

Table 1-1
Summary of Key Data

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOU-SON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
CREDIT UNIONS IMAGE (D/S)	288 72%	180 69%	74 78%	254 72%	27 76%	111 69%	36 53%	136 66%	42 74%	72 68%	27 84%	66 70%	39 81%	42 66%	152 73%	136 71%	89 74%	58 69%	81 85%	59 59%	78 75%	213 72%	55 70%
SOMEWHAT FAVORABLE	153 38%	104 40%	35 37%	140 39%	10 28%	66 41%	25 38%	81 39%	19 34%	40 39%	13 42%	36 38%	23 48%	21 33%	80 38%	73 38%	50 41%	38 45%	30 32%	36 36%	38 37%	114 38%	31 40%
TOTAL FAVORABLE	305 76%	195 75%	75 79%	270 76%	29 80%	119 74%	42 64%	148 72%	44 77%	79 75%	27 85%	72 77%	39 81%	45 70%	165 79%	140 73%	93 78%	62 75%	82 86%	66 66%	81 77%	226 76%	59 75%
TOTAL UNFAVORABLE	17 4%	15 6%	1 1%	16 4%	2 4%	9 5%	7 10%	11 5%	2 4%	7 6%	- 1%	6 6%	- -	2 4%	13 6%	4 2%	4 4%	5 6%	1 1%	7 7%	2 2%	12 4%	4 5%
BANKS IMAGE (D/S)	270 68%	179 69%	65 69%	244 69%	24 65%	113 71%	53 80%	138 67%	44 77%	77 73%	21 67%	50 53%	31 66%	47 74%	147 71%	124 64%	81 67%	45 54%	64 68%	79 79%	74 70%	210 71%	54 69%
SOMEWHAT FAVORABLE	196 49%	122 47%	55 58%	178 50%	16 44%	79 49%	31 47%	103 50%	30 52%	52 49%	18 57%	42 45%	25 52%	29 45%	112 54%	84 44%	61 51%	40 48%	41 43%	52 52%	55 53%	154 52%	36 45%
TOTAL FAVORABLE	320 80%	210 81%	76 80%	286 81%	28 78%	131 82%	58 87%	162 79%	49 87%	87 82%	25 79%	68 73%	38 79%	52 82%	167 80%	153 80%	95 80%	61 73%	75 79%	86 86%	85 81%	241 81%	65 82%
TOTAL UNFAVORABLE	49 12%	32 12%	11 11%	42 12%	5 13%	18 11%	5 7%	24 12%	5 10%	10 9%	4 12%	19 20%	6 13%	5 8%	20 10%	29 15%	15 12%	16 19%	11 11%	8 8%	11 11%	31 11%	11 14%
REPUBLICAN PRIMARY BALLOT																							
TOTAL MCCAIN	179 45%	109 42%	49 51%	157 44%	19 51%	48 30%	33 49%	70 34%	30 53%	51 48%	11 35%	35 37%	29 60%	24 37%	85 41%	94 49%	50 42%	37 45%	40 42%	50 50%	52 50%	105 36%	57 73%
TOTAL HUCKABEE	163 41%	122 47%	32 33%	153 43%	7 19%	91 57%	27 41%	111 54%	21 38%	39 38%	17 54%	39 42%	12 25%	34 53%	93 45%	70 36%	52 44%	31 38%	45 47%	35 35%	40 38%	144 49%	13 17%
TOTAL PAUL	26 6%	8 3%	9 10%	17 5%	7 20%	6 4%	- -	14 7%	3 6%	4 4%	4 11%	11 11%	2 4%	2 3%	17 8%	9 5%	8 6%	8 9%	5 6%	5 5%	6 6%	20 7%	6 7%
UNDECIDED	19 5%	11 4%	4 5%	16 4%	4 11%	10 7%	2 3%	7 3%	2 4%	6 6%	- -	5 5%	4 8%	2 4%	6 3%	13 7%	6 5%	4 5%	5 5%	4 4%	1 1%	16 5%	2 3%

Table 1-2
Summary of Key Data

BANNER 2

-----AMONG WHITE VOTERS-----																							
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%	
CREDIT UNIONS IMAGE (D/S)	269	41	28	73	41	25	60	113	100	28	27	79	92	46	26	85	84	38	34	47	75	147	
	72%	74%	71%	73%	74%	69%	68%	74%	70%	70%	71%	67%	71%	84%	68%	70%	68%	77%	78%	67%	73%	73%	
SOMEWHAT FAVORABLE	145	26	19	32	20	16	33	62	51	14	17	50	48	19	16	51	47	21	14	29	41	75	
	39%	46%	50%	32%	36%	43%	37%	41%	36%	35%	45%	43%	37%	36%	41%	42%	38%	43%	32%	42%	40%	37%	
TOTAL FAVORABLE	285	45	30	78	41	26	63	121	105	32	27	88	96	47	26	92	91	38	35	50	80	155	
	76%	82%	78%	78%	74%	72%	71%	79%	73%	79%	71%	75%	75%	87%	68%	76%	74%	77%	81%	71%	79%	76%	
TOTAL UNFAVORABLE	16	4	2	5	-	1	3	8	4	4	-	9	4	1	-	7	7	-	1	3	6	8	
	4%	8%	6%	5%	-	3%	4%	5%	3%	9%	-	8%	3%	2%	-	6%	6%	-	3%	4%	5%	4%	
BANKS IMAGE (D/S)	264	43	24	75	36	18	67	111	98	30	23	90	84	37	28	81	93	32	34	56	67	141	
	70%	79%	61%	75%	65%	51%	75%	73%	69%	75%	62%	77%	65%	69%	74%	67%	75%	65%	78%	80%	65%	70%	
SOMEWHAT FAVORABLE	189	34	21	53	26	15	40	87	66	21	15	66	53	34	20	64	55	26	29	33	56	100	
	51%	61%	55%	53%	47%	41%	45%	57%	46%	51%	40%	56%	42%	64%	54%	53%	45%	53%	67%	47%	55%	49%	
TOTAL FAVORABLE	306	48	29	82	43	27	76	123	118	34	30	99	103	43	33	97	104	39	36	60	82	165	
	82%	87%	74%	82%	78%	75%	86%	81%	82%	85%	80%	84%	80%	79%	86%	80%	84%	79%	84%	85%	80%	81%	
TOTAL UNFAVORABLE	42	4	5	7	8	9	9	12	19	4	7	8	19	5	4	16	12	7	3	3	15	24	
	11%	8%	13%	7%	14%	25%	11%	8%	14%	10%	18%	7%	15%	10%	12%	13%	9%	15%	6%	5%	15%	12%	
REPUBLICAN PRIMARY BALLOT																							
TOTAL MCCAIN	162	21	12	42	21	23	43	47	58	28	29	44	55	23	23	43	55	27	19	26	36	101	
	43%	39%	31%	42%	39%	62%	49%	31%	41%	70%	76%	37%	43%	42%	61%	36%	45%	55%	44%	37%	35%	50%	
TOTAL HUCKABEE	158	25	17	48	26	11	31	82	62	7	6	61	58	24	8	60	59	14	17	29	54	74	
	42%	46%	44%	48%	48%	29%	35%	54%	43%	18%	16%	52%	45%	44%	21%	49%	47%	30%	40%	42%	53%	37%	
TOTAL PAUL	26	4	7	6	3	1	4	13	7	4	2	4	3	5	4	7	1	6	3	7	5	14	
	7%	8%	17%	6%	6%	3%	5%	9%	5%	9%	6%	4%	3%	10%	11%	5%	1%	13%	7%	10%	5%	7%	
UNDECIDED	18	2	2	2	2	2	7	5	11	1	1	3	8	2	2	6	4	1	3	5	6	7	
	5%	4%	6%	2%	4%	5%	7%	3%	7%	3%	2%	3%	6%	4%	5%	5%	3%	2%	7%	7%	6%	3%	

Table 1-3
Summary of Key Data

BANNER 3

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
CREDIT UNIONS IMAGE (D/S)	288	57	84	64	63	40	98	92	158	63	45	260	28	122	140	127	126	228	52	99
-----	72%	68%	77%	73%	67%	52%	77%	79%	68%	77%	78%	71%	82%	73%	76%	71%	79%	74%	64%	75%
SOMEWHAT FAVORABLE	153	34	43	36	33	24	55	47	89	35	21	135	18	58	76	65	69	122	26	47
	38%	41%	39%	41%	35%	31%	44%	40%	38%	43%	37%	37%	52%	35%	41%	37%	43%	39%	32%	36%
TOTAL FAVORABLE	305	64	90	66	65	47	102	94	169	65	47	275	30	126	143	138	131	239	57	103
	76%	76%	82%	76%	70%	61%	81%	81%	73%	80%	82%	75%	86%	75%	77%	77%	83%	78%	71%	77%
TOTAL UNFAVORABLE	17	6	6	2	2	8	4	2	12	2	2	16	2	3	3	11	5	11	5	3
	4%	8%	5%	2%	2%	10%	3%	2%	5%	3%	4%	4%	4%	2%	2%	6%	3%	4%	6%	3%
BANKS IMAGE (D/S)	270	65	77	58	64	49	92	81	163	59	38	247	24	117	141	98	115	223	40	98
-----	68%	77%	71%	66%	68%	64%	73%	70%	70%	73%	67%	67%	69%	70%	76%	55%	72%	72%	50%	74%
SOMEWHAT FAVORABLE	196	50	58	40	41	39	69	53	115	44	28	177	18	79	90	83	85	152	37	60
	49%	59%	54%	45%	44%	51%	55%	45%	50%	54%	48%	49%	53%	47%	48%	47%	53%	49%	46%	45%
TOTAL FAVORABLE	320	70	88	71	77	62	104	94	188	69	46	293	27	139	157	129	130	255	55	113
	80%	83%	81%	81%	82%	80%	83%	81%	81%	85%	80%	80%	78%	83%	85%	73%	82%	83%	69%	85%
TOTAL UNFAVORABLE	49	5	11	13	13	12	12	13	25	10	7	46	3	22	16	31	16	32	15	15
	12%	6%	10%	15%	14%	16%	10%	11%	11%	12%	13%	13%	9%	13%	9%	18%	10%	10%	19%	11%
REPUBLICAN PRIMARY BALLOT																				

TOTAL MCCAIN	179	25	50	37	50	34	44	62	87	41	31	167	12	167	95	73	70	133	44	133
	45%	29%	46%	42%	54%	44%	35%	54%	38%	50%	54%	46%	34%	100%	51%	41%	44%	43%	55%	100%
TOTAL HUCKABEE	163	50	40	34	34	33	62	43	117	29	11	151	13	-	79	71	72	141	20	-
	41%	59%	37%	39%	36%	43%	49%	37%	51%	36%	20%	41%	37%	-	42%	40%	45%	46%	25%	-
TOTAL PAUL	26	6	11	6	3	4	11	8	16	4	4	19	7	-	5	18	8	13	11	-
	6%	7%	10%	7%	3%	5%	8%	7%	7%	6%	7%	5%	19%	-	3%	10%	5%	4%	14%	-
UNDECIDED	19	3	3	8	4	4	6	2	7	5	6	16	3	-	5	11	9	15	2	-
	5%	4%	3%	9%	4%	5%	5%	2%	3%	6%	11%	4%	10%	-	3%	6%	5%	5%	3%	-

Table 1-4
Summary of Key Data

BANNER 4

	MOST IMPORTANT ISSUE																			
	VOTE EARLY			TERR/ NATL				ECON/ IMMIG				TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION		SEC	IMMIG	JOBS	ECON/ IMMIG	JOBS	TERR/ NATL	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV			
		VOTE EARLY	DAY															DAY		
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61				
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%				
CREDIT UNIONS IMAGE (D/S)	288	114	170	75	61	34	58	53	38	136	221	61	57	111	211	50				
	72%	69%	74%	71%	67%	64%	79%	82%	64%	73%	74%	68%	64%	70%	70%	83%				
SOMEWHAT FAVORABLE	153	59	91	40	36	19	30	28	21	73	112	41	28	58	115	19				
	38%	35%	40%	38%	40%	35%	41%	43%	35%	40%	37%	46%	32%	37%	38%	32%				
TOTAL FAVORABLE	305	124	177	81	67	36	63	56	42	146	233	67	62	119	226	51				
	76%	75%	78%	77%	75%	68%	85%	86%	72%	79%	77%	75%	69%	75%	75%	85%				
TOTAL UNFAVORABLE	17	10	8	6	7	2	5	2	4	10	11	6	4	8	16	1				
	4%	6%	3%	6%	7%	4%	6%	4%	8%	6%	4%	7%	5%	5%	5%	2%				
BANKS IMAGE (D/S)	270	112	153	75	48	31	57	38	46	138	216	45	60	111	204	45				
	68%	67%	67%	71%	53%	58%	77%	58%	78%	74%	72%	51%	68%	70%	68%	74%				
SOMEWHAT FAVORABLE	196	77	116	46	43	21	40	33	34	99	150	39	48	80	146	29				
	49%	46%	51%	44%	47%	39%	54%	51%	59%	53%	50%	44%	54%	50%	48%	48%				
TOTAL FAVORABLE	320	132	182	88	63	39	63	49	51	156	250	61	72	129	240	50				
	80%	79%	80%	83%	70%	73%	86%	76%	86%	84%	83%	68%	80%	81%	80%	83%				
TOTAL UNFAVORABLE	49	20	29	13	15	8	6	12	5	18	34	16	11	18	36	6				
	12%	12%	13%	12%	17%	15%	8%	18%	8%	10%	11%	18%	12%	12%	12%	9%				
REPUBLICAN PRIMARY BALLOT																				
TOTAL MCCAIN	179	82	95	41	24	32	29	29	25	70	167	7	48	86	108	42				
	45%	49%	42%	39%	27%	61%	39%	45%	42%	37%	55%	8%	54%	54%	36%	69%				
TOTAL HUCKABEE	163	59	102	53	49	15	35	29	23	91	102	59	30	45	157	3				
	41%	36%	45%	50%	55%	28%	48%	45%	39%	49%	34%	66%	34%	29%	52%	5%				
TOTAL PAUL	26	6	20	4	8	3	5	5	2	10	14	11	5	13	18	6				
	6%	3%	9%	4%	9%	7%	6%	8%	3%	5%	5%	12%	5%	8%	6%	11%				
UNDECIDED	19	11	6	4	5	1	4	1	2	9	11	7	3	8	11	6				
	5%	7%	3%	4%	5%	3%	5%	1%	4%	5%	4%	8%	3%	5%	4%	9%				

Table 1-5
Summary of Key Data

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	PROB/ LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/ IRAQ	RIGHT	WRONG	WT	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	MCCAIN	MCCAIN	HUCK- ABEE	IENCE	CHANCE		DIR	TRACK	GOPERS	TEXAS/ RD	CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
CREDIT UNIONS IMAGE (D/S)	288 72%	51 73%	131 73%	115 70%	23 69%	26 78%	23 76%	185 75%	88 65%	77 66%	24 74%	130 73%	46 84%	24 62%	62 74%	56 72%	42 76%
SOMEWHAT FAVORABLE	153 38%	31 45%	62 35%	70 43%	12 37%	12 37%	13 41%	98 39%	49 36%	42 36%	11 35%	66 37%	21 38%	16 42%	32 37%	30 39%	17 31%
TOTAL FAVORABLE	305 76%	53 77%	136 76%	123 76%	25 73%	26 78%	25 80%	192 77%	98 73%	86 74%	25 77%	138 77%	47 86%	27 71%	66 79%	59 75%	43 78%
TOTAL UNFAVORABLE	17 4%	3 4%	5 3%	9 5%	1 4%	- -	1 3%	7 3%	11 8%	9 8%	1 3%	8 5%	1 2%	3 9%	5 5%	3 3%	1 2%
BANKS IMAGE (D/S)	270 68%	51 73%	126 71%	113 69%	23 68%	25 78%	23 74%	191 77%	66 49%	58 50%	21 65%	114 64%	40 72%	25 67%	60 71%	42 53%	40 72%
SOMEWHAT FAVORABLE	196 49%	39 55%	85 48%	81 50%	14 41%	18 56%	13 43%	125 50%	62 46%	55 47%	15 45%	79 45%	26 48%	20 51%	50 60%	30 38%	26 47%
TOTAL FAVORABLE	320 80%	59 85%	149 83%	130 80%	27 81%	29 89%	26 86%	212 86%	93 69%	81 70%	25 78%	138 78%	47 85%	30 79%	69 82%	56 72%	44 79%
TOTAL UNFAVORABLE	49 12%	8 12%	23 13%	18 11%	4 13%	4 11%	4 12%	21 8%	27 20%	23 20%	4 13%	24 14%	7 13%	5 13%	9 11%	14 18%	4 8%
REPUBLICAN PRIMARY BALLOT																	
TOTAL MCCAIN	179 45%	70 100%	179 100%	- -	34 100%	33 100%	31 100%	123 50%	49 37%	43 37%	14 43%	78 44%	33 60%	8 20%	35 42%	36 46%	27 49%
TOTAL HUCKABEE	163 41%	- -	- -	163 100%	- -	- -	- -	95 39%	61 46%	55 48%	15 48%	79 44%	12 22%	27 69%	38 46%	30 38%	17 30%
TOTAL PAUL	26 6%	- -	- -	- -	- -	- -	- -	12 5%	12 9%	7 6%	3 9%	9 5%	5 8%	2 6%	3 4%	7 8%	5 10%
UNDECIDED	19 5%	- -	- -	- -	- -	- -	- -	11 4%	6 5%	6 5%	- -	7 4%	2 3%	1 2%	4 5%	3 3%	3 6%

Table 1-6
Summary of Key Data

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION BANK		NOT A VICTIM	
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
CREDIT UNIONS IMAGE (D/S)	288	150	244	29	153	305	-17	174	111	65	193	73	208
-----	72%	77%	76%	58%	100%	100%	-100%	92%	53%	96%	66%	71%	72%
SOMEWHAT FAVORABLE	153	96	132	16	153	153	-	64	88	13	118	34	116
	38%	49%	41%	33%	100%	50%	-	34%	42%	20%	40%	33%	40%
TOTAL FAVORABLE	305	158	254	36	153	305	-	177	125	65	208	79	220
	76%	81%	80%	73%	100%	100%	-	94%	60%	96%	71%	76%	76%
TOTAL UNFAVORABLE	17	8	10	7	-	-	17	3	14	-	15	6	11
	4%	4%	3%	14%	-	-	100%	2%	7%	1%	5%	6%	4%
BANKS IMAGE (D/S)	270	196	320	-49	115	218	3	112	155	37	205	48	215
-----	68%	100%	100%	-100%	75%	72%	17%	59%	75%	55%	71%	47%	75%
SOMEWHAT FAVORABLE	196	196	196	-	96	158	8	93	101	41	133	46	144
	49%	100%	61%	-	63%	52%	46%	49%	49%	61%	46%	44%	50%
TOTAL FAVORABLE	320	196	320	-	132	254	10	141	175	49	238	72	240
	80%	100%	100%	-	86%	83%	59%	75%	84%	72%	82%	69%	84%
TOTAL UNFAVORABLE	49	-	-	49	16	36	7	29	20	12	33	24	25
	12%	-	-	100%	11%	12%	41%	15%	10%	17%	11%	23%	9%
REPUBLICAN PRIMARY BALLOT													

TOTAL MCCAIN	179	85	149	23	62	136	5	77	100	35	124	43	135
	45%	43%	47%	46%	40%	45%	29%	41%	48%	52%	43%	42%	47%
TOTAL HUCKABEE	163	81	130	18	70	123	9	83	81	21	129	43	113
	41%	41%	41%	36%	45%	40%	51%	44%	39%	31%	44%	42%	39%
TOTAL PAUL	26	14	18	4	13	22	1	14	10	7	15	4	20
	6%	7%	6%	9%	9%	7%	7%	8%	5%	10%	5%	4%	7%
UNDECIDED	19	10	14	2	7	14	-	9	11	3	13	8	12
	5%	5%	5%	3%	5%	5%	-	5%	5%	4%	5%	7%	4%

Table 1-7
Summary of Key Data

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	NEWS- PAPER	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
CREDIT UNIONS IMAGE (D/S)	288 72%	97 68%	54 77%	49 80%	36 66%	66 72%	57 73%	41 68%	34 67%	35 89%	34 74%	123 70%	44 77%	87 72%
SOMEWHAT FAVORABLE	153 38%	54 38%	32 45%	26 43%	14 25%	32 35%	30 38%	17 29%	18 34%	20 51%	15 33%	67 38%	20 35%	51 42%
TOTAL FAVORABLE	305 76%	108 75%	55 78%	51 83%	39 71%	67 73%	61 78%	45 74%	39 76%	35 89%	34 74%	131 75%	45 79%	95 78%
TOTAL UNFAVORABLE	17 4%	10 7%	1 1%	2 4%	3 5%	1 1%	4 5%	3 6%	5 9%	- -	- -	8 5%	1 2%	8 7%
BANKS IMAGE (D/S)	270 68%	95 66%	56 79%	33 54%	39 71%	65 70%	59 76%	44 73%	30 58%	25 62%	38 84%	119 68%	36 62%	77 64%
SOMEWHAT FAVORABLE	196 49%	71 49%	33 47%	28 45%	27 49%	39 42%	41 52%	32 53%	22 44%	24 61%	21 47%	90 51%	30 53%	54 44%
TOTAL FAVORABLE	320 80%	116 80%	60 85%	44 72%	46 82%	73 80%	67 85%	49 82%	39 76%	31 78%	40 89%	140 80%	44 76%	95 78%
TOTAL UNFAVORABLE	49 12%	21 14%	4 6%	11 18%	7 12%	8 9%	8 10%	5 8%	9 18%	6 16%	2 5%	21 12%	8 14%	18 15%
REPUBLICAN PRIMARY BALLOT														
TOTAL MCCAIN	179 45%	63 44%	34 48%	18 30%	34 62%	44 48%	41 52%	27 45%	17 34%	17 42%	16 35%	82 47%	24 41%	57 47%
TOTAL HUCKABEE	163 41%	66 46%	27 38%	30 48%	15 28%	32 35%	27 35%	25 41%	26 50%	19 47%	25 54%	78 45%	23 40%	38 31%
TOTAL PAUL	26 6%	5 3%	3 5%	4 7%	3 6%	4 5%	3 4%	2 4%	3 5%	3 8%	4 9%	3 2%	8 14%	10 8%
UNDECIDED	19 5%	7 5%	4 5%	4 7%	- -	10 11%	3 3%	2 4%	3 6%	1 3%	1 2%	7 4%	2 4%	9 8%

Table 2-1
Summary of Images

BANNER 1

	CORE																						
	PARTY ID				PRIMARY VOTERS					REGION					GENDER		AGE				WHITE IDEOLOGY		
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
MCCAIN IMAGE (D/S)	211	130	61	192	18	48	46	85	33	60	17	37	34	30	94	117	58	34	52	65	75	128	64
-----	53%	50%	65%	54%	49%	30%	69%	41%	57%	57%	54%	39%	70%	48%	45%	61%	48%	41%	55%	65%	72%	43%	82%
SOMEWHAT FAVORABLE	185	123	48	171	13	74	31	95	32	56	14	36	16	32	90	95	61	38	47	38	57	145	34
	46%	47%	51%	48%	35%	46%	46%	46%	56%	53%	43%	38%	34%	51%	43%	49%	51%	45%	50%	38%	54%	49%	43%
TOTAL FAVORABLE	301	193	77	270	27	102	55	143	44	83	24	65	39	46	150	151	89	58	72	80	89	209	70
	75%	74%	81%	76%	73%	64%	82%	70%	78%	79%	75%	69%	82%	72%	72%	79%	74%	70%	76%	80%	85%	71%	89%
TOTAL UNFAVORABLE	90	62	16	78	9	55	9	58	12	22	6	28	6	15	56	34	30	24	20	15	14	80	6
	22%	24%	17%	22%	24%	34%	14%	28%	20%	21%	20%	30%	12%	24%	27%	17%	25%	29%	22%	15%	14%	27%	7%
HUCKABEE IMAGE (D/S)	240	175	57	233	8	105	44	144	32	64	22	54	28	40	127	113	61	60	56	61	69	192	36
-----	60%	67%	60%	65%	21%	66%	66%	70%	56%	61%	68%	58%	59%	63%	61%	59%	51%	72%	59%	61%	66%	65%	46%
SOMEWHAT FAVORABLE	159	106	40	145	12	56	27	67	26	39	10	44	20	21	82	76	40	38	39	40	48	109	38
	40%	41%	42%	41%	33%	35%	40%	33%	45%	37%	31%	47%	41%	33%	40%	40%	33%	46%	41%	40%	45%	37%	48%
TOTAL FAVORABLE	301	208	70	279	20	127	53	166	44	79	25	71	34	48	160	141	81	69	72	76	83	233	51
	75%	80%	74%	78%	55%	79%	79%	80%	77%	75%	79%	75%	72%	75%	77%	73%	68%	83%	76%	76%	80%	79%	65%
TOTAL UNFAVORABLE	61	33	13	46	12	22	9	22	12	15	3	16	6	8	33	28	20	9	16	15	14	41	15
	15%	13%	14%	13%	34%	14%	13%	11%	21%	14%	10%	17%	13%	12%	16%	14%	17%	11%	17%	15%	13%	14%	20%
CORNYN IMAGE (D/S)	207	145	44	189	14	89	38	111	38	62	11	32	26	39	108	99	59	44	51	51	49	156	33
-----	52%	56%	47%	53%	39%	56%	57%	54%	66%	59%	35%	34%	54%	61%	52%	52%	49%	53%	54%	51%	47%	53%	42%
SOMEWHAT FAVORABLE	101	56	29	85	14	32	18	48	12	28	7	19	12	23	58	44	25	17	31	26	27	69	26
	25%	21%	31%	24%	38%	20%	28%	23%	21%	27%	21%	20%	25%	37%	28%	23%	21%	21%	32%	26%	26%	23%	34%
TOTAL FAVORABLE	241	162	54	216	21	101	43	127	39	69	14	46	29	44	130	111	64	53	60	62	57	178	44
	60%	62%	57%	61%	57%	63%	65%	62%	68%	66%	45%	49%	60%	69%	63%	58%	54%	64%	63%	62%	54%	60%	57%
TOTAL UNFAVORABLE	34	17	10	27	6	12	6	16	1	8	3	14	3	5	23	12	5	9	9	12	8	22	11
	9%	7%	10%	8%	17%	8%	9%	8%	2%	7%	10%	15%	6%	8%	11%	6%	4%	11%	9%	12%	7%	7%	14%
HUTCHISON IMAGE (D/S)	309	212	72	285	23	129	55	164	51	86	23	57	43	49	147	162	91	57	78	82	89	233	58
-----	77%	82%	76%	80%	64%	80%	82%	80%	90%	82%	71%	60%	89%	76%	71%	84%	76%	68%	82%	82%	85%	79%	74%
SOMEWHAT FAVORABLE	113	64	35	100	13	37	9	52	26	28	5	24	15	16	60	53	44	25	24	19	30	81	23
	28%	25%	37%	28%	36%	23%	13%	25%	45%	27%	16%	26%	31%	24%	29%	28%	37%	30%	26%	19%	28%	27%	29%
TOTAL FAVORABLE	346	232	82	314	28	141	58	182	53	94	27	73	45	56	173	174	101	70	85	88	95	260	65
	87%	89%	86%	88%	77%	88%	88%	88%	92%	90%	83%	78%	93%	87%	83%	90%	84%	84%	90%	88%	91%	88%	83%
TOTAL UNFAVORABLE	37	19	10	29	5	13	3	18	1	8	4	16	2	7	26	12	11	13	7	6	6	27	7
	9%	7%	10%	8%	13%	8%	5%	9%	2%	7%	12%	17%	4%	10%	12%	6%	9%	16%	8%	6%	6%	9%	9%

Continued

Table 2-1
Summary of Images

BANNER 1

	CORE																						
	PARTY ID				PRIMARY VOTERS					REGION					GENDER		AGE				WHITE IDEOLOGY		
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOU- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
PERRY IMAGE (D/S)	102	89	19	107	1	54	36	59	16	35	12	-6	26	19	46	56	18	6	35	40	27	78	14
	25%	34%	20%	30%	3%	34%	54%	28%	28%	34%	36%	-6%	55%	29%	22%	29%	15%	8%	37%	40%	26%	26%	18%
SOMEWHAT FAVORABLE	161	106	42	147	13	61	28	76	23	51	16	27	19	25	79	82	47	31	39	42	46	121	29
	40%	41%	44%	42%	35%	38%	42%	37%	41%	49%	50%	28%	40%	39%	38%	43%	39%	38%	41%	42%	44%	41%	37%
TOTAL FAVORABLE	246	171	56	227	19	105	49	130	35	70	22	43	37	40	126	120	68	45	64	68	65	183	46
	62%	66%	59%	64%	51%	65%	74%	63%	62%	66%	68%	46%	77%	63%	61%	63%	57%	54%	67%	68%	62%	62%	59%
TOTAL UNFAVORABLE	145	82	37	119	18	51	13	71	20	34	10	49	10	22	80	65	50	38	29	28	38	105	32
	36%	32%	39%	34%	49%	32%	20%	35%	34%	33%	31%	52%	22%	34%	38%	34%	42%	46%	30%	28%	36%	36%	40%
DEWHURST IMAGE (D/S)	161	117	28	145	16	65	33	88	28	46	16	19	23	29	81	81	35	46	39	41	39	111	37
	40%	45%	30%	41%	43%	41%	50%	43%	49%	44%	50%	20%	49%	46%	39%	42%	29%	56%	41%	41%	38%	38%	47%
SOMEWHAT FAVORABLE	147	91	40	131	15	47	26	71	23	37	14	28	15	29	79	68	37	38	33	38	42	100	35
	37%	35%	43%	37%	42%	29%	40%	34%	41%	35%	44%	30%	32%	46%	38%	35%	31%	46%	35%	38%	41%	34%	45%
TOTAL FAVORABLE	206	139	47	186	19	79	40	108	31	56	17	40	27	36	111	95	51	52	48	54	52	146	45
	52%	54%	49%	52%	51%	49%	60%	52%	55%	53%	54%	42%	56%	56%	53%	50%	42%	62%	51%	54%	50%	49%	58%
TOTAL UNFAVORABLE	45	22	18	41	3	14	7	20	3	10	1	21	3	6	30	15	16	5	10	14	13	34	9
	11%	9%	19%	12%	9%	9%	10%	10%	6%	9%	3%	22%	7%	10%	14%	8%	14%	7%	10%	14%	12%	12%	11%
ABBOTT IMAGE (D/S)	141	106	18	124	15	70	20	68	20	36	8	37	22	18	68	73	41	34	35	29	22	97	30
	35%	41%	19%	35%	41%	44%	31%	33%	36%	34%	25%	39%	45%	28%	33%	38%	34%	41%	37%	29%	21%	33%	38%
SOMEWHAT FAVORABLE	96	67	16	83	11	42	14	41	11	26	9	31	11	7	45	50	26	25	23	21	16	62	23
	24%	26%	17%	23%	30%	26%	21%	20%	19%	25%	27%	33%	23%	11%	22%	26%	21%	30%	24%	21%	15%	21%	30%
TOTAL FAVORABLE	158	111	28	139	16	72	22	76	24	40	10	43	22	21	82	76	48	38	37	32	29	107	35
	40%	43%	29%	39%	44%	45%	33%	37%	42%	38%	30%	46%	45%	32%	39%	40%	40%	46%	40%	32%	27%	36%	45%
TOTAL UNFAVORABLE	17	5	10	15	1	2	1	8	3	4	2	6	-	2	14	3	7	4	2	4	6	10	6
	4%	2%	10%	4%	2%	1%	2%	4%	6%	4%	5%	6%	-	4%	7%	2%	6%	5%	3%	4%	6%	3%	7%
COMBS IMAGE (D/S)	104	74	13	87	13	48	19	47	14	20	6	22	19	23	55	48	37	21	21	24	15	66	29
	26%	28%	14%	25%	35%	30%	28%	23%	24%	19%	20%	23%	40%	35%	27%	25%	31%	25%	22%	24%	14%	22%	37%
SOMEWHAT FAVORABLE	76	50	14	64	8	35	8	32	12	15	8	16	12	13	39	36	28	15	21	11	11	50	19
	19%	19%	14%	18%	23%	22%	13%	15%	20%	14%	24%	17%	26%	21%	19%	19%	23%	19%	22%	11%	11%	17%	25%
TOTAL FAVORABLE	117	82	18	100	13	52	19	53	17	22	9	24	19	26	62	55	41	22	27	25	19	74	33
	29%	32%	19%	28%	35%	33%	28%	26%	30%	21%	28%	26%	40%	40%	30%	29%	35%	27%	29%	25%	19%	25%	43%
TOTAL UNFAVORABLE	13	9	5	13	-	4	-	7	3	2	2	2	-	3	7	6	5	1	7	1	4	8	4
	3%	3%	5%	4%	-	3%	-	3%	6%	2%	8%	3%	-	5%	3%	3%	4%	1%	7%	1%	4%	3%	5%

Table 2-2
Summary of Images

BANNER 2

-----AMONG WHITE VOTERS-----

	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
MCCAIN IMAGE (D/S) -----	193 51%	19 34%	6 16%	56 56%	32 59%	24 67%	54 61%	47 31%	81 57%	33 82%	31 81%	45 38%	73 57%	28 52%	31 82%	46 38%	71 57%	30 62%	29 67%	36 51%	44 43%	113 56%
SOMEWHAT FAVORABLE	178 48%	25 46%	16 41%	46 46%	32 57%	19 53%	40 45%	68 45%	76 53%	18 46%	15 40%	52 45%	66 52%	27 51%	21 55%	59 49%	58 47%	26 54%	22 51%	31 44%	51 50%	97 48%
TOTAL FAVORABLE	279 74%	37 67%	22 58%	77 77%	43 78%	30 82%	69 78%	99 65%	110 77%	37 91%	33 87%	81 69%	99 77%	40 75%	34 90%	83 68%	95 77%	40 81%	35 81%	50 72%	71 70%	157 77%
TOTAL UNFAVORABLE	86 23%	18 33%	16 42%	21 21%	11 20%	5 15%	15 16%	52 34%	29 20%	4 9%	2 6%	36 31%	25 20%	12 23%	3 8%	36 30%	25 20%	9 19%	6 14%	15 21%	27 27%	44 22%
HUCKABEE IMAGE (D/S) -----	229 61%	22 41%	29 75%	67 68%	34 61%	26 73%	49 55%	99 65%	93 65%	19 47%	17 45%	79 68%	88 68%	36 67%	20 53%	79 66%	86 70%	29 59%	28 65%	56 56%	70 69%	119 59%
SOMEWHAT FAVORABLE	147 39%	18 32%	14 36%	44 44%	17 31%	21 57%	33 37%	52 34%	57 40%	23 57%	15 39%	47 40%	53 41%	23 42%	16 41%	49 40%	50 40%	17 35%	21 50%	23 34%	32 32%	91 45%
TOTAL FAVORABLE	285 76%	36 65%	33 85%	81 81%	39 71%	31 84%	64 72%	121 80%	112 78%	28 69%	23 62%	94 80%	104 81%	45 83%	25 65%	96 80%	100 81%	35 71%	34 80%	52 74%	79 78%	154 76%
TOTAL UNFAVORABLE	56 15%	14 25%	4 10%	14 14%	5 10%	4 12%	15 17%	22 14%	19 13%	9 22%	6 17%	15 13%	16 12%	8 15%	4 12%	17 14%	14 11%	6 12%	7 15%	12 18%	9 9%	34 17%
CORNYN IMAGE (D/S) -----	190 51%	32 59%	19 48%	48 48%	20 36%	20 56%	49 56%	82 54%	74 52%	16 40%	17 45%	62 53%	75 58%	27 51%	15 40%	70 58%	65 53%	15 30%	28 64%	32 46%	42 41%	115 57%
SOMEWHAT FAVORABLE	96 26%	15 27%	8 21%	31 31%	10 18%	8 23%	23 26%	39 26%	30 21%	14 35%	12 32%	25 22%	28 22%	18 33%	10 27%	22 18%	30 24%	11 22%	17 40%	20 29%	27 26%	49 24%
TOTAL FAVORABLE	222 59%	34 62%	23 59%	63 63%	23 42%	23 65%	55 62%	96 63%	81 57%	23 57%	21 56%	71 61%	81 63%	36 67%	16 43%	75 62%	76 62%	21 43%	31 72%	37 53%	55 54%	130 64%
TOTAL UNFAVORABLE	33 9%	2 4%	4 11%	15 15%	3 6%	3 9%	5 6%	14 9%	7 5%	7 17%	4 11%	9 8%	7 5%	9 16%	1 3%	4 4%	11 9%	6 13%	4 8%	4 6%	14 13%	15 7%
HUTCHISON IMAGE (D/S) -----	291 78%	39 71%	26 66%	73 73%	45 82%	27 75%	80 90%	106 69%	127 89%	32 78%	26 70%	90 77%	110 85%	38 70%	33 85%	95 78%	104 84%	34 70%	36 84%	58 83%	79 77%	154 76%
SOMEWHAT FAVORABLE	104 28%	21 38%	13 35%	23 23%	18 33%	9 26%	19 21%	44 29%	37 26%	13 31%	10 27%	29 24%	31 24%	21 39%	14 36%	37 30%	22 18%	20 41%	15 35%	18 25%	30 30%	56 28%
TOTAL FAVORABLE	326 87%	46 84%	32 83%	84 84%	49 88%	32 87%	83 93%	127 84%	133 93%	34 85%	31 82%	102 87%	117 91%	45 83%	35 91%	107 88%	111 90%	40 81%	40 92%	62 89%	90 88%	174 86%
TOTAL UNFAVORABLE	35 9%	7 12%	7 17%	11 11%	3 6%	5 13%	3 3%	21 14%	6 4%	3 7%	5 12%	12 11%	7 6%	7 13%	2 6%	12 10%	7 6%	6 12%	3 8%	4 6%	11 11%	20 10%

Table 2-2
Summary of Images

BANNER 2

-----AMONG WHITE VOTERS-----																							
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
PERRY IMAGE (D/S)	92	10	5	24	2	2	48	31	47	8	6	31	50	14	4	22	58	4	14	30	9	53	
	25%	19%	12%	24%	4%	6%	54%	20%	33%	20%	16%	27%	39%	26%	11%	19%	47%	9%	33%	43%	9%	26%	
SOMEWHAT FAVORABLE	149	24	14	33	18	15	45	59	62	12	16	40	60	26	15	50	49	18	23	29	41	79	
	40%	44%	36%	33%	32%	41%	50%	39%	43%	30%	44%	34%	47%	49%	38%	41%	40%	36%	53%	42%	40%	39%	
TOTAL FAVORABLE	229	32	22	61	28	19	66	90	93	24	21	73	88	34	20	71	89	27	27	49	54	126	
	61%	58%	56%	61%	51%	53%	74%	59%	65%	60%	57%	62%	68%	63%	53%	58%	72%	54%	64%	70%	53%	62%	
TOTAL UNFAVORABLE	137	22	17	37	26	17	18	60	46	16	15	42	38	20	16	48	31	22	13	19	45	73	
	37%	39%	44%	37%	47%	47%	20%	39%	32%	40%	41%	36%	29%	37%	42%	40%	25%	46%	31%	27%	44%	36%	
DEWHURST IMAGE (D/S)	149	17	18	37	12	24	39	55	57	17	20	46	62	19	8	53	54	13	14	26	32	91	
	40%	31%	47%	37%	22%	67%	44%	36%	40%	42%	53%	40%	48%	36%	20%	44%	44%	27%	32%	37%	31%	45%	
SOMEWHAT FAVORABLE	135	17	17	37	17	17	30	52	48	18	17	38	45	26	12	43	41	19	19	25	31	79	
	36%	31%	45%	37%	30%	48%	34%	34%	33%	46%	44%	33%	35%	48%	33%	36%	33%	39%	45%	36%	31%	39%	
TOTAL FAVORABLE	191	26	22	53	19	25	45	78	67	23	23	62	69	31	14	64	66	22	23	33	44	114	
	51%	48%	56%	53%	34%	70%	51%	51%	47%	56%	60%	53%	53%	57%	37%	53%	53%	45%	53%	48%	44%	56%	
TOTAL UNFAVORABLE	43	10	3	16	7	1	6	24	11	6	3	16	6	11	6	11	12	9	9	7	13	23	
	11%	17%	9%	16%	12%	2%	7%	16%	7%	14%	8%	14%	5%	21%	17%	9%	9%	18%	20%	10%	12%	11%	
ABBOTT IMAGE (D/S)	126	16	11	32	20	18	27	46	50	13	16	45	53	8	10	51	46	8	10	13	35	78	
	34%	29%	29%	32%	37%	50%	31%	30%	35%	33%	43%	39%	41%	15%	26%	42%	37%	16%	24%	19%	34%	38%	
SOMEWHAT FAVORABLE	85	10	10	18	15	11	21	27	35	11	12	29	34	7	8	32	31	9	7	10	22	53	
	23%	17%	26%	18%	27%	29%	24%	18%	24%	28%	32%	25%	26%	13%	22%	27%	25%	17%	16%	14%	22%	26%	
TOTAL FAVORABLE	142	21	15	36	21	18	29	55	52	18	17	50	53	15	12	55	47	14	13	17	39	87	
	38%	39%	39%	36%	39%	50%	33%	36%	37%	45%	46%	43%	41%	28%	32%	46%	38%	29%	29%	24%	38%	43%	
TOTAL UNFAVORABLE	16	5	4	4	1	-	2	8	2	5	1	5	-	7	2	4	1	7	2	4	4	9	
	4%	10%	10%	4%	2%	-	2%	5%	1%	11%	3%	4%	-	12%	6%	3%	1%	13%	6%	5%	3%	5%	
COMBS IMAGE (D/S)	96	20	5	27	13	13	18	36	30	16	14	37	33	8	5	38	33	9	4	20	17	59	
	26%	37%	14%	27%	23%	36%	20%	24%	21%	38%	36%	32%	26%	15%	13%	31%	26%	18%	9%	29%	16%	29%	
SOMEWHAT FAVORABLE	69	15	5	17	10	8	14	28	22	8	11	23	24	9	4	26	21	8	6	13	14	43	
	19%	27%	12%	17%	19%	23%	16%	18%	15%	20%	30%	20%	19%	17%	12%	22%	17%	16%	13%	19%	13%	21%	
TOTAL FAVORABLE	108	23	6	30	14	13	22	42	32	17	17	41	36	11	7	41	37	10	7	22	21	66	
	29%	41%	17%	30%	25%	36%	25%	28%	22%	41%	44%	35%	28%	20%	19%	34%	30%	21%	17%	31%	20%	32%	
TOTAL UNFAVORABLE	12	2	1	3	1	-	4	6	2	1	3	4	3	3	2	3	4	1	3	2	4	6	
	3%	4%	3%	3%	2%	-	5%	4%	1%	3%	9%	4%	2%	5%	6%	3%	4%	3%	8%	2%	4%	3%	

Table 2-3
Summary of Images

BANNER 3

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	MC-CAIN	CER-TAIN/VOTE	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
MCCAIN IMAGE (D/S)	211	33	48	47	65	43	58	66	110	46	32	194	17	151	125	65	85	171	36	120
-----	53%	39%	44%	54%	69%	56%	46%	57%	48%	57%	56%	53%	50%	91%	67%	36%	53%	55%	45%	90%
SOMEWHAT FAVORABLE	185	37	50	45	47	39	59	57	112	41	24	167	18	65	97	70	78	151	29	52
	46%	44%	46%	51%	50%	51%	46%	49%	48%	51%	42%	46%	52%	39%	52%	39%	49%	49%	36%	39%
TOTAL FAVORABLE	301	58	79	64	78	58	91	91	168	63	43	276	25	157	154	120	121	236	58	124
	75%	68%	72%	74%	84%	76%	72%	78%	73%	77%	76%	76%	72%	94%	83%	67%	76%	77%	72%	94%
TOTAL UNFAVORABLE	90	25	30	17	14	15	33	25	58	16	12	82	8	6	28	56	36	65	21	5
	22%	30%	28%	20%	15%	20%	26%	22%	25%	20%	20%	22%	23%	3%	15%	31%	23%	21%	27%	3%
HUCKABEE IMAGE (D/S)	240	55	64	55	55	51	80	71	152	51	24	219	22	60	115	98	101	197	33	52
-----	60%	65%	59%	62%	59%	67%	64%	61%	66%	63%	41%	60%	62%	36%	62%	55%	64%	64%	42%	39%
SOMEWHAT FAVORABLE	159	23	52	33	39	32	43	54	78	38	28	143	16	80	75	65	69	120	31	67
	40%	27%	48%	38%	42%	42%	34%	47%	34%	47%	50%	39%	47%	48%	40%	36%	43%	39%	38%	50%
TOTAL FAVORABLE	301	66	84	65	70	61	99	88	182	62	38	275	26	100	143	128	127	240	52	82
	75%	79%	77%	74%	75%	79%	78%	76%	79%	76%	67%	75%	75%	60%	77%	72%	80%	78%	65%	62%
TOTAL UNFAVORABLE	61	11	20	10	15	9	19	17	30	11	15	56	4	40	28	31	26	42	18	30
	15%	14%	18%	12%	16%	12%	15%	14%	13%	13%	26%	15%	12%	24%	15%	17%	16%	14%	23%	22%
CORNYN IMAGE (D/S)	207	37	62	38	53	39	69	52	120	38	30	195	12	93	115	75	96	181	21	83
-----	52%	44%	57%	43%	57%	51%	54%	45%	52%	46%	52%	53%	34%	55%	62%	42%	60%	59%	26%	63%
SOMEWHAT FAVORABLE	101	26	27	21	22	21	36	24	59	21	15	92	9	41	52	43	43	76	20	31
	25%	31%	25%	23%	23%	27%	28%	20%	26%	26%	26%	25%	25%	25%	28%	24%	27%	25%	26%	23%
TOTAL FAVORABLE	241	47	73	45	58	48	77	65	141	44	34	224	17	104	124	100	105	196	39	88
	60%	56%	67%	51%	62%	63%	61%	56%	61%	55%	59%	61%	50%	62%	67%	56%	66%	64%	49%	66%
TOTAL UNFAVORABLE	34	10	11	8	4	9	8	12	21	7	4	29	6	11	9	25	8	16	18	5
	9%	12%	10%	9%	4%	12%	7%	11%	9%	8%	6%	8%	16%	7%	5%	14%	5%	5%	22%	4%
HUTCHISON IMAGE (D/S)	309	64	74	73	81	60	98	87	182	57	49	283	26	146	164	116	136	261	39	123
-----	77%	76%	67%	83%	86%	77%	77%	75%	79%	70%	86%	78%	75%	87%	89%	65%	86%	85%	48%	93%
SOMEWHAT FAVORABLE	113	25	32	23	24	24	31	33	57	27	20	102	12	46	48	56	56	86	23	36
	28%	29%	30%	26%	26%	31%	25%	29%	25%	33%	35%	28%	33%	27%	26%	31%	35%	28%	28%	27%
TOTAL FAVORABLE	346	73	89	79	85	67	109	101	202	67	52	317	30	153	174	142	146	281	56	127
	87%	86%	82%	90%	91%	87%	86%	87%	88%	83%	91%	87%	86%	92%	94%	80%	91%	91%	70%	96%
TOTAL UNFAVORABLE	37	9	16	6	4	7	11	13	20	11	3	34	4	8	10	27	9	20	17	4
	9%	10%	14%	7%	4%	9%	9%	11%	9%	13%	5%	9%	11%	5%	5%	15%	6%	7%	21%	3%

Continued

Table 2-3
Summary of Images

BANNER 3

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
PERRY IMAGE (D/S)	102	12	27	27	26	28	25	24	51	18	21	99	2	65	80	14	47	115	-13	69
	25%	14%	25%	31%	28%	36%	20%	20%	22%	22%	38%	27%	7%	39%	43%	8%	30%	37%	-16%	52%
SOMEWHAT FAVORABLE	161	31	40	40	39	30	55	42	84	35	28	145	16	67	80	69	75	133	25	60
	40%	36%	37%	45%	41%	39%	43%	36%	36%	43%	48%	40%	46%	40%	43%	39%	47%	43%	31%	45%
TOTAL FAVORABLE	246	47	68	56	58	51	75	70	139	49	39	228	18	114	131	95	102	208	33	99
	62%	56%	62%	64%	62%	67%	59%	60%	60%	60%	68%	62%	52%	68%	71%	53%	64%	68%	41%	75%
TOTAL UNFAVORABLE	145	35	41	29	32	23	49	46	88	31	17	129	16	49	51	82	55	93	46	30
	36%	42%	38%	33%	34%	30%	39%	40%	38%	38%	30%	35%	45%	30%	28%	46%	34%	30%	57%	23%
DEWHURST IMAGE (D/S)	161	28	44	30	46	34	49	47	95	32	20	147	15	81	84	60	65	136	21	68
	40%	33%	41%	35%	49%	44%	39%	41%	41%	39%	35%	40%	42%	48%	45%	34%	41%	44%	27%	51%
SOMEWHAT FAVORABLE	147	30	41	26	38	27	43	47	81	35	18	135	12	66	68	65	60	111	31	50
	37%	36%	38%	30%	41%	35%	34%	40%	35%	43%	32%	37%	33%	39%	37%	36%	38%	36%	39%	38%
TOTAL FAVORABLE	206	39	62	39	52	41	65	61	122	43	26	190	17	95	102	86	87	165	36	79
	52%	46%	57%	44%	55%	53%	51%	53%	53%	53%	45%	52%	48%	57%	55%	48%	55%	54%	44%	59%
TOTAL UNFAVORABLE	45	11	18	8	5	7	16	14	26	11	6	43	2	14	17	26	22	30	14	11
	11%	14%	16%	9%	6%	9%	13%	12%	11%	14%	10%	12%	6%	8%	9%	15%	14%	10%	18%	8%
ABBOTT IMAGE (D/S)	141	21	38	27	40	24	46	39	74	31	21	128	13	69	75	56	66	122	17	61
	35%	25%	35%	31%	43%	31%	36%	33%	32%	38%	37%	35%	37%	41%	40%	31%	41%	40%	21%	46%
SOMEWHAT FAVORABLE	96	14	24	18	29	12	36	21	47	26	13	83	13	38	45	43	44	76	17	34
	24%	17%	22%	20%	31%	16%	29%	18%	20%	32%	22%	23%	37%	23%	24%	24%	27%	25%	22%	25%
TOTAL FAVORABLE	158	27	46	29	41	26	52	44	85	35	22	144	14	74	78	69	72	131	25	64
	40%	31%	42%	33%	44%	34%	41%	38%	37%	44%	38%	39%	41%	45%	42%	39%	45%	42%	32%	48%
TOTAL UNFAVORABLE	17	5	8	2	1	2	6	6	12	4	-	16	2	5	3	13	6	9	9	4
	4%	6%	7%	2%	1%	3%	5%	5%	5%	5%	1%	4%	4%	3%	2%	7%	4%	3%	11%	3%
COMBS IMAGE (D/S)	104	16	36	21	23	18	32	32	59	25	10	96	7	58	57	39	43	82	20	45
	26%	19%	33%	24%	24%	24%	25%	27%	26%	31%	17%	26%	21%	35%	31%	22%	27%	27%	25%	34%
SOMEWHAT FAVORABLE	76	12	24	15	18	11	22	23	38	20	10	69	7	36	36	36	32	55	20	25
	19%	14%	22%	17%	20%	15%	18%	20%	17%	25%	17%	19%	19%	22%	20%	20%	20%	18%	25%	19%
TOTAL FAVORABLE	117	19	41	24	25	20	35	36	67	27	12	110	7	64	61	49	47	91	24	49
	29%	22%	37%	27%	27%	26%	28%	31%	29%	33%	21%	30%	21%	38%	33%	27%	30%	29%	31%	37%
TOTAL UNFAVORABLE	13	3	4	3	2	2	3	4	8	2	2	13	-	6	3	10	5	9	5	4
	3%	3%	4%	4%	2%	3%	3%	4%	3%	3%	4%	4%	-	3%	2%	6%	3%	3%	6%	3%

Table 2-4
Summary of Images

BANNER 4

	MOST IMPORTANT ISSUE																
	VOTE EARLY			TERR/				ECON/				MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL ELEC-			NATL				ILLEG ECON/				TOTAL			TOTAL		
	TOTAL	EARLY	DAY	SEC	IMMIG	JOB	IMMIG	JOB	SEC	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL	UNFAV
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61	
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%	
MCCAIN IMAGE (D/S)	211	101	109	59	8	37	30	44	31	185	301	-90	89	100	170	23	
	53%	61%	48%	56%	9%	71%	40%	67%	53%	100%	100%	-100%	100%	63%	56%	38%	
SOMEWHAT FAVORABLE	185	79	104	57	36	26	33	39	30	185	185	-	55	77	152	18	
	46%	48%	46%	54%	40%	49%	45%	60%	50%	100%	62%	-	61%	48%	50%	30%	
TOTAL FAVORABLE	301	133	164	82	49	44	50	54	45	185	301	-	89	128	233	42	
	75%	80%	72%	78%	54%	83%	68%	84%	76%	100%	100%	-	100%	80%	78%	69%	
TOTAL UNFAVORABLE	90	32	55	23	41	7	21	11	13	-	-	90	-	28	64	19	
	22%	19%	24%	22%	45%	13%	28%	16%	22%	-	-	100%	-	18%	21%	31%	
HUCKABEE IMAGE (D/S)	240	95	142	62	58	36	42	44	28	134	192	45	58	159	301	-61	
	60%	57%	62%	59%	65%	68%	57%	68%	48%	72%	64%	50%	65%	100%	100%	-100%	
SOMEWHAT FAVORABLE	159	70	87	36	33	25	28	30	25	77	128	28	38	159	159	-	
	40%	42%	38%	34%	37%	48%	38%	46%	43%	41%	42%	31%	43%	100%	53%	-	
TOTAL FAVORABLE	301	124	172	81	69	42	55	53	42	152	233	64	68	159	301	-	
	75%	74%	76%	77%	77%	79%	74%	82%	71%	82%	78%	71%	76%	100%	100%	-	
TOTAL UNFAVORABLE	61	29	31	19	11	6	13	9	14	18	42	19	10	-	-	61	
	15%	17%	14%	18%	12%	11%	17%	14%	23%	10%	14%	21%	11%	-	-	100%	
CORNYN IMAGE (D/S)	207	104	102	67	55	28	37	31	34	112	167	36	24	89	168	26	
	52%	62%	45%	64%	61%	53%	50%	48%	58%	60%	56%	40%	27%	56%	56%	43%	
SOMEWHAT FAVORABLE	101	37	64	27	21	18	18	17	15	51	80	18	26	39	79	15	
	25%	22%	28%	26%	24%	34%	24%	26%	25%	28%	26%	20%	29%	25%	26%	25%	
TOTAL FAVORABLE	241	120	118	71	60	34	42	38	41	120	188	50	42	100	190	37	
	60%	72%	52%	68%	67%	64%	57%	59%	69%	65%	62%	56%	47%	63%	63%	61%	
TOTAL UNFAVORABLE	34	16	16	4	6	5	6	8	7	8	21	14	18	11	22	10	
	9%	10%	7%	4%	6%	10%	8%	12%	11%	5%	7%	15%	20%	7%	7%	17%	
HUTCHISON IMAGE (D/S)	309	133	173	92	58	43	66	52	39	163	261	43	70	124	240	39	
	77%	80%	76%	88%	64%	81%	89%	80%	66%	88%	87%	48%	79%	78%	80%	65%	
SOMEWHAT FAVORABLE	113	47	65	17	32	16	22	22	18	64	84	26	31	49	87	16	
	28%	28%	29%	17%	35%	31%	29%	33%	31%	34%	28%	29%	34%	31%	29%	27%	
TOTAL FAVORABLE	346	147	195	98	73	46	68	56	48	171	275	65	78	138	266	48	
	87%	88%	85%	93%	81%	86%	92%	87%	81%	92%	91%	72%	88%	87%	88%	79%	
TOTAL UNFAVORABLE	37	14	22	5	15	3	2	5	9	8	14	22	8	15	26	8	
	9%	9%	10%	5%	17%	5%	3%	7%	15%	4%	5%	24%	9%	9%	9%	14%	

Table 2-4
Summary of Images

BANNER 4

	MOST IMPORTANT ISSUE																			
	VOTE EARLY			TERR/ NATL				ECON/ ILLEG				TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	DAY	SEC	ILLEG	ECON/ JOBS	ILLEG	ECON/ JOBS	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV				
PERRY IMAGE (D/S)	102	69	32	52	4	6	19	9	20	73	117	-18	-89	44	91	11				
-----	25%	41%	14%	50%	5%	12%	26%	14%	34%	39%	39%	-20%	-100%	28%	30%	19%				
SOMEWHAT FAVORABLE	161	76	84	47	39	17	26	27	26	91	133	24	-	74	132	19				
	40%	46%	37%	44%	43%	31%	35%	41%	45%	49%	44%	27%	-	46%	44%	32%				
TOTAL FAVORABLE	246	116	126	78	47	29	45	37	38	127	206	35	-	100	194	35				
	62%	70%	55%	74%	52%	54%	60%	56%	64%	69%	68%	39%	-	63%	64%	57%				
TOTAL UNFAVORABLE	145	48	95	25	43	22	26	27	18	55	89	53	89	56	103	23				
	36%	29%	42%	24%	48%	42%	35%	42%	30%	29%	30%	60%	100%	35%	34%	39%				
DEWHURST IMAGE (D/S)	161	79	80	45	29	28	34	22	25	97	144	14	18	80	128	19				
-----	40%	47%	35%	43%	32%	53%	46%	34%	43%	52%	48%	15%	20%	50%	43%	32%				
SOMEWHAT FAVORABLE	147	66	79	37	34	19	27	27	19	80	120	24	30	68	117	18				
	37%	40%	35%	35%	37%	36%	37%	42%	32%	43%	40%	26%	34%	43%	39%	29%				
TOTAL FAVORABLE	206	100	102	53	46	31	40	33	32	110	169	34	36	95	161	29				
	52%	60%	45%	50%	51%	58%	54%	51%	54%	59%	56%	38%	41%	60%	54%	48%				
TOTAL UNFAVORABLE	45	21	23	8	17	3	6	11	6	13	25	20	18	16	33	10				
	11%	13%	10%	8%	19%	6%	8%	17%	11%	7%	8%	23%	21%	10%	11%	16%				
ABBOTT IMAGE (D/S)	141	78	57	46	25	17	25	16	19	67	112	28	26	68	112	21				
-----	35%	47%	25%	44%	28%	32%	34%	25%	33%	36%	37%	31%	29%	43%	37%	34%				
SOMEWHAT FAVORABLE	96	41	50	25	23	7	18	15	12	41	70	26	21	39	77	14				
	24%	25%	22%	24%	25%	14%	24%	23%	20%	22%	23%	29%	24%	25%	25%	22%				
TOTAL FAVORABLE	158	84	69	48	33	17	26	25	21	73	123	34	33	72	124	26				
	40%	51%	30%	46%	36%	33%	35%	39%	36%	39%	41%	38%	37%	45%	41%	43%				
TOTAL UNFAVORABLE	17	6	12	2	7	1	1	9	2	5	11	6	7	4	12	5				
	4%	3%	5%	2%	8%	1%	2%	14%	3%	3%	4%	7%	8%	3%	4%	9%				
COMBS IMAGE (D/S)	104	51	51	28	11	19	19	11	14	46	86	13	25	55	86	13				
-----	26%	30%	23%	27%	12%	35%	26%	17%	25%	25%	28%	15%	28%	34%	28%	21%				
SOMEWHAT FAVORABLE	76	34	42	16	13	12	13	7	9	35	58	15	18	38	61	9				
	19%	20%	18%	15%	14%	23%	18%	11%	15%	19%	19%	17%	21%	24%	20%	15%				
TOTAL FAVORABLE	117	55	60	31	17	19	21	13	14	51	94	18	28	58	93	15				
	29%	33%	27%	30%	18%	35%	29%	20%	25%	27%	31%	21%	31%	37%	31%	25%				
TOTAL UNFAVORABLE	13	4	9	3	6	-	2	2	-	4	8	5	3	4	7	2				
	3%	3%	4%	3%	7%	-	3%	4%	-	2%	3%	6%	4%	2%	2%	3%				

Table 2-5
Summary of Images

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE			
	PROB/LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	TEXAS/	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE-TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
MCCAIN IMAGE (D/S)	211	54	160	43	30	27	29	154	49	39	21	91	44	22	31	47	38
-----	53%	77%	89%	26%	91%	83%	93%	62%	36%	34%	66%	51%	80%	56%	37%	60%	68%
SOMEWHAT FAVORABLE	185	45	70	91	13	16	15	119	58	53	19	79	30	20	39	38	33
	46%	65%	39%	56%	39%	50%	50%	48%	43%	46%	59%	44%	54%	51%	46%	49%	60%
TOTAL FAVORABLE	301	60	167	102	32	29	30	198	91	77	27	134	49	29	55	62	47
	75%	86%	93%	62%	94%	90%	97%	80%	67%	66%	83%	75%	89%	74%	65%	80%	84%
TOTAL UNFAVORABLE	90	6	7	59	1	2	1	44	42	38	5	43	5	7	24	16	9
	22%	9%	4%	36%	3%	7%	3%	18%	31%	32%	17%	24%	9%	18%	29%	20%	16%
HUCKABEE IMAGE (D/S)	240	30	66	154	19	16	10	150	77	71	23	121	33	26	51	46	26
-----	60%	43%	37%	94%	55%	50%	32%	60%	57%	61%	73%	68%	59%	67%	61%	59%	46%
SOMEWHAT FAVORABLE	159	31	86	45	17	20	13	99	49	43	10	78	23	10	30	35	20
	40%	45%	48%	28%	49%	62%	43%	40%	36%	37%	31%	44%	43%	26%	36%	45%	36%
TOTAL FAVORABLE	301	42	108	157	24	23	19	188	98	87	26	142	41	29	63	60	37
	75%	61%	60%	96%	71%	72%	61%	76%	73%	75%	81%	80%	74%	77%	75%	76%	66%
TOTAL UNFAVORABLE	61	12	42	3	5	7	9	38	21	17	3	21	8	4	12	14	11
	15%	18%	23%	2%	15%	22%	28%	16%	16%	14%	8%	12%	15%	9%	15%	17%	20%
CORNBYN IMAGE (D/S)	207	43	97	91	22	20	20	153	49	49	18	90	21	18	47	47	27
-----	52%	62%	55%	56%	65%	62%	64%	62%	37%	42%	56%	51%	38%	48%	56%	60%	49%
SOMEWHAT FAVORABLE	101	20	45	42	10	9	7	62	34	32	14	40	13	9	23	24	16
	25%	29%	25%	25%	31%	29%	23%	25%	25%	27%	42%	22%	23%	22%	28%	31%	28%
TOTAL FAVORABLE	241	45	110	101	23	24	21	162	72	66	20	105	27	21	54	52	34
	60%	65%	62%	62%	67%	72%	67%	66%	54%	56%	63%	59%	50%	54%	64%	67%	62%
TOTAL UNFAVORABLE	34	2	12	10	1	3	1	9	23	17	2	14	7	2	7	6	7
	9%	3%	7%	6%	3%	10%	4%	4%	17%	14%	7%	8%	12%	6%	8%	7%	13%
HUTCHISON IMAGE (D/S)	309	62	157	127	33	31	26	219	80	76	26	142	40	28	57	54	49
-----	77%	89%	88%	78%	98%	93%	84%	88%	59%	65%	80%	80%	73%	73%	68%	70%	88%
SOMEWHAT FAVORABLE	113	26	51	48	6	10	10	66	44	39	10	48	10	11	26	23	14
	28%	37%	29%	29%	18%	29%	31%	27%	32%	33%	32%	27%	18%	30%	31%	30%	24%
TOTAL FAVORABLE	346	66	165	143	33	32	27	228	105	94	29	157	45	32	70	65	52
	87%	94%	92%	87%	98%	97%	88%	92%	78%	81%	90%	88%	83%	82%	83%	83%	93%
TOTAL UNFAVORABLE	37	4	8	16	-	1	1	9	26	19	3	15	5	3	13	11	3
	9%	5%	4%	10%	-	3%	5%	4%	19%	16%	10%	8%	10%	9%	16%	14%	5%

Table 2-5
Summary of Images

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/ CHANCE	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK- ABEE	IENCE		IRAQ	DIR	TRACK	GOPERS	TEXAS/ RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
PERRY IMAGE (D/S)	102	23	66	34	16	13	14	133	-31	-20	-	50	10	11	7	24	8
-----	25%	33%	37%	21%	46%	40%	45%	54%	-23%	-17%	-1%	28%	17%	28%	8%	30%	15%
SOMEWHAT FAVORABLE	161	31	72	64	15	15	14	109	45	42	14	80	21	11	25	39	23
	40%	45%	40%	39%	46%	45%	46%	44%	33%	36%	45%	45%	39%	29%	30%	50%	41%
TOTAL FAVORABLE	246	45	120	97	24	22	22	188	50	47	15	113	32	23	45	51	32
	62%	65%	67%	59%	70%	68%	72%	76%	37%	40%	48%	63%	58%	61%	53%	65%	57%
TOTAL UNFAVORABLE	145	22	54	64	8	9	8	54	82	67	16	62	22	13	38	27	24
	36%	32%	30%	39%	24%	28%	28%	22%	61%	58%	49%	35%	40%	33%	45%	35%	43%
DEWHURST IMAGE (D/S)	161	36	88	60	12	20	20	107	45	39	14	72	26	12	28	29	23
-----	40%	52%	49%	37%	35%	60%	65%	43%	33%	34%	43%	41%	47%	32%	34%	38%	42%
SOMEWHAT FAVORABLE	147	28	71	59	13	13	13	84	55	48	15	62	23	14	33	31	23
	37%	41%	40%	36%	38%	39%	44%	34%	41%	41%	46%	35%	42%	36%	39%	39%	41%
TOTAL FAVORABLE	206	40	102	80	15	22	21	129	67	60	16	91	31	16	41	43	29
	52%	58%	57%	49%	44%	67%	68%	52%	50%	51%	50%	51%	56%	43%	48%	55%	52%
TOTAL UNFAVORABLE	45	4	14	20	3	2	1	21	22	20	2	19	5	4	12	14	6
	11%	6%	8%	12%	9%	7%	4%	9%	17%	17%	7%	11%	9%	11%	14%	17%	10%
ABBOTT IMAGE (D/S)	141	31	71	51	12	19	14	90	43	38	8	54	19	7	34	32	22
-----	35%	44%	40%	31%	35%	59%	45%	36%	32%	32%	24%	30%	35%	17%	40%	41%	40%
SOMEWHAT FAVORABLE	96	22	41	40	7	9	10	60	32	25	2	47	11	3	19	22	17
	24%	31%	23%	25%	21%	29%	31%	24%	24%	21%	7%	26%	20%	8%	23%	29%	31%
TOTAL FAVORABLE	158	32	78	58	12	19	17	100	51	43	8	66	21	7	36	36	24
	40%	47%	43%	36%	36%	59%	55%	40%	38%	37%	24%	37%	38%	17%	43%	47%	43%
TOTAL UNFAVORABLE	17	2	6	8	-	-	3	9	8	6	-	12	2	-	3	4	2
	4%	3%	4%	5%	1%	-	10%	4%	6%	5%	-	7%	3%	-	3%	6%	3%
COMBS IMAGE (D/S)	104	17	58	34	12	13	12	79	23	15	3	37	13	9	25	21	16
-----	26%	25%	33%	21%	35%	39%	38%	32%	17%	13%	10%	21%	24%	23%	29%	28%	28%
SOMEWHAT FAVORABLE	76	12	36	28	5	7	8	53	22	16	1	34	11	4	14	18	8
	19%	17%	20%	17%	16%	22%	26%	21%	16%	14%	3%	19%	19%	10%	17%	23%	15%
TOTAL FAVORABLE	117	20	64	39	12	15	12	84	31	23	3	45	14	9	25	26	17
	29%	29%	36%	24%	35%	45%	39%	34%	23%	20%	10%	25%	26%	23%	29%	34%	30%
TOTAL UNFAVORABLE	13	3	6	6	-	2	-	5	9	9	-	8	1	-	-	5	1
	3%	4%	3%	3%	-	6%	1%	2%	6%	7%	-	5%	2%	-	-	6%	2%

Table 2-6
Summary of Images

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION BANK	VICTIM	NOT A VICTIM	
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
MCCAIN IMAGE (D/S)	211	111	189	18	71	166	5	107	103	44	142	58	148
-----	53%	57%	59%	36%	46%	54%	31%	57%	50%	65%	49%	56%	52%
SOMEWHAT FAVORABLE	185	99	156	18	73	146	10	95	91	35	130	52	129
	46%	51%	49%	37%	48%	48%	59%	50%	44%	52%	45%	50%	45%
TOTAL FAVORABLE	301	150	250	34	112	233	11	146	153	55	213	80	214
	75%	77%	78%	68%	73%	76%	65%	77%	74%	81%	73%	77%	75%
TOTAL UNFAVORABLE	90	39	61	16	41	67	6	39	50	11	71	21	66
	22%	20%	19%	32%	27%	22%	35%	20%	24%	16%	24%	21%	23%
HUCKABEE IMAGE (D/S)	240	117	190	30	95	175	14	116	126	36	177	71	162
-----	60%	60%	59%	62%	62%	57%	84%	61%	61%	54%	61%	69%	56%
SOMEWHAT FAVORABLE	159	80	129	18	58	119	8	71	87	24	119	44	112
	40%	41%	40%	37%	38%	39%	45%	37%	42%	35%	41%	42%	39%
TOTAL FAVORABLE	301	146	240	36	115	226	16	144	156	47	223	82	211
	75%	74%	75%	73%	75%	74%	91%	76%	75%	69%	77%	79%	74%
TOTAL UNFAVORABLE	61	29	50	6	19	51	1	28	30	10	46	11	50
	15%	15%	16%	12%	13%	17%	7%	15%	15%	15%	16%	10%	17%
CORNBYN IMAGE (D/S)	207	101	172	21	74	159	5	91	115	30	156	56	147
-----	52%	52%	54%	43%	48%	52%	30%	48%	55%	45%	53%	54%	51%
SOMEWHAT FAVORABLE	101	45	82	10	30	76	2	49	50	16	74	26	74
	25%	23%	26%	21%	20%	25%	13%	26%	24%	23%	25%	25%	26%
TOTAL FAVORABLE	241	119	193	29	88	185	9	109	130	37	177	65	173
	60%	61%	60%	59%	57%	61%	51%	58%	63%	55%	61%	62%	60%
TOTAL UNFAVORABLE	34	18	21	8	14	26	4	18	15	7	22	9	26
	9%	9%	7%	16%	9%	8%	21%	9%	7%	10%	8%	9%	9%
HUTCHISON IMAGE (D/S)	309	164	269	27	128	245	7	145	161	52	226	75	230
-----	77%	84%	84%	54%	84%	80%	42%	76%	78%	77%	78%	72%	80%
SOMEWHAT FAVORABLE	113	65	90	15	43	80	8	49	65	17	83	33	80
	28%	33%	28%	31%	28%	26%	45%	26%	31%	25%	29%	32%	28%
TOTAL FAVORABLE	346	176	287	37	138	269	12	164	180	58	253	88	252
	87%	90%	90%	75%	90%	88%	71%	86%	87%	86%	87%	85%	88%
TOTAL UNFAVORABLE	37	12	19	10	9	24	5	19	18	6	27	13	22
	9%	6%	6%	21%	6%	8%	29%	10%	9%	8%	9%	13%	8%

Table 2-6
Summary of Images

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
PERRY IMAGE (D/S)	102	44	94	5	48	95	3	47	57	11	81	16	89
-----	25%	23%	29%	10%	31%	31%	16%	25%	27%	17%	28%	15%	31%
SOMEWHAT FAVORABLE	161	83	129	22	65	134	9	81	80	30	117	38	122
	40%	42%	40%	44%	43%	44%	52%	43%	39%	44%	40%	37%	42%
TOTAL FAVORABLE	246	118	202	27	100	197	10	115	131	38	183	59	185
	62%	60%	63%	55%	65%	64%	58%	61%	63%	57%	63%	57%	64%
TOTAL UNFAVORABLE	145	74	108	22	52	102	7	68	74	27	102	43	96
	36%	38%	34%	45%	34%	33%	42%	36%	36%	40%	35%	42%	33%
DEWHURST IMAGE (D/S)	161	83	132	23	70	131	7	69	91	25	117	36	123
-----	40%	42%	41%	46%	45%	43%	43%	37%	44%	37%	40%	35%	43%
SOMEWHAT FAVORABLE	147	74	116	24	60	120	7	77	69	26	105	36	108
	37%	38%	36%	48%	39%	39%	39%	41%	33%	38%	36%	35%	38%
TOTAL FAVORABLE	206	101	164	30	85	164	10	94	111	34	148	50	153
	52%	52%	51%	60%	55%	54%	57%	50%	53%	50%	51%	49%	53%
TOTAL UNFAVORABLE	45	19	33	7	15	33	2	25	20	9	32	14	31
	11%	10%	10%	14%	10%	11%	14%	13%	10%	13%	11%	14%	11%
ABBOTT IMAGE (D/S)	141	64	114	17	51	109	3	56	84	20	105	41	97
-----	35%	33%	36%	35%	34%	36%	18%	30%	40%	30%	36%	40%	34%
SOMEWHAT FAVORABLE	96	41	73	17	37	77	3	43	51	14	73	29	64
	24%	21%	23%	34%	24%	25%	19%	23%	25%	20%	25%	28%	22%
TOTAL FAVORABLE	158	74	127	20	59	124	4	68	89	25	117	45	110
	40%	38%	40%	40%	39%	41%	25%	36%	43%	37%	40%	44%	38%
TOTAL UNFAVORABLE	17	10	13	2	8	15	1	12	5	5	12	4	13
	4%	5%	4%	5%	5%	5%	7%	6%	3%	7%	4%	4%	5%
COMBS IMAGE (D/S)	104	52	92	4	43	81	1	41	61	11	81	30	74
-----	26%	27%	29%	9%	28%	27%	6%	22%	29%	16%	28%	29%	26%
SOMEWHAT FAVORABLE	76	40	64	8	36	62	1	38	37	11	58	24	52
	19%	21%	20%	16%	23%	20%	6%	20%	18%	16%	20%	23%	18%
TOTAL FAVORABLE	117	57	100	9	49	93	1	50	66	14	90	33	84
	29%	29%	31%	18%	32%	30%	6%	27%	32%	21%	31%	32%	29%
TOTAL UNFAVORABLE	13	5	8	4	7	11	-	9	4	3	9	3	10
	3%	2%	2%	9%	4%	4%	-	5%	2%	5%	3%	3%	4%

Table 2-7
Summary of Images

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/		SUB- URBAN	URBAN
		CABLE NEWS	WORK NEWS			WORK NEWS	WORK NEWS					CITY/ OTHER	URBAN		
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
MCCAIN IMAGE (D/S)	211 53%	90 62%	47 67%	4 7%	43 77%	62 67%	59 75%	28 46%	14 27%	25 62%	24 52%	107 61%	30 52%	50 41%	
SOMEWHAT FAVORABLE	185 46%	66 46%	35 50%	27 44%	23 41%	42 45%	37 47%	28 47%	27 52%	22 57%	22 47%	88 51%	28 49%	47 39%	
TOTAL FAVORABLE	301 75%	116 81%	57 81%	31 51%	48 88%	76 82%	67 85%	43 71%	32 63%	32 81%	34 75%	139 80%	43 75%	84 69%	
TOTAL UNFAVORABLE	90 22%	26 18%	10 14%	27 44%	6 10%	14 15%	8 10%	15 25%	19 37%	7 19%	11 23%	32 18%	13 23%	34 28%	
HUCKABEE IMAGE (D/S)	240 60%	92 64%	52 74%	25 41%	32 58%	56 61%	47 60%	45 76%	28 55%	25 63%	27 59%	122 70%	30 53%	61 50%	
SOMEWHAT FAVORABLE	159 40%	54 38%	29 42%	24 40%	26 46%	38 42%	28 35%	29 48%	21 41%	17 43%	11 25%	65 37%	26 45%	56 46%	
TOTAL FAVORABLE	301 75%	112 78%	57 81%	40 66%	42 75%	70 76%	61 77%	50 83%	37 72%	30 75%	34 75%	138 79%	43 74%	86 70%	
TOTAL UNFAVORABLE	61 15%	20 14%	5 7%	16 25%	9 17%	14 15%	13 17%	5 8%	9 17%	5 12%	7 16%	16 9%	13 22%	24 20%	
CORNYN IMAGE (D/S)	207 52%	74 51%	33 47%	36 59%	28 51%	50 54%	39 50%	26 43%	29 56%	21 54%	19 42%	87 50%	37 64%	63 52%	
SOMEWHAT FAVORABLE	101 25%	36 25%	21 30%	14 23%	15 26%	30 32%	20 26%	10 17%	13 25%	10 25%	12 27%	39 22%	24 41%	26 22%	
TOTAL FAVORABLE	241 60%	85 59%	36 51%	42 68%	36 65%	57 62%	46 58%	33 56%	35 69%	24 60%	25 56%	97 56%	42 72%	77 63%	
TOTAL UNFAVORABLE	34 9%	12 8%	3 5%	5 9%	8 14%	8 8%	7 9%	8 13%	6 13%	2 6%	6 13%	10 6%	5 8%	14 11%	
HUTCHISON IMAGE (D/S)	309 77%	118 82%	62 88%	40 66%	47 84%	74 80%	64 81%	46 76%	34 67%	31 77%	38 83%	145 83%	47 82%	78 64%	
SOMEWHAT FAVORABLE	113 28%	30 21%	25 36%	25 41%	18 33%	17 19%	18 23%	22 37%	15 29%	13 29%	13 33%	49 30%	17 30%	34 28%	
TOTAL FAVORABLE	346 87%	128 89%	65 92%	49 80%	50 91%	81 88%	70 88%	52 87%	42 83%	34 86%	41 91%	157 90%	52 90%	96 79%	
TOTAL UNFAVORABLE	37 9%	10 7%	3 5%	9 14%	4 7%	8 8%	6 7%	7 11%	8 15%	3 9%	3 7%	12 7%	5 8%	17 14%	

Table 2-7
Summary of Images

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	TOTAL	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
PERRY IMAGE (D/S)	102	54	25	-6	5	32	36	2	13	4	14	48	13	27
-----	25%	37%	35%	-9%	9%	35%	45%	3%	25%	10%	30%	27%	23%	
SOMEWHAT FAVORABLE	161	61	33	19	19	38	34	22	21	17	16	73	25	47
	40%	42%	46%	31%	35%	41%	44%	37%	40%	44%	35%	42%	43%	39%
TOTAL FAVORABLE	246	98	46	27	30	61	56	30	31	22	29	109	35	74
	62%	68%	65%	44%	53%	67%	71%	51%	61%	55%	64%	62%	60%	60%
TOTAL UNFAVORABLE	145	45	21	32	25	30	20	29	19	18	15	61	22	46
	36%	31%	30%	53%	44%	32%	26%	48%	36%	45%	34%	35%	38%	38%
DEWHURST IMAGE (D/S)	161	58	30	24	26	37	47	17	14	15	15	77	11	58
-----	40%	40%	43%	40%	47%	41%	60%	29%	28%	38%	33%	44%	19%	47%
SOMEWHAT FAVORABLE	147	47	28	22	29	35	39	20	15	16	18	62	19	47
	37%	32%	40%	35%	53%	38%	50%	34%	28%	41%	40%	36%	33%	39%
TOTAL FAVORABLE	206	70	37	34	34	48	51	29	21	21	21	87	27	71
	52%	48%	52%	56%	61%	52%	65%	49%	41%	52%	46%	50%	47%	59%
TOTAL UNFAVORABLE	45	12	7	10	8	11	4	12	7	5	6	10	16	13
	11%	8%	10%	16%	14%	12%	4%	20%	13%	14%	13%	6%	28%	11%
ABBOTT IMAGE (D/S)	141	45	25	31	19	36	31	18	16	14	9	56	24	51
-----	35%	31%	36%	51%	35%	39%	40%	30%	31%	35%	20%	32%	42%	42%
SOMEWHAT FAVORABLE	96	31	15	22	13	24	23	14	13	9	6	38	16	35
	24%	22%	22%	37%	23%	26%	30%	24%	25%	22%	14%	22%	28%	29%
TOTAL FAVORABLE	158	51	28	35	21	40	33	23	17	16	13	61	27	57
	40%	35%	40%	58%	37%	43%	42%	39%	33%	39%	29%	35%	47%	47%
TOTAL UNFAVORABLE	17	6	3	4	1	4	2	6	1	1	4	5	3	5
	4%	4%	4%	7%	2%	4%	3%	9%	2%	4%	9%	3%	6%	4%
COMBS IMAGE (D/S)	104	32	20	16	15	28	22	16	8	9	15	47	14	27
-----	26%	22%	29%	26%	26%	30%	28%	27%	15%	22%	33%	27%	24%	22%
SOMEWHAT FAVORABLE	76	21	18	9	12	17	17	10	7	9	11	32	9	23
	19%	14%	25%	15%	21%	18%	21%	17%	13%	22%	25%	19%	16%	19%
TOTAL FAVORABLE	117	34	25	18	18	30	23	19	9	11	17	54	15	31
	29%	23%	35%	29%	33%	33%	30%	32%	18%	28%	38%	31%	26%	25%
TOTAL UNFAVORABLE	13	2	4	2	3	3	1	3	1	2	2	7	1	3
	3%	1%	6%	4%	6%	3%	1%	5%	2%	6%	4%	4%	2%	3%

Table 6-1
QUESTION 1:
Age.

BANNER 1

	PARTY ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG	SOFT	TOTAL	IND	STRG	RELIG	CEN-	DFW-	HOUS-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/			
	GOP	GOP	GOP		GOP/	CON	TRAL							TRAL	CON	CON					CON	CON	CON
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
18 - 24	5 1%	3 1%	1 1%	4 1%	- -	2 1%	- -	2 1%	- -	2 2%	- -	2 2%	- -	1 1%	2 1%	3 2%	5 4%	- -	- -	- -	- -	3 1%	1 1%
25 - 34	26 6%	20 8%	2 3%	23 6%	3 9%	15 9%	- -	16 8%	8 13%	5 5%	1 3%	7 7%	2 4%	3 5%	15 7%	11 6%	26 22%	- -	- -	- -	1 1%	15 5%	7 9%
35 - 44	89 22%	59 23%	23 24%	82 23%	4 11%	37 23%	- -	49 24%	11 19%	24 23%	9 28%	24 25%	6 12%	16 25%	43 21%	46 24%	89 74%	- -	- -	- -	30 29%	71 24%	13 17%
45 - 54	83 21%	50 19%	24 25%	74 21%	7 18%	32 20%	- -	45 22%	12 21%	20 19%	6 18%	15 16%	16 34%	13 21%	43 21%	40 21%	- -	83 100%	- -	- -	22 21%	58 20%	17 21%
55 - 64	95 24%	59 23%	24 25%	84 24%	11 30%	38 24%	- -	44 21%	13 23%	20 19%	4 12%	28 30%	12 24%	18 28%	52 25%	43 22%	- -	- -	95 100%	- -	23 22%	74 25%	17 22%
65 AND ABOVE	100 25%	66 26%	21 22%	87 25%	10 29%	34 21%	66 100%	50 24%	13 24%	32 30%	13 39%	17 18%	12 26%	13 20%	52 25%	48 25%	- -	- -	- -	100 100%	30 28%	74 25%	23 29%
REFUSED	2 1%	1 -	- -	1 -	1 3%	1 1%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	1 -	- -

Table 6-2
QUESTION 1:
Age.

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS	OR	SOME
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
18 - 24	4	1	-	-	3	-	-	1	2	-	1	-	3	1	-	3	-	1	-	2	1	1
	1%	2%	-	-	6%	-	-	1%	2%	-	3%	-	3%	2%	-	3%	-	2%	-	3%	1%	1%
25 - 34	22	14	-	-	8	-	-	10	5	4	3	11	6	-	2	17	-	2	-	3	6	13
	6%	25%	-	-	15%	-	-	6%	4%	11%	8%	9%	5%	-	5%	14%	-	4%	-	4%	6%	6%
35 - 44	84	40	-	-	43	-	-	34	37	6	7	26	30	9	13	55	-	22	-	9	18	57
	22%	73%	-	-	79%	-	-	22%	26%	16%	17%	22%	23%	18%	34%	46%	-	45%	-	13%	17%	28%
45 - 54	75	-	39	-	-	36	-	33	25	6	11	23	22	12	11	45	-	24	-	12	22	41
	20%	-	100%	-	-	100%	-	21%	18%	15%	29%	20%	17%	23%	30%	38%	-	48%	-	17%	22%	20%
55 - 64	92	-	-	51	-	-	41	40	34	10	7	27	31	19	5	-	58	-	23	18	23	50
	24%	-	-	51%	-	-	46%	27%	23%	26%	19%	23%	24%	34%	12%	-	47%	-	54%	26%	23%	25%
65 AND ABOVE	97	-	-	49	-	-	48	35	39	13	9	30	35	13	7	-	65	-	20	26	30	40
	26%	-	-	49%	-	-	54%	23%	27%	33%	25%	26%	27%	23%	19%	-	53%	-	46%	37%	30%	20%
REFUSED	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	1%	-

Table 6-3
QUESTION 1:
Age.

BANNER 3

-----AMONG WHITE VOTERS-----																				
EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL				
TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN	
BASE=TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
18 - 24	5 1%	1 1%	- -	2 3%	1 1%	2 3%	2 2%	- -	3 1%	1 1%	- -	4 1%	1 3%	2 1%	2 1%	2 1%	1 1%	3 1%	1 1%	1 1%
25 - 34	26 6%	4 5%	10 9%	5 6%	3 3%	4 5%	8 6%	8 7%	15 6%	5 6%	1 2%	21 6%	5 14%	11 7%	13 7%	10 5%	11 7%	17 6%	9 11%	7 6%
35 - 44	89 22%	12 15%	28 25%	15 17%	29 31%	13 17%	38 30%	24 21%	53 23%	23 28%	8 14%	82 23%	7 20%	33 20%	42 23%	39 22%	37 23%	70 23%	16 20%	25 19%
45 - 54	83 21%	19 22%	20 18%	15 17%	21 23%	7 9%	27 21%	32 28%	49 21%	15 19%	11 19%	79 22%	4 11%	36 22%	42 23%	36 20%	33 21%	63 20%	17 21%	29 22%
55 - 64	95 24%	22 26%	29 27%	19 22%	21 23%	12 15%	29 23%	39 34%	51 22%	18 23%	20 36%	85 23%	9 27%	37 22%	45 24%	45 25%	41 26%	78 25%	15 19%	31 23%
65 AND ABOVE	100 25%	26 31%	22 21%	30 34%	18 19%	38 49%	22 18%	11 10%	60 26%	18 23%	16 29%	91 25%	9 25%	47 28%	42 23%	44 25%	37 23%	76 25%	21 26%	39 30%
REFUSED	2 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	2 1%	- -	1 1%	- -	2 1%	- -	1 -	1 1%	- -

Table 6-4
QUESTION 1:
Age.

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/NATL			ECON/ILLEG			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC-TION	DAY	SEC	ILLEG IMMIG	ECON JOBS	ILLEG IMMIG	ECON JOBS	TERR/NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
18 - 24	5	1	4	1	2	-	1	-	-	2	3	2	1	2	3	-		
	1%	1%	2%	1%	2%	-	2%	-	-	1%	1%	2%	1%	1%	1%	-		
25 - 34	26	11	15	3	8	5	3	5	4	10	16	10	7	9	17	5		
	6%	6%	7%	3%	9%	9%	4%	8%	7%	5%	5%	11%	7%	6%	6%	9%		
35 - 44	89	22	67	21	17	12	9	15	10	50	70	18	25	29	61	15		
	22%	13%	30%	20%	19%	23%	13%	23%	18%	27%	23%	20%	28%	18%	20%	24%		
45 - 54	83	29	51	21	25	14	9	13	15	38	58	24	20	38	69	9		
	21%	17%	22%	20%	28%	27%	12%	20%	25%	20%	19%	26%	22%	24%	23%	15%		
55 - 64	95	47	48	34	18	9	26	15	14	47	72	20	18	39	72	16		
	24%	28%	21%	32%	21%	17%	35%	24%	24%	25%	24%	23%	20%	24%	24%	26%		
65 AND ABOVE	100	55	42	24	20	12	25	16	15	38	80	15	18	40	76	15		
	25%	33%	19%	23%	22%	23%	34%	25%	26%	21%	26%	17%	20%	25%	25%	26%		
REFUSED	2	2	-	1	-	1	-	-	-	1	2	-	-	2	2	-		
	1%	1%	-	1%	-	2%	-	-	-	1%	1%	-	-	1%	1%	-		

Table 6-5
QUESTION 1:
Age.

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	MCCAIN	TOTAL MCCA	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
											RD	CNTRY						
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%	
18 - 24	5 1%	1 1%	2 1%	1 1%	- -	- -	- -	4 2%	1 1%	1 1%	1 3%	1 1%	- -	- -	2 3%	- -	- -	
25 - 34	26 6%	7 10%	13 8%	10 6%	1 3%	2 5%	4 13%	18 7%	8 6%	6 5%	2 7%	4 2%	5 9%	1 3%	11 13%	2 3%	5 8%	
35 - 44	89 22%	18 26%	35 20%	42 25%	7 21%	8 24%	3 8%	58 23%	27 20%	25 21%	8 24%	39 22%	18 32%	14 36%	12 14%	26 33%	15 27%	
45 - 54	83 21%	18 25%	37 21%	31 19%	15 43%	6 17%	7 21%	52 21%	28 21%	22 19%	6 18%	31 18%	15 27%	5 13%	25 30%	17 22%	9 16%	
55 - 64	95 24%	11 16%	40 22%	45 27%	5 15%	7 22%	9 31%	56 23%	38 28%	34 29%	10 31%	51 29%	11 20%	7 17%	20 24%	21 27%	14 25%	
65 AND ABOVE	100 25%	15 21%	50 28%	35 21%	6 17%	9 28%	8 27%	60 24%	32 24%	28 24%	6 17%	51 29%	6 12%	12 32%	14 17%	12 16%	12 21%	
REFUSED	2 1%	- -	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 2%	

Table 6-6
QUESTION 1:
Age.

BANNER 6

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
18 - 24	5 1%	2 1%	5 2%	- -	2 1%	4 1%	- -	1 1%	4 2%	1 1%	3 1%	1 1%	4 1%
25 - 34	26 6%	13 7%	19 6%	3 7%	10 7%	17 6%	3 19%	8 4%	17 8%	1 2%	21 7%	8 7%	17 6%
35 - 44	89 22%	47 24%	71 22%	11 23%	37 24%	72 24%	1 6%	53 28%	36 17%	23 34%	63 22%	30 29%	58 20%
45 - 54	83 21%	40 21%	61 19%	16 33%	38 24%	62 20%	5 26%	39 21%	43 21%	14 20%	66 23%	24 23%	56 20%
55 - 64	95 24%	41 21%	75 23%	11 22%	30 20%	82 27%	1 7%	56 30%	37 18%	20 29%	62 21%	26 25%	66 23%
65 AND ABOVE	100 25%	52 27%	86 27%	8 15%	36 23%	66 22%	7 42%	31 16%	68 33%	10 14%	73 25%	14 14%	84 29%
REFUSED	2 1%	1 1%	2 1%	- -	- -	2 1%	- -	- -	2 1%	- -	2 1%	- -	2 1%

Table 6-7
QUESTION 1:
Age.

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB-	
		NEWS	WORK NEWS				NEWS	WORK NEWS					URBAN	URBAN
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
18 - 24	5 1%	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 3%	- -	- -	1 2%	4 3%
25 - 34	26 6%	10 7%	2 3%	3 5%	2 4%	2 2%	1 2%	8 13%	5 10%	3 8%	2 5%	9 5%	6 10%	9 7%
35 - 44	89 22%	26 18%	21 30%	18 29%	4 7%	18 20%	11 14%	13 21%	7 14%	16 41%	13 28%	43 25%	11 19%	22 18%
45 - 54	83 21%	22 15%	13 19%	21 34%	12 21%	16 17%	21 27%	13 22%	9 18%	7 17%	9 19%	34 20%	11 19%	29 24%
55 - 64	95 24%	40 28%	11 16%	12 19%	17 31%	22 24%	21 27%	13 22%	18 35%	11 27%	9 20%	42 24%	17 30%	26 21%
65 AND ABOVE	100 25%	44 31%	22 32%	6 10%	19 35%	33 36%	23 29%	12 20%	11 22%	2 5%	13 28%	46 26%	10 18%	31 25%
REFUSED	2 1%	1 1%	- -	1 2%	- -	- -	1 1%	1 2%	- -	- -	- -	- -	1 2%	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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOUS-TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB	
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (RIGHT DIRECTION - WRONG TRACK)	7 2%	40 15%	-8 -9%	32 9%	-20 -56%	21 13%	2 4%	11 5%	5 9%	-3 -2%	9 29%	-11 -12%	11 22%	-4 -7%	3 2%	4 2%	6 5%	6 7%	-1 -1%	-2 -2%	3 3%	17 6%	1 1%
RIGHT DIRECTION	186 46%	138 53%	39 41%	177 50%	6 18%	84 52%	30 46%	98 48%	29 51%	48 46%	20 63%	35 37%	27 57%	27 42%	99 48%	86 45%	57 48%	42 50%	45 47%	42 42%	49 47%	142 48%	35 45%
WRONG TRACK	178 45%	98 38%	47 49%	145 41%	27 74%	62 39%	28 42%	87 42%	24 41%	51 48%	11 34%	46 49%	17 35%	31 49%	96 46%	83 43%	51 42%	36 44%	45 48%	44 44%	47 44%	125 42%	35 44%
DON'T KNOW	28 7%	20 8%	5 5%	25 7%	3 8%	12 8%	7 10%	17 8%	3 6%	7 6%	1 4%	8 9%	3 7%	6 10%	12 6%	16 8%	9 7%	4 5%	5 5%	11 11%	5 4%	21 7%	7 9%
REFUSED	8 2%	3 1%	4 4%	8 2%	- -	2 1%	1 2%	3 2%	1 2%	- -	- -	6 6%	1 2%	- -	1 -	7 3%	3 3%	1 1%	- -	3 3%	4 4%	7 2%	1 1%
WT COUNTRY/ RT TEXAS	78 19%	37 14%	24 25%	61 17%	14 37%	26 16%	10 15%	40 20%	14 24%	24 23%	6 18%	12 12%	8 16%	15 23%	45 22%	32 17%	28 23%	14 17%	18 19%	18 18%	21 20%	56 19%	15 19%
WT GOPERS	145 36%	98 38%	47 49%	145 41%	- -	62 39%	28 42%	77 37%	19 33%	46 43%	5 16%	36 39%	14 29%	25 39%	78 37%	67 35%	44 37%	28 34%	36 38%	36 36%	41 39%	112 38%	23 30%

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
**D/S (RIGHT DIRECTION - WRONG TRACK)	17 5%	10 18%	5 12%	-7 -7%	- -	4 12%	6 7%	5 4%	12 8%	3 7%	-2 -5%	17 15%	24 19%	-3 -5%	-5 -13%	27 22%	15 12%	-2 -5%	-5 -12%	1 2%	8 8%	8 4%
RIGHT DIRECTION	178 48%	30 54%	20 51%	44 45%	24 44%	20 54%	40 45%	74 49%	68 47%	20 48%	16 42%	63 54%	68 53%	24 44%	14 37%	68 56%	63 51%	21 43%	16 38%	30 43%	50 49%	97 48%
WRONG TRACK	160 43%	20 36%	15 39%	51 51%	24 44%	15 42%	34 38%	69 45%	56 39%	17 41%	18 47%	46 39%	45 35%	26 49%	19 50%	41 34%	48 39%	24 48%	21 50%	29 41%	43 42%	89 44%
DON'T KNOW	28 8%	5 10%	3 7%	4 4%	3 6%	1 3%	12 13%	8 5%	13 9%	4 10%	3 8%	8 7%	12 10%	3 6%	2 5%	9 8%	11 9%	2 4%	3 8%	10 14%	7 7%	12 6%
REFUSED	8 2%	- -	1 3%	- -	3 6%	- -	3 4%	1 1%	6 4%	- -	1 2%	- -	3 3%	1 2%	3 8%	2 2%	1 1%	2 4%	2 5%	1 2%	2 2%	4 2%
WT COUNTRY/ RT TEXAS	71 19%	12 21%	9 23%	21 21%	13 23%	3 8%	14 15%	35 23%	21 15%	7 16%	8 22%	19 16%	16 12%	15 28%	8 21%	18 15%	17 14%	13 27%	10 24%	15 21%	14 14%	42 21%
WT GOPERS	136 36%	16 30%	13 33%	43 43%	23 42%	13 35%	27 30%	61 40%	51 36%	11 26%	13 33%	46 39%	45 35%	26 49%	19 50%	41 34%	48 39%	24 48%	21 50%	24 35%	37 37%	74 37%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
**D/S (RIGHT DIRECTION - WRONG TRACK)	7 2%	8 9%	- -	2 2%	8 8%	-9 -12%	15 12%	- -	13 6%	-3 -3%	6 10%	13 3%	-5 -16%	23 14%	186 100%	-178 -100%	-9 -6%	64 21%	-52 -65%	48 36%
RIGHT DIRECTION	186 46%	42 50%	51 47%	38 44%	46 49%	31 40%	66 52%	53 46%	111 48%	35 43%	30 53%	172 47%	14 39%	90 54%	186 100%	- -	66 42%	172 56%	13 17%	86 65%
WRONG TRACK	178 45%	35 41%	51 47%	37 42%	38 41%	40 52%	51 40%	53 46%	98 42%	37 46%	25 43%	159 44%	19 55%	67 40%	- -	178 100%	75 47%	109 35%	66 82%	38 29%
DON'T KNOW	28 7%	7 8%	5 5%	10 11%	7 7%	6 7%	9 7%	6 5%	19 8%	6 8%	1 2%	26 7%	2 6%	9 5%	- -	- -	13 8%	23 7%	1 1%	8 6%
REFUSED	8 2%	- -	1 1%	3 4%	3 4%	- -	1 1%	3 3%	3 1%	3 4%	1 2%	8 2%	- -	1 1%	- -	- -	4 3%	4 1%	- -	1 1%
WT COUNTRY/ RT TEXAS	78 19%	18 21%	24 22%	11 12%	18 19%	15 19%	24 19%	25 21%	44 19%	18 22%	9 16%	68 19%	10 28%	33 20%	- -	78 44%	33 21%	52 17%	25 32%	19 14%
WT GOPERS	145 36%	28 34%	44 40%	33 38%	30 33%	33 43%	44 35%	46 40%	83 36%	31 38%	22 38%	134 37%	11 32%	56 34%	- -	145 81%	64 40%	95 31%	47 59%	34 26%

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

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL	ELEC-TION	TERR/NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC					SEC	FAV	FAV	UNFAV	PERRY	FAV	UNFAV		
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (RIGHT DIRECTION - WRONG TRACK)	7	-3	12	33	-7	-10	9	-11	12	27	33	-27	-7	10	14	-3
	2%	-2%	5%	31%	-8%	-18%	12%	-17%	20%	14%	11%	-30%	-7%	6%	5%	-5%
RIGHT DIRECTION	186	73	111	66	39	20	39	23	31	97	154	28	36	75	143	28
	46%	44%	49%	63%	43%	38%	52%	35%	52%	52%	51%	32%	41%	47%	47%	46%
WRONG TRACK	178	76	99	33	46	30	30	34	19	70	120	56	43	65	128	31
	45%	46%	43%	31%	51%	56%	40%	52%	33%	38%	40%	62%	48%	41%	43%	50%
DON'T KNOW	28	15	13	6	5	2	5	6	6	12	19	6	5	15	23	2
	7%	9%	6%	6%	5%	4%	7%	9%	10%	7%	6%	6%	5%	9%	8%	4%
REFUSED	8	2	6	-	-	1	-	2	3	6	8	-	5	4	8	-
	2%	1%	2%	-	-	2%	-	4%	6%	3%	3%	-	5%	3%	3%	-
WT COUNTRY/ RT TEXAS	78	29	47	16	13	15	9	11	8	33	60	18	11	25	57	13
	19%	18%	21%	15%	14%	28%	12%	17%	14%	18%	20%	20%	13%	16%	19%	22%
WT GOPERS	145	59	83	33	40	21	24	28	14	60	97	46	33	54	110	20
	36%	36%	36%	31%	45%	40%	32%	43%	23%	33%	32%	51%	37%	34%	37%	32%

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	=====		=====					=====			=====			=====			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT RD TEXAS/ CNTRY	ILLEG IMMIG	EDUC EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC EDUC
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (RIGHT DIRECTION - WRONG TRACK)	7	5	22	8	9	2	9	70	-63	-51	32	20	-8	-2	5	5	1
	2%	7%	12%	5%	27%	7%	31%	28%	-47%	-43%	100%	11%	-14%	-6%	6%	7%	1%
RIGHT DIRECTION	186	35	95	79	21	16	20	148	32	30	32	92	21	15	43	40	25
	46%	51%	53%	48%	63%	50%	64%	60%	24%	26%	100%	52%	39%	39%	51%	51%	45%
WRONG TRACK	178	30	73	71	12	14	10	78	96	81	-	72	29	17	37	34	24
	45%	44%	41%	43%	37%	43%	33%	31%	71%	69%	-	40%	52%	46%	44%	44%	44%
DON'T KNOW	28	3	10	11	-	2	1	18	6	5	-	12	4	4	3	4	3
	7%	4%	6%	7%	-	7%	4%	7%	4%	4%	-	7%	7%	9%	4%	5%	6%
REFUSED	8	1	1	3	-	-	-	4	1	1	-	2	1	2	1	-	3
	2%	1%	1%	2%	-	-	-	2%	1%	1%	-	1%	2%	6%	1%	-	6%
WT COUNTRY/ RT TEXAS	78	16	38	27	8	9	5	78	-	-	-	25	15	10	14	14	10
	19%	23%	21%	17%	23%	28%	16%	31%	-	-	-	14%	28%	25%	16%	18%	18%
WT GOPERS	145	27	60	62	9	11	9	61	81	81	-	62	19	17	31	29	18
	36%	38%	34%	38%	25%	35%	31%	25%	60%	69%	-	35%	34%	43%	37%	37%	33%

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

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (RIGHT DIRECTION - WRONG TRACK)	7 2%	6 3%	28 9%	-15 -31%	11 7%	6 2%	-8 -45%	-7 -4%	13 6%	7 11%	-7 -2%	6 6%	3 1%
RIGHT DIRECTION	186 46%	90 46%	157 49%	16 33%	76 49%	143 47%	3 18%	83 44%	101 49%	37 55%	128 44%	51 49%	131 46%
WRONG TRACK	178 45%	83 43%	129 40%	31 63%	65 42%	138 45%	11 62%	89 47%	88 42%	30 44%	135 46%	45 43%	128 45%
DON'T KNOW	28 7%	17 9%	26 8%	2 4%	11 7%	19 6%	3 20%	14 7%	14 7%	1 2%	23 8%	6 6%	22 8%
REFUSED	8 2%	5 3%	8 2%	- -	2 1%	5 2%	- -	3 2%	4 2%	- -	5 2%	2 2%	6 2%
WT COUNTRY/ RT TEXAS	78 19%	40 20%	63 20%	9 18%	27 17%	61 20%	2 14%	39 21%	39 19%	13 19%	60 21%	19 19%	57 20%
WT GOPERS	145 36%	70 36%	105 33%	25 51%	55 36%	110 36%	10 60%	71 38%	74 36%	22 32%	113 39%	36 34%	106 37%

Table 9-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS RADIO	NEWS- PAPER	NET-		CABLE NEWS	NEWS RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-		URBAN
		NEWS	WORK NEWS			NEWS- PAPER	WORK NEWS					OTHER	URBAN	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (RIGHT DIRECTION - WRONG TRACK)	7 2%	13 9%	-1 -2%	1 2%	-7 -13%	6 6%	-3 -4%	-4 -7%	6 11%	-1 -2%	-2 -4%	26 15%	-6 -10%	-11 -9%
RIGHT DIRECTION	186 46%	73 51%	30 43%	29 47%	21 38%	46 50%	32 41%	25 42%	26 52%	18 46%	20 43%	93 53%	24 41%	49 40%
WRONG TRACK	178 45%	60 42%	31 45%	28 46%	28 51%	41 44%	35 45%	29 49%	21 40%	19 48%	21 47%	67 38%	30 51%	60 49%
DON'T KNOW	28 7%	8 5%	6 8%	4 7%	4 8%	3 4%	9 11%	4 7%	4 8%	2 4%	5 11%	10 6%	2 4%	11 9%
REFUSED	8 2%	3 2%	3 4%	- -	1 2%	2 2%	2 3%	1 2%	- -	1 3%	- -	4 2%	2 4%	1 1%
WT COUNTRY/ RT TEXAS	78 19%	28 20%	17 24%	9 14%	10 19%	16 17%	11 14%	11 18%	11 21%	9 23%	10 22%	34 19%	13 23%	21 17%
WT GOPERS	145 36%	50 35%	27 39%	25 41%	19 34%	34 37%	28 36%	23 38%	15 29%	19 48%	16 35%	57 33%	25 43%	47 39%

Table 10-1
 QUESTION 5:
 Do you approve or disapprove of the job George W. Bush is doing as President?

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
						36	66	206	57	105	32	94	48			64	208	192	120	83	95	100	105
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (APPROVE - DISAPPROVE)	228	189	38	228	2	125	44	142	24	56	22	47	32	47	113	115	64	46	63	55	54	199	23
	57%	73%	41%	64%	4%	78%	66%	69%	42%	53%	67%	50%	66%	74%	54%	60%	54%	56%	66%	55%	52%	67%	29%
TOTAL APPROVE	308	220	66	286	18	139	55	171	40	79	27	68	39	55	158	150	90	63	78	76	78	243	50
	77%	85%	69%	81%	51%	87%	82%	83%	70%	75%	84%	73%	81%	86%	76%	78%	75%	76%	83%	76%	74%	82%	64%
TOTAL DISAPPROVE	80	31	27	58	17	14	11	29	16	23	5	21	7	8	46	34	26	17	15	21	24	43	27
	20%	12%	29%	16%	47%	9%	16%	14%	28%	22%	16%	22%	15%	12%	22%	18%	21%	20%	16%	21%	22%	15%	35%
STRONGLY APPROVE	149	123	18	142	6	82	32	97	18	47	16	24	20	23	71	78	42	30	37	39	35	126	18
	37%	47%	19%	40%	17%	51%	48%	47%	32%	45%	50%	26%	42%	36%	34%	41%	35%	36%	39%	39%	33%	43%	23%
SOMEWHAT APPROVE	159	97	47	144	12	57	23	74	22	32	11	44	19	32	88	72	48	33	41	37	43	117	32
	40%	37%	50%	41%	34%	36%	34%	36%	38%	30%	33%	47%	40%	50%	42%	37%	40%	40%	43%	37%	41%	39%	41%
SOMEWHAT DISAPPROVE	53	22	19	41	10	10	6	19	12	16	3	13	5	4	26	28	19	11	11	11	17	29	19
	13%	9%	20%	12%	29%	6%	9%	9%	22%	15%	10%	13%	11%	6%	12%	14%	16%	13%	12%	11%	16%	10%	24%
STRONGLY DISAPPROVE	27	9	9	17	6	4	5	11	4	7	2	8	2	4	20	7	7	6	4	10	7	14	9
	7%	3%	9%	5%	18%	3%	7%	5%	6%	6%	7%	9%	4%	6%	10%	4%	6%	7%	4%	10%	6%	5%	11%
DON'T KNOW	6	4	1	5	1	3	-	3	1	1	-	1	2	1	3	3	3	2	-	1	1	4	1
	2%	2%	1%	1%	2%	2%	-	2%	2%	1%	-	1%	4%	2%	1%	2%	3%	3%	-	1%	1%	1%	1%
REFUSED	6	4	1	6	-	3	1	2	-	2	-	3	-	-	1	5	1	1	1	2	2	6	-
	1%	2%	1%	2%	-	2%	2%	1%	-	2%	-	4%	-	-	1%	2%	1%	1%	1%	2%	2%	2%	-
APPRV BUSH/ VOTE MCCAIN	133	93	30	123	8	41	28	58	17	38	9	24	24	21	60	73	33	29	31	39	40	87	37
	33%	36%	32%	35%	23%	26%	42%	28%	30%	36%	30%	26%	49%	32%	29%	38%	28%	35%	32%	39%	38%	29%	47%

Table 10-2
 QUESTION 5:
 Do you approve or disapprove of the job George W. Bush is doing as President?

