | 4 | 34 | 83 | 52 | 37 | 20 | 5 | 73 | 14 | 32 | |
| Joe Biden | | 36 | 31 | 3 | 2 | 9 | 18 | 8 | 1 | 0 | 4 | 14 | 18 | 12 | 17 | 7 | 0 | 25 | 9 | 2 | |
| | C% | 6 | 11 | 1 | 3 | 10 | 12 | 6 | 1 | 0 | 3 | 8 | 9 | 6 | 6 | 8 | 0 | 10 | 5 | 2 | |
| John McCain | | 140 | 6 | 129 | 4 | 4 | 3 | 36 | 96 | 44 | 72 | 24 | 0 | 39 | 69 | 32 | 52 | 7 | 60 | 19 | |
| | C% | 23 | 2 | 48 | 7 | 4 | 2 | 26 | 49 | 66 | 49 | 15 | 0 | 18 | 24 | 35 | 56 | 3 | 37 | 20 | |
| Sarah Palin | | 110 | 6 | 96 | 8 | 0 | 2 | 35 | 72 | 20 | 45 | 41 | 2 | 33 | 63 | 13 | 32 | 9 | 49 | 20 | |
| | C% | 18 | 2 | 36 | 14 | 0 | 1 | 25 | 37 | 30 | 30 | 25 | 1 | 15 | 22 | 14 | 34 | 4 | 30 | 21 | |
| Undecided | | 56 | 7 | 28 | 21 | 1 | 8 | 21 | 15 | 3 | 16 | 21 | 9 | 14 | 24 | 16 | 2 | 17 | 20 | 16 | |
| | C% | 9 | 3 | 10 | 36 | 1 | 5 | 15 | 8 | 4 | 11 | 13 | 4 | 7 | 8 | 18 | 2 | 7 | 12 | 17 | |
| Refused | | 4 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 0 | 2 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | |
| | C% | 1 | 0 | 1 | 3 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 2 | 0 | 1 | 0 | 2 | |
| None | | 16 | 2 | 6 | 8 | 1 | 3 | 5 | 6 | 0 | 3 | 7 | 5 | 3 | 8 | 3 | 2 | 5 | 3 | 6 | |
| | C% | 3 | 1 | 2 | 14 | 1 | 2 | 4 | 3 | 0 | 2 | 4 | 2 | 1 | 3 | 3 | 2 | 2 | 2 | 6 | |

Q15. Do you believe the media has treated Sarah Palin fairly, harshly, or neutral?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Fairly | | 159 | 119 | 26 | 14 | 39 | 65 | 40 | 11 | 9 | 19 | 34 | 93 | 75 | 65 | 17 | 5 | 102 | 29 | 23 | |
| | C% | 27 | 44 | 10 | 24 | 43 | 42 | 28 | 6 | 13 | 13 | 21 | 45 | 35 | 23 | 19 | 5 | 42 | 18 | 24 | |
| Harshly | | 229 | 37 | 179 | 13 | 9 | 22 | 52 | 141 | 55 | 93 | 54 | 26 | 76 | 109 | 39 | 76 | 40 | 75 | 35 | |
| | C% | 38 | 14 | 67 | 22 | 10 | 14 | 37 | 73 | 82 | 63 | 33 | 13 | 35 | 38 | 43 | 82 | 16 | 46 | 37 | |
| Neutral | | 177 | 98 | 54 | 24 | 33 | 60 | 38 | 36 | 3 | 31 | 62 | 73 | 55 | 91 | 31 | 10 | 87 | 49 | 31 | |
| | C% | 30 | 36 | 20 | 41 | 36 | 39 | 27 | 19 | 4 | 21 | 38 | 36 | 26 | 32 | 34 | 11 | 36 | 30 | 33 | |
| Undecided | | 25 | 14 | 3 | 8 | 7 | 4 | 9 | 4 | 0 | 2 | 13 | 8 | 5 | 16 | 4 | 0 | 11 | 8 | 6 | |
| | C% | 4 | 5 | 1 | 14 | 8 | 3 | 6 | 2 | 0 | 1 | 8 | 4 | 2 | 6 | 4 | 0 | 4 | 5 | 6 | |
| Refused | | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | |
| | C% | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | |
| None | | 8 | 5 | 3 | 0 | 3 | 2 | 2 | 0 | 0 | 3 | 0 | 5 | 4 | 4 | 0 | 0 | 5 | 3 | 0 | |
| | C% | 1 | 2 | 1 | 0 | 3 | 1 | 1 | 0 | 0 | 2 | 0 | 2 | 2 | 1 | 0 | 0 | 2 | 2 | 0 | |

Q16. Which one of the following issues matters most in deciding your vote for president?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | C% | | | | | | | | | | | | | | | | | | | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Taxes | | 34 | 4 | 29 | 1 | 2 | 3 | 7 | 21 | 7 | 14 | 10 | 2 | 12 | 13 | 9 | 16 | 3 | 13 | 1 | |
| | C% | 6 | 1 | 11 | 2 | 2 | 2 | 5 | 11 | 10 | 9 | 6 | 1 | 6 | 5 | 10 | 17 | 1 | 8 | 1 | |
| Education | | 17 | 10 | 6 | 1 | 5 | 5 | 1 | 6 | 0 | 5 | 7 | 5 | 7 | 10 | 0 | 2 | 7 | 5 | 3 | |
| | C% | 3 | 4 | 2 | 2 | 5 | 3 | 1 | 3 | 0 | 3 | 4 | 2 | 3 | 3 | 0 | 2 | 3 | 3 | 3 | |
| Iraq War | | 65 | 41 | 15 | 8 | 13 | 23 | 17 | 12 | 4 | 10 | 23 | 28 | 35 | 21 | 7 | 9 | 42 | 10 | 4 | |
| | C% | 11 | 15 | 6 | 14 | 14 | 15 | 12 | 6 | 6 | 7 | 14 | 14 | 16 | 7 | 8 | 10 | 17 | 6 | 4 | |
| Terrorism | | 51 | 4 | 42 | 5 | 0 | 2 | 6 | 43 | 18 | 21 | 7 | 5 | 15 | 30 | 5 | 17 | 3 | 22 | 9 | |
| | C% | 9 | 1 | 16 | 8 | 0 | 1 | 4 | 22 | 27 | 14 | 4 | 2 | 7 | 10 | 5 | 18 | 1 | 13 | 9 | |
| Economy/Jobs | | 282 | 150 | 103 | 29 | 53 | 85 | 76 | 53 | 16 | 58 | 92 | 106 | 95 | 140 | 45 | 24 | 133 | 76 | 48 | |
| | C% | 47 | 55 | 39 | 49 | 58 | 56 | 54 | 27 | 24 | 39 | 56 | 52 | 44 | 49 | 49 | 26 | 54 | 46 | 51 | |
| Moral values | | 55 | 17 | 37 | 1 | 2 | 9 | 9 | 34 | 13 | 19 | 8 | 14 | 27 | 17 | 11 | 16 | 13 | 17 | 9 | |
| | C% | 9 | 6 | 14 | 2 | 2 | 6 | 6 | 18 | 19 | 13 | 5 | 7 | 13 | 6 | 12 | 17 | 5 | 10 | 9 | |
| Healthcare | | 48 | 29 | 14 | 5 | 10 | 17 | 12 | 7 | 6 | 5 | 8 | 27 | 13 | 31 | 4 | 4 | 31 | 8 | 4 | |
| | C% | 8 | 11 | 5 | 8 | 11 | 11 | 9 | 4 | 9 | 3 | 5 | 13 | 6 | 11 | 4 | 4 | 13 | 5 | 4 | |
| Other | | 30 | 13 | 10 | 7 | 5 | 4 | 8 | 11 | 2 | 8 | 7 | 13 | 10 | 13 | 7 | 5 | 10 | 7 | 8 | |
| | C% | 5 | 5 | 4 | 12 | 5 | 3 | 6 | 6 | 3 | 5 | 4 | 6 | 5 | 5 | 8 | 5 | 4 | 4 | 8 | |
| Undecided | | 16 | 5 | 9 | 2 | 1 | 5 | 3 | 7 | 1 | 6 | 3 | 5 | 1 | 12 | 3 | 0 | 3 | 4 | 9 | |
| | C% | 3 | 2 | 3 | 3 | 1 | 3 | 2 | 4 | 1 | 4 | 2 | 2 | 0 | 4 | 3 | 0 | 1 | 2 | 9 | |
| Refused | | 2 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | |
| | C% | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | |

Q17. Which of the following comes closest to your views on the Iraq War?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|---|----|------------|-------|---------|-------|-------------------------------------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Immediate withdrawal of all U.S. troops | | 98 | 78 | 7 | 13 | 25 | 46 | 18 | 4 | 0 | 11 | 26 | 57 | 49 | 35 | 11 | 2 | 64 | 18 | 14 | |
| | C% | 16 | 29 | 3 | 22 | 27 | 30 | 13 | 2 | 0 | 7 | 16 | 28 | 23 | 12 | 12 | 2 | 26 | 11 | 15 | |
| One-year timeline to gradually withdraw | | 249 | 157 | 65 | 26 | 59 | 92 | 62 | 32 | 10 | 39 | 76 | 121 | 88 | 132 | 29 | 21 | 151 | 43 | 33 | |
| | C% | 42 | 58 | 24 | 44 | 65 | 60 | 44 | 16 | 15 | 26 | 46 | 59 | 41 | 46 | 32 | 23 | 62 | 26 | 35 | |
| Leaving troops for as long as necessary | | 236 | 33 | 189 | 14 | 7 | 9 | 59 | 152 | 57 | 93 | 58 | 23 | 77 | 110 | 46 | 70 | 22 | 97 | 45 | |
| | C% | 39 | 12 | 71 | 24 | 8 | 6 | 42 | 78 | 85 | 63 | 35 | 11 | 36 | 38 | 51 | 75 | 9 | 59 | 47 | |
| Undecided | | 16 | 5 | 6 | 5 | 0 | 6 | 2 | 5 | 0 | 5 | 5 | 3 | 1 | 10 | 5 | 0 | 7 | 6 | 3 | |
| | C% | 3 | 2 | 2 | 8 | 0 | 4 | 1 | 3 | 0 | 3 | 3 | 1 | 0 | 3 | 5 | 0 | 3 | 4 | 3 | |
| Refused | | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | |
| | C% | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

Q18. Do you support a universal healthcare system administered by the government or one run by expanding competition among private insurance companies?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|-------|-----------|------------|--------------------------------------|-------|-----------|------------|--------------------------------------|-------|---------|---|-------|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| | | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Government run | | 203 | 159 | 28 | 15 | 64 | 82 | 29 | 21 | 9 | 17 | 49 | 125 | 88 | 94 | 21 | 8 | 129 | 34 | 31 | |
| | C% | 34 | 58 | 10 | 25 | 70 | 54 | 21 | 11 | 13 | 11 | 30 | 61 | 41 | 33 | 23 | 9 | 53 | 21 | 33 | |
| Expanded competition | | 289 | 68 | 189 | 32 | 11 | 48 | 83 | 142 | 47 | 105 | 83 | 47 | 91 | 139 | 54 | 72 | 71 | 100 | 44 | |
| | C% | 48 | 25 | 71 | 54 | 12 | 31 | 59 | 73 | 70 | 71 | 50 | 23 | 42 | 48 | 59 | 77 | 29 | 61 | 46 | |
| Undecided | | 102 | 45 | 45 | 12 | 16 | 23 | 26 | 28 | 10 | 22 | 33 | 32 | 33 | 53 | 16 | 13 | 44 | 25 | 20 | |
| | C% | 17 | 16 | 17 | 20 | 18 | 15 | 18 | 14 | 15 | 15 | 20 | 16 | 15 | 18 | 18 | 14 | 18 | 15 | 21 | |
| Refused | | 6 | 1 | 5 | 0 | 0 | 0 | 3 | 3 | 1 | 4 | 0 | 1 | 3 | 1 | 0 | 0 | 1 | 5 | 0 | |
| | C% | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 2 | 1 | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 3 | 0 | |

Q19. Overall, which candidate do you trust more - Barack Obama or John McCain?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|---------|-------|-------------------------------------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|-----|
| TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 273 | 273 | 0 | 0 | 87 | 134 | 37 | 6 | 0 | 4 | 67 | 197 | 122 | 123 | 26 | 4 | 201 | 37 | 31 |
| C% | 46 | 100 | 0 | 0 | 96 | 88 | 26 | 3 | 0 | 3 | 41 | 96 | 57 | 43 | 29 | 4 | 82 | 23 | 33 |
| McCain | 267 | 0 | 267 | 0 | 0 | 4 | 78 | 183 | 67 | 135 | 62 | 1 | 83 | 136 | 45 | 88 | 19 | 106 | 52 |
| C% | 45 | 0 | 100 | 0 | 0 | 3 | 55 | 94 | 100 | 91 | 38 | 0 | 39 | 47 | 49 | 95 | 8 | 65 | 55 |
| Undecided | 59 | 0 | 0 | 59 | 4 | 15 | 25 | 5 | 0 | 9 | 35 | 7 | 10 | 27 | 20 | 1 | 24 | 21 | 12 |
| C% | 10 | 0 | 0 | 100 | 4 | 10 | 18 | 3 | 0 | 6 | 21 | 3 | 5 | 9 | 22 | 1 | 10 | 13 | 13 |
| Refused | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q20. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | |
|------------------------|-------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|
| TRUST MORE | | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | |
| Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | 91 | 87 | 0 | 4 | 91 | 0 | 0 | 0 | 0 | 4 | 17 | 70 | 45 | 38 | 8 | 0 | 67 | 9 | 15 |
| C% | 15 | 32 | 0 | 7 | 100 | 0 | 0 | 0 | 0 | 3 | 10 | 34 | 21 | 13 | 9 | 0 | 27 | 5 | 16 |
| Very comfortable | 153 | 134 | 4 | 15 | 0 | 153 | 0 | 0 | 0 | 9 | 43 | 99 | 64 | 77 | 11 | 4 | 119 | 13 | 17 |
| C% | 26 | 49 | 1 | 25 | 0 | 100 | 0 | 0 | 0 | 6 | 26 | 48 | 30 | 27 | 12 | 4 | 49 | 8 | 18 |
| Somewhat comfortable | 141 | 37 | 78 | 25 | 0 | 0 | 141 | 0 | 12 | 50 | 52 | 25 | 43 | 57 | 37 | 11 | 45 | 63 | 21 |
| C% | 24 | 14 | 29 | 42 | 0 | 0 | 100 | 0 | 18 | 34 | 32 | 12 | 20 | 20 | 41 | 12 | 18 | 38 | 22 |
| Not at all comfortable | 194 | 6 | 183 | 5 | 0 | 0 | 0 | 194 | 55 | 84 | 48 | 7 | 59 | 106 | 27 | 78 | 10 | 69 | 35 |
| C% | 32 | 2 | 69 | 8 | 0 | 0 | 0 | 100 | 82 | 57 | 29 | 3 | 27 | 37 | 30 | 84 | 4 | 42 | 37 |
| Undecided | 21 | 9 | 2 | 10 | 0 | 0 | 0 | 0 | 0 | 1 | 5 | 4 | 4 | 9 | 8 | 0 | 4 | 10 | 7 |
| C% | 4 | 3 | 1 | 17 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 2 | 2 | 3 | 9 | 0 | 2 | 6 | 7 |

