

Ipsos Public Affairs (Election Study)

Detailed tables

(You want to lead us right now) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| You want to lead us right now | | | | | | | | | | | | | | | | | | |
| Barack Obama | 496 50% | 216 45% | 279 54% | 121 66% | 100 52% | 85 46% | 101 41% | 88 47% | 190 62% | 305 44% | 127 55% | 89 36% | 136 58% | 142 51% | 94 46% | 147 43% | 74 48% | 168 63% |
| John McCain | 360 36% | 194 40% | 166 32% | 46 26% | 62 32% | 71 39% | 107 44% | 73 39% | 79 26% | 279 41% | 72 31% | 120 48% | 69 29% | 97 35% | 81 40% | 148 43% | 54 35% | 70 26% |
| (DO NOT READ) Neither | 102 10% | 56 11% | 45 9% | 7 4% | 31 16% | 21 11% | 23 9% | 18 9% | 28 9% | 72 10% | 27 12% | 28 11% | 21 9% | 24 9% | 19 9% | 31 9% | 24 15% | 21 8% |
| DK/NS | 43 4% | 19 4% | 24 5% | 8 4% | 1 - | 8 4% | 14 6% | 9 5% | 8 3% | 32 5% | 5 2% | 12 5% | 8 4% | 14 5% | 10 5% | 18 5% | 3 2% | 8 3% |

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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 |
| You want to lead us right now | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 496 50% | 149 57% CDF G | 102 56% CDF G | 71 42% | 114 44% | 252 57% FGC D | 120 43% | 64 43% | 303 42% | 118 90% HJ | 90 68% HK | 275 40% | 209 72% K | 113 43% | 161 39% | 122 36% | 153 44% | 263 52% | 110 48% | 122 47% |
| John McCain | 360 36% | 85 33% | 49 26% | 75 44% BE | 112 44% ABE | 134 30% | 122 44% EAB | 65 44% EB | 307 43% IJ | 5 4% | 28 21% I | 298 44% JL | 54 19% | 111 42% | 187 45% | 159 47% | 139 41% | 164 32% | 87 38% | 105 40% |
| (DO NOT READ) Neither | 102 10% | 15 6% | 26 14% A | 21 12% A | 26 10% | 41 9% | 30 11% | 17 11% | 82 11% I | 3 2% | 11 9% | 79 12% L | 18 6% | 35 13% | 43 11% | 44 13% | 34 10% | 53 11% | 27 12% | 21 8% |
| DK/NS | 43 4% | 12 4% | 7 4% | 4 2% | 6 2% | 18 4% | 6 2% | 4 2% | 31 4% | 4 4% | 3 2% | 31 4% | 9 3% | 7 2% | 22 5% | 12 4% | 18 5% | 26 5% | 4 2% | 12 5% |

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* 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 | |
| | | 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 | |
| You want to lead us right now | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 496 50% | 87 46% | 105 47% | 163 45% | 140 62% ABC | 27 56% J | 60 43% | 73 47% | 32 47% | 98 49% | 17 32% | 48 43% | 35 57% J | 105 64% FGHIJK | 161 57% ORP | 251 48% | 103 42% | 149 54% PR | 83 43% | |
| John McCain | 360 36% | 68 37% | 79 36% | 152 42% D | 61 27% | 15 32% | 53 38% | 52 34% | 27 40% | 82 41% M | 22 41% | 47 42% M | 17 28% | 44 27% | 84 30% | 194 37% | 103 42% N | 91 33% | 82 42% N | |
| (DO NOT READ) Neither | 102 10% | 23 12% | 22 10% | 38 10% | 19 8% | 5 10% | 18 13% | 19 12% | 3 5% | 13 7% | 12 22% HIM | 13 12% | 7 12% | 12 7% | 26 9% | 57 11% | 31 12% | 26 9% | 18 9% | |
| DK/NS | 43 4% | 9 5% | 16 7% D | 13 3% | 6 3% | 1 2% | 8 6% | 11 7% | 6 8% | 6 3% | 3 5% | 3 3% | 2 3% | 3 2% | 11 4% | 22 4% | 10 4% | 12 4% | 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 Weighted | 1000 | 587 | 407 | 266 | 173 | 321 | 234 | 213 |
| | 1000 | 551 | 444 | 258 | 224 | 293 | 219 | 249 |
| You want to lead us right now | | | | | | | | |
| Barack Obama | 496 | 236 | 258 | 93 | 123 | 143 | 135 | 98 |
| | 50% | 43% | 58% | 36% | 55% | 49% | 62% | 39% |
| John McCain | 360 | 233 | 124 | 124 | 68 | 109 | 56 | 113 |
| | 36% | 42% | 28% | 48% | 30% | 37% | 26% | 46% |
| (DO NOT READ) Neither | 102 | 57 | 44 | 32 | 24 | 24 | 20 | 32 |
| | 10% | 10% | 10% | 13% | 11% | 8% | 9% | 13% |
| DK/NS | 43 | 26 | 17 | 9 | 10 | 17 | 7 | 6 |
| | 4% | 5% | 4% | 3% | 4% | 6% | 3% | 2% |

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(You want to lead us right now) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| You want to lead us right now | | | | | | | | | | | | |
| Barack Obama | 496 50% | 349 48% | 279 80% CD | 40 17% C | 177 43% C | 387 77% FG | 63 17% F | 46 35% F | 173 72% JK | 214 81% HJK | 22 12% J | 41 23% J |
| John McCain | 360 36% | 282 39% | 43 12% BD | 171 72% B | 146 35% B | 79 15% EG | 253 70% EG | 28 22% EF | 47 19% EF | 31 12% IK | 130 70% HI | 123 69% HI |
| (DO NOT READ) Neither | 102 10% | 70 9% | 18 5% | 16 7% | 67 16% BC | 28 6% | 31 8% | 43 32% EF | 15 6% | 13 5% | 22 12% IK | 8 5% |
| DK/NS | 43 4% | 29 4% | 10 3% | 10 4% | 24 6% | 12 2% | 17 5% | 14 11% E | 6 3% | 5 2% | 11 6% | 6 3% |

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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 |
| You want to lead us right now | | | | | | | | | | |
| Barack Obama | 496 50% | 80 38% | 399 55% A | 433 93% EFG | 22 72% | 21 6% | 3 6% | 17 15% E | 209 53% | 287 48% |
| John McCain | 360 36% | 110 52% B | 227 31% | 17 4% | 1 4% | 304 88% CFG | 27 64% CG | 11 9% C | 165 41% I | 195 32% |
| (DO NOT READ) Neither | 102 10% | 12 6% | 79 11% | 8 2% | 5 18% | 13 4% | 9 23% CE | 65 54% CEF | 18 5% | 83 14% H |
| DK/NS | 43 4% | 9 4% | 24 3% | 6 1% | 2 6% | 6 2% | 3 7% C | 26 22% CE | 5 1% | 38 6% H |

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(Will be good for America) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

| | Total | Gender | | Age | | | | | | | Age/Gender | | | | Generations | | | |
|--------------------------|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|------------|------------|------------|-------------|------------|-------------------------|--------------------------|------------------------------|--------------------------------|
| | | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | 18-34 | 35+ | Men 18-44 | Men 45+ | Women 18-44 | Women 45+ | Pre boomers (1901-1945) | Baby boomers (1946-1964) | Generation X'ers (1965-1974) | Generation Next (1975-current) |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q |
| Base: All respondents | 1000 | 441 | 559 | 89 | 130 | 180 | 312 | 282 | 155 | 838 | 140 | 297 | 163 | 393 | 309 | 399 | 126 | 134 |
| Weighted | 1000 | 485 | 515 | 182* | 194 | 185 | 244 | 188 | 305 | 688 | 232 | 249 | 234 | 278 | 204 | 344 | 154 | 267 |
| Will be good for America | | | | | | | | | | | | | | | | | | |
| Barack Obama | 497 50% | 222 46% | 275 53% | 119 65% | 102 53% | 87 47% | 102 42% | 87 46% | 190 62% | 306 44% | 132 57% | 90 36% | 132 56% | 142 51% | 93 46% | 149 43% | 74 48% | 166 62% |
| John McCain | 366 36% | 198 41% | 168 33% | 54 30% | 59 30% | 71 38% | 106 43% | 74 39% | 86 28% | 278 40% | 74 32% | 123 49% | 71 30% | 97 35% | 82 40% | 148 43% | 50 33% | 77 29% |
| (DO NOT READ) Neither | 96 10% | 47 9% | 50 10% | 6 3% | 25 13% | 21 12% | 25 10% | 16 9% | 21 7% | 72 11% | 19 8% | 26 10% | 24 11% | 25 9% | 19 9% | 34 10% | 19 12% | 20 8% |
| DK/NS | 42 4% | 19 4% | 23 4% | 3 2% | 8 4% | 6 3% | 11 5% | 10 6% | 7 3% | 32 5% | 7 3% | 11 5% | 8 3% | 14 5% | 11 5% | 13 4% | 11 7% | 3 1% |

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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 |
| Will be good for America | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 497 50% | 144 55% CF | 105 57% CDF | 72 42% | 117 46% | 248 56% FCD | 120 43% | 70 47% | 302 42% | 117 89% HJ | 91 69% HK | 276 41% | 209 72% K | 111 42% | 164 40% | 120 36% | 156 45% O | 263 52% | 115 50% | 119 46% |
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| (DO NOT READ) Neither | 96 10% | 15 6% | 22 12% | 16 9% | 23 9% | 37 8% | 27 10% | 12 8% | 79 11% I | 3 3% | 9 7% | 74 11% | 18 6% | 30 11% | 44 11% | 39 11% | 36 10% | 53 10% | 19 8% | 25 9% |
| DK/NS | 42 4% | 13 5% | 9 5% | 4 2% | 5 2% | 23 5% | 7 2% | 2 1% | 29 4% | 4 3% | 4 3% | 29 4% | 8 3% | 10 4% | 17 4% | 13 4% | 16 5% | 24 5% | 6 3% | 10 4% |

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* 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 |
| Will be good for America | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 497 50% | 92 49% | 104 47% | 166 45% | 135 60% | 29 61% | 63 45% | 72 47% | 32 47% | 97 49% | 19 35% | 50 44% | 37 61% | 98 60% | 162 58% | 254 49% | 103 42% | 151 54% | 81 41% |
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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - B/G

| | Total | Marital Status/Gender | | | | | | |
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| Base: All respondents Weighted | 1000 | 587 | 407 | 266 | 173 | 321 | 234 | 213 |
| | 1000 | 551 | 444 | 258 | 224 | 293 | 219 | 249 |
| Will be good for America | | | | | | | | |
| Barack Obama | 497 | 235 | 260 | 94 | 128 | 142 | 132 | 94 |
| | 50% | 43% | 59% | 36% | 57% | 48% | 60% | 38% |
| John McCain | 366 | 233 | 129 | 123 | 73 | 110 | 57 | 114 |
| | 36% | 42% | 29% | 48% | 32% | 38% | 26% | 46% |
| (DO NOT READ) Neither | 96 | 63 | 33 | 33 | 13 | 30 | 19 | 37 |
| | 10% | 11% | 7% | 13% | 6% | 10% | 9% | 15% |
| DK/NS | 42 | 19 | 22 | 8 | 10 | 11 | 12 | 3 |
| | 4% | 4% | 5% | 3% | 5% | 4% | 5% | 1% |

