



**Interviews with 843 adult Americans conducted by telephone by ORC International on November 18-20, 2013. The margin of sampling error for results based on the total sample is plus or minus 3.5 percentage points.**

**The sample includes 595 interviews among landline respondents and 248 interviews among cell phone respondents.**

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2. Thinking about the following characteristics and qualities, please say whether you think it applies or doesn't apply to Barack Obama. (RANDOM ORDER)

|                                        | <u>Applies</u> | <u>Does not<br/>apply</u> | <u>No<br/>opinion</u> |
|----------------------------------------|----------------|---------------------------|-----------------------|
| <b>Is a strong and decisive leader</b> |                |                           |                       |
| November 18-20, 2013                   | 46%            | 53%                       | *                     |
| September 6-8, 2013                    | 50%            | 49%                       | 1%                    |
| June 11-13, 2013                       | 52%            | 48%                       | *                     |
| May 17-18, 2013                        | 58%            | 41%                       | 1%                    |
| January 11-12, 2012                    | 52%            | 47%                       | 1%                    |
| September 9-11, 2011                   | 48%            | 52%                       | *                     |
| May 24-26, 2011                        | 57%            | 42%                       | *                     |
| May 2, 2011                            | 58%            | 41%                       | 1%                    |
| April 9-10, 2011                       | 53%            | 46%                       | 1%                    |
| January 14-16, 2011                    | 57%            | 43%                       | *                     |
| June 16, 2010                          | 53%            | 46%                       | 1%                    |
| January 22-24, 2010                    | 60%            | 39%                       | 1%                    |
| Oct. 30 – Nov. 1, 2009*                | 62%            | 37%                       | 1%                    |
| June 26-28, 2009                       | 70%            | 28%                       | 1%                    |
| February 18-19, 2009*                  | 80%            | 19%                       | 1%                    |
| December 19-21, 2008*                  | 76%            | 23%                       | 1%                    |
| Oct. 30-Nov. 1, 2008 (RV)              | 64%            | 35%                       | 1%                    |
| March 14-16, 2008 (RV)                 | 59%            | 39%                       | 3%                    |
| <b>Inspires confidence</b>             |                |                           |                       |
| November 18-20, 2013                   | 44%            | 56%                       | *                     |
| September 6-8, 2013                    | 49%            | 50%                       | 1%                    |
| May 24-26, 2011                        | 58%            | 41%                       | 1%                    |
| May 2, 2011                            | 57%            | 42%                       | 1%                    |
| June 16, 2010                          | 56%            | 43%                       | 1%                    |
| January 22-24, 2010                    | 57%            | 43%                       | *                     |
| Oct. 30 – Nov. 1, 2009*                | 63%            | 37%                       | *                     |
| June 26-28, 2009                       | 72%            | 27%                       | 1%                    |
| February 18-19, 2009*                  | 75%            | 24%                       | 1%                    |
| December 19-21, 2008*                  | 82%            | 18%                       | *                     |

\*Asked of half sample

2. Thinking about the following characteristics and qualities, please say whether you think it applies or doesn't apply to Barack Obama. (RANDOM ORDER)

|                                              | <u>Applies</u> | <u>Does not<br/>apply</u> | <u>No<br/>opinion</u> |
|----------------------------------------------|----------------|---------------------------|-----------------------|
| <b>Is honest and trustworthy</b>             |                |                           |                       |
| November 18-20, 2013                         | 46%            | 53%                       | 1%                    |
| September 6-8, 2013                          | 51%            | 49%                       | 1%                    |
| June 11-13, 2013                             | 49%            | 50%                       | 1%                    |
| May 17-18, 2013                              | 58%            | 41%                       | 1%                    |
| April 29-May 1, 2011                         | 59%            | 38%                       | 3%                    |
| January 14-16, 2011                          | 60%            | 39%                       | 2%                    |
| January 22-24, 2010                          | 59%            | 40%                       | 1%                    |
| Oct. 30-Nov. 1, 2009*                        | 61%            | 38%                       | *                     |
| February 18-19, 2009*                        | 74%            | 23%                       | 3%                    |
| December 19-21, 2008*                        | 72%            | 26%                       | 2%                    |
| <b>Cares about people like you</b>           |                |                           |                       |
| November 18-20, 2013                         | 52%            | 48%                       | *                     |
| September 6-8, 2013                          | 53%            | 46%                       | 1%                    |
| September 9-11, 2011                         | 57%            | 43%                       | 1%                    |
| May 24-26, 2011                              | 60%            | 39%                       | 1%                    |
| April 9-10, 2011                             | 57%            | 41%                       | 1%                    |
| January 14-16, 2011                          | 57%            | 42%                       | 1%                    |
| June 16, 2010                                | 60%            | 40%                       | *                     |
| Oct. 30 – Nov. 1, 2009                       | 59%            | 41%                       | *                     |
| December 19-21, 2008*                        | 73%            | 27%                       | *                     |
| Oct. 30-Nov. 1, 2008 (RV)                    | 66%            | 33%                       | 1%                    |
| June 26-29, 2008 (RV)                        | 67%            | 31%                       | 2%                    |
| March 14-16, 2008 (RV)                       | 67%            | 32%                       | 1%                    |
| <b>Can manage the government effectively</b> |                |                           |                       |
| November 18-20, 2013                         | 40%            | 60%                       | 1%                    |
| June 11-13, 2013                             | 47%            | 53%                       | *                     |
| May 17-18, 2013                              | 52%            | 47%                       | 1%                    |
| September 9-11, 2011                         | 42%            | 57%                       | *                     |
| April 29-May 1, 2011                         | 51%            | 47%                       | 1%                    |
| April 9-10, 2011                             | 45%            | 55%                       | 1%                    |
| June 16, 2010                                | 49%            | 50%                       | 1%                    |
| Oct. 30-Nov. 1, 2009                         | 58%            | 42%                       | *                     |
| June 26-28, 2009                             | 61%            | 38%                       | 1%                    |
| December 19-21, 2008*                        | 76%            | 23%                       | 1%                    |