Q21. Regardless of how you would vote, how comfortable would you be with John McCain as president?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|------------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Extremely comfortable | | 67 | 0 | 67 | 0 | 0 | 0 | 12 | 55 | 67 | 0 | 0 | 0 | 32 | 32 | 3 | 43 | 1 | 12 | 11 | |
| | C% | 11 | 0 | 25 | 0 | 0 | 0 | 9 | 28 | 100 | 0 | 0 | 0 | 15 | 11 | 3 | 46 | 0 | 7 | 12 | |
| Very comfortable | | 148 | 4 | 135 | 9 | 4 | 9 | 50 | 84 | 0 | 148 | 0 | 0 | 46 | 67 | 33 | 27 | 13 | 71 | 34 | |
| | C% | 25 | 1 | 51 | 15 | 4 | 6 | 35 | 43 | 0 | 100 | 0 | 0 | 21 | 23 | 36 | 29 | 5 | 43 | 36 | |
| Somewhat comfortable | | 165 | 67 | 62 | 35 | 17 | 43 | 52 | 48 | 0 | 0 | 165 | 0 | 33 | 94 | 35 | 21 | 61 | 62 | 21 | |
| | C% | 28 | 25 | 23 | 59 | 19 | 28 | 37 | 25 | 0 | 0 | 100 | 0 | 15 | 33 | 38 | 23 | 25 | 38 | 22 | |
| Not at all comfortable | | 205 | 197 | 1 | 7 | 70 | 99 | 25 | 7 | 0 | 0 | 0 | 205 | 98 | 89 | 16 | 2 | 166 | 14 | 23 | |
| | C% | 34 | 72 | 0 | 12 | 77 | 65 | 18 | 4 | 0 | 0 | 0 | 100 | 46 | 31 | 18 | 2 | 68 | 9 | 24 | |
| Undecided | | 15 | 5 | 2 | 8 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 6 | 5 | 4 | 0 | 4 | 5 | 6 | |
| | C% | 3 | 2 | 1 | 14 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 4 | 0 | 2 | 3 | 6 | |

Q22. Which of the following comes closest to your opinion of the upcoming Presidential election:

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|--|----|------------|-------|---------|-------|-------------------------------------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Most important election of my life | | 215 | 122 | 83 | 10 | 45 | 64 | 43 | 59 | 32 | 46 | 33 | 98 | 215 | 0 | 0 | 41 | 104 | 32 | 38 | |
| | C% | 36 | 45 | 31 | 17 | 49 | 42 | 30 | 30 | 48 | 31 | 20 | 48 | 100 | 0 | 0 | 44 | 42 | 20 | 40 | |
| Very important but not the most important | | 287 | 123 | 136 | 27 | 38 | 77 | 57 | 106 | 32 | 67 | 94 | 89 | 0 | 287 | 0 | 48 | 115 | 84 | 37 | |
| | C% | 48 | 45 | 51 | 46 | 42 | 50 | 40 | 55 | 48 | 45 | 57 | 43 | 0 | 100 | 0 | 52 | 47 | 51 | 39 | |
| No different than any other pres. election | | 91 | 26 | 45 | 20 | 8 | 11 | 37 | 27 | 3 | 33 | 35 | 16 | 0 | 0 | 91 | 4 | 23 | 45 | 19 | |
| | C% | 15 | 10 | 17 | 34 | 9 | 7 | 26 | 14 | 4 | 22 | 21 | 8 | 0 | 0 | 100 | 4 | 9 | 27 | 20 | |
| Not really that important to me | | 5 | 2 | 1 | 2 | 0 | 1 | 2 | 2 | 0 | 0 | 3 | 2 | 0 | 0 | 0 | 0 | 3 | 1 | 1 | |
| | C% | 1 | 1 | 0 | 3 | 0 | 1 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | |
| Refused | | 2 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | |
| | C% | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | |

Q23. Which political party - if any - do you blame for the recent turmoil on Wall Street in the banking and financial sectors?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|---------|-------|-------------------------------------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|-----|
| TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Blame Democrats | 93 | 4 | 88 | 1 | 0 | 4 | 11 | 78 | 43 | 27 | 21 | 2 | 41 | 48 | 4 | 93 | 0 | 0 | 0 |
| C% | 16 | 1 | 33 | 2 | 0 | 3 | 8 | 40 | 64 | 18 | 13 | 1 | 19 | 17 | 4 | 100 | 0 | 0 | 0 |
| Blame Republicans | 245 | 201 | 19 | 24 | 67 | 119 | 45 | 10 | 1 | 13 | 61 | 166 | 104 | 115 | 23 | 0 | 245 | 0 | 0 |
| C% | 41 | 74 | 7 | 41 | 74 | 78 | 32 | 5 | 1 | 9 | 37 | 81 | 48 | 40 | 25 | 0 | 100 | 0 | 0 |
| Neither | 164 | 37 | 106 | 21 | 9 | 13 | 63 | 69 | 12 | 71 | 62 | 14 | 32 | 84 | 45 | 0 | 0 | 164 | 0 |
| C% | 27 | 14 | 40 | 36 | 10 | 8 | 45 | 36 | 18 | 48 | 38 | 7 | 15 | 29 | 49 | 0 | 0 | 100 | 0 |
| Undecided | 95 | 31 | 52 | 12 | 15 | 17 | 21 | 35 | 11 | 34 | 21 | 23 | 38 | 37 | 19 | 0 | 0 | 0 | 95 |
| C% | 16 | 11 | 19 | 20 | 16 | 11 | 15 | 18 | 16 | 23 | 13 | 11 | 18 | 13 | 21 | 0 | 0 | 0 | 100 |
| Refused | 3 | 0 | 2 | 1 | 0 | 0 | 1 | 2 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| C% | 1 | 0 | 1 | 2 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |

Q24. Do you approve or disapprove of the job George W. Bush is doing as president?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|-------|-----------|------------|--------------------------------------|-------|-----------|------------|--------------------------------------|-------|---------|---|-------|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| | | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Approve | | 166 | 6 | 146 | 14 | 2 | 5 | 50 | 105 | 50 | 75 | 35 | 2 | 48 | 83 | 32 | 62 | 4 | 74 | 26 | |
| | C% | 28 | 2 | 55 | 24 | 2 | 3 | 35 | 54 | 75 | 51 | 21 | 1 | 22 | 29 | 35 | 67 | 2 | 45 | 27 | |
| Disapprove | | 386 | 261 | 90 | 34 | 87 | 147 | 74 | 67 | 15 | 56 | 107 | 201 | 157 | 179 | 46 | 29 | 237 | 67 | 50 | |
| | C% | 64 | 96 | 34 | 58 | 96 | 96 | 52 | 35 | 22 | 38 | 65 | 98 | 73 | 62 | 51 | 31 | 97 | 41 | 53 | |
| Undecided | | 46 | 6 | 29 | 11 | 2 | 1 | 17 | 20 | 2 | 17 | 21 | 2 | 10 | 23 | 13 | 2 | 4 | 22 | 18 | |
| | C% | 8 | 2 | 11 | 19 | 2 | 1 | 12 | 10 | 3 | 11 | 13 | 1 | 5 | 8 | 14 | 2 | 2 | 13 | 19 | |
| Refused | | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | |
| | C% | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | |

Q25. When all the votes are counted in November of 2008, who do you think will be our next President?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Obama | | 250 | 205 | 23 | 22 | 83 | 114 | 36 | 11 | 0 | 24 | 66 | 156 | 105 | 116 | 29 | 2 | 172 | 40 | 36 | |
| | C% | 42 | 75 | 9 | 37 | 91 | 75 | 26 | 6 | 0 | 16 | 40 | 76 | 49 | 40 | 32 | 2 | 70 | 24 | 38 | |
| McCain | | 250 | 45 | 196 | 8 | 3 | 23 | 69 | 151 | 64 | 102 | 58 | 26 | 86 | 127 | 35 | 86 | 36 | 89 | 37 | |
| | C% | 42 | 16 | 73 | 14 | 3 | 15 | 49 | 78 | 96 | 69 | 35 | 13 | 40 | 44 | 38 | 92 | 15 | 54 | 39 | |
| Undecided | | 100 | 23 | 48 | 29 | 5 | 16 | 36 | 32 | 3 | 22 | 41 | 23 | 24 | 44 | 27 | 5 | 37 | 35 | 22 | |
| | C% | 17 | 8 | 18 | 49 | 5 | 10 | 26 | 16 | 4 | 15 | 25 | 11 | 11 | 15 | 30 | 5 | 15 | 21 | 23 | |

Q26. Has anyone in your household ever served in the U.S. military?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|-------|-----------|------------|--------------------------------------|-------|-----------|------------|--------------------------------------|-------|---------|---|-------|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| | | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Yes | | 357 | 154 | 167 | 35 | 51 | 79 | 90 | 124 | 53 | 76 | 101 | 119 | 124 | 173 | 55 | 71 | 136 | 95 | 54 | |
| | C% | 60 | 56 | 63 | 59 | 56 | 52 | 64 | 64 | 79 | 51 | 61 | 58 | 58 | 60 | 60 | 76 | 56 | 58 | 57 | |
| No | | 243 | 119 | 100 | 24 | 40 | 74 | 51 | 70 | 14 | 72 | 64 | 86 | 91 | 114 | 36 | 22 | 109 | 69 | 41 | |
| | C% | 41 | 44 | 37 | 41 | 44 | 48 | 36 | 36 | 21 | 49 | 39 | 42 | 42 | 40 | 40 | 24 | 44 | 42 | 43 | |

Q27. Does anyone in your household belong to a labor union?

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|-------|---------|-------|-------------------------------------|------|-----------|------------|--------------------------------------|------|-----------|------------|--------------------------------------|------|---------|---|-----|----------|-------|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | ----- | | | ----- | | | | ----- | | | | ----- | | | ----- | | | | | |
| | | Total | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Yes | | 117 | 65 | 41 | 11 | 22 | 33 | 22 | 37 | 9 | 22 | 38 | 46 | 35 | 60 | 20 | 17 | 52 | 28 | 20 | |
| | C% | 20 | 24 | 15 | 19 | 24 | 22 | 16 | 19 | 13 | 15 | 23 | 22 | 16 | 21 | 22 | 18 | 21 | 17 | 21 | |
| No | | 480 | 206 | 225 | 48 | 69 | 118 | 119 | 156 | 58 | 125 | 127 | 157 | 180 | 224 | 71 | 75 | 191 | 136 | 75 | |
| | C% | 80 | 75 | 84 | 81 | 76 | 77 | 84 | 80 | 87 | 84 | 77 | 77 | 84 | 78 | 78 | 81 | 78 | 83 | 79 | |
| Undecided | | 3 | 2 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 2 | 0 | 3 | 0 | 1 | 2 | 0 | 0 | |
| | C% | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | |

| ===== BANNER 4 ===== | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|------------|---------|-------|-----|-------------------------------------|-----------|------------|-----|--------------------------------------|-----------|------------|------|--------------------------------------|---------|-----|---|----------|-------|-----|--|
| | | TRUST MORE | | | | COMFORTABLE WITH OBAMA AS PRESIDENT | | | | COMFORTABLE WITH MCCAIN AS PRESIDENT | | | | IMPORTANCE OF UPCOMING PRES ELECTION | | | BLAME FOR TURMOIL ON WALL STREET IN BANKING/FINANCIAL SECTORS | | | | |
| | | Obama | Mc-Cain | Undec | Ext | Very | Some-what | Not at all | Ext | Very | Some-what | Not at all | Most | Very | No diff | Dem | Rep | Nei-ther | Undec | | |
| Total | | 600 | 273 | 267 | 59 | 91 | 153 | 141 | 194 | 67 | 148 | 165 | 205 | 215 | 287 | 91 | 93 | 245 | 164 | 95 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| John Kerry | | 224 | 177 | 26 | 21 | 65 | 101 | 39 | 13 | 1 | 20 | 56 | 145 | 94 | 102 | 28 | 3 | 158 | 33 | 30 | |
| | C% | 37 | 65 | 10 | 36 | 71 | 66 | 28 | 7 | 1 | 14 | 34 | 71 | 44 | 36 | 31 | 3 | 64 | 20 | 32 | |
| George Bush | | 295 | 49 | 224 | 21 | 11 | 26 | 90 | 160 | 64 | 119 | 78 | 28 | 95 | 151 | 44 | 88 | 45 | 111 | 48 | |
| | C% | 49 | 18 | 84 | 36 | 12 | 17 | 64 | 82 | 96 | 80 | 47 | 14 | 44 | 53 | 48 | 95 | 18 | 68 | 51 | |
| Ralph Nader | | 10 | 7 | 0 | 3 | 1 | 6 | 1 | 0 | 0 | 0 | 6 | 4 | 2 | 5 | 3 | 0 | 10 | 0 | 0 | |
| | C% | 2 | 3 | 0 | 5 | 1 | 4 | 1 | 0 | 0 | 0 | 4 | 2 | 1 | 2 | 3 | 0 | 4 | 0 | 0 | |
| Michael Badnarik | | 4 | 2 | 0 | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 2 | 2 | 0 | |
| | C% | 1 | 1 | 0 | 3 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 4 | 0 | 1 | 1 | 0 | |
| Did not vote | | 43 | 28 | 10 | 5 | 12 | 15 | 6 | 8 | 2 | 5 | 15 | 17 | 20 | 17 | 5 | 2 | 19 | 9 | 13 | |
| | C% | 7 | 10 | 4 | 8 | 13 | 10 | 4 | 4 | 3 | 3 | 9 | 8 | 9 | 6 | 5 | 2 | 8 | 5 | 14 | |
| Undecided | | 12 | 7 | 4 | 1 | 0 | 4 | 2 | 6 | 0 | 3 | 5 | 4 | 3 | 6 | 3 | 0 | 8 | 4 | 0 | |
| | C% | 2 | 3 | 1 | 2 | 0 | 3 | 1 | 3 | 0 | 2 | 3 | 2 | 1 | 2 | 3 | 0 | 3 | 2 | 0 | |
| Refused | | 12 | 3 | 3 | 6 | 2 | 1 | 1 | 5 | 0 | 1 | 3 | 5 | 1 | 6 | 4 | 0 | 3 | 5 | 4 | |
| | C% | 2 | 1 | 1 | 10 | 2 | 1 | 1 | 3 | 0 | 1 | 2 | 2 | 0 | 2 | 4 | 0 | 1 | 3 | 4 | |

