

Table 3-1
Summary of Key Data

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| CREDIT UNIONS IMAGE (D/S) | 282 | 173 | 59 | 232 | 26 | 33 | 51 | 37 | 41 | 92 | 28 | 132 | 150 | 61 | 48 | 98 | 75 | 147 | 61 | 68 | 73 | 75 | 32 | 29 |
| | 70% | 74% | 67% | 72% | 67% | 78% | 71% | 72% | 70% | 73% | 56% | 70% | 71% | 51% | 78% | 83% | 75% | 73% | 50% | 95% | 74% | 73% | 55% | 46% |
| SOMEWHAT FAVORABLE | 156 | 96 | 33 | 129 | 14 | 19 | 32 | 13 | 22 | 50 | 19 | 70 | 86 | 53 | 22 | 40 | 40 | 79 | 47 | 28 | 40 | 39 | 21 | 25 |
| | 39% | 41% | 38% | 40% | 37% | 45% | 45% | 25% | 38% | 39% | 37% | 41% | 41% | 44% | 36% | 34% | 40% | 40% | 39% | 39% | 41% | 38% | 37% | 40% |
| TOTAL FAVORABLE | 321 | 192 | 70 | 262 | 28 | 35 | 58 | 41 | 47 | 105 | 34 | 150 | 171 | 84 | 52 | 103 | 81 | 160 | 86 | 68 | 80 | 81 | 42 | 44 |
| | 80% | 82% | 80% | 81% | 74% | 82% | 81% | 81% | 80% | 83% | 70% | 80% | 80% | 70% | 85% | 88% | 81% | 80% | 71% | 96% | 81% | 79% | 72% | 69% |
| TOTAL UNFAVORABLE | 39 | 19 | 11 | 30 | 3 | 2 | 7 | 5 | 6 | 13 | 7 | 18 | 21 | 23 | 4 | 6 | 6 | 13 | 25 | 1 | 7 | 6 | 10 | 15 |
| | 10% | 8% | 13% | 9% | 7% | 4% | 10% | 9% | 10% | 10% | 14% | 10% | 10% | 19% | 7% | 5% | 6% | 7% | 21% | 1% | 7% | 6% | 17% | 23% |
| BANKS IMAGE (D/S) | 195 | 117 | 44 | 161 | 14 | 24 | 47 | 21 | 27 | 55 | 20 | 76 | 119 | 49 | 30 | 59 | 56 | 92 | 55 | 41 | 38 | 55 | 20 | 35 |
| | 49% | 50% | 50% | 50% | 36% | 57% | 66% | 42% | 46% | 43% | 40% | 40% | 56% | 41% | 48% | 50% | 56% | 46% | 45% | 58% | 38% | 54% | 35% | 55% |
| SOMEWHAT FAVORABLE | 166 | 89 | 43 | 132 | 15 | 20 | 40 | 15 | 19 | 54 | 19 | 71 | 94 | 44 | 36 | 47 | 38 | 88 | 51 | 23 | 41 | 47 | 21 | 30 |
| | 41% | 38% | 49% | 41% | 38% | 47% | 55% | 28% | 32% | 42% | 39% | 38% | 44% | 37% | 59% | 40% | 38% | 44% | 42% | 32% | 42% | 46% | 36% | 48% |
| TOTAL FAVORABLE | 275 | 163 | 61 | 224 | 23 | 31 | 56 | 32 | 38 | 86 | 31 | 120 | 155 | 77 | 44 | 82 | 72 | 138 | 79 | 51 | 64 | 73 | 35 | 44 |
| | 69% | 69% | 69% | 69% | 59% | 75% | 78% | 63% | 64% | 68% | 64% | 64% | 73% | 64% | 72% | 69% | 72% | 69% | 66% | 71% | 65% | 72% | 62% | 69% |
| TOTAL UNFAVORABLE | 80 | 46 | 17 | 63 | 9 | 7 | 9 | 11 | 11 | 31 | 12 | 44 | 36 | 27 | 15 | 22 | 16 | 45 | 25 | 9 | 27 | 19 | 15 | 9 |
| | 20% | 20% | 19% | 19% | 23% | 17% | 12% | 21% | 18% | 25% | 24% | 23% | 17% | 23% | 24% | 19% | 16% | 23% | 21% | 13% | 27% | 18% | 27% | 15% |
| DEMOCRATIC PRIMARY BALLOT | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL CLINTON | 194 | 127 | 43 | 170 | 10 | 14 | 30 | 23 | 26 | 72 | 30 | 74 | 120 | 54 | 23 | 59 | 58 | 103 | 76 | 12 | 43 | 60 | 31 | 45 |
| | 49% | 54% | 49% | 53% | 27% | 32% | 42% | 46% | 44% | 57% | 61% | 39% | 57% | 45% | 37% | 50% | 58% | 52% | 63% | 16% | 44% | 59% | 54% | 71% |
| TOTAL OBAMA | 164 | 80 | 39 | 119 | 23 | 22 | 29 | 20 | 29 | 47 | 16 | 100 | 64 | 62 | 32 | 38 | 32 | 76 | 39 | 46 | 49 | 27 | 26 | 13 |
| | 41% | 34% | 44% | 37% | 61% | 53% | 41% | 40% | 49% | 37% | 33% | 53% | 30% | 52% | 51% | 33% | 32% | 38% | 32% | 65% | 50% | 27% | 45% | 21% |
| UNDECIDED | 33 | 25 | 3 | 28 | 5 | 6 | 12 | 3 | 2 | 6 | 3 | 12 | 21 | 5 | 6 | 14 | 8 | 18 | 6 | 8 | 6 | 11 | 1 | 5 |
| | 8% | 11% | 3% | 9% | 12% | 15% | 17% | 6% | 4% | 5% | 7% | 6% | 10% | 4% | 10% | 12% | 8% | 9% | 5% | 11% | 6% | 11% | 2% | 9% |

Table 3-2
Summary of Key Data

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---------------------------|-------------|-----------|-----------|------------|-----------------|-----------|--------------|----------------|------------|-----------|-----------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| CREDIT UNIONS IMAGE (D/S) | 282 70% | 23 71% | 40 57% | 64 61% | 214 74% | 31 66% | 32 57% | 99 71% | 115 76% | 40 51% | 23 84% | 70 84% | 21 50% | 25 73% | 103 77% | 64 67% | 109 78% | 30 73% | 29 62% | 56 61% | 117 82% | 26 52% | 34 85% |
| ----- | | | | | | | | | | | | | | | | | | | | | | | |
| SOMEWHAT FAVORABLE | 156 39% | 12 37% | 27 39% | 40 38% | 115 40% | 18 37% | 22 39% | 51 37% | 64 42% | 33 42% | 10 35% | 28 33% | 20 48% | 13 37% | 53 39% | 35 37% | 61 44% | 14 33% | 20 42% | 37 40% | 60 42% | 21 44% | 12 30% |
| TOTAL FAVORABLE | 321 80% | 25 76% | 51 72% | 76 73% | 240 83% | 35 72% | 42 74% | 113 82% | 126 83% | 54 69% | 23 84% | 74 88% | 30 71% | 29 85% | 111 83% | 75 79% | 117 84% | 34 81% | 37 78% | 71 76% | 122 85% | 34 70% | 36 91% |
| TOTAL UNFAVORABLE | 39 10% | 2 6% | 11 15% | 13 12% | 26 9% | 3 7% | 9 17% | 15 11% | 11 8% | 14 18% | - - | 4 5% | 9 21% | 4 12% | 8 6% | 11 12% | 8 6% | 3 8% | 8 17% | 14 16% | 5 4% | 9 18% | 2 6% |
| BANKS IMAGE (D/S) | 195 49% | 22 66% | 20 28% | 42 40% | 148 51% | 23 49% | 19 33% | 51 37% | 97 64% | 28 37% | 9 33% | 38 46% | 21 50% | 21 59% | 77 57% | 41 42% | 76 55% | 14 33% | 31 65% | 35 38% | 82 57% | 21 43% | 23 59% |
| ----- | | | | | | | | | | | | | | | | | | | | | | | |
| SOMEWHAT FAVORABLE | 166 41% | 17 50% | 28 39% | 44 42% | 120 41% | 21 45% | 23 40% | 48 35% | 72 47% | 28 36% | 14 53% | 29 35% | 16 39% | 22 63% | 55 41% | 28 29% | 61 44% | 21 51% | 22 46% | 36 39% | 54 38% | 23 47% | 20 51% |
| TOTAL FAVORABLE | 275 69% | 26 77% | 39 56% | 65 62% | 205 71% | 32 67% | 33 59% | 86 62% | 119 78% | 48 62% | 18 67% | 54 64% | 29 68% | 26 76% | 100 74% | 62 65% | 101 73% | 25 59% | 36 78% | 58 63% | 105 74% | 32 66% | 29 72% |
| TOTAL UNFAVORABLE | 80 20% | 4 11% | 20 28% | 23 22% | 57 20% | 9 18% | 15 26% | 35 25% | 22 14% | 20 25% | 9 33% | 15 18% | 8 18% | 6 16% | 23 17% | 21 22% | 25 18% | 11 26% | 6 12% | 23 25% | 23 16% | 11 24% | 5 13% |
| DEMOCRATIC PRIMARY BALLOT | | | | | | | | | | | | | | | | | | | | | | | |
| ----- | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL CLINTON | 194 49% | 12 37% | 42 59% | 54 52% | 136 47% | 17 35% | 37 66% | 57 41% | 80 53% | 30 38% | 8 30% | 36 43% | 24 56% | 15 43% | 81 60% | 46 48% | 81 58% | 14 35% | 29 61% | 44 48% | 83 58% | 22 46% | 21 52% |
| TOTAL OBAMA | 164 41% | 16 47% | 25 35% | 40 39% | 123 42% | 26 55% | 14 26% | 74 54% | 49 32% | 46 59% | 17 61% | 38 45% | 16 38% | 15 43% | 33 25% | 39 41% | 41 29% | 27 64% | 12 27% | 41 45% | 39 27% | 24 50% | 15 38% |
| UNDECIDED | 33 8% | 4 11% | 4 6% | 8 8% | 24 8% | 3 7% | 4 8% | 8 6% | 17 11% | 2 3% | 2 8% | 8 9% | 3 6% | 4 12% | 14 11% | 9 9% | 17 12% | 1 2% | 2 5% | 6 7% | 19 13% | 2 5% | 1 2% |

Table 3-3
Summary of Key Data

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---------------------------|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| CREDIT UNIONS IMAGE (D/S) | 282 | 65 | 61 | 151 | 59 | 73 | 67 | 78 | 69 | 109 | 73 | 150 | 46 | 77 | 271 | 11 | 113 | 156 | 88 | 45 | 32 | 59 | 51 | 45 |
| | 70% | 56% | 71% | 78% | 69% | 72% | 58% | 85% | 52% | 82% | 75% | 77% | 55% | 69% | 75% | 27% | 70% | 70% | 79% | 64% | 48% | 74% | 65% | 75% |
| SOMEWHAT FAVORABLE | 156 | 41 | 35 | 77 | 34 | 36 | 43 | 40 | 46 | 56 | 45 | 76 | 29 | 45 | 141 | 14 | 62 | 85 | 46 | 23 | 23 | 35 | 28 | 21 |
| | 39% | 35% | 41% | 40% | 39% | 35% | 37% | 44% | 35% | 42% | 46% | 39% | 35% | 40% | 39% | 35% | 38% | 38% | 41% | 33% | 36% | 43% | 36% | 34% |
| TOTAL FAVORABLE | 321 | 82 | 69 | 165 | 67 | 83 | 84 | 82 | 93 | 114 | 82 | 166 | 58 | 87 | 299 | 22 | 132 | 176 | 92 | 53 | 45 | 65 | 62 | 50 |
| | 80% | 70% | 80% | 85% | 78% | 81% | 72% | 90% | 71% | 86% | 84% | 86% | 69% | 77% | 83% | 55% | 81% | 78% | 83% | 75% | 69% | 81% | 79% | 83% |
| TOTAL UNFAVORABLE | 39 | 17 | 8 | 14 | 8 | 10 | 17 | 4 | 24 | 5 | 9 | 17 | 12 | 10 | 28 | 11 | 19 | 20 | 4 | 8 | 13 | 6 | 11 | 5 |
| | 10% | 14% | 9% | 7% | 9% | 10% | 14% | 5% | 18% | 4% | 9% | 9% | 15% | 9% | 8% | 28% | 12% | 9% | 4% | 11% | 20% | 7% | 14% | 8% |
| BANKS IMAGE (D/S) | 195 | 54 | 36 | 100 | 22 | 54 | 68 | 46 | 60 | 63 | 41 | 109 | 44 | 36 | 173 | 21 | 86 | 105 | 57 | 31 | 32 | 41 | 47 | 34 |
| | 49% | 47% | 42% | 52% | 25% | 53% | 59% | 51% | 45% | 47% | 42% | 56% | 52% | 32% | 48% | 53% | 53% | 47% | 52% | 45% | 50% | 50% | 60% | 56% |
| SOMEWHAT FAVORABLE | 166 | 44 | 40 | 78 | 31 | 40 | 53 | 38 | 48 | 60 | 42 | 85 | 33 | 43 | 150 | 16 | 71 | 92 | 52 | 28 | 28 | 39 | 33 | 28 |
| | 41% | 38% | 47% | 41% | 36% | 40% | 46% | 42% | 36% | 45% | 43% | 44% | 39% | 38% | 42% | 40% | 44% | 41% | 47% | 41% | 43% | 48% | 43% | 47% |
| TOTAL FAVORABLE | 275 | 76 | 58 | 136 | 48 | 71 | 86 | 65 | 87 | 90 | 66 | 141 | 61 | 66 | 249 | 26 | 114 | 153 | 79 | 48 | 46 | 57 | 57 | 45 |
| | 69% | 66% | 68% | 70% | 56% | 70% | 74% | 71% | 66% | 68% | 67% | 73% | 72% | 59% | 69% | 64% | 71% | 68% | 71% | 68% | 70% | 71% | 73% | 75% |
| TOTAL UNFAVORABLE | 80 | 22 | 22 | 36 | 27 | 17 | 18 | 19 | 27 | 27 | 25 | 32 | 17 | 31 | 76 | 4 | 28 | 47 | 22 | 17 | 13 | 16 | 10 | 11 |
| | 20% | 19% | 26% | 19% | 31% | 17% | 15% | 20% | 20% | 21% | 26% | 17% | 20% | 27% | 21% | 10% | 18% | 21% | 20% | 24% | 21% | 20% | 13% | 19% |
| DEMOCRATIC PRIMARY BALLOT | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL CLINTON | 194 | 69 | 42 | 80 | 39 | 36 | 72 | 44 | 75 | 62 | 36 | 97 | 34 | 56 | 173 | 22 | 69 | 114 | 60 | 36 | 28 | 42 | 39 | 32 |
| | 49% | 59% | 48% | 41% | 45% | 35% | 62% | 49% | 57% | 47% | 37% | 50% | 41% | 50% | 48% | 54% | 42% | 51% | 54% | 51% | 43% | 52% | 51% | 54% |
| TOTAL OBAMA | 164 | 40 | 30 | 94 | 42 | 59 | 28 | 36 | 41 | 58 | 55 | 73 | 41 | 51 | 148 | 16 | 74 | 90 | 36 | 31 | 35 | 31 | 33 | 20 |
| | 41% | 35% | 34% | 49% | 48% | 57% | 24% | 39% | 31% | 44% | 56% | 37% | 48% | 45% | 41% | 39% | 46% | 40% | 32% | 44% | 53% | 38% | 42% | 33% |
| UNDECIDED | 33 | 6 | 13 | 15 | 4 | 8 | 14 | 7 | 12 | 12 | 7 | 22 | 4 | 6 | 32 | 1 | 15 | 16 | 16 | 3 | 3 | 8 | 6 | 4 |
| | 8% | 5% | 15% | 8% | 5% | 8% | 12% | 8% | 9% | 9% | 7% | 11% | 5% | 5% | 9% | 2% | 9% | 7% | 14% | 4% | 4% | 10% | 7% | 7% |

Table 3-4
Summary of Key Data

BANNER 4

| | MOOD OF COUNTRY | | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---------------------------|-----------------|-----------|-------------|---------|------------------------|---------------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|----------------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CENTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| CREDIT UNIONS IMAGE (D/S) | 282 | 14 | 253 | 215 | 76 | 71 | 211 | 62 | 89 | 213 | 59 | 156 | 36 | 115 | 139 | 32 | 24 |
| | 70% | 33% | 75% | 74% | 72% | 65% | 71% | 68% | 73% | 75% | 61% | 75% | 75% | 70% | 71% | 58% | 72% |
| SOMEWHAT FAVORABLE | 156 | 13 | 136 | 120 | 36 | 53 | 119 | 33 | 52 | 109 | 40 | 83 | 27 | 65 | 72 | 21 | 16 |
| | 39% | 30% | 40% | 41% | 34% | 49% | 40% | 36% | 43% | 38% | 41% | 40% | 57% | 40% | 37% | 37% | 48% |
| TOTAL FAVORABLE | 321 | 27 | 279 | 239 | 86 | 82 | 239 | 74 | 99 | 235 | 73 | 170 | 40 | 132 | 156 | 41 | 26 |
| | 80% | 64% | 82% | 83% | 81% | 75% | 80% | 80% | 82% | 83% | 75% | 82% | 83% | 80% | 80% | 74% | 79% |
| TOTAL UNFAVORABLE | 39 | 13 | 26 | 24 | 10 | 11 | 27 | 12 | 10 | 22 | 14 | 15 | 4 | 17 | 17 | 9 | 3 |
| | 10% | 31% | 8% | 8% | 9% | 10% | 9% | 13% | 9% | 8% | 15% | 7% | 8% | 10% | 9% | 16% | 8% |
| BANKS IMAGE (D/S) | 195 | 15 | 171 | 148 | 60 | 64 | 147 | 43 | 54 | 143 | 48 | 109 | 25 | 84 | 83 | 25 | 25 |
| | 49% | 36% | 50% | 51% | 57% | 59% | 49% | 47% | 44% | 50% | 50% | 53% | 51% | 51% | 43% | 45% | 76% |
| SOMEWHAT FAVORABLE | 166 | 14 | 146 | 126 | 41 | 47 | 125 | 39 | 61 | 121 | 40 | 91 | 24 | 70 | 78 | 20 | 17 |
| | 41% | 34% | 43% | 43% | 39% | 43% | 42% | 42% | 50% | 43% | 42% | 44% | 49% | 43% | 40% | 36% | 50% |
| TOTAL FAVORABLE | 275 | 26 | 236 | 203 | 80 | 79 | 206 | 64 | 85 | 200 | 67 | 148 | 33 | 113 | 129 | 38 | 28 |
| | 69% | 63% | 70% | 70% | 76% | 73% | 69% | 70% | 70% | 70% | 69% | 71% | 70% | 69% | 66% | 67% | 84% |
| TOTAL UNFAVORABLE | 80 | 11 | 66 | 55 | 20 | 15 | 59 | 21 | 32 | 57 | 19 | 39 | 9 | 30 | 46 | 13 | 3 |
| | 20% | 27% | 19% | 19% | 19% | 14% | 20% | 23% | 26% | 20% | 20% | 19% | 18% | 18% | 24% | 23% | 8% |
| DEMOCRATIC PRIMARY BALLOT | | | | | | | | | | | | | | | | | |
| TOTAL CLINTON | 194 | 20 | 168 | 153 | 56 | 37 | 184 | 11 | 78 | 100 | 81 | 96 | - | - | 194 | 56 | - |
| | 49% | 48% | 49% | 53% | 54% | 34% | 61% | 12% | 64% | 35% | 84% | 46% | - | - | 100% | 100% | - |
| TOTAL OBAMA | 164 | 19 | 137 | 107 | 45 | 60 | 88 | 72 | 33 | 155 | 8 | 87 | 48 | 164 | - | - | - |
| | 41% | 45% | 40% | 37% | 42% | 55% | 29% | 78% | 27% | 55% | 9% | 42% | 100% | 100% | - | - | - |
| UNDECIDED | 33 | 1 | 32 | 27 | 4 | 12 | 27 | 3 | 10 | 26 | 5 | 24 | - | - | - | - | 33 |
| | 8% | 1% | 10% | 9% | 4% | 11% | 9% | 3% | 9% | 9% | 5% | 12% | - | - | - | - | 100% |

Table 3-5
Summary of Key Data

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|---------------------------|----------------------|--------|------------------------|-----------|--------------|--------|-------|------------|-------------|------|--------------|-----|-------------|---------------|------|-------------|-----------|-------------|---------------------|-----------|-------------|---------------------|-----|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL-IEVES | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| CREDIT UNIONS IMAGE (D/S) | 282 | 41 | 18 | 13 | 63 | 20 | 10 | 90 | 175 | 149 | 65 | 55 | 55 | 59 | 45 | 131 | 209 | 45 | 156 | 321 | -39 | 197 | 85 |
| | 70% | 59% | 89% | 78% | 81% | 73% | 53% | 61% | 75% | 75% | 71% | 68% | 70% | 75% | 71% | 79% | 76% | 55% | 100% | 100% | -100% | 94% | 45% |
| SOMEWHAT FAVORABLE | 156 | 23 | 10 | 11 | 34 | 6 | 8 | 47 | 103 | 89 | 45 | 40 | 27 | 29 | 32 | 77 | 105 | 36 | 156 | 156 | - | 77 | 79 |
| | 39% | 33% | 51% | 66% | 43% | 23% | 44% | 32% | 44% | 45% | 49% | 49% | 34% | 37% | 52% | 46% | 38% | 45% | 100% | 49% | - | 37% | 42% |
| TOTAL FAVORABLE | 321 | 52 | 18 | 14 | 66 | 23 | 14 | 112 | 191 | 163 | 77 | 64 | 62 | 63 | 51 | 143 | 232 | 59 | 156 | 321 | - | 198 | 122 |
| | 80% | 75% | 89% | 85% | 85% | 84% | 72% | 76% | 82% | 82% | 84% | 79% | 79% | 80% | 80% | 86% | 84% | 73% | 100% | 100% | - | 95% | 64% |
| TOTAL UNFAVORABLE | 39 | 11 | - | 1 | 4 | 3 | 4 | 23 | 16 | 14 | 11 | 9 | 7 | 4 | 6 | 12 | 23 | 14 | - | - | 39 | 2 | 37 |
| | 10% | 16% | - | 7% | 5% | 11% | 19% | 15% | 7% | 7% | 12% | 11% | 9% | 5% | 9% | 7% | 8% | 17% | - | - | 100% | 1% | 19% |
| BANKS IMAGE (D/S) | 195 | 34 | 12 | 9 | 33 | 15 | -2 | 73 | 111 | 94 | 48 | 39 | 28 | 43 | 33 | 166 | 275 | -80 | 69 | 173 | 9 | 102 | 92 |
| | 49% | 48% | 59% | 57% | 43% | 54% | -11% | 50% | 48% | 47% | 53% | 48% | 36% | 54% | 52% | 100% | 100% | -100% | 44% | 54% | 22% | 49% | 48% |
| SOMEWHAT FAVORABLE | 166 | 24 | 10 | 9 | 36 | 10 | 5 | 55 | 106 | 89 | 38 | 39 | 28 | 39 | 25 | 166 | 166 | - | 77 | 143 | 12 | 97 | 68 |
| | 41% | 35% | 52% | 57% | 47% | 38% | 29% | 38% | 46% | 45% | 42% | 49% | 36% | 49% | 40% | 100% | 60% | - | 49% | 45% | 30% | 46% | 36% |
| TOTAL FAVORABLE | 275 | 45 | 15 | 12 | 53 | 19 | 8 | 106 | 155 | 132 | 64 | 57 | 50 | 58 | 46 | 166 | 275 | - | 105 | 232 | 23 | 141 | 133 |
| | 69% | 64% | 76% | 75% | 68% | 71% | 40% | 72% | 67% | 66% | 70% | 70% | 63% | 73% | 73% | 100% | 100% | - | 67% | 72% | 58% | 67% | 70% |
| TOTAL UNFAVORABLE | 80 | 11 | 3 | 3 | 20 | 5 | 10 | 33 | 44 | 38 | 16 | 18 | 22 | 15 | 13 | - | - | 80 | 36 | 59 | 14 | 39 | 41 |
| | 20% | 16% | 16% | 18% | 26% | 17% | 51% | 22% | 19% | 19% | 17% | 22% | 28% | 19% | 21% | - | - | 100% | 23% | 18% | 36% | 19% | 22% |
| DEMOCRATIC PRIMARY BALLOT | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL CLINTON | 194 | - | - | - | 78 | 27 | 19 | 77 | 111 | 102 | 33 | 44 | 43 | 40 | 32 | 78 | 129 | 46 | 72 | 156 | 17 | 96 | 97 |
| | 49% | - | - | - | 100% | 100% | 100% | 52% | 48% | 51% | 36% | 54% | 55% | 51% | 51% | 47% | 47% | 58% | 46% | 49% | 45% | 46% | 51% |
| TOTAL OBAMA | 164 | 70 | 20 | 16 | - | - | - | 64 | 90 | 71 | 45 | 33 | 28 | 34 | 20 | 70 | 113 | 30 | 65 | 132 | 17 | 85 | 80 |
| | 41% | 100% | 100% | 100% | - | - | - | 43% | 39% | 35% | 49% | 40% | 35% | 43% | 33% | 42% | 41% | 37% | 42% | 41% | 44% | 40% | 42% |
| UNDECIDED | 33 | - | - | - | - | - | - | 5 | 28 | 25 | 14 | 5 | 6 | 4 | 10 | 17 | 28 | 3 | 16 | 26 | 3 | 28 | 6 |
| | 8% | - | - | - | - | - | - | 3% | 12% | 12% | 15% | 6% | 8% | 5% | 16% | 10% | 10% | 3% | 10% | 8% | 7% | 13% | 3% |

Table 3-6
Summary of Key Data

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|------------------------------------|------------------|------------|-----------|---------------------------|-------------|-----------|------------|-----------|-------------------|------------|------------|-----------------------|--------------|--------------------|------------|
| | TOTAL | NET- | | NEWS- PAPER | NEWS- PAPER | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| CREDIT UNIONS IMAGE (D/S) ----- | 282 70% | 102 72% | 68 69% | 51 63% | 81 77% | 58 70% | 58 76% | 28 49% | 124 72% | 9 53% | 121 79% | 89 72% | 193 72% | 100 98% | 167 62% |
| SOMEWHAT FAVORABLE | 156 39% | 54 39% | 33 33% | 29 36% | 37 36% | 31 38% | 26 35% | 23 40% | 65 38% | 4 25% | 63 41% | 47 38% | 109 40% | 28 28% | 116 43% |
| TOTAL FAVORABLE | 321 80% | 114 81% | 77 78% | 63 78% | 88 84% | 66 80% | 65 85% | 36 64% | 141 82% | 13 73% | 130 85% | 103 83% | 215 80% | 101 98% | 201 74% |
| TOTAL UNFAVORABLE | 39 10% | 12 9% | 9 9% | 12 15% | 7 7% | 8 10% | 7 9% | 9 15% | 17 10% | 4 20% | 9 6% | 14 11% | 22 8% | 1 1% | 34 12% |
| BANKS IMAGE (D/S) ----- | 195 49% | 54 39% | 59 60% | 43 54% | 66 62% | 44 53% | 43 56% | 29 51% | 76 44% | 12 68% | 77 51% | 67 54% | 130 48% | 35 34% | 158 58% |
| SOMEWHAT FAVORABLE | 166 41% | 51 36% | 40 40% | 36 45% | 50 47% | 37 45% | 31 40% | 21 37% | 66 38% | 10 55% | 69 45% | 52 42% | 113 42% | 46 45% | 111 41% |
| TOTAL FAVORABLE | 275 69% | 89 63% | 75 76% | 58 72% | 80 76% | 59 72% | 54 71% | 40 70% | 116 67% | 14 79% | 105 69% | 90 72% | 183 68% | 61 60% | 202 75% |
| TOTAL UNFAVORABLE | 80 20% | 34 24% | 15 16% | 14 18% | 15 14% | 16 19% | 11 15% | 11 19% | 40 23% | 2 11% | 28 18% | 23 18% | 53 20% | 26 25% | 44 16% |
| DEMOCRATIC PRIMARY BALLOT ----- | | | | | | | | | | | | | | | |
| TOTAL CLINTON | 194 49% | 69 49% | 57 58% | 41 51% | 52 49% | 40 49% | 39 51% | 31 54% | 92 53% | 9 54% | 63 41% | 51 41% | 137 51% | 53 51% | 130 48% |
| TOTAL OBAMA | 164 41% | 64 46% | 30 30% | 31 38% | 40 38% | 34 41% | 32 42% | 19 34% | 63 36% | 7 42% | 75 49% | 60 48% | 103 38% | 39 38% | 113 42% |
| UNDECIDED | 33 8% | 6 4% | 8 8% | 9 12% | 10 9% | 8 10% | 5 6% | 5 9% | 14 8% | - - | 14 9% | 12 10% | 21 8% | 11 11% | 21 8% |

Table 4-1
Summary of Images

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|---------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|-------------|------------------|-----------------|-----|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| CLINTON IMAGE (D/S) | 207 | 182 | 42 | 224 | 5 | 9 | 48 | 20 | 28 | 77 | 25 | 57 | 150 | 56 | 34 | 61 | 55 | 83 | 80 | 38 | 17 | 66 | 29 | 51 | |
| ----- | 52% | 77% | 47% | 69% | 12% | 21% | 67% | 39% | 48% | 61% | 50% | 31% | 71% | 47% | 56% | 52% | 55% | 41% | 66% | 54% | 17% | 65% | 51% | 80% | |
| SOMEWHAT FAVORABLE | 109 | 64 | 26 | 91 | 14 | 9 | 24 | 12 | 20 | 28 | 15 | 48 | 61 | 41 | 21 | 25 | 21 | 49 | 28 | 29 | 24 | 25 | 12 | 16 | |
| | 27% | 27% | 30% | 28% | 37% | 22% | 34% | 24% | 33% | 22% | 31% | 25% | 29% | 35% | 33% | 21% | 21% | 24% | 23% | 41% | 24% | 24% | 20% | 26% | |
| TOTAL FAVORABLE | 299 | 204 | 65 | 269 | 22 | 24 | 60 | 35 | 42 | 102 | 37 | 119 | 180 | 87 | 48 | 88 | 76 | 141 | 100 | 52 | 57 | 83 | 43 | 57 | |
| | 75% | 87% | 74% | 83% | 56% | 57% | 83% | 68% | 72% | 80% | 75% | 63% | 85% | 73% | 78% | 74% | 76% | 70% | 83% | 73% | 58% | 82% | 75% | 90% | |
| TOTAL UNFAVORABLE | 92 | 22 | 23 | 45 | 17 | 15 | 11 | 15 | 14 | 24 | 12 | 62 | 30 | 31 | 14 | 27 | 20 | 58 | 20 | 13 | 41 | 17 | 14 | 6 | |
| | 23% | 9% | 26% | 14% | 44% | 36% | 16% | 29% | 23% | 19% | 25% | 33% | 14% | 26% | 22% | 23% | 20% | 29% | 17% | 19% | 41% | 17% | 24% | 10% | |
| OBAMA IMAGE (D/S) | 187 | 121 | 42 | 163 | 19 | 26 | 45 | 16 | 37 | 41 | 22 | 109 | 78 | 51 | 37 | 61 | 36 | 83 | 30 | 69 | 51 | 32 | 27 | 3 | |
| ----- | 47% | 52% | 48% | 50% | 48% | 62% | 63% | 31% | 62% | 33% | 44% | 58% | 37% | 43% | 60% | 52% | 36% | 42% | 25% | 97% | 52% | 32% | 48% | 4% | |
| SOMEWHAT FAVORABLE | 121 | 68 | 27 | 95 | 12 | 12 | 26 | 12 | 17 | 31 | 23 | 58 | 63 | 36 | 17 | 35 | 33 | 74 | 28 | 16 | 42 | 31 | 12 | 17 | |
| | 30% | 29% | 31% | 30% | 31% | 30% | 37% | 23% | 29% | 25% | 46% | 31% | 30% | 30% | 27% | 30% | 33% | 37% | 24% | 22% | 43% | 31% | 20% | 26% | |
| TOTAL FAVORABLE | 284 | 173 | 63 | 236 | 27 | 33 | 57 | 32 | 46 | 80 | 35 | 145 | 139 | 83 | 48 | 88 | 65 | 137 | 72 | 69 | 74 | 63 | 41 | 31 | |
| | 71% | 74% | 71% | 73% | 69% | 79% | 80% | 63% | 79% | 63% | 71% | 77% | 66% | 69% | 77% | 74% | 65% | 68% | 59% | 97% | 75% | 62% | 71% | 49% | |
| TOTAL UNFAVORABLE | 97 | 52 | 21 | 73 | 8 | 7 | 12 | 17 | 10 | 38 | 13 | 36 | 61 | 31 | 11 | 27 | 28 | 54 | 42 | - | 23 | 31 | 13 | 28 | |
| | 24% | 22% | 24% | 23% | 21% | 17% | 17% | 32% | 16% | 30% | 27% | 19% | 29% | 26% | 17% | 23% | 28% | 27% | 34% | - | 23% | 31% | 23% | 44% | |

Table 4-2
Summary of Images

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|------------------------------|-------------|-----------|-----------|------------|-----------------|-----------|--------------|----------------|------------|-----------|-----------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| CLINTON IMAGE (D/S) ----- | 207 52% | 20 60% | 49 69% | 69 66% | 134 46% | 21 44% | 48 86% | 34 25% | 99 65% | 34 43% | 5 18% | 19 22% | 22 52% | 29 85% | 98 73% | 61 64% | 120 86% | 10 24% | 32 69% | 72 78% | 110 77% | 20 40% | 22 57% |
| SOMEWHAT FAVORABLE | 109 27% | 5 16% | 27 39% | 33 31% | 75 26% | 16 32% | 17 30% | 31 22% | 44 29% | 27 35% | 6 21% | 15 18% | 14 34% | 15 43% | 31 23% | 24 25% | 41 29% | 11 27% | 15 32% | 29 31% | 35 25% | 21 44% | 5 12% |
| TOTAL FAVORABLE | 299 75% | 26 78% | 60 84% | 85 82% | 209 72% | 34 70% | 52 92% | 84 60% | 125 82% | 55 71% | 16 59% | 48 57% | 32 75% | 32 92% | 115 86% | 75 78% | 129 93% | 26 62% | 39 84% | 81 88% | 123 86% | 34 70% | 31 78% |
| TOTAL UNFAVORABLE | 92 23% | 6 17% | 11 15% | 16 16% | 75 26% | 13 26% | 4 7% | 49 35% | 26 17% | 21 28% | 11 41% | 29 35% | 10 23% | 3 8% | 18 13% | 13 14% | 9 6% | 16 38% | 7 16% | 10 10% | 13 9% | 15 30% | 9 22% |
| OBAMA IMAGE (D/S) ----- | 187 47% | 24 72% | 42 59% | 65 63% | 120 41% | 36 75% | 30 53% | 71 52% | 48 32% | 39 50% | 19 71% | 51 61% | 12 29% | 18 51% | 47 35% | 58 60% | 64 46% | 27 66% | 14 31% | 51 55% | 71 49% | 21 43% | 21 54% |
| SOMEWHAT FAVORABLE | 121 30% | 4 12% | 31 44% | 35 34% | 83 29% | 13 28% | 22 39% | 43 31% | 40 26% | 22 28% | 10 37% | 27 32% | 14 33% | 7 20% | 42 31% | 25 26% | 44 31% | 15 35% | 13 27% | 25 27% | 44 31% | 16 32% | 11 29% |
| TOTAL FAVORABLE | 284 71% | 27 81% | 54 76% | 81 78% | 199 69% | 40 83% | 41 73% | 103 74% | 96 63% | 56 73% | 22 83% | 66 79% | 26 62% | 25 73% | 87 65% | 75 79% | 98 70% | 34 82% | 29 62% | 70 76% | 103 72% | 34 69% | 29 74% |
| TOTAL UNFAVORABLE | 97 24% | 3 10% | 12 17% | 16 15% | 79 27% | 4 9% | 11 20% | 32 23% | 48 31% | 17 22% | 3 13% | 15 18% | 14 33% | 7 21% | 40 30% | 18 18% | 34 25% | 7 16% | 14 31% | 20 21% | 32 23% | 13 26% | 8 21% |

Table 4-3
Summary of Images

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---------------------|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| CLINTON IMAGE (D/S) | 207 | 65 | 53 | 85 | 32 | 25 | 85 | 60 | 78 | 66 | 48 | 101 | 25 | 72 | 187 | 21 | 83 | 113 | 88 | 26 | 37 | 66 | 38 | 38 |
| ----- | 52% | 56% | 61% | 44% | 38% | 24% | 73% | 66% | 59% | 50% | 49% | 52% | 29% | 64% | 52% | 51% | 51% | 50% | 80% | 37% | 56% | 82% | 48% | 63% |
| SOMEWHAT FAVORABLE | 109 | 33 | 23 | 53 | 25 | 23 | 31 | 31 | 32 | 38 | 35 | 41 | 27 | 40 | 92 | 16 | 42 | 63 | 37 | 15 | 20 | 26 | 23 | 16 |
| | 27% | 28% | 26% | 28% | 29% | 22% | 26% | 33% | 25% | 29% | 36% | 21% | 32% | 36% | 26% | 40% | 26% | 28% | 33% | 21% | 30% | 32% | 29% | 26% |
| TOTAL FAVORABLE | 299 | 89 | 68 | 138 | 57 | 62 | 100 | 75 | 103 | 98 | 72 | 145 | 53 | 92 | 270 | 29 | 120 | 166 | 99 | 46 | 51 | 73 | 57 | 48 |
| | 75% | 76% | 79% | 71% | 66% | 61% | 86% | 83% | 79% | 74% | 74% | 75% | 63% | 81% | 75% | 72% | 74% | 74% | 89% | 66% | 78% | 91% | 74% | 79% |
| TOTAL UNFAVORABLE | 92 | 24 | 15 | 53 | 24 | 38 | 15 | 15 | 26 | 32 | 25 | 44 | 28 | 19 | 83 | 9 | 37 | 53 | 11 | 21 | 14 | 7 | 20 | 10 |
| | 23% | 21% | 18% | 27% | 28% | 37% | 13% | 17% | 19% | 24% | 25% | 23% | 34% | 17% | 23% | 21% | 23% | 24% | 10% | 29% | 22% | 9% | 25% | 17% |
| OBAMA IMAGE (D/S) | 187 | 35 | 32 | 125 | 42 | 67 | 24 | 58 | 44 | 58 | 76 | 67 | 50 | 70 | 185 | 1 | 83 | 98 | 61 | 48 | 27 | 36 | 47 | 34 |
| ----- | 47% | 30% | 37% | 65% | 49% | 65% | 21% | 64% | 33% | 44% | 78% | 35% | 59% | 62% | 51% | 3% | 51% | 44% | 55% | 69% | 42% | 45% | 60% | 57% |
| SOMEWHAT FAVORABLE | 121 | 37 | 22 | 62 | 27 | 32 | 33 | 30 | 37 | 42 | 33 | 54 | 26 | 40 | 111 | 10 | 43 | 69 | 33 | 25 | 14 | 18 | 31 | 19 |
| | 30% | 32% | 26% | 32% | 31% | 31% | 28% | 33% | 28% | 31% | 34% | 28% | 30% | 36% | 31% | 26% | 26% | 31% | 29% | 36% | 22% | 22% | 40% | 33% |
| TOTAL FAVORABLE | 284 | 69 | 58 | 157 | 62 | 83 | 65 | 74 | 81 | 94 | 85 | 124 | 65 | 89 | 265 | 19 | 118 | 155 | 83 | 56 | 46 | 57 | 61 | 47 |
| | 71% | 60% | 67% | 81% | 72% | 81% | 56% | 81% | 61% | 71% | 88% | 64% | 78% | 79% | 74% | 46% | 73% | 69% | 75% | 79% | 70% | 71% | 78% | 78% |
| TOTAL UNFAVORABLE | 97 | 35 | 26 | 32 | 19 | 16 | 41 | 16 | 37 | 36 | 10 | 57 | 16 | 20 | 80 | 17 | 35 | 58 | 23 | 7 | 18 | 21 | 14 | 12 |
| | 24% | 30% | 30% | 17% | 22% | 16% | 35% | 17% | 28% | 27% | 10% | 29% | 19% | 17% | 22% | 43% | 22% | 26% | 21% | 11% | 28% | 26% | 18% | 21% |

Table 4-4
Summary of Images

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---------------------|-----------------|-----------|-------------|---------|------------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------|--------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CENTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL LEAN | | UND |
| | | | | | | | | | | | | | | | CLIN- TON | CLIN- TON | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| CLINTON IMAGE (D/S) | 207 | -3 | 208 | 208 | 55 | 109 | 299 | -92 | 67 | 137 | 56 | 207 | 16 | 17 | 173 | 40 | 24 |
| | 52% | -7% | 61% | 72% | 52% | 100% | 100% | -100% | 55% | 48% | 58% | 100% | 34% | 10% | 89% | 72% | 73% |
| SOMEWHAT FAVORABLE | 109 | 4 | 100 | 84 | 36 | 109 | 109 | - | 34 | 87 | 19 | 87 | 17 | 60 | 37 | 26 | 12 |
| | 27% | 10% | 30% | 29% | 34% | 100% | 36% | - | 28% | 31% | 19% | 42% | 35% | 36% | 19% | 47% | 35% |
| TOTAL FAVORABLE | 299 | 19 | 269 | 244 | 80 | 109 | 299 | - | 94 | 207 | 76 | 207 | 32 | 88 | 184 | 48 | 27 |
| | 75% | 46% | 79% | 84% | 76% | 100% | 100% | - | 78% | 73% | 79% | 100% | 66% | 54% | 94% | 86% | 82% |
| TOTAL UNFAVORABLE | 92 | 23 | 62 | 37 | 25 | - | - | 92 | 27 | 71 | 21 | - | 15 | 72 | 11 | 8 | 3 |
| | 23% | 54% | 18% | 13% | 24% | - | - | 100% | 22% | 25% | 21% | - | 31% | 44% | 6% | 14% | 9% |
| OBAMA IMAGE (D/S) | 187 | 4 | 173 | 153 | 46 | 68 | 131 | 50 | 121 | 284 | -97 | 207 | 40 | 146 | 18 | 8 | 21 |
| | 47% | 8% | 51% | 53% | 44% | 63% | 44% | 54% | 100% | 100% | -100% | 100% | 83% | 89% | 9% | 15% | 64% |
| SOMEWHAT FAVORABLE | 121 | 12 | 103 | 89 | 27 | 34 | 94 | 27 | 121 | 121 | - | 94 | 18 | 33 | 78 | 21 | 10 |
| | 30% | 29% | 30% | 31% | 26% | 31% | 32% | 29% | 100% | 43% | - | 45% | 37% | 20% | 40% | 38% | 32% |
| TOTAL FAVORABLE | 284 | 22 | 250 | 215 | 73 | 87 | 207 | 71 | 121 | 284 | - | 207 | 44 | 155 | 100 | 31 | 26 |
| | 71% | 51% | 73% | 74% | 70% | 80% | 69% | 77% | 100% | 100% | - | 100% | 90% | 94% | 51% | 55% | 78% |
| TOTAL UNFAVORABLE | 97 | 18 | 76 | 61 | 27 | 19 | 76 | 21 | - | - | 97 | - | 3 | 8 | 81 | 23 | 5 |
| | 24% | 43% | 22% | 21% | 26% | 17% | 26% | 22% | - | - | 100% | - | 7% | 5% | 42% | 41% | 14% |

Table 4-5
Summary of Images

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|---------------------|----------------------|--------|-------------|--------------------|------------------------|--------|-------|-----------|-------------|------------|------|--------------|-------------|------|------|---------------|-----------|-------------|----------|-----------|---------------------|-----------|-------------|---------------------|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | | |
| CLINTON IMAGE (D/S) | 207 | 19 | 2 | 4 | 74 | 27 | 17 | 53 | 148 | 144 | 61 | 45 | 36 | 37 | 45 | 86 | 142 | 38 | 86 | 165 | 15 | 125 | 82 | | |
| ----- | 52% | 27% | 9% | 23% | 95% | 100% | 89% | 36% | 64% | 72% | 66% | 55% | 46% | 48% | 72% | 52% | 52% | 47% | 55% | 51% | 40% | 60% | 43% | | |
| SOMEWHAT FAVORABLE | 109 | 28 | 6 | 8 | 15 | 3 | 2 | 40 | 62 | 49 | 27 | 17 | 24 | 19 | 21 | 47 | 79 | 15 | 53 | 82 | 11 | 55 | 53 | | |
| | 27% | 40% | 30% | 48% | 19% | 13% | 10% | 27% | 27% | 25% | 29% | 21% | 30% | 25% | 34% | 28% | 29% | 19% | 34% | 26% | 29% | 26% | 28% | | |
| TOTAL FAVORABLE | 299 | 43 | 11 | 10 | 76 | 27 | 18 | 100 | 186 | 168 | 76 | 62 | 56 | 58 | 53 | 125 | 206 | 59 | 119 | 239 | 27 | 163 | 135 | | |
| | 75% | 62% | 54% | 61% | 97% | 100% | 95% | 68% | 80% | 84% | 83% | 76% | 72% | 74% | 84% | 75% | 75% | 73% | 76% | 74% | 70% | 78% | 71% | | |
| TOTAL UNFAVORABLE | 92 | 24 | 9 | 6 | 2 | - | 1 | 47 | 38 | 24 | 15 | 17 | 20 | 21 | 8 | 39 | 64 | 21 | 33 | 74 | 12 | 39 | 53 | | |
| | 23% | 34% | 46% | 39% | 3% | - | 5% | 32% | 16% | 12% | 17% | 21% | 26% | 26% | 12% | 23% | 23% | 26% | 21% | 23% | 30% | 18% | 28% | | |
| OBAMA IMAGE (D/S) | 187 | 70 | 16 | 14 | 12 | 3 | -3 | 53 | 121 | 111 | 66 | 35 | 24 | 35 | 26 | 80 | 133 | 38 | 68 | 162 | 8 | 115 | 71 | | |
| ----- | 47% | 100% | 82% | 85% | 15% | 11% | -17% | 36% | 52% | 55% | 72% | 43% | 31% | 44% | 42% | 49% | 48% | 47% | 44% | 50% | 20% | 55% | 37% | | |
| SOMEWHAT FAVORABLE | 121 | 8 | 6 | 5 | 36 | 11 | 5 | 43 | 76 | 67 | 24 | 26 | 29 | 26 | 22 | 61 | 85 | 32 | 52 | 99 | 10 | 69 | 52 | | |
| | 30% | 11% | 30% | 30% | 46% | 41% | 29% | 29% | 33% | 34% | 26% | 33% | 37% | 33% | 35% | 37% | 31% | 40% | 34% | 31% | 27% | 33% | 27% | | |
| TOTAL FAVORABLE | 284 | 70 | 18 | 14 | 44 | 13 | 7 | 96 | 172 | 151 | 77 | 58 | 49 | 56 | 43 | 121 | 200 | 57 | 109 | 235 | 22 | 158 | 125 | | |
| | 71% | 100% | 91% | 89% | 56% | 50% | 39% | 65% | 74% | 75% | 84% | 71% | 62% | 71% | 68% | 73% | 73% | 71% | 70% | 73% | 56% | 76% | 66% | | |
| TOTAL UNFAVORABLE | 97 | - | 2 | 1 | 32 | 10 | 11 | 43 | 51 | 40 | 11 | 23 | 25 | 21 | 17 | 40 | 67 | 19 | 40 | 73 | 14 | 43 | 54 | | |
| | 24% | - | 9% | 4% | 41% | 39% | 57% | 29% | 22% | 20% | 12% | 28% | 31% | 27% | 27% | 24% | 24% | 24% | 26% | 23% | 37% | 21% | 28% | | |

Table 4-6
Summary of Images

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|------------------------------|------------------|------------|-----------|-------------|---------------------------|-----------|------------|-----------|-------------------|------------|------------|-----------------------|------------|--------------------|------------|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A | CRE- DIT UNION | BANK |
| | | NEWS | WORK NEWS | | NEWS- PAPER | WORK NEWS | | | | | | | VICTIM | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| CLINTON IMAGE (D/S) ----- | 207 52% | 73 52% | 64 65% | 36 45% | 61 58% | 54 65% | 37 49% | 21 37% | 86 50% | 5 31% | 95 62% | 57 46% | 146 54% | 66 65% | 125 46% |
| SOMEWHAT FAVORABLE | 109 27% | 47 33% | 23 23% | 11 14% | 23 22% | 27 33% | 15 20% | 20 35% | 36 21% | 4 21% | 49 32% | 35 28% | 73 27% | 26 26% | 74 27% |
| TOTAL FAVORABLE | 299 75% | 104 74% | 81 82% | 58 72% | 82 78% | 67 81% | 57 74% | 39 69% | 127 74% | 11 66% | 122 79% | 89 72% | 204 76% | 84 82% | 194 72% |
| TOTAL UNFAVORABLE | 92 23% | 31 22% | 17 17% | 22 27% | 21 20% | 13 16% | 20 26% | 18 31% | 41 24% | 6 34% | 27 18% | 32 26% | 59 22% | 18 17% | 69 25% |
| OBAMA IMAGE (D/S) ----- | 187 47% | 70 50% | 36 36% | 37 45% | 59 56% | 26 31% | 35 46% | 11 19% | 63 37% | 8 43% | 105 68% | 73 59% | 117 43% | 59 58% | 112 42% |
| SOMEWHAT FAVORABLE | 121 30% | 41 29% | 30 31% | 26 32% | 30 28% | 24 29% | 23 30% | 19 33% | 48 28% | 5 31% | 49 32% | 39 32% | 82 30% | 42 41% | 70 26% |
| TOTAL FAVORABLE | 284 71% | 103 73% | 64 64% | 58 71% | 80 76% | 54 65% | 53 69% | 31 54% | 114 66% | 12 70% | 127 83% | 97 79% | 185 69% | 78 77% | 184 68% |
| TOTAL UNFAVORABLE | 97 24% | 32 23% | 28 28% | 21 26% | 21 20% | 28 34% | 18 24% | 20 36% | 50 29% | 5 27% | 22 15% | 24 20% | 68 25% | 19 19% | 72 26% |

Table 6-1
QUESTION 1:
Age.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-------------------|-------|------|-------|-----|--------|--------|------|-------|-------|------|-----|--------|-------|-------|-------|------|-------|-----------|-----|-----|------------------|-------|-------|-------|
| | STRG | SOFT | TOTAL | IND | CEN- | DFW- | EAST | HOUS- | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP- | AF | AM | WHITE | WHITE | HISP- | HISP- |
| | DEM | DEM | DEM | | TRAL | METRO- | | TON | | | | | | | | | | ANIC | | | MEN | WOMEN | MEN | WOMEN |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| 18 - 24 | 7 | 4 | 3 | 7 | - | - | 1 | - | 3 | 1 | 3 | 5 | 3 | 7 | - | - | - | 2 | 5 | - | 1 | 1 | 3 | 2 |
| | 2% | 2% | 3% | 2% | - | - | 1% | 1% | 4% | 1% | 6% | 3% | 1% | 6% | - | - | - | 1% | 4% | - | 1% | 1% | 6% | 3% |
| 25 - 34 | 32 | 19 | 8 | 27 | 6 | 2 | 6 | 2 | 4 | 16 | 3 | 17 | 15 | 32 | - | - | - | 7 | 20 | 5 | 2 | 5 | 12 | 8 |
| | 8% | 8% | 9% | 8% | 14% | 4% | 8% | 3% | 7% | 13% | 6% | 9% | 7% | 27% | - | - | - | 3% | 16% | 8% | 2% | 5% | 21% | 12% |
| 35 - 44 | 80 | 38 | 21 | 60 | 8 | 9 | 11 | 9 | 15 | 26 | 10 | 56 | 25 | 80 | - | - | - | 38 | 35 | 5 | 28 | 10 | 23 | 12 |
| | 20% | 16% | 24% | 18% | 22% | 22% | 16% | 18% | 26% | 21% | 20% | 30% | 12% | 67% | - | - | - | 19% | 29% | 7% | 28% | 9% | 40% | 19% |
| 45 - 54 | 62 | 31 | 16 | 48 | 7 | 4 | 11 | 8 | 11 | 20 | 8 | 27 | 35 | - | 62 | - | - | 34 | 13 | 13 | 15 | 19 | 5 | 8 |
| | 15% | 13% | 19% | 15% | 18% | 10% | 15% | 16% | 18% | 16% | 17% | 14% | 16% | - | 100% | - | - | 17% | 11% | 18% | 15% | 19% | 9% | 13% |
| 55 - 64 | 118 | 72 | 24 | 96 | 11 | 14 | 26 | 22 | 11 | 30 | 14 | 43 | 75 | - | - | 118 | - | 64 | 26 | 28 | 26 | 38 | 7 | 19 |
| | 29% | 31% | 27% | 30% | 28% | 34% | 37% | 44% | 18% | 24% | 28% | 23% | 35% | - | - | 100% | - | 32% | 22% | 39% | 26% | 37% | 13% | 30% |
| 65 AND ABOVE | 100 | 71 | 15 | 86 | 6 | 13 | 17 | 9 | 16 | 34 | 11 | 41 | 59 | - | - | - | 100 | 56 | 21 | 20 | 26 | 30 | 6 | 15 |
| | 25% | 30% | 17% | 27% | 16% | 31% | 24% | 18% | 26% | 27% | 23% | 22% | 28% | - | - | - | 100% | 28% | 17% | 29% | 27% | 29% | 11% | 23% |
| REFUSED | 1 | - | - | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | 2% | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 6-2
QUESTION 1:
Age.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-------------------|----------|------|-------|------|-----------------|-------|------|-------|------------|-------|------|-------|-------|-------|--------------|------|------|------|-----------|------|------|------|-----|
| | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT | |
| | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| 18 - 24 | 7 | - | 3 | 3 | 5 | 2 | 1 | 3 | 2 | 5 | - | - | 3 | - | - | 4 | 1 | 1 | 2 | 4 | - | 3 | - |
| | 2% | - | 4% | 2% | 2% | 4% | 1% | 2% | 1% | 6% | - | - | 6% | - | - | 4% | - | 2% | 4% | 4% | - | 6% | - |
| 25 - 34 | 32 | 2 | 7 | 9 | 22 | 3 | 6 | 14 | 8 | 17 | - | - | 15 | - | - | 10 | 9 | 3 | 5 | 19 | - | 8 | - |
| | 8% | 6% | 10% | 9% | 8% | 7% | 11% | 10% | 6% | 22% | - | - | 36% | - | - | 10% | 6% | 6% | 12% | 20% | - | 17% | - |
| 35 - 44 | 80 | 9 | 12 | 21 | 57 | 16 | 5 | 39 | 18 | 56 | - | - | 25 | - | - | 28 | 11 | 15 | 6 | 38 | - | 21 | - |
| | 20% | 27% | 17% | 20% | 20% | 34% | 8% | 28% | 12% | 72% | - | - | 58% | - | - | 29% | 8% | 37% | 13% | 42% | - | 44% | - |
| 45 - 54 | 62 | 7 | 12 | 19 | 43 | 9 | 10 | 18 | 24 | - | 27 | - | - | 35 | - | 10 | 22 | 6 | 10 | 31 | - | 16 | - |
| | 15% | 22% | 16% | 18% | 15% | 18% | 18% | 13% | 16% | - | 100% | - | - | 100% | - | 10% | 16% | 15% | 22% | 34% | - | 34% | - |
| 55 - 64 | 118 | 6 | 21 | 27 | 91 | 4 | 23 | 39 | 52 | - | - | 43 | - | - | 75 | 19 | 52 | 10 | 14 | - | 72 | - | 24 |
| | 29% | 18% | 30% | 26% | 31% | 8% | 41% | 28% | 34% | - | - | 51% | - | - | 56% | 20% | 38% | 24% | 31% | - | 50% | - | 61% |
| 65 AND ABOVE | 100 | 9 | 17 | 26 | 72 | 14 | 12 | 26 | 46 | - | - | 41 | - | - | 59 | 25 | 45 | 6 | 9 | - | 71 | - | 15 |
| | 25% | 27% | 24% | 25% | 25% | 29% | 21% | 19% | 30% | - | - | 49% | - | - | 44% | 27% | 33% | 16% | 19% | - | 50% | - | 39% |
| REFUSED | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 6-3
QUESTION 1:
Age.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| 18 - 24 | 7 | 4 | 3 | 1 | 4 | 1 | 3 | - | 3 | 3 | 1 | 2 | 4 | 1 | 5 | 2 | 1 | 3 | 1 | - | 3 | 1 | 3 | 1 |
| | 2% | 3% | 3% | - | 5% | 1% | 2% | - | 2% | 2% | 1% | 1% | 5% | 1% | 1% | 5% | 1% | 2% | 1% | - | 5% | 1% | 3% | 1% |
| 25 - 34 | 32 | 7 | 7 | 18 | 8 | 9 | 6 | 9 | 11 | 9 | 12 | 13 | 7 | 12 | 30 | 3 | 13 | 18 | 8 | 7 | 7 | 4 | 3 | 3 |
| | 8% | 6% | 8% | 9% | 9% | 9% | 5% | 10% | 8% | 7% | 12% | 7% | 9% | 11% | 8% | 7% | 8% | 8% | 7% | 11% | 10% | 5% | 3% | 5% |
| 35 - 44 | 80 | 28 | 12 | 39 | 30 | 26 | 10 | 12 | 22 | 27 | 27 | 33 | 19 | 27 | 70 | 10 | 30 | 48 | 19 | 15 | 18 | 16 | 21 | 13 |
| | 20% | 24% | 14% | 20% | 35% | 26% | 9% | 14% | 17% | 21% | 28% | 17% | 23% | 24% | 20% | 25% | 18% | 21% | 17% | 21% | 27% | 20% | 27% | 22% |
| 45 - 54 | 62 | 12 | 15 | 35 | 13 | 14 | 14 | 21 | 11 | 27 | 20 | 29 | 11 | 21 | 57 | 4 | 24 | 37 | 20 | 9 | 6 | 13 | 11 | 14 |
| | 15% | 11% | 17% | 18% | 15% | 14% | 12% | 23% | 8% | 21% | 21% | 15% | 13% | 18% | 16% | 11% | 15% | 17% | 18% | 13% | 9% | 16% | 15% | 23% |
| 55 - 64 | 118 | 30 | 26 | 62 | 13 | 30 | 43 | 32 | 36 | 38 | 30 | 58 | 26 | 30 | 108 | 9 | 46 | 67 | 40 | 22 | 15 | 26 | 19 | 20 |
| | 29% | 26% | 30% | 32% | 15% | 30% | 37% | 35% | 27% | 29% | 31% | 30% | 31% | 27% | 30% | 23% | 29% | 30% | 36% | 32% | 22% | 32% | 25% | 34% |
| 65 AND ABOVE | 100 | 35 | 23 | 39 | 19 | 22 | 39 | 17 | 49 | 28 | 8 | 58 | 16 | 22 | 89 | 11 | 47 | 50 | 24 | 16 | 18 | 21 | 20 | 9 |
| | 25% | 30% | 27% | 20% | 22% | 21% | 34% | 19% | 37% | 21% | 8% | 30% | 19% | 19% | 25% | 27% | 29% | 22% | 21% | 23% | 27% | 26% | 26% | 15% |
| REFUSED | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - |
| | - | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | - | 2% | - | - | - | 1% | - | - | 1% | - |

Table 6-4
QUESTION 1:
Age.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-------------------|-----------------|-----------|-------------|------------|-------------------------|------------|------------|-------------|-------------|------------|-------------|------------|---------------------|-------------|--------------------|-------------------|-----------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 100% | 42 11% | 340 85% | 290 72% | 105 26% | 109 27% | 299 75% | 92 23% | 121 30% | 284 71% | 97 24% | 207 52% | 48 12% | 164 41% | 194 49% | 56 14% | 33 8% |
| 18 - 24 | 7 2% | 1 3% | 6 2% | 6 2% | 5 5% | 4 3% | 5 2% | 2 2% | 3 3% | 4 2% | 3 3% | 3 2% | 1 2% | 2 1% | 5 3% | 4 8% | - - |
| 25 - 34 | 32 8% | 3 7% | 27 8% | 24 8% | 10 9% | 12 11% | 29 10% | 3 4% | 3 3% | 21 7% | 7 7% | 18 9% | 4 8% | 14 9% | 17 9% | 2 3% | 1 3% |
| 35 - 44 | 80 20% | 11 26% | 68 20% | 53 18% | 23 22% | 26 24% | 53 18% | 26 28% | 29 24% | 57 20% | 22 22% | 34 17% | 19 39% | 45 28% | 32 16% | 12 21% | 3 10% |
| 45 - 54 | 62 15% | 4 10% | 55 16% | 45 16% | 18 17% | 21 19% | 48 16% | 14 15% | 17 14% | 48 17% | 11 11% | 37 18% | 9 19% | 32 19% | 23 12% | 8 15% | 6 19% |
| 55 - 64 | 118 29% | 14 32% | 96 28% | 83 29% | 27 26% | 25 23% | 88 29% | 27 29% | 35 29% | 88 31% | 27 27% | 65 32% | 8 17% | 38 23% | 59 30% | 17 31% | 14 43% |
| 65 AND ABOVE | 100 25% | 9 21% | 87 26% | 78 27% | 21 20% | 21 19% | 76 25% | 20 22% | 33 27% | 65 23% | 28 29% | 49 24% | 7 14% | 32 20% | 58 30% | 13 23% | 8 24% |
| REFUSED | 1 - | - - | 1 - | - - | 1 1% | 1 1% | 1 - | - - | 1 1% | 1 - | - - | 1 - | - - | - - | 1 - | - - | - - |

Table 6-5
QUESTION 1:
Age.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|-------------------|----------------------|--------|------------------------|------------|--------------|--------|------------|-------|-------|--------------|-------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|----|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL- IEVES | | | | DIR | TRACK | DEMS | TRACK | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| 18 - 24 | 7 | - | - | - | 3 | - | - | 6 | 1 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 7 | - | 4 | 6 | 2 | - | 7 | |
| | 2% | - | - | - | 3% | - | - | 4% | - | - | 1% | 2% | 4% | 3% | 4% | 1% | 3% | - | 2% | 2% | 5% | - | 4% | |
| 25 - 34 | 32 | 6 | 1 | 4 | 5 | 2 | - | 14 | 17 | 15 | 15 | 3 | 4 | 4 | 5 | 5 | 17 | 7 | 12 | 18 | 8 | 7 | 25 | |
| | 8% | 9% | 4% | 23% | 7% | 8% | - | 9% | 7% | 8% | 16% | 4% | 5% | 5% | 8% | 3% | 6% | 9% | 8% | 6% | 21% | 4% | 13% | |
| 35 - 44 | 80 | 16 | 14 | 3 | 11 | 4 | 8 | 34 | 45 | 36 | 27 | 14 | 17 | 14 | 9 | 38 | 52 | 20 | 37 | 60 | 13 | 42 | 39 | |
| | 20% | 23% | 69% | 18% | 15% | 16% | 42% | 23% | 19% | 18% | 30% | 18% | 21% | 18% | 15% | 23% | 19% | 25% | 24% | 19% | 34% | 20% | 20% | |
| 45 - 54 | 62 | 12 | 1 | 5 | 11 | 2 | 3 | 23 | 37 | 31 | 17 | 6 | 14 | 20 | 5 | 36 | 44 | 15 | 22 | 52 | 4 | 41 | 20 | |
| | 15% | 17% | 7% | 31% | 14% | 7% | 18% | 16% | 16% | 15% | 19% | 8% | 18% | 26% | 7% | 22% | 16% | 18% | 14% | 16% | 11% | 20% | 11% | |
| 55 - 64 | 118 | 22 | 3 | 2 | 23 | 10 | 4 | 39 | 70 | 61 | 24 | 26 | 26 | 24 | 17 | 47 | 82 | 22 | 40 | 103 | 6 | 70 | 48 | |
| | 29% | 31% | 15% | 15% | 30% | 36% | 19% | 27% | 30% | 30% | 26% | 32% | 33% | 30% | 28% | 28% | 30% | 28% | 26% | 32% | 14% | 33% | 25% | |
| 65 AND ABOVE | 100 | 14 | 1 | 2 | 25 | 9 | 4 | 30 | 62 | 56 | 8 | 29 | 15 | 14 | 24 | 38 | 72 | 16 | 40 | 81 | 6 | 49 | 51 | |
| | 25% | 20% | 5% | 12% | 32% | 33% | 21% | 21% | 27% | 28% | 8% | 36% | 19% | 18% | 38% | 23% | 26% | 20% | 26% | 25% | 16% | 23% | 27% | |
| REFUSED | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |

Table 6-6
QUESTION 1:
Age.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-------------------|------------------|------------|-------------|-------------|---------------------------|-----------|------------|------------------|------------|----------|------------|--------------|-----------------------|------------|--------------------|--|
| | NET- | | NEWS- PAPER | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | URBAN | NOT A VICTIM | | UNION | CRE-DIT BANK | |
| | CABLE NEWS | WORK NEWS | | | WORK NEWS | RURAL | | OTHER | URBAN | VICTIM | | VICTIM | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| 18 - 24 | 7 2% | 2 1% | 2 2% | - - | 1 1% | - - | - - | - - | 1 1% | - - | 6 4% | 2 2% | 5 2% | 1 1% | 6 2% | |
| 25 - 34 | 32 8% | 11 8% | 4 4% | 7 9% | 2 2% | 7 9% | 6 8% | 3 6% | 16 9% | 2 11% | 11 7% | 13 11% | 19 7% | 4 3% | 27 10% | |
| 35 - 44 | 80 20% | 29 21% | 13 13% | 15 19% | 16 15% | 12 14% | 21 28% | 14 24% | 35 20% | 6 32% | 26 17% | 27 22% | 48 18% | 18 17% | 58 21% | |
| 45 - 54 | 62 15% | 27 19% | 11 11% | 7 8% | 20 19% | 12 15% | 9 11% | 6 11% | 26 15% | 3 20% | 26 17% | 28 23% | 32 12% | 21 20% | 37 14% | |
| 55 - 64 | 118 29% | 40 29% | 40 40% | 19 24% | 40 38% | 28 34% | 16 21% | 12 22% | 58 33% | 3 17% | 45 29% | 32 26% | 85 32% | 36 35% | 78 29% | |
| 65 AND ABOVE | 100 25% | 31 22% | 30 30% | 33 40% | 26 25% | 23 28% | 24 32% | 22 38% | 36 21% | 3 19% | 39 25% | 21 17% | 79 29% | 23 23% | 65 24% | |
| REFUSED | 1 - | 1 1% | - - | - - | 1 1% | - - | - - | - - | 1 - | - - | - - | - - | - - | - - | - - | |

Table 9-1
 QUESTION 4:
 Now, 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?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---------------------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|----------|-------|------|--------|-------|-------|-------|-------|------|-----------|-----------|-------|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOUS-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -298 | -202 | -67 | -269 | -29 | -35 | -56 | -28 | -48 | -102 | -29 | -135 | -162 | -85 | -50 | -83 | -78 | -141 | -89 | -60 | -64 | -78 | -41 | -48 |
| | -74% | -86% | -76% | -83% | -76% | -84% | -78% | -54% | -81% | -80% | -59% | -72% | -77% | -71% | -82% | -70% | -78% | -71% | -74% | -84% | -65% | -76% | -72% | -75% |
| RIGHT DIRECTION | 42 | 14 | 6 | 21 | 4 | 3 | 5 | 9 | 5 | 11 | 9 | 23 | 19 | 15 | 4 | 14 | 9 | 26 | 13 | 3 | 15 | 11 | 7 | 6 |
| | 11% | 6% | 7% | 6% | 10% | 7% | 7% | 17% | 9% | 8% | 18% | 12% | 9% | 13% | 7% | 11% | 9% | 13% | 11% | 4% | 15% | 10% | 12% | 10% |
| WRONG TRACK | 340 | 216 | 73 | 290 | 33 | 38 | 62 | 37 | 53 | 113 | 38 | 158 | 182 | 101 | 55 | 96 | 87 | 167 | 102 | 63 | 79 | 88 | 48 | 54 |
| | 85% | 92% | 83% | 90% | 85% | 91% | 86% | 72% | 90% | 89% | 77% | 84% | 86% | 84% | 89% | 82% | 87% | 83% | 85% | 88% | 80% | 87% | 84% | 85% |
| DON'T KNOW | 17 | 3 | 8 | 12 | 2 | 1 | 4 | 6 | 1 | 4 | 2 | 7 | 10 | 3 | 3 | 7 | 4 | 7 | 5 | 5 | 5 | 2 | 2 | 3 |
| | 4% | 1% | 9% | 4% | 5% | 2% | 6% | 11% | 1% | 3% | 4% | 4% | 5% | 3% | 4% | 6% | 4% | 4% | 4% | 7% | 5% | 2% | 4% | 4% |
| REFUSED | 1 | 1 | - | 1 | - | - | 1 | - | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - | - | - | - |
| | - | - | - | - | - | - | 2% | - | - | - | - | - | 1% | - | - | 1% | - | - | - | 1% | - | - | - | - |
| WT COUNTRY/ RT TEXAS | 105 | 63 | 22 | 84 | 12 | 9 | 10 | 11 | 19 | 45 | 10 | 48 | 57 | 38 | 18 | 27 | 21 | 40 | 45 | 18 | 19 | 21 | 20 | 25 |
| | 26% | 27% | 24% | 26% | 32% | 21% | 14% | 22% | 33% | 36% | 21% | 25% | 27% | 32% | 29% | 23% | 21% | 20% | 37% | 26% | 19% | 21% | 35% | 39% |
| WT DEMS | 290 | 216 | 73 | 290 | - | 32 | 53 | 30 | 44 | 95 | 34 | 126 | 163 | 83 | 45 | 83 | 78 | 133 | 96 | 56 | 59 | 74 | 43 | 53 |
| | 72% | 92% | 83% | 90% | - | 76% | 74% | 59% | 75% | 75% | 70% | 67% | 77% | 69% | 74% | 71% | 78% | 66% | 79% | 78% | 59% | 73% | 74% | 84% |

Table 9-2
 QUESTION 4:
 Now, 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?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---------------------------------------|----------|------|------|-------|-----------------|------|-------|------|------------|-------|-------|------|-------|-------|--------------|------|------|------|-----------|------|------|------|------|
| | TOTAL | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | CONS | CONS | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -298 | -30 | -59 | -89 | -205 | -42 | -47 | -92 | -113 | -55 | -18 | -63 | -31 | -32 | -98 | -78 | -124 | -40 | -27 | -77 | -125 | -42 | -25 |
| | -74% | -89% | -83% | -85% | -71% | -87% | -84% | -66% | -75% | -70% | -67% | -75% | -73% | -93% | -73% | -81% | -89% | -96% | -58% | -83% | -88% | -85% | -63% |
| RIGHT DIRECTION | 42 | 1 | 3 | 4 | 38 | 2 | 2 | 21 | 17 | 10 | 3 | 9 | 5 | 1 | 13 | 8 | 6 | 1 | 6 | 7 | 7 | 2 | 4 |
| | 11% | 3% | 5% | 4% | 13% | 4% | 4% | 15% | 11% | 13% | 13% | 11% | 12% | 2% | 10% | 9% | 4% | 1% | 13% | 8% | 5% | 5% | 10% |
| WRONG TRACK | 340 | 31 | 62 | 93 | 243 | 44 | 49 | 113 | 130 | 65 | 21 | 72 | 36 | 33 | 112 | 86 | 130 | 40 | 33 | 84 | 132 | 44 | 29 |
| | 85% | 92% | 88% | 89% | 84% | 91% | 88% | 81% | 86% | 84% | 80% | 86% | 85% | 96% | 83% | 90% | 93% | 97% | 70% | 91% | 93% | 90% | 74% |
| DON'T KNOW | 17 | 1 | 5 | 6 | 9 | 2 | 4 | 5 | 4 | 3 | 2 | 2 | 1 | 1 | 9 | 1 | 2 | 1 | 8 | 1 | 2 | 2 | 6 |
| | 4% | 4% | 7% | 6% | 3% | 5% | 8% | 3% | 3% | 3% | 8% | 3% | 2% | 2% | 6% | 1% | 2% | 1% | 17% | 1% | 2% | 4% | 16% |
| REFUSED | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | - | 1% | - | - | - | - | 1% | - | 1% | - | - | - | 1% | - | 1% | - | 1% | - | 1% | - | 1% | 1% | - |
| WT COUNTRY/ RT TEXAS | 105 | 4 | 14 | 18 | 87 | 9 | 9 | 38 | 48 | 21 | 10 | 17 | 17 | 8 | 32 | 25 | 37 | 8 | 13 | 27 | 35 | 17 | 5 |
| | 26% | 12% | 20% | 17% | 30% | 18% | 16% | 28% | 32% | 27% | 37% | 20% | 40% | 23% | 24% | 27% | 27% | 20% | 29% | 30% | 25% | 34% | 12% |
| WT DEMS | 290 | 30 | 57 | 87 | 201 | 40 | 47 | 85 | 116 | 53 | 15 | 59 | 30 | 30 | 103 | 86 | 130 | 40 | 33 | 84 | 132 | 44 | 29 |
| | 72% | 90% | 81% | 84% | 69% | 85% | 83% | 62% | 76% | 68% | 56% | 70% | 71% | 88% | 76% | 90% | 93% | 97% | 70% | 91% | 93% | 90% | 74% |

Table 9-3
 QUESTION 4:
 Now, 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?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---------------------------------------|-----------|------------|------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS OR SOME | | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -298 | -84 | -72 | -140 | -64 | -72 | -93 | -68 | -86 | -103 | -81 | -141 | -52 | -99 | -281 | -16 | -122 | -162 | -101 | -49 | -52 | -71 | -61 | -49 |
| | -74% | -73% | -83% | -72% | -74% | -70% | -80% | -74% | -66% | -78% | -84% | -73% | -61% | -87% | -78% | -41% | -75% | -72% | -91% | -70% | -79% | -88% | -79% | -82% |
| RIGHT DIRECTION | 42 | 13 | 7 | 22 | 10 | 13 | 10 | 9 | 21 | 13 | 6 | 24 | 13 | 5 | 31 | 11 | 19 | 23 | 4 | 10 | 5 | 3 | 8 | 3 |
| | 11% | 11% | 8% | 12% | 11% | 13% | 9% | 10% | 16% | 10% | 6% | 12% | 15% | 5% | 9% | 27% | 12% | 10% | 4% | 14% | 8% | 3% | 11% | 6% |
| WRONG TRACK | 340 | 97 | 78 | 162 | 73 | 85 | 103 | 77 | 107 | 115 | 88 | 165 | 64 | 104 | 313 | 27 | 140 | 186 | 105 | 59 | 57 | 74 | 69 | 52 |
| | 85% | 84% | 91% | 84% | 85% | 83% | 88% | 85% | 81% | 87% | 90% | 85% | 76% | 92% | 87% | 67% | 87% | 83% | 94% | 84% | 87% | 92% | 89% | 87% |
| DON'T KNOW | 17 | 5 | 1 | 9 | 3 | 4 | 2 | 5 | 3 | 4 | 3 | 4 | 7 | 3 | 15 | 2 | 2 | 15 | 2 | - | 3 | 4 | - | 4 |
| | 4% | 4% | 1% | 5% | 3% | 4% | 2% | 5% | 2% | 3% | 4% | 2% | 9% | 3% | 4% | 6% | 1% | 7% | 2% | - | 4% | 5% | - | 7% |
| REFUSED | 1 | 1 | - | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | - | - |
| | - | 1% | - | - | - | - | 1% | - | 1% | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - |
| WT COUNTRY/ RT TEXAS | 105 | 34 | 23 | 48 | 25 | 23 | 33 | 25 | 36 | 37 | 23 | 48 | 22 | 33 | 99 | 6 | 37 | 63 | 33 | 20 | 18 | 28 | 21 | 17 |
| | 26% | 30% | 27% | 25% | 29% | 22% | 28% | 27% | 28% | 28% | 24% | 25% | 26% | 30% | 28% | 15% | 23% | 28% | 30% | 28% | 27% | 35% | 27% | 28% |
| WT DEMS | 290 | 88 | 67 | 134 | 61 | 65 | 94 | 69 | 96 | 100 | 70 | 142 | 56 | 87 | 268 | 21 | 116 | 164 | 86 | 53 | 51 | 64 | 62 | 43 |
| | 72% | 76% | 78% | 69% | 71% | 64% | 81% | 75% | 73% | 76% | 72% | 73% | 67% | 78% | 75% | 53% | 72% | 73% | 78% | 76% | 78% | 79% | 80% | 72% |

Table 9-4
 QUESTION 4:
 Now, 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?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---------------------------------------|-----------------|-----------|-------------|---------|----------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -298 | 42 | -340 | -290 | -105 | -96 | -250 | -39 | -91 | -228 | -58 | -186 | -34 | -118 | -148 | -33 | -32 |
| | -74% | 100% | -100% | -100% | -100% | -89% | -84% | -42% | -75% | -80% | -60% | -90% | -70% | -72% | -76% | -59% | -96% |
| RIGHT DIRECTION | 42 | 42 | - | - | - | 4 | 19 | 23 | 12 | 22 | 18 | 8 | 6 | 19 | 20 | 11 | 1 |
| | 11% | 100% | - | - | - | 4% | 7% | 25% | 10% | 8% | 19% | 4% | 13% | 12% | 10% | 20% | 2% |
| WRONG TRACK | 340 | - | 340 | 290 | 105 | 100 | 269 | 62 | 103 | 250 | 76 | 195 | 40 | 137 | 168 | 44 | 32 |
| | 85% | - | 100% | 100% | 100% | 92% | 90% | 67% | 85% | 88% | 79% | 94% | 83% | 84% | 86% | 79% | 97% |
| DON'T KNOW | 17 | - | - | - | - | 3 | 9 | 8 | 6 | 12 | 3 | 4 | 1 | 7 | 7 | 1 | - |
| | 4% | - | - | - | - | 3% | 3% | 9% | 5% | 4% | 3% | 2% | 2% | 4% | 3% | 1% | - |
| REFUSED | 1 | - | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | 1 | - | - | - |
| | - | - | - | - | - | 1% | - | - | - | - | - | - | 2% | - | - | - | 1% |
| WT COUNTRY/ RT TEXAS | 105 | - | 105 | 84 | 105 | 36 | 80 | 25 | 27 | 73 | 27 | 53 | 12 | 45 | 56 | 19 | 4 |
| | 26% | - | 31% | 29% | 100% | 33% | 27% | 27% | 22% | 26% | 28% | 26% | 25% | 27% | 29% | 34% | 13% |
| WT DEMS | 290 | - | 290 | 290 | 84 | 84 | 244 | 37 | 89 | 215 | 61 | 177 | 30 | 107 | 153 | 39 | 27 |
| | 72% | - | 85% | 100% | 80% | 77% | 82% | 40% | 73% | 76% | 63% | 85% | 63% | 65% | 79% | 70% | 82% |

Table 9-5
 QUESTION 4:
 Now, 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?

BANNER 5

| | REASON SUPPORT OBAMA | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|---------------------------------------|----------------------|--------|-----------|------------------------|----------|------------|------------|-------|-----------|--------------|------------------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|------|
| | TOTAL | CHANGE | SAYS WHAT | BEST CHANCE | BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -298 | -54 | -20 | -11 | -62 | -23 | -12 | -73 | -214 | -188 | -75 | -61 | -50 | -63 | -48 | -132 | -210 | -54 | -123 | -252 | -13 | -174 | -123 |
| | -74% | -78% | -100% | -69% | -80% | -84% | -62% | -49% | -92% | -94% | -82% | -75% | -64% | -80% | -76% | -80% | -76% | -68% | -79% | -79% | -32% | -83% | -64% |
| RIGHT DIRECTION | 42 | 6 | - | 2 | 5 | 2 | 4 | 33 | 9 | 5 | 8 | 8 | 13 | 6 | 6 | 14 | 26 | 11 | 13 | 27 | 13 | 14 | 28 |
| | 11% | 9% | - | 12% | 7% | 8% | 19% | 22% | 4% | 3% | 9% | 10% | 16% | 8% | 10% | 9% | 10% | 14% | 8% | 8% | 33% | 7% | 15% |
| WRONG TRACK | 340 | 61 | 20 | 13 | 68 | 25 | 15 | 105 | 222 | 193 | 83 | 69 | 63 | 69 | 54 | 146 | 236 | 66 | 136 | 279 | 26 | 189 | 150 |
| | 85% | 87% | 100% | 81% | 87% | 92% | 81% | 71% | 96% | 97% | 91% | 85% | 80% | 87% | 86% | 88% | 86% | 82% | 87% | 87% | 66% | 90% | 79% |
| DON'T KNOW | 17 | 2 | - | 1 | 4 | - | - | 10 | 1 | 1 | 1 | 4 | 3 | 4 | 3 | 4 | 12 | 3 | 6 | 14 | - | 5 | 11 |
| | 4% | 3% | - | 7% | 6% | - | - | 7% | - | - | 1% | 4% | 4% | 5% | 5% | 2% | 4% | 4% | 4% | 4% | - | 3% | 6% |
| REFUSED | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - |
| | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | 1% | - | 1% | - | - |
| WT COUNTRY/ RT TEXAS | 105 | 19 | 4 | 5 | 24 | 9 | 2 | 105 | - | - | 17 | 16 | 32 | 27 | 13 | 41 | 80 | 20 | 36 | 86 | 10 | 50 | 54 |
| | 26% | 27% | 22% | 29% | 30% | 33% | 13% | 71% | - | - | 18% | 19% | 40% | 35% | 21% | 25% | 29% | 25% | 23% | 27% | 25% | 24% | 29% |
| WT DEMS | 290 | 47 | 13 | 12 | 61 | 24 | 14 | 84 | 193 | 193 | 74 | 63 | 47 | 60 | 50 | 126 | 203 | 55 | 120 | 239 | 24 | 161 | 128 |
| | 72% | 67% | 63% | 73% | 79% | 90% | 72% | 57% | 83% | 97% | 80% | 77% | 59% | 76% | 79% | 76% | 74% | 68% | 77% | 75% | 61% | 77% | 67% |

Table 9-6

QUESTION 4:

Now, 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?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---------------------------------------|------------------|--------------|-------------|-------------|---------------------------|-------------|-------------|------------------|--------------|-------------|--------------|--------------|-----------------------|---------------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | RURAL | NOT A VICTIM | | CRE-DIT UNION | BANK | |
| | | CABLE NEWS | WORK NEWS | | WORK NEWS | NEWS | | OTHER | URBAN | URBAN | | VICTIM | VICTIM | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -298 -74% | -101 -72% | -73 -74% | -66 -82% | -81 -78% | -64 -77% | -57 -74% | -29 -50% | -122 -71% | -16 -89% | -131 -86% | -105 -85% | -193 -72% | -93 -91% | -190 -70% | |
| RIGHT DIRECTION | 42 11% | 18 13% | 7 7% | 7 9% | 8 7% | 8 9% | 8 11% | 11 20% | 22 13% | 1 4% | 8 5% | 9 7% | 30 11% | 4 4% | 32 12% | |
| WRONG TRACK | 340 85% | 119 85% | 80 81% | 74 91% | 89 85% | 72 87% | 65 85% | 40 70% | 144 84% | 16 93% | 139 91% | 113 91% | 223 83% | 97 95% | 223 82% | |
| DON'T KNOW | 17 4% | 3 2% | 11 12% | - - | 8 7% | 3 4% | 3 4% | 6 10% | 6 3% | 1 4% | 5 3% | 1 1% | 16 6% | 2 1% | 14 5% | |
| REFUSED | 1 - | - - | 1 1% | - - | 1 1% | - - | - - | - - | - - | - - | 1 1% | 1 1% | - - | - - | 1 - | |
| WT COUNTRY/ RT TEXAS | 105 26% | 44 31% | 23 24% | 23 28% | 37 35% | 17 20% | 16 21% | 11 19% | 54 31% | 6 37% | 34 22% | 37 30% | 66 25% | 26 26% | 74 27% | |
| WT DEMS | 290 72% | 98 70% | 72 73% | 66 81% | 79 75% | 60 73% | 58 75% | 37 64% | 119 69% | 13 75% | 120 79% | 96 78% | 193 72% | 85 83% | 191 71% | |

Table 11-1

QUESTION 6:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

First Choice.

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|--|-------|----------|----------|-----------|------|----------|----------------|------|-----------|------------|-----|--------|-------|-------|-------|------|-------|-----------|-------|-----------|-------------|------------------|-----------------|------|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| THE ECONOMY AND JOBS | 111 | 69 | 22 | 91 | 10 | 15 | 26 | 11 | 18 | 32 | 8 | 48 | 63 | 27 | 20 | 40 | 24 | 54 | 29 | 28 | 24 | 30 | 12 | 16 | |
| | 28% | 29% | 25% | 28% | 27% | 36% | 36% | 22% | 31% | 25% | 16% | 25% | 30% | 23% | 32% | 34% | 24% | 27% | 24% | 40% | 24% | 29% | 22% | 26% | |
| | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (2) | (1) | |
| THE SITUATION IN IRAQ | 70 | 39 | 20 | 59 | 7 | 8 | 8 | 8 | 12 | 25 | 9 | 31 | 39 | 22 | 9 | 22 | 16 | 36 | 23 | 9 | 17 | 19 | 6 | 16 | |
| | 17% | 17% | 23% | 18% | 19% | 18% | 11% | 16% | 21% | 20% | 18% | 16% | 19% | 18% | 14% | 19% | 16% | 18% | 19% | 12% | 17% | 19% | 11% | 26% | |
| | (2) | (3) | (2) | (3) | (2) | (2) | (3) | (2) | (2) | (2) | (1) | (2) | (2) | (3) | (2) | (2) | (4) | (2) | (3) | (3) | (2) | (2) | (3) | (2) | |
| HEALTH CARE | 65 | 43 | 16 | 59 | 5 | 5 | 14 | 7 | 9 | 24 | 5 | 31 | 35 | 27 | 6 | 15 | 18 | 27 | 31 | 7 | 12 | 15 | 16 | 14 | |
| | 16% | 18% | 18% | 18% | 12% | 13% | 20% | 14% | 16% | 19% | 11% | 16% | 16% | 23% | 9% | 12% | 18% | 14% | 25% | 9% | 12% | 15% | 28% | 23% | |
| | (3) | (2) | (3) | (2) | (3) | (3) | (2) | (3) | (3) | (3) | (4) | (3) | (3) | (1) | (4) | (3) | (3) | (3) | (1) | (4) | (3) | (3) | (1) | (3) | |
| SOCIAL SECURITY & MEDICARE | 32 | 22 | 3 | 25 | 3 | 2 | 3 | 6 | 4 | 12 | 5 | 19 | 13 | 2 | 4 | 6 | 20 | 17 | 9 | 5 | 11 | 6 | 6 | 3 | |
| | 8% | 9% | 3% | 8% | 8% | 4% | 4% | 11% | 7% | 10% | 10% | 6% | 6% | 1% | 7% | 5% | 20% | 8% | 8% | 7% | 11% | 5% | 10% | 5% | |
| | (4) | (4) | (6) | (5) | (6) | (7) | (6) | (5) | (5) | (4) | (5) | (4) | (6) | (10) | (6) | (5) | (2) | (4) | (4) | (5) | (4) | (6) | (4) | (5) | |
| EDUCATION | 29 | 11 | 15 | 26 | 1 | 3 | 2 | 7 | 3 | 8 | 7 | 15 | 15 | 11 | 5 | 12 | 1 | 10 | 6 | 12 | 6 | 3 | 5 | 1 | |
| | 7% | 5% | 17% | 8% | 3% | 6% | 3% | 14% | 5% | 6% | 14% | 8% | 7% | 9% | 8% | 10% | 1% | 5% | 5% | 17% | 6% | 3% | 9% | 2% | |
| | (5) | (5) | (4) | (4) | *(9) | (5) | (8) | (4) | (7) | (5) | (3) | (5) | (4) | (4) | (5) | (4) | (9) | (8) | (5) | (2) | (7) | (9) | (5) | *(7) | |
| ILLEGAL IMMIGRATION | 22 | 10 | 4 | 14 | 4 | 3 | 5 | 2 | 4 | 4 | 4 | 13 | 9 | 8 | 4 | 5 | 6 | 16 | 5 | 2 | 9 | 7 | 3 | 1 | |
| | 6% | 4% | 4% | 4% | 10% | 8% | 6% | 3% | 6% | 4% | 9% | 7% | 4% | 7% | 6% | 4% | 6% | 8% | 4% | 2% | 9% | 7% | 6% | 2% | |
| | (6) | (7) | (5) | (6) | (4) | (4) | (5) | (7) | (6) | (9) | (6) | (6) | (7) | (5) | (7) | (6) | (5) | (5) | (7) | (7) | (5) | (5) | (7) | *(7) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 18 | 11 | 2 | 13 | 3 | 1 | 5 | 2 | 2 | 5 | 2 | 11 | 7 | 7 | 4 | 3 | 4 | 8 | 5 | 4 | 4 | 4 | 4 | 1 | |
| | 5% | 5% | 3% | 4% | 8% | 3% | 7% | 3% | 4% | 4% | 5% | 6% | 3% | 6% | 6% | 2% | 4% | 4% | 4% | 6% | 4% | 4% | 7% | 2% | |
| | (7) | (6) | (8) | (7) | (5) | (8) | (4) | (8) | (8) | (8) | (9) | (7) | (9) | (6) | (8) | (9) | (7) | (9) | (6) | (6) | (8) | (8) | (6) | (9) | |
| TERRORISM & NATIONAL SECURITY | 17 | 7 | 1 | 8 | 1 | 2 | 2 | 3 | 4 | 6 | - | 10 | 7 | 6 | 2 | 5 | 4 | 13 | 4 | - | 8 | 5 | 1 | 2 | |
| | 4% | 3% | 2% | 3% | 3% | 5% | 3% | 7% | 7% | 5% | - | 5% | 3% | 5% | 3% | 4% | 4% | 7% | 3% | - | 8% | 5% | 2% | 3% | |
| | (8) | (9) | (9) | (9) | *(9) | (6) | (9) | (6) | (4) | (7) | - | (8) | (8) | (7) | (10) | (7) | (6) | (6) | (9) | - | (6) | (7) | (9) | (6) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 16 | 10 | 3 | 12 | 2 | 1 | 3 | - | 1 | 7 | 4 | 3 | 14 | 4 | 6 | 3 | 3 | 10 | 4 | - | 3 | 8 | - | 4 | |
| | 4% | 4% | 3% | 4% | 6% | 2% | 4% | 1% | 2% | 5% | 8% | 1% | 6% | 4% | 9% | 3% | 3% | 5% | 4% | - | 3% | 7% | - | 7% | |
| | (9) | (8) | (7) | (8) | (7) | (9) | (7) | (10) | (9) | (6) | (7) | (10) | (5) | (8) | (3) | (8) | (8) | (7) | (8) | - | (9) | (4) | - | (4) | |
| CUTTING TAXES | 8 | 5 | - | 5 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 5 | 3 | 3 | 3 | 1 | 1 | 5 | 3 | - | 2 | 3 | 3 | - | |
| | 2% | 2% | - | 2% | 3% | 2% | 1% | 2% | 1% | 2% | 6% | 3% | 1% | 3% | 4% | 1% | 1% | 3% | 2% | - | 3% | 3% | 5% | - | |
| | (10) | (10) | - | (10) | (8) | (10) | (10) | (9) | (10) | (10) | (8) | (9) | (10) | (9) | (9) | (10) | (10) | (10) | (10) | - | (10) | (10) | (8) | - | |
| NONE OF THESE | 2 | 2 | - | 2 | - | - | - | - | - | 1 | 1 | 1 | 1 | - | - | - | 2 | 2 | - | - | 1 | 1 | - | - | |
| | 1% | 1% | - | 1% | - | - | - | - | - | 1% | 3% | 1% | - | - | - | - | 2% | 1% | - | - | 1% | 1% | - | - | |
| DON'T KNOW/REFUSED | 9 | 6 | 3 | 9 | - | 1 | 4 | 4 | - | - | - | 2 | 7 | 1 | - | 6 | 1 | 2 | 3 | 4 | 1 | 1 | - | 3 | |
| | 2% | 2% | 3% | 3% | - | 2% | 5% | 8% | - | - | - | 1% | 3% | 1% | - | 5% | 1% | 1% | 3% | 6% | 1% | 1% | - | 5% | |

Table 11-2
 QUESTION 6:
 Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

First Choice.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|--|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|--------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE-TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| THE ECONOMY AND JOBS | 111 | 10 | 17 | 27 | 83 | 13 | 14 | 35 | 49 | 15 | 9 | 24 | 12 | 11 | 40 | 20 | 49 | 13 | 9 | 24 | 45 | 12 | 10 |
| | 28% | 31% | 24% | 26% | 29% | 28% | 25% | 25% | 32% | 19% | 32% | 29% | 28% | 32% | 30% | 21% | 35% | 31% | 20% | 26% | 31% | 24% | 26% |
| | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (3) | (1) | (1) | (2) | (1) |
| THE SITUATION IN IRAQ | 70 | 5 | 11 | 17 | 52 | 9 | 8 | 21 | 31 | 12 | 4 | 14 | 10 | 5 | 24 | 17 | 21 | 8 | 12 | 12 | 27 | 12 | 8 |
| | 17% | 16% | 16% | 16% | 18% | 18% | 14% | 15% | 21% | 16% | 15% | 17% | 23% | 14% | 18% | 18% | 15% | 19% | 26% | 13% | 19% | 24% | 21% |
| | (2) | (3) | (3) | (3) | (2) | (2) | (3) | (3) | (2) | (3) | (2) | (3) | (2) | (3) | (2) | (3) | (2) | (3) | (1) | (3) | (2) | (1) | (2) |
| HEALTH CARE | 65 | 4 | 15 | 19 | 46 | 8 | 11 | 23 | 23 | 20 | 3 | 8 | 8 | 3 | 24 | 22 | 21 | 5 | 11 | 22 | 21 | 8 | 8 |
| | 16% | 13% | 21% | 18% | 16% | 16% | 20% | 17% | 15% | 26% | 9% | 10% | 18% | 9% | 18% | 23% | 15% | 11% | 24% | 24% | 15% | 16% | 20% |
| | (3) | (4) | (2) | (2) | (3) | (3) | (2) | (2) | (3) | (1) | (4) | (4) | (3) | (4) | (3) | (1) | (3) | (4) | (2) | (2) | (3) | (3) | (3) |
| SOCIAL SECURITY & MEDICARE | 32 | 3 | 3 | 5 | 26 | 4 | 1 | 15 | 12 | 2 | 2 | 15 | - | 2 | 11 | 9 | 12 | 3 | - | 6 | 15 | - | 3 |
| | 8% | 8% | 4% | 5% | 9% | 8% | 3% | 10% | 8% | 2% | 8% | 17% | - | 7% | 8% | 10% | 9% | 7% | - | 7% | 11% | - | 8% |
| | (4) | (5) | (8) | (7) | (4) | (5) | (9) | (4) | (4) | (9) | (7) | (2) | - | (6) | (4) | (4) | (4) | (5) | - | (5) | (4) | - | (5) |
| EDUCATION | 29 | 6 | 4 | 10 | 19 | 6 | 4 | 9 | 10 | 8 | 3 | 4 | 3 | 2 | 9 | 3 | 8 | 9 | 6 | 6 | 6 | 8 | 7 |
| | 7% | 17% | 6% | 10% | 7% | 12% | 8% | 7% | 7% | 10% | 10% | 5% | 7% | 7% | 7% | 3% | 6% | 22% | 12% | 6% | 4% | 16% | 18% |
| | (5) | (2) | (5) | (4) | (5) | (4) | (5) | (6) | (5) | (4) | (3) | (7) | (5) | (5) | (5) | (7) | (5) | (2) | (4) | (6) | (7) | (4) | (4) |
| ILLEGAL IMMIGRATION | 22 | 1 | 3 | 4 | 19 | 1 | 3 | 12 | 7 | 6 | 2 | 5 | 2 | 1 | 6 | 6 | 4 | 1 | 3 | 7 | 3 | 2 | 1 |
| | 6% | 3% | 4% | 4% | 6% | 2% | 5% | 9% | 4% | 8% | 9% | 6% | 4% | 4% | 4% | 7% | 3% | 1% | 6% | 8% | 2% | 4% | 4% |
| | (6) | (7) | (9) | (8) | (6) | (8) | (6) | (5) | (6) | (5) | (5) | (6) | (7) | (9) | (6) | (6) | (8) | (8) | (5) | (4) | (9) | (7) | (6) |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 18 | 2 | 4 | 6 | 12 | 4 | 2 | 7 | 5 | 4 | 2 | 5 | 3 | 2 | 2 | 8 | 3 | 1 | 2 | 5 | 6 | 2 | - |
| | 5% | 5% | 6% | 5% | 4% | 8% | 3% | 5% | 3% | 6% | 8% | 6% | 7% | 5% | 2% | 8% | 2% | 1% | 4% | 5% | 4% | 5% | - |
| | (7) | (6) | (6) | (6) | (8) | (6) | (7) | (8) | (9) | (7) | (6) | (5) | (6) | (8) | (9) | (5) | (9) | (9) | (7) | (7) | (5) | (6) | - |
| TERRORISM & NATIONAL SECURITY | 17 | - | 1 | 1 | 16 | 1 | - | 9 | 6 | 5 | 2 | 3 | 1 | - | 6 | 3 | 4 | 1 | - | 2 | 5 | 1 | - |
| | 4% | - | 1% | 1% | 5% | 1% | - | 7% | 4% | 6% | 7% | 4% | 3% | - | 4% | 3% | 3% | 3% | - | 2% | 3% | 3% | - |
| | (8) | - | (10) | (10) | (7) | (9) | - | (7) | (7) | (6) | (8) | (8) | (8) | - | (7) | (8) | (7) | (6) | - | (10) | (8) | (8) | - |
| THE ENVIRONMENT AND GLOBAL WARMING | 16 | 1 | 6 | 7 | 8 | 1 | 6 | 2 | 6 | 1 | - | 1 | 3 | 6 | 5 | 1 | 8 | 1 | 2 | 4 | 6 | 3 | - |
| | 4% | 2% | 9% | 6% | 3% | 1% | 11% | 1% | 4% | 2% | - | 2% | 7% | 17% | 3% | 1% | 6% | 2% | 4% | 4% | 4% | 5% | - |
| | (9) | (8) | (4) | (5) | (9) | (10) | (4) | (10) | (8) | (10) | - | (9) | (4) | (2) | (8) | (10) | (6) | (7) | (6) | (9) | (6) | (5) | - |
| CUTTING TAXES | 8 | - | 4 | 4 | 5 | 2 | 1 | 3 | 1 | 3 | 1 | 1 | - | 2 | 1 | 2 | 3 | - | - | 4 | 1 | - | - |
| | 2% | - | 5% | 3% | 2% | 4% | 3% | 2% | 1% | 4% | 2% | 1% | - | 6% | 1% | 2% | 2% | - | - | 5% | 1% | - | - |
| | (10) | - | (7) | (9) | (10) | (7) | (8) | (9) | (10) | (8) | (9) | (10) | - | (7) | (10) | (9) | (10) | - | - | (8) | (10) | - | - |
| NONE OF THESE | 2 | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - | - | 1 | 1 | 1 | - | - | - | 2 | - | - |
| | 1% | - | - | - | - | - | - | 1% | - | - | - | 2% | - | - | 1% | 1% | 1% | - | - | - | 2% | - | - |
| DON'T KNOW/REFUSED | 9 | 1 | 4 | 5 | 3 | 1 | 4 | 1 | 1 | - | - | 2 | 1 | - | 6 | 1 | 4 | 1 | 2 | - | 6 | 1 | 2 |
| | 2% | 4% | 5% | 5% | 1% | 1% | 8% | 1% | 1% | - | - | 2% | 2% | - | 4% | 1% | 3% | 2% | 5% | - | 4% | 2% | 5% |

Table 11-3

QUESTION 6:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

First Choice.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|--|-----------|-------|------|-------|------------------|------|-------|-------|--------|-------|---------|-------------------|------|-------|----------------|----------|------------|-------|----------------------|-------|------|---------------|------|-------|----|
| | TOTAL | HS OR | SOME | COLL+ | MEN | MEN | WOMEN | WOMEN | LESS | \$50- | \$100K- | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL | ELEC-TION | ECON/ | IRAQ | HC | IRAQ | ECON/ | HC |
| | | LESS | COLL | | W/O | W/ | W/O | W/ | THAN | | | | DEG | DEG | DEG | | | DEG | DEG | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 | |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% | |
| THE ECONOMY AND JOBS | 111 | 19 | 32 | 61 | 21 | 27 | 30 | 33 | 32 | 42 | 29 | 54 | 21 | 34 | 106 | 5 | 46 | 65 | 111 | - | - | 39 | - | 27 | |
| | 28% | 16% | 37% | 31% | 24% | 27% | 26% | 36% | 24% | 32% | 30% | 28% | 25% | 30% | 29% | 12% | 28% | 29% | 100% | - | - | 48% | - | 45% | |
| | (1) | (3) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (4) | (1) | (1) | | | | (1) | | (1) | |
| THE SITUATION IN IRAQ | 70 | 24 | 16 | 31 | 15 | 15 | 24 | 15 | 27 | 18 | 17 | 35 | 14 | 20 | 62 | 8 | 30 | 38 | - | 70 | - | - | 26 | 12 | |
| | 17% | 20% | 18% | 16% | 18% | 15% | 21% | 17% | 21% | 14% | 18% | 18% | 17% | 18% | 17% | 20% | 18% | 17% | - | 100% | - | - | 34% | 20% | |
| | (2) | (2) | (2) | (2) | (2) | (3) | (2) | (2) | (3) | (2) | (3) | (2) | (3) | (2) | (2) | (2) | (2) | (3) | | | | (1) | (2) | | |
| HEALTH CARE | 65 | 24 | 10 | 28 | 14 | 17 | 20 | 11 | 31 | 10 | 19 | 31 | 15 | 16 | 56 | 9 | 24 | 39 | - | - | 65 | 14 | 15 | - | |
| | 16% | 21% | 12% | 15% | 16% | 17% | 18% | 12% | 23% | 8% | 19% | 16% | 17% | 14% | 16% | 23% | 15% | 18% | - | - | 100% | 17% | 20% | - | |
| | (3) | (1) | (3) | (3) | (3) | (2) | (3) | (3) | (2) | (5) | (2) | (3) | (2) | (3) | (3) | (1) | (3) | (2) | | | | (2) | (2) | | |
| SOCIAL SECURITY & MEDICARE | 32 | 13 | 6 | 13 | 8 | 10 | 11 | 2 | 19 | 8 | 1 | 20 | 4 | 9 | 25 | 7 | 15 | 14 | - | - | - | 6 | 8 | 5 | |
| | 8% | 11% | 7% | 7% | 10% | 10% | 9% | 3% | 14% | 6% | 2% | 10% | 4% | 8% | 7% | 18% | 9% | 6% | - | - | - | 8% | 11% | 8% | |
| | (4) | (4) | (5) | (5) | (5) | (5) | (4) | (8) | (4) | (6) | (9) | (4) | (9) | (4) | (5) | (3) | (4) | (5) | | | | (3) | (4) | (4) | |
| EDUCATION | 29 | 5 | 3 | 21 | 4 | 10 | 4 | 11 | 1 | 16 | 6 | 12 | 10 | 8 | 29 | 1 | 4 | 21 | - | - | - | 3 | 11 | 6 | |
| | 7% | 4% | 4% | 11% | 5% | 10% | 3% | 12% | 1% | 12% | 6% | 6% | 11% | 7% | 8% | 1% | 2% | 9% | - | - | - | 4% | 14% | 10% | |
| | (5) | (8) | (6) | (4) | (7) | (4) | (8) | (4) | (10) | (3) | (6) | (5) | (4) | (5) | (4) | (10) | (10) | (4) | | | | (7) | (3) | (3) | |
| ILLEGAL IMMIGRATION | 22 | 6 | 8 | 8 | 9 | 4 | 5 | 5 | 2 | 13 | 3 | 11 | 4 | 6 | 21 | 1 | 7 | 13 | - | - | - | 4 | 5 | 3 | |
| | 6% | 5% | 9% | 4% | 11% | 3% | 4% | 5% | 2% | 10% | 3% | 6% | 5% | 6% | 6% | 3% | 4% | 6% | - | - | - | 6% | 6% | 4% | |
| | (6) | (6) | (4) | (8) | (4) | (8) | (7) | (6) | (8) | (4) | (8) | (6) | (6) | (6) | (6) | (6) | (8) | (6) | | | | (6) | (5) | (6) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 18 | 8 | 2 | 8 | 7 | 5 | 3 | 3 | 5 | 6 | 5 | 10 | 3 | 6 | 16 | 3 | 10 | 9 | - | - | - | 5 | 2 | 1 | |
| | 5% | 7% | 2% | 4% | 8% | 4% | 3% | 4% | 4% | 4% | 5% | 5% | 4% | 5% | 4% | 6% | 6% | 4% | - | - | - | 6% | 3% | 2% | |
| | (7) | (5) | (9) | (9) | (6) | (7) | (9) | (7) | (6) | (7) | (7) | (7) | (10) | (7) | (8) | (5) | (6) | (7) | | | | (4) | (8) | (8) | |
| TERRORISM & NATIONAL SECURITY | 17 | 6 | 2 | 9 | 3 | 7 | 6 | 1 | 5 | 4 | 7 | 8 | 5 | 4 | 16 | 1 | 9 | 8 | - | - | - | 2 | 3 | 1 | |
| | 4% | 5% | 3% | 4% | 3% | 7% | 5% | 1% | 4% | 3% | 7% | 4% | 6% | 4% | 4% | 3% | 5% | 4% | - | - | - | 3% | 3% | 2% | |
| | (8) | (7) | (8) | (6) | (9) | (6) | (6) | (10) | (5) | (9) | (5) | (8) | (5) | (9) | (7) | (9) | (7) | (8) | | | | (9) | (7) | (7) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 16 | 4 | 2 | 9 | - | 3 | 6 | 6 | 3 | 3 | 8 | 5 | 4 | 5 | 15 | 1 | 11 | 4 | - | - | - | 5 | 5 | 4 | |
| | 4% | 4% | 2% | 4% | - | 3% | 5% | 7% | 2% | 2% | 8% | 3% | 5% | 4% | 4% | 3% | 7% | 2% | - | - | - | 6% | 6% | 7% | |
| | (9) | (9) | (10) | (7) | | (9) | (5) | (5) | (7) | (10) | (4) | (9) | (7) | (8) | (9) | (8) | (5) | (10) | | | | (5) | (6) | (5) | |
| CUTTING TAXES | 8 | 2 | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 4 | 1 | 4 | 4 | 1 | 7 | 1 | 4 | 4 | - | - | - | 2 | 2 | 1 | |
| | 2% | 2% | 3% | 2% | 4% | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 4% | 1% | 2% | 3% | 3% | 2% | - | - | - | 3% | 3% | 1% | |
| | (10) | (10) | (7) | (10) | (8) | (10) | (10) | (9) | (9) | (8) | (10) | (10) | (8) | (10) | (10) | (7) | (9) | (9) | | | | (8) | (9) | (9) | |
| NONE OF THESE | 2 | 1 | 1 | - | 1 | - | 1 | - | 1 | 1 | - | 1 | - | 1 | 2 | - | - | 2 | - | - | - | - | - | - | |
| | 1% | 1% | 2% | | 2% | | 1% | | 1% | 1% | | 1% | | 1% | 1% | | | 1% | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| DON'T KNOW/REFUSED | 9 | 4 | 1 | 3 | - | 2 | 5 | 1 | 3 | 5 | 1 | 4 | 1 | 4 | 6 | 3 | 3 | 6 | - | - | - | - | - | - | |
| | 2% | 3% | 2% | 2% | - | 2% | 5% | 2% | 2% | 4% | 1% | 2% | 1% | 3% | 2% | 8% | 2% | 3% | - | - | - | - | - | - | |

Table 11-4

QUESTION 6:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

First Choice.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|--|-----------------|-----------|-------------|---------|---------------|----------|----------|-----------|-------------|----------|-----------|-------------|---------------------|------------------|-------------|-----------|-----------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ | | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | CLIN- TON | UND |
| | | | | | RT TEXAS | RT TEXAS | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 | |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% | |
| THE ECONOMY AND JOBS | 111 | 4 | 105 | 86 | 33 | 37 | 99 | 11 | 33 | 83 | 23 | 74 | 13 | 36 | 60 | 13 | 16 | |
| | 28% | 9% | 31% | 30% | 31% | 34% | 33% | 12% | 27% | 29% | 24% | 36% | 26% | 22% | 31% | 23% | 47% | |
| | (1) | (5) | (1) | (1) | (1) | (1) | (1) | (4) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | |
| THE SITUATION IN IRAQ | 70 | 10 | 59 | 53 | 20 | 15 | 46 | 21 | 25 | 56 | 7 | 34 | 8 | 31 | 36 | 8 | 3 | |
| | 17% | 24% | 17% | 18% | 19% | 13% | 15% | 22% | 21% | 20% | 8% | 16% | 17% | 19% | 18% | 14% | 9% | |
| | (2) | (1) | (2) | (2) | (2) | (3) | (3) | (1) | (2) | (2) | (4) | (3) | (3) | (3) | (2) | (3) | (3) | |
| HEALTH CARE | 65 | 5 | 57 | 51 | 18 | 20 | 51 | 14 | 14 | 46 | 18 | 35 | 10 | 35 | 28 | 14 | 3 | |
| | 16% | 13% | 17% | 18% | 17% | 18% | 17% | 16% | 12% | 16% | 19% | 17% | 21% | 21% | 14% | 25% | 8% | |
| | (3) | (3) | (3) | (3) | (3) | (2) | (2) | (2) | (3) | (3) | (2) | (2) | (2) | (2) | (3) | (1) | (4) | |
| SOCIAL SECURITY & MEDICARE | 32 | 7 | 24 | 21 | 5 | 4 | 21 | 11 | 11 | 18 | 12 | 12 | 3 | 10 | 20 | 6 | 2 | |
| | 8% | 17% | 7% | 7% | 5% | 4% | 7% | 11% | 9% | 6% | 13% | 6% | 6% | 10% | 11% | 6% | 6% | |
| | (4) | (2) | (4) | (5) | (6) | (6) | (4) | (5) | (5) | (5) | (3) | (6) | (7) | (6) | (4) | (4) | (7) | |
| EDUCATION | 29 | 3 | 23 | 22 | 5 | 3 | 18 | 11 | 13 | 25 | 4 | 15 | 3 | 13 | 10 | - | 3 | |
| | 7% | 6% | 7% | 8% | 4% | 3% | 6% | 12% | 11% | 9% | 4% | 7% | 7% | 8% | 5% | - | 8% | |
| | (5) | (7) | (5) | (4) | (8) | (8) | (5) | (3) | (4) | (4) | (8) | (4) | (6) | (4) | (6) | - | (5) | |
| ILLEGAL IMMIGRATION | 22 | 3 | 19 | 12 | 9 | 5 | 15 | 7 | 10 | 14 | 7 | 9 | 4 | 10 | 13 | 6 | - | |
| | 6% | 8% | 6% | 4% | 8% | 5% | 5% | 8% | 8% | 5% | 8% | 4% | 8% | 6% | 7% | 10% | - | |
| | (6) | (6) | (6) | (6) | (4) | (5) | (7) | (7) | (6) | (6) | (5) | (7) | (5) | (7) | (5) | (5) | - | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 18 | 2 | 16 | 12 | 7 | 4 | 12 | 4 | 4 | 11 | 6 | 6 | 1 | 5 | 8 | - | 3 | |
| | 5% | 5% | 5% | 4% | 6% | 3% | 4% | 4% | 4% | 4% | 6% | 3% | 3% | 3% | 4% | - | 10% | |
| | (7) | (8) | (8) | (8) | (5) | (7) | (8) | (8) | (8) | (8) | (7) | (8) | (9) | (9) | (7) | - | (2) | |
| TERRORISM & NATIONAL SECURITY | 17 | 5 | 10 | 8 | 5 | 3 | 7 | 9 | 5 | 8 | 7 | 4 | 4 | 10 | 5 | 1 | - | |
| | 4% | 11% | 3% | 3% | 5% | 3% | 3% | 10% | 4% | 3% | 7% | 2% | 8% | 6% | 3% | 2% | - | |
| | (8) | (4) | (9) | (9) | (7) | (9) | (9) | (6) | (7) | (9) | (6) | (9) | (4) | (5) | (9) | (8) | - | |
| THE ENVIRONMENT AND GLOBAL WARMING | 16 | - | 16 | 12 | 4 | 10 | 16 | - | 2 | 13 | 3 | 13 | 2 | 10 | 4 | 1 | 2 | |
| | 4% | - | 5% | 4% | 4% | 9% | 5% | - | 2% | 5% | 3% | 6% | 4% | 6% | 2% | 3% | 7% | |
| | (9) | - | (7) | (7) | (9) | (4) | (6) | - | (10) | (7) | (10) | (5) | (8) | (8) | (10) | (7) | (6) | |
| CUTTING TAXES | 8 | 2 | 5 | 5 | 1 | 2 | 5 | 2 | 2 | 2 | 4 | 1 | - | 1 | 6 | 3 | 1 | |
| | 2% | 4% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 4% | 1% | - | - | 3% | 5% | 3% | |
| | (10) | (9) | (10) | (10) | (10) | (10) | (10) | (9) | (9) | (10) | (9) | (10) | - | (10) | (8) | (6) | (8) | |
| NONE OF THESE | 2 | - | 1 | 1 | - | 1 | 2 | - | 1 | 1 | 1 | 1 | - | - | 2 | 1 | - | |
| | 1% | - | - | - | - | 1% | 1% | - | 1% | - | 1% | - | - | - | 1% | 2% | - | |
| DON'T KNOW/REFUSED | 9 | 1 | 5 | 5 | - | 4 | 6 | 2 | 1 | 6 | 3 | 3 | - | 4 | 3 | 3 | 1 | |
| | 2% | 3% | 1% | 2% | - | 4% | 2% | 2% | 1% | 2% | 3% | 1% | - | 3% | 2% | 5% | 4% | |

Table 11-5

QUESTION 6:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

First Choice.

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|--|----------------------|--------|-------------|--------------------|------------------------|--------|-------|-------------|------------|-------------|-------|--------------|-----|-------------|---------------|------|-------------|-----------|-------------|---------------------|-----------|-------------|---------------------|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT TRACK | | WRONG TRACK | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | DEMS | DEMOS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| THE ECONOMY AND JOBS | 111 | 13 | 6 | 6 | 22 | 13 | 3 | 37 | 70 | 60 | 26 | 12 | 23 | 24 | 19 | 52 | 79 | 22 | 46 | 92 | 4 | 75 | 36 | |
| | 28% | 18% | 33% | 35% | 28% | 48% | 16% | 25% | 30% | 30% | 28% | 14% | 29% | 30% | 30% | 31% | 29% | 27% | 29% | 29% | 10% | 36% | 19% | |
| | (1) | (3) | (2) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (3) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (3) | (1) | (3) | |
| THE SITUATION IN IRAQ | 70 | 14 | 2 | 2 | 15 | 2 | 3 | 28 | 40 | 37 | 15 | 15 | 15 | 16 | 14 | 28 | 48 | 17 | 23 | 53 | 8 | 32 | 37 | |
| | 17% | 20% | 8% | 12% | 19% | 8% | 14% | 19% | 17% | 19% | 17% | 18% | 19% | 20% | 23% | 17% | 17% | 21% | 15% | 16% | 20% | 15% | 20% | |
| | (2) | (2) | (4) | (2) | (2) | (4) | (5) | (2) | (2) | (2) | (4) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (3) | (2) | (2) | (2) | (2) | |
| HEALTH CARE | 65 | 15 | 7 | 1 | 12 | 2 | 6 | 26 | 36 | 30 | 16 | 29 | 8 | 13 | 10 | 28 | 46 | 13 | 23 | 45 | 13 | 28 | 37 | |
| | 16% | 22% | 35% | 8% | 16% | 6% | 29% | 18% | 15% | 15% | 17% | 36% | 10% | 17% | 16% | 17% | 17% | 15% | 14% | 34% | 13% | 20% | 20% | |
| | (3) | (1) | (1) | (4) | (3) | (6) | (1) | (3) | (3) | (3) | (3) | (1) | (5) | (3) | (3) | (3) | (3) | (3) | (2) | (3) | (1) | (3) | (1) | |
| SOCIAL SECURITY & MEDICARE | 32 | 3 | - | 1 | 5 | 4 | 3 | 10 | 21 | 19 | - | 10 | 6 | 9 | 2 | 15 | 22 | 6 | 9 | 27 | 3 | 17 | 15 | |
| | 8% | 4% | - | 5% | 7% | 16% | 15% | 7% | 9% | 10% | - | 12% | 7% | 12% | 2% | 9% | 8% | 7% | 6% | 8% | 8% | 8% | 8% | |
| | (4) | (8) | - | (8) | (5) | (2) | (3) | (6) | (4) | (4) | - | (4) | (6) | (4) | (7) | (4) | (4) | (5) | (7) | (5) | (4) | (4) | (4) | |
| EDUCATION | 29 | 7 | 2 | 2 | 6 | 1 | - | 7 | 19 | 17 | 17 | 6 | 1 | 5 | 1 | 10 | 18 | 7 | 14 | 28 | 1 | 16 | 13 | |
| | 7% | 10% | 9% | 10% | 8% | 5% | - | 5% | 8% | 9% | 18% | 7% | 1% | 6% | 2% | 6% | 7% | 8% | 9% | 9% | 3% | 8% | 7% | |
| | (5) | (5) | (3) | (3) | (4) | (7) | - | (7) | (5) | (5) | (2) | (5) | (8) | (5) | (8) | (6) | (5) | (4) | (4) | (4) | (8) | (5) | (5) | |
| ILLEGAL IMMIGRATION | 22 | 3 | 1 | 1 | 5 | 2 | 3 | 10 | 11 | 7 | 2 | 3 | 12 | 2 | 5 | 10 | 18 | 4 | 11 | 20 | - | 9 | 13 | |
| | 6% | 4% | 4% | 4% | 6% | 9% | 14% | 7% | 5% | 3% | 2% | 4% | 16% | 3% | 7% | 6% | 6% | 4% | 7% | 6% | - | 5% | 7% | |
| | (6) | (7) | (7) | (9) | (6) | (3) | (4) | (5) | (6) | (8) | (9) | (7) | (3) | (8) | (5) | (5) | (6) | (8) | (5) | (6) | - | (6) | (6) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 18 | 1 | - | 1 | 2 | 2 | - | 7 | 10 | 8 | 4 | 1 | 5 | 3 | 1 | 6 | 9 | 5 | 10 | 16 | 2 | 9 | 10 | |
| | 5% | 2% | - | 8% | 3% | 8% | - | 5% | 4% | 4% | 4% | 1% | 6% | 4% | 1% | 4% | 3% | 7% | 6% | 5% | 6% | 4% | 5% | |
| | (7) | (9) | - | (5) | (9) | (5) | - | (8) | (8) | (6) | (6) | (8) | (7) | (7) | (10) | (8) | (9) | (6) | (6) | (7) | (7) | (8) | (8) | |
| TERRORISM & NATIONAL SECURITY | 17 | 3 | 1 | 1 | 3 | - | - | 12 | 5 | 4 | 3 | 1 | 9 | 4 | 4 | 4 | 11 | 5 | 5 | 13 | 3 | 9 | 8 | |
| | 4% | 5% | 7% | 7% | 4% | - | - | 8% | 2% | 2% | 3% | 1% | 11% | 5% | 7% | 2% | 4% | 6% | 3% | 4% | 8% | 4% | 4% | |
| | (8) | (6) | (5) | (6) | (8) | - | - | (4) | (9) | (10) | (8) | (9) | (4) | (6) | (6) | (9) | (8) | (7) | (9) | (8) | (5) | (7) | (9) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 16 | 7 | 1 | 1 | 4 | - | - | 4 | 11 | 7 | 6 | 4 | - | 2 | 5 | 9 | 13 | 1 | 7 | 12 | 3 | 5 | 12 | |
| | 4% | 11% | 5% | 7% | 6% | - | - | 3% | 5% | 3% | 7% | 5% | - | 2% | 7% | 5% | 5% | 1% | 5% | 4% | 8% | 2% | 6% | |
| | (9) | (4) | (6) | (7) | (7) | - | - | (9) | (7) | (7) | (5) | (6) | - | (9) | (4) | (7) | (7) | (10) | (8) | (9) | (6) | (9) | (7) | |
| CUTTING TAXES | 8 | 1 | - | - | 1 | - | 2 | 4 | 4 | 4 | 3 | - | - | - | 1 | 1 | 5 | 2 | 3 | 6 | 1 | 4 | 4 | |
| | 2% | 1% | - | - | 2% | - | 12% | 3% | 2% | 2% | 4% | - | - | - | 2% | 1% | 2% | 3% | 2% | 2% | 3% | 2% | 2% | |
| | (10) | (10) | - | - | (10) | - | (6) | (10) | (10) | (9) | (7) | - | - | - | (9) | (10) | (10) | (9) | (10) | (10) | (9) | (10) | (10) | |
| NONE OF THESE | 2 | - | - | - | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | 2 | - | - | 2 | - | 1 | 1 | |
| | 1% | - | - | - | 2% | - | - | 1% | - | - | - | - | - | - | - | 1% | 1% | - | - | 1% | - | 1% | 1% | |
| DON'T KNOW/REFUSED | 9 | 2 | - | 1 | - | - | - | 1 | 5 | 5 | - | 1 | - | 1 | 1 | 1 | 4 | - | 4 | 7 | - | 4 | 5 | |
| | 2% | 3% | - | 4% | - | - | - | 1% | 2% | 3% | - | 2% | - | 1% | 2% | 1% | 2% | - | 3% | 2% | - | 2% | 2% | |

Table 11-6

QUESTION 6:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

First Choice.

BANNER 6

| | INFO ON | | | | | | | | | | | IDENTITY | | PRIMARY | |
|--|-------------------|------------------|------------------|-------------------|------------------|------------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|------------------|------------------|
| | POLITICS | | | PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | THEFT VICTIM | | FINAN INST | |
| | TOTAL | NET-CABLE NEWS | NET-WORK NEWS | NEWS-PAPER | NEWS-PAPER | NET-WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| THE ECONOMY AND JOBS | 111 28% (1) | 33 24% (1) | 33 34% (1) | 24 29% (1) | 32 31% (1) | 27 33% (1) | 25 33% (1) | 12 22% (1) | 40 23% (1) | 5 31% (2) | 53 35% (1) | 32 26% (1) | 79 29% (1) | 37 36% (1) | 70 26% (1) |
| THE SITUATION IN IRAQ | 70 17% (2) | 29 20% (2) | 14 14% (2) | 15 18% (3) | 16 15% (2) | 14 16% (3) | 11 15% (2) | 9 16% (2) | 35 20% (2) | 6 32% (1) | 20 13% (3) | 16 13% (3) | 52 19% (2) | 12 12% (3) | 54 20% (2) |
| HEALTH CARE | 65 16% (3) | 22 16% (3) | 14 14% (3) | 15 19% (2) | 13 13% (4) | 15 18% (2) | 11 14% (3) | 9 16% (3) | 25 15% (3) | 1 7% (4) | 30 20% (2) | 19 15% (2) | 43 16% (3) | 17 17% (2) | 40 15% (3) |
| SOCIAL SECURITY & MEDICARE | 32 8% (4) | 9 6% (6) | 10 11% (4) | 10 13% (4) | 5 5% (7) | 7 8% (4) | 8 10% (4) | 5 9% (4) | 16 9% (4) | 2 13% (3) | 9 6% (6) | 11 9% (4) | 21 8% (4) | 10 10% (4) | 21 8% (4) |
| EDUCATION | 29 7% (5) | 13 9% (4) | 9 9% (5) | 5 6% (5) | 14 13% (3) | - - (3) | 7 9% (5) | 3 5% (8) | 16 9% (5) | 1 4% (6) | 11 7% (4) | 10 8% (5) | 19 7% (5) | 10 10% (5) | 18 7% (5) |
| ILLEGAL IMMIGRATION | 22 6% (6) | 9 6% (7) | 4 4% (7) | 2 2% (8) | 3 3% (9) | 3 4% (6) | 4 6% (6) | 4 7% (5) | 9 5% (7) | 1 4% (5) | 8 5% (7) | 8 7% (6) | 14 5% (6) | 3 3% (9) | 17 6% (6) |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 18 5% (7) | 9 7% (5) | 1 1% (10) | 4 5% (6) | 4 4% (8) | 5 6% (5) | 4 5% (7) | 3 5% (9) | 6 4% (9) | - - (5) | 9 6% (5) | 8 7% (7) | 10 4% (8) | 5 5% (6) | 12 4% (8) |
| TERRORISM & NATIONAL SECURITY | 17 4% (8) | 8 6% (8) | 5 5% (6) | - - (5) | 8 8% (9) | 1 2% (9) | 2 2% (9) | 4 7% (6) | 7 4% (8) | 1 3% (7) | 5 4% (8) | 6 5% (9) | 11 4% (7) | 3 3% (7) | 13 5% (7) |
| THE ENVIRONMENT AND GLOBAL WARMING | 16 4% (9) | 4 3% (9) | 3 3% (8) | 1 1% (9) | 6 5% (6) | 3 3% (7) | - - (7) | - - (6) | 11 6% (6) | 1 3% (7) | 5 3% (9) | 7 6% (8) | 7 3% (9) | 3 3% (8) | 9 3% (9) |
| CUTTING TAXES | 8 2% (10) | 1 1% (10) | 1 1% (9) | 2 2% (7) | 2 2% (10) | 2 3% (8) | 4 5% (8) | 4 7% (7) | 3 2% (10) | 1 3% (7) | 1 - (10) | 3 3% (10) | 5 2% (10) | - - (10) | 8 3% (10) |
| NONE OF THESE | 2 1% (10) | - - (10) | 2 2% (9) | - - (7) | - - (10) | - - (8) | 1 1% (8) | 2 4% (7) | - - (10) | - - (10) | - - (10) | 1 1% (10) | 1 - (10) | 1 1% (10) | - - (10) |
| DON'T KNOW/REFUSED | 9 2% (10) | 4 3% (10) | 1 1% (9) | 4 5% (7) | 1 1% (10) | 5 6% (8) | - - (8) | 1 2% (7) | 4 2% (10) | - - (10) | 3 2% (10) | 1 1% (10) | 8 3% (10) | - - (10) | 9 3% (10) |

Table 12-1
 QUESTION 6S:
 Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Second Choice.

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|--|-------|----------|----------|-----------|------|----------|----------------|------|-----------|------------|-----|--------|-------|-------|-------|------|-------|-----------|-------|-----------|-------------|------------------|-----------------|-----|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| THE SITUATION IN IRAQ | 81 | 54 | 17 | 71 | 7 | 7 | 19 | 3 | 6 | 38 | 9 | 36 | 44 | 21 | 13 | 26 | 21 | 42 | 24 | 14 | 15 | 26 | 13 | 12 | |
| | 20% | 23% | 19% | 22% | 19% | 16% | 26% | 5% | 10% | 30% | 19% | 21% | 21% | 17% | 21% | 22% | 21% | 21% | 20% | 19% | 16% | 26% | 22% | 18% | |
| | (1) | (1) | (2) | (1) | (1) | (2) | (1) | (7) | (4) | (1) | (2) | (2) | (1) | (2) | (2) | (1) | (1) | (1) | (2) | (1) | (2) | (1) | (2) | (3) | |
| THE ECONOMY AND JOBS | 78 | 42 | 24 | 66 | 6 | 11 | 11 | 11 | 15 | 19 | 10 | 37 | 40 | 26 | 11 | 19 | 20 | 32 | 32 | 10 | 17 | 15 | 16 | 17 | |
| | 19% | 18% | 28% | 20% | 15% | 26% | 15% | 22% | 26% | 15% | 21% | 20% | 19% | 22% | 18% | 16% | 20% | 16% | 27% | 14% | 17% | 15% | 27% | 26% | |
| | (2) | (2) | (1) | (2) | (2) | (1) | (2) | (1) | (1) | (2) | (1) | (1) | (3) | (1) | (3) | (3) | (2) | (2) | (1) | (3) | (1) | (3) | (1) | (1) | |
| HEALTH CARE | 60 | 39 | 10 | 49 | 6 | 5 | 8 | 11 | 12 | 16 | 7 | 19 | 41 | 17 | 14 | 20 | 9 | 29 | 18 | 11 | 11 | 18 | 5 | 12 | |
| | 15% | 17% | 11% | 15% | 15% | 13% | 11% | 21% | 21% | 13% | 15% | 10% | 19% | 14% | 22% | 17% | 9% | 15% | 15% | 15% | 11% | 18% | 9% | 20% | |
| | (3) | (3) | (4) | (3) | (3) | (4) | (4) | (2) | (2) | (4) | (3) | (5) | (2) | (3) | (1) | (2) | (6) | (3) | (3) | (2) | (5) | (2) | (5) | (2) | |
| ILLEGAL IMMIGRATION | 44 | 23 | 11 | 34 | 4 | 6 | 7 | 4 | 5 | 17 | 5 | 25 | 18 | 14 | 8 | 12 | 10 | 21 | 13 | 9 | 15 | 6 | 8 | 5 | |
| | 11% | 10% | 12% | 11% | 11% | 13% | 10% | 7% | 8% | 14% | 11% | 13% | 9% | 12% | 13% | 10% | 10% | 10% | 11% | 13% | 15% | 5% | 14% | 8% | |
| | (4) | (4) | (3) | (4) | (5) | (3) | (5) | (5) | (5) | (3) | (5) | (3) | (5) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (3) | (6) | (3) | (4) | |
| TERRORISM & NATIONAL SECURITY | 33 | 16 | 5 | 22 | 5 | 2 | 5 | 6 | 4 | 10 | 6 | 20 | 13 | 13 | 4 | 7 | 10 | 20 | 4 | 8 | 12 | 8 | 4 | - | |
| | 8% | 7% | 6% | 7% | 14% | 5% | 7% | 11% | 7% | 8% | 12% | 11% | 6% | 11% | 6% | 10% | 10% | 3% | 11% | 12% | 8% | 6% | - | - | |
| | (5) | (6) | (7) | (6) | (4) | (8) | (6) | (4) | (6) | (5) | (4) | (4) | (6) | (5) | (5) | (7) | (5) | (5) | (8) | (5) | (4) | (5) | (6) | - | |
| SOCIAL SECURITY & MEDICARE | 32 | 21 | 6 | 27 | 3 | 1 | 9 | 3 | 6 | 8 | 3 | 10 | 21 | 5 | 4 | 10 | 13 | 17 | 6 | 8 | 5 | 12 | 2 | 4 | |
| | 8% | 9% | 6% | 8% | 7% | 3% | 13% | 7% | 11% | 6% | 6% | 6% | 10% | 5% | 6% | 8% | 13% | 9% | 5% | 11% | 5% | 12% | 4% | 6% | |
| | (6) | (5) | (6) | (5) | (6) | (9) | (3) | (6) | (3) | (6) | (7) | (7) | (4) | (7) | (7) | (5) | (3) | (6) | (6) | (6) | (8) | (4) | (7) | (6) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 21 | 9 | 7 | 16 | 2 | 3 | 4 | 1 | 2 | 7 | 4 | 13 | 8 | 4 | 4 | 5 | 9 | 14 | 5 | 1 | 10 | 5 | 2 | 3 | |
| | 5% | 4% | 8% | 5% | 4% | 7% | 6% | 2% | 3% | 6% | 7% | 7% | 4% | 3% | 6% | 4% | 9% | 7% | 4% | 2% | 10% | 5% | 3% | 5% | |
| | (7) | (8) | (5) | (7) | (8) | (6) | (7) | (9) | (10) | (7) | (6) | (6) | (8) | (9) | (6) | (8) | (7) | (7) | (7) | (9) | (6) | (7) | (8) | (7) | |
| EDUCATION | 20 | 15 | 1 | 15 | 2 | 3 | 1 | 6 | 2 | 4 | 2 | 9 | 10 | 12 | 1 | 7 | - | 4 | 11 | 4 | 1 | 3 | 7 | 5 | |
| | 5% | 6% | 1% | 5% | 5% | 8% | 2% | 13% | 4% | 3% | 4% | 5% | 5% | 10% | 1% | 6% | - | 2% | 9% | 6% | 1% | 3% | 11% | 7% | |
| | (8) | (7) | (9) | (8) | (7) | (5) | (8) | (3) | (9) | (9) | (8) | (8) | (7) | (6) | (9) | (6) | - | (9) | (5) | (7) | (10) | (8) | (4) | (5) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 12 | 5 | 5 | 10 | 1 | 2 | 1 | 1 | 2 | 6 | - | 7 | 5 | 4 | 3 | 3 | 3 | 9 | 3 | - | 6 | 3 | 1 | 2 | |
| | 3% | 2% | 5% | 3% | 3% | 6% | 2% | 2% | 4% | 4% | - | 4% | 2% | 3% | 5% | 2% | 3% | 5% | 3% | - | 6% | 3% | 2% | 3% | |
| | (9) | (9) | (8) | (9) | (9) | (7) | (10) | (8) | (8) | (8) | - | (9) | (9) | (8) | (8) | (9) | (8) | (8) | (9) | - | (7) | (9) | (9) | (8) | |
| CUTTING TAXES | 6 | 2 | - | 2 | 1 | 1 | 1 | 1 | 3 | 1 | - | 4 | 2 | 3 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 1 | - | 1 | |
| | 2% | 1% | - | 1% | 2% | 1% | 2% | 2% | 4% | 1% | - | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 1% | - | 2% | |
| | (10) | (10) | - | (10) | (10) | (10) | (9) | (10) | (7) | (10) | - | (10) | (10) | (10) | (10) | (10) | (9) | (10) | (10) | (8) | (9) | (10) | - | (9) | |
| NONE OF THESE | 2 | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 | 1 | 1 | - | 1 | - | 1 | 2 | - | - | 1 | 1 | - | - | |
| | - | - | - | - | 3% | - | - | - | 1% | - | 2% | 1% | - | - | 1% | - | 1% | 1% | - | - | 1% | 1% | - | - | |
| DON'T KNOW/REFUSED | 2 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | - | 1 | 1 | 1 | - | 1 | - | 2 | - | - | 1 | 1 | - | - | |
| | - | - | - | - | 3% | - | 2% | - | 1% | - | - | 1% | - | 1% | - | - | - | 1% | - | - | 1% | 1% | - | - | |

Table 12-2
 QUESTION 6S:
 Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Second Choice.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|--|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|--------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE-TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| THE SITUATION IN IRAQ | 81 | 9 | 19 | 28 | 52 | 14 | 13 | 22 | 31 | 13 | 7 | 16 | 8 | 5 | 31 | 23 | 32 | 8 | 9 | 22 | 32 | 9 | 7 |
| | 20% | 26% | 27% | 26% | 18% | 30% | 23% | 16% | 20% | 17% | 28% | 19% | 18% | 16% | 23% | 24% | 23% | 18% | 20% | 24% | 23% | 19% | 19% |
| | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (3) | (3) | (2) | (1) | (2) | (2) | (3) | (1) | (1) | (1) | (2) | (2) | (1) | (1) | (2) | (2) |
| THE ECONOMY AND JOBS | 78 | 5 | 13 | 18 | 60 | 9 | 9 | 29 | 31 | 19 | 3 | 16 | 8 | 8 | 24 | 19 | 23 | 11 | 14 | 17 | 24 | 14 | 10 |
| | 19% | 15% | 18% | 17% | 21% | 19% | 16% | 21% | 21% | 24% | 11% | 19% | 18% | 24% | 18% | 20% | 16% | 25% | 30% | 19% | 17% | 29% | 26% |
| | (2) | (3) | (2) | (2) | (1) | (2) | (2) | (1) | (1) | (1) | (4) | (1) | (3) | (2) | (2) | (2) | (3) | (1) | (1) | (3) | (2) | (1) | (1) |
| HEALTH CARE | 60 | 7 | 5 | 11 | 47 | 3 | 8 | 16 | 31 | 9 | 2 | 8 | 8 | 12 | 21 | 11 | 28 | 3 | 7 | 20 | 19 | 3 | 7 |
| | 15% | 20% | 7% | 11% | 16% | 7% | 15% | 11% | 21% | 11% | 7% | 10% | 20% | 33% | 16% | 12% | 20% | 7% | 15% | 22% | 13% | 6% | 18% |
| | (3) | (2) | (7) | (3) | (3) | (6) | (3) | (4) | (2) | (5) | (6) | (5) | (1) | (1) | (3) | (3) | (2) | (7) | (3) | (2) | (3) | (7) | (3) |
| ILLEGAL IMMIGRATION | 44 | 3 | 6 | 8 | 34 | 3 | 6 | 22 | 12 | 10 | 5 | 10 | 4 | 2 | 12 | 11 | 12 | 5 | 6 | 8 | 15 | 8 | 3 |
| | 11% | 8% | 8% | 8% | 12% | 5% | 10% | 16% | 8% | 13% | 20% | 12% | 9% | 7% | 9% | 12% | 8% | 12% | 13% | 9% | 11% | 17% | 7% |
| | (4) | (5) | (5) | (4) | (4) | (7) | (5) | (2) | (6) | (3) | (2) | (3) | (5) | (5) | (5) | (4) | (5) | (4) | (4) | (5) | (5) | (3) | (6) |
| TERRORISM & NATIONAL SECURITY | 33 | - | 7 | 7 | 26 | 7 | - | 13 | 13 | 10 | 3 | 8 | 3 | 1 | 9 | 8 | 8 | 4 | 2 | 8 | 8 | 4 | 2 |
| | 8% | - | 10% | 7% | 9% | 15% | - | 9% | 8% | 12% | 10% | 9% | 7% | 3% | 7% | 9% | 5% | 9% | 4% | 9% | 5% | 7% | 5% |
| | (5) | | (4) | (6) | (5) | (3) | | (5) | (5) | (4) | (5) | (6) | (6) | (7) | (6) | (5) | (6) | (5) | (7) | (4) | (7) | (5) | (7) |
| SOCIAL SECURITY & MEDICARE | 32 | 2 | 5 | 7 | 25 | 4 | 3 | 7 | 18 | 3 | 1 | 7 | 3 | 3 | 16 | 7 | 14 | 2 | 4 | 6 | 15 | 2 | 4 |
| | 8% | 5% | 7% | 7% | 8% | 7% | 6% | 5% | 12% | 4% | 2% | 8% | 6% | 8% | 12% | 7% | 10% | 4% | 8% | 6% | 11% | 4% | 9% |
| | (6) | (6) | (6) | (7) | (6) | (5) | (6) | (8) | (4) | (7) | (8) | (7) | (7) | (4) | (4) | (7) | (4) | (8) | (5) | (7) | (4) | (8) | (5) |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 21 | 3 | 2 | 5 | 16 | 4 | 1 | 9 | 6 | 3 | 2 | 8 | 1 | 2 | 5 | 3 | 6 | 5 | 2 | 1 | 8 | 3 | 4 |
| | 5% | 10% | 2% | 5% | 5% | 8% | 2% | 7% | 4% | 3% | 7% | 10% | 3% | 5% | 4% | 3% | 4% | 12% | 4% | 1% | 5% | 6% | 10% |
| | (7) | (4) | (9) | (8) | (7) | (4) | (8) | (6) | (7) | (8) | (7) | (4) | (9) | (6) | (7) | (8) | (8) | (3) | (6) | (8) | (6) | (6) | (4) |
| EDUCATION | 20 | 1 | 7 | 8 | 11 | 1 | 7 | 8 | 3 | 6 | - | 4 | 6 | 1 | 3 | 8 | 7 | 1 | - | 8 | 7 | 1 | - |
| | 5% | 2% | 10% | 8% | 4% | 2% | 13% | 5% | 2% | 7% | - | 5% | 14% | 2% | 3% | 8% | 5% | 2% | - | 9% | 5% | 2% | - |
| | (8) | (9) | (3) | (5) | (8) | (9) | (4) | (7) | (8) | (6) | | (8) | (4) | (8) | (9) | (6) | (7) | (9) | | (6) | (8) | (9) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 12 | 1 | 3 | 4 | 8 | 2 | 2 | 5 | 3 | 2 | 3 | 2 | 2 | - | 3 | 2 | 3 | 3 | 1 | 1 | 4 | 4 | 1 |
| | 3% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 2% | 3% | 12% | 2% | 4% | - | 3% | 3% | 2% | 8% | 3% | 1% | 3% | 8% | 2% |
| | (9) | (7) | (8) | (9) | (9) | (8) | (7) | (9) | (9) | (10) | (3) | (9) | (8) | | (8) | (9) | (9) | (6) | (8) | (9) | (9) | (4) | (8) |
| CUTTING TAXES | 6 | 1 | - | 1 | 5 | - | 1 | 4 | 1 | 3 | 1 | 1 | - | - | 2 | - | 2 | - | - | - | 2 | - | - |
| | 2% | 3% | - | 1% | 2% | - | 2% | 3% | 1% | 3% | 2% | 1% | - | - | 2% | - | 1% | - | - | - | 1% | - | - |
| | (10) | (8) | | (10) | (10) | | (9) | (10) | (10) | (9) | (9) | (10) | | | (10) | | (10) | | | | (10) | | |
| NONE OF THESE | 2 | - | 1 | 1 | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | - |
| | - | - | 1% | 1% | - | - | 1% | 1% | - | - | - | 1% | - | 2% | - | - | - | - | - | 1% | - | - | - |
| DON'T KNOW/REFUSED | 2 | 1 | - | 1 | 1 | 1 | - | 1 | 1 | 1 | - | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | - | 2% | - | 1% | - | 1% | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 12-3

QUESTION 6S:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Second Choice.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|--|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| THE SITUATION IN IRAQ | 81 | 21 | 25 | 32 | 19 | 17 | 27 | 14 | 27 | 28 | 17 | 35 | 14 | 28 | 73 | 8 | 34 | 46 | 39 | - | 14 | 81 | - | - |
| | 20% | 18% | 29% | 16% | 22% | 17% | 23% | 16% | 21% | 21% | 17% | 18% | 16% | 25% | 20% | 20% | 21% | 20% | 35% | - | 21% | 100% | - | - |
| | (1) | (2) | (1) | (3) | (1) | (2) | (1) | (3) | (1) | (2) | (2) | (2) | (2) | (1) | (2) | (1) | (1) | (2) | (1) | | (2) | | | |
| THE ECONOMY AND JOBS | 78 | 23 | 12 | 42 | 15 | 22 | 21 | 20 | 24 | 32 | 14 | 38 | 16 | 23 | 74 | 4 | 27 | 46 | - | 26 | 15 | - | 78 | - |
| | 19% | 20% | 14% | 22% | 18% | 22% | 18% | 21% | 18% | 24% | 15% | 20% | 19% | 20% | 21% | 9% | 17% | 21% | - | 37% | 24% | - | 100% | - |
| | (2) | (1) | (2) | (1) | (2) | (1) | (2) | (2) | (2) | (1) | (4) | (1) | (1) | (2) | (1) | (6) | (2) | (1) | | (1) | (1) | | | |
| HEALTH CARE | 60 | 15 | 10 | 33 | 9 | 10 | 16 | 24 | 18 | 13 | 16 | 32 | 13 | 12 | 55 | 5 | 27 | 31 | 27 | 12 | - | - | - | 60 |
| | 15% | 13% | 12% | 17% | 11% | 10% | 14% | 26% | 14% | 10% | 16% | 16% | 16% | 11% | 15% | 13% | 17% | 14% | 24% | 17% | - | - | - | 100% |
| | (3) | (3) | (3) | (2) | (4) | (4) | (4) | (1) | (3) | (3) | (3) | (3) | (3) | (4) | (3) | (4) | (3) | (3) | (2) | (2) | | | | |
| ILLEGAL IMMIGRATION | 44 | 9 | 7 | 27 | 9 | 16 | 8 | 11 | 13 | 6 | 21 | 15 | 13 | 16 | 39 | 4 | 21 | 18 | 8 | 10 | 9 | - | - | - |
| | 11% | 8% | 8% | 14% | 10% | 16% | 7% | 12% | 10% | 4% | 22% | 8% | 15% | 14% | 11% | 11% | 13% | 8% | 8% | 15% | 14% | - | - | - |
| | (4) | (6) | (6) | (4) | (5) | (3) | (5) | (4) | (6) | (8) | (1) | (6) | (4) | (3) | (4) | (5) | (4) | (5) | (5) | (3) | (4) | | | |
| TERRORISM & NATIONAL SECURITY | 33 | 14 | 4 | 15 | 13 | 7 | 5 | 8 | 10 | 10 | 11 | 19 | 6 | 7 | 27 | 6 | 11 | 22 | 7 | 5 | 5 | - | - | - |
| | 8% | 12% | 5% | 8% | 15% | 7% | 4% | 9% | 8% | 7% | 11% | 10% | 8% | 6% | 7% | 15% | 7% | 10% | 6% | 7% | 7% | - | - | - |
| | (5) | (4) | (8) | (5) | (3) | (6) | (8) | (5) | (7) | (6) | (5) | (4) | (5) | (6) | (6) | (3) | (6) | (4) | (6) | (6) | (6) | | | |
| SOCIAL SECURITY & MEDICARE | 32 | 13 | 10 | 9 | 7 | 4 | 16 | 5 | 17 | 10 | 4 | 17 | 6 | 8 | 29 | 2 | 18 | 14 | 11 | 6 | 8 | - | - | - |
| | 8% | 11% | 11% | 4% | 8% | 4% | 14% | 5% | 13% | 7% | 4% | 9% | 7% | 8% | 8% | 6% | 11% | 6% | 10% | 9% | 13% | - | - | - |
| | (6) | (5) | (4) | (7) | (6) | (9) | (3) | (6) | (4) | (7) | (7) | (5) | (6) | (5) | (5) | (7) | (5) | (7) | (3) | (4) | (5) | | | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 21 | 2 | 8 | 11 | 4 | 9 | 6 | 2 | 1 | 12 | 5 | 11 | 6 | 4 | 21 | - | 7 | 14 | 9 | 3 | 1 | - | - | - |
| | 5% | 2% | 9% | 5% | 5% | 9% | 5% | 2% | 1% | 9% | 5% | 6% | 7% | 3% | 6% | - | 4% | 6% | 8% | 4% | 2% | - | - | - |
| | (7) | (9) | (5) | (6) | (8) | (5) | (7) | (9) | (8) | (4) | (6) | (7) | (7) | (8) | (7) | | (7) | (6) | (4) | (7) | (8) | | | |
| EDUCATION | 20 | 9 | 5 | 6 | 7 | 3 | 7 | 3 | 14 | 2 | 4 | 11 | 5 | 3 | 12 | 7 | 4 | 14 | 4 | 6 | 9 | - | - | - |
| | 5% | 8% | 6% | 3% | 8% | 3% | 6% | 3% | 10% | 1% | 4% | 5% | 6% | 3% | 3% | 18% | 2% | 6% | 4% | 8% | 14% | - | - | - |
| | (8) | (7) | (7) | (9) | (7) | (10) | (6) | (7) | (5) | (10) | (8) | (8) | (8) | (9) | (9) | (2) | (10) | (8) | (7) | (5) | (3) | | | |
| THE ENVIRONMENT AND GLOBAL WARMING | 12 | 3 | 2 | 8 | 2 | 5 | 3 | 3 | 1 | 11 | 1 | 5 | 3 | 4 | 12 | - | 4 | 8 | 3 | 1 | 3 | - | - | - |
| | 3% | 2% | 2% | 4% | 3% | 5% | 2% | 3% | 1% | 8% | 1% | 3% | 3% | 4% | 3% | - | 3% | 4% | 3% | 1% | 5% | - | - | - |
| | (9) | (8) | (9) | (8) | (9) | (7) | (9) | (8) | (10) | (5) | (10) | (9) | (9) | (7) | (8) | | (9) | (9) | (8) | (9) | (7) | | | |
| CUTTING TAXES | 6 | 2 | - | 5 | - | 4 | 2 | 1 | 1 | 2 | 3 | 4 | 1 | 1 | 6 | - | 5 | 1 | 2 | 1 | - | - | - | - |
| | 2% | 1% | - | 2% | - | 4% | 1% | 1% | 1% | 1% | 3% | 2% | 2% | 1% | 2% | - | 3% | 1% | 2% | 2% | - | - | - | - |
| | (10) | (10) | | (10) | | (8) | (10) | (10) | (9) | (9) | (9) | (10) | (10) | (10) | (10) | | (8) | (10) | (9) | (8) | | | | |
| NONE OF THESE | 2 | - | - | 2 | - | 1 | - | 1 | - | - | 1 | 1 | - | 1 | 2 | - | 2 | - | - | - | - | - | - | - |
| | - | - | - | 1% | - | 1% | - | 1% | - | - | 1% | 1% | - | 1% | - | - | 1% | - | - | - | - | - | - | - |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| DON'T KNOW/REFUSED | 2 | - | - | 2 | - | 1 | - | 1 | - | 1 | 1 | - | 1 | 1 | 2 | - | 1 | 1 | 1 | - | - | - | - | - |
| | - | - | - | 1% | - | 1% | - | 1% | - | 1% | 1% | - | 1% | 1% | 1% | - | 1% | 1% | 1% | - | - | - | - | - |

Table 12-4

QUESTION 6S:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Second Choice.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|--|-----------------|-----------|-------------|---------|-----------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|----------------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| THE SITUATION IN IRAQ | 81 | 3 | 74 | 64 | 28 | 26 | 73 | 7 | 18 | 57 | 21 | 52 | 13 | 31 | 42 | 9 | 8 |
| | 20% | 7% | 22% | 22% | 27% | 24% | 25% | 8% | 15% | 20% | 21% | 25% | 26% | 19% | 21% | 17% | 25% |
| | (1) | (7) | (1) | (1) | (1) | (1) | (1) | (6) | (3) | (2) | (1) | (1) | (1) | (2) | (1) | (2) | (1) |
| THE ECONOMY AND JOBS | 78 | 8 | 69 | 62 | 21 | 23 | 57 | 20 | 31 | 61 | 14 | 43 | 8 | 33 | 39 | 14 | 6 |
| | 19% | 20% | 20% | 22% | 20% | 21% | 19% | 22% | 25% | 21% | 14% | 21% | 17% | 20% | 20% | 25% | 17% |
| | (2) | (1) | (2) | (2) | (2) | (2) | (2) | (1) | (1) | (1) | (2) | (2) | (2) | (1) | (2) | (1) | (2) |
| HEALTH CARE | 60 | 3 | 52 | 43 | 17 | 16 | 48 | 10 | 19 | 47 | 12 | 36 | 8 | 20 | 32 | 8 | 4 |
| | 15% | 8% | 15% | 15% | 16% | 14% | 16% | 11% | 16% | 16% | 13% | 17% | 17% | 12% | 17% | 14% | 13% |
| | (3) | (6) | (3) | (3) | (3) | (3) | (3) | (4) | (2) | (3) | (3) | (3) | (3) | (4) | (3) | (3) | (3) |
| ILLEGAL IMMIGRATION | 44 | 2 | 39 | 34 | 10 | 8 | 31 | 10 | 14 | 29 | 12 | 22 | 4 | 15 | 24 | 6 | 4 |
| | 11% | 5% | 11% | 12% | 10% | 7% | 10% | 11% | 12% | 10% | 12% | 10% | 8% | 9% | 13% | 12% | 12% |
| | (4) | (8) | (4) | (4) | (5) | (6) | (4) | (3) | (4) | (4) | (4) | (4) | (5) | (5) | (4) | (4) | (4) |
| TERRORISM & NATIONAL SECURITY | 33 | 7 | 25 | 19 | 12 | 9 | 19 | 13 | 10 | 22 | 9 | 12 | 7 | 20 | 11 | 1 | 1 |
| | 8% | 16% | 7% | 6% | 11% | 8% | 6% | 14% | 8% | 8% | 9% | 6% | 15% | 12% | 6% | 1% | 2% |
| | (5) | (2) | (6) | (6) | (4) | (4) | (6) | (2) | (5) | (5) | (6) | (5) | (4) | (3) | (6) | (8) | (8) |
| SOCIAL SECURITY & MEDICARE | 32 | 5 | 25 | 23 | 4 | 9 | 21 | 9 | 7 | 18 | 9 | 12 | 2 | 11 | 16 | 6 | - |
| | 8% | 12% | 7% | 8% | 4% | 8% | 7% | 10% | 6% | 6% | 10% | 6% | 5% | 7% | 8% | 10% | - |
| | (6) | (4) | (5) | (5) | (7) | (5) | (5) | (5) | (8) | (6) | (5) | (6) | (7) | (7) | (5) | (5) | - |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 21 | 5 | 15 | 14 | 3 | 4 | 14 | 6 | 8 | 17 | 3 | 11 | 3 | 12 | 6 | 3 | 3 |
| | 5% | 11% | 5% | 5% | 3% | 4% | 5% | 7% | 6% | 6% | 3% | 6% | 7% | 7% | 3% | 5% | 9% |
| | (7) | (5) | (7) | (7) | (9) | (7) | (7) | (7) | (6) | (7) | (9) | (7) | (6) | (6) | (8) | (7) | (6) |
| EDUCATION | 20 | 6 | 14 | 12 | 5 | 4 | 14 | 6 | 8 | 13 | 6 | 9 | - | 6 | 10 | 4 | 4 |
| | 5% | 14% | 4% | 4% | 5% | 3% | 5% | 6% | 5% | 6% | 4% | - | - | 4% | 5% | 6% | 11% |
| | (8) | (3) | (8) | (8) | (6) | (8) | (8) | (8) | (7) | (8) | (7) | (8) | - | (8) | (7) | (6) | (5) |
| THE ENVIRONMENT AND GLOBAL WARMING | 12 | - | 12 | 10 | 3 | 3 | 9 | 3 | 2 | 7 | 5 | 4 | 1 | 6 | 5 | - | 1 |
| | 3% | 1% | 4% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 5% | 2% | 1% | 4% | 3% | - | 3% |
| | (9) | (10) | (9) | (9) | (8) | (9) | (9) | (10) | (9) | (9) | (8) | (9) | (8) | (9) | (9) | - | (7) |
| CUTTING TAXES | 6 | 1 | 5 | 2 | 3 | 1 | 2 | 4 | 1 | 4 | 3 | 1 | 1 | 4 | 2 | - | - |
| | 2% | 3% | 1% | 1% | 2% | 1% | 1% | 4% | - | 1% | 3% | 1% | 1% | 2% | 1% | - | - |
| | (10) | (9) | (10) | (10) | (10) | (10) | (10) | (9) | (10) | (10) | (10) | (10) | (9) | (10) | (10) | - | - |
| NONE OF THESE | 2 | - | 2 | 1 | - | - | 1 | 1 | 1 | 2 | - | 1 | 1 | 1 | 1 | 1 | - |
| | - | - | 1% | - | - | - | - | 1% | 1% | 1% | - | - | 2% | 1% | - | 1% | - |
| DON'T KNOW/REFUSED | 2 | - | 1 | 1 | - | 1 | 1 | 1 | 1 | 2 | - | 1 | - | 1 | - | - | 1 |
| | - | - | - | - | - | 1% | - | 1% | 1% | 1% | - | 1% | - | 1% | - | - | 2% |