\*Asked of half sample

2. Thinking about the following characteristics and qualities, please say whether you think it applies or doesn't apply to Barack Obama. (RANDOM ORDER)

|                                                           | <u>Applies</u> | <u>Does not<br/>apply</u> | <u>No<br/>opinion</u> |
|-----------------------------------------------------------|----------------|---------------------------|-----------------------|
| <b>Generally agrees with you on issues you care about</b> |                |                           |                       |
| November 18-20, 2013                                      | 44%            | 56%                       | 1%                    |
| May 17-18, 2013                                           | 51%            | 47%                       | 2%                    |
| January 11-12, 2012                                       | 48%            | 50%                       | 1%                    |
| April 9-10, 2011                                          | 47%            | 52%                       | 1%                    |
| January 14-16, 2011                                       | 47%            | 52%                       | 1%                    |
| January 22-24, 2010                                       | 50%            | 49%                       | *                     |
| June 26-28, 2009                                          | 56%            | 42%                       | 1%                    |
| February 18-19, 2009*                                     | 63%            | 36%                       | 1%                    |
| December 19-21, 2008*                                     | 68%            | 31%                       | 1%                    |
| March 14-16, 2008                                         | 57%            | 41%                       | 2%                    |
| <b>Is likeable</b>                                        |                |                           |                       |
| November 18-20, 2013                                      | 71%            | 29%                       | *                     |
| May 17-18, 2013                                           | 79%            | 20%                       | 1%                    |
| September 9-11, 2011                                      | 79%            | 21%                       | 1%                    |
| April 29-May 1, 2011                                      | 82%            | 17%                       | 1%                    |
| <b>Is a person you admire</b>                             |                |                           |                       |
| November 18-20, 2013                                      | 44%            | 56%                       | *                     |
| April 29-May 1, 2011                                      | 55%            | 44%                       | 1%                    |
| January 14-16, 2011                                       | 55%            | 44%                       | *                     |
| Oct. 30-Nov. 1, 2009                                      | 59%            | 41%                       | *                     |
| December 19-21, 2008*                                     | 67%            | 33%                       | 1%                    |
| <b>Has a vision for the country's future</b>              |                |                           |                       |
| November 18-20, 2013                                      | 60%            | 40%                       | *                     |
| September 9-11, 2011                                      | 66%            | 33%                       | 1%                    |
| April 9-10, 2011                                          | 68%            | 31%                       | 1%                    |
| March 14-16, 2008                                         | 71%            | 28%                       | 1%                    |

\*Asked of half sample

## **METHODOLOGY**

A total of 843 adults were interviewed by telephone nationwide by live interviewers calling both landline and cell phones. All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect national Census figures for gender, race, age, education, region of country, and telephone usage. Among the entire sample, 31% described themselves as Democrats, 23% described themselves as Republicans, and 46% described themselves as Independents or members of another party

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the national population to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups, but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed and instead are denoted with "N/A".

