

BATTLEGROUND 35

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

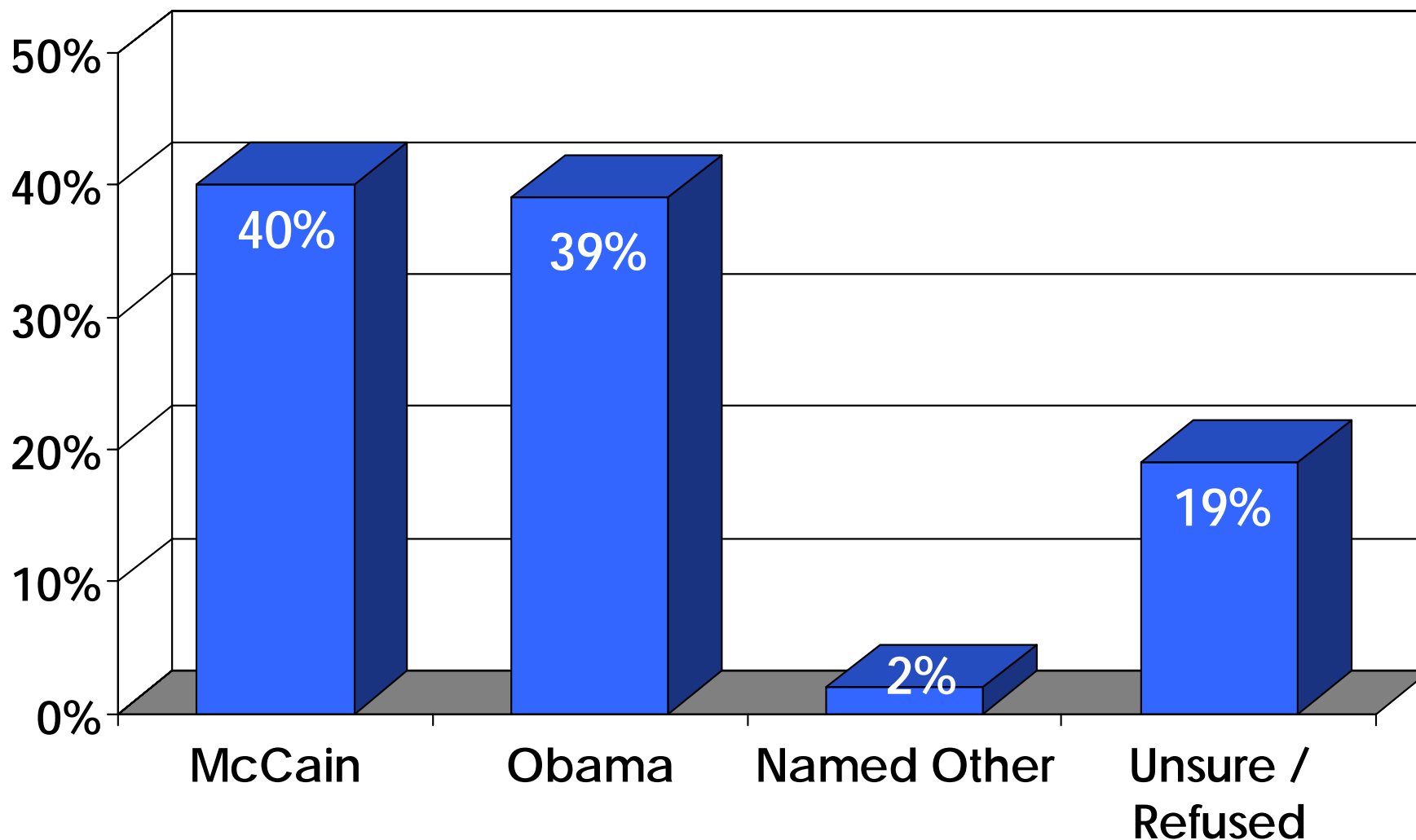


August 10-14, 2008

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

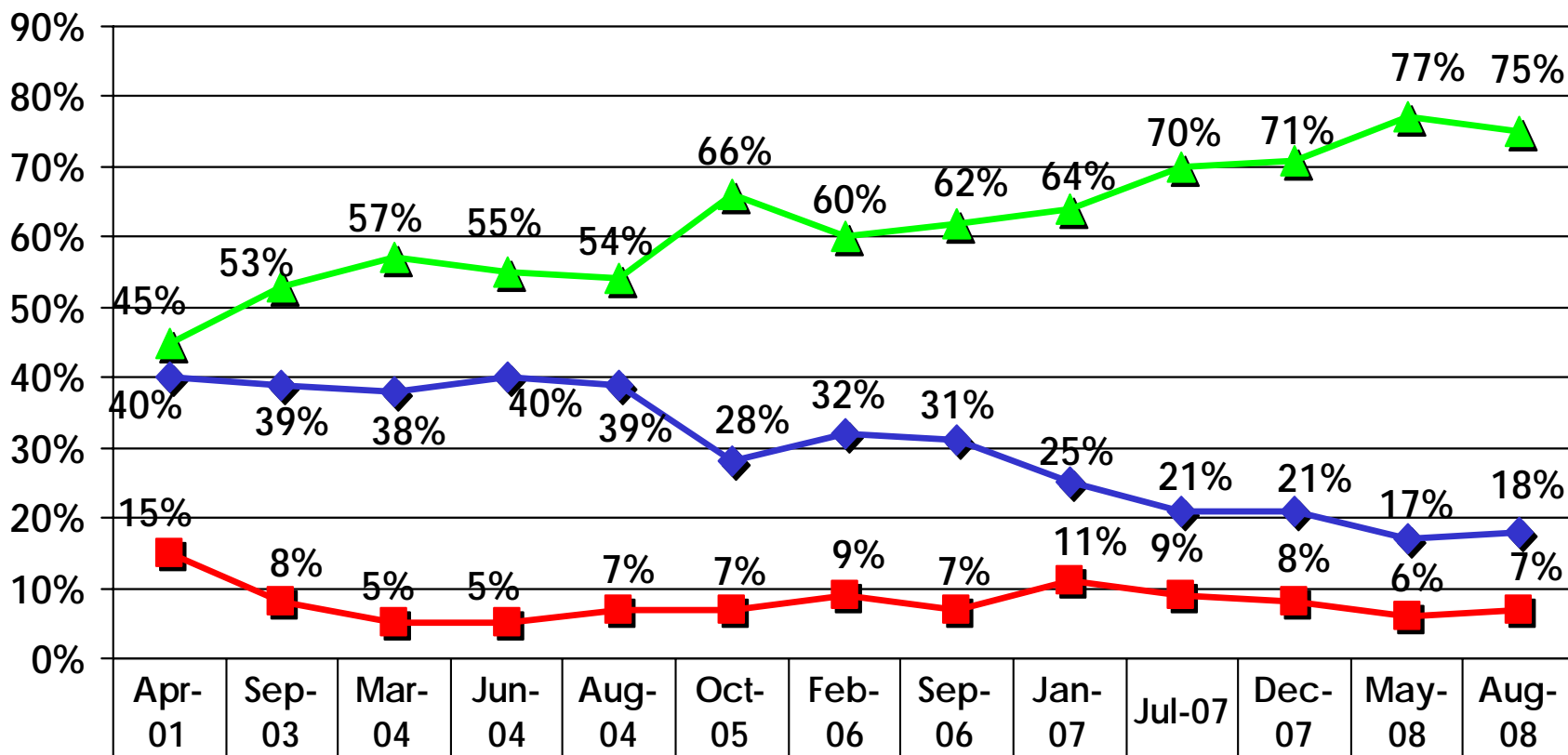
BATTLEGROUND 2008

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



BATTLEGROUND 2008

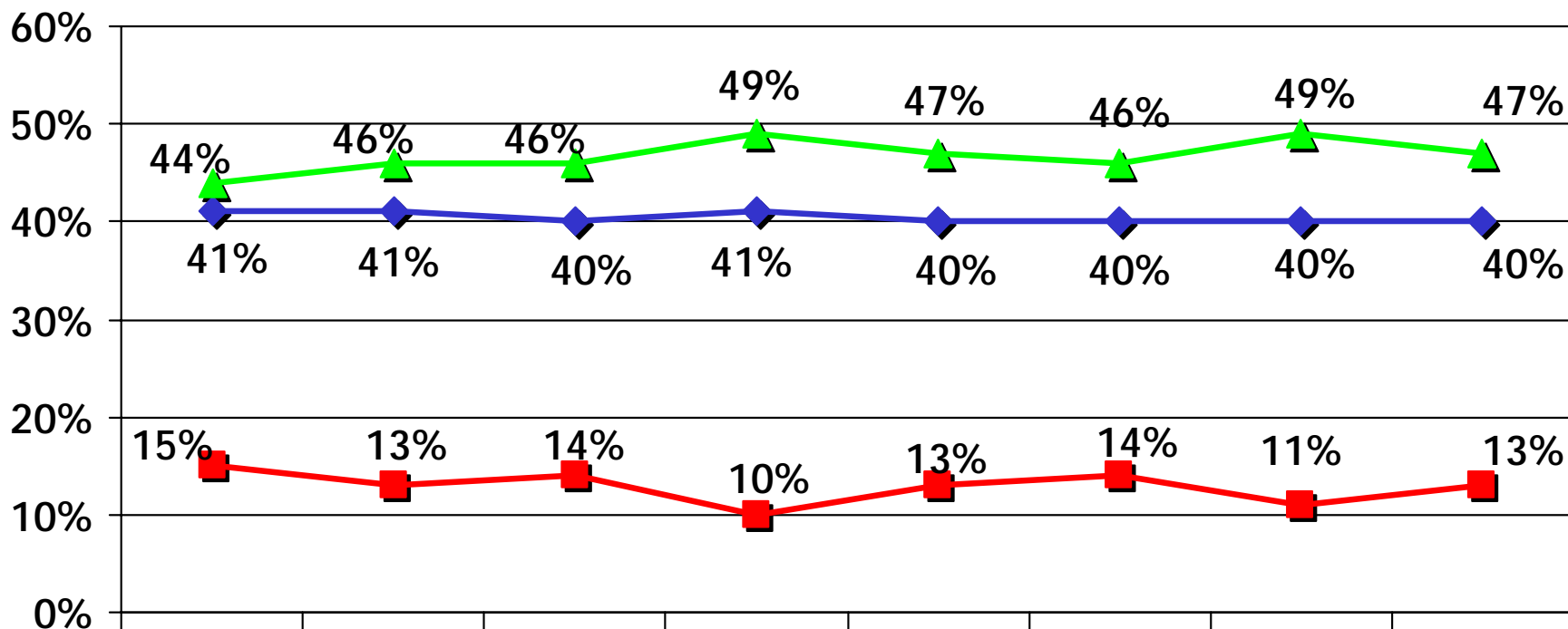
Do you feel things in this country are going in the right direction, or have they gotten off on the wrong track?



◆ Right Direction	40%	39%	38%	40%	39%	28%	32%	31%	25%	21%	21%	17%	18%
■ Unsure	15%	8%	5%	5%	7%	7%	9%	7%	11%	9%	8%	6%	7%
▲ Wrong Track	45%	53%	57%	55%	54%	66%	60%	62%	64%	70%	71%	77%	75%

BATTLEGROUND 2008

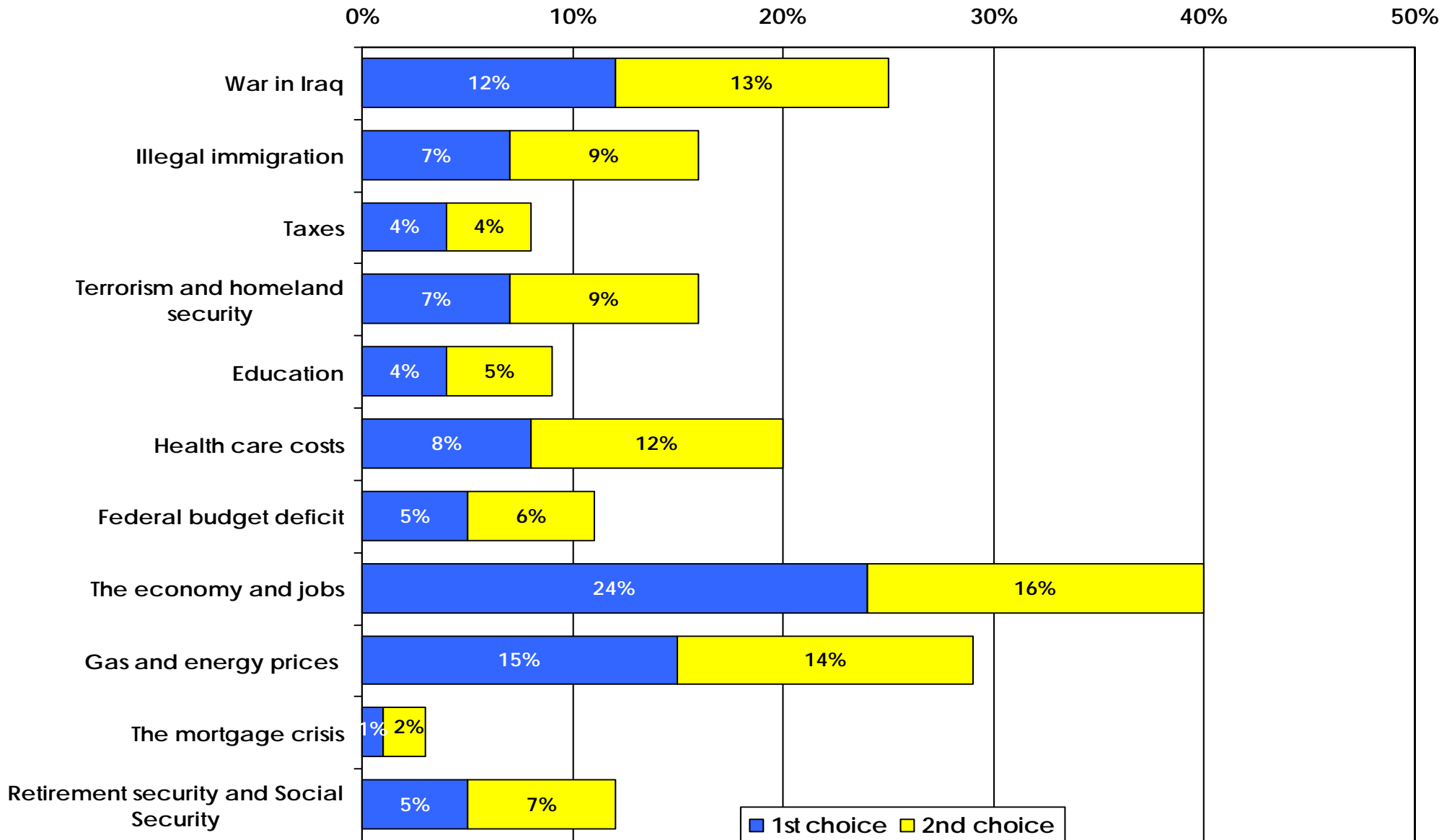
If the election for Congress were being held today, and you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?



	Mar-05	Oct-05	Feb-06	Sep-06	Jul-07	Dec-07	May-08	Aug-08
◆ Republican	41%	41%	40%	41%	40%	40%	40%	40%
■ Undecided	15%	13%	14%	10%	13%	14%	11%	13%
▲ Democrat	44%	46%	46%	49%	47%	46%	49%	47%

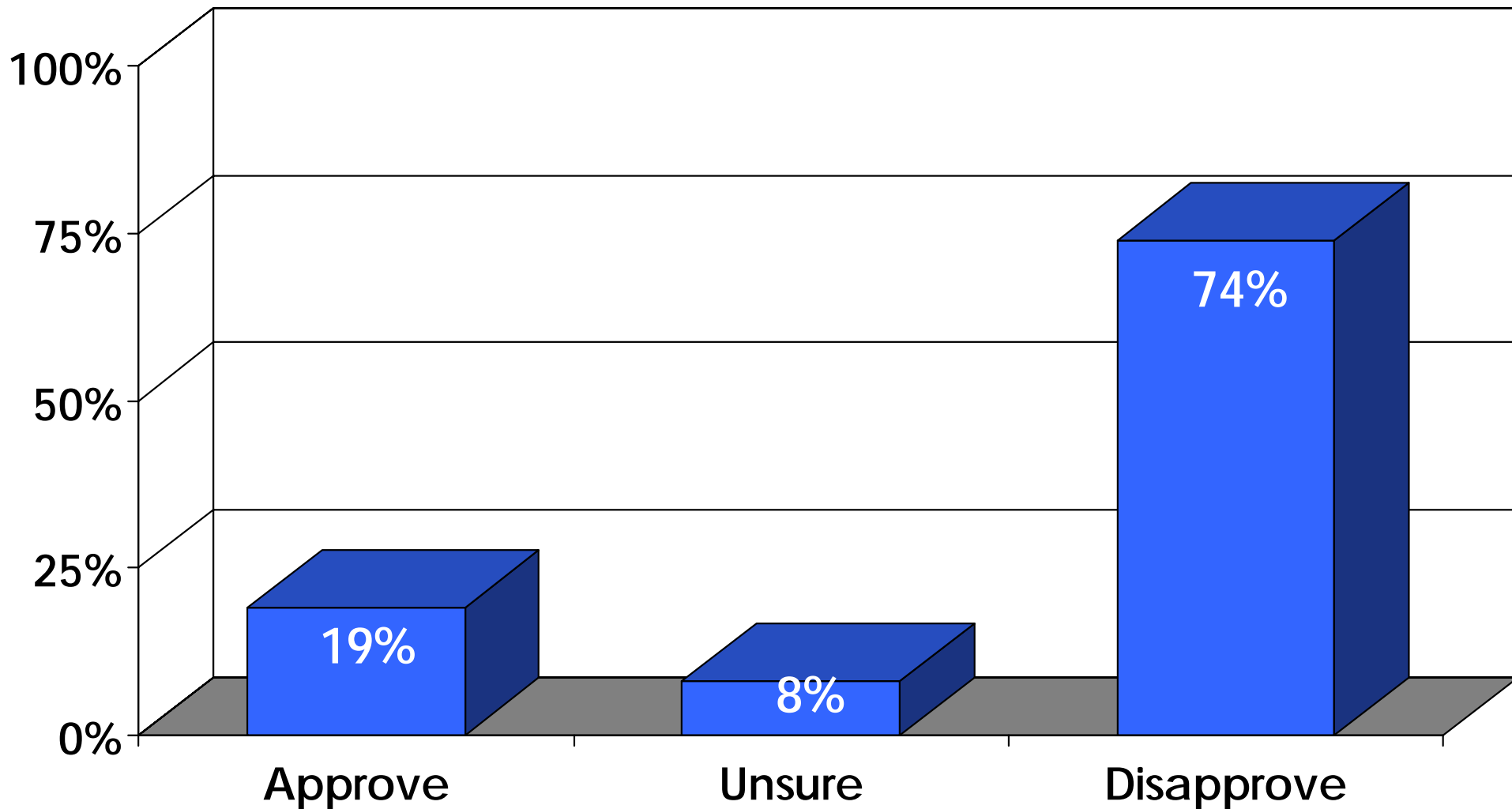
BATTLEGROUND 2008

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



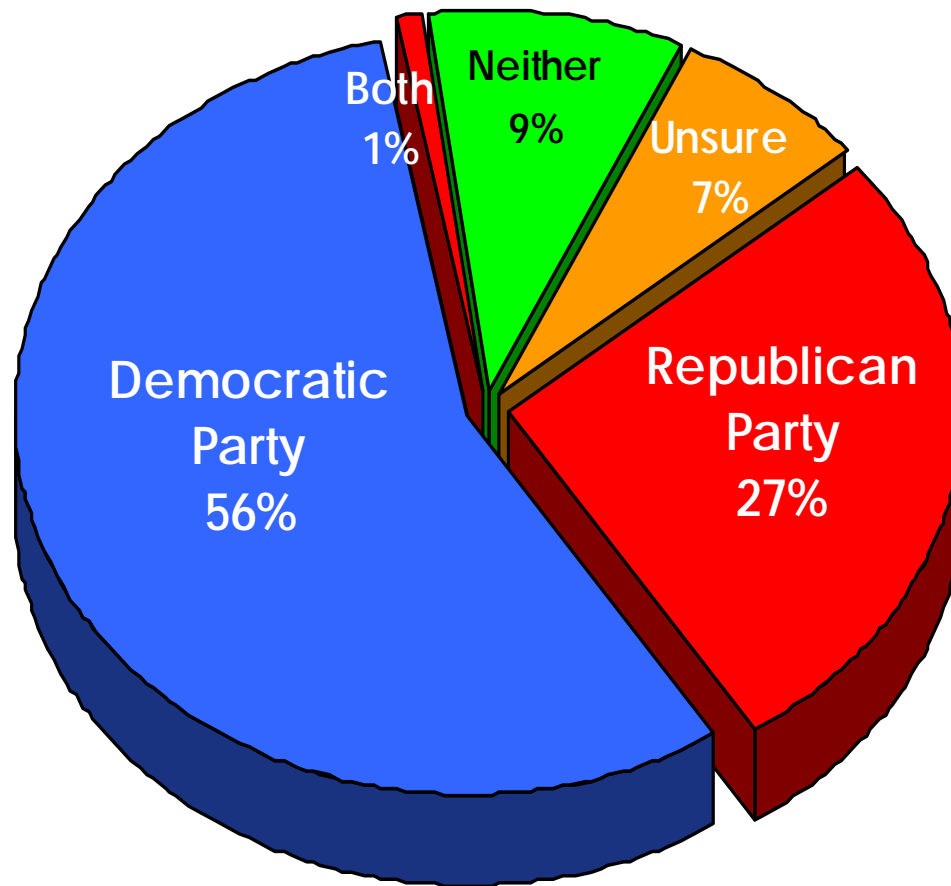
BATTLEGROUND 2008

How would you rate the job Congress has been doing this year?
Do you approve or disapprove of the job they are doing?



