

Ipsos Public Affairs (Election Study)

If the election for president were held today and the candidates were (READ ANSWER LIST), for whom would you vote?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M - N/O/P/Q

* small base

		Gender		Age							Age/Gender				Generations			
	Total	Male	Femal e	18-29	30-39	40-49	50-64	65+	18-34	35+	Men 18-44	Men 45+	Wome n 18- 44	Wome n 45+	Pre boome rs (1901- 1945)	Baby boome rs (1946- 1964)	Gener ation X'ers (1965- 1974)	Gener ation Next (1975- current)
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	1000	441	559	89	130	180	312	282	155	838	140	297	163	393	309	399	126	134
	1000	485	515	182*	194	185	244	188	305	688	232	249	234	278	204	344	154	267
Barack Obama, the Democrat	463 46%	218 45%	245 48%	114 63% EFG	102 53% EF	71 39%	96 39%	79 42%	185 61% I	278 40%	129 56% KM	90 36%	124 53% K	121 44%	86 42%	134 39%	67 43%	163 61% NOP
John McCain, the Republican	345 35%	189 39% B	156 30%	48 26%	61 31%	73 39%	96 39% C	66 36%	81 27%	263 38% H	76 33%	112 45% JLM	69 29%	87 31%	73 36%	138 40% Q	57 37%	71 27%
(DO NOT READ) Neither	142 14%	58 12%	84 16%	16 9%	25 13%	32 17%	39 16%	28 15%	32 10%	108 16%	24 10%	33 13%	32 14%	51 18% J	30 15%	53 16%	23 15%	29 11%
DK/NS	49 5%	20 4%	30 6%	4 2%	6 3%	8 5%	14 6%	14 7%	6 2%	39 6%	3 1%	15 6% J	10 4%	18 7% J	15 7% Q	19 5%	8 5%	4 1%

Detailed tables

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* small base

		Household Income							Race / Ethnicity					Non-Hispanic White Subgroups				Education		
	Total	Under \$25K	\$25K- <\$50 K	\$50K- <\$75 K	\$75K +	Under \$50K	\$50K- <\$100 K	\$100 K+	White	Black	Hispanic	Non-Hispanic White	Total Minorities	Age 18-44	Age 45+	Men	Women	HS or less	Some college	College degree
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	1000	228	183	174	275	411	282	167	782	90	128	733	243	177	553	330	403	348	321	325
Weighted	1000	261	184	171	258	445	279	150	723	131*	132*	682	290	265	414	337	345	506	228	260
Barack Obama, the Democrat	463 46%	136 52% F	97 53% DF	70 41% ABE	108 42% ABE	234 53% FCD	114 41% EAB	64 42% EAB	283 39% IJ	110 84% HJ	86 65% HK	259 38% JL	195 67% K	109 41% 42%	149 36% 41%	124 37% 45%	134 39% 37%	248 49% 30%	98 43% 39% Q	117 45% 39% Q
John McCain, the Republican	345 35%	75 29%	44 24%	77 45% ABE	112 43% ABE	119 27% EAB	120 43% EAB	69 46% EAB	293 41% IJ	7 5% 9%	28 21% 12%	281 41% 15%	56 19% 12%	113 42% 14%	168 41% 16%	152 45% 13%	129 37% 17%	150 30% 17% S	89 39% 14% 32 14% 10%	102 39% 25 10%
(DO NOT READ) Neither	142 14%	37 14%	31 17%	22 13%	29 11%	68 15%	38 13%	13 9%	109 15%	12 9%	17 12%	104 15%	33 12%	37 14%	67 16%	45 13%	59 17%	85 17% S	32 14% 10%	25 10%
DK/NS	49 5%	13 5%	11 6% C	2 1%	9 4%	24 5%	7 3%	4 3%	39 5%	2 2%	2 2%	38 6%	7 2%	7 3%	30 7% M	16 5%	23 7%	23 4%	9 4%	16 6%

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* small base

		Census Region				Census Division										Metropolitan Status				
	Total	Northeast	Midwest	South	West	New England	Middle Atlantic	East North Cntrl	West North Cntrl	South Atlantic	East South Cntrl	West South Cntrl	Mountain	Pacific	Urban	Total suburban	Suburban men	Suburban women	Rural	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All respondents Weighted																				
	1000	205	224	366	205	56	149	154	70	194	54	118	57	148	260	542	236	306	198	
	1000	187	223	365	225	48*	139	155	68*	199	54*	112*	61*	164	282	524	247	277	194	
Barack Obama, the Democrat	463 46%	85 46%	99 44%	152 42%	127 56% BC	29 61% FJ	56 40%	68 44%	31 45%	87 44%	17 31%	48 43%	34 55% J	93 57% FJ	149 53% RP	239 46%	104 42%	135 49%	75 39%	
John McCain, the Republican	345 35%	68 36%	69 31%	143 39%	66 29%	14 29%	55 39%	48 31%	21 30%	75 38%	21 39%	47 42%	20 32%	46 28%	87 31%	187 36%	104 42% NQ	84 30%	72 37%	
(DO NOT READ) Neither	142 14%	26 14%	35 16%	52 14%	29 13%	3 6%	23 16%	24 16%	11 17%	27 13%	14 25% EK	12 10%	8 13%	21 13%	36 13%	71 13%	25 10%	45 16%	36 18% P	
DK/NS	49 5%	8 4%	20 9% D	18 5%	3 2%	2 4%	6 5%	14 9% M	5 8%	10 5%	3 5%	6 5%	0 -	3 2%	10 3%	28 5%	14 6%	14 5%	11 6%	

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - B/G

	Total	Marital Status/Gender						
		Total married	Total not married	Married men	Men not married	Married women	Women not married	Married with children
		A	B	C	D	E	F	G
Base: All respondents	1000	587	407	266	173	321	234	213
Weighted	1000	551	444	258	224	293	219	249
Barack Obama, the Democrat	463 46%	216 39%	246 56% AG	95 37%	123 55% CE	121 41%	123 56% CE	93 37%
John McCain, the Republican	345 35%	226 41%	117 26%	120 46%	67 30%	106 36%	50 23%	110 44%
(DO NOT READ) Neither	142 14%	B 83 15%	DEF 59 13%	33 13%	26 11%	F 50 17%	33 15%	B 39 16%
DK/NS	49 5%	27 5%	22 5%	11 4%	8 4%	16 6%	14 6%	6 3%

Ipsos Public Affairs (Election Study)

Detailed tables

If the election for president were held today and the candidates were (READ ANSWER LIST), for whom would you vote?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K

* small base

		Voting	Initial Party ID			Party ID						
	Total	Registered voters	Democrat	Republican	Independent	Democrat	Republican	Independent	Democrat males	Democrat females	Republican males	Republican females
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	797	348	249	403	505	381	114	208	297	185	196
Weighted	1000	730	349	237	414	506	364	131*	242	264	185	179
Barack Obama, the Democrat	463 46%	317 43%	270 78% CD	34 14%	160 39% C	368 73% FG	54 15%	41 32% F	174 72% JK	195 74% JK	23 12%	31 17%
John McCain, the Republican	345 35%	276 38%	38 11%	169 71%	138 33% BD	71 14%	249 69% EG	25 19%	45 19% I	26 10%	128 69% HI	121 68% HI
(DO NOT READ) Neither	142 14%	101 14%	32 9%	21 9%	89 22% BC	52 10%	42 11%	48 36% EF	17 7%	35 13%	25 14%	16 9%
DK/NS	49 5%	36 5%	8 2%	14 6%	27 6% B	14 3%	19 5%	17 13% EF	6 2%	8 3%	9 5%	10 6%

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If the election for president were held today and the candidates were (READ ANSWER LIST), for whom would you vote?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I

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	Total	DIRECTION OF COUNTRY		GENERAL ELECTION: Obama vs. McCain					LIKELY VOTER	
		Right Direction	Wrong Track	Initial Obama	Lean Obama	Initial McCain	Lean McCain	Still Undecided	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	214	720	427	30	376	46	121	467	533
Weighted	1000	212	728	463	30**	345	42*	119*	397	603
Barack Obama, the Democrat	463 46%	80 38%	370 51% A	463 100% EFG	0 -	0 -	0 -	0 -	189 48%	274 45%
John McCain, the Republican	345 35%	106 50% B	216 30%	0 -	0 -	345 100% CFG	0 -	0 -	160 41% I	185 31%
(DO NOT READ) Neither	142 14%	19 9%	113 15% A	0 -	19 62%	0 -	30 72% CE	93 78% CE	33 8% H	109 18% H
DK/NS	49 5%	7 3%	29 4%	0 -	11 38%	0 -	12 28% CE	26 22% CE	14 3%	35 6%

