

# BATTLEGROUND 2008

XXXVI

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON DC

**BATTLEGROUND**  **POLL**

Lake  
Research  
Partners



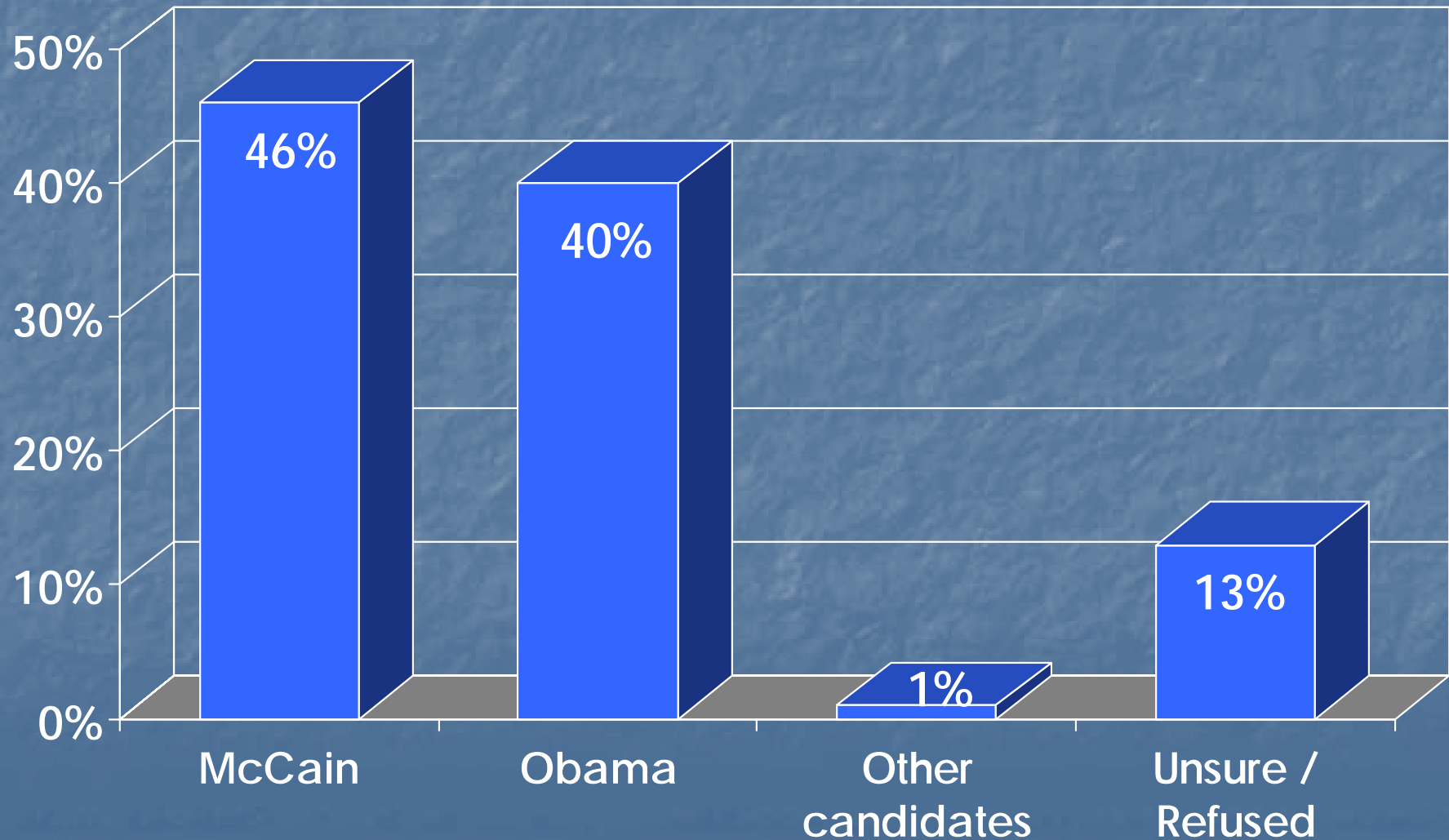
The  
Tarrance  
Group

September 7-11, 2008

N=1,000 Registered “Likely” Voters/±3.1% M.O.E.

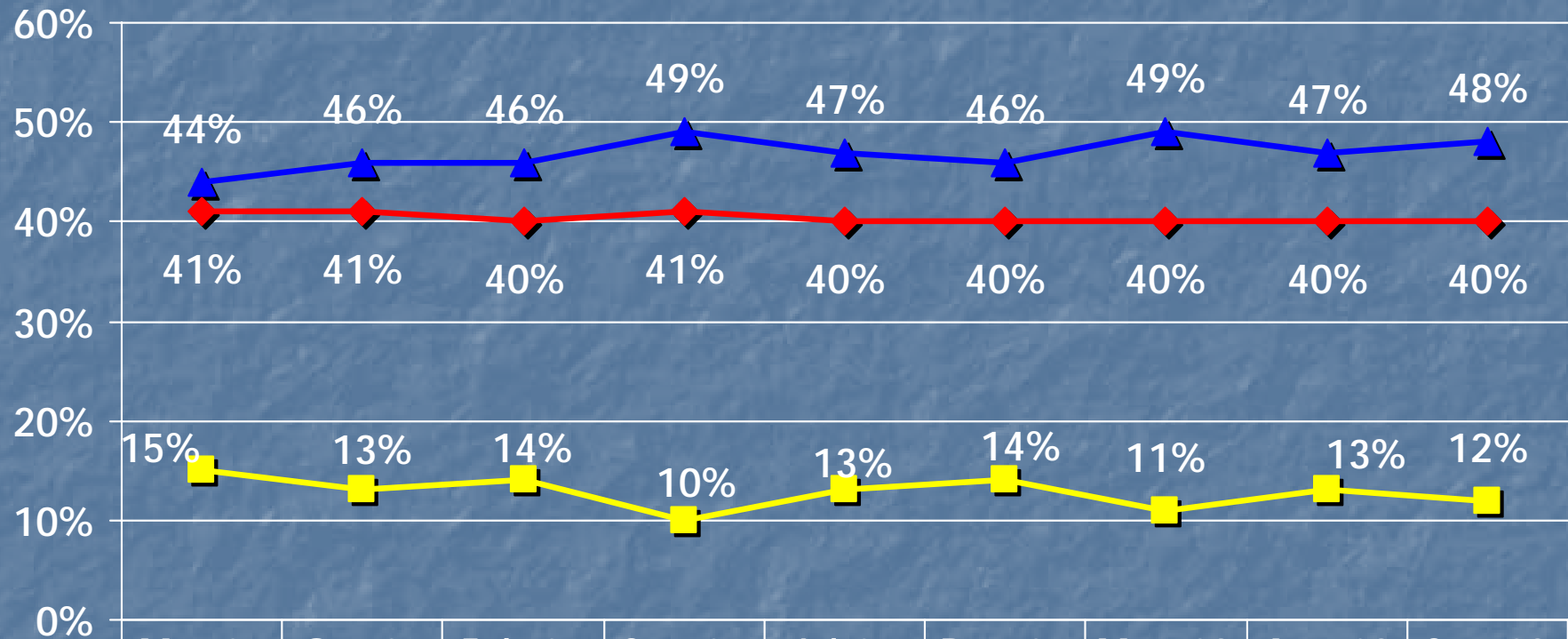
# BATTLEGROUND 2008

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



# BATTLEGROUND 2008

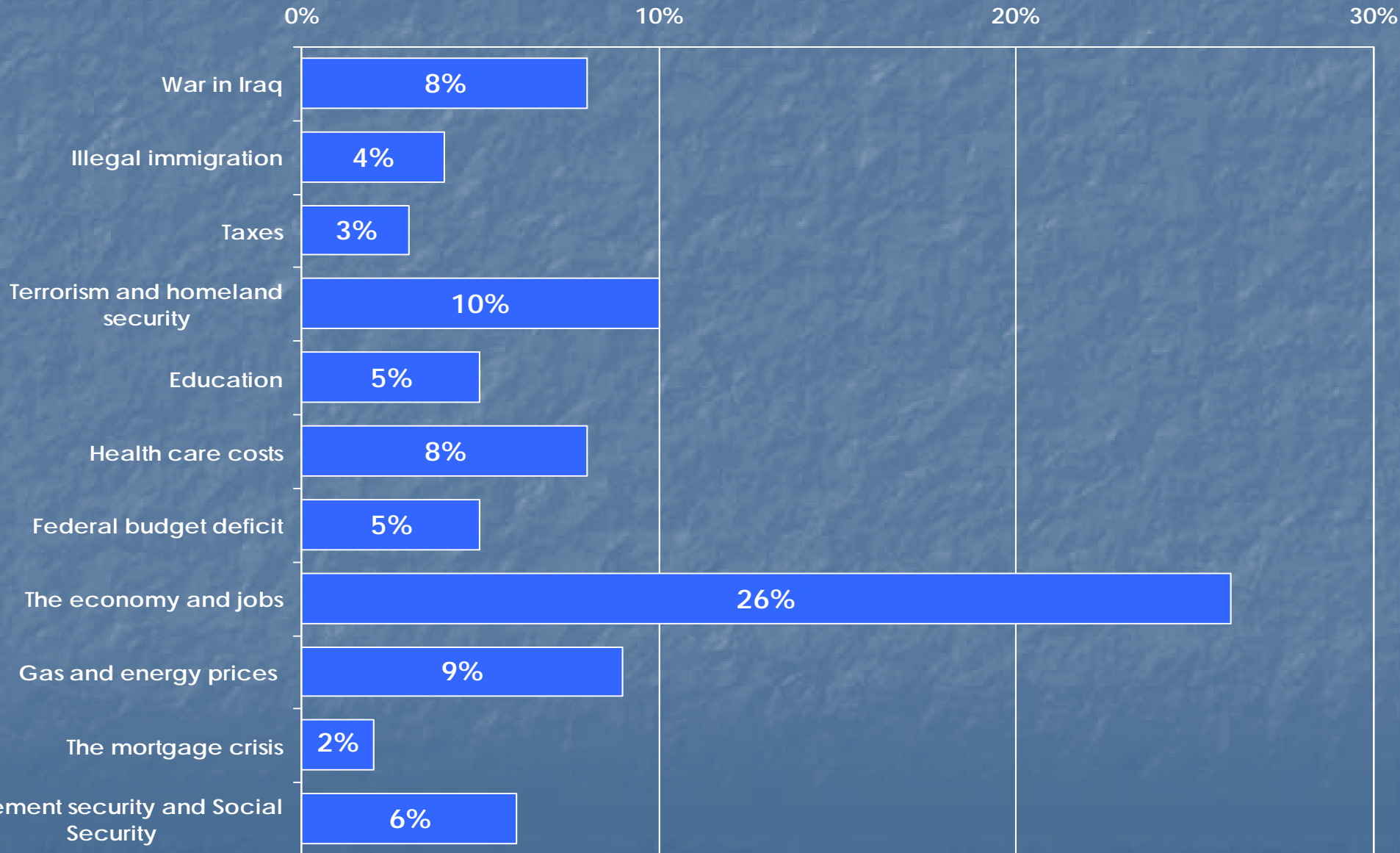
If the election for Congress were being held today, and you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?



