National Public Radio Battleground Survey

Key Findings from a Survey of 800 Likely Voters in Battleground States September 18 & 20, 2008



GREENBERG QUINLAN ROSNER RESEARCH



Methodology

Public Opinion Strategies and Greenberg Quinlan Rosner Research are pleased to present National Public Radio with the key findings of a telephone survey of 800 likely voters in the battleground states of Colorado, Florida, Iowa, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin. The survey, which was completed September 18 & 20, 2008, has a margin of error of plus or minus 3.46 percentage points (±3.46%) in 95 out of 100 cases.

The survey was developed by the two firms and NPR. This is our twenty-seventh survey in the NPR series.





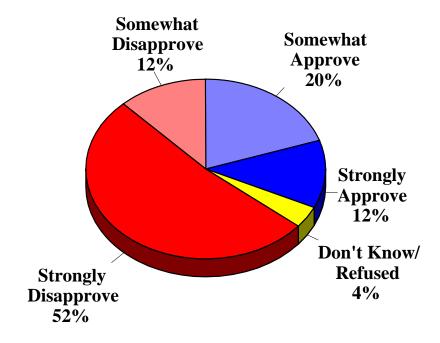
Voters are very pessimistic and they disapprove of President Bush.

"Would you say that things in the COUNTRY are going in the right direction, or have they pretty seriously gotten off on the wrong track?"



"Do you approve or disapprove of the way George W. Bush is handling his job as President?"

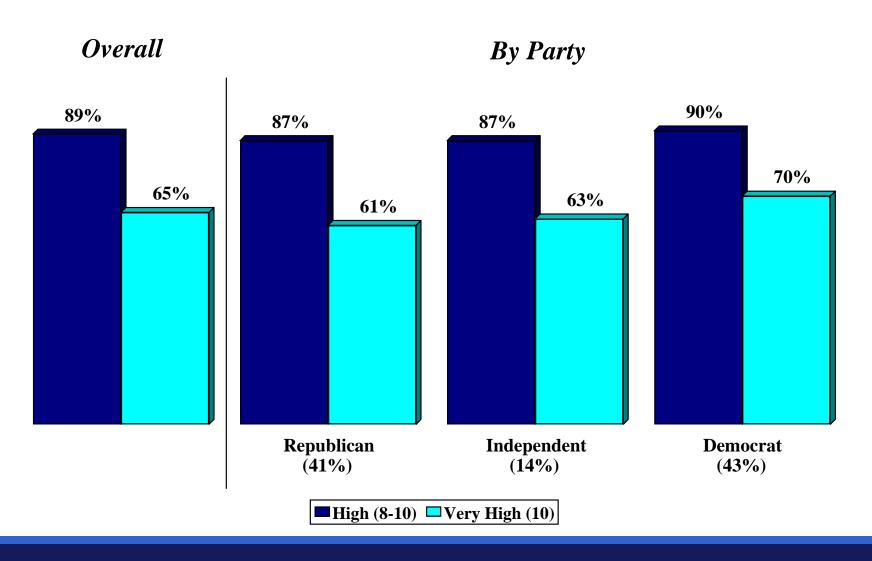
Total Approve: 32% Total Disapprove: 64%





Democrats are the most interested in the election.

Election Interest



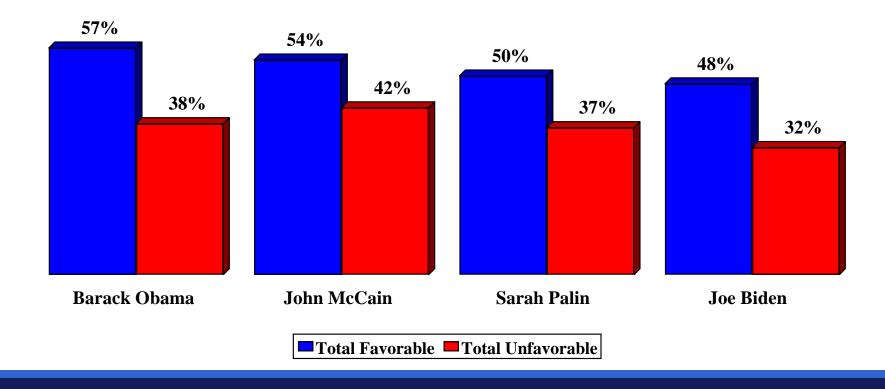




The candidates have very similar images in the battleground states.

