# Los Angeles Times/Bloomberg 

National Political and Economic Survey - October 2008

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Press Release: The Election and Politics

## Economic Crisis Helping Obama’s Bid For The Presidency

With just about three weeks left until election day, the momentum seems to be trending toward the Democratic candidate. Strategists are always anticipating an October surprise that can change the election. Was the economic crisis - the Dow dropping below 9000 points, banks falling into bankruptcy and the subprime mortgage debacle -- that has panicked most Americans the October surprise? This poll suggests that it is. The economic future of the country (and to some extent globally) has overtaken the election and has changed the dynamics of the race. Republican candidate John McCain is not viewed as the candidate that will help the country bounce back from this economic crisis. Barack Obama has used McCain’s uncertainty on this issue to his advantage, as shown in the new Los Angeles Times/Bloomberg national poll that finished on Monday night. Barack Obama is ahead of John McCain by $50 \%$ to $41 \%$ among likely voters and $49 \%$ to $41 \%$ among registered voters, which are both outside the $+/-3$ percentage point margin of sampling error. The poll results are similar to a recent Time magazine poll that has Obama up by nine points and a Newsweek poll by 11 points. There is also a slight decline of uncertain voters since the September Times/Bloomberg poll - from 22\% to now 18\%. About three quarters of voters said they felt they knew enough about Obama to decide whether he would make a good president, while more than four out of five felt they knew enough about McCain. Interestingly, the more voters know what Obama stands for, the more they like him, while the more voters know about McCain, the less they would vote for him. Among those who said they knew enough about Obama are supporting him by $56 \%$ to $38 \%$ for McCain. But for those who said they knew enough about McCain, they split their vote between Obama and McCain at 46\% each.

Obama's rise in the poll seems to be in concert with the deepening financial crisis. Almost all voters believe the country is seriously off on the wrong track and also believe the country is doing badly economically. (And among those voters who negatively believe both, a majority are supporting Obama.) More voters have confidence that Obama has a plan in dealing with the economy, while they have much less confidence in McCain's. Voter anger about the economic crisis is palpable, so it is not in McCain's interest that a plurality of voters say he has close ties to financial institutions that are involved in the economic crisis and a majority believe that he will continue the policies of George W.

Bush. Bush is extremely unpopular, with more than seven in 10 voters saying they disapprove of the way he is handling his job, including $55 \%$ who say they strongly disapprove.

Another sign that "it is the economy stupid" which was Bill Clinton’s mantra in 1992, a whopping $69 \%$ of voters said their top priority for candidates to address is the economy and that groups gives Obama a 10 point lead over McCain (50\% to 40\%). The war in Iraq is just at $21 \%$ and they are supporting Obama by $54 \%$ to $39 \%$. However, in a September Times/Bloomberg poll, $41 \%$ of voters cited the economy and $31 \%$ mentioned Iraq.

In the midst of this crisis, McCain has changed campaign strategy by questioning Obama’s judgment, character and experience by putting up negative ads about his ties to William Ayres, a 1960’s radical who bombed government buildings, and vice presidential candidate Sarah Palin calling him a domestic terrorist. Some pundits said it was a distraction and may have caused a backlash from voters other than his conservative base. He had to dial back the tenor of his campaign over the weekend because of the riled up voters who were at his and vice presidential candidate Palin's rallies. This may have helped him among his core base of conservative Republicans, but it surely did not help him with independents and moderates and to a lesser extent moderate Republicans, since the economy has become the driving force in the election.

Uncommitted voters: Uncommitted voters (those who don't know who they are voting for in the horserace question and those who mention a candidate but say they might change their mind) are about $18 \%$ of the voters, compared to $22 \%$ in the September poll. They are overwhelmingly independent, more moderate to conservative, 65 and over, white, Catholic and men. However, they tend to be like the rest of registered voters by supporting Obama and McCain on the same issues. For instance, uncertain voters think that Obama would be best on making the right decisions about the economy, will substantially change the way things are done in the Capitol, would be best at handling the financial crisis, cares about people like you and has confidence in Obama's economic plan (and not McCain’s). They think McCain is more closely tied to the financial institutions that were involved in the economic crisis, but are split as to whether McCain will follow Bush's policies (different from the rest of the voters who think he will). These uncertain voters think McCain would be best on achieving success in Iraq and dealing with an international crisis.

Independents and the economy: In the September poll, McCain led Obama among independents by $49 \%$ to $34 \%$. In this most recent poll, there was a huge shift moving toward Obama by $44 \%$ to $39 \%$ for McCain. More than half of independents have confidence that Obama has an economic plan that can deal with the financial crisis, while only $39 \%$ thought that of McCain. A plurality of independent voters also think Obama would do a better job of handling the financial crisis if he is president, while nearly half of them think McCain has closer ties to the financial institutions that are involved with the country's economic crisis. More than half (51\%) agree that McCain will continue the policies of the current president, compared to the September poll where just $39 \%$ thought he would carry on with Bush's policies. One more thing - nearly half of the independent voters trust Obama more to make the right decisions about the economy, compared to about a third for McCain.

Sarah Palin Factor: Last month's poll showed that slightly more voters were more likely to vote for McCain because of Sarah Palin's presence on the ticket. This poll shows that the Palin rock star status has waned (except with the Republican's core base). More voters are less likely to vote for McCain because of her presence on the ticket. Independents have flipped their allegiance. In September 38\%
said they were more likely to vote for McCain because of Palin - now just $19 \%$ say that. Women were split last month, but now lean toward less likely, as do men. Nearly half of voters believe she is unqualified to become president if something happens to McCain. Again independents flipped with $49 \%$ now saying she is not qualified vs. $37 \%$ in September. As for Joe Biden, more than two-thirds think he is qualified to become president, if necessary (an increase of eight points since the September poll).

Clinton Factor: In September's poll, a quarter of Hillary Clinton voters (in the caucuses and primaries) said they would vote for McCain and more than six in 10 said they would vote for Obama. In this recent poll, $71 \%$ say they would vote for Obama and $15 \%$ for McCain. This increase in Clinton voters to Obama may be because of both Bill and Hillary Clinton's campaigning in many of the key states and urging their supporters to choose Obama. Also, as the country gets closer to the election, the partisan voters come back to their side of the aisle.

Positive/Negative Ratings: Voters give Obama a better rating than they do for McCain. More than half give Obama a positive rating, while a third give him a negative one, compared to $47 \%$ positive and 39\% negative for McCain. Independents have gotten to like Obama more than they did in the September poll. Last month, they were split $41 \%$ to $42 \%$; now it is $50 \%$ to $33 \%$. For McCain, his numbers went down slightly from the positive rating he received in September from independents -$51 \%$ positive to $34 \%$ negative.

Palin's positive ratings have come down from the September poll results where she had a $48 \%$ positive rating to a $31 \%$ negative one. Currently, it is $43 \%$ positive and $42 \%$ negative. Biden's positives have increased from September's results from $42 \%$ to $23 \%$ to $49 \%$ to $27 \%$. Independents are split about their feelings toward Palin $-41 \%$ each positive and negative, while they feel favorably toward Biden ( $49 \%$ to $27 \%$ ). Women like Biden better than Palin: for Biden, it is $47 \%$ positive rating to $27 \%$ negative rating; for Palin it is $46 \%$ to $41 \%$.

