

**GREENBERG QUINLAN ROSNER** RESEARCH

October 13, 2008

# State of the 2008 Race

Democracy Corps National Survey



**DEMOCRACY CORPS**  
CARVILLE ♦ GREENBERG

## Methodology and Overview

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The results of the following survey are cited throughout this presentation:

- **Democracy Corps national survey of 1,000 likely voters conducted October 8-12, 2008.**

# The Presidential Election

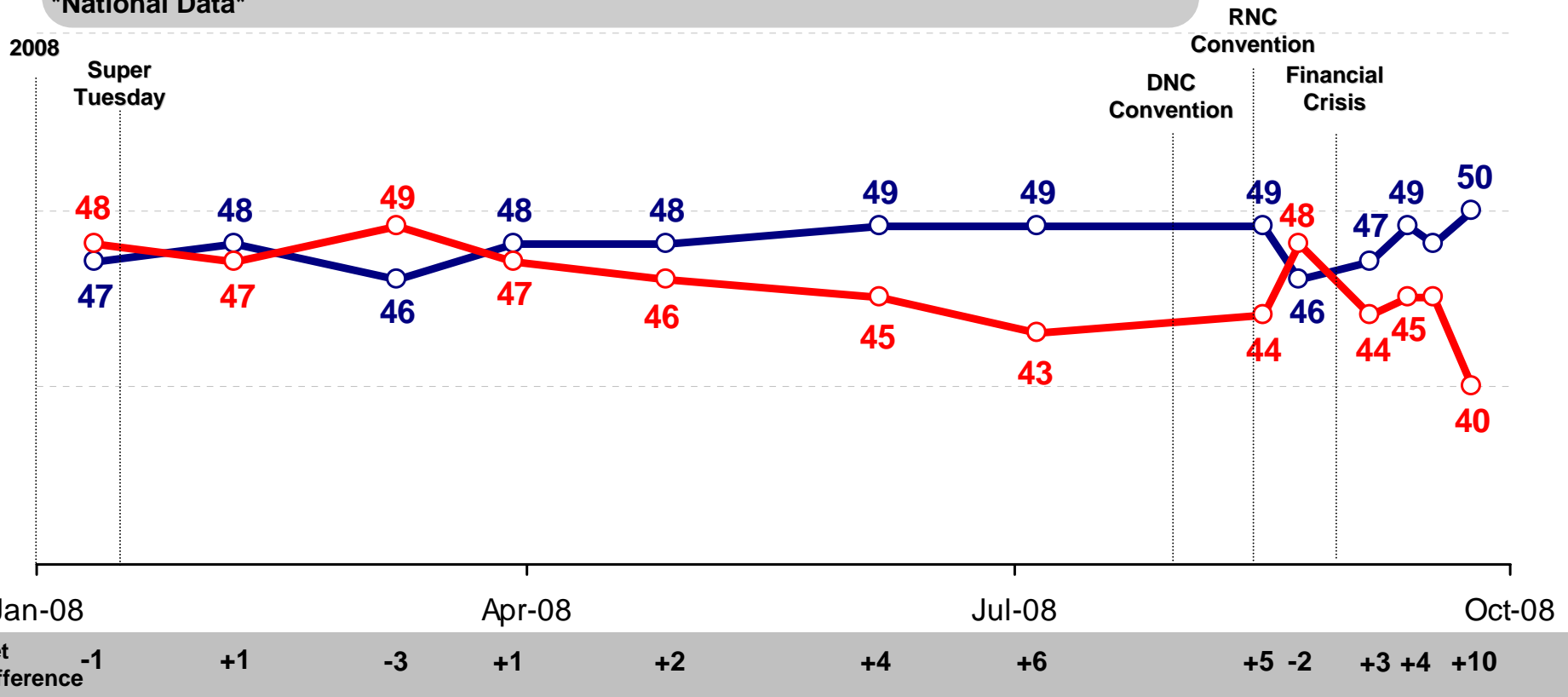
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# Obama expands national lead with three weeks to go

Now let me ask you again about your vote for president, but with candidate names. If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote?

**\*National Data\***

—○— Obama  
—○— McCain

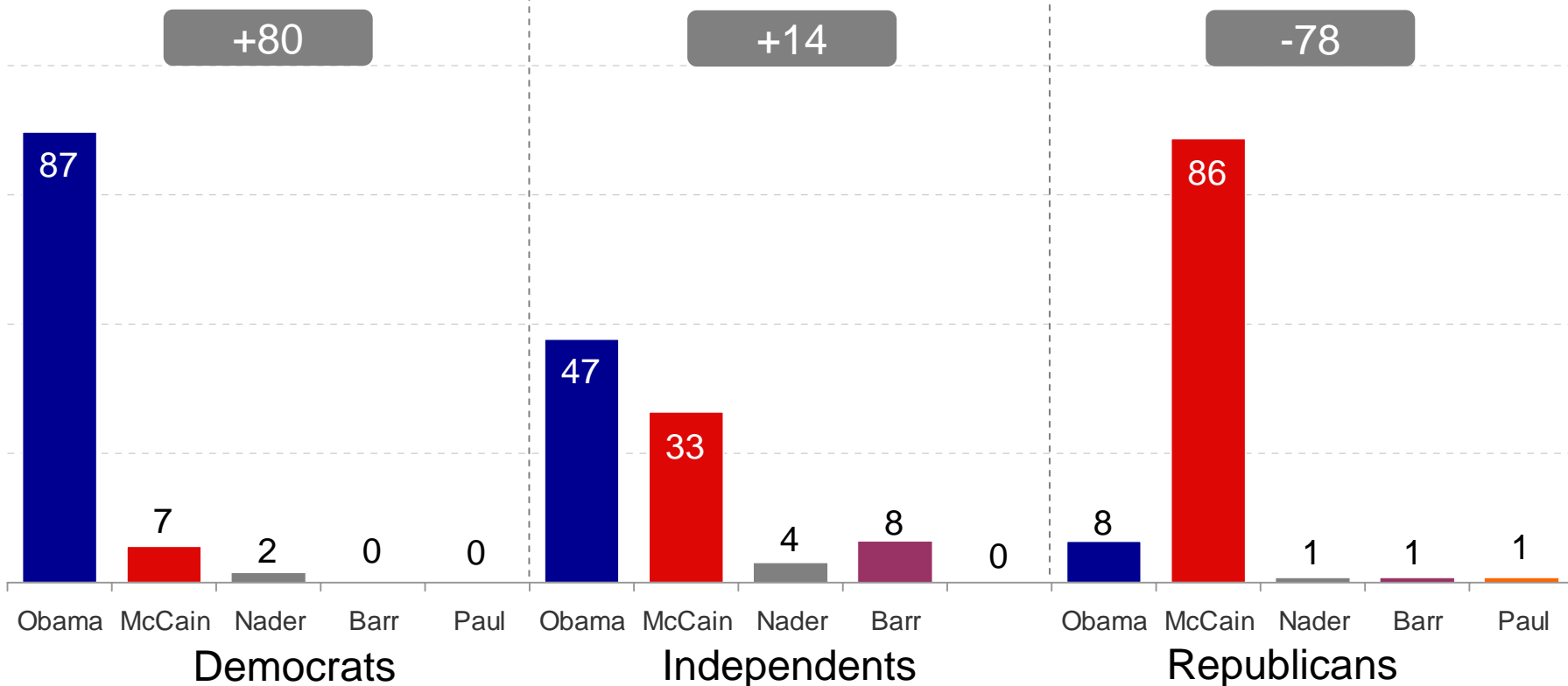


\*Note: Data from Democracy Corps surveys conducted over the last year and a half.

# Obama grabs lead among independents; Republicans consolidated

Now let me ask you again about your vote for president, but with candidate names. If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote? **\*National Data\***

- Democrat Barack Obama
- Republican John McCain
- Independent Ralph Nader
- Libertarian Bob Barr
- Const./LA Tax Pary candidate Ron Paul

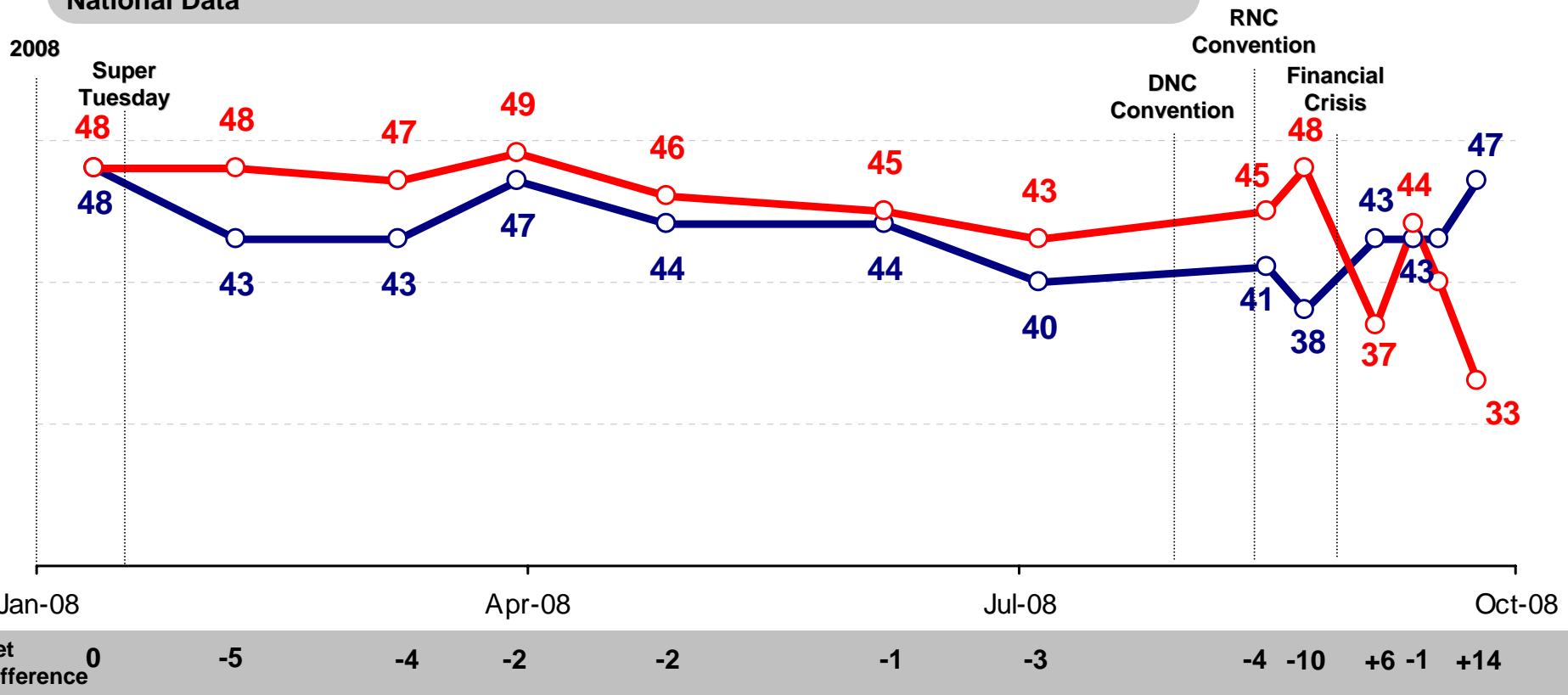


# Obama has biggest margin with independents of the campaign

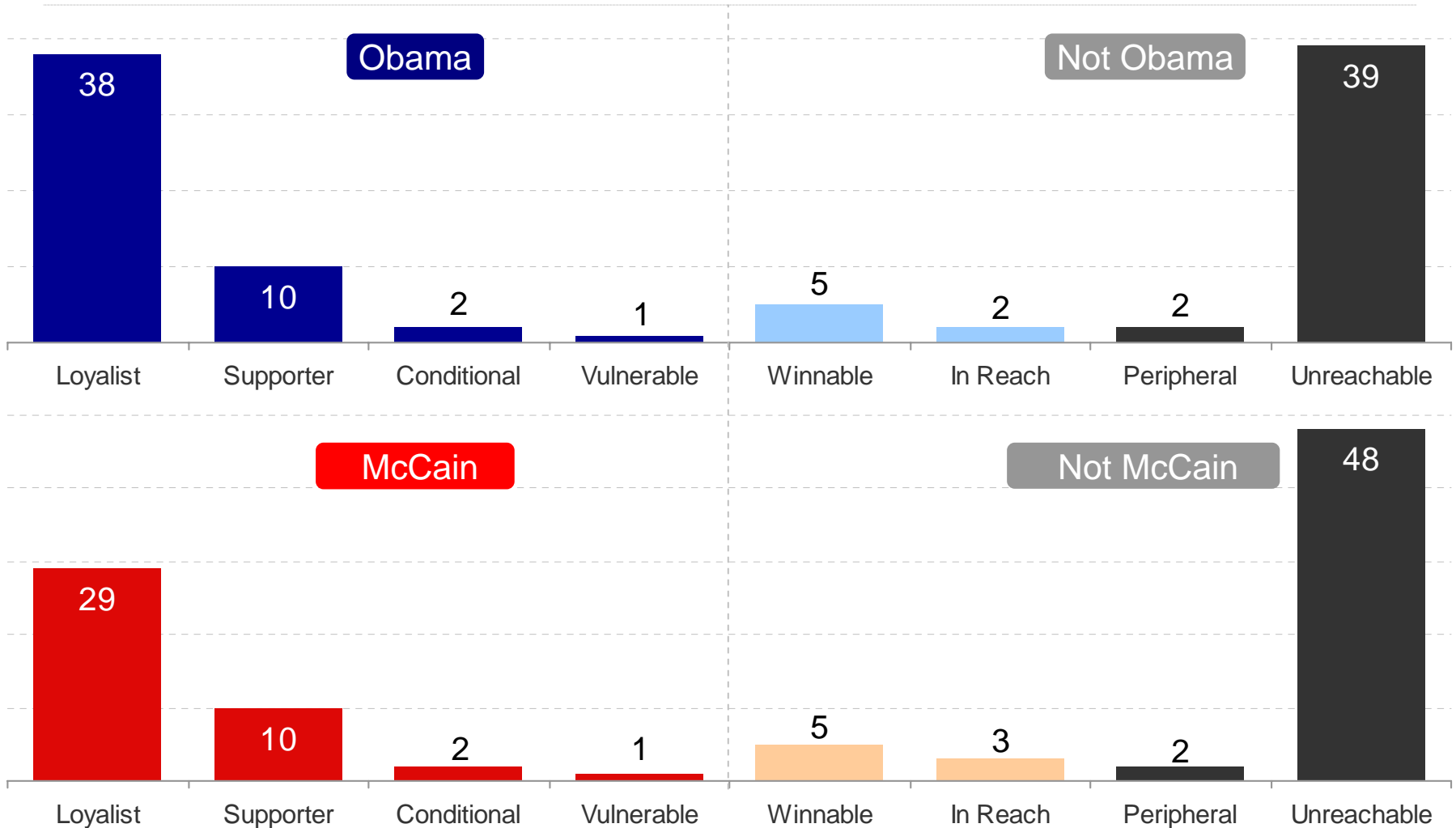
Now let me ask you again about your vote for president, but with candidate names. If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote?