Table 12-5

QUESTION 6S:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Second Choice.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|--|----------------------|--------|------------------------|--------------------|------------|--------|------------|-------|-------|--------------|------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|------|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | WRONG TRACK | DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| THE SITUATION IN IRAQ | 81 | 11 | 4 | 2 | 21 | 6 | 5 | 34 | 44 | 39 | 22 | 18 | 12 | 14 | 7 | 39 | 57 | 16 | 35 | 65 | 6 | 40 | 41 | |
| | 20% | 15% | 22% | 14% | 26% | 22% | 25% | 23% | 19% | 19% | 24% | 22% | 16% | 18% | 12% | 23% | 21% | 20% | 22% | 20% | 15% | 19% | 21% | |
| | (1) | (2) | (1) | (2) | (1) | (2) | (1) | (1) | (2) | (2) | (2) | (2) | (3) | (2) | (3) | (1) | (2) | (1) | (1) | (1) | (3) | (2) | (1) | |
| THE ECONOMY AND JOBS | 78 | 22 | 4 | 2 | 19 | 3 | 3 | 29 | 48 | 43 | 23 | 13 | 14 | 10 | 19 | 33 | 57 | 10 | 28 | 62 | 11 | 40 | 37 | |
| | 19% | 31% | 21% | 11% | 24% | 11% | 18% | 20% | 21% | 21% | 25% | 16% | 18% | 13% | 30% | 20% | 21% | 13% | 18% | 19% | 28% | 19% | 19% | |
| | (2) | (1) | (2) | (6) | (2) | (3) | (3) | (2) | (1) | (1) | (1) | (3) | (2) | (3) | (1) | (2) | (1) | (5) | (2) | (2) | (1) | (1) | (2) | |
| HEALTH CARE | 60 | 6 | 4 | - | 10 | 9 | 3 | 20 | 35 | 29 | 15 | 19 | 5 | 16 | 6 | 28 | 45 | 11 | 21 | 50 | 5 | 38 | 22 | |
| | 15% | 8% | 18% | - | 13% | 32% | 14% | 13% | 15% | 14% | 16% | 23% | 6% | 20% | 9% | 17% | 16% | 14% | 13% | 15% | 12% | 18% | 12% | |
| | (3) | (4) | (3) | - | (4) | (1) | (4) | (3) | (3) | (3) | (3) | (1) | (7) | (1) | (6) | (3) | (3) | (3) | (3) | (3) | (4) | (3) | (3) | |
| ILLEGAL IMMIGRATION | 44 | 9 | 3 | 2 | 13 | 2 | 1 | 14 | 29 | 25 | 8 | 8 | 20 | 4 | 6 | 10 | 27 | 13 | 18 | 38 | 3 | 28 | 16 | |
| | 11% | 13% | 15% | 11% | 17% | 8% | 4% | 10% | 13% | 12% | 8% | 9% | 26% | 5% | 9% | 6% | 10% | 16% | 12% | 12% | 9% | 13% | 8% | |
| | (4) | (3) | (4) | (5) | (3) | (5) | (7) | (5) | (4) | (4) | (4) | (5) | (1) | (9) | (5) | (7) | (4) | (2) | (4) | (4) | (5) | (4) | (5) | |
| TERRORISM & NATIONAL SECURITY | 33 | 5 | 1 | 5 | 2 | 1 | 2 | 16 | 15 | 11 | 7 | 6 | 7 | 9 | 7 | 14 | 24 | 5 | 16 | 27 | 1 | 11 | 22 | |
| | 8% | 8% | 6% | 31% | 2% | 4% | 11% | 11% | 6% | 6% | 8% | 8% | 8% | 11% | 11% | 9% | 9% | 7% | 11% | 8% | 3% | 5% | 11% | |
| | (5) | (5) | (7) | (1) | (7) | (8) | (5) | (4) | (6) | (7) | (5) | (6) | (5) | (4) | (4) | (4) | (5) | (6) | (5) | (5) | (8) | (7) | (4) | |
| SOCIAL SECURITY & MEDICARE | 32 | 3 | - | 1 | 5 | 2 | - | 9 | 21 | 20 | 4 | 8 | 6 | 7 | 7 | 10 | 17 | 11 | 13 | 25 | 2 | 17 | 14 | |
| | 8% | 4% | - | 5% | 6% | 7% | - | 6% | 9% | 10% | 5% | 10% | 8% | 9% | 12% | 6% | 6% | 13% | 8% | 8% | 5% | 8% | 7% | |
| | (6) | (7) | - | (7) | (5) | (6) | - | (7) | (5) | (5) | (7) | (4) | (6) | (5) | (2) | (6) | (6) | (4) | (6) | (6) | (7) | (5) | (6) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 21 | 2 | 2 | 2 | 1 | 2 | - | 5 | 14 | 13 | 4 | 3 | 7 | 6 | 4 | 11 | 15 | 3 | 5 | 17 | 1 | 12 | 9 | |
| | 5% | 4% | 9% | 12% | 2% | 9% | - | 3% | 6% | 7% | 4% | 3% | 9% | 7% | 6% | 7% | 6% | 3% | 3% | 5% | 3% | 6% | 5% | |
| | (7) | (8) | (6) | (3) | (9) | (4) | - | (8) | (7) | (6) | (8) | (8) | (4) | (7) | (7) | (5) | (7) | (9) | (9) | (7) | (9) | (6) | (9) | |
| EDUCATION | 20 | 5 | - | - | 3 | 1 | 4 | 11 | 7 | 6 | 6 | 4 | 5 | 6 | 3 | 7 | 13 | 4 | 6 | 12 | 7 | 8 | 11 | |
| | 5% | 7% | - | - | 4% | 5% | 23% | 7% | 3% | 3% | 6% | 4% | 6% | 7% | 4% | 4% | 5% | 5% | 4% | 4% | 18% | 4% | 6% | |
| | (8) | (6) | - | - | (6) | (7) | (2) | (6) | (8) | (8) | (6) | (7) | (8) | (6) | (8) | (8) | (8) | (8) | (7) | (8) | (2) | (8) | (7) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 12 | 2 | - | 2 | 1 | - | - | 4 | 7 | 6 | 4 | 1 | 2 | 5 | 1 | 5 | 7 | 5 | 6 | 8 | 2 | 3 | 9 | |
| | 3% | 3% | - | 12% | 2% | - | - | 3% | 3% | 3% | 4% | 1% | 3% | 6% | 2% | 3% | 3% | 6% | 4% | 2% | 6% | 1% | 5% | |
| | (9) | (9) | - | (4) | (8) | - | - | (9) | (9) | (9) | (9) | (9) | (9) | (8) | (9) | (9) | (9) | (7) | (8) | (9) | (6) | (10) | (8) | |
| CUTTING TAXES | 6 | 1 | 2 | - | - | 1 | 1 | 3 | 3 | 2 | - | - | 1 | 2 | 1 | 2 | 4 | 1 | 1 | 4 | 1 | 4 | 2 | |
| | 2% | 1% | 10% | - | - | 2% | 6% | 2% | 1% | 1% | - | - | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | |
| | (10) | (10) | (5) | - | - | (9) | (6) | (10) | (10) | (10) | - | - | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (9) | (10) | |
| NONE OF THESE | 2 | 1 | - | - | 1 | - | - | - | 2 | 1 | - | - | - | - | - | 1 | 1 | 1 | 2 | 2 | - | 1 | 1 | |
| | - | 2% | - | - | 1% | - | - | - | 1% | - | - | - | - | - | - | 1% | - | 1% | 1% | 1% | - | - | 1% | |
| DON'T KNOW/REFUSED | 2 | 1 | - | - | - | - | - | 1 | 1 | 1 | 1 | 1 | - | - | - | 1 | 1 | - | 1 | 2 | - | 2 | - | |
| | - | 1% | - | - | - | - | - | - | 1% | - | 1% | 1% | - | - | - | - | - | - | - | 1% | - | 1% | - | |

Table 12-6

QUESTION 6S:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Second Choice.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|--|------------------|----------------------|------------------|------------------|---------------------------|------------------|------------------|------------------|------------------|-----------------|------------------|------------------|-----------------------|------------------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- | | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK | |
| | | NEWS | NEWS | | NEWS | NEWS | | | OTHER | URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| THE SITUATION IN IRAQ | 81 20% (1) | 21 15% (2) | 28 29% (1) | 16 20% (1) | 26 25% (1) | 15 19% (2) | 13 17% (2) | 13 22% (1) | 30 17% (3) | 1 8% (4) | 37 24% (1) | 23 19% (2) | 57 21% (1) | 20 20% (2) | 57 21% (1) | |
| THE ECONOMY AND JOBS | 78 19% (2) | 34 24% (1) | 13 13% (3) | 13 16% (2) | 24 23% (2) | 15 19% (1) | 13 16% (3) | 6 11% (5) | 37 21% (1) | 4 24% (2) | 30 20% (2) | 26 21% (1) | 51 19% (2) | 22 21% (1) | 51 19% (2) | |
| HEALTH CARE | 60 15% (3) | 21 15% (3) | 19 19% (2) | 12 15% (3) | 16 15% (3) | 12 15% (3) | 10 14% (4) | 6 11% (4) | 32 19% (2) | 6 33% (1) | 15 10% (4) | 14 11% (4) | 44 16% (3) | 15 15% (4) | 40 15% (3) | |
| ILLEGAL IMMIGRATION | 44 11% (4) | 13 9% (5) | 11 11% (5) | 11 14% (4) | 8 8% (5) | 5 6% (6) | 14 19% (1) | 5 9% (6) | 18 10% (4) | 1 4% (8) | 20 13% (3) | 21 17% (3) | 21 8% (6) | 18 17% (3) | 26 10% (4) | |
| TERRORISM & NATIONAL SECURITY | 33 8% (5) | 16 12% (4) | 4 4% (6) | 6 7% (5) | 7 6% (6) | 8 10% (4) | 8 11% (5) | 6 11% (3) | 16 9% (5) | 1 4% (6) | 10 6% (7) | 11 9% (5) | 21 8% (5) | 4 4% (8) | 22 8% (6) | |
| SOCIAL SECURITY & MEDICARE | 32 8% (6) | 10 7% (6) | 11 11% (4) | 6 7% (6) | 9 8% (4) | 4 5% (8) | 6 8% (6) | 9 16% (2) | 7 4% (8) | 2 13% (3) | 13 9% (5) | 8 7% (6) | 23 9% (4) | 7 7% (6) | 23 9% (5) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 21 5% (7) | 5 4% (8) | 2 2% (10) | 6 7% (7) | 3 3% (8) | 7 8% (5) | 5 6% (7) | 4 7% (7) | 6 3% (9) | 1 3% (10) | 10 7% (6) | 7 6% (7) | 13 5% (8) | 8 7% (5) | 12 5% (7) | |
| EDUCATION | 20 5% (8) | 9 6% (7) | 2 2% (8) | 4 5% (8) | 3 3% (9) | 5 6% (7) | 4 5% (8) | 1 1% (9) | 11 7% (6) | 1 4% (5) | 7 4% (8) | 1 1% (10) | 15 6% (7) | 5 5% (7) | 11 4% (9) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 12 3% (9) | 5 3% (9) | 3 3% (7) | 3 3% (9) | 1 1% (10) | 3 4% (9) | 2 3% (9) | 2 4% (8) | 8 4% (7) | 1 4% (8) | 2 1% (10) | 3 3% (9) | 9 3% (9) | - - (8) | 12 4% (8) | |
| CUTTING TAXES | 6 2% (10) | 2 1% (10) | 2 2% (9) | - - (7) | 4 4% (10) | 1 1% (10) | 1 1% (10) | - - (10) | 3 1% (10) | 1 4% (7) | 3 2% (9) | 4 3% (8) | 3 1% (10) | 1 1% (9) | 6 2% (10) | |
| NONE OF THESE | 2 - (10) | 1 - (10) | 1 1% (9) | - - (7) | 2 2% (10) | - - (10) | - - (10) | - - (10) | 1 1% (10) | - - (7) | 1 1% (9) | 1 1% (8) | 1 1% (10) | 1 1% (9) | 1 1% (10) | |
| DON'T KNOW/REFUSED | 2 - (10) | 1 - (10) | - - (9) | 1 1% (7) | 1 1% (10) | 1 1% (10) | - - (10) | - - (10) | - - (10) | - - (7) | 2 1% (9) | 1 1% (8) | 1 1% (10) | 1 1% (9) | 1 1% (10) | |

Table 13-1
 QUESTION 6C:
 Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|--|-------------------|-------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE-TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% | |
| THE ECONOMY AND JOBS | 189 47% (1) | 111 47% (1) | 46 53% (1) | 157 49% (1) | 16 43% (1) | 26 62% (1) | 37 52% (1) | 22 44% (1) | 34 57% (1) | 51 40% (2) | 18 37% (2) | 85 45% (1) | 103 49% (1) | 53 44% (1) | 31 50% (1) | 59 44% (1) | 44 43% (1) | 86 50% (1) | 61 54% (1) | 39 41% (1) | 40 44% (2) | 45 49% (1) | 28 49% (1) | 33 52% (1) | |
| THE SITUATION IN IRAQ | 151 38% (2) | 93 40% (2) | 37 42% (2) | 130 40% (2) | 14 38% (2) | 14 34% (2) | 26 36% (2) | 11 21% (4) | 18 31% (3) | 63 50% (1) | 18 37% (1) | 67 36% (2) | 84 39% (2) | 43 36% (3) | 22 35% (2) | 48 41% (2) | 37 39% (2) | 78 39% (3) | 47 32% (2) | 23 33% (2) | 33 45% (1) | 45 33% (3) | 19 33% (1) | 28 44% (2) | |
| HEALTH CARE | 125 31% (3) | 83 35% (3) | 26 29% (3) | 108 34% (3) | 10 27% (3) | 11 26% (3) | 22 31% (3) | 18 35% (2) | 22 37% (2) | 40 32% (3) | 13 26% (3) | 49 26% (3) | 76 36% (3) | 44 37% (2) | 19 31% (3) | 35 30% (3) | 27 27% (4) | 57 40% (3) | 48 24% (3) | 17 23% (4) | 23 33% (3) | 34 38% (2) | 22 38% (2) | 27 42% (3) | |
| ILLEGAL IMMIGRATION | 66 17% (4) | 33 14% (5) | 14 16% (5) | 48 15% (5) | 8 21% (4) | 9 22% (4) | 12 16% (5) | 6 11% (7) | 8 14% (5) | 22 17% (4) | 10 20% (4) | 38 20% (4) | 28 13% (5) | 22 18% (5) | 12 14% (4) | 17 14% (5) | 16 16% (5) | 37 18% (4) | 18 15% (4) | 11 15% (6) | 24 24% (3) | 13 13% (6) | 12 20% (4) | 7 10% (5) | |
| SOCIAL SECURITY & MEDICARE | 63 16% (5) | 43 18% (4) | 9 10% (7) | 51 16% (4) | 6 15% (6) | 3 7% (9) | 12 17% (4) | 9 18% (5) | 10 18% (4) | 20 16% (5) | 8 17% (6) | 29 15% (6) | 34 16% (4) | 7 6% (9) | 8 13% (6) | 16 13% (6) | 32 32% (3) | 34 17% (5) | 15 12% (6) | 13 18% (5) | 16 16% (6) | 18 18% (4) | 8 14% (6) | 7 11% (4) | |
| TERRORISM & NATIONAL SECURITY | 50 12% (6) | 23 10% (7) | 7 8% (9) | 30 9% (7) | 6 17% (5) | 4 9% (7) | 7 10% (7) | 9 18% (6) | 8 14% (6) | 16 12% (6) | 6 12% (8) | 30 16% (5) | 20 9% (7) | 19 16% (6) | 6 9% (9) | 11 10% (7) | 14 14% (6) | 34 17% (6) | 7 6% (9) | 8 11% (7) | 20 21% (5) | 13 13% (5) | 5 9% (8) | 2 3% (9) | |
| EDUCATION | 49 12% (7) | 26 11% (6) | 16 18% (4) | 42 13% (6) | 3 8% (9) | 6 14% (5) | 3 5% (9) | 13 26% (3) | 5 9% (7) | 12 10% (9) | 9 18% (5) | 24 13% (8) | 25 12% (6) | 23 19% (4) | 6 9% (8) | 19 16% (4) | 1 1% (10) | 14 7% (9) | 17 14% (5) | 16 23% (4) | 7 7% (9) | 7 7% (9) | 12 20% (5) | 6 9% (7) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 39 10% (8) | 20 8% (8) | 9 10% (6) | 29 9% (8) | 5 13% (7) | 4 11% (6) | 9 13% (6) | 3 5% (8) | 4 7% (8) | 12 10% (7) | 6 12% (7) | 24 13% (7) | 14 7% (9) | 11 9% (7) | 7 12% (8) | 13 6% (7) | 23 11% (7) | 10 8% (7) | 6 8% (8) | 14 14% (7) | 9 8% (8) | 9 10% (8) | 6 10% (7) | 4 7% (8) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 29 7% (9) | 15 6% (9) | 7 8% (8) | 22 7% (9) | 3 9% (8) | 3 8% (8) | 4 6% (8) | 1 3% (10) | 4 6% (9) | 12 10% (8) | 4 8% (9) | 10 5% (9) | 19 9% (8) | 8 15% (5) | 9 5% (9) | 6 6% (8) | 6 10% (8) | 19 6% (8) | 8 6% (8) | - - (8) | 9 9% (8) | 11 11% (7) | 1 2% (10) | 6 10% (6) | |
| CUTTING TAXES | 14 4% (10) | 7 3% (10) | - - (10) | 7 2% (10) | 2 5% (10) | 2 4% (10) | 2 3% (10) | 2 3% (9) | 3 5% (10) | 4 3% (10) | 3 6% (10) | 9 5% (10) | 5 2% (10) | 6 5% (10) | 3 3% (10) | 2 2% (9) | 9 4% (10) | 4 3% (10) | 2 3% (9) | 4 3% (10) | 4 5% (10) | 4 4% (10) | 3 5% (9) | 1 2% (10) | |
| NONE OF THESE | 4 1% | 3 1% | - - | 3 1% | 1 3% | - - | - - | - - | 1 1% | 1 1% | 3 5% | 3 1% | 2 1% | - - | 1 1% | - - | 4 4% | 4 2% | - - | - - | 3 3% | 2 2% | - - | - - | |
| DON'T KNOW/REFUSED | 11 3% | 6 3% | 3 3% | 9 3% | 1 3% | 1 2% | 5 7% | 4 8% | 1 1% | - - | - - | 3 2% | 7 3% | 2 2% | - - | 7 6% | 1 1% | 3 2% | 3 3% | 4 6% | 2 2% | 1 1% | - - | 3 5% | |

Table 13-2
 QUESTION 6C:
 Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|--|----------|----------|-----------|----------|-----------------|-----------|--------------|----------------|------------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE-TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| THE ECONOMY AND JOBS | 189 | 16 | 30 | 45 | 143 | 22 | 23 | 63 | 80 | 34 | 12 | 40 | 20 | 19 | 64 | 39 | 71 | 23 | 23 | 41 | 69 | 26 | 20 |
| | 47% | 47% | 42% | 44% | 49% | 46% | 41% | 46% | 53% | 44% | 43% | 48% | 46% | 56% | 47% | 41% | 51% | 56% | 49% | 45% | 48% | 53% | 51% |
| | (1) | (1) | (2) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) |
| THE SITUATION IN IRAQ | 151 | 14 | 30 | 44 | 105 | 23 | 21 | 43 | 62 | 26 | 11 | 30 | 17 | 10 | 55 | 40 | 53 | 16 | 21 | 34 | 59 | 21 | 16 |
| | 38% | 43% | 42% | 42% | 36% | 48% | 37% | 31% | 41% | 33% | 42% | 36% | 41% | 30% | 41% | 42% | 38% | 37% | 45% | 37% | 41% | 43% | 39% |
| | (2) | (2) | (1) | (2) | (2) | (1) | (2) | (2) | (2) | (3) | (2) | (2) | (2) | (3) | (2) | (1) | (2) | (2) | (2) | (3) | (2) | (2) | (2) |
| HEALTH CARE | 125 | 11 | 19 | 30 | 93 | 11 | 19 | 39 | 55 | 29 | 5 | 16 | 16 | 15 | 45 | 34 | 49 | 8 | 18 | 42 | 40 | 11 | 15 |
| | 31% | 33% | 27% | 29% | 32% | 23% | 35% | 28% | 36% | 37% | 17% | 20% | 37% | 42% | 34% | 35% | 35% | 18% | 39% | 46% | 28% | 22% | 38% |
| | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (2) | (5) | (4) | (3) | (2) | (3) | (3) | (3) | (4) | (3) | (1) | (3) | (3) | (3) |
| ILLEGAL IMMIGRATION | 66 | 3 | 9 | 12 | 53 | 3 | 9 | 34 | 19 | 16 | 8 | 14 | 6 | 4 | 18 | 18 | 16 | 6 | 9 | 15 | 18 | 10 | 4 |
| | 17% | 10% | 12% | 12% | 18% | 7% | 15% | 25% | 13% | 21% | 29% | 17% | 13% | 11% | 13% | 18% | 11% | 13% | 19% | 17% | 13% | 21% | 10% |
| | (4) | (7) | (6) | (6) | (4) | (8) | (5) | (4) | (6) | (4) | (3) | (5) | (5) | (6) | (5) | (4) | (5) | (6) | (4) | (4) | (5) | (4) | (6) |
| SOCIAL SECURITY & MEDICARE | 63 | 4 | 8 | 13 | 51 | 8 | 5 | 21 | 29 | 5 | 3 | 22 | 3 | 5 | 27 | 16 | 26 | 5 | 4 | 12 | 31 | 2 | 7 |
| | 16% | 13% | 12% | 12% | 18% | 16% | 9% | 16% | 19% | 6% | 10% | 26% | 6% | 15% | 20% | 17% | 19% | 12% | 8% | 13% | 21% | 4% | 17% |
| | (5) | (6) | (7) | (5) | (5) | (5) | (7) | (6) | (4) | (9) | (8) | (3) | (9) | (5) | (4) | (5) | (4) | (8) | (6) | (6) | (4) | (9) | (5) |
| TERRORISM & NATIONAL SECURITY | 50 | - | 8 | 8 | 41 | 8 | - | 22 | 19 | 15 | 5 | 11 | 4 | 1 | 14 | 11 | 12 | 5 | 2 | 10 | 12 | 5 | 2 |
| | 12% | - | 11% | 8% | 14% | 17% | - | 16% | 13% | 19% | 17% | 13% | 10% | 3% | 11% | 12% | 8% | 13% | 4% | 11% | 9% | 10% | 5% |
| | (6) | - | (8) | (9) | (6) | (4) | - | (5) | (5) | (5) | (4) | (7) | (7) | (10) | (6) | (6) | (7) | (7) | (9) | (7) | (8) | (8) | (8) |
| EDUCATION | 49 | 6 | 12 | 18 | 30 | 7 | 12 | 17 | 13 | 14 | 3 | 8 | 9 | 3 | 13 | 11 | 15 | 10 | 6 | 14 | 12 | 9 | 7 |
| | 12% | 19% | 17% | 17% | 10% | 14% | 21% | 12% | 9% | 18% | 10% | 10% | 21% | 9% | 9% | 11% | 11% | 24% | 12% | 15% | 9% | 18% | 18% |
| | (7) | (4) | (4) | (4) | (7) | (7) | (4) | (7) | (7) | (6) | (9) | (8) | (4) | (8) | (7) | (8) | (6) | (3) | (5) | (5) | (7) | (5) | (4) |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 39 | 5 | 5 | 11 | 27 | 7 | 3 | 16 | 11 | 7 | 4 | 13 | 4 | 3 | 7 | 11 | 9 | 6 | 3 | 6 | 14 | 5 | 4 |
| | 10% | 15% | 8% | 10% | 9% | 16% | 6% | 12% | 7% | 9% | 15% | 16% | 9% | 10% | 5% | 11% | 6% | 14% | 7% | 6% | 10% | 11% | 10% |
| | (8) | (5) | (9) | (8) | (8) | (6) | (8) | (8) | (8) | (7) | (6) | (6) | (8) | (7) | (9) | (7) | (9) | (5) | (7) | (8) | (6) | (7) | (7) |
| THE ENVIRONMENT AND GLOBAL WARMING | 29 | 2 | 9 | 11 | 16 | 3 | 8 | 7 | 9 | 4 | 3 | 3 | 5 | 6 | 8 | 4 | 11 | 4 | 3 | 4 | 10 | 6 | 1 |
| | 7% | 6% | 13% | 11% | 5% | 6% | 15% | 5% | 6% | 5% | 12% | 4% | 11% | 17% | 6% | 4% | 8% | 9% | 7% | 5% | 7% | 13% | 2% |
| | (9) | (8) | (5) | (7) | (9) | (9) | (6) | (9) | (9) | (10) | (7) | (9) | (6) | (4) | (8) | (9) | (8) | (9) | (8) | (9) | (9) | (6) | (9) |
| CUTTING TAXES | 14 | 1 | 4 | 5 | 10 | 2 | 3 | 7 | 3 | 6 | 1 | 2 | - | 2 | 3 | 2 | 5 | - | - | 4 | 3 | - | - |
| | 4% | 3% | 5% | 4% | 3% | 4% | 5% | 5% | 2% | 8% | 5% | 2% | - | 6% | 2% | 2% | 3% | - | - | 5% | 2% | - | - |
| | (10) | (9) | (10) | (10) | (10) | (10) | (9) | (10) | (10) | (8) | (10) | (10) | - | (9) | (10) | (10) | (10) | - | - | (10) | (10) | - | - |
| NONE OF THESE | 4 | - | 1 | 1 | 3 | - | 1 | 3 | - | - | - | 3 | - | 1 | 1 | 1 | 2 | - | - | 1 | 2 | - | - |
| | 1% | - | 1% | 1% | 1% | - | 1% | 2% | - | - | - | 3% | - | 2% | 1% | 1% | 1% | - | - | 1% | 2% | - | - |
| DON'T KNOW/REFUSED | 11 | 2 | 4 | 6 | 4 | 1 | 4 | 2 | 2 | 1 | - | 2 | 1 | - | 6 | 1 | 5 | 1 | 2 | - | 6 | 1 | 2 |
| | 3% | 6% | 5% | 5% | 1% | 3% | 8% | 1% | 1% | 2% | - | 2% | 2% | - | 5% | 1% | 4% | 2% | 5% | - | 4% | 2% | 5% |

Table 13-3

QUESTION 6C:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|--|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| THE ECONOMY AND JOBS | 189 | 42 | 44 | 103 | 36 | 50 | 50 | 53 | 55 | 74 | 43 | 92 | 37 | 57 | 180 | 8 | 73 | 111 | 111 | 26 | 15 | 39 | 78 | 27 |
| | 47% | 36% | 51% | 53% | 41% | 49% | 43% | 58% | 42% | 56% | 45% | 48% | 44% | 50% | 50% | 21% | 45% | 50% | 100% | 37% | 24% | 48% | 100% | 45% |
| | (1) | (2) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (4) | (1) | (1) | (1) | (2) | (2) | (2) | (1) | (2) |
| THE SITUATION IN IRAQ | 151 | 45 | 40 | 62 | 34 | 33 | 51 | 30 | 54 | 46 | 34 | 70 | 28 | 48 | 135 | 16 | 63 | 84 | 39 | 70 | 14 | 81 | 26 | 12 |
| | 38% | 39% | 47% | 32% | 40% | 32% | 44% | 33% | 41% | 35% | 35% | 36% | 33% | 43% | 37% | 39% | 39% | 38% | 35% | 100% | 21% | 100% | 34% | 20% |
| | (2) | (1) | (2) | (2) | (2) | (2) | (1) | (3) | (2) | (2) | (3) | (2) | (3) | (2) | (2) | (1) | (2) | (2) | (2) | (1) | (3) | (1) | (2) | (3) |
| HEALTH CARE | 125 | 39 | 20 | 62 | 23 | 27 | 36 | 35 | 49 | 23 | 35 | 63 | 28 | 28 | 111 | 14 | 52 | 71 | 27 | 12 | 65 | 14 | 15 | 60 |
| | 31% | 33% | 24% | 32% | 26% | 26% | 31% | 38% | 37% | 17% | 36% | 32% | 33% | 25% | 31% | 36% | 32% | 32% | 24% | 17% | 100% | 17% | 20% | 100% |
| | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (2) | (3) | (3) | (2) | (3) | (2) | (3) | (3) | (2) | (3) | (3) | (3) | (3) | (1) | (3) | (3) | (1) |
| ILLEGAL IMMIGRATION | 66 | 15 | 15 | 35 | 18 | 20 | 12 | 15 | 16 | 19 | 24 | 27 | 17 | 22 | 60 | 6 | 27 | 32 | 8 | 10 | 9 | 4 | 5 | 3 |
| | 17% | 13% | 18% | 18% | 21% | 20% | 10% | 17% | 12% | 15% | 24% | 14% | 20% | 19% | 17% | 15% | 17% | 14% | 8% | 15% | 14% | 6% | 6% | 4% |
| | (4) | (6) | (5) | (4) | (4) | (4) | (5) | (4) | (5) | (4) | (4) | (6) | (4) | (4) | (4) | (7) | (5) | (5) | (6) | (4) | (5) | (7) | (6) | (7) |
| SOCIAL SECURITY & MEDICARE | 63 | 26 | 16 | 21 | 15 | 14 | 27 | 7 | 35 | 18 | 6 | 37 | 10 | 17 | 54 | 10 | 33 | 28 | 11 | 6 | 8 | 6 | 8 | 5 |
| | 16% | 23% | 18% | 11% | 18% | 14% | 23% | 8% | 27% | 13% | 6% | 19% | 11% | 15% | 15% | 24% | 20% | 13% | 10% | 9% | 13% | 8% | 11% | 8% |
| | (5) | (4) | (4) | (7) | (6) | (6) | (4) | (8) | (4) | (7) | (9) | (4) | (7) | (5) | (5) | (3) | (4) | (7) | (4) | (5) | (6) | (4) | (5) | (5) |
| TERRORISM & NATIONAL SECURITY | 50 | 20 | 6 | 24 | 15 | 15 | 11 | 9 | 15 | 14 | 18 | 27 | 11 | 12 | 43 | 7 | 20 | 30 | 7 | 5 | 5 | 2 | 3 | 1 |
| | 12% | 17% | 7% | 12% | 18% | 14% | 9% | 10% | 12% | 11% | 18% | 14% | 13% | 10% | 12% | 18% | 12% | 13% | 6% | 7% | 7% | 3% | 3% | 2% |
| | (6) | (5) | (8) | (6) | (5) | (5) | (7) | (6) | (6) | (8) | (5) | (5) | (6) | (6) | (6) | (6) | (6) | (6) | (7) | (7) | (7) | (10) | (8) | (8) |
| EDUCATION | 49 | 14 | 8 | 27 | 11 | 13 | 11 | 13 | 15 | 18 | 9 | 23 | 15 | 11 | 41 | 8 | 8 | 35 | 4 | 6 | 9 | 3 | 11 | 6 |
| | 12% | 12% | 10% | 14% | 13% | 13% | 10% | 15% | 11% | 14% | 10% | 12% | 18% | 10% | 11% | 20% | 5% | 15% | 4% | 8% | 14% | 4% | 14% | 10% |
| | (7) | (7) | (7) | (5) | (8) | (8) | (6) | (5) | (7) | (5) | (7) | (7) | (5) | (7) | (7) | (5) | (10) | (4) | (8) | (6) | (4) | (8) | (4) | (4) |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 39 | 10 | 10 | 18 | 11 | 13 | 9 | 5 | 7 | 18 | 10 | 20 | 9 | 9 | 36 | 3 | 16 | 23 | 9 | 3 | 1 | 5 | 2 | 1 |
| | 10% | 9% | 12% | 10% | 13% | 13% | 8% | 6% | 5% | 14% | 10% | 10% | 11% | 8% | 10% | 6% | 10% | 10% | 8% | 4% | 2% | 6% | 3% | 2% |
| | (8) | (8) | (6) | (8) | (7) | (7) | (8) | (9) | (8) | (6) | (6) | (8) | (8) | (8) | (8) | (8) | (7) | (8) | (5) | (8) | (9) | (5) | (9) | (9) |
| THE ENVIRONMENT AND GLOBAL WARMING | 29 | 7 | 4 | 16 | 2 | 8 | 8 | 9 | 4 | 13 | 9 | 10 | 7 | 9 | 27 | 1 | 15 | 12 | 3 | 1 | 3 | 5 | 5 | 4 |
| | 7% | 6% | 4% | 8% | 3% | 8% | 7% | 9% | 3% | 10% | 9% | 5% | 8% | 8% | 8% | 3% | 9% | 5% | 3% | 1% | 5% | 6% | 6% | 7% |
| | (9) | (9) | (9) | (9) | (10) | (9) | (9) | (7) | (9) | (9) | (8) | (9) | (9) | (9) | (9) | (10) | (8) | (9) | (9) | (10) | (8) | (6) | (7) | (6) |
| CUTTING TAXES | 14 | 4 | 3 | 8 | 3 | 6 | 3 | 2 | 3 | 6 | 5 | 8 | 5 | 2 | 13 | 1 | 9 | 5 | 2 | 1 | - | 2 | 2 | 1 |
| | 4% | 3% | 3% | 4% | 4% | 6% | 3% | 2% | 2% | 5% | 5% | 4% | 6% | 2% | 4% | 3% | 6% | 2% | 2% | 2% | - | 3% | 3% | 1% |
| | (10) | (10) | (10) | (10) | (9) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (9) | (9) | (10) | (10) | (9) | - | (9) | (10) | (10) |
| NONE OF THESE | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | - | 2 | 4 | - | 2 | 2 | - | - | - | - | - | - |
| | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | - | 2% | 1% | - | 1% | 1% | - | - | - | - | - | - |
| DON'T KNOW/REFUSED | 11 | 4 | 1 | 5 | - | 3 | 5 | 2 | 3 | 6 | 1 | 4 | 2 | 4 | 8 | 3 | 3 | 7 | 1 | - | - | - | - | - |
| | 3% | 3% | 2% | 3% | - | 3% | 5% | 2% | 2% | 5% | 1% | 2% | 2% | 4% | 2% | 8% | 2% | 3% | 1% | - | - | - | - | - |

Table 13-4

QUESTION 6C:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|--|-----------------|-----------|-------------|---------|-----------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|----------------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| THE ECONOMY AND JOBS | 189 | 12 | 174 | 149 | 54 | 60 | 157 | 31 | 63 | 144 | 37 | 117 | 21 | 68 | 99 | 27 | 21 |
| | 47% | 29% | 51% | 51% | 51% | 55% | 52% | 33% | 52% | 51% | 38% | 57% | 44% | 42% | 51% | 48% | 63% |
| | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) |
| THE SITUATION IN IRAQ | 151 | 13 | 133 | 117 | 48 | 40 | 120 | 28 | 43 | 112 | 28 | 86 | 21 | 61 | 77 | 17 | 11 |
| | 38% | 30% | 39% | 40% | 45% | 37% | 40% | 30% | 35% | 40% | 29% | 42% | 44% | 37% | 40% | 30% | 34% |
| | (2) | (1) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (3) | (2) | (1) | (2) | (2) | (3) | (2) |
| HEALTH CARE | 125 | 9 | 109 | 94 | 35 | 35 | 99 | 24 | 34 | 92 | 31 | 71 | 18 | 54 | 60 | 22 | 7 |
| | 31% | 21% | 32% | 32% | 33% | 33% | 33% | 26% | 28% | 33% | 32% | 34% | 38% | 33% | 31% | 39% | 21% |
| | (3) | (5) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (2) | (3) | (3) | (3) | (3) | (2) | (3) |
| ILLEGAL IMMIGRATION | 66 | 5 | 58 | 46 | 19 | 13 | 46 | 18 | 24 | 44 | 19 | 31 | 8 | 25 | 37 | 12 | 4 |
| | 17% | 13% | 17% | 16% | 18% | 12% | 15% | 19% | 20% | 15% | 20% | 15% | 16% | 15% | 19% | 22% | 12% |
| | (4) | (8) | (4) | (4) | (4) | (6) | (4) | (6) | (4) | (4) | (5) | (4) | (5) | (5) | (4) | (4) | (6) |
| SOCIAL SECURITY & MEDICARE | 63 | 12 | 49 | 44 | 9 | 13 | 42 | 19 | 19 | 36 | 22 | 23 | 5 | 21 | 36 | 12 | 2 |
| | 16% | 29% | 14% | 15% | 8% | 12% | 14% | 21% | 15% | 13% | 22% | 11% | 10% | 13% | 19% | 21% | 6% |
| | (5) | (3) | (5) | (5) | (8) | (4) | (5) | (5) | (6) | (6) | (4) | (6) | (6) | (6) | (5) | (5) | (8) |
| TERRORISM & NATIONAL SECURITY | 50 | 11 | 34 | 27 | 17 | 12 | 26 | 22 | 15 | 30 | 16 | 16 | 11 | 31 | 16 | 2 | 1 |
| | 12% | 27% | 10% | 9% | 16% | 11% | 9% | 24% | 12% | 11% | 16% | 8% | 23% | 19% | 8% | 4% | 2% |
| | (6) | (4) | (7) | (7) | (5) | (7) | (7) | (4) | (7) | (7) | (6) | (9) | (4) | (4) | (7) | (9) | (10) |
| EDUCATION | 49 | 9 | 36 | 34 | 9 | 7 | 32 | 17 | 21 | 38 | 10 | 24 | 3 | 19 | 20 | 4 | 6 |
| | 12% | 20% | 11% | 12% | 9% | 7% | 11% | 19% | 17% | 13% | 10% | 12% | 7% | 12% | 10% | 6% | 19% |
| | (7) | (6) | (6) | (6) | (6) | (9) | (6) | (7) | (5) | (5) | (7) | (5) | (8) | (7) | (6) | (6) | (4) |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 39 | 7 | 31 | 26 | 9 | 8 | 26 | 10 | 12 | 27 | 9 | 18 | 5 | 17 | 14 | 3 | 6 |
| | 10% | 16% | 9% | 9% | 9% | 7% | 9% | 11% | 10% | 10% | 9% | 9% | 10% | 10% | 7% | 5% | 19% |
| | (8) | (7) | (8) | (8) | (7) | (8) | (8) | (8) | (8) | (8) | (8) | (7) | (7) | (8) | (8) | (7) | (5) |
| THE ENVIRONMENT AND GLOBAL WARMING | 29 | - | 28 | 22 | 8 | 13 | 26 | 3 | 4 | 20 | 8 | 17 | 3 | 16 | 10 | 1 | 3 |
| | 7% | 1% | 8% | 8% | 7% | 12% | 9% | 3% | 4% | 7% | 8% | 8% | 5% | 9% | 5% | 3% | 10% |
| | (9) | (10) | (9) | (9) | (9) | (5) | (9) | (10) | (9) | (9) | (9) | (8) | (9) | (9) | (9) | (10) | (7) |
| CUTTING TAXES | 14 | 3 | 10 | 7 | 3 | 3 | 7 | 6 | 3 | 6 | 6 | 3 | 1 | 4 | 8 | 3 | 1 |
| | 4% | 7% | 3% | 2% | 3% | 2% | 7% | 2% | 2% | 7% | 1% | 1% | 1% | 3% | 4% | 5% | 3% |
| | (10) | (9) | (10) | (10) | (10) | (10) | (10) | (9) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (8) | (9) |
| NONE OF THESE | 4 | - | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 1 | 2 | 1 | 1 | 3 | 2 | - |
| | 1% | - | 1% | 1% | - | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 3% | - |
| DON'T KNOW/REFUSED | 11 | 1 | 6 | 6 | - | 5 | 7 | 2 | 1 | 8 | 3 | 4 | - | 6 | 3 | 3 | 2 |
| | 3% | 3% | 2% | 2% | - | 5% | 2% | 2% | 1% | 3% | 3% | 2% | - | 3% | 2% | 5% | 6% |

Table 13-5

QUESTION 6C:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|--|----------------------|--------|-------------|-----------|------------------------|--------|-------|-------|------------|-------|------|--------------|------|-------------|---------------|------|-------------|-----------|-------------|---------------------|-----------|-------------|---------------------|----|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL-IEVES | | | | DIR | TRACK | TRACK | DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| THE ECONOMY AND JOBS | 189 | 34 | 11 | 7 | 41 | 16 | 7 | 66 | 118 | 103 | 48 | 24 | 37 | 34 | 38 | 85 | 136 | 32 | 74 | 154 | 15 | 115 | 73 | |
| | 47% | 49% | 53% | 46% | 52% | 59% | 35% | 45% | 51% | 52% | 53% | 30% | 47% | 43% | 60% | 51% | 49% | 40% | 48% | 48% | 39% | 55% | 38% | |
| | (1) | (1) | (1) | (1) | (1) | (1) | (3) | (1) | (1) | (1) | (1) | (3) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (2) | (1) | (2) | |
| THE SITUATION IN IRAQ | 151 | 25 | 6 | 4 | 35 | 8 | 7 | 62 | 84 | 76 | 37 | 33 | 27 | 29 | 22 | 67 | 105 | 33 | 58 | 118 | 14 | 72 | 78 | |
| | 38% | 35% | 30% | 27% | 45% | 30% | 38% | 42% | 36% | 38% | 41% | 40% | 35% | 37% | 34% | 41% | 38% | 41% | 37% | 37% | 35% | 34% | 41% | |
| | (2) | (2) | (3) | (3) | (2) | (3) | (2) | (2) | (2) | (2) | (2) | (2) | (3) | (2) | (2) | (2) | (2) | (1) | (2) | (2) | (3) | (2) | (1) | |
| HEALTH CARE | 125 | 21 | 10 | 1 | 22 | 10 | 8 | 46 | 71 | 59 | 30 | 47 | 12 | 29 | 16 | 56 | 91 | 25 | 44 | 94 | 18 | 65 | 60 | |
| | 31% | 31% | 52% | 8% | 29% | 38% | 43% | 31% | 31% | 30% | 33% | 59% | 16% | 37% | 26% | 34% | 33% | 31% | 28% | 29% | 46% | 31% | 31% | |
| | (3) | (3) | (2) | (9) | (3) | (2) | (1) | (3) | (3) | (3) | (3) | (1) | (5) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (1) | (3) | (3) | |
| ILLEGAL IMMIGRATION | 66 | 12 | 4 | 2 | 18 | 5 | 3 | 25 | 41 | 32 | 10 | 11 | 33 | 6 | 10 | 20 | 44 | 17 | 30 | 58 | 3 | 37 | 29 | |
| | 17% | 17% | 19% | 15% | 24% | 17% | 18% | 17% | 17% | 16% | 10% | 13% | 42% | 8% | 17% | 12% | 16% | 21% | 19% | 18% | 9% | 18% | 15% | |
| | (4) | (5) | (4) | (6) | (4) | (5) | (5) | (5) | (5) | (5) | (7) | (5) | (2) | (9) | (5) | (5) | (4) | (4) | (4) | (4) | (8) | (4) | (5) | |
| SOCIAL SECURITY & MEDICARE | 63 | 6 | - | 2 | 10 | 6 | 3 | 19 | 42 | 39 | 4 | 18 | 12 | 16 | 9 | 26 | 39 | 16 | 22 | 52 | 5 | 34 | 29 | |
| | 16% | 9% | - | 11% | 13% | 23% | 15% | 13% | 18% | 20% | 5% | 22% | 15% | 21% | 14% | 15% | 14% | 20% | 14% | 16% | 13% | 16% | 15% | |
| | (5) | (8) | - | (7) | (5) | (4) | (7) | (6) | (4) | (4) | (9) | (4) | (6) | (4) | (6) | (4) | (5) | (5) | (5) | (5) | (6) | (5) | (6) | |
| TERRORISM & NATIONAL SECURITY | 50 | 9 | 3 | 6 | 5 | 1 | 2 | 28 | 20 | 15 | 10 | 7 | 15 | 13 | 11 | 18 | 35 | 10 | 22 | 40 | 4 | 20 | 29 | |
| | 12% | 13% | 13% | 38% | 7% | 4% | 11% | 19% | 9% | 7% | 11% | 8% | 19% | 16% | 18% | 11% | 13% | 12% | 14% | 12% | 11% | 10% | 15% | |
| | (6) | (7) | (5) | (2) | (8) | (8) | (8) | (4) | (8) | (8) | (5) | (7) | (4) | (5) | (4) | (6) | (6) | (7) | (6) | (7) | (7) | (7) | (4) | |
| EDUCATION | 49 | 12 | 2 | 2 | 10 | 3 | 4 | 18 | 26 | 24 | 23 | 9 | 6 | 11 | 4 | 17 | 32 | 11 | 20 | 40 | 8 | 24 | 25 | |
| | 12% | 17% | 9% | 10% | 12% | 10% | 23% | 12% | 11% | 12% | 25% | 11% | 7% | 13% | 7% | 10% | 12% | 14% | 13% | 13% | 21% | 12% | 13% | |
| | (7) | (4) | (7) | (8) | (6) | (7) | (4) | (7) | (6) | (6) | (4) | (6) | (8) | (6) | (9) | (7) | (7) | (6) | (7) | (6) | (4) | (6) | (7) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 39 | 4 | 2 | 3 | 4 | 4 | - | 12 | 24 | 21 | 7 | 4 | 12 | 9 | 4 | 17 | 24 | 8 | 14 | 33 | 3 | 20 | 19 | |
| | 10% | 5% | 9% | 20% | 5% | 17% | - | 8% | 10% | 11% | 8% | 5% | 15% | 11% | 7% | 10% | 9% | 10% | 9% | 10% | 8% | 10% | 10% | |
| | (8) | (9) | (8) | (4) | (9) | (6) | - | (8) | (7) | (7) | (8) | (9) | (7) | (7) | (8) | (8) | (8) | (8) | (8) | (8) | (9) | (8) | (9) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 29 | 9 | 1 | 3 | 6 | - | - | 8 | 18 | 13 | 10 | 5 | 2 | 7 | 6 | 14 | 20 | 5 | 13 | 19 | 5 | 8 | 21 | |
| | 7% | 13% | 5% | 19% | 7% | - | - | 5% | 8% | 7% | 11% | 7% | 3% | 8% | 9% | 9% | 7% | 7% | 8% | 6% | 14% | 4% | 11% | |
| | (9) | (6) | (9) | (5) | (7) | - | - | (9) | (9) | (9) | (6) | (8) | (9) | (8) | (7) | (9) | (9) | (9) | (9) | (9) | (5) | (10) | (8) | |
| CUTTING TAXES | 14 | 1 | 2 | - | 1 | 1 | 3 | 7 | 7 | 6 | 3 | - | 1 | 2 | 2 | 4 | 9 | 3 | 4 | 10 | 2 | 9 | 6 | |
| | 4% | 2% | 10% | - | 2% | 2% | 18% | 5% | 3% | 3% | 4% | - | 1% | 2% | 4% | 2% | 3% | 4% | 3% | 5% | 4% | 3% | 3% | |
| | (10) | (10) | (6) | - | (10) | (9) | (6) | (10) | (10) | (10) | (10) | - | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (10) | (9) | (10) | |
| NONE OF THESE | 4 | 1 | - | - | 2 | - | - | 1 | 2 | 1 | - | - | - | - | - | 3 | 4 | 1 | 2 | 4 | - | 2 | 2 | |
| | 1% | 2% | - | - | 2% | - | - | 1% | 1% | - | - | - | - | - | - | 2% | 1% | 1% | 1% | 1% | - | 1% | 1% | |
| DON'T KNOW/REFUSED | 11 | 3 | - | 1 | - | - | - | 2 | 6 | 6 | 1 | 2 | - | 1 | 1 | 2 | 5 | - | 5 | 9 | - | 6 | 5 | |
| | 3% | 4% | - | 4% | - | - | - | 1% | 3% | 3% | 1% | 2% | - | 1% | 2% | 1% | 2% | - | 3% | 3% | - | 3% | 2% | |

Table 13-6

QUESTION 6C:

Of the following list of issues facing the COUNTRY, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|--|-------------------|----------------------|------------------|------------------|---------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|------------------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- | | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK | |
| | | NEWS | NEWS | | NEWS | NEWS | | | OTHER | URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| THE ECONOMY AND JOBS | 189 47% (1) | 67 47% (1) | 46 46% (1) | 37 46% (1) | 57 54% (1) | 43 52% (1) | 38 50% (1) | 18 32% (2) | 77 45% (1) | 10 55% (1) | 84 55% (1) | 58 47% (1) | 130 48% (1) | 58 57% (1) | 121 45% (1) | |
| THE SITUATION IN IRAQ | 151 38% (2) | 50 35% (2) | 43 43% (2) | 30 38% (2) | 42 40% (2) | 29 35% (2) | 24 32% (2) | 22 39% (1) | 65 38% (2) | 7 40% (3) | 56 37% (2) | 39 32% (2) | 109 41% (2) | 33 32% (2) | 111 41% (2) | |
| HEALTH CARE | 125 31% (3) | 43 31% (3) | 32 33% (3) | 27 33% (3) | 29 28% (3) | 27 33% (3) | 21 27% (3) | 16 27% (3) | 57 33% (3) | 7 40% (2) | 45 30% (3) | 33 27% (3) | 87 32% (3) | 32 32% (3) | 80 30% (3) | |
| ILLEGAL IMMIGRATION | 66 17% (4) | 22 15% (6) | 15 15% (5) | 13 16% (5) | 11 11% (7) | 9 10% (7) | 19 25% (4) | 10 17% (6) | 27 16% (4) | 1 7% (6) | 28 18% (4) | 30 24% (4) | 35 13% (5) | 21 20% (4) | 43 16% (5) | |
| SOCIAL SECURITY & MEDICARE | 63 16% (5) | 19 13% (7) | 21 21% (4) | 16 20% (4) | 14 13% (6) | 11 13% (5) | 14 18% (5) | 14 25% (4) | 23 13% (7) | 5 27% (4) | 22 14% (5) | 19 16% (5) | 44 16% (4) | 18 17% (5) | 44 16% (4) | |
| TERRORISM & NATIONAL SECURITY | 50 12% (6) | 25 18% (4) | 9 9% (7) | 6 7% (8) | 15 14% (5) | 10 12% (6) | 10 13% (7) | 11 19% (5) | 23 13% (6) | 1 7% (7) | 15 10% (8) | 17 14% (6) | 33 12% (7) | 8 8% (8) | 36 13% (6) | |
| EDUCATION | 49 12% (7) | 22 16% (5) | 12 12% (6) | 9 12% (7) | 16 16% (4) | 5 6% (9) | 10 14% (6) | 3 6% (9) | 27 16% (5) | 1 7% (5) | 17 11% (7) | 11 9% (8) | 34 13% (6) | 15 15% (6) | 29 11% (7) | |
| REDUCING OUR DEPENDENCE ON FOREIGN OIL | 39 10% (8) | 15 10% (8) | 3 3% (10) | 10 12% (6) | 7 7% (8) | 12 14% (4) | 9 11% (8) | 7 12% (7) | 12 7% (9) | 1 3% (10) | 20 13% (6) | 16 13% (7) | 23 9% (8) | 13 12% (7) | 24 9% (8) | |
| THE ENVIRONMENT AND GLOBAL WARMING | 29 7% (9) | 9 6% (9) | 6 6% (8) | 4 5% (9) | 7 7% (9) | 6 7% (8) | 2 3% (10) | 2 4% (10) | 19 11% (8) | 1 7% (9) | 6 4% (9) | 11 9% (9) | 16 6% (9) | 3 3% (9) | 20 8% (9) | |
| CUTTING TAXES | 14 4% (10) | 3 2% (10) | 3 3% (9) | 2 2% (10) | 7 6% (10) | 3 4% (10) | 4 5% (9) | 4 7% (8) | 6 3% (10) | 1 7% (8) | 4 2% (10) | 7 6% (10) | 7 3% (10) | 1 1% (10) | 14 5% (10) | |
| NONE OF THESE | 4 1% (10) | 1 - (10) | 4 4% (9) | - - (10) | 2 2% (10) | - - (10) | 1 1% (9) | 2 4% (8) | 1 1% (10) | - - (8) | 1 - (10) | 2 2% (10) | 2 1% (10) | 2 2% (10) | 1 - (10) | |
| DON'T KNOW/REFUSED | 11 3% (10) | 4 3% (10) | 1 1% (10) | 4 5% (10) | 2 2% (10) | 6 7% (10) | - - (10) | 1 2% (10) | 4 2% (10) | - - (10) | 5 3% (10) | 2 1% (10) | 9 3% (10) | 1 1% (10) | 9 3% (10) | |

Table 18-1
 QUESTION 12:
 Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Hillary Clinton

BANNER 1

| | PARTY | | | | | REGION | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | | |
|-----------------------------------|-------|----------|----------|-----------|------|----------|----------------|------|----------|-------|--------|-----|-------|-------|-------|-------|-----------|-------|-----------|------------------|-----------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOUS-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (FAVORABLE - UNFAVORABLE) | 207 | 182 | 42 | 224 | 5 | 9 | 48 | 20 | 28 | 77 | 25 | 57 | 150 | 56 | 34 | 61 | 55 | 83 | 80 | 38 | 17 | 66 | 29 | 51 |
| | 52% | 77% | 47% | 69% | 12% | 21% | 67% | 39% | 48% | 61% | 50% | 31% | 71% | 47% | 56% | 52% | 55% | 41% | 66% | 54% | 17% | 65% | 51% | 80% |
| TOTAL HEARD OF | 396 | 231 | 88 | 319 | 39 | 42 | 72 | 50 | 57 | 126 | 49 | 184 | 212 | 119 | 62 | 118 | 97 | 200 | 120 | 68 | 99 | 102 | 56 | 64 |
| | 99% | 98% | 100% | 99% | 100% | 100% | 100% | 97% | 97% | 99% | 100% | 98% | 100% | 99% | 100% | 100% | 97% | 100% | 99% | 96% | 100% | 100% | 98% | 100% |
| TOTAL FAVORABLE | 299 | 204 | 65 | 269 | 22 | 24 | 60 | 35 | 42 | 102 | 37 | 119 | 180 | 87 | 48 | 88 | 76 | 141 | 100 | 52 | 57 | 83 | 43 | 57 |
| | 75% | 87% | 74% | 83% | 56% | 57% | 83% | 68% | 72% | 80% | 75% | 63% | 85% | 73% | 78% | 74% | 76% | 70% | 83% | 73% | 58% | 82% | 75% | 90% |
| TOTAL UNFAVORABLE | 92 | 22 | 23 | 45 | 17 | 15 | 11 | 15 | 14 | 24 | 12 | 62 | 30 | 31 | 14 | 27 | 20 | 58 | 20 | 13 | 41 | 17 | 14 | 6 |
| | 23% | 9% | 26% | 14% | 44% | 36% | 16% | 29% | 23% | 19% | 25% | 33% | 14% | 26% | 22% | 23% | 20% | 29% | 17% | 19% | 41% | 17% | 24% | 10% |
| STRONGLY FAVORABLE | 190 | 140 | 39 | 178 | 7 | 15 | 35 | 23 | 23 | 74 | 21 | 71 | 119 | 46 | 27 | 63 | 55 | 92 | 72 | 23 | 33 | 59 | 31 | 41 |
| | 48% | 59% | 44% | 55% | 19% | 35% | 49% | 44% | 38% | 58% | 44% | 38% | 56% | 38% | 44% | 53% | 55% | 46% | 60% | 32% | 34% | 58% | 54% | 64% |
| SOMEWHAT FAVORABLE | 109 | 64 | 26 | 91 | 14 | 9 | 24 | 12 | 20 | 28 | 15 | 48 | 61 | 41 | 21 | 25 | 21 | 49 | 28 | 29 | 24 | 25 | 12 | 16 |
| | 27% | 27% | 30% | 28% | 37% | 22% | 34% | 24% | 33% | 22% | 31% | 25% | 29% | 35% | 33% | 21% | 21% | 24% | 23% | 41% | 24% | 24% | 20% | 26% |
| SOMEWHAT UNFAVORABLE | 43 | 13 | 16 | 29 | 3 | 8 | 5 | 6 | 4 | 12 | 8 | 29 | 15 | 18 | 5 | 13 | 7 | 23 | 15 | 6 | 17 | 6 | 9 | 5 |
| | 11% | 5% | 18% | 9% | 8% | 19% | 7% | 12% | 7% | 10% | 16% | 15% | 7% | 15% | 8% | 11% | 7% | 11% | 12% | 9% | 17% | 6% | 16% | 8% |
| STRONGLY UNFAVORABLE | 49 | 10 | 7 | 17 | 14 | 7 | 6 | 9 | 10 | 12 | 5 | 33 | 16 | 13 | 9 | 14 | 13 | 35 | 5 | 7 | 24 | 11 | 4 | 1 |
| | 12% | 4% | 8% | 5% | 36% | 17% | 9% | 17% | 16% | 10% | 9% | 17% | 7% | 11% | 14% | 11% | 13% | 18% | 4% | 10% | 24% | 11% | 7% | 2% |
| HEARD OF/NO OPINION | 5 | 5 | - | 5 | - | 3 | 1 | - | 1 | - | - | 3 | 1 | 1 | - | 3 | 1 | 1 | - | 3 | 1 | 1 | - | - |
| | 1% | 2% | - | 1% | - | 7% | 1% | - | 2% | - | - | 2% | 1% | - | - | 3% | 1% | 1% | - | 4% | 1% | 1% | - | - |
| NEVER HEARD OF | 4 | 4 | - | 4 | - | - | - | 1 | 2 | 1 | - | 4 | - | 1 | - | - | 3 | - | 1 | 3 | - | - | 1 | - |
| | 1% | 2% | - | 1% | - | - | - | 3% | 3% | 1% | - | 2% | - | 1% | - | - | 3% | - | 1% | 4% | - | - | 2% | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.3 | 9.2 | 2.8 | 5.9 | 1.3 | 1.6 | 5.2 | 2.3 | 3.1 | 4.2 | 3.0 | 1.9 | 5.9 | 2.8 | 3.5 | 3.3 | 3.7 | 2.4 | 5.0 | 3.9 | 1.4 | 4.8 | 3.1 | 9.0 |

Table 18-2
 QUESTION 12:
 Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Hillary Clinton

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-----------------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|--------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (FAVORABLE - UNFAVORABLE) | 207 | 20 | 49 | 69 | 134 | 21 | 48 | 34 | 99 | 34 | 5 | 19 | 22 | 29 | 98 | 61 | 120 | 10 | 32 | 72 | 110 | 20 | 22 |
| | 52% | 60% | 69% | 66% | 46% | 44% | 86% | 25% | 65% | 43% | 18% | 22% | 52% | 85% | 73% | 64% | 86% | 24% | 69% | 78% | 77% | 40% | 57% |
| TOTAL HEARD OF | 396 | 32 | 71 | 102 | 288 | 46 | 56 | 136 | 152 | 77 | 27 | 80 | 42 | 35 | 134 | 91 | 140 | 42 | 47 | 91 | 139 | 49 | 39 |
| | 99% | 95% | 100% | 98% | 99% | 96% | 100% | 98% | 100% | 99% | 100% | 96% | 100% | 100% | 96% | 100% | 100% | 100% | 100% | 99% | 98% | 100% | 100% |
| TOTAL FAVORABLE | 299 | 26 | 60 | 85 | 209 | 34 | 52 | 84 | 125 | 55 | 16 | 48 | 32 | 32 | 115 | 75 | 129 | 26 | 39 | 81 | 123 | 34 | 31 |
| | 75% | 78% | 84% | 82% | 72% | 70% | 92% | 60% | 82% | 71% | 59% | 57% | 75% | 92% | 86% | 78% | 93% | 62% | 84% | 88% | 86% | 70% | 78% |
| TOTAL UNFAVORABLE | 92 | 6 | 11 | 16 | 75 | 13 | 4 | 49 | 26 | 21 | 11 | 29 | 10 | 3 | 18 | 13 | 9 | 16 | 7 | 10 | 13 | 15 | 9 |
| | 23% | 17% | 15% | 16% | 26% | 26% | 7% | 35% | 17% | 28% | 41% | 35% | 23% | 8% | 13% | 14% | 6% | 38% | 16% | 10% | 9% | 30% | 22% |
| STRONGLY FAVORABLE | 190 | 21 | 32 | 53 | 133 | 18 | 35 | 53 | 81 | 28 | 10 | 33 | 18 | 17 | 85 | 51 | 89 | 14 | 25 | 52 | 87 | 13 | 26 |
| | 48% | 62% | 46% | 51% | 46% | 38% | 62% | 38% | 53% | 36% | 39% | 39% | 41% | 49% | 63% | 53% | 63% | 35% | 53% | 57% | 61% | 26% | 66% |
| SOMEWHAT FAVORABLE | 109 | 5 | 27 | 33 | 75 | 16 | 17 | 31 | 44 | 27 | 6 | 15 | 14 | 15 | 31 | 24 | 41 | 11 | 15 | 29 | 35 | 21 | 5 |
| | 27% | 16% | 39% | 31% | 26% | 32% | 30% | 22% | 29% | 35% | 21% | 18% | 34% | 43% | 23% | 25% | 29% | 27% | 32% | 31% | 25% | 44% | 12% |
| SOMEWHAT UNFAVORABLE | 43 | 6 | 7 | 13 | 31 | 10 | 3 | 19 | 12 | 11 | 4 | 14 | 7 | 1 | 7 | 9 | 3 | 10 | 6 | 6 | 6 | 11 | 5 |
| | 11% | 17% | 10% | 12% | 11% | 21% | 5% | 14% | 8% | 14% | 16% | 16% | 17% | 2% | 5% | 10% | 2% | 25% | 12% | 7% | 4% | 23% | 13% |
| STRONGLY UNFAVORABLE | 49 | - | 3 | 3 | 44 | 2 | 1 | 30 | 14 | 10 | 7 | 16 | 3 | 2 | 11 | 4 | 6 | 6 | 2 | 3 | 6 | 4 | 4 |
| | 12% | - | 5% | 3% | 15% | 5% | 2% | 22% | 9% | 13% | 25% | 19% | 7% | 6% | 8% | 4% | 4% | 13% | 3% | 4% | 4% | 7% | 9% |
| HEARD OF/NO OPINION | 5 | - | 1 | 1 | 4 | - | 1 | 3 | 1 | - | - | 3 | 1 | - | 1 | 3 | 1 | - | - | 1 | 4 | - | - |
| | 1% | - | 1% | 1% | 1% | - | 1% | 2% | 1% | - | - | 4% | 1% | - | 1% | 4% | 1% | - | - | 1% | 3% | - | - |
| NEVER HEARD OF | 4 | 2 | - | 2 | 2 | 2 | - | 2 | - | 1 | - | 3 | - | - | - | 4 | - | - | - | 1 | 3 | - | - |
| | 1% | 5% | - | 2% | 1% | 4% | - | 2% | - | 1% | - | 4% | - | - | - | 4% | - | - | - | 1% | 2% | - | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.3 | 4.5 | 5.6 | 5.2 | 2.8 | 2.7 | 13.7 | 1.7 | 4.9 | 2.6 | 1.5 | 1.6 | 3.2 | 12.0 | 6.5 | 5.6 | 14.7 | 1.6 | 5.4 | 8.5 | 9.7 | 2.3 | 3.6 |

Table 18-3
 QUESTION 12:
 Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Hillary Clinton

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------------|-----------|-------|------|-------|------------------|--------|---------|--------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|------|---------------|------------|-----|
| | TOTAL | HS OR | SOME | COLL+ | MEN | MEN | WOMEN | WOMEN | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | LESS | COLL | | W/O DEG | W/ DEG | W/O DEG | W/ DEG | | | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (FAVORABLE - UNFAVORABLE) | 207 | 65 | 53 | 85 | 32 | 25 | 85 | 60 | 78 | 66 | 48 | 101 | 25 | 72 | 187 | 21 | 83 | 113 | 88 | 26 | 37 | 66 | 38 | 38 |
| | 52% | 56% | 61% | 44% | 38% | 24% | 73% | 66% | 59% | 50% | 49% | 52% | 29% | 64% | 52% | 51% | 51% | 50% | 80% | 37% | 56% | 82% | 48% | 63% |
| TOTAL HEARD OF | 396 | 113 | 86 | 192 | 83 | 101 | 116 | 91 | 130 | 131 | 97 | 191 | 84 | 112 | 357 | 38 | 159 | 223 | 110 | 70 | 65 | 81 | 78 | 59 |
| | 99% | 98% | 100% | 99% | 97% | 99% | 100% | 100% | 99% | 99% | 100% | 98% | 100% | 99% | 99% | 96% | 98% | 100% | 99% | 100% | 100% | 100% | 100% | 98% |
| TOTAL FAVORABLE | 299 | 89 | 68 | 138 | 57 | 62 | 100 | 75 | 103 | 98 | 72 | 145 | 53 | 92 | 270 | 29 | 120 | 166 | 99 | 46 | 51 | 73 | 57 | 48 |
| | 75% | 76% | 79% | 71% | 66% | 61% | 86% | 83% | 79% | 74% | 74% | 75% | 63% | 81% | 75% | 72% | 74% | 74% | 89% | 66% | 78% | 91% | 74% | 79% |
| TOTAL UNFAVORABLE | 92 | 24 | 15 | 53 | 24 | 38 | 15 | 15 | 26 | 32 | 25 | 44 | 28 | 19 | 83 | 9 | 37 | 53 | 11 | 21 | 14 | 7 | 20 | 10 |
| | 23% | 21% | 18% | 27% | 28% | 37% | 13% | 17% | 19% | 24% | 25% | 23% | 34% | 17% | 23% | 21% | 23% | 24% | 10% | 29% | 22% | 9% | 25% | 17% |
| STRONGLY FAVORABLE | 190 | 56 | 46 | 85 | 32 | 40 | 70 | 45 | 71 | 60 | 38 | 104 | 27 | 51 | 178 | 13 | 78 | 104 | 62 | 32 | 31 | 47 | 34 | 32 |
| | 48% | 48% | 53% | 44% | 37% | 39% | 60% | 49% | 54% | 45% | 39% | 54% | 32% | 46% | 49% | 32% | 48% | 46% | 56% | 45% | 48% | 59% | 44% | 53% |
| SOMEWHAT FAVORABLE | 109 | 33 | 23 | 53 | 25 | 23 | 31 | 31 | 32 | 38 | 35 | 41 | 27 | 40 | 92 | 16 | 42 | 63 | 37 | 15 | 20 | 26 | 23 | 16 |
| | 27% | 28% | 26% | 28% | 29% | 22% | 26% | 33% | 25% | 29% | 36% | 21% | 32% | 36% | 26% | 40% | 26% | 28% | 33% | 21% | 30% | 32% | 29% | 26% |
| SOMEWHAT UNFAVORABLE | 43 | 18 | 4 | 21 | 15 | 14 | 8 | 7 | 15 | 16 | 8 | 12 | 20 | 12 | 38 | 6 | 14 | 29 | 3 | 11 | 8 | 5 | 11 | 6 |
| | 11% | 16% | 5% | 11% | 17% | 14% | 7% | 8% | 11% | 12% | 8% | 6% | 23% | 10% | 10% | 14% | 9% | 13% | 3% | 16% | 12% | 6% | 14% | 10% |
| STRONGLY UNFAVORABLE | 49 | 6 | 11 | 32 | 9 | 23 | 8 | 8 | 11 | 16 | 17 | 32 | 9 | 8 | 46 | 3 | 24 | 25 | 8 | 9 | 7 | 2 | 9 | 4 |
| | 12% | 5% | 13% | 16% | 11% | 23% | 6% | 9% | 8% | 12% | 17% | 16% | 10% | 7% | 13% | 7% | 15% | 11% | 7% | 13% | 10% | 3% | 11% | 6% |
| HEARD OF/NO OPINION | 5 | 1 | 3 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 4 | 1 | 1 | 3 | - | 3 | - | - | 1 | 1 |
| | 1% | 1% | 3% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 2% | - | 4% | - | - | 1% | 2% |
| NEVER HEARD OF | 4 | 3 | - | 1 | 3 | 1 | - | - | 2 | 1 | - | 3 | - | 1 | 2 | 2 | 3 | 1 | 1 | - | - | - | - | 1 |
| | 1% | 2% | - | 1% | 3% | 1% | - | - | 1% | 1% | - | 2% | - | 1% | 1% | 4% | 2% | - | 1% | - | - | - | - | 2% |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.3 | 3.7 | 4.5 | 2.6 | 2.4 | 1.7 | 6.6 | 4.9 | 4.0 | 3.1 | 2.9 | 3.3 | 1.9 | 4.7 | 3.2 | 3.4 | 3.2 | 3.1 | 9.1 | 2.2 | 3.6 | 10.1 | 2.9 | 4.8 |

Table 18-4
QUESTION 12:

Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Hillary Clinton

BANNER 4

| | MOOD OF COUNTRY | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|-----------------------------------|-----------------|-----------|-------------|---------------|------|-------|-------|-------------|-------|-------|------|---------------------|-------|-------|-------|-------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT | SMWT | TOTAL | TOTAL | SMWT | TOTAL | TOTAL | FAV | PROB/ | TOTAL | TOTAL | PROB/ | TOTAL | |
| | | | | RT | FAV | FAV | UNFAV | FAV | FAV | UNFAV | LEAN | OBAMA | CLIN- | CLIN- | UND | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (FAVORABLE - UNFAVORABLE) | 207 | -3 | 208 | 208 | 55 | 109 | 299 | -92 | 67 | 137 | 56 | 207 | 16 | 17 | 173 | 40 | 24 |
| | 52% | -7% | 61% | 72% | 52% | 100% | 100% | -100% | 55% | 48% | 58% | 100% | 34% | 10% | 89% | 72% | 73% |
| TOTAL HEARD OF | 396 | 42 | 336 | 285 | 105 | 109 | 299 | 92 | 121 | 281 | 97 | 207 | 47 | 163 | 194 | 56 | 32 |
| | 99% | 100% | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 98% | 99% | 100% | 100% | 96% |
| TOTAL FAVORABLE | 299 | 19 | 269 | 244 | 80 | 109 | 299 | - | 94 | 207 | 76 | 207 | 32 | 88 | 184 | 48 | 27 |
| | 75% | 46% | 79% | 84% | 76% | 100% | 100% | - | 78% | 73% | 79% | 100% | 66% | 54% | 94% | 86% | 82% |
| TOTAL UNFAVORABLE | 92 | 23 | 62 | 37 | 25 | - | - | 92 | 27 | 71 | 21 | - | 15 | 72 | 11 | 8 | 3 |
| | 23% | 54% | 18% | 13% | 24% | - | - | 100% | 22% | 25% | 21% | - | 31% | 44% | 6% | 14% | 9% |
| STRONGLY FAVORABLE | 190 | 15 | 169 | 160 | 44 | - | 190 | - | 60 | 121 | 58 | 121 | 15 | 29 | 146 | 21 | 16 |
| | 48% | 37% | 50% | 55% | 42% | - | 64% | - | 50% | 42% | 59% | 58% | 31% | 17% | 75% | 38% | 47% |
| SOMEWHAT FAVORABLE | 109 | 4 | 100 | 84 | 36 | 109 | 109 | - | 34 | 87 | 19 | 87 | 17 | 60 | 37 | 26 | 12 |
| | 27% | 10% | 30% | 29% | 34% | 100% | 36% | - | 28% | 31% | 19% | 42% | 35% | 36% | 19% | 47% | 35% |
| SOMEWHAT UNFAVORABLE | 43 | 10 | 27 | 22 | 11 | - | - | 43 | 16 | 38 | 6 | - | 7 | 33 | 6 | 5 | 2 |
| | 11% | 25% | 8% | 8% | 10% | - | - | 47% | 13% | 13% | 6% | - | 14% | 20% | 3% | 9% | 5% |
| STRONGLY UNFAVORABLE | 49 | 12 | 35 | 15 | 14 | - | - | 49 | 12 | 33 | 15 | - | 8 | 39 | 5 | 3 | 1 |
| | 12% | 29% | 10% | 5% | 13% | - | - | 53% | 10% | 12% | 16% | - | 17% | 24% | 3% | 6% | 4% |
| HEARD OF/NO OPINION | 5 | - | 5 | 5 | - | - | - | - | - | 3 | - | - | 1 | 3 | - | - | 1 |
| | 1% | - | 1% | 2% | - | - | - | - | - | 1% | - | - | 1% | 2% | - | - | 4% |
| NEVER HEARD OF | 4 | - | 4 | 4 | - | - | - | - | - | 2 | - | - | 1 | 1 | - | - | 1 |
| | 1% | - | 1% | 1% | - | - | - | - | - | 1% | - | - | 2% | 1% | - | - | 4% |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.3 | 0.9 | 4.4 | 6.7 | 3.2 | - | - | - | 3.5 | 2.9 | 3.7 | - | 2.1 | 1.2 | 16.8 | 6.1 | 8.9 |

Table 18-5

QUESTION 12:

Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Hillary Clinton

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | TEXAS MOOD | | TEXAS ISSUES | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | | | | |
|-----------------------------------|----------------------|--------|------------------------|---------------|------------|--------|--------------|-----------|---------------|------------------|-------------|-----|-------------|---------------------|------|----------|---------------------|-------------|----------|-----------|-------------|-----|-----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (FAVORABLE - UNFAVORABLE) | 207 | 19 | 2 | 4 | 74 | 27 | 17 | 53 | 148 | 144 | 61 | 45 | 36 | 37 | 45 | 86 | 142 | 38 | 86 | 165 | 15 | 125 | 82 |
| | 52% | 27% | 9% | 23% | 95% | 100% | 89% | 36% | 64% | 72% | 66% | 55% | 46% | 48% | 72% | 52% | 52% | 47% | 55% | 51% | 40% | 60% | 43% |
| TOTAL HEARD OF | 396 | 69 | 20 | 16 | 78 | 27 | 19 | 148 | 229 | 196 | 92 | 80 | 79 | 79 | 61 | 164 | 274 | 80 | 152 | 317 | 39 | 207 | 188 |
| ----- | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 99% | 98% | 100% | 98% | 100% | 100% | 98% | 99% | 99% | 100% | 98% | 99% | 100% | 99% | 99% |
| TOTAL FAVORABLE | 299 | 43 | 11 | 10 | 76 | 27 | 18 | 100 | 186 | 168 | 76 | 62 | 56 | 58 | 53 | 125 | 206 | 59 | 119 | 239 | 27 | 163 | 135 |
| ----- | 75% | 62% | 54% | 61% | 97% | 100% | 95% | 68% | 80% | 84% | 83% | 76% | 72% | 74% | 84% | 75% | 75% | 73% | 76% | 74% | 70% | 78% | 71% |
| TOTAL UNFAVORABLE | 92 | 24 | 9 | 6 | 2 | - | 1 | 47 | 38 | 24 | 15 | 17 | 20 | 21 | 8 | 39 | 64 | 21 | 33 | 74 | 12 | 39 | 53 |
| ----- | 23% | 34% | 46% | 39% | 3% | - | 5% | 32% | 16% | 12% | 17% | 21% | 26% | 26% | 12% | 23% | 23% | 26% | 21% | 23% | 30% | 18% | 28% |
| STRONGLY FAVORABLE | 190 | 15 | 5 | 2 | 61 | 24 | 16 | 60 | 124 | 119 | 50 | 45 | 32 | 39 | 32 | 78 | 127 | 43 | 66 | 157 | 16 | 109 | 82 |
| | 48% | 22% | 24% | 14% | 78% | 87% | 85% | 41% | 53% | 60% | 54% | 55% | 41% | 49% | 51% | 47% | 46% | 54% | 42% | 49% | 41% | 52% | 43% |
| SOMEWHAT FAVORABLE | 109 | 28 | 6 | 8 | 15 | 3 | 2 | 40 | 62 | 49 | 27 | 17 | 24 | 19 | 21 | 47 | 79 | 15 | 53 | 82 | 11 | 55 | 53 |
| | 27% | 40% | 30% | 48% | 19% | 13% | 10% | 27% | 27% | 25% | 29% | 21% | 30% | 25% | 34% | 28% | 29% | 19% | 34% | 26% | 29% | 26% | 28% |
| SOMEWHAT UNFAVORABLE | 43 | 12 | 3 | 4 | 1 | - | 1 | 24 | 14 | 13 | 9 | 12 | 6 | 11 | 3 | 21 | 34 | 6 | 14 | 37 | 4 | 18 | 26 |
| | 11% | 17% | 17% | 26% | 2% | - | 5% | 16% | 6% | 7% | 9% | 14% | 8% | 15% | 5% | 13% | 12% | 8% | 9% | 12% | 11% | 9% | 13% |
| STRONGLY UNFAVORABLE | 49 | 12 | 6 | 2 | 1 | - | - | 23 | 24 | 10 | 7 | 6 | 14 | 9 | 4 | 18 | 30 | 15 | 18 | 37 | 8 | 21 | 28 |
| | 12% | 18% | 29% | 12% | 1% | - | - | 16% | 10% | 5% | 7% | 7% | 18% | 12% | 7% | 11% | 11% | 18% | 12% | 11% | 19% | 10% | 15% |
| HEARD OF/NO OPINION | 5 | 2 | - | - | - | - | - | - | 5 | 5 | 1 | 1 | 2 | - | 1 | 1 | 3 | 1 | 1 | 5 | - | 5 | - |
| | 1% | 3% | - | - | - | - | - | - | 2% | 2% | 1% | 1% | 2% | - | 1% | - | 1% | 1% | 1% | 1% | - | 2% | - |
| NEVER HEARD OF | 4 | 1 | - | - | - | - | - | - | 3 | 3 | - | 1 | - | - | 1 | 1 | 1 | - | 3 | 3 | - | 2 | 2 |
| | 1% | 1% | - | - | - | - | - | - | 1% | 2% | - | 2% | - | - | 2% | 1% | 1% | - | 2% | 1% | - | 1% | 1% |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.3 | 1.8 | 1.2 | 1.6 | 37.8 | - | 18.0 | 2.1 | 4.9 | 7.1 | 5.0 | 3.6 | 2.8 | 2.8 | 6.8 | 3.2 | 3.2 | 2.8 | 3.6 | 3.2 | 2.3 | 4.2 | 2.5 |

Table 18-6

QUESTION 12:

Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Hillary Clinton

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------------|------------------|------------|-----------|---------------------------|-------------|-----------|------------|------------------|-------|-------|--------|-----------------------|-------|--------------------|-------|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| | | CABLE NEWS | WORK NEWS | | NEWS- PAPER | WORK NEWS | | RURAL | OTHER | URBAN | | | | | URBAN |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% |
| **D/S (FAVORABLE - UNFAVORABLE) | 207 | 73 | 64 | 36 | 61 | 54 | 37 | 21 | 86 | 5 | 95 | 57 | 146 | 66 | 125 |
| | 52% | 52% | 65% | 45% | 58% | 65% | 49% | 37% | 50% | 31% | 62% | 46% | 54% | 65% | 46% |
| TOTAL HEARD OF | 396 | 138 | 98 | 81 | 104 | 83 | 76 | 57 | 170 | 17 | 151 | 124 | 265 | 102 | 266 |
| ----- | 99% | 98% | 99% | 100% | 99% | 100% | 100% | 100% | 99% | 100% | 99% | 100% | 98% | 100% | 98% |
| TOTAL FAVORABLE | 299 | 104 | 81 | 58 | 82 | 67 | 57 | 39 | 127 | 11 | 122 | 89 | 204 | 84 | 194 |
| ----- | 75% | 74% | 82% | 72% | 78% | 81% | 74% | 69% | 74% | 66% | 79% | 72% | 76% | 82% | 72% |
| TOTAL UNFAVORABLE | 92 | 31 | 17 | 22 | 21 | 13 | 20 | 18 | 41 | 6 | 27 | 32 | 59 | 18 | 69 |
| ----- | 23% | 22% | 17% | 27% | 20% | 16% | 26% | 31% | 24% | 34% | 18% | 26% | 22% | 17% | 25% |
| STRONGLY FAVORABLE | 190 | 57 | 58 | 47 | 59 | 40 | 41 | 19 | 91 | 8 | 72 | 54 | 131 | 58 | 120 |
| | 48% | 40% | 58% | 58% | 56% | 48% | 54% | 34% | 53% | 44% | 47% | 44% | 49% | 57% | 44% |
| SOMEWHAT FAVORABLE | 109 | 47 | 23 | 11 | 23 | 27 | 15 | 20 | 36 | 4 | 49 | 35 | 73 | 26 | 74 |
| | 27% | 33% | 23% | 14% | 22% | 33% | 20% | 35% | 21% | 21% | 32% | 28% | 27% | 26% | 27% |
| SOMEWHAT UNFAVORABLE | 43 | 13 | 9 | 14 | 14 | 5 | 8 | 10 | 18 | 1 | 14 | 14 | 29 | 8 | 35 |
| | 11% | 9% | 9% | 17% | 13% | 6% | 10% | 17% | 11% | 7% | 9% | 12% | 11% | 8% | 13% |
| STRONGLY UNFAVORABLE | 49 | 18 | 8 | 8 | 7 | 8 | 12 | 8 | 23 | 5 | 13 | 18 | 30 | 10 | 34 |
| | 12% | 13% | 8% | 10% | 7% | 9% | 15% | 14% | 13% | 28% | 8% | 14% | 11% | 10% | 13% |
| HEARD OF/NO OPINION | 5 | 3 | - | 1 | 1 | 3 | - | - | 2 | - | 3 | 3 | 2 | 1 | 4 |
| | 1% | 2% | - | 1% | 1% | 3% | - | - | 1% | - | 2% | 2% | 1% | 1% | 1% |
| NEVER HEARD OF | 4 | 3 | 1 | - | 1 | - | - | - | 2 | - | 2 | - | 4 | - | 4 |
| | 1% | 2% | 1% | - | 1% | - | - | - | 1% | - | 1% | - | 2% | - | 2% |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.3 | 3.4 | 4.8 | 2.7 | 3.9 | 5.2 | 2.9 | 2.2 | 3.1 | 1.9 | 4.5 | 2.8 | 3.5 | 4.8 | 2.8 |

Table 19-1
 QUESTION 13:
 Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Barack Obama

BANNER 1

| | PARTY | | | | | REGION | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | | |
|-----------------------------------|-------|----------|----------|-----------|-----|----------|------------|------|---------|-------|------|--------|-------|-------|-------|-------|-----|-----------|-------|-------|------------------|-------------|-------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW- | EAST | HOU-SON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP- | AF AM | WHITE MEN | WHITE WOMEN | HISP- | HISP-ANIC MEN | HISP-ANIC WOMEN |
| | | | | | | | METRO-PLEX | | | | | | | | | | | | ANIC | | | | ANIC | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| **D/S (FAVORABLE - UNFAVORABLE) | 187 | 121 | 42 | 163 | 19 | 26 | 45 | 16 | 37 | 41 | 22 | 109 | 78 | 51 | 37 | 61 | 36 | 83 | 30 | 69 | 51 | 32 | 27 | 3 | |
| | 47% | 52% | 48% | 50% | 48% | 62% | 63% | 31% | 62% | 33% | 44% | 58% | 37% | 43% | 60% | 52% | 36% | 42% | 25% | 97% | 52% | 32% | 48% | 4% | |
| TOTAL HEARD OF | 395 | 234 | 87 | 321 | 36 | 42 | 71 | 50 | 59 | 124 | 48 | 186 | 209 | 118 | 60 | 118 | 99 | 199 | 117 | 71 | 99 | 100 | 55 | 62 | |
| | 99% | 99% | 99% | 99% | 94% | 100% | 99% | 99% | 100% | 98% | 97% | 99% | 99% | 98% | 97% | 100% | 99% | 99% | 97% | 100% | 100% | 99% | 96% | 98% | |
| TOTAL FAVORABLE | 284 | 173 | 63 | 236 | 27 | 33 | 57 | 32 | 46 | 80 | 35 | 145 | 139 | 83 | 48 | 88 | 65 | 137 | 72 | 69 | 74 | 63 | 41 | 31 | |
| | 71% | 74% | 71% | 73% | 69% | 79% | 80% | 63% | 79% | 63% | 71% | 77% | 66% | 69% | 77% | 74% | 65% | 68% | 59% | 97% | 75% | 62% | 71% | 49% | |
| TOTAL UNFAVORABLE | 97 | 52 | 21 | 73 | 8 | 7 | 12 | 17 | 10 | 38 | 13 | 36 | 61 | 31 | 11 | 27 | 28 | 54 | 42 | - | 23 | 31 | 13 | 28 | |
| | 24% | 22% | 24% | 23% | 21% | 17% | 17% | 32% | 16% | 30% | 27% | 19% | 29% | 26% | 17% | 23% | 28% | 27% | 34% | - | 23% | 31% | 23% | 44% | |
| STRONGLY FAVORABLE | 162 | 105 | 36 | 141 | 15 | 21 | 31 | 21 | 29 | 48 | 12 | 86 | 76 | 47 | 31 | 53 | 32 | 64 | 43 | 53 | 32 | 32 | 29 | 14 | |
| | 41% | 45% | 41% | 44% | 38% | 49% | 43% | 40% | 50% | 38% | 25% | 46% | 36% | 39% | 50% | 45% | 32% | 32% | 36% | 75% | 32% | 32% | 51% | 22% | |
| SOMEWHAT FAVORABLE | 121 | 68 | 27 | 95 | 12 | 12 | 26 | 12 | 17 | 31 | 23 | 58 | 63 | 36 | 17 | 35 | 33 | 74 | 28 | 16 | 42 | 31 | 12 | 17 | |
| | 30% | 29% | 31% | 30% | 31% | 30% | 37% | 23% | 29% | 25% | 46% | 31% | 30% | 30% | 27% | 30% | 33% | 37% | 24% | 22% | 43% | 31% | 20% | 26% | |
| SOMEWHAT UNFAVORABLE | 47 | 21 | 13 | 34 | 4 | 2 | 9 | 6 | 1 | 24 | 4 | 16 | 31 | 17 | 4 | 12 | 14 | 23 | 21 | - | 11 | 13 | 5 | 16 | |
| | 12% | 9% | 15% | 10% | 11% | 5% | 12% | 12% | 2% | 19% | 9% | 8% | 14% | 14% | 6% | 10% | 14% | 12% | 18% | - | 11% | 13% | 9% | 25% | |
| STRONGLY UNFAVORABLE | 51 | 31 | 8 | 39 | 4 | 5 | 4 | 10 | 9 | 14 | 9 | 20 | 31 | 15 | 7 | 14 | 14 | 31 | 20 | - | 12 | 19 | 8 | 12 | |
| | 13% | 13% | 9% | 12% | 10% | 12% | 5% | 21% | 14% | 11% | 18% | 11% | 14% | 12% | 12% | 12% | 14% | 15% | 17% | - | 12% | 18% | 14% | 19% | |
| HEARD OF/NO OPINION | 14 | 9 | 3 | 12 | 1 | 2 | 2 | 1 | 3 | 7 | - | 5 | 9 | 3 | 1 | 3 | 6 | 8 | 4 | 2 | 2 | 6 | 1 | 3 | |
| | 4% | 4% | 3% | 4% | 4% | 4% | 2% | 3% | 5% | 5% | - | 3% | 4% | 3% | 2% | 3% | 6% | 4% | 3% | 3% | 2% | 5% | 1% | 5% | |
| NEVER HEARD OF | 4 | 1 | - | 1 | 2 | - | 1 | 1 | - | 1 | 1 | 2 | 1 | 2 | 1 | - | 1 | 1 | 2 | - | - | 1 | 2 | - | |
| | 1% | 1% | - | - | 6% | - | 1% | 1% | - | 1% | 3% | 1% | 1% | 2% | 1% | - | 1% | 1% | 2% | - | - | 1% | 4% | - | |
| REFUSED | 1 | - | 1 | 1 | - | - | - | - | - | 1 | - | - | 1 | - | 1 | - | - | - | 1 | - | - | - | - | 1 | |
| | - | - | 1% | - | - | - | - | - | - | 1% | - | - | 1% | - | 2% | - | - | - | 1% | - | - | - | - | 2% | |
| **RATIO (FAVORABLE / UNFAVORABLE) | 2.9 | 3.3 | 3.0 | 3.2 | 3.3 | 4.6 | 4.6 | 2.0 | 4.8 | 2.1 | 2.7 | 4.0 | 2.3 | 2.6 | 4.4 | 3.3 | 2.3 | 2.5 | 1.7 | - | 3.3 | 2.0 | 3.1 | 1.1 | |
| FAV BOTH | 207 | 148 | 41 | 189 | 15 | 19 | 48 | 21 | 33 | 61 | 25 | 88 | 119 | 56 | 37 | 65 | 49 | 99 | 52 | 52 | 43 | 57 | 27 | 25 | |
| | 52% | 63% | 47% | 59% | 38% | 44% | 67% | 42% | 56% | 48% | 50% | 47% | 56% | 46% | 59% | 56% | 49% | 49% | 43% | 73% | 43% | 56% | 47% | 39% | |

Table 19-2
 QUESTION 13:
 Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Barack Obama

BANNER 2

| | IDEOLOGY | | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------------|----------|------|------|-------|------|-----------------|------|------|------|------------|------|------|-------|-------|--------------|------|------|------|-----------|------|------|------|------|
| | TOTAL | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | | LIB | LIB | LIB | CONS | | | CONS | CONS | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (FAVORABLE - UNFAVORABLE) | 187 | 24 | 42 | 65 | 120 | 36 | 30 | 71 | 48 | 39 | 19 | 51 | 12 | 18 | 47 | 58 | 64 | 27 | 14 | 51 | 71 | 21 | 21 |
| | 47% | 72% | 59% | 63% | 41% | 75% | 53% | 52% | 32% | 50% | 71% | 61% | 29% | 51% | 35% | 60% | 46% | 66% | 31% | 55% | 49% | 43% | 54% |
| TOTAL HEARD OF | 395 | 33 | 70 | 103 | 286 | 47 | 56 | 137 | 149 | 75 | 27 | 84 | 42 | 33 | 134 | 95 | 138 | 42 | 45 | 92 | 142 | 48 | 39 |
| | 99% | 100% | 98% | 99% | 99% | 97% | 100% | 99% | 98% | 97% | 100% | 100% | 100% | 94% | 100% | 100% | 99% | 100% | 97% | 99% | 100% | 97% | 100% |
| TOTAL FAVORABLE | 284 | 27 | 54 | 81 | 199 | 40 | 41 | 103 | 96 | 56 | 22 | 66 | 26 | 25 | 87 | 75 | 98 | 34 | 29 | 70 | 103 | 34 | 29 |
| | 71% | 81% | 76% | 78% | 69% | 83% | 73% | 74% | 63% | 73% | 83% | 79% | 62% | 73% | 65% | 79% | 70% | 82% | 62% | 76% | 72% | 69% | 74% |
| TOTAL UNFAVORABLE | 97 | 3 | 12 | 16 | 79 | 4 | 11 | 32 | 48 | 17 | 3 | 15 | 14 | 7 | 40 | 18 | 34 | 7 | 14 | 20 | 32 | 13 | 8 |
| | 24% | 10% | 17% | 15% | 27% | 9% | 20% | 23% | 31% | 22% | 13% | 18% | 33% | 21% | 30% | 18% | 25% | 16% | 31% | 21% | 23% | 26% | 21% |
| STRONGLY FAVORABLE | 162 | 23 | 22 | 46 | 116 | 27 | 19 | 60 | 56 | 35 | 13 | 39 | 12 | 18 | 45 | 51 | 54 | 20 | 16 | 46 | 59 | 18 | 18 |
| | 41% | 70% | 32% | 44% | 40% | 56% | 34% | 43% | 37% | 45% | 47% | 47% | 29% | 53% | 34% | 53% | 39% | 47% | 35% | 49% | 41% | 37% | 46% |
| SOMEWHAT FAVORABLE | 121 | 4 | 31 | 35 | 83 | 13 | 22 | 43 | 40 | 22 | 10 | 27 | 14 | 7 | 42 | 25 | 44 | 15 | 13 | 25 | 44 | 16 | 11 |
| | 30% | 12% | 44% | 34% | 29% | 28% | 39% | 31% | 26% | 28% | 37% | 32% | 33% | 20% | 31% | 26% | 31% | 35% | 27% | 27% | 31% | 32% | 29% |
| SOMEWHAT UNFAVORABLE | 47 | 2 | 12 | 14 | 31 | 4 | 9 | 12 | 20 | 9 | 1 | 7 | 8 | 3 | 20 | 4 | 16 | 5 | 8 | 5 | 15 | 8 | 6 |
| | 12% | 6% | 16% | 13% | 11% | 9% | 17% | 8% | 13% | 11% | 2% | 8% | 19% | 8% | 15% | 5% | 12% | 13% | 17% | 6% | 11% | 16% | 14% |
| STRONGLY UNFAVORABLE | 51 | 1 | 1 | 2 | 48 | - | 2 | 20 | 28 | 9 | 3 | 9 | 6 | 4 | 20 | 13 | 18 | 1 | 6 | 14 | 17 | 5 | 3 |
| | 13% | 4% | 1% | 2% | 17% | - | 3% | 14% | 19% | 11% | 10% | 10% | 14% | 13% | 15% | 14% | 13% | 3% | 14% | 15% | 12% | 10% | 7% |
| HEARD OF/NO OPINION | 14 | 3 | 3 | 6 | 8 | 3 | 4 | 2 | 6 | 1 | 1 | 3 | 2 | - | 7 | 3 | 6 | 1 | 2 | 2 | 7 | 1 | 2 |
| | 4% | 9% | 5% | 6% | 3% | 5% | 6% | 2% | 4% | 2% | 4% | 3% | 5% | - | 5% | 3% | 4% | 1% | 5% | 2% | 5% | 2% | 5% |
| NEVER HEARD OF | 4 | - | 1 | 1 | 2 | 1 | - | 1 | 1 | 2 | - | - | - | 1 | 1 | - | 1 | - | - | 1 | 1 | - | - |
| | 1% | - | 2% | 1% | 1% | 3% | - | 1% | 1% | 3% | - | - | - | 2% | - | - | 1% | - | - | 1% | - | - | - |
| REFUSED | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - |
| | - | - | - | - | - | - | - | - | 1% | - | - | - | - | 4% | - | - | - | - | 3% | - | - | 3% | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 2.9 | 8.3 | 4.4 | 5.2 | 2.5 | 9.6 | 3.6 | 3.2 | 2.0 | 3.2 | 6.7 | 4.4 | 1.9 | 3.4 | 2.2 | 4.3 | 2.9 | 5.1 | 2.0 | 3.6 | 3.2 | 2.6 | 3.6 |
| FAV BOTH | 207 | 21 | 44 | 66 | 139 | 28 | 37 | 58 | 81 | 38 | 13 | 38 | 18 | 24 | 77 | 57 | 91 | 20 | 22 | 61 | 87 | 20 | 22 |
| | 52% | 64% | 63% | 63% | 48% | 59% | 67% | 42% | 53% | 49% | 47% | 45% | 42% | 69% | 57% | 60% | 65% | 48% | 46% | 66% | 61% | 41% | 55% |

Table 19-3
 QUESTION 13:
 Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Barack Obama

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------------|-----------|-------|------|-------|------------------|--------|---------|--------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|-----------|------|
| | TOTAL | HS OR | SOME | COLL+ | MEN | MEN | WOMEN | WOMEN | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/JOBS | IRAQ | HC | IRAQ | ECON/JOBS | HC |
| | | LESS | COLL | | W/O DEG | W/ DEG | W/O DEG | W/ DEG | | | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (FAVORABLE - UNFAVORABLE) | 187 | 35 | 32 | 125 | 42 | 67 | 24 | 58 | 44 | 58 | 76 | 67 | 50 | 70 | 185 | 1 | 83 | 98 | 61 | 48 | 27 | 36 | 47 | 34 |
| | 47% | 30% | 37% | 65% | 49% | 65% | 21% | 64% | 33% | 44% | 78% | 35% | 59% | 62% | 51% | 3% | 51% | 44% | 55% | 69% | 42% | 45% | 60% | 57% |
| TOTAL HEARD OF | 395 | 112 | 85 | 193 | 84 | 102 | 114 | 91 | 127 | 132 | 97 | 191 | 82 | 113 | 356 | 39 | 162 | 219 | 111 | 66 | 65 | 81 | 76 | 60 |
| | 99% | 96% | 99% | 100% | 97% | 100% | 98% | 100% | 96% | 100% | 100% | 98% | 98% | 100% | 99% | 97% | 100% | 98% | 100% | 95% | 100% | 100% | 98% | 100% |
| TOTAL FAVORABLE | 284 | 69 | 58 | 157 | 62 | 83 | 65 | 74 | 81 | 94 | 85 | 124 | 65 | 89 | 265 | 19 | 118 | 155 | 83 | 56 | 46 | 57 | 61 | 47 |
| | 71% | 60% | 67% | 81% | 72% | 81% | 56% | 81% | 61% | 71% | 88% | 64% | 78% | 79% | 74% | 46% | 73% | 69% | 75% | 79% | 70% | 71% | 78% | 78% |
| TOTAL UNFAVORABLE | 97 | 35 | 26 | 32 | 19 | 16 | 41 | 16 | 37 | 36 | 10 | 57 | 16 | 20 | 80 | 17 | 35 | 58 | 23 | 7 | 18 | 21 | 14 | 12 |
| | 24% | 30% | 30% | 17% | 22% | 16% | 35% | 17% | 28% | 27% | 10% | 29% | 19% | 17% | 22% | 43% | 22% | 26% | 21% | 11% | 28% | 26% | 18% | 21% |
| STRONGLY FAVORABLE | 162 | 32 | 35 | 95 | 35 | 51 | 32 | 44 | 44 | 52 | 52 | 71 | 40 | 49 | 154 | 8 | 76 | 87 | 51 | 30 | 31 | 39 | 30 | 27 |
| | 41% | 28% | 41% | 49% | 41% | 50% | 28% | 48% | 34% | 40% | 53% | 36% | 47% | 44% | 43% | 21% | 47% | 39% | 46% | 43% | 48% | 48% | 38% | 45% |
| SOMEWHAT FAVORABLE | 121 | 37 | 22 | 62 | 27 | 32 | 33 | 30 | 37 | 42 | 33 | 54 | 26 | 40 | 111 | 10 | 43 | 69 | 33 | 25 | 14 | 18 | 31 | 19 |
| | 30% | 32% | 26% | 32% | 31% | 31% | 28% | 33% | 28% | 31% | 34% | 28% | 30% | 36% | 31% | 26% | 26% | 31% | 29% | 36% | 22% | 22% | 40% | 33% |
| SOMEWHAT UNFAVORABLE | 47 | 11 | 14 | 17 | 6 | 10 | 19 | 7 | 13 | 17 | 6 | 24 | 8 | 10 | 39 | 8 | 16 | 28 | 10 | 4 | 10 | 12 | 8 | 5 |
| | 12% | 10% | 17% | 9% | 7% | 10% | 16% | 8% | 10% | 13% | 6% | 12% | 10% | 9% | 11% | 20% | 10% | 12% | 9% | 6% | 15% | 15% | 11% | 9% |
| STRONGLY UNFAVORABLE | 51 | 23 | 12 | 15 | 13 | 7 | 22 | 9 | 24 | 18 | 3 | 34 | 7 | 10 | 41 | 9 | 19 | 30 | 13 | 3 | 8 | 9 | 5 | 7 |
| | 13% | 20% | 14% | 8% | 15% | 7% | 19% | 9% | 18% | 14% | 3% | 17% | 9% | 9% | 11% | 23% | 12% | 13% | 12% | 5% | 13% | 11% | 7% | 12% |
| HEARD OF/NO OPINION | 14 | 8 | 2 | 4 | 3 | 2 | 7 | 2 | 9 | 3 | 2 | 9 | 1 | 4 | 11 | 3 | 8 | 6 | 5 | 3 | 1 | 3 | 2 | 1 |
| | 4% | 7% | 2% | 2% | 3% | 2% | 6% | 2% | 7% | 2% | 2% | 5% | 1% | 3% | 3% | 7% | 5% | 3% | 4% | 5% | 2% | 4% | 2% | 1% |
| NEVER HEARD OF | 4 | 3 | 1 | - | 2 | - | 1 | - | 4 | - | - | 2 | 2 | - | 2 | 1 | - | 4 | - | 2 | - | - | - | - |
| | 1% | 3% | 1% | - | 3% | - | 1% | - | 3% | - | - | 1% | 2% | - | 1% | 3% | - | 2% | - | 4% | - | - | - | - |
| REFUSED | 1 | 1 | - | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - |
| | - | 1% | - | - | - | - | 1% | - | 1% | - | - | 1% | - | - | - | - | - | 1% | - | 2% | - | - | 2% | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 2.9 | 2.0 | 2.2 | 4.9 | 3.2 | 5.0 | 1.6 | 4.7 | 2.2 | 2.6 | 8.8 | 2.2 | 4.2 | 4.5 | 3.3 | 1.1 | 3.3 | 2.7 | 3.6 | 7.5 | 2.5 | 2.8 | 4.4 | 3.7 |
| FAV BOTH | 207 | 46 | 45 | 116 | 35 | 53 | 56 | 63 | 63 | 68 | 65 | 92 | 41 | 70 | 195 | 12 | 91 | 107 | 74 | 34 | 35 | 52 | 43 | 36 |
| | 52% | 39% | 52% | 60% | 41% | 52% | 48% | 69% | 48% | 51% | 66% | 47% | 49% | 62% | 54% | 30% | 56% | 48% | 67% | 48% | 53% | 65% | 55% | 60% |

Table 19-4

QUESTION 13:

Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Barack Obama

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------------|-----------------|-----------|-------------|---------|------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|----------------|--------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTY/RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN-TON | PROB/LEAN CLIN-TON | UND |
| | | | | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (FAVORABLE - UNFAVORABLE) | 187 | 4 | 173 | 153 | 46 | 68 | 131 | 50 | 121 | 284 | -97 | 207 | 40 | 146 | 18 | 8 | 21 |
| | 47% | 8% | 51% | 53% | 44% | 63% | 44% | 54% | 100% | 100% | -100% | 100% | 83% | 89% | 9% | 15% | 64% |
| TOTAL HEARD OF | 395 | 41 | 337 | 287 | 103 | 107 | 295 | 91 | 121 | 284 | 97 | 207 | 48 | 164 | 190 | 56 | 33 |
| | 99% | 97% | 99% | 99% | 98% | 99% | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 98% | 100% | 98% |
| TOTAL FAVORABLE | 284 | 22 | 250 | 215 | 73 | 87 | 207 | 71 | 121 | 284 | - | 207 | 44 | 155 | 100 | 31 | 26 |
| | 71% | 51% | 73% | 74% | 70% | 80% | 69% | 77% | 100% | 100% | - | 100% | 90% | 94% | 51% | 55% | 78% |
| TOTAL UNFAVORABLE | 97 | 18 | 76 | 61 | 27 | 19 | 76 | 21 | - | - | 97 | - | 3 | 8 | 81 | 23 | 5 |
| | 24% | 43% | 22% | 21% | 26% | 17% | 26% | 22% | - | - | 100% | - | 7% | 5% | 42% | 41% | 14% |
| STRONGLY FAVORABLE | 162 | 9 | 146 | 126 | 46 | 53 | 113 | 44 | - | 162 | - | 113 | 26 | 122 | 22 | 9 | 16 |
| | 41% | 22% | 43% | 43% | 44% | 49% | 38% | 47% | - | 57% | - | 55% | 54% | 74% | 11% | 17% | 47% |
| SOMEWHAT FAVORABLE | 121 | 12 | 103 | 89 | 27 | 34 | 94 | 27 | 121 | 121 | - | 94 | 18 | 33 | 78 | 21 | 10 |
| | 30% | 29% | 30% | 31% | 26% | 31% | 32% | 29% | 100% | 43% | - | 45% | 37% | 20% | 40% | 38% | 32% |
| SOMEWHAT UNFAVORABLE | 47 | 4 | 40 | 30 | 15 | 12 | 35 | 12 | - | - | 47 | - | 3 | 7 | 36 | 14 | 3 |
| | 12% | 9% | 12% | 11% | 14% | 11% | 12% | 13% | - | - | 48% | - | 7% | 4% | 19% | 25% | 9% |
| STRONGLY UNFAVORABLE | 51 | 14 | 36 | 31 | 13 | 6 | 42 | 9 | - | - | 51 | - | - | 1 | 45 | 9 | 2 |
| | 13% | 34% | 11% | 11% | 12% | 6% | 14% | 10% | - | - | 52% | - | - | 1% | 23% | 16% | 5% |
| HEARD OF/NO OPINION | 14 | 1 | 11 | 11 | 3 | 2 | 11 | - | - | - | - | - | 1 | 1 | 9 | 2 | 2 |
| | 4% | 3% | 3% | 4% | 3% | 2% | 4% | - | - | - | - | - | 2% | 1% | 5% | 4% | 5% |
| NEVER HEARD OF | 4 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | - | - | - | - | - | - | 3 | - | 1 |
| | 1% | 3% | - | - | 1% | 1% | 1% | 1% | - | - | - | - | - | - | 2% | - | 2% |
| REFUSED | 1 | - | 1 | 1 | 1 | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | 1% | - | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 2.9 | 1.2 | 3.3 | 3.5 | 2.7 | 4.6 | 2.7 | 3.4 | - | - | - | - | 12.6 | 18.6 | 1.2 | 1.4 | 5.5 |
| FAV BOTH | 207 | 8 | 195 | 177 | 53 | 87 | 207 | - | 94 | 207 | - | 207 | 30 | 87 | 96 | 27 | 24 |
| | 52% | 19% | 57% | 61% | 50% | 80% | 69% | - | 78% | 73% | - | 100% | 63% | 53% | 49% | 49% | 72% |

Table 19-5
 QUESTION 13:
 Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Barack Obama

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|-----------------------------------|----------------------|--------|------------------------|--------------------|------------|--------|------------|-----------|-------------|------------------|-------|-------|-------------|---------------|-------|-------------|-----------|-------------|---------------------|-----------|-------------|---------------------|-------|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (FAVORABLE - UNFAVORABLE) | 187 | 70 | 16 | 14 | 12 | 3 | -3 | 53 | 121 | 111 | 66 | 35 | 24 | 35 | 26 | 80 | 133 | 38 | 68 | 162 | 8 | 115 | 71 |
| | 47% | 100% | 82% | 85% | 15% | 11% | -17% | 36% | 52% | 55% | 72% | 43% | 31% | 44% | 42% | 49% | 48% | 47% | 44% | 50% | 20% | 55% | 37% |
| TOTAL HEARD OF | 395 | 70 | 20 | 16 | 76 | 26 | 19 | 143 | 232 | 199 | 92 | 80 | 79 | 78 | 62 | 163 | 272 | 79 | 154 | 319 | 38 | 208 | 186 |
| ----- | 99% | 100% | 100% | 100% | 98% | 98% | 100% | 97% | 100% | 100% | 100% | 99% | 100% | 99% | 98% | 98% | 99% | 98% | 99% | 100% | 97% | 100% | 98% |
| TOTAL FAVORABLE | 284 | 70 | 18 | 14 | 44 | 13 | 7 | 96 | 172 | 151 | 77 | 58 | 49 | 56 | 43 | 121 | 200 | 57 | 109 | 235 | 22 | 158 | 125 |
| ----- | 71% | 100% | 91% | 89% | 56% | 50% | 39% | 65% | 74% | 75% | 84% | 71% | 62% | 71% | 68% | 73% | 73% | 71% | 70% | 73% | 56% | 76% | 66% |
| TOTAL UNFAVORABLE | 97 | - | 2 | 1 | 32 | 10 | 11 | 43 | 51 | 40 | 11 | 23 | 25 | 21 | 17 | 40 | 67 | 19 | 40 | 73 | 14 | 43 | 54 |
| ----- | 24% | - | 9% | 4% | 41% | 39% | 57% | 29% | 22% | 20% | 12% | 28% | 31% | 27% | 27% | 24% | 24% | 24% | 26% | 23% | 37% | 21% | 28% |
| STRONGLY FAVORABLE | 162 | 62 | 12 | 10 | 8 | 2 | 2 | 53 | 96 | 83 | 54 | 31 | 20 | 30 | 21 | 60 | 115 | 25 | 56 | 135 | 12 | 89 | 73 |
| | 41% | 89% | 61% | 59% | 10% | 9% | 11% | 36% | 41% | 42% | 58% | 39% | 26% | 38% | 33% | 36% | 42% | 31% | 36% | 42% | 30% | 43% | 39% |
| SOMEWHAT FAVORABLE | 121 | 8 | 6 | 5 | 36 | 11 | 5 | 43 | 76 | 67 | 24 | 26 | 29 | 26 | 22 | 61 | 85 | 32 | 52 | 99 | 10 | 69 | 52 |
| | 30% | 11% | 30% | 30% | 46% | 41% | 29% | 29% | 33% | 34% | 26% | 33% | 37% | 33% | 35% | 37% | 31% | 40% | 34% | 31% | 27% | 33% | 27% |
| SOMEWHAT UNFAVORABLE | 47 | - | 2 | 1 | 17 | 7 | 3 | 20 | 26 | 19 | 5 | 11 | 7 | 9 | 7 | 25 | 32 | 9 | 26 | 40 | 3 | 22 | 25 |
| | 12% | - | 9% | 4% | 22% | 25% | 15% | 14% | 11% | 9% | 5% | 14% | 8% | 11% | 11% | 15% | 12% | 11% | 17% | 13% | 7% | 10% | 13% |
| STRONGLY UNFAVORABLE | 51 | - | - | - | 15 | 4 | 8 | 22 | 25 | 21 | 6 | 12 | 18 | 12 | 10 | 16 | 36 | 10 | 14 | 33 | 11 | 22 | 29 |
| | 13% | - | - | - | 19% | 14% | 41% | 15% | 11% | 11% | 7% | 14% | 23% | 16% | 16% | 9% | 13% | 13% | 9% | 10% | 29% | 10% | 15% |
| HEARD OF/NO OPINION | 14 | - | - | 1 | 1 | 3 | 1 | 4 | 9 | 8 | 3 | - | 5 | 1 | 2 | 2 | 5 | 3 | 6 | 12 | 1 | 7 | 7 |
| | 4% | - | - | 7% | 2% | 10% | 4% | 3% | 4% | 4% | 4% | - | 6% | 2% | 3% | 1% | 2% | 4% | 4% | 4% | 4% | 3% | 4% |
| NEVER HEARD OF | 4 | - | - | - | - | 1 | - | 3 | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | 1 | 3 |
| | 1% | - | - | - | - | 2% | - | 2% | - | - | - | 1% | - | 1% | 2% | 1% | - | 2% | 1% | - | - | - | 2% |
| REFUSED | 1 | - | - | - | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | 1 | - | 1 |
| | - | - | - | - | 2% | - | - | 1% | - | - | - | - | - | - | - | 1% | - | - | - | - | 3% | - | 1% |
| **RATIO (FAVORABLE / UNFAVORABLE) | 2.9 | - | 10.1 | 23.0 | 1.4 | 1.3 | 0.7 | 2.3 | 3.4 | 3.8 | 6.8 | 2.6 | 2.0 | 2.7 | 2.6 | 3.0 | 3.0 | 3.0 | 2.7 | 3.2 | 1.5 | 3.6 | 2.3 |
| FAV BOTH | 207 | 43 | 11 | 9 | 44 | 13 | 7 | 60 | 139 | 126 | 65 | 42 | 31 | 37 | 34 | 91 | 148 | 39 | 83 | 170 | 15 | 125 | 82 |
| | 52% | 62% | 54% | 54% | 56% | 50% | 39% | 41% | 60% | 63% | 71% | 52% | 39% | 47% | 55% | 55% | 54% | 48% | 53% | 53% | 37% | 60% | 43% |

Table 19-6

QUESTION 13:

Now I would like to read you a list of names of different people active in national politics and here in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person.

Barack Obama

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------------|------------------|------------|-----------|-------------|---------------------------|------------|------------|------------------|------------|------------|-------------|--------------|-----------------------|--------------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | | |
| | | CABLE NEWS | WORK NEWS | | NEWS- PAPER | WORK NEWS | | RURAL | OTHER | URBAN | | | | | URBAN | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (FAVORABLE - UNFAVORABLE) | 187 47% | 70 50% | 36 36% | 37 45% | 59 56% | 26 31% | 35 46% | 11 19% | 63 37% | 8 43% | 105 68% | 73 59% | 117 43% | 59 58% | 112 42% | |
| TOTAL HEARD OF ----- | 395 99% | 140 99% | 98 99% | 80 99% | 103 98% | 83 100% | 75 98% | 53 94% | 171 99% | 17 100% | 153 100% | 124 100% | 264 98% | 102 100% | 265 98% | |
| TOTAL FAVORABLE ----- | 284 71% | 103 73% | 64 64% | 58 71% | 80 76% | 54 65% | 53 69% | 31 54% | 114 66% | 12 70% | 127 83% | 97 79% | 185 69% | 78 77% | 184 68% | |
| TOTAL UNFAVORABLE ----- | 97 24% | 32 23% | 28 28% | 21 26% | 21 20% | 28 34% | 18 24% | 20 36% | 50 29% | 5 27% | 22 15% | 24 20% | 68 25% | 19 19% | 72 26% | |
| STRONGLY FAVORABLE | 162 41% | 62 44% | 33 34% | 32 39% | 50 48% | 30 36% | 30 40% | 12 22% | 65 38% | 7 39% | 78 51% | 58 47% | 103 38% | 36 36% | 114 42% | |
| SOMEWHAT FAVORABLE | 121 30% | 41 29% | 30 31% | 26 32% | 30 28% | 24 29% | 23 30% | 19 33% | 48 28% | 5 31% | 49 32% | 39 32% | 82 30% | 42 41% | 70 26% | |
| SOMEWHAT UNFAVORABLE | 47 12% | 15 11% | 12 12% | 11 14% | 9 9% | 16 20% | 5 6% | 6 10% | 27 16% | - - | 14 9% | 12 10% | 32 12% | 10 10% | 35 13% | |
| STRONGLY UNFAVORABLE | 51 13% | 17 12% | 16 16% | 10 12% | 12 11% | 12 14% | 13 17% | 15 26% | 23 13% | 5 27% | 8 5% | 12 10% | 35 13% | 9 9% | 37 14% | |
| HEARD OF/NO OPINION | 14 4% | 4 3% | 6 7% | 2 2% | 3 3% | 1 1% | 4 5% | 2 4% | 8 5% | 1 4% | 3 2% | 2 2% | 12 4% | 5 4% | 10 4% | |
| NEVER HEARD OF | 4 1% | - - | 1 1% | 1 1% | 1 1% | - - | 1 2% | 2 4% | 1 1% | - - | 1 - | - - | 4 1% | - - | 4 1% | |
| REFUSED | 1 - | 1 1% | - - | - - | 1 1% | - - | - - | 1 2% | - - | - - | - - | - - | 1 - | - - | 1 - | |
| **RATIO (FAVORABLE / UNFAVORABLE) | 2.9 | 3.2 | 2.3 | 2.8 | 3.9 | 1.9 | 2.9 | 1.5 | 2.3 | 2.6 | 5.7 | 4.0 | 2.7 | 4.1 | 2.6 | |
| FAV BOTH | 207 52% | 75 53% | 46 47% | 42 52% | 60 57% | 42 51% | 39 51% | 21 37% | 78 45% | 7 39% | 101 66% | 67 54% | 139 52% | 64 63% | 126 47% | |

Table 26-1
 QUESTION 17:
 And, thinking about the DEMOCRATIC PRIMARY election for President, if the election were being held today, for whom would you vote... Barack Obama, or Hillary Clinton?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|--------------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOUS-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| TOTAL CLINTON | 194 | 127 | 43 | 170 | 10 | 14 | 30 | 23 | 26 | 72 | 30 | 74 | 120 | 54 | 23 | 59 | 58 | 103 | 76 | 12 | 43 | 60 | 31 | 45 |
| ----- | 49% | 54% | 49% | 53% | 27% | 32% | 42% | 46% | 44% | 57% | 61% | 39% | 57% | 45% | 37% | 50% | 58% | 52% | 63% | 16% | 44% | 59% | 54% | 71% |
| TOTAL OBAMA | 164 | 80 | 39 | 119 | 23 | 22 | 29 | 20 | 29 | 47 | 16 | 100 | 64 | 62 | 32 | 38 | 32 | 76 | 39 | 46 | 49 | 27 | 26 | 13 |
| ----- | 41% | 34% | 44% | 37% | 61% | 53% | 41% | 40% | 49% | 37% | 33% | 53% | 30% | 52% | 51% | 33% | 32% | 38% | 32% | 65% | 50% | 27% | 45% | 21% |
| DEFINITELY CLINTON | 139 | 95 | 29 | 124 | 8 | 12 | 16 | 17 | 19 | 59 | 16 | 50 | 88 | 36 | 15 | 42 | 45 | 70 | 56 | 9 | 27 | 43 | 23 | 32 |
| | 35% | 41% | 33% | 39% | 20% | 29% | 22% | 33% | 33% | 46% | 33% | 27% | 42% | 30% | 24% | 36% | 45% | 35% | 46% | 13% | 28% | 42% | 41% | 51% |
| PROBABLY CLINTON | 46 | 26 | 12 | 38 | 1 | 1 | 13 | 7 | 4 | 11 | 11 | 19 | 28 | 13 | 8 | 16 | 9 | 29 | 15 | 2 | 14 | 15 | 5 | 10 |
| | 12% | 11% | 14% | 12% | 3% | 2% | 18% | 13% | 6% | 9% | 23% | 10% | 13% | 11% | 13% | 14% | 9% | 14% | 13% | 3% | 14% | 15% | 9% | 16% |
| LEAN CLINTON | 9 | 5 | 2 | 7 | 1 | 1 | 1 | - | 3 | 2 | 2 | 5 | 4 | 4 | - | 1 | 4 | 5 | 5 | - | 2 | 2 | 3 | 2 |
| | 2% | 2% | 2% | 2% | 3% | 1% | 2% | - | 5% | 2% | 4% | 3% | 2% | 4% | - | 1% | 4% | 2% | 4% | - | 2% | 2% | 4% | 3% |
| DEFINITELY OBAMA | 116 | 57 | 26 | 83 | 16 | 15 | 22 | 16 | 24 | 30 | 8 | 70 | 45 | 38 | 22 | 30 | 26 | 47 | 30 | 37 | 29 | 18 | 22 | 8 |
| | 29% | 24% | 30% | 26% | 42% | 36% | 30% | 32% | 41% | 24% | 17% | 37% | 21% | 32% | 36% | 25% | 26% | 23% | 25% | 52% | 30% | 17% | 39% | 13% |
| PROBABLY OBAMA | 36 | 20 | 8 | 29 | 4 | 5 | 6 | 2 | 5 | 12 | 7 | 22 | 15 | 20 | 6 | 5 | 6 | 23 | 6 | 6 | 14 | 9 | 4 | 3 |
| | 9% | 9% | 9% | 9% | 11% | 12% | 9% | 3% | 8% | 10% | 13% | 12% | 7% | 16% | 10% | 4% | 6% | 12% | 5% | 9% | 14% | 9% | 6% | 5% |
| LEAN OBAMA | 12 | 3 | 5 | 8 | 3 | 2 | 1 | 2 | - | 5 | 1 | 8 | 4 | 4 | 3 | 3 | 1 | 6 | 2 | 3 | 6 | 1 | - | 2 |
| | 3% | 1% | 5% | 2% | 8% | 5% | 2% | 4% | - | 4% | 2% | 4% | 2% | 4% | 5% | 3% | 1% | 3% | 2% | 4% | 6% | 1% | - | 3% |
| UNDECIDED/DON'T KNOW | 33 | 25 | 3 | 28 | 5 | 6 | 12 | 3 | 2 | 6 | 3 | 12 | 21 | 5 | 6 | 14 | 8 | 18 | 6 | 8 | 6 | 11 | 1 | 5 |
| | 8% | 11% | 3% | 9% | 12% | 15% | 17% | 6% | 4% | 5% | 7% | 6% | 10% | 4% | 10% | 12% | 8% | 9% | 5% | 11% | 6% | 11% | 2% | 9% |
| OTHER | 3 | - | 3 | 3 | - | - | - | 3 | - | - | - | - | 3 | - | - | 3 | - | - | - | 3 | - | - | - | - |
| | 1% | - | 4% | 1% | - | - | - | 7% | - | - | - | - | 2% | - | - | 3% | - | - | - | 5% | - | - | - | - |
| REFUSED | 5 | 2 | - | 2 | - | - | 1 | 1 | 2 | 2 | - | 2 | 3 | - | 1 | 2 | 2 | 3 | - | 2 | - | 3 | - | - |
| | 1% | 1% | - | 1% | - | - | 1% | 1% | 3% | 1% | - | 1% | 1% | - | 1% | 2% | 2% | 1% | - | 3% | - | 3% | - | - |
| VOTE OBAMA/ FAV CU'S | 132 | 63 | 31 | 94 | 19 | 17 | 22 | 19 | 22 | 42 | 10 | 83 | 49 | 44 | 31 | 33 | 24 | 61 | 24 | 45 | 40 | 20 | 19 | 5 |
| | 33% | 27% | 35% | 29% | 49% | 41% | 30% | 37% | 38% | 33% | 21% | 44% | 23% | 37% | 50% | 28% | 24% | 30% | 20% | 63% | 41% | 20% | 34% | 8% |
| VOTE CLINTON/ FAV CU'S | 156 | 106 | 33 | 139 | 7 | 12 | 25 | 18 | 21 | 60 | 21 | 56 | 100 | 37 | 16 | 53 | 50 | 86 | 56 | 12 | 35 | 51 | 21 | 35 |
| | 39% | 45% | 38% | 43% | 17% | 29% | 35% | 35% | 35% | 47% | 43% | 30% | 47% | 31% | 26% | 45% | 50% | 43% | 46% | 16% | 35% | 50% | 37% | 54% |

Table 26-2
 QUESTION 17:
 And, thinking about the DEMOCRATIC PRIMARY election for President, if the election were being held today, for whom would you vote... Barack Obama, or Hillary Clinton?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|--------------------------------|----------|------|------|-------|-----------------|-----|-------|------|------------|-------|-------|-----|-------|-------|--------------|------|------|------|-----------|------|------|------|------|
| | TOTAL | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | CONS | CONS | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| TOTAL CLINTON | 194 | 12 | 42 | 54 | 136 | 17 | 37 | 57 | 80 | 30 | 8 | 36 | 24 | 15 | 81 | 46 | 81 | 14 | 29 | 44 | 83 | 22 | 21 |
| TOTAL OBAMA | 164 | 16 | 25 | 40 | 123 | 26 | 14 | 74 | 49 | 46 | 17 | 38 | 16 | 15 | 33 | 39 | 41 | 27 | 12 | 41 | 39 | 24 | 15 |
| DEFINITELY CLINTON | 139 | 12 | 28 | 40 | 94 | 14 | 27 | 36 | 58 | 19 | 6 | 25 | 17 | 9 | 62 | 33 | 63 | 12 | 17 | 31 | 64 | 12 | 17 |
| PROBABLY CLINTON | 46 | - | 13 | 13 | 33 | 2 | 11 | 17 | 17 | 8 | 2 | 9 | 6 | 6 | 16 | 10 | 16 | 3 | 9 | 10 | 16 | 9 | 3 |
| LEAN CLINTON | 9 | - | 1 | 1 | 9 | 1 | - | 4 | 4 | 3 | - | 2 | 1 | - | 3 | 3 | 2 | - | 2 | 3 | 3 | 1 | 1 |
| DEFINITELY OBAMA | 116 | 12 | 21 | 33 | 82 | 20 | 13 | 51 | 32 | 28 | 11 | 31 | 10 | 11 | 25 | 26 | 30 | 21 | 5 | 25 | 32 | 16 | 10 |
| PROBABLY OBAMA | 36 | 2 | 4 | 6 | 31 | 4 | 2 | 18 | 13 | 14 | 2 | 6 | 6 | 4 | 5 | 11 | 10 | 4 | 5 | 15 | 6 | 6 | 2 |
| LEAN OBAMA | 12 | 2 | - | 2 | 10 | 2 | - | 6 | 4 | 4 | 3 | 1 | - | 1 | 3 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 2 |
| UNDECIDED/DON'T KNOW | 33 | 4 | 4 | 8 | 24 | 3 | 4 | 8 | 17 | 2 | 2 | 8 | 3 | 4 | 14 | 9 | 17 | 1 | 2 | 6 | 19 | 2 | 1 |
| OTHER | 3 | - | - | - | 3 | - | - | - | 3 | - | - | - | - | - | 3 | - | - | - | 3 | - | - | - | 3 |
| REFUSED | 5 | 2 | - | 2 | 3 | 2 | - | - | 3 | - | - | 2 | - | 1 | 2 | 2 | 1 | - | - | 1 | 2 | - | - |
| VOTE OBAMA/ FAV CU'S | 132 | 13 | 16 | 29 | 103 | 22 | 7 | 61 | 42 | 33 | 16 | 34 | 11 | 15 | 23 | 30 | 33 | 21 | 10 | 33 | 30 | 18 | 13 |
| VOTE CLINTON/ FAV CU'S | 156 | 9 | 34 | 43 | 110 | 10 | 33 | 45 | 65 | 19 | 5 | 32 | 18 | 11 | 72 | 37 | 70 | 12 | 22 | 33 | 74 | 15 | 19 |

Table 26-3

QUESTION 17:
And, thinking about the DEMOCRATIC PRIMARY election for President, if the election were being held today, for whom would you vote... Barack Obama, or Hillary Clinton?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|--------------------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|----|---------------|------------|----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| TOTAL CLINTON | 194 | 69 | 42 | 80 | 39 | 36 | 72 | 44 | 75 | 62 | 36 | 97 | 34 | 56 | 173 | 22 | 69 | 114 | 60 | 36 | 28 | 42 | 39 | 32 |
| TOTAL OBAMA | 164 | 40 | 30 | 94 | 42 | 59 | 28 | 36 | 41 | 58 | 55 | 73 | 41 | 51 | 148 | 16 | 74 | 90 | 36 | 31 | 35 | 31 | 33 | 20 |
| DEFINITELY CLINTON | 139 | 47 | 31 | 56 | 24 | 26 | 53 | 30 | 50 | 42 | 28 | 72 | 23 | 37 | 129 | 10 | 50 | 79 | 47 | 28 | 14 | 32 | 25 | 25 |
| PROBABLY CLINTON | 46 | 17 | 10 | 19 | 11 | 8 | 16 | 12 | 22 | 16 | 7 | 23 | 6 | 17 | 35 | 11 | 18 | 29 | 11 | 7 | 11 | 8 | 9 | 7 |
| LEAN CLINTON | 9 | 5 | 1 | 4 | 3 | 2 | 2 | 2 | 3 | 4 | 1 | 3 | 5 | 2 | 8 | 1 | 1 | 6 | 2 | 1 | 2 | 1 | 5 | 1 |
| DEFINITELY OBAMA | 116 | 27 | 24 | 66 | 28 | 43 | 22 | 23 | 29 | 40 | 39 | 52 | 29 | 35 | 105 | 10 | 55 | 60 | 23 | 22 | 25 | 18 | 24 | 11 |
| PROBABLY OBAMA | 36 | 12 | 2 | 22 | 10 | 12 | 5 | 10 | 9 | 13 | 12 | 15 | 10 | 11 | 32 | 4 | 14 | 22 | 8 | 7 | 6 | 7 | 8 | 6 |
| LEAN OBAMA | 12 | 1 | 4 | 6 | 4 | 4 | 1 | 3 | 3 | 4 | 4 | 6 | 1 | 4 | 10 | 1 | 5 | 7 | 4 | 1 | 4 | 5 | 1 | 2 |
| UNDECIDED/DON'T KNOW | 33 | 6 | 13 | 15 | 4 | 8 | 14 | 7 | 12 | 12 | 7 | 22 | 4 | 6 | 32 | 1 | 15 | 16 | 16 | 3 | 3 | 8 | 6 | 4 |
| OTHER | 3 | - | - | 3 | - | - | - | 3 | - | - | - | - | 3 | - | 3 | - | - | 3 | - | - | - | - | - | 3 |
| REFUSED | 5 | 2 | 2 | 1 | 2 | - | 2 | 1 | 3 | 1 | - | 2 | 2 | 1 | 3 | 2 | 4 | 1 | - | 1 | - | - | - | - |
| VOTE OBAMA/ FAV CU'S | 132 | 29 | 22 | 81 | 34 | 49 | 17 | 32 | 28 | 51 | 44 | 67 | 25 | 39 | 123 | 9 | 57 | 75 | 29 | 24 | 26 | 26 | 23 | 18 |
| VOTE CLINTON/ FAV CU'S | 156 | 48 | 35 | 70 | 29 | 28 | 54 | 42 | 52 | 54 | 31 | 79 | 26 | 45 | 145 | 11 | 59 | 86 | 50 | 27 | 18 | 31 | 34 | 26 |

Table 26-4

QUESTION 17:
And, thinking about the DEMOCRATIC PRIMARY election for President, if the election were being held today, for whom would you vote... Barack Obama, or Hillary Clinton?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|--------------------------------|-----------------|-----------|-------------|---------|-----------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| | | | | | CNTRY/ RT TEXAS | | | | | | | | LEAN OBAMA | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| TOTAL CLINTON | 194 | 20 | 168 | 153 | 56 | 37 | 184 | 11 | 78 | 100 | 81 | 96 | - | - | 194 | 56 | - |
| ----- | 49% | 48% | 49% | 53% | 54% | 34% | 61% | 12% | 64% | 35% | 84% | 46% | - | - | 100% | 100% | - |
| TOTAL OBAMA | 164 | 19 | 137 | 107 | 45 | 60 | 88 | 72 | 33 | 155 | 8 | 87 | 48 | 164 | - | - | - |
| ----- | 41% | 45% | 40% | 37% | 42% | 55% | 29% | 78% | 27% | 55% | 9% | 42% | 100% | 100% | - | - | - |
| DEFINITELY CLINTON | 139 | 9 | 124 | 114 | 37 | 11 | 136 | 3 | 57 | 69 | 59 | 69 | - | - | 139 | - | - |
| | 35% | 21% | 36% | 40% | 35% | 10% | 45% | 3% | 47% | 24% | 60% | 33% | - | - | 71% | - | - |
| PROBABLY CLINTON | 46 | 9 | 36 | 32 | 15 | 19 | 40 | 7 | 18 | 26 | 19 | 23 | - | - | 46 | 46 | - |
| | 12% | 23% | 11% | 11% | 14% | 18% | 13% | 7% | 15% | 9% | 19% | 11% | - | - | 24% | 83% | - |
| LEAN CLINTON | 9 | 2 | 8 | 7 | 4 | 7 | 8 | 1 | 3 | 5 | 4 | 5 | - | - | 9 | 9 | - |
| | 2% | 4% | 2% | 2% | 4% | 6% | 3% | 1% | 3% | 2% | 4% | 2% | - | - | 5% | 17% | - |
| DEFINITELY OBAMA | 116 | 13 | 97 | 76 | 32 | 43 | 57 | 57 | 15 | 111 | 5 | 57 | - | 116 | - | - | - |
| | 29% | 30% | 29% | 26% | 31% | 39% | 19% | 61% | 12% | 39% | 5% | 27% | - | 71% | - | - | - |
| PROBABLY OBAMA | 36 | 6 | 28 | 22 | 7 | 14 | 25 | 10 | 14 | 34 | 1 | 23 | 36 | 36 | - | - | - |
| | 9% | 15% | 8% | 8% | 7% | 13% | 8% | 11% | 12% | 12% | 1% | 11% | 76% | 22% | - | - | - |
| LEAN OBAMA | 12 | - | 12 | 8 | 5 | 3 | 7 | 5 | 3 | 9 | 3 | 7 | 12 | 12 | - | - | - |
| | 3% | - | 3% | 3% | 5% | 3% | 2% | 5% | 3% | 3% | 3% | 3% | 24% | 7% | - | - | - |
| UNDECIDED/DON'T KNOW | 33 | 1 | 32 | 27 | 4 | 12 | 27 | 3 | 10 | 26 | 5 | 24 | - | - | - | - | 33 |
| | 8% | 1% | 10% | 9% | 4% | 11% | 9% | 3% | 9% | 9% | 5% | 12% | - | - | - | - | 100% |
| OTHER | 3 | - | - | - | - | - | - | 3 | - | 3 | - | - | - | - | - | - | - |
| | 1% | - | - | - | - | - | - | 4% | - | 1% | - | - | - | - | - | - | - |
| REFUSED | 5 | 2 | 2 | 2 | - | - | - | 3 | - | - | 3 | - | - | - | - | - | - |
| | 1% | 6% | 1% | 1% | - | - | - | 3% | - | - | 3% | - | - | - | - | - | - |
| VOTE OBAMA/ FAV CU'S | 132 | 13 | 112 | 85 | 37 | 45 | 69 | 60 | 25 | 125 | 6 | 68 | 40 | 132 | - | - | - |
| | 33% | 32% | 33% | 29% | 35% | 41% | 23% | 65% | 21% | 44% | 6% | 33% | 83% | 80% | - | - | - |
| VOTE CLINTON/ FAV CU'S | 156 | 13 | 139 | 129 | 46 | 28 | 149 | 8 | 66 | 85 | 63 | 83 | - | - | 156 | 41 | - |
| | 39% | 31% | 41% | 45% | 44% | 26% | 50% | 8% | 54% | 30% | 65% | 40% | - | - | 80% | 74% | - |

Table 26-5
 QUESTION 17:
 And, thinking about the DEMOCRATIC PRIMARY election for President, if the election were being held today, for whom would you vote... Barack Obama, or Hillary Clinton?

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|--------------------------------|----------------------|--------|-------------|---------------------|------------------------|--------|-------|-----------|-------------|------------------|------|--------------|-------------|------|---------------|----------|-------------|-------------|----------|---------------------|-------------|-----|---------------------|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO | |
| | | | | | | | | | | | | | | | | | | | | | | | | 16 |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| TOTAL CLINTON | 194 | - | - | - | 78 | 27 | 19 | 77 | 111 | 102 | 33 | 44 | 43 | 40 | 32 | 78 | 129 | 46 | 72 | 156 | 17 | 96 | 97 | |
| ----- | 49% | - | - | - | 100% | 100% | 100% | 52% | 48% | 51% | 36% | 54% | 55% | 51% | 51% | 47% | 47% | 58% | 46% | 49% | 45% | 46% | 51% | |
| TOTAL OBAMA | 164 | 70 | 20 | 16 | - | - | - | 64 | 90 | 71 | 45 | 33 | 28 | 34 | 20 | 70 | 113 | 30 | 65 | 132 | 17 | 85 | 80 | |
| ----- | 41% | 100% | 100% | 100% | - | - | - | 43% | 39% | 35% | 49% | 40% | 35% | 43% | 33% | 42% | 41% | 37% | 42% | 41% | 44% | 40% | 42% | |
| DEFINITELY CLINTON | 139 | - | - | - | 58 | 21 | 11 | 48 | 86 | 80 | 25 | 33 | 23 | 35 | 23 | 58 | 92 | 34 | 51 | 115 | 9 | 75 | 63 | |
| | 35% | - | - | - | 74% | 79% | 56% | 33% | 37% | 40% | 27% | 41% | 30% | 44% | 36% | 35% | 33% | 42% | 33% | 36% | 22% | 36% | 33% | |
| PROBABLY CLINTON | 46 | - | - | - | 15 | 6 | 7 | 23 | 21 | 19 | 6 | 8 | 16 | 5 | 5 | 19 | 31 | 11 | 15 | 34 | 8 | 19 | 28 | |
| | 12% | - | - | - | 20% | 21% | 38% | 16% | 9% | 9% | 6% | 10% | 21% | 7% | 7% | 11% | 11% | 14% | 10% | 11% | 20% | 9% | 15% | |
| LEAN CLINTON | 9 | - | - | - | 5 | - | 1 | 6 | 3 | 3 | 2 | 2 | 4 | - | 5 | 1 | 7 | 1 | 5 | 7 | 1 | 3 | 6 | |
| | 2% | - | - | - | 6% | - | 6% | 4% | 1% | 2% | 3% | 3% | 5% | - | 7% | 1% | 3% | 2% | 3% | 2% | 3% | 1% | 3% | |
| DEFINITELY OBAMA | 116 | 61 | 8 | 7 | - | - | - | 46 | 61 | 47 | 33 | 19 | 22 | 23 | 16 | 46 | 80 | 21 | 38 | 92 | 13 | 57 | 59 | |
| | 29% | 87% | 42% | 46% | - | - | - | 31% | 26% | 24% | 36% | 23% | 28% | 30% | 25% | 28% | 29% | 26% | 24% | 29% | 34% | 27% | 31% | |
| PROBABLY OBAMA | 36 | 7 | 8 | 8 | - | - | - | 13 | 23 | 19 | 11 | 10 | 4 | 7 | 4 | 16 | 25 | 6 | 21 | 30 | 3 | 20 | 17 | |
| | 9% | 10% | 42% | 46% | - | - | - | 8% | 10% | 10% | 12% | 13% | 6% | 9% | 6% | 10% | 9% | 8% | 13% | 9% | 8% | 10% | 9% | |
| LEAN OBAMA | 12 | 2 | 3 | 1 | - | - | - | 5 | 7 | 4 | 1 | 4 | 2 | 3 | 1 | 8 | 9 | 2 | 6 | 10 | 1 | 8 | 4 | |
| | 3% | 3% | 16% | 8% | - | - | - | 3% | 3% | 2% | 1% | 5% | 2% | 4% | 1% | 5% | 3% | 3% | 4% | 3% | 2% | 4% | 2% | |
| UNDECIDED/DON'T KNOW | 33 | - | - | - | - | - | - | 5 | 28 | 25 | 14 | 5 | 6 | 4 | 10 | 17 | 28 | 3 | 16 | 26 | 3 | 28 | 6 | |
| | 8% | - | - | - | - | - | - | 3% | 12% | 12% | 15% | 6% | 8% | 5% | 16% | 10% | 10% | 3% | 10% | 8% | 7% | 13% | 3% | |
| OTHER | 3 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 | - | - | 3 | - | - | - | 3 | |
| | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | 1% | - | - | - | 2% | |
| REFUSED | 5 | - | - | - | - | - | - | 2 | 2 | 2 | - | - | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 4 | |
| | 1% | - | - | - | - | - | - | 2% | 1% | 1% | - | - | 2% | 1% | 1% | - | - | 2% | 2% | 1% | 4% | - | 2% | |
| VOTE OBAMA/ FAV CU'S | 132 | 52 | 18 | 14 | - | - | - | 51 | 72 | 55 | 37 | 28 | 24 | 30 | 13 | 61 | 95 | 25 | 65 | 132 | - | 79 | 53 | |
| | 33% | 75% | 89% | 85% | - | - | - | 35% | 31% | 27% | 40% | 35% | 30% | 38% | 21% | 37% | 34% | 31% | 42% | 41% | - | 38% | 28% | |
| VOTE CLINTON/ FAV CU'S | 156 | - | - | - | 66 | 23 | 14 | 58 | 92 | 84 | 28 | 33 | 34 | 31 | 27 | 66 | 109 | 33 | 72 | 156 | - | 95 | 62 | |
| | 39% | - | - | - | 85% | 84% | 72% | 39% | 40% | 42% | 31% | 41% | 43% | 39% | 43% | 40% | 40% | 41% | 46% | 49% | - | 45% | 32% | |

Table 26-6

QUESTION 17:
And, thinking about the DEMOCRATIC PRIMARY election for President, if the election were being held today, for whom would you vote... Barack Obama, or Hillary Clinton?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|--------------------------------|------------------|------------|-----------|------------|---------------------------|-----------|------------|-----------|-----------------------|----------|------------|------------|-----------------------|------------|--------------------|--|
| | TOTAL | NET-NEWS | | NEWS-PAPER | NET-NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB-URBAN | | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| | | CABLE NEWS | WORK NEWS | | NEWS-PAPER | WORK NEWS | | | OTHER | URBAN | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| TOTAL CLINTON ----- | 194 49% | 69 49% | 57 58% | 41 51% | 52 49% | 40 49% | 39 51% | 31 54% | 92 53% | 9 54% | 63 41% | 51 41% | 137 51% | 53 51% | 130 48% | |
| TOTAL OBAMA ----- | 164 41% | 64 46% | 30 30% | 31 38% | 40 38% | 34 41% | 32 42% | 19 34% | 63 36% | 7 42% | 75 49% | 60 48% | 103 38% | 39 38% | 113 42% | |
| DEFINITELY CLINTON | 139 35% | 48 34% | 44 44% | 26 33% | 43 41% | 23 28% | 29 38% | 18 31% | 66 38% | 8 47% | 47 31% | 31 25% | 105 39% | 40 39% | 92 34% | |
| PROBABLY CLINTON | 46 12% | 20 14% | 11 11% | 12 15% | 8 8% | 16 19% | 7 9% | 9 16% | 25 14% | 1 3% | 12 8% | 19 15% | 24 9% | 10 10% | 31 11% | |
| LEAN CLINTON | 9 2% | - - | 2 2% | 2 3% | 1 1% | 1 1% | 3 4% | 4 7% | 1 1% | 1 4% | 4 2% | 1 1% | 8 3% | 2 2% | 7 3% | |
| DEFINITELY OBAMA | 116 29% | 49 35% | 22 22% | 21 26% | 35 33% | 20 24% | 19 24% | 14 24% | 47 27% | 7 42% | 48 31% | 46 37% | 69 26% | 23 23% | 84 31% | |
| PROBABLY OBAMA | 36 9% | 12 8% | 7 7% | 5 6% | 4 4% | 8 9% | 10 14% | 5 9% | 10 6% | - - | 21 14% | 14 11% | 23 8% | 10 10% | 23 8% | |
| LEAN OBAMA | 12 3% | 3 2% | 1 1% | 4 6% | 2 2% | 7 8% | 3 3% | 1 1% | 5 3% | - - | 6 4% | - - | 12 4% | 5 5% | 6 2% | |
| UNDECIDED/DON'T KNOW | 33 8% | 6 4% | 8 8% | 9 12% | 10 9% | 8 10% | 5 6% | 5 9% | 14 8% | - - | 14 9% | 12 10% | 21 8% | 11 11% | 21 8% | |
| OTHER | 3 1% | - - | 3 3% | - - | 3 3% | - - | - - | - - | 3 2% | - - | - - | - - | 3 1% | - - | 3 1% | |
| REFUSED | 5 1% | 2 2% | - - | - - | - - | - - | 1 1% | 2 3% | 1 - | 1 3% | 2 1% | 1 - | 4 2% | - - | 4 1% | |
| VOTE OBAMA/ FAV CU'S | 132 33% | 54 38% | 22 22% | 22 27% | 32 31% | 28 34% | 26 34% | 12 20% | 52 30% | 7 39% | 61 40% | 48 39% | 83 31% | 39 38% | 82 30% | |
| VOTE CLINTON/ FAV CU'S | 156 39% | 56 40% | 44 44% | 35 43% | 44 42% | 32 39% | 34 44% | 21 37% | 75 43% | 5 31% | 55 36% | 43 35% | 112 41% | 52 51% | 98 36% | |

Table 27-1
 QUESTION 18:
 And, which ONE of the following list best describes the reason you are supporting Barack Obama?