## Question 2A

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

## A. Is a strong and decisive leader

Base = Total Sample

|                         | Total  | Men         | Women         | White       | Non-White        | Reg. Voters |               |        |
|-------------------------|--------|-------------|---------------|-------------|------------------|-------------|---------------|--------|
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         |        |
| Applies to Obama        | 46%    | 42%         | 50%           | 36%         | 68%              | 45%         |               |        |
| Does not apply to Obama | 53%    | 57%         | 50%           | 63%         | 32%              | 55%         |               |        |
| No opinion              | *      | 1%          | *             | 1%          | *                | *           |               |        |
| Sampling Error          | +/-3.5 | +/-5.0      | +/-5.0        | +/-4.0      | +/-7.0           | +/-3.5      |               |        |
|                         |        | 18-         | 35-           | 50-         |                  | Under       | 50 and        |        |
|                         | Total  | 34          | 49            | 64          | 65+              | 50          | Older         |        |
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         |        |
| Applies to Obama        | 46%    | 57%         | 41%           | 40%         | 45%              | 50%         | 42%           |        |
| Does not apply to Obama | 53%    | 41%         | 59%           | 60%         | 55%              | 49%         | 58%           |        |
| No opinion              | *      | 1%          | *             | *           | *                | 1%          | *             |        |
| Sampling Error          | +/-3.5 | +/-8.5      | +/-8.5        | +/-6.0      | +/-6.0           | +/-6.0      | +/-4.0        |        |
|                         | Total  | Under \$50K | \$50K or more | No College  | Attended College |             |               |        |
|                         | -----  | -----       | -----         | -----       | -----            |             |               |        |
| Applies to Obama        | 46%    | 52%         | 41%           | 47%         | 45%              |             |               |        |
| Does not apply to Obama | 53%    | 47%         | 58%           | 52%         | 54%              |             |               |        |
| No opinion              | *      | *           | 1%            | 1%          | *                |             |               |        |
| Sampling Error          | +/-3.5 | +/-5.5      | +/-5.0        | +/-6.0      | +/-4.0           |             |               |        |
|                         | Total  | Demo-cratic | Indep-endent  | Repub-lican | Lib-eral         | Mod-erate   | Conser-vative |        |
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         |        |
| Applies to Obama        | 46%    | 81%         | 38%           | 17%         | 76%              | 48%         | 24%           |        |
| Does not apply to Obama | 53%    | 19%         | 61%           | 83%         | 24%              | 51%         | 76%           |        |
| No opinion              | *      | *           | 1%            | *           | *                | 1%          | *             |        |
| Sampling Error          | +/-3.5 | +/-6.0      | +/-5.0        | +/-6.5      | +/-7.0           | +/-6.0      | +/-5.5        |        |
|                         | Total  | North east  | Mid-west      | South       | West             | Urban       | Sub-urban     | Rural  |
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         | -----  |
| Applies to Obama        | 46%    | 48%         | 42%           | 44%         | 51%              | 59%         | 45%           | 33%    |
| Does not apply to Obama | 53%    | 51%         | 58%           | 55%         | 49%              | 41%         | 54%           | 67%    |
| No opinion              | *      | *           | *             | 1%          | 1%               | *           | 1%            | *      |
| Sampling Error          | +/-3.5 | +/-7.5      | +/-7.5        | +/-6.0      | +/-7.0           | +/-6.5      | +/-5.0        | +/-7.0 |

\* percentage less than 1%

## Question 2B

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

## B. Inspires confidence

Base = Total Sample

|                         | Total  | Men         | Women         | White       | Non-White        | Reg. Voters |               |        |
|-------------------------|--------|-------------|---------------|-------------|------------------|-------------|---------------|--------|
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         |        |
| Applies to Obama        | 44%    | 42%         | 46%           | 33%         | 69%              | 44%         |               |        |
| Does not apply to Obama | 56%    | 58%         | 53%           | 67%         | 30%              | 56%         |               |        |
| No opinion              | *      | *           | *             | *           | *                | *           |               |        |
| Sampling Error          | +/-3.5 | +/-5.0      | +/-5.0        | +/-4.0      | +/-7.0           | +/-3.5      |               |        |
|                         |        | 18-         | 35-           | 50-         |                  | Under       | 50 and        |        |
|                         | Total  | 34          | 49            | 64          | 65+              | 50          | Older         |        |
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         |        |
| Applies to Obama        | 44%    | 54%         | 37%           | 40%         | 44%              | 47%         | 42%           |        |
| Does not apply to Obama | 56%    | 46%         | 62%           | 60%         | 55%              | 53%         | 58%           |        |
| No opinion              | *      | *           | 1%            | *           | 1%               | *           | *             |        |
| Sampling Error          | +/-3.5 | +/-8.5      | +/-8.5        | +/-6.0      | +/-6.0           | +/-6.0      | +/-4.0        |        |
|                         | Total  | Under \$50K | \$50K or more | No College  | Attended College |             |               |        |
|                         | -----  | -----       | -----         | -----       | -----            |             |               |        |
| Applies to Obama        | 44%    | 53%         | 34%           | 47%         | 42%              |             |               |        |
| Does not apply to Obama | 56%    | 47%         | 65%           | 53%         | 57%              |             |               |        |
| No opinion              | *      | *           | *             | *           | *                |             |               |        |
| Sampling Error          | +/-3.5 | +/-5.5      | +/-5.0        | +/-6.0      | +/-4.0           |             |               |        |
|                         | Total  | Demo-cratic | Indep-endent  | Repub-lican | Lib-eral         | Mod-erate   | Conser-vative |        |
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         |        |
| Applies to Obama        | 44%    | 79%         | 36%           | 15%         | 70%              | 48%         | 23%           |        |
| Does not apply to Obama | 56%    | 20%         | 64%           | 85%         | 30%              | 52%         | 76%           |        |
| No opinion              | *      | *           | *             | *           | *                | *           | 1%            |        |
| Sampling Error          | +/-3.5 | +/-6.0      | +/-5.0        | +/-6.5      | +/-7.0           | +/-6.0      | +/-5.5        |        |
|                         | Total  | North east  | Mid-west      | South       | West             | Urban       | Sub-urban     | Rural  |
|                         | -----  | -----       | -----         | -----       | -----            | -----       | -----         | -----  |
| Applies to Obama        | 44%    | 46%         | 34%           | 44%         | 53%              | 53%         | 43%           | 34%    |
| Does not apply to Obama | 56%    | 54%         | 65%           | 56%         | 47%              | 47%         | 57%           | 65%    |
| No opinion              | *      | 1%          | *             | *           | *                | *           | *             | *      |
| Sampling Error          | +/-3.5 | +/-7.5      | +/-7.5        | +/-6.0      | +/-7.0           | +/-6.5      | +/-5.0        | +/-7.0 |