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
**D/S (APPROVE - DISAPPROVE)	222	35	23	50	27	24	63	92	107	15	8	85	98	22	17	89	92	19	20	41	72	109
TOTAL APPROVE	293	45	30	74	39	29	74	121	122	28	22	100	110	38	27	102	107	34	31	53	85	154
TOTAL DISAPPROVE	71	10	7	24	13	6	11	29	15	13	15	13	16	9	13	15	15	15	10	12	13	45
STRONGLY APPROVE	144	19	15	34	19	13	42	59	66	9	9	53	65	12	6	54	63	11	8	27	46	71
SOMEWHAT APPROVE	149	26	15	40	20	16	32	61	55	19	13	47	45	25	21	48	43	23	23	26	39	83
SOMEWHAT DISAPPROVE	48	6	4	13	10	5	9	16	13	7	11	8	11	11	7	10	9	11	8	9	11	28
STRONGLY DISAPPROVE	23	3	3	11	2	1	2	12	2	5	3	7	2	4	2	3	5	4	2	4	2	17
DON'T KNOW	5	1	1	-	2	-	1	2	2	-	1	1	2	-	1	3	-	-	1	2	1	2
REFUSED	6	-	-	1	1	1	2	1	5	-	-	1	3	-	1	2	2	-	1	2	2	1
APPRV BUSH/ VOTE MCCAIN	124	16	11	29	13	18	37	36	50	19	17	40	48	13	16	39	49	18	11	19	27	77

Table 10-3
 QUESTION 5:
 Do you approve or disapprove of the job George W. Bush is doing as President?

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
**D/S (APPROVE - DISAPPROVE)	228 57%	50 60%	57 52%	63 72%	52 55%	44 57%	85 68%	61 52%	145 63%	39 48%	37 65%	217 60%	11 31%	84 50%	159 86%	43 24%	159 100%	308 100%	-80 -100%	133 100%
TOTAL APPROVE	308 77%	67 79%	82 75%	72 82%	72 77%	60 78%	104 83%	87 75%	186 80%	58 71%	46 81%	285 78%	23 66%	124 75%	172 93%	109 61%	159 100%	308 100%	- -	133 100%
TOTAL DISAPPROVE	80 20%	16 20%	25 23%	9 10%	20 22%	17 22%	19 15%	26 22%	41 18%	19 24%	9 15%	68 19%	12 34%	40 24%	13 7%	66 37%	- -	- -	80 100%	- -
STRONGLY APPROVE	149 37%	33 39%	35 32%	40 46%	36 38%	31 41%	55 44%	35 30%	104 45%	16 20%	22 38%	138 38%	11 31%	61 37%	106 57%	33 19%	- -	149 48%	- -	63 48%
SOMEWHAT APPROVE	159 40%	34 40%	47 43%	32 36%	36 39%	29 38%	49 39%	51 44%	82 36%	41 51%	24 43%	147 40%	12 35%	63 38%	66 36%	75 42%	159 100%	159 52%	- -	70 52%
SOMEWHAT DISAPPROVE	53 13%	11 13%	13 12%	9 10%	15 17%	11 14%	13 10%	19 17%	28 12%	13 16%	6 11%	45 12%	9 25%	32 19%	12 7%	40 22%	- -	- -	53 66%	- -
STRONGLY DISAPPROVE	27 7%	6 7%	12 11%	- -	5 5%	6 8%	6 5%	7 6%	13 6%	6 8%	3 5%	24 6%	3 10%	8 5%	1 1%	26 15%	- -	- -	27 34%	- -
DON'T KNOW	6 2%	1 1%	1 1%	2 2%	1 1%	- -	3 2%	- -	2 1%	2 2%	1 2%	6 2%	- -	1 1%	- -	3 2%	- -	- -	- -	- -
REFUSED	6 1%	- -	1 1%	5 5%	- -	- -	- -	3 3%	2 1%	2 3%	1 2%	6 2%	- -	1 1%	- -	1 1%	- -	- -	- -	- -
APPRV BUSH/ VOTE MCCAIN	133 33%	16 19%	40 37%	31 35%	37 40%	25 32%	37 29%	45 39%	67 29%	29 36%	25 44%	124 34%	8 24%	124 75%	86 46%	38 21%	70 44%	133 43%	- -	133 100%

Table 10-4
 QUESTION 5:
 Do you approve or disapprove of the job George W. Bush is doing as President?

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/NATL			ECON/ILLEG			ECON/ILLEG			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	DAY	TERR/	ILLEG	ECON/	ILLEG	ECON/	TERR/	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL	UNFAV	
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (APPROVE - DISAPPROVE)	228	97	126	95	53	7	54	20	34	122	178	44	31	90	188	24		
	57%	58%	55%	90%	59%	14%	73%	30%	58%	66%	59%	49%	35%	56%	62%	39%		
TOTAL APPROVE	308	129	173	100	70	29	63	41	45	151	236	65	58	120	240	42		
	77%	78%	76%	95%	78%	55%	86%	63%	76%	81%	78%	73%	65%	76%	80%	70%		
TOTAL DISAPPROVE	80	33	47	4	17	22	9	21	11	29	58	21	27	31	52	18		
	20%	20%	21%	4%	19%	41%	13%	32%	18%	16%	19%	24%	31%	19%	17%	30%		
STRONGLY APPROVE	149	62	86	61	36	9	31	12	23	72	115	29	25	51	113	17		
	37%	37%	38%	58%	40%	18%	41%	18%	38%	39%	38%	33%	28%	32%	37%	27%		
SOMEWHAT APPROVE	159	67	87	38	34	20	33	29	22	78	121	36	33	69	127	26		
	40%	41%	38%	36%	38%	37%	44%	44%	38%	42%	40%	40%	37%	44%	42%	42%		
SOMEWHAT DISAPPROVE	53	19	35	3	9	16	6	14	8	23	43	9	17	24	38	10		
	13%	11%	15%	3%	10%	31%	8%	22%	14%	12%	14%	10%	19%	15%	13%	16%		
STRONGLY DISAPPROVE	27	14	13	1	8	5	4	7	2	6	15	12	10	7	14	9		
	7%	9%	6%	1%	9%	10%	5%	11%	4%	3%	5%	13%	12%	4%	5%	14%		
DON'T KNOW	6	1	5	1	2	2	1	-	2	1	3	2	1	2	4	-		
	2%	1%	2%	1%	2%	4%	2%	-	4%	1%	1%	2%	1%	1%	1%	-		
REFUSED	6	3	2	-	1	-	-	3	1	5	5	1	2	6	6	-		
	1%	2%	1%	-	1%	-	-	5%	2%	2%	1%	1%	3%	4%	2%	-		
APPRV BUSH/ VOTE MCCAIN	133	64	67	39	21	15	27	16	17	52	124	5	27	67	82	30		
	33%	39%	29%	37%	23%	29%	36%	24%	29%	28%	41%	5%	30%	42%	27%	49%		

Table 10-5
 QUESTION 5:
 Do you approve or disapprove of the job George W. Bush is doing as President?

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANGE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT RD TEXAS/ CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=GOP PRIMARY VOTERS IN Q.2	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (APPROVE - DISAPPROVE)	228	32	89	121	17	18	21	174	41	50	19	118	20	29	47	37	29
	57%	46%	50%	74%	50%	55%	69%	70%	30%	43%	60%	66%	36%	76%	56%	47%	52%
TOTAL APPROVE	308	51	133	141	25	25	26	207	86	82	26	146	37	33	65	56	41
	77%	73%	74%	86%	75%	76%	85%	84%	64%	70%	80%	82%	67%	85%	78%	71%	74%
TOTAL DISAPPROVE	80	19	44	20	8	7	5	33	45	32	6	28	17	3	18	19	12
	20%	27%	24%	12%	25%	21%	15%	13%	34%	28%	20%	16%	31%	9%	21%	24%	21%
STRONGLY APPROVE	149	25	63	69	12	8	13	112	32	31	16	69	18	17	37	25	19
	37%	36%	35%	42%	36%	26%	44%	45%	24%	26%	49%	39%	33%	45%	44%	32%	34%
SOMEWHAT APPROVE	159	26	70	72	13	17	13	95	55	52	10	77	18	16	28	30	22
	40%	38%	39%	44%	38%	50%	41%	38%	41%	44%	31%	43%	34%	41%	34%	39%	39%
SOMEWHAT DISAPPROVE	53	14	35	12	8	6	4	28	24	18	5	18	13	2	10	11	8
	13%	20%	20%	7%	25%	17%	12%	11%	18%	15%	17%	10%	24%	6%	12%	15%	14%
STRONGLY DISAPPROVE	27	5	8	8	-	1	1	5	21	14	1	10	4	1	7	8	4
	7%	7%	5%	5%	-	4%	3%	2%	15%	12%	3%	6%	7%	3%	9%	10%	7%
DON'T KNOW	6	-	1	1	-	-	-	3	2	1	-	2	-	2	-	1	2
	2%	-	1%	1%	-	-	-	1%	1%	1%	-	1%	-	6%	-	1%	3%
REFUSED	6	-	1	1	-	1	-	5	1	1	-	2	1	-	1	2	1
	1%	-	1%	1%	-	3%	-	2%	1%	1%	-	1%	2%	-	1%	3%	2%
APPRV BUSH/ VOTE MCCAIN	133	51	133	-	25	25	26	97	30	28	9	63	22	6	26	28	20
	33%	73%	74%	-	75%	76%	85%	39%	22%	24%	29%	35%	39%	17%	31%	36%	36%

Table 10-6
 QUESTION 5:
 Do you approve or disapprove of the job George W. Bush is doing as President?

BANNER 6

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (APPROVE - DISAPPROVE)	228 57%	115 59%	200 63%	17 35%	96 63%	183 60%	6 36%	107 56%	120 58%	39 57%	173 59%	63 61%	160 56%
TOTAL APPROVE	308 77%	152 77%	255 80%	32 65%	122 79%	239 78%	11 65%	144 76%	162 78%	52 77%	228 78%	82 79%	220 76%
TOTAL DISAPPROVE	80 20%	37 19%	55 17%	15 30%	26 17%	57 19%	5 29%	37 20%	41 20%	14 20%	55 19%	19 18%	60 21%
STRONGLY APPROVE	149 37%	67 34%	125 39%	17 34%	53 34%	108 35%	6 34%	60 32%	89 43%	26 38%	107 37%	42 41%	102 36%
SOMEWHAT APPROVE	159 40%	85 43%	130 41%	16 32%	69 45%	131 43%	5 31%	84 44%	73 35%	26 39%	121 41%	39 38%	117 41%
SOMEWHAT DISAPPROVE	53 13%	29 15%	42 13%	7 14%	18 12%	39 13%	2 13%	23 12%	29 14%	9 13%	36 13%	13 13%	40 14%
STRONGLY DISAPPROVE	27 7%	8 4%	13 4%	8 16%	8 5%	17 6%	3 16%	14 8%	12 6%	5 7%	19 6%	6 5%	20 7%
DON'T KNOW	6 2%	4 2%	5 2%	1 2%	4 3%	5 2%	1 6%	3 2%	3 2%	2 3%	4 1%	2 2%	3 1%
REFUSED	6 1%	3 2%	5 1%	1 2%	2 1%	5 1%	- -	5 2%	1 1%	- -	3 1%	1 1%	5 2%
APPRV BUSH/ VOTE MCCAIN	133 33%	60 31%	113 35%	15 31%	47 31%	103 34%	3 20%	52 27%	79 38%	25 38%	94 32%	34 33%	98 34%

Table 10-7
 QUESTION 5:
 Do you approve or disapprove of the job George W. Bush is doing as President?

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				NEWS- NEWS	WORK NEWS						
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (APPROVE - DISAPPROVE)	228 57%	94 65%	40 58%	46 76%	20 36%	58 63%	46 58%	33 56%	31 61%	19 49%	30 66%	116 67%	20 35%	62 51%
TOTAL APPROVE	308 77%	118 82%	54 77%	53 86%	37 67%	74 80%	59 76%	46 77%	41 80%	29 73%	37 81%	144 82%	37 65%	90 74%
TOTAL DISAPPROVE	80 20%	25 17%	13 19%	6 10%	17 31%	16 18%	14 17%	13 21%	10 19%	10 24%	7 15%	28 16%	17 30%	28 23%
STRONGLY APPROVE	149 37%	62 43%	19 28%	24 40%	16 29%	35 38%	33 41%	18 30%	25 49%	10 25%	21 45%	72 41%	16 27%	41 34%
SOMEWHAT APPROVE	159 40%	57 39%	34 49%	28 46%	21 38%	39 42%	27 34%	28 47%	16 30%	19 48%	16 35%	72 41%	22 37%	49 40%
SOMEWHAT DISAPPROVE	53 13%	16 11%	12 17%	4 7%	12 22%	13 14%	7 9%	7 12%	6 11%	9 22%	6 13%	20 11%	9 16%	18 15%
STRONGLY DISAPPROVE	27 7%	9 6%	2 2%	2 4%	5 9%	3 4%	7 8%	6 9%	4 8%	1 2%	1 2%	8 5%	8 14%	10 8%
DON'T KNOW	6 2%	1 1%	1 1%	1 2%	- -	1 1%	3 4%	- -	1 2%	- -	2 4%	2 1%	- -	2 2%
REFUSED	6 1%	- -	2 3%	1 2%	1 2%	1 1%	2 3%	1 2%	- -	1 3%	- -	1 1%	3 6%	1 1%
APPRV BUSH/ VOTE MCCAIN	133 33%	49 34%	25 35%	16 26%	23 42%	36 39%	29 37%	21 35%	14 27%	10 26%	14 31%	65 37%	15 25%	40 33%

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 ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG	SOFT	TOTAL	IND	STRG	STRG	RELIG	CEN-	DFW-	EAST	HOUS-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/	
	GOP	GOP	GOP		GOP/	GOP/	CONS	TRAL	METRO-		TON					CONS	CONS	CONS	CONS				CONS
BASE-TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
TERRORISM & NATIONAL SECURITY	105	87	16	104	2	68	21	64	17	28	7	20	10	23	55	50	25	21	34	24	21	92	11
	26%	34%	17%	29%	5%	42%	32%	31%	31%	27%	23%	21%	20%	36%	26%	26%	21%	25%	36%	24%	20%	31%	14%
	(1)	(1)	(2)	(1)	(8)	(1)	(1)	(1)	(1)	(1)	(2)	(2)	(1)	(1)	(1)	(1)	(2)	(2)	(1)	(1)	(2)	(1)	(3)
ILLEGAL IMMIGRATION	90	58	21	79	8	37	12	52	9	19	6	31	6	19	42	48	27	25	18	20	22	74	9
	23%	22%	23%	22%	23%	23%	18%	25%	15%	18%	19%	33%	13%	30%	20%	25%	23%	30%	19%	20%	21%	25%	12%
	(2)	(2)	(1)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(3)	(1)	(4)	(2)	(2)	(2)	(1)	(1)	(2)	(2)	(1)	(2)	(5)
THE ECONOMY AND JOBS	53	27	15	42	10	13	5	31	8	16	2	10	8	8	34	19	17	14	9	12	19	34	11
	13%	11%	16%	12%	27%	8%	8%	15%	14%	15%	6%	11%	17%	13%	17%	10%	14%	17%	9%	12%	18%	11%	14%
	(3)	(3)	(3)	(3)	(1)	(3)	(5)	(3)	(3)	(3)	(5)	(4)	(2)	(3)	(3)	(4)	(3)	(3)	(4)	(4)	(3)	(3)	(2)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	35	20	8	29	6	12	6	13	4	11	8	3	6	3	17	19	10	4	10	11	8	21	9
	9%	8%	9%	8%	16%	8%	9%	6%	8%	11%	25%	4%	12%	5%	8%	10%	8%	5%	10%	11%	8%	7%	12%
	(4)	(4)	(4)	(4)	(3)	(4)	(4)	(4)	(5)	(4)	(1)	(7)	(5)	(6)	(6)	(3)	(6)	(5)	(3)	(5)	(4)	(4)	(6)
THE SITUATION IN IRAQ	30	18	7	26	3	6	9	10	4	9	2	7	7	1	18	12	5	4	8	13	8	16	13
	8%	7%	8%	7%	9%	4%	14%	5%	8%	8%	6%	8%	14%	2%	9%	6%	4%	5%	8%	13%	7%	5%	17%
	(5)	(6)	(5)	(5)	(4)	(6)	(3)	(5)	(6)	(5)	(6)	(5)	(3)	(8)	(5)	(6)	(8)	(4)	(5)	(3)	(5)	(6)	(1)
CUTTING TAXES	28	19	6	25	1	10	3	10	6	4	2	11	4	1	19	9	12	4	5	6	8	20	7
	7%	7%	6%	7%	3%	7%	5%	10%	6%	4%	6%	11%	8%	2%	9%	5%	10%	5%	5%	6%	7%	7%	9%
	(6)	(5)	(7)	(6)	(9)	(5)	(7)	(6)	(4)	(8)	(4)	(3)	(6)	(7)	(4)	(7)	(5)	(6)	(6)	(6)	(6)	(5)	(7)
EDUCATION	19	8	7	15	2	2	1	6	4	6	-	3	2	4	5	14	12	2	3	2	4	8	10
	5%	3%	8%	4%	6%	1%	2%	3%	7%	6%	-	4%	4%	5%	2%	8%	10%	3%	3%	2%	4%	3%	13%
	(7)	(7)	(6)	(7)	(7)	(8)	(10)	(7)	(7)	(6)		(8)	(9)	(4)	(9)	(5)	(4)	(8)	(8)	(10)	(10)	(9)	(4)
HEALTH CARE	13	6	5	11	2	4	1	6	2	2	2	4	1	3	6	8	5	2	2	4	5	9	3
	3%	2%	6%	3%	6%	2%	2%	3%	4%	2%	5%	4%	2%	5%	3%	4%	5%	3%	2%	4%	4%	3%	4%
	(8)	(8)	(8)	(8)	(6)	(7)	(9)	(8)	(8)	(9)	(8)	(6)	(10)	(5)	(7)	(8)	(7)	(7)	(9)	(8)	(7)	(8)	(8)
SOCIAL SECURITY & MEDICARE	11	5	3	9	2	2	4	5	1	4	2	1	2	1	5	6	2	-	5	5	4	10	1
	3%	2%	4%	2%	6%	1%	6%	3%	2%	4%	6%	1%	4%	1%	2%	3%	2%	-	5%	5%	4%	3%	2%
	(9)	(9)	(9)	(9)	(5)	(9)	(6)	(9)	*(9)	(7)	(7)	(10)	(8)	(9)	(8)	(9)	(9)		(7)	(7)	(9)	(7)	(9)
THE ENVIRONMENT AND GLOBAL WARMING	5	3	2	5	-	-	2	3	1	1	-	1	2	-	3	2	-	2	1	2	4	4	1
	1%	1%	2%	2%	-	-	3%	2%	2%	1%	-	1%	4%	-	2%	1%	-	2%	1%	2%	4%	1%	1%
	(10)	(10)	(10)	(10)			(8)	(10)	*(9)	(10)		(9)	(7)		(10)	(10)		(9)	(10)	(9)	(8)	(10)	(10)
NONE OF THESE	5	3	2	5	-	3	-	3	-	2	-	1	1	1	4	1	1	3	-	1	1	4	1
	1%	1%	2%	1%	-	2%	-	2%	-	2%	-	1%	2%	2%	2%	1%	1%	4%	-	1%	1%	1%	1%
DON'T KNOW/REFUSED	4	3	1	4	-	2	-	2	-	1	1	1	1	-	-	4	3	-	-	1	1	3	1
	1%	1%	1%	1%	-	1%	-	1%	-	1%	4%	1%	2%	-	-	2%	3%	-	-	1%	1%	1%	1%

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE							GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/LIB MEN	MOD/LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
TERRORISM & NATIONAL SECURITY	103	14	9	31	11	11	26	47	45	7	4	41	44	11	5	37	47	8	8	21	30	52
	27%	25%	23%	31%	21%	29%	29%	31%	31%	17%	11%	35%	34%	20%	14%	30%	38%	16%	19%	31%	29%	26%
	(1)	(1)	(3)	(1)	(2)	(1)	(1)	(1)	(1)	(3)	(5)	(1)	(1)	(2)	(4)	(1)	(1)	(3)	(2)	(1)	(2)	(1)
ILLEGAL IMMIGRATION	84	12	10	18	13	11	20	37	38	4	6	22	34	14	7	33	23	10	12	13	30	40
	22%	21%	27%	18%	24%	29%	22%	24%	26%	9%	15%	19%	26%	26%	19%	27%	19%	19%	28%	18%	30%	20%
	(2)	(2)	(1)	(2)	(1)	(2)	(2)	(2)	(2)	(5)	(4)	(2)	(2)	(1)	(2)	(2)	(2)	(1)	(1)	(2)	(1)	(2)
THE ECONOMY AND JOBS	45	8	9	12	5	3	8	22	12	7	4	13	10	9	4	12	11	9	5	6	12	27
	12%	14%	24%	12%	10%	8%	9%	14%	8%	18%	11%	11%	8%	17%	11%	10%	9%	18%	11%	9%	12%	13%
	(3)	(3)	(2)	(4)	(4)	(4)	(5)	(3)	(3)	(2)	(6)	(3)	(3)	(3)	(5)	(4)	(5)	(2)	(3)	(4)	(3)	(3)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	30	4	4	5	4	1	13	11	11	2	7	11	8	1	6	8	11	5	2	8	6	16
	8%	8%	9%	5%	7%	2%	14%	7%	7%	5%	19%	9%	6%	2%	16%	6%	9%	10%	5%	11%	6%	8%
	(4)	(6)	(4)	(6)	(6)	*(8)	(3)	(5)	(4)	(8)	(2)	(5)	(5)	(9)	(3)	(5)	(4)	(5)	(8)	(3)	(5)	(6)
THE SITUATION IN IRAQ	29	5	-	13	-	4	8	10	6	7	6	9	9	6	2	4	13	3	4	6	5	18
	8%	9%	-	13%	-	11%	9%	6%	4%	18%	15%	7%	7%	10%	5%	4%	11%	6%	10%	9%	5%	9%
	(5)	(5)	-	(3)	-	(3)	(4)	(6)	(8)	(1)	(3)	(6)	(4)	(4)	(8)	(7)	(3)	(6)	(4)	(6)	(6)	(4)
CUTTING TAXES	26	7	3	8	5	1	2	12	8	6	1	12	6	3	2	12	6	2	4	2	7	18
	7%	13%	8%	8%	9%	3%	3%	8%	5%	14%	3%	10%	5%	6%	6%	10%	5%	5%	8%	3%	7%	9%
	(6)	(4)	(5)	(5)	(5)	(7)	(8)	(4)	(5)	(4)	(7)	(4)	(6)	(6)	(6)	(3)	(6)	(7)	(5)	(9)	(4)	(5)
EDUCATION	18	2	-	2	9	2	3	1	7	3	7	2	6	-	7	5	3	6	1	2	3	13
	5%	4%	-	2%	17%	6%	3%	1%	5%	8%	19%	2%	5%	-	19%	4%	2%	13%	2%	3%	3%	6%
	(7)	(8)	-	(10)	(3)	(6)	(7)	(10)	(6)	(6)	(1)	(8)	(7)	-	(1)	(6)	(9)	(4)	(9)	(8)	(7)	(7)
HEALTH CARE	12	2	-	3	2	2	2	3	6	2	1	2	3	3	2	3	1	2	3	3	3	6
	3%	4%	-	3%	4%	7%	3%	2%	4%	6%	2%	2%	2%	6%	6%	3%	1%	5%	7%	5%	3%	3%
	(8)	(7)	-	(8)	(7)	(5)	(9)	(9)	(9)	(7)	(9)	(9)	(9)	(7)	(7)	(8)	(10)	(8)	(6)	(7)	(8)	(8)
SOCIAL SECURITY & MEDICARE	11	1	-	4	1	-	5	4	6	1	-	1	4	3	-	1	4	1	3	6	1	4
	3%	2%	-	4%	2%	-	6%	2%	4%	3%	-	1%	3%	6%	-	1%	3%	2%	6%	9%	1%	2%
	(9)	(9)	-	(7)	(8)	-	(6)	(7)	(7)	(9)	-	(10)	(8)	(5)	-	(9)	(7)	(10)	(7)	(5)	(10)	(9)
THE ENVIRONMENT AND GLOBAL WARMING	5	-	1	2	-	1	1	3	1	-	1	2	1	1	1	-	3	2	-	1	2	2
	1%	-	3%	2%	-	2%	1%	2%	1%	-	3%	2%	1%	2%	2%	-	3%	4%	-	2%	2%	1%
	(10)	-	(6)	(9)	-	*(8)	(10)	(8)	(10)	-	(8)	(7)	(10)	(8)	(9)	-	(8)	(9)	-	(10)	(9)	(10)
NONE OF THESE	5	1	2	1	-	1	-	3	1	1	-	2	1	2	-	3	-	1	-	2	3	3
	1%	2%	6%	1%	-	3%	-	2%	1%	3%	-	2%	1%	4%	-	3%	-	2%	-	2%	2%	
	(10)	(9)	(6)	(9)	-	(3)	-	(7)	(9)	(9)	-	(10)	(8)	(5)	-	(9)	-	(10)	-	(9)	(10)	
DON'T KNOW/REFUSED	4	-	-	-	3	-	1	-	3	-	1	-	3	-	1	3	-	-	1	-	1	3
	1%	-	-	-	6%	-	1%	-	2%	-	2%	-	2%	-	2%	3%	-	-	2%	1%	1%	2%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
TERRORISM & NATIONAL SECURITY	105	24	30	27	22	22	39	26	69	14	20	97	8	41	66	33	38	100	4	39
	26%	29%	27%	31%	24%	29%	31%	22%	30%	17%	35%	27%	23%	24%	36%	19%	24%	32%	6%	30%
	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	(6)	(1)
ILLEGAL IMMIGRATION	90	22	18	21	22	17	30	24	54	20	8	87	4	24	39	46	34	70	17	21
	23%	26%	17%	25%	23%	22%	23%	20%	24%	24%	14%	24%	10%	14%	21%	26%	21%	23%	21%	15%
	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(1)	(2)	(2)	(5)	(3)	(2)	(1)	(2)	(2)	(2)	(2)
THE ECONOMY AND JOBS	53	14	15	4	12	8	10	19	33	8	4	49	4	31	20	30	20	29	22	15
	13%	16%	14%	5%	12%	11%	8%	16%	14%	9%	7%	13%	11%	19%	11%	17%	12%	9%	27%	11%
	(3)	(3)	(3)	(7)	(3)	(3)	(5)	(3)	(3)	(5)	(5)	(3)	(4)	(2)	(3)	(3)	(4)	(4)	(1)	(4)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	35	6	7	8	9	5	9	14	11	9	8	30	5	19	17	15	20	30	4	17
	9%	7%	6%	9%	10%	6%	7%	12%	5%	12%	14%	8%	15%	11%	9%	8%	13%	10%	5%	13%
	(4)	(5)	(6)	(3)	(4)	(5)	(6)	(4)	(6)	(3)	(3)	(4)	(3)	(4)	(4)	(5)	(3)	(3)	(8)	(3)
THE SITUATION IN IRAQ	30	7	10	4	8	4	10	11	19	7	2	28	2	17	11	17	11	18	11	12
	8%	8%	10%	5%	8%	6%	8%	9%	8%	9%	4%	8%	5%	10%	6%	9%	7%	6%	14%	9%
	(5)	(4)	(5)	(8)	(6)	(6)	(3)	(5)	(4)	(6)	(8)	(5)	(7)	(5)	(6)	(4)	(6)	(6)	(3)	(5)
CUTTING TAXES	28	2	15	6	2	4	10	10	12	5	8	28	-	13	16	7	14	22	4	11
	7%	3%	14%	7%	2%	6%	8%	8%	5%	6%	14%	8%	-	8%	9%	4%	9%	7%	5%	8%
	(6)	(7)	(4)	(4)	(8)	(7)	(4)	(6)	(5)	(7)	(4)	(6)	-	(6)	(5)	(8)	(5)	(7)	(7)	(6)
EDUCATION	19	-	4	5	9	3	6	5	9	8	1	12	7	8	6	9	8	13	6	7
	5%	-	4%	6%	10%	4%	5%	4%	4%	10%	2%	3%	20%	5%	3%	5%	5%	4%	7%	5%
	(7)	-	(7)	(6)	(5)	(9)	(8)	(7)	(7)	(4)	(9)	(8)	(2)	(8)	(7)	(7)	(7)	(7)	(4)	(7)
HEALTH CARE	13	3	2	3	4	3	7	2	8	2	2	12	1	9	3	9	3	9	5	5
	3%	4%	2%	3%	4%	5%	5%	2%	4%	2%	4%	3%	3%	5%	2%	5%	2%	3%	6%	4%
	(8)	(6)	(10)	(9)	(7)	(8)	(7)	(9)	(8)	(9)	(7)	(7)	(8)	(7)	(8)	(6)	(9)	(8)	(5)	(8)
SOCIAL SECURITY & MEDICARE	11	2	3	5	1	6	3	1	6	2	3	8	3	2	2	6	3	8	2	2
	3%	2%	3%	6%	1%	8%	2%	1%	2%	2%	6%	2%	8%	1%	1%	3%	2%	2%	3%	2%
	(9)	(8)	(8)	(5)	(9)	(4)	(9)	(10)	(9)	(10)	(6)	(9)	(6)	(10)	(9)	(8)	(9)	(10)	(10)	(9)
THE ENVIRONMENT AND GLOBAL WARMING	5	1	2	2	-	2	1	2	3	2	-	5	-	3	1	3	2	3	3	2
	1%	2%	2%	2%	-	2%	1%	2%	1%	3%	-	1%	-	2%	-	2%	1%	1%	3%	2%
	(10)	(9)	(9)	(10)	-	(10)	(10)	(8)	(10)	(8)	-	(10)	-	(9)	(10)	(10)	(10)	(10)	(9)	(10)
NONE OF THESE	5	2	2	-	1	2	1	1	3	2	-	4	1	-	2	2	3	4	1	1
	1%	2%	2%	-	1%	3%	1%	1%	1%	2%	-	1%	3%	-	1%	1%	2%	1%	1%	1%
DON'T KNOW/REFUSED	4	-	-	1	3	-	1	2	2	2	-	4	-	-	2	-	2	3	-	-
	1%	-	-	1%	3%	-	1%	2%	1%	2%	1%	1%	1%	-	1%	-	1%	1%	-	-

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

	VOTE EARLY			MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
		EARLY	ELEC- DAY										PERCENT	PERCENT			
BASE-TOTAL SAMPLE	400 100%	166 42%	228 57%	105 26%	90 23%	53 13%	74 18%	65 16%	59 15%	185 46%	301 75%	90 22%	89 22%	159 40%	301 75%	61 15%	
TERRORISM & NATIONAL SECURITY	105 26% (1)	45 27% (1)	59 26% (1)	105 100%	- -	- -	38 52% (1)	19 29% (1)	- -	57 31% (1)	82 27% (1)	23 25% (2)	17 20% (3)	36 23% (1)	81 27% (1)	19 31% (1)	
ILLEGAL IMMIGRATION	90 23% (2)	41 25% (2)	48 21% (2)	- -	90 100%	- -	- -	15 22% (2)	27 46% (1)	36 20% (2)	49 16% (2)	41 46% (1)	18 20% (1)	33 21% (2)	69 23% (2)	11 18% (2)	
THE ECONOMY AND JOBS	53 13% (3)	18 11% (3)	35 15% (3)	- -	- -	53 100%	2 3% (5)	- -	12 21% (2)	26 14% (3)	44 15% (3)	7 8% (3)	18 20% (2)	25 16% (3)	42 14% (3)	6 10% (4)	
REDUCING OUR DEPENDENCE ON FOREIGN OIL	35 9% (4)	15 9% (4)	20 9% (4)	- -	- -	- -	11 15% (2)	5 7% (6)	2 3% (7)	15 8% (4)	30 10% (4)	4 5% (5)	7 7% (5)	15 9% (4)	25 8% (4)	5 9% (5)	
THE SITUATION IN IRAQ	30 8% (5)	14 9% (5)	16 7% (5)	- -	- -	- -	7 9% (4)	7 11% (3)	6 11% (4)	13 7% (5)	28 9% (5)	1 2% (8)	10 11% (4)	14 9% (5)	21 7% (6)	7 11% (3)	
CUTTING TAXES	28 7% (6)	12 7% (6)	14 6% (6)	- -	- -	- -	9 12% (3)	5 8% (5)	8 13% (3)	10 6% (6)	21 7% (6)	7 7% (4)	4 4% (7)	12 8% (6)	21 7% (5)	4 7% (6)	
EDUCATION	19 5% (7)	5 3% (7)	14 6% (7)	- -	- -	- -	2 3% (7)	3 5% (8)	2 3% (5)	10 5% (7)	16 5% (7)	2 2% (6)	6 7% (6)	6 4% (8)	9 3% (8)	3 5% (7)	
HEALTH CARE	13 3% (8)	5 3% (8)	9 4% (8)	- -	- -	- -	- 1% (9)	7 10% (4)	- -	7 4% (8)	11 4% (8)	- -	2 2% (9)	6 4% (7)	9 3% (9)	2 3% (8)	
SOCIAL SECURITY & MEDICARE	11 3% (9)	4 3% (9)	7 3% (9)	- -	- -	- -	2 2% (8)	4 6% (7)	2 3% (6)	5 3% (9)	8 3% (9)	1 2% (7)	3 3% (8)	6 4% (9)	10 3% (7)	1 2% (9)	
THE ENVIRONMENT AND GLOBAL WARMING	5 1% (10)	2 1% (10)	3 1% (10)	- -	- -	- -	2 3% (6)	1 2% (9)	- -	2 1% (10)	5 2% (10)	- -	1 1% (10)	3 2% (10)	5 2% (10)	- -	
NONE OF THESE	5 1% (8)	3 2% (6)	- -	- -	- -	- -	- -	- -	- -	2 1% (8)	2 1% (8)	3 4% (7)	- -	2 1% (9)	3 1% (9)	2 4% (6)	
DON'T KNOW/REFUSED	4 1% (8)	2 1% (8)	2 1% (8)	- -	- -	- -	- -	- -	- -	2 1% (8)	4 1% (8)	- -	4 4% (9)	- -	4 1% (9)	- -	

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
											PROB/ LEAN MCCAIN	TOTAL HUCK-ABEE						
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%	
TERRORISM & NATIONAL SECURITY	105 26% (1)	14 20% (1)	41 23% (1)	53 32% (1)	8 22% (1)	7 21% (2)	11 37% (1)	75 30% (1)	26 19% (2)	26 22% (2)	10 30% (1)	47 27% (2)	8 15% (3)	14 36% (1)	28 33% (1)	16 21% (2)	16 29% (1)	
ILLEGAL IMMIGRATION	90 23% (2)	12 17% (3)	24 14% (3)	49 30% (2)	6 17% (3)	4 12% (5)	4 14% (3)	42 17% (2)	45 34% (1)	41 35% (1)	9 27% (2)	67 37% (1)	6 11% (5)	2 6% (6)	17 20% (2)	20 26% (1)	12 21% (2)	
THE ECONOMY AND JOBS	53 13% (3)	14 20% (2)	32 18% (2)	15 9% (3)	6 18% (2)	7 21% (3)	2 7% (4)	30 12% (3)	20 15% (3)	16 13% (3)	5 16% (3)	13 7% (4)	10 19% (1)	6 16% (2)	7 8% (4)	11 14% (3)	10 18% (3)	
REDUCING OUR DEPENDENCE ON FOREIGN OIL	35 9% (4)	6 9% (4)	20 11% (4)	10 6% (5)	2 6% (7)	7 21% (1)	1 5% (6)	25 10% (4)	10 7% (4)	6 5% (5)	2 6% (6)	16 9% (3)	4 7% (6)	2 5% (8)	9 10% (3)	6 7% (6)	4 8% (5)	
THE SITUATION IN IRAQ	30 8% (5)	5 7% (7)	19 11% (5)	5 3% (6)	6 16% (4)	1 4% (7)	6 18% (2)	20 8% (6)	9 7% (5)	7 6% (4)	3 10% (4)	11 6% (5)	9 16% (2)	1 2% (9)	7 8% (5)	7 9% (4)	- - -	
CUTTING TAXES	28 7% (6)	4 5% (8)	13 7% (6)	11 7% (4)	1 3% (8)	6 17% (4)	1 4% (7)	21 8% (5)	6 4% (7)	4 4% (7)	2 7% (5)	11 6% (6)	2 4% (9)	3 9% (5)	5 5% (7)	7 9% (5)	2 3% (8)	
EDUCATION	19 5% (7)	6 8% (5)	12 7% (7)	5 3% (7)	2 6% (6)	- - (5)	2 7% (5)	13 5% (7)	6 5% (6)	6 5% (6)	1 3% (7)	2 1% (9)	8 15% (4)	4 11% (3)	6 7% (6)	5 7% (7)	5 9% (4)	
HEALTH CARE	13 3% (8)	6 8% (6)	9 5% (8)	5 3% (8)	3 8% (5)	- 1% (8)	1 4% (9)	7 3% (8)	3 3% (9)	3 2% (9)	- 1% (10)	1 5% (8)	3 9% (4)	3 4% (8)	3 4% (8)	- - (6)	2 4% (6)	
SOCIAL SECURITY & MEDICARE	11 3% (9)	2 3% (9)	4 2% (9)	3 2% (9)	- - (9)	- - (9)	- - (9)	6 2% (9)	6 4% (8)	4 4% (8)	- 2% (7)	3 6% (7)	3 6% (7)	2 3% (7)	2 3% (9)	- - (7)	2 4% (7)	
THE ENVIRONMENT AND GLOBAL WARMING	5 1% (10)	1 2% (10)	3 2% (10)	2 1% (10)	- - (6)	1 4% (8)	1 4% (8)	4 2% (10)	1 1% (10)	1 1% (10)	- - (8)	3 2% (8)	- - (10)	- - (10)	1 1% (8)	1 2% (8)	- - -	
NONE OF THESE	5 1% (8)	- - (8)	1 1% (8)	1 1% (8)	1 3% (8)	- - (8)	- - (8)	1 2% (8)	2 2% (8)	2 2% (8)	- - (8)	1 1% (8)	- - (8)	- - (8)	- - (8)	1 1% (8)	1 2% (8)	
DON'T KNOW/REFUSED	4 1% (8)	- - (8)	- - (8)	4 2% (8)	- - (8)	- - (8)	- - (8)	4 2% (8)	- - (8)	- - (8)	- - (8)	2 1% (8)	1 3% (8)	- - (8)	- - (8)	2 3% (8)	1 2% (8)	

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
TERRORISM & NATIONAL SECURITY	105 26% (1)	46 24% (1)	88 27% (1)	13 26% (2)	40 26% (1)	81 27% (1)	6 35% (2)	46 24% (1)	58 28% (1)	16 24% (1)	81 28% (1)	24 23% (2)	79 27% (1)
ILLEGAL IMMIGRATION	90 23% (2)	43 22% (2)	63 20% (2)	15 31% (1)	36 24% (2)	67 22% (2)	7 38% (1)	44 23% (2)	46 22% (2)	15 23% (2)	63 22% (2)	35 33% (1)	52 18% (2)
THE ECONOMY AND JOBS	53 13% (3)	21 11% (3)	39 12% (3)	8 16% (3)	19 12% (3)	36 12% (3)	2 13% (3)	21 11% (3)	32 15% (3)	9 13% (3)	37 13% (3)	13 12% (3)	39 14% (3)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	35 9% (4)	18 9% (5)	28 9% (4)	5 10% (4)	15 10% (4)	28 9% (4)	- - (4)	18 10% (4)	16 8% (4)	4 6% (6)	28 10% (4)	6 6% (5)	29 10% (4)
THE SITUATION IN IRAQ	30 8% (5)	15 8% (6)	28 9% (5)	1 2% (9)	8 5% (7)	24 8% (6)	1 6% (5)	16 8% (6)	14 7% (5)	8 12% (4)	21 7% (5)	8 8% (4)	22 8% (6)
CUTTING TAXES	28 7% (6)	20 10% (4)	24 8% (6)	2 3% (7)	13 9% (5)	25 8% (5)	- - (5)	16 9% (5)	11 5% (6)	5 8% (5)	19 6% (6)	4 4% (8)	22 8% (5)
EDUCATION	19 5% (7)	9 5% (7)	16 5% (7)	2 4% (6)	8 5% (6)	14 4% (7)	1 7% (4)	8 4% (7)	10 5% (7)	3 4% (8)	15 5% (7)	4 4% (7)	15 5% (7)
HEALTH CARE	13 3% (8)	8 4% (8)	12 4% (8)	1 3% (8)	5 4% (8)	11 4% (8)	- - (8)	7 4% (8)	7 3% (8)	3 5% (7)	9 3% (8)	3 3% (9)	11 4% (8)
SOCIAL SECURITY & MEDICARE	11 3% (9)	7 3% (9)	9 3% (9)	2 4% (5)	2 1% (10)	9 3% (9)	- 2% (6)	6 3% (9)	5 2% (9)	1 2% (10)	8 3% (9)	5 5% (6)	6 2% (9)
THE ENVIRONMENT AND GLOBAL WARMING	5 1% (10)	3 2% (10)	5 1% (10)	- - (9)	3 2% (10)	5 1% (10)	- - (10)	2 1% (10)	3 2% (10)	2 3% (9)	3 1% (10)	1 1% (10)	4 1% (10)
NONE OF THESE	5 1% (10)	4 2% (10)	4 1% (10)	- - (10)	2 1% (10)	3 1% (10)	- - (10)	2 1% (10)	3 2% (10)	1 1% (10)	3 1% (10)	- - (10)	5 2% (10)
DON'T KNOW/REFUSED	4 1% (10)	2 1% (10)	4 1% (10)	- - (10)	2 1% (10)	3 1% (10)	- - (10)	3 2% (10)	1 1% (10)	- - (10)	4 2% (10)	1 1% (10)	3 1% (10)

Table 11-7

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 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	NET- CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
TERRORISM & NATIONAL SECURITY	105 26% (1)	45 31% (1)	12 17% (3)	16 26% (2)	11 21% (1)	19 20% (2)	27 34% (1)	15 25% (2)	20 39% (1)	8 20% (2)	15 32% (1)	49 28% (1)	13 22% (2)	29 24% (2)
ILLEGAL IMMIGRATION	90 23% (2)	28 20% (2)	14 19% (2)	23 37% (1)	11 20% (2)	21 23% (1)	8 11% (3)	19 32% (1)	13 25% (2)	9 23% (1)	11 25% (2)	33 19% (2)	17 29% (1)	29 24% (1)
THE ECONOMY AND JOBS	53 13% (3)	14 10% (3)	15 21% (1)	5 8% (3)	8 14% (4)	12 13% (3)	12 15% (2)	4 7% (5)	7 13% (3)	4 11% (4)	3 7% (4)	23 13% (3)	8 14% (3)	19 15% (3)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	35 9% (4)	12 8% (5)	10 14% (4)	1 2% (8)	6 11% (5)	11 12% (4)	7 8% (4)	4 7% (4)	4 8% (4)	3 9% (5)	6 13% (3)	19 11% (4)	4 8% (5)	6 5% (6)
THE SITUATION IN IRAQ	30 8% (5)	9 6% (6)	4 5% (7)	4 7% (5)	8 14% (3)	10 11% (5)	4 5% (7)	4 7% (6)	2 4% (5)	3 7% (6)	3 7% (5)	12 7% (5)	3 6% (7)	11 9% (4)
CUTTING TAXES	28 7% (6)	13 9% (4)	2 3% (9)	5 7% (4)	3 6% (7)	4 5% (7)	3 4% (9)	5 8% (3)	1 2% (9)	8 20% (3)	- - (6)	12 7% (6)	7 12% (4)	9 7% (5)
EDUCATION	19 5% (7)	8 6% (7)	4 6% (6)	1 2% (7)	3 5% (8)	1 1% (9)	6 8% (5)	1 2% (9)	2 4% (6)	2 5% (7)	3 6% (6)	9 5% (7)	1 2% (9)	6 5% (7)
HEALTH CARE	13 3% (8)	4 3% (9)	5 8% (5)	3 5% (6)	1 2% (9)	5 6% (6)	2 3% (10)	3 5% (7)	1 2% (7)	1 3% (8)	2 4% (7)	5 3% (9)	4 6% (6)	3 2% (9)
SOCIAL SECURITY & MEDICARE	11 3% (9)	2 1% (10)	4 5% (8)	1 1% (9)	5 8% (6)	4 4% (8)	4 4% (8)	2 4% (8)	1 2% (8)	- - (9)	1 2% (9)	7 4% (8)	- - (8)	3 3% (8)
THE ENVIRONMENT AND GLOBAL WARMING	5 1% (10)	4 3% (8)	- - (8)	- - (9)	- - (6)	- - (8)	5 7% (6)	- - (6)	- - (8)	- - (8)	1 2% (8)	1 1% (10)	1 2% (8)	2 2% (10)
NONE OF THESE	5 1% (9)	2 1% (10)	- - (8)	2 4% (6)	- - (9)	1 1% (8)	1 1% (8)	1 1% (8)	- - (9)	- - (8)	- - (9)	1 1% (8)	- - (8)	4 3% (8)
DON'T KNOW/REFUSED	4 1% (9)	3 2% (10)	1 2% (8)	- - (9)	- - (6)	3 3% (8)	- - (8)	- - (8)	- - (8)	1 3% (8)	1 2% (8)	2 1% (8)	- - (8)	1 1% (8)

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

	CORE																						
	PARTY ID				PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY		
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
ILLEGAL IMMIGRATION	74 18% (1)	53 20% (1)	16 16% (2)	68 19% (1)	6 16% (4)	34 21% (1)	19 29% (1)	36 18% (1)	10 18% (2)	19 18% (1)	6 17% (2)	16 17% (3)	9 18% (1)	14 22% (1)	41 20% (1)	33 17% (1)	14 11% (4)	9 11% (4)	26 28% (1)	25 25% (1)	19 18% (2)	59 20% (1)	11 14% (3)
THE ECONOMY AND JOBS	65 16% (2)	38 14% (2)	19 20% (1)	57 16% (2)	6 17% (2)	19 12% (4)	11 16% (3)	31 15% (3)	16 28% (1)	13 13% (4)	6 18% (1)	19 20% (2)	7 14% (2)	4 7% (8)	37 18% (2)	28 15% (4)	20 17% (2)	13 16% (2)	15 16% (2)	16 16% (2)	19 18% (1)	42 14% (3)	22 28% (1)
TERRORISM & NATIONAL SECURITY	59 15% (3)	35 14% (4)	14 15% (3)	49 14% (3)	8 21% (1)	23 14% (3)	11 17% (2)	31 15% (2)	7 12% (4)	15 15% (3)	1 4% (7)	20 21% (1)	7 14% (3)	9 14% (2)	30 15% (3)	29 15% (2)	15 12% (3)	15 18% (1)	14 15% (3)	15 15% (3)	15 15% (3)	45 15% (2)	7 9% (4)
THE SITUATION IN IRAQ	51 13% (4)	37 14% (3)	7 8% (6)	44 12% (4)	6 16% (3)	23 14% (2)	7 10% (4)	24 12% (5)	8 14% (3)	16 16% (2)	4 13% (4)	9 10% (5)	5 11% (4)	8 13% (3)	23 11% (4)	29 15% (3)	21 17% (1)	8 10% (6)	10 11% (4)	11 11% (4)	11 10% (5)	36 12% (4)	13 17% (2)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	37 9% (5)	24 9% (5)	10 10% (4)	34 10% (5)	2 5% (8)	16 10% (6)	5 8% (5)	25 12% (4)	7 12% (5)	11 10% (5)	5 16% (3)	3 4% (8)	3 7% (7)	8 12% (4)	20 10% (6)	17 9% (5)	13 11% (5)	8 9% (7)	9 10% (5)	7 7% (6)	14 13% (4)	33 11% (5)	2 3% (8)
CUTTING TAXES	30 7% (6)	21 8% (6)	9 9% (5)	29 8% (6)	- - (5)	17 10% (5)	2 3% (9)	21 10% (6)	2 4% (7)	9 9% (6)	- 1% (10)	10 11% (4)	2 4% (9)	6 9% (5)	20 10% (5)	10 5% (9)	9 8% (7)	12 14% (3)	7 7% (6)	2 2% (9)	4 4% (9)	28 9% (6)	2 3% (10)
HEALTH CARE	24 6% (7)	15 6% (7)	7 7% (7)	22 6% (7)	2 5% (7)	10 6% (7)	3 4% (7)	9 4% (8)	5 8% (6)	8 7% (7)	1 3% (9)	3 4% (9)	4 8% (6)	3 5% (9)	8 4% (9)	15 8% (6)	6 5% (8)	8 10% (5)	3 3% (9)	6 6% (7)	8 8% (6)	18 6% (7)	3 4% (7)
EDUCATION	22 5% (8)	15 6% (8)	5 6% (8)	20 6% (8)	2 6% (6)	7 4% (8)	2 3% (8)	14 7% (7)	- - (8)	7 7% (8)	2 6% (6)	5 5% (7)	2 5% (8)	5 8% (6)	9 4% (8)	13 7% (7)	10 8% (6)	5 6% (8)	5 5% (8)	2 2% (8)	7 7% (7)	13 4% (8)	7 9% (5)
SOCIAL SECURITY & MEDICARE	21 5% (9)	12 5% (9)	3 4% (9)	16 4% (9)	4 11% (5)	4 2% (9)	5 7% (6)	5 2% (9)	- - (9)	2 2% (9)	3 10% (5)	6 6% (6)	5 10% (5)	5 8% (7)	11 5% (7)	10 5% (8)	5 4% (9)	- - (10)	5 5% (7)	9 9% (5)	5 4% (8)	11 4% (9)	7 9% (6)
THE ENVIRONMENT AND GLOBAL WARMING	4 1% (10)	3 1% (10)	1 1% (10)	4 1% (10)	- - (10)	1 1% (10)	1 2% (10)	2 1% (10)	1 2% (8)	- - (8)	1 3% (8)	- - (10)	2 3% (10)	1 1% (10)	3 2% (10)	1 1% (10)	1 2% (9)	2 2% (9)	- - (10)	1 1% (10)	1 1% (10)	1 - (10)	2 3% (9)
NONE OF THESE	1 - (1)	1 - (1)	- - (1)	1 - (1)	- - (1)	1 1% (1)	1 2% (1)	1 1% (1)	- - (1)	- - (1)	1 3% (1)	- - (1)	- - (1)	- - (1)	1 1% (1)	- - (1)	- - (1)	- - (1)	- - (1)	1 1% (1)	- - (1)	1 1% (1)	- - (1)
DON'T KNOW/REFUSED	3 1% (3)	1 - (1)	1 1% (1)	2 1% (2)	1 3% (1)	1 1% (1)	- - (1)	2 1% (2)	2 4% (2)	- - (2)	- - (2)	- - (2)	1 2% (1)	- - (2)	3 2% (3)	1 1% (1)	- - (2)	- - (2)	2 2% (2)	- - (2)	3 1% (3)	- - (2)	- - (2)

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE							GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
ILLEGAL IMMIGRATION	69	9	3	27	5	5	20	32	26	7	4	27	23	10	5	16	35	7	8	15	18	36
	19%	16%	9%	27%	9%	15%	22%	21%	18%	17%	11%	23%	18%	19%	14%	13%	28%	15%	20%	22%	18%	18%
	(1)	(2)	(6)	(1)	(5)	(1)	(1)	(1)	(1)	(2)	(6)	(1)	(1)	(2)	(3)	(3)	(1)	(2)	(2)	(1)	(1)	(2)
THE ECONOMY AND JOBS	64	10	8	17	9	5	15	20	22	16	6	18	18	13	7	17	19	11	9	12	15	37
	17%	19%	22%	17%	16%	13%	16%	13%	15%	39%	16%	15%	14%	23%	18%	14%	15%	22%	20%	17%	14%	18%
	(2)	(1)	(1)	(2)	(2)	(3)	(3)	(3)	(2)	(1)	(2)	(3)	(3)	(1)	(1)	(2)	(3)	(1)	(1)	(2)	(2)	(1)
TERRORISM & NATIONAL SECURITY	52	8	6	13	6	4	16	25	20	2	5	14	19	9	5	14	20	6	8	10	11	31
	14%	15%	15%	13%	10%	10%	18%	17%	14%	5%	14%	12%	15%	17%	13%	11%	16%	12%	18%	15%	11%	15%
	(3)	(4)	(3)	(3)	(4)	(7)	(2)	(2)	(3)	(7)	(3)	(4)	(2)	(3)	(4)	(5)	(2)	(4)	(3)	(4)	(5)	(3)
THE SITUATION IN IRAQ	49	8	4	11	11	4	10	18	18	5	9	18	16	2	6	20	14	6	1	11	13	25
	13%	14%	10%	11%	20%	11%	12%	12%	12%	11%	23%	16%	13%	3%	15%	16%	11%	13%	3%	15%	13%	12%
	(4)	(5)	(4)	(4)	(1)	(5)	(4)	(6)	(4)	(3)	(1)	(2)	(4)	(7)	(2)	(1)	(4)	(3)	(9)	(3)	(3)	(4)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	35	9	2	9	3	4	8	19	14	1	1	10	12	7	3	10	12	5	5	6	13	16
	9%	16%	6%	9%	6%	11%	9%	12%	10%	3%	3%	9%	9%	12%	8%	8%	10%	11%	11%	8%	13%	8%
	(5)	(3)	(7)	(5)	(8)	(6)	(5)	(5)	(5)	(8)	*(8)	(6)	(6)	(4)	(6)	(6)	(5)	(5)	(4)	(5)	(4)	(5)
CUTTING TAXES	30	6	7	6	3	5	2	20	8	-	2	13	7	7	2	15	5	5	3	6	8	16
	8%	11%	19%	6%	5%	13%	2%	13%	5%	-	5%	11%	6%	12%	6%	13%	4%	11%	8%	8%	8%	8%
	(6)	(6)	(2)	(7)	(9)	(4)	(9)	(4)	(8)	-	(7)	(5)	(9)	(5)	(8)	(4)	(7)	(6)	(5)	(6)	(6)	(6)
HEALTH CARE	21	-	3	3	5	5	5	4	14	2	1	2	12	3	2	10	4	3	2	2	7	12
	6%	-	9%	3%	9%	14%	5%	3%	10%	6%	3%	2%	9%	6%	6%	8%	3%	7%	5%	3%	7%	6%
	(7)	-	(5)	(8)	(6)	(2)	(7)	(8)	(6)	(6)	*(8)	(9)	(5)	(6)	(7)	(7)	(9)	(7)	(8)	(9)	(8)	(7)
EDUCATION	20	3	1	3	6	3	4	4	9	3	4	5	8	1	4	8	5	3	2	3	7	10
	5%	5%	2%	3%	12%	8%	5%	3%	6%	7%	11%	4%	6%	2%	10%	7%	4%	6%	5%	4%	7%	5%
	(8)	(7)	(8)	(9)	(3)	(8)	(8)	(9)	(7)	(4)	(4)	(7)	(7)	(9)	(5)	(8)	(8)	(8)	(7)	(8)	(7)	(9)
SOCIAL SECURITY & MEDICARE	17	1	-	6	3	-	6	5	6	3	4	3	8	1	3	8	-	2	4	3	10	
	5%	2%	-	6%	6%	-	7%	3%	4%	7%	11%	3%	6%	2%	3%	3%	6%	-	5%	6%	3%	5%
	(9)	(8)	-	(6)	(7)	-	(6)	(7)	(9)	(5)	(5)	(8)	(8)	(8)	(9)	(9)	(6)	-	(6)	(7)	(9)	(8)
THE ENVIRONMENT AND GLOBAL WARMING	3	-	1	1	-	1	-	1	-	1	1	2	-	-	1	1	1	1	-	-	1	2
	1%	-	2%	1%	-	3%	-	-	-	3%	3%	2%	-	-	3%	1%	1%	2%	-	-	1%	1%
	(10)	-	(9)	(10)	-	(9)	-	(10)	-	(9)	(10)	(10)	-	-	(10)	(10)	(10)	(9)	-	-	(10)	(10)
NONE OF THESE	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-
	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	1%	-	-	-	1%	-
	-	-	-	(1)	-	-	-	(1)	-	-	-	(1)	-	-	-	(1)	-	-	-	-	(1)	-
DON'T KNOW/REFUSED	3	-	-	-	1	-	2	-	3	-	-	-	1	-	1	1	-	-	1	1	1	1
	1%	-	-	-	2%	-	2%	-	2%	-	-	-	1%	-	2%	1%	-	-	2%	1%	1%	1%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
ILLEGAL IMMIGRATION	74	17	22	16	14	13	28	18	40	10	18	66	8	25	39	30	33	63	9	27
	18%	21%	20%	18%	15%	17%	22%	15%	17%	12%	31%	18%	24%	15%	21%	17%	21%	21%	12%	20%
	(1)	(1)	(2)	(1)	(2)	(2)	(1)	(3)	(2)	(4)	(1)	(1)	(1)	(3)	(1)	(2)	(1)	(1)	(4)	(1)
THE ECONOMY AND JOBS	65	13	23	13	15	14	19	24	44	13	5	59	6	27	23	34	29	41	21	16
	16%	16%	21%	15%	16%	18%	15%	21%	19%	16%	9%	16%	18%	16%	12%	19%	18%	13%	26%	12%
	(2)	(2)	(1)	(3)	(1)	(1)	(2)	(1)	(1)	(1)	(4)	(2)	(3)	(1)	(4)	(1)	(2)	(3)	(1)	(4)
TERRORISM & NATIONAL SECURITY	59	10	18	12	13	10	14	19	32	13	7	57	2	25	31	19	22	45	11	17
	15%	11%	16%	14%	14%	12%	11%	17%	14%	16%	12%	16%	6%	15%	17%	11%	14%	15%	13%	13%
	(3)	(5)	(3)	(4)	(3)	(4)	(5)	(2)	(3)	(2)	(3)	(3)	(6)	(4)	(2)	(5)	(3)	(2)	(2)	(3)
THE SITUATION IN IRAQ	51	9	13	15	12	13	17	12	27	10	11	44	7	27	27	23	17	41	10	23
	13%	11%	12%	17%	13%	17%	14%	10%	12%	13%	20%	12%	20%	16%	14%	13%	11%	13%	12%	18%
	(4)	(6)	(4)	(2)	(4)	(3)	(4)	(4)	(4)	(3)	(2)	(4)	(2)	(2)	(3)	(3)	(4)	(4)	(3)	(2)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	37	10	10	9	6	7	11	9	23	7	4	34	3	15	14	23	16	28	7	10
	9%	12%	9%	10%	7%	9%	9%	8%	10%	9%	7%	9%	10%	9%	8%	13%	10%	9%	9%	7%
	(5)	(3)	(6)	(5)	(6)	(6)	(6)	(7)	(5)	(6)	(5)	(5)	(4)	(5)	(5)	(4)	(5)	(5)	(6)	(6)
CUTTING TAXES	30	10	10	4	6	-	17	9	21	5	3	27	2	8	14	13	12	24	5	8
	7%	12%	9%	4%	6%	-	14%	8%	9%	6%	6%	8%	6%	5%	8%	7%	7%	8%	7%	6%
	(6)	(4)	(5)	(9)	(7)		(3)	(6)	(6)	(8)	(6)	(6)	(5)	(9)	(6)	(7)	(6)	(6)	(8)	(8)
HEALTH CARE	24	5	2	5	10	4	3	11	11	8	2	22	2	14	9	14	8	18	6	9
	6%	5%	2%	5%	11%	5%	2%	10%	5%	10%	4%	6%	4%	8%	5%	8%	5%	6%	7%	7%
	(7)	(7)	(9)	(7)	(5)	(8)	(9)	(5)	(8)	(5)	(7)	(7)	(8)	(6)	(8)	(6)	(7)	(8)	(7)	(7)
EDUCATION	22	3	4	7	6	6	7	6	14	4	2	22	-	13	13	7	8	20	2	11
	5%	4%	3%	8%	6%	8%	6%	5%	6%	6%	4%	6%	-	8%	7%	4%	5%	7%	2%	8%
	(8)	(8)	(8)	(6)	(8)	(7)	(7)	(8)	(7)	(9)	(9)	(8)		(7)	(7)	(9)	(8)	(7)	(9)	(5)
SOCIAL SECURITY & MEDICARE	21	3	5	4	5	8	6	2	10	5	2	19	2	11	8	11	8	14	7	7
	5%	3%	5%	5%	6%	11%	5%	2%	4%	6%	3%	5%	6%	6%	4%	6%	5%	4%	9%	5%
	(9)	(9)	(7)	(8)	(9)	(5)	(8)	(9)	(9)	(7)	(10)	(9)	(7)	(8)	(9)	(8)	(9)	(9)	(5)	(9)
THE ENVIRONMENT AND GLOBAL WARMING	4	1	1	-	1	-	1	1	1	-	2	4	-	4	3	1	1	4	1	4
	1%	1%	1%	-	1%	-	1%	1%	-	-	4%	1%	-	3%	2%	-	-	1%	1%	3%
	(10)	(10)	(10)		(10)		(10)	(10)	(10)		(8)	(10)		(10)	(10)	(10)	(10)	(10)	(10)	(10)
NONE OF THESE	1	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	1	-	-
	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-
DON'T KNOW/REFUSED	3	-	-	2	1	-	1	-	2	1	-	2	1	-	-	1	1	3	-	-
	1%	-	-	2%	1%	-	1%	-	1%	1%	-	1%	3%	-	-	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

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL	ELEC- TION	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
																DAY
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
ILLEGAL IMMIGRATION	74	34	38	38	-	2	74	-	-	33	50	21	14	28	55	13
	18%	21%	17%	37%	-	4%	100%	-	-	18%	17%	23%	16%	18%	18%	21%
	(1)	(1)	(1)	(1)		(8)				(2)	(2)	(1)	(2)	(2)	(1)	(2)
THE ECONOMY AND JOBS	65	29	36	19	15	-	-	65	-	39	54	11	21	30	53	9
	16%	18%	16%	18%	16%	-	-	100%	-	21%	18%	12%	24%	19%	18%	15%
	(2)	(3)	(2)	(2)	(2)					(1)	(1)	(5)	(1)	(1)	(2)	(3)
TERRORISM & NATIONAL SECURITY	59	32	27	-	27	12	-	-	59	30	45	13	10	25	42	14
	15%	19%	12%	-	30%	23%	-	-	100%	16%	15%	15%	11%	16%	14%	22%
	(3)	(2)	(4)		(1)	(1)				(3)	(3)	(2)	(4)	(3)	(3)	(1)
THE SITUATION IN IRAQ	51	17	35	14	8	12	-	-	-	19	36	13	11	19	37	8
	13%	10%	15%	13%	9%	22%	-	-	-	10%	12%	14%	12%	12%	12%	13%
	(4)	(4)	(3)	(3)	(5)	(2)				(5)	(4)	(4)	(3)	(4)	(4)	(4)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	37	16	20	14	10	6	-	-	-	22	31	6	7	12	29	3
	9%	10%	9%	13%	11%	12%	-	-	-	12%	10%	6%	8%	8%	10%	5%
	(5)	(5)	(5)	(4)	(4)	(4)				(4)	(5)	(6)	(7)	(5)	(5)	(7)
CUTTING TAXES	30	9	19	8	11	4	-	-	-	10	15	13	2	12	23	5
	7%	5%	9%	7%	12%	8%	-	-	-	6%	5%	15%	2%	7%	8%	9%
	(6)	(7)	(6)	(5)	(3)	(5)				(6)	(9)	(3)	(9)	(6)	(6)	(5)
HEALTH CARE	24	9	14	5	6	9	-	-	-	9	20	4	9	9	16	3
	6%	6%	6%	5%	6%	16%	-	-	-	5%	7%	4%	10%	6%	5%	6%
	(7)	(6)	(8)	(6)	(7)	(3)				(8)	(7)	(7)	(5)	(8)	(8)	(6)
EDUCATION	22	5	16	5	5	4	-	-	-	10	21	1	7	7	15	2
	5%	3%	7%	5%	5%	7%	-	-	-	5%	7%	1%	8%	4%	5%	3%
	(8)	(9)	(7)	(7)	(8)	(7)				(7)	(6)	(9)	(6)	(9)	(9)	(8)
SOCIAL SECURITY & MEDICARE	21	8	13	1	7	4	-	-	-	6	16	3	3	11	17	-
	5%	5%	6%	1%	7%	7%	-	-	-	3%	5%	4%	4%	7%	6%	1%
	(9)	(8)	(9)	(8)	(7)	(6)				(9)	(8)	(8)	(8)	(7)	(7)	(9)
THE ENVIRONMENT AND GLOBAL WARMING	4	2	3	-	-	-	-	-	-	2	4	-	1	4	4	-
	1%	1%	1%	-	-	-	-	-	-	1%	1%	-	1%	2%	1%	-
	(10)	(10)	(10)							(10)	(10)		(10)	(10)	(10)	
NONE OF THESE	1	-	1	-	1	-	-	-	-	1	1	-	1	-	1	-
	-	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-
DON'T KNOW/REFUSED	3	-	3	1	1	-	-	-	-	-	-	2	-	-	1	1
	1%	-	1%	1%	1%	-	-	-	-	-	-	2%	-	-	-	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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE-TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55	
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%	
ILLEGAL IMMIGRATION	74	12	29	35	3	7	6	41	32	29	11	42	6	4	21	15	9	
	18%	17%	16%	22%	10%	21%	18%	17%	23%	25%	33%	24%	11%	10%	25%	19%	16%	
	(1)	(1)	(2)	(1)	(4)	(1)	(2)	(1)	(1)	(1)	(1)	(1)	(4)	(4)	(1)	(3)	(2)	
THE ECONOMY AND JOBS	65	12	29	29	6	6	3	38	25	22	1	22	9	9	15	16	5	
	16%	17%	16%	18%	19%	18%	10%	15%	18%	19%	4%	12%	16%	23%	17%	21%	9%	
	(2)	(2)	(1)	(2)	(2)	(3)	(5)	(2)	(2)	(2)	(8)	(3)	(2)	(1)	(2)	(1)	(7)	
TERRORISM & NATIONAL SECURITY	59	12	25	23	2	7	6	35	19	15	7	32	6	8	7	15	5	
	15%	17%	14%	14%	6%	20%	20%	14%	14%	13%	21%	18%	11%	20%	8%	19%	9%	
	(3)	(3)	(4)	(3)	(6)	(2)	(1)	(4)	(3)	(3)	(2)	(2)	(5)	(2)	(6)	(2)	(5)	
THE SITUATION IN IRAQ	51	11	28	16	9	5	4	37	12	9	2	20	13	7	13	7	7	
	13%	16%	16%	10%	28%	15%	14%	15%	9%	8%	7%	11%	23%	18%	15%	9%	13%	
	(4)	(4)	(3)	(4)	(1)	(4)	(4)	(3)	(4)	(4)	(5)	(4)	(1)	(3)	(3)	(5)	(3)	
REDUCING OUR DEPENDENCE ON FOREIGN OIL	37	6	16	14	4	1	5	26	10	9	2	17	6	3	8	7	10	
	9%	9%	9%	9%	11%	3%	15%	10%	8%	8%	7%	10%	10%	8%	9%	8%	19%	
	(5)	(5)	(5)	(6)	(3)	(8)	(3)	(5)	(6)	(5)	(6)	(5)	(6)	(6)	(5)	(6)	(1)	
CUTTING TAXES	30	4	9	15	2	3	2	19	10	9	2	13	1	3	9	8	1	
	7%	5%	5%	9%	5%	8%	7%	8%	7%	8%	6%	7%	2%	9%	10%	11%	2%	
	(6)	(8)	(9)	(5)	(8)	(5)	(7)	(6)	(7)	(6)	(7)	(6)	(9)	(5)	(4)	(4)	(9)	
HEALTH CARE	24	4	14	7	1	3	3	15	9	9	2	11	1	1	3	3	4	
	6%	6%	8%	4%	2%	8%	8%	6%	7%	8%	7%	6%	3%	2%	4%	4%	7%	
	(7)	(7)	(6)	(8)	(10)	(6)	(6)	(8)	(8)	(7)	(4)	(7)	(8)	(8)	(8)	(7)	(8)	
EDUCATION	22	4	13	8	3	1	1	15	6	4	1	4	8	3	6	1	7	
	5%	6%	7%	5%	8%	3%	4%	6%	4%	4%	3%	2%	14%	8%	7%	1%	12%	
	(8)	(6)	(7)	(7)	(5)	(9)	(8)	(7)	(9)	(9)	(9)	(9)	(3)	(7)	(7)	(9)	(4)	
SOCIAL SECURITY & MEDICARE	21	2	12	7	2	1	1	10	11	7	4	10	2	-	2	2	5	
	5%	3%	6%	4%	6%	4%	4%	4%	8%	6%	12%	6%	3%	-	2%	3%	9%	
	(9)	(10)	(8)	(9)	(7)	(7)	(9)	(9)	(5)	(8)	(3)	(8)	(7)		(9)	(8)	(6)	
THE ENVIRONMENT AND GLOBAL WARMING	4	2	4	-	1	-	-	4	-	-	-	2	1	-	1	-	-	
	1%	3%	2%	-	3%	-	-	1%	-	-	-	1%	2%	-	1%	-	-	
	(10)	(9)	(10)		(9)			(10)				(10)	(10)		(10)			
NONE OF THESE	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	
	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	
DON'T KNOW/REFUSED	3	-	-	2	-	-	-	2	-	-	-	1	1	1	1	-	-	
	1%	-	-	1%	-	-	-	1%	-	-	-	1%	2%	3%	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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
ILLEGAL IMMIGRATION	74 18% (1)	40 20% (1)	63 20% (1)	6 13% (2)	30 20% (1)	63 21% (1)	5 27% (1)	34 18% (2)	38 18% (1)	18 27% (1)	50 17% (1)	13 13% (3)	58 20% (1)
THE ECONOMY AND JOBS	65 16% (2)	33 17% (3)	49 15% (3)	12 23% (1)	28 18% (2)	56 18% (2)	2 14% (3)	35 19% (1)	30 14% (3)	12 17% (2)	49 17% (2)	13 13% (2)	52 18% (2)
TERRORISM & NATIONAL SECURITY	59 15% (3)	34 18% (2)	51 16% (2)	5 10% (6)	21 13% (3)	42 14% (3)	4 26% (2)	25 13% (4)	34 16% (2)	5 8% (6)	44 15% (3)	19 18% (1)	38 13% (3)
THE SITUATION IN IRAQ	51 13% (4)	21 11% (4)	42 13% (4)	6 11% (4)	17 11% (4)	36 12% (4)	1 8% (5)	28 15% (3)	22 11% (4)	11 16% (3)	35 12% (4)	11 11% (4)	38 13% (4)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	37 9% (5)	17 9% (5)	29 9% (5)	4 8% (7)	15 10% (6)	27 9% (5)	1 6% (7)	17 9% (6)	20 9% (5)	5 8% (5)	27 9% (5)	10 10% (6)	25 9% (5)
CUTTING TAXES	30 7% (6)	12 6% (6)	19 6% (6)	5 11% (5)	15 10% (5)	22 7% (6)	2 13% (4)	18 10% (5)	11 5% (8)	3 4% (8)	25 9% (6)	11 11% (5)	19 6% (6)
HEALTH CARE	24 6% (7)	8 4% (9)	17 5% (8)	6 12% (3)	5 3% (9)	14 5% (9)	1 6% (6)	5 2% (9)	19 9% (6)	2 3% (9)	19 7% (7)	9 9% (7)	14 5% (9)
EDUCATION	22 5% (8)	10 5% (7)	19 6% (7)	2 4% (9)	9 6% (7)	19 6% (7)	- - (7)	12 6% (7)	10 5% (9)	6 9% (4)	16 6% (8)	7 7% (8)	15 5% (7)
SOCIAL SECURITY & MEDICARE	21 5% (9)	9 4% (8)	14 4% (9)	3 6% (8)	6 4% (8)	14 5% (8)	- - (8)	7 4% (8)	13 6% (7)	5 7% (7)	12 4% (9)	7 7% (9)	14 5% (8)
THE ENVIRONMENT AND GLOBAL WARMING	4 1% (10)	2 1% (10)	4 1% (10)	- - (10)	2 1% (10)	2 1% (10)	- - (10)	- - (10)	4 2% (10)	1 1% (10)	4 1% (10)	2 2% (10)	3 1% (10)
NONE OF THESE	1 - (1)	1 1% (1)	1 - (1)	- - (1)	- - (1)	- - (1)	- - (1)	- - (1)	1 1% (1)	- - (1)	1 - (1)	- - (1)	1 - (1)
DON'T KNOW/REFUSED	3 1% (3)	2 1% (2)	3 1% (3)	- - (3)	2 1% (2)	3 1% (3)	- - (3)	2 1% (2)	1 1% (1)	- - (1)	2 1% (2)	- - (1)	3 1% (3)

Table 12-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
ILLEGAL IMMIGRATION	74 18% (1)	33 23% (1)	7 10% (4)	11 17% (2)	11 20% (2)	15 16% (1)	14 18% (2)	11 18% (3)	14 27% (1)	4 9% (4)	9 21% (1)	32 18% (1)	10 18% (2)	23 19% (2)
THE ECONOMY AND JOBS	65 16% (2)	22 15% (3)	12 17% (1)	10 16% (4)	15 27% (1)	12 14% (2)	16 21% (1)	13 22% (1)	5 9% (5)	13 33% (1)	5 10% (5)	27 15% (2)	17 30% (1)	16 13% (4)
TERRORISM & NATIONAL SECURITY	59 15% (3)	26 18% (2)	5 8% (9)	10 16% (3)	4 8% (5)	12 13% (3)	11 14% (3)	12 20% (2)	10 19% (2)	4 9% (5)	5 12% (4)	19 11% (4)	9 16% (3)	26 21% (1)
THE SITUATION IN IRAQ	51 13% (4)	16 11% (4)	11 15% (2)	7 11% (5)	6 12% (3)	9 10% (5)	6 7% (8)	8 13% (4)	9 17% (3)	5 14% (2)	7 15% (2)	24 14% (3)	3 6% (6)	17 14% (3)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	37 9% (5)	12 8% (5)	7 10% (5)	5 9% (6)	4 7% (6)	8 9% (6)	9 11% (4)	4 7% (5)	6 11% (4)	3 9% (6)	7 15% (3)	17 10% (5)	6 11% (4)	7 5% (7)
CUTTING TAXES	30 7% (6)	6 4% (8)	5 8% (8)	11 18% (1)	2 3% (10)	10 10% (4)	4 6% (9)	2 3% (9)	4 8% (6)	2 5% (7)	3 7% (6)	10 7% (9)	6 10% (5)	11 9% (5)
HEALTH CARE	24 6% (7)	7 5% (7)	6 9% (7)	1 2% (8)	5 9% (4)	5 5% (9)	6 7% (7)	2 3% (10)	3 6% (7)	4 10% (3)	3 7% (7)	13 7% (7)	2 4% (7)	5 4% (8)
EDUCATION	22 5% (8)	4 3% (9)	7 10% (3)	3 5% (7)	3 6% (7)	8 9% (7)	6 8% (5)	2 3% (8)	- - (9)	1 3% (8)	3 6% (8)	10 6% (8)	1 2% (9)	8 7% (6)
SOCIAL SECURITY & MEDICARE	21 5% (9)	10 7% (6)	6 9% (6)	- - (8)	3 5% (8)	8 8% (6)	6 7% (6)	3 4% (6)	1 2% (8)	1 3% (8)	2 4% (9)	15 8% (6)	1 2% (8)	3 3% (9)
THE ENVIRONMENT AND GLOBAL WARMING	4 1% (10)	- - (10)	2 3% (10)	- - (9)	2 3% (10)	1 1% (10)	- - (7)	2 4% (7)	- - (7)	- - (7)	- - (7)	4 2% (10)	- - (10)	1 1% (10)
NONE OF THESE	1 - (1)	1 1% (1)	- - (1)	- - (1)	- - (1)	- - (1)	- - (1)	- - (1)	- - (1)	- - (1)	- - (1)	1 1% (1)	- - (1)	- - (1)
DON'T KNOW/REFUSED	3 1% (3)	1 1% (1)	1 1% (1)	1 2% (1)	- - (1)	- - (1)	- - (1)	- - (1)	- - (1)	1 3% (1)	- - (1)	1 1% (1)	1 2% (1)	1 1% (1)

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

	CORE																						
	PARTY ID				PRIMARY VOTERS					REGION					GENDER		AGE				WHITE IDEOLOGY		
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
TERRORISM & NATIONAL SECURITY	164 41% (1)	123 47% (1)	30 32% (3)	153 43% (1)	9 26% (3)	91 57% (1)	32 49% (1)	95 46% (1)	24 42% (1)	43 41% (1)	8 26% (3)	40 42% (2)	17 35% (1)	32 50% (2)	85 41% (1)	79 41% (2)	40 33% (2)	35 43% (1)	48 51% (1)	40 40% (2)	37 35% (3)	137 46% (1)	18 23% (4)
ILLEGAL IMMIGRATION	164 41% (2)	111 43% (2)	37 39% (1)	148 42% (2)	14 39% (2)	72 45% (2)	31 47% (2)	88 43% (2)	19 33% (3)	39 37% (2)	11 36% (2)	47 51% (1)	15 31% (3)	33 51% (1)	84 40% (2)	80 42% (1)	41 34% (1)	34 41% (2)	45 47% (2)	45 45% (1)	41 39% (1)	133 45% (2)	20 25% (3)
THE ECONOMY AND JOBS	118 30% (3)	65 25% (3)	34 36% (2)	99 28% (3)	16 44% (1)	32 20% (3)	16 24% (4)	61 30% (3)	24 42% (2)	30 28% (3)	8 24% (4)	29 31% (3)	15 31% (2)	13 20% (3)	72 34% (3)	47 24% (3)	37 31% (3)	27 33% (3)	24 26% (3)	28 28% (3)	38 37% (2)	76 26% (3)	33 42% (1)
THE SITUATION IN IRAQ	81 20% (4)	55 21% (4)	15 16% (5)	70 20% (4)	9 25% (4)	29 18% (4)	16 24% (3)	34 17% (5)	12 21% (4)	25 24% (4)	6 19% (5)	16 17% (5)	12 25% (4)	9 15% (5)	40 19% (4)	41 21% (4)	26 22% (4)	13 15% (5)	18 19% (5)	23 23% (4)	18 18% (5)	52 18% (5)	26 34% (2)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	73 18% (5)	45 17% (5)	18 19% (4)	63 18% (5)	8 21% (5)	28 17% (5)	11 17% (5)	37 18% (4)	11 19% (5)	22 21% (5)	13 41% (1)	7 7% (9)	9 19% (5)	11 17% (4)	37 18% (6)	36 19% (5)	23 19% (5)	12 15% (6)	19 20% (4)	19 19% (5)	22 21% (4)	54 18% (4)	11 14% (6)
CUTTING TAXES	57 14% (6)	40 15% (6)	15 15% (6)	54 15% (6)	1 3% (9)	27 17% (6)	5 8% (7)	31 15% (6)	8 14% (6)	13 13% (7)	2 8% (8)	21 22% (4)	5 11% (7)	7 11% (7)	39 19% (5)	18 10% (8)	21 18% (7)	16 20% (4)	12 12% (6)	8 8% (8)	11 11% (7)	47 16% (6)	9 11% (7)
EDUCATION	41 10% (7)	23 9% (7)	13 13% (7)	35 10% (7)	4 11% (7)	9 6% (8)	3 5% (10)	20 10% (7)	4 7% (8)	14 13% (6)	2 6% (9)	8 8% (6)	4 9% (9)	9 14% (6)	13 6% (9)	28 14% (6)	22 18% (6)	7 8% (8)	8 8% (8)	4 4% (9)	11 11% (8)	21 7% (8)	17 22% (5)
HEALTH CARE	37 9% (8)	21 8% (8)	12 13% (8)	33 9% (8)	4 11% (8)	14 9% (7)	4 7% (8)	15 7% (8)	7 12% (7)	10 9% (8)	3 9% (7)	7 7% (7)	5 10% (8)	6 9% (8)	14 7% (8)	23 12% (7)	12 10% (8)	11 13% (7)	5 5% (9)	10 10% (7)	12 12% (6)	27 9% (7)	6 8% (9)
SOCIAL SECURITY & MEDICARE	32 8% (9)	18 7% (9)	7 7% (9)	24 7% (9)	6 17% (6)	6 4% (9)	9 13% (6)	10 5% (9)	1 2% (10)	6 6% (9)	5 16% (6)	7 7% (8)	6 13% (6)	6 9% (9)	16 8% (7)	16 8% (9)	7 6% (9)	- - (10)	10 10% (7)	14 14% (6)	9 8% (9)	20 7% (9)	8 10% (8)
THE ENVIRONMENT AND GLOBAL WARMING	10 2% (10)	6 2% (10)	3 3% (10)	9 3% (10)	- - (10)	1 1% (9)	3 5% (9)	5 2% (10)	2 4% (9)	1 1% (10)	1 3% (10)	1 1% (10)	3 7% (10)	1 1% (10)	7 3% (10)	3 2% (10)	1 1% (9)	4 5% (10)	1 1% (10)	3 3% (10)	5 5% (10)	5 2% (10)	3 4% (10)
NONE OF THESE	6 2%	4 2%	2 2%	6 2%	- -	4 3%	1 2%	4 2%	- -	2 2%	1 3%	1 1%	1 2%	1 2%	5 3%	1 1%	1 1%	3 4%	- -	2 2%	1 1%	5 2%	1 1%
DON'T KNOW/REFUSED	7 2%	4 2%	2 2%	6 2%	1 3%	3 2%	- -	4 2%	2 4%	1 1%	1 4%	1 1%	2 4%	- -	- -	7 4%	4 4%	- -	- -	3 3%	1 1%	6 2%	1 1%

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
TERRORISM & NATIONAL SECURITY	155 41% (1)	22 40% (1)	15 38% (2)	44 44% (2)	17 31% (2)	14 39% (2)	42 48% (1)	72 47% (1)	65 45% (1)	9 21% (4)	9 25% (5)	55 47% (1)	63 49% (1)	20 37% (3)	10 27% (4)	50 42% (1)	67 54% (1)	14 29% (3)	16 37% (2)	32 45% (1)	41 40% (2)	82 41% (1)
ILLEGAL IMMIGRATION	153 41% (2)	20 37% (2)	14 35% (3)	45 45% (1)	18 33% (1)	16 44% (1)	39 44% (2)	69 45% (2)	64 45% (2)	10 26% (3)	10 25% (4)	49 42% (2)	57 44% (2)	24 45% (1)	13 33% (1)	48 40% (2)	58 47% (2)	17 34% (2)	20 47% (1)	28 40% (2)	48 48% (1)	76 38% (2)
THE ECONOMY AND JOBS	109 29% (3)	18 33% (3)	18 46% (1)	29 30% (3)	14 25% (4)	7 20% (5)	22 25% (3)	42 27% (3)	34 24% (3)	23 58% (1)	10 26% (3)	31 26% (3)	28 22% (3)	22 40% (2)	11 28% (3)	29 24% (3)	30 24% (3)	19 39% (1)	13 31% (3)	18 26% (3)	26 26% (3)	64 32% (3)
THE SITUATION IN IRAQ	78 21% (4)	12 23% (6)	4 10% (6)	23 24% (4)	11 20% (5)	8 23% (3)	18 20% (5)	28 18% (6)	24 17% (5)	12 30% (2)	14 38% (1)	27 23% (4)	25 20% (4)	7 13% (6)	8 20% (6)	24 20% (5)	27 22% (4)	9 19% (5)	6 13% (6)	17 24% (4)	18 18% (5)	43 21% (4)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	65 17% (5)	13 23% (5)	6 15% (5)	14 14% (6)	7 13% (7)	5 14% (8)	20 23% (4)	29 19% (5)	25 17% (4)	3 8% (9)	8 21% (6)	21 18% (6)	20 15% (5)	8 14% (5)	9 25% (5)	18 15% (6)	23 19% (5)	10 21% (4)	7 15% (5)	14 20% (5)	19 19% (4)	32 16% (6)
CUTTING TAXES	56 15% (6)	13 24% (4)	10 27% (4)	14 14% (5)	8 15% (6)	6 16% (6)	5 5% (9)	32 21% (4)	15 11% (8)	6 14% (6)	3 8% (8)	25 22% (5)	13 10% (8)	10 18% (4)	5 12% (7)	27 22% (4)	12 9% (7)	8 16% (7)	7 16% (4)	8 11% (7)	15 15% (6)	33 17% (5)
EDUCATION	38 10% (7)	5 9% (7)	1 2% (9)	5 5% (9)	16 29% (3)	5 14% (7)	7 8% (8)	5 3% (9)	16 11% (7)	6 15% (5)	11 30% (2)	7 6% (7)	14 11% (7)	1 2% (10)	11 29% (2)	14 11% (7)	8 7% (8)	9 18% (6)	3 7% (9)	5 7% (9)	11 10% (7)	23 11% (7)
HEALTH CARE	34 9% (8)	2 4% (8)	3 9% (7)	7 7% (8)	7 13% (8)	7 20% (4)	7 8% (7)	8 5% (8)	20 14% (6)	5 11% (7)	2 5% (10)	4 4% (8)	14 11% (6)	7 12% (7)	4 11% (8)	13 11% (8)	6 5% (9)	6 12% (8)	5 12% (7)	5 8% (8)	10 10% (8)	18 9% (8)
SOCIAL SECURITY & MEDICARE	28 8% (9)	2 4% (9)	- - (7)	10 8% (7)	4 8% (9)	- - (4)	12 13% (6)	8 6% (7)	12 8% (9)	4 10% (8)	4 11% (7)	4 4% (9)	12 9% (9)	5 9% (8)	1 3% (10)	4 4% (9)	12 10% (6)	1 2% (10)	5 11% (8)	10 15% (6)	4 4% (9)	14 7% (9)
THE ENVIRONMENT AND GLOBAL WARMING	8 2% (10)	- - (8)	2 5% (10)	3 3% (10)	- - (9)	2 5% (10)	1 1% (10)	4 3% (10)	1 1% (10)	1 3% (10)	2 6% (9)	4 3% (10)	1 1% (10)	1 2% (9)	2 5% (10)	1 1% (10)	5 4% (10)	3 6% (9)	- - (10)	1 2% (10)	3 3% (10)	4 2% (10)
NONE OF THESE	6 2%	1 2%	2 6%	2 2%	- -	1 3%	- -	4 3%	1 1%	1 3%	- -	3 3%	1 1%	2 4%	- -	3 3%	1 1%	1 2%	1 2%	- -	3 3%	3 2%
DON'T KNOW/REFUSED	7 2%	- -	- -	- -	4 8%	- -	3 3%	- -	6 4%	- -	1 2%	- -	4 3%	- -	2 5%	4 4%	- -	- -	2 4%	1 2%	2 2%	4 2%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
TERRORISM & NATIONAL SECURITY	164	34	47	39	35	32	52	45	101	27	27	154	10	65	97	52	60	144	15	56
	41%	40%	43%	45%	37%	41%	41%	39%	44%	33%	47%	42%	29%	39%	52%	29%	38%	47%	19%	42%
	(1)	(2)	(1)	(1)	(2)	(1)	(2)	(1)	(1)	(2)	(1)	(1)	(3)	(1)	(1)	(3)	(2)	(1)	(4)	(1)
ILLEGAL IMMIGRATION	164	39	40	38	36	30	58	41	94	30	26	152	12	48	78	76	67	133	27	47
	41%	47%	37%	43%	39%	39%	46%	36%	41%	37%	46%	42%	34%	29%	42%	43%	42%	43%	33%	36%
	(2)	(1)	(2)	(2)	(1)	(2)	(1)	(3)	(2)	(1)	(2)	(2)	(1)	(3)	(2)	(1)	(1)	(2)	(2)	(2)
THE ECONOMY AND JOBS	118	27	38	17	26	22	29	43	77	21	9	108	10	58	43	64	48	70	43	31
	30%	32%	35%	20%	28%	29%	23%	37%	34%	26%	16%	30%	29%	35%	23%	36%	30%	23%	53%	23%
	(3)	(3)	(3)	(4)	(3)	(3)	(3)	(2)	(3)	(3)	(6)	(3)	(2)	(2)	(3)	(2)	(3)	(3)	(1)	(4)
THE SITUATION IN IRAQ	81	16	24	19	20	18	27	23	47	17	13	72	9	44	38	40	28	58	21	35
	20%	19%	22%	21%	21%	23%	22%	19%	20%	22%	23%	20%	25%	27%	20%	22%	18%	19%	26%	27%
	(4)	(5)	(5)	(3)	(4)	(4)	(5)	(4)	(4)	(4)	(3)	(4)	(4)	(4)	(4)	(4)	(5)	(5)	(3)	(3)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	73	16	16	17	16	12	20	22	34	17	12	64	9	34	32	38	36	58	11	27
	18%	19%	15%	19%	17%	15%	16%	19%	15%	21%	22%	17%	25%	20%	17%	21%	23%	19%	14%	20%
	(5)	(4)	(6)	(5)	(5)	(6)	(6)	(5)	(5)	(5)	(4)	(5)	(5)	(5)	(5)	(5)	(4)	(4)	(5)	(5)
CUTTING TAXES	57	12	25	10	8	4	27	19	34	10	11	55	2	21	30	20	25	46	10	19
	14%	15%	23%	12%	9%	6%	22%	16%	15%	12%	19%	15%	6%	13%	16%	11%	16%	15%	12%	14%
	(6)	(6)	(4)	(7)	(8)	(9)	(4)	(6)	(6)	(8)	(5)	(6)	(9)	(7)	(6)	(7)	(6)	(6)	(7)	(6)
EDUCATION	41	3	8	13	15	9	13	11	23	13	3	34	7	20	19	16	16	33	8	18
	10%	4%	7%	14%	16%	12%	11%	9%	10%	16%	5%	9%	20%	12%	10%	9%	10%	11%	10%	14%
	(7)	(9)	(8)	(6)	(6)	(7)	(7)	(8)	(7)	(6)	(9)	(8)	(6)	(8)	(7)	(9)	(7)	(7)	(9)	(7)
HEALTH CARE	37	8	4	7	14	7	10	14	19	10	4	34	3	22	13	23	12	26	10	15
	9%	10%	4%	8%	15%	10%	8%	12%	8%	12%	8%	9%	7%	13%	7%	13%	7%	9%	13%	11%
	(8)	(7)	(9)	(9)	(7)	(8)	(8)	(7)	(8)	(7)	(8)	(7)	(8)	(6)	(8)	(6)	(8)	(8)	(6)	(8)
SOCIAL SECURITY & MEDICARE	32	5	8	10	6	14	9	4	15	7	5	27	5	13	10	17	11	21	10	10
	8%	5%	7%	11%	7%	18%	7%	3%	7%	9%	9%	7%	13%	8%	5%	9%	7%	7%	12%	7%
	(9)	(8)	(7)	(8)	(9)	(5)	(9)	(9)	(9)	(9)	(7)	(9)	(7)	(9)	(8)	(9)	(8)	(9)	(8)	(9)
THE ENVIRONMENT AND GLOBAL WARMING	10	2	3	2	1	2	2	3	4	2	2	10	-	7	4	4	3	7	3	6
	2%	3%	3%	2%	1%	2%	2%	3%	2%	3%	4%	3%	-	4%	2%	2%	2%	2%	4%	4%
	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	-	(10)	(10)	(10)	(10)	(10)	(10)	(10)
NONE OF THESE	6	3	2	-	1	2	1	2	4	2	-	5	1	-	3	2	3	5	1	1
	2%	4%	2%	-	1%	3%	1%	2%	2%	2%	-	1%	3%	-	2%	1%	2%	2%	1%	1%
DON'T KNOW/REFUSED	7	-	-	3	4	-	2	2	4	3	-	6	1	-	2	1	3	6	-	-
	2%	-	-	3%	5%	-	2%	2%	2%	3%	1%	2%	4%	-	1%	1%	2%	2%	-	-

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ ILLEG			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	DAY	SEC	ILLEG	ECON/	ILLEG	ECON/	TERR/	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL	UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
TERRORISM & NATIONAL SECURITY	164	77	86	105	27	12	38	19	59	86	126	36	27	61	123	33		
	41%	46%	38%	100%	30%	23%	52%	29%	100%	46%	42%	40%	30%	39%	41%	54%		
	(1)	(1)	(2)	(1)	(2)	(2)	(2)	(2)	(1)	(1)	(1)	(2)	(3)	(2)	(2)	(1)		
ILLEGAL IMMIGRATION	164	75	87	38	90	2	74	15	27	70	99	62	32	61	124	24		
	41%	45%	38%	37%	100%	4%	100%	22%	46%	38%	33%	69%	36%	39%	41%	39%		
	(2)	(2)	(1)	(2)	(1)	(9)	(1)	(3)	(2)	(2)	(2)	(1)	(2)	(1)	(1)	(2)		
THE ECONOMY AND JOBS	118	47	71	19	15	53	2	65	12	65	99	17	39	55	95	15		
	30%	28%	31%	18%	16%	100%	3%	100%	21%	35%	33%	19%	43%	35%	32%	25%		
	(3)	(3)	(3)	(3)	(3)	(1)	(6)	(1)	(3)	(3)	(3)	(4)	(1)	(3)	(3)	(3)		
THE SITUATION IN IRAQ	81	31	50	14	8	12	7	7	6	31	64	14	21	32	58	15		
	20%	19%	22%	13%	9%	22%	9%	11%	11%	17%	21%	16%	24%	20%	19%	25%		
	(4)	(4)	(4)	(4)	(6)	(3)	(5)	(4)	(5)	(5)	(4)	(5)	(4)	(4)	(4)	(4)		
REDUCING OUR DEPENDENCE ON FOREIGN OIL	73	31	40	14	10	6	11	5	2	37	61	10	13	27	55	8		
	18%	18%	18%	13%	11%	12%	15%	7%	3%	20%	20%	11%	15%	17%	18%	13%		
	(5)	(5)	(5)	(5)	(5)	(5)	(3)	(7)	(8)	(4)	(5)	(6)	(5)	(5)	(5)	(6)		
CUTTING TAXES	57	21	34	8	11	4	9	5	8	21	36	20	5	24	44	9		
	14%	12%	15%	7%	12%	8%	12%	8%	13%	11%	12%	22%	6%	15%	15%	15%		
	(6)	(6)	(6)	(6)	(4)	(6)	(4)	(6)	(4)	(6)	(7)	(3)	(9)	(6)	(6)	(5)		
EDUCATION	41	10	30	5	5	4	2	3	2	20	37	3	13	13	24	5		
	10%	6%	13%	5%	5%	7%	3%	5%	3%	11%	12%	4%	15%	8%	8%	8%		
	(7)	(9)	(7)	(8)	(9)	(8)	(8)	(9)	(6)	(7)	(6)	(9)	(6)	(9)	(9)	(8)		
HEALTH CARE	37	14	23	5	6	9	-	7	-	17	31	4	11	15	25	5		
	9%	9%	10%	5%	6%	16%	1%	10%	-	9%	10%	4%	12%	10%	8%	9%		
	(8)	(7)	(8)	(7)	(8)	(4)	(10)	(5)	-	(8)	(8)	(8)	(7)	(8)	(8)	(7)		
SOCIAL SECURITY & MEDICARE	32	13	19	1	7	4	2	4	2	11	25	5	6	16	26	2		
	8%	8%	8%	1%	7%	7%	2%	6%	3%	6%	8%	5%	7%	10%	9%	2%		
	(9)	(8)	(9)	(9)	(7)	(7)	(9)	(8)	(7)	(9)	(9)	(7)	(8)	(7)	(7)	(9)		
THE ENVIRONMENT AND GLOBAL WARMING	10	4	6	-	-	-	2	1	-	4	10	-	2	7	9	-		
	2%	2%	3%	-	-	-	3%	2%	-	2%	3%	-	2%	4%	3%	-		
	(10)	(10)	(10)	-	-	-	(7)	(10)	-	(10)	(10)	-	(10)	(10)	(10)	-		
NONE OF THESE	6	3	1	-	1	-	-	-	-	3	3	3	1	2	4	2		
	2%	2%	-	-	1%	-	-	-	-	2%	1%	4%	1%	1%	1%	4%		
DON'T KNOW/REFUSED	7	2	6	1	1	-	-	-	-	2	4	2	4	-	5	1		
	2%	1%	2%	1%	1%	-	-	-	-	1%	1%	2%	4%	-	2%	2%		

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/	TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	LEAN/	MCCAIN	HUCK-	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	TEXAS/	IMMIG	EDUC	VALS	IMMIG	TAXES		
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
TERRORISM & NATIONAL SECURITY	164	26	66	76	10	14	18	110	45	41	17	79	14	22	34	32	22
	41%	37%	37%	46%	28%	41%	58%	44%	34%	35%	51%	44%	26%	56%	41%	41%	39%
	(1)	(1)	(1)	(2)	(3)	(1)	(1)	(1)	(2)	(2)	(2)	(2)	(4)	(1)	(2)	(2)	(1)
ILLEGAL IMMIGRATION	164	24	53	85	9	11	10	84	77	70	19	109	12	6	37	35	21
	41%	34%	30%	52%	26%	33%	32%	34%	57%	60%	60%	61%	22%	16%	44%	46%	37%
	(2)	(3)	(3)	(1)	(4)	(3)	(2)	(2)	(1)	(1)	(1)	(1)	(5)	(6)	(1)	(1)	(2)
THE ECONOMY AND JOBS	118	26	61	44	12	13	5	68	45	37	6	35	19	15	22	27	15
	30%	37%	34%	27%	37%	39%	17%	27%	33%	32%	20%	19%	35%	39%	26%	35%	27%
	(3)	(2)	(2)	(3)	(2)	(2)	(5)	(3)	(3)	(3)	(3)	(3)	(2)	(2)	(3)	(3)	(3)
THE SITUATION IN IRAQ	81	16	48	22	15	6	10	57	21	16	5	31	22	8	20	14	7
	20%	23%	27%	13%	44%	18%	32%	23%	16%	14%	17%	17%	39%	20%	24%	18%	13%
	(4)	(4)	(4)	(6)	(1)	(6)	(3)	(4)	(4)	(4)	(4)	(5)	(1)	(3)	(4)	(5)	(6)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	73	13	36	24	6	8	6	51	20	16	4	33	10	5	16	12	15
	18%	18%	20%	15%	17%	24%	20%	21%	15%	13%	13%	19%	17%	13%	19%	16%	26%
	(5)	(5)	(5)	(5)	(5)	(5)	(4)	(5)	(5)	(5)	(6)	(4)	(6)	(7)	(5)	(6)	(4)
CUTTING TAXES	57	7	22	26	3	8	3	40	15	14	4	23	3	7	13	15	3
	14%	11%	12%	16%	9%	25%	11%	16%	11%	12%	13%	13%	6%	17%	16%	19%	5%
	(6)	(8)	(8)	(4)	(8)	(4)	(7)	(6)	(7)	(6)	(5)	(6)	(9)	(5)	(6)	(4)	(9)
EDUCATION	41	10	25	13	5	1	3	28	12	11	2	6	16	7	12	6	12
	10%	15%	14%	8%	14%	3%	11%	11%	9%	9%	7%	4%	29%	19%	14%	8%	22%
	(7)	(6)	(6)	(7)	(6)	(10)	(8)	(7)	(9)	(9)	(9)	(9)	(3)	(4)	(7)	(7)	(5)
HEALTH CARE	37	10	22	12	4	3	4	22	12	11	2	13	4	4	6	3	6
	9%	14%	12%	7%	11%	9%	12%	9%	9%	10%	7%	7%	8%	11%	7%	4%	10%
	(8)	(7)	(7)	(8)	(7)	(7)	(6)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)
SOCIAL SECURITY & MEDICARE	32	4	15	10	2	1	1	16	16	12	4	14	5	2	4	2	7
	8%	6%	9%	6%	6%	4%	4%	6%	12%	10%	12%	8%	9%	6%	5%	3%	13%
	(9)	(9)	(9)	(9)	(9)	(9)	(10)	(9)	(6)	(7)	(7)	(7)	(7)	(9)	(9)	(9)	(7)
THE ENVIRONMENT AND GLOBAL WARMING	10	4	7	2	1	1	1	8	1	1	-	5	1	-	2	1	-
	2%	5%	4%	1%	3%	4%	4%	3%	1%	1%	-	3%	2%	-	2%	2%	-
	(10)	(10)	(10)	(10)	(10)	(8)	(9)	(10)	(10)	(10)		(10)	(10)		(10)	(10)	
NONE OF THESE	6	-	1	2	1	-	-	2	2	2	-	2	-	-	-	1	1
	2%	-	1%	1%	3%	-	-	1%	2%	2%	-	1%	-	-	-	1%	2%
DON'T KNOW/REFUSED	7	-	-	6	-	-	-	6	-	-	-	3	2	1	1	2	1
	2%	-	-	3%	-	-	-	2%	-	-	-	2%	4%	3%	1%	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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
TERRORISM & NATIONAL SECURITY	164 41% (1)	80 41% (2)	139 43% (1)	18 36% (3)	61 40% (2)	123 40% (2)	10 60% (2)	71 37% (2)	92 44% (1)	21 31% (2)	124 43% (1)	42 41% (2)	117 41% (1)
ILLEGAL IMMIGRATION	164 41% (2)	83 42% (1)	126 39% (2)	21 44% (1)	66 43% (1)	130 43% (1)	11 65% (1)	78 41% (1)	84 40% (2)	34 50% (1)	113 39% (2)	48 46% (1)	111 38% (2)
THE ECONOMY AND JOBS	118 30% (3)	54 28% (3)	88 28% (3)	20 40% (2)	47 30% (3)	92 30% (3)	5 27% (3)	57 30% (3)	61 30% (3)	20 30% (3)	85 29% (3)	26 25% (3)	91 32% (3)
THE SITUATION IN IRAQ	81 20% (4)	36 19% (4)	69 22% (4)	7 14% (7)	24 16% (6)	60 20% (4)	2 14% (4)	44 23% (4)	36 18% (4)	19 27% (4)	55 19% (4)	20 19% (4)	59 21% (4)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	73 18% (5)	35 18% (5)	57 18% (5)	9 19% (4)	30 19% (4)	55 18% (5)	1 6% (8)	36 19% (5)	36 17% (5)	9 14% (5)	55 19% (5)	17 16% (5)	54 19% (5)
CUTTING TAXES	57 14% (6)	31 16% (6)	43 13% (6)	7 14% (6)	28 18% (5)	47 15% (6)	2 13% (5)	35 18% (6)	22 11% (7)	8 12% (7)	43 15% (6)	15 15% (6)	41 14% (6)
EDUCATION	41 10% (7)	19 10% (7)	35 11% (7)	4 8% (9)	17 11% (7)	32 11% (7)	1 7% (6)	20 10% (7)	20 10% (8)	8 12% (6)	31 11% (7)	11 11% (9)	30 10% (7)
HEALTH CARE	37 9% (8)	16 8% (8)	29 9% (8)	8 15% (5)	10 7% (8)	25 8% (8)	1 6% (7)	12 6% (9)	25 12% (6)	5 7% (9)	29 10% (8)	12 11% (8)	24 8% (8)
SOCIAL SECURITY & MEDICARE	32 8% (9)	15 8% (9)	23 7% (9)	5 10% (8)	8 5% (9)	23 8% (9)	- 2% (9)	13 7% (8)	18 9% (9)	6 9% (8)	20 7% (9)	12 12% (7)	20 7% (9)
THE ENVIRONMENT AND GLOBAL WARMING	10 2% (10)	6 3% (10)	9 3% (10)	- - (10)	4 3% (10)	7 2% (10)	- - (10)	2 1% (10)	8 4% (10)	3 4% (10)	7 2% (10)	3 3% (10)	7 2% (10)
NONE OF THESE	6 2% (10)	5 3% (10)	5 2% (10)	- - (10)	2 1% (10)	3 1% (10)	- - (10)	2 1% (10)	4 2% (10)	1 1% (10)	4 1% (10)	- - (10)	6 2% (10)
DON'T KNOW/REFUSED	7 2% (10)	4 2% (10)	7 2% (10)	- - (10)	4 3% (10)	6 2% (10)	- - (10)	5 3% (10)	3 1% (10)	- - (10)	6 2% (10)	1 1% (10)	6 2% (10)

Table 13-7

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 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE				GEOGRAPHY					
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NET- RADIO NEWS	NET- PAPER NEWS	NET- PAPER NEWS	NET- WORK NEWS	NET- CABLE NEWS	NET- RADIO NEWS	NET- PAPER NEWS	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
TERRORISM & NATIONAL SECURITY	164 41% (1)	71 49% (1)	17 25% (3)	26 43% (2)	16 29% (3)	31 34% (2)	38 48% (1)	27 45% (2)	30 58% (1)	12 29% (3)	20 44% (2)	68 39% (1)	22 37% (3)	54 45% (1)
ILLEGAL IMMIGRATION	164 41% (2)	62 43% (2)	20 29% (2)	33 54% (1)	22 39% (2)	36 39% (1)	23 29% (3)	30 50% (1)	27 52% (2)	13 32% (2)	21 45% (1)	65 37% (2)	27 47% (1)	51 42% (2)
THE ECONOMY AND JOBS	118 30% (3)	36 25% (3)	27 38% (1)	15 25% (4)	22 40% (1)	25 27% (3)	28 35% (2)	18 29% (3)	12 23% (3)	18 44% (1)	8 17% (5)	50 29% (3)	25 44% (2)	35 29% (3)
THE SITUATION IN IRAQ	81 20% (4)	25 17% (4)	14 20% (5)	11 18% (5)	14 25% (4)	20 21% (4)	9 12% (7)	12 20% (4)	11 21% (4)	8 20% (5)	10 22% (4)	37 21% (4)	7 12% (6)	28 23% (4)
REDUCING OUR DEPENDENCE ON FOREIGN OIL	73 18% (5)	24 16% (5)	16 23% (4)	6 10% (6)	10 17% (5)	19 21% (5)	15 19% (4)	9 14% (5)	10 19% (5)	7 17% (6)	13 28% (3)	36 21% (5)	11 19% (5)	13 10% (7)
CUTTING TAXES	57 14% (6)	19 13% (6)	8 11% (9)	16 25% (3)	5 9% (9)	14 15% (6)	8 10% (9)	7 11% (6)	5 10% (6)	10 25% (4)	3 7% (8)	22 12% (6)	13 22% (4)	20 16% (5)
EDUCATION	41 10% (7)	12 9% (7)	11 16% (7)	4 7% (7)	6 11% (8)	9 10% (9)	12 15% (5)	4 6% (9)	2 4% (9)	3 8% (8)	6 13% (6)	19 11% (8)	2 4% (8)	14 12% (6)
HEALTH CARE	37 9% (8)	11 8% (9)	12 16% (6)	4 7% (8)	6 11% (7)	10 11% (8)	8 10% (8)	5 8% (8)	4 8% (7)	5 13% (7)	5 11% (7)	18 10% (9)	6 10% (7)	8 7% (8)
SOCIAL SECURITY & MEDICARE	32 8% (9)	12 8% (8)	10 14% (8)	1 1% (9)	8 14% (6)	12 13% (7)	9 12% (6)	5 8% (7)	2 4% (8)	1 3% (9)	3 6% (9)	21 12% (7)	1 2% (10)	7 5% (9)
THE ENVIRONMENT AND GLOBAL WARMING	10 2% (10)	4 3% (10)	2 3% (10)	- - (10)	2 3% (10)	1 1% (10)	5 7% (10)	2 4% (10)	- - (10)	- - (10)	1 2% (10)	5 3% (10)	1 2% (9)	3 2% (10)
NONE OF THESE	6 2% (8)	3 2% (9)	- - (6)	2 4% (8)	- - (7)	1 1% (8)	1 1% (8)	1 1% (8)	- - (7)	- - (7)	- - (7)	2 1% (9)	- - (7)	4 3% (8)
DON'T KNOW/REFUSED	7 2% (9)	4 3% (9)	2 3% (9)	1 2% (9)	- - (9)	3 3% (9)	- - (9)	- 1% (9)	- - (9)	2 5% (9)	1 2% (9)	3 2% (9)	1 2% (9)	2 2% (9)

Table 14-1

QUESTION 8:

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.

John McCain

BANNER 1

	CORE																						
	PARTY ID					PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY		
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOU- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	211	130	61	192	18	48	46	85	33	60	17	37	34	30	94	117	58	34	52	65	75	128	64
	53%	50%	65%	54%	49%	30%	69%	41%	57%	57%	54%	39%	70%	48%	45%	61%	48%	41%	55%	65%	72%	43%	82%
TOTAL HEARD OF	399	259	95	354	36	159	66	205	57	105	32	94	48	63	208	191	119	83	95	100	105	295	78
-----	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	98%	100%	99%	99%	100%	100%	100%	100%	100%	100%
TOTAL FAVORABLE	301	193	77	270	27	102	55	143	44	83	24	65	39	46	150	151	89	58	72	80	89	209	70
-----	75%	74%	81%	76%	73%	64%	82%	70%	78%	79%	75%	69%	82%	72%	72%	79%	74%	70%	76%	80%	85%	71%	89%
TOTAL UNFAVORABLE	90	62	16	78	9	55	9	58	12	22	6	28	6	15	56	34	30	24	20	15	14	80	6
-----	22%	24%	17%	22%	24%	34%	14%	28%	20%	21%	20%	30%	12%	24%	27%	17%	25%	29%	22%	15%	14%	27%	7%
STRONGLY FAVORABLE	116	70	29	99	14	29	24	48	12	27	10	29	23	13	60	56	27	21	26	41	33	64	36
	29%	27%	30%	28%	38%	18%	36%	23%	22%	26%	32%	31%	48%	21%	29%	29%	23%	25%	27%	41%	31%	22%	46%
SOMEWHAT FAVORABLE	185	123	48	171	13	74	31	95	32	56	14	36	16	32	90	95	61	38	47	38	57	145	34
	46%	47%	51%	48%	35%	46%	46%	46%	56%	53%	43%	38%	34%	51%	43%	49%	51%	45%	50%	38%	54%	49%	43%
SOMEWHAT UNFAVORABLE	45	32	8	40	3	27	5	28	4	12	5	13	2	10	28	17	17	10	11	7	10	39	5
	11%	12%	9%	11%	9%	17%	7%	13%	7%	11%	16%	14%	4%	15%	14%	9%	14%	12%	12%	7%	9%	13%	7%
STRONGLY UNFAVORABLE	44	30	7	38	5	28	5	31	8	11	1	15	4	6	28	17	13	14	9	8	5	42	-
	11%	12%	8%	11%	15%	17%	7%	15%	13%	10%	4%	16%	8%	9%	13%	9%	11%	16%	10%	8%	4%	14%	-
HEARD OF/NO OPINION	8	4	2	6	1	2	2	3	1	-	2	1	3	2	2	6	-	1	2	5	1	5	3
	2%	2%	2%	2%	2%	1%	4%	2%	2%	-	5%	1%	6%	2%	1%	3%	-	1%	2%	5%	1%	2%	4%
REFUSED	1	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-
	-	-	-	-	-	1%	-	1%	-	-	-	-	-	2%	-	1%	1%	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	3.1	4.9	3.5	3.1	1.9	6.0	2.5	3.8	3.7	3.7	2.3	6.7	3.0	2.7	4.5	2.9	2.4	3.5	5.3	6.2	2.6	12.1
FAV MCCAIN/ NOT PERRY	89	49	26	75	10	24	9	40	12	21	5	30	7	14	45	44	33	20	18	18	28	60	25
	22%	19%	27%	21%	27%	15%	13%	19%	21%	20%	17%	32%	14%	22%	21%	23%	27%	24%	19%	18%	27%	20%	32%

Table 14-2

QUESTION 8:

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.

