

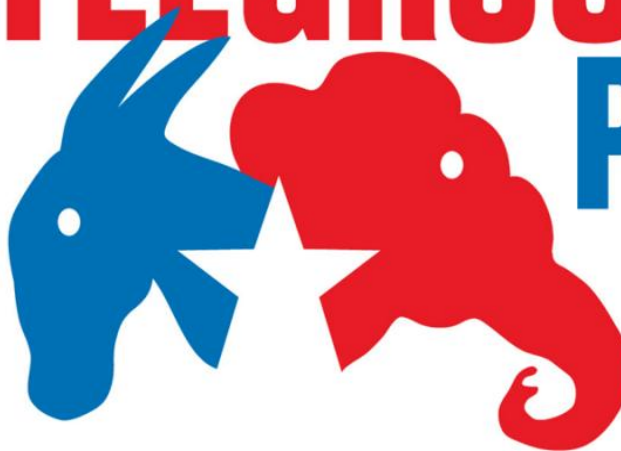
BATTLEGROUND 2008

XXXVI

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

BATTLEGROUND POLL

Lake
Research
Partners



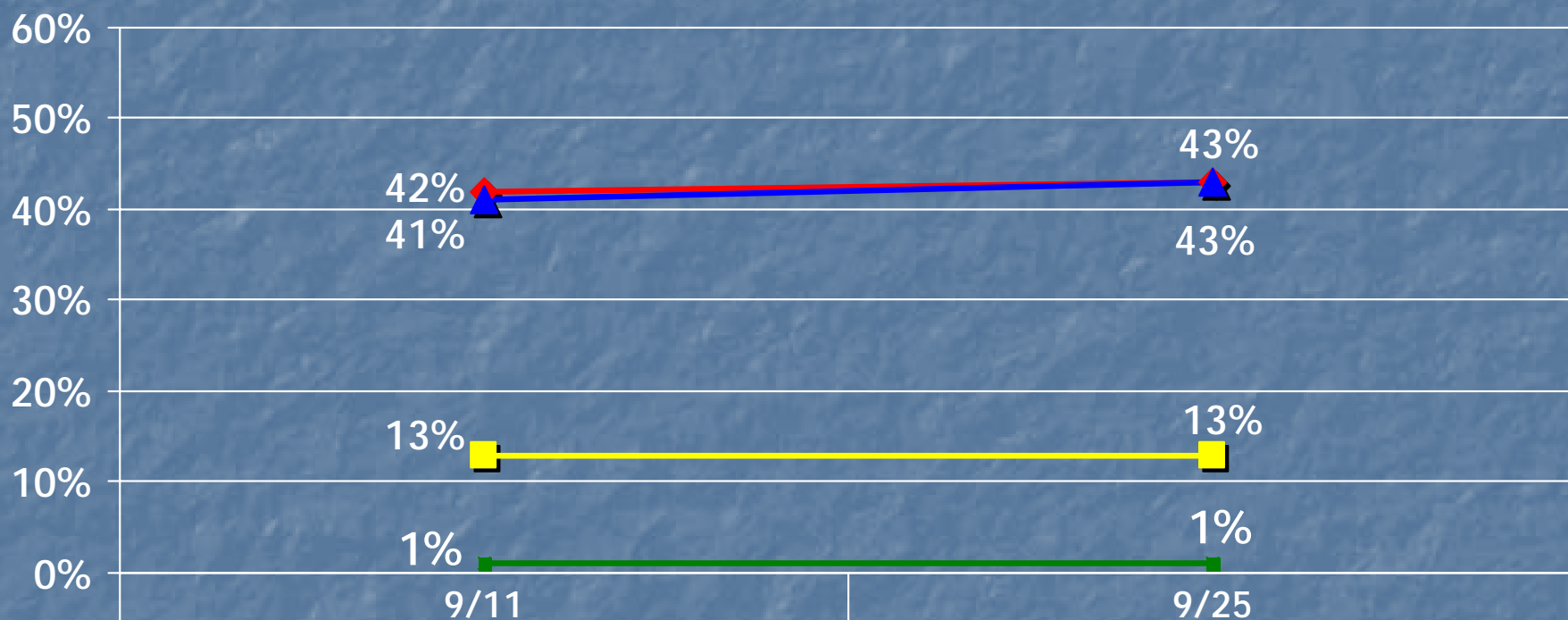
The
Tarrance
Group

September 21-25, 2008

N=1,000 Registered "Likely" Voters/ $\pm 3.1\%$ M.O.E.

BATTLEGROUND 2008

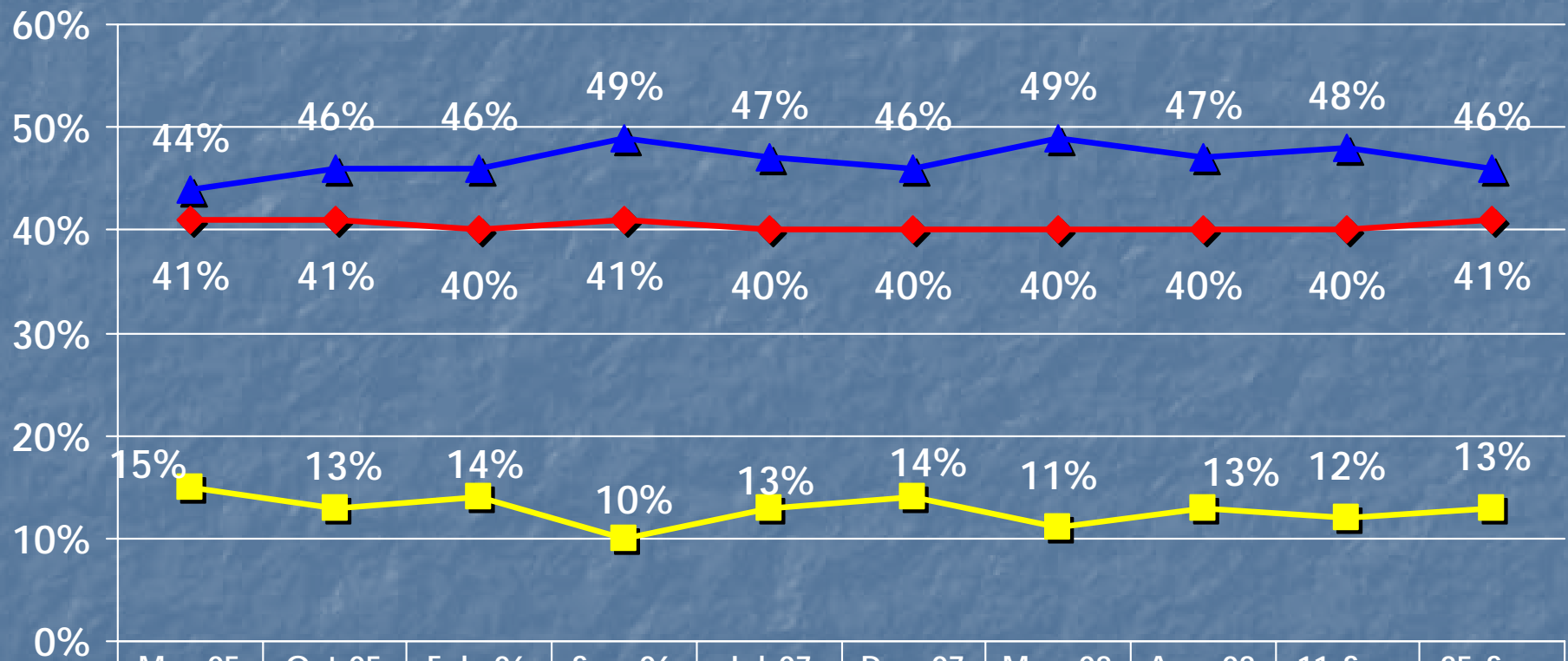
If the election for President were held today, and you had to make a choice, for which candidate would you probably vote?
(UNAIDED BALLOT)



| | | |
|-------------|-----|-----|
| ◆ McCain | 42% | 43% |
| ■ Undecided | 13% | 13% |
| ▲ Obama | 41% | 43% |
| ■ Other | 1% | 1% |

BATTLEGROUND 2008

If the election for Congress were being held today, and you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?

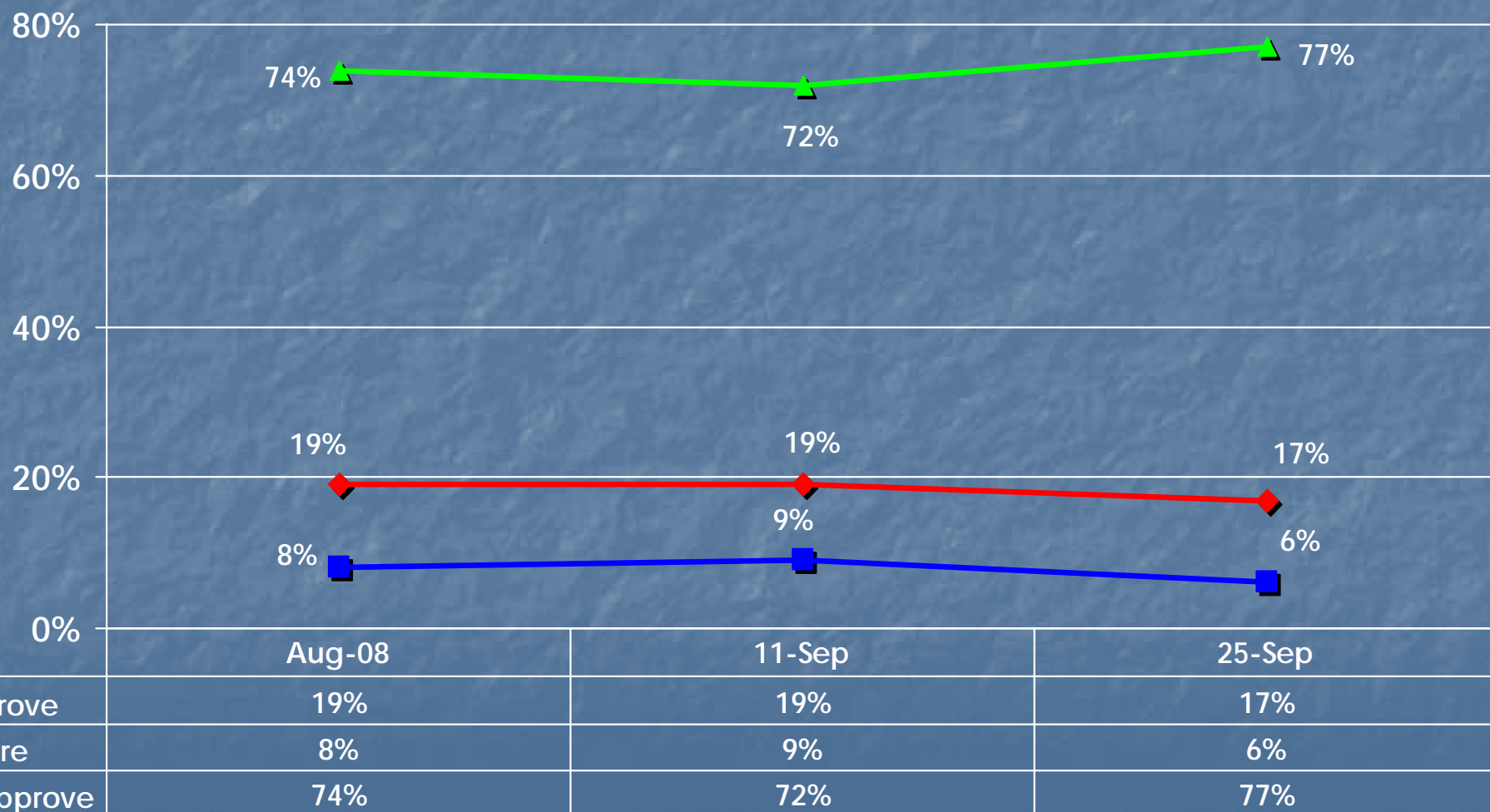


| | Mar-05 | Oct-05 | Feb-06 | Sep-06 | Jul-07 | Dec-07 | May-08 | Aug-08 | 11-Sep | 25-Sep |
|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| ◆ Republican | 41% | 41% | 40% | 41% | 40% | 40% | 40% | 40% | 40% | 41% |
| ■ Undecided | 15% | 13% | 14% | 10% | 13% | 14% | 11% | 13% | 12% | 13% |
| ▲ Democrat | 44% | 46% | 46% | 49% | 47% | 46% | 49% | 47% | 48% | 46% |

