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Interview dates: November 2-12, 2007
 Interviews: 2,230 adults; 1,869 registered voters
 1,049 Democrats; 827 Republicans
 Sampling margin of error for a 50% statistic with 95%
 confidence is: ±2.1 for all adults; ±2.3 for registered voters
 ±3.0 for Democrats; ±3.4 for Republicans

THE ASSOCIATED PRESS-YAHOO POLL
 WAVE 1
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NOTE: all results shown are percentages unless otherwise labeled. Results represent all adults unless otherwise indicated. Numbers may not add to 100 due to rounding.

MD1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

| | |
|------------------------|----|
| Right direction | 23 |
| Wrong track | 77 |
| Refused / Not Answered | 0 |

MD2. When you think about how things are going in your life in general, would you say you are...

[RANDOMIZE HALF SAMPLE TO REVERSE THE ITEM ORDER]

| | |
|---------------------------|----|
| Very happy | 22 |
| Somewhat happy | 44 |
| Neither happy nor unhappy | 16 |
| Somewhat unhappy | 13 |
| Very unhappy | 5 |
| Refused / Not Answered | 0 |

FAV1. For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

[GRID, RANDOMIZE ALL THE NAMES]

| | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Don't know enough to say | Refused / Not Answered |
|-----------------|----------------|--------------------|----------------------|------------------|--------------------------|------------------------|
| George W. Bush | 10 | 23 | 19 | 45 | 2 | 0 |
| Nancy Pelosi | 4 | 19 | 15 | 21 | 41 | 1 |
| Hillary Clinton | 18 | 30 | 13 | 35 | 4 | 1 |
| Barack Obama | 12 | 35 | 19 | 16 | 19 | 0 |
| John Edwards | 8 | 35 | 21 | 15 | 21 | 0 |
| Al Gore | 18 | 33 | 18 | 23 | 8 | 0 |
| Rudy Giuliani | 9 | 37 | 22 | 15 | 17 | 0 |
| Fred Thompson | 5 | 21 | 14 | 10 | 50 | 1 |
| John McCain | 6 | 35 | 23 | 11 | 25 | 0 |
| Mitt Romney | 4 | 17 | 17 | 10 | 51 | 1 |
| Bill Clinton | 23 | 31 | 17 | 26 | 3 | 1 |

FAV2. Do you have a favorable or unfavorable impression of...

[GRID, RANDOMIZE PARTIES]

| | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Refused / Not Answered |
|----------------------|----------------|--------------------|----------------------|------------------|------------------------|
| The Democratic Party | 17 | 38 | 26 | 17 | 2 |
| The Republican Party | 9 | 30 | 32 | 25 | 4 |

LV1. Are you registered to vote?

| | |
|---------------------------------|----|
| Yes, at my current address | 76 |
| Yes, but at a different address | 7 |
| No | 13 |
| Not sure | 3 |
| Refused / Not Answered | 0 |

LV2. In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. Which one of the following statements best describes you?

| | |
|--|----|
| I did not vote in the 2004 presidential election | 19 |
| I thought about voting in the 2004 presidential election, but didn't | 5 |
| I usually vote, but didn't in the 2004 presidential election | 4 |
| I'm sure I voted in the 2004 presidential election | 73 |
| Refused / Not Answered | 0 |

[ASK IF DID NOT VOTE OR REFUSED / NOT ANSWERED IN LV2]

LV2A. Why didn't you vote in the 2004 presidential election?

| | |
|-------------------------------|----|
| Too young to vote at the time | 10 |
| Not registered | 38 |
| Too busy, something came up | 22 |
| Other (SPECIFY): | 30 |
| Refused / Not Answered | 1 |

PID1. Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

| | |
|------------------------|----|
| Democrat | 36 |
| Republican | 28 |
| Independent | 24 |
| Some other party | 1 |
| None of these | 11 |
| Refused / Not Answered | 0 |

[ASK IF DEMOCRAT OR REPUBLICAN IN PID1]

PID2. Would you call yourself a strong [Democrat/Republican] or a not very strong [Democrat/Republican]?

| | |
|------------------------|----|
| Strong | 53 |
| Not very strong | 47 |
| Refused / Not Answered | 0 |

[ASK IF INDEPENDENT, SOME OTHER PARTY, NONE OF THESE OR REFUSED / NOT ANSWERED IN PID1]

PID3. Do you think of yourself as CLOSER to the Democratic Party or to the Republican Party?

| | |
|--------------------------------|----|
| Closer to the Democratic Party | 32 |
| Closer to the Republican Party | 26 |
| Neither | 42 |
| Refused / Not Answered | 1 |

[COMBINED VARIABLE, PID1 AND PID3]

PARTYID. Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

| | |
|------------------------|----|
| Democrat | 47 |
| Republican | 37 |
| Independent | 8 |
| Some other party | 1 |
| None of these | 7 |
| Refused / Not Answered | 0 |

LV3. How much interest do you have in following news about the campaign for president, a great deal, quite a bit, only some, very little, or no interest at all?

| | |
|------------------------|----|
| A great deal | 15 |
| Quite a bit | 33 |
| Only some | 34 |
| Very little | 13 |
| No interest at all | 5 |
| Refused / Not Answered | 0 |

CND1. How much thought, if any, have you given to candidates who may be running for president in 2008?

| | |
|------------------------|----|
| A lot | 29 |
| Some | 49 |
| Not much | 16 |
| None at all | 6 |
| Refused / Not Answered | 0 |

LV4. As of now, how likely are you to vote in the Democratic or Republican primary or caucuses for president?

| | |
|------------------------|----|
| Very likely | 51 |
| Somewhat likely | 23 |
| Not too likely | 13 |
| Not at all likely | 13 |
| Refused / Not Answered | 1 |

[ASK IF DIDN'T ANSWER NOT AT ALL LIKELY IN LV4]

LV5. In which party's primary or caucuses are you most likely to vote?

