

Q1805 How interested are you in the 2008 presidential election in the United States?

22 Oct 2008
 Table 6

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
(4) Extremely interested	596 56%	292 55%	304 57%	61 44%	140 55%	131 57%	127 58%	137 62% D	140 60%	124 52%	198 56%	134 55%	186 56%	410 56%	135 49%	79 61%	104 58%	188 60%
(3) Very interested	247 23%	122 23%	125 23%	35 25%	54 21%	48 21%	53 24%	57 26%	40 17%	64 27% I	82 23%	61 25%	70 21%	177 24%	62 23%	28 22%	46 25%	76 24%
(2) Somewhat interested	163 15%	90 17%	74 14%	29 21% H	42 16%	42 18%	28 13%	22 10%	40 17%	37 16%	48 14%	39 16%	56 17%	107 15%	50 18%	19 15%	27 15%	38 12%
(1) Not interested	57 5%	23 4%	35 6%	15 10% FH	20 8% H	7 3%	11 5%	4 2%	12 5%	12 5%	24 7%	10 4%	23 7%	35 5%	26 10% Q	4 3%	3 2%	13 4%
Mean	3.3	3.3	3.3	3.0	3.2	3.3 D	3.3 D	3.5 DE	3.3	3.3	3.3	3.3	3.3	3.3	3.1	3.4	3.4 O	3.4 O
Std. Dev.	0.92	0.90	0.93	1.03	0.99	0.88	0.89	0.75	0.94	0.90	0.94	0.88	0.97	0.89	1.03	0.85	0.81	0.85
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com

Tel: 0208 263 5382

www.harrisinteractive.com/europe

Q1810 What candidate would you like to see elected?

22 Oct 2008
 Table 12

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	445 42%	208 39%	237 44%	74 53% GH	134 52% GH	100 44% G	66 30%	71 32%	114 49% K	98 41%	124 35%	108 45%	130 39%	315 43%	113 41%	67 51% Q	66 37%	126 40%
John McCain	337 32%	189 36% C	148 28%	39 28%	52 20%	65 28%	91 41% EF	90 41% EF	58 25%	64 27%	136 39% J	79 33%	109 33%	228 31%	79 29%	32 25%	62 35%	117 37% P
Neither of these candidates	197 18%	92 18%	104 19%	16 11%	46 18%	51 22% D	43 19%	41 19%	37 16%	57 24%	64 18%	40 16%	73 22%	124 17%	63 23%	22 17%	34 19%	47 15%
Not sure	85 8%	37 7%	48 9%	10 7%	25 10%	12 5%	20 9%	18 8%	23 10%	18 8%	28 8%	15 6%	23 7%	62 9%	18 7%	9 7%	18 10%	24 8%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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www.harrisinteractive.com/europe

Q1815_1 For which reasons would you like to see Barack Obama elected?

Barack Obama

22 Oct 2008
 Table 18

Base: All United States Adults 16-64 Who Would Like To See Barack Obama Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	464	211	253	52	142	111	75	84	144	108	99	113	122	342	71	67	83	177
Weighted Base	445	208	237	74*	134*	100*	66*	71*	114*	98*	124*	108*	130*	315	113*	67*	66*	126*
His capacity for change from the Bush administration's policies	270 61%	115 56%	155 65%	28 38%	79 59%	70 70% D	40 61%	53 75% D	70 62%	58 59%	64 51%	79 72% K	70 54%	201 64%	59 52%	45 67%	44 67%	87 69%
His policies (his program in general)	194 44%	78 38%	116 49%	31 42%	64 48%	41 41%	35 54%	24 33%	56 49%	41 41%	48 39%	49 46%	55 42%	139 44%	39 34%	27 41%	33 50%	63 50%
The values he represents	156 35%	74 36%	82 34%	23 32%	54 40%	38 37%	17 26%	23 33%	38 34%	30 31%	47 38%	40 37%	36 28%	120 38%	44 39%	22 33%	21 32%	46 37%
His approach to health care	144 32%	70 34%	74 31%	26 36%	41 31%	20 20%	24 36%	32 45% F	30 26%	39 40%	38 31%	36 34%	45 34%	99 31%	51 45% PR	14 21%	23 36%	33 26%
His approach to the economy	126 28%	60 29%	66 28%	16 22%	36 27%	33 33%	23 34%	18 26%	27 23%	39 39% I	36 29%	25 23%	47 36%	79 25%	25 22%	23 34%	11 17%	41 33%
His approach to Iraq	72 16%	34 16%	38 16%	16 22%	21 16%	10 9%	9 14%	16 22%	26 23%	11 11%	17 14%	17 16%	26 20%	45 14%	16 14%	7 11%	12 19%	26 20%
His approach to foreign affairs	65 15%	45 22% C	20 9%	9 13%	23 17%	17 17%	7 11%	9 12%	12 10%	13 13%	24 19%	16 15%	18 14%	47 15%	27 23%	9 14%	7 10%	16 12%
His approach to education	63 14%	30 14%	33 14%	9 12%	22 17% H	18 18% H	13 20% H	1 2%	11 9%	17 18%	22 18%	13 12%	17 13%	46 15%	22 19%	9 13%	7 11%	15 12%
His choice for vice president	50 11%	20 9%	31 13%	1 2%	11 8%	11 11%	14 21% D	13 18% D	20 17%	8 8%	11 9%	11 10%	12 9%	38 12%	1 1%	15 22% O	10 15% O	13 10% O
His personality	49 11%	28 13%	21 9%	13 18%	10 7%	12 12%	5 8%	9 12%	18 16% L	8 9%	20 16% L	3 3%	15 11%	35 11%	9 8%	6 9%	9 14%	18 14%
His approach to the global warming	30 7%	15 7%	15 6%	14 19% EGH	5 4%	6 6%	2 3%	2 3%	12 10%	6 6%	9 7%	3 3%	18 14% N	12 4%	11 9%	6 9%	3 5%	6 5%
His youth	30 7%	17 8%	13 5%	8 11%	7 5%	11 11%	2 3%	1 2%	5 4%	5 6%	12 10%	7 7%	11 9%	18 6%	12 11% R	2 2%	5 8% R	1 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1815_1 For which reasons would you like to see Barack Obama elected?

Barack Obama

22 Oct 2008
 Table 18

Base: All United States Adults 16-64 Who Would Like To See Barack Obama Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Weighted Base	445	208	237	74*	134*	100*	66*	71*	114*	98*	124*	108*	130*	315	113*	67*	66*	126*
His experience	12 3%	3 2%	9 4%	1 1%	8 6%	4 4%	-	-	4 3%	-	3 3%	6 5%	1 1%	12 4%	3 3%	4 6% R	-	-
His ethnicity	12 3%	9 5%	3 1%	6 8%	2 1%	4 4%	1 1%	-	4 3%	-	7 6%	1 1%	3 2%	9 3%	4 4%	4 6%	1 1%	1 1%
His approach to crime	4 1%	3 1%	1 *	3 4%	* *	1 1%	-	-	1 1%	-	2 1%	1 1%	4 3% N	-	-	-	*	2 2%
Other	14 3%	8 4%	6 3%	5 6%	5 3%	1 1%	2 3%	2 3%	3 3%	5 5%	2 1%	5 5%	5 4%	10 3%	1 1%	2 3%	4 6%	5 4%
Not sure	3 1%	-	3 1%	2 3%	* *	-	-	-	-	3 3%	-	-	-	3 1%	2 2%	* 1%	-	-
Sigma	1294 291%	609 293%	686 289%	212 288%	388 291%	296 295%	195 295%	203 285%	336 294%	283 288%	363 292%	313 288%	382 294%	912 290%	326 287%	195 292%	192 292%	372 295%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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www.harrisinteractive.com/europe

Q1815_2 For which reasons would you like to see John McCain elected?