BATTLEGROUND 2008

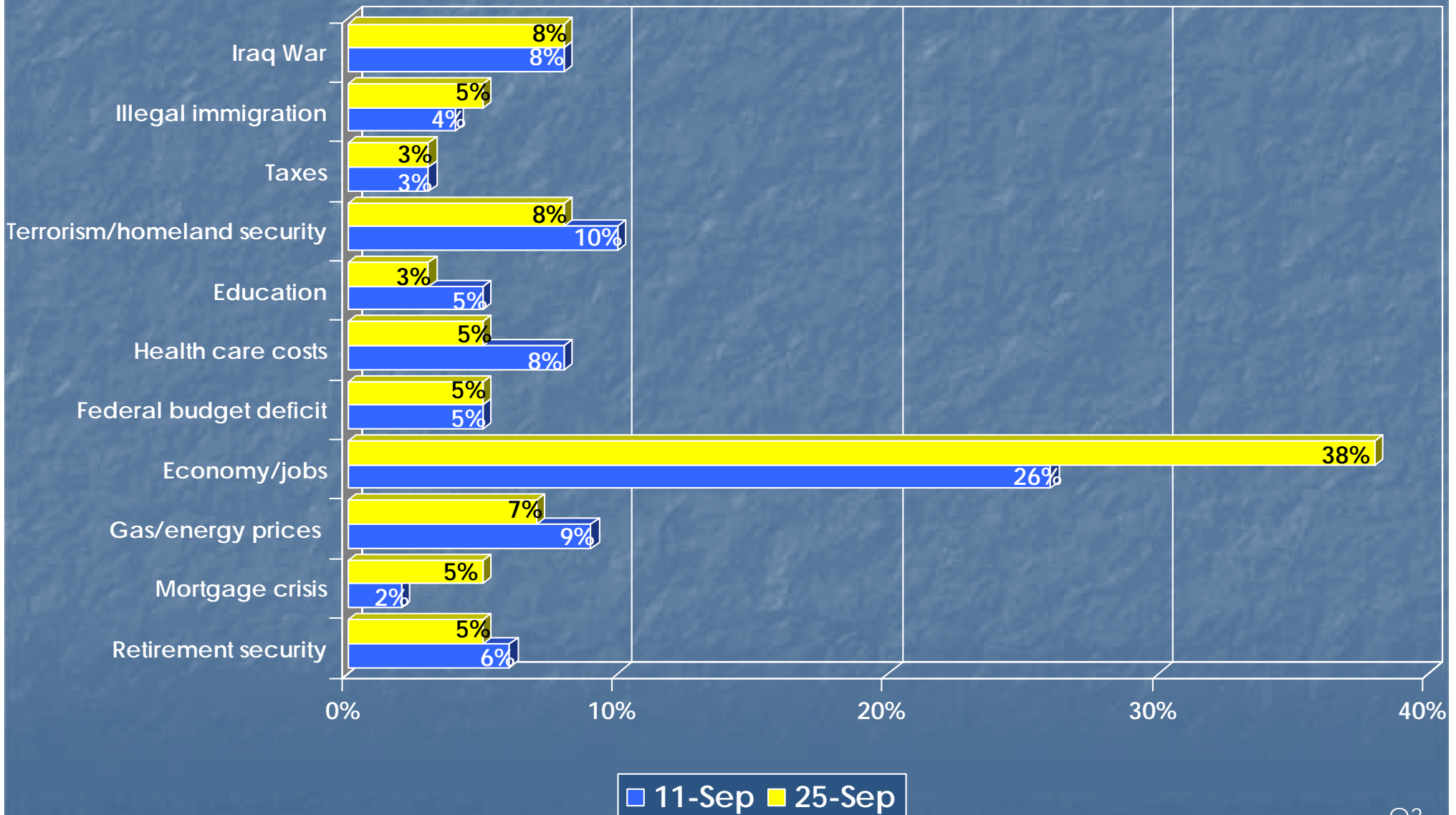
How would you rate the job Congress has been doing this year?

Do you approve or disapprove of the job they are doing?



BATTLEGROUND 2008

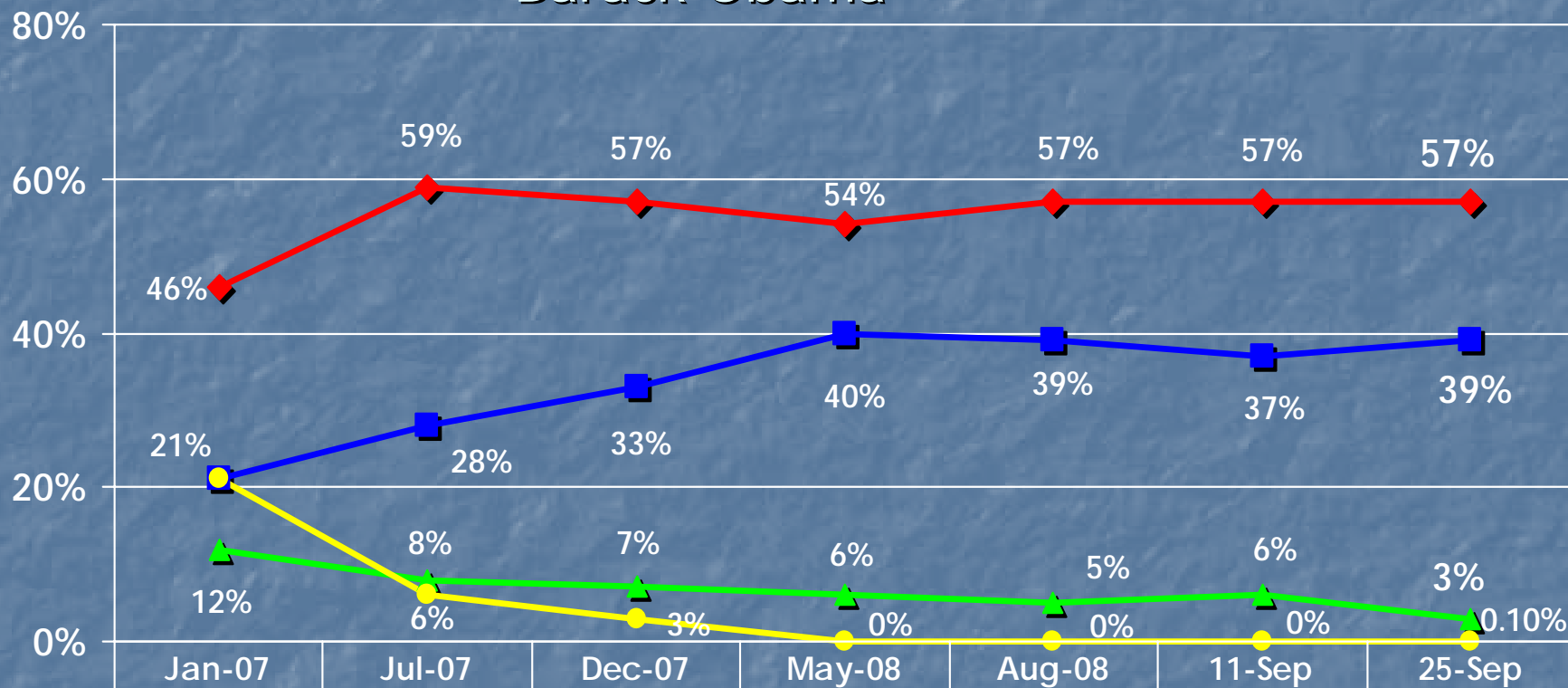
Please tell me which one issue is most important for Congress to work on?



BATTLEGROUND 2008

Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

"Barack Obama"

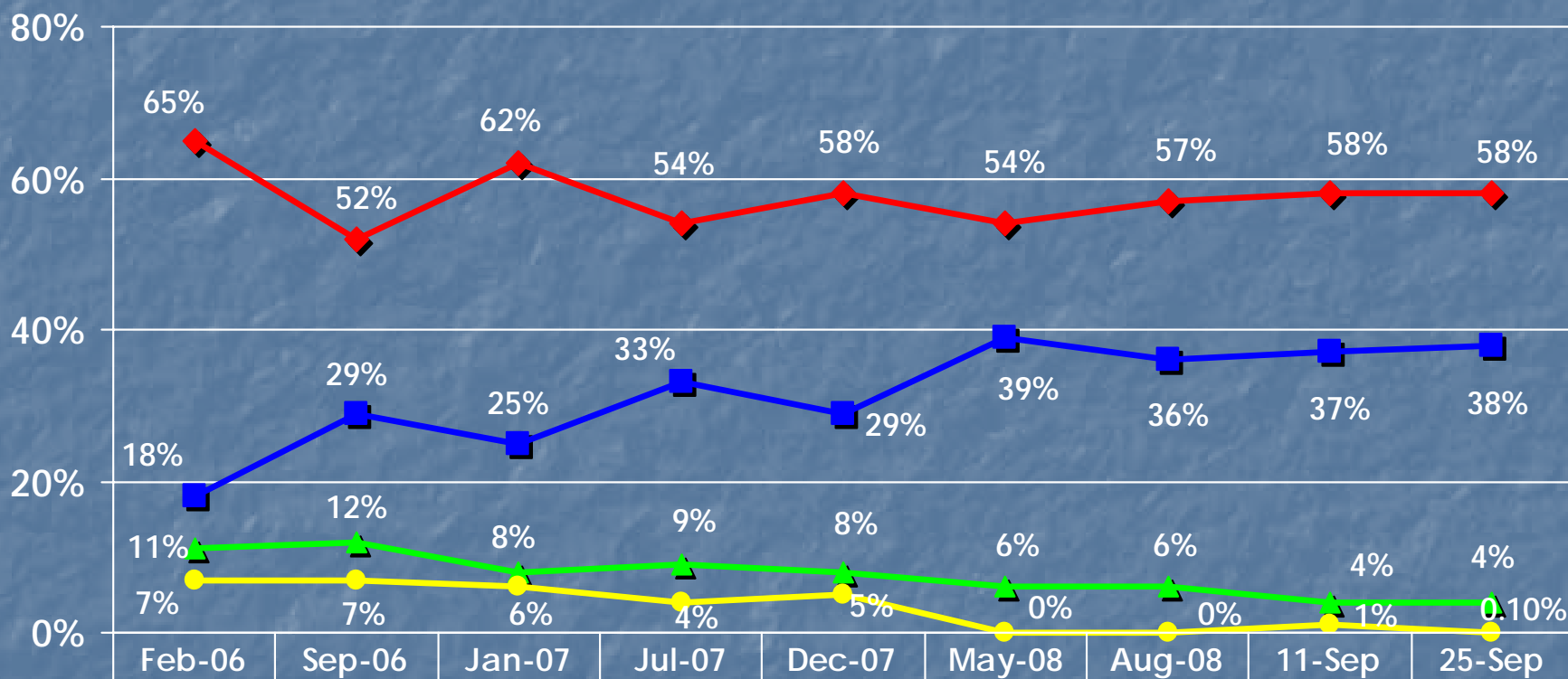


| | | | | | | | |
|------------------|-----|-----|-----|-----|-----|-----|-------|
| ◆ Favorable | 46% | 59% | 57% | 54% | 57% | 57% | 57% |
| ■ Unfavorable | 21% | 28% | 33% | 40% | 39% | 37% | 39% |
| ▲ No Opinion | 12% | 8% | 7% | 6% | 5% | 6% | 3% |
| ● Never heard of | 21% | 6% | 3% | 0% | 0% | 0% | 0.10% |

BATTLEGROUND 2008

Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

"John McCain"