◆ Republican	41%	41%	40%	41%	40%	40%	40%	40%	40%
■ Undecided	15%	13%	14%	10%	13%	14%	11%	13%	12%
▲ Democrat	44%	46%	46%	49%	47%	46%	49%	47%	48%

# BATTLEGROUND 2008

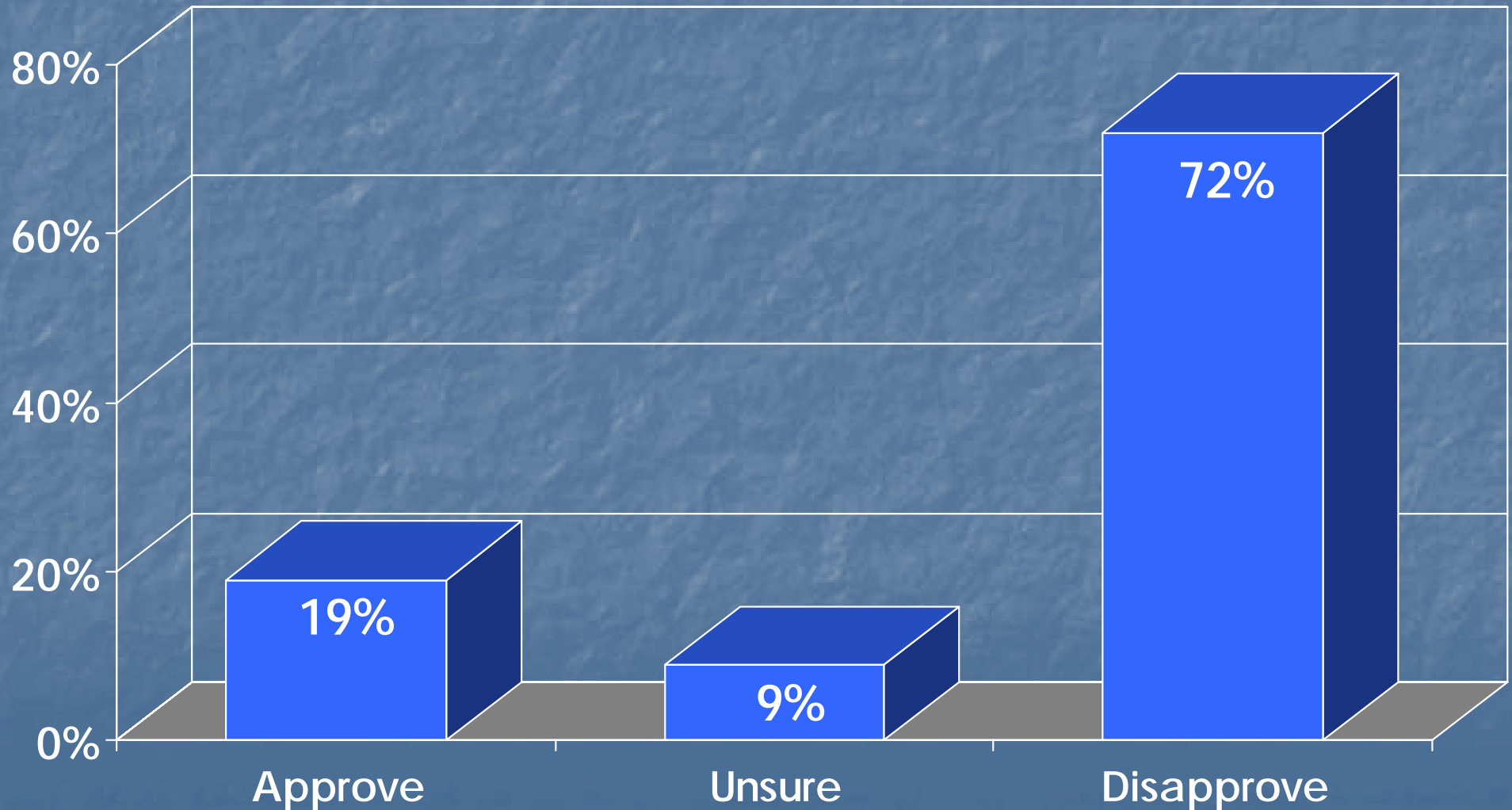
Please tell me which one issue is most important for Congress to work on?



# BATTLEGROUND 2008

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

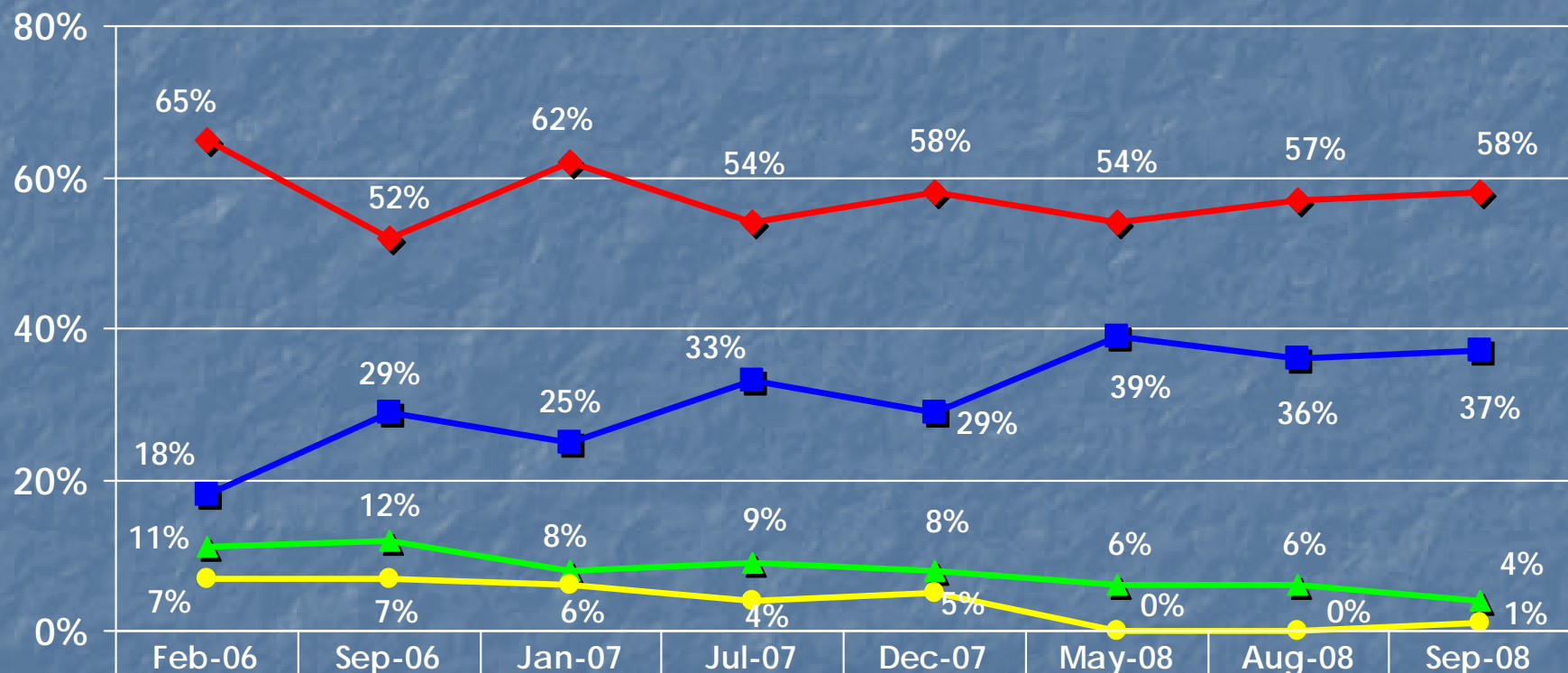
Do you approve or disapprove of the job they are doing?



# 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"

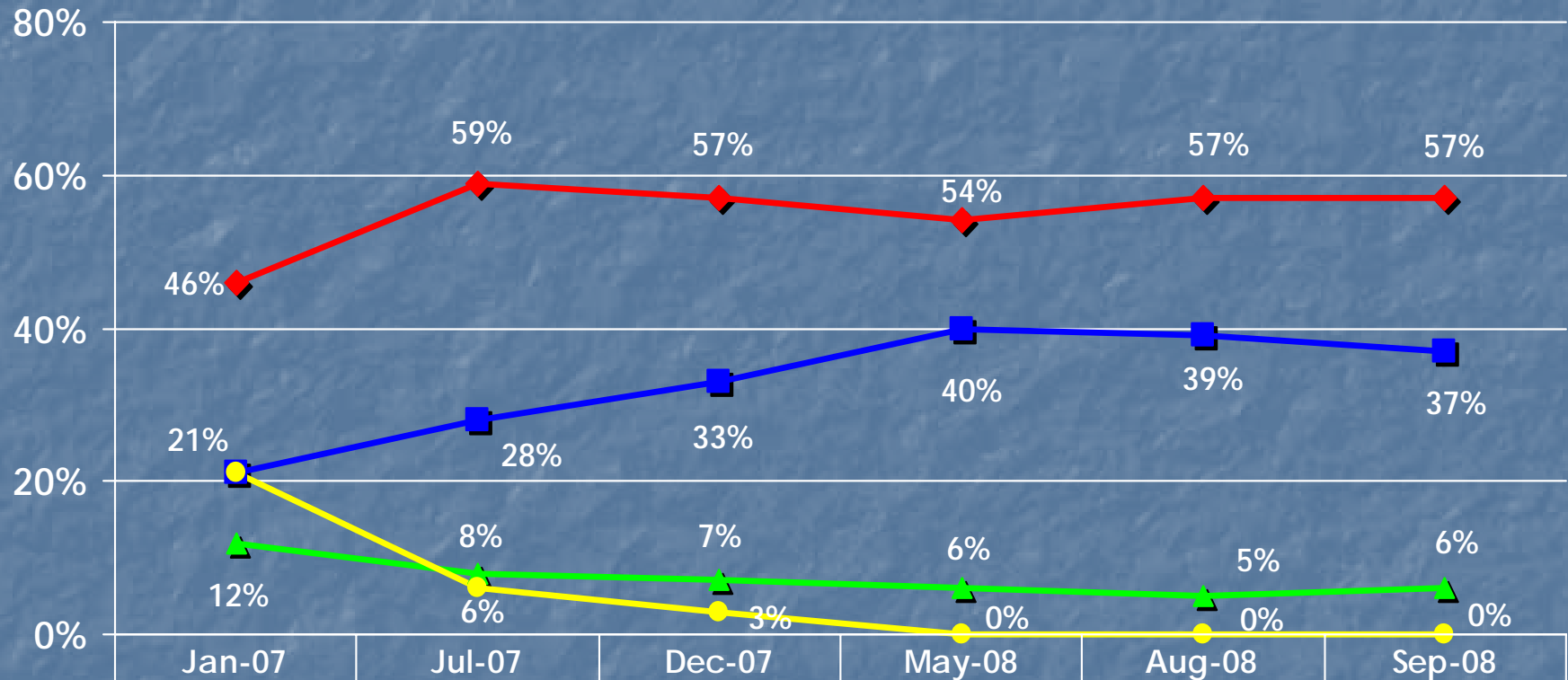


Favorable	65%	52%	62%	54%	58%	54%	57%	58%
Unfavorable	18%	29%	25%	33%	29%	39%	36%	37%
No Opinion	11%	12%	8%	9%	8%	6%	6%	4%
Never heard of	7%	7%	6%	4%	5%	0%	0%	1%