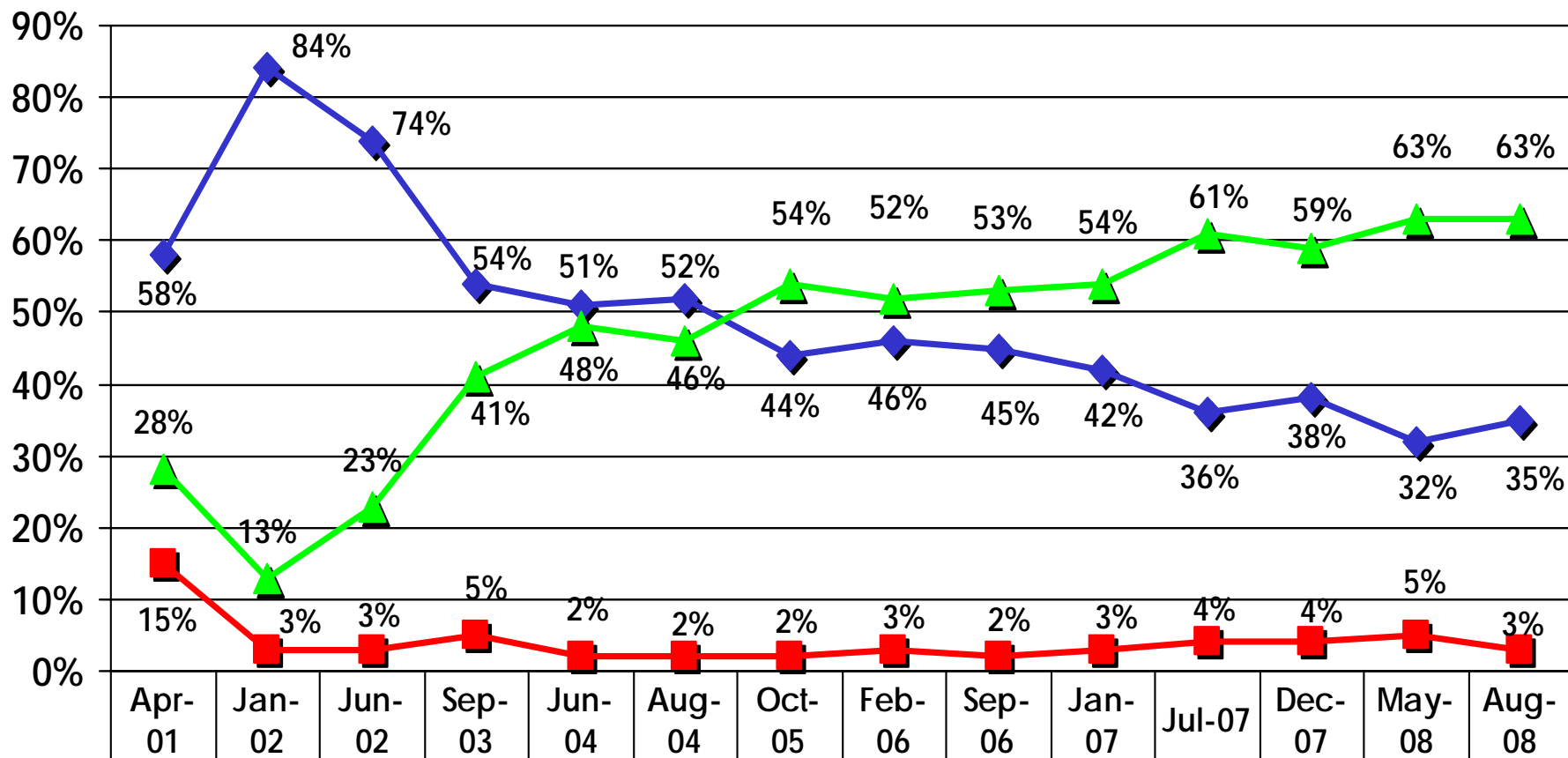
BATTLEGROUND 2008

Who do you think is in control of Congress? That is, which political party do you think is in control of Congress? Would you say it is the Republican Party or the Democratic Party?



BATTLEGROUND 2008

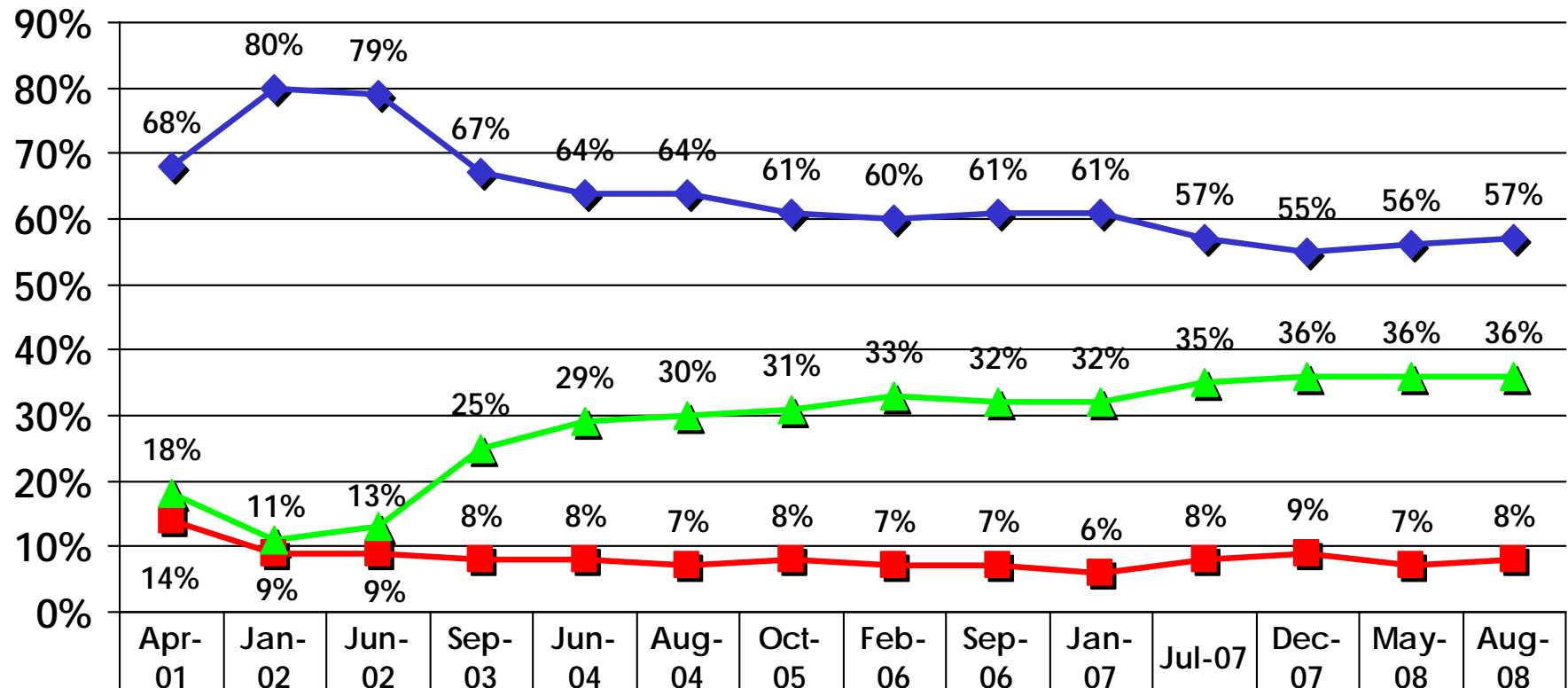
How would you rate the job George W. Bush has been doing as President – do you approve or disapprove of the job he is doing?



◆ Approve	58%	84%	74%	54%	51%	52%	44%	46%	45%	42%	36%	38%	32%	35%
■ Unsure	15%	3%	3%	5%	2%	2%	2%	3%	2%	3%	4%	4%	5%	3%
▲ Disapprove	28%	13%	23%	41%	48%	46%	54%	52%	53%	54%	61%	59%	63%	63%

BATTLEGROUND 2008

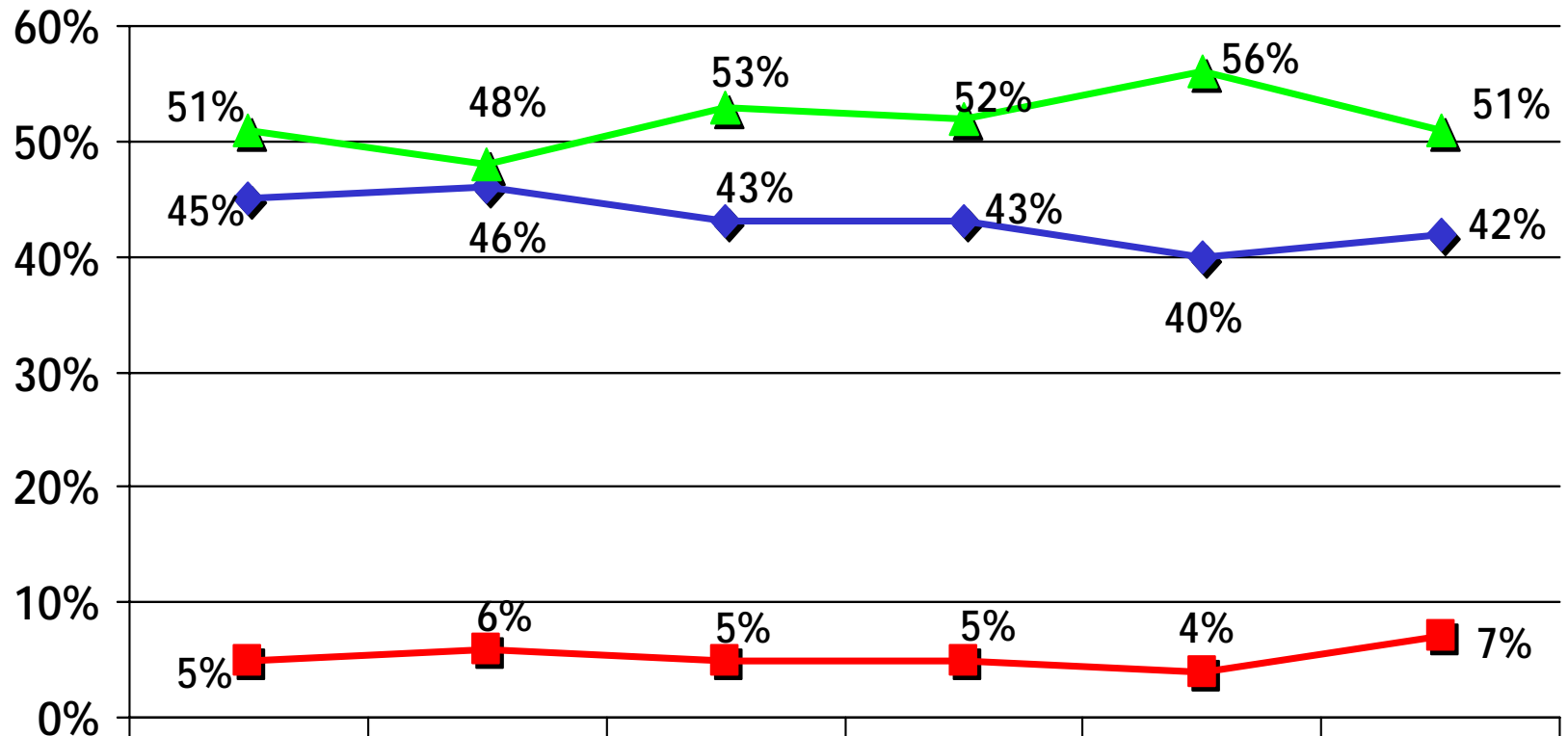
Whether you approve or disapprove of the way George W. Bush is handling his job as President, what is your impression of George W. Bush as a person? Do you approve or disapprove of him?



◆ Approve	68%	80%	79%	67%	64%	64%	61%	60%	61%	61%	57%	55%	56%	57%
■ Unsure	14%	9%	9%	8%	8%	7%	8%	7%	7%	6%	8%	9%	7%	8%
▲ Disapprove	18%	11%	13%	25%	29%	30%	31%	33%	32%	32%	35%	36%	36%	36%

BATTLEGROUND 2008

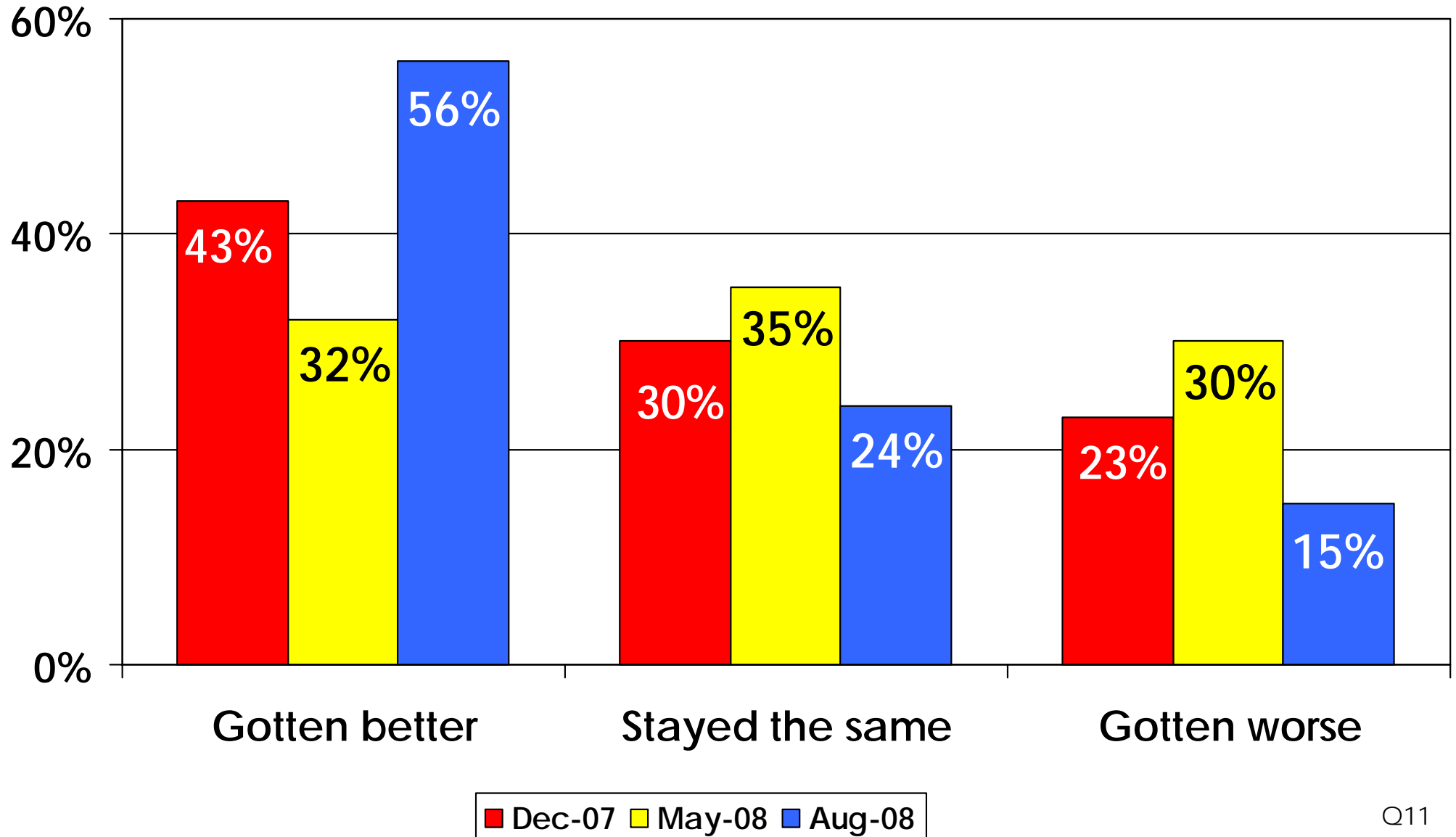
Now, thinking now about the war in Iraq – All in all, do you think the war in Iraq is worth fighting, or not?



◆ Worth fighting	45%	46%	43%	43%	40%	42%
■ Unsure	5%	6%	5%	5%	4%	7%
▲ Not worth fighting	51%	48%	53%	52%	56%	51%

BATTLEGROUND 2008

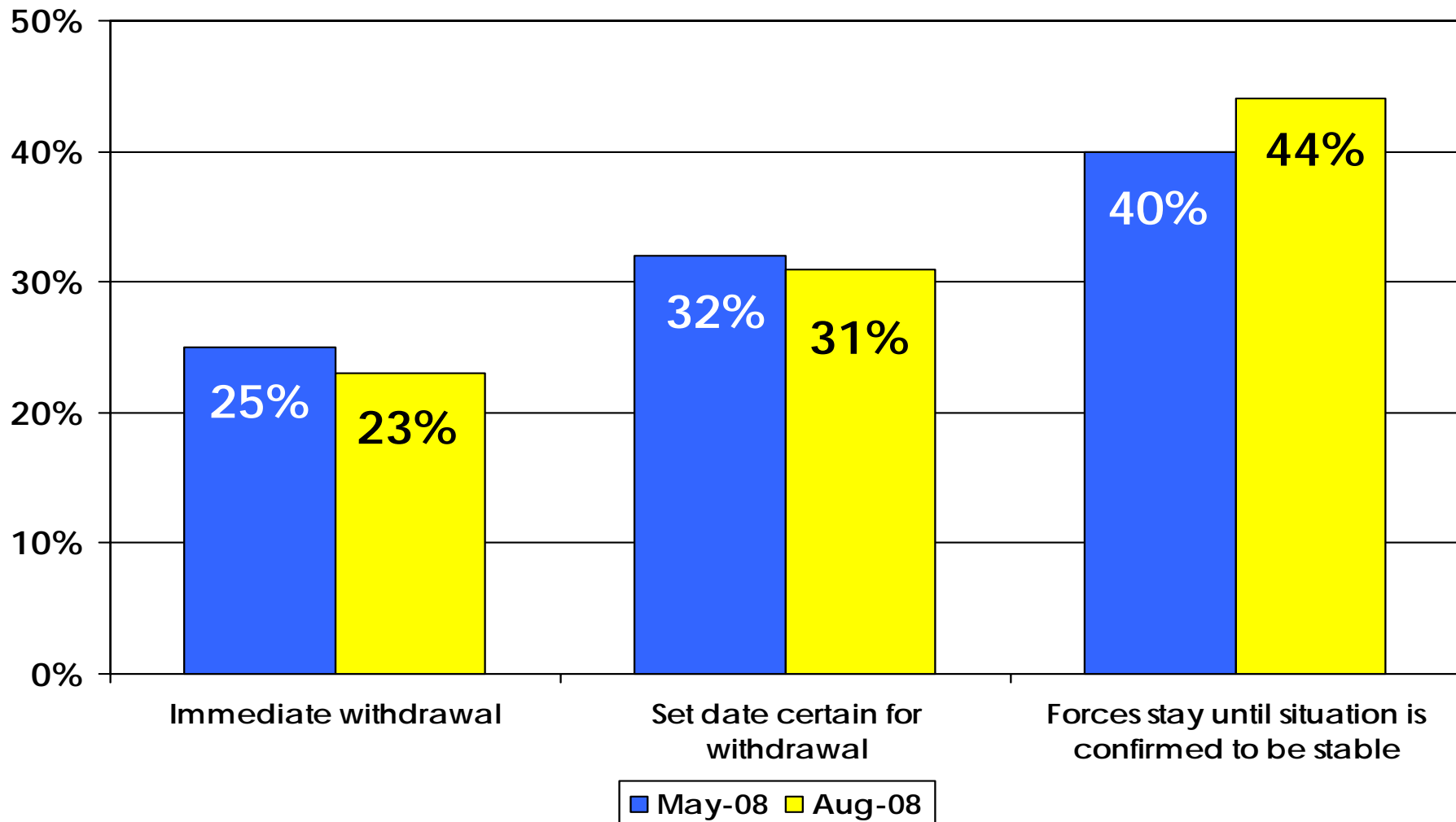
Do you believe that the situation in Iraq has gotten better, stayed the same, or gotten worse – over the past six months?



