

**GREENBERG QUINLAN ROSNER** RESEARCH

PUBLIC OPINION STRATEGIES



February 4 , 2008

# National Public Radio

National Survey Results



January 29-31, 2008

1,000 Likely voters

# Direction of the country

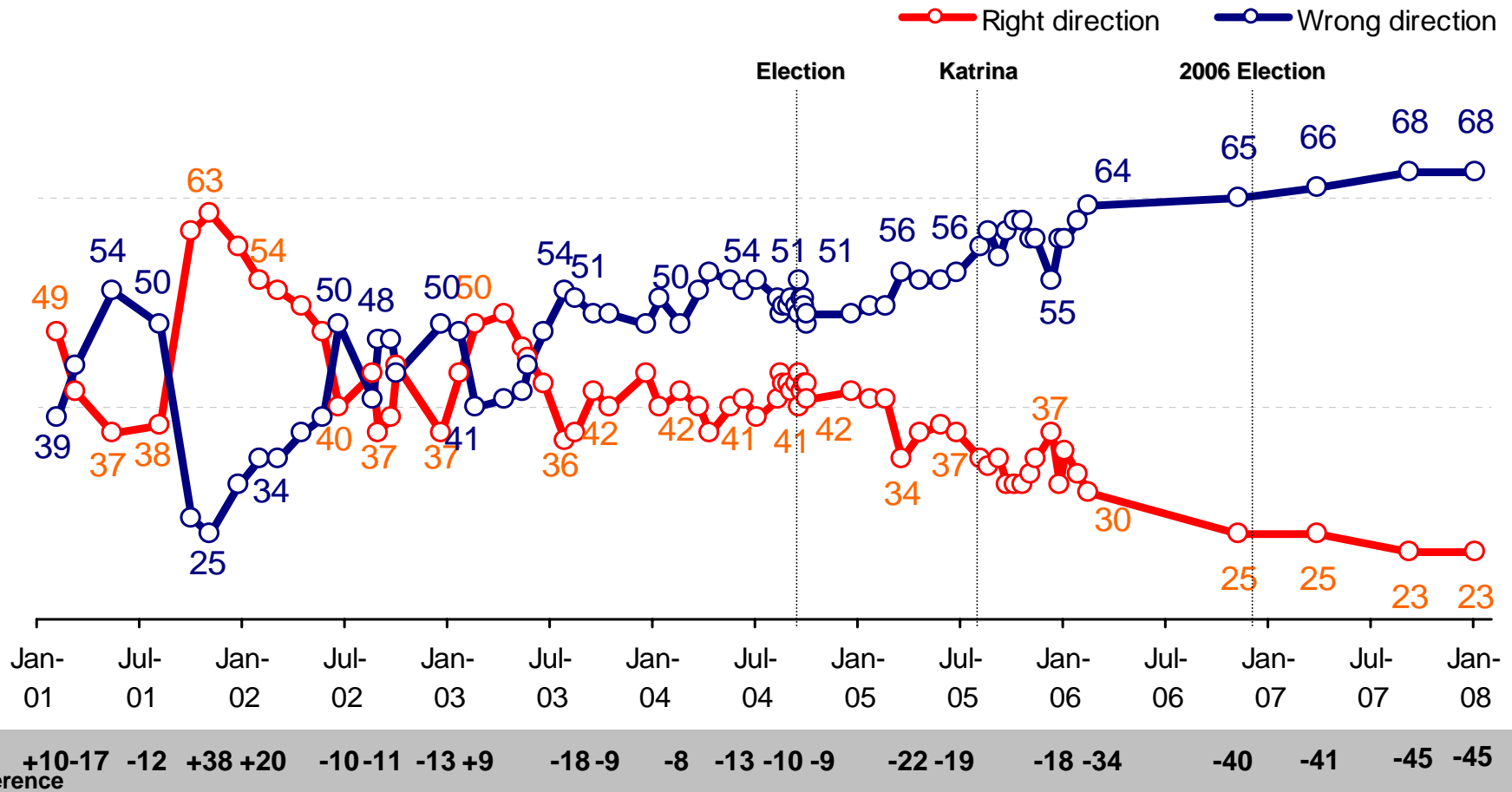
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# Demand for new direction reaches record high

*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?*

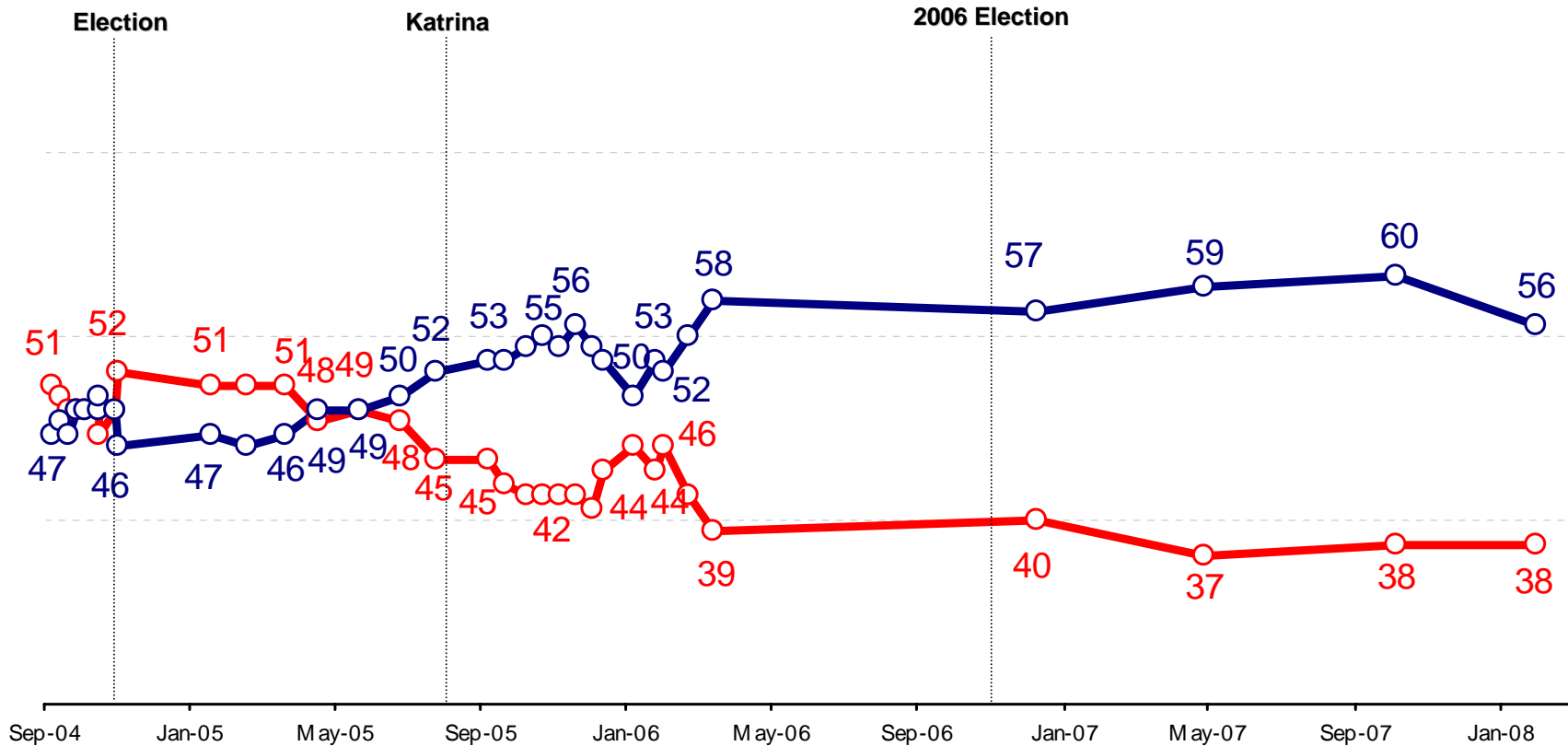




# Bush job approval steady

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

—○— Approve —○— Disapprove



Net Difference	Sep-04	Jan-05	May-05	Sep-05	Jan-06	May-06	Sep-06	Jan-07	May-07	Sep-07	Jan-08								
Net Difference	+4	+6	+4	+5	-1	0	-2	-7	-8	-13	-14	-6	-9	-6	-19	-17	-22	-22	-18

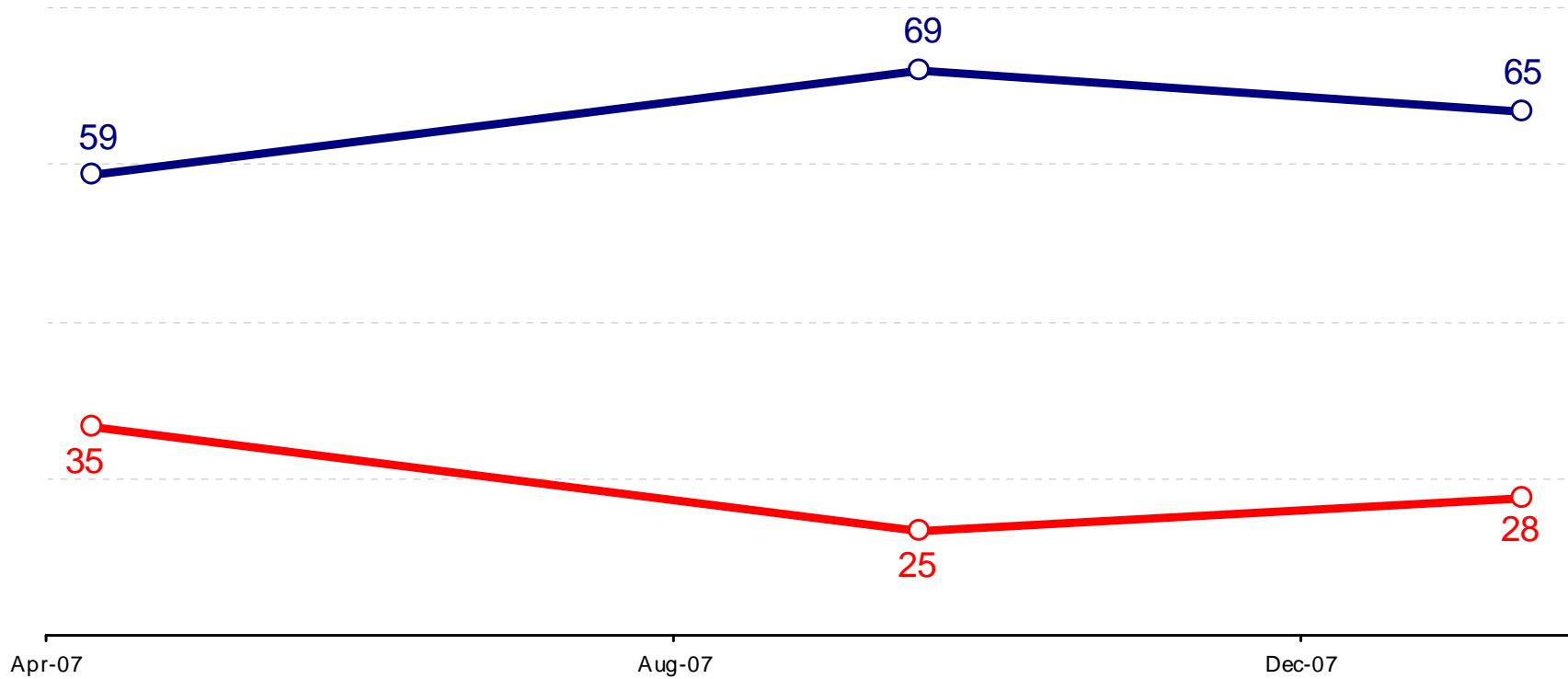




# Congress approval improves slightly

Do you approve or disapprove of the job Congress is doing?

