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**For The People & The Press**

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FOR RELEASE: THURSDAY, March 27, 2008, 2:00 PM

**National Discontent Approaches 20-Year High, Bush Approval at 28%**  
**OBAMA WEATHERS THE WRIGHT STORM, CLINTON FACES CREDIBILITY PROBLEM**

**Also inside...**

- Republicans rally behind McCain
- 10% say Obama is Muslim
- Fewer Dems see long primary as a good thing
- 44% in primary states have gotten 'robo-calls'

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## National Discontent Approaches 20-Year High, Bush Approval at 28% **OBAMA WEATHERS THE WRIGHT STORM, CLINTON FACES CREDIBILITY PROBLEM**

The videos of Rev. Jeremiah Wright's controversial sermons and Barack Obama's subsequent speech on race and politics have attracted more public attention than any events thus far in the 2008 presidential campaign. A majority of the public (51%) said they heard "a lot" about the videos, and an even larger percentage (54%) said they heard a lot about Obama's speech, according to the weekly *News Interest Index*.

Most voters aware of the sermons say they were personally offended by Wright's comments, and a sizable minority (35%) says that their opinion of Obama has grown less favorable because of Wright's statements.

However, the Wright controversy does not appear to have undermined support for Obama's candidacy. The latest nationwide survey by the Pew Research Center for the People & the Press, conducted March 19-22 among 1,503 adults, finds that Obama maintains a 49% to 39% advantage over Hillary Clinton for the Democratic nomination, which is virtually unchanged from the 49% to 40% lead he held among Democrats in late February. Obama and Clinton continue to enjoy slight advantages over John McCain in general election matchups among all registered voters.

The new polling suggests that the Wright affair has not hurt Obama's standing, in part because his response to the controversy has been viewed positively by voters who favor him over Clinton. Obama's handling of the Wright controversy also won a favorable response from a substantial proportion of Clinton supporters and even from a third of Republican voters.

No Change in Primary Race, General Election Matchups			
	Jan 30- Feb 2	Feb 20-24	Mar 19-22
Dem. primary*	%	%	%
Obama	38	49	49
Clinton	46	40	39
Other/DK	<u>16</u>	<u>11</u>	<u>12</u>
	100	100	100
General election**			
Obama	--	50	49
McCain	--	43	43
Don't know	--	<u>7</u>	<u>8</u>
		100	100
Clinton	--	50	49
McCain	--	45	44
Don't know	--	<u>5</u>	<u>7</u>
		100	100

\* Based on Dem & Dem-leaning RVs.  
 \*\* Based on all registered voters.

More than eight-in-ten supporters of Obama (84%) who have heard about the controversy over Wright's sermons say he has done an excellent or good job of dealing with the situation. Reactions from Clinton supporters, and Republicans, are on balance negative; however, 43% of Clinton voters and a third of Republican voters who have heard about the affair express positive opinions about Obama's handling of the situation.

The survey finds that, in general, Obama has a highly favorable image among Democratic voters, including white Democrats. But while Obama's personal image is more favorable than Clinton's, certain social beliefs and attitudes among older, white, working-class Democratic voters are associated with his lower levels of support among this group.

In particular, white Democrats who hold unfavorable views of Obama are much more likely than those who have favorable opinions of him to say that equal rights for minorities have been pushed too far; they also are more likely to disapprove of interracial dating, and are more concerned about the threat that immigrants may pose to American values. In addition, nearly a quarter of white Democrats (23%) who hold a negative view of Obama believe he is a Muslim.

Less educated and older white Democrats, who have not backed Obama in most primary elections, hold these values more commonly than do other Democrats.

These patterns suggest the potential for future reverberations from the Wright controversy if Obama wins the Democratic nomination. More conservative beliefs about equal rights and race are not only related to negative opinions of Obama among Democrats, suggesting

Wright's Sermons and Obama's Speech			
	Saw speech on TV or video %	Saw video of sermons %	
Total*	51	49	
Rep/Lean Rep	47	55	
Dem/Lean Dem	55	47	
<i>Obama's handling of the situation**</i>	Excel/ Good %	Fair/ Poor %	DK %
Total	51	42	7=100
Republican	33	61	6=100
Democrat	66	28	6=100
Independent	48	42	10=100
<i>Among Dem/Lean Dem</i>			
Obama supporters	84	12	4=100
Clinton supporters	43	52	5=100

\* Based on adults who heard "a lot" or "a little" about Obama's speech and Wright's sermons, in Pew's weekly *News Interest Index*.  
 \*\* Based on registered voters who heard "a lot" or "a little" about the sermons by Rev. Wright.

Values and Perceptions Tied to Unfavorable Views of Obama			
% Who say...	Opinion of Obama		
	Fav %	Unfav %	Diff
Equal rights pushed too far	19	45	-26
Disapprove Interracial dating	8	28	-20
Immigrants threaten trad. values	31	48	-17
Fight for U.S. right or wrong	48	61	-13
Men make better leaders	12	24	-12
Obama is Muslim	5	23	-18

Based on white Democratic and Democratic-leaning registered voters.

the potential for defections among Democratic voters, but also are associated with negative views of him in the electorate at large.

An analysis of the survey finds that holding conservative positions on political and social values is associated with a greater likelihood of supporting McCain over Obama among Republicans, Democrats and independents, and all demographic groups. In contrast, however, this pattern is much less apparent in the Clinton-McCain matchup, excepting views about women in leadership roles.

One of the few negative trends for Obama following the Wright affair is that a larger number of conservative Republicans hold a *very* unfavorable opinion of him in the new poll than did so in February. The survey also finds that Obama no longer enjoys the favorable image rating advantage over McCain among independents that was apparent in previous polls.

### White Democrats and the Candidates

Large majorities of white Democratic voters view Obama as honest, inspiring, patriotic, and down-to-earth. Obama’s personal image surpasses Clinton’s on almost every personal attribute tested in the survey, except patriotism.

In addition, roughly twice as many white Democrats say the word “phony” describes Clinton than say it describes Obama (30% vs. 16%). And the gap is even larger in perceptions of likability; 43% of white Democratic voters say the phrase “hard-to-like” describes Clinton, while just 13% say it describes Obama.

	<u>Obama</u>	<u>Clinton</u>	<u>Diff</u>
<i>Think of as...</i>	%	%	
Inspiring	80	65	+15
Down-to-earth	78	63	+15
Honest	79	66	+13
Patriotic	78	90	-12
Phony	16	30	-14
Hard-to-like	13	43	-30
<i>Has made you feel...</i>	<u>Obama</u>	<u>Clinton</u>	
	%	%	
Hopeful	68	62	+6
Proud	53	55	-2
Uneasy	29	30	-1
Angry	19	29	-10

Based on Democratic and Democratic-leaning registered voters.

Gender makes a significant difference in personal perceptions of Hillary Clinton. Democratic women voters are much more likely than their male counterparts to view Clinton as honest and down-to-earth, and they more often report that Clinton makes them feel proud and hopeful. However, Democratic women voters are about as likely as Democratic men to say the descriptors hard-to-like and phony apply to Clinton.

## Views of Obama More Tied to Voters' Emotions

White voters' views of Barack Obama are more influenced by how he makes them feel than by specific characteristics voters attribute to him. Saying that Obama makes them feel hopeful and proud are the strongest predictors of the ratings white Democrats give him. And of the personal traits tested, "inspiring" is more closely linked with views of the Illinois senator than any of the others.

On the other hand, views of Hillary Clinton among white Democratic voters are more influenced by perceptions that she is phony than by any other trait or emotion tested. But saying that Clinton makes them feel proud and hopeful also are significant predictors of how these voters rate her. Interestingly, while sizable minorities of white Democratic voters say Clinton is hard-to-like (43%), this opinion does not have a significant impact on her favorability ratings.

Perceptions That Shape Opinions of the Candidates		
	Impact on favorability for...	
	Obama	Clinton
<i>Think of as...</i>		
Inspiring	.43	.14
Honest	.35	.37
Patriotic	.34	.30
Down-to-earth	.23	.31
Hard-to-like	-.25	-.08
Phony	-.38	-.50
<i>Has made you feel...</i>		
Hopeful	.62	.46
Proud	.58	.34
Uneasy	-.19	-.28
Angry	-.21	-.28
<i>R Square</i>	.60	.51
Based on white Dem. & Dem leaning registered voters. Entries are unstandardized regression coefficients for the effect of each trait or emotion on favorable ratings of the candidates.		

## McCain Out of the Spotlight

Opinions about John McCain are mostly unchanged in the current survey. In part, this may be explained by his low level of public visibility. In the current weekly *News Interest Index* survey, just 3% mentioned McCain, unprompted, as the candidate they had heard most about in the news. That compares with 70% who named Obama and 15% who named Clinton as the candidate they had heard most about.

	March <u>7-10</u> %	March <u>14-17</u> %	March <u>20-24</u> %
Barack Obama	38	57	70
Hillary Clinton	37	26	15
John McCain	6	4	3
Other	4	2	1
Don't know	<u>15</u>	<u>11</u>	<u>11</u>
	100	100	100

Pew weekly *News Interest Index* survey conducted March 20-24.

More positive for McCain, however, is that a growing proportion of Republican voters say that the GOP will solidly unite behind the Arizona senator; 64% express that view currently, up from 58% in late February. Along with this expression of increased partisan unity, the survey finds that by a considerable margin (52%-37%), independent voters say that if McCain is elected, he will take the country in a different direction rather than continuing Bush's policies.

This comes at an opportune time for the GOP candidate. Bush's job approval rating has slipped to 28%, the lowest of his presidency. In addition, just 22% express satisfaction with the way things are going in the country. This, too, is about as negative an evaluation of the course of the nation as measured in nearly 20 years of Pew surveys.

## It's the Inflation, Stupid

Americans have grown steadily more negative about the national economy over the past three months. Just 11% of the public rates the economy as excellent or good, down from 17% in early February, and 26% in January. Judgments about the national economy are now as negative as they were during the recession of the early 1990s. In August 1993, 10% of Americans rated the economy as excellent or good in a Gallup survey.

	Jan <u>2008</u> %	Feb <u>2008</u> %	Mar <u>2008</u> %
<i>Rating of U.S. economy</i>			
Excellent	3	1	1
Good	23	16	10
Only fair	45	36	32
Poor	28	45	56
Don't know	<u>1</u>	<u>2</u>	<u>1</u>
	100	100	100

However, deepening concern about the national economy has so far not translated into more dour assessments of personal finances. As has been the case for some time, Americans are roughly divided between those who rate their personal finances as only fair or poor (51%) and those who say they are excellent or good (47%). In December 1993, just 39% rated their personal finances positively, while 60% viewed them negatively.

Rising prices are clearly the public's top personal concern. Nearly half (49%) say that rising prices are the economic issue that most worries them. In contrast, just 19% name the job situation, 14% cite problems in the financial markets, and 12% cite declining real estate values. Inflation is the primary concern for people at all income levels, although worries about financial markets and declining real estate values register more strongly with Americans with household incomes of \$100,000 or more. In contrast, the job situation is a relatively major concern for people with the lowest household incomes.

Other important findings include:

- The Wright controversy has not heightened the public's impression that Obama's race will undermine his chance in the general election if he is the nominee. Only 21% say Obama's race will hurt his chances, compared with 25% who held that view in January.
- One-in-ten voters believe that Barack Obama is Muslim; 14% of Republicans, 10% of Democrats and 8% of independents think he is Muslim.
- Fewer Democratic voters now think that a long primary contest is a good thing for the party. Just 44% think it is a good thing for the party that the nominating contest has not been settled. A month ago 57% expressed that view.
- Most Democratic supporters of Clinton and Obama express favorable opinions of the other candidate. However, the campaign has taken a toll on positive views of both candidates among their rival's supporters.
- Nearly six-in-ten Democratic voters (57%) believe that Obama is most likely to win the party's nomination, while 28% expect Clinton to prevail. Last month, 70% said Obama was most likely to win, while 17% expected Clinton to win.
- Pre-recorded campaign calls, or "robo-calls," have become the leading form of campaign communication in the 2008 primary season. Nationwide, 39% of voters say they have received a pre-recorded call about the campaign, up from 25% in November.

## Section 1: Rev. Wright, and Obama's Race and Religion

The recent controversy surrounding sermons by Obama's former pastor, Rev. Wright, and Obama's March 18 speech on race and politics have attracted more public attention than other recent campaign events, according to Pew's weekly *News Interest Index*. Nearly eight-in-ten (79%) say they heard at least something about Wright's sermons (51% a lot, 28% a little) and about half (49%) have seen video of the sermons. (See "Obama and Wright Controversy Dominate News Cycle," March 27, 2008.)

Similarly, 54% say they heard a lot about Obama's speech and 31% have heard a little. A majority of the public (51%) says they watched videos of his speech, including 10% who have watched it on the internet. Not surprisingly, an overwhelming majority (70%) named Obama when asked which candidate they had heard the most about in the news over the last week.

	Total	Rep/ Lean R	Dem/ Lean D
<i>Obama's speech</i>	%	%	%
Heard a lot	54	50	59
Heard a little	31	35	26
Seen speech	51	47	55
<i>Wright's sermons</i>			
Heard a lot	51	56	51
Heard a little	28	27	26
Seen video	49	55	47

Pew Weekly News Interest Index survey conducted March 20-24.

More Democrats than Republicans (59% vs. 50%) reported hearing a lot about Obama's speech and more report seeing video of his speech (55% vs. 47%). Slightly more Republicans than Democrats have seen videos of Wright's sermons (55% vs. 47%).

There are sizable partisan differences in the reaction to Wright's sermons: fully 75% of Republican voters who reported hearing at least a little about Wright's sermons say they were offended by them, compared with 52% of independents and just 43% of Democrats. In addition, among Democratic and Democratic-leaning voters, far more Clinton supporters than Obama supporters say they were offended by Wright's sermons, though even among the latter group, a third said they found the sermons offensive.

	Yes	No	DK	N
	%	%	%	
Total	54	39	7=100	989
White	58	35	7=100	863
Black	29	64	7=100	71
Republican	75	21	4=100	285
Democrat	43	50	7=100	365
Independent	52	40	8=100	278
<i>Among Dem/Lean Dem</i>				
Obama supporters	33	63	4=100	219
Clinton supporters	59	36	5=100	202

Based on registered voters who have heard "a lot" or "a little" about the sermons by Rev. Wright.

A clear majority of whites who heard about Rev. Wright’s sermons say they were personally offended by what he said, while most blacks who heard about his sermons say they were not offended.

On balance, judgments about Obama’s handling of the controversy were somewhat more positive than negative. Among voters aware of the issue, just over half say he has done an excellent (23%) or good (28%) job of handling the controversy, while 27% say he has done only a fair job and 15% a poor job. Two-thirds of Democrats say Obama did an excellent or good job, as do the vast majority of black voters. While Republicans are far more critical (61% say he did only a fair or a poor job), even among Republicans, a third say he did at least a good job of handling the issue.

How Has Obama Handled Controversy?				
	Excel/ Good %	Fair/ Poor %	DK %	N
Total	51	42	7=100	989
White	48	45	7=100	863
Black	75	18	7=100	71
Republican	33	61	7=100	285
Democrat	66	28	6=100	365
Independent	48	42	10=100	278
<i>Among Dem/Lean Dem</i>				
Obama supporters	84	12	4=100	219
Clinton supporters	43	52	5=100	202
Based on registered voters who have heard “a lot” or “a little” about Wright’s sermons.				

## Is Race a Factor?

There is no evidence that the controversy over Rev. Wright's sermons has heightened the public's impression that Obama's race is a problem for him in terms of his electability. Roughly half of voters say that the fact that Obama is black will not be a factor to voters if he is the Democratic nominee, and among those who do think it is a factor, as many say it will help him with voters (21%) as say it will hurt him (21%). If anything, voters are less likely to see Obama's race as an electoral negative in the wake of recent events. In January, 25% said being African-American would hurt Obama's chances, and in September of last year, 27% believed it would hurt, while just 18% thought it would help.

African Americans continue to be more concerned that Obama's race is a problem – 36% believe this will hurt him with voters, though 28% think it will help. Only 27% of blacks think Obama's race won't be a factor. By comparison, most whites (53%) think the fact that Obama is African-American won't make a difference to voters, and those who think it will are divided between thinking it will help him (19%) and hurt him (20%).