[RANDOMIZE FIRST TWO RESPONSE OPTIONS]

| | |
|------------------------|----|
| Democratic | 44 |
| Republican | 32 |
| Neither | 4 |
| Don't know | 17 |
| Not likely to vote | 2 |
| Refused / Not Answered | 0 |

[ASK IF DEMOCRATIC IN LV5, OF IF DEMOCRAT AND NOT VOTING IN PRIMARY / CAUCUSES]

VOTDEM. If the 2008 Democratic presidential primary or caucuses in your state were being held today and these were the candidates, for whom would you vote?

[RANDOMIZE, DON'T KNOW IS ALWAYS LAST]

| | |
|------------------------|----|
| Hillary Clinton | 48 |
| Barack Obama | 22 |
| John Edwards | 13 |
| Bill Richardson | 2 |
| Joe Biden | 1 |
| Chris Dodd | 1 |
| Mike Gravel | 0 |
| Dennis Kucinich | 1 |
| Don't know | 12 |
| Refused / Not Answered | 0 |

[ASK IF SELECTED CANDIDATE IN VOT1 OR VOT1A]

VOT1B1. Are you certain to support [FILL CANDIDATE'S NAME] for the Democratic nomination or do you think you might change your mind?

| | |
|--|----|
| Certain to support [FILL CANDIDATE'S NAME] | 48 |
| Might change my mind | 52 |
| Refused / Not Answered | 0 |

[ASK IF SELECTED CANDIDATE IN VOT1 OR VOT1A]

VOT1C. Who would be your second choice?

[RANDOMIZE, TAKE OUT CANDIDATE CHOSEN IN VOT1 OR VOT1A]

| | |
|------------------------|----|
| Hillary Clinton | 23 |
| Barack Obama | 23 |
| John Edwards | 21 |
| Bill Richardson | 2 |
| Joe Biden | 4 |
| Chris Dodd | 1 |
| Mike Gravel | 0 |
| Dennis Kucinich | 2 |
| Don't know | 25 |
| Refused / Not Answered | 0 |

[ASK IF REPUBLICAN IN LV5, OF IF REPUBLICAN AND NOT VOTING IN PRIMARY / CAUCUSES]

VOTREP. If the 2008 Republican presidential primary or caucuses in your state were being held today and these were the candidates, for whom would you vote?

[RANDOMIZE]

| | |
|------------------------|----|
| Rudy Giuliani | 27 |
| Fred Thompson | 17 |
| John McCain | 16 |
| Mitt Romney | 13 |
| Mike Huckabee | 10 |
| Duncan Hunter | 1 |
| Ron Paul | 3 |
| Tom Tancredo | 0 |
| Don't know | 13 |
| Refused / Not Answered | 0 |

[ASK IF SELECTED CANDIDATE IN VOT2 OR VOT2A]

VOT2B1. Are you certain to support [FILL CANDIDATE'S NAME] for the Republican nomination or do you think you might change your mind?

| | |
|--|----|
| Certain to support [FILL CANDIDATE'S NAME] | 34 |
| Might change my mind | 66 |
| Refused / Not Answered | 0 |

[ASK IF SELECTED CANDIDATE IN VOT2 OR VOT2A]

VOT2C. Who would be your second choice?

[RANDOMIZE, TAKE OUT CANDIDATE CHOSEN IN VOT2 OR VOT2A]

| | |
|------------------------|----|
| Rudy Giuliani | 20 |
| Fred Thompson | 13 |
| John McCain | 18 |
| Mitt Romney | 12 |
| Mike Huckabee | 6 |
| Duncan Hunter | 2 |
| Ron Paul | 3 |
| Tom Tancredo | 2 |
| Don't know | 25 |
| Refused / Not Answered | 0 |

[ASK IF DEMOCRATIC IN LV5, OF IF DEMOCRAT AND NOT VOTING IN PRIMARY / CAUCUSES]

WIN1. Regardless of which candidate you would vote for, which one do you think would have the best chance of winning the general election in 2008 to become president?

[RANDOMIZE]

| | |
|------------------------|----|
| Hillary Clinton | 64 |
| Barack Obama | 13 |
| John Edwards | 19 |
| Bill Richardson | 2 |
| Joe Biden | 0 |
| Chris Dodd | 1 |
| Mike Gravel | 0 |
| Dennis Kucinich | 0 |
| Refused / Not Answered | 1 |

[ASK IF REPUBLICAN IN LV5, OF IF REPUBLICAN AND NOT VOTING IN PRIMARY / CAUCUSES]

WIN2. Regardless of which candidate you would vote for, which one do you think would have the best chance of winning the general election in 2008 to become president?

