

THE TARRANCE GROUP, INC.
 GWU Battleground Tracking #11840: Weighted Tables / Day 37

| UPELECT | | UPELECT LIKELIHOOD OF VOTING IN UPCOMING ELECTION | | | | TOTAL |
|---|--------------------------|---|-------------|-----------------|---------------|-------------|
| | | Extremely likely | Very likely | Somewhat likely | Already voted | |
| TOTAL | | 68% | 15% | 4% | 13% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 81% | 14% | 4% | 1% | 205 |
| | Midwest | 74% | 14% | 4% | 8% | 186 |
| | South | 59% | 16% | 6% | 19% | 246 |
| | South Central | 60% | 16% | 3% | 21% | 98 |
| | Central Plains | 77% | 15% | 3% | 6% | 73 |
| | Mountain States | 59% | 14% | 3% | 23% | 64 |
| | West | 64% | 15% | 2% | 20% | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 62% | 17% | 6% | 15% | 271 |
| | Toss-up states | 68% | 15% | 3% | 15% | 411 |
| | Obama states | 75% | 13% | 3% | 9% | 321 |
| URBAN URBAN CODE | Rural | 71% | 14% | 8% | 8% | 173 |
| | Suburban | 68% | 16% | 3% | 14% | 537 |
| | Urban | 69% | 14% | 3% | 14% | 292 |
| GENDER GENDER | Male | 69% | 15% | 4% | 11% | 474 |
| | Female | 67% | 14% | 4% | 15% | 529 |
| RSEXEMP RESPONDENT'S SEX / EMPLOYMENT/C | Male / employed | 76% | 12% | 3% | 8% | 328 |
| | Male / not employed | 54% | 21% | 6% | 19% | 146 |
| | Female / employed | 70% | 14% | 3% | 14% | 286 |
| | Female / not employed | 65% | 15% | 5% | 15% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 74% | 13% | 3% | 10% | 219 |
| | 35-44 | 75% | 12% | 6% | 7% | 199 |
| | 45-64 | 71% | 15% | 4% | 10% | 358 |
| | 65 or over | 54% | 19% | 2% | 25% | 218 |
| | Unsure / refused | 66% | 10% | 5% | 18% | 10 |
| RRACE RESPONDENT'S RACE/C | White | 71% | 13% | 4% | 13% | 772 |
| | Black / African American | 65% | 17% | 4% | 15% | 110 |
| | Hispanic / Latino | 54% | 26% | 6% | 14% | 80 |
| | Other | 64% | 27% | 5% | 5% | 40 |
| GENRACE RACE BY GENDER | White men | 72% | 13% | 3% | 11% | 370 |
| | White women | 69% | 12% | 4% | 15% | 402 |
| | Black men | 72% | 12% | 7% | 9% | 42 |
| | Black women | 60% | 19% | 2% | 18% | 69 |
| | Hispanic men | 39% | 33% | 9% | 19% | 36 |
| | Hispanic women | 66% | 21% | 3% | 10% | 44 |

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| UPELECT | | UPELECT LIKELIHOOD OF VOTING IN UPCOMING ELECTION | | | | TOTAL |
|---|---------------------------------------|---|-------------|-----------------|---------------|-------------|
| | | Extremely likely | Very likely | Somewhat likely | Already voted | |
| RGENED RACE / GENDER / EDUCATION | White college men | 77% | 9% | 2% | 12% | 183 |
| | White college women | 72% | 9% | 2% | 16% | 194 |
| | White non-college men | 67% | 17% | 5% | 11% | 188 |
| | White non-college women | 67% | 15% | 6% | 13% | 208 |
| | Minority college men | 71% | 13% | | 17% | 54 |
| | Minority college women | 65% | 15% | | 20% | 54 |
| | Minority non-college men | 49% | 32% | 15% | 5% | 50 |
| | Minority non-college women | 58% | 27% | 5% | 10% | 73 |
| RGENED OLDER WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 64% | 16% | 5% | 15% | 152 |
| | Other | 69% | 15% | 4% | 13% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 71% | 14% | 2% | 14% | 371 |
| | Independent | 68% | 15% | 9% | 8% | 211 |
| | Democrat | 66% | 16% | 3% | 15% | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 68% | 16% | 4% | 12% | 576 |
| | Moderate | 69% | 9% | 10% | 12% | 76 |
| | Liberal | 69% | 14% | 3% | 14% | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 35% | 32% | 16% | 16% | 33 |
| | High school graduate | 60% | 27% | 8% | 5% | 234 |
| | Some college | 71% | 10% | 3% | 16% | 251 |
| | College graduate | 73% | 10% | 1% | 15% | 485 |
| RMARITAL MARITAL STATUS/C | Single | 73% | 16% | 6% | 5% | 162 |
| | Married | 69% | 14% | 3% | 14% | 655 |
| | No longer married | 62% | 17% | 4% | 17% | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 65% | 20% | 4% | 11% | 175 |
| | Non-white conservative Christians | 68% | 17% | 4% | 11% | 56 |
| | White non-conservative Christians | 64% | 14% | 8% | 14% | 59 |
| | Non-white non-conservative Christians | 57% | 23% | 6% | 13% | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 73% | 13% | 3% | 11% | 180 |
| | Non-union household | 67% | 15% | 4% | 13% | 823 |
| TOTAL | | 68% | 15% | 4% | 13% | 1003 |