Democrats are more than twice as likely as Republicans to say Obama's race will be a problem (29% vs. 14%). And among Democratic and Democratic leaning voters with a preference between Obama and Clinton in the primaries, it is Obama's supporters who are far more likely to see Obama's race as a potential problem (36% vs. 20%) than Clinton supporters. Some of this gap reflects the skepticism among blacks about how well an African-American candidate can do. But even when race is taken into account, white voters who back Obama are substantially more likely than white voters who back Clinton to say the fact that Obama is black will hurt him in the fall (32% vs. 18%).

If Obama is the Nominee, Will the Fact that He is African American				
	Help him %	Hurt him %	No effect %	DK %
March, 2008	21	21	49	9=100
January, 2008	20	25	51	4=100
Sept, 2007	18	27	45	10=100
<hr/>				
White	19	20	53	8=100
Black	28	36	27	9=100
Republican	22	14	58	6=100
Democrat	22	29	41	8=100
Independent	19	20	54	7=100
<i>Among Dem/Lean Dem</i>				
Obama supporters	22	36	39	3=100
Clinton supporters	23	20	49	8=100
Based on registered voters.				

## Who Thinks Obama is Muslim?

A Pew Research Center News Interest Index survey earlier in March found that 79% of the general public had heard rumors that Obama is Muslim, and 38% had heard “a lot” about this. The current survey finds that most voters have no misconceptions about Obama’s religious beliefs – 53% say that he is Christian. But one in ten believes Barack Obama is Muslim. Roughly a third (34%) say they don’t know what his religious beliefs are, though 9% say the reason they don’t know is that they’ve heard different things about his religion, not that they haven’t heard about it.

Notably, the impression that Obama is Muslim crosses party lines: 14% of Republicans, 10% of Democrats and 8% of independents think he is Muslim. Within both parties, ideology is a major factor: 16% of conservative Republicans believe Obama is Muslim, compared with 9% of moderates and liberals. And 13% of conservative and moderate Democrats believe Obama is Muslim, compared with just 5% of liberal Democrats.

The impression that Obama is Muslim varies by education, region, and religious background. Voters who did not attend college are three times as likely to believe Obama is Muslim when compared with voters who have a college degree (15% vs. 5%). And voters in the Midwest and South are about twice as likely as those in the Northeast and West to hold this belief. Nearly one-fifth of voters (19%) in rural areas say Obama is Muslim, as do 16% of white evangelical Protestants.

But there is little difference by age, gender or race in terms of voters’ likelihood of thinking Obama is Muslim. Most notably, about as many black (10%) as white (11%) voters believe he is Muslim.

### Do You Happen to Know if Obama is...?

	Total %	Rep %	Dem %	Ind %
Christian	53	54	52	58
Muslim	10	14	10	8
Other religion	1	2	1	1
No religion	*	*	0	1
Don't know	34	29	34	31
<i>Heard different things</i>	9	9	9	8
<i>Haven't heard enough</i>	25	20	25	23
Refused	2	1	3	1
	100	100	100	100

Based on registered voters.

### Who Thinks Obama is Muslim?

	Chris- tian %	Mus- lim %
Total	53	10
Conservative	47	13
Moderate	55	10
Liberal	63	5
Conserv Rep	54	16
Mod/Lib Rep	58	9
Cons/Mod Dem	42	13
Liberal Democrat	67	5
College grad	73	5
Some college	56	8
HS or less	37	15
Northeast	55	7
Midwest	49	13
South	51	13
West	57	6
Urban	52	9
Suburban	58	8
Rural	41	19
Wh evangelical Prot	50	16
Wh mainline Prot	59	7
Wh Catholic	52	11
18-29	41	8
30-49	53	11
50-64	60	11
65+	53	12
Men	57	9
Women	49	11
White	54	11
Black	44	10
<i>Heard about Wright?</i>		
A lot	72	9
A little	54	12
Nothing	22	10

Based on registered voters.  
Percentages read horizontally.

There is little evidence that the recent news about Obama’s affiliation with the United Church of Christ has dispelled the impression that he is Muslim. While voters who heard “a lot” about Reverend Wright’s controversial sermons are more likely than those who have not to correctly identify Obama as a Christian, they are not substantially less likely to still believe that he is Muslim. Nearly one-in-ten (9%) of those who heard a lot about Wright still believe that Obama is Muslim.

Overall, the impression that Obama is Muslim has at most a slight impact on his fortunes in November – mostly because so few voters hold this belief in the first place. Moreover, Obama is only slightly less competitive against John McCain than Clinton is among the minority who believe this about him. Among the 10% of voters who say he is Muslim, 35% would still choose Obama over McCain in a general election matchup, while 61% would vote for McCain. These same voters would also choose McCain over Clinton, but by a smaller 52% to 42% margin.

<b>Impressions of Obama’s Faith And the November Vote</b>				
<i>Vote for...</i>	<i>Believe Obama is...</i>			
	<u>Chris- tian</u> %	<u>Mus- lim</u> %	<u>DK/ heard*</u> %	<u>DK not**</u> %
Obama	51	35	50	54
McCain	43	61	46	35
Other/DK	<u>6</u>	<u>4</u>	<u>4</u>	<u>11</u>
	100	100	100	100
Clinton	48	42	52	53
McCain	45	52	44	39
Other/DK	<u>7</u>	<u>6</u>	<u>4</u>	<u>8</u>
	100	100	100	100
<i>Obama gap</i>	<i>+3</i>	<i>-7</i>	<i>-2</i>	<i>+1</i>
Number of cases	723	116	100	262
* Heard different things.				
** Haven’t heard enough.				
Based on registered voters.				

## Section 2: The Democratic Primary

Barack Obama maintains a 49%-39% lead over Hillary Clinton among Democratic and Democratic-leaning voters, despite heavy media coverage in the past week of Obama's controversial former pastor. Obama's advantage over Clinton is now about the same as it was before his losses in the March 4 primaries in Ohio and Texas (49%-40%).

Age, race and gender continue to be significant factors in the Democratic race. Obama enjoys strong support among men, younger voters and blacks, while Clinton does well among white women and older voters.

Obama leads Clinton among male Democratic voters by 21 points and holds an identical 21-point advantage among Democratic voters under age 50. Black Democratic voters express even greater support for Obama and favor him over Clinton by greater than three-to-one (67% to 22%).

Women are evenly divided between Obama and Clinton (44%-43%), but Clinton holds an 11-point lead among white women. Older voters continue to be a source of strong support for Clinton; she now holds a 51% to 33% advantage among voters ages 65 and older.

Obama leads Clinton by 17 points among liberal Democrats and runs as well among college graduates and those earning \$75,000 a year or more. Clinton is more competitive with Obama – though still trails narrowly – among conservative Democrats and those with a high school education.

	Clin- ton %	Oba- ma %	DK %
All Democratic voters*	39	49	12=100
Democrats	40	48	12=100
Independents	37	52	11=100
Men	34	55	11=100
Women	43	44	13=100
White	44	44	12=100
Black	22	67	11=100
White men	36	52	12=100
White women	50	39	11=100
18-49	34	55	11=100
50-64	40	46	14=100
65+	51	33	16=100
Conservative	43	47	10=100
Moderate	39	47	14=100
Liberal	36	53	11=100
College grad+	35	53	12=100
Some college	38	51	11=100
HS or less	43	44	13=100
<i>Household income</i>			
\$75,000 or more	36	52	12=100
\$40-\$74,999	42	50	8=100
Under \$40,000	39	49	12=100
* Candidate preference based on Democratic and Democratic-leaning registered voters.			

## Fewer See Obama Winning Nomination

Most Democratic voters believe that Obama will capture the party's nomination, but the percentage predicting an Obama victory has declined since late February. Currently, 57% of Democratic and Democratic-leaning voters believe that Obama is most likely to win the party's nomination, while 28% expect Clinton to prevail. Last month, 70% said Obama was most likely to win compared with just 17% who expected Clinton to win.

Clinton's supporters are much more optimistic about her chances than they were in late February. Today, by a 51%-33% margin they say that Clinton, rather than Obama, is most likely to win the nomination. This is a reversal from a month ago, when 52% of Clinton supporters believed that Obama would end up winning.

<i>Most likely to win nomination...</i>	All Dems*	<i>--Support--</i>	
		Obama	Clinton
	%	%	%
<b>March 19-23</b>			
Obama	57	79	33
Clinton	28	14	51
Don't know	15	7	16
	100	100	100
<b>February 20-24</b>			
Obama	70	89	52
Clinton	17	6	34
Don't know	13	5	14
	100	100	100

\* Based on Democratic and Democratic-leaning registered voters.

## Long Contest Worries More Obama Backers

The belief among Democratic voters that a long primary contest is a good thing for the party has declined, particularly among those who support Barack Obama. Currently, Democratic voters are split over whether it is good (44%) or bad (41%) for the party that the nominating contest has not been settled. A month ago, roughly twice as many said a lengthy contest was good for the party than said it was bad for the party (57% vs. 27%).

Clinton supporters are now somewhat more likely than Obama supporters to say it is a good thing that the race remains unsettled (48% of Clinton backers vs. 41% of Obama backers). In late February, more Obama supporters than Clinton supporters called the undecided nominating contest a good thing for the party (60% vs. 52%).

Overall the share of Obama's supporters who say the unsettled contest is good for the party has fallen 19 points in the past month, compared with just a four-point decline among Clinton supporters.

<i>The contest not yet decided is...</i>	All Dems*	<i>--Support--</i>	
		Obama	Clinton
	%	%	%
<b>March 19-23</b>			
Good for the party	44	41	48
Bad for the party	41	43	39
Don't know	15	16	13
	100	100	100
<b>February 20-24</b>			
Good for the party	57	60	52
Bad for the party	27	26	32
Don't know	16	14	16
	100	100	100
<i>Change in "good for the party"...</i>	-13	-19	-4

\* Based on Democratic and Democratic-leaning registered voters.

## Little Bitterness, But Growing Dislike

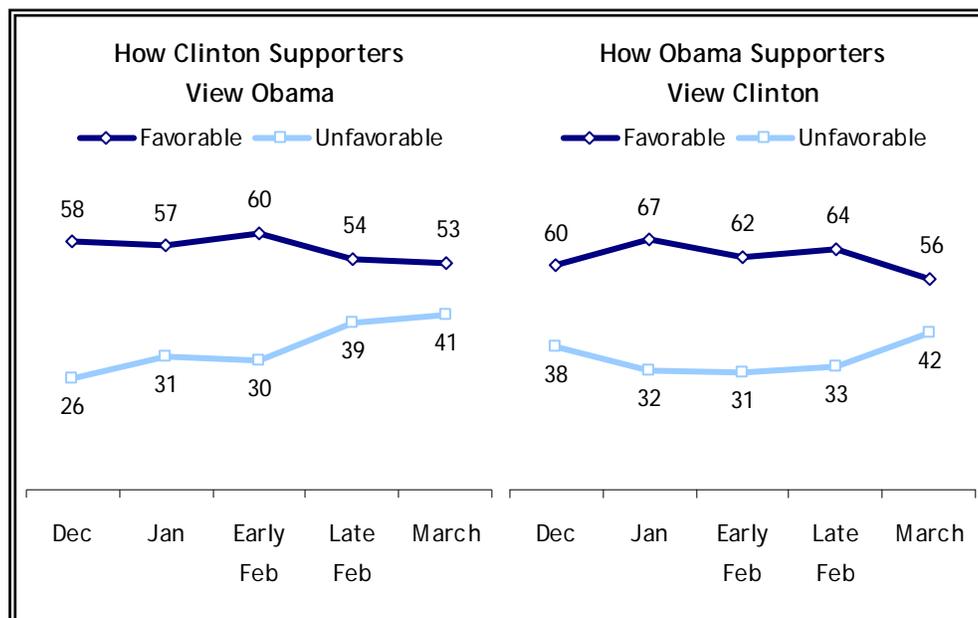
Despite the concerns that Democratic voters express about the unresolved nomination contest, most say that the party will solidly unite behind the eventual nominee, whether it is Clinton or Obama. Two-thirds (66%) say the party will unite behind Obama if he is the nominee while about the same percentage (64%) expects the party to rally behind Clinton.

Majorities of Obama and Clinton supporters still believe the party will solidly unite behind the nominee even if their favored candidate does not prevail. Among Clinton's supporters, 58% say the party will unite if Obama wins the nomination, while 32% say his nomination would divide the party. The balance of opinion among Obama supporters is virtually identical: 56% see the party uniting, while 38% see the party dividing if Clinton becomes the nominee.

	All Dems*	--Support--	
	%	Obama	Clinton
<i>If Obama is nominee, party will...</i>			
Unite solidly behind him	66	73	58
Be divided	25	21	32
Don't know	9	6	10
	100	100	100
<i>If Clinton is nominee, party will...</i>			
Unite solidly behind her	64	56	75
Be divided	28	38	17
Don't know	8	6	8
	100	100	100

\* Based on Democratic and Democratic-leaning registered voters.

In addition, most Democratic supporters of Clinton and Obama express favorable opinions of the other candidate. However, the campaign has taken a toll on positive views of both candidates among their rival's supporters. In late December, on the eve of the Iowa caucuses, just 26% of Clinton supporters offered an unfavorable assessment of Obama. Today 41% of Clinton supporters view him unfavorably. Negative views of Clinton among Obama supporters also have risen; currently, 42% express an unfavorable view of Clinton, up from a low of 31% in early February.



When it comes to the general election, the vast majority of Democratic and Democratic-leaning voters will vote for either Obama or Clinton over John McCain. But a number of supporters on both sides currently say they might switch if their candidate does not win the nomination. Among Clinton’s backers, 32% say they would vote for McCain if Obama is the Democratic nominee, and among Obama’s backers, 28% say the same if Clinton wins the primary race. Many of these “defections” come from independent voters who only lean Democratic. When the analysis is limited to those who identify themselves as Democrats, just 20% of Obama supporters say they would not vote for Clinton in the fall, and 25% of Clinton supporters would not vote for Obama.

<i>If the race is between...</i>	All Dems* %	--Support--	
		Obama %	Clinton %
Barack Obama	80	95	63
John McCain	15	4	32
Don't know	5	1	5
	100	100	100
Hillary Clinton	78	66	93
John McCain	17	28	6
Don't know	5	6	1
	100	100	100

\* Based on Democratic and Democratic-leaning registered voters.

### The Vice Presidential Question

Looking ahead to the general election, most Democrats support the idea of an Obama-Clinton or Clinton-Obama ticket. Two-thirds of Democratic voters (66%) say they would like Clinton to pick Obama as her vice presidential running mate, while 59% say they would like Obama to pick Clinton if he is the nominee.

However, just 49% of Obama supporters say that, if their candidate captures the nomination, they would like to see him select Clinton as his running mate. That compares with 69% of Clinton supporters who would favor Obama choosing Clinton for the number-two slot on the ticket, if Obama is the nominee.

<i>Want Clinton to pick Obama as her VP...</i>	All Dems* %	--Support--	
		Obama %	Clinton %
Yes	66	69	60
No	27	26	33
Don't know	7	5	7
	100	100	100
<i>Want Obama to pick Clinton as his VP...</i>			
Yes	59	49	69
No	34	46	24
Don't know	7	5	7
	100	100	100

\* Based on Democratic and Democratic-leaning registered voters.

By contrast, large majorities of both Obama and Clinton supporters would be comfortable with Obama as the vice-presidential nominee if Clinton prevails in the primary race. Fully 69% of Obama supporters say that, if Clinton wins, they would want her to select Obama as her running mate, while 60% of Clinton supporters say the same.

### Little Difference on Issues

Notably, most Democrats do not believe that Obama and Clinton take different positions on the issues. Overall, two-thirds of Democratic and Democratic-leaning voters (65%) say that Obama and Clinton take pretty similar positions on the issues while just 27% say they take different positions.

Obama and Clinton supporters generally concur in the view that there are not substantive

differences between the two candidates on the issues. Two-thirds each of Obama and Clinton supporters believe that the candidates take pretty similar positions on the issues.

