



**THE PEW RESEARCH CENTER**  
**For The People & The Press**

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

FOR RELEASE: THURSDAY, July 10, 2008, 2:00 PM

**McCain's Enthusiasm Gap, Obama's Unity Gap**  
**LIKELY RISE IN VOTER TURNOUT BODES WELL FOR DEMOCRATS**

**Also inside...**

- Swing vote swells
- Young voters following issues!
- Obama's donor advantage
- McCain leads on Iraq, Obama on the economy
- Race matters in general election
- Dems hold big congressional lead

*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>

## McCain's Enthusiasm Gap, Obama's Unity Gap

### LIKELY RISE IN VOTER TURNOUT BODES WELL FOR DEMOCRATS

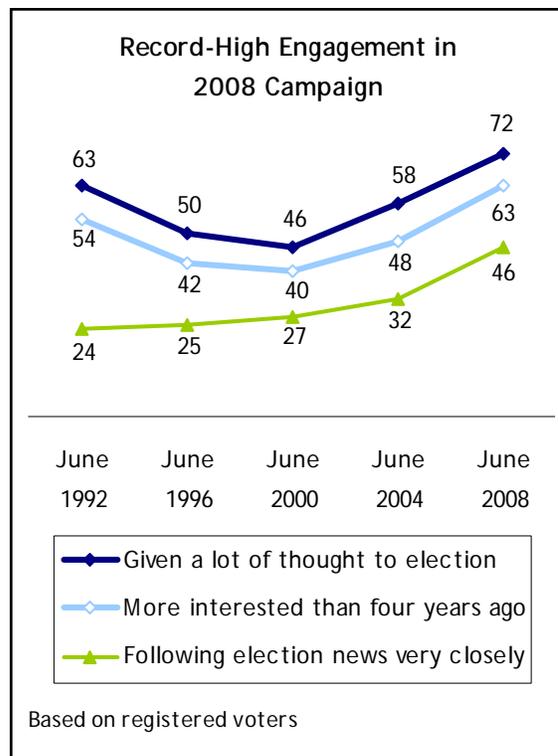
The outlook for the presidential election at mid-year is substantially different than at comparable points in time in recent campaigns. First, turnout is likely to be higher this fall – perhaps much higher than in previous elections – as voter interest continues at record levels. Second, as has been the case since the start of the campaign, Democrats enjoy a substantial engagement advantage over Republicans that may significantly alter the composition of the November electorate.

Third, while there has been considerable debate about whether Hillary Clinton's supporters will rally behind Barack Obama in the fall, it is clear that *both* candidates face formidable challenges in consolidating their bases. John McCain, the presumptive GOP nominee, has an enthusiasm problem. McCain engenders less strong support than does Obama and has much weaker support than George W. Bush did at this stage in his presidential campaigns.

While Obama draws more enthusiastic support, he has a unity problem. Clinton's former supporters have moved in Obama's direction since the primaries ended, but significant numbers remain undecided or say they might vote for McCain in the fall.

Finally, the middle of the electorate is reasserting itself in this election. There are more swing voters than there were at this point in the campaign four years ago. The proportion of self-proclaimed independents is up from 2004 and nearly half say they are uncertain about their vote choice.

The latest national survey by the Pew Research Center for the People & the Press, conducted June 18-29 among 2,004 Americans, finds greater public interest and engagement in the presidential election than during the five previous campaigns. Fully 72% say they are giving quite a lot of thought to this election – by far the highest percentage at this point in the campaign since 1988. The proportion saying they are more interested in politics this year than during the



previous campaign is greater than it has been since 1992. And public interest in campaign news has been consistently higher than in recent elections.

Compared with previous election cycles, voter engagement is up among all demographic groups, but has increased more among voters under age 50 than among older voters. Uncharacteristically, the youngest voters – those under age 30 – are at least as knowledgeable, and in some cases more knowledgeable, about candidates’ positions on Iraq and abortion than are older voters.

Strong and consistent interest and engagement suggests that voter turnout will likely be high in November, as it was during this year’s primaries. The new survey finds another potential parallel between the general election and the primaries: Democratic turnout could match or perhaps exceed Republican participation in November, just as it did in most states during the primaries.

Two unprecedented findings from the new survey support a potential Democratic turnout advantage. For the first time in Center polls conducted since 1992, a greater proportion of Democrats than Republicans are expressing strong interest in the campaign. Nearly eight-in-ten Democratic voters (77%) say they are giving a lot of thought to the election, up 18 points since June 2004. Republican engagement also has increased over this period (from 61% to 72%), but for the first time somewhat fewer GOP voters than Democrats say they are giving a lot of thought to the election.

Democrats Hold Engagement Advantage					
	June 1992	June 1996	June 2000	June 2004	June 2008
	%	%	%	%	%
<b>Given quite a lot of thought to election</b>					
All voters	63	50	46	58	72
Republican	63	55	56	61	72
Democrat	61	50	45	59	77
Independent	66	44	37	56	66
<i>R-D difference</i>	<i>+2</i>	<i>+5</i>	<i>+11</i>	<i>+2</i>	<i>-5</i>
<b>More interested than four years ago</b>					
All voters	54	42	40	48	63
Republican	54	45	46	48	51
Democrat	51	44	40	52	71
Independent	58	36	36	44	63
<i>R-D difference</i>	<i>+3</i>	<i>+1</i>	<i>+6</i>	<i>-4</i>	<i>-20</i>
<b>Following election news very closely*</b>					
All voters	24	25	27	32	46
Republican	20	26	30	34	44
Democrat	26	31	27	33	55
Independent	24	19	25	30	37
<i>R-D difference</i>	<i>-6</i>	<i>-5</i>	<i>+3</i>	<i>+1</i>	<i>-11</i>
<b>Very/Fairly satisfied with the candidates</b>					
All voters	35	47	64	65	60
Republican	45	50	73	75	49
Democrat	35	57	67	63	74
Independent	27	34	53	54	52
<i>R-D difference</i>	<i>+10</i>	<i>-7</i>	<i>+6</i>	<i>+12</i>	<i>-25</i>
<b>Really matters who wins</b>					
All voters	--	--	50	67	63
Republican	--	--	58	72	62
Democrat	--	--	52	67	70
Independent	--	--	43	62	55
<i>R-D difference</i>	<i>--</i>	<i>--</i>	<i>+6</i>	<i>+5</i>	<i>-8</i>

Based on registered voters.  
\*Figures for 1992 and 1996 on this question were from July surveys.

There is an even larger gap in the percentage of voters in each party saying they are now more interested in politics than they were during the previous campaign. About seven-in-ten Democratic voters (71%) report they are more interested in politics than they were four years ago, compared with barely half of Republican voters (51%). As with other measures of political engagement, in the past there were no partisan differences or Republicans held the advantage.

A second factor which may also contribute to a Democratic turnout advantage is that supporters of the Republican candidate, uncharacteristically, are less strongly committed to their choice than are supporters of the Democratic candidate. Overall, Obama leads McCain in the presidential horserace by 48% to 40%. Most voters who say they support Obama – 28% among the 48% – say they support him strongly. By contrast, only about a third of McCain’s backers say they support him strongly (14% of the 40%).

Throughout the 2004 campaign, Bush drew more strong than moderate support by margins of greater than two-to-one. Even in Bush’s first campaign, he consistently drew at least as much strong support as moderate support.

	May <u>1988</u> %	June <u>1992</u> %	June <u>1996</u> %	June <u>2000</u> %	Aug <u>2004</u> %	June <u>2008</u> %
Dem candidate	53	41	55	46	47	48
<i>Strongly</i>	14	9	22	18	28	28
Rep candidate	40	46	40	45	45	40
<i>Strongly</i>	12	13	13	20	32	14
Other/DK	<u>7</u> 100	<u>13</u> 100	<u>5</u> 100	<u>9</u> 100	<u>8</u> 100	<u>12</u> 100
Candidates:	Dukakis Bush	Clinton Bush	Clinton Dole	Gore Bush	Kerry Bush	Obama McCain
Based on registered voters.						

McCain is not getting as much strong support from conservatives and white evangelicals as Bush did in 2000 and 2004. While these groups support McCain over Obama by wide margins, they are doing so with less than their typical enthusiasm for GOP candidates.

There are other indications that Democrats are more enthusiastic about the election than are Republicans. Far more Democratic voters than Republican voters express satisfaction with the field of candidates (74% vs. 49%). Republican voters’ satisfaction with the candidates is now not much higher than it was in June 1996, during Bob Dole’s unsuccessful campaign (50% satisfied). In addition, 33% of Republican voters say it is hard to choose between the candidates because neither would make a good president; just 21% of Democratic voters express this view.

A positive note for the Republicans is that McCain is now winning the support of 79% of those who supported his former Republican rivals. By contrast, just 69% of former Clinton supporters say they now back Obama. The putative Democratic candidate is attracting more Clinton supporters than earlier in the campaign (59% in May). However, as many as three-in-ten former Clinton supporters now say they will vote for McCain (17%), vote for someone else (2%) or are undecided (12%).

### More Swing Voters Than in '04

Overall, McCain and Obama draw identical proportions of their own party's voters – 82% of Republicans support McCain while the same percentage of Democrats backs Obama. Independents remain evenly split, as was the case in late May; 42% support Obama while 41% support McCain.

Compared with four years ago, a much greater share of independents are either undecided or say they might change their minds between now and the election. Nearly half of independents (46%) are undecided or may change their minds, up from 28% in June 2004.

	Feb %	Mar %	Apr %	May %	June %
Obama	64	63	61	59	69
McCain	28	32	30	28	17
Other	2	2	4	4	2
Don't know	<u>6</u>	<u>3</u>	<u>5</u>	<u>9</u>	<u>12</u>
	100	100	100	100	100
N	245	253	281	277	333

Based on Democratic and Democratic-leaning registered voters who favored Hillary Clinton as the party's nominee.

At this stage, Obama is running better among voters under age 50 than either Kerry or Al Gore, the previous Democratic nominees. Yet Obama trails McCain by seven points (44% to 37%) among voters ages 65 and older; four years ago, Kerry led Bush by 12 points among these voters. Obama also is trailing McCain slightly among white Catholics, a key swing group that was evenly divided at this stage four years ago but that ultimately voted Republican.

### Issues and Candidate Traits

The survey finds new evidence that rising energy prices are reshaping the campaign's issues agenda. As in April, more voters want the candidates to discuss the economy than any other issue. However, about as many voters now say they want the candidates to address energy and gas prices as the war in Iraq (17% energy vs. 19% Iraq). And energy has far surpassed health care as an issue that voters want the candidates to discuss.

<i>Issue you most want candidates to discuss...</i>	Nov 2007 %	April 2008 %	June 2008 %
Economy	15	44	44
Iraq	32	24	19
Energy/gas	2	7	17
Health care	22	14	9
Terrorism	5	4	3
Jobs	3	5	3
Immigration	8	3	3

Based on registered voters. Open-ended question; most frequent responses shown. Respondents could offer multiple responses.

Obama continues to lead McCain by a wide margin as the candidate better able to improve economic conditions (51% to 31%). McCain's strengths continue to be in foreign policy and national security: by 55% to 31%, more voters say McCain could better defend the country against terrorism and, by a more modest 47%-41% edge, say he is the candidate better able to make wise decisions about Iraq.

Voters see the candidates' personal strengths and weaknesses in starkly different terms. Fully 74% of voters, including a solid majority of McCain supporters (58%), say that Obama rather than McCain "has new ideas." McCain holds about a two-to-one advantage in views of which candidate is "personally qualified to be president" (55% to 27%). In previous campaigns, voters' assessments of the candidates' traits were more evenly balanced.

An analysis of the survey indicates that highly conservative views on race continue to be an important correlate of lack of support for Obama. In fact, it appears to be somewhat more of a correlate of choice in the general election than it was during the nomination contests.

Nonetheless, Obama's support level among working class whites is comparable to that for Gore and Kerry, even though he struggled with this group in the primaries, and they express relatively conservative views on race in this poll. But Obama is not getting as much support as did his two predecessors from another conservative voting bloc – older white voters.

While conservative views on race continue to be a correlate of lack of support for Obama, the candidate's lack of experience is the voters' biggest qualm about him. Fully 40% of those who do not support Obama cite his experience as what they like least about him; at this stage during the previous two campaigns, fewer than one-in-ten voters pointed to Kerry and Gore's experience as a negative.

In this regard, nearly twice as many voters believe the fact that Obama is new to national politics will hurt him in the election as say that the fact that he is African American will hurt him (42% vs. 22%). But even more voters (51%) say that the fact that McCain is 71-years-old will hurt his chances this fall.

### *Other findings*

- A majority of voters (55%) give Obama a grade of A or B for convincing them to vote for him. That is a higher grade than for any Democratic or Republican candidate in the past three campaigns. By contrast, just 32% give McCain a grade of A or B.

- A small but stable minority of voters (12%) of voters believe that Obama is a Muslim. That is about the same percentage that said Obama was a Muslim in March (10%).
- Most Democratic and Democratic-leaning women voters (60%) want Obama to choose Hillary Clinton as his running mate. But voters who supported Obama in the Democratic primaries remain cool to this idea.
- A quarter of liberal Democrats say they have contributed money to a presidential candidate in the past year, about double the proportion of conservative Republicans who have donated (13%).
- Democrats who favored Clinton for the nomination remain critical of Obama. Just 35% say he is more personally qualified than McCain to be president; former Clinton supporters are split as to whether McCain or Obama could better deal with terrorist threats.
- Conservative Republican voters are decidedly less optimistic about their party's chances in the fall than they were just a few months ago. Just 49% say McCain is mostly likely to win, down from 71% in April.

#### **ABOUT THE SURVEY**

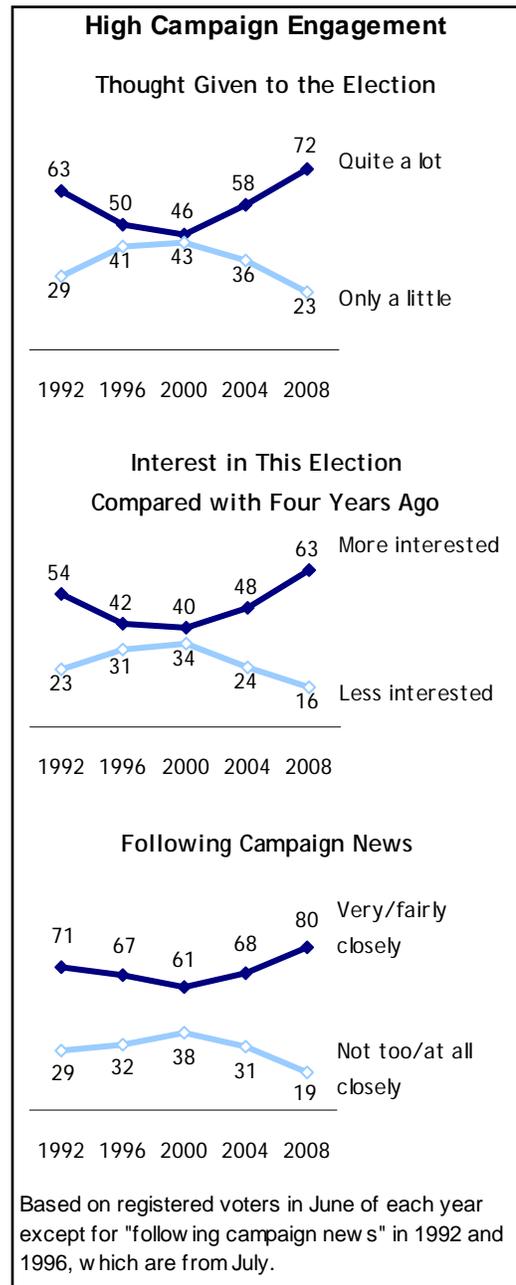
This study is based on telephone interviews conducted June 18-29, 2008 among a nationwide sample of 2,004 adults, 18 years of age or older, including an oversample of 200 young adults ages 18-29. Interviews were conducted by landline telephone (1,501 respondents) as well as cell phone (503 respondents, including 162 who had no landline telephone). The margin of error for the total sample is plus or minus 2.5 percentage points, while the margin of error for registered voters (1,574 respondents) is plus or minus 3.0 percentage points. More information about the methods of the study can be found at the end of the report.

## SECTION 1: CAMPAIGN INTEREST AND ENGAGEMENT

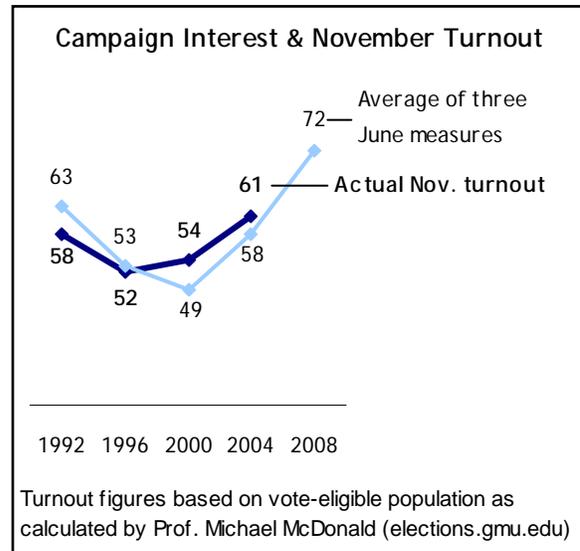
If current levels of voter engagement and interest in the 2008 campaign are any measure, the 2008 election could have historically high levels of voter turnout. Fully 72% of registered voters say they have given “quite a lot of thought” to the coming presidential election. In June 2004, 58% expressed a comparable level of engagement, which at the time represented the highest June engagement since the previous peak of 63% in 1992.

Similarly, 63% of voters say they are “more interested in politics this year” than they were in 2004. In June of 2004 just 48% expressed this view, and only 40% said the same in June 2000. Interest in campaign news also is at a record high – eight-in-ten are following news about the campaign either very closely (46%) or fairly closely (34%). Four years ago, just 32% were following very closely, and in 2000 the comparable figure was 27%.

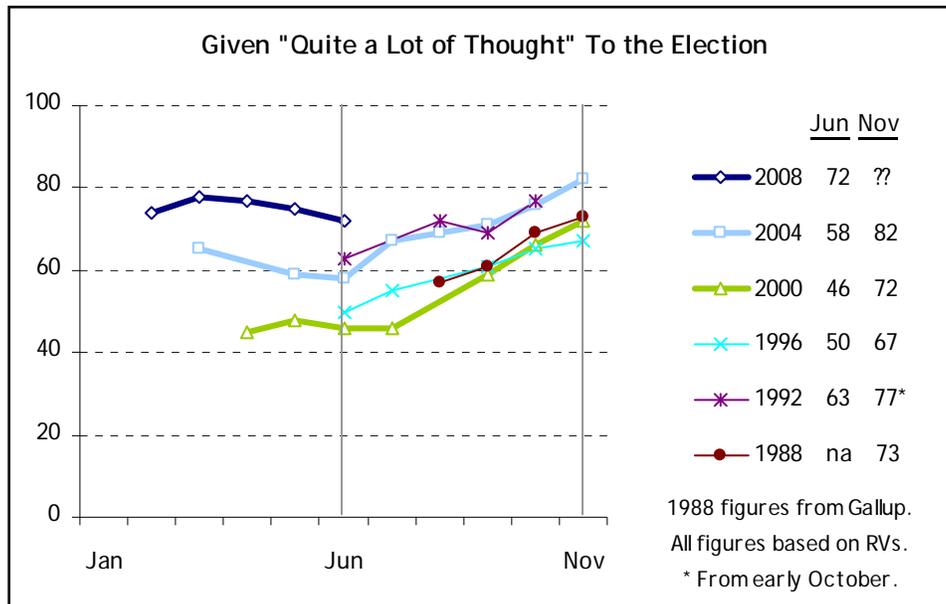
By nearly every measure, the 2000 election represented a low in voter engagement. In June of that year, just 46% said they had given quite a lot of thought to the coming election, while nearly as many (43%) said they had given “only a little thought” to the choice ahead of them. Similarly, the share of voters who were giving little or no attention to campaign news was double what it is today (38% in June 2000 vs. 19% today).



While the election is still four months away, these indicators of voter engagement taken in June of each election year provide a useful, though imperfect, preview of overall turnout levels on Election Day. A simple average of these three measures taken in June of each election year tracks fairly closely with actual turnout levels as a percent of the eligible voting population. If this correlation were to continue, overall turnout could be substantially higher in 2008 than the already high levels of 2004.



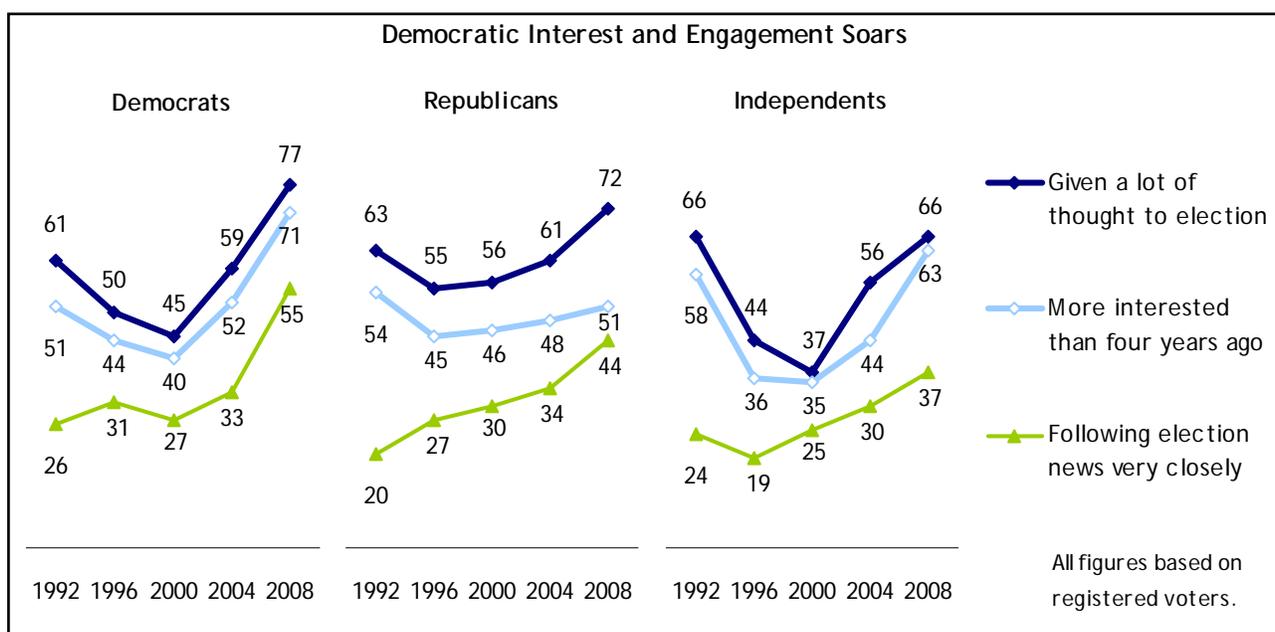
Voter engagement typically increases substantially between June and Election Day as the campaign gains increased media and public attention. For example, in June 2004, 58% of voters said they had given quite a lot of thought to the election, but by the weekend before Election Day this figure rose to 82%.



