

GREENBERG QUINLAN ROSNER RESEARCH

PUBLIC OPINION STRATEGIES



October 24 , 2008

National Public Radio

The Final Weeks of the Campaign



October 23, 2008

1,000 Likely Voters
Presidential Battleground



States in the presidential battleground: blue and red states

Total State List

- Colorado
- Florida
- Indiana
- Iowa
- Michigan
- Missouri
- Minnesota
- Nevada
- New Hampshire
- New Mexico
- North Carolina
- Ohio
- Pennsylvania
- Virginia
- Wisconsin

BLUE STATES

- Minnesota
- Wisconsin
- Michigan
- New Hampshire
- Pennsylvania

RED STATES

- Colorado
- Florida
- Iowa
- Missouri
- Nevada
- New Mexico
- Ohio
- Virginia
- Indiana
- North Carolina

Battleground Landscape



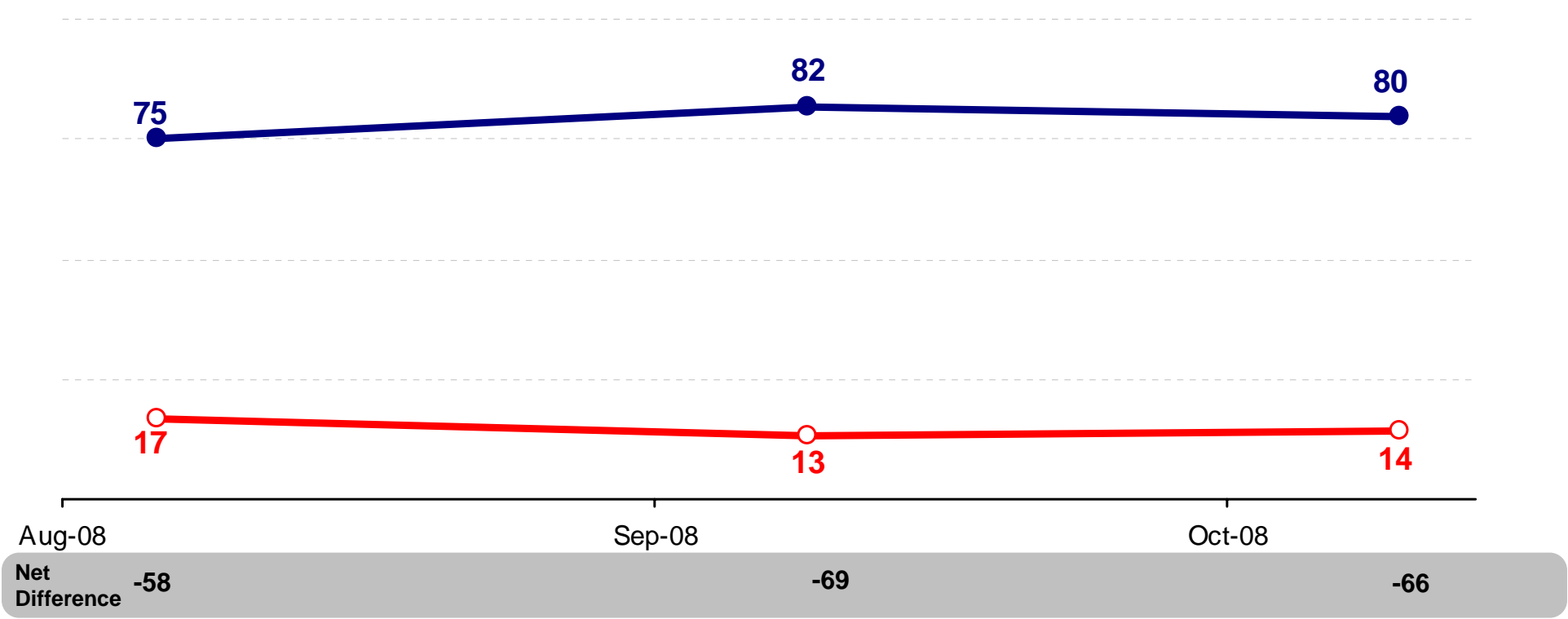
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'Wrong track' in presidential battleground high

Generally speaking, do you think things in the country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Right direction Wrong track



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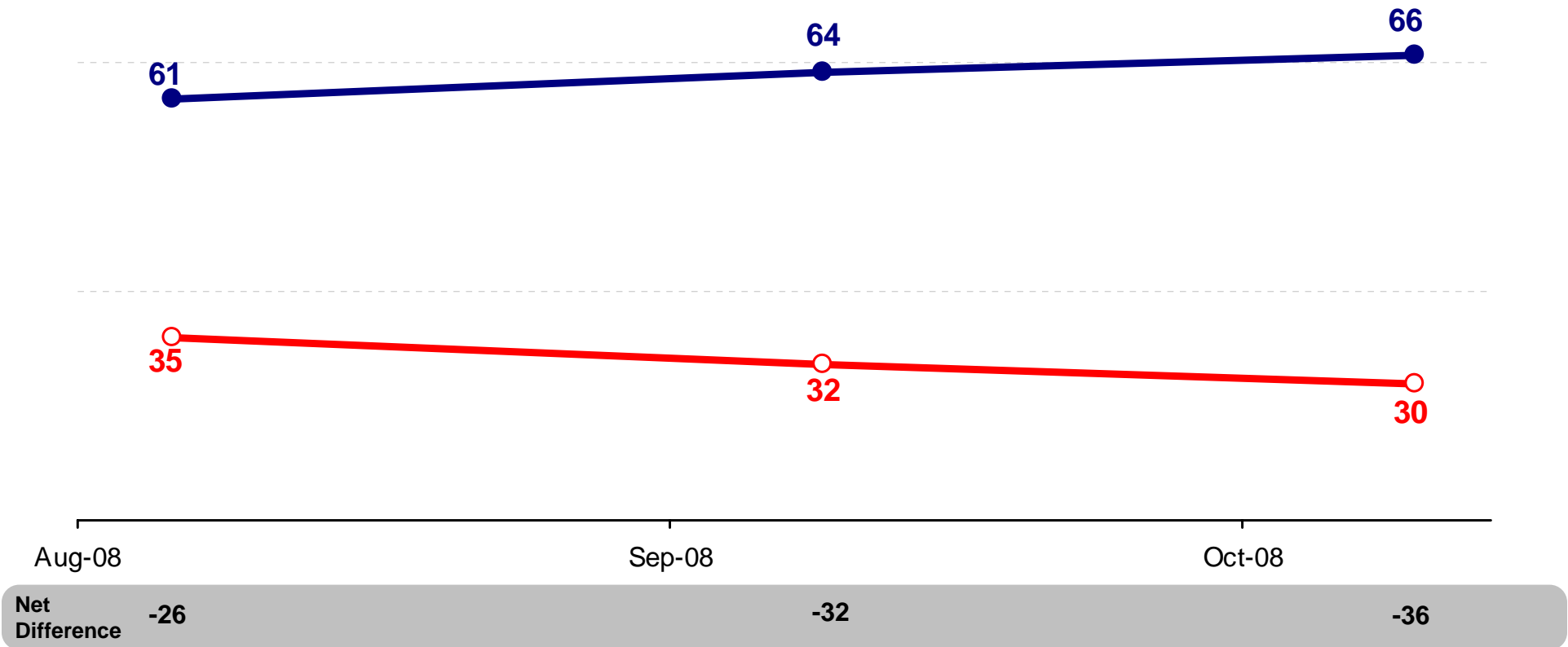
**Note: The September 20, 2008, survey did not include Indiana, though it was included for both the August and October waves. Data from National Public Radio Presidential Battleground surveys over the past three months.*



Two thirds of voters in battleground disapprove of George Bush

Do you approve or disapprove of the way George Bush is handling his job as president?