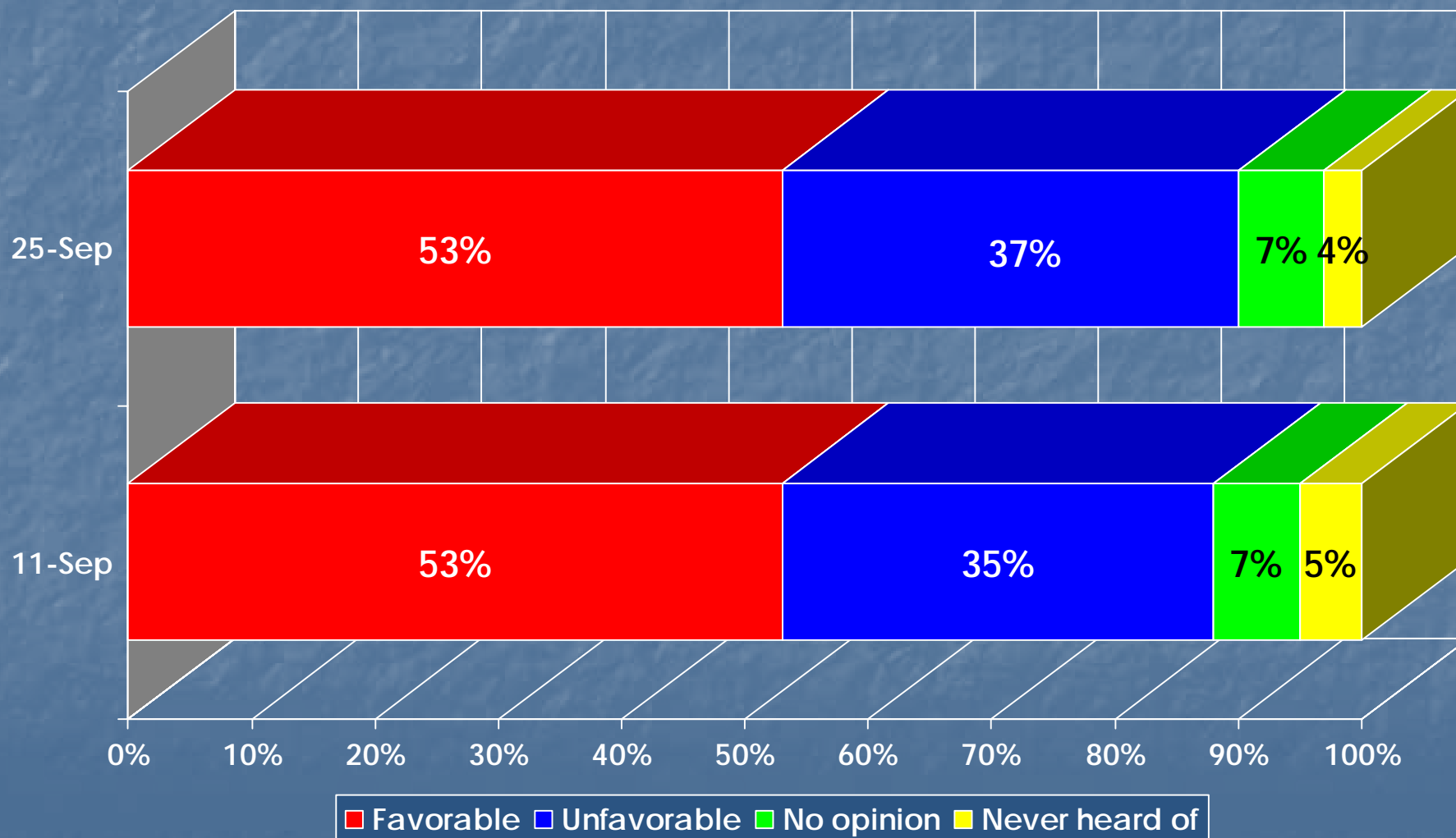


| | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| ◆ Favorable | 65% | 52% | 62% | 54% | 58% | 54% | 57% | 58% | 58% |
| ■ Unfavorable | 18% | 29% | 25% | 33% | 29% | 39% | 36% | 37% | 38% |
| ▲ No Opinion | 11% | 12% | 8% | 9% | 8% | 6% | 6% | 4% | 4% |
| ● Never heard of | 7% | 7% | 6% | 4% | 5% | 0% | 0% | 1% | 0.10% |

BATTLEGROUND 2008

Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

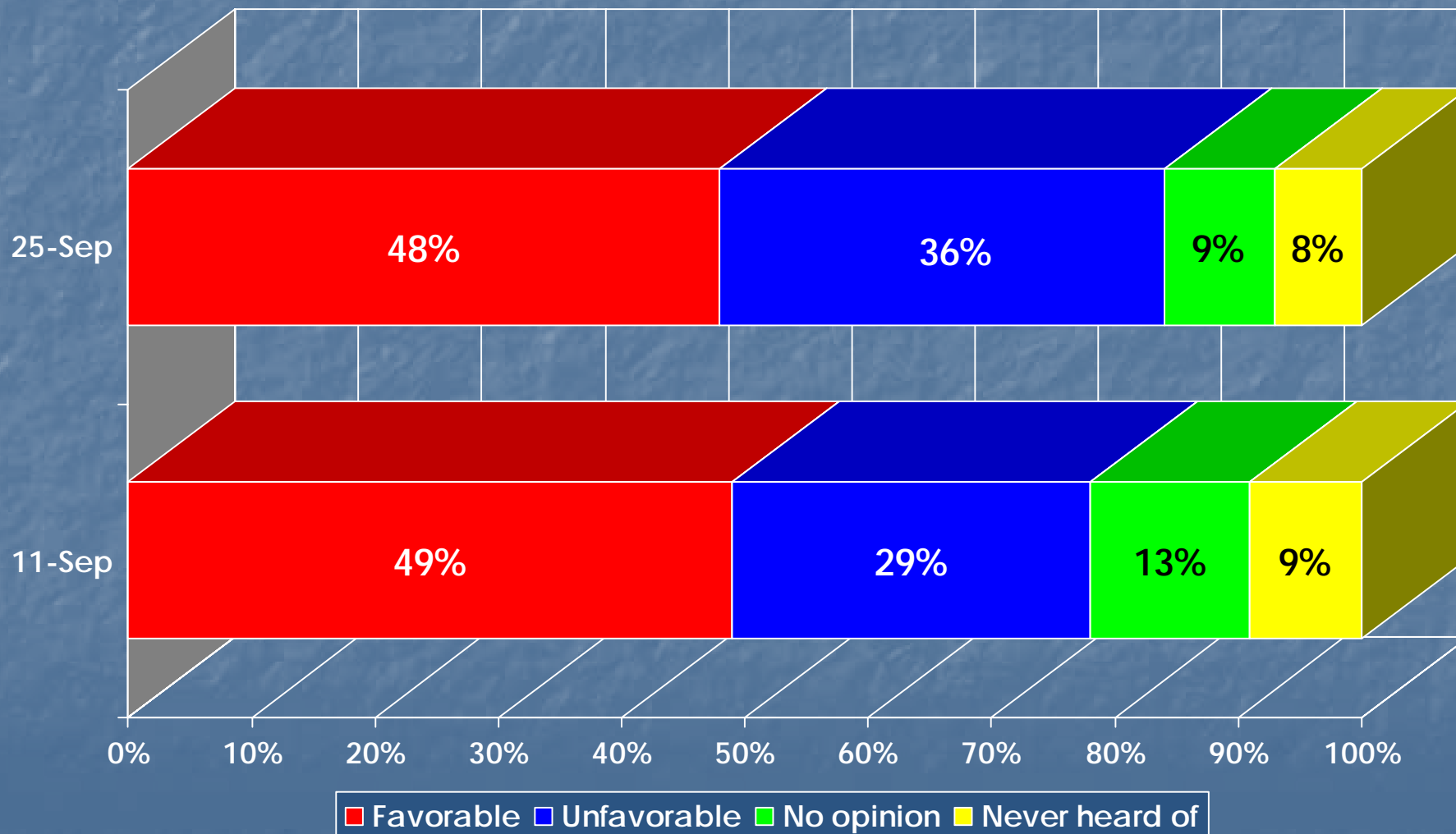
Sarah Palin



BATTLEGROUND 2008

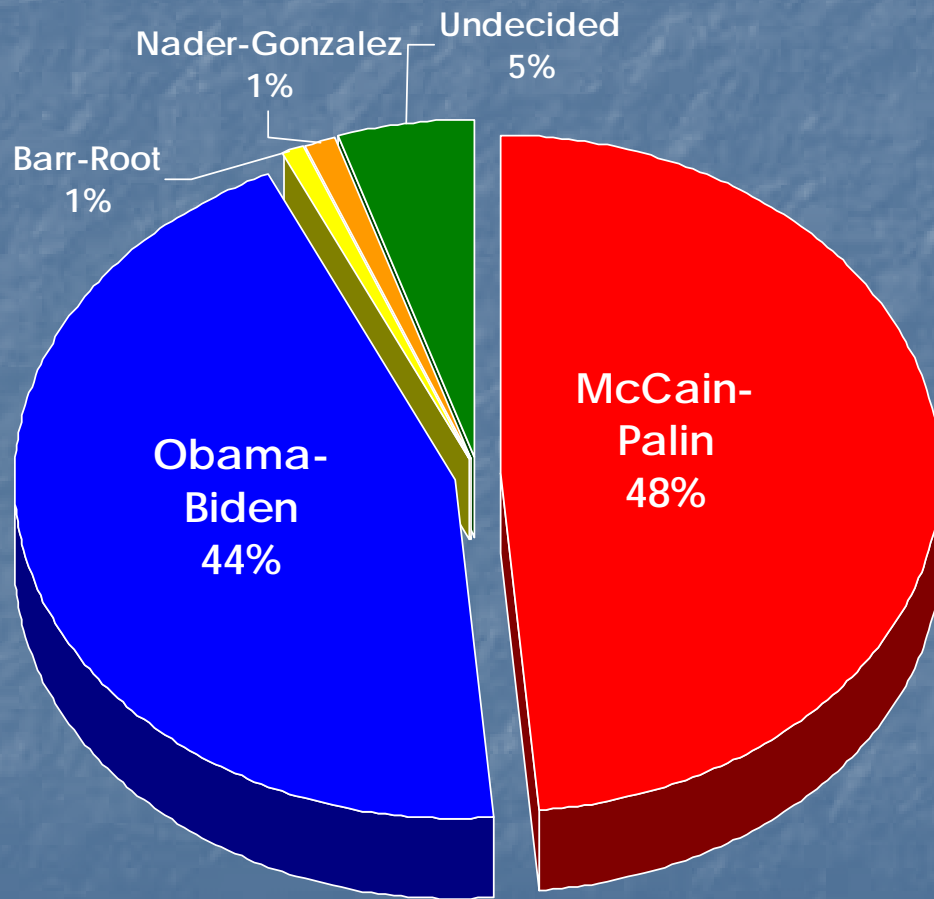
Please tell me if you have heard of this person, and if so, whether you have a favorable or unfavorable impression of that person.

Joe Biden

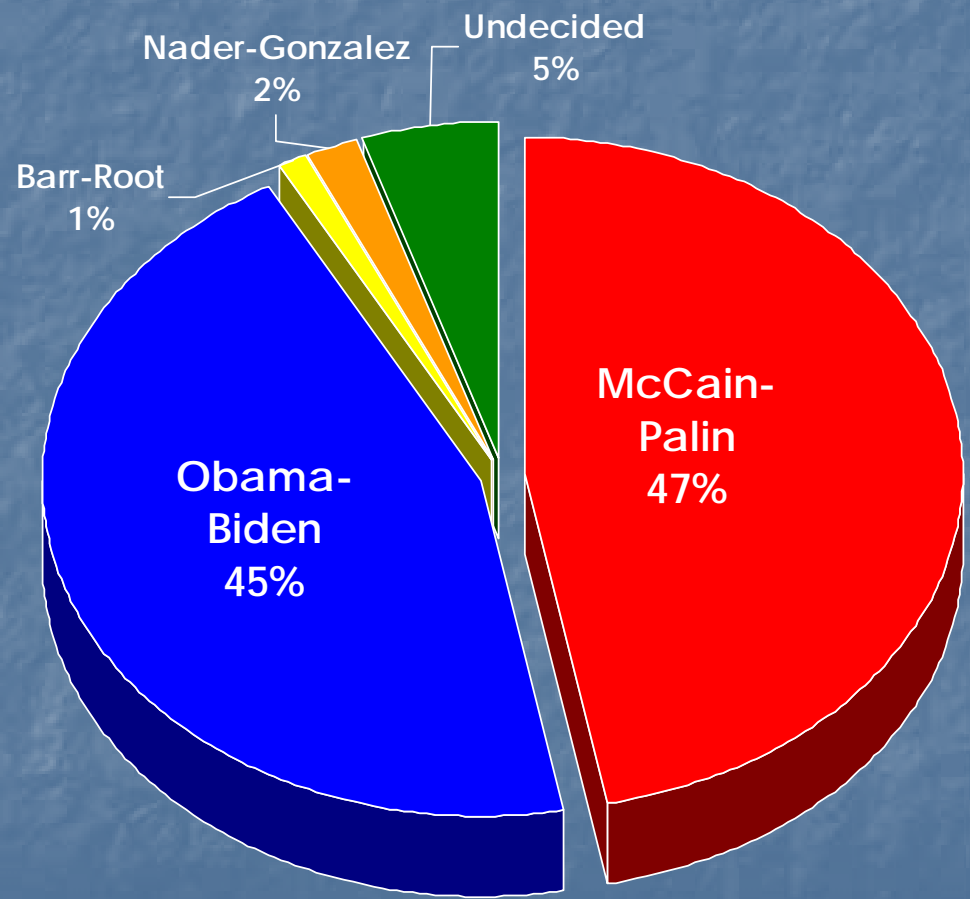


BATTLEGROUND 2008

If the election for President and Vice President were held today and you had to make a choice for whom would you vote?