Images Ranked by Favorable



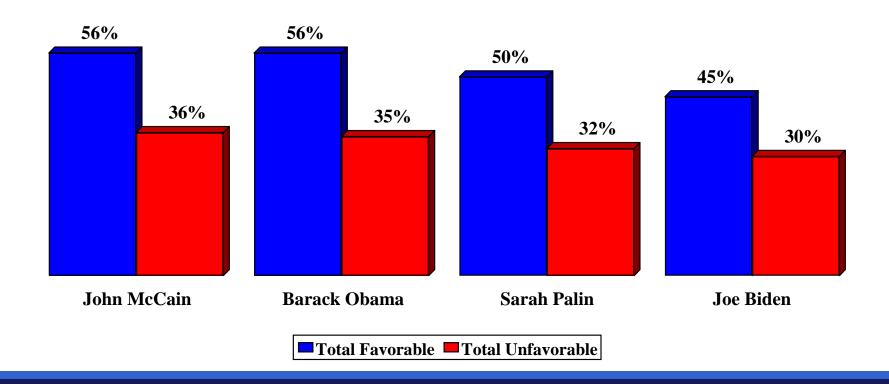




McCain and Obama have identical images among Independents.

Images Among Independents

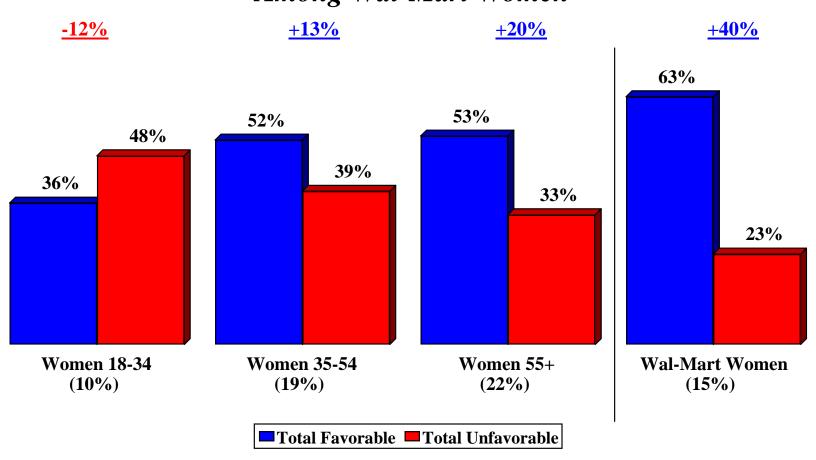
+20% +18% +15%





Governor Palin has a good image among Wal-Mart women and women ages 35 and older, but her image is upside-down among younger women.

Sarah Palin's Image Among Women by Age & Among Wal-Mart Women



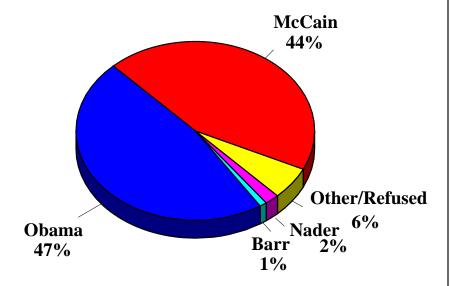




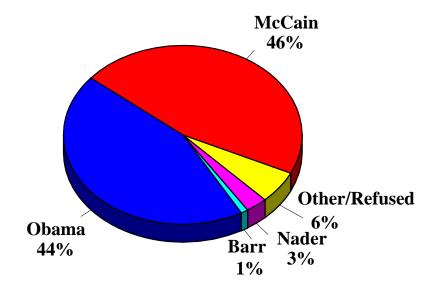
The Presidential ballot both before and after the conventions points to a close match-up in November's battleground states.

