

Rural Strategies...Total Time Series...September 18, 2008

**Thermometers
George W. Bush**

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
9/18/08	(742)	18	17	13	7	45	0	39	35	52	100	-18
5/15/08	(682)	14	15	11	8	51	1	33	29	59	99	-30

**Thermometers
Hillary Clinton**

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
9/18/08	(598)	26	14	10	13	35	2	47	41	48	98	-7
5/15/08	(682)	22	15	14	10	38	2	44	37	47	98	-10

**Thermometers
The Democratic Congress**

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
9/18/08	(742)	14	16	18	10	36	5	41	31	47	95	-16
5/15/08	(682)	15	17	24	11	28	6	46	31	39	94	-8

**Thermometers
Barack Obama**

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
9/18/08	(742)	29	13	10	10	36	2	47	41	46	98	-5
5/15/08	(682)	20	17	18	8	34	3	45	37	42	97	-5

**Thermometers
John McCain**

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
9/18/08	(742)	33	19	9	7	31	1	53	52	38	99	15
5/15/08	(682)	14	24	19	9	31	2	46	39	40	98	-1

Presidential ballot - Obama vs McCain

	Total answering	Obama	Lean Obama	Lean McCain	McCain	Nader	Barr	(Other)	(Und)	(Ref)	Total Obama	Total McCain	Obama - McCain
ALL RESPONDENTS													
9/18/08	(742)	39	2	49	2	3	2	1	2	1	41	51	-10
5/15/08	(682)	39	2	48	2	-	-	4	4	2	41	50	-9

Presidential vote simulated

	Total answering	Total Obama	Total McCain	Total (Und)	Obama - McCain
ALL RESPONDENTS					
9/18/08	(742)	41	51	1	-10
5/15/08	(682)	42	51	1	-9

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Better job - Obama or McCain
The economy

	Total answering	Obama Much Better	Obama Somewhat Better	Mccain Somewhat Better	Mccain Much Better	(Both)	(Neither)	(Don't know refused)	Total Obama	Total Mccain	Obama - Mccain
ALL RESPONDENTS											
9/18/08	(742)	30	13	20	27	0	2	8	43	46	-3
5/15/08	(682)	24	20	18	17	1	7	12	44	36	8

Better job - Obama or McCain
Taxes

	Total answering	Obama Much Better	Obama Somewhat Better	Mccain Somewhat Better	Mccain Much Better	(Both)	(Neither)	(Don't know refused)	Total Obama	Total Mccain	Obama - Mccain
ALL RESPONDENTS											
9/18/08	(742)	23	13	20	32	0	2	9	36	52	-17
5/15/08	(602)	20	18	18	19	2	8	15	38	37	1

Better job - Obama or McCain
Being on your side

	Total answering	Obama Much Better	Obama Somewhat Better	Mccain Somewhat Better	Mccain Much Better	(Both)	(Neither)	(Don't know refused)	Total Obama	Total Mccain	Obama - Mccain
ALL RESPONDENTS											
9/18/08	(598)	28	12	17	30	1	3	10	39	47	-7
5/15/08	(602)	24	14	17	20	1	9	15	39	37	2

Better job - Obama or McCain
The situation in Iraq

	Total answering	Obama Much Better	Obama Somewhat Better	Mccain Somewhat Better	Mccain Much Better	(Both)	(Neither)	(Don't know refused)	Total Obama	Total Mccain	Obama - Mccain
ALL RESPONDENTS											
9/18/08	(742)	24	12	12	44	1	1	6	37	56	-19
5/15/08	(682)	26	14	14	30	1	4	10	41	44	-3

Better job - Obama or McCain
Bringing the right kind of change

	Total answering	Obama Much Better	Obama Somewhat Better	Mccain Somewhat Better	Mccain Much Better	(Both)	(Neither)	(Don't know refused)	Total Obama	Total Mccain	Obama - Mccain
ALL RESPONDENTS											
9/18/08	(598)	31	13	17	28	1	3	7	44	45	0
5/15/08	(682)	28	16	18	17	1	8	12	45	34	10

Better job - Obama or McCain
Sharing your values

	Total answering	Obama Much Better	Obama Somewhat Better	Mccain Somewhat Better	Mccain Much Better	(Both)	(Neither)	(Don't know refused)	Total Obama	Total Mccain	Obama - Mccain
ALL RESPONDENTS											
9/18/08	(598)	26	12	14	38	1	2	6	38	52	-14
5/15/08	(682)	22	13	21	23	2	8	11	35	44	-9

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Party ID

	Total answering	Strong Dem	Weak Dem	Ind lean Dem	Ind	Ind lean Rep	Weak Rep	Strong Rep	(DK Ref)
ALL RESPONDENTS									
9/18/08	(742)	22	11	10	6	12	12	25	2
5/15/08	(682)	25	10	11	9	9	14	20	2

Party ID collapsed

	Total answering	2-3-2 Dem	Ind	Rep	Dem - Rep	3-1-3 Dem	Ind	Rep	Dem - Rep
ALL RESPONDENTS									
9/18/08	(742)	33	28	37	-4	43	6	49	-6
5/15/08	(682)	35	29	34	2	46	9	42	4

Ideology

	Total answering	Liberal	Moderate	Conservative	(Don't know refused)
ALL RESPONDENTS					
9/18/08	(742)	16	36	45	3
5/15/08	(682)	16	37	42	5