## Some Demographics:

- There has always been a gender gap with men supporting McCain and women supporting Obama. The Times/Bloomberg poll saw it in the September poll and previous Times/Bloomberg polls. In this poll, however, men have shifted their allegiance to the Democratic candidate (by $49 \%$ to $40 \%$ ). It appears that one of the reasons men have moved over to the Obama column is the economy. They think: Obama would make the right decisions about the economy, has confidence in Obama's economic plan and not McCain's, would do a better job of handling the financial crisis next year, thinks McCain has close ties to financial institutions that are involved with the economic crisis and believes that McCain will follow Bush's policies.
- All age groups except for senior citizens are backing the Democrat. In September the 65 and over voters were split, now they are giving McCain a 10 point lead.
- White voters are on par voting for Obama as they have in the last four presidential elections. In 1992, Clinton received $36 \%$ of white voter support, while in the 1996-2004 presidential elections, whites gave the Democratic candidates slightly more than $40 \%$ of their support. Now, $38 \%$ of white voters are supporting Obama. Non-whites have increased their support of Obama from $66 \%$ in September to $77 \%$ in the current poll. White women were more supportive of Obama in the September poll (42\% Obama, 44\% McCain); however, in the current poll, they are solidly behind McCain by $51 \%$ to $37 \%$ for Obama.
- White working class voters (less than $\$ 50,000$ and less than college) are supporting McCain by 15 points over Obama. No difference between white men and women who are working class voters.
- The less than college graduates have shifted to Obama’s column, while voters more educated have always supported Obama and still do.
- First time voters make up $12 \%$ of the voters and a majority of them are voting for Obama by $58 \%$ to $34 \%$. More than two-thirds of first time voters are between the ages $18-29,13 \%$ are $30-44$ years old, $16 \%$ are $45-64$ and $4 \%$ are 65 and over. This is a similar finding to 2004. In the LA Times national exit poll, $11 \%$ were first time voters and they overwhelmingly supported John Kerry, the Democratic candidate. Kerry, too, courted young voters to come out to vote. His campaign did a good job recruiting younger voters, but Bush did a better job of getting our his conservative base, especially in key states like Ohio.
- The voters living in the South and Midwest Farm area are the only ones to support McCain, while majorities of voters in the other regions of the country are supporting Obama.


## Demographics of the 2-way horserace (Obama/Biden vs. McCain/Palin): (among registered voters. Read horizontally)

| OBAM/BID |  | MCC/PAL | S/ELSE | D/KNOW |
| :---: | :---: | :---: | :---: | :---: |
| Party Affiliaton |  |  |  |  |
| DEM | 88 | 5 | 1 | 6 |
| IND | 44 | 39 | 4 | 13 |
| REP | 6 | 90 | 1 | 3 |
| Political Ideology |  |  |  |  |
| LIB | 86 | 7 | 2 | 5 |
| MOD | 53 | 33 | 2 | 12 |
| CONS | 21 | 70 | 2 | 7 |
| Clinton Voters |  |  |  |  |
| CLINTON | 71 | 15 | 3 | 11 |
| Age Groups |  |  |  |  |
| 18-34 | 53 | 41 | 1 | 5 |
| 35-64 | 51 | 39 | 2 | 8 |
| 65+ | 38 | 48 | 1 | 13 |
| Race/Ethnicity |  |  |  |  |
| WHITE | 38 | 51 | 2 | 9 |
| BLACK | 91 | 0 | 1 | 8 |
| Education |  |  |  |  |
| L/COLGRD | 49 | 41 | 2 | 8 |
| COLGRD+ | 49 | 41 | 2 | 8 |
| Household Income |  |  |  |  |
| L/\$40K | 57 | 32 | 2 | 9 |
| \$40-59K | 43 | 46 | 4 | 7 |
| \$60K/MOR | 47 | 46 | 1 | 6 |
| Gender |  |  |  |  |
| MALE | 49 | 40 | 2 | 9 |
| FEMALE | 49 | 41 | 2 | 8 |
| White Men \& Women |  |  |  |  |
| WH/MEN | 39 | 51 | 2 | 8 |
| WH/WOMEN | 37 | 51 | 2 | 10 |
| Working \& Gender |  |  |  |  |
| MEN/WORK | 48 | 40 | 3 | 9 |
| MEN/NWRK | 52 | 41 | 0 | 7 |
| WOM/WORK | 50 | 39 | 2 | 9 |
| WOM/NWRK | 48 | 43 | 2 | 7 |

more demographics continued on next page...

|  | OBAM/BID | MCC/PAL | S/ELSE | D/KNOW |
| :---: | :---: | :---: | :---: | :---: |
| Sex/Marital Status |  |  |  |  |
| MEN/MARR | 46 | 43 | 3 | 8 |
| MEN/SNGL | 53 | 36 | 1 | 10 |
| WOM/MARR | 46 | 45 | 2 | 7 |
| WOM/SNGL | 52 | 37 | 1 | 10 |
| Religious Right |  |  |  |  |
| RELRIGHT | 16 | 74 | 2 | 8 |
| White Evangelicals |  |  |  |  |
| WHEVANGL | 20 | 69 | 2 | 9 |
| White Wrkng Class |  |  |  |  |
| WW/CLASS | 37 | 52 | 2 | 9 |
| First Time Voter |  |  |  |  |
| FIRSTIME | 58 | 34 | 1 | 7 |
| Four National Poll |  |  |  |  |
| EAST | 55 | 35 | 2 | 8 |
| MIDWEST | 52 | 38 | 2 | 8 |
| SOUTH | 40 | 49 | 1 | 10 |
| WEST | 53 | 38 | 2 | 7 |

## Issues

Obama won on almost every domestic issue and the one character issue the poll measured over McCain. The two issues that McCain beat Obama on was the two issues he always wins - achieving success in Iraq and dealing with an international crisis. That helped George W. Bush in 2004, but times have changed. The burning issue these days is how to get the economy and the country on the right track. And Obama is seen by many voters as doing just that.

Right experience: McCain beats Obama on who has the right experience to be president. This has not changed since asking the question. The only thing that does change is that Obama's numbers on this question rises slightly each poll. The more people see Obama, the perception of him changes for the better. For McCain, four out of five voters think he has the right experience to be president, compared to $50 \%$ for Obama.

Doyou think Obama/McCain has the right experience to be president, or not?

|  | ----NOW---- |  | ---Sept---- |  | ---August---- |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Obama | McCain | Obama | McCain | Obama | McCain |
| Yes | 49\% | 80\% | 47\% | 80\% | 44\% | 80\% |
| No | 42 | 14 | 45 | 16 | 48 | 14 |

Know the candidates: Almost three-quarters of voters said they know enough about Obama to decide whether he would make a good president; while $81 \%$ said that of McCain. But among voters who knew enough about Obama, they gave him an 18 point advantage over McCain, while those who knew enough about McCain, split their vote $-46 \%$ each candidate.

Right decisions about economy: Nearly half of all voters trust the Democratic candidate to make the right decisions about the economy, compared to just over a third who thought that of McCain. Both men and women also give this issue to Obama. White voters give McCain the greenlight on this issue -- giving him a six point advantage over his opponent.

Confidence in candidates' economic plans: Almost six out of 10 voters have confidence that Obama has an economic plan that can deal with the financial crisis, compared to just over two in five for McCain. More than half of independents have confidence in Obama's plan while just $38 \%$ do of McCain's. Both men and women believe that Obama has a sound economic plan, while both sexes don't believe that of McCain.

