

Table 1-1
 QUESTION S1:
 I'm going to read some professional industries. Please tell me after each one if you work or have worked in the following...

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG-RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/CAMP-AIGN/PARTY/CONSULT (J)	CONG-RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/CAMP-AIGN/PARTY/CONSULT (R)
BASE=TOTAL SAMPLE	400 100%	200 50%	200 50%	20 5%	47 12%	12 3%	24 6%	109 27%	14 4%	21 5%	25 6%	43 11%	13 3%	16 4%	116 29%	19 5%	27 7%
A FEDERAL AGENCY	225 56%	109 55%	116 58%	12 60%	47 100%	7 58%	7 29%	109 100%	5 36%	9 43%	13 52%	40 93%	8 62%	5 31%	116 100%	8 42%	13 48%
NON-PROFIT ASSOCIATION	128 32%	69 35%	59 30%	7 35%	10 21%	7 58%	9 38%	22 20%	8 57%	11 52%	10 40%	8 19%	8 62%	4 25%	22 19%	10 53%	17 63%
STATE OR LOCAL GOVERNMENT	107 27%	55 28%	52 26%	6 30%	6 13%	2 17%	7 29%	19 17%	5 36%	7 33%	8 32%	9 21%	2 15%	4 25%	19 16%	9 47%	12 44%
THE WHITE HOUSE OR EXECUTIVE BRANCH	90 23%	47 24%	43 22%	8 40%	47 100%	3 25%	2 8%	47 43%	4 29%	6 29%	6 24%	43 100%	3 23%	1 6%	40 34%	5 26%	5 19%
THE PENTAGON	70 18%	19 10%	51 26%	3 15%	4 9%	1 8%	- -	15 14%	1 7%	1 5%	4 16%	18 42%	6 46%	3 19%	41 35%	4 21%	4 15%
TRADE ASSOCIATION	49 12%	28 14%	21 11%	7 35%	8 17%	6 50%	5 21%	10 9%	10 71%	11 52%	7 28%	2 5%	2 15%	4 25%	6 5%	10 53%	10 37%
A LAW FIRM	49 12%	26 13%	23 12%	6 30%	10 21%	1 8%	2 8%	16 15%	3 21%	3 14%	5 20%	4 9%	1 8%	3 19%	13 11%	3 16%	3 11%
PAC/CAMPAIGN/PARTY/CONSULT	48 12%	21 11%	27 14%	8 40%	6 13%	4 33%	4 17%	9 8%	7 50%	21 100%	12 48%	5 12%	2 15%	4 25%	13 11%	11 58%	27 100%
A POLITICAL ACTION COMMITTEE	23 6%	9 5%	14 7%	2 10%	3 6%	3 25%	2 8%	5 5%	3 21%	9 43%	6 24%	2 5%	- -	3 19%	7 6%	5 26%	14 52%
AS A PAID MEMBER OF A POLITICAL CAMPAIGN	20 5%	8 4%	12 6%	3 15%	2 4%	1 8%	2 8%	2 2%	4 29%	8 38%	8 32%	4 9%	2 15%	2 13%	7 6%	8 42%	12 44%
A POLITICAL CONSULTING FIRM	17 4%	5 3%	12 6%	3 15%	3 6%	1 8%	- -	4 4%	1 7%	5 24%	7 28%	3 7%	1 8%	2 13%	7 6%	8 42%	12 44%
AS A PAID MEMBER OF A POLITICAL PARTY, LIKE THE RNC OR THE DNC	10 3%	2 1%	8 4%	1 5%	- -	- -	- -	- -	- -	2 10%	4 16%	4 9%	- -	1 6%	5 4%	4 21%	8 30%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
 S T R A T E G Y O N E

Continued

Table 1-1
 QUESTION S1:
 I'm going to read some professional industries. Please tell me after each one if you work or have worked in the following...