Presidential Ballot Trend

August 2008



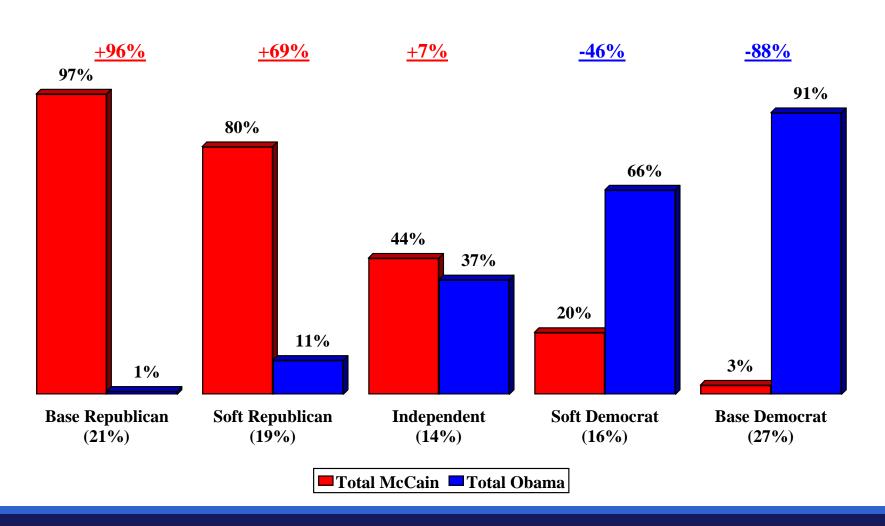
September 2008





Both candidates are strong with their base. Independents are a target for both campaigns.

Ballot by Party

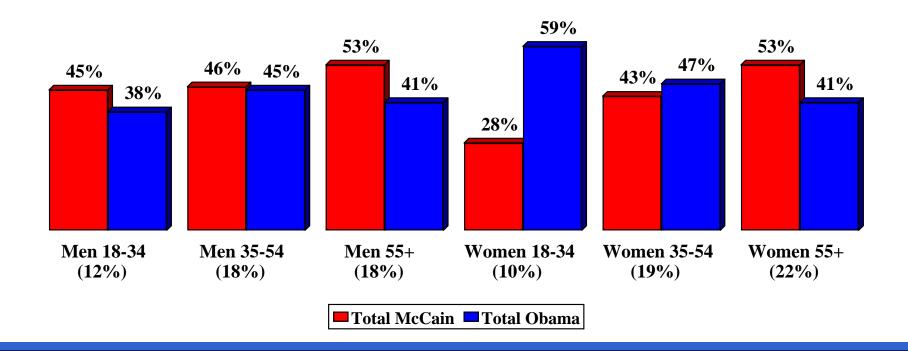




Obama performs very well among younger women. Older voters are a strong point for McCain.

