

Media Study

1. Thinking about some issues related to the economy, please tell me which of the following items you are most concerned about.

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
High unemployment	351 33%	159 30%	192 35%	103 32%	147 36%	93 28%	88 36%	92 39%	109 27%	52 26%	80 33%	125 32%	94 39%
Higher taxes	232 22%	119 23%	113 20%	102 32%	69 17%	59 18%	47 19%	50 21%	95 23%	60 30%	48 20%	75 19%	48 20%
The federal budget deficit	172 16%	85 16%	87 16%	34 11%	62 15%	74 22%	33 14%	23 10%	79 19%	29 15%	42 18%	65 16%	37 15%
Slow economic growth	154 14%	71 14%	83 15%	47 14%	59 15%	47 14%	41 17%	30 13%	57 14%	31 15%	36 15%	59 15%	29 12%
A weak dollar	144 13%	79 15%	65 12%	34 10%	62 15%	48 14%	25 10%	36 15%	65 16%	24 12%	25 11%	69 18%	25 10%
(NOT READ) None of these	11 1%	7 1%	4 1%	3 1%	2 1%	6 2%	5 2%	2 1%	4 1%	2 1%	6 3%	0 -	3 1%
(DK/NS)	12 1%	3 1%	9 2%	1 0	6 2%	5 1%	4 2%	2 1%	2 0	1 1%	1 1%	3 1%	7 3%

Detailed tables

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Detailed tables

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
High unemployment	351 33%	136 33%	176 31%	175 33%	83 32%	92 32%	138 31%	31 30%	69 35%	70 30%	181 30%	127 33%	61 43%	220 30%	50 40%	21 39%
Higher taxes	232 22%	112 27%	103 18%	132 25%	50 20%	48 17%	99 22%	16 16%	58 30%	42 18%	126 21%	91 24%	34 24%	157 21%	28 22%	10 18%
The federal budget deficit	172 16%	43 10%	117 21%	70 13%	42 16%	60 21%	73 16%	22 22%	21 11%	44 19%	111 19%	49 13%	13 9%	135 18%	7 6%	9 18%
Slow economic growth	154 14%	61 15%	77 14%	79 15%	40 15%	36 12%	58 13%	19 18%	28 14%	30 13%	80 13%	58 15%	18 12%	94 13%	27 22%	9 18%
A weak dollar	144 13%	55 13%	79 14%	62 12%	39 15%	44 15%	70 16%	11 11%	14 7%	38 16%	86 14%	47 12%	9 6%	116 16%	11 9%	4 7%
(NOT READ) None of these	11 1%	3 1%	7 1%	4 1%	3 1%	3 1%	3 1%	3 3%	0 -	4 2%	5 1%	6 2%	2 1%	8 1%	0 -	0 -
(DK/NS)	12 1%	6 1%	4 1%	7 1%	0 -	5 2%	2 0	0 0	5 2%	4 2%	6 1%	4 1%	7 5%	5 1%	1 1%	0 -

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Detailed tables

1. Thinking about some issues related to the economy, please tell me which of the following items you are most concerned about.

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
High unemployment	351 33%	293 32%	166 45% D	237 45% E	28 12%	71 16%	43 40% DE
Higher taxes	232 22%	185 20%	61 17%	79 15%	83 36% BF	139 31% CF	15 14%
The federal budget deficit	172 16%	160 18%	24 7%	42 8%	54 23% B	114 25% C	17 16% BC
Slow economic growth	154 14%	128 14%	63 17%	88 17%	34 14%	54 12%	13 12%
A weak dollar	144 13%	127 14%	45 12%	66 13%	30 13%	64 14%	14 13%
(NOT READ) None of these	11 1%	11 1%	6 2%	6 1%	1 0	2 0	3 3% E
(DK/NS)	12 1%	7 1%	3 1%	8 1%	3 1%	4 1%	1 1%

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Detailed tables

1. Thinking about some issues related to the economy, please tell me which of the following items you are most concerned about.

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
High unemployment	351 33%	270 34%	81 28%	65 31%	72 28%	214 35%
Higher taxes	232 22%	176 22%	56 20%	48 23%	53 20%	131 22%
The federal budget deficit	172 16%	123 16%	50 17%	35 17%	50 19%	87 14%
Slow economic growth	154 14%	108 14%	47 16%	34 16%	33 13%	87 14%
A weak dollar	144 13%	97 12%	47 16%	24 11%	42 16%	78 13%
(NOT READ) None of these	11 1%	9 1%	2 1%	1 1%	6 2%	4 1%
(DK/NS)	12 1%	9 1%	3 1%	3 2%	5 2%	4 1%

Media Study

Detailed tables

1a 1. (Economic growth) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very High	574 53%	282 54%	292 53%	171 53%	229 56%	170 51%	120 49%	117 49%	227 55%	100 50%	123 51%	223 56%	129 53%
Somewhat High	359 33%	171 33%	188 34%	110 34%	132 32%	115 35%	80 33%	85 36%	144 35%	61 31%	75 32%	136 34%	86 35%
Somewhat Low	95 9%	44 8%	51 9%	35 11%	30 7%	28 8%	28 11%	24 10%	32 8%	32 16% KL	25 11%	23 6%	16 6%
Very Low	32 3%	20 4%	12 2%	7 2%	9 2%	13 4%	9 4%	8 3%	8 2%	5 3%	11 5%	10 2%	6 3%
(DK/NS)	16 2%	6 1%	10 2%	0 -	8 2%	7 2%	6 2%	2 1%	1 0	2 1%	4 2%	3 1%	7 3%
Summar													
Top2Box (High)	933 87%	453 87%	480 87%	282 87%	361 88%	284 86%	200 82%	201 85%	371 90% F	161 81%	198 83%	359 91% IJ	215 88%
Low2Box (Low)	127 12%	64 12%	63 11%	43 13%	40 10%	41 12%	37 15%	32 14%	39 10%	37 18% KL	36 15% K	33 8%	22 9%