# 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.

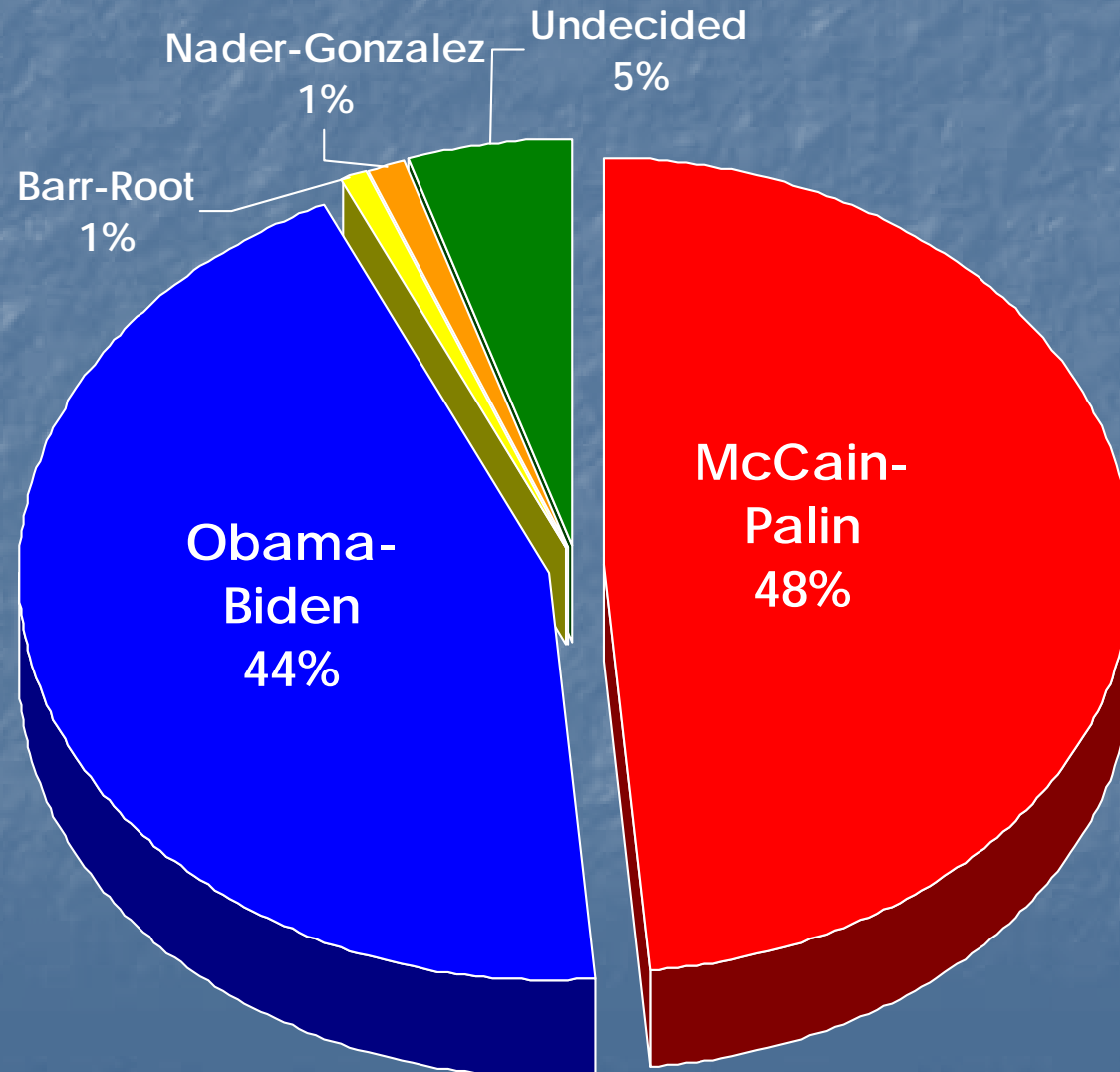
"Barack Obama"



◆ Favorable	46%	59%	57%	54%	57%	57%
■ Unfavorable	21%	28%	33%	40%	39%	37%
▲ No Opinion	12%	8%	7%	6%	5%	6%
● Never heard of	21%	6%	3%	0%	0%	0%

# BATTLEGROUND 2008

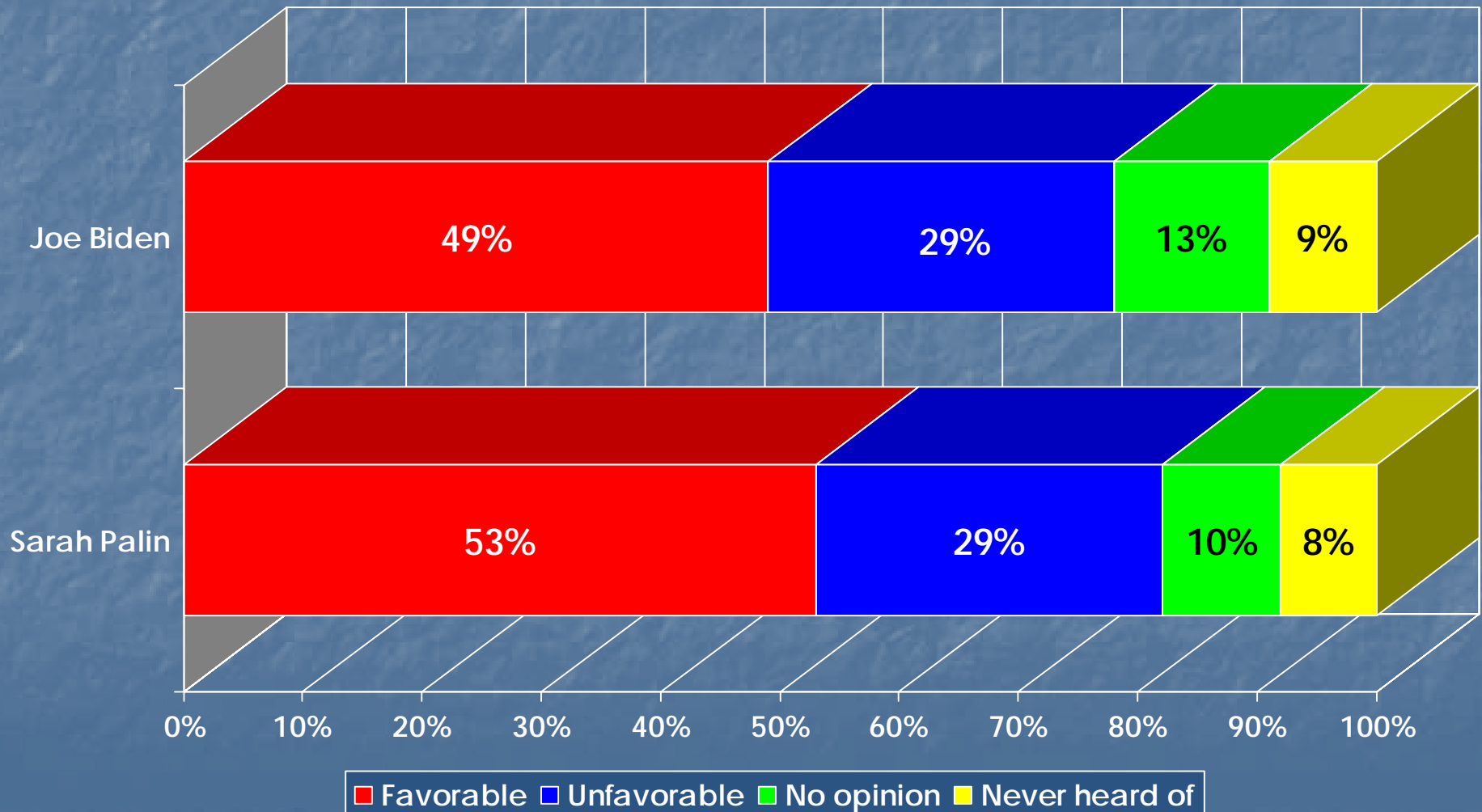
If the election for President and Vice President were held today and you had to make a choice for whom would you vote?





