



Election 2008: Issues and Candidates

Survey Ran: January 2008

Number of participants : 325

Survey Requirements:

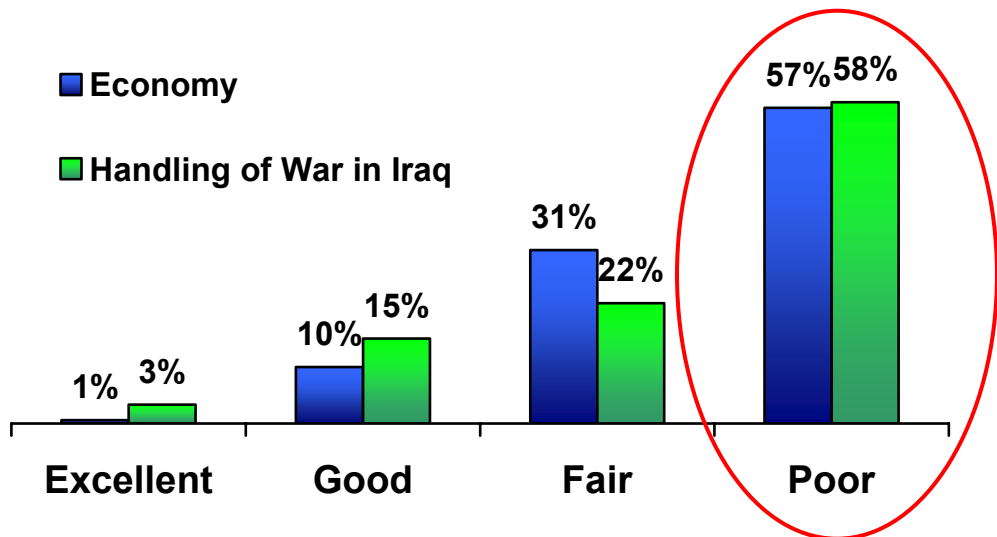
- **US Citizens**
- **18 Years Old**
- **Planning on Voting in November 2008 Election**

Disclaimer: This report presents select results from a recent survey and is not meant to be predictive of which candidate will win either the primary or general election in 2008.

Perceptions on Government and Policy

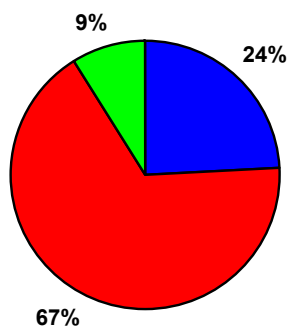
Rating Economy and War in Iraq

It is clear that this election season is marked by a deep sense of malcontent with the economy, the war in Iraq, the Bush administration and Congress. When asked, 68% thought the country is worse off now than it was when President Bush took office in 2001. Only 16% thought the country is better off now and 12% thought the United States is about the same as in 2001.



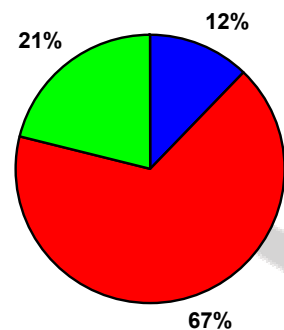
Congress and the President share similarly dismal approval ratings with over two-thirds indicating they do not approve of how the president or congress are handling their jobs.