John McCain

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION				
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE 18-54	BASE 55+	SOFT 18-54	SOFT 55+	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
**D/S (FAVORABLE - UNFAVORABLE)	193	19	6	56	32	24	54	47	81	33	31	45	73	28	31	46	71	30	29	36	44	113	
TOTAL HEARD OF	373	55	39	100	54	36	89	152	142	40	38	117	128	54	38	120	123	49	43	70	102	201	
TOTAL FAVORABLE	279	37	22	77	43	30	69	99	110	37	33	81	99	40	34	83	95	40	35	50	71	157	
TOTAL UNFAVORABLE	86	18	16	21	11	5	15	52	29	4	2	36	25	12	3	36	25	9	6	15	27	44	
STRONGLY FAVORABLE	100	12	6	31	12	10	29	30	34	18	18	28	32	13	13	23	37	13	13	20	21	60	
SOMEWHAT FAVORABLE	178	25	16	46	32	19	40	68	76	18	15	52	66	27	21	59	58	26	22	31	51	97	
SOMEWHAT UNFAVORABLE	44	12	6	10	5	3	8	24	14	3	2	19	13	6	2	18	14	6	2	6	15	23	
STRONGLY UNFAVORABLE	42	6	10	11	6	2	7	27	14	-	-	17	12	7	1	18	11	3	4	8	13	21	
HEARD OF/NO OPINION	8	-	-	2	-	1	5	2	4	-	3	1	4	1	1	1	3	-	2	5	3	1	
REFUSED	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	
**RATIO (FAVORABLE / UNFAVORABLE)	3.2	2.0	1.4	3.7	4.0	5.4	4.7	1.9	3.8	10.0	15.6	2.3	3.9	3.3	11.4	2.3	3.8	4.2	5.8	3.4	2.6	3.6	
FAV MCCAIN/ NOT PERRY	85	11	6	24	21	11	11	29	31	12	12	23	25	11	14	28	20	16	9	14	26	46	

Table 14-3

QUESTION 8:

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.

John McCain

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
**D/S (FAVORABLE - UNFAVORABLE)	211	33	48	47	65	43	58	66	110	46	32	194	17	151	125	65	85	171	36	120
TOTAL HEARD OF	399	84	109	88	92	77	126	116	230	81	57	364	35	167	186	178	159	308	80	133
TOTAL FAVORABLE	301	58	79	64	78	58	91	91	168	63	43	276	25	157	154	120	121	236	58	124
TOTAL UNFAVORABLE	90	25	30	17	14	15	33	25	58	16	12	82	8	6	28	56	36	65	21	5
STRONGLY FAVORABLE	116	21	28	20	31	19	33	34	57	21	19	109	7	92	57	50	43	85	28	72
SOMEWHAT FAVORABLE	185	37	50	45	47	39	59	57	112	41	24	167	18	65	97	70	78	151	29	52
SOMEWHAT UNFAVORABLE	45	13	15	8	8	10	13	14	30	10	5	39	6	3	17	25	20	35	10	2
STRONGLY UNFAVORABLE	44	12	16	9	5	5	20	12	29	7	7	43	1	2	11	31	16	30	11	2
HEARD OF/NO OPINION	8	2	-	6	1	4	2	-	3	2	2	7	2	4	4	2	2	7	1	4
REFUSED	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	2.3	2.6	3.7	5.7	3.9	2.7	3.6	2.9	3.8	3.8	3.4	3.2	28.0	5.4	2.2	3.4	3.6	2.7	26.9
FAV MCCAIN/ NOT PERRY	89	21	21	19	25	13	29	32	56	19	9	80	9	45	36	43	33	58	27	27
	22%	25%	19%	21%	26%	17%	23%	28%	24%	23%	15%	22%	26%	27%	20%	24%	21%	19%	34%	20%

Table 14-4

QUESTION 8:

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.

John McCain

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE				HUCKABEE IMAGE		
	TOTAL	EARLY	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (FAVORABLE - UNFAVORABLE)	211	101	109	59	8	37	30	44	31	185	301	-90	89	100	170	23
	53%	61%	48%	56%	9%	71%	40%	67%	53%	100%	100%	-100%	100%	63%	56%	38%
TOTAL HEARD OF	399	166	227	105	90	52	74	65	58	185	301	90	89	159	301	61
	100%	100%	100%	100%	100%	98%	100%	100%	98%	100%	100%	100%	100%	100%	100%	100%
TOTAL FAVORABLE	301	133	164	82	49	44	50	54	45	185	301	-	89	128	233	42
	75%	80%	72%	78%	54%	83%	68%	84%	76%	100%	100%	-	100%	80%	78%	69%
TOTAL UNFAVORABLE	90	32	55	23	41	7	21	11	13	-	-	90	-	28	64	19
	22%	19%	24%	22%	45%	13%	28%	16%	22%	-	-	100%	-	18%	21%	31%
STRONGLY FAVORABLE	116	54	59	25	12	18	17	15	15	-	116	-	34	51	82	23
	29%	33%	26%	24%	13%	34%	23%	23%	26%	-	38%	-	39%	32%	27%	39%
SOMEWHAT FAVORABLE	185	79	104	57	36	26	33	39	30	185	185	-	55	77	152	18
	46%	48%	46%	54%	40%	49%	45%	60%	50%	100%	62%	-	61%	48%	50%	30%
SOMEWHAT UNFAVORABLE	45	14	30	14	19	5	12	5	6	-	-	45	-	15	36	7
	11%	8%	13%	14%	21%	9%	17%	8%	10%	-	-	51%	-	9%	12%	11%
STRONGLY UNFAVORABLE	44	18	25	8	22	2	8	6	7	-	-	44	-	13	27	12
	11%	11%	11%	8%	24%	4%	11%	8%	12%	-	-	49%	-	8%	9%	20%
HEARD OF/NO OPINION	8	1	7	1	1	1	3	-	-	-	-	-	-	3	4	-
	2%	1%	3%	1%	1%	2%	4%	-	-	-	-	-	-	2%	1%	-
REFUSED	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	-	-	-	-	-	2%	-	-	2%	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	4.2	3.0	3.6	1.2	6.5	2.4	5.1	3.4	-	-	-	-	4.6	3.7	2.2
FAV MCCAIN/ NOT PERRY	89	28	61	17	18	18	14	21	10	55	89	-	89	38	68	10
	22%	17%	27%	16%	20%	33%	19%	32%	16%	29%	30%	-	100%	24%	22%	17%

Table 14-5

QUESTION 8:

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.

John McCain

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=GOP PRIMARY VOTERS IN Q.2	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	211	54	160	43	30	27	29	154	49	39	21	91	44	22	31	47	38
	53%	77%	89%	26%	91%	83%	93%	62%	36%	34%	66%	51%	80%	56%	37%	60%	68%
TOTAL HEARD OF	399	70	179	163	34	33	31	248	135	117	32	178	55	37	84	78	55
-----	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	97%	100%	100%	100%	100%
TOTAL FAVORABLE	301	60	167	102	32	29	30	198	91	77	27	134	49	29	55	62	47
-----	75%	86%	93%	62%	94%	90%	97%	80%	67%	66%	83%	75%	89%	74%	65%	80%	84%
TOTAL UNFAVORABLE	90	6	7	59	1	2	1	44	42	38	5	43	5	7	24	16	9
-----	22%	9%	4%	36%	3%	7%	3%	18%	31%	32%	17%	24%	9%	18%	29%	20%	16%
STRONGLY FAVORABLE	116	14	97	11	18	13	14	79	32	24	8	55	19	9	16	24	14
	29%	20%	54%	7%	55%	40%	46%	32%	24%	21%	24%	31%	35%	23%	19%	31%	25%
SOMEWHAT FAVORABLE	185	45	70	91	13	16	15	119	58	53	19	79	30	20	39	38	33
	46%	65%	39%	56%	39%	50%	50%	48%	43%	46%	59%	44%	54%	51%	46%	49%	60%
SOMEWHAT UNFAVORABLE	45	3	4	32	1	1	1	26	17	16	3	21	3	2	13	5	6
	11%	5%	2%	20%	3%	3%	3%	10%	13%	14%	11%	12%	6%	6%	15%	7%	10%
STRONGLY UNFAVORABLE	44	3	3	27	-	1	-	18	25	21	2	22	2	5	12	10	3
	11%	4%	2%	16%	-	4%	-	7%	18%	18%	6%	12%	4%	12%	14%	13%	6%
HEARD OF/NO OPINION	8	4	5	2	1	1	-	5	2	2	-	1	1	2	5	-	-
	2%	6%	3%	1%	3%	3%	-	2%	1%	2%	-	-	2%	5%	6%	-	-
REFUSED	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	9.9	23.8	1.7	27.4	13.0	28.1	4.5	2.2	2.0	4.9	3.1	9.6	4.1	2.3	4.0	5.3
FAV MCCAIN/ NOT PERRY	89	18	48	30	7	8	8	36	49	39	13	37	18	8	22	16	18
	22%	25%	27%	18%	21%	25%	28%	15%	36%	33%	39%	21%	33%	21%	26%	21%	33%

Table 14-6

QUESTION 8:

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.

John McCain

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION BANK	VICTIM	NOT A VICTIM	
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	211	111	189	18	71	166	5	107	103	44	142	58	148
	53%	57%	59%	36%	46%	54%	31%	57%	50%	65%	49%	56%	52%
TOTAL HEARD OF	399	195	319	49	153	304	17	188	208	67	291	102	287
-----	100%	99%	100%	100%	100%	100%	100%	99%	100%	98%	100%	99%	100%
TOTAL FAVORABLE	301	150	250	34	112	233	11	146	153	55	213	80	214
-----	75%	77%	78%	68%	73%	76%	65%	77%	74%	81%	73%	77%	75%
TOTAL UNFAVORABLE	90	39	61	16	41	67	6	39	50	11	71	21	66
-----	22%	20%	19%	32%	27%	22%	35%	20%	24%	16%	24%	21%	23%
STRONGLY FAVORABLE	116	51	94	16	38	86	1	51	62	20	83	28	85
	29%	26%	29%	32%	25%	28%	6%	27%	30%	30%	28%	27%	30%
SOMEWHAT FAVORABLE	185	99	156	18	73	146	10	95	91	35	130	52	129
	46%	51%	49%	37%	48%	48%	59%	50%	44%	52%	45%	50%	45%
SOMEWHAT UNFAVORABLE	45	18	34	7	20	34	2	19	25	6	35	8	36
	11%	9%	11%	14%	13%	11%	13%	10%	12%	9%	12%	8%	13%
STRONGLY UNFAVORABLE	44	21	27	9	21	32	4	20	25	5	36	13	30
	11%	11%	8%	18%	14%	11%	21%	10%	12%	7%	13%	13%	10%
HEARD OF/NO OPINION	8	6	8	-	1	5	-	4	4	1	6	1	7
	2%	3%	2%	-	1%	2%	-	2%	2%	1%	2%	1%	2%
REFUSED	1	1	1	-	-	1	-	1	-	1	-	1	-
	-	1%	-	-	-	-	-	1%	-	2%	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	3.8	4.1	2.1	2.7	3.5	1.9	3.8	3.1	5.1	3.0	3.7	3.2
FAV MCCAIN/ NOT PERRY	89	48	72	11	28	62	4	41	47	19	60	26	60
	22%	24%	22%	22%	18%	20%	26%	21%	23%	28%	21%	25%	21%

Table 14-7

QUESTION 8:

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.

John McCain

BANNER 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE						GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NET- NEWS- RADIO	NET- NEWS- PAPER	NET- NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (FAVORABLE - UNFAVORABLE)	211	90	47	4	43	62	59	28	14	25	24	107	30	50
	53%	62%	67%	7%	77%	67%	75%	46%	27%	62%	52%	61%	52%	41%
TOTAL HEARD OF	399	144	70	60	55	92	78	60	51	40	46	174	58	122
-----	100%	100%	100%	98%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%
TOTAL FAVORABLE	301	116	57	31	48	76	67	43	32	32	34	139	43	84
-----	75%	81%	81%	51%	88%	82%	85%	71%	63%	81%	75%	80%	75%	69%
TOTAL UNFAVORABLE	90	26	10	27	6	14	8	15	19	7	11	32	13	34
-----	22%	18%	14%	44%	10%	15%	10%	25%	37%	19%	23%	18%	23%	28%
STRONGLY FAVORABLE	116	50	22	4	26	34	30	14	6	10	13	51	15	37
	29%	35%	31%	7%	46%	37%	38%	24%	11%	25%	27%	29%	26%	31%
SOMEWHAT FAVORABLE	185	66	35	27	23	42	37	28	27	22	22	88	28	47
	46%	46%	50%	44%	41%	45%	47%	47%	52%	57%	47%	51%	49%	39%
SOMEWHAT UNFAVORABLE	45	16	7	10	3	8	7	9	10	2	8	18	6	14
	11%	11%	9%	17%	6%	8%	8%	15%	19%	4%	16%	10%	10%	12%
STRONGLY UNFAVORABLE	44	10	4	17	3	6	2	6	9	6	3	14	8	19
	11%	7%	5%	27%	5%	7%	2%	10%	17%	15%	7%	8%	14%	16%
HEARD OF/NO OPINION	8	2	3	2	1	2	2	2	-	-	1	3	1	4
	2%	1%	4%	3%	2%	2%	3%	4%	-	-	2%	2%	2%	3%
REFUSED	1	-	-	1	-	-	1	-	-	-	-	1	-	-
	-	-	-	2%	-	-	1%	-	-	-	-	1%	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	4.4	5.7	1.2	8.5	5.4	8.2	2.8	1.7	4.3	3.3	4.4	3.2	2.5
FAV MCCAIN/ NOT PERRY	89	28	16	12	21	18	16	16	10	13	12	42	14	22
	22%	20%	23%	19%	38%	20%	21%	26%	20%	33%	25%	24%	24%	18%

Table 15-1

QUESTION 9:

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.

Mike Huckabee

BANNER 1

	CORE																						
	PARTY ID				PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	240	175	57	233	8	105	44	144	32	64	22	54	28	40	127	113	61	60	56	61	69	192	36
	60%	67%	60%	65%	21%	66%	66%	70%	56%	61%	68%	58%	59%	63%	61%	59%	51%	72%	59%	61%	66%	65%	46%
TOTAL HEARD OF	393	256	93	349	36	159	66	203	57	101	31	94	48	62	206	187	115	83	94	99	105	293	75
	98%	99%	97%	98%	100%	99%	99%	99%	100%	96%	98%	100%	99%	97%	99%	98%	96%	100%	99%	99%	100%	99%	96%
TOTAL FAVORABLE	301	208	70	279	20	127	53	166	44	79	25	71	34	48	160	141	81	69	72	76	83	233	51
	75%	80%	74%	78%	55%	79%	79%	80%	77%	75%	79%	75%	72%	75%	77%	73%	68%	83%	76%	76%	80%	79%	65%
TOTAL UNFAVORABLE	61	33	13	46	12	22	9	22	12	15	3	16	6	8	33	28	20	9	16	15	14	41	15
	15%	13%	14%	13%	34%	14%	13%	11%	21%	14%	10%	17%	13%	12%	16%	14%	17%	11%	17%	15%	13%	14%	20%
STRONGLY FAVORABLE	142	102	31	133	8	72	26	98	18	40	15	27	15	27	78	64	41	31	33	36	36	124	14
	36%	39%	32%	38%	21%	45%	39%	48%	32%	38%	48%	28%	30%	42%	38%	33%	34%	38%	35%	36%	34%	42%	17%
SOMEWHAT FAVORABLE	159	106	40	145	12	56	27	67	26	39	10	44	20	21	82	76	40	38	39	40	48	109	38
	40%	41%	42%	41%	33%	35%	40%	33%	45%	37%	31%	47%	41%	33%	40%	40%	33%	46%	41%	40%	45%	37%	48%
SOMEWHAT UNFAVORABLE	43	23	10	33	8	17	5	17	8	9	3	13	5	6	21	22	13	8	11	11	8	28	10
	11%	9%	10%	9%	23%	10%	8%	8%	13%	8%	10%	14%	9%	9%	10%	11%	10%	10%	12%	11%	8%	10%	13%
STRONGLY UNFAVORABLE	18	10	4	14	4	5	4	4	5	6	-	4	2	2	12	6	7	1	5	5	6	12	5
	4%	4%	4%	4%	11%	3%	5%	2%	8%	6%	-	4%	4%	3%	6%	3%	6%	1%	5%	5%	6%	4%	7%
HEARD OF/NO OPINION	32	15	9	24	4	9	5	16	1	7	3	7	7	7	12	19	13	4	6	8	7	19	9
	8%	6%	9%	7%	12%	6%	7%	8%	2%	7%	9%	7%	15%	11%	6%	10%	11%	5%	6%	8%	7%	6%	11%
NEVER HEARD OF	6	3	2	5	-	1	1	2	-	4	1	-	-	1	2	4	4	-	1	1	-	2	3
	1%	1%	3%	1%	-	-	1%	1%	-	4%	2%	-	1%	1%	2%	3%	-	1%	1%	-	1%	4%	
REFUSED	1	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-
	-	-	-	-	-	1%	-	1%	-	-	-	-	-	2%	-	1%	1%	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	5.0	6.3	5.3	6.0	1.6	5.8	6.1	7.6	3.6	5.3	7.5	4.3	5.6	6.3	4.9	5.1	4.1	7.4	4.6	4.9	5.9	5.7	3.3

Table 15-2

QUESTION 9:

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.

Mike Huckabee

BANNER 2

-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (FAVORABLE - UNFAVORABLE)	229	22	29	67	34	26	49	99	93	19	17	79	88	36	20	79	86	29	28	39	70	119
	61%	41%	75%	68%	61%	73%	55%	65%	65%	47%	45%	68%	68%	67%	53%	66%	70%	59%	65%	56%	69%	59%
TOTAL HEARD OF	368	54	39	99	52	36	88	152	141	39	36	115	127	54	36	118	123	48	42	69	101	198
-----	98%	98%	100%	99%	94%	100%	99%	100%	98%	97%	94%	99%	98%	100%	94%	97%	100%	98%	98%	99%	99%	98%
TOTAL FAVORABLE	285	36	33	81	39	31	64	121	112	28	23	94	104	45	25	96	100	35	34	52	79	154
-----	76%	65%	85%	81%	71%	84%	72%	80%	78%	69%	62%	80%	81%	83%	65%	80%	81%	71%	80%	74%	78%	76%
TOTAL UNFAVORABLE	56	14	4	14	5	4	15	22	19	9	6	15	16	8	4	17	14	6	7	12	9	34
-----	15%	25%	10%	14%	10%	12%	17%	14%	13%	22%	17%	13%	12%	15%	12%	14%	11%	12%	15%	18%	9%	17%
STRONGLY FAVORABLE	138	18	19	37	22	10	31	69	54	5	9	47	51	22	9	47	50	18	13	28	47	62
	37%	33%	49%	38%	40%	28%	35%	46%	38%	12%	23%	40%	40%	41%	23%	39%	41%	36%	30%	40%	46%	31%
SOMEWHAT FAVORABLE	147	18	14	44	17	21	33	52	57	23	15	47	53	23	16	49	50	17	21	23	32	91
	39%	32%	36%	44%	31%	57%	37%	34%	40%	57%	39%	40%	41%	42%	41%	40%	40%	35%	50%	34%	32%	45%
SOMEWHAT UNFAVORABLE	38	6	4	9	5	3	10	13	15	6	4	7	14	6	3	12	9	4	5	9	6	23
	10%	11%	10%	9%	10%	9%	12%	9%	10%	14%	11%	6%	11%	11%	8%	10%	8%	8%	12%	13%	6%	11%
STRONGLY UNFAVORABLE	18	7	-	4	-	1	5	9	4	3	2	8	2	2	1	5	5	2	1	3	3	12
	5%	14%	-	4%	-	2%	6%	6%	3%	8%	5%	6%	2%	4%	4%	4%	4%	4%	3%	4%	3%	6%
HEARD OF/NO OPINION	28	4	2	4	7	1	8	8	11	2	6	6	7	1	7	4	9	7	1	5	12	10
	7%	8%	5%	4%	13%	4%	9%	5%	8%	6%	16%	5%	5%	2%	18%	4%	7%	15%	2%	8%	12%	5%
NEVER HEARD OF	5	1	-	1	2	-	1	1	1	2	1	2	1	-	2	2	1	1	1	1	1	3
	1%	2%	-	1%	4%	-	1%	-	1%	3%	6%	1%	1%	-	6%	2%	-	2%	2%	1%	1%	2%
REFUSED	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	-	-	-	-	2%	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	-	-	-	1%
**RATIO (FAVORABLE / UNFAVORABLE)	5.1	2.6	8.5	5.9	7.2	7.3	4.2	5.5	6.0	3.1	3.7	6.3	6.5	5.4	5.6	5.7	7.2	5.8	5.2	4.2	8.6	4.5

Table 15-3

QUESTION 9:

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.

Mike Huckabee

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (FAVORABLE - UNFAVORABLE)	240	55	64	55	55	51	80	71	152	51	24	219	22	60	115	98	101	197	33	52
	60%	65%	59%	62%	59%	67%	64%	61%	66%	63%	41%	60%	62%	36%	62%	55%	64%	64%	42%	39%
TOTAL HEARD OF	393	84	108	87	90	76	125	114	227	80	56	360	33	163	184	175	157	303	79	129
-----	98%	99%	99%	99%	97%	98%	99%	98%	98%	99%	98%	98%	96%	98%	99%	98%	99%	98%	99%	97%
TOTAL FAVORABLE	301	66	84	65	70	61	99	88	182	62	38	275	26	100	143	128	127	240	52	82
-----	75%	79%	77%	74%	75%	79%	78%	76%	79%	76%	67%	75%	75%	60%	77%	72%	80%	78%	65%	62%
TOTAL UNFAVORABLE	61	11	20	10	15	9	19	17	30	11	15	56	4	40	28	31	26	42	18	30
-----	15%	14%	18%	12%	16%	12%	15%	14%	13%	13%	26%	15%	12%	24%	15%	17%	16%	14%	23%	22%
STRONGLY FAVORABLE	142	43	31	32	31	29	56	34	104	23	10	132	10	21	68	63	58	119	21	15
	36%	51%	29%	36%	33%	37%	44%	29%	45%	29%	17%	36%	28%	12%	37%	36%	36%	39%	26%	11%
SOMEWHAT FAVORABLE	159	23	52	33	39	32	43	54	78	38	28	143	16	80	75	65	69	120	31	67
	40%	27%	48%	38%	42%	42%	34%	47%	34%	47%	50%	39%	47%	48%	40%	36%	43%	39%	38%	50%
SOMEWHAT UNFAVORABLE	43	9	10	6	13	6	13	12	23	7	7	39	4	31	21	20	21	34	9	26
	11%	11%	9%	7%	14%	8%	11%	11%	10%	9%	12%	11%	12%	19%	11%	11%	13%	11%	11%	19%
STRONGLY UNFAVORABLE	18	2	10	4	2	3	5	4	6	3	8	18	-	9	7	11	5	8	10	4
	4%	2%	9%	4%	2%	4%	4%	4%	3%	4%	14%	5%	-	5%	4%	6%	3%	3%	12%	3%
HEARD OF/NO OPINION	32	6	5	12	5	5	7	9	16	8	3	28	3	23	13	17	5	22	9	17
	8%	7%	4%	13%	6%	7%	6%	8%	7%	10%	5%	8%	9%	14%	7%	9%	3%	7%	11%	13%
NEVER HEARD OF	6	1	1	1	2	2	1	2	3	1	1	4	1	4	2	3	2	5	1	4
	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	4%	2%	1%	2%	1%	2%	1%	3%
REFUSED	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	5.0	5.8	4.3	6.4	4.7	6.4	5.3	5.3	6.1	5.8	2.6	4.9	6.1	2.5	5.1	4.2	5.0	5.7	2.8	2.7

Table 15-4

QUESTION 9:

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.

Mike Huckabee

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE					SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	100%	42%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%	
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
**D/S (FAVORABLE - UNFAVORABLE)	240	95	142	62	58	36	42	44	28	134	192	45	58	159	301	-61
TOTAL HEARD OF	393	165	222	105	89	51	74	65	58	183	296	89	88	159	301	61
TOTAL FAVORABLE	301	124	172	81	69	42	55	53	42	152	233	64	68	159	301	-
TOTAL UNFAVORABLE	61	29	31	19	11	6	13	9	14	18	42	19	10	-	-	61
STRONGLY FAVORABLE	142	54	85	45	36	17	27	23	16	75	106	36	29	-	142	-
SOMEWHAT FAVORABLE	159	70	87	36	33	25	28	30	25	77	128	28	38	159	159	-
SOMEWHAT UNFAVORABLE	43	18	24	16	8	3	10	8	9	14	34	9	8	-	-	43
STRONGLY UNFAVORABLE	18	11	7	3	3	3	3	1	4	4	8	10	2	-	-	18
HEARD OF/NO OPINION	32	12	19	5	9	3	7	3	2	13	21	7	10	-	-	-
NEVER HEARD OF	6	1	4	-	1	1	-	-	-	3	5	-	1	-	-	-
REFUSED	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	5.0	4.3	5.6	4.3	6.3	7.0	4.3	5.8	3.1	8.3	5.6	3.4	6.7	-	-	-

Table 15-5

QUESTION 9:

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.

Mike Huckabee

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=GOP PRIMARY VOTERS IN Q.2	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	240	30	66	154	19	16	10	150	77	71	23	121	33	26	51	46	26
	60%	43%	37%	94%	55%	50%	32%	60%	57%	61%	73%	68%	59%	67%	61%	59%	46%
TOTAL HEARD OF	393	68	174	163	34	32	31	243	134	116	32	177	54	36	84	77	54
	98%	98%	97%	100%	100%	97%	100%	98%	99%	99%	100%	99%	98%	94%	100%	99%	97%
TOTAL FAVORABLE	301	42	108	157	24	23	19	188	98	87	26	142	41	29	63	60	37
	75%	61%	60%	96%	71%	72%	61%	76%	73%	75%	81%	80%	74%	77%	75%	76%	66%
TOTAL UNFAVORABLE	61	12	42	3	5	7	9	38	21	17	3	21	8	4	12	14	11
	15%	18%	23%	2%	15%	22%	28%	16%	16%	14%	8%	12%	15%	9%	15%	17%	20%
STRONGLY FAVORABLE	142	11	21	112	7	3	6	89	49	44	16	64	17	20	33	24	17
	36%	16%	12%	68%	22%	9%	18%	36%	36%	38%	50%	36%	32%	51%	39%	31%	30%
SOMEWHAT FAVORABLE	159	31	86	45	17	20	13	99	49	43	10	78	23	10	30	35	20
	40%	45%	48%	28%	49%	62%	43%	40%	36%	37%	31%	44%	43%	26%	36%	45%	36%
SOMEWHAT UNFAVORABLE	43	9	32	3	3	7	7	30	12	8	2	17	5	4	7	9	9
	11%	13%	18%	2%	8%	22%	21%	12%	9%	7%	6%	10%	10%	9%	8%	12%	17%
STRONGLY UNFAVORABLE	18	3	9	-	3	-	2	8	9	8	1	4	3	-	5	4	2
	4%	5%	5%	-	8%	-	7%	3%	7%	7%	2%	2%	6%	-	6%	6%	3%
HEARD OF/NO OPINION	32	13	25	3	5	1	3	16	15	11	3	14	5	3	9	4	7
	8%	19%	14%	2%	14%	3%	11%	7%	11%	10%	11%	8%	9%	8%	10%	5%	12%
NEVER HEARD OF	6	2	5	1	-	1	-	5	1	1	-	1	1	1	-	1	1
	1%	2%	3%	-	-	3%	-	2%	1%	1%	-	1%	2%	3%	-	1%	3%
REFUSED	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	5.0	3.4	2.6	57.3	4.6	3.3	2.1	4.9	4.7	5.2	9.9	6.7	4.9	8.2	5.1	4.4	3.4

Table 15-6

QUESTION 9:

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.

Mike Huckabee

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	240	117	190	30	95	175	14	116	126	36	177	71	162
	60%	60%	59%	62%	62%	57%	84%	61%	61%	54%	61%	69%	56%
TOTAL HEARD OF	393	194	313	49	151	299	17	186	204	65	287	101	283
-----	98%	99%	98%	100%	99%	98%	100%	98%	98%	96%	99%	98%	98%
TOTAL FAVORABLE	301	146	240	36	115	226	16	144	156	47	223	82	211
-----	75%	74%	75%	73%	75%	74%	91%	76%	75%	69%	77%	79%	74%
TOTAL UNFAVORABLE	61	29	50	6	19	51	1	28	30	10	46	11	50
-----	15%	15%	16%	12%	13%	17%	7%	15%	15%	15%	16%	10%	17%
STRONGLY FAVORABLE	142	66	111	18	57	108	8	73	69	23	104	38	100
	36%	34%	35%	36%	37%	35%	45%	38%	33%	34%	36%	36%	35%
SOMEWHAT FAVORABLE	159	80	129	18	58	119	8	71	87	24	119	44	112
	40%	41%	40%	37%	38%	39%	45%	37%	42%	35%	41%	42%	39%
SOMEWHAT UNFAVORABLE	43	21	36	4	13	38	-	19	22	9	31	7	36
	11%	11%	11%	9%	9%	13%	-	10%	10%	13%	11%	7%	13%
STRONGLY UNFAVORABLE	18	8	14	1	6	13	1	9	9	2	15	4	14
	4%	4%	4%	2%	4%	4%	7%	5%	4%	3%	5%	4%	5%
HEARD OF/NO OPINION	32	19	23	7	17	21	-	14	17	8	18	9	21
	8%	10%	7%	15%	11%	7%	2%	8%	8%	11%	6%	9%	7%
NEVER HEARD OF	6	1	5	-	2	5	-	2	4	2	4	1	5
	1%	-	2%	-	1%	2%	-	1%	2%	2%	1%	1%	2%
REFUSED	1	1	1	-	-	1	-	1	-	1	-	1	-
	-	1%	-	-	-	-	-	1%	-	2%	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	5.0	5.0	4.8	6.4	5.9	4.4	12.8	5.1	5.2	4.5	4.9	7.7	4.2

Table 15-7

QUESTION 9:

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.

Mike Huckabee

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-			
		NEWS	WORK			NEWS	WORK					OTHER	URBAN	URBAN	
BASE=GOP PRIMARY VOTERS IN Q.2	400	144	70	61	55	92	79	60	51	40	46	175	58	122	
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%	
**D/S (FAVORABLE - UNFAVORABLE)	240	92	52	25	32	56	47	45	28	25	27	122	30	61	
	60%	64%	74%	41%	58%	61%	60%	76%	55%	63%	59%	70%	53%	50%	
TOTAL HEARD OF	393	143	69	59	54	91	77	58	50	40	46	170	58	120	
	98%	99%	98%	96%	98%	99%	98%	96%	98%	100%	100%	97%	100%	99%	
TOTAL FAVORABLE	301	112	57	40	42	70	61	50	37	30	34	138	43	86	
	75%	78%	81%	66%	75%	76%	77%	83%	72%	75%	75%	79%	74%	70%	
TOTAL UNFAVORABLE	61	20	5	16	9	14	13	5	9	5	7	16	13	24	
	15%	14%	7%	25%	17%	15%	17%	8%	17%	12%	16%	9%	22%	20%	
STRONGLY FAVORABLE	142	57	28	16	16	32	33	21	16	13	23	73	17	29	
	36%	40%	40%	26%	29%	34%	42%	35%	31%	32%	50%	42%	29%	24%	
SOMEWHAT FAVORABLE	159	54	29	24	26	38	28	29	21	17	11	65	26	56	
	40%	38%	42%	40%	46%	42%	35%	48%	41%	43%	25%	37%	45%	46%	
SOMEWHAT UNFAVORABLE	43	14	3	13	9	10	11	4	3	5	6	13	9	15	
	11%	10%	4%	21%	16%	11%	14%	7%	6%	12%	12%	8%	16%	12%	
STRONGLY UNFAVORABLE	18	5	2	3	1	4	2	1	6	-	2	3	4	10	
	4%	4%	3%	4%	1%	5%	2%	1%	11%	-	4%	2%	6%	8%	
HEARD OF/NO OPINION	32	11	7	3	3	7	4	3	5	5	4	15	2	10	
	8%	8%	10%	5%	6%	8%	5%	5%	9%	13%	9%	9%	4%	8%	
NEVER HEARD OF	6	1	1	1	1	1	-	2	1	-	-	4	-	2	
	1%	1%	2%	2%	2%	1%	-	4%	2%	-	-	2%	-	1%	
REFUSED	1	-	-	1	-	-	1	-	-	-	-	1	-	-	
	-	-	-	2%	-	-	1%	-	-	-	-	1%	-	-	
**RATIO (FAVORABLE / UNFAVORABLE)	5.0	5.6	11.3	2.6	4.4	5.0	4.6	10.8	4.2	6.3	4.6	8.5	3.4	3.5	

Table 16-1
 QUESTION 10:
 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.

John Cornyn

BANNER 1

	CORE																								
	PARTY ID					PRIMARY VOTERS					REGION					GENDER			AGE				WHITE IDEOLOGY		
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOU- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB		
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78		
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%		
**D/S (FAVORABLE - UNFAVORABLE)	207	145	44	189	14	89	38	111	38	62	11	32	26	39	108	99	59	44	51	51	49	156	33		
	52%	56%	47%	53%	39%	56%	57%	54%	66%	59%	35%	34%	54%	61%	52%	52%	49%	53%	54%	51%	47%	53%	42%		
TOTAL HEARD OF	341	222	80	302	31	141	55	175	47	92	23	77	40	61	183	158	98	75	80	85	85	250	67		
	85%	85%	84%	85%	85%	88%	83%	85%	83%	88%	73%	82%	83%	96%	88%	82%	81%	90%	85%	85%	81%	84%	85%		
TOTAL FAVORABLE	241	162	54	216	21	101	43	127	39	69	14	46	29	44	130	111	64	53	60	62	57	178	44		
	60%	62%	57%	61%	57%	63%	65%	62%	68%	66%	45%	49%	60%	69%	63%	58%	54%	64%	63%	62%	54%	60%	57%		
TOTAL UNFAVORABLE	34	17	10	27	6	12	6	16	1	8	3	14	3	5	23	12	5	9	9	12	8	22	11		
	9%	7%	10%	8%	17%	8%	9%	8%	2%	7%	10%	15%	6%	8%	11%	6%	4%	11%	9%	12%	7%	7%	14%		
STRONGLY FAVORABLE	140	106	25	131	7	69	25	79	26	41	8	28	17	21	73	67	39	36	29	37	30	108	18		
	35%	41%	26%	37%	19%	43%	38%	38%	46%	39%	24%	30%	35%	32%	35%	35%	33%	43%	31%	37%	28%	37%	23%		
SOMEWHAT FAVORABLE	101	56	29	85	14	32	18	48	12	28	7	19	12	23	58	44	25	17	31	26	27	69	26		
	25%	21%	31%	24%	38%	20%	28%	23%	21%	27%	21%	20%	25%	37%	28%	23%	21%	21%	32%	26%	26%	23%	34%		
SOMEWHAT UNFAVORABLE	20	9	8	16	3	8	1	11	1	5	2	7	2	2	10	10	5	7	3	4	5	12	7		
	5%	3%	8%	5%	8%	5%	1%	5%	2%	5%	6%	7%	4%	3%	5%	5%	4%	8%	4%	4%	5%	4%	8%		
STRONGLY UNFAVORABLE	15	9	2	11	3	5	5	5	-	2	1	7	1	3	13	2	-	2	5	7	2	10	5		
	4%	3%	2%	3%	9%	3%	7%	2%	-	2%	3%	8%	3%	5%	6%	1%	-	3%	6%	7%	2%	3%	6%		
HEARD OF/NO OPINION	65	43	16	59	4	27	6	32	7	15	6	16	8	12	30	35	28	13	12	12	21	50	11		
	16%	17%	16%	17%	11%	17%	9%	16%	13%	15%	19%	17%	17%	19%	14%	18%	23%	16%	13%	12%	20%	17%	14%		
NEVER HEARD OF	58	37	15	52	6	18	11	30	10	13	9	17	8	1	25	33	21	8	14	15	20	45	12		
	15%	14%	16%	15%	15%	11%	17%	14%	17%	12%	27%	18%	17%	2%	12%	17%	18%	10%	15%	15%	19%	15%	15%		
REFUSED	1	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-		
	-	-	-	-	-	1%	-	1%	-	-	-	-	-	2%	-	1%	1%	-	-	-	-	-	-		
**RATIO (FAVORABLE / UNFAVORABLE)	7.0	9.5	5.5	8.0	3.3	8.3	7.6	8.0	33.4	9.1	4.6	3.3	9.5	8.4	5.7	9.5	12.2	6.0	6.8	5.4	7.5	8.2	3.9		

Table 16-2
 QUESTION 10:
 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.

John Cornyn

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION				
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/LIB MEN	MOD/LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE 18-54	BASE 55+	SOFT 18-54	SOFT 55+	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
**D/S (FAVORABLE - UNFAVORABLE)	190	32	19	48	20	20	49	82	74	16	17	62	75	27	15	70	65	15	28	32	42	115	
TOTAL HEARD OF	316	47	34	89	41	33	72	134	116	35	31	99	109	50	28	103	104	39	39	55	86	176	
TOTAL FAVORABLE	222	34	23	63	23	23	55	96	81	23	21	71	81	36	16	75	76	21	31	37	55	130	
TOTAL UNFAVORABLE	33	2	4	15	3	3	5	14	7	7	4	9	7	9	1	4	11	6	4	4	14	15	
STRONGLY FAVORABLE	127	20	15	32	14	15	32	57	52	9	9	46	53	18	6	52	47	10	14	16	29	81	
SOMEWHAT FAVORABLE	96	15	8	31	10	8	23	39	30	14	12	25	28	18	10	22	30	11	17	20	27	49	
SOMEWHAT UNFAVORABLE	18	2	2	4	3	3	3	7	5	2	4	2	5	7	1	4	3	4	4	2	8	8	
STRONGLY UNFAVORABLE	14	-	2	10	-	-	2	8	2	5	-	7	1	2	-	-	8	2	-	2	6	7	
HEARD OF/NO OPINION	61	10	7	11	15	6	12	23	27	5	6	19	21	6	10	24	16	11	5	14	17	30	
NEVER HEARD OF	57	8	5	11	13	3	17	19	26	5	7	18	19	4	11	17	20	11	4	15	16	26	
REFUSED	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	
**RATIO (FAVORABLE / UNFAVORABLE)	6.8	16.1	5.4	4.2	7.4	7.4	10.2	6.8	11.0	3.3	5.0	7.9	12.4	4.1	14.0	17.3	6.8	3.3	8.8	8.4	4.1	8.7	

Table 16-3
QUESTION 10:

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.

John Cornyn

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
**D/S (FAVORABLE - UNFAVORABLE)	207	37	62	38	53	39	69	52	120	38	30	195	12	93	115	75	96	181	21	83
TOTAL HEARD OF	341	72	97	69	79	67	105	100	197	65	49	312	29	141	163	151	140	267	67	115
TOTAL FAVORABLE	241	47	73	45	58	48	77	65	141	44	34	224	17	104	124	100	105	196	39	88
TOTAL UNFAVORABLE	34	10	11	8	4	9	8	12	21	7	4	29	6	11	9	25	8	16	18	5
STRONGLY FAVORABLE	140	21	45	25	36	27	41	41	82	23	19	132	9	63	72	57	61	120	18	57
SOMEWHAT FAVORABLE	101	26	27	21	22	21	36	24	59	21	15	92	9	41	52	43	43	76	20	31
SOMEWHAT UNFAVORABLE	20	5	4	5	4	3	7	8	13	6	-	16	3	8	6	13	6	10	9	2
STRONGLY UNFAVORABLE	15	6	7	2	-	6	1	4	9	1	4	13	2	4	3	12	3	6	9	3
HEARD OF/NO OPINION	65	15	14	16	17	10	20	23	34	14	12	60	5	26	31	27	27	55	10	22
NEVER HEARD OF	58	12	12	19	14	10	21	16	33	16	8	52	6	26	22	27	19	42	13	18
REFUSED	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	7.0	4.5	6.7	6.0	13.9	5.4	9.2	5.3	6.6	6.6	9.2	7.8	3.1	9.2	14.4	4.0	12.5	12.6	2.2	18.5

Table 16-4
QUESTION 10:

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.

John Cornyn

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE					SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	100%	42%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%	
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
**D/S (FAVORABLE - UNFAVORABLE)	207	104	102	67	55	28	37	31	34	112	167	36	24	89	168	26
TOTAL HEARD OF	341	151	183	93	80	45	62	55	52	158	253	80	72	136	258	55
TOTAL FAVORABLE	241	120	118	71	60	34	42	38	41	120	188	50	42	100	190	37
TOTAL UNFAVORABLE	34	16	16	4	6	5	6	8	7	8	21	14	18	11	22	10
STRONGLY FAVORABLE	140	83	54	44	39	16	24	22	26	69	108	32	16	61	111	22
SOMEWHAT FAVORABLE	101	37	64	27	21	18	18	17	15	51	80	18	26	39	79	15
SOMEWHAT UNFAVORABLE	20	8	9	2	3	3	3	2	4	6	13	6	11	8	13	6
STRONGLY UNFAVORABLE	15	8	6	2	2	2	2	5	2	3	8	7	7	4	9	4
HEARD OF/NO OPINION	65	15	50	17	14	6	14	9	5	29	44	17	12	25	47	8
NEVER HEARD OF	58	15	43	13	11	7	11	10	6	28	48	9	17	23	43	6
REFUSED	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	7.0	7.4	7.4	16.0	10.8	6.2	7.4	5.1	6.2	14.4	9.0	3.7	2.3	8.8	8.7	3.5

Table 16-5
QUESTION 10:

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.

John Cornyn

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE	
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=GOP PRIMARY VOTERS IN Q.2	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	207	43	97	91	22	20	20	153	49	49	18	90	21	18	47	47	27
	52%	62%	55%	56%	65%	62%	64%	62%	37%	42%	56%	51%	38%	48%	56%	60%	49%
TOTAL HEARD OF	341	60	151	141	29	29	24	209	117	101	28	150	43	33	76	66	52
-----	85%	87%	85%	86%	85%	90%	78%	85%	87%	86%	86%	84%	78%	86%	90%	84%	93%
TOTAL FAVORABLE	241	45	110	101	23	24	21	162	72	66	20	105	27	21	54	52	34
-----	60%	65%	62%	62%	67%	72%	67%	66%	54%	56%	63%	59%	50%	54%	64%	67%	62%
TOTAL UNFAVORABLE	34	2	12	10	1	3	1	9	23	17	2	14	7	2	7	6	7
-----	9%	3%	7%	6%	3%	10%	4%	4%	17%	14%	7%	8%	12%	6%	8%	7%	13%
STRONGLY FAVORABLE	140	25	64	59	12	14	14	100	38	34	7	65	15	12	30	28	19
	35%	36%	36%	36%	37%	43%	44%	40%	29%	29%	21%	36%	27%	31%	36%	36%	34%
SOMEWHAT FAVORABLE	101	20	45	42	10	9	7	62	34	32	14	40	13	9	23	24	16
	25%	29%	25%	25%	31%	29%	23%	25%	25%	27%	42%	22%	23%	22%	28%	31%	28%
SOMEWHAT UNFAVORABLE	20	2	9	4	1	2	-	6	13	10	1	9	4	1	3	2	5
	5%	3%	5%	3%	3%	7%	-	2%	10%	8%	3%	5%	8%	3%	4%	3%	10%
STRONGLY UNFAVORABLE	15	-	4	5	-	1	1	3	10	7	1	6	2	1	4	4	2
	4%	-	2%	3%	-	4%	4%	1%	8%	6%	4%	3%	4%	3%	4%	5%	4%
HEARD OF/NO OPINION	65	13	29	31	5	2	2	38	22	18	5	30	9	10	16	8	10
	16%	19%	16%	19%	15%	8%	7%	15%	16%	16%	16%	17%	16%	26%	19%	10%	18%
NEVER HEARD OF	58	9	27	22	5	3	7	38	18	16	4	29	12	4	8	12	4
	15%	13%	15%	14%	15%	10%	22%	15%	13%	14%	14%	16%	22%	11%	10%	16%	7%
REFUSED	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	7.0	20.4	8.8	10.5	26.8	7.0	18.4	18.0	3.1	3.9	8.8	7.2	4.1	8.8	8.0	9.2	4.6

Table 16-6
 QUESTION 10:
 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.

John Cornyn

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	207	101	172	21	74	159	5	91	115	30	156	56	147
	52%	52%	54%	43%	48%	52%	30%	48%	55%	45%	53%	54%	51%
TOTAL HEARD OF	341	169	268	46	126	259	14	157	180	54	251	91	243
	85%	86%	84%	93%	82%	85%	83%	83%	87%	79%	86%	88%	85%
TOTAL FAVORABLE	241	119	193	29	88	185	9	109	130	37	177	65	173
	60%	61%	60%	59%	57%	61%	51%	58%	63%	55%	61%	62%	60%
TOTAL UNFAVORABLE	34	18	21	8	14	26	4	18	15	7	22	9	26
	9%	9%	7%	16%	9%	8%	21%	9%	7%	10%	8%	9%	9%
STRONGLY FAVORABLE	140	74	112	19	58	109	7	60	80	21	104	39	99
	35%	38%	35%	38%	38%	36%	38%	32%	38%	32%	36%	38%	34%
SOMEWHAT FAVORABLE	101	45	82	10	30	76	2	49	50	16	74	26	74
	25%	23%	26%	21%	20%	25%	13%	26%	24%	23%	25%	25%	26%
SOMEWHAT UNFAVORABLE	20	12	14	4	10	16	1	10	9	4	13	5	14
	5%	6%	4%	9%	6%	5%	6%	5%	4%	7%	4%	5%	5%
STRONGLY UNFAVORABLE	15	6	7	4	4	10	2	8	7	2	9	4	11
	4%	3%	2%	7%	3%	3%	14%	4%	3%	4%	3%	4%	4%
HEARD OF/NO OPINION	65	32	53	9	25	49	2	30	35	10	52	18	45
	16%	16%	17%	17%	16%	16%	12%	16%	17%	15%	18%	17%	16%
NEVER HEARD OF	58	26	51	4	27	45	3	31	27	13	40	11	44
	15%	13%	16%	7%	18%	15%	17%	16%	13%	19%	14%	11%	15%
REFUSED	1	1	1	-	-	1	-	1	-	1	-	1	-
	-	1%	-	-	-	-	-	1%	-	2%	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	7.0	6.7	9.2	3.6	6.4	7.2	2.5	6.1	8.4	5.4	8.1	7.3	6.8

Table 16-7
QUESTION 10:

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.

John Cornyn

BANNER 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NET- NEWS RADIO	NET- NEWS PAPER	NET- NEWS PAPER	NET- WORK NEWS	CABLE NEWS	NEWS RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (FAVORABLE - UNFAVORABLE)	207	74	33	36	28	50	39	26	29	21	19	87	37	63
	52%	51%	47%	59%	51%	54%	50%	43%	56%	54%	42%	50%	64%	52%
TOTAL HEARD OF	341	123	53	53	52	82	60	51	46	36	39	146	52	104
	85%	85%	75%	87%	93%	90%	76%	85%	90%	91%	86%	83%	90%	85%
TOTAL FAVORABLE	241	85	36	42	36	57	46	33	35	24	25	97	42	77
	60%	59%	51%	68%	65%	62%	58%	56%	69%	60%	56%	56%	72%	63%
TOTAL UNFAVORABLE	34	12	3	5	8	8	7	8	6	2	6	10	5	14
	9%	8%	5%	9%	14%	8%	9%	13%	13%	6%	13%	6%	8%	11%
STRONGLY FAVORABLE	140	49	15	28	21	28	26	23	22	14	13	59	18	51
	35%	34%	21%	45%	38%	30%	33%	38%	44%	35%	28%	34%	31%	42%
SOMEWHAT FAVORABLE	101	36	21	14	15	30	20	10	13	10	12	39	24	26
	25%	25%	30%	23%	26%	32%	26%	17%	25%	25%	27%	22%	41%	22%
SOMEWHAT UNFAVORABLE	20	4	2	4	6	4	6	3	3	1	4	6	2	6
	5%	3%	3%	7%	10%	4%	7%	5%	6%	3%	10%	4%	4%	5%
STRONGLY UNFAVORABLE	15	7	1	1	2	4	1	5	3	1	2	4	2	7
	4%	5%	1%	2%	4%	4%	1%	8%	6%	3%	4%	2%	4%	6%
HEARD OF/NO OPINION	65	26	13	6	8	17	7	10	4	10	8	39	6	13
	16%	18%	19%	10%	15%	19%	9%	17%	8%	26%	17%	22%	10%	11%
NEVER HEARD OF	58	21	18	7	4	10	18	9	5	3	6	28	6	18
	15%	15%	25%	11%	7%	10%	23%	15%	10%	9%	14%	16%	10%	15%
REFUSED	1	-	-	1	-	-	1	-	-	-	-	1	-	-
	-	-	-	2%	-	-	1%	-	-	-	-	1%	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	7.0	7.4	11.4	7.7	4.7	7.5	6.7	4.3	5.5	10.1	4.2	9.7	9.0	5.6

Table 17-1
 QUESTION 11:
 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.

Kay Bailey Hutchison

BANNER 1

	CORE																						
	PARTY ID				PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOU- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	309	212	72	285	23	129	55	164	51	86	23	57	43	49	147	162	91	57	78	82	89	233	58
	77%	82%	76%	80%	64%	80%	82%	80%	90%	82%	71%	60%	89%	76%	71%	84%	76%	68%	82%	82%	85%	79%	74%
TOTAL HEARD OF	395	256	95	351	36	157	64	204	57	103	32	93	48	62	207	188	117	83	95	98	105	292	77
	99%	98%	100%	99%	100%	98%	97%	99%	100%	98%	100%	99%	100%	97%	100%	98%	98%	100%	100%	98%	100%	99%	99%
TOTAL FAVORABLE	346	232	82	314	28	141	58	182	53	94	27	73	45	56	173	174	101	70	85	88	95	260	65
	87%	89%	86%	88%	77%	88%	88%	88%	92%	90%	83%	78%	93%	87%	83%	90%	84%	84%	90%	88%	91%	88%	83%
TOTAL UNFAVORABLE	37	19	10	29	5	13	3	18	1	8	4	16	2	7	26	12	11	13	7	6	6	27	7
	9%	7%	10%	8%	13%	8%	5%	9%	2%	7%	12%	17%	4%	10%	12%	6%	9%	16%	8%	6%	6%	9%	9%
STRONGLY FAVORABLE	233	168	47	214	15	105	49	130	27	66	21	49	30	40	113	120	58	45	61	68	66	179	42
	58%	64%	49%	60%	41%	65%	74%	63%	47%	63%	67%	52%	62%	62%	54%	63%	48%	54%	64%	68%	63%	61%	54%
SOMEWHAT FAVORABLE	113	64	35	100	13	37	9	52	26	28	5	24	15	16	60	53	44	25	24	19	30	81	23
	28%	25%	37%	28%	36%	23%	13%	25%	45%	27%	16%	26%	31%	24%	29%	28%	37%	30%	26%	19%	28%	27%	29%
SOMEWHAT UNFAVORABLE	22	13	4	16	3	9	1	12	-	4	2	12	2	2	14	8	7	8	4	3	3	17	5
	6%	5%	4%	5%	9%	5%	2%	6%	-	4%	7%	12%	4%	3%	7%	4%	6%	10%	4%	3%	3%	6%	6%
STRONGLY UNFAVORABLE	15	7	6	13	1	4	2	6	1	3	1	5	-	5	12	3	4	5	3	3	3	11	3
	4%	3%	6%	4%	4%	3%	4%	3%	2%	3%	4%	5%	-	7%	6%	2%	3%	6%	4%	3%	3%	4%	3%
HEARD OF/NO OPINION	11	4	3	8	4	3	3	4	3	1	2	4	2	-	9	2	5	-	2	4	3	5	5
	3%	2%	3%	2%	10%	2%	4%	2%	6%	1%	5%	4%	4%	-	4%	1%	4%	-	2%	4%	3%	2%	6%
NEVER HEARD OF	4	3	-	3	-	2	2	1	-	2	-	1	-	1	1	3	2	-	-	2	-	2	1
	1%	1%	-	1%	-	1%	3%	1%	-	2%	-	1%	-	1%	-	2%	1%	-	-	2%	-	1%	1%
REFUSED	1	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-
	-	-	-	-	-	1%	-	1%	-	-	-	-	-	2%	-	1%	1%	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	9.3	11.9	8.3	10.7	5.8	11.0	16.7	10.1	45.4	12.4	7.0	4.5	26.4	8.3	6.7	14.9	9.5	5.3	11.7	14.1	14.7	9.5	9.0
FAV HUTCHISON/UNFAV PERRY	111	66	29	95	12	40	10	54	18	28	7	32	9	18	54	57	38	30	23	20	32	81	25
	28%	25%	31%	27%	32%	25%	15%	26%	32%	26%	20%	34%	18%	28%	26%	30%	32%	36%	25%	20%	31%	27%	32%
FAV HUTCHISON/VOTE MCCAIN	165	104	43	147	16	48	31	67	28	46	8	32	28	23	76	89	43	35	38	48	49	100	50
	41%	40%	46%	41%	44%	30%	47%	33%	49%	44%	26%	34%	58%	35%	37%	46%	36%	42%	40%	48%	47%	34%	64%

Table 17-2

QUESTION 11:

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.

Kay Bailey Hutchison

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION				
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/LIB MEN	MOD/LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%	
**D/S (FAVORABLE - UNFAVORABLE)	291	39	26	73	45	27	80	106	127	32	26	90	110	38	33	95	104	34	36	58	79	154	
	78%	71%	66%	73%	82%	75%	90%	69%	89%	78%	70%	77%	85%	70%	85%	78%	84%	70%	84%	83%	77%	76%	
TOTAL HEARD OF	370	55	39	100	53	36	86	152	140	40	37	117	124	54	38	119	121	49	43	68	102	200	
	99%	100%	100%	100%	96%	100%	98%	100%	98%	100%	97%	100%	97%	100%	100%	98%	98%	100%	100%	97%	100%	99%	
TOTAL FAVORABLE	326	46	32	84	49	32	83	127	133	34	31	102	117	45	35	107	111	40	40	62	90	174	
	87%	84%	83%	84%	88%	87%	93%	84%	93%	85%	82%	87%	91%	83%	91%	88%	90%	81%	92%	89%	88%	86%	
TOTAL UNFAVORABLE	35	7	7	11	3	5	3	21	6	3	5	12	7	7	2	12	7	6	3	4	11	20	
	9%	12%	17%	11%	6%	13%	3%	14%	4%	7%	12%	11%	6%	13%	6%	10%	6%	12%	8%	6%	11%	10%	
STRONGLY FAVORABLE	222	25	19	61	30	22	64	83	96	22	21	74	86	24	21	70	89	20	25	44	59	118	
	59%	46%	48%	61%	55%	62%	72%	54%	67%	54%	55%	63%	67%	44%	55%	58%	72%	41%	57%	64%	58%	58%	
SOMEWHAT FAVORABLE	104	21	13	23	18	9	19	44	37	13	10	29	31	21	14	37	22	20	15	18	30	56	
	28%	38%	35%	23%	33%	26%	21%	29%	26%	31%	27%	24%	24%	39%	36%	30%	18%	41%	35%	25%	30%	28%	
SOMEWHAT UNFAVORABLE	21	5	5	5	2	2	3	12	5	2	2	7	6	4	-	9	4	2	2	2	8	11	
	6%	9%	12%	5%	4%	6%	3%	8%	3%	6%	6%	6%	5%	7%	-	7%	3%	3%	5%	3%	8%	5%	
STRONGLY UNFAVORABLE	14	2	2	6	1	2	-	10	1	-	2	6	1	3	2	3	4	4	1	2	3	9	
	4%	4%	5%	6%	2%	6%	-	6%	1%	1%	6%	5%	1%	6%	6%	2%	3%	9%	3%	2%	3%	4%	
HEARD OF/NO OPINION	9	2	-	5	1	-	1	4	1	4	1	3	-	2	1	-	3	3	-	2	1	7	
	3%	4%	-	5%	2%	-	1%	2%	1%	9%	3%	2%	-	4%	3%	-	2%	7%	-	3%	1%	3%	
NEVER HEARD OF	3	-	-	-	1	-	2	-	2	-	1	-	3	-	-	1	2	-	-	2	-	1	
	1%	-	-	-	2%	-	2%	-	2%	-	3%	-	3%	-	-	1%	2%	-	-	3%	-	1%	
REFUSED	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	
	-	-	-	-	2%	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	-	-	-	1%	
**RATIO (FAVORABLE / UNFAVORABLE)	9.4	6.7	4.9	7.8	15.0	7.0	30.4	5.9	22.4	12.7	6.8	8.3	16.5	6.4	15.6	8.9	14.9	6.9	11.7	15.8	8.2	8.8	
FAV HUTCHISON/UNFAV PERRY	107	14	13	25	23	15	17	40	41	12	13	30	34	13	15	39	25	18	10	18	36	53	
	29%	26%	33%	25%	41%	41%	19%	26%	29%	30%	35%	26%	26%	25%	39%	32%	21%	37%	23%	25%	36%	26%	
FAV HUTCHISON/VOTE MCCAIN	150	18	12	39	20	20	41	43	57	26	24	41	53	19	22	41	53	24	18	25	35	91	
	40%	32%	31%	39%	37%	56%	46%	28%	40%	64%	64%	35%	41%	36%	58%	34%	43%	48%	41%	36%	34%	45%	

Table 17-3
 QUESTION 11:
 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.

Kay Bailey Hutchison

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
**D/S (FAVORABLE - UNFAVORABLE)	309	64	74	73	81	60	98	87	182	57	49	283	26	146	164	116	136	261	39	123
TOTAL HEARD OF	395	84	109	85	91	76	124	116	228	81	56	360	35	165	186	177	159	307	78	133
TOTAL FAVORABLE	346	73	89	79	85	67	109	101	202	67	52	317	30	153	174	142	146	281	56	127
TOTAL UNFAVORABLE	37	9	16	6	4	7	11	13	20	11	3	34	4	8	10	27	9	20	17	4
STRONGLY FAVORABLE	233	48	57	56	61	43	78	67	145	40	32	215	18	108	126	86	90	195	33	91
SOMEWHAT FAVORABLE	113	25	32	23	24	24	31	33	57	27	20	102	12	46	48	56	56	86	23	36
SOMEWHAT UNFAVORABLE	22	5	9	5	2	4	7	8	13	7	2	21	1	5	5	16	7	15	7	3
STRONGLY UNFAVORABLE	15	4	7	1	2	3	4	6	7	4	1	12	3	3	4	11	2	5	10	1
HEARD OF/NO OPINION	11	3	4	-	2	2	4	2	5	3	1	10	1	4	2	8	4	6	5	1
NEVER HEARD OF	4	-	-	2	1	1	2	-	2	-	1	4	-	2	-	2	-	1	2	-
REFUSED	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	9.3	8.5	5.7	12.5	20.3	9.2	9.8	7.6	10.0	6.3	18.9	9.4	7.9	20.3	18.1	5.4	15.9	14.0	3.2	29.6
FAV HUTCHISON/UNFAV PERRY	111	28	24	26	29	18	39	35	68	24	15	98	13	43	46	56	46	77	29	28
FAV HUTCHISON/VOTE MCCAIN	165	23	46	37	45	31	39	58	80	36	31	153	12	153	90	64	69	127	35	127

Table 17-4

QUESTION 11:

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.

Kay Bailey Hutchison

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE				HUCKABEE IMAGE		
	TOTAL	EARLY	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
	100%	42%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%	
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
**D/S (FAVORABLE - UNFAVORABLE)	309	133	173	92	58	43	66	52	39	163	261	43	70	124	240	39
TOTAL HEARD OF	395	165	224	104	90	52	73	65	57	184	298	89	89	156	298	61
TOTAL FAVORABLE	346	147	195	98	73	46	68	56	48	171	275	65	78	138	266	48
TOTAL UNFAVORABLE	37	14	22	5	15	3	2	5	9	8	14	22	8	15	26	8
STRONGLY FAVORABLE	233	99	129	80	41	30	47	35	30	107	191	38	47	89	179	32
SOMEWHAT FAVORABLE	113	47	65	17	32	16	22	22	18	64	84	26	31	49	87	16
SOMEWHAT UNFAVORABLE	22	5	16	2	10	2	1	2	6	5	9	12	6	12	18	4
STRONGLY UNFAVORABLE	15	9	6	3	5	1	1	2	3	3	5	10	2	2	9	5
HEARD OF/NO OPINION	11	4	7	1	2	3	2	4	-	5	8	2	3	2	5	5
NEVER HEARD OF	4	1	3	1	-	-	1	-	1	2	3	1	-	3	3	-
REFUSED	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	9.3	10.4	8.9	18.1	4.8	15.9	28.9	12.5	5.4	21.7	19.1	3.0	10.0	9.4	10.1	5.8
FAV HUTCHISON/UNFAV PERRY	111	34	76	21	31	19	23	21	11	48	78	32	78	45	82	15
FAV HUTCHISON/VOTE MCCAIN	165	78	86	37	24	30	28	26	23	64	153	7	42	80	100	38

Table 17-5

QUESTION 11:

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.

Kay Bailey Hutchison

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE	
	TOTAL	PROB/ LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/ IRAQ	RIGHT	WRONG	WT	WT RD	ILLEG	MORAL	ILLEG	PROP		
	MCCAIN	MCCAIN	HUCK- ABEE	MCCAIN	IENCE	CHANCE		DIR	TRACK	GOPERS	CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC
BASE=GOP PRIMARY VOTERS IN Q.2	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	309	62	157	127	33	31	26	219	80	76	26	142	40	28	57	54	49
	77%	89%	88%	78%	98%	93%	84%	88%	59%	65%	80%	80%	73%	73%	68%	70%	88%
TOTAL HEARD OF	395	69	177	163	34	33	30	244	135	117	32	177	54	37	84	78	55
	99%	99%	99%	100%	100%	100%	96%	98%	100%	100%	100%	99%	98%	97%	100%	100%	100%
TOTAL FAVORABLE	346	66	165	143	33	32	27	228	105	94	29	157	45	32	70	65	52
	87%	94%	92%	87%	98%	97%	88%	92%	78%	81%	90%	88%	83%	82%	83%	83%	93%
TOTAL UNFAVORABLE	37	4	8	16	-	1	1	9	26	19	3	15	5	3	13	11	3
	9%	5%	4%	10%	-	3%	5%	4%	19%	16%	10%	8%	10%	9%	16%	14%	5%
STRONGLY FAVORABLE	233	40	114	95	27	22	18	162	62	56	19	109	36	20	44	42	38
	58%	57%	64%	58%	80%	67%	57%	66%	46%	48%	58%	61%	65%	53%	53%	54%	69%
SOMEWHAT FAVORABLE	113	26	51	48	6	10	10	66	44	39	10	48	10	11	26	23	14
	28%	37%	29%	29%	18%	29%	31%	27%	32%	33%	32%	27%	18%	30%	31%	30%	24%
SOMEWHAT UNFAVORABLE	22	1	5	10	-	-	-	6	14	9	1	9	3	2	10	3	1
	6%	2%	3%	6%	-	-	1%	2%	11%	7%	4%	5%	6%	6%	12%	4%	2%
STRONGLY UNFAVORABLE	15	2	3	6	-	1	1	4	11	10	2	6	2	1	3	8	2
	4%	3%	2%	3%	-	3%	3%	1%	8%	9%	6%	3%	4%	3%	4%	10%	3%
HEARD OF/NO OPINION	11	-	4	5	1	-	1	6	4	4	-	5	3	2	1	2	1
	3%	-	2%	3%	2%	-	3%	3%	3%	3%	-	3%	6%	5%	1%	3%	2%
NEVER HEARD OF	4	1	2	-	-	-	1	4	-	-	-	1	1	-	-	-	-
	1%	1%	1%	-	-	-	4%	2%	-	-	-	1%	2%	-	-	-	-
REFUSED	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	9.3	18.7	20.8	8.9	-	28.3	19.2	24.5	4.1	5.1	9.2	10.5	8.6	9.1	5.3	6.2	18.5
FAV HUTCHISON/UNFAV PERRY	111	22	47	48	7	8	8	49	57	50	14	51	16	8	27	18	21
	28%	32%	26%	30%	22%	25%	28%	20%	42%	43%	42%	28%	29%	21%	32%	23%	39%
FAV HUTCHISON/VOTE MCCAIN	165	66	165	-	33	32	27	112	47	42	14	72	29	8	33	33	27
	41%	94%	92%	-	98%	97%	88%	45%	35%	36%	43%	40%	52%	20%	39%	43%	48%

Table 17-6

QUESTION 11:

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.

Kay Bailey Hutchison

BANNER 6

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	309	164	269	27	128	245	7	145	161	52	226	75	230
	77%	84%	84%	54%	84%	80%	42%	76%	78%	77%	78%	72%	80%
TOTAL HEARD OF	395	194	315	49	152	301	17	187	205	66	288	102	283
	99%	99%	98%	100%	99%	99%	100%	99%	99%	97%	99%	99%	99%
TOTAL FAVORABLE	346	176	287	37	138	269	12	164	180	58	253	88	252
	87%	90%	90%	75%	90%	88%	71%	86%	87%	86%	87%	85%	88%
TOTAL UNFAVORABLE	37	12	19	10	9	24	5	19	18	6	27	13	22
	9%	6%	6%	21%	6%	8%	29%	10%	9%	8%	9%	13%	8%
STRONGLY FAVORABLE	233	111	197	22	95	189	4	115	115	41	170	55	172
	58%	57%	62%	44%	62%	62%	26%	61%	55%	61%	58%	53%	60%
SOMEWHAT FAVORABLE	113	65	90	15	43	80	8	49	65	17	83	33	80
	28%	33%	28%	31%	28%	26%	45%	26%	31%	25%	29%	32%	28%
SOMEWHAT UNFAVORABLE	22	8	11	7	5	16	2	14	9	5	16	9	11
	6%	4%	3%	14%	4%	5%	13%	7%	4%	8%	5%	8%	4%
STRONGLY UNFAVORABLE	15	4	7	4	4	8	3	5	10	-	11	5	10
	4%	2%	2%	7%	3%	3%	16%	3%	5%	1%	4%	5%	4%
HEARD OF/NO OPINION	11	5	9	2	5	9	-	4	7	2	8	1	10
	3%	3%	3%	4%	3%	3%	-	2%	3%	3%	3%	1%	4%
NEVER HEARD OF	4	1	4	-	1	3	-	1	3	1	3	-	4
	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%
REFUSED	1	1	1	-	-	1	-	1	-	1	-	1	-
	-	1%	-	-	-	-	-	1%	-	2%	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	9.3	14.4	15.4	3.6	14.7	11.2	2.5	8.6	9.8	10.1	9.3	6.7	11.6
FAV HUTCHISON/UNFAV PERRY	111	62	91	13	43	80	3	52	57	23	77	32	76
	28%	32%	28%	27%	28%	26%	19%	28%	28%	34%	27%	31%	27%
FAV HUTCHISON/VOTE MCCAIN	165	80	138	20	59	128	5	71	92	32	114	39	126
	41%	41%	43%	40%	38%	42%	27%	37%	44%	47%	39%	37%	44%

Table 17-7

QUESTION 11:

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.

Kay Bailey Hutchison

BANNER 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NET- NEWS- RADIO	NET- NEWS- PAPER	NET- WORK NEWS	NET- CABLE NEWS	NET- NEWS- RADIO	NET- NEWS- PAPER	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (FAVORABLE - UNFAVORABLE)	309	118	62	40	47	74	64	46	34	31	38	145	47	78
	77%	82%	88%	66%	84%	80%	81%	76%	67%	77%	83%	83%	82%	64%
TOTAL HEARD OF	395	143	69	60	55	90	78	59	51	40	46	174	58	118
	99%	99%	98%	98%	100%	98%	99%	99%	100%	100%	100%	99%	100%	97%
TOTAL FAVORABLE	346	128	65	49	50	81	70	52	42	34	41	157	52	96
	87%	89%	92%	80%	91%	88%	88%	87%	83%	86%	91%	90%	90%	79%
TOTAL UNFAVORABLE	37	10	3	9	4	8	6	7	8	3	3	12	5	17
	9%	7%	5%	14%	7%	8%	7%	11%	15%	9%	7%	7%	8%	14%
STRONGLY FAVORABLE	233	98	40	24	32	64	51	30	28	21	28	109	35	62
	58%	68%	57%	39%	58%	70%	65%	50%	54%	52%	60%	62%	60%	51%
SOMEWHAT FAVORABLE	113	30	25	25	18	17	18	22	15	13	14	49	17	34
	28%	21%	36%	41%	33%	19%	23%	37%	29%	33%	30%	28%	30%	28%
SOMEWHAT UNFAVORABLE	22	7	3	3	3	6	3	3	6	-	1	5	3	12
	6%	5%	5%	6%	6%	6%	4%	6%	11%	-	2%	3%	6%	10%
STRONGLY UNFAVORABLE	15	3	-	5	-	2	3	3	2	3	2	7	1	5
	4%	2%	-	9%	1%	2%	3%	5%	4%	9%	5%	4%	2%	4%
HEARD OF/NO OPINION	11	5	1	2	1	1	2	1	1	2	1	5	1	4
	3%	4%	2%	4%	2%	1%	3%	1%	2%	6%	2%	3%	2%	4%
NEVER HEARD OF	4	1	1	-	-	2	-	1	-	-	-	-	-	4
	1%	1%	2%	-	-	2%	-	1%	-	-	-	-	-	3%
REFUSED	1	-	-	1	-	-	1	-	-	-	-	1	-	-
	-	-	-	2%	-	-	1%	-	-	-	-	1%	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	9.3	13.1	20.3	5.6	13.6	10.8	12.1	8.0	5.4	9.9	12.7	13.1	11.4	5.5
FAV HUTCHISON/UNFAV PERRY	111	36	19	22	21	23	17	22	13	13	14	49	18	29
	28%	25%	27%	37%	38%	25%	21%	37%	26%	33%	32%	28%	32%	24%
FAV HUTCHISON/VOTE MCCAIN	165	60	32	17	33	38	38	26	16	14	15	77	24	50
	41%	41%	45%	28%	60%	42%	49%	44%	32%	36%	33%	44%	41%	41%

Table 21-1

QUESTION 15:

And, thinking about the REPUBLICAN PRIMARY election for President, if the election were being held today, for whom would you vote... John McCain, Mike Huckabee, or Ron Paul?

BANNER 1

	CORE PRIMARY VOTERS																						REGION				GENDER		AGE				WHITE IDEOLOGY		
	PARTY ID					CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY														
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOU-S-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB												
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78												
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%												
TOTAL MCCAIN	179	109	49	157	19	48	33	70	30	51	11	35	29	24	85	94	50	37	40	50	52	105	57												
	45%	42%	51%	44%	51%	30%	49%	34%	53%	48%	35%	37%	60%	37%	41%	49%	42%	45%	42%	50%	50%	36%	73%												
TOTAL HUCKABEE	163	122	32	153	7	91	27	111	21	39	17	39	12	34	93	70	52	31	45	35	40	144	13												
	41%	47%	33%	43%	19%	57%	41%	54%	38%	38%	54%	42%	25%	53%	45%	36%	44%	38%	47%	35%	38%	49%	17%												
TOTAL PAUL	26	8	9	17	7	6	-	14	3	4	4	11	2	2	17	9	8	8	5	5	6	20	6												
	6%	3%	10%	5%	20%	4%	-	7%	6%	4%	11%	11%	4%	3%	8%	5%	6%	9%	6%	5%	6%	7%	7%												
DEFINITELY MCCAIN	109	65	28	93	15	28	23	40	17	28	7	22	20	16	53	56	24	19	29	35	31	61	36												
	27%	25%	30%	26%	40%	17%	34%	20%	29%	27%	20%	23%	42%	24%	26%	29%	20%	23%	31%	35%	30%	21%	46%												
PROBABLY MCCAIN	64	40	18	58	4	19	10	28	12	19	5	11	8	8	30	34	23	15	11	15	18	41	19												
	16%	15%	19%	16%	11%	12%	15%	13%	21%	18%	14%	12%	17%	13%	14%	18%	19%	19%	11%	15%	18%	14%	25%												
LEAN MCCAIN	6	3	3	6	-	1	-	2	1	3	-	1	-	-	1	4	3	2	-	-	2	3	2												
	1%	1%	3%	2%	-	1%	-	1%	2%	3%	-	1%	1%	-	1%	2%	3%	3%	-	-	2%	1%	3%												
DEFINITELY HUCKABEE	103	80	15	95	6	58	18	74	15	26	12	23	6	21	62	41	39	18	24	22	22	91	8												
	26%	31%	16%	27%	16%	36%	27%	36%	26%	25%	37%	25%	12%	33%	30%	21%	32%	21%	26%	22%	21%	31%	11%												
PROBABLY HUCKABEE	53	37	14	52	1	29	7	33	7	13	4	12	5	12	29	24	12	11	20	10	15	47	5												
	13%	14%	15%	15%	2%	18%	10%	16%	12%	13%	14%	12%	11%	18%	14%	12%	10%	13%	21%	10%	14%	16%	6%												
LEAN HUCKABEE	7	4	2	6	-	4	2	4	-	-	1	5	1	1	2	5	2	2	-	3	2	6	-												
	2%	2%	2%	2%	-	3%	3%	2%	-	-	3%	5%	2%	1%	1%	3%	1%	3%	-	3%	2%	2%	-												
DEFINITELY PAUL	12	1	5	6	6	-	-	4	2	3	2	2	1	1	9	3	3	3	3	2	3	7	5												
	3%	-	5%	2%	16%	-	-	2%	4%	3%	7%	3%	2%	2%	4%	2%	3%	4%	4%	2%	3%	2%	6%												
PROBABLY PAUL	14	7	4	11	2	6	-	9	1	1	1	8	1	1	8	6	5	4	2	3	3	12	1												
	3%	3%	4%	3%	4%	4%	-	4%	2%	1%	4%	9%	2%	2%	4%	3%	4%	5%	2%	3%	3%	4%	2%												
UNDECIDED/DON'T KNOW	19	11	4	16	4	10	2	7	2	6	-	5	4	2	6	13	6	4	5	4	1	16	2												
	5%	4%	5%	4%	11%	7%	3%	3%	4%	6%	-	5%	8%	4%	3%	7%	5%	5%	5%	4%	1%	5%	3%												
MITT ROMNEY	5	5	-	5	-	2	2	2	-	2	-	1	2	-	4	1	1	2	-	2	2	4	-												
	1%	2%	-	1%	-	1%	3%	1%	-	2%	-	1%	4%	-	2%	1%	1%	2%	-	2%	2%	1%	-												
OTHER	2	1	1	2	-	1	-	1	-	1	-	1	-	-	1	1	1	-	-	1	1	2	-												
	1%	-	1%	1%	-	1%	-	1%	-	1%	-	1%	-	-	1%	1%	1%	-	-	1%	1%	1%	-												
REFUSED	5	5	-	5	-	2	2	1	-	1	-	2	-	2	2	3	2	1	-	2	2	5	-												
	1%	2%	-	1%	-	1%	3%	1%	-	1%	-	2%	-	3%	1%	2%	2%	1%	-	2%	2%	2%	-												
VOTE MCCAIN/ FAV CU'S	136	83	36	119	15	39	23	52	23	35	10	28	22	19	70	66	40	29	34	32	37	83	41												
	34%	32%	38%	34%	41%	24%	34%	25%	41%	33%	30%	29%	46%	29%	34%	35%	33%	35%	36%	32%	35%	28%	52%												

Table 21-2
 QUESTION 15:
 And, thinking about the REPUBLICAN PRIMARY election for President, if the election were being held today, for whom would you vote... John McCain, Mike Huckabee, or Ron Paul?

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
TOTAL MCCAIN	162	21	12	42	21	23	43	47	58	28	29	44	55	23	23	43	55	27	19	26	36	101
TOTAL HUCKABEE	158	25	17	48	26	11	31	82	62	7	6	61	58	24	8	60	59	14	17	29	54	74
TOTAL PAUL	26	4	7	6	3	1	4	13	7	4	2	4	3	5	4	7	1	6	3	7	5	14
DEFINITELY MCCAIN	97	11	5	29	9	13	30	28	33	17	19	24	35	14	12	20	38	12	14	13	25	59
PROBABLY MCCAIN	60	9	7	12	12	7	13	18	23	11	9	19	19	8	9	21	17	13	5	13	9	38
LEAN MCCAIN	5	1	-	-	1	2	-	-	2	1	1	1	1	-	2	2	-	2	-	-	1	4
DEFINITELY HUCKABEE	99	18	12	30	19	5	16	55	36	5	4	42	36	12	3	41	37	9	7	22	36	41
PROBABLY HUCKABEE	52	6	5	17	6	5	13	25	22	3	2	18	18	10	4	17	19	5	9	4	16	32
LEAN HUCKABEE	6	1	-	1	1	1	2	2	4	-	-	1	3	1	1	2	2	1	1	2	2	2
DEFINITELY PAUL	12	2	2	5	1	1	1	6	1	2	2	-	1	4	1	1	-	4	1	3	-	8
PROBABLY PAUL	14	2	4	1	2	-	3	7	6	1	-	4	2	1	3	6	1	2	2	4	5	5
UNDECIDED/DON'T KNOW	18	2	2	2	2	2	7	5	11	1	1	3	8	2	2	6	4	1	3	5	6	7
MITT ROMNEY	4	1	1	1	-	-	1	3	1	-	-	3	1	-	-	2	2	-	-	1	-	3
OTHER	2	1	-	-	-	-	1	1	1	-	-	1	-	-	1	1	-	-	1	-	1	1
REFUSED	5	-	-	1	2	-	1	1	3	-	-	1	3	-	-	2	2	-	-	2	-	2
VOTE MCCAIN/ FAV CU'S	123	20	11	32	15	17	29	41	42	22	18	36	41	20	14	37	40	19	15	17	30	77

Table 21-3
 QUESTION 15:
 And, thinking about the REPUBLICAN PRIMARY election for President, if the election were being held today, for whom would you vote... John McCain, Mike Huckabee, or Ron Paul?

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
TOTAL MCCAIN	179	25	50	37	50	34	44	62	87	41	31	167	12	167	95	73	70	133	44	133
-----	45%	29%	46%	42%	54%	44%	35%	54%	38%	50%	54%	46%	34%	100%	51%	41%	44%	43%	55%	100%
TOTAL HUCKABEE	163	50	40	34	34	33	62	43	117	29	11	151	13	-	79	71	72	141	20	-
-----	41%	59%	37%	39%	36%	43%	49%	37%	51%	36%	20%	41%	37%	-	42%	40%	45%	46%	25%	-
TOTAL PAUL	26	6	11	6	3	4	11	8	16	4	4	19	7	-	5	18	8	13	11	-
-----	6%	7%	10%	7%	3%	5%	8%	7%	7%	6%	7%	5%	19%	-	3%	10%	5%	4%	14%	-
DEFINITELY MCCAIN	109	16	29	22	30	20	23	41	55	19	20	103	6	103	60	42	43	82	25	82
	27%	19%	27%	25%	32%	27%	18%	35%	24%	23%	36%	28%	16%	62%	32%	24%	27%	27%	31%	62%
PROBABLY MCCAIN	64	9	20	14	18	12	19	20	31	19	9	59	5	59	32	28	25	46	18	46
	16%	11%	18%	16%	19%	16%	15%	18%	13%	24%	16%	16%	15%	35%	17%	16%	16%	15%	22%	35%
LEAN MCCAIN	6	-	1	1	2	1	3	1	1	2	1	5	1	5	4	2	1	5	1	5
	1%	-	1%	1%	2%	1%	2%	1%	-	3%	3%	1%	3%	3%	2%	1%	1%	2%	1%	4%
DEFINITELY HUCKABEE	103	37	22	21	19	24	40	23	80	13	7	95	7	-	48	47	44	89	13	-
	26%	44%	20%	24%	20%	31%	31%	20%	34%	16%	12%	26%	21%	-	26%	26%	27%	29%	16%	-
PROBABLY HUCKABEE	53	11	17	10	14	8	20	18	35	14	4	48	5	-	30	19	24	45	7	-
	13%	13%	16%	11%	15%	10%	16%	15%	15%	17%	6%	13%	15%	-	16%	11%	15%	15%	8%	-
LEAN HUCKABEE	7	1	1	3	1	1	2	2	3	2	1	7	-	-	1	4	4	6	1	-
	2%	1%	1%	3%	1%	2%	2%	2%	1%	3%	1%	2%	-	-	1%	2%	3%	2%	1%	-
DEFINITELY PAUL	12	2	6	1	2	1	6	5	5	3	2	6	6	-	2	10	4	4	8	-
	3%	3%	6%	1%	2%	2%	5%	4%	2%	4%	4%	2%	16%	-	1%	6%	3%	1%	9%	-
PROBABLY PAUL	14	4	4	5	1	3	4	3	10	1	2	12	1	-	3	8	4	9	4	-
	3%	4%	4%	5%	1%	3%	4%	3%	5%	1%	4%	3%	3%	-	2%	5%	3%	3%	5%	-
UNDECIDED/DON'T KNOW	19	3	3	8	4	4	6	2	7	5	6	16	3	-	5	11	9	15	2	-
	5%	4%	3%	9%	4%	5%	5%	2%	3%	6%	11%	4%	10%	-	3%	6%	5%	5%	3%	-
MITT ROMNEY	5	1	2	-	1	1	3	-	2	1	1	5	-	-	2	3	-	5	-	-
	1%	1%	2%	-	1%	2%	2%	-	1%	1%	2%	1%	-	-	1%	2%	-	2%	-	-
OTHER	2	-	1	1	-	-	-	1	1	-	1	2	-	-	-	1	-	-	1	-
	1%	-	1%	1%	-	-	-	1%	-	-	2%	1%	-	-	-	1%	-	-	1%	-
REFUSED	5	-	1	2	1	1	1	-	1	1	2	5	-	-	-	2	1	2	1	-
	1%	-	1%	3%	1%	2%	1%	-	-	1%	4%	1%	-	-	-	1%	1%	1%	2%	-
VOTE MCCAIN/ FAV CU'S	136	20	43	26	34	19	40	48	66	31	24	126	10	126	72	57	59	103	33	103
	34%	23%	40%	30%	36%	24%	32%	41%	28%	38%	42%	34%	30%	75%	39%	32%	37%	33%	41%	77%

Table 21-4
 QUESTION 15:
 And, thinking about the REPUBLICAN PRIMARY election for President, if the election were being held today, for whom would you vote... John McCain, Mike Huckabee, or Ron Paul?

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ IMMIG			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	VOTE	ELEC- TION	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
TOTAL MCCAIN	179	82	95	41	24	32	29	29	25	70	167	7	48	86	108	42		
	45%	49%	42%	39%	27%	61%	39%	45%	42%	37%	55%	8%	54%	54%	36%	69%		
TOTAL HUCKABEE	163	59	102	53	49	15	35	29	23	91	102	59	30	45	157	3		
	41%	36%	45%	50%	55%	28%	48%	45%	39%	49%	34%	66%	34%	29%	52%	5%		
TOTAL PAUL	26	6	20	4	8	3	5	5	2	10	14	11	5	13	18	6		
	6%	3%	9%	4%	9%	7%	6%	8%	3%	5%	5%	12%	5%	8%	6%	11%		
DEFINITELY MCCAIN	109	53	55	27	12	18	17	17	13	24	107	1	31	55	65	29		
	27%	32%	24%	26%	14%	35%	23%	27%	22%	13%	36%	1%	35%	35%	22%	48%		
PROBABLY MCCAIN	64	28	35	13	9	13	11	12	12	44	57	3	18	30	40	12		
	16%	17%	16%	12%	11%	24%	15%	18%	20%	24%	19%	3%	20%	19%	13%	20%		
LEAN MCCAIN	6	1	5	1	2	1	1	-	-	1	3	3	-	1	2	-		
	1%	1%	2%	1%	3%	2%	1%	-	-	1%	1%	4%	-	1%	1%	1%		
DEFINITELY HUCKABEE	103	35	66	31	30	11	22	18	13	58	63	38	19	17	100	1		
	26%	21%	29%	29%	33%	20%	29%	28%	21%	31%	21%	43%	22%	10%	33%	2%		
PROBABLY HUCKABEE	53	20	33	20	17	3	12	11	8	30	35	18	9	27	52	2		
	13%	12%	15%	19%	19%	6%	16%	17%	14%	16%	12%	21%	10%	17%	17%	3%		
LEAN HUCKABEE	7	4	3	2	2	1	2	-	2	3	4	2	2	2	5	-		
	2%	3%	1%	2%	3%	2%	3%	-	4%	1%	1%	3%	2%	1%	2%	-		
DEFINITELY PAUL	12	2	10	-	2	1	2	2	1	4	6	6	1	5	7	4		
	3%	1%	4%	-	2%	2%	3%	3%	1%	2%	2%	6%	1%	3%	2%	7%		
PROBABLY PAUL	14	4	10	4	6	2	2	3	1	6	8	6	4	8	11	2		
	3%	2%	4%	4%	6%	4%	3%	4%	2%	3%	3%	6%	4%	5%	3%	3%		
UNDECIDED/DON'T KNOW	19	11	6	4	5	1	4	1	2	9	11	7	3	8	11	6		
	5%	7%	3%	4%	5%	3%	5%	1%	4%	5%	4%	8%	3%	5%	4%	9%		
MITT ROMNEY	5	4	1	2	2	-	1	-	3	2	3	2	1	3	4	1		
	1%	2%	-	2%	2%	-	2%	-	5%	1%	1%	2%	1%	2%	1%	2%		
OTHER	2	1	1	-	-	-	-	1	-	1	1	1	1	1	1	1		
	1%	1%	1%	-	-	-	-	2%	-	1%	-	1%	1%	1%	-	2%		
REFUSED	5	3	2	-	2	1	-	-	4	2	2	2	1	2	2	2		
	1%	2%	1%	-	2%	2%	-	-	7%	1%	1%	2%	1%	1%	1%	3%		
VOTE MCCAIN/ FAV CU'S	136	61	74	32	19	21	26	24	18	56	127	7	36	62	77	37		
	34%	37%	32%	30%	21%	40%	35%	37%	30%	30%	42%	7%	41%	39%	26%	61%		

Table 21-5

QUESTION 15:

And, thinking about the REPUBLICAN PRIMARY election for President, if the election were being held today, for whom would you vote... John McCain, Mike Huckabee, or Ron Paul?

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/	TOTAL	TOTAL	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
		LEAN MCCAIN	MCCAIN	HUCK- ABEE							TEXAS/ RD CNTRY						
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
TOTAL MCCAIN	179 45%	70 100%	179 100%	- -	34 100%	33 100%	31 100%	123 50%	49 37%	43 37%	14 43%	78 44%	33 60%	8 20%	35 42%	36 46%	27 49%
TOTAL HUCKABEE	163 41%	- -	- -	163 100%	- -	- -	- -	95 39%	61 46%	55 48%	15 48%	79 44%	12 22%	27 69%	38 46%	30 38%	17 30%
TOTAL PAUL	26 6%	- -	- -	- -	- -	- -	- -	12 5%	12 9%	7 6%	3 9%	9 5%	5 8%	2 6%	3 4%	7 8%	5 10%
DEFINITELY MCCAIN	109 27%	- -	109 61%	- -	23 67%	16 50%	19 60%	72 29%	33 24%	26 23%	10 32%	49 27%	21 38%	4 12%	16 19%	23 29%	14 25%
PROBABLY MCCAIN	64 16%	64 92%	64 36%	- -	10 30%	16 50%	11 35%	46 19%	15 11%	15 13%	3 11%	26 14%	12 22%	3 8%	19 22%	13 16%	11 21%
LEAN MCCAIN	6 1%	6 8%	6 3%	- -	1 3%	- -	1 5%	5 2%	1 1%	1 1%	- -	4 2%	- -	- -	1 1%	- -	2 4%
DEFINITELY HUCKABEE	103 26%	- -	- -	103 63%	- -	- -	- -	61 25%	40 29%	36 31%	9 29%	41 23%	8 15%	19 50%	30 35%	19 24%	12 21%
PROBABLY HUCKABEE	53 13%	- -	- -	53 33%	- -	- -	- -	34 14%	17 12%	15 13%	5 16%	34 19%	4 7%	6 16%	7 8%	10 13%	4 7%
LEAN HUCKABEE	7 2%	- -	- -	7 5%	- -	- -	- -	- 4%	5 3%	4 3%	1 3%	4 2%	- 3%	1 3%	2 3%	1 1%	1 1%
DEFINITELY PAUL	12 3%	- -	- -	- -	- -	- -	- -	5 2%	6 5%	4 3%	2 6%	2 1%	3 6%	- -	1 1%	4 5%	3 6%
PROBABLY PAUL	14 3%	- -	- -	- -	- -	- -	- -	8 3%	6 4%	3 3%	1 4%	7 4%	1 2%	2 6%	2 3%	2 3%	2 4%
UNDECIDED/DON'T KNOW	19 5%	- -	- -	- -	- -	- -	- -	11 4%	6 5%	6 5%	- -	7 4%	2 3%	1 2%	4 5%	3 3%	3 6%
MITT ROMNEY	5 1%	- -	- -	- -	- -	- -	- -	2 1%	3 2%	3 3%	- -	4 2%	- -	- -	1 1%	1 1%	2 4%
OTHER	2 1%	- -	- -	- -	- -	- -	- -	1 -	1 1%	1 1%	- -	- -	- -	- -	- -	1 1%	1 2%
REFUSED	5 1%	- -	- -	- -	- -	- -	- -	3 1%	1 1%	1 1%	- -	1 1%	3 6%	1 3%	2 2%	1 2%	- -
VOTE MCCAIN/ FAV CU'S	136 34%	53 77%	136 76%	- -	25 73%	26 78%	25 80%	92 37%	39 29%	33 28%	12 36%	57 32%	26 48%	6 17%	30 36%	24 31%	21 39%

Table 21-6

QUESTION 15:

And, thinking about the REPUBLICAN PRIMARY election for President, if the election were being held today, for whom would you vote... John McCain, Mike Huckabee, or Ron Paul?

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
TOTAL MCCAIN -----	179 45%	85 43%	149 47%	23 46%	62 40%	136 45%	5 29%	77 41%	100 48%	35 52%	124 43%	43 42%	135 47%
TOTAL HUCKABEE -----	163 41%	81 41%	130 41%	18 36%	70 45%	123 40%	9 51%	83 44%	81 39%	21 31%	129 44%	43 42%	113 39%
TOTAL PAUL -----	26 6%	14 7%	18 6%	4 9%	13 9%	22 7%	1 7%	14 8%	10 5%	7 10%	15 5%	4 4%	20 7%
DEFINITELY MCCAIN	109 27%	46 24%	90 28%	15 29%	30 20%	83 27%	2 12%	49 26%	58 28%	20 30%	75 26%	27 26%	81 28%
PROBABLY MCCAIN	64 16%	38 19%	56 18%	6 12%	28 18%	49 16%	3 17%	26 14%	38 18%	12 18%	46 16%	13 13%	51 18%
LEAN MCCAIN	6 1%	1 1%	3 1%	3 5%	4 2%	5 2%	- -	2 1%	4 2%	2 3%	2 1%	3 3%	3 1%
DEFINITELY HUCKABEE	103 26%	49 25%	79 25%	10 21%	37 24%	74 24%	8 44%	53 28%	50 24%	15 23%	80 27%	27 26%	70 24%
PROBABLY HUCKABEE	53 13%	28 14%	46 14%	7 13%	29 19%	44 15%	1 7%	25 13%	29 14%	6 8%	43 15%	15 15%	38 13%
LEAN HUCKABEE	7 2%	4 2%	6 2%	1 2%	4 3%	5 2%	- -	5 3%	2 1%	- -	6 2%	1 1%	5 2%
DEFINITELY PAUL	12 3%	8 4%	9 3%	2 4%	7 4%	12 4%	- -	7 4%	4 2%	3 5%	5 2%	1 1%	11 4%
PROBABLY PAUL	14 3%	6 3%	9 3%	2 5%	7 4%	10 3%	1 7%	7 4%	7 3%	4 6%	10 3%	3 3%	9 3%
UNDECIDED/DON'T KNOW	19 5%	10 5%	14 5%	2 3%	7 5%	14 5%	- -	9 5%	11 5%	3 4%	13 5%	8 7%	12 4%
MITT ROMNEY	5 1%	2 1%	3 1%	1 2%	2 1%	4 1%	1 7%	2 1%	3 2%	1 2%	4 1%	2 2%	3 1%
OTHER	2 1%	1 1%	1 -	- -	- -	1 -	- -	1 1%	1 1%	- -	2 1%	- -	2 1%
REFUSED	5 1%	2 1%	4 1%	1 2%	- -	4 1%	1 7%	3 2%	2 1%	1 2%	3 1%	3 3%	2 1%
VOTE MCCAIN/ FAV CU'S	136 34%	68 35%	115 36%	18 36%	62 40%	136 45%	- -	73 39%	61 29%	35 51%	86 30%	33 32%	103 36%

Table 21-7
 QUESTION 15:
 And, thinking about the REPUBLICAN PRIMARY election for President, if the election were being held today, for whom would you vote... John McCain, Mike Huckabee, or Ron Paul?

BANNER 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE						GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NET-		NEWS- CABLE	NEWS- RADIO	NEWS- PAPER	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-		URBAN
		NEWS	WORK NEWS		NEWS- PAPER	WORK NEWS						OTHER	URBAN	
BASE=GOP PRIMARY VOTERS IN Q.2	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
TOTAL MCCAIN	179	63	34	18	34	44	41	27	17	17	16	82	24	57
-----	45%	44%	48%	30%	62%	48%	52%	45%	34%	42%	35%	47%	41%	47%
TOTAL HUCKABEE	163	66	27	30	15	32	27	25	26	19	25	78	23	38
-----	41%	46%	38%	48%	28%	35%	35%	41%	50%	47%	54%	45%	40%	31%
TOTAL PAUL	26	5	3	4	3	4	3	2	3	3	4	3	8	10
-----	6%	3%	5%	7%	6%	5%	4%	4%	5%	8%	9%	2%	14%	8%
DEFINITELY MCCAIN	109	41	18	8	25	28	26	18	9	9	13	48	12	36
	27%	28%	26%	13%	45%	30%	33%	30%	18%	24%	28%	28%	20%	30%
PROBABLY MCCAIN	64	20	16	8	10	16	15	8	7	6	3	31	11	19
	16%	14%	23%	12%	17%	17%	19%	14%	13%	15%	7%	18%	19%	15%
LEAN MCCAIN	6	2	-	3	-	1	-	-	1	1	-	3	1	2
	1%	2%	-	4%	-	1%	-	1%	2%	3%	-	1%	2%	2%
DEFINITELY HUCKABEE	103	44	14	15	9	20	14	15	13	14	16	49	14	24
	26%	31%	20%	24%	17%	22%	18%	25%	26%	37%	36%	28%	24%	19%
PROBABLY HUCKABEE	53	19	11	13	6	9	12	10	12	3	8	25	8	12
	13%	13%	15%	21%	11%	10%	15%	16%	23%	9%	18%	14%	14%	10%
LEAN HUCKABEE	7	2	2	2	-	3	1	-	1	1	-	4	1	2
	2%	2%	3%	3%	-	4%	2%	-	2%	2%	-	2%	2%	2%
DEFINITELY PAUL	12	1	1	2	2	2	3	-	-	2	3	2	4	2
	3%	1%	1%	4%	4%	2%	4%	-	-	5%	7%	1%	8%	2%
PROBABLY PAUL	14	4	2	2	1	2	-	2	3	1	1	1	3	8
	3%	3%	3%	3%	2%	2%	-	4%	5%	3%	2%	1%	6%	6%
UNDECIDED/DON'T KNOW	19	7	4	4	-	10	3	2	3	1	1	7	2	9
	5%	5%	5%	7%	-	11%	3%	4%	6%	3%	2%	4%	4%	8%
MITT ROMNEY	5	2	-	2	1	-	2	2	1	-	-	2	-	3
	1%	2%	-	3%	2%	-	3%	3%	2%	-	-	1%	-	3%
OTHER	2	-	-	1	1	-	1	-	-	-	-	-	1	1
	1%	-	-	2%	2%	-	2%	-	-	-	-	-	2%	1%
REFUSED	5	1	2	2	-	1	1	2	1	-	-	3	-	2
	1%	1%	3%	3%	-	1%	1%	3%	2%	-	-	2%	-	2%
VOTE MCCAIN/ FAV CU'S	136	47	28	17	23	31	28	20	15	16	11	63	16	46
	34%	33%	39%	28%	42%	34%	35%	34%	30%	39%	25%	36%	27%	38%

Table 22-1
 QUESTION 16:
 And, which ONE of the following list best describes the reason you are supporting?

John McCain

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOUS-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	179 100%	109 61%	49 27%	157 88%	19 10%	48 27%	33 18%	70 39%	30 17%	51 28%	11 6%	35 19%	29 16%	24 13%	85 47%	94 53%	50 28%	37 21%	40 22%	50 28%	52 29%	105 59%	57 32%
HAS THE RIGHT EXPERIENCE	34 19%	18 17%	10 20%	28 18%	6 32%	7 14%	3 8%	12 17%	4 13%	9 19%	1 8%	3 10%	8 29%	8 32%	10 12%	23 25%	8 16%	15 39%	5 13%	6 11%	12 23%	18 17%	14 24%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	33 18%	23 22%	6 12%	29 18%	4 20%	13 27%	6 18%	13 18%	3 11%	14 27%	3 25%	10 30%	3 9%	- -	17 20%	16 17%	10 19%	6 15%	7 18%	9 18%	8 16%	22 21%	8 14%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	31 17%	22 20%	7 15%	29 18%	2 10%	9 19%	8 24%	13 19%	4 14%	11 23%	1 12%	5 14%	5 18%	4 15%	17 21%	13 14%	6 13%	7 18%	9 23%	8 17%	10 20%	22 21%	7 13%
SHARES MY VALUES	31 17%	21 19%	8 17%	29 19%	1 7%	10 22%	8 24%	15 22%	9 31%	3 6%	2 20%	3 10%	7 26%	5 21%	20 23%	11 11%	10 21%	4 11%	5 12%	11 23%	6 11%	13 13%	11 18%
SAYS WHAT HE BELIEVES	21 12%	9 8%	8 16%	16 10%	3 19%	3 5%	1 2%	7 10%	3 11%	4 8%	2 22%	5 13%	3 11%	3 14%	7 8%	14 15%	6 12%	3 9%	9 22%	3 6%	7 14%	12 12%	7 13%
CAN BRING ABOUT THE NEEDED CHANGE	8 4%	2 2%	4 9%	7 4%	1 6%	- -	1 4%	2 3%	2 8%	2 4%	- 10%	3 -	- -	- -	3 4%	5 5%	3 7%	- 6%	2 5%	2 5%	1 2%	2 2%	5 8%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	5 3%	4 3%	- -	4 2%	- -	2 4%	1 3%	1 2%	1 4%	1 2%	1 10%	1 3%	- 1%	- -	3 3%	2 2%	2 5%	1 4%	- -	1 2%	1 2%	3 3%	1 2%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	2 1%	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	- -	- 3%	1 -	- -	1 3%	1 1%	1 1%	1 1%	- -	1 3%	- -	1 2%	1 1%	- -
NONE OF THESE	6 4%	4 4%	2 4%	6 4%	- -	1 2%	2 7%	1 1%	1 3%	5 11%	- -	- -	- -	- -	2 3%	4 4%	3 6%	- -	- -	3 7%	3 6%	5 5%	1 2%
ALL OF THESE	8 4%	4 4%	3 7%	8 5%	- 2%	3 7%	3 10%	3 5%	1 4%	- -	- 3%	2 7%	1 5%	3 11%	4 5%	4 4%	- -	2 5%	1 3%	5 10%	1 2%	5 4%	3 6%
DON'T KNOW/REFUSED	1 1%	- -	- -	- -	1 5%	- -	- -	1 1%	- -	- -	- -	- -	- -	- 4%	- -	1 1%	- -	- -	- -	1 2%	1 2%	1 1%	- -

Table 22-2
QUESTION 16:

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

John McCain

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE				GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION					
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	162 100%	21 13%	12 7%	42 26%	21 13%	23 14%	43 27%	47 29%	58 36%	28 18%	29 18%	44 27%	55 34%	23 14%	23 14%	43 27%	55 34%	27 17%	19 12%	26 16%	36 22%	101 62%
HAS THE RIGHT EXPERIENCE	31 19%	2 8%	3 26%	5 12%	4 20%	11 51%	6 14%	5 10%	13 22%	5 17%	9 31%	5 11%	11 20%	2 8%	8 33%	12 27%	4 8%	6 22%	4 19%	4 15%	6 18%	21 21%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	30 19%	6 26%	2 19%	7 16%	4 19%	3 15%	8 20%	10 22%	12 20%	4 15%	4 14%	11 26%	12 22%	2 10%	3 15%	12 27%	12 21%	2 8%	3 18%	6 22%	4 12%	20 20%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	30 18%	4 20%	4 32%	9 22%	1 5%	3 12%	8 19%	14 31%	8 14%	3 11%	4 14%	12 28%	9 16%	4 18%	3 13%	8 17%	13 24%	4 16%	3 15%	5 20%	6 18%	18 18%
SHARES MY VALUES	24 15%	3 15%	2 15%	10 24%	4 21%	- -	4 9%	6 12%	7 13%	9 33%	1 4%	10 22%	6 11%	4 18%	2 10%	4 9%	12 21%	5 19%	1 6%	2 8%	8 22%	14 14%
SAYS WHAT HE BELIEVES	19 12%	1 5%	- -	5 12%	4 20%	3 14%	6 14%	5 10%	7 13%	1 4%	6 21%	2 4%	7 13%	3 14%	4 17%	4 10%	4 8%	3 11%	4 22%	5 20%	3 9%	11 11%
CAN BRING ABOUT THE NEEDED CHANGE	7 4%	2 11%	- -	1 3%	1 5%	- -	2 5%	2 5%	- -	1 4%	3 12%	- -	1 2%	3 15%	1 4%	- -	1 2%	3 12%	1 6%	1 4%	3 9%	2 2%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	4 3%	2 11%	- -	- -	- -	1 5%	1 2%	1 2%	2 4%	1 4%	- -	1 3%	2 4%	- -	- -	2 5%	1 2%	- -	- -	1 4%	1 3%	2 2%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	1 1%	- -	- -	- -	- -	- -	1 3%	- -	1 2%	- -	- -	- -	1 2%	- -	- -	- -	1 2%	- -	- -	- -	1 3%	- -
NONE OF THESE	6 4%	1 5%	- -	1 3%	2 9%	- -	2 5%	1 2%	4 7%	1 4%	- -	1 2%	3 6%	1 5%	1 4%	2 5%	2 4%	1 4%	1 6%	- -	1 3%	5 5%
ALL OF THESE	8 5%	- -	1 8%	3 8%	- -	1 4%	3 6%	2 5%	2 4%	2 8%	1 4%	2 4%	2 4%	3 11%	1 4%	- -	4 7%	2 7%	2 8%	2 6%	- -	6 6%
DON'T KNOW/REFUSED	1 1%	- -	- -	- -	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -

Table 22-3
QUESTION 16:

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

John McCain

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	179	25	50	37	50	34	44	62	87	41	31	167	12	167	95	73	70	133	44	133
HAS THE RIGHT EXPERIENCE	34	5	5	6	16	7	7	11	18	9	4	30	4	30	21	12	13	25	8	25
HAS THE BEST CHANCE TO WIN IN NOVEMBER	33	1	13	9	7	5	7	14	16	10	4	33	-	33	16	14	17	25	7	25
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	31	7	11	5	7	4	10	11	17	7	6	31	-	31	20	10	13	26	5	26
SHARES MY VALUES	31	3	12	6	2	4	7	8	12	5	7	28	3	28	14	13	12	24	6	24
SAYS WHAT HE BELIEVES	21	4	2	4	9	4	4	10	10	4	5	17	4	17	10	10	7	15	6	15
CAN BRING ABOUT THE NEEDED CHANGE	8	2	1	2	1	2	2	1	5	1	1	7	1	7	3	5	2	3	4	3
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	5	-	2	2	-	1	3	-	1	-	2	5	-	5	2	1	-	1	3	1
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	2	-	-	1	-	-	-	1	1	-	-	2	-	2	-	2	-	-	2	-
NONE OF THESE	6	-	2	1	3	1	3	2	1	3	1	6	-	6	5	1	2	5	1	5
ALL OF THESE	8	2	3	-	4	4	-	2	6	1	1	7	1	7	3	5	4	7	1	7
DON'T KNOW/REFUSED	1	-	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-	1

Table 22-4
QUESTION 16:

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

John McCain

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE				HUCKABEE IMAGE			
	TOTAL VOTE	ELEC-TION DAY	TERR/NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY		SMWT FAV	TOTAL FAV	TOTAL UNFAV
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	179 100%	82 46%	95 53%	41 23%	24 14%	32 18%	29 16%	29 16%	25 14%	70 39%	167 93%	7 4%	48 27%	86 48%	108 60%	42 23%
HAS THE RIGHT EXPERIENCE	34 19%	12 14%	21 22%	8 18%	6 23%	6 19%	3 11%	6 22%	2 8%	13 19%	32 19%	1 16%	7 14%	17 19%	24 22%	5 13%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	33 18%	17 20%	15 16%	7 16%	4 16%	7 21%	7 23%	6 20%	7 27%	16 23%	29 18%	2 32%	8 17%	20 24%	23 22%	7 17%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	31 17%	19 23%	12 13%	11 28%	4 18%	2 7%	6 19%	3 10%	6 25%	15 22%	30 18%	1 15%	8 18%	13 15%	19 17%	9 21%
SHARES MY VALUES	31 17%	11 13%	20 21%	3 7%	5 23%	9 28%	2 7%	4 12%	6 23%	10 15%	30 18%	1 16%	9 19%	15 17%	18 17%	5 13%
SAYS WHAT HE BELIEVES	21 12%	10 12%	11 11%	3 7%	1 5%	5 15%	5 16%	2 6%	3 12%	3 5%	18 11%	- 5%	6 13%	11 13%	12 11%	5 13%
CAN BRING ABOUT THE NEEDED CHANGE	8 4%	3 4%	5 5%	2 6%	- -	2 7%	2 8%	3 12%	- -	3 5%	7 4%	1 15%	2 5%	2 3%	2 2%	3 8%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	5 3%	3 3%	2 2%	1 3%	1 4%	- -	- -	2 8%	- -	1 2%	5 3%	- -	2 5%	3 4%	3 3%	- 1%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	2 1%	- -	2 2%	- -	1 5%	- -	- -	1 4%	- -	1 1%	2 1%	- -	1 2%	- -	- -	- -
NONE OF THESE	6 4%	1 1%	5 6%	2 5%	1 5%	1 3%	2 8%	- -	1 5%	4 6%	6 4%	- -	2 4%	1 1%	1 1%	3 8%
ALL OF THESE	8 4%	6 7%	2 3%	4 9%	- 2%	- -	2 8%	2 6%	- -	2 2%	8 5%	- -	1 3%	3 4%	4 4%	3 7%
DON'T KNOW/REFUSED	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 22-5
QUESTION 16:

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

John McCain

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/LEAN MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	179 100%	70 39%	179 100%	-	34 19%	33 18%	31 17%	123 69%	49 28%	43 24%	14 8%	78 44%	33 18%	8 4%	35 20%	36 20%	27 15%
HAS THE RIGHT EXPERIENCE	34 19%	11 16%	34 19%	-	34 100%	-	-	25 21%	8 15%	6 13%	3 20%	13 17%	14 43%	1 9%	7 21%	8 23%	5 17%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	33 18%	16 24%	33 18%	-	-	33 100%	-	27 22%	6 12%	5 11%	1 8%	13 17%	4 13%	2 33%	7 19%	10 28%	2 9%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	31 17%	12 18%	31 17%	-	-	-	31 100%	19 15%	10 20%	10 23%	4 32%	16 20%	1 4%	1 15%	5 15%	7 20%	4 16%
SHARES MY VALUES	31 17%	14 21%	31 17%	-	-	-	-	17 14%	12 24%	12 28%	1 9%	15 19%	7 22%	1 14%	5 14%	2 5%	5 19%
SAYS WHAT HE BELIEVES	21 12%	6 8%	21 12%	-	-	-	-	13 11%	8 16%	5 12%	2 14%	9 12%	4 12%	1 14%	5 13%	4 12%	4 16%
CAN BRING ABOUT THE NEEDED CHANGE	8 4%	2 3%	8 4%	-	-	-	-	6 5%	2 5%	2 6%	1 8%	3 4%	1 4%	1 15%	2 6%	2 7%	-
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	5 3%	1 2%	5 3%	-	-	-	-	3 2%	2 4%	1 3%	1 8%	1 1%	-	-	2 6%	-	-
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	2 1%	1 1%	2 1%	-	-	-	-	1 2%	1 3%	1 3%	-	1 1%	-	-	-	1 3%	-
NONE OF THESE	6 4%	4 6%	6 4%	-	-	-	-	5 4%	-	-	-	4 5%	-	-	1 3%	1 3%	4 15%
ALL OF THESE	8 4%	1 1%	8 4%	-	-	-	-	7 6%	1 2%	1 3%	-	2 2%	1 3%	-	1 3%	-	2 8%
DON'T KNOW/REFUSED	1 1%	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-

Table 22-6
QUESTION 16:

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

John McCain

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	179 100%	85 48%	149 83%	23 13%	62 35%	136 76%	5 3%	77 43%	100 56%	35 20%	124 69%	43 24%	135 75%
HAS THE RIGHT EXPERIENCE	34 19%	14 16%	27 18%	4 19%	12 20%	25 18%	1 27%	16 21%	16 16%	6 17%	28 22%	7 16%	27 20%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	33 18%	18 22%	29 20%	4 16%	12 19%	26 19%	- -	15 19%	18 18%	6 16%	24 19%	8 19%	25 18%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	31 17%	13 16%	26 18%	4 16%	13 20%	25 18%	1 21%	8 10%	23 23%	2 5%	23 19%	7 15%	24 18%
SHARES MY VALUES	31 17%	15 17%	24 16%	6 25%	10 16%	22 16%	2 45%	14 18%	17 17%	10 29%	18 14%	9 21%	22 16%
SAYS WHAT HE BELIEVES	21 12%	7 8%	17 12%	2 9%	4 6%	15 11%	- 8%	11 15%	10 10%	3 10%	15 12%	7 16%	14 10%
CAN BRING ABOUT THE NEEDED CHANGE	8 4%	3 4%	7 5%	1 5%	2 4%	8 6%	- -	5 6%	2 2%	2 7%	3 3%	2 5%	6 4%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	5 3%	4 4%	4 2%	1 5%	4 6%	5 4%	- -	3 4%	2 2%	1 3%	3 2%	2 4%	3 2%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	2 1%	1 1%	1 -	1 5%	1 2%	2 1%	- -	1 2%	1 1%	1 2%	- -	- -	2 1%
NONE OF THESE	6 4%	4 5%	6 4%	- -	1 2%	4 3%	- -	3 4%	3 3%	3 9%	3 3%	1 3%	5 4%
ALL OF THESE	8 4%	5 6%	7 5%	- -	3 5%	6 4%	- -	1 2%	7 7%	1 2%	6 5%	1 2%	7 5%
DON'T KNOW/REFUSED	1 1%	1 1%	1 1%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%

Table 22-7
QUESTION 16:

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

John McCain

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	179 100%	63 35%	34 19%	18 10%	34 19%	44 25%	41 23%	27 15%	17 10%	17 9%	16 9%	82 46%	24 13%	57 32%
HAS THE RIGHT EXPERIENCE	34 19%	12 19%	6 16%	2 10%	6 18%	12 26%	5 12%	6 23%	2 10%	2 9%	2 12%	18 23%	2 9%	11 20%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	33 18%	11 17%	5 14%	5 26%	8 23%	4 10%	11 26%	7 27%	2 12%	4 24%	- -	15 18%	10 43%	8 14%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	31 17%	12 19%	1 2%	6 33%	3 10%	6 14%	7 18%	3 12%	8 49%	3 21%	4 25%	13 15%	1 5%	13 23%
SHARES MY VALUES	31 17%	10 15%	12 34%	3 17%	3 9%	8 18%	6 15%	6 23%	- -	1 5%	2 14%	15 19%	2 10%	11 19%
SAYS WHAT HE BELIEVES	21 12%	6 10%	5 16%	- -	8 23%	8 18%	6 13%	- -	2 10%	2 14%	4 23%	8 10%	- -	9 16%
CAN BRING ABOUT THE NEEDED CHANGE	8 4%	3 5%	3 10%	1 6%	- -	2 5%	- -	1 4%	1 7%	1 7%	1 7%	2 3%	3 14%	1 2%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	5 3%	2 2%	1 3%	- -	1 3%	- 1%	1 3%	1 4%	1 6%	1 7%	- -	4 4%	1 5%	- -
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	2 1%	- -	- -	- -	1 3%	- -	- -	1 2%	- -	1 7%	- -	- -	- -	2 3%
NONE OF THESE	6 4%	3 5%	1 3%	1 6%	1 3%	2 5%	1 3%	- -	1 6%	1 6%	- -	3 4%	2 9%	1 2%
ALL OF THESE	8 4%	3 5%	- 1%	- 2%	2 7%	1 3%	3 8%	1 5%	- -	- -	2 13%	3 4%	1 5%	1 2%
DON'T KNOW/REFUSED	1 1%	1 1%	- -	- -	- -	- -	1 2%	- -	- -	- -	1 6%	- -	- -	- -

Table 23-1
 QUESTION 16S:
 And, which ONE of the following list best describes the reason you are supporting?