Handle financial crisis: Nearly half of all voters think Obama would do a better job of handling the financial crisis, compared to more than a third for McCain. Pluralities of men, women and independents think Obama can handle the economic crisis over McCain.

Ties to financial institutions: More bad news for McCain is that a plurality of voters think McCain has closer ties to financial institutions that are involved with the economic crisis than Obama (43\% to $25 \%$ ). Among the $43 \%$ who say McCain has close ties, $51 \%$ are supporting Obama, $41 \%$ are backing McCain. Among the $25 \%$ who say Obama has close ties, voters are still supporting the Democrat by $56 \%$ to $38 \%$ for McCain, and among the $9 \%$ who said both candidates equally have ties to financial institutions involved in the economic crisis, $45 \%$ would support Obama and $40 \%$ would back McCain.

Achieve success in Iraq: Nearly half of all voters think McCain would be best at achieving success in Iraq, compared to $38 \%$ for Obama. All groups except Democrats, liberals and blacks think that as well.

Deal with international crisis: About half of voters think McCain would be best at dealing with an international crisis, compared to about two in five who think that of Obama. All groups except Democrats, liberals and blacks believe that as well.

Change things in DC: This has always been a winning issue for Obama and results from this no poll don't show anything differently. A slim majority of voters think Obama will change the way things are done in Washington DC, compared to about a quarter for McCain. Even a plurality of whites think Obama is up to the task of changing the culture in Washington.

Cares about people like you: Nearly half of voters think Obama cares more about people like them, compared to just over three in 10 who think that of McCain. Whites are split on this issue, while most other groups think Obama is best on this issue (except for Republicans and conservatives).

|  | Obama | $\underline{\text { McCain }}$ |
| :---: | :---: | :---: |
| Who do you think: |  |  |
| Will change the way things are done in DC | 51\% | 26 |
| Would make right decisions about the economy | 48\% | 36 |
| Cares more about people like you | 47\% | 31 |
| Would do a better job of handling financial crisis | 46\% | 35 |
| Would be best at dealing with an int'l crisis | 39\% | 48 |
| Would be best at achieving success in Iraq | 38\% | 49 |
| Has close ties to the financial institutions involved in crisis | 25\% | 43 |

Continue with Bush's policies: A worrying sign for McCain is that a majority of voters believe that the Republican candidate will follow the president's policies. Considering that Bush is getting the lowest job ratings in his tenure as president and most voters believe his administration is to blame for the economic crisis (asked in a September poll who was to blame for the financial crisis - Bush and the financial institutions were the top mentions). Roughly half of white voters agree with the assessment that McCain will follow Bush's policies and they are voting for Obama by $71 \%$ to $17 \%$. Among the $27 \%$ of conservative who also believe McCain would mimic Bush's policies, $52 \%$ are supporting Obama and $38 \%$ are backing McCain.

Reservations with Race: Eight percent of all voters say they have reservations about voting for Obama because of his race and they are supporting McCain over Obama by 14 points ( $50 \%$ to $36 \%$ ); one in ten said they were undecided. Although $12 \%$ of blacks say they have some qualms about voting for Obama, all of them are still voting for him. That may have more to do with the country's historical past on race relations and all that it implies. However, nine out of 10 voters have no reservations about voting for Obama because of his race. Fourteen percent of voters living in the South have reservations about Obama's race and they are supporting McCain by $65 \%$ to $23 \%$.

In an August Times/Bloomberg poll, 9\% of all voters said they would feel uncomfortable voting for a black candidate for president and two-thirds of this group supported McCain. More than four out of five said they would feel comfortable.

Regardless of your choice for president, does Barack Obama's race give you reservations about voting for him, or not?

|  | East |  | Midwest |  | South |
| :--- | :--- | :--- | :--- | :--- | :--- |
|  | Yes | $5 \%$ |  | West |  |
| No | 94 | 91 |  | $14 \%$ | $6 \%$ |
| No | 94 | 94 | 91 |  |  |

Analysis by Susan H. Pinkus

# Los Angeles Times/Bloomberg 

# Data Tables - Survey 562 - Election Release - October 14, 2008 

Guide to column headings:

REG<br>LIKELY<br>DEM,IND,REP<br>LIB,MOD,CONS<br>WHITE,BLACK<br>MALE, FEMALE

All registered voters<br>Registered voters deemed likely to vote for president in November<br>Affiliated Democrats, Independents and Republicans<br>Self-described Liberals, Moderates and Conservatives<br>White non-Hispanic, Black Non-Hispanic<br>Gender

## Survey Notes:

- (vol) indicates a volunteered response
- '-' indicates that a response added up to less than $0.5 \%$ of the question base
- Numbers are percentages, tables are read vertically
- Tables are among all respondents unless otherwise noted.
- Unless otherwise noted, missing questions are operational, or are published in a different release

The order of candidate names and the order of any choices, arguments, or statements are rotated in all questions that mention them. Question and group order is also rotated, whenever required to eliminate order bias.

## Survey Methodology

How the Poll Was Conducted: The Los Angeles Times / Bloomberg Poll contacted 1,543 adults nationwide by telephone Friday through Monday. Included are 1,446 registered voters and 1,030 likely voters. Likely voters were determined by a screening process which includes intention, interest, certainty, political activism and enthusiasm about voting as well as vote history. First time voters were not excluded. Telephone numbers were chosen randomly in separate samples of landline and cell phone exchanges in the nation, allowing listed and unlisted numbers to be contacted, and multiple attempts were made to contact each number. Cell phone exchanges were hand-dialed. The cell and landline samples were combined and adjusted for sample size and non-response. Adults in the combined sample were adjusted to the most recent estimates from the National Health Interview Survey for household phone types and to census proportions of sex, ethnicity, age, education, and national region. The margin of sampling error for adults, registered voters and likely voters is plus or minus 3 percentage points in each case. For smaller subgroups, the error margin may be higher. Survey results may also be affected by combining samples and by factors such as question wording and the order in which they are asked. Interviews were conducted by Interviewing Service of America, Inc. of Van Nuys.

Los Angeles Times and Times/Bloomberg polls may be accessed online at http://latimes.com/timespoll

Q2. If the November 2008 general election for president were being held today and the choices were Barack Obama and Joe Biden on the Democrat ticket, and John McCain and Sarah Palin on the Republican ticket, which ticket would you vote for: Obama and Biden or McCain and Palin, or would you vote for a ticket from some other party? (Includes Leaners)

|  | REG | LIKELY | DEM | IND | REP | LIB | MOD | CONS | WHITE | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Obama/Biden | 49 | 50 | 88 | 44 | 6 | 86 | 53 | 21 | 38 | 49 | 49 |
| McCain/Palin | 41 | 41 | 5 | 39 | 90 | 7 | 33 | 70 | 51 | 40 | 41 |
| S/Else | 2 | 2 | 1 | 4 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| Don't know | 8 | 7 | 6 | 13 | 3 | 5 | 12 | 7 | 9 | 9 | 8 |

## (ASKED OF VOTERS WHO MENTION A DEMOCRATIC OR REPUBLICAN TICKET)

Q3. Are you certain you're going to vote for the (Democratic/Republican) ticket, or is it possible that you might end up voting for some other party's ticket?