Presidential Approval



■ Approve ■ Disapprove
■ Not sure

Congressional Approval



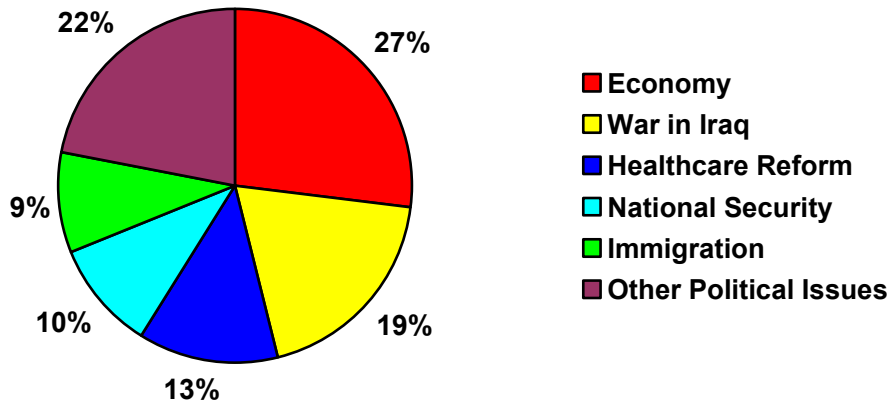
■ Approve ■ Disapprove
■ Not sure

Government Approval Ratings

Top Political Issues

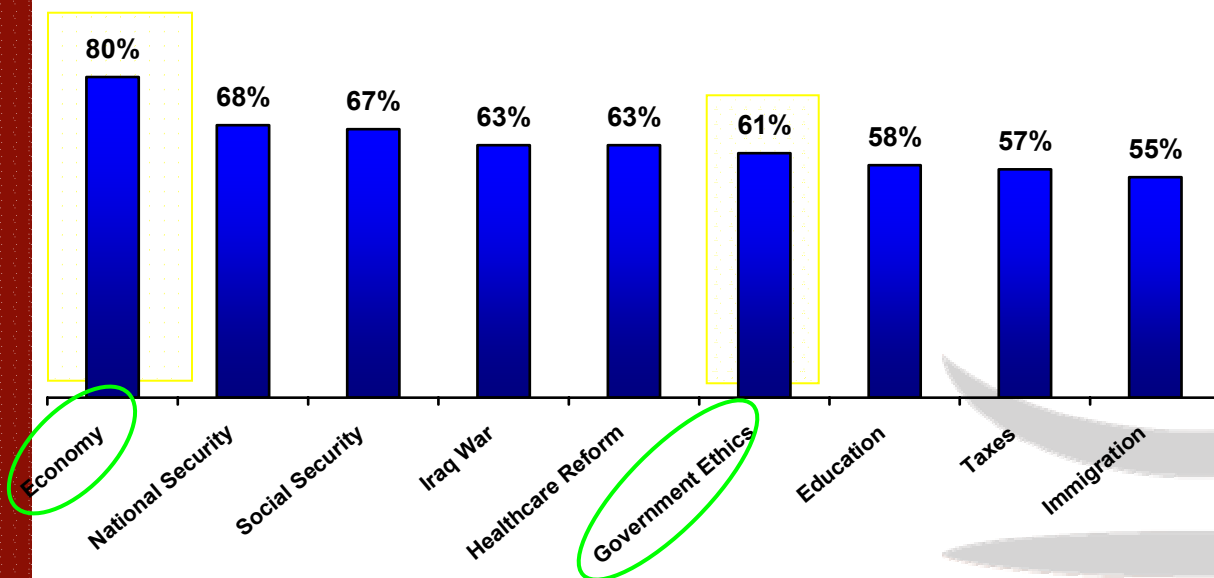
Not surprisingly, the economy and the war in Iraq are the most important issues on voters minds. The economy is more dominant due to downturn in the housing market and stock market as well as media coverage of a possible economic recession.

Top Issues for 2008 Election



* Asked to pick top election issue out of 16 key political topics.

Asked to rate the importance of a variety of political and social issues on their voting decisions, we can see that the economy is clearly the most pressing issue on voters minds this election season. Over 60% of voters consider government ethics an extremely important issue this election season just behind top issues of national security, war in Iraq and healthcare reform.