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG- RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (J)	CONG- RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (R)
CONGRESS	45 11%	20 10%	25 13%	20 100% EFGHI J	8 17%	3 25%	4 17%	12 11%	7 50% EGH	8 38% eh	25 100% LMNQR	6 14% M	- -	1 6%	13 11% M	8 42% LMNP	12 44% LMNP
THE MEDIA, THAT IS, NEWSPAPERS, MAGAZINES, TELEVISION, OR RADIO	40 10%	24 12%	16 8%	4 20% e	2 4%	2 17%	24 100% DEFHI J	7 6%	4 29% eh	4 19%	1 4%	1 2%	1 8%	16 100% KLMR PQ	5 4%	4 21% lp	4 15% l
A LOBBYING FIRM	33 8%	14 7%	19 10%	7 35% EfH	4 9%	1 8%	4 17%	5 5%	14 100% DEFHG J	7 33% EfH	8 32% lP	5 12%	3 23%	4 25%	8 7%	19 100% KLMNP R	11 41% LP
THINK TANKS	25 6%	12 6%	13 7%	3 15%	3 6%	12 100% DEGHI J	2 8%	7 6%	1 7%	4 19%	- -	3 7% k	13 100% KLNPQ R	1 6%	8 7% K	3 16% k	2 7%
A NON-GOVERNMENTAL, MULTI-LATERAL ORGANIZATION LIKE THE IMF, WORLD BANK, OR UN	18 5%	7 4%	11 6%	- -	2 4%	- -	1 4%	4 4% DFIJ	- -	- -	4 16%	7 16%	1 8%	2 13%	8 7%	3 16%	4 15%
A PUBLIC RELATIONS FIRM	17 4%	5 3%	12 6% b	- -	1 2%	- -	1 4%	2 2%	- -	- -	2 8%	2 5%	1 8%	7 44% KLMPR	5 4%	5 26% LP	4 15%
THE SUPREME COURT OR JUDICIAL BRANCH	8 2%	4 2%	4 2%	1 5%	2 4%	- -	- -	3 3% fgj	1 7%	- -	- -	1 2%	- -	1 6%	4 3% KMQR	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
 S T R A T E G Y O N E

Table 3-1
 QUESTION S2:
 As you know, some people have time to vote in elections and others do not. Regardless of how you feel today, for whom did you vote for President in 2008?

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG- RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (J)	CONG- RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (R)
BASE=TOTAL SAMPLE	400 100%	200 50%	200 50%	20 5%	47 12%	12 3%	24 6%	109 27%	14 4%	21 5%	25 6%	43 11%	13 3%	16 4%	116 29%	19 5%	27 7%
**D/S (MCCAIN - OBAMA)	-	-200 -100%	200 100%	-20 -100%	-47 -100%	-12 -100%	-24 -100%	-109 -100%	-14 -100%	-21 -100%	25 100%	43 100%	13 100%	16 100%	116 100%	19 100%	27 100%
JOHN MCCAIN	200 50%	-	200 100%	-	-	-	-	-	-	-	25 100%	43 100%	13 100%	16 100%	116 100%	19 100%	27 100%
BARACK OBAMA	200 50%	200 100%	-	20 100%	47 100%	12 100%	24 100%	109 100%	14 100%	21 100%	-	-	-	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
 S T R A T E G Y O N E

Table 4-1
 QUESTION S3:
 On average, how many major PRINT OR ONLINE newspapers do you read?