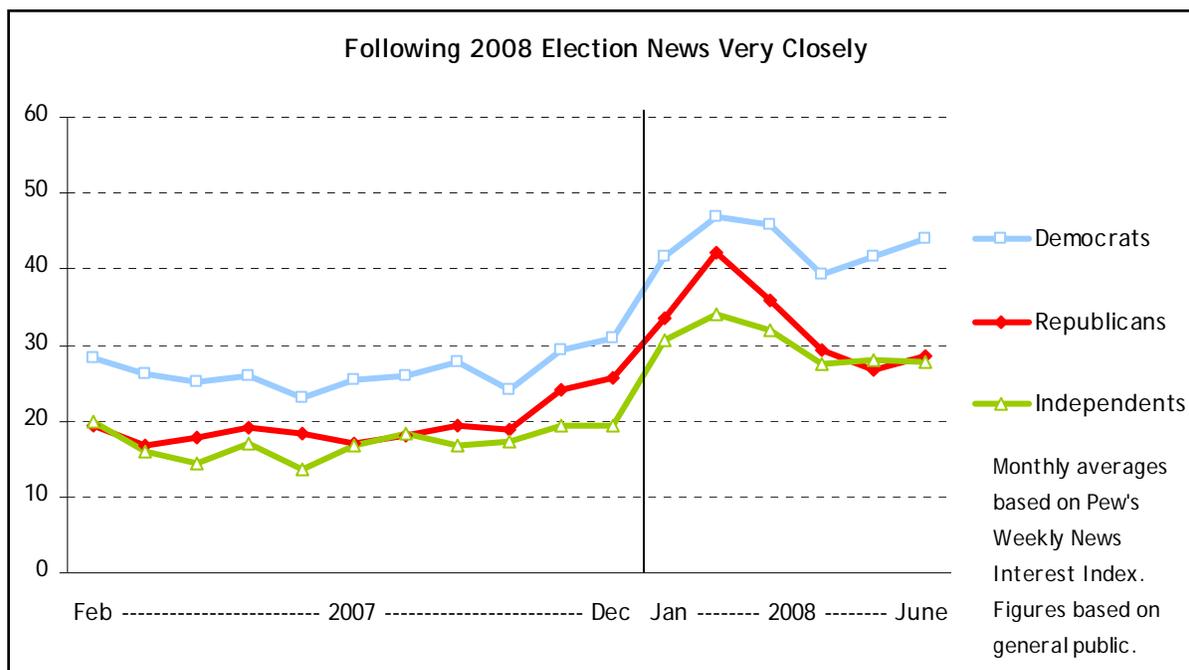
With 72% of voters already giving a lot of thought to the election this year, voter engagement is on a record pace. In fact, the current level of engagement is already as high as it was on the eve of Election Day in 2000 and 1988, and is five points higher than in the election weekend survey of 1996. In other words, by this and other measures voter engagement is already as high as it was at the *end* of three of the last five election cycles, and if history is any guide, is likely to only get stronger between now and November.

## Democratic Engagement Increases

Engagement is up across the board this election cycle, but the increase is far greater among Democrats than among Republicans. For the first time since Pew began tracking these election measures in 1992, Democratic engagement in the 2008 election cycle is higher than Republican engagement across all three key measures. Slightly more Democrats than Republicans have given quite a lot of thought to the election (77% vs. 72%); Democrats are more likely than Republicans to say their interest in politics is greater than four years ago (71% vs. 51%); and Democrats are following campaign news more closely than are Republicans (55% vs. 44% “very closely”). In June 2004, there was no more than a three-point difference between Democrats and Republicans on any of these measures.



While the partisan differences this year may reflect the particular nature of the primary season – with a highly competitive and historic Democratic primary contest garnering the bulk of media and public attention – there are no signs that the partisan gap in engagement is waning with the primaries over and attention turning to the general election.



Since the first stages of the primary campaigns in early 2007, Democrats have consistently followed campaign news more closely than have Republicans, and if anything the gap is widening as the focus turns to the general election season. The weekly *News Interest Index* survey has tracked public attention in 72 weeks of the campaign, and when the data is compiled into monthly averages, the consistent gap in interest across partisan lines is apparent. From February through December of 2007, Democrats were, on average, seven-points more likely than Republicans to be following campaign news very closely.

Interest in campaign news spiked in the early part of 2008, peaking in February around Super Tuesday. Since McCain sewed up the GOP nomination, Republican interest in campaign news dropped off substantially, while Democratic interest has remained notably high. And even after Barack Obama clinched the Democratic nomination on June 3 and Hillary Clinton conceded on June 7, Democratic interest has remained far higher than Republican interest. In the last three weeks of June, the share of Democrats following campaign news very closely has exceeded the share of Republicans by 16 points. In fact, Republican interest is no higher than interest among political independents, who typically pay the least attention to week-to-week political news.

## Youth Engagement Rises Most

Attentiveness to the 2008 campaign is registering at record highs across all age groups, but the rise is more substantial among younger voters. The gap between the number of younger and older voters who have given “quite a lot of thought” to the election is smaller than it has ever been in the June election year surveys, and the share of 18-29 year olds who are following campaign news “very closely” is double what it was in June of 2000.

But it is not only the very youngest voters who are tuning in at remarkably high rates this year. The gains in attentiveness are greater among voters younger than 50. In June 2000, 39% of voters younger than 50 had given a lot of thought to the campaign, compared with 54% of those 50 and older – a 15-point gap. Today, the gap is just 3 points, as 71% of those younger than 50 and 74% of those 50 and older have given a lot of thought to the campaign. Similarly, as the percentage following campaign news very closely has virtually doubled among those younger than 50 (from 22% in 2000 to 43% today) it has gone up by 17 points (from 33% to 50%) among those 50 and older.

Younger voters have always been more likely to say they are more interested in politics today than they were four years ago – reflecting the fact that for most this is only the first or second presidential election in which they have participated. By contrast, in every election from 1992 to 2004 most voters age 50 and over said they were no more interested in politics than they had been during the previous election. Once again, 2008 stands out in contrast, with a clear majority of voters of all ages saying they are more interested in politics this year.

### Election Interest Up Across All Age Groups

	June 1992	June 1996	June 2000	June 2004	June 2008	00-08 change
Quite a lot of thought given to the election	63	50	46	58	72	+26
18-29	52	35	35	53	67	+32
30-49	65	49	41	54	74	+33
50-64	68	56	54	65	74	+19
65+	63	56	55	62	72	+17
More interested in politics than four years ago	54	42	40	48	63	+23
18-29	67	59	54	67	69	+15
30-49	57	43	39	46	64	+25
50-64	50	35	37	43	62	+25
65+	43	29	36	44	55	+19
Following election news very closely*	24	25	27	32	46	+19
18-29	12	27	20	28	40	+20
30-49	20	22	23	27	45	+22
50-64	32	24	32	36	50	+18
65+	30	34	35	41	49	+14

Based on registered voters.

\* 1992 news interest data from July.

## Religion, Race and Turnout

One factor in the 2000 and 2004 elections that benefited George W. Bush was a notably high level of engagement among white evangelical Protestants in both years, who favored Bush by overwhelming margins. But the differential in engagement across religious groups is far less noticeable in 2008 compared with the past two cycles.

In 2000 and 2004, white evangelicals were giving substantially more thought to the election than other voters, and while they, like voters overall, are even more engaged in the 2008 election, the gains have been smaller and the gap between evangelicals and others is no longer substantial. Currently 74% of white evangelical Protestants have given a lot of thought to the election, up nine points from June of 2004. But among white mainline Protestants the gain is 17 points (from 54% to 71%) and among white Catholics it is 19 points (61% to 80%).

Race, Religion and Thought Given to Presidential Elections							
<i>"A lot" of thought given to election</i>	<u>1992</u>	<u>1996</u>	<u>2000</u>	<u>2004</u>	<u>2008</u>	<i>'04-'08 change</i>	<u>2008 N</u>
	%	%	%	%	%	%	
All voters	63	50	46	58	72	+14	1574
White	65	50	47	60	73	+13	1252
Evangelical Prot.	65	52	55	65	74	+9	329
Mainline Prot.	65	55	44	54	71	+17	370
Catholic	64	47	45	61	80	+19	289
Unaffiliated	67	42	40	60	68	+8	153
Black	48	44	36	58	75	+17	170
Protestant	47	47	38	58	73	+15	144
White evangelicals relative to total	+2	+2	+9	+7	+2		
Blacks relative to total	-15	-6	-10	0	+3		

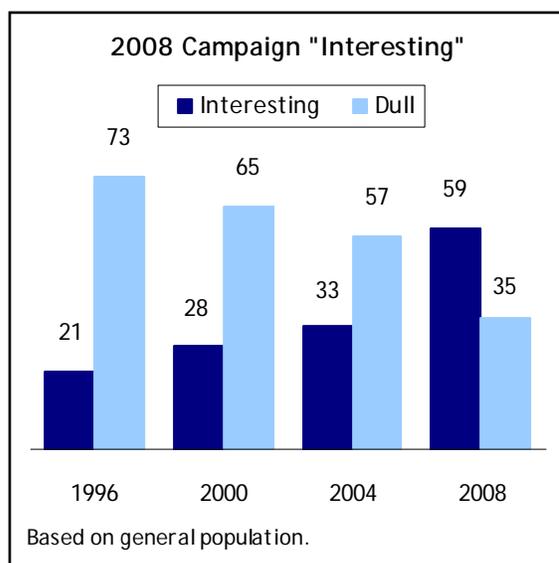
Based on registered voters.

There is also no gap between the level of engagement of blacks and whites in this election cycle. Fully 75% of African American voters say they have given a lot of thought to this election, as have 73% of whites. There also was no difference in this measure of engagement in June 2004 (58% of blacks and 60% of whites), but in previous election cycles black voters expressed less interest in the elections than did white voters.

## 2008 Campaign Viewed as More Interesting

When asked if the presidential election campaign overall is “interesting” or “dull” the majority of Americans in each of the three election cycles prior to this year said the latter. But the 2008 election stands apart in this regard, with 59% of Americans currently describing the campaign as interesting, and just 35% as dull.

The 2008 campaign was not always so interesting to people: Throughout 2007, most described the presidential campaign as dull rather than interesting. But in February of this year, fully 70% said the 2008 election was interesting rather than dull. Currently, 59% describe the election as interesting.



While majorities of both Democratic and Republican voters rate the 2008 campaign as interesting (and majorities of both groups in 2000 and 2004 said it was “dull”) the gap in Republican and Democratic perceptions has never been this large, with fully 74% of Democratic voters describing the campaign as interesting compared with 56% of Republican voters. Moreover, even 53% of independent voters think the campaign is interesting, about double the proportion saying this in 2000 and 2004.

Younger voters are substantially more likely than older voters to describe the campaign as interesting. Two-thirds of voters younger than 50 (66%) say the campaign is interesting, compared with 56% of those 50 and older. In each of the three preceding election cycles there was no difference in evaluations by age.

	% Interesting				00-08 Diff
	July 1996	June 2000	June 2004	June 2008	
<i>Age</i>	%	%	%	%	
18-29	21	31	36	67	+36
30-49	20	27	35	66	+39
50-64	21	32	33	58	+26
65+	25	34	36	52	+18
<i>Party</i>					
Republican	22	33	42	56	+23
Democrat	29	31	35	74	+43
Independent	12	27	24	53	+26

Based on registered voters.

## Opinions on Civic Engagement Unchanged

While levels of campaign interest and enthusiasm are far higher than in recent elections, voters' attitudes about voting and the relevance of national politics are far more stable. In fact, four long-standing measures of civic engagement and participation are virtually identical to the comparable point in 2000.

More than nine-in-ten voters (95%) agree that it is their duty as a citizen to always vote, unchanged from 2000, and the percent who *completely* agree with this statement is virtually unchanged. Voters also are just as likely as in 2000 to report feeling guilty about not voting. Seven-in-ten voters (69%) say they feel guilty when they don't get a chance to vote, about the same percentage as eight years ago (67%).

Percent 'agree'	2000	2008	Change
I feel it's my duty as a citizen to always vote	95	95	0
<i>Completely agree</i>	73	76	+3
I feel guilty when I don't get a chance to vote	67	69	+2
I'm generally bored by what goes on in Washington	49	46	-3
Most issues discussed in Washington don't affect me personally	29	28	-1

Based on registered voters.

Nearly half (46%) of voters say they are generally bored by what goes on in Washington, little changed from 2000 (49%). Similarly, there has been no change in the number of voters who say that most issues discussed in Washington don't affect them personally: 28% feel this way now, compared with 29% in 2000.

## Voter Registration Rates

Roughly three-quarters of survey respondents say they are "absolutely certain" they are registered to vote in their precinct or election district. The share of Americans saying they are registered has risen slightly over the past 12 years, from 73% in 1996 and 2000 to 76% today, based on compiled data from all People-Press surveys conducted in the first half of each election year. The gains in registration are most notable among younger Americans – a five-point increase from 52% to 57% among those ages 18-29, and a four-point increase from 73% to 77% among those ages 30-49. There has been no shift in the already high registration rates of Americans age 50 and older.

	1996	2000	2004	2008	96-08 change	2008 N
All voters	73	73	74	76	+3	17,067
18-29	52	53	53	57	+5	2,307
30-49	73	73	74	77	+4	5,400
50-64	84	83	84	84	0	5,056
65+	87	87	87	87	0	3,954

Analysis based on compiled data from People-Press surveys conducted between January and June of each election year.

## Campaign Contributions

Nearly one-in-eight voters (13%) say they have contributed money to a presidential candidate over the past year. Democrats – particularly liberal Democrats – are the most likely to say they have made a contribution during this election cycle. Nearly one-in-five Democrats (18%) have given money, compared with 12% of Republicans and 10% of independents. Fully one-quarter of liberal Democrats have contributed to a campaign in the past 12 months.

	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>N</u>
All voters	13	86	1=100	1574
Conserv Rep	13	86	1=100	329
Mod/Liberal Rep	10	90	0=100	157
Independent	10	89	1=100	465
Cons/Mod Dem	15	85	*=100	359
Liberal Dem	25	75	0=100	199

Based on registered voters.

Nearly half of voters who have contributed to a presidential candidate since the beginning of the primaries, or 6% of all voters, say they are first-time donors. Young voters are especially likely to have given money for the first time. One-in-ten voters younger than 30 made a contribution for the first time this election cycle; just 3% say they have donated money to campaigns in previous cycles as well as in the past 12 months. By contrast, 14% of voters 65 and older have given money in the past, in addition to donating to candidates in 2008 election, and 3% are first-time donors.

Young voters also are considerably more likely than older voters to have contributed money online. More than one-in-ten voters younger than 30 (11%) used the internet to make donations to presidential candidates in the past year, while 6% of voters ages 30-49 and even fewer voters 50 or older (4%) contributed online.

Contributed money?	<u>Total</u> %	<u>18-29</u> %	<u>30-49</u> %	<u>50-64</u> %	<u>65+</u> %
Yes	13	14	12	13	17
<i>First time</i>	6	10	5	5	3
<i>Not first time</i>	7	3	7	8	14
DK	*	1	0	1	*
<i>Online</i>	5	9	5	3	3
<i>Other way</i>	7	3	6	9	13
<i>Both</i>	1	2	1	1	1
DK	*	0	*	*	0
No	86	86	88	86	82
Don't know	1	*	*	1	1
	100	100	100	100	100
N	1574	298	438	476	339

Based on registered voters.

## Obama's Donor Advantage

Obama supporters are three times as likely as McCain supporters to say they have given money to their candidate of choice (12% vs. 4%), and this advantage is evident across all income categories. About one-in-six Obama supporters with family incomes of \$75,000 or more have made a contribution to the Obama campaign (16%), but just 6% of McCain supporters with comparable incomes have donated to the Republican candidate. And while 8% of Obama supporters with incomes of less than \$30,000 have given money to the Illinois senator (8%), just 1% of McCain supporters in the same income bracket have made a contribution to their candidate.

About one-in-eight Democratic voters (13%) who say they are voting for Obama in the fall have given money to their party's presumptive nominee; 7% of Republicans who support McCain have given money to his campaign.

Among Republicans and independents who say they will vote for Obama in November, 8% have contributed to his campaign while 5% have contributed to a different candidate. On the other hand, Democrats and independents who support McCain are much more likely to have contributed to somebody other than the Arizona senator. Just 1% made contributions to the McCain campaign and 8% made contributions to another candidate.

Democratic and Democratic-leaning voters who favored Obama over Hillary Clinton in the Democratic primary are among the most likely to have given money to the Obama campaign so far (19%). By contrast, 8% of Republican and Republican-leaning voters who preferred McCain over one of his primary opponents have donated to his campaign.

More Obama Supporters Have Contributed to Their Candidate					
<i>Obama supporters in general election</i>					
			Rep/	<i>Dem primary*</i>	
Contributed money?	All	Dem	Ind	Oba-	Clin-
	%	%	%	ma	ton
				%	%
Yes	18	20	13	22	15
<i>To Obama</i>	12	13	8	19	4
<i>To Other</i>	6	7	5	3	11
<i>DK</i>	*	*	0	0	*
No	81	80	86	77	85
Don't know	1	*	1	1	0
	100	100	100	100	100
N	711	470	228	366	236
<i>McCain supporters in general election</i>					
			Dem/	<i>Rep primary**</i>	
Contributed money?	All	Rep	Ind	Mc-	Oth-
	%	%	%	Cain	er
				%	%
Yes	11	12	9	10	12
<i>To McCain</i>	4	7	1	8	4
<i>To Other</i>	6	4	8	1	8
<i>DK</i>	1	1	*	1	*
No	89	88	90	90	87
Don't know	*	0	1	0	1
	100	100	100	100	100
N	680	416	254	196	347

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

## SECTION 2: EVALUATING THE CANDIDATES AND CAMPAIGNS

Despite their high levels of interest and engagement, the proportion of voters who express satisfaction with the choice of presidential candidates this year is no greater than it has been in the past two elections. Overall, six-in-ten voters say they are either very satisfied (19%) or fairly satisfied (41%) with the field of likely presidential candidates this year. This is down slightly from 2004 when 65% were very or fairly satisfied with the choices.

This decline is mostly driven by Republican discontent with the candidates. Democratic satisfaction is the highest it has been over the past five election cycles: fully 74% of Democratic voters say they are very or fairly satisfied with the candidates, up 10 points from 2004. The share of Republicans who are satisfied stands at 49% – down 26 points from 75% in 2004 – while half say they are not too or not at all satisfied. As with many measures of interest and engagement, the gap between Republican and Democratic satisfaction with the field is larger than it has ever been in June election polling.

African American voters stand out as being especially enthusiastic with this year’s field: fully 86% of African-Americans are satisfied with the candidates, including a 53% majority who say they are “very satisfied.” Just 56% of all white voters are satisfied with the presidential field, though white Democrats are much more likely than white Republicans to say they are happy with the choices for president (70% vs. 48%).

Satisfaction with the candidates among white evangelical Protestant voters is down 28 points, from 72% in 2004. Currently, 44% of white evangelical Protestants say they are satisfied with the choices, while a solid majority (55%) says they are not satisfied.

	1992	1996	2000	2004	2008	'04-'08 change
	%	%	%	%	%	
All voters	35	47	64	65	60	-5
Republican	45	50	73	75	49	-26
Democrat	35	57	67	63	74	+11
Independent	27	34	53	54	52	-2
<i>R-D gap</i>	<i>+10</i>	<i>-7</i>	<i>+6</i>	<i>+12</i>	<i>-25</i>	

Based on registered voters.

	2004	2008	'04-'08 change
	%	%	
All voters	65	60	-5
White	66	56	-10
Black	62	86	+24
18-29	68	68	0
30-49	64	65	+1
50-64	64	53	-11
65+	65	51	-14
White evangelical	72	44	-28
White mainline	68	56	-12

Based on registered voters.

Young Americans are about as satisfied with the candidates this election cycle as they were in 2004; voters ages 50 and older are far less satisfied. Again, partisanship is a factor as 65% of Democrats ages 50 and older are happy with their choices (up from 58% in 2004) compared with 45% of Republicans in this age group.

### Obama Getting Better Grades

Voters give much higher marks to Obama's presidential election campaign than they do to McCain's. A solid majority (56%) give the Obama campaign letter grades of A or B for the job he is doing to convince the American public to vote for him, while only 32% say the same of the McCain campaign. More than a third (35%) offer a grade of C to McCain's campaign so far, and nearly as many (30%) say the campaign has earned a D or F.

	McCain	Obama
	%	%
A	5	23
B	27	33
C	35	18
D	16	11
F	14	12
Don't know	<u>3</u>	<u>3</u>
	100	100

Based on registered voters.

The grades voters give to the Obama campaign for the job it is doing convincing them to vote for him are the highest measured for any candidate over the past four election cycles. In June 2004, for example, just 39% gave Bush's efforts an A or B; even fewer gave high grades to Kerry's campaign (31%).

In contrast, McCain's middling grades are slightly lower than those awarded to Bush in both 2000 and 2004. McCain's campaign does garner higher grades than the 1996 Dole campaign, which only 22% graded highly.

Grade election campaign an A or B	All voters	---Party ID---		
	%	Rep %	Dem %	Ind %
2008 Obama Campaign	56	35	79	49
2004 Kerry Campaign	31	11	54	26
2000 Gore Campaign	35	15	57	29
1996 Clinton Campaign	37	21	64	30
2008 McCain Campaign	32	54	16	31
2004 Bush Campaign	39	73	13	32
2000 Bush Campaign	40	64	24	35
1996 Dole Campaign	22	41	11	17

Based on registered voters. 2008-2000 surveys conducted in June; 1996 survey conducted in July.

In this regard, the 2008 campaign has the largest disparity in high grades for the Democratic and Republican candidates over the past four election cycles (24 points). The gap between the grades for Obama and McCain is even larger than for Bill Clinton and Bob Dole in July 1996; at that time, 37% gave Clinton an A or B, while just 22% gave top grades to Dole.

The differences in the ratings of the two presidential campaigns are reflected in the opinions of their partisans. Nearly eight-in-ten Democratic voters (79%) give the Obama campaign letter grades of A or B for the job he is doing to convince the American public to vote for him, and a smaller majority of Republican voters (54%) give high marks to the McCain

campaign. More independents give A or B grades to the Obama campaign than to the McCain campaign (49% v. 31%). In addition, while more than a third of Republicans (35%) give high grades to Obama, just 16% of Democrats give high grades to McCain.

### Few Say Candidates Are Too Negative

Relatively few voters think either Barack Obama or John McCain has been too critical of his presidential rival so far in the campaign. Roughly one-in-five voters (19%) say Obama has been too personally critical of McCain, while 73% say he has not. Slightly more (26%) say McCain has been too personally critical of Obama, while 65% say he has not. At this stage in the campaign four years ago, far more voters believed both candidates were too negative: 44% said Kerry was too personally critical of Bush, while 33% said Bush was too critical of his rival.

Currently, more Democrats than Republicans say their party's candidate has been treated too critically. Nearly four-in-ten Democrats (38%) say McCain has been too personally critical of Obama, compared with 25% of Republicans who say that Obama has been too critical of McCain. In June 2004, by contrast, 64% of Republicans said that Kerry was too critical of Bush, while 47% of Democrats said Bush was too critical of Kerry. Fewer than one-in-four independent voters accuse Obama (22%) or McCain (24%) of going too far in personal attacks.

While solid majorities of white voters think neither McCain nor Obama has been too personally critical of the other, nearly half of black voters (47%) say that McCain has gone too far in this respect. By comparison, just 14% of blacks say Obama has been too critical of McCain.