○ Approve ● Disapprove



**Note: The September 20, 2008, survey did not include Indiana, though it was included for both the August and October waves. Data from National Public Radio Presidential Battleground surveys over the past three months.*

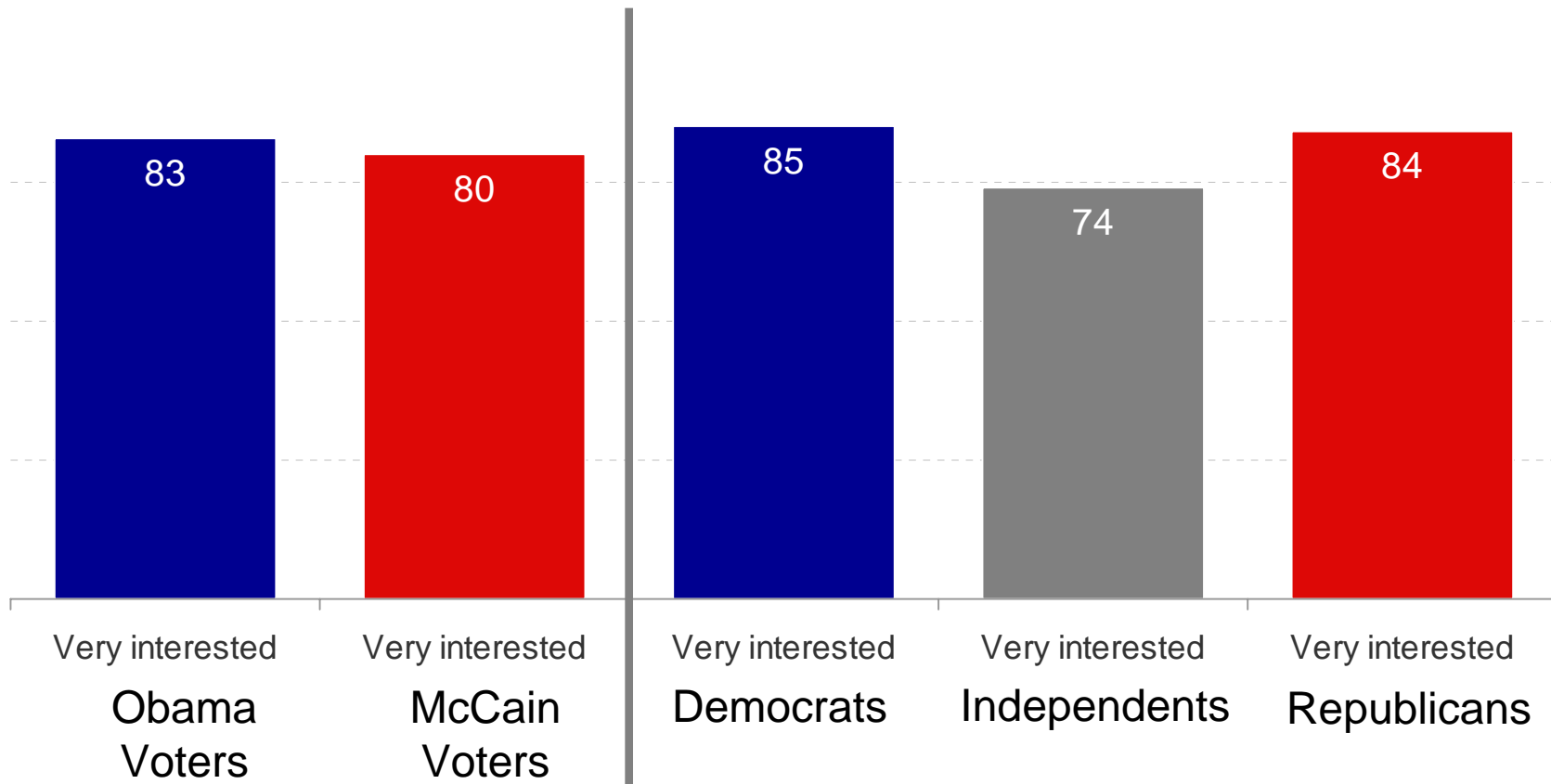


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Both candidates' supporters very interested; independents interest lower

As you know, there will be elections in November for president and other offices. On a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY INTERESTED, please tell me how interested you are in this year's elections.



The Race in the Battleground



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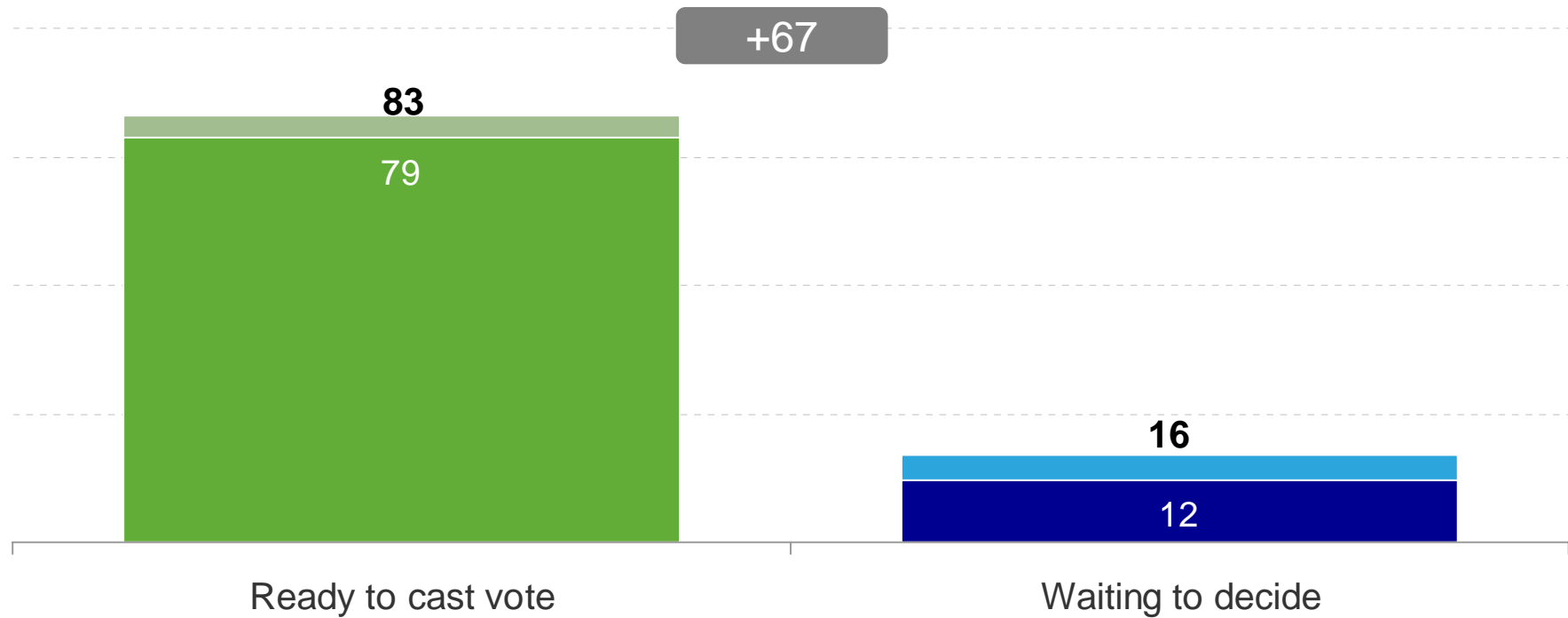
Voters ready to cast their ballot

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: I've made up my mind and I'm ready to cast my vote for president.

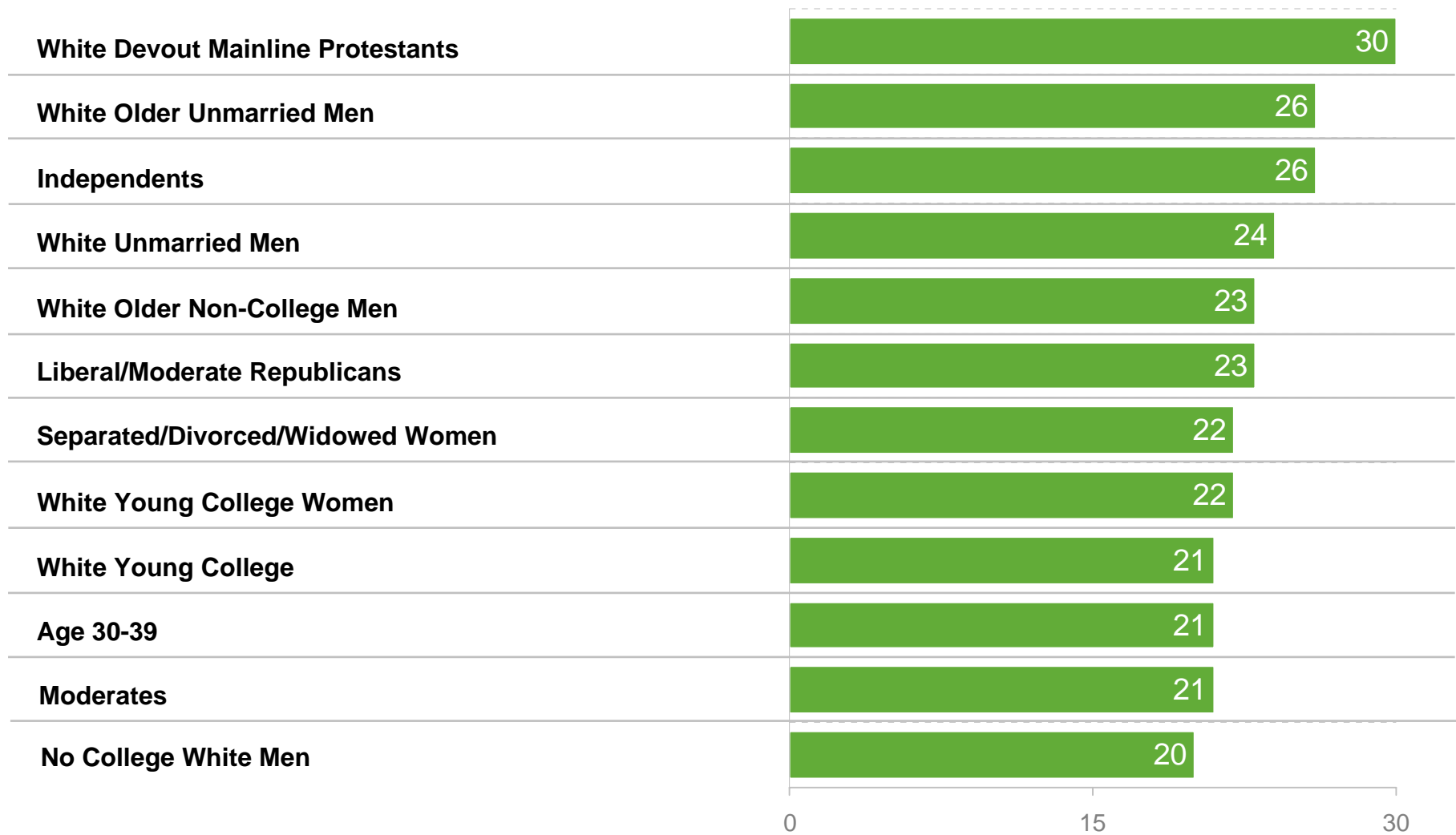
Statement 2: I'm waiting until election day to finally decide who I'm voting for.

