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*NEWS Release*  
1615 L Street, N.W., Suite 700  
Washington, D.C. 20036  
Tel (202) 419-4350  
Fax (202) 419-4399

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**Clinton Backers Cool to Obama - White Female Support in Question**  
**MCCAIN'S NEGATIVES MOSTLY POLITICAL, OBAMA'S MORE PERSONAL**

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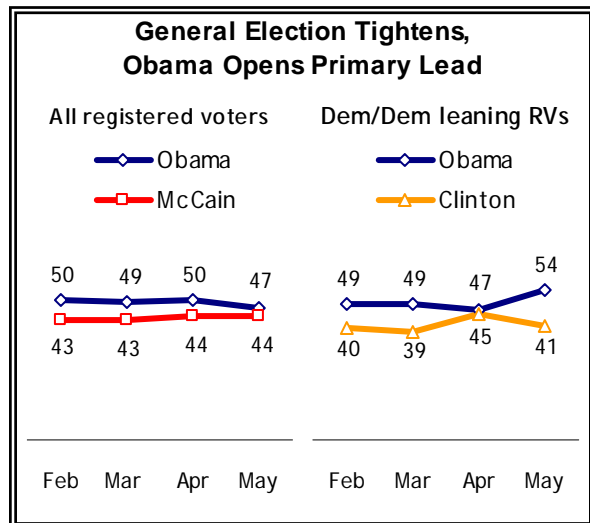
- Energy surges as campaign issue
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**FOR FURTHER INFORMATION CONTACT:**

Andrew Kohut, Director  
Carroll Doherty and Michael Dimock, Associate Directors  
Scott Keeter, Director of Survey Research  
Pew Research Center for the People & the Press  
202/419-4350  
<http://www.people-press.org>

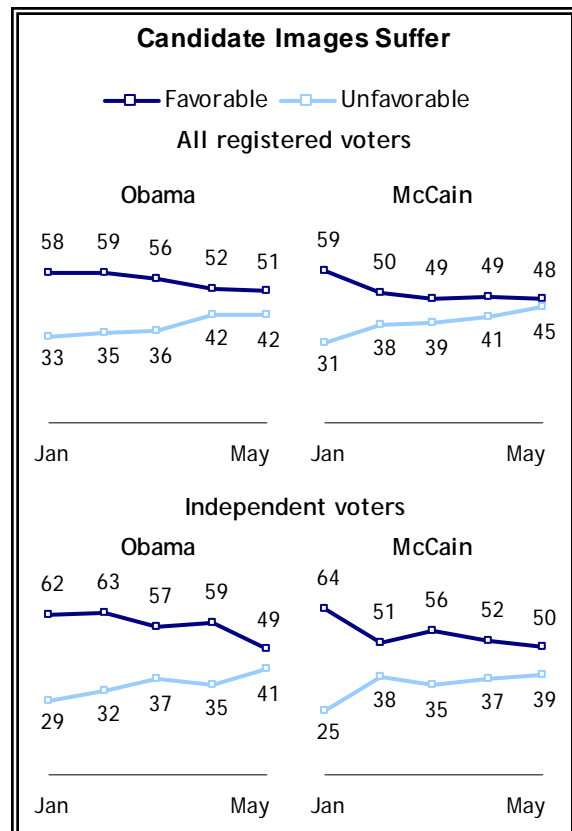
## Clinton Backers Cool to Obama - White Female Support in Question MCCAIN'S NEGATIVES MOSTLY POLITICAL, OBAMA'S MORE PERSONAL

As the end of the primary season draws near, Barack Obama is the clear favorite of Democratic voters for their party's presidential nomination. He currently holds a wide 54% to 41% lead over Hillary Clinton. But when the Illinois Democrat is tested against John McCain in a general election matchup, he now runs about even against the presumptive Republican nominee. Previously, Obama had led McCain by modest margins in three Pew surveys conducted since late February.



Obama's strong lead over Clinton reflects his more favorable image among voters. The balance of voter opinion about Obama has consistently been more positive than for Clinton. However, the tightening general election matchup between Obama and McCain shows some sully of Obama's personal image over the past three months, despite his primary victories. Over this period, unfavorable views of McCain have risen as well.

Obama's favorable rating among voters has slipped eight points since late February, from 59% to 51% in the current survey. When those who express an unfavorable opinion are asked what they do not like about Obama, most (54%) cite his political beliefs. But nearly a third (32%) either mention the kind of person Obama is, or say their unfavorable views are influenced both by the kind of person he is and his political beliefs. White working class voters are among the most likely to mention the kind of person Obama is as a reason for their unfavorable opinion of him.



Obama's slipping image is in some measure a negative reaction from frustrated Clinton supporters. Currently, just 46% of those who support Clinton for the nomination say the party will unite behind Obama if he is the nominee. In March, 58% of Clinton supporters said the party would rally behind Obama if he is the nominee.

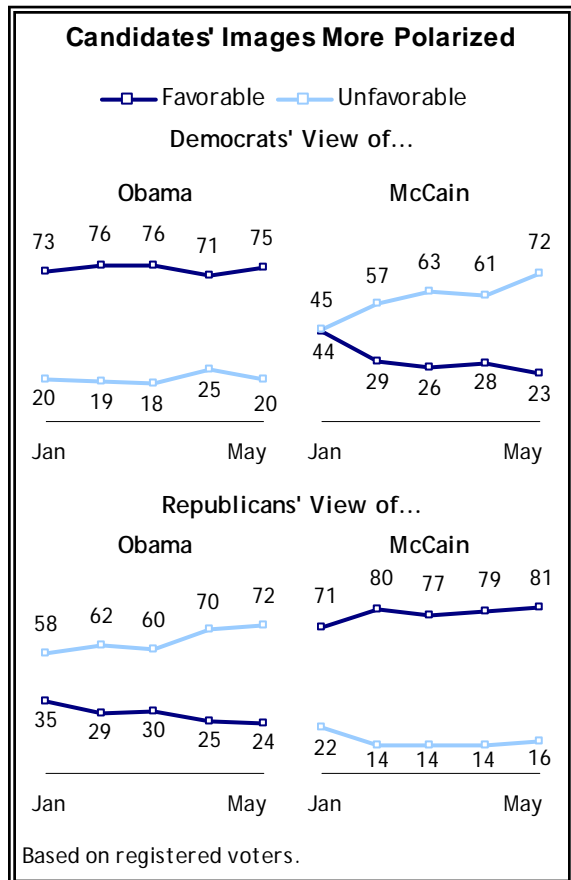
Recent declines in Obama's image have been pronounced among whites – especially white women. Currently, just 43% of white women express a positive opinion of Obama, down from 56% in late February.

What Don't You Like About Him?*		
	Obama	McCain
	%	%
His political views	54	73
Kind of person he is	16	9
Both (Vol.)	16	9
Neither (Vol.)	10	5
Don't know	4	4
	100	100
N=	549	541

\* Based on registered voters who expressed an unfavorable opinion of the candidate.

Favorable opinions of Obama among independent voters, who have provided him strong support in several of his primary election victories, also have declined over the course of the campaign. Obama's favorable ratings among this pivotal group have fallen from 62% in late February to just 49% in the current poll.

McCain's personal image among voters also has become more negative since February. Currently, 48% express a favorable view of the Arizona senator while nearly as many (45%) have a negative opinion. In late February, the balance of opinion about McCain was more positive (50% favorable vs. 39% unfavorable). Unlike Obama, however, an overwhelming majority of those who express unfavorable views of McCain cite his political beliefs as the reason they do not like him, rather the kind of person he is. Fully 73% of those with a negative opinion of McCain cite his political beliefs while just 18% cite personal factors.



Most of McCain's image decline is reflective of increasingly partisan opinions of the Arizona Republican. At the beginning of the year, Democrats were evenly split in their opinions of McCain, but now they are overwhelmingly negative (72% unfavorable). Republican views of McCain have improved markedly since the beginning of primary season. Like Obama, McCain also is less popular among independents than

he was earlier in the year, though much of the decline in favorable views of McCain occurred between January and February.

These trends mirror shifting patterns of support for the candidates in the general election matchup. Currently, Obama and McCain run even among independents (44% to 44%); in April, Obama enjoyed a 52% to 41% advantage among these pivotal voters. Similarly, Obama now trails McCain among white women (by 49% to 41%), who were more evenly divided in previous surveys.

Obama's diminished popularity and support among white women may in part be an indication of a growing backlash against him among Clinton's women supporters. The survey finds that as many 39% of Clinton's female supporters believe that her gender has hurt her candidacy. In turn, favorable opinions of Obama have tumbled among women who support Clinton – from 58% in March to 43% currently. By contrast, there has been a slight increase in positive views of Obama over this period among men who support Clinton (from 42% in March to 47% currently).

Beyond the changing personal evaluations of the likely nominees, the survey of 1,505 adults, conducted May 21-25, finds that each has clear advantages, and distinct liabilities, as the general election campaign approaches. For McCain, a positive sign is that a plurality of independents (47%) says that, if elected, he will take the country in a new direction, while 40% say he will continue President Bush's policies. However, somewhat fewer independents expect McCain to depart from Bush's policies than did so in March (52%).

	April		May		<i>Obama change</i>	May N
	Oba- ma %	Mc- Cain %	Oba- ma %	Mc- Cain %		
All voters	50	44	47	44	-3	1242
Republicans	12	85	8	87	-4	352
Democrats	77	18	80	13	+3	444
Independents	52	41	44	44	-8	415
Men	46	48	47	46	+1	578
Women	53	42	47	42	-6	664
White	45	50	41	50	-4	1042
Black	90	6	91	4	+1	105
White men	40	54	41	52	+1	467
White women	49	46	41	49	-8	575
18-29	56	42	60	37	+4	88
30-49	54	42	50	43	-4	363
50-64	47	46	41	48	-6	401
65+	42	52	43	46	+1	364
College grad+	45	50	51	42	+6	476
Some college	53	42	46	47	-7	348
HS or less	52	42	45	43	-7	413
\$75,000+	43	51	44	49	+1	371
\$50-\$74,999	48	51	46	48	-2	189
\$30-\$49,999	54	41	55	38	+1	214
Under \$30,000	59	37	50	41	-9	269
Protestant	47	49	40	51	-7	711
White evangelical	32	65	20	71	-12	308
White mainline	47	46	40	49	-7	274
Catholic	48	46	47	43	-1	274
White, non-Hisp	44	49	43	47	-1	230
Unaffiliated	63	29	70	27	+7	158

Based on registered voters. Figures read horizontally.

Voters' perceptions about whether McCain represents a break from Bush's policies might change further in coming months as his positions on issues become clearer. Currently, just 34% of voters say they know a lot about where McCain stands on major issues; slightly more (39%) say they know a lot about the positions of Obama. This disparity is larger among the supporters of each candidate. A narrow majority of Obama backers (52%) say they know a lot about his positions on issues, while just 44% of McCain's supporters say they know a great deal about their candidate's positions.

For Obama, one of the most striking positives in the survey is the extent to which his supporters in the general election test say they are voting *for* him rather than *against* McCain. Fully three-quarters of Obama supporters view their vote as being for Obama, while just 22% characterize their vote as anti-McCain. Four years ago, John Kerry's support was more anti-Bush (50%) than affirmative support for Kerry (43%). Of McCain supporters, 64% say their vote is for him, while 32% say it is a vote against Obama.

Obama has a clear advantage over McCain on several major issues. In particular, voters say the Illinois Democrat could do better in improving economic conditions, dealing with the nation's energy problems, and improving the healthcare system. Obama also is favored by 48% to 34% over McCain for reflecting voters' views on social issues such as abortion and gay rights.

McCain tested somewhat better than Obama on dealing with immigration and taxes. However, nearly as many voters say Obama could do better in making wise decisions about what to do in Iraq as McCain (43% Obama vs. 46% McCain). Last month, the likely Republican nominee held a wide 50% to 38% margin on dealing with Iraq.