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Detailed tables

1a_1. (Economic growth) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very High	574 53%	240 58%	278 49%	299 56%	124 49%	150 52%	244 55%	57 54%	96 49%	120 52%	333 56%	185 48%	85 60%	373 51%	75 60%	30 56%
Somewhat High	359 33%	119 29%	208 37%	147 28%	99 38%	113 39%	160 36%	31 30%	59 30%	76 33%	191 32%	135 35%	40 28%	266 36%	36 29%	12 22%
Somewhat Low	95 9%	38 9%	53 9%	53 10%	24 9%	18 6%	35 8%	11 10%	28 14%	18 8%	45 7%	46 12%	6 4%	67 9%	11 8%	11 22%
Very Low	32 3%	9 2%	19 3%	19 4%	8 3%	3 1%	5 1%	4 4%	7 3%	12 5%	18 3%	10 3%	4 3%	23 3%	2 2%	0 -
(DK/NS)	16 2%	9 2%	6 1%	11 2%	0 0	5 2%	1 0	2 2%	5 3%	6 3%	7 1%	7 2%	8 6%	6 1%	1 1%	0 -
Summar																
Top2Box (High)	933 87%	359 86%	486 86%	446 84%	223 87%	262 91%	403 91%	87 84%	155 80%	196 84%	525 88%	320 84%	125 87%	639 87%	110 89%	41 78%
Low2Box (Low)	127 12%	48 11%	71 13%	72 14%	33 13%	21 7%	39 9%	15 14%	34 18%	30 13%	63 11%	56 15%	10 7%	90 12%	13 10%	11 22%

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Detailed tables

1a 1. (Economic growth) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very High	574 53%	503 55%	197 53%	278 53%	130 56%	237 53%	59 56%
Somewhat High	359 33%	306 34%	127 34%	182 35%	70 30%	146 33%	30 28%
Somewhat Low	95 9%	64 7%	32 9%	47 9%	19 8%	40 9%	8 7%
Very Low	32 3%	29 3%	9 2%	9 2%	10 4%	18 4%	5 4%
(DK/NS)	16 2%	9 1%	4 1%	9 2%	3 1%	4 1%	4 4% E
Summar							
Top2Box (High)	933 87%	810 89%	324 88%	461 88%	200 86%	383 86%	89 84%
Low2Box (Low)	127 12%	93 10%	41 11%	56 11%	29 12%	59 13%	12 12%

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Detailed tables

1a_1. (Economic growth) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very High	574 53%	419 53%	156 54%	112 53%	137 53%	325 54%
Somewhat High	359 33%	265 34%	94 33%	72 34%	86 33%	201 33%
Somewhat Low	95 9%	72 9%	24 8%	16 8%	25 10%	54 9%
Very Low	32 3%	23 3%	9 3%	8 4%	4 2%	20 3%
(DK/NS)	16 2%	12 2%	4 1%	4 2%	7 3%	5 1%
Summar						
Top2Box (High)	933 87%	684 86%	249 87%	183 87%	223 86%	527 87%
Low2Box (Low)	127 12%	95 12%	33 11%	24 11%	29 11%	74 12%

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Detailed tables

1a_2. (Unemployment and Jobs) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
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Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very High	728 68%	334 64%	394 71%	204 63%	291 71%	225 68%	167 69%	138 59%	289 70%	137 68%	152 64%	280 71%	160 66%
Somewhat High	257 24%	134 26%	122 22%	94 29%	82 20%	79 24%	52 22%	69 29%	102 25%	35 17%	73 31%	89 23%	59 24%
Somewhat Low	51 5%	30 6%	21 4%	18 6%	18 4%	15 5%	11 5%	14 6%	15 4%	17 9%	1 1%	18 4%	15 6%
Very Low	28 3%	22 4%	7 1%	9 3%	11 3%	7 2%	7 3%	13 6%	5 1%	10 5%	9 4%	6 1%	3 1%
(DK/NS)	13 1%	2 0	10 2%	0 -	7 2%	5 2%	5 2%	1 1%	0 0	1 1%	2 1%	3 1%	6 3%
Summar													
Top2Box (High)	985 91%	469 90%	516 93%	298 92%	373 91%	304 92%	220 91%	207 88%	391 95%	172 86%	225 95%	369 93%	219 90%
Low2Box (Low)	80 7%	52 10%	28 5%	27 8%	29 7%	23 7%	18 8%	27 12%	19 5%	27 14%	11 4%	23 6%	18 7%

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Detailed tables

1a_2. (Unemployment and Jobs) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
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Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very High	728 68%	281 68%	374 66%	363 69%	168 66%	195 68%	297 67%	70 67%	133 68%	151 65%	400 67%	256 67%	92 64%	489 66%	98 79%	41 78%
Somewhat High	257 24%	99 24%	144 25%	113 21%	71 28%	73 25%	115 26%	22 21%	47 24%	58 25%	156 26%	84 22%	35 25%	190 26% N	16 13%	5 9%
Somewhat Low	51 5%	18 4%	27 5%	26 5%	11 4%	15 5%	23 5%	8 8%	3 2%	10 4%	23 4%	22 6%	8 6%	38 5%	2 1%	4 7%
Very Low	28 3%	12 3%	14 3%	18 3%	6 2%	3 1%	8 2%	3 2%	6 3%	8 4%	9 1%	17 4% J	1 1%	15 2%	7 6%	3 6%
(DK/NS)	13 1%	6 1%	5 1%	8 2%	1 0	4 1%	0 0	1 1%	5 3% F	4 2% F	7 1%	3 1%	7 5% M	4 1%	1 1%	0 -
Summar																
Top2Box (High)	985 91%	380 91%	517 92%	477 90%	239 93%	268 93%	412 93%	92 88%	180 92%	210 90%	556 93%	340 89%	127 89%	678 92%	114 92%	46 87%
Low2Box (Low)	80 7%	30 7%	41 7%	44 8%	17 6%	17 6%	31 7%	11 10%	9 5%	19 8%	31 5%	39 10% J	10 7%	53 7%	9 7%	7 13%

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Detailed tables

1a_2. (Unemployment and Jobs) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
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Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very High	728 68%	633 69%	268 73%	379 72%	145 62%	283 63%	67 63%
Somewhat High	257 24%	214 23%	74 20%	110 21%	65 28%	121 27%	26 24%
Somewhat Low	51 5%	39 4%	12 3%	15 3%	16 7%	28 6%	8 8%
Very Low	28 3%	18 2%	14 4%	15 3%	5 2%	10 2%	2 2%
(DK/NS)	13 1%	7 1%	2 0	6 1%	2 1%	4 1%	3 3%
Summar							
Top2Box (High)	985 91%	847 93%	342 92%	489 93%	209 90%	403 90%	92 87%
Low2Box (Low)	80 7%	58 6%	26 7%	30 6%	21 9%	39 9%	11 10%