Mike Huckabee

BANNER 1

	PARTY ID			CORE PRIMARY VOTERS					REGION					GENDER		AGE				WHITE IDEOLOGY			
	STRG	SOFT	TOTAL	IND	STRG	STRG	RELIG	CEN-	DFW-	EAST	HOUS-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/	
	GOP	GOP	GOP		GOP/	GOP/	CONS	TRAL	METRO-														TON
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	163 100%	122 74%	32 19%	153 94%	7 4%	91 56%	27 17%	111 68%	21 13%	39 24%	17 11%	39 24%	12 7%	34 21%	93 57%	70 43%	52 32%	31 19%	45 27%	35 21%	40 24%	144 88%	13 8%
SHARES MY VALUES	105 64%	79 65%	17 53%	95 62%	7 100%	60 66%	18 66%	76 69%	14 66%	27 69%	13 76%	21 53%	7 56%	23 68%	62 66%	44 62%	32 60%	20 63%	29 65%	25 71%	21 54%	93 64%	8 61%
SAYS WHAT HE BELIEVES	16 10%	10 9%	5 16%	16 10%	- -	6 7%	1 4%	9 8%	2 9%	2 6%	1 9%	6 14%	1 7%	4 11%	9 10%	7 10%	8 15%	2 6%	4 9%	2 6%	7 19%	13 9%	1 9%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	6 4%	5 4%	1 4%	6 4%	- -	3 4%	1 4%	2 2%	1 5%	2 6%	- -	1 3%	1 6%	1 4%	5 6%	1 1%	1 2%	1 2%	3 7%	1 3%	2 5%	5 4%	1 8%
CAN BRING ABOUT THE NEEDED CHANGE	6 4%	5 4%	1 3%	6 4%	- -	3 3%	2 8%	5 5%	- -	2 5%	1 6%	1 3%	1 7%	1 3%	1 1%	5 7%	1 2%	3 10%	- -	2 6%	3 8%	6 4%	- -
HAS THE RIGHT EXPERIENCE	6 4%	5 4%	1 3%	6 4%	- -	3 4%	1 5%	2 2%	- -	3 7%	- -	1 3%	1 7%	1 4%	2 2%	4 5%	3 6%	1 3%	1 1%	1 4%	2 5%	5 4%	1 5%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	3 2%	1 1%	2 7%	3 2%	- -	1 1%	- -	1 1%	2 11%	- -	- -	1 3%	- -	- -	2 2%	1 2%	2 4%	- -	1 3%	- -	- -	1 1%	2 17%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	2 1%	2 1%	- -	2 1%	- -	2 2%	1 4%	1 1%	- -	1 2%	1 6%	- -	- -	- -	2 2%	- -	- -	1 2%	- -	1 3%	- -	2 1%	- -
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	1 1%	- -	1 4%	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -	- -	1 2%	1 2%	- -	- -	- -	1 3%	1 1%	- -
NONE OF THESE	6 4%	5 4%	1 4%	6 4%	- -	4 5%	1 4%	4 4%	2 9%	1 3%	- -	2 6%	- 3%	1 2%	4 4%	2 3%	1 2%	3 9%	2 4%	1 3%	1 3%	6 4%	- -
ALL OF THESE	9 5%	8 6%	1 3%	9 6%	- -	7 8%	1 5%	7 6%	- -	1 3%	1 3%	3 9%	2 14%	2 6%	4 4%	5 7%	2 4%	1 4%	4 9%	1 4%	2 5%	9 6%	- -
DON'T KNOW/REFUSED	2 1%	1 1%	1 4%	2 1%	- -	1 1%	- -	2 2%	- -	- -	- -	1 3%	- -	1 3%	2 2%	- -	1 2%	- -	1 3%	- -	- -	2 1%	- -

Table 23-2
 QUESTION 16S:
 And, which ONE of the following list best describes the reason you are supporting?

Mike Huckabee

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE							GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	158 100%	25 16%	17 11%	48 30%	26 17%	11 7%	31 20%	82 52%	62 39%	7 5%	6 4%	61 38%	58 37%	24 15%	8 5%	60 38%	59 37%	14 9%	17 11%	29 18%	54 34%	74 47%
SHARES MY VALUES	101 64%	16 63%	13 75%	31 64%	16 60%	3 32%	22 71%	54 66%	38 62%	5 69%	3 50%	39 65%	37 64%	15 62%	2 24%	37 62%	39 67%	6 39%	11 65%	19 65%	33 61%	49 65%
SAYS WHAT HE BELIEVES	15 10%	4 15%	-	4 9%	3 12%	2 19%	2 6%	8 9%	6 9%	-	1 19%	5 7%	5 9%	3 14%	2 25%	5 9%	4 7%	4 25%	2 9%	4 13%	3 5%	8 11%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	6 4%	1 5%	1 4%	3 7%	-	-	1 3%	4 5%	1 2%	1 15%	-	4 7%	1 2%	1 5%	-	2 3%	3 5%	-	1 7%	2 8%	2 4%	2 3%
CAN BRING ABOUT THE NEEDED CHANGE	6 4%	-	-	1 2%	1 4%	3 28%	1 3%	1 1%	5 8%	-	-	1 2%	4 7%	-	1 11%	3 5%	2 4%	1 6%	-	1 3%	3 6%	2 3%
HAS THE RIGHT EXPERIENCE	6 4%	1 4%	-	1 3%	2 7%	1 10%	1 2%	2 3%	3 5%	-	1 11%	2 4%	3 5%	-	1 10%	3 5%	2 3%	1 6%	-	1 2%	4 8%	1 1%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	3 2%	2 9%	-	-	-	-	1 4%	1 1%	-	1 16%	1 19%	1 2%	-	1 5%	1 15%	1 2%	-	1 8%	1 7%	-	1 2%	2 3%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	2 1%	-	1 4%	1 2%	-	-	-	2 2%	-	-	-	2 3%	-	-	-	1 1%	1 2%	-	-	-	1 2%	1 1%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	1 1%	-	-	-	1 4%	-	-	-	1 2%	-	-	-	-	-	1 14%	-	-	1 8%	-	-	-	1 2%
NONE OF THESE	6 4%	-	3 16%	1 2%	1 4%	-	1 5%	4 5%	2 4%	-	-	3 5%	2 4%	1 5%	-	3 4%	3 4%	1 8%	-	1 3%	3 6%	2 3%
ALL OF THESE	9 6%	-	-	4 8%	2 8%	1 11%	2 6%	4 4%	5 8%	-	-	3 4%	5 9%	1 4%	-	3 6%	5 8%	-	1 6%	2 5%	2 4%	5 7%
DON'T KNOW/REFUSED	2 1%	1 4%	-	1 2%	-	-	-	2 3%	-	-	-	1 2%	-	1 5%	-	1 2%	-	-	1 7%	-	1 2%	1 1%

Table 23-3
 QUESTION 16S:
 And, which ONE of the following list best describes the reason you are supporting?

Mike Huckabee

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	163	50	40	34	34	33	62	43	117	29	11	151	13	-	79	71	72	141	20	-
	100%	30%	25%	21%	21%	20%	38%	26%	72%	18%	7%	92%	8%	-	48%	43%	44%	86%	12%	-
SHARES MY VALUES	105	32	28	20	21	21	42	25	80	17	3	99	7	-	52	44	47	92	14	-
	64%	64%	69%	60%	61%	63%	68%	60%	68%	59%	29%	66%	51%	-	67%	62%	65%	65%	66%	-
SAYS WHAT HE BELIEVES	16	3	5	4	3	3	5	3	9	4	2	16	-	-	10	4	11	16	-	-
	10%	7%	12%	10%	10%	9%	8%	8%	8%	15%	14%	10%	3%	-	12%	6%	15%	11%	2%	-
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	6	4	1	-	1	1	2	2	2	2	2	6	-	-	3	3	2	5	1	-
	4%	8%	3%	-	3%	3%	3%	5%	2%	8%	16%	4%	-	-	4%	5%	3%	4%	6%	-
CAN BRING ABOUT THE NEEDED CHANGE	6	-	1	4	1	2	3	1	5	1	-	5	1	-	3	3	3	5	1	-
	4%	-	3%	12%	3%	6%	5%	2%	4%	4%	-	3%	8%	-	4%	4%	4%	4%	5%	-
HAS THE RIGHT EXPERIENCE	6	2	-	3	1	3	2	1	2	1	3	5	1	-	2	4	2	5	1	-
	4%	5%	-	8%	3%	10%	3%	2%	2%	4%	23%	3%	8%	-	2%	6%	3%	3%	6%	-
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	3	1	1	-	1	-	2	-	3	-	-	3	-	-	2	1	-	2	1	-
	2%	2%	3%	-	3%	-	4%	-	3%	-	-	2%	-	-	3%	2%	-	2%	6%	-
HAS THE BEST CHANCE TO WIN IN NOVEMBER	2	1	1	-	-	-	2	-	1	-	1	1	1	-	2	-	-	2	-	-
	1%	2%	2%	-	-	-	3%	-	1%	-	10%	-	9%	-	2%	-	-	1%	-	-
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	1	-	-	-	1	-	-	1	1	-	-	1	-	-	1	-	-	1	-	-
	1%	-	-	-	3%	-	-	3%	1%	-	-	1%	-	-	1%	-	-	1%	-	-
NONE OF THESE	6	3	1	1	1	1	1	4	4	1	1	5	2	-	3	4	2	4	1	-
	4%	7%	2%	3%	4%	3%	2%	9%	4%	4%	9%	3%	13%	-	3%	5%	3%	3%	5%	-
ALL OF THESE	9	2	2	2	3	2	1	4	7	2	-	9	-	-	-	7	4	7	1	-
	5%	3%	5%	6%	9%	5%	1%	11%	6%	7%	-	6%	-	-	-	10%	6%	5%	4%	-
DON'T KNOW/REFUSED	2	1	1	-	-	-	2	-	2	-	-	1	1	-	1	-	1	2	-	-
	1%	2%	2%	-	-	-	3%	-	2%	-	-	1%	8%	-	1%	-	2%	2%	-	-

Table 23-4
 QUESTION 16S:
 And, which ONE of the following list best describes the reason you are supporting?

Mike Huckabee

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE					SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE																		
	TOTAL	PERCENT	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV																	
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	163	100%	59	36%	102	62%	53	32%	49	30%	15	9%	35	22%	29	18%	23	14%	91	56%	102	62%	59	36%	18	18%	45	28%	157	96%	3	2%
SHARES MY VALUES	105	64%	40	68%	63	61%	35	67%	29	58%	12	81%	20	58%	19	66%	15	63%	62	68%	69	68%	36	61%	18	60%	22	47%	103	66%	1	41%
SAYS WHAT HE BELIEVES	16	10%	5	9%	11	11%	5	9%	4	8%	1	4%	3	7%	4	14%	1	2%	9	10%	12	12%	4	7%	5	16%	6	13%	16	10%	-	-
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	6	4%	-	-	6	6%	2	3%	4	9%	-	-	2	5%	1	4%	3	15%	3	3%	3	5%	3	6%	2	7%	3	3%	5	36%	1	-
CAN BRING ABOUT THE NEEDED CHANGE	6	4%	1	2%	5	5%	2	3%	-	-	1	8%	1	3%	2	7%	-	-	4	4%	4	4%	1	2%	-	-	2	5%	6	4%	-	-
HAS THE RIGHT EXPERIENCE	6	4%	2	3%	4	4%	2	4%	3	6%	-	-	3	9%	-	-	1	3%	3	3%	3	6%	3	6%	2	6%	3	7%	5	3%	-	-
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	3	2%	-	-	3	3%	-	-	1	2%	1	8%	1	3%	1	4%	-	-	3	4%	3	3%	-	-	1	4%	1	3%	3	2%	-	-
HAS THE BEST CHANCE TO WIN IN NOVEMBER	2	1%	1	1%	1	1%	1	2%	1	1%	-	-	-	-	-	-	1	3%	1	1%	1	1%	1	1%	-	-	2	4%	2	1%	-	-
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	1	1%	-	-	1	1%	-	-	-	-	-	-	1	3%	-	-	-	-	1	1%	1	1%	-	-	1	4%	1	2%	1	1%	-	-
NONE OF THESE	6	4%	2	4%	4	4%	3	5%	2	4%	-	-	3	9%	-	-	1	5%	1	1%	1	9%	5	-	2	5%	5	3%	1	23%	-	-
ALL OF THESE	9	5%	5	9%	4	4%	2	4%	5	10%	-	-	1	3%	1	4%	1	4%	2	2%	3	3%	5	3%	1	3%	1	3%	8	5%	-	-
DON'T KNOW/REFUSED	2	1%	2	4%	-	-	1	2%	1	2%	-	-	-	-	-	-	1	4%	2	2%	2	2%	-	-	-	-	2	5%	2	1%	-	-

Table 23-5
 QUESTION 16S:
 And, which ONE of the following list best describes the reason you are supporting?

Mike Huckabee

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE					
	TOTAL	MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
											PROB/ LEAN	TOTAL						
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	163	-	-	163	-	-	-	95	61	55	15	79	12	27	38	30	17	
	100%	-	-	100%	-	-	-	58%	38%	34%	9%	48%	8%	16%	23%	18%	10%	
SHARES MY VALUES	105	-	-	105	-	-	-	62	38	33	10	47	9	15	24	18	12	
	64%	-	-	64%	-	-	-	65%	62%	59%	63%	59%	70%	57%	62%	61%	75%	
SAYS WHAT HE BELIEVES	16	-	-	16	-	-	-	12	4	4	1	9	1	4	1	3	2	
	10%	-	-	10%	-	-	-	12%	7%	7%	4%	11%	12%	14%	3%	9%	14%	
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	6	-	-	6	-	-	-	3	3	3	-	4	1	1	2	1	-	
	4%	-	-	4%	-	-	-	3%	5%	6%	-	6%	6%	4%	5%	4%	-	
CAN BRING ABOUT THE NEEDED CHANGE	6	-	-	6	-	-	-	3	2	2	1	1	-	3	3	-	-	
	4%	-	-	4%	-	-	-	3%	3%	4%	7%	1%	-	12%	8%	-	-	
HAS THE RIGHT EXPERIENCE	6	-	-	6	-	-	-	1	5	5	2	4	-	1	2	1	1	
	4%	-	-	4%	-	-	-	1%	8%	9%	11%	5%	-	5%	6%	4%	5%	
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	3	-	-	3	-	-	-	2	1	1	-	3	-	-	-	1	-	
	2%	-	-	2%	-	-	-	2%	2%	2%	-	4%	-	-	-	4%	-	
HAS THE BEST CHANCE TO WIN IN NOVEMBER	2	-	-	2	-	-	-	2	-	-	-	1	1	-	-	-	-	
	1%	-	-	1%	-	-	-	2%	-	-	-	1%	9%	-	-	-	-	
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	1	-	-	1	-	-	-	-	1	1	1	1	-	-	-	1	-	
	1%	-	-	1%	-	-	-	-	2%	2%	7%	1%	-	-	-	4%	-	
NONE OF THESE	6	-	-	6	-	-	-	4	3	3	1	2	-	1	4	1	-	
	4%	-	-	4%	-	-	-	4%	5%	5%	8%	3%	3%	4%	10%	3%	-	
ALL OF THESE	9	-	-	9	-	-	-	5	4	4	-	5	-	1	2	2	1	
	5%	-	-	5%	-	-	-	5%	6%	6%	-	6%	-	4%	6%	7%	7%	
DON'T KNOW/REFUSED	2	-	-	2	-	-	-	2	-	-	-	2	-	-	-	1	-	
	1%	-	-	1%	-	-	-	2%	-	-	-	3%	-	-	-	3%	-	

Table 23-6
 QUESTION 16S:
 And, which ONE of the following list best describes the reason you are supporting?

Mike Huckabee

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	163 100%	81 50%	130 80%	18 11%	70 43%	123 76%	9 5%	83 51%	81 49%	21 13%	129 79%	43 26%	113 69%
SHARES MY VALUES	105 64%	52 64%	85 65%	10 55%	43 61%	81 65%	4 47%	52 63%	53 66%	13 65%	83 65%	28 65%	73 65%
SAYS WHAT HE BELIEVES	16 10%	6 7%	14 10%	2 13%	7 10%	14 11%	- -	10 12%	6 7%	2 10%	13 10%	5 12%	11 10%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	6 4%	4 5%	6 5%	- -	3 4%	5 4%	1 13%	3 4%	3 4%	- -	4 3%	1 3%	4 4%
CAN BRING ABOUT THE NEEDED CHANGE	6 4%	2 3%	5 4%	- -	4 6%	5 4%	- -	1 1%	5 6%	- -	6 5%	1 3%	5 4%
HAS THE RIGHT EXPERIENCE	6 4%	3 3%	4 3%	2 13%	1 2%	1 1%	2 26%	1 1%	5 6%	- -	6 5%	2 4%	4 4%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	3 2%	2 3%	2 2%	1 6%	- -	2 2%	- -	3 4%	- -	2 11%	1 1%	1 3%	1 1%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	2 1%	2 2%	2 1%	- -	1 2%	1 1%	- -	- -	2 2%	- -	1 1%	2 4%	- -
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	1 1%	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	1 1%	- -	1 1%
NONE OF THESE	6 4%	4 5%	4 3%	- -	5 8%	5 4%	- -	4 5%	2 3%	2 11%	3 2%	1 2%	4 4%
ALL OF THESE	9 5%	4 5%	5 4%	2 13%	4 6%	6 5%	- -	4 5%	5 6%	1 4%	8 6%	1 3%	8 7%
DON'T KNOW/REFUSED	2 1%	2 3%	2 2%	- -	1 1%	1 1%	1 13%	2 3%	- -	- -	2 2%	1 2%	1 1%

Table 23-7
 QUESTION 16S:
 And, which ONE of the following list best describes the reason you are supporting?

Mike Huckabee

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	163 100%	66 40%	27 16%	30 18%	15 9%	32 20%	27 17%	25 15%	26 16%	19 11%	25 15%	78 48%	23 14%	38 23%
SHARES MY VALUES	105 64%	43 66%	22 80%	17 59%	11 71%	23 70%	17 63%	12 46%	19 75%	12 63%	19 76%	50 64%	15 65%	22 57%
SAYS WHAT HE BELIEVES	16 10%	8 12%	2 9%	3 11%	-	5 15%	3 13%	2 6%	2 9%	2 9%	2 9%	5 7%	2 10%	6 16%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	6 4%	4 6%	-	-	-	2 7%	1 3%	2 9%	1 4%	-	-	5 7%	-	1 3%
CAN BRING ABOUT THE NEEDED CHANGE	6 4%	-	2 8%	2 7%	2 14%	2 7%	1 3%	1 4%	-	1 6%	1 3%	3 4%	1 5%	1 3%
HAS THE RIGHT EXPERIENCE	6 4%	1 1%	1 3%	2 7%	1 7%	-	1 4%	1 5%	-	1 4%	1 3%	3 4%	1 5%	1 3%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	3 2%	-	-	-	1 8%	-	-	2 9%	-	-	-	2 3%	1 5%	-
HAS THE BEST CHANCE TO WIN IN NOVEMBER	2 1%	1 2%	-	1 2%	-	-	-	1 3%	1 4%	-	-	2 2%	-	-
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	1 1%	1 2%	-	-	-	-	1 4%	-	-	-	-	-	1 5%	-
NONE OF THESE	6 4%	1 2%	-	3 10%	-	-	1 4%	3 11%	-	1 6%	1 4%	1 2%	-	4 11%
ALL OF THESE	9 5%	5 7%	-	1 4%	-	-	2 7%	1 2%	1 4%	2 12%	1 4%	4 4%	1 5%	3 8%
DON'T KNOW/REFUSED	2 1%	1 2%	-	-	-	-	-	1 4%	1 5%	-	-	2 3%	-	-

Table 25-1
 QUESTION 16C:
 And, which ONE of the following list best describes the reason you are supporting?

Combined Choice

BANNER 1

	PARTY ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOUS-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	368 100%	238 65%	89 24%	328 89%	32 9%	145 39%	60 16%	195 53%	55 15%	94 26%	32 9%	85 23%	42 12%	60 16%	195 53%	173 47%	110 30%	76 21%	90 25%	90 25%	98 27%	269 73%	76 21%
SHARES MY VALUES	146 40%	103 43%	31 34%	134 41%	9 28%	74 51%	26 43%	97 50%	25 45%	33 35%	16 51%	29 34%	14 34%	29 49%	88 45%	58 33%	45 41%	27 36%	36 40%	38 42%	30 31%	113 42%	21 27%
SAYS WHAT HE BELIEVES	43 12%	22 9%	13 14%	35 11%	5 14%	10 7%	2 3%	19 10%	5 10%	9 9%	5 16%	13 15%	4 9%	7 12%	18 9%	25 14%	16 15%	6 8%	13 14%	7 8%	17 17%	29 11%	11 14%
HAS THE RIGHT EXPERIENCE	40 11%	23 10%	11 13%	35 11%	6 18%	10 7%	4 7%	14 7%	4 7%	12 13%	1 3%	5 5%	10 24%	9 15%	14 7%	27 16%	11 10%	16 22%	6 7%	7 8%	14 14%	24 9%	14 19%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	35 9%	25 11%	6 6%	31 9%	4 11%	15 10%	7 12%	13 7%	3 6%	14 15%	4 12%	10 12%	3 6%	- -	19 10%	16 9%	10 9%	6 8%	7 8%	10 11%	8 8%	24 9%	8 11%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	32 9%	22 9%	8 9%	30 9%	2 6%	9 6%	8 13%	14 7%	4 8%	11 12%	1 4%	6 7%	5 12%	4 6%	17 9%	14 8%	8 7%	7 9%	9 10%	8 9%	12 12%	24 9%	7 9%
CAN BRING ABOUT THE NEEDED CHANGE	16 4%	9 4%	5 6%	14 4%	2 7%	4 3%	3 6%	10 5%	3 6%	4 5%	1 3%	6 7%	1 2%	1 2%	7 4%	10 6%	7 6%	3 4%	2 3%	5 5%	4 4%	11 4%	5 6%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	11 3%	5 2%	5 5%	9 3%	- 1%	3 2%	1 2%	4 2%	3 6%	1 1%	1 4%	3 4%	- 1%	1 2%	6 3%	5 3%	5 4%	3 3%	1 1%	2 3%	2 2%	7 3%	3 5%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	8 2%	6 3%	1 1%	7 2%	- -	3 2%	1 2%	3 2%	1 2%	2 2%	- -	2 3%	1 2%	2 3%	6 3%	2 1%	2 2%	1 1%	4 5%	1 1%	3 3%	6 2%	1 1%
NONE OF THESE	16 4%	9 4%	4 5%	14 4%	2 7%	5 4%	3 5%	6 3%	4 8%	6 7%	1 3%	2 3%	1 3%	1 1%	8 4%	7 4%	4 4%	4 5%	3 4%	4 5%	4 4%	15 6%	1 1%
ALL OF THESE	17 5%	12 5%	4 5%	16 5%	- 1%	10 7%	5 8%	10 5%	1 2%	1 1%	1 3%	6 7%	3 7%	5 8%	8 4%	9 5%	2 2%	3 4%	5 6%	6 7%	3 3%	13 5%	3 5%
DON'T KNOW/REFUSED	4 1%	1 -	1 1%	2 1%	2 6%	1 1%	- -	3 2%	- -	- -	- -	2 3%	- -	2 3%	3 2%	1 1%	1 1%	- -	2 3%	1 1%	1 1%	3 1%	1 2%

Table 25-2
 QUESTION 16C:
 And, which ONE of the following list best describes the reason you are supporting?

Combined Choice

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS WOMEN	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	345 100%	51 15%	36 10%	95 28%	51 15%	34 10%	79 23%	142 41%	127 37%	39 11%	37 11%	109 31%	116 34%	52 15%	35 10%	110 32%	115 33%	48 14%	39 11%	62 18%	94 27%	189 55%	
SHARES MY VALUES	134 39%	21 41%	17 48%	43 45%	21 42%	5 13%	27 35%	65 46%	48 38%	16 40%	5 14%	51 47%	45 38%	22 43%	6 18%	43 40%	52 45%	15 32%	13 34%	24 39%	43 46%	67 35%	
SAYS WHAT HE BELIEVES	40 12%	5 10%	1 3%	10 11%	10 19%	5 15%	9 11%	14 10%	15 12%	2 6%	8 22%	7 7%	14 12%	6 12%	6 17%	13 12%	8 7%	7 14%	6 14%	10 16%	7 8%	22 12%	
HAS THE RIGHT EXPERIENCE	38 11%	3 5%	4 11%	6 6%	6 12%	13 36%	7 8%	8 6%	16 13%	5 12%	10 26%	7 7%	14 12%	3 5%	8 24%	15 14%	6 5%	8 16%	4 9%	5 7%	11 11%	23 12%	
HAS THE BEST CHANCE TO WIN IN NOVEMBER	32 9%	6 11%	3 8%	8 8%	4 8%	3 10%	8 11%	12 9%	12 9%	4 11%	4 11%	13 12%	12 10%	2 4%	3 10%	12 11%	13 11%	2 5%	3 9%	6 9%	5 6%	21 11%	
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	31 9%	4 8%	4 11%	9 10%	2 4%	3 8%	8 11%	14 10%	9 7%	3 8%	4 11%	12 11%	9 7%	4 8%	4 12%	8 7%	13 11%	5 11%	3 7%	5 9%	6 7%	19 10%	
CAN BRING ABOUT THE NEEDED CHANGE	15 4%	5 9%	-	2 2%	2 4%	3 9%	3 4%	6 4%	5 4%	1 3%	3 9%	2 2%	5 5%	3 7%	2 5%	4 4%	3 3%	4 9%	1 3%	2 3%	7 7%	7 4%	
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	10 3%	5 9%	1 3%	-	-	1 3%	4 5%	3 2%	4 3%	2 6%	1 3%	2 2%	2 2%	2 4%	2 6%	3 3%	1 1%	2 5%	2 6%	1 2%	3 4%	6 3%	
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	7 2%	1 2%	1 2%	3 4%	-	-	2 3%	4 3%	2 2%	1 3%	-	4 4%	2 2%	1 2%	-	2 2%	4 4%	-	1 3%	2 4%	3 3%	2 1%	
NONE OF THESE	16 5%	1 2%	4 11%	3 4%	3 6%	-	4 6%	7 5%	7 6%	1 3%	-	4 4%	6 5%	2 4%	2 5%	5 4%	5 4%	2 5%	2 5%	2 3%	4 5%	10 5%	
ALL OF THESE	17 5%	-	1 3%	7 7%	2 4%	2 6%	5 6%	6 4%	8 6%	2 6%	1 3%	4 4%	8 6%	4 7%	1 2%	3 3%	9 8%	2 4%	3 7%	3 5%	2 2%	11 6%	
DON'T KNOW/REFUSED	4 1%	1 2%	-	2 2%	-	-	1 1%	2 2%	1 1%	1 3%	-	1 1%	-	1 2%	-	1 1%	-	-	-	1 3%	1 2%	2 2%	

Table 25-3

QUESTION 16C:

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

Combined Choice

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	368	80	102	76	88	71	117	113	220	74	46	336	31	167	179	161	150	287	76	133
SHARES MY VALUES	146	37	44	30	23	26	54	37	97	25	12	133	13	28	69	64	62	121	24	24
SAYS WHAT HE BELIEVES	43	9	8	9	15	8	12	14	24	8	7	37	5	17	21	17	18	30	11	15
HAS THE RIGHT EXPERIENCE	40	7	6	8	17	11	10	12	20	10	7	36	5	30	24	17	16	31	10	25
HAS THE BEST CHANCE TO WIN IN NOVEMBER	35	3	14	9	7	5	8	14	17	10	5	33	1	33	18	14	17	27	7	25
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	32	7	11	5	9	4	10	12	18	7	6	32	-	31	21	10	13	27	5	26
CAN BRING ABOUT THE NEEDED CHANGE	16	2	5	6	2	5	7	2	12	2	1	14	2	7	6	9	6	11	6	3
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	11	2	3	2	2	1	6	1	6	1	2	10	1	5	4	5	1	5	6	1
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	8	4	1	1	1	1	2	3	3	2	2	8	-	2	3	5	2	5	3	-
NONE OF THESE	16	3	5	3	5	2	4	8	6	4	3	13	3	6	9	7	6	12	3	5
ALL OF THESE	17	3	5	2	7	5	1	7	13	3	1	16	1	7	3	12	8	14	2	7
DON'T KNOW/REFUSED	4	2	1	1	-	1	2	1	3	1	-	3	1	1	1	1	2	4	-	1

Table 25-4
 QUESTION 16C:
 And, which ONE of the following list best describes the reason you are supporting?

Combined Choice

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE					SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC-TION	TERR/NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
																DAY
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	368	147	217	99	81	50	69	63	49	170	283	77	83	144	283	51
	100%	40%	59%	27%	22%	14%	19%	17%	13%	46%	77%	21%	23%	39%	77%	14%
SHARES MY VALUES	146	52	91	41	37	22	24	25	20	76	102	43	28	41	129	7
	40%	36%	42%	41%	46%	44%	34%	40%	41%	44%	36%	56%	34%	28%	46%	15%
SAYS WHAT HE BELIEVES	43	17	25	9	6	6	9	7	3	14	34	7	13	21	32	7
	12%	12%	12%	9%	7%	13%	14%	11%	7%	8%	12%	9%	15%	14%	11%	15%
HAS THE RIGHT EXPERIENCE	40	14	26	10	8	6	6	6	3	16	35	5	9	20	30	5
	11%	9%	12%	10%	10%	12%	9%	10%	7%	9%	12%	6%	11%	14%	11%	10%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	35	17	16	8	5	7	7	6	7	17	31	3	8	22	25	7
	9%	12%	8%	8%	6%	13%	10%	9%	15%	10%	11%	4%	10%	15%	9%	14%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	32	19	13	11	4	2	7	3	6	17	31	1	10	14	20	9
	9%	13%	6%	12%	5%	4%	10%	5%	13%	10%	11%	1%	12%	10%	7%	17%
CAN BRING ABOUT THE NEEDED CHANGE	16	6	11	5	1	3	3	6	1	9	13	2	3	7	11	3
	4%	4%	5%	5%	1%	7%	5%	9%	2%	5%	5%	3%	4%	5%	4%	7%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	11	3	8	1	4	2	1	4	-	7	10	-	3	7	9	-
	3%	2%	4%	1%	4%	5%	2%	6%	-	4%	4%	-	4%	5%	3%	1%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	8	-	8	2	6	-	2	2	3	4	5	3	3	3	5	1
	2%	-	4%	2%	7%	-	3%	4%	7%	2%	2%	4%	4%	2%	2%	2%
NONE OF THESE	16	4	12	5	4	1	5	1	2	6	8	7	3	3	7	6
	4%	3%	5%	5%	5%	2%	8%	2%	5%	4%	3%	10%	4%	2%	2%	11%
ALL OF THESE	17	11	6	6	5	-	3	3	1	4	11	5	2	4	13	3
	5%	7%	3%	6%	6%	-	5%	4%	2%	2%	4%	7%	3%	3%	4%	6%
DON'T KNOW/REFUSED	4	3	1	1	1	-	1	-	1	2	3	-	-	2	2	1
	1%	2%	1%	1%	1%	-	2%	-	2%	1%	1%	-	-	1%	1%	2%

Table 25-5
 QUESTION 16C:
 And, which ONE of the following list best describes the reason you are supporting?

Combined Choice

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
											PROB/ LEAN	TOTAL						
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	368 100%	70 19%	179 49%	163 44%	34 9%	33 9%	31 8%	231 63%	123 33%	105 29%	32 9%	166 45%	50 14%	36 10%	77 21%	72 20%	49 13%	
SHARES MY VALUES	146 40%	14 21%	31 17%	105 64%	-	-	-	83 36%	54 44%	49 46%	12 37%	64 38%	21 41%	16 45%	31 40%	23 32%	19 38%	
SAYS WHAT HE BELIEVES	43 12%	6 8%	21 12%	16 10%	-	-	-	26 11%	16 13%	11 10%	4 11%	21 12%	5 11%	6 16%	6 8%	8 11%	10 20%	
HAS THE RIGHT EXPERIENCE	40 11%	11 16%	34 19%	6 4%	34 100%	-	-	26 11%	13 11%	11 11%	5 17%	17 10%	14 28%	2 5%	10 13%	10 14%	6 11%	
HAS THE BEST CHANCE TO WIN IN NOVEMBER	35 9%	16 24%	33 18%	2 1%	-	33 100%	-	28 12%	6 5%	5 4%	1 3%	14 8%	5 11%	2 7%	7 9%	10 14%	2 5%	
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	32 9%	12 18%	31 17%	1 1%	-	-	31 100%	19 8%	11 9%	11 10%	6 17%	17 10%	1 3%	1 3%	5 7%	8 11%	4 9%	
CAN BRING ABOUT THE NEEDED CHANGE	16 4%	2 3%	8 4%	6 4%	-	-	-	10 4%	6 5%	4 4%	2 7%	6 3%	1 2%	5 15%	5 7%	2 3%	-	
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	11 3%	1 2%	5 3%	3 2%	-	-	-	7 3%	3 3%	2 2%	1 4%	6 4%	-	-	3 4%	1 2%	-	
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	8 2%	1 1%	2 1%	6 4%	-	-	-	4 2%	5 4%	5 4%	-	6 3%	1 1%	1 3%	2 2%	2 3%	-	
NONE OF THESE	16 4%	4 6%	6 4%	6 4%	-	-	-	11 5%	4 3%	3 3%	1 4%	7 4%	-	1 3%	5 6%	2 3%	5 11%	
ALL OF THESE	17 5%	1 1%	8 4%	9 5%	-	-	-	12 5%	5 4%	5 5%	-	7 4%	1 2%	1 3%	3 4%	2 3%	3 6%	
DON'T KNOW/REFUSED	4 1%	1 1%	1 1%	2 1%	-	-	-	4 2%	-	-	-	3 2%	-	-	-	2 3%	-	

Table 25-6
 QUESTION 16C:
 And, which ONE of the following list best describes the reason you are supporting?

Combined Choice

BANNER 6

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	368 100%	180 49%	297 81%	45 12%	145 39%	282 77%	15 4%	174 47%	191 52%	63 17%	268 73%	91 25%	268 73%
SHARES MY VALUES	146 40%	72 40%	115 39%	18 40%	60 42%	112 40%	6 43%	73 42%	73 38%	27 43%	106 39%	37 41%	104 39%
SAYS WHAT HE BELIEVES	43 12%	15 8%	35 12%	4 10%	14 9%	34 12%	- 3%	25 14%	17 9%	7 11%	33 12%	13 15%	29 11%
HAS THE RIGHT EXPERIENCE	40 11%	16 9%	31 10%	8 17%	14 10%	27 10%	4 24%	18 10%	21 11%	7 11%	34 13%	9 10%	32 12%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	35 9%	20 11%	31 10%	4 8%	13 9%	27 9%	- -	15 8%	20 10%	6 9%	24 9%	10 11%	25 9%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	32 9%	13 7%	27 9%	4 8%	13 9%	26 9%	1 7%	9 5%	23 12%	2 3%	25 9%	7 7%	25 9%
CAN BRING ABOUT THE NEEDED CHANGE	16 4%	8 4%	14 5%	1 3%	7 5%	14 5%	1 8%	6 3%	10 5%	2 4%	12 4%	4 5%	12 4%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	11 3%	7 4%	7 2%	3 8%	4 3%	9 3%	- -	7 4%	4 2%	4 6%	6 2%	4 4%	6 2%
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	8 2%	5 3%	7 2%	1 3%	4 3%	7 2%	1 8%	5 3%	3 2%	1 1%	4 1%	1 1%	6 2%
NONE OF THESE	16 4%	11 6%	13 4%	- -	7 5%	13 5%	- -	9 5%	7 4%	5 9%	8 3%	3 3%	12 4%
ALL OF THESE	17 5%	9 5%	12 4%	2 5%	7 5%	12 4%	- -	5 3%	11 6%	2 3%	14 5%	2 2%	15 5%
DON'T KNOW/REFUSED	4 1%	4 2%	4 1%	- -	1 1%	2 1%	1 8%	3 2%	1 -	1 2%	3 1%	1 1%	3 1%

Table 25-7
 QUESTION 16C:
 And, which ONE of the following list best describes the reason you are supporting?

Combined Choice

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- NEWS	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2 AND CHOICE IN Q.15	368 100%	134 36%	64 17%	52 14%	53 14%	81 22%	72 19%	54 15%	46 12%	39 10%	45 12%	163 44%	54 15%	106 29%
SHARES MY VALUES	146 40%	56 41%	34 54%	22 42%	16 31%	31 38%	24 34%	19 35%	20 44%	15 38%	24 54%	65 40%	22 40%	35 33%
SAYS WHAT HE BELIEVES	43 12%	16 12%	8 12%	3 7%	8 15%	16 20%	9 12%	2 3%	4 9%	5 13%	7 16%	14 8%	3 6%	18 17%
HAS THE RIGHT EXPERIENCE	40 11%	13 10%	7 11%	4 7%	7 14%	12 14%	6 9%	7 14%	2 4%	2 6%	3 6%	22 14%	3 6%	12 12%
HAS THE BEST CHANCE TO WIN IN NOVEMBER	35 9%	12 9%	5 8%	5 10%	8 15%	4 5%	11 15%	8 15%	3 7%	4 10%	- -	16 10%	10 19%	8 8%
IS BEST ABLE TO DEAL WITH TERRORISM AND THE WAR IN IRAQ	32 9%	13 10%	1 1%	6 11%	3 6%	6 8%	8 12%	3 6%	8 18%	3 9%	4 9%	13 8%	2 4%	13 12%
CAN BRING ABOUT THE NEEDED CHANGE	16 4%	3 3%	6 9%	4 8%	2 4%	5 6%	1 1%	3 6%	1 3%	2 6%	2 4%	5 3%	5 8%	4 4%
IS BEST ABLE TO KEEP TAXES LOW AND DEAL WITH THE ECONOMY	11 3%	3 2%	2 3%	- -	2 4%	1 2%	1 1%	3 6%	3 6%	1 3%	- -	7 5%	3 6%	- -
IS BEST ABLE TO DEAL WITH THE ISSUE OF ILLEGAL IMMIGRATION	8 2%	4 3%	- -	- -	1 2%	2 3%	1 1%	3 5%	1 2%	1 3%	- -	5 3%	- -	3 3%
NONE OF THESE	16 4%	5 3%	1 1%	6 11%	1 2%	3 3%	3 4%	3 5%	1 2%	2 6%	1 2%	6 3%	2 4%	7 7%
ALL OF THESE	17 5%	8 6%	- 1%	2 3%	2 5%	1 2%	5 7%	2 3%	1 2%	2 6%	3 7%	7 4%	2 4%	4 4%
DON'T KNOW/REFUSED	4 1%	2 2%	- -	- -	1 2%	- -	2 3%	1 2%	1 3%	- -	1 2%	2 1%	1 2%	- -

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
						CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (RIGHT DIRECTION - WRONG TRACK)	113 28%	81 31%	27 29%	108 30%	5 13%	59 37%	18 27%	69 33%	26 45%	28 27%	18 56%	-4 -4%	24 49%	21 32%	70 34%	43 22%	44 36%	24 29%	18 19%	28 28%	25 24%	87 29%	25 32%
RIGHT DIRECTION	248 62%	166 64%	58 61%	225 63%	19 51%	106 66%	40 61%	132 64%	40 71%	65 61%	25 78%	42 44%	35 73%	41 64%	136 65%	112 58%	80 66%	52 63%	56 59%	60 60%	62 59%	184 62%	50 64%
WRONG TRACK	135 34%	85 33%	31 33%	117 33%	14 38%	47 30%	23 34%	64 31%	14 25%	36 34%	7 21%	45 48%	11 24%	20 32%	66 32%	69 36%	36 30%	28 33%	38 40%	32 32%	37 35%	97 33%	26 33%
NO OPINION	16 4%	6 2%	5 6%	12 3%	4 10%	5 3%	2 4%	9 4%	2 4%	4 4%	- 1%	6 6%	2 3%	1 2%	6 3%	9 5%	3 3%	3 4%	1 1%	7 7%	5 5%	13 4%	2 3%
REFUSED	2 1%	2 1%	- -	2 1%	- -	2 1%	1 2%	1 1%	- -	- -	- -	1 1%	- -	1 2%	- -	2 1%	1 1%	- -	- -	1 1%	- -	2 1%	- -
WT GOPERS	117 29%	85 33%	31 33%	117 33%	- -	47 30%	23 34%	57 28%	14 25%	34 32%	4 11%	37 40%	10 20%	18 28%	56 27%	60 31%	32 27%	22 26%	34 36%	28 28%	33 32%	88 30%	21 27%

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

-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
**D/S (RIGHT DIRECTION - WRONG TRACK)	111 30%	28 51%	19 48%	21 21%	12 22%	4 12%	27 31%	52 34%	35 24%	16 39%	9 24%	46 40%	33 25%	17 32%	9 24%	45 37%	34 28%	19 38%	8 18%	31 45%	15 15%	65 32%
RIGHT DIRECTION	234 62%	41 75%	28 72%	58 58%	31 57%	20 54%	56 63%	100 66%	83 58%	27 67%	23 62%	81 70%	77 60%	34 63%	23 59%	81 67%	77 62%	32 66%	24 57%	51 72%	55 54%	128 63%
WRONG TRACK	123 33%	14 25%	9 23%	37 37%	19 35%	15 42%	28 32%	48 32%	48 34%	11 28%	14 38%	35 30%	44 34%	17 31%	13 35%	36 30%	43 35%	13 27%	17 39%	19 28%	40 39%	64 31%
NO OPINION	16 4%	-	2 5%	4 4%	3 6%	2 4%	3 4%	4 3%	9 6%	2 6%	-	1 1%	6 4%	3 6%	2 6%	3 2%	2 2%	3 7%	2 5%	-	7 7%	8 4%
REFUSED	2 1%	-	-	-	1 2%	-	1 1%	-	2 2%	-	-	-	2 2%	-	-	1 1%	1 1%	-	-	-	-	2 1%
WT GOPERS	109 29%	9 17%	8 21%	34 34%	19 35%	13 35%	25 29%	42 28%	46 32%	10 24%	11 30%	35 30%	44 34%	17 31%	13 35%	36 30%	43 35%	13 27%	17 39%	17 24%	38 37%	54 27%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
**D/S (RIGHT DIRECTION - WRONG TRACK)	113 28%	30 36%	37 34%	17 19%	27 29%	14 19%	42 33%	34 30%	68 29%	28 35%	13 22%	99 27%	14 40%	65 39%	116 62%	-18 -10%	40 25%	121 39%	-12 -15%	67 51%
RIGHT DIRECTION	248 62%	55 66%	72 66%	50 57%	56 60%	44 57%	80 64%	74 64%	144 62%	52 65%	33 58%	224 61%	23 67%	113 68%	148 80%	78 44%	95 60%	207 67%	33 41%	97 73%
WRONG TRACK	135 34%	25 30%	35 32%	34 38%	29 31%	29 38%	39 30%	40 34%	77 33%	24 30%	21 36%	125 34%	9 27%	48 29%	32 17%	96 54%	55 34%	86 28%	45 57%	30 22%
NO OPINION	16 4%	4 5%	2 2%	4 4%	6 6%	4 6%	7 6%	1 1%	9 4%	3 4%	3 6%	13 4%	2 6%	6 3%	5 3%	5 3%	8 5%	14 5%	2 2%	6 5%
REFUSED	2 1%	-	-	-	2 2%	-	-	1 1%	1	1 1%	-	2 1%	-	-	-	-	1 1%	1	-	-
WT GOPERS	117 29%	22 26%	29 27%	32 37%	25 27%	27 34%	34 27%	34 30%	68 29%	22 28%	19 33%	111 30%	5 15%	43 26%	30 16%	81 45%	52 32%	82 27%	32 40%	28 21%

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

	MOST IMPORTANT ISSUE															
	VOTE EARLY			TERR/ NATL			ECON/ JOBS			MCCAIN IMAGE			HUCKABEE IMAGE			
	TOTAL	ELEC- TION	DAY	SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT PERRY	TOTAL FAV	TOTAL UNFAV	
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (RIGHT DIRECTION - WRONG TRACK)	113	35	78	48	-3	10	10	13	16	61	107	2	-12	50	90	18
	28%	21%	34%	46%	-3%	19%	13%	20%	27%	33%	36%	2%	-14%	32%	30%	29%
RIGHT DIRECTION	248	97	148	75	42	30	41	38	35	119	198	44	36	99	188	38
	62%	58%	65%	71%	47%	56%	56%	58%	60%	64%	66%	49%	41%	62%	63%	63%
WRONG TRACK	135	62	71	26	45	20	32	25	19	58	91	42	49	49	98	21
	34%	37%	31%	25%	50%	37%	43%	38%	32%	31%	30%	47%	55%	31%	32%	35%
NO OPINION	16	7	8	5	2	2	1	3	2	8	11	3	3	11	14	1
	4%	4%	3%	4%	2%	4%	2%	4%	4%	4%	4%	4%	3%	7%	5%	2%
REFUSED	2	1	1	-	-	1	-	-	2	-	1	-	1	-	1	-
	1%	1%	-	-	-	2%	-	-	4%	-	-	-	1%	-	-	-
WT GOPERS	117	51	63	26	41	16	29	22	15	53	77	38	39	43	87	17
	29%	31%	28%	25%	45%	29%	40%	33%	25%	29%	26%	42%	43%	27%	29%	28%

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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN		TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (RIGHT DIRECTION - WRONG TRACK)	113	34	73	34	18	21	9	248	-135	-117	-32	36	21	17	19	17	13
	28%	49%	41%	21%	53%	64%	29%	100%	-100%	-100%	-100%	20%	38%	45%	22%	22%	24%
RIGHT DIRECTION	248	51	123	95	25	27	19	248	-	-	-	104	37	25	50	46	34
	62%	73%	69%	58%	75%	81%	61%	100%	-	-	-	58%	67%	65%	59%	59%	61%
WRONG TRACK	135	17	49	61	8	6	10	-	135	117	32	69	16	8	31	29	21
	34%	24%	28%	38%	22%	17%	32%	-	100%	100%	100%	38%	29%	20%	37%	38%	37%
NO OPINION	16	2	7	6	1	-	2	-	-	-	-	4	2	5	3	2	1
	4%	3%	4%	3%	3%	1%	8%	-	-	-	-	2%	4%	12%	4%	3%	2%
REFUSED	2	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-
	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	3%	-	-	-
WT GOPERS	117	16	43	55	6	5	10	-	117	117	30	61	12	8	27	26	15
	29%	23%	24%	34%	17%	14%	32%	-	87%	100%	93%	34%	23%	20%	32%	33%	28%

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (RIGHT DIRECTION - WRONG TRACK)	113 28%	62 32%	119 37%	-6 -12%	49 32%	93 31%	-4 -22%	46 24%	68 33%	13 19%	89 31%	28 27%	85 30%
RIGHT DIRECTION	248 62%	125 64%	212 66%	21 42%	98 64%	192 63%	7 39%	114 60%	133 64%	39 57%	185 64%	64 62%	179 62%
WRONG TRACK	135 34%	62 32%	93 29%	27 55%	49 32%	98 32%	11 61%	67 36%	65 31%	26 38%	96 33%	36 35%	94 33%
NO OPINION	16 4%	7 4%	13 4%	2 3%	7 4%	14 5%	- -	7 4%	9 4%	2 3%	10 3%	2 2%	13 5%
REFUSED	2 1%	1 1%	2 1%	- -	- -	1 -	- -	1 1%	1 1%	1 2%	- -	1 1%	1 -
WT GOPERS	117 29%	55 28%	81 25%	23 48%	42 27%	86 28%	9 52%	58 31%	57 28%	22 33%	83 28%	30 29%	83 29%

Table 30-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS			NEWS- PAPER	WORK NEWS							
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (RIGHT DIRECTION - WRONG TRACK)	113	47	31	9	1	32	15	14	22	7	18	61	14	19
	28%	32%	45%	14%	2%	34%	19%	23%	43%	19%	40%	35%	25%	16%
RIGHT DIRECTION	248	91	50	32	28	60	44	35	36	23	31	116	35	65
	62%	63%	71%	53%	50%	65%	56%	59%	70%	58%	69%	66%	60%	54%
WRONG TRACK	135	45	18	23	27	28	30	22	14	16	13	55	21	46
	34%	31%	26%	38%	48%	30%	38%	36%	27%	39%	29%	31%	36%	38%
NO OPINION	16	7	2	4	1	4	3	3	1	1	1	3	2	9
	4%	5%	3%	7%	2%	5%	3%	4%	2%	3%	2%	2%	4%	7%
REFUSED	2	1	-	1	-	-	2	-	-	-	-	1	-	1
	1%	1%	-	2%	-	-	3%	-	-	-	-	1%	-	1%
WT GOPERS	117	40	18	21	21	24	25	18	11	14	9	50	18	38
	29%	28%	25%	35%	37%	26%	32%	30%	21%	36%	21%	29%	32%	32%

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 ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG	SOFT	TOTAL	IND	STRG	STRG	RELIG	CEN-	DFW-	EAST	HOU-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/	
	GOP	GOP	GOP		GOP/	GOP/	CONS	TRAL	METRO-		TON		CONS			CON	LIB						
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
ILLEGAL IMMIGRATION	178 45% (1)	118 45% (1)	46 48% (1)	164 46% (1)	12 32% (1)	69 43% (1)	36 54% (1)	87 42% (1)	23 40% (1)	47 45% (1)	14 43% (1)	50 53% (1)	18 38% (1)	26 41% (1)	94 45% (1)	84 44% (1)	45 37% (1)	31 38% (1)	51 54% (1)	51 51% (1)	53 50% (1)	137 46% (1)	30 38% (1)
EDUCATION	55 14% (2)	30 12% (2)	13 14% (2)	43 12% (2)	10 27% (2)	14 9% (4)	4 6% (4)	23 11% (3)	6 11% (3)	11 11% (3)	6 18% (2)	13 13% (2)	11 23% (2)	8 12% (3)	21 10% (3)	34 18% (2)	23 19% (2)	15 18% (2)	11 11% (2)	6 6% (4)	17 16% (2)	31 11% (3)	19 24% (2)
MORAL VALUES	38 10% (3)	28 11% (3)	9 10% (3)	37 11% (3)	1 2% (9)	22 13% (2)	9 14% (2)	34 17% (2)	5 10% (4)	14 14% (2)	2 7% (4)	7 7% (4)	2 3% (8)	8 12% (2)	17 8% (4)	21 11% (3)	15 12% (3)	5 6% (6)	7 7% (4)	12 12% (2)	9 9% (3)	34 12% (2)	2 3% (8)
PROPERTY TAXES	33 8% (4)	23 9% (4)	8 8% (4)	31 9% (4)	3 7% (5)	14 9% (5)	4 6% (5)	13 6% (5)	8 14% (2)	6 6% (5)	4 14% (3)	7 7% (3)	4 8% (5)	4 6% (6)	23 11% (2)	10 5% (6)	7 6% (6)	10 12% (3)	10 10% (3)	6 6% (5)	6 6% (4)	26 9% (4)	4 5% (6)
ABORTION	21 5% (5)	18 7% (5)	3 3% (8)	21 6% (5)	- - (3)	16 10% (6)	3 4% (6)	19 9% (4)	3 5% (6)	7 6% (4)	2 5% (6)	5 5% (5)	2 3% (7)	4 6% (5)	10 5% (7)	12 6% (4)	8 7% (4)	6 7% (5)	3 4% (7)	3 3% (7)	2 2% (9)	21 7% (5)	- - (5)
HEALTH CARE	17 4% (6)	9 4% (7)	1 1% (10)	10 3% (9)	4 12% (3)	2 1% (10)	4 6% (3)	6 3% (7)	1 2% (10)	3 3% (8)	1 3% (7)	2 2% (8)	4 8% (3)	5 8% (4)	5 3% (9)	11 6% (5)	5 4% (7)	1 2% (9)	1 1% (10)	8 8% (3)	5 5% (7)	7 2% (8)	7 9% (3)
STATE SPENDING	16 4% (7)	12 5% (6)	3 3% (7)	15 4% (6)	1 2% (8)	6 4% (6)	2 4% (7)	4 2% (9)	2 4% (7)	6 6% (6)	- - (7)	3 4% (9)	1 2% (9)	3 5% (6)	11 5% (7)	5 3% (7)	7 6% (5)	2 3% (7)	4 4% (5)	2 2% (8)	6 5% (5)	12 4% (6)	4 5% (5)
JOBS	15 4% (8)	9 4% (8)	5 5% (5)	14 4% (7)	1 2% (7)	5 3% (8)	1 2% (8)	7 4% (6)	1 2% (8)	3 3% (9)	2 6% (5)	4 4% (6)	3 7% (6)	2 2% (9)	11 5% (5)	4 2% (9)	3 2% (9)	7 9% (4)	4 4% (6)	1 1% (10)	5 5% (6)	12 4% (7)	3 4% (7)
GROWTH AND CONGESTION	12 3% (9)	7 3% (9)	4 4% (6)	11 3% (8)	1 4% (6)	6 4% (7)	1 2% (10)	5 3% (8)	3 6% (5)	4 4% (7)	1 3% (7)	- - (4)	4 8% (4)	- - (8)	7 3% (8)	5 4% (8)	4 2% (8)	2 3% (8)	3 3% (8)	3 3% (6)	- - (9)	7 2% (9)	6 7% (4)
POLITICAL SCANDALS	7 2% (10)	3 1% (10)	1 1% (9)	4 1% (10)	3 8% (4)	3 2% (9)	1 2% (8)	4 2% (10)	1 2% (8)	2 2% (10)	- - (10)	- - (10)	- - (7)	4 6% (10)	5 2% (10)	2 1% (10)	2 2% (10)	1 1% (9)	2 2% (9)	2 2% (9)	2 2% (8)	5 2% (10)	1 1% (9)
OTHER	3 1% (8)	2 1% (8)	- - (5)	2 1% (7)	- - (7)	2 1% (8)	1 2% (6)	3 2% (6)	1 2% (6)	- - (9)	- - (5)	2 2% (6)	- - (6)	- - (9)	3 - (5)	1 1% (9)	1 1% (4)	- - (6)	- - (10)	1 1% (6)	- - (6)	2 1% (7)	- - (7)
NONE OF ABOVE	3 1% (8)	- - (8)	2 2% (5)	2 1% (7)	1 3% (7)	- - (8)	- - (6)	- - (6)	1 2% (6)	- - (9)	- - (5)	1 1% (6)	- - (6)	1 1% (9)	3 - (5)	- - (9)	- - (9)	1 1% (8)	- - (6)	2 2% (6)	1 1% (8)	1 - (7)	2 3% (7)

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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE							GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
ILLEGAL IMMIGRATION	167 45% (1)	22 39% (1)	11 30% (1)	55 55% (1)	20 36% (1)	17 46% (1)	43 48% (1)	73 48% (1)	65 45% (1)	15 38% (1)	15 39% (1)	51 44% (1)	61 48% (1)	29 54% (1)	15 40% (1)	48 40% (1)	65 52% (1)	17 35% (1)	27 63% (1)	27 38% (1)	49 48% (1)	92 45% (1)	
EDUCATION	51 14% (2)	10 17% (2)	3 8% (5)	6 6% (4)	11 20% (2)	10 27% (2)	11 12% (2)	12 8% (4)	19 13% (3)	6 15% (2)	13 34% (2)	11 10% (3)	16 12% (2)	2 4% (8)	11 29% (2)	16 14% (2)	10 8% (3)	10 20% (2)	3 7% (4)	7 10% (3)	10 9% (2)	34 17% (2)	
MORAL VALUES	36 10% (3)	4 8% (5)	2 4% (7)	9 9% (3)	10 17% (3)	2 6% (5)	10 11% (3)	14 9% (3)	20 14% (2)	1 3% (8)	1 2% (6)	11 9% (4)	15 12% (3)	4 7% (3)	5 14% (3)	13 10% (3)	14 11% (2)	5 10% (3)	4 10% (3)	11 16% (2)	8 8% (4)	17 8% (3)	
PROPERTY TAXES	30 8% (4)	4 8% (4)	8 20% (2)	10 10% (2)	1 2% *(7)	2 7% (4)	5 5% (5)	18 12% (2)	8 6% (5)	4 10% (3)	- - (3)	14 12% (2)	7 5% (6)	6 10% (2)	1 3% (6)	12 10% (4)	9 7% (4)	2 4% (8)	5 11% (2)	5 7% (6)	9 9% (3)	16 8% (4)	
ABORTION	21 6% (5)	1 2% (9)	5 13% (3)	3 3% (7)	6 12% (4)	1 3% (6)	3 4% (7)	9 6% (6)	12 8% (4)	- - (4)	- - (4)	6 5% (7)	12 9% (4)	3 5% (4)	- - (5)	10 9% (5)	6 6% (5)	3 6% (7)	- - (7)	5 8% (5)	7 7% (5)	8 4% (6)	
STATE SPENDING	16 4% (6)	5 10% (3)	2 6% (6)	3 3% (6)	2 4% (6)	- - (6)	3 4% (8)	8 5% (7)	4 3% (7)	3 8% (4)	1 3% (5)	8 7% (6)	4 3% (7)	2 4% (6)	1 3% (7)	7 5% (6)	6 5% (6)	3 7% (5)	- - (5)	1 2% (9)	3 3% (8)	12 6% (5)	
JOBS	15 4% (7)	3 5% (7)	5 12% (4)	4 4% (5)	- - (3)	3 7% (10)	1 1% (5)	9 6% (8)	3 2% (7)	2 5% (7)	1 2% (7)	8 7% (5)	1 1% (9)	2 4% (5)	3 7% (4)	6 5% (7)	3 2% (9)	4 8% (4)	1 3% (5)	5 7% (7)	5 5% (6)	5 2% (9)	
HEALTH CARE	14 4% (8)	1 2% (10)	- - (8)	3 6% (5)	3 2% *(7)	1 7% (4)	6 1% (10)	1 4% (6)	6 7% (5)	3 11% (3)	4 1% (10)	1 6% (5)	7 2% (10)	1 - (10)	- - (8)	4 3% (7)	4 3% (7)	- - (6)	1 2% (6)	5 8% (4)	2 2% (10)	7 3% (8)	
GROWTH AND CONGESTION	12 3% (9)	3 6% (6)	1 2% (9)	3 3% (9)	1 2% *(7)	1 2% *(7)	3 4% (6)	5 3% (8)	2 1% (10)	2 5% (6)	3 9% (4)	5 4% (8)	2 1% (8)	2 4% (7)	2 5% (5)	3 3% (9)	4 3% (8)	3 6% (6)	1 2% (7)	- - (7)	5 5% (7)	7 4% (7)	
POLITICAL SCANDALS	6 2% (10)	2 3% (8)	1 3% (8)	1 1% (10)	- - (9)	- - (9)	2 2% (9)	3 2% (9)	2 1% (9)	1 3% (9)	- - (9)	2 2% (9)	1 1% (9)	1 2% (9)	- - (10)	1 1% (10)	2 2% (10)	1 2% (9)	- - (8)	2 3% (9)	2 2% (9)	2 1% (10)	
OTHER	2 1%	- -	- -	- -	1 2%	- -	1 1%	- -	2 2%	- -	- -	- -	2 2%	- -	- -	1 1%	1 1%	- -	- -	- -	- -	1 1%	1 1%
NONE OF ABOVE	3 1%	- -	1 2%	2 2%	- -	- -	- -	1 1%	- -	2 6%	- -	- -	- -	2 4%	- -	- -	- -	1 2%	1 3%	1 2%	1 1%	1 1%	1 1%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
ILLEGAL IMMIGRATION	178	38	50	38	42	28	58	51	98	42	25	169	10	74	92	72	77	146	28	63
	45%	45%	46%	43%	45%	36%	46%	44%	42%	52%	45%	46%	28%	44%	50%	40%	48%	47%	35%	47%
	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)
EDUCATION	55	6	13	11	20	6	19	19	31	11	9	46	9	29	21	29	18	37	17	22
	14%	7%	12%	13%	22%	8%	15%	16%	13%	13%	15%	12%	27%	17%	11%	16%	12%	21%	12%	16%
	(2)	(5)	(3)	(2)	(2)	(5)	(2)	(2)	(3)	(2)	(3)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)
MORAL VALUES	38	9	6	10	11	11	15	4	33	2	1	35	3	7	15	17	16	33	3	6
	10%	11%	5%	12%	12%	14%	12%	3%	14%	3%	2%	10%	9%	4%	8%	10%	10%	11%	4%	5%
	(3)	(2)	(5)	(3)	(3)	(2)	(3)	(8)	(2)	(7)	(9)	(3)	(4)	(7)	(4)	(3)	(3)	(3)	(7)	(5)
PROPERTY TAXES	33	8	14	6	2	6	12	12	13	5	10	30	3	16	17	13	12	24	8	12
	8%	10%	13%	7%	2%	8%	9%	10%	6%	6%	17%	8%	8%	9%	9%	7%	7%	8%	10%	9%
	(4)	(3)	(2)	(6)	(8)	(4)	(4)	(3)	(5)	(5)	(2)	(4)	(6)	(3)	(3)	(4)	(4)	(4)	(3)	(3)
ABORTION	21	5	4	7	4	8	7	2	19	1	1	20	1	3	8	9	5	19	2	2
	5%	6%	4%	8%	5%	11%	6%	2%	8%	1%	2%	6%	3%	2%	4%	5%	3%	6%	2%	2%
	(5)	(6)	(7)	(4)	(4)	(3)	(5)	(9)	(4)	(9)	(10)	(5)	(7)	(10)	(6)	(6)	(9)	(5)	(9)	(10)
HEALTH CARE	17	1	3	6	4	5	2	5	9	3	2	17	-	15	7	7	7	11	4	10
	4%	1%	3%	7%	4%	6%	1%	4%	4%	3%	3%	5%	-	9%	4%	4%	4%	4%	5%	8%
	(6)	(10)	(9)	(5)	(6)	(6)	(9)	(7)	(6)	(6)	(6)	(6)	-	(4)	(8)	(7)	(6)	(6)	(5)	(4)
STATE SPENDING	16	3	8	1	4	1	6	8	7	7	2	15	1	7	4	12	5	10	6	5
	4%	4%	7%	1%	5%	1%	5%	7%	3%	8%	4%	4%	2%	4%	2%	7%	3%	3%	8%	3%
	(7)	(7)	(4)	(9)	(5)	(10)	(6)	(4)	(7)	(3)	(5)	(7)	(8)	(6)	(9)	(5)	(10)	(8)	(4)	(6)
JOBS	15	6	5	4	-	4	4	5	7	6	2	12	3	7	10	5	8	11	4	4
	4%	8%	4%	4%	-	5%	3%	5%	3%	7%	3%	3%	8%	4%	5%	3%	5%	4%	5%	3%
	(8)	(4)	(6)	(7)	-	(7)	(7)	(6)	(8)	(4)	(7)	(8)	(5)	(5)	(5)	(8)	(5)	(7)	(6)	(7)
GROWTH AND CONGESTION	12	3	4	2	3	2	3	6	7	2	4	9	4	4	7	4	6	9	2	4
	3%	4%	4%	2%	4%	3%	2%	5%	3%	2%	7%	2%	11%	2%	4%	2%	4%	3%	3%	3%
	(9)	(9)	(8)	(8)	(7)	(8)	(8)	(5)	(9)	(8)	(4)	(9)	(3)	(8)	(7)	(9)	(7)	(9)	(8)	(8)
POLITICAL SCANDALS	7	3	1	1	1	2	1	2	4	1	1	7	-	3	2	3	5	6	1	3
	2%	4%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	-	2%	1%	2%	3%	2%	1%	3%
	(10)	(8)	(10)	(10)	(9)	(9)	(10)	(10)	(10)	(10)	(8)	(10)	-	(9)	(10)	(10)	(8)	(10)	(10)	(9)
OTHER	3	-	-	1	1	2	-	-	2	-	-	2	1	1	1	2	1	2	1	1
	1%	-	-	1%	1%	3%	-	-	1%	-	-	1%	3%	1%	1%	1%	1%	1%	1%	1%
NONE OF ABOVE	3	2	1	-	-	1	-	1	1	2	-	3	-	2	-	3	-	-	3	-
	1%	2%	1%	-	-	2%	-	1%	1%	3%	-	1%	-	1%	-	2%	-	-	4%	-

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ ILLEG			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	DAY	SEC	ILLEG	ECON/	ILLEG	ECON/	TERR/	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL	UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
ILLEGAL IMMIGRATION	178	79	96	47	67	13	42	22	32	79	134	43	37	78	142	21		
	45%	47%	42%	45%	74%	24%	57%	34%	54%	43%	45%	48%	41%	49%	47%	35%		
	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)		
EDUCATION	55	17	38	8	6	10	6	9	6	30	49	5	18	23	41	8		
	14%	10%	17%	8%	7%	20%	8%	14%	10%	16%	16%	6%	20%	15%	14%	14%		
	(2)	(2)	(2)	(5)	(2)	(2)	(3)	(2)	(3)	(2)	(2)	(6)	(2)	(2)	(2)	(2)		
MORAL VALUES	38	14	24	14	2	6	4	9	8	20	29	7	8	10	29	4		
	10%	9%	10%	13%	3%	11%	5%	14%	13%	11%	9%	8%	9%	6%	10%	6%		
	(3)	(3)	(3)	(2)	(5)	(4)	(4)	(3)	(2)	(3)	(3)	(4)	(3)	(5)	(3)	(7)		
PROPERTY TAXES	33	13	19	9	3	4	11	8	1	11	22	10	7	19	24	7		
	8%	8%	8%	9%	4%	7%	15%	13%	2%	6%	7%	12%	7%	12%	8%	12%		
	(4)	(4)	(4)	(4)	(4)	(6)	(2)	(4)	(6)	(5)	(4)	(2)	(5)	(3)	(4)	(3)		
ABORTION	21	6	15	11	5	2	4	2	1	10	11	10	3	5	19	-		
	5%	4%	7%	11%	5%	4%	5%	4%	2%	5%	4%	11%	3%	3%	6%	-		
	(5)	(8)	(5)	(3)	(3)	(8)	(5)	(9)	(8)	(6)	(7)	(3)	(7)	(7)	(5)	-		
HEALTH CARE	17	10	7	3	-	5	-	3	2	5	13	1	1	11	12	3		
	4%	6%	3%	3%	-	9%	-	5%	4%	3%	4%	1%	1%	7%	4%	4%		
	(6)	(5)	(8)	(7)	-	(5)	-	(8)	(5)	(9)	(6)	(9)	(9)	(4)	(6)	(8)		
STATE SPENDING	16	9	7	3	2	3	2	3	1	9	10	6	7	6	10	4		
	4%	5%	3%	3%	3%	6%	3%	5%	2%	5%	3%	7%	8%	3%	3%	7%		
	(7)	(6)	(7)	(8)	(6)	(7)	(6)	(6)	(7)	(7)	(8)	(5)	(4)	(6)	(7)	(6)		
JOBS	15	4	11	5	-	6	1	3	4	12	14	1	-	2	9	5		
	4%	2%	5%	4%	-	11%	2%	5%	7%	6%	5%	1%	-	1%	3%	9%		
	(8)	(9)	(6)	(6)	-	(3)	(8)	(7)	(4)	(4)	(5)	(10)	(10)	(9)	(8)	(4)		
GROWTH AND CONGESTION	12	6	6	1	2	1	2	4	1	5	9	3	1	2	7	4		
	3%	4%	3%	1%	3%	1%	3%	6%	1%	3%	3%	4%	1%	1%	2%	7%		
	(9)	(7)	(9)	(10)	(7)	(10)	(7)	(5)	(10)	(8)	(9)	(7)	(8)	(10)	(9)	(5)		
POLITICAL SCANDALS	7	3	3	2	-	2	1	1	1	3	6	1	4	3	5	1		
	2%	2%	1%	2%	-	3%	2%	1%	2%	1%	2%	1%	4%	2%	2%	2%		
	(10)	(10)	(10)	(9)	-	(9)	(9)	(10)	(9)	(10)	(10)	(8)	(6)	(8)	(10)	(9)		
OTHER	3	2	1	1	1	-	-	-	1	1	2	1	1	-	2	-		
	1%	1%	-	1%	1%	-	-	-	2%	1%	1%	1%	1%	-	1%	-		
NONE OF ABOVE	3	2	1	-	1	1	-	1	1	-	2	1	2	-	1	2		
	1%	1%	-	-	1%	2%	-	2%	1%	-	1%	1%	3%	-	-	4%		

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE					
	TOTAL	MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
											RD	CNTRY						
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%	
ILLEGAL IMMIGRATION	178 45% (1)	29 42% (1)	78 44% (1)	79 48% (1)	13 39% (2)	13 41% (1)	16 51% (1)	104 42% (1)	69 51% (1)	61 53% (1)	18 57% (1)	178 100%	- -	- -	- -	52 67% (1)	26 47% (1)	
EDUCATION	55 14% (2)	12 17% (2)	33 18% (2)	12 8% (4)	14 42% (1)	4 13% (3)	1 4% (6)	37 15% (2)	16 12% (2)	12 11% (2)	4 13% (3)	- -	55 100%	- -	25 30% (1)	8 10% (2)	- -	
MORAL VALUES	38 10% (3)	3 5% (7)	8 4% (6)	27 16% (2)	1 2% (6)	2 8% (5)	1 4% (7)	25 10% (3)	8 6% (5)	8 7% (5)	- -	- -	- -	38 100%	11 13% (3)	3 4% (5)	6 10% (2)	
PROPERTY TAXES	33 8% (4)	5 8% (5)	16 9% (3)	10 6% (5)	- -	4 11% (4)	1 4% (8)	19 8% (4)	12 9% (3)	11 10% (3)	4 14% (2)	- -	- -	- -	19 23% (2)	- -	5 9% (3)	
ABORTION	21 5% (5)	3 4% (8)	3 1% (10)	14 9% (3)	1 4% (4)	- -	- -	16 6% (5)	4 3% (7)	4 3% (6)	1 3% (5)	- -	- -	- -	9 11% (4)	1 2% (8)	4 8% (4)	
HEALTH CARE	17 4% (6)	6 8% (3)	15 8% (4)	1 1% (10)	3 9% (3)	5 15% (2)	2 7% (4)	13 5% (6)	3 2% (8)	1 1% (9)	- -	- -	- -	- -	4 5% (6)	4 5% (4)	4 8% (5)	
STATE SPENDING	16 4% (7)	6 8% (4)	8 4% (5)	4 3% (7)	1 3% (5)	2 7% (6)	4 15% (2)	5 2% (9)	11 8% (4)	11 9% (4)	1 4% (4)	- -	- -	- -	7 8% (5)	4 6% (3)	3 6% (6)	
JOBS	15 4% (8)	3 5% (6)	7 4% (7)	6 3% (6)	1 2% (7)	- 1% (8)	3 9% (3)	13 5% (7)	2 1% (10)	2 2% (8)	- -	- -	- -	- -	4 5% (7)	- -	3 5% (7)	
GROWTH AND CONGESTION	12 3% (9)	1 1% (9)	5 3% (8)	4 3% (8)	- -	- -	2 6% (5)	8 3% (8)	4 3% (6)	3 3% (7)	1 3% (7)	- -	- -	- -	4 5% (8)	3 4% (6)	2 3% (9)	
POLITICAL SCANDALS	7 2% (10)	- -	3 2% (9)	3 2% (9)	- -	1 3% (7)	- -	3 1% (10)	3 2% (9)	1 1% (10)	1 3% (6)	- -	- -	- -	- -	2 2% (7)	2 4% (8)	
OTHER	3 1% (10)	- -	1 1% (10)	2 1% (10)	- -	- -	- -	1 2% (10)	2 1% (10)	1 1% (10)	1 3% (6)	- -	- -	- -	1 1% (10)	- -	- -	
NONE OF ABOVE	3 1% (10)	1 2% (10)	2 1% (10)	1 1% (10)	- -	- -	- -	2 1% (10)	1 1% (10)	1 1% (10)	- -	- -	- -	- -	- -	- -	- -	

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
ILLEGAL IMMIGRATION	178 45% (1)	79 41% (1)	138 43% (1)	24 49% (1)	66 43% (1)	138 45% (1)	8 48% (1)	90 47% (1)	89 43% (1)	35 52% (1)	122 42% (1)	57 55% (1)	117 41% (1)
EDUCATION	55 14% (2)	26 13% (2)	47 15% (2)	7 14% (2)	21 14% (2)	47 15% (2)	1 7% (4)	29 16% (2)	25 12% (2)	14 21% (2)	38 13% (2)	17 17% (2)	36 12% (2)
MORAL VALUES	38 10% (3)	20 10% (4)	30 9% (3)	5 10% (3)	16 10% (3)	27 9% (4)	3 20% (2)	18 9% (3)	21 10% (3)	4 6% (4)	30 10% (3)	6 6% (3)	31 11% (3)
PROPERTY TAXES	33 8% (4)	24 12% (3)	29 9% (4)	- 1% (9)	14 9% (4)	29 10% (3)	1 6% (6)	18 9% (4)	15 7% (5)	6 9% (3)	19 7% (4)	6 6% (4)	27 9% (4)
ABORTION	21 5% (5)	9 4% (6)	15 5% (6)	4 9% (4)	7 5% (6)	12 4% (6)	2 14% (3)	7 4% (6)	15 7% (4)	2 3% (6)	19 6% (5)	4 4% (6)	17 6% (5)
HEALTH CARE	17 4% (6)	7 4% (8)	15 5% (5)	1 2% (8)	6 4% (8)	10 3% (8)	- - (8)	6 3% (8)	10 5% (6)	1 1% (8)	14 5% (6)	3 3% (7)	13 5% (7)
STATE SPENDING	16 4% (7)	11 5% (5)	13 4% (7)	- - (9)	4 3% (9)	10 3% (9)	1 6% (5)	6 3% (7)	10 5% (8)	3 4% (5)	13 5% (8)	5 4% (5)	12 4% (8)
JOBS	15 4% (8)	7 4% (7)	13 4% (8)	1 2% (6)	10 6% (5)	14 5% (5)	- - (5)	5 3% (9)	10 5% (7)	1 1% (9)	14 5% (7)	- - (6)	15 5% (6)
GROWTH AND CONGESTION	12 3% (9)	4 2% (9)	9 3% (9)	4 7% (5)	7 4% (7)	12 4% (7)	- - (5)	7 4% (5)	4 2% (9)	2 2% (7)	10 4% (9)	3 3% (8)	9 3% (9)
POLITICAL SCANDALS	7 2% (10)	4 2% (10)	5 2% (10)	1 2% (7)	2 1% (10)	4 1% (10)	- - (10)	3 2% (10)	4 2% (10)	- - (10)	6 2% (10)	2 2% (9)	5 2% (10)
OTHER	3 1% (10)	2 1% (10)	2 1% (10)	1 2% (7)	- - (10)	1 - (10)	- - (10)	1 1% (10)	2 1% (10)	- - (10)	3 1% (10)	- - (10)	2 1% (10)
NONE OF ABOVE	3 1% (10)	2 1% (10)	3 1% (10)	- - (10)	1 1% (10)	1 - (10)	- - (10)	- - (10)	3 2% (10)	- - (10)	2 1% (10)	- - (10)	3 1% (10)

Table 31-7
 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 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
ILLEGAL IMMIGRATION	178 45% (1)	72 50% (1)	26 37% (1)	29 48% (1)	23 42% (1)	41 45% (1)	31 39% (1)	31 52% (1)	28 54% (1)	18 45% (1)	21 47% (1)	78 45% (1)	25 43% (1)	54 44% (1)
EDUCATION	55 14% (2)	15 11% (2)	12 17% (2)	7 11% (3)	10 19% (2)	15 16% (2)	7 10% (4)	13 22% (2)	3 6% (5)	3 7% (5)	6 13% (2)	26 15% (2)	6 10% (3)	18 15% (2)
MORAL VALUES	38 10% (3)	14 10% (3)	5 8% (5)	8 13% (2)	6 10% (3)	9 11% (3)	8 7% (3)	4 7% (3)	4 9% (2)	4 11% (3)	1 2% (10)	22 13% (3)	5 8% (6)	11 9% (4)
PROPERTY TAXES	33 8% (4)	11 8% (4)	7 9% (4)	6 10% (4)	4 8% (4)	6 6% (5)	8 11% (2)	4 7% (4)	4 8% (4)	5 13% (2)	1 3% (9)	14 8% (4)	6 10% (2)	12 10% (3)
ABORTION	21 5% (5)	7 5% (6)	3 4% (7)	3 5% (6)	2 4% (6)	1 1% (10)	5 6% (6)	3 5% (5)	4 8% (3)	2 5% (7)	3 7% (3)	9 5% (5)	1 2% (9)	8 7% (5)
HEALTH CARE	17 4% (6)	7 5% (5)	8 11% (3)	- - (3)	1 2% (9)	8 9% (4)	3 4% (8)	1 2% (7)	1 2% (8)	1 2% (8)	3 7% (4)	7 4% (6)	1 2% (8)	6 5% (6)
STATE SPENDING	16 4% (7)	6 4% (7)	1 2% (9)	2 4% (7)	3 6% (5)	3 4% (7)	4 6% (7)	1 1% (8)	1 2% (9)	4 9% (4)	2 5% (5)	4 2% (9)	5 8% (4)	5 4% (7)
JOBS	15 4% (8)	4 3% (8)	4 6% (6)	4 6% (5)	2 3% (7)	3 3% (8)	6 7% (5)	1 1% (9)	3 5% (6)	2 6% (6)	2 4% (8)	5 3% (8)	5 8% (5)	3 3% (8)
GROWTH AND CONGESTION	12 3% (9)	4 3% (9)	2 2% (8)	1 2% (8)	- - (8)	4 4% (6)	2 3% (9)	- - (9)	1 2% (7)	- - (7)	2 5% (6)	6 3% (7)	3 6% (7)	1 1% (10)
POLITICAL SCANDALS	7 2% (10)	3 2% (10)	1 1% (10)	1 1% (9)	1 2% (8)	2 2% (9)	1 1% (10)	2 3% (6)	- - (6)	- - (7)	2 5% (7)	4 2% (10)	- - (9)	1 1% (9)
OTHER	3 1% (8)	1 1% (8)	- - (8)	- - (8)	1 2% (8)	- - (8)	1 2% (8)	- - (8)	1 2% (8)	1 3% (8)	1 2% (8)	- - (8)	- - (8)	2 2% (8)
NONE OF ABOVE	3 1% (8)	1 1% (8)	1 2% (8)	- - (8)	1 2% (8)	- - (8)	1 2% (8)	- - (8)	- - (8)	- - (8)	1 2% (8)	- - (8)	2 4% (8)	- - (8)

Table 32-1
 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 1

	PARTY ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG	SOFT	TOTAL	IND	STRG	STRG	RELIG	CEN-	DFW-	EAST	HOUS-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/	
	GOP	GOP	GOP		GOP/	GOP/	CON	TRAL	METRO-		TON												CON
BASE-TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
ILLEGAL IMMIGRATION	84	63	14	77	3	42	11	47	13	21	6	18	11	15	41	44	25	25	20	14	18	65	13
	21%	24%	14%	22%	9%	26%	17%	23%	23%	20%	19%	20%	23%	24%	19%	23%	21%	30%	21%	14%	17%	22%	17%
	(1)	(1)	(3)	(1)	(4)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(2)	(2)	(2)	(1)	(2)	(1)	(2)	(1)	(3)	(1)	(2)
PROPERTY TAXES	78	49	20	68	9	27	9	34	7	19	5	31	10	6	43	35	28	17	21	12	23	59	18
	19%	19%	21%	19%	24%	17%	14%	17%	12%	18%	16%	33%	20%	10%	21%	18%	23%	20%	22%	12%	22%	20%	23%
	(2)	(2)	(1)	(2)	(1)	(2)	(2)	(2)	(2)	(2)	(3)	(1)	(2)	(4)	(1)	(2)	(1)	(2)	(1)	(3)	(1)	(2)	(1)
EDUCATION	55	32	17	49	6	12	8	22	7	16	3	9	5	16	28	27	19	9	14	12	22	38	11
	14%	12%	18%	14%	17%	8%	11%	10%	12%	15%	10%	10%	11%	24%	14%	14%	16%	11%	15%	12%	21%	13%	14%
	(3)	(3)	(2)	(3)	(2)	(6)	(5)	(4)	(3)	(3)	(6)	(4)	(4)	(1)	(3)	(3)	(3)	(4)	(3)	(4)	(2)	(3)	(3)
HEALTH CARE	39	24	13	37	2	14	8	18	5	9	6	7	3	8	17	22	9	11	6	12	12	26	7
	10%	9%	13%	10%	6%	9%	12%	9%	9%	9%	19%	7%	7%	13%	8%	11%	8%	14%	7%	12%	12%	9%	9%
	(4)	(5)	(4)	(4)	(7)	(5)	(4)	(5)	(5)	(5)	(1)	(6)	(6)	(3)	(5)	(4)	(6)	(3)	(6)	(2)	(4)	(5)	(4)
MORAL VALUES	39	29	7	36	3	23	8	27	6	7	4	9	7	5	22	17	10	8	8	11	7	34	4
	10%	11%	7%	10%	8%	14%	12%	13%	11%	7%	12%	10%	14%	8%	11%	9%	8%	10%	9%	11%	7%	11%	6%
	(5)	(4)	(5)	(5)	(5)	(3)	(3)	(3)	(4)	(6)	(5)	(3)	(3)	(5)	(4)	(6)	(5)	(5)	(5)	(5)	(5)	(4)	(7)
STATE SPENDING	31	23	3	26	5	15	4	16	3	11	4	8	1	4	14	17	13	5	9	4	7	25	5
	8%	9%	3%	7%	14%	10%	7%	8%	6%	10%	13%	9%	2%	7%	7%	9%	11%	6%	9%	4%	7%	8%	7%
	(6)	(6)	(9)	(6)	(3)	(4)	(7)	(6)	(8)	(4)	(4)	(5)	(9)	(6)	(6)	(5)	(4)	(6)	(4)	(8)	(6)	(6)	(6)
ABORTION	20	15	3	18	1	11	3	15	5	7	2	3	2	2	10	9	8	-	5	7	2	14	4
	5%	6%	3%	5%	4%	7%	5%	7%	8%	6%	5%	4%	3%	3%	5%	5%	7%	-	5%	7%	2%	5%	5%
	(7)	(7)	(8)	(7)	(8)	(7)	(8)	(7)	(6)	(7)	(7)	(7)	(8)	(8)	(7)	(7)	(7)	(9)	(7)	(9)	(9)	(7)	(8)
GROWTH AND CONGESTION	17	8	6	14	3	5	6	9	5	6	-	2	3	1	10	7	1	2	5	9	5	13	2
	4%	3%	6%	4%	7%	3%	8%	4%	8%	5%	1%	3%	6%	2%	5%	4%	1%	3%	6%	9%	5%	4%	3%
	(8)	(8)	(6)	(8)	(6)	(8)	(6)	(8)	(7)	(8)	(9)	(8)	(7)	(9)	(8)	(8)	(10)	(7)	(7)	(6)	(7)	(8)	(9)
JOBS	13	6	5	11	1	4	2	5	2	3	1	1	4	3	7	6	5	1	5	3	2	7	6
	3%	2%	5%	3%	4%	2%	2%	3%	4%	3%	2%	1%	8%	4%	3%	3%	4%	1%	5%	3%	2%	2%	7%
	(9)	(9)	(7)	(9)	(9)	(9)	(9)	(10)	(9)	(10)	(8)	(9)	(5)	(7)	(9)	(9)	(8)	(9)	(8)	(9)	(8)	(9)	(5)
POLITICAL SCANDALS	7	4	2	6	1	3	1	6	1	4	-	-	-	1	5	2	1	2	2	2	-	5	1
	2%	1%	2%	2%	2%	2%	2%	3%	2%	4%	-	-	-	2%	2%	1%	1%	2%	2%	2%	-	2%	1%
	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(9)	(10)	(9)	-	-	-	(10)	(10)	(10)	(9)	(8)	(10)	(10)	-	(10)	(10)
OTHER	3	1	1	2	1	-	1	2	-	-	-	1	1	1	2	-	-	-	-	3	3	3	-
	1%	-	1%	1%	3%	-	1%	1%	-	-	-	1%	2%	2%	-	1%	-	-	-	3%	3%	1%	-
NONE OF ABOVE	7	4	3	7	-	2	3	2	2	2	1	-	2	-	5	2	1	1	-	5	2	4	3
	2%	2%	3%	2%	-	1%	5%	1%	4%	2%	3%	-	4%	-	3%	1%	1%	1%	-	5%	2%	1%	4%
REFUSED	2	2	-	2	-	2	2	2	-	1	-	1	-	-	-	2	-	-	-	2	-	2	-
	1%	1%	-	1%	-	1%	3%	1%	-	1%	-	1%	-	-	1%	-	-	-	-	2%	-	1%	-

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
ILLEGAL IMMIGRATION	79 21% (1)	12 22% (2)	13 34% (1)	14 14% (3)	11 19% (3)	10 28% (1)	20 22% (1)	32 21% (1)	33 23% (1)	7 16% (3)	7 18% (1)	27 23% (1)	32 25% (1)	9 17% (2)	5 13% (4)	31 26% (1)	29 23% (1)	11 21% (2)	3 7% (7)	16 22% (1)	29 28% (1)	34 17% (2)
PROPERTY TAXES	77 21% (2)	14 25% (1)	7 19% (2)	22 22% (1)	14 26% (1)	9 24% (2)	11 12% (2)	32 21% (2)	27 19% (2)	12 28% (1)	6 17% (2)	23 20% (2)	26 24% (1)	13 17% (3)	7 22% (2)	27 18% (2)	22 27% (1)	13 27% (1)	6 15% (2)	14 20% (2)	14 14% (2)	48 24% (1)
EDUCATION	49 13% (3)	5 9% (4)	5 13% (4)	14 14% (2)	11 21% (2)	3 8% (5)	10 12% (3)	18 12% (4)	21 14% (3)	7 17% (2)	4 11% (5)	14 12% (3)	15 12% (3)	7 13% (3)	9 23% (1)	15 12% (3)	14 11% (4)	8 16% (3)	8 19% (1)	5 6% (5)	13 12% (3)	32 16% (3)
MORAL VALUES	38 10% (4)	4 7% (7)	7 18% (3)	11 11% (4)	5 10% (4)	2 4% (7)	9 10% (5)	19 13% (3)	14 10% (5)	2 6% (5)	2 6% (8)	13 11% (4)	15 11% (4)	6 10% (4)	1 3% (8)	13 11% (4)	14 11% (3)	3 6% (5)	4 9% (4)	11 16% (3)	8 7% (7)	19 9% (5)
HEALTH CARE	33 9% (5)	4 7% (6)	3 8% (5)	5 6% (8)	4 8% (5)	6 16% (3)	10 11% (4)	10 7% (6)	16 11% (4)	2 6% (4)	5 13% (3)	8 7% (6)	12 10% (5)	4 7% (5)	7 18% (2)	10 8% (6)	11 9% (5)	7 14% (4)	4 9% (5)	9 13% (4)	10 10% (4)	14 7% (6)
STATE SPENDING	30 8% (6)	8 14% (3)	- - (7)	7 7% (7)	4 8% (6)	5 14% (4)	6 7% (6)	12 8% (5)	13 9% (6)	2 5% (6)	3 8% (7)	11 9% (5)	12 9% (6)	1 2% (10)	2 5% (7)	13 11% (5)	10 8% (6)	2 4% (7)	1 2% (10)	2 3% (8)	8 8% (6)	20 10% (4)
ABORTION	18 5% (7)	3 5% (8)	- - (6)	7 7% (7)	4 7% (7)	- - (9)	4 5% (7)	9 6% (7)	5 3% (8)	1 3% (9)	3 8% (6)	7 6% (7)	6 5% (7)	2 4% (7)	1 2% (9)	7 6% (7)	7 5% (7)	- - (8)	3 7% (8)	3 4% (6)	8 8% (5)	8 4% (9)
GROWTH AND CONGESTION	15 4% (8)	- - (8)	- - (5)	8 8% (5)	- - (6)	2 6% (8)	5 6% (8)	8 5% (8)	5 4% (7)	- 1% (10)	2 5% (9)	5 4% (8)	2 2% (9)	3 6% (6)	3 7% (6)	- - (8)	7 5% (8)	2 4% (6)	4 9% (3)	3 4% (7)	4 4% (8)	8 4% (8)
JOBS	13 4% (9)	5 8% (5)	1 2% (6)	2 2% (10)	- - (7)	- - (7)	6 7% (9)	5 3% (9)	2 1% (9)	2 4% (7)	4 11% (4)	4 3% (9)	3 2% (8)	1 3% (9)	3 9% (5)	3 2% (8)	3 3% (9)	1 3% (8)	3 8% (10)	2 3% (10)	2 2% (9)	10 5% (7)
POLITICAL SCANDALS	6 2% (10)	- - (7)	1 2% (9)	3 3% (8)	1 2% (8)	- - (10)	1 1% (10)	3 2% (10)	2 1% (10)	1 3% (8)	- - (10)	2 2% (10)	1 1% (8)	2 4% (8)	- - (9)	2 1% (10)	1 1% (10)	- - (9)	2 5% (9)	2 3% (9)	1 1% (10)	3 1% (10)
OTHER	3 1% (9)	- - (5)	- - (6)	1 1% (10)	- - (7)	- - (7)	2 2% (9)	1 1% (9)	2 2% (9)	- - (10)	- - (4)	1 1% (9)	- - (8)	- - (7)	1 3% (5)	- - (8)	1 1% (9)	- - (8)	1 3% (8)	- - (10)	- - (9)	3 2% (7)
NONE OF ABOVE	7 2% (9)	1 2% (5)	1 3% (6)	3 3% (10)	- - (7)	- - (7)	2 2% (9)	3 2% (9)	1 1% (9)	2 6% (7)	1 3% (4)	2 2% (9)	2 2% (8)	3 6% (6)	- - (9)	1 1% (10)	3 3% (9)	1 2% (8)	2 5% (9)	1 1% (9)	5 5% (10)	1 1% (10)
REFUSED	2 1% (9)	- - (5)	- - (6)	- - (10)	- - (7)	- - (7)	2 3% (9)	- - (9)	2 2% (9)	- - (10)	- - (4)	- - (9)	2 2% (8)	- - (7)	- - (9)	2 2% (8)	- - (8)	- - (8)	- - (10)	1 2% (9)	- - (9)	1 1% (10)

Table 32-3
 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 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
ILLEGAL IMMIGRATION	84	19	20	26	15	17	32	23	50	18	11	76	9	32	43	37	28	65	18	26
	21%	22%	18%	29%	16%	22%	25%	20%	22%	23%	19%	21%	25%	19%	23%	21%	18%	21%	22%	19%
	(1)	(1)	(2)	(1)	(3)	(1)	(1)	(2)	(1)	(2)	(2)	(1)	(1)	(2)	(1)	(1)	(2)	(1)	(2)	(2)
PROPERTY TAXES	78	15	28	13	20	7	24	34	44	23	9	74	4	35	40	34	30	56	19	28
	19%	18%	26%	15%	22%	9%	19%	29%	19%	28%	15%	20%	12%	21%	21%	19%	19%	18%	24%	21%
	(2)	(2)	(1)	(2)	(1)	(5)	(2)	(1)	(2)	(1)	(4)	(2)	(4)	(1)	(2)	(2)	(1)	(2)	(1)	(1)
EDUCATION	55	8	16	9	16	9	18	15	25	12	11	48	7	25	25	24	22	41	12	20
	14%	10%	15%	10%	17%	12%	15%	13%	11%	15%	19%	13%	20%	15%	13%	14%	14%	13%	15%	15%
	(3)	(5)	(3)	(5)	(2)	(3)	(3)	(3)	(4)	(3)	(1)	(3)	(2)	(3)	(3)	(3)	(3)	(3)	(3)	(3)
HEALTH CARE	39	8	4	10	10	5	12	11	17	6	9	38	1	23	23	12	15	31	7	18
	10%	10%	4%	12%	11%	7%	9%	10%	7%	7%	16%	10%	3%	14%	12%	7%	9%	10%	9%	13%
	(4)	(4)	(8)	(4)	(5)	(6)	(4)	(4)	(6)	(5)	(3)	(4)	(9)	(4)	(4)	(7)	(5)	(5)	(4)	(4)
MORAL VALUES	39	9	13	10	6	15	10	7	27	7	4	36	3	9	18	15	16	35	3	9
	10%	10%	12%	12%	7%	19%	8%	6%	12%	8%	8%	10%	8%	5%	10%	9%	10%	11%	4%	7%
	(5)	(3)	(4)	(3)	(6)	(2)	(5)	(6)	(3)	(4)	(6)	(5)	(6)	(6)	(5)	(4)	(4)	(4)	(8)	(5)
STATE SPENDING	31	5	9	4	12	5	9	11	19	5	5	27	4	9	13	15	14	25	5	8
	8%	6%	8%	5%	13%	7%	7%	9%	8%	7%	9%	7%	12%	6%	7%	8%	9%	8%	6%	6%
	(6)	(7)	(5)	(7)	(4)	(7)	(6)	(5)	(5)	(6)	(5)	(6)	(3)	(5)	(6)	(5)	(6)	(6)	(5)	(6)
ABORTION	20	7	3	4	4	7	8	2	16	2	-	19	1	6	7	8	6	18	1	5
	5%	8%	3%	4%	4%	9%	6%	2%	7%	3%	-	5%	3%	4%	4%	4%	4%	6%	1%	4%
	(7)	(6)	(9)	(8)	(8)	(4)	(7)	(9)	(7)	(7)	-	(7)	(8)	(8)	(8)	(8)	(9)	(7)	(10)	(9)
GROWTH AND CONGESTION	17	3	5	5	2	2	5	4	10	2	3	16	1	8	3	13	12	13	4	6
	4%	3%	5%	5%	2%	3%	4%	4%	4%	2%	5%	4%	4%	5%	2%	8%	7%	4%	6%	4%
	(8)	(8)	(6)	(6)	(9)	(8)	(9)	(7)	(8)	(8)	(8)	(8)	(7)	(7)	(9)	(6)	(7)	(8)	(6)	(8)
JOBS	13	2	5	2	5	1	5	3	8	1	3	10	3	6	9	4	6	10	3	7
	3%	2%	4%	2%	5%	2%	4%	3%	3%	2%	5%	3%	9%	3%	5%	2%	4%	3%	4%	5%
	(9)	(9)	(7)	(10)	(7)	(10)	(8)	(8)	(9)	(7)	(9)	(9)	(5)	(9)	(7)	(10)	(8)	(9)	(7)	(7)
POLITICAL SCANDALS	7	1	3	2	-	2	2	1	6	-	-	6	1	2	-	7	3	5	1	-
	2%	1%	3%	2%	-	2%	2%	1%	2%	-	-	2%	2%	1%	-	4%	2%	2%	1%	-
	(10)	(10)	(10)	(9)	-	(9)	(10)	(10)	(10)	-	-	(10)	(10)	(10)	-	(9)	(10)	(10)	(9)	-
OTHER	3	-	1	-	2	1	1	-	2	1	-	3	-	2	-	2	2	2	1	2
	1%	-	1%	-	2%	1%	1%	-	1%	1%	-	1%	-	1%	-	1%	1%	1%	1%	2%
NONE OF ABOVE	7	4	1	2	-	2	1	3	2	2	2	6	1	4	5	-	4	5	2	3
	2%	5%	1%	2%	-	2%	1%	3%	1%	2%	4%	2%	3%	3%	3%	-	3%	2%	3%	2%
REFUSED	2	-	-	1	1	2	-	-	2	-	-	2	-	2	-	2	1	2	-	2
	1%	-	-	1%	1%	3%	-	-	1%	-	-	1%	-	1%	-	1%	1%	1%	-	2%

Table 32-4

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 4

	MOST IMPORTANT ISSUE															
	VOTE EARLY			SECOND CHOICE				MCCAIN IMAGE				HUCKABEE IMAGE				
	TOTAL	EARLY	DAY	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
ILLEGAL IMMIGRATION	84	28	56	28	17	7	21	15	7	39	55	24	22	30	63	12
	21%	17%	25%	26%	18%	13%	28%	22%	11%	21%	18%	27%	25%	19%	21%	20%
	(1)	(2)	(1)	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(1)	(1)	(2)	(1)	(2)
PROPERTY TAXES	78	42	35	16	20	11	15	16	15	38	62	16	16	35	60	14
	19%	25%	16%	16%	23%	21%	20%	25%	26%	21%	21%	17%	18%	22%	20%	22%
	(2)	(1)	(3)	(2)	(1)	(1)	(2)	(1)	(1)	(2)	(1)	(2)	(3)	(1)	(2)	(1)
EDUCATION	55	19	37	16	12	10	9	5	5	33	47	9	18	20	37	11
	14%	11%	16%	15%	13%	19%	12%	8%	9%	18%	16%	10%	20%	13%	12%	18%
	(3)	(3)	(2)	(3)	(4)	(2)	(3)	(5)	(5)	(3)	(3)	(5)	(2)	(3)	(3)	(3)
HEALTH CARE	39	17	21	9	5	4	8	7	2	15	34	5	6	17	30	5
	10%	10%	9%	9%	5%	8%	11%	11%	4%	8%	11%	6%	7%	11%	10%	7%
	(4)	(5)	(5)	(5)	(7)	(4)	(4)	(4)	(7)	(5)	(4)	(6)	(5)	(4)	(5)	(5)
MORAL VALUES	39	18	19	13	11	3	7	8	6	19	26	12	4	16	31	6
	10%	11%	8%	12%	13%	6%	9%	12%	10%	10%	9%	14%	4%	10%	10%	9%
	(5)	(4)	(6)	(4)	(5)	(7)	(5)	(3)	(4)	(4)	(5)	(3)	(6)	(5)	(4)	(4)
STATE SPENDING	31	10	22	5	13	4	3	3	12	12	19	11	8	13	26	3
	8%	6%	9%	5%	15%	8%	4%	5%	20%	6%	6%	12%	9%	8%	9%	5%
	(6)	(7)	(4)	(7)	(3)	(5)	(7)	(7)	(2)	(6)	(6)	(4)	(4)	(6)	(6)	(7)
ABORTION	20	7	13	8	2	2	1	1	4	10	15	4	-	6	16	1
	5%	4%	6%	7%	2%	4%	1%	2%	7%	5%	5%	4%	-	4%	5%	2%
	(7)	(8)	(7)	(6)	(9)	(8)	(10)	(10)	(6)	(7)	(7)	(8)		(9)	(7)	(9)
GROWTH AND CONGESTION	17	10	6	4	5	3	4	2	2	7	13	5	3	7	13	3
	4%	6%	3%	4%	6%	7%	5%	3%	3%	4%	4%	5%	4%	4%	4%	5%
	(8)	(6)	(9)	(8)	(6)	(6)	(6)	(9)	(9)	(8)	(8)	(7)	(7)	(7)	(8)	(6)
JOBS	13	4	9	2	3	2	2	2	2	6	11	1	3	6	8	2
	3%	3%	4%	2%	4%	3%	2%	4%	4%	3%	4%	1%	3%	4%	3%	3%
	(9)	(9)	(8)	(9)	(8)	(9)	(9)	(8)	(8)	(9)	(9)	(10)	(9)	(8)	(9)	(8)
POLITICAL SCANDALS	7	2	5	2	-	1	3	3	1	3	5	2	3	3	5	1
	2%	1%	2%	2%	-	2%	4%	5%	2%	2%	2%	2%	3%	2%	2%	1%
	(10)	(10)	(10)	(10)		(10)	(8)	(6)	(10)	(10)	(10)	(9)	(8)	(10)	(10)	(10)
OTHER	3	2	1	-	-	1	1	-	1	-	3	-	-	1	2	1
	1%	1%	-	-	-	2%	1%	-	2%	-	1%	-	-	1%	1%	2%
NONE OF ABOVE	7	3	3	1	1	2	1	1	-	3	5	1	2	4	7	-
	2%	2%	1%	1%	1%	4%	1%	2%	-	2%	2%	1%	2%	3%	2%	-
REFUSED	2	2	-	1	-	-	1	-	-	1	2	-	-	1	2	-
	1%	1%	-	1%	-	-	1%	-	-	1%	1%	-	-	1%	1%	-

Table 32-5

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 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL HUCK-ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC	
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
ILLEGAL IMMIGRATION	84	20	35	38	7	7	5	50	31	27	9	-	25	11	84	-	-
	21%	28%	20%	23%	22%	21%	17%	20%	23%	23%	28%	-	46%	28%	100%	-	-
	(1)	(1)	(2)	(1)	(2)	(2)	(2)	(1)	(1)	(1)	(1)		(1)	(1)			
PROPERTY TAXES	78	13	36	30	8	10	7	46	29	26	7	52	8	3	-	78	-
	19%	19%	20%	18%	25%	30%	23%	19%	22%	22%	22%	29%	15%	8%	-	100%	-
	(2)	(3)	(1)	(2)	(1)	(1)	(1)	(2)	(2)	(2)	(2)	(1)	(2)	(5)			
EDUCATION	55	14	27	17	5	2	4	34	21	15	4	26	-	6	-	-	55
	14%	20%	15%	10%	14%	7%	14%	14%	15%	13%	13%	15%	-	14%	-	-	100%
	(3)	(2)	(3)	(5)	(4)	(5)	(3)	(3)	(3)	(3)	(3)	(2)		(3)			
HEALTH CARE	39	10	23	12	6	3	3	29	7	7	2	21	8	3	-	-	-
	10%	14%	13%	7%	17%	9%	9%	12%	5%	6%	6%	12%	15%	9%	-	-	-
	(4)	(4)	(4)	(7)	(3)	(4)	(6)	(4)	(7)	(7)	(5)	(4)	(3)	(4)			
MORAL VALUES	39	2	9	21	1	1	3	24	13	13	3	24	2	-	-	-	-
	10%	3%	5%	13%	3%	3%	10%	10%	10%	11%	10%	13%	4%	-	-	-	-
	(5)	(8)	(6)	(3)	(7)	(8)	(4)	(5)	(4)	(4)	(4)	(3)	(6)				
STATE SPENDING	31	-	9	17	1	3	-	17	11	9	2	20	5	2	-	-	-
	8%	-	5%	11%	3%	10%	-	7%	9%	8%	6%	11%	9%	6%	-	-	-
	(6)		(5)	(4)	(6)	(3)		(6)	(5)	(5)	(6)	(5)	(4)	(7)			
ABORTION	20	3	6	12	-	-	3	16	2	2	-	8	1	8	-	-	-
	5%	4%	3%	8%	-	-	10%	7%	2%	2%	-	4%	2%	22%	-	-	-
	(7)	(5)	(9)	(6)			(5)	(7)	(10)	(9)		(7)	(8)	(2)			
GROWTH AND CONGESTION	17	3	9	7	-	1	2	8	9	8	1	11	3	-	-	-	-
	4%	4%	5%	4%	-	3%	7%	3%	6%	7%	3%	6%	6%	-	-	-	-
	(8)	(6)	(7)	(8)		(6)	(7)	(9)	(6)	(6)	(8)	(6)	(5)				
JOBS	13	3	9	3	4	1	1	10	3	2	2	7	2	1	-	-	-
	3%	4%	5%	2%	11%	3%	3%	4%	2%	2%	6%	4%	3%	1%	-	-	-
	(9)	(7)	(8)	(10)	(5)	(7)	(9)	(8)	(9)	(10)	(7)	(8)	(7)	(8)			
POLITICAL SCANDALS	7	-	2	4	-	-	1	3	4	4	-	2	-	3	-	-	-
	2%	-	1%	2%	-	-	4%	1%	3%	3%	-	1%	-	8%	-	-	-
	(10)		(10)	(9)			(8)	(10)	(8)	(8)		(9)		(6)			
OTHER	3	-	2	1	1	1	-	2	1	-	-	1	-	1	-	-	-
	1%	-	1%	1%	3%	4%	-	1%	1%	-	-	1%	-	3%	-	-	-
NONE OF ABOVE	7	-	5	1	1	2	1	3	2	2	2	4	-	-	-	-	-
	2%	-	3%	1%	3%	6%	3%	1%	2%	2%	7%	2%	-	-	-	-	-
REFUSED	2	1	2	-	-	1	-	2	-	-	-	1	-	-	-	-	-
	1%	2%	1%	-	-	3%	-	1%	-	-	-	1%	-	-	-	-	-