**\*National Data\***

○ Obama  
○ McCain



# Obama has fewer voters out of reach, more ardent supporters



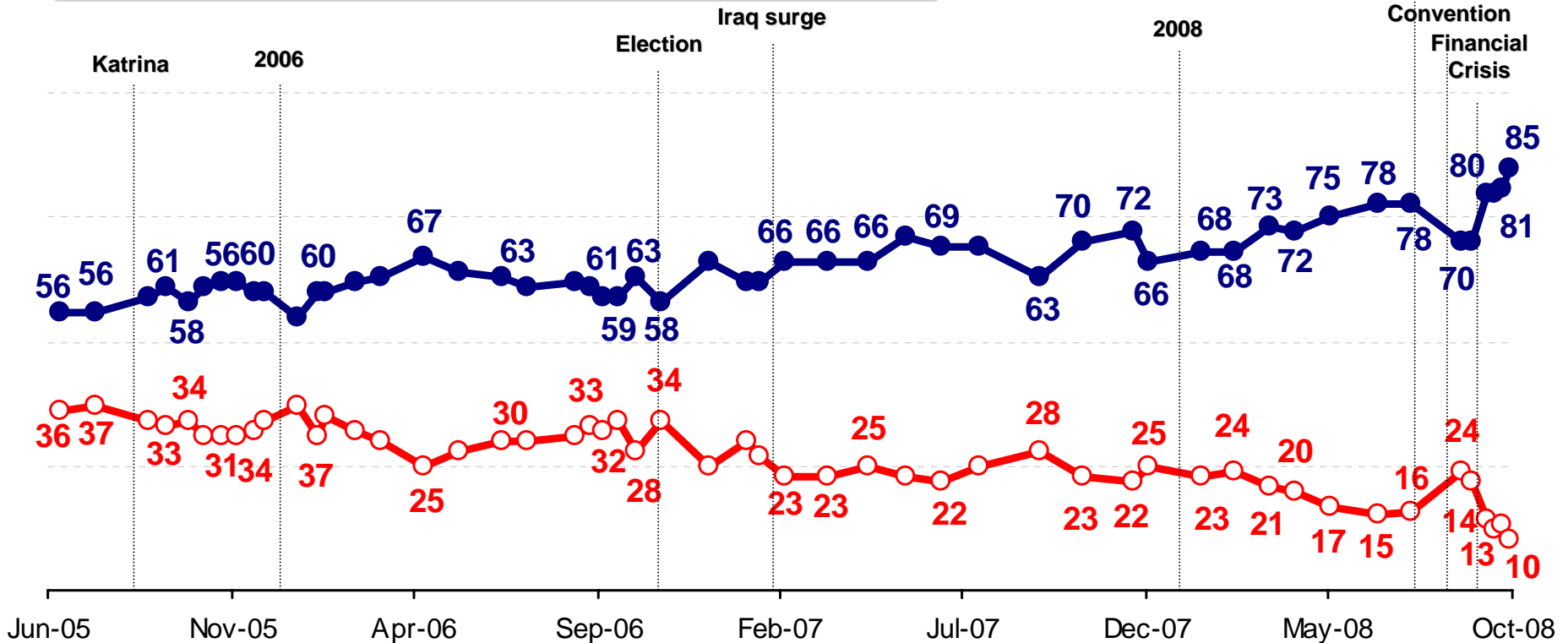
# Political Landscape

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# 'Wrong Direction' at all-time high

Generally speaking, do you think things in the country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track? \*National Data\*

○ Right direction  
● Wrong direction



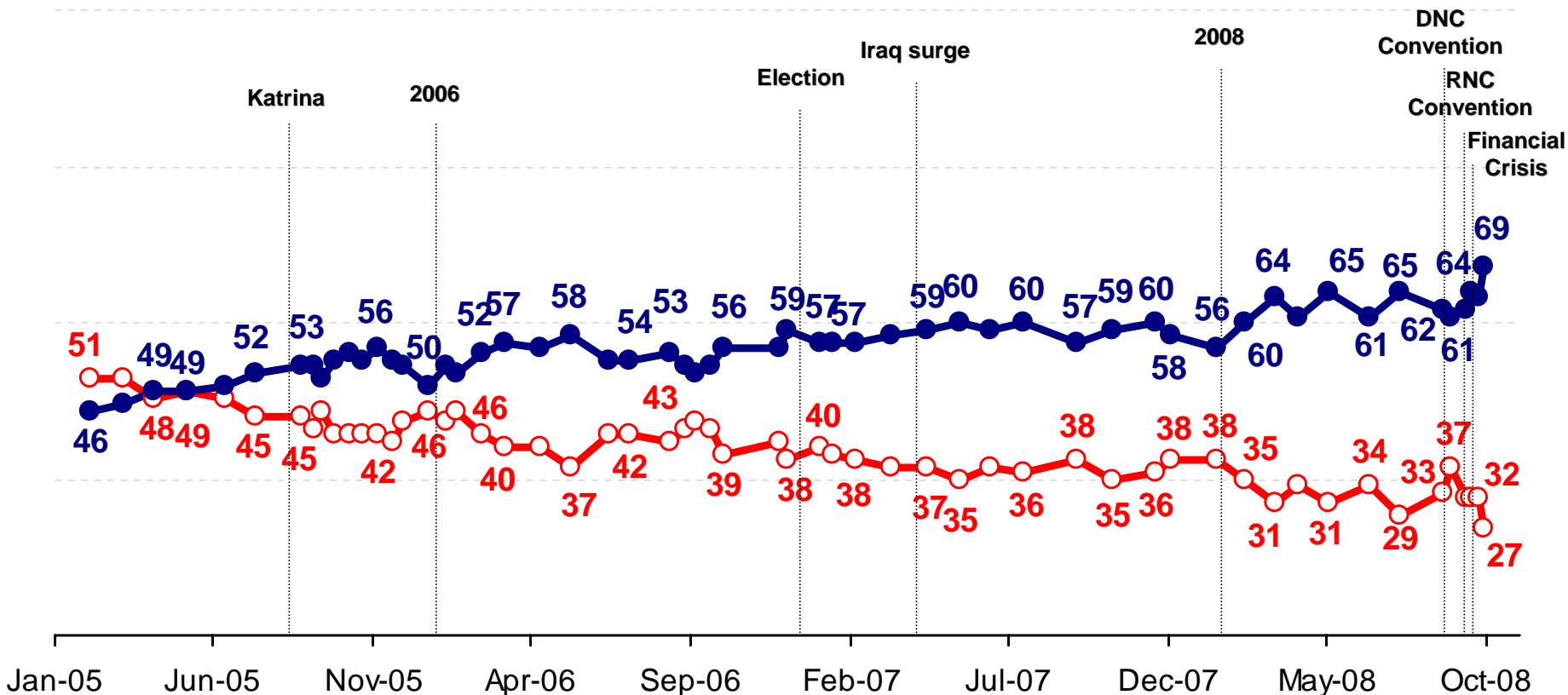
Net Difference	-10	-19	-28	-24	-25	-26	-23	-42	-33	-28	-27	-35	-24	-43	-43	-41	-47	-35	-47	-50	-41	-45	-44	-52	-52	-58	-63	-62	-46	-66	-68	-75
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\*Note: From Democracy Corps surveys conducted over the last several years.

# Bush job approval below 30 percent

Do you approve or disapprove of the way George Bush is handling his job as president?

○ Approve  
● Disapprove



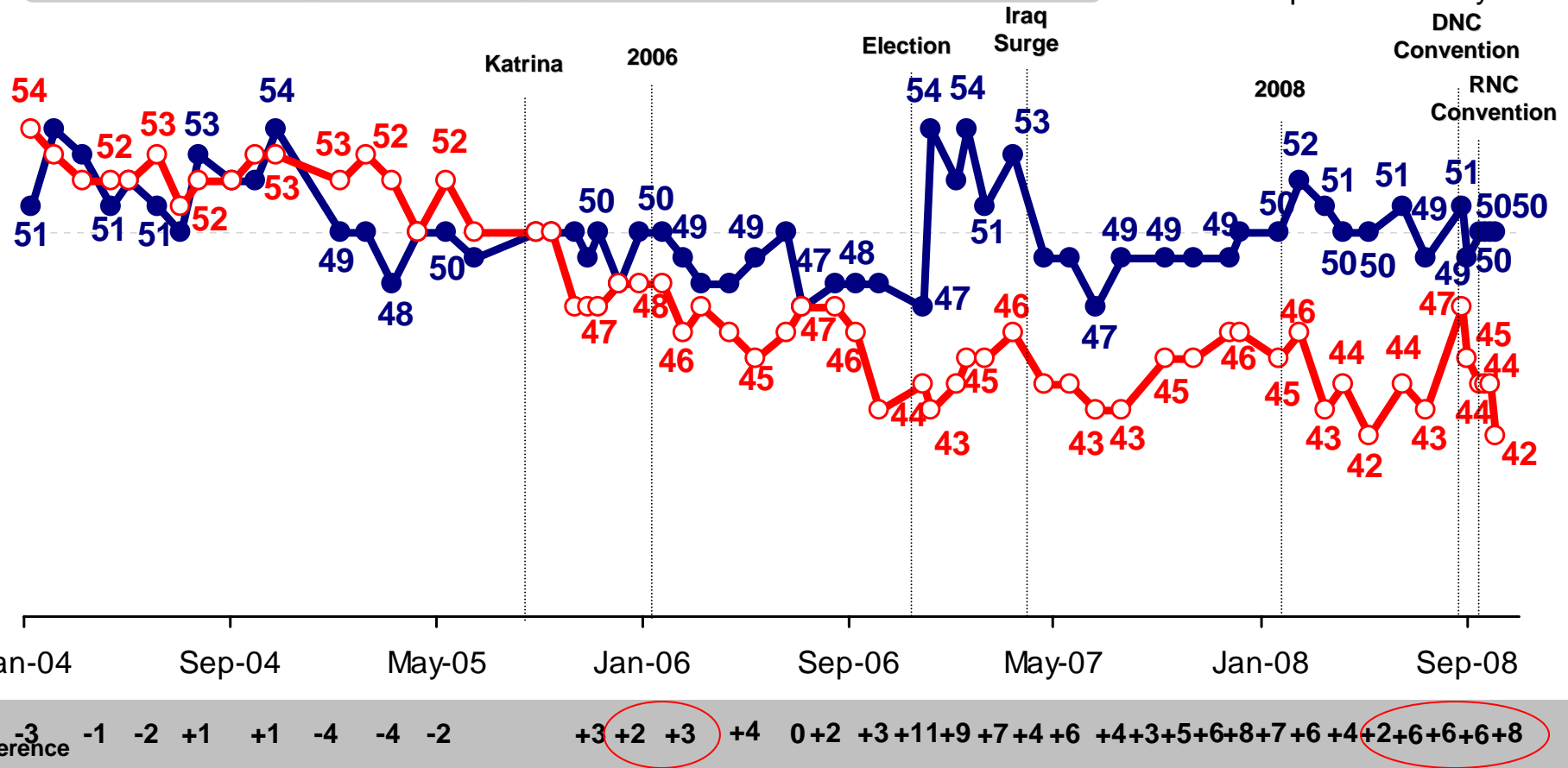
Net Difference	+6	+4	0	-7	-8	-14	-4	-6	-17	-21	-12	-10	-17	-21	-17	-19	-21	-22	-25	-24	-19	-24	-24	-20	-18	-25	-33	-34	-27	-36	-29	-24	-32	-42
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\*Note: From Democracy Corps surveys conducted over the past several years.

# Democratic image steady as Republican favorability sees drop

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. \*National Data\*

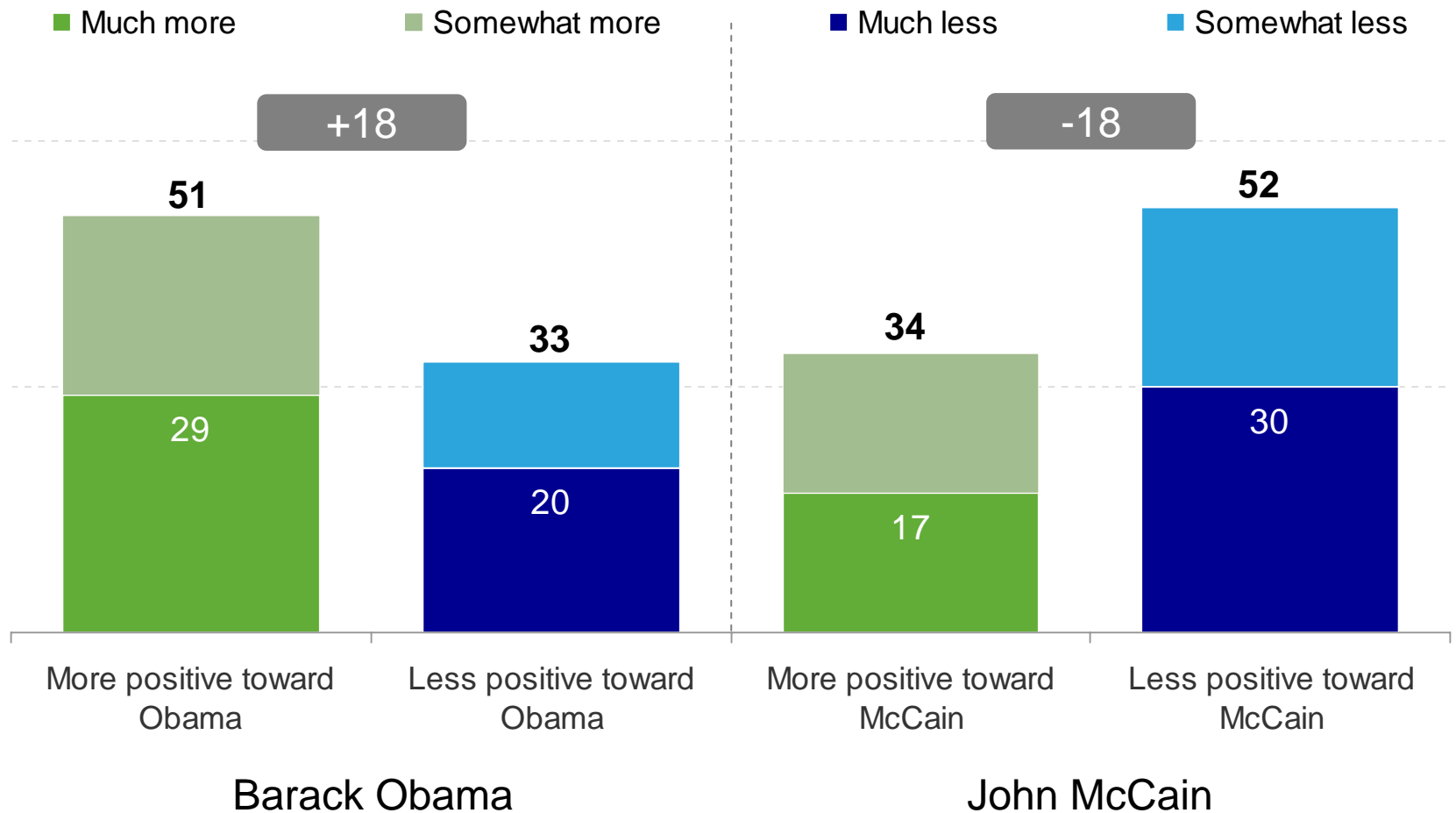
● Democratic Party  
○ Republican Party



\*Note: Data represents the MEAN ratings from Democracy Corps surveys conducted over the past four years.

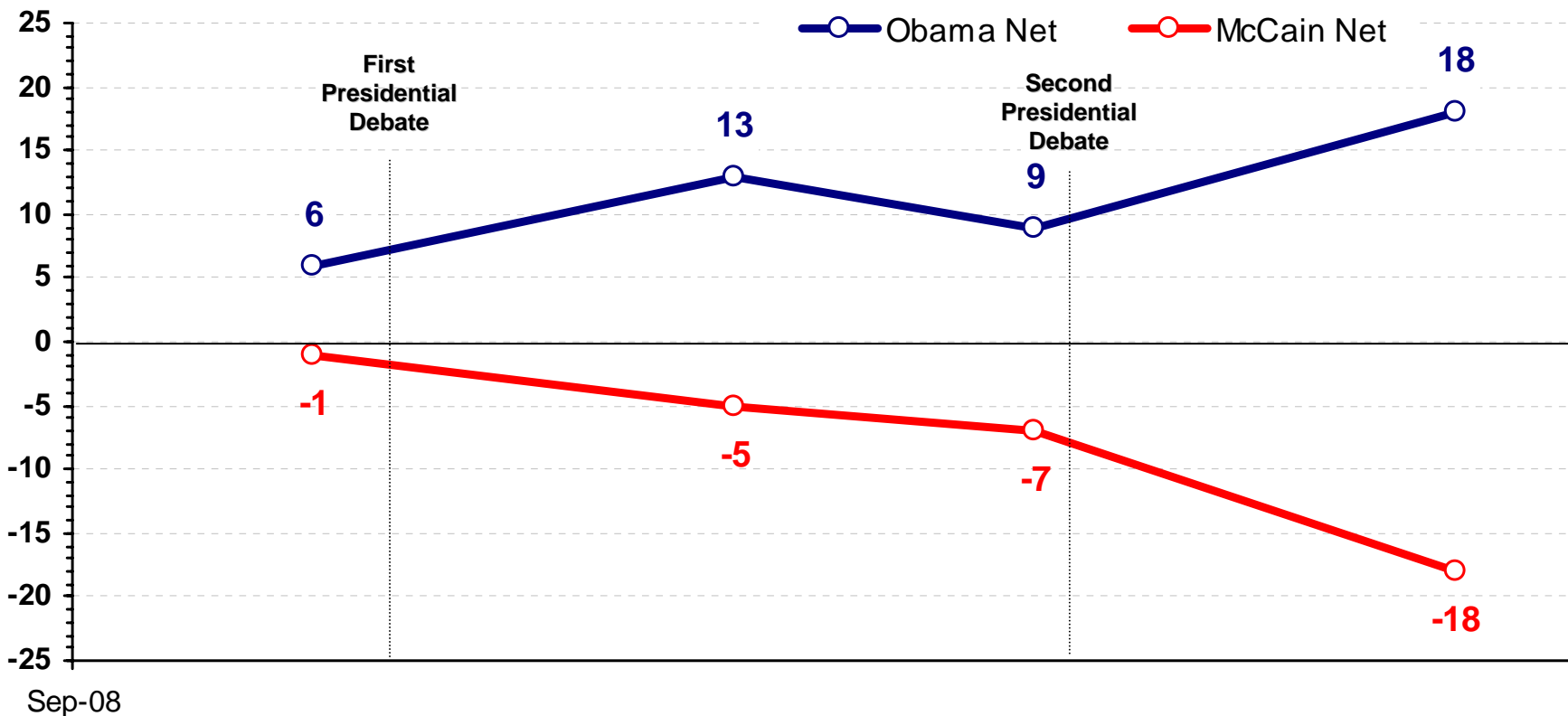
# News breaks heavily for Obama

*Has what you have seen, heard or read about Barack Obama/John McCain in the past couple of days made you feel more positive or less positive in your opinion of him?*