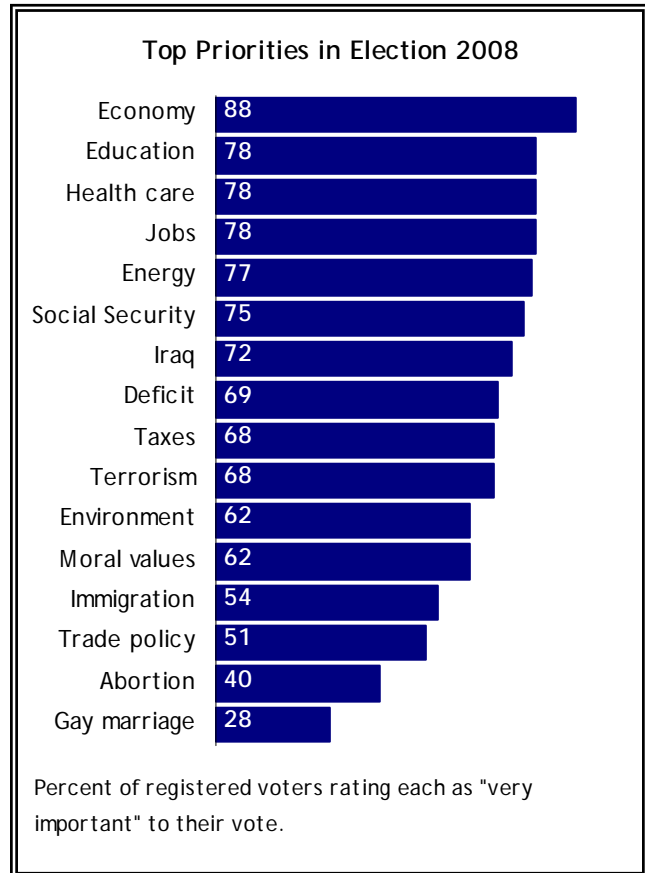
However, more voters continue to say that McCain is about right in his approach to foreign policy and national security issues than say that

Candidate Strengths and Weaknesses			
How much do you know about stand on issues?	<u>Obama</u>	<u>McCain</u>	
	%	%	
A lot	39	34	
Some	41	44	
Not much/Nothing	17	19	
Don't know	<u>3</u>	<u>3</u>	
	100	100	
Foreign policy would be...			
Too tough	3	22	
Not tough enough	43	16	
About right	43	51	
Don't know	<u>11</u>	<u>11</u>	
	100	100	
	<u>March</u>	<u>May</u>	
As President, McCain would...	%	%	
Continue Bush's policies	46	44	
<i>Good thing</i>	--	4	
<i>Bad thing</i>	--	37	
Take us in a different direction	43	45	
<i>Good thing</i>	--	36	
<i>Bad thing</i>	--	4	
Don't know	<u>11</u>	<u>11</u>	
	100	100	
Candidate who can best...	<u>April</u>	<u>May</u>	
<i>Improve economy</i>	%	%	
Obama	53	51	
McCain	33	36	
Neither/DK	<u>14</u>	<u>13</u>	
	100	100	
<i>Make wise decisions on Iraq</i>			
Obama	38	43	
McCain	50	46	
Neither/DK	<u>12</u>	<u>11</u>	
	100	100	
Based on registered voters.			

about Obama (51% vs. 43%). The view that Obama is not tough enough on foreign policy has not receded since earlier in the year. More than four-in-ten (43%) say that Obama is not tough enough on foreign policy, which is identical to February.

The survey finds that just 18% say they are satisfied with state of the nation – the lowest percentage in two decades of People-Press polls. Reflecting the widespread unhappiness with the national economy, an overwhelming proportion of respondents say the economy (88%) and jobs (78%) will be very important in their vote. In addition, roughly three-quarters each name healthcare, education, energy and Social Security as very important.

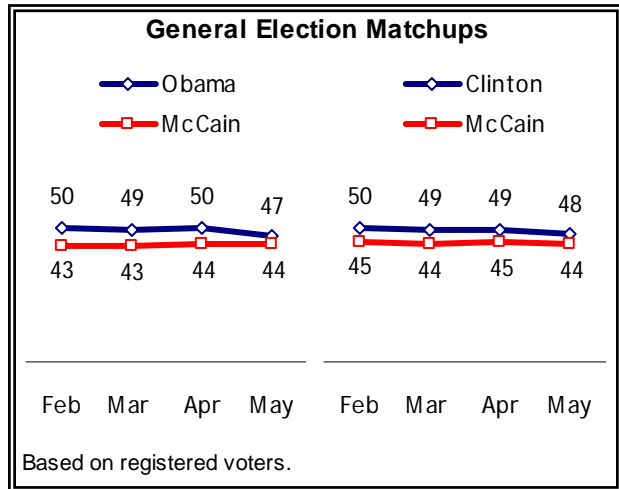
Concerns about energy have increased dramatically since the last presidential campaign. In October 2004, 54% said energy would be a very important issue in their vote; currently, 77% say energy is very important, which is greater than the percentages citing Iraq (72%) or terrorism (68%).



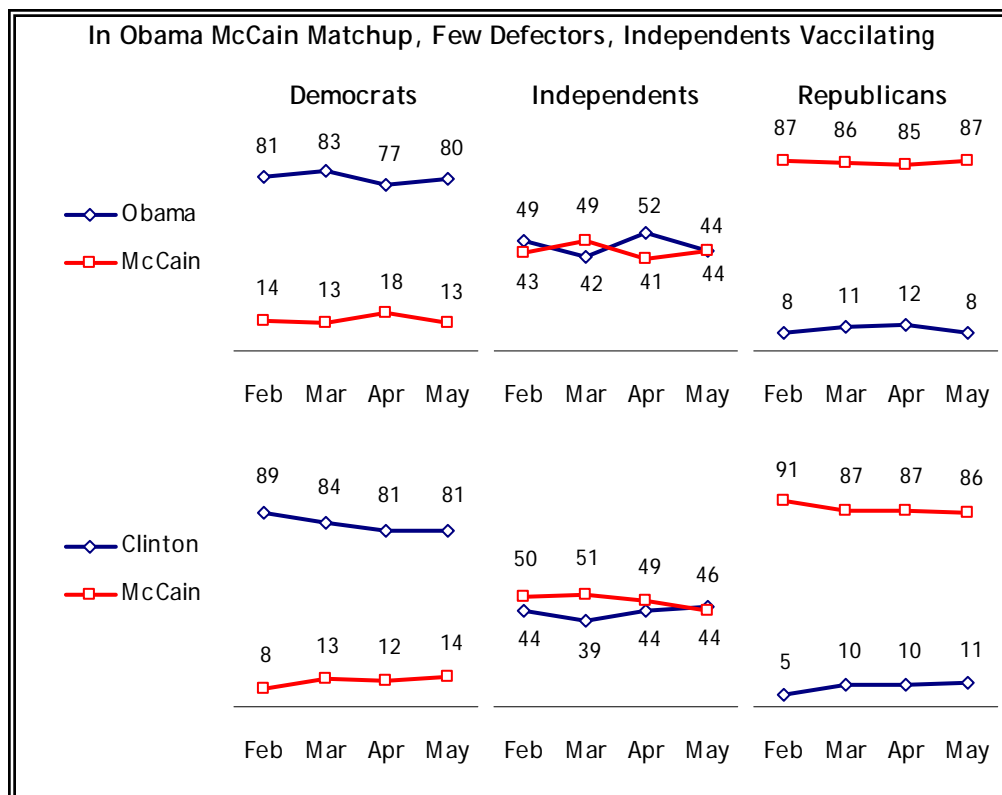
The survey was conducted shortly after the May 15 decision by the California Supreme Court overturning the state's ban on gay marriage. Only about a quarter of voters (28%) now cite gay marriage as very important in their decision about who to vote for in the fall, which is slightly fewer than in October 2004 (32%).

## Section 1: The General Election

General election matchups find John McCain trailing the Democratic candidates. Obama holds a slight 47%-44% over McCain, which is narrower than his six-point advantage in both April and March. Clinton currently has a 48%-44% lead over McCain, which is largely unchanged from April and March.



Looking ahead to the fall election, a critical question is how independent voters will break, and the evidence so far is decidedly mixed. In an Obama-McCain matchup, independent voters today are evenly divided, with 44% favoring each candidate. A month ago, Obama held a sizable 52% to 41% advantage over McCain among independents. But a month before that – in March – McCain held a seven-point advantage over Obama (49% to 42%).



The proportion of Democrats who favor McCain in a matchup with Obama has fallen slightly since April, from 18% to 13%. This is about the same share of Democrats favoring McCain in a matchup with Clinton (14%). The number of Democrats who would defect to McCain if Obama is the nominee has fallen in some key voting groups. In April, 29% of white Democrats who have not attended college said they favored McCain over Obama; this has declined slightly to 19% today. And the proportion of white Democrats with household incomes under \$50,000 who would defect to McCain has fallen from 26% to 14% over the past month.

The proportion of Democrats who say they plan to vote for McCain (13%) is slightly higher than the number of Republicans who say they plan to vote for Obama (8%). Fully 87% of Republican voters say they back McCain over Obama, while 80% of Democrats back Obama over McCain.

### Affirmative Support for Obama and McCain

Solid majorities of both Obama and McCain supporters see their choice as a vote for their favored candidate and not as a vote against his opponent. Obama receives more positive support than any Democratic candidate in the past two decades. Fully three-quarters of voters who back Obama in a matchup against McCain view their vote as being for the Illinois senator, rather than against his Republican rival. By contrast, on the eve of the 2004 election, just 43% of John Kerry backers said they were voting for him while 50% were more motivated by their disapproval of George W. Bush.

Affirmative support for McCain mirrors the support Bush received in his first bid for the White House in 2000. Fully 64% of McCain voters say their choice is pro-McCain, the same percentage as characterized their choice as being pro-Bush eight years ago. About one-third of those who back the Arizona senator say their vote is anti-Obama (32%).

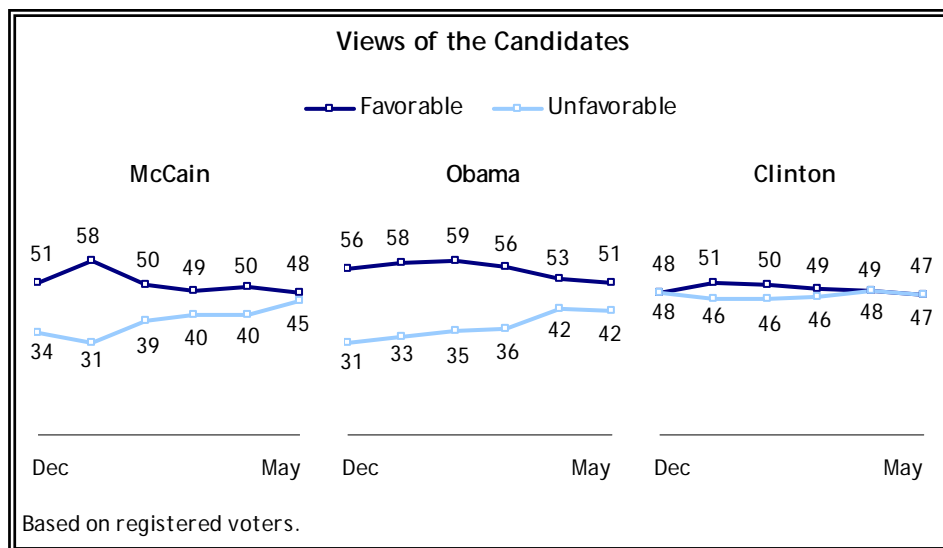
Few Voters Voting "Against" the Other Candidate			
	More a vote...		
	For	Against	
<i>Among those who back the Democrat</i>	<u>Dem</u>	<u>Rep</u>	<u>DK</u>
	%	%	%
May 2008 (Obama)	75	22	3=100
Nov 2004 (Kerry)	43	50	7=100
Nov 2000 (Gore)	63	32	5=100
Nov 1996 (Clinton)	66	29	5=100
Oct 1992 (Clinton)	57	40	3=100
Oct 1988 (Dukakis)	54	37	9=100
		For	Against
<i>Among those who back the Republican</i>	<u>Rep</u>	<u>Dem</u>	<u>DK</u>
	%	%	%
May 2008 (McCain)	64	32	4=100
Nov 2004 (Bush)	76	20	4=100
Nov 2000 (Bush)	64	30	6=100
Nov 1996 (Dole)	47	48	5=100
Oct 1992 (Bush)	57	38	5=100
Oct 1988 (Bush)	61	32	7=100

"Would you say that your choice is more a vote FOR [name] or more a vote AGAINST [name]?"  
Based on registered voters.