\* percentage less than 1%

## Question 2C

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

## C. Honest and trustworthy

Base = Total Sample

|                         | Total  | Men    | Women   | White   | Non-White | Reg.<br>Voters |         |
|-------------------------|--------|--------|---------|---------|-----------|----------------|---------|
|                         | -----  | -----  | -----   | -----   | -----     | -----          |         |
| Applies to Obama        | 46%    | 44%    | 48%     | 37%     | 67%       | 46%            |         |
| Does not apply to Obama | 53%    | 55%    | 52%     | 63%     | 31%       | 53%            |         |
| No opinion              | 1%     | 1%     | 1%      | *       | 2%        | 1%             |         |
| Sampling Error          | +/-3.5 | +/-5.0 | +/-5.0  | +/-4.0  | +/-7.0    | +/-3.5         |         |
|                         |        | 18-    | 35-     | 50-     |           | Under          | 50 and  |
|                         | Total  | 34     | 49      | 64      | 65+       | 50             | Older   |
|                         | -----  | -----  | -----   | -----   | -----     | -----          | -----   |
| Applies to Obama        | 46%    | 51%    | 44%     | 42%     | 48%       | 48%            | 44%     |
| Does not apply to Obama | 53%    | 48%    | 56%     | 58%     | 50%       | 51%            | 55%     |
| No opinion              | 1%     | 1%     | *       | *       | 2%        | 1%             | 1%      |
| Sampling Error          | +/-3.5 | +/-8.5 | +/-8.5  | +/-6.0  | +/-6.0    | +/-6.0         | +/-4.0  |
|                         |        | Under  | \$50K   | No      | Attended  |                |         |
|                         | Total  | \$50K  | or more | College | College   |                |         |
|                         | -----  | -----  | -----   | -----   | -----     |                |         |
| Applies to Obama        | 46%    | 47%    | 47%     | 45%     | 47%       |                |         |
| Does not apply to Obama | 53%    | 51%    | 53%     | 54%     | 52%       |                |         |
| No opinion              | 1%     | 1%     | *       | 1%      | *         |                |         |
| Sampling Error          | +/-3.5 | +/-5.5 | +/-5.0  | +/-6.0  | +/-4.0    |                |         |
|                         |        | Demo-  | Indep-  | Repub-  | Lib-      | Mod-           | Conser- |
|                         | Total  | crat   | endent  | lican   | eral      | erate          | vative  |
|                         | -----  | -----  | -----   | -----   | -----     | -----          | -----   |
| Applies to Obama        | 46%    | 80%    | 38%     | 16%     | 76%       | 50%            | 21%     |
| Does not apply to Obama | 53%    | 19%    | 61%     | 84%     | 23%       | 49%            | 78%     |
| No opinion              | 1%     | 1%     | 1%      | 1%      | *         | 1%             | 1%      |
| Sampling Error          | +/-3.5 | +/-6.0 | +/-5.0  | +/-6.5  | +/-7.0    | +/-6.0         | +/-5.5  |
|                         |        | North  | Mid-    |         |           |                | Sub-    |
|                         | Total  | east   | west    | South   | West      | Urban          | urban   |
|                         | -----  | -----  | -----   | -----   | -----     | -----          | -----   |
| Applies to Obama        | 46%    | 54%    | 42%     | 42%     | 48%       | 60%            | 43%     |
| Does not apply to Obama | 53%    | 45%    | 57%     | 57%     | 52%       | 39%            | 56%     |
| No opinion              | 1%     | 1%     | 1%      | 1%      | 1%        | 1%             | 1%      |
| Sampling Error          | +/-3.5 | +/-7.5 | +/-7.5  | +/-6.0  | +/-7.0    | +/-6.5         | +/-5.0  |
|                         |        |        |         |         |           |                | Rural   |
|                         | -----  |        |         |         |           |                | -----   |
| Applies to Obama        | 46%    | 54%    | 42%     | 42%     | 48%       | 60%            | 43%     |
| Does not apply to Obama | 53%    | 45%    | 57%     | 57%     | 52%       | 39%            | 56%     |
| No opinion              | 1%     | 1%     | 1%      | 1%      | 1%        | 1%             | 1%      |
| Sampling Error          | +/-3.5 | +/-7.5 | +/-7.5  | +/-6.0  | +/-7.0    | +/-6.5         | +/-5.0  |
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|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |
|                         |        |        |         |         |           |                |         |

