

GREENBERG QUINLAN ROSNER RESEARCH

November 7, 2008

The Change Election Awaiting Change

Campaign for America's Future
Democracy Corps



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

CAMPAIGN FOR **AMERICA'S FUTURE**

Methodology and Overview

The results of the following survey are displayed throughout this presentation:

- **Joint Democracy Corps/Campaign for America's Future national post-election survey of 2,000 voters conducted November 4-5, 2008.**
- **Calls conducted on Election Day and Wednesday following**
- **Time series data is from decade of Democracy Corps surveys**
- **Democracy Corps and Campaign for America's Future annual post-election poll, fifth straight since the 2000 election**

The Change Election Awaiting Change

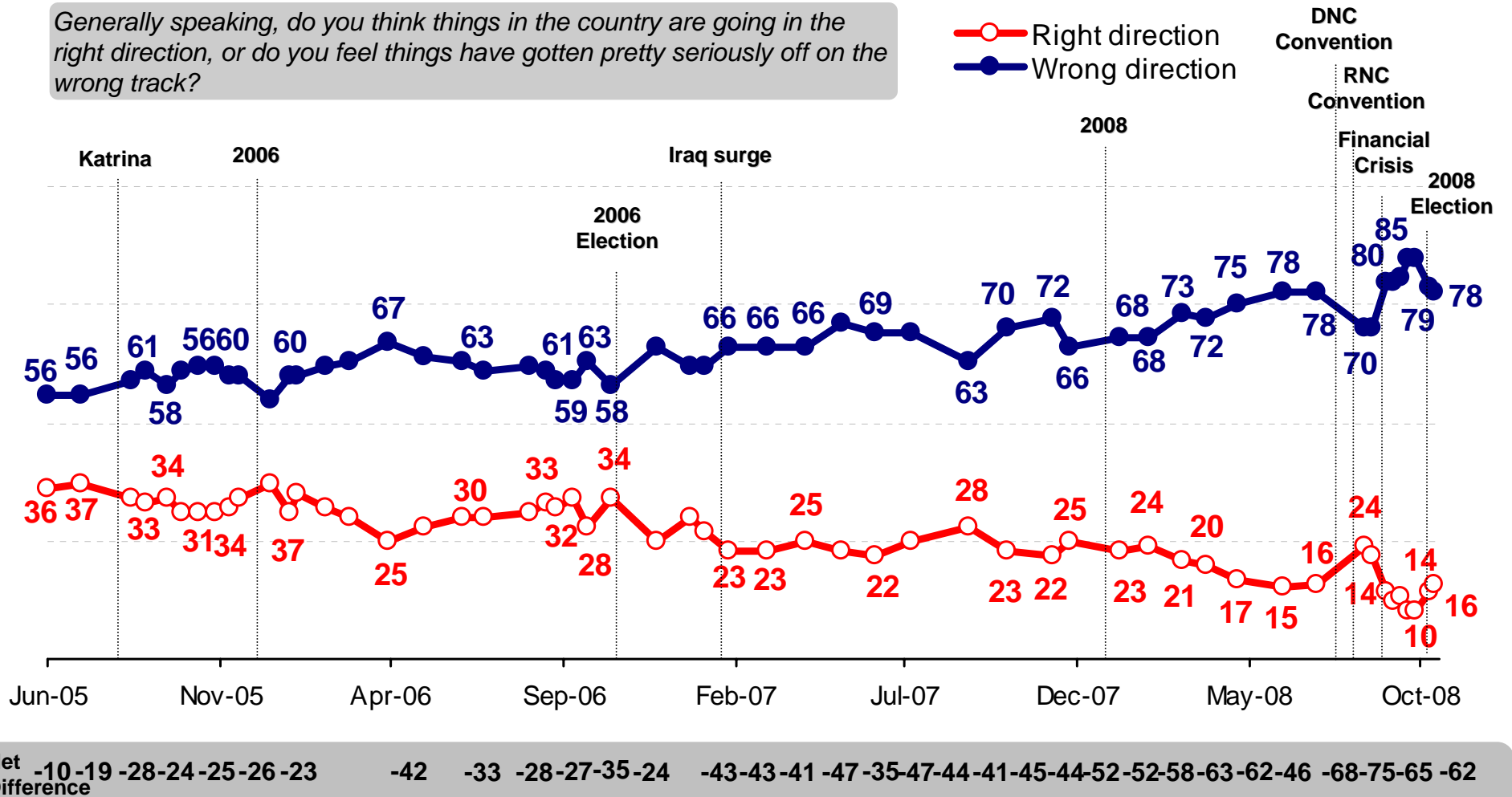
- **Big election electorally**
- **Major new electoral alignments**
- **Want to give Obama a honeymoon**
- **Voted for change on the economy, Iraq, energy, and health care**
- **Big economic changes: on debt, American jobs and tax burden**
- **Progressive winds shaping role of government**
- **Slowed by caution about government waste, over-spending and taxes**
- **Big change with new leadership, new politics, reform, new values and accountable government**

Political Landscape

Over three quarters want a new direction for the country

Generally speaking, do you think things in the country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

○ Right direction
● Wrong direction

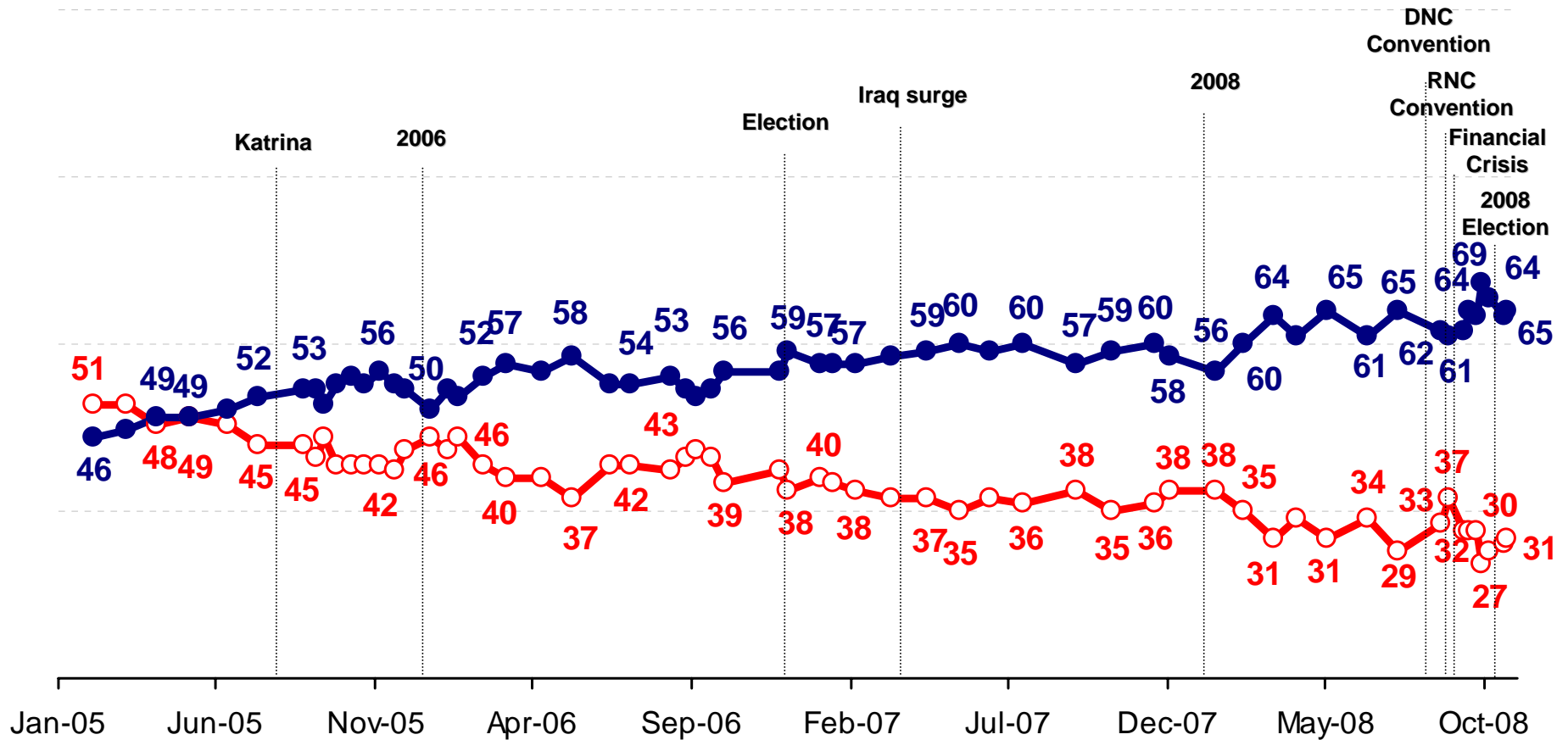


*Note: From Democracy Corps surveys conducted over the last several years.

Only a third approve of Bush's job performance

Do you approve or disapprove of the way George Bush is handling his job as president?

○ Approve
● Disapprove

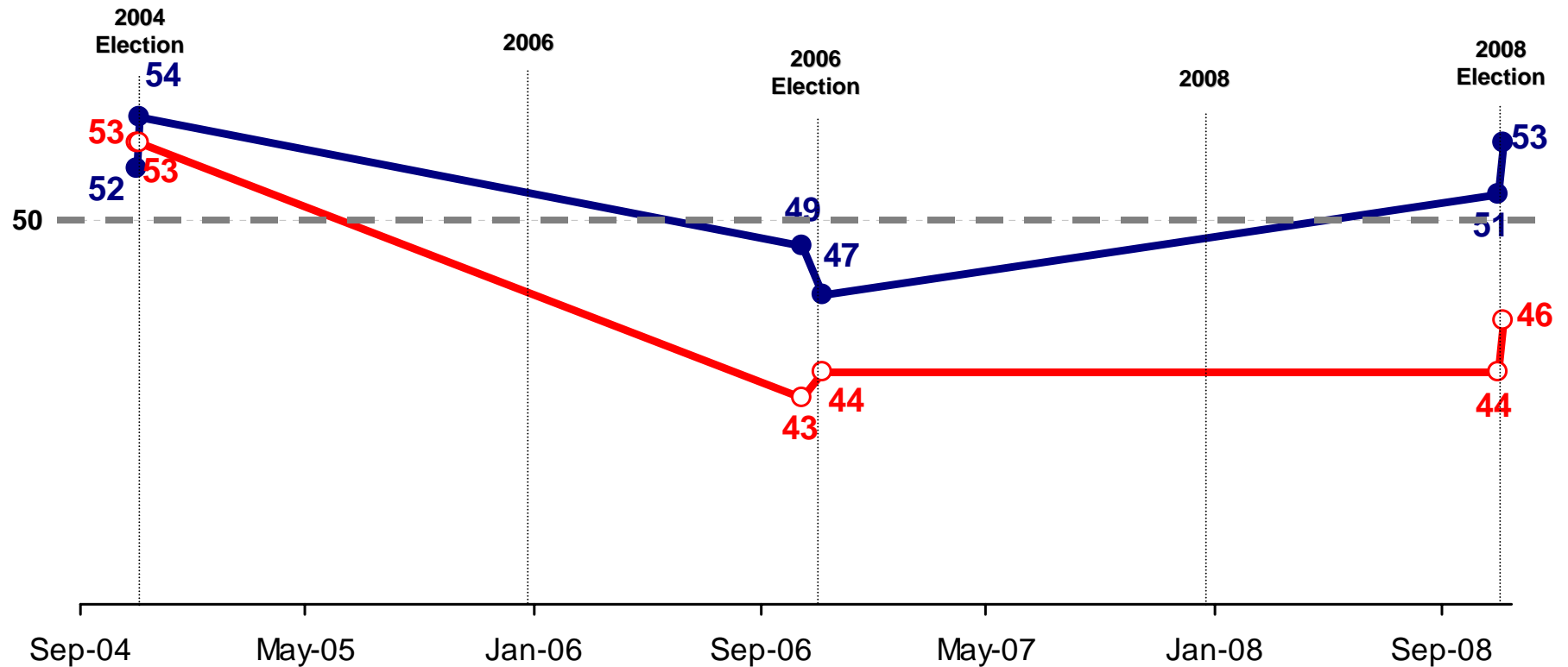


*Note: From Democracy Corps surveys conducted over the past several years.

Party Images before and after elections

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

● Democratic Party
○ Republican Party



Net Difference	-1	+1	+6	+3	+7	+7
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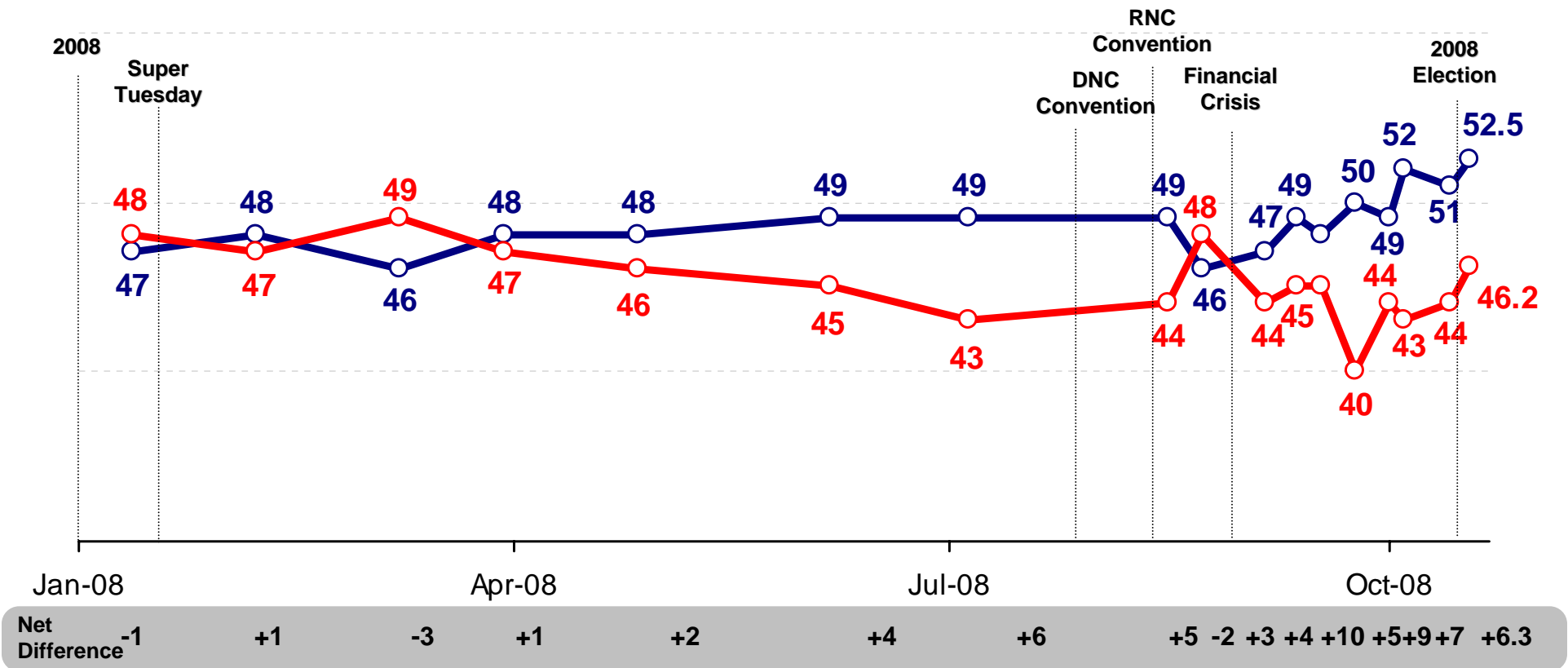
*Note: Data represents the MEAN ratings from Democracy Corps surveys conducted over the past four years. A mean > 50 shows overall positive rating; mean < 50 shows an overall negative rating.

The Presidential Election

Obama wins popular vote by 6.3 point margin

Thinking about the election for president, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote?

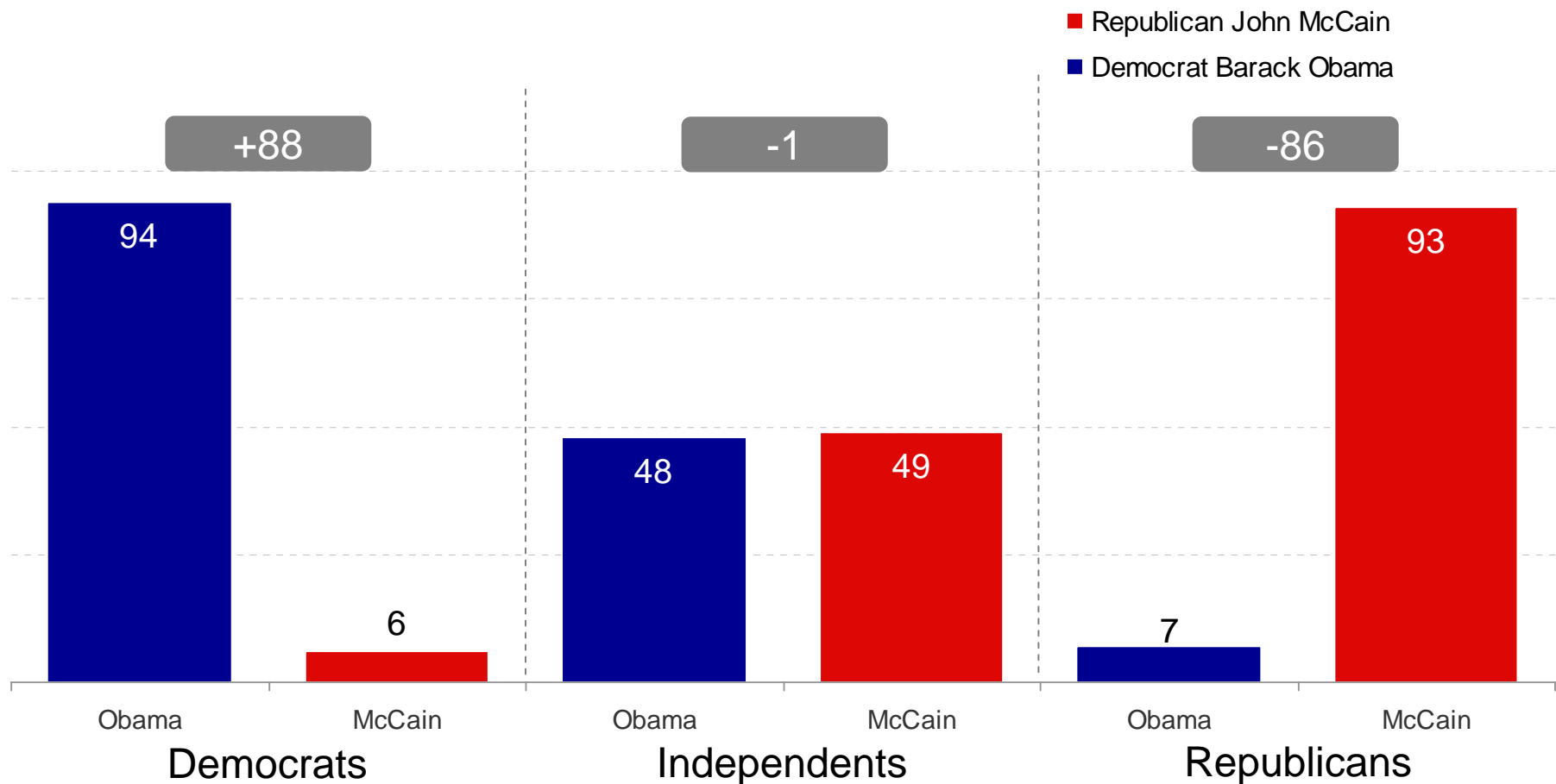
—○— Obama
—○— McCain



**Note: The official 2008 net is +6 due to rounding issues. Time series data from Democracy Corps surveys conducted over the last year.*

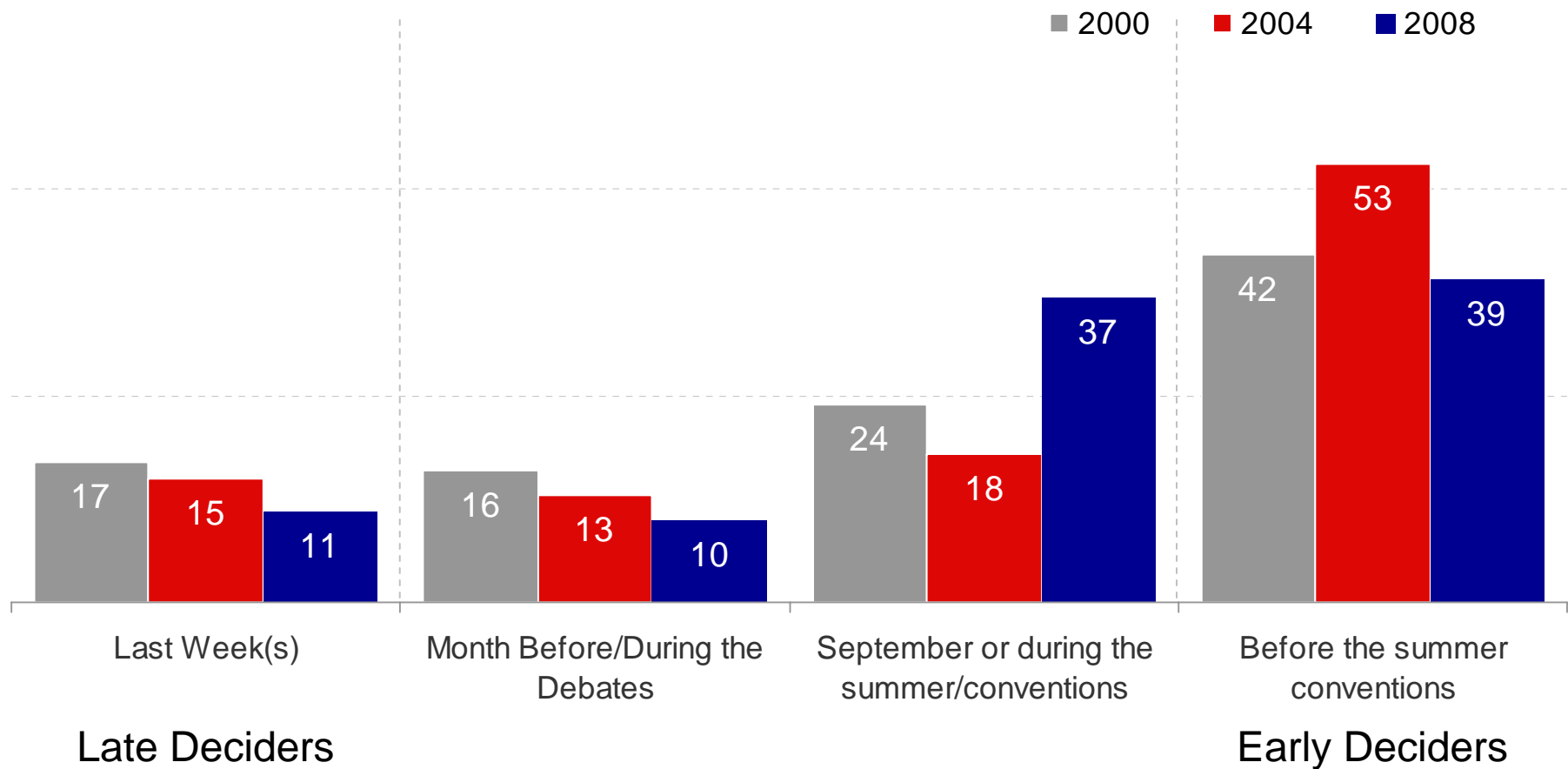
Both parties consolidated

Thinking about the election for president, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote?



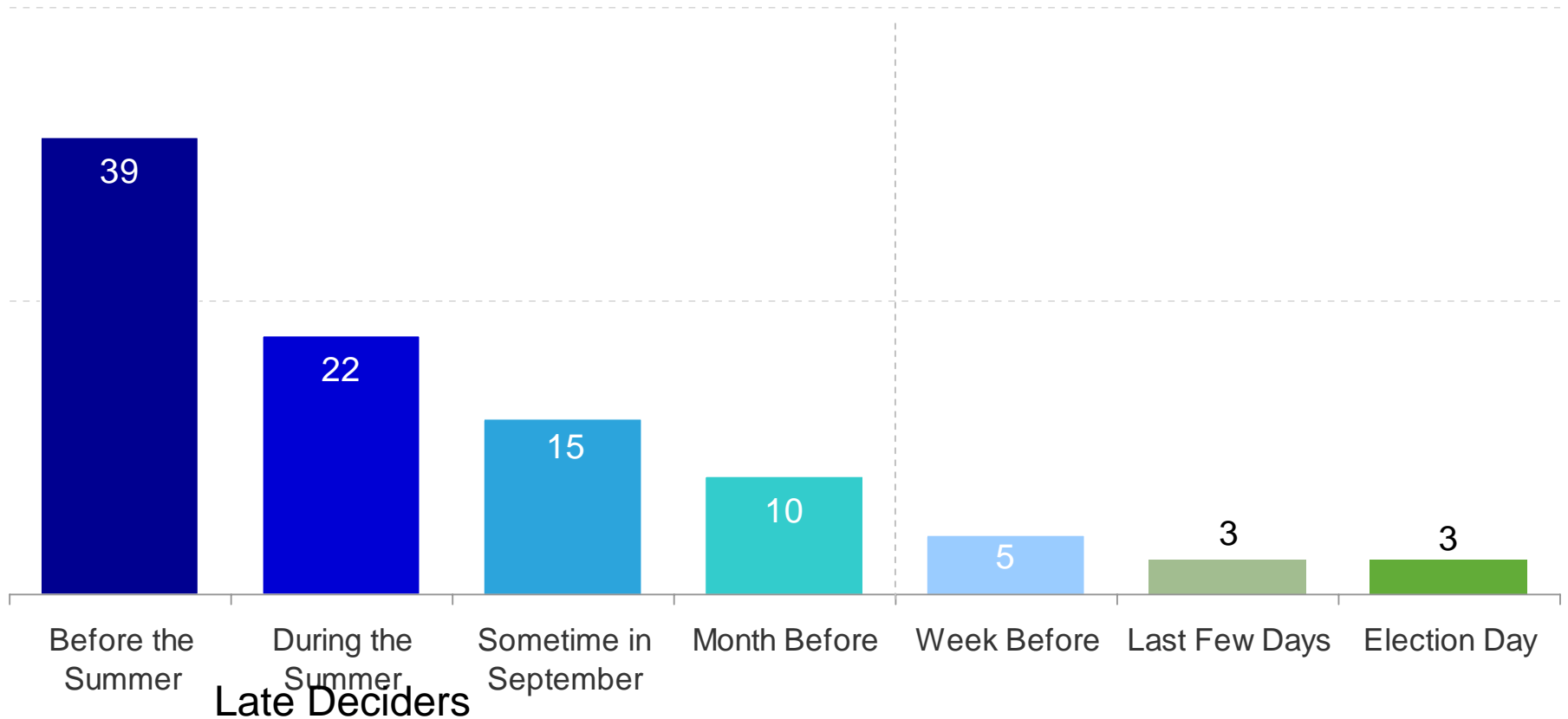
Most decided on their candidate well before Election Day

When did you finally decide to vote for (Your Candidate): on Election Day, in the last few days before the election, the week before the election, a month before the election, sometime in September, during the summer or before that?



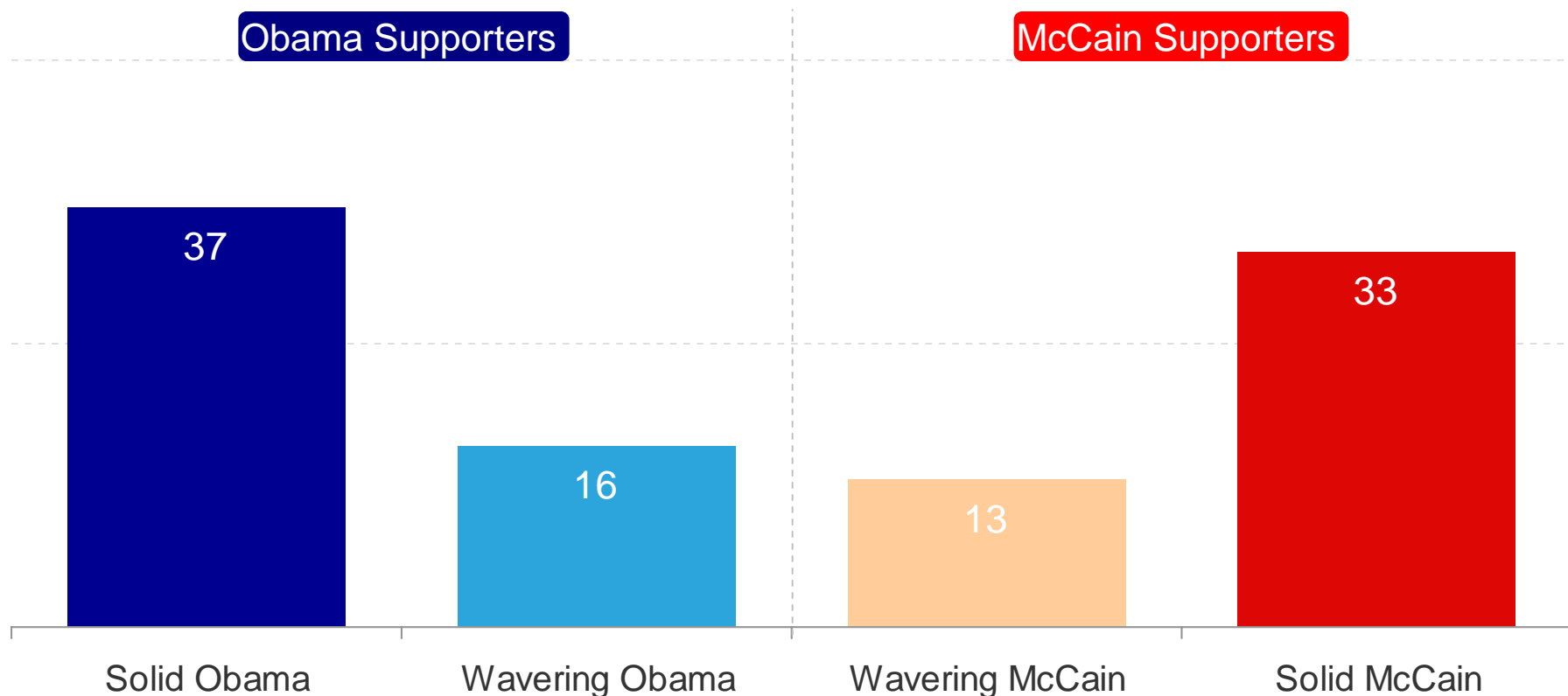
Not a lot of early deciders in election

When did you finally decide to vote for (Your Candidate): on Election Day, in the last few days before the election, the week before the election, a month before the election, sometime in September, during the summer or before that?



Large number considered voting for other candidate

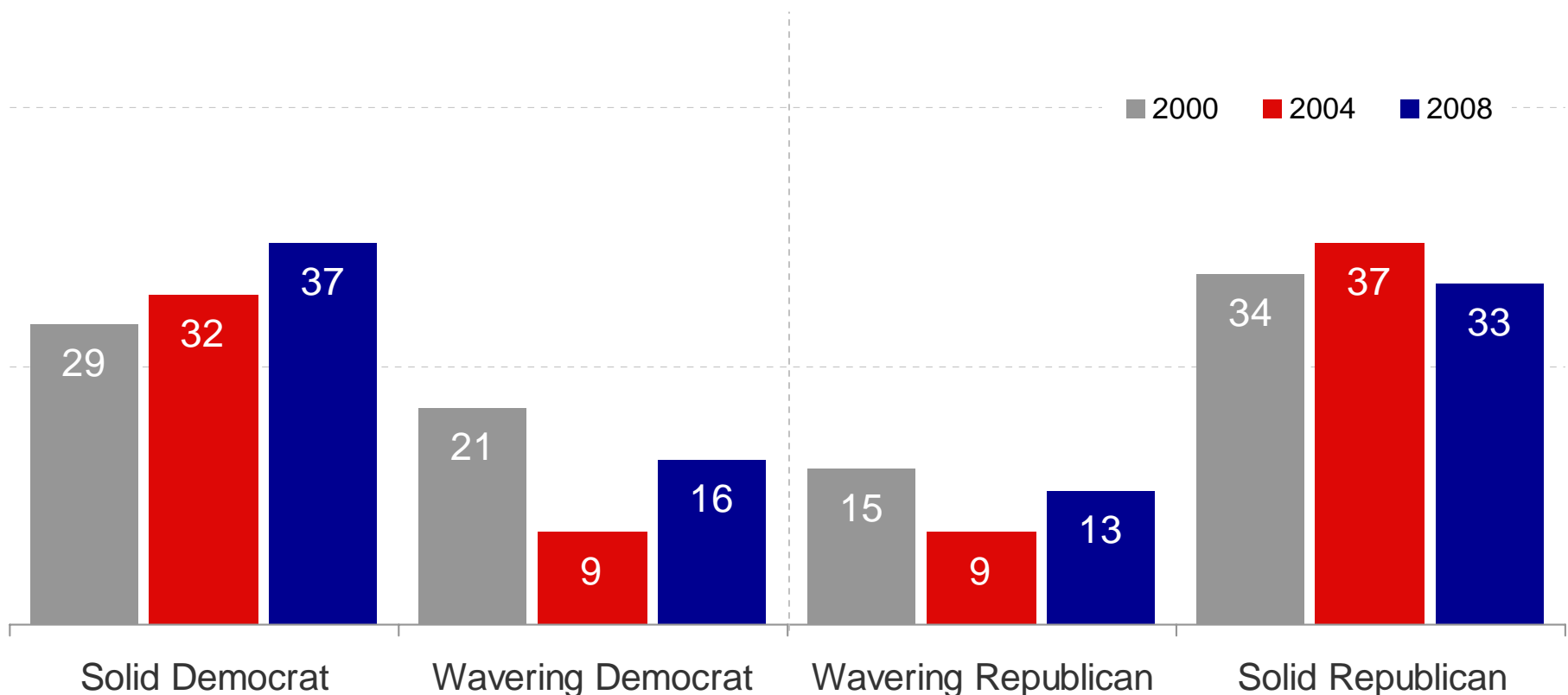
Think back in time for a minute. Did you, at any point in this campaign, think about voting for John McCain/Barack Obama for president? How seriously did you think about voting for John McCain -- very seriously, somewhat seriously, or only a little seriously?



