

	<b>PRE- SPEECH</b>	<b>POST- SPEECH</b>	<b>CHANGE</b>
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## **THERMOMETERS**

### BARACK OBAMA

<b>Warm</b>	62	76	14
<b>Cool</b>	32	20	-12
<b>Warm - Cool</b>	30	56	26

### DEMOCRATS IN CONGRESS

<b>Warm</b>	24	46	22
<b>Cool</b>	66	48	-18
<b>Warm - Cool</b>	-42	-2	40

### REPUBLICANS IN CONGRESS

<b>Warm</b>	38	44	6
<b>Cool</b>	54	46	-8
<b>Warm - Cool</b>	-16	-2	14

### JOHN MCCAIN

<b>Warm</b>	50	x	x
<b>Cool</b>	40	x	x
<b>Warm - Cool</b>	10	x	x



**THERMOMETERS CONTD**

JOE BIDEN

<b>Warm</b>	34	X	X
<b>Cool</b>	54	X	X
<b>Warm - Cool</b>	-20	X	x

SARAH PALIN

<b>Warm</b>	30	x	x
<b>Cool</b>	58	x	x
<b>Warm - Cool</b>	-28	x	x

JIM GIBBONS

<b>Warm</b>	4	x	x
<b>Cool</b>	88	x	x
<b>Warm - Cool</b>	-84	x	x



**OBAMA APPROVAL**

<b>Total Approve</b>	68	82	14
<b>Total Disapprove</b>	28	18	-10
<b>Approve - Disapprove</b>	40	64	24

**STIMULUS SUPPORT**

<b>Total Support</b>	50	68	18
<b>Total Oppose</b>	48	32	-16
<b>Support - Oppose</b>	2	36	34



## OBAMA ATTRIBUTES

### STRONG LEADER

<b>Total Well</b>	66	76	10
<b>Total Not well</b>	32	24	-8
<b>Well - Not well</b>	34	52	18

### HAS REALISTIC SOLUTIONS TO THE COUNTRY'S PROBLEMS

<b>Total Well</b>	52	50	-2
<b>Total Not well</b>	46	46	0
<b>Well - Not well</b>	6	4	-2

### MAKES ME HOPEFUL WHEN I HEAR HIM SPEAK

<b>Total Well</b>	60	76	16
<b>Total Not well</b>	36	24	-12
<b>Well - Not well</b>	24	52	28

### CAN TRUST HIM TO MAKE THE RIGHT DECISIONS

<b>Total Well</b>	50	64	14
<b>Total Not well</b>	44	36	-8
<b>Well - Not well</b>	6	28	22

### HAS GOOD PLANS FOR THE ECONOMY

<b>Total Well</b>	50	68	18
<b>Total Not well</b>	48	30	-18
<b>Well - Not well</b>	2	38	36



**OBAMA ATTRIBUTES CONTD**  
ON YOUR SIDE

<b>Total Well</b>	62	74	12
<b>Total Not well</b>	36	22	-14
<b>Well - Not well</b>	26	52	26

TOO INEXPERIENCED TO BE PRESIDENT

<b>Total Well</b>	54	40	-14
<b>Total Not well</b>	44	48	4
<b>Well - Not well</b>	10	-8	-18

FISCALLY IRRESPONSIBLE

<b>Total Well</b>	34	40	6
<b>Total Not well</b>	56	58	2
<b>Well - Not well</b>	-22	-18	4

TAX AND SPEND LIBERAL

<b>Total Well</b>	46	42	-4
<b>Total Not well</b>	42	48	6
<b>Well - Not well</b>	4	-6	-10

PROMISES THINGS THAT SOUND GOOD BUT WON'T BE ABLE TO GET THEM DONE

<b>Total Well</b>	52	44	-8
<b>Total Not well</b>	36	50	14
<b>Well - Not well</b>	16	-6	-22