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Western | 153 | 72 | 55 | 26 | 105 | 48 | 23 | 129 | 65 | 75 | 8 | |
| C% | 26 | 29 | 22 | 26 | 29 | 20 | 20 | 27 | 29 | 25 | 19 | |
| Heartland | 49 | 17 | 20 | 12 | 31 | 18 | 6 | 43 | 7 | 35 | 3 | |
| C% | 8 | 7 | 8 | 12 | 9 | 7 | 5 | 9 | 3 | 12 | 7 | |
| Clark | 398 | 161 | 175 | 62 | 221 | 177 | 88 | 308 | 152 | 185 | 32 | |
| C% | 66 | 64 | 70 | 62 | 62 | 73 | 75 | 64 | 68 | 63 | 74 | |

| ===== BANNER 5 ===== | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|--|-----|---|-----|------------------------------------|-------|------|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Male | 283 | 103 | 135 | 45 | 178 | 105 | 62 | 221 | 93 | 145 | 23 |
| C% | 47 | 41 | 54 | 45 | 50 | 43 | 53 | 46 | 42 | 49 | 53 |
| Female | 317 | 147 | 115 | 55 | 179 | 138 | 55 | 259 | 131 | 150 | 20 |
| C% | 53 | 59 | 46 | 55 | 50 | 57 | 47 | 54 | 58 | 51 | 47 |

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

| ===== BANNER 5 ===== | | | | | | | | | | | |
|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Very likely | 577 | 240 | 241 | 96 | 344 | 233 | 114 | 460 | 220 | 285 | 34 |
| C% | 96 | 96 | 96 | 96 | 96 | 96 | 97 | 96 | 98 | 97 | 79 |
| Somewhat likely | 23 | 10 | 9 | 4 | 13 | 10 | 3 | 20 | 4 | 10 | 9 |
| C% | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 21 |

Q1. And how are you registered to vote - Democrat, Republican or Unaffiliated, Independent or something else?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|------------------------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Democrat | 262 | 164 | 54 | 44 | 143 | 119 | 66 | 194 | 170 | 58 | 19 | |
| C% | 44 | 66 | 22 | 44 | 40 | 49 | 56 | 40 | 76 | 20 | 44 | |
| Republican | 224 | 46 | 149 | 29 | 140 | 84 | 32 | 191 | 15 | 186 | 17 | |
| C% | 37 | 18 | 60 | 29 | 39 | 35 | 27 | 40 | 7 | 63 | 40 | |
| Unaffiliated/ Independent/Other | 112 | 40 | 46 | 26 | 72 | 40 | 18 | 94 | 38 | 50 | 7 | |
| C% | 19 | 16 | 18 | 26 | 20 | 16 | 15 | 20 | 17 | 17 | 16 | |
| Not registered yet | 2 | 0 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 0 | |
| C% | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | |

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-------|-----------------------------------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | Total | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| 18-25 | 17 | 12 | 4 | 1 | 7 | 10 | 2 | 15 | 3 | 4 | 10 | |
| C% | 3 | 5 | 2 | 1 | 2 | 4 | 2 | 3 | 1 | 1 | 23 | |
| 26-35 | 64 | 28 | 22 | 14 | 21 | 43 | 7 | 57 | 22 | 27 | 10 | |
| C% | 11 | 11 | 9 | 14 | 6 | 18 | 6 | 12 | 10 | 9 | 23 | |
| 36-45 | 74 | 25 | 39 | 10 | 30 | 44 | 20 | 52 | 26 | 36 | 5 | |
| C% | 12 | 10 | 16 | 10 | 8 | 18 | 17 | 11 | 12 | 12 | 12 | |
| 46-55 | 124 | 54 | 50 | 20 | 70 | 54 | 29 | 95 | 47 | 66 | 6 | |
| C% | 21 | 22 | 20 | 20 | 20 | 22 | 25 | 20 | 21 | 22 | 14 | |
| 56-65 | 149 | 63 | 61 | 25 | 96 | 53 | 30 | 119 | 56 | 79 | 4 | |
| C% | 25 | 25 | 24 | 25 | 27 | 22 | 26 | 25 | 25 | 27 | 9 | |
| Over 65 | 161 | 65 | 66 | 30 | 129 | 32 | 27 | 133 | 66 | 76 | 8 | |
| C% | 27 | 26 | 26 | 30 | 36 | 13 | 23 | 28 | 29 | 26 | 19 | |
| Refused | 11 | 3 | 8 | 0 | 4 | 7 | 2 | 9 | 4 | 7 | 0 | |
| C% | 2 | 1 | 3 | 0 | 1 | 3 | 2 | 2 | 2 | 2 | 0 | |

Q3. Which of the following best describes your race or ethnicity?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| White/Caucasian | 397 | 151 | 184 | 62 | 245 | 152 | 74 | 322 | 125 | 226 | 23 | |
| C% | 66 | 60 | 74 | 62 | 69 | 63 | 63 | 67 | 56 | 77 | 53 | |
| African-American | 53 | 39 | 10 | 4 | 25 | 28 | 13 | 40 | 36 | 8 | 2 | |
| C% | 9 | 16 | 4 | 4 | 7 | 12 | 11 | 8 | 16 | 3 | 5 | |
| Asian | 28 | 13 | 8 | 7 | 14 | 14 | 4 | 24 | 12 | 11 | 5 | |
| C% | 5 | 5 | 3 | 7 | 4 | 6 | 3 | 5 | 5 | 4 | 12 | |
| American Indian | 7 | 2 | 5 | 0 | 7 | 0 | 2 | 5 | 4 | 3 | 0 | |
| C% | 1 | 1 | 2 | 0 | 2 | 0 | 2 | 1 | 2 | 1 | 0 | |
| Hispanic | 90 | 37 | 32 | 21 | 51 | 39 | 22 | 66 | 38 | 37 | 11 | |
| C% | 15 | 15 | 13 | 21 | 14 | 16 | 19 | 14 | 17 | 13 | 26 | |
| Undecided | 7 | 2 | 5 | 0 | 4 | 3 | 0 | 7 | 5 | 0 | 0 | |
| C% | 1 | 1 | 2 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 0 | |
| Refused | 18 | 6 | 6 | 6 | 11 | 7 | 2 | 16 | 4 | 10 | 2 | |
| C% | 3 | 2 | 2 | 6 | 3 | 3 | 2 | 3 | 2 | 3 | 5 | |

Q4. Do you think the state is on the right track or the wrong track?

| ===== BANNER 5 ===== | | | | | | | | | | | |
|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Right track | 159 | 47 | 95 | 17 | 107 | 52 | 34 | 124 | 34 | 108 | 10 |
| C% | 27 | 19 | 38 | 17 | 30 | 21 | 29 | 26 | 15 | 37 | 23 |
| Wrong track | 333 | 174 | 110 | 49 | 192 | 141 | 75 | 258 | 164 | 120 | 31 |
| C% | 56 | 70 | 44 | 49 | 54 | 58 | 64 | 54 | 73 | 41 | 72 |
| Undecided | 108 | 29 | 45 | 34 | 58 | 50 | 8 | 98 | 26 | 67 | 2 |
| C% | 18 | 12 | 18 | 34 | 16 | 21 | 7 | 20 | 12 | 23 | 5 |

Q5. Were you a Hillary Clinton supporter originally in the Democratic Primary?

BASE: Dems/Ind

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===== BANNER 5 =====
                HOUSEHOLD   HOUSEHOLD   VOTED FOR IN 2004
                MEMBER EVER  MEMBER     PRES ELECTION
                SERVED IN THE BELONG TO A
                U.S. MILITARY LABOR UNION
                -----
                WHO WILL BE THE
                NEXT PRESIDENT
Total  Obama  McCain  Undec  Yes  No  Yes  No  Kerry  Bush  Did
-----
Total  374  204  100  70  215  159  84  288  208  108  26
C%    100  100  100  100  100  100  100  100  100  100  100

Yes    159  98  36  25  92  67  38  119  108  29  11
C%    43  48  36  36  43  42  45  41  52  27  42

No     199  101  58  40  116  83  44  155  93  72  15
C%    53  50  58  57  54  52  52  54  45  67  58

Undecided  14  5  6  3  5  9  0  14  7  5  0
C%    4  2  6  4  2  6  0  5  3  5  0

Refused  2  0  0  2  2  0  2  0  0  2  0
C%    1  0  0  3  1  0  2  0  0  2  0
    
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Q6. John McCain chose Sarah Palin, the Governor of Alaska, to be his Vice Presidential nominee. Does this choice make you more likely or less likely to vote for John McCain?

BASE: Reps/Ind

| ===== BANNER 5 ===== | | | | | | | | | | | |
|----------------------|--------------------------------|-------|--------|---|-----|--|-----|---------------------------------|-------|------|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | |
| Total | 336 | 86 | 195 | 55 | 212 | 124 | 50 | 285 | 53 | 236 | 24 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| More Likely | 207 | 25 | 154 | 28 | 136 | 71 | 29 | 177 | 9 | 176 | 12 |
| C% | 62 | 29 | 79 | 51 | 64 | 57 | 58 | 62 | 17 | 75 | 50 |
| Less Likely | 73 | 51 | 14 | 8 | 44 | 29 | 8 | 65 | 35 | 28 | 5 |
| C% | 22 | 59 | 7 | 15 | 21 | 23 | 16 | 23 | 66 | 12 | 21 |
| Undecided | 51 | 8 | 27 | 16 | 28 | 23 | 11 | 40 | 9 | 30 | 7 |
| C% | 15 | 9 | 14 | 29 | 13 | 19 | 22 | 14 | 17 | 13 | 29 |
| Refused | 5 | 2 | 0 | 3 | 4 | 1 | 2 | 3 | 0 | 2 | 0 |
| C% | 1 | 2 | 0 | 5 | 2 | 1 | 4 | 1 | 0 | 1 | 0 |

Q7. Nationally, do you think the Presidential race will be close - or a landslide?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-------|--------------------------------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | Total | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Close | 515 | 199 | 223 | 93 | 311 | 204 | 99 | 413 | 184 | 261 | 34 | |
| C% | 86 | 80 | 89 | 93 | 87 | 84 | 85 | 86 | 82 | 88 | 79 | |
| Landslide | 56 | 34 | 22 | 0 | 38 | 18 | 13 | 43 | 22 | 26 | 6 | |
| C% | 9 | 14 | 9 | 0 | 11 | 7 | 11 | 9 | 10 | 9 | 14 | |
| Undecided | 29 | 17 | 5 | 7 | 8 | 21 | 5 | 24 | 18 | 8 | 3 | |
| C% | 5 | 7 | 2 | 7 | 2 | 9 | 4 | 5 | 8 | 3 | 7 | |

Q8. There are 5 major candidates for President: Libertarian Bob Barr, Republican John McCain, Green Party Cynthia McKinney, Independent Ralph Nader and Democrat Barack Obama. At this point, for whom will you vote?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Bob Barr | 5 | 2 | 3 | 0 | 1 | 4 | 1 | 4 | 0 | 1 | 1 | |
| C% | 1 | 1 | 1 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 2 | |
| John McCain | 259 | 21 | 196 | 42 | 166 | 93 | 48 | 210 | 21 | 220 | 10 | |
| C% | 43 | 8 | 78 | 42 | 46 | 38 | 41 | 44 | 9 | 75 | 23 | |
| Ralph Nader | 8 | 1 | 5 | 2 | 3 | 5 | 0 | 8 | 4 | 0 | 0 | |
| C% | 1 | 0 | 2 | 2 | 1 | 2 | 0 | 2 | 2 | 0 | 0 | |
| Barack Obama | 249 | 203 | 24 | 22 | 141 | 108 | 61 | 186 | 177 | 37 | 22 | |
| C% | 42 | 81 | 10 | 22 | 39 | 44 | 52 | 39 | 79 | 13 | 51 | |
| Undecided | 69 | 18 | 19 | 32 | 38 | 31 | 6 | 63 | 20 | 30 | 9 | |
| C% | 12 | 7 | 8 | 32 | 11 | 13 | 5 | 13 | 9 | 10 | 21 | |
| Refused | 10 | 5 | 3 | 2 | 8 | 2 | 1 | 9 | 2 | 7 | 1 | |
| C% | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | |

Q9. Is your mind made up or do you think you might change your mind before the election?