Approve Disapprove



Net Difference	Apr-07	Aug-07	Dec-07	Final
	-24	-44	-37	-37



# The issues

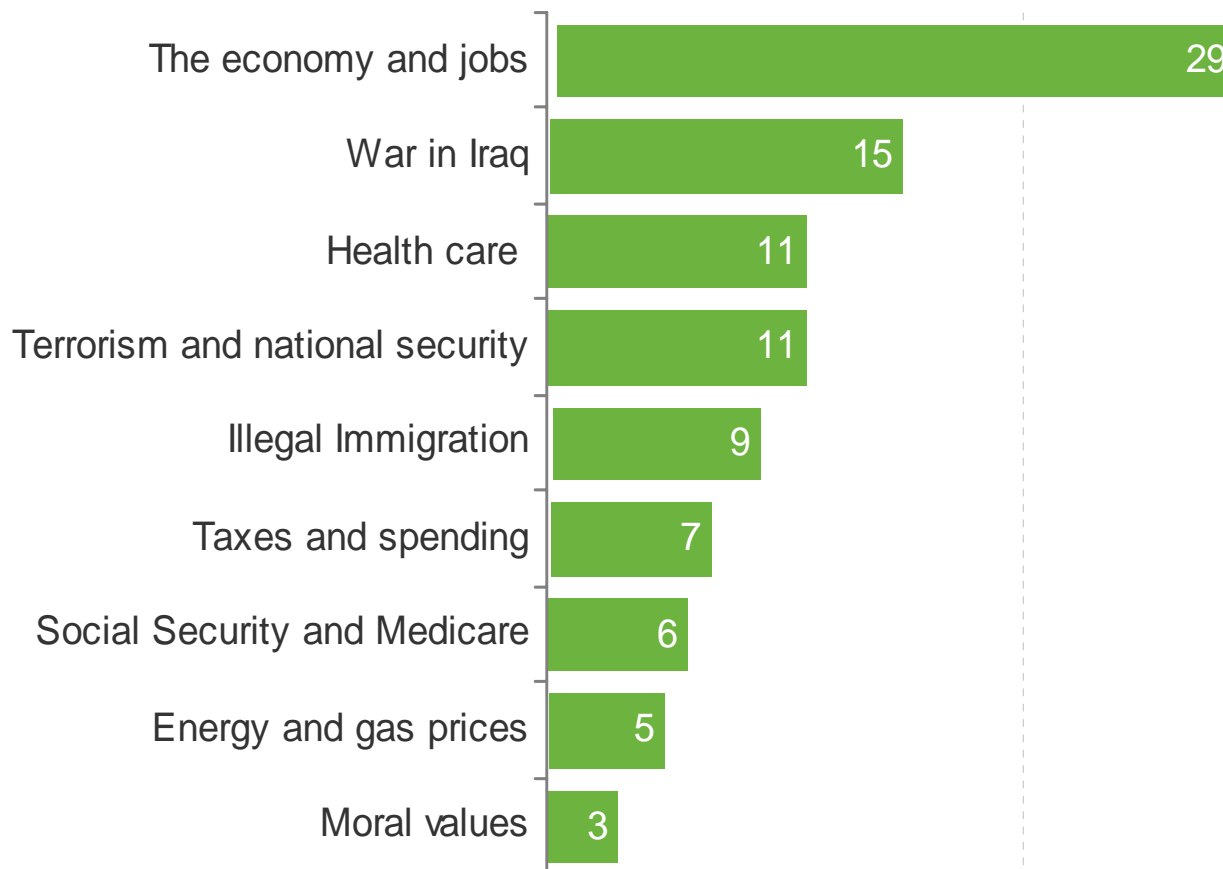
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## Economy overtakes the War in Iraq as most important concern

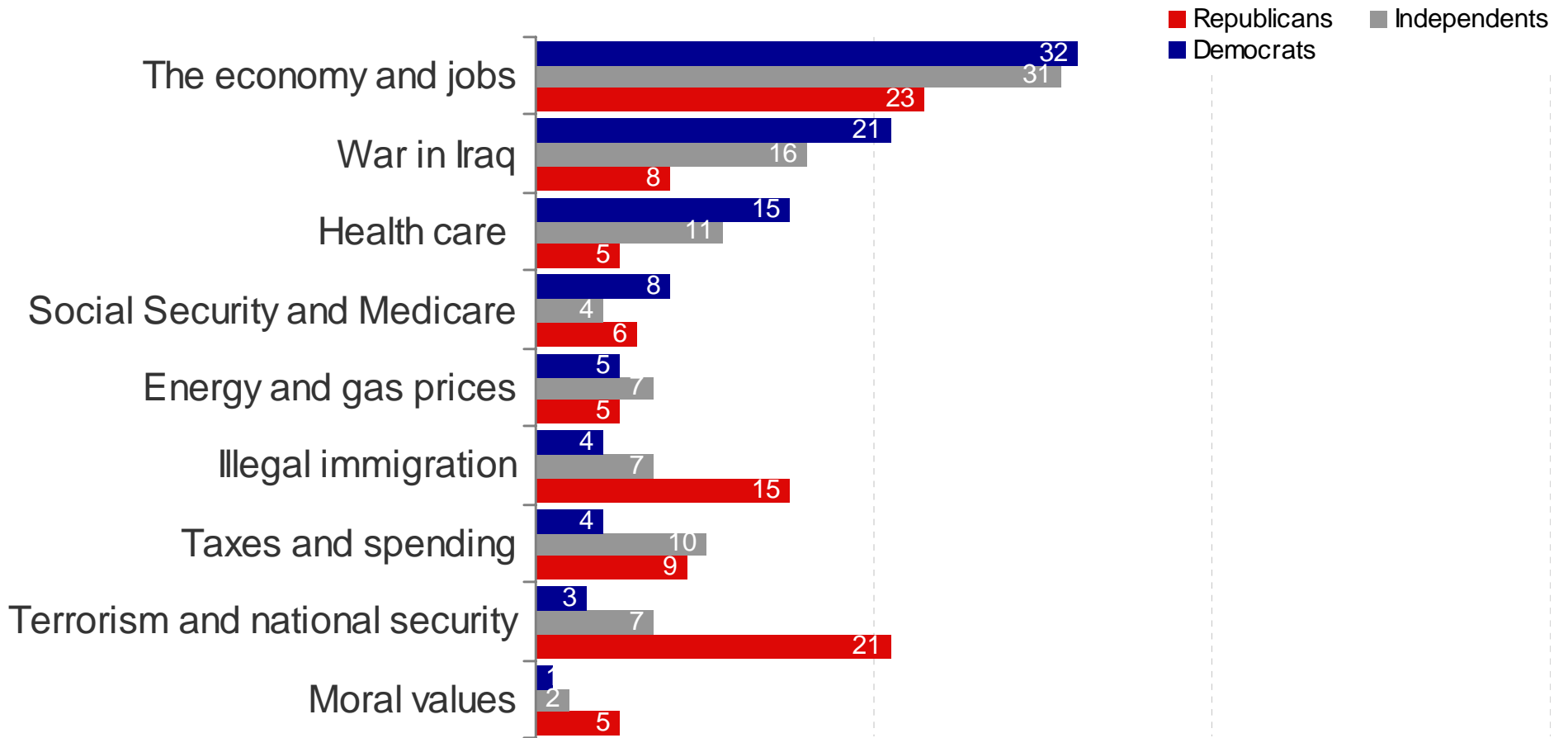
Now I am going to read you a list of concerns people have. Please tell me which ONE of these you think the President and Congress should be paying most attention to.





## Economy top concern across all parties

Now I am going to read you a list of concerns people have. Please tell me which ONE of these you think the President and Congress should be paying most attention to.