# Huge disparity in voters' positive feelings in light of media

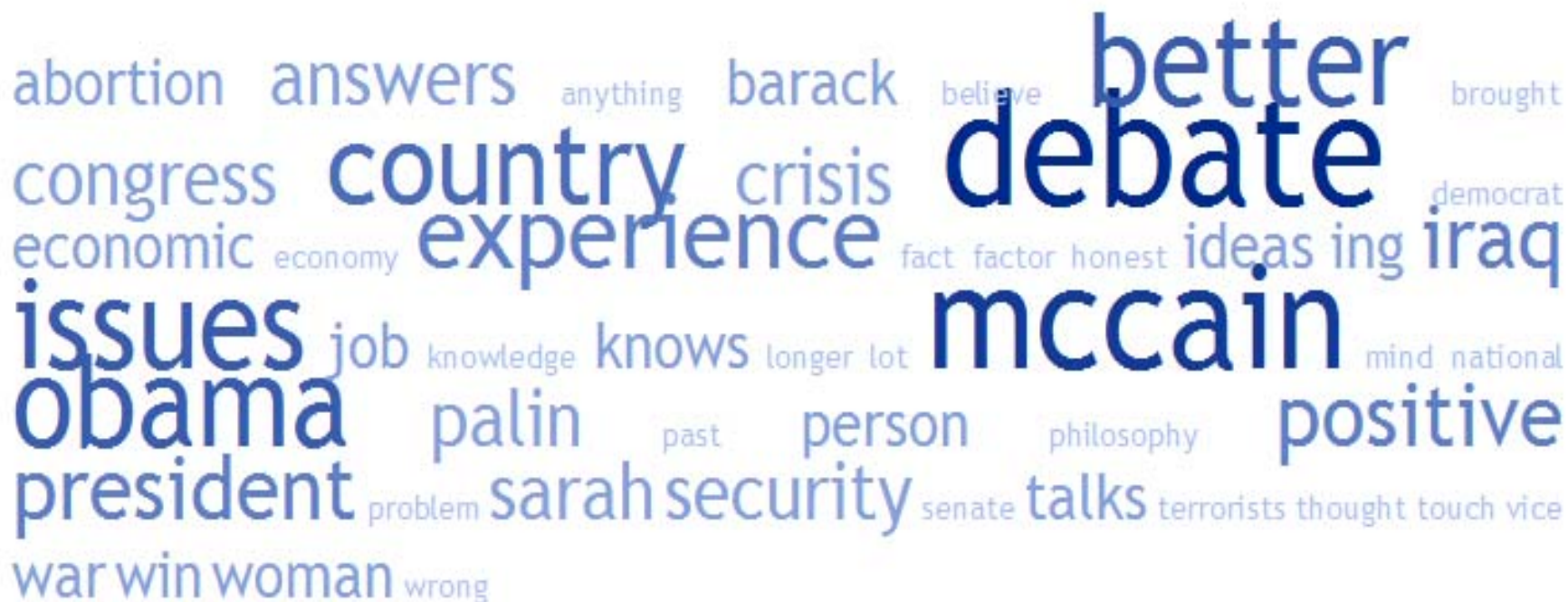
*Has what you have seen, heard or read about Barack Obama/John McCain in the past couple of days made you feel more positive or less positive in your opinion of him?*



Obama Advantage	+7	+18	+16	+36
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## Positive news about McCain





## Negative news about McCain

A word cloud visualization of negative news about McCain. The words are arranged in a roughly rectangular shape, with the most prominent words being 'mccain', 'negative', 'people', 'issues', 'economy', 'debate', 'obama', 'barack', 'campaign', and 'presidential'. Other words include 'attacking', 'bad', 'bringing', 'candidate', 'care', 'change', 'class', 'country', 'disappointed', 'enough', 'experience', 'feel', 'financial', 'giving', 'idea', 'ing', 'job', 'john', 'looks', 'numbers', 'office', 'opponent', 'palin', 'past', 'plan', 'policies', 'positive', 'president', 'proposal', 'remember', 'sarah', 'stick', 'taxes', 'things', 'vice', and 'war'.

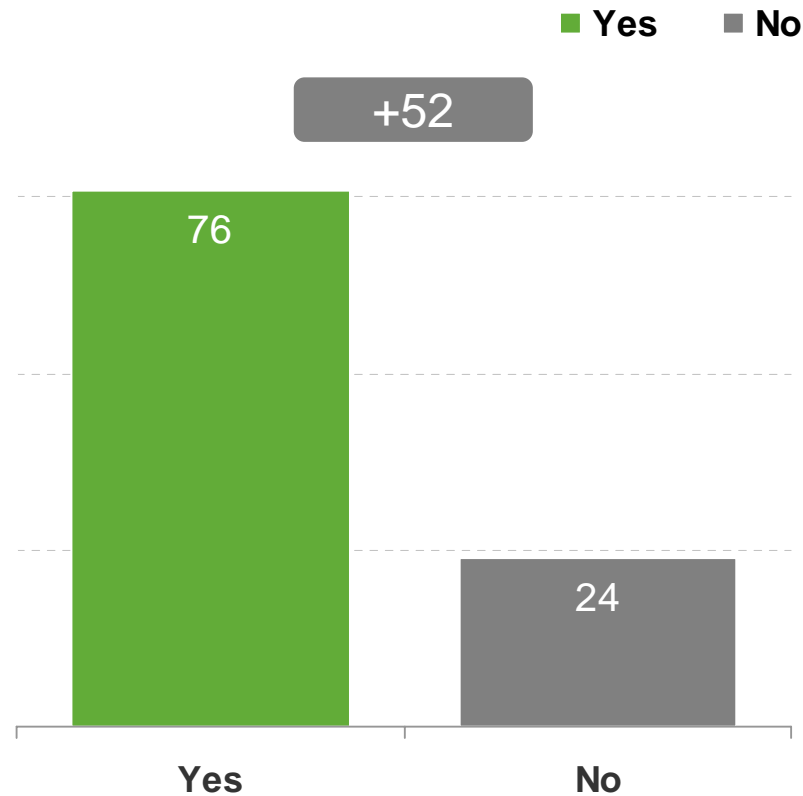
agree answer anything anyway attacking bad barack bringing  
campaign candidate care change class country  
debate disappointed economy enough experience  
feel financial giving idea ing issues job john looks  
mccain negative people numbers obama  
office opponent palin past plan policies positive  
president presidential proposal remember sarah stick taxes things vice  
war

# The Debate and the Candidates

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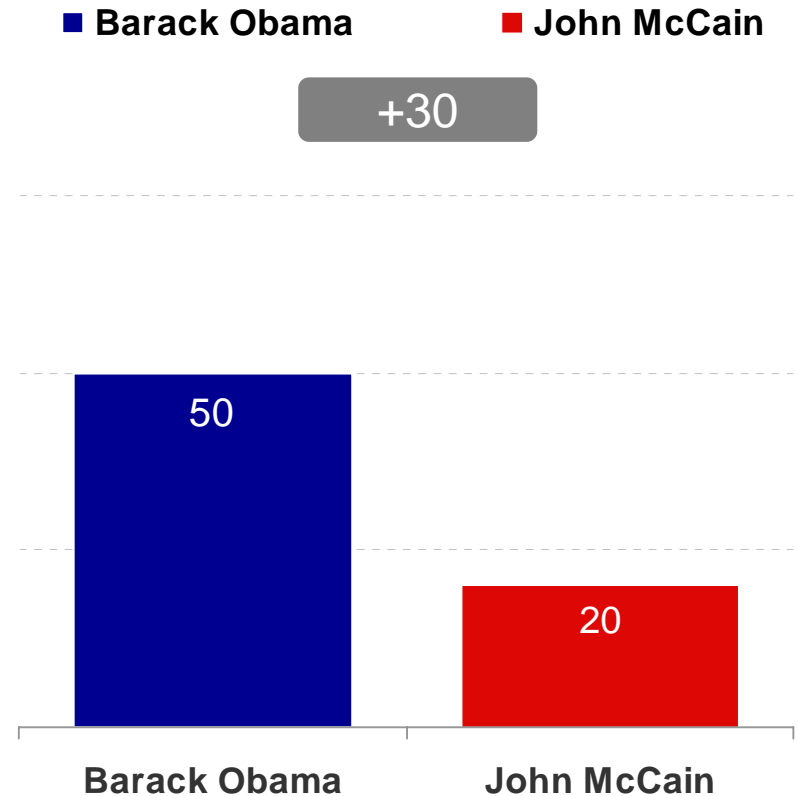
# Most watched second presidential debate; Obama seen as winner

Did you watch the presidential debate Tuesday night between Barack Obama and John McCain or were you not able to watch the debate? \*National Data\*



Watched Second Debate

Based on what you've seen or read, who do you think won the debate between Barack Obama and John McCain? \*National Data\*

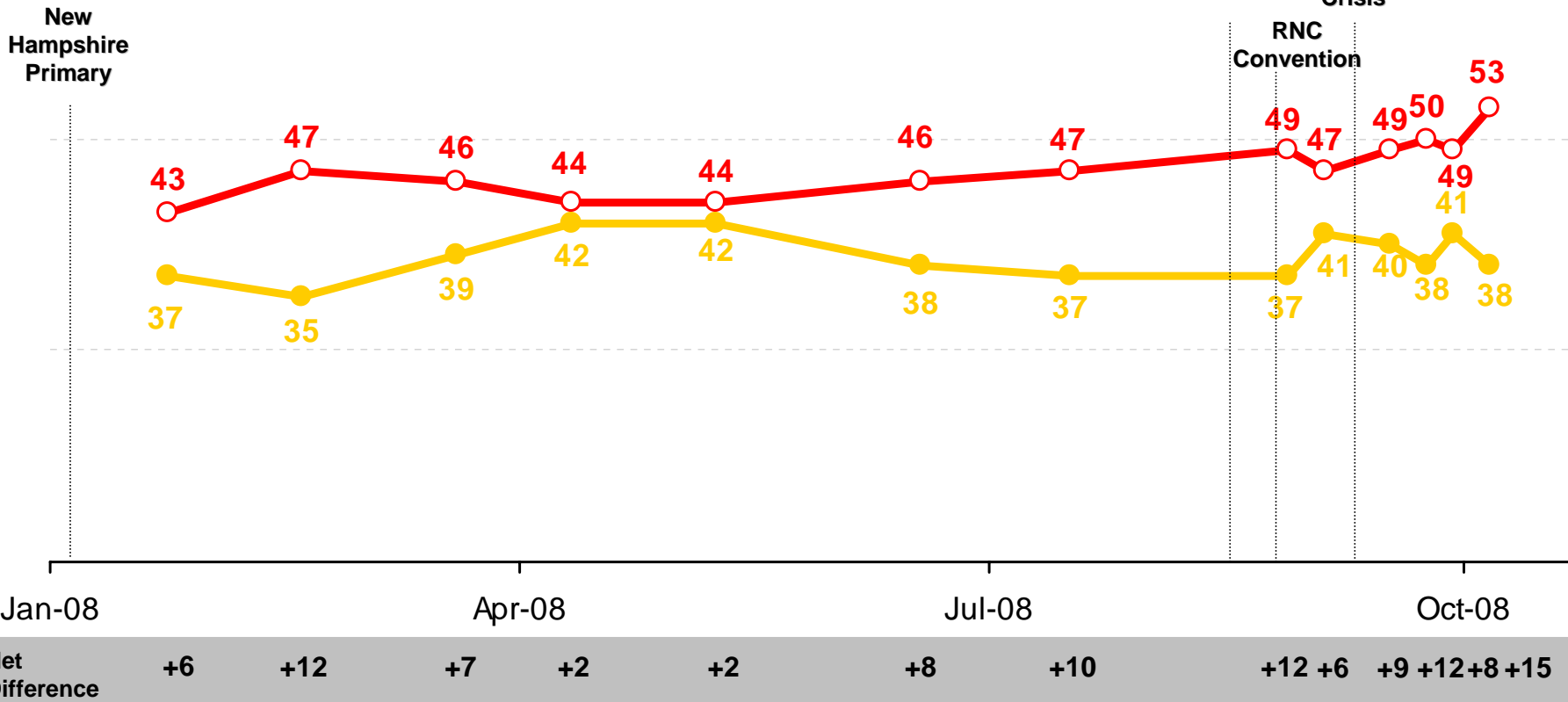


Who Won Second Debate

# Majority holds favorable opinion of Obama

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

\*National Data\*



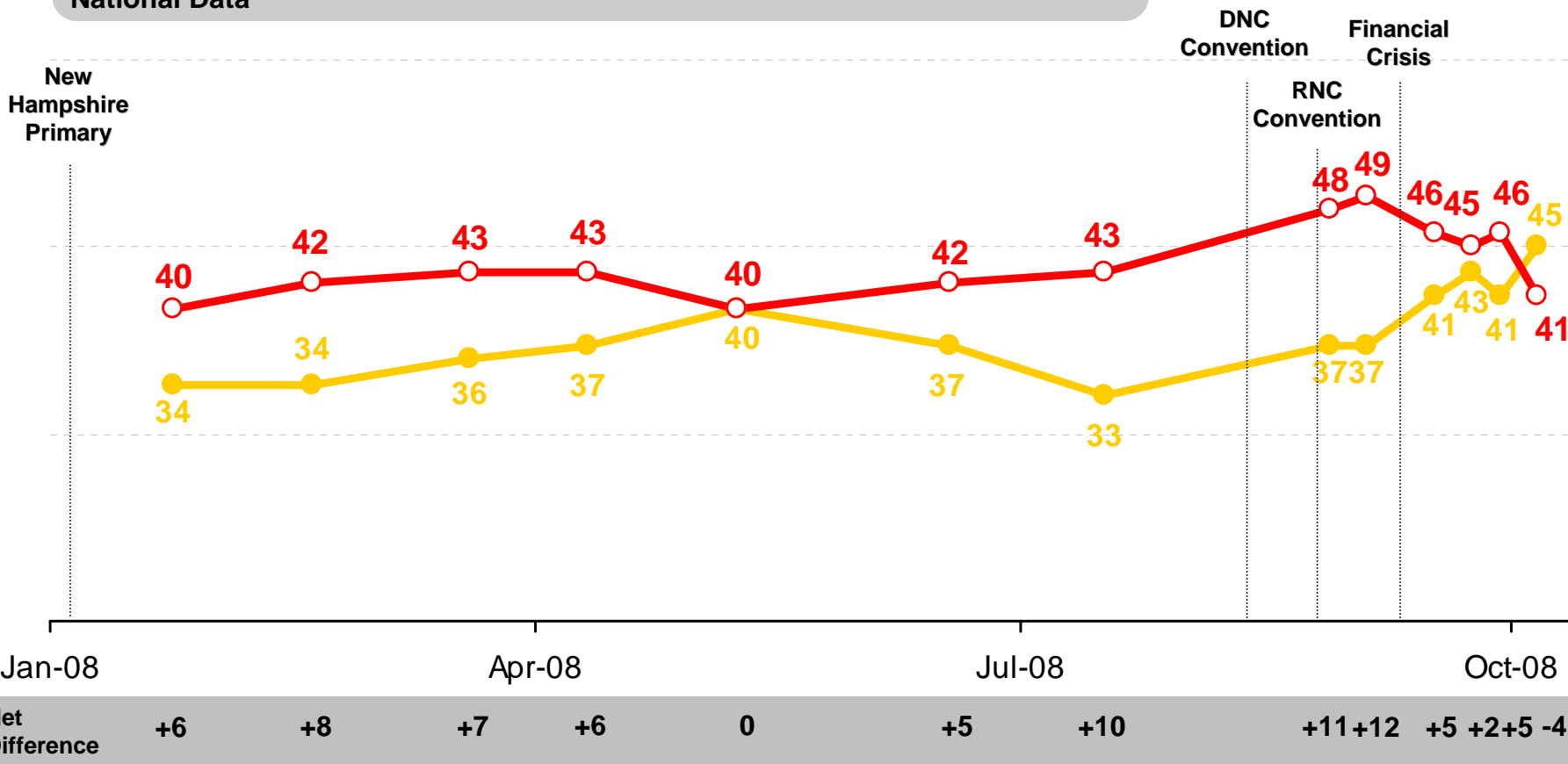
\*Note: From Democracy Corps surveys conducted over the last year and a half.

# John McCain: voters' opinion crashing

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

**\*National Data\***

● Cool ○ Warm



\*Note: From Democracy Corps surveys conducted over the last year and a half.