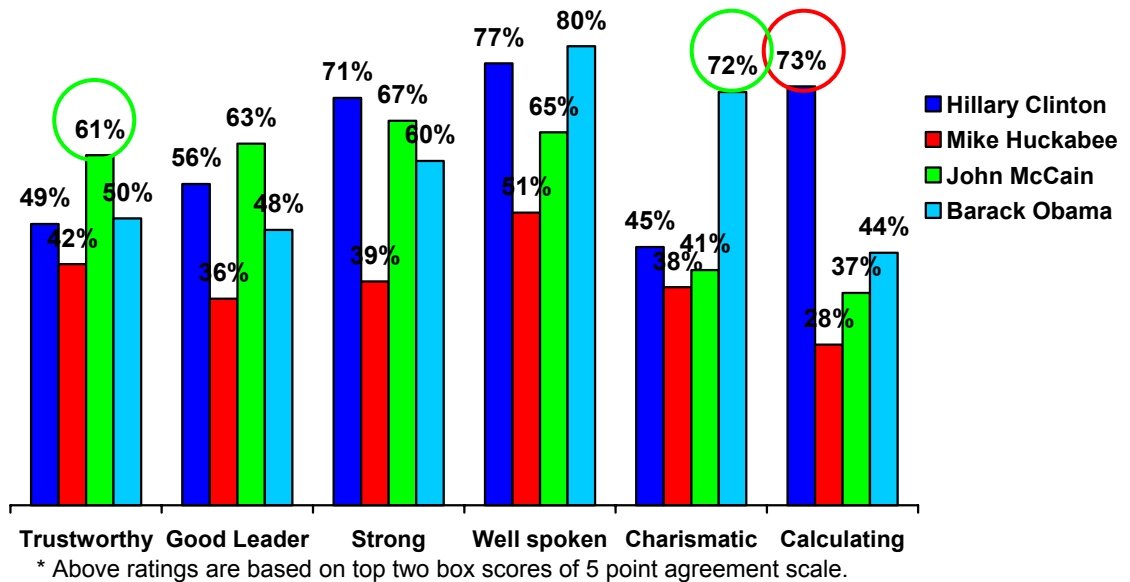


* Above ratings of key political issues based on top two box scores on a scale where 1 = Not at all important and 5 = Extremely important. Note: Not all issues rated are included in chart.