|  | REG | LIKELY | DEM | IND | REP | LIB | MOD | CONS | WHITE | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Certain | 89 | 89 | 95 | 77 | 96 | 94 | 84 | 90 | 88 | 86 | 92 |
| Not certain | 9 | 9 | 4 | 18 | 3 | 4 | 13 | 8 | 10 | 12 | 6 |
| Don't know | 2 | 2 | 1 | 5 | 1 | 2 | 3 | 2 | 2 | 2 | 2 |
| Ticket Vote in 2-Way Race: <br> Obama/Biden McCain/Palin |  |  |  |  |  |  |  |  |  |  |  |
| Certain |  |  | 0 | 8 |  |  |  |  |  |  |  |
| Not certain |  |  | 8 | 0 |  |  |  |  |  |  |  |
| Don't know |  |  | 2 | 2 |  |  |  |  |  |  |  |

## (ASKED OF ALL REGISTERED VOTERS)

Q4. What if the November general election for president were being held today and the candidates were Barack Obama, the Democrat, John McCain, the Republican, Independent Ralph Nader, Bob Barr, the Libertarian candidate, and Cynthia McKinney, the Green Party candidate for whom would you vote: Obama, McCain, Nader, Barr, or McKinney? (Includes Leaners)

|  | REG | LIKELY | DEM | IND | REP | LIB | MOD | CONS | WHITE | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Obama | 47 | 48 | 87 | 43 | 4 | 85 | 54 | 19 | 37 | 50 | 45 |
| McCain | 39 | 39 | 5 | 40 | 87 | 8 | 33 | 66 | 49 | 39 | 40 |
| Nader | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 3 |
| Barr | 1 | 1 | - | 2 | 1 | - | - | 1 | 1 | 2 | 1 |
| McKinney | 1 | 1 | - | - | 1 | 1 | 1 | 1 | 1 | - | 1 |
| Other candidate | 1 | 1 | - | 2 | - | - | 1 | 1 | 1 | 1 | - |
| Don't know | 8 | 7 | 5 | 10 | 6 | 4 | 8 | 9 | 8 | 5 | 10 |

## (ASKED OF OBAMA VOTERS IN TWO OR FIVE-WAY RACE)

Q5. Would you describe yourself as enthusiastic about the candidacy of Barack Obama, or not? (IF ENTHUSIASTIC): Would you describe yourself as very or only somewhat enthusiastic about the candidacy of Barack Obama? (IF NOT) Would you describe yourself as not too enthusiastic or not at all enthusiastic about the candidacy of Barack Obama?

|  | REG | DEM | IND | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Enthusiastic (net) | 84 | $\underline{92}$ | 72 | $\underline{91}$ | 81 | $\underline{72}$ | 81 | 89 | 85 | 83 |
| Very enthusiastic | 55 | 68 | 35 | 67 | 45 | 49 | 50 | 69 | 51 | 60 |
| Somewhat enthusiastic | c 29 | 24 | 37 | 24 | 36 | 24 | 31 | 20 | 34 | 23 |
| Not Enthused (net) | 14 | $\underline{7}$ | $\underline{26}$ | 8 | 17 | $\underline{22}$ | 17 | $\underline{9}$ | 14 | 14 |
| Not too enthusiastic | 9 | 5 | 16 | 6 | 11 | 11 | 11 | 6 | 8 | 9 |
| Not enthusiastic at all | 115 | 2 | 10 | 2 | 6 | 10 | 6 | 3 | 6 | 5 |
| Don't know (net) | $\underline{2}$ | $\underline{1}$ | $\underline{2}$ | $\underline{1}$ | $\underline{2}$ | $\underline{6}$ | $\underline{2}$ | $\underline{2}$ | $\underline{1}$ | $\underline{3}$ |

## (ASKED OF MCCAIN VOTERS IN TWO OR FIVE-WAY RACE)

Q6. Would you describe yourself as enthusiastic about the candidacy of John McCain, or not? (IF ENTHUSIASTIC): Would you describe yourself as very or only somewhat enthusiastic about the candidacy of John McCain? (IF NOT) Would you describe yourself as not too enthusiastic or not at all enthusiastic about the candidacy of John McCain?

|  | REG | IND | REP | MOD | CONS | WHITE | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Enthusiastic (net) | 63 | $\underline{55}$ | 72 | $\underline{52}$ | 69 | 63 | 61 | 64 |
| Very enthusiastic | 27 | 16 | 35 | 17 | 32 | 27 | 25 | 29 |
| Somewhat enthusiastic | c 35 | 39 | 37 | 35 | 38 | 36 | 36 | 35 |
| Not Enthused (net) | $\underline{36}$ | 44 | $\underline{27}$ | 48 | $\underline{30}$ | $\underline{36}$ | 38 | 35 |
| Not too enthusiastic | 26 | 34 | 19 | 37 | 20 | 24 | 30 | 22 |
| Not enthusiastic at all | 11 | 10 | 7 | 11 | 9 | 11 | 8 | 13 |
| Don't know (net) | $\underline{1}$ | $\underline{1}$ | $\underline{1}$ | - | $\underline{1}$ | $\underline{1}$ | $\underline{1}$ | $\underline{1}$ |

## (ASKED OF ALL REGISTERED VOTERS)

Q7. If the elections for Congress were being held today, which party would you like to see win in your congressional district: the Democratic Party or the Republican Party? (Includes Leaners)

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Democrats | 45 | 89 | 35 | 3 | 77 | 54 | 19 | 37 | 87 | 44 | 46 |
| Republicans | 39 | 5 | 38 | 88 | 9 | 26 | 69 | 46 | 3 | 37 | 41 |
| Other party | 1 | - | 2 | - | - | 2 | 1 | 1 | - | 1 | - |
| Neither | 4 | 2 | 8 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| Don't know | 11 | 4 | 17 | 6 | 10 | 13 | 7 | 11 | 6 | 13 | 9 |

Ticket Vote in 2-Way Race:
Democrats
Republicans
$\begin{array}{rcc}\text { Obama/Biden } & & \text { McCain/Palin } \\ & \mathbf{6} \\ \mathbf{8} & \mathbf{8 0} \\ 2 & 5 \\ \mathbf{9} & \mathbf{9}\end{array}$

Q9. What issue or problem do you consider the top priority for candidates running for president to address this election?
(TWO REPLIES ACCEPTED)

|  | EG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nothing in particular | 2 | 2 | 2 | 3 | 3 | 1 | 3 | 2 | 4 | 2 | 2 |
| The economy in general | 169 | 69 | 69 | 68 | 72 | 73 | 65 | 70 | 65 | 70 | 66 |
| War in Iraq | 21 | 27 | 20 | 18 | 28 | 18 | 20 | 22 | 14 | 23 | 20 |
| Healthcare reform | 13 | 19 | 12 | 4 | 20 | 14 | 6 | 13 | 18 | 9 | 17 |
| Protect US from terrorists | 4 | 1 | 2 | 8 | 1 | 3 | 6 | 4 | 1 | 5 | 3 |
| Taxes | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 4 | 2 | 3 |
| High cost gas/oil/fuel | 3 | 5 | 3 | 2 | 5 | 4 | 2 | 2 | 3 | 3 | 3 |
| Educational issues | 2 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 7 | 1 | 3 |
| Illegal Im/Border security | 2 | - | 2 | 3 | - | 1 | 3 | 2 | - | 2 | 2 |
| Abortion/ gay rights/etc. |  | - | 1 | 4 | - | - | 3 | 2 | - | 1 | 2 |
| Budget deficit | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 1 |
| Unemployment/jobs | 2 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 4 | 2 | 3 |
| Recession/depression | 1 | 1 | 2 | - | 2 | - | - | 1 | - | 1 | - |
| Foreclosures/sub-prime | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Bailout/\$700B package | 1 | 1 | 2 | - | 1 | 3 | - | 1 | 1 | 1 | 1 |
| Env protection issues | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 |
| Homelessness/poverty | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 |
| Income inequities | 1 | 1 | 1 | - | - | 1 | - | 1 | - | - | - |
| Alternative energy | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | - | 2 | 1 |
| Increase oil production | 1 | - | 2 | 2 | 1 | - | 3 | 2 | 1 | 2 | 1 |
| Threat countries | 1 | - | 1 | 2 | 1 | 1 | 2 | 1 | - | 1 | 1 |
| Middle East | 1 | - | - | 2 | - | 1 | 1 | 1 | - | 1 | 1 |
| Afghanistan | - | - | - | - | - | - | - | 1 | - | 1 | - |
| Housing prices | - | - | 1 | - | - | - | - | - | - | - | 1 |
| Other | 12 | 9 | 16 | 13 | 8 | 10 | 16 | 12 | 8 | 14 | 10 |
| Don't know | 4 | 4 | 4 | 4 | 1 | 3 | 6 | 3 | 4 | 3 | 6 |