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------|----------|----------|-----------|-------|----------|----------------|-------|-----------|-------|-------|--------|-------|-------|-------|-------|-------|-----------|-----------|-------|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND OBAMA Q.18 | 164 | 80 | 39 | 119 | 23 | 22 | 29 | 20 | 29 | 47 | 16 | 100 | 64 | 62 | 32 | 38 | 32 | 76 | 39 | 46 | 49 | 27 | 26 | 13 |
| | 100% | 49% | 24% | 73% | 14% | 14% | 18% | 12% | 18% | 29% | 10% | 61% | 39% | 38% | 19% | 23% | 20% | 47% | 24% | 28% | 30% | 17% | 16% | 8% |
| CAN BRING ABOUT THE NEEDED CHANGE | 70 | 31 | 18 | 50 | 13 | 10 | 13 | 7 | 19 | 15 | 6 | 41 | 29 | 22 | 12 | 22 | 14 | 26 | 24 | 20 | 16 | 10 | 16 | 8 |
| | 43% | 39% | 47% | 42% | 56% | 44% | 45% | 35% | 64% | 31% | 39% | 41% | 45% | 36% | 38% | 57% | 42% | 34% | 62% | 43% | 33% | 36% | 61% | 63% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 20 | 8 | 5 | 13 | 2 | 4 | 2 | 1 | 4 | 9 | 1 | 14 | 6 | 15 | 1 | 3 | 1 | 11 | 6 | 2 | 8 | 4 | 5 | 2 |
| | 12% | 10% | 12% | 11% | 10% | 18% | 6% | 4% | 13% | 18% | 5% | 14% | 9% | 24% | 4% | 8% | 3% | 15% | 17% | 4% | 15% | 14% | 19% | 13% |
| SAYS WHAT BELIEVES | 16 | 7 | 5 | 12 | 1 | 2 | 4 | 1 | 3 | 6 | 1 | 7 | 9 | 7 | 5 | 2 | 2 | 10 | 1 | 5 | 5 | 5 | - | 1 |
| | 10% | 9% | 14% | 10% | 6% | 9% | 13% | 4% | 10% | 12% | 6% | 7% | 14% | 11% | 16% | 7% | 6% | 13% | 2% | 11% | 10% | 18% | - | 6% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 11 | 9 | 2 | 11 | - | - | 2 | 4 | 1 | 1 | 3 | 4 | 7 | 5 | 3 | 1 | 2 | 5 | 1 | 5 | 3 | 2 | - | 1 |
| | 7% | 11% | 6% | 9% | - | - | 7% | 20% | 2% | 2% | 20% | 4% | 11% | 8% | 11% | 3% | 5% | 7% | 3% | 10% | 7% | 7% | - | 9% |
| CARES ABOUT PEOPLE LIKE ME | 10 | 4 | 4 | 8 | 2 | 1 | 1 | - | 1 | 6 | 1 | 9 | 1 | 5 | 1 | 3 | 1 | 4 | 4 | 1 | 4 | - | 4 | - |
| | 6% | 5% | 11% | 7% | 7% | 7% | 3% | 2% | 2% | 13% | 6% | 9% | 1% | 8% | 4% | 8% | 3% | 6% | 11% | 2% | 9% | - | 17% | - |
| HAS THE RIGHT EXPERIENCE | 4 | 3 | - | 3 | - | 1 | - | 1 | 2 | - | - | 3 | 1 | - | - | 1 | 3 | 2 | - | 2 | 2 | 1 | - | - |
| | 2% | 4% | - | 3% | - | 4% | - | 7% | 6% | - | - | 3% | 1% | - | - | 2% | 10% | 3% | - | 4% | 3% | 3% | - | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | 2 | - | 2 | - | - | - | 2 | - | - | - | 2 | - | 2 | - | - | - | - | - | 2 | - | - | - | - |
| | 1% | 2% | - | 1% | - | - | - | 7% | - | - | - | 2% | - | 2% | - | - | - | - | - | 3% | - | - | - | - |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - | - | - |
| | - | - | 2% | 1% | - | - | - | 4% | - | - | - | 1% | - | 1% | - | - | - | 1% | - | - | 2% | - | - | - |
| NONE OF THESE | 16 | 5 | 2 | 7 | 4 | 1 | 4 | 1 | 1 | 7 | 3 | 11 | 5 | 4 | 4 | 2 | 6 | 12 | 1 | 3 | 8 | 4 | - | 1 |
| | 10% | 6% | 5% | 6% | 17% | 6% | 15% | 5% | 2% | 14% | 16% | 11% | 8% | 7% | 13% | 6% | 17% | 16% | 3% | 7% | 16% | 15% | - | 8% |
| ALL OF THESE | 9 | 8 | 1 | 8 | 1 | - | 3 | 2 | - | 2 | 1 | 3 | 6 | 1 | 3 | 3 | 3 | 4 | - | 4 | 2 | 2 | - | - |
| | 6% | 9% | 2% | 7% | 5% | - | 10% | 12% | - | 5% | 8% | 3% | 9% | 1% | 9% | 7% | 10% | 5% | - | 8% | 4% | 7% | - | - |
| DON'T KNOW/REFUSED | 5 | 4 | 1 | 5 | - | 3 | - | - | - | 2 | - | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | - | 1 | - |
| | 3% | 5% | 2% | 4% | - | 12% | - | - | - | 4% | - | 4% | 2% | 1% | 6% | 2% | 4% | 1% | 2% | 7% | 1% | - | 4% | - |

Table 27-2
 QUESTION 18:
 And, which ONE of the following list best describes the reason you are supporting Barack Obama?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---|-------------|----------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------------|-----------|-----------|-----------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/ CONS | LIB MEN | LIB WOMEN | MOD/ CONS MEN | MOD/ CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND OBAMA Q.18 | 164 100% | 16 9% | 25 15% | 40 25% | 123 75% | 26 16% | 14 9% | 74 45% | 49 30% | 46 28% | 17 10% | 38 23% | 16 10% | 15 9% | 33 20% | 39 24% | 41 25% | 27 16% | 12 8% | 41 25% | 39 24% | 24 15% | 15 9% |
| CAN BRING ABOUT THE NEEDED CHANGE | 70 43% | 4 29% | 12 47% | 16 40% | 53 43% | 7 26% | 9 66% | 34 46% | 18 38% | 16 34% | 5 30% | 21 54% | 7 43% | 7 46% | 15 45% | 14 37% | 17 42% | 12 47% | 6 47% | 13 32% | 18 46% | 8 34% | 10 68% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 20 12% | 3 20% | 4 16% | 7 18% | 13 10% | 5 20% | 2 13% | 9 12% | 4 8% | 12 27% | 1 5% | 1 3% | 2 15% | 1 4% | 3 8% | 4 11% | 4 9% | 3 13% | 1 9% | 6 14% | 2 5% | 4 16% | 1 4% |
| SAYS WHAT BELIEVES | 16 10% | 1 5% | 2 10% | 3 8% | 13 11% | 3 10% | 1 4% | 5 6% | 8 17% | 2 5% | 2 15% | 3 7% | 4 28% | 3 17% | 2 6% | 2 6% | 5 11% | 2 7% | 4 29% | 5 12% | 2 5% | 4 17% | 1 9% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 11 7% | 1 5% | 1 4% | 2 5% | 9 8% | 2 7% | - - | 2 3% | 7 15% | 3 7% | - - | 1 2% | 2 11% | 3 22% | 2 6% | 3 8% | 6 14% | 1 4% | 1 10% | 7 18% | 2 4% | 1 4% | 1 9% |
| CARES ABOUT PEOPLE LIKE ME | 10 6% | - - | 2 10% | 2 6% | 8 6% | 2 10% | - - | 7 9% | 1 2% | 5 11% | 1 7% | 3 8% | - - | - - | 1 2% | 3 9% | 1 2% | 4 16% | - - | 3 8% | 1 2% | 3 11% | 2 11% |
| HAS THE RIGHT EXPERIENCE | 4 2% | - - | - - | - - | 4 3% | - - | - - | 3 5% | 1 1% | - - | - - | 3 9% | - - | - - | 1 2% | 3 7% | 1 2% | - - | - - | - - | 3 9% | - - | - - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 1% | - - | - - | - - | 2 1% | - - | - - | 2 2% | - - | 2 3% | - - | - - | - - | - - | - - | 2 4% | - - | - - | - - | 2 4% | - - | - - | - - |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 1 - | - - | - - | - - | 1 1% | - - | - - | 1 1% | - - | 1 2% | - - | - - | - - | - - | - - | - - | - - | 1 3% | - - | - - | - - | 1 3% | - - |
| NONE OF THESE | 16 10% | - - | 2 8% | 2 5% | 14 12% | 2 8% | - - | 9 12% | 5 10% | 4 9% | 4 25% | 3 8% | - - | - - | 5 15% | 2 5% | 3 6% | 2 8% | - - | 1 3% | 3 8% | 2 8% | - - |
| ALL OF THESE | 9 6% | 3 18% | 1 4% | 4 9% | 5 4% | 1 5% | 2 17% | 2 3% | 4 7% | - - | 1 7% | 2 6% | 1 4% | 2 11% | 4 11% | 3 8% | 5 11% | - - | 1 5% | 2 4% | 6 15% | 1 2% | - - |
| DON'T KNOW/REFUSED | 5 3% | 4 23% | - - | 4 9% | 1 1% | 4 14% | - - | - - | 1 2% | 1 2% | 2 12% | 1 2% | - - | - - | 1 3% | 3 7% | 1 3% | 1 3% | - - | 2 5% | 2 5% | 1 3% | - - |

Table 27-3
 QUESTION 18:
 And, which ONE of the following list best describes the reason you are supporting Barack Obama?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND OBAMA Q.18 | 164 | 40 | 30 | 94 | 42 | 59 | 28 | 36 | 41 | 58 | 55 | 73 | 41 | 51 | 148 | 16 | 74 | 90 | 36 | 31 | 35 | 31 | 33 | 20 |
| | 100% | 25% | 18% | 57% | 25% | 36% | 17% | 22% | 25% | 35% | 33% | 44% | 25% | 31% | 90% | 10% | 45% | 55% | 22% | 19% | 21% | 19% | 20% | 12% |
| CAN BRING ABOUT THE NEEDED CHANGE | 70 | 17 | 13 | 40 | 14 | 27 | 16 | 13 | 17 | 23 | 26 | 25 | 17 | 28 | 63 | 7 | 30 | 40 | 13 | 14 | 15 | 11 | 22 | 6 |
| | 43% | 41% | 45% | 42% | 34% | 46% | 56% | 36% | 41% | 39% | 47% | 35% | 41% | 55% | 42% | 46% | 40% | 44% | 35% | 46% | 44% | 35% | 66% | 30% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 20 | 5 | 2 | 14 | 5 | 10 | 2 | 4 | 2 | 8 | 10 | 5 | 3 | 11 | 20 | - | 11 | 9 | 6 | 2 | 7 | 4 | 4 | 4 |
| | 12% | 11% | 6% | 14% | 11% | 17% | 6% | 11% | 4% | 14% | 18% | 7% | 8% | 23% | 13% | - | 15% | 10% | 18% | 5% | 20% | 14% | 13% | 18% |
| SAYS WHAT BELIEVES | 16 | - | 1 | 16 | 1 | 7 | - | 9 | 3 | 5 | 7 | 6 | 6 | 4 | 15 | 1 | 5 | 12 | 6 | 2 | 1 | 2 | 2 | - |
| | 10% | - | 2% | 17% | 2% | 11% | - | 25% | 7% | 8% | 13% | 8% | 15% | 9% | 10% | 7% | 6% | 13% | 16% | 7% | 4% | 8% | 5% | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 11 | 4 | 3 | 4 | 3 | 1 | 4 | 3 | 5 | 5 | 1 | 7 | 2 | 2 | 9 | 2 | 8 | 3 | 3 | 2 | 6 | 2 | - | 5 |
| | 7% | 11% | 9% | 5% | 7% | 2% | 13% | 9% | 13% | 8% | 2% | 10% | 6% | 3% | 6% | 11% | 11% | 4% | 9% | 7% | 17% | 7% | - | 27% |
| CARES ABOUT PEOPLE LIKE ME | 10 | 3 | 3 | 5 | 5 | 5 | 1 | - | 3 | 5 | 1 | 7 | 2 | 1 | 9 | 1 | 6 | 4 | 1 | 2 | 1 | 4 | 1 | - |
| | 6% | 6% | 11% | 5% | 12% | 8% | 3% | - | 8% | 8% | 2% | 10% | 5% | 1% | 6% | 6% | 8% | 4% | 2% | 7% | 3% | 12% | 4% | - |
| HAS THE RIGHT EXPERIENCE | 4 | 1 | - | 3 | 1 | 3 | 1 | - | 1 | 1 | 3 | 3 | 1 | - | 4 | - | 1 | 3 | - | - | 2 | - | - | 1 |
| | 2% | 4% | - | 3% | 2% | 5% | 2% | - | 2% | 2% | 5% | 4% | 2% | - | 3% | - | 1% | 4% | - | - | 5% | - | - | 4% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | 2 | - | - | 2 | - | - | - | 2 | - | - | 2 | - | - | 2 | - | 2 | - | - | 2 | - | - | - | 2 |
| | 1% | 4% | - | - | 4% | - | - | - | 4% | - | - | 2% | - | - | 1% | - | 2% | - | - | 5% | - | - | - | 8% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 1 | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - |
| | - | 2% | - | - | 2% | - | - | - | - | 1% | - | - | - | 2% | 1% | - | - | 1% | - | - | - | - | - | - |
| NONE OF THESE | 16 | 6 | 3 | 7 | 6 | 5 | 3 | 2 | 5 | 4 | 6 | 12 | 5 | - | 14 | 2 | 5 | 11 | 3 | 4 | 2 | 3 | 2 | 1 |
| | 10% | 14% | 11% | 8% | 15% | 8% | 9% | 7% | 13% | 7% | 12% | 16% | 11% | - | 10% | 12% | 7% | 12% | 8% | 12% | 4% | 11% | 7% | 6% |
| ALL OF THESE | 9 | 1 | 2 | 6 | 1 | 2 | 2 | 4 | 1 | 5 | 1 | 6 | 2 | 1 | 8 | 1 | 5 | 4 | 1 | 4 | 1 | - | 2 | 1 |
| | 6% | 2% | 7% | 7% | 3% | 4% | 6% | 12% | 3% | 9% | 1% | 8% | 5% | 2% | 6% | 5% | 7% | 5% | 4% | 12% | 3% | - | 5% | 7% |
| DON'T KNOW/REFUSED | 5 | 2 | 3 | - | 4 | - | 1 | - | 2 | 2 | 1 | - | 2 | 3 | 3 | 2 | 2 | 3 | 3 | - | - | 4 | - | - |
| | 3% | 5% | 9% | - | 9% | - | 4% | - | 5% | 3% | 1% | - | 5% | 5% | 2% | 13% | 3% | 3% | 7% | - | - | 13% | - | - |

Table 27-4
 QUESTION 18:
 And, which ONE of the following list best describes the reason you are supporting Barack Obama?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|---|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|----------|-----------|-------------|---------------------|------------------|-------------|-----------------|----------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND OBAMA Q.18 | 164 | 19 | 137 | 107 | 45 | 60 | 88 | 72 | 33 | 155 | 8 | 87 | 48 | 164 | - | - | - |
| | 100% | 12% | 84% | 65% | 27% | 36% | 54% | 44% | 20% | 94% | 5% | 53% | 29% | 100% | - | - | - |
| CAN BRING ABOUT THE NEEDED CHANGE | 70 | 6 | 61 | 47 | 19 | 28 | 43 | 24 | 8 | 70 | - | 43 | 9 | 70 | - | - | - |
| | 43% | 34% | 44% | 44% | 43% | 47% | 49% | 33% | 24% | 45% | - | 49% | 19% | 43% | - | - | - |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 20 | - | 20 | 13 | 4 | 6 | 11 | 9 | 6 | 18 | 2 | 11 | 11 | 20 | - | - | - |
| | 12% | - | 14% | 12% | 10% | 10% | 12% | 13% | 18% | 12% | 22% | 12% | 24% | 12% | - | - | - |
| SAYS WHAT BELIEVES | 16 | 2 | 13 | 12 | 5 | 8 | 10 | 6 | 5 | 14 | 1 | 9 | 9 | 16 | - | - | - |
| | 10% | 10% | 10% | 11% | 11% | 13% | 11% | 9% | 15% | 9% | 8% | 10% | 18% | 10% | - | - | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 11 | 2 | 9 | 9 | 4 | 7 | 7 | 4 | 3 | 11 | - | 7 | 6 | 11 | - | - | - |
| | 7% | 9% | 7% | 9% | 10% | 12% | 8% | 6% | 10% | 7% | - | 8% | 12% | 7% | - | - | - |
| CARES ABOUT PEOPLE LIKE ME | 10 | 2 | 7 | 6 | 2 | 3 | 3 | 7 | 3 | 9 | 2 | 3 | 2 | 10 | - | - | - |
| | 6% | 8% | 5% | 5% | 5% | 5% | 4% | 10% | 8% | 6% | 20% | 4% | 3% | 6% | - | - | - |
| HAS THE RIGHT EXPERIENCE | 4 | 1 | 2 | 2 | - | - | 1 | 3 | 1 | 3 | 1 | 1 | 1 | 4 | - | - | - |
| | 2% | 5% | 2% | 2% | - | - | 1% | 5% | 2% | 2% | 8% | 1% | 2% | 2% | - | - | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | - | 2 | 2 | - | 2 | 2 | - | - | 2 | - | 2 | - | 2 | - | - | - |
| | 1% | - | 1% | 1% | - | 3% | 2% | - | - | 1% | - | 2% | - | 1% | - | - | - |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 1 | - | 1 | 1 | 1 | - | - | 1 | 1 | 1 | - | - | 1 | 1 | - | - | - |
| | - | - | 1% | 1% | 2% | - | - | 1% | 2% | 1% | - | - | 2% | - | - | - | - |
| NONE OF THESE | 16 | 4 | 12 | 7 | 7 | 2 | 3 | 13 | 7 | 13 | 4 | 3 | 7 | 16 | - | - | - |
| | 10% | 22% | 8% | 6% | 15% | 3% | 3% | 18% | 20% | 8% | 43% | 3% | 14% | 10% | - | - | - |
| ALL OF THESE | 9 | 1 | 7 | 5 | - | 3 | 5 | 3 | - | 9 | - | 5 | 1 | 9 | - | - | - |
| | 6% | 7% | 5% | 5% | - | 5% | 6% | 5% | - | 6% | - | 6% | 3% | 6% | - | - | - |
| DON'T KNOW/REFUSED | 5 | 1 | 4 | 4 | 2 | 2 | 4 | 1 | - | 5 | - | 4 | 2 | 5 | - | - | - |
| | 3% | 5% | 3% | 4% | 4% | 3% | 4% | 1% | - | 3% | - | 4% | 4% | 3% | - | - | - |

Table 27-5
 QUESTION 18:
 And, which ONE of the following list best describes the reason you are supporting Barack Obama?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | | |
|---|----------------------|--------|--------------------------|----------|------------|------------|-------|-------|--------------|-------|------|---------------|-----|-------------|------|------|---------------------|-----------|-------------|---------------------|-----------|-------------|-----|----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | DEMS | EDUC | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND OBAMA Q.18 | 164 | 70 | 20 | 16 | - | - | - | 64 | 90 | 71 | 45 | 33 | 28 | 34 | 20 | 70 | 113 | 30 | 65 | 132 | 17 | 85 | 80 | |
| | 100% | 43% | 12% | 10% | - | - | - | 39% | 55% | 43% | 28% | 20% | 17% | 21% | 12% | 43% | 69% | 18% | 40% | 80% | 10% | 52% | 48% | |
| CAN BRING ABOUT THE NEEDED CHANGE | 70 | 70 | - | - | - | - | - | 26 | 39 | 28 | 26 | 11 | 14 | 11 | 9 | 24 | 45 | 11 | 23 | 52 | 11 | 32 | 38 | |
| | 43% | 100% | - | - | - | - | - | 42% | 43% | 40% | 57% | 33% | 52% | 32% | 44% | 35% | 40% | 38% | 36% | 40% | 66% | 37% | 48% | |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 20 | - | 20 | - | - | - | - | 4 | 14 | 10 | 4 | 6 | 2 | 5 | 3 | 10 | 15 | 3 | 10 | 18 | - | 13 | 7 | |
| | 12% | - | 100% | - | - | - | - | 7% | 16% | 14% | 10% | 19% | 7% | 15% | 13% | 15% | 13% | 11% | 15% | 13% | - | 16% | 8% | |
| SAYS WHAT BELIEVES | 16 | - | - | 16 | - | - | - | 8 | 8 | 8 | 4 | - | 5 | 6 | 1 | 9 | 12 | 3 | 11 | 14 | 1 | 5 | 11 | |
| | 10% | - | - | 100% | - | - | - | 12% | 9% | 11% | 8% | - | 19% | 17% | 3% | 13% | 11% | 10% | 16% | 10% | 7% | 6% | 14% | |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 11 | - | - | - | - | - | - | 6 | 5 | 5 | - | 8 | - | 3 | 1 | 7 | 10 | 1 | 3 | 10 | 1 | 6 | 5 | |
| | 7% | - | - | - | - | - | - | 10% | 5% | 7% | - | 24% | - | 8% | 4% | 10% | 9% | 4% | 5% | 8% | 7% | 8% | 6% | |
| CARES ABOUT PEOPLE LIKE ME | 10 | - | - | - | - | - | - | 4 | 6 | 6 | 3 | 1 | 2 | 4 | 1 | 6 | 8 | 2 | 4 | 8 | 2 | 5 | 5 | |
| | 6% | - | - | - | - | - | - | 6% | 6% | 8% | 6% | 3% | 6% | 12% | 6% | 9% | 7% | 8% | 6% | 6% | 12% | 6% | 7% | |
| HAS THE RIGHT EXPERIENCE | 4 | - | - | - | - | - | - | 1 | 3 | 3 | - | 1 | - | 1 | 1 | - | - | 3 | 1 | 3 | - | 3 | 2 | |
| | 2% | - | - | - | - | - | - | 1% | 4% | 5% | - | 2% | - | 2% | 3% | - | - | 9% | 1% | 2% | - | 3% | 2% | |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | - | - | - | - | - | - | - | 2 | 2 | 2 | - | - | - | - | - | 2 | - | - | 2 | - | 2 | - | |
| | 1% | - | - | - | - | - | - | - | 2% | 2% | 3% | - | - | - | - | - | 1% | - | - | 1% | - | 2% | - | |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 1 | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | 1 | - | - | 1 | 1 | 1 | - | 1 | - | |
| | - | - | - | - | - | - | - | 1% | - | - | - | - | 3% | - | 4% | - | - | 3% | 1% | 1% | - | 1% | - | |
| NONE OF THESE | 16 | - | - | - | - | - | - | 10 | 6 | 3 | 5 | 4 | 2 | 2 | 2 | 7 | 10 | 3 | 7 | 12 | 1 | 10 | 6 | |
| | 10% | - | - | - | - | - | - | 16% | 7% | 4% | 11% | 11% | 7% | 6% | 8% | 11% | 9% | 11% | 10% | 9% | 4% | 12% | 8% | |
| ALL OF THESE | 9 | - | - | - | - | - | - | - | 6 | 4 | 2 | 1 | 1 | 2 | 3 | 3 | 7 | 1 | 5 | 9 | - | 6 | 3 | |
| | 6% | - | - | - | - | - | - | - | 6% | 6% | 5% | 4% | 3% | 7% | 14% | 4% | 6% | 5% | 7% | 7% | - | 7% | 4% | |
| DON'T KNOW/REFUSED | 5 | - | - | - | - | - | - | 3 | 2 | 2 | - | 1 | 1 | - | - | 3 | 4 | 1 | 1 | 4 | 1 | 2 | 3 | |
| | 3% | - | - | - | - | - | - | 4% | 2% | 3% | - | 4% | 3% | - | - | 4% | 4% | 2% | 2% | 3% | 4% | 2% | 4% | |

Table 27-6

QUESTION 18:

And, which ONE of the following list best describes the reason you are supporting Barack Obama?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | | |
|---|------------------|----------------------|-----------|-------------|---------------------------|-----------|------------|------------------------|-----------|----------|-----------|-----------|-----------------------|-----------|--------------------|-------|---------------|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | SMALL CITY/ SUB- URBAN | | | RURAL | OTHER | URBAN | VICTIM | NOT A VICTIM | UNION | CRE- DIT BANK |
| | | NEWS | NEWS | | NEWS | NEWS | | RURAL | OTHER | URBAN | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND OBAMA Q.18 | 164 100% | 64 39% | 30 18% | 31 19% | 40 24% | 34 21% | 32 19% | 19 12% | 63 38% | 7 5% | 75 45% | 60 36% | 103 63% | 39 24% | 113 69% | | |
| CAN BRING ABOUT THE NEEDED CHANGE | 70 43% | 26 40% | 17 56% | 17 56% | 19 49% | 12 36% | 12 37% | 4 23% | 30 47% | 6 75% | 30 41% | 26 43% | 43 42% | 13 33% | 51 45% | | |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 20 12% | 2 3% | 1 2% | 4 13% | 5 12% | 2 5% | 7 22% | 1 3% | 7 11% | - - | 13 17% | 12 19% | 8 8% | 6 16% | 13 12% | | |
| SAYS WHAT BELIEVES | 16 10% | 6 9% | 2 7% | 3 9% | 2 5% | 4 11% | 5 17% | 2 10% | 2 3% | - - | 12 16% | 4 6% | 13 12% | 2 6% | 11 10% | | |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 11 7% | 9 13% | 3 8% | - - | 4 10% | 3 9% | - - | 2 12% | 4 6% | 1 8% | 4 6% | 5 8% | 6 6% | 7 18% | 4 4% | | |
| CARES ABOUT PEOPLE LIKE ME | 10 6% | 5 8% | 1 5% | 3 9% | 4 9% | 1 2% | 1 3% | - - | 6 10% | 1 8% | 3 4% | 6 9% | 5 5% | 2 6% | 8 7% | | |
| HAS THE RIGHT EXPERIENCE | 4 2% | 2 2% | 2 6% | - - | 1 2% | 2 5% | 2 6% | 2 12% | - - | - - | 2 2% | - - | 4 4% | 2 5% | 2 2% | | |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 1% | 2 2% | - - | - - | - - | 2 4% | - - | - - | 2 2% | - - | - - | - - | 2 1% | - - | 2 1% | | |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 1 - | - - | 1 3% | - - | 1 2% | - - | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | 1 1% | | |
| NONE OF THESE | 16 10% | 9 14% | 2 5% | 1 4% | 3 8% | 3 9% | 2 6% | 5 28% | 6 9% | 1 8% | 4 6% | 6 11% | 10 10% | 3 7% | 11 10% | | |
| ALL OF THESE | 9 6% | 4 7% | - 1% | 1 3% | 2 4% | 4 11% | 3 10% | 1 7% | 5 8% | - - | 3 3% | 2 3% | 7 7% | 2 4% | 7 6% | | |
| DON'T KNOW/REFUSED | 5 3% | 1 1% | 2 7% | 2 6% | - - | 3 8% | - - | 1 5% | 1 1% | - - | 3 4% | - - | 5 5% | 2 5% | 3 2% | | |

Table 28-1
 QUESTION 18S:
 And, which ONE of the following list best describes the reason you are supporting Hillary Clinton?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CLINTON Q.18 | 194 | 127 | 43 | 170 | 10 | 14 | 30 | 23 | 26 | 72 | 30 | 74 | 120 | 54 | 23 | 59 | 58 | 103 | 76 | 12 | 43 | 60 | 31 | 45 |
| | 100% | 65% | 22% | 87% | 5% | 7% | 15% | 12% | 13% | 37% | 15% | 38% | 62% | 28% | 12% | 30% | 30% | 53% | 39% | 6% | 22% | 31% | 16% | 23% |
| HAS THE RIGHT EXPERIENCE | 78 | 46 | 23 | 68 | 2 | 7 | 15 | 3 | 11 | 29 | 12 | 25 | 52 | 19 | 11 | 23 | 25 | 40 | 29 | 7 | 14 | 25 | 11 | 18 |
| | 40% | 36% | 53% | 40% | 24% | 50% | 51% | 14% | 42% | 41% | 40% | 34% | 43% | 35% | 48% | 39% | 43% | 38% | 39% | 60% | 33% | 42% | 36% | 41% |
| CAN BRING ABOUT THE NEEDED CHANGE | 27 | 19 | 7 | 26 | 1 | 2 | 5 | 2 | 2 | 14 | 3 | 9 | 18 | 6 | 2 | 10 | 9 | 14 | 12 | 1 | 4 | 10 | 5 | 7 |
| | 14% | 15% | 16% | 16% | 6% | 12% | 15% | 9% | 7% | 20% | 9% | 13% | 15% | 12% | 9% | 16% | 16% | 13% | 16% | 12% | 9% | 16% | 17% | 15% |
| CARES ABOUT PEOPLE LIKE ME | 19 | 15 | 2 | 17 | 1 | 1 | 1 | 9 | 1 | 4 | 5 | 11 | 8 | 8 | 3 | 4 | 4 | 12 | 7 | - | 6 | 5 | 5 | 2 |
| | 10% | 12% | 5% | 10% | 6% | 5% | 2% | 39% | 2% | 5% | 15% | 15% | 6% | 15% | 15% | 6% | 7% | 11% | 9% | - | 15% | 9% | 16% | 5% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 18 | 12 | 3 | 15 | 1 | 1 | 2 | 1 | 6 | 8 | 1 | 6 | 12 | 4 | 3 | 5 | 7 | 9 | 7 | 2 | 5 | 4 | 1 | 6 |
| | 9% | 9% | 7% | 9% | 13% | 5% | 6% | 4% | 24% | 10% | 3% | 8% | 10% | 7% | 13% | 9% | 11% | 9% | 10% | 14% | 11% | 7% | 4% | 14% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 8 | 8 | - | 8 | - | - | 1 | - | 3 | 3 | 1 | 5 | 3 | 1 | 3 | 1 | 3 | 3 | 5 | - | 3 | - | 2 | 3 |
| | 4% | 7% | - | 5% | - | - | 2% | - | 13% | 4% | 4% | 7% | 3% | 2% | 13% | 2% | 5% | 3% | 7% | - | 7% | - | 7% | 7% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 6 | 4 | 1 | 4 | 2 | - | - | 1 | 1 | 5 | - | 4 | 2 | 5 | - | 1 | 1 | 1 | 5 | - | 1 | 1 | 3 | 1 |
| | 3% | 3% | 1% | 2% | 19% | - | - | 3% | 2% | 7% | - | 6% | 2% | 8% | - | 1% | 1% | 6% | - | - | 1% | 1% | 11% | 3% |
| SAYS WHAT BELIEVES | 5 | 2 | 2 | 4 | 2 | 2 | 1 | 2 | 1 | - | 1 | 2 | 3 | 3 | - | 2 | 1 | 4 | 1 | - | 1 | 3 | 1 | - |
| | 3% | 1% | 5% | 2% | 18% | 11% | 2% | 7% | 2% | - | 4% | 3% | 3% | 5% | - | 3% | 2% | 4% | 2% | - | 2% | 6% | 4% | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | 1 | 1 | 2 | - | - | 1 | - | - | 1 | 1 | - | 2 | 2 | - | - | - | 1 | 2 | - | - | 1 | - | 2 |
| | 1% | 1% | 2% | 1% | - | - | 2% | - | - | 1% | 3% | - | 2% | 4% | - | - | - | 1% | 2% | - | - | 1% | - | 4% |
| NONE OF THESE | 6 | 2 | - | 2 | 1 | 1 | - | 4 | - | - | 2 | 4 | 2 | - | 1 | 5 | - | 6 | - | - | 4 | 1 | - | - |
| | 3% | 1% | - | 1% | 7% | 5% | - | 16% | - | - | 7% | 6% | 2% | - | 3% | 8% | - | 6% | - | - | 10% | 2% | - | - |
| ALL OF THESE | 19 | 14 | 4 | 18 | 1 | 2 | 3 | 2 | 2 | 7 | 3 | 7 | 12 | 5 | - | 5 | 9 | 13 | 3 | 2 | 5 | 8 | 1 | 1 |
| | 10% | 11% | 8% | 10% | 8% | 11% | 9% | 9% | 7% | 10% | 10% | 9% | 10% | 9% | - | 8% | 16% | 13% | 3% | 13% | 12% | 13% | 5% | 3% |
| DON'T KNOW/REFUSED | 6 | 4 | 1 | 6 | - | - | 3 | - | - | 1 | 1 | - | 6 | 1 | - | 4 | - | 1 | 4 | - | - | 1 | - | 4 |
| | 3% | 3% | 3% | 3% | - | - | 10% | - | - | 2% | 5% | - | 5% | 2% | - | 7% | - | 1% | 6% | - | - | 2% | - | 9% |

Table 28-2
 QUESTION 18S:
 And, which ONE of the following list best describes the reason you are supporting Hillary Clinton?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---|----------|----------|----------|-----------|-----------------|---------|-----------|---------------|-----------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/ CONS | LIB MEN | LIB WOMEN | MOD/ CONS MEN | MOD/ CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CLINTON Q.18 | 194 | 12 | 42 | 54 | 136 | 17 | 37 | 57 | 80 | 30 | 8 | 36 | 24 | 15 | 81 | 46 | 81 | 14 | 29 | 44 | 83 | 22 | 21 |
| | 100% | 6% | 21% | 28% | 70% | 9% | 19% | 29% | 41% | 15% | 4% | 19% | 12% | 8% | 42% | 24% | 42% | 7% | 15% | 23% | 43% | 12% | 11% |
| HAS THE RIGHT EXPERIENCE | 78 | 5 | 19 | 24 | 52 | 6 | 18 | 20 | 32 | 9 | 3 | 13 | 9 | 8 | 35 | 15 | 31 | 5 | 18 | 15 | 30 | 9 | 14 |
| | 40% | 42% | 45% | 44% | 38% | 34% | 48% | 35% | 40% | 32% | 36% | 36% | 40% | 54% | 43% | 32% | 38% | 36% | 61% | 35% | 36% | 40% | 67% |
| CAN BRING ABOUT THE NEEDED CHANGE | 27 | 1 | 3 | 3 | 24 | 1 | 2 | 8 | 16 | 2 | 1 | 6 | 4 | 1 | 13 | 5 | 14 | 4 | 3 | 5 | 14 | 3 | 4 |
| | 14% | 7% | 6% | 6% | 17% | 9% | 5% | 14% | 20% | 7% | 15% | 16% | 18% | 5% | 16% | 11% | 18% | 29% | 10% | 12% | 17% | 13% | 19% |
| CARES ABOUT PEOPLE LIKE ME | 19 | 2 | 4 | 6 | 13 | 1 | 5 | 10 | 3 | 8 | 2 | 1 | - | 1 | 6 | 10 | 5 | 1 | 1 | 10 | 5 | 1 | 1 |
| | 10% | 15% | 10% | 11% | 9% | 8% | 12% | 17% | 4% | 27% | 25% | 4% | - | 10% | 8% | 21% | 6% | 6% | 5% | 23% | 6% | 4% | 7% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 18 | 2 | 2 | 5 | 13 | 1 | 4 | 5 | 8 | - | 1 | 5 | 4 | 2 | 6 | 4 | 8 | - | 3 | 3 | 9 | 3 | - |
| | 9% | 19% | 6% | 9% | 10% | 4% | 11% | 9% | 10% | - | 8% | 15% | 15% | 16% | 8% | 9% | 9% | - | 10% | 7% | 11% | 13% | - |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 8 | 1 | - | 1 | 8 | 1 | - | 4 | 3 | 1 | 1 | 3 | - | 2 | 1 | 5 | 3 | - | - | 4 | 4 | - | - |
| | 4% | 7% | - | 2% | 6% | 5% | - | 8% | 4% | 4% | 8% | 9% | - | 16% | 1% | 11% | 4% | - | - | 10% | 5% | - | - |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 6 | 1 | 1 | 2 | 3 | 1 | 1 | 2 | 1 | 3 | - | 1 | 1 | - | 1 | 2 | 1 | 1 | - | 3 | 1 | 1 | - |
| | 3% | 11% | 2% | 4% | 2% | 8% | 2% | 3% | 2% | 11% | - | 2% | 5% | - | 1% | 5% | 2% | 4% | - | 6% | 1% | 3% | - |
| SAYS WHAT BELIEVES | 5 | - | 1 | 1 | 4 | 1 | - | 1 | 3 | 2 | - | - | 1 | - | 3 | 1 | 1 | - | 2 | 1 | 1 | 1 | 1 |
| | 3% | - | 3% | 2% | 3% | 8% | - | 1% | 4% | 7% | - | - | 2% | - | 3% | 2% | 1% | - | 7% | 2% | 1% | 3% | 7% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | - | 1 | 1 | 1 | - | 1 | - | 1 | - | - | - | 2 | - | - | - | 1 | - | 1 | 1 | - | 1 | - |
| | 1% | - | 3% | 3% | 1% | - | 4% | - | 1% | - | - | - | 10% | - | - | - | 2% | - | 3% | 3% | - | 4% | - |
| NONE OF THESE | 6 | - | - | - | 6 | - | - | 4 | 2 | - | 1 | 4 | - | - | 1 | 1 | 1 | - | - | - | 2 | - | - |
| | 3% | - | - | - | 5% | - | - | 8% | 3% | - | 9% | 10% | - | - | 2% | 2% | 1% | - | - | - | 2% | - | - |
| ALL OF THESE | 19 | - | 7 | 7 | 10 | 4 | 3 | 3 | 8 | 4 | - | 3 | 1 | - | 11 | 3 | 11 | 4 | - | 1 | 13 | 4 | - |
| | 10% | - | 17% | 13% | 8% | 24% | 9% | 5% | 10% | 12% | - | 8% | 5% | - | 13% | 6% | 14% | 25% | - | 3% | 16% | 16% | - |
| DON'T KNOW/REFUSED | 6 | - | 3 | 3 | 2 | - | 3 | - | 2 | - | - | - | 1 | - | 4 | - | 4 | - | 1 | - | 4 | 1 | - |
| | 3% | - | 7% | 6% | 2% | - | 8% | - | 3% | - | - | - | 5% | - | 5% | - | 5% | - | 4% | - | 5% | 5% | - |

Table 28-3
 QUESTION 18S:
 And, which ONE of the following list best describes the reason you are supporting Hillary Clinton?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CLINTON Q.18 | 194 | 69 | 42 | 80 | 39 | 36 | 72 | 44 | 75 | 62 | 36 | 97 | 34 | 56 | 173 | 22 | 69 | 114 | 60 | 36 | 28 | 42 | 39 | 32 |
| | 100% | 35% | 21% | 41% | 20% | 18% | 37% | 23% | 39% | 32% | 18% | 50% | 18% | 29% | 89% | 11% | 35% | 59% | 31% | 18% | 14% | 21% | 20% | 17% |
| HAS THE RIGHT EXPERIENCE | 78 | 22 | 16 | 35 | 13 | 12 | 25 | 23 | 25 | 24 | 19 | 33 | 15 | 25 | 73 | 4 | 19 | 49 | 22 | 15 | 12 | 21 | 19 | 10 |
| | 40% | 32% | 39% | 44% | 34% | 34% | 35% | 52% | 33% | 39% | 53% | 34% | 44% | 45% | 42% | 20% | 28% | 43% | 37% | 41% | 44% | 49% | 48% | 31% |
| CAN BRING ABOUT THE NEEDED CHANGE | 27 | 8 | 6 | 12 | 3 | 6 | 12 | 6 | 10 | 6 | 5 | 18 | 2 | 6 | 25 | 2 | 14 | 12 | 13 | 2 | 2 | 6 | 3 | 9 |
| | 14% | 12% | 16% | 15% | 8% | 18% | 16% | 13% | 14% | 10% | 14% | 19% | 5% | 11% | 14% | 9% | 21% | 10% | 22% | 6% | 6% | 14% | 8% | 27% |
| CARES ABOUT PEOPLE LIKE ME | 19 | 11 | 6 | 2 | 11 | 1 | 6 | 2 | 12 | 5 | 1 | 10 | 3 | 5 | 15 | 4 | 7 | 12 | 3 | 3 | 6 | 5 | 3 | 3 |
| | 10% | 16% | 14% | 3% | 28% | 2% | 8% | 4% | 16% | 8% | 4% | 10% | 10% | 9% | 9% | 16% | 10% | 10% | 5% | 7% | 20% | 11% | 9% | 8% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 18 | 4 | 3 | 11 | 1 | 5 | 6 | 6 | 7 | 8 | 2 | 11 | 5 | 2 | 16 | 2 | 9 | 9 | 7 | 2 | 6 | 1 | 4 | 4 |
| | 9% | 6% | 8% | 14% | 3% | 13% | 8% | 14% | 9% | 13% | 6% | 11% | 13% | 4% | 9% | 8% | 14% | 8% | 12% | 7% | 21% | 3% | 9% | 12% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 8 | 4 | 2 | 3 | 3 | 3 | 3 | - | 2 | 5 | 1 | 4 | 2 | 2 | 6 | 2 | 5 | 4 | 3 | 2 | - | 4 | 1 | 4 |
| | 4% | 6% | 5% | 3% | 7% | 7% | 4% | - | 3% | 8% | 4% | 5% | 6% | 3% | 4% | 11% | 7% | 3% | 6% | 5% | - | 9% | 1% | 13% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 6 | 3 | - | 3 | 2 | 2 | 1 | 1 | 3 | 1 | 2 | 3 | 1 | 2 | 6 | - | 2 | 4 | - | 3 | - | - | 1 | - |
| | 3% | 5% | - | 3% | 5% | 6% | 2% | 2% | 4% | 2% | 6% | 3% | 4% | 3% | 4% | - | 3% | 3% | - | 9% | - | - | 3% | - |
| SAYS WHAT BELIEVES | 5 | 3 | - | 2 | 1 | 1 | 2 | 2 | 4 | 2 | - | 2 | 2 | 1 | 4 | 1 | 2 | 3 | 3 | - | - | 2 | - | - |
| | 3% | 5% | - | 3% | 3% | 2% | 3% | 3% | 5% | 3% | - | 2% | 5% | 2% | 2% | 6% | 3% | 3% | 4% | - | - | 4% | - | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | 1 | 1 | - | - | - | 2 | - | 1 | - | - | 1 | 1 | 1 | 2 | - | - | 2 | 1 | - | 1 | 2 | - | 1 |
| | 1% | 1% | 3% | - | - | - | 3% | - | 2% | - | - | 1% | 2% | 2% | 1% | - | - | 2% | 1% | - | 3% | 4% | - | 2% |
| NONE OF THESE | 6 | 1 | 1 | 5 | - | 4 | 1 | 1 | 1 | 3 | 1 | 2 | 1 | 3 | 6 | 1 | 2 | 3 | 1 | 1 | 1 | - | 4 | - |
| | 3% | 1% | 2% | 6% | - | 12% | 2% | 2% | 2% | 4% | 4% | 2% | 2% | 5% | 3% | 3% | 3% | 3% | 2% | 4% | 3% | - | 11% | - |
| ALL OF THESE | 19 | 7 | 6 | 6 | 4 | 2 | 9 | 3 | 5 | 6 | 3 | 11 | 3 | 4 | 16 | 3 | 6 | 12 | 6 | 6 | - | 2 | 3 | 2 |
| | 10% | 11% | 13% | 7% | 11% | 6% | 12% | 8% | 7% | 10% | 10% | 12% | 8% | 8% | 9% | 12% | 9% | 11% | 10% | 16% | - | 6% | 8% | 7% |
| DON'T KNOW/REFUSED | 6 | 4 | - | 1 | - | - | 4 | 1 | 4 | 1 | - | 1 | - | 4 | 2 | 3 | 1 | 4 | - | 1 | 1 | - | 1 | - |
| | 3% | 6% | - | 1% | - | - | 6% | 3% | 6% | 2% | - | 1% | - | 8% | 1% | 14% | 2% | 4% | - | 4% | 4% | - | 3% | - |

Table 28-4
 QUESTION 18S:
 And, which ONE of the following list best describes the reason you are supporting Hillary Clinton?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | UND |
|---|-----------------|-----------|-------------|------------|-------------------------|-----------|------------|-------------|-------------|------------|-------------|-----------|---------------------|-------------|--------------------|-------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CLINTON Q.18 | 194 100% | 20 10% | 168 86% | 153 79% | 56 29% | 37 19% | 184 94% | 11 6% | 78 40% | 100 51% | 81 42% | 96 49% | - | - | 194 100% | 56 29% | - |
| HAS THE RIGHT EXPERIENCE | 78 40% | 5 27% | 68 40% | 61 40% | 24 42% | 15 40% | 76 41% | 2 18% | 36 46% | 44 44% | 32 39% | 44 45% | - | - | 78 40% | 20 36% | - |
| CAN BRING ABOUT THE NEEDED CHANGE | 27 14% | 2 11% | 25 15% | 24 16% | 9 16% | 3 9% | 27 15% | - | 11 14% | 13 13% | 10 13% | 13 14% | - | - | 27 14% | 6 10% | - |
| CARES ABOUT PEOPLE LIKE ME | 19 10% | 4 18% | 15 9% | 14 9% | 2 4% | 2 5% | 18 10% | 1 9% | 5 7% | 7 7% | 11 13% | 7 8% | - | - | 19 10% | 8 15% | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 18 9% | 1 7% | 17 10% | 15 10% | 8 15% | 3 9% | 16 9% | 2 17% | 6 8% | 11 11% | 6 8% | 11 11% | - | - | 18 9% | 6 11% | - |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 8 4% | - | 8 5% | 8 5% | 3 5% | - | 6 4% | 2 18% | 1 2% | 2 2% | 5 6% | 1 1% | - | - | 8 4% | 3 5% | - |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 6 3% | 2 9% | 4 3% | 4 2% | 3 5% | 1 2% | 6 3% | - | 2 2% | 3 3% | 1 2% | 3 3% | - | - | 6 3% | 1 1% | - |
| SAYS WHAT BELIEVES | 5 3% | - | 4 2% | 4 2% | 1 3% | 2 7% | 5 3% | - | 1 2% | 1 1% | 3 3% | 1 1% | - | - | 5 3% | 1 1% | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 1% | - | 2 1% | 2 1% | 2 4% | 1 2% | 2 1% | - | 1 2% | 1 1% | 1 1% | 1 2% | - | - | 2 1% | 1 1% | - |
| NONE OF THESE | 6 3% | 3 17% | 3 2% | 2 1% | 1 3% | 2 6% | 2 1% | 4 38% | 3 4% | 3 3% | 2 3% | 1 2% | - | - | 6 3% | 3 5% | - |
| ALL OF THESE | 19 10% | 2 11% | 15 9% | 15 10% | - | 2 6% | 19 10% | - | 9 11% | 11 11% | 6 7% | 11 11% | - | - | 19 10% | 3 6% | - |
| DON'T KNOW/REFUSED | 6 3% | - | 6 3% | 6 4% | 2 4% | 6 15% | 6 3% | - | 1 2% | 1 1% | 4 5% | 1 1% | - | - | 6 3% | 6 10% | - |

Table 28-5
 QUESTION 18S:
 And, which ONE of the following list best describes the reason you are supporting Hillary Clinton?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|---|----------------------|--------|------------------------|----------|------------|------------|-------|-----------|--------------|------------------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|-----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CLINTON Q.18 | 194 | - | - | - | 78 | 27 | 19 | 77 | 111 | 102 | 33 | 44 | 43 | 40 | 32 | 78 | 129 | 46 | 72 | 156 | 17 | 96 | 97 |
| | 100% | - | - | - | 40% | 14% | 10% | 40% | 57% | 52% | 17% | 22% | 22% | 21% | 16% | 40% | 66% | 24% | 37% | 80% | 9% | 50% | 50% |
| HAS THE RIGHT EXPERIENCE | 78 | - | - | - | 78 | - | - | 32 | 43 | 39 | 10 | 25 | 17 | 17 | 10 | 36 | 53 | 20 | 34 | 66 | 4 | 41 | 37 |
| | 40% | - | - | - | 100% | - | - | 42% | 39% | 38% | 30% | 57% | 40% | 43% | 32% | 46% | 41% | 43% | 46% | 42% | 21% | 42% | 38% |
| CAN BRING ABOUT THE NEEDED CHANGE | 27 | - | - | - | - | 27 | - | 10 | 15 | 14 | 3 | 5 | 3 | 6 | 3 | 10 | 19 | 5 | 6 | 23 | 3 | 18 | 9 |
| | 14% | - | - | - | - | 100% | - | 13% | 13% | 14% | 9% | 11% | 6% | 16% | 8% | 13% | 15% | 10% | 9% | 15% | 18% | 19% | 9% |
| CARES ABOUT PEOPLE LIKE ME | 19 | - | - | - | - | - | 19 | 6 | 12 | 12 | 4 | 4 | 5 | 3 | 6 | 5 | 8 | 10 | 8 | 14 | 4 | 11 | 8 |
| | 10% | - | - | - | - | - | 100% | 8% | 10% | 11% | 13% | 9% | 12% | 7% | 20% | 7% | 6% | 21% | 12% | 9% | 21% | 12% | 8% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 18 | - | - | - | - | - | - | 9 | 9 | 7 | 7 | 3 | 2 | 5 | 2 | 7 | 13 | 5 | 5 | 15 | 1 | 10 | 8 |
| | 9% | - | - | - | - | - | - | 12% | 8% | 7% | 20% | 7% | 5% | 12% | 6% | 9% | 10% | 11% | 7% | 10% | 6% | 11% | 8% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 8 | - | - | - | - | - | - | 3 | 6 | 6 | - | 2 | 3 | 2 | 2 | 4 | 5 | 3 | 3 | 5 | 4 | 2 | 6 |
| | 4% | - | - | - | - | - | - | 3% | 5% | 6% | - | 5% | 8% | 6% | 7% | 5% | 4% | 6% | 3% | 3% | 21% | 2% | 6% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 6 | - | - | - | - | - | - | 4 | 2 | 2 | 2 | - | 3 | - | 1 | 1 | 4 | 1 | 1 | 4 | - | 2 | 5 |
| | 3% | - | - | - | - | - | - | 5% | 2% | 2% | 6% | - | 7% | - | 4% | 1% | 3% | 3% | 2% | 3% | - | 2% | 5% |
| SAYS WHAT BELIEVES | 5 | - | - | - | - | - | - | 3 | 2 | 2 | 1 | - | 1 | 1 | - | 3 | 4 | - | 1 | 4 | - | 4 | 2 |
| | 3% | - | - | - | - | - | - | 4% | 2% | 2% | 4% | - | 3% | 2% | - | 4% | 3% | - | 1% | 2% | - | 4% | 2% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 | - | - | - | - | - | - | 2 | - | - | 1 | 1 | 1 | - | - | 1 | 1 | 1 | - | 1 | 2 | - | 2 |
| | 1% | - | - | - | - | - | - | 3% | - | - | 3% | 2% | 1% | - | - | 1% | 1% | 2% | - | - | 10% | - | 2% |
| NONE OF THESE | 6 | - | - | - | - | - | - | 4 | 2 | 1 | - | - | 3 | 1 | 1 | 4 | 6 | - | 2 | 5 | 1 | 1 | 4 |
| | 3% | - | - | - | - | - | - | 5% | 2% | 1% | - | - | 8% | 2% | 2% | 5% | 4% | - | 3% | 3% | 4% | 2% | 4% |
| ALL OF THESE | 19 | - | - | - | - | - | - | 1 | 18 | 17 | 5 | 2 | 3 | 4 | 6 | 6 | 15 | 2 | 7 | 15 | - | 6 | 13 |
| | 10% | - | - | - | - | - | - | 1% | 16% | 16% | 15% | 5% | 8% | 10% | 18% | 8% | 12% | 5% | 10% | 10% | - | 6% | 13% |
| DON'T KNOW/REFUSED | 6 | - | - | - | - | - | - | 2 | 3 | 3 | - | 1 | 1 | 1 | 1 | 1 | 2 | - | 6 | 6 | - | 1 | 4 |
| | 3% | - | - | - | - | - | - | 3% | 3% | 3% | - | 3% | 3% | 3% | 4% | 2% | 2% | - | 8% | 4% | - | 1% | 4% |

Table 28-6
 QUESTION 188:
 And, which ONE of the following list best describes the reason you are supporting Hillary Clinton?

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|------------|----------------|---------------------------|-------------|----------------|------------|-----------|-------------------|------------|-----------|-----------------------|--------------|--------------------|--------------|
| | TOTAL | CABLE NEWS | NET- WORK NEWS | NEWS- PAPER | NEWS- PAPER | NET- WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CLINTON Q.18 | 194 100% | 69 35% | 57 29% | 41 21% | 52 27% | 40 21% | 39 20% | 31 16% | 92 47% | 9 5% | 63 32% | 51 26% | 137 71% | 53 27% | 130 67% |
| HAS THE RIGHT EXPERIENCE | 78 40% | 27 40% | 21 37% | 16 38% | 24 46% | 18 45% | 5 13% | 8 26% | 33 36% | 3 34% | 34 54% | 22 44% | 54 39% | 25 48% | 50 38% |
| CAN BRING ABOUT THE NEEDED CHANGE | 27 14% | 7 10% | 11 20% | 7 18% | 5 9% | 5 12% | 11 29% | 2 8% | 14 16% | - - | 10 17% | 6 12% | 21 15% | 13 24% | 14 10% |
| CARES ABOUT PEOPLE LIKE ME | 19 10% | 11 15% | 4 7% | - - | 8 16% | 4 11% | 4 10% | 5 15% | 12 13% | - - | 2 4% | 3 6% | 12 9% | 4 8% | 11 9% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 18 9% | 6 9% | 7 12% | 5 12% | 5 10% | 2 6% | 7 18% | 4 12% | 8 9% | 2 17% | 5 8% | 4 7% | 15 11% | 2 3% | 16 12% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 8 4% | 1 2% | 4 7% | 3 8% | - - | 2 6% | 1 2% | 1 2% | 3 3% | 2 24% | 2 4% | 2 9% | 4 3% | 4 4% | 6 5% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 6 3% | 2 3% | 1 2% | 1 2% | 1 3% | - - | 1 2% | - - | 5 5% | - - | 1 2% | 3 5% | 3 2% | 2 3% | 5 4% |
| SAYS WHAT BELIEVES | 5 3% | - - | 1 2% | 2 5% | 1 1% | 1 2% | 4 9% | 3 9% | 2 2% | 1 12% | - - | 1 1% | 5 4% | 1 1% | 5 4% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 2 1% | - - | 1 1% | - - | - - | - - | - - | 1 3% | - - | - - | 1 2% | 1 1% | 2 1% | - - | 1 1% |
| NONE OF THESE | 6 3% | 5 7% | 1 1% | 1 2% | 1 3% | 1 2% | - - | - - | 6 6% | - - | 1 1% | 3 5% | 3 2% | 1 1% | 5 4% |
| ALL OF THESE | 19 10% | 8 12% | 6 11% | 3 7% | 5 10% | 4 10% | 5 13% | 6 21% | 8 9% | 1 13% | 3 4% | 4 8% | 15 11% | 4 7% | 13 10% |
| DON'T KNOW/REFUSED | 6 3% | 1 2% | - - | 3 7% | 1 3% | 3 8% | 1 3% | 1 4% | 1 1% | - - | 3 5% | 1 2% | 4 3% | - - | 6 4% |

Table 29-1
 QUESTION 18C:
 And, which ONE of the following list best describes the reason you are supporting Clinton/Obama?

Combined Choices.

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.18 | 359 100% | 207 58% | 82 23% | 289 81% | 34 9% | 36 10% | 59 16% | 44 12% | 55 15% | 119 33% | 46 13% | 174 49% | 184 51% | 115 32% | 55 15% | 98 27% | 90 25% | 180 50% | 114 32% | 58 16% | 92 26% | 87 24% | 56 16% | 58 16% |
| CAN BRING ABOUT THE NEEDED CHANGE | 97 27% | 51 25% | 25 31% | 76 26% | 14 41% | 11 32% | 18 30% | 9 21% | 20 37% | 29 24% | 9 19% | 50 29% | 46 25% | 29 25% | 14 25% | 31 32% | 23 25% | 39 22% | 36 31% | 21 37% | 20 22% | 19 22% | 21 37% | 15 26% |
| HAS THE RIGHT EXPERIENCE | 82 23% | 49 24% | 23 28% | 72 25% | 2 7% | 8 21% | 15 26% | 5 11% | 13 23% | 29 25% | 12 26% | 29 17% | 53 29% | 19 16% | 11 20% | 24 24% | 28 31% | 42 23% | 29 26% | 9 15% | 16 17% | 26 30% | 11 20% | 18 32% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 29 8% | 21 10% | 5 6% | 26 9% | 1 4% | 1 2% | 4 7% | 5 12% | 7 12% | 9 7% | 4 9% | 19 6% | 10 10% | 9 7% | 6 11% | 6 7% | 8 9% | 14 8% | 9 7% | 7 11% | 8 9% | 6 7% | 1 2% | 7 13% |
| CARES ABOUT PEOPLE LIKE ME | 29 8% | 19 9% | 6 8% | 26 9% | 2 6% | 2 6% | 1 2% | 9 21% | 1 2% | 10 8% | 5 12% | 21 12% | 8 5% | 13 11% | 5 9% | 7 7% | 5 5% | 16 9% | 12 10% | 1 1% | 11 12% | 5 6% | 9 17% | 2 4% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 28 8% | 16 8% | 5 6% | 21 7% | 2 7% | 4 11% | 2 4% | 1 2% | 7 13% | 12 10% | 2 5% | 20 11% | 9 5% | 16 14% | 4 8% | 4 4% | 4 4% | 15 8% | 12 10% | 2 3% | 11 12% | 4 4% | 7 12% | 5 8% |
| SAYS WHAT BELIEVES | 22 6% | 8 4% | 7 9% | 16 6% | 3 10% | 4 10% | 4 8% | 2 5% | 4 6% | 6 5% | 2 5% | 9 5% | 12 7% | 9 8% | 5 9% | 4 4% | 3 4% | 14 8% | 2 2% | 5 9% | 6 6% | 8 10% | 1 2% | 1 1% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 7 2% | 4 2% | 1 2% | 5 2% | 2 6% | - - | - - | 2 3% | 1 1% | 5 4% | - - | 5 3% | 2 1% | 5 5% | - - | 1 1% | 1 1% | 2 1% | 5 4% | - - | 1 2% | 1 1% | 3 6% | 1 2% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 4 1% | 3 1% | 1 1% | 4 1% | - - | - - | 1 1% | 2 3% | - - | 1 1% | 1 2% | 2 1% | 2 1% | 4 3% | - - | - - | - - | 1 - | 2 1% | 2 3% | - - | 1 1% | - - | 2 3% |
| NONE OF THESE | 23 6% | 6 3% | 2 2% | 8 3% | 5 14% | 2 6% | 4 7% | 5 11% | 1 1% | 7 5% | 5 10% | 16 9% | 7 4% | 4 4% | 5 9% | 7 8% | 6 6% | 18 10% | 1 1% | 3 6% | 12 13% | 5 6% | - - | 1 2% |
| ALL OF THESE | 28 8% | 22 10% | 4 5% | 26 9% | 2 6% | 2 4% | 6 10% | 5 10% | 2 3% | 10 8% | 4 10% | 10 6% | 18 10% | 5 5% | 3 5% | 8 8% | 12 14% | 17 9% | 3 2% | 5 9% | 7 7% | 10 11% | 1 2% | 1 2% |
| DON'T KNOW/REFUSED | 10 3% | 8 4% | 2 2% | 10 4% | - - | 3 8% | 3 5% | - - | - - | 3 3% | 1 3% | 4 2% | 7 4% | 2 2% | 2 4% | 5 5% | 1 1% | 2 1% | 5 4% | 3 5% | 1 1% | 1 2% | 1 2% | 4 7% |

Table 29-2
 QUESTION 18C:
 And, which ONE of the following list best describes the reason you are supporting Clinton/Obama?

Combined Choices.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|---|-------------|----------|-----------|-----------|-----------------|-----------|-----------|--------------|----------------|-----------|-----------|-----------|-------------|--------------|------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.18 | 359 100% | 28 8% | 67 19% | 94 26% | 259 72% | 43 12% | 52 14% | 131 36% | 128 36% | 76 21% | 25 7% | 74 21% | 40 11% | 30 8% | 114 32% | 85 24% | 122 34% | 41 11% | 41 11% | 85 24% | 122 34% | 47 13% | 35 10% |
| CAN BRING ABOUT THE NEEDED CHANGE | 97 27% | 5 19% | 14 22% | 20 21% | 76 29% | 8 19% | 11 22% | 42 32% | 34 27% | 18 23% | 6 25% | 26 36% | 11 28% | 8 25% | 28 24% | 19 23% | 31 26% | 17 40% | 9 21% | 19 22% | 32 26% | 11 24% | 14 40% |
| HAS THE RIGHT EXPERIENCE | 82 23% | 5 19% | 19 28% | 24 25% | 56 21% | 6 13% | 18 35% | 23 18% | 33 25% | 9 13% | 3 12% | 16 22% | 9 24% | 8 27% | 36 31% | 17 21% | 31 26% | 5 13% | 18 43% | 15 18% | 33 28% | 9 19% | 14 39% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 29 8% | 3 11% | 3 5% | 7 7% | 23 9% | 2 6% | 4 8% | 8 6% | 15 12% | 3 4% | 1 3% | 6 8% | 5 13% | 6 19% | 8 7% | 7 8% | 14 11% | 1 3% | 4 10% | 10 12% | 10 9% | 4 8% | 3 4% |
| CARES ABOUT PEOPLE LIKE ME | 29 8% | 2 6% | 7 10% | 9 9% | 21 8% | 4 9% | 5 9% | 17 13% | 4 3% | 13 17% | 3 13% | 4 6% | - - | 1 5% | 7 6% | 13 16% | 6 5% | 5 12% | 1 3% | 13 16% | 6 5% | 3 7% | 3 8% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 28 8% | 4 14% | 4 6% | 8 9% | 20 8% | 6 14% | 2 4% | 13 10% | 7 5% | 14 18% | 1 6% | 5 6% | 2 6% | 3 10% | 4 3% | 9 11% | 7 6% | 3 8% | 1 3% | 10 12% | 6 5% | 4 9% | 1 2% |
| SAYS WHAT BELIEVES | 22 6% | 1 3% | 4 6% | 4 5% | 17 7% | 4 9% | 1 1% | 5 4% | 12 9% | 4 6% | 2 10% | 3 4% | 5 13% | 3 9% | 5 4% | 3 4% | 5 4% | 2 5% | 6 14% | 6 7% | 3 2% | 5 10% | 3 8% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 7 2% | 1 5% | 1 1% | 2 2% | 4 2% | 1 3% | 1 1% | 3 2% | 1 1% | 4 5% | - - | 1 1% | 1 3% | - - | 1 1% | 2 3% | 1 1% | 1 3% | - - | 3 3% | 1 1% | 1 3% | - - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 4 1% | - - | 1 2% | 1 2% | 2 1% | - - | 1 3% | 2 1% | 1 1% | 2 2% | - - | - - | 2 6% | - - | - - | 2 2% | 1 1% | - - | 1 2% | 3 3% | - - | 1 2% | - - |
| NONE OF THESE | 23 6% | - - | 2 3% | 2 2% | 21 8% | 2 5% | - - | 13 10% | 7 6% | 4 6% | 5 20% | 6 9% | - - | - - | 7 6% | 3 3% | 3 3% | 2 5% | - - | 1 2% | 5 4% | 2 4% | - - |
| ALL OF THESE | 28 8% | 3 10% | 8 12% | 11 12% | 16 6% | 5 13% | 6 11% | 4 3% | 11 9% | 4 5% | 1 4% | 5 7% | 2 4% | 2 5% | 15 13% | 6 7% | 16 13% | 4 9% | 1 1% | 3 3% | 19 16% | 4 9% | - - |
| DON'T KNOW/REFUSED | 10 3% | 4 13% | 3 5% | 7 7% | 4 1% | 4 8% | 3 6% | - - | 4 3% | 1 1% | 2 8% | 1 1% | 1 3% | - - | 6 5% | 3 3% | 6 5% | 1 2% | 1 3% | 2 2% | 6 5% | 2 4% | - - |

Table 29-3
 QUESTION 18C:
 And, which ONE of the following list best describes the reason you are supporting Clinton/Obama?

Combined Choices.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-------------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|------------|-----------|-------------------|-----------|------------|----------------|-----------|------------------|--------------|----------------------|-----------|-----------|---------------|------------|-----------|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.18 | 359 100% | 109 30% | 71 20% | 174 49% | 80 22% | 94 26% | 100 28% | 80 22% | 116 32% | 119 33% | 91 25% | 170 47% | 75 21% | 106 30% | 321 89% | 38 11% | 143 40% | 204 57% | 95 27% | 66 18% | 63 17% | 72 20% | 72 20% | 52 15% |
| CAN BRING ABOUT THE NEEDED CHANGE | 97 27% | 25 23% | 20 28% | 52 30% | 17 21% | 33 35% | 28 28% | 19 24% | 28 24% | 29 24% | 31 34% | 43 26% | 18 25% | 34 32% | 88 27% | 9 25% | 44 31% | 51 25% | 26 27% | 16 25% | 17 27% | 17 23% | 25 34% | 15 28% |
| HAS THE RIGHT EXPERIENCE | 82 23% | 23 21% | 16 23% | 38 22% | 14 18% | 15 16% | 25 25% | 23 29% | 25 22% | 25 21% | 21 24% | 36 21% | 16 21% | 25 24% | 77 24% | 4 12% | 20 14% | 52 26% | 22 23% | 15 22% | 14 22% | 21 28% | 19 26% | 11 21% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 29 8% | 8 7% | 6 8% | 15 9% | 4 5% | 6 6% | 10 10% | 9 12% | 12 10% | 13 11% | 3 4% | 18 10% | 7 9% | 4 4% | 26 8% | 4 9% | 17 12% | 12 6% | 11 11% | 4 7% | 12 19% | 3 5% | 4 5% | 9 18% |
| CARES ABOUT PEOPLE LIKE ME | 29 8% | 13 12% | 9 13% | 7 4% | 16 20% | 5 5% | 7 7% | 2 2% | 15 13% | 10 8% | 2 3% | 17 10% | 6 7% | 6 5% | 25 8% | 5 12% | 13 9% | 16 8% | 4 4% | 5 7% | 6 10% | 8 12% | 5 7% | 3 5% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 28 8% | 9 8% | 4 5% | 16 9% | 7 9% | 12 13% | 5 5% | 4 5% | 4 4% | 13 11% | 11 12% | 10 6% | 5 7% | 13 12% | 26 8% | 2 6% | 16 11% | 13 6% | 10 10% | 3 5% | 7 11% | 8 11% | 5 7% | 8 15% |
| SAYS WHAT BELIEVES | 22 6% | 3 3% | 1 1% | 18 10% | 2 2% | 7 8% | 2 2% | 10 13% | 7 6% | 6 5% | 7 8% | 8 5% | 8 11% | 6 5% | 19 6% | 2 6% | 7 5% | 15 7% | 8 9% | 2 3% | 1 2% | 4 5% | 2 2% | - - |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 7 2% | 4 4% | - - | 3 2% | 3 4% | 2 2% | 1 1% | 1 1% | 3 2% | 2 2% | 2 2% | 3 2% | 1 2% | 2 2% | 7 2% | - - | 2 1% | 5 2% | - - | 3 5% | - - | - - | 1 2% | - - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 4 1% | 2 2% | 1 2% | - - | 2 2% | - - | 2 2% | - - | 3 3% | - - | - - | 2 1% | 1 1% | 1 1% | 4 1% | - - | 2 1% | 2 1% | 1 1% | 2 2% | 1 1% | 2 2% | - - | 2 4% |
| NONE OF THESE | 23 6% | 6 6% | 4 6% | 12 7% | 6 8% | 9 10% | 4 4% | 3 4% | 7 6% | 7 6% | 8 9% | 14 8% | 5 7% | 3 3% | 20 6% | 3 7% | 8 5% | 14 7% | 4 5% | 5 8% | 2 4% | 3 5% | 7 9% | 1 2% |
| ALL OF THESE | 28 8% | 8 8% | 8 11% | 12 7% | 5 7% | 4 5% | 10 10% | 8 9% | 7 6% | 12 10% | 4 5% | 17 10% | 5 7% | 5 5% | 24 8% | 4 9% | 11 8% | 16 8% | 7 8% | 9 14% | 1 2% | 2 3% | 5 7% | 3 7% |
| DON'T KNOW/REFUSED | 10 3% | 6 6% | 3 4% | 1 1% | 4 4% | - - | 6 6% | 1 1% | 6 5% | 3 3% | 1 1% | 1 1% | 2 3% | 7 7% | 5 2% | 5 14% | 3 2% | 7 3% | 3 3% | 1 2% | 1 2% | 4 6% | 1 2% | - - |

Table 29-4
 QUESTION 18C:
 And, which ONE of the following list best describes the reason you are supporting Clinton/Obama?

Combined Choices.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | UND |
|---|-----------------|-----------|-------------|------------|--------------------|-----------|------------|-------------|-------------|------------|-------------|------------|---------------------|-------------|------------|-----------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | CLIN- TON | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.18 | 359 100% | 39 11% | 305 85% | 260 72% | 101 28% | 97 27% | 272 76% | 83 23% | 111 31% | 254 71% | 89 25% | 183 51% | 48 13% | 164 46% | 194 54% | 56 16% | - |
| CAN BRING ABOUT THE NEEDED CHANGE | 97 27% | 9 22% | 86 28% | 71 27% | 28 28% | 31 32% | 70 26% | 24 29% | 19 17% | 83 33% | 10 12% | 56 31% | 9 19% | 70 43% | 27 14% | 6 10% | - |
| HAS THE RIGHT EXPERIENCE | 82 23% | 6 16% | 70 23% | 64 24% | 24 23% | 15 15% | 77 28% | 5 6% | 37 33% | 47 18% | 32 36% | 44 24% | 1 2% | 4 2% | 78 40% | 20 36% | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 29 8% | 3 8% | 26 9% | 24 9% | 13 13% | 10 11% | 23 9% | 6 7% | 10 9% | 22 9% | 6 7% | 18 10% | 6 12% | 11 7% | 18 9% | 6 11% | - |
| CARES ABOUT PEOPLE LIKE ME | 29 8% | 5 13% | 23 7% | 19 8% | 5 5% | 5 5% | 21 8% | 8 10% | 8 7% | 16 6% | 12 14% | 11 6% | 2 3% | 10 6% | 19 10% | 8 15% | - |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 28 8% | - | 28 9% | 21 8% | 7 7% | 6 6% | 17 6% | 11 13% | 7 6% | 21 8% | 7 8% | 12 7% | 11 24% | 20 12% | 8 4% | 3 5% | - |
| SAYS WHAT BELIEVES | 22 6% | 2 5% | 17 6% | 15 6% | 6 6% | 10 11% | 15 6% | 6 8% | 6 6% | 16 6% | 3 4% | 10 6% | 9 18% | 16 10% | 5 3% | 1 1% | - |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 7 2% | 2 5% | 5 2% | 4 2% | 4 4% | 1 1% | 6 2% | 1 1% | 2 2% | 4 1% | 1 1% | 3 2% | 1 2% | 1 - | 6 3% | 1 1% | - |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 4 1% | - | 4 1% | 4 1% | 2 2% | 2 2% | 4 1% | - | 1 1% | 3 1% | 1 1% | 3 2% | - | 2 1% | 2 1% | 1 1% | - |
| NONE OF THESE | 23 6% | 8 20% | 14 5% | 8 3% | 8 8% | 4 4% | 5 2% | 17 21% | 10 9% | 16 6% | 6 6% | 4 2% | 7 14% | 16 10% | 6 3% | 3 5% | - |
| ALL OF THESE | 28 8% | 4 9% | 22 7% | 20 8% | - | 5 5% | 24 9% | 3 4% | 9 8% | 20 8% | 6 6% | 16 9% | 1 3% | 9 6% | 19 10% | 3 6% | - |
| DON'T KNOW/REFUSED | 10 3% | 1 2% | 9 3% | 9 4% | 4 4% | 7 8% | 9 3% | 1 1% | 1 1% | 6 2% | 4 5% | 5 3% | 2 4% | 5 3% | 6 3% | 6 10% | - |

Table 29-5
 QUESTION 18C:
 And, which ONE of the following list best describes the reason you are supporting Clinton/Obama?

Combined Choices.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|---|----------------------|--------|------------------------|--------------------|------------|--------|------------|-----------|-------------|------------------|------|-----|-------------|---------------|------|-------------|-----------|-------------|---------------------|-----------|-------------|---------------------|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.18 | 359 | 70 | 20 | 16 | 78 | 27 | 19 | 141 | 201 | 173 | 78 | 76 | 71 | 74 | 52 | 149 | 242 | 76 | 137 | 288 | 35 | 181 | 177 |
| | 100% | 19% | 6% | 5% | 22% | 8% | 5% | 39% | 56% | 48% | 22% | 21% | 20% | 21% | 15% | 41% | 68% | 21% | 38% | 80% | 10% | 50% | 49% |
| CAN BRING ABOUT THE NEEDED CHANGE | 97 | 70 | - | - | - | 27 | - | 36 | 54 | 42 | 29 | 16 | 17 | 17 | 12 | 34 | 64 | 16 | 29 | 75 | 14 | 50 | 47 |
| | 27% | 100% | - | - | - | 100% | - | 26% | 27% | 24% | 37% | 21% | 24% | 23% | 22% | 23% | 26% | 21% | 21% | 26% | 42% | 27% | 27% |
| HAS THE RIGHT EXPERIENCE | 82 | - | - | - | 78 | - | - | 33 | 47 | 42 | 10 | 26 | 17 | 18 | 11 | 36 | 53 | 23 | 34 | 69 | 4 | 43 | 39 |
| | 23% | - | - | - | 100% | - | - | 24% | 23% | 24% | 13% | 34% | 24% | 24% | 21% | 24% | 22% | 30% | 25% | 24% | 10% | 24% | 22% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 29 | - | - | - | - | - | - | 16 | 14 | 12 | 7 | 11 | 2 | 7 | 3 | 14 | 23 | 6 | 8 | 25 | 2 | 17 | 13 |
| | 8% | - | - | - | - | - | - | 11% | 7% | 7% | 8% | 14% | 3% | 10% | 5% | 9% | 9% | 8% | 6% | 9% | 6% | 9% | 7% |
| CARES ABOUT PEOPLE LIKE ME | 29 | - | - | - | - | - | 19 | 10 | 17 | 17 | 7 | 5 | 7 | 7 | 7 | 11 | 15 | 12 | 12 | 22 | 6 | 16 | 13 |
| | 8% | - | - | - | - | - | 100% | 7% | 9% | 10% | 9% | 6% | 9% | 9% | 14% | 8% | 6% | 16% | 9% | 8% | 17% | 9% | 7% |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 28 | - | 20 | - | - | - | - | 7 | 20 | 16 | 4 | 9 | 5 | 8 | 5 | 15 | 20 | 6 | 13 | 22 | 4 | 16 | 13 |
| | 8% | - | 100% | - | - | - | - | 5% | 10% | 9% | 6% | 11% | 8% | 10% | 9% | 10% | 8% | 8% | 9% | 8% | 10% | 9% | 7% |
| SAYS WHAT BELIEVES | 22 | - | - | 16 | - | - | - | 10 | 10 | 10 | 5 | - | 7 | 7 | 1 | 12 | 16 | 3 | 11 | 17 | 1 | 9 | 13 |
| | 6% | - | - | 100% | - | - | - | 7% | 5% | 6% | 7% | - | 9% | 9% | 1% | 8% | 7% | 4% | 8% | 6% | 3% | 5% | 7% |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 7 | - | - | - | - | - | - | 5 | 2 | 2 | 2 | - | 4 | - | 2 | 1 | 4 | 2 | 2 | 5 | - | 2 | 5 |
| | 2% | - | - | - | - | - | - | 3% | 1% | 1% | 3% | - | 5% | - | 4% | 1% | 1% | 3% | 1% | 2% | - | 1% | 3% |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 4 | - | - | - | - | - | - | 2 | 2 | 2 | 2 | 1 | 1 | - | - | 1 | 3 | 1 | - | 2 | 2 | 2 | 2 |
| | 1% | - | - | - | - | - | - | 2% | 1% | 1% | 3% | 1% | 1% | - | - | - | 1% | 1% | - | 1% | 5% | 1% | 1% |
| NONE OF THESE | 23 | - | - | - | - | - | - | 15 | 8 | 4 | 5 | 4 | 5 | 3 | 2 | 12 | 16 | 3 | 9 | 17 | 1 | 12 | 10 |
| | 6% | - | - | - | - | - | - | 10% | 4% | 2% | 6% | 5% | 8% | 4% | 5% | 8% | 7% | 4% | 7% | 6% | 4% | 6% | 6% |
| ALL OF THESE | 28 | - | - | - | - | - | - | 1 | 23 | 21 | 7 | 4 | 4 | 6 | 9 | 9 | 22 | 4 | 12 | 24 | - | 12 | 16 |
| | 8% | - | - | - | - | - | - | 1% | 12% | 12% | 9% | 5% | 6% | 9% | 16% | 6% | 9% | 5% | 8% | 8% | - | 6% | 9% |
| DON'T KNOW/REFUSED | 10 | - | - | - | - | - | - | 5 | 5 | 5 | - | 2 | 2 | 1 | 1 | 4 | 6 | 1 | 7 | 10 | 1 | 3 | 7 |
| | 3% | - | - | - | - | - | - | 4% | 2% | 3% | - | 3% | 3% | 2% | 2% | 3% | 3% | 1% | 5% | 3% | 2% | 2% | 4% |

Table 29-6
 QUESTION 18C:
 And, which ONE of the following list best describes the reason you are supporting Clinton/Obama?

Combined Choices.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|---------------------|-----------|------------|---------------------------|-----------|------------|-----------|-----------------------|----------|------------|------------|-----------------------|---------------|--------------------|--|
| | TOTAL | NET-CABLE WORK NEWS | | NEWS-PAPER | NET-WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB-URBAN | | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK | |
| | | CABLE NEWS | WORK NEWS | | NEWS | NEWS | | | OTHER | URBAN | | | | | | |
| BASE=DEM PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.18 | 359 100% | 133 37% | 87 24% | 71 20% | 92 26% | 74 21% | 71 20% | 50 14% | 154 43% | 17 5% | 137 38% | 111 31% | 241 67% | 91 25% | 243 68% | |
| CAN BRING ABOUT THE NEEDED CHANGE | 97 27% | 33 25% | 28 33% | 24 34% | 24 26% | 17 23% | 23 32% | 7 13% | 44 28% | 6 33% | 41 30% | 32 29% | 64 26% | 26 28% | 64 27% | |
| HAS THE RIGHT EXPERIENCE | 82 23% | 29 22% | 23 26% | 16 22% | 24 26% | 20 26% | 7 10% | 10 21% | 33 21% | 3 19% | 35 26% | 22 20% | 58 24% | 27 29% | 52 21% | |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF HEALTH CARE | 29 8% | 15 11% | 10 11% | 5 7% | 9 10% | 5 7% | 7 10% | 6 12% | 12 8% | 2 13% | 9 7% | 8 8% | 21 9% | 9 10% | 20 8% | |
| CARES ABOUT PEOPLE LIKE ME | 29 8% | 16 12% | 5 6% | 3 4% | 12 13% | 5 7% | 5 7% | 5 9% | 19 12% | 1 4% | 6 4% | 8 8% | 17 7% | 6 7% | 19 8% | |
| HAS THE BEST CHANCE TO WIN IN NOVEMBER | 28 8% | 3 2% | 4 5% | 7 10% | 5 5% | 4 6% | 8 11% | 1 3% | 10 6% | 2 14% | 15 11% | 16 14% | 12 5% | 9 9% | 19 8% | |
| SAYS WHAT BELIEVES | 22 6% | 6 4% | 3 4% | 5 7% | 2 3% | 4 6% | 9 13% | 5 10% | 4 2% | 1 7% | 12 9% | 4 4% | 18 7% | 3 3% | 16 7% | |
| IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ | 7 2% | 2 2% | 2 3% | 1 1% | 2 2% | - - | 1 1% | - - | 5 4% | - - | 1 1% | 3 2% | 4 2% | 2 2% | 5 2% | |
| IS BEST ABLE TO DEAL WITH THE ISSUE OF EDUCATION | 4 1% | 2 1% | 1 1% | - - | - - | 2 2% | - - | 1 2% | 2 1% | - - | 1 1% | 1 1% | 3 1% | - - | 2 1% | |
| NONE OF THESE | 23 6% | 14 10% | 2 3% | 2 3% | 5 5% | 4 5% | 2 3% | 5 11% | 12 8% | 1 4% | 5 4% | 9 8% | 13 5% | 3 4% | 16 7% | |
| ALL OF THESE | 28 8% | 13 10% | 6 7% | 4 5% | 7 8% | 8 10% | 8 11% | 8 16% | 13 9% | 1 7% | 5 4% | 6 5% | 22 9% | 5 6% | 19 8% | |
| DON'T KNOW/REFUSED | 10 3% | 2 2% | 2 2% | 5 7% | 1 1% | 6 8% | 1 2% | 2 5% | 2 1% | - - | 6 4% | 1 1% | 9 4% | 2 2% | 8 3% | |

Table 30-1
 QUESTION 19:
 Would you say that things in TEXAS are going in the right direction, or have they gotten off on the wrong track?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---------------------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|------|--------|-------|-------|-------|------|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -85 | -75 | -21 | -96 | -3 | -21 | -35 | -4 | -9 | -5 | -10 | -36 | -49 | -9 | -13 | -31 | -32 | -65 | 6 | -22 | -25 | -40 | 2 | 4 |
| | -21% | -32% | -23% | -30% | -8% | -49% | -49% | -8% | -15% | -4% | -21% | -19% | -23% | -8% | -22% | -26% | -32% | -32% | 5% | -31% | -26% | -39% | 4% | 6% |
| RIGHT DIRECTION | 148 | 74 | 30 | 104 | 18 | 9 | 17 | 21 | 24 | 59 | 19 | 73 | 74 | 54 | 23 | 39 | 30 | 63 | 62 | 20 | 34 | 28 | 29 | 33 |
| | 37% | 31% | 34% | 32% | 46% | 22% | 23% | 41% | 40% | 46% | 38% | 39% | 35% | 45% | 38% | 34% | 30% | 31% | 52% | 29% | 35% | 28% | 51% | 52% |
| WRONG TRACK | 232 | 149 | 51 | 199 | 21 | 30 | 52 | 25 | 33 | 64 | 29 | 109 | 123 | 63 | 37 | 70 | 62 | 128 | 56 | 43 | 60 | 68 | 27 | 29 |
| | 58% | 63% | 58% | 62% | 54% | 72% | 72% | 49% | 55% | 50% | 59% | 58% | 58% | 53% | 60% | 60% | 62% | 64% | 47% | 60% | 60% | 67% | 47% | 46% |
| NO OPINION | 19 | 12 | 7 | 19 | - | 2 | 3 | 5 | 3 | 4 | 1 | 5 | 14 | 3 | 1 | 7 | 7 | 9 | 2 | 8 | 4 | 5 | 1 | 1 |
| | 5% | 5% | 8% | 6% | - | 6% | 4% | 11% | 5% | 4% | 3% | 3% | 7% | 3% | 2% | 6% | 7% | 5% | 2% | 11% | 4% | 5% | 2% | 2% |
| REFUSED | 1 | 1 | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | - |
| | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | 1% | - | - | - | - | 1% | - | - | - |
| WRONG TRACK DEMS | 199 | 149 | 51 | 199 | - | 26 | 46 | 21 | 26 | 54 | 27 | 89 | 110 | 52 | 31 | 61 | 56 | 103 | 53 | 39 | 44 | 59 | 25 | 28 |
| | 50% | 63% | 58% | 62% | - | 61% | 63% | 41% | 45% | 43% | 55% | 48% | 52% | 43% | 50% | 52% | 56% | 51% | 44% | 55% | 45% | 58% | 44% | 45% |

Table 30-2

QUESTION 19:

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

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|--|----------|------|-------|------|-----------------|-------|------|-------|------------|-------|-----|-------|-------|-------|--------------|------|------|------|-----------|------|-------|------|------|
| | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT | |
| | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | 18-54 | 55+ | 18-54 | 55+ | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -85 | -20 | -24 | -44 | -39 | -20 | -25 | -16 | -23 | -12 | 3 | -26 | 3 | -16 | -36 | -23 | -52 | -24 | 3 | -19 | -56 | -10 | -11 |
| | -21% | -61% | -34% | -43% | -13% | -41% | -44% | -11% | -15% | -16% | 10% | -32% | 7% | -47% | -27% | -25% | -37% | -57% | 7% | -20% | -40% | -20% | -27% |
| RIGHT DIRECTION | 148 | 5 | 22 | 27 | 119 | 13 | 14 | 60 | 59 | 32 | 15 | 27 | 22 | 9 | 43 | 34 | 40 | 8 | 22 | 36 | 38 | 18 | 12 |
| | 37% | 14% | 31% | 26% | 41% | 27% | 25% | 43% | 39% | 41% | 54% | 32% | 51% | 25% | 32% | 35% | 28% | 20% | 47% | 39% | 27% | 38% | 30% |
| WRONG TRACK | 232 | 25 | 46 | 71 | 158 | 32 | 39 | 76 | 82 | 44 | 12 | 53 | 19 | 25 | 79 | 57 | 91 | 32 | 19 | 54 | 94 | 28 | 23 |
| | 58% | 75% | 65% | 68% | 54% | 68% | 69% | 55% | 54% | 57% | 44% | 64% | 45% | 72% | 59% | 60% | 65% | 77% | 40% | 59% | 66% | 58% | 57% |
| NO OPINION | 19 | 3 | 2 | 5 | 13 | 2 | 3 | 3 | 10 | 2 | 1 | 3 | 2 | 1 | 12 | 4 | 9 | 1 | 6 | 3 | 10 | 2 | 5 |
| | 5% | 10% | 2% | 5% | 5% | 4% | 6% | 2% | 7% | 2% | 2% | 3% | 4% | 2% | 9% | 4% | 6% | 3% | 13% | 3% | 7% | 4% | 13% |
| REFUSED | 1 | - | 1 | 1 | - | 1 | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - |
| | - | - | 1% | 1% | - | 1% | - | - | - | - | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - |
| WRONG TRACK DEMS | 199 | 24 | 42 | 66 | 133 | 29 | 37 | 60 | 73 | 38 | 8 | 43 | 14 | 22 | 74 | 57 | 91 | 32 | 19 | 54 | 94 | 28 | 23 |
| | 50% | 73% | 59% | 64% | 46% | 61% | 66% | 44% | 48% | 49% | 31% | 51% | 32% | 64% | 55% | 60% | 65% | 77% | 40% | 59% | 66% | 58% | 57% |

Table 30-3

QUESTION 19:

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

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---------------------------------------|-----------|---------|---------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS LESS | OR COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -85 | -15 | -26 | -45 | -10 | -26 | -31 | -19 | -13 | -29 | -37 | -55 | -5 | -26 | -78 | -6 | -54 | -28 | -34 | -11 | -10 | -10 | -19 | -16 |
| | -21% | -13% | -30% | -23% | -11% | -26% | -27% | -21% | -10% | -22% | -38% | -28% | -6% | -23% | -22% | -15% | -33% | -13% | -30% | -16% | -15% | -13% | -24% | -26% |
| RIGHT DIRECTION | 148 | 49 | 29 | 68 | 37 | 36 | 40 | 31 | 57 | 48 | 29 | 66 | 36 | 41 | 131 | 17 | 50 | 92 | 37 | 28 | 26 | 34 | 29 | 20 |
| | 37% | 42% | 33% | 35% | 43% | 36% | 35% | 34% | 43% | 36% | 30% | 34% | 43% | 36% | 36% | 42% | 31% | 41% | 33% | 40% | 40% | 42% | 38% | 33% |
| WRONG TRACK | 232 | 63 | 55 | 113 | 47 | 62 | 71 | 50 | 70 | 77 | 66 | 121 | 41 | 67 | 209 | 23 | 104 | 120 | 70 | 40 | 36 | 44 | 48 | 35 |
| | 58% | 55% | 64% | 58% | 54% | 61% | 61% | 55% | 53% | 58% | 68% | 62% | 49% | 59% | 58% | 58% | 64% | 54% | 63% | 57% | 55% | 55% | 61% | 59% |
| NO OPINION | 19 | 4 | 3 | 12 | 2 | 3 | 5 | 10 | 5 | 7 | 2 | 7 | 7 | 5 | 19 | - | 7 | 12 | 4 | 2 | 3 | 3 | 1 | 5 |
| | 5% | 4% | 3% | 6% | 3% | 3% | 4% | 11% | 3% | 6% | 2% | 4% | 8% | 4% | 5% | - | 5% | 5% | 3% | 3% | 5% | 3% | 1% | 8% |
| REFUSED | 1 | - | - | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | - |
| | - | - | - | - | - | 1% | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | 1% | - | - | - |
| WRONG TRACK DEMS | 199 | 58 | 48 | 93 | 40 | 50 | 66 | 44 | 64 | 67 | 53 | 104 | 37 | 57 | 181 | 18 | 86 | 108 | 60 | 37 | 30 | 39 | 43 | 29 |
| | 50% | 50% | 56% | 48% | 46% | 49% | 57% | 48% | 48% | 50% | 54% | 54% | 44% | 51% | 50% | 45% | 53% | 48% | 54% | 53% | 46% | 48% | 55% | 48% |

Table 30-4

QUESTION 19:

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

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---------------------------------------|-----------------|-----------|-------------|---------|-------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE-TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -85 | 24 | -117 | -108 | 105 | -22 | -86 | 9 | -33 | -76 | -8 | -79 | -12 | -27 | -34 | 4 | -24 |
| | -21% | 57% | -34% | -37% | 100% | -20% | -29% | 10% | -27% | -27% | -8% | -38% | -26% | -16% | -18% | 7% | -71% |
| RIGHT DIRECTION | 148 | 33 | 105 | 84 | 105 | 40 | 100 | 47 | 43 | 96 | 43 | 60 | 17 | 64 | 77 | 29 | 5 |
| | 37% | 77% | 31% | 29% | 100% | 37% | 34% | 52% | 36% | 34% | 44% | 29% | 36% | 39% | 40% | 52% | 14% |
| WRONG TRACK | 232 | 9 | 222 | 193 | - | 62 | 186 | 38 | 76 | 172 | 51 | 139 | 30 | 90 | 111 | 25 | 28 |
| | 58% | 20% | 65% | 67% | - | 57% | 62% | 42% | 63% | 61% | 52% | 67% | 62% | 55% | 57% | 44% | 86% |
| NO OPINION | 19 | 1 | 12 | 12 | - | 6 | 12 | 6 | 2 | 15 | 4 | 8 | 1 | 10 | 6 | 2 | - |
| | 5% | 2% | 4% | 4% | - | 5% | 4% | 7% | 2% | 5% | 4% | 4% | 2% | 6% | 3% | 4% | - |
| REFUSED | 1 | - | 1 | 1 | - | 1 | 1 | - | - | 1 | - | 1 | - | 1 | - | - | - |
| | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - |
| WRONG TRACK DEMS | 199 | 5 | 193 | 193 | - | 49 | 168 | 24 | 67 | 151 | 40 | 126 | 23 | 71 | 102 | 22 | 25 |
| | 50% | 12% | 57% | 67% | - | 45% | 56% | 26% | 56% | 53% | 41% | 61% | 49% | 43% | 52% | 40% | 74% |

Table 30-5

QUESTION 19:

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

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|---------------------------------------|----------------------|--------|------------------------|------------|--------------|--------|------------|-------|-------|--------------|------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|----|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL- IEVES | | | | DIR | TRACK | DEMS | EDUC | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -85 | -13 | -10 | - | -11 | -5 | -6 | 148 | -232 | -199 | -41 | -26 | 10 | -2 | -19 | -50 | -49 | -11 | -57 | -78 | 7 | -68 | -17 | |
| | -21% | -18% | -50% | - | -14% | -18% | -29% | 100% | -100% | -100% | -45% | -32% | 13% | -3% | -30% | -30% | -18% | -14% | -36% | -24% | 18% | -32% | -9% | |
| RIGHT DIRECTION | 148 | 26 | 4 | 8 | 32 | 10 | 6 | 148 | - | - | 25 | 25 | 44 | 35 | 21 | 55 | 106 | 33 | 47 | 112 | 23 | 66 | 81 | |
| | 37% | 38% | 22% | 48% | 42% | 37% | 32% | 100% | - | - | 27% | 31% | 56% | 44% | 33% | 33% | 39% | 41% | 30% | 35% | 59% | 32% | 42% | |
| WRONG TRACK | 232 | 39 | 14 | 8 | 43 | 15 | 12 | - | 232 | 199 | 66 | 51 | 33 | 37 | 39 | 106 | 155 | 44 | 103 | 191 | 16 | 134 | 98 | |
| | 58% | 56% | 72% | 48% | 56% | 55% | 61% | - | 100% | 100% | 72% | 63% | 42% | 47% | 63% | 64% | 56% | 55% | 66% | 59% | 41% | 64% | 52% | |
| NO OPINION | 19 | 4 | 1 | - | 2 | 2 | 1 | - | - | - | 2 | 5 | 1 | 6 | 2 | 4 | 13 | 3 | 5 | 17 | - | 8 | 11 | |
| | 5% | 6% | 5% | - | 2% | 8% | 7% | - | - | - | 2% | 6% | 2% | 8% | 4% | 2% | 5% | 4% | 3% | 5% | - | 4% | 6% | |
| REFUSED | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | 1 | - | 1 | 1 | - | - | 1 | |
| | - | - | - | 4% | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | |
| WRONG TRACK DEMS | 199 | 28 | 10 | 8 | 39 | 14 | 12 | - | 199 | 199 | 57 | 44 | 24 | 33 | 36 | 89 | 132 | 38 | 89 | 163 | 14 | 119 | 81 | |
| | 50% | 40% | 49% | 48% | 50% | 53% | 61% | - | 86% | 100% | 62% | 55% | 30% | 41% | 57% | 54% | 48% | 47% | 57% | 51% | 36% | 57% | 42% | |

Table 30-6

QUESTION 19:

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

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---------------------------------------|------------------|-------------|-------------|-------------|---------------------------|-------------|-------------|------------|------------------|------------|-------------|-------------|-----------------------|-------------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| | | CABLE NEWS | WORK NEWS | | | WORK NEWS | RURAL | | OTHER | URBAN | URBAN | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (RIGHT DIRECTION - WRONG TRACK) | -85 -21% | -16 -12% | -20 -21% | -18 -22% | -10 -10% | -28 -33% | -25 -33% | -7 -12% | -15 -9% | -3 -15% | -60 -39% | -34 -27% | -54 -20% | -37 -36% | -46 -17% | |
| RIGHT DIRECTION | 148 37% | 59 42% | 35 36% | 30 37% | 45 43% | 24 29% | 24 32% | 23 40% | 74 43% | 7 41% | 44 29% | 42 34% | 100 37% | 32 31% | 104 38% | |
| WRONG TRACK | 232 58% | 75 53% | 56 56% | 48 60% | 55 53% | 51 62% | 49 65% | 29 52% | 89 52% | 10 56% | 104 68% | 76 62% | 154 57% | 69 67% | 150 56% | |
| NO OPINION | 19 5% | 7 5% | 8 8% | 3 3% | 5 5% | 8 9% | 2 3% | 5 8% | 9 5% | 1 4% | 5 3% | 5 4% | 14 5% | 2 2% | 16 6% | |
| REFUSED | 1 - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 1 - | - - | 1 - | - - | 1 - | |
| WRONG TRACK DEMS | 199 50% | 63 45% | 49 49% | 45 56% | 48 46% | 44 53% | 43 57% | 27 48% | 73 42% | 8 49% | 91 59% | 67 54% | 133 49% | 63 62% | 128 47% | |

Table 31-1
 QUESTION 20:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

First Choice.

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------|-------|----------|----------|-----------|-----|----------|----------------|------|-----------|------------|------|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE-TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| EDUCATION | 92 | 57 | 19 | 76 | 11 | 11 | 21 | 10 | 15 | 28 | 6 | 49 | 44 | 43 | 17 | 24 | 8 | 51 | 28 | 11 | 23 | 28 | 15 | 12 |
| | 23% | 24% | 21% | 23% | 28% | 26% | 30% | 21% | 26% | 22% | 12% | 26% | 21% | 36% | 28% | 20% | 8% | 26% | 23% | 15% | 24% | 28% | 27% | 20% |
| | (1) | (1) | (2) | (1) | (2) | (1) | (1) | (2) | (1) | (2) | (3) | (1) | (2) | (1) | (3) | (6) | (1) | (1) | (3) | (3) | (1) | (1) | (1) | (2) |
| HEALTH CARE | 81 | 51 | 21 | 72 | 5 | 7 | 11 | 5 | 10 | 28 | 19 | 31 | 50 | 19 | 6 | 26 | 29 | 35 | 27 | 17 | 17 | 18 | 8 | 19 |
| | 20% | 22% | 24% | 22% | 12% | 17% | 15% | 10% | 18% | 22% | 39% | 16% | 24% | 16% | 10% | 22% | 29% | 17% | 22% | 24% | 17% | 18% | 15% | 29% |
| | (2) | (2) | (1) | (2) | (3) | (3) | (3) | (4) | (3) | (1) | (1) | (3) | (1) | (3) | (4) | (1) | (1) | (3) | (2) | (1) | (3) | (3) | (3) | (1) |
| ILLEGAL IMMIGRATION | 79 | 38 | 15 | 53 | 13 | 7 | 19 | 11 | 11 | 23 | 7 | 44 | 35 | 24 | 14 | 26 | 15 | 45 | 23 | 10 | 23 | 22 | 15 | 8 |
| | 20% | 16% | 17% | 16% | 35% | 17% | 26% | 22% | 19% | 18% | 14% | 23% | 16% | 20% | 23% | 22% | 15% | 22% | 19% | 14% | 23% | 22% | 26% | 13% |
| | (3) | (3) | (3) | (3) | (1) | (2) | (2) | (1) | (2) | (3) | (2) | (2) | (3) | (2) | (2) | (2) | (2) | (2) | (3) | (4) | (2) | (2) | (2) | (4) |
| PROPERTY TAXES | 43 | 26 | 10 | 35 | 2 | 5 | 9 | 5 | 9 | 12 | 3 | 22 | 21 | 12 | 2 | 16 | 13 | 19 | 13 | 11 | 13 | 6 | 5 | 8 |
| | 11% | 11% | 11% | 11% | 5% | 12% | 13% | 10% | 15% | 9% | 6% | 12% | 10% | 10% | 4% | 13% | 13% | 9% | 11% | 16% | 13% | 6% | 8% | 13% |
| | (4) | (4) | (4) | (4) | (5) | (4) | (4) | (5) | (4) | (5) | (6) | (4) | (5) | (4) | (8) | (4) | (3) | (4) | (4) | (2) | (4) | (5) | (4) | (3) |
| JOBS | 35 | 22 | 6 | 28 | 1 | 1 | 4 | 8 | 6 | 12 | 4 | 13 | 23 | 10 | 8 | 7 | 9 | 15 | 11 | 9 | 7 | 8 | 4 | 6 |
| | 9% | 9% | 7% | 9% | 2% | 2% | 5% | 16% | 11% | 9% | 9% | 7% | 11% | 9% | 13% | 6% | 9% | 7% | 9% | 13% | 7% | 8% | 7% | 10% |
| | (5) | (5) | (5) | (5) | (8) | (8) | (5) | (3) | (5) | (4) | (4) | (5) | (4) | (5) | (3) | (5) | (4) | (5) | (5) | (5) | (5) | (4) | (5) | (5) |
| GROWTH AND CONGESTION | 18 | 11 | 5 | 16 | 1 | 3 | 2 | 1 | 4 | 6 | 3 | 9 | 9 | 4 | 5 | 4 | 5 | 7 | 6 | 5 | 4 | 3 | 2 | 4 |
| | 5% | 5% | 6% | 5% | 2% | 6% | 3% | 2% | 6% | 5% | 6% | 5% | 4% | 4% | 9% | 3% | 5% | 4% | 5% | 7% | 4% | 3% | 3% | 7% |
| | (6) | (7) | (6) | (6) | (7) | (6) | (7) | (8) | (6) | (7) | (7) | (6) | (7) | (6) | (5) | (7) | (8) | (7) | (6) | (6) | (7) | (8) | (8) | (6) |
| MORAL VALUES | 17 | 11 | 4 | 15 | 1 | 2 | 1 | 2 | - | 10 | 1 | 3 | 14 | 1 | 4 | 3 | 9 | 7 | 4 | 3 | 1 | 6 | 1 | 3 |
| | 4% | 5% | 5% | 5% | 4% | 5% | 2% | 5% | - | 8% | 2% | 7% | 1% | 6% | 3% | 9% | 4% | 3% | 5% | 2% | 6% | 2% | 4% | 4% |
| | (7) | (6) | (8) | (7) | (6) | (7) | (8) | (6) | (6) | (9) | (10) | (6) | (6) | (9) | (6) | (8) | (5) | (8) | (8) | (7) | (10) | (6) | (10) | (8) |
| STATE SPENDING | 13 | 8 | 4 | 13 | - | 5 | 3 | 1 | 1 | 1 | 3 | 6 | 7 | 1 | 2 | 6 | 4 | 7 | 5 | 1 | 4 | 4 | 2 | 3 |
| | 3% | 4% | 5% | 4% | - | 11% | 4% | 1% | 1% | 1% | 7% | 3% | 4% | 1% | 4% | 5% | 4% | 4% | 4% | 1% | 4% | 4% | 3% | 5% |
| | (8) | (8) | (7) | (8) | - | (5) | (6) | (9) | (8) | (10) | (5) | (9) | (8) | (10) | (7) | (6) | (9) | (6) | (7) | (9) | (8) | (7) | (9) | (7) |
| POLITICAL SCANDALS | 9 | 7 | 2 | 9 | - | - | 1 | 1 | 2 | 5 | - | 7 | 2 | 1 | 2 | - | 5 | 6 | 2 | - | 5 | 2 | 2 | - |
| | 2% | 3% | 2% | 3% | - | - | 1% | 1% | 4% | 4% | - | 4% | 1% | 1% | 3% | - | 5% | 3% | 2% | - | 5% | 2% | 4% | - |
| | (9) | (9) | (9) | (9) | - | - | (10) | (10) | (7) | (8) | - | (7) | (9) | (8) | (9) | - | (7) | (9) | (10) | - | (6) | (9) | (7) | - |
| ABORTION | 7 | 2 | - | 2 | 4 | 1 | 1 | 2 | - | 1 | 2 | 6 | 1 | 3 | - | 1 | 3 | 4 | 2 | 1 | 3 | 1 | 2 | - |
| | 2% | 1% | - | - | 11% | 1% | 1% | 4% | - | 1% | 5% | 3% | 1% | 3% | - | 1% | 3% | 2% | 2% | 1% | 3% | 1% | 4% | - |
| | (10) | (10) | - | (10) | (4) | (9) | (9) | (7) | - | (9) | (8) | (8) | (10) | (7) | - | (9) | (10) | (10) | (9) | (8) | (9) | (10) | (6) | - |
| OTHER | 3 | 3 | - | 3 | - | - | 1 | 2 | - | - | - | - | 3 | - | - | 3 | - | 1 | - | 1 | - | 1 | - | - |
| | 1% | 1% | - | 1% | - | - | 1% | 4% | - | - | - | - | 1% | - | - | 2% | - | 1% | - | 2% | - | 1% | - | - |
| NONE OF ABOVE | 2 | 1 | 1 | 2 | - | 1 | - | 1 | - | - | - | - | 2 | - | - | 2 | - | 1 | - | 1 | - | 1 | - | - |
| | 1% | - | 2% | 1% | - | 2% | - | 3% | - | - | - | - | 1% | - | - | 2% | - | - | - | 2% | - | 1% | - | - |
| REFUSED | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | - | - | 1% | - | - | - | - | 1% | - | - | - | - | - | - | - | 1% | - | - | - | - | - | 1% | - | - |

Table 31-2
 QUESTION 20:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

First Choice.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-----------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE-TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| EDUCATION | 92 23% (1) | 11 32% (1) | 18 25% (2) | 29 27% (1) | 64 22% (2) | 16 33% (1) | 13 23% (2) | 33 24% (2) | 31 20% (2) | 28 37% (1) | 5 19% (2) | 15 18% (3) | 15 35% (1) | 12 35% (1) | 17 12% (4) | 29 30% (1) | 29 21% (2) | 11 26% (2) | 8 16% (3) | 41 44% (1) | 17 12% (4) | 10 21% (2) | 8 21% (2) |
| HEALTH CARE | 81 20% (2) | 8 23% (2) | 19 27% (1) | 27 26% (2) | 52 18% (3) | 11 24% (2) | 15 27% (1) | 19 14% (3) | 33 22% (1) | 12 15% (3) | 2 8% (5) | 17 20% (2) | 8 18% (2) | 4 13% (4) | 38 28% (1) | 14 15% (3) | 37 27% (1) | 12 28% (1) | 10 21% (2) | 11 12% (3) | 40 28% (1) | 10 21% (3) | 11 28% (1) |
| ILLEGAL IMMIGRATION | 79 20% (3) | 2 7% (5) | 7 10% (4) | 10 9% (4) | 67 23% (1) | 4 7% (5) | 6 11% (4) | 38 28% (1) | 29 19% (3) | 18 23% (2) | 7 26% (1) | 19 23% (1) | 6 14% (3) | 7 20% (2) | 22 16% (2) | 19 20% (3) | 18 13% (3) | 5 11% (3) | 11 23% (1) | 15 16% (2) | 22 16% (2) | 11 22% (1) | 5 11% (4) |
| PROPERTY TAXES | 43 11% (4) | 3 10% (4) | 5 7% (6) | 8 8% (6) | 35 12% (4) | 3 6% (6) | 5 10% (5) | 19 14% (4) | 16 10% (4) | 8 11% (4) | 2 7% (7) | 11 14% (4) | 4 9% (5) | 1 2% (8) | 17 12% (3) | 12 10% (4) | 14 10% (5) | 4 10% (4) | 5 12% (4) | 6 6% (5) | 20 14% (3) | 4 9% (5) | 6 14% (3) |
| JOBS | 35 9% (5) | 5 14% (3) | 8 11% (3) | 13 12% (3) | 21 7% (5) | 4 9% (4) | 8 15% (3) | 8 6% (5) | 12 8% (6) | 4 6% (5) | 3 10% (4) | 6 7% (5) | 6 14% (4) | 5 8% (3) | 11 8% (6) | 7 7% (5) | 15 11% (4) | 2 5% (6) | 4 8% (5) | 9 9% (4) | 13 9% (5) | 5 11% (4) | 1 1% (9) |
| GROWTH AND CONGESTION | 18 5% (6) | 2 6% (6) | 7 10% (5) | 9 9% (5) | 9 3% (8) | 5 11% (3) | 4 6% (6) | 4 3% (8) | 6 4% (8) | 2 2% (7) | 4 16% (3) | 4 4% (8) | 3 7% (6) | 1 3% (7) | 5 4% (8) | 4 5% (7) | 6 8% (5) | 3 4% (8) | 2 4% (8) | 4 5% (6) | 6 4% (7) | 4 7% (7) | 1 4% (7) |
| MORAL VALUES | 17 4% (7) | - - (9) | 1 1% (10) | 1 1% (6) | 16 6% (6) | - - (7) | 1 2% (10) | 3 2% (5) | 13 9% (10) | - - (10) | 1 4% (8) | 1 2% (10) | 1 2% (7) | 3 7% (5) | 11 8% (5) | 1 1% (9) | 9 7% (6) | 1 3% (9) | 3 7% (6) | - - (6) | 11 7% (6) | 4 8% (6) | 1 1% (8) |
| STATE SPENDING | 13 3% (8) | - - (7) | 3 4% (7) | 3 3% (7) | 10 4% (7) | 2 5% (7) | 1 1% (8) | 4 3% (9) | 7 5% (7) | 1 1% (8) | 1 3% (9) | 4 5% (7) | - - (6) | 2 4% (7) | 6 3% (8) | 3 4% (8) | 5 4% (7) | 2 5% (7) | 2 5% (7) | 3 4% (7) | 5 3% (8) | - - (5) | 4 11% (5) |
| POLITICAL SCANDALS | 9 2% (9) | 1 4% (7) | - - (8) | 1 1% (9) | 7 2% (9) | 1 3% (8) | - - (6) | 5 4% (9) | 2 1% (9) | 1 1% (9) | 2 7% (6) | 4 5% (6) | 1 1% (8) | - - (9) | 1 1% (9) | 5 6% (6) | 1 1% (9) | 1 3% (8) | 1 1% (9) | 3 3% (8) | 4 3% (9) | 1 1% (8) | 1 4% (6) |
| ABORTION | 7 2% (10) | - - (8) | 1 2% (9) | 1 1% (10) | 6 2% (9) | 1 3% (9) | - - (7) | 5 1% (10) | 1 1% (6) | 3 4% (6) | - - (9) | 3 3% (9) | - - (10) | - - (10) | 1 1% (10) | 1 1% (10) | - - (9) | - - (9) | - - (9) | 1 1% (9) | 1 - (10) | - - (9) | - - (10) |
| OTHER | 3 1% (8) | 1 4% (7) | - - (9) | 1 1% (10) | 1 - (7) | - - (6) | 1 2% (10) | - - (5) | 1 1% (10) | - - (10) | - - (8) | - - (7) | - - (6) | - - (5) | 3 2% (9) | - - (8) | 3 2% (6) | - - (9) | - - (6) | - - (6) | - - (6) | 3 2% (8) | - - (5) |
| NONE OF ABOVE | 2 1% (8) | - - (7) | 1 1% (7) | 1 1% (7) | 1 - (7) | - - (6) | 1 2% (10) | - - (5) | 1 1% (10) | - - (8) | - - (9) | - - (7) | - - (6) | - - (5) | 2 2% (9) | - - (8) | 1 1% (6) | - - (9) | 1 3% (8) | - - (7) | 1 1% (8) | - - (5) | 1 4% (6) |
| REFUSED | 1 - (8) | - - (7) | 1 1% (7) | 1 1% (7) | - - (6) | - - (6) | 1 1% (10) | - - (5) | - - (10) | - - (8) | - - (9) | - - (7) | - - (6) | - - (5) | 1 1% (9) | - - (8) | - - (6) | - - (9) | 1 2% (8) | - - (7) | - - (6) | - - (5) | 1 2% (8) |

Table 31-3
QUESTION 20:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

First Choice.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------|-----------|-------|------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR | SOME | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| EDUCATION | 92 | 12 | 15 | 65 | 12 | 37 | 16 | 28 | 18 | 34 | 36 | 45 | 18 | 29 | 89 | 3 | 39 | 53 | 26 | 15 | 16 | 22 | 23 | 15 |
| | 23% | 11% | 17% | 34% | 13% | 36% | 13% | 31% | 13% | 25% | 37% | 23% | 21% | 25% | 25% | 9% | 24% | 24% | 23% | 22% | 24% | 28% | 29% | 24% |
| | (1) | (3) | (2) | (1) | (3) | (1) | (3) | (1) | (3) | (1) | (1) | (1) | (2) | (2) | (1) | (5) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (2) |
| HEALTH CARE | 81 | 33 | 13 | 30 | 19 | 12 | 27 | 18 | 35 | 18 | 16 | 41 | 16 | 18 | 71 | 10 | 29 | 46 | 12 | 15 | 29 | 18 | 13 | 19 |
| | 20% | 28% | 15% | 16% | 22% | 12% | 23% | 20% | 27% | 14% | 17% | 21% | 19% | 16% | 20% | 24% | 18% | 21% | 10% | 21% | 44% | 23% | 16% | 31% |
| | (2) | (1) | (3) | (2) | (2) | (4) | (1) | (2) | (1) | (3) | (3) | (2) | (3) | (3) | (2) | (1) | (2) | (3) | (5) | (3) | (1) | (2) | (3) | (1) |
| ILLEGAL IMMIGRATION | 79 | 25 | 24 | 29 | 25 | 19 | 24 | 10 | 22 | 32 | 16 | 28 | 21 | 30 | 70 | 8 | 27 | 48 | 23 | 15 | 8 | 12 | 14 | 5 |
| | 20% | 22% | 28% | 15% | 29% | 18% | 21% | 11% | 16% | 24% | 17% | 14% | 25% | 26% | 20% | 20% | 17% | 21% | 21% | 22% | 12% | 15% | 18% | 8% |
| | (3) | (2) | (1) | (3) | (1) | (2) | (2) | (4) | (2) | (2) | (2) | (3) | (1) | (1) | (3) | (2) | (3) | (2) | (2) | (2) | (3) | (3) | (2) | (5) |
| PROPERTY TAXES | 43 | 9 | 11 | 23 | 9 | 13 | 11 | 10 | 12 | 15 | 10 | 20 | 9 | 14 | 36 | 7 | 19 | 22 | 7 | 11 | 4 | 3 | 10 | 8 |
| | 11% | 8% | 13% | 12% | 10% | 13% | 10% | 11% | 9% | 11% | 10% | 10% | 11% | 12% | 10% | 17% | 12% | 10% | 6% | 16% | 6% | 4% | 13% | 13% |
| | (4) | (5) | (4) | (4) | (4) | (3) | (4) | (5) | (5) | (4) | (4) | (5) | (4) | (4) | (4) | (3) | (4) | (4) | (6) | (4) | (4) | (7) | (4) | (4) |
| JOBS | 35 | 12 | 6 | 17 | 7 | 5 | 11 | 12 | 15 | 12 | 6 | 21 | 7 | 7 | 30 | 5 | 19 | 16 | 18 | 6 | 4 | 6 | 4 | 8 |
| | 9% | 10% | 7% | 9% | 9% | 5% | 10% | 13% | 11% | 9% | 6% | 11% | 8% | 6% | 8% | 14% | 11% | 7% | 16% | 8% | 6% | 7% | 5% | 14% |
| | (5) | (4) | (5) | (5) | (5) | (6) | (5) | (3) | (4) | (5) | (6) | (4) | (5) | (6) | (5) | (4) | (5) | (5) | (3) | (5) | (5) | (5) | (7) | (3) |
| GROWTH AND CONGESTION | 18 | 4 | 4 | 10 | 3 | 6 | 5 | 4 | 5 | 6 | 7 | 5 | 5 | 8 | 16 | 3 | 7 | 12 | 12 | - | 2 | 10 | 3 | 1 |
| | 5% | 3% | 5% | 5% | 3% | 6% | 4% | 4% | 4% | 5% | 7% | 2% | 6% | 7% | 4% | 6% | 4% | 5% | 11% | - | 3% | 12% | 4% | 1% |
| | (6) | (9) | (7) | (6) | (8) | (5) | (8) | (7) | (9) | (6) | (5) | (9) | (6) | (5) | (7) | (6) | (7) | (6) | (4) | - | (7) | (4) | (8) | (9) |
| MORAL VALUES | 17 | 7 | 6 | 4 | 3 | - | 10 | 4 | 10 | 5 | - | 12 | 3 | 2 | 17 | - | 7 | 9 | 6 | 1 | 3 | 5 | 5 | 2 |
| | 4% | 6% | 6% | 2% | 3% | - | 9% | 5% | 8% | 4% | - | 6% | 4% | 2% | 5% | - | 5% | 4% | 5% | 2% | 5% | 6% | 6% | 3% |
| | (7) | (6) | (6) | (8) | (9) | (10) | (6) | (6) | (6) | (7) | (6) | (7) | (8) | (8) | (6) | (6) | (8) | (7) | (7) | (7) | (6) | (6) | (5) | (6) |
| STATE SPENDING | 13 | 6 | 3 | 5 | 2 | 4 | 6 | 1 | 6 | 3 | 3 | 10 | 1 | 1 | 12 | 1 | 5 | 9 | 5 | 4 | - | 2 | 4 | 2 |
| | 3% | 5% | 3% | 3% | 3% | 3% | 5% | 2% | 5% | 2% | 3% | 5% | 2% | 1% | 3% | 2% | 3% | 4% | 4% | 6% | - | 2% | 6% | 3% |
| | (8) | (7) | (8) | (7) | (10) | (7) | (7) | (8) | (7) | (9) | (7) | (7) | (10) | (9) | (8) | (9) | (9) | (7) | (8) | (6) | - | (9) | (6) | (7) |
| POLITICAL SCANDALS | 9 | 5 | 1 | 3 | 4 | 3 | 2 | - | 2 | 3 | 1 | 3 | 2 | 4 | 7 | 1 | 6 | 3 | 1 | 1 | 1 | 2 | 2 | 1 |
| | 2% | 4% | 1% | 2% | 4% | 3% | 2% | - | 1% | 3% | 1% | 1% | 2% | 4% | 2% | 3% | 4% | 1% | 1% | 1% | 1% | 3% | 2% | 2% |
| | (9) | (8) | *(9) | (10) | (6) | (8) | (9) | - | (10) | (8) | (8) | (10) | (9) | (7) | (9) | (8) | (10) | (9) | (9) | (9) | (9) | (8) | (9) | (8) |
| ABORTION | 7 | 3 | 1 | 3 | 3 | 3 | 1 | 1 | 6 | 1 | 1 | 5 | 2 | - | 5 | 2 | 3 | 4 | - | 1 | - | - | - | - |
| | 2% | 3% | 1% | 2% | 4% | 3% | 1% | 1% | 5% | 1% | 1% | 3% | 2% | - | 1% | 5% | 2% | 2% | - | 2% | - | - | - | - |
| | (10) | (10) | *(9) | (9) | (7) | (9) | (10) | (9) | (8) | (10) | (9) | (8) | (8) | - | (10) | (7) | (10) | (9) | (8) | (8) | - | - | - | - |
| OTHER | 3 | - | - | 3 | - | - | - | 3 | - | 2 | 1 | 2 | - | - | 3 | - | 1 | 2 | - | - | - | - | - | - |
| | 1% | - | - | 1% | - | - | - | 3% | - | 2% | 1% | 1% | - | - | 1% | - | 1% | 1% | - | - | - | - | - | - |
| NONE OF ABOVE | 2 | - | 2 | - | - | - | 2 | - | - | 1 | 1 | 1 | - | 1 | 2 | - | 1 | 1 | 1 | - | - | 1 | - | - |
| | 1% | - | 3% | - | - | - | 2% | - | - | 1% | 1% | 1% | - | 1% | 1% | - | 1% | - | 1% | - | - | 1% | - | - |
| REFUSED | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - |
| | - | - | 1% | - | - | - | 1% | - | 1% | - | - | - | - | - | - | - | - | - | - | 1% | - | - | 1% | - |

Table 31-4
 QUESTION 20:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

First Choice.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| EDUCATION | 92 | 8 | 83 | 74 | 17 | 27 | 76 | 15 | 24 | 77 | 11 | 65 | 13 | 45 | 33 | 8 | 14 |
| | 23% | 19% | 25% | 26% | 16% | 24% | 25% | 17% | 19% | 27% | 12% | 32% | 26% | 28% | 17% | 15% | 42% |
| | (1) | (3) | (1) | (1) | (2) | (1) | (1) | (4) | (3) | (1) | (4) | (1) | (2) | (1) | (3) | (3) | (1) |
| HEALTH CARE | 81 | 8 | 69 | 63 | 16 | 17 | 62 | 17 | 26 | 58 | 23 | 42 | 14 | 33 | 44 | 11 | 5 |
| | 20% | 20% | 20% | 22% | 15% | 16% | 21% | 19% | 22% | 20% | 23% | 20% | 29% | 20% | 22% | 19% | 14% |
| | (2) | (2) | (2) | (2) | (3) | (3) | (2) | (2) | (2) | (2) | (2) | (2) | (1) | (2) | (1) | (2) | (3) |
| ILLEGAL IMMIGRATION | 79 | 13 | 63 | 47 | 32 | 24 | 56 | 20 | 29 | 49 | 25 | 31 | 6 | 28 | 43 | 20 | 6 |
| | 20% | 30% | 18% | 16% | 30% | 22% | 19% | 22% | 24% | 17% | 25% | 15% | 12% | 17% | 22% | 36% | 18% |
| | (3) | (1) | (3) | (3) | (1) | (2) | (3) | (1) | (1) | (3) | (1) | (3) | (3) | (3) | (2) | (1) | (2) |
| PROPERTY TAXES | 43 | 4 | 36 | 30 | 11 | 10 | 24 | 17 | 9 | 29 | 13 | 13 | 2 | 17 | 19 | 7 | 2 |
| | 11% | 9% | 10% | 10% | 10% | 9% | 8% | 19% | 7% | 10% | 13% | 6% | 4% | 11% | 10% | 12% | 5% |
| | (4) | (4) | (4) | (4) | (5) | (6) | (5) | (3) | (5) | (4) | (3) | (6) | (6) | (4) | (5) | (4) | (5) |
| JOBS | 35 | 3 | 29 | 24 | 11 | 10 | 25 | 7 | 13 | 25 | 7 | 18 | 5 | 14 | 19 | 4 | - |
| | 9% | 6% | 8% | 8% | 10% | 9% | 8% | 8% | 11% | 9% | 7% | 9% | 11% | 8% | 10% | 7% | 1% |
| | (5) | (6) | (5) | (5) | (6) | (5) | (4) | (5) | (4) | (5) | (4) | (4) | (4) | (5) | (4) | (5) | (7) |
| GROWTH AND CONGESTION | 18 | - | 18 | 16 | 12 | 10 | 17 | 2 | 3 | 15 | 3 | 14 | 5 | 12 | 7 | 2 | - |
| | 5% | - | 5% | 5% | 11% | 9% | 6% | 2% | 2% | 5% | 3% | 7% | 10% | 7% | 3% | 3% | - |
| | (6) | | (6) | (6) | (4) | (4) | (6) | (9) | (9) | (6) | (8) | (5) | (5) | (6) | (9) | (8) | |
| MORAL VALUES | 17 | - | 17 | 15 | 6 | 8 | 14 | 3 | 5 | 11 | 5 | 9 | 1 | 5 | 7 | 3 | 5 |
| | 4% | - | 5% | 5% | 5% | 7% | 5% | 4% | 4% | 4% | 5% | 4% | 3% | 3% | 4% | 5% | 14% |
| | (7) | | (7) | (7) | (7) | (7) | (7) | (8) | (7) | (7) | (7) | (7) | (8) | (7) | (8) | (6) | (4) |
| STATE SPENDING | 13 | 3 | 9 | 9 | 1 | 1 | 9 | 4 | 6 | 7 | 5 | 5 | - | 2 | 10 | 2 | 1 |
| | 3% | 7% | 3% | 3% | 1% | 1% | 3% | 4% | 5% | 2% | 6% | 2% | - | 1% | 5% | 4% | 4% |
| | (8) | (5) | (8) | (9) | (9) | (10) | (8) | (7) | (6) | (8) | (6) | (9) | | (9) | (6) | (7) | (6) |
| POLITICAL SCANDALS | 9 | - | 9 | 9 | - | 1 | 9 | - | 4 | 5 | 2 | 5 | - | 1 | 8 | - | - |
| | 2% | - | 3% | 3% | - | 1% | 3% | - | 3% | 2% | 3% | 3% | - | - | 4% | - | - |
| | (9) | | (9) | (8) | | (9) | (9) | | (8) | (9) | (9) | (8) | | (10) | (7) | | |
| ABORTION | 7 | 2 | 4 | 2 | 1 | 1 | 2 | 5 | 1 | 3 | 2 | - | 2 | 4 | 3 | - | - |
| | 2% | 5% | 1% | 1% | 1% | 1% | 5% | 1% | 1% | 2% | - | 4% | 2% | 2% | - | - | |
| | (10) | (7) | (10) | (10) | (8) | (8) | (10) | (6) | (10) | (10) | (10) | | (7) | (8) | (10) | | |
| OTHER | 3 | - | 1 | 1 | - | 1 | 3 | - | 1 | 3 | - | 3 | - | 1 | 1 | - | 1 |
| | 1% | - | - | - | - | 1% | 1% | - | 1% | 1% | - | 1% | - | 1% | - | - | 2% |
| NONE OF ABOVE | 2 | 1 | 1 | 1 | - | - | 1 | 1 | - | 2 | - | 1 | - | 2 | - | - | - |
| | 1% | 3% | - | - | - | - | - | 1% | - | 1% | - | 1% | - | 1% | - | - | - |
| REFUSED | 1 | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 31-5

QUESTION 20:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

First Choice.

BANNER 5

| | REASON SUPPORT OBAMA | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------|----------------------|--------|-----------------------|------------------------|-------------|--------|------------|-------|-------|--------------|------|------|---------------|-------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|------|----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | TRACK | DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| EDUCATION | 92 | 26 | 4 | 4 | 10 | 3 | 4 | 25 | 66 | 57 | 92 | - | - | - | 15 | 38 | 64 | 16 | 45 | 77 | 11 | 55 | 37 | |
| | 23% | 37% | 22% | 23% | 13% | 11% | 23% | 17% | 28% | 29% | 100% | - | - | - | 23% | 23% | 23% | 20% | 29% | 24% | 30% | 26% | 19% | |
| | (1) | (1) | (2) | (2) | (3) | (4) | (2) | (3) | (1) | (1) | | | | | (2) | (2) | (1) | (3) | (1) | (1) | (1) | (1) | (3) | |
| HEALTH CARE | 81 | 11 | 6 | - | 25 | 5 | 4 | 25 | 51 | 44 | - | 81 | - | 30 | 14 | 39 | 57 | 18 | 40 | 64 | 9 | 40 | 41 | |
| | 20% | 15% | 31% | - | 32% | 18% | 21% | 17% | 22% | 22% | - | 100% | - | 37% | 23% | 24% | 21% | 22% | 26% | 20% | 22% | 19% | 22% | |
| | (2) | (3) | (1) | | (1) | (1) | (3) | (2) | (2) | (2) | | | | (1) | (3) | (1) | (2) | (2) | (2) | (2) | (2) | (2) | (1) | |
| ILLEGAL IMMIGRATION | 79 | 14 | 2 | 5 | 17 | 3 | 5 | 44 | 33 | 24 | - | - | 79 | 12 | 19 | 28 | 50 | 22 | 27 | 62 | 7 | 38 | 40 | |
| | 20% | 21% | 10% | 32% | 22% | 10% | 26% | 30% | 14% | 12% | - | - | 100% | 15% | 30% | 17% | 18% | 27% | 17% | 19% | 19% | 18% | 21% | |
| | (3) | (2) | (4) | (1) | (2) | (5) | (1) | (1) | (3) | (3) | | | | (3) | (1) | (3) | (3) | (1) | (3) | (3) | (3) | (3) | (2) | |
| PROPERTY TAXES | 43 | 6 | 3 | 1 | 7 | 4 | 2 | 14 | 22 | 20 | - | - | - | 13 | 3 | 15 | 29 | 6 | 9 | 35 | 2 | 23 | 21 | |
| | 11% | 8% | 13% | 8% | 9% | 13% | 10% | 10% | 10% | 10% | - | - | - | 16% | 5% | 9% | 10% | 7% | 6% | 11% | 5% | 11% | 11% | |
| | (4) | (4) | (3) | (4) | (5) | (3) | (5) | (5) | (4) | (4) | | | | (2) | (5) | (5) | (4) | (4) | (6) | (4) | (6) | (4) | (4) | |
| JOBS | 35 | 4 | 2 | 1 | 9 | 4 | - | 14 | 18 | 16 | - | - | - | 6 | - | 18 | 25 | 5 | 13 | 25 | 4 | 16 | 18 | |
| | 9% | 6% | 9% | 5% | 11% | 17% | - | 10% | 8% | 8% | - | - | - | 8% | - | 11% | 9% | 7% | 8% | 8% | 9% | 8% | 10% | |
| | (5) | (6) | (5) | (7) | (4) | (2) | | (4) | (5) | (5) | | | | (6) | | (4) | (5) | (5) | (4) | (5) | (4) | (5) | (5) | |
| GROWTH AND CONGESTION | 18 | 5 | 2 | 2 | 2 | 2 | 1 | 12 | 5 | 4 | - | - | - | 7 | 4 | 7 | 16 | 3 | 5 | 15 | 3 | 10 | 9 | |
| | 5% | 7% | 8% | 15% | 3% | 9% | 5% | 8% | 2% | 2% | - | - | - | 9% | 6% | 4% | 6% | 3% | 3% | 5% | 8% | 5% | 5% | |
| | (6) | (5) | (6) | (3) | (7) | (7) | (6) | (6) | (9) | (9) | | | | (4) | (4) | (7) | (7) | (8) | (7) | (6) | (5) | (6) | (7) | |
| MORAL VALUES | 17 | - | - | 1 | 1 | 2 | - | 6 | 11 | 11 | - | - | - | 6 | 2 | 8 | 16 | 1 | 9 | 14 | 1 | 8 | 9 | |
| | 4% | - | - | 8% | 2% | 9% | - | 4% | 5% | 5% | - | - | - | 8% | 4% | 5% | 6% | 1% | 6% | 4% | 3% | 4% | 5% | |
| | (7) | (8) | | (5) | (9) | (6) | | (7) | (6) | (6) | | | | (5) | (6) | (6) | (6) | (10) | (5) | (7) | (7) | (8) | (6) | |
| STATE SPENDING | 13 | - | 1 | 1 | 5 | 1 | - | 2 | 11 | 10 | - | - | - | 3 | 2 | 5 | 9 | 4 | 3 | 12 | - | 8 | 5 | |
| | 3% | - | 3% | 4% | 6% | 5% | - | 2% | 5% | 5% | - | - | - | 3% | 3% | 3% | 3% | 5% | 2% | 4% | - | 4% | 3% | |
| | (8) | | (7) | (8) | (6) | (9) | | (9) | (7) | (7) | | | | (8) | (7) | (8) | (8) | (6) | (9) | (8) | | (7) | (9) | |
| POLITICAL SCANDALS | 9 | - | 1 | - | 1 | 2 | 2 | - | 9 | 9 | - | - | - | 3 | 1 | 3 | 4 | 3 | 1 | 7 | - | 6 | 3 | |
| | 2% | - | 3% | - | 2% | 8% | 11% | - | 4% | 4% | - | - | - | 4% | 2% | 2% | 2% | 4% | 1% | 2% | - | 3% | 2% | |
| | (9) | | (8) | | (8) | (8) | (4) | | (8) | (8) | | | | (7) | (9) | (9) | (9) | (7) | (10) | (9) | | (9) | (10) | |
| ABORTION | 7 | 1 | - | 1 | - | - | - | 5 | 3 | 2 | - | - | - | - | 2 | 2 | 2 | 2 | 4 | 5 | 1 | 1 | 6 | |
| | 2% | 2% | - | 5% | - | - | - | 3% | 1% | 1% | - | - | - | - | 3% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 3% | |
| | (10) | (7) | | (6) | | | | (8) | (10) | (10) | | | | | (8) | (10) | (10) | (9) | (8) | (10) | (8) | (10) | (8) | |
| OTHER | 3 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | 1 | 2 | 1 | - | 3 | - | 3 | - | |
| | 1% | - | - | - | - | - | - | - | 1% | 1% | - | - | - | - | - | - | 1% | 1% | - | 1% | - | 1% | - | |
| NONE OF ABOVE | 2 | 2 | - | - | - | - | - | 1 | 1 | 1 | - | - | - | - | - | - | 1 | 1 | - | 1 | 1 | 1 | 1 | |
| | 1% | 3% | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | 1% | 1% | - | - | 2% | 1% | - | |
| REFUSED | 1 | - | - | - | - | - | 1 | - | 1 | 1 | - | - | - | - | - | 1 | 1 | - | - | 1 | - | 1 | - | |
| | - | - | - | - | - | - | 4% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |

Table 31-6
 QUESTION 20:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

First Choice.

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------|------------------|----------------------|------------------|---------------------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------------|-----------------------|------------------|--------------------|------------------|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- | | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK |
| | | NEWS | NEWS | | NEWS | NEWS | | | OTHER | URBAN | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| EDUCATION | 92 23% (1) | 29 20% (3) | 17 17% (3) | 24 30% (1) | 27 26% (1) | 15 18% (2) | 20 26% (1) | 14 25% (1) | 39 23% (1) | 4 21% (3) | 35 23% (2) | 25 20% (2) | 67 25% (1) | 17 16% (3) | 68 25% (1) |
| HEALTH CARE | 81 20% (2) | 31 22% (2) | 22 22% (1) | 9 12% (4) | 19 18% (2) | 14 17% (3) | 9 11% (4) | 13 22% (2) | 29 17% (3) | 4 24% (2) | 35 23% (1) | 24 19% (3) | 56 21% (2) | 20 19% (2) | 57 21% (2) |
| ILLEGAL IMMIGRATION | 79 20% (3) | 32 23% (1) | 21 22% (2) | 8 10% (5) | 16 16% (3) | 19 23% (1) | 13 17% (2) | 8 14% (3) | 38 22% (2) | 3 18% (4) | 29 19% (3) | 30 25% (1) | 43 16% (3) | 20 19% (1) | 53 20% (3) |
| PROPERTY TAXES | 43 11% (4) | 11 8% (5) | 14 14% (4) | 11 13% (2) | 11 10% (4) | 10 12% (4) | 12 15% (3) | 3 5% (7) | 18 11% (5) | 5 26% (1) | 18 11% (4) | 16 13% (4) | 27 10% (4) | 12 11% (4) | 30 11% (4) |
| JOBS | 35 9% (5) | 13 9% (4) | 9 9% (5) | 10 13% (3) | 10 9% (5) | 9 11% (5) | 8 11% (5) | 3 6% (5) | 22 13% (4) | 1 4% (6) | 9 6% (6) | 11 9% (5) | 23 8% (5) | 9 9% (5) | 22 8% (5) |
| GROWTH AND CONGESTION | 18 5% (6) | 6 4% (7) | 6 6% (6) | 3 4% (9) | 8 8% (6) | 6 7% (7) | 3 4% (7) | 1 1% (9) | 5 3% (7) | - - (7) | 13 8% (5) | 7 6% (6) | 11 4% (7) | 7 6% (7) | 12 4% (6) |
| MORAL VALUES | 17 4% (7) | 7 5% (6) | 2 2% (8) | 6 8% (6) | 3 3% (8) | 3 3% (8) | 4 6% (6) | 7 12% (4) | 8 5% (6) | - - (6) | 2 1% (9) | 3 2% (7) | 14 5% (6) | 7 7% (6) | 8 3% (7) |
| STATE SPENDING | 13 3% (8) | 5 3% (8) | 4 4% (7) | 4 5% (8) | 7 7% (7) | 3 3% (7) | 2 3% (9) | 3 6% (6) | 2 1% (10) | - - (10) | 8 5% (7) | 3 2% (8) | 11 4% (8) | 6 6% (8) | 6 2% (8) |
| POLITICAL SCANDALS | 9 2% (9) | 2 1% (9) | 1 1% (10) | 4 5% (7) | 1 1% (10) | 2 2% (9) | 1 2% (10) | 1 1% (10) | 5 3% (8) | 1 3% (7) | 3 2% (8) | 2 2% (9) | 7 2% (10) | 4 4% (9) | 5 2% (10) |
| ABORTION | 7 2% (10) | 2 1% (10) | 1 1% (9) | - - (9) | 2 2% (9) | 1 1% (10) | 3 4% (8) | 2 3% (8) | 4 2% (9) | 1 4% (5) | 1 1% (10) | 1 1% (10) | 7 2% (9) | 1 1% (10) | 6 2% (9) |
| OTHER | 3 1% (10) | 2 1% (10) | - - (9) | 1 1% (10) | - - (9) | 2 2% (10) | - - (8) | 1 2% (8) | 1 1% (9) | - - (5) | 1 1% (10) | - - (10) | 2 1% (9) | 1 1% (10) | 1 1% (9) |
| NONE OF ABOVE | 2 1% (10) | - - (10) | 1 1% (9) | - - (9) | - - (9) | - - (10) | 1 1% (8) | 1 2% (8) | 1 1% (9) | - - (5) | - - (10) | 1 1% (10) | 1 1% (9) | - - (10) | 2 1% (9) |
| REFUSED | 1 - (10) | 1 1% (10) | - - (9) | - - (9) | 1 1% (10) | - - (10) | - - (8) | - - (8) | 1 1% (9) | - - (5) | - - (10) | - - (10) | 1 - (9) | 1 1% (10) | - - (9) |

Table 32-1
 QUESTION 208:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Second Choice.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|-----------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|-----|--------|-------|-------|-------|------|-------|-----------|-------|-----------|-------------|------------------|-----------------|-----|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| EDUCATION | 79 | 46 | 20 | 66 | 3 | 3 | 8 | 7 | 11 | 40 | 10 | 37 | 41 | 21 | 20 | 24 | 14 | 39 | 28 | 10 | 20 | 19 | 12 | 16 | |
| | 20% | 20% | 23% | 20% | 9% | 6% | 11% | 13% | 18% | 32% | 21% | 20% | 19% | 17% | 33% | 20% | 14% | 20% | 23% | 14% | 20% | 19% | 21% | 25% | |
| | (1) | (2) | (1) | (1) | (6) | (7) | (4) | (4) | (2) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (2) | (2) | (1) | (1) | (1) | (2) | |
| JOBS | 63 | 46 | 10 | 56 | 5 | 5 | 15 | 7 | 12 | 15 | 9 | 26 | 37 | 17 | 5 | 17 | 24 | 23 | 29 | 10 | 14 | 9 | 7 | 21 | |
| | 16% | 20% | 11% | 17% | 12% | 12% | 21% | 13% | 20% | 12% | 19% | 14% | 18% | 14% | 8% | 15% | 24% | 12% | 24% | 14% | 14% | 9% | 13% | 34% | |
| | (2) | (1) | (4) | (2) | (5) | (5) | (2) | (5) | (1) | (3) | (3) | (2) | (2) | (4) | (4) | (3) | (1) | (5) | (1) | (3) | (2) | (5) | (4) | (1) | |
| HEALTH CARE | 54 | 36 | 11 | 47 | 5 | 9 | 6 | 13 | 6 | 18 | 3 | 18 | 37 | 11 | 15 | 16 | 12 | 28 | 13 | 13 | 8 | 19 | 6 | 6 | |
| | 14% | 15% | 13% | 15% | 12% | 22% | 9% | 25% | 10% | 14% | 5% | 9% | 17% | 9% | 25% | 14% | 12% | 14% | 10% | 19% | 9% | 19% | 11% | 10% | |
| | (3) | (3) | (3) | (3) | (4) | (1) | (6) | (1) | (4) | (2) | (5) | (6) | (3) | (5) | (2) | (4) | (5) | (2) | (5) | (1) | (6) | (2) | (5) | (5) | |
| ILLEGAL IMMIGRATION | 54 | 30 | 13 | 43 | 6 | 4 | 17 | 7 | 3 | 12 | 11 | 25 | 30 | 17 | 4 | 19 | 13 | 28 | 18 | 8 | 13 | 15 | 10 | 7 | |
| | 14% | 13% | 14% | 13% | 16% | 10% | 24% | 13% | 5% | 10% | 23% | 13% | 14% | 14% | 7% | 16% | 13% | 14% | 15% | 11% | 13% | 15% | 18% | 12% | |
| | (4) | (4) | (2) | (4) | (1) | (6) | (1) | (3) | (8) | (5) | (1) | (4) | (4) | (3) | (5) | (2) | (3) | (3) | (3) | (5) | (3) | (3) | (2) | (3) | |
| PROPERTY TAXES | 50 | 29 | 8 | 37 | 6 | 7 | 12 | 8 | 10 | 13 | - | 25 | 25 | 19 | 2 | 16 | 13 | 27 | 15 | 8 | 13 | 14 | 8 | 7 | |
| | 13% | 12% | 9% | 12% | 15% | 17% | 17% | 16% | 17% | 10% | - | 13% | 12% | 16% | 4% | 13% | 13% | 13% | 12% | 11% | 13% | 14% | 13% | 12% | |
| | (5) | (5) | (7) | (5) | (2) | (2) | (3) | (2) | (3) | (4) | - | (3) | (5) | (2) | (7) | (5) | (4) | (4) | (4) | (4) | (4) | (4) | (3) | (4) | |
| STATE SPENDING | 27 | 7 | 10 | 17 | 5 | 5 | 2 | 4 | 1 | 6 | 8 | 18 | 9 | 11 | 7 | 5 | 4 | 15 | 3 | 7 | 8 | 7 | 3 | - | |
| | 7% | 3% | 11% | 5% | 13% | 13% | 3% | 8% | 2% | 4% | 17% | 10% | 4% | 9% | 11% | 4% | 4% | 8% | 2% | 10% | 8% | 7% | 5% | - | |
| | (6) | (9) | (5) | (7) | (3) | (4) | (7) | (6) | (10) | (7) | (4) | (5) | (6) | (6) | (3) | (7) | (7) | (7) | (9) | (6) | (7) | (7) | (8) | - | |
| GROWTH AND CONGESTION | 24 | 8 | 9 | 17 | 3 | 6 | 7 | - | 4 | 5 | 2 | 15 | 9 | 10 | 4 | 6 | 4 | 18 | 6 | - | 11 | 8 | 5 | 1 | |
| | 6% | 3% | 10% | 5% | 8% | 14% | 9% | - | 7% | 4% | 4% | 8% | 4% | 8% | 6% | 5% | 4% | 9% | 5% | - | 11% | 8% | 8% | 2% | |
| | (7) | (8) | (6) | (6) | (7) | (3) | (5) | - | (6) | (8) | (7) | (7) | (7) | (7) | (6) | (6) | (9) | (6) | (6) | - | (5) | (6) | (6) | (7) | |
| MORAL VALUES | 14 | 9 | 1 | 10 | 3 | - | 1 | 1 | 2 | 8 | 2 | 8 | 6 | 3 | 2 | 3 | 5 | 6 | 4 | 4 | 5 | 1 | 3 | 1 | |
| | 4% | 4% | 1% | 3% | 8% | - | 2% | 2% | 3% | 6% | 4% | 4% | 3% | 3% | 4% | 3% | 5% | 3% | 3% | 6% | 5% | 1% | 6% | 1% | |
| | (8) | (7) | (10) | (9) | (8) | - | (8) | (8) | (9) | (6) | (6) | (9) | (9) | (10) | (8) | (8) | (6) | (8) | (8) | (8) | (8) | (10) | (7) | (8) | |
| POLITICAL SCANDALS | 12 | 10 | 1 | 11 | - | - | 1 | 2 | 4 | 4 | 1 | 9 | 3 | 5 | - | 3 | 4 | 6 | 1 | 5 | 4 | 1 | 1 | - | |
| | 3% | 4% | 2% | 3% | 1% | - | 1% | 4% | 6% | 3% | 3% | 5% | 1% | 4% | - | 2% | 4% | 3% | 1% | 7% | 4% | 1% | 2% | - | |
| | (9) | (6) | (9) | (8) | (10) | - | (9) | (7) | (7) | (9) | (8) | (8) | (10) | (9) | - | (9) | (8) | (9) | (10) | (7) | (9) | (9) | (9) | - | |
| ABORTION | 10 | 4 | 2 | 6 | 2 | 1 | - | - | 5 | 3 | 1 | 3 | 8 | 6 | 1 | 1 | 3 | 4 | 4 | 2 | 2 | 3 | 1 | 3 | |
| | 3% | 2% | 2% | 2% | 5% | 2% | - | - | 9% | 2% | 2% | 1% | 4% | 5% | 1% | 1% | 3% | 2% | 3% | 2% | 2% | 3% | 2% | 5% | |
| | (10) | (10) | (8) | (10) | (9) | (8) | (10) | - | (5) | (10) | (9) | (10) | (8) | (8) | (9) | (10) | (10) | (10) | (7) | (9) | (10) | (8) | (10) | (6) | |
| OTHER | 2 | 2 | - | 2 | 1 | - | 1 | - | 1 | - | - | 2 | - | - | 1 | 1 | 1 | 2 | - | - | - | 2 | - | - | |
| | 1% | 1% | - | 1% | 2% | - | 2% | - | 1% | - | - | 1% | - | - | 2% | - | 1% | 1% | - | - | - | 2% | - | - | |
| NONE OF ABOVE | 4 | 4 | 1 | 4 | - | 1 | - | 1 | - | 1 | 1 | 3 | 1 | 1 | - | 4 | - | 2 | 1 | 1 | 2 | - | 1 | - | |
| | 1% | 2% | 1% | 1% | - | 2% | - | 3% | - | 1% | 2% | 2% | 1% | 1% | - | 3% | - | 1% | 1% | 2% | 2% | - | 2% | - | |
| REFUSED | 2 | 2 | - | 2 | - | - | - | - | 2 | - | - | 2 | - | - | - | - | 2 | - | - | 2 | - | - | - | - | |
| | - | 1% | - | 1% | - | - | - | - | 3% | - | - | 1% | - | - | - | - | 2% | - | - | 3% | - | - | - | - | |

Table 32-2
 QUESTION 208:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Second Choice.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-----------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE-TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| EDUCATION | 79 20% (1) | 6 18% (2) | 13 18% (3) | 19 18% (1) | 58 20% (1) | 11 23% (1) | 8 14% (3) | 26 19% (1) | 33 21% (1) | 10 13% (4) | 12 43% (1) | 16 19% (1) | 10 25% (1) | 9 25% (2) | 22 17% (3) | 16 21% (2) | 30 30% (1) | 12 17% (2) | 8 20% (2) | 19 19% (2) | 27 27% (2) | 13 27% (1) | 7 18% (2) |
| JOBS | 63 16% (2) | 2 6% (7) | 15 22% (1) | 17 17% (2) | 46 16% (2) | 5 10% (5) | 12 22% (1) | 21 15% (3) | 25 16% (3) | 10 13% (3) | 1 5% (6) | 14 17% (2) | 6 15% (3) | 3 10% (3) | 28 21% (1) | 20 21% (1) | 27 19% (2) | 2 5% (6) | 8 16% (3) | 13 14% (4) | 34 24% (1) | 6 11% (4) | 4 11% (6) |
| HEALTH CARE | 54 14% (3) | 7 22% (1) | 5 7% (6) | 12 12% (4) | 40 14% (4) | 5 11% (4) | 7 12% (4) | 13 9% (5) | 28 18% (2) | 7 9% (6) | 3 9% (4) | 8 9% (4) | 4 37% (6) | 13 15% (1) | 20 14% (4) | 14 16% (3) | 23 2% (10) | 1 22% (1) | 10 20% (1) | 19 12% (1) | 17 7% (4) | 4 19% (6) | 8 19% (1) |
| ILLEGAL IMMIGRATION | 54 14% (4) | 1 4% (9) | 13 19% (2) | 15 14% (3) | 40 14% (5) | 4 9% (6) | 10 18% (2) | 20 15% (4) | 19 13% (5) | 15 19% (1) | 3 9% (5) | 7 9% (5) | 2 6% (7) | 2 5% (5) | 25 18% (2) | 11 12% (5) | 19 14% (4) | 6 13% (3) | 7 15% (4) | 9 9% (5) | 22 15% (3) | 7 14% (2) | 6 14% (3) |
| PROPERTY TAXES | 50 13% (5) | 1 4% (8) | 7 9% (5) | 8 8% (6) | 42 15% (3) | 3 6% (7) | 5 9% (5) | 22 16% (2) | 20 13% (4) | 11 14% (2) | 1 3% (8) | 13 16% (3) | 8 19% (2) | 2 5% (6) | 16 12% (5) | 12 13% (4) | 17 12% (5) | 3 8% (5) | 5 11% (5) | 15 16% (3) | 14 10% (5) | 3 7% (7) | 5 12% (4) |
| STATE SPENDING | 27 7% (6) | 2 6% (6) | 8 11% (4) | 10 9% (5) | 16 5% (7) | 6 13% (3) | 4 6% (7) | 12 9% (6) | 4 2% (9) | 8 11% (5) | 4 15% (2) | 6 7% (7) | 2 8% (8) | 3 8% (4) | 4 3% (7) | 3 3% (9) | 4 20% (2) | 8 3% (7) | 1 4% (6) | 4 2% (6) | 3 11% (9) | 5 11% (5) | 4 11% (5) |
| GROWTH AND CONGESTION | 24 6% (7) | 4 13% (3) | 4 5% (8) | 8 8% (7) | 16 6% (6) | 7 14% (2) | 1 2% (9) | 9 6% (7) | 7 5% (6) | 5 7% (7) | 3 12% (3) | 7 8% (6) | 5 11% (4) | 1 2% (8) | 3 3% (8) | 4 4% (7) | 4 3% (7) | 5 12% (4) | 4 9% (6) | 5 6% (6) | 3 2% (9) | 6 13% (3) | 3 7% (7) |
| MORAL VALUES | 14 4% (8) | - - (9) | 1 1% (10) | 1 1% (8) | 13 4% (8) | 1 2% (10) | - - (9) | 6 4% (7) | 6 4% (7) | 3 4% (9) | 1 4% (7) | 4 4% (9) | - - (7) | 1 3% (7) | 5 4% (6) | 3 4% (8) | 6 4% (6) | 1 2% (9) | - - (9) | 3 4% (9) | 6 4% (6) | 1 2% (9) | - - (9) |
| POLITICAL SCANDALS | 12 3% (9) | 3 9% (4) | - - (9) | 3 3% (9) | 9 3% (9) | 1 3% (9) | 2 3% (8) | 7 5% (8) | 1 1% (10) | 5 6% (8) | - - (8) | 4 5% (8) | - - (5) | - - (9) | 3 2% (9) | 7 7% (6) | 3 2% (10) | 1 3% (7) | - - (8) | 4 4% (8) | 6 4% (7) | 1 2% (10) | 1 2% (8) |
| ABORTION | 10 3% (10) | 2 7% (5) | 4 5% (7) | 6 6% (8) | 4 1% (10) | 2 5% (8) | 4 7% (6) | - - (10) | 4 3% (8) | 1 2% (10) | - - (10) | 1 1% (5) | 4 2% (9) | 1 2% (10) | 3 1% (10) | 1 2% (9) | 3 3% (8) | 1 2% (8) | 1 2% (8) | 1 2% (10) | 3 2% (10) | 2 4% (8) | - 1% (9) |
| OTHER | 2 1% | - | - | - | 2 1% | - | - | - | 2 1% | - | - | - | - | 1 3% | 1 1% | - | 2 1% | - | - | 1 1% | 1 - | - | - |
| NONE OF ABOVE | 4 1% | 2 6% | - | 2 2% | 2 1% | 1 2% | 1 2% | 2 2% | - | 1 1% | - | 2 3% | - | - | 1 1% | 2 2% | 1 1% | 1 2% | - | - | 4 3% | 1 2% | - |
| REFUSED | 2 - | 2 5% | - | 2 2% | - | 2 4% | - | - | - | - | - | 2 2% | - | - | - | 2 2% | - | - | - | - | 2 1% | - | - |

Table 32-3
 QUESTION 208:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Second Choice.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| EDUCATION | 79 | 24 | 14 | 41 | 17 | 20 | 21 | 21 | 24 | 27 | 20 | 37 | 12 | 28 | 71 | 7 | 33 | 44 | 24 | 16 | 13 | 14 | 10 | 16 |
| | 20% | 20% | 16% | 21% | 20% | 20% | 18% | 23% | 19% | 21% | 20% | 19% | 14% | 25% | 20% | 18% | 20% | 19% | 21% | 22% | 21% | 17% | 13% | 26% |
| | (1) | (1) | (2) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (5) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (2) | (2) | (2) |
| JOBS | 63 | 22 | 14 | 24 | 13 | 12 | 23 | 12 | 24 | 25 | 8 | 36 | 14 | 9 | 61 | 2 | 25 | 36 | 19 | 14 | 10 | 7 | 19 | 6 |
| | 16% | 19% | 16% | 13% | 15% | 12% | 19% | 13% | 18% | 19% | 8% | 19% | 17% | 8% | 17% | 5% | 15% | 16% | 17% | 20% | 16% | 9% | 24% | 10% |
| | (2) | (3) | (3) | (3) | (3) | (3) | (1) | (3) | (2) | (2) | (6) | (2) | (2) | (6) | (2) | (6) | (3) | (2) | (3) | (2) | (3) | (5) | (1) | (3) |
| HEALTH CARE | 54 | 14 | 11 | 30 | 8 | 10 | 17 | 20 | 20 | 18 | 11 | 31 | 14 | 9 | 54 | 1 | 28 | 26 | 19 | 8 | 6 | 7 | 9 | 19 |
| | 14% | 12% | 12% | 16% | 9% | 10% | 14% | 22% | 15% | 13% | 11% | 16% | 17% | 8% | 15% | 2% | 17% | 11% | 17% | 12% | 9% | 8% | 12% | 32% |
| | (3) | (4) | (4) | (2) | (5) | (6) | (5) | (2) | (3) | (3) | (4) | (3) | (1) | (7) | (3) | (9) | (2) | (5) | (2) | (4) | (5) | (6) | (5) | (1) |
| ILLEGAL IMMIGRATION | 54 | 23 | 9 | 23 | 14 | 11 | 18 | 12 | 15 | 16 | 17 | 23 | 13 | 18 | 43 | 11 | 19 | 31 | 6 | 8 | 13 | 7 | 9 | 6 |
| | 14% | 20% | 10% | 12% | 16% | 11% | 15% | 13% | 11% | 12% | 18% | 12% | 15% | 16% | 12% | 28% | 11% | 14% | 5% | 11% | 21% | 9% | 12% | 9% |
| | (4) | (2) | (5) | (4) | (2) | (5) | (4) | (4) | (5) | (4) | (2) | (5) | (3) | (2) | (5) | (1) | (5) | (3) | (7) | (5) | (2) | (4) | (4) | (4) |
| PROPERTY TAXES | 50 | 13 | 19 | 18 | 13 | 12 | 19 | 6 | 19 | 14 | 13 | 25 | 12 | 13 | 43 | 7 | 20 | 30 | 15 | 9 | 9 | 15 | 9 | 3 |
| | 13% | 11% | 22% | 9% | 15% | 11% | 16% | 7% | 15% | 10% | 13% | 13% | 14% | 12% | 12% | 17% | 13% | 13% | 14% | 12% | 14% | 18% | 12% | 6% |
| | (5) | (5) | (1) | (6) | (4) | (4) | (3) | (5) | (4) | (5) | (3) | (4) | (4) | (4) | (4) | (3) | (4) | (4) | (4) | (3) | (4) | (1) | (3) | (5) |
| STATE SPENDING | 27 | 2 | 6 | 18 | 5 | 13 | 2 | 5 | 1 | 13 | 9 | 11 | 5 | 9 | 25 | 2 | 6 | 19 | 9 | 2 | 3 | 10 | 8 | 3 |
| | 7% | 1% | 6% | 9% | 6% | 13% | 2% | 5% | 1% | 10% | 9% | 6% | 6% | 8% | 7% | 4% | 4% | 9% | 8% | 3% | 5% | 12% | 10% | 5% |
| | (6) | (10) | (6) | (5) | (7) | (2) | (9) | (7) | (10) | (6) | (5) | (6) | (7) | (5) | (6) | (7) | (8) | (6) | (5) | (9) | (7) | (3) | (7) | (6) |
| GROWTH AND CONGESTION | 24 | 5 | 4 | 15 | 7 | 9 | 3 | 6 | 5 | 10 | 7 | 5 | 6 | 14 | 23 | 1 | 8 | 16 | 8 | 4 | 2 | 4 | 8 | 3 |
| | 6% | 4% | 5% | 8% | 8% | 9% | 2% | 7% | 4% | 7% | 8% | 3% | 7% | 12% | 6% | 3% | 5% | 7% | 7% | 6% | 4% | 5% | 10% | 5% |
| | (7) | (6) | (8) | (7) | (6) | (7) | (8) | (6) | (8) | (7) | (7) | (9) | (6) | (3) | (7) | (8) | (7) | (7) | (6) | (6) | (8) | (9) | (6) | (7) |
| MORAL VALUES | 14 | 3 | 4 | 7 | 3 | 5 | 4 | 2 | 7 | 4 | 2 | 8 | 4 | 2 | 10 | 4 | 11 | 4 | 1 | 2 | 4 | 3 | 3 | - |
| | 4% | 3% | 5% | 3% | 4% | 5% | 4% | 2% | 5% | 3% | 2% | 4% | 5% | 1% | 3% | 11% | 7% | 2% | 1% | 3% | 6% | 4% | 4% | - |
| | (8) | (8) | (7) | (9) | (8) | (9) | (7) | (9) | (7) | (8) | (9) | (7) | (8) | (10) | (9) | (4) | (6) | (10) | (10) | (10) | (6) | (10) | (8) | - |
| POLITICAL SCANDALS | 12 | 3 | - | 8 | 2 | 6 | 1 | 2 | 5 | 2 | 4 | 7 | 1 | 4 | 12 | - | 4 | 8 | 4 | 4 | 2 | 6 | 1 | 1 |
| | 3% | 3% | - | 4% | 2% | 6% | 1% | 2% | 4% | 1% | 4% | 3% | 1% | 3% | 3% | - | 2% | 4% | 4% | 5% | 3% | 7% | 2% | 2% |
| | (9) | (9) | - | (8) | (9) | (8) | (10) | (10) | (9) | (9) | (8) | (8) | (10) | (8) | (8) | - | (10) | (8) | (8) | (7) | (9) | (7) | (9) | (9) |
| ABORTION | 10 | 4 | 3 | 3 | 2 | 1 | 5 | 2 | 8 | 1 | 1 | 3 | 3 | 4 | 7 | 3 | 5 | 5 | 2 | 3 | 1 | 4 | - | 2 |
| | 3% | 4% | 3% | 2% | 2% | 1% | 5% | 2% | 6% | 1% | 1% | 2% | 4% | 3% | 2% | 8% | 3% | 2% | 2% | 4% | 1% | 5% | - | 3% |
| | (10) | (7) | (9) | (10) | (10) | (10) | (6) | (8) | (6) | (10) | (10) | (10) | (9) | (9) | (10) | (5) | (9) | (9) | (9) | (8) | (10) | (8) | - | (8) |
| OTHER | 2 | 1 | - | 2 | - | - | 1 | 2 | 1 | - | 2 | 1 | - | 1 | 2 | - | 1 | 2 | 1 | - | 1 | 1 | - | 1 |
| | 1% | 1% | - | 1% | - | - | 1% | 2% | 1% | - | 2% | 1% | - | 1% | 1% | - | 1% | 2% | 1% | - | 1% | 1% | - | 1% |
| NONE OF ABOVE | 4 | 1 | - | 4 | 1 | 2 | - | 1 | - | 3 | 2 | 3 | - | 1 | 4 | - | 1 | 3 | 1 | 1 | - | 2 | - | - |
| | 1% | 1% | - | 2% | 1% | 2% | - | 2% | - | 2% | 2% | 1% | - | 1% | 1% | - | 1% | 1% | 1% | 1% | - | 3% | - | - |
| REFUSED | 2 | 2 | - | - | 2 | - | - | - | 2 | - | - | 2 | - | - | - | 2 | 2 | - | - | - | - | - | - | - |
| | - | 2% | - | - | 2% | - | - | - | 1% | - | - | 1% | - | - | - | 4% | 1% | - | - | - | - | - | - | - |

Table 32-4

QUESTION 20S:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Second Choice.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| EDUCATION | 79 | 6 | 69 | 60 | 27 | 19 | 58 | 21 | 26 | 56 | 21 | 37 | 10 | 34 | 40 | 5 | 4 |
| | 20% | 14% | 20% | 21% | 26% | 18% | 19% | 22% | 22% | 20% | 22% | 18% | 22% | 21% | 21% | 9% | 13% |
| | (1) | (4) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (6) | (4) |
| JOBS | 63 | 6 | 54 | 50 | 13 | 21 | 53 | 8 | 22 | 43 | 17 | 34 | 5 | 20 | 32 | 9 | 10 |
| | 16% | 15% | 16% | 17% | 13% | 19% | 18% | 8% | 18% | 15% | 17% | 17% | 9% | 12% | 16% | 17% | 30% |
| | (2) | (3) | (2) | (2) | (4) | (1) | (2) | (6) | (2) | (2) | (3) | (2) | (4) | (2) | (3) | (2) | (1) |
| HEALTH CARE | 54 | 3 | 46 | 40 | 16 | 15 | 41 | 12 | 11 | 40 | 8 | 30 | 3 | 19 | 26 | 7 | 6 |
| | 14% | 6% | 14% | 14% | 15% | 14% | 14% | 13% | 9% | 14% | 8% | 15% | 7% | 12% | 13% | 13% | 19% |
| | (3) | (6) | (3) | (3) | (2) | (4) | (4) | (2) | (5) | (3) | (5) | (3) | (7) | (3) | (4) | (4) | (3) |
| ILLEGAL IMMIGRATION | 54 | 8 | 44 | 38 | 7 | 14 | 42 | 12 | 19 | 34 | 18 | 28 | 11 | 18 | 35 | 11 | 1 |
| | 14% | 19% | 13% | 13% | 6% | 13% | 14% | 13% | 15% | 12% | 19% | 14% | 23% | 11% | 18% | 20% | 4% |
| | (4) | (2) | (4) | (4) | (6) | (5) | (3) | (3) | (3) | (4) | (2) | (4) | (1) | (5) | (2) | (1) | (5) |
| PROPERTY TAXES | 50 | 9 | 41 | 33 | 14 | 15 | 37 | 11 | 11 | 33 | 16 | 26 | 3 | 19 | 21 | 8 | 8 |
| | 13% | 21% | 12% | 11% | 14% | 14% | 12% | 12% | 9% | 12% | 17% | 12% | 6% | 12% | 11% | 14% | 25% |
| | (5) | (1) | (5) | (5) | (3) | (3) | (5) | (4) | (4) | (5) | (4) | (5) | (8) | (4) | (5) | (3) | (2) |
| STATE SPENDING | 27 | 3 | 24 | 17 | 6 | 10 | 23 | 4 | 8 | 20 | 7 | 16 | 5 | 16 | 10 | 7 | 1 |
| | 7% | 6% | 7% | 6% | 6% | 10% | 8% | 4% | 7% | 7% | 7% | 8% | 11% | 10% | 5% | 12% | 2% |
| | (6) | (7) | (6) | (7) | (7) | (6) | (6) | (9) | (7) | (7) | (6) | (6) | (3) | (6) | (7) | (5) | (7) |
| GROWTH AND CONGESTION | 24 | 2 | 22 | 17 | 8 | 5 | 14 | 10 | 10 | 21 | 2 | 13 | 4 | 12 | 12 | 4 | - |
| | 6% | 5% | 7% | 6% | 7% | 5% | 5% | 11% | 8% | 8% | 2% | 6% | 9% | 8% | 6% | 8% | - |
| | (7) | (8) | (7) | (6) | (5) | (7) | (7) | (5) | (6) | (6) | (10) | (7) | (5) | (7) | (6) | (7) | - |
| MORAL VALUES | 14 | 1 | 13 | 10 | 4 | 2 | 8 | 6 | 5 | 10 | 3 | 5 | 4 | 10 | 4 | 1 | - |
| | 4% | 2% | 4% | 3% | 4% | 2% | 3% | 7% | 4% | 4% | 3% | 2% | 8% | 6% | 2% | 1% | - |
| | (8) | (9) | (8) | (9) | (9) | (8) | (8) | (7) | (10) | (8) | (7) | (9) | (6) | (8) | (9) | (9) | - |
| POLITICAL SCANDALS | 12 | - | 12 | 11 | 4 | 1 | 8 | 4 | 5 | 10 | 2 | 6 | 1 | 5 | 7 | 3 | - |
| | 3% | - | 3% | 4% | 4% | 1% | 3% | 4% | 4% | 3% | 2% | 3% | 3% | 3% | 4% | 5% | - |
| | (9) | - | (9) | (8) | (8) | (10) | (9) | (10) | (9) | (9) | (9) | (8) | (9) | (10) | (8) | (8) | - |
| ABORTION | 10 | 3 | 7 | 5 | 4 | 2 | 6 | 5 | 5 | 8 | 2 | 4 | - | 5 | 4 | 1 | 1 |
| | 3% | 8% | 2% | 2% | 3% | 2% | 2% | 5% | 4% | 3% | 2% | 2% | 1% | 3% | 2% | 1% | 3% |
| | (10) | (5) | (10) | (10) | (10) | (9) | (10) | (8) | (8) | (10) | (8) | (10) | (10) | (9) | (10) | (10) | (6) |
| OTHER | 2 | - | 2 | 2 | - | 1 | 2 | - | - | 1 | 1 | 1 | 1 | 1 | 1 | - | - |
| | 1% | - | 1% | 1% | - | - | 1% | - | - | - | 1% | 1% | 2% | 1% | 1% | - | - |
| NONE OF ABOVE | 4 | - | 3 | 3 | 1 | 2 | 4 | - | - | 4 | - | 4 | - | 2 | 1 | - | 1 |
| | 1% | - | 1% | 1% | 1% | 2% | 1% | - | - | 2% | - | 2% | - | 1% | 1% | - | 3% |
| REFUSED | 2 | - | 2 | 2 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 32-5
 QUESTION 208:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Second Choice.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | | |
|-----------------------|----------------------|--------|------------------------|--------------------|------------|------------|-------|-------|--------------|-------|------|---------------|-----|-------------|------|------|---------------------|-----------|-------------|---------------------|-----------|-------------|------|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | TRACK | DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| EDUCATION | 79 | 11 | 5 | 6 | 17 | 6 | 3 | 35 | 37 | 33 | - | 30 | 12 | 79 | - | 39 | 58 | 15 | 29 | 63 | 4 | 38 | 41 | |
| | 20% | 15% | 26% | 36% | 22% | 24% | 14% | 24% | 16% | 16% | - | 36% | 15% | 100% | - | 23% | 21% | 19% | 19% | 20% | 10% | 18% | 21% | |
| | (1) | (2) | (1) | (1) | (1) | (2) | (3) | (1) | (3) | (3) | | (1) | (3) | | | (1) | (1) | (2) | (2) | (1) | (6) | (1) | (1) | |
| JOBS | 63 | 9 | 3 | 1 | 10 | 3 | 6 | 21 | 39 | 36 | 15 | 14 | 19 | - | 63 | 25 | 46 | 13 | 32 | 51 | 6 | 30 | 33 | |
| | 16% | 13% | 14% | 4% | 13% | 10% | 33% | 14% | 17% | 18% | 16% | 18% | 24% | - | 100% | 15% | 17% | 17% | 21% | 16% | 15% | 14% | 17% | |
| | (2) | (4) | (3) | (8) | (3) | (5) | (1) | (3) | (1) | (1) | (3) | (3) | (2) | | | (2) | (2) | (3) | (1) | (2) | (3) | (3) | (2) | |
| HEALTH CARE | 54 | 6 | 2 | 1 | 7 | 10 | 1 | 19 | 30 | 27 | 18 | - | 8 | - | - | 24 | 44 | 6 | 15 | 45 | 4 | 33 | 21 | |
| | 14% | 9% | 12% | 9% | 10% | 38% | 5% | 13% | 13% | 14% | 19% | - | 10% | - | - | 15% | 16% | 7% | 10% | 14% | 10% | 16% | 11% | |
| | (3) | (6) | (4) | (4) | (5) | (1) | (6) | (4) | (4) | (4) | (1) | | (4) | | | (3) | (3) | (5) | (5) | (3) | (5) | (2) | (5) | |
| ILLEGAL IMMIGRATION | 54 | 10 | 4 | 1 | 16 | 4 | 2 | 14 | 38 | 33 | 14 | 19 | - | - | - | 21 | 34 | 11 | 24 | 45 | 7 | 29 | 24 | |
| | 14% | 14% | 22% | 9% | 21% | 15% | 9% | 9% | 16% | 17% | 15% | 23% | - | - | - | 13% | 12% | 14% | 16% | 14% | 17% | 14% | 13% | |
| | (4) | (3) | (2) | (3) | (2) | (3) | (4) | (5) | (2) | (2) | (4) | (2) | | | | (4) | (4) | (4) | (3) | (4) | (2) | (4) | (3) | |
| PROPERTY TAXES | 50 | 11 | 1 | 1 | 8 | 3 | 4 | 21 | 29 | 21 | 15 | 5 | 19 | - | - | 15 | 27 | 15 | 22 | 35 | 9 | 26 | 24 | |
| | 13% | 16% | 3% | 9% | 10% | 10% | 22% | 14% | 12% | 10% | 17% | 6% | 25% | - | - | 9% | 10% | 19% | 14% | 11% | 22% | 13% | 13% | |
| | (5) | (1) | (7) | (5) | (4) | (4) | (2) | (2) | (5) | (5) | (2) | (4) | (1) | | | (5) | (5) | (1) | (4) | (5) | (1) | (5) | (4) | |
| STATE SPENDING | 27 | 6 | 2 | 2 | 5 | - | 1 | 9 | 18 | 13 | 11 | 4 | 6 | - | - | 12 | 20 | 3 | 6 | 23 | - | 19 | 8 | |
| | 7% | 9% | 8% | 12% | 7% | - | 8% | 6% | 8% | 7% | 12% | 5% | 8% | - | - | 7% | 7% | 4% | 4% | 7% | - | 9% | 4% | |
| | (6) | (7) | (6) | (2) | (7) | | (5) | (7) | (6) | (6) | (6) | (5) | (6) | | | (7) | (6) | (9) | (7) | (6) | | (6) | (8) | |
| GROWTH AND CONGESTION | 24 | 7 | 2 | 1 | 6 | - | - | 10 | 14 | 12 | 12 | 2 | 7 | - | - | 14 | 18 | 4 | 12 | 22 | 1 | 9 | 15 | |
| | 6% | 10% | 11% | 8% | 7% | - | - | 7% | 6% | 6% | 13% | 2% | 9% | - | - | 8% | 6% | 5% | 8% | 7% | 2% | 4% | 8% | |
| | (7) | (5) | (5) | (6) | (6) | | | (6) | (7) | (7) | (5) | (7) | (5) | | | (6) | (7) | (7) | (6) | (7) | (9) | (8) | (6) | |
| MORAL VALUES | 14 | 3 | - | 1 | 2 | 1 | - | 5 | 9 | 8 | 1 | 3 | 4 | - | - | 6 | 12 | 1 | 6 | 11 | 2 | 4 | 11 | |
| | 4% | 5% | - | 7% | 3% | 3% | - | 4% | 4% | 4% | 1% | 4% | 4% | - | - | 3% | 4% | 2% | 4% | 4% | 5% | 2% | 6% | |
| | (8) | (9) | | (7) | (9) | (6) | | (9) | (8) | (8) | (8) | (6) | (7) | | | (8) | (8) | (10) | (8) | (8) | (7) | (10) | (7) | |
| POLITICAL SCANDALS | 12 | 2 | - | - | 4 | - | 1 | 4 | 7 | 7 | 4 | - | 2 | - | - | 3 | 5 | 6 | 3 | 10 | 1 | 9 | 2 | |
| | 3% | 2% | - | - | 5% | - | 4% | 3% | 3% | 3% | 4% | - | 3% | - | - | 2% | 2% | 7% | 2% | 3% | 3% | 4% | 1% | |
| | (9) | (10) | | | (8) | | (7) | (10) | (9) | (9) | (7) | | (8) | | | (10) | (10) | (6) | (9) | (9) | (8) | (7) | (10) | |
| ABORTION | 10 | 3 | - | - | 2 | - | - | 7 | 3 | 3 | 1 | 2 | 1 | - | - | 4 | 6 | 3 | 1 | 5 | 5 | 4 | 6 | |
| | 3% | 5% | - | - | 2% | - | - | 5% | 1% | 1% | 1% | 2% | 2% | - | - | 3% | 2% | 4% | 1% | 2% | 13% | 2% | 3% | |
| | (10) | (8) | | | (10) | | | (8) | (10) | (10) | (9) | (8) | (9) | | | (9) | (9) | (8) | (10) | (10) | (4) | (9) | (9) | |
| OTHER | 2 | - | - | 1 | - | 1 | - | - | 2 | 1 | 1 | 1 | 1 | - | - | 1 | 2 | - | 1 | 2 | - | 1 | 1 | |
| | 1% | - | - | 7% | - | 2% | - | - | 1% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | - | 1% | 1% | - | 1% | 1% | |
| NONE OF ABOVE | 4 | - | 1 | - | - | - | - | 1 | 2 | 2 | 1 | 2 | - | - | - | - | 1 | 1 | 2 | 4 | - | 3 | 2 | |
| | 1% | - | 4% | - | - | - | - | 1% | 1% | 1% | 1% | 2% | - | - | - | - | 1% | 1% | 1% | 1% | - | 1% | 1% | |
| REFUSED | 2 | - | - | - | - | - | - | - | 2 | 2 | - | - | - | - | - | - | - | - | 2 | 2 | - | - | 2 | |
| | - | - | - | - | - | - | - | - | 1% | 1% | - | - | - | - | - | - | - | - | 1% | 1% | - | - | 1% | |

