

Rural Strategies...Total Time Series...October 21, 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												
10/08	(841)	18	16	11	7	47	1	38	34	55	99	-21
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  
Barack Obama

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
10/08	(841)	33	14	9	6	37	2	49	47	43	98	4
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												
10/08	(841)	26	18	13	11	30	1	50	45	42	99	3
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

Thermometers  
Joe Biden

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
10/08	(841)	25	17	11	9	30	8	49	42	39	92	3
9/18/08	(742)	18	12	14	10	30	15	44	30	41	85	-10

Thermometers  
Sarah Palin

	Total Answering	76-100	51-75	50	26-49	0-25	DK/Nev heard	Mean	Warm	Cool	ID	Warm - Cool
ALL RESPONDENTS												
10/08	(841)	29	11	12	7	34	6	49	40	42	94	-1
9/18/08	(742)	36	13	10	5	28	8	56	48	33	92	15

Presidential ballot - Obama vs McCain... Combined Early/Future

	Total answering	Obama	Lean Obama	Lean McCain	Ralph Nader	Bob Barr	Ron Paul	(Other)	(Und Ref)	Total Obama	Total McCain	Obama - McCain
ALL RESPONDENTS												
10/08	(841)	44	1	42	3	3	2	1	0	46	45	1
9/18/08	(742)	39	2	49	2	3	2	-	1	41	51	-10
5/15/08	(682)	39	2	48	2	-	-	-	4	41	50	-9

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Allocated Presidential vote - Obama vs McCain

	Total answering	Barack Obama	John McCain	Und Ref Other
ALL RESPONDENTS				
10/08	(841)	47	47	5
9/18/08	(742)	41	52	3
5/15/08	(682)	41	50	5

Presidential vote simulated

	Total answering	Total Obama	Total McCain	Obama - (Und) McCain
ALL RESPONDENTS				
10/08	(816)	46	46	1
9/18/08	(742)	41	51	1
5/15/08	(682)	42	51	1

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										
10/08	(841)	33	17	17	23	1	5	49	40	9
9/18/08	(742)	30	13	20	27	0	2	43	46	-3
5/15/08	(682)	24	20	18	17	1	7	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										
10/08	(841)	29	17	13	31	1	3	46	43	3
9/18/08	(742)	23	13	20	32	0	2	36	52	-17
5/15/08	(602)	20	18	18	19	2	8	38	37	1

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										
10/08	(841)	30	13	11	41	0	1	43	53	-10
9/18/08	(742)	24	12	12	44	1	1	37	56	-19
5/15/08	(682)	26	14	14	30	1	4	41	44	-3

Party ID

	Total answering	Strong Dem	Weak Dem	Ind lean Dem	Ind	Ind lean Rep	Weak Rep	Strong Rep	(DK Ref)
ALL RESPONDENTS									
10/08	(841)	24	10	11	8	12	10	24	1
9/18/08	(742)	22	11	10	6	12	12	25	2
5/15/08	(682)	25	10	11	9	9	14	20	2

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Party ID collapsed

	Total answering	2-3-2 Dem	Ind	Rep	Dem - Rep	3-1-3 Dem	Ind	Rep	Dem - Rep
ALL RESPONDENTS									
10/08	(841)	34	32	34	.	44	8	46	-2
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					
10/08	(841)	15	38	43	4
9/18/08	(742)	16	36	45	3
5/15/08	(682)	16	37	42	5