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1a_2. (Unemployment and Jobs) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very High	728 68%	542 69%	186 65%	135 64%	178 69%	415 69%
Somewhat High	257 24%	184 23%	73 25%	55 26%	54 21%	148 24%
Somewhat Low	51 5%	33 4%	19 7%	14 7%	11 4%	26 4%
Very Low	28 3%	23 3%	5 2%	5 2%	11 4%	13 2%
(DK/NS)	13 1%	10 1%	3 1%	3 1%	7 3% E	3 0
Summar						
Top2Box (High)	985 91%	726 92%	259 91%	190 90%	232 89%	564 93%
Low2Box (Low)	80 7%	55 7%	24 8%	19 9%	21 8%	39 6%

Media Study

Detailed tables

1a_3. (A weak dollar) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
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Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very High	397 37%	199 38%	198 36%	108 33%	147 36%	140 42%	69 29%	105 45%	159 39%	64 32%	86 36%	172 43%	75 31%
Somewhat High	453 42%	226 43%	227 41%	148 45%	175 43%	125 38%	109 45%	88 37%	179 43%	91 45%	104 44%	150 38%	108 44%
Somewhat Low	161 15%	72 14%	89 16%	59 18%	58 14%	41 12%	40 16%	33 14%	64 16%	31 16%	36 15%	49 13%	45 18%
Very Low	44 4%	24 5%	20 4%	7 2%	17 4%	18 5%	13 5%	8 4%	8 2%	12 6%	4 2%	19 5%	8 3%
(DK/NS)	23 2%	2 0	20 4%	3 1%	12 3%	9 3%	12 5%	1 1%	1 0	2 1%	8 3%	5 1%	8 3%
Summar													
Top2Box (High)	849 79%	425 81%	425 77%	255 79%	322 79%	265 80%	178 73%	193 82%	338 82%	155 77%	190 80%	322 81%	183 75%
Low2Box (Low)	205 19%	96 18%	109 20%	67 21%	75 18%	59 18%	53 22%	41 17%	72 18%	43 22%	40 17%	69 17%	53 22%

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1a_3. (A weak dollar) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very High	397 37%	170 41%	192 34%	205 39%	103 40%	88 30%	175 40%	37 36%	54 28%	94 41%	232 39%	132 34%	46 32%	255 35%	62 50%	17 33%
Somewhat High	453 42%	156 37%	255 45%	217 41%	102 40%	133 46%	203 46%	36 35%	79 40%	89 39%	246 41%	162 42%	59 41%	342 47%	29 23%	19 37%
Somewhat Low	161 15%	62 15%	88 16%	73 14%	37 14%	51 18%	56 13%	18 17%	49 25%	27 12%	92 15%	58 15%	23 16%	107 15%	22 18%	10 19%
Very Low	44 4%	16 4%	21 4%	21 4%	9 4%	12 4%	9 2%	8 7%	8 4%	11 5%	16 3%	21 5%	8 5%	22 3%	7 6%	6 11%
(DK/NS)	23 2%	12 3%	8 1%	13 2%	5 2%	5 2%	0 0	5 4%	5 3%	10 4%	10 2%	10 3%	8 6%	9 1%	4 3%	0 -
Summar								F	F	F			M			
Top2Box (High)	849 79%	326 78%	447 79%	422 80%	205 80%	221 77%	378 85%	74 71%	133 68%	184 79%	477 80%	294 77%	104 73%	597 81%	91 73%	37 70%
Low2Box (Low)	205 19%	78 19%	109 19%	94 18%	46 18%	63 22%	65 15%	25 24%	57 29%	38 16%	108 18%	79 21%	31 21%	129 18%	29 24%	16 30%

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1a_3. (A weak dollar) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very High	397 37%	354 39%	135 36%	180 34%	84 36%	180 40%	36 34%
Somewhat High	453 42%	373 41%	155 42%	222 42%	108 47%	191 43%	40 38%
Somewhat Low	161 15%	132 14%	51 14%	85 16%	26 11%	58 13%	18 17%
Very Low	44 4%	38 4%	22 6%	25 5%	10 4%	13 3%	5 5%
(DK/NS)	23 2%	14 2%	7 2%	13 2%	4 2%	4 1%	6 6% E
Summar							
Top2Box (High)	849 79%	726 80%	289 78%	402 77%	192 83%	371 83% F	76 72%
Low2Box (Low)	205 19%	171 19%	73 20%	111 21%	36 16%	71 16%	24 22%

Media Study

Detailed tables

1a_3. (A weak dollar) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very High	397 37%	277 35%	120 42%	76 36%	99 38%	222 37%
Somewhat High	453 42%	347 44%	105 37%	87 41%	112 43%	254 42%
Somewhat Low	161 15%	117 15%	44 16%	32 15%	26 10%	103 17% D
Very Low	44 4%	31 4%	12 4%	12 6%	9 4%	22 4%
(DK/NS)	23 2%	18 2%	4 2%	4 2%	14 5% E	5 1%
Summar						
Top2Box (High)	849 79%	624 79%	225 79%	163 77%	210 81%	476 78%
Low2Box (Low)	205 19%	148 19%	57 20%	44 21%	35 14%	126 21%

Media Study

Detailed tables

1a_4. (Taxes) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very High	410 38%	205 39%	205 37%	102 31%	160 39%	144 43% C	71 29%	94 40%	156 38%	82 41%	88 37%	154 39%	85 35%
Somewhat High	363 34%	167 32%	197 35%	128 40%	124 30%	107 32%	69 28%	89 38%	161 39% F	68 34%	75 31%	137 35%	83 34%
Somewhat Low	215 20%	105 20%	110 20%	73 22%	81 20%	58 17%	67 28% H	43 18%	68 17%	28 14%	62 26% I	75 19%	50 21%
Very Low	65 6%	35 7%	30 5%	15 5%	30 7%	19 6%	25 10%	10 4%	20 5%	21 10%	11 4%	20 5%	14 6%
(DK/NS)	23 2%	11 2%	12 2%	6 2%	13 3%	4 1%	11 4% G	0 -	7 2%	1 0	2 1%	9 2%	11 5% I
Summar													
Top2Box (High)	774 72%	372 71%	402 72%	230 71%	284 70%	251 76%	140 58%	183 78% F	317 77% F	151 75%	163 68%	292 74%	168 69%
Low2Box (Low)	280 26%	140 27%	140 25%	88 27%	112 27%	77 23%	92 38% GH	53 22%	88 21%	49 24%	73 31%	95 24%	64 26%