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| RGENERCG | | RGENERCG GENERIC CONGRESSIONAL BALLOT/C | | | TOTAL |
|---|--------------------------|---|------------|------------|-------------|
| | | Republican | Undecided | Democrat | |
| TOTAL | | 41% | 14% | 45% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 35% | 16% | 49% | 205 |
| | Midwest | 41% | 15% | 44% | 186 |
| | South | 46% | 13% | 41% | 246 |
| | South Central | 52% | 11% | 38% | 98 |
| | Central Plains | 44% | 18% | 38% | 73 |
| | Mountain States | 46% | 3% | 50% | 64 |
| | West | 32% | 16% | 52% | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 48% | 12% | 40% | 271 |
| | Toss-up states | 44% | 12% | 44% | 411 |
| | Obama states | 32% | 18% | 50% | 321 |
| URBAN URBAN CODE | Rural | 47% | 16% | 37% | 173 |
| | Suburban | 43% | 14% | 43% | 537 |
| | Urban | 35% | 12% | 53% | 292 |
| GENDER GENDER | Male | 49% | 13% | 38% | 474 |
| | Female | 34% | 15% | 51% | 529 |
| RSEXEMP RESPONDENT'S SEX / EMPLOYMENT/C | Male / employed | 50% | 14% | 36% | 328 |
| | Male / not employed | 47% | 11% | 42% | 146 |
| | Female / employed | 31% | 14% | 55% | 286 |
| | Female / not employed | 38% | 16% | 45% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 39% | 14% | 47% | 219 |
| | 35-44 | 40% | 16% | 45% | 199 |
| | 45-64 | 42% | 13% | 45% | 358 |
| | 65 or over | 45% | 12% | 43% | 218 |
| | Unsure / refused | 13% | 40% | 47% | 10 |
| RRACE RESPONDENT'S RACE/C | White | 48% | 13% | 39% | 772 |
| | Black / African American | 7% | 13% | 80% | 110 |
| | Hispanic / Latino | 27% | 12% | 60% | 80 |
| | Other | 28% | 33% | 39% | 40 |
| GENRACE RACE BY GENDER | White men | 57% | 12% | 32% | 370 |
| | White women | 41% | 15% | 45% | 402 |
| | Black men | 12% | 16% | 73% | 42 |
| | Black women | 4% | 12% | 84% | 69 |
| | Hispanic men | 28% | 8% | 64% | 36 |
| | Hispanic women | 26% | 16% | 58% | 44 |

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| RGENERCG | | RGENERCG GENERIC CONGRESSIONAL BALLOT/C | | | TOTAL |
|---|---------------------------------------|---|------------|------------|-------------|
| | | Republican | Undecided | Democrat | |
| RGENED RACE / GENDER / EDUCATION | White college men | 54% | 10% | 36% | 183 |
| | White college women | 38% | 14% | 47% | 194 |
| | White non-college men | 60% | 13% | 27% | 188 |
| | White non-college women | 43% | 15% | 42% | 208 |
| | Minority college men | 26% | 17% | 57% | 54 |
| | Minority college women | 15% | 15% | 70% | 54 |
| | Minority non-college men | 16% | 19% | 66% | 50 |
| | Minority non-college women | 14% | 16% | 70% | 73 |
| RGENEDO OLDER WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 42% | 15% | 42% | 152 |
| | Other | 41% | 14% | 45% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 88% | 8% | 4% | 371 |
| | Independent | 31% | 33% | 36% | 211 |
| | Democrat | 5% | 9% | 85% | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 63% | 13% | 24% | 576 |
| | Moderate | 19% | 33% | 47% | 76 |
| | Liberal | 11% | 11% | 78% | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 29% | 34% | 36% | 33 |
| | High school graduate | 39% | 16% | 46% | 234 |
| | Some college | 47% | 11% | 41% | 251 |
| | College graduate | 40% | 13% | 47% | 485 |
| RMARITAL MARITAL STATUS/C | Single | 22% | 13% | 65% | 162 |
| | Married | 48% | 14% | 38% | 655 |
| | No longer married | 36% | 14% | 51% | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 77% | 10% | 13% | 175 |
| | Non-white conservative Christians | 17% | 18% | 65% | 56 |
| | White non-conservative Christians | 22% | 23% | 55% | 59 |
| | Non-white non-conservative Christians | 5% | 24% | 71% | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 32% | 11% | 57% | 180 |
| | Non-union household | 43% | 14% | 42% | 823 |
| TOTAL | | 41% | 14% | 45% | 1003 |