BATTLEGROUND 2008

PLEASE TELL ME WHICH ONE OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS ON IRAQ:

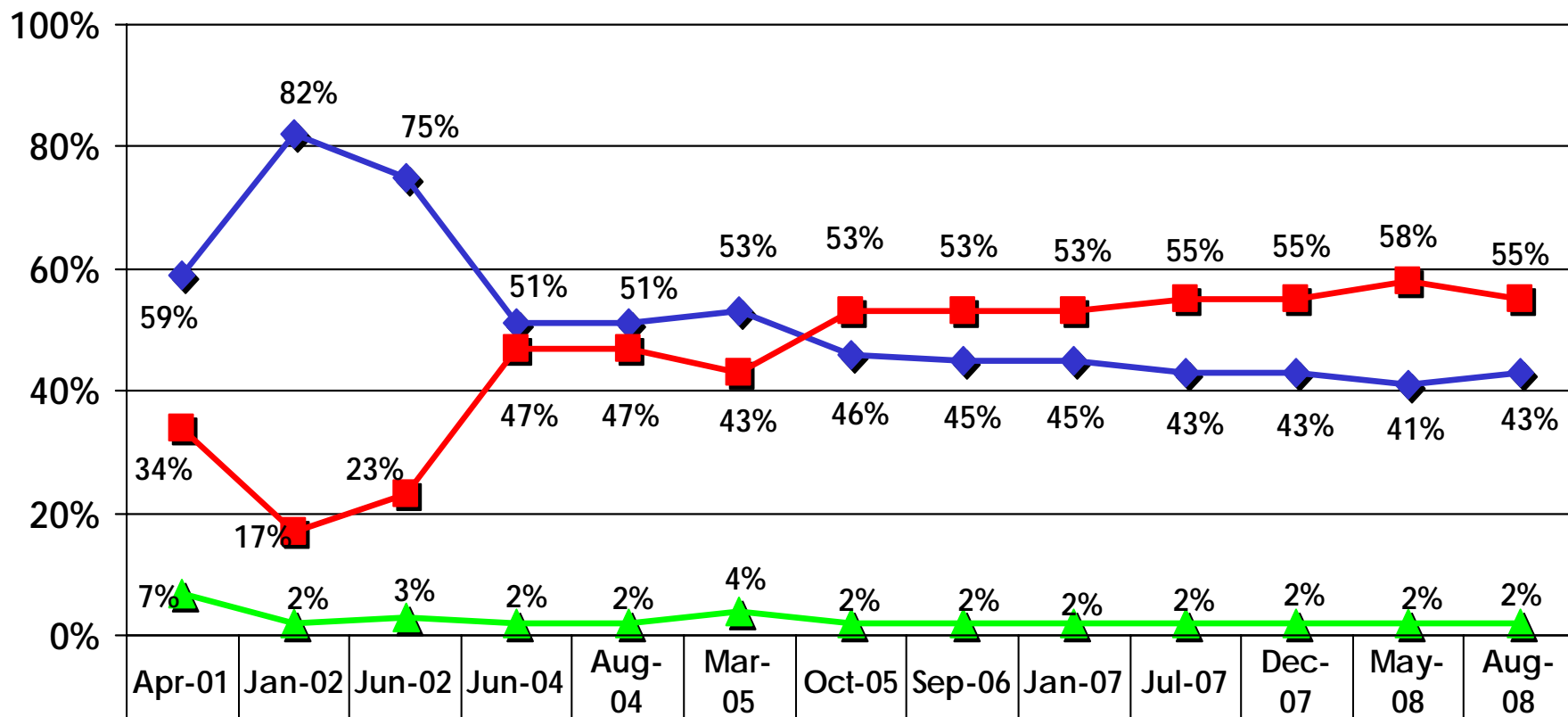
- *The US should begin immediately withdrawing all troops from Iraq. This is now a job for Iraqi forces to handle.*
- *The US should set a date certain, no more than two years from now, when all troops will be withdrawn from Iraq, and start bringing some troops home immediately.*
- *The US should keep its forces in Iraq until our military leaders there confirm that the situation in Iraq is stable enough that extremist forces will not be able to seize control once US troops leave*



BATTLEGROUND 2008

For each one, please tell me whether you have heard of that person or organization and if so, whether you have a favorable or an unfavorable impression of them.

"George W. Bush"

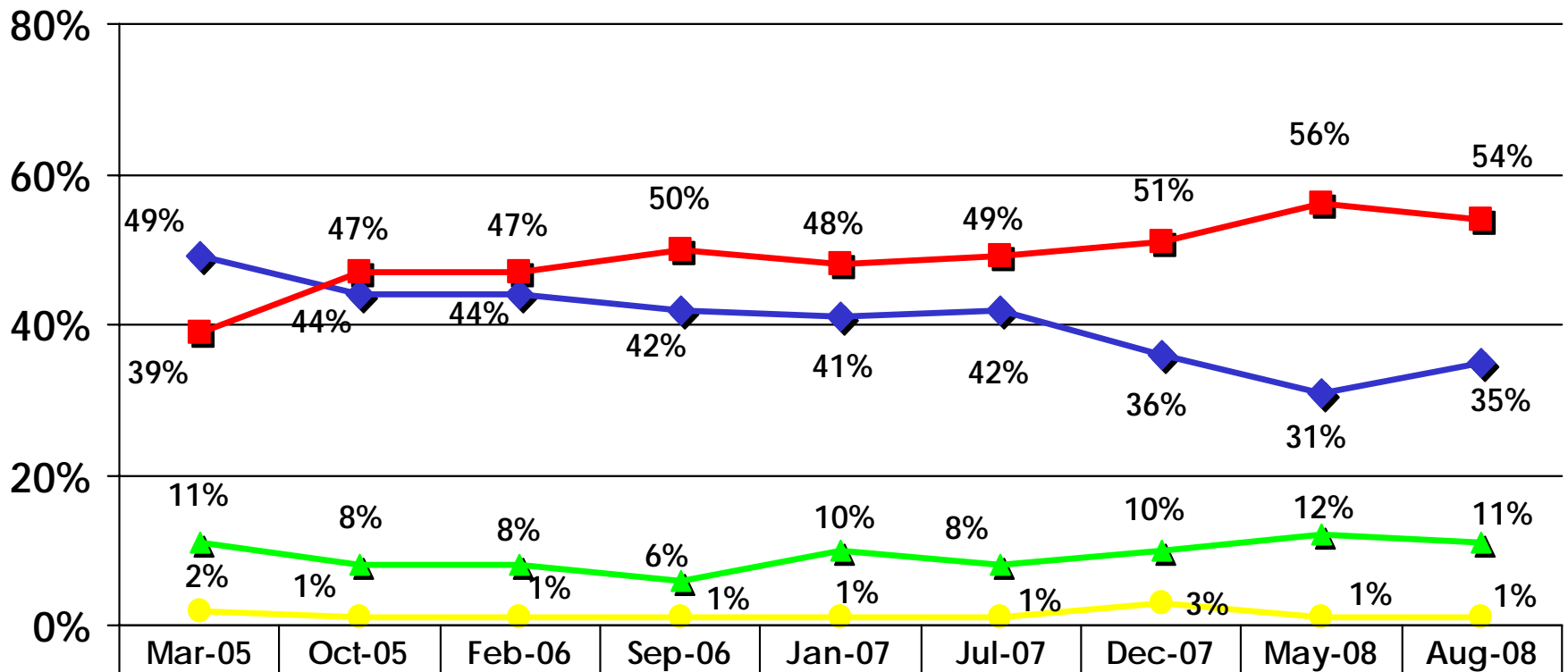


◆ Favorable	59%	82%	75%	51%	51%	53%	46%	45%	45%	43%	43%	41%	43%
■ Unfavorable	34%	17%	23%	47%	47%	43%	53%	53%	53%	55%	55%	58%	55%
▲ No Opinion	7%	2%	3%	2%	2%	4%	2%	2%	2%	2%	2%	2%	2%

BATTLEGROUND 2008

For each one, please tell me whether you have heard of that person or organization and if so, whether you have a favorable or an unfavorable impression of them.

“The Republicans in Congress”

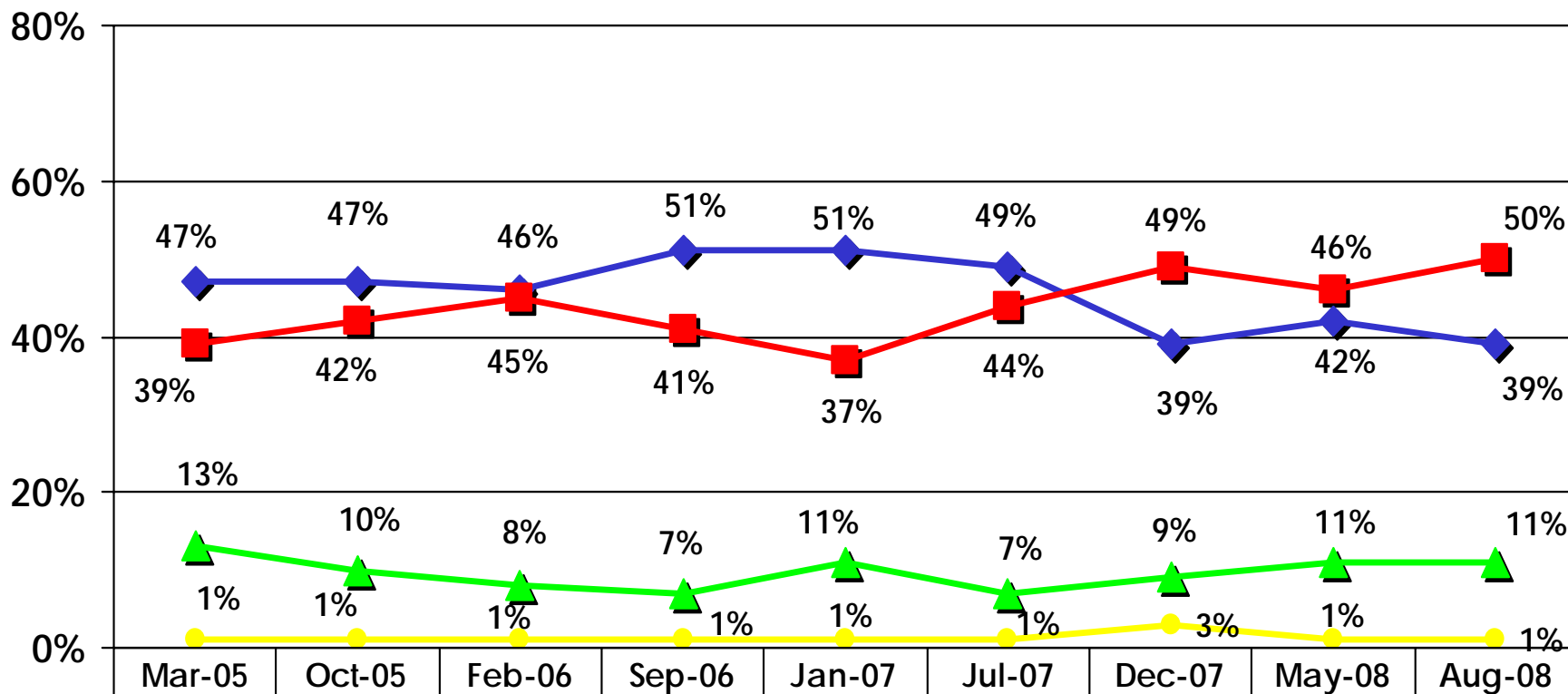


◆ Favorable	49%	44%	44%	42%	41%	42%	36%	31%	35%
■ Unfavorable	39%	47%	47%	50%	48%	49%	51%	56%	54%
▲ No Opinion	11%	8%	8%	6%	10%	8%	10%	12%	11%
● Never heard of	2%	1%	1%	1%	1%	1%	3%	1%	1%

BATTLEGROUND 2008

For each one, please tell me whether you have heard of that person or organization and if so, whether you have a favorable or an unfavorable impression of them.

“The Democrats in Congress”

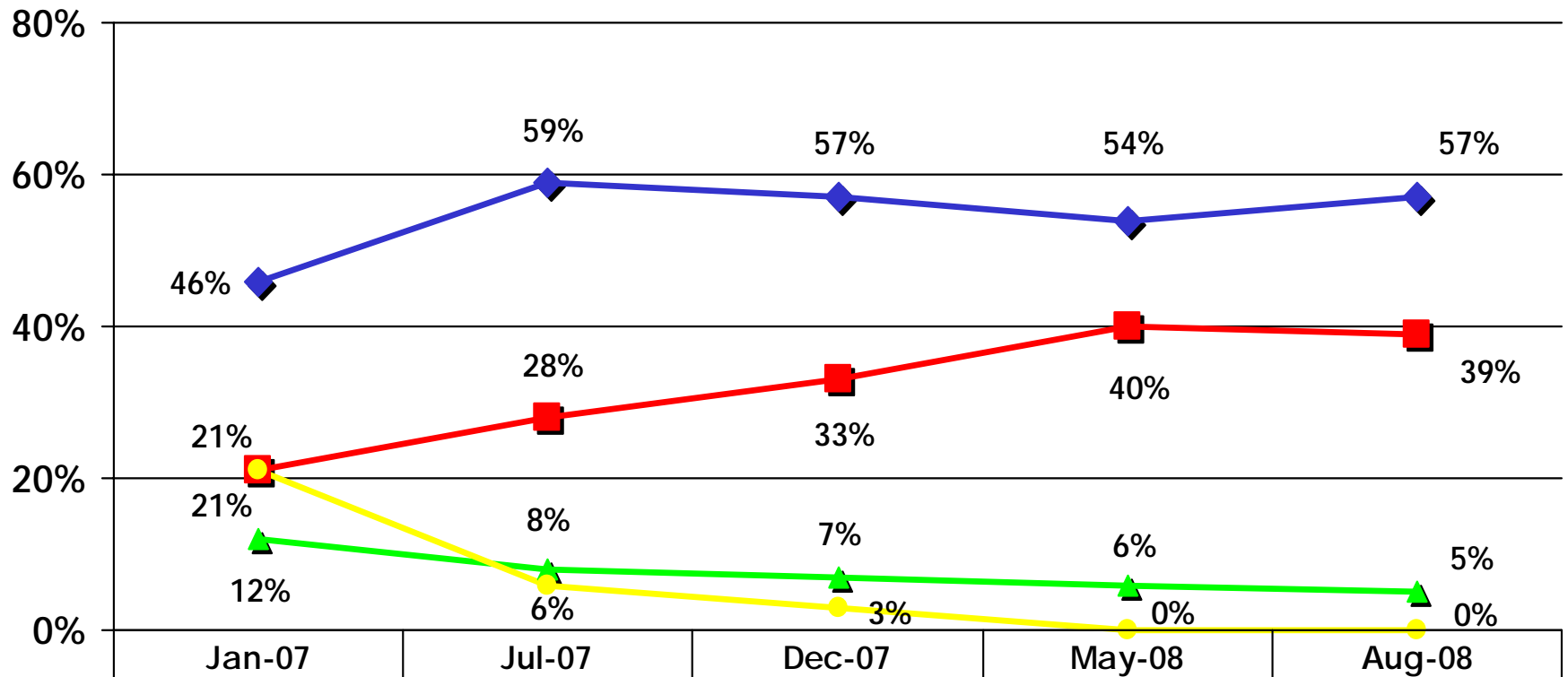


◆ Favorable	47%	47%	46%	51%	51%	49%	39%	42%	39%
■ Unfavorable	39%	42%	45%	41%	37%	44%	49%	46%	50%
▲ No Opinion	13%	10%	8%	7%	11%	7%	9%	11%	11%
● Never heard of	1%	1%	1%	1%	1%	1%	3%	1%	1%

BATTLEGROUND 2008

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

"Barack Obama"

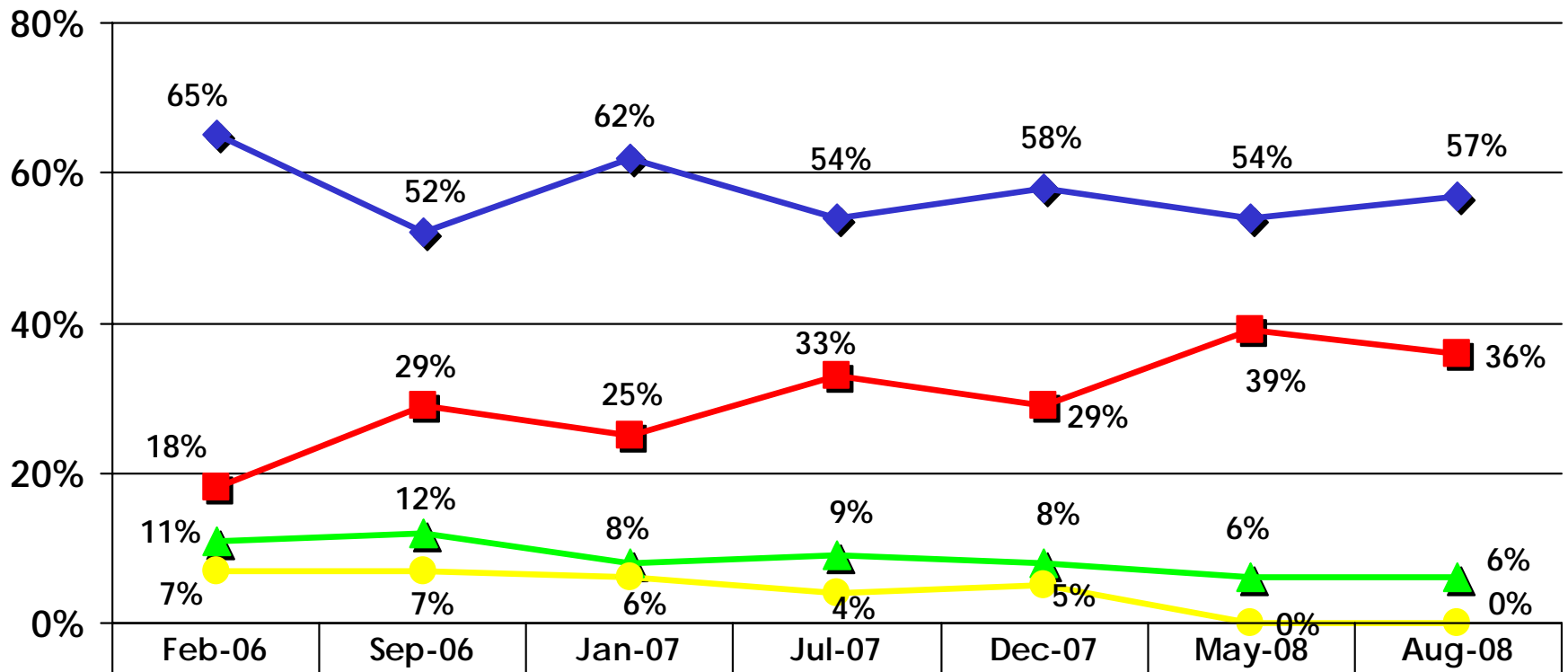


◆ Favorable	46%	59%	57%	54%	57%
■ Unfavorable	21%	28%	33%	40%	39%
▲ No Opinion	12%	8%	7%	6%	5%
● Never heard of	21%	6%	3%	0%	0%

BATTLEGROUND 2008

For each one, please tell me whether you have heard of that person or organization and if so, whether you have a favorable or an unfavorable impression of them.