BASE: Know who they are voting for

```

===== BANNER 5 =====
                HOUSEHOLD   HOUSEHOLD   VOTED FOR IN 2004
                MEMBER EVER  MEMBER     PRES ELECTION
                SERVED IN THE BELONG TO A
                U.S. MILITARY LABOR UNION
                -----
                WHO WILL BE THE
                NEXT PRESIDENT
Total  Obama  McCain  Undec  Yes  No  Yes  No  Kerry  Bush  Did
-----
Total          521   227   228    66   311  210  110  408  202  258  33
C%           100   100   100   100   100  100  100  100  100  100  100

Mind made up   435   189   201    45   256  179   91  341  171  218  30
C%            83    83    88    68   82   85   83   84   85   84   91

Might change   82    35    26    21    51   31   16   66   28   39   3
C%            16    15    11    32    16   15   15   16   14   15   9

Undecided       4     3     1     0     4     0     3     1     3     1     0
C%             1     1     0     0     1     0     3     0     1     0     0
    
```


Q10. As of today, who are you leaning toward?

BASE: Those undecided or refused who they are voting for

| ===== BANNER 5 ===== | | | | | | | | | | | |
|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 79 | 23 | 22 | 34 | 46 | 33 | 7 | 72 | 22 | 37 | 10 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| John McCain | 16 | 3 | 3 | 10 | 10 | 6 | 0 | 16 | 4 | 6 | 3 |
| C% | 20 | 13 | 14 | 29 | 22 | 18 | 0 | 22 | 18 | 16 | 30 |
| Ralph Nader | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| C% | 1 | 0 | 0 | 3 | 0 | 3 | 0 | 1 | 5 | 0 | 0 |
| Barack Obama | 23 | 9 | 11 | 3 | 18 | 5 | 0 | 23 | 9 | 10 | 2 |
| C% | 29 | 39 | 50 | 9 | 39 | 15 | 0 | 32 | 41 | 27 | 20 |
| Undecided | 35 | 8 | 7 | 20 | 16 | 19 | 7 | 28 | 6 | 19 | 5 |
| C% | 44 | 35 | 32 | 59 | 35 | 58 | 100 | 39 | 27 | 51 | 50 |
| Refused | 4 | 3 | 1 | 0 | 2 | 2 | 0 | 4 | 2 | 2 | 0 |
| C% | 5 | 13 | 5 | 0 | 4 | 6 | 0 | 6 | 9 | 5 | 0 |

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Bob Barr | 5 | 2 | 3 | 0 | 1 | 4 | 1 | 4 | 0 | 1 | 1 | |
| C% | 1 | 1 | 1 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 2 | |
| John McCain | 275 | 24 | 199 | 52 | 176 | 99 | 48 | 226 | 25 | 226 | 13 | |
| C% | 46 | 10 | 80 | 52 | 49 | 41 | 41 | 47 | 11 | 77 | 30 | |
| Ralph Nader | 9 | 1 | 5 | 3 | 3 | 6 | 0 | 9 | 5 | 0 | 0 | |
| C% | 2 | 0 | 2 | 3 | 1 | 2 | 0 | 2 | 2 | 0 | 0 | |
| Barack Obama | 272 | 212 | 35 | 25 | 159 | 113 | 61 | 209 | 186 | 47 | 24 | |
| C% | 45 | 85 | 14 | 25 | 45 | 47 | 52 | 44 | 83 | 16 | 56 | |
| Undecided | 35 | 8 | 7 | 20 | 16 | 19 | 7 | 28 | 6 | 19 | 5 | |
| C% | 6 | 3 | 3 | 20 | 4 | 8 | 6 | 6 | 3 | 6 | 12 | |
| Refused | 4 | 3 | 1 | 0 | 2 | 2 | 0 | 4 | 2 | 2 | 0 | |
| C% | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 5 ===== | | | | | | | | | | | |
|-----------------------|--------------------------------|-------|--------|---|-----|--|-----|---------------------------------|-------|------|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | |
| Total | 39 | 11 | 8 | 20 | 18 | 21 | 7 | 32 | 8 | 21 | 5 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Frustration | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 0 | 5 | 6 | 0 | 0 | 3 | 0 | 0 | 0 |
| Hope | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| C% | 3 | 9 | 0 | 0 | 0 | 5 | 0 | 3 | 13 | 0 | 0 |
| OK | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| C% | 3 | 9 | 0 | 0 | 6 | 0 | 0 | 3 | 13 | 0 | 0 |
| Unlikeable | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 5 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Inexperienced | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 1 |
| C% | 5 | 0 | 13 | 5 | 6 | 5 | 0 | 6 | 0 | 5 | 20 |
| Robin Hood | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 5 | 6 | 0 | 14 | 0 | 0 | 5 | 0 |
| New | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 5 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Exciting | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 5 | 0 | 5 | 14 | 0 | 0 | 5 | 0 |
| Too liberal | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 13 | 0 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Too loose | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 9 | 0 | 0 | 6 | 0 | 0 | 3 | 0 | 5 | 0 |
| Fame | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 5 | 6 | 0 | 14 | 0 | 0 | 0 | 20 |
| Biden not good choice | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 5 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Democrat | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 9 | 0 | 0 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Mistake | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 5 | 6 | 0 | 0 | 3 | 0 | 5 | 0 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|----|-----------------------------------|--------|-------|-----|--|-----|---|-------|------------------------------------|--------------------|----|
| | | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | |
| | | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | Did not vote | |
| Total | C% | | | | | | | | | | | |
| Good | | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 |
| | C% | 3 | 9 | 0 | 0 | 0 | 5 | 14 | 0 | 13 | 0 | 0 |
| Guns | | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| | C% | 3 | 0 | 13 | 0 | 6 | 0 | 14 | 0 | 0 | 0 | 0 |
| Change | | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| | C% | 3 | 0 | 13 | 0 | 6 | 0 | 0 | 3 | 0 | 5 | 0 |
| Undecided | | 8 | 2 | 2 | 4 | 6 | 2 | 0 | 8 | 2 | 2 | 2 |
| | C% | 21 | 18 | 25 | 20 | 33 | 10 | 0 | 25 | 25 | 10 | 40 |
| Refused | | 13 | 4 | 2 | 7 | 3 | 10 | 2 | 11 | 3 | 8 | 1 |
| | C% | 33 | 36 | 25 | 35 | 17 | 48 | 29 | 34 | 38 | 38 | 20 |

Q12. What is the first word that comes to mind when you think about the Republican ticket of John McCain and Sarah Palin?

BASE: Still undecided/refused

| ===== BANNER 5 ===== | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|--|-----|---|-----|------------------------------------|-------|------|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | |
| Total | 39 | 11 | 8 | 20 | 18 | 21 | 7 | 32 | 8 | 21 | 5 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Distant | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 3 | 0 | 0 | 5 | 6 | 0 | 0 | 3 | 0 | 0 | 0 |
| Change | 2 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 0 |
| C% | 5 | 9 | 13 | 0 | 6 | 5 | 0 | 6 | 13 | 5 | 0 |
| Unsure | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| C% | 3 | 9 | 0 | 0 | 6 | 0 | 0 | 3 | 13 | 0 | 0 |
| War hero | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 5 | 6 | 0 | 0 | 3 | 0 | 0 | 20 |
| Conservative | 2 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 0 |
| C% | 5 | 9 | 0 | 5 | 11 | 0 | 14 | 3 | 13 | 5 | 0 |
| Surprising | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 5 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Not qualified | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 0 | 13 | 0 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Maybe | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 9 | 0 | 0 | 6 | 0 | 0 | 3 | 0 | 5 | 0 |
| Fame | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| C% | 3 | 0 | 0 | 5 | 6 | 0 | 14 | 0 | 0 | 0 | 20 |
| Bush | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 2 | 0 |
| C% | 5 | 0 | 13 | 5 | 6 | 5 | 0 | 6 | 0 | 10 | 0 |
| Republican | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| C% | 3 | 9 | 0 | 0 | 0 | 5 | 0 | 3 | 0 | 5 | 0 |
| Guns | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| C% | 3 | 0 | 13 | 0 | 6 | 0 | 14 | 0 | 0 | 0 | 0 |
| Undecided | 9 | 2 | 2 | 5 | 4 | 5 | 2 | 7 | 2 | 3 | 2 |
| C% | 23 | 18 | 25 | 25 | 22 | 24 | 29 | 22 | 25 | 14 | 40 |
| Refused | 15 | 4 | 2 | 9 | 4 | 11 | 2 | 13 | 3 | 10 | 1 |
| C% | 38 | 36 | 25 | 45 | 22 | 52 | 29 | 41 | 38 | 48 | 20 |

Q13. When thinking about Barack Obama, Joe Biden, John McCain, or Sarah Palin, which candidate of the four do you believe is most like you?

| ===== BANNER 5 ===== | | | | | | | | | | | |
|----------------------|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | Did not vote |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | 142 | 119 | 13 | 10 | 71 | 71 | 37 | 103 | 89 | 28 | 18 |
| C% | 24 | 48 | 5 | 10 | 20 | 29 | 32 | 21 | 40 | 9 | 42 |
| Joe Biden | 79 | 57 | 20 | 2 | 57 | 22 | 14 | 65 | 58 | 16 | 2 |
| C% | 13 | 23 | 8 | 2 | 16 | 9 | 12 | 14 | 26 | 5 | 5 |
| John McCain | 107 | 12 | 82 | 13 | 68 | 39 | 11 | 96 | 13 | 87 | 4 |
| C% | 18 | 5 | 33 | 13 | 19 | 16 | 9 | 20 | 6 | 29 | 9 |
| Sarah Palin | 148 | 21 | 107 | 20 | 86 | 62 | 31 | 116 | 17 | 118 | 6 |
| C% | 25 | 8 | 43 | 20 | 24 | 26 | 26 | 24 | 8 | 40 | 14 |
| Undecided | 109 | 41 | 20 | 48 | 68 | 41 | 19 | 90 | 45 | 35 | 12 |
| C% | 18 | 16 | 8 | 48 | 19 | 17 | 16 | 19 | 20 | 12 | 28 |
| Refused | 15 | 0 | 8 | 7 | 7 | 8 | 5 | 10 | 2 | 11 | 1 |
| C% | 3 | 0 | 3 | 7 | 2 | 3 | 4 | 2 | 1 | 4 | 2 |

Q14. Which of the four - Obama, Biden, McCain, or Palin - understands and cares about the problems of people like you?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Barack Obama | 238 | 185 | 31 | 22 | 130 | 108 | 54 | 182 | 156 | 46 | 22 | |
| C% | 40 | 74 | 12 | 22 | 36 | 44 | 46 | 38 | 70 | 16 | 51 | |
| Joe Biden | 36 | 24 | 9 | 3 | 25 | 11 | 8 | 28 | 23 | 8 | 2 | |
| C% | 6 | 10 | 4 | 3 | 7 | 5 | 7 | 6 | 10 | 3 | 5 | |
| John McCain | 140 | 15 | 111 | 14 | 90 | 50 | 23 | 117 | 15 | 115 | 6 | |
| C% | 23 | 6 | 44 | 14 | 25 | 21 | 20 | 24 | 7 | 39 | 14 | |
| Sarah Palin | 110 | 12 | 83 | 15 | 65 | 45 | 17 | 92 | 7 | 93 | 7 | |
| C% | 18 | 5 | 33 | 15 | 18 | 19 | 15 | 19 | 3 | 32 | 16 | |
| Undecided | 56 | 9 | 15 | 32 | 36 | 20 | 12 | 44 | 16 | 26 | 3 | |
| C% | 9 | 4 | 6 | 32 | 10 | 8 | 10 | 9 | 7 | 9 | 7 | |
| Refused | 4 | 2 | 0 | 2 | 0 | 4 | 0 | 4 | 4 | 0 | 0 | |
| C% | 1 | 1 | 0 | 2 | 0 | 2 | 0 | 1 | 2 | 0 | 0 | |
| None | 16 | 3 | 1 | 12 | 11 | 5 | 3 | 13 | 3 | 7 | 3 | |
| C% | 3 | 1 | 0 | 12 | 3 | 2 | 3 | 3 | 1 | 2 | 7 | |

Q15. Do you believe the media has treated Sarah Palin fairly, harshly, or neutral?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Fairly | 159 | 105 | 34 | 20 | 91 | 68 | 37 | 122 | 96 | 57 | 6 | |
| C% | 27 | 42 | 14 | 20 | 25 | 28 | 32 | 25 | 43 | 19 | 14 | |
| Harshly | 229 | 40 | 149 | 40 | 141 | 88 | 36 | 192 | 44 | 164 | 10 | |
| C% | 38 | 16 | 60 | 40 | 39 | 36 | 31 | 40 | 20 | 56 | 23 | |
| Neutral | 177 | 89 | 56 | 32 | 106 | 71 | 38 | 137 | 76 | 54 | 25 | |
| C% | 30 | 36 | 22 | 32 | 30 | 29 | 32 | 29 | 34 | 18 | 58 | |
| Undecided | 25 | 11 | 7 | 7 | 14 | 11 | 4 | 21 | 5 | 13 | 2 | |
| C% | 4 | 4 | 3 | 7 | 4 | 5 | 3 | 4 | 2 | 4 | 5 | |
| Refused | 2 | 0 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | |
| C% | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | |
| None | 8 | 5 | 2 | 1 | 3 | 5 | 2 | 6 | 3 | 5 | 0 | |
| C% | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 0 | |