## Impressions of Candidates

The long primary season has taken a toll on voters' views of John McCain and Barack Obama. For the first time since the campaign began, about the same proportion expresses an unfavorable opinion of McCain (45%) as a favorable opinion (48%). And Obama's image, while on balance still positive, has grown increasingly negative over the past few months; just over half (51%) view him favorably, compared with 59% in late February. Unfavorable ratings of Obama have risen from 35% to 42% over the same period. Opinions of Hillary Clinton remain as divided as they were before the first caucus and primary.



## Reasons for Unfavorable Views

Most voters who express unfavorable views of Barack Obama and John McCain say they dislike the candidates' political beliefs the most, but Obama is also hurt by voters' personal criticism of him. Just over half of voters (54%) who hold negative opinions of Obama dislike the Democratic candidate's take on issues, but a considerable minority says his personal attributes are at least partly to blame (32%).

In contrast, opposition to McCain is more uniformly guided by political disagreement – nearly three-quarters (73%) of voters who hold unfavorable views of McCain say his political beliefs are the reason they do not like him. Fewer than four-in-ten voters who dislike Hillary Clinton (38%) say it is because of her politics, while 27% say it is the kind of person she is that makes them not like her, and 25% say it is a combination of the two.

**What Don't You Like About Them?\***

	McCain	Obama	Clinton
	%	%	%
His political views	73	54	38
Kind of person he is	9	16	27
Both (Vol.)	9	16	25
Neither (Vol.)	5	10	6
Don't know	4	4	4
	100	100	100
N=	541	549	600

\* Based on registered voters who expressed an unfavorable opinion of each candidate.

White working-class critics of Obama are the most likely to say the negative image they have of him reflects a personal dislike – more than a quarter (27%) of whites with a high school education or less who express an unfavorable opinion of Obama cite the kind of person he is; another 18% say both personal attributes and politics are a factor. By comparison, only 9% of white Obama critics who attended college cite personal reasons, while about six-in-ten (59%) say they dislike the Democratic candidate’s political views and 16% say it is both personal and political.

	Unfav %	What don't you like about Obama? Political Kind of (Vol.) Neither/ views Person Both DK				N
		%	%	%	%	
All voters	42	54	16	16	14=100	549
Republican	72	56	16	19	9=100	261
Democrat	21	48	21	11	22=100	101
Independent	41	55	14	14	17=100	174
McCain voters*	78	58	14	16	12=100	448
Pro-McCain	70	65	13	10	12=100	263
Anti-Obama	92	47	17	25	11=100	165
<i>Among whites</i>						
All white voters	47	53	16	17	14=100	515
Attended college	45	59	9	16	16=100	330
H.S. or less	50	44	27	18	11=100	182
\$50K or more	46	57	15	15	13=100	229
Under \$50K	48	46	22	19	13=100	197

\* Voters who choose McCain over Obama in head-to-head.  
Based on registered voters.

### Impressions of Cindy McCain and Michelle Obama

At this point in the presidential campaign, nearly half of Americans (46%) say they have heard nothing at all about Cindy McCain, John McCain’s wife, according to the most recent weekly *News Interest Index*. Barack Obama’s wife has been far more visible – about three-quarters (76%) have heard at least a little about Michelle Obama, including about one-in-five (21%) who say they have heard a lot about her. Republicans are as likely as Democrats to say they have heard a lot about Michelle Obama (24% each), while slightly fewer independents say that is the case (18%). Republicans, Democrats and independents are equally unfamiliar with Cindy McCain; just 10% of Republicans, 8% of Democrats and 6% of independents have heard a lot about her.

Percent who have heard...	More Have Heard About Michelle Obama	
	Cindy McCain %	Michelle Obama %
A lot	8	21
A little	46	55
Nothing	46	24
Don't know	*	*
	100	100

Based on general public. Source:  
*News Interest Index*, May 22-25, 2008.

Voters’ opinions of Cindy McCain and Michelle Obama are favorable, on balance, but slightly more offer negative ratings of Michelle Obama than they do of Cindy McCain. About one-in-five voters (22%) have an unfavorable view of Barack Obama’s wife, while McCain’s wife is rated negatively by just 16%.

Unlike in 2004, when views of Teresa Heinz Kerry were clearly split along gender lines, with women much more likely than men to have a favorable opinion of John Kerry's wife, there is no apparent gender gap in views of Mrs. Obama and Mrs. McCain. For example, 46% of female voters like Michelle Obama, and 42% of male voters agree.

However, opinions of Michelle Obama and Cindy McCain are divided along racial lines. More black voters have an unfavorable view of Mrs. McCain (36%) than have a favorable view (32%); among white voters, 45% have a positive opinion of Cindy McCain and just 13% have a negative view. More than seven-in-ten black voters (72%) have a favorable opinion of Michelle Obama, but just 41% of whites do. And Mrs. Obama's favorable ratings are somewhat lower among white voters with a high school education or less; 35% in that group have a positive opinion, compared with 45% of white voters who have attended college.

	Views of Candidates' Wives				
	<i>Cindy McCain</i>		<i>Michelle Obama</i>		<i>N</i>
	<u>Fav</u>	<u>Unfav</u>	<u>Fav</u>	<u>Unfav</u>	
%	%	%	%		
All voters	42	16	44	22	1242
Men	41	15	42	21	578
Women	43	17	46	23	664
Republicans	54	6	24	39	352
Democrats	37	26	65	11	444
Independents	40	15	39	22	415
Vote McCain	52	7	23	38	576
Vote Obama	36	26	68	7	534
White	45	13	41	24	1042
Black	32	36	72	8	105
<i>Among whites</i>					
Attended college	46	12	45	22	694
H.S. or less	44	15	35	27	345
Based on registered voters.					

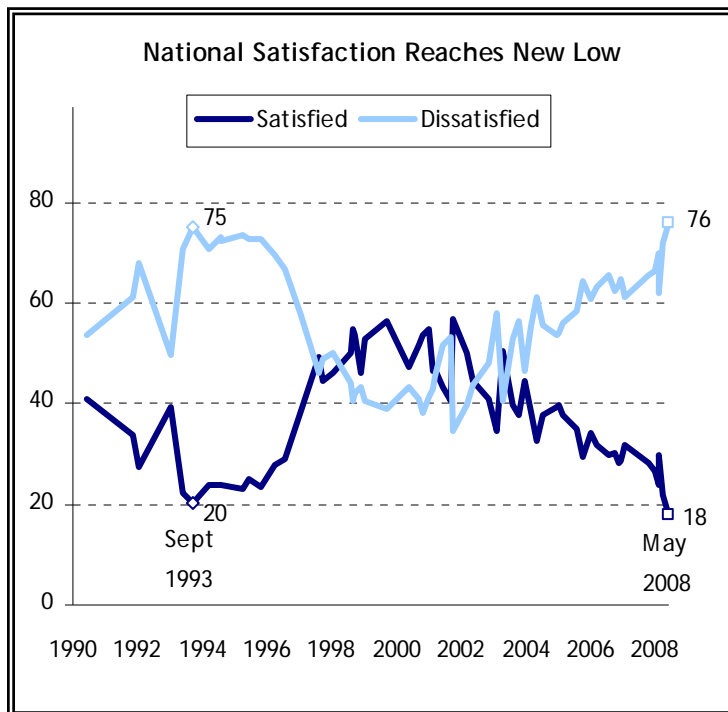
## Section 2: Views of National Conditions and Campaign Issues

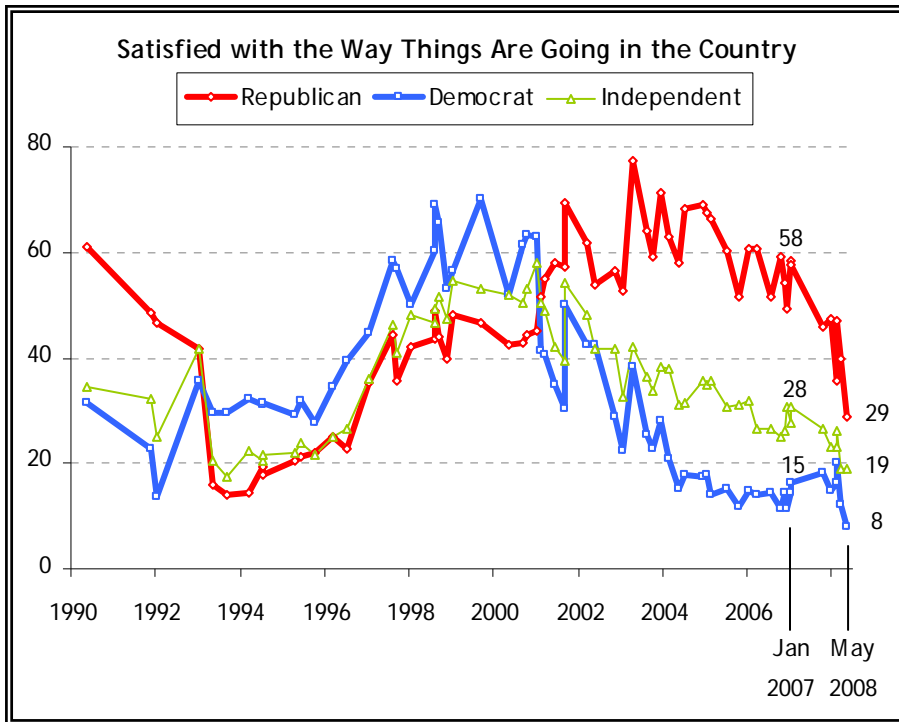
Just 18% of Americans say they are satisfied with the way things are going in the country today, down from 22% in March and 27% at the end of 2007. This represents a new low in 20 years of Pew Research Center polling. Previously, the lowest measure of satisfaction was in September 1993 when 20% of Americans were satisfied with the state of the nation.

The percent dissatisfied has risen from 66% in December to 76% today, also a record high. Dissatisfaction is up four points from March and 10 points since December.

Members of the president's party tend to offer higher assessments of the state of the nation than members of the opposite party. Throughout Bill Clinton's eight-year tenure, Democrats expressed more satisfaction with the state of the nation than did Republicans. Throughout George W. Bush's seven-plus years, Republicans have been more satisfied than Democrats. The partisan gap in satisfaction has been particularly large since late 2002, when Democratic satisfaction plummeted while Republicans remained more positive.

However, over the past few months Republican views on the state of the nation have turned more negative. In January 2007, 58% of Republicans were satisfied with the way things were going. This fell to 47% in December 2007 and 40% in March. Currently, just 29% of Republicans are satisfied with the state of the nation, an eleven-point drop in just two months, and half the proportion expressing satisfaction in January 2007. The decline in satisfaction among Democrats has been less steep, mostly because opinions of national conditions were already so negative. In January 2007, just 16% of Democrats were satisfied with the state of the nation; half as many (8%) say the same today.





### Domestic Concerns Take Priority

Fully 61% of voters say it is more important for the next president to focus on domestic policy, while just 22% say the next president should focus on foreign policy. This view is broadly shared by voters across the political spectrum. And solid majorities of both Obama supporters (66%) and McCain supporters (57%) say it is more important for the next president to focus on domestic issues.