Are the Candidates Too Personally Critical of Each Other?			
	June 2004*	June 2008	Diff
<i>Obama critical of McCain</i>	%	%	
Too critical	44	19	-25
Not too critical	48	73	+25
Don't know Refused	<u>8</u>	<u>8</u>	
	100	100	
<i>McCain critical of Obama</i>			
Too critical	33	26	-7
Not too critical	58	65	+7
Don't know Refused	<u>9</u>	<u>9</u>	
	100	100	

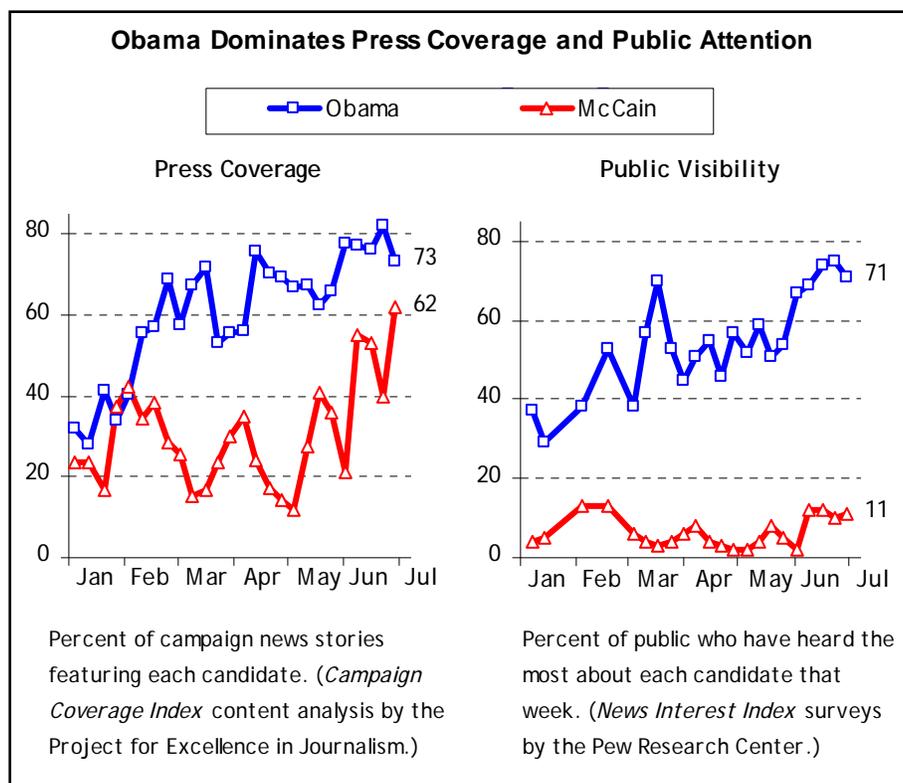
\*In 2004, the question asked about Kerry and Bush.  
Based on registered voters.

Blacks, Democrats See McCain Going Too Negative			
	Obama too critical	McCain too critical	Diff
<i>McCain critical of Obama</i>	%	%	
All voters	19	26	+7
White	20	20	0
Black	14	47	+33
18-29	27	38	+11
30-49	14	23	+9
50-64	18	22	+4
65+	21	24	+3
Republican	25	13	-12
Democrat	14	38	+24
Independent	22	24	+2

Based on registered voters.

## Candidate Visibility and Press Coverage

Even as the 2008 election season has shifted gears to the general election matchup, Barack Obama continues to dominate both media coverage and public attention. According to the latest weekly content analysis of major media coverage by the Project for Excellence in Journalism, Obama has been featured in 60% or more of news stories about the campaign in most weeks since February, while in most weeks fewer than half of campaign stories covered McCain.



This gap has narrowed since Obama clinched the Democratic nomination, but even over the past month Obama has continued to receive more press coverage than McCain. In the latest week of content analysis (June 30-July 6), 62% of campaign news stories included substantial coverage of McCain. This is the highest proportion for McCain for the entire year, and still lags the share of stories covering Obama by 11 points.

Despite rising media coverage of McCain since the end of the Democratic primaries, he remains far less visible to the public than does Obama. When voters are asked which candidate they have “heard the most about in the news in the last week or so,” Obama remains far and away the more visible candidate. In the latest Pew Research Center weekly *News Interest Index* survey conducted July 3-7, fully 71% volunteered Obama as the candidate they have been hearing the most about. Just 11% named McCain.

If anything, the gap between Obama and McCain's overall visibility has widened since the end of the Democratic primaries. As Hillary Clinton has faded from the scene, Obama stands out even more as the most prominent figure in the 2008 election.

### Stark Contrast Between Obama and McCain

Considerably more voters now say the presidential candidates take different positions on the issues than was the case in recent elections. Fully three-quarters think McCain and Obama generally take different stances; 68% of voters saw differences between Bush and Kerry in June 2004, while only about half (51%) saw differences between Bush and Gore in June 2000. Supporters of Obama and McCain agree that the candidates take different positions (76% of Obama supporters, 79% of McCain supporters).

More Say the Candidates Take Different Positions on the Issues			
	June 2000	June 2004	June 2008
	%	%	%
Different	51	68	75
Similar	33	21	17
Don't know	<u>16</u>	<u>11</u>	<u>8</u>
	100	100	100

Based on registered voters.

But Obama supporters are more likely than McCain supporters to say that the election this fall really matters. Seven-in-ten Obama supporters say it really matters who wins the 2008 presidential election, compared with 59% of McCain supporters. In June 2004, Bush and Kerry supporters were about as likely to say it really mattered who won the election (70% of Bush and 68% of Kerry supporters), as were Bush and Gore supporters in 2000 (54% of Bush and 51% of Gore supporters).

Does It Really Matter Who Wins the Election?			
	June 2000	June 2004	June 2008
	%	%	%
<i>% Saying it really matters who wins:</i>			
All voters	50	67	63
Conserv Rep	67	79	63
Mod/Liberal Rep	42	56	63
Independent	43	62	55
Mod/Cons Dem	50	65	68
Liberal Dem	59	73	78
<b>Vote for</b>			
Dem candidate	51	68	70
Rep candidate	54	70	59

Based on registered voters.

Overall, voters are somewhat less likely to think the election matters than they were four years ago (63% today vs. 67% in June 2004). This drop is driven by conservative Republicans and, to a lesser extent, independents. About six-in-ten conservative Republican voters (63%) now say it really matters who wins the election in the fall; four years ago, nearly eight-in-ten (79%) said it really mattered.

## Views on a Third Party

A majority of voters (56%) say the country should have a third major political party in addition to the Democrats and Republicans, while 39% it should not. Voters were more divided four years ago; in June 2004, 49% agreed that the country should have a third major party and 45% disagreed.

<i>Should have third major party...</i>	<u>2000</u>	<u>2004</u>	<u>2008</u>	<i>'04-'08 change</i>
	%	%	%	
Agree	51	49	56	+7
Disagree	44	45	39	-6
Don't know/Refused	<u>5</u>	<u>6</u>	<u>5</u>	-1
	100	100	100	

Based on registered voters.

Not surprisingly, independents stand out in their desire for a major third political party. More than seven-in-ten independents (72%) say the country should have a third political party, far greater than the percentage of Republicans (53%) and Democrats (47%) who say the same.

Young voters ages 18-29 also express strong support for a third major political party (65%), while older Americans over the age of 65 are among the least likely to agree that there should be another major party (37%). Black and white voters also express different opinions about the prospect for a third major political party. Nearly six-in-ten whites (58%) agree that the country should have another major party, while considerably fewer African Americans share this view (36%).

	<i>Need a third party</i>		
	<u>Agree</u>	<u>Disagree</u>	<u>DK</u>
	%	%	%
All voters	56	39	5=100
Republican	53	42	5=100
Democrat	47	47	6=100
Independent	72	24	4=100
White	58	36	6=100
Black	36	58	6=100
18-29	65	33	2=100
30-49	61	36	3=100
50-64	54	39	7=100
65+	37	54	9=100

Based on registered voters.

## Few Would Cast Vote of No Confidence

There has been no increase in the proportion of voters who say they would refuse to vote for any of the candidates running for office – a vote of no confidence – if that option was available on their ballot. When asked whether they would cast a vote “no confidence” in the candidates, about a third of voters (34%) said it is either very likely (14%) or possibly likely (20%) that they would vote this way. A majority of voters (64%) continue to say it is not at all likely that they would vote “no confidence,” little changed from four years ago and up nine points from 2000.

<i>How likely to vote</i>	<u>2000</u>	<u>2004</u>	<u>2008</u>	<i>'00-'08</i> <i>change</i>
<i>"no confidence"</i>	%	%	%	
Very likely	16	12	14	-2
Possibly likely	26	19	20	-6
Not at all likely	55	66	64	+9
Don't know/Refused	<u>3</u>	<u>3</u>	<u>2</u>	-1
	100	100	100	

Based on registered voters.

Independent voters are more likely than other groups to say they might cast a vote of no confidence. Nearly half of political independents (49%) say it is either very (20%) or possibly (29%) likely that they would vote no confidence in all of the candidates running for office; only about a quarter of Republicans (25%) and Democrats (28%) say they would consider doing so.

A greater proportion of young voters also raise the possibility of voting no confidence on their ballot: 40% of 18-29-year-olds say this compared with 32% of those ages 30 and older.

	<i>Likelihood of no confidence vote</i>		
	Very/ <u>Possibly</u> %	Not at <u>all</u> %	<u>DK</u> %
All voters	34	64	2=100
Republican	25	73	2=100
Democrat	28	70	2=100
Independent	49	49	2=100
White	35	63	2=100
Black	30	67	3=100
18-29	40	60	*=100
30-49	31	67	2=100
50-64	35	63	2=100
65+	31	63	6=100

Based on registered voters.

Income and educational levels also affect attitudes toward a vote of no confidence in all of the candidates running for office: 42% of those with a high school degree or less would consider voting no confidence compared with under a quarter (24%) of college graduates. By a similar margin, those earning less than \$30,000 a year are more likely than those making over \$100,000 a year to say they would be at least possibly likely to vote no confidence (41% and 23%, respectively).

## Knowledge of the Candidates' Position on Key Issues

The survey probed knowledge on two topics that have been central to the candidates' messages: whether or not there should be a timetable for when U.S. troops will be withdrawn from Iraq, and whether access to abortion should be restricted in most cases or remain available to women in most instances.

Slightly more than half of voters (52%) say that Obama is pro-choice, while one-in-ten erroneously say he is pro-life. Slightly fewer voters – 45% – correctly describe McCain as pro-life, while 17% incorrectly characterize his position as pro-choice. Sizable minorities say they do not know where Obama or McCain stands on the issue (38% each).

	Obama	McCain
<i>On abortion, _____ is...</i>	%	%
Pro-choice/supports choice	52	17
Pro-life/restricting access	10	45
Don't know	<u>38</u>	<u>38</u>
	100	100
<i>On Iraq troop withdrawals, _____ ...</i>		
Supports timetable	76	20
Opposes timetable	6	62
Don't know	<u>18</u>	<u>18</u>
	100	100

Based on registered voters. Correct answers in bold.

More voters are aware of the candidates' positions on the subject of a timetable for troop withdrawals from Iraq: 76% correctly say that Obama supports a timetable, and 62% correctly say that McCain opposes a timetable.

As is typical in tests of political knowledge, college graduates are more knowledgeable than other groups of voters. Men are more knowledgeable than women about the candidates' positions on a timetable for Iraq troop withdrawals, but not on the candidates' positions on abortion. Blacks are less knowledgeable than whites about where McCain stands on abortion, but are about as knowledgeable as whites on Obama's position on this issue and on both candidates' positions on a timetable for troop withdrawals.

	<i>Obama's position on</i>		<i>McCain's position on</i>	
	<u>Abortion</u>	<u>Timetable</u>	<u>Abortion</u>	<u>Timetable</u>
	%	%	%	%
All voters	52	76	45	62
Republican	53	80	47	61
Democrat	51	76	45	67
Independent	54	75	43	58
Men	54	81	46	70
Women	50	72	44	55
White	54	77	47	62
Black	49	75	32	61
18-29	60	81	52	62
30-49	53	79	47	62
50-64	51	76	41	64
65+	41	66	36	58
College grad+	71	86	58	73
Some college	50	77	45	62
HS or less	38	68	33	53
Protestant	50	76	43	63
White evangelical	56	78	50	62
White mainline	49	74	44	64
Catholic	49	73	41	58
White, non-Hisp	53	77	44	60
Unaffiliated	65	80	53	62

Based on registered voters.

One pattern that differs from previous surveys of political knowledge is that younger voters are significantly more knowledgeable about the candidates' positions than are older voters. For example, 60% of voters 18-29 correctly say that Obama is pro-choice, compared with just 51% of those ages 50-64 and just 41% of those ages 65 and older.

## SECTION 3: THE OBAMA-MCCAIN MATCHUP

In the national matchup among registered voters, Obama leads McCain by eight points, 48% to 40%, which is slightly larger than Obama's lead in late May (47% to 44%). Obama is doing about as well among most demographic groups as Kerry and Gore were doing at this stage four and eight years ago, respectively. The major exception is younger voters: Obama has larger leads among voters under age 30, as well as those ages 30 to 49, than either Kerry or Gore.

Obama and McCain receive comparable levels of support from voters in their own parties (82% each), and are roughly even among independents (42% for Obama, 41% for McCain). Obama's advantage is a result of the fact that Democrats outnumber Republicans among registered voters (37% to 26%) in the poll.

Obama holds a big lead among voters under age 30 (56% to 36%), the least affluent (59% to 29% among those with family incomes under \$30,000), as well as African Americans (90% to 3%), and the religiously unaffiliated (67% to 24%).

Since May, Obama has increased his advantage among women voters; currently, he leads McCain among women by 51% to 37%; in May, his lead was only five points (47% to 42%). Men are divided, 45% for Obama, 44% for McCain.

	General Election Matchup						'00-'08	
	June 2000		June 2004		June 2008		Democrat	2008
	Gore	Bush	Kerry	Bush	Obama	McCain		
%	%	%	%	%	%			
All voters	46	45	46	48	48	40	+2	1574
Republicans	11	84	7	92	10	82	-1	497
Democrats	81	13	85	10	82	9	+1	574
Independents	40	49	45	46	42	41	+2	465
Men	41	50	46	50	45	44	+4	776
Women	50	41	47	46	51	37	+1	798
White	41	50	40	55	40	48	-1	1252
Black	85	8	87	6	90	3	+5	170
18-29	44	49	55	44	56	36	+12	298
30-49	45	46	43	51	52	39	+7	438
50-64	50	44	43	52	45	42	-5	476
65+	45	42	52	40	37	44	-8	339
College grad+	47	45	47	49	46	44	-1	655
Some college	41	52	41	54	48	41	+7	404
HS or less	48	42	49	44	49	36	+1	512
\$75,000+	42	55	41	56	43	47	+7	499
\$50-\$74,999	45	49	44	53	54	39	+9	245
\$30-\$49,999	47	46	44	52	48	45	+1	299
Under \$30,000	53	37	58	36	56	29	+3	291
Protestant	44	49	40	55	44	45	0	910
White evangelical	28	65	26	69	25	61	-3	329
White mainline	46	46	38	57	39	53	-7	370
Catholic	51	41	51	43	44	42	-7	339
White, non-Hisp	45	48	47	48	40	46	-5	289
Unaffiliated	46	40	65	29	67	24	+21	201
<i>Among whites</i>								
Men	36	55	40	57	36	53	0	620
Women	45	46	40	54	43	43	-2	632
College	40	53	39	58	40	50	0	862
No college	42	48	41	53	39	45	-3	389
Age 18-49	38	54	38	58	44	47	+6	539
Age 50+	44	47	42	52	36	49	-8	695

Based on registered voters. Figures read horizontally.

McCain holds an eight-point lead (48% to 40%) among white voters overall, a result of his 17-point advantage among white men; among white women, the candidates are tied (43% each). Eight years ago, Bush led Gore in June by nine points among white voters; in 2004, Bush led Kerry by 15 points among this group.

Among white voters who have not attended college, McCain holds a modest 45% to 39% lead. Bush led Gore by a comparable margin in June 2000 (48% to 42%), and held a wider advantage over Kerry among non-college whites four years ago (53% to 41%).

White evangelical Protestants favor McCain over Obama by a margin of 61% to 25%, a smaller advantage than in May this year when his lead was 71% to 20%. Among white mainline Protestants, McCain leads Obama 53% to 39%. He also has a 46%-40% edge among white non-Hispanic Catholics. White Catholics were more evenly divided at this stage in the elections of four and eight years ago.

### Most Back McCain Only Moderately

In addition to trailing Obama by eight points overall, McCain also receives far less strong backing from his supporters. Of the 40% who favor McCain over Obama this fall, barely a third (14% of voters overall) say they support him strongly. Nearly twice as many (26% of voters overall) say they back McCain “only moderately.” By comparison, most of Obama’s backers describe themselves as strong supporters (28% of voters overall), while 19% of voters nationwide say they are only moderate supporters of Obama.

The disparity in strong support for the two candidates this year is the largest measured in the past two decades. Among all registered voters, twice as many describe themselves as strong Obama backers than call themselves strong McCain backers (28% vs. 14%).

Four years ago, Bush had a slight edge over Kerry in strong support (32% vs. 28%), though both men drew more strong backing than moderate backing. In June 2000, fewer than half of both Bush’s and Gore’s backers said they supported their candidate strongly. The last election that exhibited a

		Support Only		Support Only		<i>Diff in % “Strongly”</i>	
		<u>strongly</u>	<u>mod.</u>	<u>strongly</u>	<u>mod.</u>		
		%	%	%	%		
June 2008	McCain	14	26	Obama	28	19	D +14
Aug 2004	Bush	32	13	Kerry	28	19	R +4
June 2000	Bush	20	25	Gore	18	27	R +2
June 1996	Dole	13	26	Clinton	22	32	D +9
June 1992*	Bush	14	31	Clinton	9	32	R +5
May 1988	Bush	12	28	Dukakis	14	39	D +2

Percentages based on all registered voters.  
 \*1992 and 1996 figures based on two-way matchups between Bush and Clinton and Dole and Clinton. In 1992 Perot lead both Bush and Clinton in a three-way trial heat on the same poll, and in 1996 Perot was polling at around 16% at this stage in the election.

substantial intensity gap at this point of the campaign was 1996; though neither candidate garnered a great deal of strong support, more backed Clinton strongly (22%) than Bob Dole (13%).

The intensity of support for Obama at this stage of the campaign is identical to how voters felt about Kerry in August 2004. But McCain’s standing is a stark contrast to the intensity of support for Bush four years ago, when the vast majority of Bush’s voters said they backed him strongly. And in June 2000, 20% of voters backed Bush strongly, compared with 14% for McCain today.

The strength of support for McCain is more comparable to early feelings among Dole’s supporters in June 1996 and George H.W. Bush’s supporters in the early stages of the 1992 and 1988 campaigns. In all three cases, twice as many backers said they were only moderate supporters as said they backed the candidates strongly.

### Key GOP Groups Lack Strong Commitment

The lack of strong support for McCain is particularly notable within the Republican base. While just over eight-in-ten (82%) Republicans support McCain over Obama, only about a third (35%) says they are strong McCain supporters. Four years ago, nearly three-quarters of Republicans (73%) described themselves as strong supporters of George W. Bush, and in 2000 47% backed Bush strongly.

McCain fails to draw a great deal of strong support from any segment of the GOP base. Fewer than four-in-ten conservative Republicans and moderate and liberal Republicans support McCain strongly (36% and 34%, respectively). Similarly, just 35% of weekly churchgoers, and an identical percentage of those who attend less frequently, say they support McCain strongly. In August 2004, Bush attracted strong support from substantial majorities in each of these groups.

	All Reps %	<i>Ideology</i> Con- serv %	Mod/ Lib %	<i>Attend Church</i> Week- ly %	Less often %
<b>June 2008</b>					
Support McCain	82	87	74	84	80
Strongly	35	36	34	35	35
<b>August 2004</b>					
Support Bush	93	98	85	97	89
Strongly	73	80	62	82	64
<b>June 2000</b>					
Support Bush	84	91	74	--	--
Strongly	47	58	29		

Based on Republican registered voters.

Looking back to the 2000 campaign, McCain runs about slightly better among moderate and liberal Republicans than Bush did in June of that year, but he lags well behind in terms of strong support from conservatives. In June 2000, 58% of conservative Republicans said they backed Bush strongly; today just 36% offer the same level of support to McCain.

### Obama's Strong Support

A majority (55%) of Democratic voters *strongly* support Obama, a much greater proportion than the share of Republicans who back McCain strongly (35%). However, among Democrats, there are sizable differences in the intensity of support for Obama across some demographic groups.

Obama attracts considerably more strong support among African American Democrats than among white Democrats; nearly eight-in-ten black Democratic voters (77%) say they support Obama strongly, compared with fewer than half of white Democrats (47%). In August 2004, Kerry also drew more strong support among black Democrats than among whites, but the gap was much smaller than it currently is for Obama (65% of black Democrats vs. 56% of white Democrats).

A solid majority of Democrats under age 50 (61%) strongly backs Obama; far fewer older Democratic voters (48%) say they support him strongly. This also marks a significant difference from the pattern of Kerry's support four years ago, and Gore's in 2000. Both candidates drew more strong support among older Democratic voters than among younger Democrats.

	All Dems %	Ideology		Race		Age	
		Cons/ Mod %	Lib- eral %	White %	Black %	18-49 %	50+ %
<b>June 2008</b>							
Support Obama	82	77	93	77	92	88	74
Strongly	55	50	68	47	77	61	48
<b>August 2004</b>							
Support Kerry	91	91	93	90	96	90	92
Strongly	58	53	71	56	65	53	64
<b>June 2000</b>							
Support Gore	81	77	91	79	88	78	82
Strongly	38	34	49	34	53	33	42

\* Based on Democratic registered voters.

Liberal Democrats strongly support Obama at higher rates than do conservative and moderate Democrats (68% vs. 50%). That was also the case for Kerry in August 2004, as well as for Gore in 2000, though Gore drew less strong support from both groups than either Kerry or Obama.

## Primary Political Fallout

The vast majority of Republican and Republican-leaning voters who backed another candidate during the primaries now support McCain in the general election horserace. In fact, about the same proportion of GOP voters who *did not* prefer him in the primaries as those who did now support McCain (84% vs. 82%).

Obama, on the other hand, draws much less support from former Clinton supporters than he does among Democratic and Democratic-leaning

voters who backed him for the nomination. Just 69% of former Clinton supporters support Obama in the general election; 17% support McCain and 14% say they don't know or volunteer someone else. Obama wins the support of virtually all the Democrats who favored him for the nomination (91%).

On balance, more former Clinton backers support Obama only moderately than support him strongly (39% vs. 30%). But McCain has even lower levels of strong support from Republicans who favored another candidate for the nomination; just a quarter of this group supports McCain strongly, compared with 57% who support him only moderately.

In a similar vein, only about half of GOP and Republican-leaning voters (47%) – including just 35% of Republicans who backed someone other than McCain for the nomination – say they are satisfied with the quality of candidates this year. Nearly three-quarters of Democratic and Democratic-leaning voters (72%) – including a solid majority of former Clinton supporters (58%) – say they are satisfied with their presidential choices.