Q16. Which one of the following issues matters most in deciding your vote for president?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-------|--------------------------------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | Total | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Taxes | 34 | 5 | 21 | 8 | 20 | 14 | 7 | 27 | 2 | 29 | 3 | |
| C% | 6 | 2 | 8 | 8 | 6 | 6 | 6 | 6 | 1 | 10 | 7 | |
| Education | 17 | 10 | 5 | 2 | 10 | 7 | 6 | 11 | 3 | 6 | 8 | |
| C% | 3 | 4 | 2 | 2 | 3 | 3 | 5 | 2 | 1 | 2 | 19 | |
| Iraq War | 65 | 33 | 25 | 7 | 38 | 27 | 11 | 52 | 37 | 24 | 2 | |
| C% | 11 | 13 | 10 | 7 | 11 | 11 | 9 | 11 | 17 | 8 | 5 | |
| Terrorism | 51 | 4 | 43 | 4 | 35 | 16 | 11 | 40 | 4 | 46 | 0 | |
| C% | 9 | 2 | 17 | 4 | 10 | 7 | 9 | 8 | 2 | 16 | 0 | |
| Economy/Jobs | 282 | 142 | 86 | 54 | 152 | 130 | 39 | 242 | 124 | 112 | 22 | |
| C% | 47 | 57 | 34 | 54 | 43 | 53 | 33 | 50 | 55 | 38 | 51 | |
| Moral values | 55 | 14 | 38 | 3 | 33 | 22 | 11 | 44 | 11 | 40 | 1 | |
| C% | 9 | 6 | 15 | 3 | 9 | 9 | 9 | 9 | 5 | 14 | 2 | |
| Healthcare | 48 | 26 | 15 | 7 | 35 | 13 | 18 | 30 | 30 | 14 | 3 | |
| C% | 8 | 10 | 6 | 7 | 10 | 5 | 15 | 6 | 13 | 5 | 7 | |
| Other | 30 | 8 | 14 | 8 | 21 | 9 | 6 | 24 | 8 | 12 | 4 | |
| C% | 5 | 3 | 6 | 8 | 6 | 4 | 5 | 5 | 4 | 4 | 9 | |
| Undecided | 16 | 8 | 3 | 5 | 11 | 5 | 8 | 8 | 5 | 10 | 0 | |
| C% | 3 | 3 | 1 | 5 | 3 | 2 | 7 | 2 | 2 | 3 | 0 | |
| Refused | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | |
| C% | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | |

Q17. Which of the following comes closest to your views on the Iraq War?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|---|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Immediate withdrawal of all U.S. troops | 98 | 61 | 22 | 15 | 45 | 53 | 33 | 65 | 68 | 16 | 10 | |
| | C% | 16 | 24 | 9 | 15 | 13 | 22 | 28 | 14 | 30 | 23 | |
| One-year timeline to gradually withdraw | 249 | 141 | 66 | 42 | 144 | 105 | 45 | 201 | 125 | 90 | 17 | |
| | C% | 42 | 56 | 26 | 42 | 40 | 43 | 38 | 42 | 56 | 40 | |
| Leaving troops for as long as necessary | 236 | 39 | 160 | 37 | 159 | 77 | 38 | 198 | 23 | 186 | 16 | |
| | C% | 39 | 16 | 64 | 37 | 45 | 32 | 41 | 10 | 63 | 37 | |
| Undecided | 16 | 9 | 2 | 5 | 8 | 8 | 1 | 15 | 8 | 3 | 0 | |
| | C% | 3 | 4 | 1 | 5 | 2 | 3 | 1 | 3 | 4 | 0 | |
| Refused | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | |
| | C% | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | |

Q18. Do you support a universal healthcare system administered by the government or one run by expanding competition among private insurance companies?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Government run | 203 | 137 | 47 | 19 | 112 | 91 | 47 | 156 | 120 | 51 | 21 | |
| C% | 34 | 55 | 19 | 19 | 31 | 37 | 40 | 33 | 54 | 17 | 49 | |
| Expanded competition | 289 | 74 | 162 | 53 | 182 | 107 | 50 | 238 | 59 | 195 | 16 | |
| C% | 48 | 30 | 65 | 53 | 51 | 44 | 43 | 50 | 26 | 66 | 37 | |
| Undecided | 102 | 38 | 38 | 26 | 58 | 44 | 19 | 81 | 45 | 44 | 5 | |
| C% | 17 | 15 | 15 | 26 | 16 | 18 | 16 | 17 | 20 | 15 | 12 | |
| Refused | 6 | 1 | 3 | 2 | 5 | 1 | 1 | 5 | 0 | 5 | 1 | |
| C% | 1 | 0 | 1 | 2 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | |

Q19. Overall, which candidate do you trust more - Barack Obama or John McCain?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Obama | 273 | 205 | 45 | 23 | 154 | 119 | 65 | 206 | 177 | 49 | 28 | |
| C% | 46 | 82 | 18 | 23 | 43 | 49 | 56 | 43 | 79 | 17 | 65 | |
| McCain | 267 | 23 | 196 | 48 | 167 | 100 | 41 | 225 | 26 | 224 | 10 | |
| C% | 45 | 9 | 78 | 48 | 47 | 41 | 35 | 47 | 12 | 76 | 23 | |
| Undecided | 59 | 22 | 8 | 29 | 35 | 24 | 11 | 48 | 21 | 21 | 5 | |
| C% | 10 | 9 | 3 | 29 | 10 | 10 | 9 | 10 | 9 | 7 | 12 | |
| Refused | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

Q20. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|------------------------|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Extremely comfortable | 91 | 83 | 3 | 5 | 51 | 40 | 22 | 69 | 65 | 11 | 12 | |
| C% | 15 | 33 | 1 | 5 | 14 | 16 | 19 | 14 | 29 | 4 | 28 | |
| Very comfortable | 153 | 114 | 23 | 16 | 79 | 74 | 33 | 118 | 101 | 26 | 15 | |
| C% | 26 | 46 | 9 | 16 | 22 | 30 | 28 | 25 | 45 | 9 | 35 | |
| Somewhat comfortable | 141 | 36 | 69 | 36 | 90 | 51 | 22 | 119 | 39 | 90 | 6 | |
| C% | 24 | 14 | 28 | 36 | 25 | 21 | 19 | 25 | 17 | 31 | 14 | |
| Not at all comfortable | 194 | 11 | 151 | 32 | 124 | 70 | 37 | 156 | 13 | 160 | 8 | |
| C% | 32 | 4 | 60 | 32 | 35 | 29 | 32 | 33 | 6 | 54 | 19 | |
| Undecided | 21 | 6 | 4 | 11 | 13 | 8 | 3 | 18 | 6 | 8 | 2 | |
| C% | 4 | 2 | 2 | 11 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | |

Q21. Regardless of how you would vote, how comfortable would you be with John McCain as president?

| ===== BANNER 5 ===== | | | | | | | | | | | |
|------------------------|-----------------------------------|-------|--------|--|-----|---|-----|------------------------------------|-------|------|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | 67 | 0 | 64 | 3 | 53 | 14 | 9 | 58 | 1 | 64 | 2 |
| C% | 11 | 0 | 26 | 3 | 15 | 6 | 8 | 12 | 0 | 22 | 5 |
| Very comfortable | 148 | 24 | 102 | 22 | 76 | 72 | 22 | 125 | 20 | 119 | 5 |
| C% | 25 | 10 | 41 | 22 | 21 | 30 | 19 | 26 | 9 | 40 | 12 |
| Somewhat comfortable | 165 | 66 | 58 | 41 | 101 | 64 | 38 | 127 | 56 | 78 | 15 |
| C% | 28 | 26 | 23 | 41 | 28 | 26 | 32 | 26 | 25 | 26 | 35 |
| Not at all comfortable | 205 | 156 | 26 | 23 | 119 | 86 | 46 | 157 | 145 | 28 | 17 |
| C% | 34 | 62 | 10 | 23 | 33 | 35 | 39 | 33 | 65 | 9 | 40 |
| Undecided | 15 | 4 | 0 | 11 | 8 | 7 | 2 | 13 | 2 | 6 | 4 |
| C% | 3 | 2 | 0 | 11 | 2 | 3 | 2 | 3 | 1 | 2 | 9 |

Q22. Which of the following comes closest to your opinion of the upcoming Presidential election:

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|--|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Most important election of my life | 215 | 105 | 86 | 24 | 124 | 91 | 35 | 180 | 94 | 95 | 20 | |
| C% | 36 | 42 | 34 | 24 | 35 | 37 | 30 | 38 | 42 | 32 | 47 | |
| Very important but not the most important | 287 | 116 | 127 | 44 | 173 | 114 | 60 | 224 | 102 | 151 | 17 | |
| C% | 48 | 46 | 51 | 44 | 48 | 47 | 51 | 47 | 46 | 51 | 40 | |
| No different than any other pres. election | 91 | 29 | 35 | 27 | 55 | 36 | 20 | 71 | 28 | 44 | 5 | |
| C% | 15 | 12 | 14 | 27 | 15 | 15 | 17 | 15 | 13 | 15 | 12 | |
| Not really that important to me | 5 | 0 | 2 | 3 | 3 | 2 | 2 | 3 | 0 | 3 | 1 | |
| C% | 1 | 0 | 1 | 3 | 1 | 1 | 2 | 1 | 0 | 1 | 2 | |
| Refused | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | |
| C% | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | |

Q23. Which political party - if any - do you blame for the recent turmoil on Wall Street in the banking and financial sectors?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Blame Democrats | 93 | 2 | 86 | 5 | 71 | 22 | 17 | 75 | 3 | 88 | 2 | |
| C% | 16 | 1 | 34 | 5 | 20 | 9 | 15 | 16 | 1 | 30 | 5 | |
| Blame Republicans | 245 | 172 | 36 | 37 | 136 | 109 | 52 | 191 | 158 | 45 | 19 | |
| C% | 41 | 69 | 14 | 37 | 38 | 45 | 44 | 40 | 71 | 15 | 44 | |
| Neither | 164 | 40 | 89 | 35 | 95 | 69 | 28 | 136 | 33 | 111 | 9 | |
| C% | 27 | 16 | 36 | 35 | 27 | 28 | 24 | 28 | 15 | 38 | 21 | |
| Undecided | 95 | 36 | 37 | 22 | 54 | 41 | 20 | 75 | 30 | 48 | 13 | |
| C% | 16 | 14 | 15 | 22 | 15 | 17 | 17 | 16 | 13 | 16 | 30 | |
| Refused | 3 | 0 | 2 | 1 | 1 | 2 | 0 | 3 | 0 | 3 | 0 | |
| C% | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | |

Q24. Do you approve or disapprove of the job George W. Bush is doing as president?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Approve | 166 | 21 | 121 | 24 | 119 | 47 | 30 | 136 | 4 | 153 | 6 | |
| C% | 28 | 8 | 48 | 24 | 33 | 19 | 26 | 28 | 2 | 52 | 14 | |
| Disapprove | 386 | 221 | 109 | 56 | 216 | 170 | 81 | 302 | 218 | 108 | 31 | |
| C% | 64 | 88 | 44 | 56 | 61 | 70 | 69 | 63 | 97 | 37 | 72 | |
| Undecided | 46 | 8 | 18 | 20 | 20 | 26 | 5 | 41 | 2 | 32 | 6 | |
| C% | 8 | 3 | 7 | 20 | 6 | 11 | 4 | 9 | 1 | 11 | 14 | |
| Refused | 2 | 0 | 2 | 0 | 2 | 0 | 1 | 1 | 0 | 2 | 0 | |
| C% | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | |

Q25. When all the votes are counted in November of 2008, who do you think will be our next President?

| ===== BANNER 5 ===== | | | | | | | | | | | |
|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 250 | 250 | 0 | 0 | 143 | 107 | 52 | 196 | 156 | 57 | 25 |
| C% | 42 | 100 | 0 | 0 | 40 | 44 | 44 | 41 | 70 | 19 | 58 |
| McCain | 250 | 0 | 250 | 0 | 153 | 97 | 48 | 201 | 46 | 189 | 7 |
| C% | 42 | 0 | 100 | 0 | 43 | 40 | 41 | 42 | 21 | 64 | 16 |
| Undecided | 100 | 0 | 0 | 100 | 61 | 39 | 17 | 83 | 22 | 49 | 11 |
| C% | 17 | 0 | 0 | 100 | 17 | 16 | 15 | 17 | 10 | 17 | 26 |

Q26. Has anyone in your household ever served in the U.S. military?

| ===== BANNER 5 ===== | | | | | | | | | | | |
|--------------------------------|-------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 357 | 143 | 153 | 61 | 357 | 0 | 86 | 271 | 120 | 189 | 24 |
| C% | 60 | 57 | 61 | 61 | 100 | 0 | 74 | 56 | 54 | 64 | 56 |
| No | 243 | 107 | 97 | 39 | 0 | 243 | 31 | 209 | 104 | 106 | 19 |
| C% | 41 | 43 | 39 | 39 | 0 | 100 | 26 | 44 | 46 | 36 | 44 |

Q27. Does anyone in your household belong to a labor union?

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-----------------------------------|-------|--------|-------|--|-----|---|-----|------------------------------------|------|-----|--------------------|
| | WHO WILL BE THE NEXT PRESIDENT | | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | Total | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Yes | 117 | 52 | 48 | 17 | 86 | 31 | 117 | 0 | 50 | 55 | 6 | |
| C% | 20 | 21 | 19 | 17 | 24 | 13 | 100 | 0 | 22 | 19 | 14 | |
| No | 480 | 196 | 201 | 83 | 271 | 209 | 0 | 480 | 172 | 239 | 37 | |
| C% | 80 | 78 | 80 | 83 | 76 | 86 | 0 | 100 | 77 | 81 | 86 | |
| Undecided | 3 | 2 | 1 | 0 | 0 | 3 | 0 | 0 | 2 | 1 | 0 | |
| C% | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | |

Q28. In the 2004 presidential election, did you vote for:...

| ===== BANNER 5 ===== | | | | | | | | | | | | |
|----------------------|-------|--------------------------------|--------|-------|---|-----|--|-----|---------------------------------|------|-----|--------------|
| | Total | WHO WILL BE THE NEXT PRESIDENT | | | HOUSEHOLD MEMBER EVER SERVED IN THE U.S. MILITARY | | HOUSEHOLD MEMBER BELONG TO A LABOR UNION | | VOTED FOR IN 2004 PRES ELECTION | | | Did not vote |
| | | Obama | McCain | Undec | Yes | No | Yes | No | Kerry | Bush | | |
| Total | 600 | 250 | 250 | 100 | 357 | 243 | 117 | 480 | 224 | 295 | 43 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| John Kerry | 224 | 156 | 46 | 22 | 120 | 104 | 50 | 172 | 224 | 0 | 0 | |
| C% | 37 | 62 | 18 | 22 | 34 | 43 | 43 | 36 | 100 | 0 | 0 | |
| George Bush | 295 | 57 | 189 | 49 | 189 | 106 | 55 | 239 | 0 | 295 | 0 | |
| C% | 49 | 23 | 76 | 49 | 53 | 44 | 47 | 50 | 0 | 100 | 0 | |
| Ralph Nader | 10 | 4 | 3 | 3 | 5 | 5 | 1 | 9 | 0 | 0 | 0 | |
| C% | 2 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 0 | 0 | 0 | |
| Michael Badnarik | 4 | 0 | 2 | 2 | 2 | 2 | 2 | 2 | 0 | 0 | 0 | |
| C% | 1 | 0 | 1 | 2 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | |
| Did not vote | 43 | 25 | 7 | 11 | 24 | 19 | 6 | 37 | 0 | 0 | 43 | |
| C% | 7 | 10 | 3 | 11 | 7 | 8 | 5 | 8 | 0 | 0 | 100 | |
| Undecided | 12 | 5 | 1 | 6 | 8 | 4 | 2 | 10 | 0 | 0 | 0 | |
| C% | 2 | 2 | 0 | 6 | 2 | 2 | 2 | 2 | 0 | 0 | 0 | |
| Refused | 12 | 3 | 2 | 7 | 9 | 3 | 1 | 11 | 0 | 0 | 0 | |
| C% | 2 | 1 | 1 | 7 | 3 | 1 | 1 | 2 | 0 | 0 | 0 | |