Obama, Clinton Viewed as Taking 'Pretty Similar' Positions			
	All	--Support--	
<i>Obama and Clinton take...</i>	<u>Dems*</u>	<u>Oba-</u>	<u>Clin-</u>
	%	<u>ma</u>	<u>ton</u>
		%	%
Different positions	27	30	22
Pretty similar positions	65	67	66
Don't know	<u>8</u>	<u>3</u>	<u>12</u>
	100	100	100

\* Based on Democratic and Democratic-leaning registered voters.

## Section 3: Voters Targeted by Robo-Calls

Pre-recorded campaign calls, or “robo-calls,” have become the leading form of campaign communication in the 2008 primary season, topping even mass mailings as the most frequent type of campaign communication received by voters. Nationwide, 39% of voters say they have received a pre-recorded call about the campaign, up from 25% in November. This is slightly higher than the number saying they have received mailings about the candidates (36%), and much higher than the percentage saying they have received a telephone call from a live person (16%).

Not surprisingly, the rates of contact are even higher in the states that have already conducted their primary or caucus contests.

Fully 44% of voters in these states say they have received a robo-call; 41% say they have received mail about a candidate; and 19% say they have received a personal call. Contact rates in the smaller number of states that have yet to hold their contests are substantially lower.

There are no significant differences across party lines in reports of campaign contacts. Comparable percentages of Republican, Democratic and independent voters say they have received campaign robo-calls (42%, 38% and 43%, respectively). The same is true when it comes to receiving mail about the candidates and receiving calls from a live person.

### Campaign Contributions and Attending Events

However, there are substantial partisan differences in voters’ campaign activities, with Democrats – particularly liberal Democrats – more likely than Republicans to say they have donated money to a candidate or attended a campaign event.

Overall, just 9% of registered voters report having made a contribution to a presidential candidate in this campaign, which is virtually unchanged from November (8%). Far more Democrats than Republicans say they have made a campaign contribution (12% vs. 7%). And the gap is even wider when ideology is taken into account. Nearly one-in-five liberal Democrats (19%) say they have made a contribution to one of

	Nov	Mar	<i>Primary/Caucus already held?</i>	
	<u>2007</u>	<u>2008</u>	<u>Yes*</u>	<u>No</u>
<i>Campaign activities...</i>	%	%	%	%
Pre-recorded call	25	39	44	16
Received mail	29	36	41	19
Personal call	9	16	19	6
Donated money	8	9	9	6
Attended event	4	8	8	6

Based on registered voters.  
\* States that have already held a primary or caucus; does not include Michigan or Florida.

	Donated	Attended
	<u>Money</u>	<u>Event</u>
	%	%
<b>Democrats</b>	12	10
Liberal	19	15
Cons/Mod	7	8
<b>Republicans</b>	7	5
Conservative	6	4
Mod/Lib	9	6
<b>Independents</b>	7	8

Based on registered voters.

the candidates. This compares with just 6% of conservative Republicans, who in past election cycles have typically matched their liberal Democratic counterparts in self-reported donations.

Similarly, Democrats are twice as likely as Republicans to say they have attended a campaign event during this election: 10% of Democrats say they have attended such an event compared with 5% of Republicans. Fully 15% of liberal Democrats report having attended a campaign event, compared with 8% of moderate or conservative Democrats. Conservative Republicans, on the other hand, are the least likely to report having attended a campaign event (4%).

## Section 4: The General Election

Both Barack Obama and Hillary Clinton hold roughly comparable leads in head-to-head matchups with John McCain. Obama edges McCain by a 49% to 43% margin among registered voters nationwide; Clinton holds an almost identical 49% to 44% edge. Obama and Clinton held similar leads over McCain in late February.

Yet there are positive signs for McCain. He now leads Obama among independent voters by seven points. In late February, McCain trailed Obama among independents by six points.

Independent voters, who generally disapprove of President Bush's performance in office, mostly believe that McCain will take the country in a different direction, a factor which works to McCain's advantage. Moreover, the impression that the GOP will have trouble uniting behind McCain also is decreasing, as more Republicans believe that the GOP will come together.

McCain runs very well among white men, and as a result leads both Obama and Clinton among all white voters (by seven and nine points, respectively). White men favor McCain over Obama by 15 points, and McCain over Clinton by 23 points. White women are divided about equally in both matchups.

Younger voters lean Democratic regardless of the candidate, but while Obama has a nearly 30-point advantage among voters under age 30 (61% to 33% for McCain), Clinton has a more modest eight-point edge (52% to 44%). Clinton's strength is among older voters (ages 65 and older), who favor her over McCain by 11 points (51% to 40%). These same voters are divided evenly if the election is between Obama and McCain (44% to 45%). McCain runs strongest among voters ages 50 to 64, who favor him by a slim margin irrespective of which Democratic candidate he faces.

	Mc- Cain %	Oba- ma %	Mc- Cain %	Clin- ton %	Obama- Clinton diff
All voters					
March 19-22	43	49	44	49	0
February 20-24	43	50	45	50	0
Republican	86	11	87	10	+1
Conservative	92	6	93	6	0
Mod/Lib	71	26	74	21	+5
Democrat	13	83	13	84	-1
Cons/Mod	17	78	16	80	-2
Liberal	8	90	7	91	-1
Independent	49	42	51	39	+3
Men	48	46	50	43	+3
Women	39	52	39	53	-1
White	50	43	51	42	+1
Black	6	90	9	85	+5
White men	55	40	58	35	+5
White women	46	45	45	48	-3
18-29	33	61	44	52	+8
30-49	42	54	43	50	+4
50-64	49	43	50	43	0
65+	45	44	40	51	-7
College grad+	42	52	47	46	+6
Some college	45	49	49	45	+4
HS or less	43	48	39	52	-4

Based on all registered voters. Figures read horizontally.

## McCain's Standing

With the voters' focus squarely on the Democratic primary contest, McCain continues to consolidate support among Republican voters and maintain his image among independents. A month ago, nearly a third of Republicans (32%) said they thought that divisions and disagreements within the party would keep many Republicans from backing McCain. Today, only 22% believe this will happen. Instead, 64% of Republicans say the party will unite solidly behind McCain's candidacy, up from 58% in late February.

	All Reps*	Cons Rep	Mod/ Lib Rep	Ind lean Rep
<i>The Republican party will...</i>	%	%	%	%
<b>March 19-22</b>				
Unite solidly behind McCain	64	68	60	59
Be divided	22	20	25	23
Don't know	14	12	15	18
	100	100	100	100
<b>February 20-24</b>				
Unite solidly behind McCain	58	61	60	50
Be divided	32	32	27	40
Don't know	10	7	13	10
	100	100	100	100

\* Based on Republican and Republican-leaning registered voters.

The growing impression that McCain can unify the party crosses ideological lines. The share of conservative Republicans who saw McCain as divisive has fallen from 32% in February to 20% today. Similarly, there has been a decline in the percentage of Republican-leaning independents who say that differences within the GOP will keep Republicans from supporting McCain (40% in February vs. 23% today).

One advantage McCain has among independents is the impression that he would not follow in Bush's footsteps as president. Roughly half of independents (52%) say McCain would take the country in a different direction, while 37% say he would continue Bush's policies. Given that, by greater than two-to-one, more independents disapprove (63%) than approve (27%) of Bush's job performance, this works in McCain's favor.

	All voters	Rep	Dem	Ind
<i>If McCain wins he will....</i>	%	%	%	%
Continue Bush's policies	46	36	62	37
Take us in a different direction	43	53	31	52
Don't know	11	11	7	11
	100	100	100	100

Based on registered voters.

Most Republicans (53%) also say McCain would differ from Bush, while 36% say he will continue Bush's policies in office. But Democratic voters see a McCain presidency differently. By a two-to-one margin (62% to 31%) more Democrats predict that a McCain presidency would continue Bush's policies than break out in a different direction.

## Obama's Standing

Even though the same number of voters back Clinton against McCain as back Obama against McCain, Obama is perceived to be the stronger Democratic nominee in terms of electability. Half of voters believe that Obama would win over McCain in the fall, while 38% predict a McCain victory against Obama. But if the matchup is between Clinton and McCain, 46% say McCain will win and just 42% Clinton.

Democrats are optimistic about their chances with either candidate, but 70% see Obama beating McCain compared with 63% who see Clinton beating McCain. Republicans, too, tend to express confidence in their candidate. But while 73% believe McCain will beat Clinton, just 61% think he will beat Obama. When it comes to independents, a 49% plurality see McCain winning over Clinton, while a 47% plurality see McCain losing to Obama.

<i>Who will win if it is between...</i>	All voters	Rep	Dem	Ind
	%	%	%	%
McCain	46	73	28	49
Clinton	42	17	63	39
Don't know	<u>12</u>	<u>10</u>	<u>9</u>	<u>12</u>
	100	100	100	100
McCain	38	61	22	41
Obama	50	27	70	47
Don't know	<u>12</u>	<u>12</u>	<u>8</u>	<u>12</u>
	100	100	100	100

Based on registered voters.

The impression that Obama is the stronger Democratic candidate in the fall stands in contrast to some voters' own preferences, in as much as Obama and Clinton run equally strong against McCain. But Obama does have a clear advantage over Clinton in terms of overall favorability among Republican and independent voters. Just 18% of Republicans offer a favorable assessment of Clinton, while 79% view her unfavorably (about half – 49% – feel “very” unfavorably toward her). By comparison, 30% of Republicans offer a favorable assessment of Obama, while 60% feel unfavorably (37% “very” unfavorable.) Among independents, Obama is viewed favorably by 57% compared with just 46% who give a favorable rating to Clinton.

But Obama's overall favorability advantage has narrowed substantially. In late February, Obama's favorability rating among independents was substantially higher than either John McCain's or Hillary Clinton's. But this gap has narrowed substantially. Today, Obama and McCain both have a generally favorable image

	Obama	McCain	Clinton
	%	%	%
<b>March 19-22</b>			
Favorable	57	56	46
Unfavorable	37	35	48
Don't know	<u>6</u>	<u>9</u>	<u>6</u>
	100	100	100
<b>February 20-24</b>			
Favorable	63	51	45
Unfavorable	32	38	50
Don't know	<u>5</u>	<u>11</u>	<u>5</u>
	100	100	100

Based on independent registered voters.

among independent voters, and there is no substantial difference; 57% express a favorable view of Obama, 56% of McCain. Independent voters remain divided in their view of Clinton (46% favorable, 48% unfavorable).

## Section 5: Political Values, Traits and Emotions

For the most part, the Democratic electorate is politically and socially liberal, but there are divisions within the party, especially along racial, class, and generational lines. Looking at divisions just among white Democrats and Democratic-leaning independents, the older and less educated are significantly more conservative on key political values.

A quarter of white Democrats believe that the country has gone too far in pushing equal rights. A much larger proportion of white Democrats who have not attended college believe this than those with at least some college experience (37% vs. 16%).

Overall, 61% of white Democratic voters *completely* agree that it's "all right for whites and blacks to date each other." But fewer than half of non-college and older white Democrats completely agree (44% for each group). Notably, about one-in-five in each of these groups disagrees with the idea that interracial dating is acceptable. By contrast, just 6% of college-educated Democratic voters, and just 3% of younger white Democrats (ages 18 to 44), find interracial dating unacceptable.

	Total	College		Age	
		Yes	No	18-44	45+
<i>Gone too far in pushing equal rights in this country</i>					
Agree	25	16	37	21	27
Disagree	72	82	60	78	69
<i>All right for whites and blacks to date each other</i>					
Completely Agree	61	73	44	81	44
Mostly Agree	24	20	30	16	31
Disagree	13	6	22	3	21
<i>Women should return to traditional roles in society</i>					
Agree	9	5	14	6	12
Mostly Disagree	26	19	36	21	30
Completely Disagree	64	76	48	73	56
<i>Men are better leaders than women</i>					
Agree	16	12	21	15	17
Mostly Disagree	32	29	35	26	36
Completely Disagree	50	57	40	58	43
<i>We should be willing to fight for our country whether it is right or wrong</i>					
Agree	50	45	59	49	52
Disagree	46	52	37	49	43
<i>Growing number of newcomers threaten traditional American customs and values</i>					
Agree	36	29	45	32	39
Disagree	61	69	51	67	57

Based on white Democrats/Dem-leaning registered voters.

Few Democrats believe that women should return to their traditional roles, or that men make better leaders than women. However, younger and better educated white Democrats are even more likely than others to disagree with these notions. About three-quarters of college educated (76%) and younger Democrats (73%) completely disagree that women should return to traditional roles, compared with 48% of those who have not attended college, and 56% of

Democrats ages 45 and older. Similarly, 57% of Democrats with college experience completely disagree that men are better leaders, compared with 40% of Democrats who have not attended college.

Democrats are nearly equally divided over the statement that “we should be willing to fight for our country whether it is right or wrong” (50% agree and 46% disagree). However, 52% of Democrats who have attended college disagree with this view, compared with 37% of non-college Democrats. There are no significant age differences on this question.

Older Democrats and the less educated also have more conservative views when it comes to immigration. About six-in-ten white Democrats overall (61%) disagree that the growing number of newcomers threatens traditional American customs and values. Democrats who have not attended college are divided on this question (45% agree and 51% disagree). In contrast, 69% of those with college experience disagree with the idea that newcomers to the United States threaten traditional values.

### Democratic Values and Candidate Favorability

Differences on these social and political attitudes are correlated with opinions about Obama among white Democratic voters, but they are not significantly associated with opinions about Clinton. Democrats with more liberal views on interracial dating, the country’s pursuit of equal rights, and even the question of whether men make better leaders, hold a more favorable opinion of Obama than do Democrats with conservative views on these questions.

By contrast, most of these values are only weakly related to favorability ratings of Clinton. Taken together, they give little indication of a Democratic voter’s impression of Clinton.

Views on...	Impact on ratings of...	
	Obama	Clinton
Interracial dating	.26	.14
Equal rights	-.22	-.11
Women leaders	-.22	-.09
Impact of immigrants	-.08	.09
Women’s roles	-.01	.02
Fight for country	-.00	.04
<i>R-square change</i>	.11	.02

Based on white Dem. & Dem leaning registered voters. Entries are unstandardized regression coefficients for the effect of each political or social value on favorable ratings of the candidates. Demographic variables are included in the model but not shown. Coefficients for “women’s roles” and “fight for country” are not statistically significant.

## Values and the General Election Vote

There is much more variation on these values in the general electorate than there is among Democrats, and consequently their impact on the vote in November may be substantial. A multiple regression analysis that takes into account demographics and partisanship finds that voters with conservative racial attitudes are much less likely to vote for Obama against McCain than are those with liberal attitudes. For example, a voter who disapproves of interracial dating (15% of all voters) is 24 percentage points less likely to vote for Obama than one who approves of interracial dating, controlling for demographics and party affiliation. Similarly, a voter who believes that “we have gone too far in pushing equal rights in this country” (31% of all voters) is 20 percentage points less likely to vote for Obama. Other social values have a much weaker association with the likelihood of voting for Obama.

<i>Views on...</i>	<i>Impact on support for...</i>	
	<u>Obama</u>	<u>Clinton</u>
Interracial dating	.24	.13
Equal rights	.20	.08
Women leaders	.12	.26
Women's roles	.10	.03
Fight for country	.07	.10
Impact of immigrants	.00	.06

Entries show difference in predicted probability of voting Democratic between those holding conservative values versus others. Based on logistic regression among all registered voters, controlling for race, gender, party affiliation, class, education, age, and all other social values.

The social value most highly associated with the likelihood of voting for Clinton is the belief that men are better leaders than women. In the multiple regression analysis, voters who hold this view (26% of all voters) are 26 percentage points less likely to vote for Clinton over McCain.

## Candidate Traits and the Democratic Electorate

Solid majorities of all Democratic and Democratic-leaning voters describe Clinton and Obama as inspiring, honest, down-to-earth, and patriotic. In addition, most say both candidates have made them feel hopeful and proud. But Democratic voters are considerably more likely to attribute positive traits to Obama than to Clinton, while negative traits are more often associated with Clinton.

About eight-in-ten Democratic voters say Barack Obama is down-to-earth (82%), inspiring (82%), and honest (80%). By comparison, about two-thirds see Hillary Clinton as inspiring (66%) and honest (65%) and slightly fewer say she is down-to-earth (62%). When it comes to being seen as patriotic, however, Clinton has a slight edge over her opponent; 86% say she is patriotic, while 78% say that about Obama.