# The vote

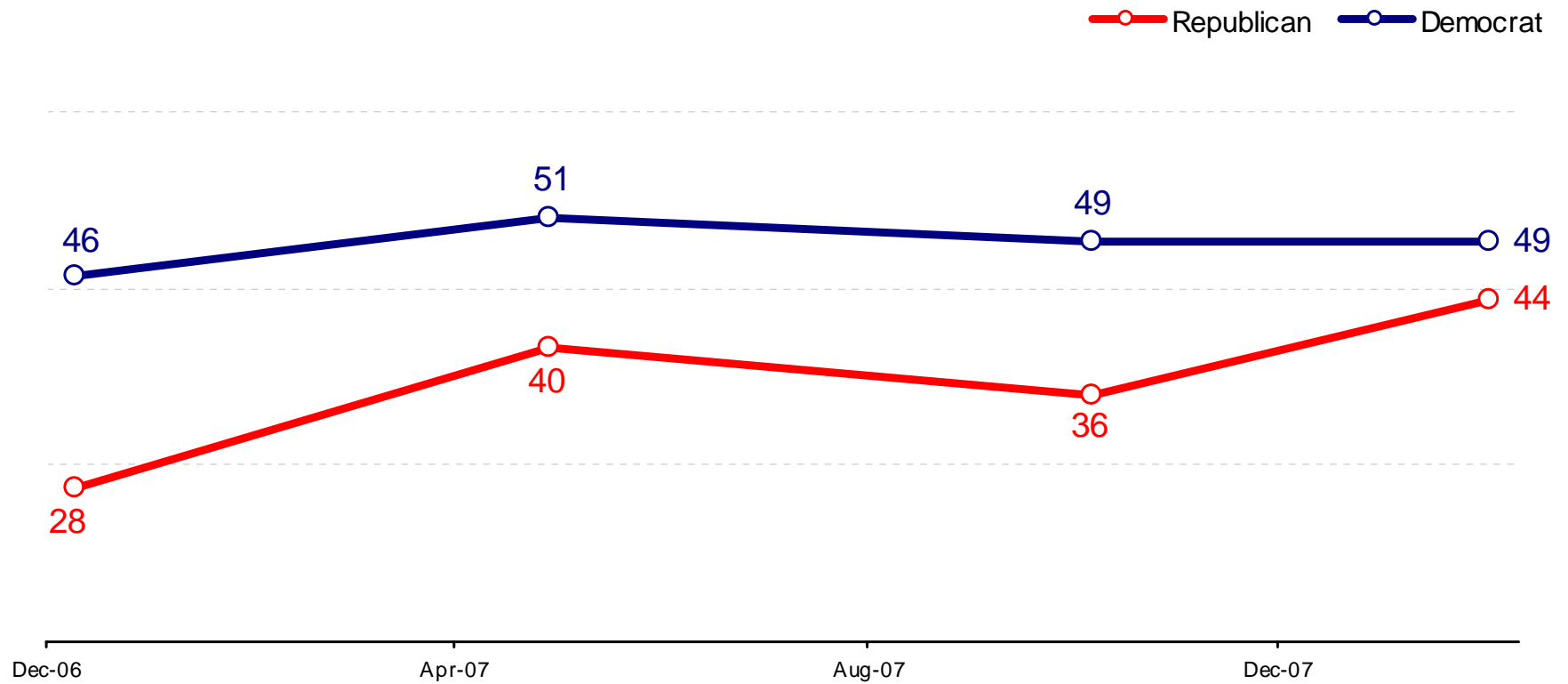
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## Presidential vote

*I know it is a long way off, but thinking about the election in 2008, if the election for president were held today, for whom would you vote – the Democratic candidate or the Republican candidate?*



Net Difference	Dec-06	Apr-07	Aug-07	Dec-07
	+18	+11	+13	+5





## Clinton and McCain in a near dead heat

*Now let me ask you again about your vote for President but with the candidate names. I know it is a long way off, but if the election for president were held today and the candidates were -- Democrat Hillary Clinton and Republican John McCain, for whom would you vote?*

■ Clinton

■ McCain

-3

45

48

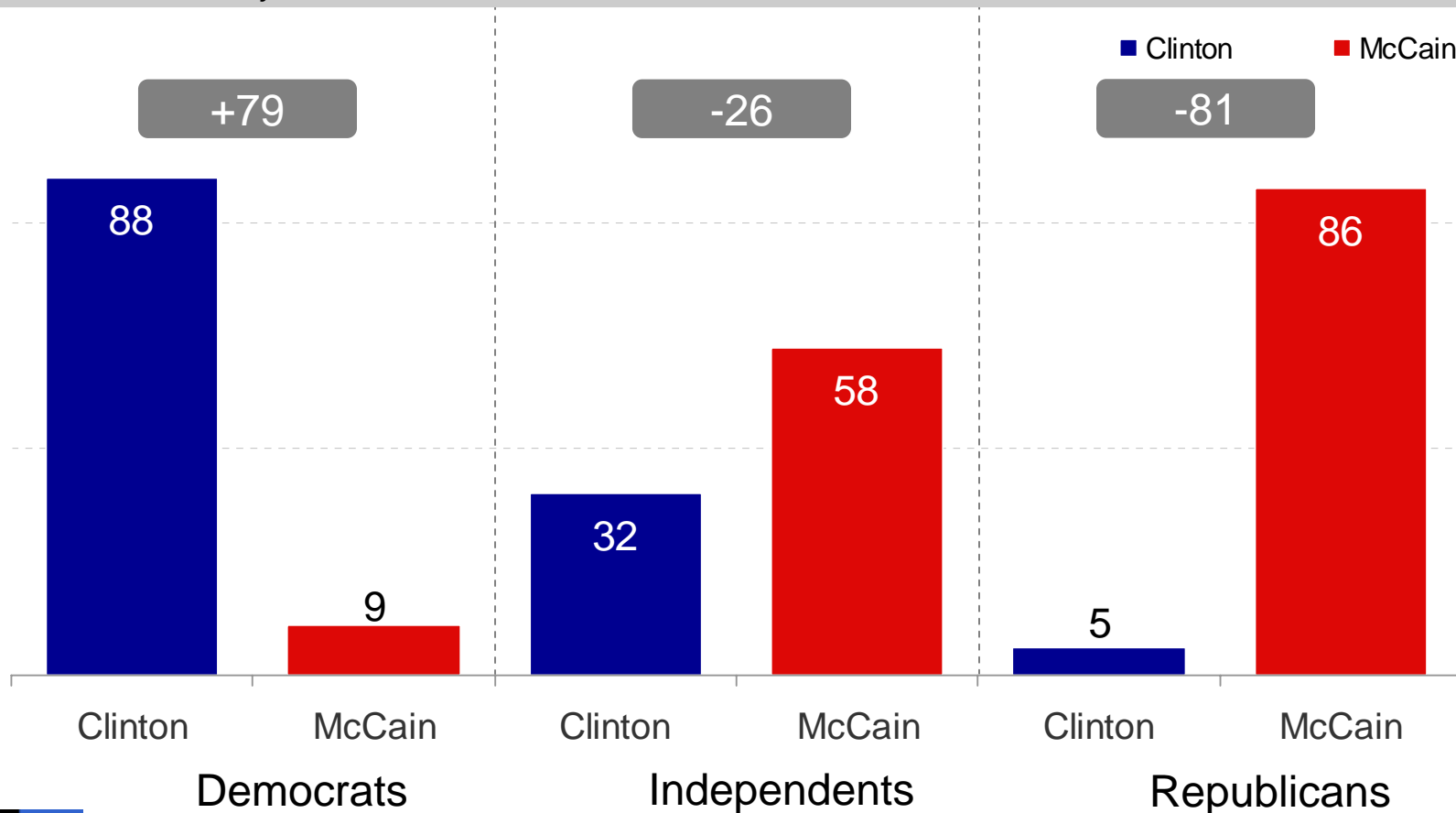
Hillary Clinton

John McCain



## Race between Clinton and McCain consolidates bases

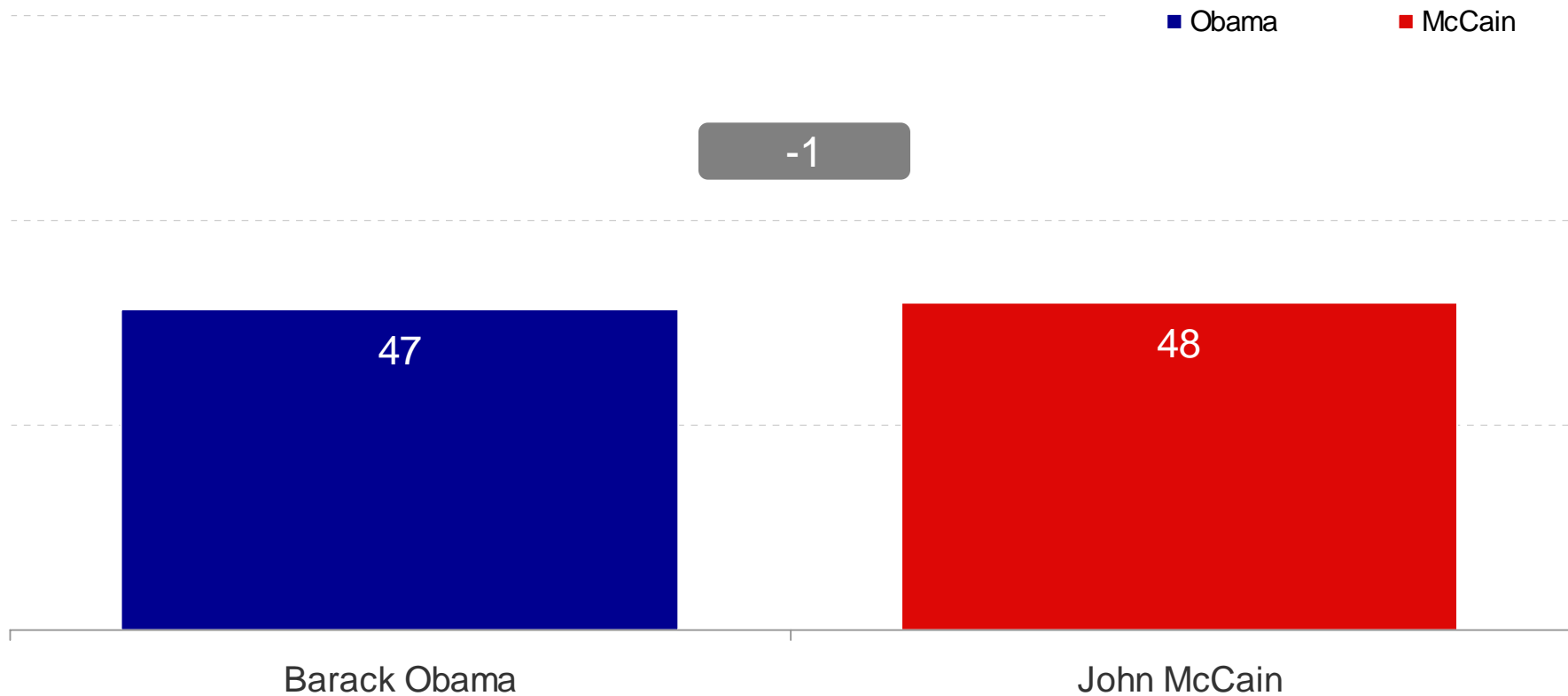
*Now let me ask you again about your vote for President but with the candidate names. I know it is a long way off, but if the election for president were held today and the candidates were -- Democrat Hillary Clinton and Republican John McCain, for whom would you vote?*