Q10. Do you have a positive or negative feeling about Barack Obama? (IF POSITIVE OR NEGATIVE) Is it very or only somewhat (positive/negative)?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Haven't heard (vol) | - | - | - | - | - | - | - | - | $\underline{1}$ | - | - |
| Positive (net) | $\underline{53}$ | 87 | $\underline{50}$ | 14 | 85 | 60 | $\underline{28}$ | 44 | $\underline{93}$ | $\underline{53}$ | 53 |
| Very positive | 35 | 70 | 24 | 5 | 63 | 37 | 15 | 25 | 72 | 33 | 37 |
| Somewhat positive | 18 | 17 | 26 | 8 | 22 | 23 | 13 | 19 | 21 | 21 | 16 |
| Negative (net) | $\underline{34}$ | $\underline{9}$ | $\underline{33}$ | 71 | $\underline{7}$ | $\underline{26}$ | $\underline{58}$ | 44 | $\underline{2}$ | $\underline{34}$ | $\underline{35}$ |
| Somewhat negative | 12 | 4 | 13 | 21 | 2 | 13 | 17 | 15 | - | 12 | 11 |
| Very negative | 23 | 5 | 20 | 51 | 5 | 13 | 41 | 29 | 2 | 21 | 24 |
| Neutral (vol) | 10 | $\underline{3}$ | 14 | 12 | $\underline{6}$ | 12 | 12 | 11 | $\underline{3}$ | 10 | 10 |
| Don't know (net) | $\underline{3}$ | $\underline{1}$ | $\underline{3}$ | $\underline{3}$ | $\underline{2}$ | $\underline{2}$ | $\underline{\underline{2}}$ | 1 | $\underline{1}$ | $\underline{3}$ | $\underline{\underline{2}}$ |

Q11. Do you have a positive or negative feeling about John McCain? (IF POSITIVE OR NEGATIVE) Is it very or only somewhat (positive/negative)?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Positive (net) | 47 | 16 | $\underline{51}$ | $\underline{84}$ | 16 | $\underline{42}$ | $\underline{73}$ | $\underline{54}$ | $\underline{24}$ | $\underline{48}$ | 47 |
| Very positive | 20 | 4 | 16 | 49 | 4 | 13 | 37 | 25 | 4 | 18 | 22 |
| Somewhat positive | 27 | 12 | 35 | 35 | 12 | 29 | 36 | 29 | 20 | 30 | 25 |
| Negative (net) | $\underline{39}$ | 69 | $\underline{32}$ | $\underline{9}$ | 71 | 41 | 16 | $\underline{34}$ | $\underline{56}$ | $\underline{38}$ | $\underline{39}$ |
| Somewhat negative | 17 | 28 | 15 | 5 | 29 | 19 | 7 | 15 | 26 | 17 | 16 |
| Very negative | 22 | 42 | 17 | 4 | 41 | 22 | 9 | 20 | 30 | 21 | 23 |
| Neutral (vol) | 11 | $\underline{12}$ | 14 | $\underline{5}$ | 11 | 15 | 8 | 10 | 14 | 12 | 11 |
| Don't know (net) | $\underline{3}$ | $\underline{3}$ | $\underline{3}$ | $\underline{2}$ | $\underline{2}$ | $\underline{2}$ | $\underline{3}$ | $\underline{2}$ | $\underline{6}$ | $\underline{2}$ | $\underline{3}$ |

Q12. Do you have a positive or negative feeling about Joe Biden? (IF POSITIVE OR NEGATIVE) Is it very or only somewhat (positive/negative)?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Haven't heard (vol) | $\underline{3}$ | $\underline{2}$ | 4 | 1 | $\underline{2}$ | 4 | $\underline{2}$ | $\underline{2}$ | 4 | $\underline{3}$ | $\underline{2}$ |
| Positive (net) | $\underline{49}$ | 80 | $\underline{47}$ | 12 | $\underline{78}$ | $\underline{57}$ | $\underline{26}$ | 42 | 78 | $\underline{50}$ | $\underline{47}$ |
| Very positive | 25 | 53 | 16 | 4 | 47 | 26 | 11 | 22 | 52 | 25 | 25 |
| Somewhat positive | 23 | 27 | 31 | 8 | 31 | 30 | 15 | 21 | 26 | 25 | 22 |
| Negative (net) | $\underline{27}$ | $\underline{6}$ | $\underline{25}$ | 60 | 4 | $\underline{20}$ | $\underline{48}$ | $\underline{34}$ | $\underline{6}$ | $\underline{27}$ | $\underline{27}$ |
| Somewhat negative | 12 | 3 | 11 | 24 | 2 | 11 | 19 | 14 | 2 | 11 | 12 |
| Very negative | 16 | 3 | 14 | 36 | 2 | 9 | 29 | 19 | 4 | 17 | 15 |
| Neutral (vol) | 16 | $\underline{9}$ | $\underline{20}$ | $\underline{20}$ | 13 | 16 | 18 | 17 | $\underline{8}$ | 15 | 18 |
| Don't know (net) | $\underline{5}$ | 4 | $\underline{4}$ | $\underline{7}$ | $\underline{3}$ | 4 | $\underline{6}$ | $\underline{5}$ | $\underline{4}$ | 4 | $\underline{6}$ |

Q13. Do you have a positive or negative feeling about Sarah Palin? (IF POSITIVE OR NEGATIVE) Is it very or only somewhat (positive/negative)?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Haven't heard (vol) | 1 | 1 | 1 | - | 1 | - | 1 | 1 | $\underline{2}$ | 1 | 1 |
| Positive (net) | $\underline{43}$ | 16 | $\underline{41}$ | $\underline{84}$ | 13 | 35 | $\underline{70}$ | $\underline{50}$ | $\underline{20}$ | $\underline{41}$ | 46 |
| Very positive | 26 | 6 | 20 | 61 | 6 | 20 | 43 | 33 | 4 | 22 | 29 |
| Somewhat positive | 18 | 9 | 21 | 23 | 7 | 15 | 27 | 18 | 16 | 18 | 17 |
| Negative (net) | $\underline{42}$ | $\underline{70}$ | $\underline{41}$ | $\underline{8}$ | $\underline{74}$ | 50 | 18 | $\underline{38}$ | 64 | $\underline{44}$ | 41 |
| Somewhat negative | 12 | 15 | 16 | 3 | 18 | 15 | 6 | 11 | 21 | 15 | 10 |
| Very negative | 30 | 56 | 25 | 5 | 56 | 35 | 12 | 27 | 43 | 29 | 31 |
| Neutral (vol) | 10 | 10 | 12 | $\underline{6}$ | $\underline{8}$ | 12 | $\underline{9}$ | 8 | 11 | 12 | $\underline{8}$ |
| Don't know (net) | 4 | $\underline{3}$ | $\underline{5}$ | $\underline{2}$ | 4 | $\underline{3}$ | $\underline{2}$ | $\underline{3}$ | $\underline{3}$ | $\underline{3}$ | 4 |

