Results of SurveyUSA News Poll #14340

Geography: USA 50 States
Data Collected: 09/05/2008
Release Date: 09/05/2008
Percentages

Sponsors:
All SurveyUSA Clients

1 What letter grade would you give John McCain for his speech? An A, B, C, D, or an F?

1272 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-2.8 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
A	41%	41%	42%	34%	40%	49%	44%	28%	47%	23%	63%	23%	31%	64%	32%	11%	40%	42%
B	22%	23%	21%	17%	23%	24%	24%	18%	15%	17%	25%	16%	23%	25%	24%	13%	19%	23%
C	15%	14%	16%	17%	17%	11%	14%	11%	17%	31%	7%	23%	18%	4%	22%	27%	16%	15%
D	12%	11%	12%	17%	10%	9%	10%	19%	10%	19%	3%	21%	14%	5%	13%	28%	10%	12%
F	9%	10%	9%	15%	9%	6%	8%	23%	11%	11%	2%	16%	14%	2%	9%	20%	13%	8%
Not Sure	0%	1%	0%	0%	0%	1%	0%	2%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	50%	26%	42%	32%	76%	9%	10%	6%	40%	29%	26%	37%	37%	12%	30%	70%
G.P.A.	2.8	2.8	2.8	2.4	2.8	3.0	2.9	2.2	2.8	2.2	3.5	2.1	2.5	3.4	2.6	1.7	2.7	2.8

2 After hearing his speech, did your opinion of John McCain go up? Go down? Or stay the same?

1272 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-2.8 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
Went Up	47%	45%	48%	38%	49%	51%	50%	35%	44%	21%	65%	27%	41%	70%	38%	18%	44%	48%
Went Down	17%	19%	15%	21%	18%	13%	15%	25%	26%	15%	6%	29%	20%	5%	21%	33%	19%	16%
Stayed The Same	36%	35%	36%	41%	32%	35%	34%	39%	27%	64%	29%	44%	38%	25%	41%	47%	36%	36%
Not Sure	1%	0%	1%	0%	1%	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	2%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	50%	26%	42%	32%	76%	9%	10%	6%	40%	29%	26%	37%	37%	12%	30%	70%

3 Who has the better plan for Iraq? McCain? Or Obama?

1051 Who Heard Both Speeches	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
McCain	55%	58%	52%	45%	57%	60%	58%	38%	62%	32%	85%	30%	47%	86%	43%	26%	53%	57%
Obama	41%	39%	43%	51%	39%	35%	37%	58%	38%	62%	13%	65%	48%	13%	50%	70%	44%	40%
Not Sure	4%	3%	5%	3%	4%	5%	5%	4%	0%	6%	2%	5%	5%	1%	7%	4%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Both Spe	100%	51%	49%	25%	44%	31%	73%	10%	10%	6%	35%	33%	27%	34%	38%	13%	28%	72%

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4 Who has the better plan for energy independence?

1051 Who Heard Both Speeches	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
McCain	54%	57%	51%	45%	56%	60%	58%	39%	54%	35%	84%	28%	46%	87%	45%	19%	49%	56%
Obama	42%	40%	45%	54%	40%	37%	38%	56%	46%	64%	14%	69%	48%	12%	51%	77%	46%	41%
Not Sure	3%	3%	4%	2%	4%	4%	4%	4%	0%	1%	2%	3%	6%	1%	4%	4%	4%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Both Spe	100%	51%	49%	25%	44%	31%	73%	10%	10%	6%	35%	33%	27%	34%	38%	13%	28%	72%

5 Who has the better plan for health care?

1051 Who Heard Both Speeches	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
McCain	46%	51%	42%	40%	46%	52%	50%	32%	43%	31%	76%	20%	40%	80%	34%	12%	45%	48%
Obama	45%	43%	48%	56%	44%	39%	42%	58%	48%	64%	17%	72%	51%	14%	56%	81%	49%	44%
Not Sure	8%	6%	11%	3%	10%	9%	8%	10%	9%	4%	7%	8%	9%	6%	10%	8%	7%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Both Spe	100%	51%	49%	25%	44%	31%	73%	10%	10%	6%	35%	33%	27%	34%	38%	13%	28%	72%