In general, opinions of Clinton vary considerably by gender. About two-thirds of Democratic and Democratic-leaning women (68%) say Clinton has made them feel proud. By

contrast, just 42% of Democratic and Democratic-leaning men say the same. Women are also much more likely than men to say Clinton is inspiring (72% vs. 57%), honest (69% vs. 59%), and down-to-earth (69% vs. 51%), and to say that Clinton has made them feel hopeful (70% vs. 52%).

Similarly, African Americans and whites express significantly different opinions about Barack Obama. Fully 82% of black Democratic and Democratic-leaning independent voters say Obama has made them feel proud, but just over half of white Democrats (53%) express this view. And while overwhelming majorities of white Democratic voters say Obama is inspiring (80%) and down-to-earth (78%), and that he makes them feel hopeful (68%), even greater shares of blacks attribute these characteristics to Obama (92% inspiring, 92% down-to-earth, and 87% hopeful).

Obama Viewed More Positively Among Democratic Voters			
	Describes <u>Obama</u>	Describes <u>Clinton</u>	<u>Diff</u>
	%	%	
Down-to-earth	82	62	+20
Inspiring	82	66	+16
Honest	80	65	+15
Patriotic	78	86	-8
Phony	14	29	-15
Hard-to-like	13	39	-26
	Obama has made <u>you feel</u>	Clinton has made <u>you feel</u>	<u>Diff</u>
	%	%	
Hopeful	71	62	+9
Proud	60	57	+3
Uneasy	25	30	-5
Angry	19	32	-13

Based on Democratic and Democratic-leaning registered voters.

Most Democratic voters do not associate negative traits and emotions with either of their party's candidates, but about three-in-ten Democrats and Democratic-leaning independents (29%) say the word phony describes Clinton, and about as many say she has made them feel uneasy (30%) and angry (32%). Moreover, fully 39% of democratic voters describe Clinton as hard to like. Fewer Democratic voters describe Barack Obama as phony (14%) or hard to like (13%), but larger minorities say he has made them feel angry (19%) and uneasy (25%). White Democratic voters are much more likely than blacks to say Obama has made them feel uneasy (29% vs. 7%).

### What Makes Democrats Uneasy about Obama?

Democratic voters who said that Obama makes them uneasy (25% of all Democratic and Democratic-leaning voters) were asked to explain what it is about him that makes them feel this way. The most common response pertained to his relative lack of experience: a quarter those who say Obama has made them feel uneasy point to his inexperience, either in general or in a particular policy arena, or to what some perceive as his naivety about the political process. Closely

Why Uneasy about Obama?	
	Dem <u>voters</u>
	%
Inexperience/Naivety	25
Rev. Wright; controversial advisers	21
Not substantive/All talk	13
Wrong on Ideology/Issues	11
Statements/actions about race	7
His background/race/name	7
His religious beliefs	6
Dishonest	5
Unpatriotic/Not American	4
Other	14
DK/Ref	10
N	(170)

Based on Democratic and Democratic-Leaning registered voters who say Barack Obama makes them feel uneasy. Totals do not add to 100% due to multiple responses.

following mentions of his inexperience are concerns about Obama’s affiliation with Rev. Wright and other associates, mentioned by 21%; 16% refer specifically to Wright.

A smaller group (13%) voices concern that Obama is not substantive or specific enough. These concerns are more common among college graduates than among those who have not graduated from college.

While less common, references to Obama’s race were mentioned by 7% of Democratic voters, a view expressed only by those who have not attended college. His religious beliefs, which include both general comments and specific references to beliefs that he is Muslim, were noted by 6%, and concerns about Obama’s patriotism (4%) were also mentioned.

### What Makes Clinton Hard to Like?

Democratic voters who say that Hillary Clinton is hard to like – 39% of the total – were asked to describe what it is about her that makes her hard to like. About one-in-five (21%) mention aspects of Clinton’s personality, including coldness, pushiness, and arrogance. About one-in-ten (11%) say she has “too much baggage” from the Clinton administration. About the same number (10%) says she is too ambitious and will say or do anything to get elected. Fewer Democrats mention dishonesty or say she is phony (6% each) in response to why Clinton is hard to like. A small number mention questionable campaign tactics (5%) or simply the fact that she is a woman (5%).

Democratic and Democratic-leaning men and women do not offer significantly different explanations for thinking Clinton is hard to like, but men are twice as likely as women to say the New York senator is too ambitious (14% vs. 7%). Women are somewhat more likely than men to say they dislike Clinton’s positions on issues (7% vs. 1%).

What Makes Clinton Hard to Like?	
	Dem Voters
	%
Personality	21
Too much baggage	11
Too ambitious	10
Dishonest/Liar	6
Phony/Fake	6
She’s a woman	5
Campaign tactics	5
Positions on issues	5
Out of touch	4
Other	18
Don’t know	19
N	(240)

Based on Democratic and Democratic-Leaning registered voters who say Hillary Clinton is hard to like. Totals do not add to 100% due to multiple responses.

## Obama's Broad Appeal

Obama's personal appeal extends to many voters beyond the Democratic electorate. Among voters overall, seven-in-ten view Obama as inspiring and two-thirds (67%) say he is down-to-earth. Considerably fewer see him as phony (27%) or hard to like (17%). By contrast, fewer than half of registered voters see Clinton as inspiring (49%) or down-to-earth (45%). Regardless of party, voters assess Obama more favorably across a series of traits.

Not surprisingly, the personal images of both Obama and Clinton are more positive among Democratic voters than among independents or Republicans. However, Republicans express much more critical views of Clinton than Obama on nearly every trait tested.

Only 25% of Republicans say Clinton is inspiring, compared to 58% who say the same of Obama; this 33-point gap is more than double the gap among Democrats. This contrast in partisan intensity is starkest when asked if the candidates are "hard-to-like;" three-quarters of Republicans (75%) say this describes Clinton, while fewer than a quarter (22%) say the same of Obama.

Patriotism is an exception to the pattern seen with the other traits: Independent of partisan affiliation, Clinton is seen as patriotic by more voters than Obama (76% to 64%). A solid majority of Republican voters (62%) says that the word patriotic describes Clinton, but fewer than half (46%) say it describes Obama.

As with Democratic women, independent women are significantly more likely than their male counterparts to attribute positive qualities to Clinton. Majorities of independent women say she is inspiring (57% compared with 41% of independent men), and down-to-earth (53% vs. 36%) and a greater number say she is patriotic (81% vs. 70%). There are no significant gender differences in views of Clinton among Republicans.

	All voters	Rep	Dem	Ind
<i>Describes Clinton...</i>				
Inspiring	49	25	66	49
Down-to-earth	45	22	61	44
Honest	48	23	66	44
Patriotic	76	62	87	75
Phony	46	72	27	49
Hard-to-like	51	75	38	50
<i>Describes Obama...</i>				
Inspiring	70	58	82	71
Down-to-earth	67	52	83	62
Honest	65	46	80	67
Patriotic	64	46	75	68
Phony	27	45	15	27
Hard-to-like	17	22	12	16

Based on registered voters.

## Emotional Reactions

Obama's advantage over Clinton among independents and Republicans in personal traits is not as apparent when it comes to emotional responses to the candidates. A majority of all voters say that Obama has made them feel hopeful (54%), compared with 44% of voters who say this about Clinton.

Obama's advantage over Clinton on this response is greatest among independent voters; 55% of independents say Obama has made them feel hopeful, compared with 38% who say Clinton has made them feel hopeful. Even among Republican voters, however, nearly twice as many say Obama has made them feel hopeful than say the same about Clinton (30% vs. 18%).

By contrast, there is no significant gap in feelings of pride associated with Clinton or Obama. Few Republicans say that either Clinton (18%) or Obama (21%) has made them feel proud, and comparable minorities of independents say Clinton and Obama have made them feel proud (34% and 39%, respectively).

About four-in-ten voters say that Clinton (42%) and Obama (38%) have made them feel uneasy. A solid majority of Republicans (63%) say that Clinton has made them feel uneasy, but about as many say the same about Obama (62%).

Obama inspires much less anger among voters (26% say he has made them feel angry) than does Clinton (42% say she has made them angry). While voters in all partisan groups are more likely to have felt anger at Clinton than at Obama, Clinton evokes intensely negative feelings among Republicans, in particular. Fully 58% of Republican voters say Clinton has made them feel angry, compared with 37% who say the same about Obama.

As is the case in views of personal traits, Clinton evokes consistently more positive (and fewer negative) feelings among independent women than among independent men. Four-in-ten independent women say Clinton has made them feel proud, compared with 28% of independent men). A slim majority (51%) of independent men have felt anger with Clinton, compared with 38% of independent women.

	All voters	Rep	Dem	Ind
	%	%	%	%
<i>Clinton has made me feel...</i>				
Hopeful	44	19	65	38
Proud	40	18	59	34
Uneasy	42	63	29	44
Angry	42	58	31	44
<i>Obama has made me feel...</i>				
Hopeful	54	30	72	55
Proud	42	21	60	39
Uneasy	38	62	25	39
Angry	26	37	18	26

Based on registered voters.

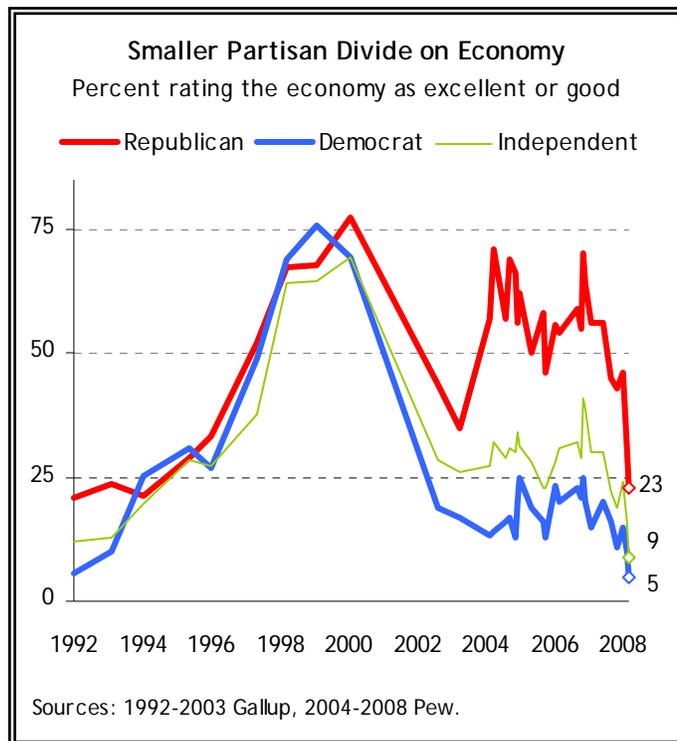
## Section 6: Dismal Views of the National Economy

Public views of the American economy have grown increasingly negative over the past few months, and a majority now describes the country's economic situation as poor. Since January, the percentage of Americans rating the economy as poor has doubled, from 28% to 56%. Meanwhile, only 11% say the economy is excellent or good, down from 26% just two months ago. To find comparably negative assessments, one must go back 15 years to August 1993, when only 10% of Americans rated the economy as excellent or good in a Gallup survey.

Most Rate Economy as "Poor"

	Jan 2008	Feb 2008	Mar 2008
<i>Rating of U.S. economy</i>	%	%	%
Excellent	3	1	1
Good	23	16	10
Only fair	45	36	32
Poor	28	45	56
Don't know	1	2	1
	100	100	100

Much of the change over the last two months has taken place among Republicans. Throughout most of President Bush's time in office there has been a large partisan gap on the state of the U.S. economy, with most Democrats and independents offering negative assessments of the economy, and most Republicans offering positive assessments. As recently as last June, 56% of Republicans said the economy was in excellent or good shape, compared with 20% of Democrats and 30% of independents. However, Republican views have soured considerably, particularly in the past two months. In January, 46% of Republicans rated the economy as excellent or good, compared with only 23% today.



In addition, the already low ratings among Democrats and independents have continued to slide. Today, only 5% of Democrats believe the economy is in excellent or good shape, down from 15% in January. Just 9% of independents give the economy positive marks, down from 24% two months ago. The gap in Republican and Democratic evaluations of the economy is smaller today than it has been in five years.

There are greater partisan differences in views about the severity of the nation's financial problems. Over half (56%) of Americans believe the U.S. is currently in a recession, and another 15% say the country is in a depression. Fully 82% of Democrats say the nation is either in a recession (63%) or a depression (19%); as do seven-in-ten independents. Republicans offer far less dire assessments of the economic situation. While a slim majority of Republicans (55%) say the nation is in recession or depression, 20% say we are just having a few problems, and 23% say the economy is in excellent or good shape.

	Total	Rep	Dem	Ind
<i>Is the economy...</i>	%	%	%	%
In a depression	15	9	19	13
In a recession	56	46	63	57
Just having a few problems	14	20	9	17
Excellent/good shape**	11	23	5	9
Don't know	4	2	4	4
	100	100	100	100

Asked of those who rate economy as "only fair" or "poor."  
 \*\* Positive ratings from previous question. Percentages based on total population.

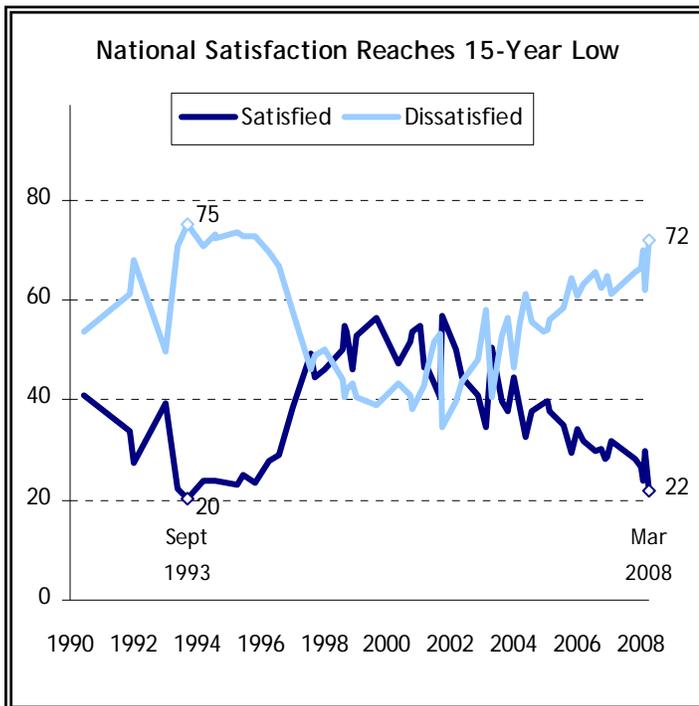
As views of the current economic situation have dimmed, there has been an increase in the proportion saying that the economy will improve over the next year. Currently, a third says the economy a year from now will be better than it is today; 39% say it will be about the same as it is now; and 22% say it will be worse. In January, there was less economic optimism, as just 20% expected conditions a year from now to be better than they are today.

	Jan	March
<i>A year from now, economy will be...</i>	<u>2008</u>	<u>2008</u>
	%	%
Better	20	33
Worse	26	22
Same	48	39
Don't know	6	6
	100	100

## Growing Dissatisfaction with Country's Direction

The public's increasingly grim views of the economy are reflected in assessments of the country's overall direction. Just 22% of Americans are satisfied with the way things are going in the country, the lowest percentage observed in any Pew Research Center survey since the fall of 1993.

Republican opinion on this question has changed significantly in recent months. In late December of last year, Republicans were about equally likely to say they were satisfied (47%) with the country's direction as they were to say they were dissatisfied (48%); today, however, a solid 56% majority of Republicans say they are dissatisfied with the nation's course, while only 40% are satisfied.



## Personal Finances Stable

Deepening concerns about the nation's economic health have not translated into more negative assessments of personal finances. As in January, Americans are roughly divided between those who rate their personal finances as only fair or poor (51%) and those who say they are excellent or good (47%).