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* 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 |
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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 |
| Will be good for America | | | | | | | | | | |
| Barack Obama | 497 50% | 83 39% | 396 54% A | 435 94% EFG | 21 71% | 18 5% | 4 10% | 18 16% E | 201 51% | 295 49% |
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| (DO NOT READ) Neither | 96 10% | 11 5% | 80 11% A | 8 2% | 7 22% | 12 3% | 10 25% CE | 59 49% CEF | 24 6% | 72 12% H |
| DK/NS | 42 4% | 3 2% | 28 4% | 3 1% | 1 3% | 5 2% | 3 9% CE | 29 24% CE | 5 1% | 37 6% H |

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(Will do the most to enhance America's reputation in the world) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | 18-34 | 35+ | Men 18-44 | Men 45+ | Women 18-44 | Women 45+ | Pre boomers (1901-1945) | Baby boomers (1946-1964) | Generation X'ers (1965-1974) | Generation 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 |
| Will do the most to enhance America's reputation in the world | | | | | | | | | | | | | | | | | | |
| Barack Obama | 512 51% | 240 49% | 272 53% | 129 71% DEFG | 99 51% | 89 48% | 106 43% | 88 47% | 197 65% I | 314 46% | 145 62% KM | 95 38% | 129 55% K | 143 51% K | 94 46% | 153 44% | 77 50% | 176 66% NOP |
| John McCain | 364 37% | 200 41% B | 164 32% | 40 22% | 64 33% | 76 41% C | 110 45% CD | 72 38% C | 73 24% | 289 42% H | 69 30% | 129 52% JLM | 71 30% | 93 34% | 81 40% Q | 157 46% Q | 58 37% Q | 62 23% |
| (DO NOT READ) Neither | 83 8% | 28 6% | 55 11% A | 8 4% | 26 14% C | 14 8% | 19 8% | 15 8% | 28 9% | 54 8% | 15 6% | 12 5% | 27 12% K | 28 10% K | 15 7% | 23 7% | 16 10% | 22 8% |
| DK/NS | 41 4% | 18 4% | 23 4% | 5 3% | 4 2% | 6 3% | 9 4% | 14 7% D | 7 2% | 31 4% | 4 2% | 13 5% | 8 3% | 14 5% | 15 7% OQ | 11 3% | 4 3% | 7 3% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will do the most to enhance America's reputation in the world) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

Proportions/Means: 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 |
| Will do the most to enhance America's reputation in the world | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 512 51% | 148 57% CF | 99 54% | 75 44% | 130 50% | 247 56% FC | 122 44% | 82 55% | 322 45% | 112 86% HJ | 84 64% HK | 299 44% | 201 69% K | 127 48% | 171 41% | 140 42% | 158 46% | 258 51% | 115 50% | 139 54% |
| John McCain | 364 37% | 83 32% | 56 30% | 76 44% ABE | 107 42% BE | 139 31% | 124 44% EAB | 58 39% | 310 43% IJ | 9 7% | 30 23% I | 298 44% JL | 59 20% | 105 40% | 192 46% | 164 49% P | 133 39% | 171 34% | 93 41% | 97 37% |
| (DO NOT READ) Neither | 83 8% | 15 6% | 21 12% | 17 10% | 17 7% | 36 8% | 27 10% | 7 5% | 61 8% | 4 3% | 12 9% | 57 8% | 19 7% | 25 9% | 31 8% | 19 5% | 38 11% O | 53 10% | 14 6% | 16 6% |
| DK/NS | 41 4% | 14 5% D | 8 4% | 3 2% | 3 1% | 22 5% D | 5 2% | 2 1% | 30 4% | 6 4% | 5 4% | 29 4% | 11 4% | 8 3% | 19 5% | 13 4% | 16 4% | 24 5% | 7 3% | 8 3% |

(Will do the most to enhance America's reputation in the world) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | 1000 | 205 | 224 | 366 | 205 | 56 | 149 | 154 | 70 | 194 | 54 | 118 | 57 | 148 | 260 | 542 | 236 | 306 | 198 |
| Weighted | 1000 | 187 | 223 | 365 | 225 | 48* | 139 | 155 | 68* | 199 | 54* | 112* | 61* | 164 | 282 | 524 | 247 | 277 | 194 |
| Will do the most to enhance America's reputation in the world | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 512 51% | 99 53% | 108 48% | 160 44% | 145 65% ABC | 30 63% J | 69 49% J | 72 46% J | 36 53% J | 94 48% J | 15 27% | 51 46% | 39 63% J | 107 65% FGIJK | 161 57% R | 265 51% | 119 48% | 146 53% | 86 44% |
| John McCain | 364 37% | 63 33% | 84 38% | 154 42% D | 64 28% | 12 26% | 50 36% | 60 39% | 24 35% | 78 39% M | 28 51% EM | 48 43% M | 20 33% | 43 26% | 92 33% | 189 36% | 104 42% Q | 84 30% | 84 43% NQ |
| (DO NOT READ) Neither | 83 8% | 16 9% | 18 8% | 36 10% | 12 5% | 3 7% | 13 9% | 17 11% | 2 3% | 16 8% | 10 19% HLM | 10 9% | 2 3% | 11 7% | 20 7% | 48 9% | 15 6% | 34 12% P | 15 8% |
| DK/NS | 41 4% | 10 5% | 13 6% | 15 4% | 4 2% | 2 4% | 8 6% | 6 4% | 6 9% M | 10 5% | 1 3% | 3 2% | 0 1% | 3 2% | 10 3% | 22 4% | 9 4% | 14 5% | 9 5% |

(Will do the most to enhance America's reputation in the world) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

| | 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: All respondents Weighted | 1000 | 587 | 407 | 266 | 173 | 321 | 234 | 213 |
| | 1000 | 551 | 444 | 258 | 224 | 293 | 219 | 249 |
| Will do the most to enhance America's reputation in the world | | | | | | | | |
| Barack Obama | 512 | 244 | 266 | 107 | 132 | 136 | 135 | 99 |
| | 51% | 44% | 60% | 42% | 59% | 47% | 61% | 40% |
| John McCain | 364 | 238 | 124 | 128 | 71 | 111 | 53 | 116 |
| | 37% | 43% | 28% | 49% | 32% | 38% | 24% | 47% |
| (DO NOT READ) Neither | 83 | 49 | 34 | 16 | 12 | 33 | 22 | 26 |
| | 8% | 9% | 8% | 6% | 5% | 11% | 10% | 10% |
| DK/NS | 41 | 20 | 20 | 8 | 10 | 13 | 10 | 8 |
| | 4% | 4% | 4% | 3% | 4% | 4% | 5% | 3% |

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Detailed tables

(Will do the most to enhance America's reputation in the world) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | | | | | | |
|---|------------|--------------------------------|------------------|-----------------|-----------------|------------------|------------------|-----------------|------------------|------------------|------------------|------------------|
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All respondents Weighted | 1000 | 797 | 348 | 249 | 403 | 505 | 381 | 114 | 208 | 297 | 185 | 196 |
| | 1000 | 730 | 349 | 237 | 414 | 506 | 364 | 131* | 242 | 264 | 185 | 179 |
| Will do the most to enhance America's reputation in the world | | | | | | | | | | | | |
| Barack Obama | 512 51% | 354 48% | 276 79% CD | 44 19% C | 192 46% C | 389 77% FG | 72 20% F | 51 39% JK | 179 74% JK | 210 80% JK | 36 20% HI | 36 20% HI |
| John McCain | 364 37% | 296 41% | 47 13% BD | 169 71% B | 149 36% B | 81 16% EG | 254 70% EG | 29 22% EF | 48 20% EF | 33 12% EF | 133 72% HI | 120 67% HI |
| (DO NOT READ) Neither | 83 8% | 50 7% | 15 5% | 15 6% | 53 13% BC | 20 4% | 26 7% | 37 29% EF | 6 2% | 14 5% | 10 5% | 16 9% H |
| DK/NS | 41 4% | 31 4% | 11 3% | 10 4% | 20 5% | 16 3% | 12 3% | 13 10% EF | 9 4% | 7 3% | 5 3% | 7 4% |

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Detailed tables

(Will do the most to enhance America's reputation in the world) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will do the most to enhance America's reputation in the world | | | | | | | | | | |
| Barack Obama | 512 51% | 91 43% | 405 56% A | 419 90% EFG | 20 66% | 38 11% | 7 17% | 28 24% E | 211 53% | 301 50% |
| John McCain | 364 37% | 108 51% B | 229 31% | 32 7% | 3 10% | 286 83% CFG | 23 55% CG | 20 17% C | 160 40% | 204 34% |
| (DO NOT READ) Neither | 83 8% | 7 3% | 66 9% A | 6 1% | 5 18% | 14 4% C | 11 26% CE | 46 39% CE | 15 4% | 68 11% H |
| DK/NS | 41 4% | 6 3% | 29 4% | 7 2% | 2 6% | 7 2% | 1 2% | 25 20% CEF | 10 3% | 30 5% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make me proud to be an American) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will make me proud to be an American | | | | | | | | | | | | | | | | | | |
| Barack Obama | 454 45% | 192 40% | 262 51% A | 106 59% EFG | 96 49% | 80 43% | 97 40% | 75 40% | 174 57% I | 280 41% | 111 48% K | 82 33% | 129 55% K | 133 48% K | 82 40% | 138 40% | 70 46% | 152 57% NO |
| John McCain | 385 39% | 209 43% | 176 34% B | 55 30% | 66 34% | 75 41% | 110 45% C | 77 41% | 88 29% | 295 43% H | 81 35% | 127 51% JLM | 75 32% | 101 36% | 85 42% Q | 158 46% Q | 56 36% | 80 30% |
| (DO NOT READ) Neither | 118 12% | 62 13% | 56 11% | 11 6% | 29 15% | 19 10% | 28 11% | 27 15% C | 31 10% | 84 12% | 26 11% | 33 13% | 23 9% | 33 12% | 28 14% | 36 10% | 20 13% | 23 9% |
| DK/NS | 43 4% | 22 4% | 21 4% | 10 5% | 3 2% | 11 6% | 9 4% | 8 4% | 12 4% | 29 4% | 14 6% | 8 3% | 9 4% | 11 4% | 8 4% | 12 4% | 8 5% | 12 4% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make me proud to be an American) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Will make me proud to be an American | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 454 45% | 137 53% DF | 93 51% D | 71 42% | 101 39% | 230 52% FGD | 111 40% | 61 41% | 278 38% | 110 84% HJ | 76 58% HK | 254 37% | 189 65% K | 106 40% | 148 36% | 109 32% | 145 42% O | 242 48% | 99 43% | 112 43% |
| John McCain | 385 39% | 94 36% | 59 32% | 76 44% B | 112 44% BE | 152 34% | 124 45% EB | 64 43% | 324 45% IJ | 8 6% | 42 32% I | 311 46% JL | 67 23% | 115 43% | 196 47% | 170 50% P | 142 41% | 187 37% | 90 39% | 105 40% |
| (DO NOT READ) Neither | 118 12% | 21 8% | 23 12% | 18 11% | 36 14% | 44 10% | 34 12% | 20 13% | 93 13% | 8 6% | 11 8% | 90 13% L | 21 8% | 32 12% | 57 14% | 45 14% | 45 13% | 55 11% | 36 16% | 27 11% |
| DK/NS | 43 4% | 9 3% | 9 5% | 6 3% | 7 3% | 18 4% | 9 3% | 4 3% | 28 4% | 5 4% | 3 2% | 27 4% | 12 4% | 12 5% | 12 3% | 14 4% | 13 4% | 23 4% | 4 2% | 16 6% R |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make me proud to be an American) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