John McCain

22 Oct 2008
 Table 24

Base: All United States Adults 16-64 Who Would Like To See John McCain Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	317	184	133	40	56	64	85	72	72	67	109	69	110	207	51	32	59	130
Weighted Base	337	189	148*	39*	52**	65*	91*	90*	58*	64*	136*	79*	109*	228	79*	32**	62*	117*
His experience	207 61%	105 56%	102 69%	18 47%	41 78%	33 51%	59 65%	56 62%	28 48%	33 52%	96 70%	50 64%	62 56%	146 64%	58 74%	14 45%	40 65%	72 61%
The values he represents	144 43%	81 43%	64 43%	16 42%	16 31%	35 54%	35 39%	41 46%	24 41%	30 47%	64 47%	26 33%	52 48%	92 40%	29 36%	15 46%	26 41%	55 47%
His choice for vice president	136 40%	68 36%	68 46%	13 34%	19 37%	17 26%	43 48%	43 48%	21 36%	30 47%	54 40%	31 39%	37 34%	99 43%	34 43%	10 30%	23 37%	46 39%
His policies (his program in general)	102 30%	54 29%	48 32%	21 54% GH	18 34%	23 35%	23 25%	18 20%	18 30%	20 32%	34 25%	30 37%	41 37%	61 27%	21 27%	7 21%	22 36%	35 30%
His approach to foreign affairs	93 28%	66 35% C	27 18%	8 21%	11 22%	12 19%	30 33%	31 35%	18 32%	13 20%	33 24%	29 36%	21 19%	72 32%	19 24%	7 21%	13 21%	39 34%
His approach to Iraq	73 22%	37 20%	36 24%	9 24%	7 14%	15 23%	22 25%	19 21%	11 19%	18 27%	32 23%	12 16%	26 24%	47 20%	17 21%	11 35%	12 19%	24 21%
His maturity	64 19%	39 21%	25 17%	5 13%	2 4%	22 34%	18 20%	17 19%	11 18%	18 28% L	28 21%	8 10%	14 13%	51 22%	18 23%	4 13%	13 20%	23 20%
His approach to the economy	51 15%	34 18%	17 12%	8 19%	8 15%	7 11%	12 14%	16 18%	13 22%	6 9%	15 11%	17 22%	19 17%	32 14%	15 18%	5 16%	10 15%	16 14%
His capacity for change from the Bush administration's policies	36 11%	19 10%	17 11%	4 10%	7 13%	7 11%	8 8%	11 12%	11 19% K	9 14%	7 5%	9 12%	13 12%	24 10%	7 9%	9 30%	4 6%	11 10%
His approach to health care	18 5%	10 5%	8 5%	1 2%	3 6%	3 5%	5 5%	6 6%	1 1%	1 2%	11 8%	5 6%	6 5%	12 5%	5 6%	* 1%	8 13%	4 3%
His personality	11 3%	6 3%	5 3%	2 4%	2 4%	3 5%	3 3%	1 1%	* 1%	1 2%	6 5%	3 3%	3 3%	8 3%	* 3%	2 6%	2 3%	6 5%
His ethnicity	7 2%	7 3%	1 *	1 3%	1 2%	-	2 2%	3 3%	2 3%	-	2 2%	3 4%	4 4%	3 1%	2 3%	2 5%	1 1%	2 2%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1815_2 For which reasons would you like to see John McCain elected?

John McCain

22 Oct 2008
 Table 24

Base: All United States Adults 16-64 Who Would Like To See John McCain Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	337	189	148*	39*	52**	65*	91*	90*	58*	64*	136*	79*	109*	228	79*	32**	62*	117*
His approach to crime	7 2%	7 4%	-	1 3%	3 6%	* *	1 1%	1 1%	3 5%	-	3 2%	1 2%	5 4%	3 1%	1 2%	-	2 3%	4 4%
His approach to education	3 1%	1 1%	1 1%	-	-	2 4%	* *	-	* 1%	1 2%	-	1 1%	1 1%	2 1%	-	1 2%	2 3%	-
His approach to the global warming	2 1%	1 1%	1 1%	1 3%	-	-	1 1%	-	-	1 2%	1 1%	-	1 1%	2 1%	* *	-	1 2%	-
Other	19 6%	10 5%	8 6%	3 7%	3 6%	8 12% H	4 5%	1 1%	7 12%	3 5%	6 4%	3 3%	9 8%	9 4%	4 5%	1 5%	4 6%	5 4%
Not sure	2 1%	2 1%	-	1 2%	1 2%	-	-	-	-	1 1%	-	1 1%	1 1%	1 *	-	1 3%	-	-
Sigma	975 289%	547 289%	427 288%	114 289%	143 273%	188 290%	267 294%	263 292%	167 288%	186 290%	394 289%	228 288%	313 286%	662 290%	230 291%	89 279%	181 290%	343 293%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1815 For which reasons would you like to see Barack Obama/ John McCain elected?

22 Oct 2008
 Table 30

GRID SUMMARY TABLE

Base: All United States Adults 16-64 Who Would Like To See Either Barack Obama Or John McCain Elected

This Question Was Weighted To The General Population

	Barack Obama	John McCain
	(B)	(C)
Unweighted Base	464	317
Weighted Base	445	337
His personality	49 11% C	11 3%
His policies (his program in general)	194 44% C	102 30%
The values he represents	156 35%	144 43%
His capacity for change from the Bush administration's policies	270 61% C	36 11%
His experience	12 3%	207 61% B
His choice for vice president	50 11%	136 40% B
His youth/ His maturity	30 7%	64 19% B
His approach to crime	4 1%	7 2%
His approach to education	63 14% C	3 1%
His approach to the economy	126 28% C	51 15%
His approach to health care	144 32% C	18 5%
His approach to foreign affairs	65 15%	93 28% B
His approach to Iraq	72 16%	73 22%

Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

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Q1815 For which reasons would you like to see Barack Obama/ John McCain elected?

22 Oct 2008
 Table 30

GRID SUMMARY TABLE

Base: All United States Adults 16-64 Who Would Like To See Either Barack Obama Or John McCain Elected

This Question Was Weighted To The General Population

	Barack Obama	John McCain
	(B)	(C)
Weighted Base	445	337
His approach to the global warming	30 7%	2 1%
His ethnicity	12 3%	7 2%
Other	14 3%	19 6%
Not sure	3 1%	2 1%
Sigma	1294 291%	975 289%

Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

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Q1820_1 For which reasons would you NOT like to see John McCain elected?