[RANDOMIZE]

| | |
|------------------------|----|
| Rudy Giuliani | 51 |
| Fred Thompson | 11 |
| John McCain | 19 |
| Mitt Romney | 14 |
| Mike Huckabee | 2 |
| Duncan Hunter | 0 |
| Ron Paul | 2 |
| Tom Tancredo | 0 |
| Refused / Not Answered | 1 |

LV31. On November 4, 2008, the election for President will be held. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming presidential election? You can use any number between 1 and 10 to indicate how you strongly feel about your likelihood to vote.

| 1 Certain will NOT vote | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 Certain to vote | Refused / Not Answered |
|----------------------------|---|---|---|---|---|---|---|---|-----------------------|---------------------------|
| 6 | 2 | 3 | 1 | 4 | 3 | 4 | 6 | 7 | 64 | 1 |

VOT3. If the 2008 general election for President were being held today, would you vote for...

[RANDOMIZE THE FIRST TWO]

| | |
|--------------------------|----|
| The Democratic candidate | 42 |
| The Republican candidate | 27 |
| Neither | 4 |
| Don't know | 27 |
| Refused / Not Answered | 0 |

APPBUSH. Overall, do you approve, disapprove or have mixed feelings about the way George W. Bush is handling his job as President?

| | |
|------------------------|----|
| Strongly approve | 7 |
| Somewhat approve | 23 |
| Have mixed feelings | 11 |
| Somewhat disapprove | 20 |
| Strongly disapprove | 40 |
| Refused / Not Answered | 0 |

APPCONG. Overall, do you approve, disapprove or have mixed feelings about the way Congress is handling its job?

| | |
|------------------------|----|
| Strongly approve | 1 |
| Somewhat approve | 18 |
| Have mixed feelings | 21 |
| Somewhat disapprove | 41 |
| Strongly disapprove | 19 |
| Refused / Not Answered | 0 |

ISS2. How important is each of the following issues to you personally?

[GRID, RANDOMIZE ISSUES]

| | Not at all important | Slightly important | Moderately important | Very important | Extremely important | Refused / Not Answered |
|-----------------------|----------------------|--------------------|----------------------|----------------|---------------------|------------------------|
| The economy | 1 | 2 | 13 | 37 | 47 | 1 |
| The situation in Iraq | 2 | 5 | 13 | 33 | 46 | 0 |
| Terrorism | 2 | 6 | 18 | 30 | 44 | 0 |
| Health care | 2 | 4 | 16 | 30 | 49 | 0 |
| Social security | 1 | 5 | 18 | 33 | 42 | 0 |
| Political corruption | 2 | 6 | 19 | 32 | 40 | 0 |
| Gas prices | 2 | 5 | 16 | 30 | 48 | 0 |
| Taxes | 2 | 5 | 22 | 36 | 34 | 0 |
| Immigration | 4 | 11 | 23 | 27 | 35 | 0 |
| Same-sex marriage | 36 | 15 | 20 | 12 | 18 | 0 |
| Abortion | 18 | 15 | 24 | 19 | 23 | 0 |
| The environment | 3 | 9 | 24 | 32 | 32 | 0 |
| Tax cuts | 6 | 9 | 25 | 32 | 29 | 0 |

PIM1. Thinking about the Democratic and Republican parties, would you say there is a great deal of difference in what they stand for, a fair amount of difference, or hardly any difference at all?

| | |
|------------------------------|----|
| A great deal of difference | 35 |
| A fair amount of difference | 48 |
| Hardly any difference at all | 17 |
| Refused / Not Answered | 1 |

INT2. Which comes closest to your view?

[RANDOMIZE ITEMS]

| | |
|--|----|
| It matters more than usual who gets elected in the next presidential election | 77 |
| It doesn't matter any more than usual who gets elected in the next presidential election | 23 |
| Refused / Not Answered | 0 |

INT4. Do any of the following words describe how you feel about the upcoming presidential election? Check all that apply.

[RANDOMIZE]

| | |
|------------------------|----|
| Excited | 11 |
| Interested | 47 |
| Frustrated | 34 |
| Bored | 10 |
| Angry | 11 |
| Proud | 6 |
| Hopeful | 45 |
| Overwhelmed | 11 |
| Helpless | 17 |
| None of the above | 7 |
| Refused / Not Answered | 0 |

INT5. Which comes closest to your view?

[RANDOMIZE ITEMS]

| | |
|---|----|
| My vote could really make a difference in this election | 68 |
| My vote doesn't really count for anything | 32 |
| Refused / Not Answered | 0 |

IMG1. Please tell me how well each word describes [INSERT NAME OF CANDIDATE].