Ipsos Public Affairs (Election Study)

Well, do you lean more toward Obama or McCain?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M - N/O/P/Q

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		Gender		Age							Age/Gender				Generations				
	Total	Male	Femal e	18-29	30-39	40-49	50-64	65+	18-34	35+	Men 18-44	Men 45+	Wome n 18- 44	Wome n 45+	Pre boome rs (1901- 1945)	Baby boome rs (1946- 1964)	Gener ation X'ers (1965- 1974)	Gener ation Next (1975- current)	
Base: Not vote for either Obama or McCain Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
	197	75	122	10	20	38	61	63	19	173	18	54	29	91	68	76	26	16	
	191	78*	113*	20**	31**	41*	52*	42*	39**	148	27**	48*	42**	70*	45*	72*	31**	33**	
	John McCain, the Republican	42 22%	15 20%	26 23%	3 16%	6 19%	6 14%	15 28%	12 29%	8 22%	33 23%	3 10%	12 26%	8 19%	18 26%	14 30%	18 25%	2 6%	8 26%
	Barack Obama, the Democrat	30 15%	10 12%	20 18%	4 18%	4 13%	6 15%	7 14%	9 21%	7 17%	23 16%	4 15%	6 12%	5 13%	15 22%	9 20%	12 17%	2 7%	7 20%
	(DO NOT READ) Neither	97 51%	40 52%	56 50%	8 41%	19 60%	25 62%	25 48%	17 42%	18 48%	76 51%	15 57%	23 48%	25 59%	31 45%	19 42%	34 47%	23 75%	13 39%
	DK/NS	23 12%	12 16%	10 9%	5 25%	3 8%	4 9%	6 10%	3 8%	5 13%	15 10%	5 18%	7 14%	4 9%	5 7%	4 8%	8 11%	4 12%	5 15%

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Well, do you lean more toward Obama or McCain?

Detailed tables

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - A/F - A/G - B/F - B/G - C/E - C/G - D/E - H/I/J - J/K - K/L - M/N - O/P - Q/R/S

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	Total	Household Income							Race / Ethnicity					Non-Hispanic White Subgroups				Education		
		Under \$25K	\$25K- <\$50 K	\$50K- <\$75 K	\$75K +	Under \$50K	\$50K- <\$100 K	\$100 K+	White	Black	Hispanic	Non-Hispanic White	Total Minorities	Age 18-44	Age 45+	Men	Women	HS or less	Some college	College degree
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Not vote for either Obama or McCain	197	51	45	23	39	96	42	20	161	11	23	149	41	30	117	57	92	79	60	57
Weighted	191	50*	42*	24**	38**	92*	45**	17**	147	15**	19**	142	39**	43**	96*	60*	82*	108*	41*	41*
John McCain, the Republican	42 22%	15 29%	10 23%	4 18%	11 30%	24 26%	13 29%	3 14%	37 25%	0 -	3 14%	37 26%	3 9%	7 17%	30 31%	14 23%	24 29%	24 22%	11 26%	7 18%
Barack Obama, the Democrat	30 15%	7 15%	5 12%	4 18%	8 20%	13 14%	7 16%	5 29%	23 15%	4 30%	0 1%	22 16%	8 19%	7 16%	15 16%	7 11%	16 19%	15 14%	8 20%	6 16%
(DO NOT READ) Neither	97 51%	20 39%	23 54%	15 62%	18 47%	43 46%	24 54%	8 49%	72 49%	6 42%	13 67%	68 48%	21 53%	23 54%	44 46%	31 52%	37 45%	55 51%	19 46%	23 56%
DK/NS	23 12%	8 17%	4 11%	0 2%	1 3%	13 14%	0 1%	1 8%	15 11%	4 28%	3 18%	14 10%	8 19%	6 13%	7 7%	9 14%	6 7%	13 13%	3 8%	4 10%

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Well, do you lean more toward Obama or McCain?

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - N/P/Q - P/R - Q/R

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		Census Region				Census Division										Metropolitan Status				
	Total	Northeast	Midwest	South	West	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Urban	Total suburban	Suburban men	Suburban women	Rural	
Base: Not vote for either Obama or McCain Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
	197	39	54	73	31	5	34	37	17	40	16	17	8	23	51	99	38	61	47	
	191	34**	55*	70*	32**	5**	29**	38**	17**	36*	16**	17**	8**	25**	46*	98*	39**	59*	47*	
John McCain, the Republican	42 22%	3 10%	15 28%	15 21%	8 25%	0 -	3 12%	10 26%	6 33%	12 33%	0 3%	3 15%	1 16%	7 27%	6 12%	25 25%	9 22%	16 27%	12 25%	
Barack Obama, the Democrat	30 15%	5 15%	5 9%	15 21%	5 16%	0 8%	4 15%	4 9%	2 10%	6 15%	8 49%	1 5%	1 10%	5 18%	13 27%	12 12%	5 12%	7 12%	5 11%	
(DO NOT READ) Neither	97 51%	18 55%	30 55%	31 45%	17 52%	3 55%	16 55%	23 59%	8 45%	12 34%	7 42%	12 69%	6 74%	11 45%	23 51%	48 49%	17 44%	30 52%	26 55%	
DK/NS	23 12%	7 20%	4 8%	9 13%	2 7%	2 37%	5 18%	2 6%	2 12%	6 18%	1 6%	2 11%	0 -	2 10%	4 10%	14 14%	9 22%	5 9%	4 9%	

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Well, do you lean more toward Obama or McCain?

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	Marital Status/Gender							
	Total	Total married	Total not married	Married men	Men not married	Married women	Women not married	Married with children
		A	B	C	D	E	F	G
Base: Not vote for either Obama or McCain	197	109	87	44	31	65	56	34
Weighted	191	110*	81*	44*	34**	66*	47*	45**
John McCain, the Republican	42 22%	24 22%	18 22%	12 26%	4 11%	13 19%	14 29%	9 19%
Barack Obama, the Democrat	30 15%	17 15%	13 16%	3 7%	6 19%	14 21%	6 14%	7 15%
(DO NOT READ) Neither	97 51%	58 53%	38 47%	25 56%	16 47%	33 51%	23 48%	25 55%
DK/NS	23 12%	11 10%	12 15%	5 11%	8 23%	6 9%	4 9%	5 11%

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Well, do you lean more toward Obama or McCain?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K

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	Total	Voting	Initial Party ID			Party ID						
		Registered voters	Democrat	Republican	Independent	Democrat	Republican	Independent	Democrat males	Democrat females	Republican males	Republican females
		A	B	C	D	E	F	G	H	I	J	K
Base: Not vote for either Obama or McCain	197	149	47	35	115	77	60	60	23	54	31	29
Weighted	191	137	40*	35**	116*	66*	61*	65*	23**	43*	34**	27**
John McCain, the Republican	42 22%	33 24%	6 16%	11 31%	25 21%	10 16%	17 28%	14 22%	2 8%	8 20%	9 25%	8 32%
Barack Obama, the Democrat	30 15%	22 16%	10 24%	6 18%	14 12%	17 25% G	8 13%	5 8%	7 31%	10 23%	2 6%	6 22%
(DO NOT READ) Neither	97 51%	62 46%	17 43%	13 37%	67 58%	29 44%	29 48%	39 60%	9 39%	20 46%	20 59%	9 35%
DK/NS	23 12%	20 14%	7 17%	5 14%	11 9%	10 15%	6 11%	6 10%	5 22%	5 11%	4 10%	3 11%

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Well, do you lean more toward Obama or McCain?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I

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	Total	DIRECTION OF COUNTRY		GENERAL ELECTION: Obama vs. McCain					LIKELY VOTER	
		Right Direction	Wrong Track	Initial Obama	Lean Obama	Initial McCain	Lean McCain	Still Undecided	Yes	No
		A	B	C	D	E	F	G	H	I
Base: Not vote for either Obama or McCain	197	26	147	0	30	0	46	121	58	139
Weighted	191	26**	142	-.**	30**	-.**	42*	119*	47*	144*
John McCain, the Republican	42 22%	4 16%	30 21%	0 -	0 -	0 -	42 100% G	0 -	10 22%	32 22%
Barack Obama, the Democrat	30 15%	1 3%	27 19%	0 -	30 100%	0 -	0 -	0 -	11 23%	19 13%
(DO NOT READ) Neither	97 51%	16 60%	72 50%	0 -	0 -	0 -	0 -	97 81% F	22 47%	75 52%
DK/NS	23 12%	5 21%	14 10%	0 -	0 -	0 -	0 -	23 19% F	4 8%	19 13%

