

FirstView 2008 National Post Election©

**TOPLINE RESULTS**

**Audience: n=1,049 Actual US Voters**

**Mode: n=483 Phone Interviews & n=566 Online Interviews**

**Geography: Nationally Representative Sample of Voters**

**Field Dates: November 4, 2008**

**Margin of Error +/- 3.1 at 95% Confidence**

**Base: Total Respondents N=1,049**

1. As you know, today, November 4th, is Election Day. Did you happen to vote in today's election, either at the polls or by absentee ballot, or were you unable to make it to the polls?

66% YES/VOTED TODAY AT THE POLLS (CONTINUE)

34% YES/VOTED ABSENTEE OR EARLY/BEFORE TODAY (CONTINUE)

2. IF VOTED, ASK: Is 2008 the first time you have voted in the United States?

6% YES

94% NO

3. Did you experience any difficulties or problems when you voted?

3% YES

97% NO

**REDUCED BASE: Experienced problems: N=32\***

4. (IF YES, ASK:) Which of the following did you experience...RANDOMIZE

26% FAULTY VOTING EQUIPMENT

15% A CONFUSING BALLOT

30% POORLY TRAINED WORKERS

5% VOTER REGISTRATION DISPUTE

48% OTHER

\* Small base

**BASE: Total respondents: N=1049**

5. Now thinking now about how you actually voted ...  
In the election for president of the United States, for whom did you vote: **(ROTATE & READ CHOICES 1-3)**

47% JOHN MCCAIN AND SARAH PALIN, REPUBLICAN

51% BARAK OBAMA AND JOE BIDEN, DEMOCRAT

1% OTHER INDEPENDENT OR THIRD PARTY CANDIDATES

1% DON'T KNOW/REFUSED

Now thinking a little bit more specifically about races in your state...

6. (Asked only in those states with senate races) In the race for **U.S. Senate** in your state, did you vote for **[ROTATE]** the Republican Candidate OR the Democratic Candidate?

**REDUCED BASE: States with Senate Races: N=529**

44%	REPUBLICAN CANDIDATE
51%	DEMOCRATIC CANDIDATE
3%	OTHER
2%	DID NOT VOTE FOR A SENATE CANDIDATE

**BASE: Total respondents: N=1049**

And now thinking a little bit more specifically about the race in your congressional district...

7. In the race for **U.S. House of Representatives** in your district, did you vote for **[ROTATE]** the Republican Candidate or the Democratic Candidate?

43%	REPUBLICAN CANDIDATE
47%	DEMOCRATIC CANDIDATE
2%	OTHER
6%	DID NOT VOTE FOR A CONGRESSIONAL CANDIDATE
2%	DON'T KNOW/REFUSED

**BASE: Total respondents: N=1049**

8. Moving on...generally speaking, 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?

14%	RIGHT DIRECTION
84%	WRONG TRACK
2%	DON'T KNOW/REFUSED

9. And thinking about the Presidential elections, how satisfied were you with how the presidential candidates addressed the policies most important to you during the campaign?

**65% TOTAL SATISFIED**  
**34% TOTAL DISSATISFIED**

14% VERY SATISFIED  
51% SOMEWHAT SATISFIED  
23% SOMEWHAT DISSATISFIED  
11% VERY DISSATISFIED  
1% DON'T KNOW/REFUSED

10. Which **ONE** of the following issues was most important to you in determining your vote for President? [READ AND ROTATE]

11% KEEPING U.S. SECURE FROM TERRORIST THREATS  
6% ADDRESSING THE WAR IN IRAQ  
3% CREATING MORE JOBS  
5% ENSURING LONG-TERM HEALTH CARE AND MEDICARE  
2% IMPROVING EDUCATION  
**45% GETTING THE ECONOMY BACK ON TRACK**  
3% DEVELOPING A NATIONAL ENERGY POLICY  
12% RESTORING HONESTY AND TRUST TO GOVERNMENT AND GOVERNMENT OFFICIALS  
3% REDUCING TAXES  
1% PROTECTING THE ENVIRONMENT  
9% OTHER (SPECIFY)

11. Which one of the following statements best represents your view:

7% WE SHOULD SACRIFICE SOME ECONOMIC GROWTH IN ORDER TO PROTECT THE ENVIRONMENT.  
11% WE SHOULD SACRIFICE SOME ENVIRONMENTAL PROTECTIONS IN ORDER TO HAVE ECONOMIC GROWTH.  
81% OR...WE CAN HAVE BOTH ENVIRONMENTAL PROTECTION AND ECONOMIC GROWTH AT THE SAME TIME.

