

# BATTLEGROUND 2008

## Tracking

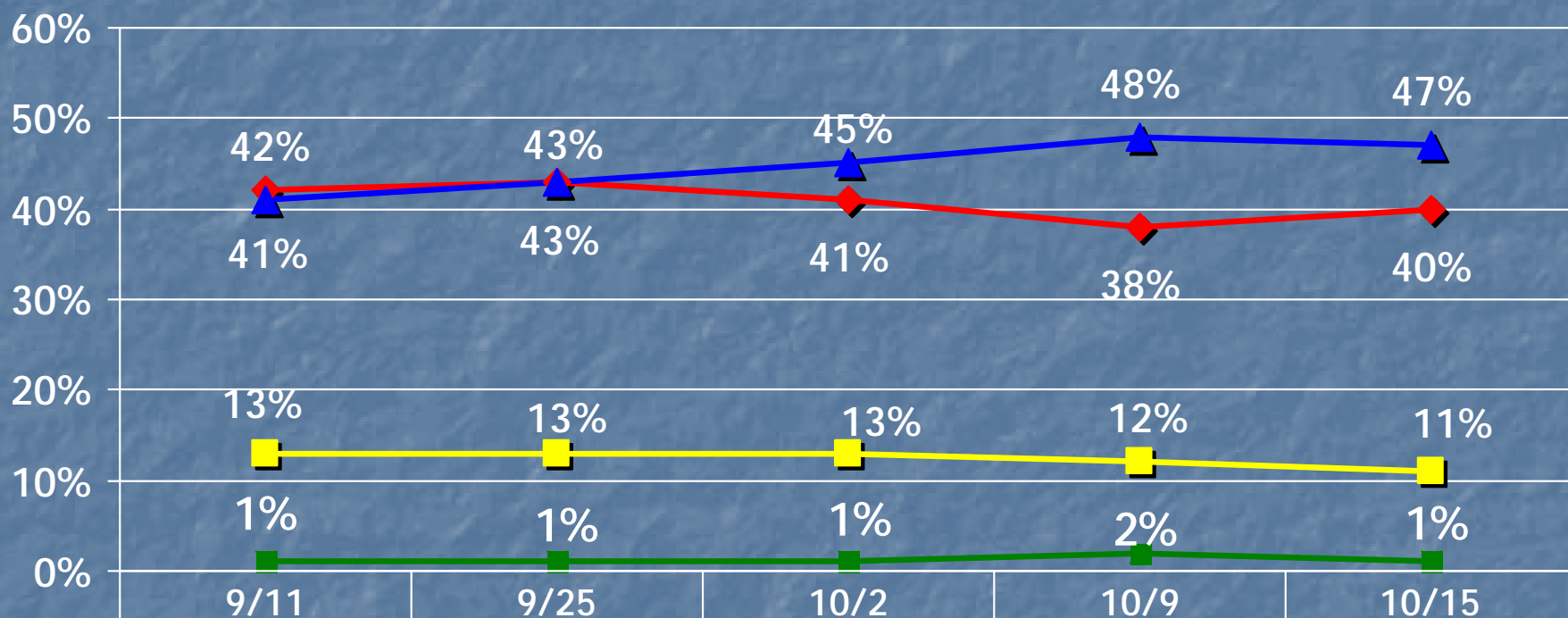


October 9, October 12 - October 15, 2008

N=1,000 Registered "Likely" Voters/ $\pm 3.1\%$  M.O.E.

# BATTLEGROUND 2008

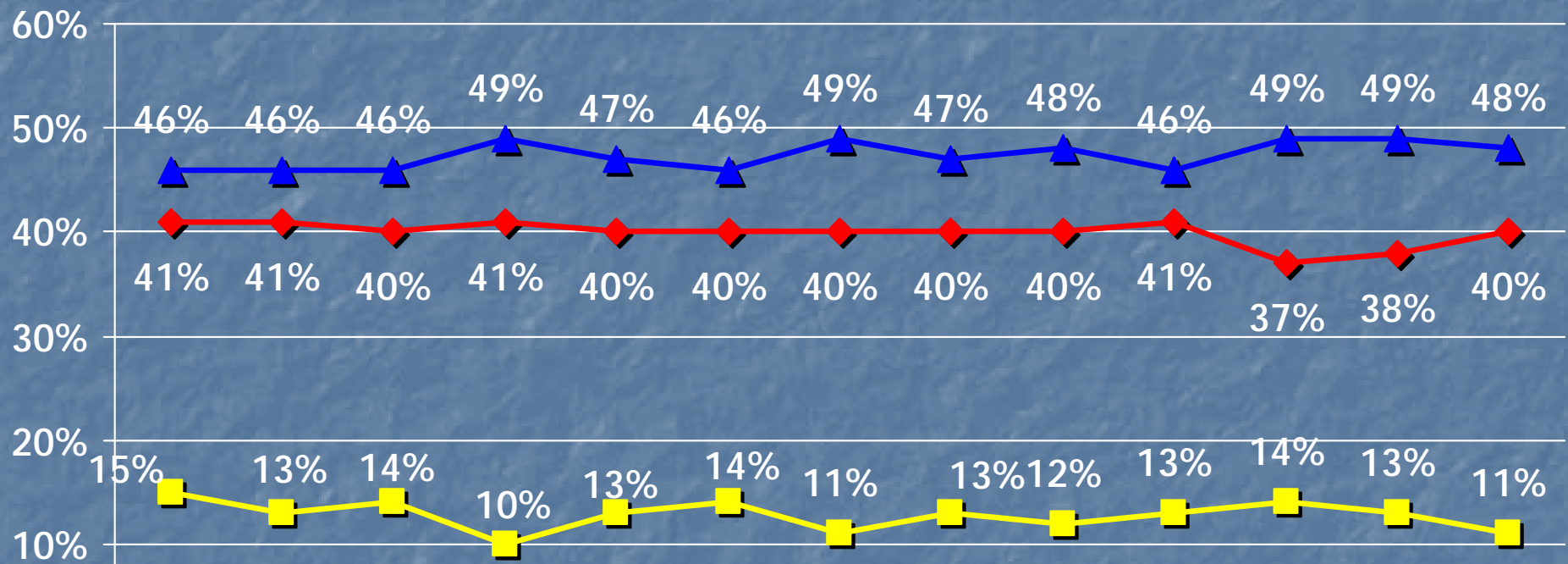
If the election for President were held today, and you had to make a choice, for which candidate would you probably vote?  
(UNAIDED BALLOT)



◆ McCain	42%	43%	41%	38%	40%
■ Undecided	13%	13%	13%	12%	11%
▲ Obama	41%	43%	45%	48%	47%
■ Other	1%	1%	1%	2%	1%

# BATTLEGROUND 2008

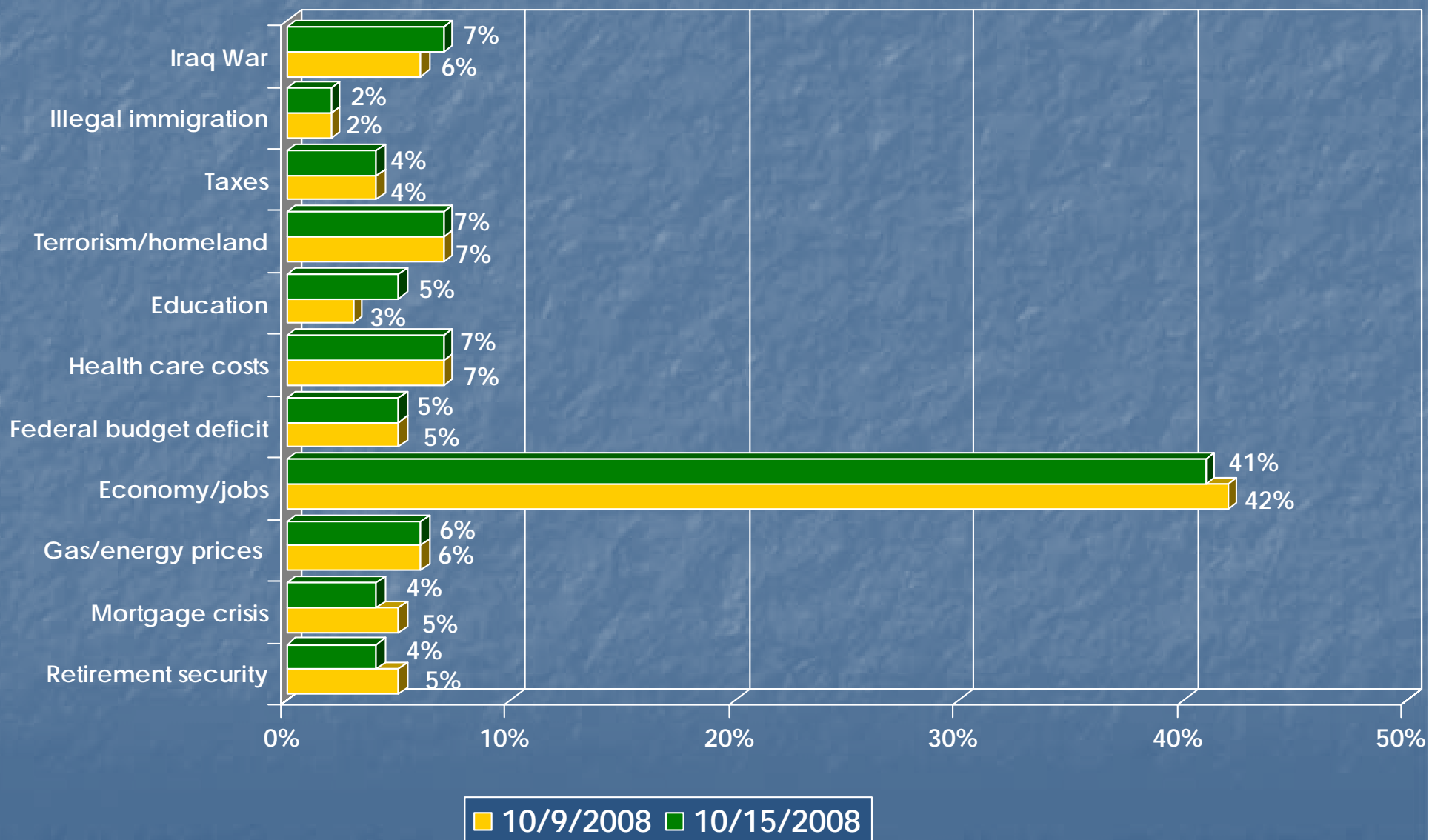
If the election for Congress were being held today, and you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?



	Mar-05	Oct-05	Feb-06	Sep-06	Jul-07	Dec-07	5/1	8/14	9/11	9/25	10/2	10/9	10/15
◆ Republican	41%	41%	40%	41%	40%	40%	40%	40%	40%	41%	37%	38%	40%
■ Undecided	15%	13%	14%	10%	13%	14%	11%	13%	12%	13%	14%	13%	11%
▲ Democrat	46%	46%	46%	49%	47%	46%	49%	47%	48%	46%	49%	49%	48%

# BATTLEGROUND 2008

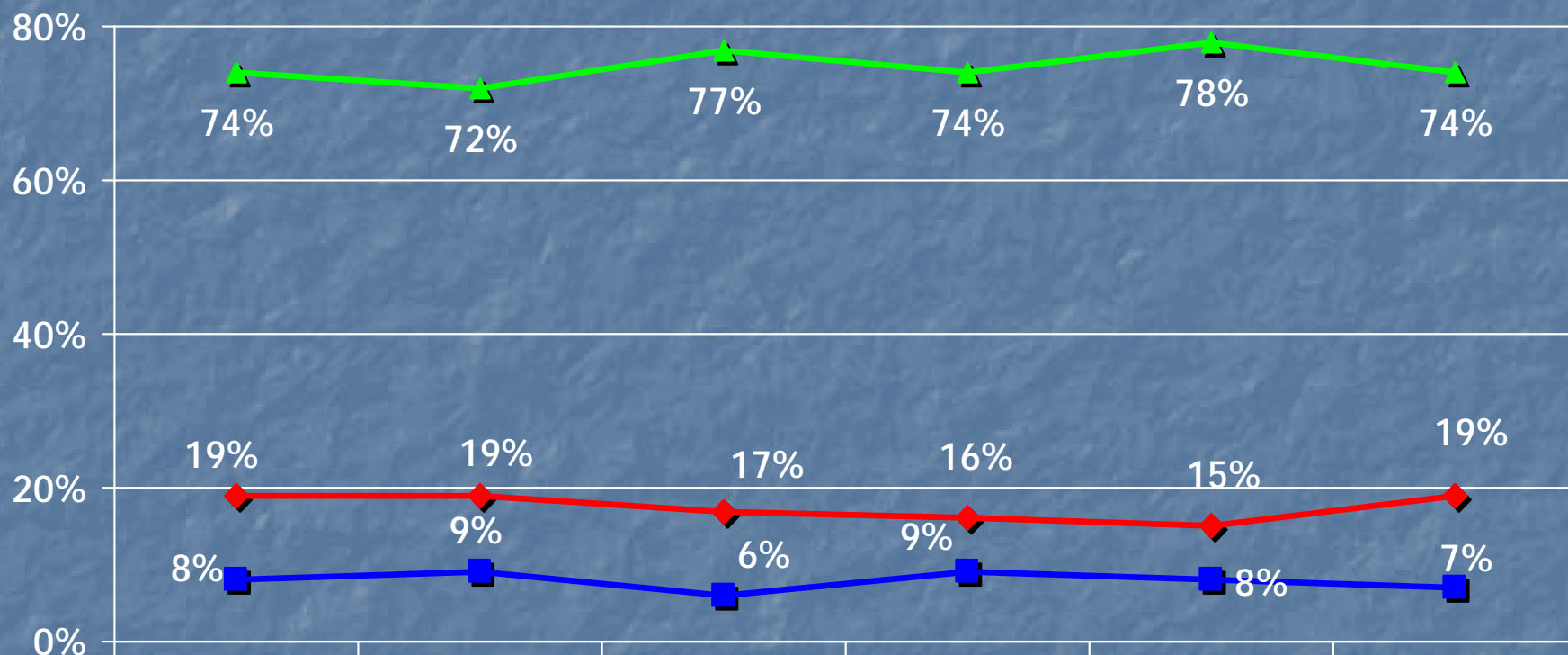
Please tell me which one issue is most important for Congress to work on?