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	Total	Gender		Age							Age/Gender				Generations			
		Male	Femal e	18-29	30-39	40-49	50-64	65+	18-34	35+	Men 18-44	Men 45+	Wome n 18- 44	Wome n 45+	Pre boome rs (1901- 1945)	Baby boome rs (1946- 1964)	Gener ation X'ers (1965- 1974)	Gener ation Next (1975- current)
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	1000	441	559	89	130	180	312	282	155	838	140	297	163	393	309	399	126	134
Barack Obama (Net)	1000	485	515	182*	194	185	244	188	305	688	232	249	234	278	204	344	154	267
	493 49%	228 47%	266 52%	118 65% EFG	106 55% EF	78 42%	103 42%	88 47%	192 63% I	301 44%	132 57% K	95 38%	129 55% K	136 49% K	95 47%	146 43%	69 45%	170 64% NOP
Initial Barack Obama, the Democrat	463	218	245	114	102	71	96	79	185	278	129	90	124	121	86	134	67	163
	46%	45%	48%	63% EFG	53% EF	39%	39%	42%	61% I	40%	55% KM	36%	53% K	44%	42%	39%	43%	61% NOP
Lean Barack Obama, the Democrat	30	10	20	4	4	6	7	9	7	23	4	6	5	15	9	12	2	7
	3%	2%	4%	2%	2%	3%	3%	5%	2%	4%	2%	2%	2%	5%	4%	4%	2%	2%
John McCain (Net)	387 39%	204 42%	183 35%	52 28%	67 34%	79 42% C	110 45% C	79 42% C	90 29%	296 43% H	79 34%	124 50% JLM	77 33%	106 38%	87 42% Q	156 45% Q	59 38%	79 30%
	345	189	156	48	61	73	96	66	81	263	76	112	69	87	73	138	57	71
Initial John McCain, the Republican	35%	39% B	30%	26%	31%	39%	39% C	35%	27%	38% H	33%	45% JLM	29%	31%	36%	40% Q	37%	27%
	42	15	26	3	6	6	15	12	8	33	3	12	8	18	14	18	2	8
Lean John McCain, the Republican	4%	3%	5%	2%	3%	3%	6%	7%	3%	5%	1%	5%	3%	7% J	7% P	5%	1%	3%
	97 10%	40 8%	56 11%	8 4%	19 10%	25 14% C	25 10%	17 9%	18 6%	76 11%	15 7%	23 9%	25 11%	31 11%	19 9%	34 10%	23 15% Q	13 5%
(DO NOT READ) Neither																		
DK/NS	23 2%	12 3%	10 2%	5 3%	3 1%	4 2%	6 3%	3 2%	5 1%	15 2%	5 2%	7 3%	4 2%	5 2%	4 2%	8 2%	4 2%	5 2%

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* small base

		Household Income							Race / Ethnicity					Non-Hispanic White Subgroups				Education		
	Total	Under \$25K	\$25K- <\$50 K	\$50K- <\$75 K	\$75K +	Under \$50K	\$50K- <\$100 K	\$100 K+	White	Black	Hispanic	Non-Hispanic White	Total Minorities	Age 18-44	Age 45+	Men	Women	HS or less	Some college	College degree
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents																				
Weighted	1000	228	183	174	275	411	282	167	782	90	128	733	243	177	553	330	403	348	321	325
	1000	261	184	171	258	445	279	150	723	131*	132*	682	290	265	414	337	345	506	228	260
Barack Obama (Net)	493	144	103	74	115	246	121	69	306	114	86	281	203	116	164	131	150	263	106	123
	49%	55%	56%	43%	45%	55%	43%	46%	42%	87%	65%	41%	70%	44%	40%	39%	44%	52%	47%	47%
	F	CF				FCD			HJ	HK		K								
Initial Barack Obama, the Democrat	463	136	97	70	108	234	114	64	283	110	86	259	195	109	149	124	134	248	98	117
	46%	52%	53%	41%	42%	52%	41%	42%	39%	84%	65%	38%	67%	41%	36%	37%	39%	49%	43%	45%
	F	DF				FCD			HJ	HK		K								
Lean Barack Obama, the Democrat	30	7	5	4	8	13	7	5	23	4	0	22	8	7	15	7	16	15	8	6
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	-	3%	3%	3%	4%	2%	4%	3%	4%	2%
John McCain (Net)	387	89	54	82	123	143	133	71	330	7	30	318	59	120	198	166	152	174	100	110
	39%	34%	29%	48%	48%	32%	48%	48%	46%	5%	23%	47%	20%	45%	48%	49%	44%	34%	44%	42%
		ABE		ABE		EAB		EAB	IJ		I	JL						Q		
Initial John McCain, the Republican	345	75	44	77	112	119	120	69	293	7	28	281	56	113	168	152	129	150	89	102
	35%	29%	24%	45%	43%	27%	43%	46%	41%	5%	21%	41%	19%	42%	41%	45%	37%	30%	39%	39%
		ABE		ABE		EAB		EAB	IJ		I	JL						Q		Q
Lean John McCain, the Republican	42	15	10	4	11	24	13	3	37	0	3	37	3	7	30	14	24	24	11	7
	4%	6%	5%	2%	4%	5%	5%	2%	5%	-	2%	6%	1%	3%	7%	4%	7%	5%	5%	3%
		F				F			L			L		M						
(DO NOT READ) Neither	97	20	23	15	18	43	24	8	72	6	13	68	21	23	44	31	37	55	19	23
	10%	7%	13%	9%	7%	10%	9%	6%	10%	5%	9%	10%	7%	9%	10%	9%	11%	11%	8%	9%
DK/NS	23	8	4	0	1	13	0	1	15	4	3	14	8	6	7	9	6	13	3	4
	2%	3%	2%	-	1%	3%	-	1%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	1%	2%
	F					F														

Ipsos Public Affairs (Election Study)

Detailed tables

If the election for president were held today and the candidates were (READ ANSWER LIST), for whom would you vote?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - P/R/Q - P/R - Q/R

* small base

		Census Region				Census Division										Metropolitan Status				
	Total	Northeast	Midwest	South	West	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Urban	Total suburban	Suburban men	Suburban women	Rural	
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
	1000	205	224	366	205	56	149	154	70	194	54	118	57	148	260	542	236	306	198	
	1000	187	223	365	225	48*	139	155	68*	199	54*	112*	61*	164	282	524	247	277	194	
	Barack Obama (Net)	493 49%	90 48%	104 47%	167 46%	132 59% BC	30 62% F	61 43%	72 46%	32 48%	93 47%	25 46%	49 44%	34 56%	98 60% FK	162 57% ORP	251 48%	109 44%	142 51%	81 42%
	Initial Barack Obama, the Democrat	463	85	99	152	127	29	56	68	31	87	17	48	34	93	149	239	104	135	75
		46%	46%	45%	42%	56% BC	61% FJ	40%	44%	45%	44%	31%	43%	55% J	57% FJ	53% RP	45%	42%	48%	39%
	Lean Barack Obama, the Democrat	30	5	5	15	5	0	4	4	2	6	8	1	1	5	13	12	5	7	5
		3%	2%	2%	4%	2%	1%	3%	2%	3%	3%	15% EFGHI KLM	1%	1%	3%	4%	2%	2%	3%	3%
	John McCain (Net)	387 39%	72 38%	84 38%	158 43% D	74 33%	14 29%	58 42%	58 38%	26 38%	87 44%	21 39%	49 44%	21 34%	53 32%	92 33%	212 40%	112 45% N	100 36%	83 43%
	Initial John McCain, the Republican	345	68	69	143	66	14	55	48	21	75	21	47	20	46	87	187	104	84	72
		35%	36%	31%	39%	29%	29%	39%	31%	30%	38%	38%	41%	33%	28%	31%	36%	42% NQ	30%	37%
	Lean John McCain, the Republican	42	3	15	15	8	0	3	10	6	12	0	3	1	7	6	25	9	16	12
		4%	2%	7% A	4%	4%	-	3%	6%	8%	6%	1%	2%	2%	4%	2%	5%	3%	6%	6%
	(DO NOT READ) Neither	97 10%	18 10%	30 13%	31 9%	17 8%	3 5%	16 11%	23 15% I	8 11%	12 6%	7 13%	12 11%	6 9%	11 7%	23 8%	48 9%	17 7%	30 11%	26 13%
	DK/NS	23 2%	7 4%	4 2%	9 2%	2 1%	2 4%	5 4%	2 2%	2 3%	6 3%	1 2%	2 2%	0 -	2 1%	4 2%	14 3%	9 4%	5 2%	4 2%