The voters' belief that the next president should focus on domestic policy is consistent with opinions about President Bush's priorities. In January, 56% of the public said the president should focus on domestic issues while 31% said it was more important for him to focus on foreign policy. However, when the choice was presented as to whether it was more important for Bush to focus on domestic policy or the war on terrorism, the balance of opinion was much closer: 46% said the president should focus on domestic policy compared with 38% who said he should focus on the war on terrorism.

Voters Want Next President to Focus on Domestic Policy				
	<i>Next president should focus on...</i>			
	Domestic Policy	Foreign policy	(Vol.) Both	DK
	%	%	%	%
All voters	61	22	14	3=100
Republican	57	26	14	3=100
Democrat	65	18	14	3=100
Independent	61	22	14	3=100
Obama supporters	66	19	13	2=100
McCain supporters	57	26	15	2=100

Based on registered voters.

## Issues: Energy Increasingly Important

The specific issues that voters view as very important have changed somewhat since the last presidential campaign. Most notably, energy has assumed much greater importance than it did in the fall of 2004. Currently, 77% say that the issue of energy will be very important in their vote. In October 2004, just 54% rated energy as a very important factor.

At that late stage in the 2004 campaign, the economy and terrorism led the list of voters' concerns; 78% said the economy would be very important while 77% cited terrorism. In the current survey, the economy has increased in importance, and more voters say the economy will be very important in their voting decision (88%) than say that about any other issue. By contrast, just 68% say terrorism will be very important, a nine-point decline from 2004.

	Oct 2004	Oct 2007	May 2008	04-08 Change
<i>Very important to your vote</i>	%	%	%	
Energy	54	65	77	+23
Budget deficit	57	61	69	+12
Economy	78	79	88	+10
Social Security	65	68	75	+10
Environment	53	58	62	+9
Taxes	59	63	68	+9
Health care	73	76	78	+5
Education	75	75	78	+3
Jobs	76	71	78	+2
Moral values	63	61	62	-1
Iraq	74	76	72	-2
Gay marriage	32	22	28	-4
Abortion	47	39	40	-7
Terrorism	77	69	68	-9
Immigration	n/a	56	54	n/a
Trade policy	n/a	n/a	51	n/a

Based on registered voters.

More voters also rank the federal budget deficit, Social Security, the environment and taxes as very important than did so in October 2004. Abortion is regarded as a less important issue; 40% of voters say abortion will be a very important factor in their vote, down from 47% in October 2004.

Voters' opinions about the importance of the war in Iraq have not changed substantially since October 2004 – 72% rate Iraq as very important now, compared with 74% then. However, in the current survey, far more voters view the economy as a very important issue than say that about Iraq (88% vs. 72%). In October 2004, comparable proportions of voters viewed the economy and Iraq as very important (78% vs. 74%).

## Partisan Priorities

There continue to be sizable differences in the importance that Republicans, Democrats and independents place on major issues. As was the case in October 2004, the largest single gap is in views about the importance of the environment: 76% of Democrats and 63% of independents say the environment will be a very important issue in their vote, compared with just 43% of Republicans.

Far more Republicans than Democrats continue to rate moral values (by 21 points), gay marriage (19 points), terrorism (19 points) and immigration (14 points) and abortion (14 points) as very important. Democrats give greater priority than Republicans to several domestic issues, including health care (by 20 points), the budget deficit (19 points), jobs (15 points) and energy (15 points).

However, partisan differences over the importance of some issues – the federal budget deficit, Social Security and health care – have narrowed since October 2004. Greater numbers of voters from both parties view the budget deficit as very important than did so nearly four years ago, but the shift among Republicans has been especially noteworthy. Currently, 61% of Republicans say the budget deficit will be very important to their vote, up from just 40% in October 2004. The proportion of Democrats rating the budget deficit as very important also has increased, but not as dramatically (from 69% to 80%). Consequently, the partisan gap over the importance of this issue has decreased, from 29 points in October 2004 to 19 points currently.

The proportion of Republicans saying Social Security is very important has increased from 56% in October 2004 to 72% currently. The shift among Democratic voters has been less pronounced – 80% say Social Security will be very important, up from 76% late in the 2004 campaign. The partisan gap in views about the importance of this issue has narrowed from 20 points in October 2004 to eight points currently. The pattern is similar regarding views of the importance of health care. Currently, 69% of Republicans say health care will be very important in their voting decision, up from 58% in October 2004; Democratic views have changed very little (89% very important vs. 88% in 2004).

### Little Change on Gay Marriage

Gay marriage ranked lowest in importance among 16 issues in October 2004. It remains the lowest-rated issue in the current survey: overall, 28% say gay marriage will be very important to their vote, which is down slightly from October 2004 (32%).

White evangelical Protestants continue to place greater importance on gay marriage than do voters in other religious groups. However, half of white evangelical voters say gay marriage

<i>Very important to your vote</i>	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %	<i>R-D Diff</i>
Moral values	76	55	61	+21
Gay marriage	41	22	23	+19
Terrorism	81	62	64	+19
Immigration	62	48	53	+14
Abortion	51	37	35	+14
Taxes	73	67	65	+6
Trade policy	50	54	50	-4
Iraq	71	78	68	-7
Social Security	72	80	73	-8
Economy	79	92	90	-13
Education	73	87	74	-14
Energy	68	83	78	-15
Jobs	69	84	79	-15
Budget deficit	61	80	65	-19
Health care	69	89	74	-20
Environment	43	76	63	-33

Based on registered voters.

will be very important in their voting decision, which is virtually unchanged since October 2004 (49%).

Public attitudes regarding gay marriage have remained fairly stable in recent years. Currently, 49% oppose allowing gay and lesbian couples to marry legally, while 38% support gay marriage. In November 2007, there was somewhat greater opposition to gay marriage (54% oppose/36% favor). Views on civil unions for gay and lesbian couple also have not shown much change: currently, 51% say they favor allowing gay and lesbian couples to enter into legal agreements that would give them many of the same rights as married couples, while 41% oppose such agreements.

### Obama's Issue Advantage

Obama holds sizable advantages over McCain as better able to handle the economy as well as the nation's energy problems. Currently, half of voters say Obama could do a better job of improving the economy, while 36% favor McCain. Obama's lead over McCain on the economy is about the same as it was in April (53% Obama vs. 33% McCain).

Obama holds comparable leads over McCain on dealing with nation's energy problems (18 points) and improving the health care system (17 points). In addition, about half of voters (48%) say that Obama better reflects their views on social issues such as abortion and gay rights, while just 34% favor McCain.

Since April, McCain has lost much of his advantage in opinions about which candidate is better able to make wise decisions about what to do in Iraq. Currently, 46% favor McCain while nearly as many (43%) favor Obama. In April, McCain held a 50%-38% lead on handling Iraq. McCain also holds modest leads as the candidate better able to deal with taxes and immigration; on each of these issues, 44% favor McCain while 39% favor Obama.

<i>Who can best handle?</i>	Mc-Cain %	Obama %	Neither/DK %	Advantage
Energy problems	33	51	16=100	Obama +18
Economy	36	51	13=100	Obama +15
<i>April 2008</i>	<i>33</i>	<i>53</i>	<i>14=100</i>	<i>Obama +20</i>
Health care	32	49	19=100	Obama +17
Social issues	34	48	18=100	Obama +14
Iraq	46	43	11=100	McCain +3
<i>April 2008</i>	<i>50</i>	<i>38</i>	<i>12=100</i>	<i>McCain +12</i>
Taxes	44	39	17=100	McCain +5
Immigration	44	39	17=100	McCain +5

Based on registered voters.



## The Candidates and Foreign Policy

As was the case in February, a sizable minority of voters (43%) say that Obama would be not tough enough in dealing with foreign policy and national security issues. As many voters say Obama would not be tough enough as say his approach would be about right (43%).

By contrast, a narrow majority (51%) says that McCain's approach to international and security issues would be about right. Nearly a quarter (22%) say McCain would be too tough, while 16% express concern that he would not be tough enough. These opinions, like views of Obama's approach to foreign policy, have changed little since February.

### Many See Obama as "Not Tough Enough"

<i>McCain's approach to foreign policy...</i>	All			
	<u>Voters</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
Too tough	22	11	32	20
Not tough enough	16	10	21	15
About right	51	76	32	54
Don't know	<u>11</u>	<u>3</u>	<u>15</u>	<u>11</u>
	100	100	100	100

<i>Obama's approach to foreign policy...</i>	All			
	<u>Voters</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
Too tough	3	1	4	4
Not tough enough	43	74	22	43
About right	43	15	64	42
Don't know	<u>11</u>	<u>10</u>	<u>10</u>	<u>11</u>
	100	100	100	100

Based on registered voters.

## McCain and Bush: More of the Same or New Direction?

Voters are evenly divided over whether a McCain presidency would mean a continuation of Bush's policies (44%) or a new direction for the country (45%). However, Republicans are increasingly convinced that McCain will chart a new course. By a margin of 69%-22%, Republicans say McCain represents a new direction rather than a continuation of the Bush era. This is a significant change from just two months ago when 53% of GOP voters said a McCain presidency would result in real change, and 36% said McCain would continue Bush's policies.

Nearly half of independents (47%) say McCain will pursue a new set of policies while 40% say he will continue the policies of the Bush administration. In March, slightly more independents (52%) said McCain would take the country in a new direction. Most Democrats (66%) remain convinced that McCain would follow in Bush's footsteps as president; only 27% of Democrats think he would govern differently than Bush.

Regardless of whether they believe McCain represents the status quo or change, the vast majority of voters want to see a break

### More GOP Voters Say McCain Represents Change from Bush

<i>As president McCain would...</i>	All			
	<u>Voters</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
Take new direction	45	69	27	47
<i>Good thing</i>	36	53	20	40
<i>Bad thing</i>	4	6	4	2
Continue Bush policies	44	22	66	40
<i>Good thing</i>	4	10	1	4
<i>Bad thing</i>	37	8	64	33
Don't know	<u>11</u>	<u>9</u>	<u>7</u>	<u>13</u>
	100	100	100	100

-----March 2008-----				
Take new direction	43	53	31	52
Continue Bush policies	46	36	62	37
Don't know	<u>11</u>	<u>11</u>	<u>7</u>	<u>11</u>
	100	100	100	100

from the policies of the Bush administration. Roughly three-quarters either say a continuation of Bush's policies would be a bad thing (37%) or that a new direction for the country would be a good thing (36%). Very few say that a continuation of Bush policies would be a good thing (4%) or a different direction would be a bad thing (4%).

Even among Republicans, more than half say McCain represents change and this is a good thing. Only 6% say McCain representing change is a bad thing. Similarly only 10% of GOP voters say McCain continuing Bush's policies would be a good thing.

Among independents, a plurality (40%) say McCain will pursue a new direction and this is a good thing. The most prevalent view among Democrats is that McCain will continue Bush's policies and this is a bad thing (64%).

## Section 3: The Democratic Primary

On the eve of the final Democratic primaries, Barack Obama has opened a 13-point lead over Hillary Clinton among Democratic and Democratic-leaning voters nationwide. This represents a substantial shift from a month ago, when Clinton had pulled within two points of Obama in the wake of her victory in the Pennsylvania primary.

Obama now leads Clinton among both Democrats and Democratic-leaning independents, and he leads among both Conservative Democrats – who have traditionally favored Clinton – as well as moderates and liberals.

While Obama now enjoys a large lead, Hillary Clinton continues to garner the majority of support among some segments of the Democratic base. In particular, 57% of white women favor Clinton as the party’s nominee, while just 38% favor Obama – virtually unchanged from a month ago. Similarly, while Obama leads by 65% to 31% among Democratic voters under age 50, Clinton still garners the support of most Democrats ages 50 and older. And a 53% majority of Democratic voters who have not attended college continue to back Clinton for the party nomination.