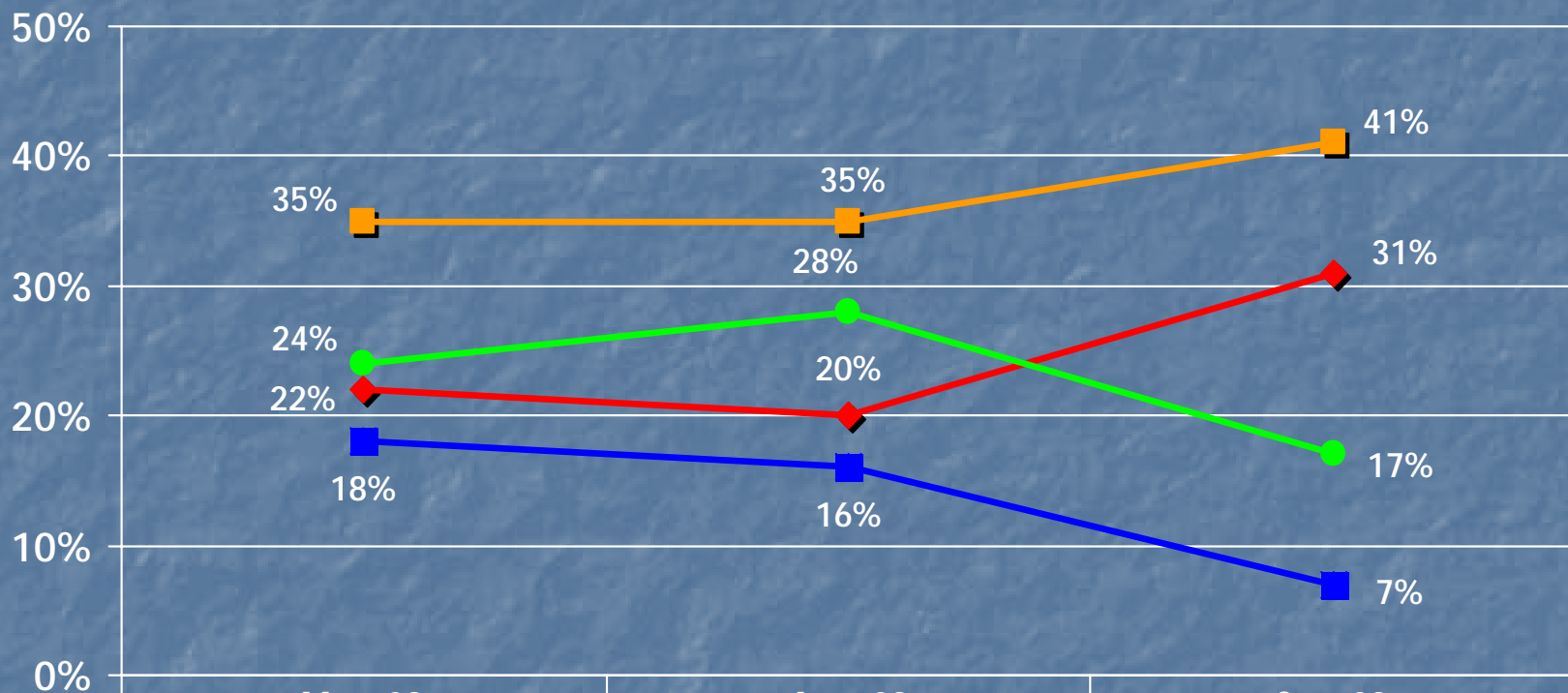
# BATTLEGROUND 2008

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



# BATTLEGROUND 2008

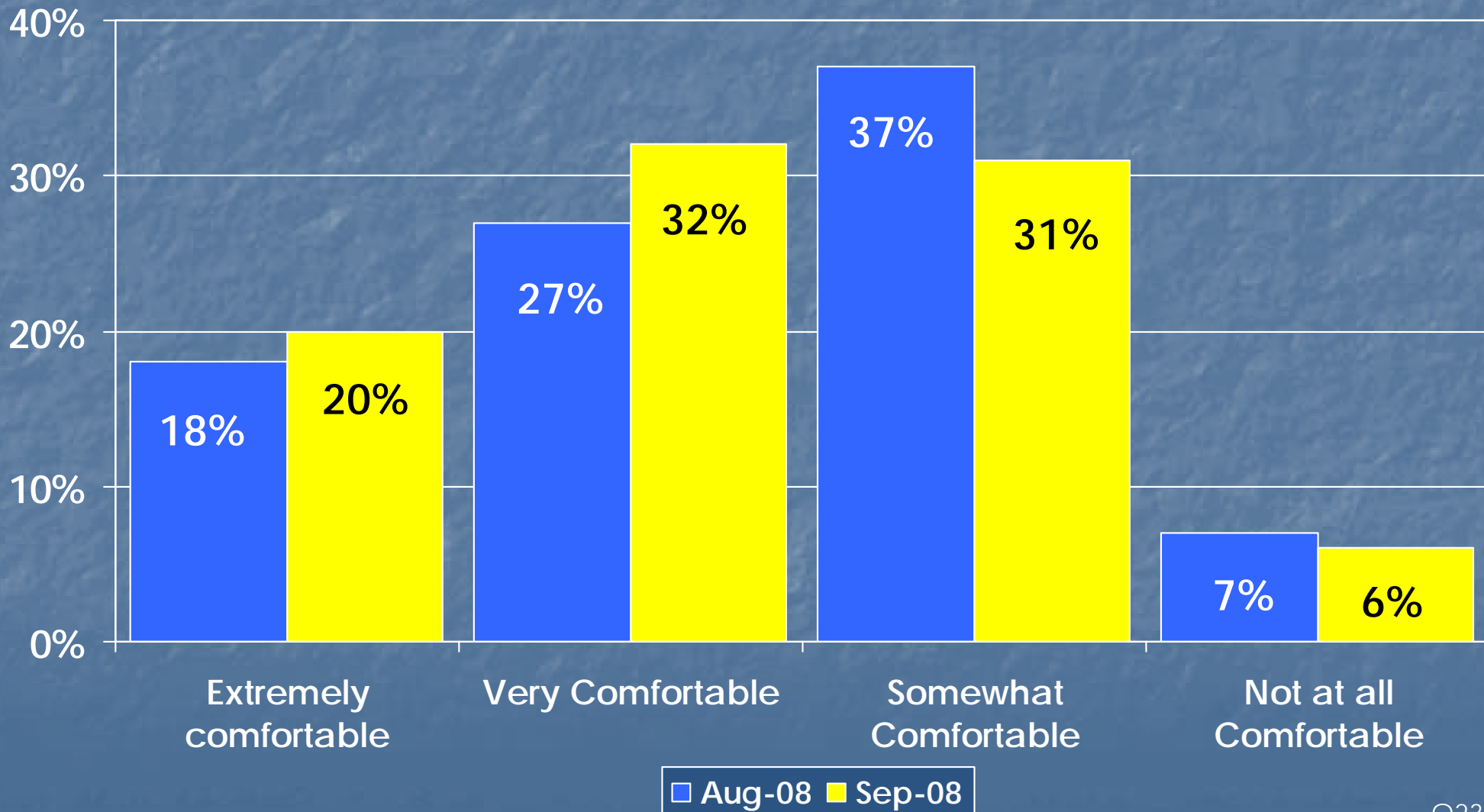
Overall, how satisfied or dissatisfied are you with the choice of candidates for president this year -- are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



	May-08	Aug-08	Sep-08
Very Satisfied	22%	20%	31%
Somewhat Satisfied	35%	35%	41%
Somewhat Dissatisfied	24%	28%	17%
Very Dissatisfied	18%	16%	7%

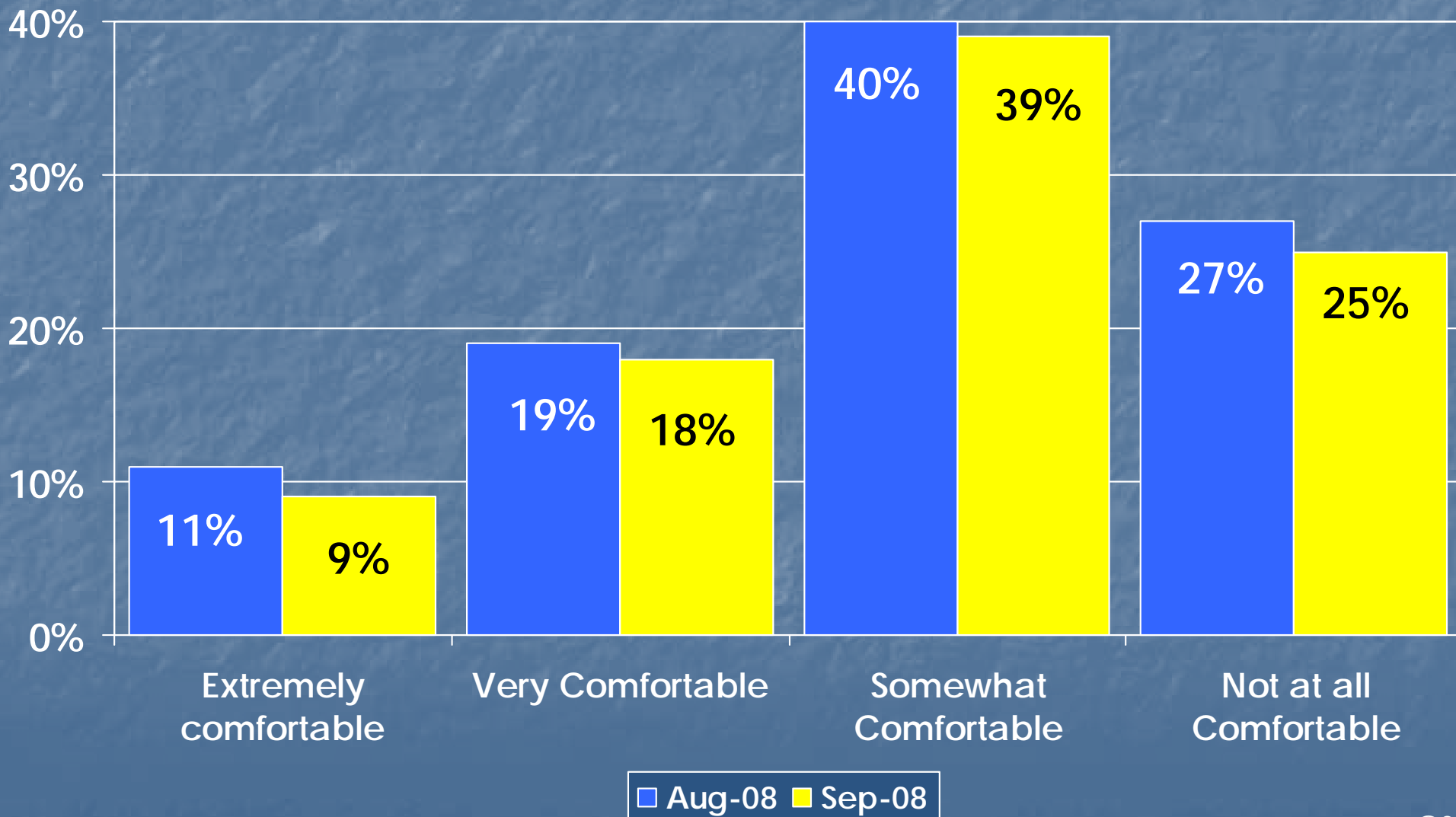
# BATTLEGROUND 2008

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 African American?