Ipsos Public Affairs (Election Study)

Detailed tables

If the election for president were held today and the candidates were (READ ANSWER LIST), for whom would you vote?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - B/G

	Total	Marital Status/Gender						
		Total married	Total not married	Married men	Men not married	Married women	Women not married	Married with children
		A	B	C	D	E	F	G
Base: All respondents	1000	587	407	266	173	321	234	213
Weighted	1000	551	444	258	224	293	219	249
Barack Obama (Net)	493 49%	233 42%	259 58% AG	98 38%	130 58% CE	135 46%	129 59% CE	100 40%
Initial Barack Obama, the Democrat	463 46%	216 39%	246 55% AG	95 37%	123 55% CE	121 41%	123 56% CE	93 38%
Lean Barack Obama, the Democrat	30 3%	17 3%	13 3%	3 1%	6 3%	14 5% C	6 3%	7 3%
John McCain (Net)	387 39%	250 45% B	134 30%	131 51% DEF	71 32%	118 41% F	63 29%	119 48% B
Initial John McCain, the Republican	345 35%	226 41% B	117 26%	120 46% DEF	67 30%	106 36% F	50 23%	110 44% B
Lean John McCain, the Republican	42 4%	24 4%	18 4%	12 4%	4 2%	13 4%	14 6%	9 3%
(DO NOT READ) Neither	97 10%	58 11%	38 9%	25 10%	16 7%	33 12%	23 10%	25 10%
DK/NS	23 2%	11 2%	12 3%	5 2%	8 3%	6 2%	4 2%	5 2%

Ipsos Public Affairs (Election Study)

Detailed tables

If the election for president were held today and the candidates were (READ ANSWER LIST), for whom would you vote?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K

* small base

	Total	Voting Registered voters	Initial Party ID			Party ID						
			Democrat	Republican	Independent	Democrat	Republican	Independent	Democrat males	Democrat females	Republican males	Republican females
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	797	348	249	403	505	381	114	208	297	185	196
Weighted	1000	730	349	237	414	506	364	131*	242	264	185	179
Barack Obama (Net)	493 49%	339 46%	280 80% CD	40 17%	173 42% C	385 76% FG	61 17%	47 36% F	181 75% JK	205 78% JK	25 13%	37 21%
Initial Barack Obama, the Democrat	463 46%	317 43%	270 77% CD	34 14%	160 39% C	368 73% FG	54 15%	41 31% F	174 72% JK	195 74% JK	23 12%	31 17%
Lean Barack Obama, the Democrat	30 3%	22 3%	10 3%	6 3%	14 3%	17 3%	8 2%	5 4%	7 3%	10 4%	2 1%	6 3%
John McCain (Net)	387 39%	309 42%	45 13%	180 76% BD	163 39% B	82 16%	266 73% EG	39 30% E	47 20%	34 13%	137 74% HI	130 73% HI
Initial John McCain, the Republican	345 35%	276 38%	38 11%	169 71% BD	138 33% B	71 14%	249 68% EG	25 19%	45 19% I	26 10%	128 69% HI	121 68% HI
Lean John McCain, the Republican	42 4%	33 4%	6 2%	11 5%	25 6% B	10 2%	17 5%	14 11% EF	2 1%	8 3%	9 5% H	8 5% H
(DO NOT READ) Neither	97 10%	62 9%	17 5%	13 5%	67 16% BC	29 6%	29 8%	39 30% EF	9 3%	20 7%	20 11% H	9 5%
DK/NS	23 2%	20 3%	7 2%	5 2%	11 3%	10 2%	6 2%	6 5%	5 2%	5 2%	4 2%	3 2%

Ipsos Public Affairs (Election Study)

Detailed tables

If the election for president were held today and the candidates were (READ ANSWER LIST), for whom would you vote?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I

* small base; ** very small base (under 30) ineligible for sig testing

	Total	DIRECTION OF COUNTRY		GENERAL ELECTION: Obama vs. McCain					LIKELY VOTER	
		Right Direction	Wrong Track	Initial Obama	Lean Obama	Initial McCain	Lean McCain	Still Undecided	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	214	720	427	30	376	46	121	467	533
Weighted	1000	212	728	463	30**	345	42*	119*	397	603
Barack Obama (Net)	493 49%	81 38%	398 55% A	463 100% EFG	30 100%	0 -	0 -	0 -	200 50%	293 49%
Initial Barack Obama, the Democrat	463 46%	80 38%	370 51% A	463 100% EFG	0 -	0 -	0 -	0 -	189 48%	274 46%
Lean Barack Obama, the Democrat	30 3%	1 -	27 4% A	0 -	30 100%	0 -	0 -	0 -	11 3%	19 3%
John McCain (Net)	387 39%	110 52% B	245 34%	0 -	0 -	345 100% CG	42 100% CG	0 -	171 43%	217 36%
Initial John McCain, the Republican	345 35%	106 50% B	216 29%	0 -	0 -	345 100% CFG	0 -	0 -	160 40% I	185 31%
Lean John McCain, the Republican	42 4%	4 2%	30 4%	0 -	0 -	0 -	42 100% CEG	0 -	10 3%	32 5%
(DO NOT READ) Neither	97 10%	16 7%	72 10%	0 -	0 -	0 -	0 -	97 81% CEF	22 5%	75 12% H
DK/NS	23 2%	5 3%	14 2%	0 -	0 -	0 -	0 -	23 19% CEF	4 1%	19 3%

Ipsos Public Affairs (Election Study)

(Barack Obama) To what extent would you speak highly or critically of Barack Obama . . .

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M - N/O/P/Q

* small base

Detailed tables

		Gender		Age							Age/Gender				Generations			
	Total	Male	Femal e	18-29	30-39	40-49	50-64	65+	18-34	35+	Men 18-44	Men 45+	Wome n 18- 44	Wome n 45+	Pre boome rs (1901- 1945)	Baby boome rs (1946- 1964)	Gener ation X'ers (1965- 1974)	Gener ation Next (1975- current)
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: All respondents Weighted	1000	441	559	89	130	180	312	282	155	838	140	297	163	393	309	399	126	134
	1000	485	515	182*	194	185	244	188	305	688	232	249	234	278	204	344	154	267
Barack Obama																		
I think so much of him, I would speak highly of him without being asked	209	103	106	55	42	28	44	38	85	123	68	35	46	60	43	54	30	78
	21%	21%	20%	30% EF	21%	15%	18%	20%	28% I	18%	29% K	14%	20%	22% K	21%	16%	19%	29% O
I would speak highly of him, if someone asked my opinion	218	86	132	44	44	41	55	34	73	144	43	42	64	68	36	80	34	60
	22%	18%	26% A	24%	22%	22%	23%	18%	24%	21%	19%	17%	27% K	24% K	18%	23%	22%	22%
I would be neutral about him, if someone asked my opinion	302	139	163	43	61	59	77	60	81	219	56	82	71	91	64	111	46	71
	30%	29%	32%	24%	32%	32%	32%	32%	27%	32%	24%	33%	31%	33%	31%	32%	30%	27%
I would be critical of him, if someone asked my opinion	120	62	58	13	22	30	32	21	25	94	26	34	29	29	24	46	25	23
	12%	13%	11%	7%	12%	16%	13%	11%	8%	14%	12%	14%	12%	10%	12%	14%	16%	8%
I would be critical of him without being asked	103	66	37	21	17	18	27	19	32	71	28	37	17	20	21	39	13	29
	10%	13% B	7%	12%	9%	10%	11%	10%	10%	10%	12%	15% LM	7%	7%	10%	11%	9%	11%
DK/NS	48	29	19	5	8	9	8	16	9	37	10	18	7	10	16	13	6	7
	5%	6%	4%	3%	4%	5%	3%	9% F	3%	5%	4%	7%	3%	4%	8% OQ	4%	4%	3%
Summary																		
Would speak highly	427	189	238	99	85	69	100	72	158	267	111	77	110	127	80	134	64	138
	43%	39%	46%	55% EFG	44%	37%	41%	38%	52% I	39%	48% K	31%	47% K	46% K	39%	39%	42%	52% NO
Would be critical	223	127	95	35	40	48	59	40	57	165	55	71	46	49	45	85	38	51
	22%	26% B	18%	19%	20%	26%	24%	21%	19%	24%	24%	29% M	20%	18%	22%	25%	25%	19%

Ipsos Public Affairs (Election Study)

(Barack Obama) To what extent would you speak highly or critically of Barack Obama . . .