Table 32-6

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 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
ILLEGAL IMMIGRATION	84 21% (1)	50 26% (1)	69 22% (1)	9 19% (2)	32 21% (1)	66 22% (1)	5 26% (1)	43 23% (1)	39 19% (1)	17 25% (1)	58 20% (1)	15 14% (4)	67 23% (1)
PROPERTY TAXES	78 19% (2)	30 15% (2)	56 18% (2)	14 29% (1)	30 20% (2)	59 19% (2)	3 15% (3)	40 21% (2)	38 18% (2)	12 18% (3)	58 20% (2)	24 23% (1)	53 18% (2)
EDUCATION	55 14% (3)	26 13% (3)	44 14% (3)	4 9% (5)	17 11% (3)	43 14% (3)	1 6% (3)	32 17% (3)	22 11% (5)	13 20% (2)	37 13% (3)	16 16% (3)	38 13% (3)
HEALTH CARE	39 10% (4)	14 7% (6)	33 10% (4)	4 9% (4)	17 11% (4)	31 10% (4)	- - (4)	15 8% (4)	25 12% (4)	6 9% (4)	28 10% (5)	9 8% (5)	30 10% (5)
MORAL VALUES	39 10% (5)	14 7% (5)	26 8% (6)	8 16% (3)	14 9% (5)	26 9% (5)	1 7% (4)	13 7% (6)	26 12% (3)	5 7% (5)	32 11% (4)	7 7% (7)	32 11% (4)
STATE SPENDING	31 8% (6)	19 10% (4)	28 9% (5)	1 2% (9)	10 7% (7)	26 9% (6)	3 19% (2)	14 7% (5)	17 8% (6)	4 6% (6)	24 8% (6)	17 16% (2)	13 5% (7)
ABORTION	20 5% (7)	10 5% (8)	17 5% (7)	2 4% (8)	11 7% (6)	13 4% (8)	1 7% (5)	10 5% (7)	10 5% (7)	3 5% (7)	14 5% (7)	7 7% (6)	11 4% (8)
GROWTH AND CONGESTION	17 4% (8)	12 6% (7)	16 5% (8)	- - (8)	9 6% (8)	16 5% (7)	- 2% (9)	9 5% (8)	8 4% (8)	3 5% (8)	13 4% (8)	2 2% (9)	15 5% (6)
JOBS	13 3% (9)	5 3% (9)	10 3% (9)	3 6% (6)	6 4% (9)	11 4% (9)	1 6% (8)	7 4% (9)	6 3% (9)	3 4% (9)	10 3% (9)	6 6% (8)	7 3% (9)
POLITICAL SCANDALS	7 2% (10)	3 1% (10)	4 1% (10)	3 6% (7)	4 2% (10)	5 2% (10)	1 6% (6)	2 1% (10)	5 2% (10)	- - (10)	7 2% (10)	1 1% (10)	6 2% (10)
OTHER	3 1% (9)	2 1% (9)	3 1% (9)	- - (9)	1 1% (9)	2 1% (9)	- - (9)	1 1% (9)	2 1% (9)	- - (9)	3 1% (9)	- - (9)	3 1% (9)
NONE OF ABOVE	7 2% (9)	6 3% (9)	7 2% (9)	- - (9)	1 1% (9)	3 1% (9)	1 6% (9)	3 2% (9)	4 2% (9)	1 1% (9)	2 1% (9)	- - (9)	7 3% (9)
REFUSED	2 1% (9)	1 1% (9)	2 1% (9)	- - (9)	1 1% (9)	2 1% (9)	- - (9)	- - (9)	2 1% (9)	- - (9)	2 1% (9)	- - (9)	2 1% (9)

Table 32-7
 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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS RADIO	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS RADIO	NEWS- PAPER	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
ILLEGAL IMMIGRATION	84 21% (1)	24 17% (2)	15 21% (1)	17 28% (2)	12 21% (1)	19 22% (1)	17 22% (1)	14 24% (1)	9 18% (3)	6 15% (3)	5 11% (4)	43 24% (1)	17 29% (2)	19 16% (2)
PROPERTY TAXES	78 19% (2)	34 24% (1)	5 7% (5)	17 28% (1)	8 14% (3)	17 18% (2)	14 18% (2)	8 14% (3)	12 23% (1)	12 31% (1)	3 7% (6)	32 18% (2)	19 33% (1)	23 19% (1)
EDUCATION	55 14% (3)	21 14% (3)	10 14% (4)	4 7% (5)	12 21% (2)	11 12% (4)	12 16% (3)	6 11% (5)	10 19% (2)	7 19% (2)	11 25% (1)	24 14% (3)	6 10% (3)	15 12% (3)
HEALTH CARE	39 10% (4)	14 10% (4)	15 21% (2)	- - (7)	3 6% (7)	14 15% (3)	8 10% (4)	7 12% (4)	2 4% (7)	5 13% (4)	7 15% (3)	19 11% (4)	1 2% (8)	13 10% (5)
MORAL VALUES	39 10% (5)	14 10% (5)	12 16% (3)	8 13% (3)	4 7% (4)	7 8% (6)	7 9% (5)	6 11% (6)	7 13% (4)	3 8% (5)	9 19% (2)	16 9% (5)	1 2% (9)	13 11% (4)
STATE SPENDING	31 8% (6)	11 7% (6)	4 6% (6)	6 9% (4)	3 6% (6)	8 9% (5)	2 3% (8)	9 14% (2)	4 9% (5)	2 6% (6)	4 9% (5)	11 6% (6)	5 8% (4)	12 10% (6)
ABORTION	20 5% (7)	8 6% (7)	2 3% (9)	3 5% (6)	- - (8)	5 7% (6)	5 7% (6)	- - (8)	2 4% (8)	1 3% (8)	3 6% (7)	7 4% (9)	2 4% (5)	8 6% (7)
GROWTH AND CONGESTION	17 4% (8)	7 5% (8)	3 5% (7)	3 5% (7)	4 7% (5)	6 6% (7)	4 5% (7)	2 3% (8)	1 2% (9)	1 3% (9)	- - (7)	8 5% (7)	2 4% (6)	7 5% (8)
JOBS	13 3% (9)	4 3% (9)	3 4% (8)	2 3% (8)	3 5% (8)	3 3% (9)	1 1% (10)	3 5% (7)	1 2% (10)	1 3% (7)	1 1% (9)	8 4% (8)	1 2% (7)	3 3% (10)
POLITICAL SCANDALS	7 2% (10)	2 1% (10)	- - (9)	1 1% (9)	1 2% (10)	1 3% (9)	2 3% (9)	1 1% (9)	2 4% (6)	- - (8)	1 2% (8)	2 1% (10)	- - (9)	4 3% (9)
OTHER	3 1% (9)	1 1% (9)	- - (9)	- - (9)	2 4% (9)	- - (9)	2 3% (9)	- - (9)	- - (9)	- - (9)	- - (9)	1 2% (9)	2 1% (9)	- - (9)
NONE OF ABOVE	7 2% (9)	3 2% (9)	1 1% (9)	- - (9)	1 2% (9)	1 1% (9)	1 1% (9)	3 5% (9)	1 2% (9)	- - (9)	- - (9)	4 2% (9)	1 2% (9)	2 2% (9)
REFUSED	2 1% (9)	1 1% (9)	- - (9)	- - (9)	1 2% (9)	- - (9)	2 3% (9)	- - (9)	- - (9)	- - (9)	- - (9)	- - (9)	- - (9)	2 2% (9)

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

	CORE																						
	PARTY ID				PRIMARY VOTERS					REGION					GENDER		AGE				WHITE IDEOLOGY		
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
ILLEGAL IMMIGRATION	262 66% (1)	181 70% (1)	60 63% (1)	241 68% (1)	15 40% (2)	111 69% (1)	47 71% (1)	134 65% (1)	36 63% (1)	67 64% (1)	20 62% (1)	69 73% (1)	29 61% (1)	42 65% (1)	135 65% (1)	127 66% (1)	69 58% (1)	57 68% (1)	71 75% (1)	65 65% (1)	70 67% (1)	203 69% (1)	43 55% (1)
PROPERTY TAXES	111 28% (2)	71 27% (2)	27 29% (3)	99 28% (2)	11 31% (3)	41 26% (3)	13 20% (3)	47 23% (3)	15 26% (2)	26 24% (3)	9 29% (2)	38 41% (2)	13 28% (3)	10 16% (5)	67 32% (2)	44 23% (3)	35 29% (3)	27 33% (2)	30 32% (2)	18 18% (5)	29 28% (3)	85 29% (2)	22 28% (3)
EDUCATION	110 28% (3)	62 24% (3)	30 31% (2)	92 26% (3)	16 43% (1)	27 17% (4)	11 17% (5)	45 22% (4)	13 23% (3)	27 26% (2)	9 28% (3)	22 23% (3)	16 34% (2)	23 36% (2)	49 24% (3)	62 32% (2)	42 35% (2)	24 29% (3)	25 26% (3)	18 18% (4)	38 36% (2)	69 23% (3)	30 38% (2)
MORAL VALUES	77 19% (4)	57 22% (4)	16 17% (4)	73 21% (4)	4 10% (8)	44 28% (2)	17 26% (2)	61 30% (2)	12 21% (4)	21 20% (4)	6 19% (5)	16 17% (4)	8 18% (4)	13 21% (3)	39 19% (4)	38 20% (4)	25 21% (4)	13 16% (4)	15 16% (4)	23 23% (2)	16 16% (5)	68 23% (4)	6 8% (8)
HEALTH CARE	56 14% (5)	34 13% (6)	14 14% (5)	48 13% (5)	6 18% (4)	17 10% (7)	12 18% (4)	24 12% (6)	6 11% (7)	13 12% (7)	7 23% (4)	9 10% (6)	7 15% (6)	13 20% (4)	23 11% (6)	33 17% (5)	14 12% (7)	13 15% (5)	7 8% (9)	20 20% (3)	17 16% (4)	33 11% (7)	14 18% (4)
STATE SPENDING	47 12% (6)	35 14% (5)	6 6% (8)	41 12% (6)	6 17% (5)	22 14% (6)	7 10% (6)	21 10% (7)	5 10% (8)	17 16% (5)	4 13% (6)	12 12% (5)	2 4% (9)	8 12% (6)	25 12% (5)	22 12% (6)	20 17% (5)	7 9% (7)	13 14% (5)	7 7% (8)	13 12% (6)	37 13% (5)	9 12% (5)
ABORTION	41 10% (7)	33 13% (7)	6 6% (9)	39 11% (7)	1 4% (10)	27 17% (5)	6 9% (8)	34 16% (5)	8 13% (6)	13 13% (6)	3 10% (7)	8 8% (7)	3 7% (8)	6 9% (7)	20 10% (7)	21 11% (7)	16 14% (6)	6 7% (8)	8 8% (8)	10 10% (7)	4 4% (9)	35 12% (6)	4 5% (9)
GROWTH AND CONGESTION	30 7% (8)	15 6% (8)	10 10% (6)	25 7% (8)	4 11% (6)	11 7% (8)	7 10% (7)	14 7% (8)	8 14% (5)	10 9% (8)	1 5% (9)	2 3% (9)	7 14% (7)	1 2% (10)	17 8% (9)	12 6% (8)	5 4% (9)	4 5% (9)	8 9% (7)	12 12% (6)	5 5% (8)	20 7% (8)	8 10% (7)
JOBS	28 7% (9)	15 6% (9)	9 10% (7)	25 7% (8)	2 6% (9)	9 6% (9)	3 4% (9)	13 6% (9)	3 6% (9)	6 6% (10)	3 8% (8)	5 5% (8)	7 15% (5)	4 7% (9)	18 9% (8)	10 5% (9)	7 6% (8)	8 10% (6)	8 9% (6)	4 4% (10)	7 7% (7)	19 7% (9)	9 11% (6)
POLITICAL SCANDALS	14 3% (10)	7 3% (10)	3 3% (10)	10 3% (10)	4 11% (7)	6 4% (10)	2 4% (10)	9 5% (10)	2 4% (10)	7 6% (9)	- - (9)	- - (9)	- - (8)	5 8% (8)	10 5% (10)	4 2% (10)	3 2% (10)	3 3% (10)	4 4% (10)	5 5% (9)	2 2% (10)	10 3% (10)	2 3% (10)
OTHER	7 2% (10)	3 1% (10)	1 1% (10)	4 1% (10)	1 3% (10)	2 1% (10)	2 3% (10)	6 3% (10)	1 2% (10)	- - (9)	- - (9)	4 4% (8)	1 2% (8)	1 2% (8)	1 - (8)	6 3% (8)	1 1% (8)	1 1% (8)	- - (8)	4 4% (10)	3 3% (7)	5 2% (7)	- - (7)
NONE OF ABOVE	11 3% (10)	4 2% (10)	5 5% (10)	9 3% (10)	1 3% (10)	2 1% (10)	3 5% (10)	2 1% (10)	3 6% (10)	2 2% (9)	1 3% (9)	1 1% (9)	2 4% (8)	1 1% (8)	9 4% (8)	2 1% (8)	1 1% (8)	2 2% (8)	- - (8)	8 8% (10)	3 3% (10)	5 2% (10)	6 7% (10)
REFUSED	2 1% (10)	2 1% (10)	- - (10)	2 1% (10)	- - (10)	2 1% (10)	2 3% (10)	2 1% (10)	- - (10)	1 1% (10)	- - (10)	1 1% (10)	- - (10)	- - (10)	- - (10)	2 1% (10)	- - (10)	- - (10)	- - (10)	2 2% (10)	- - (10)	2 1% (10)	- - (10)

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE							GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
ILLEGAL IMMIGRATION	246 66% (1)	34 61% (1)	24 63% (1)	69 69% (1)	30 55% (1)	27 73% (1)	63 71% (1)	105 69% (1)	98 68% (1)	22 54% (1)	22 57% (1)	79 67% (1)	94 73% (1)	38 70% (1)	20 52% (1)	79 65% (1)	93 76% (1)	28 56% (1)	30 70% (1)	42 60% (1)	78 76% (1)	126 62% (1)
PROPERTY TAXES	107 29% (2)	18 34% (2)	15 38% (2)	32 32% (2)	15 27% (3)	11 31% (3)	16 17% (5)	50 33% (2)	35 25% (3)	16 39% (2)	6 17% (4)	37 32% (2)	32 25% (2)	19 34% (2)	8 20% (3)	38 32% (2)	31 25% (2)	15 32% (3)	11 25% (3)	19 28% (3)	23 23% (2)	64 32% (3)
EDUCATION	100 27% (3)	15 27% (3)	8 21% (4)	21 21% (3)	22 41% (2)	13 35% (2)	21 24% (2)	30 20% (4)	39 27% (2)	13 32% (3)	17 45% (2)	25 21% (3)	31 24% (3)	9 17% (4)	20 52% (2)	31 26% (3)	24 19% (4)	18 36% (2)	11 26% (2)	12 17% (5)	22 22% (3)	66 33% (2)
MORAL VALUES	74 20% (4)	8 14% (5)	8 22% (3)	20 20% (4)	15 27% (4)	4 10% (6)	18 21% (3)	33 22% (3)	35 24% (4)	3 8% (7)	3 8% (9)	24 21% (4)	30 23% (4)	10 18% (3)	6 17% (5)	26 21% (4)	28 22% (3)	8 16% (4)	8 19% (4)	23 32% (2)	16 16% (4)	36 18% (4)
HEALTH CARE	47 12% (5)	5 8% (7)	3 8% (7)	8 8% (8)	7 13% (6)	7 19% (4)	16 18% (4)	11 7% (9)	22 15% (5)	5 13% (5)	9 23% (3)	9 8% (9)	20 15% (5)	5 9% (7)	7 18% (4)	14 11% (7)	15 12% (6)	7 14% (5)	5 11% (6)	14 20% (4)	12 11% (6)	21 10% (6)
STATE SPENDING	46 12% (6)	13 23% (4)	2 6% (8)	10 10% (7)	6 12% (7)	5 14% (5)	10 11% (6)	20 13% (5)	17 12% (6)	5 13% (4)	4 11% (7)	19 16% (5)	16 13% (7)	3 6% (10)	3 8% (8)	19 16% (5)	16 13% (5)	5 11% (6)	1 2% (10)	3 4% (9)	11 11% (7)	33 16% (5)
ABORTION	39 10% (7)	4 7% (8)	5 13% (6)	10 10% (6)	10 19% (5)	1 3% (9)	7 8% (9)	18 12% (6)	17 12% (7)	1 3% (10)	3 8% (8)	14 12% (6)	18 14% (6)	5 10% (5)	1 2% (9)	18 15% (6)	13 10% (7)	3 6% (9)	3 7% (8)	8 12% (6)	15 15% (5)	16 8% (7)
JOBS	28 7% (8)	7 13% (6)	6 15% (5)	5 5% (9)	- - (8)	3 7% (8)	7 8% (7)	14 9% (7)	5 3% (9)	4 9% (6)	5 13% (6)	11 10% (7)	4 3% (9)	4 7% (8)	6 15% (6)	9 8% (8)	6 5% (9)	5 10% (7)	4 10% (7)	7 10% (7)	7 7% (9)	14 7% (9)
GROWTH AND CONGESTION	27 7% (9)	3 6% (9)	1 2% (10)	11 11% (5)	1 2% (8)	3 8% (7)	9 10% (7)	13 8% (8)	7 5% (8)	3 6% (8)	5 14% (5)	10 8% (8)	4 3% (8)	5 9% (6)	5 12% (7)	3 3% (9)	11 9% (8)	5 10% (8)	5 11% (5)	3 4% (10)	9 9% (8)	15 7% (8)
POLITICAL SCANDALS	12 3% (10)	2 3% (10)	2 4% (9)	4 4% (10)	1 2% (9)	- - (10)	3 4% (10)	6 4% (10)	4 3% (10)	2 5% (9)	- - (10)	4 2% (10)	2 2% (10)	3 6% (9)	- - (10)	2 2% (10)	3 3% (10)	1 2% (10)	2 5% (9)	4 5% (8)	3 3% (10)	5 2% (10)
OTHER	5 1% (10)	- - (10)	- - (9)	1 1% (10)	1 2% (9)	- - (10)	3 4% (10)	1 1% (10)	5 3% (10)	- - (9)	- - (10)	1 1% (10)	2 2% (10)	- - (9)	1 1% (10)	1 1% (10)	2 2% (10)	- - (10)	1 1% (9)	- - (8)	1 1% (10)	4 2% (10)
NONE OF ABOVE	11 3% (10)	1 2% (10)	2 5% (9)	6 6% (10)	- - (9)	- - (10)	2 2% (10)	4 3% (10)	1 1% (10)	5 12% (9)	1 3% (10)	2 2% (10)	2 2% (10)	5 10% (9)	- - (10)	1 1% (10)	3 3% (10)	2 4% (10)	3 8% (9)	2 3% (8)	6 6% (10)	2 1% (10)
REFUSED	2 1% (10)	- - (10)	- - (9)	- - (10)	- - (9)	- - (10)	2 3% (10)	- - (10)	2 2% (10)	- - (9)	- - (10)	- - (10)	2 2% (10)	- - (9)	- - (10)	2 2% (10)	- - (10)	- - (10)	- - (9)	1 2% (8)	- - (10)	1 1% (10)

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
ILLEGAL IMMIGRATION	262	57	70	63	56	45	90	75	148	60	36	244	18	106	135	109	105	211	46	89
	66%	67%	64%	72%	60%	58%	71%	64%	64%	74%	63%	67%	53%	63%	73%	61%	66%	69%	57%	67%
	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)
PROPERTY TAXES	111	23	42	20	22	13	36	46	58	28	18	104	7	51	57	48	42	80	27	40
	28%	28%	39%	22%	24%	17%	28%	39%	25%	34%	32%	28%	20%	30%	30%	27%	27%	26%	34%	30%
	(2)	(2)	(2)	(4)	(3)	(5)	(3)	(2)	(3)	(2)	(3)	(2)	(3)	(3)	(2)	(3)	(2)	(2)	(3)	(3)
EDUCATION	110	14	30	20	36	15	38	34	56	23	20	94	16	54	46	53	40	78	29	42
	28%	17%	27%	23%	39%	19%	30%	29%	24%	28%	35%	26%	47%	32%	25%	30%	25%	25%	36%	31%
	(3)	(4)	(3)	(3)	(2)	(4)	(2)	(3)	(4)	(3)	(2)	(3)	(2)	(2)	(3)	(2)	(3)	(3)	(2)	(2)
MORAL VALUES	77	18	18	20	18	26	25	11	60	9	6	71	6	15	34	33	31	67	7	16
	19%	21%	17%	23%	19%	33%	20%	9%	26%	11%	10%	19%	17%	9%	18%	18%	20%	22%	8%	12%
	(4)	(3)	(4)	(2)	(4)	(2)	(4)	(6)	(2)	(5)	(7)	(4)	(4)	(6)	(4)	(4)	(4)	(4)	(8)	(5)
HEALTH CARE	56	9	7	17	14	10	14	16	26	8	11	55	1	38	30	20	22	42	12	28
	14%	11%	6%	19%	15%	13%	11%	14%	11%	10%	20%	15%	3%	23%	16%	11%	14%	14%	14%	21%
	(5)	(6)	(9)	(5)	(6)	(6)	(7)	(5)	(7)	(6)	(4)	(5)	(9)	(4)	(5)	(6)	(5)	(5)	(4)	(4)
STATE SPENDING	47	8	17	5	16	6	15	19	27	12	8	42	5	16	17	27	19	35	11	12
	12%	10%	15%	6%	17%	8%	12%	16%	12%	15%	13%	12%	15%	10%	9%	15%	12%	11%	14%	9%
	(6)	(8)	(5)	(8)	(5)	(7)	(5)	(4)	(6)	(4)	(5)	(6)	(6)	(5)	(7)	(5)	(6)	(7)	(5)	(6)
ABORTION	41	12	7	11	8	16	15	4	35	3	1	39	2	9	16	17	11	37	3	7
	10%	14%	7%	13%	9%	20%	12%	4%	15%	4%	2%	11%	6%	5%	8%	10%	7%	12%	3%	5%
	(7)	(5)	(8)	(6)	(7)	(3)	(6)	(9)	(5)	(9)	(10)	(7)	(8)	(9)	(8)	(8)	(9)	(6)	(9)	(9)
GROWTH AND CONGESTION	30	6	9	7	6	5	8	10	17	4	7	25	5	11	10	18	18	22	7	10
	7%	7%	9%	8%	6%	6%	6%	9%	7%	5%	12%	7%	14%	7%	5%	10%	11%	7%	8%	7%
	(8)	(9)	(7)	(7)	(8)	(9)	(9)	(7)	(8)	(8)	(6)	(8)	(7)	(8)	(9)	(7)	(7)	(8)	(7)	(8)
JOBS	28	9	10	5	5	5	9	9	15	7	5	22	6	13	19	9	14	21	7	11
	7%	10%	9%	6%	5%	7%	7%	8%	7%	9%	8%	6%	17%	8%	10%	5%	9%	7%	9%	8%
	(9)	(7)	(6)	(9)	(9)	(8)	(8)	(8)	(9)	(7)	(8)	(9)	(5)	(7)	(6)	(10)	(8)	(9)	(6)	(7)
POLITICAL SCANDALS	14	4	4	3	1	4	3	3	9	1	1	13	1	6	2	10	8	11	2	3
	3%	5%	3%	3%	1%	5%	2%	3%	4%	1%	2%	4%	2%	3%	1%	6%	5%	4%	3%	3%
	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(10)	(9)	(10)	(10)	(10)	(10)	(9)	(10)	(10)	(10)	(10)
OTHER	7	-	1	1	3	3	1	-	5	1	-	5	1	3	1	4	3	5	2	3
	2%	-	1%	1%	4%	4%	1%	-	2%	1%	-	1%	3%	2%	1%	2%	2%	1%	3%	3%
NONE OF ABOVE	11	6	2	2	-	3	1	4	3	4	2	10	1	7	5	3	4	5	6	3
	3%	7%	2%	2%	-	4%	1%	4%	1%	5%	4%	3%	3%	4%	3%	2%	3%	2%	7%	2%
REFUSED	2	-	-	1	1	2	-	-	2	-	-	2	-	2	-	2	1	2	-	2
	1%	-	-	1%	1%	3%	-	-	1%	-	-	1%	-	1%	-	1%	1%	1%	-	2%

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ IMMIG			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	DAY	SEC	IMMIG	JOBS	ILLEG	ECON/ IMMIG	JOBS	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT PERRY	TOTAL FAV	TOTAL UNFAV		
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
ILLEGAL IMMIGRATION	262	107	152	75	83	20	63	36	39	118	189	68	59	108	206	33		
	66%	64%	67%	71%	92%	38%	85%	56%	66%	64%	63%	75%	66%	68%	68%	55%		
	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)		
PROPERTY TAXES	111	55	54	26	24	15	26	24	16	50	84	26	23	54	83	21		
	28%	33%	24%	24%	26%	28%	36%	38%	28%	27%	28%	29%	26%	34%	28%	34%		
	(2)	(2)	(3)	(3)	(2)	(3)	(2)	(2)	(2)	(3)	(3)	(2)	(3)	(2)	(2)	(2)		
EDUCATION	110	35	75	24	18	21	15	14	11	63	96	14	36	43	77	19		
	28%	21%	33%	23%	20%	39%	20%	21%	19%	34%	32%	15%	41%	27%	26%	32%		
	(3)	(3)	(2)	(4)	(3)	(1)	(3)	(4)	(5)	(2)	(2)	(5)	(2)	(3)	(3)	(3)		
MORAL VALUES	77	33	43	27	14	9	10	17	13	38	54	19	12	26	60	9		
	19%	20%	19%	25%	15%	17%	14%	26%	23%	21%	18%	21%	13%	16%	20%	15%		
	(4)	(4)	(4)	(2)	(5)	(5)	(4)	(3)	(3)	(4)	(4)	(3)	(5)	(5)	(4)	(4)		
HEALTH CARE	56	26	28	12	5	9	8	10	5	20	47	6	7	28	42	7		
	14%	16%	12%	12%	5%	17%	11%	15%	8%	11%	16%	7%	8%	18%	14%	12%		
	(5)	(5)	(7)	(6)	(8)	(4)	(5)	(5)	(8)	(6)	(5)	(8)	(6)	(4)	(5)	(7)		
STATE SPENDING	47	19	29	9	15	7	6	6	13	21	29	17	15	19	36	7		
	12%	11%	13%	8%	17%	14%	7%	10%	22%	11%	10%	19%	17%	12%	12%	12%		
	(6)	(6)	(5)	(7)	(4)	(7)	(7)	(6)	(4)	(5)	(6)	(4)	(4)	(6)	(6)	(8)		
ABORTION	41	13	28	19	7	4	4	3	5	20	26	14	3	11	36	1		
	10%	8%	12%	18%	8%	8%	6%	5%	9%	11%	9%	15%	3%	7%	12%	2%		
	(7)	(8)	(6)	(5)	(7)	(9)	(8)	(10)	(7)	(7)	(7)	(6)	(10)	(7)	(7)	(10)		
GROWTH AND CONGESTION	30	16	12	5	7	4	6	6	3	13	22	8	5	8	20	8		
	7%	10%	5%	5%	8%	8%	8%	9%	5%	7%	9%	7%	5%	5%	7%	13%		
	(8)	(7)	(9)	(9)	(6)	(8)	(6)	(7)	(9)	(9)	(9)	(7)	(8)	(8)	(8)	(5)		
JOBS	28	8	20	6	3	8	3	5	6	18	25	2	3	8	16	7		
	7%	5%	9%	6%	4%	14%	4%	8%	11%	10%	8%	2%	4%	5%	5%	12%		
	(9)	(9)	(8)	(8)	(9)	(6)	(10)	(8)	(6)	(8)	(8)	(10)	(9)	(9)	(9)	(6)		
POLITICAL SCANDALS	14	5	8	4	-	3	4	4	2	6	11	3	7	6	10	2		
	3%	3%	3%	4%	-	5%	5%	6%	4%	3%	4%	3%	8%	4%	3%	3%		
	(10)	(10)	(10)	(10)		(10)	(9)	(9)	(10)	(10)	(10)	(9)	(7)	(10)	(10)	(9)		
OTHER	7	5	2	1	1	1	1	-	2	1	5	1	1	1	4	1		
	2%	3%	1%	1%	1%	2%	1%	-	4%	1%	2%	1%	1%	1%	1%	2%		
NONE OF ABOVE	11	6	4	1	2	3	1	2	1	3	8	2	5	4	8	2		
	3%	3%	2%	1%	2%	6%	1%	4%	1%	2%	3%	2%	5%	3%	3%	4%		
REFUSED	2	2	-	1	-	-	1	-	-	1	2	-	-	1	2	-		
	1%	1%	-	1%	-	-	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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
ILLEGAL IMMIGRATION	262 66% (1)	49 70% (1)	113 63% (1)	118 72% (1)	20 61% (1)	20 62% (1)	21 69% (1)	154 62% (1)	100 74% (1)	88 75% (1)	27 85% (1)	178 100% (1)	25 46% (2)	11 28% (2)	84 100% (1)	52 67% (2)	26 47% (2)
PROPERTY TAXES	111 28% (2)	18 27% (3)	52 29% (3)	40 24% (3)	8 25% (4)	14 42% (2)	8 26% (2)	66 26% (3)	42 31% (2)	37 32% (2)	11 35% (2)	52 29% (2)	8 15% (3)	3 8% (6)	19 23% (3)	78 100% (1)	5 9% (4)
EDUCATION	110 28% (3)	26 37% (2)	60 34% (2)	29 18% (4)	19 56% (2)	7 20% (4)	6 19% (3)	71 29% (2)	37 27% (3)	28 24% (3)	8 25% (3)	26 15% (3)	55 100% (1)	6 14% (4)	25 30% (2)	8 10% (3)	55 100% (1)
MORAL VALUES	77 19% (4)	5 7% (8)	17 9% (6)	48 29% (2)	2 5% (7)	4 11% (6)	4 14% (6)	48 20% (4)	21 15% (5)	20 17% (5)	3 10% (4)	24 13% (4)	2 4% (7)	38 100% (1)	11 13% (4)	3 4% (6)	6 10% (3)
HEALTH CARE	56 14% (5)	16 23% (4)	38 21% (4)	12 8% (7)	9 26% (3)	8 24% (3)	5 16% (4)	43 17% (5)	11 8% (7)	8 7% (7)	2 6% (6)	21 12% (5)	8 15% (4)	3 9% (5)	4 5% (7)	4 5% (5)	4 8% (6)
STATE SPENDING	47 12% (6)	6 8% (7)	17 10% (5)	22 13% (6)	2 6% (6)	5 17% (5)	4 15% (5)	23 9% (8)	23 17% (4)	20 18% (4)	3 10% (5)	20 11% (6)	5 9% (5)	2 6% (8)	7 8% (6)	4 6% (4)	3 6% (7)
ABORTION	41 10% (7)	6 8% (6)	9 5% (9)	27 16% (5)	1 4% (8)	- - (9)	3 10% (9)	32 13% (6)	6 4% (9)	6 5% (8)	1 3% (9)	8 4% (8)	1 2% (9)	8 22% (3)	9 11% (5)	1 2% (9)	4 8% (5)
GROWTH AND CONGESTION	30 7% (8)	4 6% (9)	14 8% (8)	11 7% (8)	- - (9)	1 3% (9)	4 13% (7)	16 7% (9)	13 9% (6)	11 10% (6)	2 6% (7)	11 6% (7)	3 6% (6)	- - (9)	4 5% (9)	3 4% (7)	2 3% (10)
JOBS	28 7% (9)	6 9% (5)	16 9% (7)	9 6% (9)	4 12% (5)	1 4% (7)	4 13% (8)	23 9% (9)	5 4% (10)	4 3% (10)	2 6% (8)	7 4% (9)	2 3% (8)	1 1% (9)	4 5% (8)	- - (8)	3 5% (8)
POLITICAL SCANDALS	14 3% (10)	- - (10)	6 3% (10)	6 4% (10)	- - (8)	1 3% (8)	1 4% (10)	6 3% (10)	6 5% (8)	5 4% (9)	1 3% (10)	2 1% (10)	- - (7)	3 8% (7)	- - (8)	2 2% (8)	2 4% (9)
OTHER	7 2% (9)	- - (9)	3 2% (9)	3 2% (9)	1 3% (9)	1 4% (9)	- - (9)	3 1% (9)	3 2% (9)	1 1% (9)	1 3% (9)	1 1% (9)	- - (9)	1 3% (9)	1 1% (9)	- - (9)	- - (9)
NONE OF ABOVE	11 3% (9)	1 2% (9)	8 4% (9)	2 1% (9)	1 3% (9)	2 6% (9)	1 3% (9)	5 2% (9)	3 3% (9)	3 3% (9)	2 7% (9)	4 2% (9)	- - (9)	- - (9)	- - (9)	- - (9)	- - (9)
REFUSED	2 1% (9)	1 2% (9)	2 1% (9)	- - (9)	- - (9)	1 3% (9)	- - (9)	2 1% (9)	- - (9)	- - (9)	- - (9)	1 1% (9)	- - (9)	- - (9)	- - (9)	- - (9)	- - (9)

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
ILLEGAL IMMIGRATION	262 66% (1)	130 66% (1)	208 65% (1)	33 68% (1)	98 64% (1)	204 67% (1)	13 74% (1)	132 70% (1)	128 62% (1)	52 77% (1)	180 62% (1)	72 69% (1)	183 64% (1)
PROPERTY TAXES	111 28% (2)	54 28% (2)	85 27% (3)	15 30% (2)	44 29% (2)	88 29% (3)	4 20% (5)	58 30% (3)	52 25% (2)	18 27% (3)	77 26% (2)	30 29% (3)	80 28% (2)
EDUCATION	110 28% (3)	52 27% (3)	91 28% (2)	11 23% (4)	38 25% (3)	90 30% (2)	2 13% (6)	62 33% (2)	47 23% (3)	27 40% (2)	75 26% (3)	33 32% (2)	74 26% (3)
MORAL VALUES	77 19% (4)	34 17% (4)	56 17% (4)	13 26% (3)	30 20% (4)	54 18% (4)	5 27% (2)	31 16% (4)	46 22% (4)	8 13% (4)	62 21% (4)	13 13% (5)	62 22% (4)
HEALTH CARE	56 14% (5)	21 11% (6)	49 15% (5)	5 11% (6)	23 15% (5)	41 14% (5)	- - (5)	21 11% (5)	35 17% (5)	7 11% (5)	42 15% (5)	12 12% (6)	43 15% (5)
STATE SPENDING	47 12% (6)	30 15% (5)	41 13% (6)	1 2% (10)	14 9% (9)	36 12% (6)	4 25% (3)	20 11% (6)	27 13% (6)	7 11% (6)	37 13% (6)	21 21% (4)	25 9% (7)
ABORTION	41 10% (7)	19 9% (7)	33 10% (7)	7 13% (5)	18 12% (6)	25 8% (8)	4 20% (4)	16 9% (7)	25 12% (7)	5 7% (7)	33 11% (7)	11 11% (7)	28 10% (6)
GROWTH AND CONGESTION	30 7% (8)	16 8% (8)	25 8% (8)	4 7% (9)	15 10% (8)	27 9% (7)	- 2% (9)	16 8% (8)	13 6% (9)	5 7% (8)	23 8% (9)	5 4% (9)	24 8% (8)
JOBS	28 7% (9)	13 7% (9)	23 7% (9)	4 9% (7)	16 11% (7)	25 8% (9)	1 6% (8)	12 7% (9)	16 7% (8)	4 5% (9)	24 8% (8)	6 6% (8)	22 8% (9)
POLITICAL SCANDALS	14 3% (10)	7 3% (10)	9 3% (10)	4 8% (8)	6 4% (10)	9 3% (10)	1 6% (7)	5 3% (10)	9 4% (10)	- - (10)	13 4% (10)	3 3% (10)	11 4% (10)
OTHER	7 2% (9)	4 2% (9)	5 2% (9)	1 2% (9)	1 1% (9)	3 1% (9)	- - (9)	2 1% (9)	4 2% (9)	- - (9)	7 2% (9)	- - (9)	5 2% (9)
NONE OF ABOVE	11 3% (9)	8 4% (9)	11 3% (9)	- - (9)	2 1% (9)	4 1% (9)	1 6% (9)	3 2% (9)	8 4% (9)	1 1% (9)	5 2% (9)	- - (9)	11 4% (9)
REFUSED	2 1% (9)	1 1% (9)	2 1% (9)	- - (9)	1 1% (9)	2 1% (9)	- - (9)	- - (9)	2 1% (9)	- - (9)	2 1% (9)	- - (9)	2 1% (9)

Table 33-7

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 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NET- RADIO NEWS	NET- PAPER NEWS	NET- PAPER NEWS	NET- WORK NEWS	NET- CABLE NEWS	NET- RADIO NEWS	NET- PAPER NEWS	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
ILLEGAL IMMIGRATION	262 66% (1)	96 67% (1)	41 58% (1)	46 76% (1)	35 63% (1)	60 65% (1)	48 61% (1)	46 76% (1)	37 72% (1)	24 60% (1)	27 58% (1)	121 69% (1)	42 72% (1)	73 60% (1)
PROPERTY TAXES	111 28% (2)	45 31% (2)	11 16% (5)	23 38% (2)	12 22% (3)	22 24% (3)	22 28% (2)	12 21% (3)	16 31% (2)	17 44% (2)	4 9% (7)	47 27% (3)	25 43% (2)	35 29% (2)
EDUCATION	110 28% (3)	36 25% (3)	22 31% (3)	11 18% (4)	22 40% (2)	27 29% (2)	20 25% (3)	20 33% (2)	13 26% (3)	10 25% (3)	17 38% (2)	50 28% (2)	11 19% (3)	33 27% (3)
MORAL VALUES	77 19% (4)	28 19% (4)	17 24% (4)	16 26% (3)	9 17% (4)	17 18% (5)	15 20% (4)	10 17% (4)	11 22% (4)	8 19% (4)	10 21% (3)	38 22% (4)	6 10% (6)	24 19% (4)
HEALTH CARE	56 14% (5)	20 14% (5)	22 32% (2)	- - (7)	4 8% (7)	22 24% (4)	11 14% (5)	8 14% (6)	3 6% (8)	6 15% (6)	10 21% (4)	26 15% (5)	2 4% (9)	18 15% (5)
STATE SPENDING	47 12% (6)	16 11% (6)	5 8% (7)	8 13% (5)	6 12% (5)	12 13% (6)	7 9% (7)	9 16% (5)	5 11% (6)	6 15% (5)	6 13% (5)	15 8% (7)	9 16% (4)	18 14% (6)
ABORTION	41 10% (7)	15 10% (7)	5 7% (8)	6 11% (6)	2 4% (10)	6 6% (8)	10 12% (6)	3 5% (8)	6 12% (5)	3 8% (8)	6 13% (6)	15 9% (6)	3 6% (8)	16 13% (7)
GROWTH AND CONGESTION	30 7% (8)	11 7% (8)	5 7% (9)	5 7% (8)	4 7% (8)	10 10% (7)	6 7% (9)	2 3% (10)	2 5% (9)	1 3% (9)	2 5% (10)	14 8% (8)	6 10% (7)	8 6% (8)
JOBS	28 7% (9)	8 6% (9)	7 10% (6)	6 9% (7)	5 9% (6)	6 6% (9)	7 8% (8)	4 6% (7)	4 7% (7)	3 8% (7)	2 5% (9)	13 9% (9)	6 10% (5)	7 6% (9)
POLITICAL SCANDALS	14 3% (10)	5 4% (10)	1 1% (10)	1 2% (9)	2 4% (9)	3 3% (10)	3 4% (10)	3 4% (9)	2 4% (10)	- - (8)	3 7% (10)	6 3% (10)	- - (10)	5 4% (10)
OTHER	7 2% (9)	2 1% (9)	- - (6)	- - (6)	3 6% (9)	- - (8)	3 4% (8)	- - (7)	1 2% (7)	1 3% (7)	2 5% (9)	2 1% (9)	- - (5)	2 2% (9)
NONE OF ABOVE	11 3% (9)	4 3% (9)	2 3% (9)	- - (9)	2 4% (9)	1 1% (10)	2 3% (10)	3 5% (9)	1 2% (10)	- - (8)	1 2% (10)	4 2% (10)	4 6% (10)	2 2% (10)
REFUSED	2 1% (9)	1 1% (9)	- - (6)	- - (6)	1 2% (9)	- - (8)	2 3% (8)	- - (7)	- - (7)	- - (8)	- - (10)	- - (10)	- - (10)	2 2% (9)

Table 34-1
 QUESTION 22:
 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.

Rick Perry

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOU-S-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	102	89	19	107	1	54	36	59	16	35	12	-6	26	19	46	56	18	6	35	40	27	78	14
	25%	34%	20%	30%	3%	34%	54%	28%	28%	34%	36%	-6%	55%	29%	22%	29%	15%	8%	37%	40%	26%	26%	18%
TOTAL HEARD OF	393	256	93	348	36	157	65	202	55	104	32	92	48	63	207	186	118	83	93	98	103	290	78
-----	98%	98%	98%	98%	100%	98%	98%	98%	96%	99%	100%	98%	100%	98%	99%	97%	98%	100%	98%	98%	98%	98%	100%
TOTAL FAVORABLE	246	171	56	227	19	105	49	130	35	70	22	43	37	40	126	120	68	45	64	68	65	183	46
-----	62%	66%	59%	64%	51%	65%	74%	63%	62%	66%	68%	46%	77%	63%	61%	63%	57%	54%	67%	68%	62%	62%	59%
TOTAL UNFAVORABLE	145	82	37	119	18	51	13	71	20	34	10	49	10	22	80	65	50	38	29	28	38	105	32
-----	36%	32%	39%	34%	49%	32%	20%	35%	34%	33%	31%	52%	22%	34%	38%	34%	42%	46%	30%	28%	36%	36%	40%
STRONGLY FAVORABLE	85	65	14	79	6	44	22	54	12	18	6	16	18	15	47	38	21	13	25	26	19	63	17
	21%	25%	15%	22%	17%	27%	33%	26%	21%	18%	18%	17%	37%	24%	23%	20%	18%	16%	26%	26%	18%	21%	22%
SOMEWHAT FAVORABLE	161	106	42	147	13	61	28	76	23	51	16	27	19	25	79	82	47	31	39	42	46	121	29
	40%	41%	44%	42%	35%	38%	42%	37%	41%	49%	50%	28%	40%	39%	38%	43%	39%	38%	41%	42%	44%	41%	37%
SOMEWHAT UNFAVORABLE	70	41	19	59	6	25	4	36	11	10	3	30	3	12	29	41	28	22	11	9	23	53	12
	17%	16%	20%	17%	17%	16%	7%	17%	19%	10%	11%	32%	7%	18%	14%	21%	23%	27%	11%	9%	22%	18%	15%
STRONGLY UNFAVORABLE	75	42	18	60	11	26	9	35	9	24	7	19	7	10	51	24	22	16	18	18	15	52	20
	19%	16%	19%	17%	32%	16%	14%	17%	16%	23%	20%	20%	15%	15%	24%	13%	19%	19%	19%	18%	14%	18%	26%
HEARD OF/NO OPINION	2	2	-	2	-	2	2	2	-	-	-	-	1	1	1	1	-	-	-	2	-	2	1
	1%	1%	-	1%	-	1%	4%	1%	-	-	1%	-	2%	2%	1%	1%	-	-	-	2%	-	1%	1%
NEVER HEARD OF	4	2	2	4	-	1	1	1	1	1	-	2	-	-	-	4	-	-	2	2	2	3	-
	1%	1%	2%	1%	-	1%	2%	1%	2%	1%	-	2%	-	-	-	2%	-	-	2%	2%	2%	1%	-
REFUSED	2	2	-	2	-	2	-	2	1	-	-	-	-	1	1	1	2	-	-	-	-	2	-
	1%	1%	-	1%	-	1%	-	1%	2%	-	-	-	-	2%	1%	1%	2%	-	-	-	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	2.1	1.5	1.9	1.1	2.1	3.7	1.8	1.8	2.0	2.2	0.9	3.5	1.9	1.6	1.9	1.4	1.2	2.2	2.5	1.7	1.7	1.5
FAV PERRY/ SUPP THEFT LAW	207	142	50	192	14	83	43	107	28	63	17	36	29	34	110	96	59	32	56	58	58	153	39
	52%	54%	53%	54%	39%	52%	65%	52%	49%	60%	54%	38%	60%	52%	53%	50%	49%	39%	59%	58%	55%	52%	49%
UNFAV PERRY/ TEXAS WT	82	50	18	67	11	33	9	39	5	22	4	34	6	12	46	36	28	20	19	15	18	57	17
	20%	19%	19%	19%	29%	20%	13%	19%	8%	21%	12%	36%	11%	19%	22%	19%	23%	24%	20%	15%	18%	19%	22%

Table 34-2
 QUESTION 22:
 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.

Rick Perry

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE 18-54	BASE 55+	SOFT 18-54	SOFT 55+	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
**D/S (FAVORABLE - UNFAVORABLE)	92	10	5	24	2	2	48	31	47	8	6	31	50	14	4	22	58	4	14	30	9	53	
TOTAL HEARD OF	369	54	39	100	54	36	85	151	139	40	38	116	126	54	36	119	122	49	41	69	101	199	
TOTAL FAVORABLE	229	32	22	61	28	19	66	90	93	24	21	73	88	34	20	71	89	27	27	49	54	126	
TOTAL UNFAVORABLE	137	22	17	37	26	17	18	60	46	16	15	42	38	20	16	48	31	22	13	19	45	73	
STRONGLY FAVORABLE	80	8	8	28	11	4	21	32	31	12	5	33	27	8	6	21	40	9	5	19	13	47	
SOMEWHAT FAVORABLE	149	24	14	33	18	15	45	59	62	12	16	40	60	26	15	50	49	18	23	29	41	79	
SOMEWHAT UNFAVORABLE	64	8	8	10	17	11	9	23	30	4	7	11	28	10	9	27	12	13	6	8	19	38	
STRONGLY UNFAVORABLE	73	13	9	27	9	6	9	37	15	12	8	31	10	10	7	22	19	9	8	11	26	35	
HEARD OF/NO OPINION	2	-	-	1	-	-	1	1	-	-	1	1	1	-	-	2	-	-	-	1	1	-	
NEVER HEARD OF	3	-	-	-	-	-	3	-	3	-	-	-	1	-	2	-	1	-	2	1	-	2	
REFUSED	2	1	-	-	1	-	-	1	1	-	-	1	1	-	-	2	-	-	-	-	1	1	
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	1.5	1.3	1.6	1.1	1.1	3.6	1.5	2.0	1.5	1.4	1.8	2.3	1.7	1.3	1.5	2.9	1.2	2.0	2.6	1.2	1.7	
FAV PERRY/ SUPP THEFT LAW	192	28	14	57	25	14	52	78	75	22	16	62	71	32	16	55	76	23	26	40	40	112	
UNFAV PERRY/ TEXAS WT	75	13	6	24	13	11	8	34	23	8	9	26	21	9	8	27	20	8	8	9	23	43	

Table 34-3
 QUESTION 22:
 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.

Rick Perry

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (FAVORABLE - UNFAVORABLE)	102	12	27	27	26	28	25	24	51	18	21	99	2	65	80	14	47	115	-13	69
	25%	14%	25%	31%	28%	36%	20%	20%	22%	22%	38%	27%	7%	39%	43%	8%	30%	37%	-16%	52%
TOTAL HEARD OF	393	83	109	86	90	76	124	116	228	80	56	359	35	163	183	177	157	304	79	130
	98%	99%	100%	99%	96%	99%	98%	100%	98%	99%	98%	98%	100%	98%	99%	99%	99%	99%	99%	98%
TOTAL FAVORABLE	246	47	68	56	58	51	75	70	139	49	39	228	18	114	131	95	102	208	33	99
	62%	56%	62%	64%	62%	67%	59%	60%	60%	60%	68%	62%	52%	68%	71%	53%	64%	68%	41%	75%
TOTAL UNFAVORABLE	145	35	41	29	32	23	49	46	88	31	17	129	16	49	51	82	55	93	46	30
	36%	42%	38%	33%	34%	30%	39%	40%	38%	38%	30%	35%	45%	30%	28%	46%	34%	30%	57%	23%
STRONGLY FAVORABLE	85	16	28	17	20	21	20	28	55	14	11	83	2	47	51	26	27	75	8	39
	21%	19%	25%	19%	21%	27%	16%	24%	24%	17%	20%	23%	7%	28%	28%	15%	17%	24%	10%	30%
SOMEWHAT FAVORABLE	161	31	40	40	39	30	55	42	84	35	28	145	16	67	80	69	75	133	25	60
	40%	36%	37%	45%	41%	39%	43%	36%	36%	43%	48%	40%	46%	40%	43%	39%	47%	43%	31%	45%
SOMEWHAT UNFAVORABLE	70	10	17	17	21	7	24	28	41	18	5	62	7	24	27	36	34	47	19	16
	17%	12%	16%	19%	22%	8%	19%	24%	18%	22%	9%	17%	20%	15%	15%	20%	21%	15%	24%	12%
STRONGLY UNFAVORABLE	75	25	24	12	11	17	26	18	47	13	12	66	9	25	24	45	21	46	27	15
	19%	30%	22%	14%	12%	22%	20%	16%	20%	16%	21%	18%	25%	15%	13%	25%	13%	15%	34%	11%
HEARD OF/NO OPINION	2	1	-	1	-	2	-	-	2	-	-	2	1	-	1	-	-	2	-	1
	1%	1%	-	1%	-	2%	-	-	1%	-	-	1%	3%	-	-	-	-	1%	-	1%
NEVER HEARD OF	4	-	-	1	2	1	1	-	1	1	1	4	-	3	1	1	2	3	1	2
	1%	-	-	1%	2%	1%	1%	-	1%	1%	2%	1%	-	2%	1%	1%	1%	1%	1%	2%
REFUSED	2	1	-	-	1	-	1	-	2	-	-	2	-	-	1	-	-	1	-	-
	1%	1%	-	-	1%	-	1%	-	1%	-	-	1%	-	-	1%	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	1.3	1.7	1.9	1.8	2.2	1.5	1.5	1.6	1.6	2.2	1.8	1.2	2.3	2.6	1.2	1.9	2.2	0.7	3.3
FAV PERRY/ SUPP THEFT LAW	207	40	60	40	52	42	61	63	116	42	32	192	15	102	111	79	82	173	30	86
	52%	47%	55%	45%	55%	54%	48%	54%	50%	52%	56%	52%	44%	61%	60%	44%	52%	56%	37%	65%
UNFAV PERRY/ TEXAS WT	82	17	26	15	17	14	25	27	48	15	11	75	7	28	16	62	29	46	32	16
	20%	21%	23%	17%	18%	18%	20%	24%	21%	19%	19%	20%	20%	17%	8%	35%	18%	15%	40%	12%

Table 34-4

QUESTION 22:

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.

Rick Perry

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ILLEG ECON/ IMMIG JOBS			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	DAY	SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (FAVORABLE - UNFAVORABLE)	102	69	32	52	4	6	19	9	20	73	117	-18	-89	44	91	11		
	25%	41%	14%	50%	5%	12%	26%	14%	34%	39%	39%	-20%	-100%	28%	30%	19%		
TOTAL HEARD OF	393	164	223	104	90	51	73	64	55	182	295	90	89	157	298	58		
-----	98%	99%	98%	99%	100%	96%	98%	98%	94%	98%	98%	100%	100%	99%	99%	96%		
TOTAL FAVORABLE	246	116	126	78	47	29	45	37	38	127	206	35	-	100	194	35		
-----	62%	70%	55%	74%	52%	54%	60%	56%	64%	69%	68%	39%	-	63%	64%	57%		
TOTAL UNFAVORABLE	145	48	95	25	43	22	26	27	18	55	89	53	89	56	103	23		
-----	36%	29%	42%	24%	48%	42%	35%	42%	30%	29%	30%	60%	100%	35%	34%	39%		
STRONGLY FAVORABLE	85	40	42	31	8	12	19	10	11	36	73	11	-	27	61	15		
	21%	24%	19%	29%	9%	23%	26%	15%	19%	19%	24%	12%	-	17%	20%	26%		
SOMEWHAT FAVORABLE	161	76	84	47	39	17	26	27	26	91	133	24	-	74	132	19		
	40%	46%	37%	44%	43%	31%	35%	41%	45%	49%	44%	27%	-	46%	44%	32%		
SOMEWHAT UNFAVORABLE	70	21	46	10	22	12	10	14	10	31	45	23	45	30	53	9		
	17%	13%	20%	10%	25%	23%	14%	22%	17%	17%	15%	26%	51%	19%	18%	14%		
STRONGLY UNFAVORABLE	75	26	49	15	21	10	15	13	8	24	43	30	43	27	50	15		
	19%	16%	21%	14%	23%	19%	21%	20%	13%	13%	14%	34%	49%	17%	17%	25%		
HEARD OF/NO OPINION	2	-	2	1	-	-	2	-	-	-	-	-	1	-	2	-		
	1%	-	1%	1%	-	-	3%	-	-	-	-	-	1%	-	1%	-		
NEVER HEARD OF	4	2	2	1	-	-	1	1	2	2	4	-	-	2	2	2		
	1%	1%	1%	1%	-	-	2%	2%	4%	1%	1%	-	-	1%	1%	4%		
REFUSED	2	-	2	-	-	2	-	-	1	1	1	-	-	-	1	-		
	1%	-	1%	-	-	4%	-	-	2%	1%	-	-	-	-	-	-		
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	2.4	1.3	3.1	1.1	1.3	1.7	1.3	2.1	2.3	2.3	0.7	-	1.8	1.9	1.5		
FAV PERRY/ SUPP THEFT LAW	207	95	108	66	34	27	38	32	31	114	180	23	-	85	160	31		
	52%	57%	47%	63%	38%	50%	52%	50%	52%	61%	60%	26%	-	53%	53%	50%		
UNFAV PERRY/ TEXAS WT	82	30	51	13	29	12	17	15	12	32	49	33	49	29	52	16		
	20%	18%	22%	12%	33%	23%	24%	24%	21%	17%	16%	37%	55%	18%	17%	26%		

Table 34-5

QUESTION 22:

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.

Rick Perry

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD					TEXAS ISSUES			SECOND CHOICE	
	PROB/ LEAN/ TOTAL	TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	MCCAIN	MCCAIN	HUCK- ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE=GOP PRIMARY VOTERS IN Q.2	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	102	23	66	34	16	13	14	133	-31	-20	-	50	10	11	7	24	8
	25%	33%	37%	21%	46%	40%	45%	54%	-23%	-17%	-1%	28%	17%	28%	8%	30%	15%
TOTAL HEARD OF	393	69	175	162	33	32	31	244	132	114	31	176	54	36	83	78	55
-----	98%	99%	98%	99%	97%	96%	100%	99%	98%	98%	96%	99%	98%	94%	99%	100%	100%
TOTAL FAVORABLE	246	45	120	97	24	22	22	188	50	47	15	113	32	23	45	51	32
-----	62%	65%	67%	59%	70%	68%	72%	76%	37%	40%	48%	63%	58%	61%	53%	65%	57%
TOTAL UNFAVORABLE	145	22	54	64	8	9	8	54	82	67	16	62	22	13	38	27	24
-----	36%	32%	30%	39%	24%	28%	28%	22%	61%	58%	49%	35%	40%	33%	45%	35%	43%
STRONGLY FAVORABLE	85	14	49	33	8	7	8	78	6	5	1	32	10	12	20	12	9
	21%	20%	27%	20%	25%	23%	26%	32%	4%	4%	3%	18%	19%	32%	23%	15%	17%
SOMEWHAT FAVORABLE	161	31	72	64	15	15	14	109	45	42	14	80	21	11	25	39	23
	40%	45%	40%	39%	46%	45%	46%	44%	33%	36%	45%	45%	39%	29%	30%	50%	41%
SOMEWHAT UNFAVORABLE	70	11	27	30	6	6	2	30	34	29	7	34	10	5	15	15	13
	17%	16%	15%	19%	19%	18%	7%	12%	25%	25%	22%	19%	19%	14%	17%	20%	23%
STRONGLY UNFAVORABLE	75	11	28	33	2	3	6	24	48	38	8	28	12	7	24	12	11
	19%	16%	15%	20%	6%	10%	20%	10%	35%	33%	26%	16%	22%	19%	28%	15%	19%
HEARD OF/NO OPINION	2	1	1	2	1	-	-	2	-	-	-	1	-	-	-	-	-
	1%	1%	-	1%	3%	-	-	1%	-	-	-	1%	-	-	-	-	-
NEVER HEARD OF	4	1	3	-	1	1	-	2	2	2	1	1	1	1	1	-	-
	1%	1%	2%	-	3%	4%	-	1%	2%	2%	4%	1%	2%	3%	1%	-	-
REFUSED	2	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-
	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	3%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	2.0	2.2	1.5	2.9	2.4	2.6	3.5	0.6	0.7	1.0	1.8	1.4	1.9	1.2	1.9	1.3
FAV PERRY/ SUPP THEFT LAW	207	43	108	80	21	20	18	163	38	36	11	91	28	19	39	41	29
	52%	61%	60%	49%	61%	62%	60%	66%	28%	31%	35%	51%	51%	49%	47%	53%	52%
UNFAV PERRY/ TEXAS WT	82	10	28	36	3	5	6	-	82	67	16	38	11	6	20	18	10
	20%	15%	16%	22%	8%	14%	19%	-	61%	58%	49%	21%	20%	15%	24%	23%	17%

Table 34-6

QUESTION 22:

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.

Rick Perry

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	102	44	94	5	48	95	3	47	57	11	81	16	89
	25%	23%	29%	10%	31%	31%	16%	25%	27%	17%	28%	15%	31%
TOTAL HEARD OF	393	191	313	49	152	300	17	184	208	65	288	102	283
-----	98%	98%	98%	100%	99%	98%	100%	97%	100%	97%	99%	99%	98%
TOTAL FAVORABLE	246	118	202	27	100	197	10	115	131	38	183	59	185
-----	62%	60%	63%	55%	65%	64%	58%	61%	63%	57%	63%	57%	64%
TOTAL UNFAVORABLE	145	74	108	22	52	102	7	68	74	27	102	43	96
-----	36%	38%	34%	45%	34%	33%	42%	36%	36%	40%	35%	42%	33%
STRONGLY FAVORABLE	85	35	73	5	35	63	1	34	51	9	67	21	63
	21%	18%	23%	11%	23%	21%	6%	18%	25%	13%	23%	21%	22%
SOMEWHAT FAVORABLE	161	83	129	22	65	134	9	81	80	30	117	38	122
	40%	42%	40%	44%	43%	44%	52%	43%	39%	44%	40%	37%	42%
SOMEWHAT UNFAVORABLE	70	33	50	13	29	52	-	36	32	17	45	19	47
	17%	17%	16%	26%	19%	17%	-	19%	16%	25%	15%	18%	16%
STRONGLY UNFAVORABLE	75	41	58	9	23	49	7	32	42	10	57	25	49
	19%	21%	18%	19%	15%	16%	42%	17%	20%	14%	20%	24%	17%
HEARD OF/NO OPINION	2	-	2	-	-	1	-	-	2	-	2	-	2
	1%	-	1%	-	-	-	-	-	1%	-	1%	-	1%
NEVER HEARD OF	4	2	4	-	1	4	-	3	-	-	3	-	4
	1%	1%	1%	-	1%	1%	-	2%	-	-	1%	-	2%
REFUSED	2	2	2	-	-	1	-	2	-	2	-	1	-
	1%	1%	1%	-	-	-	-	1%	-	3%	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	1.6	1.9	1.2	1.9	1.9	1.4	1.7	1.8	1.4	1.8	1.4	1.9
FAV PERRY/ SUPP THEFT LAW	207	99	172	21	85	169	6	99	108	30	154	49	156
	52%	51%	54%	42%	55%	55%	34%	52%	52%	45%	53%	48%	54%
UNFAV PERRY/ TEXAS WT	82	43	54	18	30	54	7	36	45	15	58	28	50
	20%	22%	17%	36%	19%	18%	42%	19%	22%	22%	20%	27%	17%

Table 34-7

QUESTION 22:

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.

Rick Perry

BANNER 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (FAVORABLE - UNFAVORABLE)	102 25%	54 37%	25 35%	-6 -9%	5 9%	32 35%	36 45%	2 3%	13 25%	4 10%	14 30%	48 27%	13 23%	27 23%
TOTAL HEARD OF	393 98%	143 99%	68 97%	60 98%	54 98%	91 99%	76 97%	59 98%	51 100%	40 100%	46 100%	170 97%	57 98%	121 99%
TOTAL FAVORABLE	246 62%	98 68%	46 65%	27 44%	30 53%	61 67%	56 71%	30 51%	31 61%	22 55%	29 64%	109 62%	35 60%	74 60%
TOTAL UNFAVORABLE	145 36%	45 31%	21 30%	32 53%	25 44%	30 32%	20 26%	29 48%	19 36%	18 45%	15 34%	61 35%	22 38%	46 38%
STRONGLY FAVORABLE	85 21%	37 26%	13 19%	8 13%	10 19%	23 25%	22 28%	8 14%	11 21%	4 11%	13 29%	36 20%	10 18%	26 22%
SOMEWHAT FAVORABLE	161 40%	61 42%	33 46%	19 31%	19 35%	38 41%	34 44%	22 37%	21 40%	17 44%	16 35%	73 42%	25 43%	47 39%
SOMEWHAT UNFAVORABLE	70 17%	23 16%	12 17%	16 26%	8 14%	18 19%	8 10%	11 18%	8 15%	11 29%	8 17%	25 14%	13 22%	24 20%
STRONGLY UNFAVORABLE	75 19%	22 15%	9 13%	17 27%	17 30%	12 13%	13 16%	18 29%	11 21%	7 16%	8 16%	36 21%	9 16%	22 18%
HEARD OF/NO OPINION	2 1%	- -	1 2%	1 1%	- -	- -	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%
NEVER HEARD OF	4 1%	1 1%	2 3%	- -	1 2%	1 1%	1 2%	1 2%	- -	- -	- -	2 1%	1 2%	1 1%
REFUSED	2 1%	- -	- -	1 2%	- -	- -	1 1%	- -	- -	- -	- -	2 1%	- -	- -
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	2.2	2.2	0.8	1.2	2.1	2.7	1.1	1.7	1.2	1.9	1.8	1.6	1.6
FAV PERRY/ SUPP THEFT LAW	207 52%	85 59%	41 59%	22 36%	23 42%	56 61%	44 55%	23 38%	28 54%	21 52%	22 48%	91 52%	29 51%	64 53%
UNFAV PERRY/ TEXAS WT	82 20%	23 16%	7 10%	19 31%	17 31%	14 15%	13 16%	16 27%	11 21%	11 28%	9 19%	28 16%	12 20%	33 27%

Table 35-1

QUESTION 23:

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.

David Dewhurst

BANNER 1

	PARTY ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOU-S-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	161	117	28	145	16	65	33	88	28	46	16	19	23	29	81	81	35	46	39	41	39	111	37
	40%	45%	30%	41%	43%	41%	50%	43%	49%	44%	50%	20%	49%	46%	39%	42%	29%	56%	41%	41%	38%	38%	47%
TOTAL HEARD OF	360	235	87	322	31	145	61	184	56	92	26	82	43	60	187	173	106	77	82	93	93	265	73
	90%	90%	92%	91%	84%	91%	92%	90%	98%	88%	82%	88%	90%	93%	90%	90%	89%	93%	86%	93%	89%	90%	93%
TOTAL FAVORABLE	206	139	47	186	19	79	40	108	31	56	17	40	27	36	111	95	51	52	48	54	52	146	45
	52%	54%	49%	52%	51%	49%	60%	52%	55%	53%	54%	42%	56%	56%	53%	50%	42%	62%	51%	54%	50%	49%	58%
TOTAL UNFAVORABLE	45	22	18	41	3	14	7	20	3	10	1	21	3	6	30	15	16	5	10	14	13	34	9
	11%	9%	19%	12%	9%	9%	10%	10%	6%	9%	3%	22%	7%	10%	14%	8%	14%	7%	10%	14%	12%	12%	11%
STRONGLY FAVORABLE	59	48	6	55	4	32	13	37	8	19	3	12	11	7	32	27	14	14	15	16	10	46	10
	15%	19%	7%	15%	10%	20%	20%	18%	14%	18%	10%	12%	24%	10%	15%	14%	11%	16%	16%	16%	10%	15%	13%
SOMEWHAT FAVORABLE	147	91	40	131	15	47	26	71	23	37	14	28	15	29	79	68	37	38	33	38	42	100	35
	37%	35%	43%	37%	42%	29%	40%	34%	41%	35%	44%	30%	32%	46%	38%	35%	31%	46%	35%	38%	41%	34%	45%
SOMEWHAT UNFAVORABLE	24	14	9	23	1	9	5	10	1	4	-	13	2	5	14	10	11	2	4	7	7	19	3
	6%	5%	10%	7%	3%	6%	7%	5%	2%	4%	-	13%	4%	7%	7%	5%	9%	3%	5%	7%	6%	6%	4%
STRONGLY UNFAVORABLE	21	9	9	18	2	5	2	10	2	6	1	8	2	2	16	5	5	3	5	7	6	15	5
	5%	3%	9%	5%	6%	3%	4%	5%	4%	5%	3%	9%	4%	3%	8%	3%	4%	4%	6%	7%	6%	5%	7%
HEARD OF/NO OPINION	109	73	22	94	9	52	14	57	22	27	8	22	13	18	46	62	39	20	24	26	28	85	19
	27%	28%	23%	27%	24%	33%	21%	28%	38%	25%	25%	23%	27%	28%	22%	33%	33%	24%	25%	26%	27%	29%	24%
NEVER HEARD OF	39	24	8	32	6	14	6	20	1	13	6	12	5	3	21	18	13	6	13	7	11	29	5
	10%	9%	8%	9%	16%	9%	8%	10%	2%	12%	18%	12%	10%	5%	10%	9%	10%	7%	14%	7%	11%	10%	7%
REFUSED	1	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-
	-	-	-	-	-	1%	-	1%	-	-	-	-	-	2%	-	1%	1%	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	4.6	6.2	2.5	4.6	5.9	5.7	5.8	5.4	9.3	5.6	16.9	1.9	7.8	5.7	3.7	6.5	3.1	9.5	5.0	4.0	4.0	4.2	5.3

Table 35-2

QUESTION 23:

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.

David Dewhurst

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
**D/S (FAVORABLE - UNFAVORABLE)	149	17	18	37	12	24	39	55	57	17	20	46	62	19	8	53	54	13	14	26	32	91	
TOTAL HEARD OF	339	51	35	89	48	34	80	137	128	38	35	106	117	52	32	111	111	45	39	59	95	185	
TOTAL FAVORABLE	191	26	22	53	19	25	45	78	67	23	23	62	69	31	14	64	66	22	23	33	44	114	
TOTAL UNFAVORABLE	43	10	3	16	7	1	6	24	11	6	3	16	6	11	6	11	12	9	9	7	13	23	
STRONGLY FAVORABLE	56	9	5	16	2	8	15	26	20	4	6	24	23	5	2	21	25	3	3	8	13	35	
SOMEWHAT FAVORABLE	135	17	17	37	17	17	30	52	48	18	17	38	45	26	12	43	41	19	19	25	31	79	
SOMEWHAT UNFAVORABLE	22	4	1	8	7	-	2	11	8	2	1	8	6	6	3	6	8	7	2	4	7	11	
STRONGLY UNFAVORABLE	21	5	2	8	-	1	4	12	3	3	2	8	1	6	3	5	4	2	7	3	6	12	
HEARD OF/NO OPINION	104	15	10	20	22	8	29	35	50	10	9	28	42	10	12	36	34	14	8	19	38	48	
NEVER HEARD OF	34	4	3	10	6	2	8	15	14	2	3	11	11	2	6	9	12	4	4	11	7	16	
REFUSED	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	
**RATIO (FAVORABLE / UNFAVORABLE)	4.5	2.8	6.3	3.3	2.8	29.9	7.4	3.3	6.3	4.0	7.9	3.9	10.7	2.7	2.2	5.9	5.7	2.5	2.6	4.7	3.5	4.9	

Table 35-3
 QUESTION 23:
 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.

David Dewhurst

BANNER 3

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (FAVORABLE - UNFAVORABLE)	161	28	44	30	46	34	49	47	95	32	20	147	15	81	84	60	65	136	21	68
	40%	33%	41%	35%	49%	44%	39%	41%	41%	39%	35%	40%	42%	48%	45%	34%	41%	44%	27%	51%
TOTAL HEARD OF	360	76	100	78	85	73	115	104	209	74	52	331	29	153	171	159	145	281	70	123
	90%	90%	92%	89%	91%	94%	91%	90%	90%	92%	91%	91%	83%	92%	92%	89%	91%	91%	88%	93%
TOTAL FAVORABLE	206	39	62	39	52	41	65	61	122	43	26	190	17	95	102	86	87	165	36	79
	52%	46%	57%	44%	55%	53%	51%	53%	53%	53%	45%	52%	48%	57%	55%	48%	55%	54%	44%	59%
TOTAL UNFAVORABLE	45	11	18	8	5	7	16	14	26	11	6	43	2	14	17	26	22	30	14	11
	11%	14%	16%	9%	6%	9%	13%	12%	11%	14%	10%	12%	6%	8%	9%	15%	14%	10%	18%	8%
STRONGLY FAVORABLE	59	9	21	12	14	14	22	14	41	8	7	54	5	29	33	21	27	55	5	28
	15%	10%	19%	14%	15%	18%	17%	12%	18%	10%	13%	15%	15%	17%	18%	12%	17%	18%	6%	21%
SOMEWHAT FAVORABLE	147	30	41	26	38	27	43	47	81	35	18	135	12	66	68	65	60	111	31	50
	37%	36%	38%	30%	41%	35%	34%	40%	35%	43%	32%	37%	33%	39%	37%	36%	38%	36%	39%	38%
SOMEWHAT UNFAVORABLE	24	6	8	5	3	4	10	8	12	9	1	23	1	6	10	14	14	18	7	6
	6%	7%	7%	6%	4%	5%	8%	7%	5%	11%	2%	6%	3%	4%	5%	8%	9%	6%	8%	4%
STRONGLY UNFAVORABLE	21	6	10	3	2	3	6	6	14	2	4	20	1	8	7	12	8	12	8	5
	5%	7%	9%	3%	2%	4%	5%	5%	6%	3%	8%	5%	2%	5%	4%	7%	5%	4%	10%	4%
HEARD OF/NO OPINION	109	25	20	31	28	25	34	29	61	20	21	98	10	45	53	46	36	86	20	34
	27%	30%	19%	36%	30%	32%	27%	25%	26%	25%	36%	27%	29%	27%	28%	26%	23%	28%	25%	25%
NEVER HEARD OF	39	9	9	9	8	5	11	12	21	7	5	33	6	14	14	19	14	27	10	10
	10%	10%	8%	11%	8%	6%	9%	10%	9%	8%	9%	9%	17%	8%	8%	11%	9%	9%	12%	7%
REFUSED	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	4.6	3.4	3.5	4.7	9.7	5.9	4.1	4.4	4.6	3.9	4.6	4.4	8.7	6.8	5.9	3.3	4.0	5.6	2.5	7.3

Table 35-4

QUESTION 23:

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.

David Dewhurst

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ILLEG ECON/ IMMIG JOBS			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	DAY	SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	DAY	SEC	IMMIG	JOBS	IMMIG	JOBS	SEC	FAV	FAV	UNFAV	PERRY	FAV	FAV	UNFAV		
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (FAVORABLE - UNFAVORABLE)	161	79	80	45	29	28	34	22	25	97	144	14	18	80	128	19		
	40%	47%	35%	43%	32%	53%	46%	34%	43%	52%	48%	15%	20%	50%	43%	32%		
TOTAL HEARD OF	360	154	200	94	85	46	65	63	53	163	266	86	77	149	275	54		
-----	90%	93%	88%	89%	95%	86%	88%	96%	90%	88%	88%	96%	87%	94%	91%	89%		
TOTAL FAVORABLE	206	100	102	53	46	31	40	33	32	110	169	34	36	95	161	29		
-----	52%	60%	45%	50%	51%	58%	54%	51%	54%	59%	56%	38%	41%	60%	54%	48%		
TOTAL UNFAVORABLE	45	21	23	8	17	3	6	11	6	13	25	20	18	16	33	10		
-----	11%	13%	10%	8%	19%	6%	8%	17%	11%	7%	8%	23%	21%	10%	11%	16%		
STRONGLY FAVORABLE	59	34	24	16	12	12	12	6	13	30	49	10	7	27	44	11		
	15%	20%	10%	15%	13%	22%	16%	9%	22%	16%	16%	11%	7%	17%	15%	18%		
SOMEWHAT FAVORABLE	147	66	79	37	34	19	27	27	19	80	120	24	30	68	117	18		
	37%	40%	35%	35%	37%	36%	37%	42%	32%	43%	40%	26%	34%	43%	39%	29%		
SOMEWHAT UNFAVORABLE	24	10	14	6	10	2	5	4	3	7	13	11	10	8	20	3		
	6%	6%	6%	5%	11%	4%	6%	7%	5%	4%	4%	13%	11%	5%	7%	5%		
STRONGLY UNFAVORABLE	21	11	8	2	7	1	1	6	3	6	12	9	9	8	13	7		
	5%	7%	4%	2%	7%	2%	2%	10%	6%	3%	4%	10%	10%	5%	4%	11%		
HEARD OF/NO OPINION	109	33	75	33	23	12	19	19	15	41	72	32	23	38	81	15		
	27%	20%	33%	31%	25%	22%	26%	29%	25%	22%	24%	35%	25%	24%	27%	25%		
NEVER HEARD OF	39	12	27	12	5	6	9	2	5	22	35	4	11	9	26	6		
	10%	7%	12%	11%	5%	12%	12%	4%	8%	12%	12%	4%	13%	6%	9%	11%		
REFUSED	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-		
	-	-	-	-	-	2%	-	-	2%	-	-	-	-	-	-	-		
**RATIO (FAVORABLE / UNFAVORABLE)	4.6	4.7	4.5	6.7	2.7	10.0	6.8	3.1	5.0	8.6	6.9	1.7	2.0	6.1	4.9	2.9		

Table 35-5

QUESTION 23:

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.

David Dewhurst

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	PROB/LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE=GOP PRIMARY VOTERS IN Q.2	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	161	36	88	60	12	20	20	107	45	39	14	72	26	12	28	29	23
	40%	52%	49%	37%	35%	60%	65%	43%	33%	34%	43%	41%	47%	32%	34%	38%	42%
TOTAL HEARD OF	360	67	163	148	28	29	29	219	124	110	29	164	47	32	78	72	47
-----	90%	96%	91%	90%	83%	88%	93%	89%	92%	94%	91%	92%	86%	83%	93%	92%	85%
TOTAL FAVORABLE	206	40	102	80	15	22	21	129	67	60	16	91	31	16	41	43	29
-----	52%	58%	57%	49%	44%	67%	68%	52%	50%	51%	50%	51%	56%	43%	48%	55%	52%
TOTAL UNFAVORABLE	45	4	14	20	3	2	1	21	22	20	2	19	5	4	12	14	6
-----	11%	6%	8%	12%	9%	7%	4%	9%	17%	17%	7%	11%	9%	11%	14%	17%	10%
STRONGLY FAVORABLE	59	12	31	21	2	9	8	45	12	12	1	29	8	3	8	12	6
	15%	17%	17%	13%	6%	28%	25%	18%	9%	10%	4%	16%	14%	7%	9%	16%	11%
SOMEWHAT FAVORABLE	147	28	71	59	13	13	13	84	55	48	15	62	23	14	33	31	23
	37%	41%	40%	36%	38%	39%	44%	34%	41%	41%	46%	35%	42%	36%	39%	39%	41%
SOMEWHAT UNFAVORABLE	24	3	6	14	1	2	-	11	13	12	1	12	2	4	6	8	4
	6%	5%	4%	8%	3%	7%	-	4%	10%	10%	3%	7%	4%	11%	7%	10%	8%
STRONGLY UNFAVORABLE	21	1	8	6	2	-	1	10	9	8	1	7	3	-	6	6	1
	5%	1%	4%	4%	6%	-	4%	4%	7%	7%	4%	4%	5%	-	8%	7%	2%
HEARD OF/NO OPINION	109	23	47	48	10	5	6	69	34	29	11	54	11	11	25	16	13
	27%	32%	26%	29%	30%	14%	21%	28%	25%	25%	34%	30%	20%	29%	30%	20%	23%
NEVER HEARD OF	39	3	16	16	6	4	2	28	11	7	3	14	8	5	6	6	8
	10%	4%	9%	10%	17%	12%	7%	11%	8%	6%	9%	8%	14%	14%	7%	8%	15%
REFUSED	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	4.6	9.8	7.3	4.0	4.9	9.6	18.6	6.0	3.0	2.9	7.0	4.8	6.2	3.8	3.4	3.2	5.2

Table 35-6

QUESTION 23:

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.

David Dewhurst

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	161	83	132	23	70	131	7	69	91	25	117	36	123
	40%	42%	41%	46%	45%	43%	43%	37%	44%	37%	40%	35%	43%
TOTAL HEARD OF	360	176	286	47	137	274	16	167	191	60	262	93	258
	90%	90%	89%	95%	89%	90%	93%	88%	92%	89%	90%	90%	90%
TOTAL FAVORABLE	206	101	164	30	85	164	10	94	111	34	148	50	153
	52%	52%	51%	60%	55%	54%	57%	50%	53%	50%	51%	49%	53%
TOTAL UNFAVORABLE	45	19	33	7	15	33	2	25	20	9	32	14	31
	11%	10%	10%	14%	10%	11%	14%	13%	10%	13%	11%	14%	11%
STRONGLY FAVORABLE	59	27	49	6	25	44	3	17	42	8	43	14	45
	15%	14%	15%	12%	16%	14%	18%	9%	20%	12%	15%	13%	16%
SOMEWHAT FAVORABLE	147	74	116	24	60	120	7	77	69	26	105	36	108
	37%	38%	36%	48%	39%	39%	39%	41%	33%	38%	36%	35%	38%
SOMEWHAT UNFAVORABLE	24	8	17	4	8	17	1	13	11	7	17	6	19
	6%	4%	5%	9%	5%	5%	7%	7%	5%	10%	6%	6%	6%
STRONGLY UNFAVORABLE	21	11	16	2	7	16	1	12	9	2	15	9	12
	5%	5%	5%	5%	5%	5%	7%	6%	4%	3%	5%	8%	4%
HEARD OF/NO OPINION	109	56	89	11	37	78	4	48	60	17	82	29	75
	27%	29%	28%	22%	24%	25%	22%	25%	29%	26%	28%	28%	26%
NEVER HEARD OF	39	19	33	2	16	30	1	21	17	6	29	9	29
	10%	10%	10%	5%	11%	10%	7%	11%	8%	9%	10%	9%	10%
REFUSED	1	1	1	-	-	1	-	1	-	1	-	1	-
	-	1%	-	-	-	-	-	1%	-	2%	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	4.6	5.4	5.0	4.4	5.6	5.0	4.0	3.8	5.5	3.8	4.7	3.5	5.0

Table 35-7

QUESTION 23:

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.

David Dewhurst

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	SMALL CITY/ SUB-			
		CABLE NEWS	WORK NEWS				WORK NEWS	CABLE NEWS				RURAL	OTHER	URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
**D/S (FAVORABLE - UNFAVORABLE)	161 40%	58 40%	30 43%	24 40%	26 47%	37 41%	47 60%	17 29%	14 28%	15 38%	15 33%	77 44%	11 19%	58 47%	
TOTAL HEARD OF	360 90%	128 89%	65 93%	56 92%	48 87%	86 93%	69 88%	54 89%	44 86%	37 94%	41 90%	152 87%	52 90%	114 94%	
TOTAL FAVORABLE	206 52%	70 48%	37 52%	34 56%	34 61%	48 52%	51 65%	29 49%	21 41%	21 52%	21 46%	87 50%	27 47%	71 59%	
TOTAL UNFAVORABLE	45 11%	12 8%	7 10%	10 16%	8 14%	11 12%	4 4%	12 20%	7 13%	5 14%	6 13%	10 6%	16 28%	13 11%	
STRONGLY FAVORABLE	59 15%	23 16%	8 12%	13 21%	5 9%	13 14%	12 15%	9 15%	7 13%	5 11%	3 6%	25 14%	8 13%	24 20%	
SOMEWHAT FAVORABLE	147 37%	47 32%	28 40%	22 35%	29 53%	35 38%	39 50%	20 34%	15 28%	16 41%	18 40%	62 36%	19 33%	47 39%	
SOMEWHAT UNFAVORABLE	24 6%	5 4%	5 7%	5 7%	4 8%	6 6%	- -	9 15%	3 7%	3 8%	3 7%	5 3%	11 20%	5 4%	
STRONGLY UNFAVORABLE	21 5%	6 4%	2 3%	5 9%	3 6%	5 5%	4 4%	3 5%	3 7%	2 6%	3 6%	4 2%	5 8%	9 7%	
HEARD OF/NO OPINION	109 27%	47 32%	21 30%	12 20%	6 12%	26 29%	15 19%	12 20%	16 32%	11 29%	14 31%	56 32%	9 16%	30 24%	
NEVER HEARD OF	39 10%	16 11%	5 7%	4 6%	7 13%	6 7%	8 11%	6 11%	7 14%	2 6%	5 10%	21 12%	6 10%	7 6%	
REFUSED	1 -	- -	- -	1 2%	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	
**RATIO (FAVORABLE / UNFAVORABLE)	4.6	5.9	5.4	3.4	4.4	4.5	14.5	2.4	3.1	3.8	3.6	9.0	1.7	5.3	

Table 36-1
 QUESTION 24:
 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.

Greg Abbott

BANNER 1

	PARTY ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOU-S-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	141	106	18	124	15	70	20	68	20	36	8	37	22	18	68	73	41	34	35	29	22	97	30
	35%	41%	19%	35%	41%	44%	31%	33%	36%	34%	25%	39%	45%	28%	33%	38%	34%	41%	37%	29%	21%	33%	38%
TOTAL HEARD OF	291	188	71	260	23	121	39	151	42	76	19	73	33	47	152	139	95	63	68	63	76	214	54
	73%	72%	75%	73%	64%	75%	59%	73%	74%	73%	59%	78%	68%	74%	73%	72%	79%	76%	71%	63%	72%	72%	69%
TOTAL FAVORABLE	158	111	28	139	16	72	22	76	24	40	10	43	22	21	82	76	48	38	37	32	29	107	35
	40%	43%	29%	39%	44%	45%	33%	37%	42%	38%	30%	46%	45%	32%	39%	40%	40%	46%	40%	32%	27%	36%	45%
TOTAL UNFAVORABLE	17	5	10	15	1	2	1	8	3	4	2	6	-	2	14	3	7	4	2	4	6	10	6
	4%	2%	10%	4%	2%	1%	2%	4%	6%	4%	5%	6%	-	4%	7%	2%	6%	5%	3%	4%	6%	3%	7%
STRONGLY FAVORABLE	63	44	12	56	5	30	8	34	13	13	1	12	10	14	36	26	23	13	14	11	13	45	12
	16%	17%	12%	16%	14%	19%	11%	17%	22%	13%	3%	12%	22%	21%	17%	14%	19%	16%	15%	11%	12%	15%	15%
SOMEWHAT FAVORABLE	96	67	16	83	11	42	14	41	11	26	9	31	11	7	45	50	26	25	23	21	16	62	23
	24%	26%	17%	23%	30%	26%	21%	20%	19%	25%	27%	33%	23%	11%	22%	26%	21%	30%	24%	21%	15%	21%	30%
SOMEWHAT UNFAVORABLE	14	4	8	13	-	2	1	7	2	4	1	5	-	2	12	1	6	4	-	4	5	9	3
	3%	2%	9%	4%	-	1%	2%	3%	4%	4%	4%	5%	-	2%	6%	1%	5%	5%	-	4%	5%	3%	4%
STRONGLY UNFAVORABLE	4	1	1	2	1	-	-	1	1	-	-	1	-	1	2	2	1	-	2	-	1	1	2
	1%	-	1%	1%	2%	-	-	2%	-	-	1%	1%	-	1%	1%	1%	1%	-	3%	-	1%	-	3%
HEARD OF/NO OPINION	115	72	34	106	6	48	16	67	15	33	8	24	11	24	56	59	40	21	28	27	41	97	13
	29%	28%	36%	30%	17%	30%	24%	33%	27%	31%	24%	26%	23%	38%	27%	31%	33%	26%	29%	27%	39%	33%	16%
NEVER HEARD OF	106	70	23	92	13	38	26	54	15	27	13	21	15	15	55	51	24	19	27	36	29	80	22
	27%	27%	24%	26%	36%	24%	40%	26%	26%	26%	41%	22%	32%	23%	26%	27%	20%	23%	29%	36%	28%	27%	29%
REFUSED	3	2	1	3	-	1	1	1	-	1	-	-	-	2	1	2	1	1	-	1	-	1	2
	1%	1%	1%	1%	-	1%	2%	1%	-	1%	-	-	-	3%	1%	1%	1%	1%	-	1%	-	-	3%
**RATIO (FAVORABLE / UNFAVORABLE)	9.1	20.8	2.9	9.4	18.2	41.5	19.1	9.5	7.2	10.0	5.6	7.3	-	8.3	5.9	21.9	6.5	9.6	15.6	9.1	4.6	10.5	6.1

Table 36-2

QUESTION 24:

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.

Greg Abbott

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
**D/S (FAVORABLE - UNFAVORABLE)	126	16	11	32	20	18	27	46	50	13	16	45	53	8	10	51	46	8	10	13	35	78	
TOTAL HEARD OF	269	40	29	70	48	27	54	111	104	28	25	85	91	41	28	95	79	39	29	42	73	153	
TOTAL FAVORABLE	142	21	15	36	21	18	29	55	52	18	17	50	53	15	12	55	47	14	13	17	39	87	
TOTAL UNFAVORABLE	16	5	4	4	1	-	2	8	2	5	1	5	-	7	2	4	1	7	2	4	4	9	
STRONGLY FAVORABLE	57	12	5	18	7	7	8	28	18	7	5	21	19	8	4	23	16	6	6	7	17	34	
SOMEWHAT FAVORABLE	85	10	10	18	15	11	21	27	35	11	12	29	34	7	8	32	31	9	7	10	22	53	
SOMEWHAT UNFAVORABLE	13	4	4	4	1	-	-	8	1	3	-	4	-	7	1	3	1	7	1	2	4	7	
STRONGLY UNFAVORABLE	4	1	-	-	-	-	2	-	1	1	1	-	-	-	1	1	-	-	1	1	-	2	
HEARD OF/NO OPINION	110	13	10	30	25	9	23	48	49	6	7	30	38	19	13	36	31	18	14	22	31	57	
NEVER HEARD OF	103	15	9	29	6	9	35	42	38	11	11	31	37	13	9	25	43	9	14	27	29	47	
REFUSED	3	-	-	1	1	1	-	-	1	1	1	1	1	-	1	1	1	1	-	1	-	2	
**RATIO (FAVORABLE / UNFAVORABLE)	8.7	4.0	3.9	9.2	19.2	-	14.4	6.6	26.3	3.9	14.9	10.1	-	2.2	5.3	14.3	41.5	2.2	5.3	4.7	11.0	9.4	

Table 36-3
QUESTION 24:

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.

Greg Abbott

BANNER 3

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL			APPRV BUSH/ VOTE MCCAIN	
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV		TOTAL DISAP
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (FAVORABLE - UNFAVORABLE)	141	21	38	27	40	24	46	39	74	31	21	128	13	69	75	56	66	122	17	61
	35%	25%	35%	31%	43%	31%	36%	33%	32%	38%	37%	35%	37%	41%	40%	31%	41%	40%	21%	46%
TOTAL HEARD OF	291	57	83	59	70	54	93	89	167	61	39	268	22	122	134	131	123	227	57	93
	73%	67%	76%	67%	75%	70%	73%	77%	72%	76%	68%	73%	65%	73%	72%	73%	78%	74%	71%	70%
TOTAL FAVORABLE	158	27	46	29	41	26	52	44	85	35	22	144	14	74	78	69	72	131	25	64
	40%	31%	42%	33%	44%	34%	41%	38%	37%	44%	38%	39%	41%	45%	42%	39%	45%	42%	32%	48%
TOTAL UNFAVORABLE	17	5	8	2	1	2	6	6	12	4	-	16	2	5	3	13	6	9	9	4
	4%	6%	7%	2%	1%	3%	5%	5%	5%	5%	1%	4%	4%	3%	2%	7%	4%	3%	11%	3%
STRONGLY FAVORABLE	63	12	22	11	12	14	15	23	39	10	9	61	1	36	32	26	28	55	8	31
	16%	15%	20%	13%	13%	18%	12%	20%	17%	12%	16%	17%	4%	22%	17%	15%	18%	18%	10%	23%
SOMEWHAT FAVORABLE	96	14	24	18	29	12	36	21	47	26	13	83	13	38	45	43	44	76	17	34
	24%	17%	22%	20%	31%	16%	29%	18%	20%	32%	22%	23%	37%	23%	24%	24%	27%	25%	22%	25%
SOMEWHAT UNFAVORABLE	14	5	7	1	-	1	6	5	10	3	-	14	-	5	3	11	5	8	6	2
	3%	6%	6%	1%	-	2%	5%	4%	4%	4%	-	4%	-	3%	2%	6%	3%	2%	8%	2%
STRONGLY UNFAVORABLE	4	-	1	1	1	1	-	1	2	1	-	2	2	-	-	2	1	1	2	1
	1%	-	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	4%	-	-	1%	1%	-	3%	1%
HEARD OF/NO OPINION	115	25	28	28	28	25	35	39	70	22	17	109	7	42	53	49	46	87	23	25
	29%	30%	26%	32%	30%	33%	28%	33%	30%	27%	30%	30%	19%	25%	29%	27%	29%	28%	29%	19%
NEVER HEARD OF	106	27	26	29	21	22	34	26	62	19	18	94	12	44	50	46	35	81	22	39
	27%	32%	24%	33%	23%	29%	27%	23%	27%	23%	32%	26%	35%	26%	27%	26%	22%	26%	28%	29%
REFUSED	3	1	-	-	2	1	-	1	2	1	-	3	-	1	1	1	1	1	1	1
	1%	1%	-	-	2%	1%	-	1%	1%	1%	-	1%	-	-	-	1%	1%	-	1%	1%
**RATIO (FAVORABLE / UNFAVORABLE)	9.1	5.2	5.7	14.5	35.3	10.7	8.9	7.8	7.3	8.1	59.3	9.1	9.5	14.1	25.6	5.2	11.9	14.9	3.0	18.3

Table 36-4

QUESTION 24:

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.

Greg Abbott

BANNER 4

	MOST IMPORTANT ISSUE																				
	VOTE EARLY			TERR/NATL			ECON/ILLEG			ECON/ILLEG			TERR/NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	DAY	SEC	IMMIG	JOB	IMMIG	JOB	SEC	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL	UNFAV				
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61					
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%					
**D/S (FAVORABLE - UNFAVORABLE)	141	78	57	46	25	17	25	16	19	67	112	28	26	68	112	21					
	35%	47%	25%	44%	28%	32%	34%	25%	33%	36%	37%	31%	29%	43%	37%	34%					
TOTAL HEARD OF	291	124	161	82	68	35	46	50	43	130	216	70	69	121	223	44					
	73%	75%	70%	78%	76%	66%	62%	77%	72%	70%	72%	78%	77%	76%	74%	73%					
TOTAL FAVORABLE	158	84	69	48	33	17	26	25	21	73	123	34	33	72	124	26					
	40%	51%	30%	46%	36%	33%	35%	39%	36%	39%	41%	38%	37%	45%	41%	43%					
TOTAL UNFAVORABLE	17	6	12	2	7	1	1	9	2	5	11	6	7	4	12	5					
	4%	3%	5%	2%	8%	1%	2%	14%	3%	3%	4%	7%	8%	3%	4%	9%					
STRONGLY FAVORABLE	63	43	19	23	10	10	8	10	9	32	53	8	12	33	47	12					
	16%	26%	8%	22%	11%	19%	11%	16%	15%	17%	18%	9%	13%	21%	16%	20%					
SOMEWHAT FAVORABLE	96	41	50	25	23	7	18	15	12	41	70	26	21	39	77	14					
	24%	25%	22%	24%	25%	14%	24%	23%	20%	22%	23%	29%	24%	25%	25%	22%					
SOMEWHAT UNFAVORABLE	14	5	9	2	6	1	-	7	2	2	8	6	5	2	8	5					
	3%	3%	4%	2%	7%	1%	-	11%	3%	1%	3%	7%	5%	1%	3%	9%					
STRONGLY UNFAVORABLE	4	1	3	-	1	-	1	2	-	3	4	-	2	2	4	-					
	1%	1%	1%	-	1%	-	2%	3%	-	2%	1%	-	3%	1%	1%	-					
HEARD OF/NO OPINION	115	34	80	32	28	17	19	16	20	52	82	29	29	45	88	13					
	29%	21%	35%	31%	31%	32%	26%	25%	34%	28%	27%	33%	33%	28%	29%	21%					
NEVER HEARD OF	106	42	64	22	21	17	28	14	15	53	83	20	19	37	76	16					
	27%	25%	28%	21%	23%	32%	38%	21%	26%	29%	28%	22%	21%	23%	25%	27%					
REFUSED	3	-	3	1	1	1	-	1	1	2	2	-	1	1	2	-					
	1%	-	1%	1%	1%	2%	-	2%	2%	1%	1%	-	1%	1%	1%	-					
**RATIO (FAVORABLE / UNFAVORABLE)	9.1	14.8	5.9	23.7	4.4	28.5	22.7	2.8	12.1	13.5	11.1	5.5	4.7	17.6	10.3	4.9					

Table 36-5

QUESTION 24:

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.

Greg Abbott

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	PROB/ LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK- ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE=GOP PRIMARY VOTERS IN Q.2	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	141	31	71	51	12	19	14	90	43	38	8	54	19	7	34	32	22
	35%	44%	40%	31%	35%	59%	45%	36%	32%	32%	24%	30%	35%	17%	40%	41%	40%
TOTAL HEARD OF	291	53	128	122	18	26	25	178	101	87	20	126	37	24	68	60	45
-----	73%	76%	72%	75%	55%	79%	82%	72%	75%	75%	62%	70%	67%	62%	81%	77%	82%
TOTAL FAVORABLE	158	32	78	58	12	19	17	100	51	43	8	66	21	7	36	36	24
-----	40%	47%	43%	36%	36%	59%	55%	40%	38%	37%	24%	37%	38%	17%	43%	47%	43%
TOTAL UNFAVORABLE	17	2	6	8	-	-	3	9	8	6	-	12	2	-	3	4	2
-----	4%	3%	4%	5%	1%	-	10%	4%	6%	5%	-	7%	3%	-	3%	6%	3%
STRONGLY FAVORABLE	63	11	36	18	5	10	7	40	19	18	6	19	10	4	17	14	7
	16%	16%	20%	11%	15%	31%	24%	16%	14%	16%	17%	11%	18%	10%	20%	18%	12%
SOMEWHAT FAVORABLE	96	22	41	40	7	9	10	60	32	25	2	47	11	3	19	22	17
	24%	31%	23%	25%	21%	29%	31%	24%	24%	21%	7%	26%	20%	8%	23%	29%	31%
SOMEWHAT UNFAVORABLE	14	1	5	5	-	-	3	8	6	4	-	11	-	-	1	4	2
	3%	1%	3%	3%	1%	-	10%	3%	4%	4%	-	6%	1%	-	1%	6%	3%
STRONGLY UNFAVORABLE	4	1	1	2	-	-	-	1	2	1	-	1	2	-	2	-	-
	1%	2%	1%	1%	-	-	-	-	2%	1%	-	1%	3%	-	2%	-	-
HEARD OF/NO OPINION	115	19	44	56	6	6	5	69	42	38	12	48	14	17	29	19	20
	29%	27%	25%	34%	18%	19%	17%	28%	31%	33%	39%	27%	25%	45%	34%	24%	36%
NEVER HEARD OF	106	16	49	40	15	7	6	69	33	28	12	53	17	12	15	18	10
	27%	23%	28%	24%	45%	21%	18%	28%	24%	24%	38%	30%	32%	32%	18%	23%	18%
REFUSED	3	1	1	1	-	-	-	1	1	1	-	-	1	2	1	-	-
	1%	1%	-	1%	-	-	-	-	1%	1%	-	-	2%	6%	1%	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	9.1	18.5	12.1	7.7	34.6	-	5.4	10.7	6.3	7.8	-	5.6	11.2	-	13.5	8.2	14.6

Table 36-6

QUESTION 24:

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.

Greg Abbott

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	141	64	114	17	51	109	3	56	84	20	105	41	97
	35%	33%	36%	35%	34%	36%	18%	30%	40%	30%	36%	40%	34%
TOTAL HEARD OF	291	142	233	37	112	223	10	138	150	43	222	77	208
	73%	73%	73%	75%	73%	73%	59%	73%	72%	64%	76%	75%	72%
TOTAL FAVORABLE	158	74	127	20	59	124	4	68	89	25	117	45	110
	40%	38%	40%	40%	39%	41%	25%	36%	43%	37%	40%	44%	38%
TOTAL UNFAVORABLE	17	10	13	2	8	15	1	12	5	5	12	4	13
	4%	5%	4%	5%	5%	5%	7%	6%	3%	7%	4%	4%	5%
STRONGLY FAVORABLE	63	33	53	3	22	47	1	24	38	11	44	16	46
	16%	17%	17%	6%	14%	15%	6%	13%	18%	17%	15%	16%	16%
SOMEWHAT FAVORABLE	96	41	73	17	37	77	3	43	51	14	73	29	64
	24%	21%	23%	34%	24%	25%	19%	23%	25%	20%	25%	28%	22%
SOMEWHAT UNFAVORABLE	14	8	10	1	7	13	-	11	3	5	9	2	12
	3%	4%	3%	2%	5%	4%	-	6%	1%	7%	3%	2%	4%
STRONGLY UNFAVORABLE	4	2	2	1	-	2	1	1	2	-	4	2	2
	1%	1%	1%	2%	-	-	7%	1%	1%	-	1%	2%	1%
HEARD OF/NO OPINION	115	58	94	15	45	84	5	58	56	13	92	28	84
	29%	30%	29%	31%	29%	27%	27%	31%	27%	20%	32%	27%	29%
NEVER HEARD OF	106	50	84	12	40	81	6	49	56	22	69	25	78
	27%	26%	26%	25%	26%	26%	35%	26%	27%	33%	24%	24%	27%
REFUSED	3	3	3	-	1	2	1	2	1	2	-	1	2
	1%	2%	1%	-	1%	1%	7%	1%	1%	3%	-	1%	1%
**RATIO (FAVORABLE / UNFAVORABLE)	9.1	7.3	9.9	8.7	7.6	8.5	3.8	5.6	16.8	5.2	9.4	11.8	8.2

Table 36-7
QUESTION 24:

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.

Greg Abbott

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-		
		CABLE NEWS	WORK NEWS				WORK NEWS	CABLE NEWS					OTHER	URBAN	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
**D/S (FAVORABLE - UNFAVORABLE)	141 35%	45 31%	25 36%	31 51%	19 35%	36 39%	31 40%	18 30%	16 31%	14 35%	9 20%	56 32%	24 42%	51 42%	
TOTAL HEARD OF	291 73%	100 69%	53 76%	52 85%	38 69%	69 75%	53 67%	46 77%	33 65%	36 91%	35 77%	117 67%	46 80%	92 76%	
TOTAL FAVORABLE	158 40%	51 35%	28 40%	35 58%	21 37%	40 43%	33 42%	23 39%	17 33%	16 39%	13 29%	61 35%	27 47%	57 47%	
TOTAL UNFAVORABLE	17 4%	6 4%	3 4%	4 7%	1 2%	4 4%	2 3%	6 9%	1 2%	1 4%	4 9%	5 3%	3 6%	5 4%	
STRONGLY FAVORABLE	63 16%	19 13%	12 18%	13 21%	8 14%	16 18%	10 13%	9 15%	4 8%	7 17%	7 15%	23 13%	11 20%	21 18%	
SOMEWHAT FAVORABLE	96 24%	31 22%	15 22%	22 37%	13 23%	24 26%	23 30%	14 24%	13 25%	9 22%	6 14%	38 22%	16 28%	35 29%	
SOMEWHAT UNFAVORABLE	14 3%	4 2%	2 3%	4 7%	- -	3 3%	2 3%	4 7%	1 2%	1 4%	3 7%	4 3%	2 4%	4 3%	
STRONGLY UNFAVORABLE	4 1%	2 1%	- 1%	- -	1 2%	1 1%	- -	2 3%	- -	- -	1 2%	- -	1 2%	1 1%	
HEARD OF/NO OPINION	115 29%	44 30%	23 32%	13 21%	17 30%	26 28%	18 23%	17 29%	15 29%	19 48%	18 40%	51 29%	16 27%	30 25%	
NEVER HEARD OF	106 27%	43 30%	17 24%	8 13%	17 31%	22 24%	24 31%	14 23%	18 35%	3 9%	11 23%	55 31%	11 20%	29 24%	
REFUSED	3 1%	1 1%	- -	1 2%	- -	1 1%	1 1%	- -	- -	- -	- -	3 2%	- -	- -	
**RATIO (FAVORABLE / UNFAVORABLE)	9.1	9.0	10.3	8.6	17.7	10.1	16.4	4.2	15.1	10.4	3.3	12.8	8.1	10.7	

Table 37-1

QUESTION 25:

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.

Susan Combs

BANNER 1

	PARTY ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOU-SON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=GOP PRIMARY VOTERS IN Q.2	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	104	74	13	87	13	48	19	47	14	20	6	22	19	23	55	48	37	21	21	24	15	66	29
	26%	28%	14%	25%	35%	30%	28%	23%	24%	19%	20%	23%	40%	35%	27%	25%	31%	25%	22%	24%	14%	22%	37%
TOTAL HEARD OF	256	172	56	228	21	109	39	130	40	57	17	56	35	50	131	125	76	60	64	55	62	185	54
	64%	66%	59%	64%	58%	68%	58%	63%	71%	54%	54%	59%	73%	79%	63%	65%	63%	72%	68%	55%	59%	63%	69%
TOTAL FAVORABLE	117	82	18	100	13	52	19	53	17	22	9	24	19	26	62	55	41	22	27	25	19	74	33
	29%	32%	19%	28%	35%	33%	28%	26%	30%	21%	28%	26%	40%	40%	30%	29%	35%	27%	29%	25%	19%	25%	43%
TOTAL UNFAVORABLE	13	9	5	13	-	4	-	7	3	2	2	2	-	3	7	6	5	1	7	1	4	8	4
	3%	3%	5%	4%	-	3%	-	3%	6%	2%	8%	3%	-	5%	3%	3%	4%	1%	7%	1%	4%	3%	5%
STRONGLY FAVORABLE	41	32	5	37	4	17	10	22	6	7	1	8	7	12	23	19	14	7	6	14	8	25	14
	10%	12%	5%	10%	12%	11%	15%	11%	10%	7%	4%	9%	14%	19%	11%	10%	11%	8%	7%	14%	8%	8%	18%
SOMEWHAT FAVORABLE	76	50	14	64	8	35	8	32	12	15	8	16	12	13	39	36	28	15	21	11	11	50	19
	19%	19%	14%	18%	23%	22%	13%	15%	20%	14%	24%	17%	26%	21%	19%	19%	23%	19%	22%	11%	11%	17%	25%
SOMEWHAT UNFAVORABLE	9	6	4	9	-	2	-	4	2	1	2	2	-	1	5	4	3	1	3	1	4	6	2
	2%	2%	4%	3%	-	1%	-	2%	4%	1%	8%	3%	-	2%	2%	2%	3%	1%	4%	1%	4%	2%	3%
STRONGLY UNFAVORABLE	4	3	1	4	-	2	-	2	1	1	-	-	-	2	2	2	1	-	3	-	-	2	2
	1%	1%	1%	1%	-	1%	-	1%	2%	1%	-	-	-	3%	1%	1%	1%	-	3%	-	-	1%	3%
HEARD OF/NO OPINION	125	81	33	114	8	53	20	70	20	33	6	29	16	22	62	63	30	36	31	28	38	103	17
	31%	31%	35%	32%	23%	33%	30%	34%	34%	32%	19%	31%	33%	34%	30%	33%	25%	44%	32%	28%	37%	35%	21%
NEVER HEARD OF	141	86	38	124	15	50	27	75	17	47	15	38	13	12	76	65	43	23	30	44	43	110	22
	35%	33%	40%	35%	42%	31%	40%	36%	29%	44%	46%	41%	27%	18%	37%	34%	36%	27%	32%	44%	41%	37%	28%
REFUSED	3	2	1	3	-	1	1	1	-	1	-	-	-	2	1	2	1	1	-	1	-	1	2
	1%	1%	1%	1%	-	1%	2%	1%	-	1%	-	-	-	3%	1%	1%	1%	1%	-	1%	-	-	3%
**RATIO (FAVORABLE / UNFAVORABLE)	8.8	9.6	3.8	7.5	-	12.0	-	8.2	5.0	10.4	3.7	10.2	-	8.6	9.1	8.5	9.2	21.2	4.2	20.5	4.5	9.3	7.8
FAV COMBS/ NOT CU'S	1	1	-	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-
	-	-	-	-	-	1%	-	1%	-	1%	-	-	-	-	1%	-	1%	-	-	-	-	-	-

Table 37-2

QUESTION 25:

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.

Susan Combs

BANNER 2

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE=GOP PRIMARY VOTERS IN Q.2	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202	
**D/S (FAVORABLE - UNFAVORABLE)	96	20	5	27	13	13	18	36	30	16	14	37	33	8	5	38	33	9	4	20	17	59	
TOTAL HEARD OF	239	37	26	62	32	28	55	96	89	28	26	78	85	32	22	83	80	32	23	40	62	138	
TOTAL FAVORABLE	108	23	6	30	14	13	22	42	32	17	17	41	36	11	7	41	37	10	7	22	21	66	
TOTAL UNFAVORABLE	12	2	1	3	1	-	4	6	2	1	3	4	3	3	2	3	4	1	3	2	4	6	
STRONGLY FAVORABLE	39	8	2	13	3	5	8	14	10	8	5	18	12	2	3	14	16	2	2	8	7	23	
SOMEWHAT FAVORABLE	69	15	5	17	10	8	14	28	22	8	11	23	24	9	4	26	21	8	6	13	14	43	
SOMEWHAT UNFAVORABLE	8	1	1	2	1	-	2	4	2	1	1	2	2	3	1	2	2	1	2	2	2	4	
STRONGLY UNFAVORABLE	4	1	-	1	-	-	2	2	-	-	2	2	1	-	1	1	2	-	1	-	2	2	
HEARD OF/NO OPINION	119	12	18	28	18	15	29	48	55	10	7	32	46	19	13	39	38	20	12	16	37	66	
NEVER HEARD OF	132	18	13	37	22	8	34	56	53	12	10	38	43	22	15	37	43	16	20	29	40	62	
REFUSED	3	-	-	1	1	1	-	-	1	1	1	1	1	-	1	1	1	1	-	1	-	2	
**RATIO (FAVORABLE / UNFAVORABLE)	8.8	9.4	6.1	8.8	13.8	-	5.0	7.3	14.9	15.8	5.2	9.6	11.5	4.2	3.2	13.1	8.5	7.7	2.1	13.7	5.0	10.1	
FAV COMBS/ NOT CU'S	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	
	-	2%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	

Table 37-3
 QUESTION 25:
 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.