Table 32-6

QUESTION 20S:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Second Choice.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------|------------------|----------------------|------------------|------------------|---------------------------|------------------|------------------|------------------|------------------|-----------------|------------------|------------------|-----------------------|------------------|--------------------|------|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | | NET- WORK NEWS | | CABLE NEWS | SMALL CITY/ SUB- | | URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK |
| | | NEWS | NEWS | PAPER | PAPER | NEWS | NEWS | RURAL | OTHER | URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| EDUCATION | 79 20% (1) | 31 22% (1) | 22 22% (1) | 13 16% (2) | 24 23% (1) | 15 18% (1) | 10 13% (4) | 6 10% (6) | 40 23% (1) | 4 23% (1) | 30 19% (1) | 23 18% (1) | 56 21% (1) | 19 18% (2) | 56 21% (1) | |
| JOBS | 63 16% (2) | 18 13% (4) | 15 15% (3) | 10 12% (4) | 16 16% (3) | 10 12% (5) | 14 19% (2) | 8 15% (2) | 26 15% (4) | 2 11% (4) | 26 17% (2) | 18 14% (4) | 45 17% (2) | 12 11% (5) | 48 18% (2) | |
| HEALTH CARE | 54 14% (3) | 25 18% (2) | 12 13% (4) | 12 15% (3) | 20 19% (2) | 10 13% (4) | 15 19% (1) | 10 17% (1) | 28 16% (2) | 1 7% (9) | 16 10% (4) | 20 16% (3) | 34 13% (3) | 19 19% (1) | 32 12% (5) | |
| ILLEGAL IMMIGRATION | 54 14% (4) | 15 11% (5) | 9 9% (5) | 16 20% (1) | 9 9% (6) | 12 14% (3) | 12 16% (3) | 8 14% (3) | 19 11% (5) | 1 7% (8) | 26 17% (3) | 21 17% (2) | 32 12% (4) | 16 15% (3) | 35 13% (3) | |
| PROPERTY TAXES | 50 13% (5) | 24 17% (3) | 16 16% (2) | 5 7% (7) | 15 14% (4) | 13 15% (2) | 5 7% (6) | 8 13% (4) | 27 16% (3) | 2 12% (3) | 13 9% (6) | 15 12% (5) | 31 12% (5) | 8 8% (6) | 35 13% (4) | |
| STATE SPENDING | 27 7% (6) | 12 8% (6) | 4 4% (9) | 5 7% (6) | 10 10% (5) | 9 10% (6) | 1 2% (10) | 8 13% (5) | 8 5% (6) | 1 7% (7) | 10 7% (7) | 6 5% (8) | 19 7% (6) | 12 12% (4) | 15 5% (7) | |
| GROWTH AND CONGESTION | 24 6% (7) | 3 2% (8) | 4 4% (8) | 9 11% (5) | 2 2% (7) | 4 5% (7) | 8 10% (5) | 1 1% (10) | 7 4% (7) | 2 14% (2) | 14 9% (5) | 6 5% (7) | 17 6% (7) | 4 4% (8) | 17 6% (6) | |
| MORAL VALUES | 14 4% (8) | 4 3% (7) | 7 8% (6) | 1 1% (10) | 2 2% (9) | 3 3% (8) | 3 4% (9) | 2 4% (8) | 5 3% (9) | 2 10% (5) | 5 3% (8) | 7 6% (6) | 7 3% (9) | 2 2% (9) | 12 4% (8) | |
| POLITICAL SCANDALS | 12 3% (9) | 1 1% (10) | 5 5% (7) | 4 5% (8) | 2 2% (8) | 2 3% (9) | 4 5% (8) | 1 1% (9) | 6 4% (8) | - - (8) | 5 3% (9) | 1 1% (10) | 11 4% (8) | 6 6% (7) | 5 2% (10) | |
| ABORTION | 10 3% (10) | 1 1% (9) | 4 4% (10) | 4 5% (9) | 1 1% (10) | 1 1% (10) | 4 5% (7) | 4 7% (7) | 3 2% (10) | 2 9% (6) | 1 1% (10) | 3 3% (9) | 7 3% (10) | 2 2% (10) | 7 3% (9) | |
| OTHER | 2 1% (8) | 1 1% (7) | - - (6) | - - (10) | 1 1% (9) | 1 1% (8) | - - (9) | 1 1% (8) | - - (9) | - - (5) | 2 1% (8) | - - (6) | 2 1% (9) | 1 1% (9) | 2 1% (8) | |
| NONE OF ABOVE | 4 1% (8) | 3 2% (7) | - - (6) | - - (10) | 2 2% (9) | 1 2% (8) | - - (9) | 1 2% (8) | 1 1% (9) | - - (5) | 2 1% (8) | 2 1% (9) | 3 1% (9) | - - (9) | 3 1% (8) | |
| REFUSED | 2 - (8) | 2 1% (7) | - - (6) | - - (10) | - - (9) | - - (8) | - - (9) | - - (8) | - - (9) | - - (5) | 2 1% (8) | - - (6) | 2 1% (9) | - - (9) | 2 1% (8) | |

Table 33-1

QUESTION 20C:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|-----------------------|-------------------|-------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOUS-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE-TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% | |
| EDUCATION | 171 43% (1) | 103 44% (1) | 39 44% (1) | 142 44% (1) | 14 37% (2) | 14 32% (2) | 30 41% (2) | 17 33% (3) | 26 44% (1) | 68 54% (1) | 16 33% (3) | 86 46% (1) | 85 40% (2) | 64 53% (1) | 37 61% (1) | 48 41% (1) | 22 22% (5) | 90 45% (1) | 55 46% (1) | 21 29% (2) | 43 43% (1) | 48 47% (1) | 27 47% (1) | 28 44% (1) | |
| HEALTH CARE | 135 34% (2) | 87 37% (2) | 32 37% (2) | 120 37% (2) | 10 25% (3) | 16 39% (1) | 17 24% (5) | 18 35% (2) | 16 27% (4) | 46 36% (2) | 22 45% (1) | 48 26% (3) | 87 41% (1) | 30 25% (4) | 22 36% (2) | 42 36% (3) | 41 41% (1) | 63 31% (3) | 40 33% (3) | 30 43% (1) | 25 25% (4) | 38 37% (2) | 15 26% (3) | 25 39% (3) | |
| ILLEGAL IMMIGRATION | 133 33% (3) | 68 29% (4) | 28 32% (3) | 96 30% (3) | 20 51% (1) | 11 27% (4) | 36 49% (1) | 18 35% (1) | 14 24% (5) | 36 28% (3) | 18 37% (2) | 68 36% (2) | 64 30% (3) | 41 34% (2) | 18 30% (3) | 45 38% (2) | 28 28% (3) | 72 36% (2) | 41 34% (2) | 18 25% (5) | 35 36% (2) | 37 36% (3) | 25 45% (2) | 15 24% (5) | |
| JOBS | 98 24% (4) | 68 29% (3) | 16 18% (5) | 84 26% (4) | 5 14% (6) | 6 14% (7) | 19 26% (4) | 14 28% (4) | 18 30% (3) | 27 21% (4) | 13 27% (4) | 38 20% (5) | 60 28% (4) | 27 22% (5) | 12 20% (4) | 25 21% (5) | 33 33% (2) | 38 19% (5) | 39 33% (4) | 19 26% (4) | 21 21% (5) | 17 17% (5) | 12 20% (5) | 28 44% (2) | |
| PROPERTY TAXES | 93 23% (5) | 55 23% (5) | 18 20% (4) | 73 22% (5) | 8 20% (4) | 12 29% (3) | 21 29% (3) | 13 26% (5) | 19 33% (2) | 25 19% (5) | 3 6% (9) | 47 25% (4) | 47 22% (5) | 32 26% (3) | 5 8% (8) | 31 26% (4) | 26 26% (4) | 46 23% (5) | 28 23% (5) | 19 27% (3) | 25 26% (3) | 20 20% (4) | 12 21% (4) | 16 25% (4) | |
| GROWTH AND CONGESTION | 43 11% (6) | 19 8% (7) | 14 16% (6) | 33 10% (6) | 4 11% (9) | 9 21% (6) | 8 12% (6) | 1 2% (10) | 8 13% (6) | 12 9% (7) | 5 10% (6) | 25 13% (6) | 18 8% (7) | 14 12% (6) | 9 15% (6) | 10 8% (7) | 9 9% (8) | 26 13% (6) | 12 10% (6) | 5 7% (8) | 15 15% (6) | 11 11% (7) | 7 11% (6) | 5 8% (6) | |
| STATE SPENDING | 40 10% (7) | 15 7% (9) | 14 16% (7) | 29 9% (7) | 5 13% (7) | 10 24% (5) | 6 8% (7) | 5 10% (6) | 2 3% (9) | 7 5% (9) | 11 23% (5) | 24 13% (7) | 16 8% (8) | 12 10% (7) | 9 15% (5) | 10 9% (6) | 9 9% (9) | 23 11% (7) | 8 6% (8) | 8 11% (7) | 12 12% (7) | 11 11% (6) | 4 8% (8) | 3 5% (9) | |
| MORAL VALUES | 32 8% (8) | 20 8% (6) | 5 6% (8) | 25 8% (8) | 4 12% (8) | 2 5% (8) | 3 4% (8) | 4 7% (7) | 2 3% (10) | 18 14% (6) | 3 7% (8) | 11 6% (9) | 20 10% (6) | 5 4% (10) | 6 10% (7) | 7 6% (8) | 14 14% (6) | 13 7% (8) | 8 7% (7) | 8 11% (6) | 7 7% (9) | 7 7% (8) | 5 8% (7) | 3 5% (7) | |
| POLITICAL SCANDALS | 20 5% (9) | 17 7% (8) | 3 4% (9) | 20 6% (9) | - 1% (10) | - - (9) | 1 2% (9) | 3 5% (8) | 6 10% (7) | 9 7% (8) | 1 3% (10) | 15 8% (8) | 5 2% (10) | 6 5% (9) | 2 3% (9) | 3 2% (9) | 10 10% (7) | 12 6% (9) | 3 3% (10) | 5 7% (9) | 9 9% (8) | 3 3% (10) | 3 6% (9) | - - (9) | |
| ABORTION | 18 4% (10) | 6 2% (10) | 2 2% (10) | 8 2% (10) | 6 16% (5) | 1 3% (9) | 1 2% (10) | 2 4% (9) | 5 9% (8) | 4 3% (10) | 4 7% (7) | 9 5% (10) | 9 4% (9) | 9 7% (8) | 1 1% (10) | 2 1% (10) | 6 6% (10) | 8 4% (10) | 7 5% (9) | 3 4% (10) | 4 4% (10) | 4 4% (9) | 3 6% (10) | 3 5% (8) | |
| OTHER | 5 1% | 4 2% | - | 4 1% | 1 2% | - | 2 2% | 2 4% | - | 1 1% | - | - | 5 2% | - | 1 2% | 3 3% | 1 1% | 4 2% | - | 1 2% | - | 4 3% | - | - | |
| NONE OF ABOVE | 7 2% | 4 2% | 2 2% | 7 2% | - | 2 4% | - | 3 5% | - | 1 1% | 1 2% | 3 2% | 4 2% | 1 1% | - | 6 5% | - | 3 1% | 1 1% | 3 4% | 2 2% | 1 1% | 1 2% | - | |
| REFUSED | 2 1% | 2 1% | 1 1% | 2 1% | - | - | - | 1 1% | 2 3% | - | - | 2 1% | 1 - | - | - | 1 1% | 2 2% | 1 - | - | 2 3% | - | 1 1% | - | - | |

Table 33-2
 QUESTION 20C:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-----------------------|-------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE-TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| EDUCATION | 171 43% (1) | 17 50% (1) | 31 44% (1) | 47 46% (1) | 122 42% (1) | 26 55% (1) | 21 37% (2) | 58 42% (2) | 63 42% (1) | 39 50% (1) | 17 62% (1) | 31 37% (1) | 25 60% (1) | 21 60% (1) | 39 29% (3) | 45 47% (1) | 58 42% (2) | 23 56% (1) | 16 34% (3) | 59 64% (1) | 44 31% (4) | 24 48% (1) | 15 38% (2) |
| HEALTH CARE | 135 34% (2) | 15 45% (2) | 24 33% (2) | 39 37% (2) | 93 32% (3) | 16 34% (2) | 22 39% (1) | 32 23% (4) | 61 40% (2) | 19 25% (4) | 5 17% (5) | 25 30% (3) | 11 27% (4) | 17 50% (2) | 58 43% (1) | 27 29% (3) | 60 43% (1) | 12 30% (2) | 20 43% (1) | 30 32% (2) | 57 40% (1) | 14 28% (3) | 18 47% (1) |
| ILLEGAL IMMIGRATION | 133 33% (3) | 4 11% (7) | 21 29% (4) | 24 23% (4) | 107 37% (2) | 8 17% (6) | 16 29% (4) | 59 42% (1) | 48 32% (3) | 33 42% (2) | 10 36% (2) | 26 31% (2) | 8 20% (5) | 9 25% (3) | 46 35% (2) | 31 32% (2) | 37 27% (4) | 10 25% (4) | 18 38% (2) | 24 26% (3) | 44 31% (3) | 18 37% (2) | 10 25% (4) |
| JOB | 98 24% (4) | 7 20% (3) | 23 33% (3) | 30 29% (3) | 66 23% (5) | 9 19% (4) | 21 37% (3) | 29 21% (5) | 37 25% (4) | 15 19% (5) | 4 14% (6) | 19 23% (5) | 12 29% (3) | 9 25% (4) | 38 29% (4) | 27 28% (4) | 42 30% (3) | 4 11% (7) | 11 24% (4) | 21 23% (4) | 47 33% (2) | 11 22% (4) | 5 12% (6) |
| PROPERTY TAXES | 93 23% (5) | 5 14% (5) | 12 17% (5) | 16 16% (6) | 77 27% (4) | 6 12% (7) | 11 19% (5) | 41 30% (3) | 36 24% (5) | 20 25% (3) | 3 10% (7) | 24 29% (4) | 12 6% (7) | 2 24% (5) | 32 25% (5) | 24 22% (5) | 31 18% (6) | 8 22% (5) | 10 22% (5) | 20 22% (5) | 34 24% (5) | 8 16% (6) | 10 26% (3) |
| GROWTH AND CONGESTION | 43 11% (6) | 6 19% (4) | 11 15% (6) | 17 16% (5) | 26 9% (8) | 12 25% (3) | 5 9% (6) | 13 9% (7) | 13 9% (7) | 7 9% (7) | 7 27% (3) | 11 13% (6) | 8 5% (8) | 2 6% (8) | 8 9% (7) | 10 8% (7) | 8 20% (5) | 8 12% (6) | 6 10% (6) | 9 6% (6) | 9 20% (8) | 10 3% (5) | 4 11% (7) |
| STATE SPENDING | 40 10% (7) | 2 6% (9) | 10 15% (7) | 12 12% (7) | 26 9% (7) | 8 17% (5) | 4 7% (7) | 16 11% (6) | 11 7% (8) | 9 12% (6) | 5 18% (4) | 10 11% (7) | 2 6% (8) | 4 13% (5) | 10 7% (7) | 6 7% (8) | 9 8% (8) | 10 25% (3) | 4 8% (7) | 8 8% (7) | 8 6% (9) | 5 11% (7) | 9 22% (5) |
| MORAL VALUES | 32 8% (8) | - - (9) | 2 3% (10) | 2 2% (6) | 29 10% (6) | 1 2% (10) | 1 2% (10) | 9 7% (9) | 19 13% (6) | 4 5% (10) | 2 9% (8) | 5 6% (9) | 1 2% (9) | 4 10% (6) | 16 12% (6) | 5 5% (9) | 15 11% (6) | 2 5% (9) | 3 7% (8) | 3 4% (9) | 17 12% (6) | 5 10% (8) | 1 1% (9) |
| POLITICAL SCANDALS | 20 5% (9) | 4 13% (6) | - - (9) | 4 4% (9) | 16 5% (9) | 3 6% (9) | 2 3% (9) | 13 9% (8) | 3 2% (10) | 5 7% (8) | 2 7% (9) | 8 10% (8) | 1 1% (10) | - - (9) | 4 3% (9) | 12 13% (6) | 4 3% (9) | 3 7% (8) | 1 1% (10) | 6 7% (8) | 10 3% (7) | 1 3% (10) | 2 5% (8) |
| ABORTION | 18 4% (10) | 2 7% (8) | 5 7% (8) | 7 7% (8) | 10 4% (10) | 4 7% (8) | 4 7% (8) | 5 4% (10) | 5 3% (9) | 5 6% (9) | - - (10) | 4 5% (10) | 4 10% (7) | 1 2% (9) | 4 3% (10) | 2 2% (10) | 4 3% (10) | 1 3% (10) | 1 2% (9) | 2 2% (10) | 3 2% (10) | 2 4% (9) | - 1% (10) |
| OTHER | 5 1% | 1 4% | - | 1 1% | 4 1% | - | 1 2% | - | 4 2% | - | - | - | - | 1 3% | 4 3% | - | 4 3% | - | - | 1 1% | 3 2% | - | - |
| NONE OF ABOVE | 7 2% | 2 6% | 1 1% | 3 3% | 4 1% | 1 2% | 2 4% | 2 2% | 1 1% | 1 1% | - | 2 3% | - | - | 4 3% | 2 2% | 2 2% | 1 2% | 1 3% | - | 4 3% | 1 2% | 1 4% |
| REFUSED | 2 1% | 2 5% | 1 1% | 2 2% | - | 2 4% | 1 1% | - | - | - | - | 2 2% | - | - | 1 1% | 2 2% | - | - | 1 2% | - | 2 1% | - | 1 2% |

Table 33-3

QUESTION 20C:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|-----------------------|-----------|-------|------|-------|------------------|--------|---------|--------|------------|-------|--------|-------------------|------|-------|----------------|----------|------------|-------|----------------------|-----------|------|---------------|------|-----------|----|
| | TOTAL | HS OR | SOME | COLL+ | MEN | MEN | WOMEN | WOMEN | LESS | \$50K | \$100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL | ELEC-TION | ECON/JOBS | IRAQ | HC | IRAQ | ECON/JOBS | HC |
| | | LESS | COLL | | W/O DEG | W/ DEG | W/O DEG | W/ DEG | THAN \$50K | | | | | | EARLY | | | DAY | | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 | |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% | |
| EDUCATION | 171 | 36 | 29 | 106 | 29 | 57 | 36 | 49 | 42 | 61 | 56 | 83 | 30 | 56 | 160 | 11 | 72 | 97 | 50 | 31 | 29 | 36 | 33 | 31 | |
| | 43% | 31% | 33% | 55% | 33% | 56% | 31% | 53% | 32% | 46% | 57% | 43% | 35% | 50% | 44% | 27% | 44% | 43% | 45% | 44% | 45% | 45% | 43% | 51% | |
| | (1) | (3) | (3) | (1) | (2) | (1) | (3) | (1) | (2) | (1) | (1) | (1) | (3) | (1) | (1) | (3) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (2) | |
| HEALTH CARE | 135 | 47 | 24 | 61 | 27 | 22 | 44 | 39 | 55 | 36 | 27 | 71 | 30 | 27 | 125 | 10 | 56 | 72 | 31 | 23 | 35 | 25 | 22 | 38 | |
| | 34% | 40% | 28% | 31% | 31% | 22% | 38% | 42% | 42% | 27% | 27% | 37% | 36% | 24% | 35% | 26% | 35% | 32% | 28% | 32% | 53% | 31% | 28% | 63% | |
| | (2) | (2) | (4) | (2) | (3) | (4) | (1) | (2) | (1) | (4) | (3) | (2) | (2) | (4) | (2) | (4) | (2) | (3) | (3) | (2) | (1) | (2) | (4) | (1) | |
| ILLEGAL IMMIGRATION | 133 | 48 | 33 | 52 | 39 | 30 | 42 | 22 | 36 | 48 | 34 | 51 | 34 | 48 | 114 | 19 | 45 | 79 | 29 | 23 | 21 | 20 | 23 | 10 | |
| | 33% | 42% | 38% | 27% | 45% | 29% | 36% | 24% | 28% | 36% | 35% | 26% | 40% | 42% | 32% | 48% | 28% | 35% | 26% | 32% | 32% | 24% | 30% | 17% | |
| | (3) | (1) | (1) | (3) | (1) | (2) | (2) | (4) | (4) | (2) | (2) | (4) | (1) | (2) | (3) | (1) | (3) | (2) | (4) | (3) | (3) | (3) | (2) | (5) | |
| JOBS | 98 | 34 | 20 | 41 | 21 | 17 | 34 | 23 | 39 | 38 | 14 | 57 | 21 | 16 | 91 | 7 | 43 | 51 | 37 | 20 | 14 | 13 | 23 | 14 | |
| | 24% | 29% | 23% | 21% | 24% | 17% | 29% | 26% | 29% | 28% | 14% | 29% | 25% | 14% | 25% | 18% | 27% | 23% | 33% | 29% | 21% | 17% | 30% | 24% | |
| | (4) | (4) | (5) | (5) | (5) | (5) | (4) | (3) | (3) | (3) | (6) | (3) | (5) | (6) | (4) | (5) | (4) | (5) | (2) | (5) | (4) | (5) | (3) | (3) | |
| PROPERTY TAXES | 93 | 22 | 30 | 41 | 22 | 24 | 30 | 17 | 31 | 29 | 23 | 45 | 21 | 27 | 80 | 14 | 39 | 52 | 23 | 20 | 13 | 18 | 19 | 11 | |
| | 23% | 19% | 35% | 21% | 26% | 24% | 26% | 18% | 24% | 22% | 23% | 23% | 25% | 24% | 22% | 34% | 24% | 23% | 20% | 29% | 20% | 22% | 25% | 19% | |
| | (5) | (5) | (2) | (4) | (4) | (3) | (5) | (5) | (5) | (5) | (4) | (5) | (4) | (3) | (5) | (2) | (5) | (4) | (5) | (4) | (5) | (4) | (5) | (4) | |
| GROWTH AND CONGESTION | 43 | 9 | 8 | 25 | 9 | 15 | 8 | 10 | 11 | 16 | 14 | 10 | 10 | 22 | 39 | 4 | 15 | 28 | 20 | 4 | 4 | 13 | 11 | 4 | |
| | 11% | 8% | 10% | 13% | 11% | 15% | 7% | 11% | 8% | 12% | 15% | 5% | 12% | 19% | 11% | 9% | 9% | 13% | 18% | 6% | 6% | 17% | 14% | 6% | |
| | (6) | (7) | (7) | (6) | (6) | (7) | (8) | (6) | (8) | (6) | (5) | (8) | (6) | (5) | (6) | (8) | (7) | (6) | (6) | (7) | (7) | (6) | (7) | (7) | |
| STATE SPENDING | 40 | 7 | 8 | 23 | 7 | 17 | 9 | 6 | 8 | 15 | 12 | 21 | 6 | 11 | 38 | 2 | 11 | 28 | 13 | 6 | 3 | 11 | 12 | 5 | |
| | 10% | 6% | 10% | 12% | 8% | 17% | 7% | 7% | 6% | 11% | 12% | 11% | 7% | 10% | 11% | 6% | 7% | 12% | 12% | 9% | 5% | 14% | 15% | 8% | |
| | (7) | (10) | (8) | (7) | (7) | (6) | (7) | (7) | (9) | (7) | (7) | (6) | (8) | (7) | (7) | (9) | (8) | (7) | (7) | (6) | (8) | (7) | (6) | (6) | |
| MORAL VALUES | 32 | 11 | 10 | 11 | 6 | 5 | 14 | 6 | 17 | 9 | 2 | 20 | 8 | 3 | 27 | 4 | 18 | 12 | 7 | 3 | 7 | 8 | 8 | 2 | |
| | 8% | 9% | 12% | 6% | 7% | 5% | 12% | 7% | 13% | 7% | 2% | 10% | 9% | 3% | 8% | 11% | 11% | 5% | 6% | 4% | 11% | 10% | 10% | 3% | |
| | (8) | (6) | (6) | (9) | (8) | (9) | (6) | (8) | (6) | (8) | (9) | (7) | (7) | (10) | (8) | (7) | (6) | (8) | (8) | (10) | (6) | (8) | (8) | (9) | |
| POLITICAL SCANDALS | 20 | 8 | 1 | 11 | 6 | 10 | 3 | 2 | 7 | 5 | 5 | 9 | 3 | 8 | 19 | 1 | 10 | 11 | 5 | 4 | 2 | 8 | 3 | 3 | |
| | 5% | 7% | 1% | 6% | 7% | 9% | 3% | 2% | 5% | 4% | 5% | 5% | 3% | 7% | 5% | 3% | 6% | 5% | 5% | 6% | 4% | 10% | 4% | 4% | |
| | (9) | (8) | (10) | (8) | (9) | (8) | (10) | (10) | (10) | (9) | (8) | (9) | (10) | (8) | (9) | (10) | (9) | (9) | (9) | (8) | (9) | (9) | (9) | (8) | |
| ABORTION | 18 | 8 | 3 | 7 | 5 | 4 | 6 | 3 | 14 | 2 | 2 | 9 | 5 | 4 | 12 | 5 | 8 | 8 | 2 | 4 | 1 | 4 | - | 2 | |
| | 4% | 6% | 4% | 3% | 6% | 4% | 5% | 3% | 11% | 1% | 2% | 4% | 6% | 3% | 3% | 13% | 5% | 4% | 2% | 6% | 1% | 5% | - | 3% | |
| | (10) | (9) | (9) | (10) | (10) | (10) | (9) | (9) | (7) | (10) | (10) | (10) | (9) | (9) | (10) | (6) | (10) | (10) | (10) | (9) | (10) | (10) | | (10) | |
| OTHER | 5 | 1 | - | 4 | - | - | 1 | 4 | 1 | 2 | 2 | 3 | - | 1 | 5 | - | 1 | 4 | 1 | - | 1 | 1 | - | 1 | |
| | 1% | 1% | - | 2% | - | - | 1% | 5% | - | 2% | 2% | 2% | - | 1% | 1% | - | 1% | 2% | 1% | - | 1% | 1% | - | 1% | |
| NONE OF ABOVE | 7 | 1 | 2 | 4 | 1 | 2 | 2 | 1 | - | 4 | 3 | 4 | - | 2 | 7 | - | 2 | 4 | 2 | 1 | - | 3 | - | - | |
| | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 2% | - | 3% | 3% | 2% | - | 1% | 2% | - | 1% | 2% | 2% | 1% | - | 4% | - | - | |
| REFUSED | 2 | 2 | 1 | - | 2 | - | 1 | - | 2 | - | - | 2 | - | - | 1 | 2 | 2 | 1 | - | 1 | - | - | 1 | - | |
| | 1% | 2% | 1% | - | 2% | - | 1% | - | 2% | - | - | 1% | - | - | - | 4% | 1% | - | - | 1% | - | - | 1% | - | |

Table 33-4

QUESTION 20C:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| EDUCATION | 171 | 14 | 152 | 134 | 44 | 46 | 134 | 36 | 50 | 133 | 32 | 102 | 23 | 79 | 73 | 13 | 18 |
| | 43% | 34% | 45% | 46% | 42% | 42% | 45% | 39% | 41% | 47% | 33% | 49% | 48% | 48% | 37% | 24% | 55% |
| | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (2) | (5) | (1) |
| HEALTH CARE | 135 | 11 | 115 | 102 | 32 | 32 | 102 | 29 | 37 | 98 | 30 | 72 | 17 | 52 | 69 | 18 | 11 |
| | 34% | 26% | 34% | 35% | 30% | 29% | 34% | 32% | 30% | 35% | 31% | 35% | 36% | 32% | 36% | 32% | 32% |
| | (2) | (4) | (2) | (2) | (3) | (3) | (2) | (3) | (3) | (2) | (3) | (2) | (2) | (2) | (3) | (2) | (2) |
| ILLEGAL IMMIGRATION | 133 | 21 | 106 | 85 | 38 | 38 | 98 | 32 | 48 | 83 | 43 | 59 | 17 | 46 | 78 | 31 | 7 |
| | 33% | 49% | 31% | 29% | 37% | 35% | 33% | 35% | 39% | 29% | 44% | 29% | 36% | 28% | 40% | 56% | 22% |
| | (3) | (1) | (3) | (3) | (2) | (2) | (3) | (2) | (2) | (3) | (1) | (3) | (3) | (3) | (1) | (1) | (5) |
| JOBS | 98 | 9 | 83 | 74 | 24 | 31 | 78 | 15 | 35 | 68 | 24 | 52 | 10 | 34 | 51 | 13 | 10 |
| | 24% | 21% | 24% | 26% | 23% | 29% | 26% | 16% | 29% | 24% | 25% | 25% | 20% | 21% | 26% | 24% | 31% |
| | (4) | (5) | (4) | (4) | (5) | (4) | (4) | (5) | (4) | (4) | (5) | (4) | (4) | (5) | (4) | (4) | (3) |
| PROPERTY TAXES | 93 | 13 | 77 | 63 | 25 | 25 | 61 | 28 | 20 | 62 | 29 | 39 | 5 | 36 | 40 | 14 | 10 |
| | 23% | 31% | 23% | 22% | 24% | 23% | 21% | 30% | 17% | 22% | 30% | 19% | 10% | 22% | 21% | 26% | 31% |
| | (5) | (3) | (5) | (5) | (4) | (5) | (5) | (4) | (5) | (5) | (4) | (5) | (8) | (4) | (5) | (3) | (4) |
| GROWTH AND CONGESTION | 43 | 2 | 41 | 33 | 20 | 16 | 31 | 12 | 13 | 37 | 5 | 27 | 9 | 24 | 18 | 6 | - |
| | 11% | 5% | 12% | 11% | 19% | 14% | 10% | 13% | 10% | 13% | 5% | 13% | 19% | 15% | 9% | 11% | - |
| | (6) | (8) | (6) | (6) | (6) | (6) | (7) | (6) | (7) | (6) | (8) | (6) | (5) | (6) | (7) | (7) | - |
| STATE SPENDING | 40 | 6 | 33 | 25 | 7 | 11 | 32 | 8 | 14 | 27 | 12 | 21 | 5 | 18 | 20 | 9 | 2 |
| | 10% | 14% | 10% | 9% | 7% | 10% | 11% | 9% | 12% | 9% | 13% | 10% | 11% | 11% | 10% | 16% | 6% |
| | (7) | (6) | (7) | (7) | (8) | (7) | (6) | (9) | (6) | (7) | (6) | (7) | (6) | (7) | (6) | (6) | (7) |
| MORAL VALUES | 32 | 1 | 30 | 24 | 10 | 10 | 22 | 10 | 10 | 21 | 8 | 14 | 5 | 15 | 12 | 3 | 5 |
| | 8% | 2% | 9% | 8% | 9% | 9% | 7% | 10% | 8% | 7% | 8% | 7% | 11% | 9% | 6% | 6% | 14% |
| | (8) | (9) | (8) | (8) | (7) | (8) | (8) | (8) | (8) | (7) | (8) | (8) | (7) | (8) | (9) | (8) | (6) |
| POLITICAL SCANDALS | 20 | - | 20 | 20 | 4 | 2 | 17 | 4 | 9 | 15 | 5 | 12 | 1 | 5 | 15 | 3 | - |
| | 5% | - | 6% | 7% | 4% | 1% | 6% | 4% | 7% | 5% | 5% | 6% | 3% | 3% | 8% | 5% | - |
| | (9) | | (9) | (9) | (10) | (10) | (9) | (10) | (9) | (9) | (9) | (9) | (10) | (10) | (8) | (9) | - |
| ABORTION | 18 | 5 | 11 | 7 | 5 | 3 | 8 | 10 | 6 | 11 | 4 | 4 | 2 | 9 | 7 | 1 | 1 |
| | 4% | 12% | 3% | 2% | 5% | 3% | 3% | 10% | 5% | 4% | 5% | 2% | 5% | 6% | 4% | 1% | 3% |
| | (10) | (7) | (10) | (10) | (9) | (9) | (10) | (7) | (10) | (10) | (10) | (10) | (9) | (9) | (10) | (10) | (8) |
| OTHER | 5 | - | 4 | 3 | - | 2 | 5 | - | 1 | 4 | 1 | 4 | 1 | 2 | 2 | - | 1 |
| | 1% | - | 1% | 1% | - | 2% | 2% | - | 1% | 1% | 1% | 2% | 2% | 2% | 1% | - | 2% |
| NONE OF ABOVE | 7 | 1 | 4 | 4 | 1 | 2 | 6 | 1 | - | 7 | - | 6 | - | 4 | 1 | - | 1 |
| | 2% | 3% | 1% | 1% | 1% | 2% | 2% | 1% | - | 2% | - | 3% | - | 3% | 1% | - | 3% |
| REFUSED | 2 | - | 2 | 2 | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | 1% | - | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 33-5
 QUESTION 20C:
 And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------|----------------------|--------|------------------------|--------------------|------------|--------|------------|-------|-------|--------------|------|------|------|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|------|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | TRACK | DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| EDUCATION | 171 | 37 | 10 | 10 | 27 | 9 | 7 | 59 | 103 | 90 | 92 | 30 | 12 | 79 | 15 | 77 | 122 | 31 | 74 | 140 | 15 | 93 | 78 | |
| | 43% | 52% | 49% | 59% | 35% | 35% | 37% | 40% | 44% | 45% | 100% | 36% | 15% | 100% | 23% | 47% | 44% | 38% | 47% | 44% | 39% | 45% | 41% | |
| | (1) | (1) | (1) | (1) | (3) | (2) | (1) | (1) | (1) | (1) | (1) | (2) | (4) | (1) | (3) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | |
| HEALTH CARE | 135 | 17 | 9 | 1 | 32 | 15 | 5 | 44 | 80 | 71 | 18 | 81 | 8 | 30 | 14 | 64 | 100 | 23 | 55 | 109 | 12 | 73 | 62 | |
| | 34% | 24% | 43% | 9% | 42% | 56% | 26% | 30% | 35% | 36% | 19% | 100% | 10% | 37% | 23% | 38% | 37% | 29% | 35% | 34% | 32% | 35% | 33% | |
| | (2) | (3) | (2) | (8) | (2) | (1) | (5) | (3) | (2) | (2) | (2) | (1) | (5) | (2) | (4) | (2) | (2) | (3) | (2) | (2) | (3) | (2) | (3) | |
| ILLEGAL IMMIGRATION | 133 | 24 | 6 | 7 | 33 | 7 | 7 | 58 | 71 | 57 | 14 | 19 | 79 | 12 | 19 | 49 | 83 | 33 | 51 | 107 | 14 | 68 | 64 | |
| | 33% | 34% | 32% | 42% | 43% | 24% | 36% | 39% | 31% | 29% | 15% | 23% | 100% | 15% | 30% | 30% | 30% | 41% | 33% | 33% | 37% | 32% | 34% | |
| | (3) | (2) | (3) | (2) | (1) | (4) | (2) | (2) | (3) | (3) | (5) | (3) | (1) | (4) | (2) | (3) | (3) | (1) | (3) | (3) | (2) | (3) | (2) | |
| JOBS | 98 | 13 | 5 | 1 | 19 | 7 | 6 | 35 | 58 | 52 | 15 | 14 | 19 | 6 | 63 | 43 | 70 | 19 | 45 | 76 | 9 | 46 | 51 | |
| | 24% | 19% | 23% | 9% | 25% | 26% | 33% | 24% | 25% | 26% | 16% | 18% | 24% | 8% | 100% | 26% | 26% | 23% | 29% | 24% | 24% | 22% | 27% | |
| | (4) | (5) | (4) | (7) | (4) | (3) | (3) | (5) | (4) | (4) | (4) | (4) | (3) | (7) | (1) | (4) | (4) | (5) | (4) | (4) | (5) | (5) | (4) | |
| PROPERTY TAXES | 93 | 17 | 3 | 3 | 15 | 6 | 6 | 35 | 51 | 41 | 15 | 5 | 19 | 13 | 3 | 31 | 56 | 21 | 31 | 70 | 10 | 49 | 44 | |
| | 23% | 24% | 16% | 16% | 19% | 23% | 33% | 24% | 22% | 21% | 17% | 6% | 25% | 16% | 5% | 18% | 20% | 26% | 20% | 22% | 27% | 23% | 23% | |
| | (5) | (4) | (6) | (4) | (5) | (5) | (4) | (4) | (5) | (5) | (3) | (5) | (2) | (3) | (6) | (5) | (5) | (4) | (5) | (5) | (4) | (4) | (5) | |
| GROWTH AND CONGESTION | 43 | 12 | 4 | 4 | 8 | 2 | 1 | 22 | 20 | 17 | 12 | 2 | 7 | 7 | 4 | 21 | 33 | 7 | 17 | 37 | 4 | 19 | 24 | |
| | 11% | 17% | 19% | 23% | 10% | 9% | 5% | 15% | 9% | 8% | 13% | 2% | 9% | 9% | 6% | 13% | 12% | 9% | 11% | 11% | 9% | 9% | 13% | |
| | (6) | (6) | (5) | (3) | (7) | (7) | (8) | (6) | (8) | (8) | (6) | (8) | (6) | (5) | (5) | (6) | (6) | (7) | (6) | (6) | (7) | (7) | (6) | |
| STATE SPENDING | 40 | 6 | 2 | 3 | 10 | 1 | 1 | 11 | 29 | 23 | 11 | 4 | 6 | 3 | 2 | 17 | 29 | 7 | 9 | 35 | - | 27 | 13 | |
| | 10% | 9% | 11% | 16% | 13% | 5% | 8% | 8% | 12% | 12% | 12% | 5% | 8% | 3% | 3% | 10% | 11% | 9% | 6% | 11% | - | 13% | 7% | |
| | (7) | (7) | (7) | (5) | (6) | (9) | (7) | (8) | (6) | (6) | (7) | (6) | (7) | (9) | (8) | (7) | (7) | (8) | (8) | (7) | (7) | (6) | (8) | |
| MORAL VALUES | 32 | 4 | - | 2 | 3 | 3 | - | 11 | 21 | 18 | 1 | 3 | 4 | 6 | 2 | 13 | 27 | 3 | 15 | 26 | 3 | 12 | 20 | |
| | 8% | 5% | - | 15% | 4% | 12% | - | 7% | 9% | 9% | 1% | 4% | 4% | 8% | 4% | 8% | 10% | 3% | 10% | 8% | 9% | 6% | 11% | |
| | (8) | (9) | (6) | (9) | (6) | (6) | (9) | (7) | (7) | (7) | (9) | (7) | (8) | (6) | (7) | (8) | (10) | (7) | (8) | (8) | (8) | (9) | (7) | |
| POLITICAL SCANDALS | 20 | 2 | 1 | - | 6 | 2 | 3 | 4 | 16 | 16 | 4 | - | 2 | 3 | 1 | 6 | 9 | 9 | 5 | 18 | 1 | 15 | 5 | |
| | 5% | 2% | 3% | - | 7% | 8% | 15% | 3% | 7% | 8% | 4% | - | 3% | 4% | 2% | 4% | 3% | 11% | 3% | 6% | 3% | 7% | 3% | |
| | (9) | (10) | (8) | (8) | (8) | (8) | (6) | (10) | (9) | (9) | (8) | (9) | (10) | (8) | (10) | (10) | (9) | (6) | (10) | (9) | (9) | (8) | (10) | |
| ABORTION | 18 | 5 | - | 1 | 2 | - | - | 11 | 6 | 4 | 1 | 2 | 1 | - | 2 | 6 | 8 | 5 | 5 | 10 | 6 | 6 | 12 | |
| | 4% | 6% | - | 5% | 2% | - | - | 8% | 3% | 2% | 1% | 2% | 2% | - | 3% | 4% | 3% | 6% | 3% | 15% | 3% | 6% | 6% | |
| | (10) | (8) | (9) | (9) | (10) | (7) | (10) | (10) | (10) | (10) | (10) | (9) | (10) | (9) | (9) | (9) | (10) | (9) | (9) | (10) | (6) | (10) | (9) | |
| OTHER | 5 | - | - | 1 | - | 1 | - | - | 3 | 2 | 1 | 1 | 1 | - | - | 2 | 4 | 1 | 1 | 5 | - | 4 | 1 | |
| | 1% | - | - | 7% | - | 2% | - | - | 1% | 1% | 1% | 1% | 1% | - | - | 1% | 2% | 1% | 1% | 2% | - | 2% | 1% | |
| NONE OF ABOVE | 7 | 2 | 1 | - | - | - | - | 3 | 3 | 3 | 1 | 2 | - | - | - | - | 3 | 2 | 2 | 5 | 1 | 4 | 3 | |
| | 2% | 3% | 4% | - | - | - | - | 2% | 1% | 1% | 1% | 2% | - | - | - | - | 1% | 3% | 1% | 2% | 2% | 2% | 1% | |
| REFUSED | 2 | - | - | - | - | - | 1 | - | 2 | 2 | - | - | - | - | - | 1 | 1 | - | 2 | 2 | - | 1 | 2 | |
| | 1% | - | - | - | - | - | 4% | - | 1% | 1% | - | - | - | - | - | - | - | - | 1% | 1% | - | - | 1% | |

Table 33-6

QUESTION 20C:

And, of the following list of issues facing TEXAS, which ONE would you say is most important to you personally?

Combined Choices.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------|-------------------|----------------------|------------------|------------------|---------------------------|------------------|------------------|------------------|------------------------|-----------------|------------------|------------------|-----------------------|------------------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- URBAN | | URBAN | VICTIM | NOT A VICTIM | UNION | CRE- DIT BANK | |
| | | NEWS | NEWS | | NEWS | NEWS | | | OTHER | URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| EDUCATION | 171 43% (1) | 60 42% (1) | 39 39% (1) | 37 46% (1) | 51 49% (1) | 30 36% (2) | 30 39% (1) | 20 35% (2) | 78 45% (1) | 8 44% (1) | 65 42% (1) | 48 38% (2) | 123 46% (1) | 35 34% (3) | 124 46% (1) | |
| HEALTH CARE | 135 34% (2) | 57 40% (2) | 35 35% (2) | 22 27% (3) | 39 37% (2) | 25 30% (3) | 23 30% (3) | 22 40% (1) | 57 33% (3) | 5 31% (3) | 51 33% (3) | 44 35% (3) | 90 33% (2) | 39 38% (1) | 88 33% (3) | |
| ILLEGAL IMMIGRATION | 133 33% (3) | 47 34% (3) | 30 31% (3) | 25 30% (2) | 26 24% (4) | 31 37% (1) | 25 33% (2) | 16 28% (3) | 57 33% (2) | 4 25% (4) | 56 36% (2) | 52 42% (1) | 76 28% (3) | 35 35% (2) | 89 33% (2) | |
| JOBS | 98 24% (4) | 31 22% (5) | 24 24% (5) | 20 25% (4) | 26 25% (3) | 20 24% (5) | 23 30% (4) | 12 21% (4) | 49 28% (4) | 3 14% (5) | 35 23% (4) | 29 24% (5) | 68 25% (4) | 21 20% (4) | 70 26% (4) | |
| PROPERTY TAXES | 93 23% (5) | 35 25% (4) | 29 30% (4) | 16 20% (5) | 25 24% (5) | 23 27% (4) | 17 22% (5) | 10 18% (6) | 46 26% (5) | 7 38% (2) | 31 20% (5) | 32 26% (4) | 58 22% (5) | 20 19% (5) | 65 24% (5) | |
| GROWTH AND CONGESTION | 43 11% (6) | 9 6% (8) | 10 10% (6) | 12 15% (6) | 10 10% (7) | 10 12% (7) | 11 14% (6) | 1 2% (9) | 12 7% (7) | 2 14% (6) | 27 18% (6) | 14 11% (6) | 28 10% (7) | 11 11% (7) | 29 11% (6) | |
| STATE SPENDING | 40 10% (7) | 16 12% (6) | 8 8% (8) | 9 12% (7) | 17 17% (6) | 11 13% (6) | 4 5% (10) | 11 19% (5) | 9 5% (9) | 1 7% (9) | 19 12% (7) | 9 7% (8) | 30 11% (6) | 18 18% (6) | 21 8% (7) | |
| MORAL VALUES | 32 8% (8) | 11 8% (7) | 10 10% (7) | 7 9% (9) | 5 5% (8) | 5 7% (8) | 7 9% (7) | 9 16% (7) | 13 8% (6) | 2 10% (8) | 7 5% (9) | 10 8% (7) | 21 8% (8) | 9 9% (9) | 20 7% (8) | |
| POLITICAL SCANDALS | 20 5% (9) | 3 2% (10) | 6 6% (8) | 8 10% (8) | 3 3% (9) | 4 5% (9) | 5 7% (9) | 1 2% (10) | 11 6% (8) | 1 3% (10) | 8 5% (8) | 3 2% (10) | 18 7% (9) | 10 10% (8) | 10 4% (10) | |
| ABORTION | 18 4% (10) | 3 2% (9) | 5 5% (10) | 4 5% (10) | 2 2% (10) | 2 2% (10) | 7 9% (8) | 6 10% (8) | 7 4% (10) | 2 13% (7) | 2 1% (10) | 4 3% (9) | 14 5% (10) | 2 2% (10) | 13 5% (9) | |
| OTHER | 5 1% (8) | 3 2% (7) | - - (7) | 1 1% (9) | 1 1% (8) | 3 4% (8) | - - (7) | 2 3% (7) | 1 - (6) | - - (8) | 2 1% (9) | 1 - (7) | 4 2% (8) | 2 2% (9) | 3 1% (8) | |
| NONE OF ABOVE | 7 2% (8) | 3 2% (7) | 1 1% (8) | - - (8) | 2 2% (8) | 1 2% (8) | 1 1% (8) | 2 4% (8) | 3 2% (8) | - - (8) | 2 1% (8) | 3 2% (8) | 4 1% (8) | - - (8) | 6 2% (8) | |
| REFUSED | 2 1% (8) | 2 2% (7) | - - (7) | - - (7) | 1 1% (8) | - - (7) | - - (7) | - - (7) | 1 - (7) | - - (7) | 2 1% (8) | - - (7) | 2 1% (8) | 1 1% (8) | 2 1% (8) | |

Table 38-1
 QUESTION 26:
 Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Banks

BANNER 1

| | PARTY | | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|-----------------------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|-------------|------------|------------|------------|-----------|-----------|-------------|------------------|-----------------|--|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE-TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% | | |
| **D/S (FAVORABLE - UNFAVORABLE) | 195 49% | 117 50% | 44 50% | 161 50% | 14 36% | 24 57% | 47 66% | 21 42% | 27 46% | 55 43% | 20 40% | 76 40% | 119 56% | 49 41% | 30 48% | 59 50% | 56 56% | 92 46% | 55 45% | 41 58% | 38 38% | 55 54% | 20 35% | 35 55% | | |
| TOTAL HEARD OF | 389 97% | 226 96% | 87 99% | 314 97% | 37 97% | 41 98% | 70 98% | 51 99% | 57 96% | 123 97% | 47 96% | 180 96% | 208 98% | 114 95% | 61 99% | 117 100% | 96 96% | 199 99% | 116 96% | 66 93% | 98 99% | 101 99% | 54 95% | 62 97% | | |
| TOTAL FAVORABLE | 275 69% | 163 69% | 61 69% | 224 69% | 23 59% | 31 75% | 56 78% | 32 63% | 38 64% | 86 68% | 31 64% | 120 64% | 155 73% | 77 64% | 44 72% | 82 69% | 72 72% | 138 69% | 79 66% | 51 71% | 64 65% | 73 72% | 35 62% | 44 69% | | |
| TOTAL UNFAVORABLE | 80 20% | 46 20% | 17 19% | 63 19% | 9 23% | 7 17% | 9 12% | 11 21% | 11 18% | 31 25% | 12 24% | 44 23% | 36 17% | 27 23% | 15 24% | 22 19% | 16 16% | 45 23% | 25 21% | 9 13% | 27 27% | 19 18% | 15 27% | 9 15% | | |
| STRONGLY FAVORABLE | 109 27% | 74 31% | 18 20% | 92 28% | 8 22% | 12 28% | 16 23% | 18 35% | 19 32% | 32 25% | 12 25% | 48 26% | 61 29% | 32 27% | 8 13% | 35 29% | 34 34% | 50 25% | 29 24% | 28 39% | 23 23% | 27 26% | 15 26% | 14 22% | | |
| SOMEWHAT FAVORABLE | 166 41% | 89 38% | 43 49% | 132 41% | 15 38% | 20 47% | 40 55% | 15 28% | 19 32% | 54 42% | 19 39% | 71 38% | 94 44% | 44 37% | 36 59% | 47 40% | 38 38% | 88 44% | 51 42% | 23 32% | 41 42% | 47 46% | 21 36% | 30 48% | | |
| SOMEWHAT UNFAVORABLE | 54 13% | 30 13% | 8 9% | 38 12% | 8 21% | 3 7% | 6 8% | 9 18% | 6 10% | 22 17% | 8 15% | 30 16% | 24 11% | 17 15% | 11 17% | 17 15% | 8 8% | 31 16% | 17 14% | 5 7% | 18 19% | 13 13% | 11 20% | 6 9% | | |
| STRONGLY UNFAVORABLE | 27 7% | 16 7% | 8 9% | 25 8% | 1 2% | 4 10% | 3 4% | 2 3% | 5 8% | 9 7% | 4 9% | 14 7% | 13 6% | 10 8% | 4 6% | 5 4% | 8 8% | 14 7% | 8 6% | 4 6% | 8 8% | 6 6% | 4 7% | 4 6% | | |
| HEARD OF/NO OPINION | 33 8% | 17 7% | 10 11% | 27 8% | 5 14% | 2 5% | 6 8% | 8 15% | 8 14% | 6 4% | 4 8% | 17 9% | 17 8% | 10 9% | 2 3% | 13 11% | 8 8% | 15 8% | 12 10% | 6 9% | 7 7% | 9 8% | 3 6% | 8 13% | | |
| NEVER HEARD OF | 8 2% | 5 2% | 1 1% | 6 2% | 1 3% | - - | 1 1% | - 1% | 1 1% | 4 3% | 2 4% | 4 2% | 4 2% | 6 5% | 1 1% | - - | 1 1% | 1 - | 5 4% | 2 3% | - - | 1 1% | 3 5% | 2 3% | | |
| REFUSED | 3 1% | 3 1% | - - | 3 1% | - - | 1 2% | 1 1% | - - | 2 3% | - - | - - | 3 2% | - - | - - | - - | - - | 3 3% | 1 - | - - | 3 4% | 1 1% | - - | - - | - - | | |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.4 | 3.5 | 3.7 | 3.6 | 2.6 | 4.3 | 6.5 | 3.0 | 3.6 | 2.8 | 2.7 | 2.7 | 4.3 | 2.8 | 3.0 | 3.6 | 4.5 | 3.0 | 3.2 | 5.3 | 2.4 | 3.9 | 2.3 | 4.7 | | |

Table 38-2
 QUESTION 26:
 Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Banks

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-----------------------------------|-------------|-----------|-----------|------------|-----------------|-----------|--------------|----------------|------------|-----------|------------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|------------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE-TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| **D/S (FAVORABLE - UNFAVORABLE) | 195 49% | 22 66% | 20 28% | 42 40% | 148 51% | 23 49% | 19 33% | 51 37% | 97 64% | 28 37% | 9 33% | 38 46% | 21 50% | 21 59% | 77 57% | 41 42% | 76 55% | 14 33% | 31 65% | 35 38% | 82 57% | 21 43% | 23 59% |
| TOTAL HEARD OF | 389 97% | 31 92% | 68 95% | 98 94% | 284 98% | 44 92% | 54 97% | 134 97% | 150 99% | 74 95% | 27 100% | 79 95% | 40 94% | 34 98% | 134 100% | 89 93% | 138 99% | 42 100% | 46 98% | 88 95% | 138 97% | 48 98% | 39 100% |
| TOTAL FAVORABLE | 275 69% | 26 77% | 39 56% | 65 62% | 205 71% | 32 67% | 33 59% | 86 62% | 119 78% | 48 62% | 18 67% | 54 64% | 29 68% | 26 76% | 100 74% | 62 65% | 101 73% | 25 59% | 36 78% | 58 63% | 105 74% | 32 66% | 29 72% |
| TOTAL UNFAVORABLE | 80 20% | 4 11% | 20 28% | 23 22% | 57 20% | 9 18% | 15 26% | 35 25% | 22 14% | 20 25% | 9 33% | 15 18% | 8 16% | 6 17% | 23 17% | 21 22% | 25 18% | 11 26% | 6 12% | 23 25% | 23 16% | 11 24% | 5 13% |
| STRONGLY FAVORABLE | 109 27% | 9 27% | 12 17% | 21 20% | 85 29% | 10 22% | 11 19% | 38 27% | 47 31% | 20 26% | 4 14% | 25 29% | 12 29% | 5 13% | 44 33% | 34 35% | 40 29% | 3 8% | 15 31% | 22 24% | 51 36% | 9 19% | 8 21% |
| SOMEWHAT FAVORABLE | 166 41% | 17 50% | 28 39% | 44 42% | 120 41% | 21 45% | 23 40% | 48 35% | 72 47% | 28 36% | 14 53% | 29 35% | 16 39% | 22 63% | 55 41% | 28 29% | 61 44% | 21 51% | 22 46% | 36 39% | 54 38% | 23 47% | 20 51% |
| SOMEWHAT UNFAVORABLE | 54 13% | 1 3% | 16 22% | 17 16% | 37 13% | 5 11% | 11 20% | 25 18% | 13 8% | 12 16% | 6 24% | 11 13% | 5 12% | 4 12% | 14 11% | 14 14% | 16 12% | 5 13% | 3 7% | 15 17% | 14 10% | 5 11% | 3 8% |
| STRONGLY UNFAVORABLE | 27 7% | 3 8% | 4 6% | 7 7% | 20 7% | 3 7% | 3 6% | 11 8% | 9 6% | 7 9% | 3 9% | 4 5% | 3 6% | 1 4% | 9 6% | 8 8% | 8 6% | 6 13% | 3 6% | 7 8% | 9 6% | 6 13% | 2 5% |
| HEARD OF/NO OPINION | 33 8% | 1 4% | 9 12% | 10 10% | 22 8% | 3 7% | 6 12% | 13 10% | 9 6% | 7 9% | - - | 10 12% | 4 9% | 2 5% | 11 8% | 6 6% | 12 8% | 6 15% | 4 8% | 7 8% | 10 7% | 4 8% | 6 15% |
| NEVER HEARD OF | 8 2% | 1 3% | 3 5% | 4 4% | 4 1% | 2 4% | 2 3% | 2 2% | 2 1% | 4 5% | - - | 1 1% | 3 6% | 1 2% | - - | 3 3% | 2 1% | - - | 1 2% | 4 5% | 1 1% | 1 2% | - - |
| REFUSED | 3 1% | 2 5% | - - | 2 2% | 2 1% | 2 4% | - - | 2 1% | - - | - - | - - | 3 4% | - - | - - | 3 4% | - - | - - | - - | - - | - - | 3 2% | - - | - - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.4 | 7.0 | 2.0 | 2.8 | 3.6 | 3.7 | 2.3 | 2.4 | 5.5 | 2.4 | 2.0 | 3.5 | 3.8 | 4.6 | 4.3 | 2.9 | 4.1 | 2.3 | 6.2 | 2.6 | 4.5 | 2.8 | 5.5 |

Table 38-3

QUESTION 26:

Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Banks

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (FAVORABLE - UNFAVORABLE) | 195 | 54 | 36 | 100 | 22 | 54 | 68 | 46 | 60 | 63 | 41 | 109 | 44 | 36 | 173 | 21 | 86 | 105 | 57 | 31 | 32 | 41 | 47 | 34 |
| | 49% | 47% | 42% | 52% | 25% | 53% | 59% | 51% | 45% | 47% | 42% | 56% | 52% | 32% | 48% | 53% | 53% | 47% | 52% | 45% | 50% | 50% | 60% | 56% |
| TOTAL HEARD OF | 389 | 110 | 86 | 188 | 80 | 100 | 116 | 88 | 126 | 129 | 97 | 186 | 80 | 113 | 352 | 36 | 155 | 219 | 108 | 69 | 65 | 78 | 77 | 59 |
| | 97% | 95% | 100% | 97% | 93% | 98% | 100% | 96% | 96% | 97% | 99% | 96% | 95% | 100% | 98% | 90% | 96% | 98% | 97% | 98% | 100% | 97% | 99% | 99% |
| TOTAL FAVORABLE | 275 | 76 | 58 | 136 | 48 | 71 | 86 | 65 | 87 | 90 | 66 | 141 | 61 | 66 | 249 | 26 | 114 | 153 | 79 | 48 | 46 | 57 | 57 | 45 |
| | 69% | 66% | 68% | 70% | 56% | 70% | 74% | 71% | 66% | 68% | 67% | 73% | 72% | 59% | 69% | 64% | 71% | 68% | 71% | 68% | 70% | 71% | 73% | 75% |
| TOTAL UNFAVORABLE | 80 | 22 | 22 | 36 | 27 | 17 | 18 | 19 | 27 | 27 | 25 | 32 | 17 | 31 | 76 | 4 | 28 | 47 | 22 | 17 | 13 | 16 | 10 | 11 |
| | 20% | 19% | 26% | 19% | 31% | 17% | 15% | 20% | 20% | 21% | 26% | 17% | 20% | 27% | 21% | 10% | 18% | 21% | 20% | 24% | 21% | 20% | 13% | 19% |
| STRONGLY FAVORABLE | 109 | 32 | 18 | 58 | 17 | 31 | 33 | 27 | 39 | 30 | 23 | 56 | 28 | 23 | 100 | 10 | 44 | 60 | 27 | 19 | 18 | 18 | 24 | 17 |
| | 27% | 28% | 21% | 30% | 20% | 30% | 28% | 29% | 29% | 23% | 24% | 29% | 33% | 21% | 28% | 24% | 27% | 25% | 28% | 27% | 22% | 30% | 29% | |
| SOMEWHAT FAVORABLE | 166 | 44 | 40 | 78 | 31 | 40 | 53 | 38 | 48 | 60 | 42 | 85 | 33 | 43 | 150 | 16 | 71 | 92 | 52 | 28 | 28 | 39 | 33 | 28 |
| | 41% | 38% | 47% | 41% | 36% | 40% | 46% | 42% | 36% | 45% | 43% | 44% | 39% | 38% | 42% | 40% | 44% | 41% | 47% | 41% | 43% | 48% | 43% | 47% |
| SOMEWHAT UNFAVORABLE | 54 | 16 | 12 | 26 | 19 | 11 | 9 | 15 | 16 | 18 | 19 | 20 | 14 | 19 | 49 | 4 | 19 | 30 | 14 | 10 | 7 | 9 | 5 | 9 |
| | 13% | 14% | 14% | 13% | 22% | 11% | 8% | 16% | 12% | 14% | 19% | 10% | 17% | 17% | 14% | 10% | 12% | 14% | 13% | 15% | 11% | 11% | 6% | 16% |
| STRONGLY UNFAVORABLE | 27 | 6 | 10 | 10 | 7 | 7 | 9 | 4 | 11 | 9 | 6 | 12 | 2 | 11 | 27 | - | 10 | 17 | 7 | 6 | 6 | 7 | 5 | 2 |
| | 7% | 5% | 12% | 5% | 9% | 6% | 8% | 4% | 9% | 7% | 6% | 6% | 3% | 10% | 7% | - | 6% | 8% | 6% | 9% | 10% | 9% | 7% | 3% |
| HEARD OF/NO OPINION | 33 | 12 | 5 | 16 | 5 | 12 | 12 | 4 | 13 | 11 | 6 | 13 | 3 | 16 | 27 | 6 | 13 | 19 | 8 | 4 | 6 | 5 | 10 | 3 |
| | 8% | 10% | 6% | 8% | 6% | 11% | 11% | 5% | 10% | 9% | 6% | 7% | 4% | 14% | 7% | 16% | 8% | 9% | 7% | 6% | 9% | 7% | 12% | 5% |
| NEVER HEARD OF | 8 | 3 | - | 5 | 3 | 1 | - | 4 | 4 | 2 | 1 | 5 | 3 | - | 7 | 1 | 4 | 4 | 3 | 1 | - | 2 | 1 | 1 |
| | 2% | 3% | - | 2% | 4% | 1% | - | 4% | 3% | 1% | 1% | 3% | 3% | - | 2% | 3% | 2% | 2% | 3% | 2% | - | 3% | 1% | 1% |
| REFUSED | 3 | 3 | - | 1 | 3 | 1 | - | - | 2 | 2 | - | 3 | 1 | - | 1 | 3 | 3 | 1 | - | - | - | - | - | - |
| | 1% | 2% | - | - | 3% | 1% | - | - | 1% | 1% | - | 1% | 1% | - | - | 6% | 2% | - | - | - | - | - | - | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.4 | 3.5 | 2.6 | 3.8 | 1.8 | 4.1 | 4.8 | 3.5 | 3.2 | 3.3 | 2.6 | 4.3 | 3.6 | 2.2 | 3.3 | 6.1 | 4.0 | 3.2 | 3.6 | 2.9 | 3.4 | 3.5 | 5.6 | 4.0 |

Table 38-4

QUESTION 26:

Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Banks

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------------|-----------------|-----------|-------------|---------|--------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (FAVORABLE - UNFAVORABLE) | 195 | 15 | 171 | 148 | 60 | 64 | 147 | 43 | 54 | 143 | 48 | 109 | 25 | 84 | 83 | 25 | 25 |
| | 49% | 36% | 50% | 51% | 57% | 59% | 49% | 47% | 44% | 50% | 50% | 53% | 51% | 51% | 43% | 45% | 76% |
| TOTAL HEARD OF | 389 | 41 | 331 | 281 | 104 | 107 | 292 | 91 | 121 | 278 | 96 | 204 | 46 | 160 | 190 | 56 | 32 |
| | 97% | 97% | 97% | 97% | 99% | 99% | 97% | 98% | 100% | 98% | 99% | 99% | 95% | 97% | 98% | 100% | 98% |
| TOTAL FAVORABLE | 275 | 26 | 236 | 203 | 80 | 79 | 206 | 64 | 85 | 200 | 67 | 148 | 33 | 113 | 129 | 38 | 28 |
| | 69% | 63% | 70% | 70% | 76% | 73% | 69% | 70% | 70% | 70% | 69% | 71% | 70% | 69% | 66% | 67% | 84% |
| TOTAL UNFAVORABLE | 80 | 11 | 66 | 55 | 20 | 15 | 59 | 21 | 32 | 57 | 19 | 39 | 9 | 30 | 46 | 13 | 3 |
| | 20% | 27% | 19% | 19% | 19% | 14% | 20% | 23% | 26% | 20% | 20% | 19% | 18% | 18% | 24% | 23% | 8% |
| STRONGLY FAVORABLE | 109 | 12 | 90 | 77 | 38 | 32 | 81 | 25 | 24 | 79 | 27 | 57 | 10 | 43 | 51 | 18 | 11 |
| | 27% | 28% | 26% | 27% | 36% | 29% | 27% | 27% | 20% | 28% | 28% | 27% | 20% | 26% | 26% | 31% | 34% |
| SOMEWHAT FAVORABLE | 166 | 14 | 146 | 126 | 41 | 47 | 125 | 39 | 61 | 121 | 40 | 91 | 24 | 70 | 78 | 20 | 17 |
| | 41% | 34% | 43% | 43% | 39% | 43% | 42% | 42% | 50% | 43% | 42% | 44% | 49% | 43% | 40% | 36% | 50% |
| SOMEWHAT UNFAVORABLE | 54 | 11 | 39 | 30 | 15 | 12 | 41 | 13 | 22 | 38 | 13 | 28 | 8 | 18 | 31 | 9 | 2 |
| | 13% | 27% | 11% | 10% | 14% | 11% | 14% | 14% | 18% | 13% | 13% | 13% | 16% | 11% | 16% | 17% | 6% |
| STRONGLY UNFAVORABLE | 27 | - | 27 | 25 | 5 | 3 | 18 | 8 | 10 | 19 | 6 | 11 | 1 | 11 | 15 | 3 | 1 |
| | 7% | - | 8% | 8% | 5% | 3% | 6% | 9% | 8% | 7% | 6% | 5% | 2% | 7% | 8% | 6% | 2% |
| HEARD OF/NO OPINION | 33 | 3 | 29 | 24 | 4 | 13 | 27 | 6 | 4 | 22 | 10 | 18 | 4 | 17 | 14 | 5 | 2 |
| | 8% | 8% | 9% | 8% | 4% | 12% | 9% | 6% | 3% | 8% | 10% | 9% | 8% | 10% | 7% | 10% | 5% |
| NEVER HEARD OF | 8 | - | 6 | 6 | 1 | 2 | 7 | 1 | - | 4 | 1 | 2 | 1 | 3 | 4 | - | 1 |
| | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | - | 1% | 1% | 1% | 3% | 2% | 2% | - | 2% |
| REFUSED | 3 | 1 | 3 | 3 | - | - | 1 | - | - | 2 | - | 1 | 1 | 2 | - | - | - |
| | 1% | 2% | 1% | 1% | - | - | - | - | - | 1% | - | - | 2% | 1% | - | - | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.4 | 2.4 | 3.6 | 3.7 | 4.0 | 5.1 | 3.5 | 3.0 | 2.7 | 3.5 | 3.5 | 3.8 | 3.8 | 3.8 | 2.8 | 3.0 | 10.2 |

Table 38-5

QUESTION 26:

Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Banks

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | CREDIT UNION MEMBER | |
|-----------------------------------|----------------------|--------|-------------|--------------------|------------------------|--------|-------|-----------|-------------|------------------|------|--------------|-------------|------|---------------|----------|-------------|-------------|----------|---------------------|-------------|---------------------|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| **D/S (FAVORABLE - UNFAVORABLE) | 195 | 34 | 12 | 9 | 33 | 15 | -2 | 73 | 111 | 94 | 48 | 39 | 28 | 43 | 33 | 166 | 275 | -80 | 69 | 173 | 9 | 102 | 92 |
| TOTAL HEARD OF | 389 | 68 | 20 | 16 | 77 | 27 | 19 | 145 | 224 | 191 | 89 | 81 | 77 | 76 | 61 | 166 | 275 | 80 | 151 | 311 | 39 | 203 | 185 |
| TOTAL FAVORABLE | 275 | 45 | 15 | 12 | 53 | 19 | 8 | 106 | 155 | 132 | 64 | 57 | 50 | 58 | 46 | 166 | 275 | - | 105 | 232 | 23 | 141 | 133 |
| TOTAL UNFAVORABLE | 80 | 11 | 3 | 3 | 20 | 5 | 10 | 33 | 44 | 38 | 16 | 18 | 22 | 15 | 13 | - | - | 80 | 36 | 59 | 14 | 39 | 41 |
| STRONGLY FAVORABLE | 109 | 21 | 5 | 3 | 17 | 9 | 2 | 51 | 50 | 43 | 26 | 17 | 22 | 19 | 21 | - | 109 | - | 28 | 88 | 11 | 44 | 65 |
| SOMEWHAT FAVORABLE | 166 | 24 | 10 | 9 | 36 | 10 | 5 | 55 | 106 | 89 | 38 | 39 | 28 | 39 | 25 | 166 | 166 | - | 77 | 143 | 12 | 97 | 68 |
| SOMEWHAT UNFAVORABLE | 54 | 9 | 3 | 1 | 12 | 5 | 7 | 28 | 25 | 20 | 14 | 9 | 16 | 9 | 7 | - | - | 54 | 28 | 40 | 10 | 30 | 24 |
| STRONGLY UNFAVORABLE | 27 | 2 | 1 | 2 | 8 | - | 3 | 5 | 19 | 18 | 2 | 8 | 6 | 6 | 7 | - | - | 27 | 8 | 19 | 4 | 9 | 18 |
| HEARD OF/NO OPINION | 33 | 12 | 2 | 1 | 4 | 3 | 2 | 6 | 24 | 21 | 9 | 7 | 5 | 4 | 2 | - | - | - | 11 | 21 | 2 | 22 | 11 |
| NEVER HEARD OF | 8 | 1 | - | - | 1 | - | - | 3 | 5 | 5 | 3 | - | 1 | 2 | 2 | - | - | - | 2 | 7 | - | 6 | 2 |
| REFUSED | 3 | - | - | - | - | - | - | - | 3 | 3 | - | - | - | - | - | - | - | - | 3 | 3 | - | 1 | 3 |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.4 | 4.0 | 4.6 | 4.3 | 2.6 | 4.2 | 0.8 | 3.2 | 3.5 | 3.5 | 4.1 | 3.2 | 2.3 | 3.8 | 3.4 | - | - | - | 2.9 | 4.0 | 1.6 | 3.6 | 3.2 |

Table 38-6

QUESTION 26:

Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Banks

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------------|------------------|----------------------|------|-------------|---------------------------|------|------|-------|-------------------|------------|-------|--------|-----------------------|----------------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- CABLE WORK NEWS | | NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK | |
| | | NEWS | NEWS | | NEWS | NEWS | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| **D/S (FAVORABLE - UNFAVORABLE) | 195 | 54 | 59 | 43 | 66 | 44 | 43 | 29 | 76 | 12 | 77 | 67 | 130 | 35 | 158 | |
| | 49% | 39% | 60% | 54% | 62% | 53% | 56% | 51% | 44% | 68% | 51% | 54% | 48% | 34% | 58% | |
| TOTAL HEARD OF | 389 | 135 | 98 | 79 | 103 | 81 | 72 | 55 | 170 | 17 | 147 | 120 | 261 | 98 | 264 | |
| ----- | 97% | 96% | 99% | 98% | 98% | 98% | 94% | 96% | 99% | 97% | 96% | 97% | 97% | 96% | 97% | |
| TOTAL FAVORABLE | 275 | 89 | 75 | 58 | 80 | 59 | 54 | 40 | 116 | 14 | 105 | 90 | 183 | 61 | 202 | |
| ----- | 69% | 63% | 76% | 72% | 76% | 72% | 71% | 70% | 67% | 79% | 69% | 72% | 68% | 60% | 75% | |
| TOTAL UNFAVORABLE | 80 | 34 | 15 | 14 | 15 | 16 | 11 | 11 | 40 | 2 | 28 | 23 | 53 | 26 | 44 | |
| ----- | 20% | 24% | 16% | 18% | 14% | 19% | 15% | 19% | 23% | 11% | 18% | 18% | 20% | 25% | 16% | |
| STRONGLY FAVORABLE | 109 | 38 | 35 | 21 | 30 | 22 | 23 | 19 | 50 | 4 | 36 | 37 | 70 | 15 | 91 | |
| | 27% | 27% | 36% | 26% | 29% | 27% | 31% | 33% | 29% | 24% | 24% | 30% | 26% | 15% | 34% | |
| SOMEWHAT FAVORABLE | 166 | 51 | 40 | 36 | 50 | 37 | 31 | 21 | 66 | 10 | 69 | 52 | 113 | 46 | 111 | |
| | 41% | 36% | 40% | 45% | 47% | 45% | 40% | 37% | 38% | 55% | 45% | 42% | 42% | 45% | 41% | |
| SOMEWHAT UNFAVORABLE | 54 | 24 | 7 | 10 | 11 | 10 | 8 | 6 | 29 | 1 | 18 | 17 | 32 | 17 | 29 | |
| | 13% | 17% | 7% | 12% | 10% | 12% | 11% | 11% | 17% | 4% | 12% | 14% | 12% | 16% | 11% | |
| STRONGLY UNFAVORABLE | 27 | 10 | 9 | 5 | 4 | 5 | 3 | 4 | 12 | 1 | 9 | 6 | 21 | 9 | 15 | |
| | 7% | 7% | 9% | 6% | 4% | 7% | 4% | 8% | 7% | 7% | 6% | 5% | 8% | 9% | 6% | |
| HEARD OF/NO OPINION | 33 | 12 | 7 | 7 | 9 | 6 | 6 | 4 | 14 | 1 | 14 | 8 | 25 | 11 | 17 | |
| | 8% | 8% | 7% | 9% | 8% | 7% | 8% | 7% | 8% | 7% | 9% | 7% | 9% | 11% | 6% | |
| NEVER HEARD OF | 8 | 3 | 1 | 2 | 1 | 1 | 5 | 1 | 1 | 1 | 5 | 3 | 5 | 4 | 4 | |
| | 2% | 2% | 1% | 2% | 1% | 1% | 6% | 2% | 1% | 3% | 3% | 3% | 2% | 4% | 2% | |
| REFUSED | 3 | 3 | - | - | 1 | 1 | - | 1 | 1 | - | 2 | - | 3 | 1 | 3 | |
| | 1% | 2% | - | - | 1% | 1% | - | 2% | - | - | 1% | - | 1% | 1% | 1% | |
| **RATIO (FAVORABLE / UNFAVORABLE) | 3.4 | 2.6 | 4.8 | 4.0 | 5.5 | 3.8 | 4.8 | 3.7 | 2.9 | 7.4 | 3.8 | 4.0 | 3.5 | 2.4 | 4.6 | |

Table 39-1
 QUESTION 27:
 Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Credit Unions

BANNER 1

| | PARTY | | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|-----------------------------------|-------------|------------|------------|------------|-----------|------------|----------------|-----------|------------|-------------|-----------|-------------|------------|------------|-----------|-------------|------------|------------|------------|------------|-----------|-------------|------------------|-----------------|--|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE-TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% | | |
| **D/S (FAVORABLE - UNFAVORABLE) | 282 70% | 173 74% | 59 67% | 232 72% | 26 67% | 33 78% | 51 71% | 37 72% | 41 70% | 92 73% | 28 56% | 132 70% | 150 71% | 61 51% | 48 78% | 98 83% | 75 75% | 147 73% | 61 50% | 68 95% | 73 74% | 75 73% | 32 55% | 29 46% | | |
| TOTAL HEARD OF | 397 99% | 233 99% | 88 100% | 321 99% | 38 98% | 42 100% | 71 99% | 50 97% | 59 100% | 127 100% | 48 98% | 187 100% | 210 99% | 119 99% | 61 99% | 118 100% | 99 99% | 198 99% | 120 99% | 71 100% | 98 99% | 100 99% | 57 100% | 63 99% | | |
| TOTAL FAVORABLE | 321 80% | 192 82% | 70 80% | 262 81% | 28 74% | 35 82% | 58 81% | 41 81% | 47 80% | 105 83% | 34 70% | 150 80% | 171 80% | 84 70% | 52 85% | 103 88% | 81 81% | 160 80% | 86 71% | 68 96% | 80 81% | 81 79% | 42 72% | 44 69% | | |
| TOTAL UNFAVORABLE | 39 10% | 19 8% | 11 13% | 30 9% | 3 7% | 2 4% | 7 10% | 5 9% | 6 10% | 13 10% | 7 14% | 21 10% | 21 10% | 23 19% | 4 7% | 6 5% | 6 6% | 13 7% | 25 21% | 1 1% | 7 7% | 6 6% | 10 17% | 15 23% | | |
| STRONGLY FAVORABLE | 165 41% | 96 41% | 37 42% | 133 41% | 14 37% | 16 38% | 26 36% | 28 56% | 25 42% | 55 43% | 15 31% | 80 43% | 85 40% | 31 26% | 30 48% | 63 54% | 41 41% | 81 41% | 39 32% | 41 57% | 40 40% | 42 41% | 20 35% | 19 30% | | |
| SOMEWHAT FAVORABLE | 156 39% | 96 41% | 33 38% | 129 40% | 14 37% | 19 45% | 32 45% | 13 25% | 22 38% | 50 39% | 19 39% | 70 37% | 86 41% | 53 44% | 22 36% | 40 34% | 40 40% | 79 40% | 47 39% | 28 39% | 40 41% | 39 38% | 21 37% | 25 40% | | |
| SOMEWHAT UNFAVORABLE | 29 7% | 18 8% | 8 9% | 26 8% | 2 5% | 1 2% | 7 9% | 5 9% | 3 5% | 8 6% | 6 11% | 14 7% | 15 7% | 16 14% | 4 7% | 3 3% | 5 5% | 6 3% | 22 18% | 1 1% | 3 3% | 3 3% | 10 17% | 12 18% | | |
| STRONGLY UNFAVORABLE | 10 3% | 1 1% | 3 4% | 5 1% | 1 2% | 1 2% | 1 1% | - - | 3 5% | 5 4% | 1 3% | 4 2% | 6 3% | 7 6% | - - | 2 2% | 1 1% | 7 4% | 3 3% | - - | 4 4% | 3 3% | - - | 3 5% | | |
| HEARD OF/NO OPINION | 38 9% | 21 9% | 7 8% | 28 9% | 7 18% | 6 14% | 6 8% | 4 7% | 6 10% | 10 8% | 7 14% | 19 10% | 18 9% | 13 10% | 5 8% | 9 7% | 11 11% | 25 12% | 10 8% | 2 3% | 11 11% | 14 13% | 6 10% | 4 6% | | |
| NEVER HEARD OF | 2 1% | 1 1% | - - | 1 - | 1 2% | - - | 1 1% | 1 1% | - - | - - | 1 2% | 1 - | 1 1% | 1 1% | - - | - - | 1 1% | 1 1% | 1 1% | - - | 1 1% | 1 1% | - - | 1 1% | | |
| REFUSED | 1 - | 1 - | - - | 1 - | - - | - - | - - | 1 1% | - - | - - | - - | - - | 1 - | - - | 1 1% | - - | - - | 1 - | - - | - - | - - | - - | 1 1% | - - | | |
| **RATIO (FAVORABLE / UNFAVORABLE) | 8.3 | 9.9 | 6.3 | 8.6 | 11.1 | 21.5 | 8.1 | 8.8 | 8.0 | 8.3 | 5.0 | 8.4 | 8.2 | 3.6 | 12.4 | 18.5 | 13.5 | 12.1 | 3.5 | 85.5 | 11.0 | 13.4 | 4.2 | 3.0 | | |

Table 39-2
 QUESTION 27:
 Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Credit Unions

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------------|-------------|------------|-----------|------------|-----------------|------------|--------------|----------------|------------|-----------|------------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|------------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE-TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| **D/S (FAVORABLE - UNFAVORABLE) | 282 70% | 23 71% | 40 57% | 64 61% | 214 74% | 31 66% | 32 57% | 99 71% | 115 76% | 40 51% | 23 84% | 70 84% | 21 50% | 25 73% | 103 77% | 64 67% | 109 78% | 30 73% | 29 62% | 56 61% | 117 82% | 26 52% | 34 85% |
| TOTAL HEARD OF | 397 99% | 33 100% | 70 99% | 103 99% | 288 99% | 48 100% | 55 99% | 138 100% | 150 99% | 77 99% | 27 100% | 84 100% | 42 100% | 34 98% | 133 99% | 95 100% | 137 98% | 42 100% | 47 100% | 92 99% | 141 99% | 49 100% | 39 100% |
| TOTAL FAVORABLE | 321 80% | 25 76% | 51 72% | 76 73% | 240 83% | 35 72% | 42 74% | 113 82% | 126 83% | 54 69% | 23 84% | 74 88% | 30 71% | 29 85% | 111 83% | 75 79% | 117 84% | 34 81% | 37 78% | 71 76% | 122 85% | 34 70% | 36 91% |
| TOTAL UNFAVORABLE | 39 10% | 2 6% | 11 15% | 13 12% | 26 9% | 3 7% | 9 17% | 15 11% | 11 8% | 14 18% | - - | 4 5% | 9 21% | 4 12% | 8 6% | 11 12% | 8 6% | 3 8% | 8 17% | 14 16% | 5 4% | 9 18% | 2 6% |
| STRONGLY FAVORABLE | 165 41% | 13 40% | 23 33% | 37 35% | 125 43% | 17 35% | 20 35% | 63 45% | 62 41% | 21 27% | 13 49% | 46 55% | 10 23% | 17 48% | 58 43% | 40 42% | 56 40% | 20 48% | 17 36% | 34 37% | 62 44% | 13 27% | 24 61% |
| SOMEWHAT FAVORABLE | 156 39% | 12 37% | 27 39% | 40 38% | 115 40% | 18 37% | 22 39% | 51 37% | 64 42% | 33 42% | 10 35% | 28 33% | 20 48% | 13 37% | 53 39% | 35 37% | 61 44% | 14 33% | 20 42% | 37 40% | 60 42% | 21 44% | 12 30% |
| SOMEWHAT UNFAVORABLE | 29 7% | 1 4% | 8 12% | 10 9% | 19 7% | 3 5% | 7 13% | 11 8% | 8 5% | 11 14% | - - | 3 3% | 5 13% | 4 12% | 5 4% | 10 11% | 8 6% | 2 4% | 6 13% | 13 14% | 5 4% | 6 13% | 1 4% |
| STRONGLY UNFAVORABLE | 10 3% | 1 2% | 2 3% | 3 3% | 7 2% | 1 2% | 2 4% | 4 3% | 4 2% | 3 4% | - - | 1 1% | 3 8% | - - | 2 2% | 1 1% | - - | 1 3% | 2 4% | 1 1% | - - | 2 5% | 1 2% |
| HEARD OF/NO OPINION | 38 9% | 6 18% | 8 12% | 14 14% | 22 8% | 10 21% | 4 8% | 10 7% | 12 8% | 9 12% | 4 16% | 6 7% | 3 8% | - 1% | 14 10% | 9 9% | 12 9% | 5 12% | 2 5% | 7 7% | 14 10% | 6 12% | 1 3% |
| NEVER HEARD OF | 2 1% | - - | 1 1% | 1 1% | 1 - | - - | 1 1% | 1 - | 1 - | 1 1% | - - | - - | - - | - - | 1 1% | - - | 1 1% | - - | - - | - - | 1 1% | - - | - - |
| REFUSED | 1 - | - - | - - | - - | 1 - | - - | - - | - - | 1 - | - - | - - | - - | - - | 1 2% | - - | - - | 1 1% | - - | - - | 1 1% | - - | - - | - - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 8.3 | 13.2 | 4.7 | 6.0 | 9.2 | 10.5 | 4.4 | 7.8 | 11.0 | 3.8 | - | 19.3 | 3.4 | 7.0 | 14.2 | 6.6 | 14.7 | 10.5 | 4.7 | 4.9 | 24.2 | 3.9 | 15.6 |

Table 39-3

QUESTION 27:

Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Credit Unions

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| **D/S (FAVORABLE - UNFAVORABLE) | 282 | 65 | 61 | 151 | 59 | 73 | 67 | 78 | 69 | 109 | 73 | 150 | 46 | 77 | 271 | 11 | 113 | 156 | 88 | 45 | 32 | 59 | 51 | 45 |
| TOTAL HEARD OF | 397 | 114 | 85 | 193 | 85 | 102 | 114 | 91 | 129 | 132 | 97 | 191 | 84 | 113 | 358 | 40 | 161 | 222 | 109 | 69 | 65 | 80 | 78 | 60 |
| TOTAL FAVORABLE | 321 | 82 | 69 | 165 | 67 | 83 | 84 | 82 | 93 | 114 | 82 | 166 | 58 | 87 | 299 | 22 | 132 | 176 | 92 | 53 | 45 | 65 | 62 | 50 |
| TOTAL UNFAVORABLE | 39 | 17 | 8 | 14 | 8 | 10 | 17 | 4 | 24 | 5 | 9 | 17 | 12 | 10 | 28 | 11 | 19 | 20 | 4 | 8 | 13 | 6 | 11 | 5 |
| STRONGLY FAVORABLE | 165 | 41 | 34 | 89 | 33 | 47 | 41 | 42 | 47 | 57 | 37 | 91 | 29 | 42 | 157 | 8 | 69 | 90 | 46 | 30 | 21 | 30 | 33 | 29 |
| SOMEWHAT FAVORABLE | 156 | 41 | 35 | 77 | 34 | 36 | 43 | 40 | 46 | 56 | 45 | 76 | 29 | 45 | 141 | 14 | 62 | 85 | 46 | 23 | 23 | 35 | 28 | 21 |
| SOMEWHAT UNFAVORABLE | 29 | 14 | 4 | 10 | 7 | 7 | 12 | 3 | 17 | 4 | 6 | 15 | 7 | 6 | 20 | 9 | 14 | 14 | 3 | 4 | 12 | 5 | 9 | 3 |
| STRONGLY UNFAVORABLE | 10 | 2 | 4 | 4 | 1 | 3 | 5 | 1 | 7 | 1 | 3 | 1 | 5 | 4 | 8 | 2 | 5 | 6 | 1 | 4 | 1 | 1 | 1 | 2 |
| HEARD OF/NO OPINION | 38 | 15 | 8 | 14 | 10 | 9 | 14 | 5 | 13 | 13 | 6 | 8 | 13 | 15 | 31 | 7 | 11 | 26 | 14 | 9 | 7 | 9 | 5 | 6 |
| NEVER HEARD OF | 2 | 2 | - | - | 1 | - | 1 | - | 1 | 1 | - | 2 | - | - | 1 | 1 | 1 | 1 | 1 | - | - | 1 | - | - |
| REFUSED | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | - | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 8.3 | 4.9 | 8.7 | 11.7 | 8.3 | 8.5 | 5.0 | 19.2 | 3.9 | 23.4 | 9.2 | 10.1 | 4.8 | 8.7 | 10.8 | 2.0 | 7.0 | 8.8 | 22.6 | 6.7 | 3.4 | 11.4 | 5.6 | 10.9 |

Table 39-4

QUESTION 27:

Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Credit Unions

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------------|-----------------|-----------|-------------|---------|--------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (FAVORABLE - UNFAVORABLE) | 282 | 14 | 253 | 215 | 76 | 71 | 211 | 62 | 89 | 213 | 59 | 156 | 36 | 115 | 139 | 32 | 24 |
| | 70% | 33% | 75% | 74% | 72% | 65% | 71% | 68% | 73% | 75% | 61% | 75% | 75% | 70% | 71% | 58% | 72% |
| TOTAL HEARD OF | 397 | 42 | 337 | 287 | 104 | 108 | 298 | 90 | 120 | 282 | 96 | 207 | 47 | 163 | 194 | 55 | 33 |
| | 99% | 100% | 99% | 99% | 99% | 99% | 100% | 98% | 99% | 100% | 99% | 100% | 99% | 99% | 100% | 99% | 98% |
| TOTAL FAVORABLE | 321 | 27 | 279 | 239 | 86 | 82 | 239 | 74 | 99 | 235 | 73 | 170 | 40 | 132 | 156 | 41 | 26 |
| | 80% | 64% | 82% | 83% | 81% | 75% | 80% | 80% | 82% | 83% | 75% | 82% | 83% | 80% | 80% | 74% | 79% |
| TOTAL UNFAVORABLE | 39 | 13 | 26 | 24 | 10 | 11 | 27 | 12 | 10 | 22 | 14 | 15 | 4 | 17 | 17 | 9 | 3 |
| | 10% | 31% | 8% | 8% | 9% | 10% | 9% | 13% | 9% | 8% | 15% | 7% | 8% | 10% | 9% | 16% | 8% |
| STRONGLY FAVORABLE | 165 | 14 | 143 | 119 | 50 | 29 | 120 | 41 | 47 | 126 | 33 | 88 | 13 | 67 | 84 | 20 | 11 |
| | 41% | 33% | 42% | 41% | 47% | 27% | 40% | 45% | 39% | 44% | 34% | 42% | 26% | 41% | 43% | 36% | 32% |
| SOMEWHAT FAVORABLE | 156 | 13 | 136 | 120 | 36 | 53 | 119 | 33 | 52 | 109 | 40 | 83 | 27 | 65 | 72 | 21 | 16 |
| | 39% | 30% | 40% | 41% | 34% | 49% | 40% | 36% | 43% | 38% | 41% | 40% | 57% | 40% | 37% | 37% | 48% |
| SOMEWHAT UNFAVORABLE | 29 | 7 | 21 | 19 | 7 | 10 | 24 | 5 | 5 | 15 | 10 | 12 | 2 | 13 | 13 | 6 | 3 |
| | 7% | 17% | 6% | 7% | 7% | 9% | 8% | 5% | 4% | 5% | 11% | 6% | 5% | 8% | 7% | 12% | 8% |
| STRONGLY UNFAVORABLE | 10 | 6 | 5 | 5 | 3 | 2 | 3 | 7 | 5 | 6 | 4 | 2 | 1 | 5 | 4 | 2 | - |
| | 3% | 14% | 1% | 2% | 3% | 1% | 1% | 8% | 4% | 2% | 4% | 1% | 3% | 3% | 2% | 4% | - |
| HEARD OF/NO OPINION | 38 | 2 | 33 | 25 | 8 | 15 | 33 | 4 | 10 | 26 | 9 | 22 | 4 | 14 | 20 | 5 | 4 |
| | 9% | 5% | 10% | 9% | 8% | 14% | 11% | 5% | 8% | 9% | 9% | 11% | 7% | 8% | 10% | 9% | 11% |
| NEVER HEARD OF | 2 | - | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - |
| | 1% | - | 1% | 1% | 1% | 1% | - | 1% | 1% | - | 1% | - | 1% | 1% | - | 1% | - |
| REFUSED | 1 | - | 1 | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - | 1 |
| | - | - | - | - | 1% | - | - | 1% | - | - | - | - | - | - | - | - | 2% |
| **RATIO (FAVORABLE / UNFAVORABLE) | 8.3 | 2.1 | 10.9 | 10.1 | 8.7 | 7.3 | 8.8 | 6.3 | 9.6 | 10.7 | 5.1 | 11.7 | 10.5 | 7.7 | 9.0 | 4.6 | 10.2 |

Table 39-5
 QUESTION 27:
 Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Credit Unions

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------------------|----------------------|--------|------------------------|--------------------|------------|--------|------------|-----------|-------------|------------------|-------|-------|---------------|-------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-------|-------|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (FAVORABLE - UNFAVORABLE) | 282 | 41 | 18 | 13 | 63 | 20 | 10 | 90 | 175 | 149 | 65 | 55 | 55 | 59 | 45 | 131 | 209 | 45 | 156 | 321 | -39 | 197 | 85 |
| | 70% | 59% | 89% | 78% | 81% | 73% | 53% | 61% | 75% | 75% | 71% | 68% | 70% | 75% | 71% | 79% | 76% | 55% | 100% | 100% | -100% | 94% | 45% |
| TOTAL HEARD OF | 397 | 70 | 20 | 16 | 78 | 27 | 19 | 146 | 231 | 198 | 92 | 80 | 79 | 79 | 61 | 164 | 274 | 80 | 156 | 321 | 39 | 208 | 188 |
| ----- | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 99% | 99% | 99% | 100% | 99% | 100% | 100% | 98% | 99% | 100% | 99% | 100% | 100% | 100% | 100% | 99% |
| TOTAL FAVORABLE | 321 | 52 | 18 | 14 | 66 | 23 | 14 | 112 | 191 | 163 | 77 | 64 | 62 | 63 | 51 | 143 | 232 | 59 | 156 | 321 | - | 198 | 122 |
| ----- | 80% | 75% | 89% | 85% | 85% | 84% | 72% | 76% | 82% | 82% | 84% | 79% | 79% | 80% | 80% | 86% | 84% | 73% | 100% | 100% | - | 95% | 64% |
| TOTAL UNFAVORABLE | 39 | 11 | - | 1 | 4 | 3 | 4 | 23 | 16 | 14 | 11 | 9 | 7 | 4 | 6 | 12 | 23 | 14 | - | - | 39 | 2 | 37 |
| ----- | 10% | 16% | - | 7% | 5% | 11% | 19% | 15% | 7% | 7% | 12% | 11% | 9% | 5% | 9% | 7% | 8% | 17% | - | - | 100% | 1% | 19% |
| STRONGLY FAVORABLE | 165 | 29 | 8 | 3 | 33 | 17 | 5 | 66 | 87 | 75 | 32 | 24 | 35 | 34 | 18 | 67 | 127 | 23 | - | 165 | - | 122 | 43 |
| | 41% | 42% | 38% | 19% | 42% | 61% | 28% | 45% | 38% | 37% | 35% | 30% | 45% | 43% | 29% | 40% | 46% | 28% | - | 51% | - | 58% | 23% |
| SOMEWHAT FAVORABLE | 156 | 23 | 10 | 11 | 34 | 6 | 8 | 47 | 103 | 89 | 45 | 40 | 27 | 29 | 32 | 77 | 105 | 36 | 156 | 156 | - | 77 | 79 |
| | 39% | 33% | 51% | 66% | 43% | 23% | 44% | 32% | 44% | 45% | 49% | 49% | 34% | 37% | 52% | 46% | 38% | 45% | 100% | 49% | - | 37% | 42% |
| SOMEWHAT UNFAVORABLE | 29 | 8 | - | 1 | 2 | 3 | 4 | 14 | 14 | 12 | 10 | 6 | 4 | 3 | 6 | 9 | 18 | 9 | - | - | 29 | 1 | 27 |
| | 7% | 12% | - | 7% | 2% | 11% | 19% | 10% | 6% | 6% | 11% | 7% | 6% | 4% | 9% | 6% | 6% | 11% | - | - | 74% | 1% | 14% |
| STRONGLY UNFAVORABLE | 10 | 3 | - | - | 2 | - | - | 8 | 2 | 2 | 2 | 3 | 3 | 1 | - | 2 | 5 | 5 | - | - | 10 | 1 | 10 |
| | 3% | 5% | - | - | 2% | - | - | 6% | 1% | 1% | 2% | 3% | 4% | 1% | - | 1% | 2% | 7% | - | - | 26% | - | 5% |
| HEARD OF/NO OPINION | 38 | 6 | 2 | 1 | 8 | 1 | 2 | 11 | 24 | 21 | 4 | 8 | 9 | 12 | 5 | 9 | 19 | 7 | - | - | - | 8 | 29 |
| | 9% | 9% | 11% | 8% | 10% | 4% | 9% | 8% | 10% | 10% | 4% | 9% | 11% | 15% | 8% | 6% | 7% | 9% | - | - | - | 4% | 15% |
| NEVER HEARD OF | 2 | - | - | - | - | - | - | 1 | 1 | 1 | - | 1 | - | - | 1 | 1 | 1 | 1 | - | - | - | - | 2 |
| | 1% | - | - | - | - | - | - | - | 1% | 1% | - | 1% | - | - | 2% | - | - | 1% | - | - | - | - | 1% |
| REFUSED | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | 1 | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| **RATIO (FAVORABLE / UNFAVORABLE) | 8.3 | 4.6 | - | 11.7 | 18.5 | 7.4 | 3.8 | 4.9 | 11.9 | 11.6 | 6.7 | 7.4 | 8.4 | 16.8 | 8.5 | 12.1 | 10.2 | 4.2 | - | - | - | 113.0 | 3.3 |

Table 39-6

QUESTION 27:

Now, I would like to read you a list of names of different people and organizations active in Texas. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

Credit Unions

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------------|------------------|----------------------|------|-------------|---------------------------|----------------------|------|-------|-------------------|-------|------------|-------|-----------------------|--------------|--------------------|------|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | | NET- CABLE WORK NEWS | | RURAL | SMALL CITY/ OTHER | | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK |
| | | NEWS | NEWS | PAPER | PAPER | NEWS | NEWS | | CITY/ OTHER | URBAN | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| **D/S (FAVORABLE - UNFAVORABLE) | 282 | 102 | 68 | 51 | 81 | 58 | 58 | 28 | 124 | 9 | 121 | 89 | 193 | 100 | 167 | |
| | 70% | 72% | 69% | 63% | 77% | 70% | 76% | 49% | 72% | 53% | 79% | 72% | 72% | 98% | 62% | |
| TOTAL HEARD OF | 397 | 140 | 98 | 80 | 104 | 82 | 76 | 55 | 173 | 17 | 152 | 124 | 266 | 102 | 268 | |
| ----- | 99% | 100% | 99% | 98% | 99% | 99% | 100% | 96% | 100% | 100% | 99% | 100% | 99% | 100% | 99% | |
| TOTAL FAVORABLE | 321 | 114 | 77 | 63 | 88 | 66 | 65 | 36 | 141 | 13 | 130 | 103 | 215 | 101 | 201 | |
| ----- | 80% | 81% | 78% | 78% | 84% | 80% | 85% | 64% | 82% | 73% | 85% | 83% | 80% | 98% | 74% | |
| TOTAL UNFAVORABLE | 39 | 12 | 9 | 12 | 7 | 8 | 7 | 9 | 17 | 4 | 9 | 14 | 22 | 1 | 34 | |
| ----- | 10% | 9% | 9% | 15% | 7% | 10% | 9% | 15% | 10% | 20% | 6% | 11% | 8% | 1% | 12% | |
| STRONGLY FAVORABLE | 165 | 60 | 44 | 34 | 51 | 35 | 38 | 14 | 76 | 8 | 67 | 56 | 106 | 72 | 85 | |
| | 41% | 42% | 44% | 42% | 48% | 42% | 50% | 24% | 44% | 48% | 44% | 45% | 40% | 71% | 32% | |
| SOMEWHAT FAVORABLE | 156 | 54 | 33 | 29 | 37 | 31 | 26 | 23 | 65 | 4 | 63 | 47 | 109 | 28 | 116 | |
| | 39% | 39% | 33% | 36% | 36% | 38% | 35% | 40% | 38% | 25% | 41% | 38% | 40% | 28% | 43% | |
| SOMEWHAT UNFAVORABLE | 29 | 10 | 8 | 7 | 6 | 7 | 3 | 4 | 13 | 3 | 8 | 13 | 12 | 1 | 23 | |
| | 7% | 7% | 8% | 9% | 6% | 8% | 3% | 7% | 8% | 17% | 6% | 10% | 4% | 1% | 9% | |
| STRONGLY UNFAVORABLE | 10 | 2 | 1 | 5 | 1 | 1 | 4 | 4 | 4 | 1 | 1 | 1 | 10 | - | 10 | |
| | 3% | 2% | 1% | 6% | 1% | 2% | 5% | 8% | 3% | 4% | 1% | 1% | 4% | - | 4% | |
| HEARD OF/NO OPINION | 38 | 14 | 13 | 4 | 9 | 8 | 5 | 10 | 14 | 1 | 13 | 7 | 30 | 1 | 33 | |
| | 9% | 10% | 13% | 6% | 9% | 9% | 7% | 17% | 8% | 7% | 8% | 6% | 11% | 1% | 12% | |
| NEVER HEARD OF | 2 | 1 | 1 | 1 | 1 | 1 | - | 1 | - | - | 1 | - | 2 | - | 2 | |
| | 1% | - | 1% | 1% | 1% | 1% | - | 2% | - | - | 1% | - | 1% | - | 1% | |
| REFUSED | 1 | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | - | 1 | |
| | - | - | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | |
| **RATIO (FAVORABLE / UNFAVORABLE) | 8.3 | 9.3 | 8.7 | 5.2 | 12.3 | 8.2 | 9.7 | 4.2 | 8.1 | 3.6 | 14.0 | 7.6 | 9.9 | 126.0 | 6.0 | |

Table 40-1
 QUESTION 28:
 Do you belong to a credit union, or not?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-------------------|-------|----------|----------|-----------|--------|----------|----------------|-------|----------|-------|-------|--------|-------|-------|-------|-------|-------|-----------|-----------|-------|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOUS-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (YES - NO) | 19 | 18 | -1 | 17 | 1 | 9 | 8 | 21 | -3 | -15 | -1 | 20 | -1 | -22 | 21 | 22 | -2 | 17 | -31 | 34 | 11 | 6 | -14 | -17 |
| | 5% | 8% | -1% | 5% | 3% | 22% | 11% | 41% | -5% | -12% | -3% | 11% | - | -18% | 34% | 19% | -2% | 9% | -26% | 48% | 11% | 6% | -25% | -27% |
| YES | 209 | 126 | 44 | 170 | 20 | 26 | 40 | 36 | 28 | 56 | 24 | 104 | 105 | 49 | 41 | 70 | 49 | 109 | 45 | 53 | 55 | 54 | 21 | 23 |
| | 52% | 54% | 49% | 53% | 51% | 61% | 55% | 70% | 48% | 44% | 49% | 55% | 50% | 41% | 67% | 59% | 49% | 54% | 37% | 74% | 55% | 53% | 37% | 37% |
| NO | 190 | 109 | 45 | 153 | 18 | 16 | 32 | 15 | 31 | 71 | 25 | 84 | 106 | 71 | 20 | 48 | 51 | 92 | 76 | 18 | 44 | 48 | 36 | 40 |
| | 48% | 46% | 51% | 47% | 47% | 39% | 45% | 29% | 52% | 56% | 51% | 45% | 50% | 59% | 33% | 41% | 51% | 46% | 63% | 26% | 45% | 47% | 63% | 63% |
| DON'T KNOW | 1 | - | - | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | 2% | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 40-2
 QUESTION 28:
 Do you belong to a credit union, or not?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-------------------|----------|----------|-----------|-----------|-----------------|-----------|---------------|-----------------|------------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/ CONS | LIB MEN | LIB WOMEN | MOD/ CONS MEN | MOD/ CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (YES - NO) | 19 | 2 | -10 | -8 | 31 | -7 | - | 27 | 3 | -3 | 6 | 16 | -19 | 14 | 3 | 6 | 12 | 9 | -10 | 9 | 9 | -8 | 7 |
| | 5% | 6% | -14% | -7% | 11% | -15% | -1% | 20% | 2% | -4% | 23% | 20% | -44% | 42% | 2% | 6% | 9% | 22% | -21% | 9% | 6% | -17% | 19% |
| YES | 209 | 18 | 31 | 48 | 160 | 20 | 28 | 83 | 77 | 37 | 17 | 50 | 12 | 25 | 69 | 51 | 76 | 25 | 18 | 51 | 76 | 20 | 23 |
| | 52% | 53% | 43% | 46% | 55% | 42% | 50% | 60% | 51% | 48% | 62% | 60% | 28% | 71% | 51% | 53% | 54% | 61% | 39% | 55% | 53% | 41% | 59% |
| NO | 190 | 16 | 40 | 56 | 129 | 28 | 28 | 55 | 74 | 40 | 10 | 34 | 31 | 10 | 65 | 45 | 64 | 16 | 28 | 42 | 67 | 29 | 16 |
| | 48% | 47% | 57% | 54% | 45% | 58% | 50% | 40% | 49% | 52% | 38% | 40% | 72% | 29% | 49% | 47% | 46% | 39% | 61% | 45% | 47% | 59% | 41% |
| DON'T KNOW | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 40-3
 QUESTION 28:
 Do you belong to a credit union, or not?

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|-------------------|-----------|------------|-----------|------------------|-------------|------------|---------------|--------------|-----------------|-----------|-------------------|------|-------|----------------|----------|------------|------------------|----------------------|------------|------|---------------|------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (YES - NO) | 19 | -23 | 15 | 32 | -1 | 21 | -8 | 11 | -24 | 30 | 13 | 27 | -3 | - | 39 | -20 | 16 | - | 39 | -5 | -10 | -1 | 3 | 15 |
| | 5% | -20% | 18% | 16% | -1% | 20% | -7% | 12% | -18% | 23% | 14% | 14% | -4% | - | 11% | -49% | 10% | - | 35% | -8% | -15% | -1% | 4% | 25% |
| YES | 209 | 46 | 50 | 113 | 43 | 61 | 54 | 51 | 54 | 81 | 55 | 111 | 40 | 56 | 199 | 10 | 89 | 112 | 75 | 32 | 28 | 40 | 40 | 38 |
| | 52% | 40% | 58% | 58% | 50% | 60% | 46% | 56% | 41% | 61% | 57% | 57% | 48% | 50% | 55% | 25% | 55% | 50% | 67% | 46% | 43% | 49% | 51% | 63% |
| NO | 190 | 70 | 35 | 81 | 43 | 41 | 62 | 40 | 78 | 51 | 42 | 83 | 44 | 56 | 161 | 30 | 73 | 112 | 36 | 37 | 37 | 41 | 37 | 22 |
| | 48% | 60% | 41% | 42% | 50% | 40% | 53% | 44% | 59% | 39% | 43% | 43% | 52% | 50% | 45% | 74% | 45% | 50% | 33% | 53% | 57% | 51% | 48% | 37% |
| DON'T KNOW | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - |
| | - | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | - | 2% | - | - | - | 1% | - | - | 1% | - |

Table 40-4
 QUESTION 28:
 Do you belong to a credit union, or not?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (YES - NO) | 19 | -14 | 38 | 33 | -4 | 1 | 28 | -15 | 17 | 33 | -10 | 43 | 7 | 5 | -1 | -13 | 22 |
| | 5% | -32% | 11% | 11% | -4% | 1% | 9% | -16% | 14% | 12% | -11% | 21% | 14% | 3% | -1% | -23% | 66% |
| YES | 209 | 14 | 189 | 161 | 50 | 55 | 163 | 39 | 69 | 158 | 43 | 125 | 28 | 85 | 96 | 21 | 28 |
| | 52% | 34% | 56% | 56% | 48% | 50% | 55% | 42% | 57% | 56% | 45% | 60% | 57% | 52% | 50% | 38% | 83% |
| NO | 190 | 28 | 150 | 128 | 54 | 53 | 135 | 53 | 52 | 125 | 54 | 82 | 21 | 80 | 97 | 34 | 6 |
| | 48% | 66% | 44% | 44% | 52% | 49% | 45% | 58% | 43% | 44% | 55% | 40% | 43% | 48% | 50% | 62% | 17% |
| DON'T KNOW | 1 | - | 1 | - | 1 | 1 | 1 | - | 1 | 1 | - | 1 | - | - | 1 | - | - |
| | - | - | - | - | 1% | 1% | - | - | 1% | - | - | - | - | - | - | - | - |

Table 40-5
 QUESTION 28:
 Do you belong to a credit union, or not?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-------------------|----------------------|--------|------------------------|-----------|-------------|--------|------------|-------|-------|--------------|------|-----|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|------|-------|
| | TOTAL | CHANGE | BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT | | WRONG TRACK | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (YES - NO) | 19 | -7 | 7 | -5 | 4 | 9 | 4 | -14 | 36 | 38 | 18 | -1 | -2 | -3 | -3 | 29 | 8 | -2 | -2 | 76 | -35 | 209 | -190 |
| | 5% | -9% | 33% | -33% | 5% | 33% | 20% | -10% | 16% | 19% | 20% | -2% | -3% | -4% | -4% | 18% | 3% | -2% | -1% | 24% | -91% | 100% | -100% |
| YES | 209 | 32 | 13 | 5 | 41 | 18 | 11 | 66 | 134 | 119 | 55 | 40 | 38 | 38 | 30 | 97 | 141 | 39 | 77 | 198 | 2 | 209 | - |
| | 52% | 45% | 67% | 34% | 52% | 66% | 60% | 45% | 58% | 60% | 60% | 49% | 49% | 48% | 48% | 59% | 51% | 49% | 49% | 62% | 5% | 100% | - |
| NO | 190 | 38 | 7 | 11 | 37 | 9 | 8 | 81 | 98 | 81 | 37 | 41 | 40 | 41 | 33 | 68 | 133 | 41 | 79 | 122 | 37 | - | 190 |
| | 48% | 55% | 33% | 66% | 48% | 34% | 40% | 55% | 42% | 40% | 40% | 51% | 51% | 52% | 52% | 41% | 48% | 51% | 51% | 38% | 95% | - | 100% |
| DON'T KNOW | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 40-6
 QUESTION 28:
 Do you belong to a credit union, or not?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-------------------|------------------|------|------------------|-------|---------------------------|------|------------|-------|------------------------|-------|--------------|--------|-----------------------|-------|--------------------|--|
| | NET- CABLE NEWS | | NEWS- WORK PAPER | | NET- NEWS PAPER | | CABLE NEWS | | SMALL CITY/ SUB- URBAN | | NOT A VICTIM | | CRE- DIT UNION BANK | | | |
| | TOTAL | NEWS | NEWS | PAPER | PAPER | NEWS | NEWS | RURAL | OTHER | URBAN | URBAN | VICTIM | VICTIM | UNION | BANK | |
| BASE=TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| **D/S (YES - NO) | 19 | 2 | 7 | 5 | 19 | -2 | 21 | -1 | -4 | 1 | 23 | 20 | 5 | 94 | -60 | |
| | 5% | 1% | 7% | 7% | 18% | -2% | 27% | -1% | -2% | 4% | 15% | 17% | 2% | 92% | -22% | |
| YES | 209 | 71 | 53 | 43 | 62 | 40 | 49 | 28 | 84 | 9 | 88 | 72 | 137 | 98 | 105 | |
| | 52% | 50% | 53% | 53% | 59% | 49% | 64% | 49% | 49% | 52% | 58% | 58% | 51% | 96% | 39% | |
| NO | 190 | 69 | 46 | 38 | 43 | 42 | 28 | 29 | 88 | 8 | 65 | 52 | 132 | 4 | 165 | |
| | 48% | 49% | 47% | 47% | 40% | 51% | 36% | 51% | 51% | 48% | 42% | 42% | 49% | 4% | 61% | |
| DON'T KNOW | 1 | 1 | - | - | 1 | - | - | - | 1 | - | - | - | - | - | - | |
| | - | 1% | - | - | 1% | - | - | - | - | - | - | - | - | - | - | |

Table 41-1
 QUESTION 29:
 Of the following four, which type of financial institution do you consider to be your primary financial institution? Your primary financial institution is the place where you conduct most of your financial business.

BANNER 1

| | PARTY | | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|-----|-------|--------|-------|-------|-----|-------|-----------|-----------|-----------|-------------|------------------|-----------------|-----|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| A BANK | 271 | 160 | 57 | 217 | 25 | 24 | 52 | 28 | 46 | 88 | 33 | 126 | 145 | 90 | 37 | 78 | 65 | 136 | 89 | 42 | 69 | 67 | 40 | 50 | |
| | 68% | 68% | 64% | 67% | 64% | 58% | 72% | 55% | 78% | 69% | 66% | 67% | 68% | 75% | 60% | 66% | 65% | 68% | 74% | 59% | 70% | 66% | 70% | 78% | |
| A CREDIT UNION | 102 | 62 | 26 | 88 | 9 | 16 | 17 | 16 | 8 | 31 | 15 | 51 | 51 | 22 | 21 | 36 | 23 | 46 | 27 | 27 | 22 | 24 | 14 | 13 | |
| | 26% | 26% | 29% | 27% | 24% | 39% | 23% | 32% | 13% | 24% | 30% | 27% | 24% | 19% | 34% | 31% | 23% | 23% | 22% | 39% | 22% | 24% | 24% | 21% | |
| A STOCK BROKERAGE FIRM | 16 | 6 | 4 | 10 | 4 | 1 | 2 | 2 | 5 | 4 | 2 | 6 | 10 | 2 | 3 | 4 | 7 | 13 | - | 2 | 6 | 7 | - | - | |
| | 4% | 2% | 5% | 3% | 10% | 3% | 3% | 5% | 8% | 3% | 4% | 3% | 5% | 2% | 5% | 3% | 7% | 7% | - | 2% | 6% | 7% | - | - | |
| A CHECK CASHING OUTLET | 5 | 5 | - | 5 | - | - | 1 | 4 | - | 1 | - | 4 | 2 | 4 | - | - | 1 | 2 | 4 | - | - | 2 | 4 | - | |
| | 1% | 2% | - | 2% | - | - | 1% | 7% | - | 1% | - | 2% | 1% | 3% | - | - | 1% | 1% | 3% | - | - | 2% | 6% | - | |
| SOMETHING ELSE | 4 | 2 | 1 | 2 | - | - | 1 | - | - | 3 | - | 2 | 2 | 1 | - | - | 3 | 2 | 1 | - | 2 | 1 | - | 1 | |
| | 1% | 1% | 1% | 1% | - | - | 1% | - | - | 3% | - | 1% | 1% | 1% | - | - | 3% | 1% | 1% | - | 2% | 1% | - | 1% | |
| DON'T KNOW | 1 | 1 | 1 | 1 | - | - | 1 | - | 1 | - | - | 1 | 1 | - | 1 | - | 1 | 1 | - | - | - | 1 | - | - | |
| | - | - | 1% | - | - | - | 1% | - | 1% | - | - | 1% | 1% | - | 1% | - | 1% | 1% | - | - | - | 1% | - | - | |
| REFUSED | 1 | - | - | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | |
| | - | - | - | - | 2% | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |

Table 41-2
QUESTION 29:

Of the following four, which type of financial institution do you consider to be your primary financial institution? Your primary financial institution is the place where you conduct most of your financial business.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| A BANK | 271 | 26 | 46 | 72 | 195 | 33 | 39 | 92 | 102 | 55 | 18 | 53 | 36 | 18 | 91 | 64 | 96 | 23 | 34 | 60 | 99 | 34 | 22 |
| | 68% | 77% | 65% | 69% | 67% | 68% | 70% | 67% | 68% | 70% | 69% | 63% | 84% | 53% | 68% | 67% | 68% | 56% | 72% | 65% | 70% | 71% | 57% |
| A CREDIT UNION | 102 | 7 | 20 | 27 | 75 | 13 | 13 | 37 | 38 | 17 | 8 | 25 | 5 | 12 | 34 | 26 | 36 | 17 | 9 | 26 | 36 | 11 | 14 |
| | 26% | 21% | 28% | 26% | 26% | 28% | 24% | 27% | 25% | 23% | 31% | 30% | 11% | 35% | 25% | 27% | 26% | 41% | 19% | 28% | 25% | 24% | 36% |
| A STOCK BROKERAGE FIRM | 16 | 1 | 2 | 3 | 13 | 2 | 1 | 4 | 9 | 2 | - | 4 | - | 3 | 7 | 2 | 4 | 1 | 3 | 1 | 5 | 2 | 3 |
| | 4% | 2% | 4% | 3% | 4% | 4% | 2% | 3% | 6% | 2% | - | 5% | - | 9% | 5% | 2% | 3% | 3% | 7% | 1% | 3% | 4% | 7% |
| A CHECK CASHING OUTLET | 5 | - | 1 | 1 | 4 | - | 1 | 4 | - | 4 | - | - | 1 | - | 1 | 4 | 2 | - | - | 4 | 1 | - | - |
| | 1% | - | 1% | 1% | 1% | - | 1% | 3% | - | 5% | - | - | 1% | - | 1% | 4% | 1% | - | - | 5% | 1% | - | - |
| SOMETHING ELSE | 4 | - | 2 | 2 | 2 | - | 2 | 2 | 1 | - | - | 2 | 1 | - | 1 | - | 2 | - | 1 | 1 | 1 | 1 | - |
| | 1% | - | 3% | 2% | 1% | - | 3% | 1% | - | - | - | 2% | 3% | - | 1% | - | 1% | - | 1% | 1% | 1% | 1% | - |
| DON'T KNOW | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | 1 | - |
| | - | - | - | - | - | - | - | - | 1% | - | - | - | - | 2% | - | - | - | - | 1% | - | - | 1% | - |
| REFUSED | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 41-3
 QUESTION 29:
 Of the following four, which type of financial institution do you consider to be your primary financial institution? Your primary financial institution is the place where you conduct most of your financial business.

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|------------------------|-----------|------------|-----------|------------------|-------------|------------|---------------|--------------|-----------------|-----------|-------------------|------|-------|----------------|----------|------------|------------------|----------------------|------------|------|---------------|------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| A BANK | 271 | 84 | 51 | 131 | 56 | 70 | 79 | 61 | 89 | 91 | 63 | 127 | 63 | 75 | 240 | 30 | 110 | 155 | 70 | 54 | 40 | 57 | 51 | 40 |
| | 68% | 73% | 59% | 68% | 65% | 68% | 68% | 67% | 68% | 69% | 65% | 65% | 75% | 67% | 67% | 75% | 68% | 69% | 63% | 77% | 61% | 70% | 65% | 67% |
| A CREDIT UNION | 102 | 26 | 27 | 50 | 23 | 28 | 29 | 22 | 33 | 37 | 26 | 51 | 19 | 31 | 98 | 4 | 40 | 54 | 37 | 12 | 17 | 20 | 22 | 15 |
| | 26% | 22% | 31% | 26% | 27% | 27% | 25% | 24% | 25% | 28% | 27% | 26% | 23% | 28% | 27% | 11% | 25% | 24% | 33% | 17% | 26% | 25% | 28% | 26% |
| A STOCK BROKERAGE FIRM | 16 | - | 5 | 11 | 1 | 5 | 3 | 7 | 3 | 2 | 7 | 10 | 2 | 4 | 15 | 1 | 10 | 6 | 4 | 3 | 2 | 2 | 4 | 4 |
| | 4% | - | 6% | 6% | 2% | 4% | 3% | 7% | 2% | 2% | 7% | 5% | 2% | 3% | 4% | 3% | 6% | 3% | 4% | 4% | 3% | 3% | 5% | 6% |
| A CHECK CASHING OUTLET | 5 | 5 | 1 | - | 4 | - | 2 | - | 5 | - | - | 5 | 1 | - | 2 | 4 | - | 5 | - | - | 4 | - | - | 1 |
| | 1% | 4% | 1% | - | 4% | - | 1% | - | 4% | - | - | 2% | 1% | - | - | 9% | - | 2% | - | - | 6% | - | - | 1% |
| SOMETHING ELSE | 4 | 2 | 2 | 1 | 2 | - | 2 | 1 | 1 | 2 | 2 | 2 | - | 2 | 4 | - | - | 4 | - | - | 2 | 1 | - | - |
| | 1% | 1% | 2% | - | 2% | - | 2% | 1% | 1% | 1% | 2% | 1% | - | 2% | 1% | - | - | 2% | - | - | 3% | 1% | - | - |
| DON'T KNOW | 1 | - | 1 | 1 | - | - | 1 | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | - | 1 | 1 | 1 | - |
| | - | - | 1% | - | - | - | - | 1% | - | - | - | - | - | - | - | - | 1% | - | - | - | 1% | 1% | 1% | - |
| REFUSED | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - |
| | - | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | - | 2% | - | - | - | 1% | - | - | 1% | - |

Table 41-4
QUESTION 29:

Of the following four, which type of financial institution do you consider to be your primary financial institution? Your primary financial institution is the place where you conduct most of your financial business.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|------------------------|-----------------|-----------|-------------|------------|---------------|------------|------------|-------------|------------|------------|-------------|---------------------|------------------|-------------|-----------------|----------------------|-----------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 42 11% | 340 85% | 290 72% | 105 26% | 109 27% | 299 75% | 92 23% | 121 30% | 284 71% | 97 24% | 207 52% | 48 12% | 164 41% | 194 49% | 56 14% | 33 8% |
| A BANK | 271 68% | 32 77% | 223 66% | 191 66% | 74 70% | 74 68% | 194 65% | 69 75% | 70 58% | 184 65% | 72 74% | 126 61% | 29 59% | 113 69% | 130 67% | 38 68% | 21 62% |
| A CREDIT UNION | 102 26% | 4 9% | 97 29% | 85 29% | 26 25% | 26 24% | 84 28% | 18 19% | 42 35% | 78 28% | 19 20% | 64 31% | 15 32% | 39 24% | 53 27% | 13 23% | 11 33% |
| A STOCK BROKERAGE FIRM | 16 4% | 2 6% | 14 4% | 9 3% | 2 2% | 6 6% | 13 4% | 3 4% | 4 3% | 14 5% | 3 3% | 12 6% | 2 4% | 9 5% | 5 3% | 1 2% | 2 5% |
| A CHECK CASHING OUTLET | 5 1% | 4 9% | 1 - | 1 - | 1 1% | - - | 5 2% | - - | 2 1% | 2 1% | 4 4% | 2 1% | - - | - - | 5 3% | 4 8% | - - |
| SOMETHING ELSE | 4 1% | - - | 4 1% | 2 1% | 1 1% | 2 2% | 2 1% | 2 2% | 2 2% | 4 1% | - - | 2 1% | 2 3% | 3 2% | 1 - | - - | - - |
| DON'T KNOW | 1 - | - - | 1 - | 1 - | 1 1% | - - | 1 - | - - | 1 - | 1 - | - - | 1 1% | 1 1% | 1 - | 1 - | - - | - - |
| REFUSED | 1 - | - - | 1 - | - - | 1 1% | 1 1% | 1 - | - - | 1 1% | 1 - | - - | 1 - | - - | - - | 1 - | - - | - - |

Table 41-5
 QUESTION 29:
 Of the following four, which type of financial institution do you consider to be your primary financial institution? Your primary financial institution is the place where you conduct most of your financial business.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|------------------------|----------------------|--------|------------------------|--------------------|------------|--------|------------|-----------|--------------|------------------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| A BANK | 271 | 51 | 13 | 11 | 50 | 14 | 11 | 104 | 150 | 128 | 68 | 57 | 53 | 56 | 48 | 111 | 202 | 44 | 116 | 201 | 34 | 105 | 165 |
| | 68% | 73% | 65% | 70% | 64% | 50% | 60% | 70% | 65% | 64% | 74% | 70% | 68% | 71% | 76% | 67% | 74% | 55% | 74% | 63% | 87% | 50% | 87% |
| A CREDIT UNION | 102 | 13 | 6 | 2 | 25 | 13 | 4 | 32 | 69 | 63 | 17 | 20 | 20 | 19 | 12 | 46 | 61 | 26 | 28 | 101 | 1 | 98 | 4 |
| | 26% | 19% | 32% | 14% | 32% | 48% | 21% | 21% | 30% | 32% | 18% | 24% | 25% | 24% | 18% | 28% | 22% | 32% | 18% | 31% | 2% | 47% | 2% |
| A STOCK BROKERAGE FIRM | 16 | 5 | 1 | 2 | 3 | 1 | - | 4 | 10 | 6 | 6 | 4 | 1 | 4 | 2 | 5 | 8 | 4 | 8 | 13 | - | 4 | 12 |
| | 4% | 8% | 3% | 12% | 4% | 2% | - | 3% | 4% | 3% | 7% | 5% | 1% | 5% | 4% | 3% | 3% | 5% | 5% | 4% | - | 2% | 6% |
| A CHECK CASHING OUTLET | 5 | - | - | - | - | - | 4 | 5 | - | - | - | - | 4 | - | - | 1 | 2 | 4 | - | 2 | 4 | - | 5 |
| | 1% | - | - | - | - | - | 19% | 4% | - | - | - | - | 5% | - | - | - | 1% | 4% | - | - | 9% | - | 3% |
| SOMETHING ELSE | 4 | - | - | 1 | - | - | - | 1 | 3 | 1 | 1 | - | 1 | - | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 |
| | 1% | - | - | 4% | - | - | - | 1% | 1% | 1% | 1% | - | 1% | - | 2% | 1% | 1% | 3% | 2% | 1% | 2% | - | 2% |
| DON'T KNOW | 1 | 1 | - | - | - | - | - | 1 | 1 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | 1 | 1 | - | 1 | 1 |
| | - | 1% | - | - | - | - | - | - | - | - | 1% | 1% | - | 1% | - | - | - | - | - | - | - | - | - |
| REFUSED | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 41-6
QUESTION 29:

Of the following four, which type of financial institution do you consider to be your primary financial institution? Your primary financial institution is the place where you conduct most of your financial business.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|------------------------|------------------|------------|--------------|----------------|---------------------------|--------------|---------------|------------------|------------|-----------|------------|------------|-----------------------|-------------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | VICTIM | NOT A | CRE- | | | |
| | | NEWS | WORK NEWS | | NEWS- PAPER | WORK NEWS | | RURAL | OTHER | URBAN | | URBAN | VICTIM | UNION | BANK | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| A BANK | 271 68% | 90 64% | 76 77% | 50 62% | 78 74% | 53 65% | 48 63% | 47 82% | 123 71% | 12 71% | 88 58% | 79 64% | 189 70% | - | 271 100% | |
| A CREDIT UNION | 102 26% | 36 26% | 21 21% | 24 30% | 24 22% | 19 23% | 26 34% | 7 13% | 36 21% | 5 29% | 53 35% | 38 31% | 64 24% | 102 100% | - | |
| A STOCK BROKERAGE FIRM | 16 4% | 8 6% | - | 5 6% | 3 3% | 6 7% | 1 1% | 1 1% | 7 4% | - | 9 6% | 3 2% | 13 5% | - | - | |
| A CHECK CASHING OUTLET | 5 1% | 4 3% | 2 2% | - | - | 4 4% | 1 1% | 1 2% | 4 2% | - | 1 - | 1 - | 1 - | - | - | |
| SOMETHING ELSE | 4 1% | 2 1% | - | 1 1% | - | - | 1 1% | 1 2% | 2 1% | - | 2 1% | 2 2% | 2 1% | - | - | |
| DON'T KNOW | 1 - | - | - | 1 1% | - | 1 1% | - | - | 1 - | - | 1 - | 1 - | 1 - | - | - | |
| REFUSED | 1 - | 1 1% | - | - | 1 1% | - | - | - | 1 - | - | - | - | - | - | - | |

Table 42-1
 QUESTION 30:
 In addition to your account with them, do you have any accounts or use any of the services at the following types of financial institutions, or not?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| A STOCK BROKERAGE FIRM | 90 | 45 | 22 | 67 | 7 | 10 | 21 | 11 | 21 | 21 | 5 | 46 | 44 | 27 | 14 | 27 | 21 | 63 | 16 | 10 | 35 | 28 | 8 | 8 |
| | 22% | 19% | 25% | 21% | 19% | 25% | 29% | 22% | 36% | 16% | 11% | 25% | 21% | 23% | 23% | 23% | 21% | 31% | 13% | 14% | 35% | 28% | 14% | 12% |
| A CREDIT UNION | 89 | 55 | 13 | 68 | 8 | 5 | 20 | 15 | 16 | 23 | 10 | 42 | 46 | 24 | 19 | 26 | 19 | 52 | 15 | 20 | 28 | 24 | 5 | 10 |
| | 22% | 23% | 15% | 21% | 22% | 11% | 27% | 30% | 27% | 18% | 21% | 22% | 22% | 20% | 32% | 22% | 19% | 26% | 13% | 28% | 28% | 23% | 9% | 16% |
| A BANK | 66 | 33 | 16 | 49 | 9 | 12 | 11 | 7 | 6 | 26 | 3 | 31 | 35 | 13 | 11 | 19 | 22 | 36 | 17 | 9 | 17 | 19 | 9 | 7 |
| | 16% | 14% | 18% | 15% | 24% | 28% | 16% | 13% | 11% | 20% | 7% | 16% | 16% | 11% | 18% | 16% | 22% | 18% | 14% | 13% | 17% | 19% | 16% | 12% |
| A CHECK CASHING OUTLET | 34 | 23 | 9 | 32 | 1 | 5 | 6 | 7 | 2 | 10 | 4 | 9 | 25 | 9 | 8 | 12 | 4 | 8 | 19 | 6 | 2 | 6 | 6 | 14 |
| | 8% | 10% | 10% | 10% | 2% | 12% | 9% | 13% | 4% | 8% | 7% | 5% | 12% | 8% | 13% | 10% | 4% | 4% | 16% | 9% | 2% | 6% | 10% | 21% |
| SOMETHING ELSE | 5 | 4 | 1 | 5 | - | - | 1 | 1 | - | 4 | - | 2 | 3 | - | - | 1 | 4 | 4 | - | - | 2 | 2 | - | - |
| | 1% | 2% | 2% | 2% | - | - | 1% | 1% | - | 3% | - | 1% | 1% | - | - | 1% | 4% | 2% | - | - | 2% | 2% | - | - |
| NO OTHER ACCOUNTS | 156 | 94 | 32 | 126 | 15 | 16 | 20 | 15 | 16 | 61 | 27 | 76 | 79 | 60 | 17 | 40 | 38 | 64 | 65 | 24 | 30 | 33 | 36 | 29 |
| | 39% | 40% | 37% | 39% | 40% | 37% | 28% | 29% | 28% | 48% | 55% | 41% | 37% | 50% | 28% | 34% | 38% | 32% | 54% | 34% | 31% | 33% | 63% | 46% |
| DON'T KNOW | 5 | 3 | 2 | 5 | - | - | - | - | 2 | 1 | 2 | 3 | 2 | 2 | - | 2 | 1 | 2 | 1 | 2 | 2 | - | 1 | - |
| | 1% | 1% | 2% | 1% | - | - | - | - | 3% | 1% | 3% | 2% | 1% | 1% | - | 2% | 1% | 1% | 1% | 3% | 2% | - | 2% | - |
| REFUSED | 11 | 3 | 7 | 10 | 1 | 3 | 3 | 4 | 1 | - | - | 6 | 5 | 1 | - | 8 | 3 | 3 | 3 | 6 | 1 | 2 | - | 3 |
| | 3% | 1% | 8% | 3% | 2% | 8% | 5% | 7% | 1% | - | - | 3% | 2% | 1% | - | 6% | 3% | 1% | 2% | 8% | 1% | 2% | - | 4% |

Table 42-2
 QUESTION 30:
 In addition to your account with them, do you have any accounts or use any of the services at the following types of financial institutions, or not?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|------------------------|----------|------|-------|------|-----------------|-------|------|-------|------------|-------|-----|-------|-------|-------|--------------|------|------|------|-----------|------|------|------|-----|
| | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | CONS | CONS | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT | |
| | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| A STOCK BROKERAGE FIRM | 90 | 3 | 12 | 15 | 75 | 6 | 9 | 41 | 34 | 18 | 7 | 22 | 9 | 8 | 27 | 19 | 26 | 13 | 9 | 15 | 31 | 12 | 10 |
| | 22% | 10% | 16% | 14% | 26% | 12% | 17% | 29% | 23% | 23% | 24% | 26% | 21% | 22% | 20% | 20% | 19% | 31% | 19% | 16% | 22% | 24% | 26% |
| A CREDIT UNION | 89 | 11 | 11 | 22 | 67 | 7 | 15 | 35 | 32 | 17 | 8 | 17 | 7 | 11 | 28 | 19 | 36 | 7 | 6 | 23 | 31 | 8 | 6 |
| | 22% | 32% | 16% | 21% | 23% | 15% | 26% | 25% | 21% | 22% | 31% | 20% | 17% | 32% | 21% | 20% | 26% | 16% | 14% | 25% | 22% | 16% | 14% |
| A BANK | 66 | 2 | 9 | 11 | 54 | 6 | 6 | 25 | 29 | 11 | 3 | 17 | 2 | 9 | 24 | 13 | 20 | 7 | 9 | 10 | 23 | 7 | 8 |
| | 16% | 6% | 13% | 11% | 19% | 12% | 10% | 18% | 19% | 14% | 10% | 21% | 5% | 25% | 18% | 14% | 14% | 17% | 19% | 11% | 16% | 15% | 21% |
| A CHECK CASHING OUTLET | 34 | 2 | 6 | 8 | 25 | 1 | 7 | 8 | 18 | 6 | - | 3 | 3 | 8 | 13 | 4 | 19 | 4 | 5 | 12 | 11 | 6 | 3 |
| | 8% | 6% | 9% | 8% | 9% | 2% | 13% | 6% | 12% | 8% | - | 3% | 8% | 24% | 10% | 4% | 13% | 9% | 11% | 13% | 8% | 11% | 8% |
| SOMETHING ELSE | 5 | - | - | - | 4 | - | - | 2 | 2 | - | - | 2 | - | - | 3 | 1 | 3 | 1 | - | - | 4 | - | 1 |
| | 1% | - | - | - | 1% | - | - | 1% | 1% | - | - | 2% | - | - | 2% | 1% | 2% | 3% | - | - | 3% | - | 4% |
| NO OTHER ACCOUNTS | 156 | 17 | 33 | 50 | 100 | 28 | 23 | 47 | 53 | 36 | 12 | 28 | 24 | 5 | 51 | 44 | 49 | 14 | 19 | 38 | 56 | 23 | 9 |
| | 39% | 52% | 47% | 48% | 35% | 58% | 40% | 34% | 35% | 47% | 46% | 33% | 56% | 14% | 38% | 46% | 35% | 33% | 40% | 41% | 39% | 48% | 23% |
| DON'T KNOW | 5 | - | 2 | 2 | 3 | 2 | - | 1 | 2 | 2 | - | 1 | - | - | 2 | 1 | 2 | 2 | - | - | 3 | 2 | - |
| | 1% | - | 2% | 2% | 1% | 3% | - | 1% | 1% | 2% | - | 2% | - | - | 1% | 1% | 1% | 4% | - | - | 2% | 3% | - |
| REFUSED | 11 | 1 | 3 | 3 | 8 | 1 | 3 | 6 | 2 | 1 | - | 6 | - | - | 5 | 3 | 1 | 4 | 4 | 1 | 3 | - | 7 |
| | 3% | 2% | 4% | 3% | 3% | 1% | 5% | 4% | 1% | 1% | - | 7% | - | - | 4% | 3% | - | 9% | 8% | 1% | 2% | - | 18% |

Table 42-3
 QUESTION 30:
 In addition to your account with them, do you have any accounts or use any of the services at the following types of financial institutions, or not?

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|------------------------|-----------|------------|-----------|------------------|-------------|------------|---------------|--------------|-----------------|-----------|-------------------|------|-------|----------------|----------|------------|------------------|----------------------|------------|------|---------------|------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| A STOCK BROKERAGE FIRM | 90 | 10 | 21 | 59 | 13 | 33 | 18 | 26 | 10 | 36 | 39 | 39 | 17 | 33 | 87 | 3 | 31 | 59 | 29 | 17 | 16 | 13 | 20 | 13 |
| | 22% | 8% | 25% | 31% | 15% | 33% | 15% | 28% | 7% | 28% | 40% | 20% | 21% | 29% | 24% | 9% | 19% | 26% | 26% | 25% | 24% | 16% | 26% | 22% |
| A CREDIT UNION | 89 | 17 | 21 | 50 | 18 | 24 | 21 | 26 | 18 | 38 | 24 | 48 | 17 | 23 | 85 | 4 | 41 | 48 | 35 | 17 | 7 | 18 | 14 | 19 |
| | 22% | 15% | 25% | 26% | 21% | 24% | 18% | 28% | 14% | 28% | 25% | 25% | 21% | 21% | 24% | 9% | 25% | 21% | 31% | 24% | 11% | 22% | 18% | 32% |
| A BANK | 66 | 16 | 21 | 28 | 16 | 15 | 22 | 13 | 19 | 22 | 17 | 37 | 8 | 19 | 62 | 4 | 30 | 35 | 23 | 10 | 12 | 12 | 15 | 9 |
| | 16% | 14% | 24% | 15% | 18% | 15% | 19% | 14% | 14% | 16% | 17% | 19% | 10% | 16% | 17% | 9% | 18% | 15% | 21% | 14% | 18% | 15% | 19% | 15% |
| A CHECK CASHING OUTLET | 34 | 12 | 8 | 13 | 5 | 4 | 16 | 9 | 18 | 11 | 4 | 17 | 8 | 9 | 26 | 8 | 10 | 24 | 12 | 7 | 5 | 5 | 8 | 7 |
| | 8% | 10% | 10% | 7% | 6% | 4% | 13% | 10% | 14% | 8% | 4% | 9% | 10% | 8% | 7% | 20% | 6% | 11% | 11% | 10% | 7% | 6% | 10% | 12% |
| SOMETHING ELSE | 5 | 2 | 1 | 2 | - | 2 | 3 | - | 2 | 1 | - | 3 | - | 2 | 5 | - | 3 | 2 | 1 | 1 | - | - | 1 | - |
| | 1% | 1% | 2% | 1% | - | 2% | 3% | - | 1% | 1% | - | 1% | - | 2% | 1% | - | 2% | 1% | 1% | 1% | - | - | 2% | - |
| NO OTHER ACCOUNTS | 156 | 67 | 28 | 59 | 43 | 33 | 52 | 25 | 70 | 43 | 29 | 61 | 47 | 45 | 133 | 22 | 60 | 84 | 29 | 24 | 35 | 35 | 24 | 16 |
| | 39% | 57% | 33% | 30% | 50% | 33% | 45% | 28% | 53% | 33% | 29% | 31% | 55% | 40% | 37% | 55% | 37% | 37% | 26% | 34% | 53% | 43% | 31% | 27% |
| DON'T KNOW | 5 | - | 3 | 2 | 3 | - | - | 2 | - | 5 | - | 2 | 3 | - | 5 | - | 3 | 2 | 3 | 2 | - | 3 | 2 | - |
| | 1% | - | 3% | 1% | 3% | - | - | 2% | - | 4% | - | 1% | 3% | - | 1% | - | 2% | 1% | 3% | 3% | - | 4% | 2% | - |
| REFUSED | 11 | - | - | 8 | - | 6 | - | 2 | - | 4 | 3 | 8 | 1 | - | 11 | - | 3 | 8 | 3 | - | 3 | 3 | 4 | 1 |
| | 3% | - | - | 4% | - | 6% | - | 2% | - | 3% | 3% | 4% | 1% | - | 3% | - | 2% | 4% | 2% | - | 5% | 4% | 5% | 1% |

Table 42-4
 QUESTION 30:
 In addition to your account with them, do you have any accounts or use any of the services at the following types of financial institutions, or not?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|------------------------|-----------------|-----------|-------------|------------|-------------------------|------------|------------|-------------|------------|------------|-------------|---------------------|---------------------|-------------|--------------------|----------------------|-----------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE-TOTAL SAMPLE | 400 100% | 42 11% | 340 85% | 290 72% | 105 26% | 109 27% | 299 75% | 92 23% | 121 30% | 284 71% | 97 24% | 207 52% | 48 12% | 164 41% | 194 49% | 56 14% | 33 8% |
| A STOCK BROKERAGE FIRM | 90 22% | 11 27% | 76 22% | 60 21% | 21 20% | 29 27% | 63 21% | 26 29% | 25 20% | 62 22% | 25 26% | 44 21% | 18 38% | 46 28% | 38 19% | 13 24% | 7 20% |
| A CREDIT UNION | 89 22% | 8 18% | 76 22% | 63 22% | 21 20% | 24 22% | 67 22% | 17 19% | 25 21% | 67 24% | 18 19% | 50 24% | 9 20% | 36 22% | 37 19% | 7 12% | 15 45% |
| A BANK | 66 16% | 2 5% | 62 18% | 49 17% | 13 13% | 19 18% | 50 17% | 15 17% | 28 23% | 47 17% | 14 15% | 37 18% | 11 24% | 26 16% | 29 15% | 10 17% | 9 27% |
| A CHECK CASHING OUTLET | 34 8% | 5 13% | 28 8% | 26 9% | 11 10% | 10 9% | 23 8% | 11 12% | 9 8% | 19 7% | 12 13% | 12 6% | 4 8% | 13 8% | 19 10% | 7 13% | 1 2% |
| SOMETHING ELSE | 5 1% | - - | 4 1% | 4 1% | 1 1% | 1 1% | 5 2% | - - | 4 4% | 4 2% | - - | 4 2% | - - | - - | 5 3% | - - | - - |
| NO OTHER ACCOUNTS | 156 39% | 21 49% | 127 37% | 110 38% | 46 44% | 36 33% | 111 37% | 40 43% | 45 37% | 108 38% | 39 40% | 73 35% | 16 34% | 62 38% | 81 42% | 23 41% | 6 17% |
| DON'T KNOW | 5 1% | - - | 5 1% | 5 2% | 3 3% | 2 1% | 3 1% | 2 2% | - - | 2 1% | 3 3% | - - | - - | 2 1% | 3 1% | 2 3% | - - |
| REFUSED | 11 3% | - - | 8 2% | 8 3% | 1 1% | 3 2% | 10 3% | 1 1% | 1 - | 7 2% | 4 5% | 7 3% | - - | 5 3% | 4 2% | - - | 2 6% |

Table 42-5
 QUESTION 30:
 In addition to your account with them, do you have any accounts or use any of the services at the following types of financial institutions, or not?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | | |
|------------------------|-------------------------|--------|--------------------------------|---------------|-----------------|------------|-------|--------------|----------------|------------------------|------------------|-----|----------------|------|------|------------------------|--------------|----------------|---------------------------|--------------|----------------|-----|-----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL- IEVES | EXPER- IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| A STOCK BROKERAGE FIRM | 90 | 16 | 13 | 6 | 18 | 5 | 4 | 29 | 56 | 45 | 17 | 15 | 22 | 20 | 14 | 40 | 62 | 22 | 39 | 77 | 8 | 56 | 34 |
| | 22% | 24% | 64% | 37% | 23% | 17% | 21% | 20% | 24% | 22% | 19% | 19% | 28% | 26% | 22% | 24% | 22% | 27% | 25% | 24% | 20% | 27% | 18% |
| A CREDIT UNION | 89 | 12 | 6 | 3 | 12 | 5 | 7 | 30 | 54 | 45 | 30 | 17 | 15 | 20 | 14 | 45 | 68 | 13 | 38 | 81 | 1 | 88 | - |
| | 22% | 17% | 32% | 16% | 15% | 18% | 39% | 20% | 23% | 22% | 33% | 21% | 19% | 26% | 22% | 27% | 25% | 16% | 24% | 25% | 3% | 42% | - |
| A BANK | 66 | 10 | 6 | 3 | 12 | 9 | 2 | 17 | 45 | 36 | 13 | 11 | 14 | 10 | 9 | 32 | 42 | 15 | 25 | 62 | 1 | 49 | 16 |
| | 16% | 14% | 29% | 20% | 16% | 33% | 11% | 11% | 19% | 18% | 14% | 14% | 18% | 12% | 14% | 19% | 15% | 18% | 16% | 19% | 2% | 24% | 8% |
| A CHECK CASHING OUTLET | 34 | 3 | 3 | 2 | 5 | 5 | 2 | 15 | 17 | 17 | 4 | 8 | 2 | 6 | 4 | 18 | 24 | 5 | 9 | 23 | 8 | 17 | 16 |
| | 8% | 4% | 13% | 11% | 7% | 18% | 11% | 10% | 8% | 8% | 4% | 10% | 3% | 8% | 7% | 11% | 9% | 6% | 6% | 7% | 20% | 8% | 9% |
| SOMETHING ELSE | 5 | - | - | - | 1 | 1 | - | 2 | 3 | 3 | - | - | 1 | 3 | - | 1 | 3 | 1 | 1 | 5 | - | 2 | 3 |
| | 1% | - | - | - | 1% | 5% | - | 2% | 1% | 1% | - | - | 1% | 4% | - | 1% | 1% | - | 2% | - | - | 1% | 2% |
| NO OTHER ACCOUNTS | 156 | 29 | 4 | 4 | 38 | 7 | 7 | 65 | 82 | 71 | 27 | 38 | 36 | 30 | 25 | 53 | 108 | 35 | 58 | 112 | 21 | 42 | 114 |
| | 39% | 42% | 22% | 27% | 49% | 25% | 36% | 44% | 35% | 36% | 29% | 47% | 46% | 38% | 39% | 32% | 39% | 43% | 37% | 35% | 55% | 20% | 60% |
| DON'T KNOW | 5 | 2 | - | - | - | - | - | 3 | 2 | 2 | - | - | 1 | - | 1 | 3 | 5 | - | 1 | 3 | - | - | 5 |
| | 1% | 3% | - | - | - | - | - | 2% | 1% | 1% | - | - | 2% | - | 2% | 2% | 2% | - | 1% | 1% | - | - | 2% |
| REFUSED | 11 | 4 | 1 | - | 3 | - | - | 4 | 7 | 7 | 6 | 3 | 2 | - | 5 | 5 | 7 | - | 5 | 10 | - | 8 | 4 |
| | 3% | 5% | 3% | - | 4% | - | - | 2% | 3% | 3% | 7% | 4% | 2% | - | 8% | 3% | 2% | - | 3% | 3% | - | 4% | 2% |

Table 42-6
 QUESTION 30:
 In addition to your account with them, do you have any accounts or use any of the services at the following types of financial institutions, or not?