	--Dem/Dem-leaners--			--Rep/Rep-leaners--		
	---Supported---			---Supported---		
	All	Barack Obama	Hillary Clinton	All	John McCain	Someone else
<i>Current vote preference</i>	%	%	%	%	%	%
Obama	80	91	69	11	9	10
Strongly	51	70	30	--	--	--
Only moderately	28	20	39	--	--	--
McCain	10	5	17	81	82	84
Strongly	--	--	--	30	42	25
Only moderately	--	--	--	49	39	57
Other/DK	<u>10</u>	<u>4</u>	<u>14</u>	<u>8</u>	<u>9</u>	<u>6</u>
	100	100	100	100	100	100
<i>Quality of candidates</i>						
Very/Fairly satisfied	72	87	58	47	64	35
Not too/at all satisfied	26	12	40	52	35	64
Don't know	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100
<i>Hard to choose because neither would make a good president?*</i>						
Agree	24	13	37	37	23	45
Disagree	71	83	57	61	76	52
Don't know	<u>5</u>	<u>4</u>	<u>6</u>	<u>2</u>	<u>1</u>	<u>3</u>
	100	100	100	100	100	100
Number of cases	781	401	333	676	236	403
* Half sample-# of cases	387	200	163	335	112	198
Based on registered voters.						

More Republican voters than Democratic voters also agree that it is difficult to choose between Obama and Clinton because *neither* would make a good president (37% vs. 24%). A relatively large minority of former Clinton supporters (37%) believes neither candidate would make a good president, but an even larger proportion of GOP voters who did not back McCain for the nomination subscribes to this sentiment (45%).

### Views of Obama-Clinton Ticket

More than half of Democratic and Democratic-leaning voters (55%) would like Obama to name Hillary Clinton his running mate. The proportion favoring this pairing has changed little since March, when 59% held that view; in May, 53% said they would like to see Obama choose Clinton.

Those who supported Clinton in the primaries remain far more enthusiastic about the joint-ticket idea – 78% back it – than those who supported Obama in the primaries. Just 37% of them think Obama should make Clinton his vice presidential pick, while 59% say he should not. There is virtually no change in the two groups’ opinions on this question since May.

Democratic and Democratic-leaning women voters – who were a key segment of Clinton’s base – are more likely than Democratic men to want to see Clinton on the ticket (60% versus 49%). This does not vary substantively across age groups. Democratic voters with the lowest household incomes also are more likely to favor having Clinton as the vice presidential candidate than are their better off counterparts.

Most Democratic voters who have completed college – a group that tended to favor Obama in the primaries – oppose Obama choosing Clinton as his running mate (54% say no, 39% say yes). Democratic voters with less education are much more supportive of the idea: About six-in-ten Democratic voters with either some college education (64%) or no more than a high

<i>Would you like to see Obama pick Clinton as his VP...</i>	All Dems %	--Support--	
		Oba- ma %	Clin- ton %
June 18-29			
Yes	55	37	78
No	38	59	16
Don't know	7	4	6
	100	100	100
May 21-25			
Yes	53	37	76
No	38	54	17
Don't know	9	9	7
	100	100	100
March 19-22			
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. In both March and May, N=618. In June, N=781.

<i>Like to see Clinton as VP?</i>	Yes %	No %	DK %	N
All Dems	55	38	7=100	781
Men	49	45	6=100	355
Women	60	33	7=100	426
College Grad	39	54	7=100	305
Some College	64	31	5=100	199
HS or less	60	33	7=100	276
Conservative	65	28	7=100	167
Moderate	53	42	5=100	323
Liberal	49	43	8=100	270

Based on Democratic and Democratic-leaning voters.

school education (60%) would like Clinton to be Obama's running mate.

Nearly two-thirds of conservative Democratic voters (65%) say they would like to see Obama choose Clinton as his vice presidential candidate. That compares with 53% of moderate Democrats and half of liberal Democrats.

### Impact of Obama-Clinton Ticket

More than six-in-ten voters (62%) who say they supported Clinton for the Democratic nomination say her presence on the ticket would make them more likely to vote for Obama. This sentiment is equally strong among the majority of former Clinton supporters who already back Obama (69% favor him over McCain) as it is among the minority who either favor McCain or are undecided. As such, the greater benefit for Obama might come in reinforcing support among former Clinton supporters rather than bringing in those who are disaffected.

But putting Clinton on the ticket also has potential downsides. Among all registered voters, opinion is divided over how Clinton's presence on the ticket would affect their votes. Almost half (49%) say that it would make no difference to their vote if Obama picked Clinton; 26% say that if Obama picked Clinton, they would be less likely to vote for him; another 23% say they would be more likely to vote for him if he made that choice.

Among swing voters, 28% say they would be more likely to vote for Obama if he ran with Clinton, while a third (33%) say they would be less likely to vote for Obama if he took Clinton as his running mate. Another 35% say it would not matter.

Clinton as VP Hurts as Much as It Helps				
<i>Likelihood of voting for Obama if Clinton is his VP</i>				
	More likely	Less likely	Doesn't matter	DK
	%	%	%	%
All Voters	23	26	49	2=100
Swing voters	28	33	35	4=100
All Dem voters*	34	9	55	2=100
<i>Primary choice:</i>				
Obama	12	15	71	2=100
Clinton	62	3	33	2=100

\* Includes Democratic and Democratic-leaning voters (N=781).

## Fewer See McCain Winning

Far fewer voters believe that McCain will win the election than predicted a McCain victory in April. Currently, 53% say Obama is most likely to win, compared with 27% who say McCain. In April, 47% expected an Obama victory, while 42% said McCain was most likely to prevail. The proportion who declined to offer a prediction has nearly doubled, from 11% to 20%, since April.

McCain's own supporters – and Republican voters more generally – are far less optimistic about his chances than they were just two months ago. Only about half of

McCain supporters (49%) say he is most likely to win; in April, 69% said he was most likely to prevail in the fall. Conservative Republicans also are less confident about McCain's prospects than they were in April: 49% now say he is more likely to win, compared with 70% then.

By greater than two-to-one (54% to 24%), more independents say Obama, rather than McCain, is more likely to win the November election. Independents were more evenly divided in April (46% Obama vs. 43% McCain).

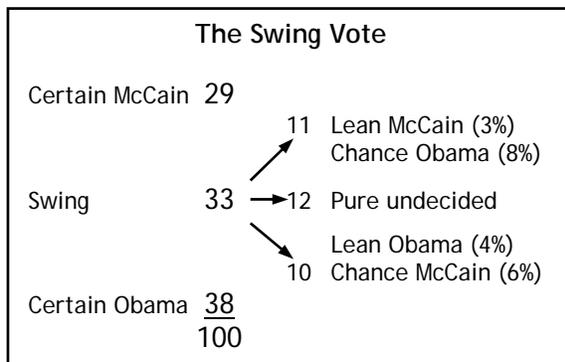
Democratic voters are even more confident of victory in the fall than they were in April. Just 15% say McCain is most likely to win, down from 27% in April. The proportion of Democratic voters expecting an Obama victory has risen modestly, from 65% to 70%, since then.

	----April----		----June----		<i>McCain change</i>
	<u>Mc Cain</u> %	<u>Oba ma</u> %	<u>Mc Cain</u> %	<u>Oba ma</u> %	
All voters	42	47	27	53	-15
Republican	63	25	48	31	-15
<i>Conservative</i>	70	19	49	30	-21
<i>Mod/Lib</i>	44	42	47	33	+3
Democrat	27	65	15	70	-12
<i>Cons/Mod</i>	31	61	17	70	-14
<i>Liberal</i>	20	72	13	69	-7
Independent	43	46	24	54	-19
<i>Support...</i>					
McCain	69	20	49	30	-20
Obama	19	76	12	77	-7

Based on registered voters.

## One-in-three are 'Swing Voters'

A third of registered voters this year indicate that they are undecided or say they might change their mind about their vote choice, which is larger than the size of the swing vote in 2004 (21%) and nearly equal to the size of the swing vote eight years ago (32% vs. 33% today). These so-called swing voters are divided into three roughly equal groups: those who only lean to McCain or who say there is some chance they will vote for Obama (11% of the total); those who lean to Obama but say there is some chance they will vote for McCain (10%); and the completely undecided (12% who refused to lean one way or the other).



Certain Obama voters – those who say there is no chance they’ll vote for McCain – outnumber certain McCain voters by 38% to 29%. This nine-point advantage in certain support is much higher than either party’s nominee has enjoyed over the past five presidential election cycles. In 2004, 2000, and 1992, the voters certain about their choice divided evenly between the Republican and Democratic candidates. In July 1996, Democratic incumbent Bill Clinton had a five-point advantage in certain support over his Republican opponent, Bob Dole.

The larger swing vote now compared with four years ago is a result of greater Republican uncertainty as well as the large number of independents who have yet to settle on a candidate.

About a quarter of conservative Republicans (24%) are now classified as swing voters, which is much greater than

the percentage of conservative Republican swing voters in both 2004 and 2000 (6% and 14%, respectively). Moderate and liberal Republicans are much more uncertain about their vote choice: 43% are classified as swing voters, compared with 26% four years ago, and 30% eight years ago.

**Size of Swing Vote Comparable to 2000 & 1992,  
Lower when Incumbent is Running**

	May 1992	July 1996	June 2000	June 2004	June 2008
<i>Registered voters</i>	%	%	%	%	%
Certain Republican	35	34	35	40	29
Certain Democratic	34	39	33	39	38
Swing voters	<u>31</u>	<u>27</u>	<u>32</u>	<u>21</u>	<u>33</u>
	100	100	100	100	100

“Certain” voters are those who support a candidate and say there is “no chance” they might vote for the opponent.

Independents also are much less settled now than in 2004, though their level of uncertainty is comparable to that seen in 2000. This year, 46% are classified as swing voters, compared with 45% eight years and just 28% in 2004. Among conservative and moderate Democrats, 27% are currently not certain, similar to the 30% in 2000 and slightly higher than in 2004 (when 23% were swing voters). Just 14% of liberal Democrats are not certain about their vote, which is about the same as in June 2004 (17%), and slightly less than in 2000 (23%).

Republicans, Independents Less Settled Than in 2004					
	Conserv	Mod/Lib	Indep-	Cons/Mod	Liberal
	<u>Reps</u>	<u>Reps</u>	<u>endents</u>	<u>Dems</u>	<u>Dems</u>
	%	%	%	%	%
<i>June 2008</i>					
Certain McCain	71	51	26	6	2
Certain Obama	5	6	28	67	84
<i>Swing vote</i>	<u>24</u>	<u>43</u>	<u>46</u>	<u>27</u>	<u>14</u>
	100	100	100	100	100
<i>June 2004</i>					
Certain Bush	92	61	35	8	2
Certain Kerry	2	13	37	69	81
<i>Swing vote</i>	<u>6</u>	<u>26</u>	<u>28</u>	<u>23</u>	<u>17</u>
	100	100	100	100	100
<i>June 2000</i>					
Certain Bush	83	59	30	10	4
Certain Gore	3	11	25	60	73
<i>Swing vote</i>	<u>14</u>	<u>30</u>	<u>45</u>	<u>30</u>	<u>23</u>
	100	100	100	100	100

## Swing Voters' Attitudes

Demographically, the swing voters are not markedly different from the rest of the electorate. In terms of gender, age, income, marital status, and other personal characteristics, they closely match other voters. They are somewhat less educated than certain McCain voters or certain Obama voters. In terms of partisanship they split evenly (27% each) between Democrat and Republican. On the issues of abortion, gay marriage, the war in Iraq, and drilling in the Arctic National Wildlife Refuge, their views mirror those of the public as a whole.

With respect to evaluations of the candidates, swing voters favor McCain on some attributes and Obama on the others. For example, a narrow majority (52%) says Obama is the candidate better able to connect well with ordinary Americans, and 55% choose Obama as the candidate who is more personally likeable.

But an even larger majority (58%) says McCain is the candidate most likely to use good judgment in a crisis, and more – though not a majority – say McCain is the candidate who shares their values (37% say this about McCain, 25% Obama).

Views of Swing and Committed Voters				
	-----Vote Preference-----			
	All	Certain McCain	Certain Obama	Swing voters
	%	%	%	%
<i>Would John McCain...</i>				
Continue Bush policies	46	17	79	34
Take U.S. in new direction	42	71	17	45
Don't know	<u>12</u>	<u>12</u>	<u>4</u>	<u>21</u>
	100	100	100	100
<i>John McCain is...</i>				
Too old to be president	21	4	39	16
Not too old	76	95	58	79
Don't know	<u>3</u>	<u>1</u>	<u>3</u>	<u>5</u>
	100	100	100	100
<i>Connects well with ordinary Americans*</i>				
McCain	26	51	9	23
Obama	58	35	82	52
Neither/Both/Don't know	<u>16</u>	<u>14</u>	<u>9</u>	<u>25</u>
	100	100	100	100
<i>Honest and truthful*</i>				
McCain	37	77	5	35
Obama	36	3	78	20
Neither/Both/Don't know	<u>27</u>	<u>20</u>	<u>17</u>	<u>45</u>
	100	100	100	100
<i>Shares my values*</i>				
McCain	38	83	5	37
Obama	44	2	90	25
Neither/Both/Don't know	<u>18</u>	<u>15</u>	<u>5</u>	<u>38</u>
	100	100	100	100
<i>Personally likeable*</i>				
McCain	18	35	3	20
Obama	64	39	88	55
Neither/Both/Don't know	<u>18</u>	<u>26</u>	<u>9</u>	<u>25</u>
	100	100	100	100
<i>Would use good judgment in a crisis*</i>				
McCain	47	89	7	58
Obama	38	2	81	19
Neither/Both/Don't know	<u>15</u>	<u>9</u>	<u>12</u>	<u>23</u>
	100	100	100	100
<i>The US should...</i>				
Keep troops in Iraq	48	85	20	47
Bring troops home	48	12	76	47
Don't know	<u>4</u>	<u>3</u>	<u>4</u>	<u>6</u>
	100	100	100	100
N	1574	497	568	509

Based on registered voters.  
\* Respondents were asked if the trait better describes McCain or Obama.

## SECTION 4: VIEWS OF THE CANDIDATES AND THE ISSUES

Voters have starkly different impressions of the two candidates, and these are reflected in evaluations of their personal qualities. Fully 74% say the phrase “has new ideas” better describes Obama, while just 12% say it better describes McCain.

Obama’s advantage in personal likability is nearly as large: more than three times as many voters see Obama, rather than McCain, as personally likable (64% vs. 18%). Obama also holds better than a two-to-one advantage as the candidate who “connects well with ordinary Americans” (58% vs. 26% for McCain).

Half of voters see McCain as “a typical politician,” compared with 30% who say that phrase better describes Obama. Obama holds

smaller, six-point leads as the candidate who “shares my values” and “can get things done.”

McCain’s greatest advantage is on being perceived as “personally qualified to be president;” by approximately two-to-one (55% to 27%), more voters say this phrase better describes McCain than Obama. In addition, 47% say the phrase “would use good judgment in a crisis” better describes McCain, compared with 38% who say it better fits Obama.

McCain holds a slight edge in opinions about which candidate is “willing to take a stand, even if it’s unpopular” (44% vs. 41% for Obama). There is virtually no difference in voters’ perceptions of which candidate is more honest: 37% say the phrase “honest and truthful” better describes McCain, while 36% say it better describes Obama.

	Obama	McCain	(VOL) Both/ neither	DK
<i>Trait better describes...</i>	%	%	%	%
<b>Obama advantages</b>				
Has new ideas	74	12	10	4=100
Personally likable	64	18	15	3=100
Connects well w/ people	58	26	10	6=100
Shares my values	44	38	12	6=100
Can get things done	43	37	12	8=100
Typical politician	30	50	16	4=100
<b>McCain advantages</b>				
Personally qualified	27	55	13	5=100
Good judgment in crisis	38	47	8	7=100
<b>No clear advantage</b>				
Willing to take a stand	41	44	10	5=100
Honest and truthful	36	37	20	7=100
Based on registered voters.				

Perceptions of the candidates' honesty were similar at about this point in the 2004 campaign, with 36% saying that John Kerry was honest and truthful and 34% saying that phrase better described George Bush. In May 2004, comparable percentages also viewed both Bush and Kerry as personally likable (42% Bush vs. 39% Kerry).

At that time, Bush held a wide lead as the candidate willing to take a stand even if unpopular (by 65% to 23%). He also held about the same lead as McCain does currently as the candidate who "would use good judgment in a crisis" (47% to 35%).

In June 2000, somewhat more voters said Bush had new ideas than said that about Al Gore (by 38% to 32%). Bush led Gore by 14 points as the candidate described as willing to take an unpopular stand, but for the most part voters viewed Bush and Gore in similar ways.

### Supporters' Views of the Candidates

Supporters of McCain and Obama generally believe that positive phrases better describe their candidate rather than his opponent. Virtually all of McCain's supporters view him as more personally qualified than Obama and better in a crisis, while large majorities also see him as more honest, more willing to take a stand, and better able to get things done.

But there are some notable exceptions to this pattern. A solid majority of McCain supporters (58%) say the phrase "has new ideas" better describes Obama than McCain. By 45% to 34%, more McCain supporters view Obama as personally likable than say that about the Arizona Republican. And a sizable minority (32%) says the negative descriptor "a typical politician" better describes McCain, though somewhat more (43%) say it describes Obama.

May 2004	<u>Kerry</u>	<u>Bush</u>
<i>Trait better describes...</i>	%	%
Honest and truthful	36	34
Personally likable	39	42
Good judgment in crisis	35	47
Willing to take a stand	23	65
<b>June 2000</b>		
	<u>Gore</u>	<u>Bush</u>
Personally qualified	37	37
Connects well w/ people	39	40
Typical politician	37	34
Honest and truthful	31	35
Shares my values	35	40
Has new ideas	32	38
Willing to take a stand	32	46

Based on registered voters.

<i>McCain supporters</i>	<i>Trait better describes...</i>	
	<u>Obama</u>	<u>McCain</u>
	%	%
Personally qualified	3	90
Good judgment in crisis	2	89
Shares my values	4	78
Honest and truthful	4	73
Willing to take a stand	16	73
Can get things done	11	75
Connects well w/ people	39	47
Personally likable	45	34
Has new ideas	58	24
Typical politician	43	32

Based on registered voters.

Perceptions of Obama among his supporters are more uniformly positive. However, a smaller majority of Obama supporters views him as more personally qualified to be president than say that other positive phrases describe him; 55% say Obama is more personally qualified to be president, 28% choose McCain, and 10% say both candidates are qualified to do the job.

Obama is viewed much more critically by Democratic and Democratic-leaning voters who say they supported Hillary Clinton in the Democratic primaries. More than four-in-ten (43%) say McCain is more personally qualified to be president, compared with 35% who say that phrase better describes Obama.

In addition, fewer than half of former Clinton supporters (44%) view Obama as more honest and truthful. Just 24% say that McCain is more honest and truthful, but a relatively large minority (20%) says neither candidate particularly embodies this attribute. Modest majorities of former Clinton supporters say that Obama would be more likely to use good judgment in a crisis (55%); is more willing to take a stand, even if unpopular (53%); and is better able to get things done (52%).

**Obama Supporters' Less Certain About His Qualifications**

	<i>Trait better describes...</i>	
	<u>Obama</u>	<u>McCain</u>
<i>Obama supporters</i>	%	%
Has new ideas	94	3
Personally likeable	84	6
Shares my values	82	9
Connects well w/ people	80	10
Can get things done	74	11
Good judgment in crisis	73	16
Honest and truthful	72	7
Willing to take a stand	66	21
Personally qualified	55	28
Typical politician	20	69

**Former Clinton Supporters Skeptical of Obama's Qualifications, Honesty**

	<i>Trait better describes...</i>	
	<u>Obama</u>	<u>McCain</u>
<i>Former Clinton supporters</i>	%	%
Has new ideas	80	8
Connects well w/ people	67	21
Personally likable	66	16
Shares my values	61	18
Good judgment in crisis	55	28
Willing to take a stand	53	28
Can get things done	52	23
Honest and truthful	44	24
Personally qualified	35	43
Typical politician	22	60

Based on Democratic and Democratic-leaning registered voters who supported Clinton in Democratic primary.

## Issues Key for Obama

When asked what they like *most* about Obama, more than half of his supporters (55%) cite his stand on issues, while far fewer point to his leadership (22%), personality (11%), and experience (3%).

Issues were also the main strength for Kerry and Gore among their supporters. But far more mentioned those candidates' experience as what they liked most about them than say that about Obama. Roughly three-in-ten Gore's supporters (29%) pointed to his experience in June 2000, as did 16% of Kerry's backers four years later.

Experience is a far greater strength for McCain that it was for Bush during his campaigns.

Nearly half of McCain's supporters (47%) say his experience is what they most like about him; just 11% cited Bush's experience in June 2000, while 4% cited his experience in 2004.

By contrast, issues are much less of a positive factor for McCain's supporters than they were for Bush's. Fewer than a quarter of McCain's supporters (23%) cite his stance on issues as what they like most. In June 2004, 49% cited Bush's stance on issues, and during his first run for the White House, issues were an even bigger factor for Bush (50%).

## Candidate Weaknesses

Voters who do not support a candidate typically cite their stance on issues as what they like least about them. Pluralities of those who did not support Bush cited his stance on issues both in 2000 and 2004; similarly, those who did not support Bush's Democratic rivals pointed to issues as what they liked least about them.

Obama is an exception in this regard. About as many voters who do not support him cite his experience as his stance on issues as to what they like least about him (40% experience, 38% stand

### Obama's Support Based on Issues; McCain's Strength Is Experience

	<i>Gore</i> June <u>2000</u>	<i>Kerry</i> June <u>2004</u>	<i>Obama</i> June <u>2008</u>
<i>Like most about...</i>	%	%	%
Stand on issues	42	45	55
Leadership	13	20	22
Personality	7	7	11
Experience	29	16	3

	<i>Bush</i> June <u>2000</u>	<i>Bush</i> June <u>2004</u>	<i>McCain</i> June <u>2008</u>
<i>Like most about...</i>	%	%	%
Experience	11	4	47
Stand on issues	50	49	23
Leadership	19	33	19
Personality	10	8	3

Based on registered voters who support each candidate.

### Views of Candidates' Weaknesses

	<i>Gore</i> June <u>2000</u>	<i>Kerry</i> June <u>2004</u>	<i>Obama</i> June <u>2008</u>
<i>Like least about...</i>	%	%	%
Experience	6	6	40
Stand on issues	43	52	38
Leadership	19	11	7
Personality	17	16	5

	<i>Bush</i> June <u>2000</u>	<i>Bush</i> June <u>2004</u>	<i>McCain</i> June <u>2008</u>
<i>Like least about...</i>	%	%	%
Stand on issues	34	41	66
Personality	26	12	11
Leadership	13	35	7
Experience	10	3	4

Based on registered voters who do not support each candidate.

on issues).

McCain's stand on issues is by far the biggest negative cited by voters who do not support him. About two-thirds (66%) say McCain's stand on issues is what they like least about him, far more than the proportion saying that about any recent candidate, Democrat or Republican.

### Energy Rivals Iraq as Campaign Issue

The economy continues to overshadow other issues in the minds of voters. However, a growing number cites energy as the issue they most want to hear the candidates discuss. The proportion of voters naming energy, gas or a related issue has more than doubled since April – from 7% to 17%. Last November, just 2% volunteered energy as the issue they most wanted the candidates to address.

About as many voters now mention energy as a top issue as cite the war in Iraq (19%) as the one issue they most want the candidates to discuss. The proportion of voters citing the war as the single issue they want the candidates to address has fallen from 32% last November to 19% in the current survey.