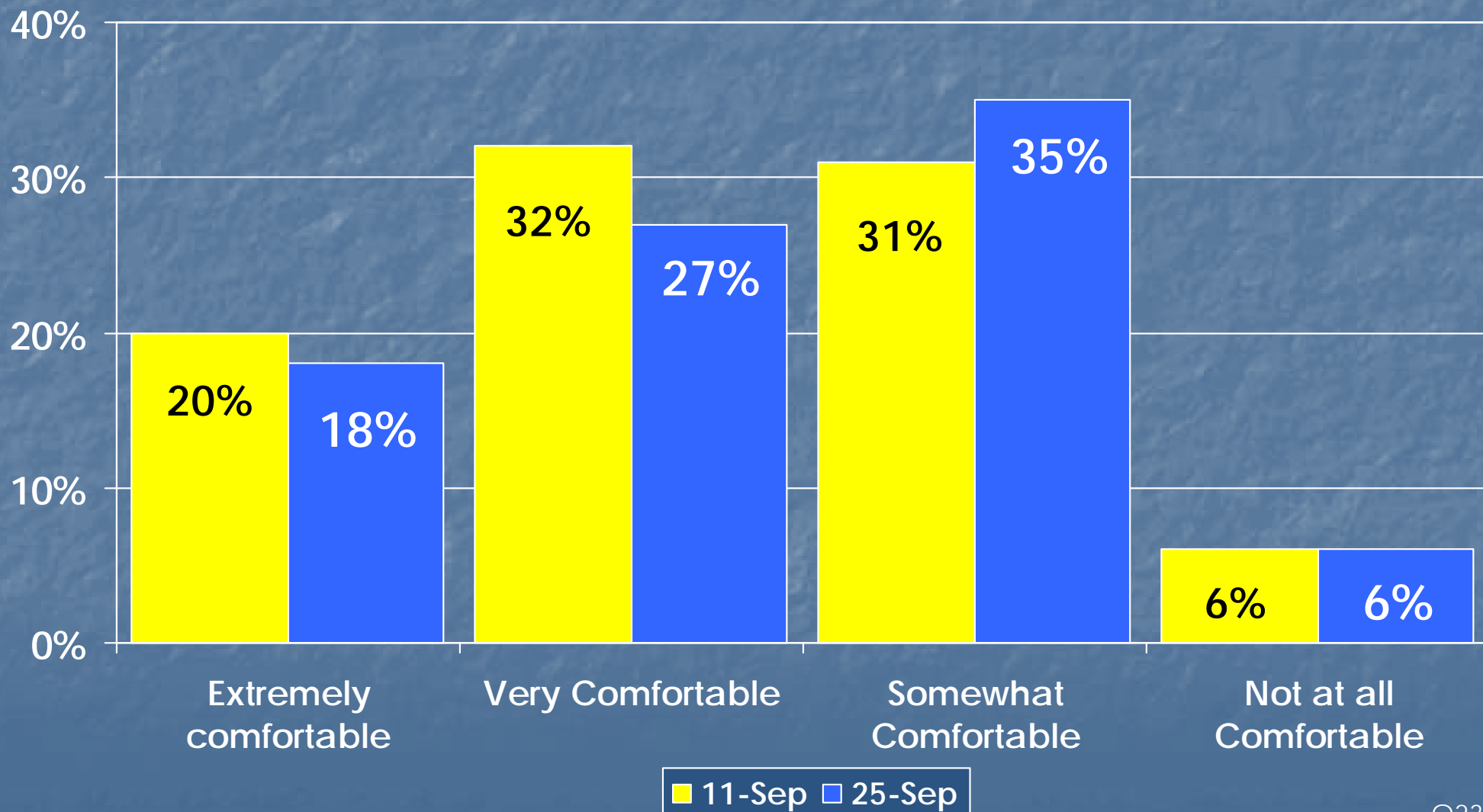
Sept. 11th



Sept. 25th

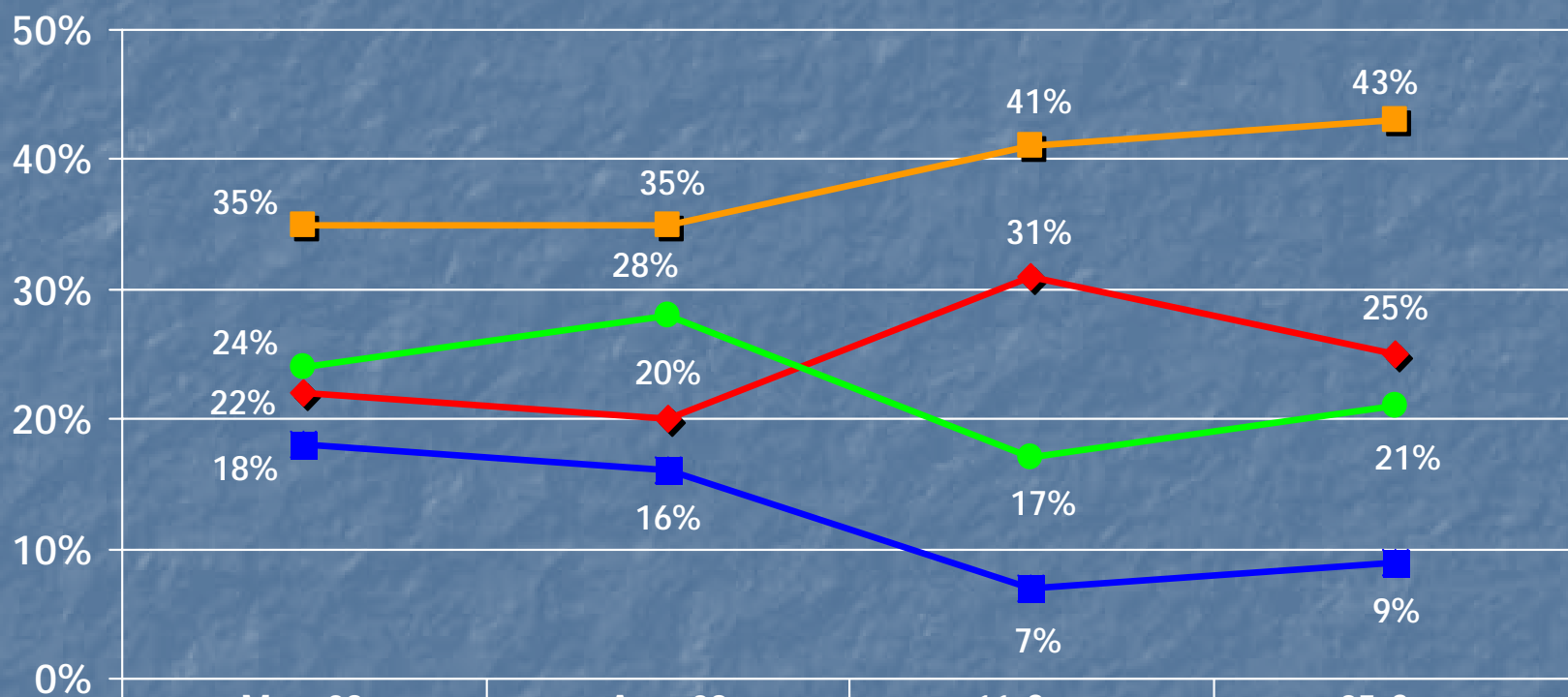
BATTLEGROUND 2008

Putting aside your own personal feelings for a moment, how comfortable do you think that your friends or neighbors would be voting for a Presidential candidate who is African American?



BATTLEGROUND 2008

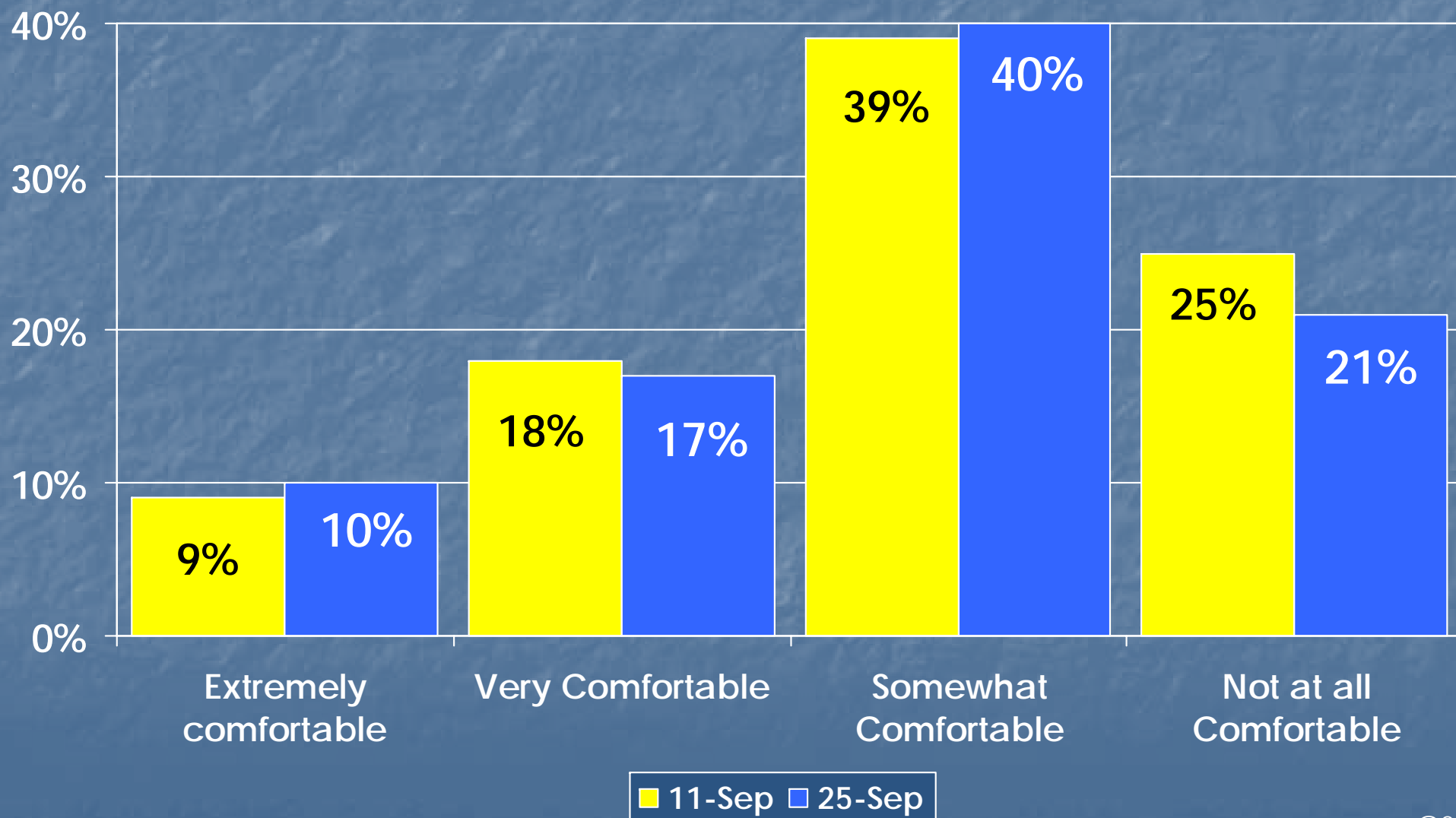
Overall, how satisfied or dissatisfied are you with the choice of candidates for president this year -- are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



| | May-08 | Aug-08 | 11-Sep | 25-Sep |
|-----------------------|--------|--------|--------|--------|
| Very Satisfied | 22% | 20% | 31% | 25% |
| Somewhat Satisfied | 35% | 35% | 41% | 43% |
| Somewhat Dissatisfied | 24% | 28% | 17% | 21% |
| Very Dissatisfied | 18% | 16% | 7% | 9% |