John McCain

Base: All United States Adults 16-64 Who Would Like To See Barack Obama Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	464	211	253	52	142	111	75	84	144	108	99	113	122	342	71	67	83	177
Weighted Base	445	208	237	74*	134*	100*	66*	71*	114*	98*	124*	108*	130*	315	113*	67*	66*	126*
His choice for vice president	246 55%	100 48%	146 62% B	28 38%	75 56%	55 55%	48 72% D	40 57%	68 60%	51 52%	64 51%	63 58%	61 47%	185 59%	50 44%	36 53%	41 63%	76 60%
His policies (his program in general)	195 44%	99 48%	97 41%	28 38%	69 52% G	41 41%	16 24%	42 58% G	57 50%	39 40%	49 40%	50 46%	59 45%	136 43%	61 54%	29 44%	24 36%	50 40%
His approach to Iraq	171 38%	77 37%	94 40%	39 53% H	49 36%	38 38%	27 41%	18 25%	51 45% J	22 23%	56 45% J	41 38%	56 43%	114 36%	45 39%	31 46%	29 45%	42 33%
His capacity for change from the Bush administration's policies	134 30%	67 32%	67 28%	13 18%	41 31%	36 36%	25 37%	20 28%	31 28%	37 38%	37 30%	29 26%	28 21%	106 34%	22 20%	20 29%	24 36%	52 41% O
The values he represents	127 29%	63 31%	64 27%	20 28%	47 35%	26 26%	17 25%	17 24%	24 21%	35 36%	37 30%	31 29%	25 19%	102 33% M	37 33%	18 26%	18 27%	39 31%
His approach to the economy	114 26%	65 31%	49 21%	13 17%	23 17%	36 36% E	26 39% DE	16 23%	32 28%	27 28%	36 29%	19 17%	34 26%	80 26%	30 27%	19 29%	16 25%	34 27%
His approach to foreign affairs	65 15%	39 19%	26 11%	15 20%	15 11%	18 18%	8 12%	9 13%	17 15%	7 7%	23 19%	18 17%	26 20%	40 13%	19 16%	6 9%	10 15%	23 19%
His approach to health care	56 13%	23 11%	33 14%	9 12%	11 8%	5 5%	12 19% F	19 26% EF	14 12%	18 19%	13 10%	11 10%	20 16%	36 11%	17 15%	11 17%	8 12%	15 12%
His maturity	53 12%	13 6%	40 17% B	6 8%	15 12%	13 13%	9 13%	10 14%	8 7%	8 8%	14 12%	23 21% J	13 10%	40 13%	11 10%	4 7%	9 14%	15 12%
His personality	40 9%	11 5%	29 12%	4 6%	17 13%	8 8%	5 8%	5 8%	6 5%	7 7%	15 12%	12 11%	10 8%	30 10%	1 1%	6 8%	9 14% O	7 6%
His experience	19 4%	17 8% C	3 1%	11 15% EFGH	5 4%	3 3%	-	-	2 2%	10 10%	4 3%	4 3%	14 11% N	5 2%	11 10% R	2 3%	* 1%	1 1%
His approach to the global warming	16 4%	4 2%	12 5%	1 2%	5 4%	5 5%	2 2%	3 4%	4 4%	2 2%	7 5%	3 3%	5 4%	10 3%	2 2%	4 6%	3 4%	6 4%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com

Tel: 0208 263 5382

www.harrisinteractive.com/europe

Q1820_1 For which reasons would you NOT like to see John McCain elected?

John McCain

Base: All United States Adults 16-64 Who Would Like To See Barack Obama Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	445	208	237	74*	134*	100*	66*	71*	114*	98*	124*	108*	130*	315	113*	67*	66*	126*
His approach to education	7 1%	2 1%	4 2%	1 2%	1 1%	-	3 5%	1 1%	4 3%	* -	-	2 2%	1 1%	5 2%	-	5 8% OR	1 1%	1 1%
His ethnicity	4 1%	4 2%	-	4 5%	-	-	-	-	-	-	4 3%	-	4 3% N	-	3 3%	-	-	-
His approach to crime	2 *	1 *	1 *	1 1%	-	-	-	1 1%	1 1%	1 1%	-	-	2 1%	-	-	-	1 1%	-
Other	13 3%	7 4%	5 2%	3 5%	3 2%	4 4%	1 2%	1 1%	4 4%	4 4%	2 2%	2 2%	6 5%	7 2%	1 1%	1 2%	2 3%	2 2%
Not sure	13 3%	4 2%	9 4%	6 9%	3 3%	1 1%	-	2 3%	4 4%	5 5%	-	3 3%	5 4%	8 2%	6 6%	2 4%	-	-
Sigma	1275 286%	597 288%	678 285%	203 277%	380 284%	290 289%	198 299%	204 285%	327 287%	274 278%	362 292%	311 287%	369 284%	905 288%	317 280%	195 291%	195 297%	364 289%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Tel: 0208 263 5382

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Q1820_2 For which reasons would you NOT like to see Barack Obama elected?

Barack Obama

22 Oct 2008
 Table 42

Base: All United States Adults 16-64 Who Would Like To See John McCain Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	317	184	133	40	56	64	85	72	72	67	109	69	110	207	51	32	59	130
Weighted Base	337	189	148*	39*	52**	65*	91*	90*	58*	64*	136*	79*	109*	228	79*	32**	62*	117*
His policies (his program in general)	171 51%	90 48%	80 54%	18 46%	19 37%	35 53%	49 54%	50 56%	37 64% L	36 57%	66 49%	31 40%	48 44%	123 54%	29 37%	14 42%	33 53%	72 61% O
His experience	160 47%	80 43%	80 54%	18 45%	27 52%	29 45%	49 54%	36 40%	25 43%	41 64% K	57 42%	37 47%	54 50%	106 46%	35 44%	12 37%	30 49%	64 55%
The values he represents	155 46%	84 45%	70 47%	14 37%	21 40%	26 40%	45 50%	48 53%	24 42%	18 29%	79 58% J	33 42%	51 47%	104 45%	45 57%	15 46%	22 36%	54 46%
His approach to foreign affairs	94 28%	59 31%	34 23%	9 24%	10 19%	16 25%	26 28%	32 36%	15 26%	13 21%	34 25%	31 39%	20 19%	73 32%	18 23%	8 26%	17 27%	34 29%
His approach to Iraq	93 28%	54 29%	39 26%	15 37%	13 25%	18 28%	24 27%	24 26%	16 27%	20 31%	33 24%	25 31%	39 36%	54 24%	32 40%	5 16%	16 26%	26 22%
His approach to the economy	77 23%	44 23%	34 23%	6 16%	12 22%	17 26%	20 22%	23 25%	18 31%	12 19%	29 21%	18 23%	24 22%	54 23%	14 18%	7 23%	13 22%	29 25%
His personality	47 14%	28 15%	19 13%	7 18%	7 14%	5 7%	13 14%	15 17%	5 8%	9 14%	27 20%	6 8%	17 16%	30 13%	16 21%	8 24%	7 11%	15 13%
His approach to health care	44 13%	33 17%	11 8%	9 22%	4 8%	7 12%	11 12%	13 15%	7 13%	10 16%	8 6%	18 23% K	21 19%	24 10%	4 6%	2 7%	10 16%	17 15%
His youth	36 11%	17 9%	19 13%	6 14%	7 14%	8 13%	10 11%	5 6%	4 7%	14 21%	13 9%	6 7%	5 5%	31 14%	6 8%	2 7%	7 11%	15 13%
His choice for vice president	33 10%	18 9%	15 10%	5 12%	5 10%	7 11%	7 7%	9 10%	8 14%	6 9%	11 8%	8 10%	15 13%	18 8%	12 16% R	5 16%	7 11%	5 4%
His ethnicity	23 7%	16 8%	8 5%	3 8%	5 9%	7 10%	3 3%	6 7%	5 8%	5 8%	11 8%	2 3%	10 9%	14 6%	4 5%	4 13%	9 14%	5 4%
His approach to the global warming	11 3%	7 4%	4 3%	2 4%	2 3%	3 5%	-	5 5%	-	2 3%	8 6%	1 1%	2 2%	9 4%	1 1%	3 10%	-	2 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Tel: 0208 263 5382

www.harrisinteractive.com/europe

Q1820_2 For which reasons would you NOT like to see Barack Obama elected?

Barack Obama

22 Oct 2008
 Table 42

Base: All United States Adults 16-64 Who Would Like To See John McCain Elected

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	337	189	148*	39*	52**	65*	91*	90*	58*	64*	136*	79*	109*	228	79*	32**	62*	117*
His approach to crime	10 3%	2 1%	8 6%	1 3%	9 17%	-	-	-	1 1%	1 1%	-	9 11% K	6 5%	4 2%	5 6%	4 12%	*	*
His capacity for change from the Bush administration's policies	9 3%	3 1%	7 5%	1 1%	2 4%	2 3%	2 2%	3 3%	2 3%	-	5 4%	2 3%	3 3%	7 3%	4 5%	-	3 4%	2 2%
His approach to education	6 2%	3 1%	3 2%	1 2%	* 1%	4 7%	-	-	1 1%	-	5 4%	-	1 1%	5 2%	-	-	1 2%	*
Other	21 6%	17 9%	4 3%	3 7%	4 8%	3 4%	10 11% H	1 1%	4 6%	2 3%	11 8%	5 6%	5 5%	16 7%	8 10%	2 6%	3 4%	6 6%
Not sure	1 *	1 1%	-	-	1 3%	-	-	-	-	-	1 *	1 1%	1 1%	1 *	-	1 3%	-	1 *
Sigma	992 294%	557 294%	435 293%	116 296%	150 287%	187 288%	269 297%	269 299%	170 294%	189 295%	399 293%	233 295%	321 294%	670 294%	234 296%	92 289%	179 287%	347 297%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Tel: 0208 263 5382

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Q1820 For which reasons would you NOT like to see John McCain/ Barack Obama elected?