## Obama and McCain: even

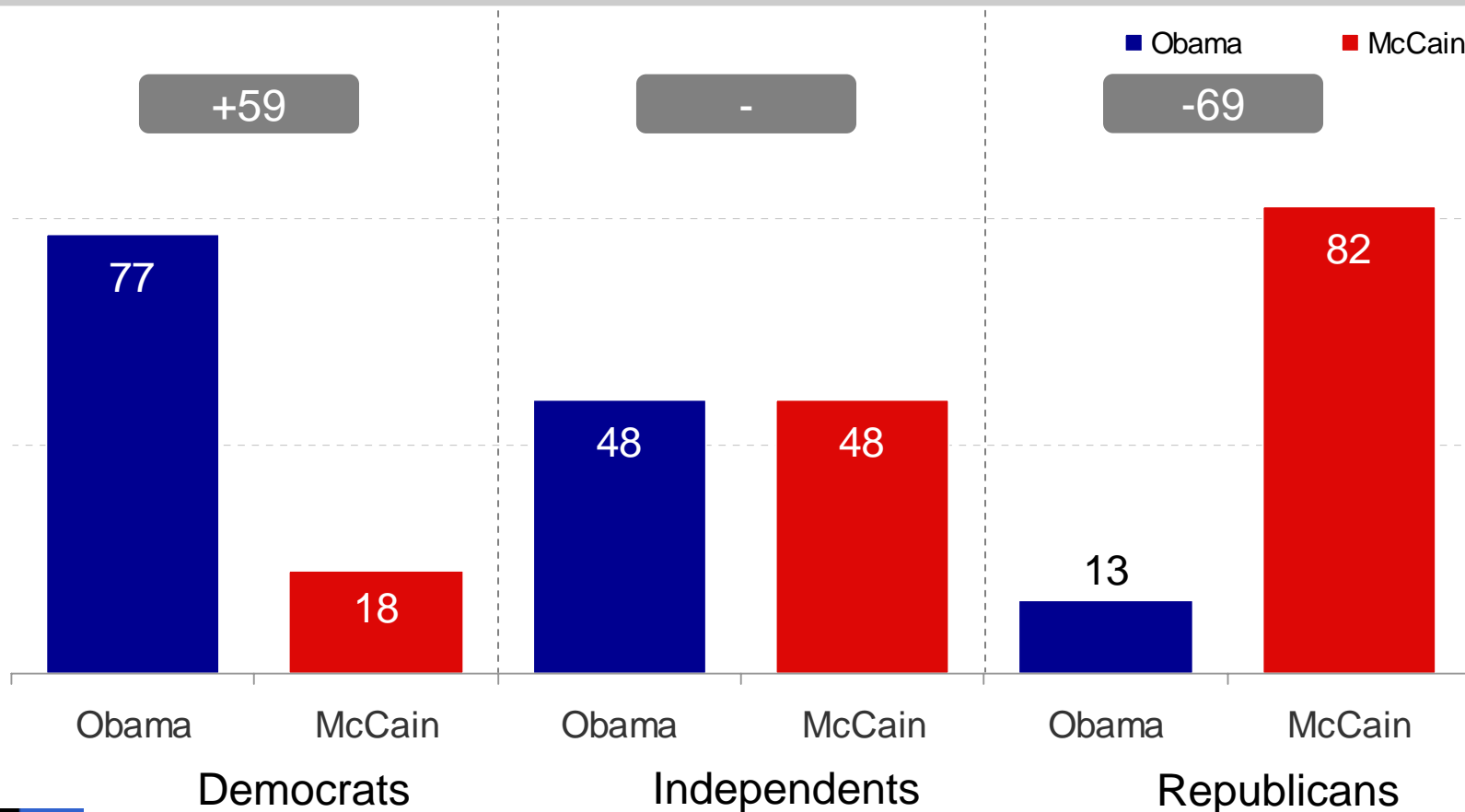
*Now let me ask you again about your vote for President but with the candidate names. I know it is a long way off, but if the election for president were held today and the candidates were -- Democrat Barack Obama and Republican John McCain, for whom would you vote?*





## Obama and McCain: a battle for independents

*Now let me ask you again about your vote for President but with the candidate names. I know it is a long way off, but if the election for president were held today and the candidates were -- Democrat Barack Obama and Republican John McCain, for whom would you vote?*





## Clinton edges Romney

*Now let me ask you again about your vote for President but with the candidate names. I know it is a long way off, but if the election for president were held today and the candidates were -- Democrat Hillary Clinton and Republican Mitt Romney, for whom would you vote?*

■ Clinton

■ Romney

+5

49

44

Hillary Clinton

Mitt Romney

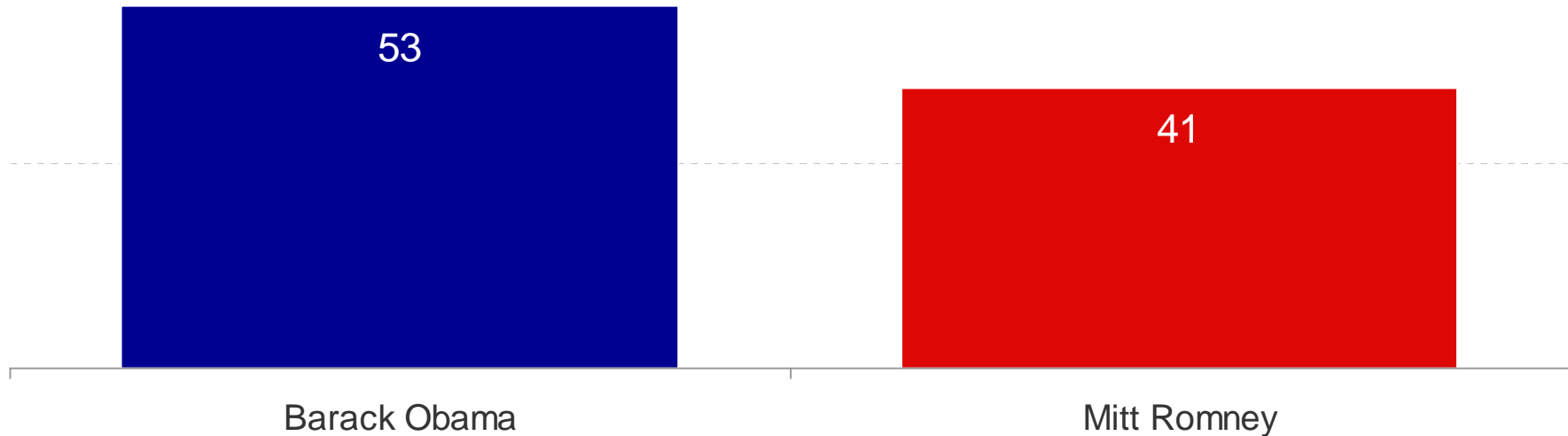


## Obama roundly defeats Romney

*Now let me ask you again about your vote for President but with the candidate names. I know it is a long way off, but if the election for president were held today and the candidates were -- Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*

■ Obama ■ Romney

+12





# Bases happy with their candidates

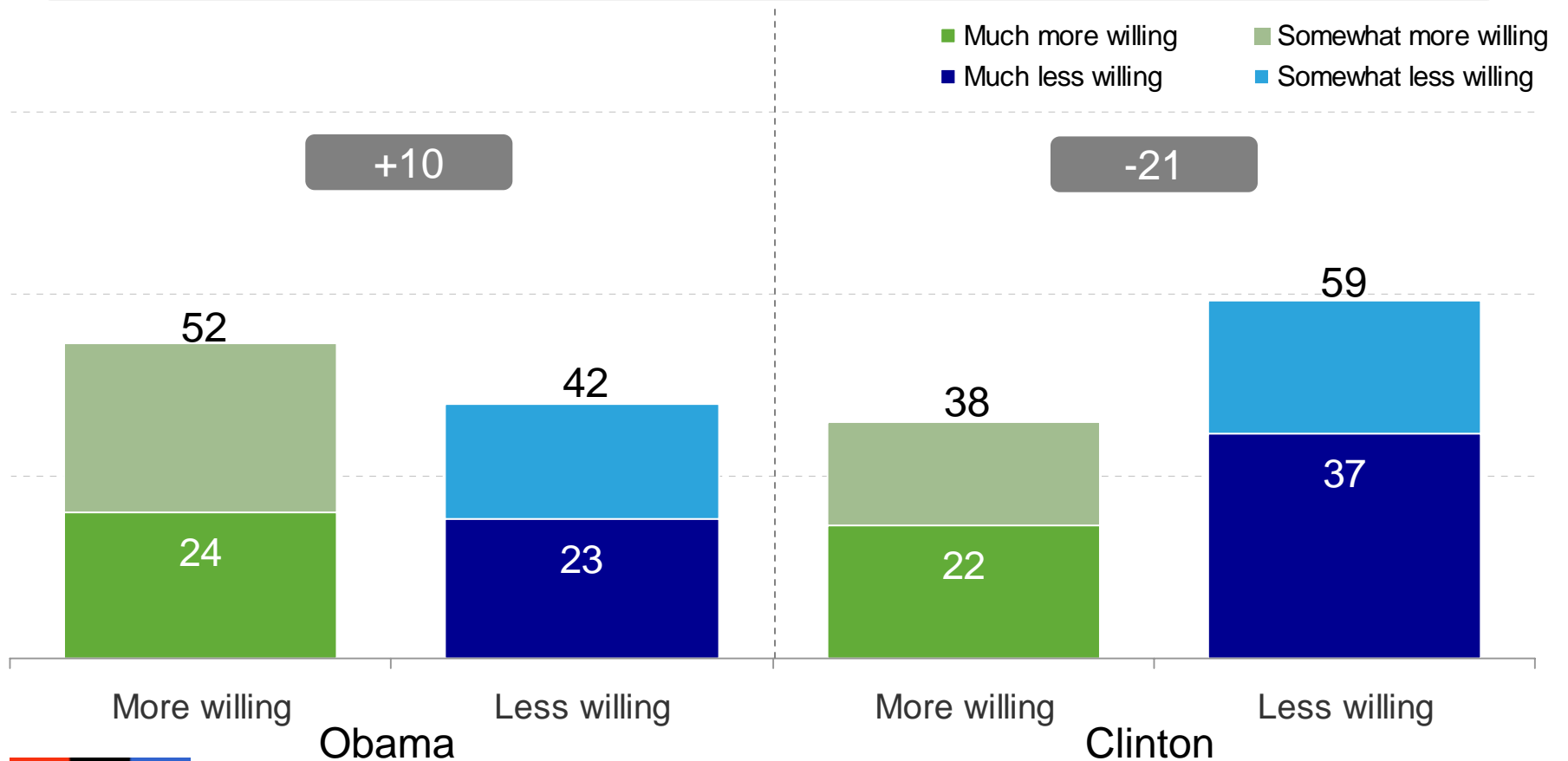
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## Overall voters more likely to vote for Obama after primary process