Ballot by Gender/Age

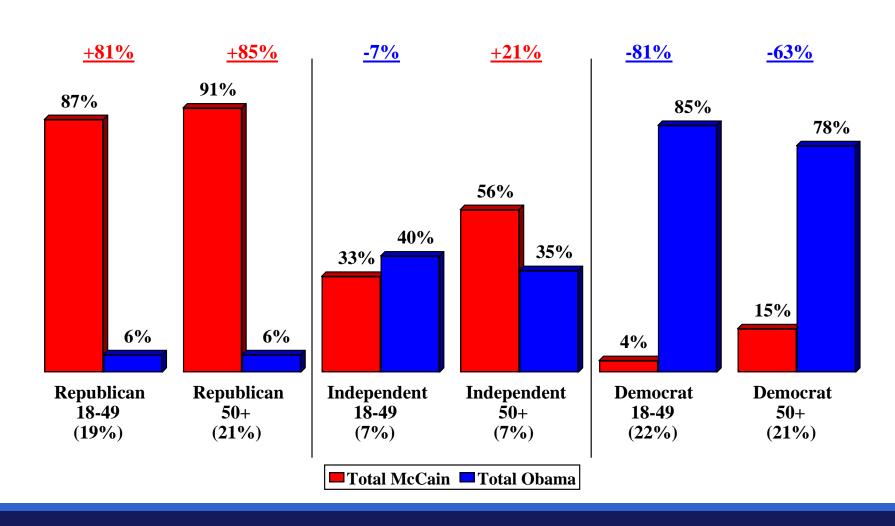
<u>+7%</u> <u>+1%</u> <u>+12%</u> <u>-31%</u> <u>-4%</u> <u>+12%</u>





McCain has appeal with older Independents. Obama is stronger among younger Independents.

Ballot by Party/Age

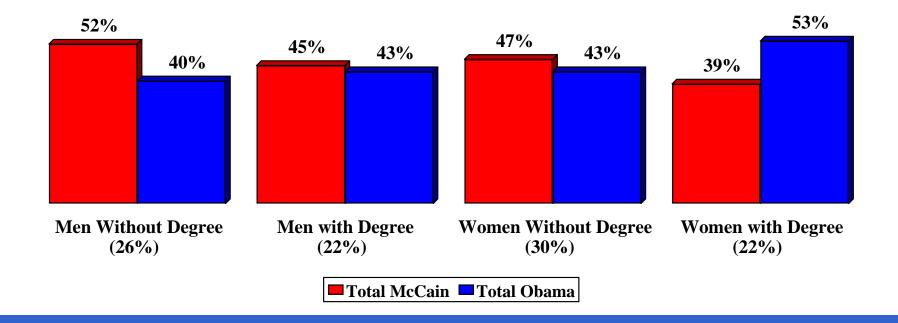




McCain and Obama are competing for men with college degrees and women without them.

Ballot by Education/Gender

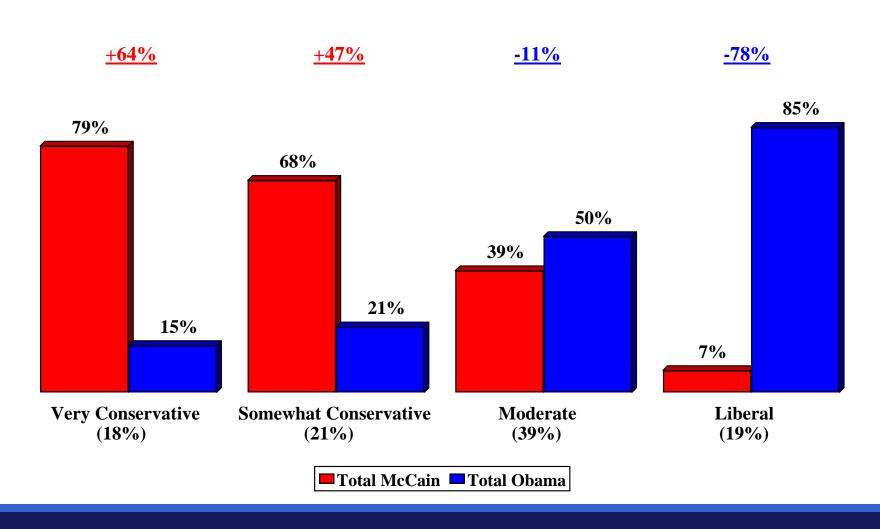
+12% +2% +4% -14%





Conservatives and liberals are polarized.