Note: Question asked of respondents who voted for a different candidate. Data reflects consideration of other candidate by those who supported to opposing candidate. This data does not include "other," refused, or third party voters.

More voters considered voting for other candidate than in 2004

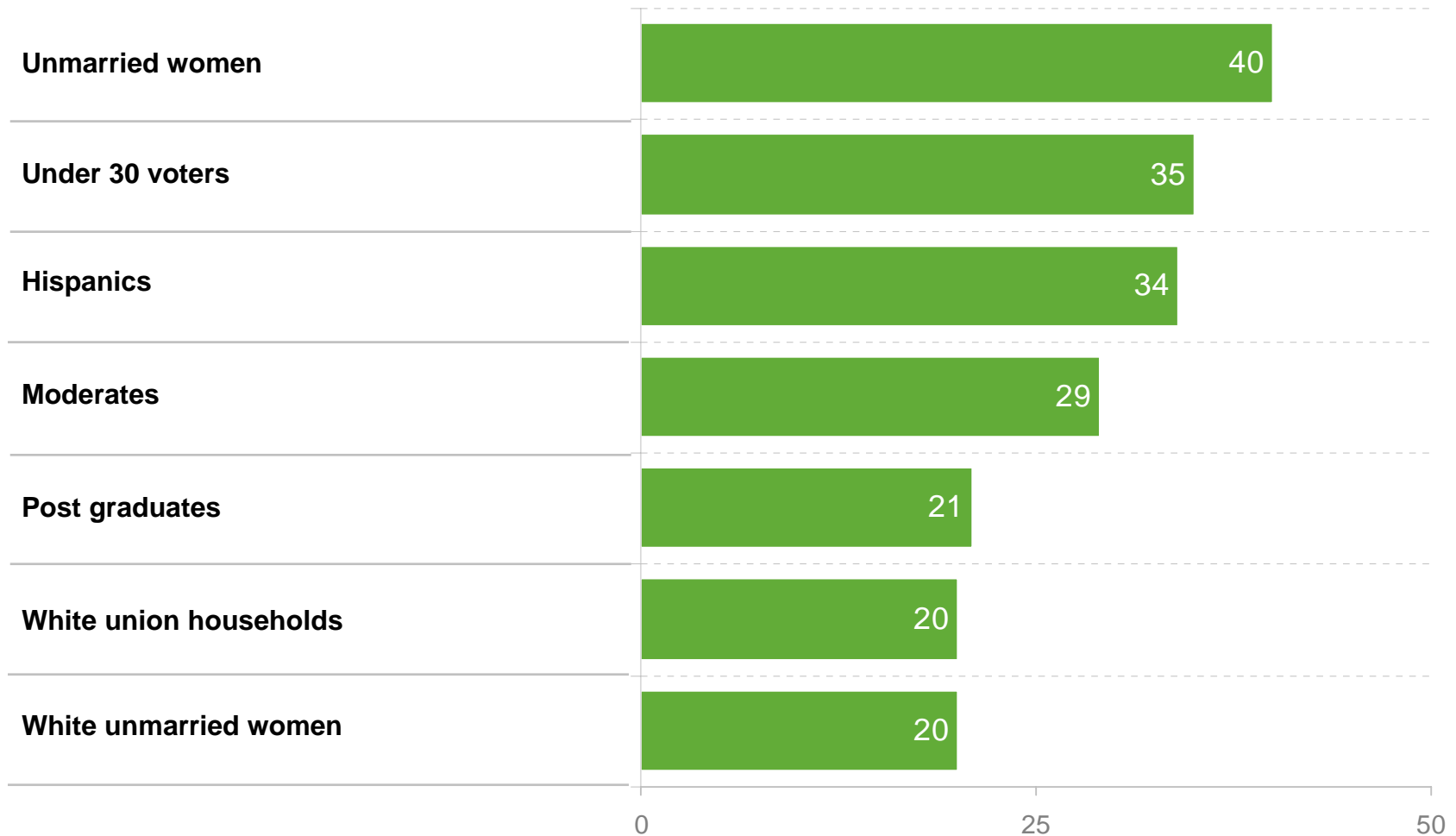
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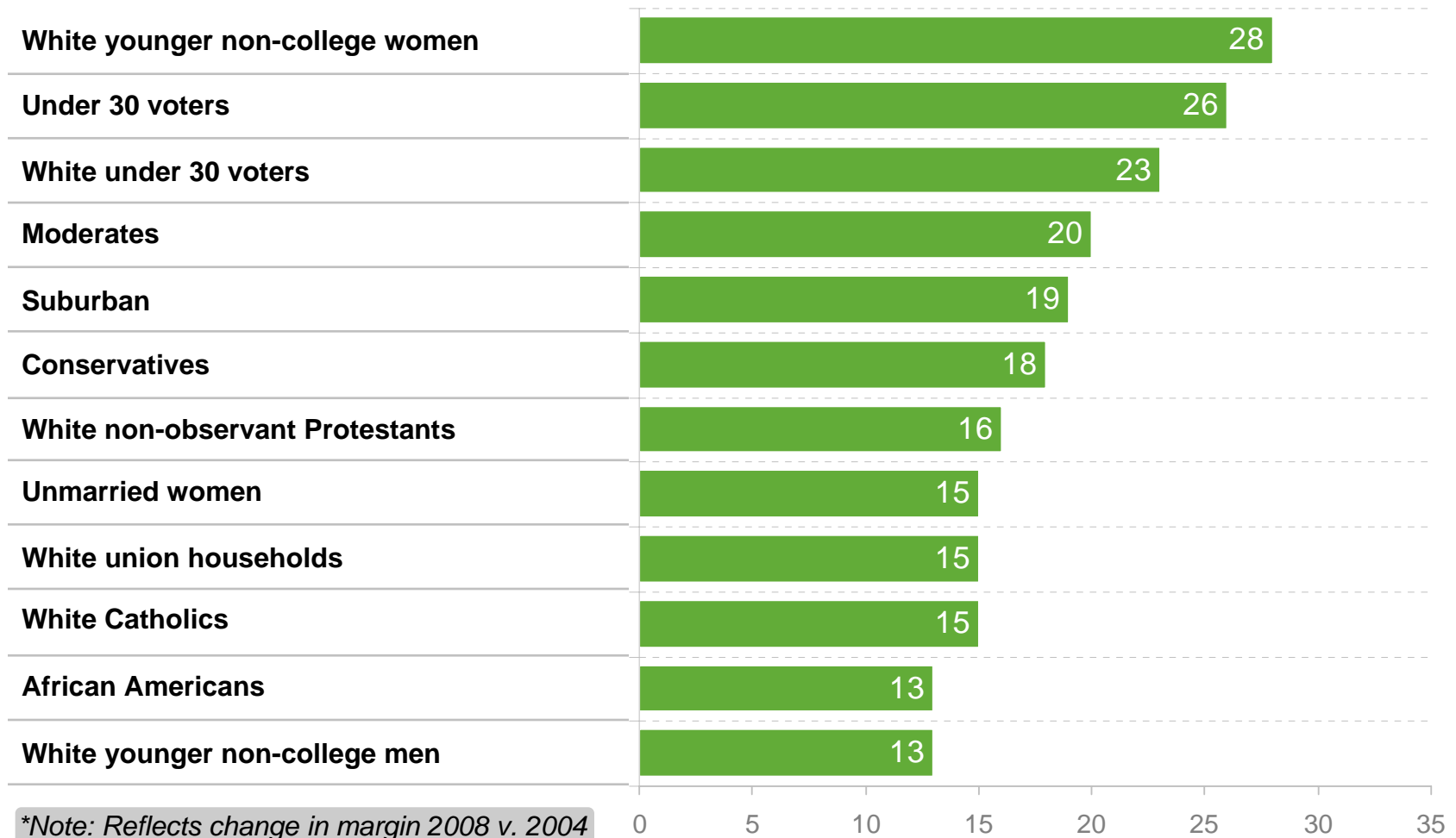
Biggest Obama margins over McCain

Thinking about the election for president, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote?



Biggest Obama gains over Kerry's 2004 margin

Thinking about the election for president, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote?



Groups where Obama lost ground against Kerry's 2004 margin

Thinking about the election for president, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, Independent candidate Ralph Nader, or Constitution/Louisiana Taxpayer's Party candidate Ron Paul, for whom would you vote?

White older unmarried women

15

White evangelicals

13

White seniors

6

White older non-college

3

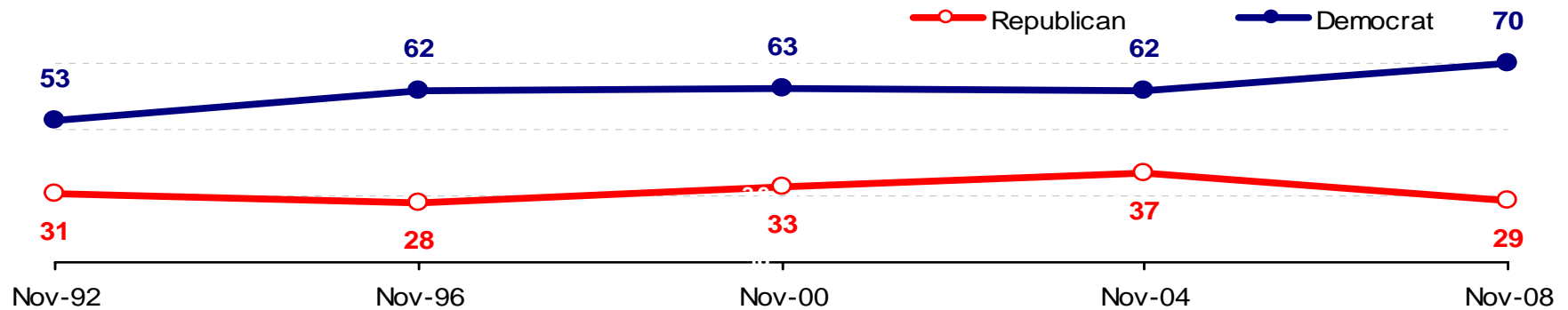
White older women

3

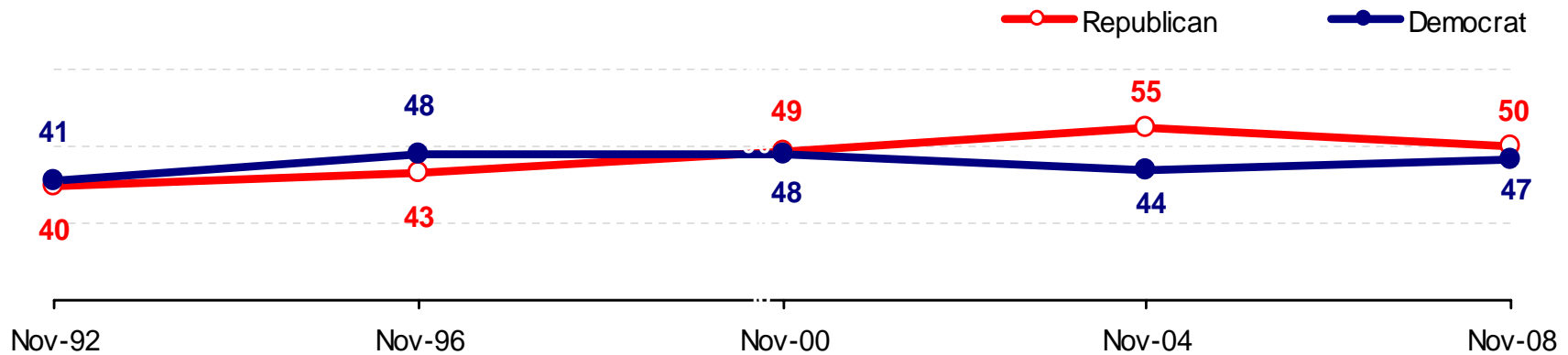
**Note: Reflects negative change in margin over 2004*

0 5 10 15 20 25

Historic Vote Among Married and Unmarried Women



Unmarried Women



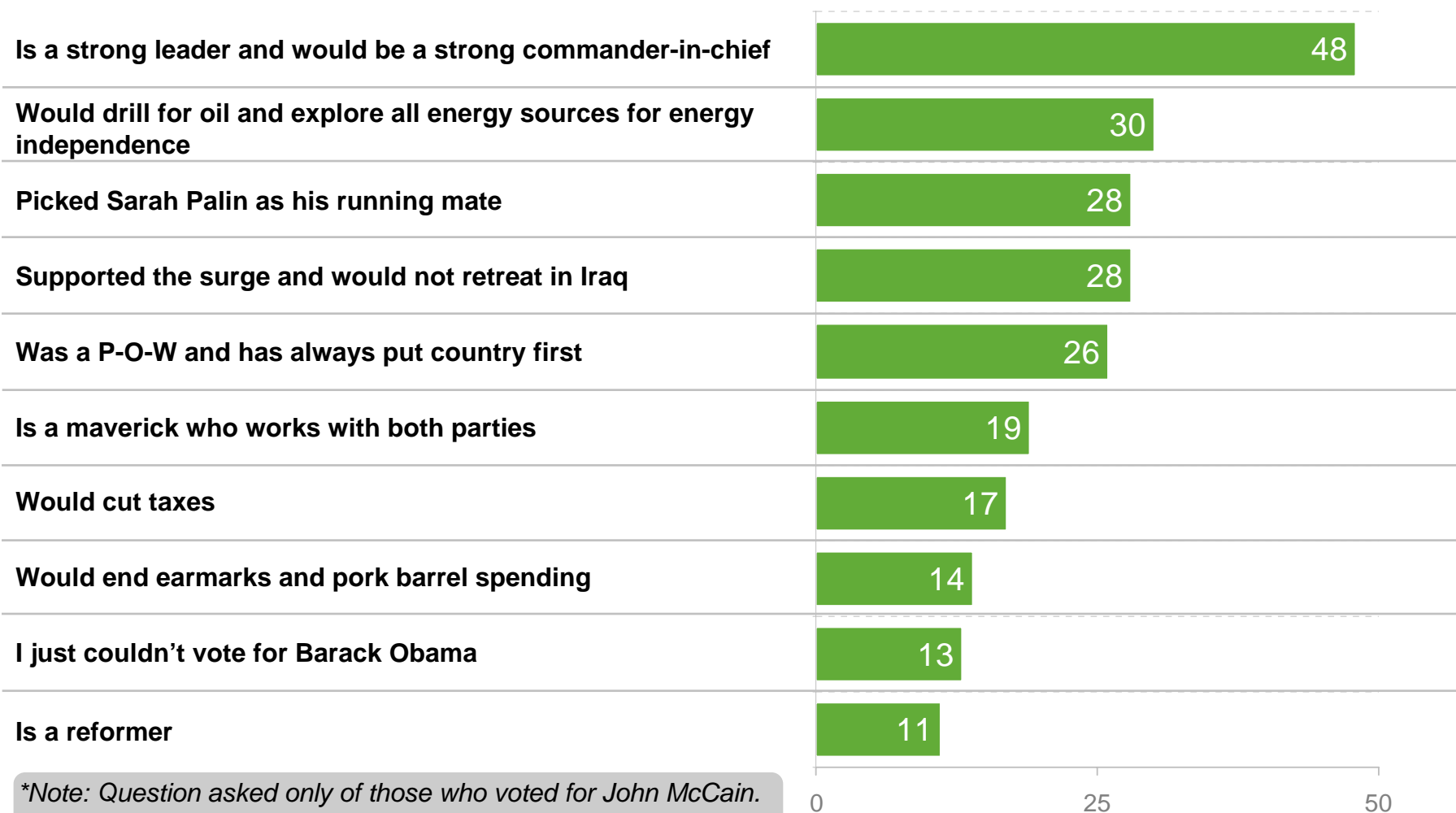
Married Women

**Note: CNN Exit Poll Results*

Why People Voted the Way They Did

Reasons for supporting John McCain: all voters

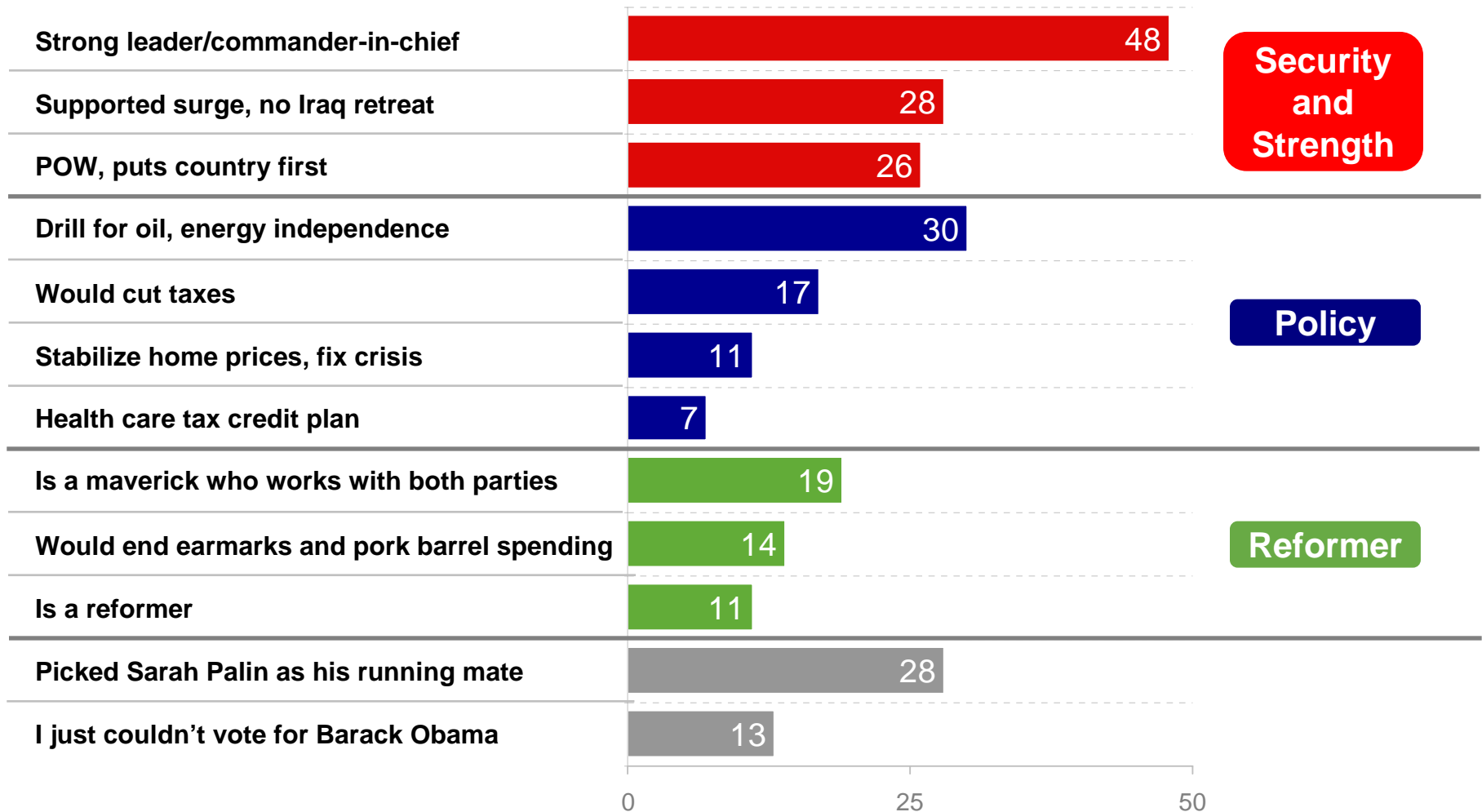
Now let me read you a list reasons to support John McCain. Which THREE describe the most important reasons why you voted for John McCain?



*Note: Question asked only of those who voted for John McCain. In interest of readability, only the top ten choices are shown.

Reasons for supporting John McCain: all voters

Now let me read you a list reasons to support John McCain. Which THREE describe the most important reasons why you voted for John McCain?



Reasons for supporting John McCain

Now let me read you a list reasons to support John McCain. Which THREE describe the most important reasons why you voted for John McCain?

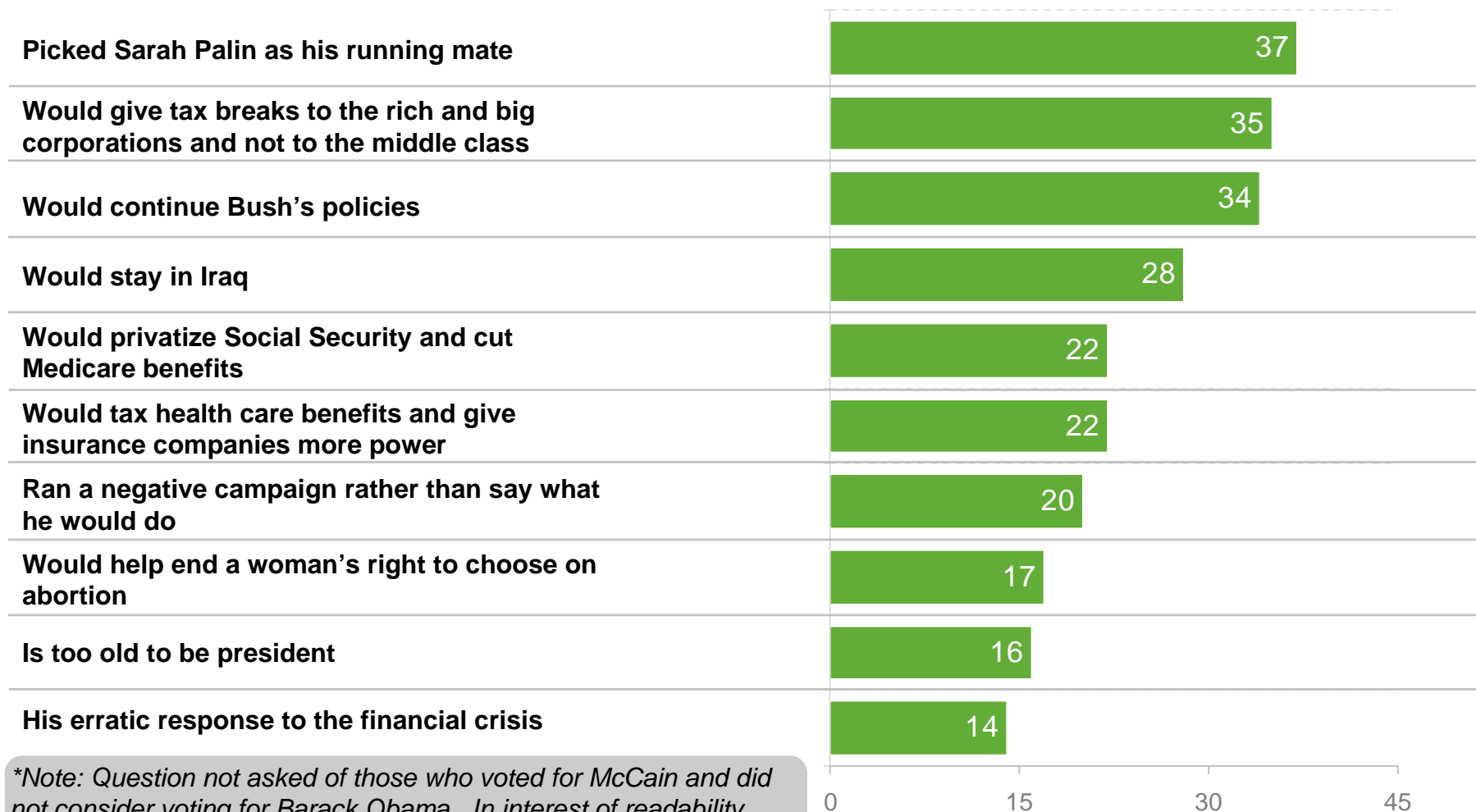


	“Certain” McCain Voters	“Wavering” McCain Voters	Independents
1st	Strong Leader (48%)	Strong Leader (48%)	Strong Leader (42%)
2nd	Drill for Oil (31%)	Drill for Oil (29%)	Drill for Oil (30%)
3rd	Supported Surge (30%)	Is a Maverick (28%)	Is a Maverick (29%)

Note: “Certain” McCain voters voted McCain and did not consider voting for Obama. “Wavering” McCain voters did consider supporting Obama. All percentages reflect percentages within their category: certain and wavering out of total McCain voters; Independents are those Independents voting McCain out of total Independents and the same for early and late deciders. Early deciders selected McCain during the summer or before; late deciders selected McCain in the week before election day or earlier.

Reasons not to support John McCain: all voters

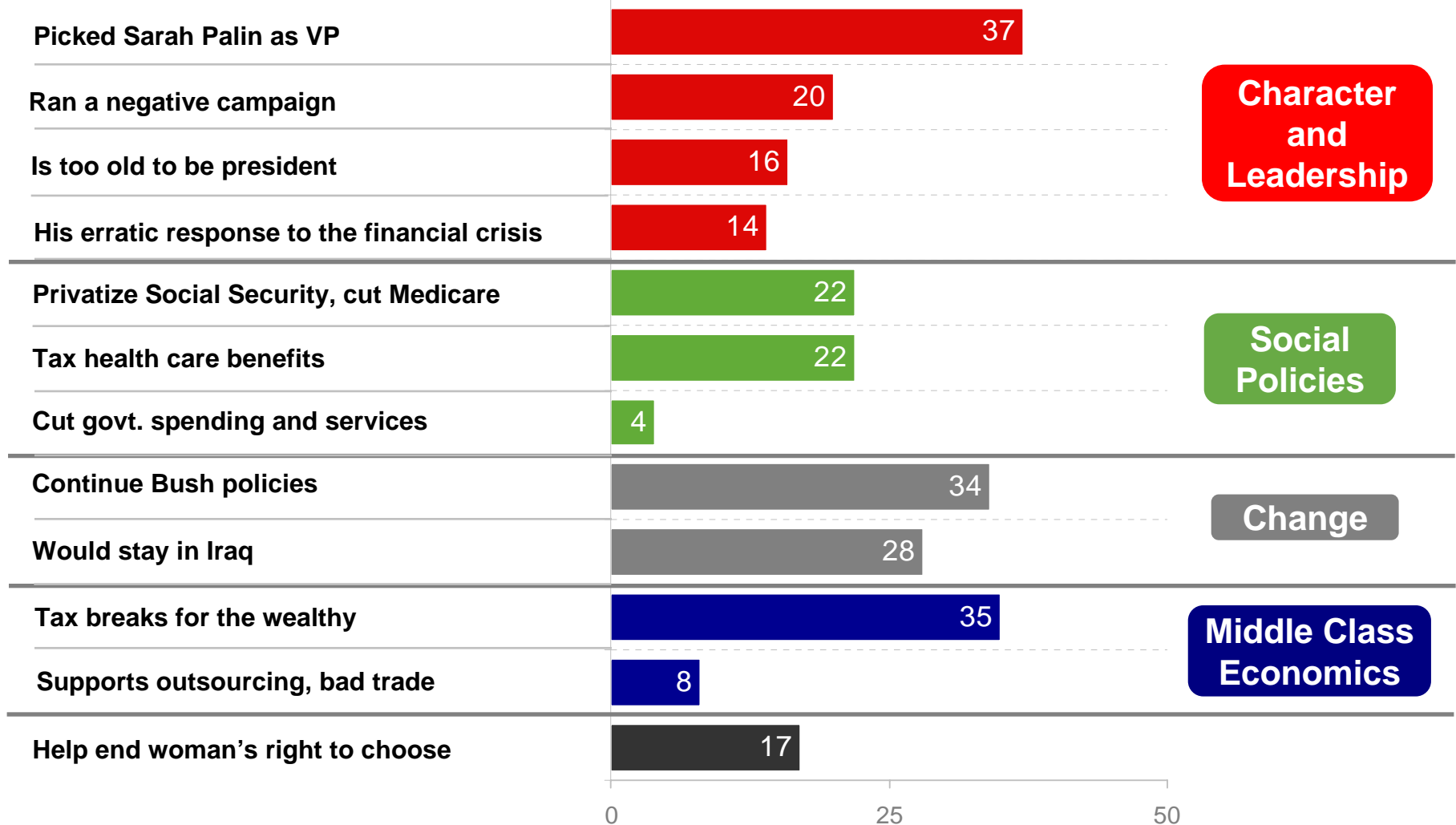
Let me read you a list of doubts about John McCain. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for John McCain?



**Note: Question not asked of those who voted for McCain and did not consider voting for Barack Obama. In interest of readability, only the top ten choices are shown.*

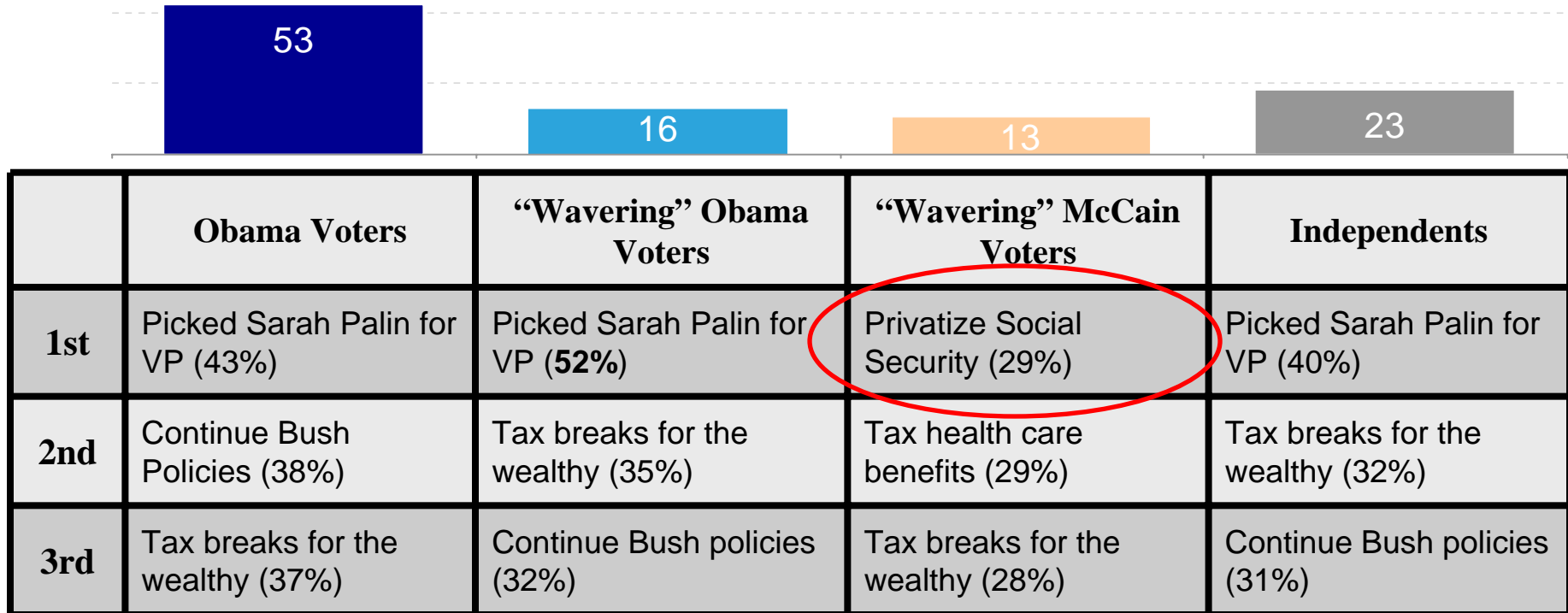
Reasons not to support John McCain: all voters

Let me read you a list of doubts about John McCain. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for John McCain?