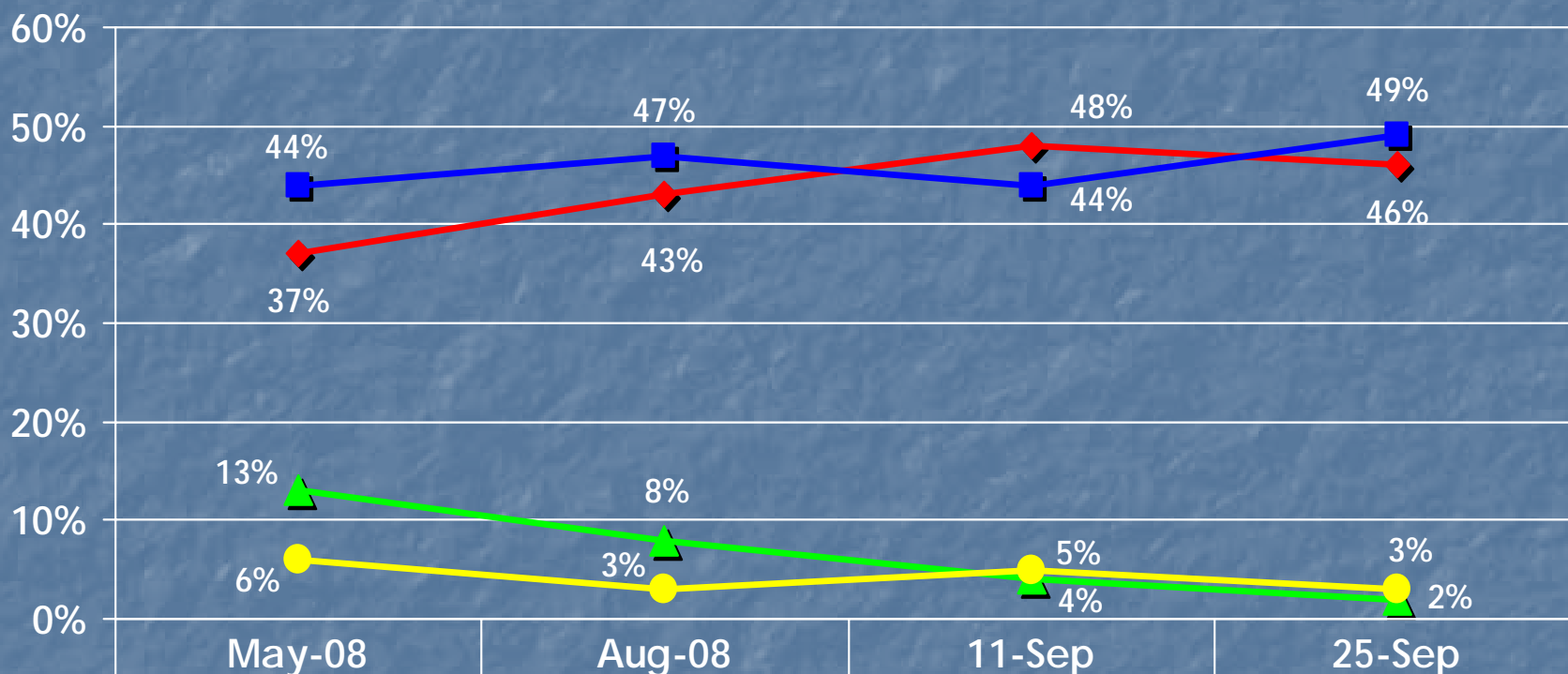
BATTLEGROUND 2008

Putting aside your own personal feelings for a moment, how comfortable do you think that your friends or neighbors would be voting for a Presidential candidate who is 72 years old?



BATTLEGROUND 2008

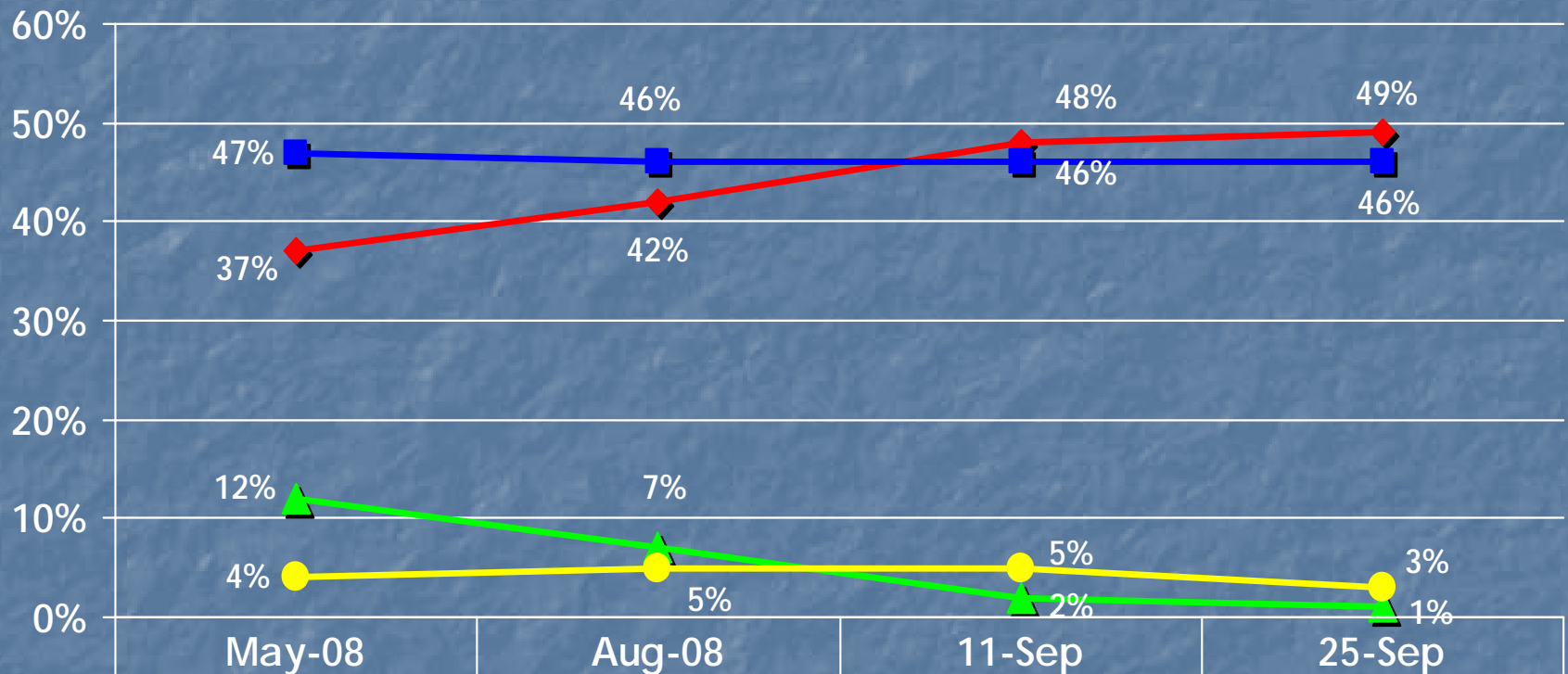
Thinking about what you might have seen, read or heard recently about John McCain, has it made you more likely or less likely to vote for him?



| | | | | |
|-----------------|-----|-----|-----|-----|
| ◆ More Likely | 37% | 43% | 48% | 46% |
| ■ Less Likely | 44% | 47% | 44% | 49% |
| ▲ No Difference | 13% | 8% | 4% | 2% |
| ● Unsure | 6% | 3% | 5% | 3% |

BATTLEGROUND 2008

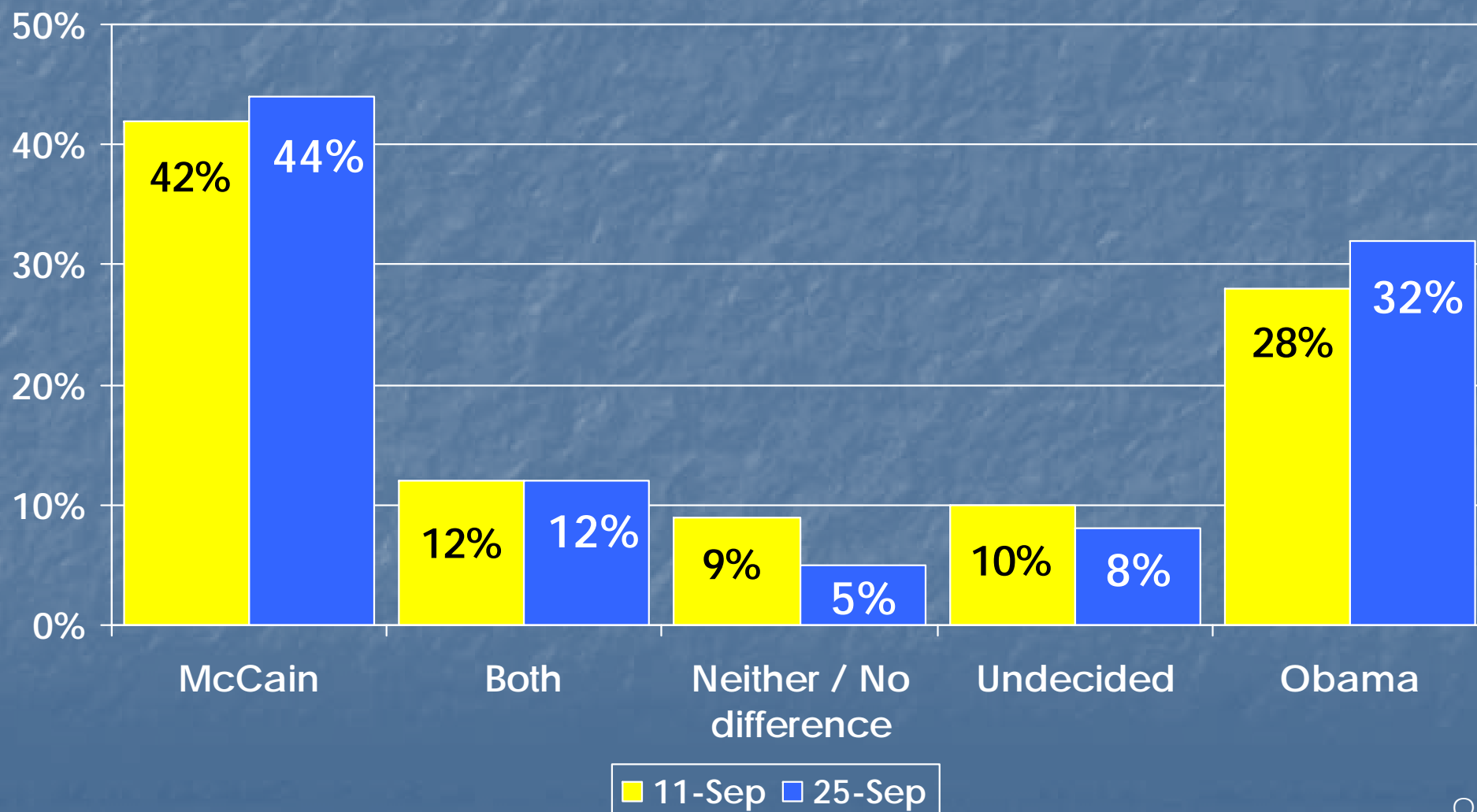
Thinking about what you might have seen, read or heard recently about Barack Obama, has it made you more likely or less likely to vote for him?



| | | | | |
|-----------------|-----|-----|-----|-----|
| ◆ More Likely | 37% | 42% | 48% | 49% |
| ■ Less Likely | 47% | 46% | 46% | 46% |
| ▲ No Difference | 12% | 7% | 2% | 1% |
| ● Unsure | 4% | 5% | 5% | 3% |