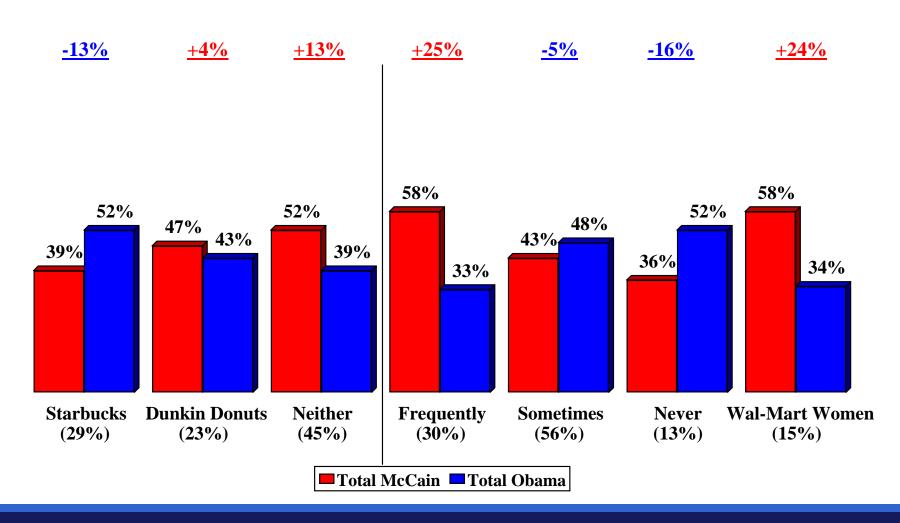
Ballot by Ideology





Voters who prefer Starbucks back Obama, while those who shop at Wal-Mart support McCain.

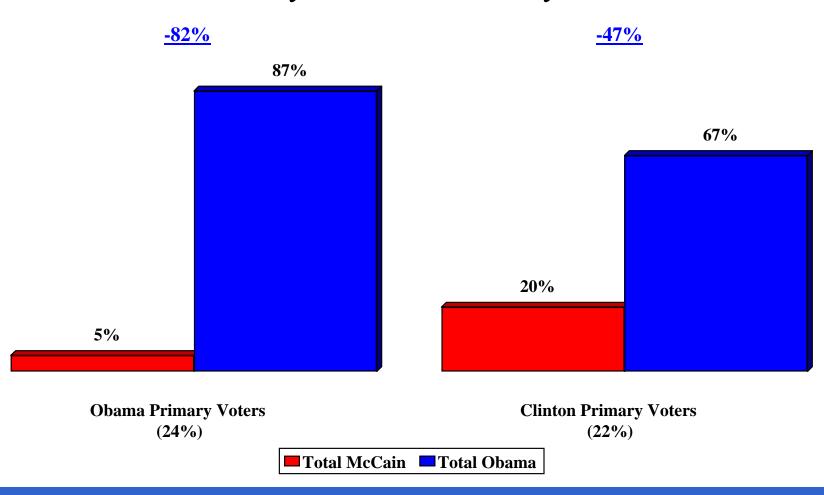
Ballot by Coffee & Wal-Mart





Two-thirds of self-identified Clinton voters back Obama, while two in ten support McCain.

Ballot by Democratic Primary Ballot

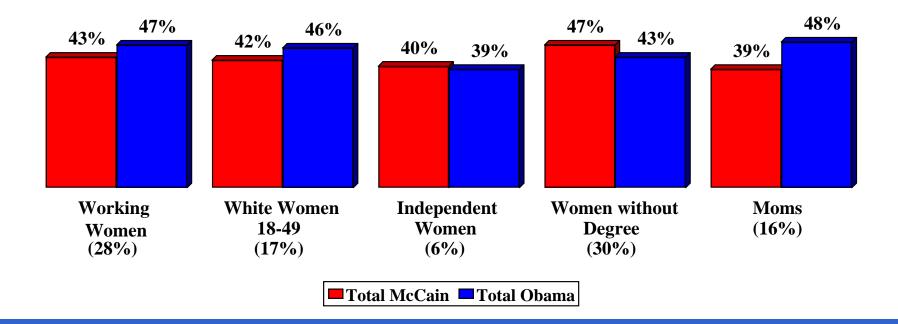




Women are the key swing group this election.