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Western | 153 | 18 | 17 | 28 | 37 | 26 | 25 | 73 | 80 | 0 | 0 | 0 | 0 |
| C% | 26 | 24 | 22 | 20 | 27 | 39 | 27 | 100 | 100 | 0 | 0 | 0 | 0 |
| Heartland | 49 | 7 | 6 | 11 | 10 | 4 | 11 | 0 | 0 | 22 | 27 | 0 | 0 |
| C% | 8 | 9 | 8 | 8 | 7 | 6 | 12 | 0 | 0 | 100 | 100 | 0 | 0 |
| Clark | 398 | 51 | 56 | 98 | 89 | 37 | 58 | 0 | 0 | 0 | 0 | 188 | 210 |
| C% | 66 | 67 | 71 | 72 | 65 | 55 | 62 | 0 | 0 | 0 | 0 | 100 | 100 |

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Male | 283 | 76 | 0 | 137 | 0 | 67 | 0 | 73 | 0 | 22 | 0 | 188 | 0 |
| C% | 47 | 100 | 0 | 100 | 0 | 100 | 0 | 100 | 0 | 100 | 0 | 100 | 0 |
| Female | 317 | 0 | 79 | 0 | 136 | 0 | 94 | 0 | 80 | 0 | 27 | 0 | 210 |
| C% | 53 | 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 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Very likely | 577 | 68 | 74 | 135 | 132 | 65 | 92 | 70 | 79 | 22 | 26 | 179 | 201 |
| C% | 96 | 89 | 94 | 99 | 97 | 97 | 98 | 96 | 99 | 100 | 96 | 95 | 96 |
| Somewhat likely | 23 | 8 | 5 | 2 | 4 | 2 | 2 | 3 | 1 | 0 | 1 | 9 | 9 |
| C% | 4 | 11 | 6 | 1 | 3 | 3 | 2 | 4 | 1 | 0 | 4 | 5 | 4 |

Q1. And how are you registered to vote - Democrat, Republican or Unaffiliated, Independent or something else?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|------------------------------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Democrat | 262 | 32 | 39 | 47 | 65 | 23 | 53 | 31 | 30 | 7 | 10 | 65 | 119 |
| C% | 44 | 42 | 49 | 34 | 48 | 34 | 56 | 42 | 38 | 32 | 37 | 35 | 57 |
| Republican | 224 | 24 | 23 | 67 | 49 | 32 | 26 | 28 | 36 | 11 | 13 | 86 | 50 |
| C% | 37 | 32 | 29 | 49 | 36 | 48 | 28 | 38 | 45 | 50 | 48 | 46 | 24 |
| Unaffiliated/ Independent/Other | 112 | 20 | 16 | 22 | 22 | 12 | 15 | 14 | 14 | 4 | 4 | 36 | 40 |
| C% | 19 | 26 | 20 | 16 | 16 | 18 | 16 | 19 | 18 | 18 | 15 | 19 | 19 |
| Not registered yet | 2 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| C% | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|---------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 18-25 | 17 | 11 | 6 | 0 | 0 | 0 | 0 | 5 | 0 | 2 | 1 | 4 | 5 |
| C% | 3 | 14 | 8 | 0 | 0 | 0 | 0 | 7 | 0 | 9 | 4 | 2 | 2 |
| 26-35 | 64 | 27 | 37 | 0 | 0 | 0 | 0 | 6 | 9 | 2 | 3 | 19 | 25 |
| C% | 11 | 36 | 47 | 0 | 0 | 0 | 0 | 8 | 11 | 9 | 11 | 10 | 12 |
| 36-45 | 74 | 38 | 36 | 0 | 0 | 0 | 0 | 7 | 8 | 3 | 2 | 28 | 26 |
| C% | 12 | 50 | 46 | 0 | 0 | 0 | 0 | 10 | 10 | 14 | 7 | 15 | 12 |
| 46-55 | 124 | 0 | 0 | 73 | 51 | 0 | 0 | 15 | 17 | 5 | 3 | 53 | 31 |
| C% | 21 | 0 | 0 | 53 | 38 | 0 | 0 | 21 | 21 | 23 | 11 | 28 | 15 |
| 56-65 | 149 | 0 | 0 | 64 | 85 | 0 | 0 | 13 | 20 | 6 | 7 | 45 | 58 |
| C% | 25 | 0 | 0 | 47 | 63 | 0 | 0 | 18 | 25 | 27 | 26 | 24 | 28 |
| Over 65 | 161 | 0 | 0 | 0 | 0 | 67 | 94 | 26 | 25 | 4 | 11 | 37 | 58 |
| C% | 27 | 0 | 0 | 0 | 0 | 100 | 100 | 36 | 31 | 18 | 41 | 20 | 28 |
| Refused | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 7 |
| C% | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 3 |

Q3. Which of the following best describes your race or ethnicity?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|------------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| White/Caucasian | 397 | 45 | 51 | 97 | 89 | 47 | 63 | 53 | 67 | 12 | 26 | 125 | 114 |
| C% | 66 | 59 | 65 | 71 | 65 | 70 | 67 | 73 | 84 | 55 | 96 | 66 | 54 |
| African-American | 53 | 7 | 4 | 12 | 17 | 3 | 8 | 2 | 3 | 0 | 0 | 21 | 27 |
| C% | 9 | 9 | 5 | 9 | 13 | 4 | 9 | 3 | 4 | 0 | 0 | 11 | 13 |
| Asian | 28 | 1 | 2 | 12 | 5 | 6 | 2 | 10 | 4 | 4 | 0 | 5 | 5 |
| C% | 5 | 1 | 3 | 9 | 4 | 9 | 2 | 14 | 5 | 18 | 0 | 3 | 2 |
| American Indian | 7 | 1 | 1 | 0 | 3 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 4 |
| C% | 1 | 1 | 1 | 0 | 2 | 0 | 2 | 0 | 1 | 5 | 4 | 0 | 2 |
| Hispanic | 90 | 17 | 17 | 13 | 20 | 8 | 15 | 2 | 5 | 4 | 0 | 32 | 47 |
| C% | 15 | 22 | 22 | 9 | 15 | 12 | 16 | 3 | 6 | 18 | 0 | 17 | 22 |
| Undecided | 7 | 2 | 1 | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 2 | 3 |
| C% | 1 | 3 | 1 | 1 | 0 | 0 | 2 | 3 | 0 | 0 | 0 | 1 | 1 |
| Refused | 18 | 3 | 3 | 1 | 2 | 3 | 2 | 4 | 0 | 1 | 0 | 3 | 10 |
| C% | 3 | 4 | 4 | 1 | 1 | 4 | 2 | 5 | 0 | 5 | 0 | 2 | 5 |

Q4. Do you think the state is on the right track or the wrong track?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Right track | 159 | 25 | 18 | 41 | 28 | 24 | 20 | 25 | 19 | 10 | 9 | 56 | 40 |
| C% | 27 | 33 | 23 | 30 | 21 | 36 | 21 | 34 | 24 | 45 | 33 | 30 | 19 |
| Wrong track | 333 | 39 | 41 | 77 | 83 | 34 | 51 | 43 | 42 | 7 | 7 | 102 | 132 |
| C% | 56 | 51 | 52 | 56 | 61 | 51 | 54 | 59 | 53 | 32 | 26 | 54 | 63 |
| Undecided | 108 | 12 | 20 | 19 | 25 | 9 | 23 | 5 | 19 | 5 | 11 | 30 | 38 |
| C% | 18 | 16 | 25 | 14 | 18 | 13 | 24 | 7 | 24 | 23 | 41 | 16 | 18 |

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 374 | 52 | 55 | 69 | 87 | 35 | 68 | 45 | 44 | 11 | 14 | 101 | 159 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 159 | 16 | 24 | 24 | 36 | 14 | 42 | 18 | 17 | 2 | 3 | 35 | 84 |
| C% | 43 | 31 | 44 | 35 | 41 | 40 | 62 | 40 | 39 | 18 | 21 | 35 | 53 |
| No | 199 | 32 | 25 | 45 | 49 | 21 | 22 | 27 | 23 | 9 | 11 | 62 | 67 |
| C% | 53 | 62 | 45 | 65 | 56 | 60 | 32 | 60 | 52 | 82 | 79 | 61 | 42 |
| Undecided | 14 | 4 | 4 | 0 | 2 | 0 | 4 | 0 | 2 | 0 | 0 | 4 | 8 |
| C% | 4 | 8 | 7 | 0 | 2 | 0 | 6 | 0 | 5 | 0 | 0 | 4 | 5 |
| Refused | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| C% | 1 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 |

Q6. John McCain chose Sarah Palin, the Governor of Alaska, to be his Vice Presidential nominee. Does this choice make you more likely or less likely to vote for John McCain?

BASE: Reps/Ind

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 336 | 44 | 39 | 89 | 71 | 44 | 41 | 42 | 50 | 15 | 17 | 122 | 90 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| More Likely | 207 | 21 | 23 | 58 | 41 | 35 | 24 | 27 | 29 | 12 | 13 | 76 | 50 |
| C% | 62 | 48 | 59 | 65 | 58 | 80 | 59 | 64 | 58 | 80 | 76 | 62 | 56 |
| Less Likely | 73 | 10 | 7 | 15 | 19 | 9 | 12 | 9 | 15 | 1 | 1 | 24 | 23 |
| C% | 22 | 23 | 18 | 17 | 27 | 20 | 29 | 21 | 30 | 7 | 6 | 20 | 26 |
| Undecided | 51 | 13 | 8 | 15 | 8 | 0 | 5 | 6 | 6 | 2 | 3 | 21 | 13 |
| C% | 15 | 30 | 21 | 17 | 11 | 0 | 12 | 14 | 12 | 13 | 18 | 17 | 14 |
| Refused | 5 | 0 | 1 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 |
| C% | 1 | 0 | 3 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 |

Q7. Nationally, do you think the Presidential race will be close - or a landslide?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Close | 515 | 64 | 70 | 125 | 118 | 53 | 76 | 61 | 72 | 18 | 22 | 166 | 176 |
| C% | 86 | 84 | 89 | 91 | 87 | 79 | 81 | 84 | 90 | 82 | 81 | 88 | 84 |
| Landslide | 56 | 10 | 7 | 7 | 13 | 10 | 8 | 8 | 4 | 4 | 4 | 15 | 21 |
| C% | 9 | 13 | 9 | 5 | 10 | 15 | 9 | 11 | 5 | 18 | 15 | 8 | 10 |
| Undecided | 29 | 2 | 2 | 5 | 5 | 4 | 10 | 4 | 4 | 0 | 1 | 7 | 13 |
| C% | 5 | 3 | 3 | 4 | 4 | 6 | 11 | 5 | 5 | 0 | 4 | 4 | 6 |

Q8. There are 5 major candidates for President: Libertarian Bob Barr, Republican John McCain, Green Party Cynthia McKinney, Independent Ralph Nader and Democrat Barack Obama. At this point, for whom will you vote?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bob Barr | 5 | 1 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 3 | 0 |
| C% | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 2 | 0 |
| John McCain | 259 | 30 | 32 | 67 | 56 | 36 | 32 | 26 | 32 | 12 | 14 | 96 | 79 |
| C% | 43 | 39 | 41 | 49 | 41 | 54 | 34 | 36 | 40 | 55 | 52 | 51 | 38 |
| Ralph Nader | 8 | 4 | 0 | 0 | 1 | 1 | 2 | 1 | 2 | 0 | 0 | 4 | 1 |
| C% | 1 | 5 | 0 | 0 | 1 | 1 | 2 | 1 | 3 | 0 | 0 | 2 | 0 |
| Barack Obama | 249 | 31 | 37 | 51 | 56 | 22 | 48 | 33 | 39 | 9 | 9 | 63 | 96 |
| C% | 42 | 41 | 47 | 37 | 41 | 33 | 51 | 45 | 49 | 41 | 33 | 34 | 46 |
| Undecided | 69 | 8 | 8 | 15 | 21 | 6 | 11 | 10 | 4 | 1 | 4 | 18 | 32 |
| C% | 12 | 11 | 10 | 11 | 15 | 9 | 12 | 14 | 5 | 5 | 15 | 10 | 15 |
| Refused | 10 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 3 | 0 | 0 | 4 | 2 |
| C% | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 1 | 4 | 0 | 0 | 2 | 1 |

Q9. Is your mind made up or do you think you might change your mind before the election?

BASE: Know who they are voting for

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 521 | 66 | 69 | 121 | 113 | 59 | 82 | 62 | 73 | 21 | 23 | 166 | 176 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Mind made up | 435 | 54 | 56 | 100 | 93 | 50 | 72 | 52 | 64 | 19 | 21 | 136 | 143 |
| C% | 83 | 82 | 81 | 83 | 82 | 85 | 88 | 84 | 88 | 90 | 91 | 82 | 81 |
| Might change | 82 | 12 | 13 | 21 | 20 | 8 | 8 | 10 | 9 | 1 | 2 | 30 | 30 |
| C% | 16 | 18 | 19 | 17 | 18 | 14 | 10 | 16 | 12 | 5 | 9 | 18 | 17 |
| Undecided | 4 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 3 |
| C% | 1 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 5 | 0 | 0 | 2 |

Q10. As of today, who are you leaning toward?