BATTLEGROUND 2008

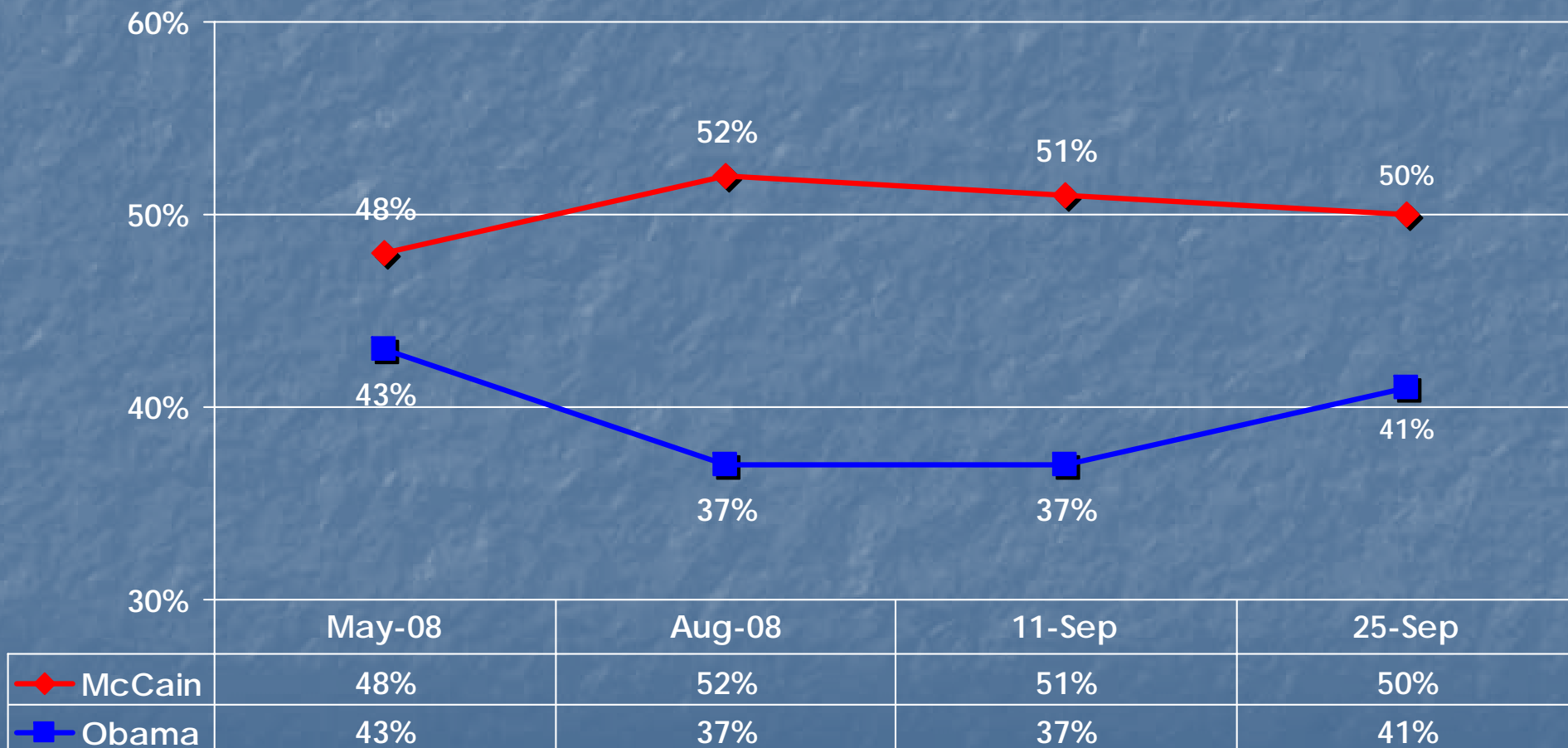
Regardless of who you intend to vote for, which candidate -- John McCain, or Barack Obama -- do you think is running a more negative campaign?



BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

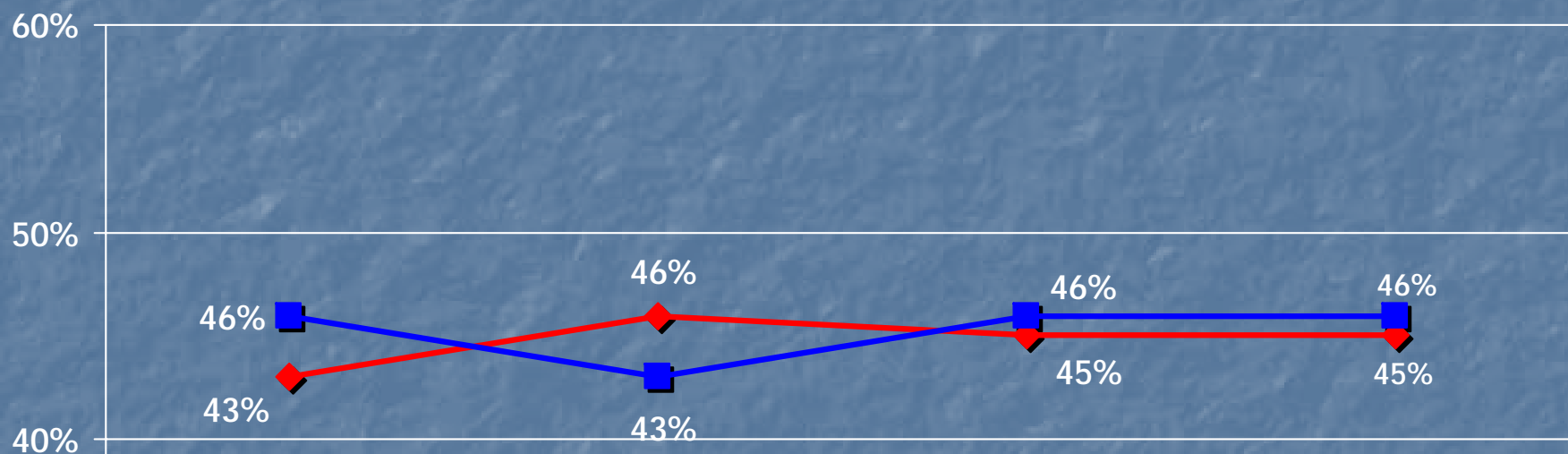
IS A STRONG LEADER



BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

SHARES YOUR VALUES

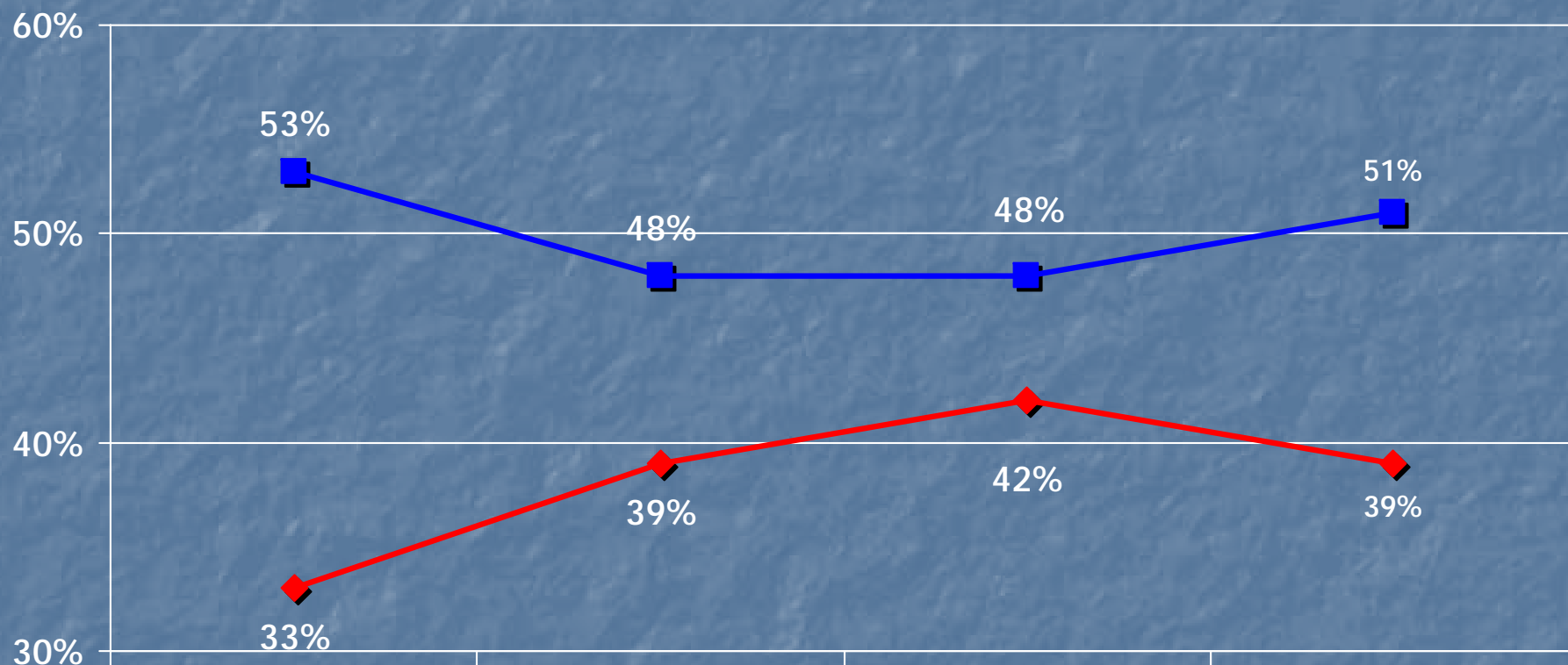


| | May-08 | Aug-08 | 11-Sep | 25-Sep |
|----------|--------|--------|--------|--------|
| ◆ McCain | 43% | 46% | 45% | 45% |
| ■ Obama | 46% | 43% | 46% | 46% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

FIGHTS FOR PEOPLE LIKE ME

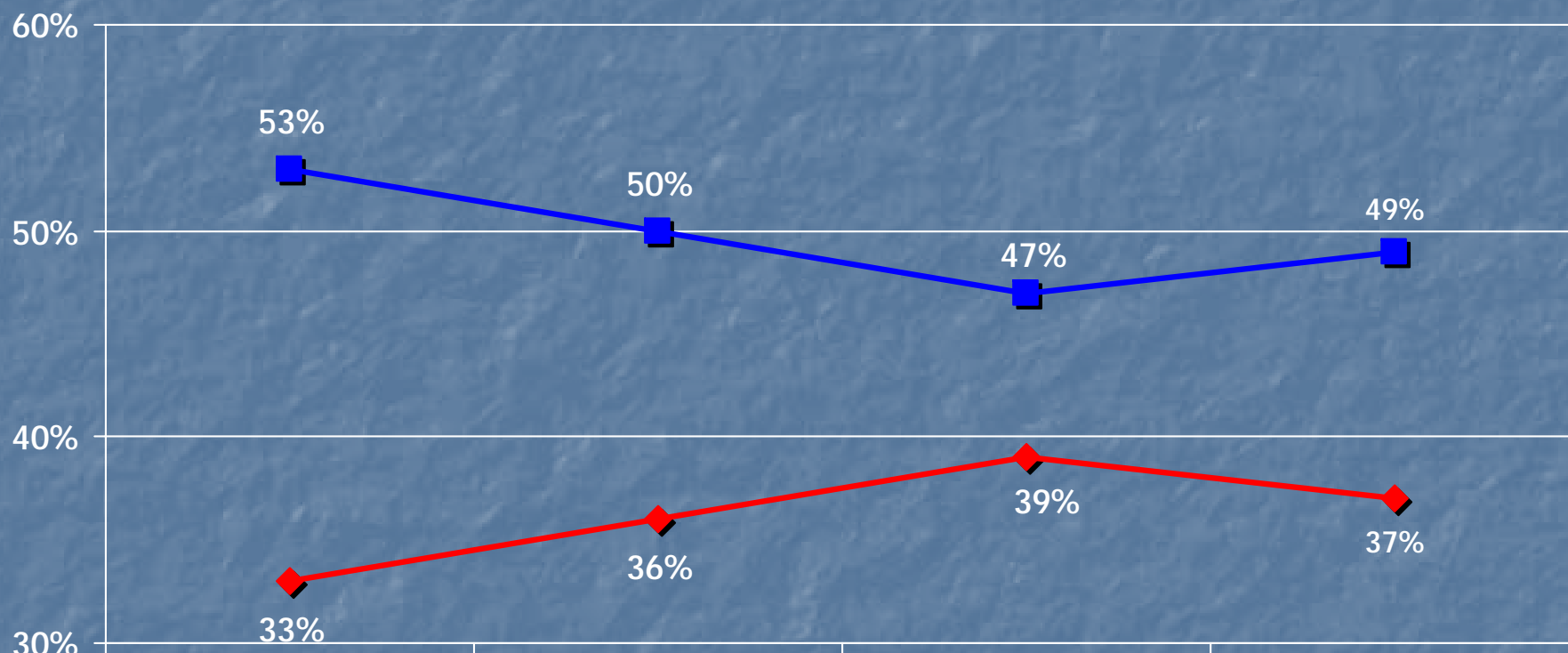


| | | | | |
|----------|-----|-----|-----|-----|
| ◆ McCain | 33% | 39% | 42% | 39% |
| ■ Obama | 53% | 48% | 48% | 51% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