Detailed tables

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - A/F - A/G - B/F - B/G - C/E - C/G - D/E - H/I/J - J/K - K/L - M/N - O/P - Q/R/S

* small base

	Total	Household Income							Race / Ethnicity					Non-Hispanic White Subgroups				Education		
		Under \$25K	\$25K- <\$50 K	\$50K- <\$75 K	\$75K +	Under \$50K	\$50K- <\$100 K	\$100 K+	White	Black	Hispanic	Non-Hispanic White	Total Minorities	Age 18-44	Age 45+	Men	Women	HS or less	Some college	College degree
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	1000	228	183	174	275	411	282	167	782	90	128	733	243	177	553	330	403	348	321	325
Weighted	1000	261	184	171	258	445	279	150	723	131*	132*	682	290	265	414	337	345	506	228	260
Barack Obama																				
I think so much of him, I would speak highly of him without being asked	209	62	46	32	47	108	51	27	115	74	28	106	100	46	59	45	61	110	39	59
	21%	24%	25%	19%	18%	24%	18%	18%	16%	56% HJ	21%	15%	35% K	17%	14%	13%	18%	22%	17%	22%
I would speak highly of him, if someone asked my opinion	218	58	39	40	61	96	58	43	157	25	35	143	67	62	81	66	78	105	55	59
	22%	22%	21%	23%	24%	22%	21%	29%	22%	19%	27%	21%	23%	23%	20%	20%	23%	21%	24%	23%
I would be neutral about him, if someone asked my opinion	302	77	60	49	70	137	84	36	238	18	32	230	64	83	147	109	121	161	70	71
	30%	29%	33%	29%	27%	31%	30%	24%	33% I	14%	25%	34% L	22%	31%	36%	32%	35%	32%	31%	27%
I would be critical of him, if someone asked my opinion	120	25	18	17	43	43	39	21	105	2	7	102	14	42	60	53	49	42	34	41
	12%	10%	10%	10%	17% E	10%	14%	14%	14% IJ	2%	6%	15% JL	5%	16%	14%	16%	14%	8%	15% Q	16% Q
I would be critical of him without being asked	103	18	14	29	33	31	41	22	79	3	18	74	25	27	47	48	26	52	26	25
	10%	7%	7%	17% ABE	13% E	7%	15% EA	14% EA	11% I	2%	13% I	11%	9%	10%	11%	14% P	7%	10%	11%	10%
DK/NS	48	22	7	4	3	29	6	1	29	9	10	28	19	7	19	17	11	37	4	5
	5%	8% CDF G	4%	2%	1%	6% FGD	2%	1%	4%	7%	8%	4%	6%	3%	5%	5%	3%	7% RS	2%	2%
Summary																				
Would speak highly	427 43%	120 46%	85 46%	71 42%	108 42%	204 46%	109 39%	70 47%	272 38%	99 75% HJ	64 48% HK	249 36%	168 58% K	107 40%	141 34%	110 33%	138 40%	215 42%	94 41%	118 45%
Would be critical	223 22%	43 16%	32 17%	46 27% AE	76 30% ABE	75 17%	80 29% EAB	43 29% EAB	184 25% I	5 4%	25 19% I	175 26% L	40 14%	68 26%	107 26%	101 30% P	75 22%	94 18%	60 26% Q	66 25%

Ipsos Public Affairs (Election Study)

(Barack Obama) To what extent would you speak highly or critically of Barack Obama . . .

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - N/P/Q - P/R - Q/R

* small base

		Census Region				Census Division									Metropolitan Status				
	Total	Northeast	Midwest	South	West	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Urban	Total suburban	Suburban men	Suburban women	Rural
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	1000	205	224	366	205	56	149	154	70	194	54	118	57	148	260	542	236	306	198
	1000	187	223	365	225	48*	139	155	68*	199	54*	112*	61*	164	282	524	247	277	194
Barack Obama																			
I think so much of him, I would speak highly of him without being asked	209	33	42	84	50	12	21	26	16	46	10	28	13	37	77	103	49	54	29
	21%	18%	19%	23%	22%	24%	15%	17%	24%	23%	19%	25%	21%	22%	27% OR	20%	20%	19%	15%
I would speak highly of him, if someone asked my opinion	218	47	46	70	56	13	33	33	13	43	5	21	20	36	54	118	42	76	46
	22%	25%	21%	19%	25%	28% J	24%	21%	19%	21%	10%	19%	33% J	22%	19%	22%	17%	27% P	24%
I would be neutral about him, if someone asked my opinion	302	58	84	106	54	14	45	57	27	57	16	32	12	42	91	145	63	82	65
	30%	31%	38% D	29%	24%	29%	32%	37%	39%	29%	30%	29%	19%	26%	33%	28%	26%	30%	34%
I would be critical of him, if someone asked my opinion	120	23	19	55	22	5	19	11	8	29	11	15	6	17	26	66	39	27	28
	12%	12%	8%	15%	10%	9%	14%	7%	11%	15%	21% G	13%	10%	10%	9%	13%	16%	10%	14%
I would be critical of him without being asked	103	17	16	33	37	3	14	15	1	14	8	11	9	28	20	69	41	28	14
	10%	9%	7%	9%	16% BC	7%	10%	10%	2%	7%	15% H	10%	14% H	17% HI	7%	13% NR	16% NR	10%	7%
DK/NS	48	9	16	17	6	1	7	12	3	10	3	5	2	4	15	22	12	10	11
	5%	5%	7%	5%	3%	3%	5%	8%	5%	5%	5%	4%	3%	3%	5%	4%	5%	4%	6%
Summary																			
Would speak highly	427	80	88	154	105	25	55	59	29	89	15	50	32	73	131	221	91	129	76
	43%	43%	39%	42%	47%	52% J	39%	38%	43%	45%	28%	44%	53% J	44%	46%	42%	37%	47%	39%
Would be critical	223	40	35	88	59	8	33	26	9	43	20	25	15	44	46	136	80	56	41
	22%	22%	16%	24% B	26% B	16%	23%	17%	13%	22%	36% GH	23%	24%	27%	16%	26% N	32% NQR	20%	21%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - B/G

	Total	Marital Status/Gender						
		Total married	Total not married	Married men	Men not married	Married women	Women not married	Married with children
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	587	407	266	173	321	234	213
	1000	551	444	258	224	293	219	249
Barack Obama								
I think so much of him, I would speak highly of him without being asked	209	84	124	40	62	44	61	33
	21%	15%	28% AG	15%	28% CE	15%	28% CE	13%
I would speak highly of him, if someone asked my opinion	218	120	97	44	43	77	54	44
	22%	22%	22%	17%	19%	26% C	25%	18%
I would be neutral about him, if someone asked my opinion	302	178	123	76	62	101	61	88
	30%	32%	28%	30%	28%	35%	28%	35%
I would be critical of him, if someone asked my opinion	120	80	38	47	14	33	24	41
	12%	15% B	8%	18% DE	6%	11%	11%	17% B
I would be critical of him without being asked	103	66	37	42	24	24	13	35
	10%	12%	8%	16% EF	10%	8%	6%	14%
DK/NS	48	23	25	10	19	13	5	7
	5%	4%	6%	4%	9% F	5%	2%	3%
Summary								
Would speak highly	427	204	221	83	105	121	116	78
	43%	37%	50% AG	32%	47% C	41%	53% CE	31%
Would be critical	223	146	75	89	37	57	37	76
	22%	27% B	17%	34% DEF	17%	20%	17%	31% B

Ipsos Public Affairs (Election Study)

(Barack Obama) To what extent would you speak highly or critically of Barack Obama . . .