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|------------------------|------------------|------------|----------------|---------------------------|----------------|------------|-----------|-------------------|------------|----------|------------|-----------------------|------------|--------------------|------------|
| | TOTAL | CABLE NEWS | NET- WORK NEWS | NEWS- PAPER | NET- WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | UNION | CRE- DIT BANK | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| A STOCK BROKERAGE FIRM | 90 22% | 29 20% | 15 15% | 19 23% | 16 16% | 25 30% | 19 25% | 14 25% | 32 19% | 5 27% | 39 26% | 29 23% | 61 23% | 25 24% | 63 23% |
| A CREDIT UNION | 89 22% | 29 20% | 28 29% | 14 17% | 35 33% | 17 21% | 19 25% | 15 26% | 40 23% | 4 23% | 30 20% | 30 24% | 59 22% | - - | 85 31% |
| A BANK | 66 16% | 22 16% | 10 10% | 18 22% | 10 9% | 17 20% | 14 19% | 6 10% | 26 15% | 3 16% | 31 20% | 23 19% | 43 16% | 49 48% | - - |
| A CHECK CASHING OUTLET | 34 8% | 10 7% | 10 10% | 8 10% | 12 11% | 5 6% | 7 9% | 4 6% | 14 8% | 2 13% | 13 9% | 16 13% | 18 7% | 11 11% | 21 8% |
| SOMETHING ELSE | 5 1% | 1 1% | 2 2% | 2 2% | 1 1% | - - | 1 1% | 1 2% | 3 2% | - - | 1 - | - - | 5 2% | 2 2% | 1 - |
| NO OTHER ACCOUNTS | 156 39% | 59 42% | 38 38% | 31 38% | 41 39% | 31 37% | 22 29% | 22 38% | 70 40% | 3 18% | 61 40% | 49 40% | 100 37% | 32 31% | 119 44% |
| DON'T KNOW | 5 1% | 3 2% | 2 2% | - - | - - | 3 3% | - - | 2 3% | 1 1% | 2 10% | - - | 2 1% | 3 1% | - - | 5 2% |
| REFUSED | 11 3% | 4 3% | 3 3% | 1 1% | 4 3% | - - | 1 1% | 1 2% | 4 2% | - - | 7 4% | 1 - | 11 4% | 4 3% | 8 3% |

Table 43-1
Summary of Statements: D/S

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|------|--------|-------|-------|-------|------|-------|-----------|-------|-----------|------------------|---------------|-----------------|------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| ARE NOT-FOR-PROFIT | 215 | 118 | 43 | 161 | 22 | 29 | 39 | 24 | 29 | 76 | 18 | 120 | 94 | 69 | 33 | 76 | 36 | 132 | 48 | 29 | 74 | 59 | 30 | 18 |
| | 54% | 50% | 49% | 50% | 57% | 69% | 54% | 46% | 48% | 60% | 37% | 64% | 45% | 58% | 53% | 65% | 36% | 66% | 40% | 40% | 75% | 58% | 53% | 28% |
| CARES MORE ABOUT PEOPLE THAN PROFITS | 164 | 82 | 44 | 126 | 21 | 22 | 31 | 12 | 25 | 52 | 22 | 78 | 86 | 45 | 39 | 58 | 22 | 94 | 27 | 39 | 51 | 44 | 10 | 16 |
| | 41% | 35% | 50% | 39% | 55% | 52% | 43% | 24% | 42% | 41% | 46% | 41% | 41% | 38% | 63% | 50% | 22% | 47% | 22% | 54% | 51% | 43% | 18% | 26% |
| OFFERS BEST DEAL FOR CONSUMERS | 95 | 48 | 19 | 67 | 15 | 15 | 13 | 2 | 6 | 37 | 22 | 53 | 42 | 14 | 21 | 47 | 13 | 66 | 3 | 24 | 36 | 29 | 2 | 1 |
| | 24% | 20% | 22% | 21% | 39% | 36% | 18% | 4% | 10% | 29% | 45% | 28% | 20% | 12% | 35% | 40% | 13% | 33% | 3% | 34% | 37% | 29% | 4% | 1% |
| EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM | 43 | 19 | 10 | 29 | 12 | 8 | 4 | 7 | 10 | 13 | 2 | 25 | 18 | 5 | 13 | 18 | 7 | 22 | -3 | 23 | 16 | 7 | -2 | -1 |
| | 22% | 17% | 23% | 18% | 49% | 42% | 11% | 23% | 35% | 21% | 8% | 26% | 18% | 9% | 47% | 36% | 11% | 22% | -6% | 62% | 32% | 12% | -6% | -5% |
| EASIER TO GET A LOAN FROM | 37 | 16 | 9 | 25 | 5 | 6 | 6 | - | 7 | 10 | 8 | 26 | 11 | 14 | 13 | 9 | 1 | 32 | 5 | - | 12 | 20 | 11 | -6 |
| | 18% | 13% | 21% | 15% | 34% | 28% | 14% | - | 21% | 15% | 43% | 28% | 10% | 24% | 38% | 14% | 1% | 33% | 7% | -1% | 25% | 43% | 35% | -16% |
| LOCALLY-OWNED AND OPERATED | 57 | 23 | 11 | 34 | 15 | 9 | 24 | -5 | 14 | 12 | 3 | 43 | 14 | 8 | 17 | 35 | -2 | 37 | -3 | 24 | 22 | 15 | - | -3 |
| | 14% | 10% | 12% | 10% | 40% | 22% | 34% | -10% | 23% | 9% | 7% | 23% | 7% | 6% | 27% | 30% | -2% | 18% | -2% | 34% | 22% | 14% | - | -4% |
| EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN | -77 | -52 | -11 | -63 | 1 | -13 | -25 | -1 | -17 | -21 | - | -30 | -47 | -20 | - | -23 | -33 | -33 | -44 | 3 | -19 | -14 | -20 | -24 |
| | -19% | -22% | -12% | -20% | 2% | -30% | -35% | -3% | -29% | -16% | - | -16% | -22% | -17% | -1% | -19% | -33% | -16% | -37% | 4% | -19% | -14% | -35% | -38% |
| CHARGES TOO MUCH IN FEES | -215 | -118 | -50 | -168 | -23 | -27 | -43 | -14 | -37 | -69 | -25 | -103 | -112 | -51 | -50 | -73 | -41 | -116 | -45 | -49 | -58 | -58 | -17 | -28 |
| | -54% | -50% | -57% | -52% | -60% | -65% | -59% | -27% | -63% | -54% | -50% | -55% | -53% | -42% | -80% | -62% | -41% | -58% | -37% | -69% | -59% | -57% | -30% | -43% |
| MOST CONVENIENT LOCATIONS | -249 | -142 | -47 | -188 | -32 | -23 | -60 | -13 | -46 | -83 | -24 | -121 | -128 | -89 | -39 | -55 | -66 | -148 | -77 | -20 | -77 | -71 | -35 | -42 |
| | -62% | -60% | -53% | -58% | -83% | -55% | -83% | -26% | -78% | -65% | -48% | -64% | -60% | -74% | -63% | -47% | -66% | -74% | -64% | -28% | -78% | -70% | -61% | -67% |

Table 43-2
Summary of Statements: D/S

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---|--------------|-------------|-------------|-------------|-----------------|-------------|--------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-------------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| ARE NOT-FOR-PROFIT | 215 54% | 20 62% | 33 46% | 53 51% | 157 54% | 28 58% | 25 45% | 91 66% | 67 44% | 49 63% | 22 83% | 49 59% | 21 48% | 10 30% | 63 47% | 61 64% | 57 41% | 23 55% | 20 43% | 48 52% | 70 49% | 23 47% | 20 51% |
| CARES MORE ABOUT PEOPLE THAN PROFITS | 164 41% | 16 48% | 25 35% | 41 39% | 121 42% | 21 43% | 20 36% | 56 41% | 64 42% | 34 43% | 14 51% | 30 36% | 11 27% | 25 71% | 50 37% | 25 26% | 57 41% | 23 56% | 21 45% | 42 45% | 40 28% | 23 47% | 21 54% |
| OFFERS BEST DEAL FOR CONSUMERS | 95 24% | 3 8% | 19 26% | 21 20% | 75 26% | 16 33% | 6 10% | 36 26% | 39 26% | 13 17% | 8 29% | 32 39% | 1 2% | 14 39% | 27 20% | 20 21% | 28 20% | 15 36% | 4 9% | 17 18% | 31 22% | 11 23% | 8 20% |
| EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM | 43 22% | 3 20% | 1 3% | 4 8% | 38 26% | - 40% | 4 5% | 25 36% | 13 16% | 2 30% | 4 46% | 19 16% | 3 63% | 9 9% | 6 22% | 10 13% | 9 22% | 5 22% | 5 23% | 6 14% | 13 19% | 1 6% | 9 40% |
| EASIER TO GET A LOAN FROM | 37 18% | 8 45% | 2 6% | 10 20% | 28 20% | 9 40% | 1 5% | 16 23% | 12 17% | 11 30% | 5 36% | 10 23% | 3 14% | 8 40% | - - | 7 14% | 9 13% | 10 52% | - -2% | 18 35% | -2 -3% | 6 22% | 4 20% |
| LOCALLY-OWNED AND OPERATED | 57 14% | 10 29% | 22 31% | 32 31% | 27 9% | 16 33% | 16 29% | 27 20% | - - | 5 7% | 12 45% | 25 30% | 2 6% | 4 12% | 7 5% | 11 12% | 12 8% | 12 28% | -1 -3% | 7 7% | 17 12% | 4 9% | 6 16% |
| EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN | -77 -19% | -3 -9% | -11 -16% | -14 -14% | -60 -21% | -7 -15% | -7 -12% | -23 -17% | -36 -24% | -13 -17% | -2 -8% | -15 -18% | -7 -17% | 2 5% | -41 -31% | -23 -24% | -29 -21% | 3 7% | -14 -30% | -9 -10% | -43 -30% | -3 -6% | -8 -21% |
| CHARGES TOO MUCH IN FEES | -215 -54% | -20 -62% | -37 -53% | -58 -56% | -155 -53% | -32 -66% | -26 -47% | -70 -51% | -85 -56% | -30 -39% | -18 -68% | -54 -65% | -21 -49% | -31 -90% | -60 -45% | -33 -35% | -85 -61% | -31 -74% | -20 -42% | -41 -44% | -77 -54% | -35 -71% | -16 -40% |
| MOST CONVENIENT LOCATIONS | -249 -62% | -25 -74% | -41 -58% | -66 -63% | -179 -62% | -33 -69% | -33 -59% | -88 -63% | -91 -60% | -56 -72% | -20 -74% | -45 -54% | -33 -78% | -19 -54% | -76 -57% | -56 -58% | -86 -62% | -23 -55% | -24 -51% | -53 -57% | -89 -62% | -36 -74% | -10 -26% |

Table 43-3
Summary of Statements: D/S

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| ARE NOT-FOR-PROFIT | 215 | 45 | 47 | 121 | 42 | 78 | 50 | 43 | 42 | 82 | 70 | 97 | 41 | 72 | 202 | 12 | 89 | 116 | 66 | 40 | 30 | 40 | 32 | 34 |
| | 54% | 39% | 55% | 63% | 49% | 76% | 43% | 47% | 32% | 62% | 71% | 50% | 48% | 64% | 56% | 31% | 55% | 52% | 60% | 57% | 45% | 50% | 41% | 57% |
| CARES MORE ABOUT PEOPLE THAN PROFITS | 164 | 10 | 45 | 111 | 24 | 54 | 31 | 56 | 17 | 67 | 66 | 84 | 28 | 50 | 169 | -5 | 75 | 81 | 62 | 19 | 14 | 27 | 42 | 38 |
| | 41% | 8% | 52% | 57% | 28% | 53% | 27% | 62% | 13% | 51% | 68% | 43% | 33% | 45% | 47% | -11% | 46% | 36% | 56% | 27% | 21% | 34% | 54% | 64% |
| OFFERS BEST DEAL FOR CONSUMERS | 95 | 4 | 36 | 60 | 15 | 38 | 25 | 22 | - | 56 | 34 | 55 | 7 | 34 | 97 | -2 | 51 | 38 | 43 | 14 | 3 | 26 | 23 | 8 |
| | 24% | 4% | 41% | 31% | 18% | 37% | 21% | 24% | - | 42% | 35% | 28% | 9% | 30% | 27% | -5% | 32% | 17% | 38% | 20% | 5% | 33% | 29% | 13% |
| EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM | 43 | 2 | 10 | 32 | 11 | 14 | 2 | 18 | -3 | 36 | 5 | 28 | 9 | 7 | 39 | 4 | 16 | 18 | 20 | 2 | - | 2 | 20 | 16 |
| | 22% | 4% | 29% | 33% | 26% | 26% | 3% | 40% | -5% | 48% | 11% | 30% | 20% | 12% | 22% | 20% | 20% | 16% | 38% | 5% | 1% | 6% | 47% | 51% |
| EASIER TO GET A LOAN FROM | 37 | -8 | 14 | 30 | 3 | 23 | 3 | 8 | -3 | 18 | 24 | 19 | -2 | 19 | 40 | -3 | 20 | 15 | 17 | 1 | 5 | 11 | 12 | 5 |
| | 18% | -14% | 28% | 32% | 7% | 47% | 6% | 17% | -4% | 31% | 50% | 19% | -6% | 32% | 22% | -18% | 24% | 13% | 29% | 4% | 17% | 20% | 34% | 18% |
| LOCALLY-OWNED AND OPERATED | 57 | -14 | 23 | 49 | 1 | 42 | 8 | 7 | -10 | 33 | 38 | 20 | -2 | 37 | 59 | -2 | 36 | 17 | 33 | 11 | 5 | 14 | 15 | -1 |
| | 14% | -12% | 27% | 25% | 1% | 41% | 7% | 8% | -7% | 25% | 39% | 11% | -2% | 33% | 16% | -6% | 22% | 7% | 30% | 16% | 8% | 18% | 20% | -2% |
| EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN | -77 | -32 | -12 | -28 | -6 | -24 | -38 | -4 | -43 | -16 | -11 | -26 | -31 | -17 | -64 | -12 | -37 | -42 | -19 | -15 | -17 | -33 | -6 | -1 |
| | -19% | -28% | -14% | -15% | -7% | -24% | -33% | -4% | -33% | -12% | -11% | -13% | -37% | -15% | -18% | -31% | -23% | -19% | -17% | -22% | -27% | -41% | -7% | -2% |
| CHARGES TOO MUCH IN FEES | -215 | -40 | -54 | -123 | -38 | -65 | -56 | -59 | -45 | -86 | -70 | -109 | -48 | -58 | -197 | -18 | -99 | -108 | -75 | -29 | -18 | -49 | -47 | -35 |
| | -54% | -35% | -62% | -64% | -44% | -64% | -48% | -64% | -34% | -65% | -72% | -56% | -57% | -52% | -55% | -44% | -61% | -48% | -68% | -42% | -28% | -60% | -60% | -59% |
| MOST CONVENIENT LOCATIONS | -249 | -79 | -51 | -114 | -46 | -75 | -84 | -40 | -79 | -83 | -68 | -124 | -47 | -71 | -221 | -28 | -105 | -143 | -72 | -44 | -45 | -50 | -49 | -34 |
| | -62% | -68% | -59% | -59% | -53% | -73% | -72% | -43% | -60% | -63% | -70% | -64% | -55% | -63% | -61% | -70% | -65% | -64% | -65% | -64% | -69% | -62% | -63% | -56% |

Table 43-4
Summary of Statements: D/S

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|---|-----------------|-----------|-------------|---------|--------------------|----------------|----------|-----------|-------------|----------|-----------|-------------|---------------------|-----------------|-------------|------------|------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CENTRY/RT TEXAS | | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL LEAN | | UND |
| | | | | | TOTAL | CLIN-CLIN- TON | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 | |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% | |
| ARE NOT-FOR-PROFIT | 215 | 23 | 184 | 147 | 46 | 54 | 161 | 52 | 76 | 156 | 52 | 114 | 35 | 84 | 105 | 31 | 20 | |
| | 54% | 54% | 54% | 51% | 44% | 50% | 54% | 57% | 62% | 55% | 53% | 55% | 73% | 51% | 54% | 56% | 61% | |
| CARES MORE ABOUT PEOPLE THAN PROFITS | 164 | 2 | 154 | 123 | 43 | 57 | 131 | 32 | 63 | 146 | 15 | 118 | 36 | 76 | 63 | 15 | 21 | |
| | 41% | 5% | 45% | 43% | 41% | 52% | 44% | 35% | 52% | 52% | 15% | 57% | 75% | 46% | 33% | 28% | 64% | |
| OFFERS BEST DEAL FOR CONSUMERS | 95 | 2 | 99 | 77 | 22 | 40 | 73 | 21 | 44 | 98 | -3 | 80 | 15 | 52 | 27 | 5 | 17 | |
| | 24% | 6% | 29% | 27% | 21% | 37% | 25% | 23% | 37% | 35% | -3% | 39% | 31% | 31% | 14% | 10% | 52% | |
| EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM | 43 | -7 | 52 | 36 | 12 | 14 | 29 | 12 | 28 | 48 | -6 | 33 | 16 | 25 | 11 | 1 | 6 | |
| | 22% | -27% | 31% | 26% | 21% | 25% | 20% | 24% | 42% | 35% | -11% | 33% | 63% | 31% | 11% | 3% | 38% | |
| EASIER TO GET A LOAN FROM | 37 | 2 | 40 | 32 | 7 | 13 | 32 | 6 | 4 | 34 | 2 | 35 | 8 | 20 | 11 | - | 7 | |
| | 18% | 13% | 24% | 21% | 15% | 24% | 21% | 13% | 7% | 24% | 5% | 33% | 35% | 24% | 12% | -2% | 40% | |
| LOCALLY-OWNED AND OPERATED | 57 | -2 | 63 | 42 | -7 | 11 | 43 | 14 | 37 | 72 | -19 | 57 | 20 | 40 | 6 | -5 | 14 | |
| | 14% | -5% | 18% | 15% | -6% | 10% | 14% | 15% | 30% | 25% | -20% | 28% | 42% | 24% | 3% | -8% | 42% | |
| EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN | -77 | -25 | -39 | -43 | -3 | -11 | -62 | -15 | -28 | -38 | -31 | -34 | 4 | -8 | -52 | -11 | -11 | |
| | -19% | -59% | -11% | -15% | -3% | -10% | -21% | -16% | -23% | -13% | -32% | -16% | 9% | -5% | -27% | -20% | -32% | |
| CHARGES TOO MUCH IN FEES | -215 | -7 | -204 | -167 | -61 | -75 | -159 | -49 | -66 | -171 | -35 | -127 | -39 | -102 | -86 | -32 | -23 | |
| | -54% | -17% | -60% | -58% | -58% | -69% | -53% | -53% | -55% | -60% | -36% | -61% | -81% | -62% | -44% | -57% | -69% | |
| MOST CONVENIENT LOCATIONS | -249 | -32 | -207 | -170 | -62 | -79 | -188 | -62 | -83 | -168 | -69 | -125 | -28 | -101 | -122 | -38 | -27 | |
| | -62% | -76% | -61% | -59% | -59% | -72% | -63% | -67% | -69% | -59% | -71% | -60% | -59% | -62% | -63% | -68% | -82% | |

Table 43-5
Summary of Statements: D/S

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | CREDIT UNION MEMBER | |
|---|----------------------|--------|-------------|--------------------|------------------------|--------|-------|-----------|-------------|------------|------|--------------|-------------|------|---------------|----------|-------------|-------------|----------|---------------------|-------------|---------------------|------|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| ARE NOT-FOR-PROFIT | 215 | 36 | 17 | 12 | 44 | 14 | 14 | 68 | 133 | 108 | 51 | 35 | 54 | 52 | 25 | 92 | 144 | 57 | 96 | 196 | 6 | 130 | 85 |
| CARES MORE ABOUT PEOPLE THAN PROFITS | 164 | 35 | 13 | 7 | 35 | 13 | 2 | 46 | 109 | 88 | 43 | 27 | 36 | 39 | 14 | 84 | 103 | 40 | 62 | 165 | -6 | 142 | 22 |
| OFFERS BEST DEAL FOR CONSUMERS | 95 | 27 | 5 | 2 | 8 | 10 | 2 | 21 | 77 | 57 | 23 | 16 | 24 | 28 | 7 | 60 | 44 | 35 | 39 | 106 | -8 | 121 | -25 |
| EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM | 43 | 8 | 7 | 2 | 12 | 1 | -2 | 7 | 40 | 30 | 4 | 18 | 4 | 11 | -3 | 15 | 20 | 15 | 27 | 57 | -12 | 46 | -2 |
| EASIER TO GET A LOAN FROM | 37 | 7 | 2 | 5 | 8 | - | 3 | 7 | 34 | 29 | 22 | - | 2 | 8 | -2 | 34 | 17 | 12 | 25 | 46 | -9 | 53 | -17 |
| LOCALLY-OWNED AND OPERATED | 57 | 21 | 12 | 7 | 12 | 7 | -8 | -6 | 66 | 50 | 17 | 13 | 6 | 25 | -5 | 43 | 18 | 19 | 29 | 77 | -16 | 81 | -24 |
| EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN | -77 | -14 | -2 | 5 | -11 | -9 | - | -30 | -41 | -38 | -25 | -15 | -16 | - | -18 | -23 | -75 | -2 | -29 | -40 | -19 | -15 | -61 |
| CHARGES TOO MUCH IN FEES | -215 | -40 | -15 | -12 | -35 | -19 | -1 | -65 | -138 | -114 | -45 | -37 | -45 | -49 | -20 | -112 | -139 | -43 | -88 | -201 | 4 | -150 | -65 |
| MOST CONVENIENT LOCATIONS | -249 | -47 | -20 | -8 | -42 | -17 | -15 | -95 | -147 | -120 | -68 | -51 | -61 | -47 | -53 | -112 | -186 | -47 | -105 | -176 | -38 | -95 | -153 |

Table 43-6
Summary of Statements: D/S

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|------------|-----------|---------------------------|-------------|-----------|------------|-----------|-------------------|------------|-------|-----------------------|--------------|--------------------|------|
| | TOTAL | NET- | | NEWS- PAPER | NEWS- PAPER | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% |
| ARE NOT-FOR-PROFIT | 215 | 75 | 41 | 45 | 42 | 54 | 40 | 22 | 96 | 8 | 88 | 74 | 134 | 65 | 135 |
| | 54% | 53% | 42% | 56% | 40% | 65% | 52% | 39% | 56% | 46% | 58% | 60% | 50% | 64% | 50% |
| CARES MORE ABOUT PEOPLE THAN PROFITS | 164 | 55 | 28 | 29 | 43 | 23 | 36 | 11 | 56 | 12 | 85 | 67 | 98 | 79 | 78 |
| | 41% | 39% | 28% | 36% | 41% | 28% | 47% | 19% | 33% | 66% | 56% | 54% | 36% | 78% | 29% |
| OFFERS BEST DEAL FOR CONSUMERS | 95 | 35 | 15 | 14 | 24 | 7 | 30 | 7 | 32 | 3 | 53 | 42 | 59 | 74 | 15 |
| | 24% | 25% | 15% | 17% | 23% | 8% | 40% | 13% | 19% | 17% | 35% | 34% | 22% | 72% | 5% |
| EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM | 43 | 28 | -5 | 7 | 8 | 8 | 8 | -5 | 23 | 3 | 23 | 11 | 33 | 34 | 8 |
| | 22% | 34% | -10% | 23% | 17% | 29% | 24% | -22% | 25% | 37% | 30% | 17% | 26% | 66% | 6% |
| EASIER TO GET A LOAN FROM | 37 | 3 | 6 | 9 | 10 | -5 | 15 | 4 | 1 | 1 | 30 | 4 | 33 | 32 | 6 |
| | 18% | 4% | 13% | 19% | 18% | -9% | 36% | 13% | 2% | 10% | 40% | 7% | 23% | 64% | 5% |
| LOCALLY-OWNED AND OPERATED | 57 | 12 | 7 | 8 | - | 3 | 11 | -27 | 6 | - | 78 | 26 | 34 | 64 | -7 |
| | 14% | 8% | 7% | 10% | - | 3% | 15% | -48% | 3% | 2% | 51% | 21% | 13% | 62% | -2% |
| EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN | -77 | 4 | -38 | -27 | -15 | -22 | -14 | -31 | -30 | -7 | -9 | -9 | -67 | 16 | -93 |
| | -19% | 3% | -38% | -33% | -14% | -27% | -19% | -55% | -17% | -37% | -6% | -7% | -25% | 16% | -34% |
| CHARGES TOO MUCH IN FEES | -215 | -83 | -45 | -38 | -54 | -45 | -38 | -24 | -73 | -12 | -106 | -84 | -133 | -82 | -121 |
| | -54% | -59% | -45% | -47% | -52% | -54% | -50% | -42% | -42% | -70% | -69% | -68% | -50% | -80% | -45% |
| MOST CONVENIENT LOCATIONS | -249 | -72 | -70 | -46 | -56 | -54 | -50 | -48 | -109 | -14 | -78 | -76 | -166 | -6 | -225 |
| | -62% | -51% | -71% | -57% | -53% | -66% | -66% | -85% | -63% | -79% | -51% | -62% | -61% | -6% | -83% |

Table 44-1
 QUESTION 31:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Offers best deal for consumers

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|-------------|------------------|-----------------|-----------|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% | |
| **D/S (CREDIT UNION - BANK) | 95 24% | 48 20% | 19 22% | 67 21% | 15 39% | 15 36% | 13 18% | 2 4% | 6 10% | 37 29% | 22 45% | 53 28% | 42 20% | 14 12% | 21 35% | 47 40% | 13 13% | 66 33% | 3 3% | 24 34% | 36 37% | 29 29% | 2 4% | 1 1% | |
| CREDIT UNION | 218 55% | 125 53% | 49 55% | 174 54% | 22 57% | 25 60% | 38 53% | 22 43% | 27 47% | 74 59% | 31 63% | 107 57% | 111 52% | 59 49% | 39 63% | 72 62% | 48 48% | 116 58% | 54 45% | 44 62% | 59 59% | 57 56% | 27 48% | 26 42% | |
| BANK | 123 31% | 77 33% | 30 34% | 107 33% | 7 17% | 10 24% | 25 35% | 20 39% | 21 36% | 37 30% | 9 18% | 54 29% | 69 33% | 45 37% | 18 29% | 25 22% | 35 35% | 50 25% | 51 42% | 20 28% | 22 22% | 28 27% | 25 44% | 26 41% | |
| BOTH | 12 3% | 5 2% | 4 5% | 9 3% | 3 8% | 1 2% | 3 4% | 4 8% | 1 1% | 3 3% | 1 2% | 4 2% | 8 4% | 1 1% | 1 5% | 6 4% | 4 4% | 8 4% | 2 2% | 2 3% | 4 4% | 4 4% | - - | 2 3% | |
| NEITHER ONE | 4 1% | 1 1% | 2 2% | 3 1% | 1 2% | 1 2% | 1 1% | 1 2% | - - | 1 1% | 1 2% | 4 2% | - - | 4 3% | - - | 1 1% | - - | 2 1% | 1 1% | 1 2% | 2 2% | - - | 1 2% | - - | |
| DON'T KNOW | 42 11% | 26 11% | 4 4% | 30 9% | 6 17% | 5 12% | 5 8% | 4 9% | 9 16% | 10 8% | 8 16% | 19 10% | 23 11% | 12 10% | 4 7% | 13 11% | 13 13% | 24 12% | 13 11% | 4 6% | 12 12% | 13 12% | 4 7% | 9 15% | |

Table 44-2

QUESTION 31:
Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Offers best deal for consumers

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|-------------|-----------|-----------|------------|-----------------|-----------|-----------|--------------|----------------|-----------|-----------|-----------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| **D/S (CREDIT UNION - BANK) | 95 24% | 3 8% | 19 26% | 21 20% | 75 26% | 16 33% | 6 10% | 36 26% | 39 26% | 13 17% | 8 29% | 32 39% | 1 2% | 14 39% | 27 20% | 20 21% | 28 20% | 15 36% | 4 9% | 17 18% | 31 22% | 11 23% | 8 20% |
| CREDIT UNION | 218 55% | 15 44% | 36 50% | 50 48% | 166 57% | 26 54% | 25 44% | 79 57% | 86 57% | 40 51% | 16 60% | 51 61% | 19 45% | 23 66% | 69 51% | 51 53% | 74 53% | 26 62% | 23 50% | 50 54% | 75 53% | 27 56% | 22 55% |
| BANK | 123 31% | 12 36% | 17 24% | 29 28% | 90 31% | 10 21% | 19 34% | 43 31% | 47 31% | 26 34% | 8 31% | 19 22% | 18 43% | 9 27% | 42 31% | 31 33% | 46 33% | 10 25% | 19 41% | 33 36% | 44 31% | 16 33% | 14 35% |
| BOTH | 12 3% | 1 4% | 2 3% | 3 3% | 9 3% | 2 4% | 1 2% | 2 1% | 7 5% | 1 1% | - 1% | 2 3% | - - | 1 2% | 8 6% | 1 1% | 5 3% | 3 6% | 1 3% | - - | 5 4% | 1 3% | 3 7% |
| NEITHER ONE | 4 1% | 1 2% | 1 1% | 2 2% | 3 1% | 2 3% | - - | 3 2% | - - | 4 5% | - - | 1 1% | - - | - - | - - | 1 1% | - - | 2 4% | - - | 1 1% | - - | 2 3% | - - |
| DON'T KNOW | 42 11% | 4 13% | 15 22% | 20 19% | 22 8% | 8 17% | 11 20% | 11 8% | 11 7% | 7 8% | 2 7% | 10 13% | 5 12% | 2 6% | 16 12% | 11 12% | 14 10% | 1 3% | 3 6% | 8 8% | 18 13% | 2 5% | 2 4% |

Table 44-3

QUESTION 31:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Offers best deal for consumers

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|---------|--------------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS LESS | OR SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (CREDIT UNION - BANK) | 95 | 4 | 36 | 60 | 15 | 38 | 25 | 22 | - | 56 | 34 | 55 | 7 | 34 | 97 | -2 | 51 | 38 | 43 | 14 | 3 | 26 | 23 | 8 |
| | 24% | 4% | 41% | 31% | 18% | 37% | 21% | 24% | - | 42% | 35% | 28% | 9% | 30% | 27% | -5% | 32% | 17% | 38% | 20% | 5% | 33% | 29% | 13% |
| CREDIT UNION | 218 | 49 | 56 | 113 | 44 | 63 | 61 | 50 | 56 | 85 | 60 | 108 | 39 | 67 | 204 | 14 | 94 | 116 | 71 | 36 | 29 | 48 | 42 | 32 |
| | 55% | 42% | 65% | 59% | 51% | 62% | 52% | 55% | 42% | 64% | 62% | 56% | 47% | 59% | 57% | 34% | 58% | 52% | 64% | 51% | 45% | 60% | 55% | 54% |
| BANK | 123 | 44 | 21 | 53 | 29 | 25 | 36 | 28 | 55 | 29 | 26 | 54 | 32 | 33 | 107 | 16 | 43 | 78 | 29 | 22 | 26 | 22 | 20 | 24 |
| | 31% | 38% | 24% | 28% | 33% | 24% | 31% | 31% | 42% | 22% | 27% | 28% | 38% | 29% | 30% | 40% | 26% | 35% | 26% | 31% | 40% | 27% | 26% | 40% |
| BOTH | 12 | 3 | 1 | 9 | 1 | 3 | 2 | 6 | 5 | 3 | 3 | 8 | 2 | 1 | 12 | - | 2 | 9 | 3 | 1 | 3 | 3 | 4 | 1 |
| | 3% | 2% | 1% | 5% | 1% | 3% | 2% | 7% | 4% | 2% | 3% | 4% | 3% | 1% | 3% | - | 1% | 4% | 2% | 2% | 4% | 4% | 5% | 1% |
| NEITHER ONE | 4 | 1 | 1 | 2 | 2 | 2 | - | - | 1 | 1 | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 2 | 2 | - | 1 | 1 | - | - |
| | 1% | 1% | 1% | 1% | 2% | 2% | - | - | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | - | 1% | 2% | - | - |
| DON'T KNOW | 42 | 19 | 8 | 16 | 10 | 9 | 17 | 7 | 14 | 15 | 7 | 21 | 9 | 11 | 33 | 9 | 20 | 19 | 6 | 11 | 6 | 7 | 11 | 3 |
| | 11% | 17% | 9% | 8% | 12% | 9% | 14% | 8% | 11% | 11% | 7% | 11% | 11% | 10% | 9% | 24% | 13% | 8% | 6% | 16% | 10% | 8% | 14% | 5% |

Table 44-4

QUESTION 31:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Offers best deal for consumers

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (CREDIT UNION - BANK) | 95 | 2 | 99 | 77 | 22 | 40 | 73 | 21 | 44 | 98 | -3 | 80 | 15 | 52 | 27 | 5 | 17 |
| | 24% | 6% | 29% | 27% | 21% | 37% | 25% | 23% | 37% | 35% | -3% | 39% | 31% | 31% | 14% | 10% | 52% |
| CREDIT UNION | 218 | 18 | 196 | 165 | 52 | 65 | 166 | 48 | 72 | 171 | 39 | 129 | 27 | 96 | 97 | 26 | 23 |
| | 55% | 44% | 58% | 57% | 49% | 60% | 55% | 52% | 59% | 60% | 40% | 62% | 56% | 58% | 50% | 47% | 69% |
| BANK | 123 | 16 | 97 | 88 | 30 | 25 | 92 | 27 | 27 | 73 | 41 | 48 | 12 | 44 | 70 | 21 | 6 |
| | 31% | 38% | 28% | 31% | 28% | 23% | 31% | 30% | 22% | 26% | 42% | 23% | 25% | 27% | 36% | 37% | 17% |
| BOTH | 12 | 1 | 10 | 8 | 5 | 2 | 9 | 4 | 3 | 8 | 5 | 5 | 1 | 5 | 6 | 1 | 2 |
| | 3% | 1% | 3% | 3% | 5% | 2% | 3% | 4% | 2% | 3% | 5% | 3% | 3% | 3% | 3% | 3% | 5% |
| NEITHER ONE | 4 | 1 | 3 | 3 | - | 1 | 2 | 2 | 1 | 3 | 2 | 2 | 1 | 4 | 1 | - | - |
| | 1% | 2% | 1% | 1% | - | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 3% | 2% | - | - | - |
| DON'T KNOW | 42 | 6 | 34 | 25 | 19 | 16 | 30 | 10 | 19 | 30 | 11 | 23 | 6 | 16 | 21 | 8 | 3 |
| | 11% | 15% | 10% | 9% | 18% | 15% | 10% | 11% | 16% | 10% | 11% | 11% | 13% | 10% | 11% | 14% | 9% |

Table 44-5

QUESTION 31:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Offers best deal for consumers

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------------|----------------------|--------|------------------------|-----------|-------------|------------|-------|-----------|--------------|-------------|------|---------------|-------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|------|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (CREDIT UNION - BANK) | 95 | 27 | 5 | 2 | 8 | 10 | 2 | 21 | 77 | 57 | 23 | 16 | 24 | 28 | 7 | 60 | 44 | 35 | 39 | 106 | -8 | 121 | -25 |
| | 24% | 39% | 27% | 9% | 10% | 37% | 11% | 14% | 33% | 29% | 25% | 19% | 30% | 35% | 11% | 36% | 16% | 44% | 25% | 33% | -21% | 58% | -13% |
| CREDIT UNION | 218 | 44 | 12 | 8 | 38 | 17 | 10 | 68 | 143 | 118 | 50 | 45 | 47 | 48 | 29 | 104 | 137 | 54 | 86 | 192 | 10 | 153 | 65 |
| | 55% | 63% | 59% | 51% | 48% | 65% | 53% | 46% | 61% | 59% | 54% | 55% | 60% | 61% | 46% | 63% | 50% | 68% | 56% | 60% | 26% | 73% | 34% |
| BANK | 123 | 17 | 6 | 7 | 29 | 8 | 8 | 47 | 66 | 60 | 27 | 29 | 23 | 20 | 22 | 44 | 93 | 19 | 48 | 87 | 18 | 32 | 91 |
| | 31% | 24% | 32% | 41% | 38% | 28% | 43% | 32% | 28% | 30% | 29% | 36% | 29% | 26% | 34% | 27% | 34% | 24% | 31% | 27% | 47% | 15% | 48% |
| BOTH | 12 | 2 | - | - | 4 | - | 1 | 6 | 5 | 5 | 4 | 2 | 1 | 2 | 2 | 5 | 11 | 1 | 3 | 12 | 1 | 11 | 2 |
| | 3% | 3% | - | - | 6% | - | 4% | 4% | 2% | 2% | 4% | 2% | 2% | 3% | 3% | 3% | 4% | 1% | 2% | 4% | 2% | 5% | 1% |
| NEITHER ONE | 4 | - | - | - | - | - | - | 1 | 3 | 3 | 3 | - | - | - | - | 1 | 2 | 1 | - | 2 | 2 | 2 | 2 |
| | 1% | - | - | - | - | - | - | 1% | 1% | 1% | 3% | - | - | - | - | 1% | 1% | 1% | - | 1% | 6% | 1% | 1% |
| DON'T KNOW | 42 | 7 | 2 | 1 | 6 | 2 | - | 25 | 16 | 13 | 9 | 6 | 7 | 8 | 11 | 11 | 32 | 5 | 18 | 28 | 7 | 11 | 31 |
| | 11% | 10% | 9% | 8% | 8% | 7% | - | 17% | 7% | 7% | 10% | 7% | 9% | 11% | 17% | 7% | 12% | 6% | 12% | 9% | 18% | 5% | 16% |

Table 44-6

QUESTION 31:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Offers best deal for consumers

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|----------------|-----------|------------|---------------------------|-----------|------------|-----------|-------------------|-----------|------------|------------|-----------------------|------------|--------------------|--|
| | ===== | | | | ===== | | | | ===== | | | | ===== | | ===== | |
| | TOTAL | NET-CABLE NEWS | WORK NEWS | NEWS-PAPER | NET-NEWS PAPER | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (CREDIT UNION - BANK) | 95 24% | 35 25% | 15 15% | 14 17% | 24 23% | 7 8% | 30 40% | 7 13% | 32 19% | 3 17% | 53 35% | 42 34% | 59 22% | 74 72% | 15 5% | |
| CREDIT UNION | 218 55% | 78 55% | 51 52% | 38 47% | 58 55% | 38 46% | 47 61% | 26 46% | 90 52% | 10 55% | 92 60% | 75 61% | 143 53% | 83 81% | 121 45% | |
| BANK | 123 31% | 43 30% | 36 36% | 25 30% | 33 32% | 31 38% | 16 21% | 19 33% | 58 34% | 7 38% | 39 26% | 33 26% | 84 31% | 9 9% | 107 39% | |
| BOTH | 12 3% | 4 3% | 3 3% | 4 5% | 5 5% | 4 5% | 2 2% | 4 7% | 5 3% | - - | 4 3% | 3 3% | 9 3% | 4 4% | 7 3% | |
| NEITHER ONE | 4 1% | 3 2% | - - | - - | 1 1% | 1 1% | 1 2% | - - | 2 1% | - - | 3 2% | - - | 4 2% | 1 1% | 3 1% | |
| DON'T KNOW | 42 11% | 13 9% | 8 8% | 14 17% | 8 8% | 9 11% | 10 13% | 8 14% | 18 11% | 1 7% | 15 10% | 12 10% | 29 11% | 5 5% | 32 12% | |

Table 45-1
 QUESTION 32:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Locally-owned and operated

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|------------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|---------------|-----------------|-----------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| **D/S (CREDIT UNION - BANK) | 57 14% | 23 10% | 11 12% | 34 10% | 15 40% | 9 22% | 24 34% | -5 -10% | 14 23% | 12 9% | 3 7% | 43 23% | 14 7% | 8 6% | 17 27% | 35 30% | -2 -2% | 37 18% | -3 -2% | 24 34% | 22 22% | 15 14% | - - | -3 -4% |
| CREDIT UNION | 205 51% | 115 49% | 45 51% | 160 49% | 24 63% | 24 58% | 40 56% | 21 40% | 32 55% | 63 50% | 24 50% | 110 59% | 95 45% | 58 49% | 37 60% | 67 57% | 43 43% | 105 52% | 52 43% | 45 64% | 57 58% | 48 47% | 26 46% | 26 41% |
| BANK | 148 37% | 92 39% | 35 39% | 126 39% | 9 23% | 15 36% | 16 22% | 26 50% | 19 32% | 52 41% | 21 43% | 67 36% | 81 38% | 51 42% | 20 33% | 32 27% | 45 45% | 68 34% | 55 45% | 21 30% | 35 36% | 33 33% | 27 46% | 28 45% |
| BOTH | 9 2% | 4 2% | 1 1% | 5 2% | 1 4% | - - | 2 3% | 3 6% | 2 4% | - - | 1 2% | 3 2% | 6 3% | 2 2% | 1 1% | 4 3% | 2 2% | 6 3% | - - | 3 4% | 3 3% | 3 3% | - - | - - |
| NEITHER ONE | 10 3% | 6 2% | 2 3% | 8 2% | 1 3% | 1 2% | 5 7% | - - | 1 1% | 2 2% | 1 3% | 5 2% | 6 3% | 5 4% | 1 2% | 3 2% | 2 2% | 6 3% | 5 4% | - - | 1 1% | 4 4% | 3 6% | 1 2% |
| DON'T KNOW | 28 7% | 19 8% | 5 6% | 24 7% | 2 6% | 2 4% | 9 12% | 1 3% | 5 9% | 10 8% | 1 2% | 3 1% | 25 12% | 4 4% | 2 3% | 12 10% | 9 9% | 15 8% | 9 7% | 2 3% | 2 2% | 13 13% | 1 2% | 8 13% |

Table 45-2
 QUESTION 32:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Locally-owned and operated

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (CREDIT UNION - BANK) | 57 | 10 | 22 | 32 | 27 | 16 | 16 | 27 | - | 5 | 12 | 25 | 2 | 4 | 7 | 11 | 12 | 12 | -1 | 7 | 17 | 4 | 6 |
| | 14% | 29% | 31% | 31% | 9% | 33% | 29% | 20% | - | 7% | 45% | 30% | 6% | 12% | 5% | 12% | 8% | 28% | -3% | 7% | 12% | 9% | 16% |
| CREDIT UNION | 205 | 20 | 40 | 60 | 143 | 31 | 29 | 79 | 65 | 38 | 19 | 53 | 21 | 18 | 56 | 50 | 64 | 26 | 19 | 46 | 69 | 24 | 21 |
| | 51% | 61% | 56% | 58% | 49% | 64% | 52% | 57% | 43% | 48% | 72% | 64% | 49% | 51% | 42% | 53% | 46% | 63% | 40% | 49% | 48% | 49% | 53% |
| BANK | 148 | 10 | 18 | 28 | 117 | 15 | 13 | 52 | 65 | 32 | 7 | 28 | 18 | 13 | 49 | 39 | 53 | 15 | 20 | 39 | 52 | 20 | 15 |
| | 37% | 31% | 25% | 27% | 40% | 31% | 23% | 37% | 43% | 42% | 27% | 34% | 43% | 38% | 37% | 41% | 38% | 35% | 43% | 42% | 37% | 41% | 37% |
| BOTH | 9 | 1 | 1 | 2 | 6 | 1 | 1 | 2 | 5 | 1 | - | 2 | 1 | 1 | 4 | 1 | 3 | - | 1 | 1 | 3 | 1 | - |
| | 2% | 4% | 1% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 1% | 2% | 3% | 2% | 3% | 1% | 2% | - | 3% | 1% | 2% | 2% | - |
| NEITHER ONE | 10 | 1 | 1 | 2 | 8 | 1 | 1 | 4 | 4 | 5 | - | - | - | 1 | 4 | 3 | 2 | - | 2 | 3 | 2 | 1 | 1 |
| | 3% | 2% | 2% | 2% | 3% | 1% | 3% | 3% | 3% | 6% | - | - | - | 4% | 3% | 3% | 2% | - | 5% | 4% | 2% | 3% | 2% |
| DON'T KNOW | 28 | 1 | 11 | 11 | 15 | 1 | 11 | 2 | 13 | 2 | - | 1 | 2 | 2 | 20 | 2 | 17 | 1 | 5 | 3 | 16 | 2 | 3 |
| | 7% | 2% | 15% | 11% | 5% | 1% | 19% | 2% | 9% | 3% | - | 1% | 5% | 5% | 15% | 2% | 12% | 1% | 10% | 3% | 11% | 5% | 7% |

Table 45-3

QUESTION 32:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Locally-owned and operated

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|---------|--------------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS LESS | OR SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (CREDIT UNION - BANK) | 57 | -14 | 23 | 49 | 1 | 42 | 8 | 7 | -10 | 33 | 38 | 20 | -2 | 37 | 59 | -2 | 36 | 17 | 33 | 11 | 5 | 14 | 15 | -1 |
| | 14% | -12% | 27% | 25% | 1% | 41% | 7% | 8% | -7% | 25% | 39% | 11% | -2% | 33% | 16% | -6% | 22% | 7% | 30% | 16% | 8% | 18% | 20% | -2% |
| CREDIT UNION | 205 | 45 | 51 | 109 | 42 | 69 | 54 | 40 | 56 | 76 | 62 | 96 | 39 | 67 | 189 | 16 | 91 | 107 | 68 | 37 | 28 | 43 | 43 | 26 |
| | 51% | 39% | 59% | 56% | 48% | 67% | 47% | 44% | 42% | 57% | 63% | 50% | 46% | 59% | 53% | 39% | 56% | 48% | 62% | 53% | 43% | 53% | 55% | 43% |
| BANK | 148 | 59 | 28 | 60 | 41 | 27 | 46 | 33 | 65 | 43 | 23 | 76 | 41 | 30 | 130 | 18 | 54 | 90 | 35 | 26 | 22 | 28 | 27 | 27 |
| | 37% | 51% | 32% | 31% | 47% | 26% | 39% | 36% | 50% | 32% | 24% | 39% | 48% | 27% | 36% | 45% | 33% | 40% | 32% | 37% | 34% | 35% | 35% | 45% |
| BOTH | 9 | 1 | 1 | 7 | 2 | 1 | - | 6 | 3 | 3 | 2 | 6 | 1 | 1 | 9 | - | 3 | 6 | 1 | - | 3 | 1 | 1 | 1 |
| | 2% | 1% | 2% | 3% | 2% | 1% | - | 7% | 2% | 3% | 2% | 3% | 1% | 1% | 2% | - | 2% | 3% | 1% | - | 5% | 1% | 2% | 2% |
| NEITHER ONE | 10 | 1 | 1 | 9 | - | 5 | 2 | 4 | 1 | 5 | 5 | 3 | 2 | 5 | 10 | - | 5 | 6 | 2 | 1 | 5 | 1 | 3 | - |
| | 3% | - | 1% | 5% | - | 4% | 1% | 5% | - | 3% | 5% | 1% | 2% | 5% | 3% | - | 3% | 2% | 1% | 1% | 7% | 1% | 4% | - |
| DON'T KNOW | 28 | 11 | 5 | 9 | 2 | 1 | 15 | 8 | 7 | 6 | 6 | 13 | 2 | 9 | 22 | 6 | 9 | 17 | 5 | 7 | 7 | 7 | 4 | 6 |
| | 7% | 9% | 6% | 5% | 2% | 1% | 13% | 8% | 5% | 5% | 6% | 7% | 2% | 8% | 6% | 15% | 6% | 7% | 4% | 10% | 11% | 9% | 5% | 10% |

Table 45-4

QUESTION 32:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Locally-owned and operated

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (CREDIT UNION - BANK) | 57 | -2 | 63 | 42 | -7 | 11 | 43 | 14 | 37 | 72 | -19 | 57 | 20 | 40 | 6 | -5 | 14 |
| | 14% | -5% | 18% | 15% | -6% | 10% | 14% | 15% | 30% | 25% | -20% | 28% | 42% | 24% | 3% | -8% | 42% |
| CREDIT UNION | 205 | 18 | 183 | 150 | 44 | 54 | 153 | 48 | 73 | 163 | 30 | 121 | 32 | 92 | 88 | 22 | 22 |
| | 51% | 44% | 54% | 52% | 42% | 49% | 51% | 52% | 60% | 58% | 31% | 58% | 66% | 56% | 45% | 40% | 68% |
| BANK | 148 | 21 | 120 | 108 | 51 | 42 | 110 | 34 | 37 | 91 | 50 | 64 | 12 | 53 | 82 | 27 | 8 |
| | 37% | 49% | 35% | 37% | 48% | 39% | 37% | 37% | 30% | 32% | 51% | 31% | 24% | 32% | 42% | 49% | 25% |
| BOTH | 9 | 2 | 4 | 3 | - | 3 | 5 | 3 | 3 | 8 | 1 | 5 | 2 | 8 | 1 | - | - |
| | 2% | 6% | 1% | 1% | - | 2% | 2% | 4% | 2% | 3% | 1% | 3% | 5% | 5% | 1% | - | - |
| NEITHER ONE | 10 | - | 10 | 8 | 2 | 1 | 9 | 2 | 2 | 7 | 3 | 6 | - | 5 | 5 | 1 | 1 |
| | 3% | - | 3% | 3% | 2% | 1% | 3% | 2% | 2% | 2% | 3% | 3% | - | 3% | 3% | 3% | 2% |
| DON'T KNOW | 28 | 1 | 23 | 20 | 8 | 9 | 22 | 5 | 7 | 14 | 13 | 11 | 3 | 7 | 18 | 5 | 2 |
| | 7% | 2% | 7% | 7% | 8% | 9% | 7% | 5% | 6% | 5% | 14% | 5% | 5% | 4% | 9% | 9% | 5% |

Table 45-5

QUESTION 32:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Locally-owned and operated

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------------|----------------------|--------|------------------------|---------------------|-------------|------------|-------|-----------|--------------|------------------|------|---------------|-------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| **D/S (CREDIT UNION - BANK) | 57 | 21 | 12 | 7 | 12 | 7 | -8 | -6 | 66 | 50 | 17 | 13 | 6 | 25 | -5 | 43 | 18 | 19 | 29 | 77 | -16 | 81 | -24 |
| CREDIT UNION | 205 | 40 | 15 | 11 | 40 | 16 | 5 | 61 | 139 | 115 | 49 | 42 | 39 | 48 | 24 | 96 | 130 | 47 | 86 | 181 | 9 | 134 | 71 |
| BANK | 148 | 19 | 4 | 4 | 28 | 9 | 13 | 67 | 72 | 65 | 32 | 30 | 34 | 23 | 29 | 53 | 112 | 28 | 57 | 104 | 25 | 53 | 95 |
| BOTH | 9 | 3 | - | 1 | 1 | - | - | 3 | 3 | 1 | 3 | 3 | - | 2 | 3 | 2 | 5 | 2 | 1 | 8 | 1 | 5 | 4 |
| NEITHER ONE | 10 | 4 | - | - | 3 | - | 1 | 3 | 6 | 5 | 4 | 1 | 2 | 2 | - | 3 | 9 | 1 | 1 | 6 | 3 | 6 | 4 |
| DON'T KNOW | 28 | 4 | 1 | 1 | 6 | 2 | - | 13 | 12 | 12 | 4 | 5 | 3 | 5 | 7 | 11 | 20 | 2 | 11 | 22 | - | 11 | 17 |

Table 45-6

QUESTION 32:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Locally-owned and operated

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|----------------|-----------|------------|---------------------------|-----------|------------|-------------|-------------------|-----------|------------|------------|-----------------------|------------|--------------------|--|
| | ===== | | | | ===== | | | | ===== | | | | ===== | | ===== | |
| | TOTAL | NET-CABLE NEWS | WORK NEWS | NEWS-PAPER | NET-NEWS PAPER | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (CREDIT UNION - BANK) | 57 14% | 12 8% | 7 7% | 8 10% | - - | 3 3% | 11 15% | -27 -48% | 6 3% | - 2% | 78 51% | 26 21% | 34 13% | 64 62% | -7 -2% | |
| CREDIT UNION | 205 51% | 71 50% | 47 47% | 35 44% | 49 47% | 34 42% | 41 53% | 11 20% | 82 47% | 7 39% | 105 69% | 68 55% | 135 50% | 80 78% | 115 43% | |
| BANK | 148 37% | 59 42% | 40 41% | 27 33% | 49 47% | 32 38% | 30 39% | 38 67% | 76 44% | 6 37% | 27 18% | 42 34% | 101 37% | 16 16% | 122 45% | |
| BOTH | 9 2% | 4 3% | - - | 3 4% | 1 1% | 6 7% | 1 1% | 2 4% | 2 1% | 1 3% | 4 3% | 1 1% | 7 3% | 2 2% | 5 2% | |
| NEITHER ONE | 10 3% | 3 2% | 2 2% | 5 6% | 3 3% | 2 2% | 1 2% | 1 2% | 3 2% | - - | 6 4% | 7 6% | 3 1% | 1 1% | 9 3% | |
| DON'T KNOW | 28 7% | 4 3% | 10 10% | 11 13% | 3 3% | 9 11% | 4 5% | 4 7% | 10 6% | 4 20% | 11 7% | 5 4% | 22 8% | 4 4% | 19 7% | |

Table 46-1
 QUESTION 33:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Most convenient locations

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|------|--------|-------|-------|-------|------|-------|-----------|-------|-----------|------------------|---------------|-----------------|------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (CREDIT UNION - BANK) | -249 | -142 | -47 | -188 | -32 | -23 | -60 | -13 | -46 | -83 | -24 | -121 | -128 | -89 | -39 | -55 | -66 | -148 | -77 | -20 | -77 | -71 | -35 | -42 |
| | -62% | -60% | -53% | -58% | -83% | -55% | -83% | -26% | -78% | -65% | -48% | -64% | -60% | -74% | -63% | -47% | -66% | -74% | -64% | -28% | -78% | -70% | -61% | -67% |
| CREDIT UNION | 59 | 38 | 17 | 55 | 2 | 7 | 5 | 15 | 4 | 18 | 10 | 28 | 31 | 15 | 11 | 25 | 8 | 16 | 18 | 23 | 6 | 10 | 11 | 7 |
| | 15% | 16% | 19% | 17% | 4% | 16% | 6% | 30% | 7% | 14% | 20% | 15% | 14% | 12% | 18% | 21% | 8% | 8% | 15% | 32% | 7% | 10% | 20% | 11% |
| BANK | 308 | 179 | 63 | 243 | 34 | 30 | 65 | 28 | 50 | 101 | 34 | 149 | 159 | 104 | 50 | 80 | 74 | 164 | 96 | 43 | 83 | 81 | 46 | 50 |
| | 77% | 76% | 72% | 75% | 87% | 71% | 90% | 55% | 85% | 80% | 69% | 79% | 75% | 86% | 81% | 68% | 74% | 82% | 79% | 60% | 85% | 79% | 80% | 78% |
| BOTH | 26 | 13 | 6 | 19 | 3 | 5 | 2 | 6 | 2 | 6 | 4 | 7 | 19 | 1 | - | 10 | 15 | 15 | 6 | 4 | 7 | 8 | - | 6 |
| | 6% | 6% | 7% | 6% | 9% | 13% | 3% | 12% | 4% | 5% | 7% | 4% | 9% | - | 1% | 8% | 15% | 8% | 5% | 5% | 7% | 8% | - | 9% |
| NEITHER ONE | 1 | 1 | - | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | 1% | - | - | - | - | - | 1% | - | - |
| DON'T KNOW | 7 | 4 | 2 | 6 | - | - | 1 | 1 | 2 | 1 | 2 | 3 | 3 | 1 | - | 2 | 3 | 4 | 1 | 2 | 2 | 2 | - | 1 |
| | 2% | 2% | 2% | 2% | - | - | 1% | 1% | 4% | 1% | 4% | 2% | 2% | 1% | - | 2% | 3% | 2% | 1% | 3% | 2% | 2% | - | 2% |

Table 46-2
 QUESTION 33:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Most convenient locations

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-----------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|--------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (CREDIT UNION - BANK) | -249 | -25 | -41 | -66 | -179 | -33 | -33 | -88 | -91 | -56 | -20 | -45 | -33 | -19 | -76 | -56 | -86 | -23 | -24 | -53 | -89 | -36 | -10 |
| | -62% | -74% | -58% | -63% | -62% | -69% | -59% | -63% | -60% | -72% | -74% | -54% | -78% | -54% | -57% | -58% | -62% | -55% | -51% | -57% | -62% | -74% | -26% |
| CREDIT UNION | 59 | 3 | 13 | 16 | 42 | 6 | 10 | 22 | 21 | 11 | 3 | 14 | 4 | 8 | 19 | 17 | 20 | 9 | 8 | 20 | 18 | 5 | 11 |
| | 15% | 8% | 18% | 15% | 15% | 13% | 17% | 16% | 14% | 14% | 12% | 17% | 9% | 23% | 14% | 18% | 15% | 21% | 17% | 21% | 13% | 11% | 29% |
| BANK | 308 | 27 | 54 | 82 | 221 | 39 | 43 | 109 | 112 | 67 | 23 | 59 | 37 | 27 | 95 | 73 | 106 | 31 | 32 | 73 | 107 | 42 | 22 |
| | 77% | 82% | 77% | 79% | 76% | 81% | 76% | 79% | 74% | 86% | 86% | 71% | 87% | 77% | 71% | 76% | 76% | 76% | 68% | 79% | 75% | 85% | 55% |
| BOTH | 26 | 1 | 3 | 4 | 22 | 1 | 4 | 6 | 15 | - | - | 7 | 1 | - | 18 | 2 | 11 | 1 | 5 | - | 13 | 1 | 5 |
| | 6% | 4% | 4% | 4% | 7% | 1% | 6% | 5% | 10% | - | 1% | 8% | 1% | - | 13% | 2% | 8% | 3% | 10% | - | 9% | 1% | 14% |
| NEITHER ONE | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | 1% | - | - | - | 1% | - | - |
| DON'T KNOW | 7 | 2 | 1 | 2 | 4 | 2 | - | 1 | 3 | - | - | 3 | 1 | - | 2 | 3 | 1 | - | 2 | - | 4 | 1 | 1 |
| | 2% | 5% | 1% | 2% | 1% | 5% | - | 1% | 2% | - | - | 4% | 3% | - | 2% | 4% | - | - | 4% | - | 3% | 2% | 2% |

Table 46-3

QUESTION 33:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Most convenient locations

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (CREDIT UNION - BANK) | -249 | -79 | -51 | -114 | -46 | -75 | -84 | -40 | -79 | -83 | -68 | -124 | -47 | -71 | -221 | -28 | -105 | -143 | -72 | -44 | -45 | -50 | -49 | -34 |
| | -62% | -68% | -59% | -59% | -53% | -73% | -72% | -43% | -60% | -63% | -70% | -64% | -55% | -63% | -61% | -70% | -65% | -64% | -65% | -64% | -69% | -62% | -63% | -56% |
| CREDIT UNION | 59 | 13 | 14 | 32 | 18 | 11 | 9 | 22 | 20 | 19 | 12 | 24 | 18 | 17 | 55 | 4 | 21 | 33 | 18 | 9 | 6 | 13 | 11 | 12 |
| | 15% | 11% | 16% | 17% | 21% | 10% | 8% | 24% | 15% | 14% | 13% | 12% | 21% | 15% | 15% | 10% | 13% | 15% | 16% | 13% | 9% | 16% | 14% | 20% |
| BANK | 308 | 92 | 65 | 146 | 64 | 85 | 93 | 61 | 98 | 102 | 81 | 148 | 64 | 89 | 276 | 32 | 125 | 176 | 90 | 54 | 51 | 63 | 60 | 46 |
| | 77% | 79% | 76% | 76% | 74% | 84% | 80% | 67% | 75% | 77% | 83% | 76% | 76% | 79% | 77% | 81% | 77% | 78% | 81% | 77% | 77% | 78% | 77% | 76% |
| BOTH | 26 | 10 | 5 | 11 | 3 | 4 | 12 | 6 | 11 | 9 | 3 | 17 | 2 | 7 | 25 | 1 | 11 | 14 | 3 | 5 | 7 | 3 | 6 | 2 |
| | 6% | 8% | 6% | 6% | 3% | 4% | 11% | 7% | 8% | 7% | 4% | 9% | 2% | 6% | 7% | 2% | 7% | 6% | 3% | 8% | 10% | 4% | 8% | 4% |
| NEITHER ONE | 1 | - | - | 1 | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | 1% | - | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| DON'T KNOW | 7 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 5 | 1 | - | 4 | 3 | 4 | 2 | - | 2 | 2 | 1 | 1 | - |
| | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | - | 1% | 7% | 3% | 1% | - | 2% | 4% | 1% | 2% | - |

Table 46-4

QUESTION 33:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Most convenient locations

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|-----------|----------------------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | CLIN- TON | PROB/ LEAN CLIN- TON |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (CREDIT UNION - BANK) | -249 | -32 | -207 | -170 | -62 | -79 | -188 | -62 | -83 | -168 | -69 | -125 | -28 | -101 | -122 | -38 | -27 |
| | -62% | -76% | -61% | -59% | -59% | -72% | -63% | -67% | -69% | -59% | -71% | -60% | -59% | -62% | -63% | -68% | -82% |
| CREDIT UNION | 59 | 3 | 53 | 49 | 17 | 12 | 44 | 11 | 13 | 47 | 10 | 33 | 9 | 26 | 28 | 6 | 1 |
| | 15% | 7% | 15% | 17% | 16% | 11% | 15% | 12% | 11% | 17% | 10% | 16% | 18% | 16% | 14% | 11% | 4% |
| BANK | 308 | 35 | 260 | 219 | 79 | 91 | 233 | 73 | 96 | 215 | 78 | 158 | 37 | 128 | 149 | 44 | 29 |
| | 77% | 83% | 76% | 75% | 75% | 84% | 78% | 79% | 79% | 76% | 81% | 76% | 77% | 78% | 77% | 79% | 86% |
| BOTH | 26 | 2 | 22 | 17 | 7 | 4 | 17 | 8 | 11 | 17 | 7 | 13 | 3 | 9 | 14 | 4 | 2 |
| | 6% | 6% | 6% | 6% | 7% | 4% | 6% | 8% | 9% | 6% | 8% | 6% | 6% | 6% | 7% | 7% | 6% |
| NEITHER ONE | 1 | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | 1 | - | - | 1 | - | - |
| | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - |
| DON'T KNOW | 7 | 2 | 5 | 5 | 2 | 2 | 4 | 1 | 1 | 3 | 2 | 3 | - | 1 | 3 | 1 | 1 |
| | 2% | 4% | 2% | 2% | 2% | 2% | 1% | 1% | - | 1% | 2% | 1% | - | - | 1% | 2% | 3% |

Table 46-5
 QUESTION 33:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Most convenient locations

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|-----------------------------|----------------------|--------|------------------------|-----------|-------------|------------|-------|-----------|--------------|------------------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|------|------|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (CREDIT UNION - BANK) | -249 | -47 | -20 | -8 | -42 | -17 | -15 | -95 | -147 | -120 | -68 | -51 | -61 | -47 | -53 | -112 | -186 | -47 | -105 | -176 | -38 | -95 | -153 |
| | -62% | -67% | -100% | -48% | -54% | -62% | -80% | -64% | -63% | -60% | -74% | -63% | -77% | -59% | -84% | -67% | -67% | -58% | -68% | -55% | -98% | -46% | -80% |
| CREDIT UNION | 59 | 10 | - | 4 | 14 | 4 | 2 | 20 | 34 | 33 | 11 | 10 | 7 | 12 | 2 | 22 | 35 | 14 | 18 | 57 | - | 47 | 12 |
| | 15% | 15% | - | 24% | 18% | 15% | 8% | 14% | 15% | 17% | 12% | 13% | 9% | 16% | 4% | 13% | 13% | 17% | 12% | 18% | - | 22% | 6% |
| BANK | 308 | 57 | 20 | 12 | 56 | 21 | 17 | 115 | 182 | 153 | 79 | 61 | 68 | 59 | 55 | 134 | 220 | 60 | 124 | 233 | 38 | 142 | 165 |
| | 77% | 81% | 100% | 72% | 72% | 77% | 88% | 78% | 78% | 77% | 86% | 76% | 87% | 75% | 87% | 81% | 80% | 75% | 79% | 73% | 98% | 68% | 87% |
| BOTH | 26 | 3 | - | - | 7 | 2 | 1 | 9 | 13 | 10 | 2 | 7 | 3 | 4 | 6 | 9 | 17 | 6 | 9 | 24 | 1 | 19 | 7 |
| | 6% | 4% | - | - | 8% | 9% | 4% | 6% | 5% | 5% | 2% | 8% | 4% | 5% | 9% | 5% | 6% | 7% | 6% | 7% | 2% | 9% | 4% |
| NEITHER ONE | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | 1 | - | 1 | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - |
| DON'T KNOW | 7 | - | - | 1 | 1 | - | - | 3 | 3 | 3 | - | 2 | - | 3 | - | 1 | 3 | - | 5 | 6 | - | 1 | 6 |
| | 2% | - | - | 4% | 1% | - | - | 2% | 1% | 1% | - | 3% | - | 4% | - | 1% | 1% | - | 3% | 2% | - | - | 3% |

Table 46-6

QUESTION 33:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Most convenient locations

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|-------------|-------------|-------------|---------------------------|-------------|-------------|-------------|------------------|-------------|-------------|-------------|-----------------------|------------|--------------------|--|
| | TOTAL | NET-NEWS | | NEWS-PAPER | NET-NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- | | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| | | CABLE NEWS | WORK NEWS | | WORK NEWS | NEWS | | | OTHER | URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (CREDIT UNION - BANK) | -249 -62% | -72 -51% | -70 -71% | -46 -57% | -56 -53% | -54 -66% | -50 -66% | -48 -85% | -109 -63% | -14 -79% | -78 -51% | -76 -62% | -166 -61% | -6 -6% | -225 -83% | |
| CREDIT UNION | 59 15% | 28 20% | 12 12% | 11 14% | 20 19% | 10 12% | 11 14% | 1 2% | 24 14% | 2 11% | 32 21% | 21 17% | 38 14% | 43 42% | 15 6% | |
| BANK | 308 77% | 100 71% | 82 83% | 58 71% | 76 73% | 64 78% | 61 80% | 49 86% | 134 77% | 16 89% | 110 72% | 97 79% | 204 76% | 49 48% | 240 89% | |
| BOTH | 26 6% | 9 7% | 4 4% | 11 14% | 5 5% | 8 9% | 4 5% | 7 12% | 12 7% | - - | 7 4% | 3 3% | 22 8% | 9 9% | 12 4% | |
| NEITHER ONE | 1 - | 1 1% | - - | - - | - - | - - | - - | - - | 1 - | - - | - - | - - | 1 - | 1 1% | - - | |
| DON'T KNOW | 7 2% | 3 2% | 1 1% | 1 1% | 3 3% | 1 1% | - - | - - | 2 1% | - - | 5 3% | 2 2% | 5 2% | - - | 4 1% | |

Table 47-1
 QUESTION 34:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Charges too much in fees

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|------|--------|-------|-------|-------|------|-------|-----------|-------|-----------|------------------|---------------|-----------------|------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (CREDIT UNION - BANK) | -215 | -118 | -50 | -168 | -23 | -27 | -43 | -14 | -37 | -69 | -25 | -103 | -112 | -51 | -50 | -73 | -41 | -116 | -45 | -49 | -58 | -58 | -17 | -28 |
| | -54% | -50% | -57% | -52% | -60% | -65% | -59% | -27% | -63% | -54% | -50% | -55% | -53% | -42% | -80% | -62% | -41% | -58% | -37% | -69% | -59% | -57% | -30% | -43% |
| CREDIT UNION | 52 | 34 | 10 | 44 | 3 | 2 | 10 | 10 | 5 | 19 | 5 | 29 | 23 | 26 | 3 | 9 | 14 | 19 | 28 | 5 | 11 | 8 | 16 | 11 |
| | 13% | 15% | 11% | 14% | 8% | 5% | 14% | 19% | 9% | 15% | 10% | 15% | 11% | 21% | 5% | 7% | 14% | 10% | 23% | 7% | 11% | 8% | 28% | 18% |
| BANK | 266 | 152 | 60 | 212 | 26 | 30 | 53 | 24 | 43 | 88 | 30 | 132 | 135 | 77 | 53 | 82 | 55 | 135 | 73 | 54 | 70 | 66 | 34 | 39 |
| | 67% | 65% | 68% | 66% | 68% | 70% | 73% | 46% | 72% | 69% | 60% | 70% | 64% | 64% | 85% | 70% | 55% | 68% | 60% | 76% | 71% | 65% | 59% | 61% |
| BOTH | 19 | 10 | 4 | 14 | 3 | - | 4 | 3 | 2 | 4 | 6 | 7 | 12 | 5 | 2 | 4 | 8 | 7 | 6 | 4 | 4 | 3 | 2 | 4 |
| | 5% | 4% | 4% | 4% | 8% | - | 5% | 5% | 4% | 3% | 12% | 4% | 6% | 4% | 3% | 3% | 8% | 4% | 5% | 5% | 4% | 3% | 3% | 7% |
| NEITHER ONE | 14 | 8 | 2 | 10 | 2 | 4 | 2 | 4 | 1 | 2 | 1 | 3 | 10 | 1 | 1 | 6 | 6 | 8 | 4 | 2 | 3 | 5 | - | 4 |
| | 3% | 3% | 3% | 3% | 5% | 9% | 3% | 7% | 1% | 2% | 3% | 2% | 5% | 1% | 2% | 5% | 6% | 4% | 3% | 3% | 4% | 4% | - | 6% |
| DON'T KNOW | 50 | 31 | 12 | 43 | 4 | 7 | 3 | 11 | 8 | 13 | 7 | 17 | 33 | 12 | 3 | 17 | 17 | 30 | 11 | 6 | 11 | 20 | 6 | 6 |
| | 12% | 13% | 14% | 13% | 11% | 16% | 4% | 22% | 14% | 11% | 14% | 9% | 15% | 10% | 5% | 15% | 17% | 15% | 9% | 9% | 11% | 19% | 10% | 9% |

Table 47-2
 QUESTION 34:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Charges too much in fees

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (CREDIT UNION - BANK) | -215 | -20 | -37 | -58 | -155 | -32 | -26 | -70 | -85 | -30 | -18 | -54 | -21 | -31 | -60 | -33 | -85 | -31 | -20 | -41 | -77 | -35 | -16 |
| | -54% | -62% | -53% | -56% | -53% | -66% | -47% | -51% | -56% | -39% | -68% | -65% | -49% | -90% | -45% | -35% | -61% | -74% | -42% | -44% | -54% | -71% | -40% |
| CREDIT UNION | 52 | 4 | 10 | 14 | 38 | 4 | 10 | 25 | 13 | 18 | 3 | 8 | 8 | - | 15 | 22 | 12 | 3 | 7 | 19 | 15 | 5 | 5 |
| | 13% | 11% | 15% | 14% | 13% | 9% | 17% | 18% | 9% | 23% | 11% | 9% | 18% | - | 11% | 24% | 8% | 7% | 15% | 21% | 10% | 9% | 14% |
| BANK | 266 | 24 | 48 | 72 | 192 | 36 | 36 | 94 | 98 | 48 | 21 | 62 | 28 | 31 | 75 | 56 | 96 | 34 | 27 | 60 | 92 | 39 | 21 |
| | 67% | 73% | 67% | 69% | 66% | 76% | 64% | 68% | 65% | 62% | 79% | 74% | 67% | 90% | 56% | 59% | 69% | 81% | 57% | 65% | 65% | 80% | 54% |
| BOTH | 19 | - | 6 | 6 | 10 | 2 | 4 | 5 | 5 | 3 | 1 | 3 | 3 | 1 | 8 | 3 | 7 | 3 | 1 | 3 | 8 | 1 | 3 |
| | 5% | - | 8% | 5% | 4% | 3% | 7% | 4% | 3% | 3% | 3% | 4% | 7% | 2% | 6% | 3% | 5% | 7% | 2% | 3% | 5% | 2% | 7% |
| NEITHER ONE | 14 | 1 | 2 | 3 | 11 | - | 3 | 3 | 7 | 1 | 1 | 2 | - | 1 | 10 | 1 | 7 | - | 2 | 1 | 7 | - | 2 |
| | 3% | 4% | 2% | 3% | 4% | - | 5% | 3% | 5% | 1% | 2% | 3% | - | 2% | 7% | 1% | 5% | - | 5% | 1% | 5% | - | 6% |
| DON'T KNOW | 50 | 4 | 6 | 9 | 39 | 6 | 4 | 10 | 28 | 8 | 1 | 8 | 4 | 2 | 26 | 13 | 18 | 2 | 10 | 10 | 21 | 4 | 8 |
| | 12% | 12% | 8% | 9% | 13% | 12% | 7% | 8% | 19% | 10% | 4% | 9% | 9% | 6% | 20% | 14% | 13% | 5% | 22% | 10% | 15% | 9% | 20% |

Table 47-3

QUESTION 34:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Charges too much in fees

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (CREDIT UNION - BANK) | -215 | -40 | -54 | -123 | -38 | -65 | -56 | -59 | -45 | -86 | -70 | -109 | -48 | -58 | -197 | -18 | -99 | -108 | -75 | -29 | -18 | -49 | -47 | -35 |
| | -54% | -35% | -62% | -64% | -44% | -64% | -48% | -64% | -34% | -65% | -72% | -56% | -57% | -52% | -55% | -44% | -61% | -48% | -68% | -42% | -28% | -60% | -60% | -59% |
| CREDIT UNION | 52 | 26 | 7 | 16 | 18 | 11 | 14 | 6 | 27 | 13 | 6 | 23 | 10 | 16 | 43 | 9 | 14 | 37 | 11 | 12 | 16 | 11 | 4 | 5 |
| | 13% | 22% | 8% | 9% | 21% | 10% | 12% | 6% | 20% | 10% | 6% | 12% | 12% | 14% | 12% | 22% | 9% | 17% | 10% | 17% | 25% | 13% | 6% | 8% |
| BANK | 266 | 66 | 61 | 140 | 56 | 75 | 70 | 65 | 72 | 99 | 76 | 132 | 57 | 74 | 240 | 27 | 114 | 145 | 86 | 41 | 34 | 59 | 51 | 40 |
| | 67% | 57% | 70% | 72% | 65% | 74% | 60% | 71% | 55% | 75% | 78% | 68% | 68% | 66% | 67% | 66% | 70% | 65% | 78% | 59% | 52% | 74% | 66% | 66% |
| BOTH | 19 | 6 | 3 | 9 | 2 | 5 | 6 | 4 | 8 | 3 | 4 | 8 | 4 | 4 | 17 | 2 | 10 | 7 | 2 | 2 | 4 | - | 4 | 5 |
| | 5% | 5% | 3% | 4% | 3% | 4% | 5% | 4% | 6% | 2% | 4% | 4% | 5% | 3% | 5% | 5% | 6% | 3% | 2% | 3% | 6% | - | 5% | 8% |
| NEITHER ONE | 14 | 4 | 4 | 6 | 1 | 3 | 7 | 3 | 4 | 6 | 2 | 8 | 2 | 3 | 14 | - | 5 | 9 | 1 | 4 | 4 | 2 | 6 | - |
| | 3% | 3% | 4% | 3% | 1% | 3% | 6% | 4% | 3% | 5% | 2% | 4% | 3% | 3% | 4% | - | 3% | 4% | 1% | 5% | 6% | 2% | 8% | 1% |
| DON'T KNOW | 50 | 15 | 12 | 22 | 8 | 9 | 19 | 14 | 20 | 10 | 10 | 22 | 10 | 16 | 47 | 2 | 20 | 26 | 9 | 11 | 7 | 9 | 12 | 11 |
| | 12% | 13% | 14% | 12% | 9% | 9% | 16% | 15% | 16% | 8% | 10% | 11% | 12% | 14% | 13% | 6% | 12% | 11% | 8% | 16% | 11% | 11% | 15% | 18% |

Table 47-4

QUESTION 34:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Charges too much in fees

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (CREDIT UNION - BANK) | -215 | -7 | -204 | -167 | -61 | -75 | -159 | -49 | -66 | -171 | -35 | -127 | -39 | -102 | -86 | -32 | -23 |
| | -54% | -17% | -60% | -58% | -58% | -69% | -53% | -53% | -55% | -60% | -36% | -61% | -81% | -62% | -44% | -57% | -69% |
| CREDIT UNION | 52 | 13 | 35 | 33 | 8 | 6 | 40 | 12 | 15 | 28 | 21 | 19 | 2 | 17 | 34 | 6 | 1 |
| | 13% | 32% | 10% | 12% | 8% | 5% | 13% | 13% | 13% | 10% | 21% | 9% | 3% | 11% | 17% | 10% | 2% |
| BANK | 266 | 20 | 239 | 201 | 69 | 81 | 199 | 61 | 81 | 199 | 56 | 147 | 40 | 119 | 120 | 37 | 24 |
| | 67% | 48% | 70% | 69% | 66% | 74% | 66% | 66% | 67% | 70% | 57% | 71% | 84% | 72% | 62% | 67% | 71% |
| BOTH | 19 | 1 | 17 | 13 | 5 | 6 | 13 | 4 | 5 | 13 | 6 | 8 | - | 8 | 7 | 2 | 3 |
| | 5% | 1% | 5% | 5% | 4% | 5% | 4% | 4% | 5% | 5% | 6% | 4% | - | 5% | 4% | 3% | 10% |
| NEITHER ONE | 14 | 1 | 10 | 9 | 4 | 3 | 10 | 4 | 6 | 9 | 4 | 7 | - | 3 | 9 | 2 | 1 |
| | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 5% | 3% | 5% | 3% | - | 2% | 5% | 3% | 3% |
| DON'T KNOW | 50 | 7 | 39 | 33 | 19 | 14 | 37 | 11 | 13 | 35 | 10 | 26 | 6 | 17 | 24 | 9 | 5 |
| | 12% | 16% | 11% | 12% | 18% | 13% | 12% | 12% | 11% | 12% | 11% | 13% | 13% | 10% | 12% | 16% | 14% |

Table 47-5
 QUESTION 34:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Charges too much in fees

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|-----------------------------|----------------------|--------|------------------------|-----------|--------------|--------|------------|-------|-------------|--------------|------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|------|----|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL-IEVES | | | | DIR | WRONG TRACK | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| **D/S (CREDIT UNION - BANK) | -215 | -40 | -15 | -12 | -35 | -19 | -1 | -65 | -138 | -114 | -45 | -37 | -45 | -49 | -20 | -112 | -139 | -43 | -88 | -201 | 4 | -150 | -65 | |
| | -54% | -57% | -74% | -75% | -45% | -71% | -4% | -44% | -59% | -57% | -49% | -46% | -57% | -62% | -31% | -67% | -51% | -53% | -57% | -63% | 9% | -72% | -34% | |
| CREDIT UNION | 52 | 9 | 1 | 1 | 13 | 2 | 8 | 24 | 28 | 26 | 16 | 13 | 9 | 9 | 13 | 17 | 38 | 12 | 21 | 31 | 16 | 14 | 37 | |
| | 13% | 12% | 6% | 8% | 17% | 7% | 41% | 16% | 12% | 13% | 17% | 16% | 11% | 12% | 21% | 10% | 14% | 14% | 13% | 10% | 40% | 7% | 20% | |
| BANK | 266 | 48 | 16 | 14 | 48 | 21 | 8 | 89 | 165 | 139 | 62 | 50 | 54 | 59 | 32 | 129 | 177 | 54 | 109 | 232 | 12 | 164 | 102 | |
| | 67% | 69% | 80% | 84% | 62% | 79% | 45% | 60% | 71% | 70% | 67% | 61% | 68% | 74% | 52% | 78% | 64% | 67% | 70% | 72% | 31% | 79% | 54% | |
| BOTH | 19 | 6 | - | 1 | 3 | 1 | - | 6 | 11 | 7 | 4 | 6 | 2 | 1 | 7 | 6 | 13 | 5 | 4 | 11 | 6 | 7 | 12 | |
| | 5% | 8% | - | 4% | 4% | 3% | - | 4% | 5% | 4% | 4% | 7% | 3% | 1% | 11% | 3% | 5% | 7% | 3% | 3% | 16% | 3% | 6% | |
| NEITHER ONE | 14 | 1 | - | - | 4 | - | 2 | 6 | 6 | 6 | 1 | 3 | 2 | 3 | 1 | 6 | 11 | 2 | 3 | 11 | 2 | 10 | 4 | |
| | 3% | 1% | - | - | 5% | - | 9% | 4% | 3% | 3% | 1% | 3% | 3% | 3% | 2% | 4% | 4% | 2% | 2% | 4% | 4% | 5% | 2% | |
| DON'T KNOW | 50 | 7 | 3 | 1 | 9 | 3 | 1 | 23 | 23 | 21 | 9 | 10 | 12 | 7 | 9 | 8 | 36 | 8 | 19 | 34 | 3 | 14 | 35 | |
| | 12% | 10% | 14% | 4% | 12% | 11% | 5% | 15% | 10% | 11% | 10% | 12% | 15% | 9% | 15% | 5% | 13% | 9% | 12% | 11% | 8% | 7% | 18% | |

Table 47-6

QUESTION 34:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Charges too much in fees

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|----------------|-----------|------------|---------------------------|------------|-----------|------------|-----------|-------------------|-----------|-------|-----------------------|--------------|--------------------|------|
| | ===== | | | | ===== | | | | ===== | | | | ===== | | ===== | |
| | TOTAL | NET-CABLE NEWS | WORK NEWS | NEWS-PAPER | NET-NEWS | NEWS-PAPER | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK |
| BASE-TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| **D/S (CREDIT UNION - BANK) | -215 | -83 | -45 | -38 | -54 | -45 | -38 | -24 | -73 | -12 | -106 | -84 | -133 | -82 | -121 | |
| | -54% | -59% | -45% | -47% | -52% | -54% | -50% | -42% | -42% | -70% | -69% | -68% | -50% | -80% | -45% | |
| CREDIT UNION | 52 | 15 | 16 | 13 | 13 | 11 | 12 | 9 | 30 | 2 | 10 | 9 | 39 | 4 | 44 | |
| | 13% | 11% | 16% | 16% | 13% | 14% | 15% | 17% | 17% | 13% | 7% | 7% | 15% | 4% | 16% | |
| BANK | 266 | 98 | 60 | 51 | 68 | 56 | 50 | 33 | 103 | 15 | 116 | 93 | 172 | 86 | 166 | |
| | 67% | 70% | 61% | 63% | 64% | 68% | 65% | 58% | 60% | 83% | 76% | 75% | 64% | 84% | 61% | |
| BOTH | 19 | 5 | 7 | 4 | 4 | 6 | 2 | 1 | 12 | - | 6 | 8 | 9 | 3 | 13 | |
| | 5% | 4% | 7% | 5% | 4% | 7% | 3% | 2% | 7% | - | 4% | 6% | 3% | 3% | 5% | |
| NEITHER ONE | 14 | 9 | 3 | 2 | 9 | 3 | 1 | 4 | 4 | - | 6 | 3 | 11 | 3 | 10 | |
| | 3% | 6% | 3% | 2% | 8% | 3% | 1% | 7% | 2% | - | 4% | 2% | 4% | 3% | 4% | |
| DON'T KNOW | 50 | 14 | 13 | 12 | 11 | 7 | 12 | 9 | 24 | 1 | 15 | 11 | 38 | 7 | 37 | |
| | 12% | 10% | 13% | 14% | 10% | 8% | 16% | 16% | 14% | 3% | 10% | 9% | 14% | 7% | 14% | |

Table 48-1

QUESTION 35:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for small business operators to get a loan

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|-----|--------|-------|-------|-------|------|-------|-----------|-------|-----------|------------------|---------------|-----------------|------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (CREDIT UNION - BANK) | -77 | -52 | -11 | -63 | 1 | -13 | -25 | -1 | -17 | -21 | - | -30 | -47 | -20 | - | -23 | -33 | -33 | -44 | 3 | -19 | -14 | -20 | -24 |
| | -19% | -22% | -12% | -20% | 2% | -30% | -35% | -3% | -29% | -16% | - | -16% | -22% | -17% | -1% | -19% | -33% | -16% | -37% | 4% | -19% | -14% | -35% | -38% |
| CREDIT UNION | 118 | 64 | 32 | 95 | 13 | 9 | 18 | 17 | 15 | 43 | 16 | 59 | 59 | 40 | 27 | 33 | 18 | 57 | 28 | 32 | 26 | 31 | 16 | 12 |
| | 30% | 27% | 36% | 29% | 35% | 22% | 24% | 34% | 25% | 34% | 33% | 32% | 28% | 34% | 44% | 28% | 18% | 28% | 23% | 45% | 26% | 31% | 28% | 19% |
| BANK | 195 | 116 | 43 | 158 | 13 | 22 | 43 | 19 | 32 | 64 | 16 | 89 | 105 | 61 | 27 | 55 | 52 | 90 | 73 | 29 | 44 | 45 | 36 | 37 |
| | 49% | 49% | 48% | 49% | 33% | 52% | 59% | 37% | 53% | 50% | 33% | 48% | 50% | 50% | 44% | 47% | 52% | 45% | 60% | 41% | 45% | 45% | 63% | 58% |
| BOTH | 6 | 6 | 1 | 6 | - | - | 1 | 5 | - | - | - | 4 | 3 | 4 | - | 1 | 1 | 1 | 4 | 1 | - | 1 | 4 | - |
| | 2% | 2% | 1% | 2% | - | - | 2% | 10% | - | - | - | 2% | 1% | 3% | - | 1% | 1% | 1% | 3% | 2% | - | 1% | 6% | - |
| NEITHER ONE | 6 | 4 | 2 | 6 | 1 | 1 | 1 | - | - | 3 | 2 | 5 | 1 | 3 | - | 1 | 3 | 5 | 1 | - | 5 | - | - | 1 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 1% | - | - | 2% | 5% | 3% | 1% | 2% | - | 1% | 3% | 3% | 1% | - | 5% | - | - | 2% |
| DON'T KNOW | 75 | 46 | 12 | 58 | 12 | 10 | 10 | 10 | 13 | 18 | 14 | 30 | 44 | 12 | 8 | 27 | 27 | 48 | 15 | 8 | 23 | 24 | 2 | 13 |
| | 19% | 20% | 13% | 18% | 31% | 24% | 14% | 20% | 22% | 14% | 29% | 16% | 21% | 10% | 12% | 23% | 27% | 24% | 13% | 12% | 24% | 24% | 3% | 21% |

Table 48-2

QUESTION 35:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for small business operators to get a loan

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (CREDIT UNION - BANK) | -77 | -3 | -11 | -14 | -60 | -7 | -7 | -23 | -36 | -13 | -2 | -15 | -7 | 2 | -41 | -23 | -29 | 3 | -14 | -9 | -43 | -3 | -8 |
| | -19% | -9% | -16% | -14% | -21% | -15% | -12% | -17% | -24% | -17% | -8% | -18% | -17% | 5% | -31% | -24% | -21% | 7% | -30% | -10% | -30% | -6% | -21% |
| CREDIT UNION | 118 | 9 | 22 | 31 | 86 | 13 | 18 | 46 | 40 | 25 | 10 | 24 | 15 | 17 | 27 | 24 | 40 | 20 | 11 | 34 | 30 | 21 | 11 |
| | 30% | 27% | 32% | 30% | 30% | 27% | 33% | 33% | 27% | 33% | 38% | 28% | 35% | 48% | 20% | 25% | 29% | 48% | 25% | 36% | 21% | 43% | 27% |
| BANK | 195 | 12 | 34 | 46 | 146 | 20 | 25 | 69 | 77 | 38 | 13 | 39 | 22 | 15 | 68 | 47 | 69 | 17 | 26 | 43 | 73 | 24 | 19 |
| | 49% | 35% | 48% | 44% | 50% | 42% | 45% | 50% | 51% | 49% | 46% | 46% | 52% | 42% | 51% | 49% | 49% | 41% | 55% | 46% | 51% | 48% | 48% |
| BOTH | 6 | 1 | - | 1 | 5 | - | 1 | 4 | 1 | 4 | - | - | 1 | - | 2 | 4 | 2 | - | 1 | 4 | 2 | 1 | - |
| | 2% | 4% | - | 1% | 2% | - | 2% | 3% | 1% | 5% | - | - | 1% | - | 1% | 4% | 1% | - | 1% | 4% | 1% | 1% | - |
| NEITHER ONE | 6 | 2 | 1 | 3 | 3 | 3 | - | 2 | 1 | 3 | - | 3 | - | - | 1 | 3 | 1 | 2 | - | 1 | 3 | 1 | 1 |
| | 2% | 6% | 2% | 3% | 1% | 7% | - | 1% | 1% | 3% | - | 3% | - | - | 1% | 3% | 1% | 5% | - | 1% | 2% | 2% | 3% |
| DON'T KNOW | 75 | 9 | 13 | 22 | 50 | 12 | 11 | 18 | 32 | 7 | 4 | 19 | 5 | 3 | 35 | 18 | 28 | 2 | 9 | 11 | 35 | 3 | 9 |
| | 19% | 27% | 19% | 22% | 17% | 24% | 19% | 13% | 21% | 10% | 15% | 22% | 11% | 10% | 26% | 19% | 20% | 6% | 19% | 12% | 25% | 6% | 22% |

Table 48-3

QUESTION 35:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for small business operators to get a loan

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|---------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|------------|-----|
| | TOTAL | HS LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (CREDIT UNION - BANK) | -77 | -32 | -12 | -28 | -6 | -24 | -38 | -4 | -43 | -16 | -11 | -26 | -31 | -17 | -64 | -12 | -37 | -42 | -19 | -15 | -17 | -33 | -6 | -1 |
| | -19% | -28% | -14% | -15% | -7% | -24% | -33% | -4% | -33% | -12% | -11% | -13% | -37% | -15% | -18% | -31% | -23% | -19% | -17% | -22% | -27% | -41% | -7% | -2% |
| CREDIT UNION | 118 | 29 | 27 | 62 | 32 | 28 | 25 | 34 | 29 | 43 | 35 | 62 | 21 | 33 | 110 | 8 | 46 | 65 | 35 | 17 | 17 | 16 | 25 | 22 |
| | 30% | 25% | 32% | 32% | 37% | 27% | 21% | 37% | 22% | 32% | 36% | 32% | 25% | 29% | 31% | 19% | 29% | 29% | 32% | 24% | 26% | 20% | 32% | 37% |
| BANK | 195 | 61 | 39 | 90 | 37 | 52 | 63 | 38 | 72 | 59 | 46 | 88 | 52 | 50 | 175 | 20 | 84 | 107 | 54 | 33 | 34 | 49 | 31 | 24 |
| | 49% | 52% | 46% | 47% | 43% | 51% | 54% | 42% | 55% | 45% | 47% | 45% | 62% | 44% | 49% | 50% | 52% | 48% | 48% | 46% | 52% | 61% | 40% | 39% |
| BOTH | 6 | 4 | - | 3 | 4 | - | - | 3 | 4 | 1 | 1 | 6 | - | - | 3 | 4 | - | 6 | 1 | - | 4 | - | 1 | 1 |
| | 2% | 3% | - | 1% | 4% | - | - | 3% | 3% | 1% | 1% | 3% | - | - | 1% | 9% | - | 3% | - | - | 6% | - | 1% | 1% |
| NEITHER ONE | 6 | - | 2 | 5 | 1 | 5 | 1 | - | 1 | 2 | 3 | 1 | 2 | 3 | 6 | - | 1 | 6 | 3 | 2 | - | - | 1 | 3 |
| | 2% | - | 2% | 2% | 1% | 4% | 1% | - | 1% | 2% | 3% | 1% | 2% | 3% | 2% | - | - | 3% | 3% | 3% | - | - | 1% | 5% |
| DON'T KNOW | 75 | 23 | 18 | 34 | 13 | 18 | 28 | 16 | 26 | 27 | 12 | 37 | 9 | 27 | 66 | 9 | 31 | 41 | 18 | 18 | 11 | 15 | 20 | 11 |
| | 19% | 20% | 20% | 18% | 15% | 17% | 24% | 18% | 19% | 20% | 12% | 19% | 11% | 24% | 18% | 22% | 19% | 18% | 17% | 26% | 16% | 19% | 26% | 18% |

Table 48-4

QUESTION 35:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for small business operators to get a loan

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------|----------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (CREDIT UNION - BANK) | -77 | -25 | -39 | -43 | -3 | -11 | -62 | -15 | -28 | -38 | -31 | -34 | 4 | -8 | -52 | -11 | -11 |
| | -19% | -59% | -11% | -15% | -3% | -10% | -21% | -16% | -23% | -13% | -32% | -16% | 9% | -5% | -27% | -20% | -32% |
| CREDIT UNION | 118 | 3 | 114 | 93 | 37 | 36 | 87 | 29 | 32 | 92 | 23 | 65 | 21 | 62 | 49 | 12 | 7 |
| | 30% | 8% | 34% | 32% | 36% | 33% | 29% | 32% | 26% | 32% | 24% | 31% | 44% | 38% | 25% | 22% | 22% |
| BANK | 195 | 28 | 153 | 136 | 40 | 47 | 149 | 44 | 60 | 130 | 54 | 98 | 17 | 70 | 101 | 23 | 18 |
| | 49% | 67% | 45% | 47% | 38% | 43% | 50% | 48% | 49% | 46% | 56% | 47% | 35% | 43% | 52% | 42% | 54% |
| BOTH | 6 | 4 | 1 | 1 | - | 3 | 6 | - | 1 | 2 | 4 | 2 | 1 | 2 | 4 | 4 | - |
| | 2% | 9% | - | - | - | 2% | 2% | - | - | 1% | 4% | 1% | 1% | 1% | 2% | 6% | - |
| NEITHER ONE | 6 | - | 6 | 6 | 1 | 1 | 3 | 3 | 4 | 6 | - | 3 | - | 2 | 2 | 1 | 1 |
| | 2% | - | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 2% | - | 2% | - | 1% | 1% | 2% | 4% |
| DON'T KNOW | 75 | 7 | 66 | 54 | 26 | 22 | 53 | 16 | 25 | 54 | 16 | 39 | 10 | 28 | 37 | 15 | 7 |
| | 19% | 17% | 19% | 19% | 25% | 20% | 18% | 17% | 21% | 19% | 16% | 19% | 21% | 17% | 19% | 27% | 20% |

Table 48-5
 QUESTION 35:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for small business operators to get a loan

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------------|----------------------|--------|------------------------|---------------------|-------------|--------|------------|-----------|-------------|------------------|-------|-------|---------------|-------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-------|-------|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (CREDIT UNION - BANK) | -77 | -14 | -2 | 5 | -11 | -9 | - | -30 | -41 | -38 | -25 | -15 | -16 | - | -18 | -23 | -75 | -2 | -29 | -40 | -19 | -15 | -61 |
| | -19% | -19% | -11% | 33% | -14% | -32% | - | -20% | -18% | -19% | -27% | -18% | -21% | - | -29% | -14% | -27% | -2% | -18% | -13% | -49% | -7% | -32% |
| CREDIT UNION | 118 | 22 | 8 | 9 | 25 | 7 | 7 | 40 | 75 | 62 | 25 | 26 | 23 | 32 | 14 | 55 | 70 | 31 | 49 | 107 | 5 | 76 | 42 |
| | 30% | 31% | 38% | 57% | 33% | 27% | 35% | 27% | 32% | 31% | 27% | 32% | 29% | 41% | 22% | 33% | 25% | 39% | 31% | 33% | 13% | 37% | 22% |
| BANK | 195 | 35 | 10 | 4 | 36 | 16 | 7 | 70 | 116 | 101 | 50 | 40 | 39 | 32 | 32 | 77 | 145 | 33 | 77 | 148 | 24 | 91 | 103 |
| | 49% | 51% | 50% | 24% | 47% | 60% | 35% | 47% | 50% | 50% | 54% | 50% | 50% | 40% | 52% | 47% | 53% | 41% | 50% | 46% | 61% | 44% | 54% |
| BOTH | 6 | - | - | 1 | - | 1 | 4 | 4 | 1 | 1 | 1 | - | 4 | - | 1 | 1 | 3 | 4 | - | 2 | 4 | 2 | 4 |
| | 2% | - | - | 4% | - | 2% | 19% | 2% | - | - | 1% | - | 5% | - | 1% | - | 1% | 4% | - | 1% | 11% | 1% | 2% |
| NEITHER ONE | 6 | - | - | - | 1 | - | - | 2 | 4 | 4 | 2 | 3 | 1 | 1 | 1 | 1 | 3 | 3 | - | 2 | 2 | 3 | 3 |
| | 2% | - | - | - | 1% | - | - | 1% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 1% | 1% | 4% | - | 1% | 5% | 2% | 2% |
| DON'T KNOW | 75 | 13 | 2 | 2 | 15 | 3 | 2 | 33 | 36 | 32 | 15 | 13 | 11 | 13 | 15 | 32 | 54 | 9 | 29 | 62 | 4 | 36 | 38 |
| | 19% | 18% | 12% | 15% | 19% | 11% | 11% | 22% | 16% | 16% | 16% | 16% | 14% | 17% | 23% | 19% | 20% | 11% | 19% | 19% | 10% | 17% | 20% |

Table 48-6

QUESTION 35:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for small business operators to get a loan

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|------|------------|-------|---------------------------|------|------------|-------|-----------------------|-------|--------------|--------|-----------------------|-------|--------------------|--|
| | NET-CABLE NEWS | | NEWS-PAPER | | NET-WORK NEWS | | CABLE NEWS | | SMALL CITY/ SUB-URBAN | | NOT A VICTIM | | CRE-DIT UNION BANK | | | |
| | TOTAL | NEWS | NEWS | PAPER | NEWS | NEWS | NEWS | RURAL | OTHER | URBAN | URBAN | VICTIM | VICTIM | UNION | BANK | |
| BASE-TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| **D/S (CREDIT UNION - BANK) | -77 | 4 | -38 | -27 | -15 | -22 | -14 | -31 | -30 | -7 | -9 | -9 | -67 | 16 | -93 | |
| | -19% | 3% | -38% | -33% | -14% | -27% | -19% | -55% | -17% | -37% | -6% | -7% | -25% | 16% | -34% | |
| CREDIT UNION | 118 | 57 | 19 | 17 | 34 | 19 | 25 | 7 | 50 | 4 | 58 | 44 | 73 | 49 | 63 | |
| | 30% | 41% | 19% | 20% | 33% | 23% | 33% | 12% | 29% | 21% | 38% | 35% | 27% | 47% | 23% | |
| BANK | 195 | 53 | 57 | 43 | 49 | 42 | 40 | 38 | 80 | 10 | 67 | 53 | 140 | 33 | 156 | |
| | 49% | 38% | 57% | 53% | 46% | 50% | 52% | 67% | 46% | 58% | 44% | 43% | 52% | 32% | 58% | |
| BOTH | 6 | 6 | - | 1 | - | 6 | 1 | 2 | 4 | - | 1 | - | 3 | 1 | 2 | |
| | 2% | 4% | - | 1% | - | 7% | 1% | 3% | 2% | - | - | - | 1% | 1% | 1% | |
| NEITHER ONE | 6 | 4 | 1 | 1 | 2 | 1 | - | 1 | 3 | - | 2 | - | 6 | 1 | 5 | |
| | 2% | 3% | 1% | 2% | 2% | 1% | - | 2% | 2% | - | 1% | - | 2% | 1% | 2% | |
| DON'T KNOW | 75 | 21 | 23 | 19 | 20 | 15 | 11 | 9 | 37 | 4 | 25 | 27 | 47 | 19 | 44 | |
| | 19% | 15% | 23% | 24% | 19% | 19% | 14% | 16% | 21% | 21% | 16% | 22% | 17% | 19% | 16% | |

Table 49-1
 QUESTION 36:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Cares more about people than profits

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|---------------|-----------------|-----------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| **D/S (CREDIT UNION - BANK) | 164 41% | 82 35% | 44 50% | 126 39% | 21 55% | 22 52% | 31 43% | 12 24% | 25 42% | 52 41% | 22 46% | 78 41% | 86 41% | 45 38% | 39 63% | 58 50% | 22 22% | 94 47% | 27 22% | 39 54% | 51 51% | 44 43% | 10 18% | 16 26% |
| CREDIT UNION | 242 61% | 134 57% | 58 66% | 193 60% | 24 61% | 26 61% | 45 63% | 27 53% | 36 61% | 79 62% | 28 58% | 115 61% | 127 60% | 71 59% | 45 74% | 76 65% | 49 49% | 126 63% | 60 49% | 51 72% | 65 66% | 61 60% | 27 48% | 32 51% |
| BANK | 78 20% | 53 23% | 14 16% | 67 21% | 2 6% | 4 9% | 15 20% | 15 29% | 11 19% | 27 21% | 6 12% | 37 20% | 41 19% | 26 22% | 7 11% | 18 15% | 28 28% | 32 16% | 33 28% | 12 17% | 14 15% | 17 17% | 17 30% | 16 25% |
| BOTH | 13 3% | 9 4% | - - | 9 3% | 4 10% | 1 2% | - - | - - | 3 5% | 4 3% | 5 11% | 3 2% | 10 5% | 1 1% | 2 4% | 3 2% | 7 7% | 5 3% | 6 5% | 2 2% | 2 2% | 3 3% | 1 2% | 5 8% |
| NEITHER ONE | 42 11% | 19 8% | 14 16% | 33 10% | 7 19% | 5 13% | 10 14% | 6 11% | 5 8% | 11 9% | 5 11% | 22 12% | 20 9% | 16 13% | 5 8% | 13 11% | 9 9% | 22 11% | 16 14% | 4 5% | 13 13% | 9 9% | 8 14% | 9 14% |
| DON'T KNOW | 24 6% | 20 8% | 2 3% | 22 7% | 1 4% | 6 15% | 2 2% | 3 6% | 4 6% | 5 4% | 4 8% | 10 5% | 14 7% | 6 5% | 2 4% | 9 7% | 7 7% | 15 8% | 5 4% | 2 3% | 4 4% | 11 11% | 4 7% | 1 2% |

Table 49-2

QUESTION 36:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Cares more about people than profits

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|-------------|-----------|-----------|------------|-----------------|-----------|-----------|--------------|----------------|-----------|-----------|-----------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| **D/S (CREDIT UNION - BANK) | 164 41% | 16 48% | 25 35% | 41 39% | 121 42% | 21 43% | 20 36% | 56 41% | 64 42% | 34 43% | 14 51% | 30 36% | 11 27% | 25 71% | 50 37% | 25 26% | 57 41% | 23 56% | 21 45% | 42 45% | 40 28% | 23 47% | 21 54% |
| CREDIT UNION | 242 61% | 21 63% | 42 59% | 63 60% | 176 61% | 30 63% | 33 58% | 84 61% | 92 61% | 47 61% | 19 69% | 49 59% | 24 56% | 27 77% | 76 57% | 51 54% | 83 60% | 28 68% | 30 64% | 57 62% | 77 54% | 31 64% | 27 68% |
| BANK | 78 20% | 5 16% | 17 23% | 22 21% | 56 19% | 9 20% | 12 22% | 28 20% | 28 18% | 14 18% | 5 18% | 19 22% | 13 30% | 2 6% | 26 20% | 27 28% | 26 19% | 5 11% | 9 20% | 16 17% | 37 26% | 8 17% | 6 14% |
| BOTH | 13 3% | 2 5% | 3 4% | 5 5% | 8 3% | - - | 5 8% | 3 2% | 5 3% | 1 1% | - - | 2 3% | - - | 2 7% | 8 6% | 1 1% | 8 6% | - - | - - | 3 4% | 6 4% | - - | - - |
| NEITHER ONE | 42 11% | 2 7% | 6 8% | 8 8% | 33 11% | 5 10% | 4 6% | 17 12% | 17 11% | 11 14% | 3 10% | 9 10% | 5 11% | 2 6% | 13 10% | 7 7% | 12 9% | 9 21% | 5 11% | 9 10% | 10 7% | 8 17% | 6 15% |
| DON'T KNOW | 24 6% | 3 8% | 4 5% | 7 6% | 17 6% | 3 7% | 3 6% | 7 5% | 10 7% | 5 6% | 1 3% | 5 6% | 1 3% | 1 4% | 11 8% | 10 11% | 9 7% | - - | 2 5% | 7 7% | 13 9% | 1 2% | 1 3% |

Table 49-3

QUESTION 36:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Cares more about people than profits

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|---------|--------------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS LESS | OR SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (CREDIT UNION - BANK) | 164 | 10 | 45 | 111 | 24 | 54 | 31 | 56 | 17 | 67 | 66 | 84 | 28 | 50 | 169 | -5 | 75 | 81 | 62 | 19 | 14 | 27 | 42 | 38 |
| | 41% | 8% | 52% | 57% | 28% | 53% | 27% | 62% | 13% | 51% | 68% | 43% | 33% | 45% | 47% | -11% | 46% | 36% | 56% | 27% | 21% | 34% | 54% | 64% |
| CREDIT UNION | 242 | 49 | 56 | 136 | 46 | 69 | 59 | 66 | 60 | 88 | 74 | 123 | 45 | 69 | 231 | 12 | 102 | 132 | 77 | 36 | 31 | 46 | 51 | 44 |
| | 61% | 42% | 65% | 70% | 53% | 68% | 51% | 73% | 46% | 66% | 76% | 63% | 54% | 61% | 64% | 29% | 63% | 59% | 69% | 52% | 48% | 57% | 65% | 73% |
| BANK | 78 | 39 | 11 | 25 | 22 | 15 | 28 | 10 | 44 | 20 | 8 | 39 | 18 | 19 | 62 | 16 | 27 | 51 | 15 | 17 | 18 | 19 | 9 | 5 |
| | 20% | 33% | 13% | 13% | 26% | 15% | 24% | 11% | 33% | 15% | 8% | 20% | 21% | 17% | 17% | 40% | 17% | 23% | 14% | 24% | 27% | 23% | 11% | 9% |
| BOTH | 13 | 8 | 1 | 5 | 1 | 2 | 8 | 2 | 8 | 1 | 1 | 8 | 4 | 1 | 10 | 3 | 5 | 7 | 2 | - | 2 | 7 | 4 | 2 |
| | 3% | 7% | 1% | 2% | 1% | 2% | 7% | 3% | 6% | 1% | 1% | 4% | 5% | 1% | 3% | 9% | 3% | 3% | 2% | - | 3% | 9% | 5% | 4% |
| NEITHER ONE | 42 | 12 | 12 | 18 | 12 | 10 | 12 | 8 | 12 | 16 | 11 | 16 | 10 | 17 | 36 | 7 | 16 | 26 | 12 | 8 | 10 | 6 | 9 | 6 |
| | 11% | 10% | 14% | 9% | 14% | 10% | 11% | 8% | 9% | 12% | 11% | 8% | 11% | 15% | 10% | 16% | 10% | 12% | 11% | 11% | 16% | 8% | 12% | 10% |
| DON'T KNOW | 24 | 9 | 5 | 10 | 5 | 5 | 9 | 5 | 7 | 7 | 4 | 8 | 8 | 8 | 22 | 2 | 12 | 9 | 4 | 9 | 4 | 3 | 6 | 3 |
| | 6% | 8% | 6% | 5% | 6% | 5% | 8% | 5% | 5% | 5% | 4% | 4% | 9% | 7% | 6% | 6% | 8% | 4% | 4% | 13% | 6% | 4% | 7% | 5% |

Table 49-4

QUESTION 36:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Cares more about people than profits

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (CREDIT UNION - BANK) | 164 | 2 | 154 | 123 | 43 | 57 | 131 | 32 | 63 | 146 | 15 | 118 | 36 | 76 | 63 | 15 | 21 |
| | 41% | 5% | 45% | 43% | 41% | 52% | 44% | 35% | 52% | 52% | 15% | 57% | 75% | 46% | 33% | 28% | 64% |
| CREDIT UNION | 242 | 19 | 210 | 176 | 62 | 72 | 186 | 53 | 80 | 189 | 44 | 143 | 39 | 105 | 108 | 29 | 24 |
| | 61% | 46% | 62% | 61% | 59% | 66% | 62% | 57% | 66% | 67% | 45% | 69% | 81% | 64% | 56% | 51% | 73% |
| BANK | 78 | 17 | 56 | 53 | 19 | 15 | 55 | 20 | 16 | 43 | 29 | 26 | 3 | 29 | 45 | 13 | 3 |
| | 20% | 41% | 17% | 18% | 18% | 14% | 18% | 22% | 13% | 15% | 29% | 12% | 6% | 17% | 23% | 24% | 9% |
| BOTH | 13 | - | 13 | 9 | 7 | 4 | 10 | 3 | 2 | 8 | 5 | 6 | - | 5 | 6 | 1 | 2 |
| | 3% | - | 4% | 3% | 7% | 4% | 3% | 3% | 2% | 3% | 5% | 3% | - | 3% | 3% | 2% | 6% |
| NEITHER ONE | 42 | 3 | 38 | 31 | 9 | 10 | 29 | 13 | 15 | 27 | 14 | 19 | 5 | 19 | 20 | 6 | 3 |
| | 11% | 8% | 11% | 11% | 9% | 9% | 10% | 15% | 13% | 10% | 14% | 9% | 9% | 12% | 10% | 10% | 9% |
| DON'T KNOW | 24 | 2 | 22 | 21 | 8 | 8 | 19 | 3 | 8 | 17 | 6 | 13 | 2 | 7 | 15 | 7 | 1 |
| | 6% | 5% | 6% | 7% | 8% | 7% | 6% | 3% | 6% | 6% | 6% | 6% | 3% | 4% | 8% | 13% | 2% |

Table 49-5
 QUESTION 36:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Cares more about people than profits

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------------|----------------------|--------|------------------------|-----------|-------------|------------|-------|-----------|--------------|------------------|-------|-------|---------------|-------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-------|-------|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (CREDIT UNION - BANK) | 164 | 35 | 13 | 7 | 35 | 13 | 2 | 46 | 109 | 88 | 43 | 27 | 36 | 39 | 14 | 84 | 103 | 40 | 62 | 165 | -6 | 142 | 22 |
| | 41% | 50% | 68% | 46% | 45% | 47% | 13% | 31% | 47% | 44% | 47% | 33% | 45% | 50% | 22% | 50% | 37% | 49% | 40% | 51% | -15% | 68% | 11% |
| CREDIT UNION | 242 | 46 | 15 | 10 | 48 | 17 | 9 | 82 | 146 | 122 | 60 | 45 | 46 | 52 | 30 | 111 | 159 | 54 | 95 | 217 | 9 | 157 | 85 |
| | 61% | 65% | 77% | 59% | 62% | 64% | 49% | 56% | 63% | 61% | 65% | 55% | 59% | 66% | 48% | 67% | 58% | 68% | 61% | 68% | 24% | 75% | 45% |
| BANK | 78 | 11 | 2 | 2 | 13 | 5 | 7 | 37 | 37 | 34 | 17 | 18 | 10 | 13 | 16 | 27 | 57 | 15 | 32 | 52 | 15 | 15 | 63 |
| | 20% | 15% | 10% | 13% | 17% | 17% | 36% | 25% | 16% | 17% | 18% | 22% | 13% | 17% | 26% | 16% | 21% | 18% | 21% | 16% | 39% | 7% | 33% |
| BOTH | 13 | 3 | - | - | 3 | - | - | 7 | 6 | 5 | 1 | 3 | 2 | 3 | 4 | 5 | 13 | - | 2 | 7 | 5 | 5 | 8 |
| | 3% | 4% | - | - | 4% | - | - | 5% | 2% | 3% | 1% | 4% | 3% | 4% | 6% | 3% | 5% | - | 1% | 2% | 14% | 2% | 4% |
| NEITHER ONE | 42 | 8 | 3 | 3 | 9 | 3 | - | 13 | 29 | 24 | 10 | 11 | 10 | 5 | 6 | 18 | 28 | 8 | 15 | 27 | 9 | 20 | 23 |
| | 11% | 11% | 13% | 19% | 11% | 11% | - | 9% | 13% | 12% | 11% | 14% | 13% | 6% | 9% | 11% | 10% | 11% | 10% | 8% | 24% | 9% | 12% |
| DON'T KNOW | 24 | 3 | - | 1 | 4 | 2 | 3 | 9 | 14 | 14 | 4 | 4 | 10 | 5 | 7 | 5 | 18 | 3 | 12 | 18 | - | 12 | 11 |
| | 6% | 4% | - | 8% | 5% | 9% | 15% | 6% | 6% | 7% | 5% | 5% | 13% | 6% | 12% | 3% | 6% | 3% | 7% | 6% | - | 6% | 6% |

Table 49-6

QUESTION 36:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Cares more about people than profits

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|------------|-----------|------------|---------------------------|-----------|------------|-----------|------------------|-----------|------------|------------|-----------------------|------------|--------------------|--|
| | TOTAL | NET-NEWS | | NEWS-PAPER | NET-NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- | | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| | | CABLE NEWS | WORK NEWS | | WORK NEWS | NEWS | | | OTHER | URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (CREDIT UNION - BANK) | 164 41% | 55 39% | 28 28% | 29 36% | 43 41% | 23 28% | 36 47% | 11 19% | 56 33% | 12 66% | 85 56% | 67 54% | 98 36% | 79 78% | 78 29% | |
| CREDIT UNION | 242 61% | 89 63% | 50 50% | 46 57% | 65 62% | 47 57% | 49 64% | 29 51% | 96 56% | 13 73% | 105 68% | 81 65% | 159 59% | 85 83% | 144 53% | |
| BANK | 78 20% | 34 24% | 21 22% | 17 21% | 22 29% | 24 29% | 12 16% | 18 32% | 40 23% | 1 7% | 19 13% | 14 11% | 61 22% | 5 5% | 65 24% | |
| BOTH | 13 3% | 2 1% | 7 7% | 4 5% | 5 4% | 2 2% | 2 2% | 2 4% | 8 4% | 2 13% | 1 1% | 8 7% | 5 2% | 2 2% | 11 4% | |
| NEITHER ONE | 42 11% | 10 7% | 13 14% | 11 14% | 8 8% | 6 7% | 8 11% | 5 9% | 19 11% | 1 3% | 18 11% | 13 11% | 29 11% | 7 7% | 32 12% | |
| DON'T KNOW | 24 6% | 7 5% | 8 8% | 3 4% | 5 5% | 4 5% | 6 7% | 3 5% | 10 6% | 1 3% | 11 7% | 7 6% | 16 6% | 3 3% | 18 7% | |

Table 50-1
 QUESTION 37:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Are not-for-profit

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|---------------|-----------------|-----------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| **D/S (CREDIT UNION - BANK) | 215 54% | 118 50% | 43 49% | 161 50% | 22 57% | 29 69% | 39 54% | 24 46% | 29 48% | 76 60% | 18 37% | 120 64% | 94 45% | 69 58% | 33 53% | 76 65% | 36 36% | 132 66% | 48 40% | 29 40% | 74 75% | 59 58% | 30 53% | 18 28% |
| CREDIT UNION | 259 65% | 148 63% | 54 61% | 202 62% | 24 63% | 30 72% | 46 64% | 30 59% | 35 59% | 90 70% | 28 58% | 135 72% | 124 58% | 84 70% | 43 69% | 80 68% | 53 53% | 142 71% | 69 57% | 43 61% | 78 79% | 64 63% | 38 66% | 31 48% |
| BANK | 44 11% | 30 13% | 11 12% | 41 13% | 2 5% | 1 3% | 7 9% | 7 13% | 6 11% | 13 10% | 10 21% | 15 8% | 29 14% | 14 12% | 10 16% | 3 3% | 17 17% | 9 5% | 20 17% | 15 21% | 4 4% | 5 5% | 7 13% | 13 20% |
| BOTH | 8 2% | 4 2% | 2 2% | 6 2% | 2 5% | - - | - - | 2 4% | 1 1% | 2 2% | 3 5% | 3 1% | 5 2% | 1 1% | 1 1% | 4 3% | 2 2% | 6 3% | - - | - - | 2 2% | 4 4% | - - | - - |
| NEITHER ONE | 35 9% | 19 8% | 9 10% | 28 9% | 5 13% | 4 10% | 9 12% | 8 16% | 7 13% | 5 4% | 2 5% | 20 11% | 16 7% | 11 9% | 6 9% | 9 8% | 10 10% | 19 10% | 10 9% | 6 8% | 10 10% | 9 9% | 6 10% | 5 7% |
| DON'T KNOW | 54 13% | 35 15% | 12 14% | 47 15% | 5 14% | 6 14% | 11 15% | 4 8% | 10 16% | 17 14% | 6 12% | 15 8% | 38 18% | 10 9% | 2 4% | 22 18% | 19 19% | 24 12% | 22 18% | 7 10% | 5 5% | 19 19% | 7 12% | 15 24% |

Table 50-2
 QUESTION 37:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Are not-for-profit

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|-------------|-----------|-----------|------------|-----------------|-----------|-----------|--------------|----------------|-----------|-----------|-----------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| **D/S (CREDIT UNION - BANK) | 215 54% | 20 62% | 33 46% | 53 51% | 157 54% | 28 58% | 25 45% | 91 66% | 67 44% | 49 63% | 22 83% | 49 59% | 21 48% | 10 30% | 63 47% | 61 64% | 57 41% | 23 55% | 20 43% | 48 52% | 70 49% | 23 47% | 20 51% |
| CREDIT UNION | 259 65% | 25 76% | 43 60% | 68 66% | 187 64% | 34 71% | 34 61% | 100 72% | 87 57% | 56 73% | 23 87% | 56 67% | 27 65% | 19 56% | 77 57% | 69 73% | 78 56% | 27 65% | 27 58% | 61 66% | 87 61% | 32 66% | 22 56% |
| BANK | 44 11% | 5 15% | 10 14% | 15 15% | 29 10% | 6 13% | 9 16% | 9 7% | 20 13% | 8 10% | 1 3% | 7 8% | 7 16% | 9 26% | 13 10% | 8 9% | 21 15% | 4 9% | 7 15% | 13 14% | 17 12% | 9 19% | 2 4% |
| BOTH | 8 2% | - - | 2 3% | 2 2% | 5 2% | 1 2% | 1 2% | 1 1% | 4 3% | 1 1% | 1 3% | 1 1% | - - | - - | 4 3% | 1 1% | 3 2% | 2 4% | - - | 1 1% | 3 2% | 1 1% | 1 3% |
| NEITHER ONE | 35 9% | 1 3% | 3 4% | 4 4% | 31 11% | 2 5% | 2 3% | 18 13% | 14 9% | 7 9% | 2 7% | 11 13% | 4 9% | 4 11% | 8 6% | 7 7% | 12 9% | 7 16% | 2 5% | 12 13% | 7 5% | 2 5% | 6 16% |
| DON'T KNOW | 54 13% | 2 5% | 13 18% | 14 14% | 37 13% | 5 10% | 10 17% | 11 8% | 27 18% | 6 8% | - - | 9 11% | 4 10% | 2 7% | 32 24% | 10 10% | 25 18% | 2 5% | 10 22% | 7 7% | 28 20% | 4 9% | 8 21% |

Table 50-3

QUESTION 37:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Are not-for-profit

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|---------|--------------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS LESS | OR SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (CREDIT UNION - BANK) | 215 | 45 | 47 | 121 | 42 | 78 | 50 | 43 | 42 | 82 | 70 | 97 | 41 | 72 | 202 | 12 | 89 | 116 | 66 | 40 | 30 | 40 | 32 | 34 |
| | 54% | 39% | 55% | 63% | 49% | 76% | 43% | 47% | 32% | 62% | 71% | 50% | 48% | 64% | 56% | 31% | 55% | 52% | 60% | 57% | 45% | 50% | 41% | 57% |
| CREDIT UNION | 259 | 62 | 55 | 140 | 53 | 82 | 65 | 57 | 69 | 92 | 74 | 120 | 55 | 79 | 240 | 19 | 108 | 141 | 79 | 47 | 36 | 50 | 43 | 42 |
| | 65% | 54% | 64% | 72% | 62% | 81% | 56% | 63% | 53% | 70% | 76% | 62% | 65% | 70% | 67% | 47% | 67% | 63% | 71% | 67% | 55% | 62% | 55% | 71% |
| BANK | 44 | 17 | 8 | 19 | 11 | 4 | 15 | 14 | 27 | 11 | 5 | 23 | 14 | 7 | 38 | 6 | 19 | 25 | 13 | 7 | 6 | 9 | 11 | 8 |
| | 11% | 15% | 10% | 10% | 12% | 4% | 13% | 16% | 20% | 8% | 5% | 12% | 17% | 6% | 11% | 16% | 12% | 11% | 12% | 10% | 10% | 12% | 14% | 13% |
| BOTH | 8 | 5 | 1 | 1 | 1 | 1 | 5 | - | 1 | 2 | 3 | 4 | 1 | 2 | 7 | 1 | 2 | 4 | 1 | 1 | 1 | 1 | 1 | - |
| | 2% | 4% | 2% | 1% | 2% | 1% | 4% | - | 1% | 1% | 3% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | - |
| NEITHER ONE | 35 | 9 | 8 | 18 | 8 | 12 | 10 | 6 | 11 | 13 | 9 | 21 | 4 | 10 | 32 | 4 | 16 | 20 | 6 | 1 | 8 | 7 | 9 | 5 |
| | 9% | 8% | 10% | 9% | 9% | 12% | 9% | 6% | 8% | 10% | 10% | 11% | 5% | 9% | 9% | 10% | 10% | 9% | 5% | 2% | 12% | 9% | 12% | 8% |
| DON'T KNOW | 54 | 22 | 13 | 16 | 13 | 2 | 22 | 14 | 24 | 14 | 6 | 26 | 10 | 15 | 43 | 10 | 17 | 34 | 12 | 13 | 14 | 13 | 14 | 5 |
| | 13% | 19% | 15% | 8% | 15% | 2% | 19% | 15% | 18% | 11% | 6% | 14% | 12% | 13% | 12% | 26% | 10% | 15% | 11% | 18% | 21% | 17% | 18% | 8% |

Table 50-4

QUESTION 37:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Are not-for-profit

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (CREDIT UNION - BANK) | 215 | 23 | 184 | 147 | 46 | 54 | 161 | 52 | 76 | 156 | 52 | 114 | 35 | 84 | 105 | 31 | 20 |
| | 54% | 54% | 54% | 51% | 44% | 50% | 54% | 57% | 62% | 55% | 53% | 55% | 73% | 51% | 54% | 56% | 61% |
| CREDIT UNION | 259 | 27 | 222 | 184 | 63 | 67 | 192 | 64 | 86 | 191 | 58 | 137 | 38 | 107 | 123 | 35 | 24 |
| | 65% | 64% | 65% | 64% | 60% | 62% | 64% | 70% | 71% | 67% | 60% | 66% | 79% | 65% | 63% | 62% | 71% |
| BANK | 44 | 4 | 38 | 37 | 17 | 13 | 30 | 12 | 10 | 35 | 6 | 23 | 3 | 23 | 18 | 4 | 3 |
| | 11% | 10% | 11% | 13% | 16% | 12% | 10% | 13% | 8% | 12% | 7% | 11% | 5% | 14% | 9% | 7% | 10% |
| BOTH | 8 | 1 | 6 | 4 | 3 | 2 | 7 | 1 | 4 | 4 | 4 | 4 | - | - | 6 | 1 | 2 |
| | 2% | 3% | 2% | 1% | 3% | 2% | 2% | 1% | 3% | 1% | 4% | 2% | - | - | 3% | 1% | 6% |
| NEITHER ONE | 35 | 5 | 30 | 25 | 5 | 6 | 29 | 7 | 7 | 21 | 14 | 18 | 3 | 16 | 16 | 3 | 3 |
| | 9% | 12% | 9% | 9% | 5% | 5% | 10% | 7% | 6% | 7% | 14% | 9% | 6% | 10% | 8% | 5% | 8% |
| DON'T KNOW | 54 | 4 | 44 | 39 | 17 | 20 | 42 | 8 | 15 | 33 | 15 | 26 | 5 | 17 | 32 | 14 | 2 |
| | 13% | 10% | 13% | 14% | 16% | 19% | 14% | 9% | 12% | 12% | 15% | 13% | 10% | 10% | 16% | 25% | 5% |

Table 50-5
 QUESTION 37:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Are not-for-profit

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------------|----------------------|--------|------------------------|-----------|-------------|------------|-------|-----------|--------------|------------------|-------|---------------|-------------|-------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-------|-------|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (CREDIT UNION - BANK) | 215 | 36 | 17 | 12 | 44 | 14 | 14 | 68 | 133 | 108 | 51 | 35 | 54 | 52 | 25 | 92 | 144 | 57 | 96 | 196 | 6 | 130 | 85 |
| | 54% | 51% | 84% | 74% | 56% | 53% | 75% | 46% | 57% | 54% | 55% | 44% | 69% | 66% | 39% | 56% | 52% | 71% | 62% | 61% | 15% | 62% | 45% |
| CREDIT UNION | 259 | 43 | 18 | 13 | 51 | 16 | 14 | 91 | 155 | 129 | 62 | 48 | 58 | 57 | 36 | 113 | 178 | 62 | 110 | 224 | 17 | 149 | 110 |
| | 65% | 62% | 90% | 78% | 66% | 60% | 75% | 62% | 67% | 65% | 67% | 59% | 74% | 73% | 57% | 68% | 65% | 78% | 71% | 70% | 43% | 71% | 58% |
| BANK | 44 | 8 | 1 | 1 | 8 | 2 | - | 23 | 22 | 21 | 11 | 12 | 4 | 5 | 11 | 21 | 35 | 5 | 13 | 28 | 11 | 19 | 25 |
| | 11% | 11% | 6% | 4% | 10% | 7% | - | 15% | 9% | 10% | 12% | 15% | 5% | 7% | 18% | 13% | 13% | 6% | 9% | 9% | 28% | 9% | 13% |
| BOTH | 8 | - | - | - | 2 | - | - | 3 | 4 | 4 | 1 | 1 | 2 | 2 | - | 2 | 7 | 1 | 1 | 5 | - | 4 | 3 |
| | 2% | - | - | - | 2% | - | - | 2% | 2% | 2% | 1% | 1% | 3% | 2% | - | 1% | 2% | 1% | 1% | 2% | - | 2% | 2% |
| NEITHER ONE | 35 | 10 | - | 1 | 3 | 4 | 3 | 8 | 24 | 21 | 13 | 8 | 4 | 7 | 3 | 12 | 21 | 7 | 9 | 23 | 10 | 18 | 17 |
| | 9% | 15% | - | 4% | 4% | 16% | 17% | 5% | 10% | 10% | 14% | 9% | 6% | 9% | 5% | 7% | 8% | 8% | 6% | 7% | 24% | 9% | 9% |
| DON'T KNOW | 54 | 9 | 1 | 2 | 14 | 5 | 1 | 23 | 27 | 25 | 5 | 12 | 9 | 7 | 13 | 19 | 35 | 5 | 22 | 41 | 2 | 19 | 34 |
| | 13% | 12% | 3% | 15% | 18% | 17% | 7% | 16% | 12% | 12% | 6% | 15% | 12% | 9% | 21% | 11% | 13% | 7% | 14% | 13% | 4% | 9% | 18% |

Table 50-6

QUESTION 37:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Are not-for-profit

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|-----|------------|------------|---------------------------|------------|-------|-------------------|-----------|-------|--------|--------------|-----------------------|------|--------------------|--|
| | NET-CABLE NEWS | | NEWS-PAPER | NEWS-PAPER | NET-WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK | | |
| | TOTAL | | | | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| **D/S (CREDIT UNION - BANK) | 215 | 75 | 41 | 45 | 42 | 54 | 40 | 22 | 96 | 8 | 88 | 74 | 134 | 65 | 135 | |
| | 54% | 53% | 42% | 56% | 40% | 65% | 52% | 39% | 56% | 46% | 58% | 60% | 50% | 64% | 50% | |
| CREDIT UNION | 259 | 91 | 54 | 55 | 59 | 60 | 51 | 32 | 117 | 10 | 100 | 87 | 166 | 74 | 169 | |
| | 65% | 64% | 55% | 68% | 56% | 72% | 67% | 57% | 68% | 56% | 65% | 70% | 62% | 72% | 62% | |
| BANK | 44 | 15 | 13 | 9 | 17 | 6 | 11 | 10 | 21 | 2 | 12 | 13 | 31 | 9 | 34 | |
| | 11% | 11% | 13% | 12% | 16% | 7% | 15% | 17% | 12% | 10% | 8% | 10% | 12% | 9% | 13% | |
| BOTH | 8 | 4 | 2 | 1 | 4 | - | 1 | 3 | 3 | 1 | 1 | 1 | 5 | 2 | 5 | |
| | 2% | 3% | 2% | 1% | 4% | - | 1% | 5% | 2% | 4% | 1% | 1% | 2% | 2% | 2% | |
| NEITHER ONE | 35 | 14 | 10 | 9 | 10 | 8 | 7 | 5 | 16 | 3 | 11 | 14 | 21 | 9 | 23 | |
| | 9% | 10% | 10% | 11% | 9% | 10% | 9% | 9% | 9% | 17% | 7% | 11% | 8% | 9% | 8% | |
| DON'T KNOW | 54 | 17 | 20 | 7 | 16 | 8 | 6 | 7 | 16 | 2 | 28 | 8 | 45 | 8 | 40 | |
| | 13% | 12% | 20% | 8% | 15% | 10% | 8% | 12% | 9% | 14% | 19% | 7% | 17% | 8% | 15% | |

Table 51-1
 QUESTION 38:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier to get a loan from

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------------|------------|-----------|------------|----------|-----------|----------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|---------------|-----------------|------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=SAMPLE A | 200 100% | 122 61% | 45 22% | 166 83% | 15 8% | 23 11% | 39 20% | 22 11% | 31 16% | 65 33% | 19 9% | 93 47% | 107 53% | 59 29% | 34 17% | 67 33% | 40 20% | 97 49% | 67 34% | 33 17% | 50 25% | 47 24% | 31 15% | 36 18% |
| **D/S (CREDIT UNION - BANK) | 37 18% | 16 13% | 9 21% | 25 15% | 5 34% | 6 28% | 6 14% | - - | 7 21% | 10 15% | 8 43% | 26 28% | 11 10% | 14 24% | 13 38% | 9 14% | 1 1% | 32 33% | 5 7% | - -1% | 12 25% | 20 43% | 11 35% | -6 -16% |
| CREDIT UNION | 107 53% | 62 51% | 24 54% | 87 52% | 8 54% | 13 57% | 19 49% | 10 46% | 18 58% | 33 51% | 13 69% | 53 57% | 54 50% | 34 58% | 23 67% | 33 49% | 17 42% | 58 59% | 33 50% | 15 46% | 26 53% | 31 66% | 20 64% | 14 37% |
| BANK | 70 35% | 46 38% | 15 33% | 61 37% | 3 20% | 7 29% | 14 35% | 10 46% | 11 37% | 23 35% | 5 26% | 27 29% | 43 40% | 20 34% | 10 29% | 24 36% | 16 41% | 25 26% | 28 42% | 16 47% | 14 28% | 11 23% | 9 29% | 19 54% |
| BOTH | 6 3% | 4 3% | 1 3% | 6 3% | - - | 1 4% | 2 4% | 1 3% | 1 2% | 2 3% | - - | 2 2% | 4 4% | 1 1% | - - | 2 3% | 4 9% | 4 4% | 1 2% | - - | 2 4% | 2 4% | - - | 1 4% |
| NEITHER ONE | 5 3% | 2 1% | 2 4% | 4 2% | 2 12% | 1 3% | 1 2% | - 1% | - - | 4 6% | - - | 5 5% | 1 1% | 2 3% | - - | 2 4% | 1 4% | 3 3% | 2 3% | 1 2% | 3 5% | - - | 2 7% | - - |
| DON'T KNOW | 11 6% | 7 6% | 2 5% | 9 6% | 2 13% | 2 7% | 4 9% | 1 3% | 1 4% | 3 5% | 1 6% | 6 7% | 5 5% | 3 5% | 1 4% | 6 8% | 2 5% | 8 8% | 2 3% | 1 4% | 5 10% | 3 7% | - - | 2 5% |

Table 51-2
 QUESTION 38:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier to get a loan from

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|----------|------|-------|------|-----------------|-------|------|-------|------------|-------|-----|-------|-------|-------|--------------|------|------|------|-----------|------|-------|------|-----|
| | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT | |
| | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | 18-54 | 55+ | 18-54 | 55+ | |
| BASE=SAMPLE A | 200 | 19 | 35 | 54 | 143 | 23 | 31 | 69 | 73 | 37 | 14 | 43 | 22 | 20 | 64 | 51 | 71 | 19 | 26 | 50 | 71 | 27 | 18 |
| | 100% | 9% | 17% | 27% | 71% | 11% | 15% | 35% | 37% | 18% | 7% | 21% | 11% | 10% | 32% | 26% | 35% | 9% | 13% | 25% | 36% | 13% | 9% |
| **D/S (CREDIT UNION - BANK) | 37 | 8 | 2 | 10 | 28 | 9 | 1 | 16 | 12 | 11 | 5 | 10 | 3 | 8 | - | 7 | 9 | 10 | - | 18 | -2 | 6 | 4 |
| | 18% | 45% | 6% | 20% | 20% | 40% | 5% | 23% | 17% | 30% | 36% | 23% | 14% | 40% | - | 14% | 13% | 52% | -2% | 35% | -3% | 22% | 20% |
| CREDIT UNION | 107 | 13 | 16 | 29 | 77 | 15 | 14 | 38 | 40 | 22 | 9 | 22 | 12 | 14 | 28 | 26 | 36 | 13 | 12 | 33 | 29 | 15 | 9 |
| | 53% | 71% | 45% | 54% | 54% | 64% | 46% | 54% | 54% | 60% | 66% | 51% | 54% | 68% | 44% | 52% | 51% | 67% | 45% | 66% | 41% | 56% | 52% |
| BANK | 70 | 5 | 14 | 18 | 49 | 5 | 13 | 22 | 27 | 11 | 4 | 12 | 9 | 6 | 28 | 20 | 27 | 3 | 12 | 15 | 31 | 9 | 6 |
| | 35% | 26% | 39% | 34% | 34% | 24% | 42% | 31% | 37% | 30% | 29% | 28% | 40% | 29% | 44% | 38% | 38% | 15% | 47% | 30% | 44% | 35% | 31% |
| BOTH | 6 | - | 2 | 2 | 4 | 1 | 1 | 1 | 3 | - | - | 2 | 1 | - | 4 | 1 | 4 | 1 | 1 | - | 4 | 1 | 1 |
| | 3% | - | 5% | 3% | 3% | 4% | 3% | 2% | 4% | - | - | 5% | 3% | - | 5% | 1% | 5% | 5% | 2% | - | 6% | 2% | 5% |
| NEITHER ONE | 5 | - | 1 | 1 | 5 | 1 | - | 4 | 1 | 2 | - | 3 | - | - | 1 | 1 | 1 | 2 | - | - | 2 | 1 | 1 |
| | 3% | - | 2% | 1% | 3% | 3% | - | 6% | 1% | 4% | - | 7% | - | - | 1% | 2% | 1% | 10% | - | - | 2% | 5% | 4% |
| DON'T KNOW | 11 | 1 | 3 | 4 | 7 | 1 | 3 | 5 | 3 | 2 | 1 | 4 | 1 | 1 | 4 | 4 | 4 | 1 | 1 | 2 | 5 | 1 | 2 |
| | 6% | 4% | 9% | 7% | 5% | 5% | 9% | 7% | 4% | 5% | 5% | 8% | 4% | 3% | 6% | 7% | 5% | 3% | 6% | 4% | 7% | 2% | 8% |

Table 51-3

QUESTION 38:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier to get a loan from

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|---------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=SAMPLE A | 200 | 54 | 52 | 94 | 45 | 48 | 61 | 46 | 75 | 58 | 49 | 101 | 38 | 57 | 181 | 18 | 84 | 114 | 59 | 30 | 32 | 53 | 35 | 29 |
| | 100% | 27% | 26% | 47% | 23% | 24% | 30% | 23% | 38% | 29% | 24% | 51% | 19% | 29% | 91% | 9% | 42% | 57% | 30% | 15% | 16% | 26% | 18% | 14% |
| **D/S (CREDIT UNION - BANK) | 37 | -8 | 14 | 30 | 3 | 23 | 3 | 8 | -3 | 18 | 24 | 19 | -2 | 19 | 40 | -3 | 20 | 15 | 17 | 1 | 5 | 11 | 12 | 5 |
| | 18% | -14% | 28% | 32% | 7% | 47% | 6% | 17% | -4% | 31% | 50% | 19% | -6% | 32% | 22% | -18% | 24% | 13% | 29% | 4% | 17% | 20% | 34% | 18% |
| CREDIT UNION | 107 | 21 | 31 | 55 | 22 | 31 | 30 | 24 | 34 | 34 | 33 | 53 | 17 | 35 | 101 | 6 | 47 | 59 | 35 | 15 | 15 | 27 | 22 | 15 |
| | 53% | 39% | 60% | 58% | 48% | 65% | 50% | 51% | 45% | 59% | 68% | 52% | 45% | 61% | 55% | 34% | 56% | 51% | 59% | 50% | 49% | 51% | 62% | 54% |
| BANK | 70 | 29 | 17 | 25 | 19 | 9 | 27 | 16 | 37 | 16 | 9 | 34 | 20 | 16 | 60 | 9 | 27 | 43 | 18 | 14 | 10 | 16 | 10 | 10 |
| | 35% | 53% | 32% | 26% | 41% | 18% | 44% | 35% | 49% | 28% | 18% | 34% | 51% | 28% | 33% | 52% | 32% | 38% | 30% | 46% | 32% | 31% | 28% | 36% |
| BOTH | 6 | 1 | 2 | 4 | 1 | 1 | 2 | 2 | - | 2 | 3 | 5 | - | 2 | 6 | - | 1 | 5 | 2 | - | 3 | 1 | 2 | 1 |
| | 3% | 1% | 4% | 4% | 2% | 3% | 3% | 5% | - | 4% | 6% | 5% | - | 3% | 3% | - | 1% | 4% | 3% | - | 9% | 3% | 5% | 2% |
| NEITHER ONE | 5 | - | 1 | 5 | 1 | 4 | - | 1 | 1 | 1 | 1 | 4 | - | 1 | 5 | - | 3 | 3 | 2 | - | 1 | 3 | - | 1 |
| | 3% | - | 1% | 5% | 1% | 8% | - | 2% | 1% | 1% | 2% | 4% | - | 2% | 3% | - | 3% | 2% | 3% | - | 2% | 6% | - | 4% |
| DON'T KNOW | 11 | 4 | 2 | 6 | 3 | 3 | 2 | 3 | 3 | 5 | 3 | 5 | 1 | 4 | 9 | 3 | 6 | 5 | 3 | 1 | 3 | 5 | 2 | 1 |
| | 6% | 7% | 3% | 7% | 7% | 6% | 3% | 7% | 4% | 8% | 6% | 5% | 3% | 7% | 5% | 14% | 7% | 5% | 4% | 4% | 8% | 9% | 5% | 5% |

Table 51-4

QUESTION 38:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier to get a loan from

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=SAMPLE A | 200 | 17 | 171 | 153 | 49 | 55 | 153 | 43 | 54 | 144 | 47 | 107 | 23 | 83 | 93 | 30 | 18 |
| | 100% | 9% | 86% | 77% | 25% | 28% | 77% | 22% | 27% | 72% | 24% | 54% | 12% | 42% | 47% | 15% | 9% |
| **D/S (CREDIT UNION - BANK) | 37 | 2 | 40 | 32 | 7 | 13 | 32 | 6 | 4 | 34 | 2 | 35 | 8 | 20 | 11 | - | 7 |
| | 18% | 13% | 24% | 21% | 15% | 24% | 21% | 13% | 7% | 24% | 5% | 33% | 35% | 24% | 12% | -2% | 40% |
| CREDIT UNION | 107 | 10 | 94 | 83 | 23 | 32 | 84 | 22 | 25 | 81 | 22 | 65 | 14 | 47 | 46 | 13 | 11 |
| | 53% | 57% | 55% | 54% | 47% | 58% | 54% | 51% | 47% | 56% | 46% | 60% | 60% | 57% | 50% | 45% | 64% |
| BANK | 70 | 8 | 54 | 51 | 16 | 18 | 51 | 17 | 22 | 47 | 19 | 30 | 6 | 27 | 35 | 14 | 4 |
| | 35% | 43% | 31% | 33% | 32% | 33% | 33% | 38% | 40% | 32% | 41% | 28% | 25% | 33% | 37% | 46% | 24% |
| BOTH | 6 | - | 6 | 6 | 2 | 3 | 6 | - | 1 | 3 | 3 | 3 | 1 | 2 | 4 | 1 | - |
| | 3% | - | 4% | 4% | 4% | 5% | 4% | - | 3% | 2% | 7% | 3% | 3% | 3% | 4% | 4% | - |
| NEITHER ONE | 5 | - | 5 | 4 | 4 | - | 3 | 3 | - | 4 | 1 | 2 | - | 3 | 3 | 1 | - |
| | 3% | - | 3% | 2% | 8% | - | 2% | 6% | - | 3% | 3% | 2% | - | 3% | 3% | 3% | - |
| DON'T KNOW | 11 | - | 11 | 9 | 5 | 2 | 9 | 2 | 6 | 9 | 2 | 8 | 3 | 4 | 5 | 1 | 2 |
| | 6% | - | 7% | 6% | 9% | 4% | 6% | 5% | 10% | 6% | 5% | 7% | 12% | 5% | 6% | 2% | 13% |

Table 51-5

QUESTION 38:
Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier to get a loan from

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------------|----------------------|--------|------------------------|-----------|--------------|------------|-------|-------|--------------|-------|------|---------------|-----|-------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|------|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG | | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL-IEVES | | | | DIR | WRONG TRACK | EDUC | JOBS | | | IMMIG | | | | | | | | | |
| BASE=SAMPLE A | 200 | 40 | 8 | 9 | 37 | 12 | 11 | 68 | 120 | 107 | 51 | 34 | 37 | 40 | 26 | 95 | 139 | 37 | 80 | 160 | 18 | 108 | 92 |
| | 100% | 20% | 4% | 4% | 19% | 6% | 5% | 34% | 60% | 54% | 26% | 17% | 19% | 20% | 13% | 48% | 70% | 19% | 40% | 80% | 9% | 54% | 46% |
| **D/S (CREDIT UNION - BANK) | 37 | 7 | 2 | 5 | 8 | - | 3 | 7 | 34 | 29 | 22 | - | 2 | 8 | -2 | 34 | 17 | 12 | 25 | 46 | -9 | 53 | -17 |
| | 18% | 18% | 28% | 58% | 21% | - | 30% | 10% | 28% | 27% | 43% | 1% | 4% | 19% | -7% | 36% | 12% | 31% | 31% | 29% | -49% | 50% | -18% |
| CREDIT UNION | 107 | 23 | 5 | 6 | 19 | 5 | 7 | 32 | 71 | 63 | 34 | 15 | 17 | 21 | 11 | 59 | 70 | 23 | 48 | 94 | 4 | 73 | 33 |
| | 53% | 58% | 64% | 65% | 51% | 43% | 62% | 47% | 60% | 59% | 67% | 45% | 46% | 53% | 41% | 62% | 50% | 61% | 60% | 59% | 22% | 68% | 36% |
| BANK | 70 | 16 | 3 | 1 | 11 | 5 | 4 | 25 | 38 | 34 | 12 | 15 | 15 | 14 | 13 | 25 | 54 | 11 | 23 | 48 | 13 | 20 | 50 |
| | 35% | 40% | 36% | 7% | 30% | 43% | 32% | 37% | 32% | 32% | 23% | 44% | 41% | 34% | 48% | 26% | 38% | 29% | 29% | 30% | 70% | 19% | 54% |
| BOTH | 6 | 1 | - | 1 | 3 | 1 | - | 2 | 4 | 3 | 1 | 1 | 2 | 1 | 2 | 4 | 5 | 1 | 3 | 6 | 1 | 6 | 1 |
| | 3% | 1% | - | 7% | 9% | 4% | - | 3% | 3% | 3% | 2% | 3% | 5% | 3% | 8% | 4% | 4% | 2% | 4% | 3% | 3% | 5% | 1% |
| NEITHER ONE | 5 | - | - | 1 | 2 | 1 | - | 4 | 1 | 1 | - | 2 | 2 | 2 | 1 | 2 | 5 | 1 | 1 | 5 | - | 3 | 2 |
| | 3% | 1% | - | 8% | 4% | 10% | - | 6% | 1% | 1% | - | 6% | 4% | 4% | 3% | 2% | 3% | 2% | 1% | 3% | - | 3% | 2% |
| DON'T KNOW | 11 | - | - | 1 | 2 | - | 1 | 5 | 5 | 5 | 4 | 1 | 2 | 2 | - | 5 | 6 | 2 | 5 | 7 | 1 | 5 | 6 |
| | 6% | - | - | 14% | 6% | - | 6% | 7% | 4% | 5% | 8% | 3% | 4% | 6% | - | 5% | 4% | 6% | 6% | 5% | 5% | 5% | 7% |

Table 51-6

QUESTION 38:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier to get a loan from

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|------------|-----------|-------------|---------------------------|------------|------------|-----------|------------------|------------|-----------|-----------|-----------------------|-----------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | RURAL | SMALL CITY/ SUB- | | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK | |
| | | CABLE NEWS | WORK NEWS | | WORK NEWS | CABLE NEWS | | | CITY/ OTHER | SUB- URBAN | | | | | | |
| BASE=SAMPLE A | 200 100% | 60 30% | 48 24% | 49 24% | 57 29% | 54 27% | 41 20% | 33 16% | 80 40% | 10 5% | 77 38% | 54 27% | 145 73% | 51 25% | 135 68% | |
| **D/S (CREDIT UNION - BANK) | 37 18% | 3 4% | 6 13% | 9 19% | 10 18% | -5 -9% | 15 36% | 4 13% | 1 2% | 1 10% | 30 40% | 4 7% | 33 23% | 32 64% | 6 5% | |
| CREDIT UNION | 107 53% | 28 47% | 25 52% | 25 52% | 30 53% | 23 42% | 25 60% | 17 51% | 36 44% | 5 52% | 49 64% | 26 48% | 81 56% | 40 79% | 63 47% | |
| BANK | 70 35% | 26 43% | 19 39% | 16 33% | 20 36% | 28 51% | 10 25% | 12 38% | 35 43% | 4 42% | 19 24% | 22 41% | 48 33% | 8 16% | 57 42% | |
| BOTH | 6 3% | 1 2% | 3 6% | 2 4% | 2 4% | 1 1% | 2 5% | 1 2% | 3 4% | - - | 2 3% | 1 2% | 5 3% | 1 1% | 4 3% | |
| NEITHER ONE | 5 3% | 3 5% | 1 3% | 1 3% | 2 4% | - - | 1 2% | 1 2% | 3 4% | - - | 2 2% | 2 4% | 3 2% | - - | 5 3% | |
| DON'T KNOW | 11 6% | 2 3% | - - | 4 8% | 2 4% | 3 6% | 3 9% | 2 7% | 4 5% | 1 6% | 5 6% | 2 4% | 9 6% | 2 4% | 7 5% | |

Table 52-1
 QUESTION 39:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for a low-income person to get a loan from

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------------|---------------|-----------------|-----------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=SAMPLE B | 200 100% | 113 57% | 44 22% | 157 78% | 23 12% | 19 10% | 33 16% | 29 14% | 28 14% | 62 31% | 30 15% | 95 47% | 105 53% | 61 31% | 28 14% | 51 25% | 60 30% | 103 52% | 54 27% | 38 19% | 49 24% | 54 27% | 27 13% | 27 14% |
| **D/S (CREDIT UNION - BANK) | 43 22% | 19 17% | 10 23% | 29 18% | 12 49% | 8 42% | 4 11% | 7 23% | 10 35% | 13 21% | 2 8% | 25 26% | 18 18% | 5 9% | 13 47% | 18 36% | 7 11% | 22 22% | -3 -6% | 23 62% | 16 32% | 7 12% | -2 -6% | -1 -5% |
| CREDIT UNION | 101 50% | 55 48% | 24 56% | 79 50% | 14 60% | 11 58% | 14 42% | 14 48% | 15 55% | 34 56% | 12 41% | 50 53% | 50 48% | 28 46% | 17 63% | 28 54% | 28 47% | 48 46% | 24 45% | 26 69% | 25 51% | 23 42% | 12 45% | 12 45% |
| BANK | 57 29% | 36 31% | 14 33% | 50 32% | 2 10% | 3 15% | 10 31% | 7 25% | 6 21% | 21 35% | 10 33% | 25 27% | 32 30% | 23 37% | 4 16% | 9 18% | 21 35% | 25 24% | 27 51% | 3 7% | 9 19% | 16 30% | 14 51% | 14 50% |
| BOTH | 3 1% | 3 2% | - | 3 2% | - | - | - | 3 10% | - | - | - | 1 1% | 1 1% | - | - | 1 3% | 1 2% | - | - | 3 7% | - | - | - | - |
| NEITHER ONE | 6 3% | 2 2% | 2 4% | 4 3% | 1 3% | 1 4% | 2 6% | - | 1 2% | 1 2% | 1 4% | 4 4% | 2 2% | 3 4% | 1 5% | - | 2 3% | 5 5% | - | 1 2% | 4 8% | 1 2% | - | - |
| DON'T KNOW | 34 17% | 18 16% | 3 7% | 21 14% | 6 27% | 4 23% | 7 20% | 5 17% | 6 22% | 5 8% | 7 21% | 14 15% | 20 19% | 8 13% | 4 16% | 13 25% | 8 13% | 26 25% | 2 4% | 5 14% | 11 23% | 15 27% | 1 3% | 1 4% |

Table 52-2
 QUESTION 39:
 Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for a low-income person to get a loan from

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=SAMPLE B | 200 | 15 | 36 | 50 | 147 | 25 | 26 | 69 | 78 | 41 | 13 | 41 | 20 | 14 | 70 | 44 | 69 | 23 | 21 | 42 | 71 | 22 | 22 |
| | 100% | 7% | 18% | 25% | 73% | 12% | 13% | 34% | 39% | 20% | 7% | 20% | 10% | 7% | 35% | 22% | 34% | 11% | 10% | 21% | 36% | 11% | 11% |
| **D/S (CREDIT UNION - BANK) | 43 | 3 | 1 | 4 | 38 | - | 4 | 25 | 13 | 2 | 4 | 19 | 3 | 9 | 6 | 10 | 9 | 5 | 5 | 6 | 13 | 1 | 9 |
| | 22% | 20% | 3% | 8% | 26% | - | 16% | 36% | 16% | 5% | 30% | 46% | 16% | 63% | 9% | 22% | 13% | 22% | 23% | 14% | 19% | 6% | 40% |
| CREDIT UNION | 101 | 7 | 17 | 24 | 76 | 10 | 13 | 40 | 36 | 17 | 7 | 26 | 11 | 10 | 29 | 23 | 32 | 12 | 12 | 20 | 34 | 10 | 15 |
| | 50% | 46% | 47% | 47% | 51% | 41% | 52% | 58% | 45% | 41% | 55% | 65% | 55% | 70% | 42% | 51% | 46% | 55% | 57% | 48% | 48% | 44% | 67% |
| BANK | 57 | 4 | 16 | 20 | 38 | 10 | 9 | 15 | 23 | 15 | 3 | 7 | 8 | 1 | 23 | 13 | 23 | 7 | 7 | 14 | 21 | 9 | 6 |
| | 29% | 26% | 44% | 39% | 26% | 41% | 37% | 22% | 29% | 36% | 25% | 18% | 39% | 7% | 33% | 29% | 33% | 32% | 34% | 34% | 30% | 39% | 27% |
| BOTH | 3 | 1 | - | 1 | 1 | - | 1 | 1 | - | - | - | 1 | - | - | 1 | 1 | 1 | - | - | - | 3 | - | - |
| | 1% | 10% | - | 3% | 1% | - | 5% | 2% | - | - | - | 3% | - | - | 2% | 3% | 2% | - | - | - | 4% | - | - |
| NEITHER ONE | 6 | 1 | - | 1 | 5 | 1 | - | 3 | 2 | 3 | 1 | 1 | - | 1 | 1 | 1 | 1 | 2 | - | 2 | - | 1 | 1 |
| | 3% | 5% | - | 1% | 3% | 3% | - | 5% | 2% | 7% | 5% | 1% | - | 6% | 1% | 3% | 1% | 8% | - | 5% | - | 6% | 3% |
| DON'T KNOW | 34 | 2 | 3 | 5 | 27 | 4 | 2 | 9 | 18 | 7 | 2 | 5 | 1 | 2 | 15 | 6 | 12 | 1 | 2 | 6 | 13 | 2 | 1 |
| | 17% | 14% | 9% | 10% | 19% | 15% | 6% | 13% | 23% | 17% | 15% | 13% | 6% | 18% | 22% | 13% | 18% | 4% | 10% | 13% | 18% | 11% | 3% |

Table 52-3

QUESTION 39:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for a low-income person to get a loan from

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------------|-----------|---------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=SAMPLE B | 200 | 62 | 34 | 99 | 41 | 54 | 56 | 45 | 56 | 74 | 49 | 93 | 46 | 55 | 178 | 22 | 78 | 110 | 51 | 40 | 33 | 28 | 42 | 31 |
| | 100% | 31% | 17% | 50% | 20% | 27% | 28% | 23% | 28% | 37% | 24% | 46% | 23% | 28% | 89% | 11% | 39% | 55% | 26% | 20% | 17% | 14% | 21% | 16% |
| **D/S (CREDIT UNION - BANK) | 43 | 2 | 10 | 32 | 11 | 14 | 2 | 18 | -3 | 36 | 5 | 28 | 9 | 7 | 39 | 4 | 16 | 18 | 20 | 2 | - | 2 | 20 | 16 |
| | 22% | 4% | 29% | 33% | 26% | 26% | 3% | 40% | -5% | 48% | 11% | 30% | 20% | 12% | 22% | 20% | 20% | 16% | 38% | 5% | 1% | 6% | 47% | 51% |
| CREDIT UNION | 101 | 28 | 17 | 54 | 23 | 27 | 22 | 27 | 21 | 48 | 23 | 51 | 24 | 24 | 90 | 11 | 38 | 54 | 29 | 16 | 15 | 13 | 27 | 20 |
| | 50% | 44% | 50% | 55% | 56% | 51% | 39% | 60% | 37% | 64% | 46% | 55% | 52% | 43% | 50% | 51% | 48% | 49% | 57% | 39% | 44% | 47% | 63% | 64% |
| BANK | 57 | 25 | 7 | 22 | 12 | 13 | 20 | 9 | 24 | 12 | 17 | 23 | 15 | 17 | 51 | 7 | 22 | 36 | 10 | 14 | 14 | 12 | 7 | 4 |
| | 29% | 41% | 21% | 22% | 30% | 24% | 37% | 20% | 42% | 16% | 36% | 24% | 32% | 31% | 28% | 31% | 28% | 33% | 19% | 34% | 42% | 41% | 17% | 13% |
| BOTH | 3 | - | - | 3 | - | 1 | - | 1 | - | 3 | - | 3 | - | - | 3 | - | 1 | 1 | - | - | - | - | - | - |
| | 1% | - | - | 3% | - | 3% | - | 3% | - | 4% | - | 3% | - | - | 2% | - | 2% | 1% | - | - | - | - | - | - |
| NEITHER ONE | 6 | 1 | 3 | 3 | 1 | 3 | 2 | - | 1 | 2 | 3 | 1 | 2 | 3 | 5 | 1 | 2 | 4 | 2 | 2 | - | 1 | 1 | 2 |
| | 3% | 1% | 7% | 3% | 3% | 5% | 3% | - | 1% | 3% | 6% | 1% | 5% | 5% | 3% | 3% | 3% | 3% | 5% | 5% | - | 4% | 2% | 6% |
| DON'T KNOW | 34 | 9 | 7 | 18 | 4 | 10 | 12 | 8 | 11 | 10 | 6 | 16 | 5 | 12 | 30 | 3 | 16 | 15 | 10 | 9 | 5 | 2 | 8 | 5 |
| | 17% | 14% | 21% | 18% | 10% | 18% | 21% | 18% | 19% | 13% | 12% | 17% | 10% | 21% | 17% | 16% | 20% | 14% | 20% | 23% | 14% | 8% | 18% | 17% |

Table 52-4

QUESTION 39:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for a low-income person to get a loan from

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-----------------------------|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------------|----------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=SAMPLE B | 200 | 25 | 169 | 137 | 56 | 54 | 146 | 49 | 67 | 139 | 50 | 100 | 25 | 81 | 101 | 26 | 16 |
| | 100% | 12% | 84% | 68% | 28% | 27% | 73% | 24% | 34% | 70% | 25% | 50% | 12% | 41% | 50% | 13% | 8% |
| **D/S (CREDIT UNION - BANK) | 43 | -7 | 52 | 36 | 12 | 14 | 29 | 12 | 28 | 48 | -6 | 33 | 16 | 25 | 11 | 1 | 6 |
| | 22% | -27% | 31% | 26% | 21% | 25% | 20% | 24% | 42% | 35% | -11% | 33% | 63% | 31% | 11% | 3% | 38% |
| CREDIT UNION | 101 | 6 | 94 | 75 | 26 | 28 | 76 | 23 | 42 | 79 | 17 | 59 | 18 | 45 | 47 | 10 | 7 |
| | 50% | 25% | 55% | 54% | 47% | 51% | 52% | 46% | 62% | 57% | 35% | 58% | 74% | 55% | 46% | 40% | 48% |
| BANK | 57 | 13 | 42 | 39 | 15 | 14 | 47 | 11 | 13 | 31 | 23 | 26 | 3 | 20 | 36 | 9 | 2 |
| | 29% | 51% | 25% | 28% | 26% | 26% | 32% | 22% | 20% | 22% | 46% | 25% | 10% | 25% | 36% | 36% | 10% |
| BOTH | 3 | - | 1 | 1 | - | 1 | 1 | - | - | 3 | - | 1 | - | 1 | - | - | 1 |
| | 1% | - | 1% | 1% | - | 3% | 1% | - | - | 2% | - | 1% | - | 2% | - | - | 9% |
| NEITHER ONE | 6 | - | 5 | 4 | 2 | 3 | 3 | 3 | 3 | 5 | 1 | 3 | - | 3 | 2 | 1 | 1 |
| | 3% | - | 3% | 3% | 4% | 5% | 2% | 6% | 5% | 3% | 2% | 3% | - | 3% | 2% | 5% | 5% |
| DON'T KNOW | 34 | 6 | 27 | 18 | 12 | 8 | 19 | 12 | 9 | 22 | 8 | 12 | 4 | 12 | 16 | 5 | 4 |
| | 17% | 24% | 16% | 13% | 22% | 15% | 13% | 25% | 13% | 16% | 17% | 12% | 16% | 15% | 16% | 19% | 28% |

Table 52-5

QUESTION 39:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for a low-income person to get a loan from

BANNER 5

| | REASON SUPPORT OBAMA | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|-----------------------------|----------------------|--------|-----------------------|------------------------|-------------|--------|------------|-----------|-------------|------------------|------|-----|---------------|------|------|-------------|-----------|-------------|---------------------|-----------|-------------|---------------------|-----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=SAMPLE B | 200 | 30 | 12 | 7 | 40 | 15 | 8 | 80 | 113 | 92 | 41 | 47 | 41 | 38 | 36 | 70 | 136 | 43 | 76 | 160 | 20 | 102 | 98 |
| | 100% | 15% | 6% | 4% | 20% | 7% | 4% | 40% | 56% | 46% | 20% | 23% | 21% | 19% | 18% | 35% | 68% | 22% | 38% | 80% | 10% | 51% | 49% |
| **D/S (CREDIT UNION - BANK) | 43 | 8 | 7 | 2 | 12 | 1 | -2 | 7 | 40 | 30 | 4 | 18 | 4 | 11 | -3 | 15 | 20 | 15 | 27 | 57 | -12 | 46 | -2 |
| | 22% | 26% | 62% | 24% | 29% | 10% | -30% | 8% | 35% | 32% | 9% | 39% | 9% | 28% | -7% | 21% | 15% | 35% | 35% | 36% | -59% | 45% | -2% |
| CREDIT UNION | 101 | 16 | 8 | 4 | 24 | 7 | 2 | 33 | 66 | 52 | 20 | 30 | 16 | 20 | 13 | 36 | 63 | 26 | 45 | 92 | 3 | 61 | 40 |
| | 50% | 52% | 70% | 53% | 59% | 45% | 29% | 42% | 59% | 57% | 49% | 63% | 38% | 53% | 36% | 51% | 47% | 60% | 59% | 57% | 14% | 60% | 40% |
| BANK | 57 | 8 | 1 | 2 | 12 | 5 | 5 | 27 | 27 | 23 | 16 | 11 | 12 | 10 | 16 | 21 | 43 | 11 | 18 | 34 | 15 | 16 | 42 |
| | 29% | 26% | 8% | 29% | 31% | 35% | 59% | 33% | 24% | 25% | 40% | 24% | 29% | 25% | 43% | 30% | 32% | 25% | 24% | 21% | 73% | 15% | 43% |
| BOTH | 3 | - | - | - | - | - | - | - | 1 | 1 | - | 1 | - | - | 1 | 1 | 3 | - | 1 | 3 | - | 3 | - |
| | 1% | - | - | - | - | - | - | - | 1% | 2% | - | 3% | - | - | 4% | 2% | 2% | - | 2% | 2% | - | 3% | - |
| NEITHER ONE | 6 | 1 | - | 1 | - | - | 1 | 3 | 3 | 3 | 1 | 1 | 2 | - | 1 | 1 | 2 | 4 | 1 | 3 | 2 | 3 | 3 |
| | 3% | 2% | - | 8% | - | - | 13% | 4% | 2% | 3% | 4% | 1% | 5% | - | 2% | 1% | 1% | 8% | 2% | 2% | 10% | 3% | 3% |
| DON'T KNOW | 34 | 6 | 3 | 1 | 4 | 3 | - | 17 | 16 | 13 | 3 | 4 | 12 | 8 | 5 | 12 | 24 | 3 | 10 | 28 | 1 | 19 | 14 |
| | 17% | 20% | 22% | 10% | 10% | 21% | - | 21% | 14% | 14% | 8% | 8% | 28% | 22% | 15% | 17% | 18% | 6% | 13% | 18% | 4% | 18% | 14% |

Table 52-6

QUESTION 39:

Now, I'm going to read you some statements about banks and credit unions. For each one please tell me if you think that description best describes a bank or a credit union.

Easier for a low-income person to get a loan from

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------------|------------------|----------------|------------|------------|---------------------------|-----------|------------|------------|-------------------|-----------|-----------|-----------|-----------------------|---------------|--------------------|--|
| | ===== | | | | ===== | | | | ===== | | | | ===== | | ===== | |
| | TOTAL | NET-CABLE NEWS | WORK NEWS | NEWS-PAPER | NET-NEWS | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK | |
| BASE=SAMPLE B | 200 100% | 81 40% | 51 25% | 32 16% | 48 24% | 29 14% | 35 18% | 24 12% | 92 46% | 8 4% | 76 38% | 69 34% | 124 62% | 52 26% | 135 68% | |
| **D/S (CREDIT UNION - BANK) | 43 22% | 28 34% | -5 -10% | 7 23% | 8 17% | 8 29% | 8 24% | -5 -22% | 23 25% | 3 37% | 23 30% | 11 17% | 33 26% | 34 66% | 8 6% | |
| CREDIT UNION | 101 50% | 47 58% | 18 35% | 15 48% | 23 49% | 14 50% | 19 53% | 8 31% | 47 51% | 4 53% | 42 55% | 34 49% | 64 52% | 39 76% | 55 41% | |
| BANK | 57 29% | 19 24% | 23 45% | 8 25% | 15 32% | 6 21% | 11 30% | 13 54% | 24 26% | 1 16% | 19 25% | 22 32% | 32 26% | 5 9% | 48 35% | |
| BOTH | 3 1% | 3 3% | - - | - - | 1 3% | 1 5% | - - | 1 6% | 1 2% | - - | - - | - - | 3 2% | - - | 3 2% | |
| NEITHER ONE | 6 3% | 2 3% | 1 3% | 1 4% | 2 3% | 1 5% | 1 2% | - - | 3 3% | - - | 3 4% | 2 3% | 4 3% | - - | 6 4% | |
| DON'T KNOW | 34 17% | 10 12% | 9 17% | 7 23% | 6 13% | 6 20% | 5 15% | 2 9% | 17 18% | 2 32% | 12 16% | 11 16% | 22 17% | 8 15% | 24 18% | |

Table 53-1
QUESTION 40:

Last year, the Texas state legislature considered passing a new law that would crack down on identity theft and fraud.

The proposed law would require businesses that electronically collect credit and debit card information from transactions to safeguard consumer's sensitive financial card information. Specifically, it would require merchants to use the VISA and Master Card-approved global data security standards for cards that make it much harder for computer hackers to steal credit and debit card information from businesses where consumers have shopped.

The Texas House passed the bill unanimously, but the bill did not get a vote in the Texas Senate. Would you support or oppose the Texas legislature taking up this issue again in 2009?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|--------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|-------|------|--------|-------|-------|-------|-------|-----|-----------|-----------|-----|-----|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF | AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| **D/S (SUPPORT - OPPOSE) | 295 | 182 | 56 | 238 | 32 | 25 | 58 | 44 | 49 | 91 | 28 | 135 | 161 | 80 | 48 | 91 | 75 | 146 | 80 | 62 | 68 | 77 | 38 | 42 | |
| | 74% | 78% | 63% | 74% | 84% | 59% | 81% | 87% | 84% | 71% | 57% | 72% | 76% | 67% | 78% | 77% | 75% | 73% | 66% | 87% | 69% | 76% | 66% | 66% | |
| TOTAL SUPPORT | 334 | 202 | 68 | 269 | 35 | 29 | 64 | 46 | 54 | 105 | 37 | 155 | 179 | 97 | 54 | 100 | 82 | 165 | 95 | 66 | 79 | 86 | 46 | 49 | |
| ----- | 83% | 86% | 77% | 83% | 90% | 69% | 88% | 90% | 91% | 83% | 75% | 82% | 85% | 81% | 87% | 85% | 82% | 82% | 79% | 92% | 80% | 84% | 80% | 78% | |
| TOTAL OPPOSE | 39 | 19 | 12 | 31 | 2 | 4 | 5 | 2 | 4 | 14 | 9 | 20 | 19 | 17 | 6 | 9 | 7 | 19 | 15 | 4 | 11 | 8 | 8 | 8 | |
| ----- | 10% | 8% | 14% | 10% | 6% | 10% | 7% | 3% | 7% | 11% | 18% | 11% | 9% | 14% | 10% | 8% | 7% | 10% | 13% | 6% | 11% | 8% | 14% | 12% | |
| STRONGLY SUPPORT | 254 | 159 | 45 | 204 | 25 | 16 | 44 | 36 | 44 | 88 | 26 | 115 | 139 | 70 | 41 | 82 | 60 | 123 | 71 | 55 | 62 | 61 | 33 | 38 | |
| | 63% | 68% | 51% | 63% | 66% | 37% | 61% | 72% | 74% | 69% | 53% | 61% | 66% | 58% | 67% | 70% | 60% | 61% | 59% | 77% | 63% | 60% | 57% | 60% | |
| SOMEWHAT SUPPORT | 80 | 43 | 22 | 65 | 10 | 13 | 20 | 9 | 10 | 17 | 11 | 40 | 40 | 27 | 13 | 18 | 22 | 42 | 24 | 11 | 17 | 25 | 13 | 11 | |
| | 20% | 18% | 25% | 20% | 25% | 31% | 27% | 18% | 17% | 13% | 22% | 21% | 19% | 23% | 21% | 15% | 22% | 21% | 20% | 16% | 17% | 25% | 23% | 18% | |
| SOMEWHAT OPPOSE | 17 | 10 | 6 | 15 | 1 | 2 | 4 | 1 | 3 | 4 | 4 | 4 | 12 | 8 | 1 | 5 | 3 | 7 | 8 | 2 | 3 | 4 | 2 | 7 | |
| | 4% | 4% | 6% | 5% | 2% | 4% | 5% | 2% | 5% | 3% | 8% | 2% | 6% | 7% | 2% | 4% | 3% | 3% | 7% | 3% | 3% | 4% | 3% | 11% | |
| STRONGLY OPPOSE | 22 | 10 | 6 | 16 | 2 | 2 | 2 | 1 | 1 | 11 | 5 | 16 | 6 | 9 | 5 | 4 | 4 | 13 | 7 | 2 | 8 | 4 | 6 | 1 | |
| | 5% | 4% | 7% | 5% | 5% | 6% | 2% | 2% | 2% | 8% | 10% | 8% | 3% | 7% | 7% | 4% | 4% | 6% | 6% | 3% | 8% | 4% | 11% | 1% | |
| DON'T KNOW | 27 | 13 | 8 | 22 | 1 | 9 | 3 | 3 | 1 | 8 | 3 | 13 | 14 | 6 | 2 | 9 | 10 | 15 | 10 | 1 | 8 | 8 | 3 | 7 | |
| | 7% | 6% | 10% | 7% | 3% | 22% | 4% | 6% | 2% | 6% | 6% | 7% | 7% | 5% | 3% | 7% | 10% | 8% | 8% | 2% | 8% | 7% | 6% | 10% | |
| REFUSED | 1 | 1 | - | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | 1 | - | - | 1 | - | - | - | |
| | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | 1% | - | - | - | 1% | - | - | - | |

Table 53-2
QUESTION 40:

Last year, the Texas state legislature considered passing a new law that would crack down on identity theft and fraud.