WILL UNITE THE COUNTRY

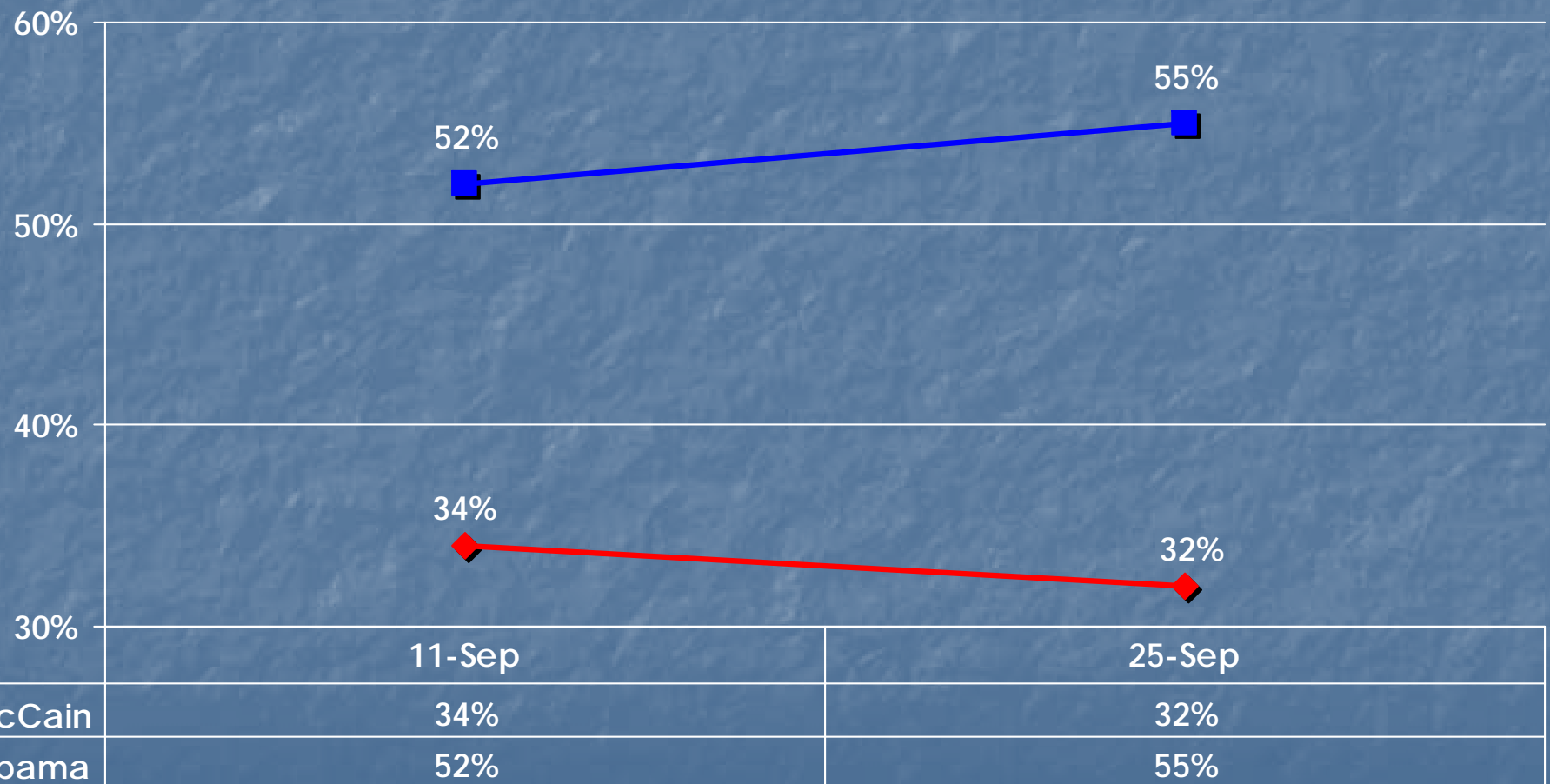


| | May-08 | Aug-08 | 11-Sep | 25-Sep |
|----------|--------|--------|--------|--------|
| ◆ McCain | 33% | 36% | 39% | 37% |
| ■ Obama | 53% | 50% | 47% | 49% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

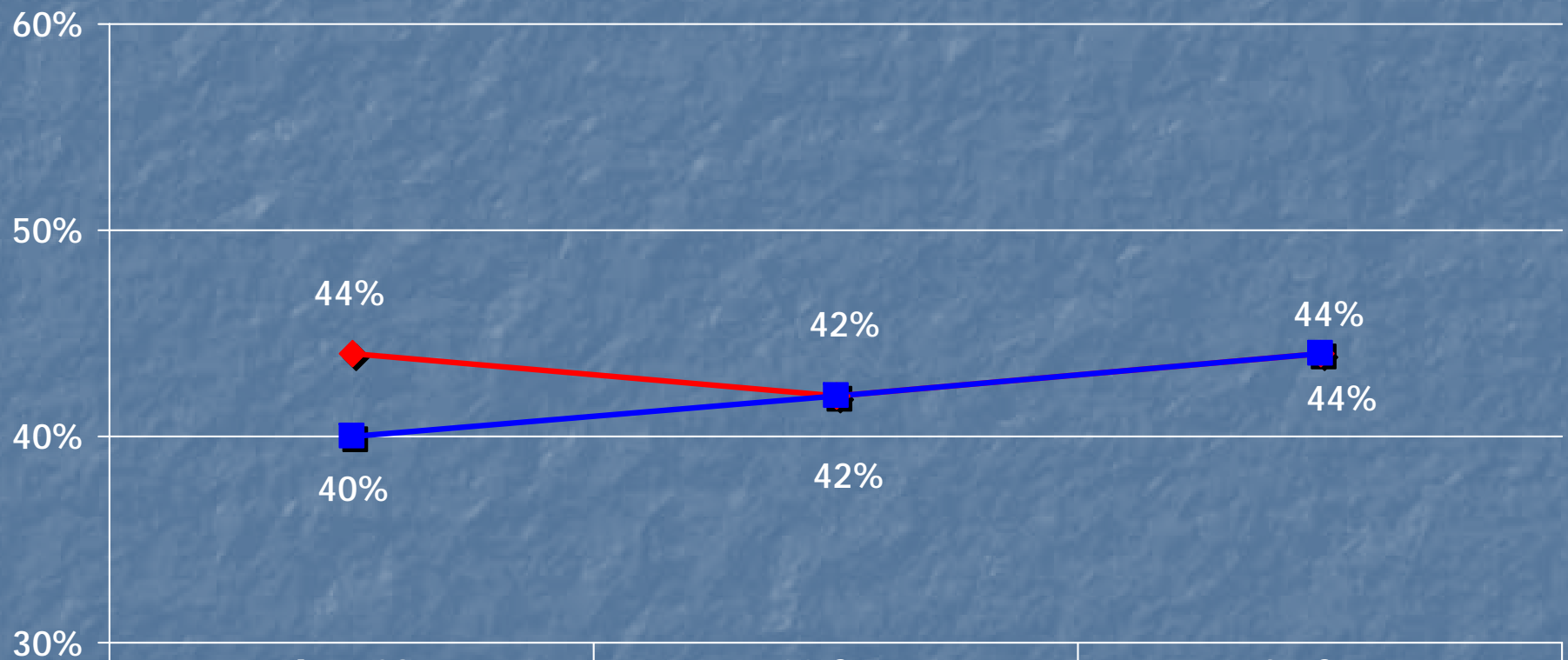
WILL BRING CHANGE TO WASHINGTON



BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

SAYS WHAT HE BELIEVES

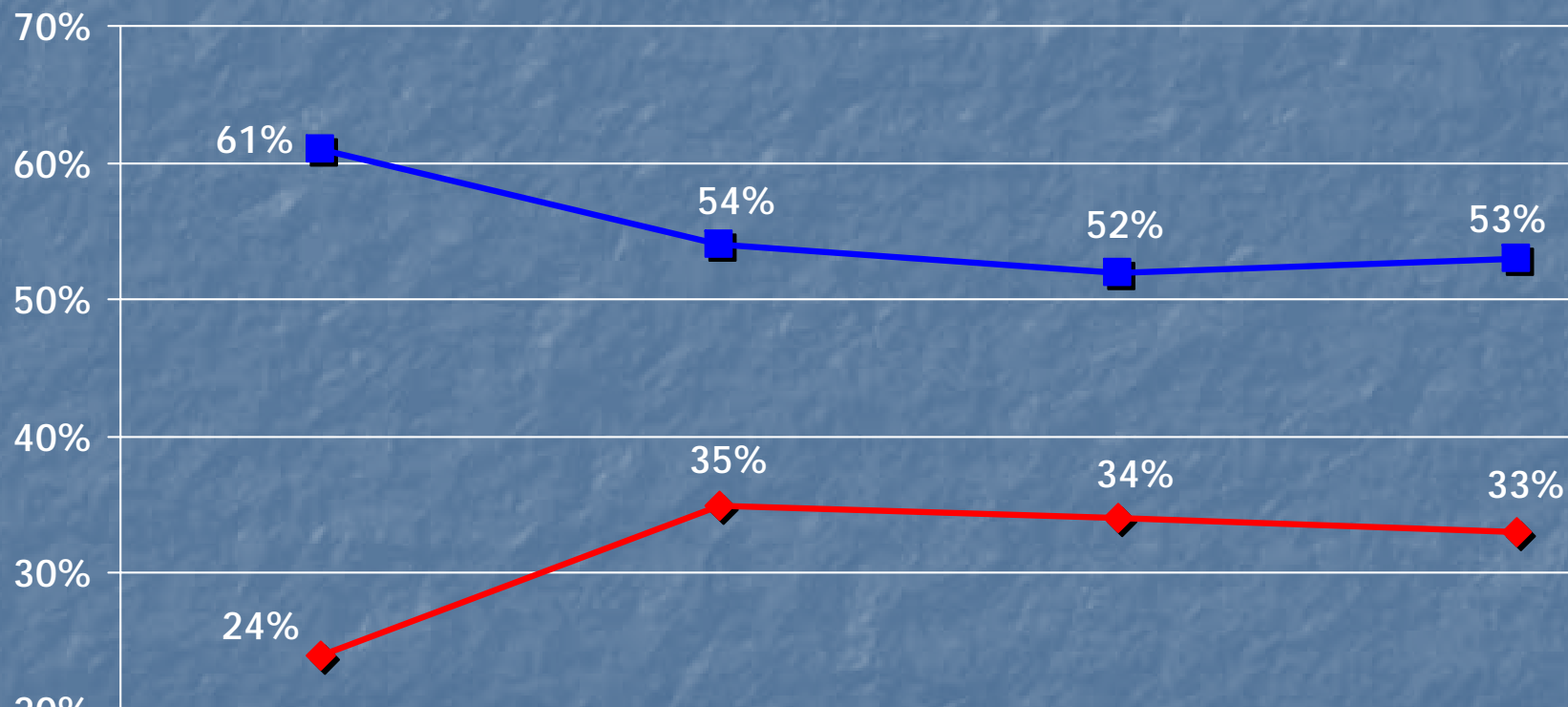


| | Aug-08 | 11-Sep | 25-Sep |
|----------|--------|--------|--------|
| ◆ McCain | 44% | 42% | 44% |
| ■ Obama | 40% | 42% | 44% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

