

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west

Vote Summary ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Total Answering UNWT	(1017)	(896)	(353)	(153)	(200)	(664)	(194)	(470)	(670)	(298)	(358)	(184)	(102)
2-3-2 PARTY Dem	37	35	42	37	47	35	35	35	38	37	40	38	34
Ind	25	25	25	31	20	26	23	27	25	23	19	32	22
Rep	37	39	33	33	33	39	41	38	37	40	40	31	44
3-1-3 PARTY Dem	47	45	53	48	56	44	43	44	48	43	48	50	40
Ind	6	6	5	7	4	6	6	7	6	7	4	7	6
Rep	47	49	42	45	39	49	50	49	46	49	48	43	54
30 4WAY PRES Obama	47	45	51	46	54	45	43	45	48	46	47	49	48
McCain	48	51	45	49	43	49	51	48	47	49	48	45	50
Nader	0	0	0	0	0	0	1	0	0	0	0	0	1
Barr	2	2	1	1	1	2	2	3	2	2	3	1	-
Other candidate	1	1	1	1	0	1	1	1	1	1	0	1	1
Undecided	2	2	2	3	1	3	3	3	2	2	2	4	1
2WAY PRES Obama	47	45	51	46	54	45	43	46	48	46	47	49	49
McCain	50	52	47	49	45	51	53	51	49	51	50	46	50
Undecided	3	2	2	3	1	3	4	3	2	2	2	4	1
35 CONG Dem cand	48	46	52	49	54	46	46	46	48	44	48	49	55
Rep Cand	47	49	46	49	44	47	45	48	47	51	48	48	43
Other candidate	1	1	0	-	0	1	2	1	1	1	1	-	2
Undecided	3	3	1	1	1	4	5	3	3	3	2	2	1
35 DEM INCUMB CONG Dem	64	62	65	59	71	63	64	62	66	63	69	60	63
Rep cand	33	35	33	40	26	32	31	33	30	33	26	37	37
Other candidate	1	1	-	-	-	1	2	0	0	-	1	-	-
Undecided	2	2	1	1	2	3	2	3	3	4	3	1	-
35 REP INCUMB CONG Dem	36	35	34	28	36	37	32	38	38	34	34	31	51
Rep cand	58	59	65	69	62	55	56	55	57	60	62	65	45
Other candidate	1	1	0	-	1	2	1	2	1	2	1	-	2
Undecided	4	3	1	1	1	4	7	3	3	2	2	3	1

Vote Difference ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
2-3-2 PARTY	0	-4	10	4	14	-4	-6	-4	1	-3	0	7	-11
3-1-3 PARTY	.	-4	11	3	17	-6	-7	-5	1	-6	0	7	-14
30 4WAY PRES-McCain	-1	-6	5	-3	12	-4	-8	-3	1	-4	-1	4	-2
32 2WAY PRES Obama-McCn	-3	-7	4	-3	10	-6	-9	-5	-1	-5	-3	3	-2
35 CONG Dem-Rep	1	-3	5	-1	10	-1	2	-3	1	-7	1	2	12
DEM INCUMB CONG Dem-Rep	31	27	32	19	45	30	33	29	35	30	43	23	26
REP INCUMB CONG Dem-Rep	-22	-25	-31	-41	-26	-19	-24	-17	-19	-27	-28	-35	6

Performance ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Congress Obama Under	1	1	1	3	-1	1	3	0	0	-2	1	1	7
3-1-3 Dem Obama Under	0	.	2	2	2	-1	-1	-1	0	-2	1	2	-8
Clinton suppt/Not Obama	3	3	4	2	5	2	2	2	3	2	4	2	1

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Vote Summary ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Total Answering UNWT	(1017)	(137)	(203)	(186)	(288)	(684)	(69)	(664)	(353)	(615)	(402)	(337)	(269)	(405)	(191)	(65)
2-3-2 PARTY Dem	37	29	38	36	37	37	44	35	42	34	43	100	-	-	71	21
Ind	25	32	26	27	25	25	28	26	25	26	25	-	100	-	29	53
Rep	37	38	34	36	37	37	28	39	33	40	32	-	-	100	-	22
3-1-3 PARTY Dem	47	38	50	44	47	46	58	44	53	43	53	100	37	-	100	39
Ind	6	11	5	9	5	7	5	6	5	6	5	-	23	-	-	22
Rep	47	51	43	46	46	47	37	49	42	50	41	-	39	100	-	35
30 4WAY PRES Obama	47	44	47	47	46	47	61	45	51	43	53	90	43	5	90	21
McCain	48	51	46	48	48	48	34	49	45	51	43	7	43	93	9	40
Nader	0	-	0	0	0	0	-	0	0	0	0	0	1	-	-	2
Barr	2	2	2	1	2	2	1	2	1	2	1	-	5	1	-	10
Other candidate	1	2	1	1	1	1	1	1	1	1	1	1	2	0	0	1
Undecided	2	2	3	3	3	2	3	3	2	3	2	2	7	-	1	25
2WAY PRES Obama	47	44	47	47	46	47	62	45	51	44	53	90	44	5	90	21
McCain	50	53	48	49	50	50	35	51	47	53	44	7	47	94	9	48
Undecided	3	2	4	3	4	2	3	3	2	3	2	2	7	-	1	28
35 CONG Dem cand	48	39	49	43	48	47	59	46	52	45	52	89	41	11	82	36
Rep Cand	47	53	42	47	44	49	37	47	46	48	45	8	48	86	14	45
Other candidate	1	1	2	2	2	1	1	0	1	0	0	0	2	1	0	2
Undecided	3	2	6	5	5	2	3	4	1	4	2	2	5	1	3	12
35 DEM INCUMB CONG Dem	64	57	64	60	66	63	67	63	65	62	65	96	59	24	92	62
Rep cand	33	38	31	36	29	34	30	32	33	33	32	3	33	74	6	26
Other candidate	1	-	1	-	2	-	-	1	-	1	-	0	1	1	-	-
Undecided	2	2	3	2	2	2	3	3	1	2	2	1	4	1	2	7
35 REP INCUMB CONG Dem	36	32	38	32	37	35	53	37	34	35	38	82	30	4	74	18
Rep cand	58	59	49	53	53	60	42	55	65	57	60	12	58	93	20	58
Other candidate	1	2	2	3	2	1	1	2	0	2	1	0	2	1	1	4
Undecided	4	3	8	7	6	2	3	4	1	4	2	3	6	1	5	16

Vote Difference ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
2-3-2 PARTY	0	-9	5	0	-1	0	16	-4	10	-6	10	100	-	-100	71	-1
3-1-3 PARTY	.	-13	7	-3	1	-1	21	-6	11	-7	12	100	-2	-100	100	4
30 4WAY PRES-McCain	-1	-7	1	-2	-2	-1	28	-4	5	-7	9	84	0	-88	81	-19
32 2WAY PRES Obama-McCn	-3	-9	-1	-2	-4	-2	27	-6	4	-9	8	83	-3	-89	81	-26
35 CONG Dem-Rep	1	-14	7	-4	5	-1	21	-1	5	-3	7	81	-7	-75	69	-9
DEM INCUMB CONG Dem-Rep	31	20	33	24	38	29	36	30	32	29	34	93	26	-51	85	36
REP INCUMB CONG Dem-Rep	-22	-27	-11	-21	-16	-25	10	-19	-31	-22	-22	70	-29	-89	54	-40

Performance ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Congress Obama Under	1	-4	1	-4	2	.	-3	1	1	2	0	-2	-2	6	-7	14
3-1-3 Dem Obama Under	0	-6	3	-3	1	-1	-3	-1	2	0	1	10	-6	-5	10	17
Clinton suppt/Not Obama	3	2	3	1	2	3	3	2	4	3	3	6	3	-	5	12

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Vote Summary ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Total Answering UNWT	(1017)	(60)	(98)	(78)	(140)	(221)	(182)	(242)	(108)	(134)	(194)	(236)	(126)	(163)	(293)	(146)
2-3-2 PARTY Dem	37	63	27	47	35	36	32	35	28	40	23	38	29	49	33	42
Ind	25	37	40	18	26	27	24	27	31	24	25	26	20	19	29	23
Rep	37	-	32	35	38	37	44	38	41	36	51	36	52	32	38	34
3-1-3 PARTY Dem	47	100	42	57	44	45	42	44	41	46	31	48	35	56	44	54
Ind	6	-	9	-	8	7	3	7	6	8	6	6	5	5	6	3
Rep	47	-	48	43	47	47	55	49	52	46	63	46	60	39	50	42
30 4WAY PRES Obama	47	-	-	52	51	49	38	40	38	41	31	45	38	49	39	54
McCain	48	67	79	47	45	47	56	55	57	54	62	51	57	45	55	41
Nader	0	4	2	-	0	-	0	-	-	-	0	-	-	1	0	-
Barr	2	5	1	-	1	1	3	1	-	2	4	1	3	2	2	-
Other candidate	1	7	7	-	1	1	0	1	1	1	1	1	-	1	1	1
Undecided	2	17	12	1	2	2	2	3	3	3	2	2	1	2	3	4
2WAY PRES Obama	47	2	2	52	51	50	38	40	39	41	31	45	38	50	39	54
McCain	50	77	83	47	46	48	59	55	57	54	65	52	59	48	57	41
Undecided	3	21	15	1	3	2	3	4	3	4	2	3	1	2	3	4
35 CONG Dem cand	48	63	100	63	45	49	39	46	42	48	34	47	36	56	44	53
Rep Cand	47	27	-	35	49	47	56	49	51	48	60	50	58	43	52	42
Other candidate	1	-	-	3	0	1	1	0	1	-	1	-	1	-	-	-
Undecided	3	7	-	-	5	1	3	3	4	2	4	3	4	1	3	5
35 DEM INCUMB CONG Dem	64	77	100	63	-	61	60	57	51	62	51	65	57	76	58	74
Rep cand	33	23	-	35	-	39	39	39	41	38	41	34	36	24	38	21
Other candidate	1	-	-	3	-	-	1	-	-	-	1	-	2	-	-	-
Undecided	2	-	-	-	-	-	-	3	6	-	4	2	3	-	3	5
35 REP INCUMB CONG Dem	36	51	100	-	45	41	25	35	33	37	20	34	24	37	30	38
Rep cand	58	31	-	-	49	52	68	58	61	57	75	61	70	61	66	57
Other candidate	1	-	-	-	0	2	-	1	2	-	1	-	1	-	-	-
Undecided	4	14	-	-	5	2	4	3	3	3	3	4	4	1	3	4

Vote Difference ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
2-3-2 PARTY	0	63	-5	11	-2	-1	-12	-3	-13	5	-28	2	-23	17	-4	8
3-1-3 PARTY	.	100	-6	14	-3	-2	-13	-5	-11	0	-32	2	-24	17	-6	12
30 4WAY PRES-McCain	-1	-67	-79	5	6	2	-18	-15	-19	-12	-31	-6	-20	4	-17	13
32 2WAY PRES Obama-McCn	-3	-75	-81	5	5	2	-21	-15	-18	-13	-35	-7	-21	2	-18	13
35 CONG Dem-Rep	1	36	100	28	-3	2	-17	-4	-9	0	-26	-3	-22	14	-9	12
DEM INCUMB CONG Dem-Rep	31	54	100	28	-	22	21	18	9	25	10	31	21	53	20	54
REP INCUMB CONG Dem-Rep	-22	20	100	-	-3	-11	-43	-23	-28	-20	-55	-27	-46	-24	-36	-19

Performance ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Congress Obama Under	1	63	100	11	-5	0	1	6	4	7	3	2	-2	7	5	-1
3-1-3 Dem Obama Under	0	100	42	5	-7	-4	4	4	3	5	0	4	-3	7	5	0
Clinton suppt/Not Obama	3	51	27	5	3	1	3	4	3	5	1	5	2	5	4	5

	Total	GEN/AGE	
		Older Men	Older Women

Vote Summary ...

Total answering	(401)	(91)	(105)
Total Answering UNWT	(1017)	(299)	(314)
2-3-2 PARTY Dem	37	34	40
Ind	25	29	27
Rep	37	36	33
3-1-3 PARTY Dem	47	46	50
Ind	6	5	6
Rep	47	48	43
30 4WAY PRES Obama	47	40	46
McCain	48	54	49
Nader	0	1	-
Barr	2	1	1
Other candidate	1	1	1
Undecided	2	2	2
2WAY PRES Obama	47	41	47
McCain	50	56	50
Undecided	3	3	2
35 CONG Dem cand	48	45	52
Rep Cand	47	50	46
Other candidate	1	1	0
Undecided	3	4	1
35 DEM INCUMB CONG Dem	64	57	68
Rep cand	33	37	32
Other candidate	1	1	-
Undecided	2	4	-
35 REP INCUMB CONG Dem	36	34	39
Rep cand	58	61	56
Other candidate	1	1	1
Undecided	4	3	3

Vote Difference ...

Total answering	(401)	(91)	(105)
2-3-2 PARTY	0	-2	7
3-1-3 PARTY	.	-2	6
30 4WAY PRES-McCain	-1	-14	-2
32 2WAY PRES Obama-McCn	-3	-15	-3
35 CONG Dem-Rep	1	-5	6
DEM INCUMB CONG Dem-Rep	31	20	36
REP INCUMB CONG Dem-Rep	-22	-26	-18

Performance ...

Total answering	(401)	(91)	(105)
Congress Obama Under	1	4	5
3-1-3 Dem Obama Under	0	6	3
Clinton suppt/Not Obama	3	5	4

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q4 Voted 2004 election ...

Total answering Voted	(401) 90	(343) 100	(136) 92	(59) 93	(77) 91	(265) 90	(77) 94	(188) 88	(266) 89	(117) 89	(139) 91	(72) 93	(30) 89
Not reg/Ineligible	5	-	4	5	4	5	1	6	6	7	4	5	5
Did not vote	5	-	4	1	5	5	5	5	5	4	5	2	5
(Can't remember/DK)	0	-	0	1	-	0	-	0	0	-	-	0	-
(Ref)	0	-	0	-	0	0	-	0	0	0	0	-	-

Q6 Chance of voting in 2008 ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Almost certain	94	100	94	95	94	94	96	94	94	94	94	95	95
Probably	6	-	6	5	6	6	4	6	6	6	6	5	5

Electorate ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Strict Screener	95	100	96	98	94	94	95	94	94	96	95	97	95
Core voter	85	100	87	89	85	85	90	82	83	83	85	89	88
New presidential voter	10	-	8	7	9	10	6	12	11	11	9	7	11
Presidential only voter	15	15	14	10	17	15	18	14	15	13	14	12	22
Almost certain to vote	94	100	94	95	94	94	96	94	94	94	94	95	95
Almost cert/prob vote	100	100	100	100	100	100	100	100	100	100	100	100	100
Interest 10	82	84	80	77	82	83	82	83	83	82	82	77	85
9-10	89	91	88	86	90	90	91	89	89	89	88	85	90
8-10	94	96	94	95	94	94	96	93	94	94	95	93	91
7-10	96	97	96	97	95	96	97	95	95	96	96	95	94
6-10	96	97	97	98	96	96	98	96	96	96	97	96	94

Battleground Breaks ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Blue states	34	34	100	100	100	-	-	-	29	22	51	82	-
Deep Blue states	15	15	43	100	-	-	-	-	-	-	-	82	-
Light Blue states	19	19	57	-	100	-	-	-	29	22	51	-	-
Red States	66	66	-	-	-	100	100	100	71	78	49	18	100
Deep Red States	19	20	-	-	-	29	100	-	-	-	20	-	-
Light Red States	47	45	-	-	-	71	-	100	71	78	29	18	100
Contracted Battleground	66	64	57	-	100	71	-	100	100	100	80	18	100
Tiping points	29	28	19	-	33	34	-	49	44	100	47	-	50
Rust Belt	35	34	52	-	92	26	36	21	42	56	100	-	-
Upper Midwest	18	19	43	100	-	5	-	7	5	-	-	100	-
Libertarian West	2	2	-	-	-	2	8	-	-	-	-	-	-
Southwest	8	8	-	-	-	11	-	16	11	13	-	-	100
Border States	15	14	-	-	-	23	-	32	22	31	-	-	-
Deep South	22	22	-	-	-	33	56	24	17	-	-	-	-
New South	20	20	-	-	-	30	56	19	14	31	-	-	-
Obama ads only	30	30	-	-	-	45	97	24	17	-	20	-	-
McCain ads only	4	5	13	29	-	-	-	-	-	-	-	24	-
Both ads	66	65	87	71	100	55	3	76	83	100	80	76	100
Flipped in 2004	7	7	4	-	8	8	-	12	11	-	-	18	30
Bush 04	66	66	-	-	-	100	100	100	71	78	49	18	100
Kerry 04	34	34	100	100	100	-	-	-	29	22	51	82	-
Bush 00	62	62	4	-	8	92	100	88	65	78	49	-	70
Gore 00	38	38	96	100	92	8	-	12	35	22	51	100	30

Q7 Direction of the country ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Right direction	22	23	18	20	16	23	23	24	22	22	18	22	19
Wrong track	71	68	74	70	78	69	71	68	71	68	74	70	73
(DK/Ref)	8	9	8	10	7	8	6	8	8	11	8	8	8
Right - Wrong	-49	-45	-57	-50	-62	-45	-49	-44	-49	-46	-55	-48	-54

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q4 Voted 2004 election ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Voted	90	87	89	90	90	90	90	90	92	90	91	86	92	93	89	92
Not reg/Ineligible	5	8	4	5	3	6	7	5	4	4	5	8	2	3	7	1
Did not vote	5	4	6	4	6	4	3	5	4	5	4	6	5	3	3	7
(Can't remember/DK)	0	-	1	-	0	0	-	0	0	0	0	0	-	0	1	-
(Ref)	0	0	-	0	-	0	-	0	0	0	0	-	1	-	-	-

Q6 Chance of voting in 2008 ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Almost certain	94	92	95	96	96	93	94	94	94	95	94	94	92	96	96	87
Probably	6	8	5	4	4	7	6	6	6	5	6	6	8	4	4	13

Electorate ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Strict Screener	95	96	93	96	93	96	97	94	96	94	96	94	95	96	97	93
Core voter	85	79	85	86	87	84	90	85	87	85	86	81	84	90	85	79
New presidential voter	10	13	11	10	10	10	10	10	8	10	9	14	8	7	11	8
Presidential only voter	15	16	16	17	16	15	17	15	14	15	14	13	19	13	14	14
Almost certain to vote	94	92	95	96	96	93	94	94	94	95	94	94	92	96	96	87
Almost cert/prob vote	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Interest 10	82	83	84	84	84	82	85	83	80	83	80	85	79	82	84	53
9-10	89	94	89	92	90	89	89	90	88	90	87	89	89	89	90	73
8-10	94	94	93	94	95	94	91	94	94	95	93	94	94	94	95	83
7-10	96	96	95	96	96	96	92	96	96	96	95	96	94	97	96	85
6-10	96	97	96	97	97	96	93	96	97	97	96	96	95	98	96	88

Battleground Breaks ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Blue states	34	-	-	-	-	45	21	-	100	2	85	38	33	30	36	34
Deep Blue states	15	-	-	-	-	16	-	-	43	-	39	14	18	13	15	14
Light Blue states	19	-	-	-	-	29	21	-	57	2	47	24	15	17	20	19
Red States	66	100	100	100	100	55	79	100	-	98	15	62	67	70	64	66
Deep Red States	19	-	49	54	62	1	-	29	-	31	-	18	17	21	22	26
Light Red States	47	100	51	46	38	54	79	71	-	67	15	44	50	49	43	40
Contracted Battleground	66	100	51	46	38	83	100	71	57	69	61	68	65	66	63	59
Tipping points	29	61	-	46	-	44	-	34	19	37	17	29	26	32	25	27
Rust Belt	35	-	-	-	23	42	-	26	52	27	47	38	26	38	34	36
Upper Midwest	18	-	-	-	-	21	46	5	43	-	47	18	22	15	20	17
Libertarian West	2	-	-	-	3	1	-	2	-	3	-	1	2	2	2	2
Southwest	8	-	-	-	-	11	32	11	-	8	6	7	7	9	7	2
Border States	15	100	-	46	-	23	-	23	-	24	-	12	19	15	15	12
Deep South	22	-	100	54	74	-	-	33	-	35	-	23	23	20	23	31
New South	20	61	49	100	36	14	-	30	-	32	-	19	21	19	21	26
Obama ads only	30	-	100	54	100	-	-	45	-	48	-	29	29	30	32	39
McCain ads only	4	-	-	-	-	-	-	-	13	-	11	5	5	4	5	5
Both ads	66	100	-	46	-	100	100	55	87	52	89	66	66	66	64	55
Flipped in 2004	7	-	-	-	-	11	100	8	4	2	15	8	8	5	7	3
Bush 04	66	100	100	100	100	55	79	100	-	98	15	62	67	70	64	66
Kerry 04	34	-	-	-	-	45	21	-	100	2	85	38	33	30	36	34
Bush 00	62	100	100	100	100	49	21	92	4	100	-	57	63	67	57	63
Gore 00	38	-	-	-	-	51	79	8	96	-	100	43	37	33	43	37

Q7 Direction of the country ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Right direction	22	25	24	25	22	22	22	23	18	23	18	4	14	44	4	8
Wrong track	71	64	71	67	73	69	75	69	74	68	75	95	77	42	95	84
(DK/Ref)	8	11	5	8	5	9	3	8	8	8	7	1	9	14	2	8
Right - Wrong	-49	-38	-46	-42	-51	-47	-53	-45	-57	-45	-56	-90	-64	2	-91	-76

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q4 Voted 2004 election ...

Total answering Voted	(401) 90	(23) 89	(34) 96	(31) 92	(53) 88	(84) 90	(68) 92	(74) 98	(32) 99	(43) 97	(75) 89	(98) 90	(69) 81	(62) 91	(100) 95	(57) 89
Not reg/Ineligible	5	2	-	6	7	6	5	1	-	2	7	5	12	6	1	5
Did not vote	5	10	4	2	5	3	3	1	1	1	3	5	7	3	3	6
(Can't remember/DK)	0	-	-	-	-	-	1	0	-	1	-	0	-	-	0	-
(Ref)	0	-	-	-	-	0	-	-	-	-	-	0	-	-	0	-

Q6 Chance of voting in 2008 ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Almost certain	94	88	90	95	95	97	95	95	93	96	93	94	91	93	95	90
Probably	6	12	10	5	5	3	5	5	7	4	7	6	9	7	5	10

Electorate ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Strict Screener	95	90	96	98	95	96	96	98	99	98	97	94	93	97	97	94
Core voter	85	76	86	88	84	88	87	92	91	93	84	85	75	85	91	80
New presidential voter	10	11	4	8	12	10	8	2	1	3	11	10	19	9	5	11
Presidential only voter	15	15	13	11	15	15	17	11	12	11	13	16	20	9	11	19
Almost certain to vote	94	88	90	95	95	97	95	95	93	96	93	94	91	93	95	90
Almost cert/prob vote	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Interest 10	82	67	63	82	81	83	77	85	84	86	77	83	78	75	81	82
9-10	89	75	77	88	87	92	84	91	91	91	85	87	83	82	88	86
8-10	94	82	87	94	92	94	92	94	94	95	92	94	91	92	94	92
7-10	96	82	88	98	94	95	94	94	94	95	95	95	96	96	94	97
6-10	96	83	91	98	95	96	94	95	94	96	95	96	97	96	95	97

Battleground Breaks ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Blue states	34	44	30	58	14	28	42	36	36	36	35	35	25	61	42	37
Deep Blue states	15	15	13	23	3	21	22	16	16	16	19	17	14	28	20	14
Light Blue states	19	30	17	36	11	7	20	21	21	21	16	18	10	33	22	23
Red States	66	56	70	42	86	72	58	64	64	64	65	65	75	39	58	63
Deep Red States	19	11	22	20	11	-	16	19	17	21	18	19	17	7	19	12
Light Red States	47	45	48	22	74	72	42	44	47	42	47	46	58	32	39	51
Contracted Battleground	66	75	66	58	85	79	62	65	67	63	63	64	69	65	60	74
Tipping points	29	23	29	7	36	61	27	28	30	27	30	29	37	24	25	31
Rust Belt	35	43	37	53	29	-	42	35	32	37	35	36	36	43	35	39
Upper Midwest	18	20	14	27	3	21	35	22	21	23	24	23	20	32	27	19
Libertarian West	2	2	2	-	-	-	6	2	3	2	2	1	1	2	2	1
Southwest	8	3	9	-	23	29	8	4	4	5	5	8	10	4	5	6
Border States	15	7	13	-	23	43	7	13	10	14	12	12	13	6	12	12
Deep South	22	22	23	10	22	-	-	21	24	20	21	19	20	11	19	21
New South	20	8	17	-	29	43	-	19	16	20	18	18	17	4	18	13
Obama ads only	30	28	32	30	22	-	15	29	29	29	29	27	29	18	26	25
McCain ads only	4	5	6	7	3	21	7	4	4	3	7	4	4	10	6	2
Both ads	66	67	62	63	75	79	78	68	67	68	64	70	67	72	68	73
Flipped in 2004	7	8	4	14	17	18	16	9	11	8	7	8	7	7	8	8
Bush 04	66	56	70	42	86	72	58	64	64	64	65	65	75	39	58	63
Kerry 04	34	44	30	58	14	28	42	36	36	36	35	35	25	61	42	37
Bush 00	62	53	69	47	69	69	47	59	63	55	59	57	68	37	50	57
Gore 00	38	47	31	53	31	31	53	41	37	45	41	43	32	63	50	43

Q7 Direction of the country ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Right direction	22	9	17	19	25	18	24	20	23	18	28	17	28	14	18	15
Wrong track	71	88	73	71	70	72	68	68	66	70	63	76	67	80	72	76
(DK/Ref)	8	3	10	10	6	10	7	11	10	12	9	7	5	6	10	9
Right - Wrong	-49	-79	-55	-52	-45	-54	-44	-48	-43	-52	-35	-59	-39	-66	-54	-61

		GEN/AGE	
	Total	Older Men	Older Women

Q4 Voted 2004 election ...

Total answering	(401)	(91)	(105)
Voted	90	96	95
Not reg/Ineligible	5	1	1
Did not vote	5	4	2
(Can't remember/DK)	0	-	1
(Ref)	0	-	1

Q6 Chance of voting in 2008 ...

Total answering	(401)	(91)	(105)
Almost certain	94	94	95
Probably	6	6	5

Electorate ...

Total answering	(401)	(91)	(105)
Strict Screener	95	96	97
Core voter	85	90	90
New presidential voter	10	4	5
Presidential only voter	15	10	11
Almost certain to vote	94	94	95
Almost cert/prob vote	100	100	100
Interest 10	82	81	87
9-10	89	89	92
8-10	94	94	96
7-10	96	94	96
6-10	96	94	97

Battleground Breaks ...

Total answering	(401)	(91)	(105)
Blue states	34	38	36
Deep Blue states	15	18	14
Light Blue states	19	20	21
Red States	66	62	64
Deep Red States	19	19	18
Light Red States	47	43	46
Contracted Battleground	66	63	67
Tipping points	29	28	27
Rust Belt	35	35	32
Upper Midwest	18	21	20
Libertarian West	2	3	2
Southwest	8	6	8
Border States	15	11	16
Deep South	22	23	21
New South	20	19	20
Obama ads only	30	29	28
McCain ads only	4	7	3
Both ads	66	64	69
Flipped in 2004	7	6	9
Bush 04	66	62	64
Kerry 04	34	38	36
Bush 00	62	59	58
Gore 00	38	41	42

Q7 Direction of the country ...

Total answering	(401)	(91)	(105)
Right direction	22	25	16
Wrong track	71	66	75
(DK/Ref)	8	9	10
Right - Wrong	-49	-41	-59

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contacted	Tip ping point	Rust Belt	Upper Mid west	South west

Q8-9 Combined Concerns ...

Total answering	(201)	(167)	(65)	(31)	(34)	(135)	(43)	(92)	(126)	(53)	(61)	(39)	(18)
The economy and jobs	52	53	56	54	58	51	50	51	53	57	58	56	53
Health care	24	22	21	10	31	25	24	26	28	26	27	11	17
Energy and gas prices	23	20	20	18	23	24	24	25	24	21	18	19	23
Terrorism/natl security	20	22	21	19	22	20	22	19	20	22	24	18	24
The war in Iraq	19	17	12	16	7	22	23	22	18	19	10	16	31
Taxes and spending	15	17	15	17	14	15	14	15	15	13	19	14	14
Illegal immigration	11	12	12	11	13	11	15	9	10	11	11	11	9
Soc Sec and Medicare	10	11	12	16	9	9	4	11	10	4	7	19	7
Corruption/spec intrst	9	10	10	10	10	8	9	8	8	4	9	10	3
Moral values	7	6	10	10	9	5	10	3	5	8	10	9	3
(Other)	3	3	2	4	1	3	3	3	2	4	2	3	3
(None)	1	1	-	-	-	1	1	1	1	0	-	-	5
(DK/Ref)	3	3	4	6	2	2	1	3	3	4	3	6	2

Q8 Most Important Concern ...

Total answering	(201)	(167)	(65)	(31)	(34)	(135)	(43)	(92)	(126)	(53)	(61)	(39)	(18)
The economy and jobs	32	33	32	32	33	31	28	33	33	37	37	34	35
Terrorism/natl security	12	13	11	10	11	12	11	12	12	14	12	9	18
Health care	11	9	12	5	17	10	6	12	13	7	12	7	9
Energy and gas prices	10	9	5	2	9	12	12	11	11	9	9	5	7
The war in Iraq	7	6	4	5	3	9	11	8	6	8	4	4	11
Taxes and spending	6	7	6	6	6	6	8	5	5	6	8	5	4
Illegal immigration	6	7	7	8	6	5	8	4	5	6	6	7	5
Soc Sec and Medicare	5	5	6	9	4	4	2	5	5	2	2	11	3
Moral values	4	4	7	9	5	3	6	2	3	4	5	7	3
Corruption/spec intrst	4	4	4	3	5	4	6	3	3	1	4	3	-
(Other)	2	1	2	3	1	2	1	2	2	3	0	2	-
(None)	1	1	-	-	-	1	1	1	1	0	-	-	5
(DK/Ref)	2	2	3	6	-	2	-	2	2	3	2	6	-

Q9 Next Most Important Concern ...

Total answering	(201)	(167)	(65)	(31)	(34)	(135)	(43)	(92)	(126)	(53)	(61)	(39)	(18)
The economy and jobs	21	20	24	22	25	19	22	18	20	20	22	23	18
Energy and gas prices	14	11	15	16	14	13	13	13	13	12	10	14	16
Health care	13	13	9	4	14	15	17	14	14	19	16	5	8
The war in Iraq	12	11	8	11	4	14	12	14	12	11	6	12	20
Taxes and spending	9	10	9	10	8	9	6	10	9	7	11	9	9
Terrorism/natl security	9	10	10	9	11	8	10	7	8	8	12	8	6
Illegal immigration	5	5	5	3	7	5	7	5	6	5	6	4	4
Soc Sec and Medicare	5	6	6	7	5	5	2	6	6	2	5	8	5
Corruption/spec intrst	5	6	6	7	5	4	3	5	5	3	5	7	3
Moral values	3	3	3	1	4	2	4	1	2	4	5	2	-
(Other)	2	2	2	3	1	2	3	2	2	4	2	2	3
(DK/Ref)	1	1	1	-	2	1	1	1	1	1	1	-	2

Q10 Bush job approval ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Strongly approve	18	19	15	15	16	19	21	18	17	18	18	16	15
Somewhat approve	19	19	20	25	16	19	16	20	19	21	18	22	23
Somewhat disapprove	11	10	9	9	9	12	14	12	11	11	13	8	11
Strongly disapprove	48	47	54	48	58	46	44	47	50	46	47	51	48
(DK/Ref)	4	4	2	3	1	4	6	4	3	4	3	4	3
Total approve	37	38	35	40	31	37	37	38	36	39	37	37	38
Total disapprove	60	58	63	56	67	58	57	59	61	57	60	59	59
Approve - disapprove	-23	-19	-27	-16	-36	-21	-21	-21	-25	-18	-24	-22	-21

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q8-9 Combined Concerns ...

Total answering	(201)	(30)	(48)	(45)	(64)	(127)	(16)	(135)	(65)	(124)	(77)	(73)	(51)	(76)	(41)	(15)
The economy and jobs	52	53	42	48	45	54	61	51	56	49	58	66	52	40	75	56
Health care	24	27	29	28	26	23	17	25	21	27	18	37	22	13	37	24
Energy and gas prices	23	31	28	28	25	23	26	24	20	24	21	27	22	20	29	21
Terrorism/natl security	20	21	15	20	19	20	21	20	21	21	19	6	17	36	3	12
The war in Iraq	19	29	22	29	21	18	27	22	12	21	15	23	15	17	20	15
Taxes and spending	15	6	18	8	19	13	4	15	15	16	14	11	18	16	8	21
Illegal immigration	11	7	13	13	13	11	9	11	12	11	11	4	10	18	4	12
Soc Sec and Medicare	10	8	8	3	8	12	15	9	12	8	14	9	10	11	12	12
Corruption/spec intrst	9	4	15	6	12	7	3	8	10	8	9	4	14	10	5	19
Moral values	7	-	6	6	7	7	3	5	10	5	9	5	3	11	2	3
(Other)	3	7	2	5	3	3	-	3	2	3	2	3	5	2	1	-
(None)	1	-	1	1	0	1	4	1	-	0	1	1	-	1	2	-
(DK/Ref)	3	2	1	2	1	4	2	2	4	2	4	2	5	2	1	2

Q8 Most Important Concern ...

Total answering	(201)	(30)	(48)	(45)	(64)	(127)	(16)	(135)	(65)	(124)	(77)	(73)	(51)	(76)	(41)	(15)
The economy and jobs	32	32	25	29	25	33	30	31	32	30	34	43	35	19	52	35
Terrorism/natl security	12	13	9	11	11	12	14	12	11	12	11	2	10	22	1	11
Health care	11	14	11	7	9	11	9	10	12	11	10	19	8	4	15	15
Energy and gas prices	10	11	14	12	14	8	18	12	5	11	7	8	9	12	9	14
The war in Iraq	7	11	8	13	9	6	6	9	4	9	5	12	4	5	6	5
Taxes and spending	6	3	9	5	9	5	-	6	6	7	5	3	6	9	2	2
Illegal immigration	6	4	7	7	7	5	5	5	7	6	6	3	5	10	2	4
Soc Sec and Medicare	5	3	4	3	4	6	9	4	6	3	7	5	6	4	8	3
Moral values	4	-	4	3	4	4	1	3	7	3	6	2	1	8	2	2
Corruption/spec intrst	4	3	7	4	6	3	-	4	4	4	4	-	8	5	1	6
(Other)	2	6	1	3	1	2	-	2	2	2	1	-	5	1	-	-
(None)	1	-	1	1	0	1	4	1	-	0	1	1	-	1	2	-
(DK/Ref)	2	1	0	1	0	3	2	2	3	1	3	1	5	1	1	2

Q9 Next Most Important Concern ...

Total answering	(201)	(30)	(48)	(45)	(64)	(127)	(16)	(135)	(65)	(124)	(77)	(73)	(51)	(76)	(41)	(15)
The economy and jobs	21	21	17	19	20	21	31	19	24	19	24	22	18	21	23	20
Energy and gas prices	14	20	14	16	12	15	8	13	15	13	15	20	14	8	20	8
Health care	13	13	18	20	17	12	8	15	9	17	8	18	14	9	22	9
The war in Iraq	12	17	13	15	11	12	20	14	8	12	11	11	11	12	14	9
Taxes and spending	9	4	9	3	9	8	4	9	9	9	8	8	12	7	6	19
Terrorism/natl security	9	9	5	9	8	8	6	8	10	9	9	4	7	14	2	2
Illegal immigration	5	3	7	6	7	5	5	5	5	5	5	1	6	9	2	8
Soc Sec and Medicare	5	5	4	-	4	6	6	5	6	5	6	4	4	7	4	9
Corruption/spec intrst	5	1	8	2	6	4	3	4	6	4	6	4	6	5	4	13
Moral values	3	-	3	3	3	2	2	2	3	2	3	3	2	3	-	1
(Other)	2	4	1	3	2	2	-	2	2	2	1	3	2	1	1	-
(DK/Ref)	1	1	1	1	0	1	-	1	1	1	1	1	-	1	-	-

Q10 Bush job approval ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Strongly approve	18	19	19	20	19	18	14	19	15	19	16	1	10	40	0	4
Somewhat approve	19	21	15	16	16	20	8	19	20	19	19	3	19	36	4	15
Somewhat disapprove	11	11	12	10	14	10	12	12	9	12	10	7	16	12	8	34
Strongly disapprove	48	43	51	48	47	49	63	46	54	45	54	88	49	8	86	37
(DK/Ref)	4	6	3	5	5	3	3	4	2	4	3	1	6	5	1	10
Total approve	37	40	34	36	35	38	23	37	35	38	34	4	29	75	4	19
Total disapprove	60	54	63	59	61	59	75	58	63	57	63	95	66	20	94	71
Approve - disapprove	-23	-14	-28	-23	-26	-22	-52	-21	-27	-19	-29	-91	-37	55	-90	-52

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q8-9 Combined Concerns ...

Total answering	(201)	(8)	(18)	(14)	(30)	(45)	(35)	(37)	(16)	(21)	(37)	(51)	(37)	(32)	(49)	(26)
The economy and jobs	52	45	39	52	46	58	57	46	53	40	45	52	55	65	45	52
Health care	24	24	21	26	28	22	18	20	14	24	21	23	26	18	19	28
Energy and gas prices	23	30	30	23	27	23	22	22	22	21	31	28	34	23	27	23
Terrorism/natl security	20	23	26	30	25	26	18	21	27	16	23	15	18	22	18	10
The war in Iraq	19	9	17	10	19	29	17	16	17	16	14	15	13	13	15	18
Taxes and spending	15	16	14	14	17	9	14	11	9	12	13	9	11	12	11	17
Illegal immigration	11	14	12	21	7	10	13	15	18	13	22	9	11	11	16	6
Soc Sec and Medicare	10	20	14	9	8	4	15	21	17	24	11	16	6	10	20	14
Corruption/spec intrst	9	14	14	9	5	2	10	8	7	10	7	8	1	7	12	10
Moral values	7	6	4	2	3	3	10	4	2	6	7	8	13	14	4	10
(Other)	3	-	3	3	4	5	1	3	4	3	1	4	-	5	5	2
(None)	1	-	2	-	2	2	1	1	-	3	-	2	2	-	1	1
(DK/Ref)	3	-	-	-	3	3	2	6	5	7	2	4	4	-	3	5

Q8 Most Important Concern ...