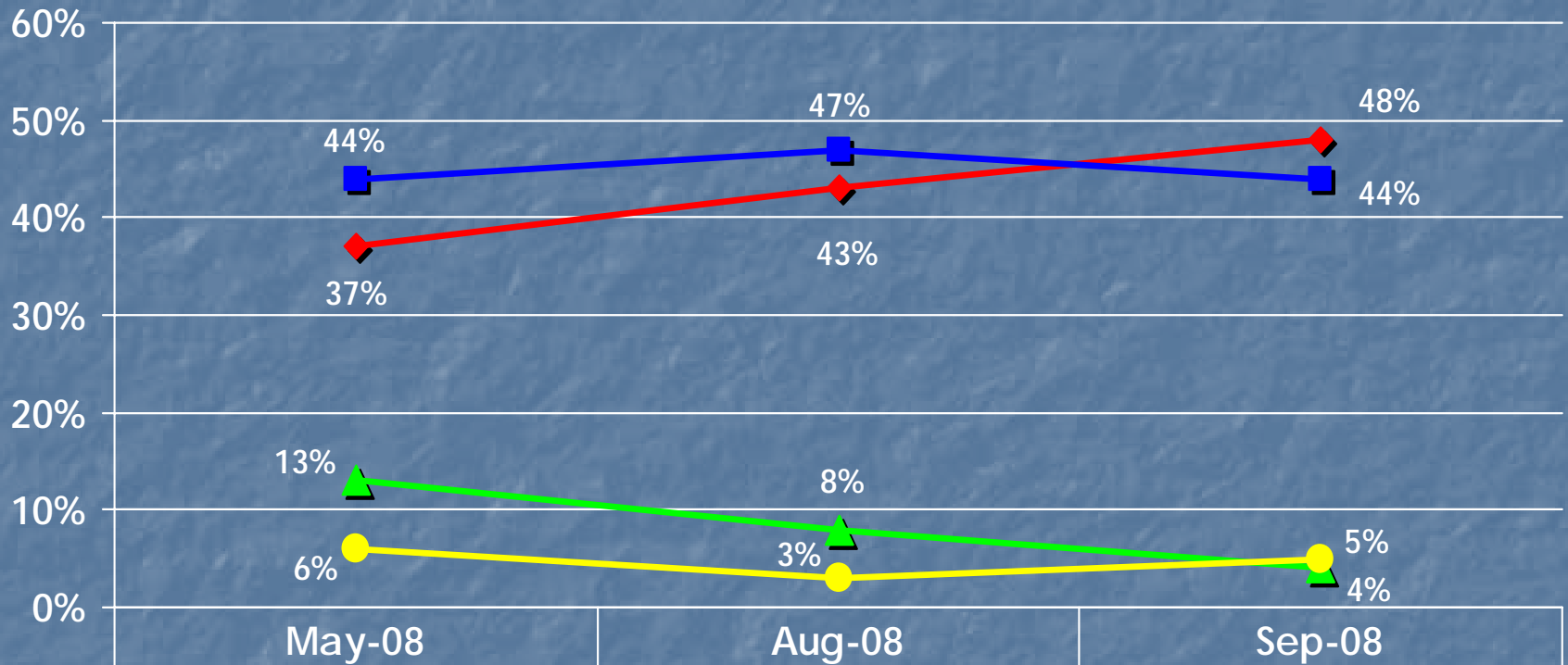
# BATTLEGROUND 2008

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?



# BATTLEGROUND 2008

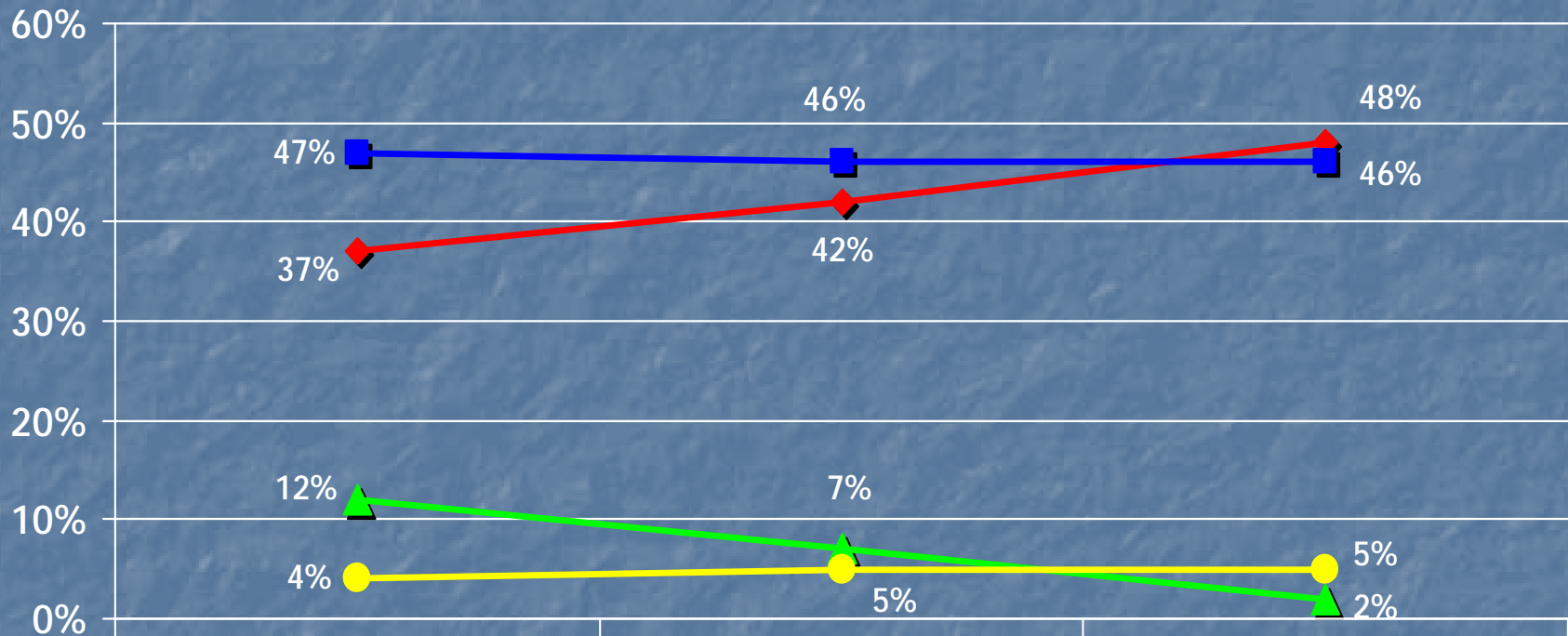
Thinking about what you might have seen, read or heard recently about John McCain, has it made you more likely or less likely to vote for him?



◆ More Likely	37%	43%	48%
■ Less Likely	44%	47%	44%
▲ No Difference	13%	8%	4%
● Unsure	6%	3%	5%

# BATTLEGROUND 2008

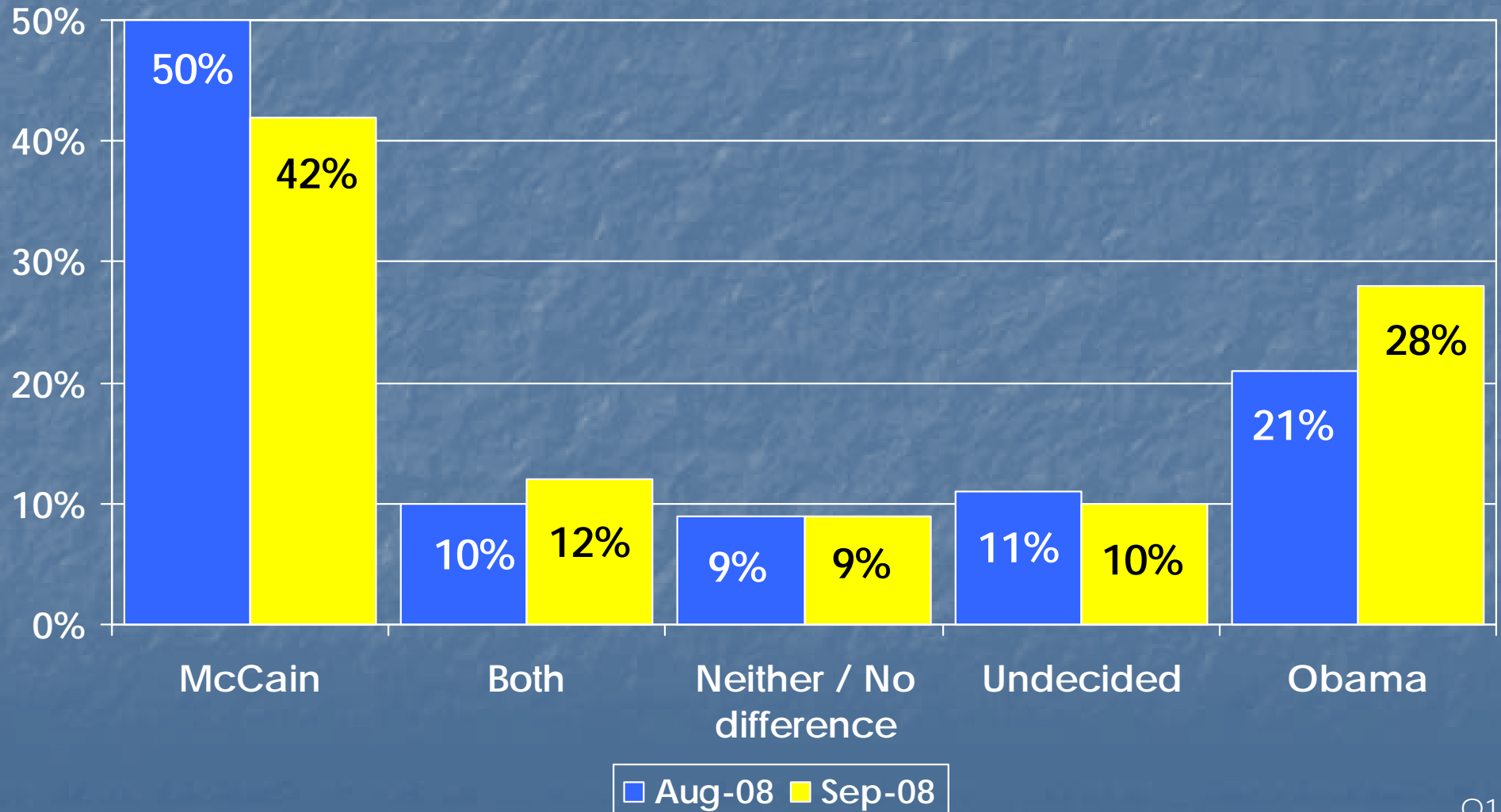
Thinking about what you might have seen, read or heard recently about Barack Obama, has it made you more likely or less likely to vote for him?