[GRID, RANDOMIZE ITEMS – KEEP ORDER OF RANDOMIZED ITEMS THE SAME FOR EACH CANDIDATE]
[RANDOMIZE LIST OF CANDIDATES]

Hillary Clinton

| | Not at all well | Slightly well | Somewhat well | Very well | Refused / Not Answered |
|---------------|-----------------|---------------|---------------|-----------|------------------------|
| Likable | 35 | 23 | 22 | 19 | 1 |
| Decisive | 27 | 22 | 28 | 22 | 1 |
| Strong | 21 | 20 | 26 | 33 | 1 |
| Honest | 38 | 23 | 23 | 16 | 1 |
| Experienced | 22 | 22 | 26 | 29 | 1 |
| Compassionate | 30 | 23 | 25 | 21 | 1 |
| Refreshing | 40 | 20 | 21 | 18 | 2 |
| Ethical | 35 | 24 | 24 | 17 | 1 |
| Liberal | 14 | 22 | 29 | 35 | 1 |
| Moderate | 32 | 31 | 25 | 11 | 1 |
| Conservative | 48 | 25 | 17 | 9 | 1 |
| Attractive | 33 | 28 | 24 | 14 | 1 |

Barack Obama

| | Not at all well | Slightly well | Somewhat well | Very well | Refused / Not Answered |
|---------------|-----------------|---------------|---------------|-----------|------------------------|
| Likable | 19 | 24 | 29 | 25 | 4 |
| Decisive | 21 | 33 | 30 | 11 | 4 |
| Strong | 20 | 30 | 30 | 16 | 5 |
| Honest | 19 | 29 | 32 | 16 | 5 |
| Experienced | 33 | 37 | 19 | 6 | 4 |
| Compassionate | 18 | 28 | 31 | 18 | 5 |
| Refreshing | 23 | 26 | 25 | 22 | 4 |
| Ethical | 19 | 29 | 31 | 18 | 4 |
| Liberal | 16 | 26 | 30 | 24 | 5 |
| Moderate | 25 | 37 | 27 | 8 | 5 |
| Conservative | 42 | 32 | 15 | 6 | 5 |
| Attractive | 23 | 28 | 28 | 18 | 4 |

John Edwards

| | Not at all well | Slightly well | Somewhat well | Very well | Refused / Not Answered |
|---------------|-----------------|---------------|---------------|-----------|------------------------|
| Likable | 19 | 28 | 32 | 17 | 5 |
| Decisive | 22 | 34 | 31 | 8 | 5 |
| Strong | 21 | 33 | 31 | 10 | 5 |
| Honest | 22 | 32 | 30 | 11 | 5 |
| Experienced | 18 | 34 | 34 | 10 | 5 |
| Compassionate | 19 | 30 | 32 | 15 | 5 |
| Refreshing | 27 | 33 | 25 | 10 | 5 |
| Ethical | 21 | 33 | 32 | 10 | 5 |
| Liberal | 16 | 31 | 27 | 21 | 5 |
| Moderate | 24 | 37 | 29 | 5 | 5 |
| Conservative | 37 | 34 | 19 | 4 | 6 |
| Attractive | 19 | 29 | 31 | 17 | 5 |

Rudy Giuliani

| | Not at all well | Slightly well | Somewhat well | Very well | Refused / Not Answered |
|---------------|-----------------|---------------|---------------|-----------|------------------------|
| Likable | 19 | 31 | 28 | 18 | 3 |
| Decisive | 15 | 29 | 34 | 19 | 3 |
| Strong | 15 | 28 | 31 | 23 | 4 |
| Honest | 21 | 34 | 30 | 12 | 3 |
| Experienced | 15 | 28 | 32 | 22 | 3 |
| Compassionate | 19 | 31 | 30 | 17 | 3 |
| Refreshing | 29 | 33 | 24 | 10 | 4 |
| Ethical | 22 | 34 | 30 | 10 | 4 |
| Liberal | 34 | 39 | 19 | 5 | 4 |
| Moderate | 20 | 42 | 28 | 6 | 4 |
| Conservative | 18 | 36 | 30 | 13 | 4 |
| Attractive | 36 | 39 | 17 | 5 | 4 |

Fred Thompson

| | Not at all well | Slightly well | Somewhat well | Very well | Refused / Not Answered |
|---------------|-----------------|---------------|---------------|-----------|------------------------|
| Likable | 21 | 33 | 25 | 11 | 10 |
| Decisive | 22 | 40 | 22 | 6 | 10 |
| Strong | 22 | 37 | 23 | 8 | 10 |
| Honest | 20 | 37 | 25 | 9 | 10 |
| Experienced | 27 | 36 | 22 | 6 | 10 |
| Compassionate | 22 | 42 | 21 | 5 | 10 |
| Refreshing | 30 | 36 | 19 | 6 | 10 |
| Ethical | 21 | 37 | 25 | 8 | 10 |
| Liberal | 43 | 34 | 12 | 1 | 10 |
| Moderate | 26 | 42 | 19 | 3 | 10 |
| Conservative | 18 | 31 | 24 | 17 | 10 |
| Attractive | 35 | 40 | 13 | 2 | 10 |