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| RBOID | | RBOID BARACK OBAMA NAME ID/C | | | | TOTAL |
|---|--------------------------|------------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| TOTAL | | 60% | 36% | 4% | 0% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 66% | 30% | 3% | 1% | 205 |
| | Midwest | 61% | 35% | 4% | | 186 |
| | South | 56% | 39% | 5% | | 246 |
| | South Central | 49% | 41% | 11% | | 98 |
| | Central Plains | 51% | 40% | 8% | | 73 |
| | Mountain States | 58% | 42% | | | 64 |
| | West | 69% | 29% | 2% | | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 49% | 44% | 7% | | 271 |
| | Toss-up states | 59% | 37% | 3% | | 411 |
| | Obama states | 70% | 27% | 3% | 0% | 321 |
| URBAN URBAN CODE | Rural | 49% | 46% | 4% | 1% | 173 |
| | Suburban | 60% | 36% | 5% | | 537 |
| | Urban | 67% | 29% | 4% | | 292 |
| GENDER GENDER | Male | 52% | 43% | 5% | | 474 |
| | Female | 67% | 29% | 4% | 0% | 529 |
| RSEXEMP RESPONDENT'S SEX / EMPLOYMENT/C | Male / employed | 52% | 42% | 6% | | 328 |
| | Male / not employed | 52% | 46% | 2% | | 146 |
| | Female / employed | 73% | 23% | 3% | | 286 |
| | Female / not employed | 59% | 35% | 5% | 1% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 61% | 33% | 5% | 1% | 219 |
| | 35-44 | 69% | 29% | 2% | | 199 |
| | 45-64 | 57% | 38% | 5% | | 358 |
| | 65 or over | 54% | 41% | 4% | | 218 |
| | Unsure / refused | 61% | 27% | 12% | | 10 |
| RRACE RESPONDENT'S RACE/C | White | 54% | 41% | 4% | 0% | 772 |
| | Black / African American | 89% | 4% | 6% | | 110 |
| | Hispanic / Latino | 74% | 23% | 3% | | 80 |
| | Other | 58% | 36% | 7% | | 40 |
| GENRACE RACE BY GENDER | White men | 47% | 48% | 4% | | 370 |
| | White women | 61% | 35% | 4% | 0% | 402 |
| | Black men | 80% | 12% | 8% | | 42 |
| | Black women | 95% | | 5% | | 69 |
| | Hispanic men | 69% | 28% | 4% | | 36 |
| | Hispanic women | 78% | 19% | 3% | | 44 |

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| RBOID | | RBOID BARACK OBAMA NAME ID/C | | | | TOTAL |
|---|---------------------------------------|------------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| RGENED RACE / GENDER / EDUCATION | White college men | 55% | 41% | 4% | | 183 |
| | White college women | 66% | 31% | 3% | | 194 |
| | White non-college men | 40% | 55% | 5% | | 188 |
| | White non-college women | 56% | 38% | 5% | 1% | 208 |
| | Minority college men | 68% | 23% | 9% | | 54 |
| | Minority college women | 87% | 8% | 5% | | 54 |
| | Minority non-college men | 72% | 26% | 1% | | 50 |
| | Minority non-college women | 83% | 11% | 6% | | 73 |
| RGENED OLDER WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 56% | 39% | 5% | | 152 |
| | Other | 61% | 35% | 4% | 0% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 27% | 70% | 3% | | 371 |
| | Independent | 51% | 35% | 14% | | 211 |
| | Democrat | 93% | 6% | 0% | 0% | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 41% | 54% | 5% | 0% | 576 |
| | Moderate | 66% | 22% | 12% | | 76 |
| | Liberal | 90% | 9% | 2% | | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 51% | 38% | 10% | | 33 |
| | High school graduate | 56% | 38% | 6% | 1% | 234 |
| | Some college | 56% | 41% | 3% | | 251 |
| | College graduate | 64% | 32% | 4% | | 485 |
| RMARITAL MARITAL STATUS/C | Single | 75% | 22% | 2% | 1% | 162 |
| | Married | 56% | 40% | 4% | | 655 |
| | No longer married | 61% | 32% | 7% | | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 22% | 73% | 4% | 1% | 175 |
| | Non-white conservative Christians | 83% | 13% | 3% | | 56 |
| | White non-conservative Christians | 70% | 25% | 5% | | 59 |
| | Non-white non-conservative Christians | 87% | 2% | 11% | | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 69% | 28% | 2% | 1% | 180 |
| | Non-union household | 58% | 37% | 5% | | 823 |
| TOTAL | | 60% | 36% | 4% | 0% | 1003 |