Media Study

Detailed tables

1a_4. (Taxes) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very High	410 38%	164 39%	202 36%	228 43%	90 35%	90 31%	150 34%	44 42%	72 37%	100 43%	243 41%	124 32%	68 47%	271 37%	43 35%	20 38%
Somewhat High	363 34%	131 32%	207 37%	155 29%	92 36%	117 41%	173 39%	31 30%	62 32%	71 30%	203 34%	136 36%	42 29%	271 37%	31 25%	9 17%
Somewhat Low	215 20%	85 20%	110 19%	98 19%	57 22%	59 21%	89 20%	18 17%	47 24%	40 17%	101 17%	93 24%	24 17%	132 18%	39 32%	18 34%
Very Low	65 6%	25 6%	34 6%	36 7%	13 5%	15 5%	23 5%	8 8%	7 4%	18 8%	36 6%	21 5%	1 1%	51 7%	9 7%	6 11%
(DK/NS)	23 2%	11 3%	11 2%	12 2%	5 2%	7 2%	9 2%	3 3%	6 3%	3 1%	13 2%	9 2%	8 6%	12 2%	2 2%	0 -
Summar																
Top2Box (High)	774 72%	295 71%	409 73%	383 72%	181 71%	207 72%	324 73%	74 72%	135 69%	171 74%	446 75%	260 68%	110 77%	541 74%	74 60%	29 55%
Low2Box (Low)	280 26%	110 26%	144 26%	135 25%	70 27%	75 26%	112 25%	26 25%	54 28%	58 25%	137 23%	114 30%	25 18%	182 25%	48 39%	24 45%

Media Study

Detailed tables

1a_4. (Taxes) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very High	410 38%	353 39%	120 32%	157 30%	119 51%	212 48%	41 38%
Somewhat High	363 34%	321 35%	125 34%	179 34%	83 36%	156 35%	29 27%
Somewhat Low	215 20%	170 19%	99 27%	151 29%	18 8%	49 11%	16 15%
Very Low	65 6%	54 6%	20 6%	27 5%	12 5%	28 6%	11 10%
(DK/NS)	23 2%	13 1%	6 2%	12 2%	0 0	1 0	10 10%
Summar							
Top2Box (High)	774 72%	674 74%	244 66%	336 64%	202 87%	368 83%	69 65%
Low2Box (Low)	280 26%	224 25%	119 32%	177 34%	30 13%	76 17%	27 25%
			D	E			D

Media Study

Detailed tables

1a_4. (Taxes) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very High	410 38%	310 39%	100 35%	64 30%	103 40%	243 40%
Somewhat High	363 34%	261 33%	102 36%	85 40% D	74 29%	204 34%
Somewhat Low	215 20%	153 19%	62 22%	48 23%	54 21%	114 19%
Very Low	65 6%	52 7%	13 5%	9 4%	17 6%	39 7%
(DK/NS)	23 2%	14 2%	9 3%	5 2%	12 5% E	6 1%
Summar						
Top2Box (High)	774 72%	572 72%	202 71%	150 71%	178 68%	446 74%
Low2Box (Low)	280 26%	205 26%	75 26%	57 27%	70 27%	153 25%

Media Study

Detailed tables

1a_5. (The federal budget deficit) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very High	518 48%	253 48%	265 48%	134 41%	197 48%	184 55%	93 38%	103 44%	230 56%	100 50%	113 48%	193 49%	112 46%
Somewhat High	382 35%	175 33%	207 37%	146 45%	136 33%	93 28%	107 44%	93 39%	119 29%	64 32%	83 35%	150 38%	84 35%
Somewhat Low	117 11%	72 14%	45 8%	32 10%	48 12%	34 10%	24 10%	21 9%	50 12%	20 10%	35 15%	36 9%	26 11%
Very Low	39 4%	17 3%	21 4%	6 2%	20 5%	12 4%	15 6%	11 5%	7 2%	14 7%	6 2%	10 3%	8 3%
(DK/NS)	22 2%	5 1%	17 3%	7 2%	7 2%	8 3%	4 2%	8 3%	5 1%	3 1%	1 0	6 2%	12 5%
Summar													J
Top2Box (High)	899 84%	428 82%	471 85%	280 86%	333 82%	277 83%	199 82%	196 83%	349 85%	163 82%	196 83%	343 87%	197 81%
Low2Box (Low)	155 14%	90 17%	66 12%	38 12%	68 17%	46 14%	39 16%	32 14%	57 14%	34 17%	40 17%	47 12%	34 14%

Media Study

Detailed tables

1a_5. (The federal budget deficit) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very High	518 48%	196 47%	284 50%	236 45%	130 51%	152 53%	225 51%	60 58%	68 35%	129 55%	320 54%	165 43%	60 42%	381 52%	46 37%	19 35%
Somewhat High	382 35%	143 34%	196 35%	198 37%	93 36%	89 31%	155 35%	25 24%	94 48%	62 27%	184 31%	151 40%	58 41%	248 34%	49 40%	18 35%
Somewhat Low	117 11%	51 12%	49 9%	55 10%	24 9%	36 13%	50 11%	7 7%	17 9%	26 11%	58 10%	42 11%	13 9%	76 10%	18 14%	7 13%
Very Low	39 4%	14 3%	25 4%	23 4%	6 2%	9 3%	11 3%	5 5%	10 5%	10 4%	20 3%	19 5%	4 2%	25 3%	7 6%	4 8%
(DK/NS)	22 2%	11 3%	9 2%	16 3%	3 1%	2 1%	3 1%	6 6%	6 3%	5 2%	13 2%	7 2%	8 6%	5 1%	4 3%	5 10%
Summar																
Top2Box (High)	899 84%	340 82%	481 85%	433 82%	223 87%	241 83%	380 86%	85 82%	162 83%	191 82%	503 85%	316 83%	119 83%	630 86%	96 77%	37 70%
Low2Box (Low)	155 14%	65 16%	74 13%	79 15%	30 12%	45 16%	61 14%	12 12%	27 14%	36 16%	78 13%	60 16%	16 11%	101 14%	25 20%	11 20%