	<u>April 23-27</u>		<u>May 21-25</u>		<i>Obama change</i>	May <u>N</u>
	<u>Clin- ton</u> %	<u>Oba- ma</u> %	<u>Clin- ton</u> %	<u>Oba- ma</u> %		
All Democratic voters*	45	47	41	54	+7	618
Democrats	46	44	43	52	+8	444
Independents	38	56	36	57	+1	170
Men	44	51	32	63	+12	271
Women	45	44	49	46	+2	347
White	54	38	49	46	+8	478
Black	11	80	15	80	0	90
White men	53	42	39	57	+15	196
White women	54	36	57	38	+2	282
18-49	41	51	31	65	+14	229
50-64	47	45	50	46	+1	196
65+	51	40	54	37	-3	185
Conservative	51	43	43	50	+7	162
Moderate	47	43	42	52	+9	247
Liberal	38	55	36	61	+6	187
College grad+	36	55	35	60	+5	251
Some college	41	50	29	65	+15	161
HS or less	52	40	53	42	+2	203
<i>Household income</i>						
\$75,000 or more	43	45	36	59	+14	179
\$40-\$74,999	44	51	39	59	+8	163
Under \$40,000	46	48	45	50	+2	198

\* Candidate preference based on Democratic and Democratic-leaning registered voters (percentages read horizontally).

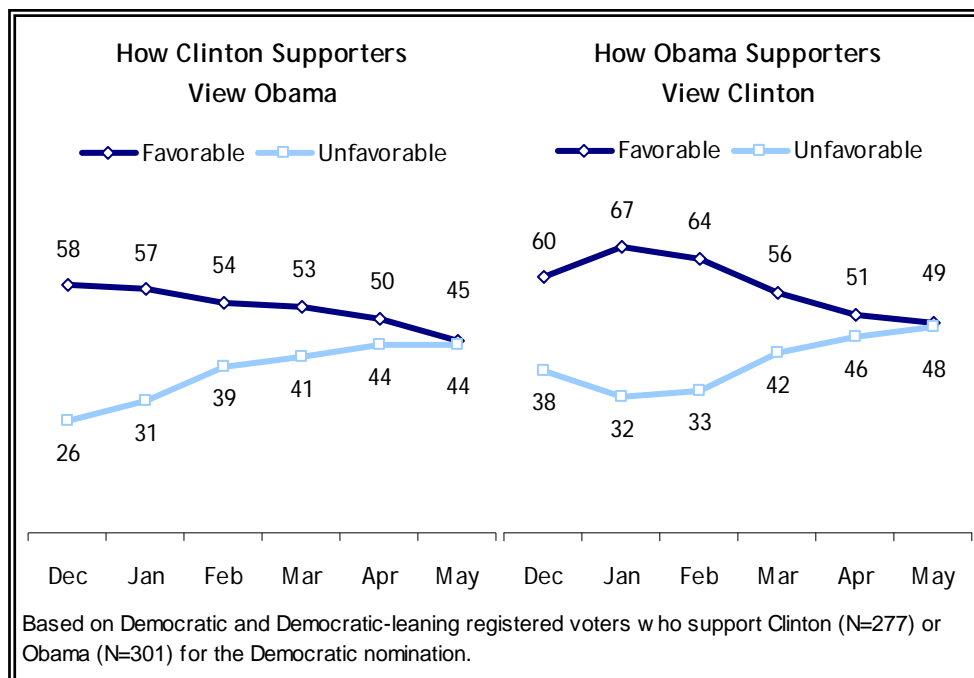
## Effects of a Long Primary

Just under half (48%) of Democratic and Democratic-leaning voters say the fact that the contest between Clinton and Obama is still going on is a bad thing for the Democratic Party, while 38% say the continuing contest is a good thing. Not surprisingly, voters who back Obama are more likely to express a negative view of the long campaign than are Clinton backers. Obama's supporters – by greater than two-to-one – believe that the continuing race is bad for the party rather than good for the party (61% vs. 27%). By contrast, most Clinton supporters (53%) say that the unresolved contest is a good thing. In fact, the proportion of Clinton supporters who view the longer contest as good for the party has increased 10 points from a month ago.

	Feb 20-24	Mar 19-22	Apr 23-27	May 21-25
<b>All Democrats</b>				
Good for the party	57	44	35	38
Bad for the party	27	41	51	48
Don't know	16	15	14	14
	100	100	100	100
<b>Obama supporters</b>				
Good for the party	60	41	28	27
Bad for the party	26	43	61	61
Don't know	14	16	11	12
	100	100	100	100
<b>Clinton supporters</b>				
Good for the party	52	48	43	53
Bad for the party	32	39	44	34
Don't know	16	13	13	13
	100	100	100	100
<i>Obama-Clinton gap in percent "good"</i>	+8	-7	-15	-26

Based on Democratic and Democratic-leaning registered voters.

Supporters of both Clinton and Obama have a less positive view of the opposing candidate than they did earlier in the campaign. Among Clinton's backers, about as many offer an unfavorable view of Barack Obama (44%) as offer a favorable opinion (45%). In February, a majority of Clinton supporters (54%) expressed a favorable opinion of Obama compared with 39% who had a negative view.



The same pattern is evident in how Obama's supporters view Clinton. Currently, about as many express a positive opinion of Clinton as express a negative opinion (49% vs. 48%). In February, favorable assessments of Clinton outnumbered unfavorable views by nearly two-to-one (64% to 33%) among Obama's backers.

### Will the Party Unite Behind Obama?

By a margin of roughly two-to-one (61% to 31%), Democratic and Democratic-leaning voters say their party will unite behind Barack Obama if he becomes its nominee. However, the proportion saying the party will face significant divisions has increased six points since March (from 25% to 31%).

There has been virtually no change in opinion on this issue among those who support Obama in the primary; however, those who support Clinton have become far less inclined to predict that the party will unify behind Obama. In March, 58% of Clinton supporters said the party would come together to back Obama if he became the Democratic presidential candidate. Now, just 46% of Clinton supporters express this view. Accordingly, the proportion of Clinton supporters saying the party will be divided if Obama is the nominee has increased from 32% in March to 44% today.

Most Republican and Republican-leaning voters (63%) expect their party to unite solidly behind presumptive nominee John McCain. Just 26% believe that differences and disagreements within the party will keep many Republicans from supporting McCain. Notably, conservative Republican voters (65%) and white evangelical Christian Republican voters (62%) – groups whose support McCain has actively sought – are as likely as Republican voters overall to expect party unity behind McCain.

Democratic Unity Slips as Clinton Backers Predict Divisions			
<i>If Obama is nominee, party will...</i>	All Dems	--Support--	
		Obama	Clinton
May 2008	%	%	%
Unite solidly behind him	61	72	46
Be divided	31	22	44
Don't know	8	6	10
	100	100	100
March 2008			
Unite solidly behind him	66	73	58
Be divided	25	21	32
Don't know	9	6	10
	100	100	100

Based on Democratic and Democratic-leaning registered voters. In both March and May, N=618.

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GOP Expectations Stable			
McCain as nominee	Feb	Mar	May
	%	%	%
Unite solidly behind him	58	64	63
Be divided	32	22	26
Don't know	10	14	11
	100	100	100

Based on Republican and Republican-leaning registered voters. In February, N=482; in March, N=472; in May, N=506.

## Hillary for VP?

A narrow majority of Democratic and Democratic-leaning voters (53%) say they would like to see Obama pick Hillary Clinton as his vice presidential running mate if he becomes the Democratic nominee. Clinton's supporters in the nomination contest are increasingly supportive of the prospect of an Obama-Clinton ticket; 76% say they would like Obama choose Clinton as his vice president, up from 69% in March. By contrast, just 37% of Obama backers say they would like to see him pick Clinton as his running mate, down from 49% in March. Instead, most Obama supporters (54%) say they do not want to see Clinton join the ticket.

Obama Supporters Reject Obama-Clinton Ticket			
<i>Would you like To see Obama pick Clinton as his VP...</i>	All	<i>--Support--</i>	
	<u>Dems</u>	Oba-	Clin-
	%	ma	ton
		%	%
<b>May 21-25</b>			
Yes	53	37	76
No	38	54	17
Don't know	<u>9</u>	<u>9</u>	<u>7</u>
	100	100	100
<b>March 19-22</b>			
Yes	59	49	69
No	34	46	24
Don't know	<u>7</u>	<u>5</u>	<u>7</u>
	100	100	100
<i>Change</i>	-6	-12	+7

Based on Democratic and Democratic-leaning registered voters. In both March and May, N=618.

## Section 4: Race and Gender in the Democratic Primary

While race and gender have been the focus of a good deal of discussion through the course of the 2008 Democratic primary campaign, most voters believe that neither was a significant factor in the success or failure of the Obama and Clinton candidacies. And among those who believe race and gender were factors, somewhat more say they *helped* the respective candidates than say they *hurt*.

A 57% majority of all voters say the fact that Barack Obama is African American has not made a difference in his campaign for the Democratic nomination, and only slightly fewer (51%) say the same about the impact of Clinton's gender on her primary bid. In total, 40% of voters say neither Obama's race nor Clinton's gender has had an impact on the Democratic contest.

With respect to Obama's race, 22% of voters say Obama's being African American has helped him, while 14% say it has hurt. There is a similar split in overall assessments of how Clinton's gender has affected her campaign, with slightly more saying it has helped (24%) than hurt (20%).

	<i>Obama is African American</i>			<i>Clinton is a woman</i>			<u>N</u>
	Helped	Hurt	No effect	Helped	Hurt	No effect	
	<u>him</u> %	<u>him</u> %	<u>effect</u> %	<u>her</u> %	<u>her</u> %	<u>effect</u> %	
Total	22	14	57	24	20	51	1242
Republicans	21	13	57	20	17	56	352
Democrats	21	18	56	24	27	45	444
Independents	24	11	58	27	14	55	415
Men	24	14	56	23	15	57	578
Women	20	14	58	24	24	46	664
White	21	14	59	22	21	53	1042
Black	31	19	42	40	15	40	105
18-34	29	12	51	31	18	47	135
35-49	21	14	61	25	18	54	316
50-64	23	15	57	21	23	50	401
65+	14	14	60	18	20	53	364
College grad+	25	16	54	22	21	52	476
Some college	24	10	59	31	15	49	348
HS or less	18	15	58	21	21	52	413

Based on registered voters. Figures read horizontally.

Democrats are more likely than either Republicans or independents to say their party's candidates have been hurt by these characteristics. The partisan contrast is greatest with respect to Clinton's gender. More than a quarter of Democratic voters (27%) say that being a woman has hurt Clinton; far fewer Republicans (17%) and independents (14%) say the same. Yet even among Democrats, about as many say Obama's race and Clinton's gender helped their campaigns as say they were detrimental.

Younger voters are among the most likely to view race and gender as advantages in the primary process. About three-in-ten (29%) voters ages 18-34 say the fact that Obama is African

American helped him, compared with 20% of those age 35 and over. And 31% of 18-34 year-olds say Clinton’s gender helped her, compared with 22% of those ages 35 and older.

African American voters are more likely than whites to say that race has been a factor in Obama’s candidacy. Half of African Americans say that race mattered, compared with 35% of white voters. Roughly three-in-ten blacks (31%) say the fact that Obama is African American has helped him, compared with roughly one-in-five whites (21%). But black voters are also slightly more likely than whites to see race having a negative impact (19% vs. 14% of whites).

African American voters are also among the most likely to say that Clinton’s gender has had an influence on her campaign: More than twice as many black voters believe being a woman has helped Clinton (40%) as believe it has hurt her (15%). By comparison, whites are evenly divided on this question (22% say she’s been helped, compared with 21% who say she’s been hurt).

More women than men say that gender has had an impact on the primary race (48% vs. 38%). Women are evenly divided about the impact on Clinton’s gender on her performance in the primary season; nearly a quarter (24%) believes being a woman has helped her, while the same proportion says it has hurt her. More male voters view Clinton’s gender as an advantage (23%) than view it as a disadvantage (15%).