Ballot by Women Subgroups

<u>-4%</u> <u>+1%</u> <u>+4%</u> <u>-9%</u>



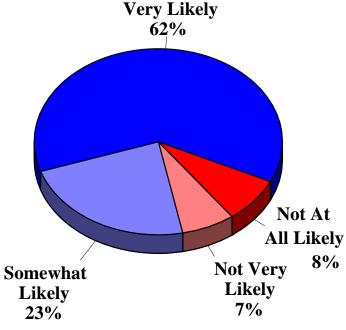




Interest in Friday's debate is high. Voters in Battleground states expect Obama to do a better job.

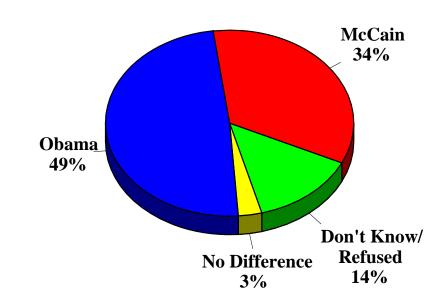
"How likely is it that you will watch the presidential debate on television on Friday, September 26?"

Total Likely: 84%*
Total Not Likely: 16%*



"And, who do you think is likely to do a better job in this presidential debate...John McCain ...or...

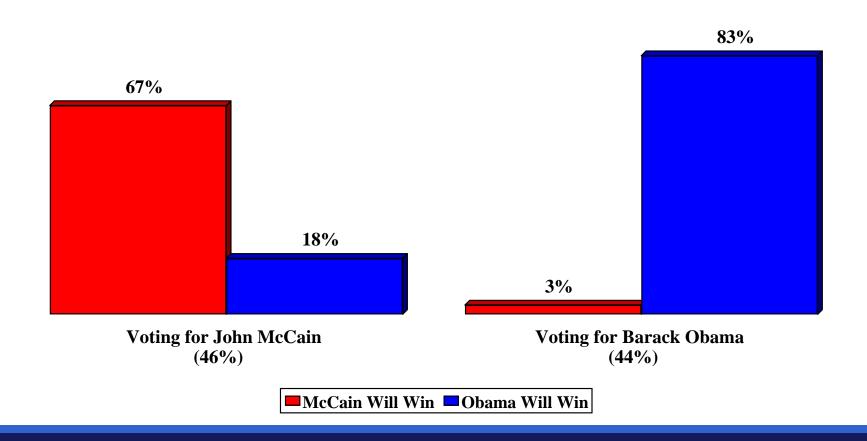
Barack Obama?"





Obama voters expect their candidate to win, and nearly two in ten McCain voters agree.

Expected Presidential Debate Winner by Presidential Ballot

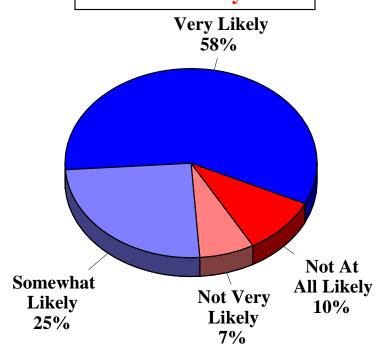




Interest in the VP debate is equally high, and voters are evenly divided over who will win.

