

Date: October 15, 2008
 To: Friends of Democracy Corps
 From: Democracy Corps

Third Debate

Shift Tables

	PRE-DEBATE	POST-DEBATE	CHANGE
WHO WON?			
John McCain	x	24	
Barack Obama	x	50	
Neither	x	26	

VOTE 2008			
John McCain	8	20	12
Barack Obama	4	42	38
Other	0	4	4
Undecided	88	34	-54
Obama-McCain	-4	22	26

THERMOMETERS

JOHN McCAIN

Warm	54	50	-4
Cool	34	48	14
Warm - Cool	20	2	-18

BARACK OBAMA

Warm	42	72	30
Cool	42	22	-20
Warm - Cool	0	50	50

GEORGE BUSH



	Warm	14	x	
	Cool	84	x	
	Warm - Cool	-70	x	
JOE BIDEN				
	Warm	28	x	
	Cool	48	x	
	Warm - Cool	-20	x	
SARAH PALIN				
	Warm	46	x	
	Cool	40	x	
	Warm - Cool	6	x	
McCAIN ATTRIBUTES				
TIED TO WASHINGTON SPECIAL INTERESTS				
	Well	50	40	-10
	Not Well	40	44	4
	Well - not well	10	-4	-14
MAVERICK				
	Well	48	40	-8
	Not Well	48	48	0
	Well - not well	0	-8	-8
OFFERS A DIFFERENT PATH THAN BUSH				
	Well	22	50	28
	Not Well	70	46	-24
	Well - not well	-48	4	52
TOO EAGER TO GO TO WAR				
	Well	38	24	-14
	Not Well	50	60	10
	Well - not well	-12	-36	-24
OBAMA ATTRIBUTES				
HAS WHAT IT TAKES TO BE PRESIDENT				
	Well	38	56	18



	Not Well	50	34	-16
	Well - not well	-12	22	34
INDEPENDENT				
	Well	42	48	6
	Not Well	52	46	-6
	Well - not well	-10	2	12
CAN TRUST HIM TO MAKE THE RIGHT DECISION				
	Well	30	48	18
	Not Well	50	40	-10
	Well - not well	-20	8	28
TOO LIBERAL				
	Well	48	40	-8
	Not Well	40	50	10
	Well - not well	8	-10	-18
OBAMA/McCAIN ASSOCIATIONS				
TOO NEGATIVE IN HIS CAMPAIGN				
	Total Obama	10	10	0
	Total McCain	50	48	-2
	Obama - McCain	-40	-38	2
SHARES YOUR VALUES				
	Total Obama	30	50	20
	Total McCain	30	26	-4
	Obama - McCain	0	24	24
STRONG LEADER				
	Total Obama	20	26	6
	Total McCain	56	40	-16
	Obama - McCain	-36	-14	22
HONEST AND TRUSTWORTHY				
	Total Obama	18	30	12
	Total McCain	26	26	0
	Obama - McCain	-8	4	12



ON YOUR SIDE

Total Obama	36	48	12
Total McCain	20	24	4
Obama - McCain	16	24	8

WILL BRING THE RIGHT KIND OF
CHANGE

Total Obama	34	52	18
Total McCain	16	14	-2
Obama - McCain	18	38	20

BETTER JOB

THE ECONOMY

Total Obama	48	56	8
Total McCain	20	26	6
Obama - McCain	28	30	2

FINANCIAL CRISIS IN THE COUNTRY

Total Obama	28	50	22
Total McCain	24	20	-4
Obama - McCain	4	30	26

NATIONAL SECURITY

Total Obama	4	8	4
Total McCain	74	68	-6
Obama - McCain	-70	-60	10

FOREIGN POLICY

Total Obama	20	28	8
Total McCain	52	52	0
Obama - McCain	-32	-24	8

RETIREMENT AND SOCIAL SECURITY

Total Obama	32	38	6
Total McCain	16	18	2
Obama - McCain	16	20	4

SITUATION IN IRAQ

Total Obama	26	20	-6
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	Total McCain	50	54	4
	Obama - McCain	-24	-34	-10
TAXES				
	Total Obama	42	52	10
	Total McCain	20	20	0
	Obama - McCain	22	32	10
ACHIEVING ENERGY INDEPENDENCE				
	Total Obama	42	34	-8
	Total McCain	24	34	10
	Obama - McCain	18	0	-18
RESTORING RESPECT FOR AMERICA IN THE WORLD				
	Total Obama	40	42	2
	Total McCain	28	26	-2
	Obama - McCain	12	16	4
HEALTH CARE				
	Total Obama	54	54	0
	Total McCain	4	18	14
	Obama - McCain	50	36	-14
ILLEGAL IMMIGRATION				
	Total Obama	10	6	-4
	Total McCain	44	32	-12
	Obama - McCain	-34	-26	8
DEMOGRAPHICS				
GENDER				
	Male	48		
	Female	52		
AGE				
	Under 50	44		
	Over 50	56		



EDUCATION

HS or less	14
Some college	34
College grad	52

PARTY ID

Strong Democrat	4
Lean Democrat	16
Independent	48
Lean Republican	30
Strong Republican	0
Other	2

Democrat	20
Independent	48
Republican	30

IDEOLOGY

Conservative	18
Moderate	78
Liberal	4