# BATTLEGROUND 2008

How would you rate the job Congress has been doing this year?

Do you approve or disapprove of the job they are doing?

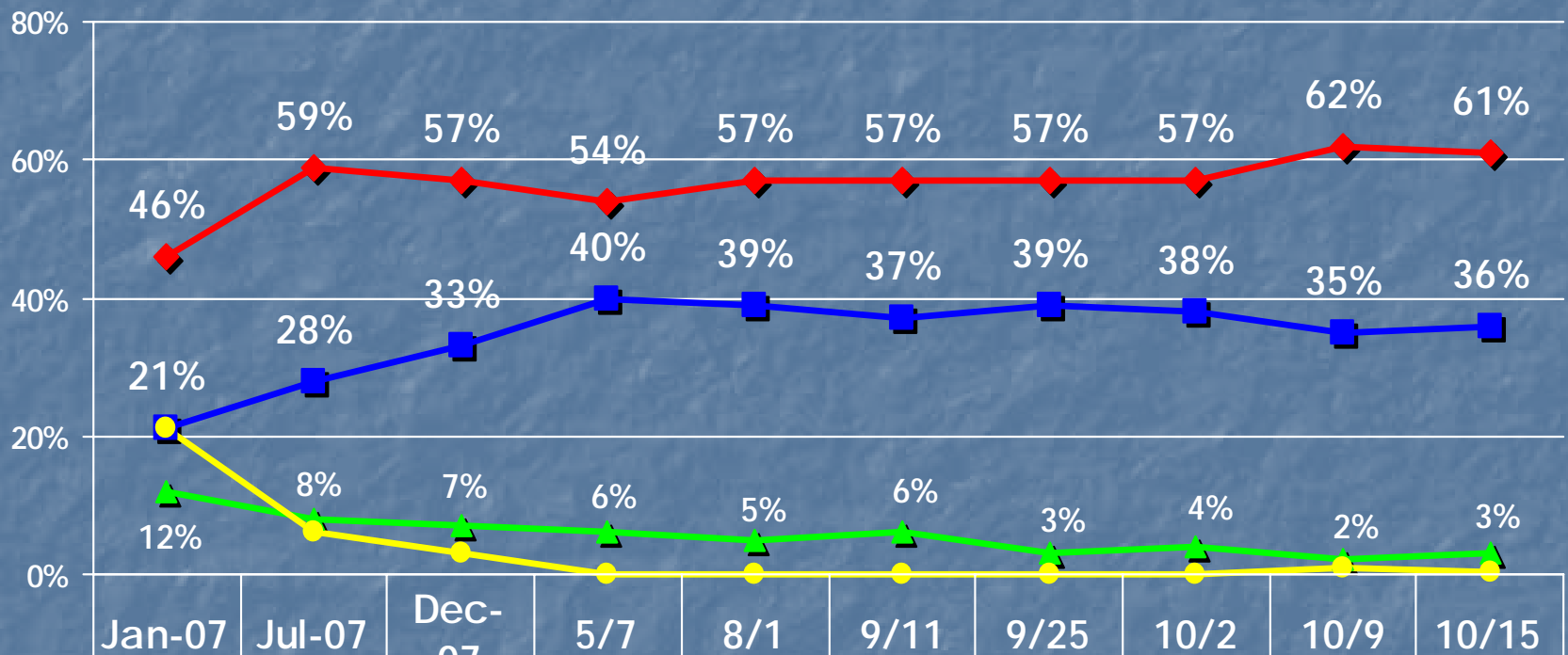


	8/14	9/11	9/25	10/2	10/9	10/15
◆ Approve	19%	19%	17%	16%	15%	19%
■ Unsure	8%	9%	6%	9%	8%	7%
▲ Disapprove	74%	72%	77%	74%	78%	74%

# BATTLEGROUND 2008

Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

"Barack Obama"

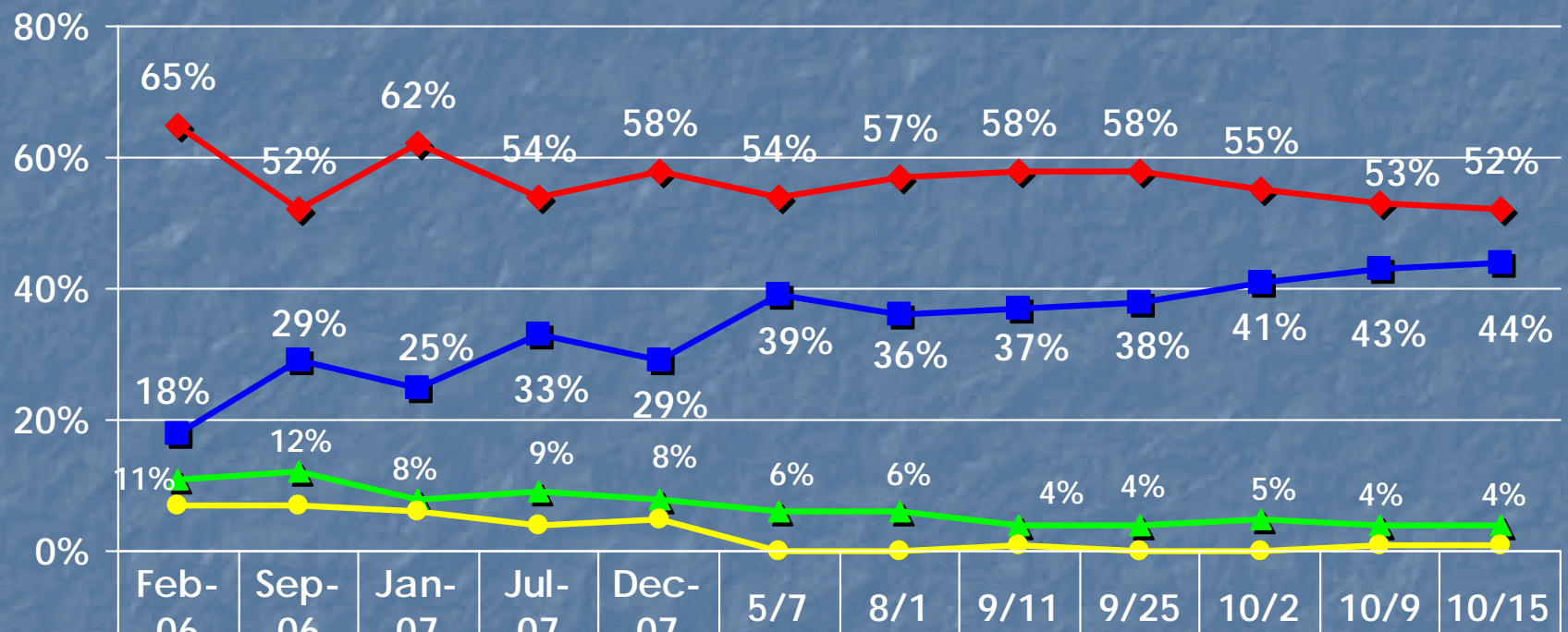


Favorable	46%	59%	57%	54%	57%	57%	57%	57%	62%	61%
Unfavorable	21%	28%	33%	40%	39%	37%	39%	38%	35%	36%
No Opinion	12%	8%	7%	6%	5%	6%	3%	4%	2%	3%
Never heard of	21%	6%	3%	0%	0%	0%	0%	0%	1%	0.3%

# BATTLEGROUND 2008

Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

"John McCain"

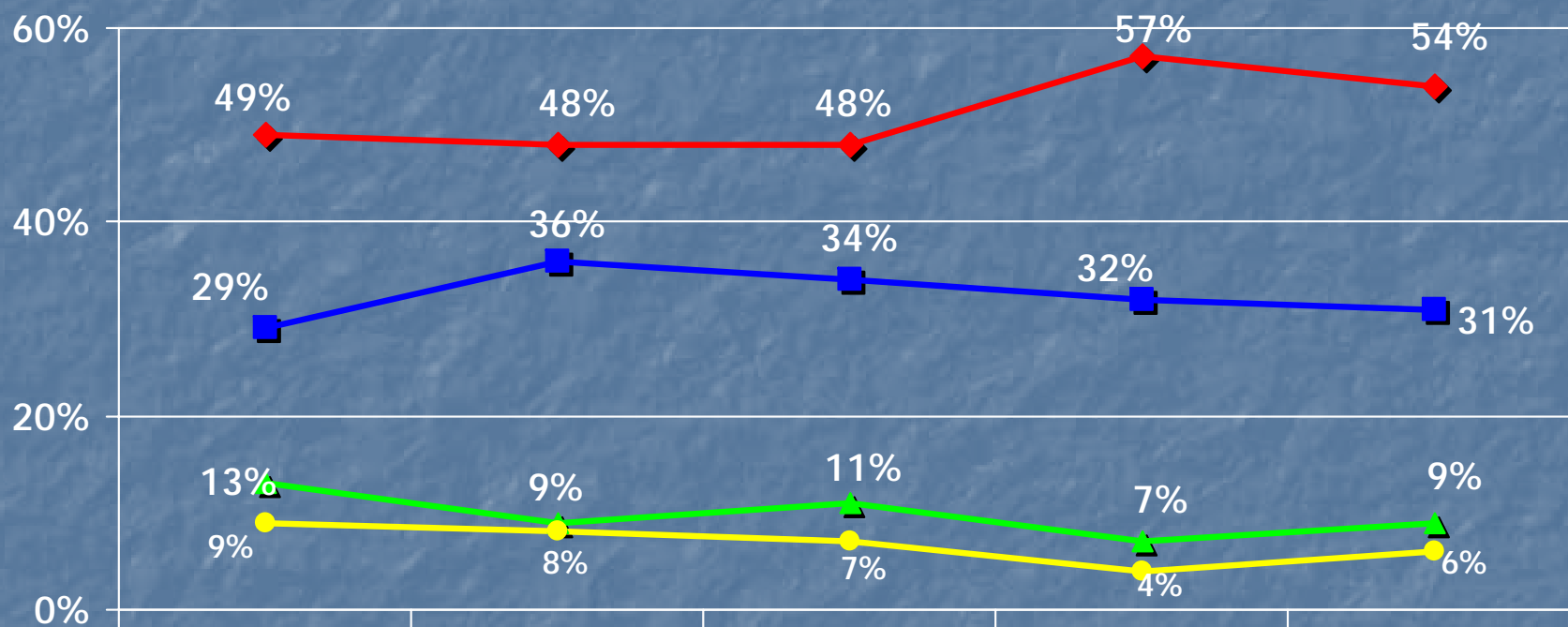


Favorable	65%	52%	62%	54%	58%	54%	57%	58%	58%	55%	53%	52%
Unfavorable	18%	29%	25%	33%	29%	39%	36%	37%	38%	41%	43%	44%
No Opinion	11%	12%	8%	9%	8%	6%	6%	4%	4%	5%	4%	4%
Never heard of	7%	7%	6%	4%	5%	0%	0%	1%	0%	0%	1%	1%

# BATTLEGROUND 2008

Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

"Joe Biden"