Reasons for NOT supporting John McCain

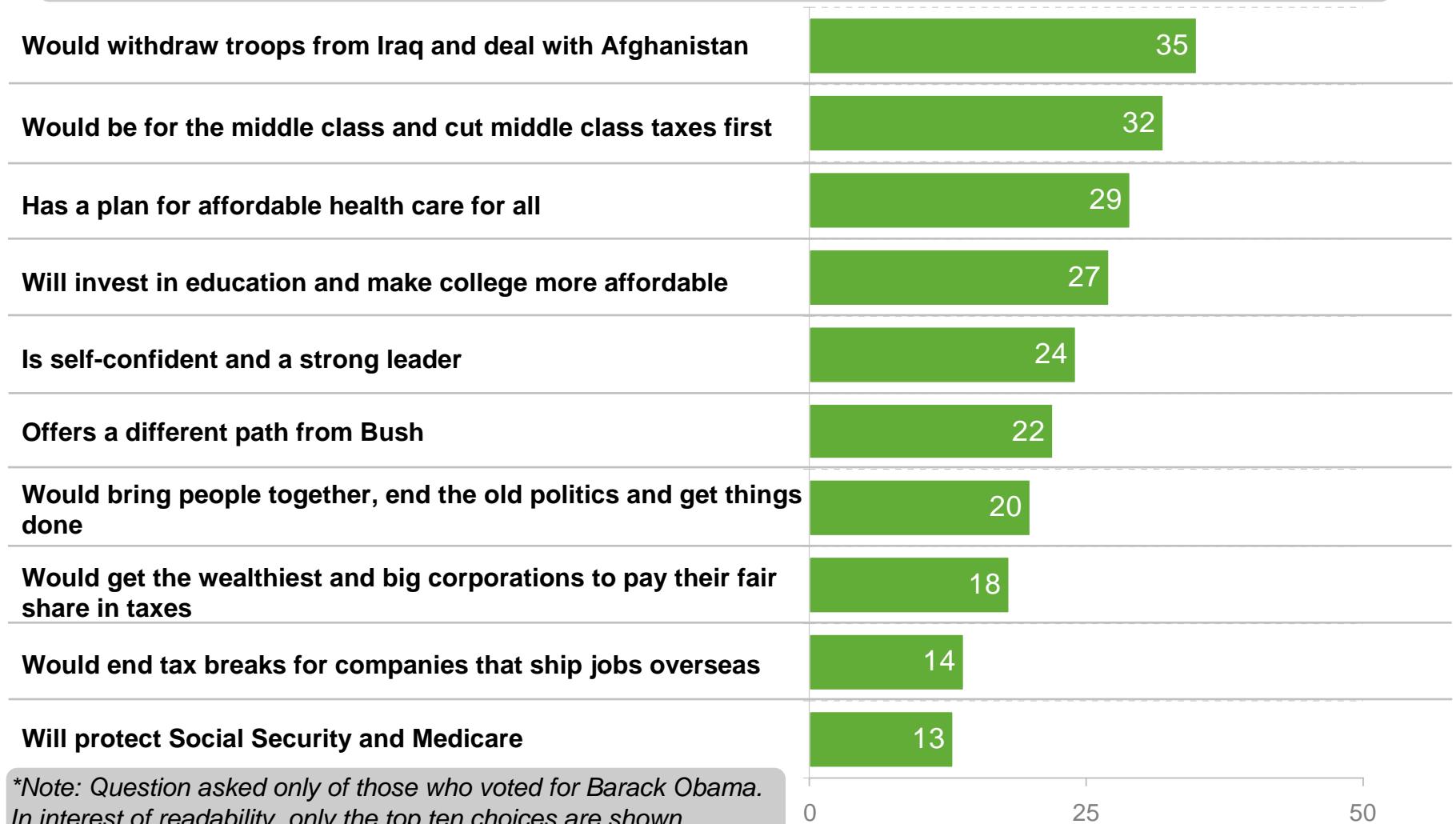
Let me read you a list of doubts about John McCain. Regardless of how you voted, which **THREE** describe the most important reasons **NOT** to vote for John McCain?



Note: Question not asked of those who voted for McCain **and** did **not** consider voting for Barack Obama; percentages above reflect this with “independent” and “late deciders” being the percentage of these groups that received this question. *Late deciders selected their candidate in the week before election day or earlier.*

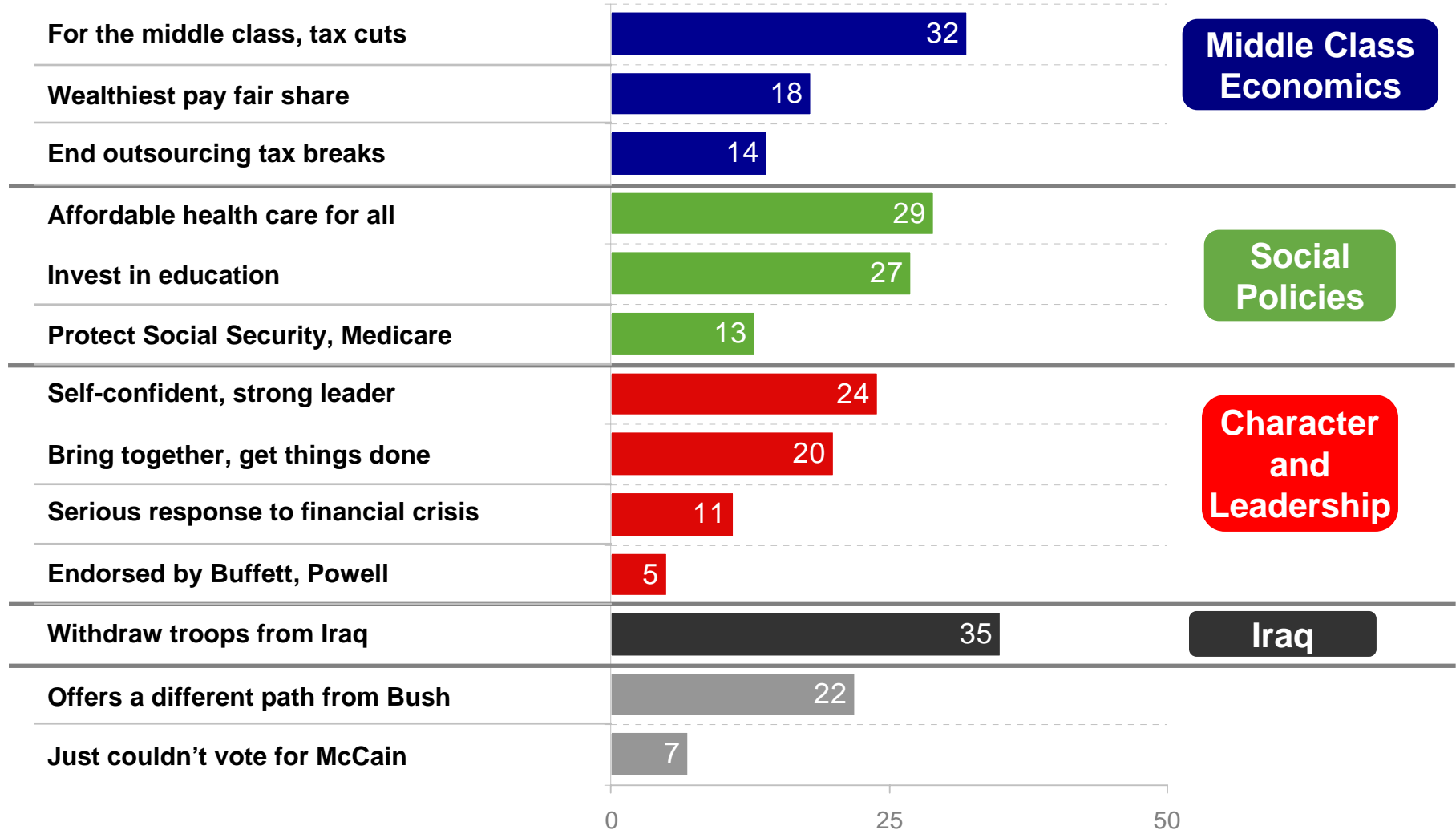
Reasons for supporting Barack Obama: all voters

Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



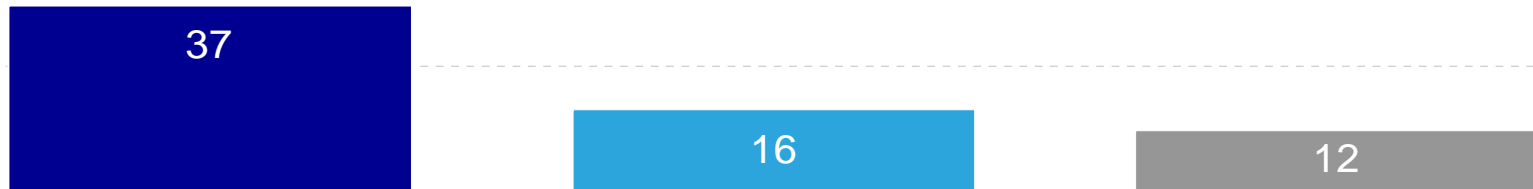
Reasons for supporting Barack Obama: all voters

Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



Reasons for supporting Barack Obama

Now let me read you a list reasons to support Barack Obama. Which **THREE** describe the most important reasons why you voted for Barack Obama?

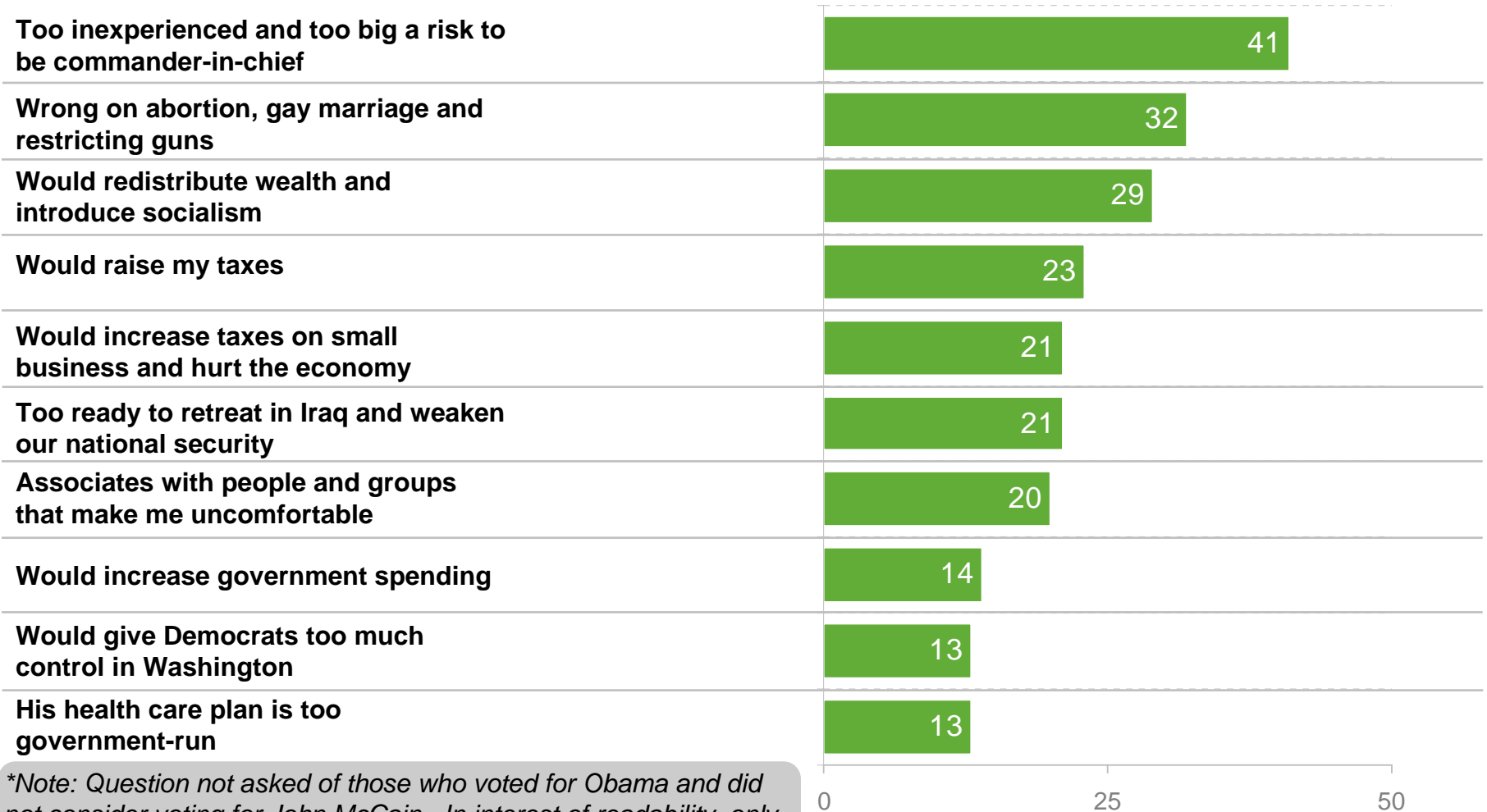


	“Certain” Obama Voters	“Wavering” Obama Voters	Independents
1st	Withdraw from Iraq (32%)	Withdraw from Iraq (42%)	Withdraw from Iraq (35%)
2nd	Cut Middle Class Taxes (30%)	Cut Middle Class Taxes (37%)	Cut Middle Class Taxes (33%)
3rd	Affordable Healthcare (29%)	Affordable Healthcare (28%)	Affordable Healthcare (27%)

Note: “Certain” Obama voters voted Obama and did not consider voting for McCain. “Wavering” Obama voters did consider supporting McCain. All percentages reflect percentages within their category: certain and wavering out of total McCain voters; Independents are those Independents voting Obama out of total Independents and the same for early and late deciders. Early deciders selected Obama during the summer or before; late deciders selected Obama in the week before election day or earlier.

Reasons not to support Barack Obama: all voters

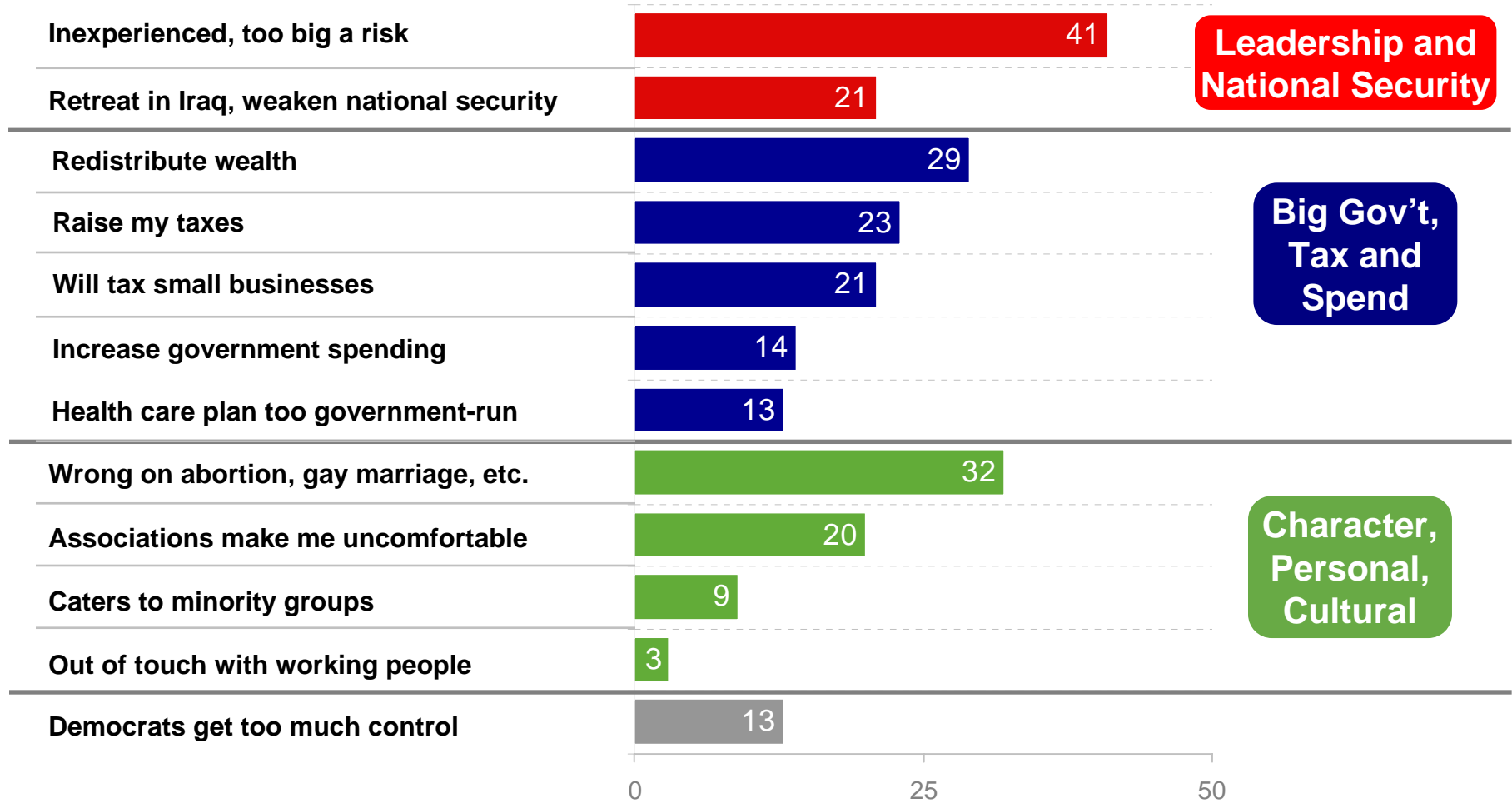
Let me read you a list of doubts about Barack Obama. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for Barack Obama?



**Note: Question not asked of those who voted for Obama and did not consider voting for John McCain. In interest of readability, only the top ten choices are shown.*

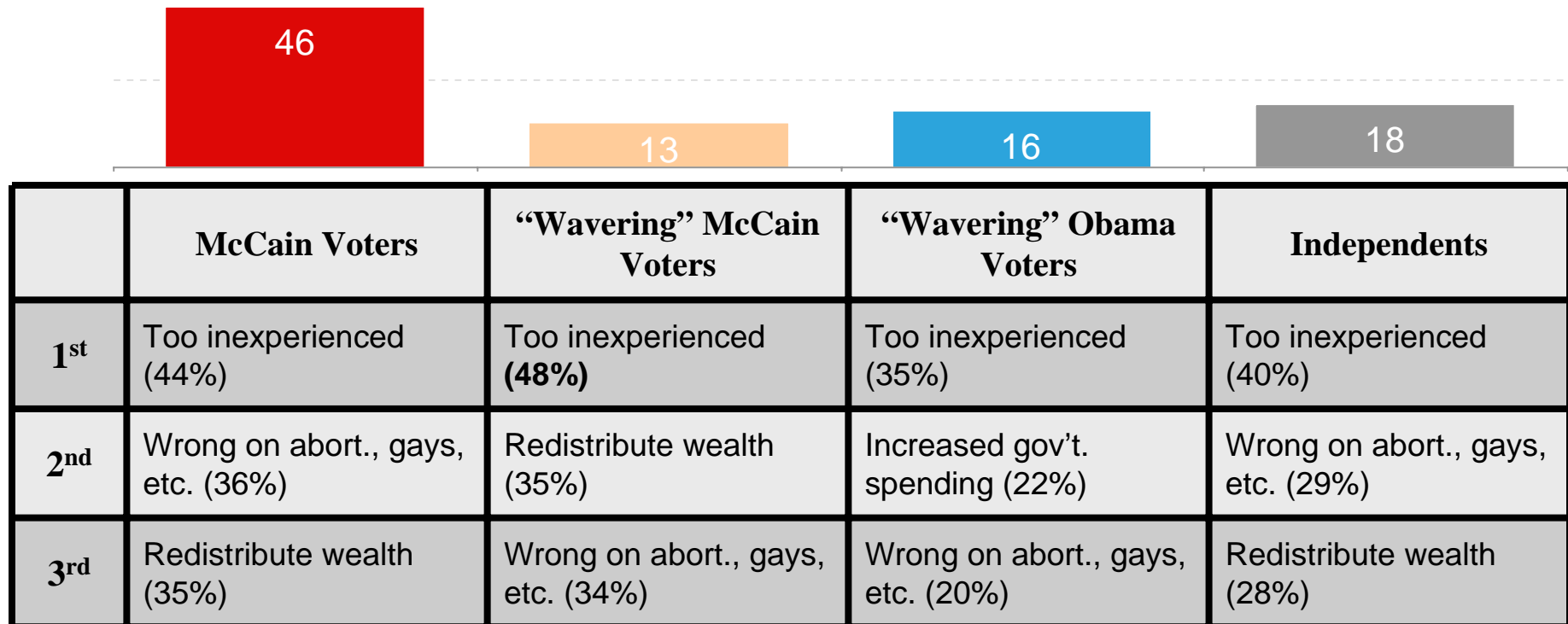
Reasons for supporting Barack Obama: all voters

Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



Reasons for NOT supporting Barack Obama

Let me read you a list of doubts about Barack Obama. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for Barack Obama?

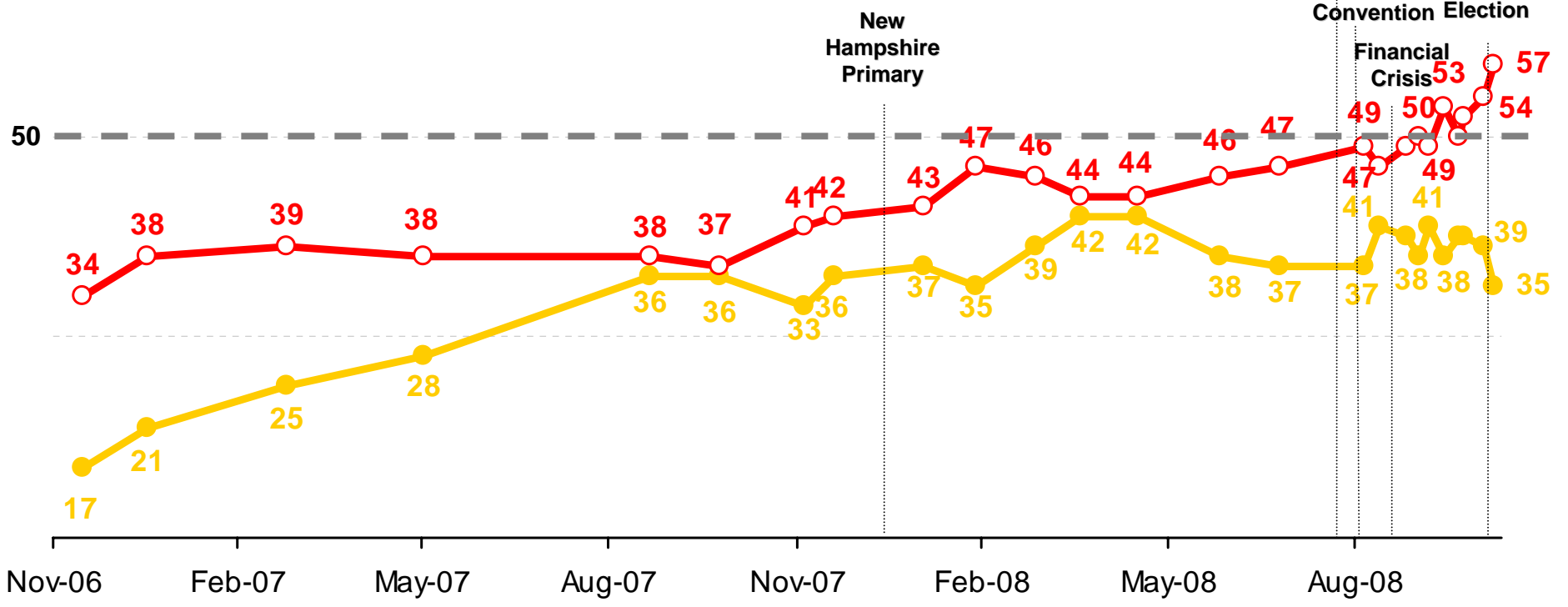
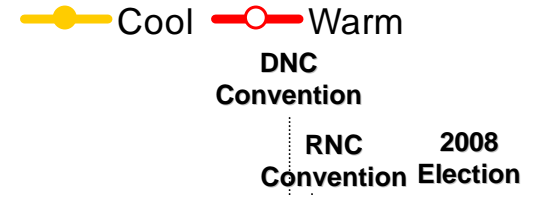


Note: Question not asked of those who voted for Obama and did not consider voting for John McCain; percentages above reflect this with “independent” and “late deciders” being the percentage of these groups that received this question. *Late deciders selected their candidate in the week before election day or earlier.*

Obama's Honeymoon

Obama favorability jumps post-election

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.
 National Data

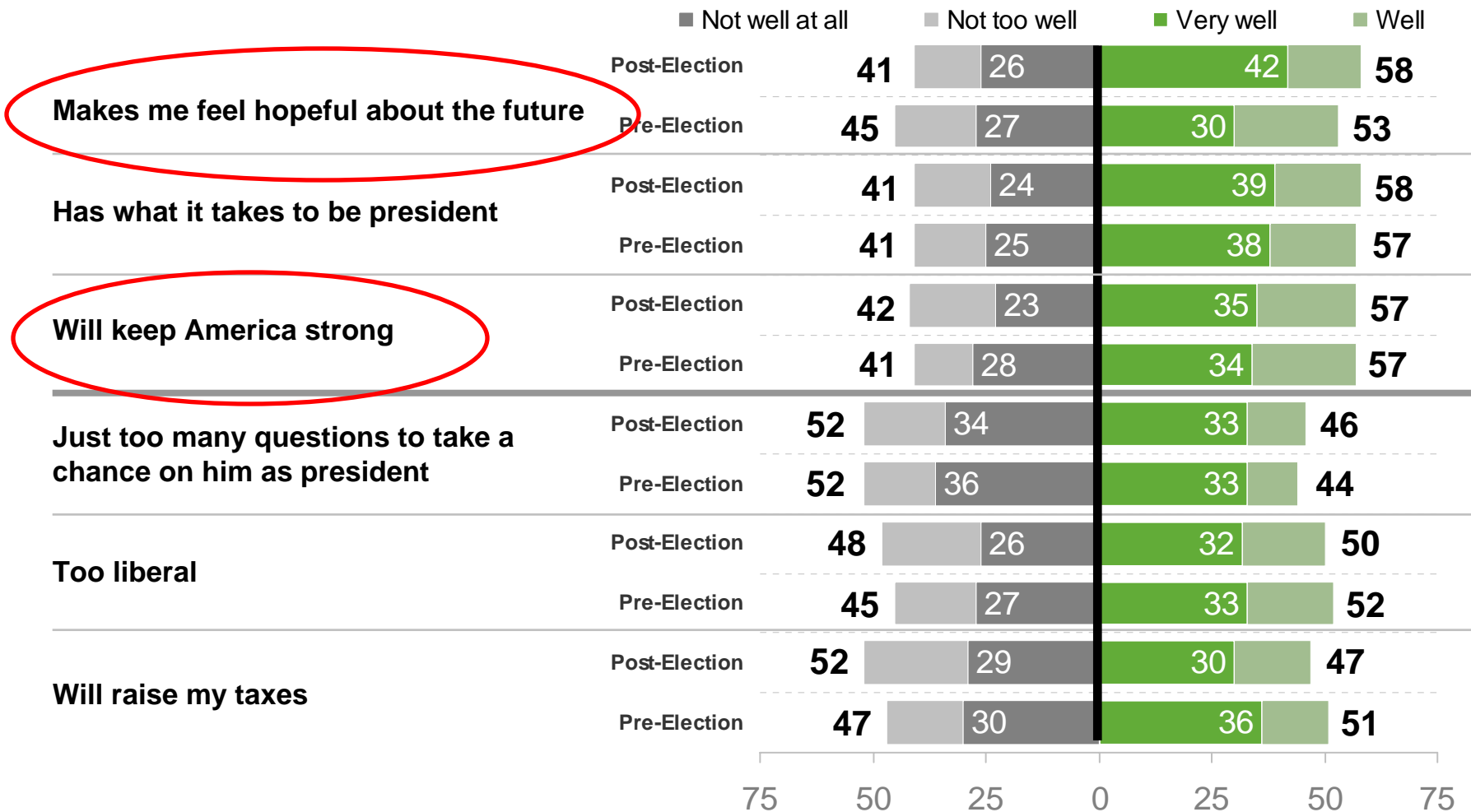


Net Difference	+17	+17	+14	+10	+2	+1	+8	+6	+6	+12	+7	+2	+2	+8	+10	+12	+6	+12	+8	+15	+15	+22
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*Note: From Democracy Corps surveys conducted over the last two years.

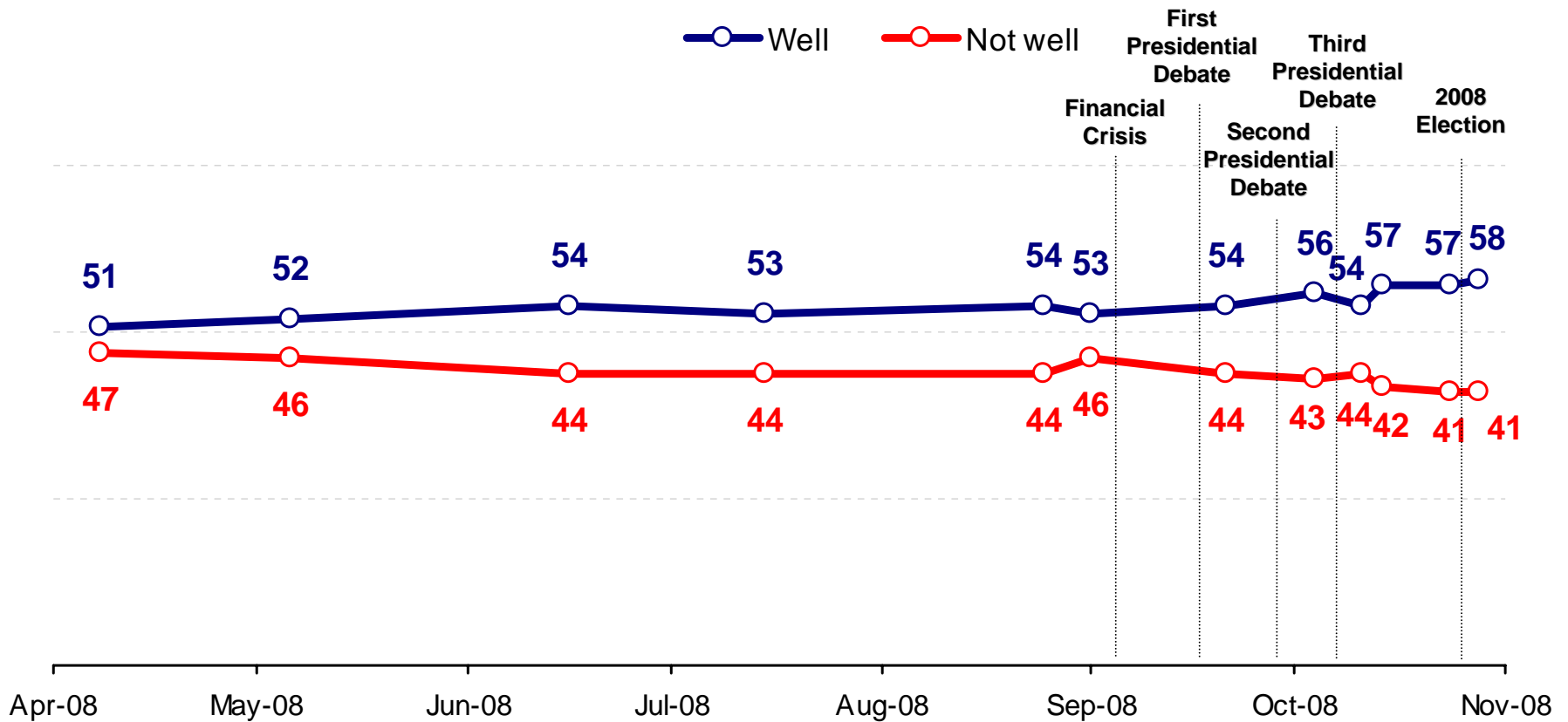
Obama inspiring, has what it takes to be president

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all.