HANDLING THE HEALTH CARE ISSUE

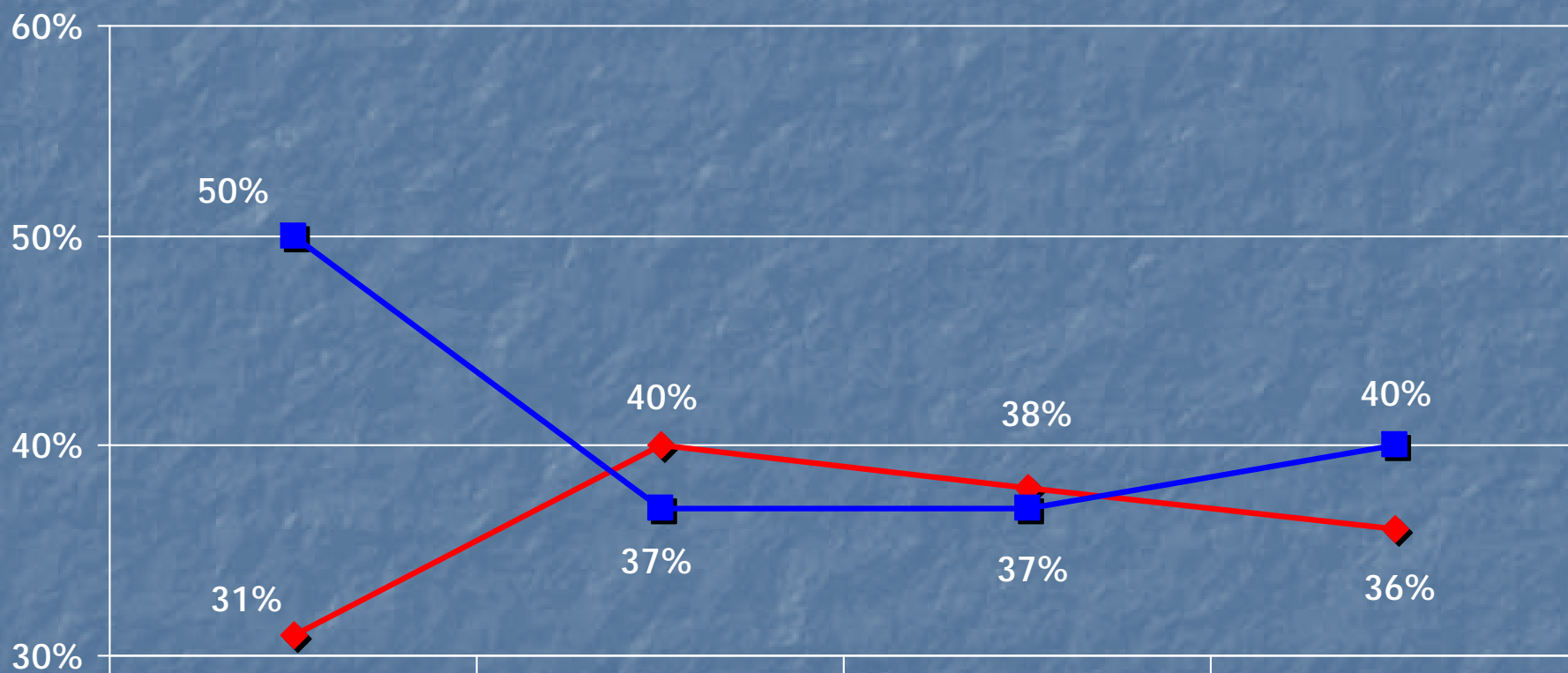


| | May-08 | Aug-08 | 11-Sep | 25-Sep |
|----------|--------|--------|--------|--------|
| ◆ McCain | 24% | 35% | 34% | 33% |
| ■ Obama | 61% | 54% | 52% | 53% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

CAN REDUCE GAS AND ENERGY PRICES

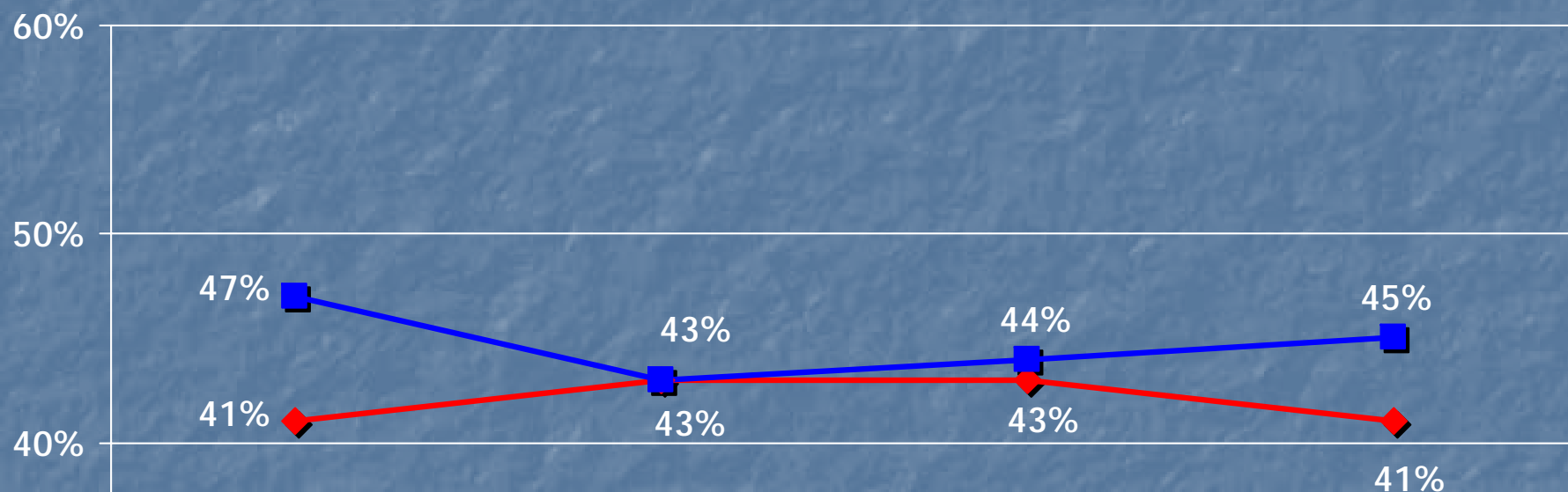


| | | | | |
|----------|-----|-----|-----|-----|
| ◆ McCain | 31% | 40% | 38% | 36% |
| ■ Obama | 50% | 37% | 37% | 40% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

WILL KEEP AMERICA PROSPEROUS

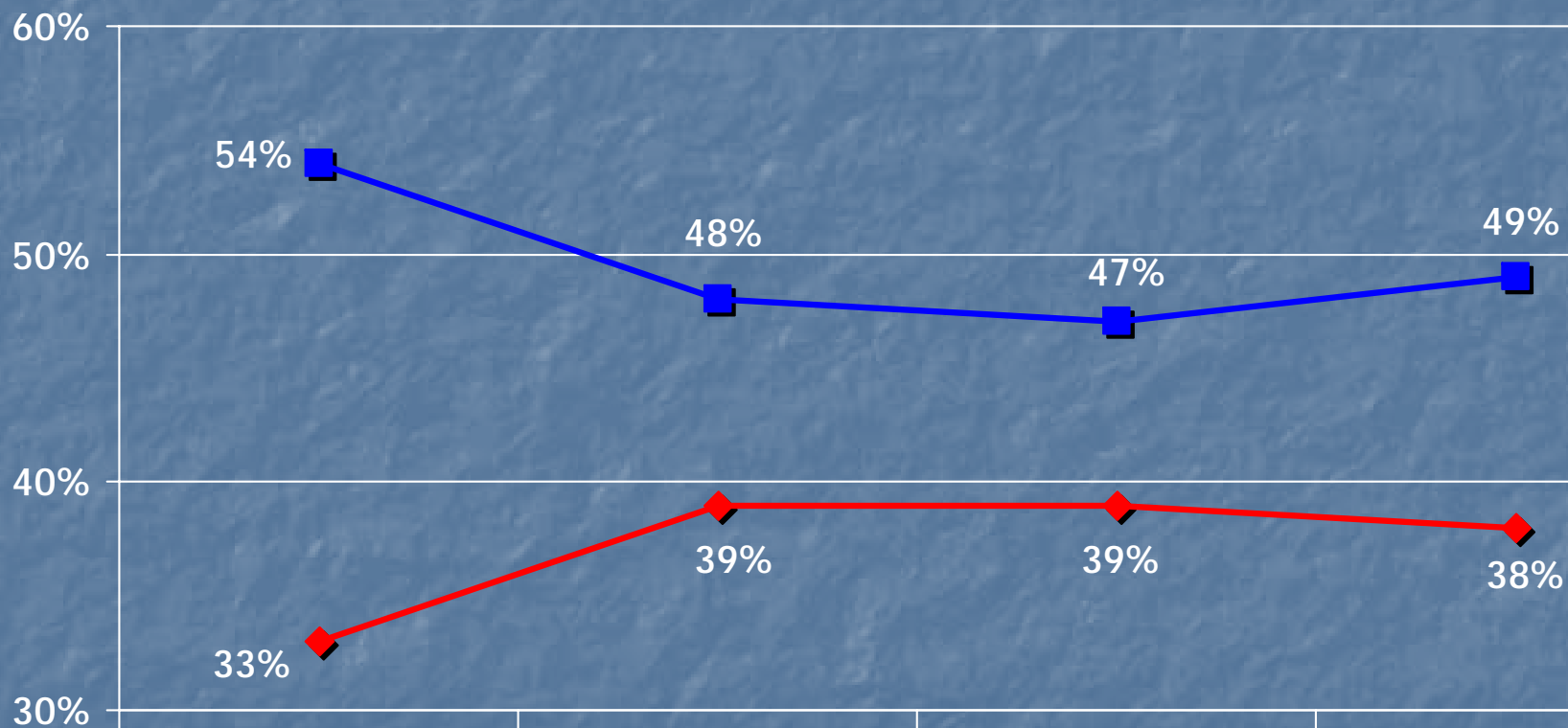


| | May-08 | Aug-08 | 11-Sep | 25-Sep |
|----------|--------|--------|--------|--------|
| ◆ McCain | 41% | 43% | 43% | 41% |
| ■ Obama | 47% | 43% | 44% | 45% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

WILL CREATE JOBS AND IMPROVE THE ECONOMY

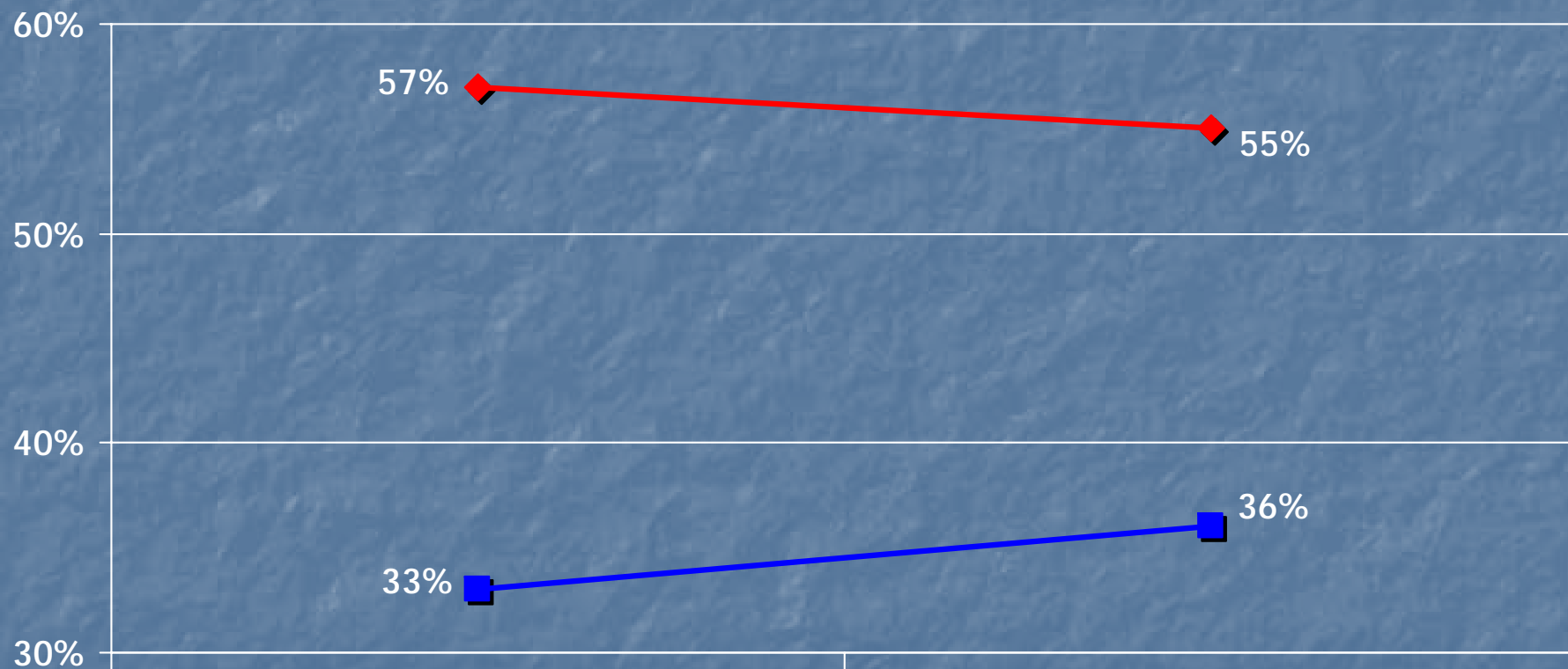


| | | | | |
|----------|-----|-----|-----|-----|
| ◆ McCain | 33% | 39% | 39% | 38% |
| ■ Obama | 54% | 48% | 47% | 49% |

BATTLEGROUND 2008

Who better represents this quality:
Senator John McCain or Senator Barack Obama?

KEEPING AMERICA SAFE AND SECURE



| | | |
|----------|-----|-----|
| ◆ McCain | 57% | 55% |
| ■ Obama | 33% | 36% |