Media Study

Detailed tables

1a_5. (The federal budget deficit) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very High	518 48%	471 52%	126 34%	194 37%	135 58% B	266 60% C	58 55% BC
Somewhat High	382 35%	304 33%	172 47% DF	219 42% EF	68 29%	133 30%	29 28%
Somewhat Low	117 11%	94 10%	50 13%	74 14% E	17 7%	28 6%	15 14% E
Very Low	39 4%	33 4%	12 3%	24 5%	7 3%	12 3%	2 2%
(DK/NS)	22 2%	10 1%	9 3%	14 3%	5 2%	6 1%	2 2%
Summar							
Top2Box (High)	899 84%	775 85%	298 81%	413 79%	203 87%	399 89% C	87 82%
Low2Box (Low)	155 14%	127 14%	62 17%	98 19% E	24 10%	41 9%	17 16%

Media Study

Detailed tables

1a_5. (The federal budget deficit) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very High	518 48%	372 47%	146 51%	105 49%	112 43%	301 50%
Somewhat High	382 35%	287 36%	94 33%	76 36%	98 38%	208 34%
Somewhat Low	117 11%	92 12%	25 9%	18 8%	34 13%	66 11%
Very Low	39 4%	30 4%	9 3%	7 3%	4 1%	28 5%
(DK/NS)	22 2%	10 1%	12 4%	7 3%	12 5%	3 1%
			A	E	E	
Summar						
Top2Box (High)	899 84%	659 83%	240 84%	180 85%	210 81%	509 84%
Low2Box (Low)	155 14%	122 15%	34 12%	24 11%	37 14%	94 15%

Media Study

Detailed tables

1a_6. (Health Care) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very High	526 49%	229 44%	297 54% A	148 46%	209 51%	165 50%	135 56% H	120 51%	175 43%	97 49%	115 48%	196 50%	118 48%
Somewhat High	280 26%	140 27%	140 25%	93 29%	106 26%	77 23%	55 23%	64 27%	114 28%	52 26%	68 28%	97 24%	63 26%
Somewhat Low	153 14%	81 16%	72 13%	55 17%	45 11%	50 15%	28 12%	33 14%	68 17%	30 15%	27 11%	62 16%	33 14%
Very Low	105 10%	71 14%	34 6% B	28 9%	39 10%	36 11%	20 8%	16 7%	53 13%	18 9%	29 12%	36 9%	23 9%
(DK/NS)	13 1%	2 0	11 2%	0 -	10 2%	3 1%	4 2%	3 1%	1 0	3 1%	0 -	4 1%	6 3%
Summar													
Top2Box (High)	806 75%	369 70%	438 79% A	241 74%	315 77%	243 73%	190 78%	184 78%	289 70%	150 75%	182 77%	293 74%	181 74%
Low2Box (Low)	258 24%	153 29% B	105 19%	83 26%	84 21%	86 26%	49 20%	49 21%	121 29%	48 24%	56 23%	98 25%	56 23%

Media Study

Detailed tables

1a_6. (Health Care) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very High	526 49%	196 47%	273 48%	280 53%	114 44%	131 45%	204 46%	57 55%	94 48%	115 49%	266 45%	205 53% J	89 62% M	319 43%	81 66% M	31 60%
Somewhat High	280 26%	106 26%	153 27%	129 24%	68 27%	83 29%	129 29% G	11 11%	57 30% G	58 25% G	160 27%	97 25%	31 22%	207 28%	25 20%	10 19%
Somewhat Low	153 14%	65 16%	75 13%	67 13%	42 16%	43 15%	59 13%	17 17%	29 15%	33 14%	91 15%	49 13%	12 8%	123 17%	10 8%	2 3%
Very Low	105 10%	40 10%	60 11%	43 8%	32 13%	29 10%	51 11%	14 14%	10 5%	23 10%	70 12%	30 8%	5 4%	81 11%	7 5%	9 18%
(DK/NS)	13 1%	9 2%	2 0	10 2%	0 0	3 1%	0 0	4 4% F	4 2%	3 1%	9 2%	2 1%	7 5% M	4 1%	1 1%	0 -
Summar																
Top2Box (High)	806 75%	302 73%	426 76%	409 77%	182 71%	214 74%	333 75%	69 66%	151 78%	173 75%	425 71%	302 79%	120 84%	527 72%	106 86% M	42 79%
Low2Box (Low)	258 24%	105 25%	135 24%	110 21%	74 29% C	71 25%	110 25%	31 30%	39 20%	56 24%	161 27%	79 21%	17 12%	204 28% LN	17 14%	11 21%

Media Study

Detailed tables

1a_6. (Health Care) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very High	526 49%	424 47%	230 62%	328 62%	80 35%	138 31%	60 57%
			D	E			DE
Somewhat High	280 26%	238 26%	92 25%	135 26%	58 25%	123 28%	22 21%
Somewhat Low	153 14%	143 16%	33 9%	43 8%	56 24%	100 23%	9 8%
					BF	CF	
Very Low	105 10%	98 11%	12 3%	13 3%	36 15%	80 18%	12 12%
					B	C	BC
(DK/NS)	13 1%	7 1%	2 0	6 1%	2 1%	4 1%	3 3%
Summar							
Top2Box (High)	806 75%	662 73%	323 87%	463 88%	139 60%	261 59%	82 77%
			D	EF			DE
Low2Box (Low)	258 24%	241 26%	45 12%	57 11%	92 40%	180 40%	21 20%
					BF	CF	C

Media Study

Detailed tables

1a_6. (Health Care) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very High	526 49%	380 48%	146 51%	107 50%	133 51%	287 47%
Somewhat High	280 26%	206 26%	74 26%	52 25%	64 25%	164 27%
Somewhat Low	153 14%	117 15%	36 12%	31 14%	31 12%	91 15%
Very Low	105 10%	79 10%	26 9%	18 9%	26 10%	61 10%
(DK/NS)	13 1%	9 1%	4 1%	4 2%	6 2%	3 1%
Summar						
Top2Box (High)	806 75%	586 74%	221 77%	159 75%	197 76%	450 74%
Low2Box (Low)	258 24%	196 25%	62 22%	49 23%	57 22%	152 25%