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K

* small base

Detailed tables

	Total	Voting Registered voters	Initial Party ID			Party ID						
			Democrat	Republican	Independent	Democrat	Republican	Independent	Democrat males	Democrat females	Republican males	Republican females
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	797	348	249	403	505	381	114	208	297	185	196
Weighted	1000	730	349	237	414	506	364	131*	242	264	185	179
Barack Obama												
I think so much of him, I would speak highly of him without being asked	209	148	131	18	60	170	21	18	88	82	8	13
	21%	20%	37% CD	8%	15% C	34% FG	6%	14% F	36% JK	31% JK	4%	7%
I would speak highly of him, if someone asked my opinion	218	152	108	22	88	156	42	20	57	99	23	20
	22%	21%	31% CD	9%	21% C	31% FG	11%	15%	24% JK	37% HJK	12%	11%
I would be neutral about him, if someone asked my opinion	302	225	63	101	138	101	144	56	48	53	69	75
	30%	31%	18%	43% BD	33% B	20%	40% E	43% E	20%	20%	38% HI	42% HI
I would be critical of him, if someone asked my opinion	120	103	27	42	51	36	76	9	21	15	37	39
	12%	14%	8%	18% B	12%	7%	21% EG	6%	8%	6%	20% HI	22% HI
I would be critical of him without being asked	103	76	14	44	45	33	61	9	23	10	37	24
	10%	10%	4%	18% BD	11% B	6%	17% EG	7%	10% I	4%	20% HI	13% I
DK/NS	48	26	7	9	32	10	19	19	5	4	11	8
	5%	4%	2%	4%	8% B	2%	5% E	15% EF	2%	2%	6% I	5%
Summary												
Would speak highly	427	300	239	40	148	326	63	38	145	181	30	33
	43%	41%	68% CD	17%	36% C	65% FG	17%	29% F	60% JK	69% JK	16%	18%
Would be critical	223	179	40	86	96	69	137	17	44	25	74	63
	22%	25%	12%	36% BD	23% B	14%	38% EG	13%	18% I	10%	40% HI	35% HI

Ipsos Public Affairs (Election Study)

(Barack Obama) To what extent would you speak highly or critically of Barack Obama . . .

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I

* small base; ** very small base (under 30) ineligible for sig testing

Detailed tables

	Total	DIRECTION OF COUNTRY		GENERAL ELECTION: Obama vs. McCain					LIKELY VOTER	
		Right Direction	Wrong Track	Initial Obama	Lean Obama	Initial McCain	Lean McCain	Still Undecided	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	214	720	427	30	376	46	121	467	533
Weighted	1000	212	728	463	30**	345	42*	119*	397	603
Barack Obama										
I think so much of him, I would speak highly of him without being asked	209	35	169	187	2	11	2	7	110	99
	21%	16%	23%	40% EFG	7%	3%	5%	5%	28% I	16%
I would speak highly of him, if someone asked my opinion	218	48	162	163	11	34	2	9	83	135
	22%	23%	22%	35% EFG	35%	10%	4%	8%	21%	22%
I would be neutral about him, if someone asked my opinion	302	70	205	80	11	126	24	61	102	200
	30%	33%	28%	17%	37%	37% C	57% CE	51% CE	26%	33% H
I would be critical of him, if someone asked my opinion	120	32	80	6	5	86	10	13	51	69
	12%	15%	11%	1%	18%	25% CG	23% C	11% C	13%	12%
I would be critical of him without being asked	103	21	78	16	1	74	2	10	45	57
	10%	10%	11%	4%	3%	21% CFG	4%	8%	11%	10%
DK/NS	48	6	34	11	0	14	3	20	5	43
	5%	3%	5%	3%	-	4%	7%	17% CE	1%	7% H
Summary										
Would speak highly	427	83	331	350	13	45	4	16	193	234
	43%	39%	45%	76% EFG	43%	13%	9%	13%	49% I	39%
Would be critical	223	53	158	22	6	160	11	23	96	126
	22%	25%	22%	5%	21%	46% CFG	27% C	19% C	24%	21%

Ipsos Public Affairs (Election Study)

(John McCain) To what extent would you speak highly or critically of John McCain . . .

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M - N/O/P/Q

* small base

Detailed tables

	Total	Gender		Age						Age/Gender				Generations				
		Male	Femal e	18-29	30-39	40-49	50-64	65+	18-34	35+	Men 18-44	Men 45+	Wome n 18- 44	Wome n 45+	Pre boome rs (1901- 1945)	Baby boome rs (1946- 1964)	Gener ation X'ers (1965- 1974)	Gener ation Next (1975- current)
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	1000	441	559	89	130	180	312	282	155	838	140	297	163	393	309	399	126	134
	1000	485	515	182*	194	185	244	188	305	688	232	249	234	278	204	344	154	267
John McCain																		
I think so much of him, I would speak highly of him without being asked	110	57	54	12	15	20	26	37	23	87	18	39	19	34	38	40	12	20
	11%	12%	11%	6%	8%	11%	11%	20% CDEF	8%	13%	8%	15% JL	8%	12%	19% OPQ	12%	8%	8%
I would speak highly of him, if someone asked my opinion	192	113	79	35	34	36	55	30	46	144	50	62	37	41	35	71	37	42
	19%	23% B	15%	19%	18%	20%	22%	16%	15%	21%	22%	25% LM	16%	15%	17%	21%	24%	16%
I would be neutral about him, if someone asked my opinion	397	171	226	92	90	63	95	55	154	242	101	69	112	114	58	129	59	137
	40%	35%	44% A	51% EG	46% EG	34%	39% G	29%	51% I	35%	43% K	28%	48% K	41% K	28%	37% N	38%	51% NO
I would be critical of him, if someone asked my opinion	125	53	72	17	20	31	35	23	34	91	19	34	34	38	27	50	20	25
	12%	11%	14%	9%	10%	17%	14%	12%	11%	13%	8%	13%	14%	14%	13%	15%	13%	9%
I would be critical of him without being asked	118	61	57	21	21	23	25	27	34	83	30	32	23	33	28	39	19	31
	12%	13%	11%	12%	11%	12%	10%	15%	11%	12%	13%	13%	10%	12%	14%	11%	12%	12%
DK/NS	57	30	27	5	13	12	9	15	13	41	14	15	9	17	18	15	8	12
	6%	6%	5%	3%	7%	6%	4%	8% F	4%	6%	6%	6%	4%	6%	9% O	4%	5%	4%
Summary																		
Would speak highly	303 30%	170 35% B	132 26%	47 26%	49 25%	57 31%	81 33%	67 36%	69 23%	231 34% H	68 29%	100 40% JLM	57 24%	75 27%	73 36% Q	111 32%	49 32%	63 23%
Would be critical	243 24%	114 24%	129 25%	38 21%	41 21%	54 29%	59 24%	50 27%	68 22%	174 25%	49 21%	65 26%	57 24%	71 26%	55 27%	89 26%	39 25%	56 21%

Ipsos Public Affairs (Election Study)

(John McCain) To what extent would you speak highly or critically of John McCain . . .

Detailed tables

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - A/F - A/G - B/F - B/G - C/E - C/G - D/E - H/I/J - J/K - K/L - M/N - O/P - Q/R/S