■ First statement strongly ■ First statement somewhat ■ Second statement strongly ■ Second statement somewhat





Groups waiting for election day to choose a presidential candidate





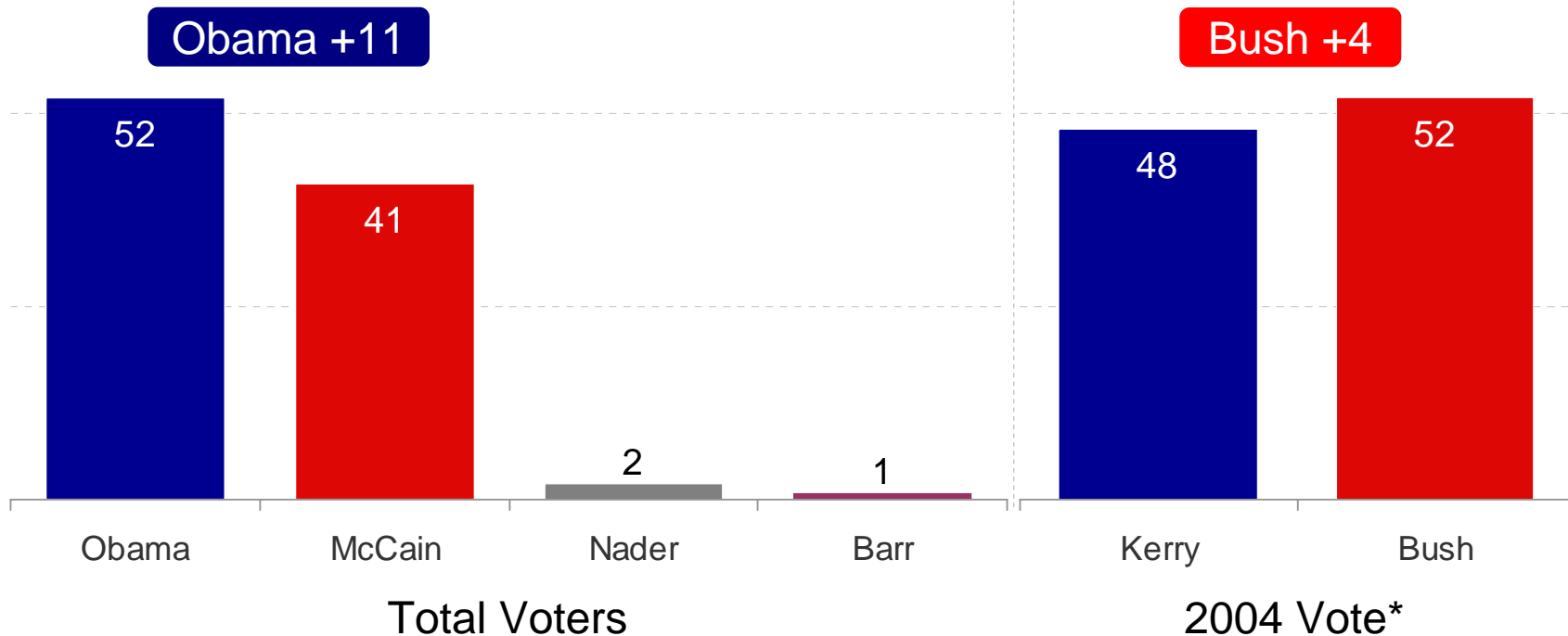
Obama ahead in key battleground states

If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader, for whom would you vote?

- Democrat Barack Obama
- Independent Ralph Nader

- Republican John McCain
- Libertarian Bob Barr

- Democrat John Kerry
- Republican George Bush



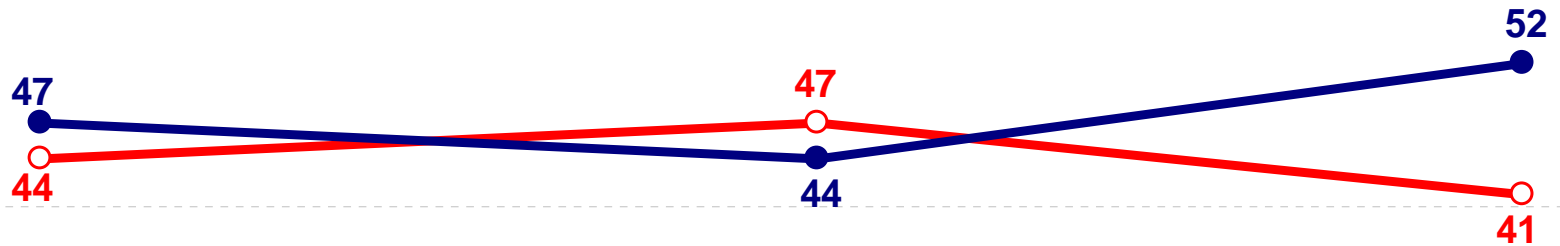
**Note: Represents the actual 2004 vote in these presidential battleground states.*



Obama emerges ahead in key battleground states

If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader, for whom would you vote?

—○— John McCain —●— Barack Obama



Aug-08

Sep-08

Oct-08

Net Difference
Obama +3

McCain +3

Obama +11



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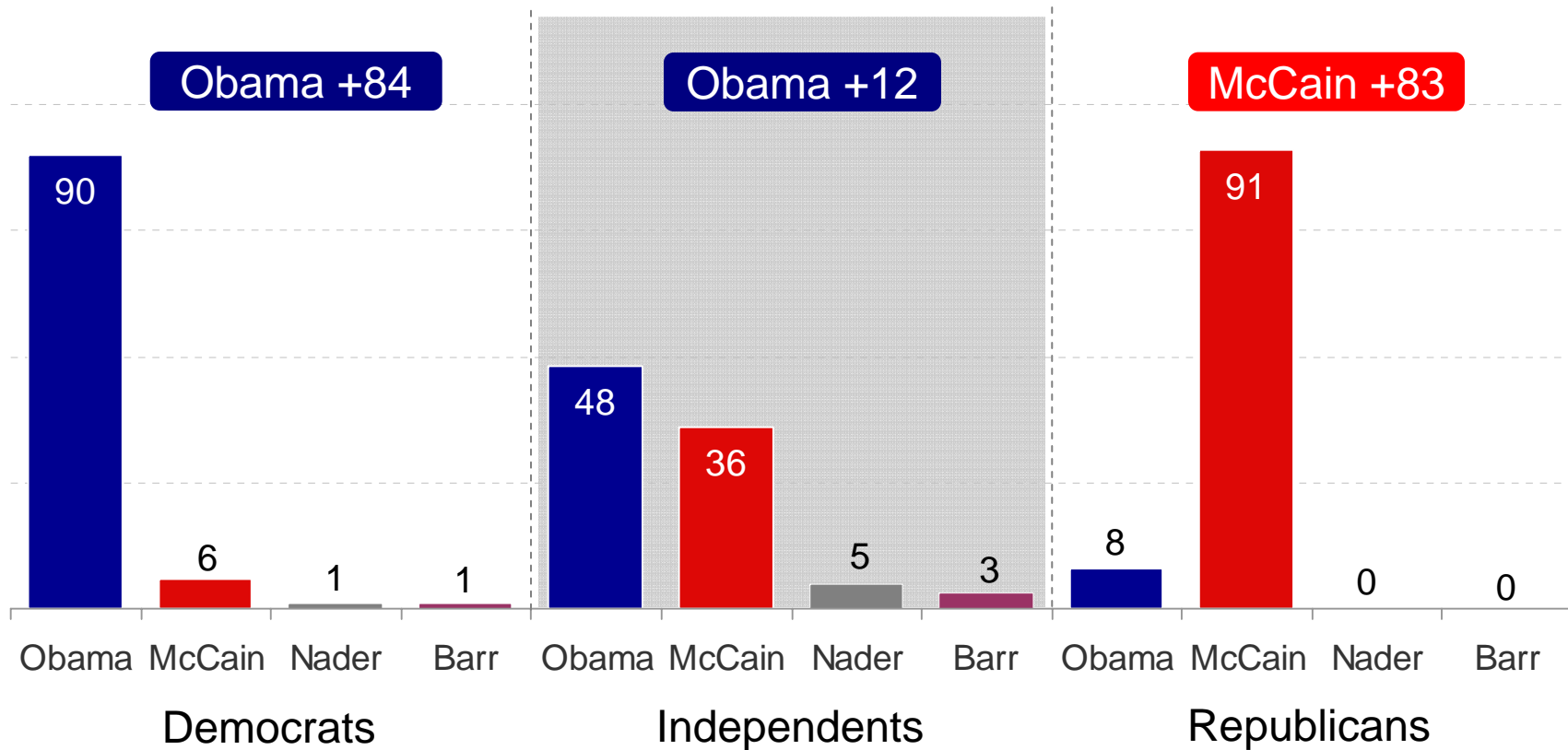
**Note: The September 20, 2008, survey did not include Indiana, though it was included for both the August and October waves. Data from National Public Radio Presidential Battleground surveys over the past three months.*



Obama leads among independents, both candidates have unified base

If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader, for whom would you vote?