Total answering	(201)	(8)	(18)	(14)	(30)	(45)	(35)	(37)	(16)	(21)	(37)	(51)	(37)	(32)	(49)	(26)
The economy and jobs	32	36	31	28	28	34	33	28	34	23	31	28	32	35	28	36
Terrorism/natl security	12	11	20	13	15	16	9	11	15	8	13	9	10	15	10	5
Health care	11	13	12	13	9	7	9	11	7	14	5	10	7	7	9	14
Energy and gas prices	10	6	8	11	17	10	9	9	11	7	16	12	20	10	10	8
The war in Iraq	7	4	3	6	5	12	3	3	3	2	5	2	5	4	2	-
Taxes and spending	6	5	2	5	7	3	7	3	2	3	5	4	4	5	5	4
Illegal immigration	6	8	6	14	3	7	8	9	11	7	13	3	4	8	10	2
Soc Sec and Medicare	5	10	6	4	3	3	10	12	6	18	2	11	2	2	10	11
Moral values	4	3	3	2	2	3	6	3	-	5	3	7	10	9	2	6
Corruption/spec intrst	4	3	5	4	4	-	5	4	4	5	5	6	1	4	9	8
(Other)	2	-	3	-	2	3	-	2	2	2	-	3	-	1	3	-
(None)	1	-	2	-	2	2	1	1	-	3	-	2	2	-	1	1
(DK/Ref)	2	-	-	-	3	2	2	4	5	4	2	3	3	-	2	4

Q9 Next Most Important Concern ...

Total answering	(201)	(8)	(18)	(14)	(30)	(45)	(35)	(37)	(16)	(21)	(37)	(51)	(37)	(32)	(49)	(26)
The economy and jobs	21	8	8	24	18	24	24	18	19	17	14	24	23	30	18	16
Energy and gas prices	14	23	22	12	10	13	13	13	11	14	15	16	15	13	17	14
Health care	13	11	10	14	19	14	9	8	6	10	16	14	19	11	10	14
The war in Iraq	12	5	15	4	14	17	14	14	14	14	8	12	8	9	13	18
Taxes and spending	9	12	12	10	9	6	7	8	7	9	7	6	7	7	6	13
Terrorism/natl security	9	12	7	17	10	10	9	9	12	7	11	6	7	8	8	5
Illegal immigration	5	7	6	7	4	3	5	6	8	5	9	6	7	2	7	4
Soc Sec and Medicare	5	10	8	5	5	1	6	9	12	6	10	6	4	8	10	2
Corruption/spec intrst	5	11	10	5	1	2	5	4	3	5	3	2	-	3	3	2
Moral values	3	3	1	-	1	-	4	2	2	2	4	1	3	6	2	4
(Other)	2	-	-	3	2	4	1	2	2	2	1	2	-	3	2	2
(DK/Ref)	1	-	-	-	-	2	-	2	-	3	-	1	1	-	1	1

Q10 Bush job approval ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Strongly approve	18	1	13	20	17	13	19	20	19	21	24	17	24	12	19	13
Somewhat approve	19	18	22	23	18	21	21	18	21	16	22	22	22	22	21	23
Somewhat disapprove	11	19	21	9	11	10	15	12	13	10	13	13	17	10	11	15
Strongly disapprove	48	56	38	48	52	51	41	47	43	50	38	45	34	53	46	47
(DK/Ref)	4	6	6	1	3	4	4	3	3	3	4	3	3	4	3	3
Total approve	37	19	35	42	35	35	41	38	40	37	46	40	46	34	40	36
Total disapprove	60	75	60	56	62	61	56	59	57	60	50	58	50	62	57	61
Approve - disapprove	-23	-56	-25	-14	-28	-26	-15	-20	-17	-23	-4	-18	-4	-29	-17	-25

	Total	GEN/AGE	
		Older Men	Older Women

Q8-9 Combined Concerns ...

	(201)	(42)	(53)
Total answering	52	44	52
The economy and jobs	24	18	24
Health care	23	27	20
Energy and gas prices	20	27	14
Terrorism/natl security	19	16	19
The war in Iraq	15	15	12
Taxes and spending	11	17	12
Illegal immigration	10	13	17
Soc Sec and Medicare	9	11	12
Corruption/spec intrst	7	4	3
Moral values	3	3	4
(Other)	1	-	1
(None)	3	2	3
(DK/Ref)			

Q8 Most Important Concern ...

	(201)	(42)	(53)
Total answering	32	26	29
The economy and jobs	12	16	9
Terrorism/natl security	11	9	12
Health care	10	12	7
Energy and gas prices	7	5	6
The war in Iraq	6	8	5
Taxes and spending	6	10	6
Illegal immigration	5	5	10
Soc Sec and Medicare	4	2	3
Moral values	4	4	7
Corruption/spec intrst	2	1	3
(Other)	1	-	1
(None)	2	2	2
(DK/Ref)			

Q9 Next Most Important Concern ...

	(201)	(42)	(53)
Total answering	21	18	23
The economy and jobs	14	15	13
Energy and gas prices	13	9	12
Health care	12	11	14
The war in Iraq	9	7	7
Taxes and spending	9	12	5
Terrorism/natl security	5	7	6
Illegal immigration	5	7	7
Soc Sec and Medicare	5	7	5
Corruption/spec intrst	3	3	1
Moral values	2	2	2
(Other)	1	-	1
(DK/Ref)			

Q10 Bush job approval ...

	(401)	(91)	(105)
Total Answering	18	17	18
Strongly approve	19	21	17
Somewhat approve	11	10	9
Somewhat disapprove	48	49	53
Strongly disapprove	4	4	2
(DK/Ref)			
Total approve	37	38	35
Total disapprove	60	58	63
Approve - disapprove	-23	-21	-27

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west

Q11-28 Summary: Thermometers...Means ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
17 Democratic Incumbent	55.2	55.2	54.5	49.0	60.2	55.9	49.4	59.1	59.6	58.7	59.7	49.4	43.3
17 Republican Incumbent	52.4	53.6	55.1	59.9	52.8	51.4	52.0	51.2	51.6	51.6	52.3	59.2	47.9
21 The N.R.A.	52.4	52.0	49.4	51.3	47.9	54.0	57.3	52.7	51.3	54.2	52.2	49.2	57.9
15 Barack Obama	52.1	51.8	56.6	54.9	57.9	49.7	50.7	49.4	51.9	49.4	52.5	55.4	49.3
20 Sarah Palin	52.0	53.2	49.0	53.0	46.1	53.5	54.4	53.1	51.1	53.4	52.5	51.2	50.2
22 Pro-life groups	50.6	50.6	49.8	52.3	47.9	51.1	54.4	49.8	49.2	50.7	53.4	51.7	43.7
16 John McCain	50.3	51.8	47.2	47.6	46.9	51.8	52.4	51.6	50.2	50.8	49.0	46.2	53.3
12 Dem Party	49.8	49.1	51.7	49.3	53.6	48.8	46.9	49.6	50.8	48.3	49.5	50.9	44.6
19 Joe Biden	49.1	49.1	53.0	48.1	56.6	47.2	44.9	48.1	50.6	47.1	50.1	48.7	48.1
14 Dem Congress	45.3	44.3	46.6	43.9	48.7	44.6	41.7	45.7	46.6	45.8	46.0	45.7	39.2
11 Rep Party	45.1	46.0	41.4	43.0	40.2	47.0	52.4	44.8	43.5	45.4	45.4	41.7	45.6
25 Big corporations	42.2	43.7	41.7	42.2	41.3	42.5	47.1	40.6	40.8	42.5	42.5	39.9	39.2
27 Immigration	41.5	41.0	44.8	43.9	45.5	39.8	41.9	39.0	40.9	38.0	41.9	43.4	40.6
18 Reps in Congress	41.2	41.8	38.2	41.4	35.7	42.8	45.2	41.8	40.0	40.2	40.9	40.6	41.4
23 NAFTA	40.6	41.0	38.7	39.2	38.3	41.5	38.5	42.7	41.4	41.8	39.4	40.4	42.9
24 The Iraq War	38.5	39.5	34.7	35.3	34.3	40.4	41.7	39.9	38.3	40.9	39.1	34.9	39.0
13 George W. Bush	37.3	38.9	34.4	36.4	32.9	38.7	41.6	37.6	36.2	38.0	38.1	35.3	35.9
26 Gay marriage	34.0	34.3	37.7	35.6	39.3	32.1	30.3	32.9	34.7	32.6	33.1	35.4	43.0
28 State of econ	33.9	34.1	31.1	33.5	29.4	35.3	36.5	34.8	33.2	34.4	32.3	33.8	37.2

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
11 Rep Party Warm	38	40	34	37	31	40	48	37	35	37	38	34	40
Cool	45	44	50	47	53	43	37	45	47	45	45	49	45
Neutral	15	14	15	16	15	15	14	16	16	15	15	16	15
ID	99	99	99	99	100	98	99	98	98	98	98	99	100
Don't ID	1	1	1	1	0	2	1	2	2	2	2	1	-
Warm - Cool	-7	-5	-17	-10	-22	-2	11	-8	-12	-8	-7	-14	-6
Mean	45.1	46.0	41.4	43.0	40.2	47.0	52.4	44.8	43.5	45.4	45.4	41.7	45.6
12 Dem Party Warm	42	40	43	37	47	41	41	41	43	40	42	39	36
Cool	41	43	39	42	37	42	44	42	41	44	42	39	49
Neutral	16	15	17	20	15	15	15	15	15	15	15	21	14
ID	99	99	99	99	100	98	99	98	99	99	99	99	99
Don't ID	1	1	1	1	-	2	1	2	1	1	1	1	1
Warm - Cool	0	-3	4	-5	10	-1	-3	-1	2	-5	0	1	-13
Mean	49.8	49.1	51.7	49.3	53.6	48.8	46.9	49.6	50.8	48.3	49.5	50.9	44.6
13 George W. Bush Warm	34	36	32	37	29	35	36	35	33	35	35	34	34
Cool	57	55	61	56	65	54	50	56	59	55	57	58	58
Neutral	9	9	6	7	6	10	14	8	7	8	8	8	9
ID	99	100	100	99	100	99	100	99	99	99	99	100	100
Don't ID	1	0	0	1	-	1	-	1	1	1	1	0	-
Warm - Cool	-22	-18	-29	-19	-35	-19	-14	-22	-26	-20	-22	-24	-24
Mean	37.3	38.9	34.4	36.4	32.9	38.7	41.6	37.6	36.2	38.0	38.1	35.3	35.9

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q11-28 Summary: Thermometers...Means ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
17 Democratic Incumbent	55.2	65.6	54.5	52.7	55.2	56.0	58.9	55.9	54.5	56.7	53.6	68.3	48.1	42.7	61.3	54.0
17 Republican Incumbent	52.4	52.7	49.9	50.5	49.6	53.8	53.8	51.4	55.1	51.1	54.8	32.7	52.8	65.7	40.4	49.9
21 The N.R.A.	52.4	54.9	51.6	55.1	52.7	52.7	46.0	54.0	49.4	54.3	49.3	34.7	50.9	70.9	35.2	49.3
15 Barack Obama	52.1	46.7	54.0	51.1	53.2	51.2	59.6	49.7	56.6	49.0	57.1	82.3	51.0	21.5	78.0	54.1
20 Sarah Palin	52.0	53.9	51.9	52.4	52.6	51.8	40.8	53.5	49.0	54.2	48.3	21.0	51.9	81.0	21.4	50.8
22 Pro-life groups	50.6	50.1	48.8	48.1	51.3	50.8	44.7	51.1	49.8	51.0	50.0	36.6	46.6	66.7	35.9	42.8
16 John McCain	50.3	54.0	51.5	52.6	51.3	50.1	45.8	51.8	47.2	52.6	46.4	20.6	51.5	79.4	26.1	50.5
12 Dem Party	49.8	49.8	52.0	49.6	51.3	48.9	57.2	48.8	51.7	48.2	52.4	78.5	44.7	23.4	70.4	43.9
19 Joe Biden	49.1	45.0	51.7	46.5	50.1	48.6	55.6	47.2	53.0	46.9	52.9	74.2	47.3	24.5	72.9	46.1
14 Dem Congress	45.3	43.0	48.4	44.5	46.6	44.7	50.4	44.6	46.6	44.3	46.9	71.5	39.2	22.3	64.7	44.2
11 Rep Party	45.1	47.0	46.9	49.6	48.0	43.9	36.5	47.0	41.4	47.6	41.2	19.0	41.3	74.7	22.0	41.2
25 Big corporations	42.2	40.0	45.2	44.6	44.5	41.3	35.0	42.5	41.7	43.5	40.0	30.6	40.6	55.1	32.5	38.9
27 Immigration	41.5	35.7	42.8	40.4	42.1	41.4	47.9	39.8	44.8	39.7	44.5	46.4	40.6	37.3	46.6	47.8
18 Reps in Congress	41.2	43.2	41.1	40.8	43.2	40.4	36.2	42.8	38.2	43.2	38.0	19.0	38.6	65.9	21.7	43.0
23 NAFTA	40.6	40.9	43.5	43.1	41.2	40.3	39.6	41.5	38.7	41.1	39.7	37.3	38.0	45.8	37.7	39.6
24 The Iraq War	38.5	41.7	38.5	41.7	39.1	38.8	31.6	40.4	34.7	40.9	34.5	16.0	35.3	63.3	17.2	38.4
13 George W. Bush	37.3	38.8	37.2	37.5	38.8	37.0	28.6	38.7	34.4	39.3	33.9	10.7	32.5	67.4	13.1	36.1
26 Gay marriage	34.0	28.1	33.3	31.5	32.0	34.7	44.9	32.1	37.7	32.3	36.8	50.4	35.1	17.1	45.2	35.8
28 State of econ	33.9	37.0	32.9	37.3	32.9	34.7	37.9	35.3	31.1	34.9	32.1	20.6	31.0	49.2	19.8	32.7

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
11 Rep Party Warm	38	37	42	41	44	36	23	40	34	41	33	7	27	76	7	14
Cool	45	42	45	42	42	46	54	43	50	42	50	81	47	7	79	44
Neutral	15	19	13	16	13	17	23	15	15	15	16	11	24	14	13	39
ID	99	97	99	99	99	99	100	98	99	98	99	99	99	98	99	97
Don't ID	1	3	1	1	1	1	-	2	1	2	1	1	1	2	1	3
Warm - Cool	-7	-5	-3	-2	2	-11	-30	-2	-17	-1	-17	-74	-20	69	-72	-30
Mean	45.1	47.0	46.9	49.6	48.0	43.9	36.5	47.0	41.4	47.6	41.2	19.0	41.3	74.7	22.0	41.2
12 Dem Party Warm	42	37	48	43	46	40	52	41	43	41	43	82	30	8	74	16
Cool	41	43	39	41	39	42	26	42	39	44	38	8	41	76	12	35
Neutral	16	18	12	15	13	17	21	15	17	14	18	10	28	14	13	46
ID	99	98	99	99	98	99	99	98	99	98	99	100	99	98	99	96
Don't ID	1	2	1	1	2	1	1	2	1	2	1	0	1	2	1	4
Warm - Cool	0	-5	9	1	7	-3	26	-1	4	-3	5	74	-11	-68	62	-19
Mean	49.8	49.8	52.0	49.6	51.3	48.9	57.2	48.8	51.7	48.2	52.4	78.5	44.7	23.4	70.4	43.9
13 George W. Bush Warm	34	38	32	32	35	34	22	35	32	36	31	5	24	71	4	17
Cool	57	52	57	55	55	57	70	54	61	54	62	92	63	17	91	64
Neutral	9	9	11	13	11	8	8	10	6	9	7	3	13	12	5	17
ID	99	99	100	100	100	99	100	99	100	99	100	100	99	99	100	99
Don't ID	1	1	-	0	-	1	-	1	0	1	0	0	1	1	-	1
Warm - Cool	-22	-15	-25	-23	-20	-23	-48	-19	-29	-17	-31	-87	-39	54	-86	-47
Mean	37.3	38.8	37.2	37.5	38.8	37.0	28.6	38.7	34.4	39.3	33.9	10.7	32.5	67.4	13.1	36.1

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q11-28 Summary: Thermometers...Means ...

	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Total Answering	55.2	62.4	61.5	56.2	-	53.1	55.4	53.5	48.8	58.5	48.3	55.9	52.2	58.6	50.9	58.7
17 Democratic Incumbent	52.4	41.1	36.8	-	49.9	47.9	53.6	55.2	58.6	52.9	54.4	53.2	51.7	51.4	55.0	51.6
17 Republican Incumbent	52.4	51.5	58.0	51.8	49.2	51.2	58.1	49.4	51.2	48.0	65.7	53.8	63.9	53.4	56.8	47.1
21 The N.R.A.	52.1	40.8	36.4	58.8	53.7	52.3	47.1	47.7	47.9	47.5	38.0	49.8	41.6	57.4	46.2	54.7
15 Barack Obama	52.0	61.7	63.5	44.5	53.4	48.4	56.3	54.4	56.8	52.6	63.8	52.6	61.7	48.5	55.0	47.3
20 Sarah Palin	50.6	42.5	50.6	47.4	48.3	44.0	54.0	52.0	51.7	52.3	56.2	51.8	56.7	49.4	51.9	48.7
22 Pro-life groups	50.3	58.0	64.3	47.5	53.6	50.7	53.6	54.2	53.8	54.5	58.8	51.5	58.5	45.4	52.8	48.2
16 John McCain	49.8	42.9	40.7	52.4	50.4	51.0	43.8	47.2	44.8	48.9	37.2	51.0	42.5	54.1	46.2	56.2
12 Dem Party	49.1	42.9	38.4	53.1	53.1	49.1	44.2	47.3	46.4	48.0	37.9	49.0	40.1	54.6	45.0	52.9
19 Joe Biden	45.3	45.1	40.0	48.7	46.6	43.9	40.3	40.0	37.1	42.2	35.5	47.2	45.7	47.9	39.0	51.6
14 Dem Congress	45.1	43.6	52.1	42.8	46.5	43.6	48.4	46.1	44.4	47.3	50.0	47.7	52.9	40.2	46.6	45.3
11 Rep Party	42.2	34.9	39.2	35.6	43.1	39.5	39.5	41.0	47.3	36.1	42.9	39.8	44.2	42.0	38.2	41.1
25 Big corporations	41.5	38.8	37.1	44.8	44.7	39.9	39.3	37.1	38.2	36.3	32.3	38.3	38.3	39.4	34.4	41.1
27 Immigration	41.2	41.9	46.8	41.8	41.3	38.9	46.3	40.5	38.5	42.1	46.1	42.7	50.6	37.6	40.7	41.2
18 Reps in Congress	40.6	29.7	33.8	37.7	43.5	41.6	36.0	38.0	38.9	37.1	33.3	40.2	41.2	34.7	34.4	40.6
23 NAFTA	38.5	35.3	39.1	36.0	41.1	37.1	39.4	36.2	39.5	33.8	45.4	39.5	47.9	36.4	38.9	32.9
14 The Iraq War	37.3	29.6	40.2	39.7	37.0	33.6	41.1	39.2	38.7	39.7	42.5	40.2	46.1	31.9	38.5	36.2
13 George W. Bush	34.0	31.5	29.3	38.7	39.6	38.4	24.9	24.5	22.2	26.1	22.0	37.9	36.6	35.9	26.2	41.0
26 Gay marriage	33.9	22.3	29.5	27.9	36.9	34.4	32.9	32.4	36.3	29.4	37.9	32.1	39.2	29.2	32.0	30.8
28 State of econ																

Q11-28 Summary: Thermometers ...

	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Total Answering	38	24	40	37	39	34	42	39	37	40	44	42	47	34	41	41
11 Rep Party Warm	45	39	31	46	46	48	37	43	47	41	36	41	34	51	42	43
Cool	15	37	28	15	14	16	18	16	15	16	18	14	16	15	15	12
Neutral	99	100	99	99	99	98	98	98	99	97	98	97	96	99	98	96
ID	1	-	1	1	1	2	2	2	1	3	2	3	4	1	2	4
Don't ID	-7	-15	9	-9	-8	-14	5	-5	-10	-1	7	1	13	-16	-1	-2
Warm - Cool	45.1	43.6	52.1	42.8	46.5	43.6	48.4	46.1	44.4	47.3	50.0	47.7	52.9	40.2	46.6	45.3
Mean																
12 Dem Party Warm	42	22	16	44	43	43	31	37	37	37	27	41	34	51	35	46
Cool	41	37	45	41	37	41	47	44	46	42	55	38	45	36	46	29
Neutral	16	41	38	13	19	15	21	16	13	18	16	19	20	12	16	22
ID	99	100	98	99	99	99	99	97	96	97	98	98	98	99	97	97
Don't ID	1	-	2	1	1	1	1	3	4	3	2	2	2	1	3	3
Warm - Cool	0	-15	-29	3	6	1	-16	-7	-10	-5	-27	3	-11	15	-11	18
Mean	49.8	42.9	40.7	52.4	50.4	51.0	43.8	47.2	44.8	48.9	37.2	51.0	42.5	54.1	46.2	56.2
13 George W. Bush Warm	34	18	29	39	35	32	35	35	34	36	37	38	42	31	35	32
Cool	57	67	50	54	57	60	53	54	53	54	49	51	45	62	53	57
Neutral	9	14	19	7	7	7	11	9	11	7	13	10	12	6	11	10
ID	99	99	98	100	98	100	99	98	99	98	99	99	99	99	99	98
Don't ID	1	1	2	-	2	0	1	2	1	2	1	1	1	1	1	2
Warm - Cool	-22	-49	-21	-14	-22	-28	-18	-18	-19	-18	-13	-13	-3	-31	-18	-25
Mean	37.3	29.6	40.2	39.7	37.0	33.6	41.1	39.2	38.7	39.7	42.5	40.2	46.1	31.9	38.5	36.2

		GEN/AGE	
	Total	Older Men	Older Women

Q11-28 Summary: Thermometers...Means ...

	(401)	(91)	(105)
Total Answering			
17 Democratic Incumbent	55.2	47.3	61.0
17 Republican Incumbent	52.4	52.9	53.7
21 The N.R.A.	52.4	55.2	48.7
15 Barack Obama	52.1	47.9	52.2
20 Sarah Palin	52.0	53.5	50.8
22 Pro-life groups	50.6	50.3	49.2
16 John McCain	50.3	50.4	51.6
12 Dem Party	49.8	44.3	52.2
19 Joe Biden	49.1	45.6	50.9
14 Dem Congress	45.3	37.9	44.4
11 Rep Party	45.1	42.9	45.1
25 Big corporations	42.2	42.6	38.5
27 Immigration	41.5	36.8	38.1
18 Reps in Congress	41.2	37.2	40.0
23 NAFTA	40.6	37.1	38.6
24 The Iraq War	38.5	38.6	36.6
13 George W. Bush	37.3	35.9	36.3
26 Gay marriage	34.0	23.7	32.6
28 State of econ	33.9	34.3	31.2

Q11-28 Summary: Thermometers ...

	(401)	(91)	(105)
Total Answering			
11 Rep Party Warm	38	36	38
Cool	45	49	45
Neutral	15	15	14
ID	99	100	98
Don't ID	1	0	2
Warm - Cool	-7	-13	-7
Mean	45.1	42.9	45.1
12 Dem Party Warm	42	36	42
Cool	41	49	38
Neutral	16	13	18
ID	99	99	98
Don't ID	1	1	2
Warm - Cool	0	-13	3
Mean	49.8	44.3	52.2
13 George W. Bush Warm	34	32	33
Cool	57	58	58
Neutral	9	9	7
ID	99	100	99
Don't ID	1	0	1
Warm - Cool	-22	-26	-25
Mean	37.3	35.9	36.3

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
14 Dem Congress Warm	36	35	38	32	42	35	32	37	38	38	38	36	30
Cool	43	45	44	48	41	43	43	43	43	43	42	44	57
Neutral	18	18	17	19	16	18	19	17	17	17	16	19	12
ID	97	97	99	99	99	96	94	97	98	98	95	99	99
Don't ID	3	3	1	1	1	4	6	3	2	2	5	1	1
Warm - Cool	-7	-10	-6	-15	1	-8	-11	-7	-4	-6	-4	-9	-26
Mean	45.3	44.3	46.6	43.9	48.7	44.6	41.7	45.7	46.6	45.8	46.0	45.7	39.2
15 Barack Obama Warm	46	46	52	47	56	43	46	43	46	44	48	49	45
Cool	40	41	34	37	32	43	41	43	40	44	39	35	41
Neutral	12	11	12	15	10	12	11	12	12	10	11	15	12
ID	98	99	99	99	99	98	98	98	98	98	98	98	98
Don't ID	2	1	1	1	1	2	2	2	2	2	2	2	2
Warm - Cool	7	6	18	11	24	1	4	0	6	0	9	14	3
Mean	52.1	51.8	56.6	54.9	57.9	49.7	50.7	49.4	51.9	49.4	52.5	55.4	49.3
16 John McCain Warm	49	51	44	43	45	51	52	51	49	49	48	42	55
Cool	41	40	45	44	45	40	38	41	42	42	42	46	40
Neutral	9	8	10	11	9	8	7	8	9	8	8	12	6
ID	99	99	99	99	99	99	98	99	99	99	99	99	100
Don't ID	1	1	1	1	1	1	2	1	1	1	1	1	-
Warm - Cool	7	11	0	-1	0	11	14	10	7	8	6	-4	15
Mean	50.3	51.8	47.2	47.6	46.9	51.8	52.4	51.6	50.2	50.8	49.0	46.2	53.3
17 Dem Incumbent Warm	37	38	38	34	43	36	28	40	41	44	43	34	25
Cool	24	24	32	38	26	18	23	14	19	22	21	34	35
Neutral	16	16	14	15	13	18	14	20	17	10	12	16	23
ID	77	77	84	87	82	71	64	75	78	76	75	85	82
Don't ID	23	23	16	13	18	29	36	25	22	24	25	15	18
Warm - Cool	13	14	6	-4	16	18	5	26	22	22	22	0	-10
Mean	55.2	55.2	54.5	49.0	60.2	55.9	49.4	59.1	59.6	58.7	59.7	49.4	43.3
17 Rep Incumbent Warm	35	38	40	44	39	33	31	33	34	35	35	42	38
Cool	24	24	28	24	29	23	20	24	25	26	26	24	36
Neutral	18	19	17	15	18	19	20	18	18	16	16	19	13
ID	77	81	85	83	86	75	72	76	78	77	77	84	88
Don't ID	23	19	15	17	14	25	28	24	22	23	23	16	12
Warm - Cool	10	14	13	19	10	9	11	9	9	9	9	18	2
Mean	52.4	53.6	55.1	59.9	52.8	51.4	52.0	51.2	51.6	51.6	52.3	59.2	47.9
18 Reps in Congr Wrm	31	31	27	31	24	33	35	32	30	30	31	29	34
Cool	49	49	54	49	57	47	44	48	50	49	48	52	50
Neutral	17	17	17	17	17	17	18	17	17	18	16	16	16
ID	97	97	98	98	98	96	97	96	97	96	95	97	100
Don't ID	3	3	2	2	2	4	3	4	3	4	5	3	-
Warm - Cool	-18	-17	-26	-18	-32	-14	-9	-16	-21	-19	-17	-23	-16
Mean	41.2	41.8	38.2	41.4	35.7	42.8	45.2	41.8	40.0	40.2	40.9	40.6	41.4
19 Joe Biden Warm	37	39	42	37	47	35	35	35	38	33	36	38	32
Cool	37	38	34	40	29	39	44	36	34	36	34	38	37
Neutral	13	11	11	8	13	14	11	15	14	13	13	8	21
ID	87	88	87	85	89	87	89	86	87	83	83	85	91
Don't ID	13	12	13	15	11	13	11	14	13	17	17	15	9
Warm - Cool	0	1	9	-3	18	-4	-9	-2	4	-3	2	0	-5
Mean	49.1	49.1	53.0	48.1	56.6	47.2	44.9	48.1	50.6	47.1	50.1	48.7	48.1
20 Sarah Palin Warm	44	46	42	44	40	45	48	44	43	46	46	41	42
Cool	36	35	40	33	44	35	35	34	37	33	36	35	39
Neutral	10	10	9	9	8	11	10	11	10	12	10	10	11
ID	90	91	90	87	92	91	93	90	90	91	91	86	92
Don't ID	10	9	10	13	8	9	7	10	10	9	9	14	8
Warm - Cool	8	11	2	11	-4	11	13	10	6	14	10	6	3
Mean	52.0	53.2	49.0	53.0	46.1	53.5	54.4	53.1	51.1	53.4	52.5	51.2	50.2

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
14 Dem Congress Warm	36	29	42	35	38	35	45	35	38	35	39	73	23	8	64	20
Cool	43	44	38	40	39	45	36	43	44	44	43	7	50	76	12	37
Neutral	18	24	17	23	18	18	17	18	17	18	17	18	25	12	22	36
ID	97	97	97	99	95	98	99	96	99	96	99	98	98	96	98	94
Don't ID	3	3	3	1	5	2	1	4	1	4	1	2	2	4	2	6
Warm - Cool	-7	-15	3	-5	-1	-10	9	-8	-6	-9	-4	65	-26	-68	52	-17
Mean	45.3	43.0	48.4	44.5	46.6	44.7	50.4	44.6	46.6	44.3	46.9	71.5	39.2	22.3	64.7	44.2
15 Barack Obama Warm	46	38	48	45	47	46	56	43	52	43	52	86	41	10	81	38
Cool	40	46	39	41	39	40	27	43	34	44	33	6	36	77	6	18
Neutral	12	15	11	12	11	12	14	12	12	11	14	7	20	12	12	37
ID	98	99	98	99	98	98	98	98	99	98	99	99	97	98	100	93
Don't ID	2	1	2	1	2	2	2	2	1	2	1	1	3	2	0	7
Warm - Cool	7	-8	9	4	8	5	29	1	18	-1	19	79	5	-67	75	21
Mean	52.1	46.7	54.0	51.1	53.2	51.2	59.6	49.7	56.6	49.0	57.1	82.3	51.0	21.5	78.0	54.1
16 John McCain Warm	49	51	50	49	51	48	44	51	44	52	43	10	49	88	14	42
Cool	41	37	41	41	40	42	50	40	45	39	46	81	36	5	73	24
Neutral	9	11	8	8	7	9	7	8	10	8	10	8	14	6	13	26
ID	99	99	99	98	99	99	100	99	99	99	99	99	99	99	99	92
Don't ID	1	1	1	2	1	1	-	1	1	1	1	1	1	1	1	8
Warm - Cool	7	14	9	9	11	7	-6	11	0	13	-3	-71	12	83	-59	19
Mean	50.3	54.0	51.5	52.6	51.3	50.1	45.8	51.8	47.2	52.6	46.4	20.6	51.5	79.4	26.1	50.5
17 Dem Incumbent Warm	37	42	29	28	31	40	44	36	38	37	37	49	29	26	46	31
Cool	24	12	16	21	16	26	24	18	32	19	30	12	32	36	16	28
Neutral	16	22	22	15	19	14	11	18	14	16	16	14	22	14	18	19
ID	77	77	67	64	65	80	79	71	84	72	83	75	83	76	80	77
Don't ID	23	23	33	36	35	20	21	29	16	28	17	25	17	24	20	23
Warm - Cool	13	30	14	7	15	14	20	18	6	17	7	38	-3	-10	29	3
Mean	55.2	65.6	54.5	52.7	55.2	56.0	58.9	55.9	54.5	56.7	53.6	68.3	48.1	42.7	61.3	54.0
17 Rep Incumbent Warm	35	35	28	30	29	37	42	33	40	32	41	12	32	54	19	36
Cool	24	22	19	21	22	25	31	23	28	23	28	41	19	15	39	28
Neutral	18	21	22	22	21	17	18	19	17	19	17	19	23	15	21	13
ID	77	78	70	74	71	80	90	75	85	73	86	72	74	84	79	77
Don't ID	23	22	30	26	29	20	10	25	15	27	14	28	26	16	21	23
Warm - Cool	10	13	9	9	7	12	10	9	13	9	12	-29	13	40	-19	8
Mean	52.4	52.7	49.9	50.5	49.6	53.8	53.8	51.4	55.1	51.1	54.8	32.7	52.8	65.7	40.4	49.9
18 Reps in Congr Wrm	31	31	30	28	34	29	25	33	27	33	27	7	19	63	4	12
Cool	49	48	48	51	46	50	59	47	54	46	54	82	54	12	80	38
Neutral	17	19	19	20	17	18	15	17	17	17	17	10	23	21	14	38
ID	97	97	97	99	96	97	99	96	98	96	98	98	96	96	98	88
Don't ID	3	3	3	1	4	3	1	4	2	4	2	2	4	4	2	12
Warm - Cool	-18	-16	-17	-22	-12	-21	-33	-14	-26	-13	-27	-75	-35	51	-76	-26
Mean	41.2	43.2	41.1	40.8	43.2	40.4	36.2	42.8	38.2	43.2	38.0	19.0	38.6	65.9	21.7	43.0
19 Joe Biden Warm	37	31	42	37	40	36	51	35	42	35	42	68	34	9	68	24
Cool	37	43	36	42	37	37	28	39	34	39	33	9	40	63	9	27
Neutral	13	16	13	13	12	14	10	14	11	13	12	9	15	15	11	29
ID	87	90	91	93	88	86	89	87	87	87	87	87	88	86	88	79
Don't ID	13	10	9	7	12	14	11	13	13	13	13	13	12	14	12	21
Warm - Cool	0	-12	7	-5	3	-1	24	-4	9	-5	9	59	-6	-55	59	-2
Mean	49.1	45.0	51.7	46.5	50.1	48.6	55.6	47.2	53.0	46.9	52.9	74.2	47.3	24.5	72.9	46.1
20 Sarah Palin Warm	44	46	44	46	45	44	32	45	42	47	40	9	41	81	9	22
Cool	36	34	38	37	36	36	49	35	40	34	40	68	34	7	70	17
Neutral	10	15	6	10	9	10	6	11	9	10	9	11	12	7	11	33
ID	90	94	88	93	90	91	87	91	90	91	89	88	87	95	89	72
Don't ID	10	6	12	7	10	9	13	9	10	9	11	12	13	5	11	28
Warm - Cool	8	12	6	9	9	8	-17	11	2	13	-1	-58	8	74	-61	5
Mean	52.0	53.9	51.9	52.4	52.6	51.8	40.8	53.5	49.0	54.2	48.3	21.0	51.9	81.0	21.4	50.8

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q11-28 Summary: Thermometers ...