Media Study

Detailed tables

1a_7. (Terrorism and War) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very High	540 50%	242 46%	298 54%	146 45%	206 50%	186 56%	145 60%	122 52%	182 44%	92 46%	128 54%	213 54%	106 44%
Somewhat High	338 31%	168 32%	171 31%	111 34%	138 34%	82 25%	45 18%	78 33%	164 40%	66 33%	65 27%	122 31%	85 35%
Somewhat Low	123 11%	68 13%	55 10%	41 13%	42 10%	39 12%	25 10%	19 8%	52 13%	27 13%	30 12%	42 11%	25 10%
Very Low	54 5%	38 7%	16 3%	20 6%	14 4%	18 5%	19 8%	14 6%	9 2%	13 7%	9 4%	13 3%	18 8%
(DK/NS)	22 2%	7 1%	15 3%	5 2%	8 2%	8 2%	9 4%	2 1%	5 1%	2 1%	6 3%	5 1%	8 3%
Summar													
Top2Box (High)	878 82%	410 78%	468 84%	258 79%	344 84%	267 81%	189 78%	200 85%	346 84%	158 79%	193 81%	335 85%	191 79%
Low2Box (Low)	177 16%	106 20%	72 13%	62 19%	57 14%	57 17%	44 18%	33 14%	61 15%	40 20%	39 16%	55 14%	44 18%

Media Study

Detailed tables

1a_7. (Terrorism and War) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very High	540 50%	211 51%	287 51%	288 55%	129 50%	123 43%	206 46%	54 52%	108 55%	129 56%	315 53%	184 48%	73 51%	372 51%	59 47%	23 44%
Somewhat High	338 31%	130 31%	180 32%	147 28%	80 31%	111 38%	163 37%	31 30%	54 28%	60 26%	196 33%	112 29%	37 26%	246 34%	35 28%	15 28%
Somewhat Low	123 11%	49 12%	55 10%	51 10%	31 12%	40 14%	48 11%	9 8%	25 13%	22 9%	55 9%	49 13%	13 9%	76 10%	22 18%	13 24%
Very Low	54 5%	13 3%	33 6%	31 6%	12 5%	9 3%	22 5%	6 6%	3 2%	16 7%	17 3%	31 8%	11 8%	33 5%	6 5%	2 3%
(DK/NS)	22 2%	12 3%	8 1%	11 2%	5 2%	5 2%	5 1%	5 5%	5 3%	5 2%	12 2%	8 2%	10 7%	8 1%	3 2%	0 -
Summar																
Top2Box (High)	878 82%	342 82%	466 83%	435 82%	208 81%	233 81%	369 83%	85 82%	161 83%	189 82%	511 86%	295 77%	109 76%	618 84%	93 75%	38 73%
Low2Box (Low)	177 16%	62 15%	89 16%	82 16%	43 17%	50 17%	70 16%	14 14%	28 15%	38 16%	71 12%	80 21%	24 17%	109 15%	28 22%	14 27%

Media Study

Detailed tables

1a_7. (Terrorism and War) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very High	540 50%	453 50%	157 42%	231 44%	146 63% BF	261 59% C	48 45%
Somewhat High	338 31%	301 33%	125 34%	172 33%	67 29%	140 32%	26 24%
Somewhat Low	123 11%	103 11%	54 15% D	79 15% E	13 6%	27 6%	18 17% DE
Very Low	54 5%	41 5%	24 7%	31 6%	5 2%	13 3%	10 10% DE
(DK/NS)	22 2%	13 1%	9 2%	13 2%	1 0	5 1%	4 4% D
Summar							
Top2Box (High)	878 82%	754 83%	282 76%	403 77%	213 92% BF	402 90% CF	74 70%
Low2Box (Low)	177 16%	144 16%	79 21% D	110 21% E	19 8%	40 9%	28 26% DE

Media Study

Detailed tables

1a_7. (Terrorism and War) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very High	540 50%	394 50%	146 51%	102 48%	153 59% E	286 47%
Somewhat High	338 31%	236 30%	102 36%	78 37% D	62 24%	198 33% D
Somewhat Low	123 11%	100 13%	24 8%	18 8%	29 11%	77 13%
Very Low	54 5%	44 6%	9 3%	9 4%	6 2%	39 6%
(DK/NS)	22 2%	17 2%	5 2%	5 2%	11 4% E	6 1%
Summar						
Top2Box (High)	878 82%	630 80%	248 87%	180 85%	214 82%	484 80%
Low2Box (Low)	177 16%	144 18%	33 12%	26 12%	35 13%	116 19%

Media Study

Detailed tables

1a. (Top2Box (High) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Unemployment and Jobs	985 91%	469 90%	516 93%	298 92%	373 91%	304 92%	220 91%	207 88%	391 95%	172 86%	225 95%	369 93%	219 90%
Economic growth	933 87%	453 87%	480 87%	282 87%	361 88%	284 86%	200 82%	201 85%	371 90%	161 81%	198 83%	359 91%	215 88%
The federal budget deficit	899 84%	428 82%	471 85%	280 86%	333 82%	277 83%	199 82%	196 83%	349 85%	163 82%	196 83%	343 87%	197 81%
Terrorism and War	878 82%	410 78%	468 84%	258 79%	344 84%	267 81%	189 78%	200 85%	346 84%	158 79%	193 81%	335 85%	191 79%
A weak dollar	849 79%	425 81%	425 77%	255 79%	322 79%	265 80%	178 73%	193 82%	338 82%	155 77%	190 80%	322 81%	183 75%
Health Care	806 75%	369 70%	438 79%	241 74%	315 77%	243 73%	190 78%	184 78%	289 70%	150 75%	182 77%	293 74%	181 74%
Taxes	774 72%	372 71%	402 72%	230 71%	284 70%	251 76%	140 58%	183 78%	317 77%	151 75%	163 68%	292 74%	168 69%

Media Study

Detailed tables

1a. (Top2Box (High) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Unemployment and Jobs	985 91%	380 91%	517 92%	477 90%	239 93%	268 93%	412 93%	92 88%	180 92%	210 90%	556 93%	340 89%	127 89%	678 92%	114 92%	46 87%
Economic growth	933 87%	359 86%	486 86%	446 84%	223 87%	262 91% C	403 91% HI	87 84%	155 80%	196 84%	525 88%	320 84%	125 87%	639 87%	110 89%	41 78%
The federal budget deficit	899 84%	340 82%	481 85%	433 82%	223 87%	241 83%	380 86%	85 82%	162 83%	191 82%	503 85%	316 83%	119 83%	630 86%	96 77%	37 70%
Terrorism and War	878 82%	342 82%	466 83%	435 82%	208 81%	233 81%	369 83%	85 82%	161 83%	189 82%	511 86% K	295 77%	109 76%	618 84%	93 75%	38 73%
A weak dollar	849 79%	326 78%	447 79%	422 80%	205 80%	221 77%	378 85% GH	74 71%	133 68%	184 79%	477 80%	294 77%	104 73%	597 81%	91 73%	37 70%
Health Care	806 75%	302 73%	426 76%	409 77%	182 71%	214 74%	333 75%	69 66%	151 78%	173 75%	425 71%	302 79%	120 84%	527 72%	106 86% M	42 79%
Taxes	774 72%	295 71%	409 73%	383 72%	181 71%	207 72%	324 73%	74 72%	135 69%	171 74%	446 75%	260 68%	110 77%	541 74% N	74 60%	29 55%