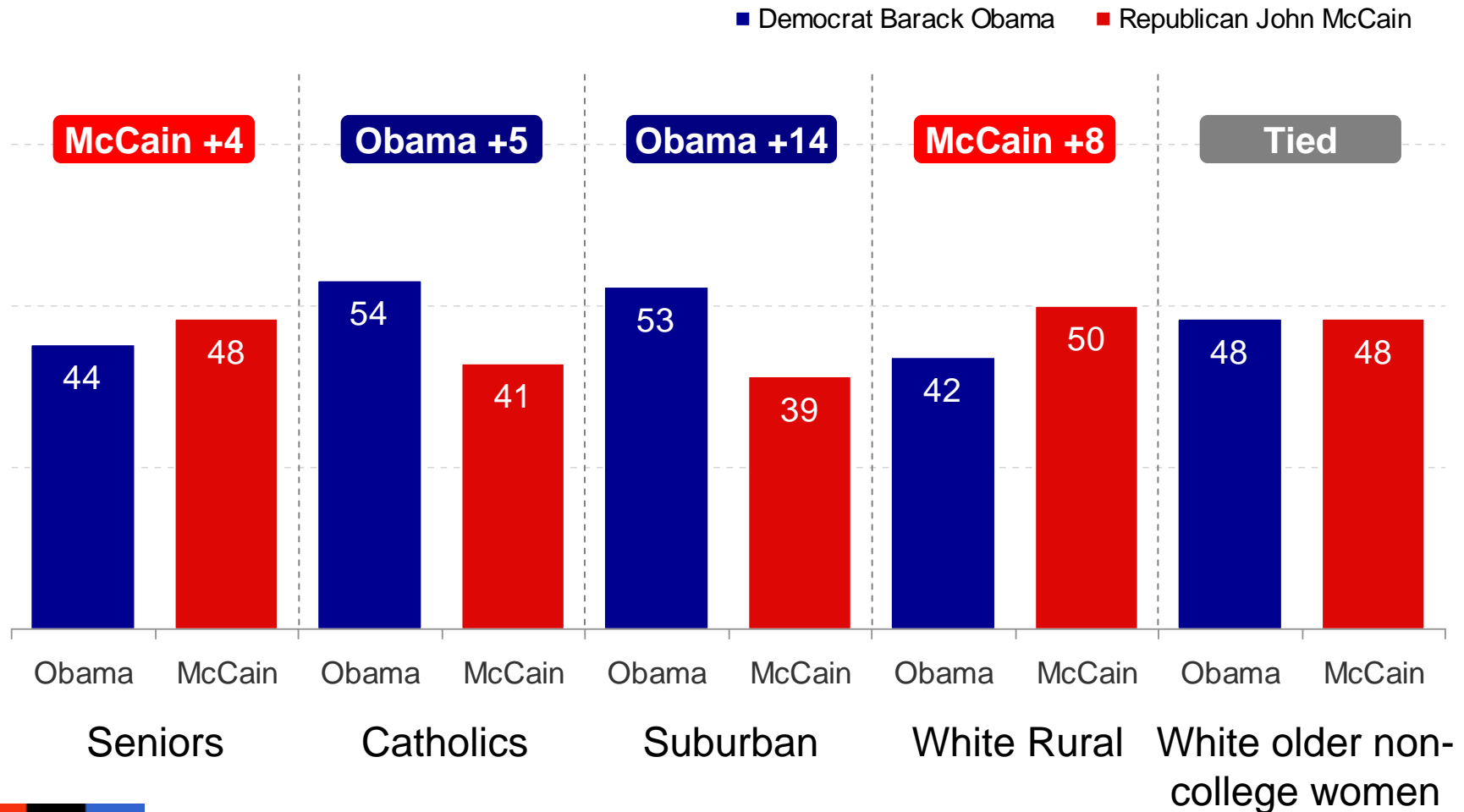
■ Democrat Barack Obama ■ Republican John McCain ■ Independent Ralph Nader ■ Libertarian Bob Barr





Key groups are split

If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader, for whom would you vote?



The candidates and campaigns



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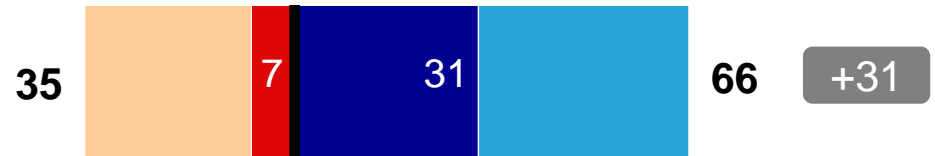
Voters remember seeing many more ads and news media stories from Obama

Now I'd like to ask you which presidential candidate's campaign has tried more to reach you in different ways, Barack Obama or John McCain.

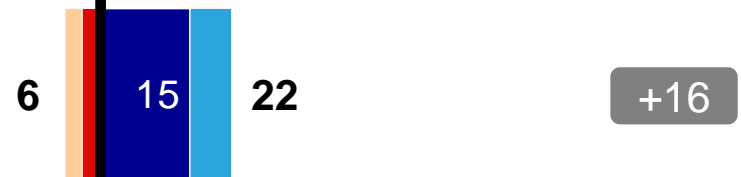
Obama Advantage

■ John McCain much more
■ McCain smwht more/both
■ Barack Obama much more
■ Obama smwht more/both

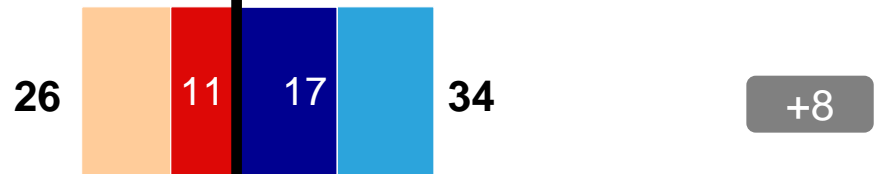
Received information through watching either advertisements or news stories on television



Spoken with someone who came to your door from one of the campaigns or another political organization



Received phone calls from the campaigns or other political organizations



Received printed materials in the mail from the campaigns or another political organization