* 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 |
| 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 |
| Will make me proud to be an American | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 454 45% | 78 42% | 101 45% | 149 41% | 126 56% AC | 23 49% | 55 39% | 71 46% | 30 44% | 90 45% | 17 31% | 42 38% | 34 56% J | 92 56% FJK | 142 50% P | 233 44% | 93 38% | 140 50% P | 78 40% |
| John McCain | 385 39% | 68 36% | 86 38% | 164 45% D | 68 30% | 15 31% | 53 38% | 58 37% | 28 41% | 87 44% M | 23 43% | 54 48% M | 20 33% | 48 29% | 87 31% | 209 40% N | 111 45% N | 99 36% | 88 46% N |
| (DO NOT READ) Neither | 118 12% | 31 17% | 24 11% | 41 11% | 22 10% | 6 12% | 25 18% I | 17 11% | 7 10% | 16 8% | 11 21% I | 13 12% | 7 11% | 15 9% | 39 14% | 61 12% | 31 12% | 31 11% | 18 9% |
| DK/NS | 43 4% | 10 5% | 13 6% | 11 3% | 9 4% | 4 8% | 6 5% | 10 6% | 3 5% | 6 3% | 3 5% | 3 2% | 0 - | 9 6% | 14 5% | 20 4% | 12 5% | 8 3% | 9 5% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make me proud to be an American) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will make me proud to be an American | | | | | | | | |
| Barack Obama | 454 | 216 | 236 | 83 | 109 | 133 | 127 | 90 |
| | 45% | 39% | 53% | 32% | 49% | 45% | 58% | 36% |
| John McCain | 385 | 240 | 142 | 127 | 80 | 113 | 62 | 117 |
| | 39% | 44% | 32% | 49% | 35% | 39% | 28% | 47% |
| (DO NOT READ) Neither | 118 | 70 | 47 | 38 | 24 | 32 | 23 | 31 |
| | 12% | 13% | 11% | 15% | 11% | 11% | 11% | 13% |
| DK/NS | 43 | 25 | 18 | 11 | 11 | 14 | 7 | 10 |
| | 4% | 4% | 4% | 4% | 5% | 5% | 3% | 4% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make me proud to be an American) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will make me proud to be an American | | | | | | | | | | | | |
| Barack Obama | 454 45% | 320 44% | 264 76% CD | 36 15% C | 153 37% C | 356 70% FG | 53 15% | 44 34% F | 153 63% JK | 204 77% HJK | 18 10% | 35 20% J |
| John McCain | 385 39% | 302 41% | 49 14% | 176 74% BD | 160 39% B | 89 18% EG | 262 72% | 34 26% | 51 21% | 37 14% | 139 75% | 123 69% HI |
| (DO NOT READ) Neither | 118 12% | 80 11% | 26 7% | 19 8% | 72 17% BC | 46 9% | 36 10% | 35 27% EF | 26 11% | 20 8% | 22 12% | 15 8% |
| DK/NS | 43 4% | 28 4% | 9 3% | 6 3% | 28 7% BC | 15 3% | 12 3% | 17 13% EF | 11 5% | 3 1% | 6 3% | 6 3% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make me proud to be an American) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 Weighted | | | | | | | | | | |
| | 1000 | 214 | 720 | 427 | 30 | 376 | 46 | 121 | 467 | 533 |
| | 1000 | 212 | 728 | 463 | 30** | 345 | 42* | 119* | 397 | 603 |
| Will make me proud to be an American | | | | | | | | | | |
| Barack Obama | 454 | 74 | 365 | 405 | 15 | 13 | 3 | 18 | 185 | 268 |
| | 45% | 35% | 50% | 87% | 51% | 4% | 7% | 15% | 47% | 44% |
| John McCain | 385 | 113 | 246 | 31 | 2 | 302 | 29 | 21 | 168 | 217 |
| | 39% | 54% | 34% | 7% | 7% | 87% | 69% | 18% | 42% | 36% |
| (DO NOT READ) Neither | 118 | 17 | 90 | 21 | 8 | 25 | 8 | 55 | 34 | 83 |
| | 12% | 8% | 12% | 4% | 28% | 7% | 20% | 46% | 9% | 14% |
| DK/NS | 43 | 7 | 27 | 8 | 4 | 5 | 2 | 25 | 9 | 35 |
| | 4% | 3% | 4% | 2% | 14% | 2% | 4% | 21% | 2% | 6% |
| | | | | | | | | CEF | | H |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will keep America safe) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will keep America safe | | | | | | | | | | | | | | | | | | |
| Barack Obama | 427 43% | 189 39% | 238 46% | 102 56% EFG | 85 44% | 73 40% | 89 37% | 77 41% | 160 53% I | 266 39% | 114 49% K | 76 31% | 109 46% K | 128 46% K | 82 40% | 129 37% | 65 42% | 140 52% NO |
| John McCain | 420 42% | 228 47% B | 192 37% | 65 36% | 66 34% | 80 43% | 125 51% CD | 83 44% | 102 34% | 316 46% H | 86 37% | 140 56% JLM | 84 36% | 109 39% | 90 44% | 174 51% PQ | 56 36% | 93 35% |
| (DO NOT READ) Neither | 92 9% | 43 9% | 49 10% | 2 1% | 31 16% CF | 24 13% CF | 16 6% | 17 9% C | 23 7% | 68 10% | 21 9% | 21 8% | 23 10% | 25 9% | 18 9% | 28 8% | 24 16% OQ | 15 6% |
| DK/NS | 61 6% | 25 5% | 36 7% | 13 7% | 12 6% | 7 4% | 15 6% | 11 6% | 20 6% | 38 5% | 11 5% | 12 5% | 18 8% | 16 6% | 15 7% | 13 4% | 9 6% | 18 7% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will keep America safe) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Will keep America safe | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 427 43% | 129 49% DG | 85 46% | 67 39% | 98 38% | 214 48% GD | 109 39% | 56 37% | 257 36% | 107 81% HJ | 75 56% HK | 236 35% | 181 62% K | 96 36% | 140 34% | 99 29% | 137 40% O | 230 45% | 94 41% | 103 40% |
| John McCain | 420 42% | 87 33% | 64 35% | 85 50% ABE | 132 51% ABE | 150 34% | 139 50% EAB | 78 52% EAB | 364 50% IJ | 7 5% | 32 24% I | 352 51% JL | 57 20% | 128 48% | 224 54% | 196 58% P | 156 45% | 184 36% | 105 46% Q | 127 49% Q |
| (DO NOT READ) Neither | 92 9% | 20 8% | 24 13% | 15 9% | 21 8% | 44 10% | 25 9% | 10 7% | 65 9% | 7 5% | 13 10% | 60 9% | 28 10% | 27 10% | 33 8% | 26 8% | 35 10% | 48 10% | 23 10% | 21 8% |
| DK/NS | 61 6% | 25 10% CDF | 11 6% | 4 2% | 7 3% | 36 8% FCD | 5 2% | 6 4% | 36 5% | 11 9% | 13 10% | 34 5% | 24 8% | 15 6% | 17 4% | 16 5% | 17 5% | 44 9% RS | 6 3% | 9 3% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will keep America safe) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - P/Q - R/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 | |
| | | 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 | |
| Will keep America safe | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 427 43% | 73 39% | 95 43% | 142 39% | 117 52% AC | 21 44% | 52 37% | 68 44% | 26 38% | 85 43% | 17 31% | 41 36% | 31 51% | 86 52% FJK | 134 48% R | 225 43% | 97 39% | 128 46% R | 68 35% | |
| John McCain | 420 42% | 83 44% | 92 41% | 158 43% | 87 39% | 16 33% | 67 48% | 62 40% | 30 44% | 87 44% | 19 36% | 51 46% | 26 42% | 62 38% | 100 35% | 227 43% | 123 50% NQ | 104 38% | 93 48% NQ | |
| (DO NOT READ) Neither | 92 9% | 19 10% | 19 8% | 41 11% | 14 6% | 6 13% | 13 9% | 14 9% | 5 7% | 16 8% | 13 24% FGHIL M | 12 11% | 3 6% | 10 6% | 28 10% | 51 10% | 20 8% | 31 11% | 13 7% | |
| DK/NS | 61 6% | 12 7% | 18 8% | 24 7% | 7 3% | 5 10% | 8 6% | 10 7% | 7 11% | 11 5% | 5 9% | 8 7% | 0 1% | 6 4% | 20 7% | 21 4% | 7 3% | 15 5% | 19 10% OP | |