## OBAMA ISSUES

### THE ECONOMY

<b>Total Confident</b>	56	64	8
<b>Total Not Confident</b>	44	36	-8
<b>Confident - Not Confident</b>	12	28	16

### NATIONAL SECURITY

<b>Total Confident</b>	50	54	4
<b>Total Not Confident</b>	50	44	-6
<b>Confident - Not Confident</b>	0	10	10

### CREATING NEW JOBS

<b>Total Confident</b>	62	64	2
<b>Total Not Confident</b>	36	34	-2
<b>Confident - Not Confident</b>	26	30	4

### TAXES

<b>Total Confident</b>	38	64	26
<b>Total Not Confident</b>	56	34	-22
<b>Confident - Not Confident</b>	-18	30	48

### THE BANKING AND FINANCIAL CRISIS IN THE COUNTRY

<b>Total Confident</b>	36	52	16
<b>Total Not Confident</b>	60	48	-12
<b>Confident - Not Confident</b>	-24	4	28



**OBAMA ISSUES CONTD**

HEALTH CARE

<b>Total Confident</b>	46	46	0
<b>Total Not Confident</b>	52	50	-2
<b>Confident - Not Confident</b>	-6	-4	2

ENERGY

<b>Total Confident</b>	56	72	16
<b>Total Not Confident</b>	38	28	-10
<b>Confident - Not Confident</b>	18	44	26

GOVERNMENT ACCOUNTABILITY AND TRANSPARENCY

<b>Total Confident</b>	58	70	12
<b>Total Not Confident</b>	42	30	-12
<b>Confident - Not Confident</b>	16	40	24

THE FEDERAL BUDGET

<b>Total Confident</b>	42	60	18
<b>Total Not Confident</b>	52	40	-12
<b>Confident - Not Confident</b>	-10	20	30

MORTGAGE AND HOUSING CRISIS

<b>Total Confident</b>	44	60	16
<b>Total Not Confident</b>	54	38	-16
<b>Confident - Not Confident</b>	-10	22	32



**OBAMA ISSUES CONTD**

THE WAR IN IRAQ

<b>Total Confident</b>	36	54	18
<b>Total Not Confident</b>	60	44	-16
<b>Confident - Not Confident</b>	-24	10	34

RESTORING RESPECT FOR AMERICA IN THE WORLD

<b>Total Confident</b>	62	68	6
<b>Total Not Confident</b>	36	30	-6
<b>Confident - Not Confident</b>	26	38	12



## DEMOGRAPHICS

### 2008 PRESIDENTIAL VOTE

Obama	50	x	x
McCain	50	x	x
Other	0	x	x
Did not vote	0	x	x
<b>Obama - McCain</b>	<b>0</b>	<b>x</b>	<b>x</b>

### GENDER

Male	44	x	x
Female	56	x	x

### AGE

18 to 29	10	x	x
30 to 39	26	x	x
40 to 49	26	x	x
50 to 64	38	x	x
Over 64	0	x	x
<b>Under 50</b>	<b>62</b>	<b>x</b>	<b>x</b>
<b>Over 50</b>	<b>38</b>	<b>x</b>	<b>x</b>

**DEMOGRAPHICS CONTD**

## EDUCATION

High school graduate	8	x	x
Non-college post high school	2	x	x
Some college	40	x	x
College Graduate	36	x	x
Post-Graduate School	14	x	x
<b>HS or less</b>	8	x	x
<b>Some college</b>	42	x	x
<b>College grad</b>	50	x	x

## PARTY ID

Strong Democrat	6	x	x
Lean Democrat	26	x	x
Independent	22	x	x
Lean Republican	38	x	x
Strong Republican	8	x	x
Other	0	x	x
<b>Democrat</b>	32	x	x
<b>Independent</b>	22	x	x
<b>Republican</b>	46	x	x

## IDEOLOGY

Conservative	16	x	x
Moderate	68	x	x
Liberal	16	x	x