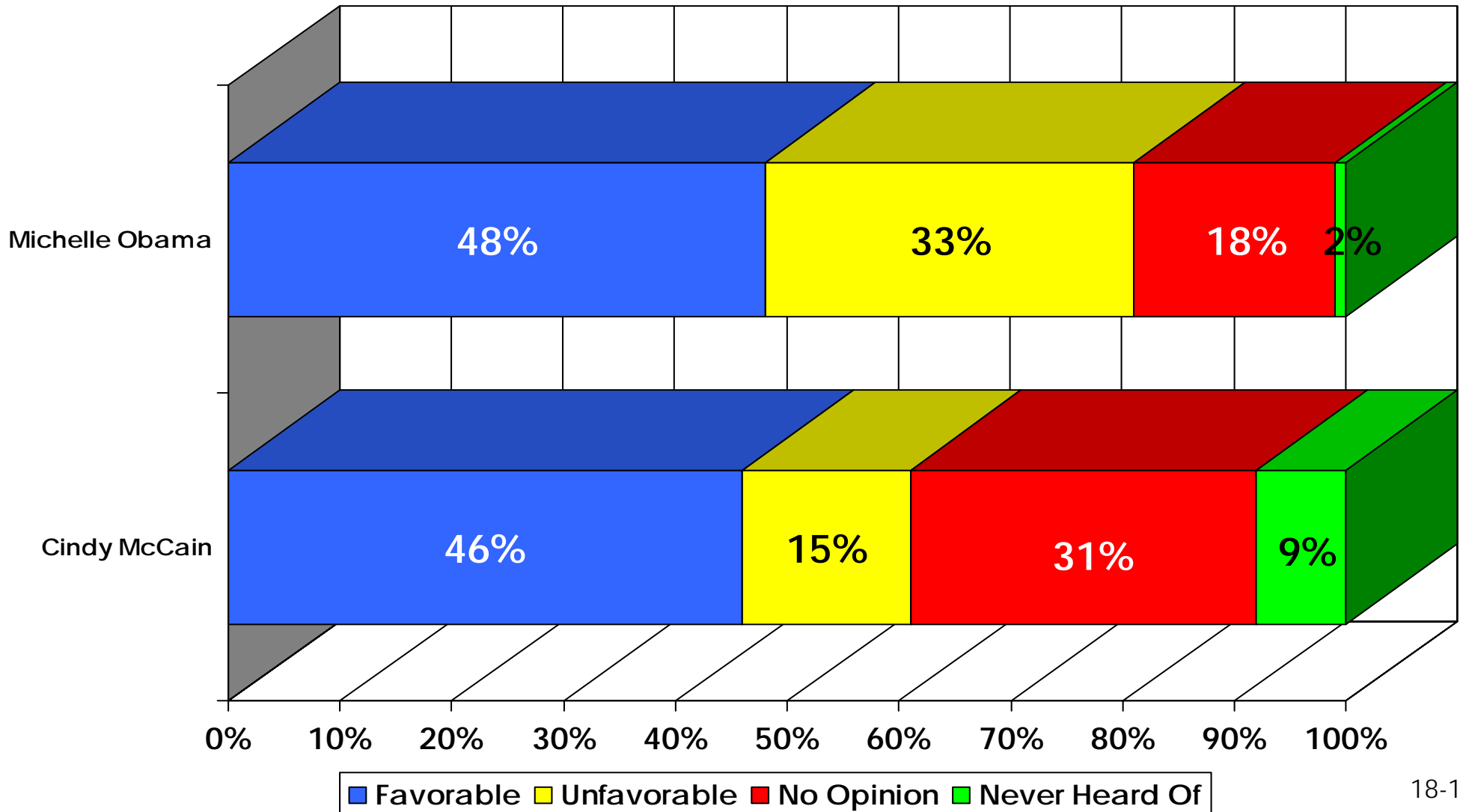
"John McCain"



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

BATTLEGROUND 2008

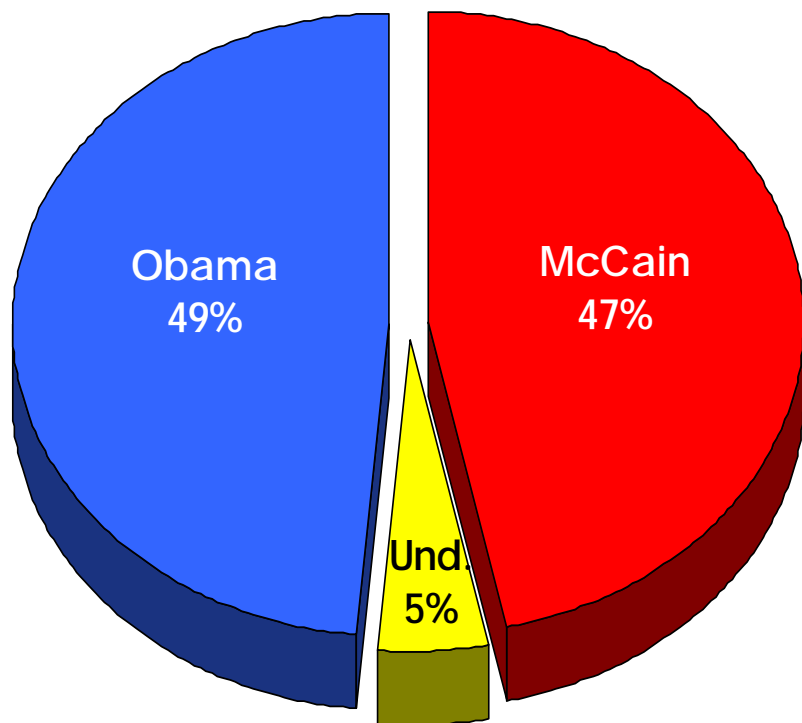
Now I would like to read you the names of several individuals and organizations who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person or organization and if so, whether you have a favorable or an unfavorable impression of them.



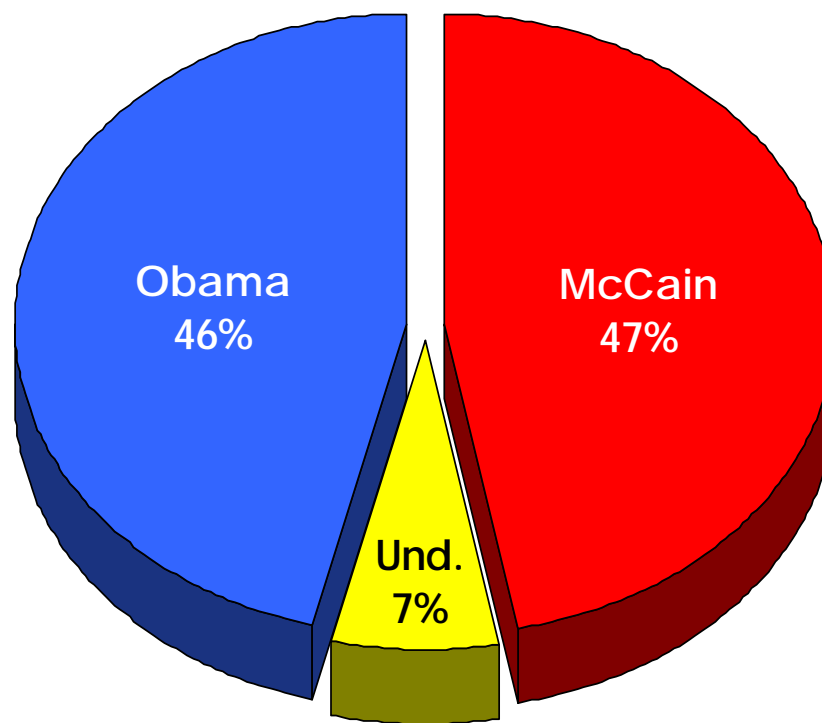
BATTLEGROUND 2008

If the election for President were held today and you had to make a choice between these two candidates, for whom would you vote John McCain, the Republican, or Barack Obama, the Democrat?

May 2008

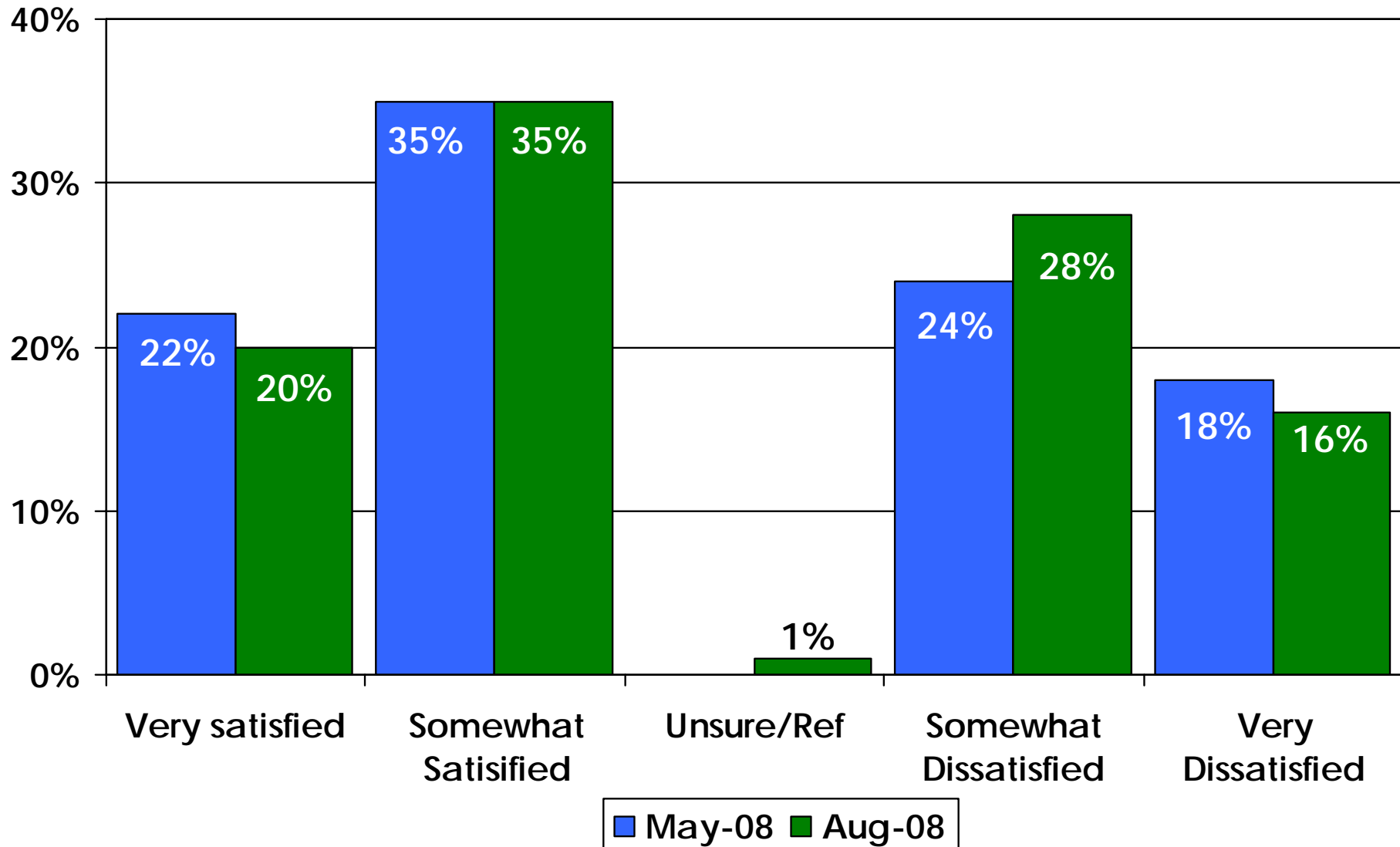


August 2008



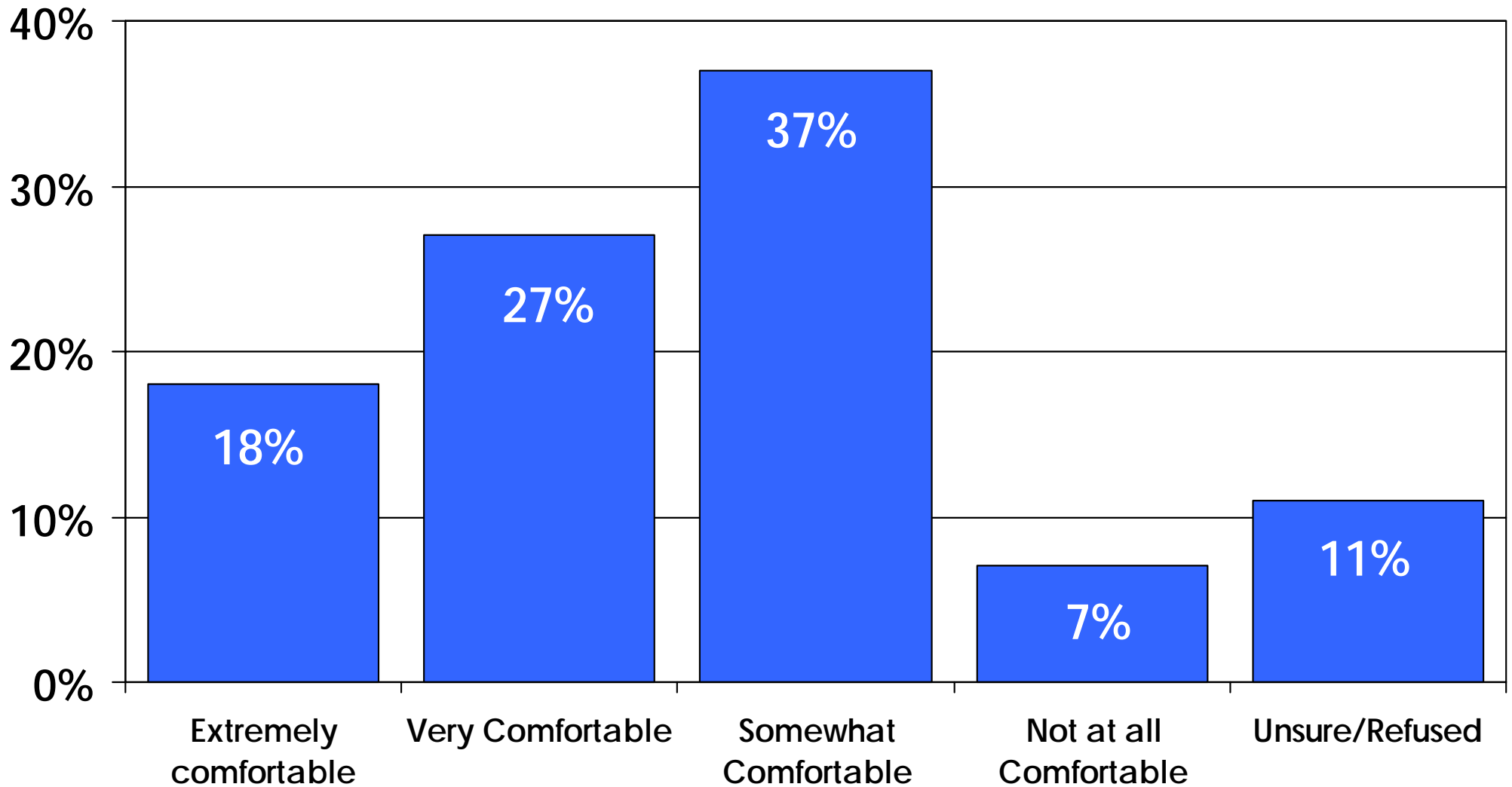
BATTLEGROUND 2008

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



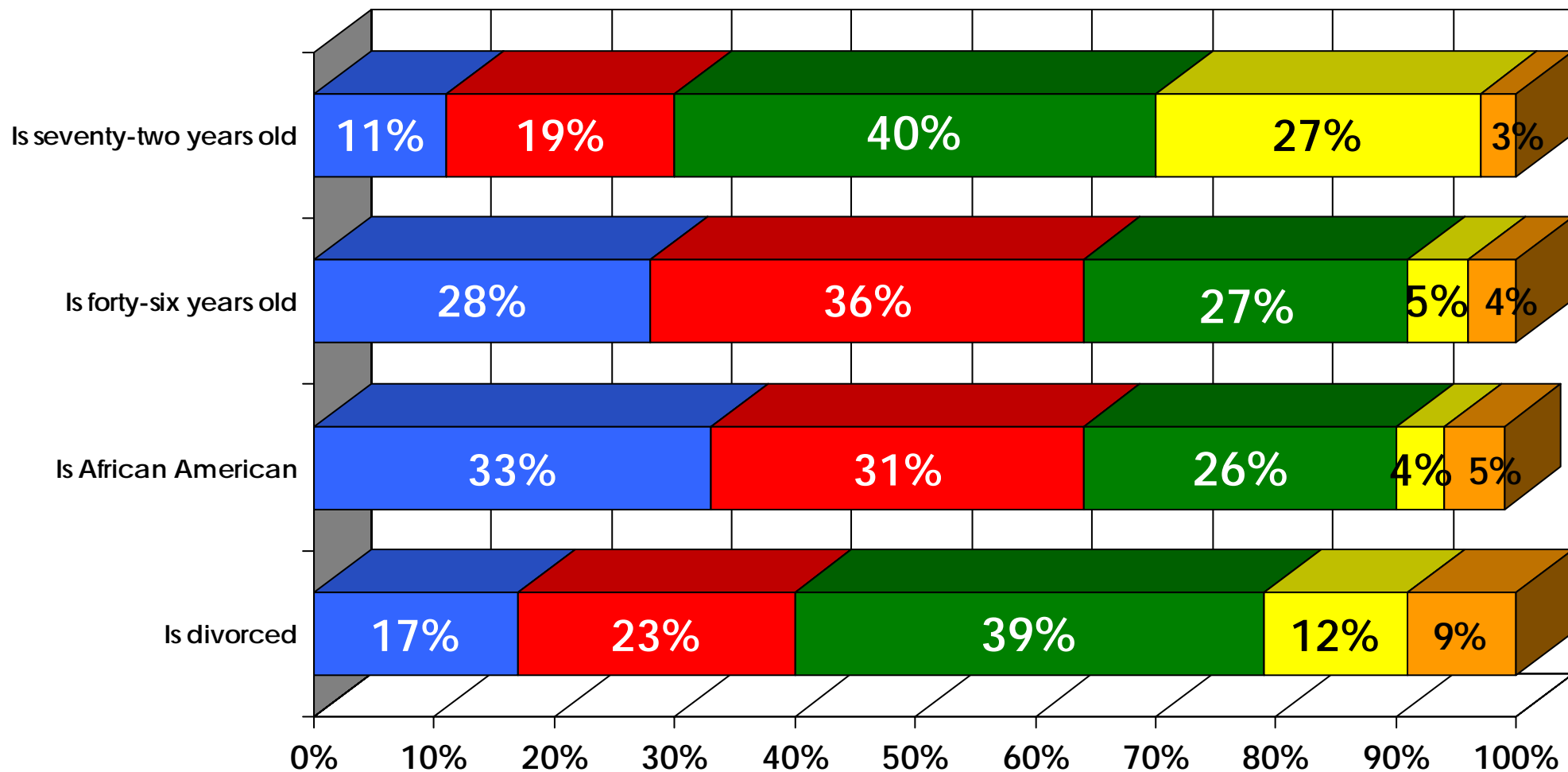
BATTLEGROUND 2008

Putting aside your own personal feelings for a moment, how comfortable do you think that your friends or neighbors would be voting for a Presidential candidate who is an African-American?



BATTLEGROUND 2008

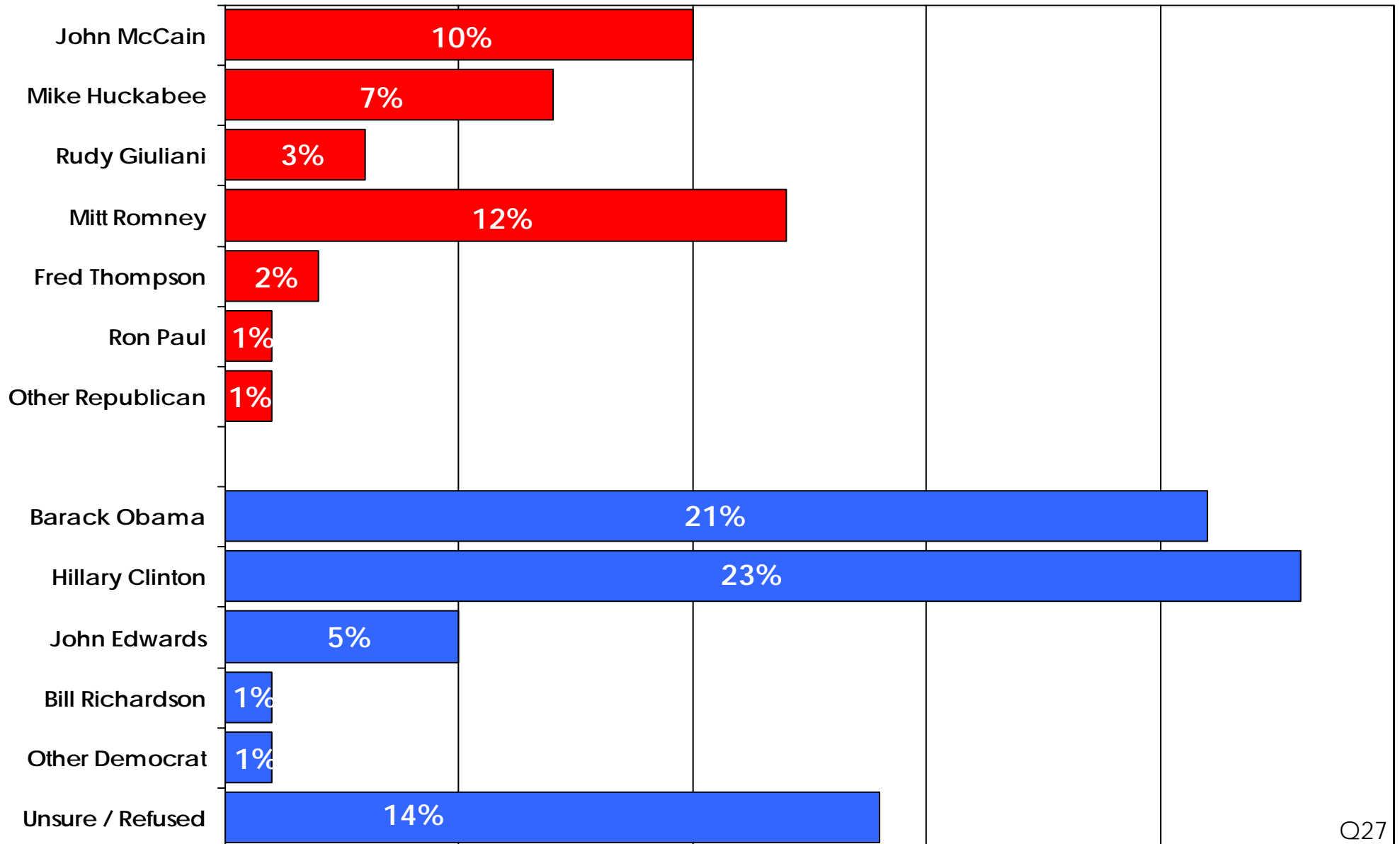
I am going to read you a list of qualities. For each one, please tell me if you would be extremely comfortable, very comfortable, somewhat comfortable, or not at all comfortable, voting for a Presidential candidate that had that quality