(Will keep America safe) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

Proportions/Means: 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 |
| Will keep America safe | | | | | | | | |
| Barack Obama | 427 43% | 197 36% | 229 52% AG | 83 32% | 106 47% C | 113 39% | 123 56% CE | 77 31% |
| John McCain | 420 42% | 264 48% B | 153 34% | 140 54% DEF | 86 38% | 124 42% F | 67 31% | 127 51% B |
| (DO NOT READ) Neither | 92 9% | 57 10% | 34 8% | 25 10% | 18 8% | 32 11% | 16 7% | 31 12% |
| DK/NS | 61 6% | 33 6% | 28 6% | 10 4% | 15 7% | 23 8% | 13 6% | 14 6% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will keep America safe) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will keep America safe | | | | | | | | | | | | |
| Barack Obama | 427 43% | 302 41% | 253 72% CD | 30 13% | 144 35% C | 338 67% FG | 45 12% | 44 34% F | 153 63% JK | 185 70% JK | 15 9% | 30 17% J |
| John McCain | 420 42% | 333 46% | 59 17% BD | 187 79% | 175 42% B | 111 22% EG | 278 76% | 31 24% EF | 62 26% EF | 50 19% | 146 79% HI | 131 73% HI |
| (DO NOT READ) Neither | 92 9% | 60 8% | 24 7% | 8 3% | 60 14% BC | 33 6% | 24 7% | 36 27% EF | 15 6% | 17 7% | 15 8% | 9 5% |
| DK/NS | 61 6% | 35 5% | 13 4% | 12 5% | 35 9% B | 23 5% | 17 5% | 20 15% EF | 12 5% | 11 4% | 8 4% | 9 5% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will keep America safe) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will keep America safe | | | | | | | | | | |
| Barack Obama | 427 43% | 77 36% | 342 47% A | 384 83% EFG | 13 42% | 12 4% | 2 5% | 16 13% E | 187 47% | 241 40% |
| John McCain | 420 42% | 123 58% B | 267 37% | 47 10% | 7 23% | 308 89% CFG | 30 71% CG | 29 24% C | 185 47% I | 235 39% |
| (DO NOT READ) Neither | 92 9% | 8 4% | 75 10% A | 17 4% | 7 22% | 11 3% | 10 23% CE | 48 40% CE | 16 4% | 76 12% H |
| DK/NS | 61 6% | 4 2% | 45 6% A | 16 3% | 4 13% | 14 4% | 0 1% | 27 23% CEF | 9 2% | 52 9% H |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make the right decisions for the future of our country) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will make the right decisions for the future of our country | | | | | | | | | | | | | | | | | | |
| Barack Obama | 485 49% | 224 46% | 260 51% | 118 65% DEFG | 93 48% | 86 47% | 101 41% | 86 46% | 184 61% I | 299 44% | 135 58% K | 90 36% | 120 51% K | 140 50% K | 93 46% | 145 42% | 72 47% | 163 61% NOP |
| John McCain | 374 37% | 196 41% | 179 35% | 50 27% | 66 34% | 71 38% | 111 46% CD | 75 40% C | 87 28% H | 286 42% H | 71 31% | 124 50% JLM | 78 33% | 100 36% | 84 41% Q | 154 45% Q | 52 34% | 78 29% |
| (DO NOT READ) Neither | 88 9% | 40 8% | 48 9% | 6 4% | 27 14% C | 17 9% | 19 8% | 17 9% | 21 7% | 65 9% | 19 8% | 20 8% | 22 10% | 25 9% | 16 8% | 29 8% | 18 11% | 18 7% |
| DK/NS | 53 5% | 25 5% | 28 5% | 8 4% | 8 4% | 11 6% | 13 5% | 9 5% | 12 4% | 37 5% | 8 3% | 15 6% | 14 6% | 13 5% | 11 5% | 17 5% | 12 8% | 8 3% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make the right decisions for the future of our country) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that..

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 | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Will make the right decisions for the future of our country | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 485 49% | 144 55% DF | 96 52% | 78 45% | 111 43% | 240 54% FD | 119 43% | 69 46% | 300 41% | 115 88% HJ | 83 63% HK | 274 40% | 200 69% K | 112 42% | 162 39% | 125 37% | 149 43% | 259 51% | 107 47% | 119 46% |
| John McCain | 374 37% | 86 33% | 57 31% | 78 46% ABE | 113 44% ABE | 143 32% | 129 46% EAB | 62 41% | 318 44% IJ | 7 5% | 32 24% I | 307 45% JL | 60 21% | 114 43% | 193 47% | 162 48% | 145 42% | 173 34% | 90 39% | 107 41% |
| (DO NOT READ) Neither | 88 9% | 17 7% | 21 11% | 12 7% | 25 10% | 38 9% | 23 8% | 14 10% | 72 10% I | 2 2% | 15 11% I | 67 10% | 19 7% | 29 11% | 38 9% | 32 10% | 35 10% | 47 9% | 21 9% | 20 8% |
| DK/NS | 53 5% | 14 5% | 10 6% | 4 2% | 9 3% | 24 5% | 8 3% | 5 3% | 34 5% | 6 5% | 2 2% | 34 5% | 11 3% | 11 4% | 22 5% | 18 5% | 17 5% | 27 6% | 10 5% | 14 5% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make the right decisions for the future of our country) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - P/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 Cntrl | West North Cntrl | South Atlantic | East South Cntrl | West South Cntrl | 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 | |
| Will make the right decisions for the future of our country | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 485 49% | 90 48% | 101 45% | 162 44% | 132 58% BC | 27 57% | 63 45% | 69 45% | 32 47% | 97 49% | 20 36% | 45 40% | 34 55% | 98 60% FGJK | 154 55% R | 252 48% | 110 45% | 141 51% | 79 41% | |
| John McCain | 374 37% | 70 37% | 84 38% | 155 43% D | 65 29% | 14 30% | 55 40% | 58 37% | 27 39% | 83 42% M | 24 44% | 49 44% M | 19 31% | 46 28% | 88 31% | 200 38% | 104 42% N | 96 35% | 86 45% N | |
| (DO NOT READ) Neither | 88 9% | 18 10% | 23 10% | 25 7% | 22 10% | 4 9% | 14 10% | 19 12% I | 3 5% | 7 4% | 8 15% I | 10 9% | 8 13% | 14 9% | 26 9% | 46 9% | 19 7% | 27 10% | 16 8% | |
| DK/NS | 53 5% | 10 5% | 15 7% | 22 6% | 6 3% | 2 4% | 8 5% | 9 6% | 7 9% | 11 5% | 3 5% | 8 7% | 0 1% | 6 3% | 14 5% | 27 5% | 14 6% | 13 4% | 12 6% | |

(Will make the right decisions for the future of our country) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will make the right decisions for the future of our country | | | | | | | | |
| Barack Obama | 485 | 226 | 257 | 96 | 128 | 129 | 129 | 89 |
| | 49% | 41% | 58% | 37% | 57% | 44% | 59% | 36% |
| John McCain | 374 | 241 | 130 | 124 | 70 | 118 | 60 | 119 |
| | 37% | 44% | 29% | 48% | 31% | 40% | 27% | 48% |
| (DO NOT READ) Neither | 88 | 57 | 30 | 26 | 14 | 30 | 17 | 30 |
| | 9% | 10% | 7% | 10% | 6% | 11% | 8% | 12% |
| DK/NS | 53 | 27 | 26 | 12 | 13 | 15 | 13 | 9 |
| | 5% | 5% | 6% | 5% | 6% | 5% | 6% | 4% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make the right decisions for the future of our country) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will make the right decisions for the future of our country | | | | | | | | | | | | |
| Barack Obama | 485 49% | 334 46% | 281 81% CD | 31 13% | 172 41% C | 386 76% FG | 49 14% | 49 38% F | 182 76% JK | 203 77% JK | 17 9% | 32 18% J |
| John McCain | 374 37% | 299 41% | 46 13% | 176 74% BD | 153 37% B | 82 16% EG | 261 72% | 31 24% | 44 18% | 38 14% | 134 73% HI | 127 71% HI |
| (DO NOT READ) Neither | 88 9% | 59 8% | 12 3% | 18 8% | 57 14% BC | 24 5% E | 35 9% | 29 22% EF | 7 3% | 17 7% | 23 12% H | 12 7% |
| DK/NS | 53 5% | 39 5% | 9 3% | 12 5% | 32 8% B | 14 3% | 18 5% | 21 16% EF | 8 3% | 6 2% | 11 6% | 7 4% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will make the right decisions for the future of our country) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 Weighted | | | | | | | | | | |
| | 1000 | 214 | 720 | 427 | 30 | 376 | 46 | 121 | 467 | 533 |
| | 1000 | 212 | 728 | 463 | 30** | 345 | 42* | 119* | 397 | 603 |
| Will make the right decisions for the future of our country | | | | | | | | | | |
| Barack Obama | 485 | 81 | 391 | 419 | 22 | 20 | 5 | 18 | 205 | 279 |
| | 49% | 38% | 54% | 90% | 74% | 6% | 12% | 15% | 52% | 46% |
| John McCain | 374 | 111 | 234 | 27 | 2 | 308 | 26 | 12 | 161 | 214 |
| | 37% | 53% | 32% | 6% | 6% | 89% | 62% | 11% | 40% | 36% |
| (DO NOT READ) Neither | 88 | 12 | 73 | 11 | 2 | 12 | 8 | 55 | 20 | 68 |
| | 9% | 6% | 10% | 2% | 7% | 3% | 19% | 46% | 5% | 11% |
| DK/NS | 53 | 7 | 30 | 7 | 4 | 6 | 3 | 34 | 10 | 43 |
| | 5% | 3% | 4% | 2% | 13% | 2% | 7% | 28% | 3% | 7% |
| | | | | | | | CE | CEF | | H |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is the right person at the right place for the job) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

Proportions/Means: 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 |
| Is the right person at the right place for the job | | | | | | | | | | | | | | | | | | |
| Barack Obama | 480 48% | 215 44% | 265 52% | 114 63% EFG | 98 51% | 79 43% | 104 42% | 84 45% | 184 60% I | 296 43% | 126 54% K | 89 36% | 123 53% K | 142 51% K | 90 44% | 147 43% | 68 44% | 164 61% NOP |
| John McCain | 354 35% | 192 40% B | 161 31% | 54 29% | 52 27% | 69 37% | 106 44% CD | 73 39% D | 80 26% H | 273 40% H | 67 29% | 125 50% JLM | 69 29% | 93 33% | 81 40% Q | 150 44% PQ | 49 32% | 72 27% |
| (DO NOT READ) Neither | 110 11% | 55 11% | 55 11% | 9 5% | 31 16% CF | 29 16% CF | 19 8% | 18 10% | 29 10% | 78 11% | 29 13% | 24 9% | 29 12% | 25 9% | 21 10% | 31 9% | 25 16% O | 23 9% |
| DK/NS | 56 6% | 23 5% | 33 6% | 5 3% | 12 6% | 8 4% | 15 6% | 12 6% | 11 4% | 41 6% | 10 4% | 11 5% | 14 6% | 18 7% | 13 6% | 15 4% | 13 8% | 9 3% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is the right person at the right place for the job) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Is the right person at the right place for the job | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 480 48% | 142 54% CF | 95 52% | 72 42% | 114 44% | 237 53% FC | 118 42% | 69 46% | 291 40% | 116 89% HJ | 87 66% HK | 263 39% | 205 71% K | 102 39% | 161 39% | 115 34% | 149 43% O | 249 49% | 108 47% | 124 47% |
| John McCain | 354 35% | 82 32% | 49 26% | 77 45% ABE | 108 42% ABE | 131 30% | 123 44% EAB | 62 42% EB | 306 42% IJ | 6 5% | 27 20% I | 297 43% JL | 51 17% | 110 41% | 188 45% | 163 49% P | 134 39% | 166 33% | 87 38% | 98 38% |
| (DO NOT READ) Neither | 110 11% | 21 8% | 26 14% | 15 9% | 29 11% | 46 10% | 28 10% | 15 10% | 87 12% I | 3 2% | 13 9% | 83 12% | 20 7% | 40 15% | 42 10% | 41 12% | 41 12% | 56 11% | 30 13% | 23 9% |
| DK/NS | 56 6% | 16 6% | 14 8% D | 7 4% | 6 3% | 30 7% D | 10 4% | 3 2% | 40 6% | 6 4% | 6 5% | 39 6% | 14 5% | 14 5% | 23 6% | 18 5% | 21 6% | 35 7% R | 4 2% | 16 6% R |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is the right person at the right place for the job) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