## Regressions: Attitude towards Obama driving vote nationally

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Vote Drivers:	Odds Ratio
• <i>Obama Thermometer</i>	8.63
• <i>McCain Thermometer</i>	4.17
• <i>Palin Thermometer</i>	2.13
• <i>Party ID</i>	2.10

## Regressions: Vote driven by which candidate seen as “in touch,” “on your side” and “having what it takes”

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Vote drivers:	Odds Ratio
• <i>In Touch</i>	2.73
• <i>On Your Side</i>	2.56
• <i>Has What it Takes to be President</i>	2.35
• <i>Restoring respect for America in the World</i>	1.68
• <i>Financial Crisis in the Country</i>	1.68

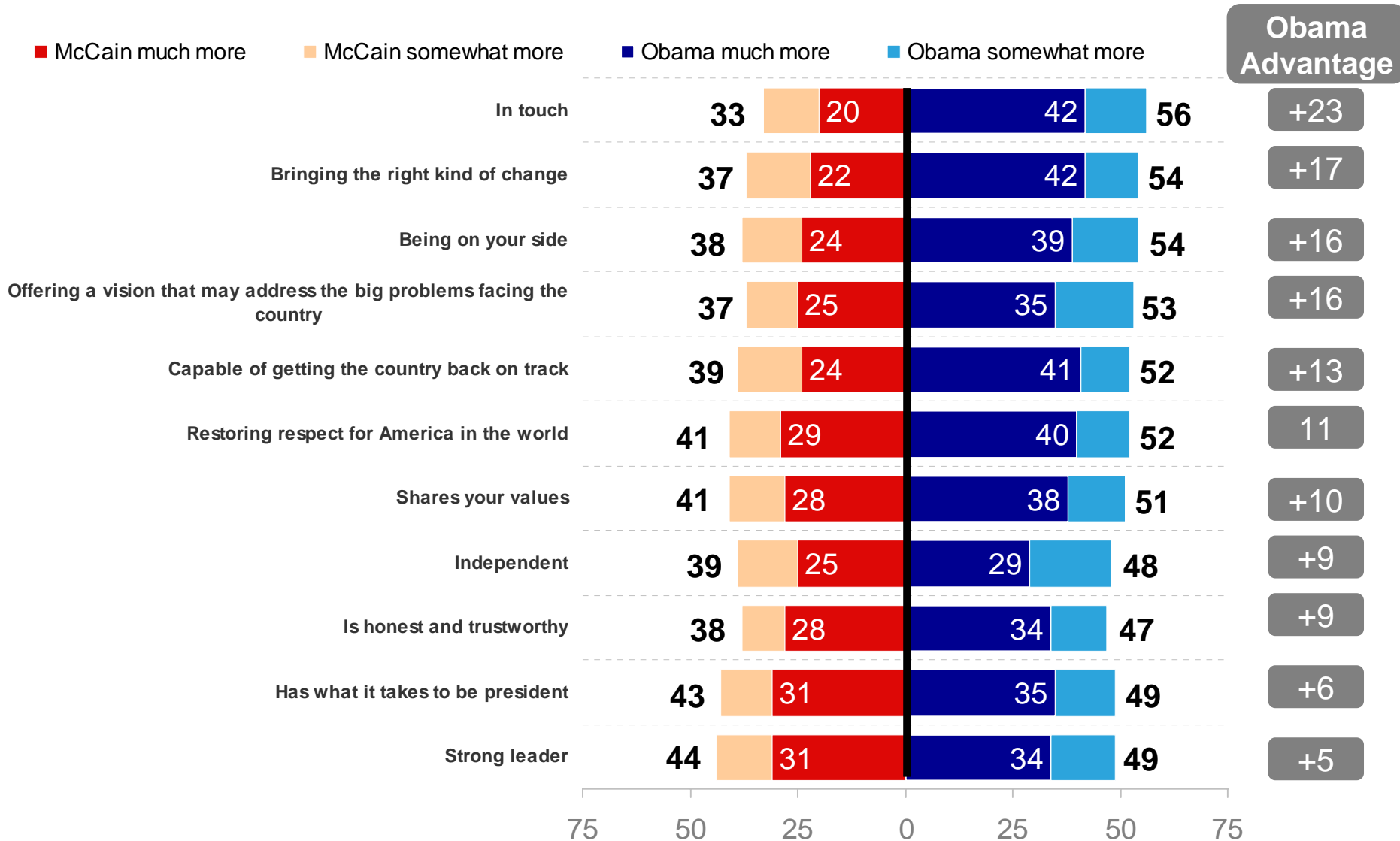
## Regressions: Obama favorability driven by being a strong leader, sharing values and keep America strong

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Obama thermometer drivers:	Odds Ratio
• <i>Strong Leader</i>	1.89
• <i>Shares Your Values</i>	1.85
• <i>Will Keep America Strong</i>	1.83
• <i>Cares About People Like You</i>	1.53
• <i>Capable of Getting the Country Back on Track/ Vision that May Address the Country's Big Problems</i>	1.51

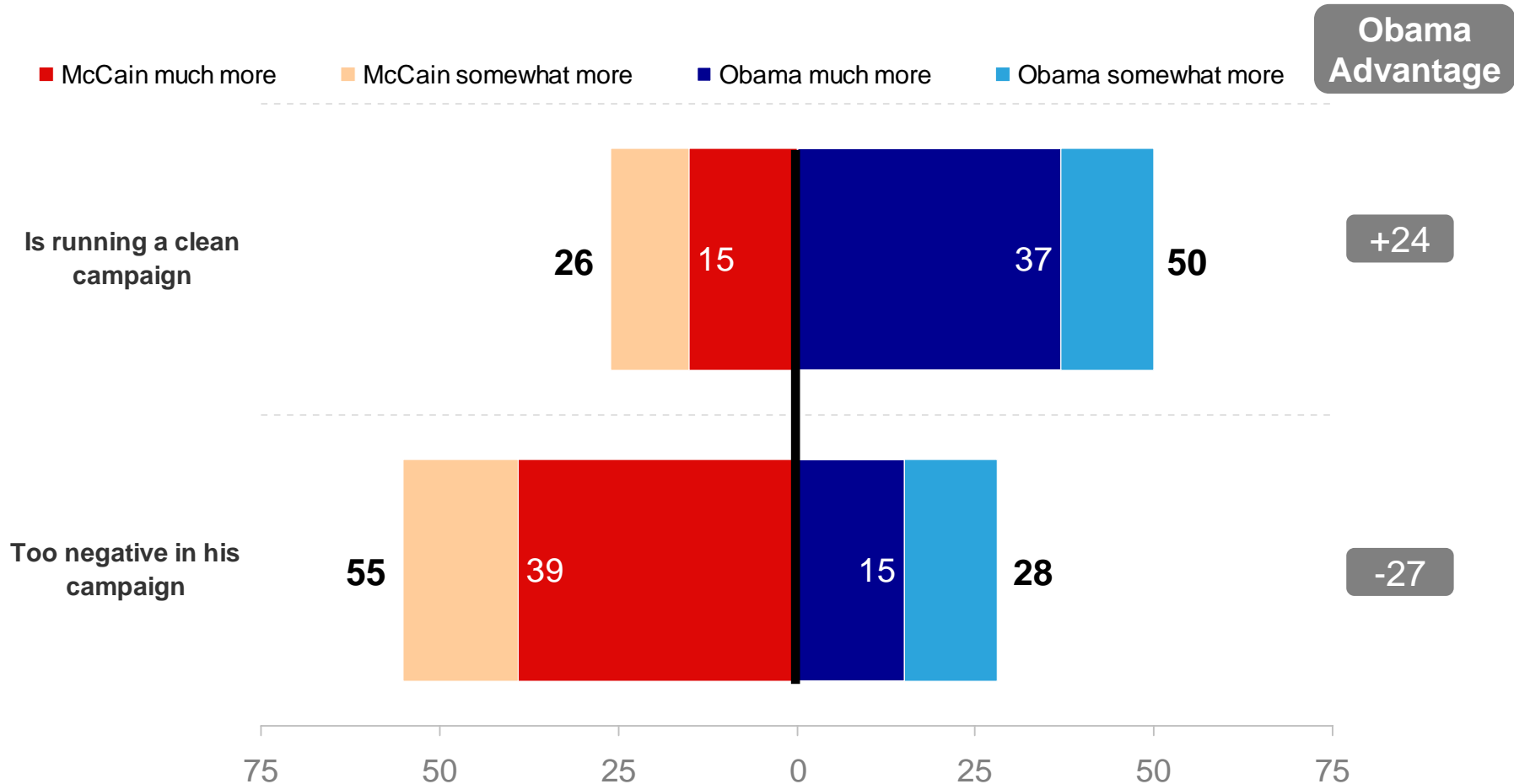
# Obama top on “in touch” and “on your side,” “change” and “vision”

Now I'd like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain.



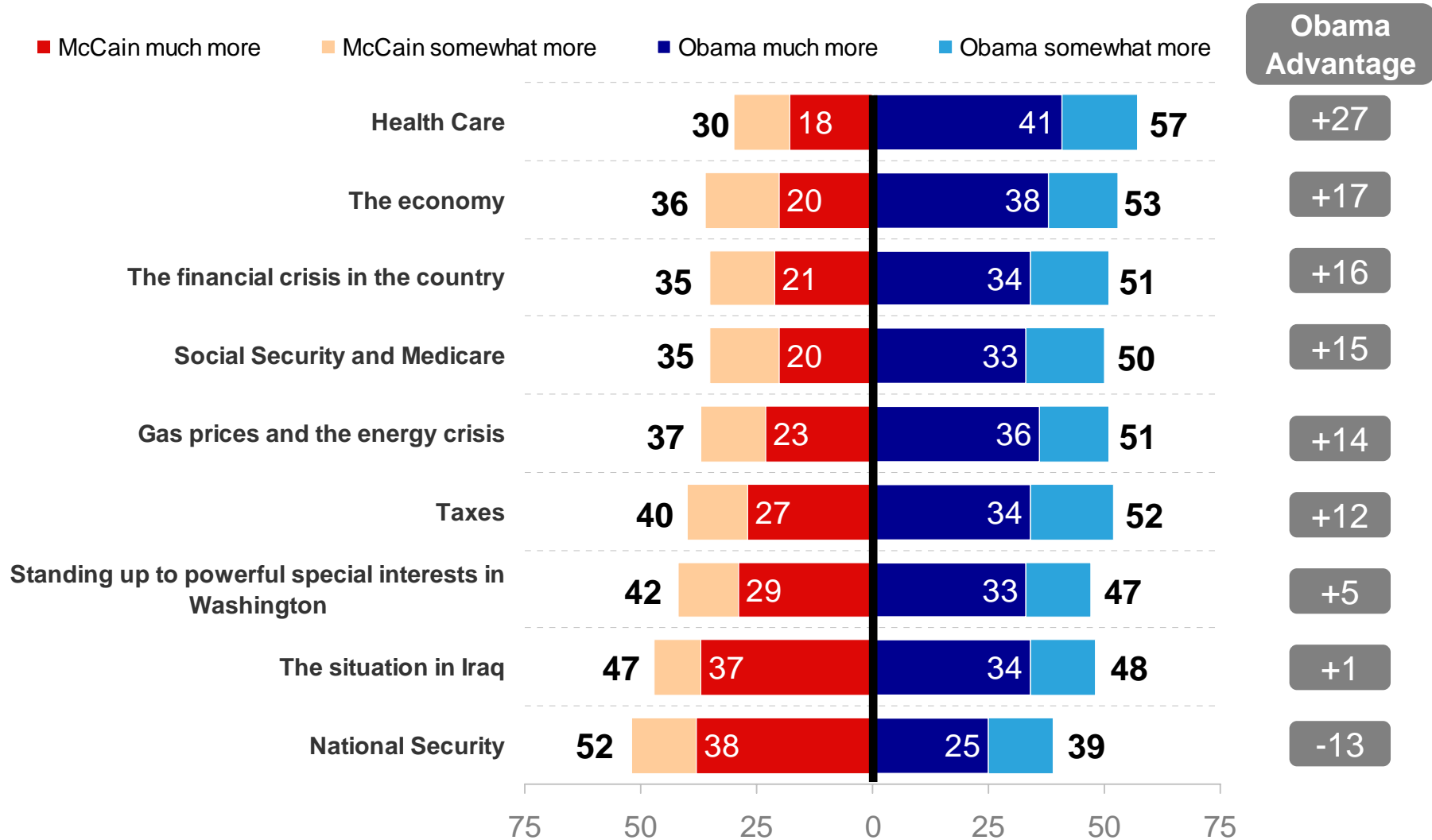
# Obama running cleaner campaign; McCain seen as “too negative”

*Now I'd like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain.*



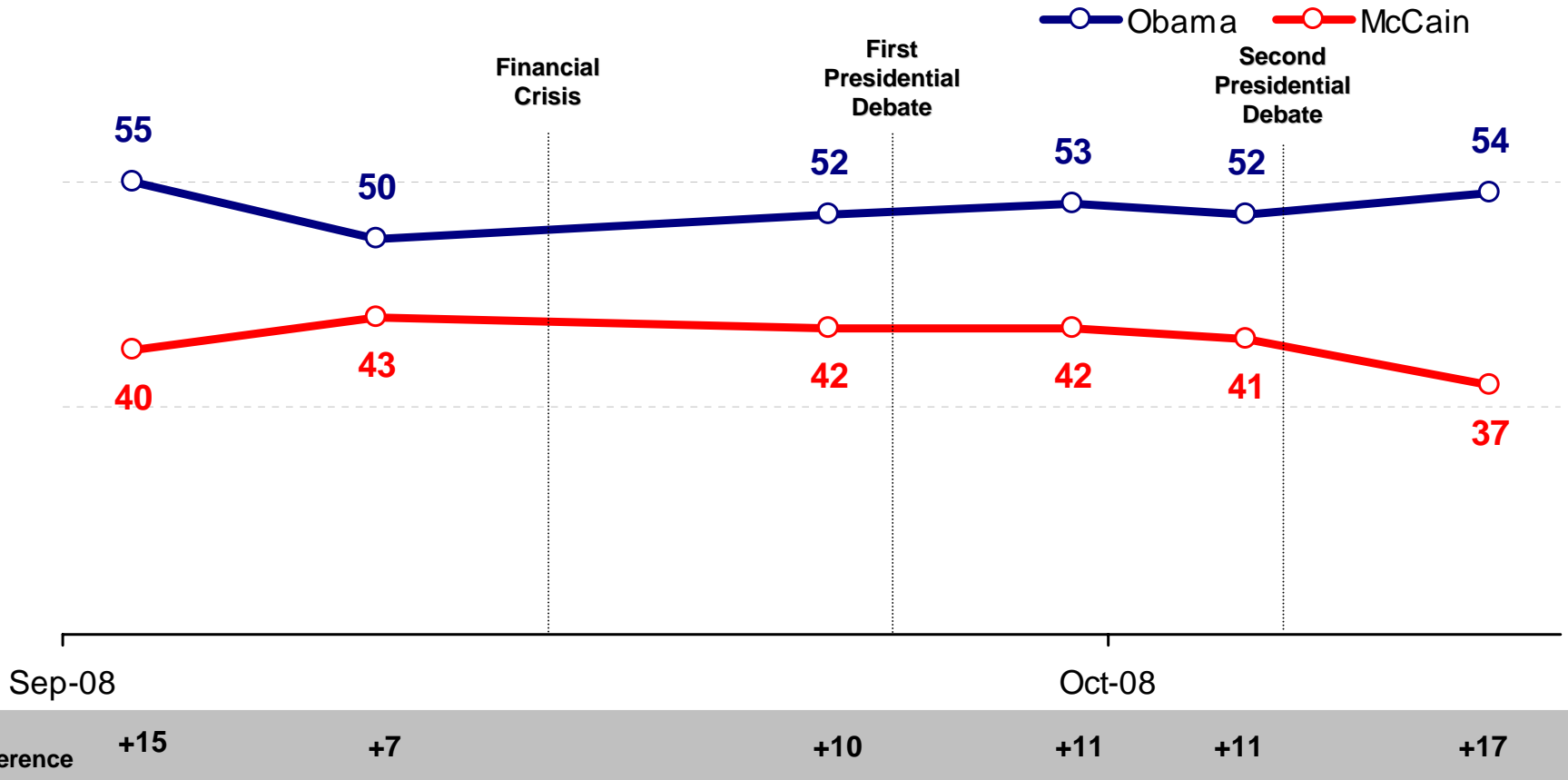
# Obama dominant on health care and economy/financial crisis

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Democrat Barack Obama or Republican John McCain would do a better job with this issue.



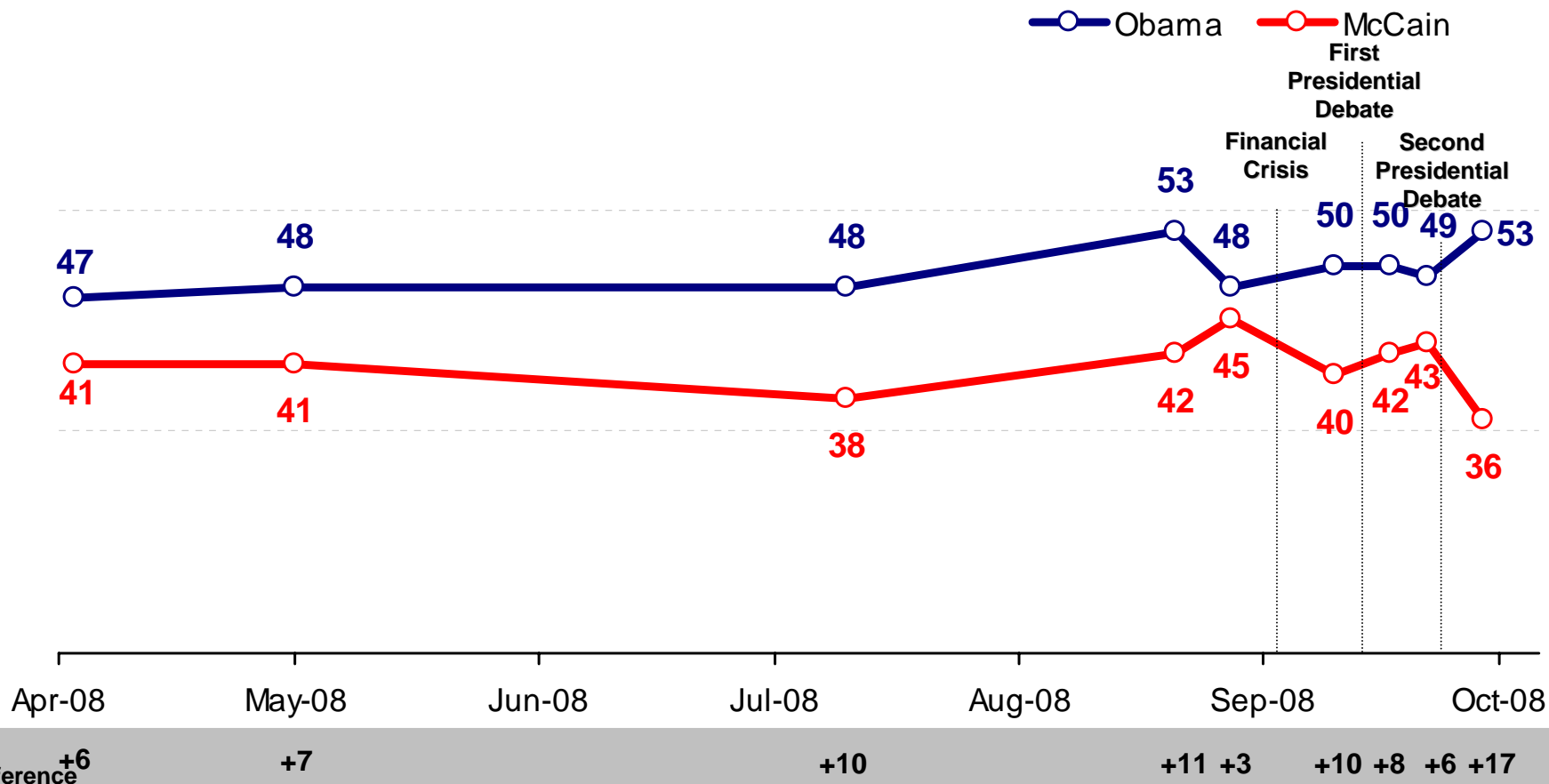
# McCain falters on change

Now I would like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain... **bringing the right kind of change.**