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG- RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (J)	CONG- RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (R)
BASE=TOTAL SAMPLE	400 100%	200 50%	200 50%	20 5%	47 12%	12 3%	24 6%	109 27%	14 4%	21 5%	25 6%	43 11%	13 3%	16 4%	116 29%	19 5%	27 7%
1	120 30%	62 31%	58 29%	5 25% I	12 26% I	2 17%	3 13% i	31 28% GI	- -	6 29% I	5 20% N	17 40% kNQ	4 31% N	- -	38 33% Nq	3 16% n	6 22% N
2	116 29%	56 28%	60 30%	5 25% iJ	16 34% iJ	2 17%	8 33% J	36 33% iJ	2 14%	2 10%	4 16%	10 23%	5 38%	4 25%	31 27%	4 21%	7 26%
3	85 21%	48 24%	37 19%	6 30%	8 17%	2 17%	6 25%	21 19%	9 64% DEFGH	8 38% eh	3 12%	7 16%	3 23%	4 25%	18 16%	7 37% kpr	4 15%
4 OR MORE	79 20%	34 17%	45 23%	4 20%	11 23%	6 50% deH	7 29%	21 19%	3 21%	5 24%	13 52% LMPq	9 21%	1 8%	8 50% LMP	29 25% M	5 26%	10 37% M

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
 S T R A T E G Y O N E

Table 5-1
 QUESTION S4:
 Which ONE of the following best describes your total household income?

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG- RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (J)	CONG- RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (R)
BASE=TOTAL SAMPLE	400 100%	200 50%	200 50%	20 5%	47 12%	12 3%	24 6%	109 27%	14 4%	21 5%	25 6%	43 11%	13 3%	16 4%	116 29%	19 5%	27 7%
\$50,000 - \$74,999	35 9%	14 7%	21 11%	3 15% gi	3 6% gi	1 8%	-	7 6% GI	-	3 14% gi	3 12% m	5 12% M	-	2 13%	14 12% M	1 5%	4 15% M
\$75,000 - \$99,999	54 14%	34 17% C	20 10%	2 10%	4 9%	4 33% e	6 25% e	17 16%	2 14%	5 24%	-	1 2%	1 8%	1 6%	13 11% KLQ	-	2 7%
\$100,000 - \$149,999	111 28%	52 26%	59 30%	3 15%	12 26% f	1 8%	6 25%	27 25% f	2 14%	4 19%	4 16%	15 35% kNR	3 23%	2 13%	32 28% R	4 21% r	1 4%
\$150,000 - \$199,999	82 21%	37 19%	45 23%	4 20%	10 21%	1 8%	5 21%	22 20%	4 29%	6 29%	9 36%	11 26%	4 31%	5 31%	26 22%	4 21%	7 26%
\$200,000 - \$249,999	54 14%	32 16%	22 11%	2 10%	6 13%	2 17%	3 13%	16 15%	3 21%	2 10%	2 8%	7 16%	2 15%	2 13%	13 11%	3 16%	3 11%
\$250,000 - \$299,999	27 7%	13 7%	14 7%	2 10%	4 9% J	1 8%	2 8%	7 6% J	1 7%	-	3 12% m	2 5%	-	3 19% m	8 7% M	2 11%	5 19% LM
\$300,000 - \$399,999	19 5%	11 6%	8 4%	-	4 9% DJ	1 8%	2 8%	7 6% DJ	2 14%	-	2 8%	-	-	1 6%	6 5% LM	2 11%	2 7%
\$400,000 - \$499,999	8 2%	1 1%	7 4% B	-	1 2%	-	-	1 1%	-	-	2 8%	2 5%	2 15%	-	4 3% N	3 16% n	3 11% n
\$500,000 OR MORE	10 3%	6 3%	4 2%	4 20% GhI	3 6% gi	1 8%	-	5 5% GI	-	1 5%	-	-	1 8%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
 S T R A T E G Y O N E

Table 6-1
QUESTION S5:
What is the last grade you completed in school?