Q14. Does Sarah Palin's presence on the ballot as a candidate for vice president, make you more or less likely to vote for John McCain for president, or does it not make a difference either way? (IF MORE/LESS) Does that make you much (more/less) likely or only somewhat (more/less) likely?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| More/likely (net) | $\underline{22}$ | $\underline{7}$ | 19 | $\underline{48}$ | $\underline{6}$ | $\underline{21}$ | 34 | $\underline{28}$ | $\underline{3}$ | $\underline{20}$ | $\underline{24}$ |
| Much more likely | 14 | 4 | 10 | 33 | 3 | 13 | 22 | 17 | 2 | 13 | 14 |
| Somewhat more likely | y 8 | 3 | 9 | 15 | 3 | 8 | 12 | 11 | - | 7 | 10 |
| Less/likely (net) | $\underline{27}$ | 41 | 31 | $\underline{3}$ | 46 | 37 | $\underline{8}$ | $\underline{25}$ | $\underline{28}$ | $\underline{26}$ | $\underline{27}$ |
| Somewhat less likely | 8 | 9 | 11 | 2 | 11 | 12 | 4 | 7 | 9 | 7 | 9 |
| Much less likely | 19 | 32 | 20 | 1 | 35 | 24 | 4 | 18 | 20 | 19 | 18 |
| No difference | $\underline{50}$ | 51 | 49 | 48 | 47 | $\underline{41}$ | $\underline{57}$ | 46 | $\underline{67}$ | $\underline{53}$ | 47 |
| Don't know (net) | $\underline{1}$ | $\underline{2}$ | $\underline{1}$ | $\underline{1}$ | 1 | $\underline{2}$ | $\underline{1}$ | $\underline{1}$ | $\underline{2}$ | $\underline{1}$ | $\underline{2}$ |

Q15. Do you think Republican vice presidential candidate Sarah Palin is qualified to become president of the United States if something happens to John McCain, or is she not qualified?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Qualified | 43 | 18 | 41 | 81 | 15 | 34 | 69 | 48 | 19 | 43 | 44 |
| Not qualified | 49 | 77 | 49 | 12 | 77 | 59 | 24 | 44 | 73 | 49 | 48 |
| Don't know | 8 | 5 | 10 | 7 | 8 | 7 | 7 | 8 | 8 | 8 | 8 |

Q16. Do you think Democratic vice presidential candidate Joe Biden is qualified to become president of the United States if something happens to Barack Obama, or is he not qualified?

|  | REG | DEM | $\underline{\text { IND }}$ | $\underline{\text { REP }}$ | $\underline{\text { LIB }}$ | $\underline{\text { MOD }}$ | CONS | WHITE | BLACK | MALE | FEMALE |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Qualified | $\mathbf{7 6}$ | $\mathbf{9 0}$ | $\mathbf{7 6}$ | $\mathbf{5 9}$ | $\mathbf{8 8}$ | $\mathbf{7 9}$ | $\mathbf{6 7}$ | $\mathbf{7 3}$ | $\mathbf{9 2}$ | $\mathbf{7 7}$ | $\mathbf{7 4}$ |
| Not qualified | $\mathbf{1 3}$ | $\mathbf{3}$ | $\mathbf{1 1}$ | $\mathbf{3 0}$ | $\mathbf{4}$ | $\mathbf{1 1}$ | $\mathbf{2 2}$ | $\mathbf{1 6}$ | $\mathbf{2}$ | $\mathbf{1 3}$ | $\mathbf{1 4}$ |
| Don't know | $\mathbf{1 1}$ | $\mathbf{7}$ | $\mathbf{1 3}$ | $\mathbf{1 1}$ | $\mathbf{8}$ | $\mathbf{1 0}$ | $\mathbf{1 1}$ | $\mathbf{1 1}$ | $\mathbf{6}$ | $\mathbf{1 0}$ | $\mathbf{1 2}$ |

Now turning back to the candidates running for president. I am going to mention a few things that voters think about when deciding who to vote for in an election. Regardless of your choice for president, please tell me, for each issue I mention, what you think about Barack Obama and John McCain. First,

Q17. Do you think Barack Obama has the right experience to be president, or not?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | 49 | 80 | 45 | 15 | 75 | 54 | 29 | 41 | 79 | 49 | 50 |
| No | 42 | 14 | 42 | 79 | 14 | 37 | 65 | 51 | 9 | 41 | 43 |
| Don't know | 9 | 6 | 13 | 6 | 11 | 9 | 6 | 8 | 12 | 10 | 7 |

Q18. Do you think John McCain has the right experience to be president, or not?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | 80 | 66 | 85 | 94 | 70 | 81 | 87 | 86 | 59 | 82 | 79 |
| No | 14 | 26 | 10 | 2 | 21 | 14 | 8 | 10 | 26 | 14 | 13 |
| Don't know | 6 | 8 | 5 | 4 | 9 | 5 | 5 | 4 | 15 | 4 | 8 |

Q19. Regardless of your choice for president, do you feel that you know enough about Barack Obama to decide whether he would make a good president, or not?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Know enough | 73 | 82 | 65 | 75 | 79 | 73 | 70 | 72 | 81 | 73 | 73 |
| Don't know enough | 23 | 16 | 28 | 22 | 17 | 24 | 25 | 24 | 11 | 23 | 23 |
| Don't know | 4 | 2 | 7 | 3 | 4 | 3 | 5 | 4 | 8 | 4 | 4 |

Q20. Regardless of your choice for president, do you feel that you know enough about John McCain to decide whether he would make a good president, or not?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Know enough | 81 | 73 | 83 | 93 | 78 | 82 | 86 | 86 | 54 | 83 | 80 |
| Don't know enough | 15 | 23 | 11 | 7 | 17 | 14 | 12 | 11 | 35 | 13 | 17 |
| Don't know | 4 | 4 | 6 | - | 5 | 4 | 2 | 3 | 11 | 4 | 3 |