Perceptions of Political Candidates

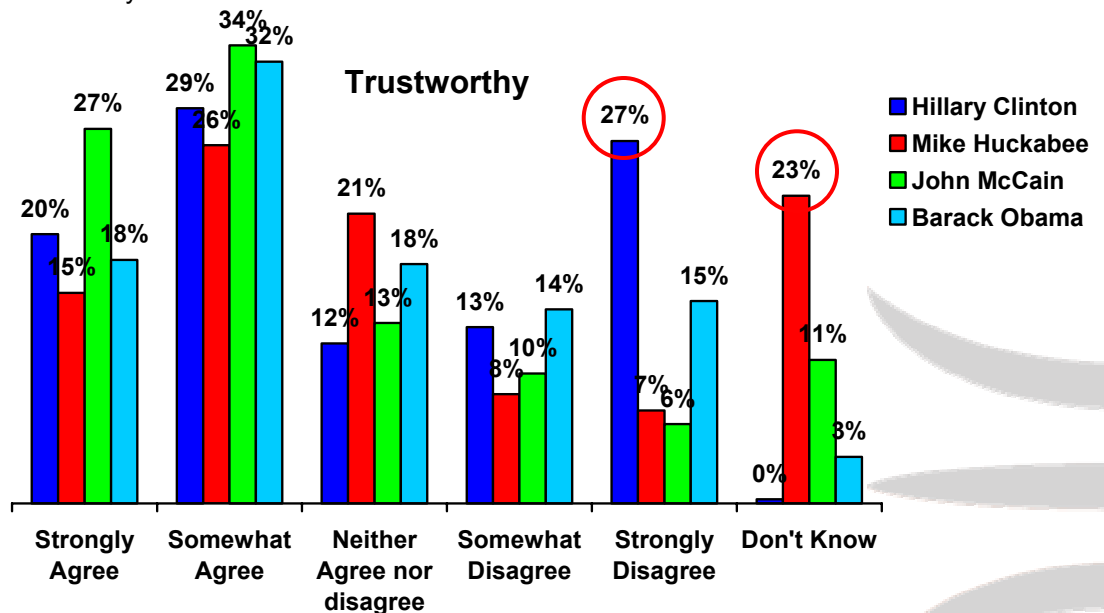
Candidate Traits

We asked participants to rate their agreement that a variety of traits applied to each of the candidates. Hillary Clinton was considered the strongest (71%) of the four candidates but was overwhelming viewed as the most calculating (73%). Both Obama and Clinton are considered to be better speakers than McCain or Huckabee. Barack Obama is seen as the most charismatic. John McCain is considered the most trustworthy (61%) as well as a good leader (63%). Percentages are based on top two box scores, strongly or somewhat agree, on a 5 point agreement scale.



Candidate Trustworthiness

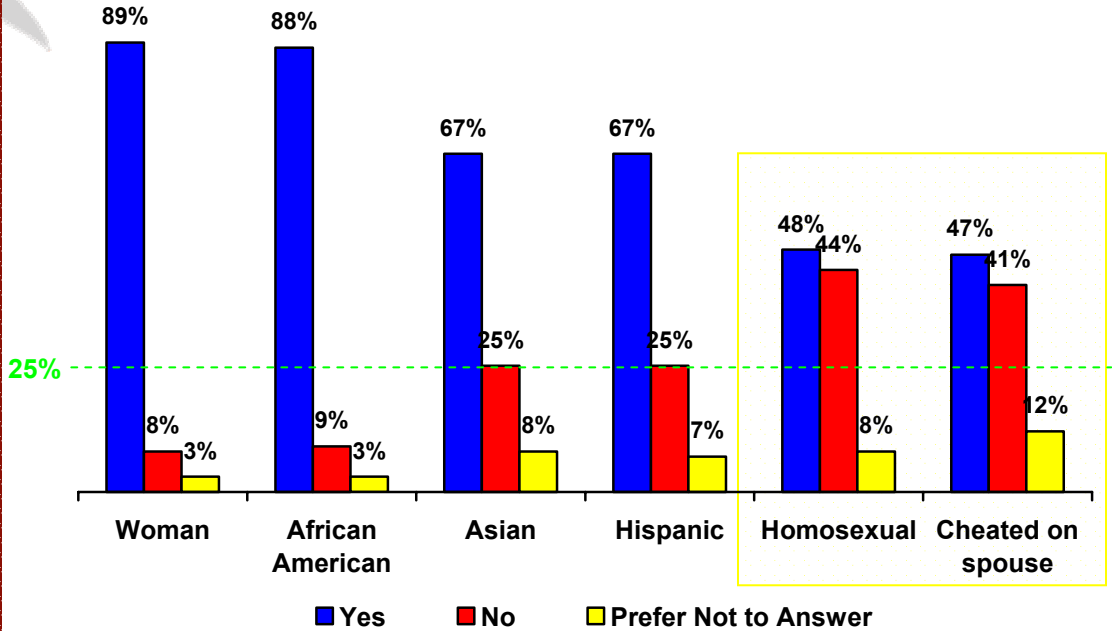
Of the four remaining political candidates, John McCain is considered the most trustworthy. Over 60% strongly or somewhat agreed that John McCain is trustworthy compared to ~50% for Hillary Clinton and Barack Obama. Hillary Clinton had the strongest negative trustworthy rating with over 25% saying they strongly disagreed that she is trustworthy.