Health care also has lost ground as an issue among voters. Just 9% point to health care as the single issue they want the candidates to discuss, less than half the percentage that cited it last November (22%).

### Iraq Less Important to Republicans

Fully twice as many Republican voters cite energy as the issue they want the candidates to talk about than cite Iraq (20% vs. 10%). That represents a dramatic shift since April, when 19% mentioned Iraq and just 9% said they wanted to hear about energy.

Energy is an increasingly important issue among Democrats as well; nonetheless, far more Democratic voters point to the war in Iraq as the

<i>Issue you most want candidates to discuss...</i>	Nov 2007	April 2008	June 2008
	%	%	%
Economy	15	44	44
Iraq	32	24	19
Energy/gas	2	7	17
Health care	22	14	9
Terrorism	5	4	3
Jobs	3	5	3
Immigration	8	3	3

Based on registered voters. Open-ended question; most frequent responses shown. Respondents could offer multiple responses.

June 2008			
<i>Issue you most want candidates to discuss:</i>	Rep	Dem	Ind
	%	%	%
Economy	43	44	44
Iraq	10	26	19
Energy/gas	20	14	18
Health care	5	11	9
Terrorism	7	1	3
Jobs	2	4	3
Immigration	5	1	3
April 2008			
Economy	43	47	41
Iraq	19	29	25
Energy/gas	9	6	6
Health care	12	18	13
Terrorism	8	2	4
Jobs	4	7	5
Immigration	6	*	5

Based on registered voters. Open-ended question; most frequent responses shown. Respondents could offer multiple responses.

single issue they want the candidates to discuss than cite energy (26% vs. 14%). However, energy has supplanted health care as the third-rated issue among Democrats. In April, 18% of Democrats mentioned health care, while 6% cited energy and gas; currently, slightly more want the candidates to discuss energy than health care (14% vs. 11%).

### Obama Still Leads on Economy

Opinions about whether Obama or McCain could do a better job on most issues have changed only modestly over the past few months. Obama continues to hold a wide lead as the candidate better able to improve economic conditions (51% vs. 31% for McCain). That is comparable to Obama's advantage in May and April.

Obama has gained as the candidate better able to deal with taxes. He currently leads 47% to 36% on this issue; in late May, slightly more voters preferred McCain on taxes than Obama (44% to 39%).

McCain continues to lead by a wide margin as the candidate better able to defend the country from a terrorist attack. A majority (55%) says he would do the better job on terrorism, compared with 31% who chose Obama. McCain also leads by a much narrower margin as the candidate better able to make wise decisions on Iraq (47% to 41%).

Obama's strength on domestic issues – and his relative weakness on foreign policy and national security issues – is reflected in the opinions of former Clinton supporters regarding which candidate could better handle major issues. By wide margins, former Clinton supporters say Obama is better able than McCain to handle taxes, the economy and reducing the influence of lobbyists.

Candidates & the Issues			
<i>Who would do the best job of...</i>	Mc- Cain %	Oba- ma %	Neither/ DK %
<b>Improving economic conditions</b>			
June 2008	31	51	18=100
Late May 2008	36	51	13=100
April 2008	33	53	14=100
<b>Making wise decisions on Iraq</b>			
June, 2008	47	41	12=100
Late May 2008	46	43	11=100
April 2008	50	38	12=100
<b>Defending country from terrorist attack</b>			
June 2008	55	31	14=100
April 2008	63	26	11=100
<b>Dealing with taxes</b>			
June 2008	36	47	17=100
Late May 2008	44	39	17=100
<b>Reducing the influence of lobbyists</b>			
June 2008	26	51	23=100
Based on registered voters.			

Clinton Supporters Split Over Which Candidate Can Best Handle Terrorism		
<i>Former Clinton supporters Who would do the best job...</i>	Obama %	McCain %
Dealing with taxes	69	16
Improving economy	68	13
Reducing lobbyists' influence	64	18
Making wise decisions on Iraq	55	28
Defending against terrorism	40	40
Based on Democratic and Democratic-leaning registered voters who supported Clinton in Democratic primary.		

Notably, as many former Clinton supporters say McCain could do better in dealing with terrorism as choose Obama (40% each). A majority of former Clinton supporters (55%) say Obama would do better in making wise decisions about Iraq, but nearly three-in-ten (28%) say McCain would do better. Republican and Republican-leaning voters who supported another GOP candidate in the primaries have about the same views on the candidates and the issues as do those who favored McCain for the nomination.

### McCain and Bush's Policies

Voters continue to be divided about whether McCain would take the country in a new direction or rather would pursue the policies of the Bush administration. Currently, 46% say McCain, if elected, would continue Bush's policies while 42% say he would take the country in a different direction. These opinions have changed little since March.

	March <u>2008</u>	May <u>2008</u>	June <u>2008</u>
<i>As president,</i>			
<i>McCain would...</i>	%	%	%
Continue Bush's policies	46	44	46
Take new direction	43	45	42
Don't know	<u>11</u>	<u>11</u>	<u>12</u>
	100	100	100

Based on registered voters.

By more than three-to-one (65% to 19%), Republicans say that McCain will move the country in a different direction if he is elected. Democrats by a slightly greater margin (71% to 22%) say McCain will largely follow Bush's policies. As was the case in May, a modest plurality of independents (46%) say that McCain will take the country in a new direction, compared with 40% who believe he will pursue Bush's policies.

## SECTION 5: CANDIDATE RACE, AGE, EXPERIENCE AND RELIGION

### Potential Candidate Weaknesses

Barack Obama's relative inexperience in national politics is seen by more voters as having a negative effect on his candidacy than his race. Roughly four-in-ten voters (42%) say Obama will be hurt by the fact that he is new to national politics; just 22% believe he will be hurt by the fact that he is African American. As many voters say Obama will be helped by his race as say it will hurt him; 49% say it will not make a difference to voters.

An even greater proportion of voters (51%) say that McCain will be hurt by the fact that he is 71-years-old. Just 5% believe McCain's age will help him while 42% say it will not make a difference.

African American voters are somewhat more likely than white voters to say that Obama's race will hurt him (28% vs. 20%). But the demographic and political differences in opinions about the potential impact of Obama's race are quite modest compared with views about Obama's lack of experience in national politics.

Fully twice as many white voters as black voters say the fact that Obama is new to national politics will hurt him (46% vs. 23%). A majority of Republicans (56%) see Obama's lack of experience as a hindrance compared with 38% of independents and 36% of Democrats.

There is greater agreement that McCain's age will hurt him. Nearly identical percentages of Democrats (52%), Republicans (50%) and independents believe that McCain's age will hurt him with voters in the fall.

#### Obama's Inexperience a Negative, But More See McCain's Age Hurting

	<i>The fact that...</i>		
	Obama is black	Obama is new	McCain is 71
	%	%	%
Will hurt him	22	42	51
Will help him	22	23	5
Won't matter	49	30	42
Don't know	7	5	2
	100	100	100

Based on registered voters.

#### More Blacks See Obama's Race Hurting Him

	<i>Will hurt Obama/McCain...</i>		
	Obama's Race	Obama's Experience	McCain's Age
	%	%	%
White	20	46	50
Black	28	23	52
18-49	26	44	53
50+	18	40	49
College grad+	26	48	53
Some college	23	45	51
HS or less	19	37	50
Republican	17	56	50
Democrat	26	36	52
Independent	21	38	50

Based on registered voters.

## McCain's Age

A relatively small minority of voters (21%) say they feel McCain is too old to be president. The proportion saying McCain, who will turn 72 in August, is too old to be president has declined slightly since February (from 26%). About three-quarters of voters (76%) say he is not too old to lead the nation.

Notably, fewer voters ages 65 and older say that they believe McCain is too old to be president. Among these voters, the proportion saying McCain is too old has declined almost by half since February, from 30% to 18%. Views among younger people about whether McCain is too old to be president have been more stable.

Fewer Republican and independent voters also express concern about McCain's age. Four months ago, 14% of GOP voters said McCain was too old for the presidency; the figure has been cut in half (7%). In late February, 27% of independents said the Arizona senator was too old for the White House; that has dropped to 19%. There has been virtually no change of opinion among Democratic voters; about a third (34%) considers McCain too old to be president, the same as in late February (33%).

Fewer Say McCain Is "Too Old"			
<i>Is McCain too old to be president?</i>	<u>Feb</u> %	<u>June</u> %	<u>Change</u>
Yes	26	21	-5
No	72	76	
Don't know	<u>2</u>	<u>3</u>	
	100	100	
<hr/>			
<i>Percent "too old" among...</i>			
Republican	14	7	-7
Democrat	33	34	+1
Independent	27	19	-8
18-34	18	21	+3
35-49	25	20	-5
50-64	30	25	-5
65+	30	18	-12
Based on registered voters.			

## Importance of Race to Vote Choice

Exit polls in several Democratic primaries found significant numbers of white voters saying that race was a consideration in their choice between Obama and Clinton, and these voters were less likely to pick Obama. As in the Democratic primaries, most voters (63%) say that the race of the candidates will not be a consideration in their own voting decisions. But about a third (34%) say the candidates' race will either be the single most important factor in their vote (12%), or one of several important factors (22%).

Nearly half of African Americans (48%) say the race of the candidates will be an important consideration, with 20% saying it will be the single most important factor in their vote. Only about a third of whites (31%) say race will be an important consideration, with 11% saying it will be most important. Among African-Americans, there is little difference in likely vote choice between those who say race will be important and those who say it won't be. Both groups overwhelmingly favor Obama

Unlike the primaries, white voters who say race will be important are somewhat more likely to say they will vote for Obama than those who say race won't be important. But here party matters: white Republicans who say race will matter are more likely to vote for Obama than other Republicans. But among white Democrats – especially the older and less educated – those who say race will matter are less likely to support Obama.

On balance, support for Obama is greater among white voters who say that the candidates' race will be an important factor in their vote than among whites who say it is not important. Obama leads McCain 48% to 42% among white voters who view the race of the candidate as an important factor; he trails McCain 51% to 36% among those who say race will not be a consideration. But this overall result masks a somewhat different pattern when Democratic and

How Important Is the Candidates' Race?				
	<i>Importance of race to your vote</i>			
	Single most imp't	One of several imp't	Not imp't	DK
	%	%	%	%
All voters	12	22	63	3=100
Black	20	28	49	3=100
White	11	20	67	2=100
<i>Among whites</i>				
18-49	9	20	70	1=100
50+	14	19	64	3=100
College grad+	7	16	76	1=100
Some college	10	24	65	1=100
HS or less	17	21	59	3=100
<\$50,000	15	21	62	2=100
\$50,000+	9	19	71	1=100
Republican	9	17	73	1=100
Democrat	14	24	60	2=100
Independent	11	20	67	2=100

Based on registered voters.

Whites Who Say Race Is Important Favor Obama			
	<i>Candidates' race is...</i>		
	All whites	Impor- tant*	Not Imp't
<i>Support...</i>	%	%	%
Obama	40	48	36
McCain	48	42	51
DK/Other	<u>12</u>	<u>10</u>	<u>13</u>
	100	100	100
Sample size	1252	364	863

\* Includes "single most important factor" and "one of several important factors."  
Based on white registered voters.

Republican voters are examined separately.

Among white Republicans and Republican-leaning independents, large majorities support McCain over Obama regardless of their views on the importance of race. White Republicans and leaners who say race will be an important factor favor McCain over Obama by a margin of 78% to 17%. Among those who say race will not be important, McCain's advantage is slightly larger, 84% to 7%.

The pattern is reversed among white Democrats and Democratic-leaning voters. Those who say race will be an important factor in their vote are slightly *more* likely to say they will vote for McCain in the fall; among this group, 74% favor Obama and 17% will vote for McCain. Among Democrats and leaners who say race is not important, 79% will vote for Obama and just 11% will vote for McCain.

The likelihood among Democrats of defecting to McCain is greatest among older and less affluent white voters. Among those ages 50 and older, 24% who say race is important support McCain over Obama. Among those in this age group who say race is not important, just 12% support McCain. For younger white Democrats, the view that race is an important consideration to their vote is unrelated to the choice between candidates.

Similarly, among white Democrats and leaners with family incomes under \$50,000 who say race is important, 22% plan to vote for McCain. Among voters in this group who say that race is not important, 12% say they will vote for McCain. Among those with higher incomes, there is little difference in vote preference by answers to the question about whether race will matter.

	Obama	McCain	Other/ DK	N
	%	%	%	
<b>All Reps/Rep Lean</b>	9	83	8=100	622
Race important*	17	78	5=100	166
Not important	7	84	9=100	450
<b>All Dems/Dem Lean</b>	76	14	10=100	539
Race important	74	17	9=100	184
Not important	79	11	10=100	341
<b>Dem ages 18-49</b>	82	11	7=100	244
Race important	80	10	10=100	80
Not important	83	10	7=100	160
<b>Dem ages 50+</b>	71	17	12=100	293
Race important	69	24	7=100	102
Not important	75	12	13=100	181
<b>Dem income &lt; \$50K</b>	71	17	12=100	206
Race important	69	22	9=100	76
Not important	75	12	13=100	124
<b>Dem income \$50K+</b>	81	12	7=100	264
Race important	78	13	9=100	82
Not important	83	10	7=100	179

\* Includes "single most important factor" and "one of several important factors."  
Based on white registered voters.

## More Say Obama Shares Blacks' Values

An increasing proportion of voters believe that Obama shares the values and interests of black people in the United States. Currently, 41% say he shares the interests and values of blacks “a lot,” while 37% say he shares blacks’ interests “some.” In September 2007, 29% said Obama shared African Americans’ interests and values a lot, and 35% said he shared those interests some.

The proportion of African Americans who see Obama as sharing the values and interests of blacks has grown substantially since last fall. Currently, nearly two-thirds (65%) of black voters believe that the presumptive Democratic nominee shares blacks’ values and interests a lot. This reflects an increase of 21 points since September 2007, when fewer than half (44%) of black voters expressed this view. More whites also now see the Democratic candidate as sharing these values, although the change has been more modest (37% now say “a lot” compared with 27% in September).

Among whites, older voters, as well as those who are less educated and those who live in rural areas are more likely than others to say that Obama shares the interests and values of blacks a lot. Notably, more than four-in-ten white voters (42%) over age 50 now see Obama sharing the values of blacks a great deal, up from 28% last September. Among white voters ages 18 to 49, the increase has been smaller (from 26% to 31%). White voters who say Obama shares black values “a lot” are no different in their presidential preferences than those who do not hold this view.

	Sept 2007 %	June 2008	Change
A lot	29	41	+12
Some	35	37	+2
Not much/at all	11	10	-1
Don't know	25	12	-13
	100	100	
<i>Percent "a lot" among...</i>			
Black	44	65	+21
White	27	37	+10
<i>Whites</i>			
18-49	26	31	+5
50+	28	42	+14
College Grad+	25	30	+5
Some College	26	39	+13
HS or less	28	41	+13
Republican	25	37	+12
Democrat	34	42	+8
Independent	22	31	+9
Urban	24	35	+11
Suburban	28	35	+7
Rural	27	44	+17
Based on registered voters.			

## Attitudes about Race and the General Election

In general, the survey finds that white voters who hold racially conservative views are more likely to support McCain. Fully 62% of white voters who agree that “we have gone too far in pushing equal rights in this country” support McCain; in contrast, just 24% of white voters who agree with this statement support Obama.

Similarly, white voters who *disagree* with the statement “I think it’s all right for blacks and whites to date” support McCain by greater than two-to-one (60% to 26%). McCain and Obama run about even among the much larger group of white voters who agree that interracial dating is acceptable (45%

McCain vs. 43% Obama). White voters who see the growing variety of ethnic and racial groups in the United States as bad for the country also support McCain over Obama (by 57% to 28%); white voters who see this trend positively are evenly divided.

There are substantial partisan and ideological differences in attitudes on these issues. Yet there also are differences within the two parties. Obama draws much greater support among white Democratic and Democratic-leaning independent voters who disagree that equal rights have been pushed too far than among those who agree with this idea (84% vs. 59%). By contrast, McCain runs slightly better among white Republicans and Republican-leaning independent voters who agree that equal rights have been pushed too far than among those who disagree (88% vs. 80%).

Multiple regression analyses that take into account demographics confirm these findings: white voters with conservative racial attitudes are considerably less likely to vote for Obama than are those with more liberal attitudes, and the impact of holding these conservative racial attitudes is greater among Democrats and independents than among Republicans. The influence of these attitudes on vote choice currently is somewhat greater than it was during the Democratic primary campaign.

	Support...			N
	John McCain	Barack Obama	Other/DK	
	%	%	%	
All whites	48	40	12=100	1252
<i>Gone too far in pushing equal rights in this country</i>				
Agree (36%)	62	24	14=100	465
Disagree (60%)	38	51	11=100	733
<i>All right for whites and blacks to date each other</i>				
Agree (81%)	45	43	12=100	1002
Disagree (14%)	60	26	14=100	182
<i>Growing variety of ethnic and racial groups in US</i>				
Good for the country (71%)	44	45	11=100	878
Bad for the country (22%)	57	28	15=100	283

Based on white registered voters.

## Racial Attitudes: Party and Ideology

Attitudes about race and ethnic diversity differ significantly across the electorate. As has traditionally been the case, these key political values are associated with ideology and partisanship. On the whole, the Democratic electorate is more socially and politically liberal on these issues, while the Republican electorate is more conservative. However, there are ideological differences within the parties, particularly among Democrats.

	All whites	Republicans			Democrats	
		Cons- erv.	Mod/ Lib	Indepen- dents	Cons/ Mod	Lib- eral
<i>Gone too far in pushing equal rights in this country</i>	%	%	%	%	%	%
Agree	36	49	38	37	34	11
Disagree	60	46	57	59	65	88
Don't know	<u>4</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100
<i>All right for whites and blacks to date each other</i>						
Agree	81	75	78	84	76	96
Completely agree	59	52	49	61	54	85
Disagree	14	20	15	12	19	4
Don't know	<u>5</u>	<u>5</u>	<u>7</u>	<u>4</u>	<u>5</u>	<u>0</u>
	100	100	100	100	100	100
<i>Growing variety of ethnic and racial groups in US</i>						
Good for the country	71	67	66	74	68	89
Bad for the country	22	27	26	19	25	7
Don't know	<u>7</u>	<u>6</u>	<u>8</u>	<u>7</u>	<u>7</u>	<u>4</u>
	100	100	100	100	100	100

Based on white registered voters.

Among white voters, nearly all (88%) liberal Democrats disagree with the statement that “we have gone too far in pushing equal rights in this country.” On the other end of the spectrum, conservative Republicans are more evenly divided on the question (46% disagree, 49% agree).

Liberal Democrats stand apart from all other white groups on the two other values. Fully 85% *completely* agree that it’s “all right for whites and blacks to date each other,” and just 4% of this group finds interracial dating unacceptable. By contrast, smaller percentages of white Republicans – 52% of conservative Republicans and 49% of moderate/liberal Republicans – and white conservative and moderate Democrats (54%) completely agree with the statement.

Similarly, opinions on the increasing variety of ethnic and racial groups in the United States differ little among Republicans and conservative/moderate Democrats. Roughly two-thirds of each group believes that growing diversity is a good or very good thing. By contrast, nearly

nine-in-ten (89%) white liberal Democrats take the view that growing ethnic and racial variety is good for the country.

While these attitudes are linked to partisanship and ideology, there also are clear generational and educational differences. Younger and more educated white voters hold significantly more racially liberal beliefs than do older whites and those with less education.

On interracial dating, equal rights, and racial and ethnic diversity, younger white voters consistently hold more liberal views than white voters over 50. The same is true of voters who have attended college; more than three-quarters (77%) of whom believe that increasing ethnic variety is good for the country. By contrast, 61% of those who have not attended college hold the same view.

Younger, Educated Whites More Liberal on Key Social Values					
	All whites	College		Age	
		Yes	No	18-49	50+
	%	%	%	%	%
<i>Gone too far in pushing equal rights in this country</i>					
Agree	36	32	41	31	41
Disagree	60	64	54	67	53
Don't know	<u>4</u>	<u>4</u>	<u>5</u>	<u>2</u>	<u>6</u>
	100	100	100	100	100
<i>All right for whites and blacks to date each other</i>					
Agree	81	87	72	89	72
Completely Agree	59	68	44	71	46
Disagree	14	10	21	8	21
Don't know	<u>5</u>	<u>3</u>	<u>7</u>	<u>3</u>	<u>7</u>
	100	100	100	100	100
<i>Growing variety of ethnic and racial groups in US</i>					
Good for the country	71	77	61	77	64
Bad for the country	22	18	28	18	26
Don't know	<u>7</u>	<u>5</u>	<u>11</u>	<u>5</u>	<u>10</u>
	100	100	100	100	100

Based on white registered voters.

## Who Thinks Obama is Muslim?

Overall, 12% of voters say that Obama is Muslim, a proportion virtually unchanged from March (10%). A majority of voters (57%) say, correctly, that Obama is Christian, while a quarter respond that they do not know Obama's religion.

Six-in-ten Democrats now identify Obama as Christian, up eight-points from March. The gain is most substantial among conservative and moderate Democrats, 55% of whom now say Obama is Christian, up from 42% in March. Yet they still lag behind the proportion of liberal Democrats (74%) who can correctly identify Obama's religion.

Overall, roughly comparable proportions of Republicans (55%), Democrats (60%) and independents (59%) correctly identify Obama as Christian. At the same time, comparable proportions of Republican voters (12%), Democratic voters (12%) and independent voters (11%) misidentify Obama as Muslim.

Nearly one-in-five white evangelical Protestant voters (19%) believe that Obama is Muslim, which is greater than the proportion of white mainline Protestants (11%) and white Catholics (9%) who believe this.

White voters are more likely to think Obama is Muslim (12%) than are black voters (5%). And white, working-class voters are among the most likely to think Obama is Muslim and among the least likely to think he is Christian. Among white voters with no more than a high school education and a family income of \$50,000 or less, 16% say Obama is Muslim, while just 37% say he is Christian.

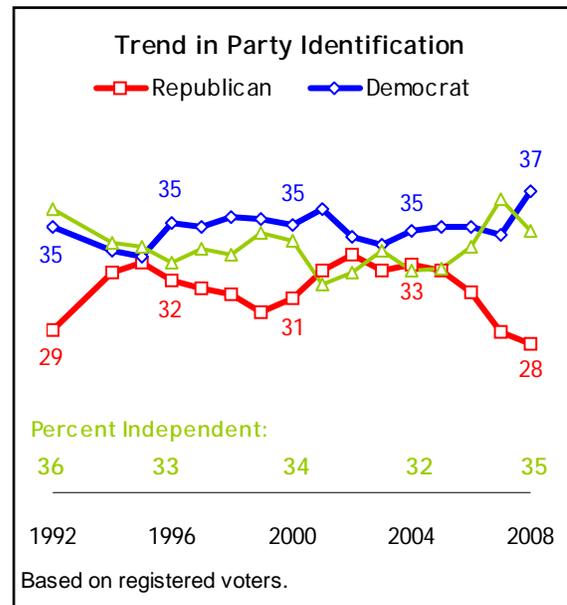
	March		June	
	Chris- tian %	Mus- lim %	Chris- tian %	Mus- lim %
Total	53	10	57	12
Republican	54	14	55	12
Conservative	54	16	57	13
Mod/Lib	58	9	53	12
Democrat	52	10	60	12
Cons/Mod	42	13	55	15
Liberal	67	5	74	6
Independent	58	8	59	11
College grad	73	5	78	6
Some college	56	8	58	14
HS or less	37	15	42	14
Wh evangelical Prot	50	16	52	19
Wh mainline Prot	59	7	60	9
Wh Catholic	52	11	56	11
18-29	41	8	53	15
30-49	53	11	63	11
50-64	60	11	59	13
65+	53	12	51	9
Men	57	9	62	11
Women	49	11	54	12
White	54	11	58	12
Black	44	10	62	5

Percentages read horizontally.  
Based on registered voters.