	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
14 Dem Congress Warm	36	32	23	39	39	34	28	30	27	32	26	39	38	42	29	44
Cool	43	35	50	43	41	45	49	48	52	45	57	39	43	40	50	29
Neutral	18	31	24	14	19	20	19	19	19	18	14	19	16	17	17	23
ID	97	98	97	96	99	99	96	97	98	96	98	96	98	98	96	96
Don't ID	3	2	3	4	1	1	4	3	2	4	2	4	2	2	4	4
Warm - Cool	-7	-3	-27	-4	-3	-11	-21	-18	-25	-13	-31	0	-5	2	-21	15
Mean	45.3	45.1	40.0	48.7	46.6	43.9	40.3	40.0	37.1	42.2	35.5	47.2	45.7	47.9	39.0	51.6
15 Barack Obama Warm	46	23	22	56	50	48	40	39	42	37	32	43	37	55	38	48
Cool	40	36	50	33	36	40	45	45	47	44	55	41	50	34	46	33
Neutral	12	32	26	10	13	11	12	13	9	17	10	14	12	10	13	17
ID	98	91	98	99	99	98	97	98	98	98	97	98	98	99	97	98
Don't ID	2	9	2	1	1	2	3	2	2	2	3	2	2	1	3	2
Warm - Cool	7	-13	-29	23	14	8	-5	-6	-5	-7	-24	1	-13	21	-7	15
Mean	52.1	40.8	36.4	58.8	53.7	52.3	47.1	47.7	47.9	47.5	38.0	49.8	41.6	57.4	46.2	54.7
16 John McCain Warm	49	63	68	50	53	49	54	52	51	53	55	53	58	44	52	48
Cool	41	19	14	40	44	44	35	37	38	37	28	39	32	46	35	44
Neutral	9	14	16	10	4	7	10	10	11	9	17	7	10	11	12	7
ID	99	97	98	100	100	100	99	99	100	99	100	99	99	100	99	99
Don't ID	1	3	2	-	-	0	1	1	-	1	-	1	1	-	1	1
Warm - Cool	7	44	54	11	9	5	20	15	13	16	27	14	26	-2	17	4
Mean	50.3	58.0	64.3	47.5	53.6	50.7	53.6	54.2	53.8	54.5	58.8	51.5	58.5	45.4	52.8	48.2
17 Dem Incumbent Warm	37	41	52	39	-	36	41	35	38	33	35	30	27	42	33	42
Cool	24	20	18	24	-	33	24	29	38	22	32	21	20	21	29	19
Neutral	16	18	18	21	-	14	12	15	13	17	21	16	15	22	20	10
ID	77	79	89	84	-	83	77	80	88	72	87	67	63	85	83	70
Don't ID	23	21	11	16	-	17	23	20	12	28	13	33	37	15	17	30
Warm - Cool	13	20	34	15	-	3	17	6	0	11	3	9	7	21	4	23
Mean	55.2	62.4	61.5	56.2	-	53.1	55.4	53.5	48.8	58.5	48.3	55.9	52.2	58.6	50.9	58.7
17 Rep Incumbent Warm	35	30	21	-	32	34	34	40	46	36	39	32	29	35	40	34
Cool	24	38	39	-	24	32	25	28	27	29	28	22	25	28	23	24
Neutral	18	14	21	-	16	18	17	20	18	21	11	22	15	16	19	24
ID	77	82	81	-	72	84	76	88	92	86	79	76	69	79	83	82
Don't ID	23	18	19	-	28	16	24	12	8	14	21	24	31	21	17	18
Warm - Cool	10	-8	-18	-	8	2	9	12	19	6	12	10	3	7	17	10
Mean	52.4	41.1	36.8	-	49.9	47.9	53.6	55.2	58.6	52.9	54.4	53.2	51.7	51.4	55.0	51.6
18 Reps in Congr Wrm	31	16	26	31	35	29	35	27	28	26	36	31	42	30	28	28
Cool	49	42	40	48	49	54	44	51	55	47	43	46	36	56	49	47
Neutral	17	34	30	17	14	16	17	19	14	23	20	20	19	12	20	17
ID	97	92	97	96	98	99	96	96	97	96	98	96	97	98	97	92
Don't ID	3	8	3	4	2	1	4	4	3	4	2	4	3	2	3	8
Warm - Cool	-18	-26	-14	-17	-14	-25	-9	-24	-28	-21	-7	-15	6	-25	-21	-19
Mean	41.2	41.9	46.8	41.8	41.3	38.9	46.3	40.5	38.5	42.1	46.1	42.7	50.6	37.6	40.7	41.2
19 Joe Biden Warm	37	24	23	45	44	41	28	40	43	37	24	33	21	46	34	36
Cool	37	35	45	34	32	38	38	40	43	37	48	33	36	31	42	28
Neutral	13	27	21	6	12	12	12	12	8	14	15	15	15	13	14	15
ID	87	86	88	85	88	92	78	91	94	89	87	80	72	90	90	79
Don't ID	13	14	12	15	12	8	22	9	6	11	13	20	28	10	10	21
Warm - Cool	0	-11	-22	11	12	3	-9	0	-1	0	-24	.	-16	15	-8	8
Mean	49.1	42.9	38.4	53.1	53.1	49.1	44.2	47.3	46.4	48.0	37.9	49.0	40.1	54.6	45.0	52.9
20 Sarah Palin Warm	44	47	53	41	45	42	50	46	50	44	55	45	51	42	48	37
Cool	36	13	14	43	36	41	28	34	33	35	21	33	24	40	31	36
Neutral	10	18	21	7	10	12	11	10	8	12	11	11	11	11	11	12
ID	90	78	88	91	91	94	88	91	91	91	87	89	86	93	90	85
Don't ID	10	22	12	9	9	6	12	9	9	9	13	11	14	7	10	15
Warm - Cool	8	33	39	-2	9	1	22	12	17	9	33	11	27	2	17	1
Mean	52.0	61.7	63.5	44.5	53.4	48.4	56.3	54.4	56.8	52.6	63.8	52.6	61.7	48.5	55.0	47.3

		GEN/AGE	
	Total	Older Men	Older Women

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(91)	(105)
14 Dem Congress Warm	36	29	34
Cool	43	53	42
Neutral	18	16	20
ID	97	98	96
Don't ID	3	2	4
Warm - Cool	-7	-25	-8
Mean	45.3	37.9	44.4
15 Barack Obama Warm	46	42	45
Cool	40	46	39
Neutral	12	10	14
ID	98	98	98
Don't ID	2	2	2
Warm - Cool	7	-4	6
Mean	52.1	47.9	52.2
16 John McCain Warm	49	48	51
Cool	41	40	40
Neutral	9	12	7
ID	99	100	99
Don't ID	1	0	1
Warm - Cool	7	8	11
Mean	50.3	50.4	51.6
17 Dem Incumbent Warm	37	34	42
Cool	24	36	20
Neutral	16	17	16
ID	77	87	78
Don't ID	23	13	22
Warm - Cool	13	-2	22
Mean	55.2	47.3	61.0
17 Rep Incumbent Warm	35	45	38
Cool	24	28	25
Neutral	18	14	19
ID	77	87	82
Don't ID	23	13	18
Warm - Cool	10	17	13
Mean	52.4	52.9	53.7
18 Reps in Congr Wrm	31	27	26
Cool	49	55	50
Neutral	17	16	19
ID	97	99	96
Don't ID	3	1	4
Warm - Cool	-18	-28	-24
Mean	41.2	37.2	40.0
19 Joe Biden Warm	37	38	41
Cool	37	45	35
Neutral	13	11	14
ID	87	94	89
Don't ID	13	6	11
Warm - Cool	0	-7	6
Mean	49.1	45.6	50.9
20 Sarah Palin Warm	44	47	46
Cool	36	36	38
Neutral	10	8	8
ID	90	91	93
Don't ID	10	9	7
Warm - Cool	8	12	8
Mean	52.0	53.5	50.8

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
21 The N.R.A. Warm	42	42	38	42	35	44	47	43	40	43	40	38	54
Cool	33	35	38	38	38	31	25	34	35	29	31	39	27
Neutral	19	17	20	18	22	18	19	17	19	22	19	18	16
ID	94	94	96	97	94	93	91	94	94	94	90	95	97
Don't ID	6	6	4	3	6	7	9	6	6	6	10	5	3
Warm - Cool	8	8	0	4	-3	13	22	9	5	13	8	-1	27
Mean	52.4	52.0	49.4	51.3	47.9	54.0	57.3	52.7	51.3	54.2	52.2	49.2	57.9
22 Pro-life groups Warm	39	40	37	39	35	40	43	40	38	41	45	38	33
Cool	38	39	39	37	42	38	32	40	41	38	34	37	45
Neutral	19	18	21	22	20	18	20	18	19	18	18	23	18
ID	97	97	97	97	97	97	94	98	98	97	97	98	95
Don't ID	3	3	3	3	3	3	6	2	2	3	3	2	5
Warm - Cool	1	1	-3	2	-6	3	11	-1	-2	2	11	0	-13
Mean	50.6	50.6	49.8	52.3	47.9	51.1	54.4	49.8	49.2	50.7	53.4	51.7	43.7
23 NAFTA Warm	22	23	19	19	20	24	20	25	23	24	21	20	33
Cool	43	42	49	48	50	40	40	40	43	40	46	46	35
Neutral	25	26	23	24	23	27	24	27	26	28	22	24	27
ID	91	90	91	91	92	90	85	92	92	92	90	90	95
Don't ID	9	10	9	9	8	10	15	8	8	8	10	10	5
Warm - Cool	-21	-19	-30	-29	-30	-16	-20	-15	-19	-16	-25	-26	-2
Mean	40.6	41.0	38.7	39.2	38.3	41.5	38.5	42.7	41.4	41.8	39.4	40.4	42.9
24 The Iraq War Warm	32	33	25	25	26	35	36	34	32	34	32	26	39
Cool	53	52	58	55	60	50	47	52	54	50	52	57	53
Neutral	13	13	14	16	12	13	15	12	12	13	13	15	8
ID	98	98	97	97	97	98	98	98	98	98	97	98	99
Don't ID	2	2	3	3	3	2	2	2	2	2	3	2	1
Warm - Cool	-21	-18	-32	-30	-34	-15	-10	-18	-22	-16	-20	-31	-14
Mean	38.5	39.5	34.7	35.3	34.3	40.4	41.7	39.9	38.3	40.9	39.1	34.9	39.0
25 Big corporatns Warm	28	31	27	28	27	29	34	27	27	29	28	24	30
Cool	44	43	46	44	48	43	38	46	46	44	45	48	48
Neutral	23	22	23	23	22	23	23	23	23	23	21	23	19
ID	96	96	96	95	97	96	95	96	96	96	94	95	97
Don't ID	4	4	4	5	3	4	5	4	4	4	6	5	3
Warm - Cool	-16	-12	-19	-16	-21	-14	-3	-19	-19	-15	-17	-24	-18
Mean	42.2	43.7	41.7	42.2	41.3	42.5	47.1	40.6	40.8	42.5	42.5	39.9	39.2
26 Gay marriage Warm	23	24	26	25	27	22	20	23	24	20	22	25	32
Cool	55	55	51	52	50	57	60	56	54	55	56	53	45
Neutral	18	17	18	20	17	18	16	19	18	21	16	19	18
ID	96	96	95	97	93	97	96	97	96	97	94	97	95
Don't ID	4	4	5	3	7	3	4	3	4	3	6	3	5
Warm - Cool	-32	-31	-25	-27	-23	-35	-40	-33	-30	-35	-34	-27	-13
Mean	34.0	34.3	37.7	35.6	39.3	32.1	30.3	32.9	34.7	32.6	33.1	35.4	43.0
27 Immigration Warm	25	25	28	26	30	24	25	23	25	22	27	26	26
Cool	45	46	41	41	41	47	42	49	47	50	45	43	46
Neutral	24	23	26	26	25	23	27	21	23	20	22	25	24
ID	94	93	95	93	96	94	95	94	95	92	94	94	96
Don't ID	6	7	5	7	4	6	5	6	5	8	6	6	4
Warm - Cool	-20	-21	-13	-16	-11	-23	-17	-26	-21	-28	-18	-18	-19
Mean	41.5	41.0	44.8	43.9	45.5	39.8	41.9	39.0	40.9	38.0	41.9	43.4	40.6
28 State of econ Warm	22	23	19	20	18	24	22	25	23	24	20	22	31
Cool	63	63	68	64	71	60	56	61	64	62	66	63	61
Neutral	15	14	12	16	10	16	22	14	13	14	14	15	8
ID	100	100	99	99	99	100	100	100	100	100	100	100	100
Don't ID	0	0	1	1	1	-	-	-	0	0	0	0	-
Warm - Cool	-40	-40	-49	-44	-53	-36	-34	-36	-41	-38	-46	-41	-30
Mean	33.9	34.1	31.1	33.5	29.4	35.3	36.5	34.8	33.2	34.4	32.3	33.8	37.2

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
21 The N.R.A. Warm	42	42	42	44	42	42	36	44	38	44	38	21	39	65	19	37
Cool	33	31	35	28	32	33	43	31	38	31	37	53	36	12	53	34
Neutral	19	24	17	25	17	20	15	18	20	17	21	19	20	17	21	21
ID	94	97	95	97	91	95	94	93	96	93	95	92	96	94	94	91
Don't ID	6	3	5	3	9	5	6	7	4	7	5	8	4	6	6	9
Warm - Cool	8	11	8	16	10	9	-7	13	0	13	1	-32	3	53	-34	3
Mean	52.4	54.9	51.6	55.1	52.7	52.7	46.0	54.0	49.4	54.3	49.3	34.7	50.9	70.9	35.2	49.3
22 Pro-life groups Warm	39	41	33	33	39	40	32	40	37	41	36	21	32	62	20	29
Cool	38	43	39	40	36	38	49	38	39	38	39	53	41	22	56	42
Neutral	19	15	24	22	20	19	17	18	21	18	22	20	24	15	19	25
ID	97	98	96	96	95	97	99	97	97	97	97	95	97	99	95	96
Don't ID	3	2	4	4	5	3	1	3	3	3	3	5	3	1	5	4
Warm - Cool	1	-2	-5	-7	3	2	-17	3	-3	3	-2	-32	-9	40	-36	-13
Mean	50.6	50.1	48.8	48.1	51.3	50.8	44.7	51.1	49.8	51.0	50.0	36.6	46.6	66.7	35.9	42.8
23 NAFTA Warm	22	19	26	22	24	22	21	24	19	23	20	16	21	29	17	24
Cool	43	43	34	34	38	45	49	40	49	41	46	47	51	33	50	44
Neutral	25	31	29	35	25	25	23	27	23	26	24	28	20	26	25	23
ID	91	93	89	91	87	92	93	90	91	90	91	92	91	89	91	91
Don't ID	9	7	11	9	13	8	7	10	9	10	9	8	9	11	9	9
Warm - Cool	-21	-25	-9	-12	-14	-24	-28	-16	-30	-17	-26	-31	-30	-4	-33	-20
Mean	40.6	40.9	43.5	43.1	41.2	40.3	39.6	41.5	38.7	41.1	39.7	37.3	38.0	45.8	37.7	39.6
24 The Iraq War Warm	32	32	33	35	34	32	26	35	25	35	26	8	24	61	9	26
Cool	53	49	52	49	51	53	67	50	58	49	58	83	59	18	87	56
Neutral	13	16	14	15	14	13	7	13	14	14	13	6	15	19	4	17
ID	98	98	99	99	99	98	100	98	97	98	97	98	98	98	99	99
Don't ID	2	2	1	1	1	2	-	2	3	2	3	2	2	2	1	1
Warm - Cool	-21	-17	-19	-15	-17	-22	-41	-15	-32	-14	-32	-75	-36	43	-78	-30
Mean	38.5	41.7	38.5	41.7	39.1	38.8	31.6	40.4	34.7	40.9	34.5	16.0	35.3	63.3	17.2	38.4
25 Big corporatns Warm	28	24	33	30	32	27	21	29	27	30	25	14	25	45	17	18
Cool	44	44	40	41	41	46	59	43	46	42	49	62	47	25	60	46
Neutral	23	30	24	27	23	23	17	23	23	24	22	20	25	25	19	32
ID	96	97	97	98	95	96	97	96	96	96	96	95	97	96	96	96
Don't ID	4	3	3	2	5	4	3	4	4	4	4	5	3	4	4	4
Warm - Cool	-16	-19	-7	-11	-9	-19	-37	-14	-19	-11	-24	-48	-22	20	-43	-28
Mean	42.2	40.0	45.2	44.6	44.5	41.3	35.0	42.5	41.7	43.5	40.0	30.6	40.6	55.1	32.5	38.9
26 Gay marriage Warm	23	17	23	21	22	24	38	22	26	22	25	40	21	9	28	19
Cool	55	63	57	60	57	54	43	57	51	57	52	35	51	78	34	51
Neutral	18	20	17	18	17	18	13	18	18	18	18	20	24	11	33	27
ID	96	100	97	98	96	96	95	97	95	97	95	96	96	97	95	97
Don't ID	4	-	3	2	4	4	5	3	5	3	5	4	4	3	5	3
Warm - Cool	-32	-46	-33	-38	-35	-30	-5	-35	-25	-35	-27	5	-31	-69	-6	-32
Mean	34.0	28.1	33.3	31.5	32.0	34.7	44.9	32.1	37.7	32.3	36.8	50.4	35.1	17.1	45.2	35.8
27 Immigration Warm	25	21	23	22	25	26	38	24	28	24	28	29	25	22	28	38
Cool	45	56	40	46	42	46	38	47	41	47	41	35	48	52	37	41
Neutral	24	17	32	27	29	23	24	23	26	23	25	32	19	20	31	18
ID	94	94	95	94	95	94	100	94	95	94	95	96	92	95	96	96
Don't ID	6	6	5	6	5	6	-	6	5	6	5	4	8	5	4	4
Warm - Cool	-20	-35	-17	-24	-17	-20	0	-23	-13	-24	-13	-6	-23	-30	-9	-3
Mean	41.5	35.7	42.8	40.4	42.1	41.4	47.9	39.8	44.8	39.7	44.5	46.4	40.6	37.3	46.6	47.8
28 State of econ Warm	22	25	21	25	20	24	32	24	19	23	21	8	16	40	7	23
Cool	63	57	62	56	61	62	60	60	68	60	66	82	72	37	88	64
Neutral	15	18	17	19	19	14	8	16	12	17	12	10	12	23	5	13
ID	100	100	100	100	100	100	100	100	99	100	99	100	100	100	100	100
Don't ID	0	-	-	-	-	0	-	-	1	-	1	0	0	0	-	-
Warm - Cool	-40	-32	-41	-32	-41	-38	-28	-36	-49	-37	-45	-73	-55	3	-81	-42
Mean	33.9	37.0	32.9	37.3	32.9	34.7	37.9	35.3	31.1	34.9	32.1	20.6	31.0	49.2	19.8	32.7

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q11-28 Summary: Thermometers ...

	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
21 The N.R.A. Warm	42	42	51	46	42	42	49	40	44	38	58	42	52	44	47	34
Cool	33	35	26	43	38	38	27	37	36	38	19	30	21	35	28	35
Neutral	19	18	19	7	18	18	16	13	15	11	20	17	19	19	17	19
ID	94	95	96	96	97	99	92	91	95	87	97	89	93	98	92	87
Don't ID	6	5	4	4	3	1	8	9	5	13	3	11	7	2	8	13
Warm - Cool	8	8	25	4	4	4	22	3	7	0	39	11	32	10	19	-2
Mean	52.4	51.5	58.0	51.8	49.2	51.2	58.1	49.4	51.2	48.0	65.7	53.8	63.9	53.4	56.8	47.1
22 Pro-life groups Warm	39	27	42	39	37	33	43	40	39	41	45	43	51	38	39	39
Cool	38	42	36	45	40	50	36	38	41	36	30	39	30	40	38	40
Neutral	19	26	20	16	21	15	19	16	14	17	21	15	19	18	17	18
ID	97	95	98	100	98	97	98	94	93	94	96	97	99	97	95	97
Don't ID	3	5	2	-	2	3	2	6	7	6	4	3	1	3	5	3
Warm - Cool	1	-14	6	-7	-3	-17	7	2	-2	5	15	4	21	-2	1	0
Mean	50.6	42.5	50.6	47.4	48.3	44.0	54.0	52.0	51.7	52.3	56.2	51.8	56.7	49.4	51.9	48.7
23 NAFTA Warm	22	12	18	20	29	24	15	18	26	12	16	19	22	16	15	17
Cool	43	62	58	52	39	41	52	42	41	43	56	43	47	58	49	43
Neutral	25	15	14	20	27	30	21	24	23	24	20	24	24	21	21	25
ID	91	89	90	92	95	94	88	84	90	79	92	86	93	95	85	86
Don't ID	9	11	10	8	5	6	12	16	10	21	8	14	7	5	15	14
Warm - Cool	-21	-50	-40	-32	-10	-17	-37	-24	-16	-31	-41	-24	-26	-42	-34	-26
Mean	40.6	29.7	33.8	37.7	43.5	41.6	36.0	38.0	38.9	37.1	33.3	40.2	41.2	34.7	34.4	40.6
24 The Iraq War Warm	32	24	26	24	33	30	31	29	35	25	38	32	42	30	30	24
Cool	53	62	54	59	51	56	49	54	50	56	44	51	44	58	50	59
Neutral	13	14	19	16	12	12	16	13	12	15	16	15	12	11	18	13
ID	98	100	99	99	97	99	97	96	96	97	98	98	97	99	98	95
Don't ID	2	-	1	1	3	1	3	4	4	3	2	2	3	1	2	5
Warm - Cool	-21	-38	-28	-36	-18	-26	-18	-24	-16	-31	-6	-19	-2	-27	-20	-35
Mean	38.5	35.3	39.1	36.0	41.1	37.1	39.4	36.2	39.5	33.8	45.4	39.5	47.9	36.4	38.9	32.9
25 Big corporatns Warm	28	18	24	24	32	28	26	28	37	21	27	26	28	30	25	27
Cool	44	53	47	58	45	48	51	46	36	53	43	50	43	46	51	45
Neutral	23	25	27	12	22	23	18	18	21	16	26	17	26	20	17	20
ID	96	96	98	95	99	98	94	92	94	91	96	94	97	96	93	92
Don't ID	4	4	2	5	1	2	6	8	6	9	4	6	3	4	7	8
Warm - Cool	-16	-35	-23	-34	-12	-21	-25	-18	1	-32	-16	-24	-14	-16	-26	-17
Mean	42.2	34.9	39.2	35.6	43.1	39.5	39.5	41.0	47.3	36.1	42.9	39.8	44.2	42.0	38.2	41.1
26 Gay marriage Warm	23	15	15	31	27	28	14	13	15	12	11	27	27	29	15	29
Cool	55	54	61	52	49	49	69	63	64	62	69	47	50	53	63	44
Neutral	18	25	19	10	20	20	14	16	12	20	16	22	22	16	18	22
ID	96	94	96	92	96	97	97	93	91	94	96	96	98	98	95	95
Don't ID	4	6	4	8	4	3	3	7	9	6	4	4	2	2	5	5
Warm - Cool	-32	-39	-46	-21	-22	-20	-55	-50	-50	-50	-58	-21	-24	-25	-48	-15
Mean	34.0	31.5	29.3	38.7	39.6	38.4	24.9	24.5	22.2	26.1	22.0	37.9	36.6	35.9	26.2	41.0
27 Immigration Warm	25	26	26	34	27	26	27	19	22	18	17	19	20	22	18	25
Cool	45	53	53	45	43	50	53	53	51	54	58	49	49	47	56	42
Neutral	24	21	18	18	24	18	18	21	19	22	17	27	26	22	20	24
ID	94	100	97	97	94	94	98	93	92	94	93	95	95	92	94	91
Don't ID	6	-	3	3	6	6	2	7	8	6	7	5	5	8	6	9
Warm - Cool	-20	-27	-27	-10	-17	-24	-26	-33	-29	-36	-41	-30	-29	-26	-38	-17
Mean	41.5	38.8	37.1	44.8	44.7	39.9	39.3	37.1	38.2	36.3	32.3	38.3	38.3	39.4	34.4	41.1
28 State of econ Warm	22	5	12	15	30	24	19	20	27	16	29	20	31	16	20	16
Cool	63	87	72	74	55	64	63	63	58	66	55	63	53	71	64	66
Neutral	15	6	16	10	15	12	18	17	14	18	15	16	16	13	16	17
ID	100	98	100	99	100	100	100	100	99	100	100	100	100	99	99	100
Don't ID	0	2	-	1	-	-	-	0	1	-	0	0	-	1	1	-
Warm - Cool	-40	-82	-60	-59	-26	-40	-45	-42	-31	-50	-26	-43	-21	-55	-44	-50
Mean	33.9	22.3	29.5	27.9	36.9	34.4	32.9	32.4	36.3	29.4	37.9	32.1	39.2	29.2	32.0	30.8

		GEN/AGE	
	Total	Older Men	Older Women

Q11-28 Summary: Thermometers ...

Total Answering	(401)	(91)	(105)
21 The N.R.A. Warm	42	50	39
Cool	33	33	39
Neutral	19	13	13
ID	94	97	91
Don't ID	6	3	9
Warm - Cool	8	16	0
Mean	52.4	55.2	48.7
22 Pro-life groups Warm	39	36	37
Cool	38	39	41
Neutral	19	19	17
ID	97	94	96
Don't ID	3	6	4
Warm - Cool	1	-3	-4
Mean	50.6	50.3	49.2
23 NAFTA Warm	22	23	18
Cool	43	47	43
Neutral	25	24	24
ID	91	94	85
Don't ID	9	6	15
Warm - Cool	-21	-24	-25
Mean	40.6	37.1	38.6
24 The Iraq War Warm	32	32	29
Cool	53	52	56
Neutral	13	15	12
ID	98	98	98
Don't ID	2	2	2
Warm - Cool	-21	-20	-26
Mean	38.5	38.6	36.6
25 Big corporatns Warm	28	31	24
Cool	44	44	49
Neutral	23	20	20
ID	96	95	93
Don't ID	4	5	7
Warm - Cool	-16	-12	-25
Mean	42.2	42.6	38.5
26 Gay marriage Warm	23	15	19
Cool	55	67	55
Neutral	18	13	20
ID	96	96	95
Don't ID	4	4	5
Warm - Cool	-32	-52	-36
Mean	34.0	23.7	32.6
27 Immigration Warm	25	20	22
Cool	45	53	50
Neutral	24	21	24
ID	94	94	95
Don't ID	6	6	5
Warm - Cool	-20	-32	-28
Mean	41.5	36.8	38.1
28 State of econ Warm	22	22	19
Cool	63	60	66
Neutral	15	17	14
ID	100	99	100
Don't ID	0	1	0
Warm - Cool	-40	-38	-47
Mean	33.9	34.3	31.2

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west

Q29 How interested are you in the 2008 elections? ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
10	82	84	80	77	82	83	82	83	83	82	82	77	85
9	7	8	8	9	7	7	9	6	6	7	6	8	5
8	5	4	6	9	4	4	5	4	4	5	7	8	2
7	2	1	2	2	2	2	1	2	2	2	1	1	3
6	1	1	1	1	1	1	1	1	1	0	0	1	-
5	2	2	2	1	3	3	1	3	3	2	2	3	2
4	0	0	0	1	-	0	-	0	0	-	-	0	-
3	0	0	-	-	-	0	-	0	0	0	0	-	-
2	1	0	0	-	1	1	1	1	1	1	0	-	4
1	0	0	0	0	0	0	-	0	0	0	0	0	-
(DK/Ref)	0	0	-	-	-	0	0	-	-	-	0	-	-
10	82	84	80	77	82	83	82	83	83	82	82	77	85
8-10	94	96	94	95	94	94	96	93	94	94	95	93	91
6-10	96	97	97	98	96	96	98	96	96	96	97	96	94
1-5	3	3	3	2	4	4	2	4	4	4	3	4	6

Q30 Presidential ballot - Obama vs McCain ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Dem Barack Obama	44	42	49	44	53	42	42	42	45	43	45	46	47
Lean Dem Barack Obama	2	3	2	2	2	3	2	3	3	3	2	3	1
Rep John McCain	45	47	41	45	38	47	48	46	44	46	44	42	48
Lean Rep John McCain	3	3	4	4	5	2	3	2	3	3	4	3	2
Ind Ralph Nader	0	0	0	0	0	0	1	-	0	0	0	0	-
Lean Ind Ralph Nader	0	-	-	-	-	0	-	0	0	-	-	-	1
Lib Bob Barr	2	2	1	1	1	2	1	2	2	2	2	1	-
Lean Lib Bob Barr	0	0	-	-	-	0	0	0	0	0	0	-	-
(Other candidate)	1	1	1	1	0	1	1	1	1	1	0	1	1
Lean (Other candidate)	0	-	-	-	-	0	-	0	0	-	-	-	-
(Undecided)	1	1	1	2	-	1	2	1	1	1	0	2	1
(Ref)	1	1	1	2	1	1	1	2	1	1	2	2	-
Total Dem Barack Obama	47	45	51	46	54	45	43	45	48	46	47	49	48
Total Rep John McCain	48	51	45	49	43	49	51	48	47	49	48	45	50
Total Ind Ralph Nader	0	0	0	0	0	0	1	0	0	0	0	0	1
Total Lib Bob Barr	2	2	1	1	1	2	2	3	2	2	3	1	-
Total (Other candidate)	1	1	1	1	0	1	1	1	1	1	0	1	1
Obama - McCain	-1	-6	5	-3	12	-4	-8	-3	1	-4	-1	4	-2

Q32 Allocated Presidential vote - Obama vs McCain ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Barack Obama	47	45	51	46	54	45	43	46	48	46	47	49	49
John McCain	50	52	47	49	45	51	53	51	49	51	50	46	50
(Undecided/Ref)	3	2	2	3	1	3	4	3	2	2	2	4	1

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q29 How interested are you in the 2008 elections? ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
10	82	83	84	84	84	82	85	83	80	83	80	85	79	82	84	53
9	7	10	5	8	6	7	4	7	8	7	7	5	10	8	6	20
8	5	1	4	2	4	5	3	4	6	4	6	5	5	5	4	10
7	2	2	2	2	2	2	1	2	2	2	2	1	0	2	1	2
6	1	1	1	2	1	1	1	1	1	1	1	1	1	1	0	3
5	2	2	3	2	2	3	7	3	2	2	3	3	3	2	1	11
4	0	1	-	-	-	0	-	0	0	0	0	0	0	-	0	-
3	0	-	-	-	-	0	-	0	-	0	-	-	0	-	-	-
2	1	-	1	1	1	1	-	1	0	1	0	0	1	0	1	-
1	0	1	-	-	-	0	-	0	0	0	0	-	1	0	0	1
(DK/Ref)	0	-	-	-	0	-	-	0	-	0	-	0	-	-	0	-
10	82	83	84	84	84	82	85	83	80	83	80	85	79	82	84	53
8-10	94	94	93	94	95	94	91	94	94	95	93	94	94	94	95	83
6-10	96	97	96	97	97	96	93	96	97	97	96	96	95	98	96	88
1-5	3	3	4	3	3	4	7	4	3	3	4	4	5	2	3	12

Q30 Presidential ballot - Obama vs McCain ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Dem Barack Obama	44	39	45	44	43	45	59	42	49	41	51	89	37	4	87	16
Lean Dem Barack Obama	2	5	2	3	3	2	2	3	2	3	2	2	6	1	3	5
Rep John McCain	45	50	44	46	46	45	32	47	41	48	39	6	37	90	7	22
Lean Rep John McCain	3	1	2	2	2	3	2	2	4	2	4	1	5	3	2	18
Ind Ralph Nader	0	-	0	0	0	0	-	0	0	0	0	0	1	-	-	2
Lean Ind Ralph Nader	0	-	-	-	-	0	-	0	-	0	-	-	0	-	-	-
Lib Bob Barr	2	2	2	1	2	2	1	2	1	2	1	-	4	1	-	7
Lean Lib Bob Barr	0	-	0	0	0	0	-	0	-	0	-	-	1	-	-	3
(Other candidate)	1	2	0	1	0	1	1	1	1	1	1	0	2	0	0	1
Lean (Other candidate)	0	-	0	-	0	-	-	0	-	0	-	0	-	-	-	-
(Undecided)	1	1	3	3	2	1	1	1	1	1	1	1	3	-	0	14
(Ref)	1	2	1	0	1	1	2	1	1	1	1	1	4	-	1	11
Total Dem Barack Obama	47	44	47	47	46	47	61	45	51	43	53	90	43	5	90	21
Total Rep John McCain	48	51	46	48	48	48	34	49	45	51	43	7	43	93	9	40
Total Ind Ralph Nader	0	-	0	0	0	0	-	0	0	0	0	0	1	-	-	2
Total Lib Bob Barr	2	2	2	1	2	2	1	2	1	2	1	-	5	1	-	10
Total (Other candidate)	1	2	1	1	1	1	1	1	1	1	1	1	2	0	0	1
Obama - McCain	-1	-7	1	-2	-2	-1	28	-4	5	-7	9	84	0	-88	81	-19

Q32 Allocated Presidential vote - Obama vs McCain ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Barack Obama	47	44	47	47	46	47	62	45	51	44	53	90	44	5	90	21
John McCain	50	53	48	49	50	50	35	51	47	53	44	7	47	94	9	48
(Undecided/Ref)	3	2	4	3	4	2	3	3	2	3	2	2	7	-	1	28

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q29 How interested are you in the 2008 elections? ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
10	82	67	63	82	81	83	77	85	84	86	77	83	78	75	81	82
9	7	8	13	6	6	9	7	6	7	5	9	5	5	8	7	4
8	5	7	10	6	5	3	8	3	2	4	7	6	8	9	6	6
7	2	-	1	3	3	1	3	-	-	-	2	2	5	4	-	5
6	1	1	3	-	1	1	-	0	-	1	0	1	1	-	1	-
5	2	14	4	2	3	2	5	4	4	4	4	3	3	4	4	2
4	0	3	2	-	1	0	1	-	-	-	-	0	-	-	0	1
3	0	-	1	-	-	-	-	0	1	-	-	-	-	-	-	-
2	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-
1	0	-	1	-	1	0	-	0	1	-	0	-	-	0	0	-
(DK/Ref)	0	-	-	-	-	-	0	0	1	-	0	-	-	-	0	-
10	82	67	63	82	81	83	77	85	84	86	77	83	78	75	81	82
8-10	94	82	87	94	92	94	92	94	94	95	92	94	91	92	94	92
6-10	96	83	91	98	95	96	94	95	94	96	95	96	97	96	95	97
1-5	3	17	9	2	5	4	5	5	5	4	5	4	3	4	5	3

Q30 Presidential ballot - Obama vs McCain ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Dem Barack Obama	44	-	-	48	47	46	35	38	37	38	29	42	36	49	36	51
Lean Dem Barack Obama	2	-	-	4	4	3	3	2	1	3	1	3	2	1	3	3
Rep John McCain	45	56	65	44	44	45	51	54	55	53	59	50	55	42	53	41
Lean Rep John McCain	3	11	14	3	1	3	4	1	2	1	3	1	3	3	2	0
Ind Ralph Nader	0	4	2	-	-	-	0	-	-	-	0	-	-	1	0	-
Lean Ind Ralph Nader	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-
Lib Bob Barr	2	5	1	-	1	1	3	0	-	1	4	1	3	2	2	-
Lean Lib Bob Barr	0	-	-	-	-	-	-	0	-	1	-	0	-	-	0	-
(Other candidate)	1	5	6	-	1	1	0	1	1	1	1	1	-	1	1	1
Lean (Other candidate)	0	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-
(Undecided)	1	8	8	1	1	1	1	2	1	2	1	2	1	1	1	2
(Ref)	1	9	4	-	1	1	1	2	3	1	1	1	1	1	1	2
Total Dem Barack Obama	47	-	-	52	51	49	38	40	38	41	31	45	38	49	39	54
Total Rep John McCain	48	67	79	47	45	47	56	55	57	54	62	51	57	45	55	41
Total Ind Ralph Nader	0	4	2	-	0	-	0	-	-	-	0	-	-	1	0	-
Total Lib Bob Barr	2	5	1	-	1	1	3	1	-	2	4	1	3	2	2	-
Total (Other candidate)	1	7	7	-	1	1	0	1	1	1	1	1	-	1	1	1
Obama - McCain	-1	-67	-79	5	6	2	-18	-15	-19	-12	-31	-6	-20	4	-17	13

Q32 Allocated Presidential vote - Obama vs McCain ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Barack Obama	47	2	2	52	51	50	38	40	39	41	31	45	38	50	39	54
John McCain	50	77	83	47	46	48	59	55	57	54	65	52	59	48	57	41
(Undecided/Ref)	3	21	15	1	3	2	3	4	3	4	2	3	1	2	3	4

		GEN/AGE	
	Total	Older Men	Older Women

Q29 How interested are you in the 2008 elect ...

Total answering	(401)	(91)	(105)
10	82	81	87
9	7	8	5
8	5	5	4
7	2	0	0
6	1	0	1
5	2	4	2
4	0	-	0
3	0	0	-
2	1	-	-
1	0	1	-
(DK/Ref)	0	0	-
10	82	81	87
8-10	94	94	96
6-10	96	94	97
1-5	3	5	3

Q30 Presidential ballot - Obama vs McCain ...

Total answering	(401)	(91)	(105)
Dem Barack Obama	44	39	43
Lean Dem Barack Obama	2	2	4
Rep John McCain	45	52	46
Lean Rep John McCain	3	2	2
Ind Ralph Nader	0	1	-
Lean Ind Ralph Nader	0	-	-
Lib Bob Barr	2	1	1
Lean Lib Bob Barr	0	-	1
(Other candidate)	1	1	1
Lean (Other candidate)	0	-	0
(Undecided)	1	1	1
(Ref)	1	1	1
Total Dem Barack Obama	47	40	46
Total Rep John McCain	48	54	49
Total Ind Ralph Nader	0	1	-
Total Lib Bob Barr	2	1	1
Total (Other candidate)	1	1	1
Obama - McCain	-1	-14	-2

Q32 Allocated Presidential vote - Obama vs M ...

Total answering	(401)	(91)	(105)
Barack Obama	47	41	47
John McCain	50	56	50
(Undecided/Ref)	3	3	2

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Obama Voter Choice Scale ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Loyalist	35	35	40	36	42	33	31	34	36	33	35	38	35
Supporter	7	7	8	9	7	7	9	6	6	8	8	9	8
Conditional	3	2	2	-	3	4	2	4	4	3	3	1	5
Vulnerable	1	1	1	1	2	1	1	2	2	2	1	0	-
Winnable	5	5	5	6	5	5	8	4	4	4	6	6	2
In Reach	3	3	3	2	4	2	3	2	3	3	4	2	1
Peripheral	1	1	2	2	1	1	1	1	1	1	1	2	2
Unreachable	44	47	39	44	36	47	45	47	44	47	42	41	47
Loyalist/Supporter	43	42	47	46	49	40	40	40	43	41	43	47	43
Conditional/Vulnerable	4	3	3	1	5	5	3	6	6	5	4	2	5
Winnable/In Reach	8	8	8	8	9	8	11	6	7	7	10	8	3
Peripheral/Unreachable	45	48	41	46	37	47	46	48	45	47	43	42	49
Persuadable	12	11	12	9	14	13	14	12	13	12	14	10	8

McCain Voter Choice Scale ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Loyalist	35	38	31	35	28	38	36	39	35	37	34	32	40
Supporter	9	9	9	9	9	9	11	8	8	9	9	9	8
Conditional	3	4	5	4	6	3	2	3	4	3	5	3	1
Vulnerable	2	2	3	2	3	2	3	1	2	2	2	2	2
Winnable	4	4	3	3	4	5	5	5	5	6	4	3	2
In Reach	2	2	1	2	1	2	3	2	2	2	1	2	1
Peripheral	2	1	2	2	2	2	1	2	2	1	2	2	5
Unreachable	42	41	47	44	48	40	38	40	43	40	43	47	43
Loyalist/Supporter	44	47	39	43	36	47	47	46	43	46	43	41	48
Conditional/Vulnerable	6	5	7	6	8	5	5	4	5	5	7	5	3
Winnable/In Reach	6	5	5	4	5	7	8	7	6	8	5	5	2
Peripheral/Unreachable	44	43	49	46	50	42	40	42	45	41	44	49	47
Persuadable	12	11	12	10	13	12	13	11	12	13	13	10	5

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Obama Voter Choice Scale ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Loyalist	35	30	37	33	35	35	48	33	40	32	40	76	25	1	67	-
Supporter	7	7	5	9	7	7	7	7	8	7	8	12	10	1	15	-
Conditional	3	5	3	2	3	3	7	4	2	3	3	2	7	2	5	-
Vulnerable	1	3	2	3	2	1	-	1	1	2	1	0	3	1	3	21
Winnable	5	3	7	6	7	4	3	5	5	5	5	3	11	3	5	79
In Reach	3	2	1	1	2	3	2	2	3	2	3	1	3	4	0	-
Peripheral	1	0	1	1	1	1	-	1	2	1	1	0	2	1	0	-
Unreachable	44	50	44	45	44	45	33	47	39	48	37	5	40	87	5	-
Loyalist/Supporter	43	37	42	43	41	43	55	40	47	39	48	88	34	2	82	-
Conditional/Vulnerable	4	7	5	4	4	5	7	5	3	5	4	2	10	3	8	21
Winnable/In Reach	8	5	8	8	9	7	4	8	8	8	8	4	14	7	5	79
Peripheral/Unreachable	45	51	45	45	45	46	33	47	41	49	39	5	42	88	5	-
Persuadable	12	12	13	12	14	12	11	13	12	12	13	7	24	10	13	100

McCain Voter Choice Scale ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Loyalist	35	41	34	35	34	36	26	38	31	39	30	2	25	77	2	-
Supporter	9	9	8	10	10	9	7	9	9	9	8	2	13	13	2	-
Conditional	3	2	3	2	3	3	2	3	5	3	4	2	6	3	2	15
Vulnerable	2	1	3	3	3	2	-	2	3	2	2	1	3	2	2	33
Winnable	4	5	6	7	5	4	2	5	3	5	3	2	11	2	4	46
In Reach	2	3	3	4	3	2	4	2	1	2	2	3	3	-	5	-
Peripheral	2	3	1	2	1	2	4	2	2	2	2	1	5	1	2	1
Unreachable	42	35	41	39	40	42	56	40	47	38	48	86	35	3	80	5
Loyalist/Supporter	44	50	42	45	44	45	33	47	39	48	38	4	38	89	4	-
Conditional/Vulnerable	6	3	6	4	6	5	2	5	7	5	6	3	9	5	5	48
Winnable/In Reach	6	8	9	10	8	6	5	7	5	7	5	6	14	2	9	46
Peripheral/Unreachable	44	39	42	41	42	44	60	42	49	40	50	87	39	4	82	6
Persuadable	12	11	15	14	14	11	7	12	12	12	11	9	23	7	14	94

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Obama Voter Choice Scale ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Loyalist	35	2	2	35	31	37	28	30	28	31	18	34	24	40	29	41
Supporter	7	-	-	14	14	9	7	9	9	8	9	8	10	8	8	8
Conditional	3	-	-	3	3	2	2	1	1	1	1	3	3	1	2	4
Vulnerable	1	-	-	-	3	1	1	1	1	1	2	0	1	1	1	2
Winnable	5	37	25	5	4	4	7	4	6	2	7	5	5	6	6	4
In Reach	3	8	6	2	2	2	5	1	1	2	2	3	2	2	3	2
Peripheral	1	6	4	4	1	1	1	1	1	1	1	1	1	2	1	1
Unreachable	44	48	63	37	42	44	49	54	54	54	60	46	54	40	51	39
Loyalist/Supporter	43	2	2	49	45	46	35	38	37	40	27	42	33	48	37	49
Conditional/Vulnerable	4	-	-	3	6	4	3	2	2	2	3	3	5	1	3	6
Winnable/In Reach	8	44	31	8	5	6	12	5	7	3	9	8	7	9	9	6
Peripheral/Unreachable	45	54	67	41	44	45	50	55	54	55	60	47	55	42	52	40
Persuadable	12	44	31	11	11	9	16	7	9	5	12	11	12	10	12	12

McCain Voter Choice Scale ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Loyalist	35	24	33	29	34	35	40	42	40	43	46	38	44	30	40	29
Supporter	9	18	27	8	8	9	12	10	12	8	12	10	11	9	10	8
Conditional	3	22	11	7	2	3	4	2	2	3	3	3	1	6	4	3
Vulnerable	2	13	12	3	1	2	3	2	4	-	4	2	3	3	3	1
Winnable	4	15	11	3	6	4	4	4	3	5	5	4	4	2	4	7
In Reach	2	-	-	6	1	2	2	2	1	2	1	3	3	3	2	2
Peripheral	2	2	1	1	3	3	-	1	1	-	3	-	2	2	1	-
Unreachable	42	6	5	42	44	44	35	38	37	38	26	41	32	45	36	49
Loyalist/Supporter	44	42	60	37	42	44	52	52	52	51	58	47	55	39	50	37
Conditional/Vulnerable	6	35	23	10	4	4	7	4	5	3	7	5	5	9	7	4
Winnable/In Reach	6	15	11	10	7	5	6	6	4	7	5	7	7	5	6	9
Peripheral/Unreachable	44	8	6	43	47	47	35	39	39	38	30	41	34	47	37	49
Persuadable	12	51	34	20	11	10	14	10	9	10	13	12	11	14	13	13

		GEN/AGE	
	Total	Older Men	Older Women

Obama Voter Choice Scale ...