22 Oct 2008
 Table 48

GRID SUMMARY TABLE

Base: All United States Adults 16-64 Who Would Like To See Either Barack Obama Or John McCain Elected

This Question Was Weighted To The General Population

	John McCain	Barack Obama
	(B)	(C)
Unweighted Base	464	317
Weighted Base	445	337
His personality	40 9%	47 14%
His policies (his program in general)	195 44%	171 51%
The values he represents	127 29%	155 46% B
His capacity for change from the Bush administration's policies	134 30% C	9 3%
His experience	19 4%	160 47% B
His choice for vice president	246 55% C	33 10%
His youth/ His maturity	53 12%	36 11%
His approach to crime	2 *	10 3% B
His approach to education	7 1%	6 2%
His approach to the economy	114 26%	77 23%
His approach to health care	56 13%	44 13%
His approach to foreign affairs	65 15%	94 28% B
His approach to Iraq	171 38% C	93 28%

Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

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Q1820 For which reasons would you NOT like to see John McCain/ Barack Obama elected?

22 Oct 2008
 Table 48

GRID SUMMARY TABLE

Base: All United States Adults 16-64 Who Would Like To See Either Barack Obama Or John McCain Elected

This Question Was Weighted To The General Population

	John McCain	Barack Obama
	(B)	(C)
Weighted Base	445	337
His approach to the global warming	16 4%	11 3%
His ethnicity	4 1%	23 7% B
Other	13 3%	21 6%
Not sure	13 3%	1 *
Sigma	1275 286%	992 294%

Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

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Tel: 0208 263 5382

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Q1825 Which candidate in the U.S. election would have the best relationships with Europe?

22 Oct 2008
 Table 54

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	366 34%	198 38%	168 31%	58 42% G	104 41% G	80 35%	54 25%	69 32%	92 40%	76 32%	110 31%	88 36%	96 29%	270 37% M	93 34%	45 35%	62 34%	108 34%
John McCain	247 23%	124 24%	123 23%	25 18%	40 16%	45 20%	68 31% DEF	70 32% DEF	44 19%	48 20%	90 26%	65 27%	83 25%	164 23%	59 22%	26 20%	54 30%	77 25%
Both could	198 19%	109 21%	89 17%	32 23%	41 16%	55 24%	37 17%	33 15%	35 15%	49 21%	70 20%	44 18%	82 25% N	116 16%	28 10%	26 20%	34 19%	75 24% O
Neither of them	72 7%	35 7%	36 7%	2 1%	12 5%	18 8% D	14 7%	24 11% D	11 5%	26 11% IL	26 7%	8 3%	21 6%	51 7%	26 9% Q	8 6%	3 1%	21 7% Q
Not sure	181 17%	59 11%	122 23% B	22 16%	59 23% FH	30 13%	46 21% H	24 11%	50 22%	38 16%	56 16%	37 15%	53 16%	128 18%	68 25% R	25 19%	27 15%	33 10%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1830 What three policies do you think should be the main priority for the next American president?

22 Oct 2008
 Table 60

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K \$49.9K	\$50K \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
To improve the economic situation of the United States	904 85%	440 84%	464 86%	101 72%	213 83%	197 86% D	199 91% D	194 88% D	191 83%	204 86%	304 86%	204 84%	281 84%	623 85%	219 80%	110 84%	162 90% O	284 91% O
To find a positive solution to the conflicts in Iraq and Afghanistan	538 51%	249 47%	289 54%	66 47%	126 49%	131 57% G	96 44%	120 54%	117 51%	125 53%	165 47%	131 54%	178 53%	361 49%	128 47%	71 54%	80 45%	169 54%
To improve the social situation of the United States	405 38%	177 34%	228 42% B	51 37%	114 44% H	94 41% H	90 41% H	57 26%	82 35%	93 39%	150 43%	81 33%	121 36%	285 39%	103 38%	54 41%	70 39%	132 42%
To reduce terrorism	310 29%	182 35% C	128 24%	24 17%	51 20%	62 27%	73 33% DE	99 45% DEF	55 24%	70 29%	121 34% I	64 26%	90 27%	219 30%	61 22%	38 29%	62 34% O	99 31%
To improve the health of the worldwide economy	230 22%	122 23%	109 20%	36 26%	53 21%	53 23%	39 18%	49 22%	46 20%	49 20%	90 26%	46 19%	75 22%	156 21%	67 24%	20 16%	45 25%	53 17%
To reduce the global warming	189 18%	81 15%	108 20%	24 17%	66 26% FG	34 15%	28 13%	37 17%	47 20%	36 15%	50 14%	55 23%	62 18%	127 17%	36 13%	29 23%	43 24% OR	43 14%
To maintain security around the world	158 15%	105 20% C	53 10%	26 18%	30 12%	31 13%	38 17%	34 16%	44 19%	33 14%	49 14%	33 14%	54 16%	104 14%	42 15%	18 14%	28 15%	54 17%
To improve the relationship with Western Europe	81 8%	42 8%	39 7%	10 7%	15 6%	17 7%	22 10%	17 8%	14 6%	22 9%	26 7%	19 8%	24 7%	57 8%	25 9%	8 6%	10 5%	23 7%
To improve the relationship with Russia	36 3%	28 5% C	8 2%	5 3%	10 4%	14 6% G	1 1%	7 3%	8 4%	7 3%	15 4%	5 2%	14 4%	22 3%	4 1%	6 5%	4 2%	17 5%
Other	114 11%	49 9%	65 12%	8 6%	34 13% H	26 11%	34 16% DH	11 5%	16 7%	31 13%	37 10%	31 13%	35 11%	79 11%	42 15%	11 9%	15 9%	32 10%
Not sure	44 4%	24 5%	21 4% EFGH	19 14% EFGH	9 3%	4 2%	6 3%	6 3%	20 9% K	8 4%	8 2%	8 3%	13 4%	31 4%	26 9% QR	4 3%	1 1%	3 1%
Sigma	3011 283%	1500 285%	1511 281%	369 266%	721 281%	663 290%	627 286%	631 287%	640 276%	679 286%	1015 288%	678 279%	947 283%	2064 283%	752 275%	370 284%	519 289%	908 289%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_1 Which candidate would better be able to do the following ...
 To improve the relationship with Western Europe

22 Oct 2008
 Table 66

Base: All United States Adults 16-64
 This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	364 34%	194 37%	169 31%	53 38% G	109 42% G	83 36% G	50 23%	69 31%	90 39%	84 35%	105 30%	85 35%	98 29%	265 36%	95 35%	46 35%	61 34%	100 32%
Both could	244 23%	125 24%	119 22%	34 25%	44 17%	63 28% E	61 28% E	41 19%	54 23%	54 23%	76 22%	60 25%	88 26%	156 21%	45 17%	32 25%	39 22%	96 31% O
John McCain	228 21%	115 22%	113 21%	29 21%	32 12%	35 15%	59 27% EF	73 33% EF	41 18%	37 16%	93 26% J	57 23%	73 22%	154 21%	56 20%	22 17%	41 23%	75 24%
Neither of them	65 6%	32 6%	33 6%	9 7%	13 5%	11 5%	15 7%	18 8%	15 6%	19 8%	23 7%	8 3%	17 5%	49 7%	21 8%	4 3%	6 4%	21 7%
Not sure	163 15%	59 11%	104 19% B	14 10%	58 23% DH	37 16%	34 16%	19 9%	32 14%	44 18%	55 16%	32 13%	58 17%	105 14%	56 21% R	25 20% R	31 17% R	22 7%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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 cgerlotto@harrisinteratcive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1835_2 Which candidate would better be able to do the following ...
 To improve the relationship with Russia