Thinking back to how you voted for president...

**REDUCED BASE: Voted for McCain/Palin: N=493**

12A. [ASK ONLY OF THOSE WHO VOTED FOR McCAIN] Was your vote for John McCain, **more** a vote for McCain, more for Sarah Palin, more against Barak Obama or more against the Democratic party?

- 47% FOR MCCAIN
- 10% FOR PALIN
- 27% AGAINST OBAMA
- 15% AGAINST THE DEMOCRATIC PARTY
- 2% DON'T KNOW/REFUSED

**REDUCED BASE: Voted for Obama/Biden: N=535**

12B. [ASK ONLY OF THOSE WHO VOTED FOR OBAMA] Was your vote for Barak Obama **more** a vote for Obama or more against McCain, against Sarah Palin, or against President George Bush?

- 77% FOR OBAMA
- 2% FOR JOE BIDEN
- 6% AGAINST MCCAIN
- 5% AGAINST PALIN
- 11% AGAINST BUSH
- 1% DON'T KNOW/REFUSED

Let's look forward to when the next Congress is in session and the next President is in office...

**BASE: Total respondents: N=1049**

13. There are many issues the President and the Congress may consider now that the election is over. Recognizing that different issues matter to different voters, for each of the following, please indicate the importance of the issue for **you personally** using a 1-10 scale where 1 is NOT AT ALL important and 10 is EXTREMELY important.

**IMPORTANCE SUMMARY**

<u>MEAN</u>	<u>% 9-10</u>	
<b>8.7</b>	<b>67%</b>	<b>Keeping the U.S. secure from terrorist threats</b>
8.4	54%	Creating more jobs
8.3	56%	Addressing the war in Iraq
8.1	52%	Ensuring long-term health care and Medicare
8.3	52%	Developing a national energy policy
6	13%	Fixing traffic congestion and improving roads and bridges?
8.2	49%	Improving education
7.4	38%	Reducing taxes
7.4	37%	Protecting the environment
7.8	48%	Fixing Wall Street and the banking industry
<b>8.7</b>	<b>67%</b>	<b>Restoring honesty and trust to government and govt officials</b>

14. Thinking of these same issues, please indicate how well you feel our nation has handled the issue using a 1-10 scale where 1 is EXTREMELY POOR JOB and 10 is EXTREMELY GOOD JOB. The first/next is...RANDOMIZE

**PERFORMANCE SUMMARY**

<u>MEAN</u>	<u>% 9-10</u>	
<b>6.5</b>	<b>24%</b>	<b>Keeping the U.S. secure from terrorist threats</b>
3.9	3%	Creating more jobs
4.8	12%	Addressing the war in Iraq
3.8	3%	Ensuring long-term health care and Medicare
3.5	2%	Developing a national energy policy
4.3	3%	Fixing traffic congestion and improving roads and bridges?
4.2	3%	Improving education
4.6	4%	Reducing taxes
4.5	4%	Protecting the environment
3.6	3%	Fixing Wall Street and the banking industry
3	3%	Restoring honesty and trust to government and government officials

15. Here are the opinions of two imaginary people. Please tell me which one is closer to your own opinion. ROTATE

Smith thinks it is better when the White House is controlled by one party and the Congress is controlled by another party.

Jones thinks it is better when one party controls both the White House and the Congress.

**55% TOTAL SMITH (DIVIDED GOVERNMENT)**

**42% TOTAL JONES (ONE PARTY CONTROL)**

- 17% VERY MUCH LIKE SMITH
- 38% SOMEWHAT LIKE SMITH
- 26% SOMEWHAT LIKE JONES
- 16% VERY MUCH LIKE JONES
- 3% DON'T KNOW/REFUSED

16. Generally speaking would you say you have a [ROTATE ORDER] FAVORABLE / UNFAVORABLE opinion of Congress?

**31% TOTAL FAVORABLE**  
**64% TOTAL UNFAVORABLE**

3% VERY FAVORABLE  
28% SOMEWHAT FAVORABLE  
35% SOMEWHAT UNFAVORABLE  
29% VERY UNFAVORABLE  
5% NO OPINION

17. When it comes to health care, do you believe the government's primary focus should be on (ROTATE) **holding down costs** or **expanding coverage for more people and conditions**?