Media Study

Detailed tables

1a. (Top2Box (High) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Unemployment and Jobs	985 91%	847 93%	342 92%	489 93%	209 90%	403 90%	92 87%
Economic growth	933 87%	810 89%	324 88%	461 88%	200 86%	383 86%	89 84%
The federal budget deficit	899 84%	775 85%	298 81%	413 79%	203 87%	399 89% C	87 82%
Terrorism and War	878 82%	754 83%	282 76%	403 77%	213 92% BF	402 90% CF	74 70%
A weak dollar	849 79%	726 80%	289 78%	402 77%	192 83%	371 83% F	76 72%
Health Care	806 75%	662 73%	323 87% D	463 88% EF	139 60%	261 59%	82 77% DE
Taxes	774 72%	674 74%	244 66%	336 64%	202 87% BF	368 83% CF	69 65%

Media Study

Detailed tables

1a. (Top2Box (High) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Unemployment and Jobs	985 91%	726 92%	259 91%	190 90%	232 89%	564 93%
Economic growth	933 87%	684 86%	249 87%	183 87%	223 86%	527 87%
The federal budget deficit	899 84%	659 83%	240 84%	180 85%	210 81%	509 84%
Terrorism and War	878 82%	630 80%	248 87%	180 85%	214 82%	484 80%
A weak dollar	849 79%	624 79%	225 79%	163 77%	210 81%	476 78%
Health Care	806 75%	586 74%	221 77%	159 75%	197 76%	450 74%
Taxes	774 72%	572 72%	202 71%	150 71%	178 68%	446 74%

Media Study

Detailed tables

1a. (Low2Box (Low) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Taxes	280 26%	140 27%	140 25%	88 27%	112 27%	77 23%	92 38% GH	53 22%	88 21%	49 24%	73 31%	95 24%	64 26%
Health Care	258 24%	153 29% B	105 19%	83 26%	84 21%	86 26%	49 20%	49 21%	121 29%	48 24%	56 23%	98 25%	56 23%
A weak dollar	205 19%	96 18%	109 20%	67 21%	75 18%	59 18%	53 22%	41 17%	72 18%	43 22%	40 17%	69 17%	53 22%
Terrorism and War	177 16%	106 20% B	72 13%	62 19%	57 14%	57 17%	44 18%	33 14%	61 15%	40 20%	39 16%	55 14%	44 18%
The federal budget deficit	155 14%	90 17%	66 12%	38 12%	68 17%	46 14%	39 16%	32 14%	57 14%	34 17%	40 17%	47 12%	34 14%
Economic growth	127 12%	64 12%	63 11%	43 13%	40 10%	41 12%	37 15%	32 14%	39 10%	37 18% KL	36 15% K	33 8%	22 9%
Unemployment and Jobs	80 7%	52 10% B	28 5%	27 8%	29 7%	23 7%	18 8%	27 12% H	19 5%	27 14% JK	11 4%	23 6%	18 7%

Media Study

Detailed tables

1a. (Low2Box (Low) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Taxes	280 26%	110 26%	144 26%	135 25%	70 27%	75 26%	112 25%	26 25%	54 28%	58 25%	137 23%	114 30%	25 18%	182 25%	48 39% LM	24 45%
Health Care	258 24%	105 25%	135 24%	110 21%	74 29% C	71 25%	110 25%	31 30%	39 20%	56 24%	161 27%	79 21%	17 12%	204 28% LN	17 14%	11 21%
A weak dollar	205 19%	78 19%	109 19%	94 18%	46 18%	63 22%	65 15%	25 24%	57 29% FI	38 16%	108 18%	79 21%	31 21%	129 18%	29 24%	16 30%
Terrorism and War	177 16%	62 15%	89 16%	82 16%	43 17%	50 17%	70 16%	14 14%	28 15%	38 16%	71 12%	80 21% J	24 17%	109 15%	28 22%	14 27%
The federal budget deficit	155 14%	65 16%	74 13%	79 15%	30 12%	45 16%	61 14%	12 12%	27 14%	36 16%	78 13%	60 16%	16 11%	101 14%	25 20%	11 20%
Economic growth	127 12%	48 11%	71 13%	72 14% E	33 13% E	21 7%	39 9%	15 14%	34 18% F	30 13%	63 11%	56 15%	10 7%	90 12%	13 10%	11 22%
Unemployment and Jobs	80 7%	30 7%	41 7%	44 8%	17 6%	17 6%	31 7%	11 10%	9 5%	19 8%	31 5%	39 10% J	10 7%	53 7%	9 7%	7 13%

Media Study

Detailed tables

1a. (Low2Box (Low) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Taxes	280 26%	224 25%	119 32% D	177 34% E	30 13% BF	76 17% CF	27 25% D
Health Care	258 24%	241 26%	45 12% D	57 11% E	92 40% BF	180 40% CF	21 20% C
A weak dollar	205 19%	171 19%	73 20% D	111 21% E	36 16% BF	71 16% CF	24 22% DE
Terrorism and War	177 16%	144 16%	79 21% D	110 21% E	19 8% BF	40 9% CF	28 26% DE
The federal budget deficit	155 14%	127 14%	62 17% D	98 19% E	24 10% BF	41 9% CF	17 16% DE
Economic growth	127 12%	93 10%	41 11% D	56 11% E	29 12% BF	59 13% CF	12 12% DE
Unemployment and Jobs	80 7%	58 6%	26 7% D	30 6% E	21 9% BF	39 9% CF	11 10% DE

Media Study

Detailed tables

1a. (Low2Box (Low) Summary) Thinking about some issues, please tell me how much of a priority our political leaders should put on the following?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Taxes	280 26%	205 26%	75 26%	57 27%	70 27%	153 25%
Health Care	258 24%	196 25%	62 22%	49 23%	57 22%	152 25%
A weak dollar	205 19%	148 19%	57 20%	44 21%	35 14%	126 21%
Terrorism and War	177 16%	144 18%	33 12%	26 12%	35 13%	116 19%
The federal budget deficit	155 14%	122 15%	34 12%	24 11%	37 14%	94 15%
Economic growth	127 12%	95 12%	33 11%	24 11%	29 11%	74 12%
Unemployment and Jobs	80 7%	55 7%	24 8%	19 9%	21 8%	39 6%

Media Study

Detailed tables

2. Now, thinking specifically about the federal budget deficit, are you very concerned, somewhat concerned, not very concerned or not at all concerned about the federal budget deficit?