	Jan 2008	Feb 2008	Mar 2008
<i>Rating of personal finances</i>	%	%	%
Excellent/good	49	45	47
Only fair/poor	49	53	51
Don't know	2	2	2
	100	100	100

Looking to the future, most Americans (55%) believe their personal financial situation will improve over the next year, down only slightly from January, when 60% said their finances would improve. Meanwhile, 27% currently expect their finances to get worse, up slightly from 22% in January.

Unsurprisingly, assessments of current financial situations vary considerably by income level. For instance, 84% of those with household incomes of \$100,000 or more say they are in excellent or good financial shape, compared with only 20% of those making less than \$30,000. However, there is little variation among income groups regarding the future. Nearly two-thirds (64%) of those earning at least \$100,000 expect their financial situation to improve, but they are only marginally more optimistic than those with incomes below \$30,000, 58% of whom believe they will be better off one year from now.

## Inflation is Biggest Personal Economic Concern

Rising prices top the list when it comes to Americans' personal economic concerns. Nearly half (49%) cite higher prices as the economic issue they are most worried about. By comparison, just 19% cite the job situation, 14% point to problems in the financial markets, and 12% say declining real estate values.

	Rising prices %	Job situation %	Financial markets %	Real estate values %	Other/DK %
Total	49	19	14	12	6=100
<i>Household income</i>					
\$100K or more	38	11	23	23	5=100
\$75K-99,999	52	15	16	14	3=100
\$50K-74,990	59	14	13	10	4=100
\$30K-49,999	51	21	12	12	4=100
Less than \$30K	49	29	11	6	5=100
White	51	16	15	11	7=100
Black	40	31	9	11	9=100
Republican	50	13	16	15	6=100
Democrat	50	20	14	11	5=100
Independent	49	20	15	12	4=100

Majorities or pluralities of Americans across a broad spectrum – regardless of age, income or other personal characteristics – point to inflation as their top financial worry.

There is, however, some variation in perceptions of the severity of other problems. For example, the job situation is mentioned far more frequently as a top economic concern by blacks (31%)

than whites (16%). Similarly, those with household incomes of under \$30,000 annually are the most likely of any income group to rate jobs as a top concern (29%), though prices remain their most widespread concern (49%).

Concern about problems in the financial markets and declining real estate values peak among Americans with household incomes of \$100,000 or more. Nearly a quarter (23%) of this group rates each of these issues as the top concern from their own perspective. A plurality of the highest-income group lists rising prices at their top concern, but at 38%, the proportion citing inflation is much smaller than it is for lower-income groups.

There is little division of opinion about the top economic problem across partisan lines. About half of Republicans, Democrats and independents alike say rising prices are their biggest personal financial worry.

Age plays a role where real estate worries are concerned: 16% of 30-49-year-olds say this is their biggest economic worry, far more than the proportion younger adults (8%) or older adults (10%).

### Low Marks for Government’s Handling of Investment Crisis

More than three-quarters of Americans have heard at least a little about the problems in the financial markets involving investment banks (47% a lot, 33% a little). Of those who have heard about the problems, 80% say the government has done only a fair job or a poor job addressing problems in the nation’s financial markets.

Awareness of the investment banking issue is almost universal among those with the highest household incomes; 95% of those from households with incomes of \$100,000 or more had heard at least a little about the situation – 70% have heard a lot, 25% a little. Knowledge falls off with income, such that only 68% of those from households with incomes of less than \$30,000 have heard about the investment banking problems, and less than one third (32%) have heard a lot. More than eight-in-ten Republicans and the same proportion of Democrats (83%) have heard about the situation, as well as 81% of independents.

	Heard a lot about %	<i>Govt's job addressing these problems*</i>		
		Excel- lent/ good %	Only fair/ poor %	DK %
Total	47	17	80	3=100
\$100K or more	70	29	69	2=100
\$75K-99,999	59	28	70	2=100
\$50K-74,999	47	15	84	1=100
\$30K-49,999	48	12	86	2=100
Less than \$30K	32	11	87	2=100
Republican	51	34	62	4=100
Democrat	51	8	91	1=100
Independent	44	17	80	3=100

\* Based on those who heard "a lot" or "a little" about problems in the financial markets (N=1,280).

Of those who have heard about the financial market problems, higher-income groups also are more positive in their judgments of government efforts; still, seven-in-ten of those in households with incomes of \$75,000 or more say the government is doing a fair or poor job handling this issue. More than eight-in-ten in each of the lower-income groups say the same.

Democrats are far harsher in their assessments of the government’s response to the financial crisis than are independents or Republicans. More than nine-in-ten Democrats (91%) say the government is doing only a fair job or a poor job in addressing the market issues, a judgment shared by 70% of independents and 62% of Republicans.

### Bernanke Still Not Well Known

Most Americans don’t know who Federal Reserve Chairman Ben Bernanke is, despite his leading role in the government’s response to the investment banking crisis; 56% say they have not heard of him or do not know enough about him to offer an opinion. Those who are familiar enough with Bernanke to offer an opinion of him are divided: About a quarter (24%) hold a favorable opinion of him, while 20% offer an unfavorable rating.

Three times as many Republicans give a favorable rating to Bernanke as give an unfavorable one (36% versus 12%). Democrats and independents are much more evenly split, leaning slightly toward unfavorable views of the Federal Reserve chairman.

	Fav- orable %	Unfav- orable %	DK %
Total	24	20	56=100
Republican	36	12	52=100
Democrat	22	25	53=100
Independent	20	22	48=100
<i>Heard about recent financial market problems</i>			
A lot	37	23	40=100
A little	16	22	62=100
Nothing at all	6	12	82=100

Bernanke fares better with those who know about recent problems with investment banks. Among those who know a lot about the situation, 37% hold favorable views of Bernanke, though 40% still do not offer an opinion. Only 6% of those who know nothing of the investment banking problems give Bernanke a favorable rating, while 82% give no rating at all.

## ABOUT THE SURVEY

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,503 adults, 18 years of age or older, from March 19-22, 2008. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus...</b>
Total sample	1,503	3.0 percentage points
Registered voter sample	1,248	3.5 percentage points
Republican registered voter sample	347	6.0 percentage points
Democratic registered voter sample	462	5.5 percentage points
Independent registered voter sample	345	6.0 percentage points
Republican- & Republican-leaning RV sample	472	5.0 percentage points
Democratic- & Democratic-leaning RV sample	618	4.5 percentage points
Clinton supporters (for Democratic primary)	253	7.0 percentage points
Obama supporters (for Democratic primary)	285	6.5 percentage points

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Some material in this report was taken from the Pew Research Center's weekly *News Interest Index* survey (N=1,015) conducted March 20-24, 2008. An abbreviated topline for this survey appears at the end of this report.

## ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of eight projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director  
Scott Keeter, Director of Survey Research  
Carroll Doherty and Michael Dimock, Associate Directors  
Kim Parker, Senior Researcher  
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley,  
Research Associates  
Kathleen Holzwart, Research Analyst  
James Albright and Alec Tyson, Research Assistants

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**MARCH 2008 POLITICAL SURVEY**  
**FINAL TOPLINE**  
**March 19-22, 2008**  
**N=1,503**

**ASK ALL:**

Q.1 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	Satis- <u>fied</u>	Dis- <u>satisfied</u>	No <u>Opinion</u>		Satis- <u>fied</u>	Dis- <u>satisfied</u>	No <u>Opinion</u>
March, 2008	22	72	6=100	October, 2000 (RVs)	54	39	7=100
Early February, 2008	24	70	6=100	September, 2000	51	41	8=100
Late December, 2007	27	66	7=100	June, 2000	47	45	8=100
October, 2007	28	66	6=100	April, 2000	48	43	9=100
February, 2007	30	61	9=100	August, 1999	56	39	5=100
Mid-January, 2007	32	61	7=100	January, 1999	53	41	6=100
Early January, 2007	30	63	7=100	November, 1998	46	44	10=100
December, 2006	28	65	7=100	Early September, 1998	54	42	4=100
Mid-November, 2006	28	64	8=100	Late August, 1998	55	41	4=100
Early October, 2006	30	63	7=100	Early August, 1998	50	44	6=100
July, 2006	30	65	5=100	February, 1998	59	37	4=100
May, 2006	29	65	6=100	January, 1998	46	50	4=100
March, 2006	32	63	5=100	September, 1997	45	49	6=100
January, 2006	34	61	5=100	August, 1997	49	46	5=100
Late November, 2005	34	59	7=100	January, 1997	38	58	4=100
Early October, 2005	29	65	6=100	July, 1996	29	67	4=100
July, 2005	35	58	7=100	March, 1996	28	70	2=100
Late May, 2005	39	57	4=100	October, 1995	23	73	4=100
February, 2005	38	56	6=100	June, 1995	25	73	2=100
January, 2005	40	54	6=100	April, 1995	23	74	3=100
December, 2004	39	54	7=100	July, 1994	24	73	3=100
Mid-October, 2004	36	58	6=100	March, 1994	24	71	5=100
July, 2004	38	55	7=100	October, 1993	22	73	5=100
May, 2004	33	61	6=100	September, 1993	20	75	5=100
Late February, 2004	39	55	6=100	May, 1993	22	71	7=100
Early January, 2004	45	48	7=100	January, 1993	39	50	11=100
December, 2003	44	47	9=100	January, 1992	28	68	4=100
October, 2003	38	56	6=100	November, 1991	34	61	5=100
August, 2003	40	53	7=100	Late February, 1991 (Gallup)	66	31	3=100
April 8, 2003	50	41	9=100	August, 1990	47	48	5=100
January, 2003	44	50	6=100	May, 1990	41	54	5=100
November, 2002	41	48	11=100	January, 1989	45	50	5=100
September, 2002	41	55	4=100	September, 1988 (RVs)	50	45	5=100
Late August, 2002	47	44	9=100	May, 1988	41	54	5=100
May, 2002	44	44	12=100	January, 1988	39	55	6=100
March, 2002	50	40	10=100				
Late September, 2001	57	34	9=100				
Early September, 2001	41	53	6=100				
June, 2001	43	52	5=100				
March, 2001	47	45	8=100				
February, 2001	46	43	11=100				
January, 2001	55	41	4=100				

**ASK ALL:**

Q.2 Do you approve or disapprove of the way George W. Bush is handling his job as president? [**IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK**]

	<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>		<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>
March, 2008	28	63	9=100	June, 2004	48	43	9=100
Late February, 2008	33	59	8=100	May, 2004	44	48	8=100
Early February, 2008	31	62	7=100	Late April, 2004	48	43	9=100
January, 2008	31	59	10=100	Early April, 2004	43	47	10=100
Late December, 2007	31	60	9=100	Late March, 2004	47	44	9=100
November, 2007	30	59	11=100	Mid-March, 2004	46	47	7=100
October, 2007	30	63	7=100	February, 2004	48	44	8=100
September, 2007	31	59	10=100	Mid-January, 2004	56	34	10=100
August, 2007	31	59	10=100	Early January, 2004	58	35	7=100
July, 2007	29	61	10=100	December, 2003	57	34	9=100
June, 2007	29	61	10=100	November, 2003	50	40	10=100
April, 2007	35	57	8=100	October, 2003	50	42	8=100
March, 2007	33	58	9=100	September, 2003	55	36	9=100
February, 2007	33	56	11=100	Mid-August, 2003	56	32	12=100
Mid-January, 2007	33	59	8=100	Early August, 2003	53	37	10=100
Early January, 2007	33	57	10=100	Mid-July, 2003	58	32	10=100
December, 2006	32	57	11=100	Early July, 2003	60	29	11=100
Mid-November, 2006	32	58	10=100	June, 2003	62	27	11=100
Early October, 2006	37	53	10=100	May, 2003	65	27	8=100
September, 2006	37	53	10=100	<i>April 10-16, 2003</i>	72	22	6=100
August, 2006	37	54	9=100	<i>April 9, 2003</i>	74	20	6=100
July, 2006	36	57	7=100	<i>April 2-7, 2003</i>	69	25	6=100
June, 2006	36	54	10=100	<i>March 28-April 1, 2003</i>	71	23	6=100
April, 2006	33	56	11=100	<i>March 25-27, 2003</i>	70	24	6=100
Early April, 2006	35	55	10=100	<i>March 20-24, 2003</i>	67	26	7=100
March, 2006	33	57	10=100	March 13-16, 2003	55	34	11=100
February, 2006	40	52	8=100	February, 2003	54	36	10=100
January, 2006	38	54	8=100	January, 2003	58	32	10=100
December, 2005	38	54	8=100	December, 2002	61	28	11=100
Early November, 2005	36	55	9=100	Late October, 2002	59	29	12=100
Late October, 2005	40	52	8=100	Early October, 2002	61	30	9=100
Early October, 2005	38	56	6=100	Mid-September, 2002	67	22	11=100
September 8-11, 2005	40	52	8=100	Early September, 2002	63	26	11=100
September 6-7, 2005	40	52	8=100	Late August, 2002	60	27	13=100
July, 2005	44	48	8=100	August, 2002	67	21	12=100
June, 2005	42	49	9=100	Late July, 2002	65	25	10=100
Late May, 2005	42	48	10=100	July, 2002	67	21	12=100
Mid-May, 2005	43	50	7=100	June, 2002	70	20	10=100
Late March, 2005	49	46	5=100	April, 2002	69	18	13=100
Mid-March, 2005	45	46	9=100	Early April, 2002	74	16	10=100
February, 2005	46	47	7=100	February, 2002	78	13	9=100
January, 2005	50	43	7=100	January, 2002	80	11	9=100
December, 2004	48	44	8=100	Mid-November, 2001	84	9	7=100
Mid-October, 2004	44	48	8=100	Early October, 2001	84	8	8=100
August, 2004	46	45	9=100	Late September, 2001	86	7	7=100
July, 2004	46	46	8=100	Mid-September, 2001	80	9	11=100

**Q.2 CONTINUED...**

	<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>
Early September, 2001	51	34	15=100
August, 2001	50	32	18=100
July, 2001	51	32	17=100
June, 2001	50	33	17=100
May, 2001	53	32	15=100
April, 2001	56	27	17=100
March, 2001	55	25	20=100
February, 2001	53	21	26=100

**ASK ALL:**

THOUGHT How much thought have you given to the coming presidential election ... quite a lot, or only a little?