* 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 |
| 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 |
| Is the right person at the right place for the job | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 480 48% | 90 48% | 102 45% | 157 43% | 132 59% BC | 28 59% J | 62 45% | 69 45% | 32 47% | 95 48% J | 16 29% | 46 41% | 35 57% J | 97 59% FGJK | 157 55% ORP | 242 46% | 98 40% | 144 52% P | 81 42% |
| John McCain | 354 35% | 66 35% | 73 33% | 149 41% D | 66 29% | 14 30% | 52 37% | 50 32% | 23 34% | 80 40% M | 22 40% | 47 42% M | 21 34% | 45 28% | 86 31% | 186 35% | 101 41% NQ | 85 30% | 82 42% NQ |
| (DO NOT READ) Neither | 110 11% | 20 11% | 34 15% D | 39 10% | 17 7% | 3 6% | 17 12% | 28 18% IM | 6 8% | 16 8% | 12 22% IM | 11 10% | 5 9% | 12 7% | 22 8% | 66 13% | 34 14% | 32 12% | 22 11% |
| DK/NS | 56 6% | 10 6% | 15 7% | 21 6% | 10 5% | 2 5% | 8 6% | 8 5% | 7 11% L | 8 4% | 5 9% | 8 7% | 0 - | 10 6% | 17 6% | 31 6% | 13 5% | 17 6% | 9 5% |

(Is the right person at the right place for the job) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Is the right person at the right place for the job | | | | | | | | |
| Barack Obama | 480 | 228 | 251 | 92 | 123 | 136 | 128 | 90 |
| | 48% | 41% | 56% | 36% | 55% | 46% | 58% | 36% |
| John McCain | 354 | 224 | 128 | 120 | 71 | 104 | 57 | 110 |
| | 35% | 41% | 29% | 46% | 31% | 35% | 26% | 45% |
| (DO NOT READ) Neither | 110 | 68 | 40 | 33 | 20 | 34 | 20 | 35 |
| | 11% | 12% | 9% | 13% | 9% | 12% | 9% | 14% |
| DK/NS | 56 | 31 | 25 | 12 | 11 | 19 | 14 | 13 |
| | 6% | 6% | 6% | 5% | 5% | 7% | 7% | 5% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is the right person at the right place for the job) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Is the right person at the right place for the job | | | | | | | | | | | | |
| Barack Obama | 480 48% | 334 46% | 271 78% CD | 36 15% C | 173 42% C | 381 75% FG | 55 15% F | 45 34% F | 171 71% JK | 210 79% JK | 22 12% HI | 32 18% HI |
| John McCain | 354 35% | 282 38% | 43 12% BD | 169 71% B | 142 34% B | 75 15% EG | 250 69% EG | 29 22% EF | 44 18% EF | 31 12% HI | 129 70% HI | 121 68% HI |
| (DO NOT READ) Neither | 110 11% | 78 11% | 22 6% BC | 19 8% BC | 69 17% BC | 32 6% E | 42 11% E | 36 28% EF | 16 7% EF | 15 6% HI | 27 14% HI | 15 8% HI |
| DK/NS | 56 6% | 37 5% | 13 4% | 14 6% | 29 7% | 18 4% | 18 5% | 21 16% EF | 10 4% | 7 3% | 7 4% | 11 6% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is the right person at the right place for the job) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 Weighted | | | | | | | | | | |
| | 1000 | 214 | 720 | 427 | 30 | 376 | 46 | 121 | 467 | 533 |
| | 1000 | 212 | 728 | 463 | 30** | 345 | 42* | 119* | 397 | 603 |
| Is the right person at the right place for the job | | | | | | | | | | |
| Barack Obama | 480 | 85 | 382 | 420 | 21 | 18 | 2 | 19 | 207 | 273 |
| | 48% | 40% | 52% | 91% | 71% | 5% | 4% | 16% | 52% | 45% |
| John McCain | | | A | | | | | E | | |
| | 354 | 104 | 224 | 19 | 1 | 295 | 26 | 13 | 158 | 196 |
| (DO NOT READ) Neither | 35% | 49% | 31% | 4% | 2% | 86% | 61% | 11% | 40% | 32% |
| | | B | | | | CFG | CG | C | I | |
| DK/NS | 110 | 18 | 81 | 18 | 4 | 20 | 13 | 54 | 21 | 89 |
| | 11% | 8% | 11% | 4% | 14% | 6% | 31% | 45% | 5% | 15% |
| | | | | | | | CE | CE | | H |
| | 56 | 5 | 41 | 6 | 4 | 12 | 2 | 33 | 11 | 46 |
| | 6% | 3% | 6% | 1% | 13% | 3% | 4% | 28% | 3% | 8% |
| | | | | | | | | CEF | | H |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will bring the right kind of change to America) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

Proportions/Means: 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 |
| Will bring the right kind of change to America | | | | | | | | | | | | | | | | | | |
| Barack Obama | 524 52% | 231 48% | 293 57% A | 123 67% EFG | 105 54% | 91 49% | 115 47% | 89 47% | 194 64% I | 329 48% | 137 59% K | 95 38% | 136 58% K | 156 56% K | 96 47% | 165 48% | 79 51% | 170 64% NO |
| John McCain | 326 33% | 183 38% | 143 28% B | 42 23% | 58 30% | 64 34% | 91 37% C | 70 37% C | 75 25% H | 249 36% H | 65 28% | 117 47% JLM | 63 27% | 80 29% | 77 38% Q | 133 38% Q | 46 30% | 66 25% |
| (DO NOT READ) Neither | 101 10% | 49 10% | 52 10% | 10 5% | 22 12% | 22 12% | 26 11% | 19 10% | 22 7% | 76 11% | 21 9% | 26 10% | 22 9% | 29 11% | 20 10% | 33 10% | 20 13% | 20 7% |
| DK/NS | 49 5% | 22 4% | 27 5% | 8 5% | 8 4% | 9 5% | 11 5% | 10 6% | 13 4% | 33 5% | 9 4% | 12 5% | 13 6% | 13 4% | 11 5% | 14 4% | 10 6% | 11 4% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will bring the right kind of change to America) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will bring the right kind of change to America | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 524 52% | 154 59% DF | 106 58% | 82 48% | 124 48% | 260 59% FD | 133 48% | 73 49% | 333 46% | 116 89% HJ | 89 68% HK | 308 45% | 204 70% K | 124 47% | 184 44% | 134 40% | 174 50% O | 273 54% | 117 51% | 134 51% |
| John McCain | 326 33% | 75 29% | 45 25% | 68 40% BE | 100 39% ABE | 120 27% | 109 39% EAB | 59 39% EB | 274 38% IJ | 8 6% | 25 19% I | 265 39% JL | 53 18% | 99 37% | 166 40% | 150 44% P | 116 34% | 144 28% | 82 36% | 96 37% Q |
| (DO NOT READ) Neither | 101 10% | 20 7% | 21 11% | 16 9% | 26 10% | 40 9% | 26 9% | 16 11% | 87 12% I | 0 - | 10 8% I | 82 12% L | 17 6% | 33 12% | 49 12% | 40 12% | 42 12% | 59 12% | 23 10% | 18 7% |
| DK/NS | 49 5% | 13 5% | 12 6% | 5 3% | 7 3% | 24 5% | 10 4% | 2 1% | 29 4% | 7 5% | 7 5% | 26 4% | 16 6% | 9 4% | 15 4% | 13 4% | 13 4% | 29 6% | 6 3% | 12 5% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will bring the right kind of change to America) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

* 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 | |
| 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 | |
| Will bring the right kind of change to America | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 524 52% | 98 53% | 117 53% | 172 47% | 137 61% C | 31 65% JK | 67 48% | 78 50% | 39 58% J | 103 52% | 19 36% | 49 44% | 35 57% | 102 62% FJK | 168 59% RP | 267 51% | 109 44% | 158 57% PR | 90 46% | |
| John McCain | 326 33% | 60 32% | 65 29% | 140 38% D | 61 27% | 11 23% | 49 35% | 46 30% | 18 27% | 70 35% | 21 39% | 48 43% EM | 17 28% | 44 27% | 79 28% | 175 33% | 99 40% NQ | 77 28% | 72 37% | |
| (DO NOT READ) Neither | 101 10% | 18 10% | 25 11% | 38 11% | 20 9% | 3 7% | 15 11% | 19 12% | 6 8% | 17 9% | 12 22% IKM | 9 8% | 9 15% | 11 7% | 22 8% | 59 11% | 28 11% | 31 11% | 20 10% | |
| DK/NS | 49 5% | 10 5% | 16 7% | 15 4% | 8 3% | 2 5% | 8 6% | 12 8% | 5 7% | 8 4% | 2 3% | 5 5% | 0 - | 8 4% | 13 5% | 23 5% | 12 5% | 12 4% | 13 7% | |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will bring the right kind of change to America) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