\* percentage less than 1%

## Question 2D

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

## D. Cares about people like you

Base = Total Sample

|                         | Total  | Men            | Women            | White           | Non-White           | Reg.<br>Voters |                   |        |
|-------------------------|--------|----------------|------------------|-----------------|---------------------|----------------|-------------------|--------|
|                         | -----  | -----          | -----            | -----           | -----               | -----          |                   |        |
| Applies to Obama        | 52%    | 49%            | 55%              | 41%             | 76%                 | 52%            |                   |        |
| Does not apply to Obama | 48%    | 51%            | 45%              | 59%             | 24%                 | 48%            |                   |        |
| No opinion              | *      | *              | *                | *               | *                   | *              |                   |        |
| Sampling Error          | +/-3.5 | +/-5.0         | +/-5.0           | +/-4.0          | +/-7.0              | +/-3.5         |                   |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | 18-<br>34      | 35-<br>49        | 50-<br>64       | 65+                 | Under<br>50    | 50 and<br>Older   |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 52%    | 64%            | 47%              | 44%             | 50%                 | 57%            | 46%               |        |
| Does not apply to Obama | 48%    | 36%            | 52%              | 56%             | 49%                 | 43%            | 53%               |        |
| No opinion              | *      | *              | 1%               | *               | 1%                  | *              | *                 |        |
| Sampling Error          | +/-3.5 | +/-8.5         | +/-8.5           | +/-6.0          | +/-6.0              | +/-6.0         | +/-4.0            |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | Under<br>\$50K | \$50K<br>or more | No<br>College   | Attended<br>College |                |                   |        |
|                         | -----  | -----          | -----            | -----           | -----               |                |                   |        |
| Applies to Obama        | 52%    | 56%            | 50%              | 50%             | 53%                 |                |                   |        |
| Does not apply to Obama | 48%    | 44%            | 50%              | 49%             | 47%                 |                |                   |        |
| No opinion              | *      | *              | *                | *               | *                   |                |                   |        |
| Sampling Error          | +/-3.5 | +/-5.5         | +/-5.0           | +/-6.0          | +/-4.0              |                |                   |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | Demo-<br>crat  | Indep-<br>endent | Repub-<br>lican | Lib-<br>eral        | Mod-<br>erate  | Conser-<br>vative |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 52%    | 86%            | 48%              | 15%             | 79%                 | 56%            | 28%               |        |
| Does not apply to Obama | 48%    | 13%            | 52%              | 85%             | 21%                 | 44%            | 71%               |        |
| No opinion              | *      | *              | *                | *               | *                   | *              | 1%                |        |
| Sampling Error          | +/-3.5 | +/-6.0         | +/-5.0           | +/-6.5          | +/-7.0              | +/-6.0         | +/-5.5            |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | North<br>east  | Mid-<br>west     | South           | West                | Urban          | Sub-<br>urban     | Rural  |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             | -----  |
| Applies to Obama        | 52%    | 51%            | 46%              | 53%             | 56%                 | 66%            | 48%               | 42%    |
| Does not apply to Obama | 48%    | 48%            | 54%              | 47%             | 44%                 | 34%            | 52%               | 58%    |
| No opinion              | *      | 1%             | *                | *               | *                   | *              | *                 | *      |
| Sampling Error          | +/-3.5 | +/-7.5         | +/-7.5           | +/-6.0          | +/-7.0              | +/-6.5         | +/-5.0            | +/-7.0 |

\* percentage less than 1%

Question 2E

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

E. Can manage the government effectively

Base = Total Sample

|                         | Total  | Men            | Women            | White           | Non-White           | Reg.<br>Voters |                   |        |
|-------------------------|--------|----------------|------------------|-----------------|---------------------|----------------|-------------------|--------|
| Applies to Obama        | 40%    | 39%            | 40%              | 29%             | 63%                 | 40%            |                   |        |
| Does not apply to Obama | 60%    | 61%            | 59%              | 70%             | 36%                 | 60%            |                   |        |
| No opinion              | 1%     | *              | 1%               | *               | 1%                  | *              |                   |        |
| Sampling Error          | +/-3.5 | +/-5.0         | +/-5.0           | +/-4.0          | +/-7.0              | +/-3.5         |                   |        |
|                         | Total  | 18-<br>34      | 35-<br>49        | 50-<br>64       | 65+                 | Under<br>50    | 50 and<br>Older   |        |
| Applies to Obama        | 40%    | 50%            | 35%              | 34%             | 37%                 | 44%            | 35%               |        |
| Does not apply to Obama | 60%    | 50%            | 64%              | 65%             | 62%                 | 56%            | 64%               |        |
| No opinion              | 1%     | *              | 1%               | 1%              | *                   | *              | 1%                |        |
| Sampling Error          | +/-3.5 | +/-8.5         | +/-8.5           | +/-6.0          | +/-6.0              | +/-6.0         | +/-4.0            |        |
|                         | Total  | Under<br>\$50K | \$50K<br>or more | No<br>College   | Attended<br>College |                |                   |        |
| Applies to Obama        | 40%    | 44%            | 38%              | 41%             | 39%                 |                |                   |        |
| Does not apply to Obama | 60%    | 56%            | 61%              | 59%             | 60%                 |                |                   |        |
| No opinion              | 1%     | 1%             | 1%               | 1%              | 1%                  |                |                   |        |
| Sampling Error          | +/-3.5 | +/-5.5         | +/-5.0           | +/-6.0          | +/-4.0              |                |                   |        |
|                         | Total  | Demo-<br>crat  | Indep-<br>endent | Repub-<br>lican | Lib-<br>eral        | Mod-<br>erate  | Conser-<br>vative |        |
| Applies to Obama        | 40%    | 75%            | 31%              | 10%             | 68%                 | 40%            | 19%               |        |
| Does not apply to Obama | 60%    | 24%            | 69%              | 89%             | 31%                 | 59%            | 80%               |        |
| No opinion              | 1%     | 1%             | *                | 1%              | 1%                  | 1%             | 1%                |        |
| Sampling Error          | +/-3.5 | +/-6.0         | +/-5.0           | +/-6.5          | +/-7.0              | +/-6.0         | +/-5.5            |        |
|                         | Total  | North<br>east  | Mid-<br>west     | South           | West                | Urban          | Sub-<br>urban     | Rural  |
| Applies to Obama        | 40%    | 41%            | 36%              | 40%             | 42%                 | 47%            | 42%               | 29%    |
| Does not apply to Obama | 60%    | 59%            | 64%              | 60%             | 56%                 | 52%            | 58%               | 70%    |
| No opinion              | 1%     | *              | *                | *               | 2%                  | 1%             | *                 | *      |
| Sampling Error          | +/-3.5 | +/-7.5         | +/-7.5           | +/-6.0          | +/-7.0              | +/-6.5         | +/-5.0            | +/-7.0 |