**BASED ON REGISTERED VOTERS [N=1,248]:**

	<u>Quite A lot</u>	<u>(VOL.) Some</u>	<u>Only a Little</u>	<u>(VOL.) None</u>	<u>DK/Ref.</u>
	78	3	15	3	1=100
<b>2004</b>	74	3	19	2	2=100
March, 2008	82	3	12	2	1=100
Late February, 2008	76	5	15	3	1=100
November, 2004	74	4	19	2	1=100
Mid-October, 2004	68	4	23	4	1=100
Early October, 2004	66	4	25	4	1=100
September 22-26, 2004	71	3	22	3	1=100
September 17-21, 2004	69	3	23	4	1=100
Early September, 2004	73	3	21	2	1=100
September 11-14	69	2	26	2	1=100
September 8-10	67	2	28	2	1=100
August, 2004	58	3	36	2	1=100
July, 2004	59	6	30	4	1=100
June, 2004	60	4	31	4	1=100
May, 2004	65	2	31	2	*=100
Late March, 2004	72	6	19	2	1=100
Mid-March, 2004	66	6	24	4	*=100
<b>2000</b>	67	9	19	4	1=100
November, 2000	60	8	27	4	1=100
Late October, 2000	59	8	29	3	1=100
Mid-October, 2000	46	6	45	3	*=100
Early October, 2000	46	6	43	5	*=100
September, 2000	48	4	42	5	1=100
July, 2000	45	7	41	7	*=100
June, 2000	67	8	22	3	*=100
May, 2000	65	7	26	1	1=100
April, 2000	61	7	29	2	1=100
<b>1996</b>	56	3	36	4	1=100
November, 1996	55	3	41	1	*=100
October, 1996	50	5	41	3	1=100
Late September, 1996					
Early September, 1996					
July, 1996					
June, 1996					

**THOUGHT CONTINUED.....**

<b>1992</b>	Early October, 1992	77	5	16	1	1=100
	September, 1992	69	3	26	1	1=100
	August, 1992	72	4	23	1	*=100
	June, 1992	63	6	29	1	1=100
<b>1988</b>	<b>Gallup:</b> November, 1988	73	8	17	2	0=100
	<b>Gallup:</b> October, 1988	69	9	20	2	0=100
	<b>Gallup:</b> August, 1988	61	10	27	2	0=100
	<b>Gallup:</b> September, 1988	57	18	23	2	0=100

**ASK ALL:**

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

**IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:**

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

- 80 Yes, Registered
- 77 Absolutely certain
- 3 Chance registration has lapsed
- \* Don't know/Refused
- 19 No, Not registered/Don't know
- 1 Don't know/Refused
- 100

**ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

**IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:**

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

				(VOL.)	(VOL.)		Lean	Lean
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>No Preference</u>	<u>Other Party</u>	<u>DK/Ref</u>	<u>Rep</u>	<u>Dem</u>
March, 2008	24	38	29	5	*	4=100	9	14
Late February, 2008	24	38	32	3	*	3=100	10	17
Early February, 2008	26	35	31	5	*	3=100	11	14
January, 2008	24	33	37	4	*	2=100	12	18
Late December, 2007	25	32	36	4	*	3=100	12	18
November, 2007	28	33	32	4	1	2=100	9	16
October, 2007	25	37	33	3	*	2=100	11	17
September, 2007	27	32	32	6	*	3=100	8	16
August, 2007	26	32	32	5	1	4=100	10	16
July, 2007	27	32	34	4	*	3=100	11	17
June, 2007	25	34	32	6	*	3=100	10	17
April, 2007	25	28	40	5	*	2=100	13	17
March, 2007	25	36	33	3	*	3=100	12	16
February, 2007	25	34	34	4	*	3=100	10	18
Mid-January, 2007	24	35	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	4	*	3=100	12	18

**PART/PARTYLN CONTINUED...**

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) <u>No</u> <u>Preference</u>	(VOL.) <u>Other</u> <u>Party</u>	<u>DK/</u> <u>Ref</u>	<i>Lean</i> <u>Rep</u>	<i>Lean</i> <u>Dem</u>
<b>Yearly Totals</b>								
2007	25.4	32.9	33.7	4.6	.4	3.1=100	10.7	16.7
2006	27.6	32.8	30.3	5.0	.4	3.9=100	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8=100	10.2	14.9
2004	29.5	33.1	30.0	4.0	.4	3.0=100	11.8	13.6
2003	29.8	31.4	31.2	4.7	.5	2.5=100	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7=100	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7=100	11.7	11.4
2001 <i>Post-Sept 11</i>	30.9	31.8	27.9	5.2	.6	3.6=100	11.7	9.4
2001 <i>Pre-Sept 11</i>	28.2	34.6	29.5	5.0	.5	2.1=100	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0=100	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9=100	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4=100	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3=100	12.3	13.8
1996	29.2	32.7	33.0	5.2=100			12.7	15.6
1995	31.4	29.7	33.4	5.4=100			14.4	12.9
1994	29.8	31.8	33.8	4.6=100			14.3	12.6
1993	27.4	33.8	34.0	4.8=100			11.8	14.7
1992	27.7	32.7	35.7	3.9=100			13.8	15.8
1991	30.9	31.4	33.2	4.5=100			14.6	10.8
1990	31.0	33.1	29.1	6.8=100			12.4	11.3
1989	33	33	34=100					
1987	26	35	39=100					

**ASK ALL:**

Q.3 So far in the primary campaign, have you... **(INSERT IN ORDER)** or not? Have you **[NEXT ITEM]** or not? Have you **[NEXT ITEM]** or not?

	<u>Yes</u>	<u>No</u>	<u>DK/</u> <u>Ref</u>
a. Received MAIL about one or more of the candidates November, 2007	32 26	65 72	3=100 2=100
b. Received PRE-RECORDED telephone calls about the campaign November, 2007	34 22	65 76	1=100 2=100
c. Received a phone call from a LIVE PERSON about the campaign November, 2007	14 8	85 91	1=100 1=100
d. Contributed money to any of the presidential candidates November, 2007	7 7	92 93	1=100 *=100
e. Attended a campaign event November, 2007	7 3	93 97	*=100 *=100

**ASK ALL:**

Q.4 Now I'd like your views on some people. As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. (First, **INSERT NAME**) would you say your overall opinion of... **[INSERT ITEM; RANDOMIZE; ASK ITEM "e" last]** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How about (**NEXT NAME**)? **[IF NECESSARY:** would you say your overall opinion of **[NAME]** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

	-----Favorable-----			----Unfavorable----			(VOL)	(VOL)
	Total	Very	Mostly	Total	Very	Mostly	Never Heard of	Can't rate/Ref
a. George W. Bush	34	8	26	61	37	24	0	5=100
Late February, 2008	35	10	25	60	39	21	0	5=100
Early February, 2008	34	9	25	61	39	22	*	5=100
January, 2008	36	11	25	60	37	23	0	4=100
Late December, 2007	33	10	23	63	41	22	0	4=100
August, 2007	40	12	28	57	34	23	*	3=100
December, 2006	39	12	27	57	34	23	*	4=100
April, 2006	40	15	25	57	35	22	*	3=100
Late October, 2005	46	17	29	51	29	22	*	3=100
July, 2005	51	22	29	46	25	21	0	3=100
Late March, 2005	53	23	30	45	27	18	0	2=100
Mid-October, 2004 (RVs)	56	26	30	42	23	19	*	2=100
Early October, 2004 (RVs)	57	27	30	40	20	20	0	3=100
Early September, 2004	52	25	27	43	24	19	*	5=100
August, 2004	58	27	31	39	22	17	0	3=100
June, 2004	52	19	33	45	22	23	*	3=100
Early February, 2004	53	21	32	44	25	19	0	3=100
Gallup: January 29-February 1, 2004	52	--	--	47	--	--	--	1=100
Gallup: January 2-5, 2004	65	--	--	35	--	--	--	*=100
Gallup: October 6-8, 2003	60	--	--	39	--	--	--	1=100
Gallup: June 9-10, 2003	66	--	--	33	--	--	--	1=100
April, 2003	72	37	35	25	11	14	0	3=100
January, 2003	70	28	42	28	10	18	0	2=100
December, 2002	68	35	33	27	11	16	0	5=100
July, 2001	61	22	39	35	14	21	*	4=100
January, 2001	60	24	36	33	12	21	0	7=100
May, 2000	58	18	40	31	12	19	1	10=100
March, 1999 <sup>1</sup>	61	21	40	21	7	14	4	14=100
November, 1997	54	13	41	18	6	12	9	19=100
b. John McCain	45	8	37	41	16	25	2	12=100
Late February, 2008	48	12	36	38	14	24	1	13=100
Early February, 2008	53	12	41	31	10	21	3	13=100
January, 2008	55	14	41	31	9	22	3	11=100
Late December, 2007	46	8	38	34	10	24	7	13=100
August, 2007	47	8	39	29	8	21	12	12=100
December, 2006	51	13	38	26	6	20	10	13=100
April, 2006	54	14	40	26	7	19	8	12=100
Late October, 2005	56	15	41	19	5	14	10	15=100

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1 In March 1999 and November 1997 the category was listed: "Texas Governor George W. Bush."

**Q. 4 CONTINUED...**

		-----Favorable-----			-----Unfavorable-----			(VOL)	(VOL)
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never	Can't
								Heard of	rate/Ref
	Late March, 2005	59	15	44	17	4	13	8	16=100
	July, 2001	51	14	37	22	5	17	13	14=100
	January, 2001	59	18	41	15	3	12	9	17=100
	May, 2000	54	14	40	20	5	15	11	15=100
c.	Hillary Clinton	50	16	34	44	23	21	*	6=100
	Late February, 2008	51	19	32	44	23	21	0	5=100
	Early February, 2008	52	20	32	42	24	18	*	6=100
	January, 2008	52	20	32	44	25	19	*	4=100
	Late December, 2007	50	21	29	44	26	18	*	6=100
	August, 2007	55	21	34	39	21	18	2	4=100
	December, 2006	56	22	34	39	21	18	*	5=100
	April, 2006	54	20	34	42	21	21	1	3=100
	Late October, 2005	56	20	36	38	19	19	1	5=100
	Late March, 2005	57	22	35	36	17	19	*	7=100
	December 2002	47	15	32	44	23	21	1	8=100
	July, 2001	53	20	33	42	23	19	1	4=100
	January, 2001	60	25	35	35	16	19	*	5=100
	May, 2000	49	15	34	42	22	20	1	8=100
	Early December, 1998	66	32	34	31	15	16	*	3=100
	Early October, 1998 (RVs)	58	24	34	36	18	18	*	6=100
	Early September, 1998	64	24	40	31	13	18	0	5=100
	Late August, 1998	63	25	38	34	13	21	*	3=100
	March, 1998	65	26	39	31	14	17	*	4=100
	January, 1997	57	17	40	40	17	23	*	3=100
	June, 1996	53	13	40	43	17	26	*	4=100
	April, 1996	49	12	37	46	19	27	0	5=100
	February, 1996	42	14	28	54	27	27	0	4=100
	January, 1996	42	10	32	54	26	28	0	4=100
	October, 1995	58	14	44	38	14	24	--	4=100
	August, 1995	49	16	33	47	22	25	*	4=100
	December, 1994	50	17	33	45	20	25	1	4=100
	July, 1994	57	19	38	40	18	22	1	2=100
	May, 1993	60	19	41	29	11	18	1	10=100
d.	Barack Obama	56	21	35	34	18	16	1	9=100
	Late February, 2008	57	24	33	34	16	18	1	8=100
	Early February, 2008	58	19	39	30	13	17	2	10=100
	January, 2008	56	20	36	33	13	20	3	8=100
	Late December, 2007	54	16	38	30	12	18	5	11=100
	August, 2007	48	14	34	26	10	16	13	13=100
e.	Ben Bernanke, chairman of the Federal Reserve	24	4	20	20	7	13	31	25=100

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

**ROTATE IN BLOCKS; Q.5-Q.7 WITH Q.8-Q.10**

Q.5 Now, suppose the 2008 presidential election were being held TODAY. If you had to choose between [READ AND ROTATE]—who would you vote for?

**IF OTHER OR DK (Q.5 =3,9):**

Q.5a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q. 5]?

**IF Q.5=1 (McCAIN) ASK:**

Q.6 Are you certain you would vote for McCain over Clinton, or is there a chance you might change your mind?

**IF Q.5=2 (CLINTON) ASK:**

Q.7 Are you certain you would vote for Clinton over McCain, or is there a chance you might change your mind?

**BASED ON REGISTERED VOTERS [N=1,248]:**

	----- MCCAIN-----				----- CLINTON-----				Other/ DK
	<u>Total</u>	Certain Mc- <u>Cain</u>	May Change <u>Mind</u>	<u>DK</u>	<u>Total</u>	Certain Clin- <u>ton</u>	May Change <u>Mind</u>	<u>DK</u>	
March, 2008	44	37	7	*	49	41	8	*	7=100
Late Feb, 2008	45	--	--	--	50	--	--	--	5=100

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

**ROTATE IN BLOCKS; Q.5-Q.7 WITH Q.8-Q.10**

Q.8 Now, suppose the 2008 presidential election were being held TODAY. If you had to choose between [READ AND ROTATE]—who would you vote for?

**IF OTHER OR DK (Q.8 =3,9):**

Q.8a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q. 8]?

**IF Q.8=1 (McCAIN) ASK:**

Q.9 Are you certain you would vote for McCain over Obama, or is there a chance you might change your mind?

**IF Q.8=2 (OBAMA) ASK:**

Q.10 Are you certain you would vote for Obama over McCain, or is there a chance you might change your mind?

**BASED ON REGISTERED VOTERS [N=1,248]:**

	----- MCCAIN-----				----- OBAMA-----				Other/ DK
	<u>Total</u>	Certain Mc- <u>Cain</u>	May Change <u>Mind</u>	<u>DK</u>	<u>Total</u>	Certain Ob- <u>ama</u>	May Change <u>Mind</u>	<u>DK</u>	
March, 2008	43	34	9	*	49	40	9	*	8=100
Late Feb, 2008	43	--	--	--	50	--	--	--	7=100

**NO QUESTION 11**

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Thinking about the Democratic nomination....

Q.12 Which of the following Democratic candidates would be your first choice for president? (READ AND ROTATE) [IF "Don't know" PROBE ONCE WITH: "Just as of today, would you say you LEAN toward...(READ). IF STILL DK, ENTER.]

**BASED ON DEMOCRATS AND DEMOCRATIC-LEANING REGISTERED VOTERS [N=618]:**

Mar 2008		Late	Early	WITHOUT GORE								WITH GORE		
		Feb 2008	Feb 2008	Jan 2008	Dec 2007	Nov 2007	Oct 2007	Sept 2007	July 2007^	Apr 2007^	Mar 2007^	July 2007	April 2007	Mar 2007
49	Barack Obama	49	38	31	26	23	24	25	24	27	28	21	24	26
39	Hillary Clinton	40	46	46	46	45	45	42	44	39	39	40	34	35
n/a	John Edwards	n/a	n/a	13	14	12	12	14	13	21	19	18	16	*
n/a	Dennis Kucinich	n/a	n/a	4	3	1	4	2	3	1	*	2	1	*
n/a	Bill Richardson	n/a	n/a	n/a	3	3	2	3	3	2	2	2	1	1
n/a	Joe Biden	n/a	n/a	n/a	2	3	2	2	3	1	2	2	1	1
n/a	Chris Dodd	n/a	n/a	n/a	*	1	1	1	1	*	*	1	*	*
n/a	Mike Gravel	n/a	n/a	n/a	0	*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
n/a	Al Gore^	n/a	n/a	n/a	n/a	n/a	n/a	n/a	--	--	--	12	14	12
0	Other (VOL.)	0	1	*	*	2	*	1	1	*	*	1	*	0
1	None of them (VOL.)	2	1	1	2	1	3	2	3	5	4	2	5	3
9	Don't know (VOL.)	8	12	4	3	9	7	8	6	3	5	6	2	5
<u>2</u>	Refused (VOL.)	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>*</u>	<u>1</u>
100		100	100	100	100	100	100	100	100	100	100	100	100	100

^March-July trends recalculated by substituting in Al Gore supporters' second choice.

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Q.13 Regardless of who you might support, who do you think is most likely to win the Democratic presidential nomination [READ AND ROTATE]

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

		Late Feb 2008
28	Hillary Clinton [or]	17
57	Barack Obama	70
<u>15</u>	Other/Can't say/Don't know/Refused (VOL. DO NOT READ)	<u>13</u>
100		100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND  
REGICERT=1] ONLY:  
ROTATE 14 AND 15**

Q.14 If Hillary Clinton were to win the Democratic nomination, would you like to see her pick Barack Obama as her vice presidential running mate, or not?

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

66	Yes
27	No
<u>7</u>	Don't know/Refused (VOL.)
100	

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND  
REGICERT=1] ONLY:  
ROTATE 14 AND 15**

Q.15 If Barack Obama were to win the Democratic nomination, would you like to see him pick Hillary Clinton as his vice presidential running mate, or not?

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

59	Yes
34	No
<u>7</u>	Don't know/Refused (VOL.)
100	

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND  
REGICERT=1] ONLY:**

Q.16 Do you think the fact that the contest between Clinton and Obama has not yet been decided is a good thing or a bad thing for the Democratic Party?

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

		Late Feb
		<u>2008</u>
44	Good thing	57
41	Bad thing	27
<u>15</u>	Don't know/Refused (VOL.)	<u>16</u>
100		100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Q.17 If it turns out that neither Hillary Clinton nor Barack Obama wins enough support in the primaries and caucuses to get the nomination, the decision could be made by a group of party leaders called “super delegates.” If this happens, what do you think these party leaders should do? **[READ AND ROTATE]**

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

		Late Feb <u>2008</u>
63	Should they vote for the candidate who won the most support in the primaries and caucuses <b>[OR]</b>	63
30	Should they vote for the candidate they personally think is best	32
<u>7</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )	<u>5</u>
100		100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

**ROTATE Q.18 AND Q.19**

Q.18 If Hillary Clinton wins the Democratic nomination, do you think the Democratic Party will unite solidly behind her or do you think that differences and disagreements within the party will keep many Democrats from supporting Clinton?