Susan Combs

BANNER 3

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP
BASE=GOP PRIMARY VOTERS IN Q.2	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (FAVORABLE - UNFAVORABLE)	104	16	36	21	23	18	32	32	59	25	10	96	7	58	57	39	43	82	20	45
	26%	19%	33%	24%	24%	24%	25%	27%	26%	31%	17%	26%	21%	35%	31%	22%	27%	27%	25%	34%
TOTAL HEARD OF	256	50	75	52	64	44	76	85	148	52	36	238	17	117	124	110	104	198	52	90
	64%	59%	68%	59%	68%	56%	60%	73%	64%	64%	63%	65%	50%	70%	67%	62%	65%	64%	65%	68%
TOTAL FAVORABLE	117	19	41	24	25	20	35	36	67	27	12	110	7	64	61	49	47	91	24	49
	29%	22%	37%	27%	27%	26%	28%	31%	29%	33%	21%	30%	21%	38%	33%	27%	30%	29%	31%	37%
TOTAL UNFAVORABLE	13	3	4	3	2	2	3	4	8	2	2	13	-	6	3	10	5	9	5	4
	3%	3%	4%	4%	2%	3%	3%	4%	3%	3%	4%	4%	-	3%	2%	6%	3%	3%	6%	3%
STRONGLY FAVORABLE	41	6	16	9	7	9	13	13	28	7	2	40	1	28	24	13	16	36	5	24
	10%	8%	15%	11%	7%	12%	10%	11%	12%	8%	4%	11%	2%	17%	13%	7%	10%	12%	6%	18%
SOMEWHAT FAVORABLE	76	12	24	15	18	11	22	23	38	20	10	69	7	36	36	36	32	55	20	25
	19%	14%	22%	17%	20%	15%	18%	20%	17%	25%	17%	19%	19%	22%	20%	20%	20%	18%	25%	19%
SOMEWHAT UNFAVORABLE	9	2	3	2	1	1	3	3	3	2	2	9	-	5	2	7	5	7	2	3
	2%	2%	3%	2%	1%	2%	3%	3%	1%	3%	4%	2%	-	3%	1%	4%	3%	2%	3%	2%
STRONGLY UNFAVORABLE	4	1	1	1	1	1	-	1	4	-	-	4	-	1	1	3	-	2	2	1
	1%	1%	1%	1%	1%	1%	-	1%	2%	-	-	1%	-	1%	1%	2%	-	1%	3%	1%
HEARD OF/NO OPINION	125	28	30	25	37	21	37	44	74	23	21	115	10	47	60	51	52	99	23	37
	31%	34%	27%	28%	39%	27%	29%	38%	32%	28%	37%	32%	29%	28%	33%	29%	33%	32%	29%	28%
NEVER HEARD OF	141	33	34	36	28	32	51	30	81	28	21	124	18	49	61	67	54	109	27	41
	35%	40%	32%	41%	30%	42%	40%	26%	35%	34%	37%	34%	50%	29%	33%	38%	34%	36%	33%	31%
REFUSED	3	1	-	-	2	1	-	1	2	1	-	3	-	1	1	1	1	1	1	1
	1%	1%	-	-	2%	1%	-	1%	1%	1%	-	1%	-	-	-	1%	1%	-	1%	1%
**RATIO (FAVORABLE / UNFAVORABLE)	8.8	7.2	9.5	7.6	11.2	9.1	10.4	8.2	8.8	12.3	4.9	8.2	-	11.1	18.7	4.8	10.4	10.5	5.2	11.6
FAV COMBS/ NOT CU'S	1	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-
	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-

Table 37-4
QUESTION 25:

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.

Susan Combs

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ILLEG ECON/ IMMIG JOBS			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	DAY	SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT PERRY	TOTAL FAV	TOTAL UNFAV		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
BASE=GOP PRIMARY VOTERS IN Q.2	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (FAVORABLE - UNFAVORABLE)	104	51	51	28	11	19	19	11	14	46	86	13	25	55	86	13		
	26%	30%	23%	27%	12%	35%	26%	17%	25%	25%	28%	15%	28%	34%	28%	21%		
TOTAL HEARD OF	256	114	137	68	64	35	37	40	35	118	194	55	62	107	197	36		
-----	64%	69%	60%	65%	71%	67%	50%	62%	60%	64%	64%	62%	70%	67%	65%	59%		
TOTAL FAVORABLE	117	55	60	31	17	19	21	13	14	51	94	18	28	58	93	15		
-----	29%	33%	27%	30%	18%	35%	29%	20%	25%	27%	31%	21%	31%	37%	31%	25%		
TOTAL UNFAVORABLE	13	4	9	3	6	-	2	2	-	4	8	5	3	4	7	2		
-----	3%	3%	4%	3%	7%	-	3%	4%	-	2%	3%	6%	4%	2%	2%	3%		
STRONGLY FAVORABLE	41	21	19	15	4	7	8	6	5	16	36	4	10	20	31	6		
	10%	13%	8%	14%	4%	13%	11%	9%	9%	8%	12%	4%	11%	13%	10%	10%		
SOMEWHAT FAVORABLE	76	34	42	16	13	12	13	7	9	35	58	15	18	38	61	9		
	19%	20%	18%	15%	14%	23%	18%	11%	15%	19%	19%	17%	21%	24%	20%	15%		
SOMEWHAT UNFAVORABLE	9	2	7	1	5	-	2	1	-	2	5	4	1	3	5	1		
	2%	1%	3%	1%	5%	-	3%	2%	-	1%	2%	5%	1%	2%	2%	2%		
STRONGLY UNFAVORABLE	4	2	2	2	1	-	-	1	-	2	3	1	2	1	2	1		
	1%	1%	1%	2%	1%	-	-	2%	-	1%	1%	1%	2%	1%	1%	2%		
HEARD OF/NO OPINION	125	55	68	34	41	17	13	25	21	63	92	31	31	45	97	19		
	31%	33%	30%	32%	46%	32%	18%	38%	35%	34%	31%	35%	35%	28%	32%	31%		
NEVER HEARD OF	141	52	88	36	25	17	37	23	22	65	105	34	26	51	102	25		
	35%	31%	38%	35%	28%	31%	50%	36%	38%	35%	35%	38%	29%	32%	34%	41%		
REFUSED	3	-	3	1	1	1	-	1	1	2	2	-	1	1	2	-		
	1%	-	1%	1%	1%	2%	-	2%	2%	1%	1%	-	1%	1%	1%	-		
**RATIO (FAVORABLE / UNFAVORABLE)	8.8	12.8	6.7	9.8	2.8	-	9.5	5.7	-	11.5	11.8	3.4	8.4	15.5	13.3	7.4		
FAV COMBS/ NOT CU'S	1	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-		
	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-		

Table 37-5

QUESTION 25:

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.

Susan Combs

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	TOTAL	PROB/	TOTAL	TOTAL	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
		LEAN/ MCCAIN	MCCAIN	HUCK- ABEE							TEXAS/ RD CNTRY						
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
**D/S (FAVORABLE - UNFAVORABLE)	104 26%	17 25%	58 33%	34 21%	12 35%	13 39%	12 38%	79 32%	23 17%	15 13%	3 10%	37 21%	13 24%	9 23%	25 29%	21 28%	16 28%
TOTAL HEARD OF	256 64%	45 65%	120 67%	106 65%	19 58%	25 77%	20 65%	160 65%	87 65%	75 64%	17 53%	112 63%	30 55%	19 50%	59 70%	52 67%	36 66%
TOTAL FAVORABLE	117 29%	20 29%	64 36%	39 24%	12 35%	15 45%	12 39%	84 34%	31 23%	23 20%	3 10%	45 25%	14 26%	9 23%	25 29%	26 34%	17 30%
TOTAL UNFAVORABLE	13 3%	3 4%	6 3%	6 3%	- -	2 6%	- 1%	5 2%	9 6%	9 7%	- -	8 5%	1 2%	- -	- -	5 6%	1 2%
STRONGLY FAVORABLE	41 10%	8 12%	28 16%	11 7%	7 19%	7 23%	4 14%	31 12%	9 7%	7 6%	2 7%	12 7%	3 6%	5 13%	10 12%	8 11%	8 15%
SOMEWHAT FAVORABLE	76 19%	12 17%	36 20%	28 17%	5 16%	7 22%	8 26%	53 21%	22 16%	16 14%	1 3%	34 19%	11 19%	4 10%	14 17%	18 23%	8 15%
SOMEWHAT UNFAVORABLE	9 2%	3 4%	5 3%	3 2%	- -	2 6%	- 1%	4 1%	5 4%	5 5%	- -	6 3%	1 2%	- -	- -	4 5%	- -
STRONGLY UNFAVORABLE	4 1%	- -	1 1%	2 1%	- -	- -	- -	1 -	3 2%	3 3%	- -	2 1%	- -	- -	- -	1 1%	1 2%
HEARD OF/NO OPINION	125 31%	22 32%	50 28%	61 37%	8 23%	8 26%	7 24%	72 29%	47 35%	43 37%	14 43%	58 33%	15 28%	10 27%	34 40%	22 28%	19 34%
NEVER HEARD OF	141 35%	24 34%	58 33%	57 35%	14 42%	7 23%	11 35%	87 35%	46 34%	40 35%	15 47%	67 37%	24 43%	17 44%	24 29%	25 33%	19 34%
REFUSED	3 1%	1 1%	1 -	1 1%	- -	- -	- -	1 -	1 1%	1 1%	- -	- -	1 2%	2 6%	1 1%	- -	- -
**RATIO (FAVORABLE / UNFAVORABLE)	8.8	7.9	11.2	7.1	-	7.0	34.3	17.9	3.6	2.7	-	5.6	13.2	-	-	5.5	16.4
FAV COMBS/ NOT CU'S	1 -	- -	- -	1 1%	- -	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -

Table 37-6

QUESTION 25:

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.

Susan Combs

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=GOP PRIMARY VOTERS IN Q.2	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	104	52	92	4	43	81	1	41	61	11	81	30	74
	26%	27%	29%	9%	28%	27%	6%	22%	29%	16%	28%	29%	26%
TOTAL HEARD OF	256	126	210	28	96	196	6	117	137	33	195	72	180
-----	64%	64%	66%	58%	63%	64%	33%	62%	66%	49%	67%	70%	63%
TOTAL FAVORABLE	117	57	100	9	49	93	1	50	66	14	90	33	84
-----	29%	29%	31%	18%	32%	30%	6%	27%	32%	21%	31%	32%	29%
TOTAL UNFAVORABLE	13	5	8	4	7	11	-	9	4	3	9	3	10
-----	3%	2%	2%	9%	4%	4%	-	5%	2%	5%	3%	3%	4%
STRONGLY FAVORABLE	41	17	36	1	13	31	-	13	29	3	31	9	33
	10%	8%	11%	2%	9%	10%	-	7%	14%	5%	11%	8%	11%
SOMEWHAT FAVORABLE	76	40	64	8	36	62	1	38	37	11	58	24	52
	19%	21%	20%	16%	23%	20%	6%	20%	18%	16%	20%	23%	18%
SOMEWHAT UNFAVORABLE	9	4	6	3	7	9	-	7	2	2	6	2	7
	2%	2%	2%	7%	4%	3%	-	4%	1%	3%	2%	2%	2%
STRONGLY UNFAVORABLE	4	1	2	1	-	2	-	2	2	1	3	1	3
	1%	1%	1%	2%	-	1%	-	1%	1%	1%	1%	1%	1%
HEARD OF/NO OPINION	125	65	102	15	41	92	5	57	67	16	96	36	86
	31%	33%	32%	31%	26%	30%	26%	30%	32%	24%	33%	35%	30%
NEVER HEARD OF	141	66	107	21	56	108	11	71	70	32	96	30	105
	35%	34%	33%	42%	37%	35%	61%	37%	34%	48%	33%	29%	37%
REFUSED	3	3	3	-	1	2	1	2	1	2	-	1	2
	1%	2%	1%	-	1%	1%	7%	1%	1%	3%	-	1%	1%
**RATIO (FAVORABLE / UNFAVORABLE)	8.8	12.3	12.8	2.0	7.4	8.2	-	5.6	15.1	4.6	9.9	10.0	8.4
FAV COMBS/ NOT CU'S	1	1	1	-	-	-	1	-	1	-	1	-	1
	-	1%	-	-	-	-	6%	-	1%	-	-	-	-

Table 37-7

QUESTION 25:

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.

Susan Combs

BANNER 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	SMALL CITY/ SUB-		
		NEWS	WORK				NEWS	WORK				RURAL	OTHER	URBAN
BASE=GOP PRIMARY VOTERS IN Q.2	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (FAVORABLE - UNFAVORABLE)	104 26%	32 22%	20 29%	16 26%	15 26%	28 30%	22 28%	16 27%	8 15%	9 22%	15 33%	47 27%	14 24%	27 22%
TOTAL HEARD OF	256 64%	86 59%	49 70%	39 64%	38 69%	64 69%	49 62%	40 67%	26 51%	32 81%	32 71%	111 64%	41 71%	71 59%
TOTAL FAVORABLE	117 29%	34 23%	25 35%	18 29%	18 33%	30 33%	23 30%	19 32%	9 18%	11 28%	17 38%	54 31%	15 26%	31 25%
TOTAL UNFAVORABLE	13 3%	2 1%	4 6%	2 4%	3 6%	3 3%	1 1%	3 5%	1 2%	2 6%	2 4%	7 4%	1 2%	3 3%
STRONGLY FAVORABLE	41 10%	13 9%	7 10%	9 14%	6 11%	14 15%	7 8%	9 15%	2 4%	2 6%	6 13%	22 13%	6 10%	8 6%
SOMEWHAT FAVORABLE	76 19%	21 14%	18 25%	9 15%	12 21%	17 18%	17 21%	10 17%	7 13%	9 22%	11 25%	32 19%	9 16%	23 19%
SOMEWHAT UNFAVORABLE	9 2%	2 1%	3 5%	1 2%	2 4%	3 3%	- -	1 2%	1 2%	2 6%	1 2%	6 3%	- -	2 2%
STRONGLY UNFAVORABLE	4 1%	- -	1 1%	1 2%	1 2%	- -	1 1%	2 4%	- -	- -	1 2%	1 1%	1 2%	1 1%
HEARD OF/NO OPINION	125 31%	50 35%	20 28%	19 31%	17 30%	31 33%	25 32%	18 30%	16 31%	19 48%	13 29%	50 29%	25 43%	38 31%
NEVER HEARD OF	141 35%	57 40%	21 30%	21 34%	17 31%	27 30%	28 36%	20 33%	25 49%	8 19%	13 29%	61 35%	17 29%	50 41%
REFUSED	3 1%	1 1%	- -	1 2%	- -	1 1%	1 1%	- -	- -	- -	- -	3 2%	- -	- -
**RATIO (FAVORABLE / UNFAVORABLE)	8.8	22.0	5.8	8.2	5.3	11.7	23.6	6.0	7.6	5.0	8.8	7.9	12.9	9.2
FAV COMBS/ NOT CU'S	1 -	- -	- -	- -	1 2%	- -	- -	1 2%	- -	- -	- -	- -	- -	1 1%

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 ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOU-S-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	270	179	65	244	24	113	53	138	44	77	21	50	31	47	147	124	81	45	64	79	74	210	54
	68%	69%	69%	69%	65%	71%	80%	67%	77%	73%	67%	53%	66%	74%	71%	64%	67%	54%	68%	79%	70%	71%	69%
TOTAL HEARD OF	391	257	90	347	35	157	66	200	56	103	30	92	46	64	200	191	118	80	93	98	103	289	78
-----	98%	99%	95%	98%	97%	98%	99%	97%	98%	98%	95%	97%	97%	100%	96%	99%	98%	96%	98%	98%	98%	98%	100%
TOTAL FAVORABLE	320	210	76	286	28	131	58	162	49	87	25	68	38	52	167	153	95	61	75	86	85	241	65
-----	80%	81%	80%	81%	78%	82%	87%	79%	87%	82%	79%	73%	79%	82%	80%	80%	80%	73%	79%	86%	81%	81%	82%
TOTAL UNFAVORABLE	49	32	11	42	5	18	5	24	5	10	4	19	6	5	20	29	15	16	11	8	11	31	11
-----	12%	12%	11%	12%	13%	11%	7%	12%	10%	9%	12%	20%	13%	8%	10%	15%	12%	19%	11%	8%	11%	11%	14%
STRONGLY FAVORABLE	124	88	21	109	12	52	27	60	20	35	7	27	13	23	55	69	34	20	34	35	30	87	29
	31%	34%	22%	31%	34%	33%	40%	29%	34%	33%	22%	28%	26%	36%	26%	36%	28%	25%	36%	35%	28%	30%	37%
SOMEWHAT FAVORABLE	196	122	55	178	16	79	31	103	30	52	18	42	25	29	112	84	61	40	41	52	55	154	36
	49%	47%	58%	50%	44%	49%	47%	50%	52%	49%	57%	45%	52%	45%	54%	44%	51%	48%	43%	52%	53%	52%	45%
SOMEWHAT UNFAVORABLE	30	18	9	27	2	8	2	13	4	4	3	13	2	4	9	21	10	10	8	3	8	19	9
	8%	7%	9%	8%	6%	5%	4%	6%	8%	4%	9%	14%	4%	6%	4%	11%	8%	12%	9%	3%	8%	6%	11%
STRONGLY UNFAVORABLE	19	14	2	16	2	10	2	11	1	6	1	6	4	1	11	8	5	6	3	5	3	13	2
	5%	5%	2%	4%	6%	6%	4%	6%	2%	5%	3%	6%	9%	2%	5%	4%	4%	7%	3%	5%	3%	4%	3%
HEARD OF/NO OPINION	22	16	3	19	2	8	3	14	1	6	1	5	2	6	14	8	7	3	7	4	6	17	3
	5%	6%	3%	5%	6%	5%	5%	7%	2%	6%	3%	5%	5%	10%	7%	4%	6%	4%	7%	4%	6%	6%	4%
NEVER HEARD OF	6	2	4	6	-	2	1	4	-	1	1	2	2	-	6	-	-	3	2	1	2	6	-
	1%	1%	4%	2%	-	1%	1%	2%	-	1%	2%	3%	3%	-	3%	-	-	4%	2%	1%	2%	2%	-
REFUSED	3	1	1	2	1	1	-	2	1	1	1	-	-	-	2	1	2	-	-	1	-	1	-
	1%	-	1%	1%	3%	1%	-	1%	2%	1%	3%	-	-	-	1%	1%	2%	-	-	1%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	6.5	6.6	7.1	6.8	6.1	7.3	12.0	6.8	9.1	8.7	6.4	3.7	6.0	10.0	8.4	5.2	6.4	3.8	6.9	11.4	7.5	7.7	6.0

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (FAVORABLE - UNFAVORABLE)	264	43	24	75	36	18	67	111	98	30	23	90	84	37	28	81	93	32	34	56	67	141
	70%	79%	61%	75%	65%	51%	75%	73%	69%	75%	62%	77%	65%	69%	74%	67%	75%	65%	78%	80%	65%	70%
TOTAL HEARD OF	368	54	36	97	55	36	89	146	143	40	38	114	129	50	38	119	123	47	41	68	101	199
-----	98%	98%	92%	97%	100%	100%	100%	96%	100%	100%	100%	98%	100%	93%	100%	98%	100%	96%	96%	97%	99%	98%
TOTAL FAVORABLE	306	48	29	82	43	27	76	123	118	34	30	99	103	43	33	97	104	39	36	60	82	165
-----	82%	87%	74%	82%	78%	75%	86%	81%	82%	85%	80%	84%	80%	79%	86%	80%	84%	79%	84%	85%	80%	81%
TOTAL UNFAVORABLE	42	4	5	7	8	9	9	12	19	4	7	8	19	5	4	16	12	7	3	3	15	24
-----	11%	8%	13%	7%	14%	25%	11%	8%	14%	10%	18%	7%	15%	10%	12%	13%	9%	15%	6%	5%	15%	12%
STRONGLY FAVORABLE	117	14	7	29	17	12	36	36	52	14	15	33	50	8	12	33	49	13	7	26	25	65
	31%	25%	19%	29%	31%	34%	41%	24%	36%	34%	40%	28%	39%	15%	32%	27%	40%	27%	17%	38%	25%	32%
SOMEWHAT FAVORABLE	189	34	21	53	26	15	40	87	66	21	15	66	53	34	20	64	55	26	29	33	56	100
	51%	61%	55%	53%	47%	41%	45%	57%	46%	51%	40%	56%	42%	64%	54%	53%	45%	53%	67%	47%	55%	49%
SOMEWHAT UNFAVORABLE	27	3	3	3	5	6	7	6	13	3	6	5	12	3	4	9	8	6	2	2	11	14
	7%	5%	7%	3%	10%	16%	8%	4%	9%	7%	15%	4%	9%	6%	12%	8%	6%	13%	4%	3%	11%	7%
STRONGLY UNFAVORABLE	15	1	2	4	2	3	2	6	6	1	1	3	7	2	-	7	4	1	1	1	4	9
	4%	2%	6%	4%	4%	8%	2%	4%	4%	3%	2%	3%	6%	4%	-	5%	3%	2%	3%	2%	4%	5%
HEARD OF/NO OPINION	20	2	2	8	4	-	3	11	6	2	1	7	6	2	1	6	7	1	2	5	4	10
	5%	4%	5%	8%	8%	-	3%	7%	4%	5%	3%	6%	5%	4%	3%	5%	6%	2%	5%	8%	4%	5%
NEVER HEARD OF	6	-	3	3	-	-	-	6	-	-	-	2	-	4	-	1	1	2	2	2	1	3
	2%	-	8%	3%	-	-	-	4%	-	-	-	2%	-	7%	-	1%	-	4%	4%	3%	1%	1%
REFUSED	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1
	-	2%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	1%
**RATIO (FAVORABLE / UNFAVORABLE)	7.3	11.5	5.8	11.8	5.7	3.1	8.0	10.3	6.1	8.4	4.5	12.0	5.4	7.9	7.3	6.1	8.9	5.4	13.6	17.9	5.5	6.9

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

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (FAVORABLE - UNFAVORABLE)	270	65	77	58	64	49	92	81	163	59	38	247	24	117	141	98	115	223	40	98
	68%	77%	71%	66%	68%	64%	73%	70%	70%	73%	67%	67%	69%	70%	76%	55%	72%	72%	50%	74%
TOTAL HEARD OF	391	81	105	88	93	77	126	112	226	81	55	357	34	165	182	173	155	303	77	131
-----	98%	96%	97%	100%	100%	99%	100%	96%	98%	100%	97%	98%	97%	99%	98%	97%	97%	98%	96%	99%
TOTAL FAVORABLE	320	70	88	71	77	62	104	94	188	69	46	293	27	139	157	129	130	255	55	113
-----	80%	83%	81%	81%	82%	80%	83%	81%	81%	85%	80%	80%	78%	83%	85%	73%	82%	83%	69%	85%
TOTAL UNFAVORABLE	49	5	11	13	13	12	12	13	25	10	7	46	3	22	16	31	16	32	15	15
-----	12%	6%	10%	15%	14%	16%	10%	11%	11%	12%	13%	13%	9%	13%	9%	18%	10%	10%	19%	11%
STRONGLY FAVORABLE	124	20	30	31	35	22	35	42	73	25	18	115	9	60	67	46	46	104	18	53
	31%	24%	27%	36%	38%	29%	28%	36%	32%	31%	31%	32%	25%	36%	36%	26%	29%	34%	23%	40%
SOMEWHAT FAVORABLE	196	50	58	40	41	39	69	53	115	44	28	177	18	79	90	83	85	152	37	60
	49%	59%	54%	45%	44%	51%	55%	45%	50%	54%	48%	49%	53%	47%	48%	47%	53%	49%	46%	45%
SOMEWHAT UNFAVORABLE	30	2	7	11	8	7	7	10	15	10	3	28	2	12	10	19	10	19	10	8
	8%	2%	6%	13%	8%	9%	6%	9%	6%	12%	4%	8%	6%	7%	6%	11%	7%	6%	13%	6%
STRONGLY UNFAVORABLE	19	3	4	2	5	5	5	3	10	-	5	18	1	10	6	12	5	13	4	7
	5%	4%	4%	2%	5%	6%	4%	3%	4%	-	8%	5%	4%	6%	3%	7%	3%	4%	6%	6%
HEARD OF/NO OPINION	22	6	6	3	4	3	10	4	14	3	2	19	3	4	9	13	9	15	7	3
	5%	8%	6%	4%	4%	4%	8%	4%	6%	3%	4%	5%	9%	2%	5%	7%	6%	5%	8%	2%
NEVER HEARD OF	6	3	3	-	-	1	-	4	4	-	2	4	1	1	2	3	2	3	2	1
	1%	4%	2%	-	-	1%	-	4%	2%	-	3%	1%	3%	-	1%	2%	1%	1%	3%	1%
REFUSED	3	-	1	-	-	-	-	-	1	-	-	3	-	1	1	2	2	2	1	1
	1%	-	1%	-	-	-	-	-	-	-	-	1%	-	1%	1%	1%	1%	1%	1%	1%
**RATIO (FAVORABLE / UNFAVORABLE)	6.5	13.8	8.0	5.4	6.0	5.1	8.4	7.1	7.5	7.0	6.2	6.3	8.4	6.3	9.8	4.1	8.3	7.9	3.7	7.4

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/NATL			ECON/ILLEG			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC-TION	EARLY DAY	NATL SEC	ILLEG IMMIG	ECON JOBS	ILLEG IMMIG	ECON JOBS	TERR/NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (FAVORABLE - UNFAVORABLE)	270	112	153	75	48	31	57	38	46	138	216	45	60	111	204	45		
	68%	67%	67%	71%	53%	58%	77%	58%	78%	74%	72%	51%	68%	70%	68%	74%		
TOTAL HEARD OF	391	162	223	105	86	51	74	63	58	182	296	86	87	154	294	59		
-----	98%	97%	98%	100%	96%	96%	100%	97%	98%	98%	98%	96%	98%	97%	98%	98%		
TOTAL FAVORABLE	320	132	182	88	63	39	63	49	51	156	250	61	72	129	240	50		
-----	80%	79%	80%	83%	70%	73%	86%	76%	86%	84%	83%	68%	80%	81%	80%	83%		
TOTAL UNFAVORABLE	49	20	29	13	15	8	6	12	5	18	34	16	11	18	36	6		
-----	12%	12%	13%	12%	17%	15%	8%	18%	8%	10%	11%	18%	12%	12%	12%	9%		
STRONGLY FAVORABLE	124	55	66	42	20	18	23	16	16	57	100	22	24	49	94	21		
	31%	33%	29%	40%	23%	33%	32%	25%	28%	31%	33%	25%	27%	31%	31%	35%		
SOMEWHAT FAVORABLE	196	77	116	46	43	21	40	33	34	99	150	39	48	80	146	29		
	49%	46%	51%	44%	47%	39%	54%	51%	59%	53%	50%	44%	54%	50%	48%	48%		
SOMEWHAT UNFAVORABLE	30	10	20	6	12	4	1	9	3	14	21	9	7	11	22	4		
	8%	6%	9%	6%	13%	8%	1%	14%	5%	7%	7%	10%	8%	7%	7%	6%		
STRONGLY UNFAVORABLE	19	10	9	7	3	4	5	2	2	4	12	7	4	7	14	2		
	5%	6%	4%	6%	4%	7%	7%	4%	3%	2%	4%	8%	5%	5%	5%	3%		
HEARD OF/NO OPINION	22	10	12	4	8	4	4	2	2	8	12	10	4	6	17	3		
	5%	6%	5%	4%	9%	8%	6%	4%	4%	4%	4%	11%	5%	4%	6%	6%		
NEVER HEARD OF	6	1	4	-	3	2	-	2	-	2	3	2	2	3	5	-		
	1%	1%	2%	-	3%	4%	-	3%	-	1%	1%	3%	2%	2%	2%	-		
REFUSED	3	3	-	-	1	-	-	-	1	1	2	1	-	2	2	1		
	1%	2%	-	-	1%	-	-	-	2%	1%	1%	1%	-	1%	1%	2%		
**RATIO (FAVORABLE / UNFAVORABLE)	6.5	6.6	6.2	6.7	4.1	4.8	10.1	4.3	10.4	8.6	7.4	3.9	6.5	7.0	6.6	8.8		

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	PROB/LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	270	51	126	113	23	25	23	191	66	58	21	114	40	25	60	42	40
	68%	73%	71%	69%	68%	78%	74%	77%	49%	50%	65%	64%	72%	67%	71%	53%	72%
TOTAL HEARD OF	391	68	176	161	34	33	31	241	132	114	32	173	55	38	84	75	54
-----	98%	98%	98%	98%	100%	100%	100%	98%	98%	98%	100%	97%	100%	100%	100%	96%	97%
TOTAL FAVORABLE	320	59	149	130	27	29	26	212	93	81	25	138	47	30	69	56	44
-----	80%	85%	83%	80%	81%	89%	86%	86%	69%	70%	78%	78%	85%	79%	82%	72%	79%
TOTAL UNFAVORABLE	49	8	23	18	4	4	4	21	27	23	4	24	7	5	9	14	4
-----	12%	12%	13%	11%	13%	11%	12%	8%	20%	20%	13%	14%	13%	13%	11%	18%	8%
STRONGLY FAVORABLE	124	21	64	49	13	11	13	87	30	27	11	59	20	11	19	26	18
	31%	30%	36%	30%	40%	33%	43%	35%	22%	23%	33%	33%	37%	28%	23%	34%	32%
SOMEWHAT FAVORABLE	196	39	85	81	14	18	13	125	62	55	15	79	26	20	50	30	26
	49%	55%	48%	50%	41%	56%	43%	50%	46%	47%	45%	45%	48%	51%	60%	38%	47%
SOMEWHAT UNFAVORABLE	30	6	13	13	1	3	4	15	15	13	1	18	3	1	6	8	3
	8%	9%	7%	8%	3%	8%	12%	6%	11%	11%	4%	10%	6%	4%	7%	11%	6%
STRONGLY UNFAVORABLE	19	2	10	4	3	1	-	6	12	10	3	6	4	3	3	6	1
	5%	4%	6%	3%	10%	3%	-	2%	9%	9%	10%	4%	7%	9%	4%	8%	2%
HEARD OF/NO OPINION	22	1	4	13	2	-	1	9	12	9	3	10	1	3	6	4	5
	5%	1%	2%	8%	6%	-	2%	3%	9%	8%	9%	6%	2%	8%	7%	5%	10%
NEVER HEARD OF	6	1	2	3	-	-	-	4	2	2	-	3	-	-	-	2	2
	1%	2%	1%	2%	-	-	-	2%	1%	1%	-	2%	-	-	-	3%	3%
REFUSED	3	-	1	-	-	-	-	2	1	1	-	2	-	-	-	1	-
	1%	-	1%	-	-	-	-	1%	1%	1%	-	1%	-	-	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	6.5	7.1	6.5	7.3	6.2	8.0	7.2	10.2	3.4	3.5	6.0	5.7	6.6	6.3	7.6	3.9	10.3

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	270	196	320	-49	115	218	3	112	155	37	205	48	215
	68%	100%	100%	-100%	75%	72%	17%	59%	75%	55%	71%	47%	75%
TOTAL HEARD OF	391	196	320	49	152	300	17	182	206	65	285	102	280
	98%	100%	100%	100%	99%	98%	100%	96%	99%	97%	98%	98%	98%
TOTAL FAVORABLE	320	196	320	-	132	254	10	141	175	49	238	72	240
	80%	100%	100%	-	86%	83%	59%	75%	84%	72%	82%	69%	84%
TOTAL UNFAVORABLE	49	-	-	49	16	36	7	29	20	12	33	24	25
	12%	-	-	100%	11%	12%	41%	15%	10%	17%	11%	23%	9%
STRONGLY FAVORABLE	124	-	124	-	35	96	2	49	74	8	105	26	96
	31%	-	39%	-	23%	31%	12%	26%	36%	11%	36%	25%	33%
SOMEWHAT FAVORABLE	196	196	196	-	96	158	8	93	101	41	133	46	144
	49%	100%	61%	-	63%	52%	46%	49%	49%	61%	46%	44%	50%
SOMEWHAT UNFAVORABLE	30	-	-	30	10	23	2	19	12	6	21	16	13
	8%	-	-	61%	6%	8%	13%	10%	6%	9%	7%	16%	4%
STRONGLY UNFAVORABLE	19	-	-	19	7	12	5	10	9	6	12	7	12
	5%	-	-	39%	4%	4%	28%	5%	4%	9%	4%	7%	4%
HEARD OF/NO OPINION	22	-	-	-	4	9	-	12	10	5	15	6	16
	5%	-	-	-	3%	3%	-	6%	5%	7%	5%	6%	5%
NEVER HEARD OF	6	-	-	-	1	3	-	5	1	1	4	1	5
	1%	-	-	-	1%	1%	-	3%	-	2%	2%	1%	2%
REFUSED	3	-	-	-	-	2	-	2	1	1	1	1	2
	1%	-	-	-	-	1%	-	1%	1%	2%	-	1%	1%
**RATIO (FAVORABLE / UNFAVORABLE)	6.5	-	-	-	8.0	7.1	1.4	4.9	8.6	4.1	7.3	3.1	9.7

Table 38-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
**D/S (FAVORABLE - UNFAVORABLE)	270 68%	95 66%	56 79%	33 54%	39 71%	65 70%	59 76%	44 73%	30 58%	25 62%	38 84%	119 68%	36 62%	77 64%	
TOTAL HEARD OF -----	391 98%	143 99%	69 98%	59 96%	53 96%	91 99%	79 100%	56 94%	50 98%	38 97%	45 98%	171 98%	57 98%	118 97%	
TOTAL FAVORABLE -----	320 80%	116 80%	60 85%	44 72%	46 82%	73 80%	67 85%	49 82%	39 76%	31 78%	40 89%	140 80%	44 76%	95 78%	
TOTAL UNFAVORABLE -----	49 12%	21 14%	4 6%	11 18%	7 12%	8 9%	8 10%	5 8%	9 18%	6 16%	2 5%	21 12%	8 14%	18 15%	
STRONGLY FAVORABLE	124 31%	45 31%	27 38%	16 27%	19 34%	34 37%	26 33%	17 29%	17 33%	7 17%	19 42%	50 29%	14 24%	41 34%	
SOMEWHAT FAVORABLE	196 49%	71 49%	33 47%	28 45%	27 49%	39 42%	41 52%	32 53%	22 44%	24 61%	21 47%	90 51%	30 53%	54 44%	
SOMEWHAT UNFAVORABLE	30 8%	12 9%	3 5%	7 11%	3 6%	6 7%	2 3%	3 4%	7 14%	5 13%	2 5%	12 7%	8 14%	8 7%	
STRONGLY UNFAVORABLE	19 5%	8 6%	1 1%	4 7%	3 6%	2 3%	5 7%	2 4%	2 4%	1 3%	- -	9 5%	- -	10 8%	
HEARD OF/NO OPINION	22 5%	7 5%	5 7%	4 7%	1 2%	10 10%	4 5%	2 3%	2 4%	1 3%	2 5%	10 6%	5 8%	5 4%	
NEVER HEARD OF	6 1%	1 1%	- -	1 2%	2 4%	1 1%	- -	2 3%	1 2%	1 3%	1 2%	3 1%	1 2%	1 1%	
REFUSED	3 1%	- -	1 2%	1 2%	- -	- -	- -	2 4%	- -	- -	- -	1 1%	- -	2 2%	
**RATIO (FAVORABLE / UNFAVORABLE)	6.5	5.6	14.4	4.0	7.0	8.6	8.8	9.7	4.2	4.8	17.6	6.6	5.5	5.3	

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 ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOU-S-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (FAVORABLE - UNFAVORABLE)	288	180	74	254	27	111	36	136	42	72	27	66	39	42	152	136	89	58	81	59	78	213	55
	72%	69%	78%	72%	76%	69%	53%	66%	74%	68%	84%	70%	81%	66%	73%	71%	74%	69%	85%	59%	75%	72%	70%
TOTAL HEARD OF	394	255	95	350	35	156	64	201	56	103	31	94	47	63	205	189	118	83	94	97	105	291	77
	99%	98%	100%	99%	98%	98%	96%	98%	98%	98%	98%	100%	98%	99%	99%	98%	98%	100%	99%	97%	100%	98%	99%
TOTAL FAVORABLE	305	195	75	270	29	119	42	148	44	79	27	72	39	45	165	140	93	62	82	66	81	226	59
	76%	75%	79%	76%	80%	74%	64%	72%	77%	75%	85%	77%	81%	70%	79%	73%	78%	75%	86%	66%	77%	76%	75%
TOTAL UNFAVORABLE	17	15	1	16	2	9	7	11	2	7	-	6	-	2	13	4	4	5	1	7	2	12	4
	4%	6%	1%	4%	4%	5%	10%	5%	4%	6%	1%	6%	-	4%	6%	2%	4%	6%	1%	7%	2%	4%	5%
STRONGLY FAVORABLE	152	90	40	130	19	53	17	66	25	38	14	36	16	24	85	67	44	25	51	30	42	112	27
	38%	35%	42%	37%	52%	33%	26%	32%	43%	36%	43%	39%	33%	37%	41%	35%	36%	30%	54%	30%	41%	38%	35%
SOMEWHAT FAVORABLE	153	104	35	140	10	66	25	81	19	40	13	36	23	21	80	73	50	38	30	36	38	114	31
	38%	40%	37%	39%	28%	41%	38%	39%	34%	39%	42%	38%	48%	33%	38%	38%	41%	45%	32%	36%	37%	38%	40%
SOMEWHAT UNFAVORABLE	11	9	1	10	-	5	5	6	-	5	-	4	-	2	10	1	2	2	1	5	1	7	4
	3%	4%	1%	3%	1%	3%	7%	3%	-	4%	1%	4%	-	4%	5%	1%	2%	3%	1%	5%	1%	2%	5%
STRONGLY UNFAVORABLE	6	5	-	5	1	4	2	5	2	2	-	2	-	-	3	3	2	2	-	2	1	5	-
	2%	2%	-	2%	3%	3%	3%	3%	4%	2%	-	2%	-	-	2%	2%	2%	3%	-	2%	1%	2%	-
HEARD OF/NO OPINION	72	46	18	64	5	28	15	42	10	17	4	16	8	16	27	45	20	16	11	24	21	53	15
	18%	18%	19%	18%	14%	18%	22%	21%	17%	17%	12%	17%	17%	25%	13%	23%	17%	20%	12%	24%	20%	18%	19%
NEVER HEARD OF	4	3	-	3	1	2	3	3	-	1	1	-	1	1	1	3	-	-	1	3	-	3	1
	1%	1%	-	1%	2%	1%	4%	1%	-	1%	2%	-	2%	1%	-	2%	-	-	1%	3%	-	1%	1%
REFUSED	2	2	-	2	-	2	-	2	1	1	-	-	-	-	2	-	2	-	-	-	-	2	-
	1%	1%	-	1%	-	1%	-	1%	2%	1%	-	-	-	1%	-	2%	-	-	-	-	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	17.7	13.4	64.0	17.1	19.0	13.6	6.2	13.1	22.0	11.6	71.9	12.2	-	19.8	12.7	32.5	21.6	13.6	69.3	9.2	33.5	18.1	15.7

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/LIB MEN	MOD/LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE 18-54	BASE 55+	SOFT 18-54	SOFT 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (FAVORABLE - UNFAVORABLE)	269	41	28	73	41	25	60	113	100	28	27	79	92	46	26	85	84	38	34	47	75	147
	72%	74%	71%	73%	74%	69%	68%	74%	70%	70%	71%	67%	71%	84%	68%	70%	68%	77%	78%	67%	73%	73%
TOTAL HEARD OF	369	53	39	99	55	36	86	150	141	40	37	114	127	54	38	119	121	49	43	66	101	201
-----	98%	96%	100%	99%	100%	100%	97%	98%	99%	100%	97%	98%	98%	100%	100%	98%	98%	100%	100%	95%	99%	99%
TOTAL FAVORABLE	285	45	30	78	41	26	63	121	105	32	27	88	96	47	26	92	91	38	35	50	80	155
-----	76%	82%	78%	78%	74%	72%	71%	79%	73%	79%	71%	75%	75%	87%	68%	76%	74%	77%	81%	71%	79%	76%
TOTAL UNFAVORABLE	16	4	2	5	-	1	3	8	4	4	-	9	4	1	-	7	7	-	1	3	6	8
-----	4%	8%	6%	5%	-	3%	4%	5%	3%	9%	-	8%	3%	2%	-	6%	6%	-	3%	4%	5%	4%
STRONGLY FAVORABLE	139	20	11	46	21	11	30	59	53	18	10	38	48	27	10	41	44	17	21	20	39	80
	37%	36%	28%	46%	38%	29%	34%	38%	37%	44%	25%	32%	38%	51%	27%	34%	35%	34%	49%	29%	39%	39%
SOMEWHAT FAVORABLE	145	26	19	32	20	16	33	62	51	14	17	50	48	19	16	51	47	21	14	29	41	75
	39%	46%	50%	32%	36%	43%	37%	41%	36%	35%	45%	43%	37%	36%	41%	42%	38%	43%	32%	42%	40%	37%
SOMEWHAT UNFAVORABLE	11	2	2	5	-	-	1	6	1	4	-	8	1	1	-	5	5	-	1	3	5	3
	3%	4%	6%	5%	-	-	1%	4%	1%	9%	-	7%	1%	2%	-	4%	4%	-	3%	4%	4%	2%
STRONGLY UNFAVORABLE	5	2	-	-	-	1	2	2	3	-	-	1	3	-	-	2	2	-	-	-	1	4
	1%	4%	-	-	-	3%	1%	2%	2%	-	-	1%	3%	-	-	2%	2%	-	-	-	1%	2%
HEARD OF/NO OPINION	68	3	6	16	14	9	19	21	32	5	10	17	26	6	12	20	23	11	7	14	15	39
	18%	6%	16%	16%	26%	25%	22%	13%	23%	12%	27%	15%	20%	11%	32%	17%	19%	23%	16%	20%	15%	19%
NEVER HEARD OF	4	-	-	1	-	-	3	1	2	-	1	1	2	-	-	-	3	-	-	4	-	-
	1%	-	-	1%	-	-	3%	-	1%	-	3%	1%	2%	-	-	-	2%	-	-	5%	-	-
REFUSED	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	-	1	1
	1%	4%	-	-	-	-	-	1%	-	-	-	2%	-	-	-	2%	-	-	-	-	1%	1%
**RATIO (FAVORABLE / UNFAVORABLE)	17.6	10.5	12.4	15.2	-	24.6	19.5	14.8	24.3	8.6	-	9.6	22.3	39.6	-	13.8	13.3	-	29.4	17.5	14.5	19.8

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

-----AMONG WHITE VOTERS-----																				
TOTAL	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN	
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (FAVORABLE - UNFAVORABLE)	288	57	84	64	63	40	98	92	158	63	45	260	28	122	140	127	126	228	52	99
	72%	68%	77%	73%	67%	52%	77%	79%	68%	77%	78%	71%	82%	73%	76%	71%	79%	74%	64%	75%
TOTAL HEARD OF	394	82	108	85	93	75	125	116	226	81	56	359	35	166	183	176	157	305	79	132
-----	99%	98%	99%	97%	100%	97%	99%	100%	98%	100%	98%	98%	100%	99%	99%	99%	99%	99%	99%	99%
TOTAL FAVORABLE	305	64	90	66	65	47	102	94	169	65	47	275	30	126	143	138	131	239	57	103
-----	76%	76%	82%	76%	70%	61%	81%	81%	73%	80%	82%	75%	86%	75%	77%	77%	83%	78%	71%	77%
TOTAL UNFAVORABLE	17	6	6	2	2	8	4	2	12	2	2	16	2	3	3	11	5	11	5	3
-----	4%	8%	5%	2%	2%	10%	3%	2%	5%	3%	4%	4%	4%	2%	2%	6%	3%	4%	6%	3%
STRONGLY FAVORABLE	152	29	47	30	33	24	47	48	80	30	26	140	12	67	68	72	63	118	31	55
	38%	35%	43%	35%	35%	31%	37%	41%	35%	37%	45%	38%	34%	40%	36%	41%	39%	38%	39%	42%
SOMEWHAT FAVORABLE	153	34	43	36	33	24	55	47	89	35	21	135	18	58	76	65	69	122	26	47
	38%	41%	39%	41%	35%	31%	44%	40%	38%	43%	37%	37%	52%	35%	41%	37%	43%	39%	32%	36%
SOMEWHAT UNFAVORABLE	11	6	3	1	-	6	1	2	7	2	1	9	2	1	1	7	3	6	5	2
	3%	8%	3%	1%	-	8%	1%	2%	3%	3%	2%	3%	4%	1%	1%	4%	2%	2%	6%	2%
STRONGLY UNFAVORABLE	6	-	2	1	2	1	3	-	4	-	1	6	-	2	2	3	2	5	-	1
	2%	-	2%	1%	2%	2%	3%	-	2%	-	2%	2%	-	1%	1%	2%	1%	2%	-	1%
HEARD OF/NO OPINION	72	12	13	16	26	20	19	20	45	14	7	68	3	37	37	28	21	54	17	26
	18%	15%	12%	19%	28%	26%	15%	17%	20%	17%	13%	19%	9%	22%	20%	16%	13%	18%	22%	19%
NEVER HEARD OF	4	1	-	3	-	2	-	-	3	-	1	4	-	1	1	1	2	2	-	1
	1%	1%	-	3%	-	3%	-	-	1%	-	2%	1%	-	1%	1%	-	1%	1%	-	1%
REFUSED	2	1	1	-	-	-	1	-	2	-	-	2	-	-	1	1	-	1	1	-
	1%	1%	1%	-	-	-	1%	-	1%	-	-	1%	-	-	1%	1%	-	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	17.7	10.0	16.2	32.4	28.8	6.3	23.4	42.1	14.5	28.5	20.8	17.5	19.7	36.5	46.9	12.8	24.6	21.4	11.3	29.3

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ILLEG ECON/ IMMIG JOBS			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	DAY	SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT PERRY	TOTAL FAV	TOTAL UNFAV		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (FAVORABLE - UNFAVORABLE)	288	114	170	75	61	34	58	53	38	136	221	61	57	111	211	50		
	72%	69%	74%	71%	67%	64%	79%	82%	64%	73%	74%	68%	64%	70%	70%	83%		
TOTAL HEARD OF	394	163	225	105	89	51	73	65	58	182	298	89	88	157	298	59		
-----	99%	98%	99%	100%	99%	96%	99%	100%	98%	98%	99%	99%	99%	99%	99%	98%		
TOTAL FAVORABLE	305	124	177	81	67	36	63	56	42	146	233	67	62	119	226	51		
-----	76%	75%	78%	77%	75%	68%	85%	86%	72%	79%	77%	75%	69%	75%	75%	85%		
TOTAL UNFAVORABLE	17	10	8	6	7	2	5	2	4	10	11	6	4	8	16	1		
-----	4%	6%	3%	6%	7%	4%	6%	4%	8%	6%	4%	7%	5%	5%	5%	2%		
STRONGLY FAVORABLE	152	65	86	41	31	18	33	28	22	73	121	26	33	61	112	32		
	38%	39%	38%	39%	35%	33%	45%	43%	37%	39%	40%	29%	37%	38%	37%	53%		
SOMEWHAT FAVORABLE	153	59	91	40	36	19	30	28	21	73	112	41	28	58	115	19		
	38%	35%	40%	38%	40%	35%	41%	43%	35%	40%	37%	46%	32%	37%	38%	32%		
SOMEWHAT UNFAVORABLE	11	7	3	4	4	1	2	2	2	6	6	5	2	3	9	1		
	3%	4%	1%	4%	5%	2%	3%	4%	4%	3%	2%	5%	2%	2%	3%	2%		
STRONGLY UNFAVORABLE	6	2	4	2	2	1	2	-	2	4	5	1	2	4	6	-		
	2%	1%	2%	2%	2%	2%	3%	-	4%	2%	2%	1%	3%	3%	2%	-		
HEARD OF/NO OPINION	72	30	40	18	16	13	6	7	11	26	54	16	22	30	56	7		
	18%	18%	18%	17%	17%	24%	7%	11%	19%	14%	18%	18%	25%	19%	18%	11%		
NEVER HEARD OF	4	2	2	-	1	1	1	-	1	2	2	-	1	2	2	-		
	1%	1%	1%	-	1%	2%	1%	-	2%	1%	1%	-	1%	1%	1%	-		
REFUSED	2	1	1	-	-	1	-	-	-	1	1	1	-	-	1	1		
	1%	1%	1%	-	-	2%	-	-	-	1%	-	1%	-	-	-	2%		
**RATIO (FAVORABLE / UNFAVORABLE)	17.7	12.8	23.2	13.6	10.1	16.6	13.7	22.7	9.4	14.3	20.6	11.2	13.8	15.2	14.4	42.0		

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE			
	PROB/LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (FAVORABLE - UNFAVORABLE)	288	51	131	115	23	26	23	185	88	77	24	130	46	24	62	56	42
	72%	73%	73%	70%	69%	78%	76%	75%	65%	66%	74%	73%	84%	62%	74%	72%	76%
TOTAL HEARD OF	394	70	178	162	34	32	31	243	133	115	32	177	55	37	84	77	55
-----	99%	100%	99%	99%	100%	97%	100%	98%	99%	99%	100%	99%	100%	98%	100%	99%	100%
TOTAL FAVORABLE	305	53	136	123	25	26	25	192	98	86	25	138	47	27	66	59	43
-----	76%	77%	76%	76%	73%	78%	80%	77%	73%	74%	77%	77%	86%	71%	79%	75%	78%
TOTAL UNFAVORABLE	17	3	5	9	1	-	1	7	11	9	1	8	1	3	5	3	1
-----	4%	4%	3%	5%	4%	-	3%	3%	8%	8%	3%	5%	2%	9%	5%	3%	2%
STRONGLY FAVORABLE	152	22	74	54	12	14	12	94	49	44	14	72	26	11	35	29	26
	38%	32%	42%	33%	36%	41%	39%	38%	37%	37%	42%	40%	48%	29%	42%	37%	47%
SOMEWHAT FAVORABLE	153	31	62	70	12	12	13	98	49	42	11	66	21	16	32	30	17
	38%	45%	35%	43%	37%	37%	41%	39%	36%	36%	35%	37%	38%	42%	37%	39%	31%
SOMEWHAT UNFAVORABLE	11	3	3	7	1	-	-	5	6	6	-	4	1	2	5	3	1
	3%	4%	2%	4%	4%	-	-	2%	5%	5%	-	2%	2%	6%	5%	3%	2%
STRONGLY UNFAVORABLE	6	-	2	2	-	-	1	2	4	3	1	4	-	1	-	-	-
	2%	-	1%	1%	-	-	3%	1%	3%	3%	3%	2%	-	3%	-	-	-
HEARD OF/NO OPINION	72	13	37	30	8	6	5	45	24	20	6	31	7	7	13	16	11
	18%	19%	21%	18%	23%	19%	17%	18%	18%	17%	20%	17%	12%	17%	16%	20%	20%
NEVER HEARD OF	4	-	1	1	-	1	-	3	1	1	-	-	-	1	-	-	-
	1%	-	1%	-	-	3%	-	1%	-	1%	-	-	-	2%	-	-	-
REFUSED	2	-	-	1	-	-	-	1	1	1	-	1	-	-	-	1	-
	1%	-	-	1%	-	-	-	-	1%	1%	-	1%	-	-	-	1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	17.7	18.7	27.4	14.1	18.6	-	24.0	28.4	9.3	9.5	24.4	16.7	41.2	7.9	14.7	23.0	39.7

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (FAVORABLE - UNFAVORABLE)	288	150	244	29	153	305	-17	174	111	65	193	73	208
	72%	77%	76%	58%	100%	100%	-100%	92%	53%	96%	66%	71%	72%
TOTAL HEARD OF	394	194	317	49	153	305	17	188	203	66	286	103	284
	99%	99%	99%	98%	100%	100%	100%	99%	98%	98%	98%	99%	99%
TOTAL FAVORABLE	305	158	254	36	153	305	-	177	125	65	208	79	220
	76%	81%	80%	73%	100%	100%	-	94%	60%	96%	71%	76%	76%
TOTAL UNFAVORABLE	17	8	10	7	-	-	17	3	14	-	15	6	11
	4%	4%	3%	14%	-	-	100%	2%	7%	1%	5%	6%	4%
STRONGLY FAVORABLE	152	62	123	20	-	152	-	114	37	52	90	45	103
	38%	32%	38%	40%	-	50%	-	60%	18%	77%	31%	44%	36%
SOMEWHAT FAVORABLE	153	96	132	16	153	153	-	64	88	13	118	34	116
	38%	49%	41%	33%	100%	50%	-	34%	42%	20%	40%	33%	40%
SOMEWHAT UNFAVORABLE	11	6	7	4	-	-	11	3	8	-	9	3	8
	3%	3%	2%	8%	-	-	62%	2%	4%	1%	3%	3%	3%
STRONGLY UNFAVORABLE	6	2	3	3	-	-	6	-	6	-	5	3	3
	2%	1%	1%	7%	-	-	38%	-	3%	-	2%	3%	1%
HEARD OF/NO OPINION	72	27	52	5	-	-	-	8	64	1	64	18	53
	18%	14%	16%	11%	-	-	-	4%	31%	1%	22%	17%	18%
NEVER HEARD OF	4	1	2	1	-	-	-	-	4	-	4	1	3
	1%	1%	1%	2%	-	-	-	-	2%	-	1%	1%	1%
REFUSED	2	1	1	-	-	-	-	1	1	1	1	-	1
	1%	1%	-	-	-	-	-	1%	1%	2%	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	17.7	19.7	25.1	5.0	-	-	-	61.3	8.7	172.2	14.1	13.5	19.3

Table 39-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	SMALL CITY/ SUB-			
		CABLE NEWS	WORK NEWS				WORK NEWS	CABLE NEWS				RURAL	OTHER	URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
**D/S (FAVORABLE - UNFAVORABLE)	288 72%	97 68%	54 77%	49 80%	36 66%	66 72%	57 73%	41 68%	34 67%	35 89%	34 74%	123 70%	44 77%	87 72%	
TOTAL HEARD OF -----	394 99%	143 99%	68 97%	60 98%	55 100%	90 98%	79 100%	58 97%	51 100%	40 100%	46 100%	171 98%	58 100%	119 98%	
TOTAL FAVORABLE -----	305 76%	108 75%	55 78%	51 83%	39 71%	67 73%	61 78%	45 74%	39 76%	35 89%	34 74%	131 75%	45 79%	95 78%	
TOTAL UNFAVORABLE -----	17 4%	10 7%	1 1%	2 4%	3 5%	1 1%	4 5%	3 6%	5 9%	-	-	8 5%	1 2%	8 7%	
STRONGLY FAVORABLE	152 38%	54 37%	23 33%	25 40%	25 46%	35 38%	31 40%	27 45%	21 42%	15 38%	19 41%	64 37%	25 44%	44 36%	
SOMEWHAT FAVORABLE	153 38%	54 38%	32 45%	26 43%	14 25%	32 35%	30 38%	17 29%	18 34%	20 51%	15 33%	67 38%	20 35%	51 42%	
SOMEWHAT UNFAVORABLE	11 3%	7 5%	-	-	3 5%	1 1%	3 4%	2 4%	2 5%	-	-	6 4%	-	5 4%	
STRONGLY UNFAVORABLE	6 2%	3 2%	1 1%	2 4%	-	-	1 1%	1 2%	2 4%	-	-	2 1%	1 2%	3 3%	
HEARD OF/NO OPINION	72 18%	25 17%	12 17%	7 11%	14 25%	22 24%	13 17%	10 17%	7 15%	4 11%	12 26%	32 18%	11 20%	16 13%	
NEVER HEARD OF	4 1%	1 1%	2 3%	-	-	2 2%	-	2 3%	-	-	-	2 1%	-	1 1%	
REFUSED	2 1%	-	-	1 2%	-	-	-	-	-	-	-	1 1%	-	1 1%	
**RATIO (FAVORABLE / UNFAVORABLE)	17.7	10.4	56.3	23.0	15.5	59.4	15.8	13.0	8.5	-	-	15.8	42.6	12.0	

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

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (YES - NO)	-18	-32	12	-20	-1	-20	-34	-17	-7	-4	-	-4	-	-2	3	-22	5	-4	19	-37	-7	-18	-6
	-5%	-12%	13%	-6%	-4%	-12%	-50%	-8%	-13%	-4%	-1%	-5%	-	-4%	2%	-11%	4%	-4%	20%	-37%	-7%	-6%	-8%
YES	189	113	53	167	17	70	16	95	24	50	15	44	24	31	106	84	62	39	56	31	49	139	35
	47%	44%	56%	47%	47%	44%	25%	46%	43%	48%	48%	47%	50%	48%	51%	44%	52%	47%	60%	31%	47%	47%	45%
NO	208	146	41	186	18	90	50	111	32	55	16	49	24	33	102	105	58	43	37	68	56	157	41
	52%	56%	43%	52%	50%	56%	75%	54%	55%	52%	49%	52%	50%	52%	49%	55%	48%	52%	39%	68%	53%	53%	53%
DON'T KNOW	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	1
	-	-	1%	-	-	-	-	-	2%	-	-	-	-	-	-	1%	-	1%	-	-	-	-	1%
REFUSED	2	1	-	1	1	-	-	-	-	-	1	1	-	-	-	2	-	-	1	1	-	-	1
	1%	-	-	-	3%	-	-	-	-	-	3%	1%	-	-	-	1%	-	-	1%	1%	-	-	1%

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

BANNER 2

-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (YES - NO)	-25	6	-5	-2	-1	-	-21	-	-18	-	-6	-14	-21	11	-	-4	-31	3	8	-4	-8	-13
	-7%	11%	-13%	-2%	-2%	-1%	-24%	-	-13%	-1%	-15%	-12%	-17%	20%	-1%	-3%	-25%	5%	18%	-6%	-8%	-6%
YES	174	31	17	49	27	17	33	76	63	20	15	51	54	32	18	59	46	25	25	33	47	94
	46%	56%	43%	49%	49%	48%	38%	50%	44%	49%	40%	44%	42%	60%	48%	48%	38%	52%	59%	47%	46%	46%
NO	198	24	22	51	28	18	54	76	81	20	21	66	75	22	19	63	77	23	18	37	55	107
	53%	44%	57%	51%	51%	49%	61%	50%	56%	51%	55%	56%	58%	40%	49%	52%	62%	46%	41%	53%	54%	53%
DON'T KNOW	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1
	-	-	-	-	-	3%	-	-	-	-	3%	-	-	-	3%	-	-	2%	-	-	-	-
REFUSED	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	1%	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	1%

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

BANNER 3

-----AMONG WHITE VOTERS-----																				
EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL					
TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN	
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
**D/S (YES - NO)	-18 -5%	-1 -1%	-	-11 -12%	-13 -14%	-32 -41%	3 2%	10 8%	-17 -7%	-3 -4%	-4 -6%	-19 -5%	-	-25 -15%	-18 -10%	2 1%	11 7%	-18 -6%	-4 -5%	-27 -20%
YES	189 47%	42 49%	55 50%	38 44%	39 42%	23 29%	64 50%	63 54%	106 46%	39 48%	27 47%	173 47%	16 47%	70 42%	83 44%	89 50%	84 53%	144 47%	37 47%	52 39%
NO	208 52%	43 51%	54 50%	49 56%	52 56%	55 71%	61 48%	53 46%	123 53%	42 52%	30 53%	191 52%	16 47%	96 57%	101 54%	88 49%	73 46%	162 52%	41 52%	79 59%
DON'T KNOW	1 -	-	-	-	1 1%	-	1 1%	-	1 -	-	-	-	1 3%	-	1 1%	-	1 1%	1 -	-	1 1%
REFUSED	2 1%	-	-	-	1 1%	-	1 1%	-	1 -	-	-	1 -	1 3%	1 1%	1 1%	1 1%	1 1%	1 -	1 1%	1 1%

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

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ILLEG ECON/ JOBS			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	DAY	SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (YES - NO)	-18	-8	-9	-13	-2	-10	-4	6	-9	4	-7	-12	-7	-16	-13	-2		
	-5%	-5%	-4%	-12%	-3%	-20%	-5%	9%	-15%	2%	-2%	-13%	-7%	-10%	-4%	-4%		
YES	189	79	108	46	44	21	34	35	25	95	146	39	41	71	144	28		
	47%	48%	47%	43%	49%	40%	46%	54%	42%	51%	48%	43%	46%	45%	48%	46%		
NO	208	87	117	58	46	32	38	30	34	91	153	50	47	87	156	30		
	52%	52%	51%	56%	51%	60%	51%	46%	58%	49%	51%	56%	53%	55%	52%	50%		
DON'T KNOW	1	-	1	-	-	-	-	-	-	-	1	-	1	1	1	-		
	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-		
REFUSED	2	-	2	1	-	-	2	-	-	-	1	1	-	-	-	2		
	1%	-	1%	1%	-	-	3%	-	-	-	-	1%	-	-	-	4%		

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

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR-/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/		ILLEG IMMIG	EDUC VALS	MORAL	ILLEG IMMIG	PROP TAXES	EDUC
											RD	CNTRY						
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55	
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%	
**D/S (YES - NO)	-18	-14	-23	2	-	-4	-16	-19	3	1	3	1	5	-3	3	2	10	
	-5%	-20%	-13%	1%	-	-11%	-51%	-8%	2%	1%	8%	-	9%	-8%	4%	3%	18%	
YES	189	28	77	83	16	15	8	114	67	58	17	90	29	18	43	40	32	
	47%	40%	43%	51%	49%	45%	25%	46%	50%	50%	52%	50%	54%	46%	51%	51%	58%	
NO	208	42	100	81	16	18	23	133	65	57	14	89	25	21	39	38	22	
	52%	60%	56%	49%	48%	55%	75%	54%	48%	49%	44%	50%	45%	54%	47%	49%	40%	
DON'T KNOW	1	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	
	-	-	1%	-	3%	-	-	-	-	-	-	-	2%	-	1%	-	-	
REFUSED	2	-	1	-	-	-	-	-	2	1	1	-	-	-	1	-	1	
	1%	-	1%	-	-	-	-	-	2%	1%	4%	-	-	-	1%	-	2%	

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

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (YES - NO)	-18 -5%	-9 -4%	-34 -11%	9 18%	-24 -16%	52 17%	-12 -67%	189 100%	-208 -100%	66 98%	-80 -27%	3 3%	-27 -10%
YES	189 47%	93 47%	141 44%	29 59%	64 41%	177 58%	3 17%	189 100%	-	67 99%	104 36%	53 52%	128 45%
NO	208 52%	101 52%	175 55%	20 41%	88 57%	125 41%	14 83%	-	208 100%	1 1%	184 63%	50 48%	156 54%
DON'T KNOW	1 -	1 1%	1 -	-	1 1%	1 -	-	-	-	-	1 -	-	1 -
REFUSED	2 1%	1 1%	2 1%	-	1 1%	2 1%	-	-	-	-	1 -	-	2 1%

Table 40-7
 QUESTION 28:
 Do you belong to a credit union, or not?

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				WORK NEWS	CABLE NEWS						
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (YES - NO)	-18	-15	1	-5	-4	1	-6	3	-4	6	-7	-12	7	-6
	-5%	-10%	2%	-8%	-7%	1%	-8%	4%	-9%	15%	-16%	-7%	12%	-5%
YES	189	64	36	28	26	46	36	31	23	23	19	81	32	58
	47%	45%	51%	46%	46%	50%	46%	52%	46%	58%	41%	46%	55%	48%
NO	208	79	34	33	30	45	42	29	28	17	26	93	25	64
	52%	55%	49%	54%	54%	49%	53%	48%	54%	42%	57%	53%	43%	52%
DON'T KNOW	1	-	-	-	-	-	1	-	-	-	-	1	-	-
	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-
REFUSED	2	1	-	-	-	1	-	-	-	-	1	-	1	-
	1%	1%	-	-	-	1%	-	-	-	-	2%	-	2%	-

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG	SOFT	TOTAL	IND	STRG	STRG	RELIG	CEN-	DFW-	EAST	TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/	
	GOP	GOP	GOP	VERY	GOP/	CONS	TRAL	PLEX	CONS														CONS
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
A BANK	291	200	60	260	26	126	53	157	39	83	22	66	33	48	143	147	87	66	62	73	76	220	55
	73%	77%	63%	73%	71%	79%	79%	76%	69%	79%	70%	70%	68%	75%	69%	77%	73%	79%	66%	73%	72%	74%	70%
A CREDIT UNION	68	35	24	58	6	20	3	30	11	11	7	15	14	9	39	28	25	14	20	10	19	46	16
	17%	13%	25%	16%	16%	13%	5%	15%	20%	11%	22%	16%	28%	15%	19%	15%	21%	16%	21%	10%	18%	16%	20%
A STOCK BROKERAGE FIRM	34	22	10	32	2	14	10	17	4	10	2	9	2	7	22	12	6	3	11	15	9	27	6
	8%	8%	11%	9%	4%	9%	16%	8%	8%	9%	5%	10%	4%	10%	10%	6%	5%	3%	11%	15%	9%	9%	7%
SOMETHING ELSE	2	-	1	1	1	-	-	-	-	1	-	1	-	-	2	-	-	1	-	1	-	-	2
	1%	-	1%	-	3%	-	-	-	-	1%	-	1%	-	-	1%	-	-	1%	-	1%	-	-	3%
A CHECK CASHING OUTLET	2	1	-	1	1	-	-	-	1	-	1	-	-	-	1	1	1	-	1	-	-	1	-
	1%	-	-	-	3%	-	-	-	2%	-	3%	-	-	-	1%	1%	1%	-	1%	-	-	-	-
DON'T KNOW	1	-	-	-	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-
	-	-	-	-	3%	-	-	-	2%	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-
REFUSED	2	2	-	2	-	-	-	-	-	-	-	2	-	-	-	2	1	-	1	-	1	1	-
	1%	1%	-	1%	-	-	-	-	-	-	-	2%	-	-	-	1%	1%	-	1%	-	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

-----AMONG WHITE VOTERS-----

	GENDER/AGE				GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION					
	TOTAL	MEN		WOMEN	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+				
		18-44	45-54																55+	18-44	45-54	55+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
A BANK	275	40	30	62	42	28	70	109	110	23	31	91	100	28	31	98	92	32	27	60	65	150
	73%	73%	79%	63%	77%	78%	79%	72%	77%	58%	83%	78%	78%	53%	80%	81%	75%	65%	64%	85%	64%	74%
A CREDIT UNION	62	11	5	18	11	7	9	24	22	11	5	12	20	16	5	19	13	12	9	3	24	35
	16%	21%	14%	18%	19%	19%	10%	16%	15%	27%	13%	10%	15%	30%	14%	16%	10%	25%	22%	4%	23%	17%
A STOCK BROKERAGE FIRM	33	3	2	17	1	1	9	18	9	4	2	14	8	8	2	3	19	4	6	6	11	16
	9%	6%	4%	17%	2%	3%	10%	12%	6%	10%	4%	12%	6%	15%	6%	3%	15%	8%	14%	9%	10%	8%
SOMETHING ELSE	2	-	1	1	-	-	-	-	-	2	-	-	-	1	-	-	-	1	-	-	1	1
	1%	-	3%	1%	-	-	-	-	-	6%	-	-	-	2%	-	-	-	2%	-	-	1%	1%
A CHECK CASHING OUTLET	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
DON'T KNOW	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-
REFUSED	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-
	-	-	-	-	2%	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	-	2%	-	-

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

-----AMONG WHITE VOTERS-----																				
EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL					
TOTAL	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	CER-TAIN/VOTE	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
A BANK	291	56	77	69	73	63	93	76	172	58	42	267	24	117	128	135	121	228	55	94
	73%	66%	71%	79%	78%	82%	74%	66%	74%	71%	73%	73%	68%	70%	69%	75%	76%	74%	69%	71%
A CREDIT UNION	68	14	21	13	14	7	27	21	38	14	9	61	6	30	37	30	26	52	14	25
	17%	17%	19%	15%	15%	10%	22%	19%	17%	18%	15%	17%	18%	18%	20%	17%	17%	17%	17%	19%
A STOCK BROKERAGE FIRM	34	13	9	4	7	5	6	16	20	7	5	31	3	17	18	12	10	24	9	11
	8%	16%	8%	4%	8%	7%	5%	14%	9%	8%	9%	9%	7%	10%	10%	7%	6%	8%	11%	8%
SOMETHING ELSE	2	1	1	-	-	1	-	1	-	1	1	1	1	-	-	1	1	1	1	-
	1%	1%	1%	-	-	2%	-	1%	-	1%	2%	-	4%	-	-	1%	1%	-	2%	-
A CHECK CASHING OUTLET	2	-	1	-	-	-	-	1	-	-	-	1	1	1	1	1	-	1	1	1
	1%	-	1%	-	-	-	-	1%	-	-	-	-	3%	1%	1%	1%	-	-	1%	1%
DON'T KNOW	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-
	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	2	-	-	1	-	-	-	-	-	1	-	2	-	1	1	-	1	1	-	1
	1%	-	-	1%	-	-	-	-	-	1%	-	1%	-	1%	1%	-	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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	TOTAL		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN	/NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
	EARLY	DAY														
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
A BANK	291	126	161	81	63	37	50	49	44	130	213	71	60	119	223	46
	73%	76%	70%	77%	70%	69%	68%	75%	74%	70%	71%	79%	67%	75%	74%	76%
A CREDIT UNION	68	24	43	16	15	9	18	12	5	35	55	11	19	24	47	10
	17%	15%	19%	15%	17%	17%	25%	18%	9%	19%	18%	12%	22%	15%	16%	17%
A STOCK BROKERAGE FIRM	34	14	18	7	11	6	4	5	10	17	28	4	8	12	24	3
	8%	9%	8%	7%	12%	12%	6%	8%	17%	9%	9%	5%	9%	7%	8%	5%
SOMETHING ELSE	2	-	1	-	-	1	-	-	-	-	-	2	-	2	2	-
	1%	-	1%	-	-	2%	-	-	-	-	-	3%	-	1%	1%	-
A CHECK CASHING OUTLET	2	1	1	-	-	-	-	-	-	2	2	-	1	1	2	-
	1%	1%	-	-	-	-	-	-	-	1%	1%	-	1%	1%	1%	-
DON'T KNOW	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-
REFUSED	2	-	2	1	-	-	1	-	-	1	2	-	1	1	1	1
	1%	-	1%	1%	-	-	2%	-	-	1%	1%	-	1%	1%	-	2%

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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	PROB/ LEAN		TOTAL		EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
	MCCAIN	MCCAIN	HUCK- ABEE	RD CNTRY							ILLEG							
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55	
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%	
A BANK	291	48	124	129	28	24	23	185	96	83	18	122	38	30	58	58	37	
	73%	69%	69%	79%	82%	72%	76%	75%	71%	71%	56%	68%	68%	78%	69%	74%	67%	
A CREDIT UNION	68	15	35	21	6	6	2	39	26	22	9	35	14	4	17	12	13	
	17%	21%	20%	13%	18%	17%	6%	16%	19%	19%	29%	20%	25%	10%	20%	16%	24%	
A STOCK BROKERAGE FIRM	34	6	18	13	-	3	4	22	11	11	4	20	1	4	7	8	3	
	8%	8%	10%	8%	-	10%	15%	9%	8%	9%	12%	11%	2%	12%	8%	10%	5%	
SOMETHING ELSE	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
	1%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	
A CHECK CASHING OUTLET	2	1	1	-	-	-	1	1	1	-	-	-	-	-	-	-	2	
	1%	2%	1%	-	-	-	4%	-	1%	-	-	-	-	-	-	-	4%	
DON'T KNOW	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	
	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	
REFUSED	2	-	1	-	-	-	-	1	1	1	1	-	1	-	2	-	-	
	1%	-	1%	-	-	-	-	-	1%	1%	4%	-	2%	-	3%	-	-	

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION BANK		VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
A BANK	291	133	238	33	118	208	15	104	184	-	291	71	214
	73%	68%	74%	66%	77%	68%	85%	55%	89%	-	100%	68%	74%
A CREDIT UNION	68	41	49	12	13	65	-	67	1	68	-	19	46
	17%	21%	15%	24%	9%	21%	2%	35%	-	100%	-	18%	16%
A STOCK BROKERAGE FIRM	34	19	29	3	19	25	2	13	20	-	-	12	22
	8%	10%	9%	5%	12%	8%	12%	7%	10%	-	-	11%	8%
SOMETHING ELSE	2	1	1	1	2	2	-	1	1	-	-	-	2
	1%	1%	-	2%	2%	1%	-	1%	1%	-	-	-	1%
A CHECK CASHING OUTLET	2	-	-	1	1	2	-	1	1	-	-	1	1
	1%	-	-	2%	1%	1%	-	1%	1%	-	-	1%	-
DON'T KNOW	1	-	1	-	-	1	-	1	-	-	-	-	1
	-	-	-	-	-	-	-	1%	-	-	-	-	-
REFUSED	2	1	2	-	-	2	-	1	-	-	-	1	1
	1%	1%	1%	-	-	1%	-	1%	-	-	-	1%	-

Table 41-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-		URBAN
		NEWS	WORK NEWS				WORK NEWS	NEWS					OTHER	URBAN	
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
A BANK	291 73%	101 70%	50 72%	49 80%	40 73%	72 78%	56 71%	38 64%	35 69%	27 69%	38 82%	127 73%	42 72%	84 69%	
A CREDIT UNION	68 17%	22 15%	14 20%	10 17%	11 21%	10 11%	14 17%	16 27%	9 18%	8 20%	6 13%	31 18%	9 16%	21 18%	
A STOCK BROKERAGE FIRM	34 8%	16 11%	5 7%	2 3%	3 6%	9 10%	8 11%	4 7%	6 11%	4 11%	2 4%	14 8%	6 10%	12 10%	
SOMETHING ELSE	2 1%	2 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 2%	
A CHECK CASHING OUTLET	2 1%	1 1%	- -	- -	- -	- -	1 1%	- -	1 2%	- -	- -	1 1%	- -	1 1%	
DON'T KNOW	1 -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	
REFUSED	2 1%	1 1%	1 2%	- -	- -	- -	- -	1 2%	- -	- -	- -	1 1%	1 2%	- -	

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
						36	66	206	57	105	32	94	48			64	208	192	120	83	95	100	105
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
A STOCK BROKERAGE FIRM	171	111	41	152	13	69	33	86	25	44	14	43	19	26	85	86	48	40	38	44	44	127	32
	43%	43%	43%	43%	35%	43%	50%	42%	44%	42%	45%	46%	39%	41%	41%	45%	40%	48%	41%	44%	42%	43%	41%
A CREDIT UNION	102	64	23	88	11	39	9	51	10	32	7	23	9	20	55	47	37	18	30	16	24	71	22
	25%	25%	25%	25%	31%	24%	13%	25%	18%	31%	23%	25%	18%	32%	27%	24%	31%	22%	32%	16%	23%	24%	28%
A BANK	70	40	27	66	2	21	13	30	8	17	7	17	8	12	45	25	18	13	18	22	24	51	14
	17%	15%	28%	19%	7%	13%	19%	15%	14%	17%	22%	19%	16%	19%	22%	13%	15%	15%	19%	22%	23%	17%	18%
A CHECK CASHING OUTLET	25	10	9	19	4	4	2	6	3	7	-	7	2	6	15	9	4	8	6	6	6	12	9
	6%	4%	10%	5%	12%	3%	3%	3%	6%	6%	1%	7%	4%	9%	7%	5%	3%	9%	6%	6%	6%	4%	11%
SOMETHING ELSE	2	1	1	2	-	-	1	-	-	1	-	1	-	-	1	1	-	1	-	1	-	-	2
	1%	-	1%	1%	-	-	2%	-	-	1%	-	1%	-	-	1%	1%	-	1%	-	1%	-	-	3%
NO OTHER ACCOUNTS	110	77	20	97	12	50	17	66	17	22	9	27	16	19	57	52	35	23	25	26	29	87	17
	27%	30%	21%	27%	34%	31%	25%	32%	29%	21%	27%	28%	34%	30%	28%	27%	29%	27%	27%	26%	28%	30%	22%
DON'T KNOW	1	1	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	1%	-	-	-	-
REFUSED	5	5	-	5	-	3	1	4	1	3	-	-	-	1	-	5	2	1	1	1	1	4	1
	1%	2%	-	1%	-	2%	2%	2%	2%	3%	-	-	-	2%	-	3%	2%	1%	1%	1%	1%	1%	1%

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
A STOCK BROKERAGE FIRM	159 42%	25 46%	14 35%	39 39%	19 35%	21 58%	40 45%	65 43%	62 43%	14 34%	19 49%	47 40%	58 45%	24 44%	15 40%	50 41%	55 44%	21 42%	19 43%	23 32%	41 41%	95 47%
A CREDIT UNION	93 25%	20 37%	6 17%	24 24%	14 26%	8 21%	20 23%	41 27%	30 21%	10 24%	12 33%	31 27%	29 23%	14 25%	9 24%	33 27%	28 22%	11 23%	12 27%	20 28%	21 21%	53 26%
A BANK	65 17%	7 14%	7 19%	27 27%	8 15%	4 11%	11 12%	33 22%	18 13%	9 21%	6 15%	20 17%	18 14%	19 35%	5 14%	15 12%	23 18%	12 24%	13 29%	5 7%	22 22%	38 19%
A CHECK CASHING OUTLET	21 6%	2 4%	1 3%	10 10%	1 2%	5 15%	1 1%	9 6%	3 2%	4 11%	4 11%	6 5%	3 2%	5 9%	4 11%	4 4%	5 4%	6 11%	4 8%	6 9%	2 2%	13 6%
SOMETHING ELSE	2 1%	- -	1 3%	- -	- -	- -	1 1%	- -	- -	1 3%	1 3%	- -	1 1%	1 2%	- -	- -	1 1%	1 2%	- -	- -	2 2%	- -
NO OTHER ACCOUNTS	105 28%	16 29%	15 38%	25 25%	15 28%	7 19%	26 30%	42 28%	45 32%	13 32%	4 10%	36 30%	37 28%	11 20%	9 24%	38 32%	33 27%	10 21%	10 22%	24 34%	31 30%	50 25%
DON'T KNOW	1 -	- -	- -	1 1%	- -	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -
REFUSED	5 1%	- -	- -	- -	2 4%	1 3%	2 2%	- -	4 3%	- -	1 3%	- -	5 4%	- -	- -	3 3%	2 2%	- -	- -	3 4%	2 2%	- -

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL			APPRV BUSH/ VOTE	
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV		TOTAL DISAP
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
A STOCK BROKERAGE FIRM	171 43%	28 33%	50 46%	36 41%	45 48%	22 29%	59 46%	57 49%	98 43%	37 46%	23 41%	159 43%	12 34%	67 40%	78 42%	80 45%	61 38%	125 41%	42 53%	49 37%
A CREDIT UNION	102 25%	21 25%	30 27%	19 22%	23 24%	12 16%	33 26%	36 31%	56 24%	21 26%	15 26%	94 26%	8 24%	36 22%	37 20%	53 30%	50 32%	75 24%	24 30%	24 18%
A BANK	70 17%	18 21%	24 22%	9 11%	14 15%	10 13%	16 13%	33 29%	34 15%	19 24%	11 19%	61 17%	9 27%	36 21%	39 21%	27 15%	21 13%	48 16%	20 25%	27 20%
A CHECK CASHING OUTLET	25 6%	5 6%	8 8%	3 3%	4 5%	6 8%	9 7%	4 4%	10 4%	9 11%	2 4%	21 6%	3 9%	11 7%	9 5%	14 8%	12 8%	17 6%	7 9%	9 7%
SOMETHING ELSE	2 1%	1 1%	- -	1 1%	- -	1 2%	- -	1 1%	- -	2 3%	- -	2 1%	- -	1 1%	- -	1 1%	2 1%	2 1%	- -	1 1%
NO OTHER ACCOUNTS	110 27%	28 33%	28 26%	27 31%	22 24%	30 39%	41 33%	14 12%	70 30%	14 17%	18 31%	100 27%	10 28%	44 26%	52 28%	44 25%	47 30%	93 30%	11 14%	40 30%
DON'T KNOW	1 -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 1%	1 -	- -	1 -	1 -	- -	- -	1 -	- -	1 1%
REFUSED	5 1%	- -	- -	5 6%	- -	3 4%	- -	- -	4 2%	1 1%	- -	4 1%	1 3%	3 2%	3 2%	1 1%	1 1%	5 2%	- -	3 2%

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ ILLEG IMMIG			TERR/ NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	DAY	SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
A STOCK BROKERAGE FIRM	171	77	92	43	42	23	37	27	30	79	124	43	39	72	131	28		
	43%	46%	40%	41%	47%	43%	50%	41%	51%	43%	41%	48%	44%	45%	44%	47%		
A CREDIT UNION	102	46	56	21	24	12	13	19	16	49	76	24	19	40	78	17		
	25%	27%	25%	20%	27%	23%	18%	29%	28%	26%	25%	27%	22%	25%	26%	28%		
A BANK	70	28	41	17	18	10	13	11	10	33	56	13	17	29	50	7		
	17%	17%	18%	16%	20%	19%	17%	17%	17%	18%	19%	14%	20%	18%	17%	11%		
A CHECK CASHING OUTLET	25	11	13	8	7	1	5	6	2	11	20	5	7	9	19	3		
	6%	7%	6%	7%	8%	2%	6%	9%	3%	6%	7%	5%	8%	6%	6%	5%		
SOMETHING ELSE	2	1	-	1	-	-	-	1	-	-	1	1	-	2	2	-		
	1%	1%	-	1%	-	-	-	2%	-	-	-	1%	-	1%	1%	-		
NO OTHER ACCOUNTS	110	43	65	32	22	16	20	17	13	49	79	27	22	43	80	16		
	27%	26%	29%	30%	24%	31%	27%	25%	23%	26%	26%	30%	24%	27%	27%	27%		
DON'T KNOW	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1		
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%		
REFUSED	5	3	2	3	1	-	-	-	-	2	5	-	1	-	3	1		
	1%	2%	1%	3%	1%	-	-	-	-	1%	2%	-	1%	-	1%	2%		

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	=====		=====					=====			=====			=====			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT RD TEXAS/ CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
A STOCK BROKERAGE FIRM	171	25	70	76	18	14	9	100	67	56	15	83	25	13	34	35	21
	43%	35%	39%	47%	53%	42%	28%	41%	50%	48%	47%	46%	46%	34%	40%	45%	38%
A CREDIT UNION	102	12	37	50	5	8	9	63	35	30	7	44	15	9	22	22	17
	25%	17%	21%	31%	16%	24%	29%	25%	26%	25%	20%	25%	28%	24%	27%	28%	30%
A BANK	70	18	41	22	4	6	5	43	22	21	8	43	8	4	14	12	14
	17%	26%	23%	14%	12%	17%	17%	17%	17%	18%	26%	24%	14%	11%	17%	15%	24%
A CHECK CASHING OUTLET	25	6	13	10	6	2	3	14	11	8	-	11	5	-	4	5	8
	6%	8%	7%	6%	17%	7%	8%	5%	8%	7%	-	6%	9%	-	5%	6%	15%
SOMETHING ELSE	2	-	1	-	-	-	-	-	1	1	-	1	-	-	-	1	-
	1%	-	1%	-	-	-	-	-	1%	1%	-	1%	-	-	-	2%	-
NO OTHER ACCOUNTS	110	24	47	43	6	7	9	74	28	23	6	40	11	14	22	17	17
	27%	35%	26%	26%	18%	21%	30%	30%	21%	20%	17%	22%	20%	36%	26%	21%	31%
DON'T KNOW	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
REFUSED	5	-	3	2	2	-	-	2	3	3	2	3	-	1	1	1	1
	1%	-	2%	1%	6%	-	-	1%	2%	3%	7%	2%	-	3%	1%	1%	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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
A STOCK BROKERAGE FIRM	171	78	133	26	66	128	11	84	85	33	138	49	117
	43%	40%	42%	52%	43%	42%	62%	45%	41%	49%	47%	47%	41%
A CREDIT UNION	102	41	79	15	42	95	1	97	4	-	90	33	67
	25%	21%	25%	30%	27%	31%	7%	51%	2%	-	31%	32%	23%
A BANK	70	34	51	13	27	61	3	45	25	35	4	22	48
	17%	17%	16%	27%	18%	20%	15%	24%	12%	51%	1%	21%	17%
A CHECK CASHING OUTLET	25	10	20	5	9	21	1	11	13	5	20	7	16
	6%	5%	6%	9%	6%	7%	8%	6%	6%	7%	7%	7%	6%
SOMETHING ELSE	2	1	1	1	1	2	-	2	-	-	1	-	2
	1%	1%	-	2%	1%	1%	-	1%	-	-	-	-	1%
NO OTHER ACCOUNTS	110	64	93	6	43	77	3	27	82	18	90	18	87
	27%	33%	29%	12%	28%	25%	18%	14%	40%	26%	31%	18%	30%
DON'T KNOW	1	-	-	1	-	1	-	1	-	1	-	-	1
	-	-	-	1%	-	-	-	-	-	1%	-	-	-
REFUSED	5	3	3	1	-	1	-	1	4	-	5	-	5
	1%	2%	1%	2%	-	-	-	1%	2%	-	2%	-	2%

Table 42-7
 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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				NEWS	WORK NEWS							
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122	
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%	
A STOCK BROKERAGE FIRM	171	58	29	31	29	38	27	28	23	16	12	70	27	62	
	43%	40%	41%	50%	52%	42%	34%	46%	45%	40%	27%	40%	47%	51%	
A CREDIT UNION	102	33	16	17	11	32	16	14	12	13	11	39	20	31	
	25%	23%	23%	27%	20%	34%	21%	23%	23%	33%	25%	22%	35%	25%	
A BANK	70	28	13	8	11	14	16	11	12	10	5	31	10	24	
	17%	19%	18%	13%	19%	15%	20%	18%	23%	24%	11%	18%	18%	19%	
A CHECK CASHING OUTLET	25	8	3	4	4	4	10	4	2	-	7	8	2	7	
	6%	5%	5%	7%	8%	5%	12%	7%	5%	-	16%	4%	4%	6%	
SOMETHING ELSE	2	2	-	-	-	2	-	-	-	-	-	-	1	1	
	1%	2%	-	-	-	2%	-	-	-	-	-	-	2%	1%	
NO OTHER ACCOUNTS	110	39	22	17	11	22	25	14	15	9	19	48	12	30	
	27%	27%	32%	28%	19%	24%	31%	24%	30%	22%	42%	27%	22%	25%	
DON'T KNOW	1	-	-	-	-	1	-	-	-	-	-	1	-	-	
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	
REFUSED	5	2	1	-	1	1	2	-	-	1	1	3	-	1	
	1%	2%	1%	-	2%	1%	3%	-	-	3%	2%	2%	-	1%	

Table 43-1
Summary of Statements: D/S

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS				REGION				GENDER		AGE				WHITE IDEOLOGY				
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG	STRG	RELIG CONS	CEN- TRAL	DFW-	EAST	HOU-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
						GOP/ VERY CONS	GOP/ 65+			METRO- PLEX		TON											
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
ARE NOT-FOR-PROFIT	237	147	58	205	27	89	22	108	29	69	18	55	28	39	135	102	78	55	60	42	64	172	48
	59%	56%	61%	58%	74%	55%	33%	52%	51%	65%	55%	58%	58%	61%	65%	53%	65%	66%	63%	42%	61%	58%	62%
CARES MORE ABOUT PEOPLE THAN PROFITS	168	103	44	147	20	52	7	74	16	50	12	41	24	25	98	70	60	39	47	20	50	116	39
	42%	39%	47%	41%	55%	33%	11%	36%	28%	48%	38%	43%	49%	39%	47%	36%	50%	47%	50%	20%	48%	39%	50%
EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM	62	25	26	51	9	14	10	25	11	20	-1	16	8	8	45	17	25	1	17	20	17	45	13
	31%	18%	61%	29%	51%	17%	31%	22%	43%	33%	-7%	34%	37%	29%	40%	20%	44%	2%	33%	41%	30%	30%	36%
OFFERS BEST DEAL FOR CONSUMERS	84	41	27	68	12	26	-10	39	11	14	16	16	6	21	60	24	48	7	34	-6	21	61	11
	21%	16%	29%	19%	33%	17%	-15%	19%	20%	13%	50%	17%	11%	33%	29%	13%	40%	8%	36%	-6%	20%	21%	13%
LOCALLY-OWNED AND OPERATED	57	33	10	43	11	19	-8	17	11	28	1	14	6	-2	39	18	18	20	25	-4	17	41	11
	14%	13%	10%	12%	31%	12%	-13%	8%	19%	26%	3%	15%	12%	-4%	19%	9%	15%	24%	26%	-4%	16%	14%	13%
EASIER TO GET A LOAN FROM	21	11	3	14	7	1	1	14	1	9	2	4	4	2	24	-3	15	-5	6	4	9	17	4
	11%	9%	6%	8%	42%	2%	2%	16%	5%	21%	10%	8%	14%	5%	26%	-3%	24%	-13%	13%	7%	18%	12%	10%
EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN	-93	-55	-31	-87	-2	-35	-19	-45	-10	-23	-8	-29	-9	-14	-51	-43	-23	-21	-24	-27	-28	-67	-21
	-23%	-21%	-33%	-24%	-6%	-22%	-29%	-22%	-18%	-22%	-24%	-31%	-18%	-23%	-24%	-22%	-19%	-26%	-25%	-27%	-26%	-23%	-27%
CHARGES TOO MUCH IN FEES	-224	-134	-62	-196	-23	-82	-22	-111	-24	-70	-19	-51	-20	-39	-123	-100	-76	-51	-56	-39	-59	-161	-46
	-56%	-51%	-65%	-55%	-64%	-51%	-34%	-54%	-43%	-67%	-59%	-54%	-42%	-61%	-59%	-52%	-63%	-62%	-59%	-39%	-57%	-54%	-58%
MOST CONVENIENT LOCATIONS	-296	-209	-60	-269	-23	-135	-55	-161	-43	-87	-19	-75	-24	-49	-145	-151	-95	-65	-63	-71	-73	-227	-54
	-74%	-80%	-63%	-76%	-63%	-84%	-83%	-78%	-76%	-83%	-59%	-80%	-49%	-76%	-70%	-79%	-79%	-78%	-66%	-71%	-70%	-77%	-69%

Table 43-2
Summary of Statements: D/S

BANNER 2

-----AMONG WHITE VOTERS-----

	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
ARE NOT-FOR-PROFIT	221	34	29	64	38	23	32	102	70	24	24	75	63	36	20	80	58	33	24	28	65	127
	59%	61%	74%	65%	69%	63%	36%	67%	49%	60%	63%	64%	49%	67%	54%	66%	47%	67%	55%	40%	64%	63%
CARES MORE ABOUT PEOPLE THAN PROFITS	155	25	21	44	30	16	20	65	50	24	15	47	45	28	15	58	34	25	18	23	39	92
	41%	45%	54%	44%	54%	43%	23%	43%	35%	60%	40%	40%	35%	53%	39%	48%	28%	51%	43%	33%	39%	45%
EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM	58	7	4	31	14	-2	4	30	15	11	1	15	9	18	7	9	14	9	16	6	16	37
	32%	30%	21%	49%	57%	-8%	12%	37%	23%	52%	11%	21%	15%	76%	43%	15%	22%	46%	77%	23%	32%	33%
OFFERS BEST DEAL FOR CONSUMERS	71	25	9	18	15	-4	7	43	17	10	1	21	14	23	2	26	9	15	9	5	22	45
	19%	45%	24%	19%	28%	-12%	8%	28%	12%	24%	2%	18%	11%	42%	4%	22%	7%	31%	20%	7%	21%	22%
LOCALLY-OWNED AND OPERATED	52	11	7	16	3	13	2	25	16	8	2	12	15	10	-3	23	3	2	5	-11	9	54
	14%	19%	19%	16%	6%	35%	2%	16%	11%	21%	6%	10%	12%	19%	-7%	19%	3%	5%	12%	-16%	9%	27%
EASIER TO GET A LOAN FROM	21	14	-	8	-1	-2	1	18	-1	4	-	13	-2	6	-3	5	5	4	-1	9	-1	13
	11%	44%	-1%	22%	-4%	-14%	2%	25%	-1%	24%	-1%	26%	-3%	21%	-14%	8%	8%	15%	-5%	21%	-3%	14%
EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN	-89	-11	-9	-29	-7	-8	-25	-38	-29	-11	-10	-23	-27	-24	-8	-17	-34	-15	-17	-6	-28	-55
	-24%	-20%	-23%	-29%	-13%	-23%	-29%	-25%	-21%	-27%	-28%	-20%	-21%	-45%	-20%	-14%	-28%	-30%	-40%	-9%	-27%	-27%
CHARGES TOO MUCH IN FEES	-206	-32	-24	-58	-36	-22	-34	-89	-72	-26	-19	-61	-64	-37	-22	-70	-56	-35	-24	-36	-54	-117
	-55%	-59%	-62%	-58%	-64%	-61%	-38%	-58%	-51%	-64%	-51%	-52%	-50%	-68%	-58%	-58%	-45%	-71%	-55%	-51%	-53%	-58%
MOST CONVENIENT LOCATIONS	-281	-43	-31	-64	-48	-27	-67	-113	-113	-24	-30	-92	-105	-34	-29	-98	-97	-38	-24	-50	-68	-163
	-75%	-78%	-80%	-64%	-87%	-74%	-76%	-74%	-79%	-60%	-80%	-79%	-81%	-62%	-75%	-81%	-79%	-78%	-56%	-72%	-67%	-81%

Table 43-3
Summary of Statements: D/S

BANNER 3

-----AMONG WHITE VOTERS-----																				
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAINE
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
ARE NOT-FOR-PROFIT	237	56	71	38	57	39	71	89	125	54	41	213	24	101	113	111	104	182	50	82
	59%	66%	65%	43%	61%	50%	56%	76%	54%	66%	71%	58%	70%	60%	61%	63%	65%	59%	63%	62%
CARES MORE ABOUT PEOPLE THAN PROFITS	168	40	49	22	43	11	60	62	84	39	30	148	20	70	80	83	59	119	44	53
	42%	48%	45%	26%	46%	14%	47%	54%	36%	48%	52%	40%	57%	42%	43%	47%	37%	38%	55%	40%
EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM	62	17	24	5	12	7	25	17	29	20	8	52	10	30	27	32	18	39	20	23
	31%	41%	40%	14%	25%	23%	35%	30%	23%	62%	36%	28%	60%	32%	28%	36%	24%	25%	51%	32%
OFFERS BEST DEAL FOR CONSUMERS	84	24	29	3	15	8	28	33	35	20	12	73	11	32	46	40	31	74	14	24
	21%	28%	27%	3%	16%	11%	22%	28%	15%	24%	21%	20%	32%	19%	25%	22%	19%	24%	17%	18%
LOCALLY-OWNED AND OPERATED	57	2	32	-4	22	-6	10	40	24	17	9	53	3	28	30	25	35	42	13	20
	14%	2%	29%	-5%	23%	-8%	8%	34%	10%	21%	16%	15%	10%	17%	16%	14%	22%	13%	16%	15%
EASIER TO GET A LOAN FROM	21	9	12	-2	1	-	17	1	14	3	4	16	6	11	8	16	8	22	-	13
	11%	23%	25%	-3%	1%	1%	32%	1%	13%	6%	12%	9%	32%	14%	8%	18%	10%	15%	-	23%
EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN	-93	-17	-32	-17	-22	-15	-16	-38	-55	-25	-10	-91	-2	-55	-38	-56	-47	-67	-25	-32
	-23%	-20%	-29%	-20%	-24%	-19%	-13%	-33%	-24%	-30%	-18%	-25%	-6%	-33%	-21%	-31%	-29%	-22%	-31%	-24%
CHARGES TOO MUCH IN FEES	-224	-53	-61	-36	-56	-31	-79	-72	-125	-42	-37	-203	-21	-94	-102	-111	-85	-164	-55	-67
	-56%	-63%	-56%	-41%	-60%	-40%	-62%	-62%	-54%	-51%	-65%	-56%	-60%	-57%	-55%	-62%	-53%	-53%	-69%	-50%
MOST CONVENIENT LOCATIONS	-296	-51	-87	-67	-76	-54	-89	-97	-173	-61	-45	-273	-24	-128	-133	-132	-116	-230	-57	-101
	-74%	-61%	-79%	-76%	-82%	-70%	-71%	-83%	-75%	-75%	-78%	-75%	-68%	-77%	-71%	-74%	-73%	-75%	-71%	-76%

Table 43-4
Summary of Statements: D/S

BANNER 4

	MOST IMPORTANT ISSUE																
	VOTE EARLY			SECOND CHOICE					MCCAIN IMAGE				HUCKABEE IMAGE				
	VOTE			TERR/					MCCAIN				HUCKABEE				
	TOTAL	ELEC- VOTE EARLY	TION DAY	NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	/NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61	
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%	
ARE NOT-FOR-PROFIT	237	95	138	52	56	32	35	40	28	110	179	54	53	101	175	40	
	59%	57%	60%	50%	62%	60%	48%	62%	48%	60%	60%	60%	59%	63%	58%	66%	
CARES MORE ABOUT PEOPLE THAN PROFITS	168	64	104	47	41	23	35	38	11	74	131	37	40	79	126	26	
	42%	38%	46%	45%	46%	43%	47%	59%	18%	40%	43%	41%	45%	50%	42%	43%	
EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM	62	22	40	14	12	8	7	11	2	39	56	6	14	32	46	9	
	31%	27%	34%	27%	27%	28%	18%	30%	11%	41%	35%	16%	26%	36%	30%	40%	
OFFERS BEST DEAL FOR CONSUMERS	84	23	63	19	25	5	14	14	9	50	79	3	17	24	58	13	
	21%	14%	28%	18%	28%	9%	19%	22%	16%	27%	26%	4%	19%	15%	19%	22%	
LOCALLY-OWNED AND OPERATED	57	21	33	10	16	13	1	12	1	15	42	11	8	27	42	22	
	14%	13%	15%	10%	17%	25%	1%	19%	1%	8%	14%	12%	9%	17%	14%	37%	
EASIER TO GET A LOAN FROM	21	12	10	8	8	2	6	6	-	13	20	-	7	1	5	16	
	11%	14%	10%	15%	17%	9%	17%	19%	1%	15%	14%	-	21%	1%	3%	42%	
EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN	-93	-41	-54	-15	-24	-16	-3	-35	-13	-46	-69	-21	-21	-38	-73	-8	
	-23%	-25%	-24%	-14%	-26%	-30%	-5%	-53%	-23%	-25%	-23%	-23%	-24%	-24%	-24%	-13%	
CHARGES TOO MUCH IN FEES	-224	-89	-133	-62	-53	-29	-40	-44	-23	-107	-171	-47	-54	-82	-170	-31	
	-56%	-54%	-58%	-59%	-59%	-55%	-54%	-68%	-39%	-58%	-57%	-53%	-60%	-52%	-56%	-52%	
MOST CONVENIENT LOCATIONS	-296	-125	-166	-78	-67	-40	-46	-47	-41	-137	-214	-76	-66	-127	-228	-39	
	-74%	-76%	-73%	-75%	-74%	-76%	-62%	-72%	-70%	-74%	-71%	-84%	-74%	-80%	-76%	-64%	

Table 43-5
Summary of Statements: D/S

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/	TOTAL	TOTAL	HUCK-	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	LEAN	MCCAIN	MCCAIN	ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC
BASE-TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
ARE NOT-FOR-PROFIT	237	41	112	93	23	18	18	151	75	61	17	113	36	16	50	49	31
	59%	58%	62%	57%	69%	54%	58%	61%	55%	52%	53%	63%	66%	42%	59%	63%	56%
CARES MORE ABOUT PEOPLE THAN PROFITS	168	31	80	58	22	13	12	110	51	43	9	69	39	14	44	30	28
	42%	45%	45%	35%	64%	39%	40%	44%	38%	37%	28%	39%	70%	36%	52%	39%	50%
EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM	62	13	34	18	4	7	2	48	10	3	3	35	12	2	5	17	14
	31%	32%	34%	25%	24%	36%	11%	39%	14%	5%	15%	38%	45%	9%	10%	52%	55%
OFFERS BEST DEAL FOR CONSUMERS	84	9	35	34	11	7	6	58	20	17	12	34	18	10	16	16	22
	21%	12%	19%	21%	31%	20%	20%	23%	15%	15%	39%	19%	32%	27%	19%	21%	39%
LOCALLY-OWNED AND OPERATED	57	8	31	5	10	8	3	43	9	9	3	34	13	-2	9	19	16
	14%	11%	17%	3%	31%	24%	9%	17%	7%	7%	9%	19%	23%	-5%	10%	24%	29%
EASIER TO GET A LOAN FROM	21	4	12	2	1	-2	1	14	3	1	-	16	7	-	2	6	5
	11%	14%	15%	3%	5%	-14%	5%	11%	4%	2%	1%	19%	26%	1%	5%	13%	17%
EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN	-93	-20	-53	-34	-13	-9	-15	-56	-36	-35	-5	-41	-4	-11	-15	-29	-12
	-23%	-29%	-30%	-21%	-39%	-27%	-49%	-22%	-26%	-30%	-15%	-23%	-8%	-29%	-18%	-38%	-22%
CHARGES TOO MUCH IN FEES	-224	-37	-99	-94	-22	-18	-15	-140	-74	-66	-17	-103	-34	-23	-46	-48	-36
	-56%	-52%	-55%	-57%	-64%	-56%	-50%	-57%	-55%	-57%	-52%	-58%	-61%	-60%	-55%	-62%	-64%
MOST CONVENIENT LOCATIONS	-296	-55	-134	-124	-26	-24	-24	-186	-97	-87	-20	-121	-38	-30	-66	-57	-37
	-74%	-79%	-75%	-76%	-79%	-72%	-77%	-75%	-72%	-74%	-62%	-68%	-70%	-79%	-78%	-73%	-67%

Table 43-6
Summary of Statements: D/S

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
ARE NOT-FOR-PROFIT	237	114	177	37	84	194	10	129	106	51	161	72	161
	59%	58%	55%	76%	55%	63%	55%	68%	51%	75%	55%	70%	56%
CARES MORE ABOUT PEOPLE THAN PROFITS	168	91	114	39	65	160	2	129	37	56	92	50	112
	42%	47%	36%	78%	43%	52%	14%	68%	18%	83%	32%	49%	39%
EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM	62	31	46	7	16	47	4	36	26	16	34	15	46
	31%	32%	30%	26%	23%	31%	55%	38%	25%	41%	24%	27%	32%
OFFERS BEST DEAL FOR CONSUMERS	84	55	55	20	13	98	-6	106	-22	53	21	24	58
	21%	28%	17%	40%	8%	32%	-32%	56%	-11%	78%	7%	23%	20%
LOCALLY-OWNED AND OPERATED	57	36	29	20	10	75	-2	94	-38	42	6	33	22
	14%	18%	9%	41%	7%	25%	-13%	50%	-18%	61%	2%	32%	8%
EASIER TO GET A LOAN FROM	21	17	20	1	6	35	-2	42	-20	17	-4	-	21
	11%	17%	12%	6%	7%	23%	-21%	44%	-19%	58%	-2%	-	15%
EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN	-93	-35	-72	-14	-45	-64	-3	-28	-66	-3	-79	-17	-81
	-23%	-18%	-23%	-29%	-30%	-21%	-15%	-15%	-32%	-5%	-27%	-16%	-28%
CHARGES TOO MUCH IN FEES	-224	-111	-159	-45	-76	-187	-9	-138	-87	-51	-149	-73	-149
	-56%	-57%	-50%	-90%	-50%	-61%	-55%	-73%	-42%	-76%	-51%	-71%	-52%
MOST CONVENIENT LOCATIONS	-296	-130	-237	-39	-124	-213	-17	-113	-182	-7	-257	-77	-215
	-74%	-66%	-74%	-79%	-81%	-70%	-96%	-60%	-88%	-10%	-88%	-74%	-75%

Table 43-7
Summary of Statements: D/S

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-		URBAN
		CABLE NEWS	WORK NEWS			WORK NEWS	WORK NEWS					CITY/	SUB-	
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
ARE NOT-FOR-PROFIT	237 59%	84 58%	45 64%	38 63%	31 56%	59 65%	42 54%	29 48%	33 65%	28 71%	26 57%	98 56%	40 69%	74 61%
CARES MORE ABOUT PEOPLE THAN PROFITS	168 42%	56 39%	35 49%	24 39%	18 33%	43 47%	24 31%	21 35%	23 45%	18 46%	7 16%	67 38%	34 59%	59 49%
EASIER FOR A LOW-INCOME PERSON TO GET A LOAN FROM	62 31%	25 34%	8 24%	16 44%	8 32%	17 35%	12 31%	8 26%	9 42%	5 22%	6 51%	22 25%	9 30%	25 36%
OFFERS BEST DEAL FOR CONSUMERS	84 21%	46 32%	13 19%	11 17%	1 2%	23 25%	6 8%	17 29%	19 37%	14 35%	11 24%	37 21%	22 37%	15 12%
LOCALLY-OWNED AND OPERATED	57 14%	10 7%	5 7%	11 18%	13 24%	12 13%	6 7%	8 13%	10 20%	10 24%	-8 -17%	-16 -9%	24 41%	57 47%
EASIER TO GET A LOAN FROM	21 11%	8 12%	2 6%	9 39%	-2 -7%	13 30%	-2 -4%	3 9%	3 9%	1 7%	4 12%	-3 -3%	13 44%	8 15%
EASIER FOR SMALL BUSINESS OPERATORS TO GET A LOAN	-93 -23%	-26 -18%	-23 -33%	-12 -19%	-15 -27%	-15 -16%	-22 -28%	-13 -22%	-9 -17%	-15 -38%	-9 -20%	-49 -28%	-14 -24%	-22 -18%
CHARGES TOO MUCH IN FEES	-224 -56%	-74 -51%	-41 -58%	-38 -62%	-34 -62%	-49 -54%	-36 -46%	-38 -63%	-34 -66%	-27 -69%	-25 -54%	-95 -54%	-44 -77%	-60 -49%
MOST CONVENIENT LOCATIONS	-296 -74%	-104 -72%	-55 -79%	-56 -91%	-30 -54%	-76 -83%	-50 -63%	-41 -68%	-38 -74%	-31 -78%	-31 -67%	-127 -73%	-43 -74%	-96 -79%

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (CREDIT UNION - BANK)	84 21%	41 16%	27 29%	68 19%	12 33%	26 17%	-10 -15%	39 19%	11 20%	14 13%	16 50%	16 17%	6 11%	21 33%	60 29%	24 13%	48 40%	7 8%	34 36%	-6 -6%	21 20%	61 21%	11 13%
CREDIT UNION	202 50%	122 47%	55 57%	176 50%	20 56%	76 47%	17 26%	100 48%	29 51%	47 45%	23 72%	43 46%	22 45%	38 59%	117 56%	85 44%	77 64%	37 44%	54 57%	32 32%	52 49%	146 49%	38 49%
BANK	118 29%	81 31%	27 29%	108 30%	8 23%	49 31%	27 41%	60 29%	18 32%	33 32%	7 22%	27 28%	16 34%	17 26%	58 28%	60 31%	29 24%	30 36%	20 21%	38 38%	31 29%	85 29%	28 36%
BOTH	10 3%	8 3%	2 2%	10 3%	- -	7 4%	1 2%	5 2%	1 2%	1 1%	1 3%	6 6%	1 2%	- -	5 2%	5 3%	1 1%	2 3%	5 5%	2 2%	- -	7 2%	3 4%
NEITHER ONE	7 2%	3 1%	2 2%	5 1%	1 3%	- -	2 3%	3 2%	- -	2 2%	- -	4 4%	2 4%	- -	3 2%	4 2%	1 1%	1 1%	2 2%	3 3%	3 3%	5 2%	1 1%
DON'T KNOW	63 16%	47 18%	9 9%	56 16%	6 17%	29 18%	18 27%	38 18%	9 15%	21 20%	1 3%	15 16%	7 15%	9 15%	25 12%	38 20%	11 9%	13 15%	14 14%	24 24%	19 18%	52 18%	8 10%

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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
**D/S (CREDIT UNION - BANK)	71 19%	25 45%	9 24%	18 19%	15 28%	-4 -12%	7 8%	43 28%	17 12%	10 24%	1 2%	21 18%	14 11%	23 42%	2 4%	26 22%	9 7%	15 31%	9 20%	5 7%	22 21%	45 22%	
CREDIT UNION	184 49%	36 66%	20 53%	50 51%	33 59%	12 34%	32 36%	85 56%	61 43%	22 55%	16 42%	58 50%	54 42%	35 65%	17 44%	64 53%	48 39%	30 60%	22 51%	31 44%	53 52%	101 50%	
BANK	114 30%	11 21%	11 29%	32 32%	17 31%	17 46%	25 28%	42 27%	44 31%	13 31%	15 40%	38 32%	40 31%	12 23%	15 40%	38 31%	39 32%	14 29%	13 31%	26 37%	32 31%	56 28%	
BOTH	10 3%	1 2%	1 3%	2 2%	- -	1 3%	4 5%	4 2%	3 2%	1 3%	2 5%	4 3%	5 4%	1 2%	1 2%	2 2%	6 5%	1 2%	1 2%	- -	6 6%	4 2%	
NEITHER ONE	6 2%	1 2%	- -	2 2%	- -	- -	3 3%	3 2%	2 1%	- -	1 2%	1 1%	2 2%	1 2%	1 2%	- -	3 3%	- -	2 5%	1 1%	- -	5 3%	
DON'T KNOW	60 16%	5 9%	6 16%	13 13%	5 10%	6 16%	24 27%	19 12%	33 23%	5 11%	4 10%	16 14%	29 22%	5 9%	4 12%	16 13%	27 22%	4 9%	5 11%	12 18%	11 11%	37 18%	