Q21. Who do you trust more to make the right decisions about the economy: Barack Obama or John McCain?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama | $\underline{48}$ | 85 | $\underline{46}$ | $\underline{6}$ | 83 | $\underline{55}$ | $\underline{22}$ | $\underline{39}$ | 84 | 50 | $\underline{47}$ |
| John McCain | $\underline{36}$ | $\underline{6}$ | $\underline{32}$ | 82 | $\underline{7}$ | $\underline{29}$ | 61 | $\underline{45}$ | 1 | $\underline{32}$ | $\underline{40}$ |
| Both equally (vol) | $\underline{3}$ | $\underline{3}$ | $\underline{3}$ | 1 | $\underline{2}$ | 4 | $\underline{2}$ | $\underline{3}$ | $\underline{2}$ | $\underline{3}$ | $\underline{2}$ |
| Neither/Other (net) | 8 | $\underline{3}$ | 11 | 8 | $\underline{5}$ | $\underline{7}$ | 10 | $\underline{9}$ | 4 | 10 | $\underline{6}$ |
| Neither of them (vol) | ) 8 | 3 | 11 | 8 | 4 | 7 | 10 | 8 | 4 | 10 | 6 |
| Other candidate (vol) | ) | - | - | - | 1 | - | - | - | - | - | - |
| Don't know (net) | $\underline{5}$ | $\underline{3}$ | $\underline{8}$ | $\underline{3}$ | $\underline{3}$ | $\underline{5}$ | $\underline{5}$ | $\underline{5}$ | $\underline{9}$ | $\underline{5}$ | $\underline{5}$ |

Q22. Who do you think will substantially change the way things are done in Washington: Barack Obama or John McCain?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama | 51 | 81 | 49 | 15 | 78 | $\underline{57}$ | $\underline{28}$ | 43 | 78 | 52 | 50 |
| John McCain | $\underline{26}$ | $\underline{5}$ | $\underline{21}$ | $\underline{62}$ | 4 | 18 | $\underline{46}$ | $\underline{31}$ | $\underline{8}$ | $\underline{23}$ | $\underline{30}$ |
| Both equally (vol) | $\underline{5}$ | $\underline{2}$ | $\underline{7}$ | $\underline{3}$ | $\underline{4}$ | $\underline{6}$ | 4 | $\underline{5}$ | $\underline{2}$ | $\underline{5}$ | $\underline{4}$ |
| Neither/Other (net) | 13 | 8 | 17 | 15 | 10 | 14 | 16 | 16 | $\underline{5}$ | 17 | 10 |
| Neither of them (vol) | ) 13 | 8 | 17 | 15 | 10 | 14 | 16 | 16 | 5 | 17 | 10 |
| Other candidate (vol) | ) | - | - | 1 | - | - | 1 | - | - | - | - |
| Don't know (net) | $\underline{5}$ | $\underline{4}$ | $\underline{6}$ | 4 | $\underline{4}$ | $\underline{5}$ | $\underline{5}$ | $\underline{5}$ | $\underline{7}$ | $\underline{3}$ | $\underline{6}$ |

Q23. Who do you think would be best at achieving success in Iraq: Barack Obama or John McCain?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama | $\underline{38}$ | 72 | $\underline{32}$ | 4 | 71 | $\underline{39}$ | 16 | $\underline{29}$ | 73 | $\underline{38}$ | 38 |
| John McCain | $\underline{49}$ | 13 | $\underline{52}$ | $\underline{92}$ | 14 | $\underline{44}$ | $\underline{76}$ | $\underline{57}$ | 12 | $\underline{49}$ | 49 |
| Both equally (vol) | $\underline{3}$ | $\underline{5}$ | $\underline{3}$ | - | $\underline{3}$ | 4 | 1 | $\underline{2}$ | $\underline{5}$ | 4 | $\underline{2}$ |
| Neither/Other (net) | $\underline{5}$ | 4 | 7 | $\underline{2}$ | $\underline{6}$ | 8 | $\underline{3}$ | 6 | 5 | 6 | 4 |
| Neither of them (vol) | ) 5 | 4 | 7 | 2 | 6 | 8 | 3 | 6 | 5 | 6 | 4 |
| Don't know (net) | $\underline{5}$ | $\underline{6}$ | $\underline{7}$ | $\underline{2}$ | $\underline{6}$ | $\underline{5}$ | 4 | $\underline{6}$ | $\underline{5}$ | $\underline{3}$ | $\underline{7}$ |

Q24. Who do you think cares more about people like you: Barack Obama or John McCain?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama | 47 | 84 | 42 | 8 | 84 | 48 | $\underline{23}$ | 37 | 81 | 47 | 48 |
| John McCain | $\underline{31}$ | 4 | $\underline{29}$ | 69 | $\underline{5}$ | $\underline{26}$ | $\underline{52}$ | $\underline{38}$ | $\underline{3}$ | $\underline{28}$ | 34 |
| Both equally (vol) | $\underline{7}$ | 4 | $\underline{9}$ | $\underline{8}$ | $\underline{3}$ | 11 | $\underline{8}$ | $\underline{8}$ | $\underline{5}$ | $\underline{8}$ | $\underline{6}$ |
| Neither/Other (net) | $\underline{9}$ | $\underline{3}$ | 13 | $\underline{9}$ | 4 | $\underline{8}$ | 10 | 10 | 4 | 11 | $\underline{6}$ |
| Neither of them (vol) | ) 8 | 3 | 12 | 9 | 4 | 8 | 10 | 9 | 4 | 10 | 6 |
| Other candidate (vol) | ) 1 | - | 1 | - | - | - | 1 | 1 | - | 1 | - |
| Don't know (net) | $\underline{6}$ | $\underline{5}$ | $\underline{7}$ | $\underline{6}$ | 4 | $\underline{7}$ | $\underline{7}$ | $\underline{7}$ | $\underline{7}$ | $\underline{6}$ | $\underline{6}$ |

Q25. Who do you think would be best at dealing with an international crisis: Barack Obama or John McCain?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama | $\underline{39}$ | 72 | $\underline{31}$ | $\underline{7}$ | 69 | $\underline{42}$ | 17 | $\underline{30}$ | $\underline{71}$ | $\underline{37}$ | 41 |
| John McCain | 48 | 15 | $\underline{54}$ | 86 | $\underline{17}$ | 44 | 73 | $\underline{57}$ | 11 | $\underline{49}$ | $\underline{47}$ |
| Both equally (vol) | $\underline{5}$ | $\underline{7}$ | $\underline{5}$ | $\underline{2}$ | $\underline{6}$ | $\underline{6}$ | 4 | $\underline{4}$ | $\underline{9}$ | $\underline{6}$ | 4 |
| Neither/Other (net) | $\underline{3}$ | $\underline{2}$ | 4 | $\underline{2}$ | 4 | $\underline{3}$ | $\underline{3}$ | 4 | $\underline{3}$ | $\underline{3}$ | $\underline{3}$ |
| Neither of them (vol) | ) 3 | 2 | 4 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 3 |
| Other candidate (vol) | ) | 1 | - | - | - | - | - | 1 | - | - | - |
| Don't know (net) | $\underline{5}$ | 4 | $\underline{6}$ | $\underline{3}$ | 4 | $\underline{5}$ | 4 | $\underline{5}$ | $\underline{6}$ | $\underline{5}$ | $\underline{5}$ |