* small base

	Total	Household Income							Race / Ethnicity					Non-Hispanic White Subgroups				Education		
		Under \$25K	\$25K- <\$50 K	\$50K- <\$75 K	\$75K +	Under \$50K	\$50K- <\$100 K	\$100 K+	White	Black	Hispanic	Non-Hispanic White	Total Minorities	Age 18-44	Age 45+	Men	Women	HS or less	Some college	College degree
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents																				
Weighted	1000	228	183	174	275	411	282	167	782	90	128	733	243	177	553	330	403	348	321	325
	1000	261	184	171	258	445	279	150	723	131*	132*	682	290	265	414	337	345	506	228	260
John McCain																				
I think so much of him, I would speak highly of him without being asked	110	23	15	29	31	38	41	19	90	4	11	87	23	26	61	45	41	60	25	25
	11%	9%	8%	17% ABE	12%	9%	15% E	13%	12% I	3%	8%	13%	8%	10%	15%	13%	12%	12%	11%	10%
I would speak highly of him, if someone asked my opinion	192	38	24	34	74	62	62	46	156	17	13	151	37	65	85	92	59	73	46	72
	19%	14%	13%	20%	29% ABE	14%	22% EB	31% EAB	22% J	13%	10%	22% JL	13%	24%	21%	27% P	17%	14%	20%	28% QR
I would be neutral about him, if someone asked my opinion	397	103	83	55	97	187	97	55	280	51	61	259	126	109	150	111	148	220	89	86
	40%	40%	46% C	32%	38%	42%	35%	37%	39%	38%	47%	38%	43%	41%	36%	33%	43% O	44% S	39%	33%
I would be critical of him, if someone asked my opinion	125	34	22	23	29	56	35	17	100	13	18	93	30	34	59	42	51	53	34	38
	12%	13%	12%	14%	11%	13%	13%	11%	14%	10%	13%	14%	10%	13%	14%	13%	15%	10%	15%	14%
I would be critical of him without being asked	118	34	26	24	24	59	36	12	66	34	15	65	46	20	45	32	33	56	29	33
	12%	13%	14%	14%	9%	13%	13%	8%	9%	26% HJ	11%	9%	16% K	8%	11%	10%	9%	11%	13%	13%
DK/NS	57	29	13	5	2	42	6	1	31	13	15	28	29	10	15	15	13	44	6	5
	6%	11% CDF G	7% DFG	3%	1%	9% FGC D	2%	-	4%	10%	11% HK	4%	10% K	4%	3%	4%	4%	9% RS	2%	2%
Summary																				
Would speak highly	303 30%	61 23%	39 21%	64 37% ABE	105 41% ABE	100 23%	103 37% EAB	65 44% EAB	246 34% IJ	21 16%	24 18%	237 35% JL	59 20%	91 34%	146 35%	137 41% P	100 29%	133 26%	70 31%	97 37% Q
Would be critical	243 24%	67 26%	48 26%	47 27%	54 21%	115 26%	72 26%	29 19%	166 23%	47 36% H	32 24%	158 23%	76 26%	54 21%	103 25%	74 22%	84 24%	109 21%	63 28%	71 27%

Ipsos Public Affairs (Election Study)

(John McCain) To what extent would you speak highly or critically of John McCain . . .

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - N/P/Q - P/R - Q/R

* small base

	Total	Census Region				Census Division									Metropolitan Status				
		Northeast	Midwest	South	West	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Urban	Total suburban	Suburban men	Suburban women	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents																			
Weighted	1000	205	224	366	205	56	149	154	70	194	54	118	57	148	260	542	236	306	198
	1000	187	223	365	225	48*	139	155	68*	199	54*	112*	61*	164	282	524	247	277	194
John McCain																			
I think so much of him, I would speak highly of him without being asked	110	25	22	47	16	5	20	15	7	29	6	11	2	14	22	62	24	39	26
	11%	14%	10%	13%	7%	11%	14%	10%	10%	15%	12%	10%	3%	9%	8%	12%	10%	14%	13%
I would speak highly of him, if someone asked my opinion	192	36	39	74	43	7	29	28	12	40	9	25	14	29	51	96	61	35	44
	19%	19%	18%	20%	19%	15%	21%	18%	17%	20%	17%	22%	24%	17%	18%	18%	25% Q	13%	23% Q
I would be neutral about him, if someone asked my opinion	397	65	87	147	99	20	45	60	27	69	20	57	20	79	116	213	92	122	68
	40%	35%	39%	40%	44%	41%	32%	39%	39%	35%	37%	51% FI	32%	48% FI	41%	41%	37%	44%	35%
I would be critical of him, if someone asked my opinion	125	30	29	38	29	6	24	15	13	21	9	8	10	18	33	71	29	42	21
	12%	16%	13%	10%	13%	13%	17% K	10%	20% K	10%	17%	7%	17%	11%	12%	14%	12%	15%	11%
I would be critical of him without being asked	118	21	27	42	29	7	14	20	7	28	7	7	11	17	40	59	30	29	19
	12%	11%	12%	12%	13%	14%	10%	13%	10%	14%	14%	6%	18%	11%	14%	11%	12%	10%	10%
DK/NS	57	10	19	18	10	3	8	16	3	11	1	5	3	6	19	23	11	11	16
	6%	5%	8%	5%	4%	6%	6%	10%	4%	6%	3%	4%	6%	4%	7%	4%	4%	4%	8%
Summary																			
Would speak highly	303	61	61	120	59	12	49	43	18	69	16	35	16	43	74	159	85	74	70
	30%	33%	28%	33%	26%	26%	35%	28%	27%	35%	29%	32%	27%	26%	26%	30%	34%	27%	36%
Would be critical	243	51	55	80	57	13	38	35	20	49	17	14	22	36	73	130	59	71	41
	24%	27%	25%	22%	25%	27%	27% K	23%	30% K	25% K	31% K	13%	35% K	22%	26%	25%	24%	25%	21%

Ipsos Public Affairs (Election Study)

(John McCain) To what extent would you speak highly or critically of John McCain . . .

Detailed tables

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - B/G

	Total	Marital Status/Gender						
		Total married	Total not married	Married men	Men not married	Married women	Women not married	Married with children
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	587	407	266	173	321	234	213
	1000	551	444	258	224	293	219	249
John McCain								
I think so much of him, I would speak highly of him without being asked	110	75	35	34	23	41	12	38
	11%	14% B	8%	13% F	10%	14% F	6%	15% B
I would speak highly of him, if someone asked my opinion	192	122	68	68	44	55	24	55
	19%	22% B	15%	26% F	20% F	19% F	11%	22%
I would be neutral about him, if someone asked my opinion	397	212	184	89	81	123	103	96
	40%	39%	41%	35%	36%	42%	47% C	39%
I would be critical of him, if someone asked my opinion	125	69	55	31	22	38	34	30
	12%	12%	13%	12%	10%	13%	15%	12%
I would be critical of him without being asked	118	49	68	27	34	21	34	21
	12%	9%	15% AG	11%	15% E	7%	15% E	9%
DK/NS	57	23	34	9	21	14	13	8
	6%	4%	8%	3%	9% C	5%	6%	3%
Summary								
Would speak highly	303	198	103	102	67	96	36	93
	30%	36% B	23%	39% F	30% F	33% F	16%	37% B
Would be critical	243	118	123	59	55	59	68	52
	24%	21%	28%	23%	25%	20%	31% E	21%

Ipsos Public Affairs (Election Study)

(John McCain) To what extent would you speak highly or critically of John McCain . . .

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K

* small base

Detailed tables

	Total	Voting Registered voters	Initial Party ID			Party ID						
			Democrat	Republican	Independent	Democrat	Republican	Independent	Democrat males	Democrat females	Republican males	Republican females
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	797	348	249	403	505	381	114	208	297	185	196
Weighted	1000	730	349	237	414	506	364	131*	242	264	185	179
John McCain												
I think so much of him, I would speak highly of him without being asked	110	93	21	53	36	33	70	7	17	17	36	34
	11%	13%	6%	23% BD	9%	7%	19% EG	5%	7%	6%	19% HI	19% HI
I would speak highly of him, if someone asked my opinion	192	158	36	88	68	57	128	8	35	21	73	55
	19%	22%	10%	37% BD	16% B	11%	35% EG	6%	15%	8%	40% HI	31% HI
I would be neutral about him, if someone asked my opinion	397	270	137	67	193	208	114	74	93	116	51	63
	40%	37%	39% C	28% C	46% C	41% F	32%	57% EF	38%	44% J	28%	35%
I would be critical of him, if someone asked my opinion	125	92	66	15	44	91	22	12	34	57	13	9
	12%	12%	19% CD	6%	11%	18% F	6%	9%	14% JK	21% JK	7%	5%
I would be critical of him without being asked	118	86	72	9	36	94	16	9	52	41	6	9
	12%	12%	21% CD	4%	9% C	19% FG	4%	7%	22% JK	16% JK	3%	5%
DK/NS	57	31	16	5	36	23	14	21	10	13	6	8
	6%	4%	5%	2%	9% C	4%	4%	16% EF	4%	5%	3%	5%
Summary												
Would speak highly	303 30%	251 34%	56 16%	141 60% BD	105 25% B	90 18%	198 55% EG	14 11%	52 21%	38 14%	109 59% HI	89 50% HI
Would be critical	243 24%	178 24%	139 40% CD	24 10%	80 19% C	185 37% FG	37 10%	21 16%	87 36% JK	98 37% JK	19 10%	19 11%

Ipsos Public Affairs (Election Study)

(John McCain) To what extent would you speak highly or critically of John McCain . . .