| | | 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: All respondents Weighted | 1000 | 587 | 407 | 266 | 173 | 321 | 234 | 213 |
| | 1000 | 551 | 444 | 258 | 224 | 293 | 219 | 249 |
| Will bring the right kind of change to America | | | | | | | | |
| Barack Obama | 524 52% | 257 47% | 266 60% AG | 103 40% | 128 57% C | 154 52% C | 138 63% CE | 110 44% |
| John McCain | 326 33% | 208 38% B | 115 26% | 112 43% DEF | 69 31% | 96 33% F | 46 21% | 100 40% B |
| (DO NOT READ) Neither | 101 10% | 63 11% | 38 8% | 35 13% D | 14 6% | 28 10% | 24 11% | 30 12% |
| DK/NS | 49 5% | 24 4% | 25 6% | 9 4% | 13 6% | 15 5% | 12 5% | 8 4% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will bring the right kind of change to America) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will bring the right kind of change to America | | | | | | | | | | | | |
| Barack Obama | 524 52% | 370 51% | 280 80% CD | 51 22% | 192 46% C | 394 78% FG | 77 21% | 53 41% F | 175 72% JK | 219 83% HJK | 33 18% | 44 24% |
| John McCain | 326 33% | 258 35% | 41 12% | 149 63% | 135 33% BD | 75 15% EG | 225 62% | 26 20% I | 46 19% I | 29 11% HI | 119 64% HI | 107 60% HI |
| (DO NOT READ) Neither | 101 10% | 70 10% | 22 6% | 25 10% | 55 13% B | 28 5% E | 47 13% E | 26 20% E | 15 6% E | 13 5% HI | 25 14% HI | 21 12% I |
| DK/NS | 49 5% | 32 4% | 6 2% | 12 5% | 32 8% B | 9 2% | 15 4% | 25 19% EF | 6 3% | 3 1% | 8 4% | 7 4% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Will bring the right kind of change to America) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Will bring the right kind of change to America | | | | | | | | | | |
| Barack Obama | 524 52% | 89 42% | 419 58% A | 431 93% EFG | 22 74% | 33 9% | 13 32% E | 25 21% E | 219 55% | 305 50% |
| John McCain | 326 33% | 104 49% B | 200 27% | 17 4% | 1 4% | 282 82% CFG | 14 33% CG | 11 10% C | 147 37% I | 179 30% |
| (DO NOT READ) Neither | 101 10% | 13 6% | 78 11% | 9 2% | 4 12% | 25 7% C | 10 25% CE | 53 44% CE | 22 6% H | 79 13% H |
| DK/NS | 49 5% | 6 3% | 31 4% | 7 1% | 3 10% | 5 2% | 4 10% CE | 30 25% CE | 9 2% | 40 7% H |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is Best to be able to manage the economy.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Is Best to be able to manage the economy. | | | | | | | | | | | | | | | | | | |
| Barack Obama | 480 48% | 225 46% | 255 49% | 117 64% EFG | 100 51% | 79 43% | 102 42% | 81 43% | 188 62% I | 291 42% | 135 58% K | 90 36% | 119 51% K | 135 49% K | 89 44% | 140 41% | 72 46% | 166 62% NOP |
| John McCain | 354 35% | 188 39% | 166 32% | 46 25% C | 59 31% | 74 40% C | 97 39% C | 76 41% C | 78 25% H | 274 40% | 70 30% JLM | 116 47% | 71 30% JLM | 95 34% | 84 41% Q | 142 41% Q | 54 35% | 67 25% |
| (DO NOT READ) Neither | 106 11% | 46 10% | 60 12% | 8 5% C | 26 13% C | 20 10% C | 31 13% C | 20 10% C | 22 7% C | 82 12% | 18 8% C | 28 11% C | 25 11% C | 34 12% | 19 9% C | 41 12% C | 20 13% C | 19 7% C |
| DK/NS | 60 6% | 26 5% | 35 7% | 11 6% C | 9 5% C | 13 7% C | 14 6% C | 10 6% C | 18 6% C | 40 6% C | 9 4% C | 16 6% C | 20 8% C | 13 5% C | 12 6% C | 20 6% C | 9 6% C | 15 6% C |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is Best to be able to manage the economy.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Is Best to be able to manage the economy. | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 480 48% | 139 53% | 92 50% | 79 47% | 112 43% | 231 52% | 126 45% | 66 44% | 295 41% | 113 86% HJ | 83 63% HK | 270 40% | 198 68% K | 111 42% | 158 38% | 124 37% | 146 42% | 255 50% | 110 48% | 115 44% |
| John McCain | 354 35% | 86 33% | 50 27% | 72 42% BE | 105 41% BE | 136 31% | 116 41% EB | 61 41% EB | 301 41% IJ | 6 5% | 31 24% I | 290 42% JL | 56 19% | 109 41% | 182 44% | 159 47% P | 131 38% | 157 31% | 84 37% | 109 42% Q |
| (DO NOT READ) Neither | 106 11% | 20 8% | 25 14% | 13 7% | 33 13% | 45 10% | 27 10% | 18 12% | 86 12% I | 4 3% | 12 9% | 84 12% | 22 8% | 29 11% | 54 13% | 35 10% | 49 14% | 58 12% | 27 12% | 21 8% |
| DK/NS | 60 6% | 16 6% | 17 9% DFG | 7 4% | 7 3% | 33 7% D | 10 4% | 4 3% | 41 6% | 8 6% | 5 4% | 38 6% | 15 5% | 16 6% | 20 5% | 19 6% | 20 6% | 37 7% | 7 3% | 15 6% |

(Is Best to be able to manage the economy.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - P/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 Cntrl | West North Cntrl | South Atlantic | East South Cntrl | West South Cntrl | 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 | |
| Is Best to be able to manage the economy. | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 480 48% | 91 49% | 103 46% | 158 43% | 127 56% C | 26 54% | 66 47% | 69 44% | 34 51% | 92 46% | 21 38% | 46 41% | 32 52% | 95 58% GJK | 154 55% RP | 248 47% | 107 43% | 141 51% | 78 40% | |
| John McCain | 354 35% | 65 35% | 77 35% | 145 40% | 67 30% | 13 28% | 52 38% | 55 36% | 22 32% | 75 38% | 20 37% | 50 45% M | 20 33% | 47 28% | 84 30% | 192 37% | 100 41% N | 92 33% | 78 40% | |
| (DO NOT READ) Neither | 106 11% | 23 12% | 23 10% | 35 10% | 25 11% | 6 13% | 17 12% | 19 12% | 4 6% | 19 9% | 7 13% | 9 8% | 9 15% | 16 10% | 27 9% | 55 10% | 25 10% | 30 11% | 24 13% | |
| DK/NS | 60 6% | 7 4% | 20 9% D | 27 7% | 7 3% | 2 5% | 5 3% | 12 8% | 7 11% L | 14 7% | 6 12% L | 7 6% | 0 - | 7 4% | 17 6% | 30 6% | 14 6% | 16 5% | 13 7% | |

(Is Best to be able to manage the economy.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Is Best to be able to manage the economy. | | | | | | | | |
| Barack Obama | 480 | 227 | 252 | 93 | 131 | 133 | 120 | 95 |
| | 48% | 41% | 57% | 36% | 59% | 45% | 55% | 38% |
| John McCain | 354 | 229 | 122 | 119 | 67 | 110 | 55 | 111 |
| | 35% | 42% | 27% | 46% | 30% | 38% | 25% | 45% |
| (DO NOT READ) Neither | 106 | 64 | 41 | 33 | 14 | 31 | 27 | 26 |
| | 11% | 11% | 9% | 13% | 6% | 11% | 12% | 10% |
| DK/NS | 60 | 31 | 29 | 14 | 12 | 17 | 17 | 17 |
| | 6% | 6% | 7% | 5% | 5% | 6% | 8% | 7% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is Best to be able to manage the economy.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Is Best to be able to manage the economy. | | | | | | | | | | | | |
| Barack Obama | 480 48% | 334 46% | 271 78% CD | 34 14% C | 174 42% C | 376 74% FG | 54 15% F | 50 38% F | 179 74% JK | 197 75% JK | 23 12% J | 32 18% K |
| John McCain | 354 35% | 278 38% | 48 14% BD | 159 67% B | 147 35% B | 83 16% EG | 246 68% E | 25 19% E | 40 17% E | 42 16% E | 130 70% HI | 117 65% HI |
| (DO NOT READ) Neither | 106 11% | 77 10% | 21 6% B | 32 14% B | 53 13% B | 28 6% E | 49 13% E | 29 22% E | 12 5% E | 16 6% E | 24 13% HI | 25 14% HI |
| DK/NS | 60 6% | 41 6% | 8 2% B | 12 5% B | 40 10% B | 19 4% EF | 15 4% EF | 27 21% EF | 10 4% EF | 9 3% EF | 9 5% EF | 6 3% EF |

Ipsos Public Affairs (Election Study)

Detailed tables

(Is Best to be able to manage the economy.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 Weighted | | | | | | | | | | |
| | 1000 | 214 | 720 | 427 | 30 | 376 | 46 | 121 | 467 | 533 |
| | 1000 | 212 | 728 | 463 | 30** | 345 | 42* | 119* | 397 | 603 |
| Is Best to be able to manage the economy. | | | | | | | | | | |
| Barack Obama | 480 | 83 | 385 | 407 | 23 | 27 | 5 | 18 | 203 | 276 |
| | 48% | 39% | 53% | 88% | 76% | 8% | 13% | 15% | 51% | 46% |
| John McCain | 354 | 107 | 220 | 26 | 3 | 287 | 20 | 19 | 158 | 196 |
| | 35% | 51% | 30% | 5% | 10% | 83% | 47% | 16% | 40% | 32% |
| (DO NOT READ) Neither | 106 | 15 | 83 | 17 | 1 | 25 | 12 | 51 | 29 | 77 |
| | 11% | 7% | 11% | 4% | 4% | 7% | 29% | 42% | 7% | 13% |
| DK/NS | 60 | 6 | 40 | 14 | 3 | 7 | 5 | 32 | 6 | 54 |
| | 6% | 3% | 6% | 3% | 10% | 2% | 11% | 27% | 2% | 9% |
| | | | | | | | CE | CE | | H |

Ipsos Public Affairs (Election Study)

Detailed tables

(Has the Best ideas on how to deal with gasoline prices.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Has the Best ideas on how to deal with gasoline prices. | | | | | | | | | | | | | | | | | | |
| Barack Obama | 422 42% | 187 39% | 235 45% | 108 60% EFG | 89 46% G | 75 41% | 89 36% | 61 32% | 170 56% I | 252 37% | 113 49% K | 74 30% | 120 51% K | 115 41% K | 68 34% | 126 37% | 68 44% | 148 55% NO |
| John McCain | 289 29% | 157 32% | 132 26% | 41 22% | 54 28% | 49 26% | 79 33% | 67 36% C | 75 24% | 215 31% | 65 28% | 92 37% LM | 53 23% | 79 29% | 72 35% Q | 108 31% | 38 25% | 66 25% |
| (DO NOT READ) Neither | 210 21% | 108 22% | 102 20% | 24 13% | 38 19% | 48 26% C | 54 22% | 41 22% | 46 15% | 159 23% H | 40 17% | 63 25% | 43 19% | 58 21% | 45 22% | 82 24% Q | 34 22% | 38 14% |
| DK/NS | 79 8% | 34 7% | 46 9% | 9 5% | 13 7% | 13 7% | 22 9% | 19 10% | 15 5% | 62 9% | 13 6% | 20 8% | 17 7% | 26 9% | 19 9% | 28 8% | 14 9% | 15 6% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Has the Best ideas on how to deal with gasoline prices.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Has the Best ideas on how to deal with gasoline prices. | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 422 42% | 125 48% G | 71 39% G | 81 47% G | 98 38% G | 196 44% G | 128 46% G | 50 34% G | 260 36% HJ | 94 72% HJ | 70 53% HK | 243 36% JL | 168 58% K | 112 42% N | 131 32% N | 109 32% O | 134 39% P | 209 41% Q | 105 46% R | 107 41% S |
| John McCain | 289 29% | 76 29% | 37 20% | 47 28% | 93 36% BE | 114 26% | 78 28% | 62 41% EFAB C | 241 33% IJ | 15 11% | 28 21% | 228 33% JL | 56 19% | 84 32% | 144 35% | 121 36% | 108 31% | 141 28% | 68 30% | 78 30% |
| (DO NOT READ) Neither | 210 21% | 38 14% | 56 31% ACF | 30 18% | 55 21% | 94 21% | 53 19% | 32 21% | 160 22% | 16 12% | 23 18% | 151 22% | 49 17% | 48 18% | 102 25% | 82 24% | 69 20% | 112 22% | 43 19% | 54 21% |
| DK/NS | 79 8% | 22 9% | 19 10% G | 13 7% | 13 5% | 41 9% | 20 7% | 6 4% | 63 9% | 6 5% | 11 8% | 60 9% | 18 6% | 22 8% | 36 8% | 25 8% | 35 10% | 44 9% | 11 5% | 22 8% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Has the Best ideas on how to deal with gasoline prices.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