## SECTION 6: PARTY AFFILIATION AND CONGRESSIONAL BALLOT

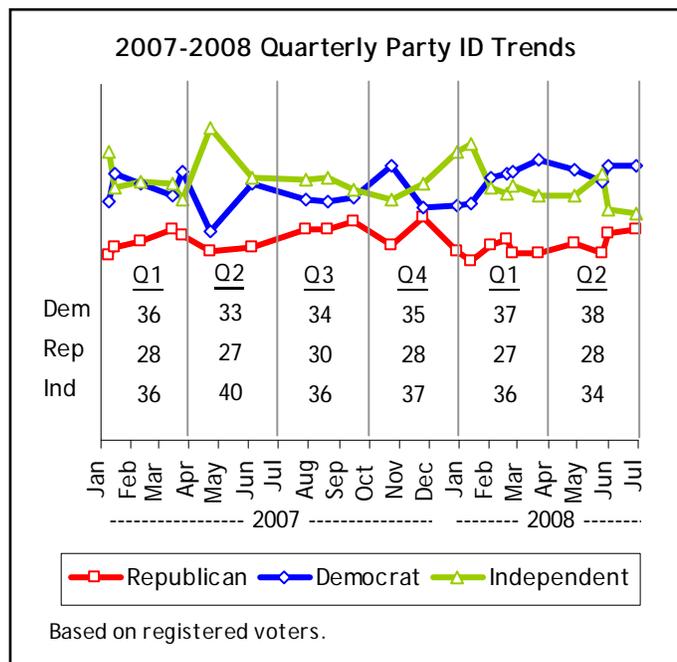
### Growing Democratic Party ID Advantage

The Democratic Party's advantage in party identification among voters nationwide has continued to grow in the first half of 2008. Among all the registered voters interviewed by the Pew Research Center from January through June of this year, 37% identify themselves as Democrats, the highest annual average in 20 years. Meanwhile, just 28% say they are Republicans which, coupled with the 2007 average, is the lowest in more than 16 years. The nine-point Democratic advantage in party identification represents a substantial shift from the 2004 election cycle, when Democrats outnumbered Republicans by just two percentage points (35% to 33%).



The share of voters who identify as independents or offer no partisan preference is also greater this year than in most recent elections. Currently, 35% do not identify with either of the political parties, up from 32% four years ago. The last time independent identification was this high was in 1992, when Ross Perot ran a fairly successful third party campaign.

More recently, however, the proportion of Americans who reject party labels has declined. In 2007, 37% of voters called themselves independent or expressed no partisan preference. This has fallen to 35% for the first six months of 2008, and the downward trend is even more apparent when the data is analyzed more closely. Over the past three months, just 34% of voters have identified as independents, down from 36% in the first three months of the year, and from 40% in the comparable second quarter of 2007.



## Race for Congress

Asked whom they'd support for Congress in their districts, voters choose the Democratic candidate over the Republican candidate by a wide margin. More than half of voters (52%) say they would vote for the Democratic candidate, compared with 37% who would support the Republican.

Democrats hold substantial advantages among voters in several key groups, including women (22 points), those under age 30 (22 points) and Catholics (16 points). Independents, who are about evenly divided in their presidential preferences, favor the Democratic candidate in their district by 10 points.

Republican candidates hold about a two-to-one lead among white evangelical Protestants (59% to 28%), but most other groups are divided or favor Democratic candidates by wide margins. Democrats hold a slight edge among voters ages 65 and older (46% to 42%), and much wider advantages among voters in other age groups.

Voters are divided over whether the issue of which party controls Congress affects their vote for Congress: slightly more than half (51%) say no, while 44% say yes. This split has been fairly consistent since at least 1998, with the notable exception of the midterm election two years ago. In June 2006, 58% of voters, and fully 72% of Democrats, said the issue of party control of Congress was important to their vote.

Compared with two years ago, Democrats are much less likely to say that party control of Congress will be a factor in their vote. Still, more Democrats (55%) than Republicans (43%) or independents (34%) say that the issue of which party controls Congress will matter in their voting decision.

### Democrats Hold Big Lead on Generic Congressional Ballot

	<u>Rep</u> %	<u>Dem</u> %	<u>Other/ DK</u> %
Total	37	52	11=100
Men	40	49	11=100
Women	34	56	10=100
White	44	45	11=100
Black	7	87	6=100
18-29	36	58	6=100
30-49	38	54	8=100
50-64	32	52	16=100
65+	42	46	12=100
Republican	87	5	8=100
Democrat	1	96	3=100
Independent	34	44	22=100
Total Protestant	42	47	11=100
White evangelical	59	28	13=100
White mainline	47	42	11=100
Total Catholic	37	53	10=100
White non-Hispanic	42	47	11=100
Unaffiliated	20	68	12=100

Based on registered voters.

### Is Party Control a Factor in Vote for Congress?

	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
June 2008	44	51	5=100
June 2006	58	39	3=100
June 2004	43	51	6=100
June 2002	47	50	3=100
July 2000	46	49	5=100
June 1998	45	51	4=100
<i>June 2008</i>			
Republican	43	53	4=100
Democrat	55	41	4=100
Independent	34	60	6=100

Based on registered voters

## 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 2,004 adults, 18 years of age or older, including an oversample of respondents ages 18-29, from June 18-29, 2008 (1,501 respondents were interviewed on a landline telephone, and 503 were interviewed on a cell phone, including 162 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International.

The combined landline and cell phone data were weighted using demographic weighting parameters derived from the March 2007 Census Bureau's Current Population Survey, along with an estimate of current patterns of telephone status in the U.S. derived from the 2007 National Health Interview Survey, using an iterative technique that simultaneously balances the distributions of all weighting parameters. The weighting procedure also accounted for the fact that respondents with both landline and cell phones had a greater probability of being included in the sample.

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	2,004	2.5 percentage points
18-29-year-olds sample	473	5.0 percentage points
Registered voter sample	1,574	3.0 percentage points
18-29-year-olds registered voter sample	298	6.5 percentage points
Republican registered voter sample	497	5.0 percentage points
Democratic registered voter sample	574	4.5 percentage points
Independent registered voter sample	465	5.0 percentage points
Republican- & Republican-leaning RV sample	676	4.5 percentage points
Democratic- & Democratic-leaning RV sample	781	4.0 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.

## 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 seven 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 and Alec Tyson, Research Analysts  
James Albrightain, Research Assistant

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JUNE 2008 VOTER ATTITUDES SURVEY**  
**FINAL TOPLINE**  
 June 18-29, 2008  
 N=2004

**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>				
				June, 2001	43	52	5=100
				March, 2001	47	45	8=100
June, 2008	19	76	5=100	February, 2001	46	43	11=100
Late May, 2008	18	76	6=100	January, 2001	55	41	4=100
March, 2008	22	72	6=100	October, 2000 (RVs)	54	39	7=100
Early February, 2008	24	70	6=100		Satis- <u>fied</u>	Dis- <u>satisfied</u>	No <u>Opinion</u>
Late December, 2007	27	66	7=100		51	41	8=100
October, 2007	28	66	6=100	September, 2000	47	45	8=100
February, 2007	30	61	9=100	June, 2000	48	43	9=100
Mid-January, 2007	32	61	7=100	April, 2000	56	39	5=100
Early January, 2007	30	63	7=100	August, 1999	53	41	6=100
December, 2006	28	65	7=100	January, 1999	46	44	10=100
Mid-November, 2006	28	64	8=100	November, 1998	54	42	4=100
Early October, 2006	30	63	7=100	Early September, 1998	55	41	4=100
July, 2006	30	65	5=100	Late August, 1998	50	44	6=100
May, 2006	29	65	6=100	Early August, 1998	59	37	4=100
March, 2006	32	63	5=100	February, 1998	46	50	4=100
January, 2006	34	61	5=100	January, 1998	45	49	6=100
Late November, 2005	34	59	7=100	September, 1997	49	46	5=100
Early October, 2005	29	65	6=100	August, 1997	38	58	4=100
July, 2005	35	58	7=100	January, 1997	29	67	4=100
Late May, 2005	39	57	4=100	July, 1996	28	70	2=100
February, 2005	38	56	6=100	March, 1996	23	73	4=100
January, 2005	40	54	6=100	October, 1995	25	73	2=100
December, 2004	39	54	7=100	June, 1995	23	74	3=100
Mid-October, 2004	36	58	6=100	April, 1995	24	73	3=100
July, 2004	38	55	7=100	July, 1994	24	71	5=100
May, 2004	33	61	6=100	March, 1994	22	73	5=100
Late February, 2004	39	55	6=100	October, 1993	20	75	5=100
Early January, 2004	45	48	7=100	September, 1993	22	71	7=100
December, 2003	44	47	9=100	May, 1993	39	50	11=100
October, 2003	38	56	6=100	January, 1993	28	68	4=100
August, 2003	40	53	7=100	January, 1992	34	61	5=100
April 8, 2003	50	41	9=100	November, 1991	66	31	3=100
January, 2003	44	50	6=100	Late February, 1991 (Gallup)	47	48	5=100
November, 2002	41	48	11=100	August, 1990	41	54	5=100
September, 2002	41	55	4=100	May, 1990	45	50	5=100
Late August, 2002	47	44	9=100	January, 1989	50	45	5=100
May, 2002	44	44	12=100	September, 1988 (RVs)	41	54	5=100
March, 2002	50	40	10=100	May, 1988	39	55	6=100
Late September, 2001	57	34	9=100	January, 1988			
Early September, 2001	41	53	6=100				

**ASK ALL:**

Q.2 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? [INSERT ITEM, RANDOMIZE; READ ANSWER CHOICES AS NECESSARY]<sup>1</sup>

		Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	DK/ <u>Ref</u>
a.	News about the current situation and events in Iraq	31	40	20	8	1=100
b.	News about candidates for the 2008 presidential election	40	35	15	9	1=100
c.	Reports about the condition of the U.S. economy	45	35	13	6	1=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=1574]:**

		Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	(VOL.) DK/ <u>Ref.</u>
<b>2008</b>	June, 2008	72	2	23	2	1=100
	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
<b>2004</b>	Late February, 2008	74	3	19	2	2=100
	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
<b>1996</b>	April, 2000	45	7	41	7	*=100
	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

<sup>1</sup> For detailed trends, see the most recent release of the Weekly News Interest Index at [people-press.org/news-interest](http://people-press.org/news-interest).

**THOUGHT CONTINUED...**

		Quite	(VOL.)	Only a	(VOL.)	DK/
		<u>A lot</u>	<u>Some</u>	<u>Little</u>	<u>None</u>	<u>Ref.</u>
<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.3 Are you more interested or less interested in politics this year than you were in 2004 — the last presidential election year?<sup>2</sup>

		June	June	July	June	June	March
		<u>2004</u>	<u>2000</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>
60	More	47	38	42	41	55	57
20	Less	28	38	38	35	24	27
18	Same (VOL.)	23	22	19	22	19	14
<u>2</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>
100		100	100	100	100	100	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?

		June	June	June	June
		<u>2004</u>	<u>2000</u>	<u>1996</u>	<u>1992</u>
77	Yes, Registered	79	79	79	76
74	Absolutely certain	76	75	75	73
3	Chance registration has lapsed	3	4	4	3
*	Don't know/Refused	*	*	0	0
22	No, Not registered/Don't know	20	21	21	23
<u>1</u>	Don't know/Refused	<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>
100		100	100	100	100

**IF RESPONDENT ANSWERED '2' NO OR '9' NOT SURE IN REGIST OR '2' CHANCE OR '9' NOT SURE IN REGICERT ASK:**

Q.4 Do you plan to register to vote, or is there a chance that you may not register?

		June	June	June
		<u>2004</u>	<u>2000</u>	<u>1992</u>
10	Plan to register	14	13	17
14	Chance may not	9	11	9
<u>2</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>
26%		24%	25%	27%

<sup>2</sup>

In 2004, the question referenced politics in 2000; in 2000 it referenced politics in 1996; in 1996 it referenced politics in 1992; in 1992 it referenced politics in 1988.

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1)**

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), ASK:**

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

**IF CHOSE MCCAIN OR OBAMA IN Q.5 (Q.5=1,2), ASK:**

Q.5b Do you support (INSERT PRESIDENTIAL CHOICE FROM Q.5—LAST NAME ONLY) strongly or only moderately?

**BASED ON REGISTERED VOTERS [N=1574]:**

	<u>Mc-Cain</u>	<u>Strongly</u>	<u>Only Mod.<sup>3</sup></u>	<u>DK</u>	<u>Oba-ma</u>	<u>Strongly</u>	<u>Only Mod.</u>	<u>DK</u>	<u>Third party</u>	<u>Fourth Party</u>	<u>Other/Don't Know</u>	
June, 2008	40	14	26	*	48	28	19	1	n/a	n/a	12=100	
Late May, 2008	44				47				n/a	n/a	9=100	
April, 2008	44				50				n/a	n/a	6=100	
March, 2008	43				49				n/a	n/a	8=100	
Late February, 2008	43				50				n/a	n/a	7=100	
	<b>Bush</b>				<b>Kerry</b>				<b>Nader</b>			
November, 2004	45	34	11	*	46	29	16	1	1	n/a	8=100	
Mid-October, 2004	45	32	13	*	45	28	16	1	1	n/a	9=100	
Early October, 2004	48	35	12	1	41	24	17	*	2	n/a	9=100	
September, 2004	49	33	15	1	43	22	20	1	1	n/a	7=100	
August, 2004	45	32	13	*	47	28	19	*	2	n/a	6=100	
July, 2004	44				46				3	n/a	7=100	
June, 2004	46				42				6	n/a	6=100	
May, 2004	43				46				6	n/a	5=100	
Late March, 2004	44				43				6	n/a	7=100	
Mid-March, 2004	42				49				4	n/a	5=100	
	<b>Two-way trial heats:</b>											
June, 2004	48				46				n/a	n/a	6=100	
May, 2004	45				50				n/a	n/a	5=100	
Late March, 2004	46				47				n/a	n/a	7=100	
Mid-March, 2004	43				52				n/a	n/a	5=100	
Late February, 2004	44				48				n/a	n/a	8=100	
Early February, 2004	47				47				n/a	n/a	6=100	
Early January, 2004	52				41				n/a	n/a	7=100	
October, 2003	50				42				n/a	n/a	8=100	
	<b>Bush</b>				<b>Gore</b>				<b>Nader Buchanan</b>			
November, 2000	41	26	15	*	45	25	19	1	4	1	9=100	
Late October, 2000	45	29	16	*	43	24	19	*	4	1	7=100	
Mid-October, 2000	43	25	18	*	45	22	23	*	4	1	7=100	
Early October, 2000	43	26	17	*	44	22	22	*	5	*	8=100	
September, 2000	41	21	19	1	47	25	21	1	2	1	9=100	
July, 2000	42				41				6	2	9=100	
Late June, 2000	42				35				2	2	19=100	
Mid-June, 2000	41				42				4	3	10=100	
January, 2000	51				39				n/a	4	6=100	
September, 1999	49				35				n/a	10	6=100	

<sup>3</sup>

Includes those who say they “lean McCain” or “lean Obama” in Q.5a.

Q.5/Q.5.A/Q.5B CONTINUED...

	<b>Bush</b>	<i>Strongly</i>	<i>Only Mod.</i>	<i>DK</i>	<b>Gore</b>	<i>Strongly</i>	<i>Only Mod.</i>	<i>DK</i>	<b>Nader</b>	<b>Buchanan</b>	<b>Other/ Don't Know</b>
<i>Two-way trial heats:</i>											
July, 2000	48				46				n/a	n/a	6=100
Mid-June, 2000	45	20	25	*	46	18	27	1	n/a	n/a	9=100
May, 2000	46				45				n/a	n/a	9=100
March, 2000	43				49				n/a	n/a	8=100
February, 2000	46	19	27	*	45	18	26	1	n/a	n/a	9=100
December, 1999	55				40				n/a	n/a	5=100
October, 1999	54				39				n/a	n/a	7=100
September, 1999	54				39				n/a	n/a	7=100
July, 1999	53				42				n/a	n/a	5=100
March, 1999	54				41				n/a	n/a	5=100
January, 1999	50				44				n/a	n/a	6=100
Early September, 1998	53				40				n/a	n/a	7=100
	<b>Dole</b>				<b>Clinton</b>				<b>Perot</b>		
November, 1996	32	17	15	*	51	26	24	1	9	n/a	8=100
October, 1996	34	17	16	1	51	25	26	*	8	n/a	7=100
Late September, 1996	35	16	18	1	51	26	25	*	7	n/a	7=100
Early September, 1996	34	17	17	*	52	26	26	0	8	n/a	6=100
July, 1996	34				44				16	n/a	6=100
March, 1996	35				44				16	n/a	5=100
September, 1995	36				42				19	n/a	3=100
July, 1994	36				39				20	n/a	5=100
<i>Two-way trial heats:</i>											
July, 1996	42	11	30	*	53	20	31	1	n/a	n/a	5=100
June, 1996	40	13	23	1	55	22	29	1	n/a	n/a	5=100
April, 1996	40				54						6=100
March, 1996	41				53						6=100
February, 1996	44				52						4=100
January, 1996	41				53						6=100
July, 1994	49				46						5=100
	<b>Bush, Sr.</b>				<b>Clinton</b>				<b>Perot</b>		
Late October, 1992	34	20	14	--	44	26	18	--	19	n/a	3=100
Early October, 1992	35	14	21	--	48	23	25	--	8	n/a	9=100
June, 1992	31				27				36	n/a	6=100
<i>Two-way trial heats:</i>											
September, 1992	38	14	21	--	53	25	28	--	n/a	n/a	9=100
August, 1992	37	14	23	--	57	24	33	--	n/a	n/a	6=100
June, 1992	46	13	33	--	41	9	32	--	n/a	n/a	13=100
May, 1992	46	15	31	--	43	10	33	--	n/a	n/a	11=100
Late March, 1992	50	19	31	--	43	9	34	--	n/a	n/a	7=100
	<b>Bush, Sr.</b>				<b>Dukakis</b>						
October, 1988	50	24	26	--	42	20	22	--	n/a	n/a	8=100
September, 1988	50	26	24	--	44	19	25	--	n/a	n/a	6=100
May, 1988	40	12	28	--	53	14	39	--	n/a	n/a	7=100

**IF RESPONDENT DID NOT CHOOSE MCCAIN IN Q.5/5a (Q.5=2 OR Q.5a=2,3,9) ASK:  
ROTATE Q.6 AND Q.7**

Q.6 Do you think there is a chance that you might vote for John McCain in November, or have you definitely decided not to vote for him?

**BASED ON REGISTERED VOTERS [N=1574]:**

		Chance might <u>vote for</u>	Decided not <u>to vote for</u>	Don't know/ <u>Refused</u>
<b>McCain</b>	June, 2008	12	41	7=60%
<b>Bush</b>	November, 2004	6	44	5=55%
	Mid-October, 2004	5	43	7=55%
	Early October, 2004	9	39	4=52%
	September, 2004	9	38	4=51%
	August, 2004	10	42	3=55%
	July, 2004	10	41	5=56%
	June, 2004 <sup>4</sup>	9	41	2=52%
	May, 2004	9	42	4=55%
	Late March, 2004	11	40	3=54%
	Mid-March, 2004	11	44	2=57%
	Late February, 2004	10	43	3=56%
	Early February, 2004	10	41	2=53%
<b>Bush</b>	November, 2000	8	44	7=59%
	Late October, 2000	10	41	4=55%
	Mid-October, 2000	12	40	5=57%
	Early October, 2000	11	39	7=57%
	September, 2000	15	38	6=59%
	Mid-June, 2000	15	33	6=54%
<b>Dole</b>	November, 1996	8	54	6=68%
	October, 1996	11	51	4=66%
	Late September, 1996	16	44	5=65%
	Early September, 1996	14	47	5=66%
	July, 1996	15	40	3=58%
<b>Bush, Sr</b>	Late October, 1992	11	53	2=66%
	Early October, 1992	13	46	6=65%
	September, 1992	12	44	6=62%
	August, 1992	15	45	4=64%
	May, 1992	8	40	5=53%

<sup>4</sup>

In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

**IF RESPONDENT DID NOT CHOOSE OBAMA IN Q.5/5a (Q.5=1 OR Q.5a=1,3,9) ASK:  
ROTATE Q.6 AND Q.7**

Q.7 Do you think there is a chance that you might vote for Barack Obama in November, or have you definitely decided not to vote for him?

**BASED ON REGISTERED VOTERS [N=1574]:**

		Chance might <u>vote for</u>	Decided not <u>to vote for</u>	Don't know/ <u>Refused</u>
<b>Obama</b>	June, 2008	14	32	6=52%
<b>Kerry</b>	November, 2004	6	43	5=54%
	Mid-October, 2004	6	42	7=55%
	Early October, 2004	9	45	5=59%
	September, 2004	11	42	4=57%
	August, 2004	11	39	3=53%
	July, 2004	13	36	5=54%
	June, 2004 <sup>5</sup>	10	41	3=54%
	May, 2004	11	35	4=50%
	Late March, 2004	13	37	3=53%
	Mid-March, 2004	13	32	3=48%
	Late February, 2004	13	36	3=52%
	Early February, 2004	15	33	5=53%
<b>Gore</b>	November, 2000	8	41	6=55%
	Late October, 2000	9	44	4=57%
	Mid-October, 2000	10	40	5=55%
	Early October, 2000	11	38	7=56%
	September, 2000	13	35	5=53%
	June, 2000	14	34	6=54%
<b>Clinton</b>	November, 1996	6	37	6=49%
	October, 1996	10	35	4=49%
	Late September, 1996	11	35	3=49%
	Early September, 1996	10	34	4=48%
	July, 1996	8	36	4=48%
<b>Clinton</b>	Late October, 1992	11	43	2=56%
	Early October, 1992	14	32	6=52%
	September, 1992	12	28	6=46%
	August, 1992	14	26	3=43%
	May, 1992	11	38	6=55%

<sup>5</sup>

In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

**ASK IF MCCAIN OR OBAMA NAMED IN Q.5 OR Q.5a (Q.5=1,2 OR Q5a=1,2):**

Q.8 What do you like most about (INSERT NAME CHOSEN FROM Q.5 OR Q.5a) — his personality, his leadership ability, his experience, or his stand on issues?