■ Extremely ■ Very ■ Somewhat ■ Not at all ■ Don't know / Refused

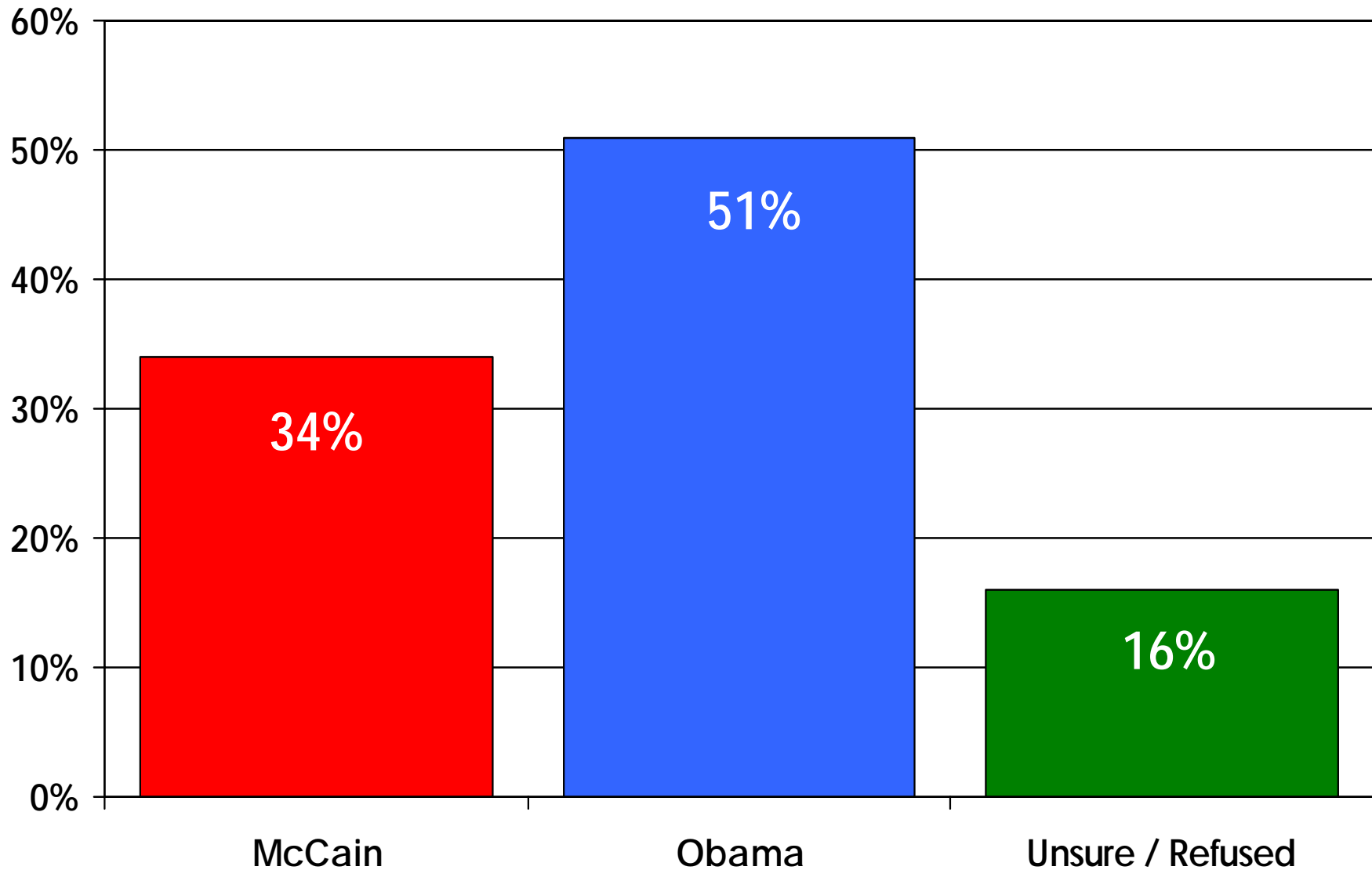
BATTLEGROUND 2008

Who was your first choice for President during the time when the primary elections and caucuses began?



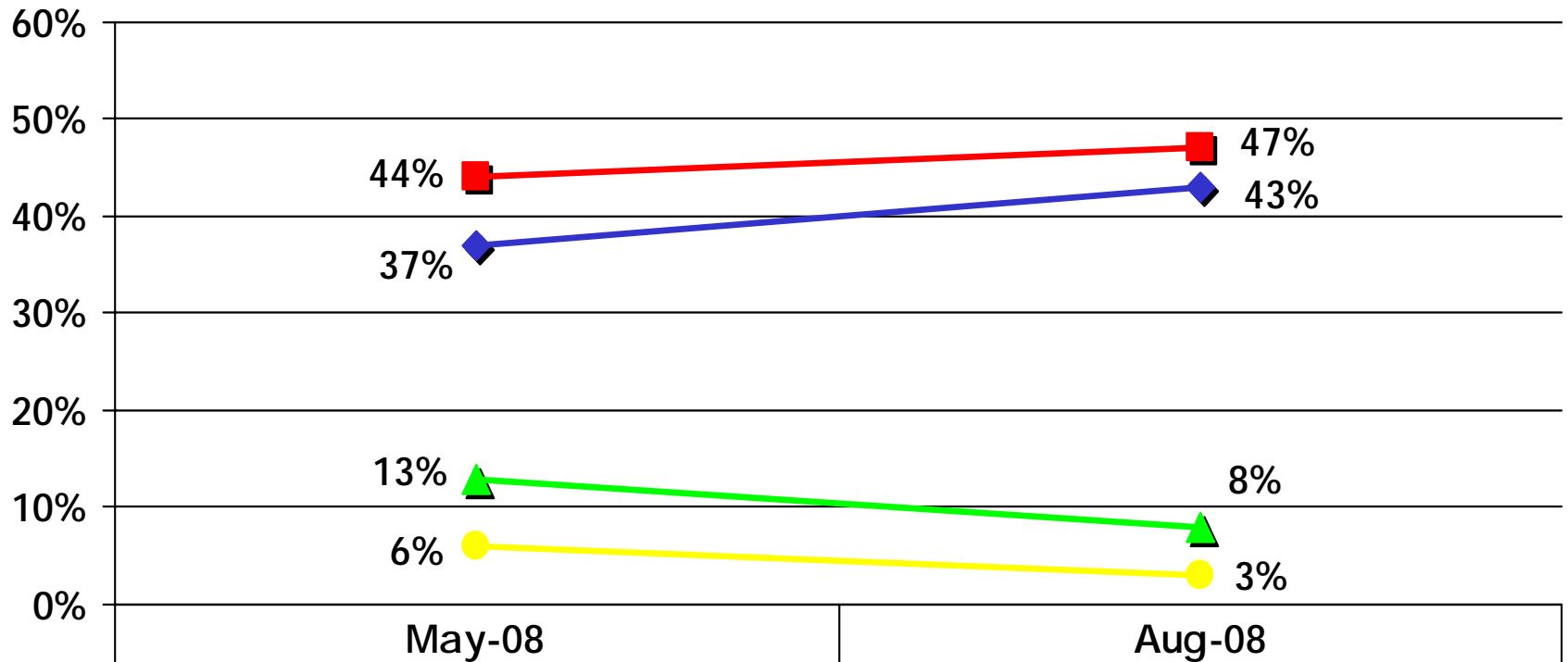
BATTLEGROUND 2008

Which candidate John McCain, or Barack Obama, do you think is going to win the election?



BATTLEGROUND 2008

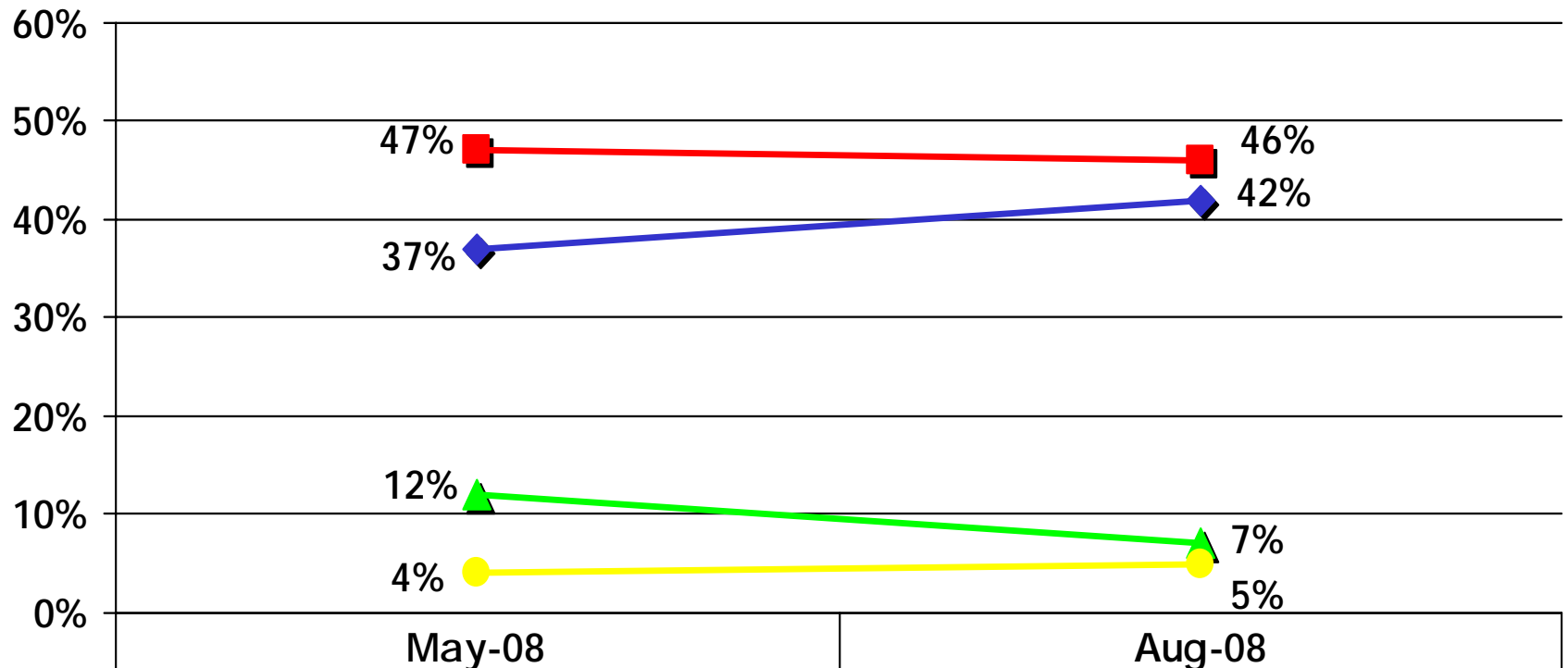
Thinking about what you might have seen, read or heard recently about John McCain, has it made you more likely or less likely to vote for him?



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

BATTLEGROUND 2008

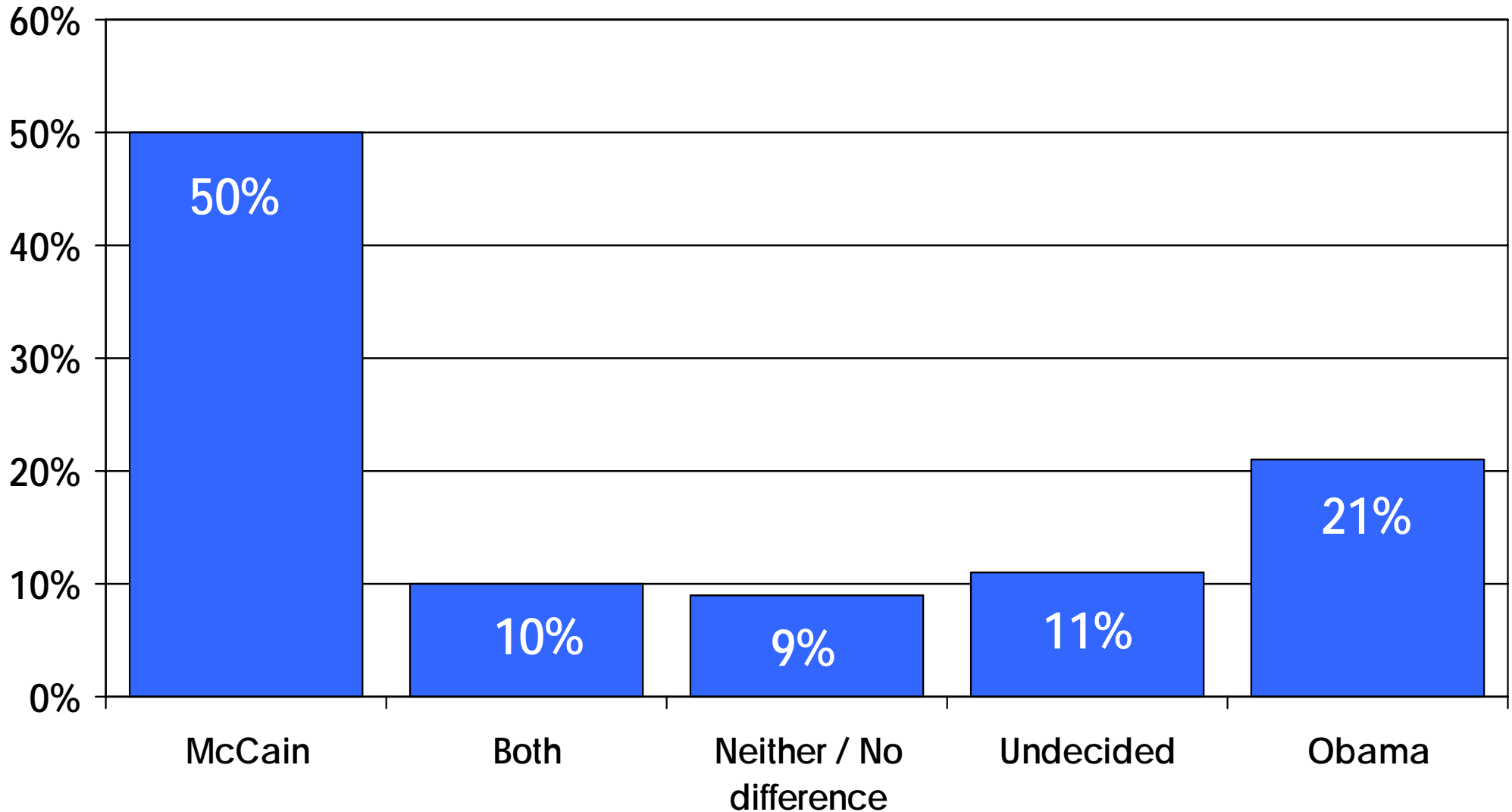
Thinking about what you might have seen, read or heard recently about Barack Obama, has it made you more likely or less likely to vote for him?



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

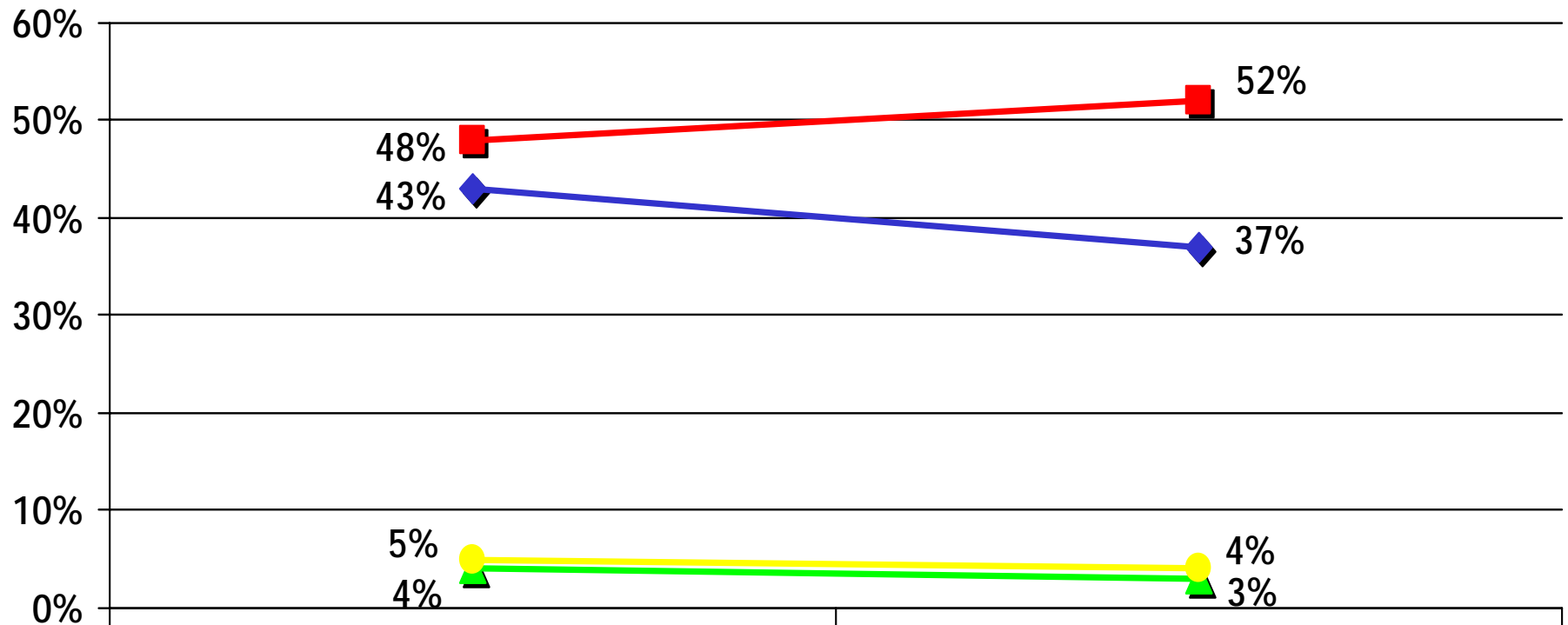
BATTLEGROUND 2008

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



BATTLEGROUND 2008

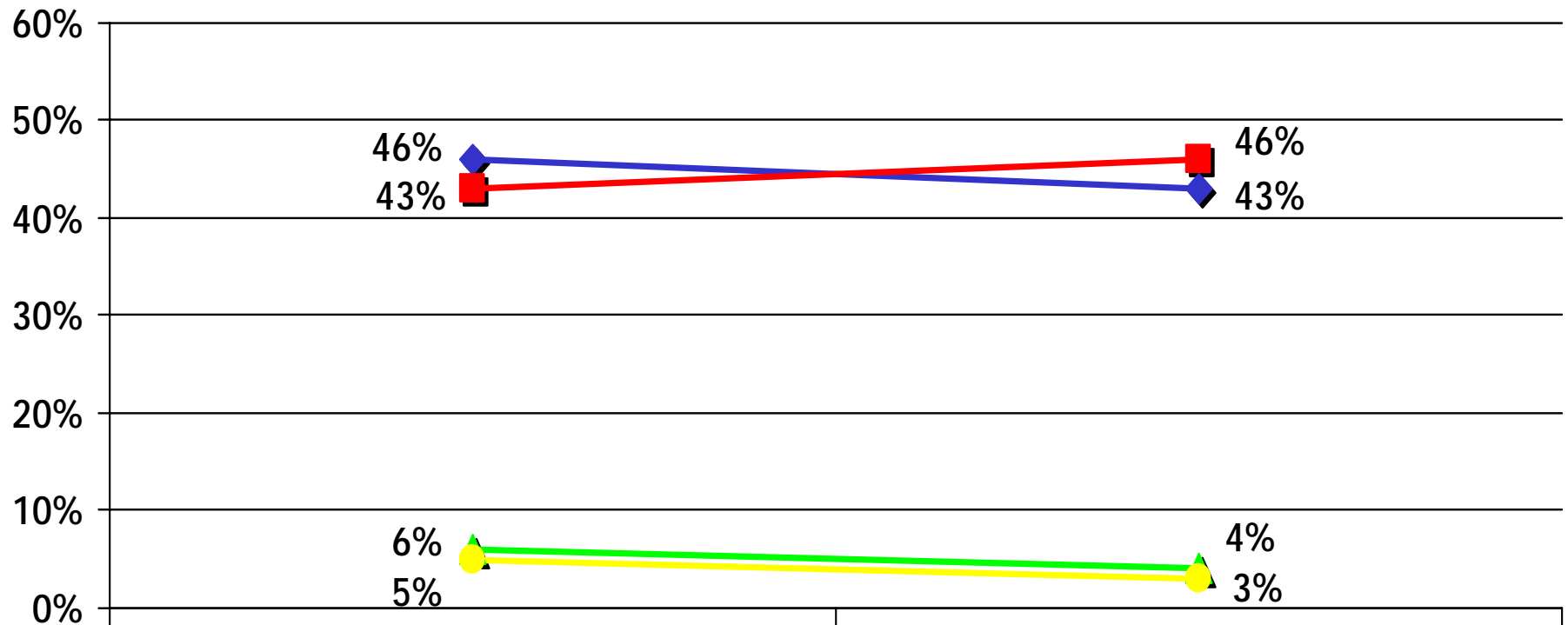
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
IS A STRONG LEADER