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| RJMID | | RJMID JOHN MCCAIN NAME ID/C | | | | TOTAL |
|---|--------------------------|-----------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| TOTAL | | 55% | 40% | 5% | 0% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 57% | 37% | 5% | 1% | 205 |
| | Midwest | 51% | 42% | 7% | | 186 |
| | South | 56% | 41% | 2% | 1% | 246 |
| | South Central | 63% | 30% | 8% | | 98 |
| | Central Plains | 57% | 36% | 6% | | 73 |
| | Mountain States | 56% | 37% | 7% | | 64 |
| | West | 46% | 49% | 5% | | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 61% | 33% | 5% | 1% | 271 |
| | Toss-up states | 55% | 41% | 4% | | 411 |
| | Obama states | 49% | 44% | 7% | 0% | 321 |
| URBAN URBAN CODE | Rural | 62% | 33% | 5% | 1% | 173 |
| | Suburban | 56% | 39% | 5% | | 537 |
| | Urban | 49% | 46% | 5% | 0% | 292 |
| GENDER GENDER | Male | 63% | 32% | 5% | 0% | 474 |
| | Female | 48% | 47% | 5% | 0% | 529 |
| RSEXEMP RESPONDENT'S SEX / EMPLOYMENT/C | Male / employed | 65% | 30% | 5% | 0% | 328 |
| | Male / not employed | 57% | 37% | 5% | | 146 |
| | Female / employed | 42% | 52% | 6% | | 286 |
| | Female / not employed | 54% | 41% | 4% | 1% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 52% | 40% | 7% | | 219 |
| | 35-44 | 53% | 42% | 5% | | 199 |
| | 45-64 | 57% | 38% | 5% | 0% | 358 |
| | 65 or over | 55% | 41% | 3% | 1% | 218 |
| | Unsure / refused | 52% | 38% | 10% | | 10 |
| RRACE RESPONDENT'S RACE/C | White | 61% | 35% | 4% | | 772 |
| | Black / African American | 13% | 76% | 9% | 2% | 110 |
| | Hispanic / Latino | 47% | 44% | 7% | 2% | 80 |
| | Other | 57% | 30% | 12% | | 40 |
| GENRACE RACE BY GENDER | White men | 69% | 27% | 3% | | 370 |
| | White women | 54% | 42% | 4% | | 402 |
| | Black men | 19% | 69% | 12% | | 42 |
| | Black women | 10% | 80% | 7% | 3% | 69 |
| | Hispanic men | 45% | 40% | 11% | 4% | 36 |
| | Hispanic women | 49% | 48% | 3% | | 44 |

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| RJMID | | RJMID JOHN MCCAIN NAME ID/C | | | | TOTAL |
|---|---------------------------------------|-----------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| RGENED RACE / GENDER / EDUCATION | White college men | 66% | 30% | 4% | | 183 |
| | White college women | 53% | 44% | 3% | | 194 |
| | White non-college men | 72% | 24% | 3% | | 188 |
| | White non-college women | 55% | 40% | 5% | | 208 |
| | Minority college men | 43% | 43% | 11% | 2% | 54 |
| | Minority college women | 24% | 67% | 10% | | 54 |
| | Minority non-college men | 35% | 57% | 8% | | 50 |
| | Minority non-college women | 30% | 60% | 7% | 3% | 73 |
| RGENED OLD WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 56% | 39% | 4% | | 152 |
| | Other | 55% | 40% | 5% | 0% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 91% | 8% | 1% | | 371 |
| | Independent | 59% | 26% | 14% | 2% | 211 |
| | Democrat | 21% | 75% | 4% | | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 74% | 20% | 5% | 0% | 576 |
| | Moderate | 44% | 48% | 6% | 2% | 76 |
| | Liberal | 25% | 70% | 5% | | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 57% | 30% | 8% | 6% | 33 |
| | High school graduate | 54% | 40% | 6% | | 234 |
| | Some college | 57% | 39% | 4% | | 251 |
| | College graduate | 54% | 41% | 5% | 0% | 485 |
| RMARITAL MARITAL STATUS/C | Single | 35% | 59% | 6% | | 162 |
| | Married | 61% | 34% | 5% | | 655 |
| | No longer married | 52% | 42% | 4% | 2% | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 86% | 12% | 2% | | 175 |
| | Non-white conservative Christians | 34% | 59% | 7% | | 56 |
| | White non-conservative Christians | 42% | 52% | 6% | | 59 |
| | Non-white non-conservative Christians | 7% | 77% | 12% | 4% | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 52% | 45% | 3% | | 180 |
| | Non-union household | 55% | 39% | 5% | 0% | 823 |
| TOTAL | | 55% | 40% | 5% | 0% | 1003 |

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| RJBID | | RJBID JOE BIDEN NAME ID/C | | | | TOTAL |
|---|--------------------------|---------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| TOTAL | | 52% | 34% | 8% | 6% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 60% | 25% | 8% | 7% | 205 |
| | Midwest | 52% | 38% | 6% | 3% | 186 |
| | South | 47% | 37% | 8% | 7% | 246 |
| | South Central | 42% | 41% | 8% | 9% | 98 |
| | Central Plains | 53% | 33% | 12% | 2% | 73 |
| | Mountain States | 50% | 36% | 9% | 5% | 64 |
| | West | 54% | 31% | 9% | 6% | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 45% | 40% | 8% | 8% | 271 |
| | Toss-up states | 52% | 37% | 8% | 4% | 411 |
| | Obama states | 58% | 26% | 9% | 7% | 321 |
| URBAN URBAN CODE | Rural | 45% | 37% | 9% | 9% | 173 |
| | Suburban | 51% | 36% | 9% | 4% | 537 |
| | Urban | 59% | 29% | 6% | 6% | 292 |
| GENDER GENDER | Male | 45% | 41% | 9% | 5% | 474 |
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| | Female / employed | 64% | 23% | 8% | 6% | 286 |
| | Female / not employed | 52% | 34% | 7% | 7% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 49% | 30% | 10% | 10% | 219 |
| | 35-44 | 59% | 30% | 6% | 5% | 199 |
| | 45-64 | 51% | 36% | 8% | 5% | 358 |
| | 65 or over | 49% | 39% | 9% | 4% | 218 |
| | Unsure / refused | 65% | 27% | 3% | 5% | 10 |
| RRACE RESPONDENT'S RACE/C | White | 49% | 40% | 8% | 3% | 772 |
| | Black / African American | 74% | 9% | 6% | 11% | 110 |
| | Hispanic / Latino | 48% | 17% | 15% | 19% | 80 |
| | Other | 44% | 29% | 8% | 18% | 40 |
| GENRACE RACE BY GENDER | White men | 43% | 47% | 7% | 3% | 370 |
| | White women | 55% | 33% | 8% | 3% | 402 |
| | Black men | 68% | 12% | 11% | 9% | 42 |
| | Black women | 78% | 7% | 3% | 13% | 69 |
| | Hispanic men | 36% | 23% | 22% | 19% | 36 |
| | Hispanic women | 58% | 13% | 10% | 19% | 44 |