**BASED ON REGISTERED VOTERS WHO CHOSE MCCAIN OR OBAMA IN Q.5/5a:**

		<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on issues</u>	<u>Don't know</u>	
<b>Barack Obama</b>		11	22	3	55	9=100	<b>(N=711)</b>
<b>John McCain</b>		3	19	47	23	8=100	<b>(N=680)</b>
<b>Kerry</b>	September, 2004	8	16	13	52	11=100	
	June, 2004	7	20	16	45	12=100	
<b>Bush</b>	September, 2004	8	41	4	42	5=100	
	June, 2004	8	33	4	49	6=100	
<b>Gore</b>	Late October, 2000	4	16	27	48	5=100	
	Mid-October, 2000	8	16	29	44	3=100	
	Early October, 2000	6	16	23	49	6=100	
	September, 2000	9	15	22	48	6=100	
	June, 2000	7	13	29	42	9=100	
	May, 2000	10	13	30	40	7=100	
	March, 2000	10	14	28	40	8=100	
	October, 1999	8	11	32	43	6=100	
<b>Bush</b>	Late October, 2000	10	21	5	59	5=100	
	Mid-October, 2000	13	18	9	55	5=100	
	Early October, 2000	8	20	7	58	7=100	
	September, 2000	9	19	9	55	8=100	
	June, 2000	10	19	11	50	10=100	
	May, 2000	12	22	8	51	7=100	
	March, 2000	14	24	10	42	10=100	
	October, 1999	13	25	11	42	9=100	
<b>Clinton</b>	Early September, 1996	14	24	6	49	7=100	
<b>Dole</b>	Early September, 1996	3	25	33	35	4=100	
<b>Clinton</b>	Late October, 1992 <sup>6</sup>	11	13	4	68	4=100	
<b>Bush, Sr.</b>	Late October, 1992	15	26	35	19	5=100	
<b>Perot</b>	Late October, 1992	12	25	9	53	1=100	

<sup>6</sup> In 1992, results were based on respondents who said their vote was pro-candidate, rather than anti-candidate. Category was worded "personality and character."

**ASK IF MCCAIN OR OBAMA NAMED IN Q.5 OR Q.5a (Q.5=1,2 OR Q5a=1,2):**

Q.9 What do you like LEAST about (INSERT NAME NOT CHOSEN FROM Q.5 OR Q.5a) — his personality, his leadership ability, his experience, or his stand on issues?

**BASED ON REGISTERED VOTERS WHO CHOSE MCCAIN OR OBAMA IN Q.5/5a:**

		<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on Issues</u>	<u>Don't know</u>	
<b>Barack Obama</b> (Based on McCain voters)		5	7	40	38	10=100	(N=680)
<b>John McCain</b> (Based on Obama voters)		11	7	4	66	12=100	(N=711)
<b>Kerry</b>	September, 2004	16	12	8	53	11=100	
	June, 2004	16	11	6	52	15=100	
<b>Bush</b>	September, 2004	13	28	4	46	9=100	
	June, 2004	12	35	3	41	9=100	
<b>Gore</b>	Late October, 2000	27	15	6	43	9=100	
	Mid-October, 2000	27	18	5	43	7=100	
	Early October, 2000	26	14	4	44	12=100	
	September, 2000	17	17	7	48	11=100	
	June, 2000	17	19	6	43	15=100	
	May, 2000	22	22	6	41	9=100	
	March, 2000	22	20	5	43	10=100	
	October, 1999	24	22	5	39	10=100	
<b>Bush</b>	Late October, 2000	21	14	15	37	13=100	
	Mid-October, 2000	18	16	15	43	8=100	
	Early October, 2000	25	11	15	37	12=100	
	September, 2000	20	12	11	43	14=100	
	June, 2000	26	13	10	34	17=100	
	May, 2000	25	13	13	35	14=100	
	March, 2000	33	8	13	35	11=100	
	October, 1999	19	11	13	41	16=100	

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.10 In deciding your vote for president this fall, will the race of the candidates be [READ]

**BASED ON REGISTERED VOTERS [N=1574]:**

- 12 The single most important factor
  - 22 One of several important factors
  - 63 Not an important factor
  - 3 Don't know/Refused (VOL.)
- 100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.11 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=1574]:**

		Late May <u>2008</u>	March <u>2008</u>
46	Continue Bush's policies	44	46
42	Take country in a different direction	45	43
<u>12</u>	Don't know/Refused (VOL.)	<u>11</u>	<u>11</u>
100		100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.12 Do you feel John McCain is too old to be president, or not?

**BASED ON REGISTERED VOTERS [N=1574]:**

		<i>Bob Dole</i>		
		Based on general population CNN/USA Today/Gallup Poll		
		Late Feb <u>2008</u>	March <u>1996</u>	February <u>1996</u>
21	Yes, too old	26	25	27
76	No, not too old	72	72	67
<u>3</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>3</u>	<u>6</u>
100		100	100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

PLANTO1 Do you yourself plan to vote in the election this November?

**IF YES IN PLANTO1, ASK:**

PLANTO2 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

**BASED ON REGISTERED VOTERS [N=1574]:**

	<b>Yes, Plan To Vote</b>	Absolutely Certain	Fairly Certain	Not Certain	<b>No, Don't Plan To</b>	<b>Don't know/ Refused</b>
June, 2008	<b>95</b>	85	8	2	<b>2</b>	<b>3=100</b>
November, 2006 <sup>7*</sup>	<b>90</b>	--	--	--	<b>8</b>	<b>2=100</b>
Late October, 2006*	<b>94</b>	--	--	--	<b>3</b>	<b>3=100</b>
Early October, 2006*	<b>93</b>	75	17	1	<b>4</b>	<b>3=100</b>
Early September, 2006*	<b>92</b>	--	--	--	<b>5</b>	<b>3=100</b>
November, 2004	<b>97</b>	--	--	--	<b>2</b>	<b>1=100</b>
Mid-October, 2004	<b>98</b>	--	--	--	<b>1</b>	<b>1=100</b>
Early October, 2004	<b>98</b>	91	6	1	<b>1</b>	<b>1=100</b>
September, 2004	<b>98</b>	91	6	1	<b>1</b>	<b>1=100</b>

<sup>7</sup>

From Mid-October 2004 to November 2006 and in Early November 2002, the "Yes, Plan to vote" category also includes people who volunteered that they already voted. In November 2006, Early November 2002, Early November, 2000, Late October 1998, November 1996 and November 1994 the question was worded: "Do you yourself plan to vote in the election this Tuesday, or not?"

**PLANTO1/PLANTO2 CONTINUED...**

	<b>Yes, Plan To Vote</b>	<b>Absolutely Certain</b>	<b>Fairly Certain</b>	<b>Not Certain</b>	<b>No, Don't Plan To</b>	<b>Don't know/ Refused</b>
August, 2004	<b>98</b>	89	8	1	<b>2</b>	<b>*=100</b>
June, 2004	<b>96</b>	85	10	1	<b>2</b>	<b>2=100</b>
Early November, 2002*	<b>90</b>	--	--	--	<b>8</b>	<b>2=100</b>
Early October, 2002*	<b>95</b>	--	--	--	<b>3</b>	<b>2=100</b>
Early November, 2000	<b>96</b>	--	--	--	<b>3</b>	<b>1=100</b>
Late October, 2000	<b>97</b>	--	--	--	<b>2</b>	<b>1=100</b>
Mid-October, 2000	<b>96</b>	--	--	--	<b>2</b>	<b>2=100</b>
Early October, 2000	<b>97</b>	87	9	1	<b>2</b>	<b>1=100</b>
September, 2000	<b>95</b>	84	10	1	<b>3</b>	<b>2=100</b>
June, 2000	<b>95</b>	84	10	1	<b>2</b>	<b>3=100</b>
Late October, 1998*	<b>91</b>	--	--	--	<b>6</b>	<b>3=100</b>
Early October, 1998*	<b>92</b>	--	--	--	<b>4</b>	<b>4=100</b>
Early September, 1998*	<b>95</b>	--	--	--	<b>2</b>	<b>3=100</b>
Late August, 1998*	<b>93</b>	75	17	1	<b>3</b>	<b>4=100</b>
June, 1998*	<b>95</b>	74	19	2	<b>3</b>	<b>2=100</b>
November, 1996	<b>96</b>	--	--	--	<b>2</b>	<b>2=100</b>
October, 1996	<b>98</b>	87	10	1	<b>1</b>	<b>1=100</b>
Late September, 1996	<b>98</b>	89	8	1	<b>1</b>	<b>1=100</b>
Early September, 1996	<b>96</b>	83	11	2	<b>2</b>	<b>2=100</b>
July, 1996	<b>95</b>	82	12	1	<b>3</b>	<b>2=100</b>
June, 1996	<b>96</b>	84	11	1	<b>2</b>	<b>2=100</b>
November, 1994*	<b>93</b>	--	--	--	<b>5</b>	<b>2=100</b>
October, 1994*	<b>95</b>	--	--	--	<b>3</b>	<b>2=100</b>
October, 1992	<b>98</b>	91	6	1	<b>1</b>	<b>1=100</b>
September, 1992	<b>98</b>	85	11	2	<b>1</b>	<b>1=100</b>
August, 1992	<b>97</b>	89	8	*	<b>1</b>	<b>2=100</b>
June, 1992	<b>97</b>	88	8	1	<b>1</b>	<b>2=100</b>
<b>Gallup:</b> November, 1988	<b>97</b>	87	9	1	<b>2</b>	<b>1=100</b>
October, 1988	<b>98</b>	--	--	--	<b>1</b>	<b>1=100</b>

\* Non-Presidential elections

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**  
 Q.13 If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?

**IF ANSWERED '3' OTHER OR '9' DON'T KNOW IN Q.13, ASK:**

Q.13a As of TODAY, do you LEAN more to the Republican or the Democrat?

**BASED ON REGISTERED VOTERS [N=1574]:**

	<b>Rep/ Lean Rep</b>	<b>Dem/ Lean Dem</b>	<b>Other/ Undecided</b>
June, 2008	37	52	11=100
<b>2006 Election</b>			
November, 2006	40	48	12=100
Late October, 2006	38	49	13=100
Early October, 2006	38	51	11=100
September, 2006	39	50	11=100
August, 2006	41	50	9=100
June, 2006	39	51	10=100
April, 2006	41	51	8=100

Q.13/Q.13A CONTINUED...

	Rep/ <u>Lean Rep</u>	Dem/ <u>Lean Dem</u>	Other/ <u>Undecided</u>
February, 2006	41	50	9=100
Mid-September, 2005	40	52	8=100
<b>2004 Election</b>			
June, 2004	41	48	11=100
<b>2002 Election</b>			
Early November, 2002	42	46	12=100
Early October, 2002	44	46	10=100
Early September, 2002	44	46	10=100
June, 2002	44	46	10=100
February, 2002	46	45	9=100
Early November, 2001	44	44	12=100
<b>2000 Election</b>			
Early November, 2000	42	48	10=100
Early October, 2000	43	47	10=100
July, 2000	43	47	10=100
February, 2000	44	47	9=100
October, 1999	43	49	8=100
June, 1999	40	50	10=100
<b>1998 Election</b>			
Late October, 1998	40	47	13=100
Early October, 1998	43	44	13=100
Early September, 1998	45	46	9=100
Late August, 1998	44	45	11=100
Early August, 1998	42	49	9=100
June, 1998	44	46	10=100
March, 1998	40	52	8=100
February, 1998	41	50	9=100
January, 1998	41	51	8=100
August, 1997	45	48	7=100
<b>1996 Election</b>			
November, 1996 <sup>8</sup>	44	48	8=100
October, 1996	42	49	9=100
Late September, 1996	43	49	8=100
Early September, 1996	43	51	6=100
July, 1996	46	47	7=100
June, 1996	44	50	6=100
March, 1996	44	49	7=100
January, 1996	46	47	7=100
October, 1995	48	48	4=100
August, 1995	50	43	7=100
<b>1994 Election</b>			
November, 1994	45	43	12=100
Late October, 1994	47	44	9=100
Early October, 1994	52	40	8=100
September, 1994	48	46	6=100
July, 1994	45	47	8=100

---

8

November 1996 trends based on likely voters.

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.14 Thinking about your vote for Congress this fall, will the issue of which party controls Congress, the Republicans or the Democrats, be a factor in your vote, or not?

**BASED ON REGISTERED VOTERS [N=1574]:**

	Yes, will be <u>a factor</u>	No, <u>will not</u>	(VOL) <u>DK/Ref</u>
June, 2008	44	51	5=100
<b>2006 Election</b>			
November, 2006	61	36	3=100
Late October, 2006	61	36	3=100
Early October, 2006	57	40	3=100
September, 2006	55	41	4=100
June, 2006	58	39	3=100
April, 2006	56	39	5=100
<b>2004 Election</b>			
June, 2004	43	51	6=100
<b>2002 Election</b>			
Early November, 2002	48	49	3=100
Early October, 2002	42	55	3=100
Early September, 2002	44	51	5=100
June, 2002	47	50	3=100
February, 2002	46	49	5=100
<b>2000 Election</b>			
Early October, 2000	46	50	4=100
July, 2000	46	49	5=100
<b>1998 Election</b>			
Late October, 1998	46	50	4=100
Early October, 1998	47	49	4=100
Early September, 1998	41	56	3=100
Early August, 1998	44	53	3=100
June, 1998	45	51	4=100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.15 Regardless of who you might support, who do you think is most likely to win the presidential election? [READ AND ROTATE]?

**BASED ON REGISTERED VOTERS [N=1574]:**

	<u>John McCain</u>	<u>Barack Obama</u>	(VOL.) <u>Other/DK</u>
June, 2008	27	53	20=100
April, 2008	42	47	11=100
March, 2008	38	50	12=100
<b>2004 Election</b>			
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
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

**Q.15 CONTINUED...**

	<u>John McCain</u>		<u>Barack Obama</u>		(VOL.) <u>Other/DK</u>
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
<b>2000 Election</b>					
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
<b>1996 Election</b>					
Late September, 1996 <sup>9</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
<b>1992 Election</b>					
October, 1992	30	<i>Bush, Sr.</i>	61	<i>Clinton</i>	9=100
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

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.16 Thinking about the issues, what one ISSUE would you most like to hear the presidential candidates talk about? [OPEN ENDED; MAY ACCEPT UP TO THREE MENTIONS]

**BASED ON REGISTERED VOTERS [N=1574]:**

NOTE: Totals exceed 100% because of multiple responses.

	<u>April</u>	<u>Nov</u>	<u>June</u>	<u>Sept</u>	<u>June</u>	<u>July</u>	<u>Sept</u>	<u>Oct</u>	<u>Oct</u>
	<u>2008</u>	<u>2007</u>	<u>2004<sup>10</sup></u>	<u>2003</u>	<u>2000</u>	<u>1999</u>	<u>1996</u>	<u>1995</u>	<u>1991</u>
44 Economy	44	15	29	45	11	4	13	14	43
19 Iraq/The war	24	32	20	11	-	-	-	-	-
17 Energy/gas	7	2	4	-	4	-	-	-	-
9 Health care/Health care reform	14	22	5	18	11	18	14	20	8
3 Terrorism/Protecting the nation	4	5	7	15	-	-	-	-	-
3 Job situation/Unemployment	5	3	6	4	2	2	8	6	15
3 Immigration	3	8	-	-	-	-	-	-	-
3 Education/Education reform	5	4	4	5	12	9	11	6	11
2 Environment/global warming	3	2	1	-	-	-	-	-	-
2 Budget deficit/National debt	4	2	1	1	2	8	10	14	8
1 Taxes	1	1	2	2	7	9	16	8	6
1 Abortion	1	1	1	1	3	1	4	-	10
4 Other domestic policy	7	11							
2 Other foreign policy	1	2							
4 Other (general)	5	1							
4 Don't know/Refused	3	5							

<sup>9</sup> In 1996 and October 1992, the question also asked about Ross Perot. Results here are included in the "Other/DK" category.

<sup>10</sup> Only categories mentioned in June 2008 shown.

**ASK ALL:**

Q.17 As it's shaping up so far, what's your opinion of the likely presidential candidates for this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the likely choices?

**BASED ON REGISTERED VOTERS [N=1574]:**

		Mid-Oct <u>2004</u>	June <u>2004</u>	June <u>2000</u>	March <u>2000</u>	July <u>1999</u>	Late Oct <u>1996</u> <sup>11</sup>	Late Sept <u>1996</u>	June <u>1996</u>	Oct <u>1992</u>	Aug <u>1992</u>	June <u>1992</u>
19	Very satisfied	23	17	14	13	13	11	11	10	10	11	6
41	Fairly satisfied	43	48	50	47	40	48	50	37	41	42	29
24	Not too satisfied	22	19	22	27	25	27	26	31	33	31	36
14	Not at all satisfied	9	12	11	11	12	11	10	18	14	15	27
<u>2</u>	Don't know/Refused	<u>3</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>10</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>1</u>	<u>2</u>
100		100	100	100	100	100	100	100	100	100	100	100

**ASK ALL:**

Q.18 What's your impression...do John McCain and Barack Obama take different positions on the issues, or are they pretty similar in their positions on the issues?

**BASED ON REGISTERED VOTERS [N=1574]:**

		Bush/Kerry June <u>2004</u>	----- Late Oct <u>2000</u>	Bush/Gore Early Oct <u>2000</u>	----- Sept <u>2000</u>	June <u>2000</u>	July <u>1999</u>
75	Different	68	60	61	56	51	47
17	Similar	21	34	30	32	33	24
<u>8</u>	Don't know/Refused	<u>11</u>	<u>6</u>	<u>9</u>	<u>12</u>	<u>16</u>	<u>29</u>
100		100	100	100	100	100	100

**ASK ALL:**

Q.19 As far as making progress on the important issues facing the country is concerned, does it really matter who wins the 2008 presidential election, or will things be pretty much the same regardless of who is elected president?

**BASED ON REGISTERED VOTERS [N=1574]:**

		June <u>2004</u>	Mid- March <u>2004</u>	June <u>2000</u>	<i>General Public Opinion Research Corporation</i> Aug <u>1976</u>
63	Really matters who wins the 2008 presidential election	67	70	50	45
32	Things will pretty much be the same regardless	29	26	44	46
<u>5</u>	Don't know/Refused (VOL.)	<u>4</u>	<u>4</u>	<u>6</u>	<u>9</u>
100		100	100	100	100

<sup>11</sup>

In previous years the question was worded "What's your opinion of the presidential candidates this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the choices?"

**ASK FORM 1 ONLY:**

Q.20F1 Some people feel it is difficult to choose between Barack Obama and John McCain because EITHER ONE would make a good president. Do you agree, or disagree?

**BASED ON FORM 1 REGISTERED VOTERS [N=796]:**

		<b>Kerry/Bush</b>	<b>Gore/Bush</b>
		<u>June 2004</u>	<u>June 2000</u>
29	Agree	19	29
67	Disagree	77	64
4	Don't know/Refused (VOL.)	4	7
100		100	100

**ASK FORM 2 ONLY:**

Q.21F2 Some people feel it is difficult to choose between Barack Obama and John McCain because NEITHER ONE would make a good president. Do you agree, or disagree?

**BASED ON FORM 2 REGISTERED VOTERS [N=778]:**

		<b>Kerry/Bush</b>	<b>Gore/Bush</b>
		<u>June 2004</u>	<u>June 2000</u>
31	Agree	26	36
65	Disagree	68	58
4	Don't know/Refused (VOL.)	6	6
100		100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.22 And as I read a list of phrases, tell me if you think each phrase better describes [ROTATE ORDER OF CANDIDATES] John McCain or Barack Obama. [INSERT ITEM; RANDOMIZE; OBSERVE FORM SPLITS] – does this better describe [READ IN SAME ORDER: McCain or Obama]? What about [INSERT ITEM]?  
**[REPEAT IF NECESSARY: “Would you say this better describes [READ IN SAME ORDER: McCain or Obama]?”**

<b>ASK FORM 1 REGISTERED VOTERS ONLY [N=796]:</b>	<b>John McCain</b>	<b>Barack Obama</b>	<b>(VOL.) Neither</b>	<b>(VOL.) Both Equally</b>	<b>DK/Ref.</b>
a.F1 Would use good judgment in a crisis					
June, 2008	47	38	3	5	7=100
<b>Bush/Kerry</b> Mid-October, 2004	48	41	3	2	6=100
Early October, 2004	51	37	2	3	7=100
Mid-September 22-26, 2004	49	36	3	3	9=100
September, 2004	53	34	2	4	7=100
August, 2004	50	38	2	3	7=100
May, 2004	47	35	4	5	9=100
Late March, 2004	46	36	2	3	13=100
Mid-March, 2004	48	39	2	5	6=100
<b>Bush/Gore</b> Late-October, 2000	43	42	2	5	8=100
Mid-October, 2000	40	42	5	8	5=100
Early October, 2000	36	43	4	10	7=100
September, 2000	38	44	3	8	7=100
June, 2000	44	37	5	6	8=100

**Q.22 CONTINUED...**

		John <u>McCain</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>Both</u> <u>Equally</u>	<u>DK/Ref.</u>
b.F1	Personally likable					
	June, 2008	18	64	3	12	3=100
<b>Bush/Kerry</b>	September, 2004	47	36	4	9	4=100
	August, 2004	43	41	2	8	6=100
	May, 2004	42	39	6	8	5=100
	Late March, 2004	40	40	5	8	7=100
	Mid-March, 2004	40	44	4	8	4=100
<b>Bush/Gore</b>	Late-October, 2000	48	39	5	5	3=100
	Mid-October, 2000	44	38	5	9	4=100
	Early October, 2000	41	38	4	12	5=100
	September, 2000	37	44	3	12	4=100
	June, 2000	42	36	7	9	6=100
c.F1	A typical politician					
	June, 2008	50	30	4	12	4=100
<b>Bush/Kerry</b>	Late March, 2004	36	39	2	17	6=100
	Mid-March, 2004	38	38	1	19	4=100
<b>Bush/Gore</b>	Late-October, 2000	29	51	2	15	3=100
	Mid-October, 2000	29	45	3	19	4=100
	September, 2000	37	37	2	20	4=100
	June, 2000	34	37	1	22	7=100
d.F1	Can get things done					
	June, 2008	37	43	5	7	8=100
<b>Bush/Kerry</b>	Late March, 2004	49	30	4	4	13=100
	Mid-March, 2004	50	34	4	4	8=100
<b>Bush/Gore</b>	Late-October, 2000	43	39	5	6	7=100
	Mid-October, 2000	41	39	6	8	6=100
	Early October, 2000	37	38	5	11	9=100
	September, 2000	40	40	4	8	8=100
	June, 2000	43	33	8	6	10=100
e.F1	Shares my values					
	June, 2008	38	44	8	4	6=100
<b>Bush/Gore</b>	June, 2000	40	35	11	5	9=100
<b>ASK FORM 2 REGISTERED VOTERS ONLY [N=778]:</b>						
f.F2	Has new ideas					
	June, 2008	12	74	7	3	4=100
<b>Bush/Gore</b>	Late October, 2000	44	35	9	7	5=100
	Mid-October, 2000	42	33	11	8	6=100
	June, 2000	38	32	14	7	9=100
g.F2	Personally qualified to be president					
	June, 2008	55	27	5	8	5=100
<b>Bush/Gore</b>	Late October, 2000	38	45	5	9	3=100
	Mid-October, 2000	35	45	6	9	5=100
	Early October, 2000	31	49	5	11	4=100
	June, 2000	37	37	10	10	6=100

**Q.22 CONTINUED...**

		John <u>McCain</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>Both</u> <u>Equally</u>	<u>DK/Ref.</u>
h.F2	Honest and truthful					
	June, 2008	37	36	11	9	7=100
<b>Bush/Kerry</b>	Mid-October, 2004	40	37	14	3	6=100
	Early October, 2004	47	34	10	3	6=100
	Mid-September 22-26, 2004	41	32	15	3	9=100
	September, 2004	43	35	12	4	6=100
	August, 2004	42	38	12	2	6=100
	May, 2004	34	36	17	4	9=100
	Late March, 2004	37	38	12	3	10=100
	Mid-March, 2004	35	39	16	5	5=100
<b>Bush/Gore</b>	Late-October, 2000	43	32	15	5	5=100
	Mid-October, 2000	38	30	19	6	7=100
	Early October, 2000	36	32	17	8	7=100
	September, 2000	35	37	13	9	6=100
	June, 2000	35	31	19	7	8=100
i.F2	Connects well with ordinary Americans					
	June, 2008	26	58	4	6	6=100
<b>Bush/Gore</b>	Late October, 2000	45	42	5	4	4=100
	Mid-October, 2000	45	39	6	7	3=100
	June, 2000	40	39	7	7	7=100
j.F2	Willing to take a stand, even if it's unpopular					
	June, 2008	44	41	3	7	5=100
<b>Bush/Kerry</b>	Mid-October, 2004	63	27	2	4	4=100
	Early October, 2004	68	23	1	3	5=100
	Mid-September 22-26, 2004	63	23	3	3	8=100
	September, 2004	69	23	1	3	4=100
	August, 2004	62	29	1	5	3=100
	May, 2004	65	23	3	4	5=100
	Late March, 2004	59	28	3	3	7=100
	Mid-March, 2004	63	27	1	5	4=100
<b>Bush/Gore</b>	Late-October, 2000	49	35	7	4	5=100
	Mid-October, 2000	49	35	6	5	5=100
	Early October, 2000	43	35	8	6	8=100
	September, 2000	45	37	8	5	5=100
	June, 2000	46	32	9	5	8=100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.23 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]?