Presidential Identity Politics

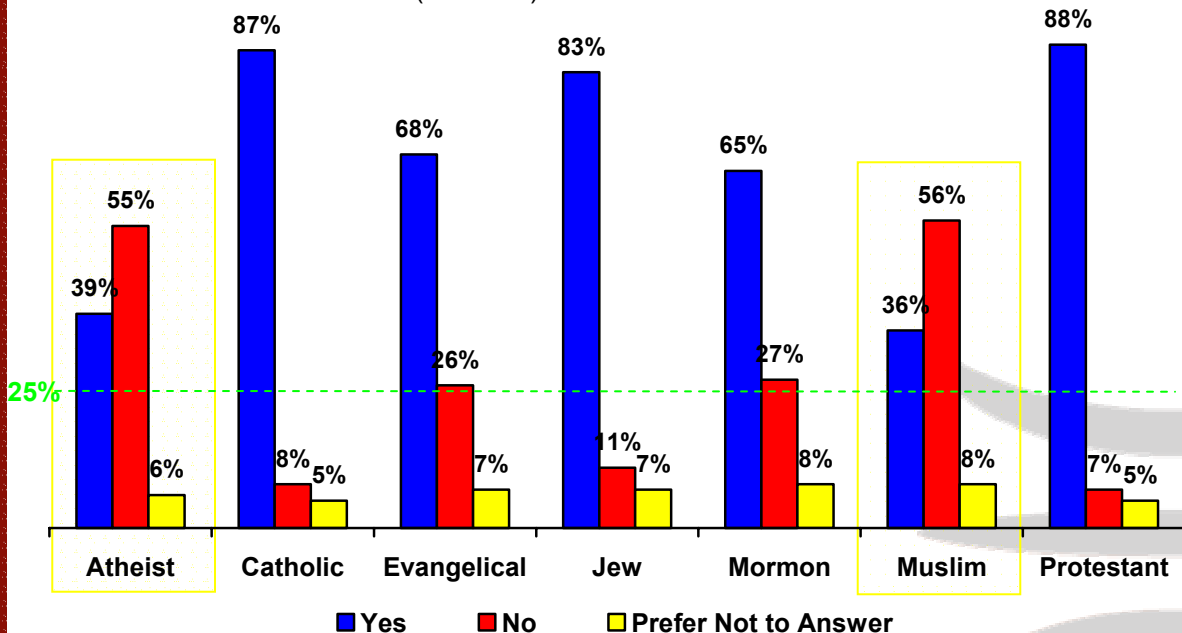
Participants were asked whether or not they would be willing to vote for a presidential candidate of a specific ethnicity, religious background or other fundamental characteristic. Over 40% indicated they would not vote for a presidential candidate who cheated on their spouse or was a homosexual.

Would Vote For:



Results indicate that more than half would not vote for a candidate who professed to be an atheist or a Muslim. Broken out by political party self identified Republicans are significantly less likely to vote for a Muslim (~23% Yes) than self identified Democrats (~42% Yes). Self identified Republicans are also less likely to vote for atheists (~29% Yes) than self identified Democrats (43% Yes).

Would Vote For:
Religious Preference



Demographics

Gender	%
Female	57%
Male	43%

Own Home	%
Yes	69%
No	31%

Ethnicity	%
Caucasian	84%
Hispanic	6%
African American	5%
Asian	3%
Native American/ Alaskan	2%
Other	1%

Household Income	%
Less than \$25,000	13%
\$25,000 to \$49,999	32%
\$50,000 to \$74,999	41%
\$75,000 to \$100,000	15%
Over \$100,000	10%
Prefer not to answer	3%

Age	%
Under 24	7%
25 - 34	18%
35 - 49	37%
50 - 54	14%
55 and over	24%

Education	%
Less than High School	1%
High School	36%
Associates Degree	26%
Bachelor's Degree	29%
Graduate Degree	9%

Marital Status	%
Single (never married)	15%
Married	62%
Common law/ Living with Partner	7%
Divorced/Separated	13%
Widowed	3%

Community Type	%
Urban	23%
Suburban	51%
Rural	27%

n = 325