The proposed law would require businesses that electronically collect credit and debit card information from transactions to safeguard consumer's sensitive financial card information. Specifically, it would require merchants to use the VISA and Master Card-approved global data security standards for cards that make it much harder for computer hackers to steal credit and debit card information from businesses where consumers have shopped.

The Texas House passed the bill unanimously, but the bill did not get a vote in the Texas Senate. Would you support or oppose the Texas legislature taking up this issue again in 2009?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|--------------------------|----------|----------|-----------|----------|-----------------|-----------|--------------|----------------|------------|-----------|---------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (SUPPORT - OPPOSE) | 295 | 26 | 46 | 72 | 221 | 32 | 40 | 101 | 120 | 49 | 18 | 68 | 32 | 30 | 98 | 77 | 105 | 22 | 34 | 74 | 108 | 22 | 33 |
| | 74% | 79% | 65% | 70% | 76% | 67% | 72% | 73% | 79% | 63% | 66% | 82% | 75% | 87% | 73% | 81% | 75% | 52% | 73% | 80% | 76% | 46% | 85% |
| TOTAL SUPPORT | 334 | 29 | 57 | 86 | 245 | 39 | 47 | 115 | 131 | 61 | 21 | 72 | 36 | 32 | 110 | 84 | 117 | 29 | 39 | 83 | 119 | 33 | 35 |
| ----- | 83% | 87% | 80% | 82% | 85% | 81% | 83% | 83% | 86% | 78% | 80% | 87% | 86% | 93% | 82% | 88% | 84% | 70% | 83% | 90% | 83% | 67% | 89% |
| TOTAL OPPOSE | 39 | 3 | 11 | 13 | 24 | 7 | 6 | 13 | 11 | 12 | 4 | 4 | 5 | 2 | 12 | 7 | 12 | 8 | 4 | 9 | 11 | 11 | 2 |
| ----- | 10% | 8% | 15% | 13% | 8% | 14% | 12% | 10% | 7% | 16% | 14% | 5% | 11% | 7% | 9% | 7% | 9% | 18% | 9% | 9% | 7% | 22% | 4% |
| STRONGLY SUPPORT | 254 | 21 | 38 | 58 | 193 | 26 | 32 | 88 | 105 | 42 | 17 | 56 | 28 | 24 | 86 | 63 | 96 | 19 | 27 | 64 | 95 | 20 | 26 |
| | 63% | 62% | 53% | 56% | 67% | 55% | 57% | 63% | 70% | 54% | 63% | 67% | 66% | 69% | 64% | 66% | 69% | 45% | 57% | 69% | 67% | 40% | 66% |
| SOMEWHAT SUPPORT | 80 | 9 | 19 | 28 | 52 | 13 | 15 | 27 | 25 | 19 | 4 | 17 | 9 | 8 | 23 | 21 | 22 | 11 | 12 | 19 | 23 | 13 | 9 |
| | 20% | 26% | 27% | 27% | 18% | 27% | 27% | 20% | 17% | 24% | 16% | 20% | 20% | 25% | 17% | 22% | 16% | 25% | 25% | 21% | 16% | 27% | 23% |
| SOMEWHAT OPPOSE | 17 | 1 | 7 | 8 | 9 | 2 | 5 | 2 | 7 | 4 | - | 1 | 5 | 1 | 6 | 2 | 7 | 1 | 4 | 4 | 6 | 5 | 1 |
| | 4% | 3% | 10% | 7% | 3% | 5% | 10% | 1% | 5% | 5% | - | 1% | 11% | 4% | 5% | 2% | 5% | 3% | 9% | 4% | 4% | 10% | 2% |
| STRONGLY OPPOSE | 22 | 2 | 4 | 6 | 15 | 4 | 1 | 11 | 4 | 9 | 4 | 3 | - | 1 | 5 | 5 | 5 | 6 | - | 5 | 5 | 6 | 1 |
| | 5% | 6% | 5% | 5% | 5% | 9% | 2% | 8% | 3% | 11% | 14% | 4% | - | 2% | 4% | 5% | 4% | 15% | - | 5% | 4% | 12% | 2% |
| DON'T KNOW | 27 | 1 | 4 | 5 | 20 | 2 | 3 | 10 | 10 | 5 | 2 | 6 | 1 | - | 13 | 4 | 10 | 5 | 4 | 1 | 13 | 5 | 3 |
| | 7% | 4% | 5% | 5% | 7% | 4% | 5% | 7% | 6% | 6% | 7% | 8% | 3% | - | 9% | 4% | 7% | 11% | 8% | 1% | 9% | 11% | 7% |
| REFUSED | 1 | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - |
| | - | - | - | - | - | - | - | 1% | - | - | - | 1% | - | - | - | 1% | - | - | - | - | 1% | - | - |

Table 53-3
QUESTION 40:

Last year, the Texas state legislature considered passing a new law that would crack down on identity theft and fraud.

The proposed law would require businesses that electronically collect credit and debit card information from transactions to safeguard consumer's sensitive financial card information. Specifically, it would require merchants to use the VISA and Master Card-approved global data security standards for cards that make it much harder for computer hackers to steal credit and debit card information from businesses where consumers have shopped.

The Texas House passed the bill unanimously, but the bill did not get a vote in the Texas Senate. Would you support or oppose the Texas legislature taking up this issue again in 2009?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|--------------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|------|-------------------|------|----------|----------------|------------------|---------------|------------|----------------------|-----|------|---------------|-----|--|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 | |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% | |
| **D/S (SUPPORT - OPPOSE) | 295 | 82 | 68 | 141 | 64 | 70 | 86 | 71 | 102 | 96 | 71 | 146 | 66 | 74 | 277 | 18 | 139 | 143 | 85 | 50 | 51 | 57 | 56 | 49 | |
| | 74% | 71% | 79% | 73% | 75% | 69% | 74% | 77% | 78% | 73% | 73% | 75% | 79% | 66% | 77% | 46% | 86% | 64% | 77% | 72% | 77% | 71% | 72% | 81% | |
| TOTAL SUPPORT | 334 | 92 | 75 | 162 | 72 | 83 | 95 | 79 | 113 | 109 | 80 | 162 | 72 | 91 | 306 | 28 | 147 | 173 | 97 | 57 | 54 | 68 | 61 | 53 | |
| ----- | 83% | 79% | 87% | 84% | 83% | 81% | 82% | 87% | 86% | 83% | 82% | 84% | 86% | 81% | 85% | 70% | 91% | 77% | 87% | 82% | 83% | 84% | 79% | 88% | |
| TOTAL OPPOSE | 39 | 10 | 7 | 21 | 7 | 13 | 10 | 9 | 11 | 13 | 9 | 16 | 6 | 17 | 29 | 10 | 8 | 30 | 12 | 7 | 4 | 11 | 5 | 4 | |
| ----- | 10% | 9% | 8% | 11% | 9% | 12% | 8% | 10% | 8% | 10% | 9% | 8% | 7% | 15% | 8% | 24% | 5% | 14% | 11% | 10% | 6% | 14% | 6% | 7% | |
| STRONGLY SUPPORT | 254 | 66 | 62 | 124 | 50 | 65 | 78 | 59 | 85 | 87 | 55 | 129 | 51 | 70 | 232 | 22 | 111 | 129 | 75 | 45 | 41 | 54 | 46 | 38 | |
| | 63% | 57% | 72% | 64% | 58% | 64% | 67% | 65% | 65% | 66% | 56% | 66% | 60% | 62% | 64% | 55% | 68% | 58% | 67% | 64% | 62% | 67% | 60% | 64% | |
| SOMEWHAT SUPPORT | 80 | 26 | 13 | 38 | 22 | 18 | 17 | 20 | 28 | 22 | 25 | 33 | 21 | 21 | 74 | 6 | 36 | 44 | 22 | 13 | 13 | 14 | 15 | 15 | |
| | 20% | 22% | 15% | 20% | 25% | 18% | 15% | 22% | 21% | 17% | 26% | 17% | 26% | 19% | 21% | 15% | 22% | 20% | 20% | 18% | 21% | 17% | 19% | 24% | |
| SOMEWHAT OPPOSE | 17 | 4 | 3 | 10 | - | 4 | 6 | 6 | 8 | 4 | 4 | 8 | 1 | 8 | 12 | 5 | 3 | 13 | 4 | 3 | 2 | 4 | 5 | 1 | |
| | 4% | 3% | 3% | 5% | - | 4% | 6% | 7% | 6% | 3% | 4% | 4% | 1% | 7% | 3% | 12% | 2% | 6% | 4% | 4% | 3% | 5% | 6% | 1% | |
| STRONGLY OPPOSE | 22 | 6 | 5 | 11 | 7 | 8 | 3 | 3 | 4 | 9 | 5 | 8 | 5 | 8 | 17 | 5 | 5 | 17 | 8 | 5 | 2 | 7 | - | 3 | |
| | 5% | 5% | 5% | 6% | 9% | 8% | 3% | 3% | 3% | 7% | 5% | 4% | 6% | 7% | 5% | 12% | 3% | 8% | 7% | 6% | 3% | 8% | - | 5% | |
| DON'T KNOW | 27 | 14 | 3 | 10 | 6 | 6 | 11 | 3 | 7 | 10 | 8 | 16 | 5 | 5 | 24 | 2 | 7 | 20 | 2 | 5 | 7 | 2 | 12 | 3 | |
| | 7% | 12% | 4% | 5% | 7% | 6% | 9% | 3% | 6% | 8% | 8% | 8% | 6% | 5% | 7% | 6% | 4% | 9% | 2% | 8% | 11% | 2% | 15% | 5% | |
| REFUSED | 1 | - | 1 | - | 1 | - | - | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | - | - | - | - | - | |
| | - | - | 1% | - | 1% | - | - | - | - | - | 1% | - | 1% | - | - | - | - | - | - | - | - | - | - | - | |

Table 53-4
QUESTION 40:

Last year, the Texas state legislature considered passing a new law that would crack down on identity theft and fraud.

The proposed law would require businesses that electronically collect credit and debit card information from transactions to safeguard consumer's sensitive financial card information. Specifically, it would require merchants to use the VISA and Master Card-approved global data security standards for cards that make it much harder for computer hackers to steal credit and debit card information from businesses where consumers have shopped.

The Texas House passed the bill unanimously, but the bill did not get a vote in the Texas Senate. Would you support or oppose the Texas legislature taking up this issue again in 2009?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|--------------------------|-----------------|-----------|-------------|---------|------------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|----------------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CENTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (SUPPORT - OPPOSE) | 295 | 28 | 254 | 214 | 77 | 82 | 224 | 66 | 84 | 217 | 63 | 160 | 34 | 130 | 129 | 29 | 28 |
| | 74% | 67% | 75% | 74% | 74% | 75% | 75% | 72% | 69% | 77% | 65% | 77% | 70% | 79% | 66% | 53% | 84% |
| TOTAL SUPPORT | 334 | 34 | 286 | 241 | 89 | 94 | 253 | 74 | 95 | 240 | 78 | 179 | 38 | 142 | 154 | 41 | 30 |
| ----- | 83% | 80% | 84% | 83% | 85% | 87% | 85% | 81% | 79% | 85% | 80% | 86% | 80% | 87% | 79% | 73% | 90% |
| TOTAL OPPOSE | 39 | 5 | 32 | 27 | 12 | 12 | 29 | 8 | 11 | 23 | 15 | 19 | 5 | 12 | 24 | 12 | 2 |
| ----- | 10% | 13% | 9% | 9% | 11% | 11% | 10% | 9% | 9% | 8% | 15% | 9% | 10% | 7% | 13% | 21% | 6% |
| STRONGLY SUPPORT | 254 | 26 | 218 | 182 | 71 | 69 | 195 | 54 | 76 | 184 | 59 | 136 | 29 | 106 | 123 | 34 | 21 |
| | 63% | 61% | 64% | 63% | 68% | 63% | 65% | 59% | 63% | 65% | 61% | 66% | 60% | 64% | 63% | 61% | 64% |
| SOMEWHAT SUPPORT | 80 | 8 | 68 | 59 | 17 | 26 | 57 | 20 | 19 | 56 | 19 | 42 | 10 | 37 | 31 | 7 | 9 |
| | 20% | 18% | 20% | 20% | 17% | 24% | 19% | 22% | 16% | 20% | 20% | 20% | 20% | 22% | 16% | 13% | 26% |
| SOMEWHAT OPPOSE | 17 | 2 | 15 | 13 | 6 | 9 | 15 | 1 | 5 | 11 | 5 | 10 | 2 | 5 | 11 | 6 | 1 |
| | 4% | 5% | 4% | 5% | 5% | 8% | 5% | 1% | 4% | 4% | 6% | 5% | 5% | 3% | 5% | 10% | 3% |
| STRONGLY OPPOSE | 22 | 3 | 17 | 14 | 6 | 3 | 15 | 7 | 6 | 13 | 9 | 9 | 2 | 7 | 14 | 6 | 1 |
| | 5% | 8% | 5% | 5% | 6% | 3% | 5% | 8% | 5% | 4% | 9% | 4% | 5% | 4% | 7% | 11% | 3% |
| DON'T KNOW | 27 | 3 | 21 | 20 | 5 | 2 | 16 | 9 | 15 | 21 | 4 | 10 | 5 | 10 | 16 | 3 | 1 |
| | 7% | 8% | 6% | 7% | 4% | 2% | 5% | 10% | 12% | 7% | 4% | 5% | 10% | 6% | 8% | 6% | 4% |
| REFUSED | 1 | - | 1 | 1 | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - | - |
| | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - |

Table 53-5
QUESTION 40:

Last year, the Texas state legislature considered passing a new law that would crack down on identity theft and fraud.

The proposed law would require businesses that electronically collect credit and debit card information from transactions to safeguard consumer's sensitive financial card information. Specifically, it would require merchants to use the VISA and Master Card-approved global data security standards for cards that make it much harder for computer hackers to steal credit and debit card information from businesses where consumers have shopped.

The Texas House passed the bill unanimously, but the bill did not get a vote in the Texas Senate. Would you support or oppose the Texas legislature taking up this issue again in 2009?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|--------------------------|----------------------|--------|------------------------|-----------|-------------|--------|------------|-----------|-------------|--------------|------|-----|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|-----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (SUPPORT - OPPOSE) | 295 | 62 | 15 | 10 | 54 | 20 | 18 | 106 | 171 | 143 | 71 | 63 | 59 | 61 | 52 | 134 | 213 | 60 | 128 | 257 | 19 | 172 | 122 |
| | 74% | 89% | 74% | 63% | 70% | 73% | 96% | 71% | 74% | 72% | 77% | 77% | 75% | 78% | 83% | 81% | 78% | 75% | 82% | 80% | 48% | 82% | 64% |
| TOTAL SUPPORT | 334 | 65 | 16 | 12 | 62 | 23 | 18 | 122 | 193 | 163 | 80 | 67 | 66 | 68 | 56 | 142 | 235 | 67 | 136 | 278 | 28 | 183 | 150 |
| ----- | 83% | 93% | 78% | 74% | 80% | 86% | 96% | 83% | 83% | 82% | 87% | 83% | 83% | 86% | 89% | 86% | 85% | 83% | 88% | 87% | 73% | 88% | 79% |
| TOTAL OPPOSE | 39 | 3 | 1 | 2 | 8 | 4 | - | 16 | 22 | 20 | 9 | 4 | 6 | 6 | 3 | 9 | 22 | 6 | 8 | 21 | 9 | 11 | 28 |
| ----- | 10% | 4% | 5% | 11% | 10% | 14% | - | 11% | 9% | 10% | 10% | 5% | 8% | 8% | 5% | 5% | 8% | 8% | 5% | 7% | 24% | 5% | 15% |
| STRONGLY SUPPORT | 254 | 49 | 12 | 8 | 49 | 19 | 14 | 95 | 142 | 120 | 55 | 50 | 52 | 55 | 38 | 108 | 178 | 54 | 94 | 213 | 19 | 143 | 110 |
| | 63% | 71% | 60% | 52% | 63% | 71% | 75% | 64% | 61% | 60% | 60% | 62% | 67% | 70% | 60% | 65% | 65% | 68% | 60% | 67% | 49% | 68% | 58% |
| SOMEWHAT SUPPORT | 80 | 16 | 4 | 4 | 14 | 4 | 4 | 27 | 51 | 43 | 25 | 17 | 13 | 12 | 18 | 35 | 57 | 12 | 43 | 65 | 9 | 40 | 40 |
| | 20% | 23% | 18% | 22% | 18% | 15% | 21% | 19% | 22% | 21% | 27% | 21% | 17% | 16% | 29% | 21% | 21% | 15% | 28% | 20% | 24% | 19% | 21% |
| SOMEWHAT OPPOSE | 17 | 2 | 1 | 2 | 3 | 2 | - | 8 | 9 | 8 | 3 | 2 | 2 | 2 | 1 | 2 | 9 | 1 | 5 | 10 | 4 | 6 | 11 |
| | 4% | 3% | 5% | 11% | 4% | 7% | - | 5% | 4% | 4% | 3% | 2% | 3% | 3% | 2% | 1% | 3% | 1% | 3% | 3% | 11% | 3% | 6% |
| STRONGLY OPPOSE | 22 | 1 | - | - | 5 | 2 | - | 9 | 13 | 12 | 7 | 3 | 4 | 4 | 2 | 6 | 12 | 6 | 3 | 12 | 5 | 5 | 17 |
| | 5% | 2% | - | - | 6% | 6% | - | 6% | 6% | 6% | 7% | 3% | 5% | 5% | 4% | 4% | 4% | 7% | 2% | 4% | 13% | 2% | 9% |
| DON'T KNOW | 27 | 2 | 3 | 2 | 7 | - | 1 | 9 | 16 | 16 | 2 | 10 | 6 | 4 | 4 | 15 | 18 | 6 | 10 | 20 | 1 | 15 | 12 |
| | 7% | 2% | 17% | 15% | 9% | - | 4% | 6% | 7% | 8% | 3% | 12% | 8% | 6% | 6% | 9% | 7% | 8% | 7% | 6% | 3% | 7% | 6% |
| REFUSED | 1 | - | - | - | 1 | - | - | - | 1 | 1 | - | - | 1 | - | - | - | - | 1 | 1 | 1 | - | 1 | - |
| | - | - | - | - | 1% | - | - | - | - | - | - | - | 1% | - | - | - | - | 1% | - | - | - | - | - |

Table 53-6
QUESTION 40:

Last year, the Texas state legislature considered passing a new law that would crack down on identity theft and fraud.

The proposed law would require businesses that electronically collect credit and debit card information from transactions to safeguard consumer's sensitive financial card information. Specifically, it would require merchants to use the VISA and Master Card-approved global data security standards for cards that make it much harder for computer hackers to steal credit and debit card information from businesses where consumers have shopped.

The Texas House passed the bill unanimously, but the bill did not get a vote in the Texas Senate. Would you support or oppose the Texas legislature taking up this issue again in 2009?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|--------------------------|----------------------|------|-------------|-------------|---------------------------|------------|-------|-------------------|------------|-------|--------|--------------|-----------------------|-------|--------------------|--|
| | NET- CABLE WORK NEWS | | NEWS- PAPER | NEWS- PAPER | NET- WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK | | |
| | TOTAL | NEWS | NEWS | PAPER | PAPER | NEWS | NEWS | RURAL | OTHER | URBAN | URBAN | VICTIM | VICTIM | UNION | BANK | |
| BASE=TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| **D/S (SUPPORT - OPPOSE) | 295 | 102 | 83 | 58 | 89 | 49 | 60 | 39 | 129 | 16 | 110 | 104 | 186 | 85 | 192 | |
| | 74% | 72% | 83% | 71% | 84% | 60% | 79% | 69% | 75% | 93% | 72% | 84% | 69% | 83% | 71% | |
| TOTAL SUPPORT | 334 | 116 | 89 | 67 | 94 | 63 | 67 | 46 | 145 | 17 | 126 | 109 | 219 | 90 | 221 | |
| ----- | 83% | 82% | 89% | 82% | 89% | 77% | 87% | 81% | 84% | 96% | 82% | 88% | 81% | 88% | 82% | |
| TOTAL OPPOSE | 39 | 14 | 6 | 9 | 5 | 14 | 6 | 7 | 16 | 1 | 16 | 5 | 32 | 5 | 29 | |
| ----- | 10% | 10% | 6% | 11% | 5% | 17% | 9% | 11% | 9% | 4% | 10% | 4% | 12% | 5% | 11% | |
| STRONGLY SUPPORT | 254 | 94 | 73 | 47 | 76 | 50 | 47 | 36 | 112 | 14 | 92 | 82 | 166 | 65 | 172 | |
| | 63% | 67% | 73% | 58% | 72% | 60% | 62% | 63% | 65% | 79% | 60% | 66% | 62% | 63% | 64% | |
| SOMEWHAT SUPPORT | 80 | 21 | 16 | 20 | 18 | 14 | 20 | 10 | 33 | 3 | 34 | 27 | 53 | 25 | 49 | |
| | 20% | 15% | 16% | 25% | 17% | 17% | 26% | 18% | 19% | 18% | 22% | 22% | 20% | 25% | 18% | |
| SOMEWHAT OPPOSE | 17 | 7 | 1 | 5 | 2 | 9 | 1 | 1 | 4 | 1 | 11 | 4 | 13 | 1 | 13 | |
| | 4% | 5% | 1% | 6% | 2% | 10% | 1% | 2% | 2% | 4% | 7% | 3% | 5% | 1% | 5% | |
| STRONGLY OPPOSE | 22 | 7 | 5 | 4 | 3 | 5 | 6 | 6 | 12 | - | 5 | 1 | 19 | 4 | 16 | |
| | 5% | 5% | 5% | 5% | 2% | 7% | 7% | 10% | 7% | - | 3% | 1% | 7% | 4% | 6% | |
| DON'T KNOW | 27 | 11 | 4 | 5 | 6 | 5 | 3 | 4 | 11 | - | 12 | 9 | 18 | 7 | 19 | |
| | 7% | 8% | 4% | 6% | 5% | 6% | 4% | 8% | 6% | - | 8% | 7% | 7% | 7% | 7% | |
| REFUSED | 1 | 1 | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - | 1 | |
| | - | 1% | - | - | 1% | - | - | - | - | - | - | - | - | - | - | |

Table 59-1
 QUESTION X1:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

First Choice.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|---------------|-----------------|-----------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 141 35% | 83 35% | 30 34% | 113 35% | 16 42% | 13 30% | 15 21% | 29 58% | 18 31% | 46 36% | 20 41% | 68 36% | 73 34% | 42 35% | 27 44% | 40 34% | 31 31% | 64 32% | 40 33% | 34 48% | 31 31% | 33 32% | 20 36% | 20 31% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 99 25% | 64 27% | 24 27% | 88 27% | 8 20% | 3 8% | 23 32% | 13 25% | 17 29% | 29 23% | 14 28% | 34 18% | 66 31% | 19 16% | 11 17% | 40 34% | 30 30% | 51 26% | 28 23% | 20 28% | 21 22% | 30 29% | 8 15% | 19 31% |
| PRINT NEWSPAPERS | 81 20% | 49 21% | 18 20% | 67 21% | 5 13% | 13 32% | 21 29% | 4 8% | 9 14% | 30 24% | 4 8% | 41 22% | 40 19% | 22 19% | 7 11% | 19 16% | 33 33% | 41 21% | 30 25% | 9 13% | 22 22% | 19 19% | 16 28% | 14 22% |
| NEWS RADIO | 28 7% | 11 5% | 7 7% | 17 5% | 4 11% | 6 14% | 4 5% | 1 2% | 6 10% | 10 8% | 2 5% | 19 10% | 9 4% | 14 12% | 5 9% | 7 6% | 3 3% | 17 9% | 7 6% | 3 5% | 9 9% | 8 8% | 6 11% | 1 1% |
| NEWS WEB SITES | 25 6% | 12 5% | 6 7% | 18 6% | 1 4% | 2 5% | 5 7% | 2 4% | 3 5% | 6 5% | 6 12% | 12 6% | 13 6% | 12 10% | 4 7% | 7 6% | 1 1% | 14 7% | 7 6% | 1 2% | 9 9% | 6 6% | 1 2% | 6 9% |
| ON-LINE NEWSPAPERS | 8 2% | 7 3% | - | 7 2% | 1 3% | 1 2% | 1 1% | 2 3% | 4 6% | 1 1% | - | 7 4% | 1 1% | 4 4% | 3 5% | - | - | 3 1% | 4 3% | - | 2 2% | 1 1% | 4 6% | - |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 5 1% | 2 1% | 3 4% | 5 2% | - | 1 2% | 1 2% | - | - | 1 1% | 2 4% | 2 1% | 4 2% | 3 3% | 1 2% | 1 1% | - | 1 1% | 3 3% | 1 1% | 1 1% | 1 1% | - | 3 5% |
| NEWS MAGAZINES | 3 1% | 1 - | 1 1% | 2 1% | - | - | 1 1% | - | 1 2% | 2 1% | - | 1 1% | 2 1% | - | 1 1% | 2 1% | 1 1% | 3 2% | - | - | 1 1% | 2 2% | - | - |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 1% | 1 - | - | 1 - | 2 5% | 1 2% | - | - | 1 1% | 1 1% | - | 3 2% | - | 2 2% | - | - | 1 1% | 2 1% | 1 1% | - | 2 2% | - | 1 2% | - |
| CANDIDATE WEB SITES | 2 1% | 1 1% | - | 1 - | 1 2% | - | 1 1% | - | - | - | 1 2% | - | 2 1% | - | 2 3% | - | - | 1 1% | - | 1 1% | - | 1 1% | - | - |
| POLITICAL BLOGS | 1 - | 1 1% | - | 1 - | - | - | - | - | 1 1% | 1 1% | - | 1 - | 1 - | 1 1% | - | - | - | 1 1% | 1 1% | - | 1 1% | - | - | 1 1% |
| OTHER | 3 1% | 3 1% | - | 3 1% | - | 2 5% | 1 1% | - | - | - | - | 2 1% | 1 - | - | 1 1% | 2 2% | - | 1 - | - | 2 3% | - | 1 1% | - | - |
| DON'T KNOW/REFUSED | 1 - | 1 - | - | 1 - | - | 1 1% | - | - | - | - | - | - | 1 - | - | - | - | 1 1% | 1 - | - | - | - | 1 1% | - | - |

Table 59-2
 QUESTION X1:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

First Choice.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|---|-------------|-----------|-----------|------------|-----------------|-----------|-----------|--------------|----------------|-----------|-----------|-----------|-------------|--------------|------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE-TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 141 35% | 10 30% | 24 34% | 34 33% | 106 37% | 15 32% | 19 33% | 53 38% | 53 35% | 27 34% | 8 29% | 34 40% | 15 37% | 19 55% | 38 28% | 38 40% | 44 32% | 14 34% | 16 34% | 36 39% | 47 33% | 18 38% | 11 29% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 99 25% | 6 17% | 17 25% | 23 22% | 74 26% | 8 17% | 15 27% | 24 18% | 50 33% | 12 16% | 4 13% | 18 21% | 6 15% | 7 20% | 52 39% | 15 16% | 49 35% | 8 19% | 16 34% | 17 18% | 47 33% | 8 17% | 16 40% |
| PRINT NEWSPAPERS | 81 20% | 12 35% | 16 22% | 28 27% | 52 18% | 14 29% | 14 24% | 26 19% | 27 18% | 13 17% | 4 16% | 23 28% | 9 22% | 2 7% | 29 21% | 22 23% | 27 19% | 10 24% | 8 17% | 17 18% | 32 23% | 7 14% | 28 28% |
| NEWS RADIO | 28 7% | 2 6% | 6 9% | 8 8% | 20 7% | 5 11% | 3 5% | 14 10% | 6 4% | 13 16% | 3 11% | 4 4% | 1 3% | 2 7% | 5 4% | 6 6% | 5 4% | 5 12% | 2 4% | 6 6% | 5 4% | 5 11% | 1 3% |
| NEWS WEB SITES | 25 6% | - 1% | 4 5% | 4 4% | 19 7% | 1 3% | 3 5% | 10 7% | 9 6% | 5 7% | 4 15% | 2 3% | 7 16% | - - | 6 5% | 4 4% | 8 6% | 3 8% | 3 6% | 6 7% | 6 4% | 6 12% | - - |
| ON-LINE NEWSPAPERS | 8 2% | 1 2% | 1 2% | 2 2% | 6 2% | 1 2% | 1 2% | 6 4% | - - | 3 4% | 3 12% | - - | 1 3% | - - | - - | 5 6% | 1 1% | - - | - - | 7 7% | - - | - - | - - |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 5 1% | 1 2% | - - | 1 1% | 5 2% | 1 2% | - - | 1 1% | 4 3% | 2 2% | - - | - - | 1 3% | 1 4% | 1 1% | 1 1% | 1 1% | 1 2% | 3 6% | 1 1% | 1 1% | 3 7% | - - |
| NEWS MAGAZINES | 3 1% | - - | 1 1% | 1 1% | 3 1% | 1 1% | - - | 1 1% | 2 1% | - - | 1 2% | 1 1% | - - | - - | 2 2% | 1 1% | 1 1% | 1 1% | - - | - - | 1 1% | 1 1% | - - |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 1% | 1 2% | 1 1% | 1 1% | 2 1% | 1 3% | - - | 2 1% | - - | 2 3% | - - | 1 1% | - - | - - | - - | 1 1% | - - | - - | - - | - - | 1 1% | - - | - - |
| CANDIDATE WEB SITES | 2 1% | 1 4% | - - | 1 1% | 1 - | - - | 1 2% | - - | 1 1% | - - | - - | - - | - - | 2 6% | - - | - - | 1 1% | - - | - - | 1 1% | - - | - - | - - |
| POLITICAL BLOGS | 1 - | 1 2% | 1 1% | 1 1% | - - | 1 1% | 1 2% | - - | - - | 1 1% | - - | - - | 1 2% | - - | - - | 1 1% | 1 1% | - - | - - | 1 2% | - - | - - | - - |
| OTHER | 3 1% | - - | - - | - - | 3 1% | - - | - - | 2 1% | - - | - - | - - | 2 2% | - - | 1 2% | - - | 2 2% | 1 1% | - - | - - | 1 1% | 2 1% | - - | - - |
| DON'T KNOW/REFUSED | 1 - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 1 - | - - | 1 - | - - | - - | - - | 1 - | - - | - - |

Table 59-3
 QUESTION X1:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

First Choice.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-------------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|------------|-----------|-------------------|-----------|------------|----------------|-----------|------------------|---------------|----------------------|-----------|-----------|---------------|------------|-----------|
| | TOTAL | HS OR | SOME | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 116 29% | 86 22% | 193 48% | 86 22% | 102 25% | 116 29% | 91 23% | 132 33% | 132 33% | 97 24% | 194 49% | 84 21% | 113 28% | 360 90% | 40 10% | 162 40% | 224 56% | 111 28% | 70 17% | 65 16% | 81 20% | 78 19% | 60 15% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 141 35% | 46 39% | 25 29% | 70 36% | 37 43% | 31 31% | 34 29% | 39 42% | 37 28% | 51 39% | 39 40% | 73 38% | 33 40% | 33 29% | 129 36% | 12 31% | 49 30% | 87 39% | 33 30% | 29 41% | 22 34% | 21 26% | 34 43% | 21 35% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 99 25% | 34 30% | 26 30% | 36 18% | 14 16% | 20 19% | 47 40% | 16 18% | 47 35% | 24 18% | 14 14% | 50 26% | 21 25% | 25 22% | 86 24% | 13 32% | 48 29% | 50 22% | 33 30% | 14 21% | 14 21% | 28 35% | 13 16% | 19 31% |
| PRINT NEWSPAPERS | 81 20% | 19 16% | 17 20% | 45 23% | 15 17% | 26 25% | 21 18% | 19 21% | 31 24% | 26 20% | 18 18% | 36 19% | 13 16% | 30 27% | 71 20% | 9 23% | 35 22% | 43 19% | 24 21% | 15 21% | 15 23% | 16 20% | 13 17% | 12 20% |
| NEWS RADIO | 28 7% | 7 6% | 2 2% | 20 10% | 7 9% | 12 12% | 1 1% | 7 8% | 5 3% | 9 7% | 14 14% | 9 5% | 7 8% | 10 9% | 24 7% | 5 11% | 13 8% | 15 7% | 6 5% | 4 5% | 9 14% | 8 9% | 6 8% | - - |
| NEWS WEB SITES | 25 6% | 1 1% | 10 12% | 12 6% | 6 7% | 5 5% | 5 4% | 7 7% | 4 3% | 13 10% | 6 6% | 14 7% | 1 2% | 8 7% | 24 7% | 1 2% | 10 6% | 13 6% | 9 8% | 4 5% | 1 2% | 3 4% | 3 4% | 7 12% |
| ON-LINE NEWSPAPERS | 8 2% | 3 3% | 1 1% | 3 2% | 4 5% | 2 2% | - - | 1 1% | 1 1% | 5 4% | 1 1% | 2 1% | 4 5% | 2 2% | 8 2% | - - | 1 1% | 4 2% | 1 1% | 3 4% | 1 1% | 1 2% | 4 5% | - - |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 5 1% | 4 3% | - - | 1 1% | 1 1% | 1 1% | 3 3% | 1 1% | 2 1% | 1 1% | 1 1% | 3 2% | 2 2% | 1 1% | 5 1% | - - | 1 - | 5 2% | 2 2% | 1 2% | - - | 1 1% | 2 2% | 1 2% |
| NEWS MAGAZINES | 3 1% | 1 - | 2 3% | 1 - | 1 1% | 1 1% | 2 2% | - - | 2 2% | 1 1% | - - | 1 - | 2 3% | 1 1% | 3 1% | - - | 3 2% | 1 - | 1 1% | - - | 1 2% | 1 1% | 1 1% | - - |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 1% | 2 1% | - - | 1 1% | 2 2% | 1 1% | - - | - - | 2 1% | 1 - | 1 1% | 2 1% | - - | 1 1% | 3 1% | - - | 1 1% | 2 1% | - - | 1 2% | - - | - - | 1 1% | - - |
| CANDIDATE WEB SITES | 2 1% | - - | - - | 2 1% | - - | - - | - - | 2 2% | - - | - - | 1 1% | 2 1% | - - | - - | 2 1% | - - | 1 - | 1 1% | - - | - - | 1 2% | - - | 1 1% | - - |
| POLITICAL BLOGS | 1 - | - - | 1 1% | 1 - | - - | 1 1% | 1 1% | - - | 1 1% | - - | 1 1% | - - | 1 1% | 1 1% | 1 - | - - | 1 - | 1 - | - - | - - | 1 2% | 1 1% | 1 1% | - - |
| OTHER | 3 1% | - - | 1 1% | 2 1% | - - | 2 2% | 1 1% | - - | - - | 1 - | - - | 2 2% | 2 1% | - - | 1 1% | 3 - | 1 - | 2 1% | 2 2% | - - | - - | - - | - - | - - |
| DON'T KNOW/REFUSED | 1 - | 1 1% | - - | - - | - - | - - | 1 1% | - - | 1 - | - - | - - | 1 - | - - | - - | 1 - | - - | 1 - | - - | - - | - - | - - | - - | 1 1% | - - |

Table 59-4
 QUESTION X1:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

First Choice.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | | |
|---|-----------------|-----------|-------------|---------|---------------|----------|----------|-----------|-------------|----------|-----------|-------------|---------------------|------------------|-------------|-----------|-----------|------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ | | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | CLIN- TON | PROB/ LEAN | UND |
| | | | | | RT TEXAS | RT TEXAS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 | | |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% | | |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 141 | 18 | 119 | 98 | 44 | 47 | 104 | 31 | 41 | 103 | 32 | 75 | 15 | 64 | 69 | 20 | 6 | | |
| | 35% | 44% | 35% | 34% | 42% | 43% | 35% | 33% | 33% | 36% | 33% | 36% | 31% | 39% | 35% | 36% | 17% | | |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 99 | 7 | 80 | 72 | 23 | 23 | 81 | 17 | 30 | 64 | 28 | 46 | 8 | 30 | 57 | 13 | 8 | | |
| | 25% | 16% | 24% | 25% | 22% | 21% | 27% | 19% | 25% | 22% | 29% | 22% | 17% | 18% | 29% | 23% | 25% | | |
| PRINT NEWSPAPERS | 81 | 7 | 74 | 66 | 23 | 11 | 58 | 22 | 26 | 58 | 21 | 42 | 9 | 31 | 41 | 14 | 9 | | |
| | 20% | 17% | 22% | 23% | 22% | 10% | 19% | 24% | 21% | 20% | 22% | 20% | 19% | 19% | 21% | 26% | 28% | | |
| NEWS RADIO | 28 | 2 | 25 | 17 | 4 | 9 | 18 | 10 | 8 | 23 | 4 | 17 | 10 | 18 | 7 | 1 | 3 | | |
| | 7% | 6% | 7% | 6% | 4% | 8% | 6% | 11% | 6% | 8% | 4% | 8% | 21% | 11% | 4% | 1% | 8% | | |
| NEWS WEB SITES | 25 | 3 | 20 | 16 | 4 | 7 | 20 | 5 | 10 | 17 | 7 | 12 | 5 | 11 | 10 | 3 | 3 | | |
| | 6% | 8% | 6% | 5% | 3% | 7% | 7% | 6% | 8% | 6% | 7% | 6% | 11% | 7% | 5% | 5% | 10% | | |
| ON-LINE NEWSPAPERS | 8 | - | 8 | 7 | 5 | 3 | 5 | 3 | 5 | 7 | - | 5 | - | 3 | 5 | 3 | 1 | | |
| | 2% | - | 2% | 2% | 4% | 2% | 2% | 3% | 4% | 3% | - | 2% | - | 2% | 2% | 5% | 2% | | |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 5 | 1 | 5 | 5 | 1 | 4 | 5 | 1 | 1 | 3 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | | |
| | 1% | 1% | 1% | 2% | 1% | 3% | 2% | 1% | - | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 4% | | |
| NEWS MAGAZINES | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | - | - | 2 | 1 | - | | |
| | 1% | 4% | 1% | 1% | 1% | - | 1% | 2% | 1% | 1% | 2% | 1% | - | - | 1% | 2% | - | | |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | - | 2 | - | 1 | - | 2 | 1 | - | - | | |
| | 1% | 4% | - | - | 1% | 1% | 1% | 1% | - | 1% | - | - | - | 1% | 1% | - | - | | |
| CANDIDATE WEB SITES | 2 | - | 2 | 1 | - | - | 1 | 1 | - | 2 | - | 1 | - | 2 | - | - | - | | |
| | 1% | - | 1% | - | - | - | - | 1% | - | 1% | - | 1% | - | 1% | - | - | - | | |
| POLITICAL BLOGS | 1 | - | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | 1 | - | - | | |
| | - | - | - | 1% | 1% | 1% | - | - | 1% | 1% | - | 1% | - | - | - | - | - | | |
| OTHER | 3 | - | 3 | 3 | - | 2 | 2 | 1 | - | 2 | 1 | 2 | - | - | - | - | 2 | | |
| | 1% | - | 1% | 1% | - | 2% | 1% | 1% | - | 1% | 1% | 1% | - | - | - | - | 6% | | |
| DON'T KNOW/REFUSED | 1 | - | 1 | 1 | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - | - | | |
| | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | | |

Table 59-5
 QUESTION X1:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

First Choice.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|---|----------------------|--------|------------------------|--------------------|------------|------------|-------|-----------|--------------|------------------|------|---------------|-------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 141 | 26 | 2 | 6 | 27 | 7 | 11 | 59 | 75 | 63 | 29 | 31 | 32 | 31 | 18 | 51 | 89 | 34 | 54 | 114 | 12 | 71 | 69 |
| | 35% | 37% | 10% | 36% | 35% | 25% | 56% | 40% | 32% | 32% | 31% | 39% | 41% | 40% | 29% | 31% | 32% | 43% | 35% | 36% | 31% | 34% | 36% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 99 | 17 | 1 | 2 | 21 | 11 | 4 | 35 | 56 | 49 | 17 | 22 | 21 | 22 | 15 | 40 | 75 | 15 | 33 | 77 | 9 | 53 | 46 |
| | 25% | 24% | 3% | 13% | 27% | 42% | 21% | 24% | 24% | 24% | 18% | 27% | 27% | 28% | 24% | 24% | 27% | 19% | 21% | 24% | 23% | 25% | 24% |
| PRINT NEWSPAPERS | 81 | 17 | 4 | 3 | 16 | 7 | - | 30 | 48 | 45 | 24 | 9 | 8 | 13 | 10 | 36 | 58 | 14 | 29 | 63 | 12 | 43 | 38 |
| | 20% | 24% | 20% | 16% | 20% | 27% | - | 20% | 21% | 23% | 26% | 12% | 10% | 16% | 16% | 22% | 21% | 18% | 19% | 20% | 31% | 21% | 20% |
| NEWS RADIO | 28 | 4 | 9 | 2 | 3 | 1 | 1 | 6 | 20 | 14 | 10 | 7 | 1 | 5 | 1 | 18 | 21 | 2 | 13 | 26 | - | 17 | 11 |
| | 7% | 5% | 45% | 14% | 4% | 2% | 4% | 4% | 8% | 7% | 11% | 9% | 2% | 6% | 2% | 11% | 8% | 2% | 9% | 8% | - | 8% | 6% |
| NEWS WEB SITES | 25 | 2 | 3 | 1 | 6 | - | 2 | 6 | 19 | 16 | 6 | 5 | 8 | 4 | 10 | 12 | 15 | 7 | 13 | 21 | 2 | 14 | 11 |
| | 6% | 3% | 16% | 7% | 8% | - | 11% | 4% | 8% | 8% | 7% | 6% | 10% | 5% | 15% | 7% | 5% | 9% | 8% | 6% | 5% | 7% | 6% |
| ON-LINE NEWSPAPERS | 8 | 1 | - | 1 | 3 | 1 | - | 5 | 3 | 3 | 3 | - | 4 | - | 3 | 1 | 5 | 2 | 4 | 8 | - | 3 | 4 |
| | 2% | 2% | - | 4% | 4% | 2% | - | 3% | 1% | 2% | 3% | - | 5% | - | 4% | 1% | 2% | 3% | 3% | 2% | - | 2% | 2% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 5 | - | 1 | 1 | - | - | 1 | 1 | 4 | 4 | - | 3 | 1 | 1 | 2 | 3 | 4 | - | 2 | 3 | 1 | 2 | 3 |
| | 1% | - | 4% | 9% | - | - | 6% | 1% | 2% | 2% | - | 3% | 1% | 1% | 4% | 2% | 1% | - | 2% | 1% | 4% | 1% | 2% |
| NEWS MAGAZINES | 3 | - | - | - | 1 | 1 | 1 | 2 | 1 | 1 | - | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 3 |
| | 1% | - | - | - | 1% | 2% | 3% | 2% | - | 1% | - | 1% | 3% | 1% | 1% | - | - | 3% | 1% | 1% | 4% | - | 1% |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 | 1 | - | - | - | - | - | 2 | 1 | - | 1 | 1 | - | - | 1 | 1 | 1 | 1 | 3 | 3 | - | 1 | 2 |
| | 1% | 2% | - | - | - | - | - | 2% | - | - | 1% | 1% | - | - | 2% | - | - | 2% | 2% | 1% | - | - | 1% |
| CANDIDATE WEB SITES | 2 | 1 | - | - | - | - | - | - | 2 | 1 | - | 1 | 1 | 2 | - | 2 | 2 | - | - | 2 | - | 1 | 1 |
| | 1% | 2% | - | - | - | - | - | - | 1% | 1% | - | 1% | 1% | 3% | - | 1% | 1% | - | - | 1% | - | - | 1% |
| POLITICAL BLOGS | 1 | - | 1 | - | - | - | - | 1 | 1 | 1 | - | - | - | - | - | 1 | 1 | - | - | - | 1 | 1 | 1 |
| | - | - | 3% | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | 1% | - | - | 2% | - | - |
| OTHER | 3 | - | - | - | - | - | - | - | 3 | 3 | 2 | - | - | - | 3 | 1 | 3 | - | 3 | 3 | - | 3 | - |
| | 1% | - | - | - | - | - | - | - | 1% | 1% | 2% | - | - | - | 4% | - | 1% | - | 2% | 1% | - | 1% | - |
| DON'T KNOW/REFUSED | 1 | - | - | - | 1 | - | - | - | 1 | 1 | - | 1 | - | 1 | - | - | 1 | - | - | - | - | - | 1 |
| | - | - | - | - | 1% | - | - | - | - | - | - | 1% | - | 1% | - | - | - | - | - | - | - | - | - |

Table 59-6
 QUESTION X1:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

First Choice.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|----------------------|------------|-------------|---------------------------|-----------|------------|-----------|------------------------|------------|------------|------------|-----------------------|----------------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- URBAN | | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK | |
| | | NEWS | NEWS | | NEWS | NEWS | | | CITY/ OTHER | SUB- URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 141 35% | 141 100% | - - | - - | 51 48% | 37 45% | 1 1% | 16 29% | 75 43% | 3 18% | 47 31% | 45 36% | 92 34% | 36 36% | 90 33% | |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 99 25% | - - | 99 100% | - - | 42 40% | 1 1% | 21 27% | 16 27% | 44 25% | 11 60% | 29 19% | 32 26% | 67 25% | 21 21% | 76 28% | |
| PRINT NEWSPAPERS | 81 20% | - - | - - | 81 100% | - - | 31 38% | 29 38% | 14 24% | 31 18% | 1 4% | 35 23% | 20 16% | 61 22% | 24 24% | 50 18% | |
| NEWS RADIO | 28 7% | - - | - - | - - | 8 8% | 4 5% | 10 13% | 2 3% | 6 4% | 1 3% | 20 13% | 11 9% | 17 6% | 10 10% | 16 6% | |
| NEWS WEB SITES | 25 6% | - - | - - | - - | 1 1% | 7 9% | 12 15% | 5 9% | 9 5% | 2 11% | 9 6% | 10 8% | 13 5% | 6 6% | 17 6% | |
| ON-LINE NEWSPAPERS | 8 2% | - - | - - | - - | - - | - - | 3 4% | - - | 3 2% | - - | 4 3% | 1 - | 6 2% | 1 1% | 7 3% | |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 5 1% | - - | - - | - - | - - | - - | 2 3% | 1 2% | 1 1% | - - | 3 2% | 1 1% | 5 2% | 2 2% | 3 1% | |
| NEWS MAGAZINES | 3 1% | - - | - - | - - | 1 1% | 1 1% | - - | 2 4% | 1 - | - - | 1 - | - - | 3 1% | 1 1% | 3 1% | |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 1% | - - | - - | - - | 1 1% | - - | - - | - - | 2 1% | - - | 1 1% | 2 1% | 1 - | - - | 2 1% | |
| CANDIDATE WEB SITES | 2 1% | - - | - - | - - | 1 1% | 1 1% | - - | - - | 1 1% | - - | 1 1% | 2 2% | - - | - - | 2 1% | |
| POLITICAL BLOGS | 1 - | - - | - - | - - | - - | - - | - - | 1 2% | - - | - - | 1 - | - - | 1 1% | - - | 1 - | |
| OTHER | 3 1% | - - | - - | - - | - - | - - | 1 1% | - - | - - | 1 3% | 2 1% | 1 - | 2 1% | - - | 3 1% | |
| DON'T KNOW/REFUSED | 1 - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 1 - | - - | 1 - | - - | 1 - | |

Table 60-1
 QUESTION X18:
 And which would be the next source you get most of your news and information about the Presidential race?

Second Choice.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|---|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|-------------|------------------|-----------------|-----|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| PRINT NEWSPAPERS | 105 | 62 | 27 | 89 | 7 | 6 | 18 | 20 | 14 | 30 | 17 | 44 | 61 | 19 | 20 | 40 | 26 | 48 | 34 | 19 | 21 | 26 | 12 | 23 | |
| | 26% | 27% | 31% | 28% | 18% | 14% | 25% | 40% | 23% | 24% | 34% | 24% | 29% | 16% | 32% | 34% | 26% | 24% | 28% | 27% | 22% | 26% | 20% | 36% | |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 83 | 52 | 16 | 68 | 7 | 14 | 20 | 12 | 9 | 22 | 6 | 36 | 46 | 19 | 12 | 28 | 23 | 45 | 21 | 16 | 20 | 24 | 10 | 11 | |
| | 21% | 22% | 18% | 21% | 19% | 33% | 28% | 24% | 14% | 17% | 12% | 19% | 22% | 16% | 20% | 24% | 23% | 22% | 18% | 23% | 21% | 24% | 18% | 17% | |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 76 | 45 | 17 | 62 | 8 | 9 | 10 | 9 | 12 | 28 | 8 | 39 | 37 | 27 | 9 | 16 | 24 | 40 | 22 | 14 | 21 | 19 | 11 | 11 | |
| | 19% | 19% | 19% | 19% | 21% | 23% | 14% | 17% | 21% | 22% | 17% | 21% | 18% | 23% | 14% | 14% | 24% | 20% | 18% | 19% | 21% | 19% | 19% | 17% | |
| NEWS WEB SITES | 32 | 21 | 6 | 27 | 3 | 3 | 5 | 1 | 9 | 4 | 11 | 19 | 13 | 17 | 4 | 9 | 2 | 15 | 8 | 8 | 11 | 4 | 6 | 2 | |
| | 8% | 9% | 7% | 8% | 8% | 7% | 7% | 2% | 15% | 3% | 22% | 10% | 6% | 14% | 7% | 7% | 2% | 8% | 7% | 11% | 11% | 4% | 10% | 4% | |
| ON-LINE NEWSPAPERS | 31 | 11 | 9 | 19 | 5 | 4 | 6 | 4 | 3 | 12 | 2 | 19 | 12 | 19 | 6 | 4 | 1 | 16 | 10 | 3 | 9 | 7 | 8 | 2 | |
| | 8% | 4% | 10% | 6% | 14% | 10% | 9% | 7% | 5% | 9% | 4% | 10% | 6% | 16% | 10% | 4% | 1% | 8% | 9% | 4% | 9% | 7% | 14% | 3% | |
| NEWS RADIO | 25 | 10 | 7 | 17 | 4 | 1 | 7 | 4 | 2 | 13 | - | 12 | 14 | 7 | 4 | 5 | 9 | 13 | 11 | 2 | 4 | 9 | 6 | 5 | |
| | 6% | 4% | 7% | 5% | 10% | 2% | 9% | 7% | 3% | 10% | - | 6% | 7% | 6% | 6% | 5% | 9% | 7% | 9% | 2% | 4% | 9% | 10% | 8% | |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 15 | 9 | 2 | 11 | 4 | - | 2 | - | 4 | 8 | 1 | 6 | 9 | 5 | 4 | 5 | 1 | 7 | 7 | 1 | 2 | 5 | 4 | 4 | |
| | 4% | 4% | 2% | 3% | 10% | - | 2% | - | 7% | 6% | 2% | 3% | 4% | 4% | 6% | 4% | 1% | 3% | 6% | 1% | 2% | 5% | 6% | 6% | |
| NEWS MAGAZINES | 8 | 4 | 2 | 6 | - | 1 | 1 | 1 | - | 4 | 1 | 6 | 2 | 1 | 1 | 1 | 5 | 8 | - | - | 6 | 2 | - | - | |
| | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | - | 3% | 3% | 3% | 1% | 1% | 2% | 1% | 5% | 4% | - | - | 6% | 2% | - | - | |
| CANDIDATE WEB SITES | 6 | 6 | - | 6 | - | - | 1 | - | 2 | 2 | 1 | 1 | 5 | 4 | - | 2 | - | - | 3 | 3 | - | - | 1 | 2 | |
| | 2% | 3% | - | 2% | - | - | 1% | - | 4% | 2% | 2% | - | 3% | 4% | - | 2% | - | - | 3% | 4% | - | - | 2% | 3% | |
| POLITICAL BLOGS | 5 | 3 | 2 | 4 | - | 1 | 1 | - | 2 | 1 | - | 1 | 4 | 2 | 2 | 1 | - | 4 | - | 1 | 1 | 3 | - | - | |
| | 1% | 1% | 2% | 1% | - | 2% | 2% | - | 3% | 1% | - | 1% | 2% | 1% | 3% | 1% | - | 2% | - | 1% | 1% | 3% | - | - | |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 | 2 | 1 | 3 | - | - | 1 | - | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 1 | 2 | - | 1 | 1 | - | 2 | |
| | 1% | 1% | 1% | 1% | - | - | 1% | - | 1% | 1% | - | - | 1% | - | - | 2% | 1% | 1% | 1% | - | 1% | 1% | - | 3% | |
| OTHER | 2 | 2 | - | 2 | - | 1 | - | 1 | - | - | 1 | - | 2 | - | - | 1 | 1 | 1 | 1 | - | - | 1 | - | 1 | |
| | 1% | 1% | - | 1% | - | 2% | - | 1% | - | - | 2% | - | 1% | - | - | 1% | 1% | 1% | 1% | - | - | 1% | - | 2% | |
| DON'T KNOW/REFUSED | 6 | 5 | 1 | 6 | - | - | 1 | - | 2 | 2 | 1 | 3 | 3 | - | - | 1 | 5 | 1 | 2 | 3 | 1 | - | - | 2 | |
| | 1% | 2% | 1% | 2% | - | - | 1% | - | 4% | 2% | 2% | 2% | 1% | - | - | 1% | 5% | 1% | 1% | 4% | 1% | - | - | 2% | |

Table 60-2
 QUESTION X18:
 And which would be the next source you get most of your news and information about the Presidential race?

Second Choice.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|---|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|--------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE-TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| PRINT NEWSPAPERS | 105 | 6 | 16 | 22 | 83 | 9 | 13 | 35 | 48 | 14 | 6 | 24 | 5 | 13 | 42 | 21 | 41 | 11 | 16 | 23 | 40 | 9 | 18 |
| | 26% | 17% | 23% | 21% | 29% | 19% | 23% | 25% | 32% | 18% | 23% | 29% | 11% | 39% | 31% | 22% | 30% | 27% | 34% | 24% | 28% | 19% | 46% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 83 | 10 | 15 | 25 | 57 | 9 | 16 | 27 | 30 | 13 | 5 | 19 | 6 | 8 | 32 | 23 | 29 | 7 | 10 | 15 | 37 | 10 | 7 |
| | 21% | 30% | 21% | 24% | 20% | 20% | 28% | 19% | 20% | 17% | 17% | 22% | 15% | 23% | 24% | 24% | 21% | 16% | 21% | 16% | 26% | 20% | 17% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 76 | 5 | 12 | 17 | 57 | 10 | 7 | 29 | 29 | 16 | 7 | 16 | 11 | 2 | 25 | 18 | 27 | 9 | 7 | 15 | 30 | 12 | 4 |
| | 19% | 16% | 16% | 16% | 20% | 20% | 13% | 21% | 19% | 21% | 26% | 19% | 25% | 4% | 19% | 19% | 19% | 23% | 16% | 16% | 21% | 26% | 11% |
| NEWS WEB SITES | 32 | 1 | 13 | 15 | 18 | 7 | 7 | 12 | 6 | 12 | 2 | 6 | 6 | 2 | 5 | 9 | 12 | 5 | 1 | 14 | 7 | 5 | 1 |
| | 8% | 4% | 19% | 14% | 6% | 15% | 13% | 9% | 4% | 15% | 8% | 7% | 14% | 6% | 4% | 10% | 8% | 12% | 2% | 15% | 5% | 11% | 2% |
| ON-LINE NEWSPAPERS | 31 | 3 | 3 | 6 | 22 | 5 | 1 | 13 | 9 | 13 | 3 | 3 | 6 | 3 | 3 | 8 | 2 | 4 | 5 | 8 | 2 | 6 | 3 |
| | 8% | 10% | 4% | 6% | 7% | 10% | 2% | 9% | 6% | 17% | 10% | 4% | 14% | 9% | 2% | 9% | 2% | 9% | 11% | 9% | 2% | 13% | 6% |
| NEWS RADIO | 25 | 2 | 5 | 7 | 18 | 3 | 5 | 9 | 9 | 6 | 2 | 3 | 1 | 2 | 11 | 5 | 6 | 2 | 5 | 5 | 6 | 3 | 3 |
| | 6% | 6% | 8% | 7% | 6% | 5% | 8% | 6% | 6% | 8% | 7% | 4% | 1% | 5% | 9% | 5% | 4% | 4% | 10% | 5% | 4% | 6% | 9% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 15 | 1 | 1 | 3 | 12 | 1 | 2 | 5 | 7 | 2 | 1 | 2 | 3 | 2 | 4 | 2 | 7 | 1 | 1 | 6 | 4 | 2 | - |
| | 4% | 4% | 2% | 2% | 4% | 2% | 3% | 3% | 5% | 2% | 5% | 3% | 7% | 7% | 3% | 2% | 5% | 1% | 2% | 6% | 3% | 3% | - |
| NEWS MAGAZINES | 8 | 1 | 1 | 2 | 6 | 1 | 1 | 5 | 1 | 1 | 1 | 5 | - | 1 | 1 | 2 | 2 | 2 | - | 1 | 2 | - | 2 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 4% | 1% | 1% | 3% | 6% | - | 2% | 1% | 2% | 1% | 5% | - | 2% | 2% | - | 5% |
| CANDIDATE WEB SITES | 6 | 1 | 1 | 2 | 4 | 1 | 1 | - | 4 | 1 | - | - | 4 | - | 2 | 1 | 5 | - | - | 4 | 2 | - | - |
| | 2% | 3% | 2% | 2% | 1% | 2% | 3% | - | 3% | 1% | - | - | 8% | - | 1% | 1% | 4% | - | - | 5% | 1% | - | - |
| POLITICAL BLOGS | 5 | - | 2 | 2 | 3 | 1 | 1 | 1 | 2 | - | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| | 1% | - | 3% | 2% | 1% | 1% | 2% | - | 2% | - | 2% | 1% | 4% | 4% | - | 1% | 1% | 2% | 2% | 2% | - | 2% | 2% |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 | - | - | - | 3 | - | - | 1 | 2 | - | - | 1 | - | - | 2 | 1 | 2 | - | 1 | - | 2 | - | 1 |
| | 1% | - | - | - | 1% | - | - | - | 1% | - | - | 1% | - | - | 2% | 1% | 1% | - | 1% | - | 2% | - | 1% |
| OTHER | 2 | 1 | - | 1 | 2 | - | 1 | - | 2 | - | - | - | - | - | 2 | - | 2 | - | - | - | 2 | - | - |
| | 1% | 2% | - | 1% | 1% | - | 1% | - | 1% | - | - | - | - | - | 2% | - | 2% | - | - | - | 2% | - | - |
| DON'T KNOW/REFUSED | 6 | 2 | 1 | 3 | 3 | 2 | 1 | 1 | 2 | - | - | 3 | - | - | 3 | 2 | 3 | 1 | - | - | 5 | - | 1 |
| | 1% | 5% | 1% | 2% | 1% | 4% | 1% | 1% | 1% | - | - | 4% | - | - | 2% | 2% | 2% | 1% | - | - | 4% | - | 2% |

Table 60-3

QUESTION X18:

And which would be the next source you get most of your news and information about the Presidential race?

Second Choice.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| PRINT NEWSPAPERS | 105 | 35 | 19 | 51 | 16 | 28 | 38 | 23 | 38 | 32 | 24 | 61 | 21 | 21 | 99 | 6 | 49 | 55 | 32 | 16 | 13 | 26 | 24 | 16 |
| | 26% | 30% | 22% | 26% | 19% | 28% | 33% | 25% | 29% | 24% | 24% | 32% | 25% | 19% | 27% | 16% | 30% | 25% | 29% | 23% | 20% | 32% | 31% | 27% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 83 | 20 | 22 | 41 | 22 | 14 | 19 | 27 | 26 | 31 | 16 | 41 | 18 | 22 | 72 | 10 | 29 | 53 | 27 | 14 | 15 | 15 | 15 | 12 |
| | 21% | 17% | 25% | 21% | 26% | 14% | 16% | 30% | 20% | 24% | 16% | 21% | 21% | 19% | 20% | 25% | 18% | 24% | 25% | 19% | 23% | 19% | 20% | 21% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 76 | 25 | 12 | 40 | 19 | 20 | 18 | 19 | 31 | 24 | 17 | 39 | 14 | 23 | 65 | 11 | 35 | 41 | 25 | 11 | 11 | 13 | 13 | 10 |
| | 19% | 22% | 13% | 21% | 22% | 20% | 15% | 21% | 24% | 18% | 18% | 20% | 17% | 20% | 18% | 28% | 21% | 18% | 23% | 16% | 16% | 16% | 16% | 17% |
| NEWS WEB SITES | 32 | 7 | 6 | 19 | 8 | 11 | 6 | 8 | 3 | 10 | 19 | 8 | 11 | 14 | 30 | 2 | 7 | 18 | 5 | 8 | 6 | 2 | 11 | 4 |
| | 8% | 6% | 7% | 10% | 9% | 11% | 5% | 8% | 2% | 8% | 20% | 4% | 13% | 12% | 8% | 5% | 4% | 8% | 5% | 12% | 9% | 3% | 14% | 7% |
| ON-LINE NEWSPAPERS | 31 | 5 | 7 | 18 | 5 | 13 | 6 | 5 | 2 | 13 | 12 | 10 | 8 | 11 | 29 | 2 | 15 | 13 | 7 | 5 | 9 | 3 | 6 | 9 |
| | 8% | 4% | 8% | 9% | 6% | 13% | 5% | 5% | 2% | 10% | 12% | 5% | 10% | 9% | 8% | 4% | 9% | 6% | 7% | 7% | 14% | 4% | 7% | 15% |
| NEWS RADIO | 25 | 8 | 8 | 7 | 8 | 3 | 8 | 3 | 8 | 7 | 4 | 10 | 7 | 7 | 24 | 1 | 8 | 17 | 4 | 5 | 5 | 9 | 3 | 2 |
| | 6% | 7% | 9% | 3% | 9% | 3% | 7% | 3% | 6% | 5% | 4% | 5% | 8% | 6% | 7% | 4% | 5% | 8% | 4% | 7% | 8% | 11% | 3% | 4% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 15 | 9 | 3 | 3 | 4 | 2 | 8 | 1 | 9 | 2 | 1 | 9 | 3 | 3 | 11 | 3 | 4 | 8 | 2 | 3 | 2 | 5 | 1 | 3 |
| | 4% | 8% | 4% | 1% | 4% | 2% | 7% | 1% | 7% | 2% | 1% | 5% | 3% | 3% | 3% | 8% | 3% | 4% | 1% | 4% | 3% | 7% | 2% | 6% |
| NEWS MAGAZINES | 8 | 1 | 2 | 5 | 1 | 5 | 2 | - | 2 | 5 | 1 | 2 | 1 | 5 | 8 | - | 3 | 5 | 1 | 1 | 2 | - | - | - |
| | 2% | 1% | 2% | 2% | 2% | 5% | 2% | - | 2% | 4% | 1% | 1% | 1% | 4% | 2% | - | 2% | 2% | 1% | 1% | 3% | - | - | - |
| CANDIDATE WEB SITES | 6 | - | 3 | 3 | 1 | - | 2 | 3 | 2 | 4 | - | 3 | - | 4 | 6 | - | 3 | 3 | 1 | 2 | 1 | 2 | 3 | - |
| | 2% | - | 4% | 2% | 1% | - | 2% | 3% | 1% | 3% | - | 1% | - | 3% | 2% | - | 2% | 1% | 1% | 3% | 1% | 3% | 4% | - |
| POLITICAL BLOGS | 5 | - | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 5 | - | 1 | 4 | 2 | 1 | - | 1 | 1 | 2 |
| | 1% | - | 4% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | - | 1% | 2% | 2% | 2% | - | 1% | 1% | 3% |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 | 1 | 1 | 1 | - | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | - | - |
| | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | - | 1% | - | 1% | 1% | - | 4% | 1% | 1% | 1% | 1% | 1% | 2% | 3% | - |
| OTHER | 2 | - | 2 | 1 | - | - | 2 | 1 | 2 | 1 | - | 2 | - | - | 2 | - | 1 | 2 | - | 1 | 1 | - | 1 | - |
| | 1% | - | 2% | - | - | - | 2% | 1% | 1% | - | - | 1% | - | - | 1% | - | - | 1% | - | 2% | 1% | - | 1% | - |
| DON'T KNOW/REFUSED | 6 | 4 | - | 1 | 2 | 1 | 3 | - | 4 | - | 1 | 4 | 1 | 1 | 3 | 3 | 4 | 2 | 1 | 2 | - | 1 | - | 1 |
| | 1% | 4% | - | 1% | 2% | 1% | 2% | - | 3% | - | 1% | 2% | 1% | 1% | 1% | 7% | 2% | 1% | 1% | 3% | - | 1% | - | 1% |

Table 60-4

QUESTION X18:

And which would be the next source you get most of your news and information about the Presidential race?

Second Choice.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------|-----------|------------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | CLIN- TON | PROB/ LEAN |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| PRINT NEWSPAPERS | 105 | 8 | 89 | 79 | 37 | 23 | 82 | 21 | 30 | 80 | 21 | 60 | 5 | 40 | 52 | 9 | 10 |
| | 26% | 18% | 26% | 27% | 35% | 21% | 27% | 23% | 25% | 28% | 21% | 29% | 11% | 24% | 27% | 17% | 29% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 83 | 8 | 72 | 60 | 17 | 27 | 67 | 13 | 24 | 54 | 28 | 42 | 14 | 34 | 40 | 17 | 8 |
| | 21% | 19% | 21% | 21% | 16% | 25% | 22% | 14% | 20% | 19% | 29% | 20% | 30% | 21% | 21% | 31% | 25% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 76 | 8 | 65 | 58 | 16 | 15 | 57 | 20 | 23 | 53 | 18 | 39 | 13 | 32 | 39 | 10 | 5 |
| | 19% | 19% | 19% | 20% | 16% | 14% | 19% | 21% | 19% | 19% | 19% | 19% | 27% | 19% | 20% | 18% | 14% |
| NEWS WEB SITES | 32 | 4 | 29 | 26 | 6 | 12 | 22 | 10 | 17 | 28 | 3 | 18 | 3 | 13 | 18 | 9 | 1 |
| | 8% | 9% | 8% | 9% | 6% | 11% | 7% | 11% | 14% | 10% | 3% | 9% | 6% | 8% | 9% | 15% | 4% |
| ON-LINE NEWSPAPERS | 31 | 5 | 25 | 16 | 5 | 11 | 22 | 9 | 11 | 26 | 5 | 19 | 7 | 20 | 8 | 2 | 2 |
| | 8% | 12% | 7% | 6% | 5% | 10% | 7% | 10% | 9% | 9% | 5% | 9% | 14% | 12% | 4% | 4% | 7% |
| NEWS RADIO | 25 | 6 | 17 | 12 | 9 | 8 | 16 | 9 | 6 | 15 | 9 | 9 | 4 | 11 | 11 | 3 | 1 |
| | 6% | 13% | 5% | 4% | 8% | 7% | 5% | 9% | 5% | 5% | 9% | 4% | 8% | 7% | 5% | 5% | 4% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 15 | 3 | 12 | 9 | 6 | 2 | 11 | 4 | 2 | 6 | 7 | 3 | 1 | 4 | 9 | - | 2 |
| | 4% | 6% | 3% | 3% | 6% | 2% | 4% | 4% | 2% | 2% | 8% | 2% | 1% | 2% | 5% | - | 6% |
| NEWS MAGAZINES | 8 | 1 | 7 | 6 | 1 | 1 | 4 | 4 | 2 | 5 | 3 | 3 | - | 2 | 6 | 3 | 1 |
| | 2% | 3% | 2% | 2% | 1% | 1% | 1% | 4% | 2% | 2% | 3% | 1% | - | 1% | 3% | 6% | 2% |
| CANDIDATE WEB SITES | 6 | - | 6 | 6 | 4 | 2 | 4 | 2 | 2 | 4 | 1 | 3 | - | 3 | 3 | - | 1 |
| | 2% | - | 2% | 2% | 4% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | - | 2% | 2% | - | 2% |
| POLITICAL BLOGS | 5 | - | 5 | 4 | 1 | 1 | 4 | 1 | 1 | 4 | 1 | 3 | 1 | 3 | 2 | 1 | - |
| | 1% | - | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | - |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 | - | 3 | 3 | 2 | 1 | 3 | - | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | - |
| | 1% | - | 1% | 1% | 2% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | - |
| OTHER | 2 | - | 2 | 2 | - | - | 1 | 1 | 2 | 2 | - | 1 | - | 1 | 1 | - | - |
| | 1% | - | 1% | 1% | - | - | - | 1% | 1% | 1% | - | 1% | - | 1% | 1% | - | - |
| DON'T KNOW/REFUSED | 6 | - | 6 | 6 | 1 | 2 | 4 | - | 2 | 3 | - | 3 | - | 1 | 3 | 1 | - |
| | 1% | - | 2% | 2% | 1% | 2% | 1% | - | 2% | 1% | - | 2% | - | 1% | 1% | 1% | - |

Table 60-5
 QUESTION X18:
 And which would be the next source you get most of your news and information about the Presidential race?

Second Choice.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|---|----------------------|--------|------------------------|--------------------|------------|------------|-------|-------|--------------|-------|------|---------------|-----|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | TRACK | DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| PRINT NEWSPAPERS | 105 | 19 | 5 | 2 | 24 | 5 | 8 | 45 | 55 | 48 | 27 | 19 | 16 | 24 | 16 | 50 | 80 | 15 | 37 | 88 | 7 | 62 | 43 | |
| | 26% | 28% | 24% | 12% | 30% | 18% | 43% | 30% | 24% | 24% | 30% | 23% | 21% | 31% | 26% | 30% | 29% | 18% | 24% | 28% | 19% | 30% | 22% | |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 83 | 12 | 2 | 4 | 18 | 5 | 4 | 24 | 51 | 44 | 15 | 14 | 19 | 15 | 10 | 37 | 59 | 16 | 31 | 66 | 8 | 40 | 42 | |
| | 21% | 18% | 8% | 23% | 23% | 17% | 23% | 16% | 22% | 22% | 16% | 17% | 24% | 19% | 16% | 23% | 22% | 20% | 20% | 21% | 21% | 19% | 22% | |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 76 | 12 | 7 | 5 | 5 | 11 | 4 | 24 | 49 | 43 | 20 | 9 | 13 | 10 | 14 | 31 | 54 | 11 | 26 | 65 | 7 | 49 | 28 | |
| | 19% | 17% | 35% | 33% | 7% | 42% | 20% | 17% | 21% | 22% | 22% | 11% | 16% | 12% | 23% | 19% | 20% | 14% | 17% | 20% | 17% | 23% | 15% | |
| NEWS WEB SITES | 32 | 5 | 1 | 1 | 11 | 1 | 1 | 10 | 22 | 19 | 9 | 11 | 9 | 5 | 7 | 14 | 19 | 8 | 19 | 28 | 2 | 17 | 15 | |
| | 8% | 7% | 4% | 4% | 14% | 3% | 3% | 7% | 10% | 10% | 10% | 14% | 12% | 6% | 11% | 8% | 7% | 10% | 12% | 9% | 6% | 8% | 8% | |
| ON-LINE NEWSPAPERS | 31 | 9 | 6 | 3 | 3 | 1 | - | 9 | 21 | 14 | 10 | 7 | 6 | 6 | 1 | 14 | 26 | 3 | 13 | 20 | 7 | 12 | 19 | |
| | 8% | 13% | 30% | 19% | 4% | 4% | - | 6% | 9% | 7% | 10% | 9% | 8% | 8% | 2% | 9% | 9% | 4% | 8% | 6% | 17% | 6% | 10% | |
| NEWS RADIO | 25 | 5 | - | - | 6 | 1 | - | 16 | 8 | 6 | 3 | 5 | 7 | 3 | 7 | 7 | 12 | 10 | 10 | 17 | 3 | 6 | 19 | |
| | 6% | 7% | - | - | 7% | 2% | - | 11% | 3% | 3% | 4% | 6% | 9% | 4% | 11% | 4% | 4% | 13% | 6% | 5% | 9% | 3% | 10% | |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 15 | 1 | - | - | 3 | - | 1 | 9 | 6 | 6 | 2 | 3 | 4 | 6 | 1 | 3 | 8 | 5 | 4 | 11 | 3 | 5 | 10 | |
| | 4% | 2% | - | - | 4% | - | 7% | 6% | 3% | 3% | 2% | 4% | 5% | 8% | 2% | 2% | 3% | 6% | 2% | 4% | 7% | 2% | 5% | |
| NEWS MAGAZINES | 8 | 1 | - | 1 | 3 | 1 | - | 3 | 4 | 4 | 1 | 2 | 1 | 3 | 1 | 4 | 5 | 3 | 1 | 6 | - | 7 | 1 | |
| | 2% | 1% | - | 4% | 4% | 5% | - | 2% | 2% | 2% | 1% | 3% | 1% | 4% | 1% | 3% | 2% | 4% | - | 2% | - | 3% | 1% | |
| CANDIDATE WEB SITES | 6 | 3 | - | - | 1 | 1 | - | 4 | 1 | 1 | 2 | 2 | - | - | 1 | 2 | 5 | 1 | 3 | 5 | 1 | 2 | 4 | |
| | 2% | 4% | - | - | 1% | 5% | - | 3% | 1% | 1% | 2% | 3% | - | - | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | |
| POLITICAL BLOGS | 5 | 2 | - | 1 | 1 | - | - | 1 | 4 | 4 | 1 | 2 | 1 | 3 | - | - | 1 | 3 | 3 | 3 | 1 | 3 | 2 | |
| | 1% | 3% | - | 4% | 1% | - | - | - | 2% | 2% | 1% | 2% | 2% | 3% | - | - | - | 4% | 2% | 1% | 3% | 2% | 1% | |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 | 1 | - | - | 1 | 1 | - | 2 | 1 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 1 | 2 | - | 2 | 1 | |
| | 1% | 1% | - | - | 1% | 3% | - | 1% | - | - | 1% | 2% | - | 2% | - | 1% | 1% | 1% | 1% | 1% | - | 1% | - | |
| OTHER | 2 | - | - | - | - | - | 1 | - | 2 | 2 | - | 2 | - | 1 | 1 | - | - | 2 | 1 | 1 | - | 1 | 2 | |
| | 1% | - | - | - | - | - | 4% | - | 1% | 1% | - | 2% | - | 1% | 2% | - | - | 3% | - | - | - | - | 1% | |
| DON'T KNOW/REFUSED | 6 | - | - | - | 1 | - | - | 1 | 4 | 4 | - | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 4 | 5 | - | 1 | 5 | |
| | 1% | - | - | - | 2% | - | - | 1% | 2% | 2% | - | 3% | 2% | 1% | 1% | 1% | 1% | 2% | 3% | 2% | - | - | 3% | |

Table 60-6
 QUESTION X18:
 And which would be the next source you get most of your news and information about the Presidential race?

Second Choice.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|----------------------|-----------|-------------|---------------------------|------------|------------|-----------|------------------------|----------|------------|--------------|-----------------------|---------------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- URBAN | | VICTIM | NOT A VICTIM | UNION | CRE- DIT BANK | | |
| | | NEWS | NEWS | | NEWS | NEWS | | | OTHER | URBAN | | | | | URBAN | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| PRINT NEWSPAPERS | 105 26% | 51 36% | 42 43% | - - | 105 100% | - - | - - | 13 22% | 55 32% | 2 10% | 36 23% | 32 26% | 72 27% | 24 23% | 78 29% | |
| THE NETWORK NEWS PROGRAMS ON ABC, NEC, OR CBS | 83 21% | 37 26% | 1 1% | 31 39% | - - | 83 100% | - - | 11 20% | 38 22% | 3 18% | 30 19% | 21 17% | 58 22% | 19 18% | 53 20% | |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 76 19% | 1 - | 21 21% | 29 35% | - - | - - | 76 100% | 15 26% | 30 17% | 4 23% | 28 18% | 21 17% | 55 20% | 26 25% | 48 18% | |
| NEWS WEB SITES | 32 8% | 17 12% | 5 5% | 6 7% | - - | - - | - - | 4 8% | 10 6% | 2 12% | 16 11% | 16 13% | 16 6% | 9 9% | 20 7% | |
| ON-LINE NEWSPAPERS | 31 8% | 13 9% | 5 5% | 4 5% | - - | - - | - - | 1 1% | 13 8% | 1 3% | 16 11% | 8 7% | 21 8% | 6 6% | 21 8% | |
| NEWS RADIO | 25 6% | 9 6% | 9 9% | 2 2% | - - | - - | - - | 3 6% | 12 7% | - - | 10 7% | 7 6% | 17 6% | 5 5% | 17 6% | |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 15 4% | 5 4% | 6 6% | 2 3% | - - | - - | - - | 3 5% | 8 5% | 3 17% | 1 1% | 8 6% | 7 3% | 4 4% | 11 4% | |
| NEWS MAGAZINES | 8 2% | 1 1% | 1 1% | 5 6% | - - | - - | - - | 4 7% | 2 1% | 1 4% | 1 1% | 3 3% | 5 2% | 4 4% | 4 2% | |
| CANDIDATE WEB SITES | 6 2% | 2 2% | 3 3% | - - | - - | - - | - - | 1 2% | 2 1% | 2 10% | 2 1% | 4 3% | 3 1% | 1 1% | 4 2% | |
| POLITICAL BLOGS | 5 1% | 1 - | 3 3% | 1 1% | - - | - - | - - | 1 2% | 1 1% | 1 3% | 2 1% | 2 2% | 2 1% | 2 2% | 3 1% | |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 3 1% | 1 - | 1 1% | 1 1% | - - | - - | - - | - - | - - | - - | 3 2% | 1 1% | 2 1% | 2 2% | 1 - | |
| OTHER | 2 1% | 2 1% | - - | - - | - - | - - | - - | 1 2% | 1 - | - - | 1 - | - - | 2 1% | 1 1% | 2 1% | |
| DON'T KNOW/REFUSED | 6 1% | 2 1% | 3 3% | 1 1% | - - | - - | - - | 1 1% | - - | - - | 5 3% | - - | 6 2% | 1 1% | 5 2% | |

Table 61-1
 QUESTION X1C:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

Combined Choices.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|---------------|-----------------|-----------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 217 54% | 127 54% | 47 53% | 174 54% | 24 63% | 22 52% | 25 35% | 38 74% | 30 50% | 73 58% | 28 58% | 107 57% | 110 52% | 69 58% | 35 57% | 57 48% | 55 55% | 104 52% | 62 51% | 47 67% | 52 52% | 52 51% | 31 55% | 30 48% |
| PRINT NEWSPAPERS | 186 47% | 112 47% | 45 51% | 157 48% | 12 32% | 19 46% | 39 54% | 25 48% | 22 38% | 60 47% | 21 43% | 85 45% | 101 48% | 41 34% | 26 43% | 59 50% | 59 59% | 89 44% | 64 53% | 29 40% | 43 44% | 45 45% | 28 48% | 36 57% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 180 45% | 115 49% | 40 45% | 155 48% | 14 37% | 17 41% | 42 58% | 25 48% | 26 44% | 51 40% | 20 40% | 68 36% | 112 53% | 38 32% | 22 37% | 68 58% | 52 52% | 95 47% | 49 41% | 36 51% | 41 41% | 54 53% | 19 33% | 30 48% |
| NEWS WEB SITES | 57 14% | 33 14% | 12 14% | 45 14% | 4 11% | 5 13% | 10 14% | 3 6% | 12 20% | 11 8% | 17 34% | 31 16% | 26 12% | 29 24% | 8 13% | 16 14% | 3 3% | 29 15% | 16 13% | 9 13% | 20 20% | 10 9% | 7 13% | 8 13% |
| NEWS RADIO | 53 13% | 21 9% | 13 14% | 34 10% | 8 21% | 7 16% | 10 14% | 4 8% | 7 12% | 22 18% | 2 5% | 31 16% | 22 11% | 21 17% | 9 15% | 12 10% | 11 11% | 30 15% | 18 15% | 5 7% | 13 13% | 17 16% | 12 21% | 6 9% |
| ON-LINE NEWSPAPERS | 38 10% | 17 7% | 9 10% | 26 8% | 6 17% | 5 11% | 7 10% | 5 10% | 7 11% | 13 10% | 2 4% | 25 13% | 13 6% | 23 20% | 9 15% | 4 4% | 1 1% | 19 9% | 14 12% | 3 4% | 11 11% | 7 7% | 12 21% | 2 3% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 20 5% | 11 5% | 5 6% | 16 5% | 4 10% | 1 2% | 3 4% | - - | 4 7% | 9 7% | 3 6% | 7 4% | 13 6% | 8 6% | 5 8% | 6 5% | 1 1% | 8 4% | 10 9% | 2 2% | 3 3% | 5 5% | 4 6% | 7 11% |
| NEWS MAGAZINES | 12 3% | 5 2% | 3 3% | 8 2% | - 1% | 1 2% | 2 2% | 1 2% | 1 2% | 6 4% | 1 3% | 7 4% | 4 2% | 1 1% | 2 3% | 3 2% | 6 6% | 12 6% | - - | - - | 7 7% | 4 4% | - - | - - |
| CANDIDATE WEB SITES | 8 2% | 7 3% | - - | 7 2% | 1 2% | - - | 2 2% | - - | 2 4% | 2 2% | 2 4% | 1 - | 7 3% | 4 4% | 2 3% | 2 2% | - - | 1 1% | 3 3% | 3 5% | - - | 1 1% | 1 2% | 2 3% |
| POLITICAL BLOGS | 6 2% | 4 2% | 2 2% | 6 2% | - - | 1 2% | 1 2% | - - | 2 4% | 2 2% | - - | 2 1% | 5 2% | 3 3% | 2 1% | 1 1% | - - | 5 2% | 1 1% | 1 1% | 2 2% | 3 3% | - - | 1 1% |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 6 1% | 3 1% | 1 1% | 3 1% | 2 5% | 1 2% | 1 1% | - 1% | 1 2% | 3 2% | - - | 3 2% | 2 1% | 2 2% | - - | 2 2% | 1 1% | 3 2% | 3 2% | - - | 2 2% | 1 1% | 1 2% | 2 3% |
| OTHER | 5 1% | 5 2% | - - | 5 2% | - - | 3 6% | 1 1% | 1 1% | - - | - - | 1 2% | 2 1% | 3 1% | - - | 1 1% | 3 3% | 1 1% | 2 1% | 1 1% | 2 3% | - - | 2 2% | - - | 1 2% |
| DON'T KNOW/REFUSED | 6 2% | 6 2% | 1 1% | 6 2% | - - | 1 1% | 1 1% | - - | 2 4% | 2 2% | 1 2% | 3 2% | 3 2% | - - | - - | 1 1% | 6 6% | 2 1% | 2 1% | 3 4% | 1 1% | 1 1% | - - | 2 2% |

Table 61-2
QUESTION X1C:
Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

Combined Choices.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 217 | 15 | 36 | 51 | 163 | 25 | 26 | 81 | 82 | 43 | 15 | 49 | 26 | 20 | 63 | 56 | 71 | 24 | 23 | 51 | 76 | 31 | 16 |
| | 54% | 45% | 50% | 49% | 56% | 52% | 46% | 59% | 54% | 55% | 55% | 59% | 62% | 59% | 47% | 59% | 51% | 57% | 50% | 55% | 53% | 63% | 40% |
| PRINT NEWSPAPERS | 186 | 18 | 32 | 50 | 135 | 23 | 27 | 61 | 74 | 27 | 10 | 47 | 14 | 16 | 71 | 43 | 68 | 21 | 24 | 39 | 72 | 16 | 29 |
| | 47% | 53% | 45% | 48% | 47% | 48% | 48% | 44% | 49% | 35% | 39% | 56% | 33% | 46% | 53% | 45% | 49% | 51% | 51% | 43% | 51% | 33% | 73% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 180 | 16 | 32 | 48 | 129 | 17 | 31 | 50 | 79 | 25 | 8 | 36 | 13 | 15 | 84 | 38 | 77 | 14 | 26 | 31 | 84 | 18 | 22 |
| | 45% | 47% | 46% | 46% | 45% | 37% | 54% | 36% | 52% | 33% | 28% | 43% | 30% | 43% | 63% | 40% | 55% | 34% | 55% | 34% | 59% | 37% | 56% |
| NEWS WEB SITES | 57 | 2 | 17 | 19 | 37 | 9 | 10 | 22 | 15 | 17 | 6 | 8 | 12 | 2 | 12 | 13 | 20 | 8 | 4 | 21 | 12 | 11 | 1 |
| | 14% | 5% | 24% | 18% | 13% | 18% | 18% | 16% | 10% | 22% | 23% | 9% | 29% | 6% | 9% | 14% | 14% | 20% | 8% | 22% | 9% | 23% | 2% |
| NEWS RADIO | 53 | 4 | 12 | 16 | 38 | 8 | 8 | 23 | 15 | 19 | 5 | 7 | 2 | 4 | 16 | 10 | 11 | 7 | 6 | 10 | 11 | 8 | 4 |
| | 13% | 12% | 17% | 15% | 13% | 17% | 14% | 17% | 10% | 25% | 18% | 8% | 4% | 12% | 12% | 11% | 8% | 16% | 12% | 11% | 8% | 17% | 10% |
| ON-LINE NEWSPAPERS | 38 | 4 | 4 | 8 | 28 | 6 | 2 | 19 | 9 | 16 | 6 | 3 | 7 | 3 | 3 | 14 | 3 | 4 | 5 | 15 | 2 | 6 | 3 |
| | 10% | 13% | 5% | 8% | 10% | 12% | 4% | 13% | 6% | 21% | 22% | 4% | 17% | 9% | 2% | 14% | 2% | 9% | 11% | 16% | 2% | 13% | 6% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 20 | 2 | 1 | 3 | 17 | 2 | 2 | 6 | 11 | 3 | 1 | 2 | 4 | 4 | 5 | 3 | 8 | 1 | 4 | 6 | 5 | 5 | - |
| | 5% | 6% | 2% | 3% | 6% | 3% | 3% | 4% | 7% | 4% | 5% | 3% | 10% | 10% | 4% | 3% | 6% | 3% | 8% | 7% | 3% | 10% | - |
| NEWS MAGAZINES | 12 | 1 | 2 | 2 | 9 | 1 | 1 | 6 | 3 | 1 | 1 | 5 | - | 1 | 4 | 3 | 2 | 3 | - | 1 | 4 | 1 | 2 |
| | 3% | 2% | 2% | 2% | 3% | 3% | 2% | 4% | 2% | 1% | 5% | 6% | - | 2% | 3% | 3% | 2% | 6% | - | 2% | 2% | 1% | 5% |
| CANDIDATE WEB SITES | 8 | 2 | 1 | 4 | 5 | 1 | 3 | - | 5 | 1 | - | - | 4 | 2 | 2 | 1 | 7 | - | - | 6 | 2 | - | - |
| | 2% | 6% | 2% | 3% | 2% | 2% | 5% | - | 3% | 1% | - | - | 8% | 6% | 1% | 1% | 5% | - | - | 6% | 1% | - | - |
| POLITICAL BLOGS | 6 | 1 | 3 | 3 | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 1 | 1 | 4 | 1 | 1 | 1 |
| | 2% | 2% | 4% | 3% | 1% | 3% | 4% | - | 2% | 1% | 2% | 1% | 6% | 4% | - | 1% | 2% | 2% | 2% | 4% | - | 2% | 2% |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 6 | 1 | 1 | 1 | 4 | 1 | - | 2 | 2 | 2 | - | 1 | - | - | 2 | 1 | 2 | - | 1 | - | 3 | - | 1 |
| | 1% | 2% | 1% | 1% | 2% | 3% | - | 2% | 1% | 3% | - | 2% | - | - | 2% | 1% | 1% | - | 1% | - | 2% | - | 1% |
| OTHER | 5 | 1 | - | 1 | 4 | - | 1 | 2 | 2 | - | - | 2 | - | 1 | 2 | 2 | 3 | - | - | 1 | 4 | - | - |
| | 1% | 2% | - | 1% | 1% | - | 1% | 1% | 2% | - | - | 2% | - | 2% | 2% | 2% | 2% | - | - | 1% | 3% | - | - |
| DON'T KNOW/REFUSED | 6 | 2 | 1 | 3 | 3 | 2 | 1 | 1 | 2 | - | - | 3 | - | - | 3 | 2 | 3 | 1 | - | - | 6 | - | 1 |
| | 2% | 5% | 1% | 2% | 1% | 4% | 1% | 1% | 1% | - | - | 4% | - | - | 2% | 2% | 2% | 1% | - | - | 4% | - | 2% |

Table 61-3
 QUESTION X1C:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

Combined Choices.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-------------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|------------|-----------|-------------------|-----------|------------|----------------|-----------|------------------|---------------|----------------------|-----------|-----------|---------------|------------|-----------|
| | TOTAL | HS OR | SOME | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 116 29% | 86 22% | 193 48% | 86 22% | 102 25% | 116 29% | 91 23% | 132 33% | 132 33% | 97 24% | 194 49% | 84 21% | 113 28% | 360 90% | 40 10% | 162 40% | 224 56% | 111 28% | 70 17% | 65 16% | 81 20% | 78 19% | 60 15% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 217 54% | 71 61% | 37 43% | 109 57% | 55 64% | 51 50% | 52 45% | 58 64% | 69 52% | 75 57% | 56 58% | 113 58% | 47 56% | 55 49% | 194 54% | 23 57% | 83 52% | 127 57% | 58 53% | 40 57% | 33 50% | 34 42% | 46 59% | 31 52% |
| PRINT NEWSPAPERS | 186 47% | 54 47% | 36 42% | 96 49% | 31 36% | 54 53% | 60 51% | 42 46% | 69 53% | 58 44% | 41 42% | 98 50% | 34 40% | 51 46% | 170 47% | 16 39% | 84 52% | 98 44% | 56 51% | 31 44% | 28 43% | 42 52% | 38 48% | 28 47% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 180 45% | 53 46% | 48 55% | 76 40% | 35 41% | 33 32% | 66 57% | 43 47% | 72 54% | 55 42% | 29 30% | 91 47% | 39 46% | 45 40% | 158 44% | 23 56% | 76 47% | 103 46% | 60 54% | 27 39% | 28 43% | 43 54% | 28 36% | 31 51% |
| NEWS WEB SITES | 57 14% | 8 7% | 17 19% | 31 16% | 14 16% | 17 17% | 11 9% | 14 16% | 7 5% | 23 17% | 25 26% | 22 11% | 12 14% | 22 19% | 54 15% | 3 7% | 17 10% | 32 14% | 15 13% | 12 17% | 7 11% | 5 6% | 14 18% | 11 19% |
| NEWS RADIO | 53 13% | 15 13% | 10 11% | 26 13% | 15 18% | 15 15% | 9 8% | 10 11% | 13 10% | 16 12% | 18 18% | 18 9% | 13 16% | 17 15% | 47 13% | 6 15% | 21 13% | 32 14% | 10 9% | 8 12% | 14 21% | 17 20% | 9 11% | 2 4% |
| ON-LINE NEWSPAPERS | 38 10% | 8 7% | 8 9% | 21 11% | 10 11% | 15 15% | 6 5% | 6 6% | 3 2% | 18 14% | 13 13% | 12 6% | 12 15% | 13 11% | 37 10% | 2 4% | 16 10% | 17 8% | 9 8% | 7 10% | 10 15% | 4 5% | 9 12% | 9 15% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 20 5% | 13 11% | 3 4% | 4 2% | 4 5% | 3 3% | 12 10% | 1 1% | 11 9% | 4 3% | 2 2% | 12 6% | 4 5% | 4 3% | 17 5% | 3 8% | 5 3% | 13 6% | 3 3% | 4 6% | 2 3% | 6 8% | 3 4% | 5 8% |
| NEWS MAGAZINES | 12 3% | 2 2% | 4 5% | 5 3% | 2 2% | 5 5% | 4 4% | - - | 5 3% | 6 5% | 1 1% | 3 2% | 3 4% | 6 5% | 12 3% | - - | 6 4% | 5 2% | 2 2% | 1 1% | 3 4% | 1 1% | 1 1% | - - |
| CANDIDATE WEB SITES | 8 2% | - - | 3 4% | 5 3% | 1 1% | - - | 2 2% | 5 6% | 2 1% | 4 3% | 1 1% | 5 2% | - - | 4 3% | 8 2% | - - | 4 3% | 4 2% | 1 1% | 2 3% | 2 3% | 2 3% | 4 5% | - - |
| POLITICAL BLOGS | 6 2% | - - | 4 5% | 2 1% | 1 1% | 1 1% | 3 3% | 1 1% | 2 1% | 2 1% | 2 2% | 2 1% | 1 2% | 3 3% | 6 2% | - - | 2 1% | 4 2% | 2 2% | 1 2% | 1 2% | 2 2% | 1 2% | 2 3% |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 6 1% | 2 2% | 1 1% | 3 1% | 2 2% | 2 2% | 1 1% | 1 1% | 2 2% | 1 1% | 1 1% | 2 1% | 1 1% | 3 2% | 4 1% | 1 4% | 2 1% | 3 1% | 1 1% | 2 3% | 1 2% | 2 3% | 1 1% | - - |
| OTHER | 5 1% | - - | 2 3% | 3 1% | - - | 2 2% | 2 1% | 1 1% | 2 1% | 1 1% | 2 2% | 4 2% | - - | 1 1% | 5 1% | - - | 1 1% | 4 2% | 2 2% | 1 2% | 1 1% | - - | 1 1% | - - |
| DON'T KNOW/REFUSED | 6 2% | 5 4% | - - | 1 1% | 2 2% | 1 1% | 3 3% | - - | 5 4% | - - | 1 1% | 5 2% | 1 1% | 1 1% | 3 1% | 3 7% | 4 3% | 2 1% | 1 1% | 2 3% | - - | 2 2% | - - | 1 1% |

Table 61-4
 QUESTION X1C:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

Combined Choices.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---|-----------------|-----------|-------------|---------|---------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|-----------|-----------|------------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | CLIN- TON | CLIN- TON | PROB/ LEAN |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 217 | 26 | 183 | 155 | 60 | 63 | 160 | 50 | 63 | 156 | 50 | 114 | 28 | 96 | 107 | 30 | 10 |
| | 54% | 63% | 54% | 54% | 57% | 58% | 54% | 54% | 52% | 55% | 51% | 55% | 58% | 59% | 55% | 54% | 31% |
| PRINT NEWSPAPERS | 186 | 15 | 163 | 145 | 60 | 35 | 140 | 43 | 56 | 138 | 42 | 102 | 15 | 71 | 93 | 24 | 19 |
| | 47% | 36% | 48% | 50% | 57% | 32% | 47% | 46% | 46% | 48% | 43% | 49% | 31% | 43% | 48% | 43% | 57% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 180 | 15 | 151 | 132 | 40 | 49 | 147 | 30 | 54 | 116 | 56 | 88 | 22 | 63 | 97 | 30 | 17 |
| | 45% | 34% | 44% | 46% | 38% | 45% | 49% | 32% | 44% | 41% | 58% | 42% | 46% | 38% | 50% | 54% | 50% |
| NEWS WEB SITES | 57 | 7 | 49 | 42 | 10 | 19 | 41 | 15 | 26 | 45 | 10 | 31 | 8 | 25 | 28 | 11 | 5 |
| | 14% | 17% | 14% | 14% | 10% | 18% | 14% | 16% | 22% | 16% | 10% | 15% | 17% | 15% | 14% | 21% | 14% |
| NEWS RADIO | 53 | 8 | 41 | 28 | 12 | 17 | 34 | 19 | 14 | 38 | 13 | 25 | 14 | 30 | 17 | 3 | 4 |
| | 13% | 19% | 12% | 10% | 12% | 15% | 11% | 20% | 12% | 13% | 13% | 12% | 29% | 18% | 9% | 5% | 12% |
| ON-LINE NEWSPAPERS | 38 | 5 | 33 | 23 | 10 | 14 | 26 | 12 | 15 | 33 | 5 | 24 | 7 | 22 | 13 | 5 | 3 |
| | 10% | 12% | 10% | 8% | 9% | 13% | 9% | 13% | 12% | 12% | 5% | 11% | 14% | 14% | 7% | 9% | 9% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 20 | 3 | 16 | 14 | 7 | 6 | 16 | 4 | 3 | 9 | 9 | 6 | 1 | 6 | 11 | 1 | 3 |
| | 5% | 8% | 5% | 5% | 7% | 6% | 5% | 5% | 2% | 3% | 10% | 3% | 3% | 4% | 6% | 2% | 10% |
| NEWS MAGAZINES | 12 | 3 | 8 | 8 | 2 | 2 | 6 | 5 | 4 | 6 | 4 | 5 | - | 2 | 8 | 4 | 1 |
| | 3% | 7% | 2% | 3% | 2% | 2% | 2% | 6% | 3% | 2% | 5% | 2% | - | 1% | 4% | 8% | 2% |
| CANDIDATE WEB SITES | 8 | - | 8 | 7 | 4 | 2 | 5 | 3 | 2 | 6 | 1 | 4 | - | 5 | 3 | - | 1 |
| | 2% | - | 2% | 3% | 4% | 2% | 2% | 3% | 1% | 2% | 1% | 2% | - | 3% | 2% | - | 2% |
| POLITICAL BLOGS | 6 | - | 6 | 6 | 1 | 3 | 5 | 1 | 2 | 5 | 1 | 4 | 1 | 3 | 3 | 1 | - |
| | 2% | - | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | - |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 6 | 2 | 4 | 3 | 3 | 2 | 5 | 1 | 1 | 4 | 1 | 3 | 1 | 3 | 3 | 1 | - |
| | 1% | 4% | 1% | 1% | 3% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | - |
| OTHER | 5 | - | 5 | 5 | - | 2 | 3 | 2 | 2 | 4 | 1 | 3 | - | 1 | 1 | - | 2 |
| | 1% | - | 1% | 2% | - | 2% | 1% | 2% | 1% | 2% | 1% | 2% | - | 1% | 1% | - | 6% |
| DON'T KNOW/REFUSED | 6 | - | 6 | 6 | 1 | 2 | 5 | - | 2 | 3 | 1 | 3 | - | 1 | 3 | 1 | - |
| | 2% | - | 2% | 2% | 1% | 2% | 2% | - | 2% | 1% | 1% | 2% | - | 1% | 2% | 1% | - |

Table 61-5
QUESTION X1C:
Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

Combined Choices.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|---|----------------------|--------|------------------------|--------------------|------------|------------|-------|-----------|--------------|------------------|------|---------------|-------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 217 | 38 | 9 | 11 | 33 | 18 | 14 | 83 | 124 | 106 | 48 | 40 | 45 | 40 | 32 | 82 | 143 | 46 | 81 | 179 | 19 | 120 | 96 |
| | 54% | 54% | 44% | 69% | 42% | 67% | 76% | 56% | 53% | 53% | 53% | 49% | 58% | 51% | 52% | 50% | 52% | 57% | 52% | 56% | 48% | 57% | 51% |
| PRINT NEWSPAPERS | 186 | 37 | 9 | 5 | 39 | 12 | 8 | 75 | 104 | 93 | 52 | 28 | 24 | 37 | 26 | 86 | 138 | 29 | 66 | 151 | 19 | 105 | 80 |
| | 47% | 52% | 43% | 28% | 51% | 45% | 43% | 51% | 45% | 47% | 56% | 35% | 31% | 47% | 41% | 52% | 50% | 36% | 43% | 47% | 50% | 50% | 42% |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 180 | 28 | 2 | 6 | 39 | 16 | 8 | 59 | 106 | 92 | 31 | 36 | 40 | 37 | 25 | 76 | 133 | 31 | 63 | 142 | 17 | 93 | 88 |
| | 45% | 40% | 11% | 36% | 50% | 60% | 44% | 40% | 46% | 46% | 34% | 44% | 52% | 47% | 40% | 46% | 48% | 39% | 41% | 44% | 43% | 44% | 46% |
| NEWS WEB SITES | 57 | 7 | 4 | 2 | 17 | 1 | 3 | 16 | 41 | 35 | 15 | 16 | 17 | 9 | 16 | 25 | 34 | 15 | 31 | 49 | 4 | 31 | 26 |
| | 14% | 10% | 19% | 12% | 22% | 3% | 14% | 11% | 18% | 18% | 17% | 20% | 22% | 11% | 26% | 15% | 12% | 19% | 20% | 15% | 10% | 15% | 14% |
| NEWS RADIO | 53 | 9 | 9 | 2 | 8 | 1 | 1 | 23 | 27 | 19 | 13 | 12 | 9 | 8 | 8 | 24 | 33 | 12 | 23 | 42 | 3 | 23 | 30 |
| | 13% | 12% | 45% | 14% | 11% | 4% | 4% | 15% | 11% | 10% | 15% | 15% | 11% | 11% | 13% | 15% | 12% | 15% | 15% | 13% | 9% | 11% | 16% |
| ON-LINE NEWSPAPERS | 38 | 10 | 6 | 4 | 7 | 2 | - | 13 | 24 | 17 | 12 | 7 | 10 | 6 | 4 | 16 | 31 | 6 | 18 | 28 | 7 | 15 | 23 |
| | 10% | 15% | 30% | 24% | 8% | 7% | - | 9% | 10% | 9% | 14% | 9% | 13% | 8% | 6% | 9% | 11% | 7% | 11% | 9% | 17% | 7% | 12% |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 20 | 1 | 1 | 1 | 3 | - | 2 | 10 | 10 | 10 | 2 | 6 | 4 | 7 | 4 | 6 | 11 | 5 | 6 | 15 | 4 | 7 | 13 |
| | 5% | 2% | 4% | 9% | 4% | - | 13% | 7% | 4% | 5% | 2% | 7% | 6% | 9% | 6% | 4% | 4% | 6% | 4% | 5% | 11% | 4% | 7% |
| NEWS MAGAZINES | 12 | 1 | - | 1 | 4 | 2 | 1 | 5 | 5 | 5 | 1 | 3 | 3 | 4 | 1 | 5 | 6 | 5 | 2 | 8 | 2 | 7 | 4 |
| | 3% | 1% | - | 4% | 5% | 7% | 3% | 3% | 2% | 2% | 1% | 4% | 4% | 5% | 2% | 3% | 2% | 7% | 1% | 2% | 4% | 4% | 2% |
| CANDIDATE WEB SITES | 8 | 4 | - | - | 1 | 1 | - | 4 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 4 | 7 | 1 | 3 | 7 | 1 | 3 | 5 |
| | 2% | 5% | - | - | 1% | 5% | - | 3% | 2% | 1% | 2% | 4% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 3% |
| POLITICAL BLOGS | 6 | 2 | 1 | 1 | 1 | - | - | 1 | 5 | 5 | 2 | 2 | 1 | 3 | - | 1 | 1 | 4 | 3 | 3 | 2 | 4 | 3 |
| | 2% | 3% | 3% | 4% | 1% | - | - | 1% | 2% | 3% | 2% | 2% | 2% | 3% | - | - | - | 5% | 2% | 1% | 5% | 2% | 1% |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 6 | 2 | - | - | 1 | 1 | - | 4 | 1 | 1 | 1 | 2 | - | 1 | 1 | 2 | 2 | 2 | 4 | 5 | - | 3 | 3 |
| | 1% | 3% | - | - | 1% | 3% | - | 3% | 1% | - | 1% | 3% | - | 2% | 2% | 1% | 1% | 2% | 3% | 2% | - | 1% | 1% |
| OTHER | 5 | - | - | - | - | - | 1 | - | 4 | 4 | 2 | 2 | - | 1 | 4 | 1 | 3 | 2 | 3 | 4 | - | 3 | 2 |
| | 1% | - | - | - | - | - | 4% | - | 2% | 2% | 2% | 2% | - | 1% | 6% | - | 1% | 3% | 2% | 1% | - | 2% | 1% |
| DON'T KNOW/REFUSED | 6 | - | - | - | 2 | - | - | 1 | 5 | 5 | - | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 4 | 5 | - | 1 | 6 |
| | 2% | - | - | - | 2% | - | - | 1% | 2% | 2% | - | 4% | 2% | 2% | 1% | 1% | 1% | 2% | 3% | 2% | - | - | 3% |

Table 61-6
 QUESTION X1C:
 Thinking about how you get your news and information, which of the following would you say is your primary source of information on politics?

Combined Choices.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|----------------------|------------|-------------|---------------------------|------------|------------|-----------|------------------------|------------|------------|--------------|-----------------------|---------------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ SUB- URBAN | | VICTIM | NOT A VICTIM | UNION | CRE- DIT BANK | | |
| | | CABLE NEWS | NEWS PAPER | | NET- WORK NEWS | CABLE NEWS | | | SMALL CITY/ URBAN | SUB- URBAN | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC | 217 54% | 141 100% | 21 21% | 29 35% | 51 48% | 37 45% | 76 100% | 31 54% | 105 61% | 7 38% | 75 49% | 66 54% | 146 54% | 62 61% | 138 51% | |
| PRINT NEWSPAPERS | 186 47% | 51 36% | 42 43% | 81 100% | 105 100% | 31 38% | 29 38% | 26 46% | 86 50% | 2 14% | 71 46% | 53 43% | 132 49% | 48 47% | 127 47% | |
| THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS | 180 45% | 37 26% | 99 100% | 31 39% | 42 40% | 83 100% | 21 27% | 27 48% | 82 47% | 14 78% | 58 38% | 52 42% | 124 46% | 40 39% | 128 47% | |
| NEWS WEB SITES | 57 14% | 17 12% | 5 5% | 6 7% | 1 1% | 7 9% | 12 15% | 9 17% | 18 11% | 4 23% | 25 17% | 26 21% | 30 11% | 15 15% | 37 14% | |
| NEWS RADIO | 53 13% | 9 6% | 9 9% | 2 2% | 8 8% | 4 5% | 10 13% | 5 9% | 18 11% | 1 3% | 29 19% | 18 14% | 34 13% | 15 15% | 33 12% | |
| ON-LINE NEWSPAPERS | 38 10% | 13 9% | 5 5% | 4 5% | - - | - - | 3 4% | 1 1% | 17 10% | 1 3% | 21 13% | 9 7% | 27 10% | 7 7% | 28 11% | |
| DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH | 20 5% | 5 4% | 6 6% | 2 3% | - - | - - | 2 3% | 4 6% | 9 5% | 3 17% | 4 3% | 9 7% | 12 4% | 6 6% | 14 5% | |
| NEWS MAGAZINES | 12 3% | 1 1% | 1 1% | 5 6% | 1 1% | 1 1% | - - | 6 10% | 3 2% | 1 4% | 2 1% | 3 3% | 8 3% | 5 4% | 7 3% | |
| CANDIDATE WEB SITES | 8 2% | 2 2% | 3 3% | - - | 1 1% | 1 1% | - - | 1 2% | 3 2% | 2 10% | 3 2% | 6 4% | 3 1% | 1 1% | 6 2% | |
| POLITICAL BLOGS | 6 2% | 1 - | 3 3% | 1 1% | - - | - - | - - | 2 3% | 1 1% | 1 3% | 3 2% | 2 2% | 4 1% | 2 2% | 3 1% | |
| LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW | 6 1% | 1 - | 1 1% | 1 1% | 1 1% | - - | - - | - - | 2 1% | - - | 4 3% | 2 2% | 3 1% | 2 2% | 3 1% | |
| OTHER | 5 1% | 2 1% | - - | - - | - - | - - | 1 1% | 1 2% | 1 - | 1 3% | 3 2% | 1 - | 4 2% | 1 1% | 4 2% | |
| DON'T KNOW/REFUSED | 6 2% | 2 1% | 3 3% | 1 1% | - - | - - | - - | 1 1% | - - | - - | 6 4% | - - | 6 2% | 1 1% | 6 2% | |

Table 101-1

QUESTION 46:

And in politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-------------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (DEMOCRAT - REPUBLICAN) | 287 | 235 | 88 | 323 | - | 30 | 55 | 34 | 40 | 90 | 38 | 112 | 174 | 83 | 41 | 85 | 78 | 114 | 105 | 62 | 41 | 73 | 47 | 58 |
| | 72% | 100% | 100% | 100% | - | 72% | 76% | 67% | 67% | 71% | 77% | 60% | 82% | 69% | 66% | 72% | 78% | 57% | 87% | 88% | 42% | 72% | 82% | 91% |
| TOTAL DEMOCRAT | 323 | 235 | 88 | 323 | - | 34 | 60 | 41 | 46 | 102 | 41 | 137 | 186 | 93 | 48 | 96 | 86 | 144 | 109 | 64 | 62 | 83 | 49 | 60 |
| | 81% | 100% | 100% | 100% | - | 80% | 83% | 80% | 78% | 80% | 84% | 73% | 88% | 78% | 78% | 82% | 86% | 72% | 90% | 90% | 63% | 81% | 86% | 95% |
| TOTAL REPUBLICAN | 37 | - | - | - | - | 3 | 5 | 6 | 7 | 12 | 3 | 25 | 12 | 11 | 7 | 11 | 8 | 30 | 5 | 2 | 21 | 9 | 2 | 2 |
| | 9% | - | - | - | - | 8% | 7% | 13% | 11% | 9% | 7% | 13% | 6% | 9% | 11% | 9% | 8% | 15% | 4% | 3% | 21% | 9% | 4% | 4% |
| STRONG REPUBLICAN | 15 | - | - | - | - | 2 | 2 | 5 | 4 | 1 | - | 8 | 7 | 6 | 3 | 4 | 3 | 13 | 2 | - | 8 | 5 | - | 2 |
| | 4% | - | - | - | - | 5% | 3% | 11% | 7% | 1% | - | 4% | 3% | 5% | 5% | 3% | 3% | 6% | 2% | - | 8% | 4% | - | 4% |
| NOT-SO-STRONG REPUBLICAN | 9 | - | - | - | - | 1 | 2 | 1 | - | 2 | 3 | 8 | 2 | 1 | 1 | 5 | 1 | 9 | - | - | 8 | 2 | - | - |
| | 2% | - | - | - | - | 3% | 3% | 2% | - | 1% | 7% | 4% | 1% | 1% | 2% | 4% | 1% | 5% | - | - | 8% | 2% | - | - |
| LEAN REPUBLICAN | 13 | - | - | - | - | 1 | - | 3 | 9 | - | 9 | 3 | 4 | 3 | 2 | 4 | 8 | 2 | 2 | 5 | 3 | 2 | - | - |
| | 3% | - | - | - | - | 2% | - | 4% | 7% | - | 5% | 2% | 3% | 4% | 2% | 4% | 4% | 2% | 3% | 5% | 3% | 4% | - | - |
| LEAN DEMOCRAT | 37 | - | 37 | 37 | - | 8 | 7 | 7 | 5 | 9 | 1 | 22 | 15 | 14 | 5 | 11 | 7 | 21 | 11 | 5 | 13 | 8 | 4 | 7 |
| | 9% | - | 42% | 11% | - | 19% | 10% | 13% | 9% | 7% | 2% | 12% | 7% | 11% | 8% | 10% | 7% | 10% | 9% | 7% | 13% | 8% | 8% | 11% |
| NOT-SO-STRONG DEMOCRAT | 52 | - | 52 | 52 | - | 5 | 7 | 8 | 4 | 19 | 9 | 20 | 32 | 19 | 12 | 13 | 8 | 25 | 20 | 7 | 11 | 15 | 7 | 12 |
| | 13% | - | 58% | 16% | - | 12% | 10% | 15% | 7% | 15% | 17% | 11% | 15% | 16% | 19% | 11% | 8% | 13% | 16% | 10% | 11% | 14% | 12% | 20% |
| STRONG DEMOCRAT | 235 | 235 | - | 235 | - | 21 | 46 | 26 | 37 | 74 | 31 | 95 | 140 | 61 | 31 | 72 | 71 | 98 | 79 | 53 | 38 | 60 | 38 | 41 |
| | 59% | 100% | - | 73% | - | 49% | 64% | 52% | 62% | 58% | 64% | 51% | 66% | 51% | 51% | 61% | 71% | 49% | 65% | 74% | 39% | 59% | 66% | 64% |
| SOMETHING ELSE/INDEPENDENT | 39 | - | - | - | 39 | 5 | 7 | 4 | 6 | 12 | 5 | 26 | 12 | 14 | 7 | 11 | 6 | 26 | 7 | 5 | 16 | 10 | 6 | 1 |
| | 10% | - | - | - | 100% | 12% | 10% | 7% | 10% | 9% | 14% | 6% | 12% | 11% | 9% | 6% | 13% | 6% | 7% | 16% | 10% | 10% | 10% | 2% |
| REFUSED | 2 | - | - | - | - | - | - | - | - | 2 | - | 2 | - | 2 | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | 1% | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - |
| STRONG GOP/VERY CONS | 8 | - | - | - | - | 1 | 1 | 3 | 2 | - | - | 5 | 3 | 2 | 3 | 2 | 1 | 8 | - | - | 5 | 3 | - | - |
| | 2% | - | - | - | - | 3% | 2% | 7% | 3% | - | - | 2% | 2% | 2% | 4% | 2% | 1% | 4% | - | - | 5% | 3% | - | - |
| STRONG GOP/65+ | 3 | - | - | - | - | 1 | - | - | 1 | - | 2 | 1 | - | - | - | 3 | 3 | - | - | 2 | 1 | - | - | - |
| | 1% | - | - | - | - | 3% | - | - | 1% | - | 1% | - | - | - | - | 3% | 1% | - | - | 2% | 1% | - | - | - |

Table 101-2

QUESTION 46:

And in politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-------------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|----------|-----------|----------|-----------|----------|----------|----------|----------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM | BASE DEM | SOFT DEM | SOFT DEM | BASE DEM | BASE DEM | SOFT DEM | SOFT DEM |
| | | | | | | | | | | | | | | | | DEM MEN | DEM WOMEN | DEM MEN | DEM WOMEN | 18-54 | 55+ | 18-54 | 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (DEMOCRAT - REPUBLICAN) | 287 | 33 | 59 | 91 | 192 | 42 | 49 | 69 | 123 | 54 | 9 | 49 | 28 | 32 | 115 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 72% | 98% | 83% | 88% | 66% | 89% | 87% | 50% | 81% | 70% | 33% | 58% | 66% | 92% | 85% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| TOTAL DEMOCRAT | 323 | 33 | 62 | 95 | 225 | 43 | 51 | 93 | 132 | 60 | 16 | 61 | 34 | 32 | 121 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| ----- | 81% | 98% | 87% | 91% | 78% | 91% | 91% | 67% | 87% | 77% | 59% | 73% | 79% | 92% | 90% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| TOTAL REPUBLICAN | 37 | - | 3 | 3 | 33 | 1 | 2 | 24 | 9 | 5 | 7 | 12 | 6 | - | 6 | - | - | - | - | - | - | - | - |
| ----- | 9% | - | 5% | 3% | 12% | 2% | 4% | 17% | 6% | 7% | 26% | 15% | 13% | - | 5% | - | - | - | - | - | - | - | - |
| STRONG REPUBLICAN | 15 | - | 2 | 2 | 13 | - | 2 | 8 | 5 | 1 | 3 | 4 | 4 | - | 3 | - | - | - | - | - | - | - | - |
| | 4% | - | 3% | 2% | 4% | - | 4% | 6% | 3% | 2% | 11% | 4% | 10% | - | 2% | - | - | - | - | - | - | - | - |
| NOT-SO-STRONG REPUBLICAN | 9 | - | - | - | 9 | - | - | 8 | 2 | 1 | 1 | 5 | 1 | - | 1 | - | - | - | - | - | - | - | - |
| | 2% | - | - | - | 3% | - | - | 5% | 1% | 1% | 5% | 7% | 2% | - | 1% | - | - | - | - | - | - | - | - |
| LEAN REPUBLICAN | 13 | - | 1 | 1 | 12 | 1 | - | 8 | 3 | 3 | 3 | 3 | 1 | - | 3 | - | - | - | - | - | - | - | - |
| | 3% | - | 1% | 1% | 4% | 2% | - | 6% | 2% | 4% | 9% | 4% | 1% | - | 2% | - | - | - | - | - | - | - | - |
| LEAN DEMOCRAT | 37 | 1 | 4 | 5 | 31 | 5 | 1 | 17 | 13 | 7 | 4 | 11 | 6 | 1 | 7 | - | - | 22 | 15 | - | - | 19 | 18 |
| | 9% | 4% | 5% | 5% | 11% | 10% | 1% | 12% | 9% | 10% | 14% | 13% | 15% | 3% | 5% | - | - | 53% | 32% | - | - | 38% | 46% |
| NOT-SO-STRONG DEMOCRAT | 52 | 3 | 12 | 15 | 36 | 10 | 5 | 10 | 26 | 11 | 3 | 6 | 7 | 9 | 16 | - | - | 20 | 32 | - | - | 30 | 21 |
| | 13% | 9% | 18% | 15% | 12% | 21% | 10% | 7% | 17% | 15% | 10% | 7% | 17% | 26% | 12% | - | - | 47% | 68% | - | - | 62% | 54% |
| STRONG DEMOCRAT | 235 | 28 | 46 | 74 | 159 | 29 | 45 | 66 | 93 | 41 | 10 | 45 | 20 | 22 | 98 | 95 | 140 | - | - | 92 | 143 | - | - |
| | 59% | 85% | 64% | 71% | 55% | 60% | 81% | 48% | 61% | 53% | 35% | 54% | 47% | 63% | 73% | 100% | 100% | - | - | 100% | 100% | - | - |
| SOMETHING ELSE/INDEPENDENT | 39 | 1 | 6 | 6 | 31 | 4 | 3 | 21 | 10 | 12 | 4 | 10 | 2 | 3 | 7 | - | - | - | - | - | - | - | - |
| | 10% | 2% | 8% | 6% | 11% | 8% | 5% | 16% | 6% | 16% | 15% | 12% | 4% | 8% | 5% | - | - | - | - | - | - | - | - |
| REFUSED | 2 | - | - | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | 4% | - | - | - | - | - | - | - | - | - | - |
| STRONG GOP/VERY CONS | 8 | - | - | - | 8 | - | - | 5 | 3 | - | 3 | 1 | 2 | - | 1 | - | - | - | - | - | - | - | - |
| | 2% | - | - | - | 3% | - | - | 3% | 2% | - | 10% | 2% | 4% | - | 1% | - | - | - | - | - | - | - | - |
| STRONG GOP/65+ | 3 | - | - | - | 3 | - | - | 2 | 1 | - | - | 2 | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | - | - | - | 1% | - | - | 2% | - | - | - | 3% | - | - | - | - | - | - | - | - | - | - | - |

Table 101-3

QUESTION 46:

And in politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-------------------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (DEMOCRAT - REPUBLICAN) | 287 | 96 | 67 | 120 | 65 | 47 | 98 | 74 | 105 | 95 | 58 | 143 | 55 | 82 | 263 | 24 | 109 | 169 | 81 | 55 | 58 | 68 | 61 | 46 |
| | 72% | 83% | 78% | 62% | 76% | 46% | 84% | 80% | 80% | 72% | 60% | 74% | 66% | 72% | 73% | 59% | 67% | 75% | 73% | 79% | 89% | 85% | 78% | 76% |
| TOTAL DEMOCRAT | 323 | 101 | 73 | 147 | 70 | 67 | 104 | 80 | 112 | 108 | 73 | 159 | 66 | 91 | 295 | 29 | 125 | 189 | 91 | 59 | 59 | 71 | 66 | 49 |
| | 81% | 87% | 84% | 76% | 81% | 66% | 89% | 87% | 85% | 82% | 75% | 82% | 79% | 81% | 82% | 71% | 77% | 84% | 82% | 84% | 91% | 88% | 85% | 82% |
| TOTAL REPUBLICAN | 37 | 5 | 5 | 26 | 5 | 20 | 6 | 6 | 6 | 14 | 14 | 16 | 11 | 10 | 32 | 5 | 17 | 20 | 10 | 4 | 1 | 3 | 6 | 3 |
| | 9% | 4% | 6% | 14% | 5% | 20% | 5% | 7% | 5% | 10% | 15% | 8% | 13% | 9% | 9% | 12% | 10% | 9% | 9% | 5% | 2% | 3% | 7% | 6% |
| STRONG REPUBLICAN | 15 | 3 | 1 | 11 | 2 | 6 | 2 | 5 | 5 | 6 | 3 | 9 | 4 | 1 | 11 | 4 | 9 | 5 | 1 | 4 | 1 | - | 3 | 2 |
| | 4% | 3% | 1% | 6% | 2% | 6% | 2% | 5% | 4% | 5% | 3% | 5% | 5% | 1% | 3% | 9% | 6% | 2% | 1% | 5% | 1% | - | 4% | 4% |
| NOT-SO-STRONG REPUBLICAN | 9 | - | 1 | 8 | 1 | 7 | 1 | 1 | - | 4 | 4 | 3 | 1 | 5 | 9 | - | 3 | 6 | 2 | - | - | 1 | 2 | 1 |
| | 2% | - | 2% | 4% | 1% | 7% | 1% | 1% | - | 3% | 4% | 2% | 2% | 4% | 3% | - | 2% | 3% | 2% | - | - | 1% | 3% | 2% |
| LEAN REPUBLICAN | 13 | 2 | 3 | 8 | 2 | 7 | 3 | 1 | 2 | 3 | 7 | 4 | 5 | 4 | 11 | 1 | 4 | 8 | 6 | - | 1 | 2 | 1 | - |
| | 3% | 1% | 4% | 4% | 3% | 7% | 2% | 1% | 1% | 3% | 8% | 2% | 6% | 3% | 3% | 3% | 3% | 4% | 6% | - | 1% | 2% | 1% | - |
| LEAN DEMOCRAT | 37 | 9 | 7 | 20 | 9 | 13 | 7 | 7 | 9 | 16 | 9 | 16 | 7 | 14 | 35 | 1 | 9 | 28 | 12 | 9 | 5 | 6 | 12 | 2 |
| | 9% | 8% | 8% | 10% | 11% | 12% | 6% | 8% | 7% | 12% | 10% | 8% | 8% | 12% | 10% | 3% | 5% | 12% | 11% | 13% | 7% | 8% | 15% | 4% |
| NOT-SO-STRONG DEMOCRAT | 52 | 15 | 11 | 23 | 11 | 8 | 15 | 14 | 12 | 20 | 10 | 22 | 10 | 16 | 46 | 6 | 14 | 37 | 10 | 11 | 11 | 10 | 13 | 7 |
| | 13% | 13% | 13% | 12% | 13% | 8% | 13% | 16% | 9% | 15% | 11% | 11% | 12% | 14% | 13% | 14% | 9% | 17% | 9% | 16% | 17% | 13% | 16% | 12% |
| STRONG DEMOCRAT | 235 | 77 | 54 | 104 | 49 | 46 | 82 | 58 | 90 | 72 | 53 | 121 | 49 | 62 | 214 | 21 | 102 | 123 | 69 | 39 | 43 | 54 | 42 | 39 |
| | 59% | 66% | 63% | 54% | 57% | 45% | 70% | 63% | 69% | 55% | 54% | 62% | 58% | 55% | 59% | 53% | 63% | 55% | 62% | 56% | 66% | 67% | 54% | 66% |
| SOMETHING ELSE/INDEPENDENT | 39 | 10 | 8 | 20 | 12 | 15 | 7 | 6 | 14 | 10 | 10 | 19 | 7 | 12 | 31 | 7 | 20 | 16 | 10 | 7 | 5 | 7 | 6 | 6 |
| | 10% | 9% | 10% | 10% | 13% | 14% | 6% | 6% | 10% | 8% | 11% | 10% | 8% | 10% | 9% | 17% | 12% | 7% | 9% | 10% | 7% | 9% | 8% | 9% |
| REFUSED | 2 | - | - | - | - | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | 2 |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3% |
| STRONG GOP/VERY CONS | 8 | - | 1 | 7 | 1 | 4 | - | 3 | - | 5 | 1 | 6 | 1 | 1 | 7 | 1 | 4 | 3 | 1 | 1 | - | - | 2 | 1 |
| | 2% | - | 1% | 3% | 1% | 3% | - | 4% | - | 4% | 1% | 3% | 1% | 1% | 2% | 3% | 3% | 1% | 1% | 2% | - | - | 3% | 2% |
| STRONG GOP/65+ | 3 | - | 1 | 2 | 1 | 1 | - | 1 | 1 | 1 | - | 2 | - | 1 | 3 | - | 1 | 1 | - | - | - | - | - | - |
| | 1% | - | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | - | 1% | - | 1% | 1% | - | 1% | 1% | - | - | - | - | - | - |

Table 101-4

QUESTION 46:

And in politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|-------------------------------|-----------------|-----------|-------------|---------|-------------------|-----|----------|-----------|-------------|----------|-----------|-------------|---------------------|-----------------|-------------|----------------|---------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/RT TEXAS | | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN-TON | LEAN CLIN-TON | UND |
| | | | | | WT | RT | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 | |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% | |
| **D/S (DEMOCRAT - REPUBLICAN) | 287 | 3 | 274 | 290 | 76 | 87 | 262 | 16 | 81 | 215 | 58 | 186 | 32 | 98 | 157 | 38 | 28 | |
| | 72% | 8% | 81% | 100% | 72% | 80% | 88% | 17% | 67% | 76% | 60% | 90% | 66% | 60% | 81% | 68% | 84% | |
| TOTAL DEMOCRAT | 323 | 21 | 290 | 290 | 84 | 91 | 269 | 45 | 95 | 236 | 73 | 189 | 36 | 119 | 170 | 45 | 28 | |
| | 81% | 50% | 85% | 100% | 80% | 83% | 90% | 49% | 79% | 83% | 75% | 91% | 76% | 73% | 87% | 82% | 85% | |
| TOTAL REPUBLICAN | 37 | 17 | 16 | - | 9 | 4 | 7 | 30 | 14 | 21 | 15 | 3 | 5 | 21 | 13 | 8 | - | |
| | 9% | 42% | 5% | - | 8% | 4% | 2% | 32% | 12% | 7% | 15% | 2% | 9% | 13% | 6% | 14% | 1% | |
| STRONG REPUBLICAN | 15 | 10 | 4 | - | 1 | - | 1 | 14 | 5 | 6 | 8 | 1 | 2 | 9 | 5 | 3 | - | |
| | 4% | 25% | 1% | - | 1% | - | - | 15% | 4% | 2% | 9% | - | 4% | 5% | 3% | 5% | 1% | |
| NOT-SO-STRONG REPUBLICAN | 9 | 4 | 3 | - | 2 | 2 | 2 | 8 | 7 | 8 | 1 | 1 | - | 6 | 4 | 3 | - | |
| | 2% | 11% | 1% | - | 2% | 1% | 1% | 8% | 6% | 3% | 1% | - | - | 3% | 2% | 6% | - | |
| LEAN REPUBLICAN | 13 | 3 | 9 | - | 6 | 2 | 5 | 8 | 2 | 6 | 5 | 2 | 3 | 7 | 4 | 2 | - | |
| | 3% | 6% | 3% | - | 5% | 2% | 2% | 9% | 2% | 2% | 5% | 1% | 6% | 4% | 2% | 3% | - | |
| LEAN DEMOCRAT | 37 | 2 | 34 | 34 | 5 | 10 | 28 | 9 | 13 | 32 | 5 | 22 | 7 | 22 | 14 | 4 | 1 | |
| | 9% | 4% | 10% | 12% | 4% | 10% | 9% | 10% | 11% | 11% | 5% | 11% | 15% | 14% | 7% | 7% | 2% | |
| NOT-SO-STRONG DEMOCRAT | 52 | 5 | 39 | 39 | 17 | 16 | 37 | 14 | 14 | 32 | 17 | 19 | 6 | 17 | 29 | 10 | 2 | |
| | 13% | 11% | 11% | 13% | 16% | 14% | 13% | 15% | 12% | 11% | 17% | 9% | 12% | 10% | 15% | 18% | 7% | |
| STRONG DEMOCRAT | 235 | 14 | 216 | 216 | 63 | 64 | 204 | 22 | 68 | 173 | 52 | 148 | 24 | 80 | 127 | 31 | 25 | |
| | 59% | 34% | 64% | 75% | 60% | 59% | 68% | 24% | 56% | 61% | 53% | 71% | 49% | 49% | 65% | 57% | 76% | |
| SOMETHING ELSE/INDEPENDENT | 39 | 4 | 33 | - | 12 | 14 | 22 | 17 | 12 | 27 | 8 | 15 | 7 | 23 | 10 | 2 | 5 | |
| | 10% | 9% | 10% | - | 12% | 13% | 7% | 18% | 10% | 9% | 8% | 7% | 15% | 14% | 5% | 4% | 14% | |
| REFUSED | 2 | - | 2 | - | - | - | 2 | - | - | - | 2 | - | - | - | 2 | - | - | |
| | - | - | - | - | - | - | 1% | - | - | - | 2% | - | - | - | 1% | - | - | |
| STRONG GOP/VERY CONS | 8 | 5 | 3 | - | 1 | - | - | 7 | 1 | 3 | 5 | - | 1 | 4 | 3 | 1 | - | |
| | 2% | 12% | 1% | - | 1% | - | - | 8% | 1% | 1% | 5% | - | 3% | 3% | 1% | 1% | - | |
| STRONG GOP/65+ | 3 | 3 | - | - | - | - | - | 3 | - | 1 | 2 | - | - | 1 | 1 | 1 | - | |
| | 1% | 6% | - | - | - | - | - | 3% | - | - | 2% | - | - | 1% | 1% | 3% | - | |

Table 101-5

QUESTION 46:

And in politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|-------------------------------|----------------------|--------|------------------------|--------------------|------------|------------|-------|-----------|--------------|------------------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (DEMOCRAT - REPUBLICAN) | 287 | 43 | 8 | 10 | 63 | 26 | 16 | 78 | 189 | 199 | 71 | 70 | 41 | 57 | 54 | 114 | 198 | 54 | 117 | 234 | 25 | 150 | 136 |
| | 72% | 61% | 38% | 61% | 81% | 98% | 86% | 53% | 81% | 100% | 77% | 87% | 52% | 73% | 86% | 69% | 72% | 68% | 75% | 73% | 63% | 72% | 72% |
| TOTAL DEMOCRAT | 323 | 50 | 13 | 12 | 68 | 26 | 17 | 104 | 199 | 199 | 76 | 72 | 53 | 66 | 56 | 132 | 224 | 63 | 129 | 262 | 30 | 170 | 153 |
| | 81% | 71% | 63% | 76% | 88% | 98% | 91% | 70% | 86% | 100% | 82% | 89% | 67% | 84% | 89% | 80% | 81% | 78% | 83% | 82% | 78% | 81% | 81% |
| TOTAL REPUBLICAN | 37 | 7 | 5 | 2 | 5 | - | 1 | 26 | 10 | - | 5 | 2 | 12 | 9 | 2 | 19 | 26 | 9 | 12 | 28 | 6 | 20 | 17 |
| | 9% | 10% | 25% | 15% | 7% | - | 5% | 18% | 4% | - | 6% | 3% | 15% | 12% | 3% | 11% | 10% | 11% | 8% | 9% | 15% | 9% | 9% |
| STRONG REPUBLICAN | 15 | 4 | 1 | 1 | 2 | - | - | 9 | 6 | - | 1 | 2 | 4 | 4 | 1 | 10 | 13 | 1 | 6 | 11 | 3 | 7 | 8 |
| | 4% | 6% | 4% | 4% | 3% | - | - | 6% | 2% | - | 1% | 3% | 5% | 5% | 1% | 6% | 5% | 1% | 4% | 3% | 8% | 3% | 4% |
| NOT-SO-STRONG REPUBLICAN | 9 | 2 | 1 | 1 | 1 | - | - | 8 | 2 | - | 2 | - | 4 | 2 | 1 | 5 | 5 | 4 | 3 | 9 | - | 6 | 3 |
| | 2% | 2% | 7% | 4% | 2% | - | - | 5% | 1% | - | 3% | - | 5% | 2% | 1% | 3% | 2% | 4% | 2% | 3% | - | 3% | 2% |
| LEAN REPUBLICAN | 13 | 1 | 3 | 1 | 2 | - | 1 | 9 | 3 | - | 2 | - | 4 | 3 | 1 | 4 | 8 | 4 | 3 | 8 | 3 | 7 | 6 |
| | 3% | 2% | 14% | 7% | 3% | - | 5% | 6% | 1% | - | 2% | - | 5% | 4% | 1% | 2% | 3% | 5% | 2% | 3% | 7% | 3% | 3% |
| LEAN DEMOCRAT | 37 | 12 | 5 | 3 | 8 | 2 | 1 | 6 | 29 | 29 | 10 | 7 | 5 | 6 | 3 | 16 | 20 | 9 | 12 | 30 | 3 | 20 | 16 |
| | 9% | 17% | 23% | 21% | 10% | 6% | 8% | 4% | 12% | 14% | 11% | 9% | 6% | 8% | 4% | 9% | 7% | 11% | 8% | 9% | 9% | 10% | 9% |
| NOT-SO-STRONG DEMOCRAT | 52 | 6 | - | 2 | 15 | 5 | 1 | 24 | 22 | 22 | 8 | 14 | 11 | 14 | 7 | 27 | 41 | 8 | 21 | 40 | 8 | 23 | 28 |
| | 13% | 9% | - | 13% | 19% | 20% | 4% | 17% | 10% | 11% | 9% | 17% | 13% | 18% | 11% | 16% | 15% | 10% | 13% | 13% | 20% | 11% | 15% |
| STRONG DEMOCRAT | 235 | 31 | 8 | 7 | 46 | 19 | 15 | 74 | 149 | 149 | 57 | 51 | 38 | 46 | 46 | 89 | 163 | 46 | 96 | 192 | 19 | 126 | 109 |
| | 59% | 45% | 40% | 43% | 59% | 72% | 80% | 50% | 64% | 74% | 62% | 63% | 48% | 58% | 74% | 54% | 59% | 57% | 62% | 60% | 50% | 60% | 57% |
| SOMETHING ELSE/INDEPENDENT | 39 | 13 | 2 | 1 | 2 | 1 | 1 | 18 | 21 | - | 11 | 5 | 13 | 3 | 5 | 15 | 23 | 9 | 14 | 28 | 3 | 20 | 18 |
| | 10% | 19% | 12% | 8% | 3% | 2% | 3% | 12% | 9% | - | 12% | 6% | 17% | 4% | 8% | 9% | 8% | 11% | 9% | 9% | 7% | 9% | 10% |
| REFUSED | 2 | - | - | - | 2 | - | - | - | 2 | - | - | 2 | - | - | - | - | 2 | - | - | 2 | - | - | 2 |
| | - | - | - | - | 2% | - | - | - | 1% | - | - | 2% | - | - | - | - | 1% | - | - | 1% | - | - | 1% |
| STRONG GOP/VERY CONS | 8 | 2 | 1 | - | 1 | - | - | 4 | 4 | - | 1 | - | 3 | 3 | 1 | 5 | 6 | - | 4 | 6 | 1 | 3 | 5 |
| | 2% | 3% | 4% | - | 1% | - | - | 2% | 2% | - | 1% | - | 4% | 4% | 1% | 3% | 2% | - | 3% | 2% | 2% | 1% | 3% |
| STRONG GOP/65+ | 3 | 1 | - | 1 | 1 | - | - | 2 | 1 | - | - | 1 | 1 | 1 | - | 3 | 3 | - | 1 | 3 | - | 1 | 1 |
| | 1% | 1% | - | 4% | 2% | - | - | 1% | - | - | - | 2% | 1% | 1% | - | 2% | 1% | - | 1% | 1% | - | 1% | 1% |

Table 101-6

QUESTION 46:

And in politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-------------------------------|------------------|------------|-----------|------------|---------------------------|-----------|------------|----------------------|------------|-----------|------------|------------|-----------------------|--------------|--------------------|------|
| | TOTAL | NET-NEWS | | NEWS-PAPER | NET-NEWS | | CABLE NEWS | SMALL CITY/SUB-URBAN | | | RURAL | OTHER | URBAN | NOT A VICTIM | CRE-DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | NEWS-PAPER | WORK NEWS | | CITY | SUB-URBAN | URBAN | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (DEMOCRAT - REPUBLICAN) | 287 72% | 100 71% | 84 85% | 59 72% | 81 77% | 60 73% | 55 72% | 33 59% | 118 68% | 11 65% | 124 81% | 86 70% | 197 73% | 82 80% | 189 70% | |
| TOTAL DEMOCRAT | 323 81% | 113 80% | 88 89% | 67 83% | 89 85% | 68 82% | 62 81% | 43 75% | 136 79% | 14 79% | 131 86% | 101 81% | 219 81% | 88 86% | 217 80% | |
| TOTAL REPUBLICAN | 37 9% | 12 9% | 4 4% | 9 11% | 9 8% | 7 9% | 6 8% | 9 17% | 18 10% | 2 14% | 7 5% | 14 12% | 22 8% | 5 5% | 28 10% | |
| STRONG REPUBLICAN | 15 4% | 5 4% | - - | 5 6% | 1 1% | 4 4% | 4 5% | 3 6% | 9 5% | 1 3% | 2 1% | 5 4% | 10 4% | 1 1% | 13 5% | |
| NOT-SO-STRONG REPUBLICAN | 9 2% | 5 3% | 2 2% | 1 1% | 4 3% | 1 2% | - - | 2 4% | 5 3% | 1 4% | 1 1% | 4 3% | 5 2% | 3 3% | 5 2% | |
| LEAN REPUBLICAN | 13 3% | 3 2% | 1 1% | 3 4% | 4 4% | 3 3% | 2 3% | 4 7% | 4 2% | 1 7% | 4 3% | 6 5% | 7 3% | 1 1% | 10 4% | |
| LEAN DEMOCRAT | 37 9% | 13 9% | 6 6% | 9 12% | 11 10% | 8 9% | 6 8% | 3 4% | 17 10% | 1 7% | 16 10% | 9 8% | 27 10% | 15 14% | 20 7% | |
| NOT-SO-STRONG DEMOCRAT | 52 13% | 17 12% | 18 18% | 9 11% | 16 16% | 9 11% | 11 14% | 4 7% | 27 16% | 2 13% | 19 12% | 15 12% | 36 13% | 11 11% | 37 14% | |
| STRONG DEMOCRAT | 235 59% | 83 59% | 64 64% | 49 61% | 62 59% | 52 63% | 45 59% | 37 64% | 92 53% | 10 58% | 97 63% | 76 61% | 155 58% | 62 61% | 160 59% | |
| SOMETHING ELSE/INDEPENDENT | 39 10% | 16 11% | 8 8% | 5 6% | 7 7% | 7 9% | 8 11% | 5 8% | 18 10% | 1 7% | 15 10% | 8 7% | 28 10% | 9 9% | 25 9% | |
| REFUSED | 2 - | - - | - - | - - | - - | - - | - - | - - | 2 1% | - - | - - | - - | - - | - - | 2 1% | |
| STRONG GOP/VERY CONS | 8 2% | 4 3% | - - | - - | 1 1% | 2 2% | 1 1% | 1 2% | 4 2% | 1 3% | 2 1% | 2 1% | 6 2% | 1 1% | 6 2% | |
| STRONG GOP/65+ | 3 1% | - - | - - | 1 2% | - - | 1 1% | 1 1% | 2 4% | 1 - | - - | - - | 1 1% | 1 - | - - | 3 1% | |

Table 102-1

QUESTION 47:

Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|------|--------|-------|-------|-------|------|-------|-----------|-------|-----------|------------------|---------------|-----------------|------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (LIBERAL - CONSERVATIVE/MODERATE) | -186 | -85 | -46 | -131 | -25 | -8 | -41 | -40 | -33 | -57 | -7 | -90 | -95 | -51 | -24 | -64 | -46 | -111 | -42 | -31 | -52 | -59 | -25 | -17 |
| | -46% | -36% | -52% | -40% | -65% | -18% | -57% | -78% | -56% | -45% | -13% | -48% | -45% | -43% | -38% | -54% | -46% | -55% | -35% | -44% | -53% | -58% | -43% | -27% |
| TOTAL LIBERAL | 104 | 74 | 21 | 95 | 6 | 16 | 15 | 6 | 13 | 33 | 21 | 48 | 56 | 33 | 19 | 27 | 26 | 43 | 39 | 20 | 23 | 20 | 16 | 23 |
| ----- | 26% | 31% | 23% | 29% | 16% | 39% | 21% | 11% | 22% | 26% | 42% | 25% | 27% | 27% | 31% | 23% | 26% | 21% | 32% | 28% | 23% | 20% | 28% | 36% |
| TOTAL CONSERVATIVE/MODERATE | 290 | 159 | 67 | 225 | 31 | 24 | 57 | 45 | 46 | 90 | 27 | 138 | 152 | 84 | 43 | 91 | 72 | 154 | 81 | 51 | 75 | 79 | 41 | 40 |
| ----- | 72% | 68% | 76% | 70% | 81% | 57% | 79% | 89% | 78% | 71% | 56% | 74% | 72% | 70% | 69% | 77% | 72% | 77% | 67% | 72% | 76% | 78% | 71% | 64% |
| VERY CONSERVATIVE | 39 | 15 | 4 | 19 | 7 | 4 | 7 | 9 | 2 | 13 | 4 | 18 | 20 | 11 | 5 | 11 | 11 | 28 | 8 | 2 | 14 | 14 | 2 | 6 |
| | 10% | 6% | 5% | 6% | 18% | 9% | 9% | 17% | 4% | 10% | 8% | 10% | 10% | 9% | 9% | 9% | 11% | 14% | 7% | 3% | 15% | 13% | 4% | 9% |
| SOMEWHAT CONSERVATIVE | 71 | 41 | 15 | 56 | 7 | 8 | 7 | 9 | 9 | 31 | 7 | 34 | 37 | 23 | 12 | 16 | 20 | 29 | 22 | 19 | 12 | 18 | 11 | 11 |
| | 18% | 18% | 17% | 17% | 17% | 18% | 9% | 17% | 16% | 25% | 15% | 18% | 17% | 19% | 19% | 13% | 20% | 15% | 18% | 27% | 12% | 18% | 20% | 17% |
| MODERATE | 180 | 102 | 48 | 150 | 18 | 13 | 43 | 28 | 35 | 46 | 16 | 86 | 95 | 49 | 26 | 64 | 41 | 96 | 51 | 29 | 49 | 47 | 27 | 24 |
| | 45% | 43% | 54% | 46% | 46% | 31% | 60% | 55% | 59% | 36% | 33% | 46% | 45% | 41% | 42% | 55% | 41% | 48% | 42% | 41% | 50% | 47% | 47% | 38% |
| SOMEWHAT LIBERAL | 71 | 46 | 16 | 62 | 6 | 8 | 14 | 4 | 8 | 19 | 18 | 25 | 45 | 22 | 12 | 21 | 17 | 31 | 25 | 12 | 13 | 17 | 7 | 18 |
| | 18% | 19% | 18% | 19% | 15% | 20% | 20% | 8% | 13% | 15% | 36% | 13% | 21% | 18% | 19% | 18% | 17% | 15% | 21% | 17% | 14% | 17% | 12% | 29% |
| VERY LIBERAL | 33 | 28 | 4 | 33 | 1 | 8 | 1 | 1 | 5 | 14 | 3 | 23 | 11 | 11 | 7 | 6 | 9 | 12 | 14 | 8 | 9 | 3 | 9 | 5 |
| | 8% | 12% | 5% | 10% | 2% | 19% | 2% | 3% | 9% | 11% | 6% | 12% | 5% | 9% | 12% | 5% | 9% | 6% | 11% | 11% | 9% | 3% | 15% | 7% |
| DON'T KNOW | 3 | 2 | 1 | 3 | - | 2 | - | - | - | 2 | - | 1 | 3 | 1 | - | - | 2 | 3 | 1 | - | - | 3 | 1 | - |
| | 1% | 1% | 1% | 1% | - | 4% | - | - | - | 1% | - | 1% | 1% | 1% | - | - | 2% | 1% | 1% | - | - | 2% | 1% | - |
| REFUSED | 3 | - | - | - | 1 | - | - | - | - | 2 | 1 | 1 | 2 | 3 | - | - | - | 1 | - | - | 1 | - | - | - |
| | 1% | - | - | - | 3% | - | - | - | - | 1% | 2% | 1% | 1% | 2% | - | - | - | 1% | - | - | 1% | - | - | - |

Table 102-2

QUESTION 47:

Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---|----------|------|------|-------|-----------------|------|-------|-------|------------|-------|-------|------|-------|-------|--------------|------|------|------|-----------|------|------|------|------|
| | TOTAL | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | CONS | CONS | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (LIBERAL - CONSERVATIVE/MODERATE) | -186 | 33 | 71 | 104 | -290 | 48 | 56 | -138 | -152 | -34 | -10 | -47 | -17 | -14 | -63 | -37 | -47 | -12 | -34 | -29 | -56 | -23 | -23 |
| | -46% | 100% | 100% | 100% | -100% | 100% | 100% | -100% | -100% | -44% | -35% | -56% | -41% | -41% | -47% | -39% | -34% | -29% | -73% | -31% | -40% | -47% | -58% |
| TOTAL LIBERAL | 104 | 33 | 71 | 104 | - | 48 | 56 | - | - | 21 | 9 | 18 | 11 | 10 | 35 | 29 | 45 | 15 | 6 | 32 | 42 | 12 | 8 |
| ----- | 26% | 100% | 100% | 100% | - | 100% | 100% | - | - | 28% | 32% | 21% | 27% | 30% | 26% | 30% | 32% | 35% | 13% | 35% | 29% | 25% | 21% |
| TOTAL CONSERVATIVE/MODERATE | 290 | - | - | - | 290 | - | - | 138 | 152 | 55 | 18 | 65 | 29 | 24 | 98 | 66 | 93 | 27 | 40 | 60 | 98 | 36 | 31 |
| ----- | 72% | - | - | - | 100% | - | - | 100% | 100% | 71% | 68% | 78% | 67% | 70% | 73% | 69% | 66% | 65% | 85% | 65% | 69% | 73% | 79% |
| VERY CONSERVATIVE | 39 | - | - | - | 39 | - | - | 18 | 20 | 6 | 4 | 9 | 6 | 2 | 13 | 3 | 12 | 2 | 2 | 5 | 10 | 2 | 2 |
| | 10% | - | - | - | 13% | - | - | 13% | 13% | 7% | 14% | 11% | 13% | 4% | 10% | 3% | 9% | 5% | 4% | 5% | 7% | 5% | 4% |
| SOMEWHAT CONSERVATIVE | 71 | - | - | - | 71 | - | - | 34 | 37 | 18 | 3 | 13 | 5 | 9 | 23 | 21 | 20 | 4 | 11 | 17 | 24 | 9 | 5 |
| | 18% | - | - | - | 24% | - | - | 25% | 24% | 23% | 11% | 16% | 13% | 25% | 17% | 22% | 15% | 9% | 24% | 19% | 17% | 19% | 14% |
| MODERATE | 180 | - | - | - | 180 | - | - | 86 | 95 | 32 | 11 | 43 | 17 | 14 | 62 | 42 | 60 | 21 | 27 | 38 | 64 | 24 | 24 |
| | 45% | - | - | - | 62% | - | - | 62% | 62% | 41% | 42% | 51% | 41% | 41% | 46% | 44% | 43% | 50% | 57% | 41% | 45% | 49% | 61% |
| SOMEWHAT LIBERAL | 71 | - | 71 | 71 | - | 25 | 45 | - | - | 11 | 5 | 10 | 11 | 7 | 28 | 11 | 35 | 11 | 6 | 19 | 27 | 8 | 8 |
| | 18% | - | 100% | 68% | - | 53% | 81% | - | - | 14% | 18% | 12% | 26% | 19% | 21% | 11% | 25% | 26% | 12% | 20% | 19% | 16% | 21% |
| VERY LIBERAL | 33 | 33 | - | 33 | - | 23 | 11 | - | - | 11 | 4 | 8 | - | 4 | 7 | 18 | 10 | 4 | - | 13 | 15 | 4 | - |
| | 8% | 100% | - | 32% | - | 47% | 19% | - | - | 14% | 14% | 10% | 1% | 10% | 5% | 19% | 7% | 10% | 1% | 14% | 10% | 9% | - |
| DON'T KNOW | 3 | - | - | - | - | - | - | - | - | - | - | 1 | 1 | - | 2 | 1 | 2 | - | 1 | - | 2 | 1 | - |
| | 1% | - | - | - | - | - | - | - | - | - | - | 1% | 2% | - | 1% | 1% | 1% | - | 2% | - | 2% | 2% | - |
| REFUSED | 3 | - | - | - | - | - | - | - | - | 1 | - | - | 2 | - | - | - | - | - | - | - | - | - | - |
| | 1% | - | - | - | - | - | - | - | - | 1% | - | - | 4% | - | - | - | - | - | - | - | - | - | - |

Table 102-3

QUESTION 47:

Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|---|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE-TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (LIBERAL - CONSERVATIVE/MODERATE) | -186 | -53 | -44 | -91 | -35 | -56 | -63 | -35 | -66 | -60 | -33 | -129 | -28 | -29 | -168 | -18 | -85 | -101 | -56 | -36 | -27 | -25 | -42 | -36 |
| | -46% | -46% | -51% | -47% | -40% | -55% | -54% | -39% | -50% | -46% | -34% | -66% | -33% | -26% | -47% | -45% | -52% | -45% | -50% | -51% | -42% | -31% | -54% | -60% |
| TOTAL LIBERAL | 104 | 30 | 20 | 51 | 25 | 23 | 25 | 28 | 32 | 35 | 32 | 32 | 28 | 41 | 93 | 11 | 38 | 60 | 27 | 17 | 19 | 28 | 18 | 11 |
| | 26% | 26% | 24% | 26% | 29% | 23% | 22% | 31% | 24% | 26% | 33% | 16% | 33% | 36% | 26% | 28% | 24% | 27% | 25% | 24% | 29% | 34% | 23% | 19% |
| TOTAL CONSERVATIVE/MODERATE | 290 | 83 | 65 | 142 | 59 | 79 | 88 | 63 | 97 | 95 | 65 | 161 | 56 | 70 | 261 | 29 | 123 | 161 | 83 | 52 | 46 | 52 | 60 | 47 |
| | 72% | 72% | 75% | 74% | 69% | 77% | 76% | 69% | 74% | 72% | 67% | 83% | 66% | 62% | 72% | 72% | 76% | 72% | 75% | 75% | 71% | 65% | 77% | 78% |
| VERY CONSERVATIVE | 39 | 16 | 4 | 19 | 7 | 11 | 12 | 8 | 17 | 10 | 6 | 27 | 6 | 5 | 33 | 6 | 21 | 17 | 8 | 8 | 5 | 3 | 7 | 7 |
| | 10% | 14% | 4% | 10% | 8% | 11% | 11% | 9% | 13% | 7% | 6% | 14% | 7% | 5% | 9% | 14% | 13% | 8% | 7% | 12% | 7% | 4% | 9% | 12% |
| SOMEWHAT CONSERVATIVE | 71 | 22 | 23 | 26 | 18 | 16 | 27 | 10 | 28 | 19 | 18 | 36 | 22 | 13 | 67 | 4 | 29 | 39 | 21 | 16 | 14 | 15 | 13 | 11 |
| | 18% | 19% | 27% | 13% | 21% | 15% | 23% | 11% | 21% | 14% | 19% | 18% | 26% | 12% | 19% | 10% | 18% | 17% | 19% | 23% | 21% | 19% | 16% | 18% |
| MODERATE | 180 | 45 | 38 | 98 | 34 | 52 | 49 | 46 | 53 | 67 | 41 | 98 | 28 | 51 | 161 | 20 | 73 | 105 | 55 | 28 | 28 | 34 | 40 | 29 |
| | 45% | 39% | 44% | 50% | 39% | 51% | 42% | 50% | 40% | 51% | 42% | 50% | 33% | 45% | 45% | 49% | 45% | 47% | 49% | 40% | 43% | 42% | 52% | 48% |
| SOMEWHAT LIBERAL | 71 | 22 | 15 | 31 | 13 | 12 | 23 | 19 | 24 | 18 | 24 | 20 | 20 | 28 | 62 | 8 | 22 | 43 | 17 | 11 | 15 | 19 | 13 | 5 |
| | 18% | 19% | 17% | 16% | 16% | 12% | 20% | 21% | 18% | 13% | 25% | 10% | 24% | 25% | 17% | 21% | 14% | 19% | 15% | 16% | 22% | 23% | 17% | 8% |
| VERY LIBERAL | 33 | 8 | 5 | 20 | 11 | 11 | 2 | 9 | 8 | 17 | 8 | 12 | 7 | 13 | 31 | 3 | 16 | 17 | 10 | 5 | 4 | 9 | 5 | 7 |
| | 8% | 7% | 6% | 10% | 13% | 11% | 2% | 9% | 6% | 13% | 8% | 6% | 9% | 12% | 9% | 7% | 10% | 8% | 9% | 8% | 7% | 11% | 6% | 11% |
| DON'T KNOW | 3 | 3 | - | - | 1 | - | 3 | - | 2 | 1 | - | 2 | 1 | 1 | 3 | - | 1 | 3 | - | - | - | 1 | - | - |
| | 1% | 3% | - | - | 1% | - | 2% | - | 2% | 1% | - | 1% | 1% | 1% | 1% | - | - | 1% | - | - | - | 1% | - | - |
| REFUSED | 3 | - | 1 | - | 1 | - | - | - | - | 1 | - | - | - | 1 | 3 | - | - | - | - | 1 | - | - | - | 2 |
| | 1% | - | 1% | - | 1% | - | - | - | - | 1% | - | - | - | 1% | 1% | - | - | - | - | 1% | - | - | - | 3% |

Table 102-4

QUESTION 47:

Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|--|-----------------|-----------|-------------|---------|-----------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|-------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (LIBERAL - CONSERVATIVE/MODERATE) | -186 | -33 | -150 | -114 | -69 | -43 | -123 | -59 | -48 | -118 | -64 | -73 | -33 | -82 | -82 | -29 | -17 |
| | -46% | -80% | -44% | -39% | -66% | -39% | -41% | -64% | -39% | -42% | -66% | -35% | -68% | -50% | -42% | -51% | -50% |
| TOTAL LIBERAL | 104 | 4 | 93 | 87 | 18 | 33 | 85 | 16 | 35 | 81 | 16 | 66 | 8 | 40 | 54 | 14 | 8 |
| ----- | 26% | 10% | 27% | 30% | 17% | 30% | 29% | 18% | 29% | 29% | 16% | 32% | 16% | 25% | 28% | 24% | 24% |
| TOTAL CONSERVATIVE/ MODERATE | 290 | 38 | 243 | 201 | 87 | 75 | 209 | 75 | 83 | 199 | 79 | 139 | 40 | 123 | 136 | 42 | 24 |
| ----- | 72% | 90% | 71% | 69% | 82% | 69% | 70% | 81% | 68% | 70% | 82% | 67% | 84% | 75% | 70% | 76% | 73% |
| VERY CONSERVATIVE | 39 | 10 | 28 | 18 | 11 | 5 | 20 | 19 | 9 | 16 | 16 | 7 | 10 | 18 | 19 | 5 | 1 |
| | 10% | 23% | 8% | 6% | 10% | 5% | 7% | 20% | 7% | 6% | 17% | 3% | 20% | 11% | 10% | 9% | 2% |
| SOMEWHAT CONSERVATIVE | 71 | 7 | 63 | 52 | 29 | 27 | 44 | 24 | 17 | 48 | 20 | 30 | 10 | 35 | 24 | 11 | 10 |
| | 18% | 18% | 18% | 18% | 27% | 25% | 15% | 26% | 14% | 17% | 20% | 14% | 21% | 22% | 12% | 20% | 30% |
| MODERATE | 180 | 21 | 152 | 131 | 47 | 43 | 145 | 32 | 58 | 135 | 43 | 102 | 21 | 69 | 93 | 26 | 14 |
| | 45% | 49% | 45% | 45% | 45% | 39% | 48% | 35% | 47% | 47% | 45% | 49% | 43% | 42% | 48% | 47% | 41% |
| SOMEWHAT LIBERAL | 71 | 3 | 62 | 57 | 14 | 27 | 60 | 11 | 31 | 54 | 12 | 44 | 4 | 25 | 42 | 14 | 4 |
| | 18% | 8% | 18% | 20% | 13% | 25% | 20% | 12% | 26% | 19% | 13% | 21% | 8% | 15% | 21% | 24% | 13% |
| VERY LIBERAL | 33 | 1 | 31 | 30 | 4 | 5 | 26 | 6 | 4 | 27 | 3 | 21 | 4 | 16 | 12 | - | 4 |
| | 8% | 2% | 9% | 10% | 4% | 5% | 9% | 6% | 3% | 10% | 3% | 10% | 8% | 9% | 6% | - | 11% |
| DON'T KNOW | 3 | - | 1 | 1 | 1 | - | 2 | 1 | 2 | 3 | 1 | 2 | - | 1 | 2 | - | - |
| | 1% | - | - | 1% | 1% | - | 1% | 1% | 2% | 1% | 1% | 1% | - | 1% | 1% | - | - |
| REFUSED | 3 | - | 3 | - | - | 1 | 3 | - | 1 | 1 | 2 | 1 | - | - | 2 | - | 1 |
| | 1% | - | 1% | - | - | 1% | 1% | - | 1% | - | 2% | 1% | - | - | 1% | - | 3% |