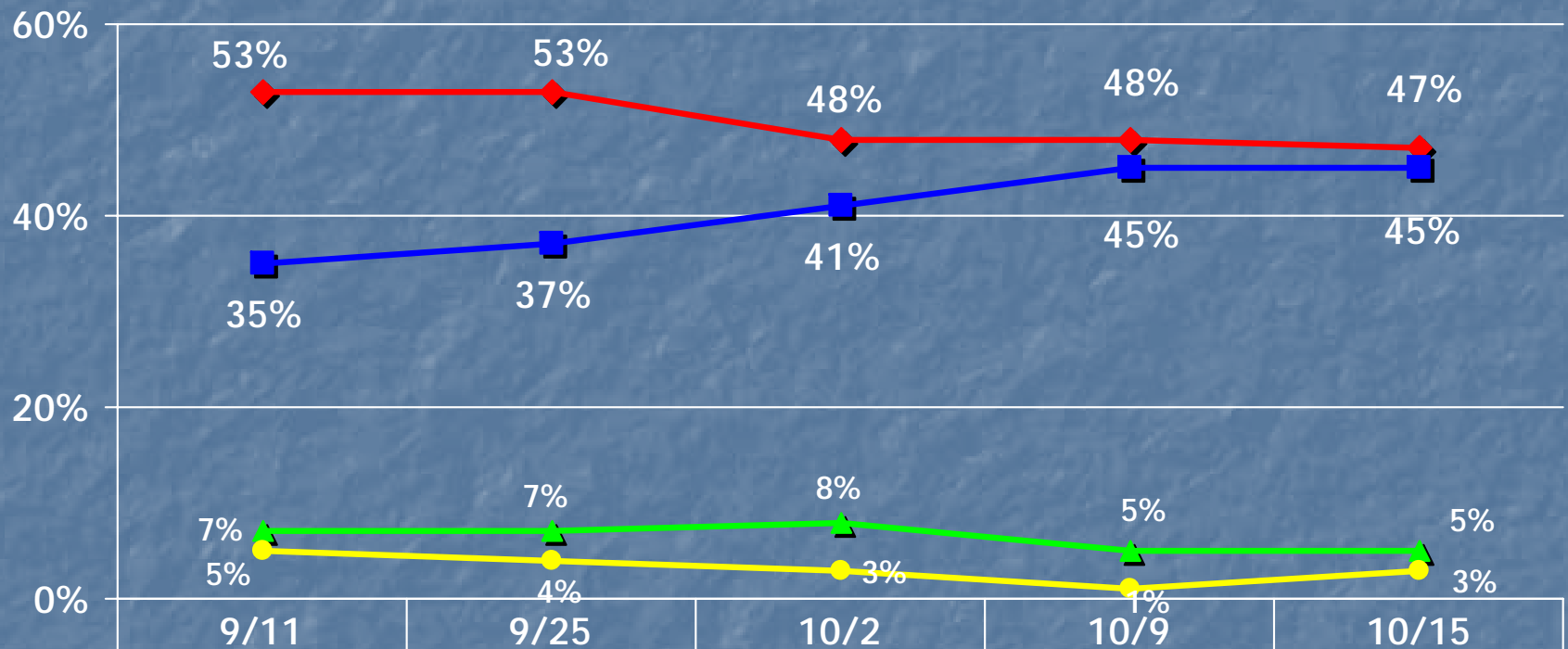
	9/11	9/25	10/2	10/9	10/15
◆ Favorable	49%	48%	48%	57%	54%
■ Unfavorable	29%	36%	34%	32%	31%
▲ No Opinion	13%	9%	11%	7%	9%
● Never heard of	9%	8%	7%	4%	6%



# BATTLEGROUND 2008

Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

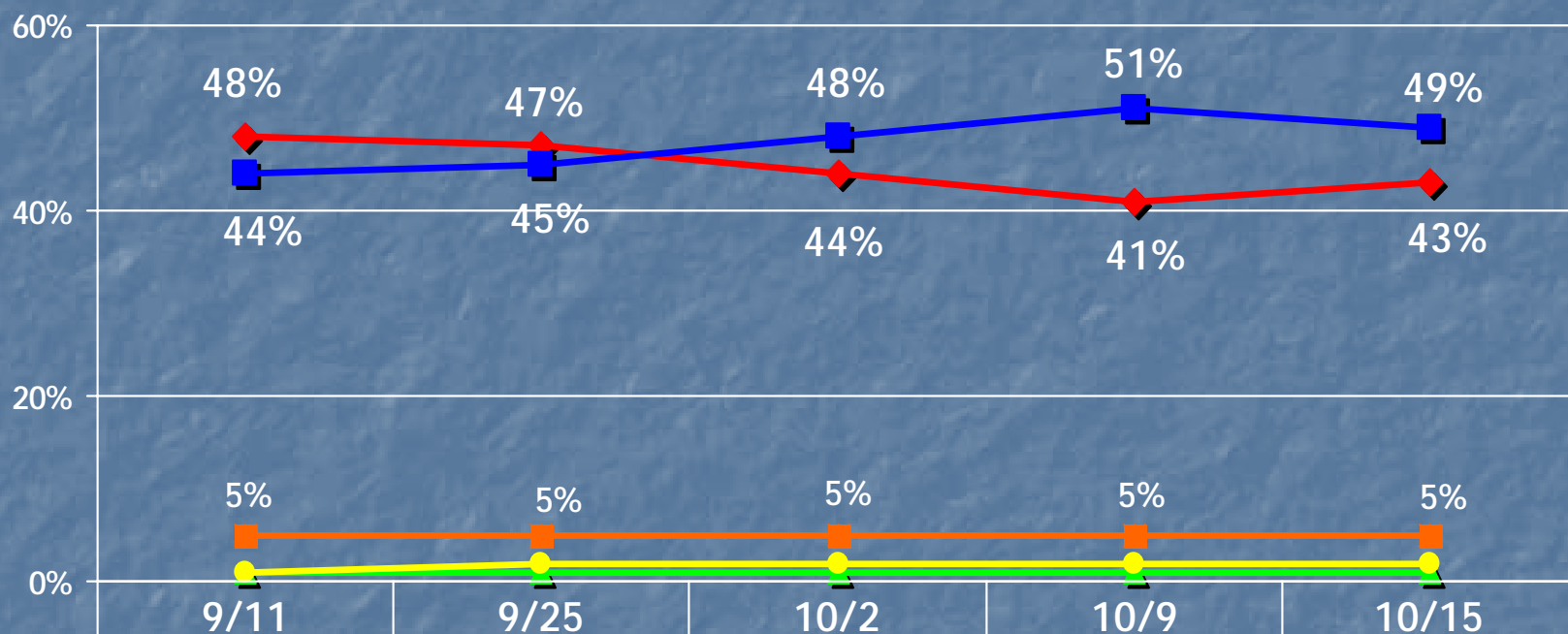
"Sarah Palin"



◆ Favorable	53%	53%	48%	48%	47%
■ Unfavorable	35%	37%	41%	45%	45%
▲ No Opinion	7%	7%	8%	5%	5%
● Never heard of	5%	4%	3%	1%	3%

# BATTLEGROUND 2008

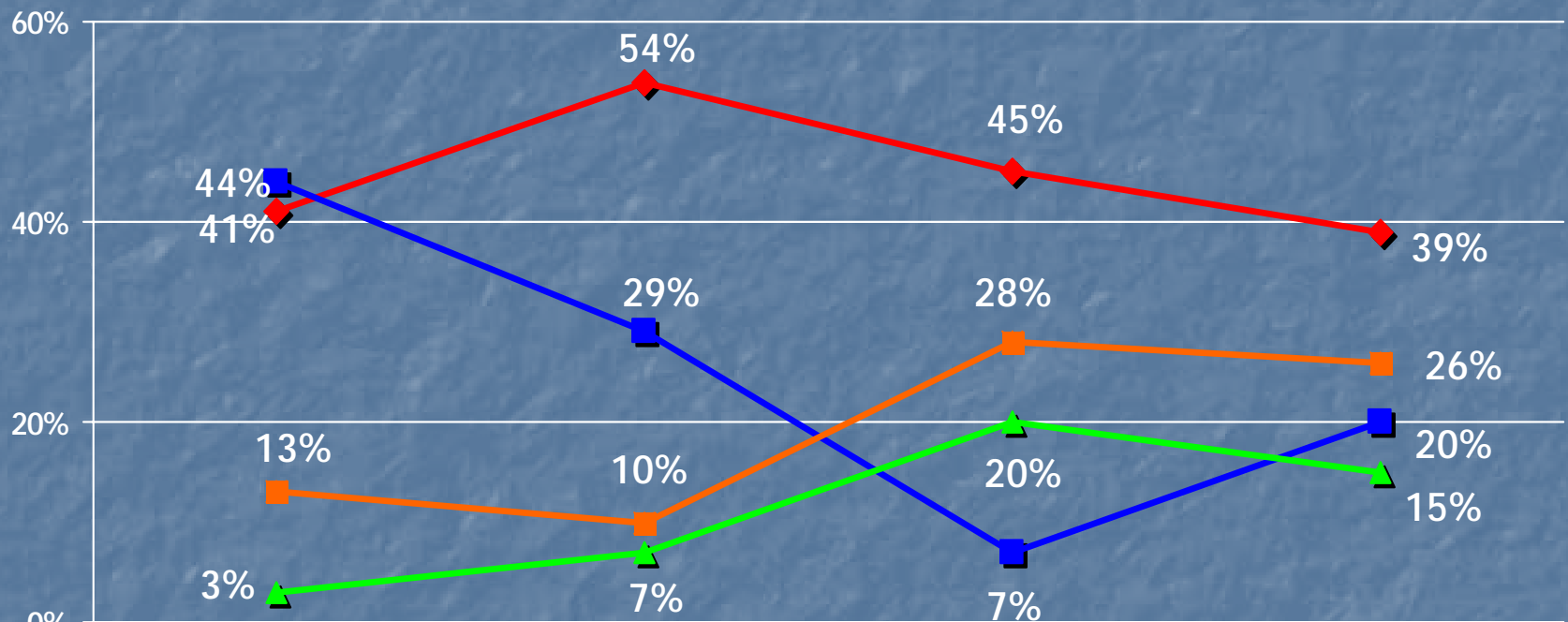
If the election for President and Vice President were held today and you had to make a choice for whom would you vote?



◆ McCain-Palin	48%	47%	44%	41%	43%
■ Obama-Biden	44%	45%	48%	51%	49%
▲ Barr-Root	1%	1%	1%	1%	1%
● Nader-Gonzalez	1%	2%	2%	2%	2%
■ Undecided	5%	5%	5%	5%	5%

# BATTLEGROUND 2008

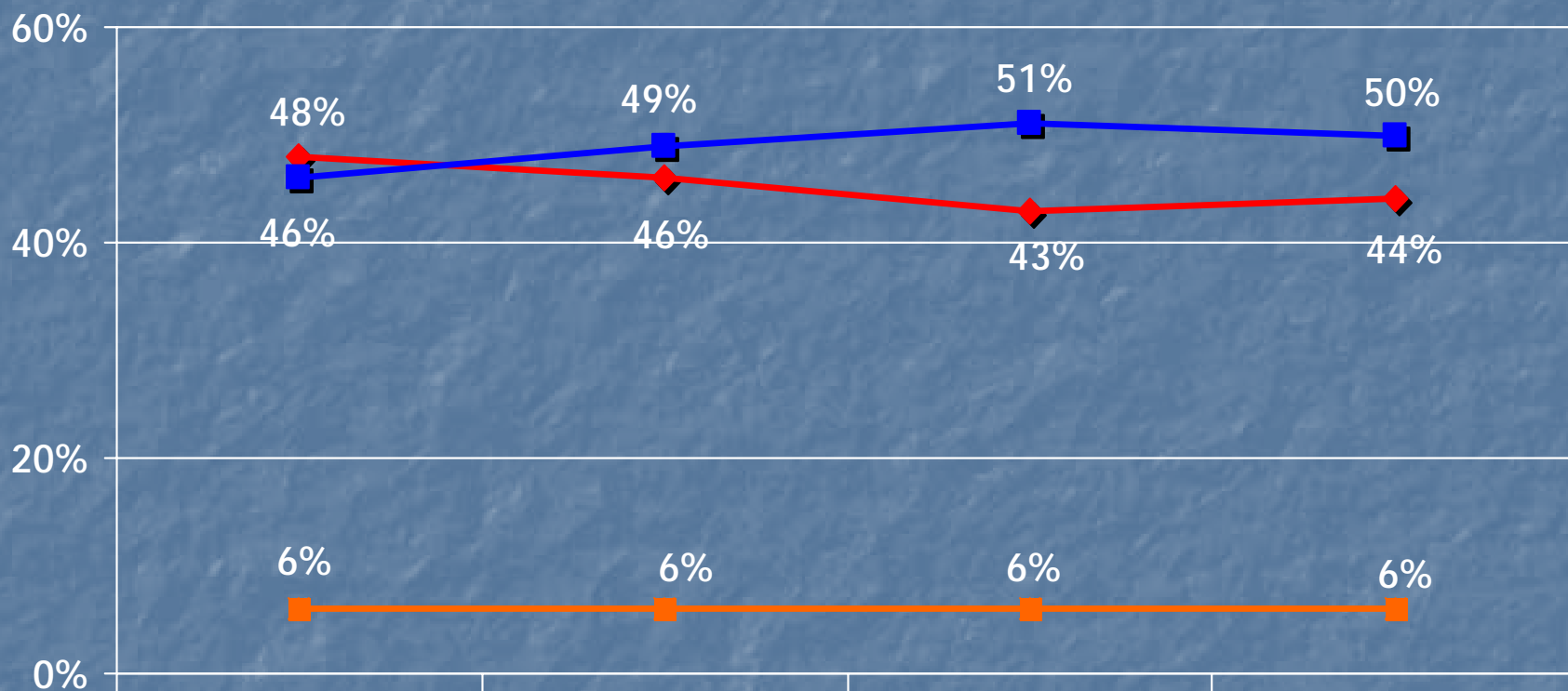
If, for some reason, the candidates that you just mentioned chose not to run, which of the other candidates would be your next choice?  
(Barr and Nader voters only)