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (CREDIT UNION - BANK)	84	24	29	3	15	8	28	33	35	20	12	73	11	32	46	40	31	74	14	24
	21%	28%	27%	3%	16%	11%	22%	28%	15%	24%	21%	20%	32%	19%	25%	22%	19%	24%	17%	18%
CREDIT UNION	202	49	58	35	43	32	66	65	109	41	30	181	21	85	101	92	83	160	40	66
	50%	58%	53%	40%	46%	42%	52%	56%	47%	51%	53%	49%	61%	51%	55%	52%	52%	52%	50%	50%
BANK	118	26	29	32	27	24	38	33	74	22	18	108	10	53	55	52	52	86	26	42
	29%	30%	26%	37%	29%	31%	30%	28%	32%	27%	32%	30%	29%	32%	30%	29%	32%	28%	33%	32%
BOTH	10	2	2	4	1	-	3	3	5	4	1	10	-	4	2	5	5	8	1	4
	3%	3%	2%	5%	1%	-	3%	3%	2%	5%	2%	3%	-	2%	1%	3%	3%	3%	1%	3%
NEITHER ONE	7	-	3	1	2	1	2	1	3	2	1	5	2	1	1	3	1	4	3	1
	2%	-	3%	1%	2%	2%	2%	1%	1%	2%	2%	1%	6%	1%	1%	2%	1%	1%	4%	1%
DON'T KNOW	63	7	16	16	21	20	16	14	41	12	6	61	1	25	26	26	20	50	10	20
	16%	9%	15%	18%	22%	25%	13%	12%	18%	15%	11%	17%	4%	15%	14%	14%	12%	16%	12%	15%

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/NATL			ILLEG ECON/IMMIG			TERR/NATL			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC-TION	SMWT	TOTAL	ILLEG	ECON/IMMIG	TOTAL	ILLEG	ECON/IMMIG	TOTAL	UNFAV	FAV	UNFAV	FAV	UNFAV	UNFAV		
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (CREDIT UNION - BANK)	84	23	63	19	25	5	14	14	9	50	79	3	17	24	58	13		
	21%	14%	28%	18%	28%	9%	19%	22%	16%	27%	26%	4%	19%	15%	19%	22%		
CREDIT UNION	202	75	126	53	47	25	38	37	23	103	165	33	46	76	153	28		
	50%	45%	55%	50%	53%	46%	52%	56%	38%	56%	55%	37%	52%	48%	51%	46%		
BANK	118	52	63	34	22	20	25	22	14	53	86	30	30	52	95	15		
	29%	31%	28%	32%	24%	38%	33%	35%	23%	29%	29%	34%	33%	33%	32%	24%		
BOTH	10	3	6	3	1	-	1	-	1	2	5	3	1	5	6	2		
	3%	2%	3%	3%	1%	-	2%	-	2%	1%	2%	4%	1%	3%	2%	4%		
NEITHER ONE	7	5	2	-	5	-	-	1	5	3	4	2	1	3	4	1		
	2%	3%	1%	-	5%	-	-	2%	8%	2%	1%	3%	1%	2%	1%	2%		
DON'T KNOW	63	31	30	16	15	8	10	5	17	23	40	20	10	23	42	14		
	16%	19%	13%	15%	16%	16%	13%	7%	29%	13%	13%	23%	12%	15%	14%	23%		

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC VALS	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE-TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (CREDIT UNION - BANK)	84	9	35	34	11	7	6	58	20	17	12	34	18	10	16	16	22
	21%	12%	19%	21%	31%	20%	20%	23%	15%	15%	39%	19%	32%	27%	19%	21%	39%
CREDIT UNION	202	34	92	84	21	17	15	131	63	54	19	89	32	19	42	40	35
	50%	48%	51%	51%	64%	51%	49%	53%	47%	47%	59%	50%	59%	50%	49%	51%	62%
BANK	118	25	57	49	11	10	9	74	42	37	7	56	15	9	26	24	13
	29%	36%	32%	30%	32%	31%	29%	30%	31%	32%	21%	31%	27%	23%	31%	31%	23%
BOTH	10	1	4	3	-	-	2	4	4	4	1	2	1	1	5	-	2
	3%	2%	2%	2%	-	-	8%	2%	3%	3%	4%	1%	2%	3%	5%	-	4%
NEITHER ONE	7	-	1	2	-	-	-	3	4	2	-	3	3	-	2	2	-
	2%	-	-	1%	-	-	-	1%	3%	2%	-	2%	5%	-	2%	3%	-
DON'T KNOW	63	10	25	25	1	6	4	35	22	19	5	27	4	9	10	12	6
	16%	14%	14%	15%	4%	19%	14%	14%	16%	16%	16%	15%	7%	23%	12%	15%	10%

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

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (CREDIT UNION - BANK)	84	55	55	20	13	98	-6	106	-22	53	21	24	58
	21%	28%	17%	40%	8%	32%	-32%	56%	-11%	78%	7%	23%	20%
CREDIT UNION	202	105	155	31	70	180	2	137	64	58	124	52	146
	50%	54%	48%	63%	45%	59%	14%	73%	31%	86%	42%	50%	51%
BANK	118	50	100	11	57	82	8	32	85	6	102	28	88
	29%	25%	31%	22%	37%	27%	46%	17%	41%	8%	35%	27%	31%
BOTH	10	4	9	-	4	9	-	6	4	-	7	4	6
	3%	2%	3%	-	3%	3%	-	3%	2%	-	2%	4%	2%
NEITHER ONE	7	3	4	3	2	3	2	3	4	1	6	3	3
	2%	2%	1%	7%	1%	1%	14%	2%	2%	2%	2%	3%	1%
DON'T KNOW	63	33	52	4	21	32	4	11	51	3	52	16	45
	16%	17%	16%	8%	14%	10%	26%	6%	24%	4%	18%	16%	16%

Table 44-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-		
		NEWS	NEWS				NEWS	NEWS				OTHER	URBAN	URBAN
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (CREDIT UNION - BANK)	84 21%	46 32%	13 19%	11 17%	1 2%	23 25%	6 8%	17 29%	19 37%	14 35%	11 24%	37 21%	22 37%	15 12%
CREDIT UNION	202 50%	79 55%	37 53%	28 45%	23 42%	49 53%	34 43%	35 58%	28 55%	22 57%	25 54%	92 52%	32 55%	54 44%
BANK	118 29%	33 23%	24 35%	17 28%	22 40%	26 28%	28 35%	17 29%	10 19%	8 21%	14 31%	55 31%	10 18%	39 32%
BOTH	10 3%	5 3%	1 1%	2 4%	- -	4 5%	2 3%	- -	1 2%	1 3%	1 3%	3 2%	2 4%	3 3%
NEITHER ONE	7 2%	2 2%	1 1%	1 2%	2 3%	1 1%	1 1%	1 2%	2 5%	1 3%	- -	1 -	2 4%	4 4%
DON'T KNOW	63 16%	26 18%	7 9%	13 21%	8 15%	12 13%	14 18%	7 11%	10 19%	7 17%	6 12%	24 14%	11 20%	21 17%

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (CREDIT UNION - BANK)	57 14%	33 13%	10 10%	43 12%	11 31%	19 12%	-8 -13%	17 8%	11 19%	28 26%	1 3%	14 15%	6 12%	-2 -4%	39 19%	18 9%	18 15%	20 24%	25 26%	-4 -4%	17 16%	41 14%	11 13%
CREDIT UNION	199 50%	125 48%	48 50%	173 49%	20 54%	78 48%	19 29%	94 46%	28 49%	59 56%	15 48%	46 49%	23 48%	27 42%	112 54%	87 45%	64 53%	47 57%	53 56%	34 34%	50 48%	143 48%	40 51%
BANK	142 35%	93 36%	38 40%	131 37%	9 24%	59 37%	28 42%	77 37%	17 30%	32 30%	14 45%	32 34%	17 36%	29 46%	73 35%	69 36%	46 39%	28 33%	29 30%	38 38%	34 32%	103 35%	30 38%
BOTH	21 5%	17 7%	3 3%	20 6%	1 3%	12 7%	5 8%	15 7%	2 4%	4 4%	2 8%	6 6%	2 4%	5 8%	7 3%	14 8%	4 4%	5 6%	6 7%	6 6%	6 6%	19 7%	2 3%
NEITHER ONE	5 1%	2 1%	2 2%	4 1%	1 3%	1 1%	2 3%	3 2%	- -	2 2%	- -	- -	2 4%	1 2%	2 1%	3 2%	- -	- -	- -	5 5%	2 2%	5 2%	- -
DON'T KNOW	33 8%	23 9%	4 5%	27 8%	6 15%	11 7%	12 18%	16 8%	10 17%	8 7%	- -	9 10%	4 8%	2 3%	14 6%	19 10%	5 5%	3 4%	7 7%	16 16%	12 12%	25 9%	6 8%

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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS	OR	SOME	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
**D/S (CREDIT UNION - BANK)	52 14%	11 19%	7 19%	16 16%	3 6%	13 35%	2 2%	25 16%	16 11%	8 21%	2 6%	12 10%	15 12%	10 19%	-3 -7%	23 19%	3 3%	2 5%	5 12%	-11 -16%	9 9%	54 27%	
CREDIT UNION	184 49%	29 54%	22 57%	51 51%	28 50%	21 59%	33 37%	78 51%	65 45%	23 58%	17 45%	56 48%	59 46%	31 57%	15 38%	66 54%	49 40%	24 48%	22 50%	23 33%	46 45%	115 57%	
BANK	132 35%	19 34%	15 38%	35 35%	24 44%	9 24%	31 35%	53 35%	49 34%	15 37%	15 39%	44 38%	44 34%	20 37%	17 46%	43 35%	46 37%	21 43%	16 38%	35 49%	37 36%	61 30%	
BOTH	21 6%	2 4%	1 3%	4 4%	2 4%	4 11%	8 9%	6 4%	13 9%	1 2%	1 3%	5 4%	12 9%	1 2%	2 6%	7 6%	10 8%	2 4%	1 2%	6 8%	6 6%	9 5%	
NEITHER ONE	5 1%	-	-	2 2%	-	-	3 3%	2 1%	3 2%	-	-	1 1%	1 1%	1 2%	1 2%	-	2 2%	-	2 5%	1 1%	2 2%	2 1%	
DON'T KNOW	32 8%	4 8%	1 3%	8 8%	1 2%	2 6%	14 15%	12 8%	13 9%	1 3%	5 14%	10 9%	13 10%	1 2%	3 8%	5 4%	16 13%	2 5%	2 5%	5 7%	11 11%	15 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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (CREDIT UNION - BANK)	57	2	32	-4	22	-6	10	40	24	17	9	53	3	28	30	25	35	42	13	20
	14%	2%	29%	-5%	23%	-8%	8%	34%	10%	21%	16%	15%	10%	17%	16%	14%	22%	13%	16%	15%
CREDIT UNION	199	37	65	32	50	28	61	71	109	43	29	183	16	85	96	89	84	150	44	64
	50%	44%	60%	36%	53%	37%	48%	61%	47%	54%	51%	50%	46%	51%	52%	50%	53%	49%	54%	48%
BANK	142	35	33	36	28	34	51	31	85	27	20	129	13	57	66	63	49	108	31	43
	35%	42%	30%	41%	30%	45%	40%	27%	37%	33%	34%	35%	36%	34%	35%	35%	31%	35%	38%	33%
BOTH	21	4	3	8	6	6	7	3	16	3	2	20	2	10	7	13	12	19	2	10
	5%	5%	3%	9%	7%	8%	6%	3%	7%	4%	4%	5%	5%	6%	4%	7%	8%	6%	3%	7%
NEITHER ONE	5	2	-	1	2	2	1	-	3	2	-	3	2	2	2	2	3	5	-	2
	1%	3%	-	1%	2%	3%	1%	-	1%	2%	-	1%	6%	1%	1%	1%	2%	2%	-	2%
DON'T KNOW	33	5	8	11	7	6	6	11	18	6	6	30	2	13	14	11	11	26	3	14
	8%	7%	7%	13%	8%	8%	5%	9%	8%	7%	11%	8%	7%	8%	8%	6%	7%	9%	4%	11%

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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
	TOTAL	EARLY										PERRY	UNFAV			
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (CREDIT UNION - BANK)	57	21	33	10	16	13	1	12	1	15	42	11	8	27	42	22
	14%	13%	15%	10%	17%	25%	1%	19%	1%	8%	14%	12%	9%	17%	14%	37%
CREDIT UNION	199	77	118	50	47	28	31	37	23	89	149	45	42	83	150	37
	50%	46%	52%	48%	53%	53%	43%	56%	40%	48%	50%	50%	48%	52%	50%	62%
BANK	142	56	85	40	32	15	31	24	22	75	107	34	35	56	108	15
	35%	34%	37%	38%	35%	28%	41%	37%	38%	40%	36%	38%	39%	35%	36%	25%
BOTH	21	8	12	8	5	1	2	3	3	7	17	5	5	6	16	3
	5%	5%	5%	7%	6%	2%	3%	4%	5%	4%	6%	5%	6%	4%	5%	6%
NEITHER ONE	5	3	2	-	2	1	1	-	1	2	4	-	1	1	3	-
	1%	2%	1%	-	2%	2%	1%	-	2%	1%	1%	-	1%	1%	1%	-
DON'T KNOW	33	22	11	8	4	8	9	1	9	12	23	7	6	13	24	5
	8%	13%	5%	7%	4%	14%	12%	2%	15%	6%	8%	7%	6%	8%	8%	8%

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC VALS	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
**D/S (CREDIT UNION - BANK)	57 14%	8 11%	31 17%	5 3%	10 31%	8 24%	3 9%	43 17%	9 7%	9 7%	3 9%	34 19%	13 23%	-2 -5%	9 10%	19 24%	16 29%
CREDIT UNION	199 50%	34 49%	90 51%	74 45%	20 59%	17 53%	15 47%	127 51%	62 46%	54 46%	15 48%	90 50%	31 57%	17 45%	42 50%	42 54%	33 60%
BANK	142 35%	27 38%	59 33%	69 42%	9 28%	10 30%	12 39%	85 34%	53 39%	45 39%	13 39%	56 31%	19 34%	19 50%	34 40%	23 30%	17 31%
BOTH	21 5%	4 6%	12 7%	6 4%	3 8%	1 4%	3 11%	15 6%	6 5%	6 5%	- -	12 7%	2 4%	1 3%	4 5%	4 6%	3 6%
NEITHER ONE	5 1%	- -	2 1%	2 1%	1 3%	- -	- -	3 1%	2 2%	1 1%	- -	3 2%	1 2%	- -	1 1%	- -	- -
DON'T KNOW	33 8%	4 6%	15 9%	12 7%	1 3%	4 14%	1 3%	17 7%	12 9%	10 8%	4 13%	17 10%	2 4%	1 3%	3 4%	8 11%	2 3%

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

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWWT FAV	TOTAL FAV	TOTAL UNFAV	SMWWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (CREDIT UNION - BANK)	57 14%	36 18%	29 9%	20 41%	10 7%	75 25%	-2 -13%	94 50%	-38 -18%	42 61%	6 2%	33 32%	22 8%
CREDIT UNION	199 50%	103 53%	150 47%	33 66%	72 47%	172 56%	6 34%	133 70%	64 31%	51 76%	126 43%	62 60%	132 46%
BANK	142 35%	67 34%	121 38%	12 25%	62 40%	97 32%	8 47%	38 20%	102 49%	10 14%	120 41%	29 28%	110 38%
BOTH	21 5%	7 4%	19 6%	2 4%	10 6%	20 7%	- 7%	9 5%	13 6%	3 5%	17 6%	6 6%	15 5%
NEITHER ONE	5 1%	3 2%	5 2%	- -	3 2%	4 1%	- -	2 1%	3 2%	1 1%	4 1%	- -	5 2%
DON'T KNOW	33 8%	15 8%	25 8%	2 4%	7 4%	12 4%	3 20%	8 4%	25 12%	2 4%	23 8%	6 6%	24 8%

Table 45-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ SUB-		URBAN
		NEWS	NEWS				NEWS	NEWS					OTHER	URBAN	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
**D/S (CREDIT UNION - BANK)	57 14%	10 7%	5 7%	11 18%	13 24%	12 13%	6 7%	8 13%	10 20%	10 24%	-8 -17%	-16 -9%	24 41%	57 47%	
CREDIT UNION	199 50%	65 45%	32 46%	32 52%	30 54%	46 50%	35 45%	30 50%	27 53%	22 56%	16 35%	67 38%	37 65%	79 65%	
BANK	142 35%	55 38%	27 39%	21 34%	16 30%	33 36%	30 38%	22 37%	17 33%	13 32%	24 52%	83 47%	14 24%	22 18%	
BOTH	21 5%	9 6%	4 6%	2 3%	4 7%	5 5%	5 7%	2 3%	4 7%	2 6%	3 7%	9 5%	1 2%	8 7%	
NEITHER ONE	5 1%	2 1%	1 1%	1 2%	1 2%	2 2%	1 1%	1 2%	- -	- -	1 2%	2 1%	1 2%	1 1%	
DON'T KNOW	33 8%	13 9%	5 7%	6 9%	4 8%	6 6%	7 9%	5 9%	3 7%	2 6%	2 4%	14 8%	5 8%	12 10%	

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (CREDIT UNION - BANK)	-296 -74%	-209 -80%	-60 -63%	-269 -76%	-23 -63%	-135 -84%	-55 -83%	-161 -78%	-43 -76%	-87 -83%	-19 -59%	-75 -80%	-24 -49%	-49 -76%	-145 -70%	-151 -79%	-95 -79%	-65 -78%	-63 -66%	-71 -71%	-73 -70%	-227 -77%	-54 -69%
CREDIT UNION	34 9%	15 6%	13 14%	28 8%	5 13%	5 3%	1 2%	13 6%	3 5%	4 4%	5 14%	7 8%	10 21%	5 8%	22 10%	13 7%	9 7%	7 8%	12 12%	7 7%	10 10%	18 6%	11 15%
BANK	331 83%	224 86%	73 77%	297 84%	27 75%	139 87%	57 85%	174 84%	46 81%	91 87%	24 74%	82 87%	34 70%	54 84%	167 80%	164 85%	104 87%	71 86%	74 79%	78 78%	83 80%	245 83%	66 84%
BOTH	17 4%	13 5%	3 3%	16 4%	1 4%	12 7%	6 9%	10 5%	3 6%	5 5%	2 6%	- -	4 8%	3 5%	7 3%	10 5%	2 2%	2 2%	4 5%	8 8%	2 2%	17 6%	- -
NEITHER ONE	4 1%	- -	4 4%	4 1%	- -	- -	- -	2 1%	1 2%	1 1%	- -	1 1%	- -	- -	2 1%	1 1%	- -	- -	1 1%	2 2%	2 2%	4 1%	- -
DON'T KNOW	15 4%	9 3%	2 2%	11 3%	3 8%	4 3%	2 3%	6 3%	3 6%	3 3%	2 6%	4 4%	1 2%	2 3%	10 5%	4 2%	5 4%	3 4%	3 3%	3 3%	6 6%	13 4%	1 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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE				GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION					
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (CREDIT UNION - BANK)	-281	-43	-31	-64	-48	-27	-67	-113	-113	-24	-30	-92	-105	-34	-29	-98	-97	-38	-24	-50	-68	-163
	-75%	-78%	-80%	-64%	-87%	-74%	-76%	-74%	-79%	-60%	-80%	-79%	-81%	-62%	-75%	-81%	-79%	-78%	-56%	-72%	-67%	-81%
CREDIT UNION	29	3	3	12	3	4	4	11	7	8	4	7	7	7	3	8	6	5	6	6	12	11
	8%	5%	8%	12%	5%	10%	5%	7%	5%	19%	10%	6%	5%	14%	8%	6%	5%	9%	14%	9%	12%	6%
BANK	311	46	34	76	51	30	72	124	121	32	34	99	111	41	32	106	103	43	30	57	80	174
	83%	83%	87%	77%	93%	84%	81%	81%	84%	78%	90%	85%	86%	76%	84%	87%	84%	87%	70%	81%	78%	86%
BOTH	17	2	1	4	-	1	9	7	10	-	-	5	8	2	1	3	10	1	2	4	7	6
	5%	4%	2%	4%	-	3%	10%	5%	7%	-	-	4%	6%	3%	2%	3%	8%	2%	4%	5%	7%	3%
NEITHER ONE	4	-	-	2	-	-	1	2	1	-	-	-	-	2	1	-	-	-	4	-	-	4
	1%	-	-	2%	-	-	1%	2%	1%	-	-	-	-	4%	3%	-	-	-	8%	-	-	2%
DON'T KNOW	14	4	1	4	1	1	2	8	4	1	-	5	3	1	1	4	4	1	1	3	3	7
	4%	8%	3%	4%	2%	3%	2%	5%	3%	3%	-	5%	3%	2%	3%	4%	3%	2%	3%	5%	3%	4%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (CREDIT UNION - BANK)	-296	-51	-87	-67	-76	-54	-89	-97	-173	-61	-45	-273	-24	-128	-133	-132	-116	-230	-57	-101
	-74%	-61%	-79%	-76%	-82%	-70%	-71%	-83%	-75%	-75%	-78%	-75%	-68%	-77%	-71%	-74%	-73%	-75%	-71%	-76%
CREDIT UNION	34	12	6	6	5	7	13	6	19	7	3	30	4	12	19	15	15	26	8	11
	9%	14%	6%	7%	6%	9%	10%	5%	8%	8%	6%	8%	12%	7%	10%	8%	10%	8%	11%	8%
BANK	331	64	93	73	82	61	102	103	192	67	48	303	28	141	152	147	131	255	65	112
	83%	75%	85%	83%	87%	79%	81%	89%	83%	83%	84%	83%	80%	84%	82%	82%	82%	83%	82%	84%
BOTH	17	3	4	8	2	5	8	-	10	4	2	15	2	6	7	8	6	16	1	6
	4%	4%	4%	9%	2%	7%	7%	-	4%	5%	4%	4%	5%	4%	4%	4%	4%	5%	1%	5%
NEITHER ONE	4	-	2	-	1	-	-	2	2	-	1	4	-	2	1	1	1	1	2	1
	1%	-	2%	-	1%	-	-	2%	1%	-	2%	1%	-	1%	1%	1%	1%	-	3%	1%
DON'T KNOW	15	5	4	1	3	4	3	4	8	3	2	14	1	6	5	8	5	10	3	3
	4%	6%	4%	1%	3%	6%	2%	4%	3%	4%	4%	4%	3%	3%	3%	5%	3%	3%	4%	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

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	VOTE TOTAL		TERR/	ILLEG	ECON/	ILLEG	ECON/	TERR/	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL	
	EARLY	DAY	NATL	IMMIG	JOBS	IMMIG	JOBS	NATL	FAV	FAV	UNFAV	PERRY	FAV	FAV	UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (CREDIT UNION - BANK)	-296	-125	-166	-78	-67	-40	-46	-47	-41	-137	-214	-76	-66	-127	-228	-39
	-74%	-76%	-73%	-75%	-74%	-76%	-62%	-72%	-70%	-74%	-71%	-84%	-74%	-80%	-76%	-64%
CREDIT UNION	34	14	20	11	6	4	11	8	3	16	30	3	8	12	25	7
	9%	9%	9%	10%	7%	8%	15%	12%	5%	9%	10%	4%	9%	8%	8%	12%
BANK	331	140	186	89	73	45	56	55	44	153	244	79	74	139	253	46
	83%	84%	82%	85%	81%	84%	76%	84%	75%	83%	81%	88%	83%	87%	84%	76%
BOTH	17	6	11	4	6	1	6	-	4	6	11	5	3	4	11	3
	4%	3%	5%	4%	7%	2%	8%	1%	7%	3%	4%	5%	3%	2%	4%	5%
NEITHER ONE	4	2	1	-	1	-	-	1	2	1	4	-	-	1	2	1
	1%	1%	1%	-	1%	-	-	2%	4%	1%	1%	-	-	1%	1%	2%
DON'T KNOW	15	4	9	1	4	3	1	1	5	8	12	3	5	3	10	3
	4%	3%	4%	1%	4%	6%	1%	2%	9%	5%	4%	3%	5%	2%	3%	5%

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC VALS	MORAL	ILLEG IMMIG	PROP TAXES	EDUC
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
**D/S (CREDIT UNION - BANK)	-296 -74%	-55 -79%	-134 -75%	-124 -76%	-26 -79%	-24 -72%	-24 -77%	-186 -75%	-97 -72%	-87 -74%	-20 -62%	-121 -68%	-38 -70%	-30 -79%	-66 -78%	-57 -73%	-37 -67%
CREDIT UNION	34 9%	5 6%	15 8%	12 8%	4 11%	2 6%	3 10%	19 8%	14 10%	11 9%	5 15%	18 10%	6 11%	3 8%	7 8%	8 10%	6 11%
BANK	331 83%	60 86%	150 84%	137 84%	30 89%	26 78%	27 87%	205 83%	111 82%	98 84%	25 77%	139 78%	45 81%	33 86%	72 86%	64 83%	43 78%
BOTH	17 4%	1 2%	6 3%	8 5%	- -	2 5%	- -	12 5%	4 3%	4 4%	- -	11 6%	1 2%	1 3%	3 4%	3 4%	2 4%
NEITHER ONE	4 1%	1 2%	2 1%	- -	- -	1 4%	- -	2 1%	1 1%	1 1%	1 4%	1 1%	1 2%	1 3%	- -	- -	1 2%
DON'T KNOW	15 4%	3 5%	6 3%	6 4%	- -	2 7%	1 4%	9 4%	4 3%	2 2%	1 3%	9 5%	2 4%	- -	2 2%	3 4%	3 5%

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (CREDIT UNION - BANK)	-296	-130	-237	-39	-124	-213	-17	-113	-182	-7	-257	-77	-215
	-74%	-66%	-74%	-79%	-81%	-70%	-96%	-60%	-88%	-10%	-88%	-74%	-75%
CREDIT UNION	34	21	25	5	10	33	-	29	4	25	7	9	24
	9%	11%	8%	9%	6%	11%	2%	15%	2%	37%	2%	9%	8%
BANK	331	151	262	44	134	246	17	142	187	32	263	86	239
	83%	77%	82%	88%	87%	81%	98%	75%	90%	48%	91%	83%	83%
BOTH	17	10	15	1	5	15	-	11	6	5	11	5	12
	4%	5%	5%	2%	3%	5%	-	6%	3%	7%	4%	5%	4%
NEITHER ONE	4	4	4	-	-	4	-	4	-	2	1	-	4
	1%	2%	1%	-	-	1%	-	2%	-	3%	-	-	1%
DON'T KNOW	15	10	14	-	5	8	-	4	11	3	8	3	10
	4%	5%	4%	-	3%	3%	-	2%	5%	4%	3%	3%	3%

Table 46-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NET- NEWS- RADIO	NET- NEWS- PAPER	NET- NEWS- PAPER	NET- WORK NEWS	NET- CABLE NEWS	NET- NEWS- RADIO	NET- NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ OTHER	SUB- URBAN
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (CREDIT UNION - BANK)	-296	-104	-55	-56	-30	-76	-50	-41	-38	-31	-31	-127	-43	-96
	-74%	-72%	-79%	-91%	-54%	-83%	-63%	-68%	-74%	-78%	-67%	-73%	-74%	-79%
CREDIT UNION	34	14	6	2	8	6	11	8	1	3	5	16	5	8
	9%	10%	8%	3%	15%	7%	14%	13%	3%	8%	11%	9%	8%	7%
BANK	331	118	61	58	38	82	60	49	39	34	36	143	47	104
	83%	82%	87%	94%	69%	90%	77%	81%	77%	86%	78%	82%	82%	86%
BOTH	17	8	2	-	4	2	1	3	6	-	3	7	2	4
	4%	6%	3%	-	6%	2%	1%	5%	12%	-	7%	4%	4%	3%
NEITHER ONE	4	-	-	-	4	-	1	-	-	1	-	1	1	1
	1%	-	-	-	6%	-	2%	-	-	3%	-	1%	2%	1%
DON'T KNOW	15	4	1	2	2	1	6	1	4	1	2	7	2	3
	4%	3%	1%	3%	4%	1%	7%	1%	8%	3%	4%	4%	4%	3%

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (CREDIT UNION - BANK)	-224 -56%	-134 -51%	-62 -65%	-196 -55%	-23 -64%	-82 -51%	-22 -34%	-111 -54%	-24 -43%	-70 -67%	-19 -59%	-51 -54%	-20 -42%	-39 -61%	-123 -59%	-100 -52%	-76 -63%	-51 -62%	-56 -59%	-39 -39%	-59 -57%	-161 -54%	-46 -58%
CREDIT UNION	30 8%	26 10%	2 2%	28 8%	2 6%	17 11%	6 8%	18 9%	7 12%	3 3%	2 7%	9 10%	5 10%	4 6%	14 7%	16 8%	10 9%	5 6%	9 9%	6 6%	5 5%	22 7%	6 7%
BANK	254 63%	159 61%	64 67%	223 63%	26 71%	99 62%	28 42%	128 62%	31 54%	73 70%	21 66%	60 64%	25 52%	43 67%	138 66%	116 61%	87 72%	57 68%	64 68%	46 46%	64 62%	183 62%	51 66%
BOTH	26 7%	17 7%	5 5%	22 6%	3 9%	7 4%	4 7%	10 5%	3 6%	4 4%	3 10%	9 10%	3 7%	3 5%	14 7%	13 7%	7 6%	3 4%	10 10%	6 6%	8 7%	16 5%	8 10%
NEITHER ONE	23 6%	14 5%	8 9%	22 6%	1 3%	10 6%	7 11%	11 5%	5 8%	8 8%	1 3%	2 3%	3 6%	5 7%	13 6%	10 5%	1 1%	6 7%	6 7%	10 10%	7 7%	19 6%	4 5%
DON'T KNOW	66 17%	44 17%	16 17%	60 17%	4 11%	28 17%	21 32%	40 19%	12 20%	16 16%	4 14%	13 14%	12 25%	9 14%	29 14%	37 19%	15 12%	13 15%	6 6%	32 32%	20 19%	55 19%	9 11%

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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
**D/S (CREDIT UNION - BANK)	-206 -55%	-32 -59%	-24 -62%	-58 -58%	-36 -64%	-22 -61%	-34 -38%	-89 -58%	-72 -51%	-26 -64%	-19 -51%	-61 -52%	-64 -50%	-37 -68%	-22 -58%	-70 -58%	-56 -45%	-35 -71%	-24 -55%	-36 -51%	-54 -53%	-117 -58%	
CREDIT UNION	28 8%	5 9%	2 4%	6 6%	4 8%	4 10%	8 9%	9 6%	13 9%	3 7%	3 8%	11 10%	12 9%	- -	2 5%	13 11%	11 9%	1 2%	1 2%	5 8%	11 11%	12 6%	
BANK	234 63%	37 68%	26 66%	64 64%	40 72%	26 72%	42 47%	98 64%	85 60%	29 72%	22 59%	73 62%	77 60%	37 68%	24 63%	83 69%	66 54%	36 73%	25 58%	41 58%	65 64%	129 64%	
BOTH	24 6%	5 9%	1 3%	8 8%	2 4%	1 2%	7 8%	10 6%	6 5%	4 10%	4 10%	8 7%	8 6%	3 6%	2 5%	5 4%	11 9%	2 3%	3 7%	3 5%	6 6%	15 7%	
NEITHER ONE	23 6%	1 2%	3 7%	10 10%	- -	3 8%	7 8%	11 7%	8 6%	2 6%	2 5%	8 7%	6 5%	5 10%	3 8%	3 2%	11 9%	4 8%	4 10%	3 5%	8 8%	12 6%	
DON'T KNOW	64 17%	6 11%	8 20%	13 13%	9 16%	3 8%	25 28%	25 16%	30 21%	2 5%	7 18%	17 14%	26 20%	9 16%	7 19%	17 14%	24 20%	6 13%	10 23%	17 25%	11 11%	36 18%	

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (CREDIT UNION - BANK)	-224	-53	-61	-36	-56	-31	-79	-72	-125	-42	-37	-203	-21	-94	-102	-111	-85	-164	-55	-67
	-56%	-63%	-56%	-41%	-60%	-40%	-62%	-62%	-54%	-51%	-65%	-56%	-60%	-57%	-55%	-62%	-53%	-53%	-69%	-50%
CREDIT UNION	30	7	6	10	6	6	10	7	21	6	2	28	2	10	16	12	14	25	4	9
	8%	8%	5%	11%	6%	8%	8%	6%	9%	7%	4%	8%	7%	6%	9%	7%	8%	8%	5%	7%
BANK	254	60	67	46	61	37	88	79	145	47	39	231	23	104	117	123	98	189	59	76
	63%	71%	62%	53%	66%	49%	70%	68%	63%	58%	69%	63%	67%	62%	63%	69%	62%	61%	74%	57%
BOTH	26	2	11	7	3	8	9	3	10	8	5	23	3	11	9	13	14	20	6	11
	7%	3%	11%	8%	4%	10%	7%	3%	4%	10%	9%	6%	9%	7%	5%	7%	9%	6%	7%	8%
NEITHER ONE	23	7	7	5	5	3	7	10	11	7	5	21	2	10	13	6	7	22	2	11
	6%	8%	6%	6%	5%	4%	5%	9%	5%	9%	8%	6%	6%	6%	7%	4%	4%	7%	2%	8%
DON'T KNOW	66	9	18	19	18	22	13	17	44	13	6	62	4	32	30	24	27	53	9	26
	17%	11%	17%	22%	19%	29%	10%	14%	19%	16%	10%	17%	11%	19%	16%	14%	17%	17%	11%	20%

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

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
	TOTAL VOTE	ELEC- TION DAY										/NOT PERRY	TOTAL UNFAV			
BASE-TOTAL SAMPLE	400 100%	166 42%	228 57%	105 26%	90 23%	53 13%	74 18%	65 16%	59 15%	185 46%	301 75%	90 22%	89 22%	159 40%	301 75%	61 15%
**D/S (CREDIT UNION - BANK)	-224 -56%	-89 -54%	-133 -58%	-62 -59%	-53 -59%	-29 -55%	-40 -54%	-44 -68%	-23 -39%	-107 -58%	-171 -57%	-47 -53%	-54 -60%	-82 -52%	-170 -56%	-31 -52%
CREDIT UNION	30 8%	10 6%	19 8%	7 7%	5 6%	5 9%	8 10%	3 5%	2 4%	16 9%	23 8%	8 8%	6 6%	13 8%	25 8%	4 6%
BANK	254 63%	100 60%	151 66%	69 66%	58 65%	34 64%	47 64%	48 73%	25 43%	123 66%	194 65%	55 61%	59 66%	95 60%	194 65%	35 58%
BOTH	26 7%	11 7%	15 7%	7 6%	5 6%	4 8%	8 10%	5 8%	5 9%	12 6%	21 7%	5 6%	8 8%	14 9%	20 7%	5 9%
NEITHER ONE	23 6%	12 7%	10 4%	10 9%	5 6%	- -	4 6%	1 2%	4 7%	11 6%	17 5%	7 8%	1 1%	11 7%	16 5%	3 5%
DON'T KNOW	66 17%	33 20%	33 14%	13 12%	16 18%	10 19%	7 9%	7 11%	22 37%	24 13%	47 15%	15 17%	16 18%	27 17%	46 15%	13 22%

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	PROB/ LEAN MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC	
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
**D/S (CREDIT UNION - BANK)	-224 -56%	-37 -52%	-99 -55%	-94 -57%	-22 -64%	-18 -56%	-15 -50%	-140 -57%	-74 -55%	-66 -57%	-17 -52%	-103 -58%	-34 -61%	-23 -60%	-46 -55%	-48 -62%	-36 -64%
CREDIT UNION	30 8%	6 8%	12 7%	15 9%	3 8%	2 7%	1 2%	21 8%	10 7%	7 6%	3 9%	12 7%	5 9%	2 6%	8 10%	3 4%	3 6%
BANK	254 63%	42 60%	111 62%	109 66%	24 73%	21 64%	16 52%	161 65%	83 62%	74 63%	20 61%	116 65%	39 70%	25 66%	54 64%	52 66%	39 70%
BOTH	26 7%	5 8%	12 7%	8 5%	2 6%	1 4%	5 18%	13 5%	10 10%	10 8%	2 7%	11 6%	2 3%	2 6%	4 5%	5 7%	5 9%
NEITHER ONE	23 6%	4 6%	11 6%	7 5%	2 6%	1 2%	1 3%	14 6%	5 4%	5 4%	1 4%	9 5%	5 9%	- -	6 8%	5 6%	1 2%
DON'T KNOW	66 17%	12 18%	33 19%	24 15%	2 7%	8 24%	8 25%	39 16%	23 17%	21 18%	6 19%	30 17%	4 8%	9 23%	11 13%	13 17%	7 13%

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWWT FAV	TOTAL FAV	TOTAL UNFAV	SMWWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (CREDIT UNION - BANK)	-224 -56%	-111 -57%	-159 -50%	-45 -90%	-76 -50%	-187 -61%	-9 -55%	-138 -73%	-87 -42%	-51 -76%	-149 -51%	-73 -71%	-149 -52%
CREDIT UNION	30 8%	12 6%	29 9%	- -	19 12%	23 8%	1 7%	9 5%	20 10%	2 2%	27 9%	6 5%	22 8%
BANK	254 63%	123 63%	188 59%	45 90%	95 62%	210 69%	11 62%	147 78%	107 52%	53 78%	176 60%	79 76%	171 60%
BOTH	26 7%	14 7%	23 7%	3 7%	11 7%	22 7%	2 14%	10 5%	14 7%	5 7%	20 7%	7 7%	18 6%
NEITHER ONE	23 6%	11 6%	23 7%	- -	8 5%	20 6%	- -	13 7%	11 5%	5 7%	13 4%	2 2%	21 7%
DON'T KNOW	66 17%	36 18%	56 18%	2 3%	20 13%	31 10%	3 18%	11 6%	55 27%	4 5%	55 19%	10 10%	55 19%

Table 47-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ SUB-		URBAN
		NEWS	NEWS				NEWS	NEWS					OTHER	URBAN	
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122	
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%	
**D/S (CREDIT UNION - BANK)	-224	-74	-41	-38	-34	-49	-36	-38	-34	-27	-25	-95	-44	-60	
	-56%	-51%	-58%	-62%	-62%	-54%	-46%	-63%	-66%	-69%	-54%	-54%	-77%	-49%	
CREDIT UNION	30	13	7	2	2	9	6	1	3	1	3	16	1	10	
	8%	9%	10%	3%	4%	10%	8%	2%	5%	3%	6%	9%	2%	8%	
BANK	254	87	47	40	37	59	42	39	37	28	28	111	45	70	
	63%	61%	68%	65%	66%	64%	54%	65%	72%	72%	60%	64%	79%	57%	
BOTH	26	8	5	5	2	7	5	3	4	2	3	10	3	10	
	7%	5%	7%	8%	4%	8%	7%	6%	9%	6%	7%	6%	6%	8%	
NEITHER ONE	23	12	2	3	4	6	8	3	1	1	4	9	1	9	
	6%	8%	3%	5%	7%	7%	11%	6%	2%	3%	8%	5%	2%	8%	
DON'T KNOW	66	24	9	12	10	11	17	13	6	7	9	28	7	23	
	17%	17%	12%	19%	19%	12%	21%	22%	12%	17%	19%	16%	12%	19%	

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG	SOFT	TOTAL	IND	STRG	STRG	RELIG	CEN-	DFW-	HOUS-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/		
	TOTAL	GOP	GOP	GOP	CON	GOP/	CON	TRAL	METRO-	TON									CON	CON	LIB		
BASE-TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (CREDIT UNION - BANK)	-93	-55	-31	-87	-2	-35	-19	-45	-10	-23	-8	-29	-9	-14	-51	-43	-23	-21	-24	-27	-28	-67	-21
	-23%	-21%	-33%	-24%	-6%	-22%	-29%	-22%	-18%	-22%	-24%	-31%	-18%	-23%	-24%	-22%	-19%	-26%	-25%	-27%	-26%	-23%	-27%
CREDIT UNION	90	64	17	81	9	39	10	48	11	22	10	18	12	17	49	41	35	17	22	14	22	68	16
	23%	25%	18%	23%	24%	25%	15%	23%	19%	21%	31%	20%	25%	27%	24%	21%	29%	21%	23%	14%	21%	23%	20%
BANK	184	119	48	167	11	74	29	93	21	45	17	47	20	32	100	84	58	39	46	42	50	135	37
	46%	46%	50%	47%	29%	46%	44%	45%	37%	43%	54%	50%	43%	49%	48%	44%	48%	47%	48%	42%	48%	46%	48%
BOTH	9	7	2	9	-	3	1	2	5	-	-	2	1	1	4	5	2	3	2	1	-	4	3
	2%	3%	2%	2%	-	2%	2%	1%	8%	-	-	2%	2%	1%	2%	2%	2%	3%	2%	1%	-	1%	4%
NEITHER ONE	5	3	1	4	1	2	-	1	-	1	-	2	1	-	3	1	1	1	1	1	-	2	2
	1%	1%	1%	1%	2%	1%	-	1%	-	1%	1%	3%	2%	-	2%	1%	1%	1%	1%	1%	-	1%	3%
DON'T KNOW	113	68	27	94	16	41	26	61	20	37	4	24	14	14	52	61	24	23	24	42	33	87	19
	28%	26%	28%	27%	44%	26%	39%	30%	35%	35%	14%	25%	29%	22%	25%	32%	20%	28%	25%	42%	31%	29%	25%

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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
**D/S (CREDIT UNION - BANK)	-89 -24%	-11 -20%	-9 -23%	-29 -29%	-7 -13%	-8 -23%	-25 -29%	-38 -25%	-29 -21%	-11 -27%	-10 -28%	-23 -20%	-27 -21%	-24 -45%	-8 -20%	-17 -14%	-34 -28%	-15 -30%	-17 -40%	-6 -9%	-28 -27%	-55 -27%	
CREDIT UNION	84 22%	15 27%	9 23%	20 20%	19 34%	7 20%	13 15%	35 23%	33 23%	9 21%	7 19%	32 27%	29 22%	6 11%	9 24%	37 31%	22 18%	8 16%	7 16%	21 29%	24 23%	40 20%	
BANK	172 46%	26 47%	18 47%	49 49%	26 47%	16 43%	39 44%	73 48%	62 43%	19 48%	18 47%	55 47%	56 44%	30 56%	17 44%	55 45%	56 46%	23 46%	24 56%	27 38%	52 51%	94 47%	
BOTH	8 2%	1 2%	2 4%	1 1%	- -	1 3%	2 3%	3 2%	1 1%	1 3%	2 6%	3 3%	2 2%	1 2%	1 3%	2 2%	4 3%	2 4%	- -	1 2%	3 3%	3 2%	
NEITHER ONE	4 1%	1 2%	- -	2 2%	- -	1 3%	- -	1 1%	1 1%	2 5%	- -	1 1%	1 1%	1 2%	- -	2 2%	- -	- -	1 3%	1 2%	2 2%	1 1%	
DON'T KNOW	106 28%	12 23%	10 26%	27 28%	11 19%	11 31%	35 39%	41 27%	46 32%	9 23%	10 27%	26 22%	40 31%	16 30%	11 29%	25 21%	41 33%	16 33%	11 25%	20 29%	21 21%	64 32%	

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (CREDIT UNION - BANK)	-93	-17	-32	-17	-22	-15	-16	-38	-55	-25	-10	-91	-2	-55	-38	-56	-47	-67	-25	-32
	-23%	-20%	-29%	-20%	-24%	-19%	-13%	-33%	-24%	-30%	-18%	-25%	-6%	-33%	-21%	-31%	-29%	-22%	-31%	-24%
CREDIT UNION	90	23	21	22	19	19	38	20	51	17	14	82	8	29	49	35	31	73	16	27
	23%	27%	19%	25%	20%	25%	30%	18%	22%	21%	25%	22%	24%	17%	26%	19%	19%	24%	20%	20%
BANK	184	39	53	39	41	34	54	59	106	42	25	173	10	84	87	91	78	140	40	59
	46%	47%	49%	44%	44%	44%	43%	50%	46%	52%	43%	47%	29%	50%	47%	51%	49%	45%	50%	45%
BOTH	9	2	2	2	1	-	3	1	2	3	1	8	1	5	4	2	4	6	2	3
	2%	2%	2%	3%	1%	-	3%	1%	1%	4%	2%	2%	3%	3%	2%	1%	3%	2%	3%	3%
NEITHER ONE	5	2	1	1	-	1	2	-	3	1	-	4	1	4	3	2	1	3	2	3
	1%	2%	1%	1%	-	2%	2%	-	1%	1%	-	1%	2%	2%	1%	1%	1%	1%	3%	2%
DON'T KNOW	113	18	32	24	33	22	30	36	69	18	17	98	14	46	43	49	45	87	20	40
	28%	21%	29%	27%	35%	29%	23%	31%	30%	22%	29%	27%	41%	27%	23%	27%	28%	28%	25%	30%

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

	VOTE EARLY		MOST IMPORTANT ISSUE					SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
	TOTAL VOTE	ELEC- TION DAY										/NOT PERRY	TOTAL UNFAV			
BASE-TOTAL SAMPLE	400 100%	166 42%	228 57%	105 26%	90 23%	53 13%	74 18%	65 16%	59 15%	185 46%	301 75%	90 22%	89 22%	159 40%	301 75%	61 15%
**D/S (CREDIT UNION - BANK)	-93 -23%	-41 -25%	-54 -24%	-15 -14%	-24 -26%	-16 -30%	-3 -5%	-35 -53%	-13 -23%	-46 -25%	-69 -23%	-21 -23%	-21 -24%	-38 -24%	-73 -24%	-8 -13%
CREDIT UNION	90 23%	33 20%	55 24%	29 28%	21 23%	9 18%	22 29%	9 13%	10 17%	43 23%	70 23%	20 22%	22 25%	36 23%	70 23%	12 20%
BANK	184 46%	75 45%	108 48%	45 42%	45 49%	26 48%	25 34%	43 67%	23 40%	89 48%	139 46%	41 46%	43 48%	74 47%	143 48%	20 34%
BOTH	9 2%	2 1%	6 3%	1 1%	2 2%	1 2%	- -	1 2%	- -	3 2%	7 2%	2 2%	1 1%	6 4%	7 2%	1 2%
NEITHER ONE	5 1%	3 2%	1 1%	2 2%	- -	- -	- -	2 2%	- -	1 1%	5 2%	- -	1 1%	1 1%	2 1%	3 4%
DON'T KNOW	113 28%	53 32%	57 25%	28 26%	23 25%	17 33%	27 36%	10 16%	25 43%	49 26%	81 27%	27 30%	22 25%	42 26%	78 26%	24 39%

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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	PROB/ LEAN		TOTAL		EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
	TOTAL	MCCAIN	MCCAIN	ABEE							TEXAS/ RD	ILLEG IMMIG						
BASE-TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55	
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%	
**D/S (CREDIT UNION - BANK)	-93	-20	-53	-34	-13	-9	-15	-56	-36	-35	-5	-41	-4	-11	-15	-29	-12	
	-23%	-29%	-30%	-21%	-39%	-27%	-49%	-22%	-26%	-30%	-15%	-23%	-8%	-29%	-18%	-38%	-22%	
CREDIT UNION	90	13	33	43	6	6	3	59	29	24	8	40	16	9	23	11	15	
	23%	18%	18%	27%	19%	18%	10%	24%	21%	20%	26%	23%	29%	23%	28%	14%	28%	
BANK	184	33	86	78	19	15	18	114	64	58	13	81	21	20	38	40	28	
	46%	47%	48%	47%	58%	46%	59%	46%	48%	50%	41%	46%	38%	51%	46%	52%	50%	
BOTH	9	1	5	3	-	-	2	7	2	2	1	3	1	-	-	1	2	
	2%	2%	3%	2%	-	-	7%	3%	1%	2%	3%	2%	2%	-	-	1%	4%	
NEITHER ONE	5	1	5	-	2	1	-	2	2	2	1	2	-	-	-	2	-	
	1%	2%	3%	-	7%	3%	-	1%	2%	2%	3%	1%	1%	-	-	3%	-	
DON'T KNOW	113	22	51	40	6	11	7	66	37	31	9	51	17	10	23	24	10	
	28%	31%	28%	24%	17%	32%	24%	27%	27%	26%	28%	29%	30%	26%	27%	30%	18%	

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

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (CREDIT UNION - BANK)	-93 -23%	-35 -18%	-72 -23%	-14 -29%	-45 -30%	-64 -21%	-3 -15%	-28 -15%	-66 -32%	-3 -5%	-79 -27%	-17 -16%	-81 -28%
CREDIT UNION	90 23%	49 25%	74 23%	11 22%	31 20%	76 25%	4 26%	53 28%	36 18%	20 29%	65 22%	28 27%	57 20%
BANK	184 46%	83 43%	146 46%	25 51%	77 50%	141 46%	7 41%	81 43%	103 49%	23 34%	143 49%	44 43%	138 48%
BOTH	9 2%	1 1%	6 2%	1 2%	3 2%	7 2%	- -	3 2%	5 3%	- -	6 2%	3 3%	6 2%
NEITHER ONE	5 1%	2 1%	2 1%	2 4%	1 1%	3 1%	- -	3 2%	1 1%	1 2%	3 1%	1 1%	3 1%
DON'T KNOW	113 28%	60 31%	91 29%	10 20%	41 27%	78 26%	6 33%	49 26%	62 30%	24 35%	73 25%	27 26%	83 29%

Table 48-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS RADIO	NEWS- PAPER	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ SUB-		URBAN
		NEWS	NEWS				NEWS	NEWS					OTHER	URBAN	
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122	
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%	
**D/S (CREDIT UNION - BANK)	-93	-26	-23	-12	-15	-15	-22	-13	-9	-15	-9	-49	-14	-22	
	-23%	-18%	-33%	-19%	-27%	-16%	-28%	-22%	-17%	-38%	-20%	-28%	-24%	-18%	
CREDIT UNION	90	35	15	14	10	26	14	14	10	9	12	40	11	27	
	23%	25%	22%	23%	18%	28%	18%	23%	19%	23%	26%	23%	19%	22%	
BANK	184	62	38	26	25	41	36	27	19	24	21	89	25	49	
	46%	43%	54%	42%	46%	44%	46%	45%	37%	61%	46%	51%	43%	40%	
BOTH	9	3	-	2	1	1	2	1	3	-	3	1	1	3	
	2%	2%	-	4%	2%	1%	3%	2%	6%	-	7%	-	2%	3%	
NEITHER ONE	5	1	-	1	2	1	2	1	-	-	-	1	2	1	
	1%	1%	-	2%	4%	1%	3%	1%	-	1%	-	1%	4%	1%	
DON'T KNOW	113	43	17	18	17	23	24	17	20	6	10	44	18	41	
	28%	29%	24%	29%	31%	25%	31%	28%	38%	15%	21%	25%	31%	34%	

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (CREDIT UNION - BANK)	168 42%	103 39%	44 47%	147 41%	20 55%	52 33%	7 11%	74 36%	16 28%	50 48%	12 38%	41 43%	24 49%	25 39%	98 47%	70 36%	60 50%	39 47%	47 50%	20 20%	50 48%	116 39%	39 50%
CREDIT UNION	233 58%	149 57%	58 61%	207 58%	22 61%	85 53%	25 38%	111 54%	27 48%	65 62%	19 58%	53 57%	30 62%	39 60%	130 62%	104 54%	78 65%	49 59%	62 65%	44 44%	63 60%	164 56%	54 68%
BANK	66 16%	47 18%	14 15%	60 17%	2 6%	33 20%	18 27%	38 18%	11 20%	15 14%	7 21%	13 13%	6 13%	14 21%	32 15%	34 18%	18 15%	9 11%	15 16%	24 24%	13 12%	49 17%	14 18%
BOTH	7 2%	6 2%	1 1%	7 2%	- -	2 1%	2 3%	3 1%	1 2%	2 2%	1 3%	1 1%	2 4%	- -	4 2%	3 2%	2 2%	1 1%	1 1%	3 3%	3 3%	6 2%	1 1%
NEITHER ONE	41 10%	22 8%	13 13%	34 10%	5 14%	14 9%	8 11%	19 9%	10 18%	8 7%	4 13%	12 12%	3 6%	4 7%	21 10%	20 10%	11 9%	10 12%	6 7%	14 14%	10 10%	29 10%	6 8%
DON'T KNOW	54 13%	36 14%	10 10%	46 13%	7 18%	26 16%	13 20%	35 17%	7 13%	15 14%	2 5%	15 16%	7 15%	7 12%	22 11%	32 16%	12 10%	14 17%	11 12%	16 16%	16 15%	47 16%	3 4%

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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
**D/S (CREDIT UNION - BANK)	155 41%	25 45%	21 54%	44 44%	30 54%	16 43%	20 23%	65 43%	50 35%	24 60%	15 40%	47 40%	45 35%	28 53%	15 39%	58 48%	34 28%	25 51%	18 43%	23 33%	39 39%	92 45%	
CREDIT UNION	218 58%	33 60%	23 60%	63 63%	38 69%	21 59%	39 44%	89 58%	76 53%	30 75%	23 61%	69 59%	69 54%	36 66%	21 54%	76 63%	62 50%	31 63%	26 60%	37 53%	60 59%	121 60%	
BANK	63 17%	8 15%	3 7%	19 19%	9 16%	6 16%	19 22%	23 15%	25 18%	6 15%	8 22%	21 18%	24 19%	7 14%	6 16%	18 15%	27 22%	6 12%	7 17%	14 20%	20 20%	29 14%	
BOTH	7 2%	1 2%	1 3%	2 2%	1 2%	- -	2 2%	4 3%	2 1%	- -	1 3%	4 3%	2 2%	- -	1 2%	3 3%	3 3%	- -	1 2%	1 1%	1 1%	5 3%	
NEITHER ONE	35 9%	7 12%	5 13%	7 7%	2 4%	4 11%	11 12%	15 10%	14 10%	4 9%	2 6%	10 8%	10 8%	7 12%	5 13%	9 8%	11 9%	6 13%	5 12%	6 8%	8 8%	22 11%	
DON'T KNOW	50 13%	6 11%	7 18%	8 8%	5 10%	5 14%	18 20%	21 14%	26 18%	- -	3 8%	13 12%	23 18%	4 8%	5 14%	14 12%	21 17%	6 13%	4 8%	13 18%	13 13%	25 12%	

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (CREDIT UNION - BANK)	168	40	49	22	43	11	60	62	84	39	30	148	20	70	80	83	59	119	44	53
	42%	48%	45%	26%	46%	14%	47%	54%	36%	48%	52%	40%	57%	42%	43%	47%	37%	38%	55%	40%
CREDIT UNION	233	54	65	42	56	34	80	74	129	51	37	209	24	100	111	110	86	172	55	77
	58%	64%	60%	48%	60%	44%	63%	64%	56%	62%	65%	57%	68%	60%	60%	62%	54%	56%	68%	58%
BANK	66	14	16	20	14	23	20	12	45	11	7	62	4	30	31	27	27	53	10	24
	16%	17%	15%	23%	14%	30%	15%	10%	19%	14%	13%	17%	11%	18%	16%	15%	17%	17%	13%	18%
BOTH	7	-	4	2	1	-	4	2	3	3	1	6	1	2	3	2	5	7	-	2
	2%	-	4%	2%	1%	-	3%	2%	1%	4%	2%	2%	3%	1%	2%	1%	3%	2%	-	2%
NEITHER ONE	41	7	12	7	10	10	8	13	19	8	7	37	4	16	22	14	19	32	8	13
	10%	8%	11%	8%	11%	13%	6%	11%	8%	10%	12%	10%	12%	10%	12%	8%	12%	11%	10%	10%
DON'T KNOW	54	9	12	16	13	10	15	14	36	8	5	51	2	19	19	24	21	44	7	17
	13%	11%	11%	19%	14%	13%	12%	12%	15%	9%	9%	14%	6%	11%	10%	13%	13%	14%	8%	13%

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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
	TOTAL VOTE	ELEC- TION DAY										/NOT PERRY				
BASE-TOTAL SAMPLE	400 100%	166 42%	228 57%	105 26%	90 23%	53 13%	74 18%	65 16%	59 15%	185 46%	301 75%	90 22%	89 22%	159 40%	301 75%	61 15%
**D/S (CREDIT UNION - BANK)	168 42%	64 38%	104 46%	47 45%	41 46%	23 43%	35 47%	38 59%	11 18%	74 40%	131 43%	37 41%	40 45%	79 50%	126 42%	26 43%
CREDIT UNION	233 58%	90 54%	142 62%	64 61%	53 59%	31 58%	48 65%	46 71%	20 35%	110 59%	182 61%	47 53%	55 62%	100 63%	177 59%	34 56%
BANK	66 16%	26 16%	38 17%	17 16%	12 14%	8 14%	13 18%	8 12%	10 17%	36 19%	52 17%	10 11%	15 17%	21 13%	51 17%	8 13%
BOTH	7 2%	2 1%	5 2%	2 2%	- -	1 2%	1 2%	- -	1 2%	1 1%	4 1%	2 2%	3 3%	1 1%	5 2%	1 2%
NEITHER ONE	41 10%	21 13%	19 8%	11 10%	11 13%	4 8%	4 6%	7 11%	11 18%	15 8%	27 9%	13 15%	7 8%	16 10%	26 9%	8 14%
DON'T KNOW	54 13%	27 17%	24 11%	12 11%	13 15%	9 17%	7 9%	4 6%	17 29%	23 13%	36 12%	17 18%	8 9%	20 13%	41 14%	9 15%

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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL		TOTAL		EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
	PROB/ LEAN MCCAIN	TOTAL MCCAIN	HUCK- ABEE	MCCAIN							ILLEG	EDUC						
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%	
**D/S (CREDIT UNION - BANK)	168 42%	31 45%	80 45%	58 35%	22 64%	13 39%	12 40%	110 44%	51 38%	43 37%	9 28%	69 39%	39 70%	14 36%	44 52%	30 39%	28 50%	
CREDIT UNION	233 58%	42 61%	110 61%	90 55%	25 76%	18 56%	18 58%	149 60%	75 56%	66 57%	17 52%	99 55%	43 78%	20 52%	56 66%	44 56%	35 64%	
BANK	66 16%	11 16%	30 17%	31 19%	4 11%	6 17%	5 18%	39 16%	24 18%	23 20%	8 24%	29 16%	4 8%	6 16%	12 14%	13 17%	8 14%	
BOTH	7 2%	-	2 1%	2 1%	-	-	2 7%	4 2%	3 2%	3 3%	1 3%	5 3%	1 2%	-	2 2%	-	2 3%	
NEITHER ONE	41 10%	8 11%	17 9%	15 9%	2 5%	2 7%	3 10%	24 9%	15 11%	11 10%	4 11%	18 10%	1 2%	7 17%	6 7%	8 10%	4 8%	
DON'T KNOW	54 13%	8 12%	20 11%	26 16%	3 8%	7 20%	2 7%	32 13%	17 13%	13 11%	3 10%	27 15%	6 11%	6 14%	9 11%	13 16%	6 11%	

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (CREDIT UNION - BANK)	168	91	114	39	65	160	2	129	37	56	92	50	112
	42%	47%	36%	78%	43%	52%	14%	68%	18%	83%	32%	49%	39%
CREDIT UNION	233	119	175	41	93	204	7	143	88	58	152	62	165
	58%	61%	55%	83%	61%	67%	40%	76%	42%	86%	52%	60%	57%
BANK	66	27	61	2	28	45	4	15	51	2	60	12	54
	16%	14%	19%	5%	18%	15%	26%	8%	24%	3%	21%	11%	19%
BOTH	7	3	6	-	5	7	-	3	4	1	6	3	4
	2%	2%	2%	-	3%	2%	-	2%	2%	1%	2%	3%	1%
NEITHER ONE	41	19	29	6	13	21	3	12	27	4	28	12	27
	10%	10%	9%	12%	8%	7%	16%	6%	13%	5%	10%	12%	10%
DON'T KNOW	54	27	48	-	14	28	3	16	38	3	45	14	37
	13%	14%	15%	-	9%	9%	19%	8%	18%	4%	15%	14%	13%

Table 49-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (CREDIT UNION - BANK)	168 42%	56 39%	35 49%	24 39%	18 33%	43 47%	24 31%	21 35%	23 45%	18 46%	7 16%	67 38%	34 59%	59 49%
CREDIT UNION	233 58%	81 56%	46 65%	34 56%	29 52%	56 61%	41 52%	33 55%	30 59%	26 64%	22 49%	99 57%	39 67%	73 60%
BANK	66 16%	25 18%	11 16%	11 17%	10 19%	13 14%	17 21%	12 19%	7 13%	7 19%	15 33%	32 18%	5 8%	14 11%
BOTH	7 2%	3 2%	1 1%	- -	2 4%	1 1%	3 4%	1 1%	- -	- -	1 2%	3 2%	- -	3 3%
NEITHER ONE	41 10%	14 10%	4 6%	8 13%	7 13%	8 8%	8 10%	5 9%	7 13%	3 8%	4 8%	13 8%	8 14%	16 13%
DON'T KNOW	54 13%	21 15%	8 12%	8 14%	7 13%	14 15%	10 13%	9 16%	8 15%	3 9%	3 7%	27 16%	7 11%	16 13%

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOUS-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (CREDIT UNION - BANK)	237 59%	147 56%	58 61%	205 58%	27 74%	89 55%	22 33%	108 52%	29 51%	69 65%	18 55%	55 58%	28 58%	39 61%	135 65%	102 53%	78 65%	55 66%	60 63%	42 42%	64 61%	172 58%	48 62%
CREDIT UNION	259 65%	163 63%	64 68%	227 64%	27 74%	99 62%	30 45%	121 59%	32 56%	73 70%	21 65%	59 63%	32 68%	42 66%	148 71%	111 58%	86 71%	59 71%	62 66%	50 50%	69 66%	187 63%	53 68%
BANK	23 6%	17 6%	6 6%	23 6%	- -	10 6%	8 12%	13 7%	3 5%	5 4%	3 9%	5 5%	5 10%	3 4%	13 6%	9 5%	8 6%	5 5%	3 3%	8 8%	5 5%	15 5%	5 6%
BOTH	8 2%	3 1%	3 4%	7 2%	1 3%	2 1%	1 2%	4 2%	3 6%	2 2%	- -	2 2%	- -	- -	1 1%	6 3%	1 1%	2 3%	1 1%	3 3%	1 1%	7 2%	- -
NEITHER ONE	52 13%	31 12%	14 15%	45 13%	5 13%	21 13%	10 16%	28 13%	9 15%	12 12%	4 13%	16 17%	3 7%	7 11%	25 12%	27 14%	12 10%	9 11%	15 16%	16 16%	12 12%	38 13%	12 15%
DON'T KNOW	58 15%	46 18%	7 7%	53 15%	4 10%	27 17%	17 26%	39 19%	10 18%	13 12%	4 14%	12 12%	7 16%	12 19%	20 9%	39 20%	14 11%	8 10%	14 15%	23 23%	17 16%	49 17%	8 11%

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

-----AMONG WHITE VOTERS-----

	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
**D/S (CREDIT UNION - BANK)	221 59%	34 61%	29 74%	64 65%	38 69%	23 63%	32 36%	102 67%	70 49%	24 60%	24 63%	75 64%	63 49%	36 67%	20 54%	80 66%	58 47%	33 67%	24 55%	28 40%	65 64%	127 63%
CREDIT UNION	241 64%	38 69%	30 77%	70 70%	40 73%	25 68%	37 42%	109 71%	78 55%	28 70%	25 66%	82 70%	70 55%	40 74%	22 58%	86 71%	66 53%	36 74%	26 60%	36 51%	67 65%	138 68%
BANK	20 5%	4 8%	1 3%	5 5%	2 4%	2 5%	5 6%	7 5%	8 6%	4 10%	1 2%	7 6%	7 5%	4 7%	2 5%	6 5%	8 7%	3 7%	2 5%	8 11%	1 1%	11 5%
BOTH	7 2%	-	-	1 1%	1 2%	2 6%	2 2%	1 1%	5 4%	-	-	-	2 2%	1 2%	2 6%	1 1%	1 1%	2 4%	1 3%	-	3 3%	3 2%
NEITHER ONE	50 13%	7 13%	7 17%	11 11%	4 8%	1 3%	20 23%	19 12%	19 13%	6 14%	6 17%	14 12%	17 13%	6 11%	7 19%	11 9%	20 16%	5 10%	9 20%	8 12%	14 13%	28 14%
DON'T KNOW	57 15%	6 10%	1 3%	12 12%	8 14%	6 18%	24 27%	16 11%	32 23%	2 6%	6 16%	13 11%	33 25%	3 5%	4 12%	17 14%	29 23%	2 4%	5 12%	18 25%	17 17%	22 11%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (CREDIT UNION - BANK)	237	56	71	38	57	39	71	89	125	54	41	213	24	101	113	111	104	182	50	82
	59%	66%	65%	43%	61%	50%	56%	76%	54%	66%	71%	58%	70%	60%	61%	63%	65%	59%	63%	62%
CREDIT UNION	259	60	78	43	60	43	82	91	138	59	42	234	25	110	123	121	112	199	54	88
	65%	71%	71%	49%	65%	55%	65%	78%	60%	73%	73%	64%	73%	66%	66%	68%	70%	64%	68%	67%
BANK	23	4	7	5	4	4	10	2	13	5	1	22	1	10	11	9	8	17	4	6
	6%	5%	6%	6%	4%	6%	8%	2%	6%	6%	3%	6%	3%	6%	6%	5%	5%	5%	5%	5%
BOTH	8	-	1	3	2	1	2	2	4	1	1	8	-	6	5	2	4	6	1	4
	2%	-	1%	4%	2%	1%	2%	2%	2%	1%	2%	2%	-	3%	2%	1%	3%	2%	2%	3%
NEITHER ONE	52	11	14	12	14	7	16	12	34	8	8	50	2	21	20	23	19	39	11	16
	13%	13%	13%	13%	15%	10%	13%	10%	15%	9%	13%	14%	6%	13%	11%	13%	12%	13%	14%	12%
DON'T KNOW	58	10	9	25	13	22	16	9	42	8	5	52	7	20	27	23	16	48	10	18
	15%	12%	8%	29%	14%	28%	12%	8%	18%	10%	9%	14%	19%	12%	15%	13%	10%	15%	12%	14%

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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
	TOTAL VOTE	ELEC- TION DAY										/NOT PERRY	TOTAL UNFAV			
BASE-TOTAL SAMPLE	400 100%	166 42%	228 57%	105 26%	90 23%	53 13%	74 18%	65 16%	59 15%	185 46%	301 75%	90 22%	89 22%	159 40%	301 75%	61 15%
**D/S (CREDIT UNION - BANK)	237 59%	95 57%	138 60%	52 50%	56 62%	32 60%	35 48%	40 62%	28 48%	110 60%	179 60%	54 60%	53 59%	101 63%	175 58%	40 66%
CREDIT UNION	259 65%	104 63%	151 66%	60 57%	59 66%	35 66%	42 57%	45 69%	31 52%	122 66%	198 66%	57 64%	58 65%	109 69%	194 65%	41 68%
BANK	23 6%	10 6%	13 6%	7 7%	4 4%	3 5%	6 9%	5 7%	3 5%	11 6%	19 6%	3 4%	5 6%	8 5%	19 6%	1 2%
BOTH	8 2%	2 1%	5 2%	3 3%	4 5%	- -	3 4%	- -	2 4%	2 1%	6 2%	2 2%	2 2%	1 1%	4 1%	2 4%
NEITHER ONE	52 13%	29 17%	21 9%	17 16%	11 12%	6 12%	9 12%	12 19%	8 14%	24 13%	38 12%	14 16%	14 16%	19 12%	36 12%	8 14%
DON'T KNOW	58 15%	21 13%	37 16%	18 17%	12 13%	9 17%	13 18%	3 5%	15 25%	26 14%	41 14%	13 14%	10 11%	22 14%	47 16%	7 12%

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	PROB/ LEAN MCCAIN	TOTAL HUCK-ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC	
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
**D/S (CREDIT UNION - BANK)	237 59%	41 58%	112 62%	93 57%	23 69%	18 54%	18 58%	151 61%	75 55%	61 52%	17 53%	113 63%	36 66%	16 42%	50 59%	49 63%	31 56%
CREDIT UNION	259 65%	45 65%	121 68%	103 63%	26 77%	19 57%	19 62%	167 67%	82 61%	68 59%	18 56%	122 68%	39 71%	19 49%	54 64%	54 69%	35 63%
BANK	23 6%	5 7%	10 5%	10 6%	3 8%	1 4%	1 3%	15 6%	7 5%	7 6%	1 3%	9 5%	3 7%	3 7%	4 5%	5 6%	4 7%
BOTH	8 2%	3 5%	6 3%	2 1%	1 3%	2 7%	- -	2 1%	5 3%	5 4%	2 7%	3 2%	1 2%	1 3%	3 4%	1 1%	1 2%
NEITHER ONE	52 13%	8 11%	21 12%	21 13%	1 3%	5 16%	8 28%	29 12%	20 15%	17 15%	5 14%	24 13%	5 9%	6 16%	9 11%	8 10%	6 11%
DON'T KNOW	58 15%	9 12%	22 12%	28 17%	3 8%	5 17%	2 7%	34 14%	21 15%	19 17%	6 19%	20 11%	7 13%	10 25%	14 17%	11 14%	10 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

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (CREDIT UNION - BANK)	237 59%	114 58%	177 55%	37 76%	84 55%	194 63%	10 55%	129 68%	106 51%	51 75%	161 55%	72 70%	161 56%
CREDIT UNION	259 65%	125 64%	198 62%	39 79%	97 63%	213 70%	11 62%	138 73%	119 57%	53 78%	182 62%	76 73%	180 63%
BANK	23 6%	11 6%	20 6%	2 3%	13 9%	20 6%	1 6%	9 5%	13 6%	2 3%	20 7%	3 3%	19 7%
BOTH	8 2%	3 2%	7 2%	- -	1 1%	6 2%	- -	4 2%	2 1%	2 3%	3 1%	- -	8 3%
NEITHER ONE	52 13%	27 14%	48 15%	3 7%	21 13%	37 12%	2 13%	23 12%	29 14%	4 6%	40 14%	11 11%	39 13%
DON'T KNOW	58 15%	29 15%	47 15%	5 11%	21 14%	29 10%	3 19%	15 8%	43 21%	6 9%	45 16%	13 13%	42 14%

Table 50-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ SUB-		URBAN
		NEWS	NEWS				NEWS	NEWS					OTHER	URBAN	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
**D/S (CREDIT UNION - BANK)	237 59%	84 58%	45 64%	38 63%	31 56%	59 65%	42 54%	29 48%	33 65%	28 71%	26 57%	98 56%	40 69%	74 61%	
CREDIT UNION	259 65%	91 63%	50 72%	42 69%	34 62%	64 70%	47 60%	35 58%	34 67%	30 76%	28 61%	113 65%	40 69%	79 65%	
BANK	23 6%	7 5%	5 7%	4 6%	3 5%	5 5%	5 6%	6 10%	1 2%	2 5%	2 4%	16 9%	- -	5 4%	
BOTH	8 2%	3 2%	- -	2 3%	1 2%	1 1%	- -	1 2%	- -	- -	- -	2 1%	3 6%	2 2%	
NEITHER ONE	52 13%	18 13%	6 9%	7 12%	9 16%	14 15%	12 15%	10 16%	8 15%	3 9%	7 15%	19 11%	6 10%	20 16%	
DON'T KNOW	58 15%	25 17%	8 12%	6 10%	8 14%	8 8%	15 19%	8 13%	8 16%	4 11%	9 20%	25 14%	9 16%	15 13%	

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=SAMPLE A	199 100%	125 63%	52 26%	177 89%	18 9%	79 39%	34 17%	90 45%	31 16%	43 22%	16 8%	46 23%	26 13%	36 18%	94 47%	105 53%	64 32%	40 20%	42 21%	52 26%	50 25%	147 73%	42 21%
**D/S (CREDIT UNION - BANK)	21 11%	11 9%	3 6%	14 8%	7 42%	1 2%	1 2%	14 16%	1 5%	9 21%	2 10%	4 8%	4 14%	2 5%	24 26%	-3 -3%	15 24%	-5 -13%	6 13%	4 7%	9 18%	17 12%	4 10%
CREDIT UNION	89 45%	52 42%	24 45%	75 43%	11 63%	31 40%	11 33%	40 45%	12 38%	22 51%	7 45%	21 45%	13 49%	14 38%	51 54%	37 36%	34 53%	11 27%	21 50%	21 41%	18 37%	62 42%	22 51%
BANK	67 34%	41 33%	20 39%	61 35%	4 20%	30 38%	11 31%	26 29%	11 34%	13 30%	6 34%	17 37%	9 35%	12 33%	27 29%	40 38%	18 29%	16 40%	15 37%	17 34%	10 19%	45 31%	18 41%
BOTH	7 4%	4 3%	2 4%	6 3%	1 6%	3 4%	2 7%	4 4%	2 8%	1 2%	1 9%	- -	1 3%	2 5%	1 1%	6 6%	1 1%	2 5%	2 4%	3 5%	2 3%	6 4%	1 3%
NEITHER ONE	1 -	1 1%	- -	1 -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 2%	1 1%	- -	- -	1 2%	- -	- -	- -	1 1%	- -
DON'T KNOW	35 18%	27 22%	6 12%	33 19%	2 11%	13 16%	10 30%	20 22%	6 20%	8 18%	2 12%	8 17%	3 13%	8 21%	14 15%	21 20%	11 17%	10 25%	4 9%	10 20%	20 41%	33 23%	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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE				GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION					
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+
BASE=SAMPLE A	189	31	21	37	30	15	54	70	76	18	24	49	71	31	22	61	58	29	23	45	52	92
	100%	16%	11%	20%	16%	8%	29%	37%	40%	10%	13%	26%	38%	16%	11%	32%	31%	15%	12%	24%	27%	49%
**D/S (CREDIT UNION - BANK)	21	14	-	8	-1	-2	1	18	-1	4	-	13	-2	6	-3	5	5	4	-1	9	-1	13
	11%	44%	-1%	22%	-4%	-14%	2%	25%	-1%	24%	-1%	26%	-3%	21%	-14%	8%	8%	15%	-5%	21%	-3%	14%
CREDIT UNION	83	19	7	21	11	4	20	37	25	11	11	27	23	15	8	25	23	13	10	22	22	40
	44%	63%	31%	57%	38%	25%	37%	52%	33%	59%	45%	55%	32%	51%	37%	41%	40%	45%	45%	49%	42%	43%
BANK	63	6	7	13	13	6	19	19	26	6	11	14	25	9	11	20	18	9	11	13	23	27
	33%	19%	32%	35%	42%	39%	34%	27%	34%	35%	46%	29%	35%	30%	52%	34%	31%	30%	50%	29%	44%	29%
BOTH	7	-	1	-	1	1	4	1	5	-	1	-	4	1	1	1	3	2	-	3	-	4
	4%	-	4%	-	3%	8%	8%	1%	7%	-	5%	-	6%	3%	5%	1%	6%	7%	-	7%	-	4%
NEITHER ONE	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-
	-	-	4%	-	-	-	-	1%	-	-	-	2%	-	-	-	1%	-	-	-	-	2%	-
DON'T KNOW	35	5	6	3	5	4	12	13	20	1	1	7	20	5	1	13	13	5	1	7	6	22
	19%	18%	28%	8%	18%	28%	21%	19%	26%	6%	4%	15%	28%	17%	5%	22%	23%	18%	4%	15%	12%	24%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=SAMPLE A	199	42	47	55	45	45	54	59	103	49	35	182	18	73	89	90	82	153	41	58
	100%	21%	24%	28%	23%	27%	30%	52%	24%	18%	91%	9%	37%	45%	45%	41%	77%	20%	29%	
**D/S (CREDIT UNION - BANK)	21	9	12	-2	1	-	17	1	14	3	4	16	6	11	8	16	8	22	-	13
	11%	23%	25%	-3%	1%	1%	32%	1%	13%	6%	12%	9%	32%	14%	8%	18%	10%	15%	-	23%
CREDIT UNION	89	22	25	22	14	17	32	23	46	20	17	78	11	34	39	44	35	70	18	29
	45%	52%	54%	40%	31%	38%	59%	39%	45%	41%	47%	43%	59%	47%	43%	49%	43%	45%	44%	49%
BANK	67	12	13	23	13	17	14	22	33	17	12	63	5	24	31	28	27	47	18	15
	34%	30%	28%	43%	30%	37%	27%	37%	32%	35%	35%	34%	28%	33%	35%	32%	33%	31%	44%	26%
BOTH	7	-	1	3	3	-	2	2	4	2	1	6	1	2	3	4	2	6	2	2
	4%	-	2%	6%	7%	1%	3%	3%	4%	4%	3%	3%	7%	3%	3%	5%	3%	4%	4%	3%
NEITHER ONE	1	1	-	-	-	-	1	-	-	1	-	1	-	-	1	-	1	1	-	-
	-	2%	-	-	-	-	2%	-	-	2%	-	-	-	-	1%	-	1%	1%	-	-
DON'T KNOW	35	7	8	6	14	11	5	12	20	9	5	34	1	13	16	13	17	30	3	13
	18%	16%	16%	12%	32%	24%	9%	21%	19%	18%	15%	19%	6%	18%	18%	14%	21%	20%	8%	22%

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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
	TOTAL	EARLY										DAY	PERRY			
BASE=SAMPLE A	199	86	109	51	46	26	34	30	37	89	143	51	35	70	150	38
	100%	43%	55%	25%	23%	13%	17%	15%	19%	45%	72%	26%	17%	35%	75%	19%
**D/S (CREDIT UNION - BANK)	21	12	10	8	8	2	6	6	-	13	20	-	7	1	5	16
	11%	14%	10%	15%	17%	9%	17%	19%	1%	15%	14%	-	21%	1%	3%	42%
CREDIT UNION	89	40	49	25	21	11	17	16	11	41	66	20	18	28	61	22
	45%	47%	44%	49%	46%	41%	51%	56%	31%	46%	46%	38%	51%	41%	40%	58%
BANK	67	28	38	17	13	8	12	11	11	28	46	20	10	28	55	6
	34%	33%	35%	33%	29%	32%	34%	36%	30%	32%	32%	39%	30%	40%	37%	17%
BOTH	7	3	4	3	-	1	2	-	-	5	7	-	2	2	6	1
	4%	4%	4%	6%	1%	3%	6%	1%	-	6%	5%	1%	4%	3%	4%	3%
NEITHER ONE	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-
	-	-	1%	-	2%	-	-	-	-	-	-	2%	-	-	1%	-
DON'T KNOW	35	14	18	6	10	6	3	2	15	15	24	10	5	12	27	8
	18%	17%	16%	12%	22%	23%	9%	7%	40%	17%	17%	21%	15%	16%	18%	22%

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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	PROB/ LEAN		TOTAL		EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
	MCCAIN	MCCAIN	MCCAIN	ABEE							CNTRY	IMMIG						
BASE=SAMPLE A	199	28	79	90	15	14	13	125	66	58	14	86	28	19	36	45	31	
	100%	14%	40%	45%	8%	7%	7%	63%	33%	29%	7%	43%	14%	10%	18%	22%	15%	
**D/S (CREDIT UNION - BANK)	21	4	12	2	1	-2	1	14	3	1	-	16	7	-	2	6	5	
	11%	14%	15%	3%	5%	-14%	5%	11%	4%	2%	1%	19%	26%	1%	5%	13%	17%	
CREDIT UNION	89	14	38	36	7	4	6	56	27	23	6	40	15	8	18	20	14	
	45%	52%	48%	40%	47%	31%	47%	45%	42%	40%	40%	46%	54%	40%	50%	46%	46%	
BANK	67	10	26	34	6	6	5	43	25	22	5	23	8	7	16	14	9	
	34%	37%	33%	37%	42%	46%	41%	34%	38%	38%	39%	27%	29%	38%	45%	32%	29%	
BOTH	7	-	2	4	-	-	1	4	3	3	1	1	3	1	1	1	1	
	4%	-	2%	4%	-	-	5%	3%	5%	6%	8%	2%	10%	4%	3%	3%	4%	
NEITHER ONE	1	-	-	1	-	-	-	-	1	1	1	1	-	-	-	-	-	
	-	-	-	1%	-	-	-	-	1%	1%	6%	1%	-	-	-	-	-	
DON'T KNOW	35	3	13	16	2	3	1	22	10	9	1	20	2	3	1	9	6	
	18%	11%	16%	17%	10%	23%	7%	18%	15%	15%	7%	24%	7%	18%	2%	19%	21%	

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

	BANKS IMAGE				CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM	
	TOTAL	SMWWT FAV	TOTAL FAV	TOTAL UNFAV	SMWWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=SAMPLE A	199	99	165	24	85	153	9	93	104	30	154	49	144
	100%	49%	83%	12%	43%	77%	5%	47%	52%	15%	77%	25%	72%
**D/S (CREDIT UNION - BANK)	21	17	20	1	6	35	-2	42	-20	17	-4	-	21
	11%	17%	12%	6%	7%	23%	-21%	44%	-19%	58%	-2%	-	15%
CREDIT UNION	89	47	76	11	38	81	2	62	26	21	58	18	68
	45%	48%	46%	45%	45%	53%	27%	66%	25%	72%	37%	37%	47%
BANK	67	30	55	9	32	46	4	20	46	4	61	18	47
	34%	31%	34%	40%	38%	30%	47%	22%	44%	14%	40%	37%	32%
BOTH	7	2	6	-	2	6	-	4	3	-	7	1	6
	4%	2%	4%	-	3%	4%	-	4%	3%	1%	4%	2%	4%
NEITHER ONE	1	-	-	-	-	-	-	-	1	-	1	1	-
	-	-	-	-	-	-	-	-	1%	-	1%	2%	-
DON'T KNOW	35	19	28	4	13	19	2	7	28	4	27	11	23
	18%	19%	17%	15%	15%	13%	26%	8%	27%	13%	18%	22%	16%

Table 51-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	NET- CABLE NEWS	NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=SAMPLE A	199 100%	71 35%	38 19%	24 12%	29 15%	44 22%	38 19%	30 15%	30 15%	17 8%	33 17%	86 43%	28 14%	52 26%
**D/S (CREDIT UNION - BANK)	21 11%	8 12%	2 6%	9 39%	-2 -7%	13 30%	-2 -4%	3 9%	3 9%	1 7%	4 12%	-3 -3%	13 44%	8 15%
CREDIT UNION	89 45%	28 39%	17 45%	14 60%	11 38%	23 52%	14 35%	13 45%	12 42%	8 47%	14 42%	33 39%	18 64%	23 44%
BANK	67 34%	19 27%	14 39%	5 22%	13 45%	9 22%	15 40%	11 36%	10 33%	7 40%	10 31%	36 42%	6 20%	15 29%
BOTH	7 4%	4 6%	-	1 5%	1 3%	2 5%	2 5%	1 2%	1 4%	-	4 12%	3 4%	-	-
NEITHER ONE	1 -	1 1%	-	-	-	-	-	-	1 3%	-	-	1 1%	-	-
DON'T KNOW	35 18%	18 26%	6 17%	3 13%	4 14%	10 22%	8 20%	5 16%	5 18%	2 12%	5 15%	12 14%	4 16%	14 27%

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOUS-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=SAMPLE B	201	135	43	178	19	82	32	115	26	62	16	48	22	28	114	87	56	43	53	48	55	149	36
	100%	67%	21%	89%	9%	41%	16%	58%	13%	31%	8%	24%	11%	14%	57%	43%	28%	22%	26%	24%	27%	74%	18%
**D/S (CREDIT UNION - BANK)	62	25	26	51	9	14	10	25	11	20	-1	16	8	8	45	17	25	1	17	20	17	45	13
	31%	18%	61%	29%	51%	17%	31%	22%	43%	33%	-7%	34%	37%	29%	40%	20%	44%	2%	33%	41%	30%	30%	36%
CREDIT UNION	104	61	29	90	11	36	14	54	13	31	7	27	12	14	66	38	35	17	27	25	28	77	20
	52%	45%	68%	51%	62%	44%	45%	47%	52%	51%	45%	56%	53%	52%	58%	44%	62%	40%	51%	53%	51%	51%	55%
BANK	42	36	3	39	2	22	5	29	2	11	8	10	4	6	21	21	10	17	9	5	12	31	7
	21%	27%	7%	22%	11%	27%	14%	25%	9%	18%	52%	22%	16%	23%	19%	24%	19%	38%	18%	11%	21%	21%	19%
BOTH	1	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	1	1	-
	-	-	2%	1%	-	-	-	-	-	-	-	-	4%	-	1%	-	-	-	-	2%	2%	1%	-
NEITHER ONE	5	3	1	4	1	2	-	4	1	1	-	2	-	1	1	4	1	2	2	-	1	4	1
	3%	2%	3%	2%	4%	3%	-	4%	4%	2%	-	5%	-	3%	1%	5%	2%	5%	4%	-	2%	3%	3%
DON'T KNOW	48	35	9	43	4	21	13	28	9	18	-	8	6	6	24	24	10	7	14	17	14	36	8
	24%	26%	20%	24%	23%	26%	41%	25%	35%	30%	2%	17%	27%	23%	21%	28%	17%	17%	28%	34%	25%	24%	23%

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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	CONS	CONS	MOD/	MOD/	BASE	BASE	SOFT	SOFT	BASE	BASE	SOFT	SOFT	HS	OR	SOME	
		18-44	45-54	55+	18-44	45-54	55+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-54	55+	18-54	55+	LESS	COLL	COLL+	
BASE=SAMPLE B	185	24	17	62	25	22	34	82	67	22	14	68	57	23	17	60	66	20	20	25	50	110	
	100%	13%	9%	34%	13%	12%	19%	44%	36%	12%	7%	37%	31%	13%	9%	33%	35%	11%	11%	13%	27%	60%	
**D/S (CREDIT UNION - BANK)	58	7	4	31	14	-2	4	30	15	11	1	15	9	18	7	9	14	9	16	6	16	37	
	32%	30%	21%	49%	57%	-8%	12%	37%	23%	52%	11%	21%	15%	76%	43%	15%	22%	46%	77%	23%	32%	33%	
CREDIT UNION	96	14	9	37	16	7	12	46	31	15	5	33	23	18	9	28	28	12	16	12	29	56	
	52%	58%	52%	60%	65%	33%	36%	56%	46%	67%	36%	48%	41%	78%	56%	46%	43%	60%	77%	48%	58%	51%	
BANK	38	7	5	7	2	9	8	16	16	3	3	18	15	1	2	19	14	3	-	6	13	19	
	21%	28%	31%	11%	9%	41%	24%	19%	23%	15%	25%	27%	25%	2%	13%	31%	21%	14%	-	25%	26%	17%	
BOTH	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-
	-	-	-	1%	-	-	-	1%	-	-	-	-	-	4%	-	-	-	-	4%	-	2%	-	
NEITHER ONE	5	-	1	-	1	1	2	1	3	-	1	1	2	-	1	2	1	1	-	2	1	2	
	3%	-	6%	-	4%	5%	6%	1%	5%	-	8%	1%	4%	-	7%	3%	2%	6%	-	8%	2%	2%	
DON'T KNOW	44	3	2	17	5	5	12	19	18	4	4	16	17	4	4	11	22	4	4	5	7	33	
	24%	14%	11%	28%	22%	21%	34%	23%	26%	18%	31%	24%	30%	16%	24%	19%	34%	20%	18%	19%	13%	30%	

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE=SAMPLE B	201	42	62	33	48	32	72	57	128	33	22	183	17	94	96	89	77	155	39	74
	100%	21%	31%	16%	24%	16%	36%	28%	64%	16%	11%	91%	9%	47%	48%	44%	38%	77%	20%	37%
**D/S (CREDIT UNION - BANK)	62	17	24	5	12	7	25	17	29	20	8	52	10	30	27	32	18	39	20	23
	31%	41%	40%	14%	25%	23%	35%	30%	23%	62%	36%	28%	60%	32%	28%	36%	24%	25%	51%	32%
CREDIT UNION	104	26	34	14	21	14	41	28	60	22	14	93	12	50	49	48	37	76	24	39
	52%	62%	56%	44%	44%	45%	57%	50%	47%	68%	62%	50%	69%	53%	51%	54%	48%	49%	61%	53%
BANK	42	9	10	10	9	7	16	11	30	2	6	40	2	20	22	16	19	37	4	16
	21%	21%	16%	30%	19%	21%	22%	20%	24%	6%	26%	22%	9%	22%	23%	18%	24%	24%	11%	21%
BOTH	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1	1	-	1
	-	2%	-	-	-	3%	-	-	-	3%	-	-	5%	-	1%	-	1%	1%	-	1%
NEITHER ONE	5	-	1	3	1	1	1	1	4	1	-	5	-	4	2	3	4	5	-	4
	3%	-	2%	9%	2%	3%	1%	2%	3%	3%	-	3%	-	5%	2%	4%	5%	3%	-	6%
DON'T KNOW	48	6	17	5	17	9	14	16	34	6	3	45	3	19	23	21	16	36	11	14
	24%	14%	27%	16%	34%	28%	20%	29%	27%	20%	12%	25%	17%	20%	23%	24%	21%	23%	28%	19%

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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN				
	TOTAL VOTE	ELEC- TION DAY										SMWT FAV	TOTAL FAV	TOTAL UNFAV		
BASE=SAMPLE B	201 100%	80 40%	118 59%	54 27%	44 22%	27 13%	40 20%	36 18%	22 11%	96 48%	158 79%	39 19%	54 27%	89 44%	151 75%	23 11%
**D/S (CREDIT UNION - BANK)	62 31%	22 27%	40 34%	14 27%	12 27%	8 28%	7 18%	11 30%	2 11%	39 41%	56 35%	6 16%	14 26%	32 36%	46 30%	9 40%
CREDIT UNION	104 52%	37 46%	66 56%	25 46%	24 55%	13 50%	16 41%	19 54%	8 38%	57 59%	86 55%	17 44%	29 54%	50 56%	78 52%	13 55%
BANK	42 21%	15 19%	26 22%	10 19%	12 28%	6 21%	9 23%	8 24%	6 27%	18 18%	30 19%	11 28%	15 28%	18 20%	33 22%	4 16%
BOTH	1 -	1 1%	- -	- -	- -	- -	- -	- -	- 1%	1 1%	1 3%	- -	- -	1 1%	1 2%	- -
NEITHER ONE	5 3%	2 2%	3 3%	2 4%	- -	1 4%	2 5%	- -	- -	1 1%	5 3%	- -	4 8%	1 1%	3 2%	- -
DON'T KNOW	48 24%	26 32%	23 19%	17 31%	8 18%	7 25%	12 31%	8 22%	8 35%	20 21%	36 22%	11 29%	5 10%	19 22%	36 24%	7 29%

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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	PROB/ LEAN		TOTAL		EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
	TOTAL	MCCAIN	MCCAIN	HUCK- ABEE							CNTRY	CNTRY						
BASE=SAMPLE B	201	42	100	74	18	19	18	123	68	58	18	92	27	19	48	33	25	
	100%	21%	50%	37%	9%	9%	9%	61%	34%	29%	9%	46%	13%	9%	24%	17%	12%	
**D/S (CREDIT UNION - BANK)	62	13	34	18	4	7	2	48	10	3	3	35	12	2	5	17	14	
	31%	32%	34%	25%	24%	36%	11%	39%	14%	5%	15%	38%	45%	9%	10%	52%	55%	
CREDIT UNION	104	23	54	36	9	11	6	70	30	22	8	49	18	7	21	20	17	
	52%	54%	54%	49%	52%	59%	37%	57%	44%	37%	42%	53%	66%	36%	44%	61%	69%	
BANK	42	9	20	17	5	4	4	22	20	19	5	14	6	5	16	3	4	
	21%	22%	20%	24%	28%	23%	25%	18%	29%	32%	27%	15%	21%	27%	34%	9%	14%	
BOTH	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	
	-	-	1%	-	5%	-	-	-	-	-	-	1%	-	-	-	-	-	
NEITHER ONE	5	1	4	-	1	1	1	2	3	3	1	4	-	1	-	2	1	
	3%	3%	4%	-	6%	6%	6%	1%	5%	6%	6%	5%	-	4%	-	7%	4%	
DON'T KNOW	48	9	20	20	2	2	6	30	15	15	5	25	4	6	10	8	3	
	24%	22%	20%	27%	10%	12%	32%	24%	22%	25%	25%	27%	13%	32%	21%	23%	12%	

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE=SAMPLE B	201 100%	97 48%	155 77%	25 13%	68 34%	153 76%	8 4%	96 48%	104 52%	38 19%	137 68%	54 27%	144 72%
**D/S (CREDIT UNION - BANK)	62 31%	31 32%	46 30%	7 26%	16 23%	47 31%	4 55%	36 38%	26 25%	16 41%	34 24%	15 27%	46 32%
CREDIT UNION	104 52%	53 54%	80 52%	12 49%	32 47%	81 53%	5 68%	55 57%	50 48%	21 56%	69 51%	27 50%	76 53%
BANK	42 21%	22 22%	34 22%	6 23%	16 24%	34 22%	1 14%	18 19%	24 23%	6 15%	36 26%	12 23%	29 20%
BOTH	1 -	1 1%	1 1%	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -	- -	1 1%
NEITHER ONE	5 3%	2 2%	3 2%	2 7%	3 5%	4 3%	- -	2 2%	3 3%	1 3%	3 2%	2 4%	3 2%
DON'T KNOW	48 24%	19 20%	36 24%	5 21%	17 24%	33 21%	1 18%	20 21%	27 26%	9 25%	29 21%	13 24%	34 24%

Table 52-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	NET-					NET-					SMALL				
	TOTAL	CABLE NEWS	WORK NEWS	NEWS RADIO	NEWS- PAPER	TOTAL	CABLE NEWS	WORK NEWS	NEWS RADIO	NEWS- PAPER	RURAL	OTHER	SUB- URBAN	URBAN	
BASE=SAMPLE B	201	74	33	37	26	48	40	30	21	23	13	89	29	70	
	100%	37%	16%	19%	13%	24%	20%	15%	11%	11%	6%	44%	15%	35%	
**D/S (CREDIT UNION - BANK)	62	25	8	16	8	17	12	8	9	5	6	22	9	25	
	31%	34%	24%	44%	32%	35%	31%	26%	42%	22%	51%	25%	30%	36%	
CREDIT UNION	104	38	17	23	14	28	21	14	13	11	9	44	15	36	
	52%	51%	51%	61%	52%	58%	51%	46%	59%	50%	72%	50%	50%	52%	
BANK	42	13	9	6	5	11	8	6	4	6	3	22	6	11	
	21%	18%	28%	17%	20%	23%	20%	20%	17%	27%	21%	25%	19%	16%	
BOTH	1	-	-	-	-	-	-	1	-	-	-	-	-	1	
	-	-	-	-	-	-	-	3%	-	-	-	-	-	1%	
NEITHER ONE	5	4	1	-	-	1	2	-	-	-	-	3	-	2	
	3%	5%	4%	-	-	2%	5%	-	-	-	-	3%	-	3%	
DON'T KNOW	48	19	6	8	7	8	10	9	5	5	1	19	9	19	
	24%	25%	17%	22%	28%	17%	24%	31%	24%	23%	7%	22%	31%	27%	

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
						CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS	CONS
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (SUPPORT - OPPOSE)	271 68%	182 70%	65 69%	247 70%	16 45%	103 64%	57 86%	133 65%	35 62%	79 75%	17 55%	63 67%	33 68%	44 69%	143 69%	128 67%	81 68%	45 54%	67 71%	75 75%	79 76%	193 65%	60 77%
TOTAL SUPPORT -----	320 80%	208 80%	79 83%	288 81%	24 67%	123 77%	59 89%	160 78%	43 76%	88 84%	24 75%	75 80%	38 79%	52 81%	170 82%	151 78%	97 80%	58 70%	79 84%	84 84%	89 85%	231 78%	68 86%
TOTAL OPPOSE -----	49 12%	27 10%	14 15%	41 11%	8 23%	20 13%	2 3%	27 13%	8 14%	9 8%	6 20%	13 14%	5 11%	8 13%	26 13%	23 12%	15 13%	13 16%	12 12%	9 9%	10 9%	38 13%	7 10%
STRONGLY SUPPORT	223 56%	142 55%	58 61%	200 56%	17 47%	83 52%	45 68%	108 52%	25 43%	61 58%	16 49%	53 57%	30 62%	38 60%	120 58%	103 54%	62 52%	39 47%	60 63%	60 60%	64 61%	163 55%	45 58%
SOMEWHAT SUPPORT	97 24%	66 25%	21 22%	87 25%	7 20%	40 25%	14 21%	52 25%	19 32%	26 25%	8 26%	22 23%	8 17%	14 21%	49 24%	47 25%	34 28%	19 23%	19 20%	24 24%	25 24%	68 23%	22 28%
SOMEWHAT OPPOSE	20 5%	11 4%	8 8%	19 5%	1 3%	9 6%	1 2%	10 5%	1 2%	4 4%	3 10%	6 6%	2 5%	4 6%	10 5%	10 5%	4 3%	7 9%	5 5%	4 4%	3 3%	15 5%	4 5%
STRONGLY OPPOSE	29 7%	16 6%	6 6%	21 6%	7 19%	11 7%	1 2%	17 8%	7 12%	4 4%	3 10%	7 8%	3 6%	4 7%	16 8%	13 7%	11 9%	6 7%	7 7%	5 5%	7 6%	23 8%	4 5%
DON'T KNOW	26 7%	22 8%	1 1%	23 6%	4 10%	15 9%	5 8%	16 8%	6 11%	6 6%	1 2%	6 6%	4 8%	4 6%	11 5%	16 8%	8 7%	8 10%	3 3%	7 7%	6 6%	23 8%	2 3%
REFUSED	4 1%	3 1%	1 1%	4 1%	- -	2 1%	- -	2 1%	- -	2 2%	1 3%	- -	1 2%	- -	1 1%	3 2%	- -	3 4%	1 1%	- -	- -	3 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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE				GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION					
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/LIB MEN	MOD/LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE 18-54	BASE 55+	SOFT 18-54	SOFT 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
**D/S (SUPPORT - OPPOSE)	254	40	15	76	37	23	63	98	96	32	28	84	88	37	26	74	97	32	32	48	64	142
TOTAL SUPPORT	299	45	24	87	44	27	71	120	112	36	32	95	101	46	31	89	106	40	37	57	76	167
TOTAL OPPOSE	46	5	9	11	8	4	8	22	16	4	4	11	13	8	5	15	9	8	5	9	12	24
STRONGLY SUPPORT	209	27	18	65	30	17	51	83	80	26	19	65	69	32	24	55	78	30	26	41	57	110
SOMEWHAT SUPPORT	90	18	6	22	14	10	20	37	31	10	13	30	31	14	7	34	28	10	11	16	18	56
SOMEWHAT OPPOSE	19	2	6	3	2	2	5	9	6	1	3	4	6	5	3	6	4	5	3	6	4	9
STRONGLY OPPOSE	26	3	4	8	5	2	3	13	10	2	1	7	7	3	2	9	5	3	2	4	8	15
DON'T KNOW	25	5	4	2	3	3	8	11	12	-	2	9	12	-	1	13	8	1	-	3	13	9
REFUSED	4	-	1	-	-	2	1	-	3	1	-	1	2	-	1	3	-	-	1	1	1	2

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (SUPPORT - OPPOSE)	271	64	67	48	76	55	79	81	154	59	39	249	22	140	138	107	103	212	54	106
	68%	76%	61%	55%	81%	71%	62%	70%	67%	72%	69%	68%	64%	84%	74%	60%	65%	69%	67%	80%
TOTAL SUPPORT	320	72	84	61	83	63	97	97	183	68	45	292	28	148	155	136	124	247	66	114
-----	80%	86%	77%	69%	89%	82%	77%	83%	79%	84%	78%	80%	80%	89%	84%	76%	78%	80%	82%	86%
TOTAL OPPOSE	49	8	17	13	7	8	18	15	29	10	6	43	6	8	17	29	21	35	12	8
-----	12%	10%	16%	15%	8%	10%	14%	13%	13%	12%	10%	12%	17%	5%	9%	16%	13%	11%	15%	6%
STRONGLY SUPPORT	223	55	55	44	55	44	64	74	121	48	37	203	20	110	105	94	86	170	45	85
	56%	65%	51%	50%	59%	56%	51%	64%	52%	59%	64%	56%	58%	66%	57%	52%	54%	55%	57%	64%
SOMEWHAT SUPPORT	97	18	29	17	27	19	33	22	62	20	8	89	8	38	50	42	38	76	20	29
	24%	21%	26%	19%	29%	25%	26%	19%	27%	25%	14%	24%	22%	23%	27%	24%	24%	25%	25%	22%
SOMEWHAT OPPOSE	20	6	5	4	5	3	9	6	12	6	1	19	1	4	11	9	10	16	4	4
	5%	7%	4%	5%	5%	4%	7%	6%	5%	8%	2%	5%	3%	2%	6%	5%	6%	5%	5%	3%
STRONGLY OPPOSE	29	3	12	9	3	5	10	9	18	3	4	24	5	4	7	20	11	19	8	4
	7%	3%	11%	10%	3%	6%	8%	8%	8%	4%	8%	7%	14%	3%	4%	11%	7%	6%	10%	3%
DON'T KNOW	26	4	7	12	2	6	9	4	16	3	5	25	1	8	10	13	12	22	2	8
	7%	4%	6%	14%	2%	8%	7%	4%	7%	4%	9%	7%	3%	5%	5%	7%	8%	7%	3%	6%
REFUSED	4	-	1	2	1	-	2	-	2	-	2	4	-	2	3	1	2	4	-	2
	1%	-	1%	2%	1%	-	2%	-	1%	-	3%	1%	-	1%	2%	1%	1%	1%	-	2%

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

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL VOTE	ELEC-TION	TERR/NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC					SEC	FAV	FAV	UNFAV	FAV	FAV	UNFAV		
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (SUPPORT - OPPOSE)	271	114	152	74	50	39	53	50	47	140	229	35	61	118	199	42
	68%	69%	67%	70%	55%	74%	72%	77%	79%	75%	76%	39%	69%	75%	66%	70%
TOTAL SUPPORT	320	135	181	85	64	45	61	56	50	157	256	56	73	134	239	48
-----	80%	81%	79%	81%	71%	85%	83%	86%	85%	85%	85%	63%	82%	84%	80%	79%
TOTAL OPPOSE	49	20	29	11	14	6	8	6	3	17	27	22	12	15	40	6
-----	12%	12%	13%	10%	16%	11%	11%	9%	6%	9%	9%	24%	13%	10%	13%	9%
STRONGLY SUPPORT	223	103	116	61	46	32	43	41	32	99	180	37	54	96	166	32
	56%	62%	51%	58%	51%	60%	58%	63%	55%	53%	60%	42%	60%	60%	55%	53%
SOMEWHAT SUPPORT	97	31	65	24	18	13	18	15	18	58	76	19	19	38	73	16
	24%	19%	29%	23%	20%	25%	25%	23%	30%	31%	25%	21%	22%	24%	24%	26%
SOMEWHAT OPPOSE	20	7	13	6	5	2	5	1	1	7	11	9	3	5	14	4
	5%	4%	6%	6%	5%	4%	6%	2%	1%	4%	4%	10%	4%	3%	5%	7%
STRONGLY OPPOSE	29	14	15	5	10	4	3	5	3	11	16	13	9	11	26	1
	7%	8%	7%	4%	11%	7%	5%	8%	4%	6%	5%	14%	10%	7%	9%	2%
DON'T KNOW	26	8	17	9	10	2	4	3	5	11	15	10	4	7	18	6
	7%	5%	7%	8%	11%	4%	5%	5%	9%	6%	5%	11%	5%	5%	6%	10%
REFUSED	4	3	1	1	2	-	1	-	-	-	2	2	-	2	3	1
	1%	2%	-	1%	2%	-	1%	-	-	-	1%	2%	-	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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/ CHANCE	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK- ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	TEXAS/ RD CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
**D/S (SUPPORT - OPPOSE)	271 68%	62 89%	150 84%	103 63%	29 85%	27 83%	23 75%	188 76%	72 53%	63 54%	22 67%	120 67%	37 67%	27 69%	60 72%	48 62%	37 66%
TOTAL SUPPORT -----	320 80%	65 93%	159 89%	127 78%	31 91%	28 87%	25 81%	210 85%	97 72%	84 72%	26 80%	140 78%	46 83%	32 83%	70 84%	60 77%	45 80%
TOTAL OPPOSE -----	49 12%	3 4%	9 5%	24 15%	2 6%	1 4%	2 6%	23 9%	25 18%	21 18%	4 13%	20 11%	9 16%	5 14%	10 12%	12 15%	8 15%
STRONGLY SUPPORT	223 56%	44 63%	119 66%	78 48%	21 62%	19 58%	18 59%	140 57%	71 53%	63 54%	19 58%	104 58%	33 61%	20 52%	45 54%	41 53%	29 52%
SOMEWHAT SUPPORT	97 24%	21 30%	41 23%	48 30%	10 29%	10 29%	7 22%	70 28%	25 19%	21 18%	7 22%	36 20%	12 22%	12 31%	25 30%	19 24%	16 28%
SOMEWHAT OPPOSE	20 5%	2 3%	5 3%	10 6%	1 3%	- -	1 3%	11 4%	9 7%	9 8%	2 7%	11 6%	2 3%	1 4%	4 5%	7 8%	3 6%
STRONGLY OPPOSE	29 7%	1 2%	4 2%	14 8%	1 3%	1 4%	1 3%	12 5%	16 12%	12 11%	2 6%	9 5%	7 13%	4 10%	6 7%	5 7%	5 9%
DON'T KNOW	26 7%	1 1%	8 5%	12 7%	- -	2 6%	4 13%	12 5%	12 9%	10 9%	1 3%	15 9%	1 1%	1 3%	4 5%	5 7%	3 5%
REFUSED	4 1%	1 2%	2 1%	1 1%	1 3%	1 3%	- -	3 1%	1 1%	1 1%	1 3%	3 2%	- -	- -	- -	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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL UNFAV	TOTAL FAV	TOTAL UNFAV	TOTAL UNFAV	YES	NO	UNION BANK	UNION BANK	VICTIM	NOT A VICTIM	
BASE=TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (SUPPORT - OPPOSE)	271	132	225	32	111	213	12	127	143	41	202	65	199
	68%	67%	70%	64%	72%	70%	70%	67%	69%	60%	70%	63%	69%
TOTAL SUPPORT	320	155	260	38	124	248	13	153	166	51	235	80	233
-----	80%	79%	81%	78%	81%	81%	76%	81%	80%	75%	81%	77%	81%
TOTAL OPPOSE	49	23	35	7	13	35	1	26	22	10	33	15	35
-----	12%	12%	11%	14%	9%	12%	6%	14%	11%	15%	11%	14%	12%
STRONGLY SUPPORT	223	99	180	24	81	174	10	104	120	39	160	54	164
	56%	51%	56%	48%	53%	57%	57%	55%	58%	58%	55%	52%	57%
SOMEWHAT SUPPORT	97	55	80	15	44	74	3	49	46	12	75	26	69
	24%	28%	25%	30%	28%	24%	19%	26%	22%	17%	26%	25%	24%
SOMEWHAT OPPOSE	20	10	15	3	6	14	-	10	9	4	16	4	16
	5%	5%	5%	6%	4%	5%	-	5%	4%	5%	5%	4%	6%
STRONGLY OPPOSE	29	13	20	4	7	21	1	16	13	7	17	10	19
	7%	7%	6%	7%	5%	7%	6%	8%	6%	10%	6%	10%	7%
DON'T KNOW	26	17	23	2	14	19	2	9	17	6	18	7	17
	7%	9%	7%	4%	9%	6%	12%	5%	8%	9%	6%	7%	6%
REFUSED	4	2	2	2	2	3	1	2	2	-	4	2	2
	1%	1%	1%	4%	1%	1%	6%	1%	1%	-	1%	2%	1%

Table 53-7
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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL NEWS	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (SUPPORT - OPPOSE)	271 68%	108 75%	51 73%	34 55%	37 66%	75 81%	49 63%	31 52%	43 84%	32 80%	23 51%	122 70%	38 66%	88 72%
TOTAL SUPPORT -----	320 80%	120 83%	59 84%	44 72%	44 80%	81 88%	59 75%	44 73%	46 89%	35 89%	34 73%	141 81%	45 78%	101 83%
TOTAL OPPOSE -----	49 12%	12 8%	8 11%	11 17%	8 14%	6 7%	10 13%	12 20%	3 5%	3 9%	10 23%	19 11%	7 12%	13 10%
STRONGLY SUPPORT	223 56%	90 63%	40 58%	29 48%	34 61%	57 62%	45 57%	31 52%	29 58%	22 56%	25 54%	98 56%	33 57%	68 56%
SOMEWHAT SUPPORT	97 24%	30 21%	19 27%	15 24%	11 20%	24 26%	14 18%	12 21%	16 31%	13 33%	9 19%	43 24%	12 22%	33 27%
SOMEWHAT OPPOSE	20 5%	5 4%	1 2%	6 10%	2 4%	1 1%	4 6%	4 7%	2 4%	1 3%	5 10%	8 5%	3 6%	4 3%
STRONGLY OPPOSE	29 7%	7 5%	7 10%	5 8%	6 10%	5 6%	6 7%	8 13%	- 1%	2 6%	6 12%	11 6%	4 6%	9 7%
DON'T KNOW	26 7%	11 8%	3 4%	4 7%	2 4%	5 5%	8 11%	4 7%	3 6%	- -	2 4%	14 8%	4 8%	7 5%
REFUSED	4 1%	1 1%	- -	2 3%	1 2%	- -	1 1%	- -	- -	1 3%	- -	1 1%	1 2%	2 2%