Total answering	(401)	(91)	(105)
Loyalist	35	31	37
Supporter	7	7	6
Conditional	3	2	2
Vulnerable	1	1	1
Winnable	5	6	4
In Reach	3	3	3
Peripheral	1	1	1
Unreachable	44	49	45
Loyalist/Supporter	43	38	44
Conditional/Vulnerable	4	3	3
Winnable/In Reach	8	9	7
Peripheral/Unreachable	45	50	46
Persuadable	12	12	10

McCain Voter Choice Scale ...

Total answering	(401)	(91)	(105)
Loyalist	35	38	37
Supporter	9	11	8
Conditional	3	4	4
Vulnerable	2	3	1
Winnable	4	2	4
In Reach	2	1	2
Peripheral	2	2	0
Unreachable	42	38	43
Loyalist/Supporter	44	49	45
Conditional/Vulnerable	6	7	5
Winnable/In Reach	6	3	7
Peripheral/Unreachable	44	41	43
Persuadable	12	10	12

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west

Q35 Congressional vote with candidate names...TOTAL ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Dem candidate	45	44	49	47	51	44	44	43	46	43	46	47	52
Lean Dem candidate	2	3	2	1	3	2	2	2	3	1	2	2	3
Rep candidate	43	45	42	45	40	44	44	44	43	47	44	44	35
Lean Rep candidate	4	4	4	4	4	3	1	4	4	3	3	4	8
(Other candidate)	1	1	0	-	0	1	2	1	1	1	1	-	2
(Undecided)	3	3	1	1	1	4	5	3	3	3	2	2	1
(Ref)	1	1	1	1	1	2	2	1	1	1	1	1	-
Total Dem candidate	48	46	52	49	54	46	46	46	48	44	48	49	55
Total Rep candidate	47	49	46	49	44	47	45	48	47	51	48	48	43
Total (Other candidate)	1	1	0	-	0	1	2	1	1	1	1	-	2
Dem cand - Rep cand	1	-3	5	-1	10	-1	2	-3	1	-7	1	2	12

Q35 Congressional vote with candidate names...Dem incumbent ...

Total answering	(172)	(148)	(79)	(39)	(39)	(93)	(34)	(59)	(98)	(41)	(56)	(45)	(9)
Dem candidate	61	59	63	58	67	60	61	60	63	62	66	58	63
Lean Dem candidate	3	3	2	1	3	3	3	3	3	1	3	3	-
Rep candidate	28	30	29	35	22	28	31	26	24	26	20	33	27
Lean Rep candidate	4	5	4	4	4	5	-	7	6	7	6	4	10
(Other candidate)	1	1	-	-	-	1	2	0	0	-	1	-	-
(Undecided)	2	2	1	1	2	3	2	3	3	4	3	1	-
(Ref)	1	1	1	1	1	1	1	1	1	-	1	1	-
Total Dem candidate	64	62	65	59	71	63	64	62	66	63	69	60	63
Total Rep candidate	33	35	33	40	26	32	31	33	30	33	26	37	37
Total (Other candidate)	1	1	-	-	-	1	2	0	0	-	1	-	-
Dem cand - Rep cand	31	27	32	19	45	30	33	29	35	30	43	23	26

Q35 Congressional vote with candidate names...Rep incumbent ...

Total answering	(230)	(195)	(57)	(19)	(38)	(172)	(43)	(130)	(168)	(76)	(83)	(26)	(21)
Dem candidate	34	32	31	26	34	35	30	36	35	32	32	29	47
Lean Dem candidate	2	2	2	2	3	2	2	2	2	1	2	2	5
Rep candidate	55	57	61	66	59	52	54	52	54	59	61	62	39
Lean Rep candidate	3	2	3	3	3	3	2	3	3	1	2	4	6
(Other candidate)	1	1	0	-	1	2	1	2	1	2	1	-	2
(Undecided)	4	3	1	1	1	4	7	3	3	2	2	3	1
(Ref)	2	2	0	1	-	2	4	1	1	2	1	1	-
Total Dem candidate	36	35	34	28	36	37	32	38	38	34	34	31	51
Total Rep candidate	58	59	65	69	62	55	56	55	57	60	62	65	45
Total (Other candidate)	1	1	0	-	1	2	1	2	1	2	1	-	2
Dem cand - Rep cand	-22	-25	-31	-41	-26	-19	-24	-17	-19	-27	-28	-35	6

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q35 Congressional vote with candidate names...TOTAL ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Dem candidate	45	38	45	40	45	45	52	44	49	43	49	85	38	10	78	34
Lean Dem candidate	2	2	4	3	3	2	6	2	2	2	3	3	3	1	5	2
Rep candidate	43	51	38	45	41	45	35	44	42	44	41	6	42	83	11	42
Lean Rep candidate	4	2	4	2	3	4	2	3	4	3	4	2	6	4	3	3
(Other candidate)	1	1	2	2	2	1	1	1	0	1	0	0	2	1	0	2
(Undecided)	3	2	6	5	5	2	3	4	1	4	2	2	5	1	3	12
(Ref)	1	4	2	3	2	1	-	2	1	2	1	1	3	0	0	5
Total Dem candidate	48	39	49	43	48	47	59	46	52	45	52	89	41	11	82	36
Total Rep candidate	47	53	42	47	44	49	37	47	46	48	45	8	48	86	14	45
Total (Other candidate)	1	1	2	2	2	1	1	1	0	1	0	0	2	1	0	2
Dem cand - Rep cand	1	-14	7	-4	5	-1	21	-1	5	-3	7	81	-7	-75	69	-9

Q35 Congressional vote with candidate names...Dem incumbent ...

Total answering	(172)	(17)	(36)	(29)	(45)	(115)	(12)	(93)	(79)	(93)	(79)	(76)	(40)	(55)	(38)	(11)
Dem candidate	61	56	61	57	63	60	60	60	63	60	62	92	56	23	87	62
Lean Dem candidate	3	2	4	4	3	3	6	3	2	2	3	3	3	1	5	-
Rep candidate	28	33	29	36	27	28	30	28	29	29	28	2	25	67	3	19
Lean Rep candidate	4	4	2	-	2	6	-	5	4	5	4	1	8	7	3	6
(Other candidate)	1	-	1	-	2	-	-	1	-	1	-	0	1	1	-	-
(Undecided)	2	2	3	2	2	2	3	3	1	2	2	1	4	1	2	7
(Ref)	1	4	1	1	1	1	-	1	1	1	1	-	4	1	-	5
Total Dem candidate	64	57	64	60	66	63	67	63	65	62	65	96	59	24	92	62
Total Rep candidate	33	38	31	36	29	34	30	32	33	33	32	3	33	74	6	26
Total (Other candidate)	1	-	1	-	2	-	-	1	-	1	-	0	1	1	-	-
Dem cand - Rep cand	31	20	33	24	38	29	36	30	32	29	34	93	26	-51	85	36

Q35 Congressional vote with candidate names...Rep incumbent ...

Total answering	(230)	(43)	(53)	(50)	(74)	(149)	(16)	(172)	(57)	(156)	(74)	(74)	(62)	(93)	(42)	(16)
Dem candidate	34	31	35	30	34	33	47	35	31	33	35	78	26	3	70	15
Lean Dem candidate	2	2	3	2	3	2	6	2	2	2	3	4	3	1	5	3
Rep candidate	55	58	44	50	49	57	39	52	61	54	56	10	54	92	18	58
Lean Rep candidate	3	1	5	3	4	3	3	3	3	3	3	3	5	2	2	-
(Other candidate)	1	2	2	3	2	1	1	2	0	2	1	0	2	1	1	4
(Undecided)	4	3	8	7	6	2	3	4	1	4	2	3	6	1	5	16
(Ref)	2	4	2	5	2	1	-	2	0	2	0	2	3	0	1	4
Total Dem candidate	36	32	38	32	37	35	53	37	34	35	38	82	30	4	74	18
Total Rep candidate	58	59	49	53	53	60	42	55	65	57	60	12	58	93	20	58
Total (Other candidate)	1	2	2	3	2	1	1	2	0	2	1	0	2	1	1	4
Dem cand - Rep cand	-22	-27	-11	-21	-16	-25	10	-19	-31	-22	-22	70	-29	-89	54	-40

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q35 Congressional vote with candidate names...TOTAL ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Dem candidate	45	61	94	62	41	47	37	43	40	46	33	43	35	53	40	48
Lean Dem candidate	2	2	6	1	4	2	2	2	2	2	1	4	1	3	3	5
Rep candidate	43	15	-	31	47	44	52	47	49	46	56	46	54	40	49	39
Lean Rep candidate	4	13	-	3	2	4	4	2	2	3	4	4	4	3	4	2
(Other candidate)	1	-	-	3	0	1	1	0	1	-	1	-	1	-	-	-
(Undecided)	3	7	-	-	5	1	3	3	4	2	4	3	4	1	3	5
(Ref)	1	3	-	-	1	2	1	2	2	2	1	1	1	1	1	1
Total Dem candidate	48	63	100	63	45	49	39	46	42	48	34	47	36	56	44	53
Total Rep candidate	47	27	-	35	49	47	56	49	51	48	60	50	58	43	52	42
Total (Other candidate)	1	-	-	3	0	1	1	0	1	-	1	-	1	-	-	-
Dem cand - Rep cand	1	36	100	28	-3	2	-17	-4	-9	0	-26	-3	-22	14	-9	12

Q35 Congressional vote with candidate names...Dem incumbent ...

Total answering	(172)	(11)	(22)	(31)	(0)	(33)	(27)	(35)	(16)	(19)	(33)	(41)	(24)	(30)	(49)	(24)
Dem candidate	61	77	95	62	-	61	56	54	49	58	49	62	56	72	55	71
Lean Dem candidate	3	-	5	1	-	-	4	3	1	4	2	3	2	5	3	3
Rep candidate	28	10	-	31	-	35	33	36	40	32	37	27	29	21	34	17
Lean Rep candidate	4	13	-	3	-	4	6	4	1	6	4	6	8	2	4	3
(Other candidate)	1	-	-	3	-	-	1	-	-	-	1	-	2	-	-	-
(Undecided)	2	-	-	-	-	-	-	3	6	-	4	2	3	-	3	5
(Ref)	1	-	-	-	-	-	-	1	2	-	2	-	2	-	1	-
Total Dem candidate	64	77	100	63	-	61	60	57	51	62	51	65	57	76	58	74
Total Rep candidate	33	23	-	35	-	39	39	39	41	38	41	34	36	24	38	21
Total (Other candidate)	1	-	-	3	-	-	1	-	-	-	1	-	2	-	-	-
Dem cand - Rep cand	31	54	100	28	-	22	21	18	9	25	10	31	21	53	20	54

Q35 Congressional vote with candidate names...Rep incumbent ...

Total answering	(230)	(12)	(12)	(0)	(53)	(51)	(40)	(39)	(16)	(24)	(42)	(57)	(44)	(32)	(51)	(33)
Dem candidate	34	46	91	-	41	38	24	33	30	36	19	30	24	36	26	32
Lean Dem candidate	2	4	9	-	4	3	2	2	3	1	1	4	-	1	4	6
Rep candidate	55	19	-	-	47	49	66	57	58	57	72	59	68	57	62	56
Lean Rep candidate	3	12	-	-	2	3	2	1	3	-	4	2	2	4	4	1
(Other candidate)	1	-	-	-	0	2	-	1	2	-	1	-	1	-	-	-
(Undecided)	4	14	-	-	5	2	4	3	3	3	3	4	4	1	3	4
(Ref)	2	5	-	-	1	2	2	2	2	3	-	1	-	1	1	1
Total Dem candidate	36	51	100	-	45	41	25	35	33	37	20	34	24	37	30	38
Total Rep candidate	58	31	-	-	49	52	68	58	61	57	75	61	70	61	66	57
Total (Other candidate)	1	-	-	-	0	2	-	1	2	-	1	-	1	-	-	-
Dem cand - Rep cand	-22	20	100	-	-3	-11	-43	-23	-28	-20	-55	-27	-46	-24	-36	-19

		GEN/AGE	
	Total	Older Men	Older Women

Q35 Congressional vote with candidate names. ...

Total answering	(401)	(91)	(105)
Dem candidate	45	42	48
Lean Dem candidate	2	2	3
Rep candidate	43	46	43
Lean Rep candidate	4	4	2
(Other candidate)	1	1	0
(Undecided)	3	4	1
(Ref)	1	1	1
Total Dem candidate	48	45	52
Total Rep candidate	47	50	46
Total (Other candidate)	1	1	0
Dem cand - Rep cand	1	-5	6

Q35 Congressional vote with candidate names. ...

Total answering	(172)	(42)	(47)
Dem candidate	61	54	64
Lean Dem candidate	3	3	4
Rep candidate	28	35	29
Lean Rep candidate	4	2	3
(Other candidate)	1	1	-
(Undecided)	2	4	-
(Ref)	1	1	-
Total Dem candidate	64	57	68
Total Rep candidate	33	37	32
Total (Other candidate)	1	1	-
Dem cand - Rep cand	31	20	36

Q35 Congressional vote with candidate names. ...

Total answering	(230)	(50)	(58)
Dem candidate	34	32	36
Lean Dem candidate	2	2	3
Rep candidate	55	55	55
Lean Rep candidate	3	6	1
(Other candidate)	1	1	1
(Undecided)	4	3	3
(Ref)	2	0	2
Total Dem candidate	36	34	39
Total Rep candidate	58	61	56
Total (Other candidate)	1	1	1
Dem cand - Rep cand	-22	-26	-18

		CORE	BATTLEGROUND BREAKS										
	Total	Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q37-40 Summary: Obama positive attributes...Very well ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
37 Strong leader	31	31	36	33	39	28	28	28	31	32	33	31	28
39 Keep America strong	30	30	33	30	36	29	29	29	31	28	30	30	27
38 Has what it takes	30	30	33	30	35	29	31	28	30	31	32	29	28
40 Means what he says	29	29	32	25	37	28	28	27	30	33	32	25	25

Q37-40 Summary: Obama positive attributes...Total well ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
37 Strong leader	56	54	61	57	65	53	52	54	57	55	58	58	55
39 Keep America strong	52	50	59	54	62	49	50	49	53	51	53	56	54
38 Has what it takes	52	49	57	53	61	49	49	50	53	49	54	56	50
40 Means what he says	52	50	56	50	60	49	49	50	53	52	55	52	53

Q37-40 Summary: Obama positive attributes...Well - Not well ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
37 Strong leader	14	10	24	15	31	9	7	9	16	12	18	17	12
40 Means what he says	6	2	14	3	22	3	1	3	9	6	12	7	10
38 Has what it takes	6	.	15	6	23	1	-1	1	7	1	9	12	1
39 Keep America strong	7	3	19	9	27	0	0	.	8	5	9	12	7

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q37-40 Summary: Obama positive attributes...Very well ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
37 Strong leader	31	27	31	31	29	31	31	28	36	28	36	64	20	5	53	8
39 Keep America strong	30	29	36	33	32	29	32	29	33	28	34	64	20	3	53	12
38 Has what it takes	30	24	33	31	32	29	32	29	33	28	34	64	21	3	52	7
40 Means what he says	29	29	30	31	29	29	32	28	32	27	32	59	21	5	47	15

Q37-40 Summary: Obama positive attributes...Total well ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
37 Strong leader	56	50	57	53	56	56	65	53	61	52	62	92	54	21	90	62
39 Keep America strong	52	45	53	52	52	52	62	49	59	48	60	92	52	12	91	61
38 Has what it takes	52	46	53	50	52	52	62	49	57	48	59	92	52	11	91	57
40 Means what he says	52	46	52	49	51	52	57	49	56	48	57	88	51	15	88	60

Q37-40 Summary: Obama positive attributes...Well - Not well ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
37 Strong leader	14	3	14	9	13	13	30	9	24	7	25	85	12	-57	80	28
40 Means what he says	6	-5	8	0	6	7	17	3	14	0	16	79	6	-68	80	25
38 Has what it takes	6	-6	8	2	6	5	26	1	15	-3	20	85	6	-75	82	21
39 Keep America strong	7	-7	8	6	5	7	24	0	19	-2	21	85	6	-74	83	27

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q37-40 Summary: Obama positive attributes...Very well ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
37 Strong leader	31	11	7	35	33	32	20	26	22	28	18	26	18	35	24	33
39 Keep America strong	30	13	11	36	32	31	23	30	27	32	19	28	20	33	26	36
38 Has what it takes	30	9	9	32	32	30	21	29	31	28	18	26	17	33	25	37
40 Means what he says	29	13	9	35	33	31	20	27	29	25	18	24	16	32	24	35

Q37-40 Summary: Obama positive attributes...Total well ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
37 Strong leader	56	39	37	63	56	58	51	47	42	50	40	54	50	60	46	61
39 Keep America strong	52	42	34	60	52	55	45	47	45	48	36	50	42	59	45	60
38 Has what it takes	52	37	26	61	54	52	45	46	47	45	38	49	42	58	45	61
40 Means what he says	52	43	28	57	53	50	45	43	48	39	39	47	43	58	42	54

Q37-40 Summary: Obama positive attributes...Well - Not well ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
37 Strong leader	14	-20	-24	27	17	17	4	-3	-13	4	-17	10	1	21	-4	25
40 Means what he says	6	-12	-42	16	11	2	-6	-11	-3	-16	-21	-4	-12	16	-13	10
38 Has what it takes	6	-23	-48	23	11	4	-8	-6	-6	-6	-22	-1	-16	17	-8	21
39 Keep America strong	7	-11	-29	22	6	11	-8	-4	-10	0	-25	3	-14	20	-7	23

		GEN/AGE	
	Total	Older Men	Older Women

Q37-40 Summary: Obama positive attributes... ..

Total Answering	(401)	(91)	(105)
37 Strong leader	31	26	31
39 Keep America strong	30	28	33
38 Has what it takes	30	29	31
40 Means what he says	29	28	30

Q37-40 Summary: Obama positive attributes... ..

Total Answering	(401)	(91)	(105)
37 Strong leader	56	47	54
39 Keep America strong	52	47	52
38 Has what it takes	52	48	50
40 Means what he says	52	47	48

Q37-40 Summary: Obama positive attributes... ..

Total Answering	(401)	(91)	(105)
37 Strong leader	14	-3	11
40 Means what he says	6	-4	1
38 Has what it takes	6	-4	3
39 Keep America strong	7	-5	8

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q41-46 Summary: Obama negative attributes...Very well ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
42A Too willing withdraw	44	47	45	54	36	44	47	42	40	42	42	50	35
41A Too liberal	35	38	40	44	35	33	38	30	31	32	36	41	37
43 Will raise my taxes	37	39	34	39	30	38	40	38	35	36	35	35	40
46B Lacks experience	34	34	27	28	27	38	28	41	37	36	29	27	45
44 Too many questions	34	35	33	37	30	35	32	36	34	35	33	35	38
45B Puts blacks 1st	15	15	11	6	14	18	25	15	15	16	16	7	9

Q41-46 Summary: Obama negative attributes...Total well ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
42A Too willing withdraw	65	67	70	77	63	63	65	62	62	62	67	72	55
41A Too liberal	54	54	57	61	53	52	55	51	51	52	57	57	58
43 Will raise my taxes	52	53	49	54	46	53	54	53	51	52	51	51	57
46B Lacks experience	50	50	44	44	44	54	43	58	54	54	48	41	58
44 Too many questions	47	46	43	46	41	49	50	48	46	50	48	44	48
45B Puts blacks 1st	29	29	27	25	28	30	31	30	29	31	28	30	23

Q41-46 Summary: Obama negative attributes...Well - Not well ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
42A Too willing withdraw	34	37	43	56	32	29	36	26	28	26	39	47	10
41A Too liberal	12	13	18	28	9	9	15	6	7	9	19	19	18
43 Will raise my taxes	7	10	2	9	-4	10	10	10	6	8	6	4	17
46B Lacks experience	2	0	-10	-9	-10	9	-13	17	9	8	-2	-16	16
44 Too many questions	-2	-2	-11	-5	-15	3	3	3	-2	5	0	-8	-1
45B Puts blacks 1st	-34	-36	-41	-48	-37	-29	-34	-28	-31	-26	-37	-37	-47

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q41-46 Summary: Obama negative attributes...Very well ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
42A Too willing withdraw	44	41	45	44	48	40	35	44	45	45	43	35	36	58	26	29
41A Too liberal	35	25	32	32	35	35	31	33	40	33	37	8	30	64	2	16
43 Will raise my taxes	37	37	38	36	38	36	22	38	34	40	32	11	33	65	9	20
46B Lacks experience	34	43	39	34	34	34	29	38	27	38	27	16	35	51	8	20
44 Too many questions	34	37	31	32	31	35	29	35	33	35	32	19	26	55	11	10
45B Puts blacks 1st	15	16	20	24	20	14	16	18	11	18	10	11	13	21	11	21

Q41-46 Summary: Obama negative attributes...Total well ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
42A Too willing withdraw	65	63	61	61	65	64	52	63	70	64	66	56	62	75	52	70
41A Too liberal	54	42	52	49	54	53	48	52	57	53	54	26	51	81	15	47
43 Will raise my taxes	52	49	54	49	55	51	38	53	49	54	48	28	50	78	27	53
46B Lacks experience	50	61	54	49	51	51	37	54	44	55	42	33	55	66	27	50
44 Too many questions	47	51	46	48	47	47	33	49	43	50	42	31	43	65	27	34
45B Puts blacks 1st	29	33	31	39	28	30	35	30	27	30	28	23	26	38	16	36

Q41-46 Summary: Obama negative attributes...Well - Not well ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
42A Too willing withdraw	34	29	25	25	35	31	7	29	43	32	36	16	28	54	5	46
41A Too liberal	12	-12	8	0	14	11	-3	9	18	12	12	-44	10	66	-65	12
43 Will raise my taxes	7	4	10	1	12	5	-19	10	2	12	-1	-42	7	57	-44	18
46B Lacks experience	2	22	9	1	3	3	-26	9	-10	12	-13	-30	10	31	-43	0
44 Too many questions	-2	9	-3	1	0	-2	-28	3	-11	4	-11	-31	-9	34	-43	-26
45B Puts blacks 1st	-34	-24	-27	-16	-35	-32	-20	-29	-41	-30	-40	-48	-42	-14	-62	-20

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q41-46 Summary: Obama negative attributes...Very well ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
42A Too willing withdraw	44	42	43	44	39	48	41	42	47	39	49	35	36	47	45	34
41A Too liberal	35	23	35	29	28	33	42	42	38	44	44	34	37	33	39	33
43 Will raise my taxes	37	38	44	30	40	35	35	38	42	35	46	31	40	36	36	27
46B Lacks experience	34	35	28	29	40	36	22	32	33	32	32	31	38	32	26	26
44 Too many questions	34	27	27	29	37	35	32	30	30	31	40	32	42	32	31	28
45B Puts blacks 1st	15	18	23	25	13	14	16	13	19	9	19	13	18	10	15	11

Q41-46 Summary: Obama negative attributes...Total well ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
42A Too willing withdraw	65	72	71	74	60	65	66	59	65	54	69	62	69	67	63	62
41A Too liberal	54	50	65	65	40	52	57	53	48	57	61	53	63	54	52	51
43 Will raise my taxes	52	57	69	47	52	50	55	52	56	49	62	48	57	46	53	43
46B Lacks experience	50	54	49	48	49	52	45	46	46	46	53	49	56	46	47	43
44 Too many questions	47	49	55	50	47	45	46	42	41	42	57	46	59	39	46	39
45B Puts blacks 1st	29	28	37	37	24	30	30	27	42	17	36	29	35	30	31	21

Q41-46 Summary: Obama negative attributes...Well - Not well ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
42A Too willing withdraw	34	44	45	51	25	30	35	23	32	15	39	29	37	35	32	25
41A Too liberal	12	6	36	32	-17	6	16	16	6	24	28	13	30	14	14	7
43 Will raise my taxes	7	20	43	-1	8	5	15	9	15	4	27	3	17	-6	12	-8
46B Lacks experience	2	11	-2	-5	-1	5	-9	-6	-5	-6	7	0	12	-5	-4	-12
44 Too many questions	-2	2	11	3	-2	-6	-6	-6	-11	-3	19	-2	19	-17	0	-17
45B Puts blacks 1st	-34	-37	-15	-25	-46	-33	-27	-34	-7	-53	-18	-31	-20	-35	-27	-45

		GEN/AGE	
	Total	Older Men	Older Women

Q41-46 Summary: Obama negative attributes... ..

	(401)	(91)	(105)
Total Answering	(401)	(91)	(105)
42A Too willing withdraw	44	52	42
41A Too liberal	35	42	36
43 Will raise my taxes	37	43	33
46B Lacks experience	34	31	33
44 Too many questions	34	33	32
45B Puts blacks 1st	15	15	14

Q41-46 Summary: Obama negative attributes... ..

	(401)	(91)	(105)
Total Answering	(401)	(91)	(105)
42A Too willing withdraw	65	68	61
41A Too liberal	54	51	48
43 Will raise my taxes	52	57	51
46B Lacks experience	50	47	52
44 Too many questions	47	46	44
45B Puts blacks 1st	29	34	26

Q41-46 Summary: Obama negative attributes... ..

	(401)	(91)	(105)
Total Answering	(401)	(91)	(105)
42A Too willing withdraw	34	38	27
41A Too liberal	12	8	4
43 Will raise my taxes	7	15	7
46B Lacks experience	2	-3	7
44 Too many questions	-2	-2	-4
45B Puts blacks 1st	-34	-25	-37

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q47-54 Summary: Association of candidates with personal terms...Obama much more ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
50 Right kind of change	39	38	45	40	48	36	35	37	40	39	41	41	38
47 Shares your values	35	34	39	35	42	33	33	33	36	34	36	33	35
49 Restore US respect	35	34	36	33	38	34	35	33	35	32	33	34	36
48 Being on your side	34	33	39	34	43	32	31	32	35	33	36	32	32
54 Honest/trustworthy	31	30	35	32	37	29	28	30	32	29	32	31	32
52 Strong leader	29	28	34	30	38	26	26	26	29	30	31	28	29
51 Independent	28	27	30	26	32	28	26	29	30	29	29	27	30
53 Work w/both parties	28	28	31	27	35	26	25	26	29	31	30	27	26

Q47-54 Summary: Association of candidates with personal terms...Obama total more ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
50 Right kind of change	50	48	54	49	59	47	48	47	51	49	52	52	44
48 Being on your side	48	46	53	49	56	46	43	47	50	47	50	53	51
49 Restore US respect	47	45	50	46	53	45	49	44	47	44	48	51	45
47 Shares your values	47	44	51	47	55	45	44	45	48	46	47	49	47
51 Independent	45	43	48	44	51	43	41	43	46	46	47	45	46
53 Work w/both parties	42	41	46	40	52	39	39	39	43	42	45	42	41
54 Honest/trustworthy	41	39	45	41	48	39	41	38	41	38	42	42	40
52 Strong leader	41	39	47	44	49	38	39	37	40	40	42	46	36

Q47-54 Summary: Association of candidates with personal terms...Obama - McCain ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
50 Right kind of change	6	2	13	2	22	2	2	1	7	7	12	9	-8
48 Being on your side	3	-1	11	4	16	-1	-6	1	6	1	6	10	5
49 Restore US respect	1	-3	8	0	13	-3	3	-5	0	-5	3	8	-7
51 Independent	.	-3	5	-4	12	-3	-6	-1	3	3	5	-1	0
47 Shares your values	0	-6	7	-1	12	-4	-5	-3	1	-3	0	5	-2
53 Work w/both parties	-8	-10	1	-14	13	-12	-13	-11	-4	-7	-2	-9	-7
54 Honest/trustworthy	-6	-10	3	-9	13	-10	-8	-11	-4	-10	-1	-7	-7
52 Strong leader	-12	-16	-2	-7	3	-18	-17	-18	-12	-13	-9	-5	-24

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q47-54 Summary: Association of candidates with personal terms...Obama much more ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
50 Right kind of change	39	33	40	38	38	40	47	36	45	36	45	82	31	2	70	13
47 Shares your values	35	32	39	35	37	34	37	33	39	33	38	74	25	3	61	9
49 Restore US respect	35	34	37	37	35	35	41	34	36	34	36	68	32	3	64	12
48 Being on your side	34	29	40	34	36	34	35	32	39	32	39	74	24	2	66	11
54 Honest/trustworthy	31	27	34	28	31	32	35	29	35	29	35	67	21	2	54	12
52 Strong leader	29	23	29	28	27	29	29	26	34	26	33	62	18	2	51	5
51 Independent	28	25	31	29	29	28	32	28	30	27	31	56	21	6	43	13
53 Work w/both parties	28	26	29	30	27	28	25	26	31	26	31	57	21	3	50	10

Q47-54 Summary: Association of candidates with personal terms...Obama total more ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
50 Right kind of change	50	47	48	49	49	50	61	47	54	46	56	92	49	7	90	47
48 Being on your side	48	42	46	44	46	49	64	46	53	44	55	90	47	7	89	40
49 Restore US respect	47	41	48	47	48	47	59	45	50	44	52	87	43	10	86	38
47 Shares your values	47	41	48	47	47	47	61	45	51	43	53	89	44	6	87	40
51 Independent	45	39	44	42	43	45	54	43	48	42	49	79	41	13	76	41
53 Work w/both parties	42	37	39	41	39	43	50	39	46	39	47	79	38	7	78	19
54 Honest/trustworthy	41	35	43	39	43	40	48	39	45	38	46	82	34	4	77	20
52 Strong leader	41	35	40	39	39	41	50	38	47	36	48	84	32	3	77	20

Q47-54 Summary: Association of candidates with personal terms...Obama - McCain ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
50 Right kind of change	6	0	3	5	4	6	23	2	13	0	16	87	10	-79	83	23
48 Being on your side	3	-6	0	-3	0	4	31	-1	11	-4	15	84	8	-82	84	11
49 Restore US respect	1	-11	4	0	4	.	20	-3	8	-6	12	78	-2	-76	80	2
51 Independent	.	-12	0	-7	-1	0	17	-3	5	-4	6	65	-2	-64	63	13
47 Shares your values	0	-10	4	0	0	-1	27	-4	7	-7	11	82	2	-85	79	12
53 Work w/both parties	-8	-17	-9	-9	-10	-6	9	-12	1	-13	2	67	-10	-81	66	-29
54 Honest/trustworthy	-6	-17	-4	-10	-5	-6	8	-10	3	-12	5	73	-9	-83	68	-13
52 Strong leader	-12	-19	-13	-13	-15	-12	2	-18	-2	-20	0	72	-22	-91	63	-33

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q47-54 Summary: Association of candidates with personal terms...Obama much more ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
50 Right kind of change	39	15	11	42	38	40	34	34	29	37	22	39	31	44	32	47
47 Shares your values	35	9	6	38	34	37	28	29	27	31	18	32	26	41	26	42
49 Restore US respect	35	7	7	42	36	36	24	27	28	27	18	30	24	36	24	39
48 Being on your side	34	7	4	37	32	32	24	26	25	27	20	32	24	37	27	42
54 Honest/trustworthy	31	9	7	36	28	28	22	24	25	23	14	28	17	35	24	35
52 Strong leader	29	1	-	31	28	29	21	26	24	27	15	25	16	31	22	30
51 Independent	28	15	12	29	28	30	23	23	24	23	22	28	29	24	22	34
53 Work w/both parties	28	7	7	27	26	28	18	26	24	27	14	29	18	30	25	33

Q47-54 Summary: Association of candidates with personal terms...Obama total more ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
50 Right kind of change	50	32	21	53	50	51	46	43	42	43	33	48	41	55	42	57
48 Being on your side	48	29	20	53	50	49	40	39	38	40	32	48	41	52	40	55
49 Restore US respect	47	24	18	56	44	45	39	38	37	39	32	46	44	51	36	55
47 Shares your values	47	24	13	48	52	49	40	39	37	40	30	46	41	53	38	52
51 Independent	45	25	28	48	43	47	40	35	34	35	37	45	46	46	38	49
53 Work w/both parties	42	24	20	46	42	42	34	37	38	36	27	41	32	46	36	51
54 Honest/trustworthy	41	12	9	43	42	40	32	34	35	32	27	38	30	45	34	44
52 Strong leader	41	17	10	43	36	41	34	35	34	35	26	41	36	46	32	47

Q47-54 Summary: Association of candidates with personal terms...Obama - McCain ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
50 Right kind of change	6	-25	-42	13	8	8	-3	-6	-8	-5	-25	2	-13	13	-9	19
48 Being on your side	3	-20	-44	13	10	4	-11	-13	-16	-11	-27	1	-14	8	-11	16
49 Restore US respect	1	-30	-50	20	-4	-4	-17	-16	-18	-15	-28	-4	-9	7	-20	14
51 Independent	.	-27	-26	10	-1	3	-9	-13	-17	-11	-16	2	-2	3	-10	14
47 Shares your values	0	-35	-63	4	12	1	-13	-13	-17	-11	-34	-3	-17	8	-16	9
53 Work w/both parties	-8	-38	-52	2	-2	-6	-24	-13	-15	-11	-40	-6	-29	0	-17	13
54 Honest/trustworthy	-6	-44	-57	-3	-2	-7	-23	-19	-20	-19	-36	-12	-31	1	-19	3
52 Strong leader	-12	-56	-69	-7	-16	-12	-26	-23	-24	-23	-43	-13	-25	-4	-28	0

		GEN/AGE	
	Total	Older Men	Older Women

Q47-54 Summary: Association of candidates wi ...

	(401)	(91)	(105)
Total Answering	(401)	(91)	(105)
50 Right kind of change	39	34	41
47 Shares your values	35	30	35
49 Restore US respect	35	32	34
48 Being on your side	34	31	35
54 Honest/trustworthy	31	28	33
52 Strong leader	29	26	31
51 Independent	28	25	28
53 Work w/both parties	28	26	35

Q47-54 Summary: Association of candidates wi ...

	(401)	(91)	(105)
Total Answering	(401)	(91)	(105)
50 Right kind of change	50	44	49
48 Being on your side	48	40	48
49 Restore US respect	47	40	44
47 Shares your values	47	40	46
51 Independent	45	39	42
53 Work w/both parties	42	37	45
54 Honest/trustworthy	41	36	41
52 Strong leader	41	35	41

Q47-54 Summary: Association of candidates wi ...