	9/25	10/2	10/9	10/15
◆ McCain-Palin	41%	54%	45%	39%
■ Obama-Biden	44%	29%	7%	20%
▲ Other	3%	7%	20%	15%
■ Unsure	13%	10%	28%	26%

# BATTLEGROUND 2008

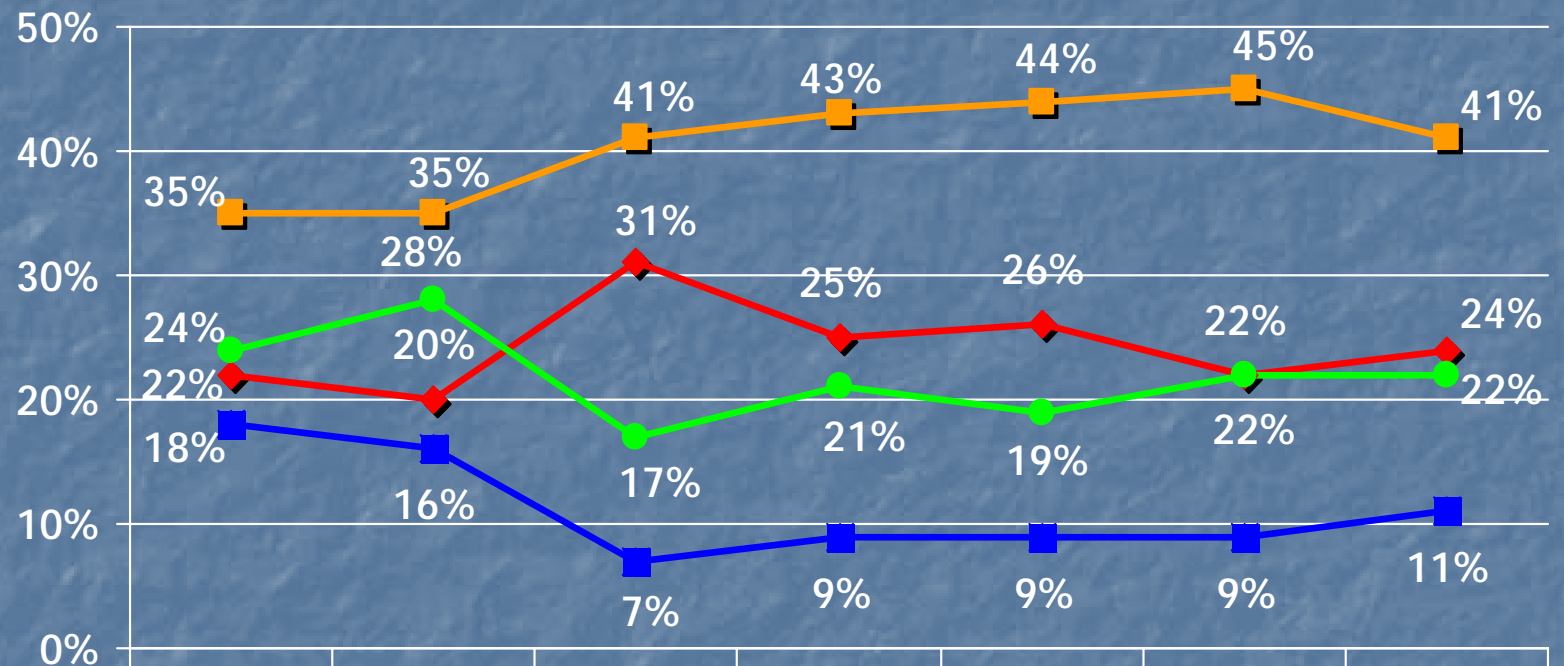
If the election for President and Vice President were held today and you had to make a choice for whom would you vote?  
(2-way ballot with Barr/Nader voters redistributed)



	9/25	10/2	10/9	10/15
◆ McCain-Palin	48%	46%	43%	44%
■ Obama-Biden	46%	49%	51%	50%
■ Undecided	6%	6%	6%	6%

# BATTLEGROUND 2008

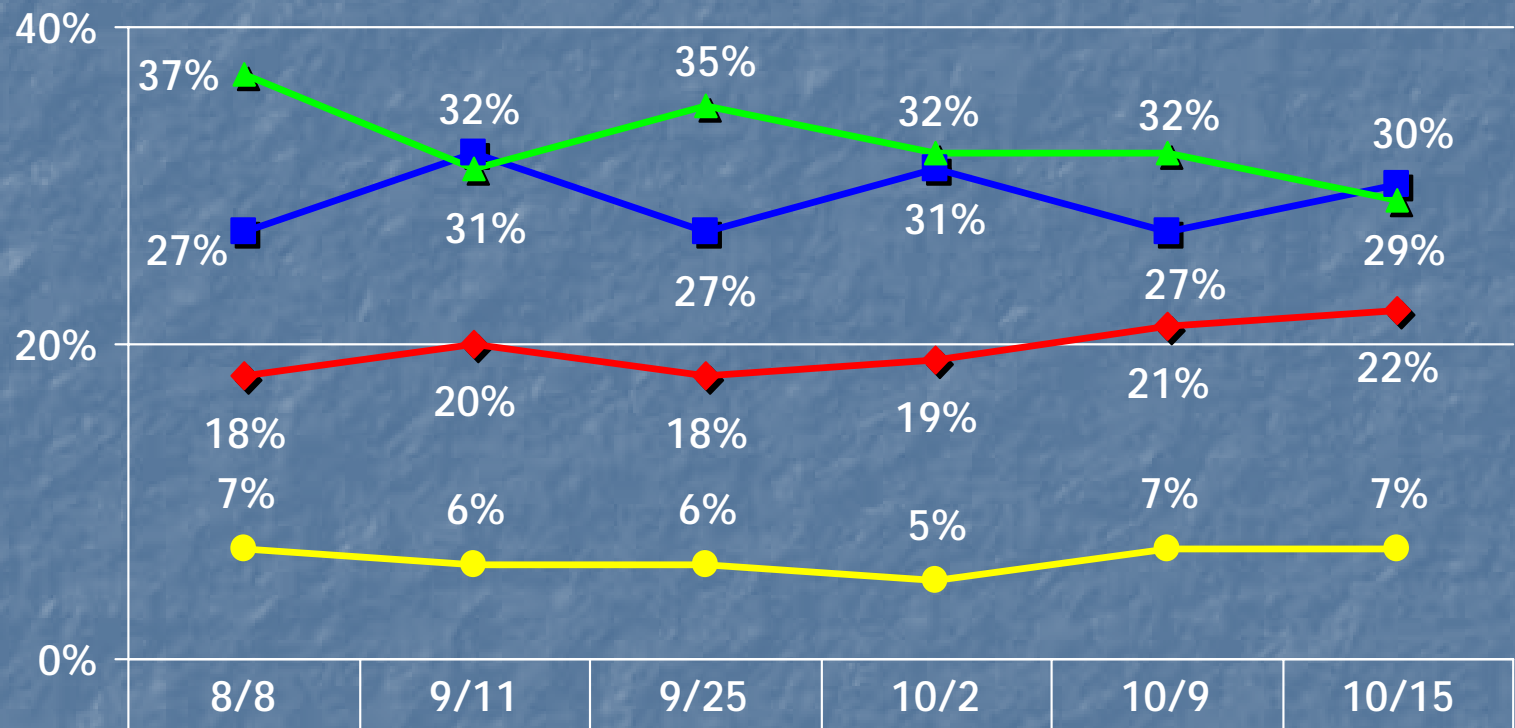
Overall, how satisfied or dissatisfied are you with the choice of candidates for president this year -- are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



Very Satisfied	22%	20%	31%	25%	26%	22%	24%
Somewhat Satisfied	35%	35%	41%	43%	44%	45%	41%
Somewhat Dissatisfied	24%	28%	17%	21%	19%	22%	22%
Very Dissatisfied	18%	16%	7%	9%	9%	9%	11%

# BATTLEGROUND 2008

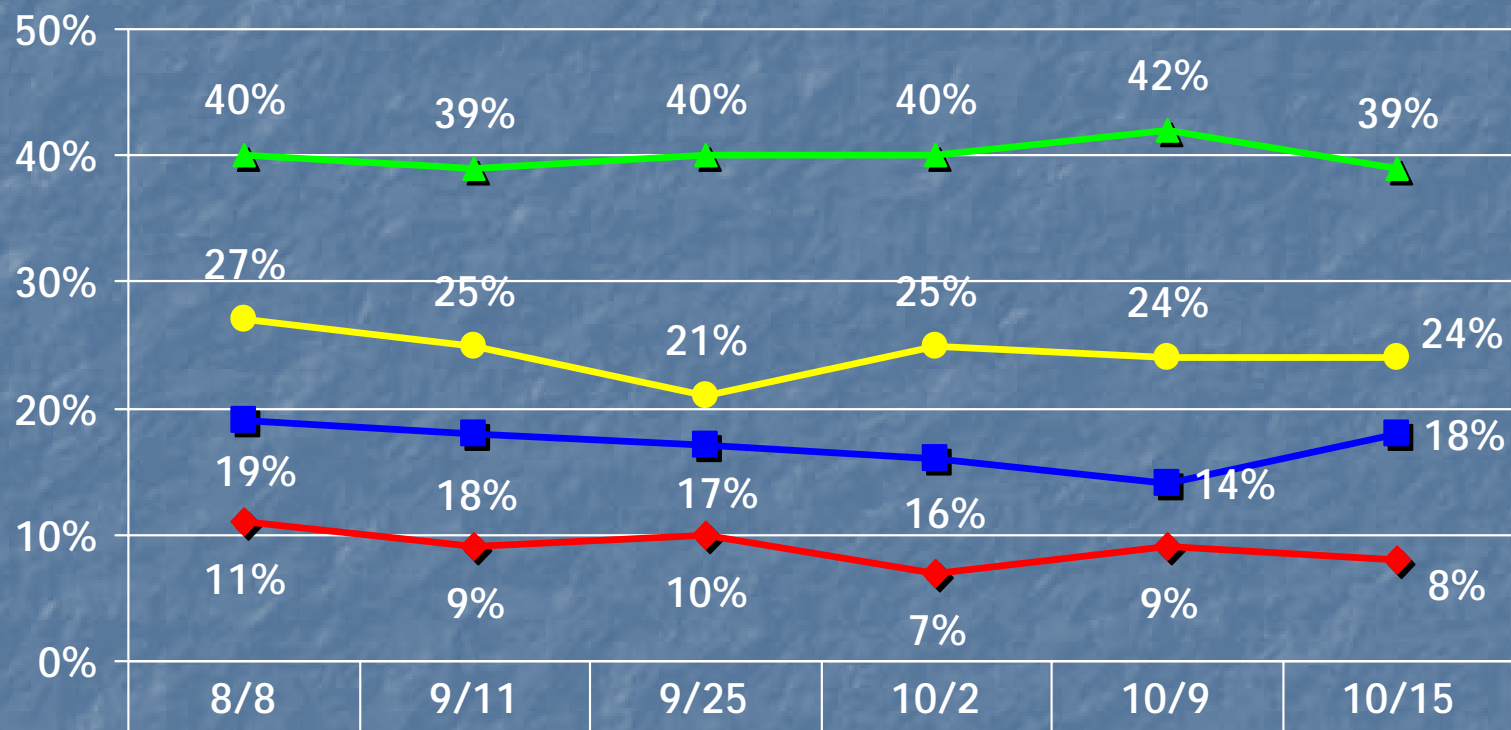
Putting aside your own personal feelings for a moment, how comfortable do you think that your friends or neighbors would be voting for a Presidential candidate who is African American?