50% HOLDING DOWN COSTS  
48% EXPANDING COVERAGE  
2% DON'T KNOW/REFUSED

18. Do you agree or disagree with the following: Our government should continue to spend money to boost the economy even if will increase the size of the national deficit.

**33% TOTAL AGREE**  
**67% TOTAL DISAGREE**

6% STRONGLY AGREE  
27% SOMEWHAT AGREE  
36% SOMEWHAT DISAGREE  
31% STRONGLY DISAGREE

19. Which of the following best describes your expectations about tax policy under a Democratic White House, Senate, and Congress...ROTATE TOP TO BOTTOM AND BOTTOM TO TOP.

**60% TOTAL GO UP**  
**39% TOTAL GO DOWN**

33% EVERYONE'S TAXES WILL GO UP A LOT OVER TIME  
28% EVERYONE'S TAXES WILL GO UP A LITTLE OVER TIME  
34% TAXES FOR THE RICH WILL GO UP, BUT TAXES FOR THE MIDDLE CLASS WILL GO DOWN  
5% EVERYONE'S TAXES WILL GO DOWN  
1% DON'T KNOW/REFUSED

20. Which of the following best describes your expectations about government spending after the election...ROTATE TOP TO BOTTOM AND BOTTOM TO TOP

**72% TOTAL SPENDING WILL GO UP**  
**25% TOTAL SPENDING WILL DECREASE**

33% GOVERNMENT SPENDING WILL GO UP A LOT  
39% GOVERNMENT SPENDING WILL GO UP A LITTLE  
20% GOVERNMENT SPENDING WILL DECREASE A LITTLE  
5% GOVERNMENT SPENDING WILL DECREASE A LOT  
3% DON'T KNOW/REFUSED

Based on what you believe the outcome of the election would be...

21. Do you think business and economic conditions in the U.S. will be average, better than average or worse than average?

29% BETTER THAN AVERAGE  
40% AVERAGE  
30% WORSE THAN AVERAGE  
1% DON'T KNOW/REFUSED

22. Do you think that jobs will be plentiful, not so plentiful, or hard to get?

17% PLENTIFUL  
53% NOT SO PLENTIFUL  
28% HARD TO GET  
1% DON'T KNOW/REFUSED

**REDUCED BASE: ONLINE ONLY n=566**

23. **[ONLINE ONLY]** How much do you think federal legislation impacts your life? Would you say it impacts your life...

**91% TOTAL: GREAT DEAL**  
**9% TOTAL NOT**

37% A GREAT DEAL  
55% SOMEWHAT  
8% NOT VERY MUCH  
1% NOT AT ALL

**REDUCED BASE: ONLINE ONLY n=566**

24. **[ONLINE ONLY]** How much influence do you think you have on federal policy? Would you say you have...

**18% TOTAL INFLUENCE**  
**82% TOTAL NO INFLUENCE**

1% A GREAT DEAL OF INFLUENCE  
17% SOME DEGREE OF INFLUENCE  
55% NOT VERY MUCH INFLUENCE  
26% NO INFLUENCE AT ALL

**REDUCED BASE: ONLINE ONLY n=566**

25 **[ONLINE ONLY]** How interested would you say you are in learning more about how Capitol Hill decides policy issues? Would you say you are...

**84% TOTAL INTERESTED**  
**16% TOTAL NOT INTERESTED**

32% VERY INTERESTED  
52% SOMEWHAT INTERESTED  
12% NOT VERY INTERESTED  
22% NOT INTERESTED AT ALL

**REDUCED BASE: ONLINE ONLY n=566**

26 **[ONLINE ONLY]** Many industries are hurting. Government has stepped in to help the banking and financial industry. Please rate how important you feel it is for the government to help the following industries. (RANDOMIZE 1-4) NOT RANDOMIZING

**IMPORTANCE SUMMARY**

<u>MEAN</u>	<u>% 9-10</u>	
5.3	12%	AUTOMOBILE MANUFACTURERS
5.3	8%	AIRLINE COMPANIES
6.1	22%	HOUSING AND CONSTRUCTION
7.3	41%	GREEN ENERGY PRODUCTION SUCH AS SOLAR AND WIND