Base: All United States Adults 16-64
 This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K \$49.9K	\$50K \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	293 28%	148 28%	146 27%	49 35% G	86 34% G	68 30% G	39 18%	51 23%	74 32%	61 26%	87 25%	71 29%	79 24%	214 29%	84 31%	38 29%	51 28%	73 23%
John McCain	261 25%	139 26%	122 23%	34 24%	36 14%	46 20%	68 31% EF	78 35% EF	51 22%	46 19%	98 28%	66 27%	95 28%	166 23%	62 23%	25 19%	46 26%	92 29%
Both could	219 21%	113 21%	106 20%	22 15%	60 23%	56 24% H	50 23%	31 14%	50 21%	56 24%	59 17%	54 22%	70 21%	149 20%	40 15%	35 27% O	37 21%	79 25% O
Neither of them	99 9%	55 10%	44 8%	17 12%	18 7%	16 7%	22 10%	26 12%	18 8%	21 9%	48 14% L	12 5%	28 8%	70 10%	28 10%	9 7%	10 6%	36 11%
Not sure	192 18%	71 14%	121 22% B	18 13%	57 22%	44 19%	40 18%	34 16%	39 17%	54 23%	59 17%	39 16%	62 19%	130 18%	61 22% R	24 18%	35 20% R	35 11%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_3 Which candidate would better be able to do the following ...
 To improve the health of the worldwide economy

22 Oct 2008
 Table 78

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K \$49.9K	\$50K \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	351 33%	175 33%	175 33%	63 45% GH	107 42% GH	81 36% G	43 20%	56 25%	85 37%	85 36%	103 29%	78 32%	97 29%	254 35%	90 33%	54 41% Q	48 27%	101 32%
John McCain	209 20%	107 20%	103 19%	27 19%	31 12%	36 16%	61 28% EF	53 24% E	39 17%	28 12%	85 24% J	57 24% J	76 23%	134 18%	51 18%	23 17%	37 20%	70 22%
Both could	155 15%	91 17%	64 12%	21 15%	32 12%	37 16%	36 17%	29 13%	35 15%	37 16%	45 13%	38 16%	51 15%	104 14%	31 11%	17 13%	29 16%	60 19%
Neither of them	145 14%	80 15%	65 12%	14 10%	27 11%	36 16%	33 15%	34 16%	31 13%	42 18% L	48 14%	23 10%	48 14%	97 13%	39 14%	8 6%	23 13%	50 16% P
Not sure	204 19%	73 14%	131 24% B	14 10%	59 23% D	38 17%	46 21% D	47 21% D	41 18%	45 19%	71 20%	46 19%	63 19%	140 19%	63 23% R	28 22% R	42 23% R	34 11%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_4 Which candidate would better be able to do the following ...
 To find a positive solution to the conflicts in Iraq and Afghanistan

Base: All United States Adults 16-64
 This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	370 35%	173 33%	197 37%	59 43% GH	113 44% GH	88 39% G	49 22%	60 27%	95 41% K	77 33%	105 30%	92 38%	109 33%	260 36%	90 33%	42 32%	62 34%	109 35%
John McCain	344 32%	192 37% C	152 28%	41 30% E	46 18%	69 30% E	88 40% E	99 45% DEF	53 23%	60 25%	152 43% IJ	79 33%	113 34%	231 32%	75 28%	34 26%	62 35%	123 39% OP
Both could	112 11%	55 10%	58 11%	17 12%	22 9%	29 13%	25 11%	19 9%	27 12%	35 15% K	27 8%	23 10%	37 11%	75 10%	29 11%	23 18% Q	12 7%	41 13%
Neither of them	91 9%	46 9%	45 8%	9 7%	25 10%	14 6%	26 12%	17 8%	29 12%	20 9%	28 8%	14 6%	30 9%	61 8%	24 9%	9 7%	15 8%	25 8%
Not sure	147 14%	60 11%	87 16%	11 8%	50 19% D	29 13%	31 14%	26 12%	28 12%	45 19%	40 11%	34 14%	45 14%	101 14%	55 20% R	22 17% R	29 16% R	16 5%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_5 Which candidate would better be able to do the following ...
 To maintain security around the world

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
John McCain	384 36%	223 42% C	161 30%	49 35%	60 23%	80 35% E	104 47% EF	91 42% E	59 25%	85 36%	153 43% I	87 36%	129 39%	255 35%	90 33%	39 30%	65 36%	138 44% P
Barack Obama	215 20%	110 21%	105 20%	36 26% G	69 27% G	46 20%	27 12%	37 17%	52 23%	43 18%	71 20%	49 20%	66 20%	150 21%	58 21%	24 19%	35 19%	64 20%
Both could	190 18%	93 18%	97 18%	24 17%	47 18%	51 22%	39 18%	30 13%	57 24% K	49 21% K	41 12%	43 18%	65 19%	125 17%	41 15%	27 21%	33 18%	59 19%
Neither of them	106 10%	44 8%	62 11%	18 13%	25 10%	16 7%	24 11%	23 11%	28 12%	21 9%	35 10%	22 9%	25 7%	81 11%	32 12%	13 10%	17 10%	27 9%
Not sure	168 16%	56 11%	112 21% B	12 8%	56 22% DG	35 16%	26 12%	39 18%	36 16%	39 16%	52 15%	41 17%	50 15%	118 16%	53 19% R	26 20% R	29 16% R	26 8%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_6 Which candidate would better be able to do the following ...
 To reduce the global warming

Base: All United States Adults 16-64
 This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	383 36%	182 35%	202 37%	63 45% GH	116 45% GH	96 42% GH	49 23%	59 27%	97 42%	74 31%	115 33%	98 40%	110 33%	273 37%	89 33%	45 35%	68 38%	116 37%
Both could	197 19%	97 18%	100 19%	24 18%	38 15%	42 18%	55 25% E	37 17%	48 21%	47 20%	62 18%	39 16%	63 19%	134 18%	45 16%	37 29% OQ	28 15%	73 23%
John McCain	109 10%	58 11%	50 9%	16 11%	21 8%	21 9%	22 10%	29 13%	19 8%	15 6%	51 14% J	24 10%	41 12%	67 9%	31 11%	7 6%	30 17% PR	27 9%
Neither of them	215 20%	124 24% C	91 17%	25 18%	36 14%	37 16%	62 28% EF	56 25% E	39 17%	49 21%	80 23%	47 19%	65 19%	150 21%	57 21%	23 18%	22 12%	69 22% Q
Not sure	160 15%	64 12%	95 18%	11 8%	45 18% D	33 14%	31 14%	40 18% D	28 12%	52 22% IK	43 12%	36 15%	55 16%	105 14%	52 19% R	17 13%	32 18% R	29 9%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_7 Which candidate would better be able to do the following ...
 To reduce terrorism

Base: All United States Adults 16-64
 This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
John McCain	415 39%	239 45% C	176 33%	53 38% E	60 24%	90 39% E	102 47% E	109 50% E	62 27%	84 35%	176 50% I/J/L	93 39% I	142 42%	273 37%	88 32%	47 36%	73 41%	149 47% O
Barack Obama	227 21%	108 21%	119 22%	44 32% F/G/H	74 29% G/H	43 19%	27 12%	39 18%	56 24%	51 21%	66 19%	55 23%	71 21%	157 21%	68 25%	23 18%	36 20%	59 19%
Both could	170 16%	84 16%	86 16%	19 14%	50 19% H	44 19% H	35 16%	22 10%	49 21% K	45 19%	40 11%	35 14%	53 16%	117 16%	40 14%	27 20%	27 15%	52 16%
Neither of them	101 10%	42 8%	59 11%	14 10%	26 10%	19 8%	27 12%	16 7%	28 12%	21 9%	29 8%	23 10%	26 8%	75 10%	27 10%	14 11%	12 7%	31 10%
Not sure	151 14%	53 10%	98 18% B	9 6%	46 18% D	34 15%	29 13%	34 15%	37 16%	37 16%	41 12%	36 15%	43 13%	107 15%	52 19% R	19 15%	31 17% R	23 7%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_8 Which candidate would better be able to do the following ...
 To improve the economic situation of the United States