Extremely comfortable	18%	20%	18%	19%	21%	22%
Very Comfortable	27%	32%	27%	31%	27%	30%
Somewhat Comfortable	37%	31%	35%	32%	32%	29%
Not at all Comfortable	7%	6%	6%	5%	7%	7%

# BATTLEGROUND 2008

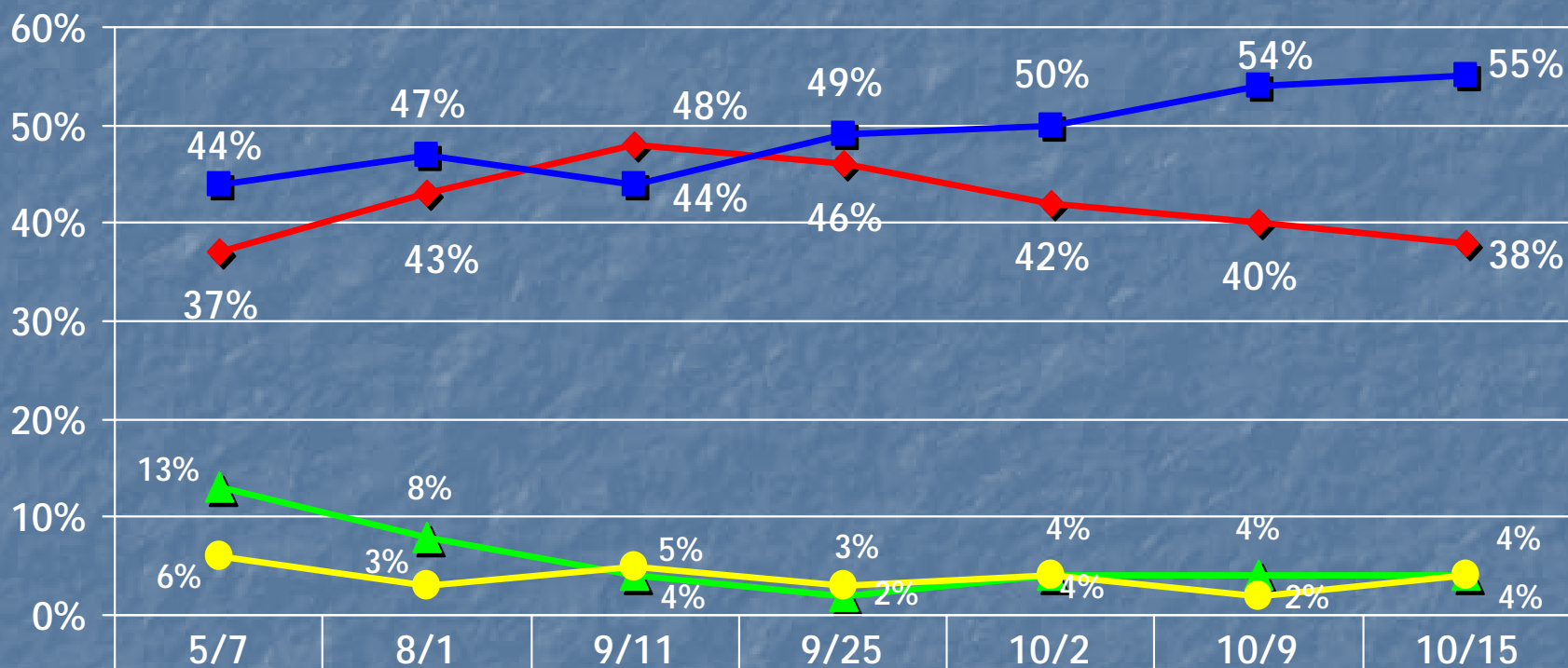
Putting aside your own personal feelings for a moment, how comfortable do you think that your friends or neighbors would be voting for a Presidential candidate who is 72 years old?



◆ Extremely comfortable	11%	9%	10%	7%	9%	8%
■ Very Comfortable	19%	18%	17%	16%	14%	18%
▲ Somewhat Comfortable	40%	39%	40%	40%	42%	39%
● Not at all Comfortable	27%	25%	21%	25%	24%	24%

# BATTLEGROUND 2008

Thinking about what you might have seen, read or heard recently about John McCain, has it made you more likely or less likely to vote for him?

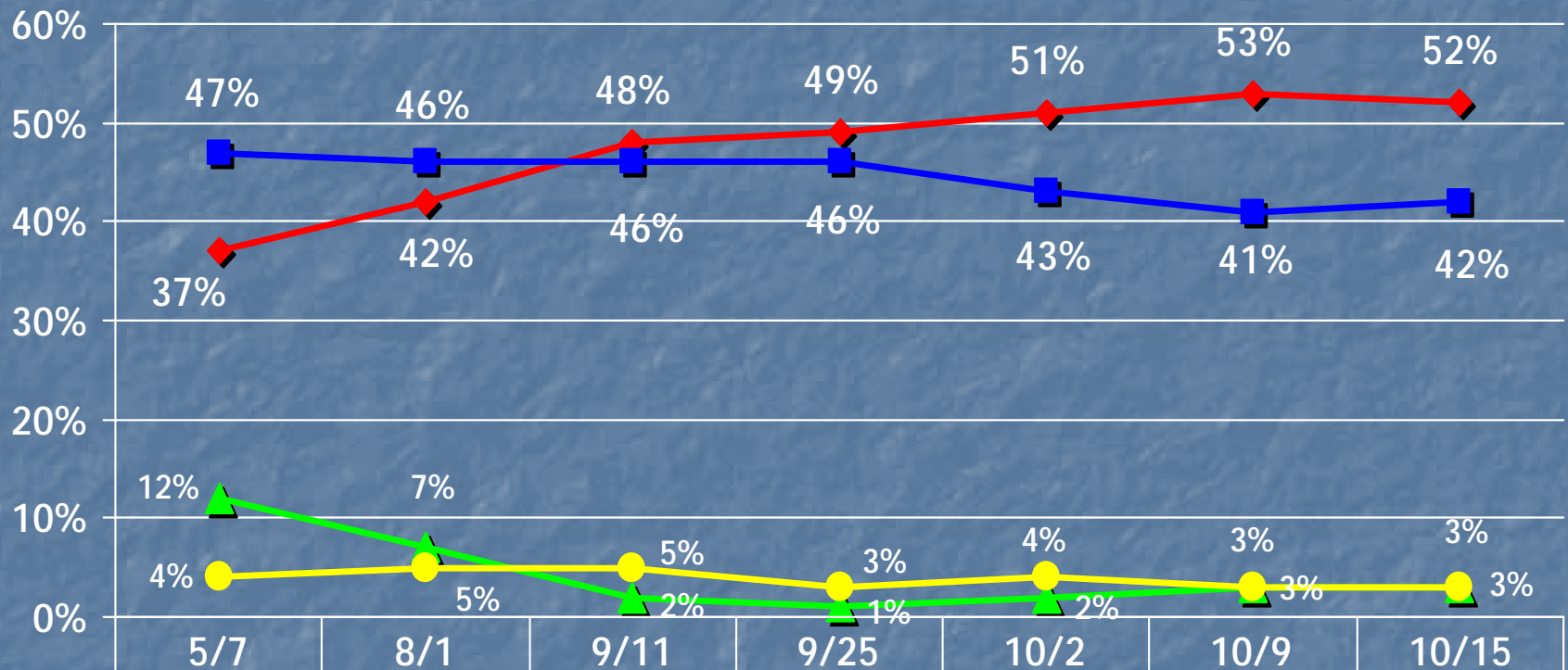


◆ More Likely	37%	43%	48%	46%	42%	40%	38%
■ Less Likely	44%	47%	44%	49%	50%	54%	55%
▲ No Difference	13%	8%	4%	2%	4%	4%	4%
● Unsure	6%	3%	5%	3%	4%	2%	4%



# BATTLEGROUND 2008

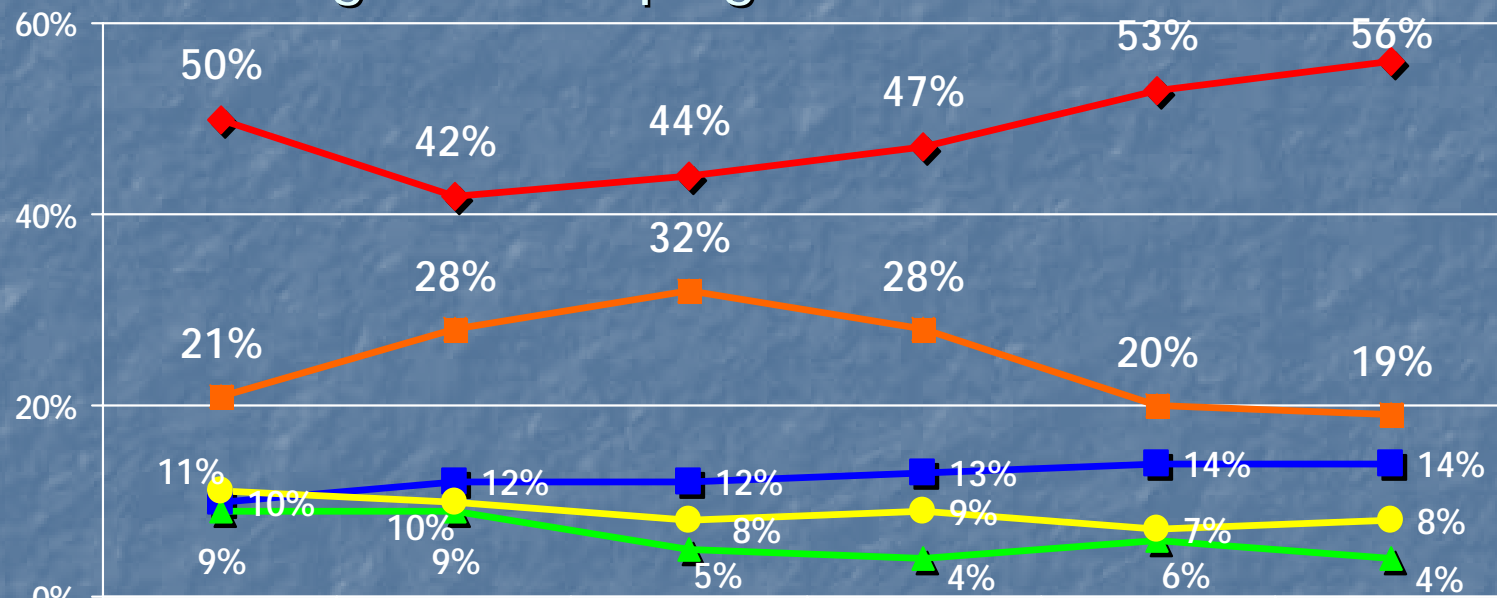
Thinking about what you might have seen, read or heard recently about Barack Obama, has it made you more likely or less likely to vote for him?



◆ More Likely	37%	42%	48%	49%	51%	53%	52%
■ Less Likely	47%	46%	46%	46%	43%	41%	42%
▲ No Difference	12%	7%	2%	1%	2%	3%	3%
● Unsure	4%	5%	5%	3%	4%	3%	3%

# BATTLEGROUND 2008

Regardless of who you intend to vote for, which candidate -- John McCain, or Barack Obama -- do you think is running a more negative campaign?

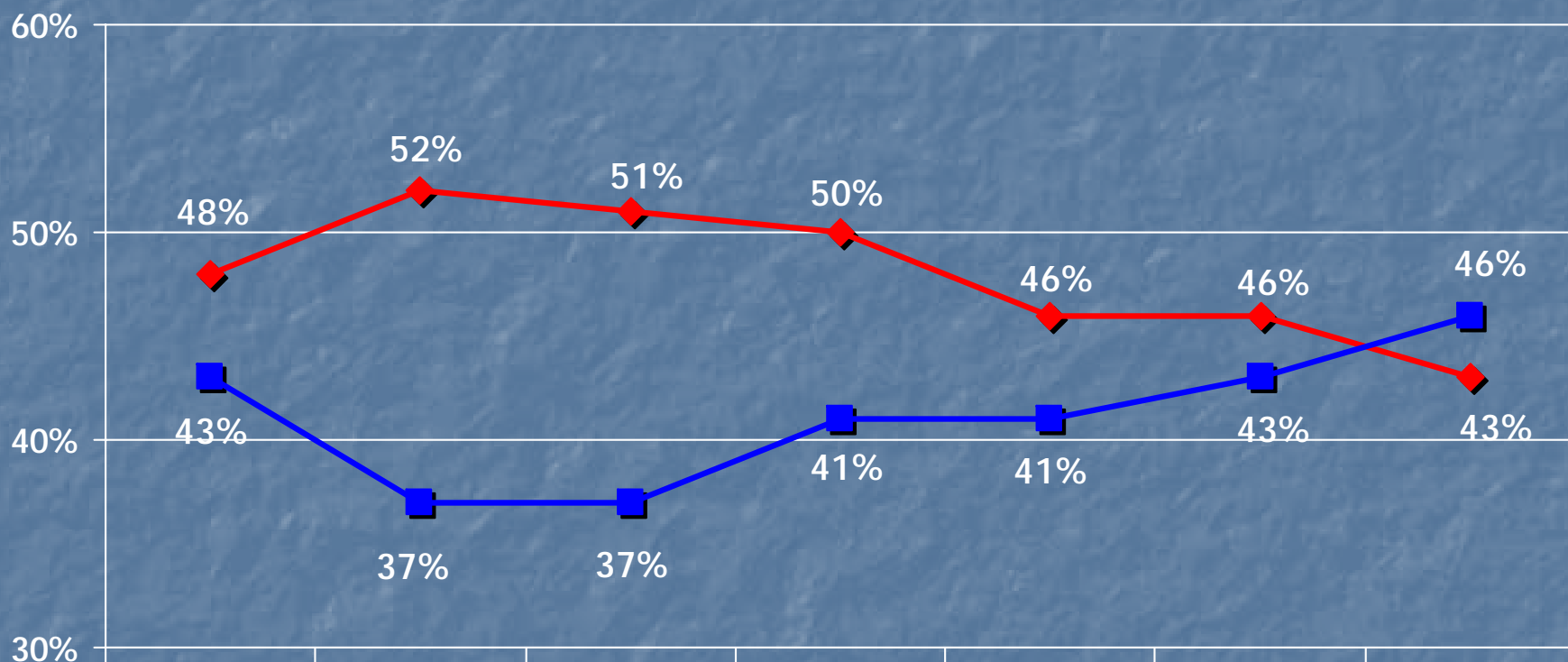


◆ McCain	50%	42%	44%	47%	53%	56%
■ Both	10%	12%	12%	13%	14%	14%
▲ Neither / No difference	9%	9%	5%	4%	6%	4%
● Undecided	11%	10%	8%	9%	7%	8%
■ Obama	21%	28%	32%	28%	20%	19%