6 Who is stronger on the environment?

1051 Who Heard Both Speeches	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
McCain	41%	43%	39%	27%	42%	50%	44%	34%	39%	25%	67%	20%	32%	71%	30%	13%	41%	41%
Obama	49%	47%	51%	64%	47%	39%	46%	59%	52%	64%	22%	73%	57%	19%	60%	84%	50%	49%
Not Sure	10%	10%	10%	9%	10%	11%	10%	8%	9%	10%	11%	7%	12%	10%	10%	3%	9%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Both Spe	100%	51%	49%	25%	44%	31%	73%	10%	10%	6%	35%	33%	27%	34%	38%	13%	28%	72%

7 Who is stronger on education?

1051 Who Heard Both Speeches	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
McCain	50%	53%	46%	42%	50%	55%	53%	39%	49%	28%	78%	26%	41%	82%	39%	14%	47%	51%
Obama	45%	42%	47%	56%	43%	38%	41%	59%	49%	64%	17%	70%	51%	14%	54%	84%	48%	44%
Not Sure	6%	5%	6%	2%	7%	6%	6%	2%	2%	8%	5%	4%	8%	4%	7%	2%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Both Spe	100%	51%	49%	25%	44%	31%	73%	10%	10%	6%	35%	33%	27%	34%	38%	13%	28%	72%

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Based on what you now know, are Democrats more interested in reaching out to Republicans? Are Republicans more interested in reaching out to Democrats? Are both parties equally interested in reaching out? Or, is neither party truly interested in reaching out?

1051 Who Heard Both Speeches	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
Democrats Reaching Out	24%	22%	25%	28%	22%	22%	21%	38%	27%	31%	10%	40%	22%	8%	28%	43%	21%	24%
Republicans Reaching Out	35%	34%	35%	22%	36%	43%	39%	29%	28%	11%	53%	21%	29%	58%	28%	13%	32%	36%
Both Equally	18%	17%	19%	30%	13%	16%	16%	13%	28%	35%	15%	20%	20%	13%	18%	17%	26%	16%
Neither Truly Interested	21%	24%	18%	19%	26%	16%	22%	20%	17%	14%	19%	17%	26%	18%	24%	25%	18%	22%
Not Sure	2%	2%	3%	2%	2%	3%	3%	0%	0%	9%	3%	2%	2%	2%	2%	1%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Both Spe	100%	51%	49%	25%	44%	31%	73%	10%	10%	6%	35%	33%	27%	34%	38%	13%	28%	72%

9

If you were placing a bet today, would you bet that Barack Obama will be elected president? Or, John McCain will be elected president?

1051 Who Heard Both Speeches	All	Gender		Age			Race				Party Affiliation			Ideology			Income	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< $40 K	> $40 K
Barack Obama	44%	43%	46%	57%	43%	36%	40%	58%	53%	54%	20%	65%	53%	14%	52%	79%	46%	44%
John McCain	49%	52%	47%	38%	51%	57%	54%	34%	37%	43%	76%	28%	40%	81%	42%	15%	46%	52%
Not Sure	6%	6%	7%	5%	6%	8%	6%	8%	9%	3%	4%	7%	7%	4%	6%	5%	8%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Both Spe	100%	51%	49%	25%	44%	31%	73%	10%	10%	6%	35%	33%	27%	34%	38%	13%	28%	72%

: KAAL-TV Rochester-Mason City-Austin, KABC-TV Los Angeles, KATU-TV Portland, KCTV-TV Kansas City, KFOR-TV Oklahoma City, KFSN-TV Fresno, KGTV-TV San Diego, KING-TV Seattle, KOB-TV Albuquerque, KPIX-TV San Francisco, KSTP-TV Minneapolis, KWCH-TV Wichita, SurveyUSA America's Pollster, WABC-TV New York, WBZ-TV Boston, WCAU-TV Philadelphia, WCMH-TV Columbus, WCPO-TV Cincinnati, WCSC-TV Charleston, WDBJ-TV Roanoke, WDIO-TV Duluth, WFLA-TV Tampa, WHAS-TV Louisville, WHEC-TV Rochester, WJHL-TV Tri-Cities, WJLA-TV Washington DC, WKRG-TV Mobile-Pensacola, WLEX-TV Lexington, WNYT-TV Albany, WTVD-TV Raleigh, WTVR-TV Richmond

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.

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