◆ More Likely	37%	42%	48%
■ Less Likely	47%	46%	46%
▲ No Difference	12%	7%	2%
● Unsure	4%	5%	5%

# BATTLEGROUND 2008

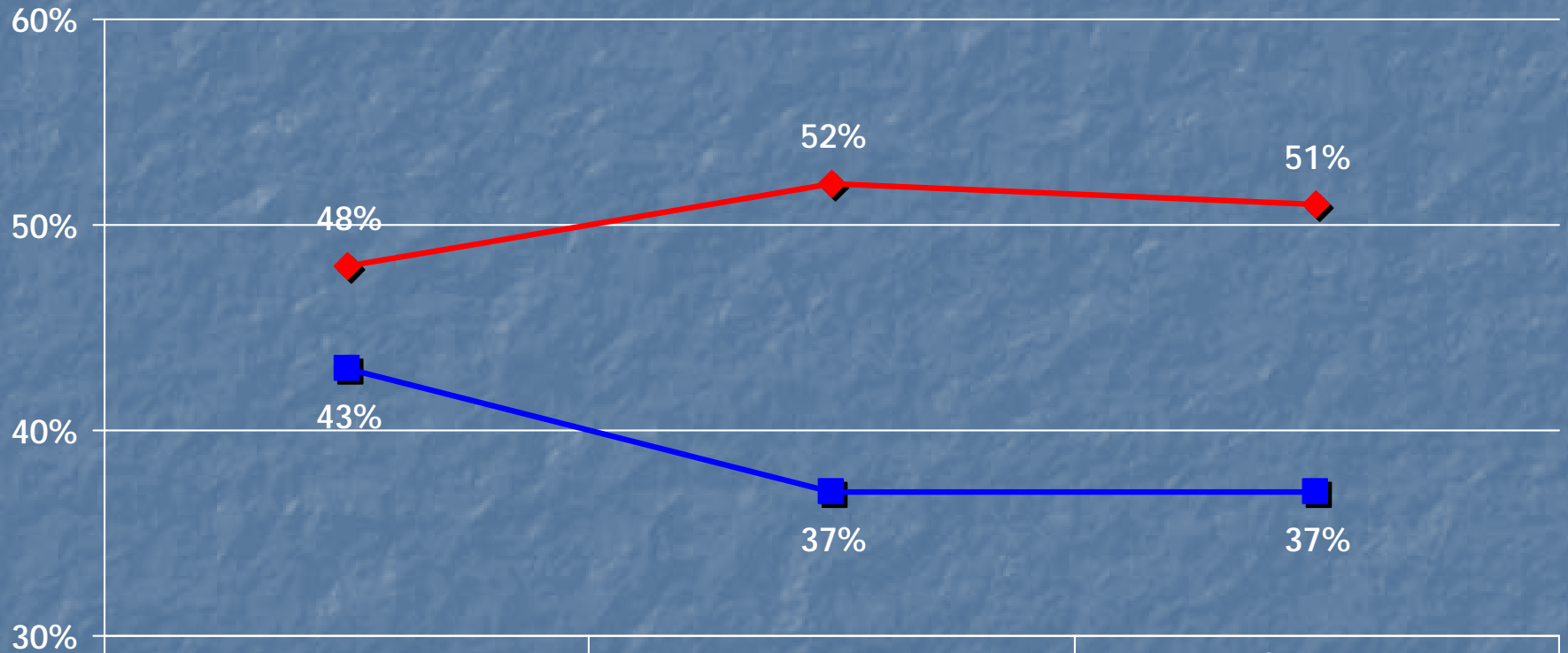
Regardless of who you intend to vote for, which candidate -- John McCain, or Barack Obama -- do you think is running a more negative campaign?