John McCain

| | Not at all well | Slightly well | Somewhat well | Very well | Refused / Not Answered |
|---------------|-----------------|---------------|---------------|-----------|------------------------|
| Likable | 18 | 35 | 30 | 12 | 5 |
| Decisive | 16 | 33 | 32 | 13 | 5 |
| Strong | 17 | 29 | 31 | 18 | 5 |
| Honest | 16 | 33 | 31 | 15 | 5 |
| Experienced | 14 | 26 | 32 | 24 | 5 |
| Compassionate | 17 | 37 | 31 | 10 | 6 |
| Refreshing | 29 | 40 | 20 | 5 | 6 |
| Ethical | 16 | 32 | 32 | 15 | 5 |
| Liberal | 39 | 40 | 13 | 2 | 6 |
| Moderate | 19 | 43 | 26 | 5 | 6 |
| Conservative | 16 | 33 | 29 | 16 | 6 |
| Attractive | 29 | 44 | 17 | 4 | 6 |

Mitt Romney

| | Not at all well | Slightly well | Somewhat well | Very well | Refused / Not Answered |
|---------------|-----------------|---------------|---------------|-----------|------------------------|
| Likable | 26 | 35 | 20 | 8 | 11 |
| Decisive | 26 | 37 | 21 | 6 | 11 |
| Strong | 24 | 38 | 21 | 6 | 11 |
| Honest | 25 | 34 | 21 | 8 | 11 |
| Experienced | 25 | 36 | 22 | 6 | 11 |
| Compassionate | 26 | 37 | 21 | 6 | 11 |
| Refreshing | 32 | 36 | 16 | 5 | 11 |
| Ethical | 25 | 34 | 21 | 9 | 11 |
| Liberal | 43 | 35 | 9 | 2 | 11 |
| Moderate | 31 | 39 | 17 | 2 | 11 |
| Conservative | 23 | 31 | 21 | 14 | 11 |
| Attractive | 28 | 34 | 18 | 9 | 11 |

IMG3. Which candidate...

Is the person you'd MOST like to have on your bowling team?

| | |
|------------------------|----|
| Hillary Clinton | 20 |
| Barack Obama | 18 |
| John Edwards | 13 |
| Rudy Giuliani | 17 |
| Fred Thompson | 10 |
| John McCain | 8 |
| Mitt Romney | 5 |
| Other (SPECIFY): | 9 |
| Refused / Not Answered | 1 |

Is the person you'd LEAST like to have on your bowling team?

| | |
|------------------------|----|
| Hillary Clinton | 39 |
| Barack Obama | 8 |
| John Edwards | 3 |
| Rudy Giuliani | 13 |
| Fred Thompson | 10 |
| John McCain | 7 |
| Mitt Romney | 13 |
| Other (SPECIFY): | 4 |
| Refused / Not Answered | 3 |

Is the person you'd MOST like to bring on your family vacation?

| | |
|------------------------|----|
| Hillary Clinton | 22 |
| Barack Obama | 17 |
| John Edwards | 13 |
| Rudy Giuliani | 15 |
| Fred Thompson | 10 |
| John McCain | 8 |
| Mitt Romney | 5 |
| Other (SPECIFY): | 10 |
| Refused / Not Answered | 2 |

Is the person you'd LEAST like to bring on your family vacation?

| | |
|------------------------|----|
| Hillary Clinton | 35 |
| Barack Obama | 12 |
| John Edwards | 3 |
| Rudy Giuliani | 15 |
| Fred Thompson | 10 |
| John McCain | 8 |
| Mitt Romney | 13 |
| Other (SPECIFY): | 3 |
| Refused / Not Answered | 2 |

CQ2. Which is more important to you in choosing a candidate for president?

[RANDOMIZE FIRST TWO ITEMS]

| | |
|--|----|
| Their personal qualities such as experience and leadership ability | 46 |
| Their positions on specific issues | 44 |
| Neither | 10 |
| Refused / Not Answered | 0 |

CQ3. How important is each of the following qualities of a presidential candidate to you personally?

[GRID, RANDOMIZE ITEMS]

| | Not at all important | Slightly important | Moderately important | Very important | Extremely important | Refused / Not Answered |
|---------------|----------------------|--------------------|----------------------|----------------|---------------------|------------------------|
| Likable | 5 | 11 | 33 | 31 | 20 | 0 |
| Decisive | 1 | 3 | 14 | 37 | 44 | 0 |
| Strong | 2 | 3 | 14 | 34 | 46 | 1 |
| Honest | 1 | 1 | 7 | 21 | 69 | 1 |
| Experienced | 2 | 4 | 18 | 37 | 40 | 0 |
| Compassionate | 2 | 6 | 23 | 36 | 32 | 1 |
| Refreshing | 11 | 17 | 32 | 24 | 16 | 0 |
| Ethical | 2 | 2 | 9 | 27 | 59 | 0 |
| Liberal | 24 | 17 | 28 | 18 | 13 | 1 |
| Moderate | 9 | 15 | 38 | 24 | 13 | 1 |
| Conservative | 14 | 15 | 29 | 22 | 20 | 1 |
| Attractive | 45 | 22 | 20 | 6 | 6 | 0 |

CQ4. Regardless of the specific candidates who are running for president, we'd like to know how you generally feel about some different traits. What best describes how you feel about supporting a candidate who has each of the following traits?