* 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 | |
| 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 | |
| Has the Best ideas on how to deal with gasoline prices. | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 422 42% | 78 41% | 94 42% | 140 38% | 111 49% C | 15 32% | 62 45% | 65 42% | 29 43% | 85 43% | 19 35% | 36 32% | 28 47% | 82 50% K | 123 44% | 220 42% | 92 37% | 128 46% | 79 41% | |
| John McCain | 289 29% | 60 32% | 54 24% | 120 33% | 55 24% | 15 31% | 45 32% | 33 21% | 21 31% | 62 31% | 14 25% | 44 39% GM | 17 27% | 38 23% | 73 26% | 160 31% | 85 34% | 75 27% | 57 29% | |
| (DO NOT READ) Neither | 210 21% | 35 19% | 53 24% | 77 21% | 45 20% | 14 30% F | 20 15% | 43 28% F | 10 15% | 37 19% | 14 25% | 26 24% | 13 21% | 32 19% | 65 23% | 105 20% | 52 21% | 54 20% | 39 20% | |
| DK/NS | 79 8% | 15 8% | 22 10% | 28 8% | 15 7% | 3 7% | 11 8% | 14 9% | 8 11% | 14 7% | 8 15% | 5 5% | 3 5% | 12 8% | 21 7% | 39 7% | 19 8% | 20 7% | 19 10% | |

(Has the Best ideas on how to deal with gasoline prices.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Has the Best ideas on how to deal with gasoline prices. | | | | | | | | |
| Barack Obama | 422 | 197 | 224 | 79 | 108 | 118 | 116 | 88 |
| | 42% | 36% | 50% | 31% | 48% | 40% | 53% | 36% |
| John McCain | 289 | 182 | 105 | 92 | 64 | 91 | 41 | 82 |
| | 29% | 33% | 24% | 35% | 29% | 31% | 19% | 33% |
| (DO NOT READ) Neither | 210 | 124 | 84 | 67 | 40 | 57 | 45 | 58 |
| | 21% | 22% | 19% | 26% | 18% | 20% | 20% | 23% |
| DK/NS | 79 | 49 | 31 | 21 | 13 | 27 | 18 | 20 |
| | 8% | 9% | 7% | 8% | 5% | 9% | 8% | 8% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Has the Best ideas on how to deal with gasoline prices.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Has the Best ideas on how to deal with gasoline prices. | | | | | | | | | | | | |
| Barack Obama | 422 42% | 288 40% | 224 64% CD | 30 12% | 168 41% C | 319 63% FG | 62 17% | 41 32% F | 140 58% JK | 179 68% JK | 30 16% | 32 18% |
| John McCain | 289 29% | 228 31% | 52 15% | 133 56% | 105 25% BD | 75 15% | 192 53% EG | 22 17% | 48 20% I | 28 10% I | 94 51% HI | 98 55% HI |
| (DO NOT READ) Neither | 210 21% | 156 21% | 56 16% | 55 23% | 99 24% B | 81 16% | 81 22% | 47 36% EF | 40 16% | 42 16% | 49 27% HI | 32 18% |
| DK/NS | 79 8% | 58 8% | 17 5% | 20 9% | 42 10% B | 31 6% | 29 8% | 20 15% EF | 15 6% | 16 6% | 12 6% | 16 9% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Has the Best ideas on how to deal with gasoline prices.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 Weighted | | | | | | | | | | |
| | 1000 | 214 | 720 | 427 | 30 | 376 | 46 | 121 | 467 | 533 |
| | 1000 | 212 | 728 | 463 | 30** | 345 | 42* | 119* | 397 | 603 |
| Has the Best ideas on how to deal with gasoline prices. | | | | | | | | | | |
| Barack Obama | 422 | 68 | 341 | 343 | 15 | 39 | 7 | 18 | 171 | 251 |
| | 42% | 32% | 47% | 74% | 49% | 11% | 16% | 15% | 43% | 42% |
| John McCain | 289 | 100 | 167 | 37 | 2 | 223 | 16 | 12 | 130 | 159 |
| | 29% | 47% | 23% | 8% | 7% | 65% | 37% | 10% | 33% | 26% |
| (DO NOT READ) Neither | 210 | 37 | 156 | 59 | 10 | 63 | 13 | 63 | 78 | 132 |
| | 21% | 17% | 21% | 13% | 35% | 18% | 31% | 53% | 20% | 22% |
| DK/NS | 79 | 7 | 64 | 23 | 3 | 20 | 7 | 27 | 18 | 62 |
| | 8% | 4% | 9% | 5% | 9% | 6% | 16% | 22% | 4% | 10% |
| | | | A | | | | CE | CE | | H |

Ipsos Public Affairs (Election Study)

Detailed tables

(Represents the interests of people like me.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Represents the interests of people like me. | | | | | | | | | | | | | | | | | | |
| Barack Obama | 500 50% | 222 46% | 279 54% | 128 70% | 96 49% | 81 44% | 111 45% | 84 44% | 194 64% | 306 44% | 129 55% | 93 37% | 135 57% | 143 52% | 92 45% | 151 44% | 73 47% | 172 64% |
| John McCain | 346 35% | 189 39% | 157 31% | 42 23% | 63 33% | 71 39% | 98 40% | 71 38% | 77 25% | 268 39% | 73 32% | 115 46% | 65 28% | 92 33% | 77 38% | 143 42% | 52 34% | 68 25% |
| (DO NOT READ) Neither | 106 10% | 52 10% | 54 10% | 8 4% | 28 15% | 21 11% | 22 9% | 22 12% | 28 9% | 75 11% | 21 9% | 28 11% | 26 11% | 27 10% | 22 11% | 32 9% | 22 14% | 20 8% |
| DK/NS | 48 5% | 23 5% | 25 5% | 5 3% | 6 3% | 11 6% | 14 6% | 11 6% | 7 2% | 40 6% | 9 4% | 14 6% | 9 4% | 15 5% | 13 6% | 17 5% | 8 5% | 7 3% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Represents the interests of people like me.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Represents the interests of people like me. | | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 500 50% | 145 56% F | 103 56% F | 75 43% F | 122 47% F | 248 56% FC | 124 44% FC | 72 48% FC | 307 43% HJ | 116 89% HJ | 92 70% HK | 282 41% HK | 207 72% K | 116 44% K | 165 40% K | 127 38% K | 155 45% K | 268 53% K | 110 48% K | 122 47% K |
| John McCain | 346 35% | 85 32% | 47 26% | 75 44% BE | 101 39% BE | 132 29% EB | 117 42% EB | 58 39% B | 297 41% IJ | 4 3% I | 27 21% I | 286 42% JL | 52 18% JL | 108 40% JL | 178 43% JL | 157 46% P | 129 37% P | 152 30% P | 84 37% P | 107 41% Q |
| (DO NOT READ) Neither | 106 10% | 19 7% | 24 13% | 17 10% | 24 9% | 43 10% | 24 9% | 16 11% | 81 11% | 5 4% | 11 8% | 76 11% | 21 7% | 29 11% | 47 11% | 36 11% | 40 12% | 59 12% | 26 11% | 19 7% |
| DK/NS | 48 5% | 12 5% | 9 5% | 5 3% | 11 5% | 22 5% | 14 5% | 2 2% | 38 5% | 6 4% | 2 1% | 38 6% | 10 3% | 13 5% | 23 6% | 17 5% | 20 6% | 26 5% | 8 4% | 12 5% |

(Represents the interests of people like me.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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

* 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 |
| 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 |
| Represents the interests of people like me. | | | | | | | | | | | | | | | | | | | |
| Barack Obama | 500 50% | 99 53% | 104 47% | 160 44% | 137 61% BC | 28 59% | 71 51% | 70 45% | 34 50% | 94 47% | 21 38% | 46 41% | 34 55% | 104 63% GIJK | 161 57% RP | 259 49% | 111 45% | 148 53% R | 80 41% |
| John McCain | 346 35% | 64 34% | 73 33% | 148 41% D | 61 27% | 14 30% | 50 35% | 51 33% | 22 33% | 78 39% M | 19 36% | 51 45% M | 20 33% | 41 25% | 80 29% | 186 36% | 99 40% N | 87 31% | 80 41% N |
| (DO NOT READ) Neither | 106 10% | 16 9% | 27 12% | 41 11% | 22 10% | 4 8% | 12 9% | 21 14% | 6 9% | 20 10% | 9 17% | 12 11% | 7 12% | 14 9% | 25 9% | 58 11% | 29 12% | 29 11% | 22 12% |
| DK/NS | 48 5% | 8 4% | 19 8% D | 16 4% | 5 2% | 1 3% | 7 5% | 13 8% | 6 8% | 8 4% | 5 9% | 4 3% | 0 - | 5 3% | 15 5% | 21 4% | 7 3% | 14 5% | 12 6% |

(Represents the interests of people like me.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Represents the interests of people like me. | | | | | | | | |
| Barack Obama | 500 | 238 | 261 | 94 | 128 | 144 | 133 | 100 |
| | 50% | 43% | 59% | 36% | 57% | 49% | 61% | 40% |
| John McCain | 346 | 225 | 118 | 120 | 67 | 105 | 51 | 110 |
| | 35% | 41% | 27% | 47% | 30% | 36% | 23% | 44% |
| (DO NOT READ) Neither | 106 | 65 | 40 | 36 | 16 | 29 | 25 | 33 |
| | 10% | 12% | 9% | 14% | 7% | 10% | 11% | 13% |
| DK/NS | 48 | 23 | 25 | 9 | 14 | 15 | 11 | 6 |
| | 5% | 4% | 5% | 3% | 6% | 5% | 5% | 3% |

Ipsos Public Affairs (Election Study)

Detailed tables

(Represents the interests of people like me.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 |
| Represents the interests of people like me. | | | | | | | | | | | | |
| Barack Obama | 500 50% | 343 47% | 275 79% CD | 40 17% C | 184 45% C | 393 77% FG | 62 17% F | 45 35% F | 181 75% JK | 212 80% JK | 20 11% J | 42 24% J |
| John McCain | 346 35% | 278 38% | 43 12% BD | 165 70% B | 138 33% B | 70 14% EG | 248 68% EG | 28 21% EG | 38 16% EG | 32 12% EG | 135 73% HI | 114 64% HI |
| (DO NOT READ) Neither | 106 10% | 69 10% | 21 6% BC | 21 9% BC | 64 15% BC | 29 6% E | 40 11% E | 36 28% EF | 15 6% EF | 14 5% EF | 23 12% I | 17 9% I |
| DK/NS | 48 5% | 39 5% | 10 3% | 11 4% | 27 7% | 14 3% | 13 4% | 21 16% EF | 8 3% | 6 3% | 7 4% | 6 3% |

(Represents the interests of people like me.) Given a choice between (Barack Obama and John McCain / John McCain and Barack Obama), which one would you choose as the kind of President that...