**REDUCED BASE: ONLINE ONLY n=566**

27. **[ONLINE ONLY]** As you have thought about this election, the candidates, and the issues, there have probably been several different emotions and motivations that have influenced your vote. Which of the following would you say has been your **strongest** guiding motivation for your vote choices? RANDOMIZE

- 23% A desire to increase financial security for me or my family
- 32% A desire to make the world a better place for future generations**
- 23% A desire to experience a feeling of new hope and opportunity
- 15% A desire to make this a safer and more secure place to live
- 8% A desire for personal peace of mind

**REDUCED BASE: ONLINE ONLY n=566**

28. **[ONLINE ONLY]** Referring to the list of words below, select yes if the word describes how you feel about living in America today, or no if it does not describe how you feel about living in America today: [RANDOMIZE]

		<b>Yes</b>
A.	Happy	62%
B.	Confident	40%
C.	Proud	67%
D.	Frustrated	78%
E.	Successful	47%
F.	Hopeful	74%
G.	<b>Worried</b>	<b>81%</b>
H.	Angry	44%

Let's talk about something a little fun...

**REDUCED BASE: ONLINE ONLY n=566**

26. **[ONLINE ONLY]** Over the last few weeks the television program **Saturday Night Live** has featured several comedy skits about the Republican and Democratic candidates for President and Vice President. Did you happen to see any political comedy skits on **Saturday Night Live** in the last few weeks?

67%	YES
33%	NO

**REDUCED BASE: ONLINE ONLY: SAW SNL EPISODE n=379**

27 **[[ONLINE ONLY] IF YES, ASK]** All things considered, which of the following best describes the impact of the political comedy skits you saw on **Saturday Night Live**.

- 6%      **NET: LESS LIKELY to vote Obama/Biden**
- 4%      Made me MUCH less likely to vote for Obama and Biden and MUCH more likely to vote for McCain and Palin.
- 1%      Made me just somewhat less likely to vote for Obama and Biden and somewhat more likely to vote for McCain and Palin.
- 10%     **NET: LESS LIKELY to Vote McCain**
- 3%      Made me just somewhat less likely to vote for McCain and Palin and somewhat more likely to vote for Obama and Biden
- 7%      Made me MUCH less likely to vote for McCain and Palin and MUCH more likely to vote for Obama and Biden
- 84%     **They really didn't have any impact on who I voted for.**

**REDUCED BASE: ONLINE ONLY n=379**

28 **[[ONLINE ONLY]( IF 23=1ASK)]** Suppose for a minute that the choices for Vice President were [ROTATE ORDER] Tina Fey, the actress that plays Sarah Palin on **Saturday Night Live**, AND Sarah Palin, the Governor of Alaska. Which would you choose to be the real Vice President? [ROTATE PRESENTATION OF CHOICES]

- 50%    Tina Fey, the actress that plays Sarah Palin on **Saturday Night Live**
- 50%    Sarah Palin, the Governor of Alaska.

**TOTAL RESPONDENTS: N=1049**

Getting back to the implications of the election...

29. Now let's think about whether you trust elected officials in Washington to do what's right. If 1 represents absolutely no trust in Washington to do what's right, and 10 represents total trust in Washington government officials, what number between 1 and 10 best describes how much trust you have in Washington government officials?

- 2%    TOP 2 BOX (9-10)
- 1%    10    ABSOLUTE, COMPLETE TRUST
- 6%    8-9    SOME TRUST
- 20%   6-7    A LITTLE TRUST
- 73%   1-5    NOT TOO MUCH/NO TRUST

## DEMOGRAPHICS

I now have just a few questions for statistical purposes only....

D1. What is your age, please?

10%	18 - 24
8%	25 - 29
8%	30 - 34
10%	35 - 39
11%	40 - 44
9%	45 - 49
11%	50 - 54
8%	55 - 59
9%	60 - 64
8%	65 - 69
5%	70 - 74
3%	75 AND OLDER

---

D2. In politics today, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

46%	NET TOTAL REPUBLICAN
20%	STRONG REPUBLICAN
13%	NOT-SO-STRONG REPUBLICAN
13%	LEAN REPUBLICAN

46%	TOTAL DEMOCRAT
11%	LEAN DEMOCRAT
11%	NOT-SO-STRONG DEMOCRAT
23%	STRONG DEMOCRAT

8%	TOTAL INDEPENDENT
----	-------------------

D3. And, in politics today do you generally consider yourself to be (ROTATE) liberal, moderate, or conservative, on most issues?