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| RJBID | | RJBID JOE BIDEN NAME ID/C | | | | TOTAL |
|---|---------------------------------------|---------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| RGENED RACE / GENDER / EDUCATION | White college men | 55% | 41% | 3% | 0% | 183 |
| | White college women | 64% | 29% | 4% | 2% | 194 |
| | White non-college men | 31% | 52% | 12% | 5% | 188 |
| | White non-college women | 47% | 37% | 12% | 4% | 208 |
| | Minority college men | 53% | 21% | 17% | 8% | 54 |
| | Minority college women | 74% | 12% | 8% | 6% | 54 |
| | Minority non-college men | 48% | 22% | 10% | 20% | 50 |
| | Minority non-college women | 63% | 9% | 5% | 24% | 73 |
| RGENED OLDER WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 48% | 37% | 13% | 3% | 152 |
| | Other | 52% | 34% | 7% | 6% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 21% | 67% | 9% | 3% | 371 |
| | Independent | 44% | 33% | 13% | 10% | 211 |
| | Democrat | 83% | 6% | 5% | 6% | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 33% | 51% | 10% | 6% | 576 |
| | Moderate | 54% | 24% | 9% | 13% | 76 |
| | Liberal | 82% | 9% | 6% | 4% | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 30% | 20% | 16% | 34% | 33 |
| | High school graduate | 43% | 35% | 13% | 9% | 234 |
| | Some college | 46% | 41% | 8% | 5% | 251 |
| | College graduate | 61% | 31% | 6% | 3% | 485 |
| RMARITAL MARITAL STATUS/C | Single | 58% | 27% | 4% | 11% | 162 |
| | Married | 51% | 37% | 8% | 4% | 655 |
| | No longer married | 50% | 30% | 12% | 8% | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 19% | 67% | 10% | 5% | 175 |
| | Non-white conservative Christians | 61% | 18% | 10% | 12% | 56 |
| | White non-conservative Christians | 62% | 24% | 6% | 9% | 59 |
| | Non-white non-conservative Christians | 60% | 2% | 10% | 28% | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 61% | 27% | 8% | 5% | 180 |
| | Non-union household | 50% | 36% | 8% | 6% | 823 |
| TOTAL | | 52% | 34% | 8% | 6% | 1003 |

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| RSPID | | RSPID SARAH PALIN NAME ID/C | | | | TOTAL |
|---|--------------------------|-----------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| TOTAL | | 47% | 45% | 5% | 3% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 43% | 51% | 3% | 3% | 205 |
| | Midwest | 41% | 50% | 7% | 1% | 186 |
| | South | 52% | 37% | 6% | 5% | 246 |
| | South Central | 55% | 34% | 8% | 3% | 98 |
| | Central Plains | 53% | 43% | 4% | | 73 |
| | Mountain States | 53% | 40% | 4% | 2% | 64 |
| | West | 40% | 54% | 6% | 0% | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 54% | 34% | 7% | 5% | 271 |
| | Toss-up states | 51% | 44% | 4% | 2% | 411 |
| | Obama states | 37% | 56% | 6% | 2% | 321 |
| URBAN URBAN CODE | Rural | 54% | 34% | 5% | 7% | 173 |
| | Suburban | 49% | 43% | 6% | 2% | 537 |
| | Urban | 40% | 55% | 4% | 1% | 292 |
| GENDER GENDER | Male | 55% | 38% | 4% | 2% | 474 |
| | Female | 40% | 51% | 6% | 3% | 529 |
| RSEXEMP RESPONDENT'S SEX / EMPLOYMENT/C | Male / employed | 55% | 38% | 5% | 2% | 328 |
| | Male / not employed | 55% | 39% | 3% | 3% | 146 |
| | Female / employed | 37% | 56% | 5% | 2% | 286 |
| | Female / not employed | 44% | 44% | 8% | 4% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 45% | 44% | 7% | 4% | 219 |
| | 35-44 | 44% | 50% | 3% | 3% | 199 |
| | 45-64 | 49% | 43% | 5% | 2% | 358 |
| | 65 or over | 48% | 44% | 6% | 2% | 218 |
| | Unsure / refused | 48% | 32% | 16% | 5% | 10 |
| RRACE RESPONDENT'S RACE/C | White | 54% | 41% | 4% | 1% | 772 |
| | Black / African American | 10% | 69% | 13% | 8% | 110 |
| | Hispanic / Latino | 35% | 49% | 8% | 8% | 80 |
| | Other | 47% | 42% | 7% | 4% | 40 |
| GENRACE RACE BY GENDER | White men | 62% | 34% | 3% | 2% | 370 |
| | White women | 46% | 48% | 5% | 1% | 402 |
| | Black men | 12% | 67% | 17% | 4% | 42 |
| | Black women | 9% | 70% | 10% | 11% | 69 |
| | Hispanic men | 37% | 53% | 8% | 3% | 36 |
| | Hispanic women | 33% | 45% | 9% | 12% | 44 |