BASE: Those undecided or refused who they are voting for

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 79 | 10 | 10 | 16 | 23 | 8 | 12 | 11 | 7 | 1 | 4 | 22 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| John McCain | 16 | 1 | 2 | 2 | 4 | 4 | 3 | 2 | 2 | 0 | 0 | 5 | 7 |
| C% | 20 | 10 | 20 | 13 | 17 | 50 | 25 | 18 | 29 | 0 | 0 | 23 | 21 |
| Ralph Nader | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 1 | 0 | 0 | 0 | 0 | 13 | 0 | 0 | 0 | 0 | 0 | 5 | 0 |
| Barack Obama | 23 | 3 | 1 | 4 | 10 | 0 | 5 | 5 | 4 | 0 | 0 | 2 | 12 |
| C% | 29 | 30 | 10 | 25 | 43 | 0 | 42 | 45 | 57 | 0 | 0 | 9 | 35 |
| Undecided | 35 | 5 | 5 | 10 | 8 | 3 | 4 | 4 | 0 | 1 | 4 | 13 | 13 |
| C% | 44 | 50 | 50 | 63 | 35 | 38 | 33 | 36 | 0 | 100 | 100 | 59 | 38 |
| Refused | 4 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 2 |
| C% | 5 | 10 | 20 | 0 | 4 | 0 | 0 | 0 | 14 | 0 | 0 | 5 | 6 |

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bob Barr | 5 | 1 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 3 | 0 |
| C% | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 2 | 0 |
| John McCain | 275 | 31 | 34 | 69 | 60 | 40 | 35 | 28 | 34 | 12 | 14 | 101 | 86 |
| C% | 46 | 41 | 43 | 50 | 44 | 60 | 37 | 38 | 43 | 55 | 52 | 54 | 41 |
| Ralph Nader | 9 | 4 | 0 | 0 | 1 | 2 | 2 | 1 | 2 | 0 | 0 | 5 | 1 |
| C% | 2 | 5 | 0 | 0 | 1 | 3 | 2 | 1 | 3 | 0 | 0 | 3 | 0 |
| Barack Obama | 272 | 34 | 38 | 55 | 66 | 22 | 53 | 38 | 43 | 9 | 9 | 65 | 108 |
| C% | 45 | 45 | 48 | 40 | 49 | 33 | 56 | 52 | 54 | 41 | 33 | 35 | 51 |
| Undecided | 35 | 5 | 5 | 10 | 8 | 3 | 4 | 4 | 0 | 1 | 4 | 13 | 13 |
| C% | 6 | 7 | 6 | 7 | 6 | 4 | 4 | 5 | 0 | 5 | 15 | 7 | 6 |
| Refused | 4 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 2 |
| C% | 1 | 1 | 3 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 39 | 6 | 7 | 10 | 9 | 3 | 4 | 4 | 1 | 1 | 4 | 14 | 15 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Frustration | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| Hope | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| OK | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 0 | 0 | 25 | 0 | 0 | 0 | 0 | 0 | 7 |
| Unlikeable | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 25 | 0 | 0 |
| Inexperienced | 2 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | C% | 5 | 0 | 0 | 10 | 11 | 0 | 0 | 0 | 0 | 0 | 7 | 7 |
| Robin Hood | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| New | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | C% | 3 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Exciting | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 0 | 0 | 25 | 0 | 0 | 0 | 0 | 0 | 7 |
| Too liberal | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| Too loose | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Fame | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | C% | 3 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Biden not good choice | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| | C% | 3 | 0 | 0 | 0 | 0 | 25 | 0 | 0 | 0 | 25 | 0 | 0 |
| Democrat | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | C% | 3 | 0 | 0 | 10 | 0 | 0 | 25 | 0 | 0 | 0 | 0 | 0 |
| Mistake | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 25 | 0 | 0 |

Q11. What is the first word that comes to mind when you think about the Democratic ticket of Barack Obama and Joe Biden?

BASE: Still undecided/refused

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Good | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 3 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Guns | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 3 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Change | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 3 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Undecided | 8 | 1 | 2 | 2 | 2 | 1 | 0 | 2 | 0 | 0 | 1 | 2 | 3 |
| C% | 21 | 17 | 29 | 20 | 22 | 33 | 0 | 50 | 0 | 0 | 25 | 14 | 20 |
| Refused | 13 | 1 | 3 | 5 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 6 | 5 |
| C% | 33 | 17 | 43 | 50 | 11 | 67 | 25 | 25 | 0 | 100 | 0 | 43 | 33 |

Q12. What is the first word that comes to mind when you think about the Republican ticket of John McCain and Sarah Palin?

BASE: Still undecided/refused

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|---------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 39 | 6 | 7 | 10 | 9 | 3 | 4 | 4 | 1 | 1 | 4 | 14 | 15 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Distant | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| Change | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | C% | 5 | 17 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 7 |
| Unsure | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 0 | 0 | 25 | 0 | 0 | 0 | 0 | 0 | 7 |
| War hero | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | C% | 3 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Conservative | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| | C% | 5 | 0 | 14 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 |
| Surprising | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | C% | 3 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Not qualified | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| Maybe | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | C% | 3 | 0 | 0 | 11 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Fame | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | C% | 3 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Bush | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| | C% | 5 | 0 | 0 | 22 | 0 | 0 | 0 | 0 | 0 | 25 | 0 | 7 |
| Republican | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | C% | 3 | 0 | 0 | 10 | 0 | 0 | 25 | 0 | 0 | 0 | 0 | 0 |
| Guns | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | C% | 3 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 |
| Undecided | 9 | 2 | 2 | 3 | 0 | 1 | 1 | 2 | 0 | 0 | 2 | 4 | 1 |
| | C% | 23 | 33 | 29 | 30 | 33 | 25 | 50 | 0 | 0 | 50 | 29 | 7 |
| Refused | 15 | 1 | 3 | 4 | 3 | 2 | 2 | 1 | 0 | 1 | 1 | 5 | 7 |
| | C% | 38 | 17 | 43 | 40 | 33 | 50 | 25 | 0 | 100 | 25 | 36 | 47 |

Q13. When thinking about Barack Obama, Joe Biden, John McCain, or Sarah Palin, which candidate of the four do you believe is most like you?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | 142 | 23 | 22 | 28 | 41 | 7 | 21 | 15 | 14 | 6 | 7 | 37 | 63 |
| C% | 24 | 30 | 28 | 20 | 30 | 10 | 22 | 21 | 18 | 27 | 26 | 20 | 30 |
| Joe Biden | 79 | 9 | 5 | 16 | 17 | 10 | 19 | 11 | 15 | 1 | 2 | 24 | 26 |
| C% | 13 | 12 | 6 | 12 | 13 | 15 | 20 | 15 | 19 | 5 | 7 | 13 | 12 |
| John McCain | 107 | 11 | 12 | 37 | 15 | 13 | 17 | 11 | 13 | 5 | 9 | 46 | 23 |
| C% | 18 | 14 | 15 | 27 | 11 | 19 | 18 | 15 | 16 | 23 | 33 | 24 | 11 |
| Sarah Palin | 148 | 14 | 26 | 32 | 38 | 20 | 15 | 14 | 24 | 5 | 6 | 48 | 51 |
| C% | 25 | 18 | 33 | 23 | 28 | 30 | 16 | 19 | 30 | 23 | 22 | 26 | 24 |
| Undecided | 109 | 18 | 13 | 21 | 21 | 14 | 20 | 19 | 12 | 5 | 3 | 29 | 41 |
| C% | 18 | 24 | 16 | 15 | 15 | 21 | 21 | 26 | 15 | 23 | 11 | 15 | 20 |
| Refused | 15 | 1 | 1 | 3 | 4 | 3 | 2 | 3 | 2 | 0 | 0 | 4 | 6 |
| C% | 3 | 1 | 1 | 2 | 3 | 4 | 2 | 4 | 3 | 0 | 0 | 2 | 3 |

Q14. Which of the four - Obama, Biden, McCain, or Palin - understands and cares about the problems of people like you?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Barack Obama | 238 | 31 | 41 | 46 | 57 | 16 | 44 | 30 | 36 | 7 | 7 | 57 | 101 |
| C% | 40 | 41 | 52 | 34 | 42 | 24 | 47 | 41 | 45 | 32 | 26 | 30 | 48 |
| Joe Biden | 36 | 8 | 0 | 7 | 9 | 5 | 7 | 7 | 4 | 1 | 2 | 12 | 10 |
| C% | 6 | 11 | 0 | 5 | 7 | 7 | 7 | 10 | 5 | 5 | 7 | 6 | 5 |
| John McCain | 140 | 20 | 16 | 30 | 23 | 21 | 25 | 12 | 15 | 4 | 8 | 56 | 45 |
| C% | 23 | 26 | 20 | 22 | 17 | 31 | 27 | 16 | 19 | 18 | 30 | 30 | 21 |
| Sarah Palin | 110 | 12 | 11 | 33 | 29 | 17 | 7 | 19 | 14 | 4 | 6 | 39 | 28 |
| C% | 18 | 16 | 14 | 24 | 21 | 25 | 7 | 26 | 18 | 18 | 22 | 21 | 13 |
| Undecided | 56 | 5 | 9 | 15 | 11 | 6 | 9 | 3 | 7 | 5 | 3 | 19 | 19 |
| C% | 9 | 7 | 11 | 11 | 8 | 9 | 10 | 4 | 9 | 23 | 11 | 10 | 9 |
| Refused | 4 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 |
| C% | 1 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 0 |
| None | 16 | 0 | 0 | 4 | 7 | 2 | 2 | 2 | 2 | 1 | 1 | 3 | 7 |
| C% | 3 | 0 | 0 | 3 | 5 | 3 | 2 | 3 | 3 | 5 | 4 | 2 | 3 |

Q15. Do you believe the media has treated Sarah Palin fairly, harshly, or neutral?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Fairly | 159 | 20 | 26 | 34 | 32 | 14 | 29 | 21 | 29 | 8 | 7 | 40 | 54 |
| C% | 27 | 26 | 33 | 25 | 24 | 21 | 31 | 29 | 36 | 36 | 26 | 21 | 26 |
| Harshly | 229 | 26 | 20 | 58 | 49 | 33 | 39 | 17 | 25 | 8 | 12 | 93 | 74 |
| C% | 38 | 34 | 25 | 42 | 36 | 49 | 41 | 23 | 31 | 36 | 44 | 49 | 35 |
| Neutral | 177 | 25 | 29 | 37 | 44 | 17 | 22 | 31 | 23 | 4 | 6 | 45 | 68 |
| C% | 30 | 33 | 37 | 27 | 32 | 25 | 23 | 42 | 29 | 18 | 22 | 24 | 32 |
| Undecided | 25 | 3 | 4 | 5 | 7 | 2 | 4 | 1 | 2 | 2 | 2 | 7 | 11 |
| C% | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 1 | 3 | 9 | 7 | 4 | 5 |
| Refused | 2 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| C% | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| None | 8 | 2 | 0 | 2 | 3 | 1 | 0 | 3 | 1 | 0 | 0 | 2 | 2 |
| C% | 1 | 3 | 0 | 1 | 2 | 1 | 0 | 4 | 1 | 0 | 0 | 1 | 1 |

Q16. Which one of the following issues matters most in deciding your vote for president?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Taxes | 34 | 5 | 6 | 9 | 9 | 1 | 2 | 3 | 1 | 1 | 3 | 12 | 14 |
| C% | 6 | 7 | 8 | 7 | 7 | 1 | 2 | 4 | 1 | 5 | 11 | 6 | 7 |
| Education | 17 | 3 | 6 | 3 | 1 | 0 | 4 | 0 | 2 | 4 | 1 | 2 | 8 |
| C% | 3 | 4 | 8 | 2 | 1 | 0 | 4 | 0 | 3 | 18 | 4 | 1 | 4 |
| Iraq War | 65 | 7 | 6 | 12 | 9 | 8 | 23 | 8 | 7 | 1 | 5 | 18 | 26 |
| C% | 11 | 9 | 8 | 9 | 7 | 12 | 24 | 11 | 9 | 5 | 19 | 10 | 12 |
| Terrorism | 51 | 2 | 4 | 16 | 14 | 6 | 8 | 3 | 5 | 3 | 4 | 18 | 18 |
| C% | 9 | 3 | 5 | 12 | 10 | 9 | 9 | 4 | 6 | 14 | 15 | 10 | 9 |
| Economy/Jobs | 282 | 37 | 39 | 63 | 68 | 35 | 36 | 34 | 46 | 8 | 7 | 94 | 93 |
| C% | 47 | 49 | 49 | 46 | 50 | 52 | 38 | 47 | 58 | 36 | 26 | 50 | 44 |
| Moral values | 55 | 8 | 6 | 11 | 12 | 7 | 7 | 6 | 3 | 3 | 3 | 18 | 22 |
| C% | 9 | 11 | 8 | 8 | 9 | 10 | 7 | 8 | 4 | 14 | 11 | 10 | 10 |
| Healthcare | 48 | 6 | 4 | 11 | 9 | 7 | 11 | 9 | 8 | 0 | 3 | 15 | 13 |
| C% | 8 | 8 | 5 | 8 | 7 | 10 | 12 | 12 | 10 | 0 | 11 | 8 | 6 |
| Other | 30 | 7 | 3 | 9 | 8 | 3 | 0 | 8 | 2 | 1 | 0 | 10 | 9 |
| C% | 5 | 9 | 4 | 7 | 6 | 4 | 0 | 11 | 3 | 5 | 0 | 5 | 4 |
| Undecided | 16 | 1 | 5 | 3 | 4 | 0 | 3 | 2 | 6 | 1 | 1 | 1 | 5 |
| C% | 3 | 1 | 6 | 2 | 3 | 0 | 3 | 3 | 8 | 5 | 4 | 1 | 2 |
| Refused | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