\* percentage less than 1%

## Question 2F

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

## F. Generally agrees with you on issues you care about

Base = Total Sample

|                         | Total  | Men            | Women            | White           | Non-White           | Reg.<br>Voters |                   |        |
|-------------------------|--------|----------------|------------------|-----------------|---------------------|----------------|-------------------|--------|
|                         | -----  | -----          | -----            | -----           | -----               | -----          |                   |        |
| Applies to Obama        | 44%    | 41%            | 46%              | 33%             | 67%                 | 44%            |                   |        |
| Does not apply to Obama | 56%    | 58%            | 53%              | 66%             | 32%                 | 55%            |                   |        |
| No opinion              | 1%     | 1%             | 1%               | 1%              | 1%                  | 1%             |                   |        |
| Sampling Error          | +/-3.5 | +/-5.0         | +/-5.0           | +/-4.0          | +/-7.0              | +/-3.5         |                   |        |
|                         |        | 18-            | 35-              | 50-             |                     | Under          | 50 and            |        |
|                         | Total  | 34             | 49               | 64              | 65+                 | 50             | Older             |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 44%    | 55%            | 36%              | 39%             | 42%                 | 47%            | 40%               |        |
| Does not apply to Obama | 56%    | 45%            | 62%              | 61%             | 56%                 | 52%            | 59%               |        |
| No opinion              | 1%     | *              | 2%               | *               | 2%                  | 1%             | 1%                |        |
| Sampling Error          | +/-3.5 | +/-8.5         | +/-8.5           | +/-6.0          | +/-6.0              | +/-6.0         | +/-4.0            |        |
|                         | Total  | Under<br>\$50K | \$50K<br>or more | No<br>College   | Attended<br>College |                |                   |        |
|                         | -----  | -----          | -----            | -----           | -----               |                |                   |        |
| Applies to Obama        | 44%    | 48%            | 41%              | 44%             | 44%                 |                |                   |        |
| Does not apply to Obama | 56%    | 51%            | 58%              | 55%             | 55%                 |                |                   |        |
| No opinion              | 1%     | 1%             | 1%               | 1%              | 1%                  |                |                   |        |
| Sampling Error          | +/-3.5 | +/-5.5         | +/-5.0           | +/-6.0          | +/-4.0              |                |                   |        |
|                         | Total  | Demo-<br>crat  | Indep-<br>endent | Repub-<br>lican | Lib-<br>eral        | Mod-<br>erate  | Conser-<br>vative |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 44%    | 81%            | 36%              | 9%              | 76%                 | 43%            | 21%               |        |
| Does not apply to Obama | 56%    | 17%            | 64%              | 90%             | 22%                 | 56%            | 78%               |        |
| No opinion              | 1%     | 2%             | 1%               | *               | 2%                  | 1%             | *                 |        |
| Sampling Error          | +/-3.5 | +/-6.0         | +/-5.0           | +/-6.5          | +/-7.0              | +/-6.0         | +/-5.5            |        |
|                         | Total  | North<br>east  | Mid-<br>west     | South           | West                | Urban          | Sub-<br>urban     | Rural  |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             | -----  |
| Applies to Obama        | 44%    | 47%            | 41%              | 43%             | 43%                 | 56%            | 43%               | 30%    |
| Does not apply to Obama | 56%    | 52%            | 59%              | 55%             | 57%                 | 43%            | 56%               | 69%    |
| No opinion              | 1%     | 1%             | 1%               | 2%              | *                   | 1%             | 1%                | *      |
| Sampling Error          | +/-3.5 | +/-7.5         | +/-7.5           | +/-6.0          | +/-7.0              | +/-6.5         | +/-5.0            | +/-7.0 |