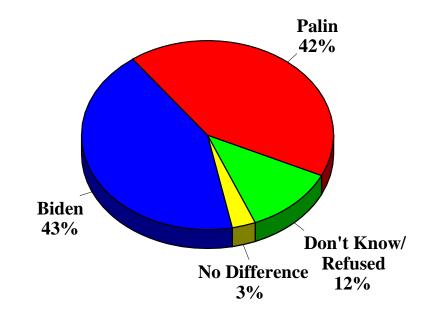
"How likely is it that you will watch the vice presidential debate on television on Thursday, October 2?"

Total Likely: 83%*
Total Not Likely: 17%



"And, who do you think is likely to do a better job in this vice presidential debate...Sarah Palin ...or...

Joe Biden?"

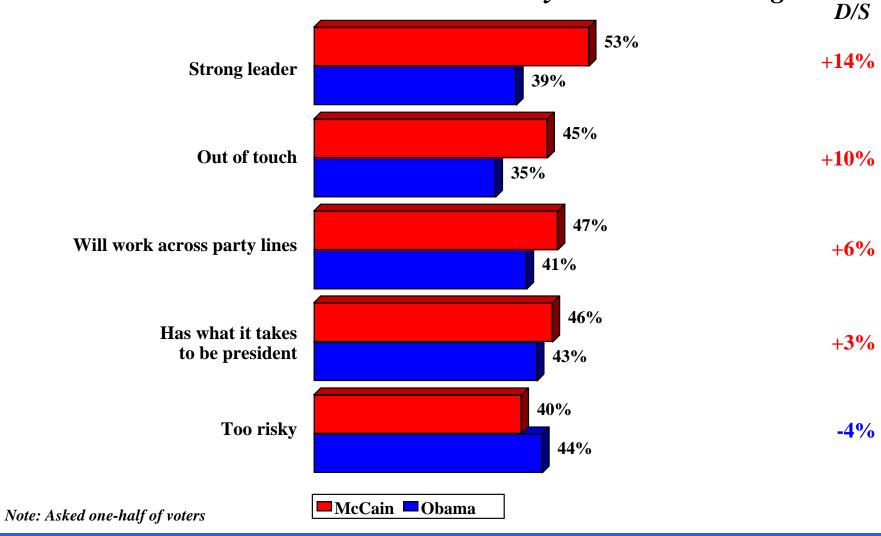






Voters see McCain as a strong leader. Obama is viewed as the candidate of change.