Table 102-5

QUESTION 47:

Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|---|----------------------|--------|------------------------|-----------|-------------|--------|------------|-----------|-------------|------------------|------|------|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|------|------|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (LIBERAL - CONSERVATIVE/MODERATE) | -186 | -36 | -6 | -10 | -28 | -20 | -7 | -92 | -86 | -67 | -35 | -26 | -57 | -39 | -28 | -76 | -140 | -34 | -75 | -163 | -13 | -112 | -73 |
| | -46% | -52% | -28% | -60% | -36% | -75% | -36% | -62% | -37% | -33% | -38% | -32% | -73% | -50% | -45% | -46% | -51% | -42% | -48% | -51% | -34% | -53% | -39% |
| TOTAL LIBERAL | 104 | 16 | 7 | 3 | 24 | 3 | 6 | 27 | 71 | 66 | 29 | 27 | 10 | 19 | 17 | 44 | 65 | 23 | 40 | 76 | 13 | 48 | 56 |
| | 26% | 23% | 36% | 20% | 31% | 13% | 32% | 18% | 31% | 33% | 31% | 33% | 12% | 24% | 27% | 27% | 24% | 29% | 25% | 24% | 33% | 23% | 29% |
| TOTAL CONSERVATIVE/MODERATE | 290 | 53 | 13 | 13 | 52 | 24 | 13 | 119 | 158 | 133 | 64 | 52 | 67 | 58 | 46 | 120 | 205 | 57 | 115 | 240 | 26 | 160 | 129 |
| | 72% | 75% | 64% | 80% | 66% | 87% | 68% | 80% | 68% | 67% | 69% | 64% | 85% | 74% | 73% | 72% | 74% | 71% | 74% | 75% | 67% | 77% | 68% |
| VERY CONSERVATIVE | 39 | 5 | 2 | 1 | 3 | 5 | - | 17 | 21 | 12 | 4 | 8 | 11 | 11 | 5 | 15 | 30 | 4 | 18 | 30 | 4 | 17 | 21 |
| | 10% | 7% | 9% | 7% | 3% | 19% | - | 12% | 9% | 6% | 4% | 9% | 14% | 13% | 9% | 9% | 11% | 5% | 12% | 9% | 9% | 8% | 11% |
| SOMEWHAT CONSERVATIVE | 71 | 11 | 4 | 4 | 12 | 4 | 4 | 36 | 33 | 28 | 10 | 15 | 17 | 9 | 12 | 22 | 47 | 18 | 31 | 58 | 8 | 40 | 31 |
| | 18% | 16% | 22% | 22% | 15% | 16% | 19% | 24% | 14% | 14% | 11% | 19% | 22% | 12% | 19% | 13% | 17% | 22% | 20% | 18% | 20% | 19% | 16% |
| MODERATE | 180 | 36 | 7 | 8 | 37 | 14 | 9 | 66 | 104 | 92 | 49 | 30 | 39 | 38 | 28 | 83 | 128 | 35 | 66 | 152 | 15 | 103 | 77 |
| | 45% | 52% | 33% | 51% | 48% | 53% | 50% | 45% | 45% | 46% | 53% | 36% | 49% | 49% | 45% | 50% | 47% | 44% | 43% | 47% | 38% | 49% | 40% |
| SOMEWHAT LIBERAL | 71 | 12 | 4 | 2 | 19 | 3 | 4 | 22 | 46 | 42 | 18 | 19 | 7 | 13 | 15 | 28 | 39 | 20 | 27 | 51 | 11 | 31 | 40 |
| | 18% | 17% | 20% | 15% | 24% | 10% | 22% | 15% | 20% | 21% | 20% | 23% | 9% | 16% | 24% | 17% | 14% | 24% | 18% | 16% | 28% | 15% | 21% |
| VERY LIBERAL | 33 | 4 | 3 | 1 | 5 | 1 | 2 | 5 | 25 | 24 | 11 | 8 | 2 | 6 | 2 | 17 | 26 | 4 | 12 | 25 | 2 | 18 | 16 |
| | 8% | 6% | 16% | 4% | 7% | 3% | 9% | 3% | 11% | 12% | 11% | 9% | 3% | 8% | 3% | 10% | 9% | 5% | 8% | 8% | 5% | 8% | 8% |
| DON'T KNOW | 3 | 1 | - | - | 1 | - | - | 2 | 1 | 1 | - | 1 | 1 | 1 | - | 1 | 2 | - | - | 2 | - | 1 | 3 |
| | 1% | 1% | - | - | 1% | - | - | 1% | - | - | - | 1% | 1% | 1% | - | 1% | 1% | - | - | 1% | - | - | 1% |
| REFUSED | 3 | - | - | - | 2 | - | - | - | 3 | - | - | 2 | 1 | 1 | - | 1 | 3 | - | 1 | 3 | - | - | 3 |
| | 1% | - | - | - | 2% | - | - | - | 1% | - | - | 2% | 1% | 1% | - | 1% | 1% | - | 1% | 1% | - | - | 1% |

Table 102-6

QUESTION 47:

Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|-------------|-------------|-------------|---------------------------|-------------|-------------|-----------------------|-------------|-------------|-------------|-------------|-----------------------|--------------|--------------------|------|
| | TOTAL | NET-NEWS | | NEWS-PAPER | NET-NEWS | | CABLE NEWS | SMALL CITY/ SUB-URBAN | | RURAL | OTHER | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | NEWS-PAPER | WORK NEWS | | CITY/ SUB-URBAN | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (LIBERAL - CONSERVATIVE/MODERATE) | -186 -46% | -72 -51% | -51 -51% | -25 -31% | -61 -58% | -32 -38% | -41 -53% | -36 -64% | -86 -50% | -15 -85% | -48 -31% | -49 -40% | -131 -49% | -48 -47% | -123 -45% | |
| TOTAL LIBERAL | 104 26% | 34 24% | 23 23% | 28 34% | 22 21% | 25 30% | 17 22% | 10 17% | 42 24% | 1 7% | 51 33% | 37 30% | 67 25% | 27 26% | 72 27% | |
| TOTAL CONSERVATIVE/MODERATE | 290 72% | 106 75% | 74 75% | 52 65% | 83 79% | 57 69% | 57 75% | 46 81% | 128 74% | 16 93% | 99 65% | 86 70% | 198 74% | 75 73% | 195 72% | |
| VERY CONSERVATIVE | 39 10% | 14 10% | 12 13% | 5 6% | 8 8% | 7 8% | 11 14% | 10 17% | 19 11% | 1 7% | 9 6% | 9 7% | 30 11% | 5 5% | 30 11% | |
| SOMEWHAT CONSERVATIVE | 71 18% | 24 17% | 13 13% | 15 19% | 15 14% | 12 15% | 16 21% | 17 30% | 29 17% | 1 8% | 23 15% | 23 18% | 47 17% | 23 23% | 46 17% | |
| MODERATE | 180 45% | 68 48% | 48 49% | 33 40% | 60 58% | 38 46% | 31 41% | 19 34% | 80 47% | 14 78% | 67 44% | 55 44% | 121 45% | 46 45% | 119 44% | |
| SOMEWHAT LIBERAL | 71 18% | 24 17% | 17 18% | 16 20% | 16 16% | 15 18% | 12 15% | 7 13% | 28 16% | 1 7% | 34 22% | 29 23% | 42 16% | 20 19% | 46 17% | |
| VERY LIBERAL | 33 8% | 10 7% | 6 6% | 12 15% | 6 6% | 10 12% | 5 7% | 2 4% | 14 8% | - - | 17 11% | 9 7% | 25 9% | 7 7% | 26 10% | |
| DON'T KNOW | 3 1% | 1 1% | 1 1% | 1 1% | - - | 1 1% | 2 2% | 1 2% | 1 1% | - - | 1 1% | - - | 3 1% | 1 1% | 2 1% | |
| REFUSED | 3 1% | - - | 1 1% | - - | - - | - - | - - | - - | 2 1% | - - | 1 1% | - - | 1 - | - - | 3 1% | |

Table 64-1
 QUESTION 48:
 And what is the last grade you completed in school?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|------------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| HIGH SCHOOL OR LESS | 116 | 77 | 24 | 101 | 10 | 13 | 19 | 17 | 14 | 40 | 14 | 53 | 63 | 39 | 12 | 30 | 35 | 43 | 60 | 13 | 14 | 29 | 29 | 31 |
| | 29% | 33% | 27% | 31% | 26% | 31% | 26% | 33% | 24% | 31% | 29% | 28% | 30% | 32% | 20% | 26% | 35% | 21% | 50% | 18% | 14% | 28% | 51% | 49% |
| SOME COLLEGE | 86 | 54 | 18 | 73 | 8 | 11 | 19 | 9 | 8 | 29 | 10 | 33 | 53 | 22 | 15 | 26 | 23 | 49 | 20 | 15 | 18 | 31 | 9 | 11 |
| | 22% | 23% | 21% | 22% | 21% | 25% | 27% | 19% | 13% | 23% | 20% | 18% | 25% | 18% | 24% | 22% | 23% | 24% | 16% | 21% | 18% | 30% | 15% | 17% |
| COLLEGE+ | 193 | 104 | 43 | 147 | 20 | 18 | 31 | 25 | 37 | 57 | 25 | 102 | 91 | 58 | 35 | 62 | 39 | 109 | 38 | 44 | 67 | 42 | 19 | 19 |
| | 48% | 44% | 49% | 45% | 52% | 44% | 43% | 49% | 63% | 45% | 51% | 54% | 43% | 48% | 56% | 53% | 39% | 54% | 32% | 61% | 68% | 41% | 34% | 30% |
| SOME GRADE SCHOOL | 8 | 8 | - | 8 | - | - | 3 | 4 | - | 1 | - | 4 | 4 | 4 | - | 3 | 1 | - | 8 | - | - | - | 4 | 4 |
| | 2% | 3% | - | 2% | - | - | 4% | 8% | - | 1% | - | 2% | 2% | 3% | - | 3% | 1% | - | 6% | - | - | - | 6% | 6% |
| SOME HIGH SCHOOL | 19 | 17 | 1 | 17 | 2 | 1 | 1 | 1 | 4 | 6 | 6 | 5 | 14 | 2 | 4 | 4 | 10 | 7 | 10 | 3 | 1 | 6 | 3 | 7 |
| | 5% | 7% | 1% | 5% | 5% | 2% | 2% | 1% | 7% | 5% | 12% | 3% | 7% | 1% | 6% | 3% | 10% | 3% | 8% | 4% | 1% | 6% | 5% | 11% |
| GRADUATED HIGH SCHOOL | 89 | 52 | 23 | 76 | 8 | 12 | 14 | 12 | 10 | 33 | 8 | 44 | 45 | 33 | 8 | 23 | 24 | 36 | 43 | 10 | 13 | 23 | 23 | 20 |
| | 22% | 22% | 27% | 23% | 22% | 29% | 20% | 24% | 17% | 26% | 16% | 23% | 21% | 28% | 14% | 20% | 24% | 18% | 35% | 14% | 13% | 22% | 40% | 31% |
| TECHNICAL/VOCATIONAL SCHOOL | 11 | 9 | 1 | 9 | - | 1 | 6 | - | - | 4 | - | 1 | 9 | 1 | 1 | 8 | 1 | 9 | 2 | - | - | 9 | 1 | 1 |
| | 3% | 4% | 1% | 3% | - | 2% | 9% | - | - | 3% | - | 1% | 4% | 1% | 2% | 6% | 1% | 4% | 2% | - | - | 9% | 2% | 1% |
| SOME COLLEGE | 75 | 46 | 18 | 63 | 8 | 10 | 13 | 9 | 8 | 25 | 10 | 32 | 43 | 21 | 14 | 18 | 22 | 40 | 17 | 15 | 18 | 22 | 7 | 10 |
| | 19% | 19% | 20% | 20% | 21% | 23% | 18% | 19% | 13% | 20% | 20% | 17% | 21% | 17% | 22% | 15% | 22% | 20% | 14% | 21% | 18% | 22% | 13% | 16% |
| GRADUATED COLLEGE | 107 | 53 | 27 | 80 | 10 | 10 | 13 | 17 | 20 | 37 | 9 | 55 | 52 | 32 | 22 | 28 | 25 | 54 | 29 | 22 | 33 | 21 | 15 | 14 |
| | 27% | 23% | 30% | 25% | 27% | 23% | 18% | 34% | 35% | 29% | 18% | 29% | 25% | 26% | 36% | 24% | 25% | 27% | 24% | 31% | 34% | 20% | 26% | 22% |
| GRADUATE/PROFESSIONAL SCHOOL | 87 | 51 | 16 | 67 | 10 | 9 | 18 | 8 | 17 | 19 | 16 | 47 | 39 | 26 | 12 | 34 | 14 | 55 | 9 | 21 | 33 | 22 | 4 | 5 |
| | 22% | 22% | 18% | 21% | 25% | 20% | 25% | 15% | 28% | 15% | 33% | 25% | 19% | 22% | 20% | 29% | 14% | 27% | 8% | 30% | 34% | 21% | 8% | 8% |
| REFUSED | 4 | - | 3 | 3 | - | - | 3 | - | - | 2 | - | - | 4 | 2 | - | - | 3 | - | 3 | - | - | - | - | 3 |
| | 1% | - | 3% | 1% | - | - | 4% | - | - | 1% | - | - | 2% | 1% | - | - | 3% | - | 2% | - | - | - | - | 4% |

Table 64-2
 QUESTION 48:
 And what is the last grade you completed in school?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|------------------------------|----------|------|------|-------|-----------------|-----|-------|------|------------|-----|-----|-----|-------|-------|--------------|------|------|------|-----------|------|------|------|------|
| | TOTAL | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| HIGH SCHOOL OR LESS | 116 | 8 | 22 | 30 | 83 | 15 | 15 | 37 | 46 | 29 | 7 | 17 | 10 | 5 | 48 | 32 | 45 | 12 | 12 | 26 | 50 | 16 | 8 |
| ----- | 29% | 24% | 31% | 29% | 29% | 31% | 27% | 27% | 30% | 37% | 26% | 20% | 23% | 15% | 36% | 33% | 32% | 29% | 26% | 29% | 35% | 33% | 21% |
| SOME COLLEGE | 86 | 5 | 15 | 20 | 65 | 10 | 10 | 22 | 43 | 13 | 6 | 15 | 9 | 9 | 34 | 17 | 37 | 9 | 10 | 21 | 34 | 11 | 8 |
| ----- | 22% | 16% | 21% | 20% | 22% | 21% | 18% | 16% | 28% | 16% | 22% | 17% | 22% | 26% | 25% | 18% | 26% | 21% | 21% | 22% | 24% | 22% | 20% |
| COLLEGE+ | 193 | 20 | 31 | 51 | 142 | 23 | 28 | 79 | 63 | 36 | 14 | 52 | 22 | 21 | 49 | 46 | 58 | 21 | 22 | 45 | 58 | 22 | 21 |
| ----- | 48% | 60% | 44% | 49% | 49% | 48% | 50% | 57% | 42% | 46% | 52% | 62% | 51% | 59% | 37% | 48% | 41% | 51% | 47% | 49% | 41% | 45% | 53% |
| SOME GRADE SCHOOL | 8 | - | 3 | 3 | 5 | - | 3 | 4 | 1 | 4 | - | - | - | - | 4 | 4 | 4 | - | - | 4 | 4 | - | - |
| | 2% | - | 4% | 3% | 2% | - | 5% | 3% | 1% | 5% | - | - | - | - | 3% | 4% | 3% | - | - | 4% | 3% | - | - |
| SOME HIGH SCHOOL | 19 | 2 | 6 | 8 | 11 | 3 | 5 | 2 | 8 | 1 | 2 | 3 | 1 | 2 | 11 | 4 | 12 | - | 1 | 5 | 12 | - | 1 |
| | 5% | 5% | 8% | 7% | 4% | 6% | 9% | 2% | 5% | 1% | 6% | 3% | 2% | 7% | 8% | 5% | 9% | - | 1% | 5% | 8% | - | 2% |
| GRADUATED HIGH SCHOOL | 89 | 6 | 13 | 19 | 67 | 12 | 7 | 31 | 36 | 24 | 5 | 14 | 9 | 3 | 33 | 24 | 29 | 12 | 11 | 18 | 35 | 16 | 7 |
| | 22% | 19% | 18% | 18% | 23% | 25% | 13% | 22% | 24% | 31% | 20% | 17% | 21% | 8% | 25% | 25% | 21% | 29% | 25% | 19% | 24% | 33% | 19% |
| TECHNICAL/VOCATIONAL SCHOOL | 11 | - | - | - | 11 | - | - | 1 | 9 | 1 | - | - | - | 1 | 8 | 1 | 7 | - | 1 | 2 | 7 | 1 | - |
| | 3% | - | - | - | 4% | - | - | 1% | 6% | 2% | - | - | - | 3% | 6% | 1% | 5% | - | 1% | 2% | 5% | 1% | - |
| SOME COLLEGE | 75 | 5 | 15 | 20 | 54 | 10 | 10 | 21 | 33 | 11 | 6 | 15 | 9 | 8 | 26 | 16 | 30 | 9 | 9 | 19 | 27 | 10 | 8 |
| | 19% | 16% | 21% | 20% | 19% | 21% | 18% | 15% | 22% | 15% | 22% | 17% | 22% | 22% | 19% | 17% | 21% | 21% | 20% | 20% | 19% | 21% | 20% |
| GRADUATED COLLEGE | 107 | 8 | 12 | 21 | 86 | 8 | 12 | 46 | 40 | 19 | 8 | 28 | 13 | 14 | 25 | 23 | 30 | 12 | 14 | 26 | 28 | 14 | 13 |
| | 27% | 24% | 18% | 20% | 30% | 17% | 22% | 34% | 26% | 24% | 31% | 33% | 30% | 40% | 19% | 24% | 22% | 29% | 31% | 28% | 19% | 29% | 32% |
| GRADUATE/PROFESSIONAL SCHOOL | 87 | 12 | 19 | 31 | 56 | 15 | 16 | 32 | 24 | 17 | 6 | 24 | 9 | 7 | 24 | 23 | 28 | 9 | 7 | 20 | 31 | 8 | 8 |
| | 22% | 35% | 27% | 29% | 19% | 31% | 28% | 23% | 16% | 22% | 21% | 29% | 21% | 19% | 18% | 24% | 20% | 21% | 16% | 21% | 22% | 17% | 21% |
| REFUSED | 4 | - | 3 | 3 | - | - | 3 | - | - | - | - | - | 2 | - | 3 | - | - | - | 3 | - | - | - | 3 |
| | 1% | - | 4% | 3% | - | - | 5% | - | - | - | - | - | 4% | - | 2% | - | - | - | 6% | - | - | - | 7% |

Table 64-3
 QUESTION 48:
 And what is the last grade you completed in school?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|------------------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| HIGH SCHOOL OR LESS | 116 | 116 | - | - | 53 | - | 63 | - | 72 | 26 | 11 | 60 | 28 | 28 | 90 | 27 | 43 | 70 | 19 | 24 | 24 | 21 | 23 | 15 |
| ----- | 29% | 100% | - | - | 61% | - | 54% | - | 55% | 19% | 11% | 31% | 33% | 25% | 25% | 66% | 26% | 31% | 17% | 34% | 37% | 27% | 30% | 24% |
| SOME COLLEGE | 86 | - | 86 | - | 33 | - | 53 | - | 29 | 38 | 10 | 41 | 17 | 26 | 81 | 5 | 33 | 49 | 32 | 16 | 10 | 25 | 12 | 10 |
| ----- | 22% | - | 100% | - | 39% | - | 46% | - | 22% | 29% | 10% | 21% | 20% | 23% | 22% | 13% | 21% | 22% | 29% | 22% | 16% | 31% | 16% | 17% |
| COLLEGE+ | 193 | - | - | 193 | - | 102 | - | 91 | 30 | 68 | 77 | 93 | 39 | 59 | 185 | 8 | 86 | 103 | 61 | 31 | 28 | 32 | 42 | 33 |
| ----- | 48% | - | - | 100% | - | 100% | - | 100% | 23% | 52% | 79% | 48% | 47% | 52% | 51% | 21% | 53% | 46% | 55% | 44% | 43% | 39% | 54% | 56% |
| SOME GRADE SCHOOL | 8 | 8 | - | - | 4 | - | 4 | - | 8 | - | - | 5 | - | 3 | 1 | 7 | 1 | 7 | - | - | 4 | 1 | - | - |
| | 2% | 7% | - | - | 5% | - | 4% | - | 6% | - | - | 3% | - | 3% | - | 17% | 1% | 3% | - | - | 6% | 1% | - | - |
| SOME HIGH SCHOOL | 19 | 19 | - | - | 5 | - | 14 | - | 14 | 2 | - | 11 | 5 | 4 | 14 | 5 | 7 | 11 | 5 | - | 3 | 2 | 4 | 7 |
| | 5% | 17% | - | - | 6% | - | 12% | - | 11% | 1% | - | 6% | 6% | 3% | 4% | 13% | 5% | 5% | 4% | - | 4% | 3% | 6% | 12% |
| GRADUATED HIGH SCHOOL | 89 | 89 | - | - | 44 | - | 45 | - | 50 | 24 | 11 | 44 | 23 | 21 | 74 | 15 | 34 | 52 | 14 | 24 | 18 | 18 | 19 | 8 |
| | 22% | 77% | - | - | 51% | - | 39% | - | 38% | 18% | 11% | 23% | 28% | 19% | 21% | 36% | 21% | 23% | 13% | 34% | 27% | 23% | 24% | 13% |
| TECHNICAL/VOCATIONAL SCHOOL | 11 | - | 11 | - | 1 | - | 9 | - | 8 | 3 | - | 7 | 2 | 2 | 11 | - | 9 | 1 | 6 | - | 1 | 6 | 1 | 1 |
| | 3% | - | 13% | - | 2% | - | 8% | - | 6% | 2% | - | 4% | 2% | 2% | 3% | - | 6% | 1% | 5% | - | 1% | 7% | 2% | 1% |
| SOME COLLEGE | 75 | - | 75 | - | 32 | - | 43 | - | 21 | 36 | 10 | 33 | 15 | 24 | 70 | 5 | 24 | 47 | 26 | 16 | 9 | 19 | 11 | 9 |
| | 19% | - | 87% | - | 37% | - | 37% | - | 16% | 27% | 10% | 17% | 18% | 21% | 19% | 13% | 15% | 21% | 24% | 22% | 14% | 23% | 14% | 16% |
| GRADUATED COLLEGE | 107 | - | - | 107 | - | 55 | - | 52 | 19 | 40 | 37 | 55 | 21 | 30 | 100 | 7 | 49 | 57 | 37 | 15 | 16 | 20 | 20 | 21 |
| | 27% | - | - | 55% | - | 54% | - | 57% | 14% | 30% | 38% | 28% | 25% | 27% | 28% | 17% | 30% | 26% | 33% | 22% | 24% | 25% | 26% | 35% |
| GRADUATE/PROFESSIONAL SCHOOL | 87 | - | - | 87 | - | 47 | - | 39 | 11 | 29 | 40 | 38 | 18 | 29 | 85 | 2 | 37 | 46 | 24 | 15 | 12 | 12 | 22 | 13 |
| | 22% | - | - | 45% | - | 46% | - | 43% | 9% | 22% | 41% | 20% | 22% | 25% | 24% | 4% | 23% | 20% | 21% | 22% | 19% | 15% | 28% | 21% |
| REFUSED | 4 | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | - | - | 3 | - | - | 3 | 3 | - | 2 |
| | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | 1% | - | - | 4% | 4% | - | 3% |

Table 64-4
 QUESTION 48:
 And what is the last grade you completed in school?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---------------------------------|-----------------|-----------|-------------|---------|-------------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|-------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| HIGH SCHOOL OR LESS ----- | 116 | 13 | 97 | 88 | 34 | 33 | 89 | 24 | 37 | 69 | 35 | 46 | 14 | 40 | 69 | 22 | 6 |
| | 29% | 31% | 29% | 30% | 33% | 30% | 30% | 26% | 30% | 24% | 36% | 22% | 28% | 25% | 35% | 39% | 17% |
| SOME COLLEGE ----- | 86 | 7 | 78 | 67 | 23 | 23 | 68 | 15 | 22 | 58 | 26 | 45 | 6 | 30 | 42 | 11 | 13 |
| | 22% | 16% | 23% | 23% | 22% | 21% | 23% | 17% | 18% | 20% | 27% | 22% | 12% | 18% | 21% | 19% | 38% |
| COLLEGE+ ----- | 193 | 22 | 162 | 134 | 48 | 53 | 138 | 53 | 62 | 157 | 32 | 116 | 29 | 94 | 80 | 23 | 15 |
| | 48% | 53% | 48% | 46% | 45% | 49% | 46% | 57% | 51% | 55% | 33% | 56% | 59% | 57% | 41% | 42% | 45% |
| SOME GRADE SCHOOL | 8 | 5 | 3 | 3 | - | 3 | 8 | - | - | - | 8 | - | - | - | 8 | 7 | - |
| | 2% | 12% | 1% | 1% | - | 3% | 3% | - | - | - | 8% | - | - | - | 4% | 12% | - |
| SOME HIGH SCHOOL | 19 | - | 17 | 16 | 5 | 4 | 15 | 1 | 5 | 11 | 6 | 10 | 1 | 4 | 12 | 3 | 1 |
| | 5% | - | 5% | 5% | 5% | 4% | 5% | 1% | 4% | 4% | 7% | 5% | 2% | 2% | 6% | 6% | 3% |
| GRADUATED HIGH SCHOOL | 89 | 8 | 77 | 70 | 30 | 26 | 65 | 23 | 32 | 58 | 20 | 35 | 13 | 36 | 49 | 12 | 4 |
| | 22% | 19% | 23% | 24% | 28% | 24% | 22% | 25% | 26% | 20% | 21% | 17% | 26% | 22% | 25% | 21% | 13% |
| TECHNICAL/VOCATIONAL SCHOOL | 11 | 2 | 9 | 9 | - | 1 | 8 | 2 | 1 | 6 | 4 | 6 | - | - | 3 | 1 | 6 |
| | 3% | 4% | 3% | 3% | - | 1% | 3% | 2% | 1% | 2% | 4% | 3% | - | - | 1% | 1% | 18% |
| SOME COLLEGE | 75 | 5 | 70 | 59 | 23 | 22 | 60 | 13 | 21 | 51 | 22 | 39 | 6 | 30 | 39 | 10 | 7 |
| | 19% | 12% | 21% | 20% | 22% | 20% | 20% | 14% | 17% | 18% | 23% | 19% | 12% | 18% | 20% | 18% | 21% |
| GRADUATED COLLEGE | 107 | 13 | 87 | 71 | 27 | 29 | 75 | 29 | 33 | 82 | 21 | 59 | 12 | 46 | 51 | 13 | 6 |
| | 27% | 30% | 26% | 25% | 26% | 27% | 25% | 32% | 27% | 29% | 22% | 28% | 24% | 28% | 26% | 24% | 18% |
| GRADUATE/PROFESSIONAL SCHOOL | 87 | 10 | 75 | 63 | 20 | 24 | 63 | 24 | 29 | 75 | 11 | 58 | 17 | 48 | 29 | 10 | 9 |
| | 22% | 23% | 22% | 22% | 19% | 22% | 21% | 26% | 24% | 27% | 11% | 28% | 35% | 29% | 15% | 18% | 27% |
| REFUSED | 4 | - | 2 | - | - | - | 4 | - | - | - | 4 | - | - | - | 4 | - | - |
| | 1% | - | - | - | - | - | 2% | - | - | - | 5% | - | - | - | 2% | - | - |

Table 64-5
QUESTION 48:
And what is the last grade you completed in school?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|------------------------------|----------------------|--------|--------------------------|-----------|-------------|--------|------------|-------|-------|--------------|-------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | DIR | TRACK | DEMS | TRACK | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| HIGH SCHOOL OR LESS | 116 | 17 | 5 | - | 22 | 8 | 11 | 49 | 63 | 58 | 12 | 33 | 25 | 24 | 22 | 44 | 76 | 22 | 41 | 82 | 17 | 46 | 70 | |
| ----- | 29% | 24% | 23% | - | 28% | 31% | 57% | 33% | 27% | 29% | 14% | 41% | 32% | 30% | 35% | 27% | 28% | 27% | 26% | 26% | 43% | 22% | 37% | |
| SOME COLLEGE | 86 | 13 | 2 | 1 | 16 | 6 | 6 | 29 | 55 | 48 | 15 | 13 | 24 | 14 | 14 | 40 | 58 | 22 | 35 | 69 | 8 | 50 | 35 | |
| ----- | 22% | 19% | 8% | 4% | 21% | 24% | 31% | 19% | 24% | 24% | 16% | 16% | 30% | 18% | 22% | 24% | 21% | 28% | 23% | 22% | 20% | 24% | 18% | |
| COLLEGE+ | 193 | 40 | 14 | 16 | 35 | 12 | 2 | 68 | 113 | 93 | 65 | 30 | 29 | 41 | 24 | 78 | 136 | 36 | 77 | 165 | 14 | 113 | 81 | |
| ----- | 48% | 57% | 68% | 96% | 45% | 46% | 12% | 46% | 48% | 47% | 71% | 38% | 37% | 52% | 39% | 47% | 49% | 45% | 49% | 52% | 36% | 54% | 42% | |
| SOME GRADE SCHOOL | 8 | - | - | - | - | 1 | 4 | 4 | 3 | 3 | - | 1 | 4 | 1 | - | - | - | 4 | 4 | 4 | 4 | 1 | 7 | |
| | 2% | - | - | - | - | 4% | 19% | 3% | 1% | 2% | - | 1% | 5% | 1% | - | - | - | 4% | 3% | 1% | 9% | 1% | 3% | |
| SOME HIGH SCHOOL | 19 | 4 | - | - | 4 | 1 | 2 | 7 | 11 | 11 | - | 7 | 1 | 7 | 6 | 6 | 12 | 3 | 5 | 10 | 5 | 8 | 11 | |
| | 5% | 6% | - | - | 5% | 3% | 12% | 4% | 5% | 5% | - | 8% | 2% | 8% | 9% | 4% | 4% | 3% | 3% | 3% | 14% | 4% | 6% | |
| GRADUATED HIGH SCHOOL | 89 | 13 | 5 | - | 18 | 6 | 5 | 38 | 49 | 44 | 12 | 25 | 20 | 16 | 16 | 38 | 64 | 16 | 32 | 67 | 8 | 37 | 52 | |
| | 22% | 18% | 23% | - | 23% | 23% | 26% | 26% | 21% | 22% | 14% | 31% | 26% | 20% | 26% | 23% | 23% | 20% | 20% | 21% | 20% | 18% | 27% | |
| TECHNICAL/VOCATIONAL SCHOOL | 11 | - | - | - | 3 | - | - | 2 | 9 | 9 | 5 | - | 2 | - | 1 | 6 | 7 | 3 | 8 | 8 | 2 | 7 | 4 | |
| | 3% | - | - | - | 4% | - | - | 1% | 4% | 5% | 5% | - | 3% | - | 1% | 4% | 3% | 4% | 5% | 3% | 4% | 3% | 2% | |
| SOME COLLEGE | 75 | 13 | 2 | 1 | 14 | 6 | 6 | 27 | 45 | 39 | 10 | 13 | 22 | 14 | 13 | 34 | 51 | 19 | 28 | 61 | 6 | 43 | 32 | |
| | 19% | 19% | 8% | 4% | 17% | 24% | 31% | 18% | 20% | 20% | 11% | 16% | 28% | 18% | 21% | 21% | 19% | 24% | 18% | 19% | 16% | 21% | 17% | |
| GRADUATED COLLEGE | 107 | 21 | 3 | 9 | 15 | 11 | 2 | 41 | 57 | 46 | 32 | 14 | 17 | 22 | 16 | 45 | 78 | 20 | 36 | 88 | 12 | 57 | 49 | |
| | 27% | 30% | 17% | 58% | 19% | 40% | 9% | 28% | 24% | 23% | 35% | 17% | 22% | 28% | 25% | 27% | 28% | 25% | 23% | 27% | 30% | 27% | 26% | |
| GRADUATE/PROFESSIONAL SCHOOL | 87 | 19 | 10 | 6 | 20 | 1 | 1 | 27 | 56 | 47 | 32 | 17 | 12 | 19 | 9 | 33 | 58 | 16 | 41 | 77 | 3 | 55 | 32 | |
| | 22% | 27% | 51% | 38% | 26% | 5% | 3% | 18% | 24% | 24% | 35% | 21% | 15% | 24% | 14% | 20% | 21% | 20% | 26% | 24% | 7% | 26% | 17% | |
| REFUSED | 4 | - | - | - | 4 | - | - | 3 | 2 | - | - | 4 | - | - | 3 | 3 | 4 | - | 3 | 4 | - | - | 4 | |
| | 1% | - | - | - | 6% | - | - | 2% | 1% | - | - | 6% | - | - | 5% | 2% | 2% | - | 2% | 1% | - | - | 2% | |

Table 64-6
 QUESTION 48:
 And what is the last grade you completed in school?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|------------------------------|------------------|------------|-----------|-------------|---------------------------|-----------|------------|------------------|------------|-----------|------------|--------------|-----------------------|------------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | RURAL | NOT A VICTIM | | UNION | CRE-DIT BANK | |
| | | NEWS | WORK NEWS | | NEWS | WORK NEWS | | OTHER | URBAN | URBAN | | VICTIM | VICTIM | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| HIGH SCHOOL OR LESS ----- | 116 29% | 46 32% | 34 35% | 19 23% | 35 34% | 20 24% | 25 33% | 18 33% | 57 33% | 4 23% | 37 24% | 29 24% | 83 31% | 26 25% | 84 31% | |
| SOME COLLEGE ----- | 86 22% | 25 18% | 26 26% | 17 21% | 19 18% | 22 26% | 12 15% | 15 27% | 37 21% | 3 19% | 31 20% | 27 22% | 57 21% | 27 26% | 51 19% | |
| COLLEGE+ ----- | 193 48% | 70 50% | 36 36% | 45 55% | 51 48% | 41 50% | 40 52% | 23 41% | 77 45% | 10 58% | 83 54% | 67 54% | 126 47% | 50 49% | 131 48% | |
| SOME GRADE SCHOOL | 8 2% | 4 3% | 1 1% | 3 4% | - - | 7 8% | 1 1% | - - | 5 3% | - - | 3 2% | 1 1% | 3 1% | - - | 4 2% | |
| SOME HIGH SCHOOL | 19 5% | 5 4% | 10 10% | 3 4% | 5 5% | 3 3% | 4 5% | 3 6% | 9 5% | 2 13% | 5 3% | 6 5% | 13 5% | 5 5% | 13 5% | |
| GRADUATED HIGH SCHOOL | 89 22% | 37 26% | 24 24% | 13 15% | 30 28% | 10 12% | 20 27% | 15 27% | 43 25% | 2 10% | 29 19% | 22 18% | 67 25% | 21 20% | 66 25% | |
| TECHNICAL/VOCATIONAL SCHOOL | 11 3% | 1 - | 5 5% | 1 1% | 6 5% | 2 3% | 1 1% | 2 3% | 7 4% | 1 3% | 1 1% | 3 3% | 8 3% | 1 1% | 10 4% | |
| SOME COLLEGE | 75 19% | 25 18% | 21 21% | 17 20% | 13 13% | 19 23% | 11 14% | 14 24% | 30 17% | 3 16% | 29 19% | 24 19% | 50 18% | 26 25% | 41 15% | |
| GRADUATED COLLEGE | 107 27% | 35 25% | 26 27% | 29 36% | 29 28% | 22 27% | 26 34% | 12 21% | 45 26% | 5 30% | 44 29% | 35 29% | 71 27% | 26 25% | 73 27% | |
| GRADUATE/PROFESSIONAL SCHOOL | 87 22% | 35 25% | 9 9% | 16 19% | 22 21% | 19 23% | 14 18% | 11 19% | 32 19% | 5 28% | 38 25% | 32 26% | 55 20% | 25 24% | 58 21% | |
| REFUSED | 4 1% | - - | 3 3% | - - | - - | - - | - - | - - | 2 1% | - - | 3 2% | - - | 3 1% | - - | 4 2% | |

Table 65-1
 QUESTION 49:
 Which of the following income groups includes your total family income last year, before taxes?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|----------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| UNDER \$10,000 | 14 3% | 9 4% | 1 1% | 10 3% | 4 9% | 1 1% | - - | 2 4% | 2 3% | 5 4% | 4 9% | 6 3% | 8 4% | 6 5% | 1 1% | 1 1% | 6 6% | 5 2% | 8 6% | 2 3% | 1 1% | 3 3% | 3 6% | 4 7% |
| \$10,000 - \$20,000 | 23 6% | 14 6% | 6 7% | 20 6% | 1 2% | 2 5% | 2 3% | 2 4% | 5 8% | 7 5% | 5 10% | 6 3% | 17 8% | 5 5% | 1 2% | 3 2% | 13 13% | 3 2% | 14 12% | 6 8% | 1 1% | 2 2% | 2 4% | 12 18% |
| \$20,000 - \$30,000 | 34 9% | 27 11% | 4 5% | 31 10% | 3 9% | 2 6% | 7 10% | 7 13% | 3 5% | 11 8% | 4 9% | 12 6% | 22 11% | 11 9% | 1 2% | 15 13% | 7 7% | 10 5% | 20 17% | 4 6% | 1 1% | 9 9% | 10 17% | 10 16% |
| \$30,000 - \$40,000 | 27 7% | 21 9% | 3 3% | 24 7% | 1 3% | 3 7% | 2 3% | 2 4% | 3 6% | 15 12% | 2 3% | 8 4% | 20 9% | 6 5% | 5 9% | 6 5% | 10 10% | 10 5% | 13 11% | 5 7% | 1 1% | 9 8% | 6 11% | 6 10% |
| \$40,000 - \$50,000 | 33 8% | 20 9% | 7 8% | 27 8% | 5 12% | 1 2% | 10 14% | 6 12% | 6 11% | 8 6% | 2 5% | 10 5% | 24 11% | 8 6% | 2 3% | 12 10% | 12 12% | 22 11% | 5 4% | 6 9% | 8 8% | 14 14% | 1 1% | 4 6% |
| \$50,000 - \$75,000 | 72 18% | 39 17% | 20 23% | 59 18% | 4 11% | 15 36% | 11 16% | 10 19% | 10 17% | 21 17% | 4 9% | 44 24% | 27 13% | 24 20% | 13 22% | 18 16% | 16 16% | 39 19% | 20 17% | 10 14% | 23 24% | 16 15% | 13 22% | 7 11% |
| \$75,000 - \$100,000 | 61 15% | 33 14% | 16 18% | 50 15% | 6 16% | 3 7% | 9 13% | 11 22% | 8 13% | 19 15% | 11 22% | 32 17% | 28 13% | 15 12% | 14 23% | 20 17% | 12 12% | 37 18% | 12 10% | 11 15% | 23 23% | 14 14% | 5 9% | 7 11% |
| \$100,000 & OVER | 97 24% | 53 22% | 20 22% | 73 22% | 10 27% | 11 27% | 19 26% | 4 7% | 20 34% | 30 24% | 14 28% | 59 31% | 38 18% | 40 33% | 20 32% | 30 26% | 8 8% | 56 28% | 22 18% | 19 27% | 35 35% | 22 21% | 14 25% | 8 13% |
| DON'T KNOW | 3 1% | 2 1% | 1 1% | 3 1% | - - | - - | - - | 1 3% | - - | 1 1% | 1 2% | 2 1% | 2 1% | 2 1% | - - | - - | 1 1% | 1 1% | 2 1% | - - | 1 1% | 1 1% | 1 2% | 1 1% |
| REFUSED | 35 9% | 17 7% | 10 11% | 27 8% | 4 11% | 4 10% | 11 15% | 6 12% | 2 4% | 10 8% | 2 4% | 10 5% | 26 12% | 3 3% | 3 5% | 14 12% | 14 14% | 17 9% | 6 5% | 9 12% | 5 5% | 12 12% | 2 4% | 4 6% |

Table 65-2
 QUESTION 49:
 Which of the following income groups includes your total family income last year, before taxes?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|----------------------|----------|------|-------|------|-----------------|-------|------|-------|------------|-------|-----|-------|-------|-------|--------------|------|------|------|-----------|------|------|------|------|
| | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | CONS | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | MEN | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| UNDER \$10,000 | 14 | 2 | 2 | 4 | 8 | 4 | - | 2 | 6 | 4 | 1 | 2 | 2 | - | 5 | 3 | 5 | - | 1 | 3 | 6 | 1 | - |
| | 3% | 5% | 3% | 4% | 3% | 8% | - | 2% | 4% | 5% | 3% | 2% | 5% | - | 4% | 4% | 4% | - | 2% | 3% | 4% | 2% | - |
| \$10,000 - \$20,000 | 23 | 1 | 7 | 8 | 15 | 1 | 7 | 5 | 10 | 2 | 1 | 2 | 3 | - | 14 | 4 | 10 | 1 | 5 | 3 | 11 | 2 | 4 |
| | 6% | 3% | 10% | 8% | 5% | 2% | 13% | 3% | 7% | 3% | 5% | 3% | 8% | - | 10% | 4% | 7% | 3% | 10% | 3% | 8% | 4% | 11% |
| \$20,000 - \$30,000 | 34 | 2 | 7 | 9 | 24 | 3 | 7 | 8 | 16 | 8 | 1 | 2 | 3 | - | 19 | 11 | 16 | - | 4 | 9 | 17 | 2 | 2 |
| | 9% | 5% | 10% | 9% | 8% | 5% | 12% | 6% | 10% | 10% | 4% | 3% | 8% | - | 14% | 11% | 12% | - | 9% | 10% | 12% | 4% | 5% |
| \$30,000 - \$40,000 | 27 | 3 | 2 | 4 | 23 | 2 | 2 | 5 | 17 | 3 | - | 4 | 2 | 5 | 12 | 8 | 13 | - | 3 | 8 | 12 | 2 | 1 |
| | 7% | 8% | 3% | 4% | 8% | 4% | 4% | 4% | 11% | 4% | - | 5% | 5% | 16% | 9% | 8% | 9% | - | 6% | 9% | 9% | 5% | 1% |
| \$40,000 - \$50,000 | 33 | 1 | 6 | 6 | 27 | 2 | 4 | 8 | 19 | 3 | 1 | 5 | 5 | 1 | 19 | 3 | 18 | 2 | 5 | 5 | 15 | 3 | 4 |
| | 8% | 2% | 8% | 6% | 9% | 4% | 8% | 6% | 13% | 4% | 5% | 6% | 11% | 2% | 14% | 3% | 13% | 5% | 11% | 5% | 11% | 6% | 10% |
| \$50,000 - \$75,000 | 72 | 11 | 12 | 23 | 48 | 15 | 8 | 29 | 19 | 17 | 8 | 20 | 8 | 6 | 14 | 24 | 15 | 12 | 8 | 18 | 21 | 13 | 6 |
| | 18% | 32% | 17% | 22% | 17% | 32% | 14% | 21% | 12% | 22% | 29% | 24% | 18% | 16% | 11% | 25% | 11% | 28% | 18% | 20% | 14% | 27% | 16% |
| \$75,000 - \$100,000 | 61 | 6 | 6 | 12 | 47 | 6 | 6 | 25 | 22 | 10 | 6 | 16 | 5 | 9 | 15 | 13 | 20 | 10 | 7 | 14 | 20 | 8 | 8 |
| | 15% | 19% | 8% | 12% | 16% | 13% | 10% | 18% | 15% | 13% | 21% | 20% | 11% | 25% | 11% | 14% | 14% | 23% | 14% | 15% | 14% | 16% | 21% |
| \$100,000 & OVER | 97 | 8 | 24 | 32 | 65 | 15 | 17 | 44 | 21 | 28 | 9 | 22 | 11 | 11 | 16 | 24 | 29 | 14 | 6 | 29 | 24 | 15 | 5 |
| | 24% | 25% | 34% | 31% | 23% | 32% | 30% | 32% | 14% | 37% | 32% | 26% | 26% | 33% | 12% | 25% | 21% | 34% | 12% | 31% | 17% | 31% | 12% |
| DON'T KNOW | 3 | - | - | - | 3 | - | - | 2 | 2 | 1 | - | 1 | 1 | - | 1 | 2 | 1 | - | 1 | 1 | 1 | 1 | - |
| | 1% | - | - | - | 1% | - | - | 1% | 1% | 1% | - | 1% | 2% | - | 1% | 2% | - | - | 2% | 1% | 1% | 2% | - |
| REFUSED | 35 | - | 5 | 5 | 29 | - | 5 | 10 | 19 | 1 | - | 8 | 2 | 3 | 20 | 4 | 13 | 3 | 7 | 2 | 15 | 1 | 9 |
| | 9% | - | 7% | 5% | 10% | - | 9% | 7% | 12% | 2% | 1% | 10% | 5% | 9% | 15% | 5% | 9% | 7% | 16% | 2% | 11% | 2% | 23% |

Table 65-3
 QUESTION 49:
 Which of the following income groups includes your total family income last year, before taxes?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|----------------------|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| UNDER \$10,000 | 14 | 13 | 1 | - | 6 | - | 8 | - | 14 | - | - | 10 | 1 | 2 | 9 | 5 | 8 | 5 | 2 | 3 | 1 | 4 | - | 1 |
| | 3% | 11% | 1% | - | 7% | - | 7% | - | 11% | - | - | 5% | 2% | 2% | 2% | 13% | 5% | 2% | 2% | 5% | 2% | 5% | - | 2% |
| \$10,000 - \$20,000 | 23 | 19 | 1 | 3 | 6 | - | 15 | 3 | 23 | - | - | 11 | 8 | 4 | 16 | 7 | 15 | 7 | 5 | 7 | 4 | 4 | 8 | 2 |
| | 6% | 16% | 2% | 1% | 6% | - | 13% | 3% | 17% | - | - | 6% | 9% | 4% | 4% | 17% | 10% | 3% | 4% | 11% | 6% | 5% | 10% | 4% |
| \$20,000 - \$30,000 | 34 | 20 | 8 | 6 | 11 | 1 | 17 | 5 | 34 | - | - | 19 | 5 | 10 | 27 | 8 | 13 | 20 | 4 | 12 | 8 | 4 | 7 | 5 |
| | 9% | 18% | 9% | 3% | 13% | 1% | 15% | 6% | 26% | - | - | 10% | 6% | 9% | 7% | 19% | 8% | 9% | 3% | 17% | 12% | 5% | 8% | 9% |
| \$30,000 - \$40,000 | 27 | 12 | 7 | 9 | 6 | 2 | 12 | 7 | 27 | - | - | 15 | 9 | 3 | 25 | 3 | 13 | 14 | 8 | 3 | 11 | 5 | 4 | 5 |
| | 7% | 10% | 8% | 5% | 7% | 2% | 11% | 8% | 21% | - | - | 8% | 11% | 3% | 7% | 7% | 8% | 6% | 7% | 4% | 16% | 6% | 5% | 9% |
| \$40,000 - \$50,000 | 33 | 9 | 13 | 12 | 5 | 5 | 17 | 7 | 33 | - | - | 20 | 4 | 9 | 32 | 1 | 14 | 19 | 13 | 3 | 7 | 10 | 5 | 4 |
| | 8% | 7% | 15% | 6% | 5% | 5% | 14% | 8% | 25% | - | - | 10% | 4% | 8% | 9% | 3% | 9% | 9% | 12% | 4% | 11% | 13% | 7% | 7% |
| \$50,000 - \$75,000 | 72 | 22 | 18 | 32 | 24 | 21 | 16 | 11 | - | 72 | - | 30 | 15 | 27 | 67 | 5 | 25 | 44 | 19 | 8 | 7 | 17 | 19 | 3 |
| | 18% | 19% | 21% | 17% | 28% | 20% | 14% | 12% | - | 54% | - | 15% | 18% | 24% | 19% | 13% | 16% | 20% | 17% | 12% | 11% | 21% | 24% | 5% |
| \$75,000 - \$100,000 | 61 | 4 | 20 | 36 | 12 | 20 | 12 | 16 | - | 61 | - | 30 | 9 | 21 | 60 | 1 | 20 | 40 | 23 | 10 | 3 | 11 | 13 | 10 |
| | 15% | 3% | 23% | 19% | 14% | 20% | 11% | 17% | - | 46% | - | 15% | 11% | 19% | 17% | 2% | 12% | 18% | 21% | 14% | 5% | 14% | 17% | 17% |
| \$100,000 & OVER | 97 | 11 | 10 | 77 | 11 | 48 | 9 | 29 | - | - | 97 | 39 | 25 | 31 | 93 | 5 | 39 | 54 | 29 | 17 | 19 | 17 | 14 | 16 |
| | 24% | 9% | 11% | 40% | 13% | 47% | 8% | 32% | - | - | 100% | 20% | 30% | 28% | 26% | 12% | 24% | 24% | 26% | 25% | 29% | 21% | 18% | 26% |
| DON'T KNOW | 3 | 2 | 1 | - | 2 | - | 2 | - | - | - | - | 2 | - | 2 | 3 | - | 1 | 2 | 2 | - | - | 1 | 1 | 1 |
| | 1% | 2% | 1% | - | 2% | - | 1% | - | - | - | - | 1% | - | 1% | 1% | - | 1% | 1% | 2% | - | - | 1% | 1% | 2% |
| REFUSED | 35 | 5 | 8 | 18 | 5 | 5 | 9 | 13 | - | - | - | 18 | 8 | 3 | 29 | 6 | 13 | 19 | 6 | 7 | 6 | 8 | 7 | 12 |
| | 9% | 4% | 9% | 9% | 5% | 5% | 7% | 14% | - | - | - | 9% | 10% | 3% | 8% | 15% | 8% | 9% | 5% | 10% | 9% | 10% | 9% | 20% |

Table 65-4
 QUESTION 49:
 Which of the following income groups includes your total family income last year, before taxes?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|----------------------|-----------------|-----------|-------------|------------|--------------------|------------|------------|-------------|-------------|------------|-------------|------------|---------------------|-------------|-----------------|----------------|----------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 100% | 42 11% | 340 85% | 290 72% | 105 26% | 109 27% | 299 75% | 92 23% | 121 30% | 284 71% | 97 24% | 207 52% | 48 12% | 164 41% | 194 49% | 56 14% | 33 8% |
| UNDER \$10,000 | 14 3% | 3 6% | 8 2% | 7 2% | 4 4% | 3 3% | 10 3% | 2 3% | 3 3% | 3 1% | 5 5% | 2 1% | 2 2% | 9 5% | 1 2% | 1 3% | 1 3% |
| \$10,000 - \$20,000 | 23 6% | 4 10% | 19 5% | 18 6% | 4 3% | 8 8% | 20 7% | 3 3% | 11 9% | 20 7% | 3 3% | 17 8% | 1 3% | 11 7% | 11 6% | 4 8% | 1 2% |
| \$20,000 - \$30,000 | 34 9% | 8 18% | 26 8% | 22 8% | 9 9% | 8 7% | 27 9% | 6 7% | 6 5% | 20 7% | 12 12% | 14 7% | 5 10% | 12 7% | 21 11% | 9 16% | 1 3% |
| \$30,000 - \$40,000 | 27 7% | 2 6% | 25 7% | 23 8% | 11 11% | 7 7% | 20 7% | 7 7% | 8 7% | 16 6% | 8 9% | 13 6% | 1 3% | 8 5% | 15 8% | 5 9% | 3 9% |
| \$40,000 - \$50,000 | 33 8% | 4 9% | 30 9% | 26 9% | 9 8% | 5 5% | 26 9% | 8 8% | 8 7% | 21 8% | 9 9% | 17 8% | 4 7% | 9 6% | 18 9% | 6 10% | 6 19% |
| \$50,000 - \$75,000 | 72 18% | 9 22% | 61 18% | 54 19% | 17 16% | 19 18% | 48 16% | 21 23% | 22 18% | 48 17% | 21 21% | 31 15% | 12 25% | 33 20% | 34 17% | 10 18% | 4 13% |
| \$75,000 - \$100,000 | 61 15% | 3 8% | 54 16% | 46 16% | 21 20% | 19 17% | 50 17% | 11 12% | 19 16% | 45 16% | 15 15% | 37 18% | 6 12% | 25 15% | 28 14% | 10 17% | 8 24% |
| \$100,000 & OVER | 97 24% | 6 15% | 88 26% | 70 24% | 23 22% | 35 32% | 72 24% | 25 27% | 33 27% | 85 30% | 10 10% | 65 31% | 16 33% | 55 33% | 36 18% | 8 14% | 7 20% |
| DON'T KNOW | 3 1% | - | 3 1% | 3 1% | 2 1% | - | 2 1% | - | 1 1% | 2 1% | 2 2% | 1 - | 1 2% | 1 1% | 2 1% | 1 1% | - |
| REFUSED | 35 9% | 3 6% | 27 8% | 20 7% | 7 7% | 3 3% | 24 8% | 10 11% | 9 8% | 22 8% | 14 14% | 11 5% | 1 3% | 9 6% | 20 10% | 3 4% | 2 7% |

Table 65-5
 QUESTION 49:
 Which of the following income groups includes your total family income last year, before taxes?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | | |
|----------------------|-------------------------|--------|--------------------------------|---------------|-----------------|------------|-------|--------------|----------------|---------------|------------------|-----|----------------|------|------|------------------------|--------------|----------------|---------------------------|--------------|----------------|-----|-----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL- IEVES | EXPER- IENCE | CHANGE | CARES | WRONG | | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | RIGHT DIR | WRONG TRACK | WRONG DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| UNDER \$10,000 | 14 | - | - | - | 2 | 1 | 1 | 8 | 4 | 4 | - | 3 | 2 | 6 | 2 | 1 | 6 | 4 | 9 | 11 | - | 3 | 11 |
| | 3% | - | - | - | 2% | 4% | 4% | 6% | 2% | 2% | - | 4% | 2% | 7% | 3% | 1% | 2% | 5% | 6% | 3% | - | 2% | 6% |
| \$10,000 - \$20,000 | 23 | 8 | - | - | 4 | 1 | 4 | 7 | 13 | 13 | 1 | 8 | 1 | 2 | 9 | 8 | 13 | 5 | 4 | 12 | 8 | 7 | 16 |
| | 6% | 11% | - | - | 6% | 4% | 22% | 5% | 6% | 6% | 1% | 10% | 1% | 3% | 15% | 5% | 5% | 6% | 3% | 4% | 20% | 3% | 9% |
| \$20,000 - \$30,000 | 34 | 3 | - | 2 | 8 | 1 | 4 | 16 | 19 | 17 | 5 | 9 | 11 | 4 | 9 | 8 | 17 | 12 | 9 | 25 | 7 | 12 | 22 |
| | 9% | 4% | - | 13% | 10% | 5% | 20% | 11% | 8% | 9% | 5% | 11% | 14% | 5% | 14% | 5% | 6% | 15% | 6% | 8% | 17% | 6% | 11% |
| \$30,000 - \$40,000 | 27 | 3 | 1 | - | 7 | 3 | - | 14 | 13 | 12 | 2 | 7 | 4 | 7 | 1 | 11 | 23 | 2 | 7 | 16 | 7 | 10 | 17 |
| | 7% | 4% | 6% | - | 9% | 10% | - | 9% | 6% | 6% | 2% | 9% | 5% | 8% | 2% | 7% | 8% | 3% | 4% | 5% | 19% | 5% | 9% |
| \$40,000 - \$50,000 | 33 | 4 | 1 | 1 | 4 | 4 | 3 | 12 | 20 | 17 | 9 | 8 | 5 | 6 | 2 | 19 | 27 | 4 | 17 | 30 | 2 | 22 | 12 |
| | 8% | 6% | 3% | 5% | 6% | 15% | 15% | 8% | 9% | 9% | 10% | 10% | 6% | 8% | 4% | 12% | 10% | 4% | 11% | 9% | 5% | 10% | 6% |
| \$50,000 - \$75,000 | 72 | 11 | 4 | 3 | 13 | 3 | 1 | 23 | 45 | 39 | 15 | 13 | 16 | 16 | 14 | 34 | 51 | 12 | 36 | 61 | 3 | 36 | 36 |
| | 18% | 15% | 22% | 17% | 17% | 11% | 7% | 16% | 19% | 19% | 16% | 16% | 20% | 21% | 22% | 20% | 19% | 15% | 23% | 19% | 8% | 17% | 19% |
| \$75,000 - \$100,000 | 61 | 12 | 3 | 2 | 11 | 3 | 4 | 25 | 32 | 28 | 19 | 5 | 16 | 11 | 12 | 26 | 39 | 15 | 20 | 52 | 2 | 45 | 16 |
| | 15% | 17% | 17% | 12% | 14% | 12% | 19% | 17% | 14% | 14% | 21% | 6% | 20% | 14% | 18% | 16% | 14% | 19% | 13% | 16% | 4% | 22% | 8% |
| \$100,000 & OVER | 97 | 26 | 10 | 7 | 19 | 5 | 1 | 29 | 66 | 53 | 36 | 16 | 16 | 20 | 8 | 42 | 66 | 25 | 45 | 82 | 9 | 55 | 42 |
| | 24% | 37% | 48% | 44% | 24% | 18% | 8% | 20% | 28% | 26% | 39% | 20% | 21% | 25% | 12% | 25% | 24% | 31% | 29% | 26% | 23% | 26% | 22% |
| DON'T KNOW | 3 | 1 | - | - | 1 | - | 1 | 2 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | 2 | - | - | 1 | 1 | 2 | 1 |
| | 1% | 1% | - | - | 1% | - | 4% | 1% | - | - | - | 1% | 1% | - | 1% | - | 1% | - | - | - | 2% | 1% | - |
| REFUSED | 35 | 3 | 1 | 1 | 9 | 5 | - | 12 | 19 | 16 | 5 | 11 | 8 | 8 | 5 | 15 | 31 | 1 | 9 | 31 | - | 16 | 19 |
| | 9% | 5% | 3% | 8% | 12% | 20% | - | 8% | 8% | 8% | 5% | 13% | 10% | 10% | 8% | 9% | 11% | 2% | 6% | 10% | 1% | 8% | 10% |

Table 65-6
 QUESTION 49:
 Which of the following income groups includes your total family income last year, before taxes?

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|----------------------|------------------|------------|-----------|---------------------------|-------------|----------------|------------|-----------|------------------|----------|------------|-----------------------|------------|--------------------|--------------|
| | TOTAL | NET- | | NEWS- PAPER | NEWS- PAPER | NET- WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ SUB- | | URBAN | NOT A VICTIM | VICTIM | UNION | CRE-DIT BANK |
| | | NEWS | WORK NEWS | | | | | | OTHER | URBAN | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| UNDER \$10,000 | 14 3% | 2 1% | 8 8% | 1 1% | 2 2% | - - | 4 5% | 5 9% | 5 3% | - - | 3 2% | 3 2% | 11 4% | 1 1% | 12 4% |
| \$10,000 - \$20,000 | 23 6% | 6 4% | 8 8% | 6 7% | 7 7% | 4 5% | 8 10% | 2 3% | 11 6% | 1 4% | 10 6% | 6 5% | 17 6% | 7 7% | 14 5% |
| \$20,000 - \$30,000 | 34 9% | 17 12% | 7 8% | 7 9% | 11 11% | 12 14% | 3 4% | 5 8% | 15 9% | 1 3% | 14 9% | 3 2% | 27 10% | 8 7% | 23 9% |
| \$30,000 - \$40,000 | 27 7% | 7 5% | 7 7% | 10 12% | 7 7% | 6 8% | 5 7% | 11 19% | 9 5% | 3 17% | 5 3% | 9 8% | 18 7% | 7 7% | 19 7% |
| \$40,000 - \$50,000 | 33 8% | 5 4% | 16 16% | 7 9% | 11 10% | 4 5% | 11 15% | 4 8% | 19 11% | 2 13% | 8 5% | 7 6% | 26 10% | 11 11% | 21 8% |
| \$50,000 - \$75,000 | 72 18% | 23 16% | 12 12% | 19 24% | 17 16% | 19 24% | 12 16% | 7 12% | 37 22% | 2 11% | 26 17% | 22 18% | 50 19% | 17 16% | 54 20% |
| \$75,000 - \$100,000 | 61 15% | 28 20% | 12 12% | 7 9% | 15 14% | 12 14% | 12 15% | 9 16% | 31 18% | 2 14% | 18 12% | 22 18% | 39 14% | 20 20% | 37 14% |
| \$100,000 & OVER | 97 24% | 39 28% | 14 14% | 18 22% | 24 22% | 16 19% | 17 23% | 11 20% | 28 16% | 6 33% | 52 34% | 43 35% | 54 20% | 26 26% | 63 23% |
| DON'T KNOW | 3 1% | 1 1% | 2 2% | - - | 1 1% | - - | 1 1% | - - | 2 1% | - - | 1 1% | - - | 3 1% | - - | 3 1% |
| REFUSED | 35 9% | 13 9% | 13 13% | 6 7% | 10 10% | 9 11% | 3 4% | 3 5% | 16 9% | 1 7% | 16 10% | 9 7% | 24 9% | 6 6% | 24 9% |

Table 66-1
 QUESTION 50:
 And, have you, a member of your immediate family, a friend, or a co-worker been a victim of identity theft?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-------------------------------|-------|----------|----------|-----------|--------|----------|----------------|-------|-----------|------------|-------|--------|-------|-------|-------|-------|-------|-----------|-------|-----------|------------------|---------------|-----------------|------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| **D/S (VICTIM - NOT A VICTIM) | -146 | -79 | -39 | -118 | -20 | -17 | -17 | -30 | -23 | -51 | -7 | -81 | -65 | -31 | -4 | -53 | -57 | -93 | -34 | -13 | -48 | -45 | -14 | -20 |
| | -36% | -34% | -44% | -37% | -51% | -40% | -23% | -59% | -40% | -40% | -14% | -43% | -31% | -26% | -7% | -45% | -57% | -46% | -28% | -19% | -49% | -44% | -24% | -31% |
| TOTAL VICTIM | 124 | 76 | 25 | 101 | 8 | 13 | 28 | 8 | 18 | 36 | 21 | 51 | 72 | 42 | 28 | 32 | 21 | 54 | 41 | 29 | 25 | 28 | 19 | 22 |
| ----- | 31% | 32% | 28% | 31% | 22% | 30% | 38% | 16% | 30% | 29% | 43% | 27% | 34% | 35% | 46% | 27% | 21% | 27% | 34% | 41% | 26% | 28% | 34% | 34% |
| MEMBER OF IMMEDIATE FAMILY | 66 | 39 | 16 | 54 | 5 | 9 | 10 | 2 | 11 | 18 | 17 | 24 | 41 | 20 | 15 | 17 | 14 | 30 | 20 | 16 | 13 | 16 | 9 | 11 |
| | 16% | 17% | 18% | 17% | 13% | 21% | 14% | 3% | 18% | 14% | 34% | 13% | 19% | 17% | 24% | 15% | 14% | 15% | 17% | 23% | 13% | 16% | 16% | 17% |
| SELF | 28 | 16 | 7 | 24 | 2 | 2 | 8 | 2 | 5 | 7 | 4 | 12 | 16 | 8 | 5 | 11 | 4 | 17 | 7 | 5 | 9 | 7 | 2 | 5 |
| | 7% | 7% | 8% | 7% | 5% | 5% | 11% | 4% | 8% | 6% | 9% | 7% | 8% | 7% | 9% | 9% | 4% | 8% | 6% | 7% | 9% | 7% | 4% | 7% |
| FRIEND | 23 | 16 | 3 | 19 | 3 | 3 | 7 | 3 | 2 | 6 | 1 | 11 | 12 | 10 | 7 | 2 | 3 | 7 | 9 | 7 | 3 | 3 | 6 | 4 |
| | 6% | 7% | 4% | 6% | 7% | 8% | 9% | 7% | 4% | 5% | 2% | 6% | 6% | 8% | 12% | 2% | 3% | 3% | 8% | 10% | 3% | 3% | 10% | 6% |
| CO-WORKER | 15 | 8 | 3 | 11 | 1 | - | 8 | 1 | - | 6 | - | 4 | 10 | 5 | 5 | 5 | - | 7 | 6 | 2 | 2 | 5 | 2 | 4 |
| | 4% | 4% | 3% | 3% | 4% | - | 11% | 2% | - | 5% | - | 2% | 5% | 4% | 8% | 4% | - | 3% | 5% | 2% | 2% | 5% | 4% | 6% |
| OTHER | 2 | - | - | - | - | - | - | - | 2 | - | - | 2 | - | 2 | - | - | - | - | - | 2 | - | - | - | - |
| | - | - | - | - | - | - | - | - | 3% | - | - | 1% | - | 2% | - | - | - | - | - | 3% | - | - | - | - |
| NO | 269 | 155 | 63 | 219 | 28 | 29 | 44 | 38 | 41 | 88 | 28 | 132 | 137 | 73 | 32 | 85 | 79 | 147 | 75 | 42 | 73 | 73 | 33 | 42 |
| | 67% | 66% | 72% | 68% | 73% | 70% | 62% | 75% | 70% | 69% | 57% | 70% | 65% | 61% | 52% | 73% | 79% | 73% | 62% | 59% | 74% | 72% | 58% | 66% |
| DON'T KNOW | 5 | 4 | - | 4 | 1 | - | - | 4 | - | 1 | - | 5 | - | 4 | 1 | - | - | - | 5 | - | - | - | 5 | - |
| | 1% | 2% | - | 1% | 3% | - | - | 7% | - | 1% | - | 3% | - | 3% | 2% | - | - | - | 4% | - | - | - | 8% | - |
| REFUSED | 2 | - | - | - | 1 | - | - | 1 | - | 2 | - | - | 2 | 2 | - | - | - | - | - | - | - | - | - | - |
| | 1% | - | - | - | 2% | - | - | 1% | - | 1% | - | - | 1% | 1% | - | - | - | - | - | - | - | - | - | - |

Table 66-2
 QUESTION 50:
 And, have you, a member of your immediate family, a friend, or a co-worker been a victim of identity theft?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-------------------------------|----------|----------|----------|-----------|-----------------|---------|-----------|--------------|----------------|-----------|-----------|---------|-------------|-------------|--------------|----------|----------|----------|-----------|----------|----------|----------|----------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM | BASE DEM | SOFT DEM | SOFT DEM | BASE DEM | BASE DEM | SOFT DEM | SOFT DEM |
| | | | | | | | | | | | | | | | | MEN | WOMEN | 18-54 | 55+ | 18-54 | 55+ | | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (VICTIM - NOT A VICTIM) | -146 | -16 | -13 | -29 | -112 | -19 | -10 | -60 | -52 | -24 | -12 | -44 | -7 | 8 | -66 | -45 | -35 | -18 | -21 | -12 | -67 | -10 | -28 |
| | -36% | -48% | -19% | -28% | -39% | -40% | -18% | -43% | -34% | -31% | -46% | -53% | -16% | 23% | -49% | -47% | -25% | -44% | -44% | -13% | -47% | -21% | -72% |
| TOTAL VICTIM | 124 | 9 | 29 | 37 | 86 | 14 | 23 | 37 | 49 | 25 | 7 | 20 | 17 | 21 | 34 | 23 | 53 | 12 | 13 | 38 | 38 | 19 | 6 |
| ----- | 31% | 26% | 41% | 36% | 30% | 30% | 41% | 27% | 33% | 32% | 25% | 24% | 40% | 62% | 25% | 25% | 38% | 28% | 28% | 42% | 26% | 39% | 14% |
| MEMBER OF IMMEDIATE FAMILY | 66 | 5 | 19 | 24 | 42 | 8 | 16 | 17 | 25 | 11 | 3 | 10 | 9 | 11 | 21 | 9 | 30 | 8 | 8 | 18 | 21 | 13 | 3 |
| | 16% | 14% | 27% | 23% | 14% | 16% | 29% | 12% | 16% | 15% | 13% | 12% | 20% | 33% | 16% | 9% | 22% | 19% | 16% | 19% | 15% | 27% | 6% |
| SELF | 28 | 2 | 6 | 8 | 21 | 3 | 5 | 10 | 11 | 4 | 2 | 7 | 4 | 4 | 8 | 5 | 11 | 3 | 4 | 7 | 9 | 4 | 3 |
| | 7% | 5% | 9% | 7% | 7% | 6% | 9% | 7% | 7% | 5% | 6% | 9% | 10% | 11% | 6% | 6% | 8% | 7% | 9% | 8% | 6% | 8% | 8% |
| FRIEND | 23 | 1 | 4 | 5 | 18 | 1 | 3 | 9 | 9 | 7 | 1 | 3 | 4 | 7 | 2 | 7 | 8 | 2 | 1 | 11 | 4 | 2 | 1 |
| | 6% | 2% | 6% | 4% | 6% | 3% | 6% | 7% | 6% | 8% | 2% | 4% | 8% | 19% | 1% | 8% | 6% | 5% | 2% | 12% | 3% | 5% | 2% |
| CO-WORKER | 15 | 3 | 1 | 3 | 11 | 3 | - | 1 | 10 | 3 | 1 | 1 | 3 | 4 | 4 | 3 | 5 | - | 3 | 4 | 5 | 3 | - |
| | 4% | 8% | 1% | 3% | 4% | 7% | - | 1% | 7% | 3% | 4% | 1% | 6% | 10% | 3% | 3% | 4% | - | 6% | 4% | 3% | 6% | - |
| OTHER | 2 | - | - | - | 2 | - | - | 2 | - | 2 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | 1% | - | - | 1% | - | 2% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| NO | 269 | 25 | 42 | 67 | 198 | 33 | 33 | 97 | 102 | 49 | 19 | 64 | 24 | 13 | 100 | 68 | 87 | 30 | 34 | 50 | 105 | 30 | 34 |
| | 67% | 74% | 59% | 64% | 68% | 70% | 59% | 70% | 67% | 63% | 71% | 76% | 56% | 38% | 75% | 72% | 62% | 72% | 72% | 55% | 74% | 61% | 86% |
| DON'T KNOW | 5 | - | - | - | 5 | - | - | 5 | - | 4 | 1 | - | - | - | - | 4 | - | - | - | 4 | - | - | - |
| | 1% | - | - | - | 2% | - | - | 3% | - | 5% | 4% | - | - | - | - | 4% | - | - | - | 4% | - | - | - |
| REFUSED | 2 | - | - | - | 1 | - | - | - | 1 | - | - | - | 2 | - | - | - | - | - | - | - | - | - | - |
| | 1% | - | - | - | - | - | - | - | - | - | - | - | 4% | - | - | - | - | - | - | - | - | - | - |

Table 66-3

QUESTION 50:

And, have you, a member of your immediate family, a friend, or a co-worker been a victim of identity theft?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-------------------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|------|---------------|------------|------|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (VICTIM - NOT A VICTIM) | -146 | -54 | -30 | -59 | -35 | -45 | -48 | -14 | -72 | -44 | -11 | -68 | -33 | -42 | -120 | -26 | -40 | -105 | -47 | -36 | -24 | -34 | -25 | -30 |
| | -36% | -46% | -35% | -31% | -41% | -44% | -42% | -15% | -55% | -34% | -11% | -35% | -40% | -37% | -33% | -64% | -25% | -47% | -42% | -51% | -37% | -43% | -32% | -50% |
| TOTAL VICTIM | 124 | 29 | 27 | 67 | 23 | 28 | 34 | 39 | 27 | 44 | 43 | 61 | 25 | 35 | 119 | 5 | 61 | 57 | 32 | 16 | 19 | 23 | 26 | 14 |
| | 31% | 25% | 31% | 35% | 27% | 28% | 29% | 42% | 21% | 33% | 44% | 32% | 30% | 31% | 33% | 12% | 38% | 26% | 29% | 23% | 29% | 29% | 34% | 23% |
| MEMBER OF IMMEDIATE FAMILY | 66 | 21 | 10 | 34 | 16 | 8 | 15 | 26 | 21 | 20 | 21 | 31 | 16 | 17 | 61 | 4 | 26 | 35 | 12 | 7 | 11 | 12 | 17 | 8 |
| | 16% | 18% | 12% | 18% | 19% | 8% | 13% | 28% | 16% | 15% | 21% | 16% | 19% | 16% | 17% | 11% | 16% | 16% | 11% | 10% | 17% | 15% | 22% | 13% |
| SELF | 28 | 9 | 4 | 15 | 4 | 8 | 9 | 7 | 6 | 7 | 13 | 16 | 4 | 7 | 28 | 1 | 17 | 11 | 6 | 5 | 3 | 7 | 5 | 3 |
| | 7% | 7% | 5% | 8% | 5% | 8% | 8% | 8% | 4% | 6% | 13% | 8% | 5% | 6% | 8% | 2% | 11% | 5% | 5% | 7% | 5% | 9% | 6% | 5% |
| FRIEND | 23 | - | 6 | 16 | 3 | 7 | 3 | 9 | 1 | 11 | 6 | 10 | 4 | 9 | 23 | - | 16 | 5 | 6 | 3 | 5 | 3 | 5 | 5 |
| | 6% | - | 7% | 8% | 4% | 7% | 3% | 10% | 1% | 8% | 6% | 5% | 5% | 8% | 6% | - | 10% | 2% | 5% | 4% | 7% | 3% | 7% | 8% |
| CO-WORKER | 15 | 1 | 7 | 7 | - | 4 | 8 | 2 | 1 | 9 | 5 | 7 | 3 | 5 | 15 | - | 5 | 9 | 8 | 3 | 1 | 4 | 2 | - |
| | 4% | 1% | 8% | 3% | - | 4% | 7% | 2% | - | 7% | 5% | 4% | 3% | 4% | 4% | - | 3% | 4% | 8% | 4% | 2% | 5% | 2% | - |
| OTHER | 2 | - | - | 2 | - | 2 | - | - | - | - | 2 | 2 | - | - | 2 | - | 2 | - | 2 | - | - | - | - | - |
| | - | - | - | 1% | - | 2% | - | - | - | - | 2% | 1% | - | - | 1% | - | 1% | - | 2% | - | - | - | - | - |
| NO | 269 | 83 | 57 | 126 | 58 | 74 | 82 | 53 | 99 | 88 | 54 | 129 | 59 | 77 | 238 | 31 | 101 | 162 | 79 | 52 | 43 | 57 | 51 | 44 |
| | 67% | 72% | 66% | 65% | 68% | 72% | 70% | 58% | 76% | 67% | 56% | 67% | 70% | 68% | 66% | 77% | 62% | 72% | 71% | 74% | 66% | 71% | 66% | 74% |
| DON'T KNOW | 5 | 4 | 1 | - | 5 | - | - | - | 5 | - | - | 4 | - | 1 | 1 | 4 | - | 5 | - | 1 | 4 | - | - | - |
| | 1% | 3% | 1% | - | 6% | - | - | - | 4% | - | - | 2% | - | 1% | - | 9% | - | 2% | - | 2% | 6% | - | - | - |
| REFUSED | 2 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 2 | 1 | - | - | - | 1 | - | - | 1 | 2 |
| | 1% | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | 2% | - | - | - | - | 1% | - | - | 1% | 3% |

Table 66-4

QUESTION 50:

And, have you, a member of your immediate family, a friend, or a co-worker been a victim of identity theft?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-------------------------------|-----------------|-----------|-------------|---------|-------------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|-------------------|------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE-TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| **D/S (VICTIM - NOT A VICTIM) | -146 | -21 | -110 | -97 | -30 | -38 | -116 | -26 | -43 | -87 | -43 | -72 | -21 | -44 | -86 | -12 | -9 |
| | -36% | -51% | -32% | -34% | -28% | -35% | -39% | -29% | -35% | -31% | -45% | -35% | -43% | -27% | -44% | -22% | -27% |
| TOTAL VICTIM | 124 | 9 | 113 | 96 | 37 | 35 | 89 | 32 | 39 | 97 | 24 | 67 | 14 | 60 | 51 | 20 | 12 |
| | 31% | 20% | 33% | 33% | 35% | 32% | 30% | 35% | 32% | 34% | 25% | 32% | 28% | 36% | 26% | 36% | 37% |
| MEMBER OF IMMEDIATE FAMILY | 66 | 4 | 62 | 53 | 22 | 18 | 44 | 21 | 29 | 53 | 10 | 33 | 10 | 30 | 30 | 13 | 4 |
| | 16% | 9% | 18% | 18% | 21% | 17% | 15% | 23% | 24% | 19% | 10% | 16% | 21% | 19% | 16% | 23% | 13% |
| SELF | 28 | 4 | 23 | 21 | 8 | 8 | 21 | 7 | 6 | 20 | 7 | 14 | 3 | 13 | 14 | 5 | 1 |
| | 7% | 9% | 7% | 7% | 7% | 7% | 7% | 8% | 5% | 7% | 8% | 7% | 6% | 8% | 7% | 10% | 3% |
| FRIEND | 23 | 1 | 22 | 19 | 6 | 8 | 17 | 3 | 2 | 19 | 3 | 15 | 2 | 16 | 4 | 1 | 3 |
| | 6% | 2% | 6% | 6% | 5% | 7% | 6% | 4% | 2% | 7% | 3% | 7% | 5% | 10% | 2% | 1% | 8% |
| CO-WORKER | 15 | - | 14 | 11 | 2 | 4 | 12 | 2 | 4 | 10 | 5 | 9 | 1 | 3 | 7 | 4 | 4 |
| | 4% | 1% | 4% | 4% | 2% | 4% | 4% | 3% | 3% | 3% | 5% | 4% | 2% | 2% | 4% | 6% | 13% |
| OTHER | 2 | - | 2 | - | 2 | - | - | 2 | - | 2 | - | - | - | 2 | - | - | - |
| | - | - | 1% | - | 2% | - | - | 2% | - | 1% | - | - | - | 1% | - | - | - |
| NO | 269 | 30 | 223 | 193 | 66 | 73 | 204 | 59 | 82 | 185 | 68 | 139 | 34 | 103 | 137 | 32 | 21 |
| | 67% | 71% | 66% | 67% | 63% | 67% | 68% | 64% | 67% | 65% | 70% | 67% | 72% | 63% | 71% | 58% | 63% |
| DON'T KNOW | 5 | 4 | 1 | - | 1 | - | 4 | 1 | - | 1 | 4 | - | - | 1 | 4 | 4 | - |
| | 1% | 9% | - | - | 1% | - | 1% | 1% | - | - | 4% | - | - | 1% | 2% | 6% | - |
| REFUSED | 2 | - | 2 | - | 1 | 1 | 2 | - | 1 | 1 | 2 | 1 | - | - | 2 | - | - |
| | 1% | - | 1% | - | 1% | 1% | 1% | - | 1% | - | 2% | - | - | - | 1% | - | - |

Table 66-5
 QUESTION 50:
 And, have you, a member of your immediate family, a friend, or a co-worker been a victim of identity theft?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-------------------------------|----------------------|--------|------------------------|---------------|-----------------|--------|------------|--------------|----------------|---------------|------|------|----------------|------|-------------|-------------|--------------|---------------------|-------------|--------------|---------------------|------|------|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANGE | BEL- IEVES | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (VICTIM - NOT A VICTIM) | -146 | -17 | 3 | -9 | -31 | -15 | -10 | -58 | -78 | -66 | -42 | -32 | -13 | -33 | -28 | -60 | -93 | -30 | -61 | -112 | -8 | -65 | -81 |
| | -36% | -25% | 17% | -57% | -40% | -54% | -51% | -39% | -34% | -33% | -46% | -39% | -17% | -42% | -44% | -36% | -34% | -38% | -39% | -35% | -21% | -31% | -42% |
| TOTAL VICTIM | 124 | 26 | 12 | 4 | 22 | 6 | 3 | 42 | 76 | 67 | 25 | 24 | 30 | 23 | 18 | 52 | 90 | 23 | 47 | 103 | 14 | 72 | 52 |
| | 31% | 37% | 58% | 22% | 29% | 23% | 15% | 29% | 33% | 33% | 27% | 29% | 39% | 29% | 28% | 32% | 33% | 28% | 30% | 32% | 35% | 34% | 27% |
| MEMBER OF IMMEDIATE FAMILY | 66 | 13 | 6 | 2 | 11 | 3 | 3 | 25 | 38 | 34 | 12 | 19 | 13 | 13 | 10 | 28 | 48 | 12 | 29 | 56 | 9 | 34 | 31 |
| | 16% | 19% | 32% | 10% | 15% | 13% | 15% | 17% | 16% | 17% | 13% | 24% | 16% | 17% | 16% | 17% | 17% | 15% | 19% | 17% | 22% | 16% | 16% |
| SELF | 28 | 4 | 1 | 2 | 7 | 3 | - | 10 | 16 | 14 | 6 | 5 | 6 | 7 | 3 | 14 | 21 | 4 | 10 | 25 | 1 | 17 | 12 |
| | 7% | 6% | 4% | 14% | 9% | 11% | - | 7% | 7% | 7% | 6% | 6% | 7% | 9% | 5% | 8% | 8% | 5% | 6% | 8% | 3% | 8% | 6% |
| FRIEND | 23 | 9 | 2 | 1 | 3 | 1 | - | 6 | 17 | 14 | 8 | 1 | 6 | 2 | 2 | 9 | 14 | 5 | 6 | 15 | 6 | 13 | 9 |
| | 6% | 12% | 12% | 4% | 4% | 4% | - | 4% | 7% | 7% | 8% | 1% | 7% | 2% | 3% | 5% | 5% | 6% | 4% | 5% | 15% | 6% | 5% |
| CO-WORKER | 15 | 1 | 1 | - | 3 | 1 | - | 2 | 13 | 10 | 2 | - | 10 | 2 | 4 | 9 | 12 | 2 | 4 | 13 | - | 11 | 4 |
| | 4% | 2% | 5% | - | 4% | 2% | - | 1% | 5% | 5% | 2% | - | 13% | 3% | 6% | 6% | 4% | 3% | 3% | 4% | - | 5% | 2% |
| OTHER | 2 | - | 2 | - | - | - | - | 2 | - | - | - | - | - | 2 | - | - | 2 | - | - | 2 | - | 2 | - |
| | - | - | 10% | - | - | - | - | 1% | - | - | - | - | - | 2% | - | - | 1% | - | - | 1% | - | 1% | - |
| NO | 269 | 43 | 8 | 13 | 54 | 21 | 12 | 100 | 154 | 133 | 67 | 56 | 43 | 56 | 45 | 113 | 183 | 53 | 109 | 215 | 22 | 137 | 132 |
| | 67% | 61% | 42% | 78% | 69% | 77% | 66% | 68% | 66% | 67% | 73% | 69% | 55% | 71% | 72% | 68% | 67% | 66% | 70% | 67% | 56% | 66% | 69% |
| DON'T KNOW | 5 | 1 | - | - | - | - | 4 | 5 | - | - | - | - | 5 | - | - | - | - | 5 | - | 1 | 4 | - | 5 |
| | 1% | 2% | - | - | - | - | 19% | 3% | - | - | - | - | 6% | - | - | - | - | 6% | - | 9% | - | - | 3% |
| REFUSED | 2 | - | - | - | 2 | - | - | 1 | 2 | - | - | 2 | - | - | - | 1 | 2 | - | - | 2 | - | - | 2 |
| | 1% | - | - | - | 2% | - | - | - | 1% | - | - | 2% | - | - | - | - | 1% | - | - | 1% | - | - | 1% |

Table 66-6
QUESTION 50:

And, have you, a member of your immediate family, a friend, or a co-worker been a victim of identity theft?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-------------------------------|------------------|-------------|-------------|-------------|---------------------------|-------------|-------------|------------------|-------------|-----------|--------------|-------------|-----------------------|--------------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | NOT A VICTIM | VICTIM | UNION | CRE-DIT BANK | | |
| | | CABLE NEWS | WORK NEWS | | WORK NEWS | RURAL | | OTHER | URBAN | URBAN | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (VICTIM - NOT A VICTIM) | -146 -36% | -47 -33% | -35 -35% | -40 -50% | -39 -38% | -37 -45% | -34 -44% | -37 -65% | -69 -40% | 5 30% | -46 -30% | 124 100% | -269 -100% | -26 -25% | -109 -40% | |
| TOTAL VICTIM | 124 31% | 45 32% | 32 32% | 20 25% | 32 31% | 21 25% | 21 28% | 10 18% | 48 28% | 11 65% | 54 35% | 124 100% | - | 38 37% | 79 29% | |
| MEMBER OF IMMEDIATE FAMILY | 66 16% | 24 17% | 23 23% | 8 9% | 12 12% | 7 8% | 13 17% | 7 13% | 29 17% | 9 50% | 21 14% | 66 53% | - | 20 20% | 43 16% | |
| SELF | 28 7% | 10 7% | 8 8% | 6 8% | 12 12% | 4 4% | 5 7% | 3 5% | 10 6% | 2 11% | 13 9% | 28 23% | - | 6 6% | 20 8% | |
| FRIEND | 23 6% | 9 6% | 1 1% | 6 8% | 5 5% | 7 8% | 4 5% | - | 7 4% | 1 4% | 15 10% | 23 18% | - | 6 6% | 16 6% | |
| CO-WORKER | 15 4% | 4 3% | 3 3% | 2 2% | 3 3% | 8 10% | - | 1 1% | 5 3% | 1 5% | 8 5% | 15 12% | - | 8 7% | 7 2% | |
| OTHER | 2 - | - | - | - | 2 2% | - | - | - | - | - | 2 1% | 2 2% | - | - | 2 1% | |
| NO | 269 67% | 92 65% | 67 68% | 61 75% | 72 68% | 58 70% | 55 72% | 47 82% | 117 68% | 6 35% | 99 65% | - | 269 100% | 64 63% | 189 70% | |
| DON'T KNOW | 5 1% | 4 3% | - | - | - | 4 4% | - | - | 5 3% | - | - | - | - | - | 1 - | |
| REFUSED | 2 1% | 1 1% | - | - | 1 1% | - | - | - | 2 1% | - | - | - | - | - | 2 1% | |

Table 67-1

QUESTION 51:

Have you already voted by mail, are you planning to vote early, or are you waiting to go vote on election day?

BANNER 1

| | PARTY | | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|------|-------|--------|-------|-------|------|-------|-----------|-----------|-----------|-------------|------------------|-----------------|------|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | |
| **D/S (VOTE EARLY - VOTE ON ELECTION DAY) | -62 | -21 | -42 | -63 | 4 | -17 | -9 | -12 | -5 | -10 | -10 | -48 | -14 | -26 | -13 | -21 | -3 | -31 | -25 | -7 | -25 | -5 | -16 | -10 | |
| | -16% | -9% | -48% | -20% | 12% | -40% | -12% | -24% | -8% | -8% | -20% | -26% | -7% | -21% | -21% | -18% | -3% | -15% | -21% | -10% | -26% | -5% | -27% | -15% | |
| TOTAL VOTE EARLY | 162 | 102 | 23 | 125 | 20 | 13 | 32 | 19 | 26 | 57 | 16 | 68 | 94 | 44 | 24 | 46 | 47 | 83 | 46 | 30 | 36 | 47 | 20 | 26 | |
| ----- | 40% | 44% | 26% | 39% | 52% | 30% | 44% | 37% | 44% | 45% | 33% | 36% | 44% | 37% | 39% | 39% | 47% | 42% | 38% | 42% | 37% | 46% | 34% | 41% | |
| YES, VOTED EARLY BY MAIL | 5 | 5 | - | 5 | - | - | 2 | 1 | - | 1 | 1 | 5 | 1 | 3 | - | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | - | |
| | 1% | 2% | - | 2% | - | - | 3% | 2% | - | 1% | 2% | 2% | - | 2% | - | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 4% | - | |
| VOTING EARLY BY MAIL | 12 | 8 | 1 | 9 | 2 | 1 | 4 | 3 | 2 | 2 | - | 6 | 6 | 4 | 2 | 2 | 4 | 6 | 5 | - | 2 | 4 | 4 | 1 | |
| | 3% | 3% | 1% | 3% | 4% | 1% | 5% | 7% | 3% | 2% | - | 3% | 3% | 4% | 3% | 2% | 4% | 3% | 4% | - | 2% | 4% | 7% | 2% | |
| VOTING EARLY AT LOCATION | 145 | 90 | 21 | 111 | 18 | 12 | 26 | 14 | 24 | 53 | 15 | 58 | 87 | 37 | 23 | 44 | 42 | 76 | 38 | 28 | 34 | 42 | 13 | 25 | |
| | 36% | 38% | 24% | 34% | 48% | 29% | 36% | 28% | 41% | 42% | 32% | 31% | 41% | 31% | 37% | 37% | 42% | 38% | 32% | 40% | 34% | 41% | 23% | 39% | |
| VOTING ON ELECTION DAY | 224 | 123 | 65 | 189 | 16 | 29 | 40 | 31 | 31 | 66 | 26 | 116 | 108 | 70 | 37 | 67 | 50 | 114 | 71 | 37 | 61 | 52 | 35 | 36 | |
| | 56% | 52% | 74% | 58% | 40% | 70% | 56% | 61% | 52% | 53% | 62% | 51% | 58% | 61% | 57% | 50% | 57% | 59% | 52% | 62% | 51% | 61% | 61% | 57% | |
| DON'T KNOW | 11 | 9 | - | 9 | 2 | - | - | - | 3 | 2 | 7 | 4 | 8 | 5 | - | 4 | 2 | 3 | 4 | 4 | 1 | 2 | 3 | 1 | |
| | 3% | 4% | - | 3% | 6% | - | - | - | 4% | 2% | 13% | 2% | 4% | 4% | - | 4% | 2% | 2% | 3% | 6% | 1% | 2% | 4% | 2% | |
| REFUSED | 2 | - | - | - | 1 | - | - | 1 | - | 2 | - | - | 2 | 2 | - | - | - | - | - | - | - | - | - | - | |
| | 1% | - | - | - | 2% | - | - | 1% | - | 1% | - | - | 1% | 1% | - | - | - | - | - | - | - | - | - | - | |

Table 67-2

QUESTION 51:

Have you already voted by mail, are you planning to vote early, or are you waiting to go vote on election day?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---|----------|----------|----------|-----------|-----------------|---------|-----------|----------|------------|-----------|-----------|---------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/ CONS | LIB MEN | LIB WOMEN | CONS MEN | CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| **D/S (VOTE EARLY - VOTE ON ELECTION DAY) | -62 | -2 | -20 | -22 | -38 | -17 | -5 | -30 | -8 | -22 | -10 | -16 | -4 | -3 | -7 | -19 | -2 | -23 | -19 | -12 | -9 | -25 | -18 |
| | -16% | -5% | -29% | -21% | -13% | -36% | -9% | -22% | -5% | -28% | -37% | -20% | -9% | -8% | -5% | -20% | -1% | -56% | -41% | -13% | -6% | -51% | -44% |
| TOTAL VOTE EARLY | 162 | 16 | 22 | 38 | 123 | 15 | 23 | 53 | 70 | 26 | 8 | 34 | 18 | 16 | 60 | 37 | 66 | 9 | 14 | 38 | 64 | 12 | 11 |
| ----- | 40% | 48% | 32% | 37% | 42% | 32% | 41% | 38% | 46% | 34% | 31% | 40% | 42% | 46% | 45% | 39% | 47% | 22% | 29% | 41% | 45% | 24% | 28% |
| YES, VOTED EARLY BY MAIL | 5 | 2 | - | 2 | 3 | 2 | - | 2 | 1 | 3 | - | 2 | - | - | 1 | 4 | 1 | - | - | 2 | 2 | - | - |
| | 1% | 7% | - | 2% | 1% | 5% | - | 2% | - | 3% | - | 2% | - | - | 1% | 4% | 1% | 1% | - | 3% | 2% | - | 1% |
| VOTING EARLY BY MAIL | 12 | - | 1 | 1 | 10 | 1 | 1 | 5 | 4 | 3 | 1 | 2 | 1 | 1 | 4 | 6 | 2 | - | 1 | 5 | 4 | 1 | - |
| | 3% | - | 2% | 1% | 3% | 1% | 1% | 4% | 3% | 4% | 2% | 2% | 3% | 3% | 3% | 6% | 2% | - | 2% | 5% | 3% | 2% | - |
| VOTING EARLY AT LOCATION | 145 | 14 | 21 | 35 | 110 | 13 | 22 | 45 | 65 | 20 | 8 | 30 | 17 | 15 | 56 | 27 | 63 | 9 | 13 | 31 | 58 | 11 | 11 |
| | 36% | 41% | 30% | 33% | 38% | 26% | 39% | 33% | 43% | 26% | 29% | 35% | 39% | 43% | 42% | 28% | 45% | 21% | 27% | 34% | 41% | 22% | 27% |
| VOTING ON ELECTION DAY | 224 | 17 | 43 | 60 | 161 | 32 | 28 | 83 | 78 | 48 | 18 | 50 | 22 | 19 | 67 | 56 | 67 | 32 | 33 | 50 | 73 | 37 | 28 |
| | 56% | 52% | 60% | 58% | 56% | 68% | 49% | 60% | 52% | 62% | 69% | 60% | 51% | 54% | 50% | 59% | 48% | 78% | 71% | 54% | 51% | 76% | 72% |
| DON'T KNOW | 11 | - | 6 | 6 | 5 | - | 6 | 3 | 2 | 4 | - | - | 1 | - | 7 | 3 | 7 | - | - | 4 | 5 | - | - |
| | 3% | - | 8% | 6% | 2% | - | 10% | 2% | 1% | 5% | - | - | 3% | - | 5% | 3% | 5% | - | - | 4% | 4% | - | - |
| REFUSED | 2 | - | - | - | 1 | - | - | - | 1 | - | - | - | 2 | - | - | - | - | - | - | - | - | - | - |
| | 1% | - | - | - | - | - | - | - | - | - | - | - | 4% | - | - | - | - | - | - | - | - | - | - |

Table 67-3

QUESTION 51:

Have you already voted by mail, are you planning to vote early, or are you waiting to go vote on election day?

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|---|-----------|------------|-----------|------------------|--------|---------|--------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|------|---------------|------------|------|-----|
| | TOTAL | HS OR LESS | SOME COLL | W/O DEG | W/ DEG | W/O DEG | W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| **D/S (VOTE EARLY - VOTE ON ELECTION DAY) | -62 | -27 | -16 | -17 | -37 | -11 | -6 | -6 | -2 | -38 | -15 | -9 | -11 | -39 | -49 | -13 | 162 | -224 | -19 | -9 | -15 | -12 | -19 | -4 |
| | -16% | -23% | -18% | -9% | -43% | -11% | -5% | -6% | -2% | -29% | -15% | -5% | -14% | -35% | -14% | -33% | 100% | -100% | -17% | -12% | -23% | -15% | -24% | -7% |
| TOTAL VOTE EARLY | 162 | 43 | 33 | 86 | 23 | 45 | 53 | 41 | 64 | 45 | 39 | 91 | 33 | 36 | 149 | 13 | 162 | - | 46 | 30 | 24 | 34 | 27 | 27 |
| ----- | 40% | 37% | 39% | 44% | 27% | 44% | 46% | 45% | 48% | 34% | 40% | 47% | 39% | 32% | 41% | 33% | 100% | - | 41% | 43% | 37% | 42% | 35% | 45% |
| YES, VOTED EARLY BY MAIL | 5 | 1 | 1 | 3 | 2 | 3 | - | 1 | 1 | 3 | 1 | 3 | 1 | 1 | 4 | 1 | 5 | - | - | 3 | - | - | - | 2 |
| | 1% | 1% | 1% | 2% | 2% | 3% | - | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 3% | - | - | 4% | - | - | - | 3% |
| VOTING EARLY BY MAIL | 12 | 3 | 1 | 7 | 1 | 4 | 3 | 3 | 6 | 2 | 3 | 6 | 1 | 5 | 11 | - | 12 | - | 2 | 1 | 7 | 1 | 2 | 1 |
| | 3% | 3% | 2% | 4% | 2% | 4% | 3% | 3% | 4% | 2% | 3% | 3% | 1% | 4% | 3% | 1% | 7% | - | 2% | 1% | 11% | 1% | 2% | 1% |
| VOTING EARLY AT LOCATION | 145 | 39 | 31 | 75 | 19 | 38 | 50 | 37 | 56 | 40 | 34 | 81 | 31 | 31 | 133 | 12 | 145 | - | 44 | 27 | 17 | 33 | 26 | 24 |
| | 36% | 33% | 36% | 39% | 23% | 37% | 43% | 41% | 43% | 30% | 35% | 42% | 37% | 27% | 37% | 30% | 90% | - | 39% | 38% | 26% | 41% | 33% | 41% |
| VOTING ON ELECTION DAY | 224 | 70 | 49 | 103 | 60 | 57 | 59 | 46 | 66 | 84 | 54 | 100 | 44 | 76 | 198 | 26 | - | 224 | 65 | 38 | 39 | 46 | 46 | 31 |
| | 56% | 60% | 57% | 53% | 69% | 56% | 51% | 51% | 50% | 63% | 55% | 52% | 53% | 67% | 55% | 66% | - | 100% | 59% | 55% | 61% | 57% | 59% | 52% |
| DON'T KNOW | 11 | 4 | 3 | 4 | 4 | - | 3 | 4 | 2 | 4 | 4 | 3 | 7 | 1 | 11 | - | - | - | - | 1 | 1 | 1 | 4 | - |
| | 3% | 3% | 4% | 2% | 4% | - | 3% | 5% | 2% | 3% | 5% | 2% | 8% | 1% | 3% | - | - | - | - | 1% | 2% | 1% | 5% | - |
| REFUSED | 2 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 2 | 1 | - | - | - | 1 | - | - | 1 | 2 |
| | 1% | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | 2% | - | - | - | - | 1% | - | - | 1% | 3% |

Table 67-4

QUESTION 51:

Have you already voted by mail, are you planning to vote early, or are you waiting to go vote on election day?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|---|-----------------|-----------|-------------|---------|---------------|----------|----------|-----------|-------------|----------|-----------|-------------|---------------------|------------------|-------------|-----------------|----------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/ | | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| | | | | | RT TEXAS | RT TEXAS | | | | | | | | | | | | |
| BASE-TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 | |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% | |
| **D/S (VOTE EARLY - VOTE ON ELECTION DAY) | -62 | -5 | -45 | -48 | -26 | -21 | -46 | -16 | -26 | -37 | -22 | -15 | -11 | -16 | -45 | -16 | -1 | |
| | -16% | -11% | -13% | -17% | -25% | -19% | -16% | -18% | -21% | -13% | -23% | -7% | -22% | -10% | -23% | -29% | -3% | |
| TOTAL VOTE EARLY | 162 | 19 | 140 | 116 | 37 | 42 | 120 | 37 | 43 | 118 | 35 | 91 | 19 | 74 | 69 | 19 | 15 | |
| ----- | 40% | 44% | 41% | 40% | 35% | 39% | 40% | 41% | 35% | 42% | 36% | 44% | 39% | 45% | 35% | 33% | 45% | |
| YES, VOTED EARLY BY MAIL | 5 | - | 5 | 5 | 1 | 1 | 4 | - | 1 | 5 | - | 4 | - | 2 | 3 | - | - | |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | - | 1% | 2% | - | 2% | 1% | 1% | 2% | - | - | |
| VOTING EARLY BY MAIL | 12 | - | 12 | 9 | 2 | - | 10 | 1 | 1 | 7 | 4 | 7 | - | 5 | 7 | 3 | - | |
| | 3% | - | 3% | 3% | 2% | - | 3% | 2% | 1% | 3% | 4% | 4% | 1% | 3% | 3% | 6% | - | |
| VOTING EARLY AT LOCATION | 145 | 18 | 124 | 102 | 34 | 41 | 106 | 36 | 40 | 106 | 31 | 79 | 18 | 67 | 59 | 15 | 15 | |
| | 36% | 44% | 36% | 35% | 32% | 38% | 35% | 39% | 33% | 37% | 32% | 38% | 38% | 41% | 30% | 27% | 45% | |
| VOTING ON ELECTION DAY | 224 | 23 | 186 | 164 | 63 | 63 | 166 | 53 | 69 | 155 | 58 | 107 | 29 | 90 | 114 | 35 | 16 | |
| | 56% | 56% | 55% | 57% | 60% | 58% | 56% | 58% | 57% | 55% | 59% | 51% | 61% | 55% | 59% | 62% | 48% | |
| DON'T KNOW | 11 | - | 11 | 9 | 5 | 4 | 10 | 1 | 9 | 9 | 2 | 9 | - | - | 9 | 3 | 2 | |
| | 3% | - | 3% | 3% | 5% | 3% | 3% | 1% | 7% | 3% | 2% | 4% | - | - | 5% | 5% | 6% | |
| REFUSED | 2 | - | 2 | - | 1 | 1 | 2 | - | 1 | 1 | 2 | 1 | - | - | 2 | - | - | |
| | 1% | - | 1% | - | 1% | 1% | 1% | - | 1% | - | 2% | - | - | - | 1% | - | - | |

Table 67-5

QUESTION 51:

Have you already voted by mail, are you planning to vote early, or are you waiting to go vote on election day?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|---|----------------------|--------|--------------------------|----------|------------|--------|------------|-----------|-------------|------------------|------|------|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|------|------|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| **D/S (VOTE EARLY - VOTE ON ELECTION DAY) | -62 | -10 | 2 | -7 | -30 | 3 | -5 | -41 | -16 | -21 | -15 | -18 | -21 | -11 | -11 | -22 | -38 | -19 | -23 | -44 | -1 | -23 | -39 |
| | -16% | -14% | 8% | -44% | -38% | 11% | -26% | -28% | -7% | -11% | -16% | -22% | -27% | -14% | -17% | -13% | -14% | -24% | -15% | -14% | -3% | -11% | -21% |
| TOTAL VOTE EARLY | 162 | 30 | 11 | 5 | 19 | 14 | 7 | 50 | 104 | 86 | 39 | 29 | 27 | 33 | 25 | 71 | 114 | 28 | 62 | 132 | 19 | 89 | 73 |
| | 40% | 43% | 54% | 28% | 25% | 54% | 37% | 34% | 45% | 43% | 42% | 35% | 34% | 42% | 39% | 43% | 42% | 35% | 40% | 41% | 49% | 43% | 38% |
| YES, VOTED EARLY BY MAIL | 5 | - | - | - | - | 1 | - | 1 | 4 | 4 | - | 1 | 2 | - | 1 | - | 4 | 1 | 1 | 4 | - | 4 | 1 |
| | 1% | - | - | - | - | 3% | - | 1% | 2% | 2% | - | 1% | 2% | - | 1% | - | 1% | 1% | 1% | 1% | - | 2% | 1% |
| VOTING EARLY BY MAIL | 12 | 4 | - | - | 1 | 1 | 1 | 2 | 10 | 8 | 6 | 3 | - | 1 | 2 | 3 | 9 | 1 | 3 | 7 | 3 | 4 | 8 |
| | 3% | 6% | - | - | 2% | 3% | 4% | 1% | 4% | 4% | 6% | 4% | - | 2% | 3% | 2% | 3% | 1% | 2% | 2% | 9% | 2% | 4% |
| VOTING EARLY AT LOCATION | 145 | 25 | 11 | 5 | 18 | 13 | 6 | 47 | 90 | 74 | 33 | 25 | 25 | 31 | 22 | 68 | 102 | 27 | 59 | 121 | 16 | 81 | 64 |
| | 36% | 36% | 54% | 28% | 23% | 48% | 32% | 32% | 39% | 37% | 36% | 30% | 32% | 40% | 35% | 41% | 37% | 34% | 38% | 38% | 40% | 39% | 34% |
| VOTING ON ELECTION DAY | 224 | 40 | 9 | 12 | 49 | 12 | 12 | 92 | 120 | 108 | 53 | 46 | 48 | 44 | 36 | 92 | 153 | 47 | 85 | 176 | 20 | 112 | 112 |
| | 56% | 57% | 46% | 72% | 63% | 43% | 63% | 62% | 52% | 54% | 58% | 57% | 61% | 55% | 57% | 56% | 56% | 59% | 55% | 55% | 51% | 54% | 59% |
| DON'T KNOW | 11 | - | - | - | 8 | 1 | - | 5 | 6 | 5 | - | 4 | 4 | 2 | 3 | 2 | 6 | 4 | 8 | 11 | - | 8 | 4 |
| | 3% | - | - | - | 11% | 4% | - | 3% | 3% | 3% | - | 5% | 5% | 3% | 4% | 1% | 2% | 6% | 5% | 4% | - | 4% | 2% |
| REFUSED | 2 | - | - | - | 2 | - | - | 1 | 2 | - | - | 2 | - | - | - | 1 | 2 | - | - | 2 | - | - | 2 |
| | 1% | - | - | - | 2% | - | - | - | 1% | - | - | 2% | - | - | - | - | 1% | - | - | 1% | - | - | 1% |

Table 67-6

QUESTION 51:

Have you already voted by mail, are you planning to vote early, or are you waiting to go vote on election day?

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---|------------------|-------------|-----------|-------------|---------------------------|-------------|------------|------------------|------------|------------|-------------|------------|-----------------------|--------------|--------------------|------|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | SMALL CITY/ SUB- | | | RURAL | OTHER | URBAN | NOT A VICTIM | CRE- DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | WORK NEWS | RURAL | | OTHER | URBAN | | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| **D/S (VOTE EARLY - VOTE ON ELECTION DAY) | -62 -16% | -38 -27% | -3 -3% | -8 -10% | -6 -6% | -24 -29% | -6 -8% | -14 -25% | -16 -9% | -4 -25% | -28 -18% | 3 3% | -61 -23% | -14 -13% | -45 -17% | |
| TOTAL VOTE EARLY ----- | 162 40% | 49 35% | 48 48% | 35 43% | 49 47% | 29 35% | 35 45% | 21 37% | 76 44% | 7 38% | 58 38% | 61 49% | 101 38% | 40 40% | 110 41% | |
| YES, VOTED EARLY BY MAIL | 5 1% | 3 2% | 1 1% | - - | 2 2% | - - | - - | - - | 4 2% | - - | 2 1% | 3 2% | 2 1% | 3 3% | 2 1% | |
| VOTING EARLY BY MAIL | 12 3% | 3 2% | 1 1% | 7 8% | 1 1% | 2 3% | 2 2% | 1 1% | 5 3% | - - | 6 4% | 6 5% | 6 2% | 3 3% | 9 3% | |
| VOTING EARLY AT LOCATION | 145 36% | 43 31% | 45 45% | 28 35% | 47 44% | 26 32% | 33 43% | 20 35% | 68 39% | 7 38% | 51 33% | 52 42% | 93 34% | 34 34% | 99 37% | |
| VOTING ON ELECTION DAY | 224 56% | 87 62% | 50 51% | 43 53% | 55 52% | 53 65% | 41 53% | 35 61% | 93 54% | 11 62% | 86 56% | 57 46% | 162 60% | 54 53% | 155 57% | |
| DON'T KNOW | 11 3% | 4 3% | 1 1% | 3 4% | - - | - - | 1 1% | 1 2% | 1 1% | - - | 9 6% | 5 4% | 6 2% | 8 8% | 4 1% | |
| REFUSED | 2 1% | 1 1% | - - | - - | 1 1% | - - | - - | - - | 2 1% | - - | - - | - - | - - | - - | 2 1% | |

Table 68-1
QUESTION 52:
And how often do you attend church or religious services?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-----------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| FREQUENTLY | 194 | 121 | 38 | 159 | 19 | 16 | 34 | 33 | 26 | 66 | 20 | 76 | 119 | 48 | 29 | 58 | 58 | 85 | 59 | 47 | 36 | 49 | 18 | 41 |
| ----- | 49% | 51% | 43% | 49% | 50% | 37% | 47% | 65% | 44% | 52% | 41% | 40% | 56% | 40% | 47% | 50% | 58% | 42% | 49% | 67% | 36% | 48% | 31% | 65% |
| OCCASIONALLY | 84 | 49 | 17 | 66 | 7 | 11 | 14 | 8 | 15 | 22 | 14 | 42 | 42 | 30 | 11 | 26 | 16 | 42 | 26 | 16 | 24 | 18 | 15 | 11 |
| ----- | 21% | 21% | 20% | 21% | 18% | 25% | 20% | 15% | 25% | 18% | 28% | 22% | 20% | 25% | 18% | 22% | 16% | 21% | 22% | 22% | 24% | 18% | 26% | 18% |
| RARELY | 113 | 62 | 30 | 91 | 12 | 15 | 20 | 9 | 17 | 37 | 14 | 68 | 45 | 40 | 21 | 30 | 22 | 70 | 32 | 8 | 37 | 33 | 24 | 8 |
| ----- | 28% | 26% | 34% | 28% | 30% | 35% | 28% | 18% | 29% | 29% | 29% | 36% | 21% | 33% | 34% | 26% | 22% | 35% | 27% | 11% | 38% | 32% | 43% | 13% |
| MORE THAN ONCE A WEEK | 34 | 16 | 6 | 22 | 6 | 2 | 8 | 7 | 1 | 10 | 5 | 14 | 19 | 3 | 4 | 8 | 18 | 18 | 8 | 8 | 8 | 11 | 3 | 4 |
| | 8% | 7% | 7% | 7% | 16% | 5% | 11% | 14% | 2% | 8% | 10% | 8% | 9% | 2% | 7% | 7% | 18% | 9% | 6% | 11% | 8% | 11% | 6% | 7% |
| WEEKLY | 160 | 105 | 32 | 137 | 13 | 13 | 26 | 26 | 25 | 55 | 15 | 61 | 99 | 45 | 25 | 50 | 40 | 66 | 52 | 40 | 28 | 39 | 14 | 37 |
| | 40% | 45% | 36% | 42% | 34% | 32% | 36% | 51% | 42% | 44% | 31% | 33% | 47% | 37% | 41% | 42% | 40% | 33% | 43% | 56% | 28% | 38% | 25% | 59% |
| ALMOST EVERY WEEK | 30 | 18 | 6 | 24 | 3 | 4 | 8 | 2 | 6 | 8 | 3 | 17 | 13 | 13 | 3 | 5 | 8 | 19 | 8 | 3 | 11 | 8 | 6 | 2 |
| | 8% | 8% | 7% | 7% | 7% | 9% | 11% | 5% | 9% | 6% | 7% | 9% | 6% | 11% | 5% | 5% | 8% | 10% | 7% | 4% | 11% | 8% | 11% | 3% |
| ONCE OR TWICE A MONTH | 54 | 31 | 11 | 42 | 4 | 7 | 7 | 5 | 10 | 15 | 11 | 25 | 29 | 17 | 8 | 21 | 8 | 23 | 18 | 13 | 13 | 10 | 9 | 10 |
| | 13% | 13% | 13% | 13% | 11% | 16% | 9% | 10% | 16% | 12% | 22% | 13% | 14% | 14% | 13% | 18% | 8% | 11% | 15% | 19% | 13% | 10% | 15% | 15% |
| A FEW TIMES A YEAR | 76 | 41 | 18 | 59 | 7 | 10 | 14 | 8 | 12 | 24 | 8 | 46 | 30 | 27 | 15 | 21 | 13 | 44 | 25 | 5 | 22 | 22 | 19 | 6 |
| | 19% | 17% | 21% | 18% | 17% | 24% | 19% | 15% | 20% | 19% | 15% | 24% | 14% | 23% | 24% | 18% | 13% | 22% | 21% | 7% | 22% | 21% | 33% | 9% |
| NEVER | 37 | 21 | 12 | 32 | 5 | 4 | 6 | 1 | 5 | 13 | 7 | 22 | 15 | 13 | 6 | 9 | 9 | 26 | 7 | 3 | 15 | 11 | 5 | 2 |
| | 9% | 9% | 13% | 10% | 13% | 10% | 9% | 3% | 9% | 10% | 13% | 12% | 7% | 11% | 10% | 8% | 9% | 13% | 6% | 4% | 15% | 11% | 9% | 3% |
| DON'T KNOW | 1 | 1 | - | 1 | - | 1 | - | - | 1 | - | - | - | 1 | - | - | 1 | 1 | 1 | - | - | - | 1 | - | - |
| | - | 1% | - | - | - | 2% | - | - | 1% | - | - | - | 1% | - | - | 1% | 1% | 1% | - | - | - | 1% | - | - |
| REFUSED | 8 | 2 | 3 | 5 | 1 | 1 | 3 | 1 | - | 2 | 1 | 2 | 6 | 2 | - | 2 | 3 | 3 | 3 | - | 2 | 1 | - | 3 |
| | 2% | 1% | 3% | 2% | 3% | 2% | 5% | 2% | - | 1% | 2% | 1% | 3% | 1% | 1% | 2% | 3% | 1% | 2% | - | 2% | 1% | - | 4% |
| RELIG CONS | 63 | 30 | 11 | 42 | 9 | 8 | 9 | 12 | 6 | 20 | 8 | 28 | 34 | 18 | 11 | 14 | 19 | 30 | 17 | 16 | 14 | 16 | 5 | 11 |
| | 16% | 13% | 13% | 13% | 24% | 19% | 12% | 23% | 10% | 16% | 16% | 15% | 16% | 15% | 18% | 12% | 19% | 15% | 14% | 23% | 14% | 16% | 9% | 18% |

Table 68-2
QUESTION 52:
And how often do you attend church or religious services?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----------------------|----------|----------|----------|-----------|-----------------|---------|-----------|----------|------------|-----------|-----------|---------|-------------|-------------|--------------|---------|-----------|---------|-----------|-----------|---------|-----------|---------|
| | TOTAL | VERY LIB | SMWT LIB | TOTAL LIB | MOD/ CONS | LIB MEN | LIB WOMEN | MOD/ | MOD/ | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | | | | | | | | CONS MEN | CONS WOMEN | | | | | | | DEM MEN | DEM WOMEN | DEM MEN | DEM WOMEN | DEM 18-54 | DEM 55+ | DEM 18-54 | DEM 55+ |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| FREQUENTLY | 194 | 12 | 20 | 32 | 161 | 11 | 21 | 65 | 96 | 26 | 9 | 40 | 22 | 20 | 77 | 37 | 84 | 15 | 23 | 40 | 81 | 19 | 19 |
| ----- | 49% | 37% | 28% | 31% | 55% | 22% | 38% | 47% | 63% | 34% | 35% | 48% | 51% | 57% | 57% | 39% | 60% | 37% | 49% | 44% | 56% | 39% | 49% |
| OCCASIONALLY | 84 | 7 | 20 | 28 | 56 | 13 | 15 | 30 | 26 | 20 | 6 | 16 | 10 | 6 | 26 | 23 | 26 | 9 | 8 | 21 | 28 | 11 | 6 |
| ----- | 21% | 22% | 29% | 27% | 19% | 27% | 27% | 21% | 17% | 26% | 21% | 20% | 24% | 16% | 19% | 25% | 18% | 22% | 18% | 22% | 20% | 23% | 16% |
| RARELY | 113 | 13 | 28 | 41 | 70 | 25 | 17 | 42 | 28 | 31 | 12 | 26 | 9 | 9 | 26 | 33 | 29 | 17 | 13 | 31 | 30 | 19 | 11 |
| ----- | 28% | 39% | 40% | 39% | 24% | 51% | 29% | 30% | 19% | 40% | 43% | 31% | 21% | 27% | 20% | 34% | 21% | 42% | 27% | 34% | 21% | 38% | 28% |
| MORE THAN ONCE A WEEK | 34 | 2 | 2 | 4 | 30 | 2 | 2 | 12 | 17 | 2 | 1 | 11 | 1 | 3 | 15 | 7 | 9 | - | 6 | 3 | 13 | 1 | 5 |
| | 8% | 7% | 2% | 4% | 10% | 4% | 4% | 9% | 11% | 2% | 4% | 14% | 3% | 9% | 11% | 7% | 7% | - | 13% | 4% | 9% | 2% | 13% |
| WEEKLY | 160 | 10 | 18 | 28 | 131 | 9 | 19 | 53 | 78 | 25 | 8 | 28 | 20 | 17 | 62 | 31 | 74 | 15 | 17 | 37 | 68 | 18 | 14 |
| | 40% | 29% | 26% | 27% | 45% | 18% | 34% | 38% | 52% | 32% | 31% | 34% | 48% | 48% | 46% | 32% | 53% | 37% | 36% | 40% | 48% | 37% | 35% |
| ALMOST EVERY WEEK | 30 | 3 | 4 | 7 | 23 | 6 | 2 | 12 | 11 | 9 | 1 | 8 | 5 | 2 | 6 | 11 | 7 | 3 | 3 | 10 | 8 | 4 | 2 |
| | 8% | 8% | 6% | 7% | 8% | 12% | 3% | 8% | 7% | 11% | 2% | 10% | 11% | 7% | 4% | 12% | 5% | 8% | 6% | 11% | 6% | 9% | 4% |
| ONCE OR TWICE A MONTH | 54 | 5 | 16 | 20 | 33 | 7 | 13 | 18 | 15 | 12 | 5 | 8 | 6 | 3 | 20 | 12 | 19 | 6 | 5 | 10 | 21 | 7 | 5 |
| | 13% | 14% | 22% | 20% | 11% | 15% | 24% | 13% | 10% | 15% | 19% | 10% | 13% | 9% | 15% | 13% | 13% | 14% | 12% | 11% | 14% | 14% | 12% |
| A FEW TIMES A YEAR | 76 | 8 | 20 | 29 | 46 | 15 | 14 | 30 | 16 | 20 | 8 | 18 | 7 | 7 | 16 | 22 | 19 | 11 | 8 | 22 | 19 | 13 | 6 |
| | 19% | 25% | 29% | 28% | 16% | 32% | 24% | 21% | 11% | 26% | 29% | 21% | 17% | 20% | 12% | 23% | 14% | 26% | 16% | 24% | 13% | 26% | 15% |
| NEVER | 37 | 5 | 8 | 12 | 24 | 9 | 3 | 12 | 12 | 11 | 4 | 8 | 2 | 2 | 11 | 11 | 10 | 7 | 5 | 9 | 12 | 6 | 5 |
| | 9% | 14% | 11% | 12% | 8% | 19% | 5% | 9% | 8% | 14% | 14% | 9% | 4% | 6% | 8% | 12% | 7% | 16% | 11% | 10% | 8% | 13% | 14% |
| DON'T KNOW | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | - | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | - | 2% | - | 1% | - | - | 1% | - | - | - | - | - | - | - | 1% | - | 1% | - | - | - | 1% | - | - |
| REFUSED | 8 | - | 3 | 3 | 3 | - | 3 | 2 | 1 | - | - | 2 | 2 | - | 3 | 2 | 1 | - | 3 | - | 2 | - | 3 |
| | 2% | - | 4% | 3% | 1% | - | 5% | 2% | 1% | - | 1% | 2% | 4% | - | 3% | 2% | - | - | 6% | - | 2% | - | 7% |
| RELIG CONS | 63 | - | - | - | 63 | - | - | 28 | 34 | 12 | 3 | 13 | 6 | 9 | 20 | 11 | 19 | 3 | 8 | 11 | 19 | 8 | 4 |
| | 16% | - | - | - | 22% | - | - | 20% | 23% | 16% | 11% | 16% | 14% | 25% | 15% | 12% | 14% | 8% | 17% | 12% | 13% | 16% | 10% |

Table 68-3
 QUESTION 52:
 And how often do you attend church or religious services?

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----------------------|-----------|------------|-----------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|--------------|----------------------|------|-----|---------------|------------|-----|
| | TOTAL | HS OR LESS | SOME COLL | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| FREQUENTLY | 194 | 60 | 41 | 93 | 35 | 40 | 65 | 53 | 76 | 60 | 39 | 194 | - | - | 174 | 20 | 91 | 100 | 54 | 35 | 31 | 35 | 38 | 32 |
| ----- | 49% | 52% | 47% | 48% | 41% | 39% | 56% | 58% | 58% | 45% | 40% | 100% | - | - | 48% | 51% | 56% | 45% | 49% | 49% | 47% | 43% | 49% | 53% |
| OCCASIONALLY | 84 | 28 | 17 | 39 | 23 | 19 | 22 | 20 | 27 | 24 | 25 | - | 84 | - | 75 | 9 | 33 | 44 | 21 | 14 | 15 | 14 | 16 | 13 |
| ----- | 21% | 24% | 20% | 20% | 26% | 19% | 19% | 22% | 20% | 18% | 26% | - | 100% | - | 21% | 22% | 20% | 20% | 19% | 20% | 22% | 17% | 20% | 22% |
| RARELY | 113 | 28 | 26 | 59 | 27 | 41 | 27 | 18 | 29 | 48 | 31 | - | - | 113 | 103 | 10 | 36 | 76 | 34 | 20 | 16 | 28 | 23 | 12 |
| ----- | 28% | 24% | 30% | 30% | 32% | 40% | 23% | 20% | 22% | 36% | 32% | - | - | 100% | 29% | 25% | 22% | 34% | 31% | 29% | 24% | 35% | 29% | 21% |
| MORE THAN ONCE A WEEK | 34 | 14 | 5 | 14 | 8 | 6 | 11 | 9 | 17 | 8 | 5 | 34 | - | - | 30 | 3 | 18 | 14 | 5 | 8 | 6 | 6 | 4 | 4 |
| | 8% | 12% | 6% | 7% | 10% | 6% | 9% | 10% | 13% | 6% | 5% | 17% | - | - | 8% | 9% | 11% | 6% | 4% | 12% | 8% | 7% | 5% | 7% |
| WEEKLY | 160 | 46 | 36 | 79 | 27 | 34 | 55 | 44 | 59 | 52 | 34 | 160 | - | - | 144 | 17 | 72 | 86 | 49 | 26 | 25 | 29 | 35 | 28 |
| | 40% | 40% | 41% | 41% | 31% | 34% | 47% | 49% | 44% | 39% | 35% | 83% | - | - | 40% | 42% | 45% | 38% | 45% | 38% | 39% | 36% | 44% | 46% |
| ALMOST EVERY WEEK | 30 | 7 | 8 | 15 | 9 | 8 | 6 | 7 | 8 | 13 | 7 | - | 30 | - | 29 | 1 | 13 | 15 | 8 | 8 | 4 | 6 | 8 | 5 |
| | 8% | 6% | 10% | 8% | 11% | 8% | 5% | 8% | 6% | 10% | 8% | - | 36% | - | 8% | 3% | 8% | 6% | 7% | 11% | 6% | 7% | 10% | 8% |
| ONCE OR TWICE A MONTH | 54 | 21 | 9 | 24 | 14 | 11 | 16 | 13 | 19 | 11 | 18 | - | 54 | - | 46 | 8 | 20 | 30 | 13 | 6 | 11 | 8 | 8 | 9 |
| | 13% | 18% | 10% | 12% | 16% | 11% | 14% | 14% | 14% | 8% | 18% | - | 64% | - | 13% | 20% | 12% | 13% | 12% | 9% | 17% | 10% | 10% | 14% |
| A FEW TIMES A YEAR | 76 | 21 | 16 | 39 | 18 | 28 | 19 | 11 | 17 | 35 | 21 | - | - | 76 | 69 | 6 | 25 | 50 | 21 | 12 | 12 | 21 | 15 | 5 |
| | 19% | 18% | 18% | 20% | 21% | 27% | 16% | 12% | 13% | 27% | 22% | - | - | 67% | 19% | 16% | 16% | 22% | 19% | 17% | 18% | 26% | 20% | 9% |
| NEVER | 37 | 7 | 10 | 20 | 10 | 13 | 8 | 7 | 12 | 13 | 10 | - | - | 37 | 33 | 4 | 11 | 25 | 13 | 8 | 4 | 7 | 7 | 7 |
| | 9% | 6% | 12% | 10% | 11% | 12% | 7% | 8% | 9% | 10% | 11% | - | - | 33% | 9% | 9% | 7% | 11% | 12% | 12% | 6% | 9% | 9% | 12% |
| DON'T KNOW | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | - | - | - | 1 | - | 1 | 1 | - | - | 1 | - | 1 | - |
| | - | - | 1% | - | - | - | 1% | - | 1% | - | - | - | - | - | - | - | - | - | - | - | 2% | - | 1% | - |
| REFUSED | 8 | - | 1 | 2 | - | 2 | 1 | 1 | - | - | 2 | - | - | - | 7 | 1 | 2 | 4 | 1 | 1 | 3 | 4 | 1 | 2 |
| | 2% | - | 1% | 1% | - | 2% | 1% | 1% | - | - | 2% | - | - | - | 2% | 2% | 1% | 2% | 1% | 1% | 4% | 5% | 1% | 4% |
| RELIG CONS | 63 | 21 | 10 | 32 | 12 | 16 | 19 | 16 | 24 | 14 | 15 | 63 | - | - | 57 | 6 | 33 | 29 | 17 | 14 | 9 | 6 | 12 | 13 |
| | 16% | 18% | 11% | 16% | 14% | 16% | 16% | 17% | 18% | 11% | 16% | 32% | - | - | 16% | 15% | 20% | 13% | 16% | 20% | 14% | 7% | 16% | 22% |

Table 68-4
 QUESTION 52:
 And how often do you attend church or religious services?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|-----------------------|-----------------|-----------|-------------|---------|-----------------------|----------|-----------|-------------|----------|-----------|-------------|---------------------|---------------------|-------------|--------------------|-------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| FREQUENTLY ----- | 194 | 24 | 165 | 142 | 48 | 41 | 145 | 44 | 54 | 124 | 57 | 92 | 21 | 73 | 97 | 25 | 22 |
| | 49% | 57% | 49% | 49% | 46% | 38% | 49% | 48% | 44% | 44% | 59% | 44% | 44% | 44% | 50% | 46% | 65% |
| OCCASIONALLY ----- | 84 | 13 | 64 | 56 | 22 | 27 | 53 | 28 | 26 | 65 | 16 | 41 | 12 | 41 | 34 | 11 | 4 |
| | 21% | 30% | 19% | 19% | 21% | 24% | 18% | 31% | 21% | 23% | 16% | 20% | 24% | 25% | 18% | 20% | 13% |
| RARELY ----- | 113 | 5 | 104 | 87 | 33 | 40 | 92 | 19 | 40 | 89 | 20 | 70 | 16 | 51 | 56 | 19 | 6 |
| | 28% | 13% | 31% | 30% | 32% | 37% | 31% | 21% | 33% | 31% | 20% | 34% | 32% | 31% | 29% | 35% | 17% |
| MORE THAN ONCE A WEEK | 34 | 8 | 24 | 18 | 5 | 5 | 20 | 11 | 9 | 24 | 8 | 15 | 6 | 16 | 12 | 3 | 4 |
| | 8% | 19% | 7% | 6% | 4% | 4% | 7% | 12% | 7% | 8% | 9% | 7% | 12% | 10% | 6% | 6% | 13% |
| WEEKLY | 160 | 16 | 141 | 125 | 43 | 36 | 125 | 33 | 45 | 100 | 49 | 77 | 15 | 57 | 85 | 22 | 17 |
| | 40% | 38% | 42% | 43% | 41% | 34% | 42% | 35% | 37% | 35% | 50% | 37% | 32% | 34% | 44% | 40% | 52% |
| ALMOST EVERY WEEK | 30 | 6 | 23 | 19 | 8 | 11 | 20 | 10 | 9 | 23 | 7 | 15 | 2 | 13 | 15 | 7 | 2 |
| | 8% | 15% | 7% | 7% | 8% | 10% | 7% | 11% | 7% | 8% | 8% | 7% | 5% | 8% | 8% | 13% | 7% |
| ONCE OR TWICE A MONTH | 54 | 6 | 41 | 37 | 14 | 15 | 33 | 18 | 17 | 43 | 8 | 26 | 9 | 28 | 20 | 3 | 2 |
| | 13% | 15% | 12% | 13% | 13% | 14% | 11% | 20% | 14% | 15% | 9% | 12% | 20% | 17% | 10% | 6% | 5% |
| A FEW TIMES A YEAR | 76 | 3 | 69 | 58 | 19 | 26 | 62 | 13 | 32 | 61 | 14 | 49 | 8 | 33 | 40 | 15 | 2 |
| | 19% | 8% | 20% | 20% | 18% | 24% | 21% | 14% | 26% | 21% | 14% | 23% | 17% | 20% | 21% | 27% | 7% |
| NEVER | 37 | 2 | 35 | 30 | 14 | 14 | 30 | 6 | 8 | 29 | 6 | 22 | 7 | 18 | 16 | 4 | 3 |
| | 9% | 5% | 10% | 10% | 13% | 13% | 10% | 7% | 7% | 10% | 6% | 10% | 15% | 11% | 8% | 8% | 10% |
| DON'T KNOW | 1 | - | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | 1 | - | - | 1 | - | - |
| | - | - | - | - | 1% | - | - | - | - | - | - | 1% | - | - | 1% | - | - |
| REFUSED | 8 | - | 5 | 2 | 1 | 1 | 8 | - | 1 | 3 | 4 | 3 | - | - | 6 | - | 2 |
| | 2% | - | 1% | 1% | 1% | 1% | 3% | - | 1% | 1% | 5% | 1% | - | - | 3% | - | 5% |
| RELIG CONS | 63 | 11 | 51 | 38 | 18 | 17 | 35 | 27 | 15 | 35 | 23 | 19 | 13 | 31 | 22 | 6 | 9 |
| | 16% | 25% | 15% | 13% | 17% | 15% | 12% | 29% | 12% | 12% | 23% | 9% | 27% | 19% | 11% | 11% | 28% |

Table 68-5
 QUESTION 52:
 And how often do you attend church or religious services?

BANNER 5

| | REASON SUPPORT OBAMA | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----------------------|----------------------|--------|-----------|------------------------|-------------|--------|------------|-----------|-------------|--------------|------|-----|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|-----|
| | TOTAL | CHANGE | SAYS WHAT | BEST BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| FREQUENTLY | 194 | 25 | 5 | 6 | 33 | 18 | 10 | 66 | 121 | 104 | 45 | 41 | 28 | 37 | 36 | 85 | 141 | 32 | 76 | 166 | 17 | 111 | 83 |
| ----- | 49% | 36% | 26% | 34% | 43% | 67% | 52% | 44% | 52% | 52% | 49% | 50% | 36% | 47% | 58% | 51% | 51% | 40% | 49% | 52% | 42% | 53% | 44% |
| OCCASIONALLY | 84 | 17 | 3 | 6 | 15 | 2 | 3 | 36 | 41 | 37 | 18 | 16 | 21 | 12 | 14 | 33 | 61 | 17 | 29 | 58 | 12 | 40 | 44 |
| ----- | 21% | 24% | 16% | 39% | 19% | 7% | 18% | 24% | 18% | 18% | 20% | 20% | 26% | 15% | 23% | 20% | 22% | 21% | 19% | 18% | 32% | 19% | 23% |
| RARELY | 113 | 28 | 11 | 4 | 25 | 6 | 5 | 41 | 67 | 57 | 29 | 18 | 30 | 28 | 9 | 43 | 66 | 31 | 45 | 87 | 10 | 56 | 56 |
| ----- | 28% | 40% | 57% | 27% | 32% | 24% | 26% | 28% | 29% | 29% | 31% | 22% | 38% | 35% | 15% | 26% | 24% | 38% | 29% | 27% | 26% | 27% | 30% |
| MORE THAN ONCE A WEEK | 34 | 6 | - | 2 | 5 | 5 | - | 10 | 23 | 17 | 4 | 8 | 4 | 5 | 4 | 14 | 23 | 7 | 17 | 32 | 1 | 18 | 15 |
| | 8% | 9% | - | 10% | 6% | 17% | - | 7% | 10% | 8% | 4% | 10% | 5% | 7% | 7% | 9% | 8% | 8% | 11% | 10% | 2% | 9% | 8% |
| WEEKLY | 160 | 19 | 5 | 4 | 28 | 14 | 10 | 56 | 98 | 87 | 42 | 32 | 24 | 32 | 32 | 71 | 118 | 26 | 58 | 135 | 16 | 92 | 68 |
| | 40% | 28% | 26% | 24% | 36% | 51% | 52% | 38% | 42% | 44% | 45% | 40% | 30% | 41% | 51% | 43% | 43% | 32% | 38% | 42% | 40% | 44% | 36% |
| ALMOST EVERY WEEK | 30 | 3 | - | 1 | 8 | - | - | 15 | 13 | 10 | 9 | 3 | 8 | 6 | 7 | 11 | 22 | 6 | 14 | 21 | 3 | 12 | 18 |
| | 8% | 5% | - | 7% | 10% | - | - | 10% | 5% | 5% | 10% | 4% | 11% | 7% | 11% | 7% | 8% | 8% | 9% | 7% | 8% | 6% | 10% |
| ONCE OR TWICE A MONTH | 54 | 14 | 3 | 5 | 7 | 2 | 3 | 22 | 28 | 26 | 9 | 12 | 12 | 6 | 7 | 22 | 38 | 11 | 16 | 37 | 9 | 28 | 26 |
| | 13% | 19% | 16% | 31% | 9% | 7% | 18% | 15% | 12% | 13% | 9% | 15% | 16% | 8% | 12% | 13% | 14% | 13% | 10% | 12% | 23% | 14% | 13% |
| A FEW TIMES A YEAR | 76 | 18 | 9 | 2 | 19 | 3 | 5 | 25 | 49 | 42 | 21 | 10 | 21 | 16 | 9 | 31 | 44 | 20 | 31 | 59 | 7 | 38 | 37 |
| | 19% | 26% | 43% | 13% | 24% | 12% | 26% | 17% | 21% | 21% | 23% | 12% | 26% | 20% | 15% | 19% | 16% | 25% | 20% | 18% | 18% | 18% | 20% |
| NEVER | 37 | 10 | 3 | 2 | 7 | 3 | - | 16 | 18 | 15 | 7 | 8 | 9 | 12 | - | 12 | 23 | 11 | 14 | 28 | 3 | 18 | 19 |
| | 9% | 14% | 14% | 14% | 9% | 11% | - | 11% | 8% | 8% | 8% | 10% | 12% | 15% | - | 7% | 8% | 13% | 9% | 9% | 8% | 9% | 10% |
| DON'T KNOW | 1 | - | - | - | - | - | 1 | 1 | - | - | - | 1 | - | 1 | - | 1 | 1 | 1 | 1 | 1 | - | - | 1 |
| | - | - | - | - | - | - | 4% | - | - | - | - | 1% | - | 2% | - | - | - | 1% | 1% | - | - | - | 1% |
| REFUSED | 8 | - | - | - | 4 | 1 | - | 4 | 4 | 2 | - | 6 | - | 1 | 3 | 4 | 7 | - | 4 | 7 | - | 2 | 6 |
| | 2% | - | - | - | 6% | 3% | - | 3% | 2% | 1% | - | 7% | - | 1% | 5% | 3% | 2% | - | 2% | 2% | - | 1% | 3% |
| RELIG CONS | 63 | 6 | 4 | 2 | 7 | 6 | - | 25 | 36 | 26 | 10 | 12 | 8 | 13 | 10 | 22 | 45 | 11 | 30 | 53 | 4 | 33 | 29 |
| | 16% | 9% | 19% | 10% | 9% | 22% | - | 17% | 16% | 13% | 11% | 14% | 10% | 16% | 16% | 13% | 17% | 13% | 19% | 17% | 9% | 16% | 15% |

Table 68-6
 QUESTION 52:
 And how often do you attend church or religious services?

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----------------------|------------------|----------------|---------------|---------------------------|----------------|----------------|------------|-----------|-------------------|-----------|------------|-----------------------|--------------|--------------------|--------------|
| | TOTAL | NET-CABLE NEWS | NET-WORK NEWS | NET-NEWS PAPER | NET-WORK PAPER | NET-NEWS PAPER | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | UNION | CRE-DIT BANK |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| FREQUENTLY ----- | 194 49% | 73 52% | 50 51% | 36 45% | 61 58% | 41 50% | 39 52% | 33 59% | 95 55% | 9 50% | 57 37% | 61 50% | 129 48% | 51 49% | 127 47% |
| OCCASIONALLY ----- | 84 21% | 33 24% | 21 21% | 13 16% | 21 20% | 18 21% | 14 18% | 14 25% | 28 16% | 4 21% | 38 25% | 25 21% | 59 22% | 19 19% | 63 23% |
| RARELY ----- | 113 28% | 33 24% | 25 25% | 30 37% | 21 20% | 22 27% | 23 30% | 9 16% | 47 27% | 5 29% | 51 33% | 35 28% | 77 28% | 31 31% | 75 28% |
| MORE THAN ONCE A WEEK | 34 8% | 10 7% | 8 8% | 7 8% | 13 12% | 5 6% | 6 8% | 5 10% | 16 9% | 1 3% | 11 7% | 10 8% | 24 9% | 11 10% | 19 7% |
| WEEKLY | 160 40% | 63 45% | 42 43% | 30 37% | 48 46% | 36 44% | 33 44% | 28 49% | 78 45% | 8 47% | 46 30% | 51 42% | 105 39% | 40 39% | 108 40% |
| ALMOST EVERY WEEK | 30 8% | 11 8% | 5 5% | 7 9% | 4 4% | 10 13% | 3 4% | 5 8% | 12 7% | 2 14% | 11 7% | 6 5% | 24 9% | 5 5% | 25 9% |
| ONCE OR TWICE A MONTH | 54 13% | 22 16% | 16 16% | 6 7% | 17 16% | 7 9% | 10 14% | 9 16% | 17 10% | 1 7% | 27 18% | 20 16% | 34 13% | 14 14% | 38 14% |
| A FEW TIMES A YEAR | 76 19% | 23 16% | 13 13% | 24 30% | 16 15% | 16 20% | 15 19% | 7 13% | 30 17% | 5 26% | 34 22% | 28 22% | 48 18% | 20 20% | 53 20% |
| NEVER | 37 9% | 10 7% | 11 12% | 6 8% | 6 5% | 5 7% | 8 10% | 2 4% | 17 10% | 1 3% | 17 11% | 7 6% | 29 11% | 11 11% | 22 8% |
| DON'T KNOW | 1 - | - - | - - | 1 1% | - - | 1 1% | - - | - - | - - | - - | 1 1% | - - | 1 - | - - | 1 - |
| REFUSED | 8 2% | 1 1% | 3 3% | 1 1% | 2 2% | 1 2% | - - | - - | 3 2% | - - | 5 3% | 2 2% | 4 1% | 1 1% | 5 2% |
| RELIG CONS | 63 16% | 24 17% | 12 12% | 11 13% | 17 17% | 12 15% | 13 17% | 17 31% | 28 16% | 1 7% | 16 10% | 20 16% | 43 16% | 18 18% | 40 15% |

Table 103-1
 QUESTION 53:
 What is your main racial or ethnic heritage?

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|---------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOUS-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| CAUCASIAN OR WHITE | 200 | 98 | 46 | 144 | 26 | 26 | 45 | 28 | 28 | 47 | 27 | 99 | 102 | 46 | 34 | 64 | 56 | 200 | - | - | 99 | 102 | - | - |
| | 50% | 42% | 52% | 45% | 67% | 61% | 62% | 54% | 48% | 37% | 56% | 52% | 48% | 39% | 56% | 54% | 56% | 100% | - | - | 100% | 100% | - | - |
| HISPANIC | 121 | 79 | 31 | 109 | 7 | 8 | 12 | 4 | 14 | 66 | 17 | 57 | 64 | 60 | 13 | 26 | 21 | - | 121 | - | - | - | 57 | 64 |
| | 30% | 33% | 35% | 34% | 18% | 18% | 17% | 7% | 24% | 52% | 35% | 30% | 30% | 50% | 21% | 23% | 21% | - | 100% | - | - | - | 100% | 100% |
| AFRICAN-AMERICAN OR BLACK | 71 | 53 | 12 | 64 | 5 | 8 | 15 | 17 | 16 | 10 | 4 | 30 | 41 | 10 | 13 | 28 | 20 | - | - | 71 | - | - | - | - |
| | 18% | 22% | 13% | 20% | 13% | 19% | 21% | 34% | 27% | 8% | 9% | 16% | 19% | 9% | 21% | 23% | 20% | - | - | 100% | - | - | - | - |
| ASIAN | 1 | 1 | - | 1 | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | 2% | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - |
| OTHER | 3 | 3 | - | 3 | - | 1 | - | 1 | - | 1 | - | 2 | 1 | 1 | 1 | - | 1 | - | - | - | - | - | - | - |
| | 1% | 1% | - | 1% | - | 2% | - | 2% | - | 1% | - | 1% | - | 1% | 1% | - | 1% | - | - | - | - | - | - | - |
| REFUSED | 4 | 2 | - | 2 | 1 | - | - | 1 | 1 | 3 | - | - | 4 | 2 | - | - | 1 | - | - | - | - | - | - | - |
| | 1% | 1% | - | 1% | 2% | - | - | 1% | 1% | 2% | - | - | 2% | 2% | - | - | 1% | - | - | - | - | - | - | - |

QUESTION 54:

Gender.

| | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| MALE | 188 | 95 | 42 | 137 | 26 | 24 | 24 | 25 | 30 | 63 | 22 | 188 | - | 78 | 27 | 43 | 41 | 99 | 57 | 30 | 99 | - | 57 | - |
| | 47% | 41% | 47% | 42% | 68% | 56% | 34% | 49% | 51% | 50% | 44% | 100% | - | 65% | 44% | 36% | 41% | 49% | 47% | 42% | 100% | - | 100% | - |
| FEMALE | 212 | 140 | 47 | 186 | 12 | 18 | 48 | 26 | 29 | 64 | 27 | - | 212 | 42 | 35 | 75 | 59 | 102 | 64 | 41 | - | 102 | - | 64 |
| | 53% | 59% | 53% | 58% | 32% | 44% | 66% | 51% | 49% | 50% | 56% | - | 100% | 35% | 56% | 64% | 59% | 51% | 53% | 58% | - | 100% | - | 100% |

Table 103-2
 QUESTION 53:
 What is your main racial or ethnic heritage?

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---------------------------|----------|------|-------|------|-----------------|-------|------|-------|------------|-------|-----|-------|-------|-------|--------------|------|------|------|-----------|------|------|------|-----|
| | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT | |
| | LIB | LIB | LIB | CONS | MEN | WOMEN | MEN | WOMEN | 18-44 | 45-54 | 55+ | 18-44 | 45-54 | 55+ | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| CAUCASIAN OR WHITE | 200 | 12 | 31 | 43 | 154 | 23 | 20 | 75 | 79 | 31 | 15 | 52 | 15 | 19 | 67 | 38 | 60 | 23 | 23 | 31 | 68 | 27 | 19 |
| | 50% | 36% | 43% | 41% | 53% | 47% | 36% | 54% | 52% | 40% | 56% | 63% | 36% | 56% | 50% | 40% | 43% | 56% | 49% | 33% | 47% | 55% | 48% |
| HISPANIC | 121 | 14 | 25 | 39 | 81 | 16 | 23 | 41 | 40 | 39 | 5 | 14 | 22 | 8 | 34 | 38 | 41 | 11 | 19 | 43 | 35 | 19 | 12 |
| | 30% | 41% | 36% | 37% | 28% | 33% | 41% | 29% | 27% | 50% | 18% | 16% | 51% | 23% | 25% | 40% | 29% | 27% | 41% | 47% | 25% | 38% | 31% |
| AFRICAN-AMERICAN OR BLACK | 71 | 8 | 12 | 20 | 51 | 9 | 11 | 21 | 30 | 7 | 5 | 18 | 3 | 7 | 30 | 17 | 36 | 7 | 5 | 16 | 37 | 3 | 8 |
| | 18% | 23% | 17% | 19% | 18% | 18% | 20% | 15% | 20% | 9% | 20% | 21% | 8% | 21% | 23% | 18% | 26% | 17% | 10% | 17% | 26% | 7% | 21% |
| ASIAN | 1 | - | - | - | 1 | - | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - | - |
| | - | - | - | - | - | - | - | 1% | - | - | 3% | - | - | - | - | 1% | - | - | - | 1% | - | - | - |
| OTHER | 3 | - | 2 | 2 | 1 | 1 | 1 | 1 | - | 1 | 1 | - | - | - | 1 | 2 | 1 | - | - | 2 | 1 | - | - |
| | 1% | - | 2% | 2% | - | 2% | 2% | 1% | - | 1% | 3% | - | - | - | 1% | 2% | 1% | - | - | 2% | 1% | - | - |
| REFUSED | 4 | - | 1 | 1 | 2 | - | 1 | - | 2 | - | - | - | 2 | - | 1 | - | 2 | - | - | 1 | 1 | - | - |
| | 1% | - | 1% | 1% | 1% | - | 1% | - | 1% | - | - | - | 5% | - | 1% | - | 1% | - | - | 1% | 1% | - | - |

QUESTION 54:

Gender.

| | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|------|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|-----|-----|-----|
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| MALE | 188 | 23 | 25 | 48 | 138 | 48 | - | 138 | - | 78 | 27 | 84 | - | - | - | 95 | - | 42 | - | 51 | 45 | 25 | 16 |
| | 47% | 68% | 36% | 46% | 48% | 100% | - | 100% | - | 100% | 100% | 100% | - | - | - | 100% | - | 100% | - | 55% | 31% | 52% | 42% |
| FEMALE | 212 | 11 | 45 | 56 | 152 | - | 56 | - | 152 | - | - | - | 42 | 35 | 134 | - | 140 | - | 47 | 42 | 98 | 24 | 23 |
| | 53% | 32% | 64% | 54% | 52% | - | 100% | - | 100% | - | - | - | 100% | 100% | 100% | - | 100% | - | 100% | 45% | 69% | 48% | 58% |

Table 103-3
 QUESTION 53:
 What is your main racial or ethnic heritage?

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|---------------------------|-----------|-------|------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|-------|
| | TOTAL | HS OR | SOME | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | COLL+ |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| CAUCASIAN OR WHITE | 200 | 43 | 49 | 109 | 32 | 67 | 60 | 42 | 50 | 76 | 56 | 85 | 42 | 70 | 189 | 11 | 83 | 114 | 54 | 36 | 27 | 42 | 32 | 29 |
| | 50% | 37% | 57% | 56% | 37% | 66% | 51% | 46% | 38% | 57% | 58% | 44% | 50% | 62% | 53% | 28% | 51% | 51% | 48% | 52% | 42% | 52% | 41% | 49% |
| HISPANIC | 121 | 60 | 20 | 38 | 38 | 19 | 42 | 19 | 59 | 32 | 22 | 59 | 26 | 32 | 101 | 20 | 46 | 71 | 29 | 23 | 31 | 24 | 32 | 18 |
| | 30% | 52% | 23% | 20% | 44% | 19% | 36% | 21% | 45% | 24% | 23% | 31% | 31% | 29% | 28% | 50% | 28% | 32% | 26% | 32% | 47% | 30% | 41% | 30% |
| AFRICAN-AMERICAN OR BLACK | 71 | 13 | 15 | 44 | 16 | 14 | 12 | 29 | 23 | 21 | 19 | 47 | 16 | 8 | 63 | 8 | 30 | 37 | 28 | 9 | 7 | 14 | 10 | 11 |
| | 18% | 11% | 17% | 23% | 18% | 14% | 10% | 32% | 17% | 16% | 19% | 24% | 19% | 7% | 18% | 20% | 18% | 16% | 26% | 13% | 10% | 17% | 13% | 18% |
| ASIAN | 1 | - | - | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - |
| | - | - | - | 1% | - | 1% | - | - | - | 1% | - | 1% | - | - | - | - | - | - | - | 1% | - | - | 1% | - |
| OTHER | 3 | 1 | 1 | 1 | 1 | 1 | 1 | - | - | 3 | - | - | - | 3 | 3 | - | 1 | 2 | - | - | 1 | 1 | - | - |
| | 1% | 1% | 1% | - | 1% | 1% | 1% | - | - | 2% | - | - | - | 2% | 1% | - | - | 1% | - | - | 2% | 1% | - | - |
| REFUSED | 4 | - | 2 | 1 | - | - | 2 | 1 | - | 1 | - | 1 | - | 1 | 4 | 1 | 2 | - | - | 1 | - | - | 3 | 2 |
| | 1% | - | 2% | - | - | - | 2% | 1% | - | - | - | 1% | - | 1% | 1% | 2% | 1% | - | - | 2% | - | - | 3% | 3% |

QUESTION 54:

Gender.

| | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|------|-----|-----|-----|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% |
| MALE | 188 | 53 | 33 | 102 | 86 | 102 | - | - | 41 | 77 | 59 | 76 | 42 | 68 | 167 | 21 | 68 | 116 | 48 | 31 | 31 | 36 | 37 | 19 |
| | 47% | 46% | 39% | 53% | 100% | 100% | - | - | 31% | 58% | 61% | 39% | 50% | 60% | 47% | 51% | 42% | 52% | 43% | 44% | 47% | 45% | 48% | 31% |
| FEMALE | 212 | 63 | 53 | 91 | - | - | 116 | 91 | 91 | 56 | 38 | 119 | 42 | 45 | 192 | 20 | 94 | 108 | 63 | 39 | 35 | 44 | 40 | 41 |
| | 53% | 54% | 61% | 47% | - | - | 100% | 100% | 69% | 42% | 39% | 61% | 50% | 40% | 53% | 49% | 58% | 48% | 57% | 56% | 53% | 55% | 52% | 69% |

Table 103-4
QUESTION 53:

What is your main racial or ethnic heritage?

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|---------------------------|-----------------|-----------|-------------|---------|---------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|----------------|---------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT COUNTRY/RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN-TON | LEAN CLIN-TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| CAUCASIAN OR WHITE | 200 | 26 | 167 | 133 | 40 | 49 | 141 | 58 | 74 | 137 | 54 | 99 | 30 | 76 | 103 | 33 | 18 |
| | 50% | 61% | 49% | 46% | 38% | 45% | 47% | 63% | 61% | 48% | 56% | 48% | 61% | 47% | 53% | 59% | 53% |
| HISPANIC | 121 | 13 | 102 | 96 | 45 | 28 | 100 | 20 | 28 | 72 | 42 | 52 | 9 | 39 | 76 | 20 | 6 |
| | 30% | 32% | 30% | 33% | 43% | 26% | 33% | 22% | 23% | 25% | 43% | 25% | 18% | 24% | 39% | 36% | 19% |
| AFRICAN-AMERICAN OR BLACK | 71 | 3 | 63 | 56 | 18 | 29 | 52 | 13 | 16 | 69 | - | 52 | 9 | 46 | 12 | 2 | 8 |
| | 18% | 7% | 18% | 19% | 17% | 26% | 17% | 14% | 13% | 24% | - | 25% | 19% | 28% | 6% | 4% | 24% |
| ASIAN | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - | - |
| | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | 1% | - |
| OTHER | 3 | - | 3 | 3 | 2 | 3 | 3 | - | 2 | 3 | - | 3 | 1 | 2 | - | - | 1 |
| | 1% | - | 1% | 1% | 1% | 2% | 1% | - | 1% | 1% | - | 1% | 2% | 1% | - | - | 2% |
| REFUSED | 4 | - | 4 | 2 | 1 | 1 | 4 | - | 2 | 2 | 2 | 2 | - | - | 4 | - | 1 |
| | 1% | - | 1% | 1% | 1% | 1% | 1% | - | 2% | 1% | 2% | 1% | - | - | 2% | - | 2% |

QUESTION 54:

Gender.

| | | | | | | | | | | | | | | | | | |
|-------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| MALE | 188 | 23 | 158 | 126 | 48 | 48 | 119 | 62 | 58 | 145 | 36 | 88 | 30 | 100 | 74 | 24 | 12 |
| | 47% | 54% | 47% | 44% | 45% | 44% | 40% | 67% | 48% | 51% | 37% | 43% | 62% | 61% | 38% | 42% | 36% |
| FEMALE | 212 | 19 | 182 | 163 | 57 | 61 | 180 | 30 | 63 | 139 | 61 | 119 | 18 | 64 | 120 | 32 | 21 |
| | 53% | 46% | 53% | 56% | 55% | 56% | 60% | 33% | 52% | 49% | 63% | 57% | 38% | 39% | 62% | 58% | 64% |

Table 103-5
 QUESTION 53:
 What is your main racial or ethnic heritage?

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | |
|---------------------------|----------------------|--------|------------------------|-----------|--------------|--------|------------|-------|-------|--------------|-------------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|----|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT | | WRONG | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL-IEVES | | | | DIR | TRACK | WRONG TRACK | WRONG TRACK | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 | |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% | |
| CAUCASIAN OR WHITE | 200 | 26 | 11 | 10 | 40 | 14 | 12 | 63 | 128 | 103 | 51 | 35 | 45 | 39 | 23 | 88 | 138 | 45 | 79 | 160 | 13 | 109 | 92 | |
| | 50% | 37% | 58% | 62% | 51% | 50% | 61% | 42% | 55% | 52% | 56% | 43% | 57% | 50% | 37% | 53% | 50% | 57% | 51% | 50% | 34% | 52% | 48% | |
| HISPANIC | 121 | 24 | 6 | 1 | 29 | 12 | 7 | 62 | 56 | 53 | 28 | 27 | 23 | 28 | 29 | 51 | 79 | 25 | 47 | 86 | 25 | 45 | 76 | |
| | 30% | 34% | 33% | 5% | 38% | 44% | 38% | 42% | 24% | 27% | 30% | 33% | 29% | 35% | 46% | 31% | 29% | 31% | 30% | 27% | 64% | 21% | 40% | |
| AFRICAN-AMERICAN OR BLACK | 71 | 20 | 2 | 5 | 7 | 1 | - | 20 | 43 | 39 | 11 | 17 | 10 | 10 | 10 | 23 | 51 | 9 | 28 | 68 | 1 | 53 | 18 | |
| | 18% | 29% | 10% | 32% | 9% | 5% | - | 14% | 18% | 20% | 12% | 21% | 13% | 13% | 16% | 14% | 18% | 12% | 18% | 21% | 2% | 25% | 10% | |
| ASIAN | 1 | - | - | - | - | - | - | - | 1 | 1 | 1 | - | - | - | - | - | 1 | - | - | 1 | - | 1 | - | |
| | - | - | - | - | - | - | 1% | - | - | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - | - | |
| OTHER | 3 | - | - | - | - | - | - | 2 | 1 | 1 | 1 | - | 1 | 1 | 1 | 2 | 3 | - | 2 | 2 | - | 2 | 1 | |
| | 1% | - | - | - | - | - | - | 1% | - | 1% | 1% | - | 1% | 1% | 2% | 1% | 1% | - | 1% | 1% | - | 1% | - | |
| REFUSED | 4 | - | - | - | 2 | - | - | 1 | 4 | 2 | 1 | 2 | - | 1 | - | 2 | 4 | 1 | - | 4 | - | 1 | 3 | |
| | 1% | - | - | - | 2% | - | - | - | 2% | 1% | 1% | 2% | - | 2% | - | 1% | 1% | 1% | - | 1% | - | - | 2% | |

QUESTION 54:

Gender.

| | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| MALE | 188 | 41 | 14 | 7 | 25 | 9 | 11 | 73 | 109 | 89 | 49 | 31 | 44 | 37 | 26 | 71 | 120 | 44 | 70 | 150 | 18 | 104 | 84 |
| | 47% | 59% | 72% | 45% | 33% | 34% | 60% | 50% | 47% | 45% | 53% | 38% | 56% | 48% | 41% | 43% | 44% | 55% | 45% | 47% | 46% | 50% | 44% |
| FEMALE | 212 | 29 | 6 | 9 | 52 | 18 | 8 | 74 | 123 | 110 | 44 | 50 | 35 | 41 | 37 | 94 | 155 | 36 | 86 | 171 | 21 | 105 | 106 |
| | 53% | 41% | 28% | 55% | 67% | 66% | 40% | 50% | 53% | 55% | 47% | 62% | 44% | 52% | 59% | 57% | 56% | 45% | 55% | 53% | 54% | 50% | 56% |

Table 103-6
 QUESTION 53:
 What is your main racial or ethnic heritage?