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 Weighted | 1000 | 214 | 720 | 427 | 30 | 376 | 46 | 121 | 467 | 533 |
| | 1000 | 212 | 728 | 463 | 30** | 345 | 42* | 119* | 397 | 603 |
| Represents the interests of people like me. | | | | | | | | | | |
| Barack Obama | 500 | 84 | 401 | 423 | 19 | 31 | 4 | 22 | 205 | 295 |
| | 50% | 39% | 55% | 91% | 63% | 9% | 10% | 19% | 52% | 49% |
| John McCain | 346 | 110 | 213 | 20 | 2 | 286 | 26 | 12 | 156 | 190 |
| | 35% | 52% | 29% | 4% | 6% | 83% | 62% | 10% | 39% | 31% |
| (DO NOT READ) Neither | 106 | 12 | 81 | 13 | 5 | 18 | 9 | 61 | 22 | 84 |
| | 10% | 6% | 11% | 3% | 17% | 5% | 21% | 51% | 6% | 14% |
| DK/NS | 48 | 6 | 33 | 8 | 4 | 10 | 3 | 24 | 13 | 35 |
| | 5% | 3% | 5% | 2% | 14% | 3% | 7% | 20% | 3% | 6% |

Ipsos Public Affairs (Election Study)

If Barack Obama selects Hillary Clinton as his Vice Presidential running mate, would that make you ...

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

| | 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 |
| | 299 | 132 | 167 | 81 | 71 | 49 | 40 | 55 | 133 | 165 | 90 | 41 | 89 | 77 | 61 | 63 | 48 | 118 |
| | 30% | 27% | 33% | 45% EFG | 37% F | 26% F | 16% F | 30% F | 43% I | 24% | 39% KM | 17% | 38% KM | 28% K | 30% O | 18% | 31% O | 44% NOP |
| | 201 | 106 | 95 | 24 | 34 | 38 | 60 | 42 | 46 | 152 | 42 | 61 | 35 | 60 | 44 | 84 | 32 | 38 |
| | 20% | 22% | 18% | 13% | 18% | 21% | 25% C | 22% | 15% | 22% | 18% | 24% L | 15% | 22% | 21% | 25% Q | 21% | 14% |
| | 474 | 238 | 235 | 74 | 88 | 92 | 139 | 79 | 124 | 349 | 100 | 138 | 106 | 129 | 88 | 190 | 74 | 109 |
| | 47% | 49% | 46% | 41% | 45% | 50% | 57% CG | 42% | 41% | 51% H | 43% | 55% JM | 45% | 46% | 43% | 55% NQ | 48% | 41% |
| DK/NS | 27 | 9 | 18 | 2 | 0 | 5 | 6 | 12 | 2 | 23 | 0 | 9 | 4 | 12 | 12 | 7 | 1 | 2 |
| | 3% | 2% | 3% | 1% | - | 3% | 2% | 6% CDF | 1% | 3% | - | 4% J | 2% | 4% J | 6% OPQ | 2% | - | 1% |

Detailed tables

Ipsos Public Affairs (Election Study)

Detailed tables

If Barack Obama selects Hillary Clinton as his Vice Presidential running mate, would that make you ...

Proportions/Means: 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 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 |
| More likely to vote for him in the election for President | | | | | | | | | | | | | | | | | | | | |
| | 299 | 99 | 61 | 40 | 61 | 160 | 70 | 31 | 192 | 48 | 72 | 170 | 120 | 76 | 92 | 74 | 96 | 187 | 52 | 59 |
| | 30% | 38% CDF G | 33% G | 23% | 24% | 36% FGC D | 25% | 21% | 27% | 37% | 54% HIK | 25% | 42% K | 29% | 22% | 22% | 28% | 37% RS | 23% | 23% |
| Less likely | | | | | | | | | | | | | | | | | | | | |
| | 201 20% | 31 12% | 33 18% | 36 21% A | 69 26% AE | 64 14% | 67 24% EA | 37 25% EA | 160 22% IJ | 14 11% | 11 9% | 155 23% JL | 42 14% | 60 23% | 95 23% | 78 23% | 77 22% | 76 15% | 54 24% Q | 69 27% Q |
| It would have no impact on your decision | | | | | | | | | | | | | | | | | | | | |
| | 474 | 117 | 87 | 92 | 126 | 204 | 137 | 80 | 353 | 66 | 43 | 342 | 116 | 128 | 213 | 178 | 164 | 223 | 121 | 128 |
| | 47% | 45% | 48% | 54% | 49% | 46% | 50% | 53% | 49% J | 50% J | 33% | 50% JL | 40% | 48% | 52% | 53% | 48% | 44% | 53% Q | 49% |
| DK/NS | | | | | | | | | | | | | | | | | | | | |
| | 27 3% | 14 5% DF | 3 1% | 3 2% | 2 1% | 17 4% D | 4 1% | 1 1% | 17 2% | 3 2% | 6 4% | 15 2% | 12 4% | 1 - | 12 3% M | 6 2% | 9 2% | 20 4% R | 1 - | 3 1% |

Ipsos Public Affairs (Election Study)

If Barack Obama selects Hillary Clinton as his Vice Presidential running mate, would that make you ...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M - N/O/R - P/Q - 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 |
| More likely to vote for him in the election for President | 299 | 54 | 65 | 102 | 78 | 10 | 44 | 43 | 21 | 56 | 19 | 27 | 24 | 55 | 91 | 151 | 62 | 89 | 57 |
| | 30% | 29% | 29% | 28% | 35% | 21% | 31% | 28% | 31% | 28% | 35% | 24% | 39% | 33% | 32% | 29% | 25% | 32% | 30% |
| Less likely | 201 | 48 | 40 | 70 | 43 | 14 | 33 | 27 | 13 | 32 | 8 | 31 | 14 | 29 | 62 | 104 | 53 | 52 | 34 |
| | 20% | 25% | 18% | 19% | 19% | 30% | 24% | 18% | 19% | 16% | 15% | 27% | 24% | 17% | 22% | 20% | 21% | 19% | 17% |
| It would have no impact on your decision | 474 | 78 | 114 | 183 | 99 | 21 | 57 | 83 | 31 | 106 | 26 | 52 | 23 | 76 | 121 | 262 | 130 | 132 | 91 |
| | 47% | 42% | 51% | 50% | 44% | 44% | 41% | 53% | 46% | 53% | 47% | 46% | 37% | 47% | 43% | 50% | 53% | 47% | 47% |
| DK/NS | 27 | 8 | 4 | 10 | 5 | 2 | 6 | 2 | 2 | 5 | 1 | 3 | 0 | 5 | 8 | 7 | 3 | 5 | 11 |
| | 3% | 4% | 2% | 3% | 2% | 5% | 4% | 1% | 4% | 3% | 3% | 3% | - | 3% | 3% | 1% | 1% | 2% | 6% OPQ |

Detailed tables

Ipsos Public Affairs (Election Study)

If Barack Obama selects Hillary Clinton as his Vice Presidential running mate, would that make you ...

Detailed tables

Proportions/Means: 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 |
| More likely to vote for him in the election for President | 299 | 137 | 162 | 57 | 75 | 80 | 87 | 63 |
| | 30% | 25% | 36% | 22% | 33% | 27% | 40% | 25% |
| Less likely | | | AG | | C | | CE | |
| | 201 | 128 | 71 | 67 | 38 | 60 | 34 | 57 |
| | 20% | 23% | 16% | 26% | 17% | 21% | 15% | 23% |
| It would have no impact on your decision | | B | | F | | | | |
| | 474 | 277 | 194 | 132 | 106 | 145 | 88 | 126 |
| | 47% | 50% | 44% | 51% | 47% | 50% | 40% | 51% |
| DK/NS | | | | F | | | | |
| | 27 | 10 | 17 | 3 | 6 | 7 | 10 | 3 |
| | 3% | 2% | 4% | 1% | 3% | 2% | 5% | 1% |
| | | | | | | | C | |

Ipsos Public Affairs (Election Study)

If Barack Obama selects Hillary Clinton as his Vice Presidential running mate, would that make you ...

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 |
| More likely to vote for him in the election for President | 299 | 183 | 153 | 25 | 121 | 219 | 44 | 36 | 97 | 122 | 19 | 25 |
| | 30% | 25% | 44% | 11% | 29% | 43% | 12% | 28% | 40% | 46% | 10% | 14% |
| | | | CD | C | | FG | | F | JK | JK | | |
| Less likely | 201 | 162 | 28 | 81 | 92 | 57 | 124 | 20 | 33 | 23 | 64 | 60 |
| | 20% | 22% | 8% | 34% | 22% | 11% | 34% | 15% | 14% | 9% | 35% | 33% |
| | | | BD | B | | EG | | | | | HI | HI |
| It would have no impact on your decision | 474 | 367 | 158 | 126 | 190 | 220 | 185 | 69 | 109 | 111 | 98 | 86 |
| | 47% | 50% | 45% | 53% | 46% | 44% | 51% | 53% | 45% | 42% | 53% | 48% |
| | | | | | | | | | | | I | |
| DK/NS | 27 | 17 | 10 | 6 | 11 | 10 | 11 | 6 | 2 | 8 | 3 | 8 |
| | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 4% | 1% | 3% | 2% | 5% |

Ipsos Public Affairs (Election Study)

If Barack Obama selects Hillary Clinton as his Vice Presidential running mate, would that make you ...

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 |
| | 1000 | 212 | 728 | 463 | 30** | 345 | 42* | 119* | 397 | 603 |
| More likely to vote for him in the election for President | 299 | 46 | 242 | 202 | 16 | 44 | 10 | 27 | 95 | 204 |
| | 30% | 22% | 33% | 44% | 53% | 13% | 23% | 22% | 24% | 34% |
| Less likely | 201 | 58 | 131 | 49 | 4 | 116 | 11 | 21 | 96 | 105 |
| | 20% | 27% | 18% | 11% | 13% | 34% | 26% | 18% | 24% | 17% |
| It would have no impact on your decision | 474 | 95 | 346 | 207 | 10 | 173 | 19 | 64 | 203 | 271 |
| | 47% | 45% | 48% | 44% | 34% | 50% | 46% | 54% | 51% | 45% |
| DK/NS | 27 | 12 | 9 | 5 | 0 | 12 | 2 | 7 | 3 | 23 |
| | 3% | 6% | 1% | 1% | - | 3% | 5% | 6% | 1% | 4% |
| | | B | | | | | | C | | H |

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- <\$50K | \$50K- <\$75K | \$75K + | Under \$50K | \$50K- <\$100K | \$100K+ | 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% |

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/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 | 1000 | 205 | 224 | 366 | 205 | 56 | 149 | 154 | 70 | 194 | 54 | 118 | 57 | 148 | 260 | 542 | 236 | 306 | 198 |
| Weighted | 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 |

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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 - 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 |
| 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 |