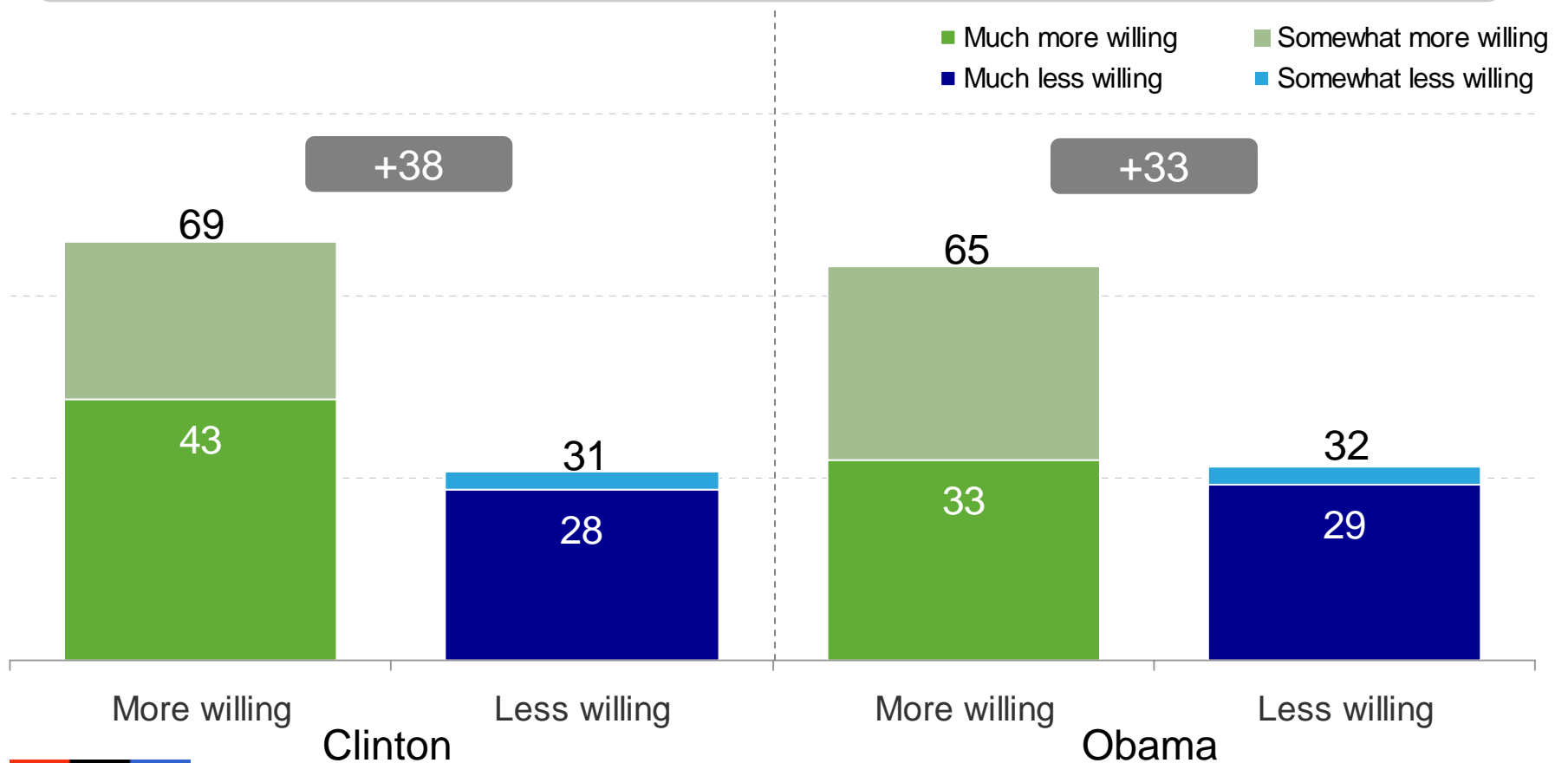
And now let me ask you about some of the Democratic presidential candidates by name. After watching and reading about (THE CANDIDATE) over the past couple of months, do you find yourself more willing or less willing to consider supporting (THE CANDIDATE) for president?





## Democrats very happy with both of their candidates

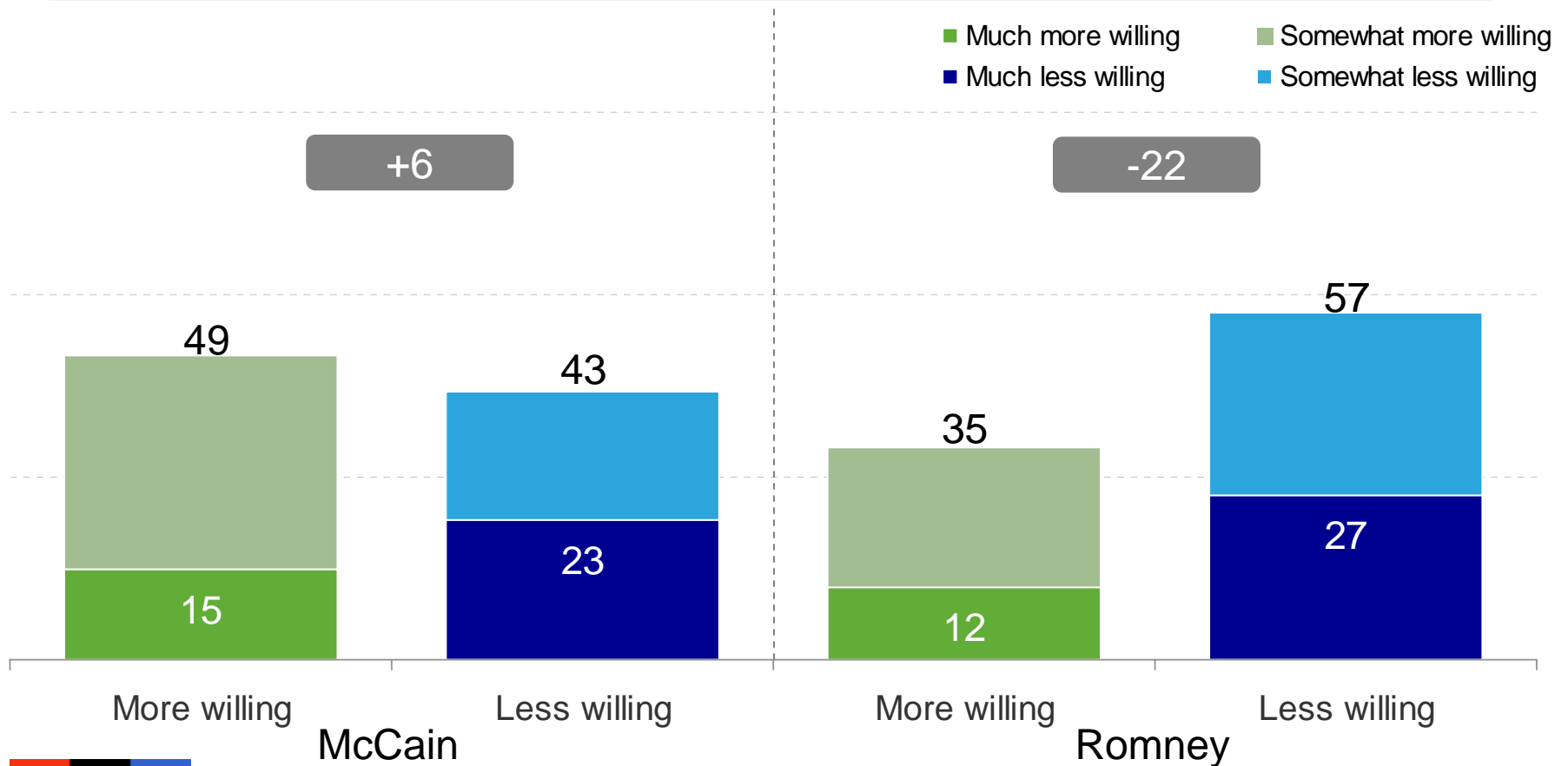
And now let me ask you about some of the Democratic presidential candidates by name. After watching and reading about (THE CANDIDATE) over the past couple of months, do you find yourself more willing or less willing to consider supporting (THE CANDIDATE) for president?





## Voters more likely vote for McCain after primary process

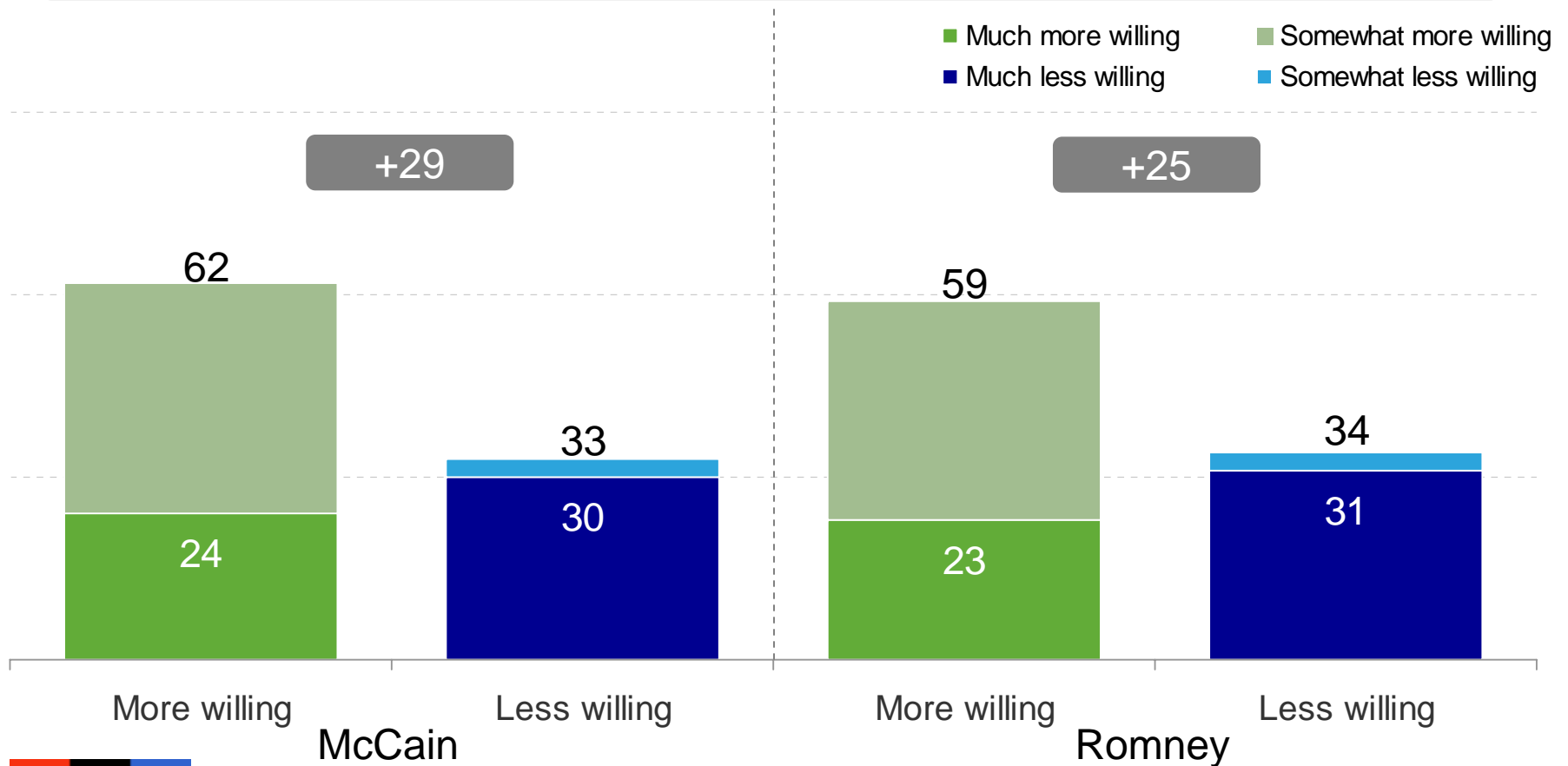
And now let me ask you about some of the Republican presidential candidates by name. After watching and reading about (THE CANDIDATE) over the past couple of months, do you find yourself more willing or less willing to consider supporting (THE CANDIDATE) for president?