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| RSPID | | RSPID SARAH PALIN NAME ID/C | | | | TOTAL |
|---|---------------------------------------|-----------------------------|-------------|------------|----------------|-------------|
| | | Favorable | Unfavorable | No opinion | Never heard of | |
| RGENED RACE / GENDER / EDUCATION | White college men | 57% | 40% | 3% | | 183 |
| | White college women | 41% | 55% | 4% | | 194 |
| | White non-college men | 66% | 28% | 3% | 3% | 188 |
| | White non-college women | 51% | 41% | 6% | 2% | 208 |
| | Minority college men | 33% | 57% | 10% | 1% | 54 |
| | Minority college women | 20% | 75% | 5% | | 54 |
| | Minority non-college men | 27% | 53% | 12% | 8% | 50 |
| | Minority non-college women | 22% | 47% | 13% | 18% | 73 |
| RGENED OLDER WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 52% | 40% | 7% | 1% | 152 |
| | Other | 46% | 46% | 5% | 3% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 86% | 11% | 2% | 0% | 371 |
| | Independent | 48% | 36% | 12% | 4% | 211 |
| | Democrat | 12% | 79% | 5% | 4% | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 68% | 25% | 5% | 2% | 576 |
| | Moderate | 39% | 44% | 10% | 8% | 76 |
| | Liberal | 15% | 77% | 5% | 3% | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 40% | 28% | 5% | 27% | 33 |
| | High school graduate | 49% | 38% | 9% | 4% | 234 |
| | Some college | 52% | 40% | 4% | 4% | 251 |
| | College graduate | 44% | 52% | 4% | 0% | 485 |
| RMARITAL MARITAL STATUS/C | Single | 29% | 60% | 6% | 5% | 162 |
| | Married | 52% | 41% | 5% | 1% | 655 |
| | No longer married | 44% | 44% | 6% | 6% | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 82% | 12% | 5% | 2% | 175 |
| | Non-white conservative Christians | 22% | 63% | 6% | 9% | 56 |
| | White non-conservative Christians | 37% | 48% | 9% | 6% | 59 |
| | Non-white non-conservative Christians | 7% | 58% | 17% | 18% | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 40% | 55% | 2% | 3% | 180 |
| | Non-union household | 49% | 43% | 6% | 3% | 823 |
| TOTAL | | 47% | 45% | 5% | 3% | 1003 |

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| UNAI DP | | UNAI DP UNAIDED PRESIDENTIAL BALLOT | | | | | TOTAL | |
|---|--------------------------|-------------------------------------|--------------|-----------|-------------|-------------|------------|------------------|
| | | John McCain | Barack Obama | Bob Barr | Ralph Nader | Named other | | Unsure / refused |
| TOTAL | | 41% | 45% | 1% | 0% | 0% | 12% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 38% | 50% | | | | 12% | 205 |
| | Midwest | 38% | 45% | 1% | 0% | | 16% | 186 |
| | South | 48% | 41% | 1% | | 0% | 10% | 246 |
| | South Central | 49% | 34% | | | 1% | 16% | 98 |
| | Central Plains | 48% | 44% | | | | 8% | 73 |
| | Mountain States | 43% | 49% | | | 1% | 6% | 64 |
| | West | 32% | 52% | 2% | | 1% | 14% | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 49% | 37% | | | 1% | 12% | 271 |
| | Toss-up states | 43% | 45% | 1% | | | 10% | 411 |
| | Obama states | 33% | 51% | 1% | 0% | 0% | 15% | 321 |
| URBAN URBAN CODE | Rural | 48% | 37% | | | 1% | 14% | 173 |
| | Suburban | 43% | 44% | 1% | 0% | 0% | 11% | 537 |
| | Urban | 35% | 51% | 1% | | | 13% | 292 |
| GENDER GENDER | Male | 50% | 37% | 2% | | 0% | 11% | 474 |
| | Female | 34% | 52% | | 0% | 0% | 13% | 529 |
| RSEXEMP RESPONDENT'S SEX / EMPLOYMENT/C | Male / employed | 51% | 37% | 0% | | 0% | 11% | 328 |
| | Male / not employed | 48% | 37% | 4% | | 1% | 10% | 146 |
| | Female / employed | 29% | 58% | | 0% | 0% | 12% | 286 |
| | Female / not employed | 39% | 46% | | | 0% | 15% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 41% | 50% | | | | 9% | 219 |
| | 35-44 | 40% | 49% | 1% | | | 10% | 199 |
| | 45-64 | 42% | 42% | 1% | 0% | 1% | 15% | 358 |
| | 65 or over | 43% | 43% | 2% | | 1% | 12% | 218 |
| | Unsure / refused | 29% | 30% | | | | 41% | 10 |
| RRACE RESPONDENT'S RACE/C | White | 49% | 39% | 1% | 0% | 0% | 11% | 772 |
| | Black / African American | 3% | 78% | | | 1% | 18% | 110 |
| | Hispanic / Latino | 27% | 59% | | | | 14% | 80 |
| | Other | 37% | 47% | | | | 16% | 40 |
| GENRACE RACE BY GENDER | White men | 57% | 31% | 2% | | 0% | 10% | 370 |
| | White women | 41% | 46% | | 0% | 0% | 12% | 402 |
| | Black men | 8% | 72% | | | | 20% | 42 |
| | Black women | | 82% | | | 2% | 16% | 69 |
| | Hispanic men | 34% | 55% | | | | 11% | 36 |
| | Hispanic women | 22% | 62% | | | | 16% | 44 |