### Clinton Supporters See Gender as a Factor

Among Democratic and Democratic-leaning voters, both gender and candidate preferences are linked to views of whether gender played a role in Clinton’s campaign. Clinton supporters are far more likely than Obama supporters to believe that their candidate’s gender has had a negative impact on her campaign. Among all Clinton supporters, 33% say the fact that she is a woman hurt her, while 20% say it helped. Among Obama backers, just 16% say Clinton’s gender hurt her in the nomination contest, while 28% say it helped. There is no difference of opinion between Clinton and Obama backers over whether race affected Obama’s candidacy.

	<i>Clinton is a woman</i>			N
	Helped her	Hurt her	No effect	
	%	%	%	
All Democrat & Dem-leaning	25	23	48	618
Men	25	17	53	271
Women	25	29	43	347
Clinton supporters	20	33	45	277
Men	16	23	58	100
Women	23	39	37	177
Obama supporters	28	16	52	301
Men	29	14	52	153
Women	27	17	52	148

Based on Democrats and Democratic-leaning registered voters. Figures read horizontally.

Gender is also a factor among Democratic voters. Women are more likely than men to say Clinton’s gender has hurt her (29% vs. 17% of



men). And among Clinton supporters, 39% of women say Clinton's gender has hurt her prospects compared with 23% of male Clinton supporters.

## 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 1,505 adults, 18 years of age or older, from May 21-25, 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	1,505	3.0 percentage points
Registered voter sample	1,242	3.5 percentage points
Republican registered voter sample	352	6.0 percentage points
Democratic registered voter sample	444	5.5 percentage points
Independent registered voter sample	415	5.5 percentage points
Republican- & Republican-leaning RV sample	506	5.0 percentage points
Democratic- & Democratic-leaning RV sample	618	4.5 percentage points
Clinton supporters (for Democratic primary)	277	6.5 percentage points
Obama supporters (for Democratic primary)	301	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=1,004) conducted May 22-25, 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 Holzward, Research Analyst  
James Albright and Alec Tyson, Research Assistants

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**MAY POLITICAL/BELIEVABILITY SURVEY**  
**FINAL TOPLINE**  
 May 21-25, 2008  
 N=1505

**ASK ALL:**

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

	<u>Satis- fied</u>	<u>Dis- satisfied</u>	<u>No Opinion</u>		<u>Satis- fied</u>	<u>Dis- satisfied</u>	<u>No Opinion</u>
Late May, 2008	18	76	6=100	October, 2000 (RVs)	54	39	7=100
March, 2008	22	72	6=100	September, 2000	51	41	8=100
Early February, 2008	24	70	6=100	June, 2000	47	45	8=100
Late December, 2007	27	66	7=100	April, 2000	48	43	9=100
October, 2007	28	66	6=100	August, 1999	56	39	5=100
February, 2007	30	61	9=100	January, 1999	53	41	6=100
Mid-January, 2007	32	61	7=100	November, 1998	46	44	10=100
Early January, 2007	30	63	7=100	Early September, 1998	54	42	4=100
December, 2006	28	65	7=100	Late August, 1998	55	41	4=100
Mid-November, 2006	28	64	8=100	Early August, 1998	50	44	6=100
Early October, 2006	30	63	7=100	February, 1998	59	37	4=100
July, 2006	30	65	5=100	January, 1998	46	50	4=100
May, 2006	29	65	6=100	September, 1997	45	49	6=100
March, 2006	32	63	5=100	August, 1997	49	46	5=100
January, 2006	34	61	5=100	January, 1997	38	58	4=100
Late November, 2005	34	59	7=100	July, 1996	29	67	4=100
Early October, 2005	29	65	6=100	March, 1996	28	70	2=100
July, 2005	35	58	7=100	October, 1995	23	73	4=100
Late May, 2005	39	57	4=100	June, 1995	25	73	2=100
February, 2005	38	56	6=100	April, 1995	23	74	3=100
January, 2005	40	54	6=100	July, 1994	24	73	3=100
December, 2004	39	54	7=100	March, 1994	24	71	5=100
Mid-October, 2004	36	58	6=100	October, 1993	22	73	5=100
July, 2004	38	55	7=100	September, 1993	20	75	5=100
May, 2004	33	61	6=100	May, 1993	22	71	7=100
Late February, 2004	39	55	6=100	January, 1993	39	50	11=100
Early January, 2004	45	48	7=100	January, 1992	28	68	4=100
December, 2003	44	47	9=100	November, 1991	34	61	5=100
October, 2003	38	56	6=100	Late February, 1991 (Gallup)	66	31	3=100
August, 2003	40	53	7=100	August, 1990	47	48	5=100
April 8, 2003	50	41	9=100	May, 1990	41	54	5=100
January, 2003	44	50	6=100	January, 1989	45	50	5=100
November, 2002	41	48	11=100	September, 1988 (RVs)	50	45	5=100
September, 2002	41	55	4=100	May, 1988	41	54	5=100
Late August, 2002	47	44	9=100	January, 1988	39	55	6=100
May, 2002	44	44	12=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:**

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

**BASED ON REGISTERED VOTERS [N=1242]:**

		Quite	(VOL.)	Only a	(VOL.)	(VOL.)	
		<u>A lot</u>	<u>Some</u>	<u>Little</u>	<u>None</u>	<u>DK/Ref.</u>	
<b>2008</b>	Late May, 2008	75	4	17	3	1=100	
	April, 2008	77	7	13	2	1=100	
	March, 2008	78	3	15	3	1=100	
	Late February, 2008	74	3	19	2	2=100	
<b>2004</b>	November, 2004	82	3	12	2	1=100	
	Mid-October, 2004	76	5	15	3	1=100	
	Early October, 2004	74	4	19	2	1=100	
	September, 2004	71	3	22	3	1=100	
	August, 2004	69	2	26	2	1=100	
	July, 2004	67	2	28	2	1=100	
	June, 2004	58	3	36	2	1=100	
	May, 2004	59	6	30	4	1=100	
	Late March, 2004	60	4	31	4	1=100	
	Mid-March, 2004	65	2	31	2	*=100	
	<b>2000</b>	November, 2000	72	6	19	2	1=100
		Late October, 2000	66	6	24	4	*=100
Mid-October, 2000		67	9	19	4	1=100	
Early October, 2000		60	8	27	4	1=100	
September, 2000		59	8	29	3	1=100	
July, 2000		46	6	45	3	*=100	
June, 2000		46	6	43	5	*=100	
May, 2000		48	4	42	5	1=100	
April, 2000		45	7	41	7	*=100	
<b>1996</b>		November, 1996	67	8	22	3	*=100
	October, 1996	65	7	26	1	1=100	
	Late September, 1996	61	7	29	2	1=100	
	Early September, 1996	56	3	36	4	1=100	
	July, 1996	55	3	41	1	*=100	
	June, 1996	50	5	41	3	1=100	
<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:**

Q.2 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]** 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.)	
		<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
a.	John McCain									
	Late May, 2008	46	12	34	44	20	24	1	9=100	
	April, 2008	48	11	37	40	17	23	2	10=100	
	March, 2008	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	
	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	
b.	Hillary Clinton									
	Late May, 2008	48	17	31	44	22	22	*	8=100	
	April, 2008	49	16	33	47	23	24	0	4=100	
	March, 2008	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	

**Q. 2 CONTINUED...**

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	Total	Very	Mostly	Total	Very	Mostly	Never Heard of	Can't rate/Ref
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
<b>c. Barack Obama</b>								
Late May, 2008	51	23	28	40	21	19	*	9=100
April, 2008	52	21	31	42	21	21	*	6=100
March, 2008	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

**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?

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

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

**ROTATE Q.3-Q.3A/Q.4-Q.4C BLOCKS**

**Q.3** 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.3 =3,9), ASK:**

**Q.3a** As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.3]?

**BASED ON REGISTERED VOTERS [N=1242]:**

	Apr <u>2008</u>	Mar <u>2008</u>	Late Feb <u>2008</u>
44 John McCain, the Republican	45	44	45
48 Hillary Clinton, the Democrat	49	49	50
8 Other/Don't know (VOL.)	6	7	5
100	100	100	100

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

**ROTATE Q.3-Q.3A/Q.4-Q.4C BLOCKS**

Q.4 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.4 =3,9), ASK:**

Q.4a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.4]?

**BASED ON REGISTERED VOTERS [N=1242]:**

		Apr <u>2008</u>	Mar <u>2008</u>	Late Feb <u>2008</u>
44	John McCain, the Republican	44	43	43
47	Barack Obama, the Democrat	50	49	50
<u>9</u>	Other/Don't know (VOL.)	<u>6</u>	<u>8</u>	<u>7</u>
100		100	100	100

**IF RESPONDENT CHOSE JOHN MCCAIN (Q.4=1 OR Q.4a=1):**

Q.4b Would you say that your choice is more a vote FOR John McCain or more a vote AGAINST Barack Obama?

**IF RESPONDENT CHOSE BARACK OBAMA (Q.4=2 OR Q.4a=2):**

Q.4c Would you say that your choice is more a vote FOR Barack Obama or more a vote AGAINST John McCain?

**BASED ON REGISTERED VOTERS [N=1242]:**

	----- MCCAIN-----				----- OBAMA-----				Other/ DK
	<u>Total</u>	Pro- Mc- Cain	Anti- Ob- ama	DK	<u>Total</u>	Pro- Ob- ama	Anti- Mc- Cain	DK	
May, 2008	<b>44</b>	28	14	2	<b>47</b>	35	11	1	<b>9=100</b>
Late Feb, 2008	<b>43</b>	27	14	2	<b>50</b>	38	10	2	<b>7=100</b>

**TREND FOR COMPARISON**

	----- KERRY -----				----- BUSH -----				Other/ DK
	<u>Total</u>	Pro- Kerry	Anti- Bush	DK	<u>Total</u>	Pro- Bush	Anti- Kerry	DK	
<b>2004</b>									
Nov	<b>46</b>	20	23	3	<b>45</b>	34	9	2	<b>9=100</b>
Mid-Oct	<b>45</b>	18	24	3	<b>45</b>	32	10	3	<b>10=100</b>
Early Oct	<b>41</b>	15	23	3	<b>48</b>	36	10	2	<b>11=100</b>
Sept	<b>43</b>	15	26	2	<b>49</b>	38	9	2	<b>8=100</b>
Aug	<b>47</b>	20	24	3	<b>45</b>	34	8	3	<b>8=100</b>
June	<b>46</b>	17	27	2	<b>48</b>	35	11	2	<b>6=100</b>
May	<b>50</b>	15	32	3	<b>45</b>	33	10	2	<b>5=100</b>
Late Mar	<b>47</b>	17	27	3	<b>46</b>	36	8	2	<b>7=100</b>
Mid-Mar	<b>52</b>	21	29	2	<b>43</b>	34	7	2	<b>5=100</b>
Feb	<b>47</b>	15	30	2	<b>47</b>	39	6	2	<b>6=100</b>

**Q.4B/Q.4C TREND FOR COMPARISON CONTINUED...**

	----- GORE -----				----- BUSH -----				Other/ DK
	Total	Pro- Gore	Anti- Bush	DK	Total	Pro- Bush	Anti- Gore	DK	
<b>2000</b>									
Nov	<b>45</b>	29	14	2	<b>41</b>	27	12	2	<b>14=100</b>
Sept	<b>47</b>	30	14	3	<b>41</b>	24	14	3	<b>12=100</b>

	----- CLINTON -----				----- DOLE -----				----- PEROT -----				Other/ DK
	Total	Pro- Clinton	Anti- other	DK	Total	Pro- Dole	Anti- other	DK	Total	Pro- Perot	Anti- other	DK	
<b>1996</b>													
Nov	<b>51</b>	33	15	3	<b>32</b>	15	15	2	<b>9</b>	4	5	*	<b>8=100</b>
Oct	<b>51</b>	33	16	2	<b>34</b>	15	18	1	<b>8</b>	4	4	*	<b>7=100</b>
Sept	<b>52</b>	35	15	2	<b>34</b>	16	17	1	<b>8</b>	3	5	0	<b>6=100</b>
Mar	<b>53</b>	30	20	3	<b>41</b>	15	25	1	--	--	--	--	<b>6=100</b>

	----- CLINTON -----				----- BUSH, Sr. -----				----- PEROT -----				Other/ DK
	Total	Pro- Clinton	Anti- other	DK	Total	Pro- Bush	Anti- other	DK	Total	Pro- Perot	Anti- other	DK	
<b>1992</b>													
Late Oct	<b>44</b>	25	17	2	<b>34</b>	19	13	2	<b>19</b>	10	7	2	<b>3=100</b>
Early Oct	<b>48</b>	23	22	3	<b>35</b>	19	13	3	<b>8</b>	3	5	*	<b>9=100</b>
Sept	<b>53</b>	21	29	3	<b>38</b>	20	16	2	--	--	--	--	<b>9=100</b>
Aug	<b>57</b>	27	28	2	<b>37</b>	20	16	1	--	--	--	--	<b>6=100</b>
Mar	<b>44</b>	13	29	2	<b>49</b>	32	15	2	--	--	--	--	<b>7=100</b>

	----- DUKAKIS -----				----- BUSH, Sr. -----				Other/ DK
	Total	Pro- Dukakis	Anti- Bush	DK	Total	Pro- Bush	Anti- Dukakis	DK	
<b>1988</b>									
Oct	<b>42</b>	23	15	4	<b>50</b>	31	16	3	<b>8=100</b>
Sept	<b>44</b>	21	19	4	<b>50</b>	31	15	4	<b>6=100</b>
May	<b>53</b>	23	26	4	<b>40</b>	26	11	3	<b>7=100</b>

**ASK IF UNFAVORABLE VIEW OF BARACK OBAMA (Q.2c=3,4):**

**RANDOMIZE U.1/U.2/U.3**

U.1 Earlier you mentioned that you have an unfavorable view of Barack Obama? What is it about Barack Obama that you don't like? Is it [READ AND ROTATE]?