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|---------------------------|------------------|------------|----------------|---------------------------|-------------|----------------|------------|-----------|-------------------|------------|------------|-----------------------|--------------|--------------------|---------------|
| | TOTAL | CABLE NEWS | NET- WORK NEWS | NEWS- PAPER | NEWS- PAPER | NET- WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | UNION | CRE- DIT BANK |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| CAUCASIAN OR WHITE | 200 50% | 64 45% | 51 52% | 41 51% | 48 45% | 45 54% | 40 53% | 39 69% | 89 52% | 11 62% | 61 40% | 54 43% | 147 55% | 46 45% | 136 50% |
| HISPANIC | 121 30% | 40 28% | 28 28% | 30 37% | 34 33% | 21 26% | 22 28% | 13 23% | 55 32% | 2 13% | 50 33% | 41 33% | 75 28% | 27 26% | 89 33% |
| AFRICAN-AMERICAN OR BLACK | 71 18% | 34 24% | 20 20% | 9 11% | 19 19% | 16 20% | 14 18% | 4 8% | 22 13% | 4 24% | 40 26% | 29 23% | 42 16% | 27 27% | 42 16% |
| ASIAN | 1 - | - - | - - | - - | - - | - - | 1 1% | - - | 1 1% | - - | - - | - - | 1 - | 1 1% | - - |
| OTHER | 3 1% | 1 1% | - - | 1 1% | 2 1% | - - | - - | - - | 1 - | - - | 2 1% | - - | 3 1% | 1 1% | 1 - |
| REFUSED | 4 1% | 2 1% | - - | - - | 2 2% | - - | - - | - - | 4 2% | - - | - - | - - | 2 1% | - - | 2 1% |

 QUESTION 54:

Gender .

| | | | | | | | | | | | | | | | |
|-------------------|-------------|------------|-----------|-----------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|------------|------------|
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| MALE | 188 47% | 68 48% | 34 34% | 41 50% | 44 42% | 36 44% | 39 51% | 22 39% | 85 49% | 4 25% | 77 50% | 51 42% | 132 49% | 51 50% | 126 46% |
| FEMALE | 212 53% | 73 52% | 66 66% | 40 50% | 61 58% | 46 56% | 37 49% | 35 61% | 88 51% | 13 75% | 76 50% | 72 58% | 137 51% | 51 50% | 145 54% |

Table 71-1
Region.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-------------------|-------------|-------------|-------------|--------------|-----------|--------------|------------------------|------------|--------------|-------------|------------|------------|------------|------------|-----------|------------|------------|------------|---------------|-----------|------------------|----------------|----------------------|------------------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN- TRAL | DFW- METRO- PLEX | EAST | HOUS- TON | SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP- ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP- ANIC MEN | HISP- ANIC WOMEN |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| CENTRAL | 42 11% | 21 9% | 13 15% | 34 10% | 5 13% | 42 100% | - - | - - | - - | - - | - - | 24 13% | 18 9% | 11 9% | 4 7% | 14 12% | 13 13% | 26 13% | 8 6% | 8 11% | 12 12% | 14 14% | 5 9% | 2 4% |
| DFW-METROPLEX | 72 18% | 46 19% | 14 16% | 60 19% | 7 19% | - - | 72 100% | - - | - - | - - | - - | 24 13% | 48 22% | 18 15% | 11 17% | 26 22% | 17 17% | 45 22% | 12 10% | 15 21% | 17 17% | 28 27% | 3 6% | 9 14% |
| EAST | 51 13% | 26 11% | 14 16% | 41 13% | 4 10% | - - | - - | 51 100% | - - | - - | - - | 25 13% | 26 12% | 11 9% | 8 13% | 22 19% | 9 9% | 28 14% | 4 3% | 17 24% | 14 14% | 14 14% | 4 6% | - - |
| HOUSTON | 59 15% | 37 16% | 10 11% | 46 14% | 6 16% | - - | - - | - 100% | 59 - | - - | - - | 30 16% | 29 14% | 22 18% | 11 17% | 11 9% | 16 16% | 28 14% | 14 12% | 16 22% | 18 18% | 11 11% | 5 9% | 9 14% |
| SOUTH | 127 32% | 74 32% | 28 31% | 102 31% | 12 31% | - - | - - | - - | - - | 127 100% | - - | 63 34% | 64 30% | 43 36% | 20 32% | 30 26% | 34 34% | 47 23% | 66 55% | 10 14% | 24 24% | 23 23% | 33 58% | 33 51% |
| WEST | 49 12% | 31 13% | 9 11% | 41 13% | 5 12% | - - | - - | - - | - - | - - | 49 100% | 22 12% | 27 13% | 16 13% | 8 13% | 14 12% | 11 11% | 27 14% | 17 14% | 4 6% | 15 15% | 12 12% | 7 12% | 11 17% |

Table 71-2
Region.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-------------------|-------------|-----------|-----------|------------|-----------------|-----------|--------------|----------------|------------|-----------|-----------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE-TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| CENTRAL | 42 11% | 8 24% | 8 12% | 16 16% | 24 8% | 10 22% | 6 11% | 13 9% | 11 7% | 8 10% | 3 13% | 13 15% | 3 7% | 1 2% | 15 11% | 11 12% | 10 7% | 9 22% | 4 9% | 6 6% | 15 11% | 8 16% | 5 14% |
| DFW-METROPLEX | 72 18% | 1 3% | 14 20% | 15 15% | 57 20% | 4 9% | 11 20% | 20 15% | 36 24% | 10 13% | 3 12% | 11 14% | 8 19% | 8 22% | 32 24% | 13 13% | 33 24% | 3 8% | 11 23% | 14 16% | 31 22% | 6 12% | 8 21% |
| EAST | 51 13% | 1 4% | 4 6% | 6 5% | 45 16% | 1 2% | 5 9% | 24 18% | 21 14% | 10 13% | 3 11% | 12 15% | 1 2% | 5 15% | 19 14% | 13 14% | 13 10% | 7 16% | 8 17% | 14 15% | 13 9% | 2 3% | 13 33% |
| HOUSTON | 59 15% | 5 16% | 8 11% | 13 12% | 46 16% | 5 10% | 8 14% | 25 18% | 21 14% | 13 17% | 4 16% | 13 15% | 9 21% | 6 18% | 14 10% | 15 16% | 22 15% | 7 16% | 3 6% | 17 19% | 19 14% | 7 15% | 2 6% |
| SOUTH | 127 32% | 14 43% | 19 26% | 33 32% | 90 31% | 20 42% | 13 23% | 42 30% | 48 32% | 25 32% | 11 40% | 27 33% | 18 43% | 9 26% | 37 27% | 33 35% | 41 29% | 11 27% | 16 35% | 29 31% | 46 32% | 19 39% | 9 22% |
| WEST | 49 12% | 3 9% | 18 25% | 21 20% | 27 9% | 7 16% | 13 23% | 13 10% | 14 9% | 12 16% | 2 9% | 7 9% | 4 9% | 6 17% | 18 13% | 10 11% | 21 15% | 4 11% | 5 11% | 13 14% | 19 13% | 8 16% | 2 5% |

Table 71-3
Region.

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|-------------------|-------------|------------|-----------|------------------|------------|---------------|--------------|-----------------|------------|------------|-------------------|------------|-----------|----------------|------------|------------------|---------------|----------------------|------------|-----------|---------------|------------|-----------|-----------|
| | TOTAL | HS OR | SOME | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | COLL+ |
| BASE-TOTAL SAMPLE | 400 100% | 116 29% | 86 22% | 193 48% | 86 22% | 102 25% | 116 29% | 91 23% | 132 33% | 132 33% | 97 24% | 194 49% | 84 21% | 113 28% | 360 90% | 40 10% | 162 40% | 224 56% | 111 28% | 70 17% | 65 16% | 81 20% | 78 19% | 60 15% |
| CENTRAL | 42 11% | 13 11% | 11 12% | 18 10% | 14 17% | 9 9% | 9 8% | 9 10% | 9 7% | 18 13% | 11 12% | 16 8% | 11 13% | 15 13% | 41 11% | 1 2% | 13 8% | 29 13% | 15 14% | 8 11% | 5 8% | 7 8% | 11 14% | 5 9% |
| DFW-METROPLEX | 72 18% | 19 16% | 19 23% | 31 16% | 8 9% | 16 16% | 30 26% | 15 16% | 22 17% | 20 15% | 19 19% | 34 17% | 14 17% | 20 18% | 62 17% | 10 26% | 32 19% | 40 18% | 26 24% | 8 11% | 14 22% | 19 23% | 11 14% | 8 13% |
| EAST | 51 13% | 17 14% | 9 11% | 25 13% | 13 15% | 12 12% | 13 11% | 13 14% | 19 14% | 21 16% | 4 4% | 33 17% | 8 9% | 9 8% | 45 12% | 6 15% | 19 12% | 31 14% | 11 10% | 8 12% | 7 11% | 3 3% | 11 15% | 11 18% |
| HOUSTON | 59 15% | 14 12% | 8 9% | 37 19% | 10 11% | 20 20% | 12 10% | 17 19% | 19 14% | 18 14% | 20 21% | 26 13% | 15 18% | 17 15% | 50 14% | 9 24% | 26 16% | 31 14% | 18 17% | 12 18% | 9 14% | 6 7% | 15 20% | 12 20% |
| SOUTH | 127 32% | 40 34% | 29 34% | 57 29% | 30 35% | 33 33% | 39 34% | 23 26% | 45 34% | 41 31% | 30 31% | 66 34% | 22 27% | 37 33% | 118 33% | 9 22% | 57 35% | 66 30% | 32 29% | 25 36% | 24 36% | 38 47% | 19 24% | 16 27% |
| WEST | 49 12% | 14 12% | 10 12% | 25 13% | 11 13% | 11 10% | 13 11% | 14 16% | 17 13% | 15 11% | 14 14% | 20 10% | 14 17% | 14 12% | 45 12% | 4 11% | 16 10% | 26 12% | 8 7% | 9 13% | 5 8% | 9 11% | 10 13% | 7 13% |

Table 71-4
Region.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|-------------------|-----------------|-----------|-------------|------------|--------------------|------------|------------|-------------|-------------|------------|-------------|------------|---------------------|-------------|----------------|---------------|-----------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CENTRY/RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN-TON | LEAN CLIN-TON | UND |
| BASE=TOTAL SAMPLE | 400 100% | 42 11% | 340 85% | 290 72% | 105 26% | 109 27% | 299 75% | 92 23% | 121 30% | 284 71% | 97 24% | 207 52% | 48 12% | 164 41% | 194 49% | 56 14% | 33 8% |
| CENTRAL | 42 11% | 3 7% | 38 11% | 32 11% | 9 8% | 9 8% | 24 8% | 15 17% | 12 10% | 33 12% | 7 7% | 19 9% | 7 14% | 22 14% | 14 7% | 2 3% | 6 19% |
| DFW-METROPLEX | 72 18% | 5 12% | 62 18% | 53 18% | 10 9% | 24 22% | 60 20% | 11 12% | 26 22% | 57 20% | 12 13% | 48 23% | 7 15% | 29 18% | 30 15% | 14 26% | 12 37% |
| EAST | 51 13% | 9 21% | 37 11% | 30 10% | 11 11% | 12 11% | 35 12% | 15 16% | 12 10% | 32 11% | 17 17% | 21 10% | 4 8% | 20 12% | 23 12% | 7 12% | 3 10% |
| HOUSTON | 59 15% | 5 13% | 53 16% | 44 15% | 19 18% | 20 18% | 42 14% | 14 15% | 17 14% | 46 16% | 10 10% | 33 16% | 5 10% | 29 18% | 26 13% | 7 12% | 2 7% |
| SOUTH | 127 32% | 11 26% | 113 33% | 95 33% | 45 43% | 28 26% | 102 34% | 24 27% | 31 26% | 80 28% | 38 39% | 61 30% | 17 36% | 47 29% | 72 37% | 13 24% | 6 18% |
| WEST | 49 12% | 9 21% | 38 11% | 34 12% | 10 10% | 15 14% | 37 12% | 12 13% | 23 19% | 35 12% | 13 13% | 25 12% | 8 16% | 16 10% | 30 15% | 13 24% | 3 10% |

Table 71-5
Region.

BANNER 5

| | REASON SUPPORT OBAMA | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-------------------|----------------------|--------|--------------------------|------------------------|-------------|--------|------------|-----------|-------------|--------------|------|-----|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|-----|
| | TOTAL | CHANGE | SAYS WHAT BEST CHANCE | BEL-IEVES | EXPER-IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| CENTRAL | 42 | 10 | 4 | 2 | 7 | 2 | 1 | 9 | 30 | 26 | 11 | 7 | 7 | 3 | 5 | 20 | 31 | 7 | 19 | 35 | 2 | 26 | 16 |
| | 11% | 14% | 20% | 12% | 9% | 6% | 4% | 6% | 13% | 13% | 12% | 9% | 9% | 3% | 8% | 12% | 11% | 9% | 12% | 11% | 4% | 12% | 9% |
| DFW-METROPLEX | 72 | 13 | 2 | 4 | 15 | 5 | 1 | 17 | 52 | 46 | 21 | 11 | 19 | 8 | 15 | 40 | 56 | 9 | 32 | 58 | 7 | 40 | 32 |
| | 18% | 19% | 9% | 24% | 20% | 17% | 3% | 11% | 22% | 23% | 23% | 14% | 24% | 10% | 24% | 24% | 20% | 11% | 21% | 18% | 18% | 19% | 17% |
| EAST | 51 | 7 | 1 | 1 | 3 | 2 | 9 | 21 | 25 | 21 | 10 | 5 | 11 | 7 | 7 | 15 | 32 | 11 | 13 | 41 | 5 | 36 | 15 |
| | 13% | 10% | 4% | 4% | 4% | 8% | 48% | 14% | 11% | 10% | 11% | 6% | 14% | 8% | 10% | 9% | 12% | 13% | 8% | 13% | 12% | 17% | 8% |
| HOUSTON | 59 | 19 | 4 | 3 | 11 | 2 | 1 | 24 | 33 | 26 | 15 | 10 | 11 | 11 | 12 | 19 | 38 | 11 | 22 | 47 | 6 | 28 | 31 |
| | 15% | 27% | 19% | 18% | 14% | 6% | 3% | 16% | 14% | 13% | 17% | 13% | 15% | 14% | 18% | 12% | 14% | 13% | 14% | 15% | 15% | 13% | 16% |
| SOUTH | 127 | 15 | 9 | 6 | 29 | 14 | 4 | 59 | 64 | 54 | 28 | 28 | 23 | 40 | 15 | 54 | 86 | 31 | 50 | 105 | 13 | 56 | 71 |
| | 32% | 21% | 43% | 35% | 38% | 53% | 19% | 40% | 27% | 27% | 30% | 35% | 30% | 51% | 24% | 33% | 31% | 39% | 32% | 33% | 32% | 27% | 37% |
| WEST | 49 | 6 | 1 | 1 | 12 | 3 | 5 | 19 | 29 | 27 | 6 | 19 | 7 | 10 | 9 | 19 | 31 | 12 | 19 | 34 | 7 | 24 | 25 |
| | 12% | 9% | 4% | 6% | 15% | 10% | 24% | 13% | 12% | 13% | 6% | 24% | 9% | 13% | 15% | 11% | 11% | 15% | 12% | 11% | 18% | 11% | 13% |

Table 71-6
Region.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-------------------|------------------|---------------|--------------|----------------|---------------------------|--------------|---------------|-----------|----------------|-----------|------------|------------|-----------------------|----------------------|--------------------|--|
| | TOTAL | NET- | | NEWS- PAPER | NET- | | CABLE NEWS | RURAL | SMALL | SUB- | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK | |
| | | CABLE NEWS | WORK NEWS | | NEWS- PAPER | WORK NEWS | | | CITY/ OTHER | | | | | | | |
| BASE-TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | |
| CENTRAL | 42 11% | 13 9% | 3 3% | 13 16% | 6 6% | 14 17% | 9 12% | 7 13% | 9 5% | 2 11% | 24 16% | 13 10% | 29 11% | 16 16% | 24 9% | |
| DFW-METROPLEX | 72 18% | 15 11% | 23 23% | 21 26% | 18 17% | 20 24% | 10 13% | 5 9% | 17 10% | 5 28% | 45 30% | 28 22% | 44 16% | 17 16% | 52 19% | |
| EAST | 51 13% | 29 21% | 13 13% | 4 5% | 20 19% | 12 15% | 9 11% | 5 8% | 46 27% | - - | - - | 8 7% | 38 14% | 16 16% | 28 10% | |
| HOUSTON | 59 15% | 18 13% | 17 17% | 9 11% | 14 13% | 9 10% | 12 16% | 5 9% | 9 5% | 11 60% | 34 22% | 18 14% | 41 15% | 8 8% | 46 17% | |
| SOUTH | 127 32% | 46 32% | 29 29% | 30 37% | 30 29% | 22 27% | 28 36% | 17 30% | 80 46% | - - | 30 19% | 36 29% | 88 33% | 31 30% | 88 32% | |
| WEST | 49 12% | 20 14% | 14 14% | 4 5% | 17 16% | 6 7% | 8 11% | 17 31% | 12 7% | - - | 20 13% | 21 17% | 28 10% | 15 14% | 33 12% | |

Table 72-1
DMA.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|----------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|------------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| ABILENE-SWEETWATER | 6 2% | 3 1% | 3 3% | 6 2% | - - | - - | - - | - - | - - | - - | 6 12% | 2 1% | 4 2% | 2 1% | 3 5% | 1 1% | - - | 6 3% | - - | - - | 2 2% | 4 4% | - - | - - |
| AMARILLO | 4 1% | 2 1% | - - | 2 1% | - - | - - | - - | - - | - - | - - | 4 8% | 4 2% | - - | 2 2% | - - | 2 2% | - - | 4 2% | - - | - - | 4 4% | - - | - - | - - |
| AUSTIN | 32 8% | 14 6% | 10 12% | 25 8% | 4 11% | 32 76% | - - | - - | - - | - - | - - | 22 12% | 10 5% | 9 7% | 4 7% | 11 9% | 8 8% | 18 9% | 8 6% | 6 8% | 10 10% | 8 8% | 5 9% | 2 4% |
| BEAUMONT-PORT ARTHUR | 23 6% | 10 4% | 6 7% | 16 5% | 2 6% | - - | - - | 23 45% | - - | - - | - - | 12 6% | 11 5% | 1 1% | 6 10% | 12 10% | 4 4% | 15 7% | - - | 7 10% | 7 8% | 7 7% | - - | - - |
| CORPUS CHRISTI | 27 7% | 17 7% | 3 3% | 20 6% | 2 4% | - - | - - | - - | - - | 27 21% | - - | 9 5% | 18 8% | 7 6% | 3 5% | 7 6% | 9 9% | 13 7% | 11 9% | 2 2% | 5 5% | 8 8% | 4 7% | 6 10% |
| DALLAS-FT. WORTH | 66 16% | 40 17% | 13 15% | 54 17% | 7 19% | - - | 66 92% | - - | - - | - - | - - | 24 13% | 42 20% | 17 15% | 11 17% | 21 18% | 17 17% | 39 19% | 12 10% | 15 21% | 17 17% | 22 21% | 3 6% | 9 14% |
| EL PASO | 20 5% | 13 5% | 6 7% | 19 6% | 1 3% | - - | - - | - - | - - | - - | 20 41% | 10 5% | 10 5% | 8 7% | 3 4% | 6 5% | 3 3% | 6 3% | 10 8% | 4 6% | 4 4% | 2 2% | 5 9% | 4 7% |
| HARLINGEN-WESLACO | 36 9% | 17 7% | 9 11% | 27 8% | 6 16% | - - | - - | - - | 36 28% | - - | - - | 18 10% | 18 8% | 14 12% | 1 2% | 11 10% | 9 9% | 12 6% | 23 19% | - - | 9 9% | 3 3% | 10 17% | 13 21% |
| HOUSTON | 59 15% | 37 16% | 10 11% | 46 14% | 6 16% | - - | - - | 59 100% | - - | - - | - - | 30 16% | 29 14% | 22 18% | 11 17% | 11 9% | 16 16% | 28 14% | 14 12% | 16 22% | 18 18% | 11 11% | 5 9% | 9 14% |
| LAREDO | 16 4% | 7 3% | 6 7% | 13 4% | 2 5% | - - | - - | - - | - - | 16 13% | - - | 11 6% | 5 2% | 9 7% | 7 12% | - - | - - | 2 1% | 12 10% | 2 3% | 2 2% | - - | 7 12% | 5 8% |
| LUBBOCK | 7 2% | 5 2% | - - | 5 1% | 2 6% | - - | - - | - - | - - | - - | 7 14% | 3 1% | 4 2% | 1 1% | 1 2% | 1 1% | 3 3% | 6 3% | 1 1% | - - | 3 3% | 3 3% | - - | 1 2% |
| ODESSA-MIDLAND | 9 2% | 6 3% | - - | 6 2% | 1 3% | - - | - - | - - | - - | - - | 9 18% | 4 2% | 5 2% | 2 2% | 1 2% | 3 2% | 2 2% | 5 3% | 4 3% | - - | 3 3% | 3 3% | 1 2% | 2 4% |
| SAN ANGELO | 3 1% | 3 1% | - - | 3 1% | - - | - - | - - | - - | - - | - - | 3 6% | - - | 3 1% | - - | - - | - - | 3 3% | - - | 3 2% | - - | - - | - - | - - | 3 5% |
| SAN ANTONIO | 46 12% | 30 13% | 9 10% | 40 12% | 2 6% | - - | - - | - - | - - | 46 36% | - - | 23 12% | 23 11% | 13 11% | 8 13% | 10 9% | 15 15% | 20 10% | 18 15% | 6 9% | 8 8% | 12 12% | 11 19% | 8 12% |
| SHERMAN-ADA | 1 - | - - | 1 1% | 1 - | - - | - - | 1 1% | - - | - - | - - | - - | - - | 1 - | - - | - - | - - | 1 1% | 1 - | - - | - - | - - | 1 1% | - - | - - |
| SHREVEPORT | 13 3% | 7 3% | 6 6% | 12 4% | - - | - - | - - | 13 25% | - - | - - | - - | 4 2% | 9 4% | 4 3% | 1 1% | 5 4% | 3 3% | 9 4% | - - | 3 5% | 3 3% | 6 6% | - - | - - |
| TYLER-LONGVIEW | 15 4% | 10 4% | 2 3% | 12 4% | 2 4% | - - | - - | 15 29% | - - | - - | - - | 9 5% | 6 3% | 6 5% | 1 2% | 6 5% | 2 2% | 4 2% | 4 3% | 7 10% | 3 3% | 1 1% | 4 6% | - - |
| VICTORIA | 2 - | 2 1% | - - | 2 1% | - - | - - | - - | - - | - - | 2 2% | - - | 2 1% | - - | - - | - - | 2 2% | - - | - - | 2 2% | - - | - - | - - | 2 3% | - - |
| WACO-TEMPLE-BRYAN | 10 3% | 7 3% | 3 3% | 9 3% | 1 2% | 10 24% | - - | - - | - - | - - | - - | 2 1% | 8 4% | 2 1% | - - | 4 3% | 5 5% | 8 4% | - - | 2 3% | 2 2% | 6 6% | - - | - - |

PUBLIC OPINION STRATEGIES

Continued

Table 72-1
DMA.

BANNER 1

| TOTAL | PARTY | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|----------------------|-------------|-------------|--------------|--------|--------------|------------------------|------|--------------|---------------|-----|--------|---------|-------|-------|---------|-------|---------------|----------|--------------|------------------|----------------------|------------------------|---|
| | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN- TRAL | DFW- METRO- PLEX | EAST | HOUS- TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP- ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP- ANIC MEN | HISP- ANIC WOMEN | |
| WICHITA FALLS-LAWTON | 5 1% | 5 2% | - 2% | - | - | 5 7% | - | - | - | - | - | 5 2% | - | - | 5 4% | - | 5 2% | - | - | - | 5 5% | - | - |

Table 72-2
DMA.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|----------------------|-------------|----------|-----------|------------|-----------------|-----------|-----------|------------|------------|-----------|----------|-----------|-----------|----------|--------------|-----------|------------|-----------|-----------|-----------|------------|-----------|-----------|
| | TOTAL | VERY | SMWT | TOTAL | MOD/ | LIB | LIB | MOD/ | MOD/ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | BASE | BASE | SOFT | SOFT | BASE | BASE | SOFT | SOFT |
| | | LIB | LIB | LIB | CONS | MEN | WOMEN | CONS | CONS | | | | | | | DEM | DEM | DEM | DEM | DEM | DEM | DEM | DEM |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| ABILENE-SWEETWATER | 6 2% | - - | 5 6% | 5 4% | 1 1% | 2 3% | 3 5% | - - | 1 1% | 2 2% | - - | - - | - - | 3 8% | 1 1% | - - | 3 2% | 2 4% | 1 3% | 1 2% | 1 1% | 3 6% | - - |
| AMARILLO | 4 1% | - - | - - | - - | 4 1% | - - | - - | 4 3% | - - | 2 3% | - - | 2 2% | - - | - - | - - | 2 2% | - - | - - | - - | 2 2% | - - | - - | - - |
| AUSTIN | 32 8% | 8 24% | 5 7% | 13 12% | 18 6% | 10 20% | 3 6% | 12 9% | 6 4% | 8 10% | 3 13% | 11 13% | 1 3% | 1 2% | 8 6% | 10 11% | 4 3% | 8 20% | 2 5% | 5 5% | 9 7% | 7 14% | 4 9% |
| BEAUMONT-PORT ARTHUR | 23 6% | - - | 2 3% | 2 2% | 21 7% | - - | 2 4% | 12 9% | 9 6% | 1 1% | 2 6% | 10 11% | - - | 5 14% | 6 4% | 4 4% | 6 4% | 4 10% | 2 5% | 6 7% | 4 3% | - - | 6 16% |
| CORPUS CHRISTI | 27 7% | 5 14% | 3 4% | 8 7% | 18 6% | 3 7% | 4 8% | 6 4% | 12 8% | 3 4% | - - | 6 7% | 4 10% | 3 9% | 10 8% | 7 8% | 10 7% | - - | 3 6% | 6 6% | 12 8% | 2 3% | 1 3% |
| DALLAS-FT. WORTH | 66 16% | 1 2% | 14 20% | 15 14% | 51 18% | 4 9% | 11 19% | 20 15% | 31 21% | 10 13% | 3 12% | 11 13% | 8 18% | 8 22% | 27 20% | 13 13% | 28 20% | 3 7% | 10 22% | 14 16% | 26 18% | 5 11% | 8 21% |
| EL PASO | 20 5% | 2 5% | 9 13% | 11 10% | 8 3% | 5 10% | 6 11% | 4 3% | 4 3% | 6 8% | 1 3% | 3 3% | 3 6% | 2 5% | 6 5% | 6 6% | 7 5% | 3 7% | 4 8% | 5 6% | 7 5% | 5 9% | 2 5% |
| HARLINGEN-WESLACO | 36 9% | 5 16% | 5 7% | 10 9% | 26 9% | 5 11% | 5 8% | 13 10% | 13 9% | 7 9% | 1 4% | 10 12% | 7 16% | - - | 11 8% | 8 8% | 10 7% | 3 6% | 7 15% | 5 5% | 13 9% | 6 12% | 4 9% |
| HOUSTON | 59 15% | 5 16% | 8 11% | 13 12% | 46 16% | 5 10% | 8 14% | 25 18% | 21 14% | 13 17% | 4 16% | 13 15% | 9 21% | 6 18% | 14 10% | 15 16% | 22 15% | 7 16% | 3 6% | 17 19% | 19 14% | 7 15% | 2 6% |
| LAREDO | 16 4% | 1 4% | 2 3% | 3 3% | 13 4% | 3 7% | - - | 7 5% | 5 3% | 6 8% | 5 18% | - - | 3 6% | 3 7% | - - | 4 4% | 3 2% | 3 8% | 3 6% | 7 7% | - - | 6 12% | - - |
| LUBBOCK | 7 2% | 1 4% | - - | 1 1% | 6 2% | - - | 1 2% | 3 2% | 3 2% | 1 2% | - - | 1 1% | - - | 1 3% | 3 2% | 1 1% | 3 2% | - - | - - | 3 3% | 2 2% | - - | - - |
| ODESSA-MIDLAND | 9 2% | - - | 1 2% | 1 1% | 8 3% | 1 3% | - - | 3 2% | 5 3% | 1 2% | 1 5% | 1 2% | 1 3% | - - | 4 3% | 1 1% | 5 4% | - - | - - | 1 1% | 5 4% | - - | - - |
| SAN ANGELO | 3 1% | - - | 3 4% | 3 3% | - - | - - | 3 5% | - - | - - | - - | - - | - - | - - | - - | 3 2% | - - | 3 2% | - - | - - | - - | 3 2% | - - | - - |
| SAN ANTONIO | 46 12% | 3 9% | 9 13% | 12 12% | 32 11% | 8 17% | 4 7% | 14 10% | 18 12% | 8 11% | 5 18% | 9 11% | 5 11% | 3 9% | 16 12% | 12 12% | 19 13% | 5 13% | 4 8% | 11 12% | 19 14% | 5 11% | 4 9% |
| SHERMAN-ADA | 1 - | - 1% | - - | 1 1% | - - | - - | 1 1% | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| SHREVEPORT | 13 3% | - - | 1 1% | 1 1% | 12 4% | 1 2% | - - | 3 2% | 9 6% | 3 4% | 1 3% | - - | 1 2% | - - | 8 6% | 2 2% | 4 3% | 2 4% | 4 9% | 2 3% | 4 3% | 2 3% | 4 10% |
| TYLER-LONGVIEW | 15 4% | 1 4% | 1 2% | 3 3% | 12 4% | - - | 3 5% | 9 7% | 3 2% | 6 8% | 1 2% | 3 3% | - - | - 1% | 5 4% | 7 7% | 3 2% | 1 1% | 2 4% | 5 6% | 5 3% | - - | 2 6% |
| VICTORIA | 2 - | - - | - - | - - | 2 1% | - - | - - | 2 1% | - - | - - | - - | - - | 2 2% | - - | - - | 2 2% | - - | - - | - - | - - | 2 1% | - - | - - |
| WACO-TEMPLE-BRYAN | 10 3% | - - | 3 5% | 3 3% | 6 2% | 1 2% | 3 5% | 1 1% | 5 3% | - - | - - | 2 2% | 2 4% | - - | 6 5% | 1 1% | 6 4% | 1 2% | 2 4% | 1 1% | 6 4% | 1 2% | 2 4% |

PUBLIC OPINION STRATEGIES

Continued

Table 72-2
DMA.

BANNER 2

| TOTAL | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|---------|----------|----------|-----------|----------|-----------------|-----------|--------------|----------------|------------|-----------|---------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|---|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| 5 1% | - | - | - | 5 2% | - | - | - | 5 3% | - | - | - | - | - | - | 5 4% | - | 5 4% | - | - | - | 5 4% | - | - |

Table 72-3
DMA.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|----------------------|-------------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|------------|-----------|-------------------|-----------|------------|----------------|-----------|------------------|---------------|----------------------|-----------|-----------|---------------|------------|-----------|-----------|
| | TOTAL | HS OR | SOME | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 116 29% | 86 22% | 193 48% | 86 22% | 102 25% | 116 29% | 91 23% | 132 33% | 132 33% | 97 24% | 194 49% | 84 21% | 113 28% | 360 90% | 40 10% | 162 40% | 224 56% | 111 28% | 70 17% | 65 16% | 81 20% | 78 19% | 60 15% | |
| ABILENE-SWEETWATER | 6 2% | 1 1% | 2 2% | 3 2% | 2 2% | - | 1 1% | 3 3% | - | 3 2% | 3 3% | 3 2% | 2 2% | 1 1% | 6 2% | - | 3 2% | 3 1% | 2 1% | - | - | - | 3 4% | 1 2% | - |
| AMARILLO | 4 1% | - | 2 2% | 2 1% | 2 2% | 2 2% | - | - | - | 4 3% | - | 2 1% | - | 2 2% | 4 1% | - | - | 4 2% | - | - | - | - | 2 3% | - | |
| AUSTIN | 32 8% | 10 9% | 8 9% | 14 7% | 13 16% | 8 8% | 5 4% | 5 6% | 5 4% | 14 11% | 10 10% | 9 5% | 8 9% | 14 12% | 31 9% | 1 2% | 7 4% | 25 11% | 9 9% | 8 11% | 5 8% | 4 5% | 11 14% | 3 5% | |
| BEAUMONT-PORT ARTHUR | 23 6% | 3 3% | 6 7% | 14 7% | 4 4% | 8 8% | 5 4% | 6 7% | 6 5% | 11 9% | 2 2% | 16 8% | 2 3% | 4 4% | 21 6% | 2 5% | 12 7% | 10 5% | 6 5% | 5 7% | 2 3% | - | 8 10% | 6 9% | |
| CORPUS CHRISTI | 27 7% | 5 4% | 12 14% | 9 5% | 6 7% | 3 3% | 11 9% | 6 6% | 9 7% | 9 7% | 7 7% | 14 7% | 4 5% | 7 6% | 27 8% | - | 12 7% | 12 6% | 9 8% | 5 7% | 4 6% | 6 8% | 3 3% | 9 14% | |
| DALLAS-FT. WORTH | 66 16% | 18 16% | 14 16% | 31 16% | 8 9% | 16 16% | 24 21% | 15 16% | 17 13% | 20 15% | 19 19% | 28 15% | 14 17% | 20 17% | 56 15% | 10 26% | 26 16% | 40 18% | 21 19% | 7 11% | 14 22% | 13 16% | 11 14% | 7 12% | |
| EL PASO | 20 5% | 3 2% | 4 5% | 14 7% | 5 6% | 5 5% | 2 1% | 9 10% | 6 5% | 4 3% | 8 8% | 5 3% | 7 8% | 7 6% | 19 5% | 1 2% | 5 3% | 9 4% | 5 5% | 3 4% | 3 5% | 4 5% | 3 3% | 3 4% | |
| HARLINGEN-WESLACO | 36 9% | 11 9% | 6 7% | 19 10% | 6 7% | 12 12% | 11 9% | 7 7% | 15 12% | 13 10% | 3 3% | 23 12% | 3 3% | 11 9% | 32 9% | 4 9% | 20 12% | 16 7% | 5 4% | 10 14% | 7 11% | 7 9% | 7 9% | 4 7% | |
| HOUSTON | 59 15% | 14 12% | 8 9% | 37 19% | 10 11% | 20 20% | 12 10% | 17 19% | 19 14% | 18 14% | 20 21% | 28 13% | 15 18% | 17 15% | 50 14% | 9 24% | 26 16% | 31 14% | 18 17% | 12 18% | 14 14% | 9 7% | 6 20% | 15 20% | 12 20% |
| LAREDO | 16 4% | 10 9% | 1 2% | 5 2% | 6 7% | 5 4% | 5 4% | - | 3 2% | 7 5% | 7 7% | 9 5% | 1 2% | 5 5% | 15 4% | 1 3% | 6 4% | 10 4% | 1 1% | 6 9% | 2 3% | 4 5% | 4 5% | - | |
| LUBBOCK | 7 2% | 3 3% | - | 4 2% | - | 3 2% | 3 3% | 1 1% | 3 3% | - | 3 3% | 5 2% | 1 1% | 1 1% | 6 2% | 1 3% | 1 1% | 5 2% | 1 1% | 1 2% | 2 4% | 2 3% | - | 2 4% | |
| ODESSA-MIDLAND | 9 2% | 4 3% | 2 3% | 3 1% | 3 3% | 1 1% | 4 3% | 1 1% | 5 4% | 4 3% | - | 5 3% | 1 2% | 3 2% | 7 2% | 2 6% | 4 2% | 5 2% | - | 5 7% | - | - | 1 1% | 3 4% | |
| SAN ANGELO | 3 1% | 3 3% | - | - | - | - | 3 3% | - | 3 2% | - | - | - | 3 4% | - | 3 1% | - | 3 2% | - | - | - | - | - | 3 4% | - | |
| SAN ANTONIO | 46 12% | 13 11% | 10 11% | 24 12% | 10 11% | 13 13% | 12 11% | 11 12% | 16 12% | 12 9% | 14 14% | 19 10% | 12 14% | 15 13% | 42 12% | 4 10% | 19 12% | 26 12% | 18 16% | 5 7% | 9 14% | 20 25% | 5 6% | 4 7% | |
| SHERMAN-ADA | 1 - | - | - | - | - | - | 1 1% | - | - | 1 1% | - | - | - | 1 1% | 1 - | - | 1 - | - | 1 1% | - | - | - | - | 1 1% | |
| SHREVEPORT | 13 3% | 7 6% | 1 1% | 5 3% | 3 4% | 1 1% | 5 4% | 4 5% | 4 3% | 5 3% | - | 4 2% | 5 6% | 5 4% | 13 4% | - | 1 1% | 12 5% | 2 2% | 1 1% | 1 1% | 2 3% | 2 3% | 3 6% | |
| TYLER-LONGVIEW | 15 4% | 6 5% | 3 4% | 6 3% | 6 7% | 3 3% | 3 3% | 2 2% | 8 6% | 5 4% | 1 1% | 14 7% | 1 1% | - | 11 3% | 4 10% | 6 3% | 9 4% | 3 3% | 2 3% | 4 6% | - | 1 2% | 2 3% | |
| VICTORIA | 2 - | 2 2% | - | - | 2 2% | - | - | - | 2 2% | - | - | - | 2 2% | - | 2 1% | - | - | 2 1% | - | - | - | 2 3% | - | - | |

Continued

Table 72-3
DMA.

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|----------------------|-----------|---------|---------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|---------|---------|----------------|----------|------------------|--------------|----------------------|---------|----|---------------|------------|----|---------|
| | TOTAL | HS OR | SOME | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CERTAIN | 50/50 | TOTAL VOTE EARLY | ELECTION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | COLL+ |
| WACO-TEMPLE-BRYAN | 10 3% | 3 2% | 3 3% | 5 2% | 1 1% | 1 1% | 4 4% | 4 4% | 4 3% | 4 3% | 2 2% | 6 3% | 3 3% | 1 1% | 10 3% | - | 6 3% | 4 2% | 6 5% | - | - | 3 3% | - | 3 4% |
| WICHITA FALLS-LAWTON | 5 1% | - | 5 6% | - | - | - | 5 4% | - | 5 4% | - | - | 5 3% | - | - | 5 1% | - | 5 3% | - | 5 5% | - | - | 5 6% | - | - |

Table 72-4
DMA.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|----------------------|-----------------|-----------|-------------|---------|------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|----------------|--------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTY/RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN-TON | PROB/LEAN CLIN-TON | UND |
| | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| ABILENE-SWEETWATER | 6 | 1 | 5 | 5 | - | 2 | 6 | - | 3 | 3 | 3 | 3 | - | - | 6 | 5 | - |
| | 2% | 3% | 1% | 2% | - | 1% | 2% | - | 2% | 1% | 3% | 1% | - | - | 3% | 8% | - |
| AMARILLO | 4 | 2 | 2 | 2 | - | - | 2 | 2 | 2 | 2 | 2 | - | - | - | 4 | 2 | - |
| | 1% | 5% | 1% | 1% | - | - | 1% | 2% | 2% | 1% | 2% | - | - | - | 2% | 4% | - |
| AUSTIN | 32 | 2 | 30 | 25 | 9 | 6 | 17 | 14 | 8 | 27 | 5 | 14 | 6 | 20 | 9 | 1 | 3 |
| | 8% | 5% | 9% | 8% | 8% | 6% | 6% | 15% | 7% | 9% | 6% | 7% | 12% | 12% | 5% | 1% | 10% |
| BEAUMONT-PORT ARTHUR | 23 | 3 | 19 | 16 | 6 | 6 | 16 | 7 | 7 | 15 | 7 | 11 | 2 | 11 | 10 | 1 | 1 |
| | 6% | 7% | 6% | 5% | 6% | 5% | 5% | 8% | 5% | 5% | 7% | 5% | 5% | 7% | 5% | 1% | 2% |
| CORPUS CHRISTI | 27 | 2 | 25 | 20 | 10 | 5 | 24 | 3 | 6 | 14 | 12 | 12 | 5 | 8 | 17 | 3 | - |
| | 7% | 4% | 7% | 7% | 9% | 4% | 8% | 4% | 5% | 5% | 12% | 6% | 10% | 5% | 9% | 5% | - |
| DALLAS-FT. WORTH | 66 | 5 | 56 | 48 | 10 | 24 | 54 | 11 | 26 | 52 | 12 | 43 | 7 | 29 | 30 | 14 | 7 |
| | 16% | 12% | 16% | 16% | 9% | 22% | 18% | 12% | 21% | 18% | 13% | 21% | 15% | 18% | 15% | 26% | 20% |
| EL PASO | 20 | 3 | 16 | 15 | 4 | 5 | 17 | 3 | 10 | 16 | 4 | 14 | 4 | 6 | 12 | 1 | 2 |
| | 5% | 7% | 5% | 5% | 3% | 4% | 6% | 3% | 8% | 6% | 4% | 7% | 8% | 3% | 6% | 1% | 6% |
| HARLINGEN-WESLACO | 36 | 7 | 27 | 22 | 17 | 6 | 26 | 10 | 9 | 20 | 12 | 12 | - | 9 | 24 | 8 | 3 |
| | 9% | 17% | 8% | 8% | 16% | 5% | 9% | 10% | 7% | 7% | 12% | 6% | - | 6% | 12% | 15% | 8% |
| HOUSTON | 59 | 5 | 53 | 44 | 19 | 20 | 42 | 14 | 17 | 46 | 10 | 33 | 5 | 29 | 26 | 7 | 2 |
| | 15% | 13% | 16% | 15% | 18% | 18% | 14% | 15% | 14% | 16% | 10% | 16% | 10% | 18% | 13% | 12% | 7% |
| LAREDO | 16 | - | 16 | 13 | 7 | 3 | 12 | 4 | 1 | 8 | 7 | 6 | 2 | 5 | 9 | - | 1 |
| | 4% | - | 5% | 4% | 7% | 2% | 4% | 4% | 1% | 3% | 7% | 3% | 4% | 3% | 5% | - | 4% |
| LUBBOCK | 7 | - | 7 | 5 | 2 | 2 | 3 | 4 | 3 | 5 | 2 | 2 | 1 | 2 | 3 | 3 | 1 |
| | 2% | - | 2% | 2% | 2% | 2% | 1% | 4% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 6% | 3% |
| ODESSA-MIDLAND | 9 | 3 | 5 | 5 | 1 | 4 | 5 | 4 | 5 | 6 | 1 | 3 | 3 | 5 | 4 | 3 | - |
| | 2% | 7% | 1% | 2% | 1% | 4% | 2% | 4% | 4% | 2% | 1% | 1% | 5% | 3% | 2% | 5% | - |
| SAN ANGELO | 3 | - | 3 | 3 | 3 | 3 | 3 | - | - | 3 | - | 3 | - | 3 | - | - | - |
| | 1% | - | 1% | 1% | 3% | 3% | 1% | - | - | 1% | - | 1% | - | 2% | - | - | - |
| SAN ANTONIO | 46 | 2 | 42 | 38 | 9 | 15 | 39 | 6 | 14 | 36 | 8 | 31 | 11 | 23 | 21 | 2 | 2 |
| | 12% | 5% | 12% | 13% | 9% | 14% | 13% | 6% | 12% | 13% | 8% | 15% | 23% | 14% | 11% | 3% | 6% |
| SHERMAN-ADA | 1 | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | - | - | - | 1 |
| | - | - | - | - | - | - | - | - | 1% | - | - | - | 1% | - | - | - | 2% |
| SHREVEPORT | 13 | - | 10 | 9 | 5 | 2 | 7 | 6 | 3 | 6 | 6 | 2 | 1 | 1 | 7 | 2 | 1 |
| | 3% | - | 3% | 3% | 4% | 2% | 2% | 6% | 3% | 2% | 6% | 1% | 2% | 1% | 4% | 4% | 2% |
| TYLER-LONGVIEW | 15 | 6 | 8 | 6 | 1 | 4 | 12 | 2 | 2 | 11 | 4 | 8 | 1 | 7 | 6 | 4 | 2 |
| | 4% | 14% | 2% | 2% | 1% | 4% | 4% | 2% | 2% | 4% | 4% | 4% | 2% | 5% | 3% | 7% | 5% |
| VICTORIA | 2 | - | 2 | 2 | 2 | - | 2 | - | 2 | - | - | - | - | 2 | - | - | - |
| | - | - | 1% | 1% | 2% | - | - | 2% | - | 1% | - | - | - | 1% | - | - | - |
| WACO-TEMPLE-BRYAN | 10 | 1 | 8 | 7 | - | 3 | 7 | 2 | 4 | 7 | 2 | 5 | 1 | 3 | 4 | 1 | 3 |
| | 3% | 2% | 2% | 3% | - | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 9% |

P U B L I C O P I N I O N S T R A T E G I E S

Continued

Table 72-4
DMA.

BANNER 4

| TOTAL | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|-------|-----------------|-------|------|-----------------------|---------------|-------|-------|-------------|-------|-------|------|---------------------|-------|-------|-------|-------|-----|
| | RIGHT | WRONG | WT | WT | SMWT | TOTAL | TOTAL | SMWT | TOTAL | TOTAL | FAV | PROB/ | TOTAL | TOTAL | CLIN- | CLIN- | UND |
| | DIR | TRACK | DEMS | CNTRY/ RT TEXAS | FAV | FAV | UNFAV | FAV | FAV | UNFAV | BOTH | LEAN OBAMA | OBAMA | TON | TON | | |
| 5 | - | 5 | 5 | - | - | 5 | - | - | 5 | - | 5 | - | - | - | - | - | 5 |
| 1% | - | 1% | 2% | - | - | 2% | - | - | 2% | - | 2% | - | - | - | - | - | 15% |

WICHITA FALLS-LAWTON

Table 72-5
DMA.

BANNER 5

| | REASON SUPPORT OBAMA | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|----------------------|----------------------|--------|-------------|------------------------|------------|--------|------------|-----------|-------------|--------------|------|----|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|-----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| ABILENE-SWEETWATER | 6 | - | - | - | 1 | - | 1 | - | 6 | 6 | 1 | - | 1 | - | - | 2 | 6 | - | 1 | 4 | - | 3 | 3 |
| AMARILLO | 4 | - | - | - | - | - | 2 | 2 | 2 | 2 | 2 | - | 2 | - | 2 | 4 | 4 | - | 2 | 4 | - | 2 | 2 |
| AUSTIN | 32 | 8 | 4 | 2 | 5 | 1 | 1 | 9 | 22 | 18 | 10 | 6 | 5 | 3 | 3 | 18 | 26 | 5 | 15 | 27 | 1 | 19 | 13 |
| BEAUMONT-PORT ARTHUR | 23 | 4 | 1 | 1 | 2 | 1 | 3 | 10 | 13 | 12 | 6 | 2 | 4 | 2 | 3 | 9 | 12 | 4 | 5 | 19 | 1 | 20 | 2 |
| CORPUS CHRISTI | 27 | 3 | 2 | - | 10 | 4 | - | 11 | 16 | 11 | 8 | 3 | 6 | 4 | 3 | 9 | 17 | 8 | 17 | 24 | 2 | 11 | 16 |
| DALLAS-FT. WORTH | 66 | 13 | 2 | 4 | 15 | 5 | 1 | 17 | 46 | 40 | 16 | 11 | 18 | 8 | 15 | 34 | 50 | 8 | 27 | 53 | 7 | 35 | 31 |
| EL PASO | 20 | 1 | 1 | 1 | 8 | 3 | - | 7 | 13 | 12 | 1 | 11 | 2 | 6 | 1 | 6 | 8 | 8 | 8 | 15 | 3 | 13 | 7 |
| HARLINGEN-WESLACO | 36 | 4 | 1 | - | 9 | 6 | 1 | 25 | 9 | 8 | 8 | 7 | 9 | 13 | 8 | 11 | 21 | 13 | 12 | 29 | 5 | 13 | 23 |
| HOUSTON | 59 | 19 | 4 | 3 | 11 | 2 | 1 | 24 | 33 | 26 | 15 | 10 | 11 | 11 | 12 | 19 | 38 | 11 | 22 | 47 | 6 | 28 | 31 |
| LAREDO | 16 | - | 2 | - | 3 | 1 | 1 | 7 | 9 | 7 | 3 | 5 | 1 | 6 | 1 | 10 | 15 | 1 | 4 | 12 | 1 | 7 | 9 |
| LUBBOCK | 7 | 2 | - | - | 1 | - | 1 | 2 | 5 | 3 | - | 3 | 1 | 1 | 1 | 2 | 5 | 1 | 2 | 5 | 1 | 2 | 5 |
| ODESSA-MIDLAND | 9 | - | - | - | 1 | - | - | 4 | 4 | 4 | 1 | 5 | - | 3 | 2 | 5 | 5 | 2 | 5 | 7 | - | 4 | 5 |
| SAN ANGELO | 3 | 3 | - | - | - | - | - | 3 | - | - | - | - | - | - | 3 | - | 3 | - | - | - | 3 | - | 3 |
| SAN ANTONIO | 46 | 6 | 4 | 6 | 8 | 3 | 1 | 13 | 31 | 29 | 10 | 11 | 7 | 15 | 3 | 24 | 32 | 9 | 17 | 38 | 5 | 25 | 21 |
| SHERMAN-ADA | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | 1 | - | - | 1 | 1 | - | - | - | 1 | - | 1 |
| SHREVEPORT | 13 | - | - | - | 1 | - | 2 | 5 | 4 | 4 | 2 | 1 | 3 | 4 | 1 | 1 | 9 | 2 | 5 | 12 | - | 6 | 7 |
| TYLER-LONGVIEW | 15 | 4 | - | - | - | 1 | 4 | 6 | 7 | 6 | 3 | 2 | 4 | 1 | 2 | 4 | 11 | 4 | 3 | 11 | 4 | 10 | 5 |
| VICTORIA | 2 | 2 | - | - | - | - | - | 2 | - | - | - | 2 | - | 2 | - | - | 2 | - | - | 2 | - | - | 2 |

PUBLIC OPINION STRATEGIES

Continued

Table 72-5
DMA.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | | | |
|----------------------|----------------------|--------|------------------------|-----------------|---------------|------------|-----------|--------------|------------------|------|---------------|-------------|-------------|------|----------|---------------------|-------------|----------|---------------------|-------------|-----|----|----|
| | TOTAL | CHANGE | SAYS WHAT | BEST BEL- IENCE | EXPER- CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO | |
| WACO-TEMPLE-BRYAN | 10 | 2 | - | - | 2 | 1 | - | - | 8 | 7 | 1 | 1 | 2 | - | 2 | 2 | 6 | 3 | 4 | 7 | 1 | 6 | 4 |
| | 3% | 3% | - | - | 2% | 3% | - | - | 4% | 4% | 1% | 1% | 2% | - | 3% | 1% | 2% | 3% | 3% | 2% | 2% | 3% | 2% |
| WICHITA FALLS-LAWTON | 5 | - | - | - | - | - | - | - | 5 | 5 | 5 | - | - | - | - | 5 | 5 | - | 5 | 5 | - | 5 | - |
| | 1% | - | - | - | - | - | - | - | 2% | 3% | 5% | - | - | - | - | 3% | 2% | - | 3% | 2% | - | 2% | - |

Table 72-6
DMA.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|----------------------|------------------|------------|-----------|------------|---------------------------|-----------|------------|-----------|-------------------|-----------|------------|-----------------------|--------------|--------------------|------------|
| | TOTAL | NET-NEWS | | NEWS-PAPER | NET-NEWS | | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB-URBAN | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | NEWS-PAPER | WORK NEWS | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| ABILENE-SWEETWATER | 6 2% | 5 3% | 1 1% | - - | 3 3% | 3 4% | - - | 5 8% | 1 1% | - - | - - | 4 4% | 2 1% | - - | 6 2% |
| AMARILLO | 4 1% | 2 1% | - - | - - | - - | - - | 2 3% | 2 4% | 2 1% | - - | - - | 2 2% | 2 1% | - - | 4 1% |
| AUSTIN | 32 8% | 9 6% | 1 1% | 9 12% | 4 4% | 11 14% | 5 6% | 3 5% | 4 2% | 2 11% | 24 16% | 9 7% | 23 9% | 12 12% | 18 7% |
| BEAUMONT-PORT ARTHUR | 23 6% | 14 10% | 3 3% | 2 3% | 11 11% | 3 4% | 4 5% | 1 3% | 22 12% | - - | - - | 6 5% | 16 6% | 13 12% | 7 3% |
| CORPUS CHRISTI | 27 7% | 6 4% | 4 4% | 12 15% | 1 1% | 10 12% | 6 8% | 4 8% | 23 13% | - - | - - | 8 6% | 18 7% | 6 6% | 18 7% |
| DALLAS-FT. WORTH | 66 16% | 15 11% | 18 18% | 21 25% | 13 12% | 20 24% | 10 13% | 5 9% | 11 6% | 5 28% | 45 30% | 27 22% | 39 14% | 17 16% | 46 17% |
| EL PASO | 20 5% | 11 8% | 5 5% | 2 2% | 5 4% | 3 3% | 3 3% | - - | - - | - - | 20 13% | 9 7% | 11 4% | 11 11% | 7 3% |
| HARLINGEN-WESLACO | 36 9% | 15 11% | 10 10% | 8 9% | 12 12% | 5 6% | 3 4% | 1 3% | 35 20% | - - | - - | 12 10% | 23 8% | 4 4% | 31 11% |
| HOUSTON | 59 15% | 18 13% | 17 17% | 9 11% | 14 13% | 9 10% | 12 16% | 5 9% | 9 5% | 11 60% | 34 22% | 18 14% | 41 15% | 8 8% | 46 17% |
| LAREDO | 16 4% | 9 6% | 1 1% | 1 2% | 4 4% | 1 2% | 3 4% | 1 2% | 15 9% | - - | - - | 8 6% | 8 3% | 4 4% | 12 4% |
| LUBBOCK | 7 2% | - - | 2 2% | 2 3% | 4 3% | - - | 1 1% | 3 6% | 4 2% | - - | - - | 1 1% | 6 2% | 2 2% | 5 2% |
| ODESSA-MIDLAND | 9 2% | 2 2% | 3 3% | - - | 3 3% | - - | 3 3% | 8 13% | 1 1% | - - | - - | 1 1% | 8 3% | 1 1% | 8 3% |
| SAN ANGELO | 3 1% | - - | 3 3% | - - | 3 3% | - - | - - | - - | 3 2% | - - | - - | 3 2% | - - | - - | 3 1% |
| SAN ANTONIO | 46 12% | 14 10% | 14 14% | 9 11% | 11 10% | 5 7% | 15 20% | 10 17% | 6 4% | - - | 30 19% | 9 7% | 37 14% | 16 16% | 26 10% |
| SHERMAN-ADA | 1 - | - - | - - | - - | - - | - - | - - | - - | 1 1% | - - | - - | - - | 1 - | - - | 1 - |
| SHREVEPORT | 13 3% | 5 4% | 6 6% | 1 2% | 7 7% | 2 3% | 2 3% | 1 2% | 12 7% | - - | - - | 1 1% | 12 5% | 2 2% | 11 4% |
| TYLER-LONGVIEW | 15 4% | 10 7% | 4 4% | 1 1% | 2 2% | 7 9% | 3 3% | 2 3% | 13 8% | - - | - - | 1 1% | 10 4% | 1 1% | 10 4% |
| VICTORIA | 2 - | 2 1% | - - | - - | 2 2% | - - | - - | - - | 2 1% | - - | - - | - - | 2 1% | - - | 2 1% |

PUBLIC OPINION STRATEGIES

Continued

Table 72-6
DMA.

BANNER 6

| | INFO ON POLITICS | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | | |
|----------------------|------------------|------------|---------------------------|-------------|-------------|-----------|------------------|---------|---------|--------|-----------------------|---------|--------------------|---------|---------|
| | NET- | | NET- | | NET- | | SMALL CITY/ SUB- | | NOT A | | CRE- | | | | |
| | TOTAL | CABLE NEWS | WORK NEWS | NEWS- PAPER | NEWS- PAPER | WORK NEWS | CABLE NEWS | RURAL | OTHER | URBAN | URBAN | VICTIM | VICTIM | UNION | BANK |
| WACO-TEMPLE-BRYAN | 10 3% | 3 2% | 2 2% | 4 5% | 2 2% | 3 3% | 5 6% | 5 8% | 5 3% | - - | - - | 4 3% | 6 2% | 4 4% | 6 2% |
| WICHITA FALLS-LAWTON | 5 1% | - - | 5 5% | - - | 5 5% | - - | - - | - - | 5 3% | - - | - - | - - | 5 2% | - - | 5 2% |

Table 73-1
Congressional District.

BANNER 1

| | PARTY | | | | REGION | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|-------------------|-------------|------------|-----------|------------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------------|-------------|---------------|-----------------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-S-TON | SOUTH WEST | | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN |
| BASE=TOTAL SAMPLE | 400 100% | 235 59% | 88 22% | 323 81% | 39 10% | 42 11% | 72 18% | 51 13% | 59 15% | 127 32% | 49 12% | 188 47% | 212 53% | 120 30% | 62 15% | 118 29% | 100 25% | 200 50% | 121 30% | 71 18% | 99 25% | 102 25% | 57 14% | 64 16% |
| 1 | 19 5% | 9 4% | 6 7% | 15 5% | 2 4% | - - | - - | 19 37% | - - | - - | - - | 9 5% | 10 5% | 8 6% | 2 3% | 7 6% | 2 2% | 6 3% | 4 3% | 8 11% | 3 3% | 3 3% | 4 6% | - - |
| 2 | 19 5% | 9 4% | 4 5% | 14 4% | 1 3% | - - | - - | 15 29% | 4 6% | - - | - - | 11 6% | 7 4% | - - | 6 10% | 8 7% | 4 4% | 8 4% | - - | 9 12% | 5 5% | 3 3% | - - | - - |
| 3 | 4 1% | 2 1% | 1 1% | 3 1% | 1 3% | - - | 4 6% | - - | - - | - - | - - | 1 - | 3 2% | 2 2% | 1 1% | 1 - | 1 1% | 4 2% | - - | - - | 1 1% | 3 3% | - - | - - |
| 4 | 11 3% | 8 3% | 3 3% | 10 3% | 1 2% | - - | 5 7% | 6 12% | - - | - - | - - | 5 2% | 6 3% | 4 3% | 2 3% | 2 2% | 3 3% | 11 6% | - - | - - | 5 5% | 6 6% | - - | - - |
| 5 | 4 1% | 3 1% | 2 2% | 4 1% | - - | - - | 2 3% | 2 4% | - - | - - | - - | 3 1% | 2 1% | 1 - | - - | 2 2% | 2 2% | 3 2% | - - | 1 2% | 1 1% | 2 2% | - - | - - |
| 6 | 9 2% | 6 3% | 1 1% | 8 2% | - - | 1 2% | 6 8% | 1 3% | 1 1% | - - | - - | 4 2% | 5 2% | 1 1% | - - | 4 3% | 3 3% | 5 3% | - - | 4 5% | 3 3% | 2 2% | - - | - - |
| 7 | 11 3% | 4 2% | 3 3% | 7 2% | 2 5% | 3 8% | - - | - - | 8 13% | - - | - - | 6 3% | 5 2% | 5 4% | 1 2% | 3 2% | 3 3% | 9 5% | - - | 2 3% | 5 5% | 5 5% | - - | - - |
| 8 | 13 3% | 4 2% | 5 5% | 9 3% | 3 7% | - - | - - | 8 16% | 5 9% | - - | - - | 6 3% | 8 4% | 5 4% | 1 1% | 6 5% | 1 1% | 13 7% | - - | - - | 6 6% | 8 8% | - - | - - |
| 9 | 11 3% | 8 3% | 2 2% | 9 3% | 2 5% | - - | - - | - - | 11 19% | - - | - - | 5 3% | 6 3% | 2 2% | 1 2% | 3 2% | 6 6% | 2 1% | - - | 9 12% | 1 1% | 1 1% | - - | - - |
| 10 | 8 2% | 7 3% | 1 1% | 7 2% | 1 2% | 5 11% | - - | - - | 3 6% | - - | - - | 3 2% | 5 2% | 1 1% | 2 3% | 3 2% | 2 2% | 4 2% | - - | 4 5% | 1 1% | 3 3% | - - | - - |
| 11 | 12 3% | 12 5% | - - | 12 4% | 1 2% | 2 5% | 1 1% | - - | - - | - - | 10 20% | 2 1% | 10 5% | 1 1% | - - | 4 4% | 7 7% | 8 4% | 4 3% | - - | 2 2% | 6 6% | - - | 4 7% |
| 12 | 14 3% | 7 3% | 5 6% | 12 4% | 2 5% | - - | 14 19% | - - | - - | - - | - - | 2 1% | 12 6% | 2 2% | 1 1% | 6 5% | 5 3% | 6 3% | 6 5% | 2 2% | 1 1% | 5 5% | - - | 6 9% |
| 13 | 12 3% | 8 4% | - - | 8 3% | 1 3% | - - | 5 7% | - - | - - | - - | 7 13% | 4 2% | 8 4% | 2 2% | 1 2% | 7 6% | 1 1% | 12 6% | - - | - - | 4 4% | 8 7% | - - | - - |
| 14 | 12 3% | 6 3% | 2 2% | 8 2% | - - | - - | - - | 10 16% | 2 2% | - - | - - | 8 4% | 3 2% | 7 6% | 1 1% | 3 2% | 2 2% | 5 2% | 7 6% | - - | 4 4% | 1 1% | 5 8% | 2 4% |
| 15 | 26 6% | 13 6% | 5 5% | 18 6% | 5 12% | - - | - - | - - | - - | 26 20% | - - | 10 5% | 16 7% | 13 11% | 1 2% | 7 6% | 5 5% | 8 4% | 16 13% | - - | 4 4% | 4 4% | 6 11% | 10 16% |
| 16 | 20 5% | 13 5% | 6 7% | 19 6% | 1 3% | - - | - - | - - | - - | - - | 20 41% | 10 5% | 10 5% | 8 7% | 3 4% | 6 5% | 3 3% | 6 3% | 10 8% | 4 6% | 4 4% | 2 2% | 5 9% | 4 7% |
| 17 | 8 2% | 5 2% | 2 2% | 7 2% | 1 2% | 4 9% | 4 6% | - - | - - | - - | - - | 2 1% | 6 3% | 2 2% | 1 1% | 2 1% | 4 4% | 6 3% | - - | 2 3% | 2 2% | 4 4% | - - | - - |
| 18 | 8 2% | 7 3% | - - | 7 2% | 1 2% | - - | - - | - - | 8 13% | - - | - - | 4 2% | 3 2% | 4 3% | 2 4% | 1 - | 1 1% | 3 1% | 5 4% | - - | 2 2% | 1 1% | 3 4% | 2 4% |
| 19 | 9 2% | 5 2% | 3 3% | 8 2% | 1 3% | - - | - - | - - | - - | - - | 9 18% | 4 2% | 5 2% | 3 2% | 3 4% | 1 1% | 2 2% | 8 4% | 1 1% | - - | 4 4% | 4 4% | - - | 1 2% |

PUBLIC OPINION STRATEGIES

Continued

Table 73-1
Congressional District.

BANNER 1

| | PARTY | | | | REGION | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|-----|----------|----------|-----------|-----------|---------|-----------|----------------|------|-----------|-----------|---------|-----------|----------|-----------|----------|---------|-----------|-----------|-----------|-----------|------------------|---------------|-----------------|----------|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| 20 | 6 2% | 3 1% | 1 1% | 4 1% | 1 2% | - | - | - | - | 6 5% | - | 5 3% | 1 - | 4 3% | 1 1% | - | 1 1% | 4 3% | 1 2% | 1 1% | - | 3 5% | 1 1% | |
| 21 | 20 5% | 12 5% | 5 6% | 17 5% | 2 5% | 5 13% | - | - | - | 14 11% | - | 11 6% | 9 4% | 3 3% | 4 7% | 6 5% | 7 7% | 8 4% | 5 4% | 7 10% | 4 4% | 4 4% | 3 5% | 2 4% |
| 22 | 8 2% | 5 2% | 2 3% | 8 2% | - | - | - | - | 8 13% | - | - | 3 2% | 5 2% | 1 1% | 4 6% | 3 3% | - | 4 2% | 2 2% | 2 3% | 3 3% | 1 1% | - | 2 4% |
| 23 | 18 5% | 10 4% | 3 3% | 13 4% | 1 3% | - | - | - | - | 14 11% | 4 8% | 9 5% | 9 4% | 3 2% | 5 8% | 3 2% | 7 7% | 8 4% | 9 8% | - | 4 4% | 4 4% | 6 10% | 4 6% |
| 24 | 6 1% | 5 2% | 1 1% | 6 2% | - | - | 6 8% | - | - | - | - | 1 - | 5 2% | 1 1% | 1 2% | 4 3% | - | 2 1% | 3 3% | 1 1% | 1 1% | 1 1% | - | 3 5% |
| 25 | 22 5% | 7 3% | 10 11% | 17 5% | 2 6% | 19 45% | - | - | - | 3 2% | - | 16 8% | 6 3% | 9 7% | 3 4% | 5 4% | 6 6% | 12 6% | 8 6% | 2 3% | 8 8% | 4 4% | 5 9% | 2 4% |
| 26 | 6 1% | 3 1% | 1 1% | 4 1% | - | - | 6 8% | - | - | - | - | 2 1% | 4 2% | 2 2% | 1 1% | 2 2% | 1 1% | 4 2% | - | 2 2% | 1 1% | 3 3% | - | - |
| 27 | 30 8% | 18 8% | 5 6% | 24 7% | 2 4% | - | - | - | - | 30 24% | - | 13 7% | 17 8% | 7 6% | 3 5% | 8 7% | 12 12% | 16 8% | 11 9% | 2 2% | 9 9% | 6 6% | 4 7% | 7 11% |
| 28 | 31 8% | 18 8% | 8 9% | 26 8% | 3 9% | - | - | - | - | 31 24% | - | 18 10% | 13 6% | 13 11% | 7 12% | 7 6% | 3 3% | 8 4% | 21 17% | 2 3% | 4 5% | 3 3% | 12 20% | 9 15% |
| 29 | 2 1% | 2 1% | - | 2 1% | - | - | - | - | 2 4% | - | - | 2 1% | - | - | - | 2 2% | - | 2 2% | - | - | - | - | - | 2 3% |
| 30 | 15 4% | 12 5% | 1 1% | 13 4% | 2 4% | - | 15 20% | - | - | - | - | 7 4% | 8 4% | 4 3% | 4 6% | 4 4% | 2 2% | 2 1% | 3 3% | 9 12% | 2 2% | 1 1% | 3 6% | - |
| 31 | 4 1% | 2 1% | - | 2 1% | 1 3% | 3 7% | 1 2% | - | - | - | - | 1 1% | 3 1% | 1 1% | - | 2 1% | 1 1% | 4 2% | - | - | 1 1% | 3 3% | - | - |
| 32 | 3 1% | 1 - | 1 1% | 2 1% | 1 2% | - | 3 4% | - | - | - | - | 2 1% | 1 - | 1 - | 1 2% | 1 1% | 1 1% | 3 2% | - | - | 2 2% | 1 1% | - | - |
| N/A | 1 - | - | - | - | - | - | 1 1% | - | - | - | - | 1 - | - | 1 1% | - | - | - | 1 - | - | - | 1 1% | - | - | - |

Table 73-2
Congressional District.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | | |
|-------------------|-------------|----------|-----------|------------|-----------------|-----------|--------------|----------------|------------|-----------|----------|-------------|-------------|--------------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| 1 | 19 5% | - - | 1 2% | 1 1% | 17 6% | - - | 1 2% | 9 6% | 8 6% | 7 9% | 1 5% | 1 1% | 1 2% | - 1% | 9 6% | 6 7% | 3 2% | 1 2% | 5 11% | 6 6% | 3 2% | 1 2% | 5 13% |
| 2 | 19 5% | - - | 1 2% | 1 1% | 17 6% | - - | 1 2% | 11 8% | 6 4% | - - | 2 8% | 9 11% | - - | 4 12% | 3 2% | 3 3% | 6 4% | 4 10% | - - | 5 5% | 4 3% | - - | 4 11% |
| 3 | 4 1% | - - | 1 2% | 1 1% | 3 1% | - - | 1 2% | 1 - | 2 1% | 1 1% | - - | - - | 1 3% | 1 2% | 2 1% | - - | 2 1% | - - | 1 2% | 1 1% | 1 - | 1 1% | 1 1% |
| 4 | 11 3% | - 1% | 2 3% | 3 3% | 8 3% | 1 3% | 1 2% | 3 2% | 5 3% | 3 4% | 1 5% | - - | 1 2% | 1 2% | 5 4% | 3 3% | 5 3% | 1 3% | 2 3% | 4 4% | 4 3% | 1 2% | 2 4% |
| 5 | 4 1% | - - | 1 1% | 1 1% | 4 1% | 1 1% | - - | 2 1% | 2 1% | - - | - - | 3 3% | 1 1% | - - | 1 1% | 1 1% | 1 1% | 1 3% | 1 1% | - - | 3 2% | 1 1% | 1 3% |
| 6 | 9 2% | 1 4% | 1 2% | 3 3% | 6 2% | 1 1% | 2 4% | 3 2% | 3 2% | - - | - - | 4 5% | 1 3% | - - | 4 3% | 2 2% | 4 3% | 1 1% | 1 1% | 1 1% | 6 4% | 1 1% | 1 1% |
| 7 | 11 3% | 1 2% | 3 5% | 4 4% | 6 2% | 2 4% | 2 3% | 4 3% | 2 1% | 3 4% | 1 2% | 3 3% | 1 3% | 1 2% | 3 2% | 2 3% | 2 1% | 1 4% | 1 3% | 2 3% | 2 1% | 1 2% | 2 5% |
| 8 | 13 3% | - - | 1 2% | 1 1% | 12 4% | - - | 1 3% | 6 4% | 6 4% | 2 3% | - - | 4 7% | 3 2% | 1 2% | 4 3% | 2 2% | 2 1% | 1 3% | 3 7% | 3 3% | 1 1% | 2 5% | 2 5% |
| 9 | 11 3% | 2 5% | - - | 2 2% | 9 3% | 2 4% | - - | 3 2% | 6 4% | - - | 1 2% | 4 5% | 2 4% | 1 2% | 4 3% | 2 3% | 5 4% | 1 1% | 1 2% | 2 2% | 6 4% | 1 2% | 1 1% |
| 10 | 8 2% | 1 4% | 2 3% | 3 3% | 4 1% | 1 2% | 2 4% | 3 2% | 2 1% | 1 1% | 1 2% | 2 2% | 1 1% | 1 4% | 3 2% | 2 2% | 5 3% | 1 2% | - - | 2 2% | 5 3% | 1 2% | - - |
| 11 | 12 3% | - - | 4 5% | 4 3% | 9 3% | - - | 4 6% | 2 2% | 7 4% | - - | - - | 2 3% | 1 3% | - - | 9 7% | 2 2% | 10 7% | - - | - - | 1 1% | 11 7% | - - | - - |
| 12 | 14 3% | 1 2% | 6 8% | 7 6% | 7 2% | 1 2% | 6 10% | 1 1% | 6 4% | 1 1% | - - | 1 2% | 2 4% | 1 2% | 10 7% | 1 1% | 6 4% | 1 1% | 5 10% | 1 1% | 6 4% | 1 2% | 4 10% |
| 13 | 12 3% | - - | 1 2% | 1 1% | 10 3% | - - | 1 3% | 4 3% | 6 4% | 2 3% | - - | 2 2% | - - | 1 4% | 6 5% | 2 2% | 6 5% | - - | - - | 3 4% | 5 4% | - - | - - |
| 14 | 12 3% | - - | 2 3% | 2 2% | 9 3% | - - | 2 4% | 8 6% | 1 1% | 4 5% | 1 2% | 4 4% | 3 7% | - - | 1 - | 6 6% | 1 - | 2 4% | - - | 3 3% | 4 3% | 2 4% | - - |
| 15 | 26 6% | 1 4% | 6 8% | 7 7% | 19 7% | 3 6% | 4 8% | 8 5% | 11 7% | 6 8% | 1 4% | 3 4% | 7 16% | - - | 9 7% | 4 4% | 10 7% | 1 3% | 3 7% | 6 6% | 8 5% | 3 7% | 1 3% |
| 16 | 20 5% | 2 5% | 9 13% | 11 10% | 8 3% | 5 10% | 6 11% | 4 3% | 4 3% | 6 8% | 1 3% | 3 3% | 3 6% | 2 5% | 6 5% | 6 6% | 7 5% | 3 7% | 4 8% | 5 6% | 7 5% | 5 9% | 2 5% |
| 17 | 8 2% | - - | 1 1% | 1 1% | 7 2% | - - | 1 2% | 2 1% | 5 3% | 1 2% | - - | 1 1% | 1 2% | 1 2% | 5 3% | 1 1% | 4 3% | - - | 2 4% | 1 1% | 4 3% | 1 1% | 1 4% |
| 18 | 8 2% | 3 9% | 1 2% | 4 4% | 4 1% | 1 2% | 3 5% | 3 2% | 1 - | 4 5% | - - | 1 1% | - - | 2 7% | 1 1% | 4 4% | 3 2% | - - | - - | 5 6% | 2 1% | - - | - - |
| 19 | 9 2% | 1 4% | 3 4% | 4 4% | 5 2% | 2 3% | 3 5% | 3 2% | 2 1% | 3 4% | - - | 1 1% | - - | 3 8% | 2 2% | 1 1% | 3 2% | 2 4% | 1 3% | 3 3% | 2 2% | 3 6% | - - |

PUBLIC OPINION STRATEGIES

Continued

Table 73-2
Congressional District.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|-----|----------|----------|-----------|-----------|-----------------|-----------|--------------|----------------|------------|-----------|----------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|---------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| 20 | 6 2% | 1 3% | 2 3% | 3 3% | 3 6% | - | 2 2% | 1 1% | 4 5% | 1 4% | - | - | - | 1 1% | 3 4% | - | - | 1 2% | 3 4% | - | - | 1 2% | |
| 21 | 20 5% | 1 2% | 3 4% | 3 3% | 16 6% | 3 7% | - | 8 6% | 9 6% | 2 3% | 3 12% | 6 7% | 1 2% | 1 3% | 7 5% | 5 5% | 7 5% | 4 10% | 1 2% | 2 3% | 10 7% | 4 7% | 2 4% |
| 22 | 8 2% | - | 1 1% | 1 1% | 7 2% | 1 1% | - | 2 2% | 5 3% | 1 2% | 1 5% | 1 1% | - | 2 7% | 2 2% | 1 1% | 5 3% | 2 6% | - | 3 3% | 2 2% | 2 4% | 1 2% |
| 23 | 18 5% | 2 5% | 4 6% | 6 6% | 11 4% | 5 11% | 1 2% | 3 2% | 8 5% | 1 2% | 3 10% | 5 7% | 2 4% | 2 6% | 5 4% | 3 4% | 7 5% | 2 5% | 1 2% | 3 3% | 7 5% | 1 2% | 2 5% |
| 24 | 6 1% | - | 1 1% | 1 1% | 5 2% | - | 1 1% | 1 - | 4 3% | 1 1% | - | - | - | 1 4% | 4 3% | - | 5 4% | 1 2% | - | 1 1% | 4 3% | 1 1% | - |
| 25 | 22 5% | 6 18% | 1 2% | 7 7% | 13 5% | 7 14% | 1 1% | 9 6% | 5 3% | 7 9% | 3 10% | 6 7% | 2 4% | - | 5 3% | 5 5% | 2 1% | 7 16% | 3 7% | 3 3% | 4 3% | 7 15% | 3 8% |
| 26 | 6 1% | - | - | - | 6 2% | - | - | 2 1% | 4 2% | 1 1% | - | 1 2% | 1 3% | 1 2% | 2 1% | 1 1% | 2 1% | - | 1 1% | 1 1% | 3 2% | 1 1% | - |
| 27 | 30 8% | 7 22% | 3 4% | 10 10% | 19 6% | 5 10% | 5 9% | 9 6% | 10 7% | 3 4% | - | 10 12% | 4 9% | 3 9% | 10 7% | 9 9% | 10 7% | 1 3% | 4 9% | 4 5% | 14 10% | 3 6% | 3 7% |
| 28 | 31 8% | 3 8% | 4 6% | 7 7% | 24 8% | 5 10% | 2 4% | 13 10% | 11 7% | 9 12% | 5 18% | 4 5% | 4 9% | 3 7% | 6 5% | 10 10% | 8 6% | 3 8% | 5 10% | 10 11% | 8 5% | 7 15% | 1 3% |
| 29 | 2 1% | - | - | - | 2 1% | - | - | - | 2 1% | - | - | - | - | - | 2 2% | - | 2 2% | - | - | - | 2 2% | - | - |
| 30 | 15 4% | - | 4 5% | 4 4% | 11 4% | 1 3% | 2 4% | 5 4% | 5 3% | 4 5% | 1 2% | 2 2% | - | 3 9% | 4 3% | 6 6% | 6 5% | - | 1 1% | 7 8% | 5 4% | - | 1 1% |
| 31 | 4 1% | - | 1 1% | 1 1% | 3 1% | - | 1 1% | 1 1% | 2 1% | 1 1% | - | 1 1% | 1 2% | - | 2 2% | 1 1% | 2 1% | - | - | 1 1% | 1 1% | - | - |
| 32 | 3 1% | - | - | - | 3 1% | - | - | 2 2% | 1 - | - | - | 1 5% | 1 1% | 1 1% | - | 1 1% | - | 1 2% | 1 1% | - | 1 1% | 1 1% | 2 2% |
| N/A | 1 - | - | - | - | 1 - | - | - | 1 - | - | 1 1% | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 73-3
Congressional District.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|-------------------|-----------|------------|-----------|------------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|----|
| | TOTAL | HS OR LESS | SOME COLL | SOME COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% | |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 | |
| 1 | 19 | 9 | 3 | 7 | 7 | 2 | 5 | 5 | 9 | 5 | 1 | 12 | 4 | 2 | 15 | 4 | 5 | 14 | 4 | 2 | 4 | - | 2 | 5 | |
| 2 | 5% | 8% | 4% | 3% | 9% | 2% | 4% | 5% | 7% | 4% | 1% | 6% | 5% | 1% | 4% | 10% | 3% | 6% | 3% | 5% | 2% | 5% | - | 7% | 9% |
| 2 | 19 | - | 3 | 15 | 1 | 10 | 3 | 5 | 1 | 13 | 2 | 14 | 1 | 3 | 17 | 1 | 10 | 7 | 5 | 1 | 3 | - | 7 | 5 | |
| 3 | 5% | - | 4% | 8% | 1% | 10% | 2% | 5% | 1% | 10% | 2% | 7% | 2% | 3% | 5% | 4% | 6% | 3% | 5% | 2% | 5% | - | 9% | 9% | |
| 3 | 4 | 1 | 1 | 2 | - | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 4 | - | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| 4 | 1% | 1% | 1% | 1% | - | 1% | 1% | 2% | 1% | - | 1% | 1% | 1% | 2% | 1% | - | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | |
| 4 | 11 | 7 | 2 | 2 | 3 | 2 | 6 | 1 | 5 | 4 | 1 | 4 | 3 | 5 | 10 | 1 | 2 | 9 | 3 | 1 | 2 | 3 | 2 | 1 | |
| 5 | 3% | 6% | 2% | 1% | 3% | 2% | 5% | 1% | 4% | 3% | 1% | 2% | 3% | 4% | 3% | 2% | 2% | 4% | 3% | 2% | 3% | 4% | 3% | 2% | |
| 5 | 4 | 1 | - | 4 | - | 2 | 1 | 1 | - | 2 | 2 | 1 | 1 | 2 | 4 | 1 | 2 | 2 | 1 | - | - | 1 | - | - | |
| 6 | 1% | 1% | - | 2% | - | 2% | 1% | 1% | - | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | - | - | 1% | - | - | |
| 6 | 9 | 1 | 1 | 7 | 1 | 2 | 1 | 4 | 1 | 5 | 3 | 6 | - | 3 | 8 | 1 | 2 | 7 | 5 | - | 1 | 2 | 1 | 1 | |
| 7 | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 5% | 1% | 4% | 3% | 3% | - | 2% | 2% | 2% | 1% | 3% | 4% | - | 1% | 3% | 2% | 1% | |
| 7 | 11 | 2 | 2 | 8 | 1 | 6 | 3 | 2 | 2 | 2 | 7 | 6 | 3 | 2 | 11 | - | 6 | 5 | 5 | 3 | 1 | 2 | 2 | 2 | |
| 8 | 3% | 1% | 2% | 4% | 1% | 5% | 2% | 2% | 2% | 2% | 7% | 3% | 3% | 2% | 3% | - | 4% | 2% | 4% | 4% | 1% | 3% | 3% | 3% | |
| 8 | 13 | 5 | 4 | 4 | 4 | 1 | 5 | 3 | 7 | 2 | 3 | 6 | 4 | 3 | 12 | 1 | 5 | 9 | 3 | 4 | 2 | 1 | 1 | 2 | |
| 9 | 3% | 5% | 5% | 2% | 5% | 1% | 4% | 3% | 6% | 2% | 3% | 3% | 5% | 3% | 3% | 3% | 4% | 2% | 6% | 3% | 2% | 1% | 2% | 3% | |
| 9 | 11 | 2 | 2 | 7 | 4 | 1 | 1 | 6 | 6 | 3 | 2 | 7 | 1 | 3 | 7 | 4 | 5 | 7 | 7 | 1 | 2 | 2 | 1 | 2 | |
| 10 | 3% | 2% | 3% | 4% | 4% | 1% | - | 6% | 4% | 2% | 2% | 4% | 1% | 3% | 2% | 9% | 3% | 3% | 6% | 1% | 3% | 3% | 1% | 4% | |
| 10 | 8 | 1 | 2 | 5 | 3 | 1 | 1 | 4 | 2 | 2 | 1 | 1 | 2 | 5 | 8 | - | 2 | 6 | 1 | 5 | - | 1 | 3 | 1 | |
| 11 | 2% | 1% | 2% | 2% | 3% | 1% | 1% | 5% | 2% | 1% | 1% | - | 2% | 5% | 2% | - | 1% | 3% | 1% | 6% | - | 1% | 4% | 1% | |
| 11 | 12 | 7 | 1 | 4 | 1 | 1 | 7 | 3 | 6 | 4 | 2 | 5 | 4 | 3 | 11 | 1 | 8 | 4 | 1 | 4 | 1 | - | 4 | 3 | |
| 12 | 3% | 6% | 2% | 2% | 2% | 1% | 6% | 3% | 5% | 3% | 2% | 2% | 5% | 3% | 3% | 3% | 5% | 2% | 1% | 6% | 1% | - | 5% | 5% | |
| 12 | 14 | 6 | 2 | 3 | 1 | 1 | 7 | 2 | 5 | 4 | 2 | 3 | 2 | 5 | 10 | 4 | 2 | 12 | 4 | 2 | 5 | 3 | 1 | 2 | |
| 13 | 3% | 5% | 2% | 2% | 2% | 1% | 6% | 3% | 4% | 3% | 2% | 1% | 3% | 5% | 3% | 10% | 1% | 5% | 3% | 3% | 7% | 4% | 1% | 3% | |
| 13 | 12 | 1 | 7 | 3 | 2 | 2 | 6 | 1 | 6 | 4 | 1 | 10 | - | 2 | 12 | - | 6 | 4 | 5 | - | - | 8 | 2 | - | |
| 14 | 3% | 1% | 8% | 2% | 2% | 2% | 5% | 2% | 5% | 3% | 2% | 5% | - | 2% | 3% | - | 4% | 2% | 5% | - | - | 9% | 3% | - | |
| 14 | 12 | 4 | 2 | 5 | 4 | 4 | 3 | 1 | 5 | 2 | 3 | 2 | 6 | 4 | 9 | 3 | 4 | 8 | 2 | 4 | 5 | 1 | 3 | 1 | |
| 15 | 3% | 4% | 3% | 3% | 4% | 4% | 2% | 1% | 4% | 2% | 3% | 1% | 7% | 4% | 2% | 7% | 3% | 3% | 2% | 6% | 8% | 1% | 4% | 2% | |
| 15 | 26 | 7 | 9 | 10 | 6 | 4 | 10 | 6 | 14 | 5 | 4 | 14 | 6 | 6 | 25 | 1 | 17 | 8 | 2 | 6 | 9 | 4 | 2 | 4 | |
| 16 | 6% | 6% | 10% | 5% | 7% | 4% | 9% | 6% | 10% | 4% | 4% | 7% | 7% | 5% | 7% | 3% | 10% | 3% | 2% | 9% | 14% | 4% | 3% | 6% | |
| 16 | 20 | 3 | 4 | 14 | 5 | 5 | 2 | 9 | 6 | 4 | 8 | 5 | 7 | 7 | 19 | 1 | 5 | 9 | 5 | 3 | 3 | 4 | 3 | 3 | |
| 17 | 5% | 2% | 5% | 7% | 6% | 5% | 1% | 10% | 5% | 3% | 8% | 3% | 8% | 6% | 5% | 2% | 3% | 4% | 5% | 4% | 5% | 5% | 3% | 4% | |
| 17 | 8 | 1 | 1 | 6 | - | 2 | 2 | 5 | 3 | 2 | 2 | 6 | 2 | - | 8 | - | 7 | 1 | 3 | 1 | - | 1 | 1 | 1 | |
| 18 | 2% | 1% | 1% | 3% | - | 2% | 1% | 5% | 2% | 2% | 2% | 3% | 2% | - | 2% | - | 4% | 1% | 3% | 2% | - | 2% | 2% | 2% | |
| 18 | 8 | 3 | 1 | 5 | 3 | 2 | 1 | 3 | - | 4 | 4 | 1 | 5 | 2 | 8 | - | 4 | 1 | 2 | 1 | 1 | - | 4 | 3 | |
| | 2% | 2% | 1% | 2% | 3% | 2% | - | 3% | - | 3% | 4% | - | 6% | 2% | 2% | - | 2% | 1% | 2% | 1% | 2% | - | 5% | 5% | |

PUBLIC OPINION STRATEGIES

Continued

Table 73-3
Congressional District.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | |
|-----|-----------|-----------|----------|----------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|---------|-----------|----------------|---------|------------------|---------------|----------------------|----------|---------|---------------|------------|----------|
| | TOTAL | HS OR | SOME | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | |
| 19 | 9 2% | 2 2% | 2 2% | 5 3% | 2 2% | 3 2% | 2 2% | 3 3% | 2 2% | 3 2% | 3 3% | 4 2% | 3 3% | 3 2% | 8 2% | 1 3% | 1 1% | 8 3% | 3 2% | 1 2% | 2 4% | 3 3% | 1 2% | 2 4% |
| 20 | 6 2% | 1 1% | - - | 5 2% | 1 2% | 4 4% | - - | 1 1% | 3 2% | - - | 3 3% | 4 2% | - - | 2 2% | 6 2% | - - | 3 2% | 3 1% | 3 3% | - - | 2 3% | 2 3% | 2 2% | 1 2% |
| 21 | 20 5% | 2 2% | 5 6% | 13 7% | 3 4% | 8 8% | 4 3% | 5 5% | 4 3% | 5 4% | 9 9% | 9 5% | 5 6% | 6 5% | 18 5% | 2 5% | 7 4% | 13 6% | 12 11% | - - | 2 4% | 9 11% | 1 1% | 1 2% |
| 22 | 8 2% | 3 2% | 1 1% | 4 2% | 1 1% | 2 2% | 3 2% | 2 2% | 3 3% | 3 2% | 1 1% | 7 3% | - - | 1 1% | 5 2% | 2 6% | 3 2% | 5 2% | 2 2% | 2 3% | - - | 1 2% | 2 3% | 3 5% |
| 23 | 18 5% | 6 5% | 5 6% | 8 4% | 6 6% | 4 4% | 5 4% | 4 4% | 7 5% | 7 5% | 3 3% | 9 5% | 6 8% | 3 3% | 15 4% | 3 8% | 5 3% | 12 5% | 4 3% | 3 4% | 2 3% | 6 7% | 3 4% | - - |
| 24 | 6 1% | 1 1% | 4 5% | 1 - | - - | 1 1% | 5 4% | - - | 1 - | 4 3% | 1 1% | 4 2% | - - | 1 1% | 5 1% | 1 2% | 1 1% | 4 2% | 3 3% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% |
| 25 | 22 5% | 10 9% | 5 6% | 7 3% | 9 11% | 6 6% | 6 5% | 1 1% | 6 4% | 12 9% | 4 4% | 5 3% | 4 5% | 11 9% | 21 6% | 1 2% | 5 3% | 17 8% | 6 5% | 3 4% | 4 6% | 4 6% | 9 12% | 1 2% |
| 26 | 6 1% | 1 1% | 1 1% | 4 2% | 1 1% | 1 1% | 1 1% | 2 3% | 1 1% | 1 1% | 3 3% | 2 1% | 2 2% | 2 2% | 4 1% | 1 3% | 1 1% | 5 2% | 3 2% | 1 1% | 1 1% | 2 3% | 1 1% | 1 1% |
| 27 | 30 8% | 6 5% | 9 10% | 14 7% | 6 7% | 8 8% | 9 7% | 7 7% | 8 6% | 14 11% | 6 6% | 16 9% | 1 2% | 11 10% | 29 8% | 1 3% | 12 8% | 16 7% | 10 9% | 8 12% | 1 2% | 5 6% | 5 7% | 9 15% |
| 28 | 31 8% | 16 14% | 3 3% | 12 6% | 8 10% | 10 10% | 11 9% | 2 2% | 8 6% | 11 9% | 8 8% | 18 9% | 3 3% | 10 9% | 28 8% | 3 7% | 13 8% | 18 8% | 4 3% | 9 13% | 5 8% | 11 14% | 7 10% | 2 4% |
| 29 | 2 1% | 2 2% | - - | - - | - - | - - | 2 2% | - - | 2 2% | - - | - - | 2 1% | - - | - - | 2 1% | - - | - - | 2 1% | - - | - - | - - | - - | - - | - - |
| 30 | 15 4% | 3 3% | 4 5% | 8 4% | 1 2% | 5 5% | 5 5% | 2 2% | 5 4% | 2 2% | 5 5% | 6 3% | 4 5% | 4 3% | 13 4% | 2 4% | 10 6% | 4 2% | 3 3% | 1 1% | 5 8% | 1 2% | 2 3% | 1 1% |
| 31 | 4 1% | 2 2% | 1 1% | 1 1% | 1 1% | - - | 2 1% | 1 1% | - - | 1 1% | 1 1% | 2 1% | 1 2% | 1 1% | 3 1% | 1 2% | 2 1% | 3 1% | 2 1% | 1 2% | 1 1% | 1 1% | 1 1% | 2 3% |
| 32 | 3 1% | - - | - - | 3 2% | - - | 2 2% | - - | 1 1% | 1 - | 1 - | 1 1% | 1 1% | 1 1% | 1 1% | 3 1% | - - | 2 1% | 1 1% | 1 1% | 2 3% | - - | 1 1% | 2 2% | - - |
| N/A | 1 - | - - | 1 1% | - - | 1 1% | - - | - - | - - | - - | 1 - | - - | - - | 1 1% | - - | 1 - | - - | - - | 1 1% | 1 1% | - - | - - | - - | - - | 1 1% |

Table 73-4
Congressional District.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|-------------------|-----------------|-----------|-------------|------------|---------------------|------------|------------|-------------|------------|------------|-------------|---------------------|------------------|-------------|-----------------|----------------------|----------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CENTRY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| BASE=TOTAL SAMPLE | 400 100% | 42 11% | 340 85% | 290 72% | 105 26% | 109 27% | 299 75% | 92 23% | 121 30% | 284 71% | 97 24% | 207 52% | 48 12% | 164 41% | 194 49% | 56 14% | 33 8% |
| 1 | 19 5% | 6 14% | 9 3% | 7 2% | 2 2% | 4 3% | 12 4% | 7 7% | 4 3% | 12 4% | 6 7% | 7 3% | 2 4% | 7 4% | 7 4% | 5 8% | 1 3% |
| 2 | 19 5% | 2 5% | 16 5% | 14 5% | 4 4% | 5 4% | 12 4% | 7 7% | 6 5% | 16 6% | 3 3% | 10 5% | 1 2% | 12 7% | 6 3% | 1 1% | - |
| 3 | 4 1% | 1 2% | 3 1% | 3 1% | 1 1% | 2 2% | 3 1% | 1 1% | 2 1% | 3 1% | 1 1% | 2 1% | - | 1 1% | 3 1% | 2 3% | - |
| 4 | 11 3% | - | 11 3% | 10 3% | 5 5% | 4 3% | 10 3% | 1 1% | 5 4% | 5 2% | 5 5% | 5 2% | - | - | 10 5% | 4 7% | 1 2% |
| 5 | 4 1% | - | 4 1% | 4 2% | 1 1% | 1 1% | 2 1% | 1 1% | 2 2% | 4 2% | - | 2 1% | - | 1 1% | 2 1% | - | 1 4% |
| 6 | 9 2% | - | 7 2% | 6 2% | - | 4 4% | 6 2% | 2 2% | 2 2% | 8 3% | 1 1% | 5 3% | 1 1% | 5 3% | 4 2% | 3 5% | - |
| 7 | 11 3% | 1 1% | 10 3% | 6 2% | 3 2% | 2 2% | 7 2% | 3 4% | 3 3% | 10 3% | - | 6 3% | 1 1% | 5 3% | 5 3% | 2 3% | 1 3% |
| 8 | 13 3% | 3 6% | 10 3% | 7 3% | 3 3% | 2 2% | 7 2% | 6 7% | 3 3% | 5 2% | 7 7% | 3 1% | 1 3% | 3 2% | 7 4% | - | 2 6% |
| 9 | 11 3% | - | 11 3% | 9 3% | 3 3% | 5 5% | 9 3% | - | 2 2% | 9 3% | 1 1% | 8 4% | 2 5% | 7 4% | 2 1% | - | 1 2% |
| 10 | 8 2% | - | 8 2% | 7 3% | 2 2% | 4 3% | 5 2% | 1 1% | - | 7 2% | 1 1% | 4 2% | 1 3% | 6 4% | 1 - | - | 1 4% |
| 11 | 12 3% | 4 9% | 9 3% | 8 3% | 5 5% | 7 6% | 11 4% | 1 1% | 3 2% | 8 3% | 4 4% | 7 3% | 3 7% | 6 4% | 5 3% | 3 6% | 1 2% |
| 12 | 14 3% | 1 1% | 9 3% | 9 3% | 1 1% | 7 6% | 13 4% | 1 1% | 4 3% | 7 3% | 6 7% | 6 3% | 1 1% | 5 3% | 8 4% | 4 7% | 1 2% |
| 13 | 12 3% | 2 5% | 10 3% | 8 3% | 1 1% | - | 8 3% | 3 3% | 3 3% | 8 3% | 3 3% | 6 3% | - | - | 5 3% | 3 6% | 6 18% |
| 14 | 12 3% | 2 6% | 9 3% | 8 3% | 6 5% | 4 3% | 7 2% | 5 5% | 4 3% | 10 4% | 1 1% | 6 3% | 1 1% | 9 5% | 3 2% | 1 1% | - |
| 15 | 26 6% | 4 9% | 20 6% | 17 6% | 14 14% | 7 6% | 19 6% | 7 8% | 10 8% | 17 6% | 8 8% | 12 6% | 1 2% | 9 6% | 14 7% | 3 6% | 1 3% |
| 16 | 20 5% | 3 7% | 16 5% | 15 5% | 4 3% | 5 4% | 17 6% | 3 3% | 10 8% | 16 6% | 4 4% | 14 7% | 4 8% | 6 3% | 12 6% | 1 1% | 2 6% |
| 17 | 8 2% | 1 3% | 7 2% | 7 2% | - | 3 3% | 6 2% | 2 2% | 4 3% | 5 2% | 3 3% | 4 2% | 1 3% | 2 1% | 4 2% | 2 3% | 2 7% |
| 18 | 8 2% | - | 8 2% | 7 2% | 3 3% | 4 3% | 8 3% | - | 5 4% | 8 3% | - | 8 4% | 1 1% | 1 1% | 6 3% | 3 6% | - |
| 19 | 9 2% | - | 9 3% | 8 3% | 1 1% | 4 3% | 6 2% | 3 3% | 4 3% | 6 2% | 3 3% | 4 2% | 1 2% | 2 1% | 7 3% | 7 12% | - |

P U B L I C O P I N I O N S T R A T E G I E S

Continued

Table 73-4
Congressional District.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | | |
|-----|-----------------|-----------|-------------|----------|------------------|----------|-----------|-------------|----------|-----------|-------------|---------------------|-----------------|-------------|----------------|--------------------|----------|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CTRY/RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN-TON | PROB/LEAN CLIN-TON | UND |
| 20 | 6 2% | - - | 6 2% | 4 1% | 1 1% | 3 2% | 6 2% | - - | - - | 5 2% | 1 1% | 5 2% | 2 5% | 4 2% | 1 - | - - | 1 3% |
| 21 | 20 5% | 1 2% | 19 6% | 17 6% | 6 6% | 9 8% | 15 5% | 5 5% | 5 4% | 17 6% | 3 3% | 13 6% | 4 7% | 11 7% | 5 3% | 1 2% | 3 9% |
| 22 | 8 2% | 1 1% | 7 2% | 7 2% | 2 2% | 1 1% | 5 2% | 2 3% | 2 1% | 5 2% | 2 2% | 2 1% | - - | 3 2% | 5 2% | 1 2% | - - |
| 23 | 18 5% | 2 6% | 13 4% | 12 4% | 2 2% | 3 3% | 12 4% | 6 7% | 6 5% | 12 4% | 3 3% | 7 3% | 3 6% | 10 6% | 8 4% | - - | - - |
| 24 | 6 1% | - - | 6 2% | 6 2% | 1 1% | 1 1% | 6 2% | - - | 4 4% | 6 2% | - - | 6 3% | - - | 1 - | 1 1% | 1 1% | 4 12% |
| 25 | 22 5% | 2 6% | 18 5% | 16 5% | 6 5% | 2 2% | 11 4% | 11 11% | 8 7% | 16 6% | 6 6% | 9 4% | 5 11% | 12 7% | 10 5% | 1 2% | - - |
| 26 | 6 1% | 1 3% | 4 1% | 3 1% | 1 1% | 3 3% | 5 2% | 1 1% | 2 2% | 5 2% | 1 1% | 4 2% | 1 3% | 4 2% | 2 1% | 1 1% | - - |
| 27 | 30 8% | 3 6% | 28 8% | 23 8% | 7 7% | 4 4% | 27 9% | 3 3% | 8 6% | 15 5% | 13 13% | 13 6% | 5 10% | 6 4% | 23 12% | 6 10% | 1 4% |
| 28 | 31 8% | 2 5% | 29 8% | 24 8% | 14 14% | 5 5% | 23 8% | 7 7% | 5 4% | 17 6% | 11 11% | 11 5% | 3 6% | 10 6% | 20 10% | 2 4% | 1 4% |
| 29 | 2 1% | - - | 2 1% | 2 1% | 2 2% | - - | 2 1% | - - | - - | - - | 2 2% | - - | - - | - - | 2 1% | - - | - - |
| 30 | 15 4% | 1 2% | 13 4% | 11 4% | 2 2% | 4 4% | 12 4% | 2 3% | 2 2% | 15 5% | - - | 12 6% | 1 3% | 10 6% | 3 1% | 2 3% | 2 5% |
| 31 | 4 1% | - - | 4 1% | 2 1% | 1 1% | - - | 3 1% | 1 1% | 2 2% | 3 1% | 1 1% | 2 1% | 1 1% | 1 1% | 3 1% | - - | - - |
| 32 | 3 1% | 1 1% | 2 1% | 1 - | 1 1% | 1 1% | 2 1% | 1 1% | 2 1% | 2 1% | 1 1% | 2 1% | 1 3% | 2 1% | 1 - | - - | 1 2% |
| N/A | 1 - | - - | 1 - | - - | 1 1% | 1 1% | 1 - | - - | 1 1% | 1 - | - - | 1 - | - - | - - | 1 - | 1 1% | - - |

Table 73-5
Congressional District.

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|-------------------|----------------------|--------|-------------|------------|------------------------|--------|-------|------------|-------------|------|--------------|-----|-------------|---------------|------|-------------|-----------|-------------|---------------------|-----------|-------------|---------------------|-----|
| | TOTAL | CHANGE | SAYS WHAT | | EXPER- IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | BEST CHANCE | BEL- IEVES | | | | | WRONG TRACK | DEMS | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| 1 | 19 | 3 | - | - | - | 1 | 4 | 8 | 8 | 5 | 3 | 1 | 6 | 3 | 2 | 3 | 13 | 4 | 3 | 13 | 4 | 7 | 12 |
| | 5% | 4% | - | - | - | 5% | 20% | 5% | 3% | 3% | 3% | 1% | 7% | 4% | 3% | 2% | 5% | 5% | 2% | 4% | 9% | 3% | 6% |
| 2 | 19 | 4 | 1 | 1 | 1 | 1 | 1 | 6 | 12 | 10 | 6 | 1 | 1 | 1 | 2 | 8 | 10 | 3 | 2 | 17 | 1 | 16 | 1 |
| | 5% | 6% | 7% | 4% | 1% | 3% | 7% | 4% | 5% | 5% | 6% | 2% | 1% | 2% | 3% | 5% | 4% | 4% | 1% | 5% | 2% | 8% | 1% |
| 3 | 4 | 1 | - | 1 | 1 | - | - | 2 | 2 | 2 | 1 | 1 | 2 | - | - | 2 | 3 | 1 | 2 | 4 | - | 2 | 2 |
| | 1% | 1% | - | 4% | 2% | - | - | 1% | 1% | 1% | 1% | 1% | 3% | - | - | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% |
| 4 | 11 | - | - | - | 2 | 1 | 3 | 5 | 6 | 6 | 3 | 1 | 3 | 2 | 1 | 3 | 7 | 4 | 4 | 9 | 1 | 7 | 4 |
| | 3% | - | - | - | 3% | 2% | 15% | 3% | 2% | 3% | 3% | 1% | 4% | 3% | 1% | 2% | 2% | 5% | 3% | 3% | 2% | 4% | 2% |
| 5 | 4 | 1 | - | 1 | 1 | 1 | - | 1 | 4 | 4 | 1 | 2 | - | 1 | 1 | 3 | 3 | - | 2 | 3 | - | 3 | 1 |
| | 1% | 1% | - | 4% | 2% | 2% | - | 1% | 2% | 2% | 1% | 2% | - | 1% | 2% | 2% | 1% | - | 1% | 1% | 1% | 2% | 1% |
| 6 | 9 | 2 | 1 | 1 | 2 | - | - | - | 7 | 5 | 2 | 1 | 1 | 1 | 3 | 3 | 5 | 3 | 4 | 7 | 1 | 6 | 3 |
| | 2% | 2% | 3% | 4% | 3% | - | - | - | 3% | 3% | 2% | 1% | 1% | 1% | 5% | 2% | 2% | 3% | 3% | 2% | 4% | 3% | 1% |
| 7 | 11 | 3 | 3 | - | 3 | 1 | - | 3 | 7 | 6 | 2 | 1 | 1 | 3 | 2 | 2 | 6 | 4 | 4 | 9 | - | 6 | 5 |
| | 3% | 4% | 13% | - | 4% | 2% | - | 2% | 3% | 3% | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 5% | 2% | 3% | - | 3% | 3% |
| 8 | 13 | 1 | - | - | 3 | - | 1 | 6 | 8 | 6 | 4 | 2 | 4 | 1 | 2 | 5 | 8 | 3 | 5 | 10 | 1 | 10 | 4 |
| | 3% | 1% | - | - | 3% | - | 8% | 4% | 3% | 3% | 4% | 3% | 5% | 2% | 3% | 3% | 3% | 4% | 4% | 3% | 2% | 5% | 2% |
| 9 | 11 | 4 | - | 2 | 1 | - | - | 3 | 6 | 4 | 1 | 2 | 3 | 2 | 2 | 3 | 5 | 2 | 5 | 9 | - | 5 | 6 |
| | 3% | 5% | - | 15% | 1% | - | - | 2% | 3% | 2% | 1% | 3% | 3% | 2% | 4% | 2% | 2% | 3% | 3% | 3% | - | 2% | 3% |
| 10 | 8 | 5 | 1 | 1 | 1 | - | - | 2 | 6 | 5 | 2 | 3 | 2 | 1 | - | - | 4 | 3 | 2 | 6 | - | 5 | 3 |
| | 2% | 7% | 4% | 4% | 1% | - | - | 2% | 2% | 3% | 3% | 4% | 2% | 1% | - | - | 2% | 3% | 1% | 2% | - | 2% | 2% |
| 11 | 12 | 3 | - | - | 1 | 1 | - | 5 | 5 | 5 | 1 | 4 | 1 | 3 | 4 | 4 | 10 | 1 | 5 | 8 | 3 | 4 | 8 |
| | 3% | 4% | - | - | 2% | 2% | - | 3% | 2% | 3% | 1% | 5% | 1% | 3% | 7% | 3% | 4% | 2% | 3% | 2% | 8% | 2% | 4% |
| 12 | 14 | 2 | - | - | 5 | 1 | - | 5 | 9 | 9 | 2 | 6 | 2 | 1 | 5 | 9 | 10 | 1 | 9 | 13 | - | 6 | 8 |
| | 3% | 3% | - | - | 6% | 2% | - | 3% | 4% | 4% | 3% | 7% | 2% | 1% | 8% | 5% | 4% | 1% | 6% | 4% | - | 3% | 4% |
| 13 | 12 | - | - | - | - | - | 3 | 3 | 8 | 8 | 8 | - | 2 | - | 2 | 9 | 12 | - | 7 | 12 | - | 10 | 2 |
| | 3% | - | - | - | - | - | 18% | 2% | 4% | 4% | 9% | - | 3% | - | 3% | 5% | 4% | - | 5% | 4% | - | 5% | 1% |
| 14 | 12 | 9 | - | - | 2 | - | - | 8 | 4 | 4 | 4 | 3 | 2 | 4 | 1 | 4 | 7 | 1 | 4 | 8 | 3 | 6 | 6 |
| | 3% | 12% | - | - | 2% | - | - | 5% | 2% | 2% | 5% | 3% | 2% | 5% | 2% | 2% | 3% | 2% | 2% | 3% | 8% | 3% | 3% |
| 15 | 26 | 4 | 1 | - | 5 | 3 | - | 20 | 5 | 3 | 4 | 6 | 7 | 10 | 2 | 8 | 15 | 10 | 8 | 20 | 5 | 7 | 18 |
| | 6% | 6% | 6% | - | 6% | 9% | - | 13% | 2% | 2% | 5% | 7% | 9% | 13% | 4% | 5% | 5% | 13% | 5% | 6% | 12% | 4% | 10% |
| 16 | 20 | 1 | 1 | 1 | 8 | 3 | - | 7 | 13 | 12 | 1 | 11 | 2 | 6 | 1 | 6 | 8 | 8 | 8 | 15 | 3 | 13 | 7 |
| | 5% | 1% | 4% | 6% | 10% | 10% | - | 5% | 5% | 6% | 1% | 14% | 3% | 8% | 1% | 3% | 3% | 10% | 5% | 5% | 7% | 6% | 4% |
| 17 | 8 | 1 | - | - | 1 | 1 | - | 1 | 6 | 5 | 2 | - | 2 | 1 | 1 | 3 | 7 | - | 5 | 6 | 1 | 5 | 3 |
| | 2% | 1% | - | - | 2% | 2% | - | - | 3% | 3% | 2% | - | 3% | 1% | 1% | 2% | 3% | - | 3% | 2% | 2% | 2% | 2% |
| 18 | 8 | 1 | 1 | - | 3 | 1 | 1 | 3 | 5 | 4 | 3 | 2 | 3 | 1 | 3 | 4 | 6 | 1 | 5 | 8 | - | 4 | 4 |
| | 2% | 1% | 3% | - | 3% | 2% | 3% | 2% | 2% | 2% | 3% | 2% | 3% | 1% | 5% | 2% | 2% | 1% | 3% | 2% | - | 2% | 2% |

PUBLIC OPINION STRATEGIES

Continued

Table 73-5
Congressional District.

BANNER 5

| | REASON SUPPORT OBAMA | | REASON SUPPORT CLINTON | | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | | |
|-----|----------------------|--------|------------------------|--------------------|------------|--------|------------|-----------|-------------|------------------|------|-----|---------------|------|-------------|----------|-----------|---------------------|----------|-----------|---------------------|-----|----|
| | TOTAL | CHANGE | BEST CHANCE | SAYS WHAT BELIEVES | EXPERIENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | 9 | 2 | - | - | 3 | - | 1 | 1 | 8 | 6 | - | 3 | 3 | 1 | 1 | 4 | 7 | 1 | 2 | 5 | 1 | 3 | 6 |
| | 2% | 3% | - | - | 3% | - | 6% | 1% | 3% | 3% | - | 4% | 4% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 1% | 3% |
| 20 | 6 | 2 | 1 | - | 1 | - | - | 1 | 5 | 3 | 3 | 1 | - | 2 | - | 2 | 3 | 1 | 1 | 5 | 1 | 4 | 2 |
| | 2% | 3% | 5% | - | 1% | - | - | 1% | 2% | 2% | 4% | 1% | - | 2% | - | 1% | 1% | 1% | 1% | 2% | 2% | 2% | 1% |
| 21 | 20 | 4 | 1 | 4 | 4 | 2 | - | 6 | 14 | 13 | 3 | 3 | 4 | 8 | 2 | 12 | 17 | 2 | 13 | 18 | - | 10 | 10 |
| | 5% | 5% | 5% | 24% | 5% | 7% | - | 4% | 6% | 6% | 4% | 4% | 4% | 10% | 3% | 7% | 6% | 2% | 8% | 6% | - | 5% | 5% |
| 22 | 8 | 2 | - | - | 1 | 1 | - | 2 | 4 | 4 | 1 | 2 | 1 | 4 | - | 4 | 6 | 1 | 2 | 5 | 2 | 2 | 6 |
| | 2% | 3% | - | - | 1% | 2% | - | 2% | 2% | 2% | 1% | 3% | 1% | 5% | - | 2% | 2% | 2% | 1% | 2% | 6% | 1% | 3% |
| 23 | 18 | 1 | 1 | 3 | 2 | 1 | 1 | 7 | 11 | 11 | 6 | 3 | 4 | 2 | 4 | 9 | 11 | 5 | 7 | 16 | - | 12 | 6 |
| | 5% | 2% | 4% | 19% | 3% | 4% | 5% | 4% | 5% | 6% | 6% | 3% | 5% | 2% | 6% | 6% | 4% | 6% | 5% | 5% | - | 6% | 3% |
| 24 | 6 | 1 | - | - | 1 | - | - | 1 | 5 | 5 | 1 | 1 | 3 | 1 | 4 | 4 | 5 | 1 | 1 | 4 | 1 | 4 | 2 |
| | 1% | 1% | - | - | 2% | - | - | - | 2% | 3% | 1% | 1% | 4% | 1% | 6% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 1% |
| 25 | 22 | 4 | 3 | 1 | 4 | 1 | 1 | 8 | 13 | 11 | 4 | 5 | 2 | 1 | 1 | 14 | 19 | 3 | 9 | 18 | 3 | 11 | 11 |
| | 5% | 6% | 17% | 4% | 5% | 3% | 4% | 6% | 6% | 5% | 5% | 6% | 3% | 2% | 1% | 8% | 7% | 4% | 6% | 6% | 7% | 5% | 6% |
| 26 | 6 | 3 | 1 | - | 1 | 1 | - | 1 | 4 | 3 | 1 | 1 | 2 | 1 | 1 | 3 | 5 | 1 | 2 | 5 | - | 4 | 2 |
| | 1% | 4% | 3% | - | 1% | 4% | - | 1% | 2% | 2% | 1% | 2% | 3% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | - | 2% | 1% |
| 27 | 30 | 3 | 2 | - | 12 | 5 | 1 | 10 | 21 | 16 | 7 | 6 | 6 | 7 | 6 | 11 | 20 | 8 | 18 | 27 | 1 | 13 | 17 |
| | 8% | 4% | 9% | - | 15% | 20% | 6% | 6% | 9% | 8% | 8% | 7% | 7% | 9% | 10% | 7% | 7% | 9% | 12% | 8% | 3% | 6% | 9% |
| 28 | 31 | 1 | 3 | - | 5 | 3 | 1 | 16 | 12 | 10 | 7 | 8 | 5 | 11 | 4 | 15 | 22 | 7 | 9 | 22 | 4 | 13 | 17 |
| | 8% | 1% | 14% | - | 7% | 13% | 7% | 11% | 5% | 5% | 8% | 10% | 6% | 13% | 6% | 9% | 8% | 9% | 5% | 7% | 9% | 6% | 9% |
| 29 | 2 | - | - | - | 2 | - | - | 2 | - | - | - | - | 2 | - | 2 | - | 2 | - | - | 2 | - | - | 2 |
| | 1% | - | - | - | 3% | - | - | 1% | - | - | - | - | 3% | - | 3% | - | 1% | - | - | 1% | - | - | 1% |
| 30 | 15 | 5 | 1 | 1 | 1 | 1 | - | 2 | 11 | 10 | 5 | 2 | 4 | 2 | 2 | 5 | 12 | 1 | 5 | 10 | 4 | 6 | 8 |
| | 4% | 7% | 3% | 9% | 1% | 2% | - | 1% | 5% | 5% | 5% | 2% | 5% | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 11% | 3% | 4% |
| 31 | 4 | - | - | - | 2 | 1 | - | 1 | 3 | 2 | 1 | 1 | - | - | 2 | 3 | 3 | 1 | 1 | 3 | - | 3 | 1 |
| | 1% | - | - | - | 3% | 3% | - | 1% | 1% | 1% | 1% | 2% | - | - | 2% | 2% | 1% | 1% | 1% | 1% | - | 1% | 1% |
| 32 | 3 | 1 | - | 1 | 1 | - | - | 2 | 1 | 1 | 1 | - | 1 | 1 | 1 | 2 | 2 | - | 1 | 2 | 1 | 2 | 1 |
| | 1% | 1% | - | 4% | 1% | - | - | 1% | 1% | - | 1% | - | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 2% | 1% | 1% |
| N/A | 1 | - | - | - | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | 1 |
| | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 73-6
Congressional District.

BANNER 6

| | INFO ON POLITICS | | | | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-------------------|------------------|----------------------|-----------|------------------|------------|----------------|-----------|---------------------------|------------|-------------------|------------|------------|------------|--------------|-----------------------|----------|--------------------|--|
| | TOTAL | NET- CABLE WORK NEWS | | NEWS- PAPER NEWS | | NET- WORK NEWS | | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- UNION | DIT BANK | | |
| | | NEWS | NEWS | PAPER | PAPER | NEWS | NEWS | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% | | | |
| 1 | 19 5% | 10 7% | 8 8% | 1 1% | 6 6% | 6 8% | 2 3% | 1 2% | 18 10% | - | - | 2 2% | 13 5% | 1 1% | 13 5% | | | |
| 2 | 19 5% | 10 7% | 4 4% | 1 2% | 9 9% | 1 2% | 5 6% | - | 15 9% | - | 4 2% | 5 4% | 12 5% | 13 13% | 4 2% | | | |
| 3 | 4 1% | 1 1% | 2 2% | - | 1 1% | 1 1% | 1 1% | - | - | 2 10% | 2 2% | 2 1% | 2 1% | 1 1% | 2 1% | | | |
| 4 | 11 3% | 3 2% | 2 2% | 4 4% | 3 2% | 2 3% | 3 4% | 1 2% | 9 5% | 1 3% | - | 1 1% | 10 4% | 3 3% | 8 3% | | | |
| 5 | 4 1% | 2 1% | 1 1% | 1 1% | 3 3% | 1 1% | - | - | 3 2% | - | 2 1% | 2 1% | 3 1% | 1 1% | 4 1% | | | |
| 6 | 9 2% | 4 3% | 2 2% | 2 3% | 2 2% | 2 2% | 2 3% | 4 7% | 1 - | - | 4 2% | 2 2% | 7 2% | 2 2% | 6 2% | | | |
| 7 | 11 3% | 3 2% | 1 1% | 3 3% | 5 5% | 4 4% | 1 1% | - | 3 2% | - | 8 5% | 3 2% | 8 3% | 1 1% | 9 3% | | | |
| 8 | 13 3% | 6 4% | 5 5% | 1 2% | 3 3% | 1 2% | 3 4% | 3 6% | 8 4% | 2 14% | - | 2 2% | 11 4% | 3 3% | 9 3% | | | |
| 9 | 11 3% | 4 3% | 4 4% | 2 3% | 2 2% | 4 5% | 2 3% | - | - | 2 9% | 9 6% | 4 3% | 7 3% | - | 9 3% | | | |
| 10 | 8 2% | 4 3% | - | 1 1% | - | 4 5% | 1 1% | - | 2 1% | - | 6 4% | 3 3% | 5 2% | 1 1% | 7 3% | | | |
| 11 | 12 3% | 4 3% | 6 6% | 1 2% | 6 6% | 3 3% | 1 2% | 8 14% | 4 3% | - | - | 6 5% | 7 2% | 2 2% | 10 4% | | | |
| 12 | 14 3% | 4 3% | 4 4% | 5 6% | 2 2% | 5 7% | 1 1% | - | 2 1% | - | 12 8% | 5 4% | 9 3% | 2 2% | 12 4% | | | |
| 13 | 12 3% | 2 1% | 6 7% | 1 1% | 6 6% | - | 2 3% | 5 8% | 7 4% | - | - | 3 3% | 8 3% | 1 1% | 10 4% | | | |
| 14 | 12 3% | 6 4% | 1 1% | 3 4% | 3 2% | 1 1% | 5 6% | 3 5% | 7 4% | 2 10% | - | 2 1% | 10 4% | 2 2% | 10 4% | | | |
| 15 | 26 6% | 9 6% | 8 8% | 5 6% | 10 9% | 5 6% | 2 3% | 7 13% | 18 11% | - | - | 5 4% | 20 7% | 3 3% | 21 8% | | | |
| 16 | 20 5% | 11 8% | 5 5% | 2 2% | 5 4% | 3 3% | 3 3% | - | - | - | 20 13% | 9 7% | 11 4% | 11 11% | 7 3% | | | |
| 17 | 8 2% | 2 2% | 1 1% | 5 6% | 1 1% | 2 2% | 4 5% | 5 9% | 3 2% | - | - | 6 4% | 3 1% | 2 2% | 5 2% | | | |
| 18 | 8 2% | 2 2% | - | 1 1% | 2 2% | 1 1% | 1 1% | - | - | - | 8 5% | 1 1% | 7 2% | 1 1% | 6 2% | | | |

PUBLIC OPINION STRATEGIES

Continued

Table 73-6
Congressional District.

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|-----|------------------|------------|-----------|---------------------------|-------------|-----------|------------|-----------|-------------------|------------|-----------|-----------------------|--------------|--------------------|----------|
| | TOTAL | NET- | | NEWS- PAPER | NEWS- PAPER | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE-DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | | | | | | | | | | | |
| 19 | 9 2% | 3 2% | 2 2% | 1 2% | 4 3% | 3 4% | 1 1% | 4 7% | 5 3% | - | - | 3 2% | 6 2% | 1 1% | 8 3% |
| 20 | 6 2% | 2 1% | 1 1% | - | 4 4% | - | 1 2% | - | - | - | 6 4% | 2 2% | 4 1% | 3 3% | 3 1% |
| 21 | 20 5% | 7 5% | 3 3% | 3 4% | 2 2% | 3 4% | 5 7% | 1 1% | 2 1% | - | 17 11% | 4 3% | 16 6% | 6 6% | 12 4% |
| 22 | 8 2% | 1 - | 7 7% | - | 2 2% | - | - | - | 1 - | 5 27% | 2 2% | 6 5% | 2 1% | 2 2% | 6 2% |
| 23 | 18 5% | 4 3% | 4 4% | 5 7% | 6 5% | 1 1% | 7 9% | 7 12% | - | - | 11 7% | 4 3% | 15 5% | 7 6% | 10 4% |
| 24 | 6 1% | 1 - | 1 1% | 1 1% | 1 1% | 3 4% | - | - | - | - | 6 4% | 4 4% | 1 - | 3 3% | 2 1% |
| 25 | 22 5% | 6 4% | 4 4% | 8 10% | 4 4% | 5 6% | 7 9% | 4 7% | 4 2% | - | 14 9% | 4 3% | 18 7% | 10 10% | 10 4% |
| 26 | 6 1% | 2 1% | 1 1% | 2 2% | 1 1% | 1 1% | 1 2% | - | 1 - | 3 15% | 3 2% | 1 1% | 4 2% | 3 3% | 3 1% |
| 27 | 30 8% | 11 8% | 4 4% | 12 15% | 2 2% | 10 12% | 5 6% | 1 3% | 29 17% | - | - | 10 8% | 18 7% | 6 6% | 21 8% |
| 28 | 31 8% | 13 9% | 8 8% | 4 5% | 6 6% | 4 5% | 7 9% | 2 4% | 29 17% | - | - | 12 10% | 18 7% | 6 6% | 25 9% |
| 29 | 2 1% | 2 2% | - | - | 2 2% | - | - | - | - | - | 2 1% | - | 2 1% | - | 2 1% |
| 30 | 15 4% | 2 1% | 5 5% | 5 6% | 4 4% | 2 2% | 4 5% | - | - | - | 15 10% | 9 7% | 6 2% | 2 2% | 12 4% |
| 31 | 4 1% | 1 1% | 1 1% | 1 1% | - | 3 4% | 1 1% | 1 1% | 1 1% | 2 11% | - | 1 1% | 3 1% | 3 3% | 1 - |
| 32 | 3 1% | - | 1 1% | 1 1% | - | 2 2% | - | - | - | - | 3 2% | - | 3 1% | 1 1% | 2 1% |
| N/A | 1 - | 1 - | - | - | - | - | - | - | 1 - | - | - | - | 1 - | - | 1 - |

Table 74-1
Region./Geography.

BANNER 1

| | PARTY | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | ETHNICITY/GENDER | | | |
|----------------------|-------|----------|----------|-----------|-----|----------|----------------|------|----------|------------|-----|--------|-------|-------|-------|-----|-------|-----------|-------|-----------|------------------|---------------|-----------------|-----|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOUS-TON | SOUTH WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% |
| RURAL | 57 | 37 | 6 | 43 | 5 | 7 | 5 | 5 | 5 | 17 | 17 | 22 | 35 | 17 | 6 | 12 | 22 | 39 | 13 | 4 | 17 | 22 | 5 | 8 |
| | 14% | 16% | 7% | 13% | 12% | 18% | 7% | 9% | 9% | 13% | 36% | 12% | 16% | 14% | 10% | 10% | 22% | 20% | 11% | 6% | 18% | 22% | 8% | 13% |
| SMALLER CITIES/OTHER | 173 | 92 | 44 | 136 | 18 | 9 | 17 | 46 | 9 | 80 | 12 | 85 | 88 | 52 | 26 | 58 | 36 | 89 | 55 | 22 | 46 | 43 | 27 | 28 |
| | 43% | 39% | 50% | 42% | 46% | 21% | 23% | 91% | 15% | 63% | 23% | 45% | 42% | 43% | 42% | 49% | 36% | 45% | 46% | 31% | 47% | 42% | 48% | 44% |
| SUBURBAN | 17 | 10 | 4 | 14 | 1 | 2 | 5 | - | 11 | - | - | 4 | 13 | 8 | 3 | 3 | 3 | 11 | 2 | 4 | 4 | 7 | - | 2 |
| | 4% | 4% | 4% | 4% | 3% | 5% | 7% | - | 18% | - | - | 2% | 6% | 6% | 6% | 3% | 3% | 5% | 2% | 6% | 4% | 6% | - | 4% |
| URBAN | 153 | 97 | 34 | 131 | 15 | 24 | 45 | - | 34 | 30 | 20 | 77 | 76 | 44 | 26 | 45 | 39 | 61 | 50 | 40 | 31 | 30 | 25 | 25 |
| | 38% | 41% | 39% | 41% | 39% | 57% | 63% | - | 58% | 23% | 41% | 41% | 36% | 36% | 42% | 38% | 39% | 30% | 42% | 57% | 31% | 30% | 44% | 39% |

Table 74-2
Region./Geography.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|----------------------|-------------|-----------|-----------|------------|-----------------|-----------|--------------|----------------|------------|-----------|-----------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----------|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 100% | 33 8% | 71 18% | 104 26% | 290 72% | 48 12% | 56 14% | 138 35% | 152 38% | 78 19% | 27 7% | 84 21% | 42 11% | 35 9% | 134 34% | 95 24% | 140 35% | 42 10% | 47 12% | 92 23% | 143 36% | 49 12% | 39 10% |
| RURAL | 57 14% | 2 7% | 7 10% | 10 9% | 46 16% | 5 9% | 5 9% | 18 13% | 29 19% | 10 13% | 3 10% | 10 11% | 7 17% | 3 10% | 24 18% | 11 11% | 26 19% | 2 4% | 5 10% | 12 13% | 25 17% | 5 11% | 1 2% |
| SMALLER CITIES/OTHER | 173 43% | 14 41% | 28 40% | 42 40% | 128 44% | 16 33% | 26 46% | 69 50% | 59 39% | 32 41% | 13 47% | 40 48% | 20 47% | 13 38% | 54 40% | 42 44% | 49 35% | 19 45% | 25 54% | 37 40% | 55 38% | 22 45% | 22 56% |
| SUBURBAN | 17 4% | - | 1 2% | 1 1% | 16 6% | - | 1 2% | 4 3% | 12 8% | 4 5% | - | 1 1% | 4 9% | 3 10% | 6 4% | 1 1% | 10 7% | 2 6% | 1 2% | 6 6% | 5 3% | 3 6% | 1 1% |
| URBAN | 153 38% | 17 52% | 34 48% | 51 49% | 99 34% | 28 58% | 24 42% | 48 34% | 52 34% | 32 41% | 12 44% | 33 40% | 12 28% | 14 42% | 50 37% | 42 44% | 55 39% | 19 45% | 16 34% | 38 41% | 59 41% | 19 38% | 16 40% |

Table 74-3
Region./Geography.

BANNER 3

| | EDUCATION | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|----------------------|-------------|------------|-----------|------------------|------------|---------------|--------------|-----------------|------------|------------|-------------------|------------|-----------|----------------|------------|------------------|---------------|----------------------|------------|-----------|---------------|------------|-----------|-----------|
| | TOTAL | HS OR | SOME | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | COLL+ |
| BASE-TOTAL SAMPLE | 400 100% | 116 29% | 86 22% | 193 48% | 86 22% | 102 25% | 116 29% | 91 23% | 132 33% | 132 33% | 97 24% | 194 49% | 84 21% | 113 28% | 360 90% | 40 10% | 162 40% | 224 56% | 111 28% | 70 17% | 65 16% | 81 20% | 78 19% | 60 15% |
| RURAL | 57 14% | 18 16% | 15 18% | 23 12% | 11 13% | 11 11% | 23 19% | 12 13% | 27 20% | 16 12% | 11 12% | 33 17% | 14 17% | 9 8% | 50 14% | 7 17% | 21 13% | 35 16% | 12 11% | 9 13% | 9 14% | 13 16% | 6 8% | 6 11% |
| SMALLER CITIES/OTHER | 173 43% | 57 49% | 37 43% | 77 40% | 43 50% | 42 41% | 51 44% | 36 39% | 58 44% | 68 52% | 28 29% | 95 49% | 28 34% | 47 42% | 157 44% | 16 40% | 76 47% | 93 41% | 40 36% | 35 50% | 25 38% | 30 37% | 37 48% | 32 54% |
| SUBURBAN | 17 4% | 4 3% | 3 4% | 10 5% | 1 1% | 3 3% | 6 5% | 7 8% | 6 5% | 4 3% | 6 6% | 9 4% | 4 4% | 5 5% | 15 4% | 3 7% | 7 4% | 11 5% | 5 5% | 6 8% | 1 2% | 1 2% | 4 5% | 6 10% |
| URBAN | 153 38% | 37 32% | 31 36% | 83 43% | 31 36% | 46 45% | 37 32% | 36 40% | 40 31% | 43 33% | 52 54% | 57 30% | 38 45% | 51 45% | 139 39% | 14 36% | 58 36% | 86 38% | 53 48% | 20 28% | 30 46% | 37 45% | 30 39% | 15 25% |

Table 74-4
Region./Geography.

BANNER 4

| | MOOD OF COUNTRY | | | | CLINTON IMAGE | | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|----------------------|-----------------|-----------|-------------|---------|--------------------|----------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|----------------|---------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CENTRY/RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN-TON | LEAN CLIN-TON | UND |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| RURAL | 57 | 11 | 40 | 37 | 11 | 20 | 39 | 18 | 19 | 31 | 20 | 21 | 6 | 19 | 31 | 13 | 5 |
| | 14% | 27% | 12% | 13% | 10% | 18% | 13% | 19% | 15% | 11% | 21% | 10% | 12% | 12% | 16% | 23% | 16% |
| SMALLER CITIES/OTHER | 173 | 22 | 144 | 119 | 54 | 36 | 127 | 41 | 48 | 114 | 50 | 78 | 15 | 63 | 92 | 26 | 14 |
| | 43% | 53% | 42% | 41% | 52% | 33% | 42% | 45% | 40% | 40% | 52% | 38% | 32% | 38% | 47% | 46% | 42% |
| SUBURBAN | 17 | 1 | 16 | 13 | 6 | 4 | 11 | 6 | 5 | 12 | 5 | 7 | - | 7 | 9 | 1 | - |
| | 4% | 2% | 5% | 5% | 6% | 3% | 4% | 7% | 4% | 4% | 5% | 3% | - | 5% | 5% | 2% | - |
| URBAN | 153 | 8 | 139 | 120 | 34 | 49 | 122 | 27 | 49 | 127 | 22 | 101 | 27 | 75 | 63 | 16 | 14 |
| | 38% | 19% | 41% | 42% | 32% | 45% | 41% | 29% | 41% | 45% | 23% | 49% | 56% | 45% | 32% | 28% | 42% |

Table 74-5
Region./Geography.

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|----------------------|----------------------|--------|---------------------|--------------------|------------------------|--------|-------|--------------|----------------|---------------|--------------|-----|----------------|---------------|------|-------------|--------------|----------------|---------------------|--------------|----------------|---------------------|-----|
| | TOTAL | CHANGE | BEST BEL- CHANCE | SAYS WHAT IEVES | EXPER- IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| BASE=TOTAL SAMPLE | 400 | 70 | 20 | 16 | 78 | 27 | 19 | 148 | 232 | 199 | 92 | 81 | 79 | 79 | 63 | 166 | 275 | 80 | 156 | 321 | 39 | 209 | 190 |
| | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| RURAL | 57 | 4 | 1 | 2 | 8 | 2 | 5 | 23 | 29 | 27 | 14 | 13 | 8 | 6 | 8 | 21 | 40 | 11 | 23 | 36 | 9 | 28 | 29 |
| | 14% | 6% | 3% | 12% | 10% | 9% | 24% | 15% | 13% | 14% | 15% | 16% | 10% | 7% | 13% | 13% | 14% | 13% | 15% | 11% | 22% | 13% | 15% |
| SMALLER CITIES/OTHER | 173 | 30 | 7 | 2 | 33 | 14 | 12 | 74 | 89 | 73 | 39 | 29 | 38 | 40 | 26 | 66 | 116 | 40 | 65 | 141 | 17 | 84 | 88 |
| | 43% | 42% | 33% | 12% | 42% | 53% | 64% | 50% | 38% | 37% | 42% | 36% | 48% | 50% | 42% | 40% | 42% | 50% | 42% | 44% | 45% | 40% | 46% |
| SUBURBAN | 17 | 6 | - | - | 3 | - | - | 7 | 10 | 8 | 4 | 4 | 3 | 4 | 2 | 10 | 14 | 2 | 4 | 13 | 4 | 9 | 8 |
| | 4% | 8% | - | - | 4% | - | - | 5% | 4% | 4% | 4% | 5% | 4% | 5% | 3% | 6% | 5% | 2% | 3% | 4% | 9% | 4% | 4% |
| URBAN | 153 | 30 | 13 | 12 | 34 | 10 | 2 | 44 | 104 | 91 | 35 | 35 | 29 | 30 | 26 | 69 | 105 | 28 | 63 | 130 | 9 | 88 | 65 |
| | 38% | 43% | 64% | 75% | 43% | 38% | 12% | 30% | 45% | 45% | 38% | 44% | 37% | 38% | 42% | 42% | 38% | 34% | 41% | 41% | 24% | 42% | 34% |

Table 74-6
Region./Geography.

BANNER 6

| | INFO ON POLITICS | | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|----------------------|------------------|------------|-----------|-------------|---------------------------|-----------|------------|-------|------------------|-------|-------|--------|-----------------------|-------|--------------------|--|
| | NET- | | NEWS- | | NET- | | CABLE | | SMALL CITY/ SUB- | | NOT A | | CRE- | | | |
| | TOTAL | CABLE NEWS | WORK NEWS | NEWS- PAPER | NEWS- PAPER | WORK NEWS | CABLE NEWS | RURAL | OTHER | URBAN | URBAN | VICTIM | VICTIM | UNION | BANK | |
| BASE-TOTAL SAMPLE | 400 | 141 | 99 | 81 | 105 | 83 | 76 | 57 | 173 | 17 | 153 | 124 | 269 | 102 | 271 | |
| | 100% | 35% | 25% | 20% | 26% | 21% | 19% | 14% | 43% | 4% | 38% | 31% | 67% | 26% | 68% | |
| RURAL | 57 | 16 | 16 | 14 | 13 | 11 | 15 | 57 | - | - | - | 10 | 47 | 7 | 47 | |
| | 14% | 12% | 16% | 17% | 12% | 14% | 19% | 100% | - | - | - | 8% | 17% | 7% | 17% | |
| SMALLER CITIES/OTHER | 173 | 75 | 44 | 31 | 55 | 38 | 30 | - | 173 | - | - | 48 | 117 | 36 | 123 | |
| | 43% | 53% | 44% | 39% | 52% | 47% | 39% | - | 100% | - | - | 39% | 43% | 36% | 46% | |
| SUBURBAN | 17 | 3 | 11 | 1 | 2 | 3 | 4 | - | - | 17 | - | 11 | 6 | 5 | 12 | |
| | 4% | 2% | 11% | 1% | 2% | 4% | 5% | - | - | 100% | - | 9% | 2% | 5% | 5% | |
| URBAN | 153 | 47 | 29 | 35 | 36 | 30 | 28 | - | - | - | 153 | 54 | 99 | 53 | 88 | |
| | 38% | 33% | 29% | 44% | 34% | 36% | 36% | - | - | - | 100% | 43% | 37% | 52% | 33% | |

Table 75-1
Date./Sample.

BANNER 1

| | PARTY | | | | REGION | | | | | | | | GENDER | | AGE | | | | ETHNICITY | | | | ETHNICITY/GENDER | | | |
|------------------------|-------|----------|----------|-----------|--------|----------|----------------|------|-----------|------|-----|-------|--------|-------|-------|-----|-------|-----------|-----------|-----------|-------------|---------------|------------------|-----|--|--|
| | TOTAL | STRG DEM | SOFT DEM | TOTAL DEM | IND | CEN-TRAL | DFW-METRO-PLEX | EAST | HOU-SOUTH | WEST | MEN | WOMEN | 18-44 | 45-54 | 55-64 | 65+ | WHITE | HISP-ANIC | AF AM | WHITE MEN | WHITE WOMEN | HISP-ANIC MEN | HISP-ANIC WOMEN | | | |
| BASE=TOTAL SAMPLE | 400 | 235 | 88 | 323 | 39 | 42 | 72 | 51 | 59 | 127 | 49 | 188 | 212 | 120 | 62 | 118 | 100 | 200 | 121 | 71 | 99 | 102 | 57 | 64 | | |
| | 100% | 59% | 22% | 81% | 10% | 11% | 18% | 13% | 15% | 32% | 12% | 47% | 53% | 30% | 15% | 29% | 25% | 50% | 30% | 18% | 25% | 25% | 14% | 16% | | |
| DATE | ----- | | | | | | | | | | | | | | | | | | | | | | | | | |
| MONDAY, FEBRUARY 11 | 125 | 78 | 19 | 97 | 12 | 17 | 35 | 13 | 19 | 24 | 18 | 55 | 70 | 22 | 22 | 46 | 34 | 77 | 25 | 20 | 38 | 39 | 10 | 16 | | |
| | 31% | 33% | 21% | 30% | 31% | 39% | 49% | 25% | 32% | 19% | 37% | 29% | 33% | 18% | 36% | 39% | 34% | 38% | 21% | 29% | 38% | 39% | 17% | 25% | | |
| TUESDAY, FEBRUARY 12 | 141 | 90 | 33 | 123 | 11 | 15 | 22 | 16 | 22 | 48 | 18 | 54 | 87 | 39 | 27 | 41 | 34 | 66 | 41 | 31 | 26 | 40 | 17 | 25 | | |
| | 35% | 38% | 37% | 38% | 28% | 36% | 31% | 32% | 37% | 37% | 36% | 29% | 41% | 33% | 45% | 35% | 34% | 33% | 34% | 44% | 26% | 40% | 29% | 39% | | |
| WEDNESDAY, FEBRUARY 13 | 134 | 66 | 37 | 103 | 16 | 10 | 14 | 22 | 19 | 56 | 13 | 79 | 55 | 59 | 12 | 30 | 32 | 57 | 54 | 20 | 35 | 22 | 31 | 23 | | |
| | 33% | 28% | 42% | 32% | 41% | 24% | 20% | 43% | 32% | 44% | 27% | 42% | 26% | 49% | 19% | 26% | 32% | 29% | 45% | 28% | 36% | 22% | 54% | 37% | | |
| SAMPLE | ----- | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAMPLE A | 200 | 122 | 45 | 166 | 15 | 23 | 39 | 22 | 31 | 65 | 19 | 93 | 107 | 59 | 34 | 67 | 40 | 97 | 67 | 33 | 50 | 47 | 31 | 36 | | |
| | 50% | 52% | 51% | 51% | 39% | 54% | 55% | 43% | 53% | 52% | 38% | 49% | 50% | 49% | 55% | 57% | 40% | 48% | 56% | 47% | 50% | 47% | 54% | 57% | | |
| SAMPLE B | 200 | 113 | 44 | 157 | 23 | 19 | 33 | 29 | 28 | 62 | 30 | 95 | 105 | 61 | 28 | 51 | 60 | 103 | 54 | 38 | 49 | 54 | 27 | 27 | | |
| | 50% | 48% | 49% | 49% | 61% | 46% | 45% | 57% | 47% | 48% | 62% | 51% | 50% | 51% | 45% | 43% | 60% | 52% | 44% | 53% | 50% | 53% | 46% | 43% | | |

Table 75-2
Date./Sample.

BANNER 2

| | IDEOLOGY | | | | GENDER/IDEOLOGY | | | | GENDER/AGE | | | | | | PARTY/GENDER | | | | PARTY/AGE | | | | |
|------------------------|----------|----------|-----------|----------|-----------------|-----------|--------------|----------------|------------|-----------|---------|-------------|-------------|-----------|--------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----|
| | VERY LIB | SMWT LIB | TOTAL LIB | MOD/CONS | LIB MEN | LIB WOMEN | MOD/CONS MEN | MOD/CONS WOMEN | MEN 18-44 | MEN 45-54 | MEN 55+ | WOMEN 18-44 | WOMEN 45-54 | WOMEN 55+ | BASE DEM MEN | BASE DEM WOMEN | SOFT DEM MEN | SOFT DEM WOMEN | BASE DEM 18-54 | BASE DEM 55+ | SOFT DEM 18-54 | SOFT DEM 55+ | |
| BASE=TOTAL SAMPLE | 400 | 33 | 71 | 104 | 290 | 48 | 56 | 138 | 152 | 78 | 27 | 84 | 42 | 35 | 134 | 95 | 140 | 42 | 47 | 92 | 143 | 49 | 39 |
| | 100% | 8% | 18% | 26% | 72% | 12% | 14% | 35% | 38% | 19% | 7% | 21% | 11% | 9% | 34% | 24% | 35% | 10% | 12% | 23% | 36% | 12% | 10% |
| DATE | ----- | | | | | | | | | | | | | | | | | | | | | | |
| MONDAY, FEBRUARY 11 | 125 | 7 | 27 | 34 | 87 | 17 | 17 | 36 | 51 | 10 | 12 | 34 | 13 | 11 | 47 | 28 | 50 | 7 | 11 | 20 | 58 | 9 | 9 |
| | 31% | 21% | 38% | 32% | 30% | 35% | 30% | 26% | 34% | 12% | 43% | 40% | 30% | 31% | 35% | 29% | 36% | 18% | 24% | 22% | 41% | 19% | 24% |
| TUESDAY, FEBRUARY 12 | 141 | 17 | 21 | 38 | 101 | 12 | 26 | 42 | 59 | 19 | 9 | 26 | 20 | 18 | 49 | 36 | 54 | 10 | 23 | 41 | 49 | 17 | 16 |
| | 35% | 51% | 30% | 37% | 35% | 26% | 46% | 30% | 39% | 25% | 35% | 31% | 47% | 52% | 36% | 38% | 39% | 23% | 50% | 45% | 35% | 35% | 40% |
| WEDNESDAY, FEBRUARY 13 | 134 | 9 | 23 | 32 | 101 | 19 | 14 | 60 | 41 | 49 | 6 | 24 | 10 | 6 | 38 | 31 | 35 | 25 | 12 | 31 | 35 | 23 | 14 |
| | 33% | 28% | 32% | 31% | 35% | 39% | 24% | 43% | 27% | 63% | 22% | 29% | 23% | 17% | 29% | 33% | 25% | 59% | 26% | 34% | 25% | 46% | 36% |
| SAMPLE | ----- | | | | | | | | | | | | | | | | | | | | | | |
| SAMPLE A | 200 | 19 | 35 | 54 | 143 | 23 | 31 | 69 | 73 | 37 | 14 | 43 | 22 | 20 | 64 | 51 | 71 | 19 | 26 | 50 | 71 | 27 | 18 |
| | 50% | 56% | 49% | 52% | 49% | 48% | 55% | 50% | 48% | 47% | 51% | 51% | 52% | 59% | 48% | 54% | 51% | 45% | 55% | 54% | 50% | 55% | 45% |
| SAMPLE B | 200 | 15 | 36 | 50 | 147 | 25 | 26 | 69 | 78 | 41 | 13 | 41 | 20 | 14 | 70 | 44 | 69 | 23 | 21 | 42 | 71 | 22 | 22 |
| | 50% | 44% | 51% | 48% | 51% | 52% | 45% | 50% | 52% | 53% | 49% | 49% | 48% | 41% | 52% | 46% | 49% | 55% | 45% | 46% | 50% | 45% | 55% |

Table 75-3
Date./Sample.

BANNER 3

| | EDUCATION | | | | EDUCATION/GENDER | | | | INCOME | | | CHURCH ATTENDANCE | | | LIKELY TO VOTE | | VOTE EARLY | | MOST IMPORTANT ISSUE | | | SECOND CHOICE | | | |
|------------------------|-----------|-------|------|-------|------------------|------------|---------------|--------------|-----------------|-----------|---------|-------------------|-------|------|----------------|-------|------------------|---------------|----------------------|------|-----|---------------|------------|-----|--|
| | TOTAL | HS OR | SOME | COLL+ | MEN W/O DEG | MEN W/ DEG | WOMEN W/O DEG | WOMEN W/ DEG | LESS THAN \$50K | \$50-100K | \$100K+ | FREQ | OCCAS | RARE | CER-TAIN | 50/50 | TOTAL VOTE EARLY | ELEC-TION DAY | ECON/ JOBS | IRAQ | HC | IRAQ | ECON/ JOBS | HC | |
| | | LESS | COLL | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 | 116 | 86 | 193 | 86 | 102 | 116 | 91 | 132 | 132 | 97 | 194 | 84 | 113 | 360 | 40 | 162 | 224 | 111 | 70 | 65 | 81 | 78 | 60 | |
| | 100% | 29% | 22% | 48% | 22% | 25% | 29% | 23% | 33% | 33% | 24% | 49% | 21% | 28% | 90% | 10% | 40% | 56% | 28% | 17% | 16% | 20% | 19% | 15% | |
| DATE | ---- | | | | | | | | | | | | | | | | | | | | | | | | |
| MONDAY, FEBRUARY 11 | 125 | 39 | 29 | 55 | 23 | 32 | 45 | 23 | 39 | 39 | 34 | 57 | 32 | 32 | 109 | 17 | 45 | 73 | 41 | 15 | 15 | 24 | 19 | 18 | |
| | 31% | 34% | 34% | 29% | 27% | 31% | 39% | 26% | 29% | 29% | 35% | 29% | 38% | 29% | 30% | 42% | 28% | 33% | 37% | 21% | 23% | 30% | 25% | 30% | |
| TUESDAY, FEBRUARY 12 | 141 | 34 | 32 | 75 | 25 | 29 | 41 | 46 | 54 | 41 | 31 | 76 | 25 | 41 | 126 | 15 | 56 | 84 | 37 | 32 | 23 | 25 | 22 | 27 | |
| | 35% | 29% | 37% | 39% | 29% | 29% | 35% | 50% | 41% | 31% | 31% | 39% | 29% | 36% | 35% | 36% | 34% | 38% | 33% | 45% | 35% | 30% | 28% | 45% | |
| WEDNESDAY, FEBRUARY 13 | 134 | 43 | 25 | 63 | 38 | 41 | 30 | 22 | 39 | 52 | 32 | 62 | 28 | 40 | 125 | 9 | 61 | 67 | 33 | 23 | 27 | 32 | 36 | 15 | |
| | 33% | 37% | 29% | 33% | 44% | 40% | 26% | 24% | 30% | 39% | 33% | 32% | 33% | 35% | 35% | 22% | 38% | 30% | 30% | 33% | 42% | 40% | 47% | 25% | |
| SAMPLE | ----- | | | | | | | | | | | | | | | | | | | | | | | | |
| SAMPLE A | 200 | 54 | 52 | 94 | 45 | 48 | 61 | 46 | 75 | 58 | 49 | 101 | 38 | 57 | 181 | 18 | 84 | 114 | 59 | 30 | 32 | 53 | 35 | 29 | |
| | 50% | 47% | 60% | 49% | 53% | 47% | 52% | 50% | 57% | 44% | 50% | 52% | 46% | 51% | 50% | 45% | 52% | 51% | 54% | 42% | 49% | 65% | 46% | 48% | |
| SAMPLE B | 200 | 62 | 34 | 99 | 41 | 54 | 56 | 45 | 56 | 74 | 49 | 93 | 46 | 55 | 178 | 22 | 78 | 110 | 51 | 40 | 33 | 28 | 42 | 31 | |
| | 50% | 53% | 40% | 51% | 47% | 53% | 48% | 50% | 43% | 56% | 50% | 48% | 54% | 49% | 50% | 55% | 48% | 49% | 46% | 58% | 51% | 35% | 54% | 52% | |

Table 75-4
Date./Sample.

BANNER 4

| | MOOD OF COUNTRY | | | | | CLINTON IMAGE | | | OBAMA IMAGE | | | | PRES PRIMARY BALLOT | | | | |
|------------------------|-----------------|-----------|-------------|---------|----------------------|---------------|-----------|-------------|-------------|-----------|-------------|----------|---------------------|-------------|--------------------|----------------------------|-----|
| | TOTAL | RIGHT DIR | WRONG TRACK | WT DEMS | WT CNTY/ RT TEXAS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | FAV BOTH | PROB/ LEAN OBAMA | TOTAL OBAMA | TOTAL CLIN- TON | PROB/ LEAN CLIN- TON | UND |
| | | | | | UND | | | | | | | | UND | | | | |
| BASE=TOTAL SAMPLE | 400 | 42 | 340 | 290 | 105 | 109 | 299 | 92 | 121 | 284 | 97 | 207 | 48 | 164 | 194 | 56 | 33 |
| | 100% | 11% | 85% | 72% | 26% | 27% | 75% | 23% | 30% | 71% | 24% | 52% | 12% | 41% | 49% | 14% | 8% |
| DATE | | | | | | | | | | | | | | | | | |
| ---- | | | | | | | | | | | | | | | | | |
| MONDAY, FEBRUARY 11 | 125 | 17 | 104 | 86 | 25 | 31 | 100 | 24 | 43 | 86 | 35 | 69 | 13 | 43 | 62 | 18 | 19 |
| | 31% | 41% | 31% | 30% | 23% | 29% | 33% | 26% | 36% | 30% | 36% | 33% | 28% | 26% | 32% | 32% | 58% |
| TUESDAY, FEBRUARY 12 | 141 | 6 | 128 | 114 | 36 | 34 | 104 | 31 | 46 | 106 | 26 | 77 | 21 | 58 | 68 | 17 | 9 |
| | 35% | 15% | 38% | 39% | 34% | 31% | 35% | 33% | 38% | 37% | 26% | 37% | 43% | 36% | 35% | 31% | 28% |
| WEDNESDAY, FEBRUARY 13 | 134 | 19 | 108 | 90 | 44 | 44 | 96 | 37 | 32 | 91 | 37 | 61 | 14 | 63 | 65 | 20 | 5 |
| | 33% | 45% | 32% | 31% | 42% | 40% | 32% | 40% | 26% | 32% | 38% | 29% | 29% | 38% | 33% | 36% | 14% |
| SAMPLE | | | | | | | | | | | | | | | | | |
| ----- | | | | | | | | | | | | | | | | | |
| SAMPLE A | 200 | 17 | 171 | 153 | 49 | 55 | 153 | 43 | 54 | 144 | 47 | 107 | 23 | 83 | 93 | 30 | 18 |
| | 50% | 41% | 50% | 53% | 47% | 51% | 51% | 47% | 45% | 51% | 49% | 52% | 48% | 51% | 48% | 53% | 53% |
| SAMPLE B | 200 | 25 | 169 | 137 | 56 | 54 | 146 | 49 | 67 | 139 | 50 | 100 | 25 | 81 | 101 | 26 | 16 |
| | 50% | 59% | 50% | 47% | 53% | 49% | 49% | 53% | 55% | 49% | 51% | 48% | 52% | 49% | 52% | 47% | 47% |

Table 75-5
Date./Sample.

BANNER 5

| | REASON SUPPORT OBAMA | | | | REASON SUPPORT CLINTON | | | TEXAS MOOD | | | TEXAS ISSUES | | | SECOND CHOICE | | BANKS IMAGE | | | CREDIT UNIONS IMAGE | | | CREDIT UNION MEMBER | |
|------------------------|----------------------|--------|---------------------|-----------------------|------------------------|--------|-------|--------------|----------------|------------------------|--------------|-----|----------------|---------------|------|-------------|--------------|----------------|---------------------|--------------|----------------|---------------------|-----|
| | TOTAL | CHANGE | BEST BEL- CHANCE | SAYS WHAT BELIEVES | EXPER- IENCE | CHANGE | CARES | RIGHT DIR | WRONG TRACK | WRONG TRACK DEMS | EDUC | HC | ILLEG IMMIG | EDUC | JOBS | SMWT FAV | TOTAL FAV | TOTAL UNFAV | SMWT FAV | TOTAL FAV | TOTAL UNFAV | YES | NO |
| | | | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 100% | 17% | 5% | 4% | 19% | 7% | 5% | 37% | 58% | 50% | 23% | 20% | 20% | 20% | 16% | 41% | 69% | 20% | 39% | 80% | 10% | 52% | 48% |
| DATE | | | | | | | | | | | | | | | | | | | | | | | |
| ---- | | | | | | | | | | | | | | | | | | | | | | | |
| MONDAY, FEBRUARY 11 | 125 | 21 | 3 | 4 | 30 | 7 | 5 | 40 | 79 | 68 | 31 | 28 | 22 | 18 | 18 | 52 | 85 | 27 | 43 | 94 | 12 | 70 | 55 |
| | 31% | 30% | 14% | 23% | 39% | 27% | 27% | 27% | 34% | 34% | 33% | 34% | 29% | 22% | 29% | 31% | 31% | 34% | 28% | 29% | 30% | 34% | 29% |
| TUESDAY, FEBRUARY 12 | 141 | 24 | 7 | 7 | 23 | 11 | 5 | 42 | 90 | 77 | 32 | 27 | 29 | 35 | 20 | 59 | 101 | 23 | 57 | 118 | 12 | 74 | 67 |
| | 35% | 35% | 33% | 44% | 29% | 41% | 28% | 29% | 39% | 39% | 35% | 33% | 36% | 44% | 31% | 36% | 37% | 29% | 37% | 37% | 31% | 36% | 35% |
| WEDNESDAY, FEBRUARY 13 | 134 | 25 | 10 | 5 | 25 | 9 | 9 | 66 | 63 | 54 | 29 | 27 | 27 | 27 | 25 | 55 | 88 | 30 | 55 | 109 | 15 | 64 | 69 |
| | 33% | 35% | 52% | 32% | 32% | 32% | 45% | 44% | 27% | 27% | 32% | 33% | 35% | 34% | 39% | 33% | 32% | 37% | 36% | 34% | 39% | 31% | 36% |
| SAMPLE | | | | | | | | | | | | | | | | | | | | | | | |
| ----- | | | | | | | | | | | | | | | | | | | | | | | |
| SAMPLE A | 200 | 40 | 8 | 9 | 37 | 12 | 11 | 68 | 120 | 107 | 51 | 34 | 37 | 40 | 26 | 95 | 139 | 37 | 80 | 160 | 18 | 108 | 92 |
| | 50% | 57% | 42% | 54% | 48% | 46% | 58% | 46% | 52% | 54% | 56% | 42% | 47% | 51% | 42% | 57% | 51% | 46% | 51% | 50% | 47% | 51% | 48% |
| SAMPLE B | 200 | 30 | 12 | 7 | 40 | 15 | 8 | 80 | 113 | 92 | 41 | 47 | 41 | 38 | 36 | 70 | 136 | 43 | 76 | 160 | 20 | 102 | 98 |
| | 50% | 43% | 58% | 46% | 52% | 54% | 42% | 54% | 48% | 46% | 44% | 58% | 53% | 49% | 58% | 43% | 49% | 54% | 49% | 50% | 53% | 49% | 52% |

Table 75-6
Date./Sample.

BANNER 6

| | INFO ON POLITICS | | | INFO ON PRESIDENTIAL RACE | | | | GEOGRAPHY | | | | IDENTITY THEFT VICTIM | | PRIMARY FINAN INST | |
|------------------------|------------------|------------|-----------|---------------------------|-------------|-----------|------------|-----------|-------------------|------------|------------|-----------------------|--------------|--------------------|------------|
| | TOTAL | NET- | | NEWS- PAPER | NEWS- PAPER | WORK NEWS | CABLE NEWS | RURAL | SMALL CITY/ OTHER | SUB- URBAN | URBAN | VICTIM | NOT A VICTIM | CRE- DIT UNION | BANK |
| | | CABLE NEWS | WORK NEWS | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 400 100% | 141 35% | 99 25% | 81 20% | 105 26% | 83 21% | 76 19% | 57 14% | 173 43% | 17 4% | 153 38% | 124 31% | 269 67% | 102 26% | 271 68% |
| DATE | | | | | | | | | | | | | | | |
| ---- | | | | | | | | | | | | | | | |
| MONDAY, FEBRUARY 11 | 125 31% | 42 30% | 37 37% | 25 31% | 32 31% | 27 32% | 20 26% | 17 30% | 44 26% | 6 35% | 58 38% | 45 36% | 78 29% | 38 37% | 78 29% |
| TUESDAY, FEBRUARY 12 | 141 35% | 50 35% | 32 32% | 35 44% | 34 32% | 31 38% | 36 47% | 20 35% | 61 35% | 7 41% | 53 35% | 41 33% | 100 37% | 33 32% | 100 37% |
| WEDNESDAY, FEBRUARY 13 | 134 33% | 49 35% | 31 31% | 20 25% | 39 37% | 25 30% | 21 27% | 20 35% | 67 39% | 4 24% | 42 28% | 38 31% | 91 34% | 31 31% | 93 34% |
| SAMPLE | | | | | | | | | | | | | | | |
| ----- | | | | | | | | | | | | | | | |
| SAMPLE A | 200 50% | 60 42% | 48 49% | 49 60% | 57 54% | 54 65% | 41 53% | 33 57% | 80 47% | 10 56% | 77 50% | 54 44% | 145 54% | 51 50% | 135 50% |
| SAMPLE B | 200 50% | 81 58% | 51 51% | 32 40% | 48 46% | 29 35% | 35 47% | 24 43% | 92 53% | 8 44% | 76 50% | 69 56% | 124 46% | 52 50% | 135 50% |