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

## IS A STRONG LEADER

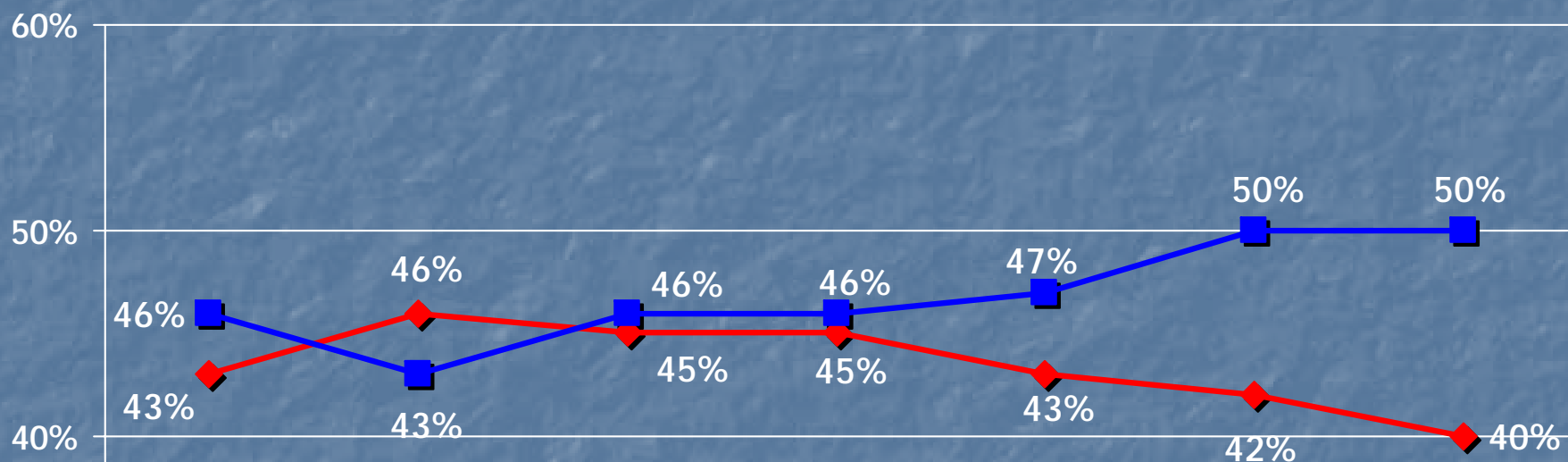


◆ McCain	48%	52%	51%	50%	46%	46%	43%
■ Obama	43%	37%	37%	41%	41%	43%	46%

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

## SHARES YOUR VALUES

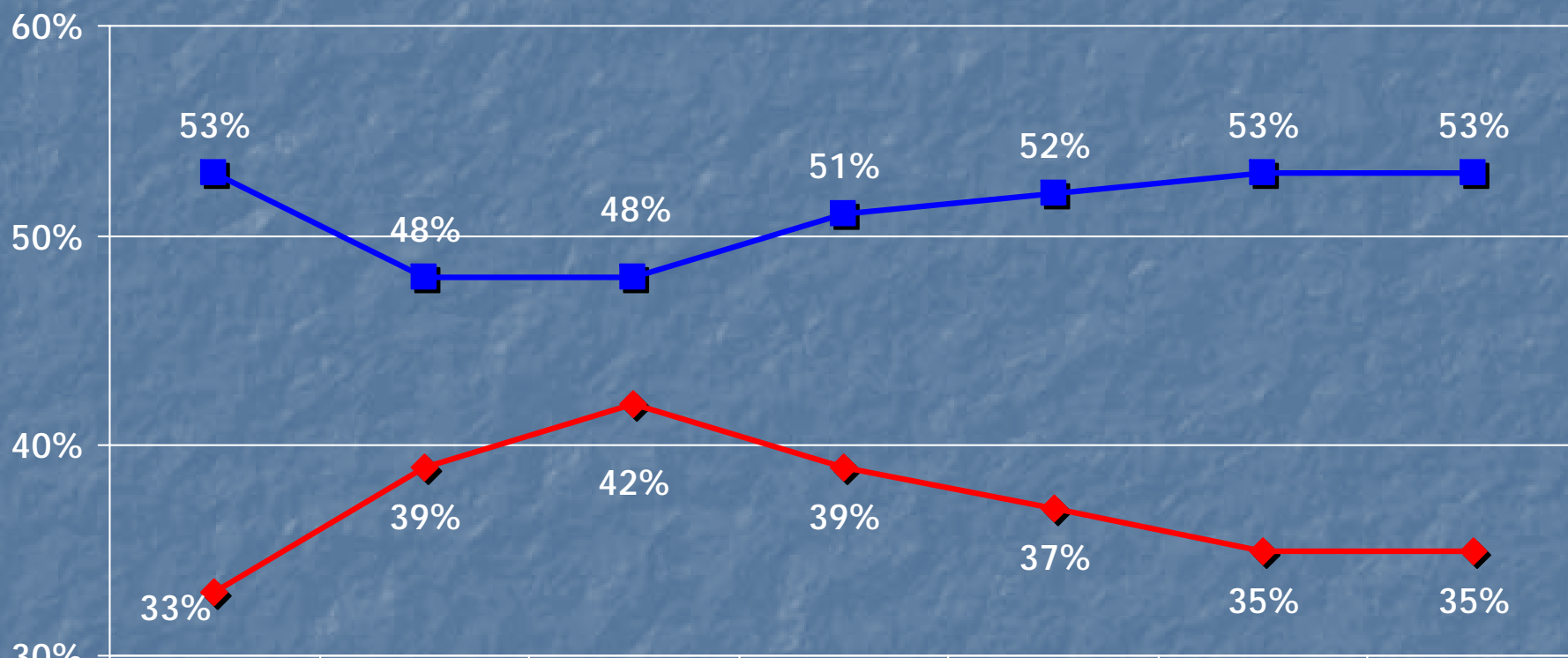


	5/7	8/1	9/11	9/25	10/2	10/9	10/15
◆ McCain	43%	46%	45%	45%	43%	42%	40%
■ Obama	46%	43%	46%	46%	47%	50%	50%

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

## FIGHTS FOR PEOPLE LIKE ME

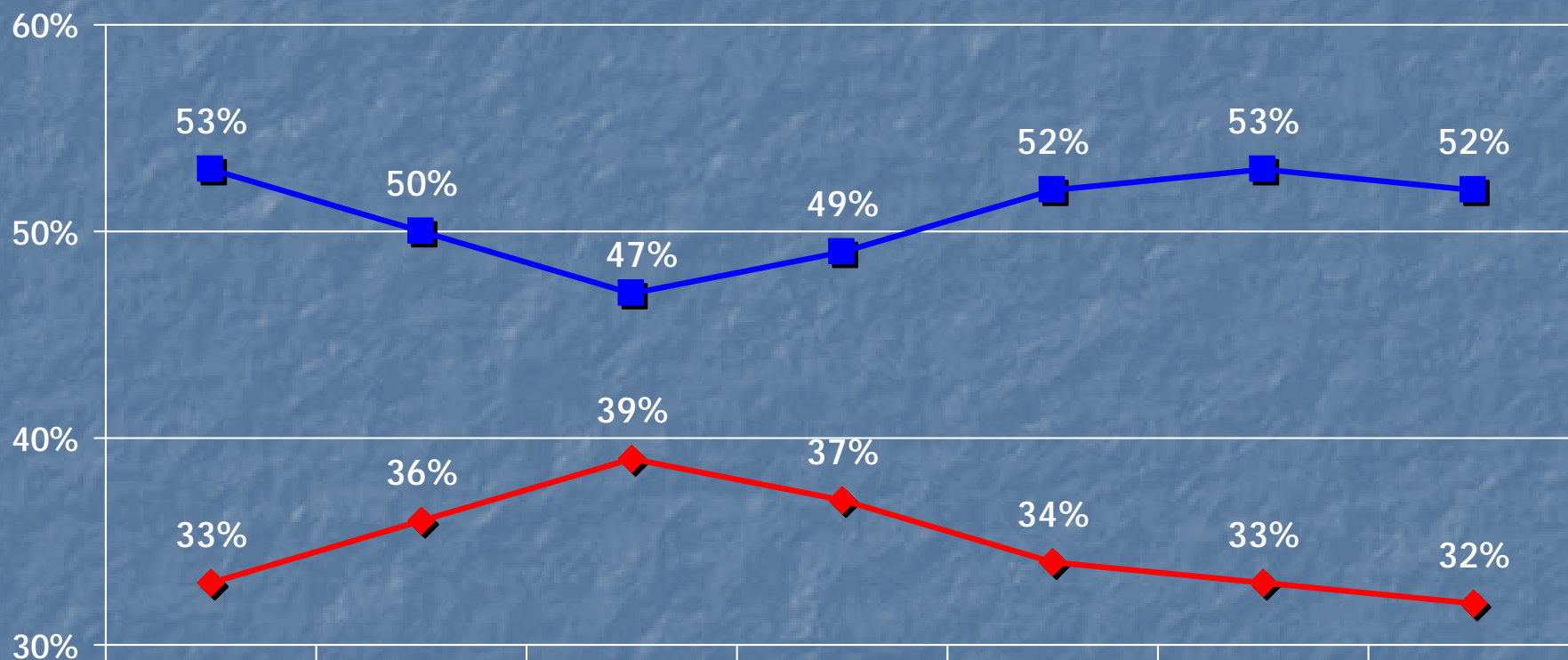


	5/7	8/1	9/11	9/25	10/2	10/9	10/15
◆ McCain	33%	39%	42%	39%	37%	35%	35%
■ Obama	53%	48%	48%	51%	52%	53%	53%