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

64	Solidly unite
28	Keep many from supporting
<u>8</u>	Don't know/Refused ( <b>VOL.</b> )
100	

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

**ROTATE Q.18 AND Q.19**

Q.19 If Barack Obama wins the Democratic nomination, do you think the Democratic Party will unite solidly behind him or do you think that differences and disagreements within the party will keep many Democrats from supporting Obama?

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

66	Solidly unite
25	Keep many from supporting
<u>9</u>	Don't know/Refused ( <b>VOL.</b> )
100	

**TREND FOR COMPARISON:**

	Dem/Dem Leaning Registered Voters	
	<i>John Kerry</i> <sup>2</sup>	<i>Bill Clinton</i>
	July	July
	<u>2004</u>	<u>1992</u>
Solidly unite	71	45
Keep many from supporting	15	38
Don't know (VOL.)	<u>14</u>	<u>17</u>
	100	100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Q.20 What's your impression...do Barack Obama and Hillary Clinton take different positions on the issues, or are they pretty similar in their positions on the issues?

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=618]:**

27	Different positions
65	Pretty similar positions
<u>8</u>	Don't know/Refused (VOL.)
100	

**ASK REPUBLICAN AND REPUBLICAN LEANING REGISTERED VOTERS [(PARTY=1 OR PARTYLN=1) AND REGICERT=1]:**

Q.21 Do you think the Republican Party will unite solidly behind John McCain or do you think that differences and disagreements within the party will keep many Republicans from supporting McCain?

**BASED ON REPUBLICAN AND REPUBLICAN LEANING REGISTERED VOTERS [N=472]:**

		Late Feb	<i>Bob Dole</i>
		2008	July
		<u>2008</u>	<u>1996</u>
64	Solidly united	58	46
22	Keep many from supporting	32	39
<u>14</u>	Don't know (VOL.)	<u>10</u>	<u>15</u>
100		100	100

**ASK ALL REGISTERED VOTERS (REGICERT=1)[N=1,248]:**

Q.22 If John McCain were to win the presidency, do you think he would continue George W. Bush's policies, or would he take the country in a different direction? [IF DEPENDS PROBE ONCE WITH: Just in general, do you think John McCain would continue George W. Bush's policies or take the country in a different direction?]

**BASED ON REGISTERED VOTERS [N=1,248]:**

46	Continue Bush's policies
43	Take country in a different direction
<u>11</u>	Don't know/Refused (VOL.)
100	

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2 Asked about Bill Clinton and John Kerry after the Democratic nominations had been settled.

**ASK ALL REGISTERED VOTERS (REGICERT=1) [N=1,217]:<sup>3</sup>**

**ROTATE Q.23 AND Q.24**

Q.23 Regardless of who you might support, who do you think is most likely to win the presidential election if it is between [READ AND ROTATE]?

**BASED ON REGISTERED VOTERS [N=1,217]::**

	John <u>McCain</u>	Hillary <u>Clinton</u>	(VOL) <u>Other/DK</u>
March, 2008	46	42	12=100

**ASK ALL REGISTERED VOTERS (REGICERT=1) [N=1,217]:**

**ROTATE Q.23 AND Q.24**

Q.24 Regardless of who you might support, who do you think is most likely to win the presidential election if it is between [READ AND ROTATE]?

**BASED ON REGISTERED VOTERS [N=1,217]:**

	John <u>McCain</u>	Barack <u>Obama</u>	(VOL) <u>Other/DK</u>
March, 2008	38	50	12=100

**TREND FOR COMPARISON:**

	<u>Republican</u>	<u>Democrat</u>	(VOL) <u>Other/DK</u>
November, 2004	48 <i>Bush</i>	27 <i>Kerry</i>	25=100
Mid-October, 2004	54 <i>Bush</i>	27 <i>Kerry</i>	19=100
Early October, 2004	61 <i>Bush</i>	27 <i>Kerry</i>	12=100
Early September, 2004	60 <i>Bush</i>	22 <i>Kerry</i>	18=100
August, 2004	44 <i>Bush</i>	37 <i>Kerry</i>	19=100
July, 2004	42 <i>Bush</i>	38 <i>Kerry</i>	20=100
June, 2004	51 <i>Bush</i>	35 <i>Kerry</i>	14=100
May, 2004	52 <i>Bush</i>	31 <i>Kerry</i>	17=100
Early February, 2004	56 <i>Bush</i>	32 <i>Dem Candidate</i>	12=100
Mid-January, 2004	61 <i>Bush</i>	21 <i>Dem Candidate</i>	18=100
September, 2003	47 <i>Bush</i>	34 <i>Dem Candidate</i>	19=100
June, 2003	66 <i>Bush</i>	22 <i>Dem Candidate</i>	12=100
November, 2000	43 <i>Bush</i>	32 <i>Gore</i>	25=100
Late October, 2000	48 <i>Bush</i>	38 <i>Gore</i>	14=100
Early October, 2000	33 <i>Bush</i>	46 <i>Gore</i>	21=100
June, 2000	51 <i>Bush</i>	33 <i>Gore</i>	16=100
October, 1999	70 <i>Bush</i>	23 <i>Gore</i>	7=100
Late September, 1996 <sup>4</sup>	12 <i>Dole</i>	79 <i>Clinton</i>	9=100
Early September, 1996	16 <i>Dole</i>	75 <i>Clinton</i>	9=100
July, 1996	19 <i>Dole</i>	72 <i>Clinton</i>	9=100
October, 1992	30 <i>Bush, Sr.</i>	61 <i>Clinton</i>	9=100

3 Number of respondents is smaller for Questions Q.23 and Q.24 because some Form 2 respondents were not asked these questions due to a programming error.

4 In 1996 and October 1992, the question also asked about Ross Perot. Results here are included in the "Other/DK" category.

**Q.24 TREND CONTINUED...**

	<u>Republican</u>		<u>Democrat</u>	<u>(VOL)</u>
March, 1992	72	<i>Bush, Sr.</i>	20	<i>Dem Candidate</i> 8=100
February, 1992	66	<i>Bush, Sr.</i>	25	<i>Dem Candidate</i> 9=100
October, 1991	78	<i>Bush, Sr.</i>	11	<i>Dem Candidate</i> 11=100

**NO QUESTIONS 25-47**

Now I have a different kind of question.

**ROTATE Q.48/49/50 SERIES WITH Q.51/52/53 SERIES IN BLOCKS**

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.48 As I name some traits, please tell me whether you think each one describes Hillary Clinton. First, **[INSERT FIRST ITEM; RANDOMIZE; ASK ITEM f LAST]** do you think of Hillary Clinton as **[FIRST ITEM]** or not? Do you think of Clinton as **[NEXT ITEM]** or not? **[INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS THEY DON'T KNOW CANDIDATE WELL ENOUGH ENTER AS DON'T KNOW AND EMPHASIZE THAT IS A LEGITIMATE ANSWER]**

**BASED ON REGISTERED VOTERS [N=1,248]:**

		Yes, describes		Don't Know/
		<u>Clinton</u>	<u>No</u>	<u>Refused</u>
a.	Patriotic	76	19	5=100
b.	Phony	46	50	4=100
c.	Honest	48	46	6=100
d.	Inspiring	49	47	4=100
e.	Down-to-earth	45	50	5=100
f.	Hard to like	51	45	4=100

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.49 Has Hillary Clinton ever made you feel **[INSERT FIRST ITEM; RANDOMIZE; ASK ITEM d ALWAYS LAST]** or not?

**BASED ON REGISTERED VOTERS [N=1,248]:**

		<u>Yes</u>	<u>No</u>	Don't Know/ <u>Refused</u>
a.	Hopeful	44	53	3=100
b.	Proud	40	58	2=100
c.	Angry	42	57	1=100
d.	Uneasy	42	56	2=100

**IF YES TO HARD TO LIKE (Q.48f=1) AND NOT REPUBLICAN (PARTY>1) ASK [N=405]:**

Q.50 You mentioned that Hillary Clinton is “hard to like”. Just in your opinion, what is it about Hillary Clinton that you find hard to like? [OPEN END: PROBE FOR SPECIFICITY BY ASKING RESPONDENT TO BE SPECIFIC, AS APPROPRIATE; PROBE ONCE FOR ADDITIONAL: Is there anything else that you don’t like about her? RECORD UP TO THREE ITEMS.]

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS WHO SAY CLINTON IS HARD TO LIKE [N=240]:**

- 21 Personality
- 11 Too much baggage/Clinton administration/Bill Clinton
- 10 Too ambitious/Will say or do anything to get elected
- 6 Dishonest/Liar/Untrustworthy
- 6 Phony/Fake
- 5 She’s a woman
- 5 Campaign tactics
- 5 Positions on issues
- 4 Out of touch
- 18 Other
- 19 Don’t know/Refused

\* Total adds to more than 100% because some respondents gave more than one answer.

**ROTATE Q.48/49/50 SERIES WITH Q.51/52/53 SERIES IN BLOCKS**

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.51 As I name some traits, please tell me whether you think each one describes Barack Obama. First, [INSERT FIRST ITEM; RANDOMIZE; ASK ITEM f LAST] do you think of Barack Obama as FIRST ITEM] or not? Do you think of Obama as [NEXT ITEM] or not? [INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS THEY DON’T KNOW CANDIDATE WELL ENOUGH ENTER AS DON’T KNOW AND EMPHASIZE THAT THAT IS A LEGITIMATE ANSWER]

**BASED ON REGISTERED VOTERS [N=1,248]:**

		Yes, describes		Don’t Know/
		<u>Obama</u>	<u>No</u>	<u>Refused</u>
a.	Patriotic	64	27	9=100
b.	Phony	27	66	7=100
c.	Honest	65	25	10=100
d.	Inspiring	70	26	4=100
e.	Down-to-earth	67	25	8=100
f.	Hard to like	17	78	5=100

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.52 Has Barack Obama ever made you feel [INSERT FIRST ITEM; RANDOMIZE; ASK ITEM d ALWAYS LAST] or not? Has Obama ever made you feel [NEXT ITEM] or not?

**BASED ON REGISTERED VOTERS [N=1,248]:**

		<u>Yes</u>	<u>No</u>	<u>Don't Know/ Refused</u>
a.	Hopeful	54	43	3=100
b.	Proud	42	53	5=100
c.	Angry	26	71	3=100
d.	Uneasy	38	60	2=100

**IF YES TO UNEASY (Q.52d=1) AND NOT REPUBLICAN (PARTY>1) ASK [N=296]:**

Q.53 Just in your opinion, what is it about Barack Obama that makes you uneasy? [OPEN END: PROBE FOR SPECIFICITY BY ASKING RESPONDENT TO BE SPECIFIC, AS APPROPRIATE; PROBE ONCE FOR ADDITIONAL: Is there anything else that makes you uneasy about Barack Obama? RECORD UP TO THREE ITEMS.]

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS WHO SAY OBAMA MAKES THEM UNEASY [N=170]:**

25	Inexperienced/Naivety
21	<b>CONTROVERSIAL ADVISERS (NET)</b>
16	Rev. Wright
6	Controversial advisers (general)
13	<b>RACIAL, ETHNIC, AND RELIGIOUS BACKGROUND (NET)</b>
7	Background/Race/Name
6	Religious beliefs/background
13	No substance/All talk/Vague
11	Wrong on ideology/issues
7	Statements/actions about race
5	Dishonest
4	Unpatriotic/Unamerican
14	Other
10	Don't know/Refused

\* Total adds to more than 100% because some respondents gave more than one answer. Individuals who list more than one item in a category are counted only once for the category's net calculation.

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

**ROTATE Q.53a AND Q.53b**

Q.53a If Barack Obama is the Democratic Party nominee for president, do you think his being African-American will help him, hurt him, or won't it make a difference to voters?

**BASED ON REGISTERED VOTERS [N=1,248]:**

		Jan 2008	Sept 2007 Racial Attitudes Survey
21	Will help him	20	18
21	Will hurt him	25	27
49	Won't make a difference to voters	51	45
<u>9</u>	Don't know/Refused (VOL. DO NOT READ)	<u>4</u>	<u>10</u>
100		100	100

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

**ROTATE Q.53a AND Q.53b**

Q.53b If Barack Obama is the Democratic Party nominee for president, do you think his being relatively new to national politics will help him, hurt him, or won't it make a difference to voters?

**BASED ON REGISTERED VOTERS [N=1,248]:**

		Jan 2008	Sept 2007 Racial Attitudes Survey
22	Will help him	20	16
39	Will hurt him	47	41
32	Won't make a difference to voters	29	33
<u>7</u>	Don't know/Refused (VOL. DO NOT READ)	<u>4</u>	<u>10</u>
100		100	100

**ASK ALL:**

Q.54 Now, thinking about Barack Obama's religious beliefs... Do you happen to know what Barack Obama's religion is? Is he Christian, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, or something else?

**[INTERVIEWERS: IF DON'T KNOW PROBE: "IS THAT BECAUSE YOU'VE HEARD DIFFERENT THINGS ABOUT HIS RELIGION, OR BECAUSE YOU JUST DON'T KNOW ENOUGH ABOUT HIM?"]**

47	Christian (include volunteers of: Protestant, Church of Christ, Trinity Church, Baptist, Methodist, etc.)
*	Jewish
12	Muslim (include Islam/Islamic)
*	Buddhist
*	Hindu
*	Atheist
*	Agnostic
1	Something else
10	Don't know - Heard different things (VOL.)
27	Don't know - Haven't heard enough (VOL.)
<u>3</u>	Refused (VOL.)
100	

**NO QUESTIONS 55-58**

**ASK ALL:**

**ROTATE Q.59/59a/60 AND Q.61/62 IN BLOCKS**

Thinking now about the nation's economy....

Q.59 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know/ Refused</u>
March, 2008	1	10	32	56	1=100
Early February, 2008	1	16	36	45	2=100
January, 2008	3	23	45	28	1=100
November, 2007	3	20	44	32	1=100
September, 2007	3	23	43	29	2=100
June, 2007	6	27	40	25	2=100
February, 2007	5	26	45	23	1=100
December, 2006	6	32	41	19	2=100
Early November, 2006 (RVs)	9	35	37	17	2=100
Late October, 2006	6	27	40	25	2=100
September, 2006	5	32	41	20	2=100
March, 2006	4	29	44	22	1=100
January, 2006	4	30	45	19	2=100
Early October, 2005	2	23	45	29	1=100
Mid-September, 2005	3	28	44	24	1=100
Mid-May, 2005	3	29	47	20	1=100
January, 2005	3	36	45	15	1=100
December, 2004	3	33	43	20	1=100
Early November, 2004 (RVs)	5	31	37	26	1=100
Mid-September, 2004	4	34	40	20	2=100
August, 2004	3	30	45	21	1=100
Late April, 2004	4	34	38	22	2=100
Late February, 2004	2	29	42	26	1=100
February 9-12, 2004 (Gallup)	2	31	46	21	0=100
January 12-15, 2004 (Gallup)	3	34	42	21	0=100
January 2-5, 2004 (Gallup)	3	40	41	16	*=100
December 11-14, 2003 (Gallup)	3	34	44	19	*=100
November 3-5, 2003 (Gallup)	2	28	49	21	*=100
October 24-26, 2003 (Gallup)	2	24	44	30	*=100
October 6-8, 2003 (Gallup)	2	20	50	27	1=100
September 8-10, 2003 (Gallup)	1	20	49	30	*=100
August 4-6, 2003 (Gallup)	1	24	52	23	*=100
February 17-19, 2003 (Gallup)	1	17	48	34	*=100
February 4-6, 2002 (Gallup)	2	26	55	16	1=100
March 5-7, 2001 (Gallup)	3	43	43	10	1=100
January 7-10, 2000 (Gallup)	19	52	23	5	1=100
January 15-17, 1999 (Gallup)	14	55	27	4	*=100
March 20-22, 1998 (Gallup)	20	46	27	7	*=100
Jan 31 - Feb 2, 1997 (Gallup)	4	38	43	15	*=100
March 15-17, 1996 (Gallup)	2	31	48	18	1=100
May 11-14, 1995 (Gallup)	2	27	50	20	1=100
January 15-17, 1994 (Gallup)	*	22	54	24	*=100
February 12-14, 1993 (Gallup)	*	14	46	39	1=100
January 3-6, 1992 (Gallup)	*	12	46	41	1=100

**IF ‘ONLY FAIR’ OR ‘POOR (3,4 IN Q.59) ASK:**

Q.59a Do you think the U.S. economy is just having a few problems, is in a recession, or is in a depression?