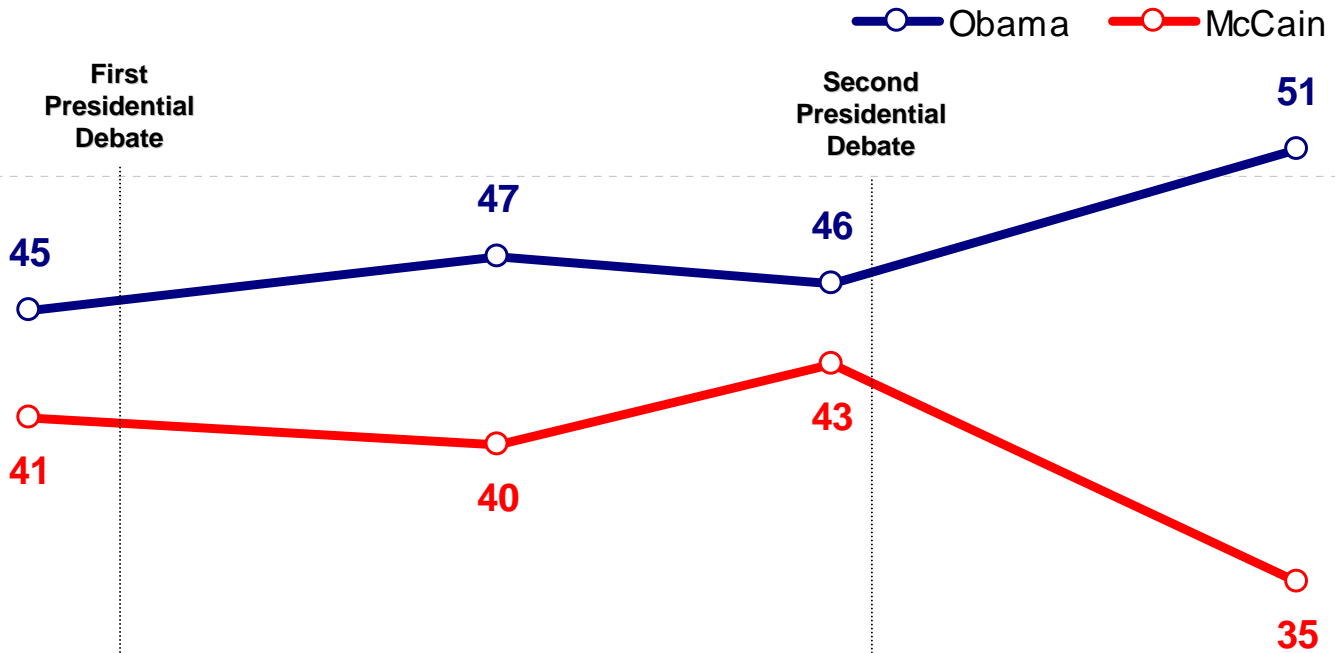
# McCain collapses on economy

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **the economy.**



# And financial crisis

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **the financial crisis in this country.**

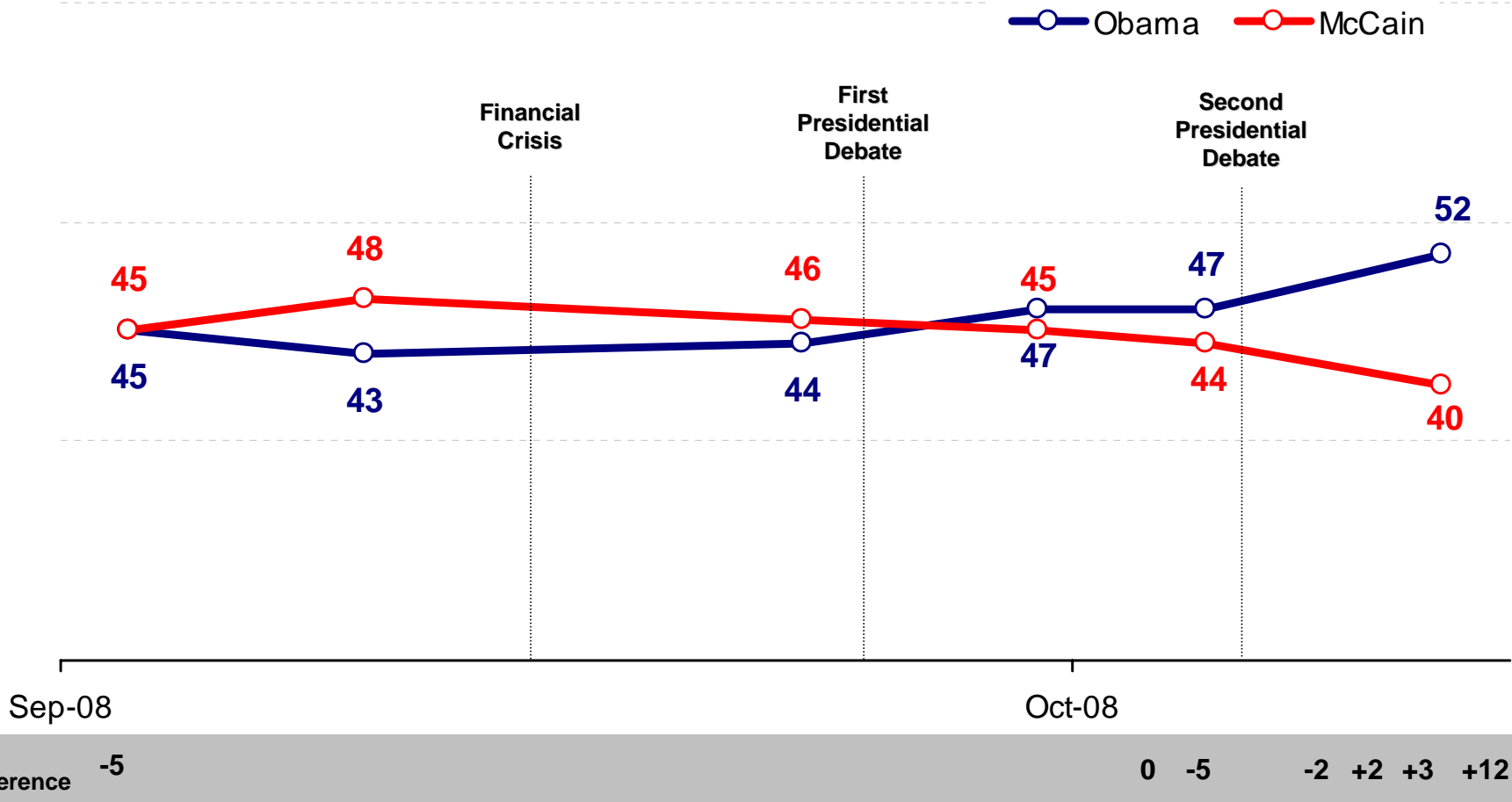


Sep-08

Net Difference	+4	+7	+3	+16
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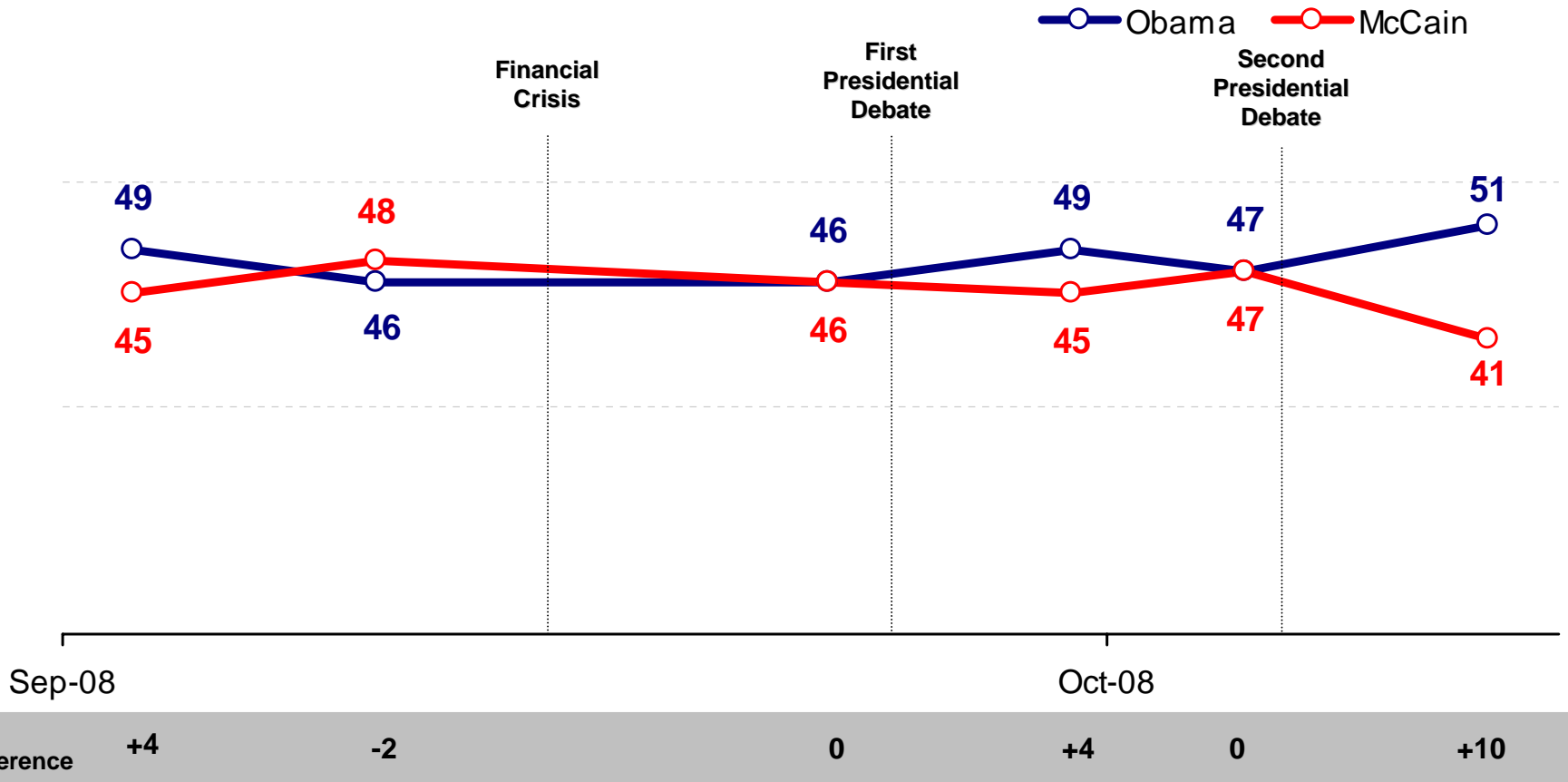
# Obama takes big lead on taxes

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **taxes.**



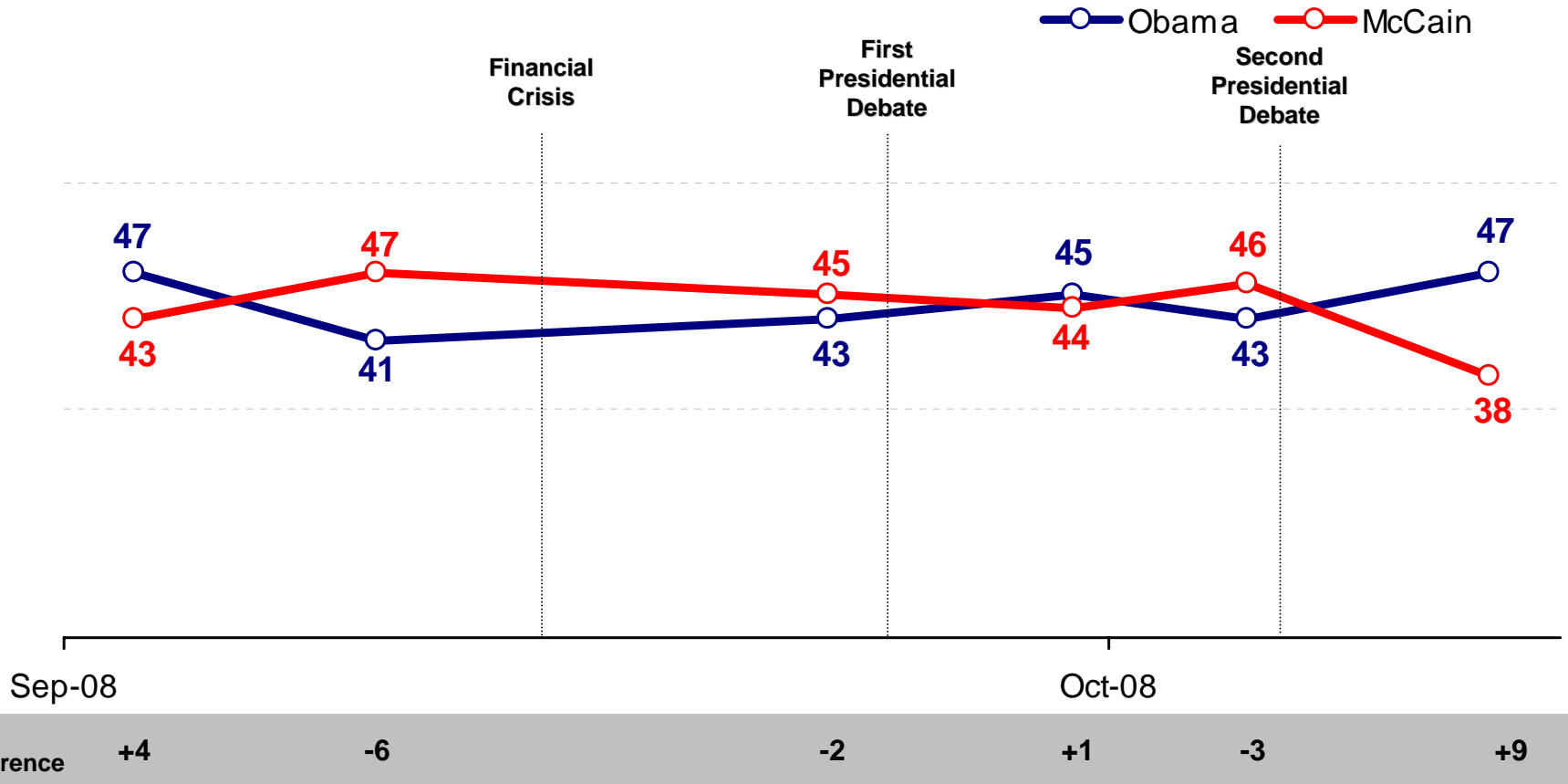
# Majority favor Obama over McCain on “shares your values”

Now I would like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain... **shares your values.**