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG- RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (J)	CONG- RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (R)
BASE=TOTAL SAMPLE	400 100%	200 50%	200 50%	20 5%	47 12%	12 3%	24 6%	109 27%	14 4%	21 5%	25 6%	43 11%	13 3%	16 4%	116 29%	19 5%	27 7%
**D/S (COLL GRAD - GRAD/ PROF)	-118 -29%	-80 -40%	-38 -19% B	-10 -50%	-29 -62%	-8 -67%	-4 -17% EHj	-53 -49%	-8 -57%	-13 -62%	-7 -28%	-21 -49%	-3 -23%	-2 -12% L	-34 -29%	-5 -26%	-9 -33%
COLLEGE GRADUATE	141 35%	60 30%	81 41% B	5 25%	9 19%	2 17%	10 42% efj	28 26%	3 21%	4 19%	9 36%	11 26%	5 38%	7 44%	41 35%	7 37%	9 33%
GRADUATE OR PROFESSIONAL SCHOOL	259 65%	140 70% C	119 60%	15 75%	38 81% g	10 83% g	14 58%	81 74%	11 79%	17 81% g	16 64%	32 74%	8 62%	9 56%	75 65%	12 63%	18 67%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
S T R A T E G Y O N E

Table 7-1
QUESTION S6:
Gender.

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG- RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (J)	CONG- RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (R)
BASE=TOTAL SAMPLE	400 100%	200 50%	200 50%	20 5%	47 12%	12 3%	24 6%	109 27%	14 4%	21 5%	25 6%	43 11%	13 3%	16 4%	116 29%	19 5%	27 7%
MALE	256 64%	116 58%	140 70% B	15 75% Fg	35 74% FG	4 33%	12 50%	70 64% F	9 64%	14 67% f	16 64%	36 84% kNr	12 92% KNpR	9 56%	89 77%	14 74%	17 63%
FEMALE	144 36%	84 42% C	60 30%	5 25%	12 26%	8 67% DEHj	12 50% dE	39 36%	5 36%	7 33%	9 36% lM	7 16%	1 8%	7 44% LM	27 23% m	5 26%	10 37% lM

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
S T R A T E G Y O N E

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 Table 36-1
 QUESTION X2:
 Do you believe the economy...

BANNER 1

	PARTY			DEM PROFESSION							GOP PROFESSION						
	TOTAL (A)	DEM (B)	GOP (C)	CONG- RESS (D)	ADMIN (E)	THINK TANK (F)	MEDIA (G)	FED AGENCY (H)	LOBBY -ING (I)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (J)	CONG- RESS (K)	ADMIN (L)	THINK TANK (M)	MEDIA (N)	FED AGENCY (P)	LOBBY -ING (Q)	PAC/ CAMP- AIGN/ PARTY /CON- SULT (R)
BASE=TOTAL SAMPLE	400 100%	200 50%	200 50%	20 5%	47 12%	12 3%	24 6%	109 27%	14 4%	21 5%	25 6%	43 11%	13 3%	16 4%	116 29%	19 5%	27 7%
HAS ALREADY BOTTOMED OUT AND IS GETTING BETTER	208 52%	127 64% C	81 41%	14 70%	37 79%	10 83%	16 67%	76 70%	10 71%	13 62%	5 20%	16 37%	7 54% K	7 44%	49 42% K	7 37%	9 33%
IS AT BOTTOM AND NOT GETTING ANY BETTER OR WORSE	87 22%	38 19%	49 25%	4 20% F	5 11% F	- -	4 17% F	20 18% F	1 7%	4 19% F	10 40% N	13 30% N	3 23%	1 6%	27 23% N	4 21%	7 26% n
OR, HAS NOT YET BOTTOMED OUT AND WILL STILL GET WORSE	94 24%	29 15%	65 33% B	2 10%	3 6%	2 17%	4 17%	11 10%	3 21%	4 19%	8 32%	13 30%	3 23%	8 50%	38 33%	6 32%	9 33%
DON'T KNOW	11 3%	6 3%	5 3%	- -	2 4%	- -	- -	2 2%	- -	- -	2 8%	1 2%	- -	- -	2 2%	2 11%	2 7%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F/G/H/I/J K/L/M/N/P/Q/R
 S T R A T E G Y O N E