[GRID, RANDOMIZE ITEMS]

| | Enthusiastic | Comfortable | Have some reservations | Very uncomfortable | Makes no difference to me | Refused / Not Answered |
|---------------------------------------|--------------|-------------|------------------------|--------------------|---------------------------|------------------------|
| Someone who is a Mormon | 2 | 18 | 30 | 20 | 29 | 1 |
| Someone who is more than 70 years old | 1 | 15 | 42 | 21 | 20 | 0 |
| Someone who is a woman | 12 | 25 | 16 | 9 | 37 | 0 |
| Someone who is Hispanic | 5 | 26 | 19 | 13 | 36 | 0 |
| Someone who is black | 8 | 30 | 12 | 7 | 42 | 1 |
| Someone who is a Muslim | 2 | 9 | 29 | 42 | 18 | 1 |
| Someone who has been divorced | 2 | 29 | 17 | 5 | 48 | 0 |
| Someone who is gay or lesbian | 4 | 14 | 22 | 37 | 24 | 0 |

EC1. How easy or difficult is it for you and your family to get ahead financially these days?

[RANDOMIZE HALF SAMPLE TO REVERSE THE ITEM ORDER]

| | |
|----------------------------|----|
| Very easy | 3 |
| Somewhat easy | 7 |
| Neither easy nor difficult | 24 |
| Somewhat difficult | 33 |
| Very difficult | 33 |
| Refused / Not Answered | 0 |

EC10. How much control do you feel you have over your own personal finances?

| | |
|------------------------|----|
| A lot | 32 |
| Some | 45 |
| Hardly any | 18 |
| None at all | 5 |
| Refused / Not Answered | 0 |

IR8. Do you favor or oppose the war in Iraq?

[RANDOMIZE HALF SAMPLE TO REVERSE THE ITEM ORDER]

| | |
|------------------------|----|
| Strongly favor | 9 |
| Somewhat favor | 22 |
| Somewhat oppose | 25 |
| Strongly oppose | 44 |
| Refused / Not Answered | 0 |

IR1. All in all, thinking about how things have gone in Iraq since the United States went to war there in March, 2003, do you think the United States...

[RANDOMIZE ITEMS]

| | |
|---|----|
| Made the right decision in going to war in Iraq | 37 |
| Made a mistake in going to war in Iraq | 62 |
| Refused / Not Answered | 1 |

MRL1. For each of the following, please tell us if you think it's something that is okay or not okay for other people to do, even if you do not do it yourself. How about...

[GRID, RANDOMIZE ITEMS]

| | Okay | Not okay | Refused / Not Answered |
|---|------|----------|------------------------|
| Drink a lot of alcohol | 23 | 77 | 0 |
| Gamble | 65 | 35 | 0 |
| Smoke marijuana | 33 | 67 | 0 |
| Download or share music or video files without paying for them | 24 | 76 | 1 |
| Use cable TV without paying for it | 9 | 91 | 0 |
| Use a neighbor's wireless internet connection without paying for it | 14 | 86 | 0 |

ISS4. Do you favor or oppose each of the following?

| | Completely favor | Somewhat favor | Neither favor nor oppose | Somewhat oppose | Completely oppose | Refused / Not Answered |
|--|------------------|----------------|--------------------------|-----------------|-------------------|------------------------|
| The use of stem cells taken from human embryos in medical research | 33 | 19 | 24 | 10 | 14 | 0 |
| The registration and licensing of all new handguns sold in the United States | 54 | 17 | 14 | 6 | 8 | 1 |
| Relaxing some environmental standards to increase oil and gas production in the United States | 16 | 24 | 24 | 17 | 19 | 0 |
| Allowing people to invest a portion of their Social Security taxes in the stock market | 15 | 24 | 31 | 14 | 15 | 1 |
| Having the federal government in Washington intervene to reduce the income differences between the richest and poorest Americans | 18 | 24 | 24 | 13 | 20 | 1 |
| Canceling the tax cuts passed since 2001 for people who are wealthy | 33 | 18 | 21 | 10 | 17 | 0 |
| A government insurance plan that would cover all medical and hospital expenses for everyone | 38 | 25 | 15 | 9 | 13 | 1 |

ISS5. Which comes closest to your opinion on abortion? Abortion should be...

| | |
|------------------------|----|
| Legal in all cases | 20 |
| Legal in most cases | 35 |
| Illegal in most cases | 33 |
| Illegal in all cases | 12 |
| Refused / Not Answered | 1 |

ISS7. Do you favor or oppose providing a way for illegal immigrants currently in the United States to obtain legal status if they pass background checks, pay fines and have jobs?

[RANDOMIZE HALF SAMPLE TO REVERSE THE ITEM ORDER]

| | |
|------------------------|----|
| Strongly favor | 16 |
| Somewhat favor | 35 |
| Somewhat oppose | 23 |
| Strongly oppose | 26 |
| Refused / Not Answered | 1 |

SOC1. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

| | |
|----------------------------|----|
| Most people can be trusted | 34 |
| Can't be too careful | 66 |
| Refused / Not Answered | 1 |

SOC2. And thinking about your personal life... When you need help, would you say that you can turn to many people for support, just a few people, or hardly any people for support?

| | |
|------------------------|----|
| Many people | 26 |
| Just a few | 58 |
| Hardly any people | 16 |
| Refused / Not Answered | 0 |

SOC3. About how long have you lived in your neighborhood?

| | |
|------------------------|----|
| Less than one year | 7 |
| 1-5 years | 30 |
| 6-10 years | 19 |
| 11-20 years | 20 |
| More than 20 years | 19 |
| All my life | 5 |
| Refused / Not Answered | 0 |

SOC4. Would you say that you know a lot of people in your neighborhood, some people, just a few, or hardly any?

| | |
|------------------------|----|
| A lot | 20 |
| Some | 38 |
| Just a few | 28 |
| Hardly any | 15 |
| Refused / Not Answered | 0 |

PIN1. We're interested in different ways people hear about or talk about politics. How often does the subject of politics come up in each of the following?