Q26. Do you have confidence or no confidence that Barack Obama has an economic plan that can deal with the current financial crisis? (IF CONFIDENCE) Do you have a lot of confidence or some confidence? (IF NO CONFIDENCE) Do you have not too much confidence or no confidence at all?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Haven't heard (vol) | 1 | 1 | $\underline{2}$ | 1 | $\underline{2}$ | 1 | 1 | $\underline{1}$ | $\underline{3}$ | 1 | $\underline{2}$ |
| Confidence (net) | $\underline{56}$ | 86 | $\underline{51}$ | $\underline{24}$ | 85 | 64 | $\underline{32}$ | $\underline{48}$ | 89 | $\underline{56}$ | 56 |
| A lot of confidence | 25 | 53 | 16 | 4 | 42 | 27 | 14 | 17 | 57 | 23 | 27 |
| Some confidence | 31 | 33 | 35 | 20 | 42 | 38 | 18 | 31 | 32 | 33 | 28 |
| N/Confidence (net) | $\underline{37}$ | $\underline{9}$ | $\underline{39}$ | 70 | 11 | $\underline{27}$ | $\underline{61}$ | $\underline{44}$ | $\underline{7}$ | $\underline{38}$ | $\underline{36}$ |
| Not too much conf | 10 | 3 | 12 | 16 | 4 | 11 | 13 | 12 | - | 9 | 10 |
| No confidence at all | 27 | 6 | 28 | 54 | 8 | 16 | 48 | 32 | 7 | 29 | 26 |
| Don't know (net) | $\underline{6}$ | 4 | $\underline{8}$ | $\underline{5}$ | $\underline{3}$ | 8 | $\underline{6}$ | $\underline{7}$ | $\underline{1}$ | $\underline{5}$ | $\underline{6}$ |

Q27. Do you have confidence or no confidence that John McCain has an economic plan that can deal with the current financial crisis? (IF CONFIDENCE) Do you have a lot of confidence or some confidence? (IF NO CONFIDENCE) Do you have not too much confidence or no confidence at all?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Haven't heard (vol) | $\underline{2}$ | 1 | $\underline{3}$ | $\underline{1}$ | 1 | $\underline{3}$ | $\underline{2}$ | 1 | 4 | $\underline{2}$ | $\underline{\underline{2}}$ |
| Confidence (net) | 41 | $\underline{22}$ | $\underline{38}$ | $\underline{72}$ | $\underline{22}$ | $\underline{38}$ | $\underline{58}$ | $\underline{46}$ | $\underline{20}$ | $\underline{40}$ | 43 |
| A lot of confidence | 14 | 4 | 11 | 32 | 3 | 12 | 24 | 16 | 7 | 12 | 15 |
| Some confidence | 28 | 18 | 28 | 40 | 20 | 26 | 34 | 30 | 13 | 27 | 28 |
| N/Confidence (net) | $\underline{50}$ | 73 | $\underline{53}$ | 19 | 73 | $\underline{52}$ | $\underline{35}$ | 45 | $\underline{73}$ | $\underline{53}$ | $\underline{48}$ |
| Not much conf | 15 | 16 | 20 | 7 | 20 | 15 | 12 | 15 | 16 | 14 | 16 |
| No confidence at all | 35 | 57 | 32 | 13 | 53 | 37 | 22 | 30 | 57 | 39 | 32 |
| Don't know (net) | $\underline{7}$ | 4 | $\underline{6}$ | 7 | $\underline{4}$ | $\underline{7}$ | $\underline{6}$ | $\underline{8}$ | $\underline{3}$ | $\underline{6}$ | $\underline{7}$ |

Q28. Who would do a better job of handling the financial crisis next year: Barack Obama or John McCain?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama | 46 | 82 | 43 | $\underline{6}$ | 80 | $\underline{53}$ | $\underline{21}$ | $\underline{36}$ | $\underline{88}$ | $\underline{47}$ | 46 |
| John McCain | $\underline{35}$ | $\underline{5}$ | $\underline{32}$ | $\underline{77}$ | $\underline{5}$ | $\underline{\underline{27}}$ | 60 | $\underline{43}$ | - | $\underline{33}$ | $\underline{35}$ |
| Both equally (vol) | 4 | $\underline{3}$ | $\underline{5}$ | $\underline{2}$ | $\underline{2}$ | $\underline{6}$ | $\underline{3}$ | $\underline{3}$ | $\underline{5}$ | 4 | $\underline{3}$ |
| Neither of them (vol) | $\underline{6}$ | 4 | $\underline{8}$ | $\underline{6}$ | $\underline{5}$ | $\underline{7}$ | $\underline{6}$ | $\underline{7}$ | - | 8 | $\underline{5}$ |
| Don't know (net) | 10 | $\underline{6}$ | 12 | $\underline{9}$ | $\underline{8}$ | $\underline{7}$ | 10 | 11 | $\underline{7}$ | $\underline{8}$ | 11 |

Q29. Who do you think has closer ties to the financial institutions that are involved with the economic crisis in this country:
Barack Obama or John McCain?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama | $\underline{25}$ | $\underline{33}$ | 17 | $\underline{26}$ | $\underline{27}$ | $\underline{20}$ | $\underline{29}$ | $\underline{21}$ | 41 | $\underline{25}$ | $\underline{26}$ |
| John McCain | $\underline{43}$ | $\underline{43}$ | $\underline{46}$ | 41 | $\underline{49}$ | 45 | $\underline{39}$ | $\underline{44}$ | $\underline{38}$ | $\underline{39}$ | 46 |
| Both equally (vol) | $\underline{9}$ | $\underline{6}$ | 12 | $\underline{9}$ | $\underline{6}$ | 11 | $\underline{8}$ | 8 | $\underline{8}$ | 12 | $\underline{5}$ |
| Neither of them (vol) | $\underline{5}$ | $\underline{4}$ | $\underline{7}$ | $\underline{7}$ | $\underline{3}$ | $\underline{7}$ | $\underline{6}$ | $\underline{7}$ | $\underline{2}$ | $\underline{7}$ | 4 |
| Don't know (net) | 18 | 14 | 19 | 18 | 15 | 17 | 18 | $\underline{20}$ | 11 | 17 | 19 |

Q30. Do you agree or disagree with the following statement: "John McCain will continue the policies of George W. Bush"? (IF AGREE/DISAGREE) Do you strongly or only somewhat (agree/disagree) with that statement?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Agree (net) | $\underline{52}$ | $\underline{83}$ | $\underline{51}$ | $\underline{16}$ | $\underline{87}$ | $\underline{58}$ | $\underline{27}$ | 47 | 75 | $\underline{53}$ | $\underline{51}$ |
| Strongly agree | 37 | 67 | 31 | 7 | 63 | 43 | 16 | 31 | 68 | 36 | 37 |
| Somewhat agree | 15 | 16 | 20 | 9 | 23 | 15 | 11 | 16 | 6 | 17 | 14 |
| Disagree (net) | $\underline{42}$ | 14 | 41 | $\underline{80}$ | 12 | $\underline{37}$ | 66 | 49 | 18 | $\underline{42}$ | 43 |
| Somewhat disagree | 16 | 5 | 13 | 32 | 4 | 15 | 23 | 19 | 4 | 17 | 15 |
| Strongly disagree | 26 | 9 | 28 | 48 | 8 | 22 | 43 | 30 | 15 | 25 | 28 |
| Don't know (net) | $\underline{6}$ | $\underline{3}$ | $\underline{8}$ | 4 | $\underline{1}$ | $\underline{5}$ | $\underline{7}$ | 4 | 7 | $\underline{5}$ | $\underline{6}$ |

Q31. Regardless of your choice for president, does Barack Obama's race give you reservations about voting for him, or not?

|  | REG | DEM | IND | REP | LIB | MOD | CONS | WHITE | BLACK | MALE | FEMALE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | 8 | 8 | 7 | 12 | 5 | 5 | 13 | 8 | 11 | 10 | 7 |
| No | 90 | 91 | 92 | 85 | 94 | 94 | 86 | 90 | 89 | 88 | 91 |
| Don't know | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | - | 2 | 2 |

## Party Affiliation (among registered voters)

Democrats 34\%
Independents 34
Republicans 26