	(401)	(91)	(105)
Total Answering	(401)	(91)	(105)
50 Right kind of change	6	-6	5
48 Being on your side	3	-11	3
49 Restore US respect	1	-13	-5
51 Independent	.	-13	-3
47 Shares your values	0	-14	-2
53 Work w/both parties	-8	-18	1
54 Honest/trustworthy	-6	-18	-5
52 Strong leader	-12	-24	-12

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q55 Association of campaigns with terms...Too negative ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Obama much more	18	18	17	20	15	18	20	18	17	16	15	20	21
Obama somewhat more	14	15	15	21	11	13	13	13	13	14	13	18	11
McCain somewhat more	17	17	16	14	18	18	19	18	18	18	20	17	14
McCain much more	32	31	34	31	37	31	30	32	33	31	32	31	37
(Both)	6	6	6	3	8	6	5	6	7	8	7	3	8
(Neither)	8	8	8	8	8	7	7	8	8	8	8	8	6
(Don't know/refused)	5	5	4	3	4	6	6	6	5	5	5	3	2
Total Obama	32	33	32	40	26	32	34	31	29	30	28	39	32
Total McCain	50	47	50	45	55	49	48	50	51	49	52	48	51
Obama - McCain	-18	-14	-18	-5	-29	-17	-14	-19	-22	-19	-24	-10	-19

Q56-63 Summary: Better job...Obama or McCain...Obama much more ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
56 The economy	36	35	40	38	41	34	35	34	36	35	36	37	38
60 Situation in Iraq	32	31	36	34	37	30	29	30	32	31	33	33	33
62A Handle enrgy crisis	33	32	32	27	37	33	33	33	34	32	30	30	34
58 Stand up spcl intr	32	31	34	31	37	31	30	31	33	32	36	30	33
63B Ind of foreign oil	31	30	38	38	38	27	26	27	30	30	34	34	31
57 Taxes	29	27	31	29	33	28	28	27	29	31	29	28	27
61 Gas prices	28	26	28	27	29	29	30	28	28	29	28	26	29
59 National security	22	21	26	25	26	20	18	21	22	21	24	24	24

Q56-63 Summary: Better job...Obama or McCain...Obama total more ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
56 The economy	47	45	52	50	53	45	45	45	47	45	47	53	49
62A Handle enrgy crisis	49	46	48	42	54	49	45	50	51	50	49	46	51
63B Ind of foreign oil	47	46	54	55	53	43	39	44	47	46	47	53	46
58 Stand up spcl intr	46	44	53	49	56	42	42	42	46	43	47	49	46
60 Situation in Iraq	45	43	50	48	52	42	43	41	44	41	45	49	44
57 Taxes	44	42	47	41	51	42	39	44	46	44	45	43	40
61 Gas prices	43	41	44	43	45	42	43	42	43	41	43	45	39
59 National security	34	34	39	40	38	32	33	31	33	32	33	41	30

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q55 Association of campaigns with terms...Too negative ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Obama much more	18	17	20	21	19	18	22	18	17	18	18	8	13	32	7	-
Obama somewhat more	14	12	14	13	13	14	10	13	15	14	14	3	14	25	2	14
McCain somewhat more	17	15	16	14	18	17	26	18	16	17	17	20	26	9	23	41
McCain much more	32	32	34	32	32	32	33	31	34	30	35	59	25	10	58	8
(Both)	6	8	5	8	5	6	3	6	6	6	5	2	7	9	2	10
(Neither)	8	8	7	7	8	7	6	7	8	8	8	4	10	9	5	14
(Don't know/refused)	5	9	4	5	5	5	1	6	4	6	3	4	5	6	4	13
Total Obama	32	29	34	34	32	32	31	32	32	32	32	11	27	57	9	14
Total McCain	50	47	50	47	51	49	59	49	50	48	53	79	52	18	80	49
Obama - McCain	-18	-18	-16	-12	-19	-18	-28	-17	-18	-16	-21	-68	-25	38	-72	-34

Q56-63 Summary: Better job...Obama or McCain...Obama much more ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
56 The economy	36	31	37	37	36	36	43	34	40	33	40	76	25	3	67	11
60 Situation in Iraq	32	29	33	30	32	32	33	30	36	30	36	67	21	4	56	7
62A Handle enrgy crisis	33	30	37	36	34	32	46	33	32	32	34	68	25	3	60	11
58 Stand up spcl intr	32	24	35	28	34	31	28	31	34	30	35	68	21	4	59	12
63B Ind of foreign oil	31	22	29	25	30	31	26	27	38	27	36	61	25	2	51	23
57 Taxes	29	24	32	30	29	29	28	28	31	27	31	64	17	1	52	7
61 Gas prices	28	26	33	31	31	27	28	29	28	28	29	62	17	2	55	12
59 National security	22	18	21	18	19	23	20	20	26	19	26	47	13	2	41	2

Q56-63 Summary: Better job...Obama or McCain...Obama total more ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
56 The economy	47	43	48	48	47	47	62	45	52	43	54	88	48	6	90	46
62A Handle enrgy crisis	49	54	45	49	45	50	67	49	48	47	52	87	47	13	90	39
63B Ind of foreign oil	47	42	48	46	47	46	47	43	54	43	53	82	47	9	83	50
58 Stand up spcl intr	46	37	46	42	45	45	53	42	53	41	53	83	42	10	83	40
60 Situation in Iraq	45	39	46	43	45	44	54	42	50	41	51	85	41	6	81	34
57 Taxes	44	45	46	45	42	45	49	42	47	42	48	83	41	6	78	33
61 Gas prices	43	42	45	45	45	42	44	42	44	41	46	78	40	9	81	35
59 National security	34	27	38	34	35	33	40	32	39	31	40	68	29	3	66	18

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q55 Association of campaigns with terms...Too negative ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Obama much more	18	11	14	17	15	17	19	21	22	20	23	18	22	18	20	15
Obama somewhat more	14	14	20	12	13	13	15	13	11	15	17	16	19	15	16	12
McCain somewhat more	17	31	20	15	18	17	21	14	11	15	17	16	18	15	15	16
McCain much more	32	10	6	39	36	33	24	29	28	29	23	32	28	34	28	38
(Both)	6	14	16	6	8	8	4	8	13	5	9	4	4	8	8	9
(Neither)	8	13	17	7	7	8	10	6	7	6	5	7	5	5	7	8
(Don't know/refused)	5	8	7	3	4	4	7	9	7	10	6	6	4	5	7	2
Total Obama	32	25	34	29	28	30	34	34	33	35	40	34	41	33	35	27
Total McCain	50	41	26	54	53	50	45	43	40	45	40	49	46	49	43	54
Obama - McCain	-18	-16	8	-25	-25	-19	-12	-8	-7	-10	0	-14	-5	-16	-8	-27

Q56-63 Summary: Better job...Obama or McCain...Obama much more ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
56 The economy	36	7	8	43	38	39	28	30	27	32	18	37	27	38	29	40
60 Situation in Iraq	32	6	5	38	33	33	21	26	27	24	18	29	22	37	25	38
62A Handle enrgy crisis	33	17	11	42	36	34	22	31	33	29	21	31	21	38	30	37
58 Stand up spcl intr	32	12	8	39	30	29	24	27	30	25	22	29	23	38	27	32
63B Ind of foreign oil	31	17	9	40	21	31	24	21	19	22	19	23	19	37	21	30
57 Taxes	29	10	10	27	26	27	23	26	19	31	17	30	24	32	23	32
61 Gas prices	28	12	11	29	28	28	18	20	21	20	14	29	26	30	19	32
59 National security	22	-	-	24	20	20	14	18	19	17	9	19	9	26	18	22

Q56-63 Summary: Better job...Obama or McCain...Obama total more ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
56 The economy	47	27	20	56	48	51	42	41	41	41	30	49	41	50	41	54
62A Handle enrgy crisis	49	46	28	63	54	54	39	42	44	41	34	48	44	53	41	57
63B Ind of foreign oil	47	38	20	54	49	53	35	35	35	34	31	40	34	50	37	47
58 Stand up spcl intr	46	29	20	58	47	47	37	36	38	35	33	42	36	52	39	47
60 Situation in Iraq	45	26	15	53	45	45	38	38	39	37	28	41	32	50	36	48
57 Taxes	44	23	21	44	44	42	33	38	36	40	29	44	38	48	37	49
61 Gas prices	43	29	22	43	46	42	32	31	31	32	31	42	43	41	32	50
59 National security	34	10	4	37	31	34	28	30	31	29	20	32	24	37	28	34

		GEN/AGE	
	Total	Older Men	Older Women

Q55 Association of campaigns with terms...To ...

Total answering	(401)	(91)	(105)
Obama much more	18	21	18
Obama somewhat more	14	14	14
McCain somewhat more	17	12	15
McCain much more	32	32	33
(Both)	6	9	4
(Neither)	8	8	8
(Don't know/refused)	5	4	8
Total Obama	32	35	32
Total McCain	50	44	48
Obama - McCain	-18	-9	-15

Q56-63 Summary: Better job...Obama or McCain ...

Total Answering	(401)	(91)	(105)
56 The economy	36	32	37
60 Situation in Iraq	32	31	31
62A Handle enrgy crisis	33	29	40
58 Stand up spcl intr	32	32	33
63B Ind of foreign oil	31	30	25
57 Taxes	29	26	30
61 Gas prices	28	25	26
59 National security	22	22	23

Q56-63 Summary: Better job...Obama or McCain ...

Total Answering	(401)	(91)	(105)
56 The economy	47	43	46
62A Handle enrgy crisis	49	41	51
63B Ind of foreign oil	47	43	41
58 Stand up spcl intr	46	42	45
60 Situation in Iraq	45	42	42
57 Taxes	44	38	44
61 Gas prices	43	37	39
59 National security	34	33	35

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west

Q56-63 Summary: Better job...Obama or McCain...Obama - McCain ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
61 Gas prices	2	-1	8	2	14	-1	-1	0	4	0	5	4	-7
56 The economy	3	-1	13	8	16	-1	-3	-1	4	.	4	13	1
62A Handle enrgy crisis	7	1	6	-5	17	7	-2	11	13	11	9	3	5
63B Ind of foreign oil	2	1	18	18	17	-6	-13	-4	3	2	5	15	2
58 Stand up spcl intr	1	-1	15	9	19	-5	-6	-5	2	-3	6	11	1
57 Taxes	-3	-8	2	-9	10	-6	-12	-4	0	-2	-2	-6	-12
60 Situation in Iraq	-6	-9	3	-2	7	-11	-10	-12	-6	-13	-6	2	-8
59 National security	-25	-27	-15	-15	-14	-30	-27	-31	-26	-29	-26	-14	-35

Q64B Palin as VP - short version ...

Total answering	(201)	(175)	(71)	(27)	(43)	(130)	(34)	(96)	(139)	(64)	(78)	(33)	(12)
Much more likely	35	36	28	31	27	39	47	36	33	34	33	31	37
Somewhat more likely	15	16	11	14	10	18	8	21	17	20	15	14	10
(No difference)	9	9	10	10	10	9	10	9	9	6	9	12	13
Somewhat less likely	7	7	10	10	10	5	7	5	6	5	5	10	7
Much less likely	31	30	38	34	41	26	28	25	30	31	34	33	32
(DK/Ref)	3	2	2	1	2	3	-	4	4	5	3	1	2
Total more likely	51	51	40	45	36	57	55	57	51	54	48	45	47
Total less likely	37	38	48	44	51	32	35	30	37	35	39	43	39
More - Less	13	14	-9	1	-15	25	20	27	14	19	9	2	8

Q65B How closely did you follow the Rep convention ...

Total answering	(201)	(175)	(71)	(27)	(43)	(130)	(34)	(96)	(139)	(64)	(78)	(33)	(12)
Very closely	31	33	29	28	30	32	35	31	31	31	28	26	33
Somewhat closely	31	31	28	31	26	32	38	30	29	29	28	32	31
A little closely	20	19	20	25	17	20	17	21	20	19	17	27	21
Not at all	18	16	23	17	27	15	10	17	20	20	25	15	15
(DK/ Ref)	0	0	-	-	-	1	-	1	1	1	1	-	-
Total closely	62	64	57	58	56	65	74	61	60	60	57	58	65
Total Not closely	38	35	43	42	44	35	26	38	40	39	42	42	35

Q66B Impact of the Rep Convention ...

Total answering	(201)	(175)	(71)	(27)	(43)	(130)	(34)	(96)	(139)	(64)	(78)	(33)	(12)
Much more likely	28	28	21	23	19	32	37	30	27	28	24	23	27
Somewhat more likely	21	22	22	23	21	21	16	23	22	23	23	24	13
(No difference)	6	7	7	6	8	6	7	5	6	6	7	5	15
Somewhat less likely	10	10	10	13	9	11	14	9	9	8	11	13	13
Much less likely	31	29	36	33	39	27	26	28	31	31	30	32	32
(DK/Ref)	4	3	4	2	5	4	-	5	5	5	5	3	-
Total more likely	49	51	42	46	40	53	53	53	49	51	46	47	40
Total less likely	41	40	47	45	48	38	40	37	40	39	41	45	45
More - Less	8	11	-4	1	-7	15	13	16	8	11	5	2	-6

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q56-63 Summary: Better job...Obama or McCain...Obama - McCain ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
61 Gas prices	2	0	4	4	3	2	8	-1	8	-2	10	71	6	-70	78	12
56 The economy	3	-5	3	3	2	3	29	-1	13	-4	16	81	12	-81	85	25
62A Handle enrgy crisis	7	20	-2	8	-2	11	40	7	6	3	13	82	11	-69	86	5
63B Ind of foreign oil	2	-12	2	-2	3	1	9	-6	18	-6	16	74	7	-77	79	24
58 Stand up spcl intr	1	-17	1	-6	0	1	17	-5	15	-7	16	75	-1	-71	78	2
57 Taxes	-3	-3	0	-2	-6	-1	8	-6	2	-7	3	74	-3	-82	67	-9
60 Situation in Iraq	-6	-17	-4	-10	-5	-8	12	-11	3	-14	6	74	-10	-85	67	-14
59 National security	-25	-39	-18	-26	-23	-27	-13	-30	-15	-32	-13	48	-35	-92	43	-46

Q64B Palin as VP - short version ...

Total answering	(201)	(30)	(41)	(35)	(56)	(137)	(12)	(130)	(71)	(125)	(76)	(77)	(51)	(72)	(39)	(12)
Much more likely	35	38	38	40	38	35	26	39	28	39	29	9	30	67	5	21
Somewhat more likely	15	23	14	13	14	15	11	18	11	18	11	8	17	22	8	22
(No difference)	9	8	10	10	10	9	10	9	10	8	11	11	12	5	11	24
Somewhat less likely	7	5	7	8	7	7	18	5	10	6	9	11	10	1	12	16
Much less likely	31	23	28	27	30	31	34	26	38	26	38	57	29	4	59	18
(DK/Ref)	3	3	3	2	2	3	-	3	2	3	2	4	2	2	4	-
Total more likely	51	61	52	53	52	50	38	57	40	57	40	17	47	89	13	43
Total less likely	37	28	35	35	36	38	52	32	48	32	47	67	39	4	71	34
More - Less	13	34	17	18	15	12	-15	25	-9	25	-7	-50	7	84	-58	9

Q65B How closely did you follow the Rep convention ...

Total answering	(201)	(30)	(41)	(35)	(56)	(137)	(12)	(130)	(71)	(125)	(76)	(77)	(51)	(72)	(39)	(12)
Very closely	31	32	41	38	38	29	23	32	29	32	29	26	27	39	22	14
Somewhat closely	31	30	33	34	33	29	30	32	28	32	29	24	34	35	28	20
A little closely	20	24	15	18	16	22	37	20	20	20	20	19	25	18	22	26
Not at all	18	14	11	10	13	20	9	15	23	15	22	30	14	7	28	39
(DK/ Ref)	0	-	-	-	-	1	-	1	-	1	-	1	-	-	-	-
Total closely	62	62	74	73	71	58	53	65	57	64	58	51	61	75	49	35
Total Not closely	38	38	26	27	29	42	47	35	43	35	42	48	39	25	51	65

Q66B Impact of the Rep Convention ...

Total answering	(201)	(30)	(41)	(35)	(56)	(137)	(12)	(130)	(71)	(125)	(76)	(77)	(51)	(72)	(39)	(12)
Much more likely	28	38	33	40	32	27	20	32	21	32	21	4	20	60	1	13
Somewhat more likely	21	25	13	14	14	23	26	21	22	21	21	8	26	32	11	35
(No difference)	6	5	5	6	6	6	2	6	7	6	7	6	10	4	9	22
Somewhat less likely	10	8	8	8	11	10	14	11	10	11	10	16	14	2	14	9
Much less likely	31	23	36	32	33	30	35	27	36	27	36	60	27	1	59	18
(DK/Ref)	4	-	5	-	4	4	3	4	4	3	4	6	3	1	5	3
Total more likely	49	64	46	54	46	50	47	53	42	53	43	12	45	92	12	48
Total less likely	41	31	44	40	44	40	49	38	47	38	46	76	41	3	73	27
More - Less	8	32	2	14	2	11	-2	15	-4	15	-4	-64	4	89	-61	21

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q56-63 Summary: Better job...Obama or McCain...Obama - McCain ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
61 Gas prices	2	-5	-28	7	9	1	-14	-10	-10	-10	-19	2	-2	1	-13	17
56 The economy	3	-24	-41	17	8	8	-7	-7	-5	-8	-26	4	-12	7	-9	15
62A Handle enrgy crisis	7	-3	-35	32	15	14	-11	-3	-5	-1	-21	5	-5	13	-8	21
63B Ind of foreign oil	2	8	-33	15	5	15	-13	-19	-23	-17	-29	-8	-26	10	-14	7
58 Stand up spcl intr	1	-20	-43	25	8	2	-11	-13	-13	-14	-25	-3	-16	10	-12	9
57 Taxes	-3	-28	-39	0	1	-5	-26	-10	-11	-9	-31	-5	-18	4	-16	6
60 Situation in Iraq	-6	-38	-64	12	-6	-5	-20	-16	-15	-17	-38	-14	-30	1	-22	-1
59 National security	-25	-63	-85	-15	-31	-25	-36	-31	-30	-31	-52	-29	-47	-15	-35	-25

Q64B Palin as VP - short version ...

Total answering	(201)	(15)	(17)	(16)	(23)	(38)	(33)	(37)	(15)	(22)	(38)	(47)	(32)	(30)	(51)	(32)
Much more likely	35	35	47	25	36	29	39	46	48	45	40	37	35	30	42	28
Somewhat more likely (No difference)	15	25	31	11	14	19	19	14	12	15	20	16	28	13	12	16
Somewhat less likely	9	12	13	15	8	7	6	9	6	10	11	9	3	20	15	12
Much less likely	7	13	2	9	11	8	11	3	6	1	5	7	6	9	6	9
(DK/Ref)	31	12	4	36	28	34	18	26	24	27	20	27	24	27	22	31
	3	3	3	4	3	2	6	3	4	2	4	4	5	1	3	4
Total more likely	51	60	78	36	50	48	58	60	60	60	61	53	62	43	54	43
Total less likely	37	25	7	45	39	43	30	29	30	28	25	34	30	36	29	40
More - Less	13	35	71	-9	11	5	28	31	30	31	36	19	33	6	25	3

Q65B How closely did you follow the Rep convention ...

Total answering	(201)	(15)	(17)	(16)	(23)	(38)	(33)	(37)	(15)	(22)	(38)	(47)	(32)	(30)	(51)	(32)
Very closely	31	19	28	31	41	31	17	38	37	38	31	26	25	38	30	21
Somewhat closely	31	23	30	22	32	32	32	36	33	38	30	35	29	26	35	41
A little closely	20	29	30	25	18	24	31	16	18	14	22	22	23	20	21	20
Not at all	18	28	13	22	9	13	20	10	11	10	17	16	21	16	13	15
(DK/ Ref)	0	-	-	-	-	-	-	-	-	-	-	2	2	-	-	2
Total closely	62	43	57	53	73	63	49	74	71	76	61	60	54	64	65	63
Total Not closely	38	57	43	47	27	37	51	26	29	24	39	38	44	36	35	35

Q66B Impact of the Rep Convention ...

Total answering	(201)	(15)	(17)	(16)	(23)	(38)	(33)	(37)	(15)	(22)	(38)	(47)	(32)	(30)	(51)	(32)
Much more likely	28	21	32	23	31	28	24	38	36	39	37	33	34	24	35	24
Somewhat more likely	21	38	47	20	20	20	31	23	26	21	25	19	21	25	22	29
(No difference)	6	17	14	7	3	8	4	5	7	4	8	5	5	6	7	3
Somewhat less likely	10	4	-	21	14	11	12	5	5	6	8	7	9	12	7	11
Much less likely	31	12	4	25	27	33	24	25	23	26	19	30	24	30	25	28
(DK/Ref)	4	7	2	4	5	-	5	4	3	5	3	6	6	2	4	4
Total more likely	49	60	79	43	51	48	55	61	62	60	62	52	55	50	58	53
Total less likely	41	17	4	46	41	44	35	30	28	32	27	37	33	42	31	39
More - Less	8	43	75	-2	11	4	20	30	34	28	35	14	22	8	26	14

		GEN/AGE	
	Total	Older Men	Older Women

Q56-63 Summary: Better job...Obama or McCain ...

	(401)	(91)	(105)
Total Answering			
61 Gas prices	2	-6	-3
56 The economy	3	-4	1
62A Handle enrgy crisis	7	-11	12
63B Ind of foreign oil	2	-4	-6
58 Stand up spcl intr	1	-6	-1
57 Taxes	-3	-12	-3
60 Situation in Iraq	-6	-13	-10
59 National security	-25	-27	-23

Q64B Palin as VP - short version ...

	(201)	(49)	(53)
Total answering	35	38	39
Much more likely	15	14	13
Somewhat more likely	9	12	12
(No difference)	7	5	6
Somewhat less likely	31	27	28
Much less likely	3	3	2
(DK/Ref)			
Total more likely	51	53	52
Total less likely	37	33	34
More - Less	13	20	17

Q65B How closely did you follow the Rep conv ...

	(201)	(49)	(53)
Total answering	31	36	32
Very closely	31	28	38
Somewhat closely	20	19	16
A little closely	18	17	14
Not at all	0	-	-
(DK/ Ref)			
Total closely	62	64	69
Total Not closely	38	36	31

Q66B Impact of the Rep Convention ...

	(201)	(49)	(53)
Total answering	28	30	32
Much more likely	21	21	23
Somewhat more likely	6	9	5
(No difference)	10	10	9
Somewhat less likely	31	26	26
Much less likely	4	3	5
(DK/Ref)			
Total more likely	49	51	55
Total less likely	41	37	35
More - Less	8	14	20

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west

Q67 Hope Obama ...

Total answering	(257)	(221)	(82)	(37)	(45)	(176)	(53)	(123)	(167)	(76)	(88)	(44)	(19)
Very hopeful	10	9	12	13	11	8	13	6	8	10	10	13	5
Somewhat hopeful	17	16	19	15	22	17	16	17	18	14	19	17	19
Somewhat doubtful	18	17	20	17	22	17	17	17	18	18	19	16	17
Very doubtful	52	55	47	52	42	54	49	56	53	55	49	52	58
(DK/ Ref)	3	4	3	2	3	4	4	4	4	4	4	2	2
Total hopeful	27	24	31	29	33	25	30	23	26	24	29	30	24
Total doubtful	70	72	66	70	64	71	66	73	71	72	68	68	75
Hopeful - Doubtful	-43	-48	-36	-41	-31	-46	-36	-50	-45	-48	-39	-39	-51

Q68 Hope McCain ...

Total answering	(248)	(203)	(91)	(36)	(55)	(157)	(46)	(111)	(166)	(70)	(88)	(45)	(17)
Very hopeful	8	7	7	6	7	8	8	8	8	9	7	7	9
Somewhat hopeful	17	17	19	18	20	15	17	15	16	17	18	15	16
Somewhat doubtful	23	22	20	28	15	24	25	24	21	17	16	31	20
Very doubtful	49	49	51	45	54	47	45	48	50	52	53	45	54
(DK/ Ref)	5	5	3	3	4	5	5	6	5	6	6	3	1
Total hopeful	24	24	26	24	27	23	25	22	24	26	26	22	25
Total doubtful	71	71	71	73	69	71	70	72	71	69	69	75	74
Hopeful - Doubtful	-47	-47	-45	-49	-42	-48	-45	-50	-47	-43	-43	-53	-48

Q69A Obama Doubts ...

Total answering	(131)	(110)	(43)	(22)	(21)	(89)	(29)	(60)	(80)	(36)	(40)	(25)	(11)
Just too inexperienced	50	51	51	47	54	50	45	52	53	54	51	47	49
Too many unknowns/pastr	30	31	26	16	37	32	36	30	32	32	36	20	20
Will raise taxes	29	30	32	36	28	27	25	28	28	30	30	34	48
Too lib abortion/guns	26	26	29	27	30	25	32	22	24	24	33	23	27
Weak on natl security	25	25	23	24	22	26	31	24	23	23	25	22	19
Too ready withdraw Iraq	20	20	15	18	13	22	18	24	21	25	12	20	21
Snobbish/out of touch	11	10	16	22	10	8	10	7	8	7	9	22	3
Not decisive/tough engh	9	7	8	11	5	9	2	12	10	6	5	11	13

Q71A McCain Doubts ...

Total answering	(125)	(99)	(40)	(17)	(23)	(85)	(27)	(58)	(81)	(34)	(39)	(22)	(10)
Continue Bushs policies	50	51	54	53	55	48	43	51	52	50	58	62	49
Stay in Iraq too long	37	36	30	38	23	40	46	38	34	33	28	37	35
Out of touch on economy	35	34	40	32	46	32	21	37	40	47	38	33	29
Favor big corporations	26	26	26	28	25	25	22	27	26	19	24	29	30
Too old to become pres	21	18	21	16	26	21	28	18	20	23	27	12	14
Free trade/outourcing	11	13	12	14	10	11	14	10	10	15	13	11	11
Too negative campaign	11	12	8	13	5	12	14	12	10	9	6	11	17
Involved abroad not USA	9	9	9	6	11	9	13	7	8	4	6	5	15

Q70B Obama Doubts Open End ...

Total answering	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
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Q72B McCain Doubts Open End ...

Total answering	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
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	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q67 Hope Obama ...

Total answering	(257)	(42)	(55)	(53)	(77)	(169)	(16)	(176)	(82)	(167)	(90)	(37)	(74)	(145)	(26)	(26)
Very hopeful	10	9	8	14	10	9	12	8	12	8	12	44	7	2	40	13
Somewhat hopeful	17	18	17	18	16	18	20	17	19	16	20	25	32	7	39	52
Somewhat doubtful	18	15	20	13	20	17	17	17	20	18	18	10	22	18	9	21
Very doubtful	52	53	52	51	51	53	50	54	47	54	47	16	34	71	11	5
(DK/ Ref)	3	5	3	4	4	4	2	4	3	4	3	4	6	2	2	10
Total hopeful	27	27	25	32	26	27	32	25	31	24	32	70	39	10	79	64
Total doubtful	70	68	72	64	70	70	67	71	66	72	65	26	56	88	20	26
Hopeful - Doubtful	-43	-41	-47	-33	-44	-43	-35	-46	-36	-48	-33	44	-17	-79	59	38

Q68 Hope McCain ...

Total answering	(248)	(35)	(55)	(49)	(73)	(164)	(20)	(157)	(91)	(146)	(102)	(144)	(71)	(31)	(77)	(27)
Very hopeful	8	12	6	11	6	9	11	8	7	7	8	3	9	27	3	7
Somewhat hopeful	17	17	13	15	14	17	11	15	19	16	17	6	22	50	6	47
Somewhat doubtful	23	26	28	27	26	20	26	24	20	22	23	21	32	9	31	23
Very doubtful	49	40	49	44	48	50	51	47	51	48	49	66	32	9	55	13
(DK/ Ref)	5	5	5	4	6	4	1	5	3	6	3	4	6	5	5	10
Total hopeful	24	29	19	26	20	26	21	23	26	24	25	9	31	77	9	54
Total doubtful	71	66	76	71	74	70	77	71	71	71	72	87	63	17	87	36
Hopeful - Doubtful	-47	-37	-58	-45	-54	-44	-56	-48	-45	-47	-47	-78	-32	60	-78	18

Q69A Obama Doubts ...

Total answering	(131)	(20)	(31)	(29)	(43)	(82)	(8)	(89)	(43)	(83)	(48)	(18)	(37)	(75)	(13)	(14)
Just too inexperienced	50	56	48	53	45	53	45	50	51	51	48	29	50	55	42	45
Too many unknowns/pastr	30	33	34	35	34	30	29	32	26	33	26	24	35	30	40	39
Will raise taxes	29	20	24	18	26	27	29	27	32	26	34	34	23	29	13	39
Too lib abortion/guns	26	23	22	22	27	27	13	25	29	27	26	27	17	31	28	10
Weak on natl security	25	16	33	26	33	21	16	26	23	27	21	25	28	24	29	13
Too ready withdraw Iraq	20	31	22	31	19	21	36	22	15	21	18	34	22	16	19	27
Snobbish/out of touch	11	7	10	11	10	10	14	8	16	8	17	22	12	8	27	10
Not decisive/tough engh	9	15	7	4	6	10	17	9	8	8	10	4	14	7	3	16

Q71A McCain Doubts ...

Total answering	(125)	(20)	(30)	(30)	(40)	(80)	(11)	(85)	(40)	(77)	(48)	(71)	(37)	(17)	(39)	(15)
Continue Bushs policies	50	46	37	42	40	54	71	48	54	44	61	58	45	32	59	31
Stay in Iraq too long	37	45	42	45	44	33	27	40	30	41	31	42	31	29	36	25
Out of touch on economy	35	39	28	30	26	39	37	32	40	34	36	34	41	27	38	33
Favor big corporations	26	15	29	16	27	27	33	25	26	25	27	24	30	23	24	29
Too old to become pres	21	25	22	24	25	21	-	21	21	23	18	19	17	38	22	23
Free trade/outourcing	11	10	13	14	14	9	2	11	12	12	10	6	19	20	8	25
Too negative campaign	11	17	13	18	11	11	13	12	8	12	10	9	10	21	4	29
Involved abroad not USA	9	4	16	12	13	7	17	9	9	9	9	10	8	9	10	6

Q70B Obama Doubts Open End ...

Total answering	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
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Q72B McCain Doubts Open End ...

Total answering	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
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	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q67 Hope Obama ...

Total answering	(257)	(21)	(32)	(21)	(35)	(53)	(50)	(51)	(23)	(29)	(59)	(65)	(51)	(38)	(70)	(33)
Very hopeful	10	8	6	20	10	13	10	10	10	9	6	13	11	14	9	8
Somewhat hopeful	17	28	26	26	23	16	16	10	9	11	12	16	14	14	14	24
Somewhat doubtful	18	26	30	12	17	15	22	20	22	19	20	17	13	17	21	17
Very doubtful (DK/ Ref)	52	34	31	39	49	54	50	55	54	55	58	52	60	50	52	46
	3	5	7	3	1	1	2	5	5	5	4	3	2	4	5	5
Total hopeful	27	36	32	45	33	29	26	20	19	21	18	28	25	28	22	32
Total doubtful	70	59	61	52	66	70	72	75	76	74	78	69	73	68	73	63
Hopeful - Doubtful	-43	-24	-29	-6	-33	-41	-46	-55	-58	-54	-60	-40	-48	-40	-50	-31

Q68 Hope McCain ...

Total answering	(248)	(15)	(18)	(22)	(33)	(52)	(39)	(40)	(17)	(22)	(35)	(59)	(36)	(41)	(55)	(40)
Very hopeful	8	16	20	9	11	9	7	4	5	3	9	8	10	7	7	5
Somewhat hopeful	17	48	56	26	12	18	25	21	23	19	23	14	14	20	20	15
Somewhat doubtful	23	12	4	20	34	23	30	20	21	20	31	25	30	15	25	20
Very doubtful (DK/ Ref)	49	22	13	43	38	47	36	48	43	52	28	49	41	54	42	55
	5	2	7	3	4	4	1	6	8	6	9	4	5	4	6	5
Total hopeful	24	65	76	35	24	27	32	25	28	22	32	22	24	28	27	20
Total doubtful	71	33	17	62	72	70	67	69	64	72	59	74	71	69	67	75
Hopeful - Doubtful	-47	31	58	-27	-49	-43	-35	-44	-36	-49	-28	-52	-47	-41	-40	-56

Q69A Obama Doubts ...

Total answering	(131)	(7)	(16)	(11)	(19)	(30)	(25)	(24)	(11)	(13)	(30)	(35)	(27)	(21)	(36)	(14)
Just too inexperienced	50	58	63	41	58	51	47	47	45	50	45	54	54	46	47	50
Too many unknowns/pastr	30	31	28	36	15	23	30	31	29	32	29	30	32	24	26	35
Will raise taxes	29	48	33	32	32	37	35	15	18	12	30	21	25	30	24	27
Too lib abortion/guns	26	4	15	27	27	20	40	25	24	27	26	31	35	32	24	16
Weak on natl security	25	15	19	24	19	19	16	34	39	29	21	23	12	26	28	29
Too ready withdraw Iraq	20	31	28	14	24	29	19	26	27	25	29	22	20	15	30	16
Snobbish/out of touch	11	7	8	20	16	11	8	16	12	19	13	15	16	21	13	23
Not decisive/tough engh	9	5	7	5	10	10	4	6	7	6	7	5	5	7	4	

Q71A McCain Doubts ...

Total answering	(125)	(5)	(11)	(11)	(19)	(28)	(19)	(21)	(10)	(12)	(18)	(33)	(21)	(21)	(28)	(18)
Continue Bushs policies	50	56	39	53	42	49	59	51	39	60	33	57	41	49	52	58
Stay in Iraq too long	37	12	20	31	33	40	32	25	34	18	28	43	44	36	30	45
Out of touch on economy	35	38	40	32	41	41	42	47	53	43	50	26	33	31	36	21
Favor big corporations	26	45	39	26	36	13	26	40	35	45	32	31	26	26	38	31
Too old to become pres	21	6	22	17	10	14	17	18	18	18	15	18	14	20	20	19
Free trade/outourcing	11	25	26	20	3	16	16	6	9	3	21	11	21	16	9	14
Too negative campaign	11	-	7	-	16	15	4	7	3	10	15	8	12	7	11	9
Involved abroad not USA	9	17	7	22	18	11	4	5	9	3	6	6	9	15	5	3

Q70B Obama Doubts Open End ...

Total answering	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
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Q72B McCain Doubts Open End ...

Total answering	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
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	Total	GEN/AGE	
		Older Men	Older Women

Q67 Hope Obama ...

Total answering	(257)	(62)	(66)
Very hopeful	10	8	9
Somewhat hopeful	17	14	15
Somewhat doubtful	18	21	20
Very doubtful	52	54	52
(DK/ Ref)	3	3	5
Total hopeful	27	22	24
Total doubtful	70	76	72
Hopeful - Doubtful	-43	-54	-48

Q68 Hope McCain ...

Total answering	(248)	(53)	(63)
Very hopeful	8	9	5
Somewhat hopeful	17	22	15
Somewhat doubtful	23	18	21
Very doubtful	49	46	53
(DK/ Ref)	5	4	5
Total hopeful	24	31	20
Total doubtful	71	64	75
Hopeful - Doubtful	-47	-33	-54

Q69A Obama Doubts ...

Total answering	(131)	(30)	(31)
Just too inexperienced	50	47	51
Too many unknowns/pastr	30	29	34
Will raise taxes	29	30	21
Too lib abortion/guns	26	21	26
Weak on natl security	25	29	26
Too ready withdraw Iraq	20	25	24
Snobbish/out of touch	11	11	13
Not decisive/tough engh	9	8	6

Q71A McCain Doubts ...

Total answering	(125)	(24)	(33)
Continue Bushs policies	50	47	53
Stay in Iraq too long	37	30	36
Out of touch on economy	35	37	38
Favor big corporations	26	33	30
Too old to become pres	21	23	19
Free trade/outourcing	11	16	6
Too negative campaign	11	5	10
Involved abroad not USA	9	9	7

Q70B Obama Doubts Open End ...

Total answering	(0)	(0)	(0)
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Q72B McCain Doubts Open End ...

Total answering	(0)	(0)	(0)
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	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west

Q73A Change paired statements ...

Total answering	(201)	(167)	(65)	(31)	(34)	(135)	(43)	(92)	(126)	(53)	(61)	(39)	(18)
Obama stmt STRONGLY	37	36	36	33	39	37	41	36	37	37	36	38	36
Obama stmt SOMEWHAT	11	10	15	17	14	9	5	11	12	9	10	15	10
McCain stmt SOMEWHAT	15	14	15	21	10	15	15	15	14	12	12	17	20
McCain stmt STRONGLY	30	33	29	27	31	31	32	30	30	33	33	26	32
(Both)	1	1	1	1	-	0	-	1	0	1	1	1	-
(Neither)	3	3	1	1	1	3	4	3	3	3	3	1	2
(DK/Ref)	3	3	3	-	6	3	2	3	4	4	4	1	1
Total Obama	48	46	51	49	53	47	46	47	49	47	46	53	45
Total McCain	46	48	45	48	41	46	48	45	44	45	45	44	52
Obama - McCain	3	-2	6	1	11	1	-2	2	4	2	1	10	-6

Q74B Economy paired statements ...

Total answering	(201)	(175)	(71)	(27)	(43)	(130)	(34)	(96)	(139)	(64)	(78)	(33)	(12)
Obama stmt STRONGLY	37	37	47	46	47	31	35	30	35	36	42	41	35
Obama stmt SOMEWHAT	11	9	10	10	9	12	7	13	12	10	7	11	8
McCain stmt SOMEWHAT	13	13	11	10	12	14	17	13	12	16	15	11	15
McCain stmt STRONGLY	34	36	29	32	27	37	34	38	35	33	29	34	37
(Both)	0	0	0	-	1	0	-	0	0	0	0	-	2
(Neither)	2	2	1	1	1	2	3	2	2	3	2	1	3
(DK/Ref)	3	3	3	1	4	3	3	3	3	2	4	2	-
Total Obama	48	46	56	56	56	43	43	43	47	46	49	52	42
Total McCain	47	49	40	42	39	51	51	51	47	49	45	45	53
Obama - McCain	1	-3	16	14	18	-8	-9	-8	0	-3	4	7	-11

Q75A America safe paired statements ...

Total answering	(201)	(167)	(65)	(31)	(34)	(135)	(43)	(92)	(126)	(53)	(61)	(39)	(18)
Obama stmt STRONGLY	39	37	37	38	36	40	39	40	39	35	33	42	48
Obama stmt SOMEWHAT	9	9	12	13	12	8	7	8	9	9	11	12	2
McCain stmt SOMEWHAT	11	10	10	7	13	11	10	11	11	10	11	6	11
McCain stmt STRONGLY	34	37	33	37	29	35	35	35	34	38	36	34	40
(Both)	1	1	2	1	2	1	-	1	1	1	2	1	-
(Neither)	3	2	2	2	2	3	5	2	2	3	3	2	-
(DK/Ref)	4	3	4	2	6	3	3	4	4	4	5	3	-
Total Obama	48	46	49	50	47	47	47	47	47	44	43	54	49
Total McCain	45	47	43	44	42	46	46	46	45	48	47	40	51
Obama - McCain	3	-2	6	7	5	1	1	1	2	-5	-4	14	-2

Q76B Bio paired statements ...