\* percentage less than 1%

Question 2G

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

G. Is likeable

Base = Total Sample

|                         |        |                |                  |                 |                     | Reg.          |                   |        |
|-------------------------|--------|----------------|------------------|-----------------|---------------------|---------------|-------------------|--------|
|                         | Total  | Men            | Women            | White           | Non-White           | Voters        |                   |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----         |                   |        |
| Applies to Obama        | 71%    | 74%            | 68%              | 63%             | 88%                 | 71%           |                   |        |
| Does not apply to Obama | 29%    | 25%            | 32%              | 36%             | 11%                 | 29%           |                   |        |
| No opinion              | *      | 1%             | *                | *               | 1%                  | *             |                   |        |
| Sampling Error          | +/-3.5 | +/-5.0         | +/-5.0           | +/-4.0          | +/-7.0              | +/-3.5        |                   |        |
|                         |        |                |                  |                 |                     |               |                   |        |
|                         | Total  | 18-<br>34      | 35-<br>49        | 50-<br>64       | 65+                 | Under<br>50   | 50 and<br>Older   |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----         | -----             |        |
| Applies to Obama        | 71%    | 80%            | 70%              | 65%             | 68%                 | 75%           | 66%               |        |
| Does not apply to Obama | 29%    | 20%            | 30%              | 35%             | 31%                 | 24%           | 33%               |        |
| No opinion              | *      | *              | *                | *               | 1%                  | *             | 1%                |        |
| Sampling Error          | +/-3.5 | +/-8.5         | +/-8.5           | +/-6.0          | +/-6.0              | +/-6.0        | +/-4.0            |        |
|                         |        |                |                  |                 |                     |               |                   |        |
|                         | Total  | Under<br>\$50K | \$50K<br>or more | No<br>College   | Attended<br>College |               |                   |        |
|                         | -----  | -----          | -----            | -----           | -----               |               |                   |        |
| Applies to Obama        | 71%    | 73%            | 68%              | 68%             | 74%                 |               |                   |        |
| Does not apply to Obama | 29%    | 26%            | 31%              | 32%             | 26%                 |               |                   |        |
| No opinion              | *      | 1%             | *                | *               | *                   |               |                   |        |
| Sampling Error          | +/-3.5 | +/-5.5         | +/-5.0           | +/-6.0          | +/-4.0              |               |                   |        |
|                         |        |                |                  |                 |                     |               |                   |        |
|                         | Total  | Demo-<br>crat  | Indep-<br>endent | Repub-<br>lican | Lib-<br>eral        | Mod-<br>erate | Conser-<br>vative |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----         | -----             |        |
| Applies to Obama        | 71%    | 91%            | 70%              | 45%             | 85%                 | 72%           | 60%               |        |
| Does not apply to Obama | 29%    | 9%             | 29%              | 54%             | 15%                 | 28%           | 39%               |        |
| No opinion              | *      | *              | 1%               | *               | *                   | *             | 1%                |        |
| Sampling Error          | +/-3.5 | +/-6.0         | +/-5.0           | +/-6.5          | +/-7.0              | +/-6.0        | +/-5.5            |        |
|                         |        |                |                  |                 |                     |               |                   |        |
|                         | Total  | North<br>east  | Mid-<br>west     | South           | West                | Urban         | Sub-<br>urban     | Rural  |
|                         | -----  | -----          | -----            | -----           | -----               | -----         | -----             | -----  |
| Applies to Obama        | 71%    | 68%            | 69%              | 71%             | 76%                 | 78%           | 68%               | 65%    |
| Does not apply to Obama | 29%    | 31%            | 31%              | 29%             | 24%                 | 21%           | 31%               | 35%    |
| No opinion              | *      | 1%             | *                | *               | 1%                  | *             | *                 | *      |
| Sampling Error          | +/-3.5 | +/-7.5         | +/-7.5           | +/-6.0          | +/-7.0              | +/-6.5        | +/-5.0            | +/-7.0 |

\* percentage less than 1%

Question 2H

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

H. Is a person you admire

Base = Total Sample

|                         | Total  | Men            | Women            | White           | Non-White           | Reg.<br>Voters |                   |        |
|-------------------------|--------|----------------|------------------|-----------------|---------------------|----------------|-------------------|--------|
|                         | -----  | -----          | -----            | -----           | -----               | -----          |                   |        |
| Applies to Obama        | 44%    | 42%            | 45%              | 34%             | 67%                 | 43%            |                   |        |
| Does not apply to Obama | 56%    | 57%            | 55%              | 66%             | 33%                 | 57%            |                   |        |
| No opinion              | *      | 1%             | *                | *               | *                   | *              |                   |        |
| Sampling Error          | +/-3.5 | +/-5.0         | +/-5.0           | +/-4.0          | +/-7.0              | +/-3.5         |                   |        |
|                         |        | 18-            | 35-              | 50-             |                     | Under          | 50 and            |        |
|                         | Total  | 34             | 49               | 64              | 65+                 | 50             | Older             |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 44%    | 46%            | 45%              | 39%             | 45%                 | 46%            | 41%               |        |
| Does not apply to Obama | 56%    | 53%            | 55%              | 61%             | 54%                 | 54%            | 58%               |        |
| No opinion              | *      | *              | *                | *               | 1%                  | *              | 1%                |        |
| Sampling Error          | +/-3.5 | +/-8.5         | +/-8.5           | +/-6.0          | +/-6.0              | +/-6.0         | +/-4.0            |        |
|                         | Total  | Under<br>\$50K | \$50K<br>or more | No<br>College   | Attended<br>College |                |                   |        |
|                         | -----  | -----          | -----            | -----           | -----               |                |                   |        |
| Applies to Obama        | 44%    | 46%            | 42%              | 42%             | 45%                 |                |                   |        |
| Does not apply to Obama | 56%    | 54%            | 57%              | 58%             | 55%                 |                |                   |        |
| No opinion              | *      | *              | *                | *               | *                   |                |                   |        |
| Sampling Error          | +/-3.5 | +/-5.5         | +/-5.0           | +/-6.0          | +/-4.0              |                |                   |        |
|                         | Total  | Demo-<br>crat  | Indep-<br>endent | Repub-<br>lican | Lib-<br>eral        | Mod-<br>erate  | Conser-<br>vative |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 44%    | 79%            | 33%              | 18%             | 70%                 | 46%            | 22%               |        |
| Does not apply to Obama | 56%    | 21%            | 66%              | 82%             | 30%                 | 53%            | 78%               |        |
| No opinion              | *      | *              | 1%               | *               | *                   | 1%             | *                 |        |
| Sampling Error          | +/-3.5 | +/-6.0         | +/-5.0           | +/-6.5          | +/-7.0              | +/-6.0         | +/-5.5            |        |
|                         | Total  | North<br>east  | Mid-<br>west     | South           | West                | Urban          | Sub-<br>urban     | Rural  |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             | -----  |
| Applies to Obama        | 44%    | 50%            | 37%              | 44%             | 44%                 | 57%            | 41%               | 31%    |
| Does not apply to Obama | 56%    | 49%            | 63%              | 56%             | 56%                 | 43%            | 58%               | 69%    |
| No opinion              | *      | 2%             | *                | *               | *                   | *              | 1%                | *      |
| Sampling Error          | +/-3.5 | +/-7.5         | +/-7.5           | +/-6.0          | +/-7.0              | +/-6.5         | +/-5.0            | +/-7.0 |