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| UNAI DP | | UNAI DP UNAI DED PRESIDENTIAL BALLOT | | | | | | TOTAL |
|---|---------------------------------------|--------------------------------------|--------------|-----------|-------------|-------------|------------------|-------------|
| | | John McCain | Barack Obama | Bob Barr | Ralph Nader | Named other | Unsure / refused | |
| RGENED RACE / GENDER / EDUCATION | White college men | 53% | 38% | 2% | | | 8% | 183 |
| | White college women | 39% | 48% | | | 0% | 12% | 194 |
| | White non-college men | 61% | 24% | 2% | | 1% | 12% | 188 |
| | White non-college women | 43% | 45% | | 0% | | 12% | 208 |
| | Minority college men | 28% | 57% | | | | 15% | 54 |
| | Minority college women | 10% | 74% | | | | 16% | 54 |
| | Minority non-college men | 25% | 62% | | | | 14% | 50 |
| RGENED OLDER WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 42% | 43% | | 1% | | 14% | 152 |
| | Other | 41% | 45% | 1% | | 0% | 12% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 83% | 9% | | 0% | 0% | 7% | 371 |
| | Independent | 39% | 30% | 4% | | | 27% | 211 |
| | Democrat | 6% | 84% | | | 0% | 9% | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 63% | 23% | 0% | | | 14% | 576 |
| | Moderate | 27% | 48% | 5% | | | 21% | 76 |
| | Liberal | 10% | 81% | 1% | 0% | 1% | 8% | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 38% | 40% | | | | 22% | 33 |
| | High school graduate | 42% | 43% | | | | 15% | 234 |
| | Some college | 44% | 42% | 2% | 0% | 1% | 10% | 251 |
| | College graduate | 40% | 48% | 1% | | 0% | 11% | 485 |
| RMARITAL MARITAL STATUS/C | Single | 25% | 64% | 1% | | 0% | 10% | 162 |
| | Married | 47% | 40% | 1% | 0% | 0% | 12% | 655 |
| | No longer married | 37% | 48% | 1% | | | 14% | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 78% | 13% | | | | 9% | 175 |
| | Non-white conservative Christians | 15% | 59% | | | | 26% | 56 |
| | White non-conservative Christians | 26% | 53% | 2% | | 2% | 17% | 59 |
| | Non-white non-conservative Christians | 2% | 81% | | | 2% | 15% | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 33% | 53% | 1% | 1% | | 12% | 180 |
| | Non-union household | 43% | 43% | 1% | | 0% | 12% | 823 |
| TOTAL | | 41% | 45% | 1% | 0% | 0% | 12% | 1003 |