Total answering	(201)	(175)	(71)	(27)	(43)	(130)	(34)	(96)	(139)	(64)	(78)	(33)	(12)
Obama stmt STRONGLY	32	31	42	40	43	26	27	26	31	31	35	37	27
Obama stmt SOMEWHAT	8	7	7	9	5	9	8	10	8	9	8	9	9
McCain stmt SOMEWHAT	10	9	7	7	7	11	7	12	11	13	10	6	8
McCain stmt STRONGLY	41	43	34	34	33	44	47	44	40	41	38	34	44
(Both)	7	7	8	7	8	7	9	6	7	4	6	11	11
(Neither)	1	1	1	-	2	1	-	1	1	1	1	-	-
(DK/Ref)	1	1	2	2	2	1	2	1	1	-	2	4	-
Total Obama	40	38	48	49	48	35	35	36	39	40	43	46	36
Total McCain	50	52	41	41	41	55	53	56	51	54	48	40	53
Obama - McCain	-10	-13	8	8	7	-20	-18	-20	-12	-14	-5	6	-17

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win
Q73A Change paired statements ...																
Total answering	(201)	(30)	(48)	(45)	(64)	(127)	(16)	(135)	(65)	(124)	(77)	(73)	(51)	(76)	(41)	(15)
Obama stmt STRONGLY	37	36	38	44	37	36	53	37	36	36	38	77	29	5	72	7
Obama stmt SOMEWHAT	11	14	8	5	7	13	7	9	15	9	14	13	19	5	15	27
McCain stmt SOMEWHAT	15	14	18	14	18	15	9	15	15	16	15	3	21	23	5	36
McCain stmt STRONGLY	30	28	30	30	31	30	27	31	29	32	28	4	21	63	3	11
(Both)	1	-	-	-	-	0	-	0	1	0	1	1	1	-	2	3
(Neither)	3	2	4	3	4	2	-	3	1	4	1	1	4	2	-	9
(DK/Ref)	3	4	2	3	2	4	4	3	3	3	3	2	4	3	2	8
Total Obama	48	51	46	49	45	49	60	47	51	46	53	90	48	9	88	34
Total McCain	46	42	48	45	49	45	36	46	45	48	43	6	42	86	9	47
Obama - McCain	3	9	-2	4	-4	4	25	1	6	-2	10	83	6	-76	79	-13

Q74B Economy paired statements ...

Total answering	(201)	(30)	(41)	(35)	(56)	(137)	(12)	(130)	(71)	(125)	(76)	(77)	(51)	(72)	(39)	(12)
Obama stmt STRONGLY	37	20	36	28	39	36	39	31	47	32	45	74	27	4	67	14
Obama stmt SOMEWHAT	11	18	14	16	12	11	11	12	10	12	9	12	21	2	18	44
McCain stmt SOMEWHAT	13	9	12	14	13	13	12	14	11	14	11	5	18	18	7	29
McCain stmt STRONGLY	34	45	34	36	31	36	34	37	29	36	31	6	26	71	4	3
(Both)	0	-	-	-	-	0	-	0	0	0	0	-	-	1	-	-
(Neither)	2	3	1	4	2	2	2	2	1	2	1	1	5	1	3	6
(DK/Ref)	3	5	3	2	3	3	3	3	3	3	3	2	3	4	2	5
Total Obama	48	38	51	44	50	46	50	43	56	44	54	86	48	6	84	58
Total McCain	47	53	46	51	44	48	46	51	40	50	42	11	44	88	11	31
Obama - McCain	1	-15	5	-7	6	-2	4	-8	16	-7	12	75	4	-82	74	27

Q75A America safe paired statements ...

Total answering	(201)	(30)	(48)	(45)	(64)	(127)	(16)	(135)	(65)	(124)	(77)	(73)	(51)	(76)	(41)	(15)
Obama stmt STRONGLY	39	39	41	42	39	37	58	40	37	37	41	80	31	5	76	8
Obama stmt SOMEWHAT	9	6	9	7	8	9	5	8	12	8	12	10	15	4	13	26
McCain stmt SOMEWHAT	11	14	11	10	11	11	3	11	10	12	8	3	14	15	2	30
McCain stmt STRONGLY	34	31	32	31	35	35	31	35	33	36	31	2	26	71	3	11
(Both)	1	-	1	-	0	1	-	1	2	1	1	1	3	-	2	-
(Neither)	3	2	5	5	5	2	-	3	2	3	2	1	5	2	-	11
(DK/Ref)	4	8	2	4	2	5	3	3	4	3	4	4	6	2	5	13
Total Obama	48	45	50	50	47	47	63	47	49	45	53	89	46	9	89	35
Total McCain	45	45	43	42	45	46	34	46	43	48	40	5	40	86	5	41
Obama - McCain	3	-	7	8	2	1	29	1	6	-4	13	84	6	-77	84	-7

Q76B Bio paired statements ...

Total answering	(201)	(30)	(41)	(35)	(56)	(137)	(12)	(130)	(71)	(125)	(76)	(77)	(51)	(72)	(39)	(12)
Obama stmt STRONGLY	32	20	32	25	33	31	28	26	42	27	40	65	20	4	55	16
Obama stmt SOMEWHAT	8	11	8	10	8	8	9	9	7	9	8	12	12	2	15	10
McCain stmt SOMEWHAT	10	12	8	8	7	11	9	11	7	12	5	4	15	12	6	31
McCain stmt STRONGLY	41	50	43	47	41	41	32	44	34	45	34	10	37	76	9	14
(Both)	7	4	9	8	8	7	16	7	8	6	10	6	13	4	12	15
(Neither)	1	2	1	2	1	1	-	1	1	1	1	1	1	1	2	6
(DK/Ref)	1	-	-	-	1	1	5	1	2	1	3	1	3	1	1	9
Total Obama	40	31	39	35	41	39	38	35	48	35	48	77	31	6	70	26
Total McCain	50	62	50	55	48	52	41	55	41	57	39	14	52	88	14	45
Obama - McCain	-10	-31	-11	-19	-7	-13	-4	-20	8	-22	9	63	-20	-82	56	-20

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q73A Change paired statements ...

Total answering	(201)	(8)	(18)	(14)	(30)	(45)	(35)	(37)	(16)	(21)	(37)	(51)	(37)	(32)	(49)	(26)
Obama stmt STRONGLY	37	9	6	47	35	42	35	37	35	40	23	42	38	44	31	46
Obama stmt SOMEWHAT	11	21	19	10	8	8	8	12	12	12	13	7	5	13	13	8
McCain stmt SOMEWHAT	15	33	35	14	15	14	20	6	8	5	21	17	29	17	12	16
McCain stmt STRONGLY	30	28	28	27	30	31	33	36	38	34	39	26	25	21	36	24
(Both)	1	5	2	3	2	1	1	-	-	-	-	-	-	-	-	-
(Neither)	3	-	6	-	6	2	1	3	4	3	2	3	2	2	3	2
(DK/Ref)	3	4	4	-	3	2	1	6	4	7	2	4	1	3	5	3
Total Obama	48	30	25	57	43	50	43	49	46	52	35	49	43	57	44	55
Total McCain	46	61	63	41	46	44	53	42	46	39	60	43	54	38	47	40
Obama - McCain	3	-32	-38	16	-3	6	-10	7	0	13	-25	6	-10	19	-3	15

Q74B Economy paired statements ...

Total answering	(201)	(15)	(17)	(16)	(23)	(38)	(33)	(37)	(15)	(22)	(38)	(47)	(32)	(30)	(51)	(32)
Obama stmt STRONGLY	37	7	7	46	28	35	30	30	25	33	20	33	21	40	29	38
Obama stmt SOMEWHAT	11	34	15	9	17	15	8	8	16	3	11	10	10	11	10	13
McCain stmt SOMEWHAT	13	25	32	13	8	11	23	12	11	14	17	11	19	11	11	16
McCain stmt STRONGLY	34	21	33	21	41	33	32	41	46	38	44	38	43	34	40	27
(Both)	0	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-
(Neither)	2	7	8	5	4	4	1	5	3	6	5	2	1	-	5	1
(DK/Ref)	3	5	4	7	3	2	5	4	-	6	3	6	5	4	5	5
Total Obama	48	41	21	54	45	50	38	38	41	36	31	43	32	51	39	51
Total McCain	47	46	65	34	49	44	55	54	57	52	61	49	62	45	51	43
Obama - McCain	1	-5	-44	20	-3	5	-17	-16	-16	-15	-30	-7	-31	6	-12	8

Q75A America safe paired statements ...

Total answering	(201)	(8)	(18)	(14)	(30)	(45)	(35)	(37)	(16)	(21)	(37)	(51)	(37)	(32)	(49)	(26)
Obama stmt STRONGLY	39	12	9	45	45	45	33	36	32	40	23	40	35	40	31	45
Obama stmt SOMEWHAT	9	18	16	6	6	6	8	5	4	5	9	9	12	11	7	9
McCain stmt SOMEWHAT	11	28	27	9	10	9	9	7	9	6	13	11	13	12	11	9
McCain stmt STRONGLY	34	30	32	33	32	35	44	37	42	33	46	33	38	29	39	31
(Both)	1	4	-	2	2	-	-	1	-	1	1	1	1	2	1	1
(Neither)	3	5	11	3	3	2	3	4	2	6	2	4	1	1	4	2
(DK/Ref)	4	4	5	3	2	2	3	10	12	9	5	4	-	5	8	3
Total Obama	48	30	25	51	51	51	41	41	36	45	33	49	47	51	39	54
Total McCain	45	57	59	42	42	44	53	44	51	39	59	43	50	41	49	40
Obama - McCain	3	-27	-34	9	9	7	-12	-3	-15	6	-26	6	-3	10	-10	14

Q76B Bio paired statements ...

Total answering	(201)	(15)	(17)	(16)	(23)	(38)	(33)	(37)	(15)	(22)	(38)	(47)	(32)	(30)	(51)	(32)
Obama stmt STRONGLY	32	8	7	38	18	31	26	23	19	26	16	26	22	36	20	31
Obama stmt SOMEWHAT	8	3	7	10	17	13	6	8	13	5	11	9	7	12	12	11
McCain stmt SOMEWHAT	10	25	16	6	10	9	12	8	3	12	12	12	22	-	6	14
McCain stmt STRONGLY	41	48	58	28	43	39	44	50	53	49	53	43	43	44	50	36
(Both)	7	9	9	10	12	5	11	8	10	6	6	7	3	5	8	6
(Neither)	1	-	2	-	-	2	-	1	-	1	-	1	2	2	-	2
(DK/Ref)	1	7	2	7	-	1	1	2	2	2	3	2	1	1	3	-
Total Obama	40	11	14	49	35	44	31	31	32	30	27	35	29	48	32	42
Total McCain	50	73	74	34	53	48	56	59	56	60	65	54	65	44	56	50
Obama - McCain	-10	-63	-60	15	-18	-4	-25	-27	-24	-30	-39	-20	-37	4	-24	-9

		GEN/AGE	
	Total	Older Men	Older Women

Q73A Change paired statements ...

Total answering	(201)	(42)	(53)
Obama stmt STRONGLY	37	31	43
Obama stmt SOMEWHAT	11	10	10
McCain stmt SOMEWHAT	15	13	10
McCain stmt STRONGLY	30	42	29
(Both)	1	-	-
(Neither)	3	2	3
(DK/Ref)	3	3	4
Total Obama	48	41	54
Total McCain	46	54	39
Obama - McCain	3	-14	14

Q74B Economy paired statements ...

Total answering	(201)	(49)	(53)
Obama stmt STRONGLY	37	35	36
Obama stmt SOMEWHAT	11	10	9
McCain stmt SOMEWHAT	13	11	11
McCain stmt STRONGLY	34	39	35
(Both)	0	-	-
(Neither)	2	4	3
(DK/Ref)	3	1	6
Total Obama	48	45	45
Total McCain	47	50	46
Obama - McCain	1	-5	-1

Q75A America safe paired statements ...

Total answering	(201)	(42)	(53)
Obama stmt STRONGLY	39	34	44
Obama stmt SOMEWHAT	9	4	7
McCain stmt SOMEWHAT	11	10	8
McCain stmt STRONGLY	34	45	32
(Both)	1	1	1
(Neither)	3	2	4
(DK/Ref)	4	6	5
Total Obama	48	37	51
Total McCain	45	54	39
Obama - McCain	3	-17	12

Q76B Bio paired statements ...

Total answering	(201)	(49)	(53)
Obama stmt STRONGLY	32	25	27
Obama stmt SOMEWHAT	8	12	9
McCain stmt SOMEWHAT	10	3	10
McCain stmt STRONGLY	41	47	45
(Both)	7	11	5
(Neither)	1	-	1
(DK/Ref)	1	1	3
Total Obama	40	37	35
Total McCain	50	51	55
Obama - McCain	-10	-14	-20

		CORE	BATTLEGROUND BREAKS										
	Total	Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west	South west

Q73-76 Summary: Paired statements...Obama much more ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
75A America safe	39	37	37	38	36	40	39	40	39	35	33	42	48
74B Economy	37	37	47	46	47	31	35	30	35	36	42	41	35
73A Change	37	36	36	33	39	37	41	36	37	37	36	38	36
76B Biography	32	31	42	40	43	26	27	26	31	31	35	37	27

Q73-76 Summary: Paired statements...Obama total more ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
73A Change	48	46	51	49	53	47	46	47	49	47	46	53	45
75A America safe	48	46	49	50	47	47	47	47	47	44	43	54	49
74B Economy	48	46	56	56	56	43	43	43	47	46	49	52	42
76B Biography	40	38	48	49	48	35	35	36	39	40	43	46	36

Q73-76 Summary: Paired statements...Obama - McCain ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
73A Change	3	-2	6	1	11	1	-2	2	4	2	1	10	-6
75A America safe	3	-2	6	7	5	1	1	1	2	-5	-4	14	-2
74B Economy	1	-3	16	14	18	-8	-9	-8	0	-3	4	7	-11
76B Biography	-10	-13	8	8	7	-20	-18	-20	-12	-14	-5	6	-17

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q73-76 Summary: Paired statements...Obama much more ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
75A America safe	39	39	41	42	39	37	58	40	37	37	41	80	31	5	76	8
74B Economy	37	20	36	28	39	36	39	31	47	32	45	74	27	4	67	14
73A Change	37	36	38	44	37	36	53	37	36	36	38	77	29	5	72	7
76B Biography	32	20	32	25	33	31	28	26	42	27	40	65	20	4	55	16

Q73-76 Summary: Paired statements...Obama total more ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
73A Change	48	51	46	49	45	49	60	47	51	46	53	90	48	9	88	34
75A America safe	48	45	50	50	47	47	63	47	49	45	53	89	46	9	89	35
74B Economy	48	38	51	44	50	46	50	43	56	44	54	86	48	6	84	58
76B Biography	40	31	39	35	41	39	38	35	48	35	48	77	31	6	70	26

Q73-76 Summary: Paired statements...Obama - McCain ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
73A Change	3	9	-2	4	-4	4	25	1	6	-2	10	83	6	-76	79	-13
75A America safe	3	-	7	8	2	1	29	1	6	-4	13	84	6	-77	84	-7
74B Economy	1	-15	5	-7	6	-2	4	-8	16	-7	12	75	4	-82	74	27
76B Biography	-10	-31	-11	-19	-7	-13	-4	-20	8	-22	9	63	-20	-82	56	-20

		DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women
Total																

Q73-76 Summary: Paired statements...Obama much more ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
75A America safe	39	12	9	45	45	45	33	36	32	40	23	40	35	40	31	45
74B Economy	37	7	7	46	28	35	30	30	25	33	20	33	21	40	29	38
73A Change	37	9	6	47	35	42	35	37	35	40	23	42	38	44	31	46
76B Biography	32	8	7	38	18	31	26	23	19	26	16	26	22	36	20	31

Q73-76 Summary: Paired statements...Obama total more ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
73A Change	48	30	25	57	43	50	43	49	46	52	35	49	43	57	44	55
75A America safe	48	30	25	51	51	51	41	41	36	45	33	49	47	51	39	54
74B Economy	48	41	21	54	45	50	38	38	41	36	31	43	32	51	39	51
76B Biography	40	11	14	49	35	44	31	31	32	30	27	35	29	48	32	42

Q73-76 Summary: Paired statements...Obama - McCain ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
73A Change	3	-32	-38	16	-3	6	-10	7	0	13	-25	6	-10	19	-3	15
75A America safe	3	-27	-34	9	9	7	-12	-3	-15	6	-26	6	-3	10	-10	14
74B Economy	1	-5	-44	20	-3	5	-17	-16	-16	-15	-30	-7	-31	6	-12	8
76B Biography	-10	-63	-60	15	-18	-4	-25	-27	-24	-30	-39	-20	-37	4	-24	-9

		GEN/AGE	
	Total	Older Men	Older Women

Q73-76 Summary: Paired statements...Obama mu ...

Total answering	(401)	(91)	(105)
75A America safe	39	34	44
74B Economy	37	35	36
73A Change	37	31	43
76B Biography	32	25	27

Q73-76 Summary: Paired statements...Obama to ...

Total answering	(401)	(91)	(105)
73A Change	48	41	54
75A America safe	48	37	51
74B Economy	48	45	45
76B Biography	40	37	35

Q73-76 Summary: Paired statements...Obama - ...

Total answering	(401)	(91)	(105)
73A Change	3	-14	14
75A America safe	3	-17	12
74B Economy	1	-5	-1
76B Biography	-10	-14	-20

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west

Q2 Respondent gender ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Male	47	46	48	53	45	46	46	46	46	47	43	50	50
Female	53	54	52	47	55	54	54	54	54	53	57	50	50

White gender ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Male	36	37	40	47	34	34	33	35	35	38	35	45	31
Female	43	45	45	42	47	42	41	42	44	43	47	46	41

Q5 Age ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
18 - 24	5	2	5	6	4	5	2	7	6	8	4	6	2
25 - 29	8	8	7	3	10	9	8	9	9	10	11	3	8
30 - 34	9	9	7	7	7	10	14	9	8	7	10	6	8
35 - 39	7	7	7	5	8	8	7	8	8	7	7	5	8
40 - 44	8	8	9	11	8	8	6	8	8	9	8	9	12
45 - 49	10	11	9	11	9	11	12	10	10	11	11	12	14
50 - 54	8	8	9	10	9	7	6	7	8	8	8	10	9
55 - 59	10	10	12	12	11	9	9	9	9	10	10	11	7
60 - 64	10	11	9	8	10	11	11	10	10	9	8	9	14
Over 64	21	23	23	24	23	21	22	20	21	19	20	26	16
(No answer)	2	3	2	3	2	2	2	3	2	2	2	2	1
18 - 29	14	10	12	10	14	14	11	16	15	18	16	9	10
30 - 39	16	17	14	12	15	18	22	16	16	14	17	12	17
40 - 49	19	19	18	21	16	19	18	19	18	20	19	22	26
50 - 64	28	29	30	30	30	26	26	26	27	27	26	29	30
Over 64	21	23	23	24	23	21	22	20	21	19	20	26	16
18 - 49	49	46	44	43	45	51	50	51	49	52	51	43	53
50 and over	49	52	53	54	53	47	48	46	48	46	47	55	46

White Age ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
18 - 24	3	1	4	5	2	3	1	4	3	4	3	5	2
25 - 29	6	6	6	3	7	6	5	6	7	8	9	3	5
30 - 34	7	7	6	7	6	8	9	7	7	6	9	6	7
35 - 39	6	6	6	5	7	5	6	6	6	6	6	5	1
40 - 44	6	7	7	10	5	6	5	7	6	6	6	9	11
45 - 49	8	9	7	9	6	8	7	9	8	9	9	11	9
50 - 54	6	6	8	9	7	5	5	5	6	5	6	9	8
55 - 59	8	9	11	12	10	7	7	8	8	8	9	10	5
60 - 64	8	9	9	8	9	8	9	8	8	9	7	9	12
Over 64	18	20	20	20	20	18	19	17	18	18	19	23	11
(No answer)	2	2	2	2	1	2	2	2	2	2	1	2	1
18 - 29	9	7	9	8	10	9	6	10	10	12	11	8	7
30 - 39	13	13	12	12	12	13	14	13	13	12	14	12	8
40 - 49	14	15	14	18	12	14	12	15	14	15	15	19	20
50 - 64	22	24	27	28	26	20	22	20	21	22	22	28	25
Over 64	18	20	20	20	20	18	19	17	18	18	19	23	11
18 - 49	36	36	36	39	34	36	32	38	37	39	40	39	35
50 and over	41	44	47	48	46	38	40	37	40	40	40	50	35

Generations ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Generation Y	17	14	15	13	16	18	17	19	18	19	19	12	12
Generation X	19	19	19	18	20	20	20	20	20	19	20	17	23
Boom Generation	36	38	38	40	36	35	33	36	36	38	36	41	45
Silent Generation	21	23	22	22	22	21	26	19	20	19	20	23	20
G.I. Generation	4	4	4	5	4	3	2	3	4	3	3	6	-

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q2 Respondent gender ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Male	47	48	47	51	45	47	47	46	48	47	47	42	51	50	41	52
Female	53	52	53	49	55	53	53	54	52	53	53	58	49	50	59	48

White gender ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Male	36	36	31	36	32	36	36	34	40	35	37	25	40	45	32	42
Female	43	39	37	37	40	44	49	42	45	41	46	45	39	44	47	30

Q5 Age ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
18 - 24	5	12	3	7	3	7	5	5	5	5	5	9	4	3	9	-
25 - 29	8	7	10	7	10	8	4	9	7	9	7	8	5	11	4	15
30 - 34	9	6	11	8	12	7	9	10	7	11	6	10	7	10	8	10
35 - 39	7	10	9	12	8	7	9	8	7	8	7	7	9	7	8	9
40 - 44	8	8	6	7	7	9	9	8	9	8	9	6	9	9	6	7
45 - 49	10	9	8	10	10	11	9	11	9	10	10	9	10	12	12	12
50 - 54	8	5	6	5	6	8	6	7	9	6	9	9	6	7	7	7
55 - 59	10	10	9	8	9	10	8	9	12	9	11	9	11	9	10	5
60 - 64	10	12	12	15	10	10	14	11	9	11	9	7	16	9	10	15
Over 64	21	17	23	20	22	22	27	21	23	20	24	23	21	20	24	16
(No answer)	2	3	3	2	3	2	-	2	2	3	2	2	4	2	4	3
18 - 29	14	19	13	14	13	14	8	14	12	14	12	17	9	13	13	15
30 - 39	16	16	20	20	20	14	18	18	14	18	13	17	15	17	16	20
40 - 49	19	16	15	17	17	20	18	19	18	18	19	15	18	22	18	19
50 - 64	28	27	26	27	26	28	28	26	30	26	30	26	33	26	27	27
Over 64	21	17	23	20	22	22	27	21	23	20	24	23	21	20	24	16
18 - 49	49	52	48	50	50	49	44	51	44	51	44	49	42	52	46	54
50 and over	49	45	49	48	47	49	56	47	53	46	54	49	54	46	50	43

White Age ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
18 - 24	3	5	2	3	2	4	5	3	4	3	4	4	2	2	4	-
25 - 29	6	6	5	5	6	6	-	6	6	6	5	5	3	9	4	9
30 - 34	7	5	6	4	8	6	8	8	6	8	5	6	6	9	7	7
35 - 39	6	10	5	9	5	6	5	6	6	6	6	5	6	6	5	5
40 - 44	6	4	5	4	5	7	8	6	7	6	7	4	6	9	5	4
45 - 49	8	9	5	7	6	9	9	8	7	8	8	6	6	12	9	9
50 - 54	6	4	4	4	5	6	5	5	8	5	8	7	4	6	5	4
55 - 59	8	6	8	5	7	8	6	7	11	7	10	7	10	8	9	5
60 - 64	8	10	8	14	8	8	14	8	9	8	9	6	13	8	9	14
Over 64	18	16	18	17	18	19	25	18	20	17	20	17	20	19	19	12
(No answer)	2	2	2	2	2	2	-	2	2	2	1	2	3	1	3	3
18 - 29	9	11	7	8	7	10	5	9	9	9	9	9	6	11	8	9
30 - 39	13	14	11	12	13	12	13	13	12	14	11	11	12	15	12	12
40 - 49	14	13	10	11	12	16	17	14	14	14	15	10	11	20	14	13
50 - 64	22	19	20	22	20	22	25	20	27	20	27	20	27	23	23	23
Over 64	18	16	18	17	18	19	25	18	20	17	20	17	20	19	19	12
18 - 49	36	38	28	31	32	38	35	36	36	37	35	31	29	47	34	34
50 and over	41	35	38	40	38	41	50	38	47	37	47	37	46	42	42	35

Generations ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Generation Y	17	21	20	18	19	16	8	18	15	19	15	22	11	16	14	23
Generation X	19	20	18	20	19	20	25	20	19	20	18	18	18	22	19	17
Boom Generation	36	34	31	33	32	37	37	35	38	35	39	33	41	37	36	33
Silent Generation	21	17	24	23	24	21	26	21	22	21	22	21	24	19	23	22
G.I. Generation	4	5	3	4	3	4	4	3	4	3	5	4	2	4	5	2

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q2 Respondent gender ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Male	47	45	48	50	53	52	42	43	100	-	100	-	48	46	41	-
Female	53	55	52	50	47	48	58	57	-	100	-	100	52	54	59	100

White gender ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Male	36	34	42	42	37	43	42	43	100	-	100	-	48	46	41	-
Female	43	52	46	44	37	40	58	57	-	100	-	100	52	54	59	100

Q5 Age ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
18 - 24	5	-	-	3	5	6	6	-	-	-	6	6	15	4	-	5
25 - 29	8	8	2	5	5	6	4	-	-	-	5	7	15	8	-	8
30 - 34	9	10	9	11	12	9	10	-	-	-	7	3	13	6	-	6
35 - 39	7	2	7	9	10	10	5	-	-	-	9	4	16	4	-	4
40 - 44	8	2	6	6	14	9	9	-	-	-	6	6	15	12	-	7
45 - 49	10	6	7	11	9	9	12	-	-	-	10	10	26	7	-	9
50 - 54	8	10	10	7	6	9	8	-	-	-	11	3	-	13	12	4
55 - 59	10	10	8	9	8	8	8	-	-	-	9	14	-	13	20	10
60 - 64	10	19	17	16	14	14	9	-	-	-	8	11	-	11	17	7
Over 64	21	29	29	20	15	18	28	100	100	100	25	32	-	18	50	32
(No answer)	2	4	5	3	1	2	2	-	-	-	2	3	-	4	-	6
18 - 29	14	8	2	8	10	12	10	-	-	-	11	13	31	12	-	13
30 - 39	16	12	16	21	22	19	14	-	-	-	16	7	28	10	-	10
40 - 49	19	8	13	17	23	18	21	-	-	-	17	16	41	19	-	17
50 - 64	28	39	36	32	29	31	25	-	-	-	29	29	-	37	50	22
Over 64	21	29	29	20	15	18	28	100	100	100	25	32	-	18	50	32
18 - 49	49	28	31	46	55	49	45	-	-	-	44	36	100	41	-	40
50 and over	49	68	65	51	44	49	53	100	100	100	54	60	-	56	100	54

White Age ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
18 - 24	3	-	-	3	4	4	6	-	-	-	6	6	15	4	-	5
25 - 29	6	3	2	-	2	5	4	-	-	-	5	7	15	8	-	8
30 - 34	7	10	9	10	6	7	10	-	-	-	7	3	13	6	-	6
35 - 39	6	2	5	9	8	8	5	-	-	-	9	4	16	4	-	4
40 - 44	6	2	5	3	10	7	9	-	-	-	6	6	15	12	-	7
45 - 49	8	6	7	11	7	8	12	-	-	-	10	10	26	7	-	9
50 - 54	6	9	9	7	5	8	8	-	-	-	11	3	-	13	12	4
55 - 59	8	10	8	9	6	6	8	-	-	-	9	14	-	13	20	10
60 - 64	8	16	12	14	11	13	9	-	-	-	8	11	-	11	17	7
Over 64	18	24	26	17	13	15	28	100	100	100	25	32	-	18	50	32
(No answer)	2	4	5	1	1	2	2	-	-	-	2	3	-	4	-	6
18 - 29	9	3	2	3	7	9	10	-	-	-	11	13	31	12	-	13
30 - 39	13	12	13	20	14	15	14	-	-	-	16	7	28	10	-	10
40 - 49	14	8	12	15	17	15	21	-	-	-	17	16	41	19	-	17
50 - 64	22	35	29	30	22	27	25	-	-	-	29	29	-	37	50	22
Over 64	18	24	26	17	13	15	28	100	100	100	25	32	-	18	50	32
18 - 49	36	23	28	38	37	38	45	-	-	-	44	36	100	41	-	40
50 and over	41	59	55	47	36	42	53	100	100	100	54	60	-	56	100	54

Generations ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Generation Y	17	13	5	14	16	15	14	-	-	-	13	15	36	15	-	16
Generation X	19	9	19	19	27	22	17	-	-	-	18	10	35	16	-	14
Boom Generation	36	36	34	38	37	40	38	-	-	-	37	35	30	45	41	29
Silent Generation	21	36	36	19	18	18	24	85	84	85	25	31	-	20	50	28
G.I. Generation	4	2	1	7	1	3	6	15	16	15	4	6	-	1	9	7

	Total	GEN/AGE	
		Older Men	Older Women

Q2 Respondent gender ...

Total answering	(401)	(91)	(105)
Male	47	100	-
Female	53	-	100

White gender ...

Total answering	(401)	(91)	(105)
Male	36	81	-
Female	43	-	86

Q5 Age ...

Total answering	(401)	(91)	(105)
18 - 24	5	-	-
25 - 29	8	-	-
30 - 34	9	-	-
35 - 39	7	-	-
40 - 44	8	-	-
45 - 49	10	-	-
50 - 54	8	20	12
55 - 59	10	18	21
60 - 64	10	19	22
Over 64	21	42	45
(No answer)	2	-	-
18 - 29	14	-	-
30 - 39	16	-	-
40 - 49	19	-	-
50 - 64	28	58	55
Over 64	21	42	45
18 - 49	49	-	-
50 and over	49	100	100

White Age ...

Total answering	(401)	(91)	(105)
18 - 24	3	-	-
25 - 29	6	-	-
30 - 34	7	-	-
35 - 39	6	-	-
40 - 44	6	-	-
45 - 49	8	-	-
50 - 54	6	16	9
55 - 59	8	15	18
60 - 64	8	16	18
Over 64	18	35	40
(No answer)	2	-	-
18 - 29	9	-	-
30 - 39	13	-	-
40 - 49	14	-	-
50 - 64	22	46	45
Over 64	18	35	40
18 - 49	36	-	-
50 and over	41	81	86

Generations ...

Total answering	(401)	(91)	(105)
Generation Y	17	-	-
Generation X	19	-	-
Boom Generation	36	50	48
Silent Generation	21	43	44
G.I. Generation	4	6	8

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tip ping point	Rust Belt	Upper Mid west

Gender/Age ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Young Women	25	24	22	20	24	26	27	26	26	28	31	21	23
Young Men	24	21	22	23	21	24	23	25	24	24	20	22	31
Older Women	26	28	28	26	29	26	25	26	27	24	24	29	27
Older Men	23	24	26	28	24	21	23	21	22	22	23	26	19

White Gender/Age ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Young Women	19	18	18	17	19	19	16	20	20	20	24	18	19
Young Men	17	17	17	21	14	17	15	18	17	19	16	20	16
Older Women	23	25	25	24	26	21	23	20	22	22	22	27	21
Older Men	18	20	22	24	20	17	17	17	17	18	18	24	14

Q77 Education ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
1 - 11th grade	4	3	3	3	3	5	3	5	4	3	2	4	6
High School graduate	25	22	25	29	22	25	23	26	25	27	25	32	22
Non-college post H.S.	2	2	3	3	3	1	-	2	2	2	2	2	-
Some college	25	26	23	24	23	26	31	24	24	25	26	24	31
College graduate	28	30	31	24	36	27	32	25	28	27	30	21	21
Post-graduate school (DK/Ref)	15	16	15	18	14	15	11	17	16	16	14	18	19
	1	0	0	-	0	1	1	1	1	0	0	-	1
H.S. or less	29	25	28	32	24	30	26	31	29	30	27	36	28
Post H.S.	27	28	26	26	26	28	31	26	26	27	29	26	31
College graduate	43	47	46	42	49	42	42	42	44	43	44	38	40
Non-College graduate	56	53	54	58	50	57	57	57	55	57	56	62	59

White Education ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
1 - 11th grade	3	3	3	2	3	3	2	3	3	3	2	3	3
High School graduate	18	17	19	25	14	18	16	19	17	20	18	29	14
Non-college post H.S.	2	2	2	3	2	1	-	2	2	2	2	2	-
Some college	20	21	21	22	19	20	23	19	19	19	22	23	22
College graduate	23	25	27	21	31	21	23	21	24	24	25	18	18
Post-graduate school (DK/Ref)	12	14	13	15	12	12	9	13	13	13	12	15	14
	0	0	0	-	0	0	-	0	0	0	0	-	1
H.S. or less	21	20	22	28	17	21	19	22	20	22	20	32	17
Post H.S.	22	23	23	25	21	22	23	21	21	22	24	25	22
College graduate	36	39	40	36	43	34	32	34	36	37	37	34	32
Non-College graduate	43	43	44	52	38	42	42	43	41	44	44	57	39

Gender/Education ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Non Coll Men	27	24	26	27	25	27	27	27	27	26	26	27	26
Coll Men	20	21	22	27	19	19	20	19	19	20	17	23	23
Non Coll Women	29	28	28	31	25	30	30	30	29	31	30	34	33
Coll Women	23	25	24	15	30	23	23	23	25	22	27	16	17

White Gender/Education ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Non Coll Men	19	18	19	24	16	18	18	19	18	19	19	25	13
Coll Men	17	19	20	23	18	16	16	17	17	19	16	20	18
Non Coll Women	24	24	25	29	22	24	24	24	24	25	25	32	26
Coll Women	18	20	20	14	24	18	17	18	20	18	21	14	14

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Gender/Age ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Young Women	25	21	25	22	28	24	19	26	22	26	23	29	19	25	30	27
Young Men	24	31	23	28	22	24	26	24	22	25	22	20	23	28	16	27
Older Women	26	28	25	26	25	27	35	26	28	25	29	28	28	23	27	18
Older Men	23	17	24	21	22	22	21	21	26	22	25	21	26	22	23	25

White Gender/Age ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Young Women	19	16	15	13	18	20	18	19	18	19	19	21	13	21	23	15
Young Men	17	22	12	18	14	18	17	17	17	18	16	10	16	26	11	18
Older Women	23	22	20	23	21	23	31	21	25	21	26	23	24	22	23	13
Older Men	18	13	18	17	17	18	20	17	22	17	21	14	23	20	19	23

Q77 Education ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
1 - 11th grade	4	3	7	4	5	4	7	5	3	4	4	5	2	4	2	2
High School graduate	25	28	22	25	21	27	24	25	25	24	27	28	26	21	28	29
Non-college post H.S.	2	2	1	1	1	2	-	1	3	1	2	3	1	1	1	2
Some college	25	18	28	26	29	24	25	26	23	25	25	23	25	29	22	25
College graduate	28	33	27	30	30	28	23	27	31	30	26	23	30	33	24	24
Post-graduate school (DK/Ref)	15	15	14	14	14	15	21	15	15	15	16	18	16	11	22	14
	1	1	1	1	1	0	-	1	0	1	0	0	-	0	-	3
H.S. or less	29	31	28	28	26	30	31	30	28	28	31	33	28	26	30	31
Post H.S.	27	20	29	27	30	26	25	28	26	27	27	25	26	30	23	28
College graduate	43	48	42	44	43	43	43	42	46	44	42	41	46	44	47	38
Non-College graduate	56	51	57	55	56	56	57	57	54	55	58	58	54	56	53	59

White Education ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
1 - 11th grade	3	2	3	3	3	3	4	3	3	3	3	3	2	4	2	2
High School graduate	18	19	13	18	14	20	22	18	19	17	21	16	21	20	20	17
Non-college post H.S.	2	2	1	1	1	2	-	1	2	1	2	2	1	1	1	2
Some college	20	12	22	18	23	19	22	20	21	19	22	16	21	25	19	22
College graduate	23	28	19	23	21	24	21	21	27	24	22	19	21	29	20	19
Post-graduate school (DK/Ref)	12	11	11	11	11	13	16	12	13	12	13	14	13	10	18	9
	0	1	0	0	0	0	-	0	0	0	0	0	-	0	-	1
H.S. or less	21	22	16	20	17	23	26	21	22	19	24	19	22	23	21	19
Post H.S.	22	14	23	19	24	21	22	22	23	21	24	18	22	27	20	25
College graduate	36	39	29	33	32	37	37	34	40	36	35	33	34	39	38	28
Non-College graduate	43	36	39	39	40	44	48	42	44	40	48	36	44	50	41	44

Gender/Education ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Non Coll Men	27	24	30	27	27	26	26	27	26	26	27	25	25	30	21	33
Coll Men	20	23	17	24	17	20	21	19	22	20	20	16	26	20	20	18
Non Coll Women	29	27	28	28	29	30	31	30	28	29	30	33	29	26	32	26
Coll Women	23	25	24	20	26	23	23	23	24	24	22	25	20	24	26	20

White Gender/Education ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Non Coll Men	19	16	18	17	18	18	19	18	19	18	20	12	19	26	15	26
Coll Men	17	21	13	19	13	18	17	16	20	18	17	13	21	19	17	15
Non Coll Women	24	20	21	23	22	26	29	24	25	22	28	25	25	24	26	18
Coll Women	18	18	17	14	18	18	20	18	20	18	18	20	13	20	21	13

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Gender/Age ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Young Women	25	17	10	26	26	20	26	-	-	-	-	36	52	25	-	40
Young Men	24	11	20	21	29	29	19	-	-	-	44	-	48	15	-	-
Older Women	26	34	38	22	21	26	30	57	-	100	-	60	-	26	59	54
Older Men	23	34	27	29	23	23	23	43	100	-	54	-	-	30	41	-

White Gender/Age ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Young Women	19	17	10	22	19	16	26	-	-	-	-	36	52	25	-	40
Young Men	17	6	18	16	18	22	19	-	-	-	44	-	48	15	-	-
Older Women	23	31	33	21	17	22	30	57	-	100	-	60	-	26	59	54
Older Men	18	28	23	25	18	20	23	43	100	-	54	-	-	30	41	-

Q77 Education ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
1 - 11th grade	4	6	3	5	5	3	3	6	5	7	5	8	6	2	7	7
High School graduate	25	36	31	30	12	21	36	30	23	35	43	42	42	26	44	27
Non-college post H.S.	2	4	6	5	-	1	2	2	2	2	4	3	2	2	5	1
Some college	25	16	21	16	29	24	23	30	30	29	48	47	50	25	45	31
College graduate	28	17	26	32	32	31	29	18	19	18	-	-	-	27	-	26
Post-graduate school (DK/Ref)	15	17	13	13	21	20	7	14	20	9	-	-	-	17	-	9
	1	3	1	-	1	1	1	1	1	0	-	-	-	-	-	-
H.S. or less	29	43	34	34	18	24	39	36	28	42	48	50	48	28	50	33
Post H.S.	27	20	27	21	29	24	25	32	32	31	52	50	52	27	50	32
College graduate	43	35	39	45	53	51	36	32	39	27	-	-	-	45	-	35
Non-College graduate	56	63	61	55	47	48	64	68	60	73	100	100	100	55	100	65

White Education ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
1 - 11th grade	3	6	3	5	2	2	3	6	5	7	5	8	6	2	7	7
High School graduate	18	24	26	27	9	17	36	30	23	35	43	42	42	26	44	27
Non-college post H.S.	2	4	6	2	-	1	2	2	2	2	4	3	2	2	5	1
Some college	20	16	21	15	22	18	23	30	30	29	48	47	50	25	45	31
College graduate	23	16	21	26	24	28	29	18	19	18	-	-	-	27	-	26
Post-graduate school (DK/Ref)	12	16	11	11	16	16	7	14	20	9	-	-	-	17	-	9
	0	3	-	-	1	0	1	1	1	0	-	-	-	-	-	-
H.S. or less	21	31	28	32	11	19	39	36	28	42	48	50	48	28	50	33
Post H.S.	22	20	27	17	22	19	25	32	32	31	52	50	52	27	50	32
College graduate	36	32	32	37	40	44	36	32	39	27	-	-	-	45	-	35
Non-College graduate	43	51	55	49	33	38	64	68	60	73	100	100	100	55	100	65

Gender/Education ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Non Coll Men	27	24	27	32	27	23	26	26	60	-	100	-	48	27	41	-
Coll Men	20	20	21	19	25	29	16	16	39	-	-	-	-	19	-	-
Non Coll Women	29	39	34	24	19	25	38	42	-	73	-	100	52	28	59	65
Coll Women	23	14	18	26	27	22	20	15	-	27	-	-	-	25	-	35

White Gender/Education ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Non Coll Men	19	13	23	26	17	17	26	26	60	-	100	-	48	27	41	-
Coll Men	17	19	19	16	19	25	16	16	39	-	-	-	-	19	-	-
Non Coll Women	24	37	32	23	16	20	38	42	-	73	-	100	52	28	59	65
Coll Women	18	13	14	21	21	19	20	15	-	27	-	-	-	25	-	35

	Total	GEN/AGE	
		Older Men	Older Women

Gender/Age ...