**BASED ON THOSE WITH UNFAVORABLE VIEW OF OBAMA [N=642]:**

- 15 The kind of person he is [OR]
- 54 His political beliefs
- 15 Both (VOL.-DO NOT READ)
- 10 Neither (VOL.-DO NOT READ)
- 6 Don't know (VOL. DO NOT READ)
- 100



**ASK IF UNFAVORABLE VIEW OF JOHN MCCAIN (Q.2a=3,4):**

**RANDOMIZE U.1/U.2/U.3**

U.2 Earlier you mentioned that you have an unfavorable view of John McCain? What is it about John McCain that you don't like? Is it [READ AND ROTATE]?

**BASED ON THOSE WITH UNFAVORABLE VIEW OF MCCAIN [N=643]:**

11 The kind of person he is [OR]  
 69 His political beliefs  
 11 Both (VOL.-DO NOT READ)  
 4 Neither (VOL.-DO NOT READ)  
 5 Don't know (VOL. DO NOT READ)  
 100

**ASK IF UNFAVORABLE VIEW OF HILLARY CLINTON (Q.2b=3,4):**

**RANDOMIZE U.1/U.2/U.3**

U.3 Earlier you mentioned that you have an unfavorable view of Hillary Clinton? What is it about Hillary Clinton that you don't like? Is it [READ AND ROTATE]?

**BASED ON THOSE WITH UNFAVORABLE VIEW OF CLINTON [N=692]:**

28 The kind of person she is [OR]  
 38 Her political beliefs  
 23 Both (VOL.-DO NOT READ)  
 7 Neither (VOL.-DO NOT READ)  
 4 Don't know (VOL. DO NOT READ)  
 100

**QUESTION B.1 HELD FOR FUTURE RELEASE**

**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.) No	(VOL.) Other	(VOL.) DK/ Ref	Lean Rep	Lean Dem
	Republican	Democrat	Independent	Preference	Party			
Late May, 2008	25	35	35	2	*	3=100	13	15
April, 2008	24	37	31	5	1	2=100	11	15
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

**PARTY/PARTYLN CONTINUED...**

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No <u>Preference</u>	(VOL.) Other <u>Party</u>	(VOL.) DK/ <u>Ref</u>	<i>Lean</i> <u>Rep</u>	<i>Lean</i> <u>Dem</u>
Mid-January, 2007	24	35	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	4	*	3=100	12	18
<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 OF DEMOCRATS AND DEMOCRATIC LEANING RVs [(PARTY=2 OR PARTYLN=2) AND REGICERT=1] ONLY:**

Thinking about the Democratic nomination...

Q.5 Which Democratic candidate 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]:**

		Late		Early		WITHOUT GORE							WITH GORE			
		Apr	Mar	Feb	Feb	Jan	Dec	Nov	Oct	Sept	July	Apr	Mar	July	April	Mar
		<u>2008</u>	<u>2008</u>	<u>2008</u>	<u>2008</u>	<u>2008</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2007</u>
54	Barack Obama	47	49	49	38	31	26	23	24	25	24	27	28	21	24	26
41	Hillary Clinton	45	39	40	46	46	46	45	45	42	44	39	39	40	34	35
n/a	John Edwards	n/a	n/a	n/a	n/a	13	14	12	12	14	13	21	19	18	16	*
n/a	Dennis Kucinich	n/a	n/a	n/a	n/a	4	3	1	4	2	3	1	*	2	1	*
n/a	Bill Richardson	n/a	n/a	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	n/a	n/a	2	3	2	2	3	1	2	2	1	1
n/a	Chris Dodd	n/a	n/a	n/a	n/a	n/a	*	1	1	1	1	*	*	1	*	*
n/a	Mike Gravel	n/a	n/a	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	n/a	n/a	--	--	--	12	14	12
0	Other (VOL.)	*	0	0	1	*	*	2	*	1	1	*	*	1	*	0
1	None of them (VOL.)	2	1	2	1	1	2	1	3	2	3	5	4	2	5	3
3	Don’t know (VOL.)	6	9	8	12	4	3	9	7	8	6	3	5	6	2	5
<u>1</u>	Refused (VOL.)	<u>*</u>	<u>2</u>	<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	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.6 Do you think the fact that the contest between Clinton and Obama is still going on is a good thing or a bad thing for the Democratic Party?<sup>1</sup>

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

		Apr	Mar	Late Feb
		<u>2008</u>	<u>2008</u>	<u>2008</u>
38	Good thing	35	44	57
48	Bad thing	51	41	27
<u>14</u>	Don’t know/Refused (VOL.)	<u>14</u>	<u>15</u>	<u>16</u>
100		100	100	100

<sup>1</sup> In April 2008 and earlier, the question asked: “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?”

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

Q.7 If Barack Obama becomes the Democratic nominee, would you like to see him pick Hillary Clinton as his vice presidential running mate, or not?<sup>2</sup>

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

		<u>March 2008</u>
53	Yes	59
38	No	34
<u>9</u>	Don't know/Refused (VOL.)	<u>7</u>
100		100

**NO QUESTION 8**

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

Q.9 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?]

**IF ANSWER GIVEN IN Q.9 (Q.9=1,2), ASK:**

Q.10 Do you think that's a good thing or a bad thing?

**BASED ON REGISTERED VOTERS [N=1242]:**

		<u>March 2008</u>
44	Continue Bush's policies	46
4	Good thing	--
37	Bad thing	--
2	Mixed/neither (VOL.)	--
1	Don't know/Refused (VOL.)	--
45	Take country in a different direction	43
36	Good thing	--
4	Bad thing	--
2	Mixed/neither (VOL.)	--
3	Don't know/Refused (VOL.)	--
<u>11</u>	Don't know/Refused (VOL.)	<u>11</u>
100		100

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

**ROTATE Q.11 AND Q.12**

Q.11 So far in the Democratic nomination contest has the fact that Hillary Clinton is a woman helped her, hurt her, or has it not made a difference?

**BASED ON REGISTERED VOTERS [N=1242]:**

24	Helped her
20	Hurt her
51	Has not made a difference
<u>5</u>	Don't know/Refused (VOL.)
100	

---

2 In March 2008, the question asked: "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?"

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

**ROTATE Q.11 AND Q.12**

Q.12 So far in the Democratic nomination contest has the fact that Barack Obama is African American helped him, hurt him, or has it not made a difference?

**BASED ON REGISTERED VOTERS [N=1242]:**

22	Helped him
14	Hurt him
57	Has not made a difference
<u>7</u>	Don't know/Refused (VOL.)
100	

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

**ROTATE Q.13 AND Q.14**

Q.13 How much would you say you know about where John McCain stands on the issues that are important to the country? [READ]

**BASED ON REGISTERED VOTERS [N=1242]:**

34	A lot
44	Some
13	Not much
6	Nothing at all
<u>3</u>	Don't know/Refused (VOL.-DO NOT READ)
100	

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

**ROTATE Q.13 AND Q.14**

Q.14 How much would you say you know about where Barack Obama stands on the issues that are important to the country? [READ]

**BASED ON REGISTERED VOTERS [N=1242]:**

39	A lot
41	Some
12	Not much
5	Nothing at all
<u>3</u>	Don't know/Refused (VOL.-DO NOT READ)
100	

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

Now I'd like to ask about how important some issues are to you...

Q.15 In making your decision about who to vote for this fall, will the issue of [INSERT ITEM; RANDOMIZE] be very important, somewhat important, not too important, or not at all important? How about [NEXT ITEM]? [IF NECESSARY: How important will the issue of [ITEM] be to you?] [INTERVIEWER: PLEASE RE-READ RESPONSE OPTIONS EVERY THREE OR FOUR ITEMS]

**BASED ON REGISTERED VOTERS [N=1242]:**

		<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not too</u> <u>Important</u>	<u>Not at all</u> <u>Important</u>	<u>Don't Know/</u> <u>Refused</u>
a.	The economy					
	Late May, 2008	88	9	1	1	1=100
	October, 2007	79	18	1	1	1=100
	June, 2007	74	22	2	1	1=100
	Mid-October, 2004	78	18	3	1	*=100
	August, 2004	76	22	1	1	*=100
b.	Iraq					
	Late May, 2008	72	20	4	2	2=100
	October, 2007	76	18	2	2	2=100
	June, 2007	73	20	3	3	1=100
	Mid-October, 2004	74	20	3	2	1=100
	August, 2004	70	24	3	2	1=100
c.	Terrorism					
	Late May, 2008	68	23	6	2	1=100
	October, 2007	69	22	5	3	1=100
	June, 2007	69	24	4	2	1=100
	Mid-October, 2004	77	17	3	2	1=100
	August, 2004	75	19	3	2	1=100
d.	Abortion					
	Late May, 2008	40	27	15	15	3=100
	October, 2007	39	26	17	13	5=100
	June, 2007	40	30	13	14	3=100
	Mid-October, 2004	47	27	12	11	3=100
	August, 2004	45	25	13	14	3=100
e.	Immigration					
	Late May, 2008	54	32	9	3	2=100
	October, 2007	56	31	7	4	2=100
	June, 2007	54	34	7	3	2=100
f.	Energy					
	Late May, 2008	77	20	2	*	1=100
	October, 2007	65	28	3	2	2=100
	June, 2007	61	32	4	2	1=100
	Mid-October, 2004	54	37	6	2	1=100
	August, 2004	53	40	6	*	1=100