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

## WILL UNITE THE COUNTRY

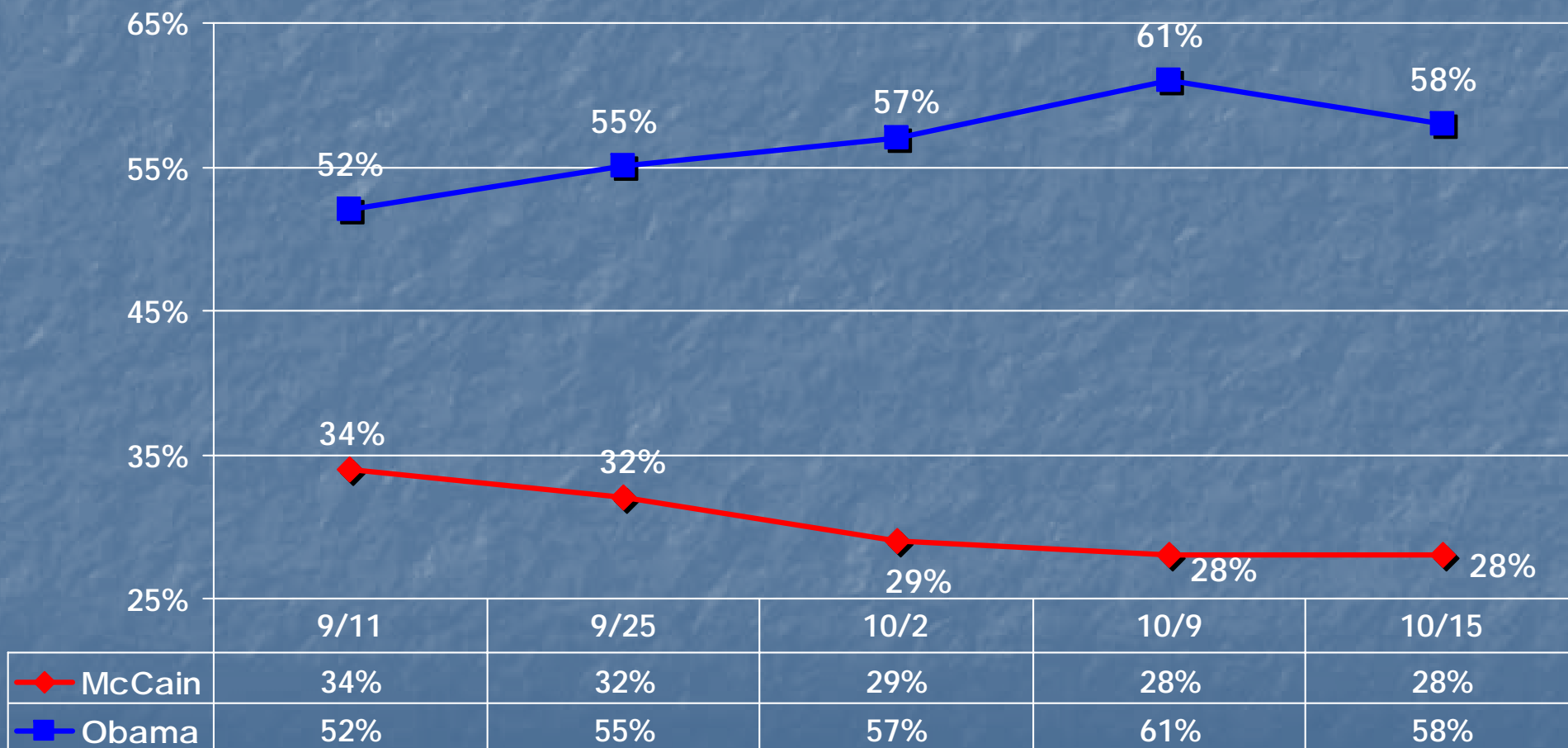


◆ McCain	33%	36%	39%	37%	34%	33%	32%
■ Obama	53%	50%	47%	49%	52%	53%	52%

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

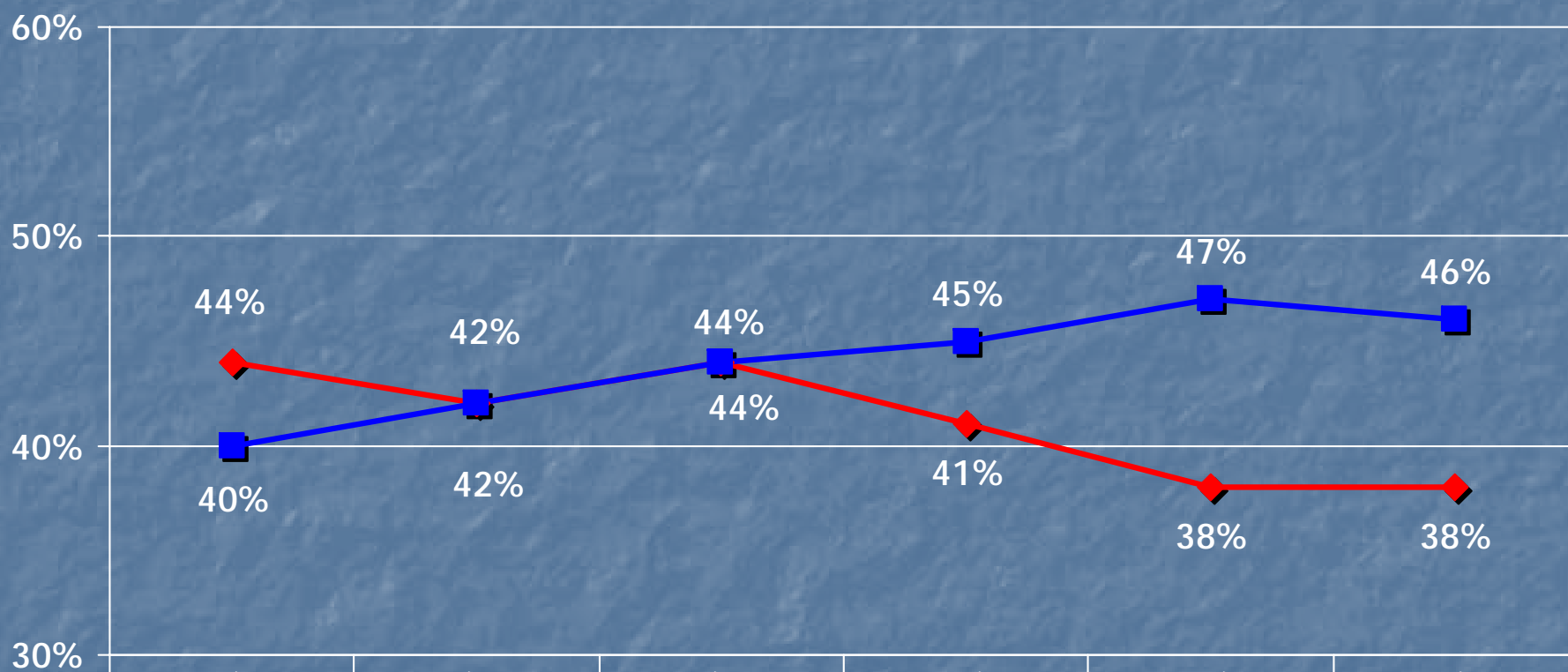
## WILL BRING CHANGE TO WASHINGTON



# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

## SAYS WHAT HE BELIEVES



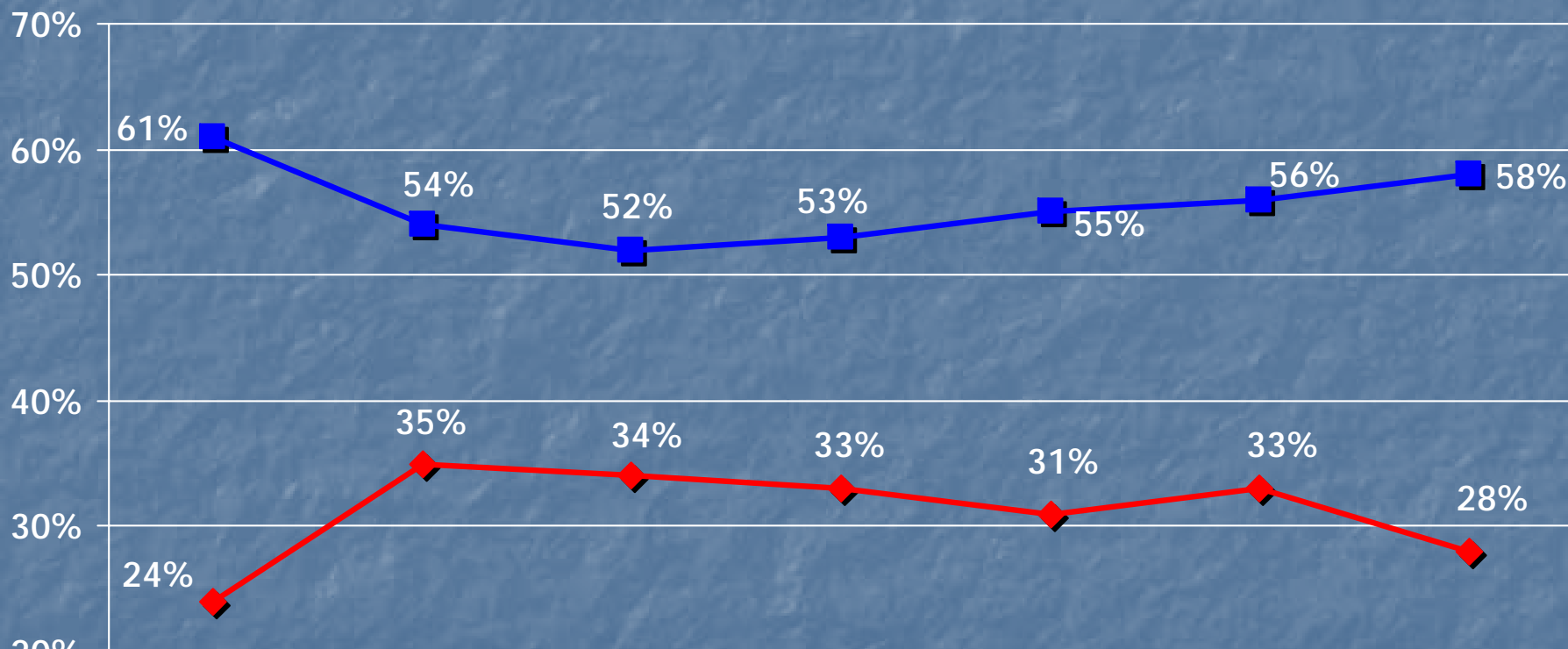
◆ McCain	44%	42%	44%	41%	38%	38%
■ Obama	40%	42%	44%	45%	47%	46%



# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

## HANDLING THE HEALTH CARE ISSUE

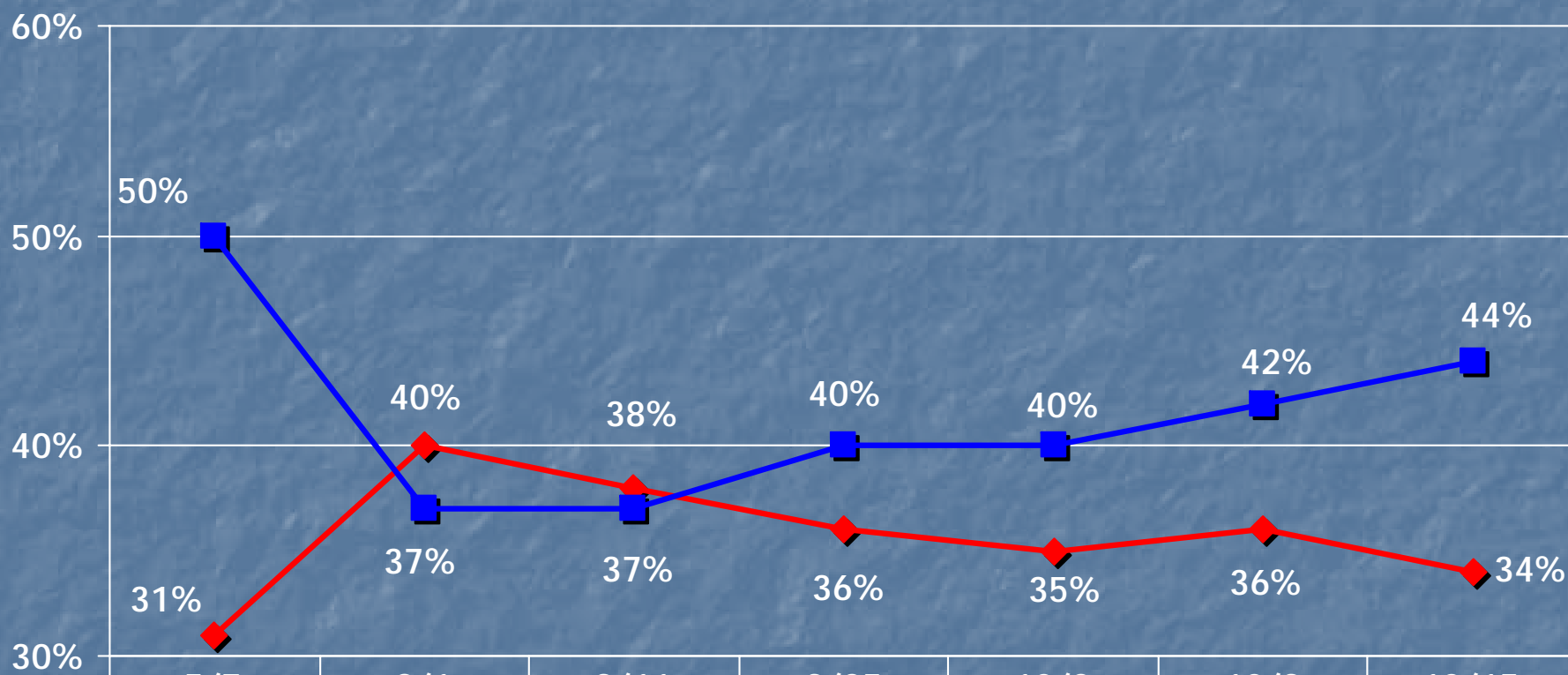


◆ McCain	24%	35%	34%	33%	31%	33%	28%
■ Obama	61%	54%	52%	53%	55%	56%	58%

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

## CAN REDUCE GAS AND ENERGY PRICES

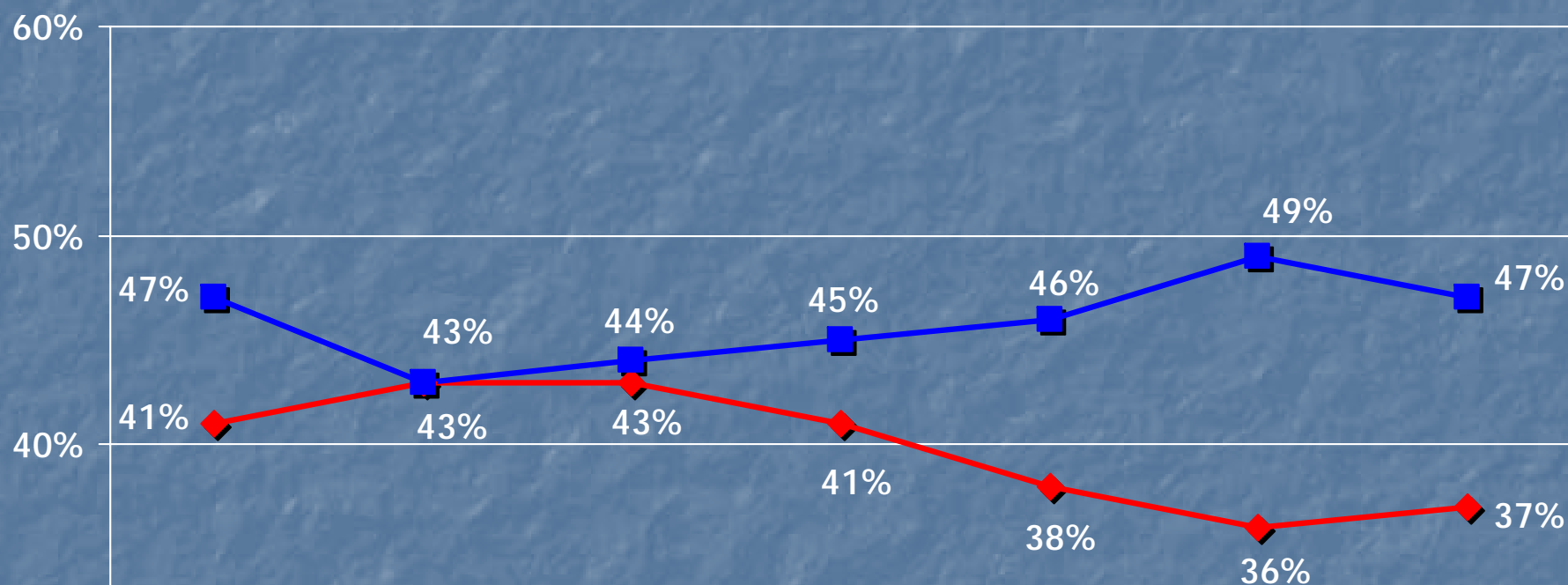


◆ McCain	31%	40%	38%	36%	35%	36%	34%
■ Obama	50%	37%	37%	40%	40%	42%	44%

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

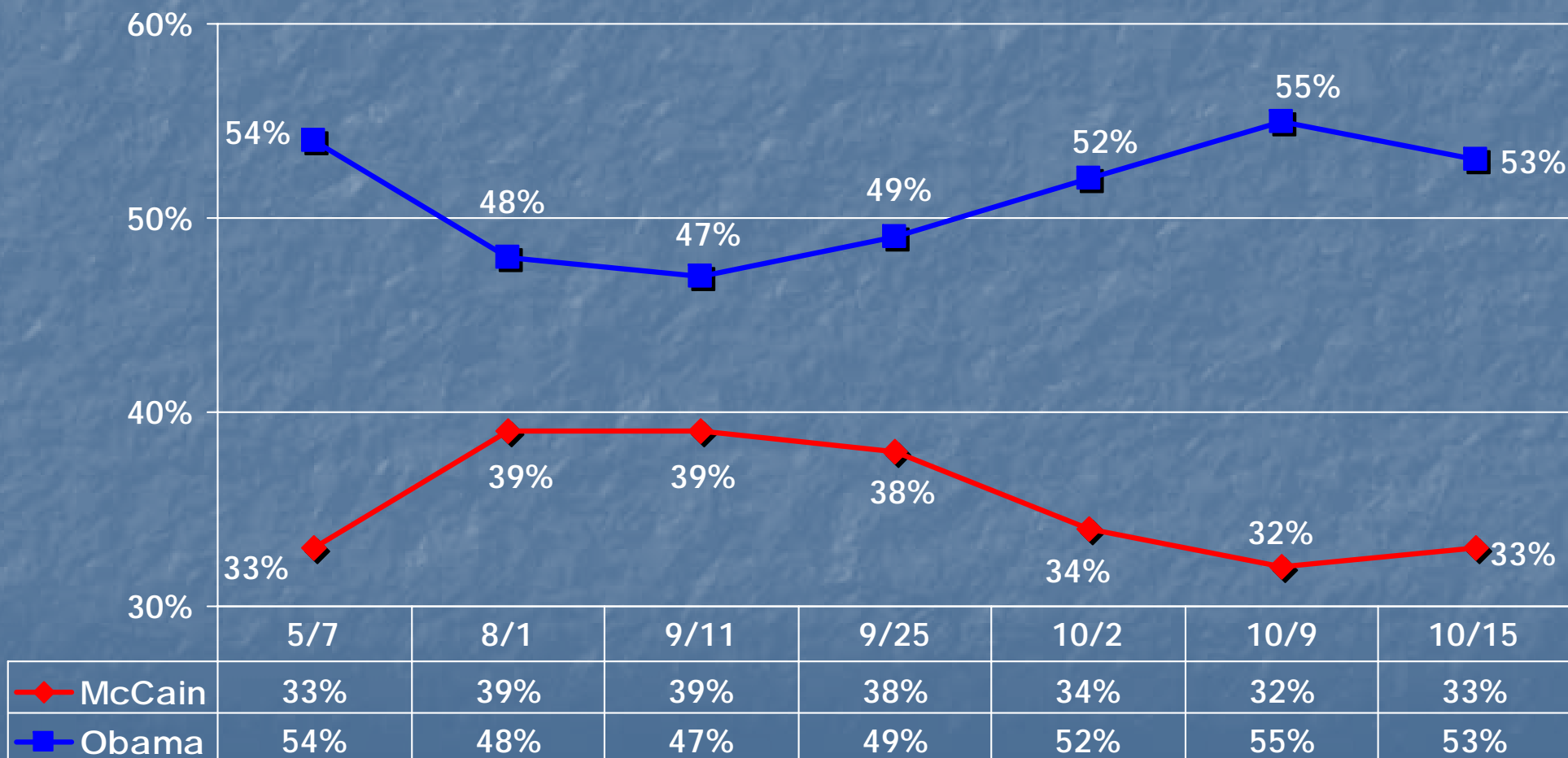
## WILL KEEP AMERICA PROSPEROUS



	5/7	8/1	9/11	9/25	10/2	10/9	10/15
◆ McCain	41%	43%	43%	41%	38%	36%	37%
■ Obama	47%	43%	44%	45%	46%	49%	47%

# BATTLEGROUND 2008

Who better represents this quality:  
 Senator John McCain or Senator Barack Obama?  
WILL CREATE JOBS\*

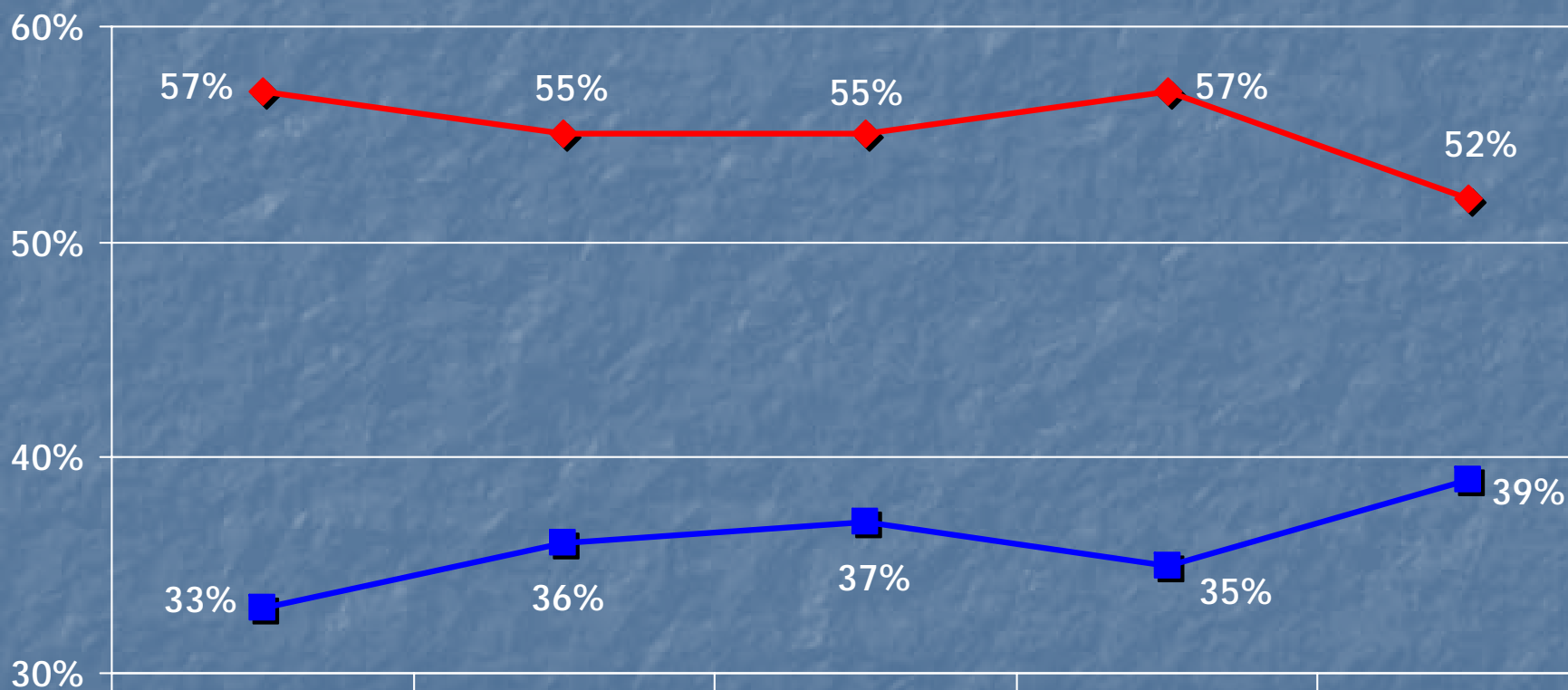


\* Was "will create jobs and improve the economy" from 5/7 to 9/25

# BATTLEGROUND 2008

Who better represents this quality:  
Senator John McCain or Senator Barack Obama?

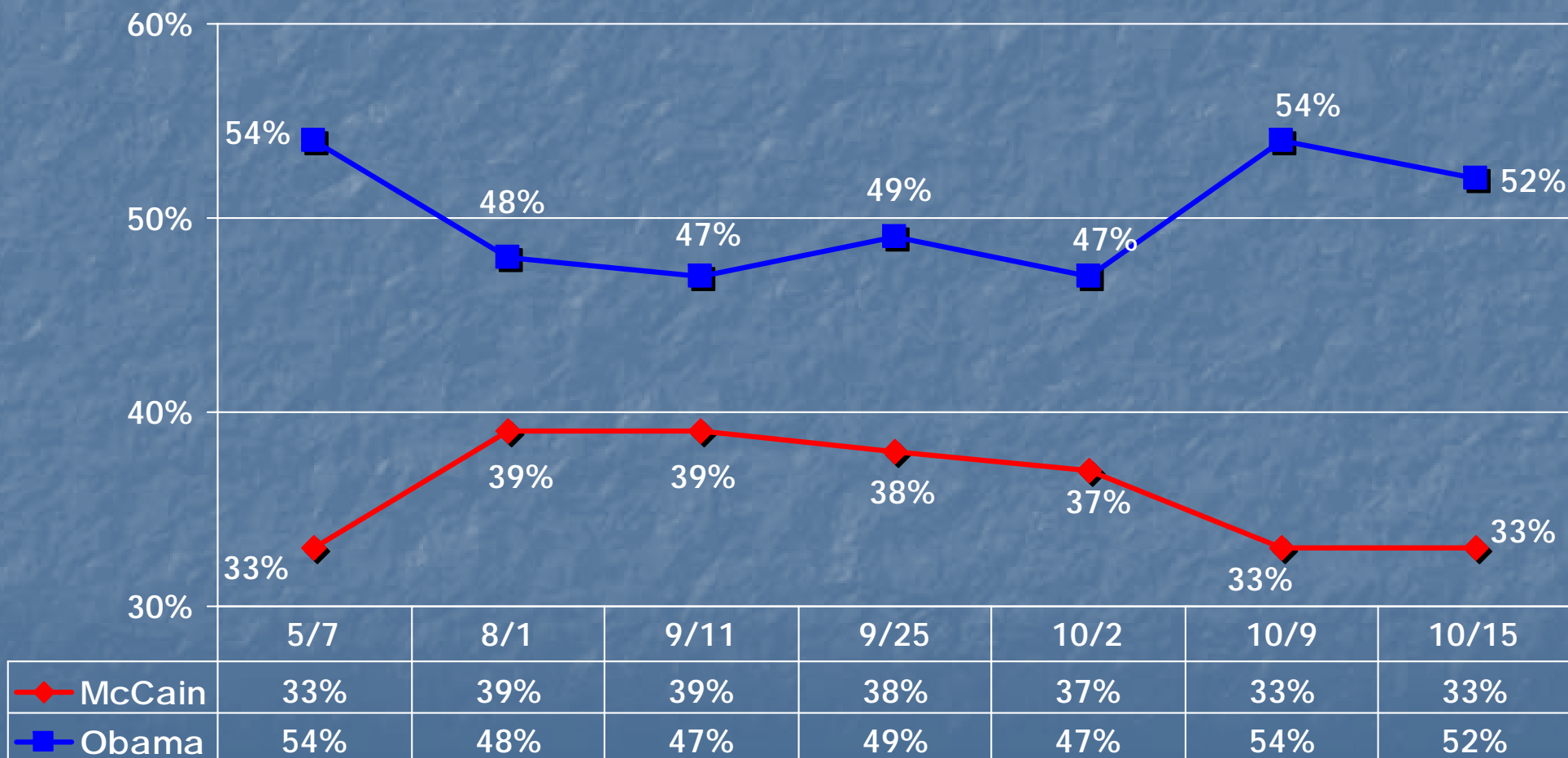
## KEEPING AMERICA SAFE AND SECURE



◆ McCain	57%	55%	55%	57%	52%
■ Obama	33%	36%	37%	35%	39%

# BATTLEGROUND 2008

Who better represents this quality:  
 Senator John McCain or Senator Barack Obama?  
WILL IMPROVE THE ECONOMY\*



\* Was "will create jobs and improve the economy" from 5/7 to 9/25