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

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1077	530	547	182	361	522	171	213	514	206	246	389	236
Weighted	1077	523	554	325	409	332	243	236	411	200	238	395	243
Very concerned	504 47%	259 50%	245 44%	113 35%	194 48%	193 58%	94 39%	110 47%	200 49%	92 46%	108 45%	195 49%	109 45%
Somewhat concerned	404 37%	182 35%	222 40%	146 45%	145 35%	109 33%	94 39%	97 41%	155 38%	75 37%	101 42%	139 35%	89 36%
Not really concerned	111 10%	51 10%	60 11%	41 13%	48 12%	21 6%	28 11%	21 9%	46 11%	20 10%	18 8%	50 13%	23 9%
Not at all concerned	49 5%	28 5%	21 4%	24 7%	16 4%	7 2%	21 9%	8 3%	10 3%	13 7%	10 4%	9 2%	17 7%
(DK/NS)	9 1%	3 1%	6 1%	2 0	6 1%	2 1%	6 2%	0 -	0 -	0 -	2 1%	2 1%	6 2%
Summary													
Top2Box (Concerned)	908 84%	441 84%	467 84%	259 80%	339 83%	302 91%	188 78%	207 88%	355 86%	167 83%	209 88%	334 85%	198 81%
Low2Box (Not concerned)	160 15%	79 15%	81 15%	64 20%	64 16%	28 8%	49 20%	29 12%	56 14%	33 17%	28 12%	59 15%	40 16%

Media Study

Detailed tables

2. Now, thinking specifically about the federal budget deficit, are you very concerned, somewhat concerned, not very concerned or not at all concerned about the federal budget deficit?

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

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

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1077	307	687	242	366	466	444	101	125	321	651	344	76	863	85	38
Weighted	1077	415	563	529	256	289	444	104*	195*	232	595	383	143*	735	124*	53**
Very concerned	504 47%	184 44%	278 49%	234 44%	123 48%	146 51%	195 44%	60 58% FH	71 37%	134 58% FH	303 51% K	159 41%	58 41%	360 49%	50 41%	23 43%
Somewhat concerned	404 37%	158 38%	206 36%	206 39%	102 40%	95 33%	175 39% I	32 31%	84 43%	70 30%	218 37%	145 38%	42 29%	274 37%	55 45%	27 50%
Not really concerned	111 10%	44 11%	59 10%	53 10%	22 8%	35 12%	54 12%	6 6%	27 14%	16 7%	56 9%	47 12%	21 14%	73 10%	12 9%	3 5%
Not at all concerned	49 5%	21 5%	21 4%	31 6%	7 3%	11 4%	20 5%	4 4%	9 4%	9 4%	13 2%	29 8% J	15 10% M	28 4%	6 5%	1 2%
(DK/NS)	9 1%	7 2% B	0 0	6 1%	2 1%	2 1%	0 -	2 1% F	4 2%	2 1%	4 1%	3 1%	8 6% M	0 0	1 1%	0 -
Summary																
Top2Box (Concerned)	908 84%	343 82%	483 86%	440 83%	225 88%	241 84%	370 83%	92 89%	155 80%	204 88%	521 88% K	304 79%	100 70%	634 86% L	106 85%	49 94%
Low2Box (Not concerned)	160 15%	66 16%	80 14%	84 16%	29 11%	45 16%	74 17%	10 10%	36 18%	25 11%	70 12%	76 20% J	35 25% M	101 14%	17 14%	3 6%

Media Study

Detailed tables

2. Now, thinking specifically about the federal budget deficit, are you very concerned, somewhat concerned, not very concerned or not at all concerned about the federal budget deficit?

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

* small base

	Total	Registered Voter	Party Affiliation				
		Yes	Initial Democrats	Total Democrats	Initial Republicans	Total Republicans	Independents
		A	B	C	D	E	F
Base: All respondents	1077	986	336	488	265	484	105
Weighted	1077	911	369	525	232	446	106*
Very concerned	504 47%	456 50%	124 34%	166 32%	141 61%	281 63%	58 54%
Somewhat concerned	404 37%	328 36%	182 49%	252 48%	70 30%	127 28%	25 24%
Not really concerned	111 10%	93 10%	42 11%	59 11%	19 8%	34 8%	17 16%
Not at all concerned	49 5%	30 3%	20 5%	43 8%	2 1%	4 1%	3 2%
(DK/NS)	9 1%	4 0	2 0	6 1%	0 -	0 -	3 3%
							DE
Summary							
Top2Box (Concerned)	908 84%	784 86%	305 83%	418 80%	211 91%	407 91%	83 78%
Low2Box (Not concerned)	160 15%	123 14%	62 17%	101 19%	21 9%	38 9%	20 19%
			D	E			E

Media Study

Detailed tables

2. Now, thinking specifically about the federal budget deficit, are you very concerned, somewhat concerned, not very concerned or not at all concerned about the federal budget deficit?

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

	Total	Obama States	McCain States	Republican Senators Only	Both Rep and Dem Senators	Democrat Senators Only
		A	B	C	D	E
Base: All respondents	1077	808	269	199	259	619
Weighted	1077	791	286	211	260	606
Very concerned	504 47%	366 46%	138 48%	109 52%	112 43%	283 47%
Somewhat concerned	404 37%	306 39%	98 34%	70 33%	110 42%	223 37%
Not really concerned	111 10%	72 9%	38 13%	24 11%	25 10%	62 10%
Not at all concerned	49 5%	41 5%	8 3%	5 3%	6 2%	37 6%
(DK/NS)	9 1%	6 1%	3 1%	3 1% E	6 2% E	0 -
Summary						
Top2Box (Concerned)	908 84%	672 85%	236 83%	179 85%	222 86%	506 84%
Low2Box (Not concerned)	160 15%	113 14%	47 16%	29 14%	31 12%	100 16%