Obama “has what it takes to be president”

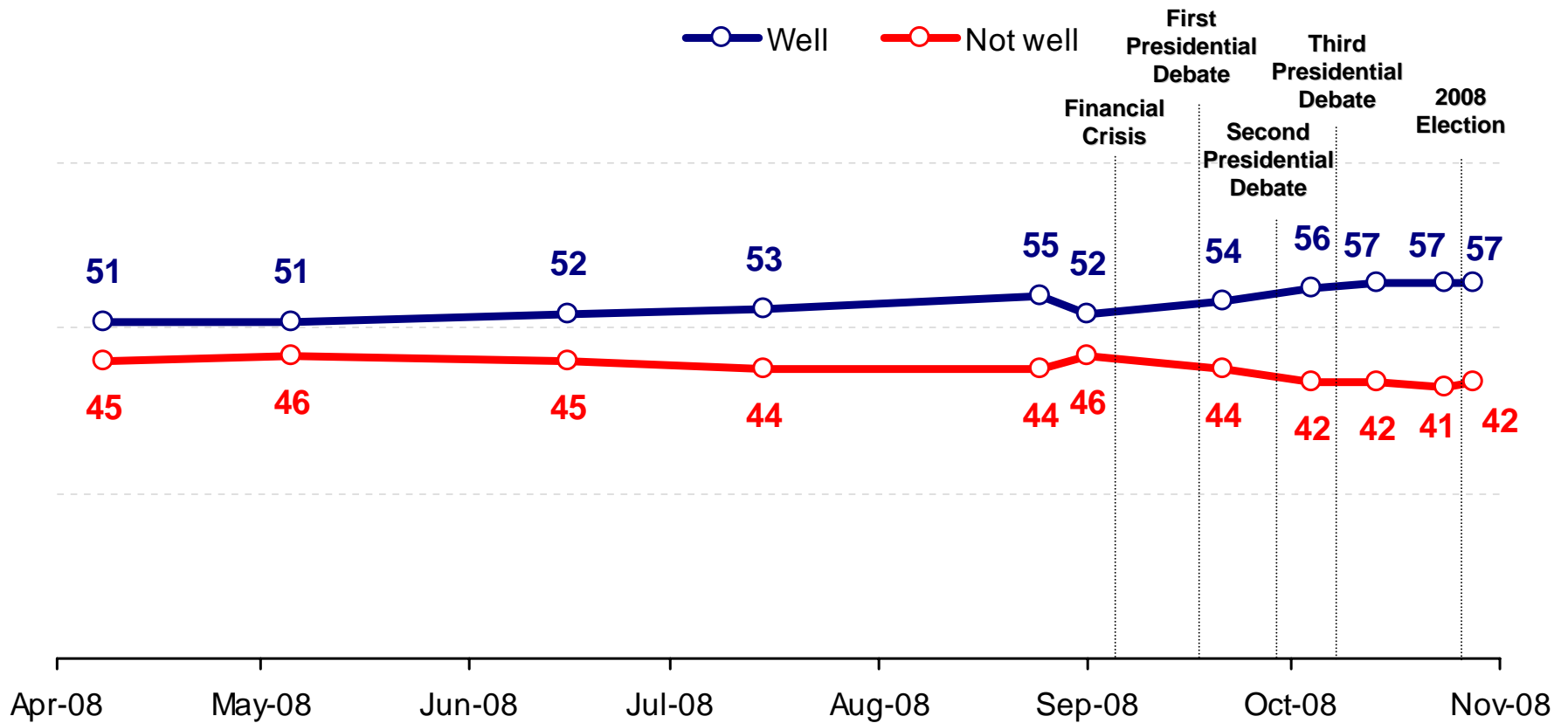
Now I’m going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Has what it takes to be president**



*Note: Data from Democracy Corps surveys conducted over the last eight months.

Voters confident Obama “will keep America strong”

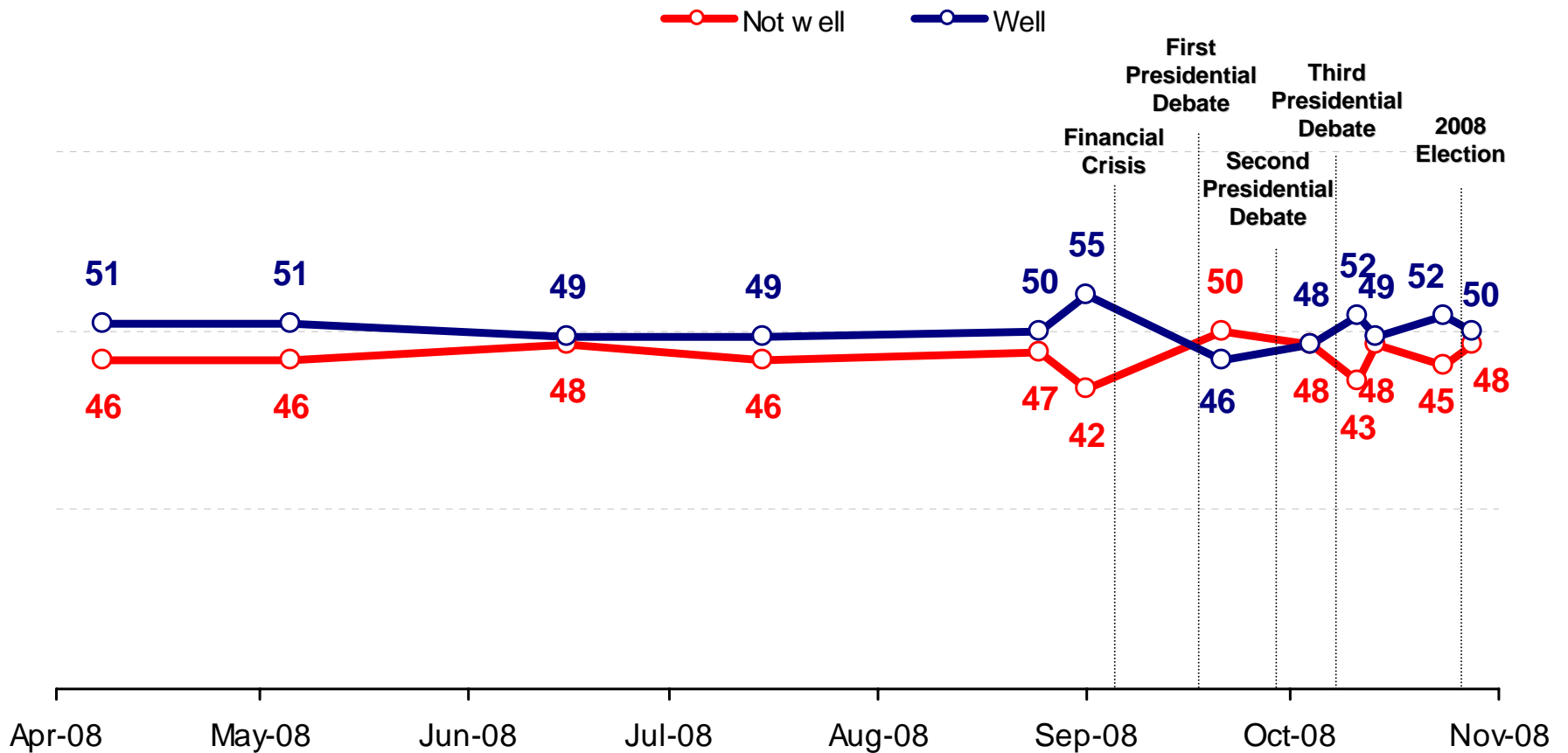
Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Will keep America strong.**



*Note: Data from Democracy Corps surveys conducted over the last eight months.

Voters split on whether Obama is “liberal”

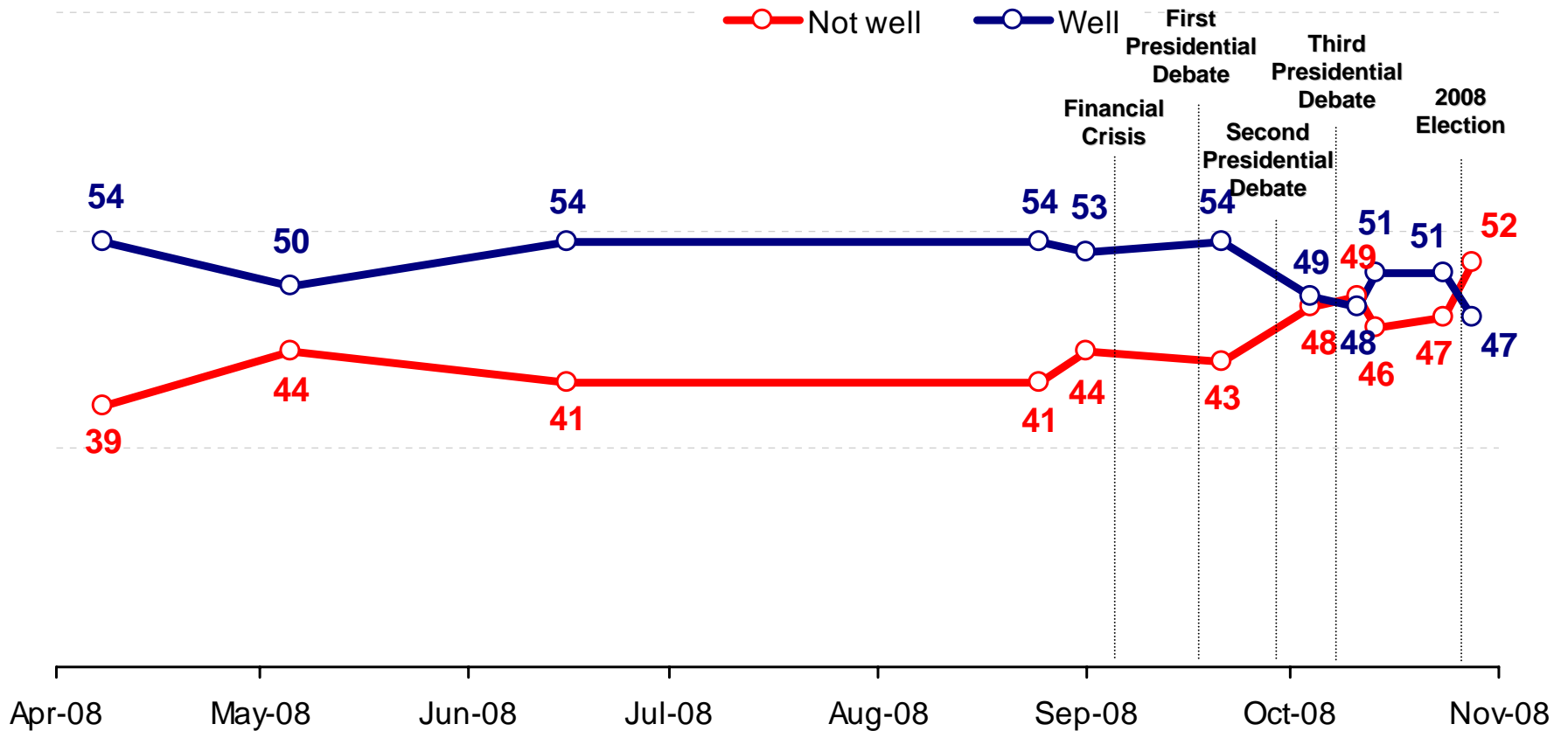
Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Too liberal.**



*Note: Data from Democracy Corps surveys conducted over the last eight months.

Majority don't think Obama "will raise my taxes"

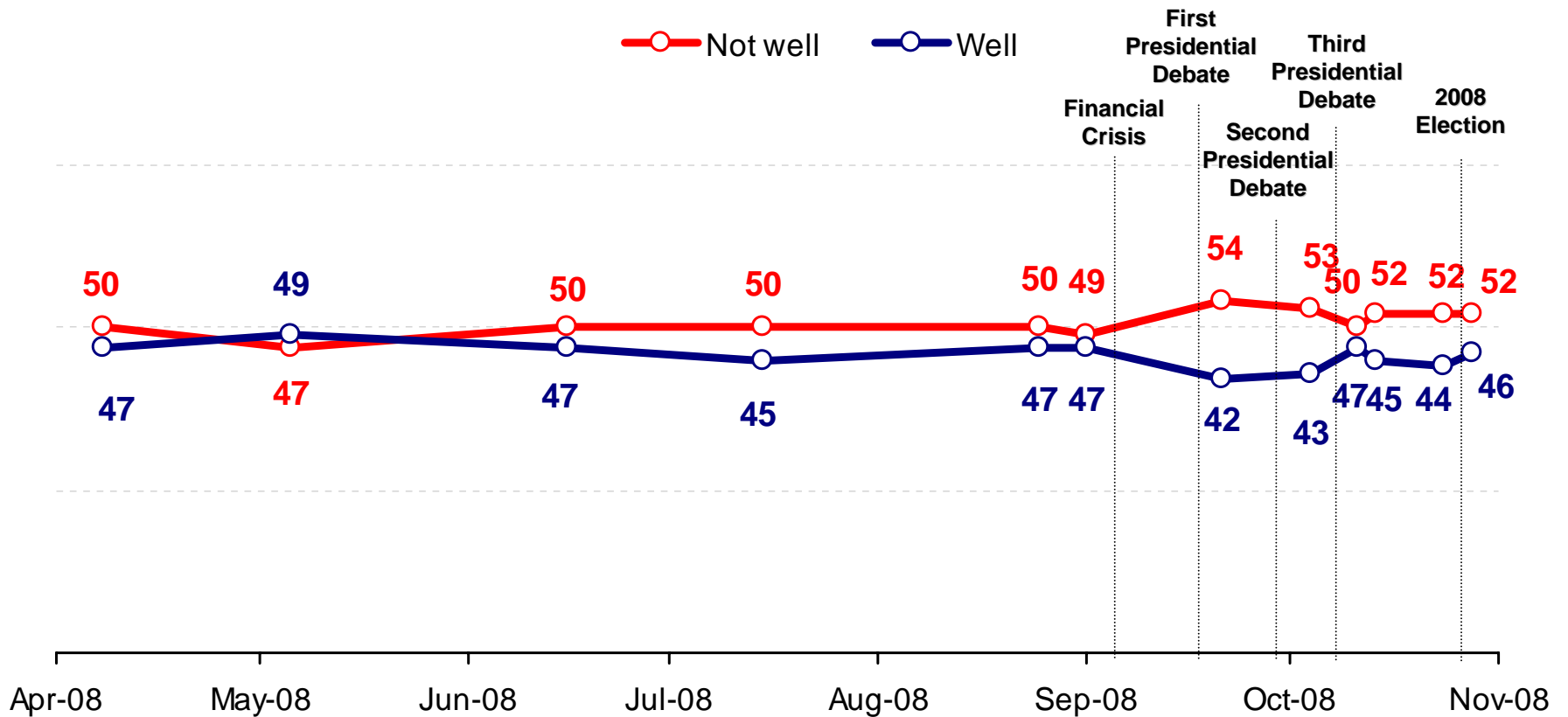
Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Will raise my taxes.**



*Note: Data from Democracy Corps surveys conducted over the last eight months.

Most don't have "too many questions" about Obama

Now I'm going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well or not well at all... **Just too many questions to take a chance on him as president.**



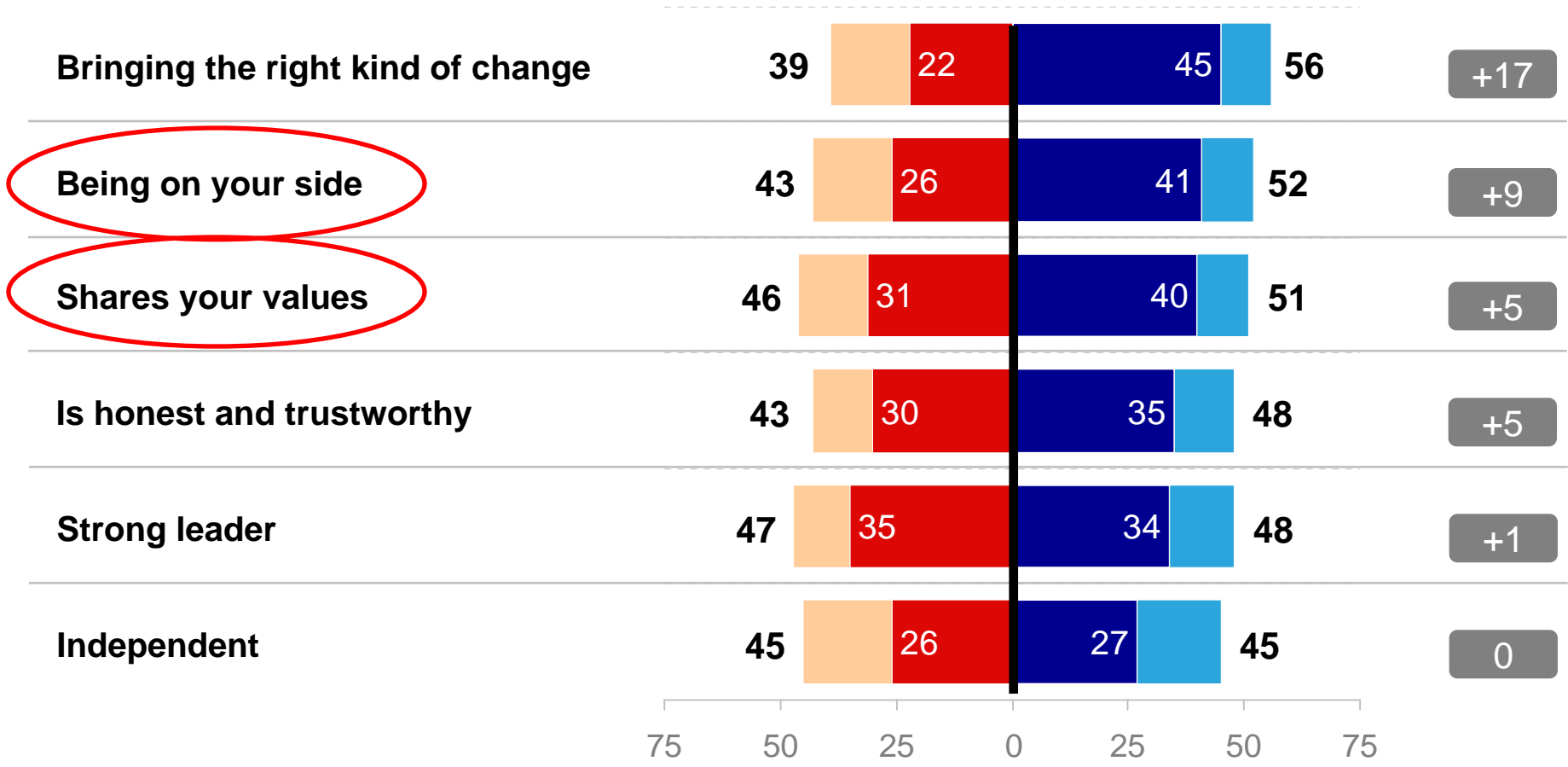
*Note: Data from Democracy Corps surveys conducted over the last eight months.

Obama able to bring the right kind of change

Now I'd like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain.

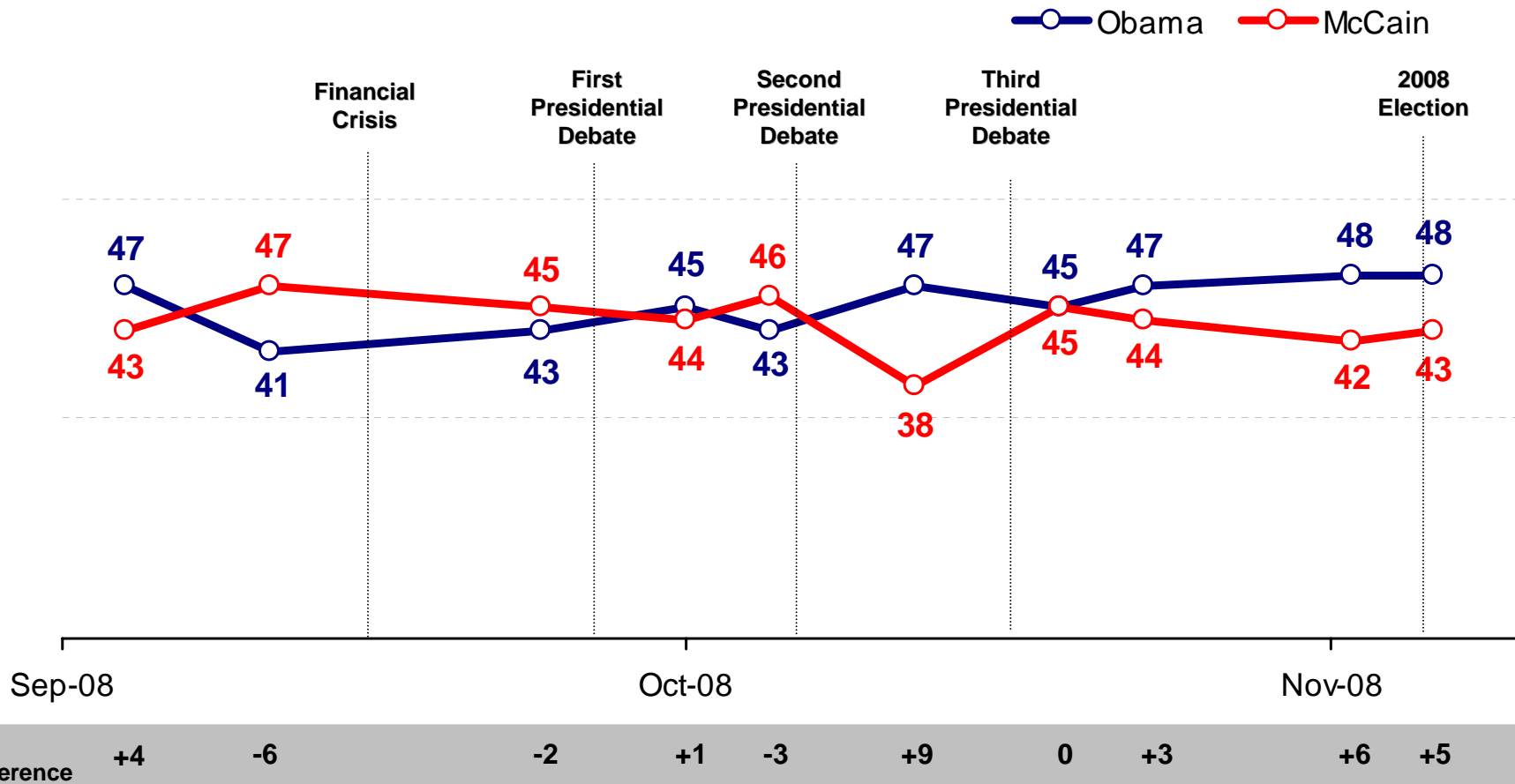
Obama Advantage

■ McCain much more ■ McCain somewhat more ■ Obama much more ■ Obama somewhat more



Obama is more “honest and trustworthy”

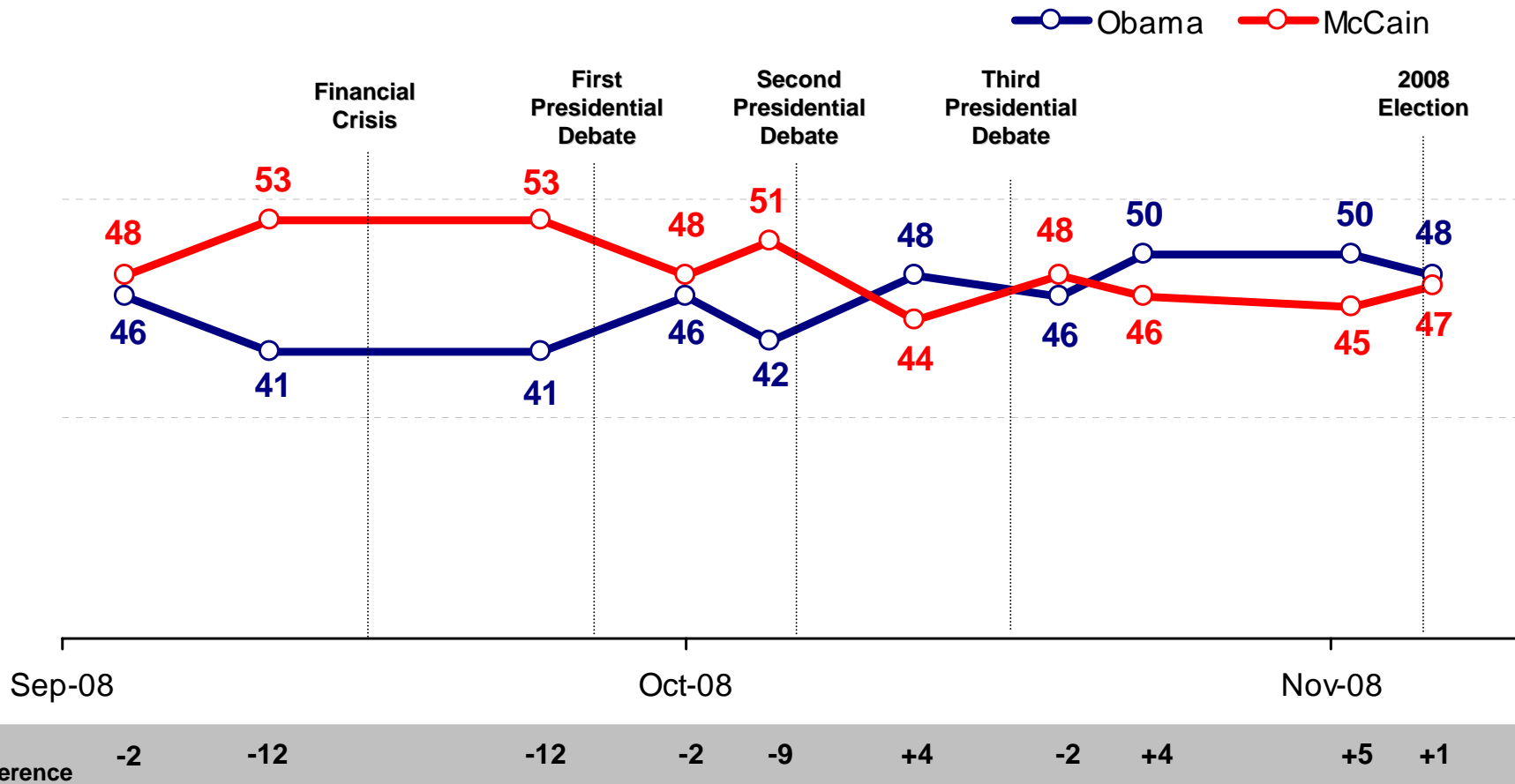
Now I would like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain... **Honest and trustworthy.**



*Note: Data from Democracy Corps surveys conducted over the last three months.

Voters split on “strong leader”

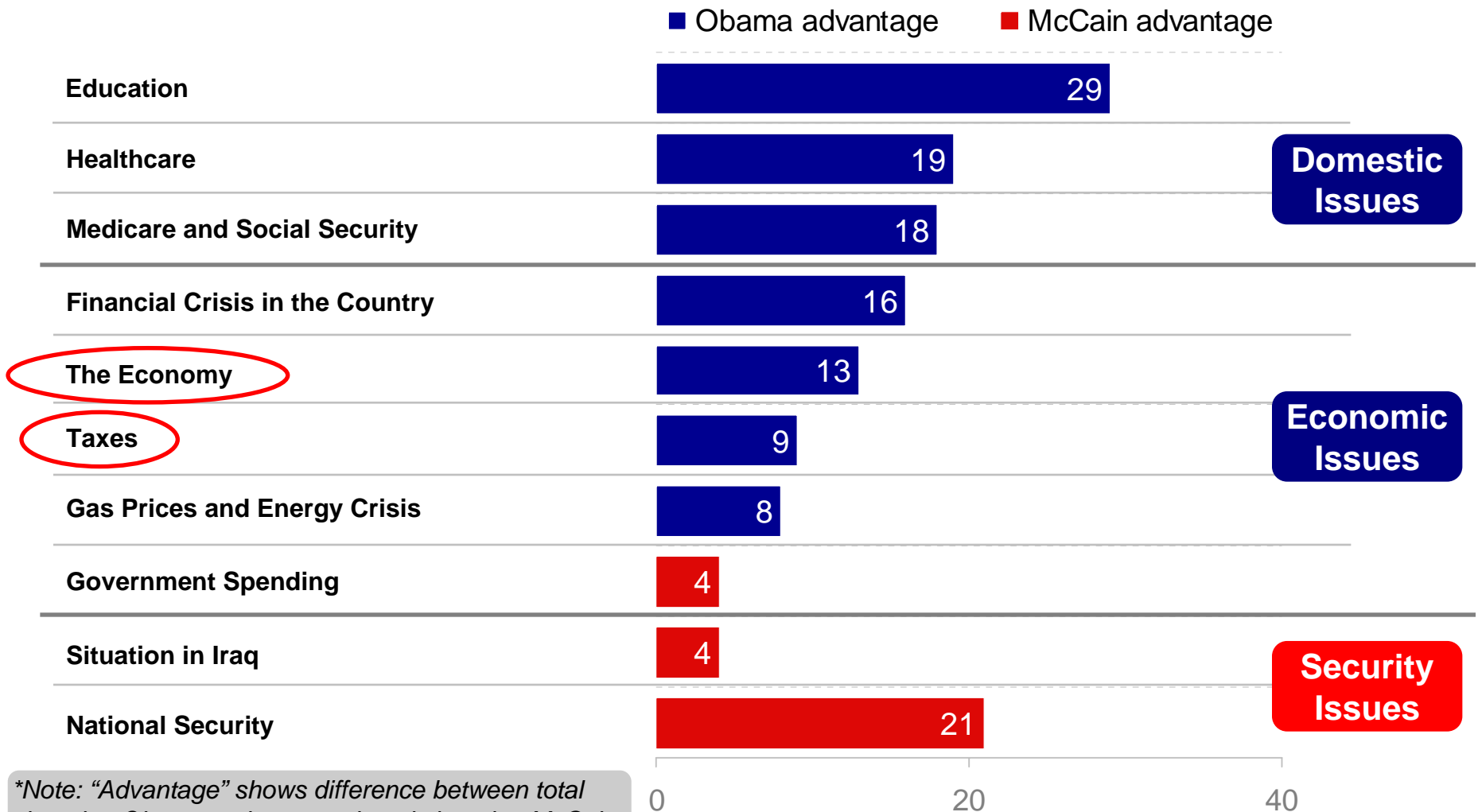
Now I would like to ask you which presidential candidate you associate more with these terms, Barack Obama or John McCain... **Strong leader.**



*Note: Data from Democracy Corps surveys conducted over the last three months.

Obama dominates economic, social issues; McCain advantage in security

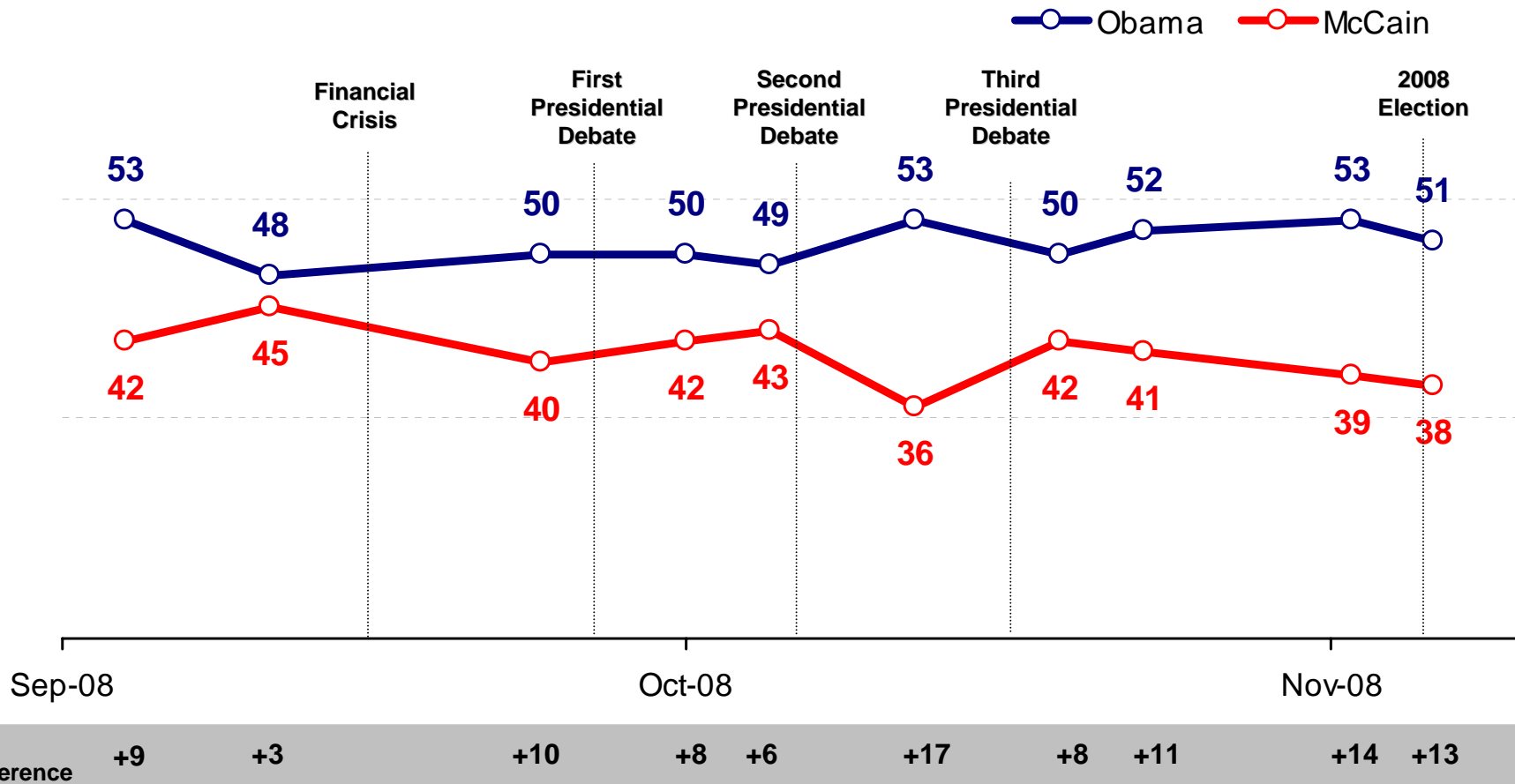
Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue.