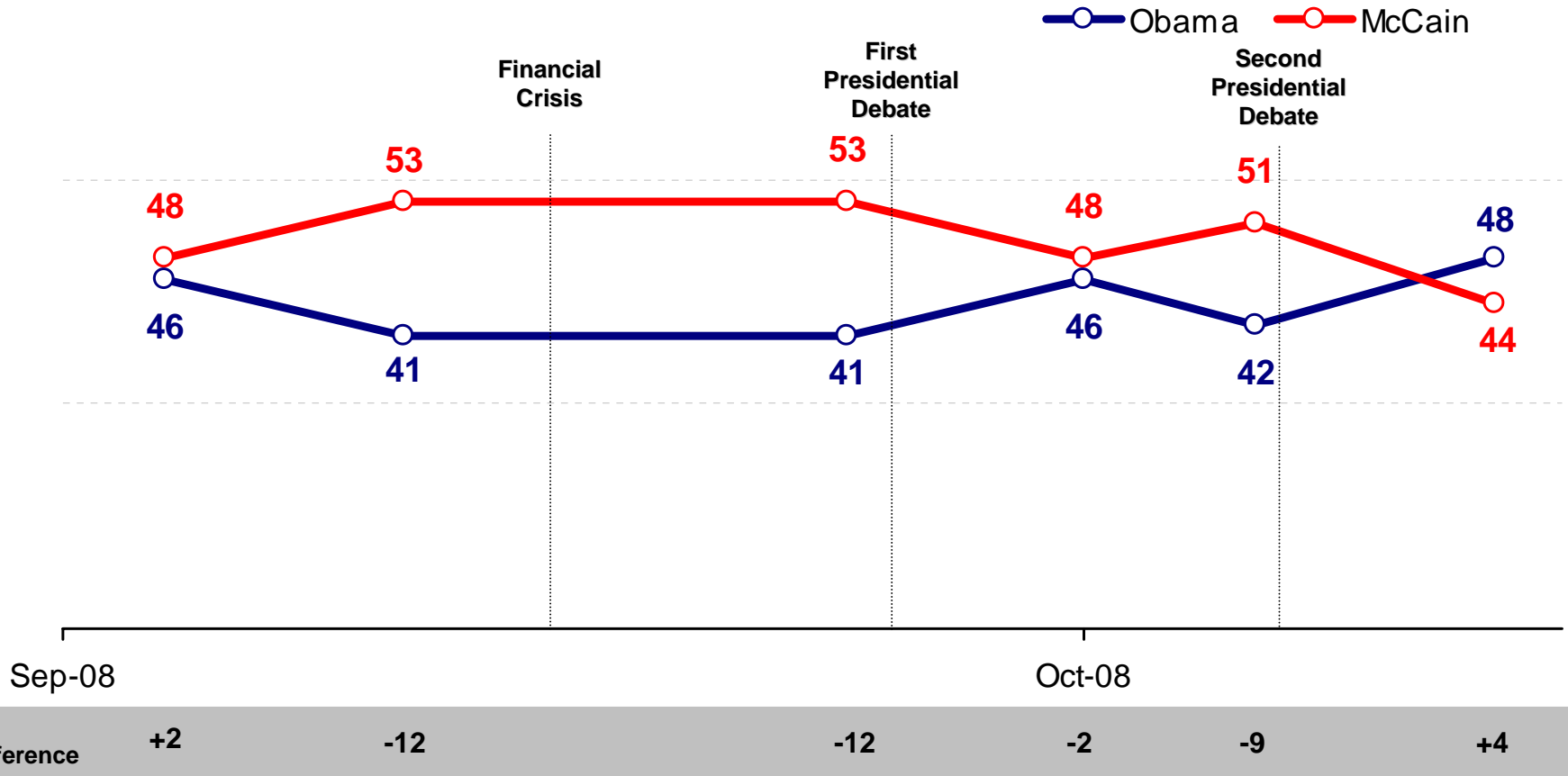
# McCain crashes on “honest and trustworthy”

Now I would like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain... **honest and trustworthy.**



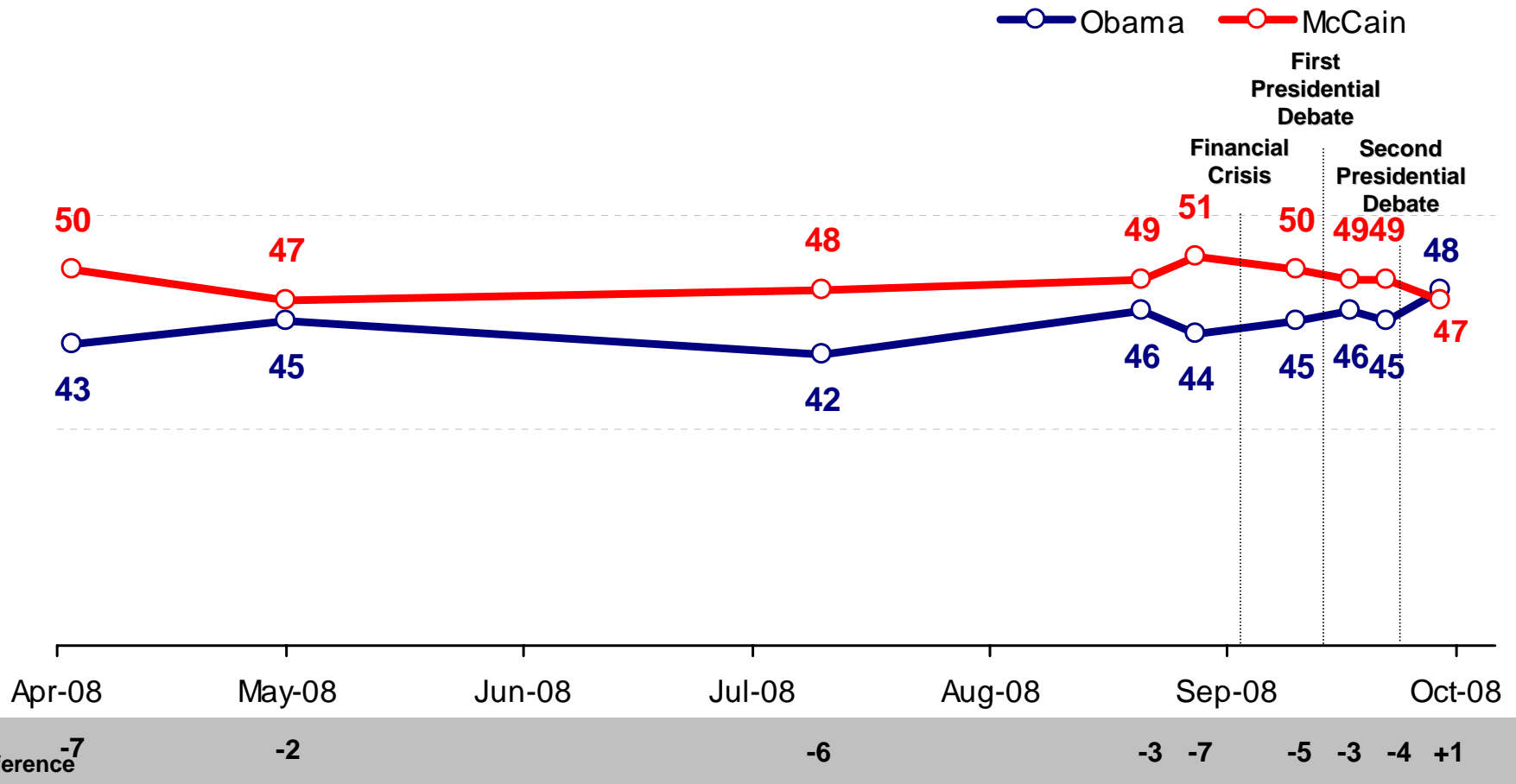
# Obama moves ahead for first time on “strong leader”

Now I would like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain... **strong leader.**



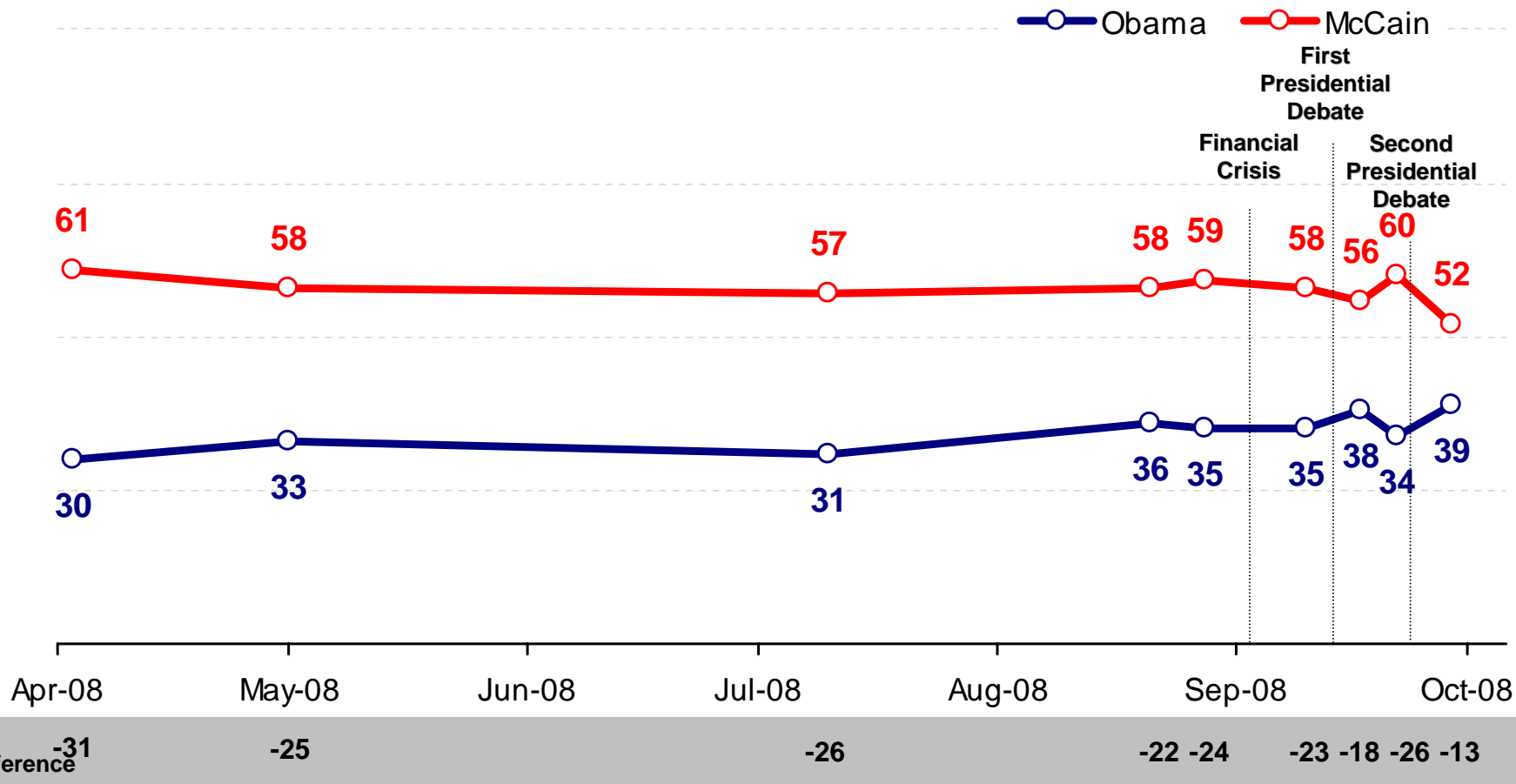
# Obama gains ground against McCain with Iraq position

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **the situation in Iraq**



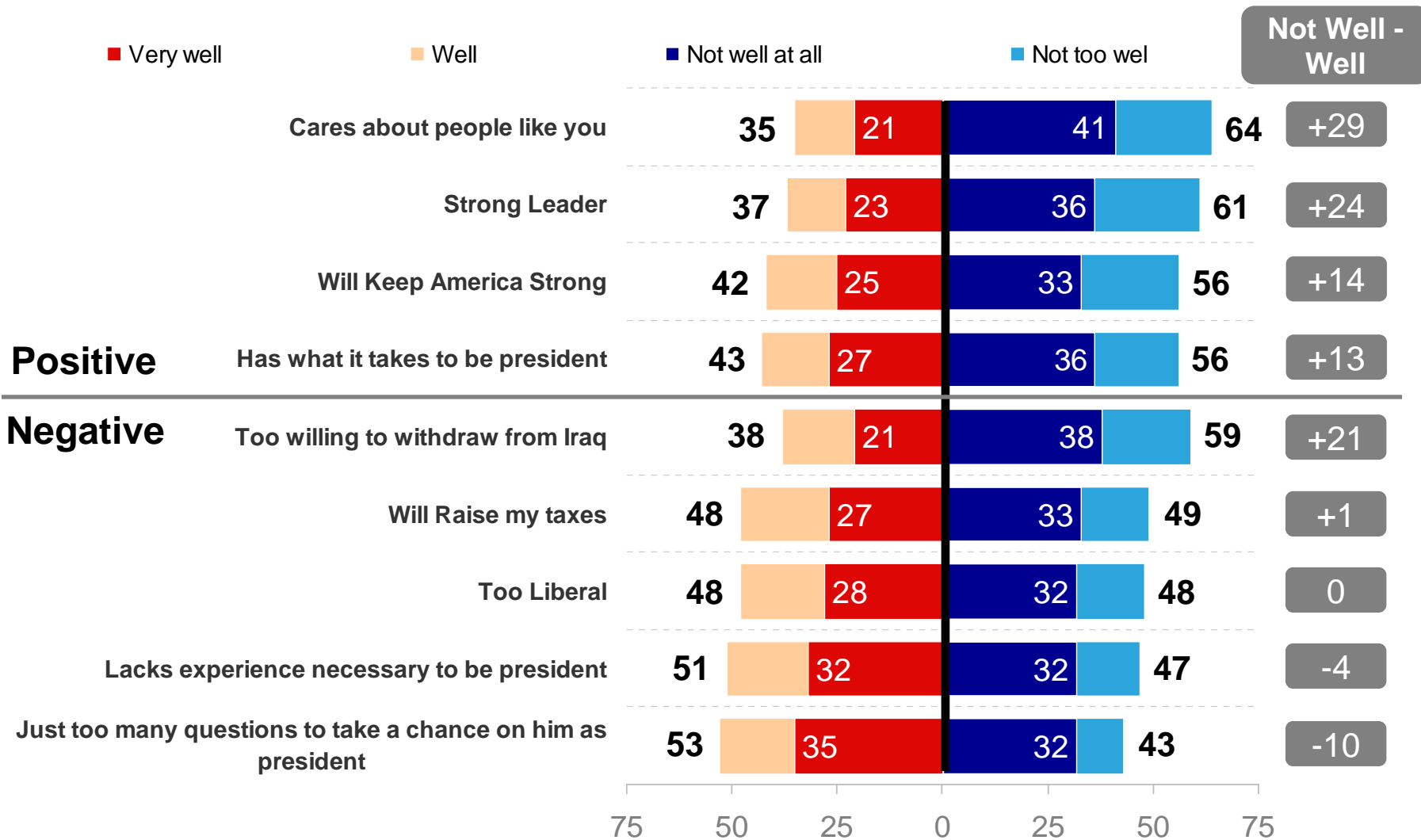
# Obama makes gains on issue of national security

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **national security.**



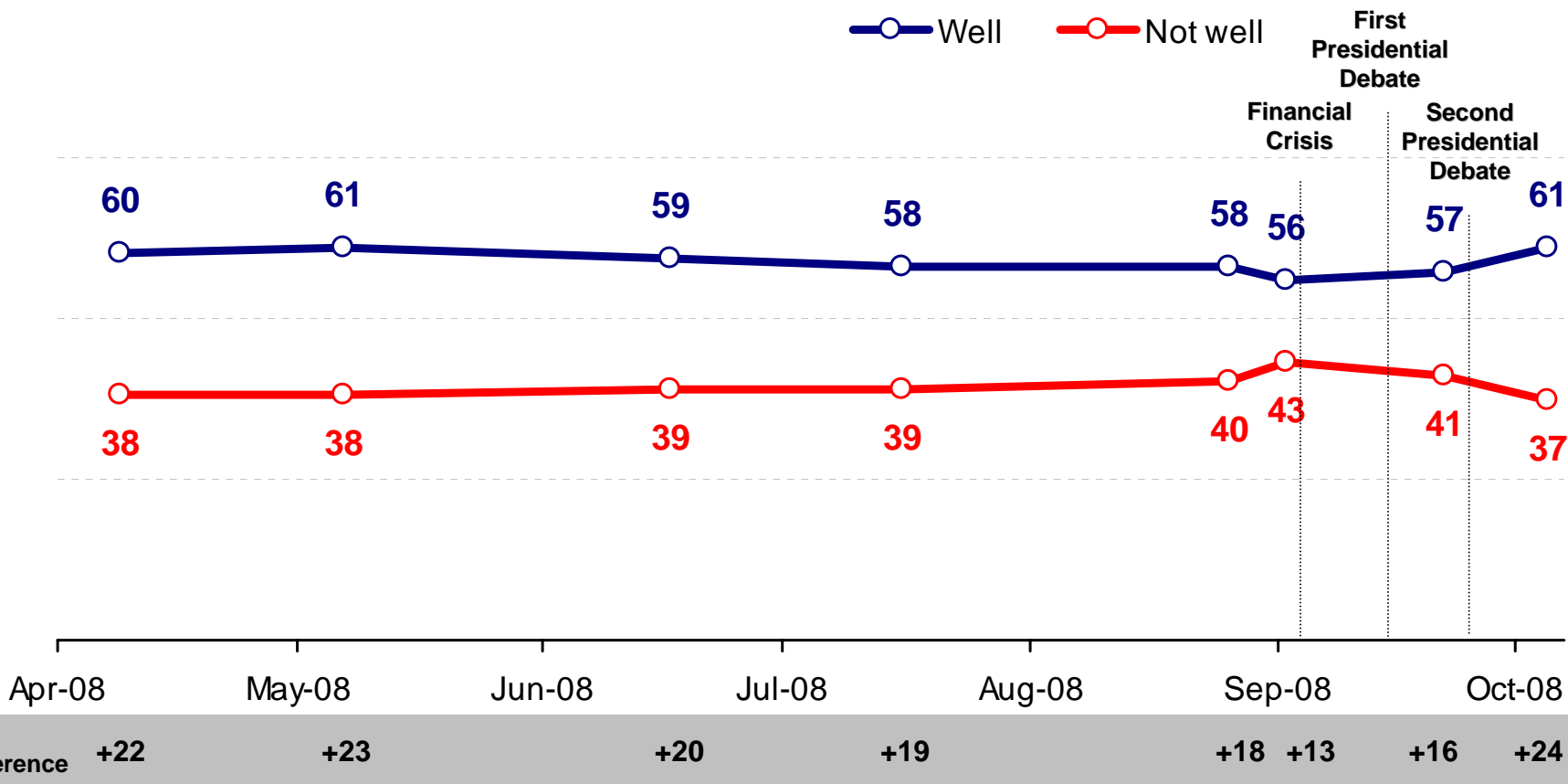
# Obama cares, is strong leader, but too willing to withdraw from Iraq

No, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all.