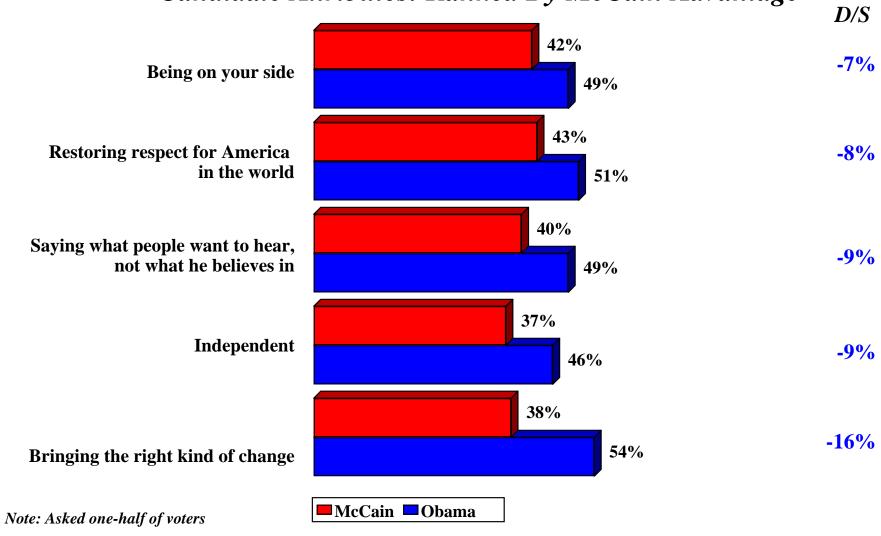






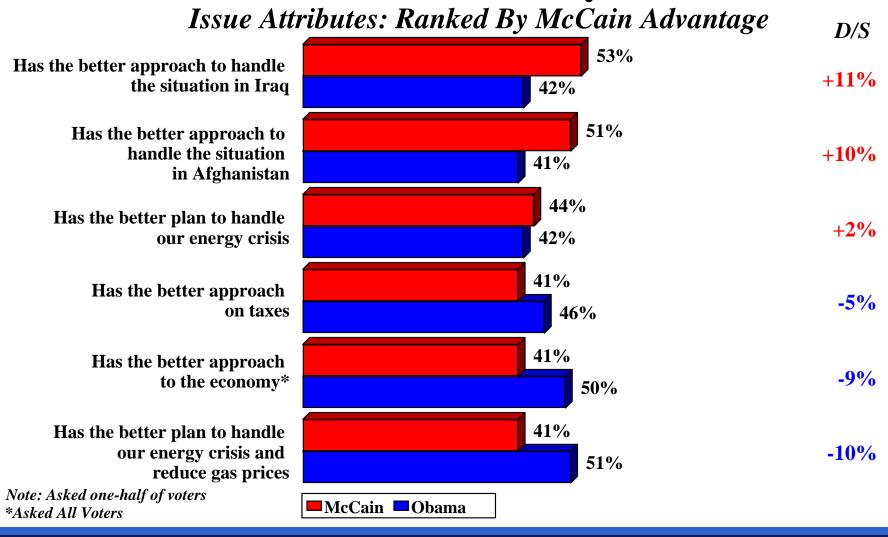
Voters see McCain as a strong leader. Obama is viewed as the candidate of change.

Candidate Attributes: Ranked By McCain Advantage



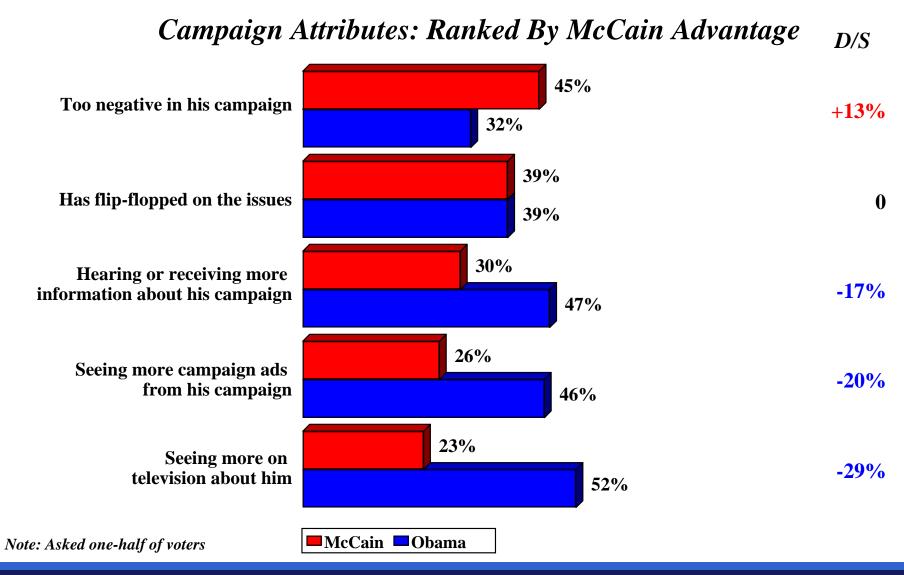


Voters think McCain has the better approach on Iraq and Afghanistan. Obama is stronger on gas prices and the economy.





Voters in the battleground states are seeing and hearing a lot more about Obama.



n p r

For more information about this presentation, please contact Public Opinion Strategies and Greenberg Quinlan Rosner Research.

Glen Bolger glen@pos.org

Stan Greenberg sgreenberg@greenbergresearch.com



GREENBERG QUINLAN ROSNER RESEARCH