*Note: "Advantage" shows difference between total choosing Obama as better and total choosing McCain

Obama's big lead on economy after crisis and 2nd debate

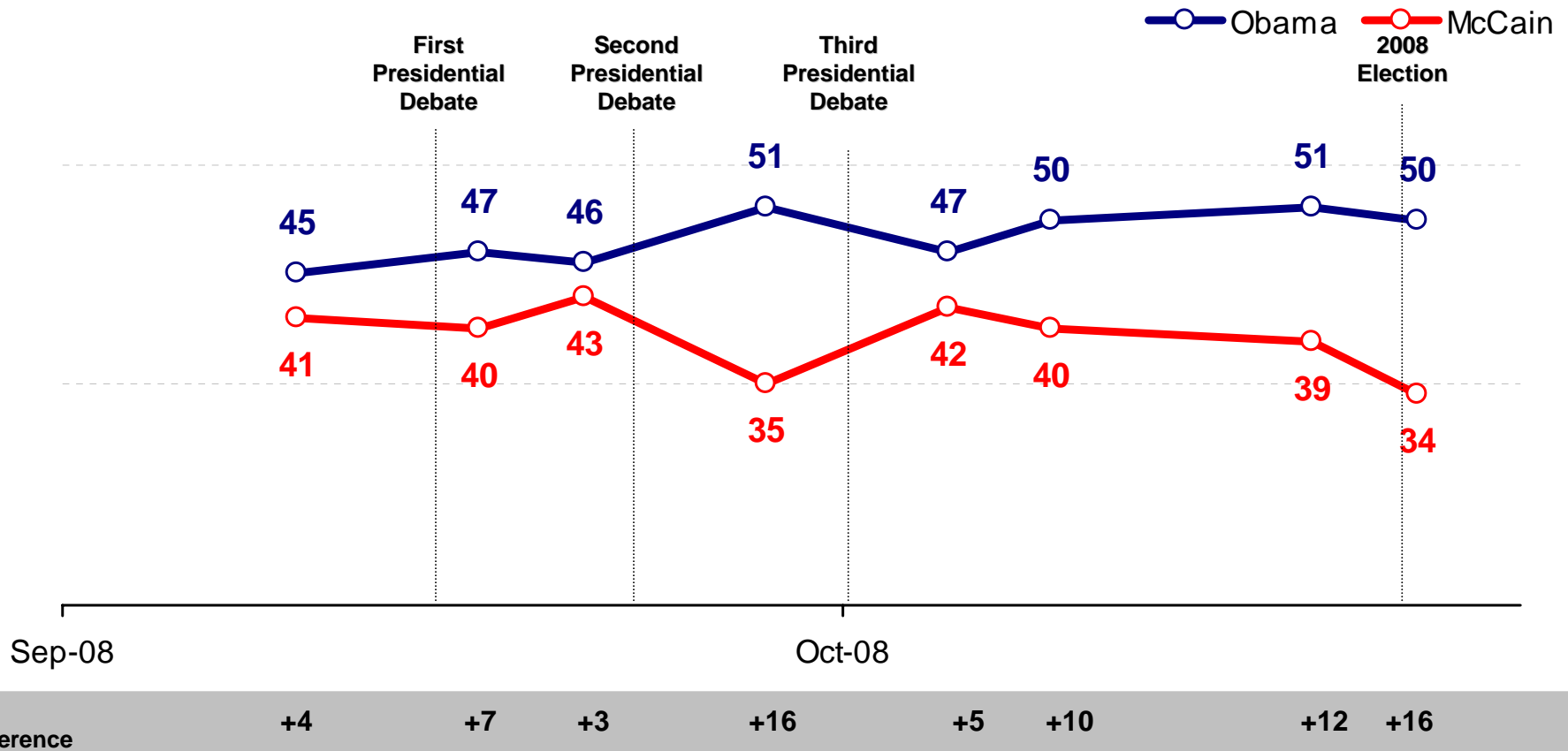
Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **The Economy.**



*Note: Data from Democracy Corps surveys conducted over the last three months.

Obama better to handle the financial crisis, McCain loses ground

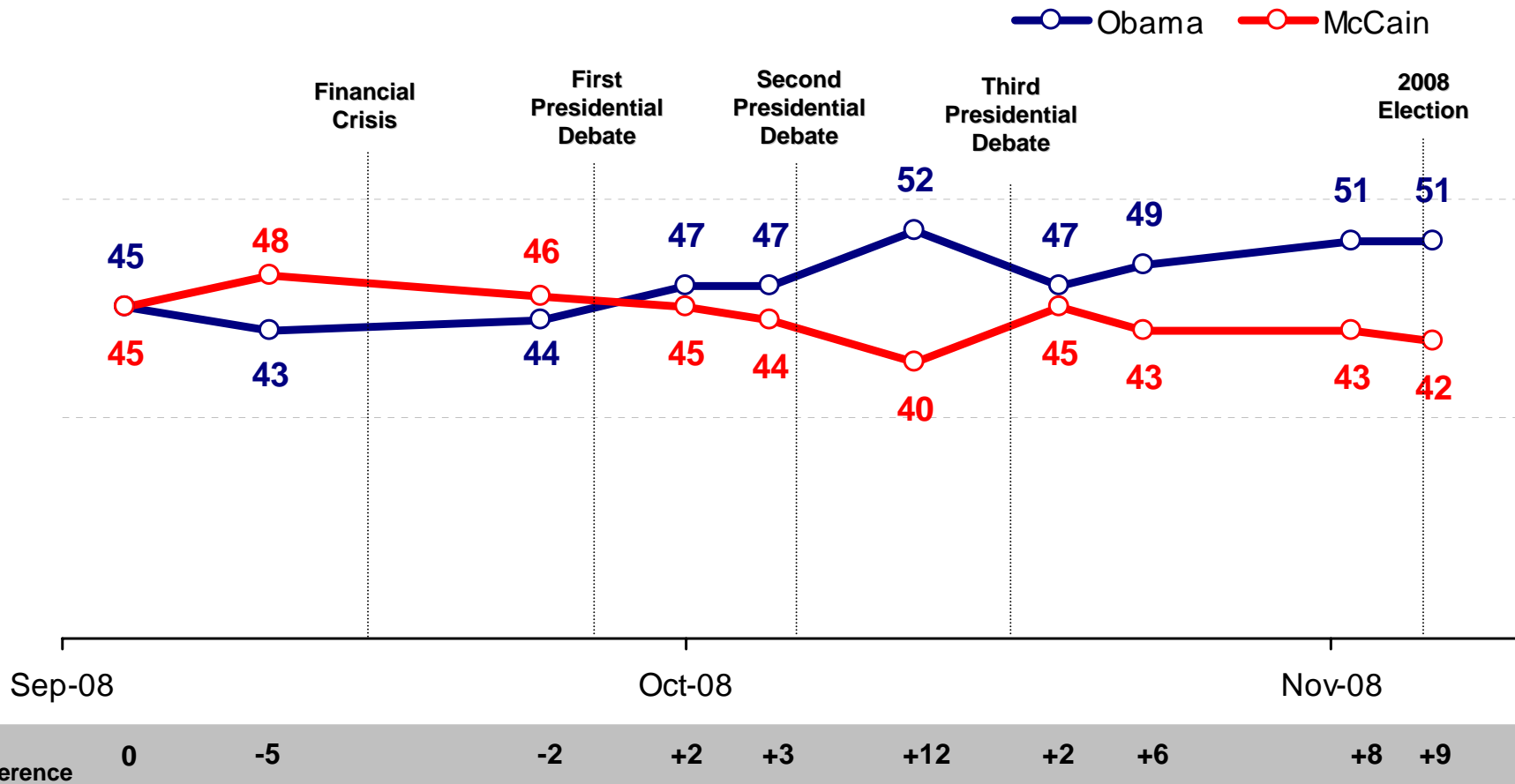
Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **Financial crisis in the country.**



*Note: Data from Democracy Corps surveys conducted over the last three months.

Obama dominates closing tax debate

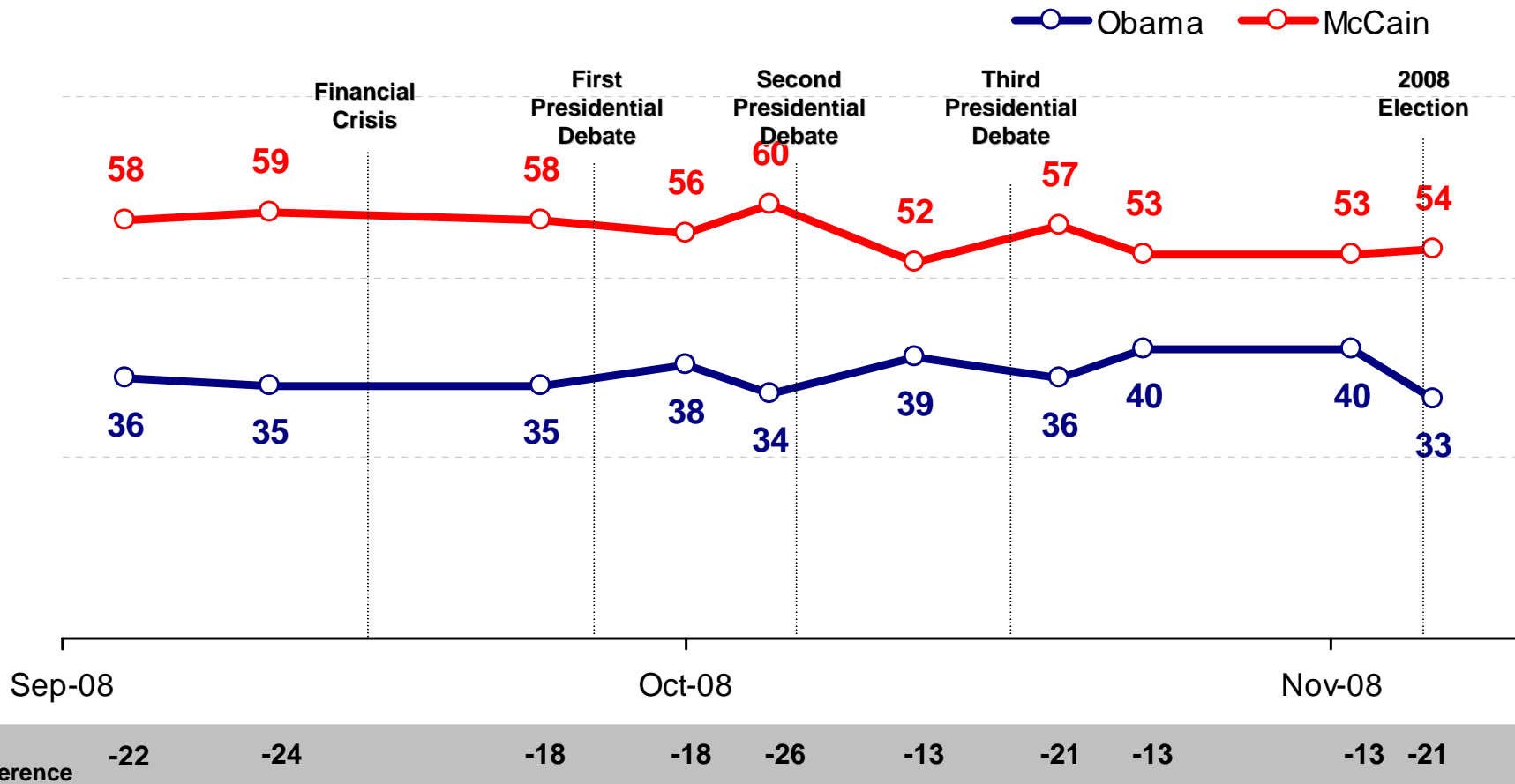
Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **Taxes.**



*Note: Data from Democracy Corps surveys conducted over the last three months.

Obama weakens on national security at end

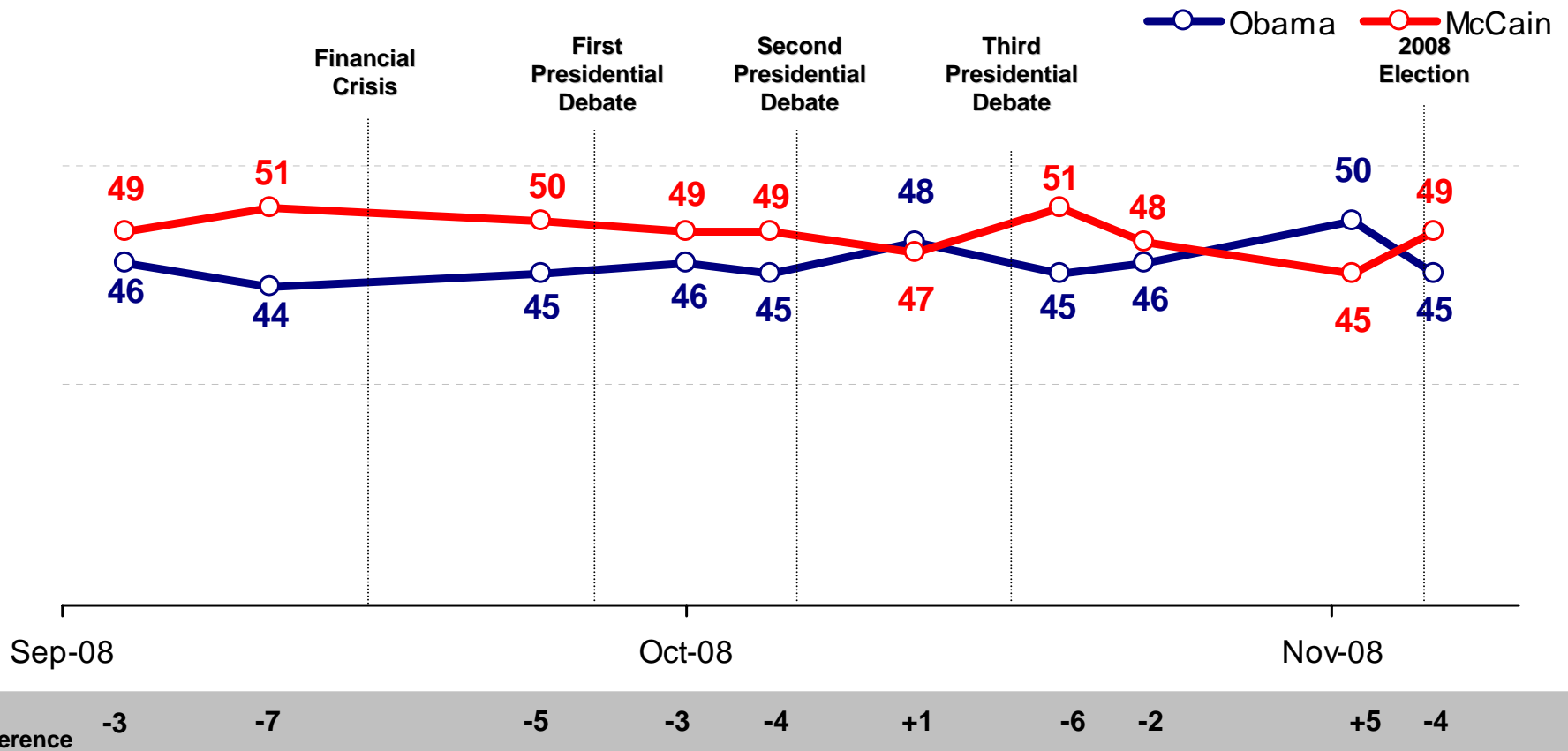
Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **National Security.**



*Note: Data from Democracy Corps surveys conducted over the last three months.

Iraq breaks almost evenly for the candidates

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue... **The situation in Iraq.**



*Note: Data from Democracy Corps surveys conducted over the last three months.

Regressions: Obama favorability predictor of vote nationally

Vote Drivers:	Odds Ratio
• <i>Obama Thermometer</i>	4.09
• <i>Party ID</i>	4.01
• <i>McCain Thermometer</i>	2.08
• <i>Biden Thermometer</i>	2.01

Regressions: Predictors of vote nationally (CAF)

Vote Drivers:	Odds Ratio
• <i>Better Job on “Economy”</i>	3.80
• <i>Better Job on “Taxes”</i>	3.46
• <i>Better Job on “National Security”</i>	2.67
• <i>Party ID</i>	2.07

Regressions: Predictors of vote nationally (Democracy Corps)

Vote Drivers:	Odds Ratio
• <i>Better Associated with “On Your Side”</i>	4.92
• <i>Better Associated with “Shares Your Values”</i>	2.42
• <i>Party ID</i>	2.18
• <i>Better Associated with “Strong Leader”</i>	2.17

Regressions: Drivers of Obama favorability (Democracy Corps)

Thermometer Drivers:	Odds Ratio
• <i>Will Keep America Strong</i>	2.67
• <i>Makes me Hopeful about the Future</i>	2.49
• <i>Has What it Takes to be President</i>	1.94
• <i>Better Associated with “Shares Your Values”</i>	1.63
• <i>Better Associated with “Bring the Right Kind of Change”</i>	1.51

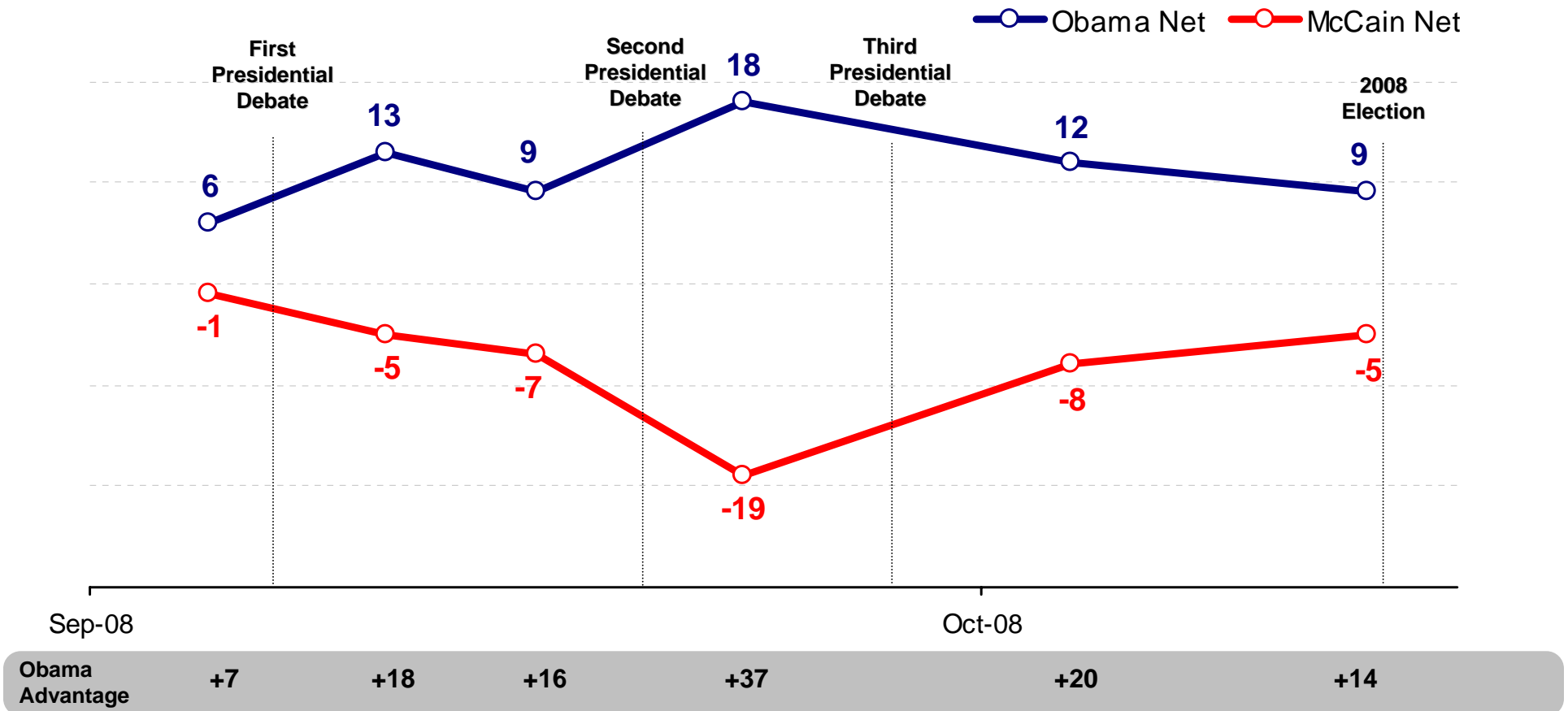
Regressions: Drivers of Obama favorability (CAF)

Thermometer Drivers:	Odds Ratio
• <i>Better Job on “Economy”</i>	2.27
• <i>Better Job on “National Security”</i>	2.03
• <i>Better Job on “Taxes”</i>	2.02
• <i>Better Job on “Education”</i>	1.89

The Extraordinary Campaign

Information environment relentlessly positive for Obama

Has what you have seen, heard or read about Barack Obama/John McCain in the past couple of days made you feel more positive or less positive in your opinion of him?



**Note: Time series data from Democracy Corps survey of 1000 likely voters conducted October 30 – November 2, 2008*

Obama leads with new forms of campaign communications

Now I'd like to ask you which presidential candidate's campaign has tried more to reach you in different ways, Barack Obama or John McCain.

Obama Advantage

■ John McCain much more ■ McCain smwht more/both ■ Barack Obama much more ■ Obama smwht more/both

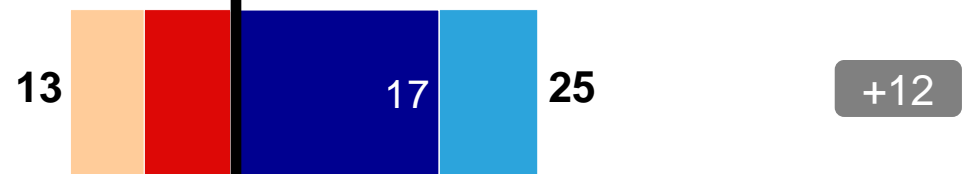
Watched a campaign commercial online



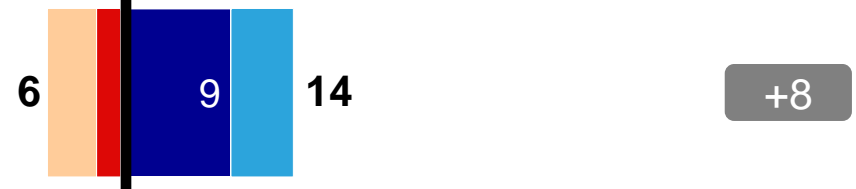
Visited a campaign-sponsored website



Received emails from the campaigns or other political organizations



Received campaign or candidate information on your cell phone or personal digital assistant



30 15 0 15 30 45

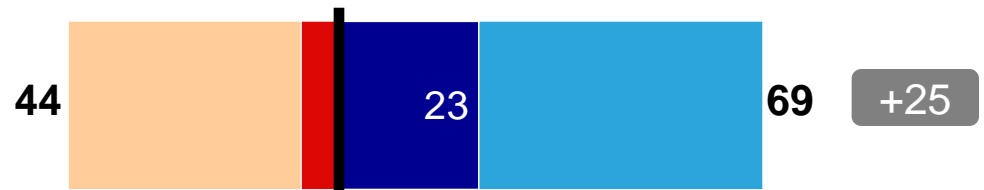
Obama also leads with traditional campaign communications

Now I'd like to ask you which presidential candidate's campaign has tried more to reach you in different ways, Barack Obama or John McCain.

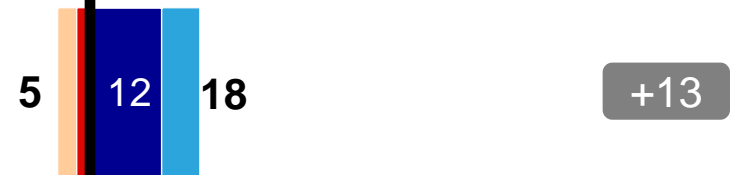
Obama Advantage

■ John McCain much more ■ McCain smwht more/both ■ Barack Obama much more ■ Obama smwht more/both

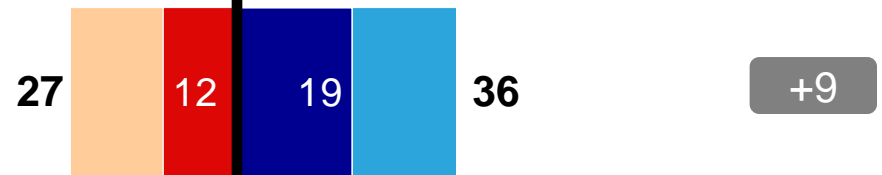
Watched campaign ads on television



Spoken with someone who came to your door from the campaigns or another political organization



Received phone calls from the campaigns or other political organization



Received printed materials in the mail from the campaigns or another political organization



*Note: Ads on television not asked pre-election.



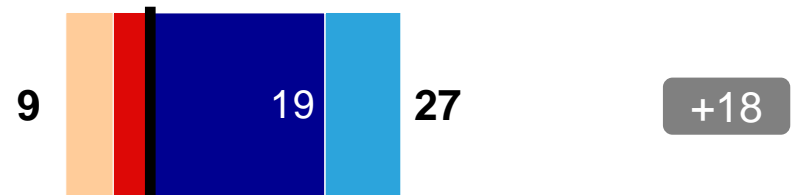
And with modes of political participation

Now I'd like to ask you which presidential candidate's campaign has tried more to reach you in different ways, Barack Obama or John McCain.

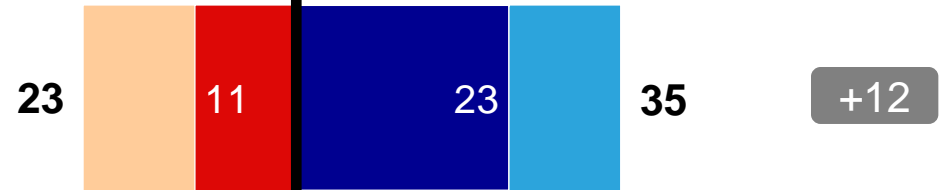
Obama Advantage

■ John McCain much more ■ McCain smwht more/both ■ Barack Obama much more ■ Obama smwht more/both

Contacted by a friend, neighbor or co-worker, volunteering on behalf of a campaign



Contacted by the campaign and urged to vote in the last few days before the election



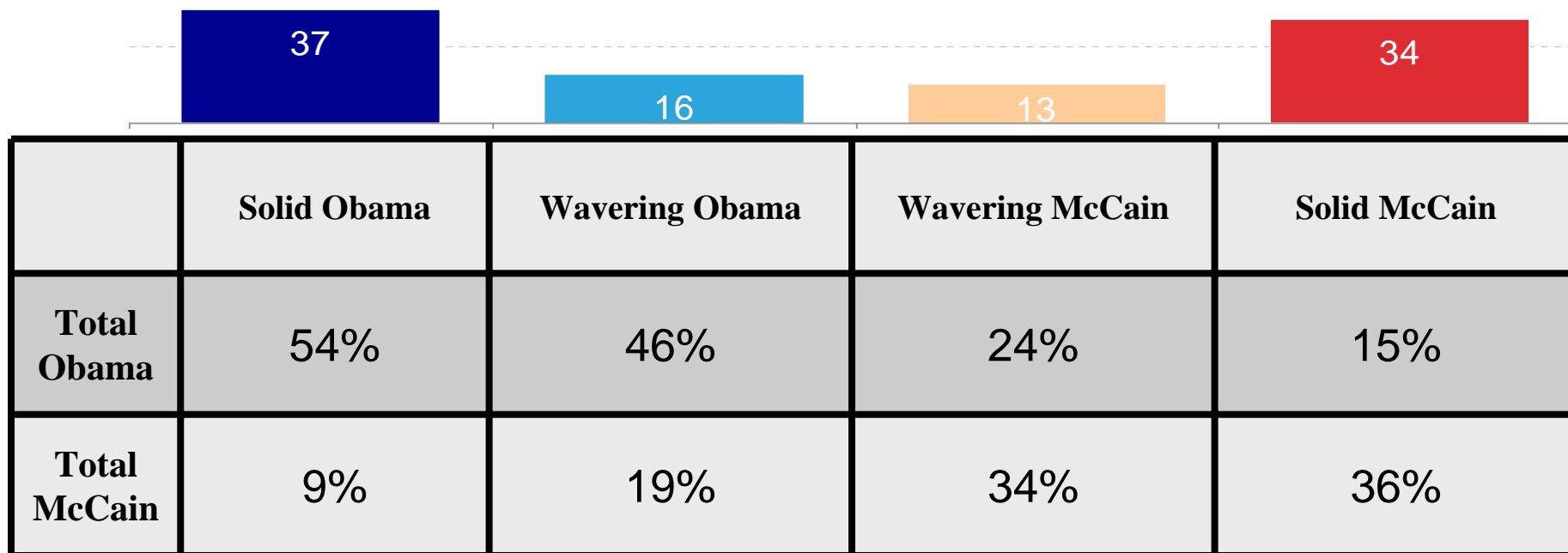
Volunteered yourself and worked for a campaign



*Note: Questions not asked in pre-election survey.

Last 72 Hour Contact

Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



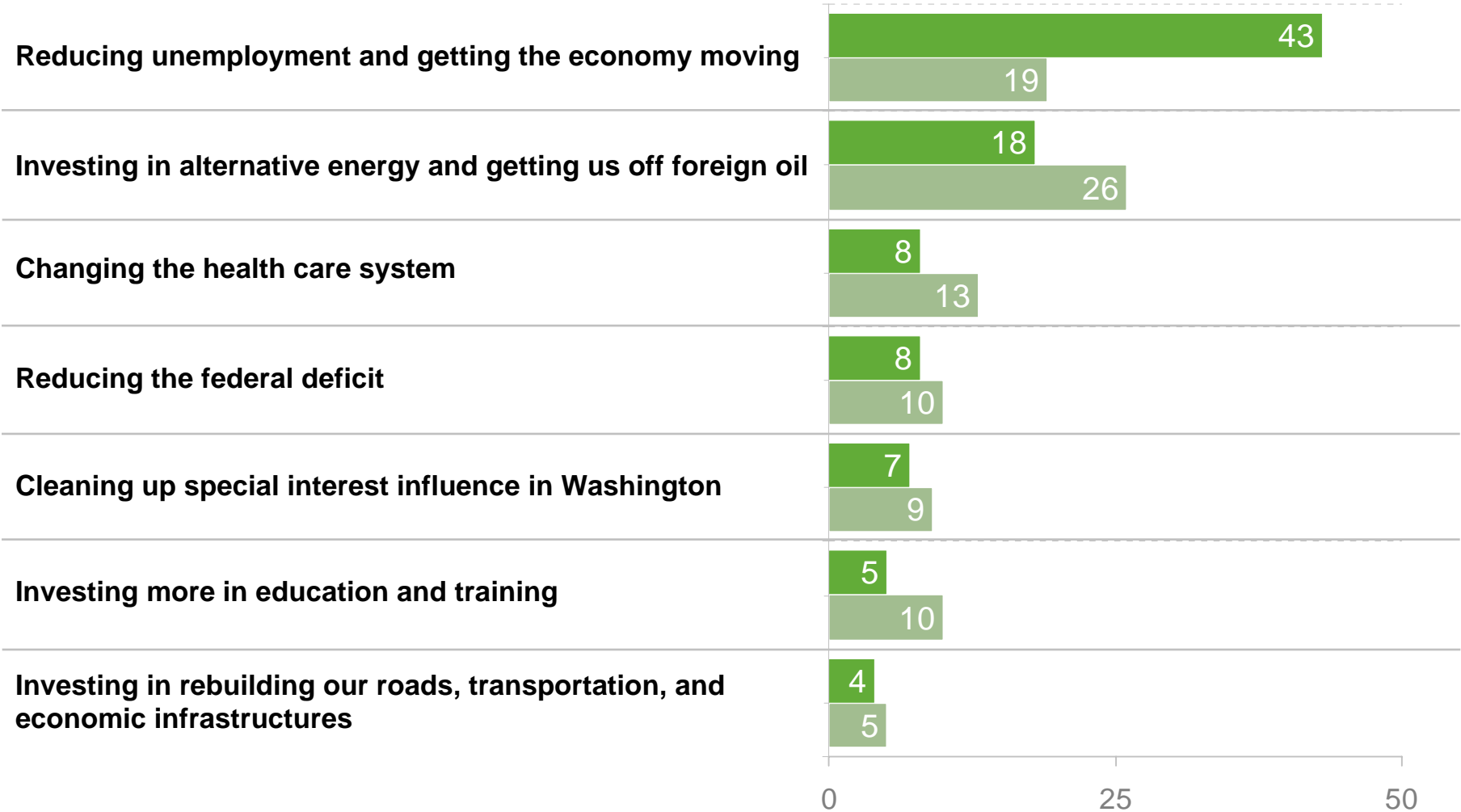
Note: "Certain" Obama voters voted Obama and did not consider voting for McCain. "Wavering" Obama voters did consider supporting McCain. All percentages reflect percentages within their category: certain and wavering out of total McCain voters; Independents are those Independents voting Obama out of total Independents and the same for early and late deciders. Early deciders selected Obama during the summer or before; late deciders selected Obama in the week before election day or earlier.