	May-08	Aug-08
◆ Obama	43%	37%
■ McCain	48%	52%
▲ Neither	4%	3%
● Unsure	5%	4%

BATTLEGROUND 2008

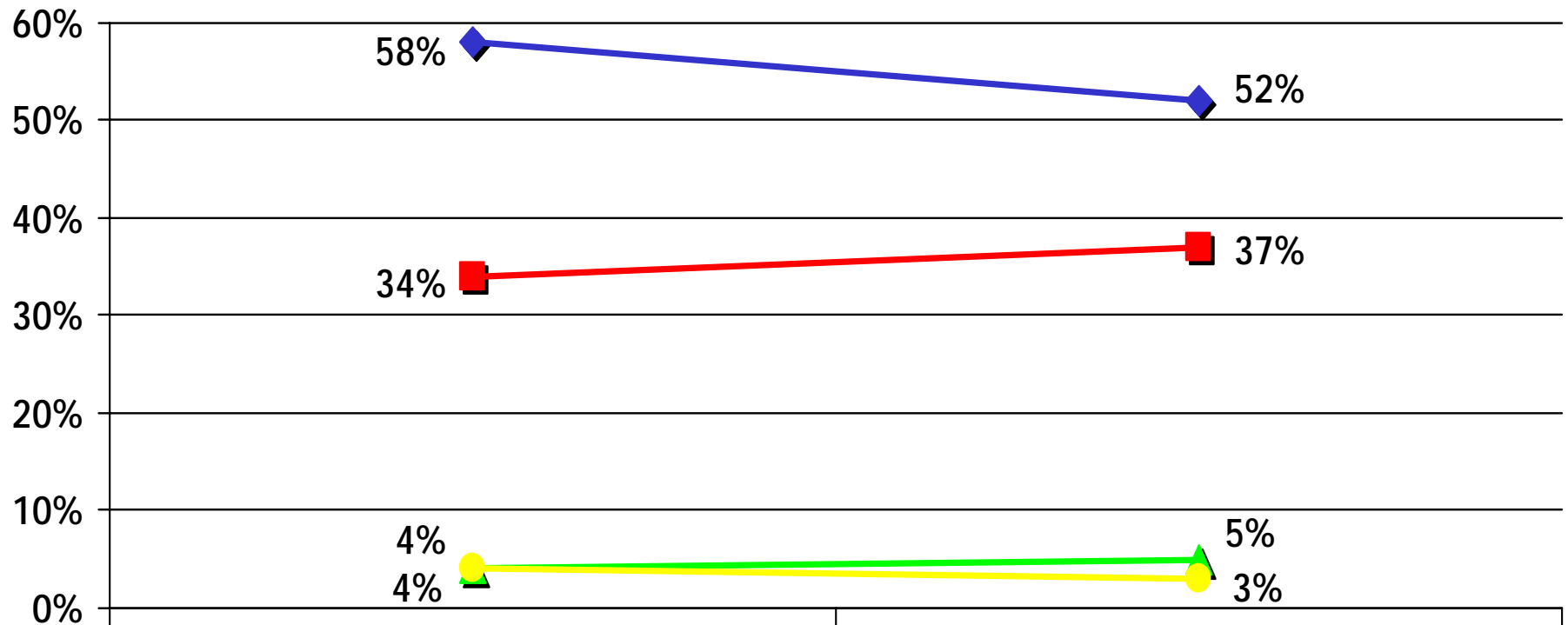
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
SHARES YOUR VALUES



	May-08	Aug-08
◆ Obama	46%	43%
■ McCain	43%	46%
▲ Neither	6%	4%
● Unsure	5%	3%

BATTLEGROUND 2008

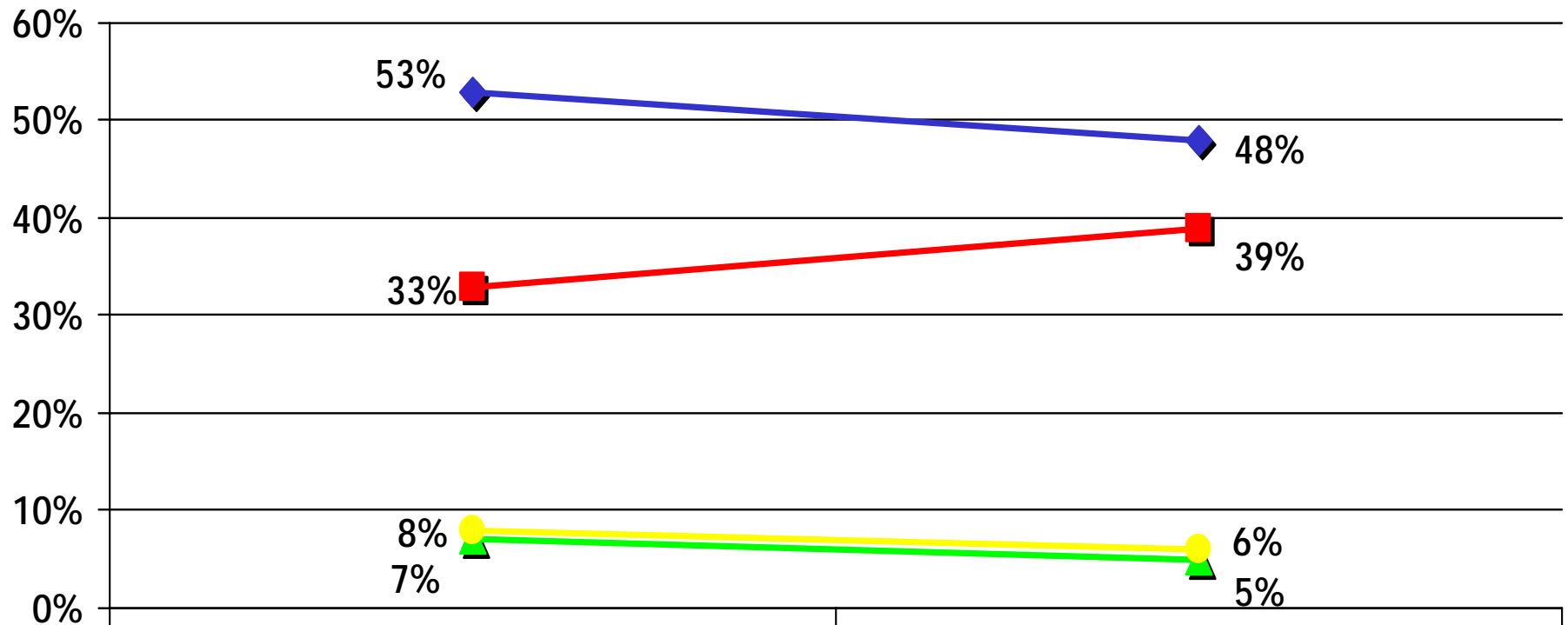
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
REPRESENTING MIDDLE CLASS VALUES



	May-08	Aug-08
◆ Obama	58%	52%
■ McCain	34%	37%
▲ Neither	4%	5%
● Unsure	4%	3%

BATTLEGROUND 2008

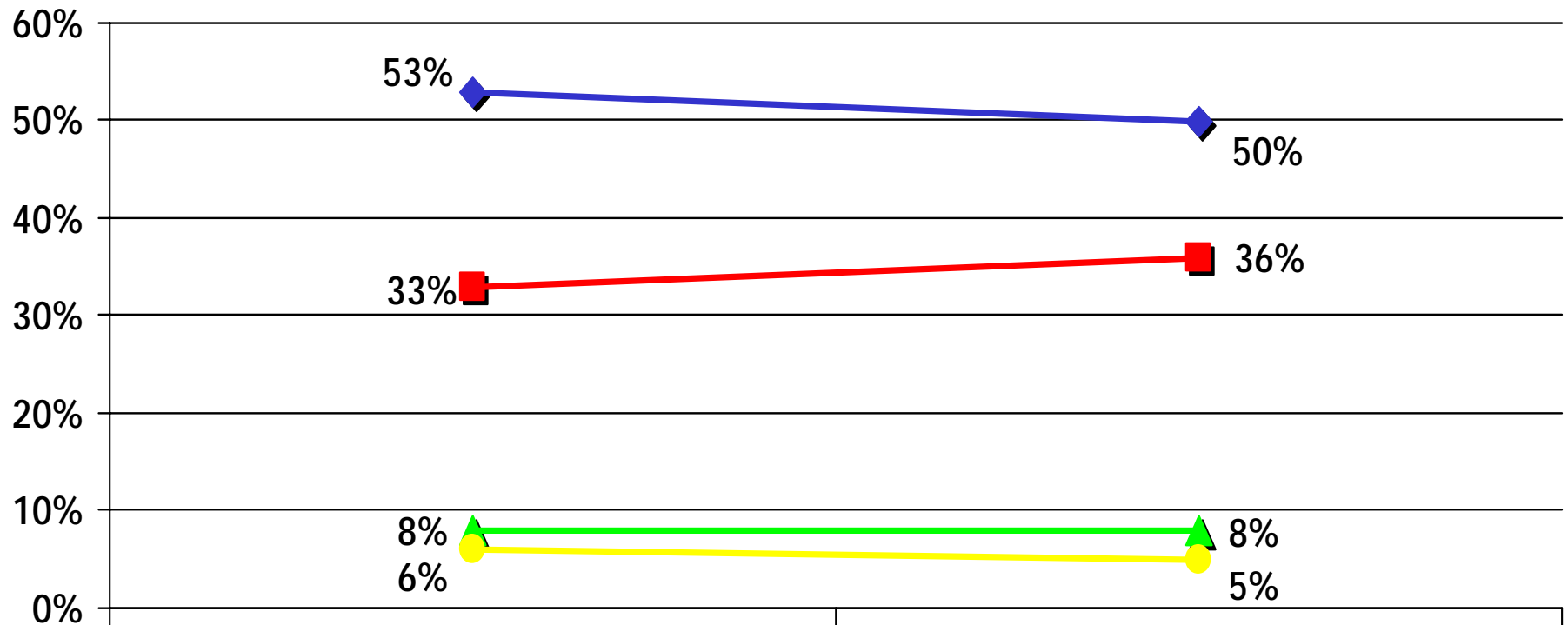
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
FIGHTS FOR PEOPLE LIKE ME



	May-08	Aug-08
◆ Obama	53%	48%
■ McCain	33%	39%
▲ Neither	7%	5%
● Unsure	8%	6%

BATTLEGROUND 2008

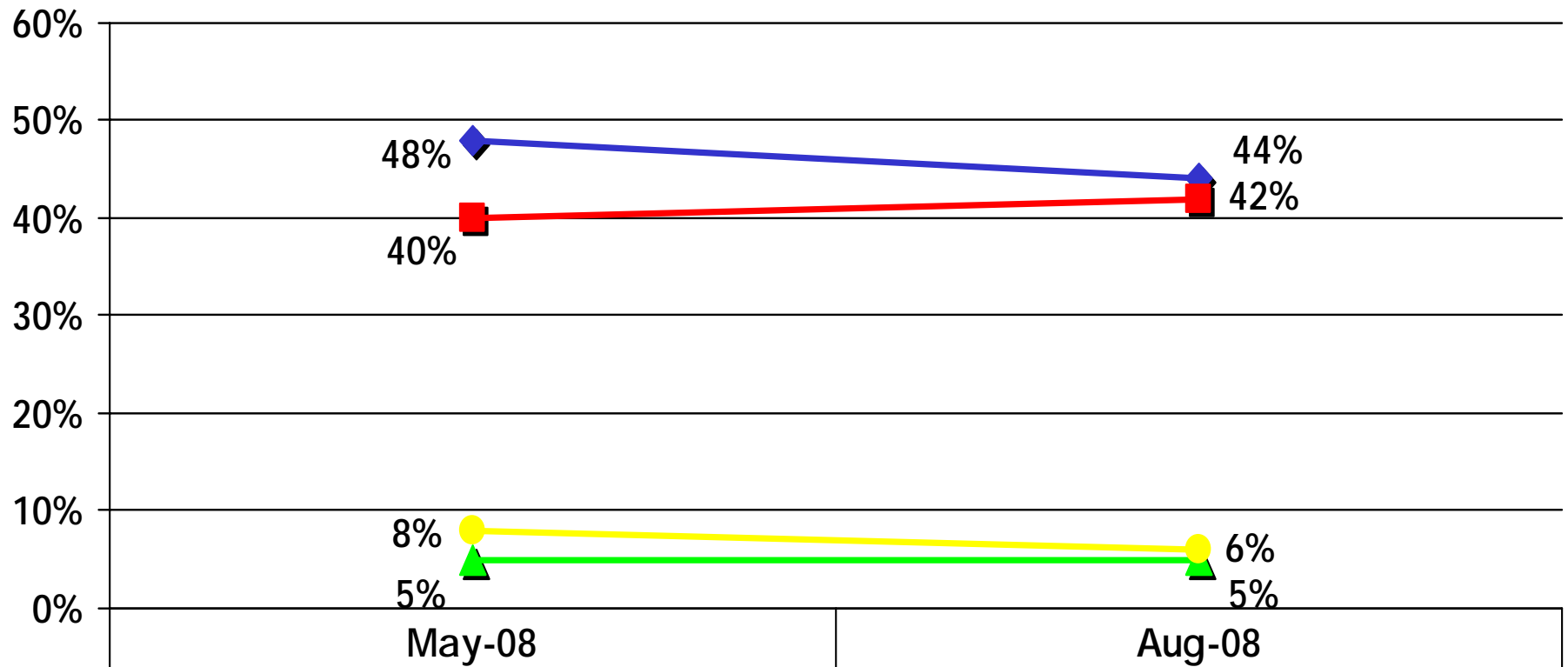
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
WILL UNITE THE COUNTRY



	May-08	Aug-08
◆ Obama	53%	50%
■ McCain	33%	36%
▲ Neither	8%	8%
● Unsure	6%	5%

BATTLEGROUND 2008

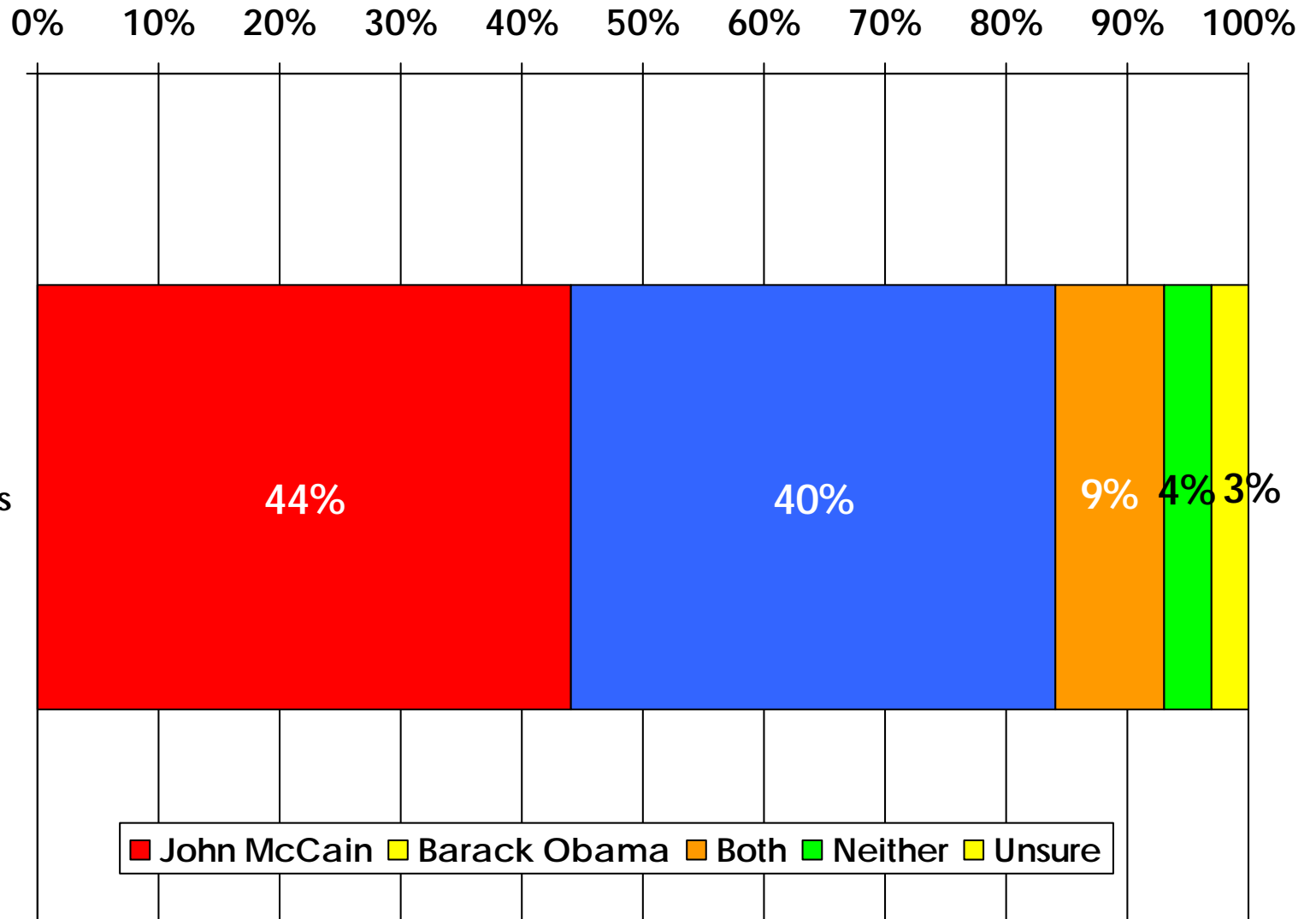
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
WILL GET THINGS DONE



	May-08	Aug-08
◆ Obama	48%	44%
■ McCain	40%	42%
▲ Neither	5%	5%
● Unsure	8%	6%

BATTLEGROUND 2008

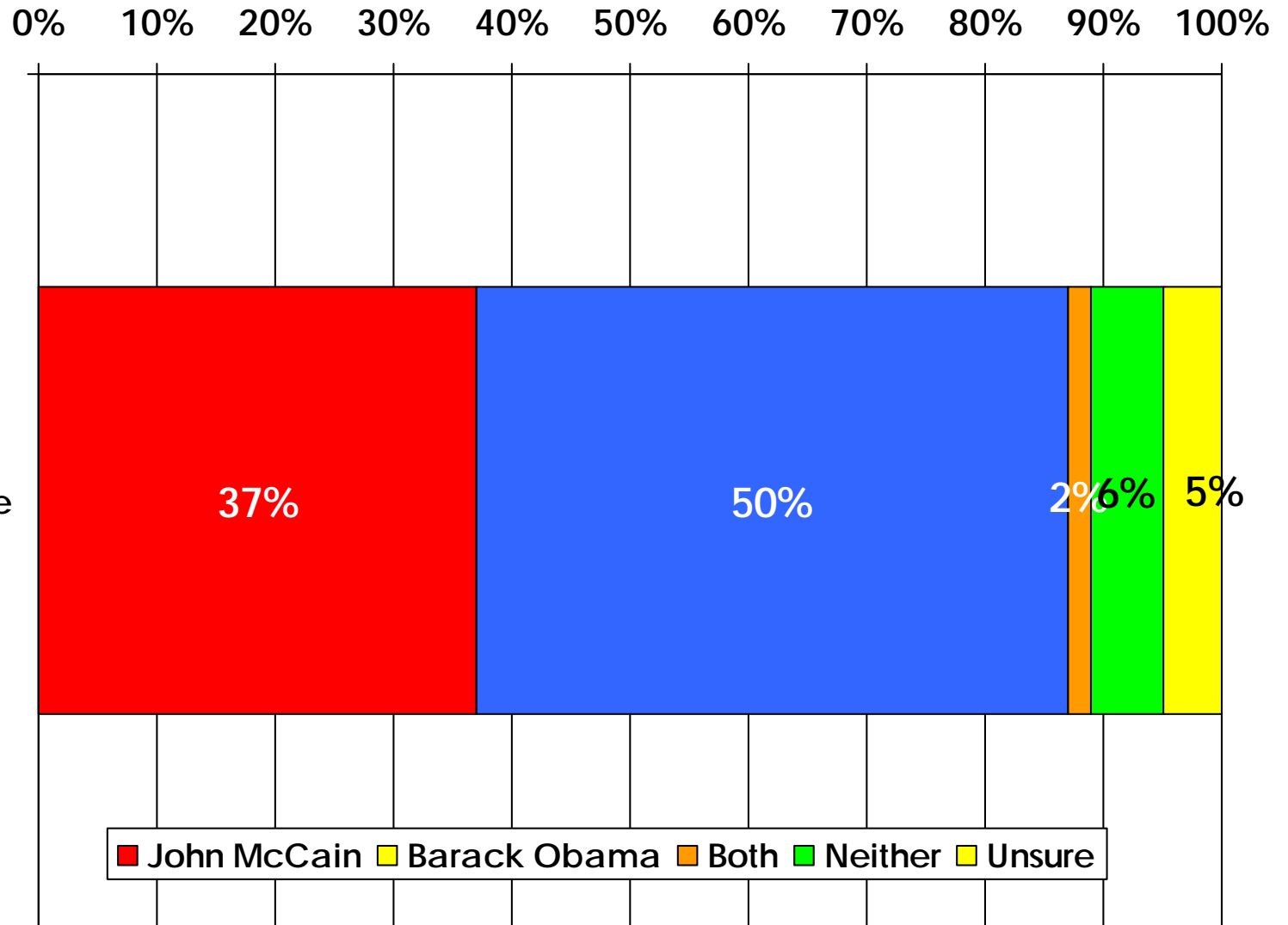
Who better represents this quality:
Senator John McCain or Senator Barack Obama?
SAYS WHAT HE BELIEVES