Q17. Which of the following comes closest to your views on the Iraq War?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Immediate withdrawal of all U.S. troops | 98 | 8 | 13 | 17 | 23 | 13 | 24 | 10 | 16 | 7 | 0 | 21 | 44 |
| C% | 16 | 11 | 16 | 12 | 17 | 19 | 26 | 14 | 20 | 32 | 0 | 11 | 21 |
| One-year timeline to gradually withdraw | 249 | 33 | 34 | 53 | 72 | 16 | 37 | 30 | 31 | 2 | 12 | 71 | 103 |
| C% | 42 | 43 | 43 | 39 | 53 | 24 | 39 | 41 | 39 | 9 | 44 | 38 | 49 |
| Leaving troops for as long as necessary | 236 | 33 | 27 | 61 | 41 | 38 | 30 | 32 | 30 | 13 | 13 | 89 | 59 |
| C% | 39 | 43 | 34 | 45 | 30 | 57 | 32 | 44 | 38 | 59 | 48 | 47 | 28 |
| Undecided | 16 | 2 | 5 | 5 | 0 | 0 | 3 | 1 | 3 | 0 | 2 | 6 | 4 |
| C% | 3 | 3 | 6 | 4 | 0 | 0 | 3 | 1 | 4 | 0 | 7 | 3 | 2 |
| Refused | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |

Q18. Do you support a universal healthcare system administered by the government or one run by expanding competition among private insurance companies?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|----------------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Government run | 203 | 28 | 26 | 47 | 51 | 14 | 34 | 27 | 22 | 8 | 10 | 55 | 81 |
| C% | 34 | 37 | 33 | 34 | 38 | 21 | 36 | 37 | 28 | 36 | 37 | 29 | 39 |
| Expanded competition | 289 | 35 | 41 | 75 | 58 | 33 | 40 | 33 | 42 | 9 | 12 | 103 | 90 |
| C% | 48 | 46 | 52 | 55 | 43 | 49 | 43 | 45 | 53 | 41 | 44 | 55 | 43 |
| Undecided | 102 | 12 | 12 | 15 | 25 | 19 | 18 | 13 | 16 | 5 | 5 | 28 | 35 |
| C% | 17 | 16 | 15 | 11 | 18 | 28 | 19 | 18 | 20 | 23 | 19 | 15 | 17 |
| Refused | 6 | 1 | 0 | 0 | 2 | 1 | 2 | 0 | 0 | 0 | 0 | 2 | 4 |
| C% | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 2 |

Q19. Overall, which candidate do you trust more - Barack Obama or John McCain?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 273 | 42 | 36 | 56 | 64 | 22 | 49 | 37 | 40 | 8 | 8 | 76 | 104 |
| C% | 46 | 55 | 46 | 41 | 47 | 33 | 52 | 51 | 50 | 36 | 30 | 40 | 50 |
| McCain | 267 | 29 | 36 | 62 | 60 | 41 | 33 | 29 | 35 | 12 | 15 | 92 | 84 |
| C% | 45 | 38 | 46 | 45 | 44 | 61 | 35 | 40 | 44 | 55 | 56 | 49 | 40 |
| Undecided | 59 | 4 | 7 | 19 | 12 | 4 | 12 | 7 | 5 | 2 | 4 | 19 | 22 |
| C% | 10 | 5 | 9 | 14 | 9 | 6 | 13 | 10 | 6 | 9 | 15 | 10 | 10 |
| Refused | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |

Q20. Regardless of how you would vote, how comfortable would you be with Barack Obama as president?

===== BANNER 6 =====

| | | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | | |
|------------------------|----|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|-----|
| Total | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | |
| Total | | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | | 91 | 12 | 13 | 17 | 31 | 6 | 12 | 15 | 11 | 3 | 4 | 17 | 41 |
| | C% | 15 | 16 | 16 | 12 | 23 | 9 | 13 | 21 | 14 | 14 | 15 | 9 | 20 |
| Very comfortable | | 153 | 20 | 25 | 33 | 28 | 12 | 32 | 21 | 26 | 5 | 4 | 40 | 57 |
| | C% | 26 | 26 | 32 | 24 | 21 | 18 | 34 | 29 | 33 | 23 | 15 | 21 | 27 |
| Somewhat comfortable | | 141 | 21 | 15 | 37 | 35 | 10 | 21 | 17 | 19 | 4 | 4 | 48 | 49 |
| | C% | 24 | 28 | 19 | 27 | 26 | 15 | 22 | 23 | 24 | 18 | 15 | 26 | 23 |
| Not at all comfortable | | 194 | 21 | 25 | 46 | 39 | 32 | 25 | 19 | 24 | 10 | 13 | 71 | 57 |
| | C% | 32 | 28 | 32 | 34 | 29 | 48 | 27 | 26 | 30 | 45 | 48 | 38 | 27 |
| Undecided | | 21 | 2 | 1 | 4 | 3 | 7 | 4 | 1 | 0 | 0 | 2 | 12 | 6 |
| | C% | 4 | 3 | 1 | 3 | 2 | 10 | 4 | 1 | 0 | 0 | 7 | 6 | 3 |

Q21. Regardless of how you would vote, how comfortable would you be with John McCain as president?

===== BANNER 6 =====

| | | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|------------------------|-----|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| Total | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Extremely comfortable | 67 | 4 | 6 | 18 | 10 | 18 | 10 | 9 | 6 | 4 | 6 | 27 | 15 |
| C% | 11 | 5 | 8 | 13 | 7 | 27 | 11 | 12 | 8 | 18 | 22 | 14 | 7 |
| Very comfortable | 148 | 18 | 24 | 37 | 32 | 18 | 17 | 11 | 21 | 5 | 7 | 58 | 46 |
| C% | 25 | 24 | 30 | 27 | 24 | 27 | 18 | 15 | 26 | 23 | 26 | 31 | 22 |
| Somewhat comfortable | 165 | 28 | 17 | 38 | 41 | 10 | 26 | 18 | 21 | 8 | 6 | 51 | 61 |
| C% | 28 | 37 | 22 | 28 | 30 | 15 | 28 | 25 | 26 | 36 | 22 | 27 | 29 |
| Not at all comfortable | 205 | 24 | 30 | 40 | 51 | 17 | 40 | 33 | 32 | 5 | 6 | 44 | 85 |
| C% | 34 | 32 | 38 | 29 | 38 | 25 | 43 | 45 | 40 | 23 | 22 | 23 | 40 |
| Undecided | 15 | 2 | 2 | 4 | 2 | 4 | 1 | 2 | 0 | 0 | 2 | 8 | 3 |
| C% | 3 | 3 | 3 | 3 | 1 | 6 | 1 | 3 | 0 | 0 | 7 | 4 | 1 |

Q22. Which of the following comes closest to your opinion of the upcoming Presidential election:

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|--|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Most important election of my life | 215 | 16 | 30 | 54 | 60 | 16 | 34 | 18 | 26 | 5 | 12 | 64 | 90 |
| C% | 36 | 21 | 38 | 39 | 44 | 24 | 36 | 25 | 33 | 23 | 44 | 34 | 43 |
| Very important but not the most important | 287 | 39 | 34 | 60 | 63 | 40 | 46 | 45 | 44 | 16 | 14 | 79 | 89 |
| C% | 48 | 51 | 43 | 44 | 46 | 60 | 49 | 62 | 55 | 73 | 52 | 42 | 42 |
| No different than any other pres. election | 91 | 21 | 13 | 21 | 11 | 10 | 14 | 9 | 10 | 1 | 1 | 43 | 27 |
| C% | 15 | 28 | 16 | 15 | 8 | 15 | 15 | 12 | 13 | 5 | 4 | 23 | 13 |
| Not really that important to me | 5 | 0 | 2 | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 2 |
| C% | 1 | 0 | 3 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 |
| Refused | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

Q23. Which political party - if any - do you blame for the recent turmoil on Wall Street in the banking and financial sectors?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-------------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Blame Democrats | 93 | 8 | 10 | 24 | 18 | 17 | 10 | 9 | 10 | 5 | 4 | 36 | 29 |
| C% | 16 | 11 | 13 | 18 | 13 | 25 | 11 | 12 | 13 | 23 | 15 | 19 | 14 |
| Blame Republicans | 245 | 33 | 33 | 44 | 54 | 23 | 54 | 31 | 40 | 8 | 8 | 62 | 96 |
| C% | 41 | 43 | 42 | 32 | 40 | 34 | 57 | 42 | 50 | 36 | 30 | 33 | 46 |
| Neither | 164 | 24 | 21 | 48 | 33 | 14 | 24 | 21 | 15 | 5 | 8 | 60 | 55 |
| C% | 27 | 32 | 27 | 35 | 24 | 21 | 26 | 29 | 19 | 23 | 30 | 32 | 26 |
| Undecided | 95 | 11 | 15 | 20 | 30 | 13 | 5 | 12 | 15 | 4 | 6 | 29 | 29 |
| C% | 16 | 14 | 19 | 15 | 22 | 19 | 5 | 16 | 19 | 18 | 22 | 15 | 14 |
| Refused | 3 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 |
| C% | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 4 | 1 | 0 |

Q24. Do you approve or disapprove of the job George W. Bush is doing as president?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Approve | 166 | 18 | 22 | 47 | 32 | 25 | 20 | 19 | 26 | 6 | 9 | 65 | 41 |
| C% | 28 | 24 | 28 | 34 | 24 | 37 | 21 | 26 | 33 | 27 | 33 | 35 | 20 |
| Disapprove | 386 | 49 | 49 | 81 | 97 | 34 | 68 | 50 | 52 | 13 | 12 | 103 | 156 |
| C% | 64 | 64 | 62 | 59 | 71 | 51 | 72 | 68 | 65 | 59 | 44 | 55 | 74 |
| Undecided | 46 | 8 | 8 | 8 | 7 | 8 | 6 | 3 | 2 | 2 | 6 | 20 | 13 |
| C% | 8 | 11 | 10 | 6 | 5 | 12 | 6 | 4 | 3 | 9 | 22 | 11 | 6 |
| Refused | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 5 | 0 | 0 | 0 |

Q25. When all the votes are counted in November of 2008, who do you think will be our next President?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Obama | 250 | 29 | 36 | 50 | 67 | 23 | 42 | 34 | 38 | 8 | 9 | 61 | 100 |
| C% | 42 | 38 | 46 | 36 | 49 | 34 | 45 | 47 | 48 | 36 | 33 | 32 | 48 |
| McCain | 250 | 36 | 29 | 64 | 47 | 33 | 33 | 27 | 28 | 10 | 10 | 98 | 77 |
| C% | 42 | 47 | 37 | 47 | 35 | 49 | 35 | 37 | 35 | 45 | 37 | 52 | 37 |
| Undecided | 100 | 11 | 14 | 23 | 22 | 11 | 19 | 12 | 14 | 4 | 8 | 29 | 33 |
| C% | 17 | 14 | 18 | 17 | 16 | 16 | 20 | 16 | 18 | 18 | 30 | 15 | 16 |

Q26. Has anyone in your household ever served in the U.S. military?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 357 | 32 | 26 | 91 | 75 | 54 | 75 | 59 | 46 | 15 | 16 | 104 | 117 |
| C% | 60 | 42 | 33 | 66 | 55 | 81 | 80 | 81 | 58 | 68 | 59 | 55 | 56 |
| No | 243 | 44 | 53 | 46 | 61 | 13 | 19 | 14 | 34 | 7 | 11 | 84 | 93 |
| C% | 41 | 58 | 67 | 34 | 45 | 19 | 20 | 19 | 43 | 32 | 41 | 45 | 44 |

Q27. Does anyone in your household belong to a labor union?

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|-----------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 117 | 14 | 15 | 36 | 23 | 11 | 16 | 10 | 13 | 6 | 0 | 46 | 42 |
| C% | 20 | 18 | 19 | 26 | 17 | 16 | 17 | 14 | 16 | 27 | 0 | 24 | 20 |
| No | 480 | 62 | 62 | 101 | 113 | 56 | 77 | 63 | 66 | 16 | 27 | 142 | 166 |
| C% | 80 | 82 | 78 | 74 | 83 | 84 | 82 | 86 | 83 | 73 | 100 | 76 | 79 |
| Undecided | 3 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 |
| C% | 1 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |

===== BANNER 6 =====

| | Total | 18-45 | | 46-65 | | OVER 65 | | WESTERN L | | HEARTLAND | | CLARK COUNTY | |
|------------------|-------|-------|--------|-------|--------|---------|--------|-----------|--------|-----------|--------|--------------|--------|
| | | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| Total | 600 | 76 | 79 | 137 | 136 | 67 | 94 | 73 | 80 | 22 | 27 | 188 | 210 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| John Kerry | 224 | 23 | 28 | 47 | 56 | 22 | 44 | 33 | 32 | 3 | 4 | 57 | 95 |
| C% | 37 | 30 | 35 | 34 | 41 | 33 | 47 | 45 | 40 | 14 | 15 | 30 | 45 |
| George Bush | 295 | 34 | 33 | 72 | 73 | 37 | 39 | 31 | 44 | 15 | 20 | 99 | 86 |
| C% | 49 | 45 | 42 | 53 | 54 | 55 | 41 | 42 | 55 | 68 | 74 | 53 | 41 |
| Ralph Nader | 10 | 2 | 1 | 2 | 2 | 0 | 3 | 1 | 1 | 0 | 1 | 3 | 4 |
| C% | 2 | 3 | 1 | 1 | 1 | 0 | 3 | 1 | 1 | 0 | 4 | 2 | 2 |
| Michael Badnarik | 4 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 |
| C% | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| Did not vote | 43 | 13 | 12 | 7 | 3 | 3 | 5 | 6 | 2 | 2 | 1 | 15 | 17 |
| C% | 7 | 17 | 15 | 5 | 2 | 4 | 5 | 8 | 3 | 9 | 4 | 8 | 8 |
| Undecided | 12 | 2 | 1 | 3 | 1 | 2 | 3 | 2 | 0 | 1 | 0 | 4 | 5 |
| C% | 2 | 3 | 1 | 2 | 1 | 3 | 3 | 3 | 0 | 5 | 0 | 2 | 2 |
| Refused | 12 | 2 | 4 | 2 | 1 | 3 | 0 | 0 | 1 | 1 | 1 | 6 | 3 |
| C% | 2 | 3 | 5 | 1 | 1 | 4 | 0 | 0 | 1 | 5 | 4 | 3 | 1 |