The Economy as Dominant Issue

Most important economic issues: 2008

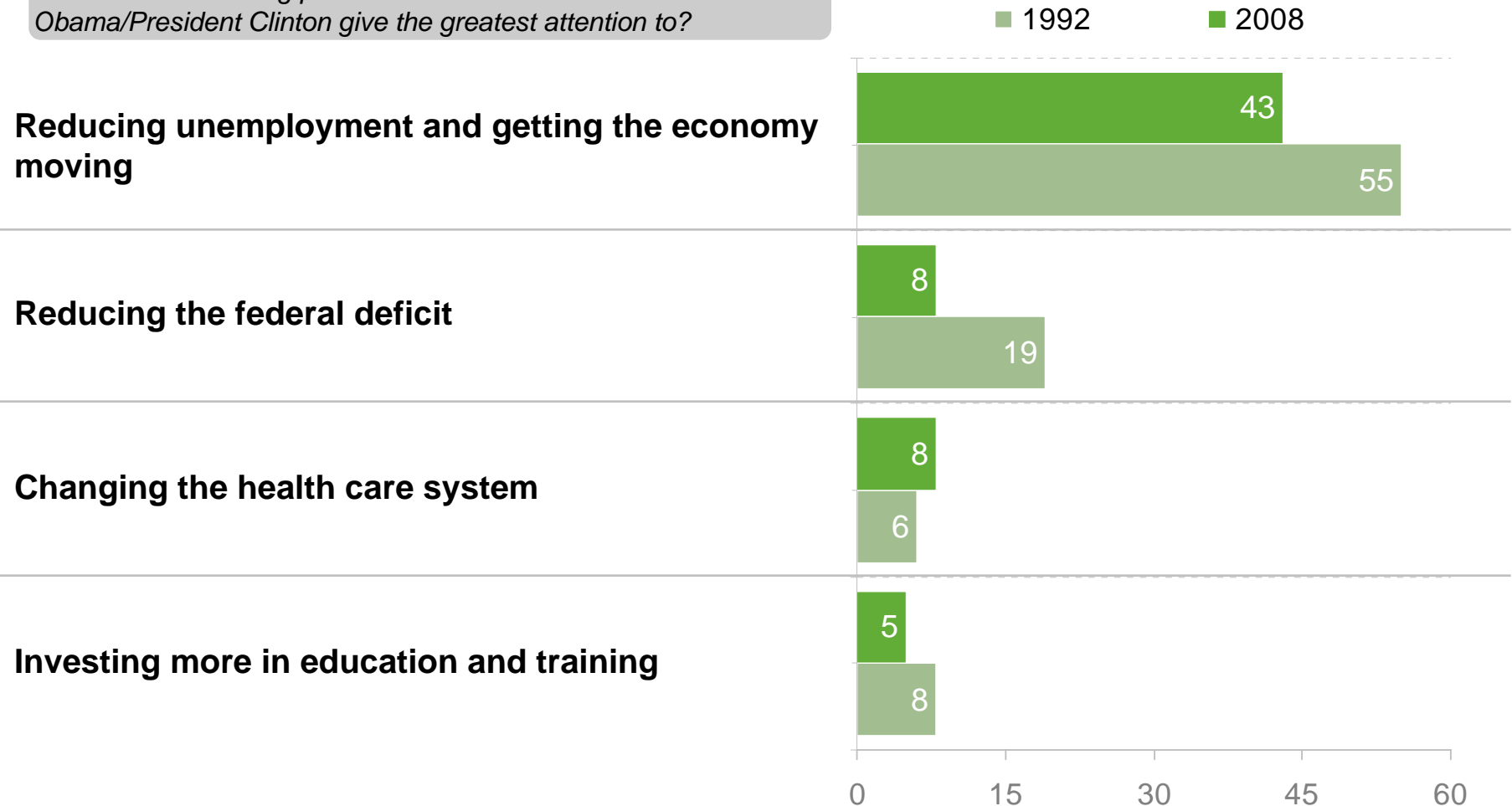
Which problem should President Obama give the greatest attention to? Which other problem should he give the greatest attention to?

■ First Choice
■ Second Choice



Most important economic issues: 2008 vs. 1992

Which of the following problems should President Obama/President Clinton give the greatest attention to?



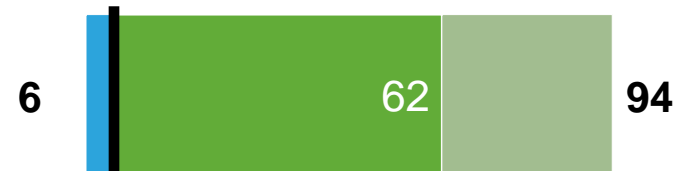
*Note: 1992 data from Greenberg-Lake, the Analysis Group conducted November 4-8, 1992.

Most serious economic problems

I am going to read you a list of issues relating to the economy. For each issue I want you to tell me whether today you think it is a very serious problem, a serious problem, not too serious a problem, or not a problem at all in the current economy?

■ Not at all serious
 ■ Not too serious a problem
 ■ Very serious problem
 ■ Serious problem

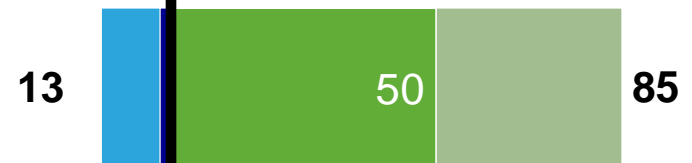
Too much debt, little savings and high interest payments that leave people squeezed



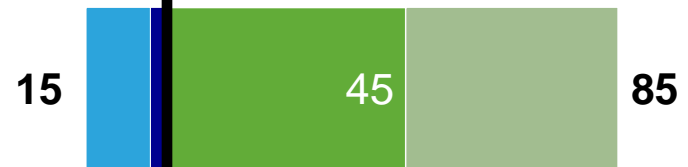
The risk of losing a job and not being able to find one with similar benefits like health care very quickly



The inability to get good jobs because jobs are being outsourced, company operations moved overseas, or because products are now made abroad



Insecurity, where people could find their pensions not offering the income they thought they would receive



Next most serious economic problems

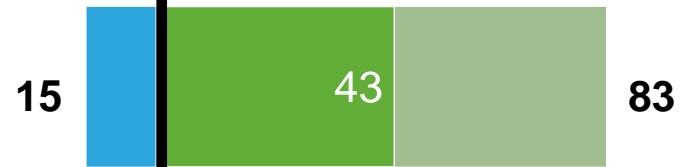
I am going to read you a list of issues relating to the economy. For each issue I want you to tell me whether today you think it is a very serious problem, a serious problem, not too serious a problem, or not a problem at all in the current economy?

■ Not at all serious ■ Not too serious a problem ■ Very serious problem ■ Serious problem

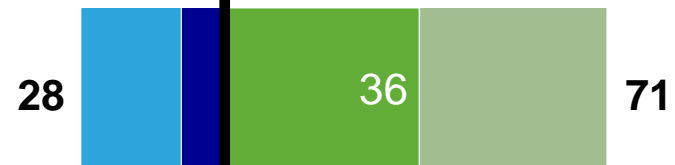
The richest 1 percent are seeing big increases in their income and wealth and most other people are seeing no increase or little increase in their income each year.



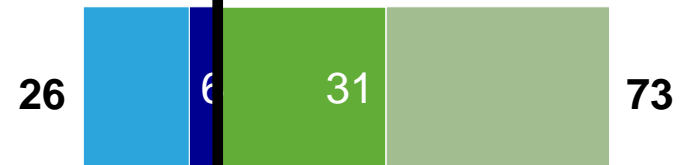
Failure to make the investments we need in education and research to maintain America's leadership.



Inequality, where the richest 1 percent are seeing big increases in their income and wealth and most other people are seeing no increase or little increase in their income each year.

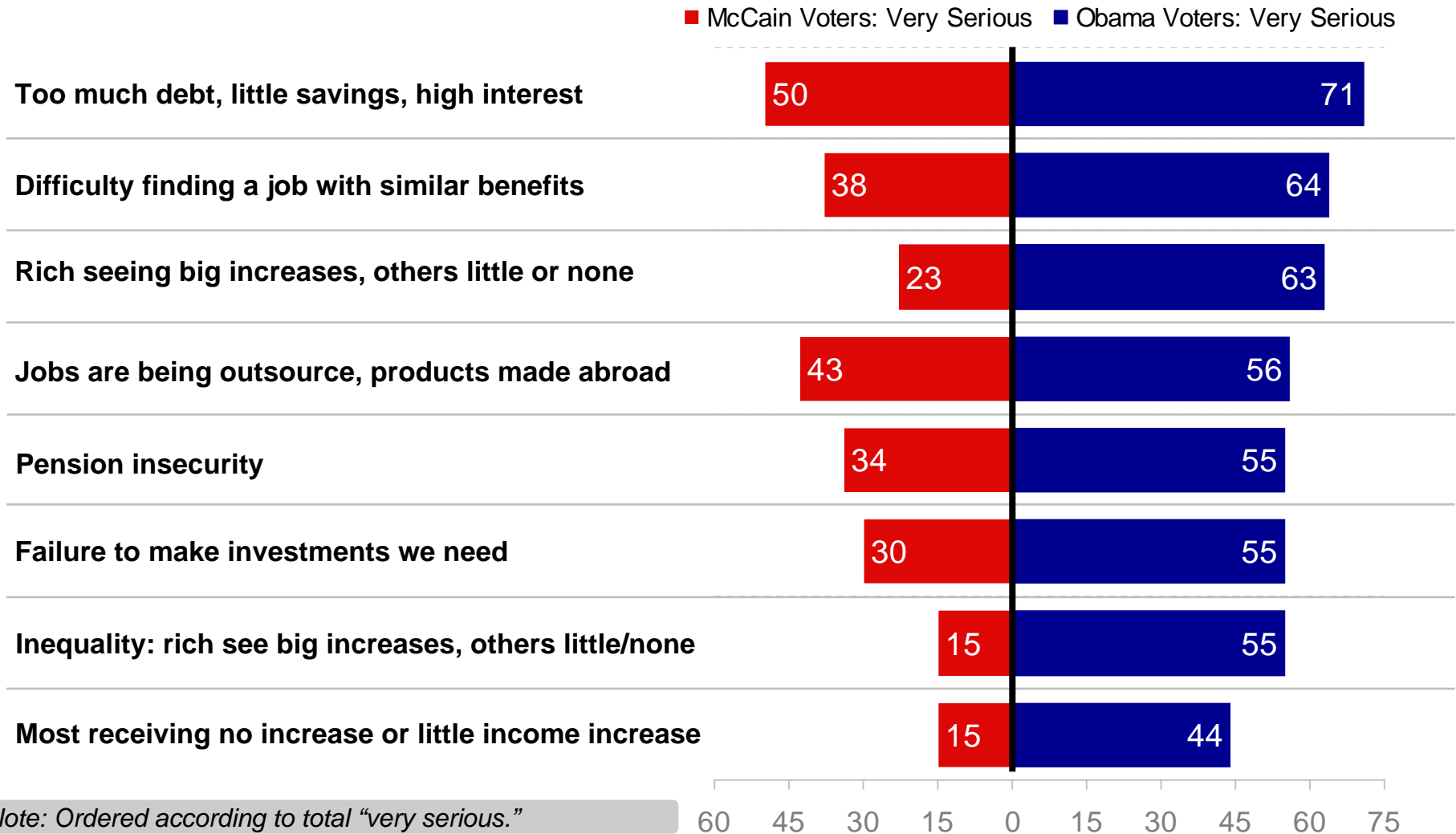


Most people in the country receiving no increase or little increase in income each year.



Obama voters see greater “very serious” urgency on economic concerns

For each issue I want you to tell me whether today you think it is a very serious problem, a serious problem, not too serious a problem, or not a problem at all in the current economy?

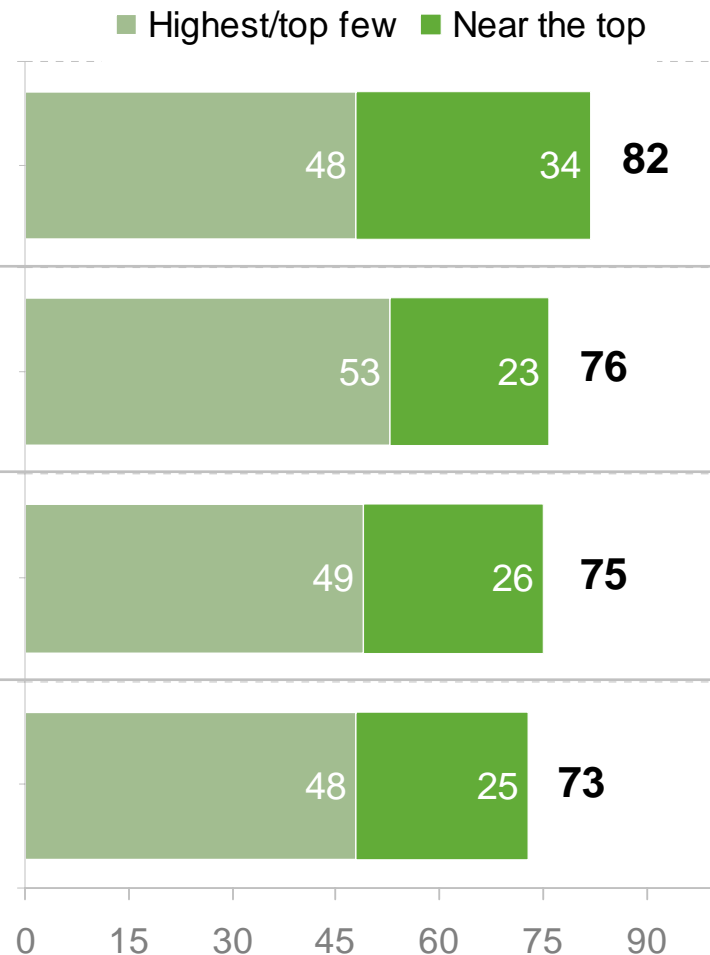


The Agenda

The Highest Priorities

Which of the following problems should President Obama/President Clinton give the greatest attention to?

End dependence on foreign oil by 2025 by requiring one quarter of U.S. electric power to come from alternative energy where new investments will create new jobs



**Note: 1992 data from Greenberg-Lake, the Analysis Group conducted November 4-8, 1992.*

Economic Projects Compete for Attention

Which of the following problems should President Obama/President Clinton give the greatest attention to?

Repeal the Bush tax cuts for those making over \$250,000 and cut taxes for middle class families and anyone making under \$200,000

Make job-creating investments in America's aging roads and transportation systems and stimulate new economic activity

Repeal tax breaks that benefit companies that move jobs overseas

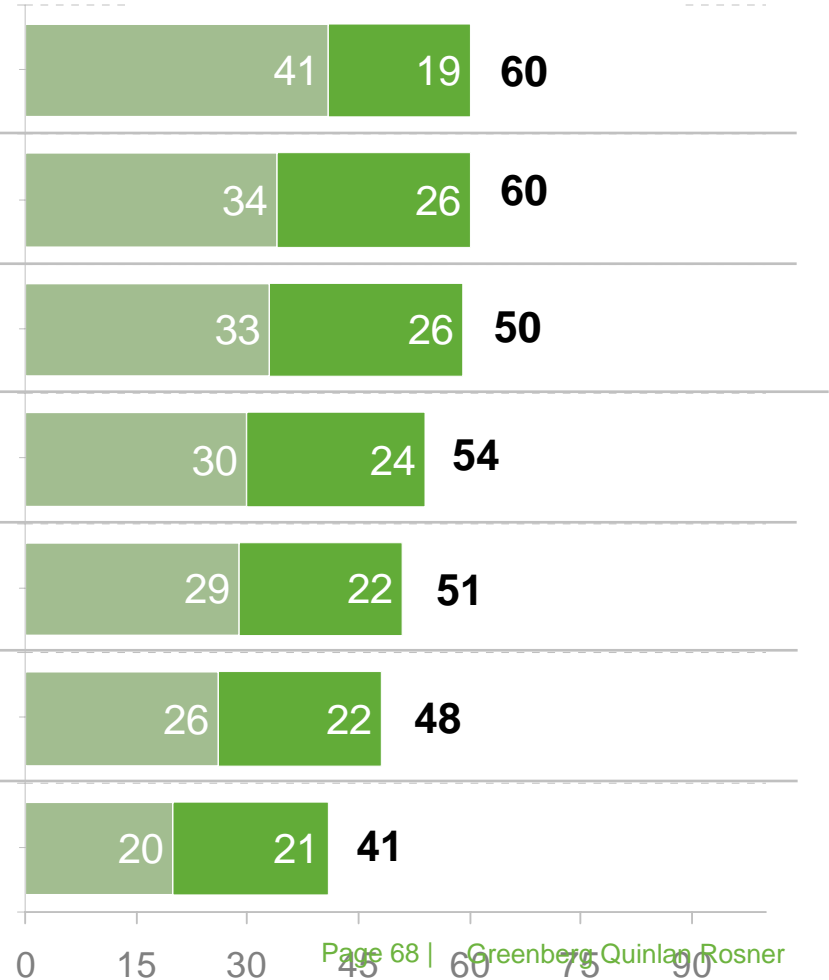
Raise the minimum wage so full-time workers earn a living wage that can cover basic needs for their family

Enact a three-month moratorium on all foreclosures so that people don't lose their homes

Make college affordable to all Americans with a tax credit of \$4,000 in exchange for community service

Expand opportunities for employees to organize in unions so full-time workers earn a living wage that can cover basic needs for their family

■ Highest/top few ■ Near the top



Progressive Winds Shaping Role of Government

Middle class is financially squeezed and in decline

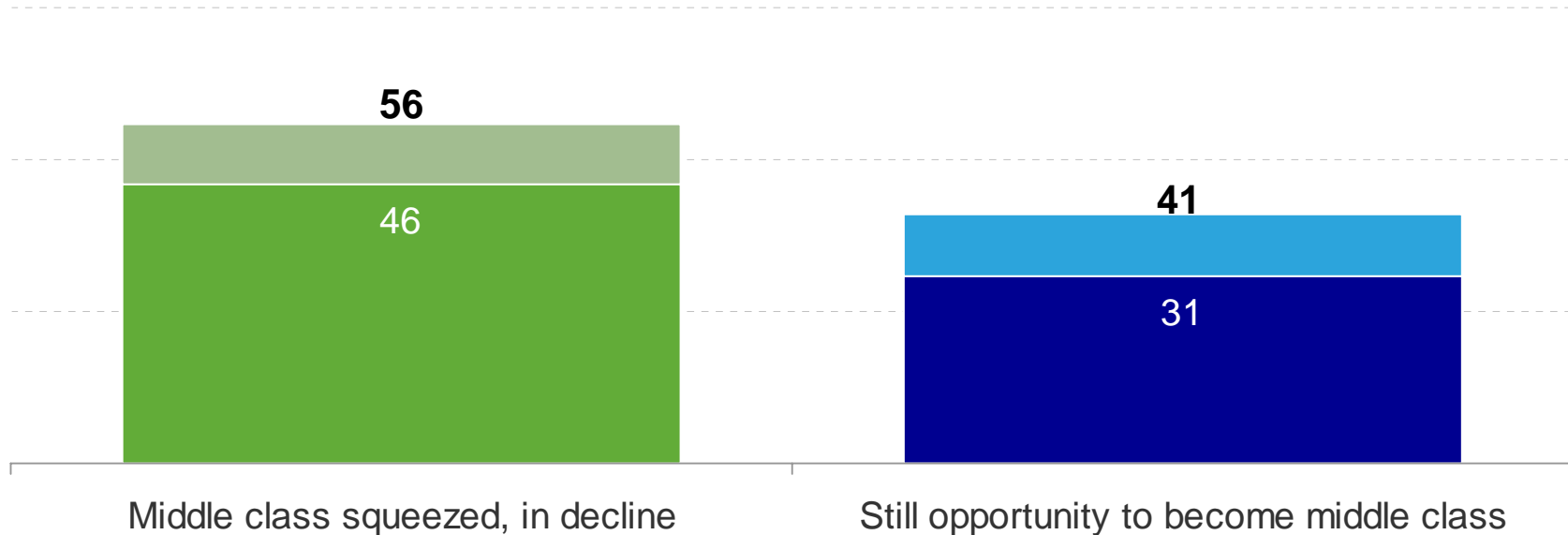
Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: America has been a middle class country but now the middle class is financially squeezed and in decline.

Statement 2: America is a country where there is still broad opportunity to become middle class.

- First statement strongly
- First statement somewhat
- Second statement strongly
- Second statement somewhat

+15

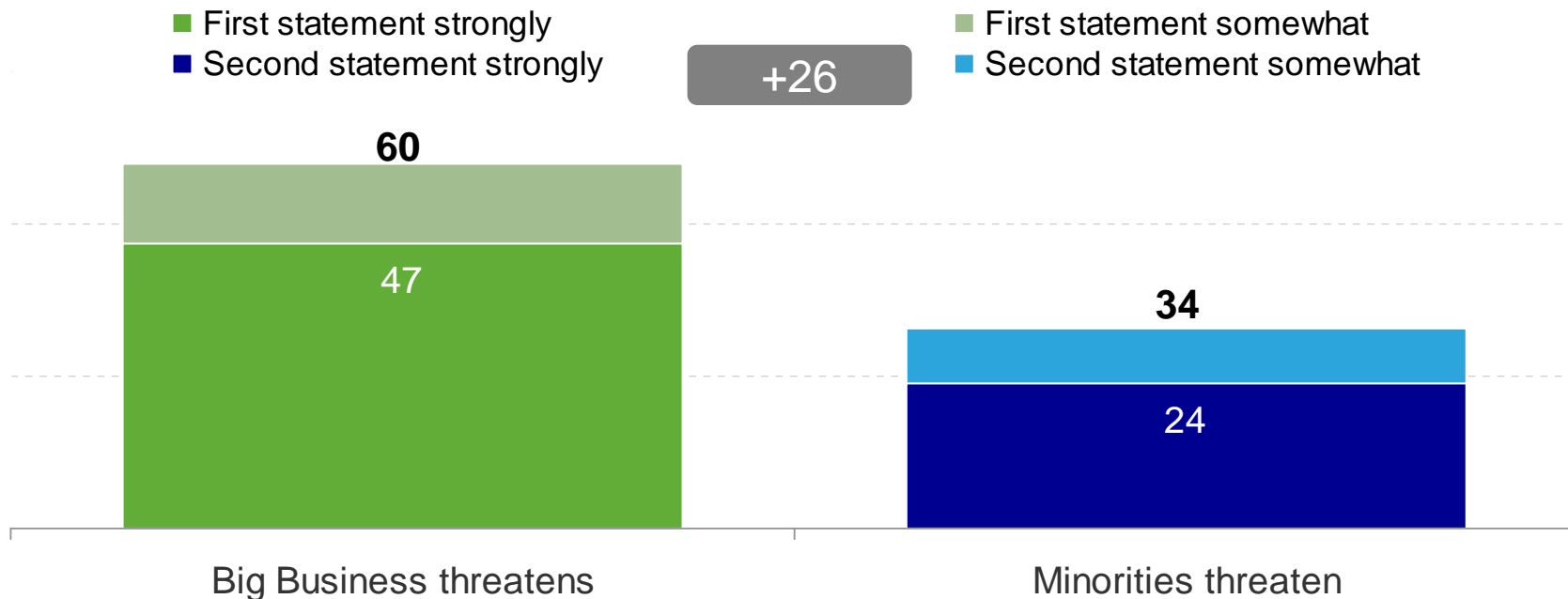


MC threatened by global and economic forces, not minorities/immigrants

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: The middle class now is more threatened by global trade, CEOs who care more about their companies than their own country and politicians who support free trade agreements backed by corporate special interests.

Statement 2: The middle class today is more threatened by affirmative action for minorities who don't take responsibility for their own lives and by illegal immigrants getting free government benefits.



More worried that we will give more tax breaks to rich and corporations

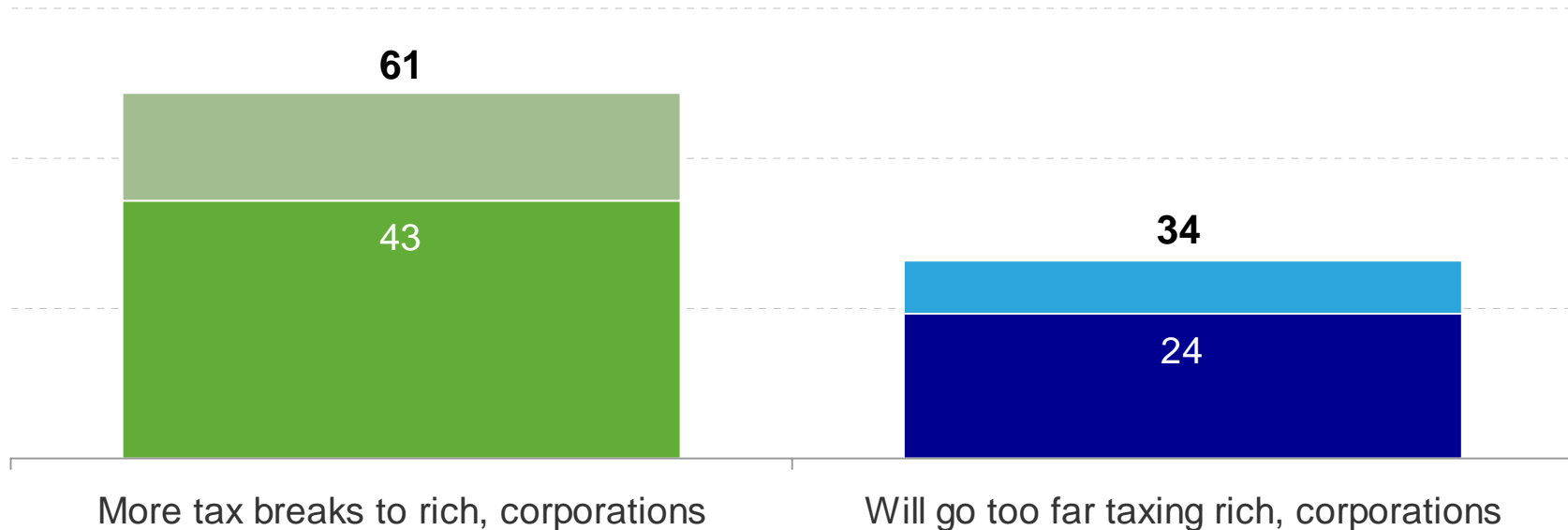
Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: I'm more worried that we will give more tax breaks to the rich and corporations

Statement 2: I'm more worried that we will go too far taxing the rich and corporations.

- First statement strongly
- Second statement strongly
- First statement somewhat
- Second statement somewhat

+27



Voters overwhelmingly prefer investing in schools over vouchers

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

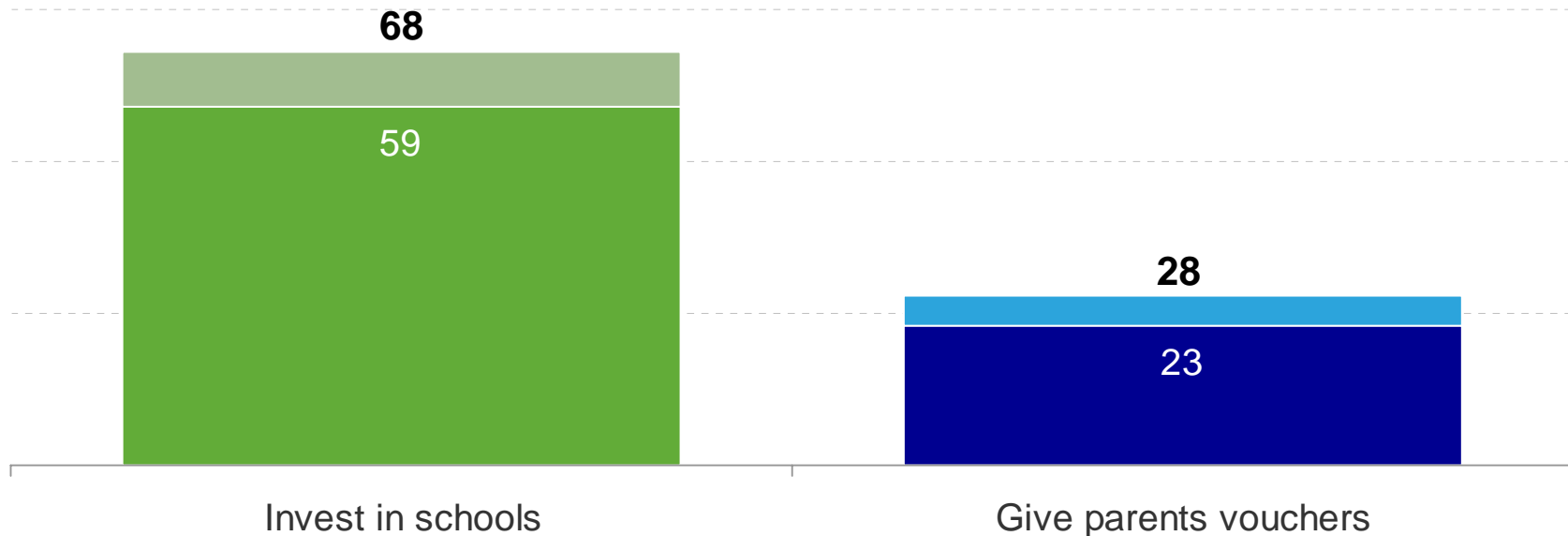
Statement 1: We need to reform our public schools and invest properly so that we can give our children a world class education.

Statement 2: We need to reform our schools by giving parents vouchers so they have more choice and can send their children to private schools when public schools are failing

- First statement strongly
- Second statement strongly

- First statement somewhat
- Second statement somewhat

+40



Voters more worried that too little will be done to enforce fair trade

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

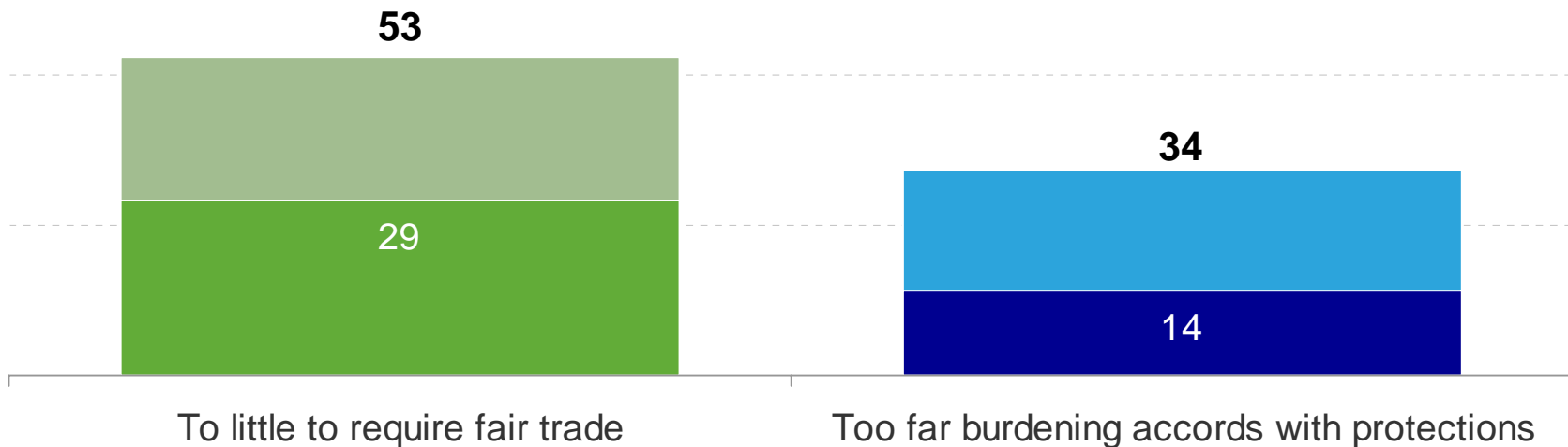
Statement 1: I'm more worried that we will do too little to require fair trade and enforce worker and consumer protections.

Statement 2: I'm more worried that we will go too far burdening free trade accords with protections for consumers and labor.