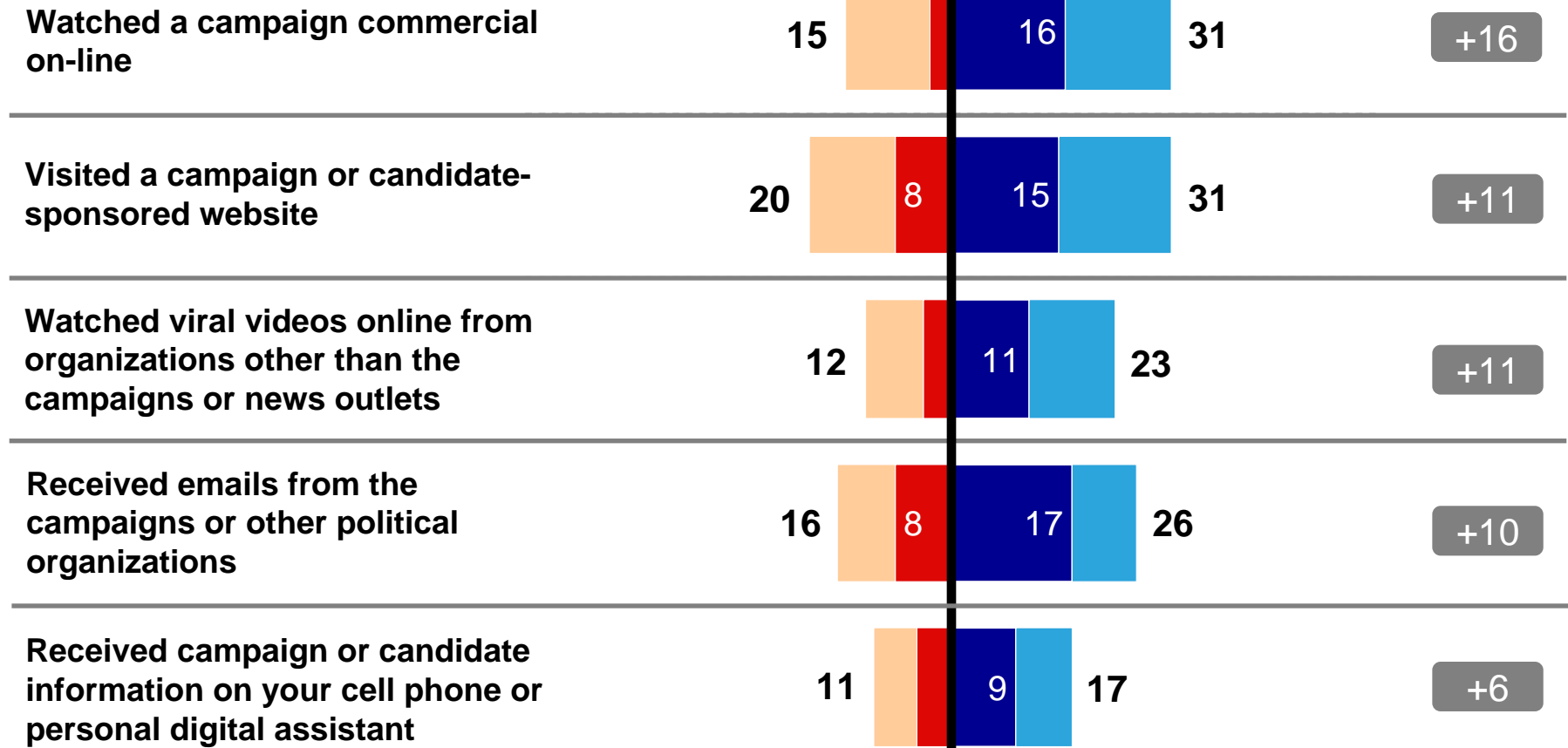


Obama has on-line advantage

Now I'd like to ask you which presidential candidate's campaign has tried more to reach you in different ways, Barack Obama or John McCain.

Obama Advantage

- John McCain much more
- Barack Obama much more
- McCain smwht more/both
- Obama smwht more/both



Issue and character priorities

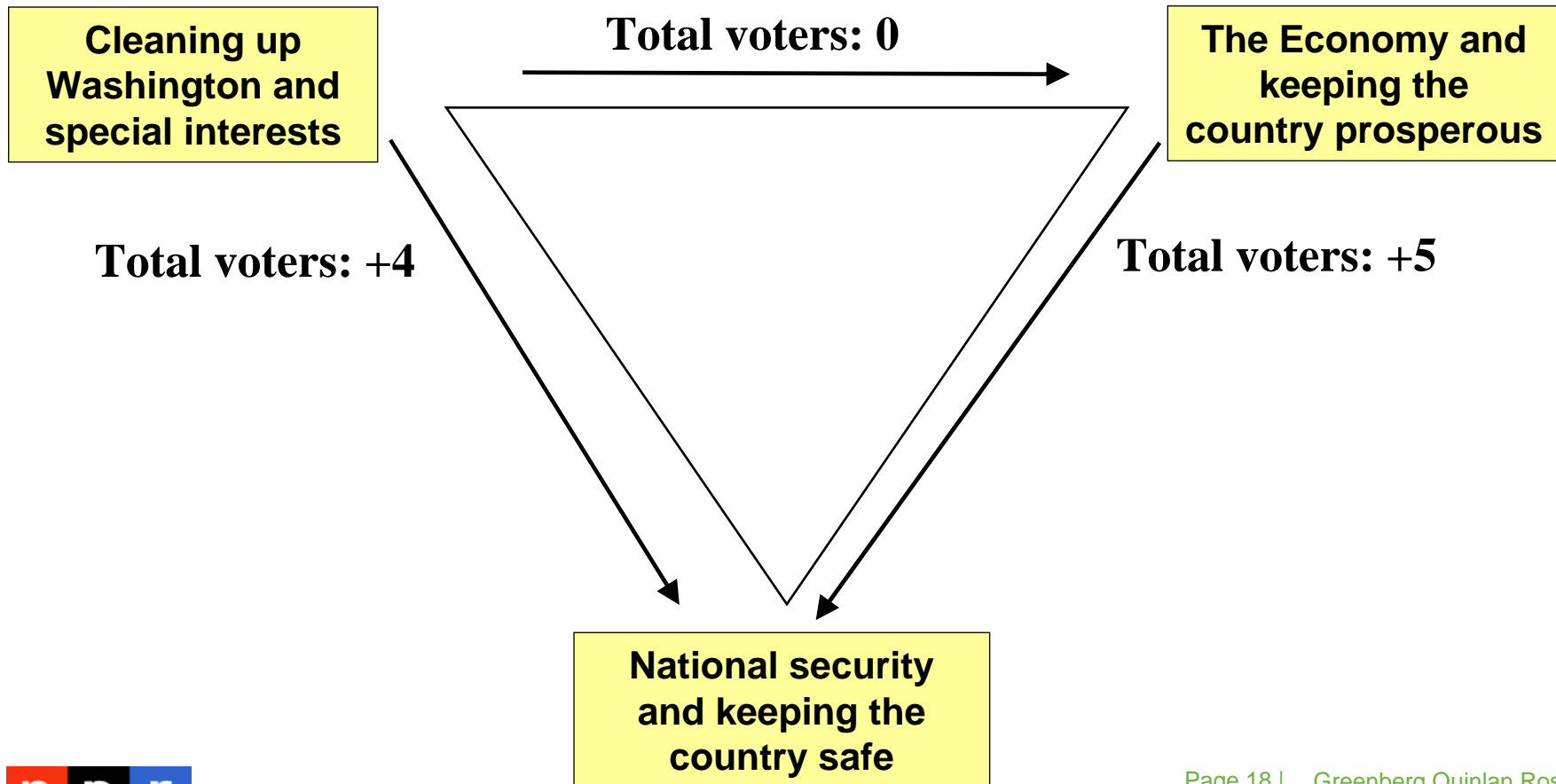


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The issue triangle: economy, reform and national security

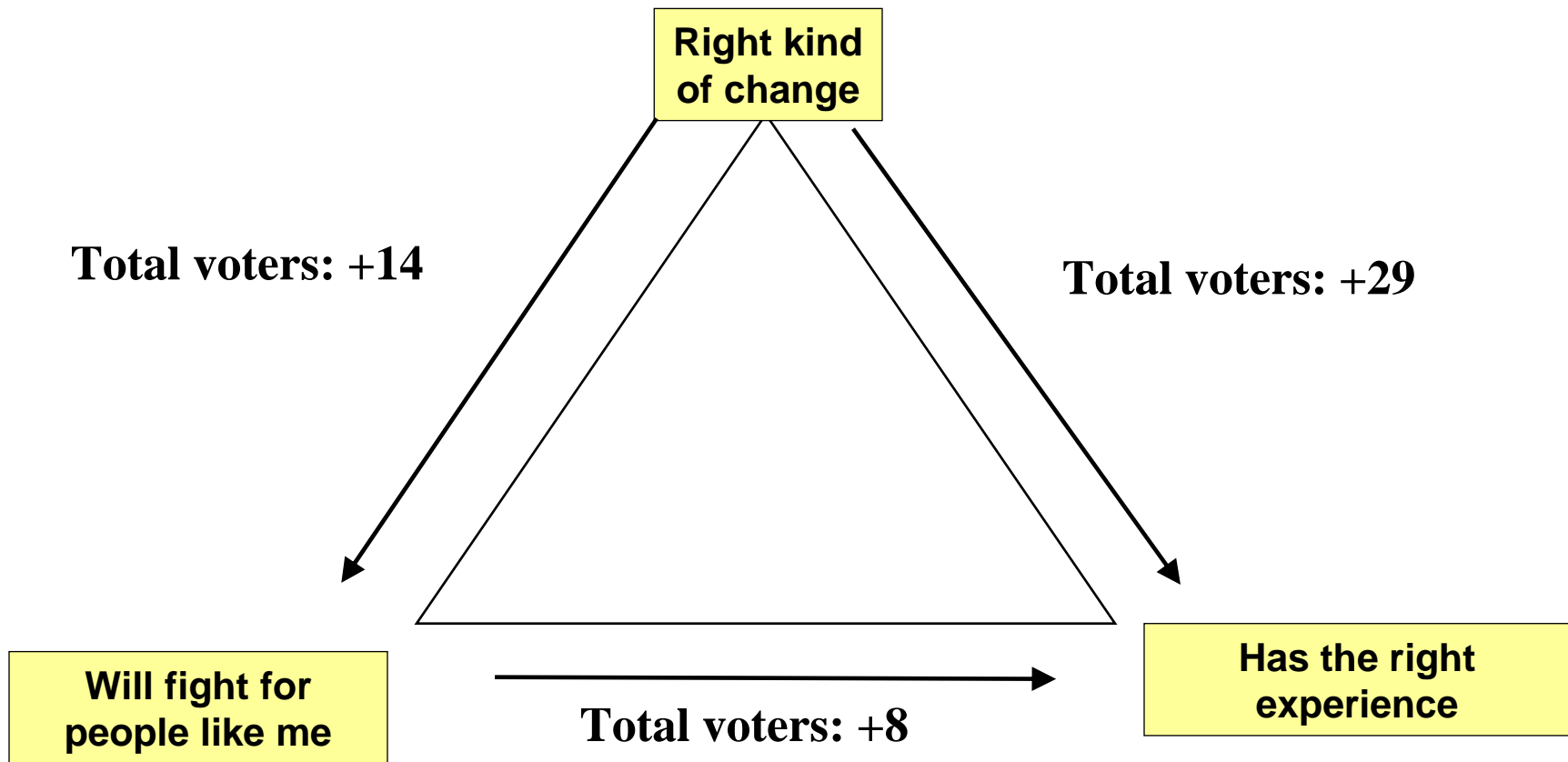
Now I'm going to read you some more pairs of statements. After I read each pair, please tell me whether the **FIRST** statement or the **SECOND** statement comes closer to your own view, even if neither is exactly right. **For my vote in November, (National Security OR the economy and keeping our country prosperous OR cleaning up Washington and special interests and getting both parties to work together to get things done) will be the more important issue.**