[GRID, RANDOMIZE ITEMS]

| | A lot | Some | Hardly ever | Never | Does not apply | Refused / Not Answered |
|---|-------|------|-------------|-------|----------------|------------------------|
| At work | 9 | 30 | 22 | 10 | 27 | 1 |
| At your church or place of worship | 3 | 18 | 25 | 20 | 34 | 0 |
| In conversations with friends | 14 | 49 | 27 | 7 | 4 | 0 |
| In conversations with family | 18 | 49 | 22 | 7 | 4 | 0 |
| In conversations on an internet message board or blog | 4 | 13 | 17 | 25 | 40 | 0 |

PIN2. Have you ever...

[GRID, RANDOMIZE ITEMS]

| | Yes, within the last year | Yes, but longer than a year ago | No | Refused / Not Answered |
|--|---------------------------|---------------------------------|----|------------------------|
| Contributed money to a candidate running for public office | 7 | 15 | 78 | 0 |
| Contacted any elected official | 17 | 23 | 60 | 0 |
| Signed or circulated a petition | 22 | 36 | 42 | 0 |
| Attended a campaign event | 5 | 21 | 73 | 0 |
| Signed up for a political candidate's or political party's e-mail list | 9 | 9 | 82 | 0 |

PKN1. Do you happen to know which party has a majority in Congress right now?

[RANDOMIZE ITEMS]

| | |
|------------------------|----|
| Democrats | 79 |
| Republicans | 18 |
| Refused / Not Answered | 4 |

MOB1. Recently, have you personally been contacted by any candidates, campaigns, or other groups urging you to vote in a particular way in the upcoming presidential elections, or not?

| | |
|-----------------------------|----|
| Yes, have been contacted | 24 |
| No, have not been contacted | 75 |
| Refused / Not Answered | 0 |

[ASK IF YES, HAVE BEEN CONTACTED IN MOB1]

MOB2. How were you contacted? Were you contacted...

[RANDOMIZE]

| | |
|--|----|
| By phone | 75 |
| By postal mail | 56 |
| By email | 24 |
| In person at your home | 9 |
| In person at your work or school | 2 |
| In person at some other place like a shopping mall or church | 5 |
| Some other way (SPECIFY): | 2 |
| Refused / Not Answered | 0 |

[ASK IF YES, HAVE BEEN CONTACTED IN MOB1]

MOB3. When you were contacted, were you urged to vote for...

[RANDOMIZE THE FIRST TWO]

| | |
|------------------------|----|
| Democrats | 26 |
| Republicans | 24 |
| Both | 46 |
| Other (SPECIFY): | 4 |
| Refused / Not Answered | 0 |

AD1. In the last week, have you personally seen any television ads for any of these presidential candidates?
Mark all that apply.

[RANDOMIZE]

| | |
|---|----|
| Hillary Clinton | 24 |
| Barack Obama | 20 |
| John Edwards | 12 |
| Rudy Giuliani | 13 |
| Fred Thompson | 8 |
| John McCain | 9 |
| Mitt Romney | 9 |
| Some other presidential candidate (SPECIFY) | 1 |
| None of the above | 70 |
| Refused / Not Answered | 1 |

MED1. How often do you get information about politics from each of the following sources?

[GRID, RANDOMIZE ITEMS]

| | Every day | Three times a week or more | Almost every week | One to three times a month | Less than once a month | Never | Refused / Not Answered |
|---------------------|-----------|----------------------------|-------------------|----------------------------|------------------------|-------|------------------------|
| Radio | 18 | 13 | 17 | 10 | 13 | 27 | 1 |
| Internet news sites | 12 | 11 | 12 | 10 | 11 | 43 | 1 |
| Paper newspapers | 24 | 10 | 19 | 12 | 12 | 22 | 1 |
| Television | 36 | 18 | 19 | 10 | 8 | 10 | 0 |
| Magazines | 2 | 4 | 12 | 15 | 24 | 44 | 1 |

REL1. Would you describe yourself as a born-again or evangelical Christian, or not?

| | |
|--|----|
| Born-again or evangelical Christian | 36 |
| Neither born-again nor evangelical Christian | 63 |
| Refused / Not Answered | 1 |

REL2. What is your religious preference?

| | |
|-------------------------------|----|
| Protestant | 33 |
| Catholic | 24 |
| Mormon | 2 |
| Jewish | 2 |
| Some other religion (SPECIFY) | 18 |
| None | 20 |
| Refused / Not Answered | 1 |

REL3. How often do you attend religious services?

| | |
|------------------------|----|
| More than once a week | 12 |
| Once a week | 22 |
| A few times a month | 9 |
| A few times a year | 30 |
| Never | 28 |
| Refused / Not Answered | 0 |

REL4. Would you say that religion or spirituality is...