\* percentage less than 1%

## Question 2I

Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Barack Obama.

## I. Has a vision for the country's future

Base = Total Sample

|                         | Total  | Men            | Women            | White           | Non-White           | Reg.<br>Voters |                   |        |
|-------------------------|--------|----------------|------------------|-----------------|---------------------|----------------|-------------------|--------|
|                         | -----  | -----          | -----            | -----           | -----               | -----          |                   |        |
| Applies to Obama        | 60%    | 58%            | 62%              | 51%             | 80%                 | 60%            |                   |        |
| Does not apply to Obama | 40%    | 42%            | 38%              | 49%             | 20%                 | 39%            |                   |        |
| No opinion              | *      | *              | *                | *               | *                   | *              |                   |        |
| Sampling Error          | +/-3.5 | +/-5.0         | +/-5.0           | +/-4.0          | +/-7.0              | +/-3.5         |                   |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | 18-<br>34      | 35-<br>49        | 50-<br>64       | 65+                 | Under<br>50    | 50 and<br>Older   |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 60%    | 72%            | 55%              | 55%             | 52%                 | 65%            | 54%               |        |
| Does not apply to Obama | 40%    | 28%            | 45%              | 45%             | 46%                 | 35%            | 45%               |        |
| No opinion              | *      | *              | *                | *               | 1%                  | *              | 1%                |        |
| Sampling Error          | +/-3.5 | +/-8.5         | +/-8.5           | +/-6.0          | +/-6.0              | +/-6.0         | +/-4.0            |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | Under<br>\$50K | \$50K<br>or more | No<br>College   | Attended<br>College |                |                   |        |
|                         | -----  | -----          | -----            | -----           | -----               |                |                   |        |
| Applies to Obama        | 60%    | 64%            | 58%              | 53%             | 65%                 |                |                   |        |
| Does not apply to Obama | 40%    | 36%            | 42%              | 46%             | 35%                 |                |                   |        |
| No opinion              | *      | *              | *                | *               | *                   |                |                   |        |
| Sampling Error          | +/-3.5 | +/-5.5         | +/-5.0           | +/-6.0          | +/-4.0              |                |                   |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | Demo-<br>crat  | Indep-<br>endent | Repub-<br>lican | Lib-<br>eral        | Mod-<br>erate  | Conser-<br>vative |        |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             |        |
| Applies to Obama        | 60%    | 88%            | 56%              | 31%             | 83%                 | 61%            | 42%               |        |
| Does not apply to Obama | 40%    | 12%            | 44%              | 69%             | 17%                 | 39%            | 58%               |        |
| No opinion              | *      | *              | 1%               | *               | *                   | *              | *                 |        |
| Sampling Error          | +/-3.5 | +/-6.0         | +/-5.0           | +/-6.5          | +/-7.0              | +/-6.0         | +/-5.5            |        |
|                         |        |                |                  |                 |                     |                |                   |        |
|                         | Total  | North<br>east  | Mid-<br>west     | South           | West                | Urban          | Sub-<br>urban     | Rural  |
|                         | -----  | -----          | -----            | -----           | -----               | -----          | -----             | -----  |
| Applies to Obama        | 60%    | 62%            | 51%              | 60%             | 66%                 | 70%            | 59%               | 47%    |
| Does not apply to Obama | 40%    | 37%            | 49%              | 40%             | 34%                 | 30%            | 41%               | 52%    |
| No opinion              | *      | 1%             | *                | *               | *                   | *              | *                 | *      |
| Sampling Error          | +/-3.5 | +/-7.5         | +/-7.5           | +/-6.0          | +/-7.0              | +/-6.5         | +/-5.0            | +/-7.0 |

\* percentage less than 1%