The leadership triangle: change dominates advocacy and experience

Now I'm going to read you some more pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right. **For my vote in November it is more important to me that the candidate I vote for, (will bring the right kind of change OR has the right experience OR will fight for people like me).**



Government Balance vs. Single Party Control

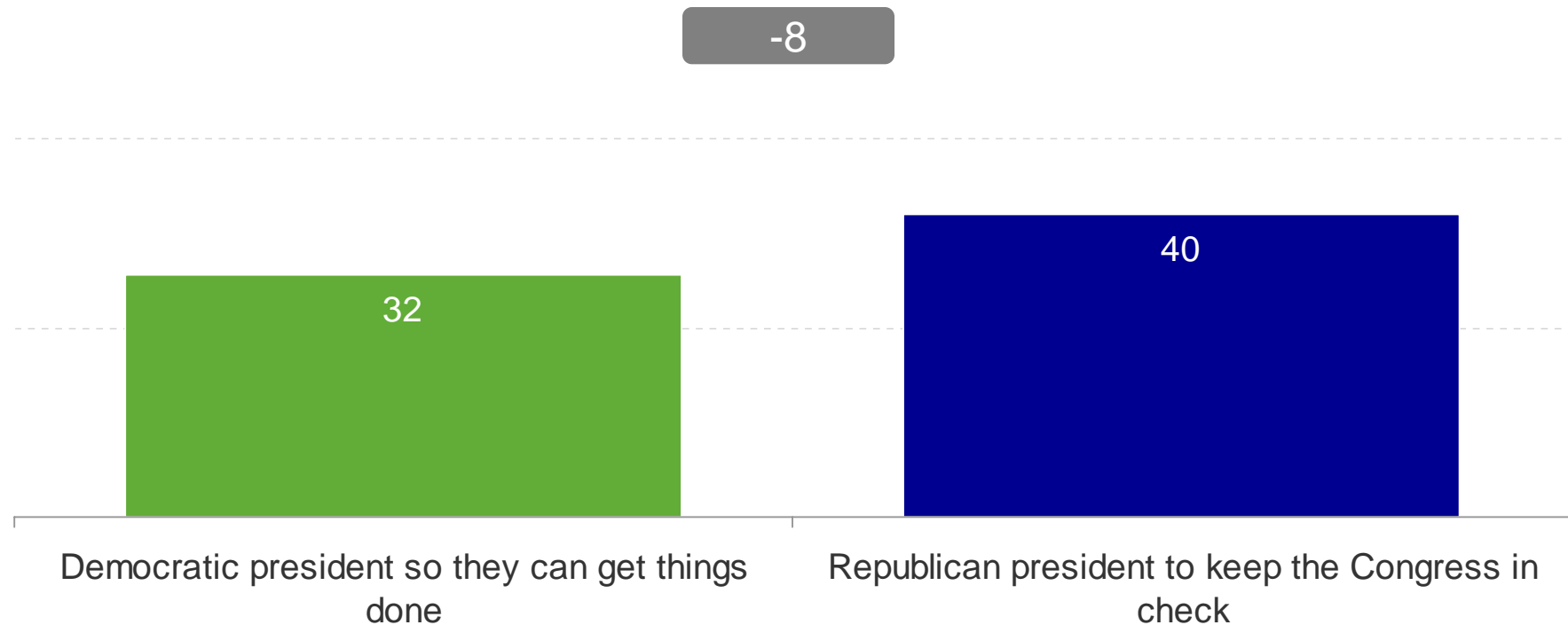


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Voters want a Republican president to keep the Congress in check

*As you probably know it is likely that after the elections in November the Democrats will control both the House of Representatives and the Senate. If that is the case **do you think that it would be better to have a Democratic president so that he can work with the Congress and get things done, a Republican president so that he can keep the Congress in check and provide some balance in the government, or does it not matter?***





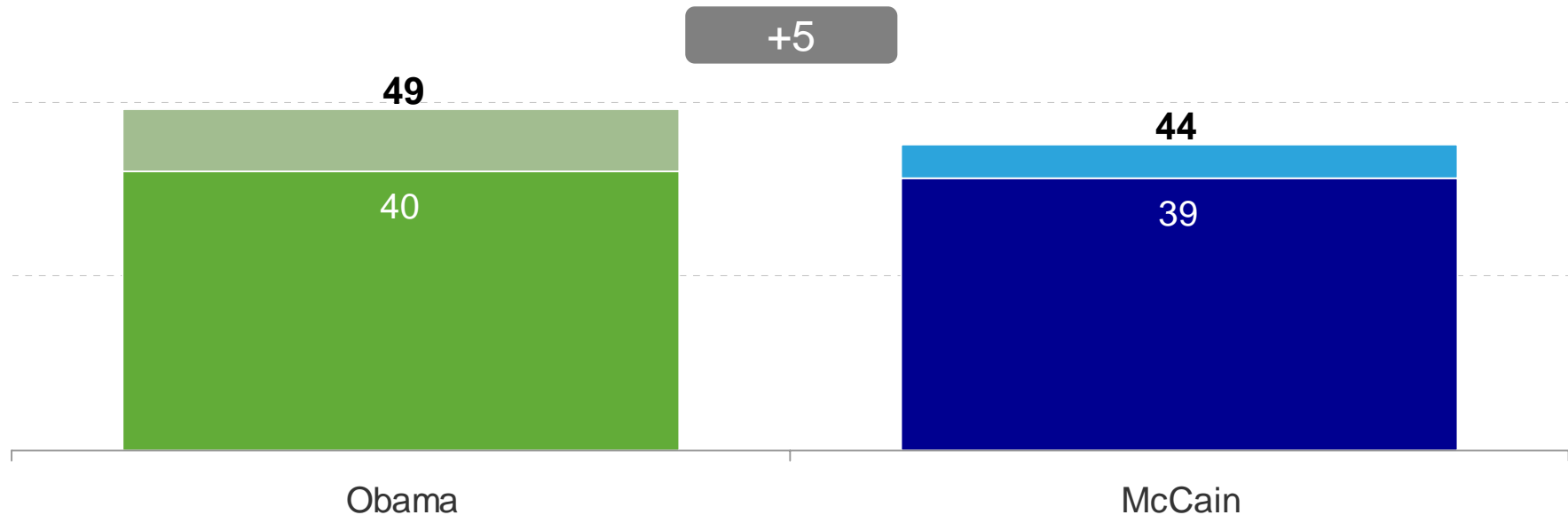
Prefer unified government under Obama but not by much

Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: I hope that Barack Obama is elected president in November because the Democrats already control the House of Representatives and the Senate and he will work effectively with them to get things done.

Statement 2: I hope that John McCain is elected president in November because the Democrats already control the House of Representatives and the Senate and we need a Republican to provide balance to the Democratic agenda.