- First statement strongly
- Second statement strongly

- First statement somewhat
- Second statement somewhat

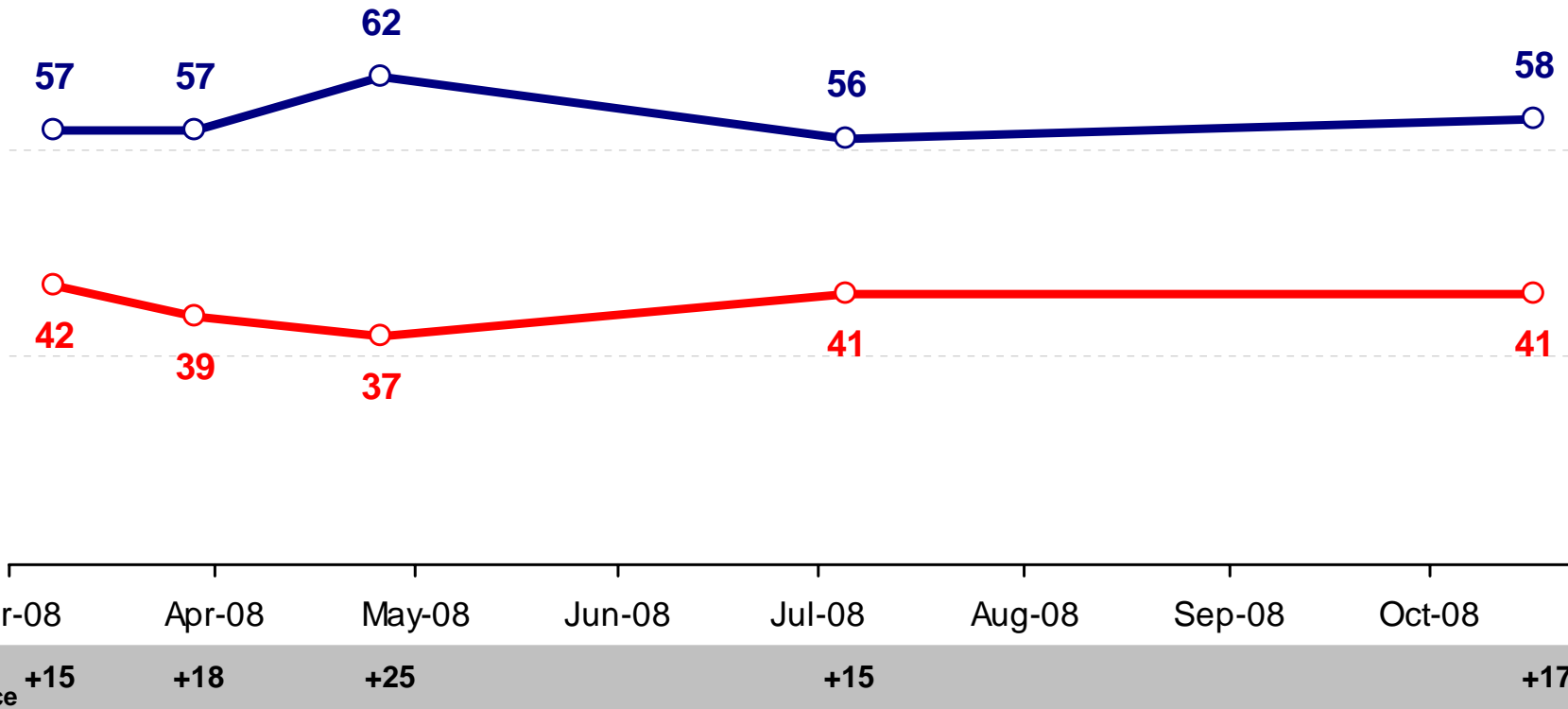
+19



Support for reducing troops stable and strong

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

- We need to start reducing the number of U.S. troops in Iraq.
- We must stay the course to achieve stability and finish the job in Iraq

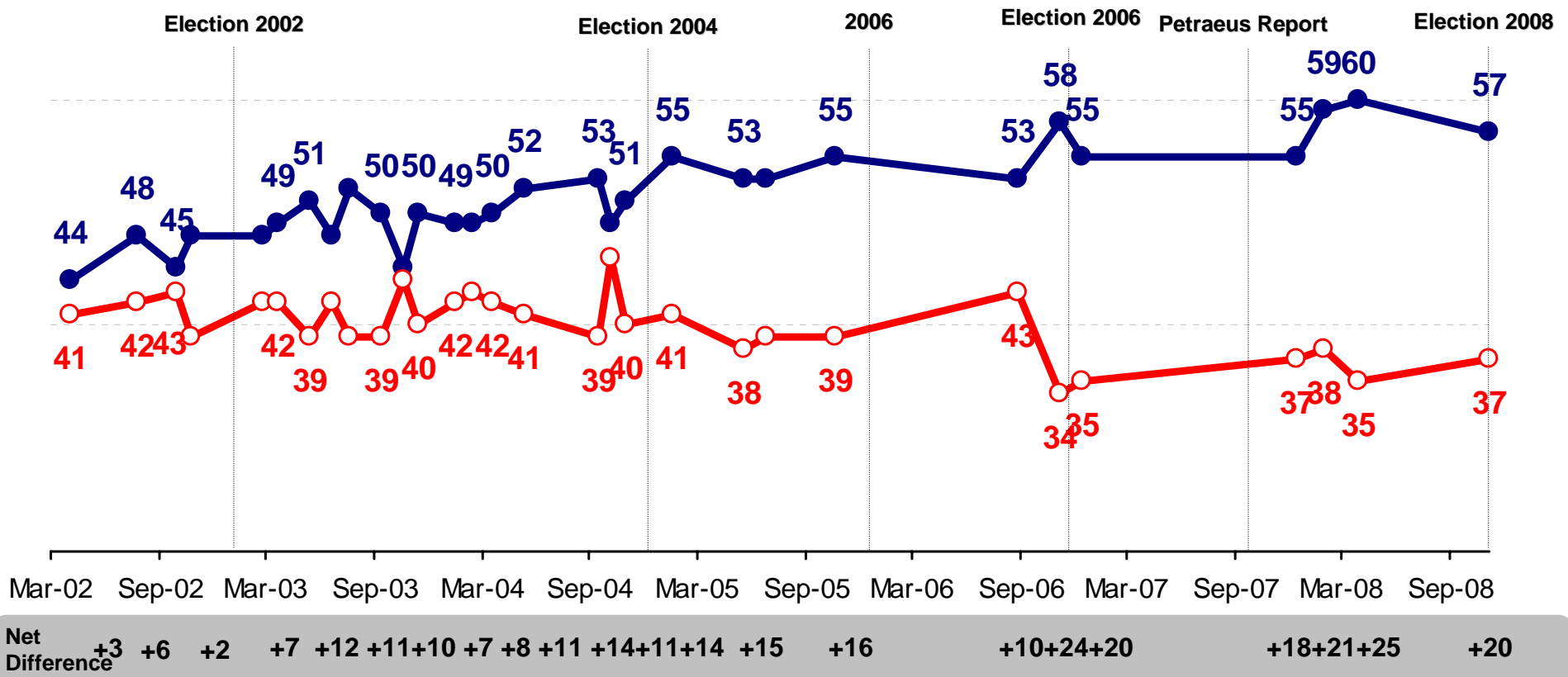


*Note: Data from Democracy Corps surveys conducted over the last several months.

Support for multilateralism near highest level

Now I'm going to read you some statements. Please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right:

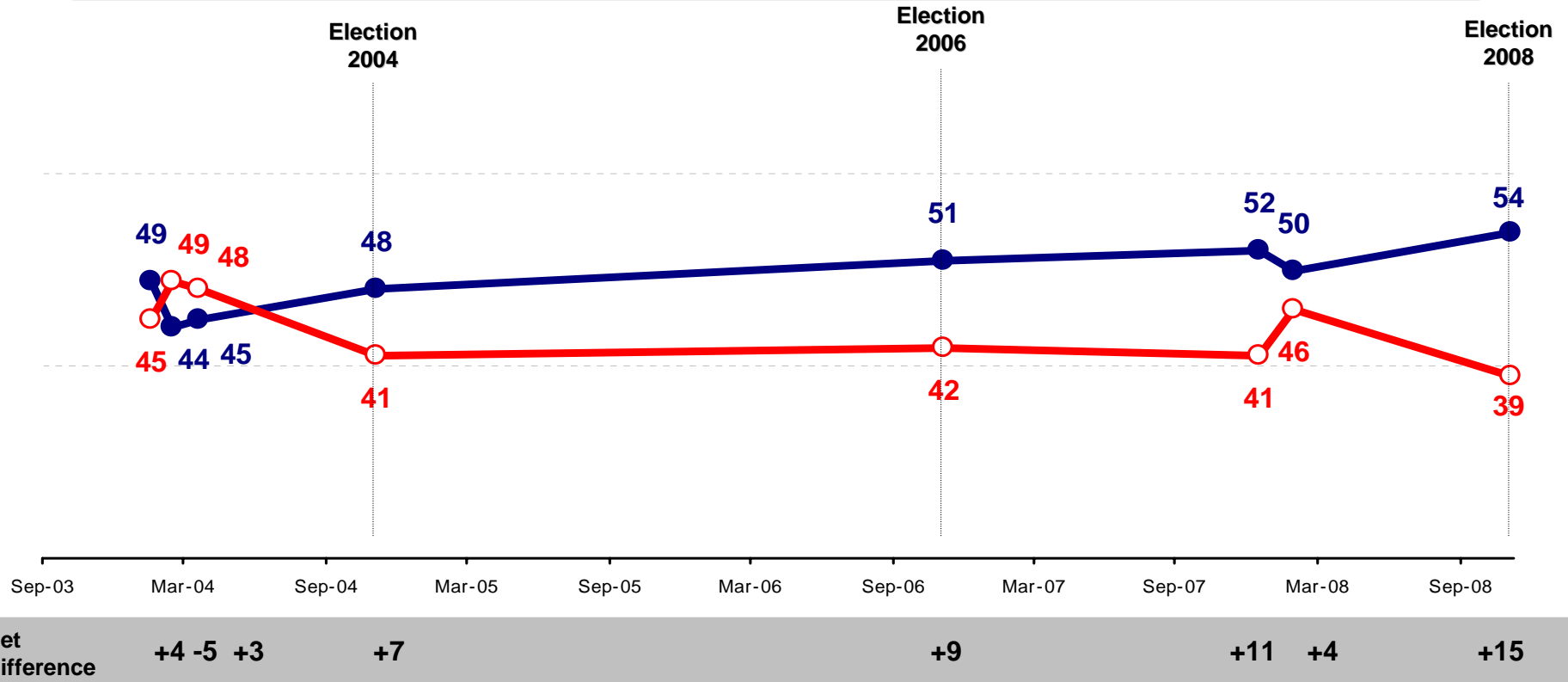
- America's security depends on building strong ties with other nations.
- Bottom line, America's security depends on its own military strength.



Inexorable gains on tolerance on sexual preference

Now I'm going to read you some statements. Please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right:

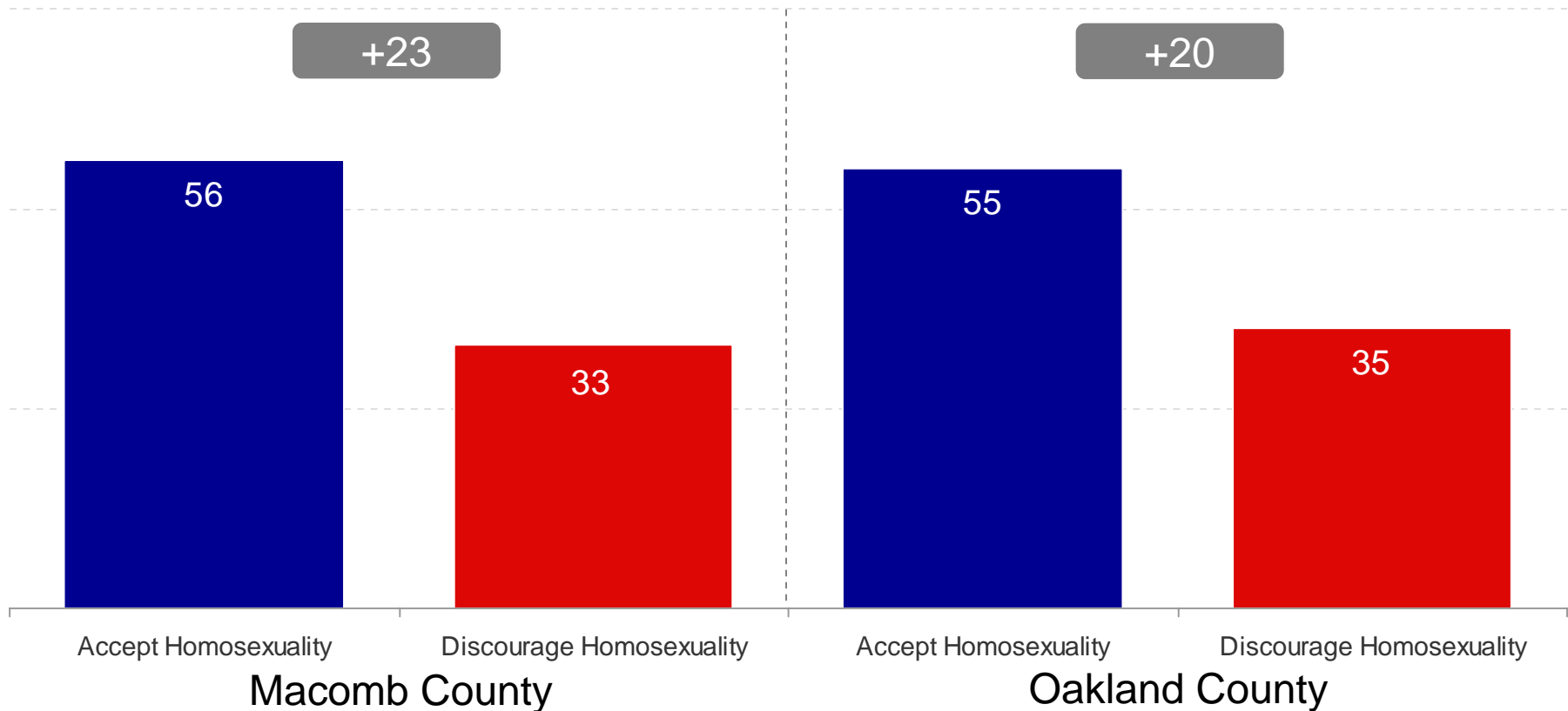
- Homosexuality is a way of life that should be accepted by society.
- Homosexuality is a way of life that should be discouraged by society.



Voters more tolerant in Macomb, Oakland Michigan

Now I'm going to read you some statements. Please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right:

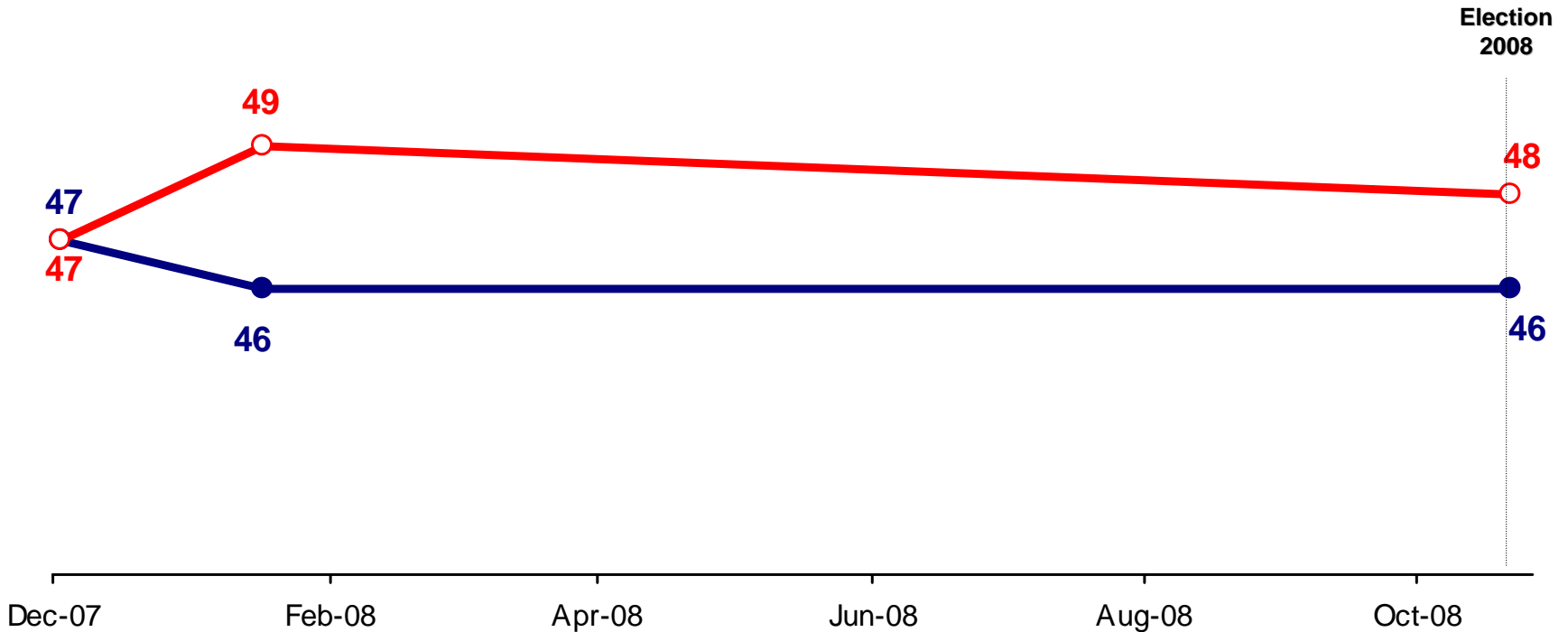
- Homosexuality is a way of life that should be discouraged by society.
- Homosexuality is a way of life that should be accepted by society.



Voters split on community vs. self-reliance

Now I'm going to read you some statements. Please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right:

- America needs more community and helping one another
- America needs more self-reliance and personal responsibility



Net Difference: 0 -3 -2

Caution on unaccountable spending & taxes

Voters more worried McCain would continue economic policies than Obama being a tax and spender

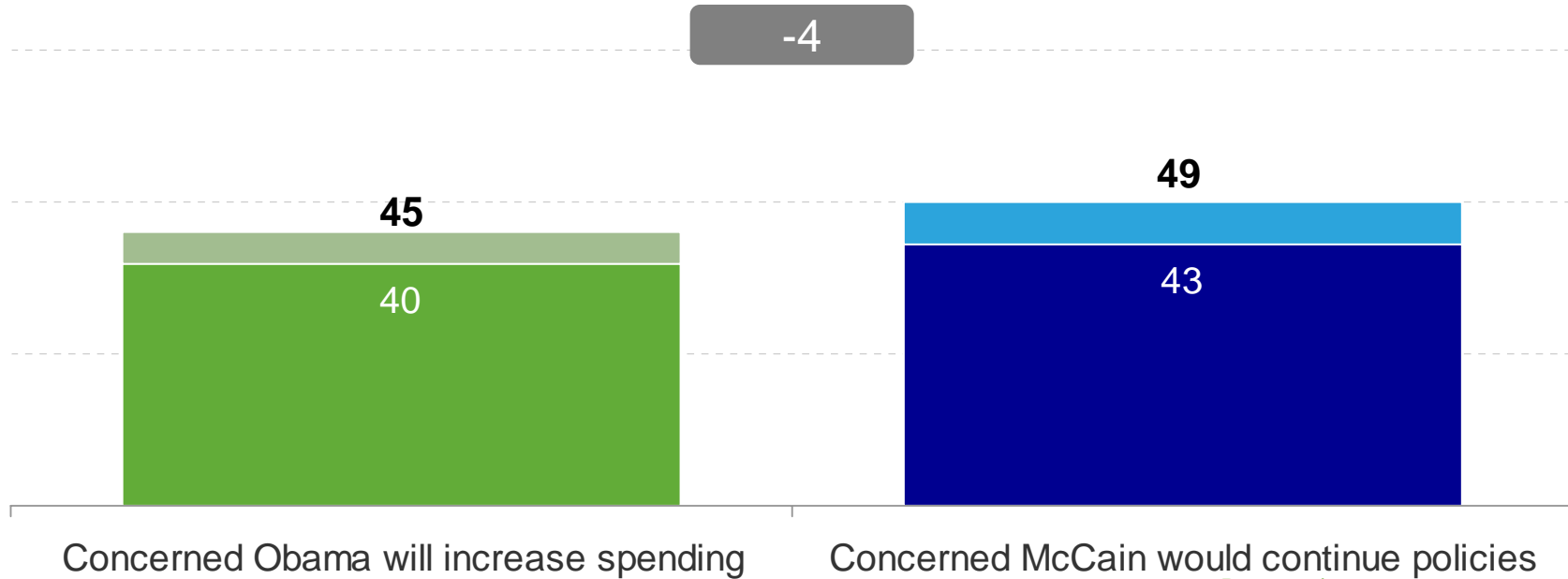
Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: When I voted, I was more concerned that Obama will raise taxes and increase government spending.

Statement 2: When I voted, I was more concerned that McCain will continue the economic policies that have cost us jobs and caused higher prices.

- First statement strongly
- Second statement strongly

- First statement somewhat
- Second statement somewhat

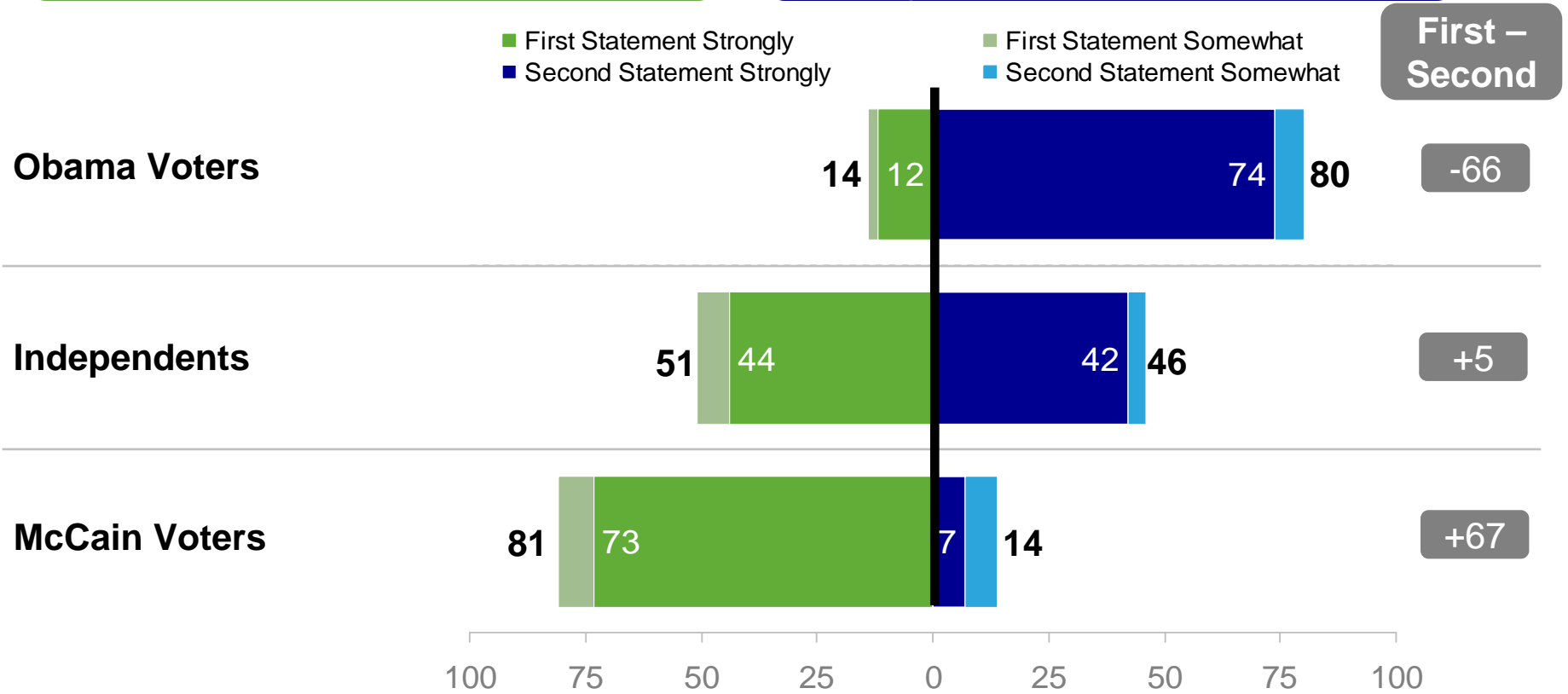


Independents more worried Obama would tax and spend

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: When I voted, I was more concerned that Obama will raise taxes and increase government spending.

Statement 2: When I voted, I was more concerned that McCain will continue the economic policies that have cost us jobs and caused higher prices.



Voters split on investment vs. spending

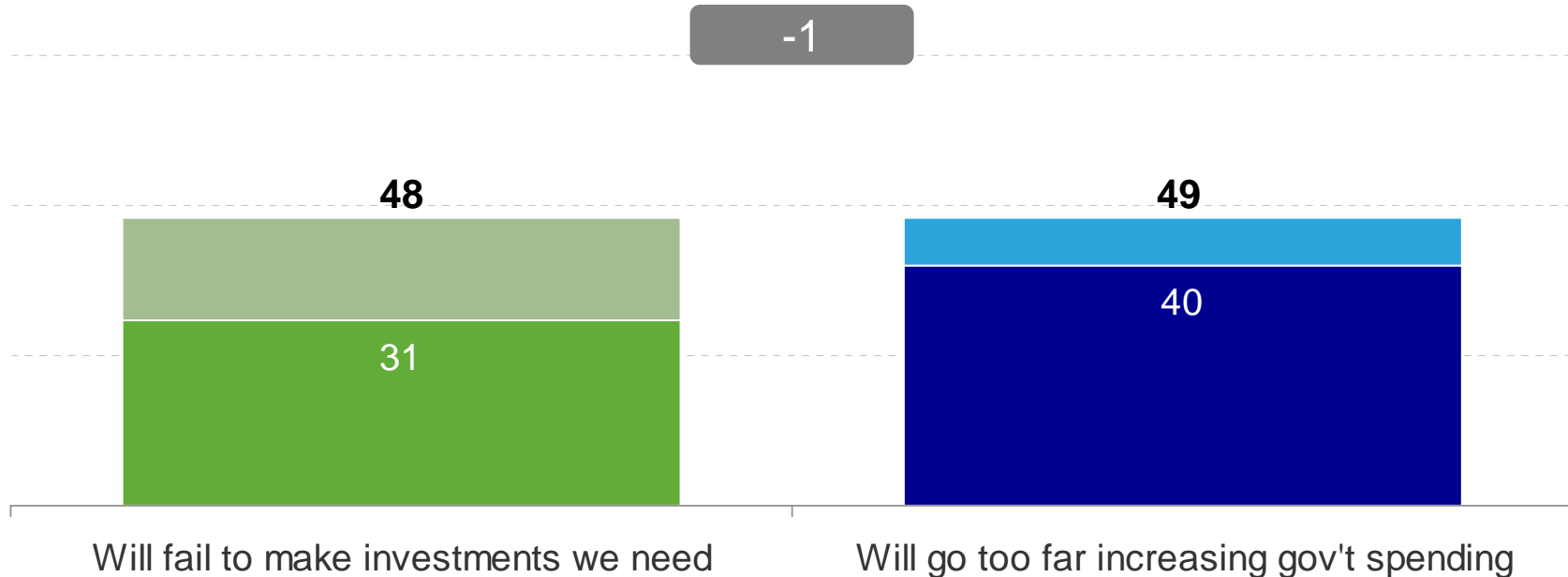
Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: I'm more worried that we will fail to make the investments we need to create jobs and strengthen the economy.

Statement 2: I'm more worried that we will go too far in increasing government spending and will end up raising taxes to pay for it.

- First statement strongly
- Second statement strongly

- First statement somewhat
- Second statement somewhat

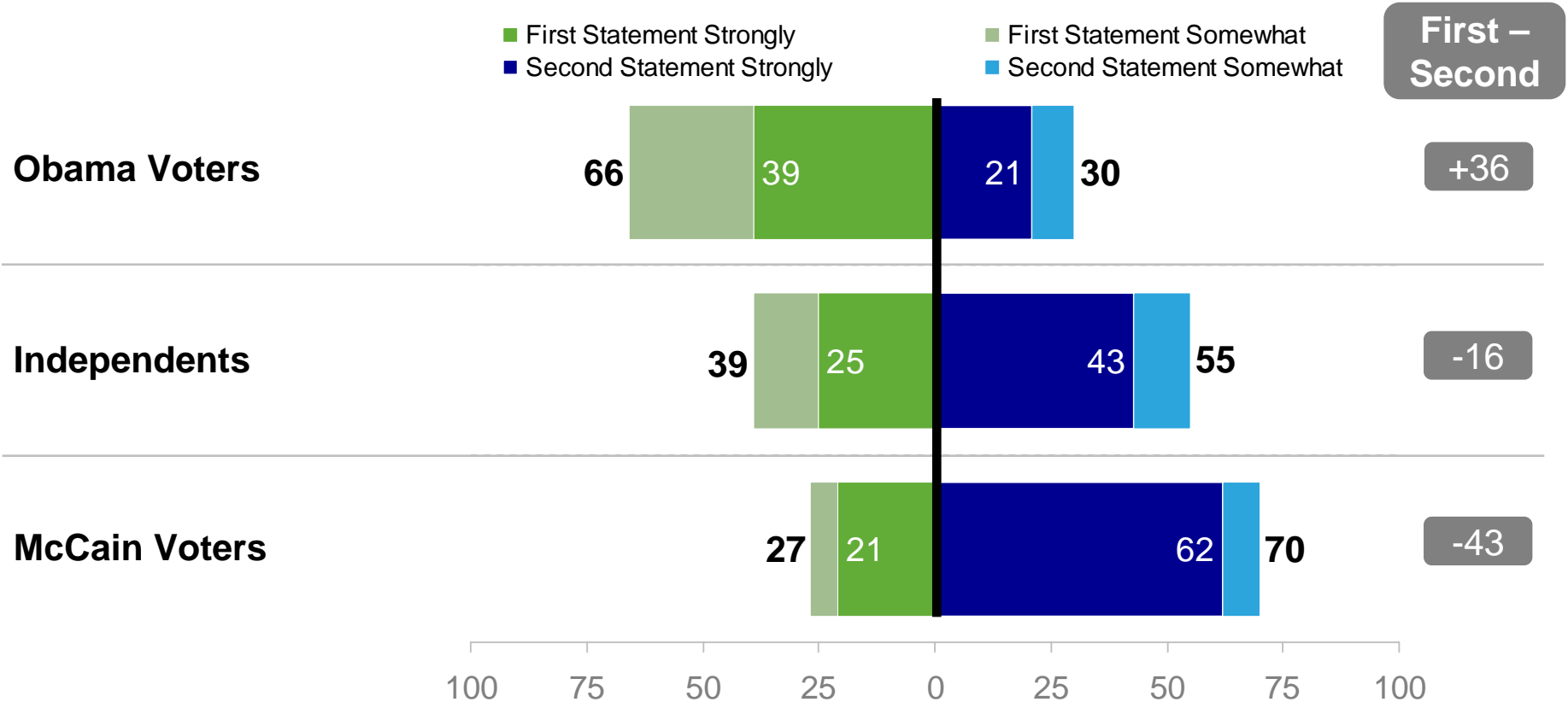


Independents fearful government will go too far in increasing spending

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: I'm more worried that we will fail to make the investments we need to create jobs and strengthen the economy.

Statement 2: I'm more worried that we will go too far in increasing government spending and will end up raising taxes to pay for it.



Voters slightly more worried we will go too far with regulation

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

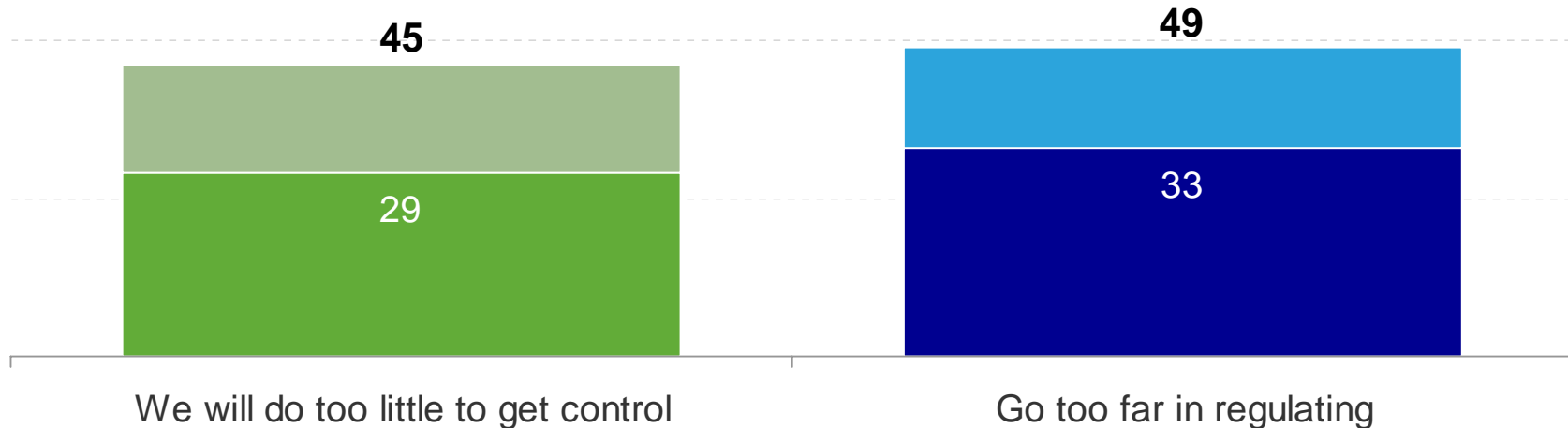
Statement 1: I'm more worried that we will do too little to get the financial community under control and allow for another era of speculative booms and busts.

Statement 2: I'm more worried that we will go too far in regulating the financial community which will ultimately harm our economy.

- First statement strongly
- Second statement strongly

- First statement somewhat
- Second statement somewhat

-4



By slight margin voters prefer step-by-step action on health care

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: On health care, we need to act boldly to address the problems.