## Republicans very happy with both of their candidates

And now let me ask you about some of the Republican presidential candidates by name. After watching and reading about (THE CANDIDATE) over the past couple of months, do you find yourself more willing or less willing to consider supporting (THE CANDIDATE) for president?





# Issue priorities and candidate characteristics

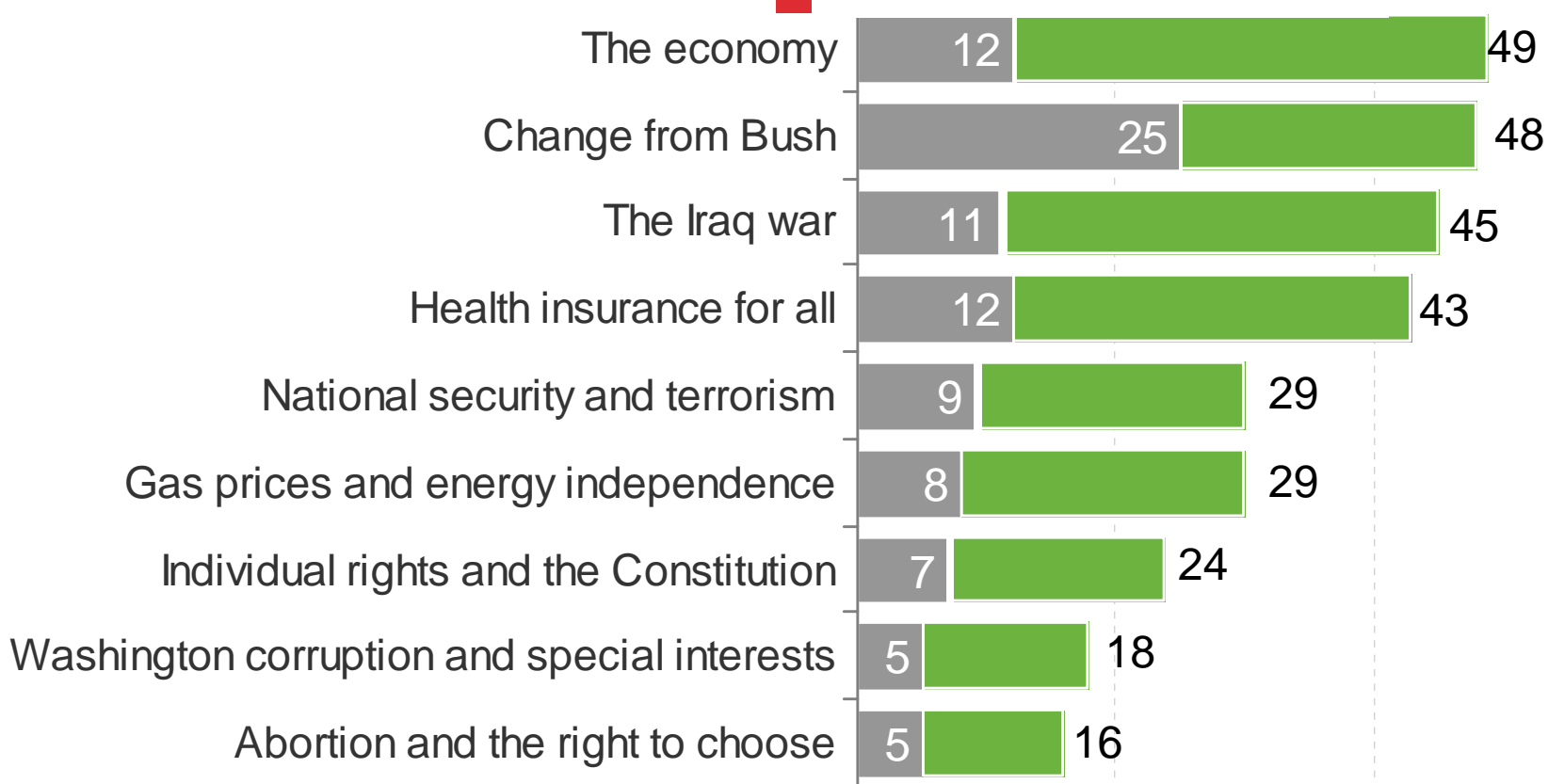
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# Democratic primary issues reflect priorities of nation: change, economy, the war

Now let me read you a list of issues. For each one, based on what you have heard and read, please tell me how important an issue and priority it has been for the Democratic candidates for President?

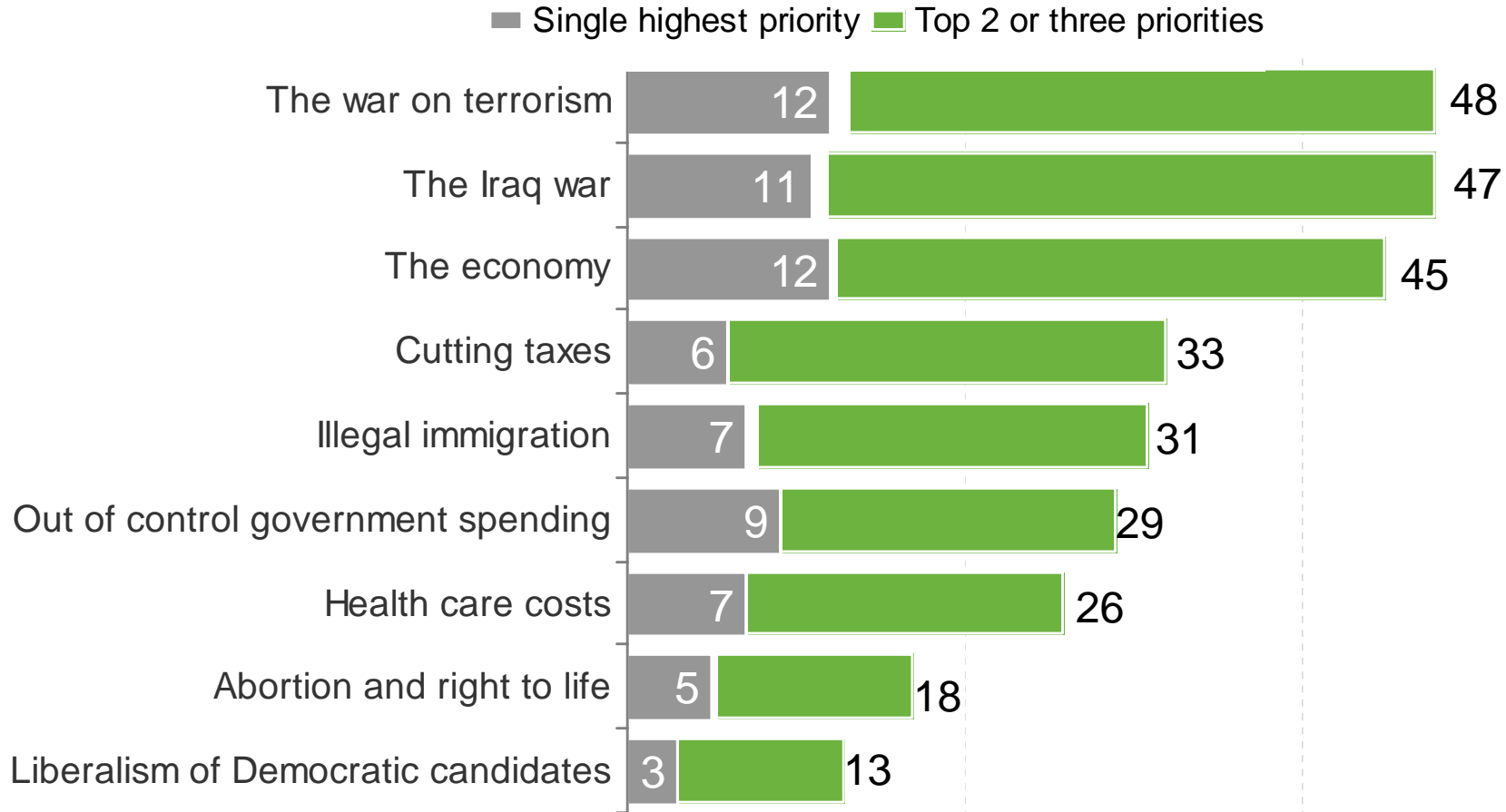
■ Single highest priority  
 ■ Top 2 or three priorities