■ First statement strongly ■ First statement somewhat ■ Second statement strongly ■ Second statement somewhat



Campaign Closing Arguments



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Voters want to hear the candidates' plans for the future

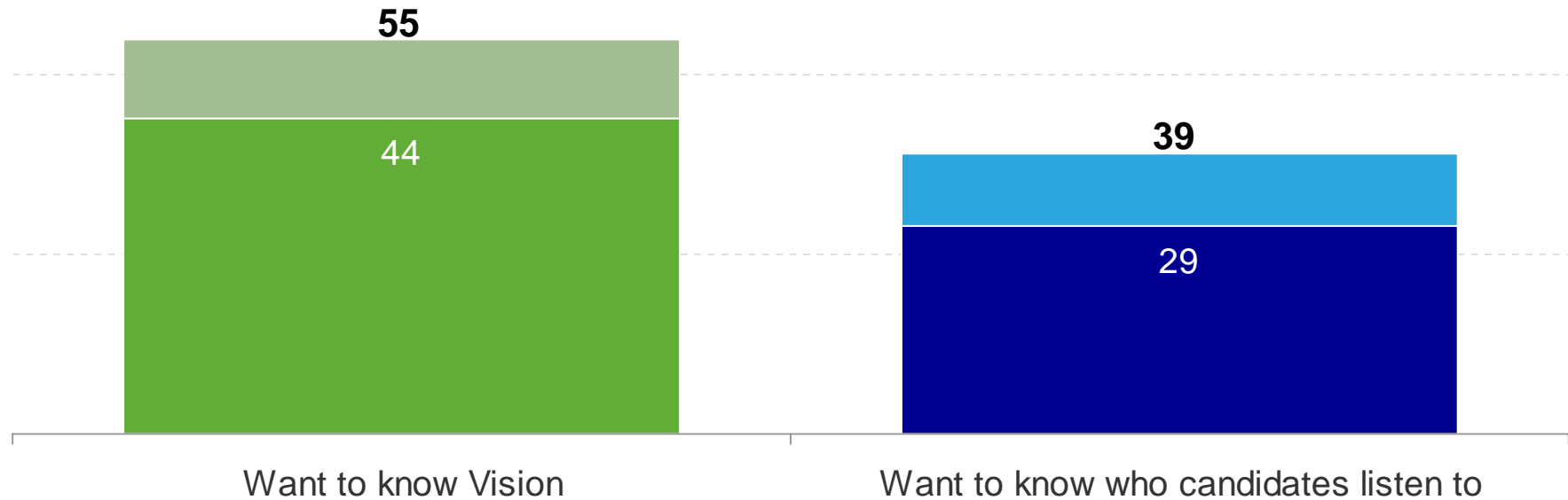
Now I'm going to read you a pair of statements. After I read the pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Statement 1: With the campaign almost over, I really want to hear what the candidates plan to do and their vision for the country.

Statement 2: With the campaign almost over, I really want to know what kind of people the candidates listen to when making important decisions.

■ First statement strongly ■ First statement somewhat ■ Second statement strongly ■ Second statement somewhat

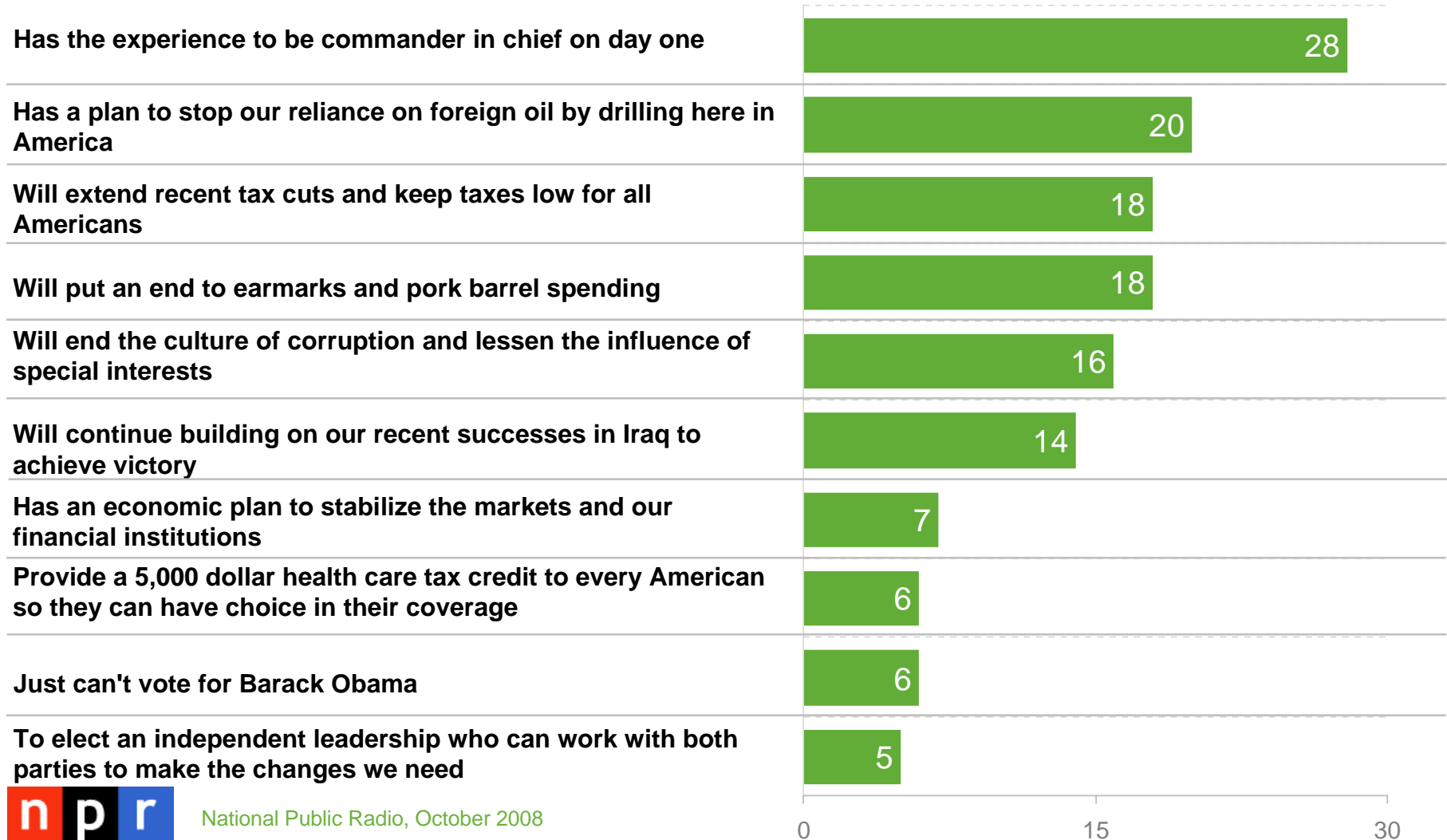
+16





McCain's experience top reason to vote for him

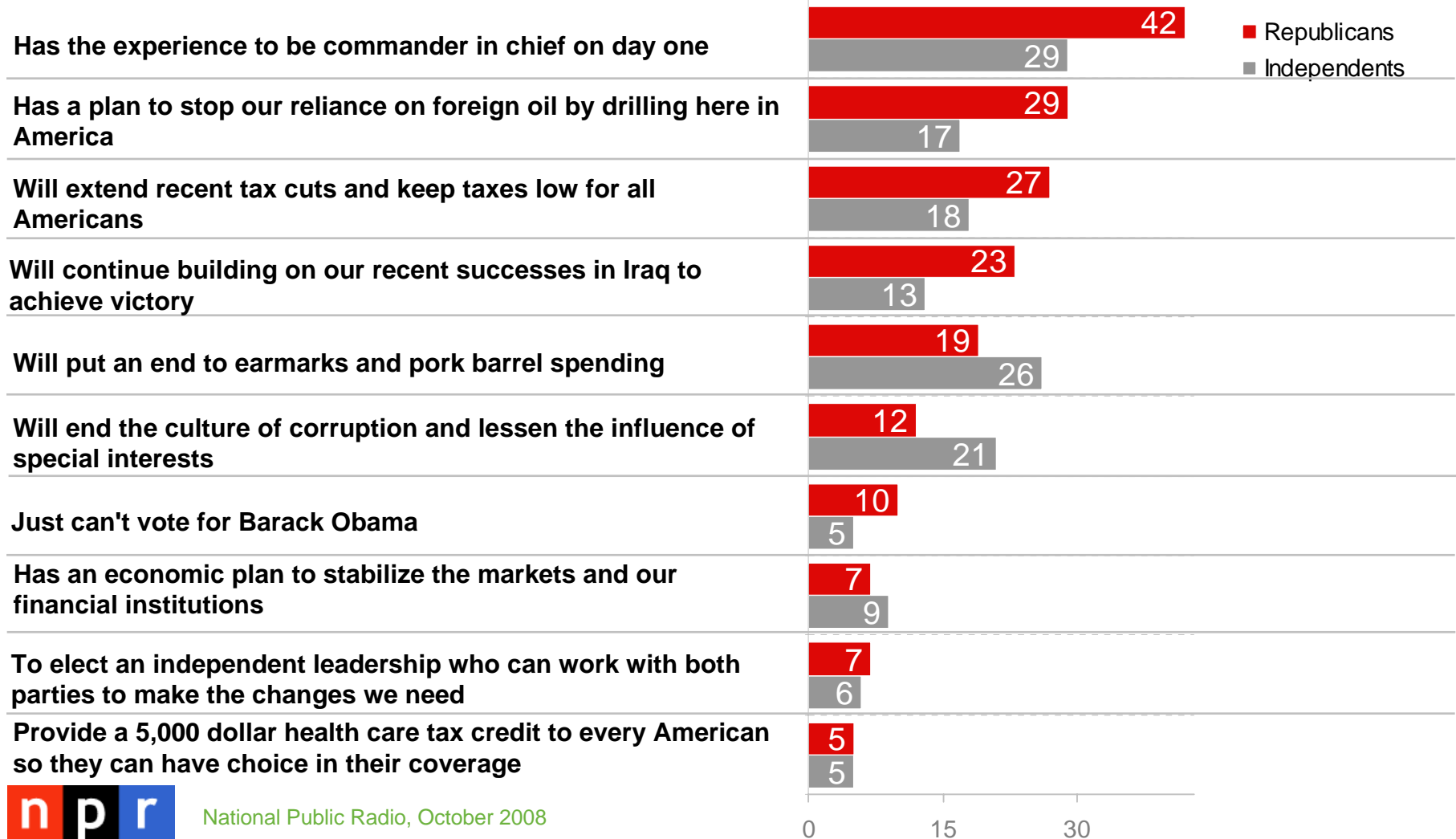
Now I am going to read you a list of reasons to vote for John McCain. Please tell me which TWO of the following are the top reasons that would make you more likely to vote for John McCain on Election Day?