49%	TOTAL CONSERVATIVE
16%	VERY CONSERVATIVE
22%	SOMEWHAT CONSERVATIVE
11%	LEAN CONSERVATIVE
16%	HARD MODERATE (DOES NOT LEAN EITHER WAY)
35%	TOTAL LIBERAL
15%	LEAN LIBERAL
12%	SOMEWHAT LIBERAL
8%	VERY LIBERAL

D4. Thinking back to the 2004 Presidential election, which way did you vote...

46%	GEORGE BUSH AND DICK CHENEY
40%	JOHN KERRY AND JOHN EDWARDS
3%	I VOTED FOR SOMEONE ELSE
10%	I DID NOT VOTE FOR PRESIDENT
1%	DON'T KNOW/REFUSED

D5. On a scale of 1 to 7 where 1 means "government absolutely needs to regulate industries" and 7 means "no government regulation and free markets are the best", where would you put yourself? You may use any number between 1 and 7.

4.1	MEAN
22%	6-7 NO REGULATION
44%	4-5
33%	1-3 NEED REGULATION

D6. In making your decision, which of these sources did you consider to be the **most** important?

**38% News media coverage on TV, Radio or newspapers**

3% Campaign advertising on TV or radio

28% Debates

2% Word of mouth, House parties, etc.

1% Information in the mail

12% Websites and information from independent nonpartisan groups

1% Social network sites such as Facebook, LinkedIn, Twitter, YouTube, etc.

0% Text messages/mobile/cell phone

4% Campaign websites

6% None of the above

6% Don't Know/Refused

D7. Do you...

14% Only have a cell phone that you use as a landline and no landline

78% Have a cell phone and home land line phone

8% Only have a landline

D8. What is your employment status..

58% EMPLOYED (PARTTIME OR FULLTIME)

5% STAY AT HOME MOM OR DAD

9% NOT EMPLOYED

21% RETIRED

7% STUDENT

D9. What is your race?

11% AFRICAN AMERICAN

78% CAUCASIAN

6% HISPANIC

2% ASIAN

2% OTHER

1% DON'T KNOW/REFUSED

D10. What is your total annual family income?

- 27% LESS THAN \$40,000 (NET)
- 30% \$40,000 but less than \$75,000
- 26% \$75,000 but less than \$150,000
- 8% \$150,000 but less than \$250,000
- 3% \$250,000 or more
- 6% Prefer not to answer

D11. And, are you married, separated, divorced, widowed, or single and never been married?

- 58% MARRIED
- 23% SINGLE
- 1% SEPARATED
- 12% DIVORCED
- 5% WIDOWED
- 2% OTHER

D12. And, do you have any children? IF YES, ASK: And, are your children living at home with you or not?

- 36% YES/LIVE AT HOME
- 31% YES/NOT LIVE AT HOME
- 32% NO/HAVE NO CHILDREN

D13. What is your religious preference? **[DO NOT READ CHOICES. IF "PROTESTANT,"**

**ASK:]** What denomination would that be?

- 3% Episcopalian
- 4% Presbyterian
- 9% Methodist
- 4% Lutheran
- 15% Baptist
- 2% Pentecostal
- 23% Catholic
- 1% LDS/Mormon
- 1% United Church of Christ
- 1% Church of the Nazarene
- 15% Other Christian Churches
- 2% Jewish
- 3% Other Non-Christian
- 4% Agnostic/Atheist
- 0% Muslim/Islam
- 0% Assembly of God
- 0% Church of God
- 13% None
- 1% Don't Know/Refused

D14. And, do you consider yourself a born-again Christian? That is, was there a time in your life that you dedicated your life to Jesus Christ?

43% YES  
56% NO  
1% DK/REFUSED

D15. And, are you or anyone else in your household in the armed forces or a veteran?

28% YES  
72% NO

D16. Are you or any member of your household a member of a labor union?

16% YES  
84% NO

D17. Gender

48% MALE  
52% FEMALE

D18. Region

5% NEW ENGLAND  
14% MID ATLANTIC  
16% EAST NORTH CENTRAL  
7% WEST NORTH CENTRAL  
19% SOUTH ATLANTIC  
6% EAST SOUTH CENTRAL  
11% WEST SOUTH CENTRAL  
6% MOUNTAIN  
15% PACIFIC

D19

27% Urban  
52% Suburban  
21% Rural