**Q.15 CONTINUED...**

		<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not too</u> <u>Important</u>	<u>Not at all</u> <u>Important</u>	<u>Don't Know/</u> <u>Refused</u>
g.	Taxes					
	Late May, 2008	68	24	5	2	1=100
	October, 2007	63	28	6	1	2=100
	June, 2007	62	29	7	2	*=100
	Mid-October, 2004	59	31	7	2	1=100
h.	Health care					
	Late May, 2008	78	17	3	2	*=100
	October, 2007	76	18	4	1	1=100
	June, 2007	71	23	4	2	*=100
	Mid-October, 2004	73	22	4	1	*=100
	August, 2004	72	21	5	2	*=100
i.	The environment					
	Late May, 2008	62	27	8	3	*=100
	October, 2007	58	31	8	2	1=100
	June, 2007	55	36	6	3	*=100
	Mid-October, 2004	53	37	7	2	1=100
	August, 2004	55	35	7	3	*=100
j.	Moral values					
	Late May, 2008	62	24	7	6	1=100
	October, 2007	61	26	7	4	2=100
	Mid-October, 2004	63	23	8	4	2=100
	August, 2004	64	25	6	4	1=100
k.	The federal budget deficit					
	Late May, 2008	69	21	4	3	3=100
	October, 2007	61	28	8	1	2=100
	Mid-October, 2004	57	32	7	3	1=100
	August, 2004	55	35	7	3	*=100
l.	Education					
	Late May, 2008	78	17	3	1	1=100
	October, 2007	75	21	2	1	1=100
	Mid-October, 2004	75	20	3	2	*=100
	August, 2004	70	26	3	1	*=100
m.	Jobs					
	Late May, 2008	78	17	3	1	1=100
	October, 2007	71	23	3	2	1=100
	Mid-October, 2004	76	19	4	1	*=100
n.	Gay marriage					
	Late May, 2008	28	21	19	29	3=100
	October, 2007	22	21	21	32	4=100
	Mid-October, 2004	32	22	19	24	3=100
	August, 2004	34	19	15	30	2=100

**NO ITEM o.**

**Q.15 CONTINUED...**

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not too Important</u>	<u>Not at all Important</u>	<u>Don't Know/Refused</u>
p.	Social Security					
	Late May, 2008	75	19	4	1	1=100
	October, 2007	68	25	5	2	*=100
	Mid-October, 2004	65	27	6	2	*=100
q.	Trade policy					
	Late May, 2008	51	38	6	1	4=100

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

Q.16 Regardless of who you support, which one of the presidential candidates — **[ROTATE ORDER OF CANDIDATES]** John McCain or Barack Obama — do you think would do the best job of **[INSERT ITEM; RANDOMIZE; OBSERVE FORM SPLITS. IF RESPONDENT MENTIONS ANYONE OTHER THAN MCCAIN OR OBAMA PROBE ONCE: "If you had to choose between McCain and Obama. . .?"]**

**BASED ON REGISTERED VOTERS [N=1242]:**

**ASK ALL REGISTERED VOTERS:**

		<u>John McCain</u>	<u>Barack Obama</u>	<u>(VOL.) Neither</u>	<u>(VOL.) DK/Ref.</u>
a.	Making wise decisions about what to do in Iraq				
	Late May, 2008	46	43	2	9=100
	April, 2008	50	38	5	7=100

**ASK FORM 1 ONLY [N=644]:**

b.F1	Improving economic conditions				
	Late May, 2008	36	51	4	9=100
	April, 2008	33	53	8	6=100

**ASK FORM 1 ONLY [N=644]:**

c.F1	Reflecting your views on social issues like abortion and gay rights				
	Late May, 2008	34	48	5	13=100

**ASK FORM 1 ONLY [N=644]:**

d.F1	Dealing with the nation's energy problems				
	Late May, 2008	33	51	5	11=100

**ASK FORM 2 ONLY [N=598]:**

e.F2	Dealing with taxes				
	Late May, 2008	44	39	5	12=100

**ASK FORM 2 ONLY [N=598]:**

f.F2	Improving the health care system				
	Late May, 2008	32	49	6	13=100

**ASK FORM 2 ONLY [N=598]:**

g.F2	Dealing with immigration				
	Late May, 2008	44	39	7	10=100



**Q.16 CONTINUED...**

**TREND FOR COMPARISON**

		<u>George</u> <u>W. Bush</u>	<u>Dem</u> <u>Candidate<sup>3</sup></u>	<u>(VOL.)</u> <u>Neither</u>	<u>(VOL.)</u> <u>DK/Ref.</u>
a.	Making wise decisions about what to do in Iraq				
	Mid October, 2004	47	41	4	8=100
	Early October, 2004	50	40	2	8=100
	September, 2004	51	39	3	7=100
	August, 2004	44	46	3	7=100
	May, 2004	44	41	4	11=100
	Late March, 2004	49	37	4	10=100
	Mid-March, 2004	47	45	2	6=100
b.F1	Improving economic conditions				
	Mid October, 2004	40	47	4	9=100
	Early October, 2004	40	46	5	9=100
	September, 2004	42	45	4	9=100
	August, 2004	37	52	3	8=100
	May, 2004	38	48	5	9=100
	Late March, 2004	39	44	6	11=100
	Mid-March, 2004	37	53	2	8=100
	Mid-October, 2000	37	49	3	11=100
	Early October, 2000	35	47	6	12=100
	September, 2000	38	46	5	11=100
	June, 2000	38	41	5	16=100
	March, 2000	42	46	4	8=100
e.F2	Dealing with taxes				
	Late October, 2000	45	41	5	9=100
	Mid-October, 2000	41	42	5	12=100
	Early October, 2000	39	42	6	13=100
	September, 2000	41	41	5	13=100
	June, 2000	41	34	7	18=100
	March, 2000	40	44	5	11=100
f.F2	Improving the health care system				
	Mid-October, 2004	34	50	8	8=100
	Early October, 2004	31	49	8	12=100
	Late September, 2004	32	48	7	13=100
	September, 2004	32	50	8	10=100
	August, 2004	29	55	5	11=100
	May, 2004	29	51	7	13=100
	Late March, 2004	33	46	6	15=100
	Mid-March, 2004	29	57	4	10=100
	Late-October, 2000	38	47	5	10=100
	Mid-October, 2000	37	48	4	11=100
	Early October, 2000	36	49	5	10=100
	September, 2000	32	51	6	11=100
	June, 2000	31	44	6	19=100
	March, 2000	31	51	6	12=100

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

Q.17 **[READ BEFORE FIRST ITEM ONLY: Thinking about foreign policy and national security...]** Do you think **[INSERT NAME; ROTATE]** would be too tough, not tough enough, or about right in his approach to foreign policy and national security issues?

**BASED ON REGISTERED VOTERS [N=1242]:**

	<u>Too tough</u>	<u>Not tough enough</u>	<u>About right</u>	<u>Don't know/refused</u>
a. John McCain				
Late May, 2008	22	16	51	11=100
Late February, 2008	25	16	47	12=100
b. Barack Obama				
Late May, 2008	3	43	43	11=100
Late February, 2008	3	43	39	15=100

**NO QUESTIONS 18-21**

**ASK ALL:**

Q.22 Now I'd like your opinion of some people and groups in the news. (First,) would you say your overall opinion of... **(INSERT ITEM; RANDOMIZE ITEMS a-c FOLLOWED BY ROTATED ITEMS d AND e)** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**

**ITEMS a THROUGH c HELD FOR FUTURE RELEASE**

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Never Heard of</u>	<u>Can't Rate</u>
d. Michelle Obama								
Late May, 2008	43	14	29	21	8	13	4	32=100
e. Cindy McCain								
Late May, 2008	40	8	32	18	6	12	5	37=100

**TREND FOR COMPARISON**

<b>Theresa Heinz Kerry:</b> Aug, 2004	43	15	28	30	13	17	8	19=100
<b>Tipper Gore:</b> May, 2000	52	12	40	19	8	11	8	21=100
<b>Elizabeth Dole:</b> April, 1996	43	11	32	26	9	17	5	26=100

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

Q.23 If Barack Obama is the Democratic candidate, 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?<sup>4</sup>

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

		March <u>2008</u>
61	Solidly unite	66
31	Keep many from supporting	25
<u>8</u>	Don't know/Refused (VOL.)	<u>9</u>
100		100

**TREND FOR COMPARISON:**

	Dem/Dem Leaning Registered Voters	
	<i>John Kerry</i> <sup>5</sup>	<i>Bill Clinton</i>
	July <u>2004</u>	July <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 REPUBLICAN AND REPUBLICAN LEANING REGISTERED VOTERS [(PARTY=1 OR PARTYLN=1] AND REGICERT=1):**

Q.24 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=506]:**

	March <u>2008</u>	Late Feb <u>2008</u>	<i>Bob Dole</i> July <u>1996</u>
63	Solidly unite	64	58
26	Keep many from supporting	22	32
<u>11</u>	Don't know (VOL.)	<u>14</u>	<u>10</u>
100		100	100

**NO QUESTIONS 25-28**

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4 In March 2008, the question asked "If Barack Obama wins the Democratic nomination...."

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

Turning to a different topic...

**ASK ALL:**

Q.29 Which is more important for the next president to focus on... domestic policy or foreign policy?

61 Domestic policy  
 22 Foreign policy  
 \* Neither (VOL.)  
 13 Both (VOL.)  
 4 Don't know/Refused (VOL.)  
 100

**QUESTIONS 30 THROUGH 32 HELD FOR FUTURE RELEASE**

**NO QUESTION 33**

**ASK ALL:**

On a different subject...

Q.34 Do you strongly favor, favor, oppose, or strongly oppose allowing gay and lesbian couples to marry legally?<sup>6</sup>

	----- FAVOR -----			----- OPPOSE -----			(VOL.) Don't know
	<u>Net</u>	<u>Strongly Favor</u>	<u>Favor</u>	<u>Net</u>	<u>Strongly Oppose</u>	<u>Oppose</u>	
Late May, 2008	38	15	23	49	29	20	13=100
November, 2007	36	12	24	54	29	25	10=100
August, 2007	36	13	23	55	31	24	9=100
Early January, 2007	37	13	24	55	33	22	8=100
Early November, 2006 (RVs)	30	10	20	57	31	26	13=100
July, 2006	35	12	23	56	31	25	9=100
June, 2006	33	13	20	55	32	23	12=100
March, 2006	39	10	29	51	28	23	10=100
July, 2005	36	13	23	53	31	22	11=100
December, 2004	32	14	18	61	38	23	7=100
August, 2004	29	8	21	60	35	25	11=100
July, 2004	32	10	22	56	33	23	12=100
Mid-March, 2004	32	10	22	59	35	24	9=100
Early February, 2004	30	9	21	63	42	21	7=100
November, 2003	30	10	20	62	41	21	8=100
October, 2003	30	9	21	58	33	25	12=100
Mid-July, 2003	38	10	28	53	30	23	9=100
March, 2001	35	8	27	57	34	23	8=100
June, 1996	27	6	21	65	41	24	8=100

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8 In 2007 and earlier, the question asked about "allowing gays and lesbians to marry legally." This question was included as part of a list of items in August and early January 2007, early November and March 2006, July 2005, December and early February 2004, November 2003, and mid-July 2003 and earlier.

**ASK ALL:**

Q.35 Do you strongly favor, favor, oppose, or strongly oppose allowing gay and lesbian couples to enter into legal agreements with each other that would give them many of the same rights as married couples?

	----- FAVOR -----			----- OPPOSE -----			(VOL.)
	<i>Strongly</i>			<i>Strongly</i>			Don't
	<u>Net</u>	<u>Favor</u>	<u>Favor</u>	<u>Net</u>	<u>Oppose</u>	<u>Oppose</u>	<u>know</u>
Late May, 2008	51	21	30	41	25	16	8=100
July, 2006	54	19	35	42	24	18	4=100
July, 2005	53	22	31	40	24	16	7=100
August, 2004	48	15	33	45	24	21	7=100
July, 2004	49	18	31	43	25	18	8=100
Mid-March, 2004	49	16	33	44	26	18	7=100
October, 2003	45	14	31	47	27	20	8=100

**QUESTIONS B.2 THROUGH B.4 HELD FOR FUTURE RELEASE**

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS  
MAY 22-25, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY  
TOPLINE  
N=1,004**

**QUESTIONS 1 THROUGH 4a PREVIOUSLY RELEASED**

**QUESTIONS 5 AND 6 HELD FOR FUTURE RELEASE**

Now thinking about the presidential campaign...

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]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
<b>ROTATE Q.7A AND Q.7B AS A BLOCK</b>				
a. Cindy McCain, John McCain's wife	8	46	46	*=100
b. Michelle Obama, Barack Obama's wife	21	55	24	*=100

**ITEMS c THROUGH e PREVIOUSLY RELEASED**