McCain's experience top reason for Republicans/independents to support

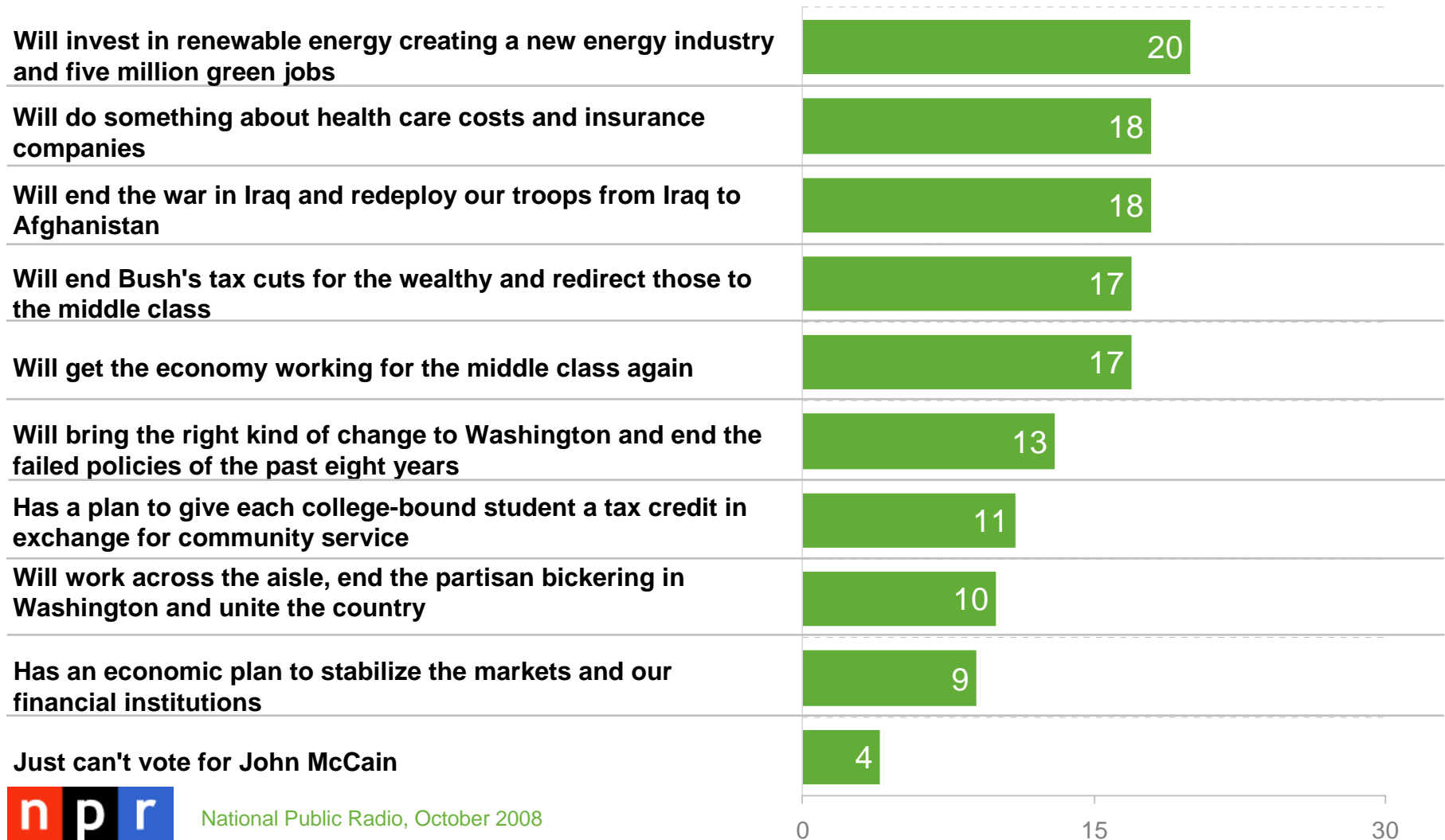
Now I am going to read you a list of reasons to vote for John McCain. Please tell me which TWO of the following are the top reasons that would make you more likely to vote for John McCain on Election Day?





Diverse set of reasons to support Obama

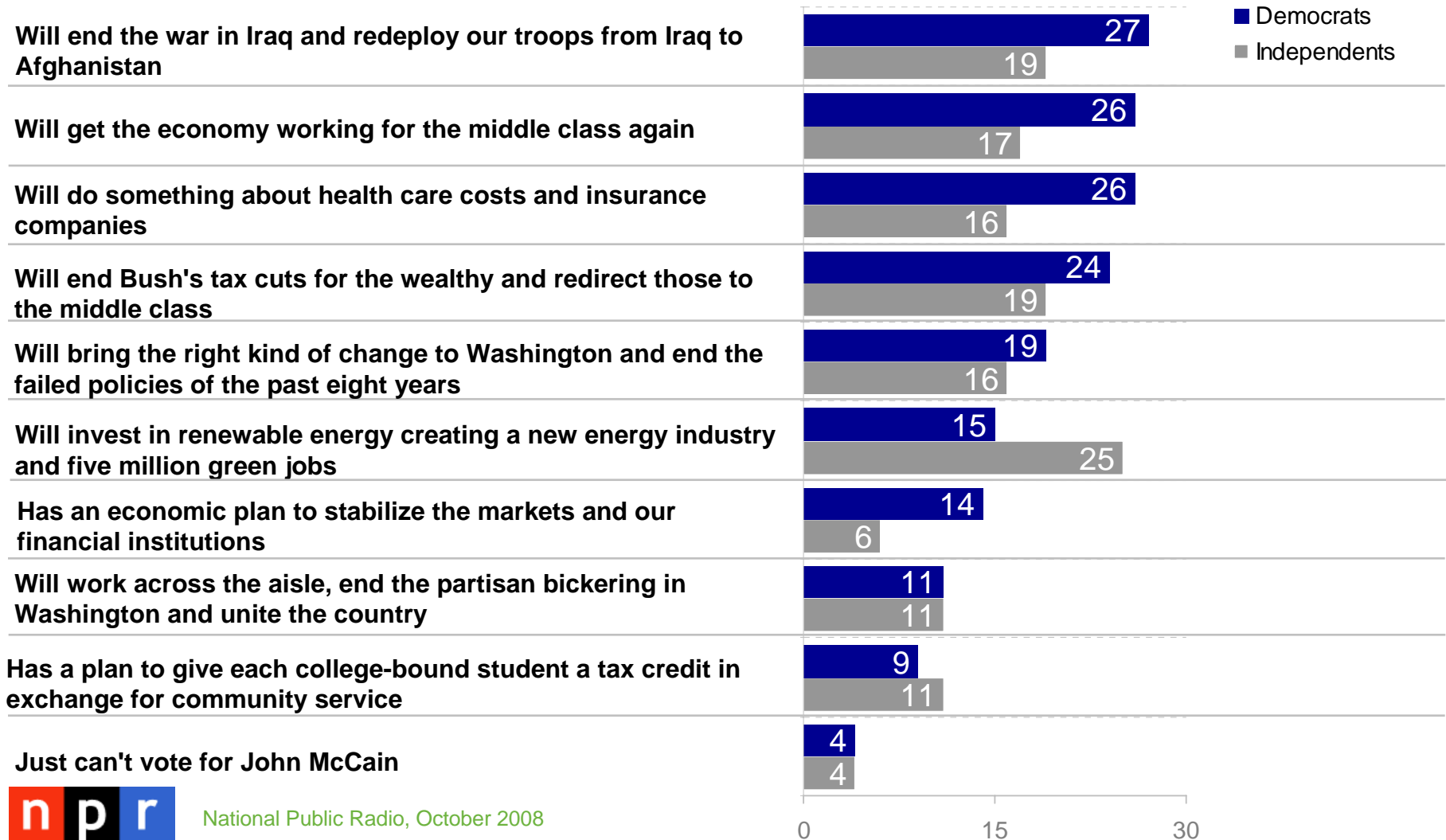
Now I am going to read you a list of reasons to vote for Barack Obama. Please tell me which TWO of the following are the top reasons that would make you more likely to vote for Barack Obama on Election Day?





Iraq top reason Democrats support Obama, energy top for independents

Now I am going to read you a list of reasons to vote for Barack Obama. Please tell me which TWO of the following are the top reasons that would make you more likely to vote for Barack Obama on Election Day?



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PUBLIC OPINION STRATEGIES



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