Says what he believes

BATTLEGROUND 2008

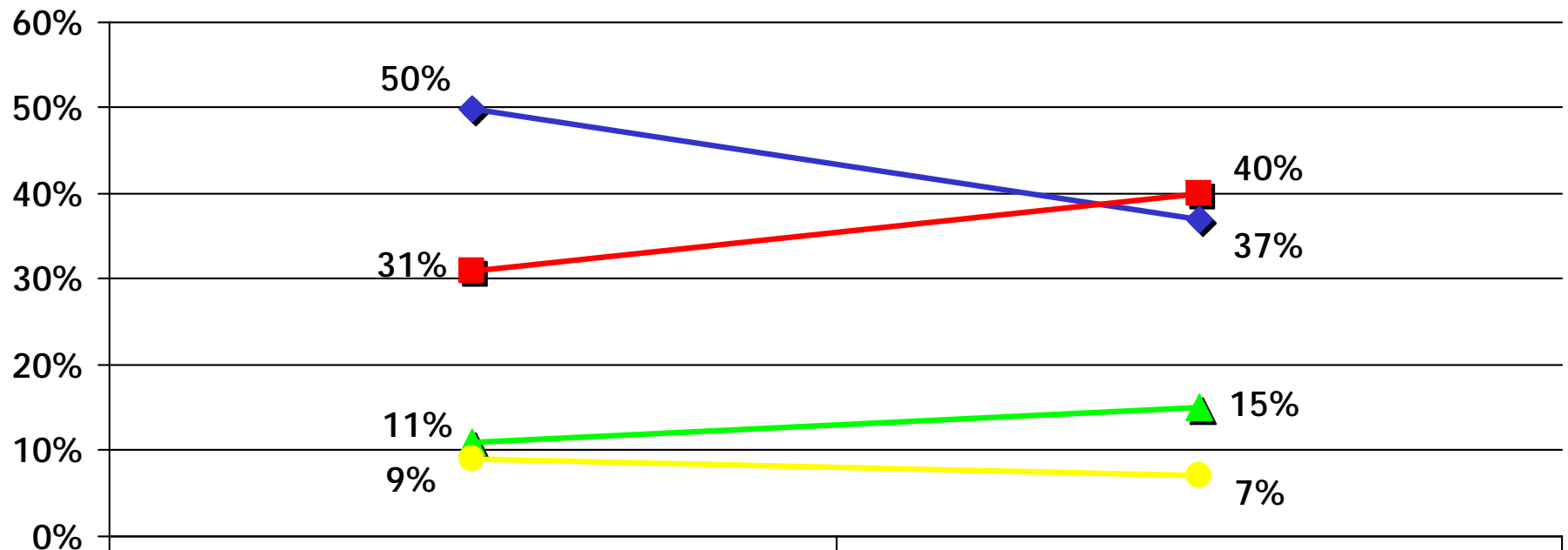
Who better represents this quality:
Senator John McCain or Senator Barack Obama?
IS AN INDEPENDENT VOICE



Is an independent voice

BATTLEGROUND 2008

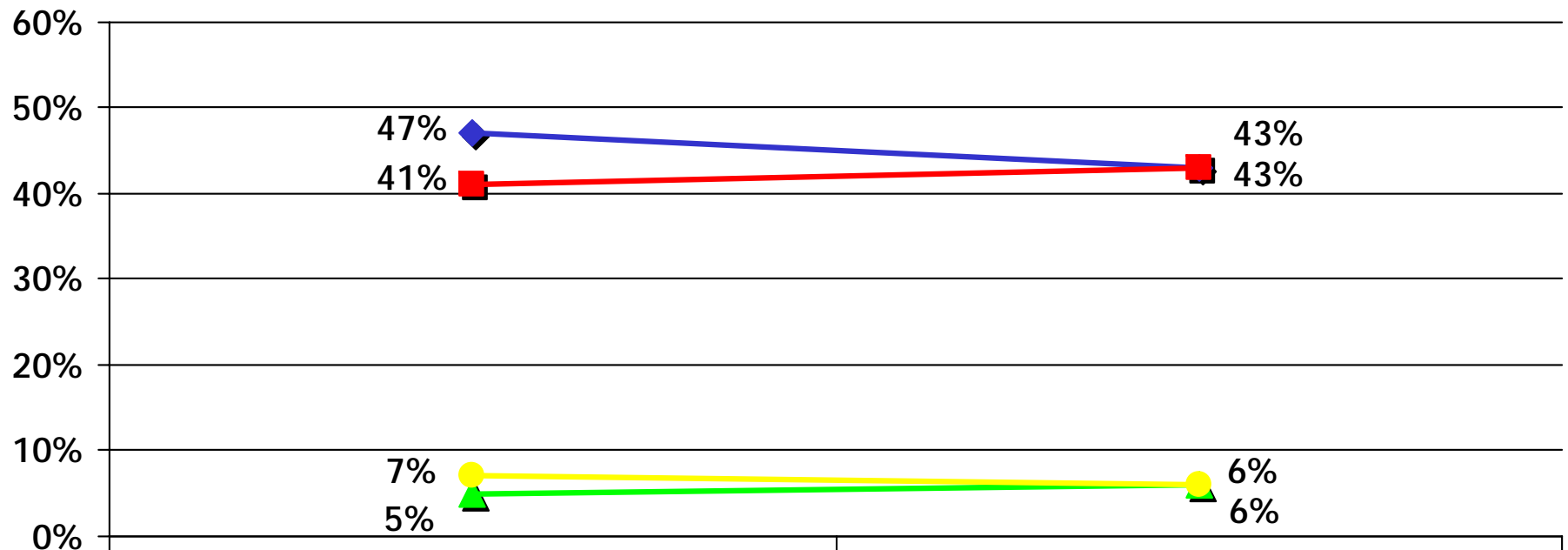
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
CAN REDUCE GAS AND ENERGY PRICES



	May-08	Aug-08
◆ Obama	50%	37%
■ McCain	31%	40%
▲ Neither	11%	15%
● Unsure	9%	7%

BATTLEGROUND 2008

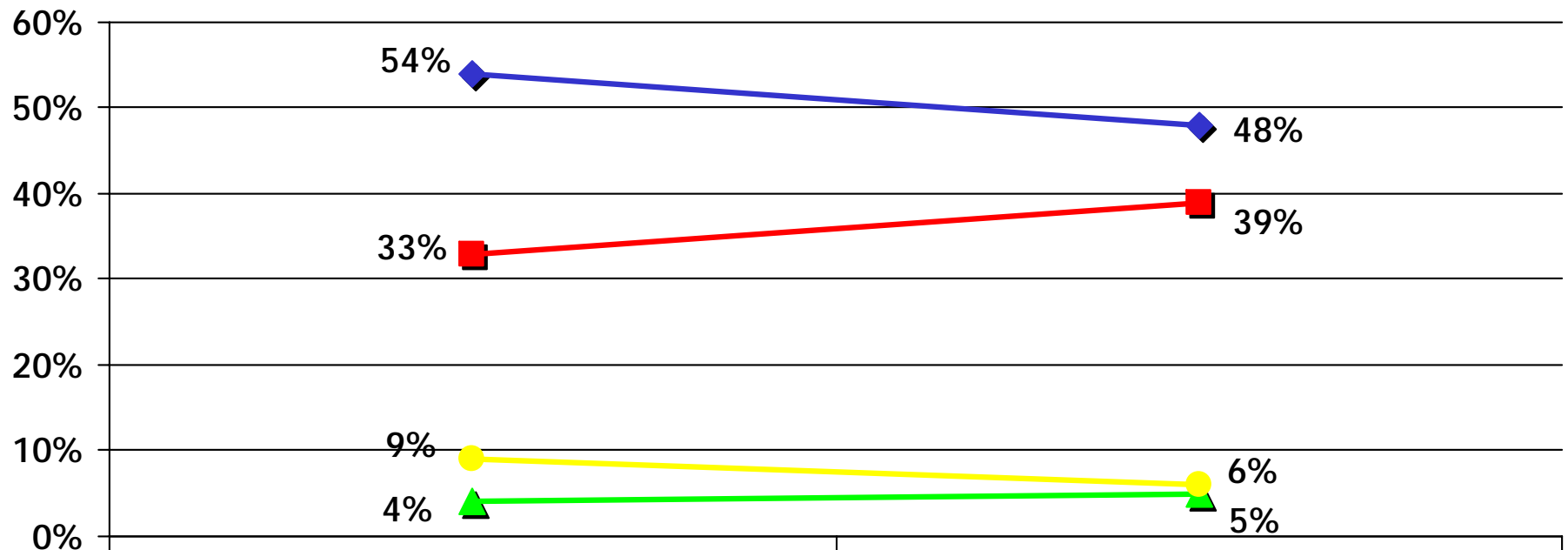
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
WILL KEEP AMERICA PROSPEROUS



	May-08	Aug-08
◆ Obama	47%	43%
■ McCain	41%	43%
▲ Neither	5%	6%
● Unsure	7%	6%

BATTLEGROUND 2008

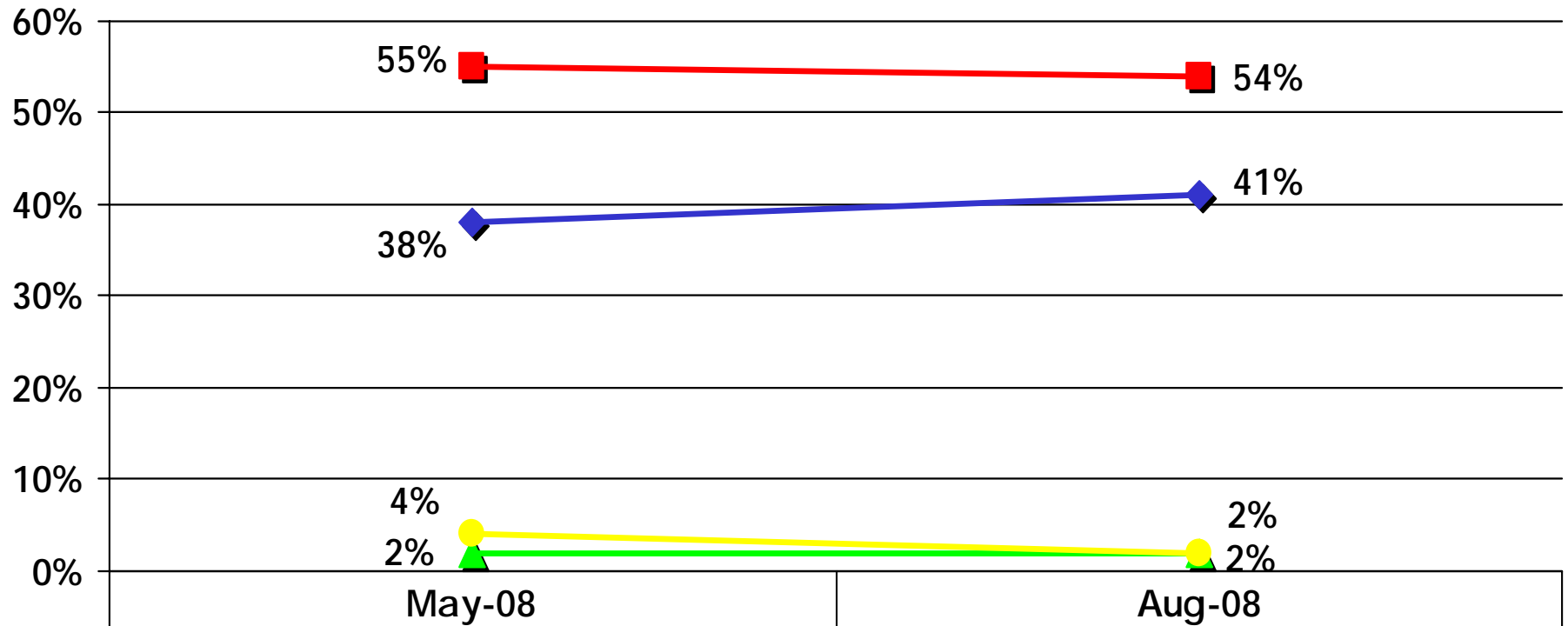
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
WILL CREATE JOBS AND IMPROVE THE ECONOMY



	May-08	Aug-08
◆ Obama	54%	48%
■ McCain	33%	39%
▲ Neither	4%	5%
● Unsure	9%	6%

BATTLEGROUND 2008

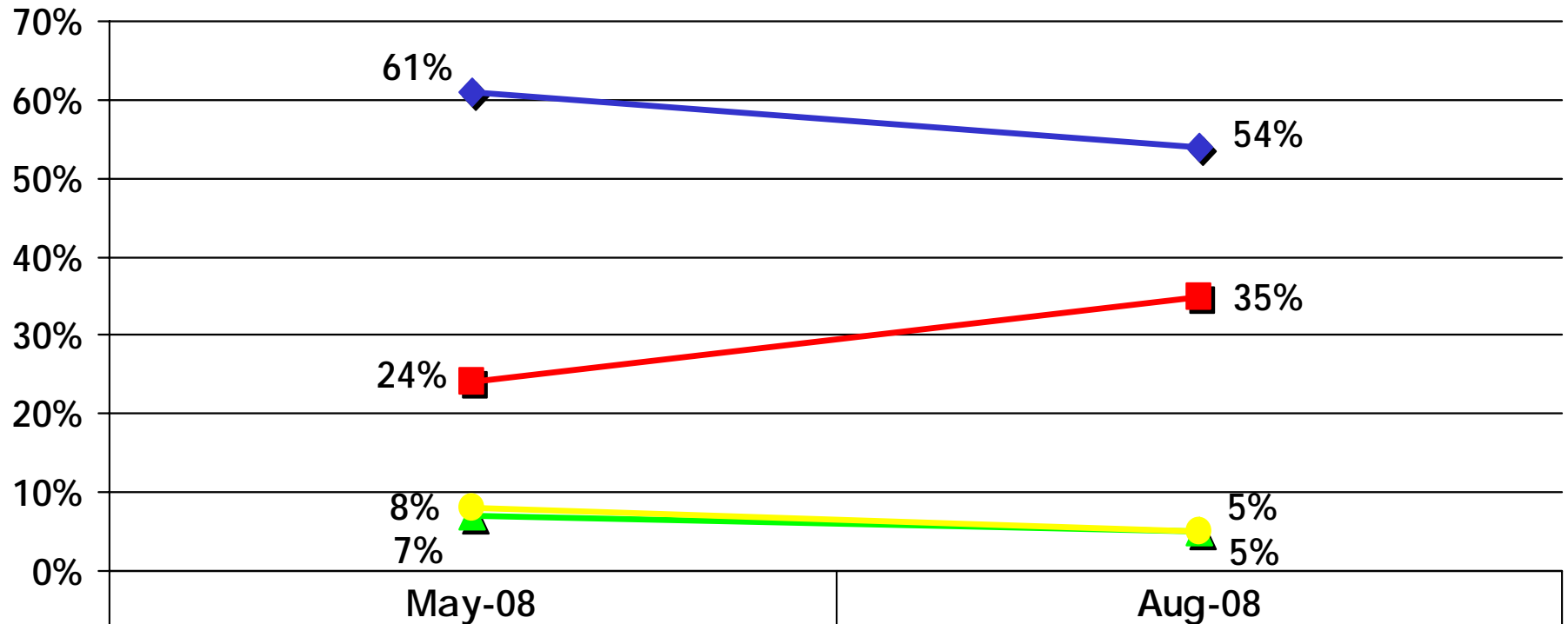
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
DEALING WITH THE WAR IN IRAQ



◆ Obama	38%	41%
■ McCain	55%	54%
▲ Neither	2%	2%
● Unsure	4%	2%

BATTLEGROUND 2008

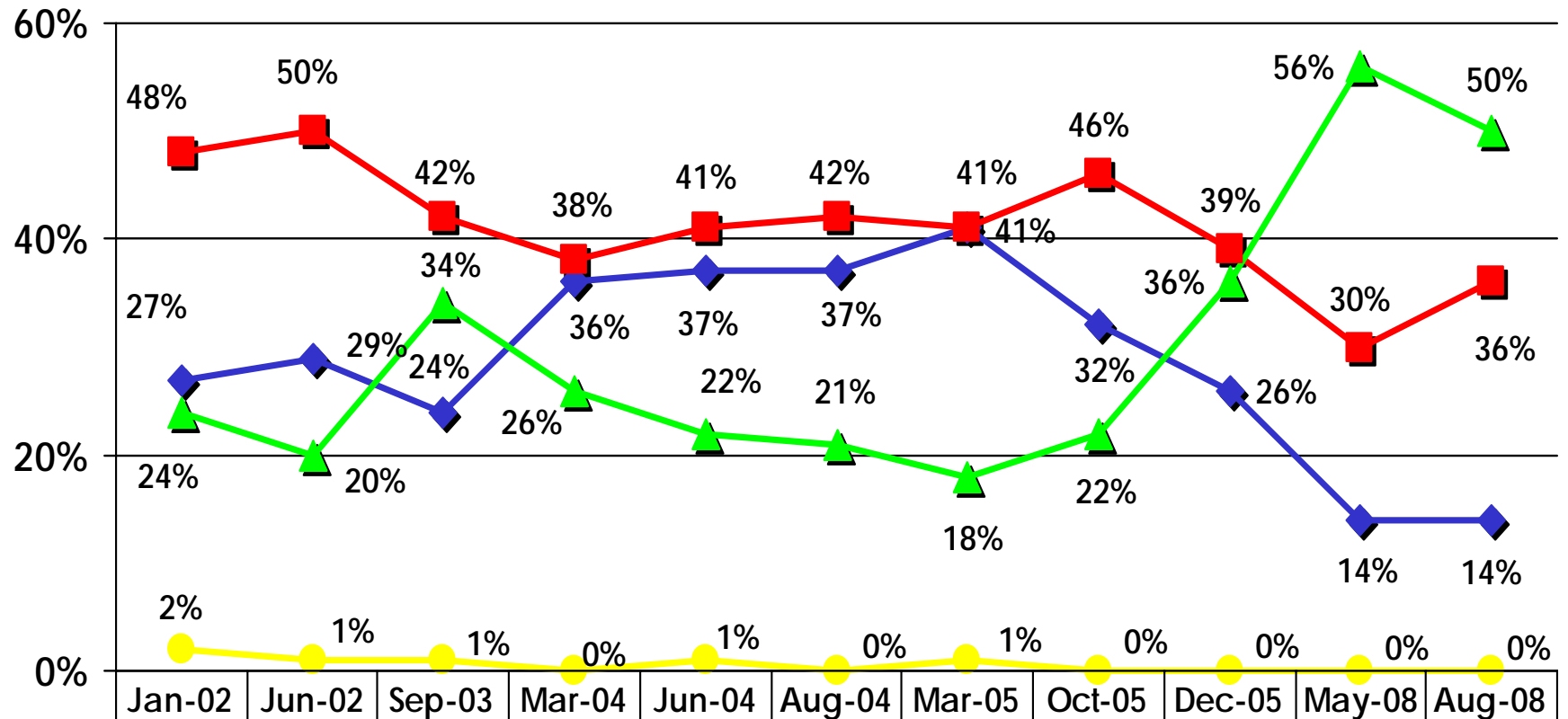
Who better represents this quality:
 Senator John McCain or Senator Barack Obama?
HANDLING HEALTH CARE ISSUES



◆ Obama	61%	54%
■ McCain	24%	35%
▲ Neither	7%	5%
● Unsure	8%	5%

BATTLEGROUND 2008

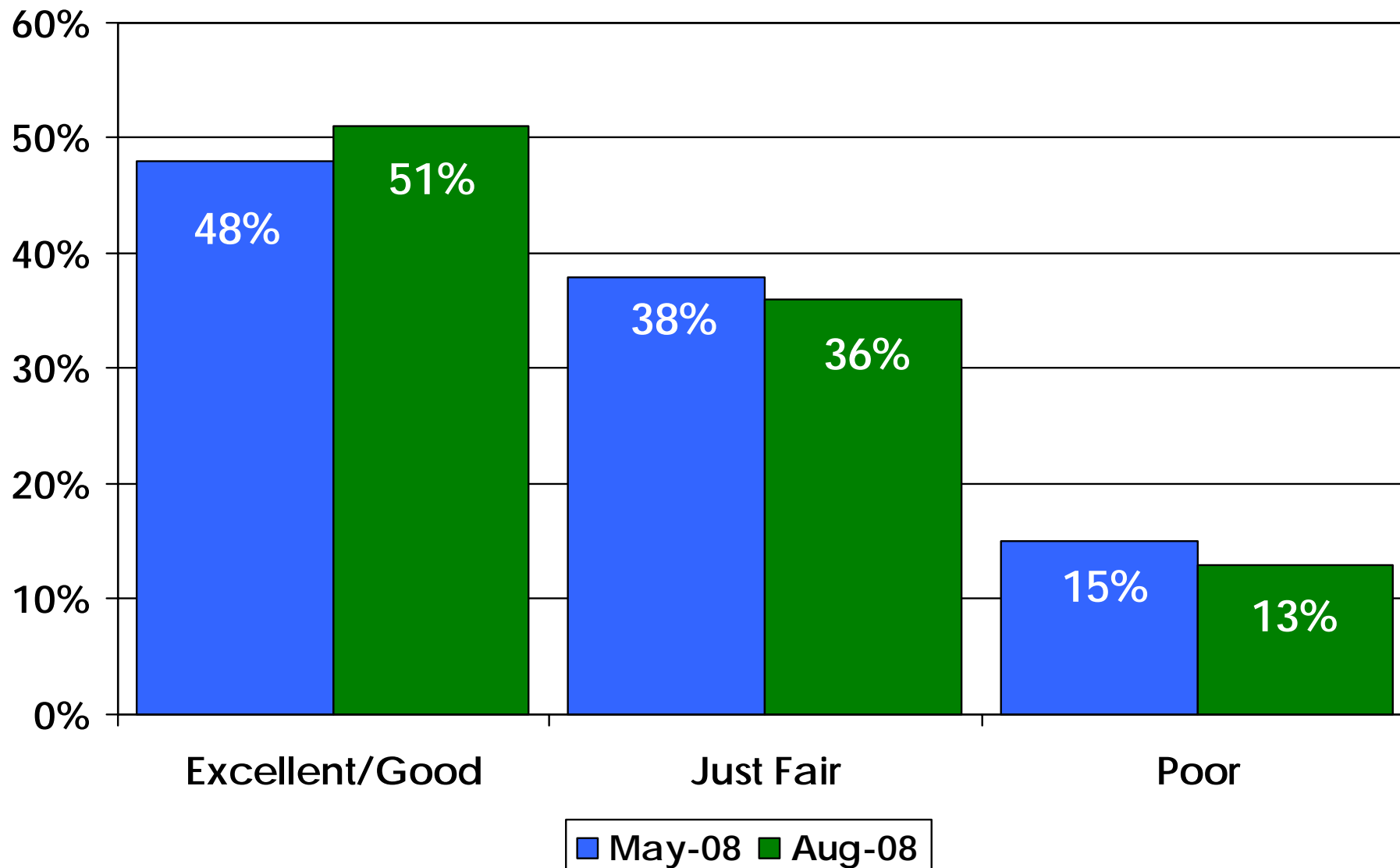
In thinking about the economy, how would you rate the current state of the economy?