22 Oct 2008
 Table 108

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K \$49.9K	\$50K \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	411 39%	198 38%	213 40%	60 43% G	116 45% GH	100 44% GH	65 30%	69 31%	101 43%	94 40%	125 35%	91 38%	124 37%	287 39%	90 33%	62 48% O	65 36%	127 40%
John McCain	287 27%	160 30%	128 24%	33 24%	40 15%	45 20%	88 40% DEF	82 37% DEF	49 21%	54 23%	113 32% I	71 29%	96 29%	191 26%	60 22%	27 21%	59 33%	107 34% OP
Both could	124 12%	75 14%	49 9%	25 18%	30 12%	31 13%	20 9%	19 9%	29 12%	27 11%	36 10%	33 14%	45 13%	79 11%	43 16%	14 11%	20 11%	30 10%
Neither of them	96 9%	39 7%	56 10%	9 6%	22 9%	21 9%	16 7%	27 12%	23 10%	24 10%	35 10%	13 5%	23 7%	73 10%	28 10%	8 6%	12 7%	28 9%
Not sure	146 14%	54 10%	91 17% B	12 9%	49 19% D	31 14%	31 14%	23 11%	30 13%	39 16%	42 12%	34 14%	46 14%	99 14%	52 19% R	19 15% R	23 13%	22 7%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835_9 Which candidate would better be able to do the following ...
 To improve the social situation of the United States

Base: All United States Adults 16-64
 This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K \$49.9K	\$50K \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Barack Obama	434 41%	205 39%	229 43%	66 47% GH	128 50% GH	104 46% GH	69 32%	66 30%	111 48%	93 39%	131 37%	99 41%	129 38%	305 42%	103 38%	60 46%	68 38%	141 45%
John McCain	227 21%	118 22%	109 20%	31 22%	34 13%	39 17%	58 26% E	65 29% EF	36 16%	40 17%	93 27% IJ	57 23%	81 24%	146 20%	57 21%	24 18%	46 26%	68 22%
Both could	151 14%	88 17%	63 12%	17 13%	31 12%	33 14%	35 16%	34 16%	32 14%	35 15%	49 14%	35 15%	45 13%	106 15%	36 13%	21 16%	26 15%	50 16%
Neither of them	112 11%	59 11%	53 10%	12 9%	18 7%	19 8%	29 13%	34 16% E	25 11%	34 14% L	38 11%	16 7%	34 10%	78 11%	34 12%	6 5%	15 9%	33 11%
Not sure	139 13%	55 10%	84 16%	13 9%	45 17%	33 15%	28 13%	20 9%	28 12%	35 15%	41 12%	35 15%	46 14%	94 13%	43 16% R	20 15% R	24 13%	22 7%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1835 Which candidate would better be able to do the following ...

GRID SUMMARY TABLE

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	To Improve The Relationship With Western Europe	To Improve The Relationship With Russia	To Improve The Health Of The Worldwide Economy	To Find A Positive Solution To The Conflicts In Iraq And Afghanistan	To Maintain Security Around The World	To Reduce The Global Warming	To Reduce Terrorism	To Improve The Economic Situation Of The United States	To Improve The Social Situation Of The United States
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted Base	1064	1064	1064	1064	1064	1064	1064	1064	1064
Weighted Base	1064	1064	1064	1064	1064	1064	1064	1064	1064
Barack Obama	364 34% CFH	293 28% FH	351 33% CFH	370 35% CFH	215 20% CFH	383 36% CFH	227 21% CFH	411 39% BCDEFH	434 41% BCDEFGH
John McCain	228 21% G	261 25% BDGJ	209 20% G	344 32% BCDGIJ	384 36% BCDEGIJ	109 10% BCDEGIJ	415 39% BCDEFGIJ	287 27% BDGJ	227 21% G
Both could	244 23% DEFGHIJ	219 21% DEHIJ	155 15% EI	112 11% EI	190 18% EIJ	197 19% DEIJ	170 16% EI	124 12% EI	151 14% E
Neither of them	65 6% B	99 9% B	145 14% BCEFHIJ	91 9% B	106 10% B	215 20% BCDEFHIJ	101 10% B	96 9% B	112 11% B
Not sure	163 15% J	192 18% BEGHIJ	204 19% BEFGHIJ	147 14% J	168 16% J	160 15% J	151 14% J	146 14% J	139 13% J
Sigma	1064 100%	1064 100%	1064 100%	1064 100%	1064 100%	1064 100%	1064 100%	1064 100%	1064 100%

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

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Q1840 For the first time in history, there is a real chance of Americans electing a person of color as President (Barack Obama).
 In your opinion, what effect would it have on the USA?

22 Oct 2008
 Table 126

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
A Positive Effect (NET)	418 39%	213 41%	205 38%	60 43% G	123 48% GH	106 46% GH	58 26%	71 32%	102 44%	91 38%	138 39%	88 36%	127 38%	291 40%	100 36%	60 46%	75 42%	123 39%
(5) A very positive effect	259 24%	126 24%	134 25%	33 24%	79 31% GH	70 30% GH	38 17%	40 18%	62 27%	60 25%	87 25%	51 21%	79 23%	181 25%	68 25%	35 27%	46 25%	75 24%
(4) A somewhat positive effect	159 15%	87 17%	72 13%	28 20% G	44 17%	36 16%	20 9%	31 14%	40 17%	31 13%	51 14%	37 15%	48 14%	111 15%	32 12%	25 19%	29 16%	49 16%
(3) An equally positive and negative effect	191 18%	91 17%	100 19%	18 13%	36 14%	42 19%	46 21%	49 22%	44 19%	47 20%	54 15%	47 19%	63 19%	129 18%	48 17%	21 16%	28 15%	68 22%
A Negative Effect (NET)	149 14%	84 16%	65 12%	16 11%	26 10%	25 11%	44 20% EF	38 17%	20 9%	30 12%	65 19% I	33 14%	52 16%	97 13%	47 17%	16 12%	28 16%	40 13%
(2) A somewhat negative effect	63 6%	40 8%	23 4%	9 6%	14 6%	14 6%	13 6%	13 6%	11 5%	15 6%	22 6%	16 6%	23 7%	40 5%	10 4%	9 7%	19 11% O	20 6%
(1) A very negative effect	86 8%	44 8%	41 8%	7 5%	12 5%	11 5%	31 14% DEF	25 11%	10 4%	15 6%	43 12% I	18 7%	29 9%	57 8%	37 13% QR	7 5%	9 5%	20 6%
It would not have any effect	196 18%	91 17%	106 20%	27 20%	43 17%	38 17%	43 20%	45 20%	29 13%	47 20%	63 18%	57 24% I	65 19%	132 18%	45 16%	24 19%	29 16%	61 20%
Not sure	109 10%	47 9%	62 12%	18 13%	28 11%	17 8%	28 13%	17 8%	35 15% L	23 10%	33 9%	17 7%	28 8%	80 11%	34 12%	9 7%	20 11%	22 7%
Mean	3.6	3.5	3.6	3.8 G	3.9 GH	3.8 GH	3.1	3.3	3.8 K	3.6	3.5	3.5	3.5	3.6	3.4	3.7	3.6	3.6
Std. Dev.	1.33	1.34	1.33	1.23	1.23	1.23	1.45	1.36	1.18	1.29	1.46	1.30	1.35	1.32	1.48	1.25	1.28	1.26
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1840 For the first time in history, there is a real chance of Americans electing a person of color as President (Barack Obama).
 In your opinion, what effect would it have on the USA?