**BASED ON TOTAL [N=1,503]**

11 Excellent/Good  
 88 Only Fair/Poor  
 14 Just having a few problems  
 56 In a recession  
 15 In a depression  
 3 Don't know/refused (VOL.)  
 1 Don't know/Refused (VOL.)  
 100

**ASK ALL:**

**ROTATE Q.59/59a/60 AND Q.61/62 IN BLOCKS**

Q.60 A year from now, do you expect that economic conditions in the country as a whole will be better than they are at present, or worse, or just about the same as now?

	Don't Know/			
	Better	Worse	Same	Refused
March, 2008	33	22	39	6=100
January, 2008	20	26	48	6=100
September, 2007	19	23	53	5=100
June, 2007	16	24	55	5=100
February, 2007	17	20	58	5=100
December, 2006	22	18	56	4=100
September, 2006	16	25	55	4=100
January, 2006	20	22	55	3=100
Early October, 2005	20	32	45	3=100
Mid-September, 2005	18	37	43	2=100
Mid-May, 2005	18	24	55	3=100
January, 2005	27	18	52	3=100
August, 2004	36	9	47	8=100
Late February, 2004	39	12	41	8=100
September, 2003	37	17	43	3=100
May, 2003	43	19	35	3=100
Late March, 2003	33	23	37	7=100
January, 2003	30	20	44	6=100
January, 2002	44	17	36	3=100
January, 2001 <i>Newsweek</i>	18	33	44	5=100
June, 2000	15	24	55	6=100
Early October, 1998 (RVs)	16	22	57	5=100
Early September, 1998	18	17	61	4=100
May, 1990	18	31	45	6=100
February, 1989	25	22	49	4=100
September, 1988 (RVs)	24	16	51	9=100
May, 1988	24	20	46	10=100
January, 1988	22	26	45	7=100
January, 1984 <i>Newsweek</i> (RVs)	35	13	49	3=100

**ASK ALL:**

**ROTATE Q.59/59a/60 AND Q.61/62 IN BLOCKS**

Now thinking about your own personal finances...

Q.61 How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape or poor shape financially?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know/Refused</u>
March, 2008	8	39	34	17	2=100
Early February, 2008	9	36	37	16	2=100
January, 2008	10	39	34	15	2=100
November, 2007	9	41	34	15	1=100
September, 2007	10	38	34	16	2=100
February, 2007	8	41	36	14	1=100
December, 2006	8	40	35	16	1=100
Late October, 2006	9	40	33	16	2=100
March, 2006	9	39	36	15	1=100
January, 2006	7	39	37	15	2=100
Mid- May, 2005	7	37	39	16	1=100
January, 2005	10	41	34	14	1=100
August, 2004	9	42	34	14	1=100
September, 2003	10	38	36	15	1=100
Late March, 2003	10	43	31	12	4=100
January, 2003	7	38	39	15	1=100
Early October, 2002	7	39	37	16	1=100
June, 2002	5	40	37	16	2=100
Late September, 2001	7	40	37	14	2=100
June, 2001	6	38	39	16	1=100
June, 2000	9	43	35	11	2=100
August, 1999	6	43	41	9	1=100
May, 1997	7	43	38	11	1=100
September, 1996 (RVs)	8	47	34	10	1=100
February, 1995	8	39	38	14	1=100
March, 1994	5	41	40	13	1=100
December, 1993	5	34	45	15	1=100
January, 1993 <i>U.S. News &amp; World Report</i>	4	33	46	16	1=100
October, 1992 <i>U.S. News &amp; World Report</i>	6	34	40	19	1=100
August, 1992 <i>U.S. News &amp; World Report</i>	5	30	47	17	1=100
May, 1992 <i>U.S. News &amp; World Report</i>	4	35	45	15	1=100
January, 1992 <i>U.S. News &amp; World Report</i>	4	32	45	18	1=100

**ASK ALL:**

**ROTATE Q.59/59a/60 AND Q.61/62 IN BLOCKS**

Q.62 Over the course of the next year, do you think the financial situation of you and your family will improve a lot, improve some, get a little worse or get a lot worse?

	Improve <u>A lot</u>	Improve <u>Some</u>	Get a <u>Little Worse</u>	Get a lot <u>Worse</u>	Stay the Same <b>(VOL.)</b>	Don't Know/ <u>Refused</u>
March, 2008	10	45	20	7	13	5=100
January, 2008	11	49	16	6	14	4=100
September, 2007	10	52	14	4	16	4=100
February, 2007	11	52	12	3	19	3=100
December, 2006	10	57	13	3	14	3=100
January, 2006	10	51	14	5	16	4=100
Mid-May, 2005	10	51	15	5	15	4=100
January, 2005	10	54	14	4	15	3=100
August, 2004	13	57	9	3	12	6=100
September, 2003	11	53	15	4	14	3=100
Late March, 2003	12	51	15	4	11	7=100
January, 2003	9	51	18	5	13	4=100
Early October, 2002	10	54	13	5	12	6=100
June, 2002	11	55	15	4	11	4=100
January, 2002	12	53	15	5	11	4=100
Late September, 2001	9	46	16	4	17	8=100
June, 2001	11	52	15	4	14	4=100
January, 2001	11	46	18	9	12	4=100
January, 1999	17	55	7	3	14	4=100
May, 1997	12	56	10	2	17	3=100
February, 1995	11	53	13	3	17	3=100
March, 1994	10	57	11	3	16	3=100
October, 1992 <i>U.S. News &amp; W. Report</i>	9	51	14	3	15	8=100
August, 1992 <i>U.S. News &amp; W. Report</i>	6	50	20	5	14	5=100
May, 1992 <i>U.S. News &amp; W. Report</i>	8	49	22	4	13	4=100
January, 1992 <i>U.S. News &amp; W. Report</i>	9	46	19	5	16	5=100

**ASK ALL:**

Q.63 How much, if anything, have you heard about recent major problems in the nation's financial markets involving large investment banks? **[READ]**

47 A lot  
 33 A little OR  
 18 Nothing at all  
 2 Don't know/Refused **[VOL. DO NOT READ]**  
 100

**IF 'A LOT' OR 'A LITTLE' (1,2 IN Q.63) ASK [N=1,280]:**

Q.64 From what you've read and heard, would you say the government is doing an excellent, good, only fair, or poor job of addressing problems in the nation's financial markets?

2	Excellent
15	Good
39	Only fair
41	Poor
<u>3</u>	Don't know/Refused (VOL.)
100	

**ASK ALL:**

Q.65 As you think about your OWN financial situation, which of the following economic issues worries you MOST right now? [**READ AND RANDOMIZE**]

14	Problems in the financial markets
12	Declining real estate values
49	Rising prices
19	The job situation
2	Other (VOL. DO NOT READ)
2	None / not worried about any (VOL. DO NOT READ)
<u>2</u>	Don't know/Refused (VOL. DO NOT READ)
100	

**NO QUESTIONS 66-81**

**ASK ALL:**

Q.82 Here are a few statements on some different topics. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly DISagree with it or completely disagree with it. The first one is...  
**[INSERT ITEM; RANDOMIZE] [INTERVIEWER INSTRUCTION: IF RESPONDENT INDICATES ONLY THAT THEY AGREE OR DISAGREE, PROBE “DO YOU COMPLETELY (DIS)AGREE OR MOSTLY (DIS)AGREE?”]**<sup>5</sup>

		-----AGREE-----			-----DISAGREE----			Don't Know
		Net	Com- pletely	Mostly	Net	Com- pletely	Mostly	
a.	We have gone too far in pushing equal rights in this country	34	12	22	61	32	29	5=100
b.	I think it's all right for blacks and whites to date each other	79	52	27	16	8	8	5=100
c.	Women should return to their traditional roles in society	18	6	12	76	49	27	6=100
d.	In general, men are better leaders than women	26	7	19	69	38	31	5=100
e.	We all should be willing to fight for our country, whether it is right or wrong	57	28	29	37	16	21	6=100
f.	The growing number of newcomers from other countries are a threat to traditional American customs and values	45	19	26	50	20	30	5=100

**ASK REGISTERED VOTERS (REGICERT=1):**

Q.83 How much, if anything, have you read or heard about sermons delivered by Reverend Jeremiah Wright, the former pastor at Barack Obama's church in Chicago? **[READ]**

**BASED ON REGISTERED VOTERS [N=1,248]:**

37	A lot
38	A little
24	Nothing at all
<u>1</u>	Don't know/Refused ( <b>VOL.</b> )
100	

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<sup>5</sup> Items a-c, e, and f were asked in January 2007, but these trends are not shown here due to contextual differences between the surveys.

**IF “A LOT” OR “A LITTLE” (1,2 IN Q.83) ASK [N=989]:**

Q.84 Have Reverend Wright’s statements affected your opinion of Obama?

**IF YES (Q.84=1), ASK:**

Q.85 Do they make you feel more favorable or less favorable towards Obama?

36	Yes
	1 More favorable
	35 Less favorable
	* Don’t know/refused (VOL.)
62	No
<u>2</u>	Don’t know/refused (VOL.)
100	

**TREND FOR COMPARISON:**

**[BASED ON THOSE WHO HEARD OR READ A LOT, SOME, OR NOT MUCH ABOUT CONTROVERSY OVER STATEMENTS MADE BY DR. JEREMIAH WRIGHT.**

**78% OF REGISTERED VOTERS]**

Have Wright’s statements affected your opinion of Obama? (IF YES) Do they make you feel more favorable or less favorable towards Obama?

	<i>CBS News</i>
	March 16-17,
	<u>2008</u>
Yes, more favorable	2
Yes, less favorable	30
No difference	65
DK/NA	<u>3</u>
	100

**IF “A LOT” OR “A LITTLE” (1,2 IN Q.83) ASK [N=989]:**

Q.86 How well has Barack Obama done in handling the controversy about his former pastor... would you say he has done an excellent, good, only fair, or poor job?

23	Excellent
28	Good
27	Only fair
15	Poor
<u>7</u>	Don’t know/Refused (VOL.)
100	

**IF “A LOT” OR “A LITTLE” (1,2 IN Q.83) ASK [N=989]:**

Q.87 From what you’ve seen and read, were you personally offended by what Reverend Wright said, or not?

54	Yes
39	No
<u>7</u>	Don’t know/refused (VOL.)
100	

**ASK ALL:**

FINSIT How would you describe your household's financial situation? Would you say you (**READ**)

- 39 Live comfortably
  - 31 Meet your basic expenses with a little left over for extras
  - 21 Just meet your basic expenses
  - 7 Don't even have enough to meet basic expenses
  - 2 Don't know/Refused (**VOL. -DO NOT READ**)
- 100

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**MARCH 20-24, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,015**

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY.]

		March 14-17, <u>2008</u>	March 7-10, <u>2008</u>
70	Barack Obama	57	38
15	Hillary Clinton	26	37
3	John McCain	4	6
1	Other (SPECIFY)	2	4
<u>11</u>	Don't know/Refused	<u>11</u>	<u>15</u>
100		100	100

Q.2 Thinking about [INSERT CANDIDATE; ROTATE]. In the past few days, have you come to have a MORE favorable opinion of (him/her), a LESS favorable opinion, or hasn't your opinion of (him/her) changed lately?

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<u>Don't know</u>
a. Hillary Clinton	16	25	57	2=100
b. Barack Obama	22	30	46	2=100
c. John McCain	18	18	61	3=100

Q.3 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, [INSERT ITEM; RANDOMIZE ITEMS] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. The buyout of Wall Street investment bank Bear Stearns	21	26	21	32	*=100
b. Violent protests in Tibet against the Chinese government	12	27	26	35	*=100
c. News about the current situation and events in Iraq	30	38	19	13	*=100
d. The debate in Washington over U.S. policy in Iraq	21	29	25	25	*=100
e. Reports about the condition of the U.S. economy	45	33	13	9	*=100
f. News about candidates for the 2008 presidential election	34	37	18	11	*=100

Q.4 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 32 News about candidates for the 2008 presidential election
- 24 Reports about the condition of the U.S. economy
- 11 The current situation and events in Iraq
- 6 The buyout of Wall Street investment bank Bear Sterns
- 4 Violent protests in Tibet against the Chinese government
- 3 The debate in Washington over U.S. policy in Iraq
- 6 Some other story (**SPECIFY**)
- 14 Don't know/Refused
- 100

On another subject...

Q.5 How do you get most of your news about the presidential campaign? From television, from newspapers, from radio, from magazines, or from the internet? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE]**

NOTE: Totals may exceed 100% because of multiple responses.

	<u>Tele-</u> <u>vision</u>	<u>News-</u> <u>papers</u>	<u>Radio</u>	<u>Maga-</u> <u>zines</u>	<u>Inter-</u> <u>net</u>	<u>Other</u>	<u>DK/Ref</u>
<b>March 20-24, 2008</b>	<b>72</b>	<b>25</b>	<b>12</b>	<b>3</b>	<b>26</b>	<b>1</b>	<b>1</b>

**IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.5 ASK:**

Q.6 On television, do you get most of your campaign news from **[READ AND RANDOMIZE. ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]**

**BASED ON TOTAL:**

- 19 Local news programming
- 26 Network news, like ABC, CBS and NBC
- 22 CNN cable news
- 10 MSNBC cable news
- 18 The Fox News cable channel
- 1 Other (**VOL-DO NOT READ**)
- 1 DK/Ref. (**VOL-DO NOT READ**)

Thinking about the presidential campaign...

Q.6A Would you say the press has been too easy, too tough or fair in the way it has covered [INSERT NAME; RANDOMIZE]?

		<u>Too easy</u>	<u>Too tough</u>	<u>Fair</u>	<u>DK/ Refused</u>
a.	Hillary Clinton	21	17	55	7=100
	February 29-March 3, 2008	19	18	58	5=100
	February 1-4, 2008	24	20	48	8=100
b.	Barack Obama	23	15	55	7=100
	February 29-March 3, 2008	28	8	58	6=100
	February 1-4, 2008	23	8	61	8=100
c.	John McCain	18	9	62	11=100
	February 29-March 3, 2008	14	14	64	8=100
	February 1-4, 2008	14	9	63	14=100

Q.7 How much if anything have you heard about each of the following? Have you heard a lot, a little or nothing at all? [READ ITEMS. ROTATE ALL BUT ITEM e.]

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
a.	Barack Obama's recent speech about race and politics	54	31	15	*=100
	<b>NO ITEM b.</b>				
c.	John McCain's recent trip to Iraq and the Middle East	22	49	28	1=100
d.	John McCain incorrectly suggesting that Iran is supplying weapons to Al Qaeda	17	39	43	1=100
e.	Videos of sermons by Reverend Jeremiah Wright, the former pastor of Barack Obama's church in Chicago	51	28	21	*=100
	<b>TREND FOR COMPARISON:</b>				
	March 14-17, 2008: Videos of the pastor of Barack Obama's church in Chicago preaching to the congregation	31	36	33	*=100

**IF Q.7e=1,2 ASK (ALL OTHERS SKIP TO Q.11) [N=782]:**

Q.8 Have you seen any video of these sermons or not? [IF YES, ASK: Where have you seen the videos: on television, on the internet or both?]

**BASED ON TOTAL:**

37	Yes, on television
2	Yes, on internet
10	Yes, Both
0	Other (VOL.)
29	No, haven't seen videos
0	Don't know/Refused
<u>22</u>	Haven't heard about sermons
100	

**NO QUESTIONS 9-10.**

**IF Q.7a=1,2 ASK: [N=830]**

Q.11 You mentioned that you heard something about Barack Obama's speech about race and politics. Did you actually watch his speech, or did you just hear or see reports about it in the news? **[IF YES, ASK]:** Did you watch the speech on television or on the Internet?

**BASED ON TOTAL:**

39	Watched on television
7	Watched on the internet
3	Watched Both <b>[VOL. DO NOT READ]</b>
2	Other <b>[SPECIFY]</b>
33	Just heard or saw reports about the speech
*	Don't know/refused
<u>16</u>	Haven't heard about Obama's speech
100	