# BATTLEGROUND 2008

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

## IS A STRONG LEADER



◆ McCain  
■ Obama

May-08

Aug-08

Sep-08

48%

52%

51%

43%

37%

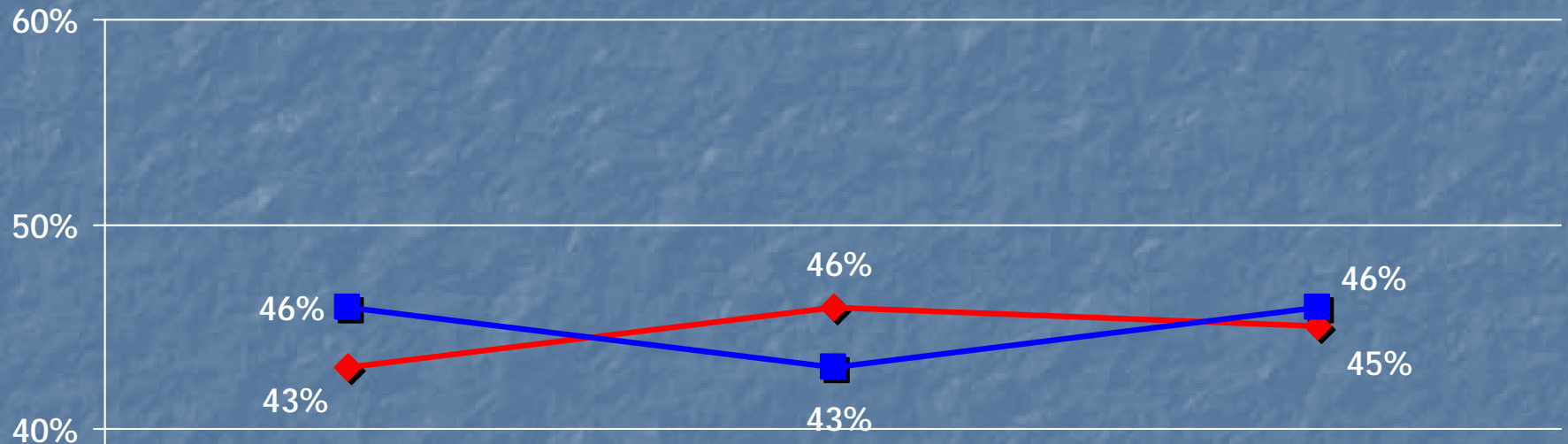
37%



# BATTLEGROUND 2008

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

## SHARES YOUR VALUES

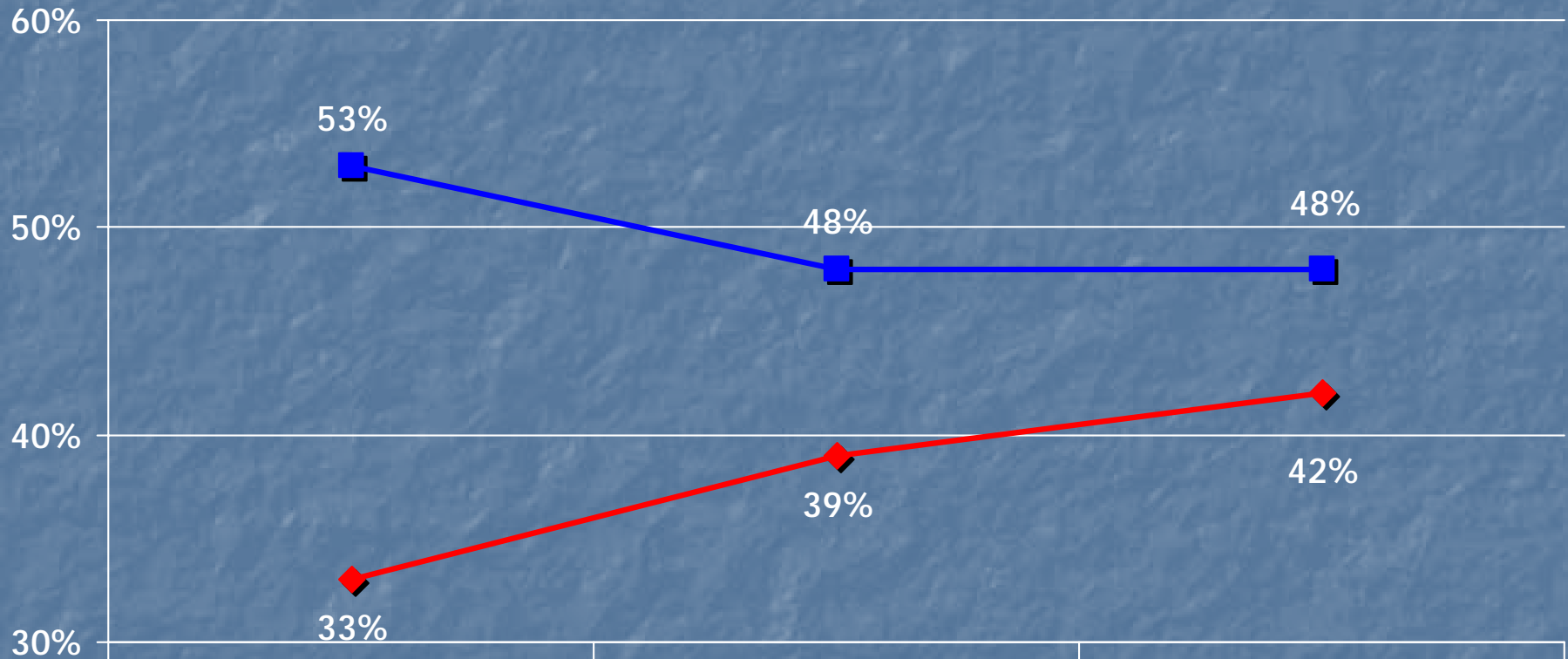


	May-08	Aug-08	Sep-08
◆ McCain	43%	46%	45%
■ Obama	46%	43%	46%

# BATTLEGROUND 2008

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

## FIGHTS FOR PEOPLE LIKE ME



◆ McCain

33%

39%

42%

■ Obama

53%

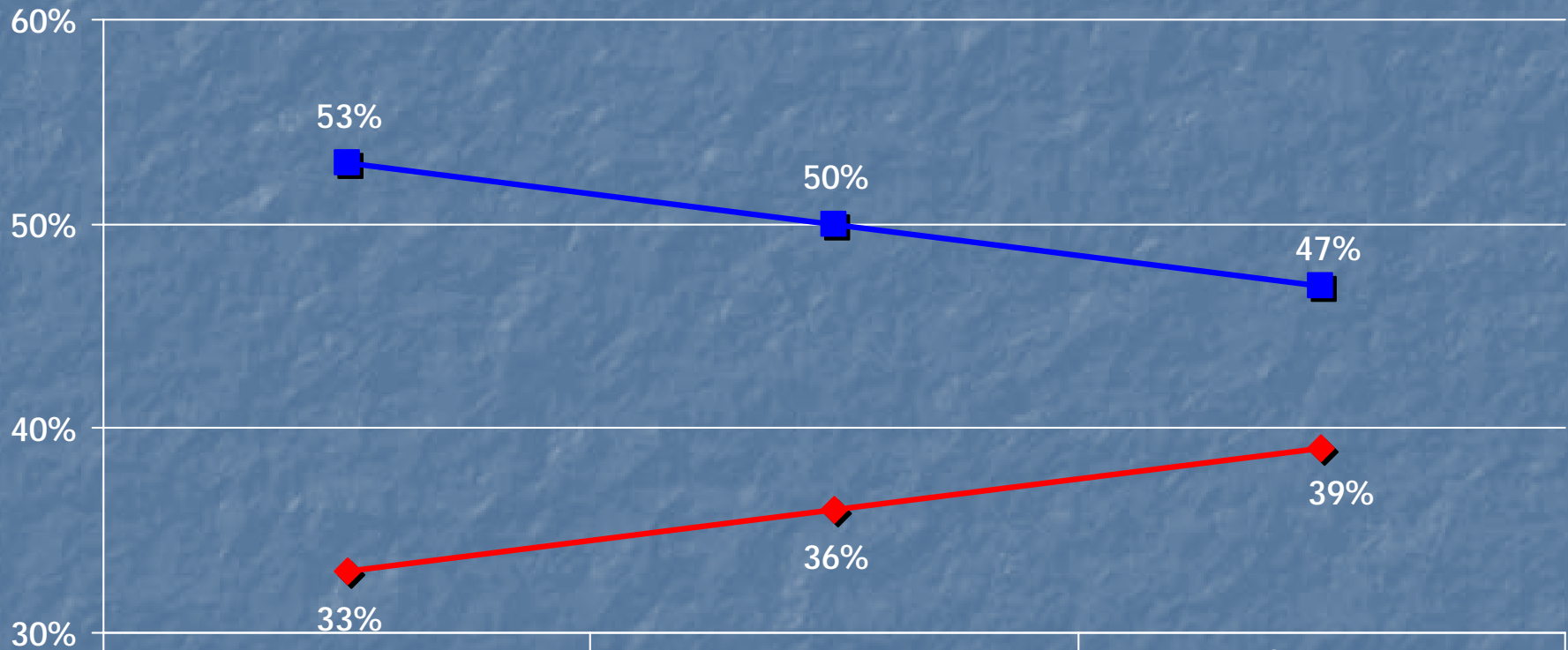
48%

48%

# BATTLEGROUND 2008

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

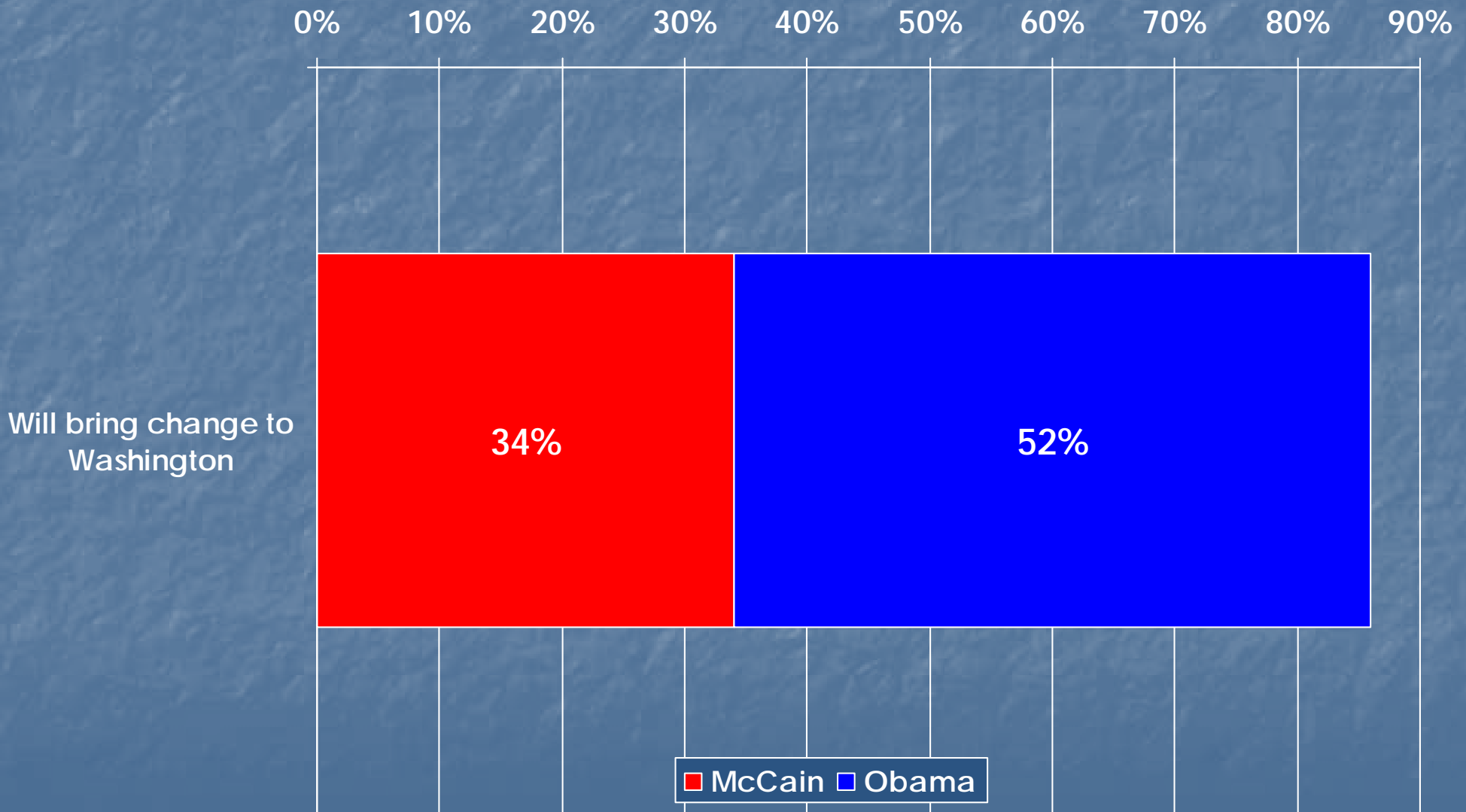
## WILL UNITE THE COUNTRY



◆ McCain	33%	36%	39%
■ Obama	53%	50%	47%

# BATTLEGROUND 2008

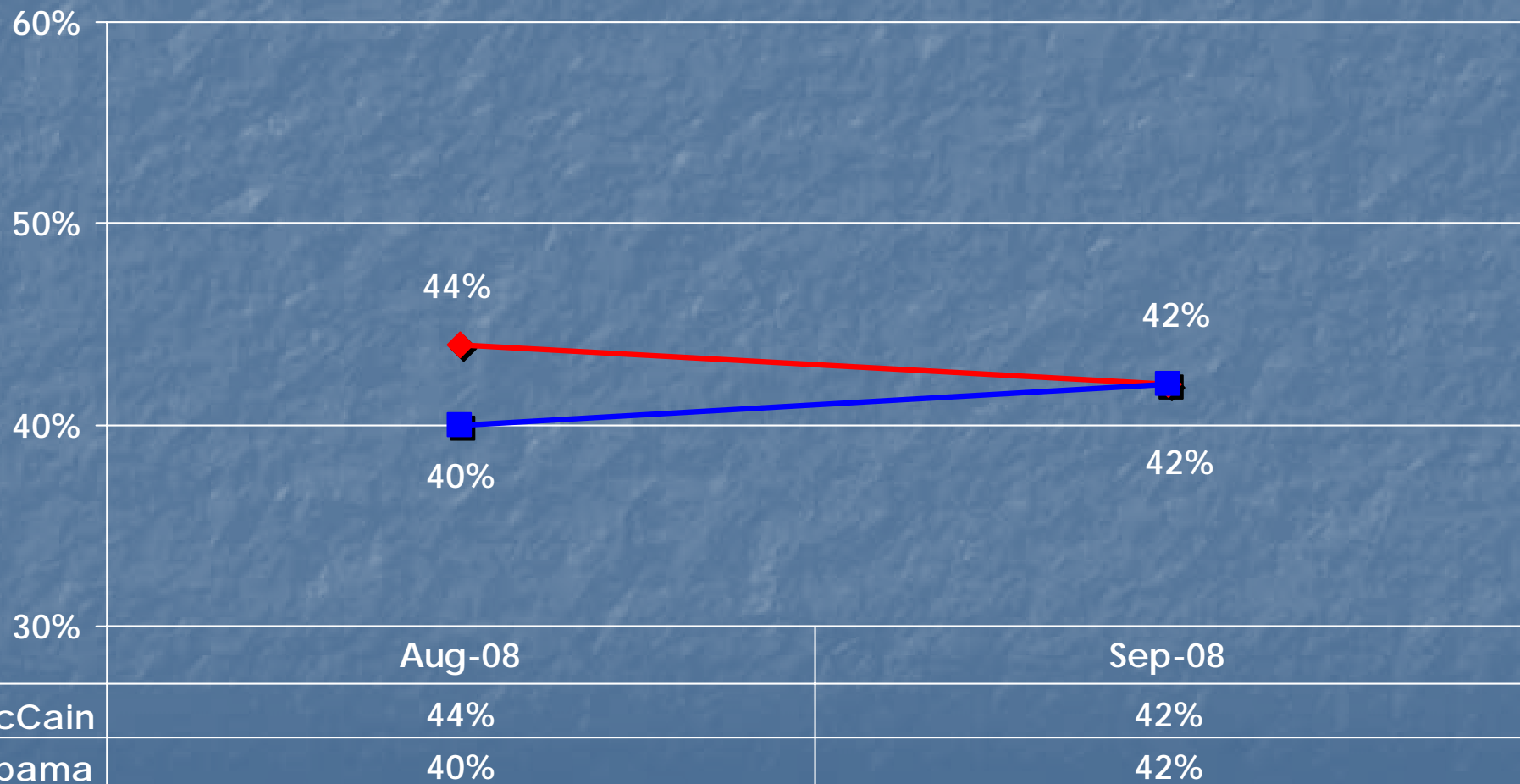
Who better represents this quality:  
Senator John McCain or Senator Barack Obama?