Total answering	(401)	(91)	(105)
Young Women	25	-	-
Young Men	24	-	-
Older Women	26	-	100
Older Men	23	100	-

White Gender/Age ...

Total answering	(401)	(91)	(105)
Young Women	19	-	-
Young Men	17	-	-
Older Women	23	-	86
Older Men	18	81	-

Q77 Education ...

Total answering	(401)	(91)	(105)
1 - 11th grade	4	4	5
High School graduate	25	27	29
Non-college post H.S.	2	3	2
Some college	25	26	27
College graduate	28	24	24
Post-graduate school	15	16	12
(DK/Ref)	1	1	1
H.S. or less	29	30	34
Post H.S.	27	29	29
College graduate	43	40	36
Non-College graduate	56	59	64

White Education ...

Total answering	(401)	(91)	(105)
1 - 11th grade	3	2	4
High School graduate	18	19	25
Non-college post H.S.	2	3	2
Some college	20	20	25
College graduate	23	21	19
Post-graduate school	12	15	10
(DK/Ref)	0	1	0
H.S. or less	21	21	29
Post H.S.	22	23	27
College graduate	36	36	29
Non-College graduate	43	45	56

Gender/Education ...

Total answering	(401)	(91)	(105)
Non Coll Men	27	59	-
Coll Men	20	40	-
Non Coll Women	29	-	64
Coll Women	23	-	36

White Gender/Education ...

Total answering	(401)	(91)	(105)
Non Coll Men	19	45	-
Coll Men	17	36	-
Non Coll Women	24	-	56
Coll Women	18	-	29

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Age/Education ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Young Non Coll	25	20	18	18	18	28	26	29	26	30	26	20	34
Young College	24	25	27	25	28	22	24	22	24	21	26	23	18
Older Non Coll	30	31	35	39	32	28	30	27	28	26	29	41	23
Older College	18	21	18	15	21	19	18	19	20	20	17	14	22
Young Non Coll Men	13	10	9	7	10	15	14	16	14	14	12	8	18
Older Non Coll Men	13	14	17	19	16	12	12	11	13	12	14	19	8
Young Non Coll Women	12	10	9	11	8	13	11	14	12	16	14	12	17
Older Non Coll Women	17	17	18	20	16	16	18	15	16	14	15	22	15
Young Coll Men	11	11	13	16	11	9	9	9	10	10	8	14	12
Older Coll Men	9	10	8	9	8	10	11	9	9	10	9	8	11
Young Coll Women	13	14	13	9	16	13	15	13	14	12	17	9	6
Older Coll Women	9	11	10	6	13	9	7	10	11	10	9	7	11

White Age/Education ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Young Non Coll	17	15	13	17	9	19	15	21	18	22	18	19	22
Young College	19	20	23	22	25	17	17	19	19	18	22	20	13
Older Non Coll	25	26	31	35	28	22	25	20	23	21	25	37	15
Older College	16	18	16	14	18	16	15	16	17	18	15	13	19
Young Non Coll Men	8	8	5	7	4	10	9	10	8	10	8	8	8
Older Non Coll Men	10	11	14	16	12	8	8	8	9	9	10	17	5
Young Non Coll Women	9	7	7	10	5	10	6	11	9	11	10	11	15
Older Non Coll Women	15	16	17	19	16	14	17	12	13	13	15	21	10
Young Coll Men	9	10	12	14	11	7	6	8	9	9	8	12	9
Older Coll Men	8	9	8	8	7	8	9	8	8	9	8	7	9
Young Coll Women	10	11	11	7	14	10	10	9	11	9	14	7	4
Older Coll Women	8	9	8	6	10	7	6	8	9	9	7	6	10

Q78 Is member of union ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Yes: Respondent belongs	13	12	20	21	19	9	6	10	12	10	17	19	11
Household member	8	8	13	13	14	5	4	6	8	7	9	12	8
No member belongs	79	79	67	66	68	85	89	83	79	82	74	69	81
(DK/Ref)	1	1	-	-	-	1	1	1	1	-	0	-	-
Union Household	20	20	33	34	32	14	10	16	20	18	25	31	19
Non College Non Union	44	42	35	37	34	48	51	47	43	46	41	42	47

Q92 Racial/ethnic group ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
White	79	82	84	89	81	76	74	77	78	81	82	91	72
African-American/Black	9	8	7	3	9	11	13	10	10	10	8	3	6
Hispanic or Latino	6	6	4	3	5	8	6	8	7	4	6	2	15
Native American	1	1	1	-	1	2	3	1	1	2	1	-	3
Asian	1	1	1	0	1	1	1	1	1	1	1	1	1
(Other)	1	1	1	2	1	2	1	2	1	1	1	1	2
(DK/Ref)	2	1	2	3	1	1	2	1	1	1	1	3	2

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Age/Education ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Young Non Coll	25	24	27	26	26	25	23	28	18	27	20	26	20	26	21	27
Young College	24	28	21	24	23	24	21	22	27	24	24	23	22	26	25	26
Older Non Coll	30	26	29	28	28	31	34	28	35	26	37	32	31	28	30	30
Older College	18	18	20	19	19	18	22	19	18	20	17	17	23	17	21	11
Young Non Coll Men	13	17	16	15	15	12	12	15	9	15	10	11	12	16	6	15
Older Non Coll Men	13	8	13	11	12	13	14	12	17	11	17	14	12	14	14	18
Young Non Coll Women	12	7	11	11	11	12	11	13	9	12	10	15	8	10	15	12
Older Non Coll Women	17	18	16	17	16	17	20	16	18	15	20	17	19	15	16	12
Young Coll Men	11	14	7	13	7	12	14	9	13	10	12	9	11	12	10	11
Older Coll Men	9	8	10	10	10	8	7	10	8	10	7	7	14	8	9	6
Young Coll Women	13	14	14	11	16	12	7	13	13	14	12	14	11	14	15	15
Older Coll Women	9	10	10	9	9	10	15	9	10	9	9	10	9	9	11	5

White Age/Education ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Young Non Coll	17	15	16	15	17	18	18	19	13	19	15	13	13	24	15	16
Young College	19	23	12	16	15	20	16	17	23	18	20	17	16	23	19	18
Older Non Coll	25	20	21	23	22	25	30	22	31	20	32	22	28	25	24	26
Older College	16	15	17	16	16	16	20	16	16	17	14	14	18	16	18	8
Young Non Coll Men	8	9	9	9	10	8	7	10	5	10	6	3	7	14	3	9
Older Non Coll Men	10	6	9	7	8	10	13	8	14	8	14	8	11	12	11	17
Young Non Coll Women	9	6	7	6	7	10	11	10	7	9	9	10	6	10	12	6
Older Non Coll Women	15	14	12	16	14	15	17	14	17	12	18	14	17	14	13	9
Young Coll Men	9	13	4	10	5	10	10	7	12	8	10	7	9	11	8	9
Older Coll Men	8	7	9	9	8	8	7	8	8	9	7	6	12	8	9	5
Young Coll Women	10	10	8	6	10	10	7	10	11	10	10	10	7	12	11	9
Older Coll Women	8	7	8	7	7	8	13	7	8	8	7	8	6	8	9	3

Q78 Is member of union ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Yes: Respondent belongs	13	8	5	4	7	14	13	9	20	8	20	17	9	10	11	15
Household member	8	4	5	3	5	9	10	5	13	6	12	10	6	7	7	5
No member belongs	79	87	88	93	86	77	78	85	67	85	68	72	84	82	82	76
(DK/Ref)	1	1	2	1	2	0	-	1	-	1	-	1	1	0	0	4
Union Household	20	12	10	7	13	23	22	14	33	14	32	27	15	17	18	20
Non College Non Union	44	44	51	53	48	43	46	48	35	46	39	42	46	45	41	48

Q92 Racial/ethnic group ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
White	79	75	68	73	72	81	85	76	84	76	83	70	78	90	79	72
African-American/Black	9	13	17	17	14	8	2	11	7	11	6	20	7	0	13	3
Hispanic or Latino	6	5	9	3	9	6	10	8	4	7	6	8	6	5	5	14
Native American	1	2	2	3	2	1	1	2	1	2	1	1	3	1	1	3
Asian	1	1	1	1	1	1	1	1	1	1	1	1	-	1	-	1
(Other)	1	1	1	1	1	2	1	2	1	2	1	1	2	2	2	1
(DK/Ref)	2	2	1	2	2	2	1	1	2	1	2	1	4	0	0	5

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Age/Education ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Young Non Coll	25	14	19	24	25	23	23	-	-	-	44	36	100	18	-	24
Young College	24	14	12	22	30	26	22	-	-	-	-	-	-	23	-	16
Older Non Coll	30	45	39	32	21	25	39	68	60	73	54	60	-	35	100	38
Older College	18	21	25	19	23	24	13	32	39	27	-	-	-	21	-	16
Young Non Coll Men	13	5	13	11	15	12	10	-	-	-	44	-	48	6	-	-
Older Non Coll Men	13	19	14	21	12	11	17	26	60	-	54	-	-	19	41	-
Young Non Coll Women	12	9	6	13	11	10	14	-	-	-	-	36	52	11	-	24
Older Non Coll Women	17	26	25	11	9	14	22	42	-	73	-	60	-	16	59	38
Young Coll Men	11	6	8	10	15	16	9	-	-	-	-	-	-	9	-	-
Older Coll Men	9	14	12	8	11	12	6	16	39	-	-	-	-	11	-	-
Young Coll Women	13	8	5	12	15	10	13	-	-	-	-	-	-	14	-	16
Older Coll Women	9	7	12	11	12	12	7	15	-	27	-	-	-	10	-	16

White Age/Education ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Young Non Coll	17	9	17	20	17	17	23	-	-	-	44	36	100	18	-	24
Young College	19	14	10	18	20	21	22	-	-	-	-	-	-	23	-	16
Older Non Coll	25	38	35	29	15	20	39	68	60	73	54	60	-	35	100	38
Older College	16	18	20	18	20	22	13	32	39	27	-	-	-	21	-	16
Young Non Coll Men	8	-	11	7	9	9	10	-	-	-	44	-	48	6	-	-
Older Non Coll Men	10	13	11	19	8	9	17	26	60	-	54	-	-	19	41	-
Young Non Coll Women	9	9	6	13	8	8	14	-	-	-	-	36	52	11	-	24
Older Non Coll Women	15	24	24	10	8	11	22	42	-	73	-	60	-	16	59	38
Young Coll Men	9	6	7	10	8	14	9	-	-	-	-	-	-	9	-	-
Older Coll Men	8	13	11	6	10	11	6	16	39	-	-	-	-	11	-	-
Young Coll Women	10	8	4	9	11	8	13	-	-	-	-	-	-	14	-	16
Older Coll Women	8	5	9	11	10	10	7	15	-	27	-	-	-	10	-	16

Q78 Is member of union ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Yes: Respondent belongs	13	19	11	18	11	11	10	10	17	6	19	6	7	60	15	8
Household member	8	12	9	12	2	7	8	5	4	5	3	11	9	40	7	10
No member belongs	79	69	77	67	87	82	82	85	79	89	78	82	84	-	78	83
(DK/Ref)	1	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-
Union Household	20	31	21	30	13	18	18	15	21	11	22	18	16	100	22	17
Non College Non Union	44	41	48	33	42	40	50	58	46	67	78	82	84	-	78	58

Q92 Racial/ethnic group ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
White	79	86	88	86	73	82	100	100	100	100	100	100	100	100	100	100
African-American/Black	9	-	-	4	9	7	-	-	-	-	-	-	-	-	-	-
Hispanic or Latino	6	9	4	3	12	6	-	-	-	-	-	-	-	-	-	-
Native American	1	4	5	2	1	1	-	-	-	-	-	-	-	-	-	-
Asian	1	1	1	2	2	1	-	-	-	-	-	-	-	-	-	-
(Other)	1	-	-	4	2	1	-	-	-	-	-	-	-	-	-	-
(DK/Ref)	2	-	2	-	2	2	-	-	-	-	-	-	-	-	-	-

	Total	GEN/AGE	
		Older Men	Older Women

Age/Education ...

Total answering	(401)	(91)	(105)
Young Non Coll	25	-	-
Young College	24	-	-
Older Non Coll	30	59	64
Older College	18	40	36
Young Non Coll Men	13	-	-
Older Non Coll Men	13	59	-
Young Non Coll Women	12	-	-
Older Non Coll Women	17	-	64
Young Coll Men	11	-	-
Older Coll Men	9	40	-
Young Coll Women	13	-	-
Older Coll Women	9	-	36

White Age/Education ...

Total answering	(401)	(91)	(105)
Young Non Coll	17	-	-
Young College	19	-	-
Older Non Coll	25	45	56
Older College	16	36	29
Young Non Coll Men	8	-	-
Older Non Coll Men	10	45	-
Young Non Coll Women	9	-	-
Older Non Coll Women	15	-	56
Young Coll Men	9	-	-
Older Coll Men	8	36	-
Young Coll Women	10	-	-
Older Coll Women	8	-	29

Q78 Is member of union ...

Total answering	(401)	(91)	(105)
Yes: Respondent belongs	13	22	9
Household member	8	5	9
No member belongs	79	73	81
(DK/Ref)	1	0	1
Union Household	20	27	18
Non College Non Union	44	41	51

Q92 Racial/ethnic group ...

Total answering	(401)	(91)	(105)
White	79	81	86
African-American/Black	9	8	4
Hispanic or Latino	6	6	4
Native American	1	2	2
Asian	1	0	0
(Other)	1	2	2
(DK/Ref)	2	1	2

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q79 Marital status ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Married	67	71	66	71	62	67	73	64	64	61	65	70	69
Single	18	13	18	13	22	17	13	19	20	23	19	12	16
Separated/Divorced	7	7	5	6	5	8	6	9	8	8	7	6	8
Widowed	8	8	9	9	10	7	7	8	7	8	9	11	3
(DK/Ref)	1	1	1	1	1	1	1	1	1	0	-	1	3
Sep/Div/Wid	15	15	15	14	15	15	13	16	16	15	16	17	11
Unmarried	32	28	33	28	37	32	26	35	35	39	35	29	27

Marital/Gender ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Married Women	33	35	31	29	32	34	38	32	32	31	36	31	32
Single Women	8	7	10	8	12	8	5	9	9	12	11	7	7
Sep/Div/Wid Women	11	11	10	9	10	11	10	12	12	10	10	12	8
Married Men	34	36	35	42	30	33	35	32	31	30	29	39	37
Unmarried Men	13	10	13	10	15	13	11	14	14	16	14	11	11
Unmarried Women	19	18	20	18	22	19	15	21	21	22	21	19	16

White Marital/Gender ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Married Women	28	31	29	29	29	28	32	26	27	28	31	31	26
Single Women	6	4	7	6	9	5	2	6	7	7	6	5	5
Sep/Div/Wid Women	9	9	8	8	9	9	7	10	9	8	10	11	7
Married Men	27	30	31	38	26	25	26	25	26	26	25	35	24
Unmarried Men	9	7	8	8	8	9	8	10	9	13	10	9	6
Unmarried Women	14	13	16	14	17	14	9	16	16	15	16	15	12

Q80 Kids ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Yes	33	34	32	34	30	34	36	33	32	33	34	32	32
No	66	66	68	65	70	65	63	66	67	67	66	68	67
(DK/Ref)	1	1	0	0	-	1	1	1	1	0	-	0	1

Marital/Kids ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Married parents	28	30	25	32	21	30	31	29	27	27	28	29	30
Unmar parents	5	4	6	2	9	4	5	4	5	6	7	2	2
Married no children	38	41	41	39	42	37	42	35	37	34	37	41	40
Unmar no children	28	24	27	26	28	28	21	31	30	33	28	27	25

Gender/Martial/Kids ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Married mothers	14	15	11	12	11	15	17	14	13	14	17	11	11
Unmar mothers	4	3	5	2	7	4	4	4	5	5	5	2	2
Married women no kids	19	20	20	17	22	19	22	18	19	17	19	20	21
Unmar women no kids	15	15	15	16	15	15	10	17	17	17	16	16	14
Married fathers	15	15	14	20	10	15	15	15	14	13	11	18	19
Unmar fathers	1	0	1	-	2	0	0	0	1	0	1	-	-
Married men no kids	19	20	21	22	20	18	21	17	18	17	19	21	18
Unmar men no kids	12	10	12	10	13	13	11	14	13	16	13	11	11

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q79 Marital status ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Married	67	65	65	67	69	65	65	67	66	67	65	58	68	75	64	59
Single	18	21	18	20	16	18	14	17	18	17	18	25	14	12	22	22
Separated/Divorced	7	6	8	6	8	7	8	8	5	8	6	7	10	5	6	6
Widowed	8	6	7	6	6	8	9	7	9	6	10	9	6	7	8	8
(DK/Ref)	1	1	1	1	1	1	5	1	1	1	1	0	1	0	1	4
Sep/Div/Wid	15	12	15	12	14	16	16	15	15	14	16	17	16	13	13	15
Unmarried	32	34	34	32	30	34	30	32	33	31	34	42	30	25	35	37

Marital/Gender ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Married Women	33	32	32	33	37	32	32	34	31	33	32	33	32	34	39	27
Single Women	8	9	7	6	7	9	3	8	10	8	9	13	5	6	12	5
Sep/Div/Wid Women	11	9	13	9	11	11	13	11	10	11	11	13	11	10	7	11
Married Men	34	33	33	34	32	33	33	33	35	34	33	25	36	40	25	32
Unmarried Men	13	15	14	16	13	13	13	13	13	13	14	16	14	9	16	20
Unmarried Women	19	19	20	16	18	21	17	19	20	19	20	25	16	16	19	16

White Marital/Gender ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Married Women	28	28	24	28	28	28	27	28	29	28	29	28	25	31	32	18
Single Women	6	4	6	4	5	6	3	5	7	5	6	7	3	5	8	5
Sep/Div/Wid Women	9	7	8	6	7	10	13	9	8	8	10	9	10	8	7	8
Married Men	27	27	24	26	25	28	28	25	31	27	29	17	30	37	20	26
Unmarried Men	9	10	7	11	7	9	8	9	8	9	9	8	10	9	12	16
Unmarried Women	14	11	14	10	12	16	17	14	16	13	16	16	13	13	15	12

Q80 Kids ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Yes	33	39	30	31	34	32	24	34	32	36	29	31	28	40	25	29
No	66	60	69	68	65	67	76	65	68	63	70	69	71	60	75	67
(DK/Ref)	1	1	1	1	1	1	-	1	0	1	0	-	1	0	-	4

Marital/Kids ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Married parents	28	36	24	27	29	27	19	30	25	31	24	23	25	36	23	27
Unmar parents	5	3	6	4	5	5	5	4	6	4	5	8	2	4	3	2
Married no children	38	29	41	40	40	38	46	37	41	36	41	35	43	39	42	33
Unmar no children	28	30	28	28	25	29	25	28	27	27	29	34	28	21	32	34

Gender/Martial/Kids ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Married mothers	14	15	12	12	16	12	5	15	11	15	11	13	11	17	15	11
Unmar mothers	4	3	5	4	4	4	5	4	5	4	4	7	1	3	3	2
Married women no kids	19	17	20	21	20	19	28	19	20	18	21	20	21	17	24	17
Unmar women no kids	15	15	15	12	14	17	11	15	15	15	16	18	15	12	16	14
Married fathers	15	20	12	15	13	15	14	15	14	16	13	10	15	19	8	16
Unmar fathers	1	-	1	0	1	1	-	0	1	0	1	1	1	0	-	-
Married men no kids	19	13	21	19	20	18	19	18	21	18	20	15	22	21	17	16
Unmar men no kids	12	15	13	16	12	13	13	13	12	12	13	15	13	9	16	20

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q79 Marital status ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Married	67	61	69	71	70	68	65	67	81	56	75	61	67	74	68	-
Single	18	16	10	10	15	20	13	4	4	4	15	12	24	16	6	39
Separated/Divorced	7	9	9	8	12	5	10	5	3	6	5	11	7	4	9	25
Widowed	8	13	12	8	2	4	12	24	12	33	4	15	1	5	17	36
(DK/Ref)	1	-	1	3	1	2	-	-	-	-	-	1	1	-	-	-
Sep/Div/Wid	15	22	20	16	14	9	22	29	15	39	10	26	8	10	26	61
Unmarried	32	39	30	26	29	29	35	33	19	44	25	38	32	26	32	100

Marital/Gender ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Married Women	33	33	31	31	30	32	35	32	-	56	-	61	31	38	37	-
Single Women	8	4	5	8	4	8	6	2	-	4	-	12	14	11	2	39
Sep/Div/Wid Women	11	18	16	9	11	5	16	23	-	39	-	26	6	5	20	61
Married Men	34	29	38	40	40	36	30	35	81	-	75	-	36	37	31	-
Unmarried Men	13	17	10	9	14	16	12	8	19	-	25	-	13	10	10	-
Unmarried Women	19	22	20	17	15	13	23	25	-	44	-	38	20	16	22	100

White Marital/Gender ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Married Women	28	30	26	27	23	29	35	32	-	56	-	61	31	38	37	-
Single Women	6	4	5	8	3	6	6	2	-	4	-	12	14	11	2	39
Sep/Div/Wid Women	9	18	16	7	10	4	16	23	-	39	-	26	6	5	20	61
Married Men	27	22	32	33	27	31	30	35	81	-	75	-	36	37	31	-
Unmarried Men	9	12	10	8	9	12	12	8	19	-	25	-	13	10	10	-
Unmarried Women	14	22	20	15	12	9	23	25	-	44	-	38	20	16	22	100

Q80 Kids ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Yes	33	12	26	40	34	34	30	1	1	1	32	26	63	36	6	17
No	66	88	73	60	66	66	70	99	99	99	68	74	37	64	94	83
(DK/Ref)	1	-	1	-	-	0	-	-	-	-	-	-	-	-	-	-

Marital/Kids ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Married parents	28	12	25	37	32	32	26	1	1	1	31	19	53	33	5	-
Unmar parents	5	-	1	2	2	2	5	-	-	-	2	7	11	4	0	17
Married no children	38	50	44	34	38	37	40	66	80	56	44	42	14	42	62	-
Unmar no children	28	39	29	24	27	28	30	33	19	44	23	32	22	22	32	83

Gender/Martial/Kids ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Married mothers	14	9	5	20	10	13	13	0	-	1	-	19	24	17	2	-
Unmar mothers	4	-	1	2	1	2	5	-	-	-	-	7	9	2	0	17
Married women no kids	19	24	26	11	20	19	23	32	-	56	-	42	7	21	35	-
Unmar women no kids	15	22	19	15	14	12	18	25	-	44	-	32	11	14	22	83
Married fathers	15	3	20	17	21	18	13	0	1	-	31	-	29	16	3	-
Unmar fathers	1	-	-	-	1	-	-	-	-	-	2	-	2	1	-	-
Married men no kids	19	26	18	23	18	18	17	34	80	-	44	-	7	21	28	-
Unmar men no kids	12	17	10	9	13	16	12	8	19	-	23	-	11	8	10	-

	Total	GEN/AGE	
		Older Men	Older Women

Q79 Marital status ...

Total answering	(401)	(91)	(105)
Married	67	76	64
Single	18	9	6
Separated/Divorced	7	7	9
Widowed	8	6	19
(DK/Ref)	1	1	1
Sep/Div/Wid	15	14	29
Unmarried	32	23	35

Marital/Gender ...

Total answering	(401)	(91)	(105)
Married Women	33	-	64
Single Women	8	-	6
Sep/Div/Wid Women	11	-	29
Married Men	34	76	-
Unmarried Men	13	23	-
Unmarried Women	19	-	35

White Marital/Gender ...

Total answering	(401)	(91)	(105)
Married Women	28	-	56
Single Women	6	-	5
Sep/Div/Wid Women	9	-	24
Married Men	27	62	-
Unmarried Men	9	19	-
Unmarried Women	14	-	29

Q80 Kids ...

Total answering	(401)	(91)	(105)
Yes	33	11	6
No	66	88	93
(DK/Ref)	1	0	1

Marital/Kids ...

Total Answering	(401)	(91)	(105)
Married parents	28	11	6
Unmar parents	5	0	1
Married no children	38	65	59
Unmar no children	28	23	34

Gender/Martial/Kids ...

Total Answering	(401)	(91)	(105)
Married mothers	14	-	6
Unmar mothers	4	-	1
Married women no kids	19	-	59
Unmar women no kids	15	-	34
Married fathers	15	11	-
Unmar fathers	1	0	-
Married men no kids	19	65	-
Unmar men no kids	12	23	-

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

Q81 Party ID ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Strong Dem	29	28	33	30	36	26	25	26	29	30	31	30	24
Weak Dem	9	8	9	7	10	9	10	8	9	7	9	8	10
Ind-lean Dem	9	9	11	12	10	9	8	9	10	7	7	12	6
Ind	6	6	5	7	4	6	6	7	6	7	4	7	6
Ind-lean Rep	10	10	9	12	7	10	9	11	10	9	8	13	10
Weak Rep	12	12	11	9	12	12	13	12	12	13	13	7	16
Strong Rep	25	27	22	24	21	27	28	26	25	27	27	23	28
(DK/Ref)	1	1	0	-	1	1	1	0	0	0	0	-	-
2-3-2 Dem	37	35	42	37	47	35	35	35	38	37	40	38	34
Ind	25	25	25	31	20	26	23	27	25	23	19	32	22
Rep	37	39	33	33	33	39	41	38	37	40	40	31	44
Dem-Rep	0	-4	10	4	14	-4	-6	-4	1	-3	0	7	-11
3-1-3 Dem	47	45	53	48	56	44	43	44	48	43	48	50	40
Ind	6	6	5	7	4	6	6	7	6	7	4	7	6
Rep	47	49	42	45	39	49	50	49	46	49	48	43	54
Dem-Rep	.	-4	11	3	17	-6	-7	-5	1	-6	0	7	-14

Party ID/Gender ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Dem Men	15	14	19	17	21	13	15	13	15	15	15	15	14
Dem Women	22	22	23	19	26	21	20	22	23	22	25	23	20
Ind Men	13	13	13	20	8	13	12	13	11	10	8	19	14
Ind Women	13	12	11	10	12	13	11	14	14	12	11	13	8
Rep Men	18	19	16	15	16	20	18	20	19	21	20	16	22
Rep Women	18	20	17	17	17	19	22	18	17	19	20	14	22

Q84 Ideology ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Liberal	19	19	23	22	24	17	15	18	20	17	18	21	21
Moderate	36	36	37	37	37	35	36	35	35	34	35	39	39
Conservative	42	43	38	38	38	45	47	44	42	47	45	37	38
(DK/Ref)	3	3	2	3	1	3	2	3	3	3	2	3	2

Party ID/Ideology ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Liberal Dem	17	16	21	20	21	15	13	16	17	14	15	19	16
Mod/Cons Dem	28	27	31	25	35	27	29	27	29	28	32	28	22
Lib/Mod Rep	14	14	14	13	15	14	11	15	15	14	15	14	20
Conservative Rep	33	35	27	32	23	35	39	34	31	34	32	29	33

Q85 Religious identification ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Protestant	56	57	50	54	47	59	63	57	54	60	55	55	47
Catholic	23	23	30	30	29	20	15	22	24	22	29	30	30
Jewish	1	2	1	-	2	2	1	2	2	1	2	-	1
Muslim	0	0	0	-	0	0	1	0	0	-	1	-	-
(DK/Ref)	19	19	19	15	21	19	19	19	19	17	14	15	22

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q81 Party ID ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Strong Dem	29	22	29	27	28	29	34	26	33	26	33	77	-	-	51	8
Weak Dem	9	7	9	9	9	9	10	9	9	8	10	23	-	-	20	13
Ind-lean Dem	9	9	12	7	11	9	14	9	11	9	11	-	37	-	29	18
Ind	6	11	5	9	5	7	5	6	5	6	5	-	23	-	-	22
Ind-lean Rep	10	13	9	10	9	10	9	10	9	11	9	-	39	-	-	13
Weak Rep	12	13	11	12	12	12	6	12	11	12	11	-	-	31	-	19
Strong Rep	25	25	23	24	26	25	22	27	22	27	22	-	-	69	-	4
(DK/Ref)	1	0	2	1	1	0	-	1	0	1	0	-	-	-	-	4
2-3-2 Dem	37	29	38	36	37	37	44	35	42	34	43	100	-	-	71	21
Ind	25	32	26	27	25	25	28	26	25	26	25	-	100	-	29	53
Rep	37	38	34	36	37	37	28	39	33	40	32	-	-	100	-	22
Dem-Rep	0	-9	5	0	-1	0	16	-4	10	-6	10	100	-	-100	71	-1
3-1-3 Dem	47	38	50	44	47	46	58	44	53	43	53	100	37	-	100	39
Ind	6	11	5	9	5	7	5	6	5	6	5	-	23	-	-	22
Rep	47	51	43	46	46	47	37	49	42	50	41	-	39	100	-	35
Dem-Rep	.	-13	7	-3	1	-1	21	-6	11	-7	12	100	-2	-100	100	4

Party ID/Gender ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Dem Men	15	13	18	18	15	15	15	13	19	14	18	42	-	-	27	8
Dem Women	22	17	21	18	22	22	29	21	23	20	24	58	-	-	44	13
Ind Men	13	17	12	13	13	13	10	13	13	13	13	-	51	-	14	27
Ind Women	13	15	14	14	12	13	18	13	11	13	12	-	49	-	15	26
Rep Men	18	18	17	19	17	19	22	20	16	20	16	-	-	50	-	16
Rep Women	18	20	17	17	20	18	6	19	17	20	16	-	-	50	-	6

Q84 Ideology ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Liberal	19	12	23	17	20	19	30	17	23	18	22	39	14	3	-	17
Moderate	36	37	35	38	35	36	35	35	37	34	39	38	55	21	100	49
Conservative	42	48	39	42	43	43	32	45	38	46	37	20	28	75	-	28
(DK/Ref)	3	4	3	3	2	3	3	3	2	3	2	3	3	1	-	7

Party ID/Ideology ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Liberal Dem	17	9	21	14	19	16	24	15	21	16	19	39	9	-	-	11
Mod/Cons Dem	28	27	27	28	27	29	31	27	31	26	33	58	27	-	100	28
Lib/Mod Rep	14	11	12	13	11	15	17	14	14	13	15	-	20	24	-	18
Conservative Rep	33	39	31	33	35	32	20	35	27	37	26	-	19	75	-	17

Q85 Religious identification ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Protestant	56	64	56	64	59	55	44	59	50	59	50	51	48	66	51	49
Catholic	23	15	17	11	19	25	28	20	30	18	32	24	25	22	26	28
Jewish	1	-	4	1	3	1	-	2	1	2	1	2	2	0	3	-
Muslim	0	-	1	0	1	0	-	0	0	0	0	0	0	0	0	-
(DK/Ref)	19	21	22	24	18	19	28	19	19	20	16	23	24	11	20	22

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q81 Party ID ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Strong Dem	29	28	16	38	26	28	22	28	24	31	16	31	23	38	24	33
Weak Dem	9	35	12	9	9	8	10	7	5	9	8	7	5	11	9	9
Ind-lean Dem	9	37	15	10	9	10	10	9	13	5	8	11	7	7	10	12
Ind	6	-	9	-	8	7	3	7	6	8	6	6	5	5	6	3
Ind-lean Rep	10	-	16	8	9	10	11	11	11	10	11	10	8	7	12	8
Weak Rep	12	-	17	10	10	12	15	11	13	9	19	9	17	12	11	13
Strong Rep	25	-	15	25	27	25	29	27	28	27	33	27	34	21	26	21
(DK/Ref)	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1
2-3-2 Dem	37	63	27	47	35	36	32	35	28	40	23	38	29	49	33	42
Ind	25	37	40	18	26	27	24	27	31	24	25	26	20	19	29	23
Rep	37	-	32	35	38	37	44	38	41	36	51	36	52	32	38	34
Dem-Rep	0	63	-5	11	-2	-1	-12	-3	-13	5	-28	2	-23	17	-4	8
3-1-3 Dem	47	100	42	57	44	45	42	44	41	46	31	48	35	56	44	54
Ind	6	-	9	-	8	7	3	7	6	8	6	6	5	5	6	3
Rep	47	-	48	43	47	47	55	49	52	46	63	46	60	39	50	42
Dem-Rep	.	100	-6	14	-3	-2	-13	-5	-11	0	-32	2	-24	17	-6	12

Party ID/Gender ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Dem Men	15	25	10	22	16	18	10	12	28	-	23	-	6	20	12	-
Dem Women	22	37	18	24	19	18	22	23	-	40	-	38	22	29	21	42
Ind Men	13	20	23	9	14	15	11	13	31	-	25	-	11	11	11	-
Ind Women	13	17	17	9	13	13	13	14	-	24	-	26	9	8	18	23
Rep Men	18	-	15	19	22	20	21	17	41	-	51	-	31	15	17	-
Rep Women	18	-	17	16	15	17	23	20	-	36	-	36	21	17	20	34

Q84 Ideology ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Liberal	19	22	13	23	22	22	13	14	7	19	9	17	15	27	13	23
Moderate	36	37	37	34	42	36	33	35	40	31	37	35	39	33	33	34
Conservative	42	39	48	41	33	40	52	48	50	46	53	44	44	38	51	41
(DK/Ref)	3	2	2	2	3	2	2	3	3	4	2	4	3	2	3	3

Party ID/Ideology ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Liberal Dem	17	22	8	22	17	19	12	11	7	15	7	13	12	23	10	20
Mod/Cons Dem	28	76	32	34	26	25	29	31	34	28	24	31	21	31	31	32
Lib/Mod Rep	14	-	18	12	19	15	14	13	15	10	20	12	20	13	13	13
Conservative Rep	33	-	30	30	26	32	40	35	36	35	42	34	39	26	37	28

Q85 Religious identification ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Protestant	56	62	65	47	50	55	63	62	55	68	60	64	67	52	59	57
Catholic	23	20	24	31	28	22	22	21	24	18	25	23	22	35	26	27
Jewish	1	-	-	2	1	0	-	2	2	2	0	1	-	1	1	1
Muslim	0	-	-	1	-	-	-	0	-	1	0	0	-	1	1	1
(DK/Ref)	19	18	10	18	21	23	15	14	18	11	14	12	12	11	14	15

		GEN/AGE	
	Total	Older Men	Older Women

Q81 Party ID ...

Total answering	(401)	(91)	(105)
Strong Dem	29	24	32
Weak Dem	9	10	7
Ind-lean Dem	9	12	10
Ind	6	5	6
Ind-lean Rep	10	12	11
Weak Rep	12	12	9
Strong Rep	25	25	24
(DK/Ref)	1	0	1
2-3-2 Dem	37	34	40
Ind	25	29	27
Rep	37	36	33
Dem-Rep	0	-2	7
3-1-3 Dem	47	46	50
Ind	6	5	6
Rep	47	48	43
Dem-Rep	.	-2	6

Party ID/Gender ...

Total answering	(401)	(91)	(105)
Dem Men	15	34	-
Dem Women	22	-	40
Ind Men	13	29	-
Ind Women	13	-	27
Rep Men	18	36	-
Rep Women	18	-	33

Q84 Ideology ...

Total answering	(401)	(91)	(105)
Liberal	19	13	19
Moderate	36	36	34
Conservative	42	48	43
(DK/Ref)	3	3	5

Party ID/Ideology ...