And who do you think would do the best job of [INSERT NEXT ITEM]?

**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=1574]:**

		John <u>McCain</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref.</u>
a.	Improving economic conditions				
	June, 2008	31	51	8	10=100
	Late May, 2008	36	51	4	9=100
	April, 2008	33	53	8	6=100
<b>Bush/Kerry</b>	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
<b>Bush/Gore</b>	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
b.	Making wise decisions about what to do in Iraq				
	June, 2008	47	41	4	8=100
	Late May, 2008	46	43	2	9=100
	April, 2008	50	38	5	7=100
<b>Bush/Kerry</b>	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
c.	Defending the country from future terrorist attacks				
	June, 2008	55	31	5	9=100
	April, 2008	63	26	5	6=100
<b>Bush/Kerry</b>	Mid October, 2004	53	35	4	8=100
	Early October, 2004	57	32	3	8=100
	September, 2004	58	31	3	8=100
	August, 2004	49	39	4	8=100
	May, 2004	52	33	5	10=100
	Late March, 2004	53	29	4	14=100
	Mid-March, 2004	57	32	4	7=100

**Q.23 CONTINUED...**

		John <u>McCain</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref.</u>
d.	Dealing with taxes				
	June, 2008	36	47	6	11=100
	Late May, 2008	44	39	5	12=100
<b>Bush/Gore</b>	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
e.	Reducing the influence of lobbyists and special interest groups in Washington				
	June, 2008	26	51	10	13=100

**NO QUESTIONS 24 THROUGH 26**

**ASK ALL:**

Q.27 How would you describe the presidential election campaign so far – is it interesting to you, or would you say it is dull?

		Feb <u>2008</u>	Nov <u>2007</u>	Oct <u>2007</u>	April <u>2007</u>	-RVs- Mid- Oct <u>2004</u>	-RVs- Early Sept <u>2004</u>	June <u>2004</u>	June <u>2000</u>	July <u>1996</u>
59	Interesting	70	41	37	34	66	50	33	28	21
35	Dull	25	53	55	52	28	42	57	65	73
2	Neither (VOL.)	4	3	5	6	5	6	4	4	3
4	DK/Ref (VOL.)	1	3	3	8	1	2	6	3	3
100		100	100	100	100	100	100	100	100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):  
ROTATE ORDER OF Q.28 AND Q.29**

Q.28 What grade would you give Barack Obama as to how good a job he is doing in convincing you to vote for him? Would you grade his election campaign: A, B, C, D, or F?

**BASED ON REGISTERED VOTERS [N=1574]:**

		----- Kerry -----		Gore	----- Clinton -----		
		Mid-Oct <u>2004</u>	June <u>2004</u>	June <u>2000</u>	Sept <u>1996</u>	July <u>1996</u>	Sept <u>1992</u>
23	A	15	6	9	18	9	21
33	B	31	25	26	32	28	37
18	C	21	30	31	23	30	24
11	D	12	16	13	8	12	7
12	F	18	18	16	16	18	7
3	Don't know/Refused	3	5	5	3	3	4
100		100	100	100	100	100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):  
ROTATE ORDER OF Q.28 AND Q.29**

Q.29 What grade would you give John McCain as to how good a job he is doing in convincing you to vote for him? Would you grade his election campaign: A, B, C, D, or F?

**BASED ON REGISTERED VOTERS [N=1574]:**

		<i>----- Bush -----</i>		<i>Bush</i>	<i>----- Dole -----</i>		<i>Bush, Sr.</i>
		Mid-Oct	June	June	Sept	July	Sept
		<u>2004</u>	<u>2004</u>	<u>2000</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>
5	A	16	13	10	8	3	14
27	B	26	26	30	21	19	24
35	C	22	23	29	30	36	27
16	D	12	12	13	18	19	15
14	F	20	23	13	19	20	16
<u>3</u>	Don't know/Refused	<u>2</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>4</u>
100		100	100	100	100	100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):  
ROTATE ORDER OF Q.30 AND Q.31**

Q.30 In the presidential campaign so far, do you think Barack Obama has been too personally critical of John McCain, or not?

**BASED ON REGISTERED VOTERS [N=1574]:**

		<i>Kerry Critical of Bush</i>			<i>Gore Critical of Bush</i>	<i>Clinton Critical of Dole</i>	<i>Dukakis Critical of Bush, Sr.</i>
		Sept	June	Mid-March	Early Oct	Late Sept	Oct
		<u>2004</u>	<u>2004</u>	<u>2004</u>	<u>2000</u>	<u>1996</u>	<u>1988</u>
19	Too personally critical	52	44	48	29	21	45
73	Not too personally critical	45	48	46	61	70	50
<u>8</u>	Don't know/Refused	<u>3</u>	<u>8</u>	<u>6</u>	<u>10</u>	<u>9</u>	<u>5</u>
100		100	100	100	100	100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):  
ROTATE ORDER OF Q.30 AND Q.31**

Q.31 In the presidential campaign so far, do you think John McCain has been too personally critical of Barack Obama, or not?

**BASED ON REGISTERED VOTERS [N=1574]:**

		<i>Bush Critical of Kerry</i>			<i>Bush Critical of Gore</i>	<i>Dole Critical of Clinton</i>	<i>Bush, Sr Critical of Dukakis</i>
		Sept	June	Mid-March	Early Oct	Late Sept	Oct
		<u>2004</u>	<u>2004</u>	<u>2004</u>	<u>2000</u>	<u>1996</u>	<u>1988</u>
26	Too personally critical	49	33	33	40	53	52
65	Not too personally critical	47	58	58	50	40	43
<u>9</u>	Don't know/Refused	<u>4</u>	<u>9</u>	<u>9</u>	<u>10</u>	<u>7</u>	<u>5</u>
100		100	100	100	100	100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):  
ROTATE Q.32 AND Q.33**

Now I'd like your impression of where the candidates stand on some issues...

Q.32 As far as you know, what is [INSERT CANDIDATE NAME AND ROTATE IN SAME ORDER AS Q.33a-b]'s position on abortion. Is he PRO-CHOICE, that is, supports a woman's right to choose an abortion, or is he PRO-LIFE, that is, supports restricting access to abortion in most cases? What about [NEXT NAME]? [REPEAT QUESTION IF NECESSARY]

**BASED ON REGISTERED VOTERS [N=1574]:**

		<u>Pro-Choice</u>	<u>Pro-Life</u>	<u>DK/Ref.</u>
a.	Barack Obama	52	10	38=100
b.	John McCain	17	45	38=100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):  
ROTATE Q.32 AND Q.33**

Q.33 As far as you know, does [INSERT CANDIDATE NAME AND ROTATE IN SAME ORDER AS Q.32a-b] support or oppose setting a timetable for when troops will be withdrawn from Iraq? What about [NEXT NAME]? [REPEAT QUESTION IF NECESSARY]

**BASED ON REGISTERED VOTERS [N=1574]:**

		<u>Supports</u>	<u>Opposes</u>	<u>DK/Ref.</u>
a.	Barack Obama	76	6	18=100
b.	John McCain	20	62	18=100

**NO QUESTION 34**

**ASK ALL:**

Q.35 Over the past 12 months, have you contributed money to any of the presidential candidates or not?

**BASED ON REGISTERED VOTERS [N=1574]:**

**TREND FOR COMPARISON:**

		<u>March 2008<sup>12</sup></u>	<u>Nov 2007</u>
13	Yes	9	8
86	No	91	91
<u>1</u>	Don't Know/Refused (VOL.)	<u>*</u>	<u>1</u>
100		100	100

<sup>12</sup>

In March 2008 and November 2007, this question was worded, "So far in the primary campaign, have you contributed money to any of the presidential candidates or not?" and was included as part of a list of items.

**IF 'YES' IN Q.35 (Q.35=1), ASK:**

Q.36 Did you contribute money to a presidential candidate online, in some other way, or both?

**BASED ON REGISTERED VOTERS [N=1574]:**

13 Yes, contributed money  
5 Online  
7 Some other way  
1 Both  
\* DK/Ref.  
86 No, not contributed money  
1 Don't know/Refused (VOL.)  
100

**IF 'YES' IN Q.35 (Q.35=1), ASK:**

Q.37 Is this the first time you've made a contribution to a presidential candidate or have you contributed money to a presidential candidate in the past?

**BASED ON REGISTERED VOTERS [N=1574]:**

13 Yes, contributed money  
6 First time  
7 Contributed in the past  
\* DK/Ref.  
86 No, not contributed money  
1 Don't know/Refused (VOL.)  
100

**IF 'YES' IN Q.35 (Q.35=1) AND Q.5/Q.5a=1 OR 2, ASK:**

Q.38 Have you made a contribution to the [INSERT CANDIDATE NAMED IN Q.5 OR Q.5a] campaign, or not?

**BASED ON REGISTERED VOTERS WHO NAMED MCCAIN OR OBAMA IN Q.5/Q.5A:**

<u>McCain</u> <u>Supporters</u>	<u>Obama</u> <u>Supporters</u>	
11	18	Yes, contributed money
4	12	Made a contribution to the McCain/Obama campaign
6	6	Have not made a contribution to the McCain/Obama campaign
1	*	DK/Ref.
89	81	No, not contributed money
*	<u>1</u>	Don't know/Refused (VOL.)
<u>100</u>	<u>100</u>	
(N=680)	(N=711)	

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.39 Suppose there was a place on the ballot where you could refuse to vote for any of the candidates – a vote of no confidence in all of the candidates running for office. How likely is it that you would vote that way? (READ LIST)

**BASED ON REGISTERED VOTERS [N=1574]**

		<i>General Public</i>			
		June	June	June	<i>Newsweek</i>
		<u>2004</u>	<u>2000</u>	<u>1992</u>	<u>1976</u>
14	Very likely	12	16	22	21
20	Possibly likely	19	26	28	32
64	Not at all likely	66	55	47	41
<u>2</u>	Don't know/Refused (VOL.)	<u>3</u>	<u>3</u>	<u>3</u>	<u>6</u>
100		100	100	100	100

**NO QUESTIONS 40 THROUGH 45**

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1): ROTATE Q.46 AND Q.47**

Q.46 Do you think the fact that Barack Obama is African-American will help him, hurt him, or won't it make a difference to voters this fall?

**BASED ON REGISTERED VOTERS [N=1574]:**

		March	Jan	Sept 2007
		<u>2008<sup>13</sup></u>	<u>2008</u>	<u>Racial Attitudes Survey</u>
22	Will help him	21	20	18
22	Will hurt him	21	25	27
49	Won't make a difference to voters	49	51	45
<u>7</u>	Don't know/Refused (VOL. DO NOT READ)	<u>9</u>	<u>4</u>	<u>10</u>
100		100	100	100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1): ROTATE Q.46 AND Q.47**

Q.47 Do you think the fact that Barack Obama is relatively new to national politics will help him, hurt him, or won't it make a difference to voters this fall?

**BASED ON REGISTERED VOTERS [N=1574]:**

		March	Jan	Sept 2007
		<u>2008<sup>14</sup></u>	<u>2008</u>	<u>Racial Attitudes Survey</u>
23	Will help him	22	20	16
42	Will hurt him	39	47	41
30	Won't make a difference to voters	32	29	33
<u>5</u>	Don't know/Refused (VOL. DO NOT READ)	<u>7</u>	<u>4</u>	<u>10</u>
100		100	100	100

<sup>13</sup> In March 2008 and earlier the question was worded, "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?"

<sup>14</sup> In March 2008 and earlier the question was worded, "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?"

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.48 Do you think the fact that John McCain is 71 years old will help him, hurt him, or won't it make a difference to voters this fall?

**BASED ON REGISTERED VOTERS [N=1574]:**

5	Will help him
51	Will hurt him
42	Won't make a difference to voters
<u>2</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )
100	

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.49 How much would you say Barack Obama shares the values and interests of black people in this country? (**READ**)

**BASED ON REGISTERED VOTERS [N=1574]:**

		Sept 2007 <u>Racial Attitudes Survey</u>
41	A lot	29
37	Some	35
7	Not too much	8
3	Not at all	3
<u>12</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )	<u>25</u>
100		100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**

Q.50 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?"**]

**BASED ON REGISTERED VOTERS [N=1574]:**

		March <u>2008</u>
57	Christian (include volunteers of: Protestant, Church of Christ, Trinity Church, Baptist, Methodist, etc.)	53
1	Jewish	*
12	Muslim (include Islam/Islamic)	10
*	Buddhist	*
*	Hindu	*
*	Atheist	*
*	Agnostic	*
2	Something else	1
10	Don't know - Heard different things ( <b>VOL.</b> )	9
15	Don't know - Haven't heard enough ( <b>VOL.</b> )	25
<u>3</u>	Refused ( <b>VOL.</b> )	<u>2</u>
100		100

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**  
 Q.51 Would you like to see Barack Obama pick Hillary Clinton as his vice presidential running mate, or not?<sup>15</sup>

		<i>Democrats and Democratic Leaning Registered Voters</i>	
		Late May	March
<u>RVs</u>	<u>Dem/Dem Leaning RVs</u>	<u>2008</u>	<u>2008</u>
40	55	53	59
52	38	38	34
<u>8</u>	<u>7</u>	<u>9</u>	<u>7</u>
100	100	100	100
(N=1574)	(N=781)		

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**  
 Q.52 If Barack Obama were to pick Hillary Clinton as his vice presidential running mate, would that make you more likely to vote for him, less likely to vote for him, or wouldn't it make a difference?

<u>RVs</u>	<u>Dem/Dem Leaning RVs</u>	
23	34	More likely
26	9	Less likely
49	55	Wouldn't make a difference
<u>2</u>	<u>2</u>	Don't know/Refused (VOL.)
100	<u>100</u>	
(N=1574)	(N=781)	

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**  
 Q.53 Thinking back to the Democratic nomination contest, who did you prefer more -- Barack Obama or Hillary Clinton?

**BASED ON DEMOCRATS AND DEMOCRATIC LEANING REGISTERED VOTERS [N=781]:**

51	Barack Obama
43	Hillary Clinton
1	Other (VOL.)
2	Neither/None (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	

**ASK ALL WHO ARE REGISTERED TO VOTE OR PLAN TO REGISTER (REGICERT=1 OR Q.4=1):**  
 Q.54 Thinking back to the Republican nomination contest, who did you prefer more -- John McCain or one of the other candidates who ran?

**BASED ON REPUBLICAN AND REPUBLICAN LEANING REGISTERED VOTERS [N=676]:**

35	John McCain
59	Preferred another candidate
3	Neither/None (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	

<sup>15</sup>

In Late May 2008, the question was worded, "If Barack Obama becomes the Democratic nominee . . . ." In March 2008, the question was worded, "If Barack Obama were to win the Democratic nomination . . . ."

**ASK ALL:**

Q.55 Some people say we should have a third major political party in this country in addition to the Democrats and Republicans. Do you agree or disagree?

	<u>Agree</u>	<u>Disagree</u>	<u>DK/Ref.</u>
June, 2008	56	38	6=100
April, 2006	53	40	7=100
June, 2004	50	43	7=100
October, 2003	46	44	10=100
June, 2000	52	42	6=100
August, 1999	54	40	6=100
Early September, 1998	46	47	7=100
August, 1997	47	46	7=100
July, 1996	58	37	5=100
October, 1995	59	37	4=100
April, 1995	57	38	5=100
July, 1994	53	43	4=100
ABC/Wash Post: January, 1984 <sup>16</sup>	41	48	11=100
ABC/Wash Post: September, 1982	44	44	12=100

**ASK ALL:**

Q.56 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; READ IN ORDER] [INTERVIEWER INSTRUCTION: If respondent indicates only that they agree or disagree, probe "Do you completely (dis)agree or mostly (dis)agree?"]<sup>17</sup>**

	-----AGREE-----			-----DISAGREE-----			Don't Know
	Net	Comp- <u>letely</u>	<u>Mostly</u>	Net	Comp- <u>letely</u>	<u>Mostly</u>	
a. I feel it's my duty as a citizen to always vote							
June, 2008	89	67	22	10	4	6	1=100
Early October, 2006	90	70	20	9	4	5	1=100
June, 2000	89	63	26	10	4	6	1=100
June, 1992	91	69	22	8	2	6	1=100
b. I'm generally bored by what goes on in Washington							
June, 2008	48	17	31	49	19	30	3=100
Early October, 2006	36	13	23	62	28	34	2=100
June, 2000	53	19	34	44	15	29	3=100
June, 1992	55	20	35	44	13	31	1=100
c. I'm pretty interested in following local politics							
June, 2008	65	23	42	33	11	22	2=100
Early October, 2006	70	28	42	28	10	18	2=100
June, 2000	66	24	42	32	11	21	2=100
June, 1992	73	26	47	26	5	21	1=100

<sup>16</sup> In January 1984, the *ABC/Washington Post* trend was worded: "Can you please tell me if you tend to agree or disagree with the following statement, or if, perhaps, you have no opinion about the statement: We should have a third major political party in this country in addition to the Democrats and Republicans." In September 1982, the *ABC/Washington Post* trend was worded: "I'm going to read a few statements. For each, can you please tell me if you tend to agree or disagree with it, or if, perhaps, you have no opinion about the statements... We should have a third party in this country in addition to the Democrats and Republicans."

<sup>17</sup> Only trends from surveys with comparable context shown.

**Q.56 CONTINUED...**

		-----AGREE-----			-----DISAGREE-----			Don't
		Net	Comp- letely	Mostly	Net	Comp- letely	Mostly	Know
d.	Most issues discussed in Washington don't affect me personally							
	June, 2008	29	7	22	69	32	37	2=100
	Early October, 2006	24	7	17	74	41	33	2=100
	June, 2000	30	11	19	67	31	36	3=100
	June, 1992	33	7	26	65	22	43	2=100
e.	I feel guilty when I don't get a chance to vote							
	June, 2008	63	41	22	30	14	16	7=100
	Early October, 2006	62	40	22	32	18	14	6=100
	June, 2000	61	38	23	33	18	15	6=100
	June, 1992	69	39	30	25	9	16	6=100
f.	We have gone too far in pushing equal rights in this country							
	June, 2008	34	15	19	61	34	27	5=100
	March, 2008	34	12	22	61	32	29	5=100
g.	I think it's all right for blacks and whites to date each other							
	June, 2008	81	58	23	14	8	6	5=100
	March, 2008	79	52	27	16	8	8	5=100

**NO QUESTION 57**

**QUESTIONS 58 THROUGH 60 PREVIOUSLY RELEASED**

**ASK ALL:**

Q.61 In your view, is the growing variety of ethnic and racial groups in the U.S very good, good, bad or very bad for the country?

- 19 Very good
- 51 Good
- 15 Bad
- 7 Very bad
- 8 Don't know/Refused (VOL.)
- 100

**ASK ALL:**

Q.62 Do you strongly favor, favor, oppose, or strongly oppose allowing gay and lesbian couples to marry legally?<sup>18</sup>

	----- 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>
June, 2008	40	15	25	52	31	21	8=100
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

**ASK ALL:**

Q.63 Do you think abortion should be (READ)

(PLEASE READ CATEGORIES IN REVERSE ORDER FOR HALF THE SAMPLE)

	Legal in	Legal in	Illegal	Illegal	(VOL.)
	<u>all cases</u>	<u>most cases</u>	<u>in most cases</u>	<u>in all cases</u>	<u>DK/Ref</u>
June, 2008	19	38	24	13	6=100
November, 2007	18	33	29	15	5=100
October, 2007	21	32	24	15	8=100
August, 2007	17	35	26	17	5=100
March, 2007 Pew Social Trends	15	30	30	20	5=100
February, 2006 <i>Associated Press/Ipsos-Poll</i>	19	32	27	16	6=100
December 2005 <i>ABC/Washington Post</i>	17	40	27	13	3=100
April 2005 <i>ABC/Washington Post</i>	20	36	27	14	3=100
December 2004 <i>ABC/Washington Post</i>	21	34	25	17	3=100
May 2004 <i>ABC/Washington Post</i>	23	31	23	20	2=99
January 2003 <i>ABC/Washington Post</i>	23	34	25	17	2=100
August 2001 <i>ABC/Washington Post</i>	22	27	28	20	3=100
June 2001 <i>ABC/BeliefNet Poll</i>	22	31	23	20	4=100
January 2001 <i>ABC/Washington Post</i>	21	38	25	14	1=99
September 2000 (RVs) <i>ABC/Washington Post</i>	20	35	25	16	3=99

<sup>18</sup>

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.

**Q.63 CONTINUED...**

	<u>Legal in all cases</u>	<u>Legal in most cases</u>	<u>Illegal in most cases</u>	<u>Illegal in all cases</u>	<b>(VOL.) DK/Ref</b>
July 2000 <i>ABC/Washington Post</i>	20	33	26	17	4=100
September 1999 <i>ABC/Washington Post</i>	20	37	26	15	2=100
March 1999 <i>ABC/Washington Post</i>	21	34	27	15	3=100
July 1998 <i>ABC/Washington Post</i>	19	35	29	13	4=100
August 1996 <i>ABC/Washington Post</i>	22	34	27	14	3=100
June 1996 <i>ABC/Washington Post</i>	24	34	25	14	2=99
October 1995 <i>ABC/Washington Post</i>	26	35	25	12	3=100
September 1995 <i>ABC/Washington Post</i>	24	36	25	11	4=100
July 1995 <i>ABC/Washington Post</i>	27	32	26	14	1=100

**NO QUESTIONS 64 THROUGH 69**

**QUESTIONS 70 THROUGH 75 PREVIOUSLY RELEASED**

**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?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<b>(VOL.) No Preference</b>	<b>(VOL.) Other Party</b>	<b>(VOL.) DK/ Ref</b>	<i>Lean Rep</i>	<i>Lean Dem</i>
June, 2008	26	37	32	3	*	2=100	11	16
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
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 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6=100	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1=100	11.7	12.5

**PARTY/PARTYLN CONTINUED...**

				(VOL.)	(VOL.)	(VOL.)		
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	No Preference	Other Party	DK/ Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
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					