# BATTLEGROUND 2008

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

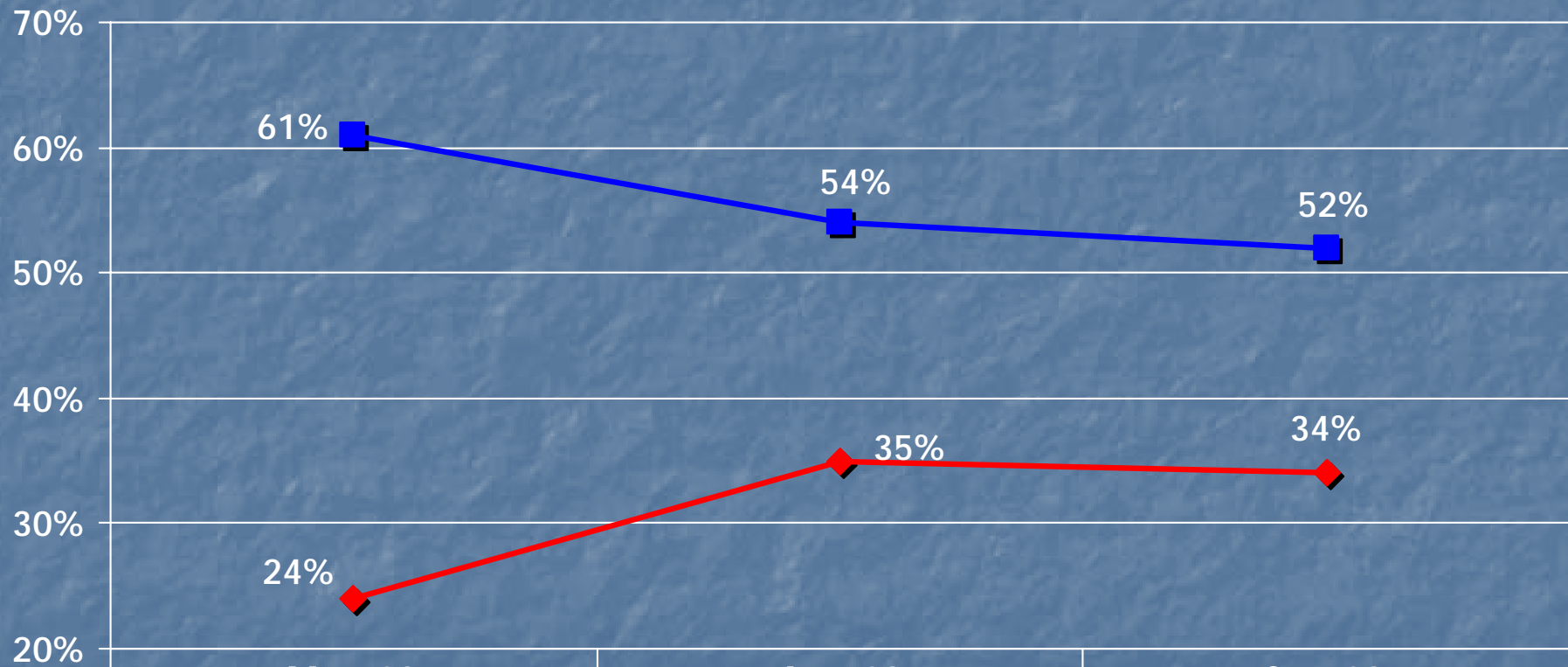
## SAYS WHAT HE BELIEVES



# BATTLEGROUND 2008

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

## HANDLING THE HEALTH CARE ISSUE



◆ McCain  
■ Obama

May-08

Aug-08

Sep-08

24%

35%

34%

61%

54%

52%

24%

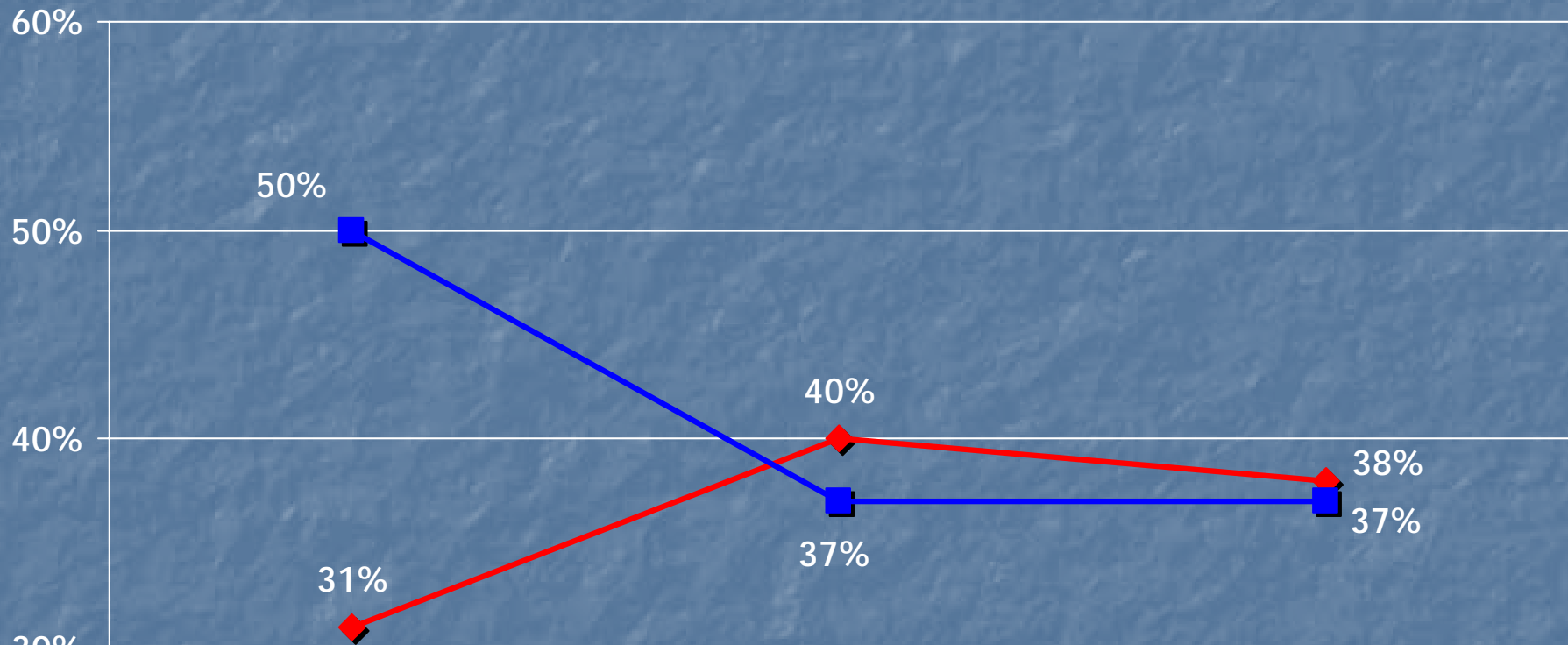
35%

34%

# BATTLEGROUND 2008

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

## CAN REDUCE GAS AND ENERGY PRICES

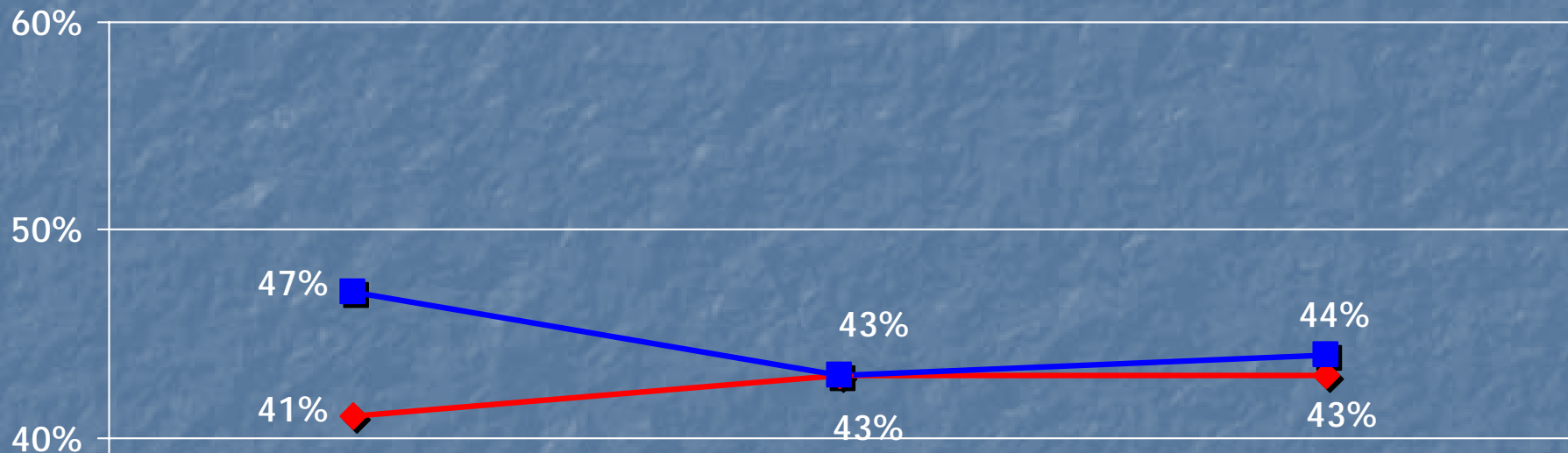


◆ McCain	31%	40%	38%
■ Obama	50%	37%	37%

# BATTLEGROUND 2008

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

## WILL KEEP AMERICA PROSPEROUS



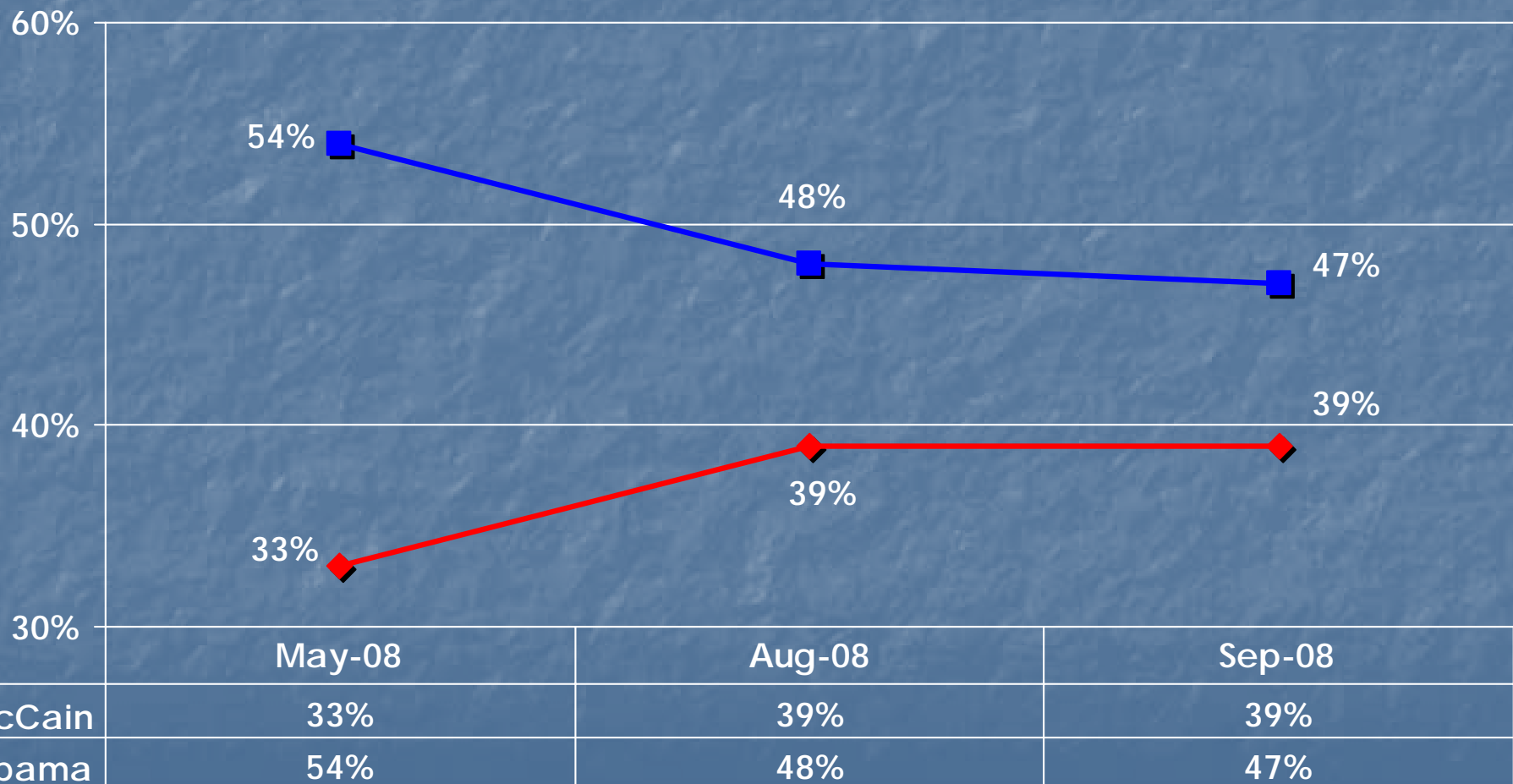
	May-08	Aug-08	Sep-08
◆ McCain	41%	43%	43%
■ Obama	47%	43%	44%



# BATTLEGROUND 2008

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

## WILL CREATE JOBS AND IMPROVE THE ECONOMY



# BATTLEGROUND 2008

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