22 Oct 2008
 Table 127

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	Obama Supporters (B)	McCain Supporters (C)
Unweighted Base	464	317
Weighted Base	445	337
A Positive Effect (NET)	314 71% C	44 13%
(5) A very positive effect	230 52% C	6 2%
(4) A somewhat positive effect	84 19% C	38 11%
(3) An equally positive and negative effect	47 11%	78 23% B
A Negative Effect (NET)	8 2%	92 27% B
(2) A somewhat negative effect	8 2%	30 9% B
(1) A very negative effect	-	62 18% B
It would not have any effect	44 10%	95 28% B
Not sure	33 7%	29 8%
Mean	4.5 C	2.5
Std. Dev.	0.80	1.17
Sigma	445 100%	337 100%

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

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Q1850 For the first time in history, there is a real chance of a woman being elected as vice president (Sarah Palin) in the United States.
 In your opinion, what effect would it have on the USA?

22 Oct 2008
 Table 138

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K \$49.9K	\$50K \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
A Positive Effect (NET)	376 35%	203 39%	173 32%	48 35%	88 34%	71 31%	88 40%	80 36%	66 28%	81 34%	137 39%	92 38%	133 40%	242 33%	105 38%	46 35%	70 39%	111 35%
(5) A very positive effect	154 14%	71 13%	83 15%	15 11%	39 15%	20 9%	45 20%	34 15%	31 14%	25 11%	60 17%	36 15%	57 17%	97 13%	54 20%	24 19%	29 16%	31 10%
(4) A somewhat positive effect	222 21%	132 25%	90 17%	33 24%	49 19%	51 22%	43 20%	46 21%	34 15%	56 24%	76 22%	55 23%	76 23%	146 20%	51 19%	21 16%	41 23%	79 25%
(3) An equally positive and negative effect	204 19%	93 18%	112 21%	25 18%	43 17%	49 21%	38 17%	50 23%	52 23%	44 19%	68 19%	40 16%	66 20%	138 19%	49 18%	24 19%	34 19%	63 20%
A Negative Effect (NET)	223 21%	100 19%	122 23%	23 17%	52 20%	60 26%	42 19%	46 21%	46 20%	48 20%	72 20%	57 23%	53 16%	170 23%	49 18%	34 26%	37 21%	67 21%
(2) A somewhat negative effect	72 7%	22 4%	49 9%	11 8%	17 7%	14 6%	15 7%	14 6%	17 7%	13 5%	23 7%	19 8%	19 6%	53 7%	9 3%	17 13%	12 7%	25 8%
(1) A very negative effect	151 14%	78 15%	73 14%	12 9%	35 14%	46 20%	26 12%	32 15%	29 13%	36 15%	48 14%	38 16%	34 10%	117 16%	41 15%	17 13%	24 14%	42 13%
It would not have any effect	155 15%	83 16%	71 13%	20 15%	42 16%	33 14%	32 14%	28 13%	31 14%	38 16%	49 14%	36 15%	57 17%	98 13%	31 11%	14 11%	22 12%	57 18%
Not sure	106 10%	47 9%	60 11%	22 16%	32 12%	16 7%	21 9%	15 7%	36 16%	26 11%	26 7%	19 8%	25 8%	81 11%	39 14%	12 9%	17 9%	17 5%
Mean	3.2	3.2	3.1	3.3	3.2	2.9	3.4	3.2	3.1	3.1	3.3	3.2	3.4	3.1	3.3	3.2	3.3	3.1
Std. Dev.	1.36	1.36	1.36	1.24	1.40	1.35	1.38	1.35	1.34	1.34	1.37	1.40	1.29	1.38	1.43	1.40	1.36	1.28
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1850 For the first time in history, there is a real chance of a woman being elected as vice president (Sarah Palin) in the United States.
 In your opinion, what effect would it have on the USA?

22 Oct 2008
 Table 139

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	Obama Supporters (B)	McCain Supporters (C)
Unweighted Base	464	317
Weighted Base	445	337
A Positive Effect (NET)	101 23%	203 60% B
(5) A very positive effect	33 7%	97 29% B
(4) A somewhat positive effect	68 15%	106 31% B
(3) An equally positive and negative effect	88 20%	52 15%
A Negative Effect (NET)	167 37% C	7 2%
(2) A somewhat negative effect	43 10% C	6 2%
(1) A very negative effect	123 28% C	1 *
It would not have any effect	45 10%	55 16%
Not sure	44 10%	20 6%
Mean	2.6	4.1 B
Std. Dev.	1.37	0.83
Sigma	445 100%	337 100%

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

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Q1860 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey?

22 Oct 2008
 Table 150

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Yes	426 40%	221 42%	204 38%	40 29%	88 34%	104 46% D	106 48% DE	87 40%	93 40%	114 48% K	130 37%	88 36%	130 39%	295 41%	103 37%	60 46%	76 42%	138 44%
No	638 60%	305 58%	333 62%	99 71% FG	168 66% G	124 54%	113 52%	133 60%	138 60%	124 52%	222 63% J	154 64%	205 61%	433 59%	171 63%	70 54%	104 58%	176 56%
Sigma	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - United States

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K \$49.9K	\$50K \$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1064	528	536	120	280	236	220	208	281	251	290	242	324	740	173	127	197	400
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
United States Total	1064 100%	526 100%	538 100%	139 100%	257 100%	229 100%	220 100%	220 100%	232 100%	238 100%	352 100%	243 100%	335 100%	729 100%	274 100%	130 100%	179 100%	314 100%
Gender																		
Male	526 49%	526 100% C	-	108 78% EFGH	81 31%	124 54% E	100 46% E	114 52% E	122 53%	129 54% L	173 49%	102 42%	189 56% N	337 46%	133 49%	47 36%	83 46%	178 57% P
Female	538 51%	-	538 100% B	31 22% DFGH	176 69%	105 46% D	119 54% D	107 48% D	110 47%	109 46%	179 51%	140 58% J	146 44%	392 54% M	140 51%	83 64% R	96 54%	136 43%
Age																		
16-24	139 13%	108 20% C	31 6%	139 100% EFGH	-	-	-	-	40 17% L	41 17% L	41 12%	17 7%	89 27% N	50 7%	49 18% PQR	7 5%	10 6%	15 5%
25-34	257 24%	81 15%	176 33% B	-	257 100% DFGH	-	-	-	59 25%	46 19%	64 18%	88 36% IJK	80 24%	176 24%	82 30% R	42 32% R	46 26% R	48 15%
35-44	229 21%	124 24%	105 20%	-	-	229 100% DEGH	-	-	55 24%	46 19%	81 23%	47 19%	93 28% N	135 19%	51 19%	28 22%	45 25%	81 26%
45-54	220 21%	100 19%	119 22%	-	-	-	220 100% DEFFH	-	41 18%	53 22%	75 21%	50 20%	55 17%	164 23%	41 15%	23 17%	45 25%	91 29% OP
55-64	220 21%	114 22%	107 20%	-	-	-	-	220 100% DEFG	37 16%	52 22%	91 26% I	41 17%	17 5%	203 28% M	50 18%	30 23%	34 19%	79 25%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - United States