Total answering	(401)	(91)	(105)
Liberal Dem	17	12	16
Mod/Cons Dem	28	32	31
Lib/Mod Rep	14	14	12
Conservative Rep	33	35	31

Q85 Religious identification ...

Total Answering	(401)	(91)	(105)
Protestant	56	53	59
Catholic	23	26	23
Jewish	1	1	2
Muslim	0	1	0
(DK/Ref)	19	19	16

	Total	CORE	BATTLEGROUND BREAKS										
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west	South west

White Religious identification ...

Total Answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Total Evangelical	26	26	22	24	22	27	33	25	24	26	26	23	14
Total Mainline	30	31	27	31	25	32	31	32	30	35	29	32	34
White Evangelical	22	23	19	22	17	23	29	20	19	21	23	22	11
White Mainline	24	25	23	26	21	24	24	24	23	27	25	28	29
White Catholic	19	19	26	30	24	15	10	16	19	17	22	29	13
White Other none Ref	13	14	14	11	17	13	9	15	15	15	11	12	19
White Devout Evangelicl	14	15	11	13	10	16	20	14	13	15	16	13	8
White Irregular Evangel	7	7	7	9	6	7	9	7	7	6	7	9	3
White Devout Mainline	8	9	6	8	5	9	9	9	8	10	8	8	8
White Irreg Mainline	16	17	17	19	17	15	16	15	15	17	17	20	20
White Devout Catholic	9	10	13	17	10	7	4	9	9	9	10	17	6
White Irreg Catholic	9	8	13	13	13	7	6	8	10	8	12	12	7

Q86 Protestant probe ...

Total answering	(225)	(194)	(68)	(32)	(36)	(157)	(49)	(108)	(144)	(70)	(77)	(39)	(14)
Fundamentalist	11	11	8	8	7	12	15	10	9	11	11	8	9
Evangelical	26	26	30	31	28	24	31	21	23	20	25	26	16
Charismatic/Pentecostal	10	9	8	4	11	11	5	13	13	11	11	8	4
Moderate to liberal	38	38	42	40	43	37	29	40	41	41	36	42	52
(Something else)	6	6	4	3	5	6	11	4	4	5	6	2	1
(DK/Ref)	10	11	9	14	5	11	9	11	10	11	10	13	18

Q87 How often attending services ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Once or twice a month	16	15	19	16	21	15	15	15	17	15	17	18	14
Several times a year	14	13	15	15	15	13	12	14	14	12	15	16	15
Hardly ever	20	19	19	16	22	20	17	21	21	24	18	15	25
(Never)	4	4	4	5	3	4	4	4	4	3	3	5	6
(DK/Ref)	3	3	4	4	4	3	3	2	3	1	2	3	3
More than/Every week	44	45	39	44	35	46	50	44	42	45	44	43	37

Q88 Candidate voted for in 2004 ...

Total answering	(363)	(343)	(125)	(55)	(70)	(238)	(72)	(165)	(235)	(104)	(126)	(67)	(27)
Dem John Kerry	42	42	48	43	51	39	39	39	43	38	42	46	37
Rep George Bush	53	53	47	51	43	56	56	56	52	58	54	48	60
(Ralph Nader)	1	1	1	1	0	0	1	0	0	1	1	1	2
(Other candidate)	1	1	2	1	2	1	1	1	1	-	1	2	-
(DK/Ref)	3	3	3	4	3	3	3	3	3	3	2	3	1
Kerry - Bush	-11	-11	1	-8	8	-17	-18	-17	-10	-20	-11	-3	-23

Q89 Whether voted in 2006 ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Voted	79	85	80	84	77	78	79	78	78	80	80	82	73
Did not vote	19	13	18	14	21	20	19	20	20	18	18	14	27
(Can't remember/DK)	2	2	2	2	2	2	2	2	2	2	2	2	1
(Ref)	0	0	1	1	0	0	1	0	0	-	0	1	-

Q90 Candidate voted for in 2006 ...

Total answering	(316)	(291)	(109)	(49)	(60)	(207)	(61)	(147)	(206)	(93)	(111)	(59)	(22)
Dem candidate	42	42	44	43	45	41	41	41	42	42	42	45	48
Rep candidate	47	48	47	49	46	47	48	46	46	48	48	48	43
(Other candidate)	2	2	3	3	4	2	1	2	2	2	2	3	-
(DK/Ref)	8	8	5	5	6	10	9	10	9	8	7	4	9
Dem cand - Rep cand	-5	-6	-3	-5	-1	-6	-8	-5	-4	-6	-6	-3	4

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

White Religious identification ...

Total Answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Total Evangelical	26	30	27	28	29	25	16	27	22	28	22	15	19	42	15	15
Total Mainline	30	34	30	36	30	30	28	32	27	31	29	36	29	24	36	34
White Evangelical	22	22	22	23	25	21	16	23	19	24	18	10	14	39	12	12
White Mainline	24	24	19	26	21	24	24	24	23	23	25	24	24	23	28	29
White Catholic	19	12	13	8	14	20	17	15	26	14	27	18	21	17	22	20
White Other none Ref	13	18	10	15	9	16	27	13	14	14	12	15	17	10	14	12
White Devout Evangelicl	14	15	14	15	17	14	11	16	11	16	11	4	10	28	6	5
White Irregular Evangel	7	7	8	8	8	7	6	7	7	8	7	6	5	11	6	6
White Devout Mainline	8	9	7	10	8	8	9	9	6	9	6	8	7	9	8	7
White Irreg Mainline	16	14	12	16	14	16	16	15	17	14	19	17	17	14	20	22
White Devout Catholic	9	9	4	4	5	11	10	7	13	7	14	8	10	10	11	3
White Irreg Catholic	9	4	9	4	9	9	7	7	13	7	13	10	11	7	11	16

Q86 Protestant probe ...

Total answering	(225)	(38)	(50)	(51)	(70)	(145)	(12)	(157)	(68)	(148)	(77)	(76)	(50)	(98)	(41)	(13)
Fundamentalist	11	14	7	12	12	10	10	12	8	12	7	5	10	15	5	5
Evangelical	26	20	31	22	30	24	13	24	30	25	26	13	23	37	18	10
Charismatic/Pentecostal	10	14	9	10	7	12	15	11	8	10	9	11	6	11	7	15
Moderate to liberal	38	37	38	40	34	39	57	37	42	35	45	53	45	23	52	47
(Something else)	6	6	8	10	9	4	-	6	4	7	3	6	5	6	8	3
(DK/Ref)	10	9	7	7	8	11	5	11	9	11	9	13	10	8	10	20

Q87 How often attending services ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Once or twice a month	16	16	16	16	14	17	13	15	19	14	19	19	16	14	14	20
Several times a year	14	8	14	9	14	13	21	13	15	12	17	14	16	11	16	19
Hardly ever	20	23	18	22	18	20	25	20	19	22	16	23	23	14	25	29
(Never)	4	1	6	3	5	3	3	4	4	4	4	6	4	2	3	1
(DK/Ref)	3	3	4	4	3	3	-	3	4	3	3	2	5	1	1	7
More than/Every week	44	50	42	45	45	44	39	46	39	45	41	36	35	57	40	23

Q88 Candidate voted for in 2004 ...

Total answering	(363)	(52)	(79)	(72)	(108)	(238)	(25)	(238)	(125)	(224)	(138)	(129)	(95)	(137)	(71)	(25)
Dem John Kerry	42	33	44	40	41	42	57	39	48	38	48	88	37	2	85	37
Rep George Bush	53	59	51	56	54	53	38	56	47	57	47	9	50	97	13	52
(Ralph Nader)	1	-	-	-	1	1	-	0	1	0	1	0	2	-	-	2
(Other candidate)	1	1	1	-	1	1	5	1	2	1	2	0	3	0	1	-
(DK/Ref)	3	7	4	4	4	3	-	3	3	3	3	3	7	0	1	8
Kerry - Bush	-11	-26	-6	-15	-13	-11	18	-17	1	-19	1	79	-13	-94	71	-15

Q89 Whether voted in 2006 ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Voted	79	76	77	77	77	79	77	78	80	78	80	77	77	82	81	78
Did not vote	19	20	21	20	22	19	20	20	18	20	18	21	21	16	18	20
(Can't remember/DK)	2	3	1	3	1	2	3	2	2	2	2	2	1	2	1	-
(Ref)	0	0	1	1	1	0	-	0	1	0	1	-	1	-	-	2

Q90 Candidate voted for in 2006 ...

Total answering	(316)	(46)	(68)	(61)	(92)	(208)	(22)	(207)	(109)	(195)	(121)	(116)	(79)	(121)	(65)	(21)
Dem candidate	42	36	43	41	41	43	49	41	44	41	44	80	34	12	69	34
Rep candidate	47	51	42	46	45	48	42	47	47	47	48	13	49	78	21	45
(Other candidate)	2	4	2	3	2	2	2	2	3	2	3	1	3	3	2	5
(DK/Ref)	8	9	12	10	11	7	8	10	5	10	5	6	15	6	8	16
Dem cand - Rep cand	-5	-16	1	-4	-4	-6	7	-6	-3	-5	-4	67	-15	-66	49	-11

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

White Religious identification ...

Total Answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Total Evangelical	26	23	30	20	21	19	33	28	25	30	30	30	33	23	27	24
Total Mainline	30	39	36	27	29	36	30	35	31	38	30	34	34	29	32	33
White Evangelical	22	19	26	19	15	16	33	28	25	30	30	30	33	23	27	24
White Mainline	24	35	32	23	23	29	30	35	31	38	30	34	34	29	32	33
White Catholic	19	18	19	27	18	15	22	21	24	18	25	23	22	35	26	27
White Other none Ref	13	13	9	15	17	21	15	14	18	11	14	12	12	11	14	15
White Devout Evangelicl	14	9	14	14	10	10	21	19	15	22	18	18	22	13	16	13
White Irregular Evangel	7	10	12	5	4	6	12	9	10	8	11	11	11	10	11	11
White Devout Mainline	8	12	10	9	12	10	13	20	15	23	8	11	7	11	12	14
White Irreg Mainline	16	23	22	14	11	19	18	15	15	15	22	24	27	18	20	19
White Devout Catholic	9	6	5	8	8	7	12	16	17	15	12	12	5	15	16	11
White Irreg Catholic	9	12	14	19	10	8	10	5	8	3	13	11	16	20	10	16

Q86 Protestant probe ...

Total answering	(225)	(14)	(22)	(14)	(26)	(46)	(43)	(46)	(18)	(29)	(45)	(63)	(46)	(32)	(59)	(33)
Fundamentalist	11	12	10	8	3	13	11	12	11	12	13	11	12	8	12	9
Evangelical	26	21	28	19	22	15	29	27	31	24	28	25	22	27	29	20
Charismatic/Pentecostal	10	4	8	15	16	8	12	6	3	7	9	10	16	9	6	14
Moderate to liberal	38	47	41	41	48	50	33	44	43	44	35	39	38	44	37	44
(Something else)	6	2	5	7	8	5	4	4	6	3	2	5	1	3	6	4
(DK/Ref)	10	14	9	10	2	11	10	8	7	9	13	10	12	9	11	10

Q87 How often attending services ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Once or twice a month	16	18	19	19	11	13	17	10	9	12	14	18	17	14	15	16
Several times a year	14	22	24	15	18	13	17	6	10	4	17	16	22	19	13	16
Hardly ever	20	22	20	22	18	31	15	18	26	13	26	17	25	24	19	18
(Never)	4	1	1	4	4	3	3	5	3	6	2	5	2	2	5	6
(DK/Ref)	3	2	2	2	4	1	1	2	1	2	1	2	1	3	2	3
More than/Every week	44	35	35	38	45	38	48	59	52	64	41	43	34	39	48	41

Q88 Candidate voted for in 2004 ...

Total answering	(363)	(20)	(33)	(28)	(46)	(75)	(62)	(72)	(31)	(41)	(67)	(88)	(56)	(56)	(95)	(51)
Dem John Kerry	42	62	36	46	42	41	35	39	38	40	26	40	26	54	37	43
Rep George Bush	53	36	59	51	55	55	60	57	59	55	69	58	71	42	59	54
(Ralph Nader)	1	-	1	-	1	0	2	0	-	0	1	-	1	2	-	1
(Other candidate)	1	-	3	2	1	1	2	1	1	1	3	1	2	1	1	-
(DK/Ref)	3	1	2	1	1	2	1	2	2	3	1	1	1	2	2	2
Kerry - Bush	-11	26	-24	-5	-13	-13	-25	-18	-21	-15	-43	-18	-45	12	-22	-12

Q89 Whether voted in 2006 ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Voted	79	77	87	81	75	78	77	87	88	86	81	76	65	84	86	71
Did not vote	19	23	11	18	23	20	21	11	11	12	18	22	34	14	12	25
(Can't remember/DK)	2	-	1	1	2	2	3	2	1	2	1	2	1	2	2	4
(Ref)	0	-	1	-	0	-	-	-	-	-	-	-	-	-	-	-

Q90 Candidate voted for in 2006 ...

Total answering	(316)	(17)	(30)	(25)	(39)	(65)	(52)	(65)	(28)	(37)	(61)	(74)	(44)	(52)	(86)	(41)
Dem candidate	42	56	68	58	30	44	33	43	42	43	35	43	32	53	43	47
Rep candidate	47	38	25	32	58	43	61	47	48	46	56	50	59	40	49	45
(Other candidate)	2	-	-	-	3	4	1	1	2	1	0	-	-	3	0	3
(DK/Ref)	8	6	7	9	9	9	4	9	7	10	8	8	9	4	7	5
Dem cand - Rep cand	-5	18	44	26	-28	1	-28	-5	-6	-3	-21	-7	-27	13	-6	3

		GEN/AGE	
	Total	Older Men	Older Women

White Religious identification ...

Total Answering	(401)	(91)	(105)
Total Evangelical	26	24	26
Total Mainline	30	29	33
White Evangelical	22	19	24
White Mainline	24	23	29
White Catholic	19	23	17
White Other none Ref	13	15	13
White Devout Evangelical	14	12	15
White Irregular Evangelical	7	7	9
White Devout Mainline	8	8	14
White Irreg Mainline	16	15	15
White Devout Catholic	9	13	12
White Irreg Catholic	9	9	5

Q86 Protestant probe ...

Total answering	(225)	(49)	(63)
Fundamentalist	11	12	11
Evangelical	26	26	26
Charismatic/Pentecostal	10	7	7
Moderate to liberal	38	40	39
(Something else)	6	6	6
(DK/Ref)	10	9	11

Q87 How often attending services ...

Total answering	(401)	(91)	(105)
Once or twice a month	16	11	15
Several times a year	14	11	9
Hardly ever	20	22	15
(Never)	4	4	4
(DK/Ref)	3	3	4
More than/Every week	44	48	52

Q88 Candidate voted for in 2004 ...

Total answering	(363)	(87)	(101)
Dem John Kerry	42	40	45
Rep George Bush	53	55	51
(Ralph Nader)	1	0	0
(Other candidate)	1	1	1
(DK/Ref)	3	3	2
Kerry - Bush	-11	-16	-7

Q89 Whether voted in 2006 ...

Total answering	(401)	(91)	(105)
Voted	79	88	86
Did not vote	19	10	12
(Can't remember/DK)	2	1	2
(Ref)	0	0	1

Q90 Candidate voted for in 2006 ...

Total answering	(316)	(80)	(90)
Dem candidate	42	40	45
Rep candidate	47	52	46
(Other candidate)	2	2	1
(DK/Ref)	8	6	9
Dem cand - Rep cand	-5	-12	-1

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west

Q91 Primary Candidate Supported ...

Total answering	(188)	(153)	(72)	(28)	(44)	(116)	(33)	(83)	(127)	(51)	(66)	(36)	(12)
Supported Obama	48	47	47	53	43	49	54	47	46	49	45	51	42
Supported Clinton	37	38	34	30	37	39	38	39	38	35	41	30	38
Supported someone else (None)	6	6	10	6	13	4	4	4	7	10	8	8	6
(DK/Ref)	3	3	2	5	1	3	3	3	2	1	2	5	11

Region ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
New England	1	2	4	-	8	-	-	-	2	-	-	-	-
Middle Atlantic	11	11	34	-	60	-	-	-	17	-	33	-	-
East North Central	34	33	49	71	33	26	36	21	25	56	67	58	-
West North Central	14	14	13	29	-	15	3	19	14	-	-	42	-
Deep South	31	31	-	-	-	47	56	43	31	31	-	-	-
Mountain States	9	9	-	-	-	13	5	16	11	13	-	-	100
Northeast	13	13	38	-	67	-	-	-	20	-	33	-	-
Central	48	47	62	100	33	40	39	41	38	56	67	100	-
South	31	31	-	-	-	47	56	43	31	31	-	-	-
West	9	9	-	-	-	13	5	16	11	13	-	-	100

NCEC Region ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Coast	13	13	38	-	67	-	-	-	20	-	33	-	-
Industrial Heartland	44	44	62	100	33	34	36	34	33	56	67	82	-
Rural Heartland	5	5	-	-	-	7	8	7	5	-	-	18	-
Sunbelt	9	9	-	-	-	14	-	19	14	31	-	-	-
Sunbelt Growth	30	30	-	-	-	45	56	40	28	13	-	-	100

Urban/Rural ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Large Metro	21	20	20	24	16	22	14	25	22	19	19	19	19
Small Metro	26	26	29	27	31	25	28	24	26	20	27	27	44
Suburban	13	14	17	6	25	11	3	15	18	25	18	5	13
Fringe	15	16	13	16	10	17	25	13	12	13	13	15	3
Rural	24	24	22	26	18	25	30	23	22	23	23	34	21
White Rural	21	22	21	26	17	22	26	20	19	20	20	33	18
White book Exurban	9	9	3	2	3	12	13	12	9	10	4	2	28
White Not South rural	17	17	21	26	17	15	14	15	16	15	20	33	18

Congressional District incumbent ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Dem	43	43	58	67	51	35	45	31	37	35	40	63	31
Rep	57	57	42	33	49	65	55	69	63	65	60	37	69
Switched District	11	11	15	12	17	9	14	7	10	4	13	16	9

2004 County Result ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Kerry	40	40	52	59	47	34	24	39	41	35	41	56	60
Bush	60	60	48	41	53	66	76	61	59	65	59	44	40

Party of State Governor ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Dem	70	70	87	71	100	61	61	60	72	100	80	76	80
Rep	30	30	13	29	-	39	39	40	28	-	20	24	20

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Q91 Primary Candidate Supported ...

Total answering	(188)	(23)	(44)	(35)	(56)	(122)	(16)	(116)	(72)	(107)	(81)	(150)	(38)	(0)	(80)	(10)
Supported Obama	48	62	48	60	48	48	45	49	47	49	47	49	45	-	44	43
Supported Clinton	37	32	38	30	40	37	29	39	34	40	33	39	30	-	42	39
Supported someone else	6	2	4	5	4	7	11	4	10	4	10	5	12	-	7	7
(None)	6	3	9	3	7	4	6	5	7	5	6	5	9	-	4	4
(DK/Ref)	3	1	1	2	2	3	10	3	2	2	4	3	4	-	3	8

Region ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
New England	1	-	-	-	-	2	21	-	4	2	-	2	2	1	-	-
Middle Atlantic	11	-	-	-	-	17	-	-	34	-	30	14	9	11	13	13
East North Central	34	-	-	-	23	40	-	26	49	27	44	34	30	36	31	32
West North Central	14	39	-	-	-	15	46	15	13	10	20	12	18	13	16	12
Deep South	31	61	100	100	74	14	-	47	-	50	-	31	33	29	32	40
Mountain States	9	-	-	-	3	11	32	13	-	10	6	8	8	10	8	4
Northeast	13	-	-	-	-	20	21	-	38	2	30	16	11	12	13	13
Central	48	39	-	-	23	55	46	40	62	38	64	46	48	49	48	44
South	31	61	100	100	74	14	-	47	-	50	-	31	33	29	32	40
West	9	-	-	-	3	11	32	13	-	10	6	8	8	10	8	4

NCEC Region ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Coast	13	-	-	-	-	20	21	-	38	2	30	16	11	12	13	13
Industrial Heartland	44	39	-	-	23	49	-	34	62	37	55	41	43	47	42	41
Rural Heartland	5	-	-	-	3	6	46	7	-	3	9	5	6	4	6	5
Sunbelt	9	61	-	46	-	14	-	14	-	15	-	8	11	9	9	9
Sunbelt Growth	30	-	100	54	74	11	32	45	-	44	6	29	29	29	29	33

Urban/Rural ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Large Metro	21	14	34	15	28	17	-	22	20	23	17	24	24	16	20	26
Small Metro	26	12	28	20	27	26	51	25	29	23	32	28	25	25	32	21
Suburban	13	32	1	18	3	19	-	11	17	12	15	17	12	10	19	7
Fringe	15	20	22	26	21	13	9	17	13	18	11	11	16	19	7	13
Rural	24	22	16	21	21	25	40	25	22	24	25	20	23	29	22	34
White Rural	21	17	14	19	19	22	39	22	21	20	23	17	20	26	19	27
White book Exurban	9	14	14	15	11	8	1	12	3	13	3	6	7	13	3	2
White Not South rural	17	8	-	-	9	20	39	15	21	13	23	14	16	20	16	20

Congressional District incumbent ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Dem	43	28	40	37	38	44	43	35	58	37	52	51	40	37	47	40
Rep	57	72	60	63	62	56	57	65	42	63	48	49	60	63	53	60
Switched District	11	-	10	6	13	10	27	9	15	9	14	13	10	10	13	13

2004 County Result ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Kerry	40	21	35	22	31	43	58	34	52	32	54	50	39	30	44	39
Bush	60	79	65	78	69	57	42	66	48	68	46	50	61	70	56	61

Party of State Governor ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Dem	70	61	49	100	39	88	100	61	87	58	89	72	66	69	69	71
Rep	30	39	51	-	61	12	-	39	13	42	11	28	34	31	31	29

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen ions	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Q91 Primary Candidate Supported ...

Total answering	(188)	(23)	(14)	(17)	(23)	(38)	(28)	(33)	(13)	(19)	(23)	(47)	(24)	(35)	(44)	(31)
Supported Obama	48	19	10	31	48	57	46	40	43	38	41	34	34	43	38	41
Supported Clinton	37	51	66	52	39	25	31	48	45	50	41	49	46	44	46	45
Supported someone else	6	12	10	9	3	8	12	5	10	1	13	5	10	8	6	7
(None)	6	11	10	5	5	8	5	4	-	7	4	6	6	2	5	4
(DK/Ref)	3	8	4	4	6	3	6	3	2	3	1	6	5	3	4	2

Region ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
New England	1	2	2	10	-	7	3	2	5	-	1	-	-	2	0	1
Middle Atlantic	11	20	12	26	10	-	10	11	8	13	8	12	6	19	13	14
East North Central	34	33	31	42	19	-	48	36	36	38	38	41	42	37	36	
West North Central	14	14	17	12	9	21	28	16	15	17	17	15	13	17	18	14
Deep South	31	25	27	10	39	43	-	29	31	28	29	26	29	14	26	26
Mountain States	9	5	11	-	23	29	13	6	4	7	7	9	11	6	6	8
Northeast	13	22	14	36	10	7	12	13	13	13	9	12	6	21	13	15
Central	48	47	48	54	28	21	75	52	51	52	55	52	54	59	55	50
South	31	25	27	10	39	43	-	29	31	28	29	26	29	14	26	26
West	9	5	11	-	23	29	13	6	4	7	7	9	11	6	6	8

NCEC Region ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Coast	13	22	14	36	10	7	12	13	13	13	9	12	6	21	13	15
Industrial Heartland	44	42	46	49	28	21	61	44	43	45	49	46	48	55	48	45
Rural Heartland	5	7	4	5	-	-	19	9	9	9	7	8	6	5	8	7
Sunbelt	9	3	5	-	17	43	-	8	7	8	8	8	9	3	7	5
Sunbelt Growth	30	25	32	10	45	29	8	26	28	25	27	27	30	16	24	28

Urban/Rural ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Large Metro	21	24	15	10	33	15	-	16	20	13	14	17	13	17	17	18
Small Metro	26	18	35	37	24	28	-	26	24	27	24	28	26	32	27	26
Suburban	13	12	7	14	20	22	-	11	13	10	10	8	9	13	9	14
Fringe	15	14	18	8	15	14	-	15	10	18	19	17	24	15	14	12
Rural	24	31	25	30	7	21	100	32	33	32	33	30	29	23	33	31
White Rural	21	30	23	23	6	19	100	32	33	32	33	30	29	23	33	31
White book Exurban	9	10	14	4	16	11	4	10	8	12	10	13	13	8	11	9
White Not South rural	17	26	19	22	4	12	100	25	24	26	23	26	23	20	26	27

Congressional District incumbent ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Dem	43	46	65	100	-	39	40	47	51	44	44	42	36	49	49	42
Rep	57	54	35	-	100	61	60	53	49	56	56	58	64	51	51	58
Switched District	11	15	17	95	-	9	12	11	13	9	14	12	12	14	13	11

2004 County Result ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Kerry	40	48	42	44	53	40	24	38	40	37	38	35	34	48	39	36
Bush	60	52	58	56	47	60	76	62	60	63	62	65	66	52	61	64

Party of State Governor ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Dem	70	67	66	63	75	79	73	73	70	75	69	75	70	70	74	75
Rep	30	33	34	37	25	21	27	27	30	25	31	25	30	30	26	25

		GEN/AGE	
	Total	Older Men	Older Women

Q91 Primary Candidate Supported ...

Total answering	(188)	(42)	(53)
Supported Obama	48	48	40
Supported Clinton	37	38	47
Supported someone else (None)	6	10	4
(DK/Ref)	3	1	3

Region ...

Total answering	(401)	(91)	(105)
New England	1	2	2
Middle Atlantic	11	12	12
East North Central	34	34	31
West North Central	14	15	16
Deep South	31	30	30
Mountain States	9	8	9
Northeast	13	14	14
Central	48	48	47
South	31	30	30
West	9	8	9

NCEC Region ...

Total answering	(401)	(91)	(105)
Coast	13	14	14
Industrial Heartland	44	44	41
Rural Heartland	5	6	7
Sunbelt	9	7	9
Sunbelt Growth	30	29	29

Urban/Rural ...

Total answering	(401)	(91)	(105)
Large Metro	21	19	19
Small Metro	26	26	29
Suburban	13	16	10
Fringe	15	12	16
Rural	24	27	26
White Rural	21	24	24
White book Exurban	9	9	10
White Not South rural	17	17	19

Congressional District incumbent ...

Total answering	(401)	(91)	(105)
Dem	43	46	45
Rep	57	54	55
Switched District	11	13	12

2004 County Result ...

Total answering	(401)	(91)	(105)
Kerry	40	40	38
Bush	60	60	62

Party of State Governor ...

Total answering	(401)	(91)	(105)
Dem	70	70	72
Rep	30	30	28

	Total	CORE	BATTLEGROUND BREAKS									
		Core Voter	Blue states	Deep Blue	Light Blue	Red States	Deep Red	Light Red	Contracted	Tiping point	Rust Belt	Upper Mid west

Safe/swing state ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Swing State	66	66	100	100	100	48	-	68	78	69	80	100	100
Small Bush	32	32	-	-	-	48	-	68	48	47	29	18	100
Small Kerry	34	34	100	100	100	-	-	-	29	22	51	82	-
Big Bush/Red State	34	34	-	-	-	52	100	32	22	31	20	-	-

Battleground ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Congresional	21	21	19	15	22	22	16	24	24	18	23	14	40
Cong Dem Incumbent	8	8	13	12	14	5	8	4	7	2	12	12	-
Cong Rep Incumbent	13	13	6	3	7	17	8	21	17	16	11	3	40
Senate	21	21	17	29	8	23	-	32	25	44	-	24	80

2006 Congressional district margin ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Big Dem	33	33	42	55	33	28	30	27	28	35	30	47	31
Small Dem	10	10	15	12	18	7	15	5	9	-	10	16	-
Small Rep	12	11	8	3	11	14	11	15	14	12	14	2	45
Big Rep	46	45	35	30	38	51	45	54	49	53	46	35	23

Split ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
A	50	49	48	53	44	51	56	49	48	46	44	54	60
B	50	51	52	47	56	49	44	51	52	54	56	46	40

States ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
CO	4	4	-	-	-	6	-	8	6	13	-	-	50
FL	11	11	-	-	-	17	-	24	17	-	-	-	-
IN	7	7	-	-	-	10	36	-	-	-	20	-	-
IA	3	3	-	-	-	5	-	7	5	-	-	18	-
MI	6	6	19	-	33	-	-	-	9	22	18	-	-
MN	4	5	13	29	-	-	-	-	-	-	-	24	-
MO	6	5	-	-	-	9	-	13	9	-	-	-	-
MT	1	1	-	-	-	1	5	-	-	-	-	-	-
NV	1	2	-	-	-	2	-	3	2	-	-	-	20
NH	1	2	4	-	8	-	-	-	2	-	-	-	-
NM	2	2	-	-	-	3	-	5	3	-	-	-	30
NC	11	11	-	-	-	16	56	-	-	-	-	-	-
ND	1	0	-	-	-	1	3	-	-	-	-	-	-
OH	10	10	-	-	-	15	-	21	15	34	29	-	-
PA	11	11	34	-	60	-	-	-	17	-	33	-	-
VA	9	9	-	-	-	14	-	19	14	31	-	-	-
WI	10	10	31	71	-	-	-	-	-	-	-	58	-

Date ...

Total answering	(401)	(343)	(136)	(59)	(77)	(265)	(77)	(188)	(266)	(117)	(139)	(72)	(30)
Wednesday 9/10	42	43	38	30	44	44	48	42	43	42	41	32	37
Tuesday 9/9	34	34	38	41	36	33	32	33	34	32	34	41	30
Monday 9/8	24	23	24	29	20	23	20	25	24	26	25	27	33

	Total	BATTLEGROUND BREAKS										PARTY ID				VCS
		Bor der State	Deep South	New South	Obama ads only	Both ads	Flip in 2004	Bush 2004	Kerry 2004	Bush 2000	Gore 2000	Dem	Ind	Rep	Mod Dem	Obama Vuln Win

Safe/swing state ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Swing State	66	-	51	-	38	77	100	48	100	45	100	70	64	63	63	61
Small Bush	32	-	51	-	38	32	79	48	-	43	15	32	31	33	28	28
Small Kerry	34	-	-	-	-	45	21	-	100	2	85	38	33	30	36	34
Big Bush/Red State	34	100	49	100	62	23	-	52	-	55	-	30	36	37	37	39

Battleground ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Congresional	21	20	17	19	17	22	48	22	19	20	22	22	19	21	23	20
Cong Dem Incumbent	8	-	3	-	8	7	16	5	13	6	11	10	5	7	9	6
Cong Rep Incumbent	13	20	13	19	10	15	32	17	6	15	11	12	14	13	14	14
Senate	21	61	-	46	-	25	54	23	17	23	17	20	22	21	20	16

2006 Congressional district margin ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Big Dem	33	28	30	31	25	35	5	28	42	29	39	38	32	27	36	27
Small Dem	10	-	10	6	13	9	38	7	15	9	13	13	7	10	11	13
Small Rep	12	5	10	11	9	13	20	14	8	12	10	11	10	13	11	8
Big Rep	46	67	49	52	53	44	37	51	35	51	38	38	50	50	42	51

Split ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
A	50	50	54	56	53	48	56	51	48	50	50	49	50	51	51	57
B	50	50	46	44	47	52	44	49	52	50	50	51	50	49	49	43

States ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
CO	4	-	-	-	-	6	-	6	-	6	-	3	4	5	3	2
FL	11	-	51	-	38	-	-	17	-	18	-	12	13	9	11	13
IN	7	-	-	-	23	-	-	10	-	11	-	6	6	9	8	7
IA	3	-	-	-	-	5	46	5	-	-	9	4	4	2	5	3
MI	6	-	-	-	-	10	-	-	19	-	17	8	4	5	7	7
MN	4	-	-	-	-	-	-	-	13	-	11	5	5	4	5	5
MO	6	39	-	-	-	9	-	9	-	9	-	3	8	7	6	4
MT	1	-	-	-	3	-	-	1	-	2	-	1	1	1	1	2
NV	1	-	-	-	-	2	-	2	-	2	-	2	2	1	1	-
NH	1	-	-	-	-	2	21	-	4	2	-	2	2	1	-	-
NM	2	-	-	-	-	3	32	3	-	-	6	3	1	2	3	-
NC	11	-	49	54	36	-	-	16	-	17	-	11	10	11	12	17
ND	1	-	-	-	-	1	-	1	-	1	-	1	1	0	1	-
OH	10	-	-	-	-	15	-	15	-	16	-	9	7	13	6	10
PA	11	-	-	-	-	17	-	-	34	-	30	14	9	11	13	13
VA	9	61	-	46	-	14	-	14	-	15	-	8	11	9	9	9
WI	10	-	-	-	-	16	-	-	31	-	27	10	13	9	10	9

Date ...

Total answering	(401)	(60)	(88)	(79)	(120)	(265)	(28)	(265)	(136)	(249)	(152)	(150)	(102)	(148)	(80)	(27)
Wednesday 9/10	42	43	55	58	51	39	34	44	38	43	40	42	41	43	42	41
Tuesday 9/9	34	36	27	28	29	36	44	33	38	34	36	32	39	34	31	32
Monday 9/8	24	21	18	14	20	25	22	23	24	23	25	26	20	23	26	27

	Total	DEFCT/SPLIT		BATTLEGROUND			WHITE									
		313Dm Not Obama	CngDm Not Obama	Cong Bttle Dem	Cong Bttle Rep	Sen ate	Not South Rural	Sen iors	Sen ior Men	Sen ior Women	No Coll Men	No Coll Women	Young No Coll	Union house hold	Older Non Coll	Unmar Women

Safe/swing state ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Swing State	66	82	65	80	66	57	77	68	73	64	70	69	70	87	69	76
Small Bush	32	38	35	22	52	29	35	32	37	28	35	34	46	26	27	39
Small Kerry	34	44	30	58	14	28	42	36	36	36	35	35	25	61	42	37
Big Bush/Red State	34	18	35	20	34	43	23	32	27	36	30	31	30	13	31	24

Battleground ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Congresional	21	21	21	100	100	30	13	16	20	14	23	16	22	18	17	19
Cong Dem Incumbent	8	14	12	100	-	6	10	7	9	5	10	7	9	11	9	8
Cong Rep Incumbent	13	7	9	-	100	24	3	9	11	8	12	8	13	7	8	11
Senate	21	10	20	17	38	100	15	17	20	15	19	18	20	18	17	14

2006 Congressional district margin ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Big Dem	33	30	48	13	-	29	29	35	36	35	32	31	27	33	34	31
Small Dem	10	16	17	87	-	10	11	12	15	9	13	11	8	15	14	11
Small Rep	12	6	7	-	64	15	5	7	7	13	9	15	9	9	8	10
Big Rep	46	48	28	-	36	45	55	46	42	49	42	49	50	42	43	48

Split ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
A	50	34	52	47	57	54	51	50	51	48	49	52	53	52	49	45
B	50	66	48	53	43	46	49	50	49	52	51	48	47	48	51	55

States ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
CO	4	-	7	-	-	18	5	3	3	3	2	4	5	2	2	4
FL	11	17	10	10	10	-	-	11	15	7	12	8	12	10	7	13
IN	7	4	7	20	-	-	10	6	4	7	7	7	8	5	6	2
IA	3	5	2	5	-	-	13	6	5	7	5	6	5	4	6	5
MI	6	8	4	-	0	-	7	7	7	7	7	6	4	12	8	8
MN	4	5	6	7	3	21	7	4	4	3	7	4	4	10	6	2
MO	6	4	9	-	6	-	7	5	3	6	4	5	4	3	5	7
MT	1	2	2	-	-	-	5	1	1	2	1	1	1	2	1	1
NV	1	3	1	-	6	-	2	1	0	1	1	2	2	2	1	1
NH	1	2	2	10	-	7	3	2	5	-	1	-	-	2	0	1
NM	2	-	1	-	17	11	1	1	1	1	1	2	2	1	2	2
NC	11	5	12	-	11	-	-	11	9	12	10	11	8	1	12	8
ND	1	-	-	-	-	-	1	1	3	-	0	-	-	-	0	-
OH	10	12	14	7	18	-	14	10	12	9	12	12	18	8	8	14
PA	11	20	12	26	10	-	10	11	8	13	8	12	6	19	13	14
VA	9	3	5	-	17	43	-	8	7	8	8	8	9	3	7	5
WI	10	10	6	15	-	-	15	12	12	12	12	14	11	18	14	12

Date ...

Total answering	(401)	(23)	(34)	(31)	(53)	(84)	(68)	(74)	(32)	(43)	(75)	(98)	(69)	(62)	(100)	(57)
Wednesday 9/10	42	48	39	32	48	42	34	41	45	38	42	40	36	45	43	48
Tuesday 9/9	34	34	35	43	32	36	36	35	37	34	37	37	44	32	33	28
Monday 9/8	24	18	25	25	20	22	30	24	18	28	21	23	20	23	24	24

		GEN/AGE	
	Total	Older Men	Older Women

Safe/swing state ...

Total answering	(401)	(91)	(105)
Swing State	66	70	66
Small Bush	32	32	30
Small Kerry	34	38	36
Big Bush/Red State	34	30	34

Battleground ...

Total answering	(401)	(91)	(105)
Congresional	21	23	17
Cong Dem Incumbent	8	10	6
Cong Rep Incumbent	13	13	11
Senate	21	21	20

2006 Congressional district margin ...

Total answering	(401)	(91)	(105)
Big Dem	33	33	33
Small Dem	10	12	12
Small Rep	12	12	9
Big Rep	46	43	47

Split ...

Total answering	(401)	(91)	(105)
A	50	46	50
B	50	54	50

States ...

Total answering	(401)	(91)	(105)
CO	4	3	4
FL	11	12	10
IN	7	5	6
IA	3	3	5
MI	6	7	7
MN	4	7	3
MO	6	4	7
MT	1	1	1
NV	1	1	1
NH	1	2	2
NM	2	2	2
NC	11	11	11
ND	1	2	1
OH	10	11	7
PA	11	12	12
VA	9	7	9
WI	10	11	11

Date ...

Total answering	(401)	(91)	(105)
Wednesday 9/10	42	46	43
Tuesday 9/9	34	37	30
Monday 9/8	24	17	27