## Which issues are GOP candidates focusing on?

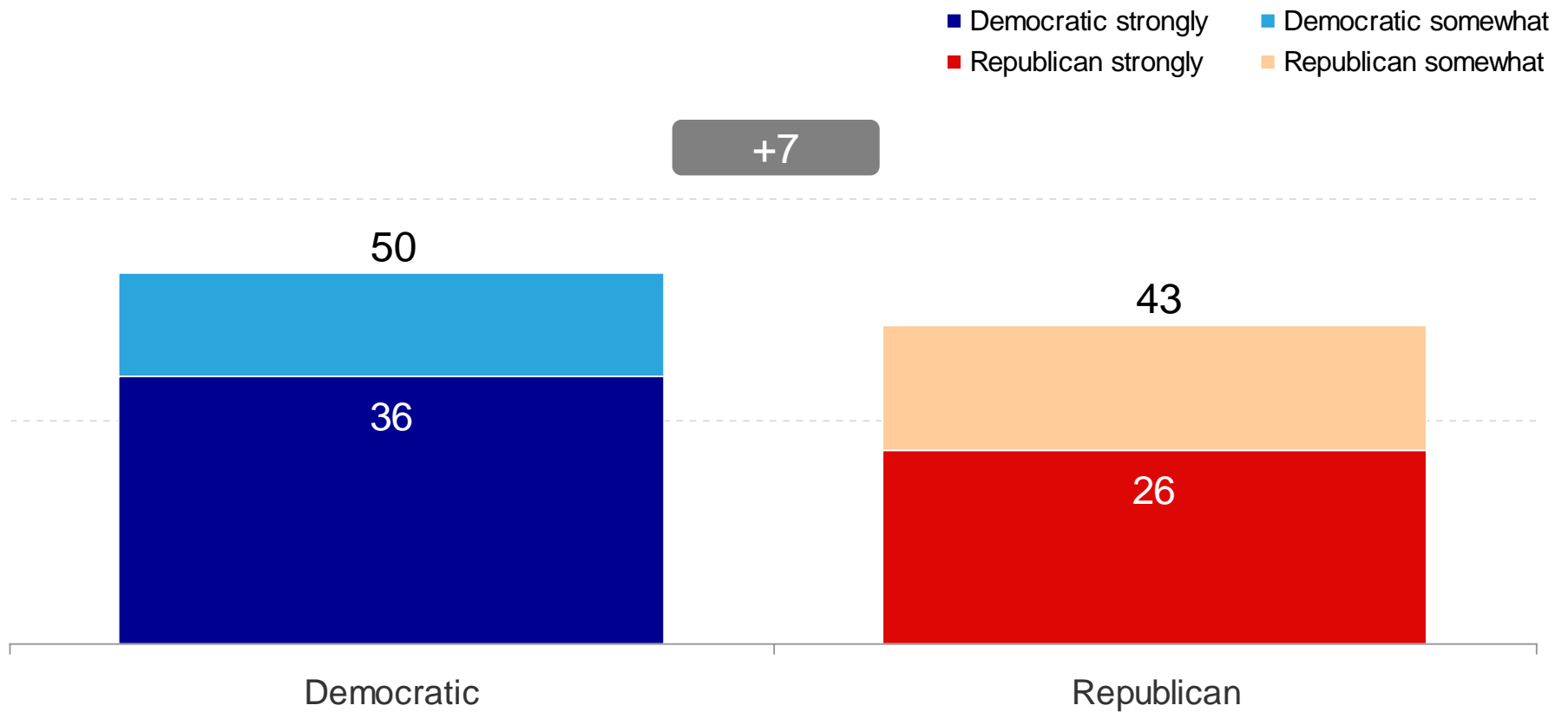
Now let me read you a list of issues. For each one, based on what you have heard and read, please tell me how important an issue and priority it has been for the Republican candidates for President?





## Issues in Democratic primary more in tune with voters priorities

*Based on what you have heard and read, do you find yourself agreeing more with the issue priorities of the Democratic or the Republican candidates for president?*





## Ability to work together emerges as top quality of Democratic candidates

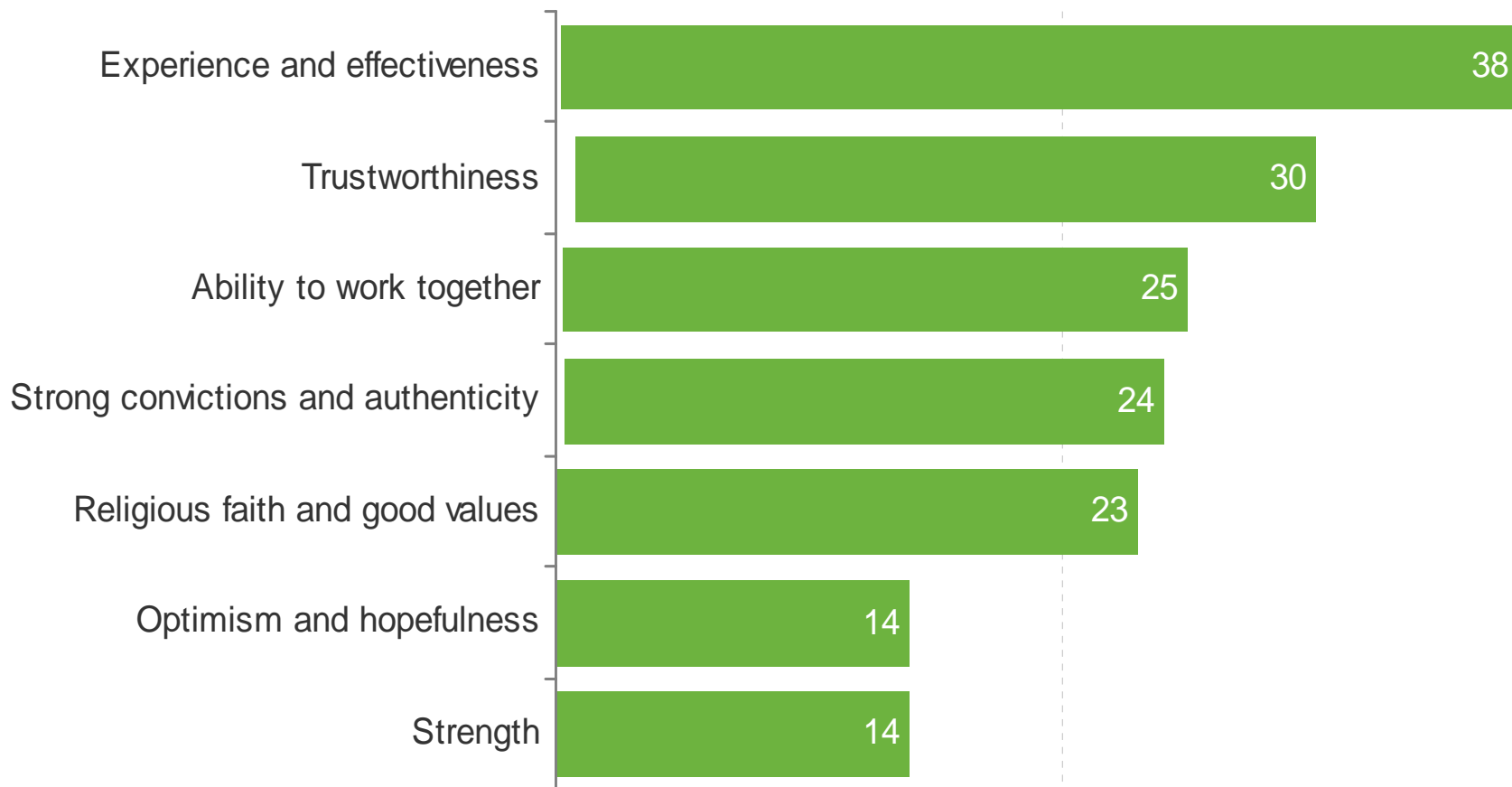
Now, which TWO of the following personal qualities of the leading Democratic candidates are emerging as most important in the Democratic primaries?





## Experience is top quality for Republican candidates

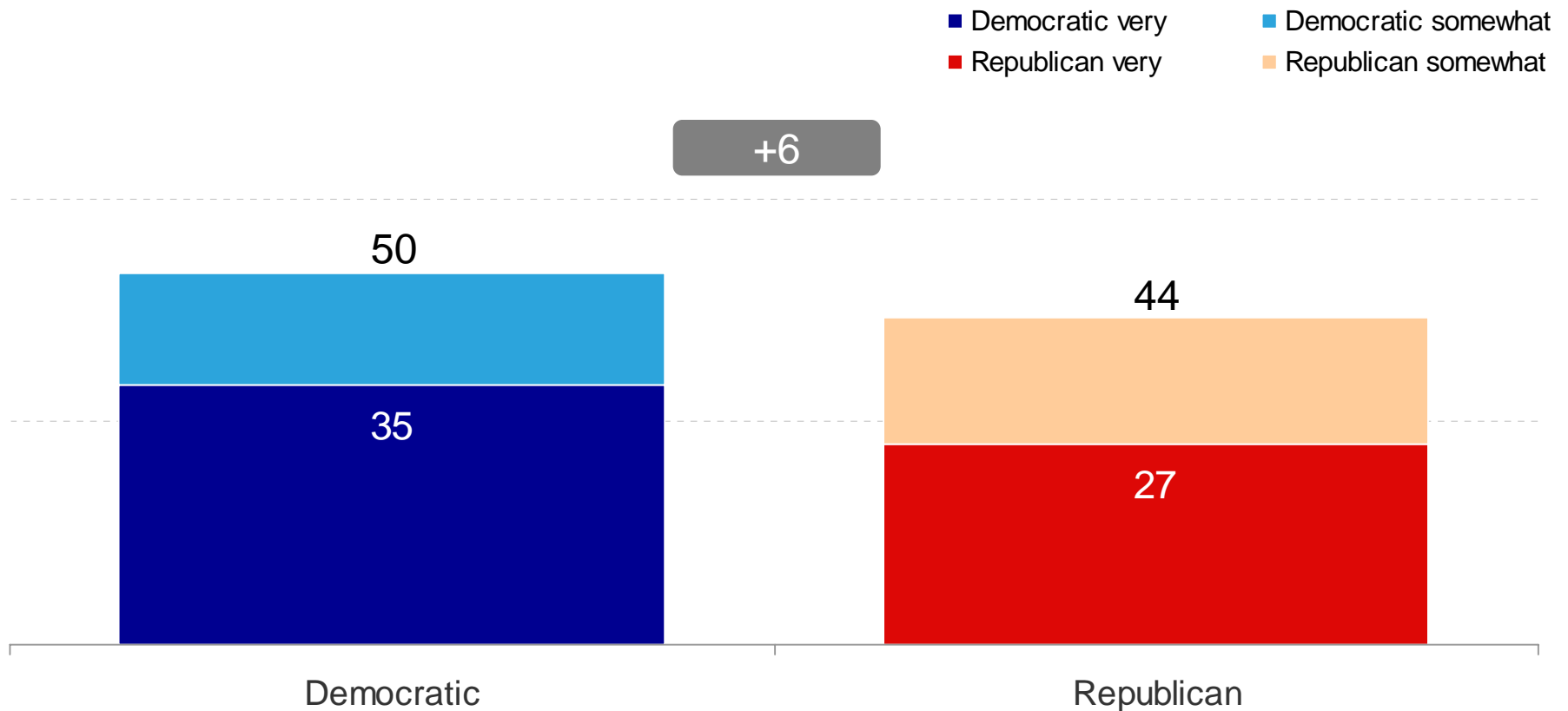
Now, which TWO of the following personal qualities of the leading Republican candidates are emerging as most important in the Republican primaries?