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| RPRESBN | | RPRESBN PRESIDENTIAL / VP BALLOT/C | | | | | TOTAL |
|---|--------------------------|------------------------------------|-------------|-----------|----------------|-----------|-------------|
| | | McCain-Palin | Obama-Biden | Barr-Root | Nader-Gonzalez | Undecided | |
| TOTAL | | 45% | 48% | 1% | 1% | 5% | 1003 |
| RG1 GEOGRAPHIC AREAS ONE | Northeast | 41% | 51% | 1% | | 7% | 205 |
| | Midwest | 42% | 47% | 2% | 3% | 7% | 186 |
| | South | 51% | 45% | 1% | | 3% | 246 |
| | South Central | 52% | 37% | 2% | | 9% | 98 |
| | Central Plains | 48% | 45% | 2% | 1% | 4% | 73 |
| | Mountain States | 47% | 50% | 3% | | 0% | 64 |
| | West | 35% | 57% | 2% | 1% | 5% | 131 |
| MCOBST2 2008 PRESIDENTIAL STATES | McCain states | 53% | 40% | 1% | 0% | 5% | 271 |
| | Toss-up states | 46% | 47% | 2% | 1% | 4% | 411 |
| | Obama states | 36% | 55% | 1% | 1% | 7% | 321 |
| URBAN URBAN CODE | Rural | 51% | 42% | 0% | 1% | 6% | 173 |
| | Suburban | 45% | 48% | 1% | 0% | 5% | 537 |
| | Urban | 40% | 52% | 2% | 1% | 5% | 292 |
| GENDER GENDER | Male | 53% | 39% | 3% | 0% | 4% | 474 |
| | Female | 37% | 55% | 0% | 1% | 6% | 529 |
| RSEXEMP RESPONDENT'S SEX / EMPLOYMENT/C | Male / employed | 54% | 39% | 2% | 0% | 5% | 328 |
| | Male / not employed | 52% | 41% | 4% | | 3% | 146 |
| | Female / employed | 33% | 60% | | 1% | 6% | 286 |
| | Female / not employed | 43% | 50% | 1% | 1% | 6% | 243 |
| RAGE RESPONDENT'S AGE/C | 18-34 | 44% | 51% | 1% | 1% | 3% | 219 |
| | 35-44 | 44% | 50% | 2% | | 4% | 199 |
| | 45-64 | 45% | 45% | 2% | 1% | 7% | 358 |
| | 65 or over | 47% | 48% | 2% | | 4% | 218 |
| | Unsure / refused | 29% | 42% | | | 28% | 10 |
| RRACE RESPONDENT'S RACE/C | White | 52% | 41% | 2% | 1% | 5% | 772 |
| | Black / African American | 7% | 84% | | | 9% | 110 |
| | Hispanic / Latino | 27% | 68% | 2% | 2% | 2% | 80 |
| | Other | 43% | 47% | | | 10% | 40 |
| GENRACE RACE BY GENDER | White men | 60% | 33% | 3% | 0% | 4% | 370 |
| | White women | 45% | 48% | 0% | 1% | 6% | 402 |
| | Black men | 16% | 72% | | | 12% | 42 |
| | Black women | 2% | 92% | | | 7% | 69 |
| | Hispanic men | 34% | 66% | | | | 36 |
| | Hispanic women | 22% | 69% | 3% | 3% | 3% | 44 |

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| RPRESBN | | RPRESBN PRESIDENTIAL / VP BALLOT/C | | | | | TOTAL |
|---|---------------------------------------|------------------------------------|-------------|-----------|----------------|-----------|-------------|
| | | McCain-Palin | Obama-Biden | Barr-Root | Nader-Gonzalez | Undecided | |
| RGENED RACE / GENDER / EDUCATION | White college men | 55% | 37% | 4% | | 3% | 183 |
| | White college women | 43% | 50% | 0% | 1% | 6% | 194 |
| | White non-college men | 64% | 29% | 2% | 1% | 4% | 188 |
| | White non-college women | 47% | 46% | | 1% | 6% | 208 |
| | Minority college men | 31% | 63% | | | 6% | 54 |
| | Minority college women | 12% | 83% | | | 5% | 54 |
| | Minority non-college men | 29% | 64% | | | 7% | 50 |
| | Minority non-college women | 12% | 76% | 2% | 2% | 8% | 73 |
| RGENED OLDER WHITE NON-COLLEGE WOMEN | White non-college women / age 45+ | 48% | 44% | | 2% | 7% | 152 |
| | Other | 44% | 49% | 2% | 0% | 5% | 851 |
| RPARTYID PARTY IDENTIFICATION/C | Republican | 86% | 9% | 1% | 0% | 3% | 371 |
| | Independent | 45% | 35% | 4% | 1% | 14% | 211 |
| | Democrat | 9% | 88% | 0% | 1% | 2% | 421 |
| RIDEOL RESPONDENT'S IDEOLOGY/C | Conservative | 66% | 27% | 2% | 1% | 5% | 576 |
| | Moderate | 29% | 49% | 5% | 2% | 16% | 76 |
| | Liberal | 13% | 82% | 1% | 1% | 3% | 351 |
| REDUC RESPONDENT'S EDUCATION/C | Less than high school | 44% | 47% | | | 10% | 33 |
| | High school graduate | 46% | 48% | | 2% | 5% | 234 |
| | Some college | 48% | 44% | 2% | 1% | 5% | 251 |
| | College graduate | 43% | 50% | 2% | 0% | 5% | 485 |
| RMARITAL MARITAL STATUS/C | Single | 28% | 66% | 1% | 2% | 4% | 162 |
| | Married | 51% | 42% | 2% | 1% | 5% | 655 |
| | No longer married | 40% | 54% | 1% | | 6% | 186 |
| IDEOVAN IDEOLOGY / EVANGELICAL CHRISTIANS | White conservative Christians | 82% | 15% | | | 3% | 175 |
| | Non-white conservative Christians | 17% | 75% | | 2% | 6% | 56 |
| | White non-conservative Christians | 36% | 53% | 2% | | 9% | 59 |
| | Non-white non-conservative Christians | 7% | 78% | | | 15% | 48 |
| RUNION MEMBER OF LABOR UNION/C | Union household | 36% | 58% | 1% | 2% | 3% | 180 |
| | Non-union household | 47% | 46% | 1% | 0% | 6% | 823 |
| TOTAL | | 45% | 48% | 1% | 1% | 5% | 1003 |