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Weighted Base	1064	526	538	139*	257	229	220	220	232	238	352	243	335	729	274	130*	179	314
Region																		
Northeast	232 22%	122 23%	110 20%	40 29% H	59 23%	55 24%	41 19%	37 17%	232 100% JKL	-	-	-	83 25%	149 20%	50 18%	27 21%	36 20%	72 23%
Midwest	238 22%	129 25%	109 20%	41 29%	46 18%	46 20%	53 24%	52 24%	-	238 100% IKL	-	-	74 22%	163 22%	77 28%	23 18%	35 19%	66 21%
South	352 33%	173 33%	179 33%	41 29%	64 25%	81 35%	75 34%	91 41% E	-	-	352 100% IJL	-	98 29%	254 35%	93 34%	39 30%	67 37%	108 34%
West	243 23%	102 19%	140 26%	17 12%	88 34% DFGH	47 21%	50 23%	41 18%	-	-	-	243 100% IJK	79 24%	163 22%	54 20%	40 31%	42 23%	68 22%
Presence of children in household																		
Yes	335 31%	189 36% C	146 27%	89 64% EFGH	80 31% H	93 41% GH	55 25% H	17 8%	83 36%	74 31%	98 28%	79 33%	335 100% N	-	81 30%	31 24%	61 34%	93 30%
No	729 69%	337 64%	392 73% B	50 36%	176 69% D	135 59% D	164 75% DF	203 92% DEFG	149 64%	163 69%	254 72%	163 67%	-	729 100% M	192 70%	99 76%	118 66%	221 70%
Income																		
<= \$35K	274 26%	133 25%	140 26%	49 35% FG	82 32% G	51 22%	41 19%	50 23%	50 21%	77 32% I	93 26%	54 22%	81 24%	192 26% PQR	274 100% PQR	-	-	-
\$35K-\$49.9K	130 12%	47 9%	83 15% B	7 5%	42 16% D	28 12%	23 10%	30 14%	27 12%	23 10%	39 11%	40 17%	31 9%	99 14%	-	130 100% OQR	-	-
\$50K-\$74.9K	179 17%	83 16%	96 18%	10 7%	46 18% D	45 20% D	45 20% D	34 15%	36 16%	35 15%	67 19%	42 17%	61 18%	118 16%	-	-	179 100% OPR	-
\$75K+	314 30%	178 34% C	136 25%	15 11%	48 19%	81 36% DE	91 42% DE	79 36% DE	72 31%	66 28%	108 31%	68 28%	93 28%	221 30%	-	-	-	314 100% OPQ

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

Base: All United States Adults 16-64

	Unweighted	Weighted
Unweighted Base	1064	1064
Weighted Base	1064	1064
GENDER -----		
Male	528 50%	526 49%
Female	536 50%	538 51%
AGE -----		
16-24	120 11%	139 13%
25-34	280 26%	257 24%
35-44	236 22%	229 21%
45-54	220 21%	220 21%
55-64	208 20%	220 21%
REGION -----		
Northeast	281 26%	232 22%
Midwest	251 24%	238 22%
South	290 27%	352 33%
West	242 23%	243 23%

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CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1064	1064
PRESENCE OF CHILDREN IN HOUSEHOLD -----		
Yes	324 30%	335 31%
No	740 70%	729 69%
INCOME -----		
<= \$35K	173 16%	274 26%
\$35K-\$49.9K	127 12%	130 12%
\$50K-\$74.9K	197 19%	179 17%
\$75K+	400 38%	314 30%
Decline to Answer/Not Answered	167 16%	166 16%

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WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16-64

	Unweighted	Weighted
Unweighted Base	1064	1064
Weighted Base	1064	1064
<u>AGE CATEGORIES</u>		
16-29	283 27%	275 26%
30-39	231 22%	232 22%
40-49	258 24%	261 24%
50-64	292 27%	296 28%
<u>GENDER</u>		
Male	528 50%	526 49%
Female	536 50%	538 51%
<u>EDUCATION</u>		
High School or Less	139 13%	221 21%
Some College	275 26%	480 45%
Associates Degree	103 10%	88 8%
4 Year College Degree	258 24%	181 17%
Post-Graduate Schooling	289 27%	94 9%
<u>RACE/ETHNICITY</u>		
Hispanic	89 8%	134 13%
Black/African American But Not Hispanic	62 6%	116 11%
All Others	913 86%	814 77%

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WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1064	1064
<u>REGION</u>		
North-East 1	53 5%	41 4%
North-East 2	228 21%	190 18%
South 1	203 19%	245 23%
South 2	87 8%	107 10%
Midwest 1	172 16%	159 15%
Midwest 2	79 7%	79 7%
West 1	78 7%	77 7%
West 2	164 15%	165 16%
<u>YEARLY HOUSEHOLD INCOME</u>		
Less than \$15,000	47 4%	90 8%
\$15,000 - \$24,999	51 5%	90 8%
\$25,000 - \$34,999	75 7%	93 9%
\$35,000 - \$49,999	127 12%	130 12%
\$50,000 - \$74,999	197 19%	179 17%
\$75,000 - \$99,999	169 16%	120 11%
\$100,000 or More	231 22%	195 18%
Decline to Answer/Not Answered	167 16%	166 16%

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WEIGHTING VARIABLES - UNITED STATES

22 Oct 2008
Table 153

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1064	1064
----- PROPENSITY QUINTILE		
Quintile 1	434 41%	205 19%
Quintile 2	234 22%	202 19%
Quintile 3	161 15%	202 19%
Quintile 4	106 10%	200 19%
Quintile 5	74 7%	200 19%
Missing	55 5%	55 5%

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22 October 2008
 THE HARRIS POLL GLOBAL OMNIBUS
 J7163 OCTOBER PAN EURO 2008
 HARRIS INTERACTIVE
 A486 IHT US ELECTIONS
 FIELD PERIOD: 1st OCTOBER - 7th OCTOBER 2008

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3	18	Q1815_1 For which reasons would you like to see Barack Obama elected? Barack Obama This Question Was Weighted To The General Population
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7	30	Q1815 For which reasons would you like to see Barack Obama/ John McCain elected? GRID SUMMARY TABLE This Question Was Weighted To The General Population
9	36	Q1820_1 For which reasons would you NOT like to see John McCain elected? John McCain This Question Was Weighted To The General Population
11	42	Q1820_2 For which reasons would you NOT like to see Barack Obama elected? Barack Obama This Question Was Weighted To The General Population
13	48	Q1820 For which reasons would you NOT like to see John McCain/ Barack Obama elected? GRID SUMMARY TABLE This Question Was Weighted To The General Population
15	54	Q1825 Which candidate in the U.S. election would have the best relationships with Europe? This Question Was Weighted To The General Population
16	60	Q1830 What three policies do you think should be the main priority for the next American president? This Question Was Weighted To The General Population
17	66	Q1835_1 Which candidate would better be able to do the following ... To improve the relationship with Western Europe This Question Was Weighted To The General Population
18	72	Q1835_2 Which candidate would better be able to do the following ... To improve the relationship with Russia This Question Was Weighted To The General Population
19	78	Q1835_3 Which candidate would better be able to do the following ... To improve the health of the worldwide economy This Question Was Weighted To The General Population
20	84	Q1835_4 Which candidate would better be able to do the following ... To find a positive solution to the conflicts in Iraq and Afghanistan This Question Was Weighted To The General Population
21	90	Q1835_5 Which candidate would better be able to do the following ... To maintain security around the world This Question Was Weighted To The General Population
22	96	Q1835_6 Which candidate would better be able to do the following ... To reduce the global warming This Question Was Weighted To The General Population
23	102	Q1835_7 Which candidate would better be able to do the following ... To reduce terrorism This Question Was Weighted To The General Population
24	108	Q1835_8 Which candidate would better be able to do the following ... To improve the economic situation of the United States This Question Was Weighted To The General Population
25	114	Q1835_9 Which candidate would better be able to do the following ... To improve the social situation of the United States This Question Was Weighted To The General Population
26	120	Q1835 Which candidate would better be able to do the following ... GRID SUMMARY TABLE This Question Was Weighted To The General Population
27	126	Q1840 For the first time in history, there is a real chance of Americans electing a person of color as President (Barack Obama). In your opinion, what effect would it have on the USA? This Question Was Weighted To The General Population
28	127	Q1840 For the first time in history, there is a real chance of Americans electing a person of color as President (Barack Obama). In your opinion, what effect would it have on the USA? This Question Was Weighted To The General Population
29	138	Q1850 For the first time in history, there is a real chance of a woman being elected as vice president (Sarah Palin) in the United States. In your opinion, what effect would it have on the USA? This Question Was Weighted To The General Population

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