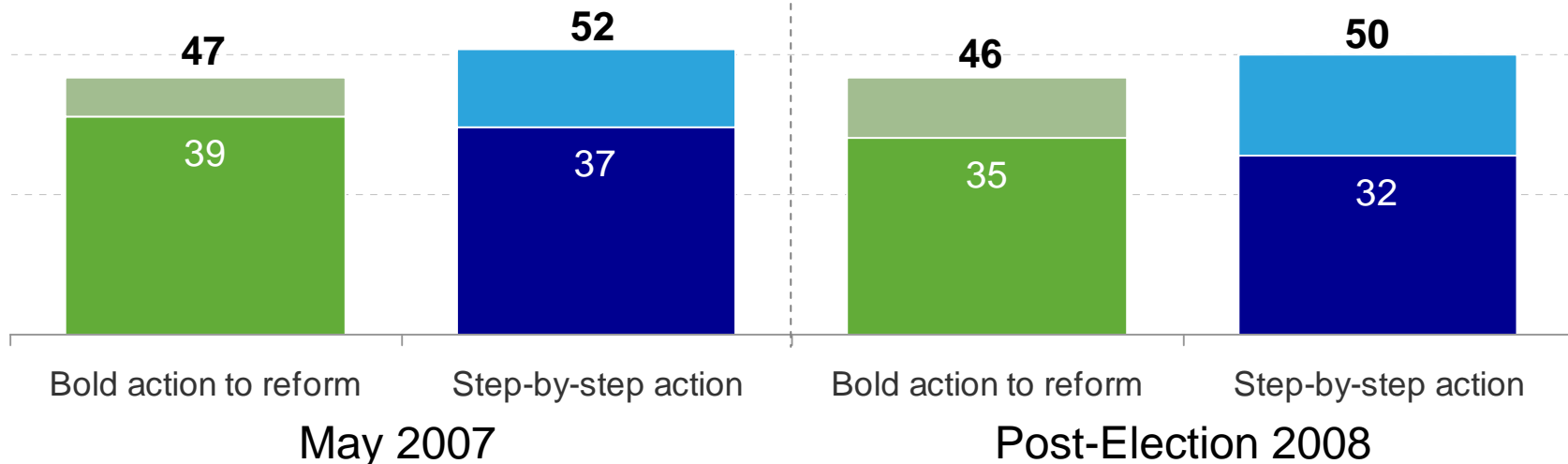
Statement 2: On health care, we need to act step-by-step to address the problems

- First statement strongly
- Second statement strongly

-5

- First statement somewhat
- Second statement somewhat

-4



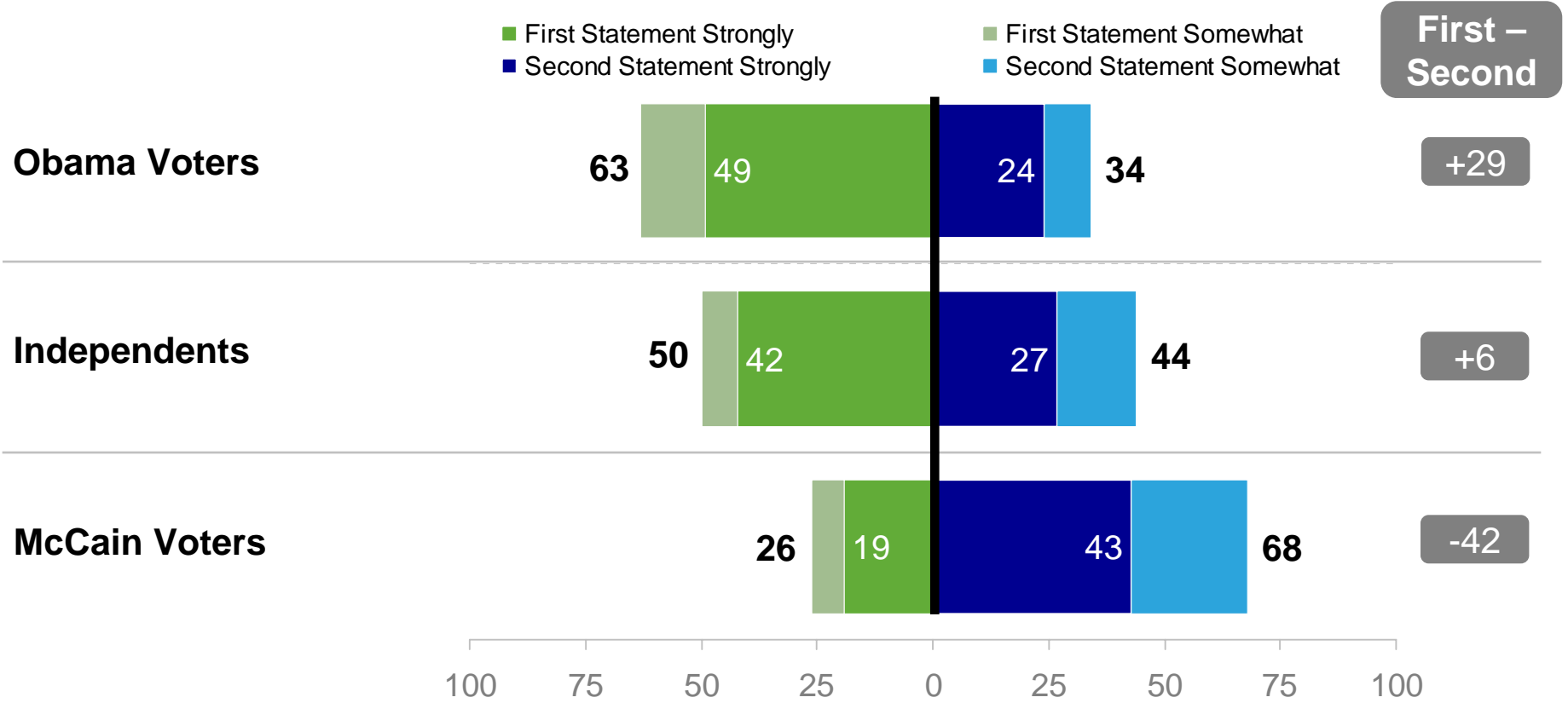
*Note: March data from Democracy Corps poll conducted May 29-31, 2007, of 1,000 likely voters nationwide.

Independents lean toward bold action on health care

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: On health care, we need to act boldly to address the problems.

Statement 2: On health care, we need to act step-by-step to address the problems



Future of Republican Party

Voters blame Republicans loss on them being too conservative

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: The Republicans lost in 2006 and in 2008 because they are too conservative.

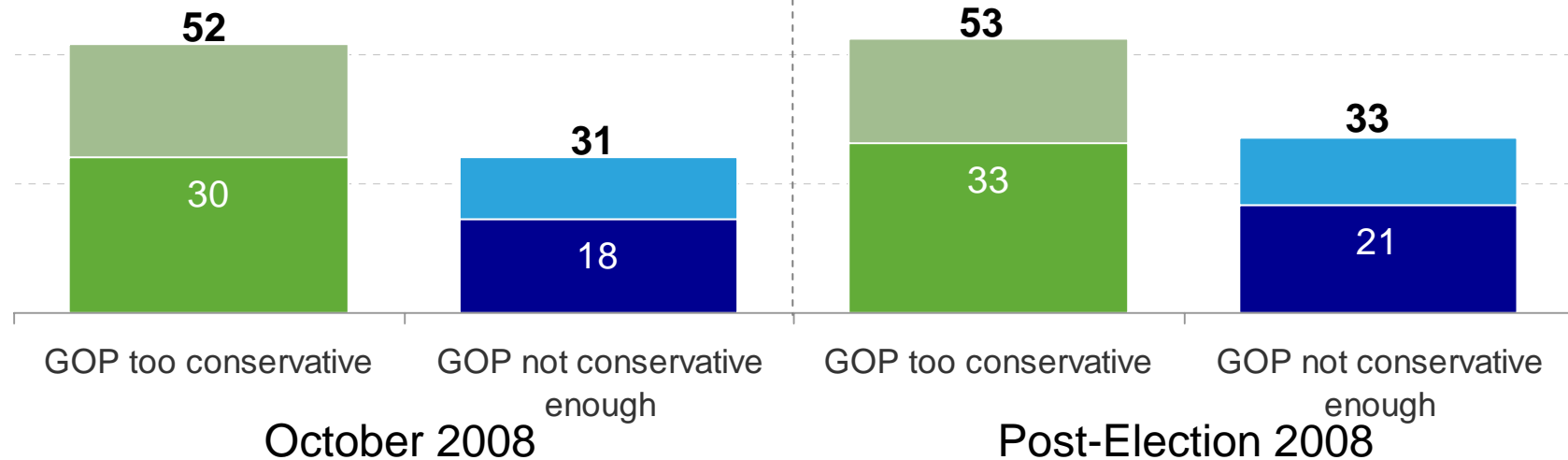
Statement 2: The Republicans lost in 2006 and in 2008 because they are not conservative enough.

- First statement strongly
- Second statement strongly

+21

- First statement somewhat
- Second statement somewhat

+20



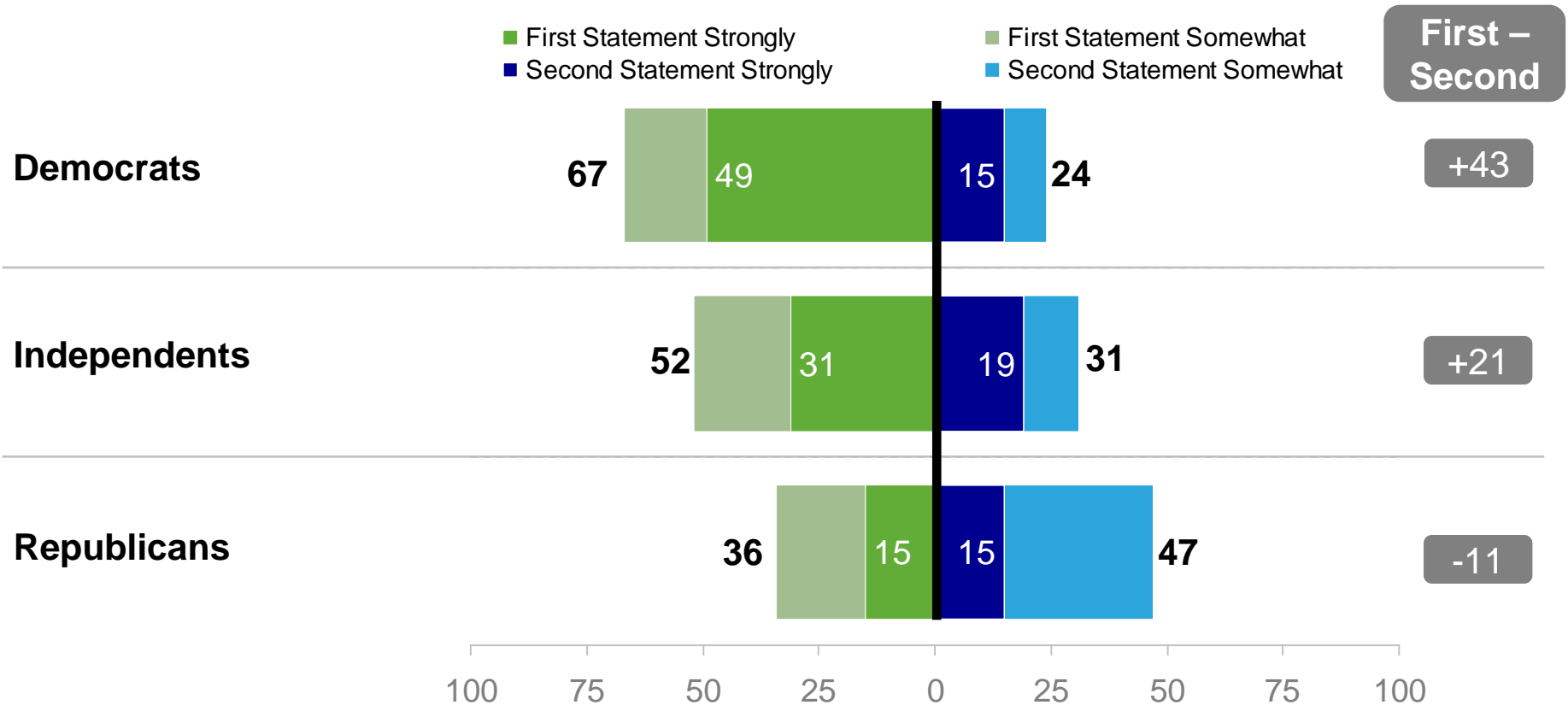
*Note: October data from Democracy Corps poll conducted October 15-19, 2008 of 1,000 likely voters nationwide.

Republicans think they lost because not conservative enough

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: The Republicans lost in 2006 and in 2008 because they are too conservative.

Statement 2: The Republicans lost in 2006 and in 2008 because they are not conservative enough.



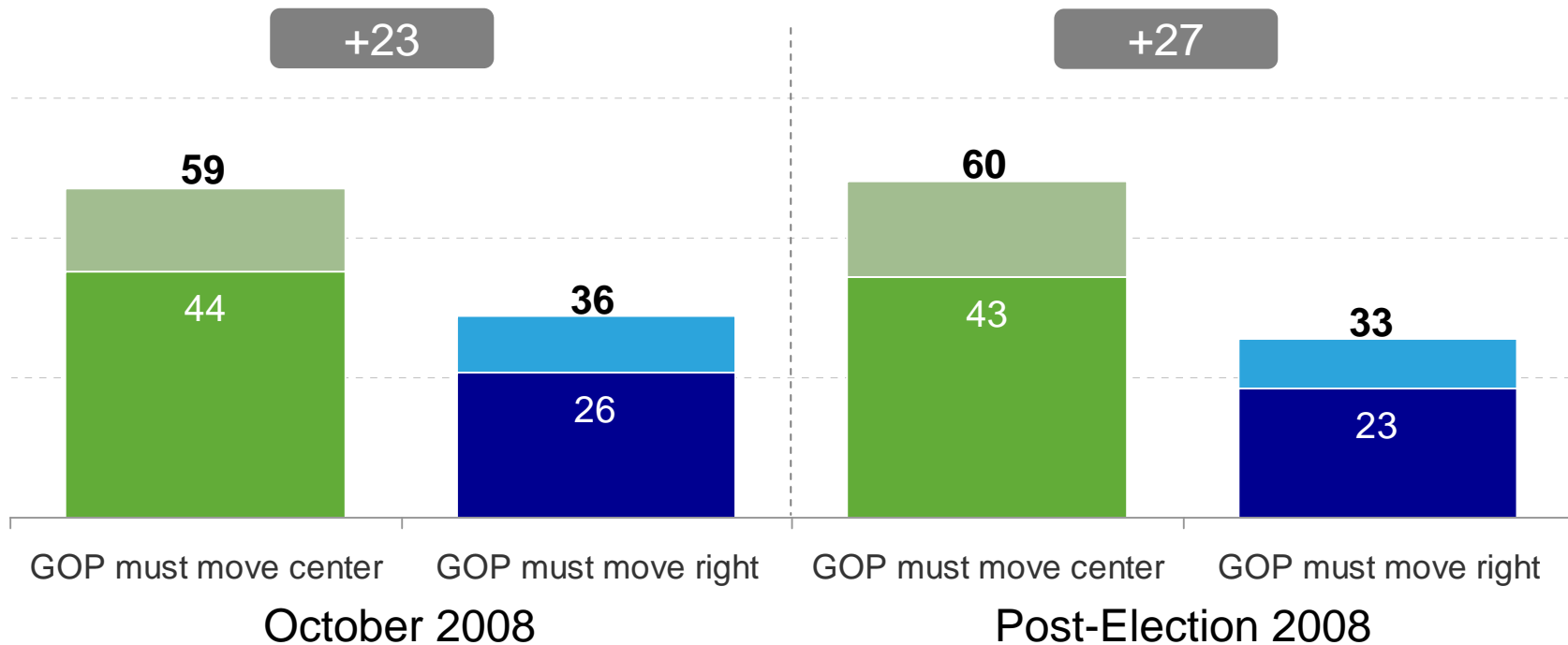
Most voters think GOP needs to move to the center in order to win

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: In order to win in the future the Republican Party must move more to the center in order to win over moderate and independent voters.

Statement 2: In order to win in the future the Republican Party needs to move more to the right and back to its conservative principles.

■ First statement strongly ■ First statement somewhat ■ Second statement strongly ■ Second statement somewhat



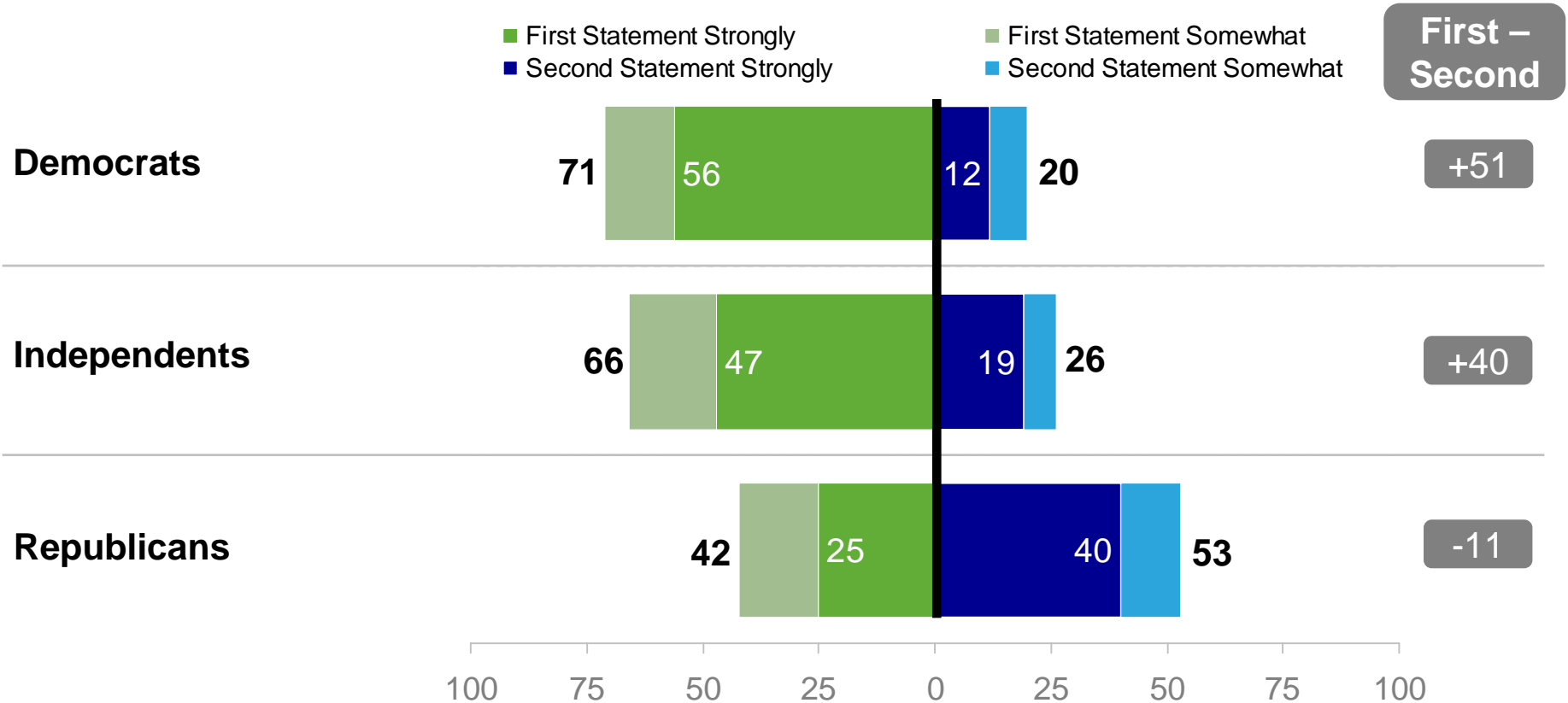
*Note: October data from Democracy Corps poll conducted October 15-19, 2008 of 1,000 likely voters nationwide.

Republicans thinks GOP should move to the right in order to win

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: In order to win in the future the Republican Party must move more to the center in order to win over moderate and independent voters.

Statement 2: In order to win in the future the Republican Party needs to move more to the right and back to its conservative principles.



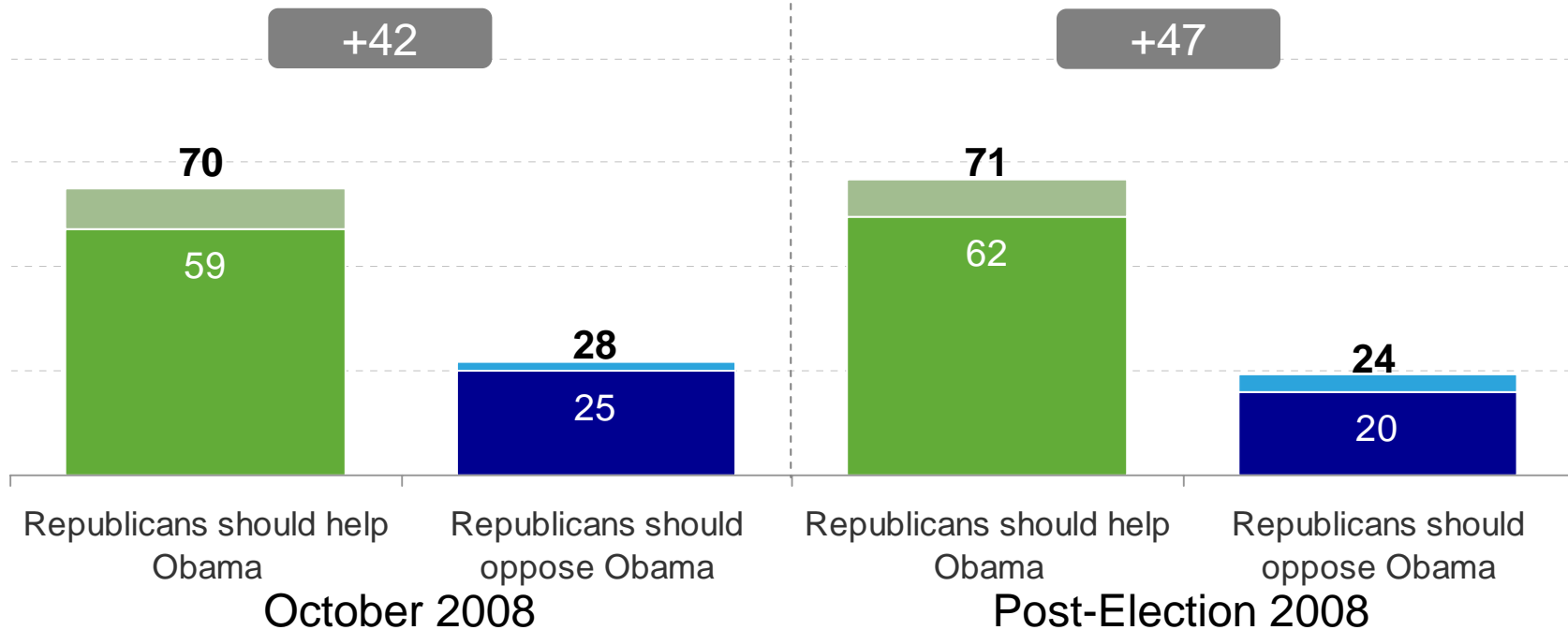
Voters overwhelmingly want Republicans to give Obama benefit of doubt

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: Republicans should give Barack Obama the benefit of the doubt and help him achieve his plans.

Statement 2: Barack Obama will lead the country down the wrong path and Republicans should oppose his plans.

■ First statement strongly ■ First statement somewhat ■ Second statement strongly ■ Second statement somewhat



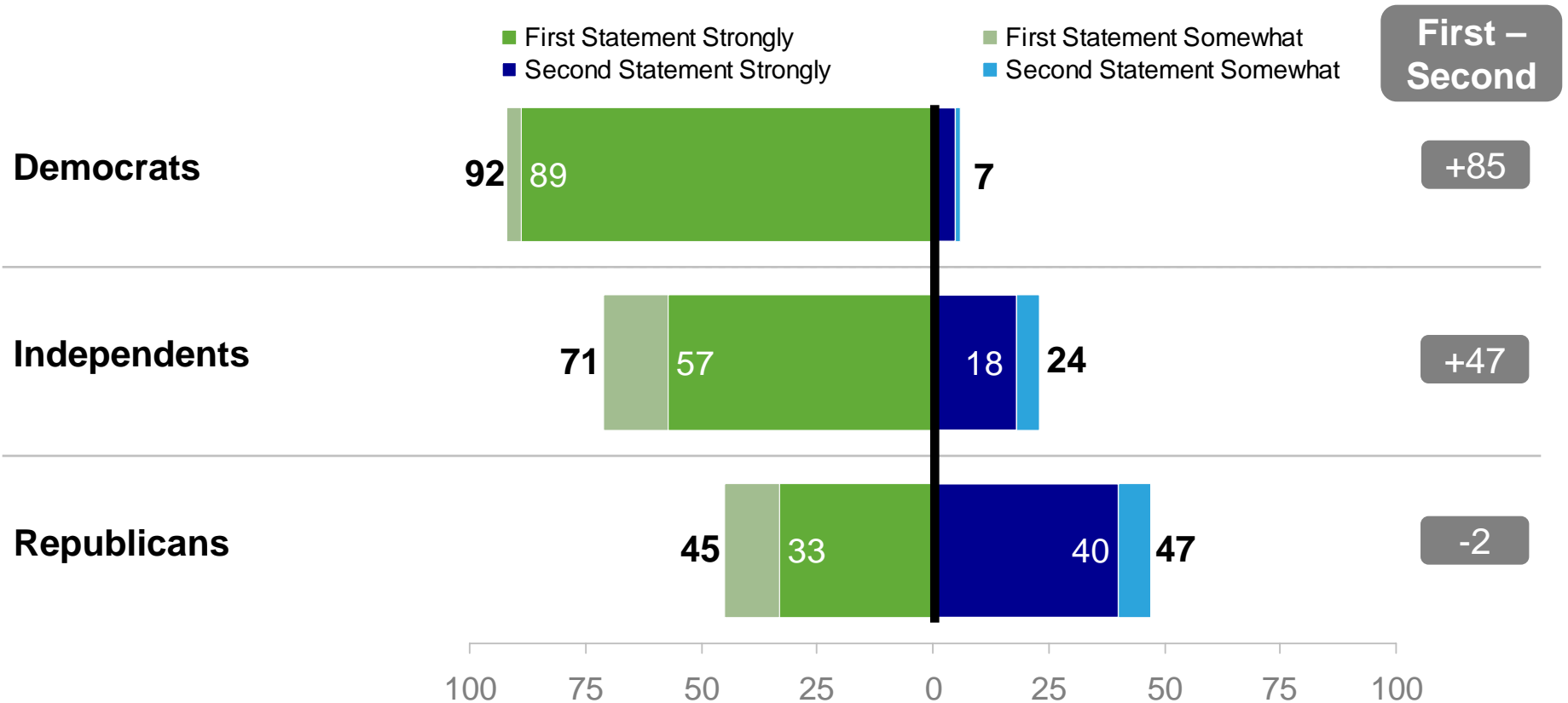
*Note: October data from Democracy Corps poll conducted October 15-19, 2008 of 1,000 likely voters nationwide.

Republicans split on if they want their party to work with Obama

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: Republicans should give Barack Obama the benefit of the doubt and help him achieve his plans.

Statement 2: Barack Obama will lead the country down the wrong path and Republicans should oppose his plans.



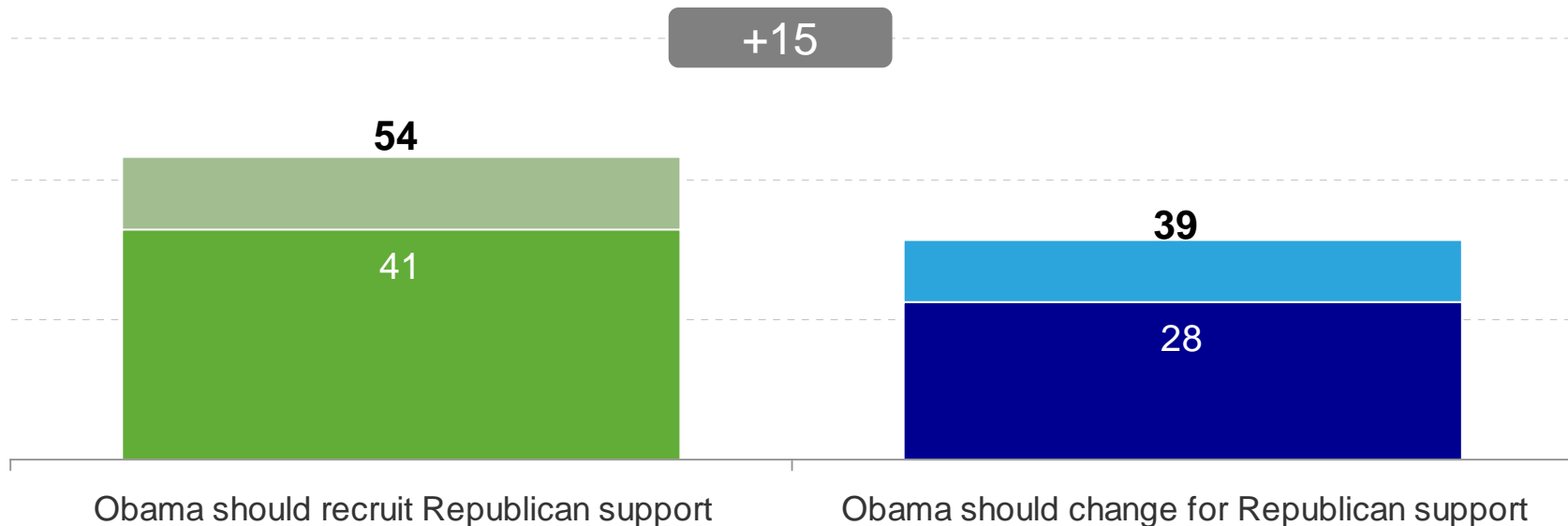
Voters want Obama to enlist Republicans, not change his plans

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: Obama should work to enlist Republicans to support his reform plans.

Statement 2: Obama should change his reform plans to enlist Republican support.

■ First statement strongly ■ First statement somewhat ■ Second statement strongly ■ Second statement somewhat

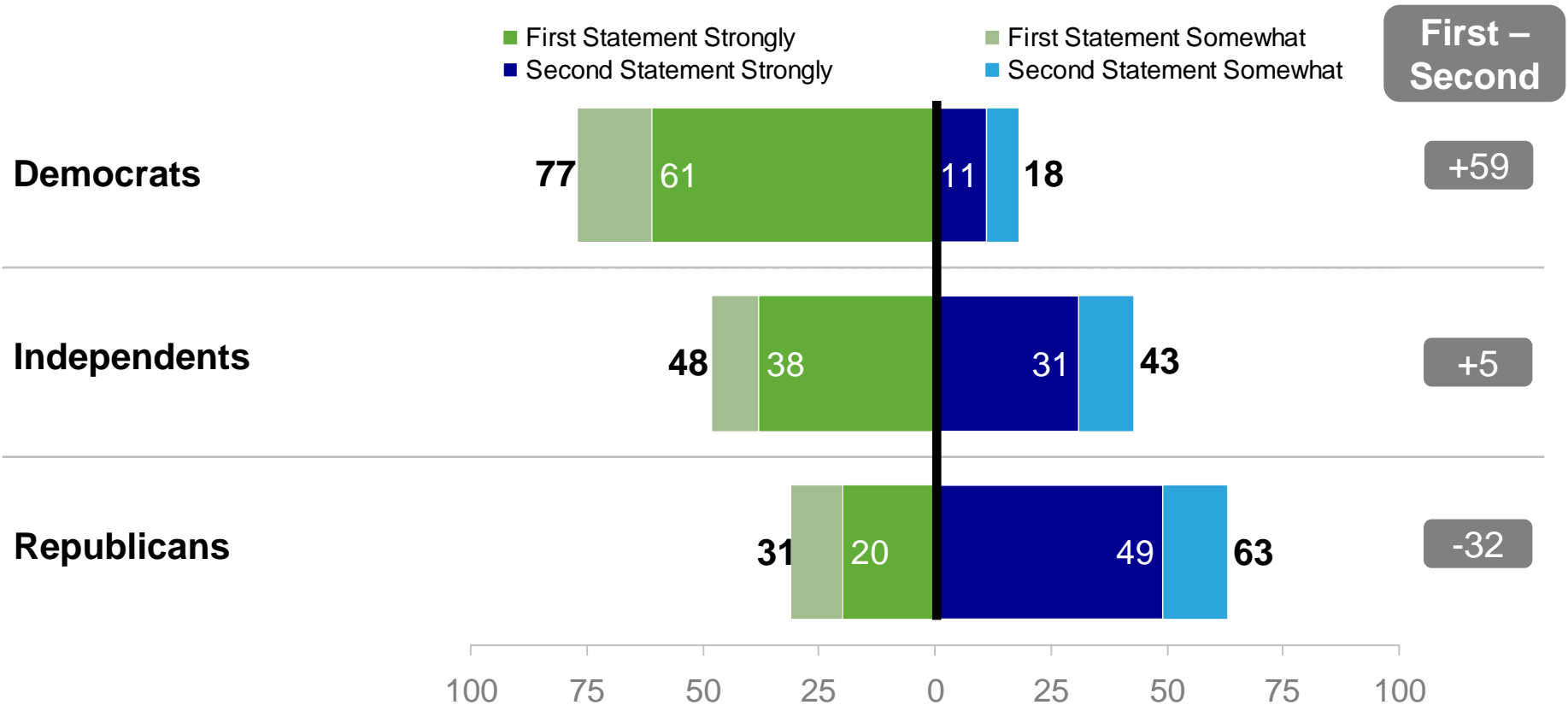


But independents split on enlisting or changing

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: Obama should work to enlist Republicans to support his reform plans.

Statement 2: Obama should change his reform plans to enlist Republican support.



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