## Voters more comfortable with personal qualities of Democratic candidates

*Based on what you have heard and read, do you find yourself more comfortable with the qualities of the Democratic or the Republican candidates for president?*



# Debate on the economy and Iraq

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Which Iraq statement do you agree with more?

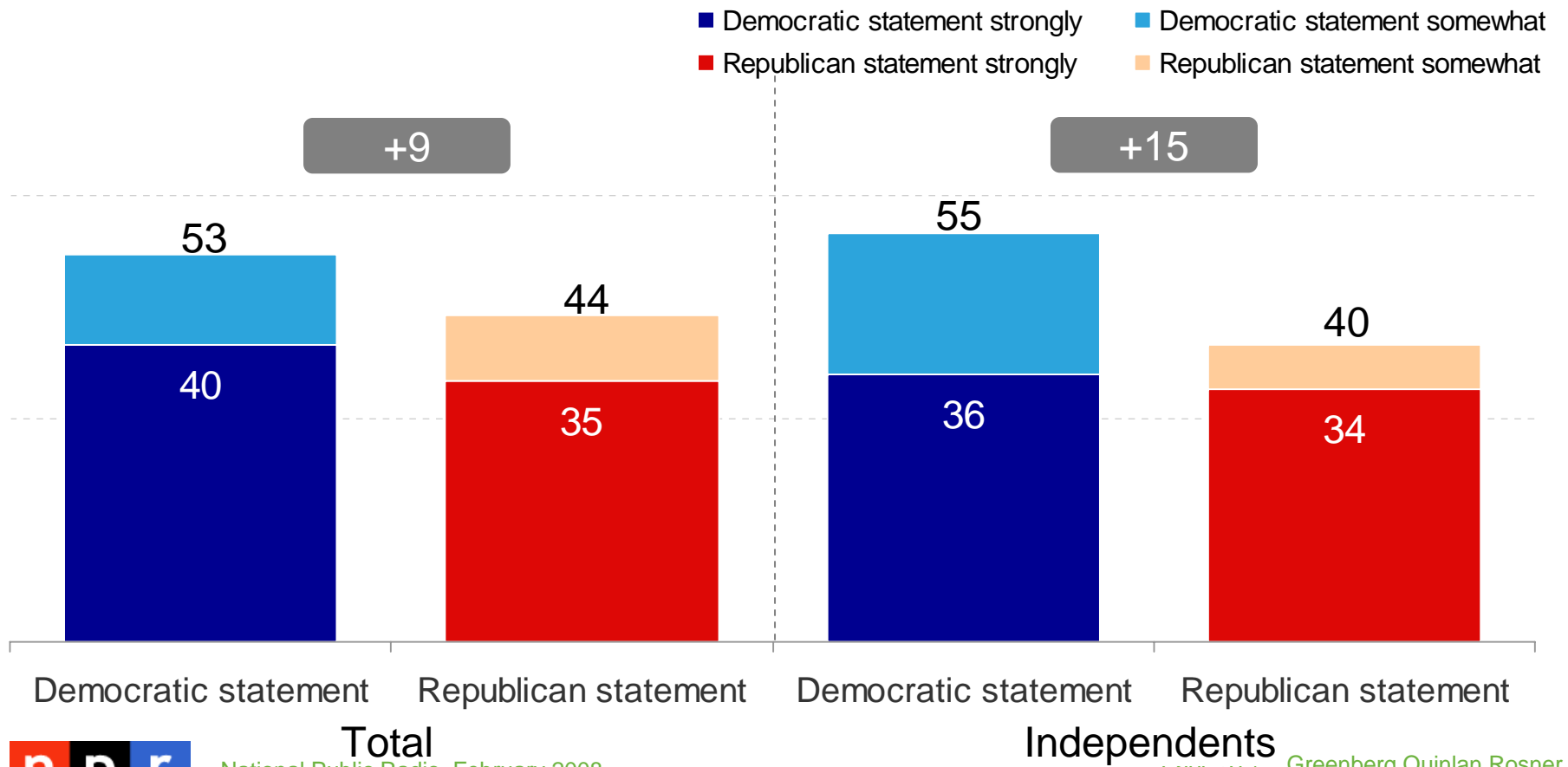
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- *The Democratic candidates have been saying they will bring nearly all American troops home in a year - and pressure the Iraqi leaders to settle their differences and take responsibility for their own security. The funds spent in Iraq are needed at home.*
- *The Republican candidates have been saying the situation is getting better in Iraq and withdrawing will be a victory for the terrorists. If we cut off funding now for the troops we would show the terrorists that we don't have the courage to continue the fight against those who attacked us.*



## Independents support Democratic statement on Iraq

Now I'm going to read you a pair of statements that describe what the Democratic and Republican candidates for president have been saying. After I read these statements, please tell me which one you agree with more.





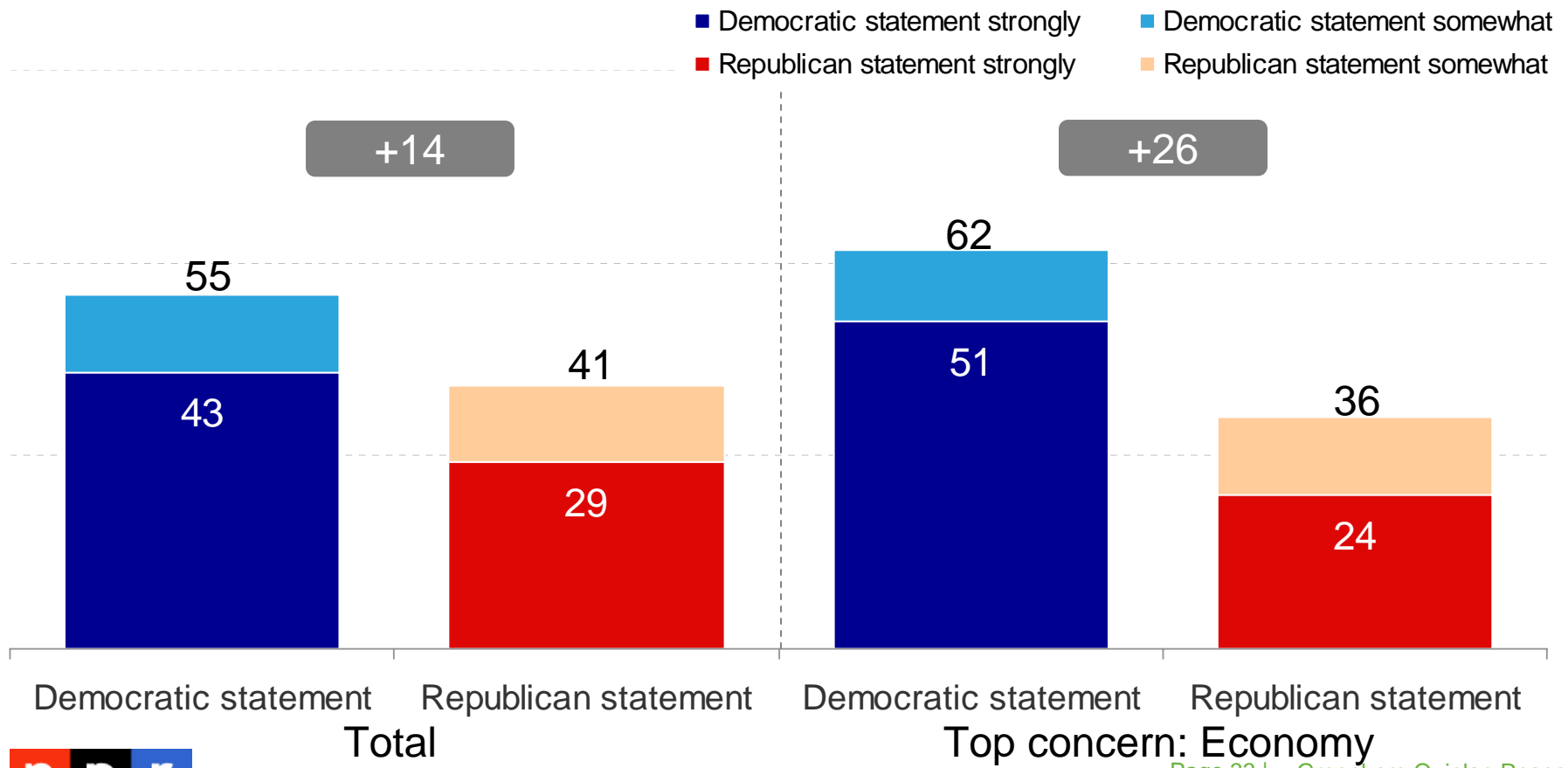
## Which Economic statement do you agree with more?

- *The Democratic candidates say, the Bush economy has worked only for the wealthiest and CEOs, while average Americans struggle with high costs for health care, gas and food. Now with the economy falling into recession, we must cut middle class taxes and expand the child tax credit, invest in job-creating transportation projects and alternative energy, extend unemployment benefits for those recently laid off and reform the mortgage market to revive the housing industry.*
- *The Republican candidates say that the plans the Democrats have for increasing government spending will force Democrats to raise taxes on the middle class. Republicans say that their middle class tax cuts have brought us years of growth and new jobs, and the answer to the problems in housing and financial markets is to encourage business investment to create jobs. They also support making the tax cuts permanent and new tax cuts to put money in people's pockets.*



# Overall and especially those whose top concern is economy overwhelmingly prefer Democratic plan

Now I'm going to read you a pair of statements that describe what the Democratic and Republican candidates for president have been saying. After I read these statements, please tell me which one you agree with more.



# GREENBERG QUINLAN ROSNER RESEARCH

PUBLIC OPINION STRATEGIES



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