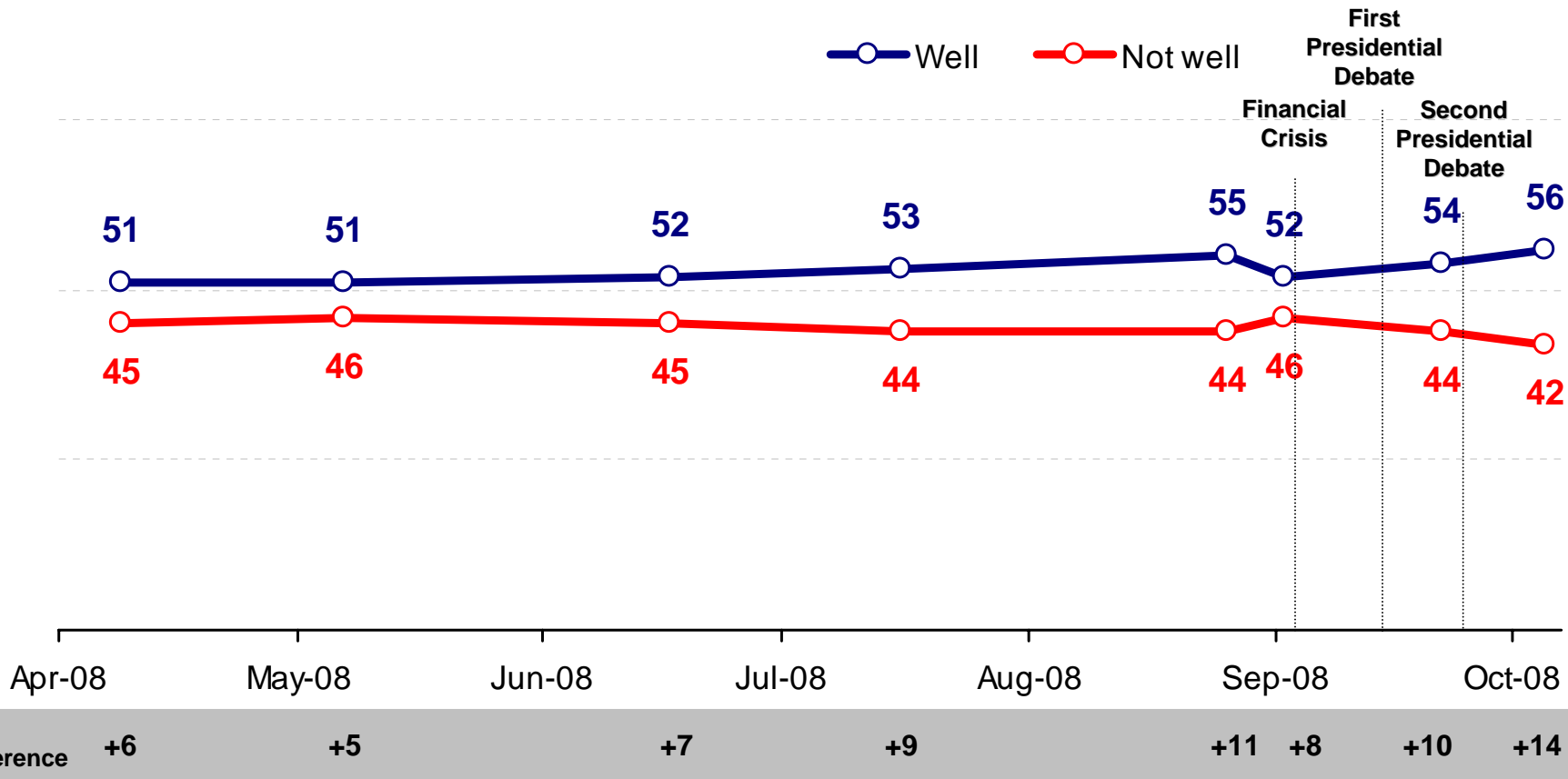
# Obama further improves his image as a “strong leader”

Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Strong leader.**



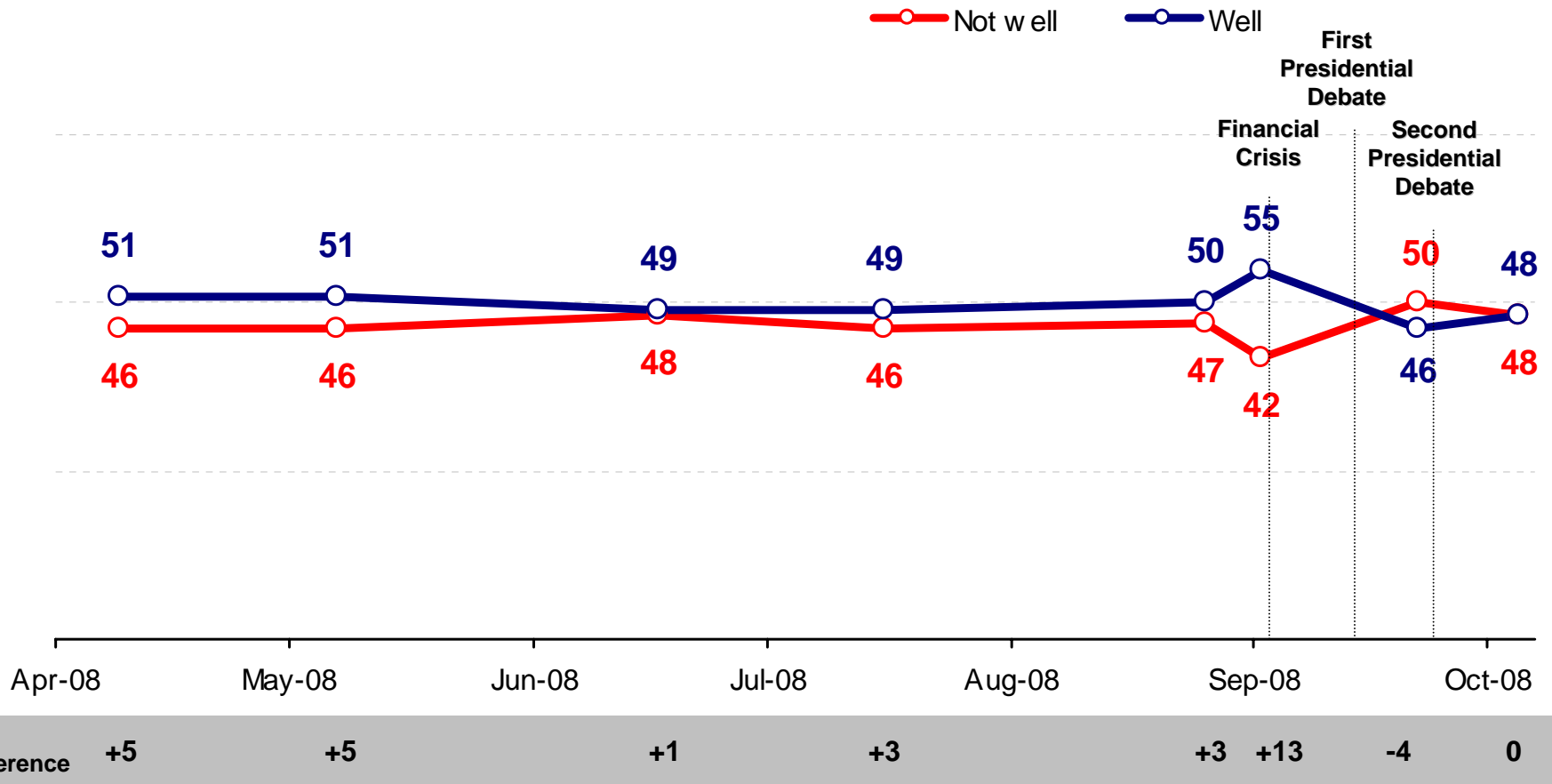
# Obama “will keep America strong”

Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Will keep America Strong.**



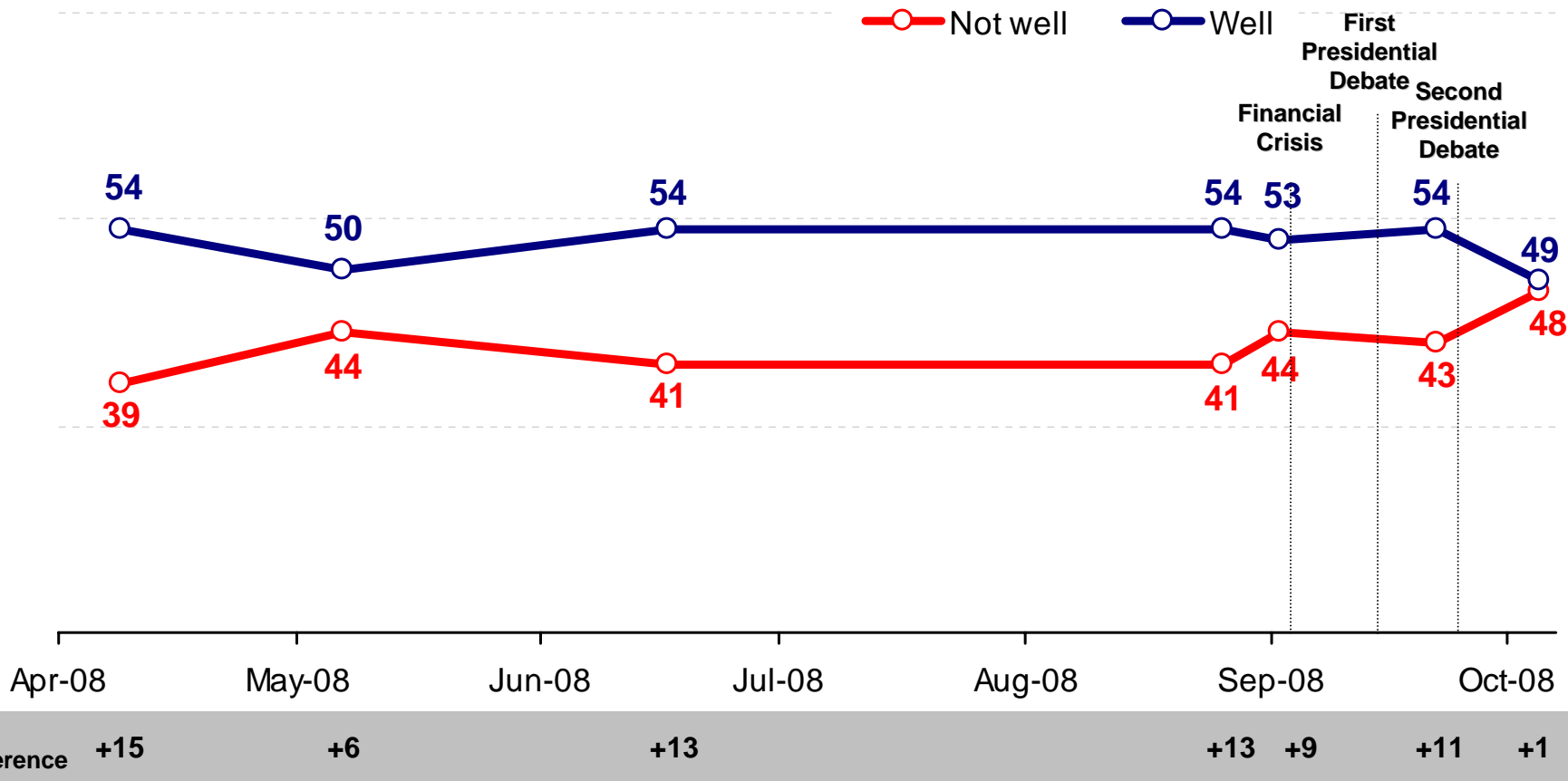
# Obama seen less as “too liberal”

Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Too liberal.**



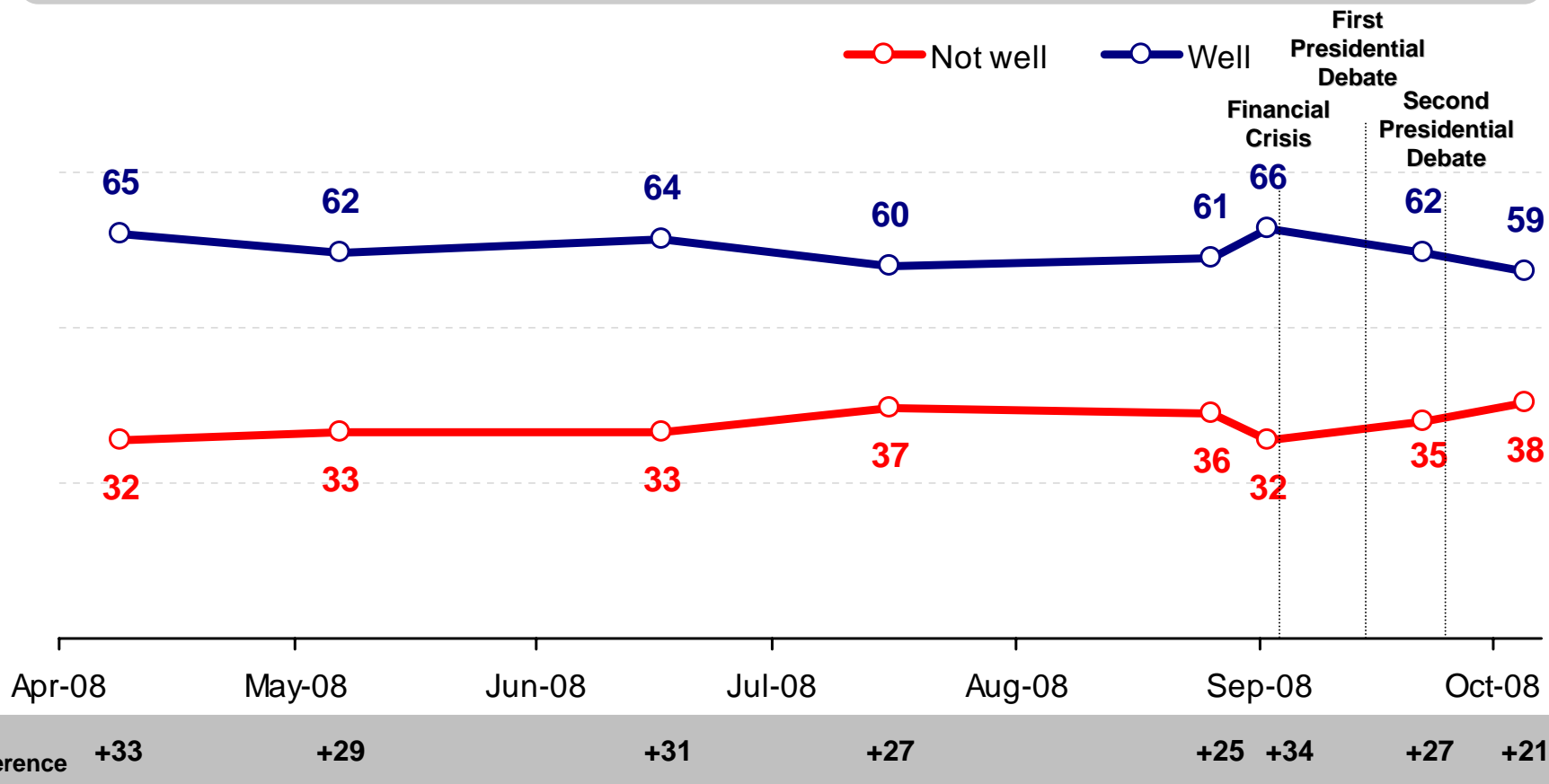
# Obama no longer seen as likely to “raise my taxes”

Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Will raise my taxes.**



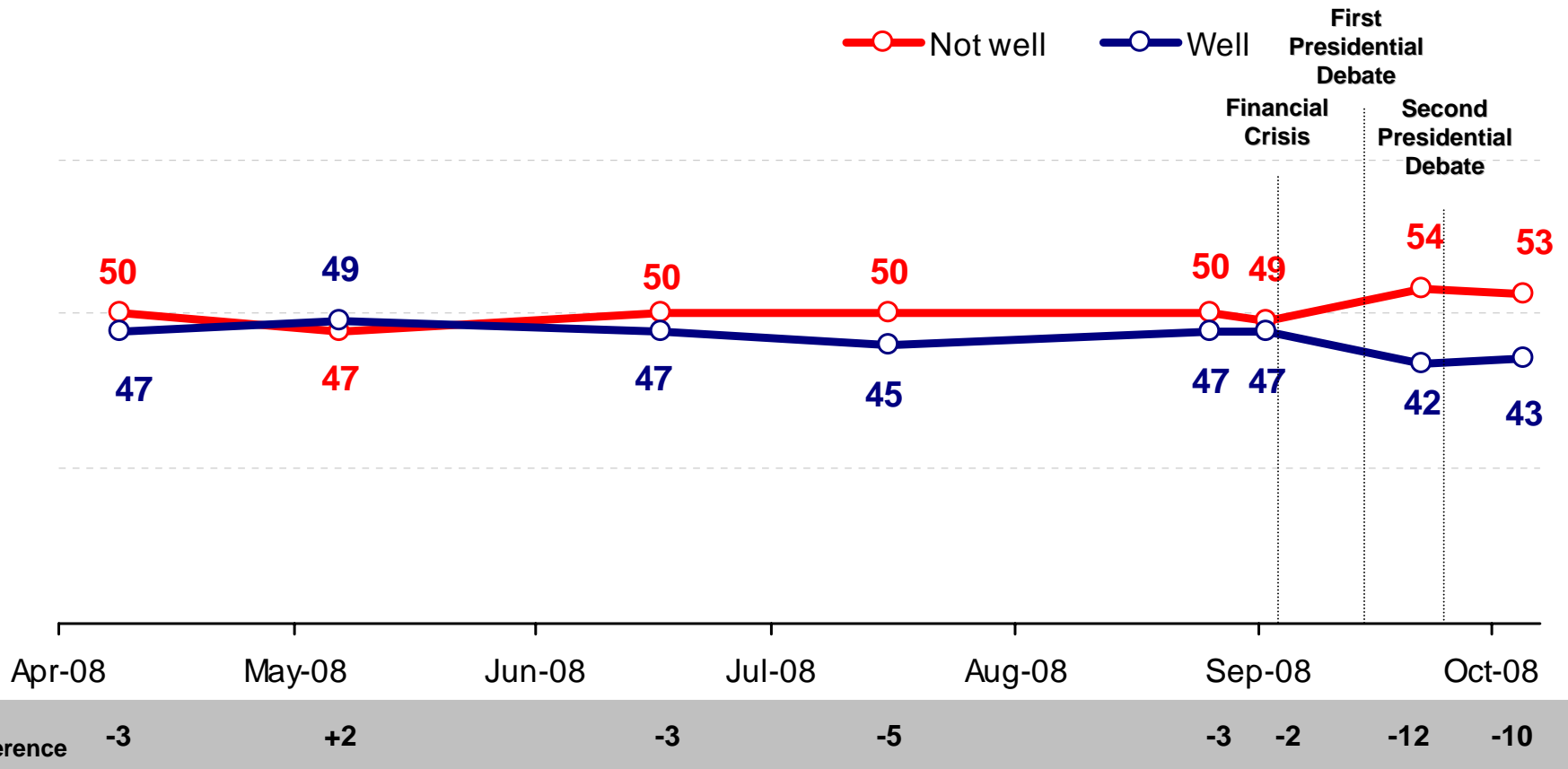
# Obama making case against “too willing to withdraw from Iraq”

Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Too willing to withdraw from Iraq.**



# Obama slowly addressing issue of “too many questions”

Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Just too many questions to take a chance on him as president.**

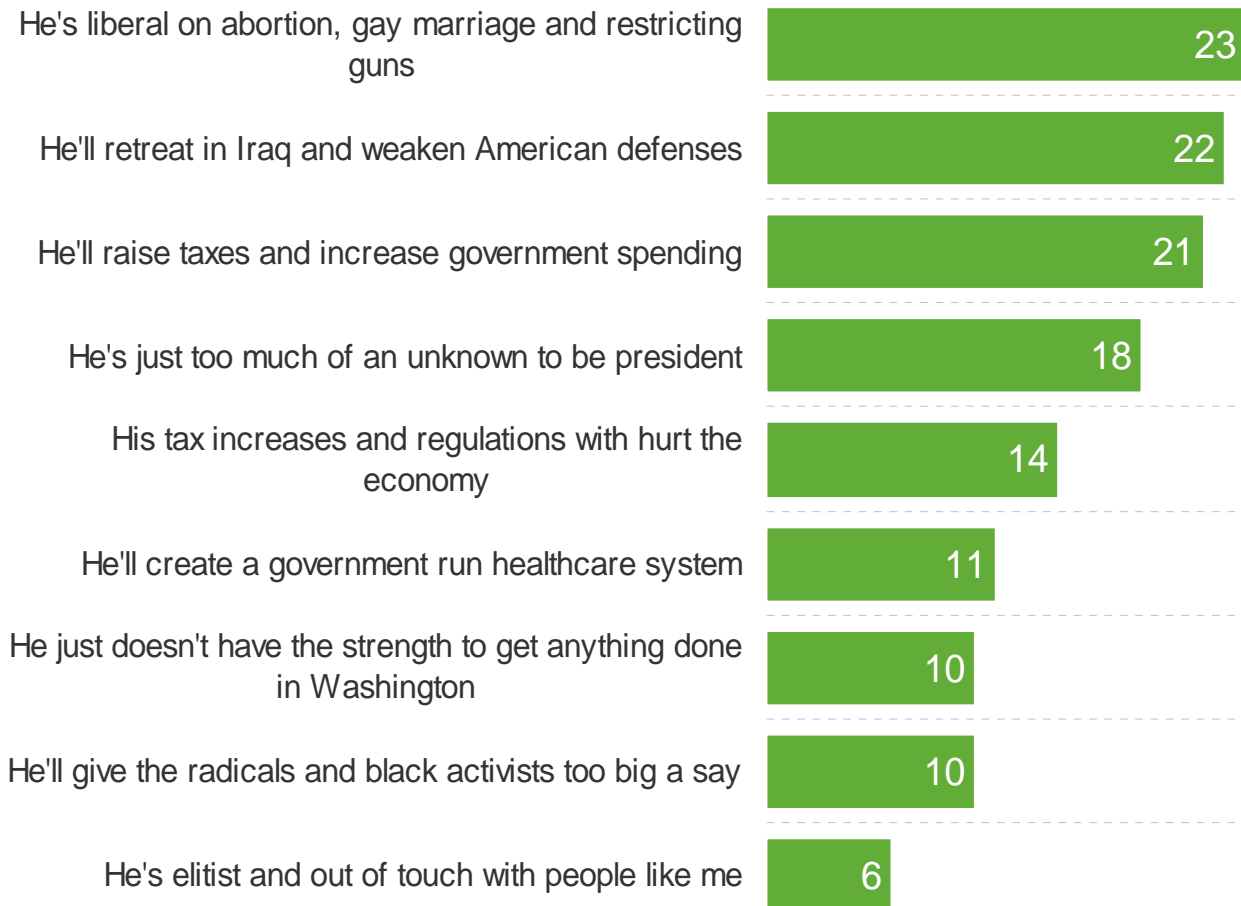


# Closing the deal

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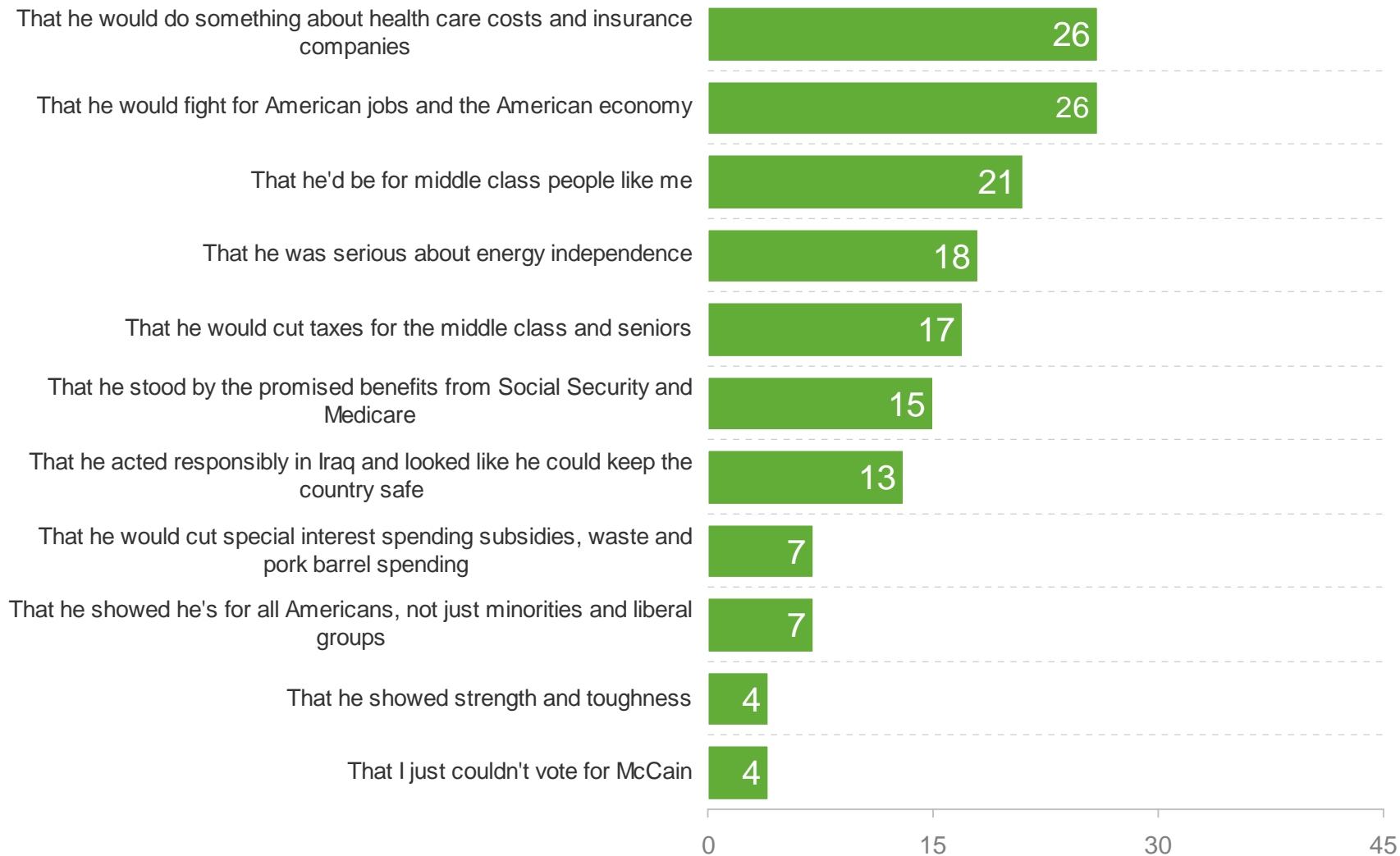
## Biggest doubts that hold swing voters back from Obama

*Regardless of how you are currently voting, what are the TWO biggest doubts about Obama that hold you back from voting for him?*



## Things that would get swing voters to support Obama

Regardless of how you are currently voting, imagine that you decided to vote for Obama. Which TWO of the following if you came to believe them would let you to support Obama?



## McCain's character attacks backfiring as Obama focuses on economy

*Now I'm going to read you a pair of statements that describe what Barack Obama and John McCain have been saying. After I read these statements, please tell me which one you agree with more.*

*Barack Obama says, "John McCain's attacks on my character are false and reek of desperation; even Republicans are calling his smears silly and ridiculous. McCain's own campaign admitted that they are trying to change the subject because they don't want to discuss the economy. But with American families suffering, we need a president who will focus on changing the economy, not changing the subject and trying to deny voters an honest debate about which candidate can get the country back on track."*

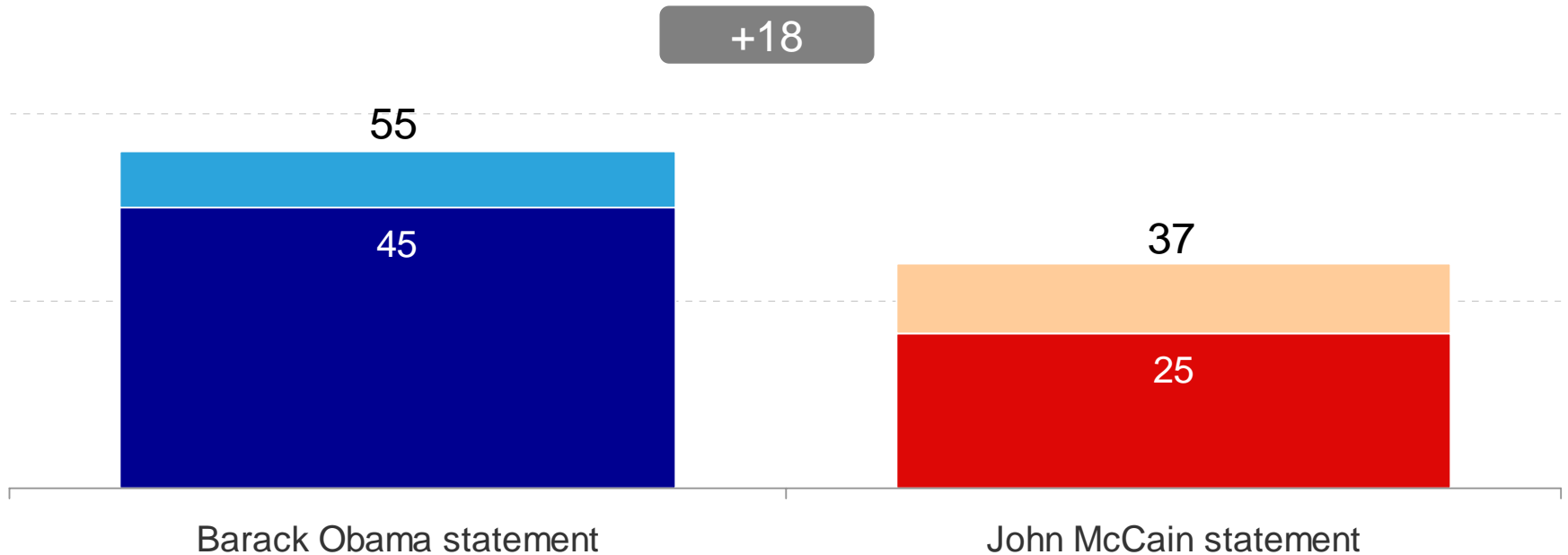
OR

*John McCain says, "Barack Obama sees America as so imperfect that he's willing to pal around with terrorists who target their own country. One of Obama's earliest supporters was Bill Ayers, a domestic terrorist who launched a campaign of bombings that targeted the U.S. Capitol. And Obama continued to work with Ayers in Chicago even after he said he had no regrets for his terrorist past. We can't afford a president whose judgment is so poor that he continues to associate with those that would do us harm."*

# McCain's character attacks backfiring as Obama focuses on economy

*Now I'm going to read you a pair of statements from the congressional candidates. Please tell me whether the Democratic statement or the Republican statement comes closer to your own view, even if neither is exactly right.*

- Barack Obama Statement Strongly
- Barack Obama Statement Somewhat
- John McCain Statement Strongly
- John McCain Statement Somewhat



## Health care debate is dominated by Obama

*Now I'm going to read you a pair of statements that describe what Barack Obama and John McCain have been saying. After I read these statements, please tell me which one you agree with more.*

*Barack Obama says, "John McCain's proposal to tax your employer-based health care benefits for the first time ever will cause millions of Americans to pay higher premiums or even lose the coverage they now have. And he wants to deregulate the industry so the insurance companies have more power to deny coverage for preexisting conditions. Under my plan, if you like the coverage you have you can keep it, but I'll bring premiums down and make sure you can't be denied coverage for preexisting conditions."*

OR

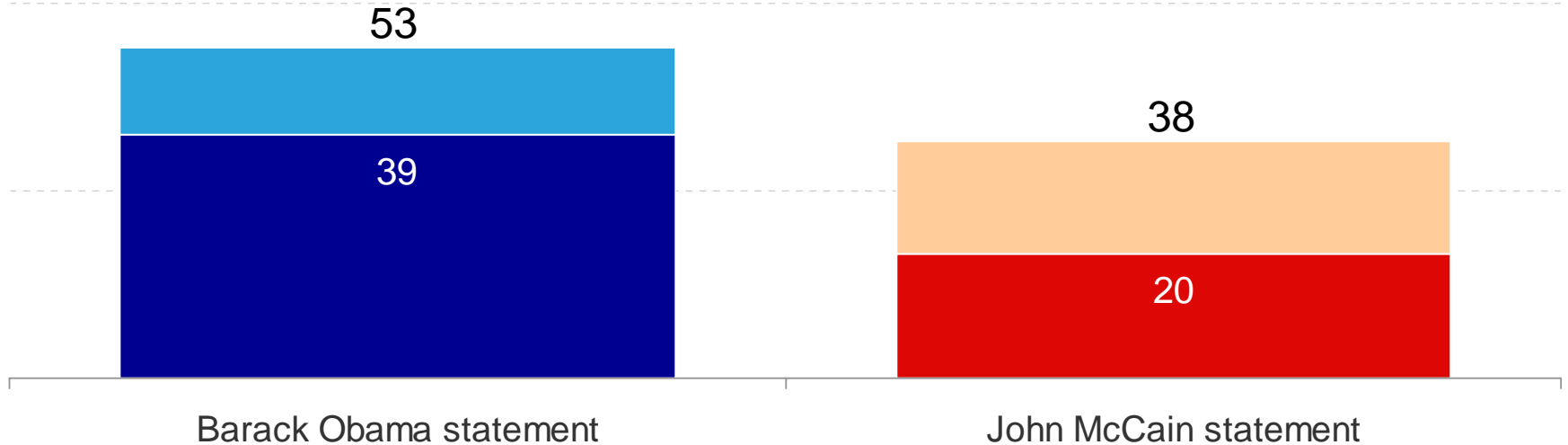
*John McCain says, "Barack Obama thinks that government-run health care with mandates is the way to fix our health care system. If you are a small business owner struggling to insure your employees or a parent struggling to insure your children, Obama's plan will fine you. I want to give every American a five thousand dollar tax credit to make it easier for them to afford insurance, and let them shop across state lines for the best deal, not enforce mandates by fining those who already can't afford health care."*

# Health care debate falls in Obama's favor

*Now I'm going to read you a pair of statements from the congressional candidates. Please tell me whether the Democratic statement or the Republican statement comes closer to your own view, even if neither is exactly right.*

- Barack Obama Statement Strongly
- Barack Obama Statement Somewhat
- John McCain Statement Strongly
- John McCain Statement Somewhat

+15



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