◆ Excellent/Good	27%	29%	24%	36%	37%	37%	41%	32%	26%	14%	14%
■ Just Fair	48%	50%	42%	38%	41%	42%	41%	46%	39%	30%	36%
▲ Poor	24%	20%	34%	26%	22%	21%	18%	22%	36%	56%	50%
● Unsure	2%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%

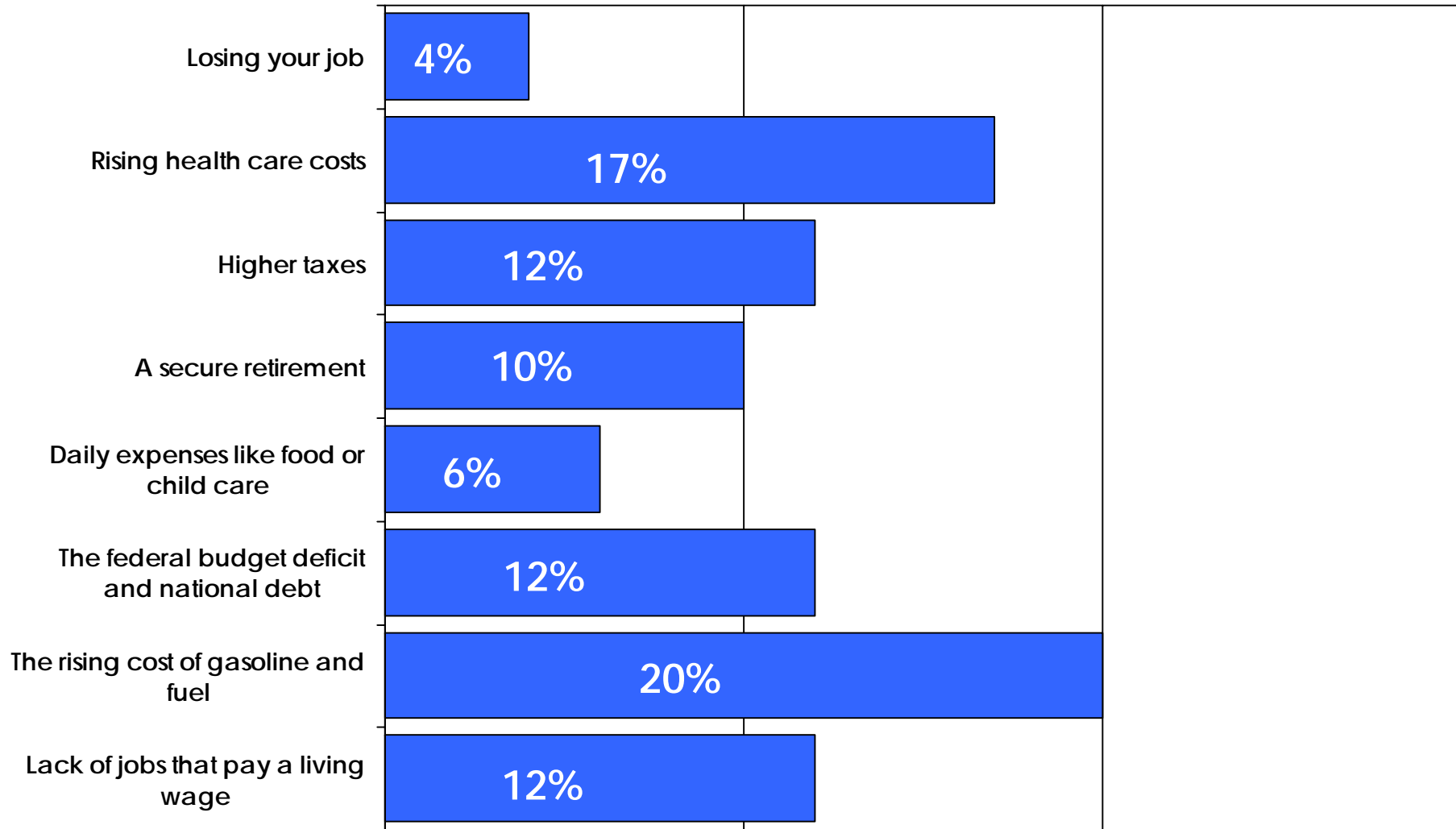
BATTLEGROUND 2008

In thinking about the economy, how would you rate your personal economic situation?



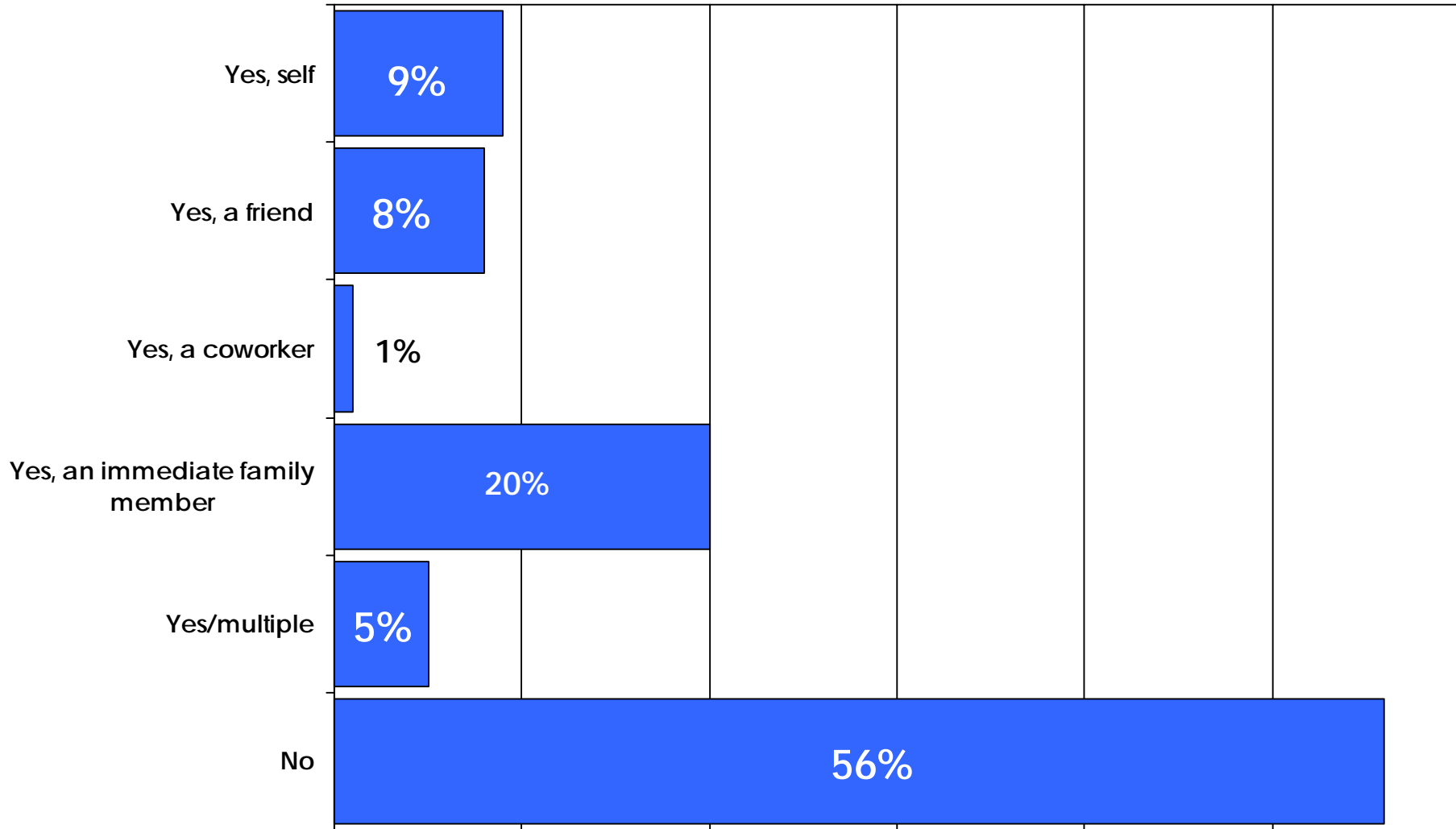
BATTLEGROUND 2008

Thinking about your own situation, what current economic issue is most important in determining your vote for President?



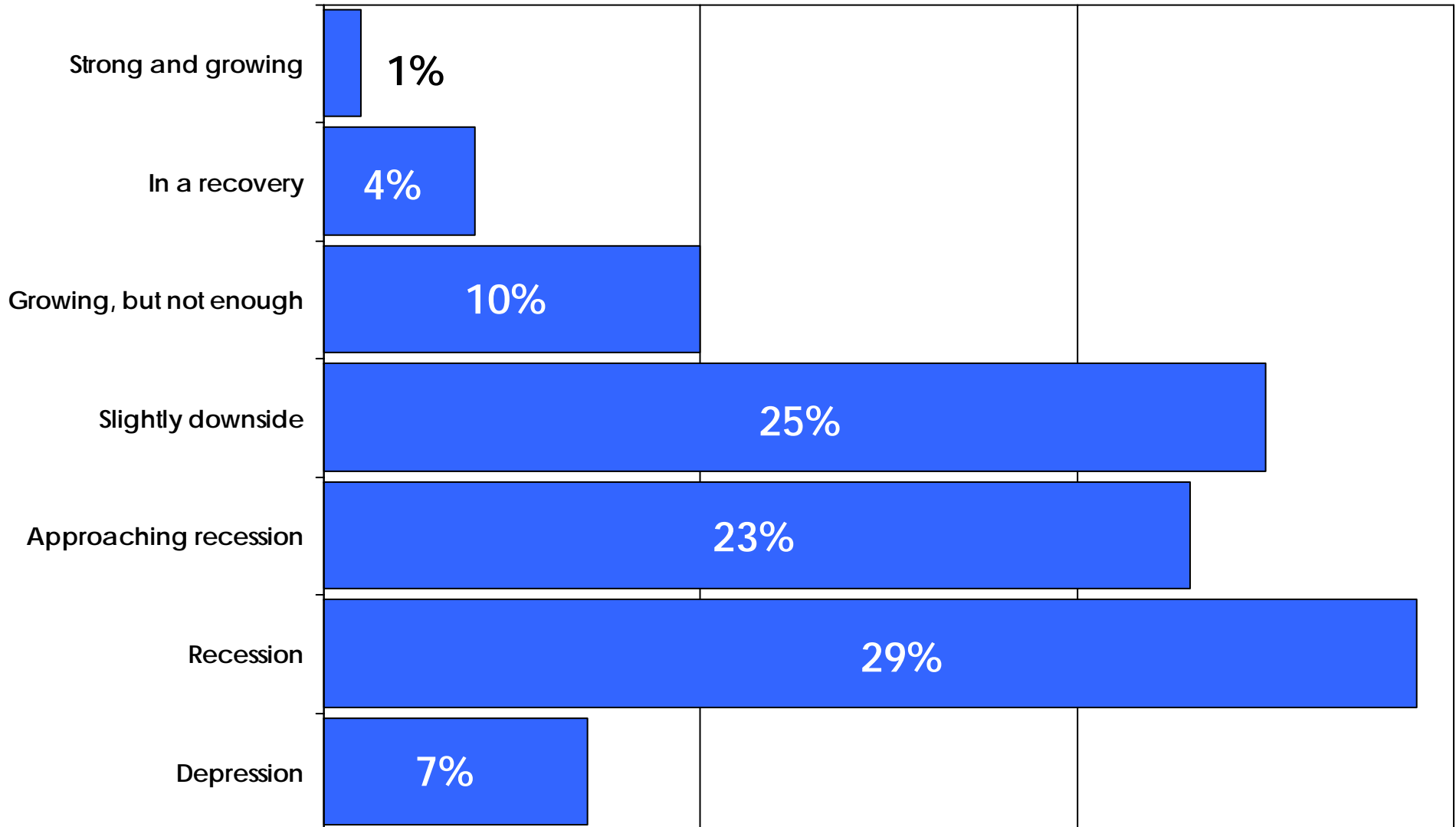
BATTLEGROUND 2008

Have you, a friend, a coworker or an immediate family member been out of work at any time in the past twelve months?



BATTLEGROUND 2008

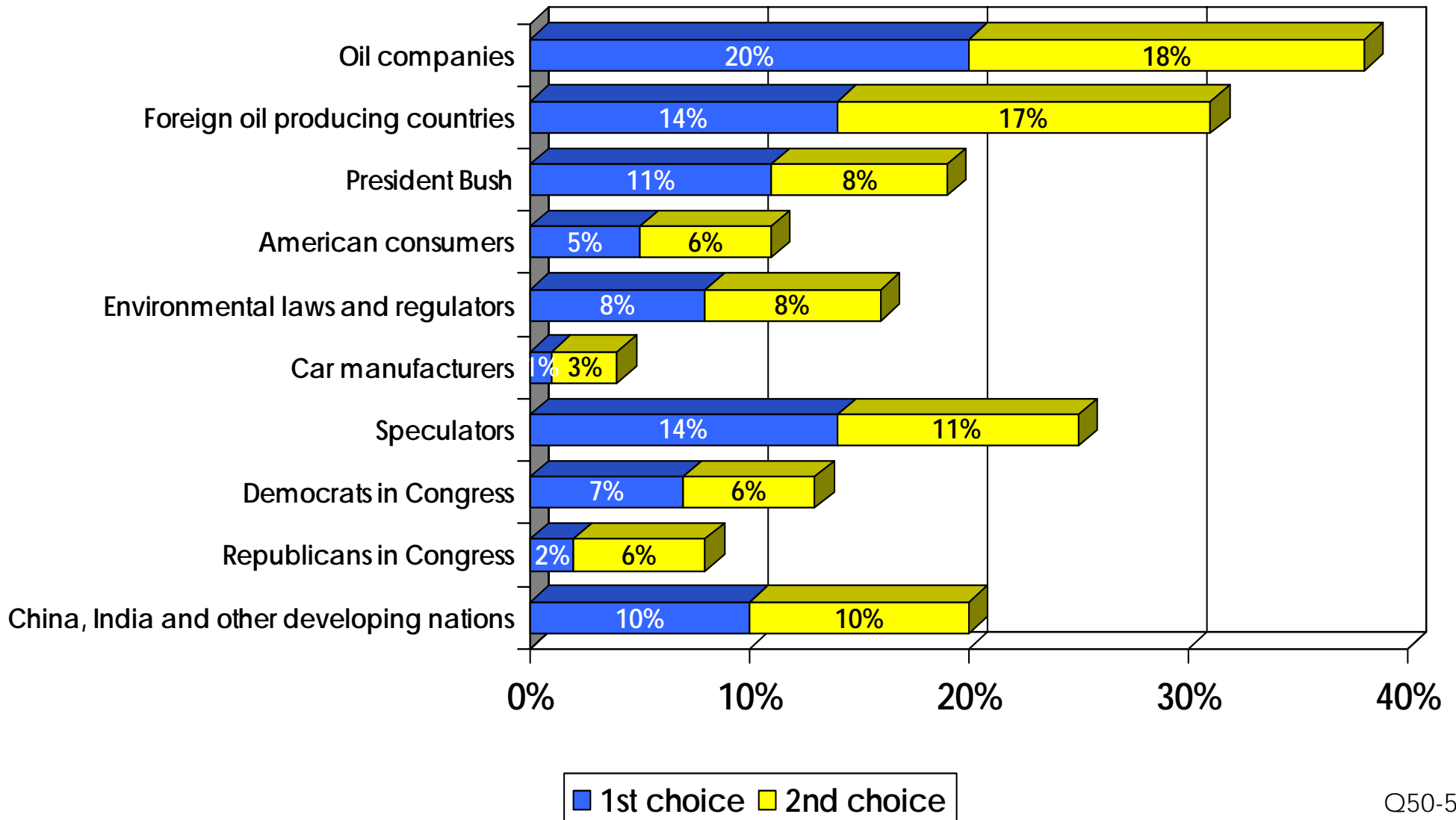
Which of the following would you say most closely describes your view of the national economy? Would you say that the national economy is:



BATTLEGROUND 2008

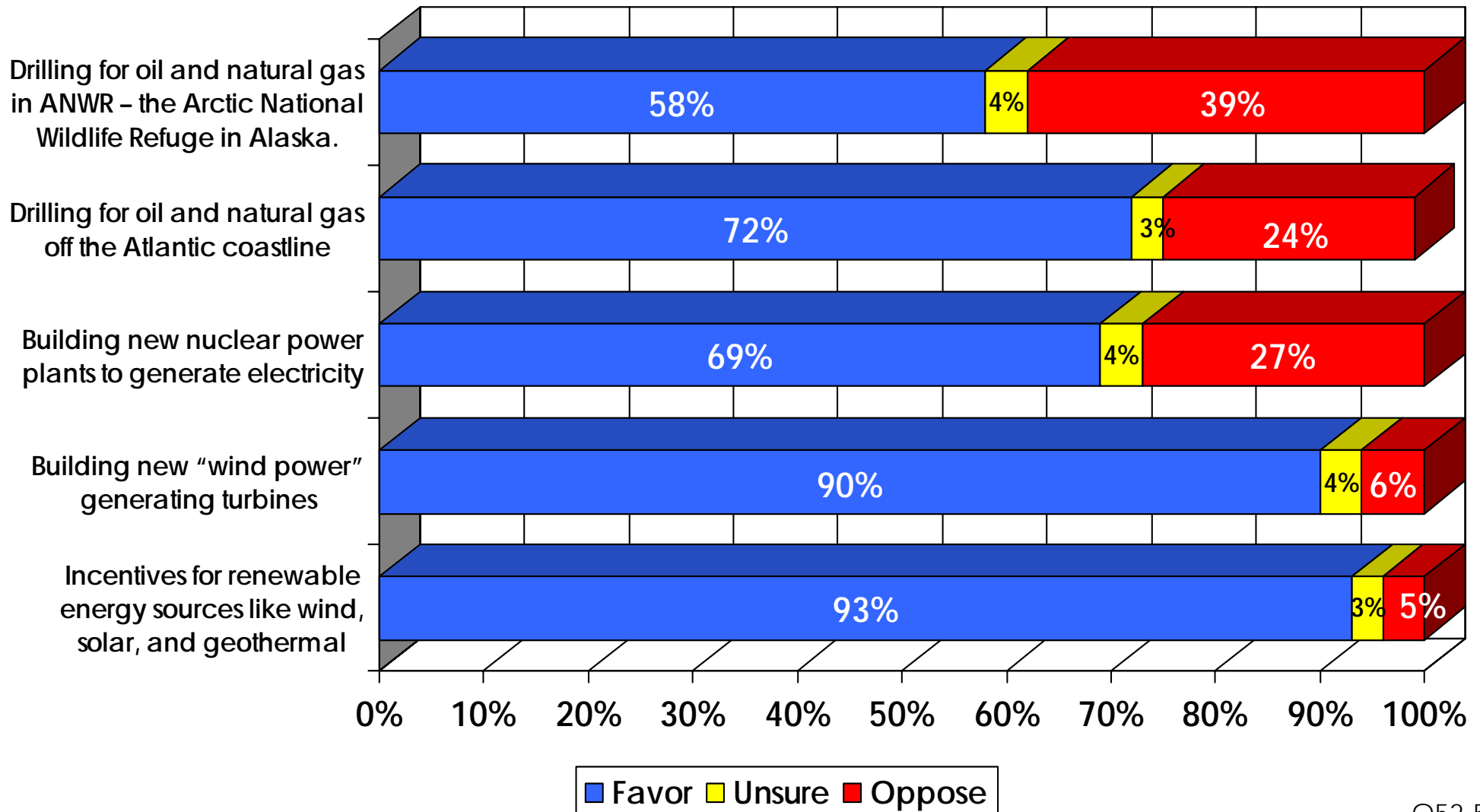
Which one of the following, in your opinion, is the most responsible for the high cost of gas today?

And which one of the following, in your opinion, is the next most responsible for the high cost of gas today?



BATTLEGROUND 2008

Now, thinking about the issue of energy and finding new sources of domestic energy. I would like to read you a list of proposals regarding finding new domestic sources for energy. Please listen carefully as I read each statement and tell me if you would favor or oppose each of these proposals



BATTLEGROUND 2008

Now, thinking about the issue of energy and finding new sources of domestic energy. I would like to read you a list of proposals regarding finding new domestic sources for energy. Please listen carefully as I read each statement and tell me if you would favor or oppose each of these proposals