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I

* small base; ** very small base (under 30) ineligible for sig testing

Detailed tables

	Total	DIRECTION OF COUNTRY		GENERAL ELECTION: Obama vs. McCain					LIKELY VOTER	
		Right Direction	Wrong Track	Initial Obama	Lean Obama	Initial McCain	Lean McCain	Still Undecided	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	214	720	427	30	376	46	121	467	533
Weighted	1000	212	728	463	30**	345	42*	119*	397	603
John McCain										
I think so much of him, I would speak highly of him without being asked	110	33	69	17	1	83	4	5	58	52
	11%	16% B	9%	4%	3%	24% CG	11%	4%	15% I	9%
I would speak highly of him, if someone asked my opinion	192	62	116	38	7	127	9	12	95	97
	19%	29% B	16%	8%	24%	37% CG	21% C	10%	24% I	16%
I would be neutral about him, if someone asked my opinion	397	75	300	222	11	88	21	55	121	276
	40%	36%	41%	48% E	38%	25%	50% E	46% E	31%	46% H
I would be critical of him, if someone asked my opinion	125	23	98	78	7	20	4	16	57	68
	12%	11%	14%	17% E	22%	6%	9%	13% E	14%	11%
I would be critical of him without being asked	118	11	105	91	3	13	2	9	56	63
	12%	5%	14% A	19% EFG	10%	4%	5%	8%	14%	10%
DK/NS	57	7	40	18	1	14	2	22	9	48
	6%	3%	6%	4%	3%	4%	4%	19% CE	2%	8% H
Summary										
Would speak highly	303	96	185	55	8	209	13	17	154	149
	30%	45% B	25%	12%	27%	61% CFG	31% CG	14%	39% I	25%
Would be critical	243	34	203	169	10	34	6	25	112	131
	24%	16%	28% A	36% EFG	32%	10%	14%	21% E	28% I	22%

Ipsos Public Affairs (Election Study)

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M - N/O/P/Q

* small base

		Gender		Age							Age/Gender				Generations				
	Total	Male	Femal e	18-29	30-39	40-49	50-64	65+	18-34	35+	Men 18-44	Men 45+	Wome n 18- 44	Wome n 45+	Pre boome rs (1901- 1945)	Baby boome rs (1946- 1964)	Gener ation X'ers (1965- 1974)	Gener ation Next (1975- current)	
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
	1000	441	559	89	130	180	312	282	155	838	140	297	163	393	309	399	126	134	
	1000	485	515	182*	194	185	244	188	305	688	232	249	234	278	204	344	154	267	
	Right direction	212 21%	108 22%	104 20%	36 20%	35 18%	44 24%	51 21%	43 23%	63 21%	146 21%	56 24%	50 20%	39 17%	63 23%	48 24%	74 22%	25 16%	54 20%
	Wrong track	728 73%	355 73%	373 73%	139 76%	148 76%	129 70%	179 74%	129 69%	226 74%	499 73%	168 73%	185 74%	177 75%	195 70%	138 67%	256 74%	117 76%	202 76%
	(DK/NS)	60 6%	22 5%	38 7%	7 4%	12 6%	12 6%	13 5%	15 8%	16 5%	44 6%	7 3%	15 6%	18 8%	20 7%	19 9% O	14 4%	13 8%	11 4%

Detailed tables

Ipsos Public Affairs (Election Study)

Detailed tables

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - A/F - A/G - B/F - B/G - C/E - C/G - D/E - H/I/J - J/K - K/L - M/N - O/P - Q/R/S

* small base

		Household Income							Race / Ethnicity					Non-Hispanic White Subgroups				Education		
	Total	Under \$25K	\$25K- <\$50 K	\$50K- <\$75 K	\$75K +	Under \$50K	\$50K- <\$100 K	\$100 K+	White	Black	Hispanic	Non-Hispanic White	Total Minorities	Age 18-44	Age 45+	Men	Women	HS or less	Some college	College degree
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	1000	228	183	174	275	411	282	167	782	90	128	733	243	177	553	330	403	348	321	325
Weighted	1000	261	184	171	258	445	279	150	723	131*	132*	682	290	265	414	337	345	506	228	260
Right direction	212 21%	67 26% B	27 14%	36 21%	51 20%	93 21%	49 18%	39 26% B	154 21%	26 20%	17 13%	153 22% J	51 17%	63 24%	88 21%	73 22%	80 23%	98 19%	48 21%	64 24%
Wrong track	728 73%	176 67%	148 81% AG	128 75%	189 73%	324 73%	215 77% A	101 68%	532 74%	99 76%	105 80%	497 73%	217 75%	195 73%	302 73%	251 74%	247 71%	379 75%	170 74%	177 68%
(DK/NS)	60 6%	18 7%	9 5%	7 4%	18 7%	27 6%	15 5%	10 6%	37 5%	6 4%	10 7%	32 5%	22 8%	8 3%	24 6%	13 4%	19 6%	30 6%	11 5%	20 8%

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Detailed tables

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - N/P/Q - P/R - Q/R

* small base

Small base		Census Region				Census Division										Metropolitan Status				
	Total	Northeast	Midwest	South	West	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Urban	Total suburban	Suburban men	Suburban women	Rural	
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
	1000	205	224	366	205	56	149	154	70	194	54	118	57	148	260	542	236	306	198	
	1000	187	223	365	225	48*	139	155	68*	199	54*	112*	61*	164	282	524	247	277	194	
Right direction	212 21%	36 19%	55 25%	70 19%	52 23%	10 21%	26 18%	38 24%	17 25%	36 18%	9 16%	25 22%	21 35% FIM	31 19%	71 25%	109 21%	53 21%	55 20%	32 17%	
Wrong track	728 73%	140 75%	152 68%	271 74%	165 73%	36 76%	104 75%	108 70%	44 65%	150 76%	43 79%	78 70%	38 63%	127 77%	190 68%	393 75%	187 76%	206 74%	145 75%	
(DK/NS)	60 6%	11 6%	16 7%	24 7%	8 4%	1 3%	10 7%	9 6%	7 10%	13 6%	3 5%	9 8%	1 2%	7 4%	21 7%	23 4%	7 3%	16 6%	16 8% P	

Ipsos Public Affairs (Election Study)

Detailed tables

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - B/G

	Total	Marital Status/Gender						
		Total married	Total not married	Married men	Men not married	Married women	Women not married	Married with children
		A	B	C	D	E	F	G
Base: All respondents	1000	587	407	266	173	321	234	213
Weighted	1000	551	444	258	224	293	219	249
Right direction	212 21%	123 22%	87 20%	61 24%	46 20%	62 21%	42 19%	55 22%
Wrong track	728 73%	397 72%	328 74%	185 71%	169 76%	212 73%	158 72%	181 73%
(DK/NS)	60 6%	31 6%	29 6%	12 5%	10 4%	19 6%	19 9%	13 5%

Ipsos Public Affairs (Election Study)

Detailed tables

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K

* small base

		Voting	Initial Party ID			Party ID						
	Total	Registered voters	Democrat	Republican	Independent	Democrat	Republican	Independent	Democrat males	Democrat females	Republican males	Republican females
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	797	348	249	403	505	381	114	208	297	185	196
Weighted	1000	730	349	237	414	506	364	131*	242	264	185	179
Right direction	212	156	62	79	71	78	114	21	39	39	58	56
	21%	21%	18%	34% BD	17%	15%	31% EG	16%	16%	15%	31% HI	31% HI
Wrong track	728	532	279	143	306	413	221	95	198	215	118	103
	73%	73%	80% C	60%	74% C	82% F	61%	72%	82% JK	81% JK	64%	58%
(DK/NS)	60	42	8	15	37	15	29	15	5	10	9	20
	6%	6%	2%	6% B	9% B	3%	8% E	12% E	2%	4%	5%	11% HI

Ipsos Public Affairs (Election Study)

Detailed tables

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I

* small base; ** very small base (under 30) ineligible for sig testing

	Total	DIRECTION OF COUNTRY		GENERAL ELECTION: Obama vs. McCain					LIKELY VOTER	
		Right Direction	Wrong Track	Initial Obama	Lean Obama	Initial McCain	Lean McCain	Still Undecided	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	214	720	427	30	376	46	121	467	533
Weighted	1000	212	728	463	30**	345	42*	119*	397	603
Right direction	212 21%	212 100%	0 -	80 17%	1 3%	106 31%	4 10%	21 18%	92 23%	121 20%
Wrong track	728 73%	0 -	728 100%	370 80%	27 91%	216 62%	30 71%	85 71%	291 73%	437 72%
(DK/NS)	60 6%	0 -	0 -	13 3%	2 6%	24 7%	8 19%	13 11%	14 4%	45 8%
						C	CE	C		H