



**FIRST PRESIDENTIAL DEBATE: PRE- AND POST-DEBATE DIAL RESULTS**

<b>QUESTION</b>		Pre- Debate %	Post- Debate %	Shift %
<b>PARTY ID</b>				
	Democrat	27	N/A	N/A
	Independent	40	N/A	N/A
	Republican	33	N/A	N/A
<b>WHO WON?</b>	John McCain	N/A	<b>27</b>	N/A
	Barack Obama	N/A	<b>38</b>	N/A
	Neither	N/A	<b>36</b>	N/A
<b>VOTE 2008</b>	John McCain	4	27	23
	Barack Obama	0	27	27
	Other	0	0	0
	Undecided	96	47	-49
<b>THERMOMETERS</b>				
<b>JOHN McCAIN</b>				
	Warm	49	62	13
	Cool	27	31	4
	Warm - Cool	22	31	9
<b>BARACK OBAMA</b>				
	Warm	40	69	29
	Cool	34	24	-10
	Warm - Cool	6	45	39
<b>McCAIN ATTRIBUTES</b>				
<b>TIED TO WASHINGTON SPECIAL INTERESTS</b>				
	Well	51	55	4
	Not Well	44	40	-4
	Well - not well	7	15	8
<b>MAVERICK</b>				
	Well	47	64	17
	Not Well	45	31	-14
	Well - not well	2	33	31

<b>OFFERS A DIFFERENT PATH THAN BUSH</b>				
	Well	47	44	-3
	Not Well	45	45	0
	Well - not well	2	-1	-3
<b>TOO EAGER TOO GO TO WAR</b>				
	Well	40	45	5
	Not Well	55	53	-2
	Well - not well	-15	-8	7
<b>OBAMA ATTRIBUTES</b>				
<b>HAS WHAT IT TAKES TO BE PRESIDENT</b>				
	Well	42	51	9
	Not Well	53	40	-13
	Well - not well	-11	11	22
<b>INDEPENDENT</b>				
	Well	44	65	21
	Not Well	45	31	-14
	Well - not well	-1	34	35
<b>CAN TRUST HIM TO MAKE THE RIGHT DECISION</b>				
	Well	35	38	3
	Not Well	43	45	2
	Well - not well	-8	-7	1
<b>WILL LEAVE IRAQ TOO QUICKLY</b>				
	Well	44	42	-2
	Not Well	33	47	14
	Well - not well	11	-5	-16
<b>OBAMA/McCAIN ASSOCIATIONS</b>				
<b>TOO NEGATIVE</b>				
	Total Obama	20	27	7
	Total McCain	27	53	26
	Obama - McCain	-7	-26	-19

<b>SHARES YOUR VALUES</b>				
	Total Obama	26	31	5
	Total McCain	44	36	-8
	Obama - McCain	-18	-5	13
<b>STRONG LEADER</b>				
	Total Obama	13	24	11
	Total McCain	33	40	7
	Obama - McCain	-20	-16	4
<b>HONEST AND TRUSTWORTHY</b>				
	Total Obama	13	15	2
	Total McCain	31	31	0
	Obama - McCain	-18	-16	2
<b>ON YOUR SIDE</b>				
	Total Obama	24	38	14
	Total McCain	26	29	3
	Obama - McCain	-2	9	11
<b>WILL BRING THE RIGHT KIND OF CHANGE</b>				
	Total Obama	31	38	7
	Total McCain	15	26	11
	Obama - McCain	16	12	-4
<b>BETTER JOB MEASURES THE ECONOMY</b>				
	Total Obama	34	40	6
	Total McCain	27	25	-2
	Obama - McCain	7	15	8
<b>FINANCIAL CRISIS IN THE COUNTRY</b>				
	Total Obama	26	31	5
	Total McCain	17	22	5
	Obama - McCain	9	9	0

<b>NATIONAL SECURITY</b>				
	Total Obama	6	14	8
	Total McCain	69	58	-11
	Obama - McCain	-63	-44	19
<b>FOREIGN POLICY</b>				
	Total Obama	14	24	10
	Total McCain	56	60	4
	Obama - McCain	-42	-36	6
<b>WAR ON TERRORISM</b>				
	Total Obama	11	20	9
	Total McCain	51	44	-7
	Obama - McCain	-40	-24	16
<b>SITUATION IN IRAQ</b>				
	Total Obama	22	27	5
	Total McCain	38	44	6
	Obama - McCain	-16	-17	-1
<b>IRAN'S NUCLEAR DEVELOPMENT</b>				
	Total Obama	11	20	9
	Total McCain	36	32	-4
	Obama - McCain	-25	-12	13
<b>ACHIEVING ENERGY INDEPENDENCE</b>				
	Total Obama	42	55	13
	Total McCain	22	11	-11
	Obama - McCain	20	44	24
<b>RESTORING RESPECT FOR AMERICA IN THE WORLD</b>				
	Total Obama	41	47	6
	Total McCain	19	18	-1
	Obama - McCain	22	29	7