[RANDOMIZE HALF SAMPLE TO REVERSE THE ITEM ORDER]

| | |
|---|----|
| The single most important thing in life | 17 |
| A very important part of life | 43 |
| A somewhat important part of life | 19 |
| A small part of life | 12 |
| Not an important part of life | 8 |
| Refused / Not Answered | 1 |

STR1. In general, how often do you experience stress in your daily life?

| | |
|------------------------|----|
| Never | 1 |
| Rarely | 16 |
| Sometimes | 45 |
| Frequently | 37 |
| Refused / Not Answered | 0 |

STR2. How often do you get the feeling that your life is beyond your control?

| | |
|------------------------|----|
| Never | 17 |
| Rarely | 37 |
| Sometimes | 35 |
| Frequently | 11 |
| Refused / Not Answered | 0 |

[ASK IF I'M SURE I VOTED IN THE 2004 PRESIDENTIAL ELECTION IN LV2]

VH1. In the 2004 election for president, did you vote for...

[RANDOMIZE THE FIRST THREE ITEMS]

| | |
|--------------------------------|----|
| George W. Bush, the Republican | 49 |
| John Kerry, the Democrat | 46 |
| Ralph Nader, the Independent | 2 |
| Someone else (SPECIFY): | 2 |
| Refused / Not Answered | 1 |

[ASK IF I'M SURE I VOTED IN THE 2004 PRESIDENTIAL ELECTION IN LV2]

VH2. In the 2004 election, did you vote on Election Day, or did you vote early by going to an early voting location or by mailing in an early voting or absentee ballot?

| | |
|--|----|
| Voted on Election Day | 80 |
| Voted early by going to an early voting location | 8 |
| Voted early by mailing in an early voting or absentee ballot | 12 |
| Refused / Not Answered | 0 |

ID1. Generally speaking, do you consider yourself...

[REVERSE SCALE FOR HALF OF SAMPLE]

| | |
|------------------------|----|
| Very liberal | 5 |
| Somewhat liberal | 17 |
| Moderate | 42 |
| Somewhat conservative | 25 |
| Very conservative | 10 |
| Refused / Not Answered | 1 |

DEMOGRAPHICS

AGE

| | |
|-------|----|
| 18-29 | 22 |
| 30-44 | 28 |
| 45-59 | 28 |
| 60+ | 23 |

GENDER

| | |
|--------|----|
| Male | 48 |
| Female | 52 |

EDUCATION

| | |
|----------------------------|----|
| Less than high school | 13 |
| High school | 31 |
| Some college | 28 |
| Bachelors degree or higher | 28 |

RACE / ETHNICITY

| | |
|------------------------|----|
| White, Non-Hispanic | 70 |
| Black, Non-Hispanic | 11 |
| Other, Non-Hispanic | 6 |
| Hispanic | 12 |
| 2+ Races, Non-Hispanic | 1 |

MARITAL STATUS

| | |
|------------------------|----|
| Married | 59 |
| Single (never married) | 22 |
| Divorced | 12 |
| Widowed | 5 |
| Separated | 2 |

HOUSEHOLD SIZE

| | |
|----|----|
| 1 | 18 |
| 2 | 39 |
| 3 | 18 |
| 4 | 15 |
| 5 | 7 |
| 6+ | 3 |

CHILDREN LIVING IN HOUSEHOLD

| | |
|--------------------|----|
| TOTAL ANY CHILDREN | 30 |
| Under 6 | 12 |
| 6-12 | 15 |
| 13-17 | 12 |
| TOTAL NO CHILDREN | 70 |

REGION

| | |
|-----------|----|
| Northeast | 18 |
| Midwest | 22 |
| South | 36 |
| West | 23 |

METROPOLITAN STATUS

| | |
|-----------|----|
| Non-Metro | 17 |
| Metro | 84 |

WORK STATUS

| | |
|--|----|
| TOTAL EMPLOYED | 58 |
| I work as a paid employee | 52 |
| I am self-employed | 4 |
| I am an owner/partner in small business, professional practice, farm | 2 |
| I work at least 15 hrs/wk w/o pay in family business/farm | 0 |
| TOTAL NOT EMPLOYED | 43 |
| I am unemployed, temporarily laid off, but looking for work | 5 |
| I am retired | 15 |
| I am disabled | 8 |
| I am a homemaker | 11 |
| Other | 4 |

INCOME

| | |
|---------------------------------|----|
| Under \$15,000 | 15 |
| \$15,000 to less than \$20,000 | 5 |
| \$20,000 to less than \$25,000 | 8 |
| \$25,000 to less than \$30,000 | 6 |
| \$30,000 to less than \$40,000 | 14 |
| \$40,000 to less than \$50,000 | 12 |
| \$50,000 to less than \$75,000 | 20 |
| \$75,000 to less than \$100,000 | 11 |
| \$100,000 or more | 8 |

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanelSM, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers. Persons in selected households are then invited by telephone to participate in the web-enabled KnowledgePanelSM. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

ABOUT KNOWLEDGE NETWORKS

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