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 ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB		
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	144 36%	104 40%	25 26%	129 36%	13 35%	58 36%	34 52%	74 36%	15 27%	33 31%	14 45%	41 43%	17 36%	24 38%	66 32%	78 41%	36 30%	22 27%	40 42%	44 44%	45 43%	110 37%	24 31%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	70 18%	45 17%	20 21%	65 18%	2 7%	26 16%	13 19%	34 16%	12 21%	12 11%	8 25%	12 12%	8 18%	19 29%	32 15%	38 20%	23 19%	13 16%	11 12%	22 22%	23 22%	52 17%	16 20%
NEWS RADIO	61 15%	40 15%	15 16%	56 16%	5 13%	31 19%	4 6%	37 18%	10 18%	20 19%	3 10%	14 15%	9 19%	5 7%	38 18%	23 12%	21 25%	21 12%	12 12%	6 6%	6 6%	49 17%	9 11%
PRINT NEWSPAPERS	55 14%	25 9%	20 21%	44 13%	10 28%	13 8%	11 17%	26 13%	9 16%	16 15%	4 12%	14 15%	6 12%	6 10%	30 15%	25 13%	7 6%	12 14%	17 18%	19 19%	19 18%	38 13%	13 17%
NEWS WEB SITES	30 8%	20 8%	7 8%	28 8%	3 8%	15 9%	- -	16 8%	4 8%	10 9%	- -	8 9%	4 8%	5 8%	20 9%	11 6%	18 15%	7 9%	5 6%	- -	5 5%	21 7%	7 9%
ON-LINE NEWSPAPERS	20 5%	11 4%	4 4%	15 4%	3 7%	7 5%	- -	10 5%	5 9%	7 7%	1 3%	3 4%	2 3%	1 2%	11 5%	9 5%	10 8%	6 8%	4 4%	- -	5 5%	12 4%	4 5%
NEWS MAGAZINES	4 1%	3 1%	- -	3 1%	1 3%	1 1%	1 2%	2 1%	- -	2 2%	1 3%	1 1%	- -	- -	2 1%	2 1%	1 1%	1 1%	- -	2 2%	1 1%	2 1%	2 3%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	3 1%	2 1%	2 2%	3 1%	- -	1 -	1 1%	1 -	- -	- -	1 2%	- -	2 4%	1 2%	1 1%	2 1%	- -	- -	1 1%	2 2%	1 1%	1 1%	2 2%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	3 1%	3 1%	- -	3 1%	- -	3 2%	2 4%	2 1%	- -	1 1%	- -	- -	- 1%	1 2%	1 1%	1 1%	- -	- -	- -	2 2%	- -	3 1%	- -
POLITICAL BLOGS	2 1%	1 -	1 1%	2 1%	- -	1 1%	- -	2 1%	- -	1 1%	- -	- -	- -	1 2%	2 1%	- -	2 2%	- -	- -	- -	- -	2 1%	- -
CANDIDATE WEB SITES	1 -	1 -	- -	1 -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 -	- -
OTHER	3 1%	3 1%	- -	3 1%	- -	2 1%	- -	1 -	- -	1 1%	- -	1 1%	- -	1 2%	1 1%	2 1%	- -	- -	3 3%	- -	- -	2 1%	1 1%
DON'T KNOW/REFUSED	2 1%	1 -	1 1%	2 1%	- -	1 1%	- -	2 1%	1 2%	1 1%	- -	- -	- -	- -	2 1%	- -	1 1%	- -	- -	1 1%	- -	2 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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	134 36%	10 17%	11 27%	39 40%	22 41%	10 28%	42 47%	46 30%	64 45%	14 35%	10 27%	37 32%	59 46%	15 28%	9 24%	35 29%	61 49%	14 29%	10 24%	23 33%	39 38%	72 36%	
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	68 18%	8 14%	8 20%	15 15%	16 28%	4 12%	17 19%	24 16%	28 19%	7 17%	9 24%	18 15%	27 21%	11 20%	8 21%	25 21%	19 15%	9 19%	9 22%	21 30%	19 19%	28 14%	
NEWS RADIO	58 16%	15 27%	9 22%	13 13%	6 10%	10 28%	5 6%	32 21%	18 12%	4 10%	4 12%	22 19%	16 12%	10 19%	5 13%	26 22%	11 9%	9 19%	6 14%	5 7%	16 16%	37 18%	
PRINT NEWSPAPERS	51 14%	3 5%	6 16%	19 19%	3 6%	4 12%	15 17%	19 13%	19 13%	9 22%	4 11%	12 10%	12 9%	11 21%	8 22%	8 6%	16 13%	5 10%	15 34%	6 9%	14 14%	30 15%	
NEWS WEB SITES	28 8%	13 23%	2 6%	4 4%	3 6%	5 13%	1 1%	16 10%	5 4%	3 8%	4 10%	15 13%	4 3%	2 4%	5 13%	14 12%	5 4%	7 14%	-	4 6%	6 6%	18 9%	
ON-LINE NEWSPAPERS	16 4%	4 8%	2 5%	2 2%	4 7%	2 6%	2 2%	6 4%	6 4%	2 5%	2 5%	5 4%	5 4%	1 2%	2 5%	8 7%	2 1%	3 6%	-	3 4%	2 2%	12 6%	
NEWS MAGAZINES	4 1%	-	1 3%	1 1%	1 2%	-	1 1%	1 1%	1 1%	1 3%	1 3%	2 2%	1 1%	-	-	2 2%	1 1%	-	-	2 3%	-	2 1%	
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	3 1%	-	-	1 1%	-	-	2 2%	1 1%	-	-	2 5%	1 1%	1 1%	1 2%	1 2%	-	2 1%	-	2 4%	1 2%	2 2%	-	
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	3 1%	-	-	1 1%	-	-	1 2%	1 1%	1 1%	-	-	1 1%	1 1%	-	-	-	3 2%	-	-	1 2%	1 1%	-	
POLITICAL BLOGS	2 1%	2 4%	-	-	-	-	-	2 1%	-	-	-	1 1%	-	1 2%	-	1 1%	-	1 2%	-	1 2%	-	1 -	
CANDIDATE WEB SITES	1 -	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 2%	-	-	
OTHER	3 1%	-	-	1 1%	-	-	2 2%	1 1%	1 1%	-	1 3%	1 1%	2 2%	-	-	-	3 3%	-	-	1 1%	1 1%	1 1%	
DON'T KNOW/REFUSED	2 1%	1 2%	-	1 1%	-	-	-	2 1%	-	-	-	1 1%	-	1 2%	-	1 1%	-	-	1 3%	-	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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE-TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	144	29	30	33	42	34	38	41	79	33	20	134	10	60	73	60	57	118	25	49
	36%	35%	28%	37%	45%	43%	30%	36%	34%	41%	35%	37%	28%	36%	39%	34%	36%	38%	31%	37%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	70	17	14	23	15	15	26	13	36	20	13	66	4	34	30	31	34	54	13	25
	18%	21%	12%	26%	16%	20%	21%	11%	15%	24%	22%	18%	11%	20%	16%	18%	22%	17%	17%	19%
NEWS RADIO	61	10	26	11	11	8	28	12	41	8	8	54	7	16	29	28	28	53	6	16
	15%	12%	24%	13%	12%	11%	22%	11%	18%	10%	15%	15%	21%	10%	16%	16%	18%	17%	8%	12%
PRINT NEWSPAPERS	55	10	18	10	13	10	12	23	33	10	9	50	5	30	21	28	21	37	17	23
	14%	12%	16%	12%	14%	14%	10%	20%	14%	12%	15%	14%	15%	18%	11%	16%	13%	12%	21%	17%
NEWS WEB SITES	30	7	12	3	6	3	10	13	21	4	2	29	2	14	18	10	8	22	7	9
	8%	9%	11%	4%	6%	4%	8%	11%	9%	5%	4%	8%	4%	8%	10%	6%	5%	7%	9%	7%
ON-LINE NEWSPAPERS	20	3	5	2	6	2	4	10	9	2	4	16	3	9	9	10	6	12	7	8
	5%	3%	5%	2%	7%	3%	3%	9%	4%	3%	7%	5%	9%	5%	5%	6%	3%	4%	8%	6%
NEWS MAGAZINES	4	1	1	1	1	1	3	-	4	-	-	3	1	1	-	3	-	-	3	-
	1%	1%	1%	1%	1%	1%	3%	-	2%	-	-	1%	3%	1%	-	2%	-	-	4%	-
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	3	1	-	2	-	1	1	1	2	1	-	2	1	-	2	1	1	3	-	1
	1%	2%	-	2%	-	2%	1%	1%	1%	1%	-	1%	3%	-	1%	1%	1%	1%	-	1%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	3	1	-	1	-	2	-	-	2	1	-	3	-	1	1	1	-	1	1	1
	1%	1%	-	1%	-	3%	-	-	1%	1%	-	1%	-	1%	1%	1%	-	-	2%	1%
POLITICAL BLOGS	2	1	1	-	-	-	2	-	2	-	-	-	2	-	1	1	1	2	-	-
	1%	1%	1%	-	-	-	2%	-	1%	-	-	-	6%	-	1%	1%	1%	1%	-	-
CANDIDATE WEB SITES	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	1	1	-	-
	-	1%	-	-	-	-	1%	-	-	-	2%	-	-	-	-	1%	1%	-	-	-
OTHER	3	-	1	2	-	-	-	2	1	2	-	3	-	2	-	1	2	2	-	1
	1%	-	1%	2%	-	-	-	2%	-	3%	-	1%	-	1%	-	1%	1%	1%	-	1%
DON'T KNOW/REFUSED	2	1	1	-	-	-	2	-	2	-	-	2	-	-	1	1	-	2	-	-
	1%	1%	1%	-	-	-	2%	-	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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	TOTAL	EARLY	ELEC- TION DAY	TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	144	64	78	45	28	14	33	22	26	66	116	26	28	54	112	20
	36%	38%	34%	43%	31%	26%	45%	34%	45%	36%	39%	29%	32%	34%	37%	33%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	70	22	47	12	14	15	7	12	5	35	57	10	16	29	57	5
	18%	13%	21%	11%	15%	28%	9%	18%	9%	19%	19%	11%	18%	18%	19%	8%
NEWS RADIO	61	23	37	16	23	5	11	10	10	27	31	27	12	24	40	16
	15%	14%	16%	15%	25%	10%	14%	15%	17%	14%	10%	30%	13%	15%	13%	26%
PRINT NEWSPAPERS	55	29	25	11	11	8	11	15	4	23	48	6	21	26	42	9
	14%	18%	11%	11%	12%	14%	15%	23%	8%	12%	16%	6%	24%	16%	14%	16%
NEWS WEB SITES	30	13	18	10	8	7	4	3	8	15	19	11	6	10	21	5
	8%	8%	8%	10%	8%	14%	6%	5%	14%	8%	6%	13%	7%	6%	7%	8%
ON-LINE NEWSPAPERS	20	6	13	5	4	2	2	1	2	10	16	3	5	7	11	5
	5%	4%	6%	5%	5%	4%	3%	1%	4%	5%	5%	4%	5%	4%	4%	8%
NEWS MAGAZINES	4	1	3	1	-	1	2	1	-	1	2	2	1	3	3	1
	1%	1%	1%	1%	-	2%	3%	2%	-	1%	1%	2%	1%	2%	1%	2%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	3	3	1	1	1	-	-	-	1	2	3	-	-	1	3	-
	1%	2%	-	1%	1%	-	-	-	1%	1%	1%	-	-	1%	1%	-
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	3	2	-	1	-	-	2	-	-	1	1	2	-	1	3	-
	1%	1%	-	1%	-	-	2%	-	-	1%	-	2%	-	1%	1%	-
POLITICAL BLOGS	2	1	1	-	2	-	-	-	1	1	1	1	-	1	2	-
	1%	1%	-	-	2%	-	-	-	2%	1%	-	1%	-	1%	1%	-
CANDIDATE WEB SITES	1	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	-	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	-
OTHER	3	2	1	1	-	-	-	1	-	2	3	-	-	2	3	-
	1%	1%	1%	1%	-	-	-	2%	-	1%	1%	-	-	1%	1%	-
DON'T KNOW/REFUSED	2	-	2	-	-	1	1	-	-	2	2	-	-	-	2	-
	1%	-	1%	-	-	2%	2%	-	-	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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN	TOTAL	TOTAL	EXPER-	BEST	TERR/ IRAQ	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP			
	MCCAIN	MCCAIN	HUCK- ABEE	IENCE	CHANCE		DIR	TRACK	GOPERS	TEXAS/ RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC	
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	144 36%	22 32%	63 35%	66 40%	12 36%	11 33%	12 39%	91 37%	45 33%	40 34%	13 41%	72 40%	15 28%	14 37%	24 29%	34 44%	21 37%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	70 18%	16 23%	34 19%	27 16%	6 17%	5 15%	1 2%	50 20%	18 14%	18 15%	5 16%	26 15%	12 22%	5 14%	15 18%	5 6%	10 17%
NEWS RADIO	61 15%	10 15%	18 10%	30 18%	2 5%	5 15%	6 19%	32 13%	23 17%	21 18%	3 11%	29 16%	7 12%	8 20%	17 20%	17 22%	4 8%
PRINT NEWSPAPERS	55 14%	10 14%	34 19%	15 9%	6 19%	8 25%	3 11%	28 11%	27 20%	21 18%	6 20%	23 13%	10 19%	6 14%	12 14%	8 10%	12 21%
NEWS WEB SITES	30 8%	8 12%	14 8%	10 6%	3 9%	2 7%	4 13%	23 9%	7 5%	5 5%	2 6%	13 7%	5 10%	-	8 9%	9 11%	3 6%
ON-LINE NEWSPAPERS	20 5%	2 3%	10 5%	6 4%	4 12%	-	3 9%	11 4%	8 6%	6 5%	2 7%	5 3%	5 8%	1 3%	4 5%	3 4%	4 7%
NEWS MAGAZINES	4 1%	-	1 1%	-	-	-	1 4%	2 1%	2 2%	1 1%	-	1 1%	-	1 3%	-	-	2 4%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	3 1%	-	1 1%	2 2%	1 3%	-	-	1 -	2 1%	2 1%	-	2 1%	-	1 2%	-	-	-
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	3 1%	1 2%	1 1%	2 1%	-	1 3%	-	1 1%	1 1%	1 1%	-	-	1 1%	3 3%	3 3%	-	-
POLITICAL BLOGS	2 1%	-	-	1 1%	-	-	-	2 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-
CANDIDATE WEB SITES	1 -	-	-	1 1%	-	-	-	-	1 1%	1 1%	-	1 1%	-	-	-	-	-
OTHER	3 1%	-	2 1%	1 1%	-	1 3%	1 4%	3 1%	-	-	-	2 1%	-	1 3%	1 1%	1 1%	-
DON'T KNOW/REFUSED	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	-	2 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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	144 36%	71 36%	116 36%	21 42%	54 35%	108 35%	10 60%	64 34%	79 38%	22 32%	101 35%	42 41%	99 35%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	70 18%	33 17%	60 19%	4 8%	32 21%	55 18%	1 6%	36 19%	34 17%	14 20%	50 17%	15 14%	55 19%
NEWS RADIO	61 15%	28 14%	44 14%	11 22%	26 17%	51 17%	2 13%	28 15%	33 16%	10 15%	49 17%	18 17%	44 15%
PRINT NEWSPAPERS	55 14%	27 14%	46 14%	7 13%	14 9%	39 13%	3 15%	26 14%	30 14%	11 17%	40 14%	12 11%	42 15%
NEWS WEB SITES	30 8%	17 9%	23 7%	3 6%	12 8%	22 7%	- -	15 8%	16 8%	4 5%	21 7%	9 9%	21 7%
ON-LINE NEWSPAPERS	20 5%	10 5%	15 5%	3 6%	8 5%	17 6%	- -	11 6%	7 4%	3 5%	15 5%	4 4%	11 4%
NEWS MAGAZINES	4 1%	1 1%	4 1%	- -	2 1%	4 1%	- -	2 1%	1 1%	- -	4 2%	- -	4 2%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	3 1%	1 -	3 1%	- -	- -	2 1%	- -	2 1%	1 1%	2 3%	1 1%	- -	3 1%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	3 1%	1 1%	1 -	1 3%	- -	- -	1 7%	- -	3 1%	- -	3 1%	- -	3 1%
POLITICAL BLOGS	2 1%	2 1%	2 1%	- -	2 1%	2 1%	- -	2 1%	- -	- -	1 -	1 1%	1 -
CANDIDATE WEB SITES	1 -	- -	1 -	- -	- -	1 -	- -	1 1%	- -	- -	1 -	1 1%	- -
OTHER	3 1%	2 1%	3 1%	- -	2 1%	2 1%	- -	1 1%	2 1%	- -	2 1%	1 1%	2 1%
DON'T KNOW/REFUSED	2 1%	2 1%	2 1%	- -	1 1%	1 -	- -	1 1%	1 1%	1 2%	1 -	- -	1 -

Table 59-7
 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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	NET- CABLE NEWS	NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	144 36%	144 100%	- -	- -	- -	40 43%	30 38%	2 3%	27 54%	16 40%	17 38%	62 35%	19 34%	46 38%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	70 18%	- -	70 100%	- -	- -	30 33%	1 2%	14 24%	6 11%	8 20%	11 24%	42 24%	5 8%	13 11%
NEWS RADIO	61 15%	- -	- -	61 100%	- -	9 10%	13 16%	17 29%	1 2%	6 15%	3 6%	25 15%	9 15%	24 20%
PRINT NEWSPAPERS	55 14%	- -	- -	- -	55 100%	- -	22 27%	13 22%	5 10%	7 17%	5 11%	25 14%	9 16%	16 13%
NEWS WEB SITES	30 8%	- -	- -	- -	- -	6 7%	4 5%	5 9%	9 18%	1 3%	4 9%	9 5%	10 17%	8 6%
ON-LINE NEWSPAPERS	20 5%	- -	- -	- -	- -	4 5%	6 8%	3 6%	1 2%	- -	2 4%	6 3%	2 4%	10 8%
NEWS MAGAZINES	4 1%	- -	- -	- -	- -	1 1%	- -	- -	1 2%	1 3%	1 2%	- -	- -	3 3%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	3 1%	- -	- -	- -	- -	- -	1 1%	1 2%	- -	- -	2 4%	1 -	- -	1 1%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	3 1%	- -	- -	- -	- -	1 2%	- -	1 2%	- -	- -	- -	2 1%	1 2%	- -
POLITICAL BLOGS	2 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	1 3%	- -	1 1%	1 2%	- -
CANDIDATE WEB SITES	1 -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	1 1%	- -	- -
OTHER	3 1%	- -	- -	- -	- -	- -	2 3%	- -	- -	- -	- -	1 1%	1 2%	1 1%
DON'T KNOW/REFUSED	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	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 ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
PRINT NEWSPAPERS	92 23%	62 24%	21 22%	83 23%	7 19%	29 18%	22 33%	43 21%	3 5%	29 28%	10 31%	16 18%	12 25%	21 33%	42 20%	50 26%	21 17%	16 19%	22 23%	33 33%	29 28%	64 22%	25 32%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	79 20%	48 19%	21 22%	70 20%	9 25%	29 18%	12 18%	43 21%	12 21%	28 26%	5 17%	15 16%	10 22%	8 12%	40 19%	38 20%	13 10%	21 26%	21 22%	23 23%	28 26%	59 20%	13 16%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	60 15%	32 12%	19 20%	50 14%	7 19%	22 14%	8 13%	31 15%	13 23%	12 12%	3 11%	11 12%	8 17%	12 18%	41 20%	19 10%	21 17%	13 16%	13 14%	12 12%	11 11%	42 14%	13 16%
NEWS RADIO	51 13%	39 15%	6 7%	46 13%	5 12%	28 17%	11 17%	27 13%	9 15%	11 11%	4 13%	16 17%	3 7%	7 11%	28 13%	24 12%	13 10%	9 11%	18 19%	11 11%	11 11%	44 15%	3 4%
ON-LINE NEWSPAPERS	40 10%	26 10%	11 12%	37 11%	1 3%	12 8%	2 3%	21 10%	5 10%	8 8%	4 13%	16 17%	3 5%	3 5%	21 10%	19 10%	20 17%	7 8%	11 11%	2 2%	17 16%	32 11%	6 8%
NEWS WEB SITES	28 7%	21 8%	5 5%	25 7%	2 6%	15 9%	3 4%	16 8%	4 7%	6 6%	2 5%	7 7%	4 9%	5 7%	12 6%	16 8%	13 11%	7 9%	5 5%	3 3%	3 3%	19 6%	6 8%
NEWS MAGAZINES	11 3%	3 1%	5 5%	8 2%	2 7%	2 1%	1 1%	2 1%	4 6%	2 2%	- -	2 2%	2 4%	1 1%	4 2%	6 3%	3 3%	4 5%	- -	3 3%	2 2%	5 2%	5 7%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	9 2%	9 4%	- -	9 3%	- -	9 6%	2 3%	7 4%	1 2%	2 2%	- -	2 2%	2 4%	2 3%	4 2%	5 3%	5 4%	- -	2 2%	2 2%	- -	8 3%	- -
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	8 2%	6 2%	- -	6 2%	1 3%	3 2%	3 4%	3 1%	- -	- -	2 5%	2 2%	2 3%	3 4%	6 3%	2 1%	4 3%	1 1%	- -	4 4%	2 2%	5 2%	3 4%
CANDIDATE WEB SITES	5 1%	3 1%	1 1%	4 1%	1 3%	3 2%	1 2%	3 2%	- -	2 2%	- -	2 2%	- -	1 2%	3 2%	2 1%	4 4%	- -	- -	1 1%	1 1%	4 1%	1 1%
POLITICAL BLOGS	4 1%	2 1%	2 2%	4 1%	- -	1 1%	- -	2 1%	1 2%	2 2%	- -	1 1%	- -	- -	1 -	3 2%	1 1%	1 1%	2 2%	- -	- -	2 1%	1 1%
OTHER	2 1%	2 1%	- -	2 1%	- -	2 1%	- -	2 1%	1 2%	- -	1 3%	- -	- -	- -	- -	2 1%	1 1%	1 1%	- -	- -	- -	1 -	- -
DON'T KNOW/REFUSED	6 2%	3 1%	3 3%	5 1%	1 3%	2 1%	1 1%	2 1%	1 2%	- -	1 2%	1 1%	3 5%	1 1%	3 1%	4 2%	- -	3 3%	- -	4 4%	1 1%	5 2%	2 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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE							GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
PRINT NEWSPAPERS	89 24%	5 9%	6 16%	28 28%	14 25%	9 26%	27 30%	27 18%	37 26%	12 31%	12 33%	24 20%	36 28%	12 23%	8 21%	25 20%	35 28%	9 19%	11 26%	22 32%	23 23%	44 22%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	72 19%	6 11%	10 27%	18 18%	6 11%	7 21%	23 26%	28 18%	31 21%	7 16%	6 16%	20 17%	25 19%	11 21%	10 25%	19 16%	26 21%	10 21%	10 24%	17 24%	21 20%	34 17%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	55 15%	13 25%	8 21%	17 17%	6 10%	3 8%	7 8%	30 20%	12 9%	8 21%	4 11%	22 19%	9 7%	11 20%	7 19%	15 12%	14 12%	10 20%	8 18%	8 12%	13 13%	34 17%
NEWS RADIO	48 13%	8 15%	4 11%	15 15%	3 6%	3 8%	14 16%	27 17%	18 12%	1 3%	2 6%	20 18%	18 14%	5 10%	1 3%	14 11%	24 20%	3 6%	3 8%	8 12%	15 15%	24 12%
ON-LINE NEWSPAPERS	38 10%	8 14%	3 8%	9 9%	12 22%	3 9%	3 3%	15 10%	17 12%	4 11%	2 5%	10 9%	16 12%	7 14%	3 8%	20 17%	5 4%	5 11%	5 12%	4 5%	12 12%	22 11%
NEWS WEB SITES	25 7%	5 9%	3 8%	2 2%	5 10%	4 12%	5 6%	8 5%	11 8%	2 5%	4 10%	7 6%	11 8%	1 2%	4 10%	11 9%	6 5%	4 8%	1 2%	4 5%	5 5%	16 8%
NEWS MAGAZINES	11 3%	1 2%	-	3 4%	2 4%	4 11%	-	2 1%	3 2%	2 6%	3 7%	1 1%	2 2%	2 4%	3 7%	2 2%	1 1%	4 8%	1 3%	-	1 1%	9 5%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	8 2%	2 4%	-	1 1%	2 4%	-	3 3%	3 2%	5 4%	-	-	3 3%	5 4%	-	-	4 4%	4 3%	-	-	1 1%	2 2%	5 3%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	8 2%	3 5%	-	4 4%	1 2%	1 2%	-	3 2%	2 1%	3 8%	-	4 4%	2 2%	-	-	4 3%	3 2%	-	-	2 3%	3 3%	3 1%
CANDIDATE WEB SITES	5 1%	2 4%	-	1 1%	2 4%	-	-	3 2%	1 1%	-	1 3%	2 2%	1 1%	1 2%	-	2 2%	1 1%	1 2%	-	-	1 1%	4 2%
POLITICAL BLOGS	3 1%	-	1 3%	-	1 2%	-	1 1%	1 1%	1 1%	-	1 3%	-	1 1%	1 2%	1 3%	-	1 1%	2 4%	-	-	1 1%	2 1%
OTHER	1 -	-	-	-	-	1 3%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	1 1%
DON'T KNOW/REFUSED	6 2%	-	3 7%	-	-	-	4 4%	3 2%	2 1%	-	2 5%	2 1%	1 1%	1 2%	2 5%	1 1%	1 1%	2 2%	1 4%	3 4%	3 3%	-

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
PRINT NEWSPAPERS	92	21	18	24	26	18	29	24	53	20	15	87	5	44	46	41	39	74	16	36
	23%	25%	16%	27%	28%	23%	23%	21%	23%	24%	27%	24%	14%	26%	25%	23%	24%	24%	20%	27%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	79	16	19	21	16	21	16	24	47	15	9	70	9	37	32	35	27	59	14	29
	20%	19%	17%	24%	17%	28%	13%	21%	20%	18%	16%	19%	26%	22%	17%	20%	17%	19%	17%	22%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	60	13	25	8	9	10	22	18	34	10	10	54	6	25	25	29	28	46	13	21
	15%	16%	23%	9%	9%	12%	17%	16%	15%	13%	17%	15%	17%	15%	14%	16%	18%	15%	16%	16%
NEWS RADIO	51	14	13	9	11	11	18	12	29	9	9	46	6	16	26	21	16	41	10	14
	13%	17%	12%	11%	11%	14%	14%	10%	12%	12%	15%	12%	16%	10%	14%	12%	10%	13%	12%	11%
ON-LINE NEWSPAPERS	40	9	11	7	12	5	12	19	24	9	5	35	4	15	18	19	19	29	10	10
	10%	11%	10%	8%	12%	7%	10%	16%	10%	12%	8%	10%	13%	9%	10%	11%	12%	9%	12%	8%
NEWS WEB SITES	28	-	10	8	6	4	11	5	17	5	2	27	1	10	14	10	15	25	3	9
	7%	-	9%	10%	7%	5%	9%	5%	8%	6%	4%	7%	3%	6%	8%	6%	10%	8%	4%	7%
NEWS MAGAZINES	11	-	4	1	5	1	2	6	4	4	2	11	-	7	5	5	2	4	6	2
	3%	-	4%	1%	5%	1%	2%	5%	2%	5%	4%	3%	-	4%	3%	3%	1%	1%	8%	1%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	9	1	2	2	3	3	4	1	6	2	-	9	-	2	5	3	4	8	1	2
	2%	1%	2%	2%	3%	4%	3%	1%	3%	2%	-	3%	-	1%	3%	2%	3%	3%	1%	1%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	8	4	2	1	1	3	4	2	5	2	1	7	1	4	4	3	2	5	2	3
	2%	5%	2%	1%	1%	4%	3%	2%	2%	3%	2%	2%	4%	2%	2%	2%	2%	2%	2%	3%
CANDIDATE WEB SITES	5	1	2	-	2	-	2	1	3	2	-	5	-	1	-	5	2	2	3	-
	1%	1%	2%	-	2%	-	2%	1%	1%	3%	-	1%	-	1%	-	3%	1%	1%	4%	-
POLITICAL BLOGS	4	-	1	1	1	1	1	1	2	-	1	3	1	2	3	1	1	2	2	2
	1%	-	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	3%	1%	2%	1%	1%	1%	3%	2%
OTHER	2	-	-	-	1	-	1	-	1	-	-	2	-	1	1	1	-	2	-	1
	1%	-	-	-	1%	-	1%	-	-	-	-	1%	-	1%	1%	1%	-	1%	-	1%
DON'T KNOW/REFUSED	6	3	-	4	-	-	1	2	2	2	1	5	2	-	4	1	2	5	1	1
	2%	3%	-	4%	-	-	1%	2%	1%	2%	2%	1%	5%	-	2%	-	1%	2%	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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	TOTAL	EARLY	ELEC- TION DAY	TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
PRINT NEWSPAPERS	92	38	50	19	21	12	15	12	12	42	76	14	18	38	70	14
	23%	23%	22%	18%	23%	23%	20%	19%	21%	23%	25%	16%	21%	24%	23%	23%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	79	37	40	27	8	12	14	16	11	37	67	8	16	28	61	13
	20%	22%	18%	25%	9%	22%	19%	25%	19%	20%	22%	9%	18%	17%	20%	22%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	60	27	32	15	19	4	11	13	12	28	43	15	16	29	50	5
	15%	16%	14%	14%	21%	8%	15%	21%	20%	15%	14%	17%	18%	18%	17%	8%
NEWS RADIO	51	24	27	20	13	7	14	5	10	27	32	19	10	21	37	9
	13%	15%	12%	19%	14%	13%	19%	7%	17%	14%	11%	21%	11%	13%	12%	14%
ON-LINE NEWSPAPERS	40	18	21	8	9	4	4	13	4	22	32	7	13	17	30	5
	10%	11%	9%	8%	10%	8%	5%	20%	6%	12%	11%	8%	15%	11%	10%	8%
NEWS WEB SITES	28	9	19	5	5	7	8	4	2	12	20	7	8	10	20	4
	7%	5%	8%	4%	5%	13%	11%	7%	3%	6%	7%	8%	9%	6%	7%	7%
NEWS MAGAZINES	11	2	8	1	3	2	1	-	2	5	9	1	4	4	6	3
	3%	1%	4%	1%	4%	4%	1%	-	4%	3%	3%	1%	5%	3%	2%	5%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	9	3	6	3	3	-	-	-	3	3	6	3	-	6	9	-
	2%	2%	3%	3%	4%	-	-	-	5%	2%	2%	3%	-	4%	3%	-
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	8	1	7	3	1	3	3	1	-	3	5	3	2	5	6	1
	2%	1%	3%	3%	1%	6%	4%	1%	-	2%	2%	4%	3%	3%	2%	2%
CANDIDATE WEB SITES	5	2	3	-	2	-	-	-	1	1	1	4	-	-	2	3
	1%	1%	1%	-	2%	-	-	-	2%	1%	-	5%	-	-	1%	5%
POLITICAL BLOGS	4	2	2	2	-	1	2	-	-	1	2	2	-	-	1	2
	1%	1%	1%	2%	-	2%	3%	-	-	1%	1%	2%	-	-	-	4%
OTHER	2	-	2	1	1	-	1	-	-	-	-	2	-	-	1	-
	1%	-	1%	1%	1%	-	1%	-	-	-	-	2%	-	-	-	-
DON'T KNOW/REFUSED	6	1	5	-	4	-	1	-	2	1	1	3	1	1	5	-
	2%	1%	2%	-	4%	-	1%	-	4%	-	-	3%	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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
PRINT NEWSPAPERS	92 23%	17 24%	44 25%	32 20%	12 34%	4 14%	6 20%	60 24%	28 21%	24 21%	5 17%	41 23%	15 27%	9 24%	19 22%	17 22%	11 21%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	79 20%	15 21%	41 23%	27 17%	5 15%	11 32%	7 24%	44 18%	30 22%	25 21%	4 12%	31 17%	7 14%	8 22%	17 20%	14 18%	12 22%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	60 15%	9 13%	27 15%	25 15%	6 18%	7 22%	3 10%	35 14%	22 16%	18 16%	3 9%	31 18%	13 24%	4 10%	14 17%	8 11%	6 12%
NEWS RADIO	51 13%	8 11%	17 10%	26 16%	2 5%	2 6%	8 27%	36 15%	14 10%	11 9%	4 13%	28 16%	3 6%	4 12%	9 11%	12 15%	10 18%
ON-LINE NEWSPAPERS	40 10%	7 10%	17 9%	19 11%	2 4%	4 12%	3 11%	23 9%	16 12%	14 12%	5 14%	18 10%	3 5%	4 11%	6 7%	12 16%	7 13%
NEWS WEB SITES	28 7%	4 5%	12 6%	12 7%	4 12%	4 11%	-	15 6%	13 9%	12 10%	5 15%	11 6%	7 13%	3 9%	8 9%	7 9%	3 5%
NEWS MAGAZINES	11 3%	4 6%	7 4%	3 2%	-	-	-	6 3%	4 3%	3 3%	3 10%	4 2%	3 5%	-	2 3%	1 1%	2 4%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	9 2%	-	2 1%	6 4%	1 3%	-	-	6 2%	2 2%	2 2%	1 3%	4 2%	-	2 6%	2 2%	-	-
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	8 2%	2 3%	4 2%	2 1%	1 2%	1 3%	1 4%	6 2%	1 1%	1 1%	1 4%	2 1%	1 2%	-	1 1%	2 2%	1 2%
CANDIDATE WEB SITES	5 1%	1 2%	1 1%	2 1%	1 3%	-	-	2 1%	3 2%	3 3%	-	1 1%	1 2%	-	-	3 4%	1 2%
POLITICAL BLOGS	4 1%	1 1%	3 2%	1 1%	-	-	1 3%	3 1%	1 1%	1 1%	1 4%	-	-	-	3 4%	-	-
OTHER	2 1%	1 2%	1 1%	1 1%	-	-	-	1 1%	1 1%	1 1%	-	2 1%	-	-	-	1 1%	-
DON'T KNOW/REFUSED	6 2%	1 1%	1 -	3 2%	1 3%	-	-	5 2%	-	-	-	3 2%	1 2%	1 4%	1 2%	1 2%	-

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
PRINT NEWSPAPERS	92 23%	39 20%	73 23%	8 17%	32 21%	67 22%	1 7%	46 24%	45 22%	10 14%	72 25%	28 27%	63 22%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	79 20%	41 21%	67 21%	8 16%	30 20%	61 20%	4 23%	36 19%	42 20%	14 20%	56 19%	14 13%	64 22%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	60 15%	32 16%	49 15%	5 10%	17 11%	45 15%	3 20%	31 17%	29 14%	16 24%	38 13%	18 18%	40 14%
NEWS RADIO	51 13%	22 11%	39 12%	9 19%	18 11%	39 13%	5 27%	23 12%	28 13%	9 14%	35 12%	16 16%	32 11%
ON-LINE NEWSPAPERS	40 10%	24 12%	31 10%	6 13%	20 13%	35 12%	- -	23 12%	17 8%	8 11%	27 9%	9 9%	31 11%
NEWS WEB SITES	28 7%	14 7%	21 7%	3 6%	10 6%	22 7%	2 12%	12 6%	16 8%	6 9%	21 7%	9 9%	17 6%
NEWS MAGAZINES	11 3%	5 2%	8 3%	2 4%	3 2%	6 2%	1 6%	5 2%	5 3%	3 4%	8 3%	2 2%	9 3%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	9 2%	5 3%	9 3%	- -	5 3%	6 2%	1 6%	3 2%	6 3%	- -	9 3%	2 2%	7 3%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	8 2%	4 2%	7 2%	1 2%	7 4%	7 2%	- -	2 1%	6 3%	- -	7 2%	1 1%	8 3%
CANDIDATE WEB SITES	5 1%	3 2%	3 1%	1 2%	4 3%	4 1%	- -	1 1%	4 2%	- -	5 2%	1 1%	4 1%
POLITICAL BLOGS	4 1%	1 1%	2 1%	2 4%	1 1%	3 1%	- -	- -	3 1%	- -	3 1%	1 1%	3 1%
OTHER	2 1%	- -	- -	2 4%	2 1%	2 1%	- -	2 1%	- -	1 2%	1 -	2 2%	- -
DON'T KNOW/REFUSED	6 2%	2 1%	5 1%	1 1%	3 2%	5 2%	- -	3 2%	3 2%	- -	4 2%	- -	6 2%

Table 60-7

QUESTION X18:

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

Second Choice.

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
PRINT NEWSPAPERS	92 23%	40 28%	30 43%	9 14%	- -	92 100%	- -	- -	- -	- -	10 21%	43 25%	14 25%	25 20%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	79 20%	30 21%	1 2%	13 21%	22 39%	- -	79 100%	- -	- -	- -	11 24%	34 19%	10 18%	24 20%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	60 15%	2 1%	14 20%	17 28%	13 24%	- -	- -	60 100%	- -	- -	4 9%	31 18%	7 12%	18 15%
NEWS RADIO	51 13%	27 19%	6 8%	1 2%	5 9%	- -	- -	- -	51 100%	- -	9 20%	17 10%	10 18%	14 12%
ON-LINE NEWSPAPERS	40 10%	16 11%	8 12%	6 9%	7 12%	- -	- -	- -	- -	40 100%	2 5%	18 10%	8 14%	12 10%
NEWS WEB SITES	28 7%	12 9%	5 7%	7 12%	2 4%	- -	- -	- -	- -	- -	2 5%	14 8%	1 2%	10 8%
NEWS MAGAZINES	11 3%	1 1%	1 2%	1 2%	5 8%	- -	- -	- -	- -	- -	- -	3 1%	3 6%	5 4%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	9 2%	4 3%	1 2%	- -	2 3%	- -	- -	- -	- -	- -	2 5%	5 3%	1 2%	1 1%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	8 2%	4 3%	2 3%	1 2%	- -	- -	- -	- -	- -	- -	- -	5 3%	- -	3 2%
CANDIDATE WEB SITES	5 1%	2 2%	- -	2 4%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	4 4%
POLITICAL BLOGS	4 1%	2 2%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	1 1%	2 4%	1 1%
OTHER	2 1%	- -	- -	2 4%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%
DON'T KNOW/REFUSED	6 2%	2 2%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	2 4%	2 1%	- -	3 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 ID			CORE PRIMARY VOTERS						REGION				GENDER		AGE				WHITE IDEOLOGY			
	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB		
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	202 51%	134 52%	44 46%	178 50%	19 53%	80 50%	43 64%	104 51%	27 48%	45 43%	18 56%	52 55%	25 52%	35 55%	106 51%	96 50%	57 48%	35 43%	52 54%	56 56%	56 53%	151 51%	35 45%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	148 37%	93 36%	41 43%	133 38%	12 32%	54 34%	24 36%	76 37%	23 40%	39 38%	13 42%	27 29%	19 39%	26 41%	72 35%	75 39%	36 30%	35 42%	32 34%	44 44%	51 48%	109 37%	29 37%
PRINT NEWSPAPERS	147 37%	87 33%	41 43%	127 36%	17 46%	42 26%	33 49%	69 33%	12 21%	45 43%	14 43%	31 32%	18 37%	28 43%	72 35%	75 39%	27 23%	28 34%	39 41%	53 53%	48 46%	102 35%	38 49%
NEWS RADIO	111 28%	78 30%	22 23%	100 28%	9 26%	58 36%	15 23%	64 31%	19 33%	31 29%	7 23%	30 32%	12 26%	12 18%	65 31%	47 24%	34 28%	30 37%	29 30%	18 18%	16 16%	93 31%	12 15%
ON-LINE NEWSPAPERS	59 15%	37 14%	15 16%	53 15%	4 10%	19 12%	2 3%	31 15%	11 19%	15 15%	5 16%	20 21%	4 9%	4 7%	31 15%	28 15%	30 25%	13 15%	14 15%	2 2%	21 20%	44 15%	10 13%
NEWS WEB SITES	58 15%	41 16%	12 13%	53 15%	5 14%	30 18%	3 4%	32 16%	9 15%	16 15%	2 5%	15 16%	8 16%	9 15%	32 15%	27 14%	31 26%	14 17%	10 11%	3 3%	8 8%	40 13%	13 17%
NEWS MAGAZINES	15 4%	6 2%	5 5%	12 3%	3 9%	3 2%	2 3%	4 2%	4 6%	4 4%	1 3%	3 4%	2 4%	1 1%	7 3%	8 4%	4 4%	5 6%	- -	6 6%	3 3%	8 3%	7 9%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	12 3%	12 5%	- -	12 3%	- -	12 7%	4 7%	9 4%	1 2%	3 3%	- -	2 2%	2 4%	3 5%	5 3%	7 3%	5 4%	- -	2 2%	4 4%	- -	11 4%	- -
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	12 3%	8 3%	2 2%	10 3%	1 3%	3 2%	3 5%	4 2%	- -	- -	2 7%	2 2%	3 7%	4 6%	8 4%	4 2%	4 3%	1 1%	1 1%	6 6%	3 3%	7 2%	5 6%
CANDIDATE WEB SITES	6 2%	4 2%	1 1%	5 2%	1 3%	4 3%	1 2%	3 2%	- -	3 3%	- -	2 2%	- -	1 2%	4 2%	2 1%	4 4%	- -	1 1%	1 1%	1 1%	5 2%	1 1%
POLITICAL BLOGS	6 2%	3 1%	3 3%	6 2%	- -	2 1%	- -	4 2%	1 2%	3 3%	- -	1 1%	- -	1 2%	3 1%	3 2%	3 3%	1 1%	2 2%	- -	- -	4 1%	1 1%
OTHER	5 1%	5 2%	- -	5 2%	- -	4 3%	- -	3 2%	1 2%	1 1%	1 3%	1 1%	- -	1 2%	1 1%	4 2%	1 1%	1 3%	3 3%	- -	- -	3 1%	1 1%
DON'T KNOW/REFUSED	9 2%	4 1%	4 4%	8 2%	1 3%	3 2%	1 1%	4 2%	2 4%	1 1%	1 2%	1 1%	3 5%	1 1%	5 2%	4 2%	1 1%	3 3%	- -	5 5%	1 1%	7 2%	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

	-----AMONG WHITE VOTERS-----																						
	GENDER/AGE						GENDER/IDEOLOGY						PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS	CONS	MOD/ LIB	MOD/ LIB	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	BASE GOP	BASE GOP	SOFT GOP	SOFT GOP	HS LESS	OR COLL	SOME COLL+	
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%	
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	187 50%	23 42%	19 48%	55 56%	28 51%	13 37%	48 54%	76 50%	76 53%	21 52%	14 38%	58 49%	67 52%	26 48%	16 42%	50 42%	73 59%	24 49%	18 42%	31 44%	52 51%	105 52%	
PRINT NEWSPAPERS	140 37%	8 15%	13 33%	47 47%	17 31%	14 38%	42 47%	46 30%	56 39%	21 53%	17 44%	36 30%	48 37%	24 44%	16 43%	32 27%	51 41%	14 29%	26 60%	28 41%	37 37%	74 37%	
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	138 37%	14 25%	18 47%	34 34%	22 39%	12 33%	39 44%	52 34%	57 40%	13 33%	15 41%	38 32%	50 39%	22 41%	17 46%	45 37%	44 35%	19 40%	20 46%	38 54%	38 37%	62 31%	
NEWS RADIO	105 28%	23 41%	13 34%	27 27%	9 16%	13 36%	19 22%	57 38%	36 25%	5 13%	7 18%	42 36%	33 26%	16 29%	6 16%	40 33%	34 27%	12 25%	9 21%	13 19%	32 31%	60 30%	
ON-LINE NEWSPAPERS	54 15%	12 22%	5 13%	11 11%	16 30%	5 15%	5 5%	22 14%	22 16%	6 16%	4 11%	15 13%	21 16%	9 16%	5 13%	29 24%	7 6%	8 17%	5 12%	7 9%	14 14%	34 17%	
NEWS WEB SITES	53 14%	18 32%	5 13%	6 6%	8 15%	9 26%	6 7%	23 15%	16 11%	5 13%	8 21%	22 19%	15 12%	3 6%	9 23%	25 21%	12 9%	11 22%	1 2%	8 11%	11 11%	34 17%	
NEWS MAGAZINES	15 4%	1 2%	1 3%	4 4%	3 6%	4 11%	1 1%	3 2%	4 3%	4 9%	4 10%	3 3%	3 3%	2 4%	3 7%	4 4%	2 2%	4 8%	1 3%	2 3%	1 1%	12 6%	
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	12 3%	3 5%	-	5 5%	1 2%	1 2%	2 2%	5 3%	2 1%	3 8%	2 5%	5 4%	3 2%	1 2%	1 2%	4 3%	4 3%	-	2 4%	4 5%	5 5%	3 1%	
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	11 3%	2 4%	-	2 2%	2 4%	-	4 5%	5 3%	7 5%	-	-	5 4%	7 5%	-	-	4 4%	7 5%	-	-	2 3%	3 3%	6 3%	
CANDIDATE WEB SITES	6 2%	2 4%	-	2 2%	2 4%	-	-	4 3%	1 1%	-	1 3%	3 3%	1 1%	1 2%	-	2 2%	2 2%	1 2%	-	1 2%	1 1%	4 2%	
POLITICAL BLOGS	5 1%	2 4%	1 3%	-	1 2%	-	1 1%	3 2%	1 1%	-	1 3%	1 1%	1 1%	2 4%	1 3%	1 1%	1 1%	3 6%	-	1 2%	1 1%	3 2%	
OTHER	4 1%	-	-	1 1%	-	1 3%	2 2%	1 1%	2 1%	-	1 3%	1 1%	3 2%	-	-	1 1%	3 3%	-	-	1 1%	1 1%	2 1%	
DON'T KNOW/REFUSED	9 2%	1 2%	3 7%	1 1%	-	-	4 4%	5 3%	2 1%	-	2 5%	3 2%	1 1%	2 4%	2 5%	3 2%	1 1%	1 2%	3 7%	3 4%	4 4%	1 1%	

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	202	43	55	40	50	43	59	58	112	43	29	187	16	84	96	89	84	163	38	70
	51%	50%	50%	46%	53%	56%	47%	50%	49%	54%	50%	51%	46%	50%	52%	50%	53%	53%	47%	52%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	148	33	32	43	30	37	43	37	81	34	22	135	13	69	62	65	61	113	26	54
	37%	40%	30%	49%	32%	47%	34%	32%	35%	42%	38%	37%	37%	42%	34%	37%	38%	37%	32%	40%
PRINT NEWSPAPERS	147	32	36	34	38	28	41	47	86	29	24	137	10	74	68	69	59	111	33	59
	37%	38%	33%	39%	41%	36%	33%	40%	37%	36%	42%	38%	29%	44%	36%	39%	37%	36%	41%	45%
NEWS RADIO	111	24	38	21	22	18	45	24	69	18	16	99	13	31	54	48	44	92	16	29
	28%	29%	35%	24%	23%	24%	36%	21%	30%	22%	28%	27%	37%	19%	29%	27%	28%	30%	20%	22%
ON-LINE NEWSPAPERS	59	12	16	9	18	7	16	29	33	12	9	52	7	24	27	29	24	41	16	18
	15%	14%	15%	10%	19%	9%	13%	25%	14%	14%	15%	14%	21%	15%	15%	16%	15%	13%	20%	13%
NEWS WEB SITES	58	7	22	12	12	7	21	18	38	9	5	56	3	24	32	21	24	47	10	18
	15%	9%	20%	13%	13%	9%	16%	16%	17%	11%	8%	15%	8%	15%	17%	12%	15%	15%	13%	14%
NEWS MAGAZINES	15	1	6	2	6	2	5	6	8	4	2	14	1	9	5	9	2	4	10	2
	4%	1%	5%	3%	6%	3%	4%	5%	4%	5%	4%	4%	3%	5%	3%	5%	1%	1%	12%	1%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	12	2	2	3	4	6	4	1	8	3	-	12	-	3	6	4	4	10	2	3
	3%	3%	2%	3%	4%	7%	3%	1%	4%	4%	-	3%	-	2%	3%	3%	3%	3%	3%	2%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	12	6	2	3	1	4	4	3	7	3	1	9	2	4	6	4	3	9	2	4
	3%	7%	2%	3%	1%	5%	4%	3%	3%	4%	2%	3%	6%	2%	3%	2%	2%	3%	2%	3%
CANDIDATE WEB SITES	6	2	2	-	2	-	3	1	3	2	1	6	-	1	-	6	3	3	3	-
	2%	3%	2%	-	2%	-	3%	1%	1%	3%	2%	2%	-	1%	-	4%	2%	1%	4%	-
POLITICAL BLOGS	6	1	2	1	1	1	3	1	4	-	1	3	3	2	4	2	2	4	2	2
	2%	1%	2%	1%	1%	1%	2%	1%	2%	-	2%	1%	9%	1%	2%	1%	1%	1%	3%	2%
OTHER	5	-	1	2	1	-	1	2	2	2	-	5	-	3	1	2	2	4	-	2
	1%	-	1%	2%	1%	-	1%	2%	1%	3%	-	1%	-	2%	1%	1%	1%	1%	-	2%
DON'T KNOW/REFUSED	9	4	1	4	-	-	4	2	5	2	1	7	2	-	5	2	2	8	1	1
	2%	4%	1%	4%	-	-	3%	2%	2%	2%	2%	2%	5%	-	3%	1%	1%	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

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	TOTAL	EARLY	ELEC- TION DAY	TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN /NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	202	91	108	58	48	18	43	35	38	94	158	42	44	82	160	24
	51%	55%	47%	55%	53%	34%	59%	54%	65%	51%	52%	46%	49%	52%	53%	40%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	148	59	86	39	22	25	21	28	15	71	123	18	32	56	116	18
	37%	36%	38%	37%	24%	47%	29%	43%	26%	38%	41%	20%	36%	35%	39%	30%
PRINT NEWSPAPERS	147	67	75	30	32	20	25	27	17	65	124	20	39	64	112	23
	37%	41%	33%	29%	35%	37%	34%	42%	28%	35%	41%	22%	44%	40%	37%	39%
NEWS RADIO	111	46	64	36	36	12	23	15	20	52	62	46	21	44	76	24
	28%	28%	28%	34%	40%	22%	31%	23%	34%	28%	21%	51%	23%	28%	25%	40%
ON-LINE NEWSPAPERS	59	25	35	14	14	6	6	14	6	32	48	11	18	24	41	9
	15%	15%	15%	13%	15%	12%	8%	22%	10%	17%	16%	12%	20%	15%	14%	15%
NEWS WEB SITES	58	21	37	15	12	14	12	8	10	27	40	19	14	20	42	9
	15%	13%	16%	14%	14%	27%	16%	12%	17%	15%	13%	21%	16%	12%	14%	16%
NEWS MAGAZINES	15	4	11	2	3	3	3	1	2	6	12	3	5	8	10	4
	4%	2%	5%	2%	4%	6%	4%	2%	4%	3%	4%	4%	6%	5%	3%	7%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	12	5	6	4	3	-	2	-	3	4	7	5	-	7	12	-
	3%	3%	3%	4%	4%	-	2%	-	5%	2%	2%	5%	-	4%	4%	-
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	12	4	8	4	2	3	3	1	1	5	8	3	2	6	9	1
	3%	2%	4%	4%	2%	6%	4%	1%	1%	3%	3%	4%	3%	4%	3%	2%
CANDIDATE WEB SITES	6	2	4	1	2	-	1	-	1	1	1	5	-	-	3	3
	2%	1%	2%	1%	2%	-	1%	-	2%	1%	-	6%	-	-	1%	5%
POLITICAL BLOGS	6	3	3	2	2	1	2	-	1	2	3	3	-	1	3	2
	2%	2%	1%	2%	2%	2%	3%	-	2%	1%	1%	3%	-	1%	1%	4%
OTHER	5	2	3	2	1	-	1	1	-	2	3	2	-	2	4	-
	1%	1%	1%	2%	1%	-	1%	2%	-	1%	1%	2%	-	1%	1%	-
DON'T KNOW/REFUSED	9	1	8	-	4	1	2	-	2	3	4	3	1	1	7	-
	2%	1%	3%	-	4%	2%	3%	-	4%	2%	1%	3%	1%	1%	2%	-

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

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE				
	TOTAL	MCCAIN	TOTAL MCCAIN	HUCK-ABEE	EXPER-IENCE	BEST CHANCE	TERR/IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
											WT	RD						
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%	
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	202 51%	31 45%	89 50%	90 55%	18 55%	18 55%	15 49%	125 50%	66 49%	58 50%	16 50%	102 57%	29 52%	17 46%	38 45%	43 55%	27 49%	
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	148 37%	31 45%	74 41%	54 33%	11 32%	15 47%	8 26%	94 38%	47 35%	41 36%	9 28%	57 32%	19 35%	14 36%	32 38%	19 24%	22 39%	
PRINT NEWSPAPERS	147 37%	26 38%	79 44%	48 29%	18 53%	12 38%	9 31%	87 35%	55 41%	45 38%	12 37%	64 36%	26 46%	15 38%	31 36%	25 32%	23 42%	
NEWS RADIO	111 28%	17 24%	34 19%	55 34%	3 10%	7 21%	13 43%	68 28%	36 27%	31 27%	6 20%	57 32%	10 19%	12 32%	25 30%	29 37%	14 25%	
ON-LINE NEWSPAPERS	59 15%	9 14%	26 15%	25 15%	5 16%	4 12%	6 20%	34 14%	24 18%	21 18%	7 21%	23 13%	7 13%	6 14%	10 12%	15 20%	11 20%	
NEWS WEB SITES	58 15%	12 17%	25 14%	22 14%	7 20%	6 17%	4 13%	39 16%	20 15%	17 15%	7 21%	23 13%	13 23%	3 9%	15 18%	15 20%	6 11%	
NEWS MAGAZINES	15 4%	4 6%	9 5%	3 2%	- -	- -	1 4%	8 3%	6 5%	4 4%	3 10%	5 3%	3 5%	1 3%	2 3%	1 1%	4 8%	
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	12 3%	1 2%	3 2%	8 5%	1 3%	1 3%	- -	8 3%	3 3%	3 3%	1 3%	4 2%	- 1%	4 9%	5 5%	- -	- -	
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	12 3%	2 3%	5 3%	4 3%	1 4%	1 3%	1 4%	7 3%	3 2%	3 2%	1 4%	4 2%	1 2%	1 2%	1 1%	2 2%	1 2%	
CANDIDATE WEB SITES	6 2%	1 2%	1 1%	3 2%	1 3%	- -	- -	2 1%	4 3%	4 4%	- -	2 1%	1 2%	- -	- -	3 4%	1 2%	
POLITICAL BLOGS	6 2%	1 1%	3 2%	2 1%	- -	- -	1 3%	5 2%	1 1%	1 1%	1 4%	1 1%	- -	- -	4 5%	1 1%	- -	
OTHER	5 1%	1 2%	3 2%	2 1%	- -	1 3%	1 4%	4 2%	1 1%	1 1%	- -	4 2%	- -	1 3%	1 1%	2 3%	- -	
DON'T KNOW/REFUSED	9 2%	1 1%	1 -	6 3%	1 3%	- -	- -	8 3%	- -	- -	- -	5 3%	1 2%	1 4%	1 2%	1 2%	- -	

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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	202 51%	102 52%	163 51%	26 52%	72 47%	152 50%	14 80%	95 50%	106 51%	37 55%	138 47%	61 59%	138 48%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	148 37%	73 37%	126 39%	12 24%	61 39%	115 38%	5 28%	72 38%	75 36%	27 40%	105 36%	29 28%	118 41%
PRINT NEWSPAPERS	147 37%	66 34%	119 37%	15 30%	46 30%	106 35%	4 21%	72 38%	75 36%	21 31%	113 39%	40 38%	105 36%
NEWS RADIO	111 28%	49 25%	82 26%	20 41%	43 28%	89 29%	7 40%	51 27%	60 29%	20 29%	83 29%	34 33%	75 26%
ON-LINE NEWSPAPERS	59 15%	34 17%	45 14%	9 19%	28 18%	53 17%	- -	34 18%	24 12%	11 17%	42 15%	13 13%	42 15%
NEWS WEB SITES	58 15%	32 16%	44 14%	6 12%	22 14%	44 14%	2 12%	27 14%	32 15%	10 14%	42 15%	19 18%	39 13%
NEWS MAGAZINES	15 4%	6 3%	13 4%	2 4%	5 3%	11 3%	1 6%	7 4%	6 3%	3 4%	12 4%	2 2%	13 5%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	12 3%	7 3%	11 3%	1 3%	6 4%	7 2%	2 13%	3 2%	9 4%	- -	12 4%	2 2%	10 3%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	12 3%	4 2%	10 3%	1 2%	7 4%	9 3%	- -	4 2%	8 4%	2 3%	9 3%	1 1%	11 4%
CANDIDATE WEB SITES	6 2%	3 2%	4 1%	1 2%	4 3%	5 2%	- -	2 1%	4 2%	- -	6 2%	2 2%	4 1%
POLITICAL BLOGS	6 2%	3 2%	4 1%	2 4%	3 2%	5 2%	- -	2 1%	3 1%	- -	4 1%	2 2%	4 1%
OTHER	5 1%	2 1%	3 1%	2 4%	4 3%	4 1%	- -	3 2%	2 1%	1 2%	3 1%	3 3%	2 1%
DON'T KNOW/REFUSED	9 2%	4 2%	7 2%	1 1%	4 3%	6 2%	- -	4 2%	4 2%	1 2%	6 2%	- -	7 3%

Table 61-7
 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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE-TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
CABLE NEWS CHANNELS, SUCH AS CNN, FOX NEWS, OR MSNBC	202 51%	144 100%	14 20%	17 28%	13 24%	40 43%	30 38%	60 100%	27 54%	16 40%	22 47%	92 53%	26 45%	62 51%
THE NETWORK NEWS PROGRAMS ON ABC, NBC, OR CBS	148 37%	30 21%	70 100%	13 21%	22 39%	30 33%	79 100%	14 24%	6 11%	8 20%	22 47%	74 42%	15 26%	37 30%
PRINT NEWSPAPERS	147 37%	40 28%	30 43%	9 14%	55 100%	92 100%	22 27%	13 22%	5 10%	7 17%	15 32%	68 39%	24 41%	41 33%
NEWS RADIO	111 28%	27 19%	6 8%	61 100%	5 9%	9 10%	13 16%	17 29%	51 100%	6 15%	12 26%	42 24%	19 33%	38 32%
ON-LINE NEWSPAPERS	59 15%	16 11%	8 12%	6 9%	7 12%	4 5%	6 8%	3 6%	1 2%	40 100%	4 9%	23 13%	10 17%	22 18%
NEWS WEB SITES	58 15%	12 9%	5 7%	7 12%	2 4%	6 7%	4 5%	5 9%	9 18%	1 3%	6 14%	23 13%	11 19%	18 15%
NEWS MAGAZINES	15 4%	1 1%	1 2%	1 2%	5 8%	1 1%	- -	- -	1 2%	1 3%	1 2%	3 1%	3 6%	8 6%
DAY TIME TALK SHOWS SUCH AS THE DAILY SHOW, ELLEN, OR OPRAH	12 3%	4 3%	1 2%	- -	2 3%	1 2%	- -	1 2%	- -	- -	2 5%	6 4%	2 4%	1 1%
LATE NIGHT TALK SHOWS SUCH AS THE LATE SHOW OR THE TONIGHT SHOW	12 3%	4 3%	2 3%	1 2%	- -	- -	1 1%	1 2%	- -	- -	2 4%	6 3%	- -	4 3%
CANDIDATE WEB SITES	6 2%	2 2%	- -	2 4%	- -	- -	- -	1 2%	- -	- -	1 2%	1 1%	- -	4 4%
POLITICAL BLOGS	6 2%	2 2%	- -	1 2%	- -	- -	- -	1 2%	- -	1 3%	- -	2 1%	3 6%	1 1%
OTHER	5 1%	- -	- -	2 4%	- -	- -	2 3%	- -	- -	- -	- -	2 1%	1 2%	2 2%
DON'T KNOW/REFUSED	9 2%	2 2%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	3 6%	3 2%	- -	3 2%

Table 62-1

QUESTION 46:

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

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
																							36
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (REPUBLICAN - DEMOCRAT)	-349	-260	-95	-355	-	-160	-66	-188	-50	-99	-24	-79	-44	-53	-177	-172	-106	-74	-84	-85	-93	-273	-59
	-87%	-100%	-100%	-100%	-	-100%	-100%	-91%	-88%	-94%	-75%	-84%	-92%	-83%	-85%	-89%	-88%	-89%	-88%	-85%	-89%	-92%	-76%
TOTAL REPUBLICAN	355	260	95	355	-	160	66	191	50	99	25	81	44	55	182	173	109	74	84	87	96	276	61
	89%	100%	100%	100%	-	100%	100%	92%	88%	94%	79%	86%	92%	86%	87%	90%	91%	89%	88%	87%	92%	93%	79%
TOTAL DEMOCRAT	6	-	-	-	-	-	-	2	-	-	1	2	-	2	5	1	3	-	-	2	3	3	2
	2%	-	-	-	-	-	-	1%	-	-	4%	3%	-	4%	2%	1%	3%	-	-	2%	3%	1%	3%
STRONG REPUBLICAN	260	260	-	260	-	160	66	154	34	74	22	60	31	39	125	135	83	50	59	66	57	210	36
	65%	100%	-	73%	-	100%	100%	75%	59%	71%	69%	64%	64%	61%	60%	70%	69%	61%	63%	66%	54%	71%	46%
NOT-SO-STRONG REPUBLICAN	58	-	58	58	-	-	-	26	8	20	1	14	6	9	34	24	18	13	14	12	20	39	17
	14%	-	61%	16%	-	-	-	13%	13%	19%	4%	15%	13%	14%	16%	13%	15%	16%	15%	12%	19%	13%	22%
LEAN REPUBLICAN	37	-	37	37	-	-	-	10	9	4	2	7	7	7	23	14	8	10	10	8	19	28	8
	9%	-	39%	10%	-	-	-	5%	16%	4%	6%	7%	15%	11%	11%	7%	7%	12%	10%	8%	18%	9%	11%
LEAN DEMOCRAT	3	-	-	-	-	-	-	1	-	-	2	-	-	1	3	-	2	-	-	1	2	2	1
	1%	-	-	-	-	-	-	-	-	-	3%	-	-	2%	-	2%	-	-	-	1%	2%	1%	2%
NOT-SO-STRONG DEMOCRAT	3	-	-	-	-	-	-	1	-	-	1	-	-	1	1	1	1	-	-	1	1	1	1
	1%	-	-	-	-	-	-	1%	-	-	4%	-	-	2%	1%	1%	1%	-	-	1%	1%	-	1%
SOMETHING ELSE/INDEPENDENT	36	-	-	-	36	-	-	12	7	6	5	9	4	6	20	16	7	7	11	10	6	16	14
	9%	-	-	-	100%	-	-	6%	12%	6%	15%	10%	8%	9%	10%	8%	6%	8%	11%	10%	6%	5%	19%
REFUSED	2	-	-	-	-	-	-	1	-	-	-	1	-	1	1	1	-	2	-	-	-	-	-
	1%	-	-	-	-	-	-	1%	-	-	1%	1%	-	1%	1%	1%	-	2%	-	-	-	-	-

Table 62-2

QUESTION 46:

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

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (REPUBLICAN - DEMOCRAT)	-332	-44	-36	-87	-54	-33	-77	-138	-135	-29	-30	-117	-129	-54	-38	-121	-123	-49	-43	-62	-91	-179
	-89%	-80%	-92%	-87%	-98%	-92%	-87%	-90%	-95%	-72%	-79%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-89%	-89%	-88%
TOTAL REPUBLICAN	338	47	36	88	54	34	78	140	136	30	31	117	129	54	38	121	123	49	43	63	94	181
-----	90%	86%	92%	89%	98%	93%	88%	92%	95%	75%	82%	100%	100%	100%	100%	100%	100%	100%	100%	90%	92%	89%
TOTAL DEMOCRAT	6	3	-	1	-	-	1	3	-	1	1	-	-	-	-	-	-	-	-	1	2	2
-----	1%	5%	-	1%	-	1%	1%	2%	-	3%	3%	-	-	-	-	-	-	-	-	2%	2%	1%
STRONG REPUBLICAN	246	37	23	57	39	22	66	97	113	20	16	117	129	-	-	121	123	-	-	46	70	130
	66%	67%	60%	57%	71%	61%	75%	64%	79%	49%	43%	100%	100%	-	-	100%	100%	-	-	66%	69%	64%
NOT-SO-STRONG REPUBLICAN	56	6	6	20	11	7	6	24	15	8	9	-	-	32	24	-	-	30	26	10	15	31
	15%	12%	16%	20%	19%	20%	7%	15%	11%	21%	23%	-	-	59%	63%	-	-	62%	60%	14%	15%	16%
LEAN REPUBLICAN	36	4	6	12	4	4	6	20	8	2	6	-	-	22	14	-	-	19	17	7	9	20
	10%	8%	16%	12%	8%	12%	6%	13%	5%	5%	16%	-	-	41%	37%	-	-	38%	40%	10%	9%	10%
LEAN DEMOCRAT	3	2	-	1	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-	-	2	1
	1%	4%	-	1%	-	-	-	1%	-	3%	-	-	-	-	-	-	-	-	-	-	2%	1%
NOT-SO-STRONG DEMOCRAT	2	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1
	1%	2%	-	-	-	1%	1%	1%	-	-	3%	-	-	-	-	-	-	-	-	2%	-	-
SOMETHING ELSE/INDEPENDENT	31	5	3	10	1	2	9	9	7	9	6	-	-	-	-	-	-	-	-	5	6	19
	8%	9%	8%	10%	2%	7%	11%	6%	5%	22%	15%	-	-	-	-	-	-	-	-	8%	6%	10%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-

Table 62-3

QUESTION 46:

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

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/VOTE	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP
BASE-TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
**D/S (REPUBLICAN - DEMOCRAT)	-349	-73	-93	-80	-86	-67	-114	-106	-205	-71	-52	-323	-26	-145	-175	-141	-143	-283	-55	-122
	-87%	-87%	-86%	-91%	-92%	-86%	-90%	-91%	-89%	-88%	-91%	-89%	-73%	-87%	-94%	-79%	-90%	-92%	-69%	-92%
TOTAL REPUBLICAN	355	76	95	81	86	67	116	106	208	73	53	329	26	148	177	145	144	286	58	123
-----	89%	90%	87%	93%	92%	87%	92%	91%	90%	90%	93%	90%	76%	89%	95%	81%	91%	93%	73%	93%
TOTAL DEMOCRAT	6	2	2	1	-	1	2	-	3	1	1	5	1	3	2	4	2	3	3	1
-----	2%	2%	2%	2%	-	1%	2%	-	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	4%	1%
STRONG REPUBLICAN	260	49	68	67	61	53	90	64	163	46	33	246	14	106	138	98	97	220	31	93
	65%	58%	62%	77%	66%	69%	72%	55%	71%	57%	57%	67%	41%	63%	75%	55%	61%	71%	39%	70%
NOT-SO-STRONG REPUBLICAN	58	17	15	8	16	10	14	27	34	10	13	50	8	26	21	31	27	39	18	16
	14%	20%	14%	9%	18%	14%	11%	23%	15%	12%	22%	14%	23%	16%	11%	18%	17%	13%	23%	12%
LEAN REPUBLICAN	37	10	12	6	8	4	11	15	11	17	8	33	4	16	17	16	20	27	9	15
	9%	11%	11%	7%	8%	5%	9%	13%	5%	21%	14%	9%	12%	10%	9%	9%	13%	9%	11%	11%
LEAN DEMOCRAT	3	2	1	-	-	1	1	-	2	-	1	3	-	1	1	2	1	1	2	-
	1%	2%	1%	-	-	1%	1%	-	1%	-	2%	1%	-	1%	1%	1%	1%	-	3%	-
NOT-SO-STRONG DEMOCRAT	3	-	1	1	-	-	1	-	1	1	-	2	1	2	1	2	1	2	1	1
	1%	-	1%	2%	-	-	1%	-	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%
SOMETHING ELSE/INDEPENDENT	36	6	12	5	8	9	8	10	20	7	2	29	7	16	6	27	12	18	17	8
	9%	7%	11%	6%	8%	11%	6%	9%	9%	9%	4%	8%	20%	9%	3%	15%	8%	6%	21%	6%
REFUSED	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	1	1	2	-
	1%	-	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	1%	1%	-	2%	-

Table 62-4

QUESTION 46:

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

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE					SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC					SEC	FAV	FAV	UNFAV	PERRY	FAV	FAV	UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (REPUBLICAN - DEMOCRAT)	-349	-142	-201	-104	-79	-42	-68	-55	-49	-170	-265	-77	-72	-144	-277	-45
	-87%	-86%	-88%	-98%	-88%	-78%	-92%	-84%	-84%	-91%	-88%	-86%	-81%	-91%	-92%	-74%
TOTAL REPUBLICAN	355	144	206	104	79	42	68	57	49	171	270	78	75	145	279	46
	89%	86%	90%	98%	88%	80%	92%	87%	84%	92%	90%	87%	85%	92%	93%	76%
TOTAL DEMOCRAT	6	1	5	-	-	1	-	2	-	1	4	1	3	1	2	1
	2%	1%	2%	-	-	2%	-	3%	-	1%	1%	1%	4%	1%	1%	2%
STRONG REPUBLICAN	260	112	143	87	58	27	53	38	35	123	193	62	49	106	208	33
	65%	67%	63%	83%	64%	52%	71%	58%	60%	66%	64%	69%	55%	67%	69%	54%
NOT-SO-STRONG REPUBLICAN	58	13	44	7	14	10	8	15	7	31	47	10	17	23	41	9
	14%	8%	19%	7%	15%	19%	11%	23%	12%	17%	16%	11%	19%	14%	14%	14%
LEAN REPUBLICAN	37	19	18	9	8	5	7	5	7	18	30	6	9	17	30	5
	9%	11%	8%	8%	9%	9%	10%	7%	11%	9%	10%	7%	10%	11%	10%	8%
LEAN DEMOCRAT	3	1	2	-	-	1	-	1	-	-	2	1	2	1	1	1
	1%	1%	1%	-	-	2%	-	2%	-	-	1%	1%	3%	1%	-	2%
NOT-SO-STRONG DEMOCRAT	3	-	3	-	-	-	-	1	-	1	2	-	1	-	1	-
	1%	-	1%	-	-	-	-	1%	-	1%	1%	-	1%	-	-	-
SOMETHING ELSE/INDEPENDENT	36	19	17	2	8	10	6	6	8	13	27	9	10	12	20	12
	9%	12%	7%	2%	9%	18%	8%	9%	13%	7%	9%	10%	11%	8%	7%	20%
REFUSED	2	2	-	-	2	-	-	-	2	-	-	2	-	-	-	1
	1%	1%	-	-	2%	-	-	-	3%	-	-	2%	-	-	-	1%

Table 62-5

QUESTION 46:

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

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT RD CNTRY	ILLEG IMMIG	EDUC VALS	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (REPUBLICAN - DEMOCRAT)	-349	-62	-155	-151	-28	-29	-29	-221	-114	-117	-29	-161	-42	-37	-75	-67	-48
	-87%	-89%	-86%	-92%	-83%	-89%	-94%	-89%	-85%	-100%	-90%	-90%	-77%	-98%	-89%	-86%	-86%
TOTAL REPUBLICAN	355	64	157	153	28	29	29	225	117	117	30	164	43	37	77	68	49
	89%	92%	88%	94%	83%	89%	94%	91%	87%	100%	93%	92%	79%	98%	91%	87%	87%
TOTAL DEMOCRAT	6	2	3	2	-	-	-	3	3	-	1	3	1	-	2	1	1
	2%	2%	2%	1%	-	-	-	1%	2%	-	4%	2%	2%	-	2%	2%	2%
STRONG REPUBLICAN	260	44	109	122	18	23	22	166	85	85	22	118	30	28	63	49	32
	65%	62%	61%	74%	54%	71%	71%	67%	63%	73%	68%	66%	55%	74%	75%	62%	57%
NOT-SO-STRONG REPUBLICAN	58	14	31	19	9	3	3	34	20	20	7	24	9	8	9	11	14
	14%	20%	18%	11%	26%	10%	9%	14%	15%	17%	22%	13%	16%	20%	11%	14%	25%
LEAN REPUBLICAN	37	6	17	13	1	2	4	24	11	11	1	22	4	1	4	9	3
	9%	9%	10%	8%	3%	7%	14%	10%	8%	9%	4%	13%	8%	4%	5%	11%	5%
LEAN DEMOCRAT	3	-	1	1	-	-	-	1	2	-	1	2	-	-	-	1	1
	1%	-	1%	1%	-	-	-	-	2%	-	4%	1%	-	-	-	2%	2%
NOT-SO-STRONG DEMOCRAT	3	2	2	1	-	-	-	3	-	-	-	-	1	-	2	-	-
	1%	2%	1%	1%	-	-	-	1%	-	-	-	-	2%	-	2%	-	-
SOMETHING ELSE/INDEPENDENT	36	4	19	7	6	4	2	19	14	-	1	12	10	1	3	9	6
	9%	6%	10%	4%	17%	11%	6%	8%	10%	-	3%	6%	18%	2%	4%	11%	11%
REFUSED	2	-	-	2	-	-	-	1	2	-	-	-	1	-	2	-	-
	1%	-	-	1%	-	-	-	-	1%	-	-	-	2%	-	3%	-	-

Table 62-6

QUESTION 46:

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

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (REPUBLICAN - DEMOCRAT)	-349	-176	-283	-41	-136	-265	-16	-162	-185	-55	-257	-89	-253
	-87%	-90%	-88%	-84%	-89%	-87%	-91%	-86%	-89%	-82%	-88%	-85%	-88%
TOTAL REPUBLICAN	355	178	286	42	140	270	16	167	186	58	260	90	258
	89%	91%	90%	86%	91%	88%	91%	88%	90%	86%	89%	87%	90%
TOTAL DEMOCRAT	6	2	4	1	3	5	-	4	2	3	3	2	5
	2%	1%	1%	2%	2%	2%	-	2%	1%	5%	1%	1%	2%
STRONG REPUBLICAN	260	122	210	32	104	195	15	113	146	35	200	73	180
	65%	63%	66%	64%	68%	64%	84%	60%	70%	52%	69%	71%	63%
NOT-SO-STRONG REPUBLICAN	58	35	45	7	24	46	-	36	21	16	35	8	50
	14%	18%	14%	14%	16%	15%	-	19%	10%	24%	12%	8%	17%
LEAN REPUBLICAN	37	20	31	4	11	30	1	17	20	7	25	9	28
	9%	10%	10%	8%	7%	10%	7%	9%	10%	11%	9%	8%	10%
LEAN DEMOCRAT	3	-	1	1	2	3	-	3	-	2	1	1	2
	1%	-	-	2%	1%	1%	-	2%	-	3%	-	1%	1%
NOT-SO-STRONG DEMOCRAT	3	2	3	-	1	2	-	1	2	1	2	-	3
	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%
SOMETHING ELSE/INDEPENDENT	36	16	28	5	10	29	2	17	18	6	26	12	24
	9%	8%	9%	10%	7%	9%	9%	9%	9%	9%	9%	12%	8%
REFUSED	2	-	1	1	-	1	-	1	1	-	2	-	1
	1%	-	-	2%	-	-	-	1%	1%	-	1%	-	-

Table 62-7

QUESTION 46:

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

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				NEWS- WORK	CABLE NEWS						
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (REPUBLICAN - DEMOCRAT)	-349	-127	-63	-56	-44	-81	-70	-49	-46	-36	-38	-156	-53	-103
	-87%	-88%	-90%	-91%	-79%	-88%	-88%	-82%	-89%	-91%	-83%	-89%	-92%	-84%
TOTAL REPUBLICAN	355	129	65	56	44	83	70	50	46	37	39	159	53	104
-----	89%	90%	93%	91%	80%	90%	88%	84%	89%	94%	84%	91%	92%	86%
TOTAL DEMOCRAT	6	2	2	-	1	2	-	1	-	1	1	3	-	2
-----	2%	2%	3%	-	2%	2%	-	2%	-	3%	2%	2%	-	2%
STRONG REPUBLICAN	260	104	45	40	25	62	48	32	39	26	23	115	34	89
	65%	72%	65%	66%	45%	67%	62%	53%	76%	66%	49%	66%	59%	73%
NOT-SO-STRONG REPUBLICAN	58	17	8	9	13	13	14	12	2	7	5	30	12	11
	14%	12%	12%	15%	24%	14%	18%	20%	4%	18%	10%	17%	21%	9%
LEAN REPUBLICAN	37	8	12	6	7	8	7	7	4	4	11	14	7	5
	9%	6%	16%	10%	12%	9%	8%	12%	8%	10%	25%	8%	12%	4%
LEAN DEMOCRAT	3	2	1	-	-	1	-	-	-	1	-	2	-	1
	1%	2%	1%	-	-	1%	-	-	-	3%	-	1%	-	1%
NOT-SO-STRONG DEMOCRAT	3	-	1	-	1	1	-	1	-	-	1	1	-	1
	1%	-	2%	-	2%	1%	-	2%	-	-	2%	1%	-	1%
SOMETHING ELSE/INDEPENDENT	36	13	2	5	10	7	9	7	5	1	6	11	5	14
	9%	9%	3%	8%	18%	7%	12%	11%	9%	3%	14%	6%	8%	12%
REFUSED	2	-	-	1	-	-	-	1	1	-	-	1	-	1
	1%	-	1%	1%	-	-	-	2%	2%	-	-	1%	-	1%

Table 63-1
 QUESTION 47:
 Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
						CON	65+	CONS	TRAL	PLEX	EAST	TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	CON	CONS	LIB	
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (CONSERVATIVE - MODERATE/LIBERAL)	230 58%	184 71%	43 45%	227 64%	1 2%	160 100%	42 63%	206 100%	26 46%	71 68%	20 63%	52 55%	19 40%	41 64%	119 57%	111 58%	74 62%	47 57%	58 61%	52 52%	105 100%	296 100%	-78 -100%
TOTAL CONSERVATIVE	315 79%	222 85%	69 73%	291 82%	18 51%	160 100%	54 81%	206 100%	42 73%	88 84%	26 81%	73 78%	34 70%	52 82%	163 79%	152 79%	97 81%	65 78%	76 80%	76 76%	105 100%	296 100%	- -
TOTAL MODERATE/LIBERAL	85 21%	38 15%	26 27%	64 18%	18 49%	- -	12 19%	- -	15 27%	17 16%	6 18%	21 22%	14 30%	12 18%	44 21%	40 21%	23 19%	18 22%	18 19%	24 24%	- -	- -	78 100%
VERY CONSERVATIVE	202 50%	160 62%	29 30%	189 53%	10 29%	160 100%	34 51%	149 72%	31 54%	57 55%	18 58%	45 48%	17 36%	32 50%	107 52%	94 49%	62 52%	42 51%	51 54%	45 45%	- -	191 65%	- -
SOMEWHAT CONSERVATIVE	113 28%	62 24%	41 43%	102 29%	8 22%	- -	20 30%	57 28%	11 19%	31 29%	8 23%	28 30%	16 34%	20 32%	56 27%	57 30%	35 29%	23 28%	25 26%	31 31%	105 100%	105 35%	- -
MODERATE	80 20%	37 14%	24 26%	61 17%	17 46%	- -	12 19%	- -	14 25%	16 15%	4 11%	21 22%	14 29%	12 18%	43 21%	37 19%	23 19%	18 22%	16 17%	22 22%	- -	- -	74 94%
SOMEWHAT LIBERAL	4 1%	- -	2 2%	2 -	1 3%	- -	- -	- -	1 2%	- -	2 7%	- -	- 1%	- -	- 2%	4 2%	- -	- 1%	1 2%	2 2%	- -	- -	3 4%
VERY LIBERAL	1 -	1 -	- -	1 -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- 1%	1 1%	- -	- -	- -	1 1%
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 63-2
 QUESTION 47:
 Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (CONSERVATIVE - MODERATE/LIBERAL)	217	33	27	52	34	15	56	152	143	-40	-38	77	97	33	8	89	83	15	26	46	70	101
	58%	61%	69%	52%	62%	40%	63%	100%	100%	-100%	-100%	66%	75%	61%	22%	74%	68%	30%	61%	66%	69%	50%
TOTAL CONSERVATIVE	296	44	33	75	45	25	72	152	143	-	-	97	113	43	23	105	103	32	35	58	86	152
-----	79%	80%	85%	76%	81%	70%	81%	100%	100%	-	-	83%	87%	80%	61%	87%	84%	65%	80%	83%	84%	75%
TOTAL MODERATE/LIBERAL	78	11	6	24	10	11	16	-	-	40	38	20	16	11	15	16	20	17	8	12	16	51
-----	21%	20%	15%	24%	19%	30%	19%	-	-	100%	100%	17%	13%	20%	39%	13%	16%	35%	20%	17%	16%	25%
VERY CONSERVATIVE	191	30	22	49	28	14	47	101	90	-	-	71	81	23	5	80	72	10	17	39	58	93
	51%	55%	57%	49%	50%	39%	53%	66%	63%	-	-	61%	63%	42%	13%	66%	58%	21%	40%	56%	57%	46%
SOMEWHAT CONSERVATIVE	105	14	11	27	17	11	25	51	53	-	-	26	31	21	18	26	31	22	17	18	28	58
	28%	25%	27%	27%	31%	31%	29%	34%	37%	-	-	22%	24%	38%	48%	21%	25%	44%	40%	26%	27%	29%
MODERATE	74	11	6	23	10	11	13	-	-	39	34	19	16	11	14	16	19	17	7	11	16	47
	20%	20%	15%	23%	19%	30%	15%	-	-	97%	91%	16%	13%	20%	36%	13%	15%	35%	17%	15%	16%	23%
SOMEWHAT LIBERAL	3	-	-	-	-	-	3	-	-	-	3	-	-	-	1	-	-	-	1	1	-	2
	1%	-	-	-	-	-	4%	-	-	-	9%	-	-	-	3%	-	-	-	3%	2%	-	1%
VERY LIBERAL	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1
	-	-	-	1%	-	-	-	-	-	3%	-	1%	-	-	-	1%	-	-	-	-	-	1%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-

Table 63-3
 QUESTION 47:
 Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
**D/S (CONSERVATIVE - MODERATE/LIBERAL)	230 58%	59 70%	53 49%	58 66%	48 51%	42 55%	85 67%	59 51%	159 69%	27 33%	30 53%	219 60%	12 33%	60 36%	115 62%	96 54%	91 57%	203 66%	17 21%	57 43%
TOTAL CONSERVATIVE -----	315 79%	71 85%	81 74%	73 83%	71 76%	59 77%	105 83%	87 75%	195 84%	54 67%	44 76%	292 80%	23 66%	114 68%	150 81%	137 77%	125 78%	256 83%	48 60%	95 71%
TOTAL MODERATE/LIBERAL -----	85 21%	12 15%	28 26%	15 17%	23 24%	17 22%	21 17%	29 25%	36 16%	27 33%	13 23%	73 20%	11 33%	53 32%	35 19%	41 23%	34 22%	52 17%	31 39%	38 29%
VERY CONSERVATIVE	202 50%	48 57%	53 49%	50 57%	40 43%	35 45%	77 61%	48 41%	140 60%	28 35%	22 38%	187 51%	15 42%	58 35%	97 52%	85 48%	78 49%	171 55%	23 29%	50 38%
SOMEWHAT CONSERVATIVE	113 28%	24 28%	28 25%	23 26%	31 33%	25 32%	29 23%	40 34%	56 24%	26 32%	22 38%	105 29%	8 24%	56 33%	53 29%	51 29%	47 30%	85 28%	25 31%	45 34%
MODERATE	80 20%	12 15%	27 25%	14 16%	21 22%	16 21%	20 16%	29 25%	34 15%	25 31%	13 23%	70 19%	10 29%	51 31%	33 18%	38 22%	34 22%	50 16%	29 36%	36 27%
SOMEWHAT LIBERAL	4 1%	- -	- -	1 1%	2 2%	- -	1 1%	- -	2 1%	1 1%	- -	2 1%	1 4%	1 1%	1 1%	3 1%	- -	1 -	3 3%	1 1%
VERY LIBERAL	1 -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	1 1%	- -	1 -	- -	1 1%	1 1%	- -	- -	1 -	- -	1 1%
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 63-4
 QUESTION 47:
 Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL	ELEC- TION	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC					SEC	FAV	FAV	UNFAV	PERRY	FAV	FAV	UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (CONSERVATIVE - MODERATE/LIBERAL)	230	97	132	84	69	26	48	21	42	113	149	77	35	79	191	28
	58%	58%	58%	79%	77%	48%	65%	33%	72%	61%	50%	86%	39%	50%	63%	46%
TOTAL CONSERVATIVE	315	132	180	94	80	39	61	43	50	149	225	84	62	119	246	44
	79%	79%	79%	90%	88%	74%	82%	66%	86%	80%	75%	93%	70%	75%	82%	73%
TOTAL MODERATE/LIBERAL	85	35	48	11	10	14	13	22	8	36	76	6	27	40	55	16
	21%	21%	21%	10%	12%	26%	18%	34%	14%	20%	25%	7%	30%	25%	18%	27%
VERY CONSERVATIVE	202	81	117	72	56	18	40	24	33	89	127	69	33	66	157	28
	50%	49%	51%	68%	62%	34%	54%	36%	56%	48%	42%	77%	37%	42%	52%	46%
SOMEWHAT CONSERVATIVE	113	50	63	22	24	22	21	20	18	60	98	14	29	53	89	17
	28%	30%	28%	21%	27%	41%	29%	30%	30%	32%	33%	16%	33%	33%	29%	27%
MODERATE	80	34	43	11	9	13	12	21	7	34	73	5	26	38	53	15
	20%	21%	19%	10%	10%	25%	16%	32%	12%	18%	24%	5%	29%	24%	17%	25%
SOMEWHAT LIBERAL	4	-	3	-	1	-	1	1	-	1	1	1	1	1	1	1
	1%	-	1%	-	1%	-	1%	2%	-	1%	-	2%	1%	1%	-	2%
VERY LIBERAL	1	-	1	-	-	-	-	-	1	1	1	-	-	1	1	-
	-	-	-	-	-	-	-	-	2%	1%	-	-	-	1%	-	-
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table 63-5
 QUESTION 47:
 Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN		TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES		
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (CONSERVATIVE - MODERATE/LIBERAL)	230	26	57	132	4	14	16	146	71	70	22	111	15	34	57	40	28
	58%	37%	32%	81%	13%	43%	54%	59%	53%	60%	69%	62%	27%	90%	68%	51%	51%
TOTAL CONSERVATIVE	315	48	118	147	19	23	24	197	103	93	27	145	35	36	71	59	42
	79%	69%	66%	90%	57%	71%	77%	79%	76%	80%	85%	81%	63%	95%	84%	75%	75%
TOTAL MODERATE/LIBERAL	85	22	61	16	15	9	7	51	31	23	5	34	20	2	13	19	14
	21%	31%	34%	10%	43%	29%	23%	21%	23%	20%	15%	19%	36%	5%	16%	25%	25%
VERY CONSERVATIVE	202	25	59	108	7	14	12	128	63	57	15	89	18	27	52	36	17
	50%	37%	33%	66%	20%	43%	39%	52%	47%	49%	47%	50%	32%	71%	62%	46%	30%
SOMEWHAT CONSERVATIVE	113	22	59	40	12	9	12	68	40	36	12	56	17	9	19	23	25
	28%	32%	33%	24%	37%	28%	38%	28%	30%	31%	38%	31%	31%	23%	22%	30%	45%
MODERATE	80	20	59	15	15	9	7	49	29	22	5	31	20	2	12	19	12
	20%	28%	33%	9%	43%	29%	23%	20%	21%	19%	15%	18%	36%	5%	15%	25%	22%
SOMEWHAT LIBERAL	4	1	1	1	-	-	-	1	3	2	-	1	-	-	1	-	1
	1%	2%	1%	1%	-	-	-	-	2%	1%	-	1%	-	-	1%	-	3%
VERY LIBERAL	1	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	-	2%	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-

Table 63-6
 QUESTION 47:
 Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (CONSERVATIVE - MODERATE/LIBERAL)	230 58%	119 61%	179 56%	26 53%	86 56%	176 58%	10 57%	114 60%	117 56%	35 52%	170 58%	60 58%	164 57%
TOTAL CONSERVATIVE	315 79%	157 80%	249 78%	38 77%	119 78%	241 79%	14 78%	152 80%	162 78%	51 76%	230 79%	82 79%	225 78%
TOTAL MODERATE/LIBERAL	85 21%	39 20%	70 22%	12 23%	34 22%	64 21%	4 22%	37 20%	45 22%	16 24%	60 21%	22 21%	62 21%
VERY CONSERVATIVE	202 50%	100 51%	161 50%	23 47%	79 51%	151 50%	11 64%	96 51%	105 51%	30 44%	152 52%	50 49%	146 51%
SOMEWHAT CONSERVATIVE	113 28%	57 29%	88 28%	15 29%	41 27%	90 29%	2 14%	55 29%	57 27%	22 32%	78 27%	31 30%	79 28%
MODERATE	80 20%	35 18%	67 21%	10 21%	33 21%	62 20%	4 22%	36 19%	43 21%	16 24%	56 19%	20 19%	59 21%
SOMEWHAT LIBERAL	4 1%	2 1%	3 1%	1 2%	1 1%	3 1%	-	1 1%	1 1%	-	4 1%	1 1%	3 1%
VERY LIBERAL	1 -	1 1%	1 -	-	-	-	-	-	1 1%	-	1 -	1 1%	-
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-

Table 63-7
 QUESTION 47:
 Generally speaking, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				NEWS- WORK	CABLE NEWS						
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
**D/S (CONSERVATIVE - MODERATE/LIBERAL)	230 58%	91 63%	38 54%	44 72%	25 44%	38 42%	48 61%	33 55%	42 82%	27 68%	28 62%	105 60%	28 48%	69 56%
TOTAL CONSERVATIVE -----	315 79%	118 82%	54 77%	53 86%	40 72%	65 71%	63 80%	46 77%	47 91%	33 84%	37 81%	140 80%	43 74%	95 78%
TOTAL MODERATE/LIBERAL -----	85 21%	26 18%	16 23%	9 14%	15 28%	27 29%	15 20%	13 22%	5 9%	6 16%	9 19%	35 20%	15 26%	26 22%
VERY CONSERVATIVE	202 50%	68 47%	31 44%	45 74%	20 36%	35 38%	33 43%	34 57%	34 67%	16 39%	19 41%	92 53%	26 45%	65 53%
SOMEWHAT CONSERVATIVE	113 28%	49 34%	23 33%	7 12%	20 36%	30 33%	30 38%	12 20%	13 25%	18 45%	18 40%	48 27%	17 29%	30 25%
MODERATE	80 20%	26 18%	15 21%	9 14%	14 26%	24 26%	15 19%	12 20%	5 9%	6 16%	8 17%	33 19%	14 24%	25 21%
SOMEWHAT LIBERAL	4 1%	- -	1 2%	- -	1 2%	2 2%	- -	1 2%	- -	- -	1 2%	1 1%	1 2%	- -
VERY LIBERAL	1 -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 1%
REFUSED	- -	- -	- 1%	- -	- -	- -	- -	- 1%	- -	- -	- -	- -	- -	- -

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

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
						CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
HIGH SCHOOL OR LESS -----	76 19%	50 19%	18 19%	68 19%	5 15%	31 19%	19 28%	38 18%	7 12%	25 24%	9 29%	12 12%	9 20%	14 22%	38 18%	37 19%	19 16%	12 14%	18 19%	27 27%	18 18%	58 20%	12 15%
SOME COLLEGE -----	106 26%	70 27%	24 25%	94 26%	9 26%	50 31%	20 31%	63 31%	11 19%	24 23%	12 36%	27 29%	11 23%	21 33%	50 24%	55 29%	25 21%	23 28%	24 25%	32 32%	28 27%	86 29%	16 20%
COLLEGE+ -----	218 54%	140 54%	53 56%	193 54%	22 60%	79 49%	28 41%	104 50%	40 70%	56 54%	11 35%	54 58%	27 57%	29 45%	119 57%	98 51%	75 63%	47 56%	52 55%	42 42%	58 56%	152 51%	51 65%
SOME GRADE SCHOOL	1 -	1 -	- -	1 -	- -	1 -	1 1%	1 -	- -	- -	1 2%	- -	- -	- -	1 -	- -	- -	- -	- -	1 1%	- -	1 -	- -
SOME HIGH SCHOOL	6 2%	4 2%	2 2%	6 2%	- -	4 3%	2 4%	6 3%	1 2%	1 1%	1 3%	- -	1 2%	2 4%	4 2%	2 1%	2 2%	- -	- -	4 4%	- -	3 1%	1 1%
GRADUATED HIGH SCHOOL	69 17%	45 17%	16 17%	61 17%	5 15%	26 16%	16 23%	32 15%	6 10%	24 23%	8 24%	12 12%	9 18%	12 18%	33 16%	35 18%	17 14%	12 14%	18 19%	22 22%	18 18%	54 18%	11 14%
TECHNICAL/VOCATIONAL SCHOOL	9 2%	6 2%	3 3%	9 2%	- -	5 3%	4 6%	4 2%	- -	2 2%	3 9%	2 3%	1 2%	1 1%	4 2%	5 3%	- -	1 2%	2 2%	4 4%	2 2%	7 2%	2 2%
SOME COLLEGE	97 24%	64 25%	21 22%	85 24%	9 26%	45 28%	16 24%	59 29%	11 19%	22 21%	9 28%	24 26%	10 21%	20 32%	47 22%	50 26%	25 21%	22 27%	22 23%	27 27%	26 25%	79 27%	14 18%
GRADUATED COLLEGE	151 38%	93 36%	38 40%	131 37%	17 46%	48 30%	20 29%	69 33%	29 51%	38 36%	8 25%	36 38%	19 39%	22 34%	79 38%	72 37%	58 48%	33 40%	31 33%	28 28%	44 42%	100 34%	38 49%
GRADUATE/PROFESSIONAL SCHOOL	67 17%	47 18%	15 16%	62 17%	5 14%	31 19%	8 12%	35 17%	11 19%	18 17%	3 10%	19 20%	9 18%	7 11%	40 19%	27 14%	18 15%	14 17%	22 23%	14 14%	14 14%	52 18%	13 16%
REFUSED	1 -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -

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

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
HIGH SCHOOL OR LESS -----	70 19%	8 15%	6 14%	21 21%	6 12%	6 16%	23 25%	30 19%	28 20%	5 12%	7 18%	20 18%	26 20%	12 21%	5 14%	19 16%	27 22%	6 12%	11 26%	70 100%	- -	- -
SOME COLLEGE -----	102 27%	9 17%	13 34%	27 27%	16 29%	9 25%	27 30%	42 27%	44 31%	7 18%	8 22%	28 24%	42 32%	15 28%	8 22%	34 28%	35 28%	11 22%	13 30%	- -	102 100%	- -
COLLEGE+ -----	202 54%	38 69%	20 51%	52 52%	33 60%	21 59%	39 44%	81 53%	71 49%	28 69%	23 60%	68 58%	61 48%	27 51%	24 64%	68 56%	61 50%	32 66%	19 45%	- -	- -	202 100%
SOME GRADE SCHOOL	1 -	- -	- -	1 1%	- -	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 -	- -	- -	1 1%	- -	- -
SOME HIGH SCHOOL	4 1%	- -	- -	2 2%	1 2%	- -	1 1%	2 2%	1 1%	- -	1 2%	2 2%	1 1%	- -	1 2%	1 1%	2 2%	- -	1 2%	4 6%	- -	- -
GRADUATED HIGH SCHOOL	65 17%	8 15%	6 14%	18 18%	5 10%	6 16%	22 25%	27 17%	27 19%	5 12%	6 15%	18 15%	25 19%	12 21%	5 12%	18 15%	24 20%	6 12%	10 24%	65 93%	- -	- -
TECHNICAL/VOCATIONAL SCHOOL	9 2%	- -	1 4%	2 2%	- -	- -	4 4%	3 2%	4 3%	1 2%	1 2%	2 1%	4 3%	2 4%	1 2%	4 -	1 3%	1 2%	2 4%	- -	9 8%	- -
SOME COLLEGE	93 25%	9 17%	12 31%	24 25%	16 29%	9 25%	23 26%	39 26%	40 28%	7 16%	8 20%	27 23%	37 29%	13 24%	8 20%	33 28%	31 25%	10 20%	11 25%	- -	93 92%	- -
GRADUATED COLLEGE	138 37%	28 51%	13 34%	30 30%	27 48%	15 41%	25 29%	49 32%	51 35%	22 55%	16 42%	42 36%	43 33%	17 32%	19 50%	50 41%	35 28%	24 49%	12 29%	- -	- -	138 68%
GRADUATE/PROFESSIONAL SCHOOL	65 17%	10 18%	7 18%	21 22%	6 11%	7 18%	14 16%	32 21%	20 14%	6 15%	7 18%	26 22%	19 14%	10 19%	5 13%	18 15%	26 21%	8 17%	7 16%	- -	- -	65 32%

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

BANNER 3

-----AMONG WHITE VOTERS-----																				
EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL					
TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN	
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
HIGH SCHOOL OR LESS -----	76 19%	35 41%	- -	35 40%	- -	23 30%	24 19%	9 8%	38 17%	15 19%	16 28%	68 19%	7 21%	29 17%	34 18%	31 18%	28 18%	58 19%	13 16%	23 17%
SOME COLLEGE -----	106 26%	49 59%	- -	53 60%	- -	32 42%	30 24%	25 22%	72 31%	16 20%	12 22%	93 25%	13 37%	31 18%	50 27%	46 26%	41 26%	88 28%	15 18%	30 22%
COLLEGE+ -----	218 54%	- -	109 100%	- -	93 100%	22 29%	73 58%	82 71%	121 52%	50 62%	29 51%	203 56%	15 42%	107 64%	102 55%	99 56%	90 56%	162 53%	51 64%	80 60%
SOME GRADE SCHOOL	1 -	1 1%	- -	- -	- -	1 1%	- -	- -	1 -	- -	- -	1 -	- -	- -	- -	- -	- -	1 -	- -	- -
SOME HIGH SCHOOL	6 2%	2 3%	- -	2 2%	- -	1 2%	1 1%	1 1%	4 2%	- -	- -	6 2%	- -	2 1%	5 3%	- -	2 1%	6 2%	- -	2 2%
GRADUATED HIGH SCHOOL	69 17%	32 38%	- -	33 38%	- -	21 28%	23 18%	8 7%	33 14%	15 19%	16 28%	61 17%	7 21%	27 16%	28 15%	31 18%	26 16%	51 17%	13 16%	21 16%
TECHNICAL/VOCATIONAL SCHOOL	9 2%	4 4%	- -	5 6%	- -	2 3%	1 1%	2 2%	4 2%	1 1%	3 5%	6 2%	2 6%	2 1%	4 2%	3 2%	3 2%	7 2%	1 1%	3 2%
SOME COLLEGE	97 24%	46 54%	- -	48 55%	- -	30 39%	28 23%	23 20%	68 29%	15 18%	10 17%	86 24%	11 31%	29 17%	46 25%	43 24%	39 24%	80 26%	14 17%	27 20%
GRADUATED COLLEGE	151 38%	- -	71 65%	- -	67 71%	19 24%	44 34%	56 49%	79 34%	33 40%	23 41%	140 38%	11 31%	72 43%	69 37%	67 38%	64 40%	110 36%	36 46%	50 37%
GRADUATE/PROFESSIONAL SCHOOL	67 17%	- -	38 35%	- -	27 29%	3 4%	29 23%	26 22%	42 18%	17 21%	6 10%	63 17%	4 11%	35 21%	33 18%	32 18%	26 16%	52 17%	15 18%	30 23%
REFUSED	1 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	1 1%	- -

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

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE					SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	ELEC- TION	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC					SEC								
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
HIGH SCHOOL OR LESS	76	33	43	21	14	7	15	13	10	34	55	16	14	27	56	12
-----	19%	20%	19%	20%	16%	13%	21%	20%	17%	18%	18%	18%	15%	17%	18%	20%
SOME COLLEGE	106	42	62	30	32	12	20	15	13	52	75	28	27	35	82	10
-----	26%	25%	27%	28%	35%	23%	27%	22%	22%	28%	25%	31%	30%	22%	27%	17%
COLLEGE+	218	90	123	54	43	34	38	38	35	100	171	45	48	98	164	38
-----	54%	54%	54%	51%	48%	64%	52%	58%	59%	54%	57%	50%	55%	61%	54%	63%
SOME GRADE SCHOOL	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
SOME HIGH SCHOOL	6	4	2	3	-	-	1	1	1	2	5	1	-	1	5	1
	2%	2%	1%	3%	-	-	2%	2%	1%	1%	2%	1%	-	1%	2%	2%
GRADUATED HIGH SCHOOL	69	29	40	18	13	7	14	12	9	32	50	15	14	25	50	11
	17%	17%	18%	17%	15%	13%	19%	18%	16%	17%	17%	16%	15%	16%	17%	19%
TECHNICAL/VOCATIONAL SCHOOL	9	3	5	2	4	1	3	1	1	5	6	1	3	3	6	2
	2%	2%	2%	2%	4%	2%	4%	1%	1%	3%	2%	1%	3%	2%	2%	3%
SOME COLLEGE	97	38	57	28	28	11	17	14	12	46	68	27	24	31	76	8
	24%	23%	25%	27%	31%	21%	24%	21%	21%	25%	23%	30%	27%	20%	25%	14%
GRADUATED COLLEGE	151	65	83	32	31	26	24	29	24	71	123	27	33	77	118	21
	38%	39%	37%	31%	35%	49%	33%	45%	40%	39%	41%	30%	37%	49%	39%	35%
GRADUATE/PROFESSIONAL SCHOOL	67	25	40	22	12	8	14	9	11	28	48	18	15	20	45	17
	17%	15%	18%	21%	13%	15%	19%	13%	19%	15%	16%	20%	17%	13%	15%	28%
REFUSED	1	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-
	-	1%	-	-	1%	-	-	-	2%	-	-	1%	-	-	-	-

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

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN		TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	MCCAIN	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
HIGH SCHOOL OR LESS	76	16	31	30	4	6	6	54	21	19	3	29	7	12	17	14	6
	19%	23%	17%	18%	12%	18%	21%	22%	16%	16%	10%	16%	13%	32%	20%	18%	12%
SOME COLLEGE	106	10	38	55	6	5	6	56	42	38	14	51	10	8	29	15	14
	26%	15%	21%	34%	19%	16%	21%	23%	31%	33%	43%	29%	17%	21%	34%	20%	25%
COLLEGE+	218	43	110	77	23	22	18	137	70	60	15	98	38	18	38	48	35
	54%	62%	62%	47%	69%	66%	59%	55%	52%	51%	47%	55%	69%	47%	45%	62%	63%
SOME GRADE SCHOOL	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-
SOME HIGH SCHOOL	6	-	2	4	-	-	-	6	-	-	-	1	-	3	2	-	-
	2%	-	1%	3%	-	-	-	3%	-	-	-	1%	-	8%	3%	-	-
GRADUATED HIGH SCHOOL	69	16	29	25	4	6	6	48	21	18	3	28	7	9	15	14	6
	17%	23%	16%	15%	12%	18%	21%	19%	15%	15%	10%	16%	13%	24%	17%	18%	12%
TECHNICAL/VOCATIONAL SCHOOL	9	2	4	3	2	-	-	6	2	2	1	6	-	1	2	-	3
	2%	3%	2%	2%	5%	-	-	2%	1%	2%	2%	3%	-	1%	2%	-	5%
SOME COLLEGE	97	8	34	53	5	5	6	50	40	36	13	45	10	8	27	15	11
	24%	12%	19%	32%	14%	16%	21%	20%	30%	31%	41%	25%	17%	20%	32%	20%	20%
GRADUATED COLLEGE	151	26	75	54	14	18	13	98	46	38	11	69	26	14	24	34	20
	38%	37%	42%	33%	43%	56%	41%	39%	34%	32%	33%	38%	47%	36%	29%	44%	37%
GRADUATE/PROFESSIONAL SCHOOL	67	17	36	23	9	3	5	40	24	22	5	30	12	4	13	14	15
	17%	24%	20%	14%	27%	10%	18%	16%	18%	19%	14%	17%	22%	11%	16%	18%	26%
REFUSED	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-
	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	1%	-	-

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

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
HIGH SCHOOL OR LESS	76 19%	34 17%	62 19%	6 11%	33 21%	55 18%	3 16%	37 20%	39 19%	7 10%	61 21%	13 12%	60 21%
SOME COLLEGE	106 26%	57 29%	84 26%	16 33%	42 27%	84 27%	6 32%	49 26%	56 27%	24 35%	69 24%	22 21%	81 28%
COLLEGE+	218 54%	105 53%	174 54%	27 54%	79 51%	166 54%	9 51%	102 54%	112 54%	37 55%	160 55%	69 66%	146 51%
SOME GRADE SCHOOL	1 -	- -	- -	- -	- -	- -	- -	- -	1 -	- -	1 -	- -	1 -
SOME HIGH SCHOOL	6 2%	1 1%	5 2%	- -	2 1%	4 1%	- -	4 2%	2 1%	1 2%	4 1%	1 1%	5 2%
GRADUATED HIGH SCHOOL	69 17%	33 17%	57 18%	6 11%	30 20%	51 17%	3 16%	33 17%	36 17%	6 8%	56 19%	12 11%	54 19%
TECHNICAL/VOCATIONAL SCHOOL	9 2%	5 2%	7 2%	1 1%	3 2%	7 2%	- -	2 1%	7 3%	2 3%	7 2%	1 1%	8 3%
SOME COLLEGE	97 24%	52 27%	77 24%	15 31%	39 25%	77 25%	6 32%	47 25%	50 24%	22 33%	62 21%	22 21%	73 25%
GRADUATED COLLEGE	151 38%	69 35%	117 37%	21 42%	54 35%	113 37%	8 45%	71 38%	78 38%	25 37%	114 39%	52 50%	98 34%
GRADUATE/PROFESSIONAL SCHOOL	67 17%	36 18%	56 18%	6 12%	25 16%	53 17%	1 6%	30 16%	34 16%	12 18%	46 16%	17 16%	49 17%
REFUSED	1 -	- -	- -	1 2%	- -	- -	- -	1 1%	- -	- -	1 -	- -	- -

Table 64-7
 QUESTION 48:
 And what is the last grade you completed in school?

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB-	
		NEWS	WORK NEWS				NEWS	WORK NEWS					OTHER	URBAN
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
HIGH SCHOOL OR LESS	76	26	22	6	6	22	17	10	10	4	14	33	8	21
-----	19%	18%	31%	10%	11%	24%	21%	16%	19%	10%	30%	19%	14%	18%
SOME COLLEGE	106	39	19	16	18	23	23	13	16	12	12	55	17	22
-----	26%	27%	27%	27%	32%	25%	29%	21%	32%	31%	26%	31%	30%	18%
COLLEGE+	218	80	29	39	31	47	39	37	24	24	20	88	33	77
-----	54%	55%	42%	63%	57%	51%	49%	62%	47%	59%	44%	50%	57%	63%
SOME GRADE SCHOOL	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
SOME HIGH SCHOOL	6	1	5	-	-	2	-	1	1	-	3	2	-	1
	2%	1%	7%	-	-	2%	-	2%	2%	-	7%	1%	-	1%
GRADUATED HIGH SCHOOL	69	25	18	6	6	20	17	8	8	4	11	30	8	20
	17%	17%	25%	10%	11%	22%	21%	14%	16%	10%	23%	17%	14%	17%
TECHNICAL/VOCATIONAL SCHOOL	9	3	1	2	3	1	1	3	-	1	1	5	-	3
	2%	2%	1%	3%	5%	1%	1%	4%	-	3%	2%	3%	-	3%
SOME COLLEGE	97	36	18	15	15	22	22	10	16	11	11	50	17	19
	24%	25%	26%	24%	27%	24%	28%	17%	32%	28%	24%	29%	30%	15%
GRADUATED COLLEGE	151	53	25	27	23	31	24	28	16	18	13	61	22	54
	38%	37%	36%	45%	42%	34%	31%	47%	31%	46%	29%	35%	39%	44%
GRADUATE/PROFESSIONAL SCHOOL	67	27	4	11	8	16	15	9	8	5	6	26	10	24
	17%	19%	6%	19%	14%	17%	19%	15%	16%	14%	14%	15%	18%	19%
REFUSED	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	-	-	-	-	-	-	-	-	2%	-	-	-	-	1%

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

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG	STRG	RELIG	CEN-	DFW-	EAST	HOUS-	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT	TOTAL	MOD/
						GOP/	GOP/	CONS	TRAL	METRO-		TON					CONS	CONS	CONS	CONS	CONS	CONS	LIB
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
UNDER \$10,000	5 1%	2 1%	2 2%	4 1%	1 3%	2 1%	- -	1 -	2 4%	- -	- -	2 2%	1 1%	- -	3 1%	2 1%	2 2%	- -	2 2%	1 1%	1 1%	4 1%	1 2%
\$10,000 - \$20,000	11 3%	8 3%	2 2%	10 3%	1 2%	5 3%	6 9%	8 4%	- -	3 3%	2 5%	1 1%	3 6%	2 3%	2 1%	9 5%	1 1%	2 2%	- -	7 7%	4 4%	9 3%	2 3%
\$20,000 - \$30,000	12 3%	9 4%	2 2%	11 3%	1 2%	4 3%	6 8%	7 3%	1 2%	2 2%	2 7%	2 3%	- -	4 6%	8 4%	4 2%	2 1%	1 2%	2 3%	7 7%	4 4%	9 3%	1 1%
\$30,000 - \$40,000	28 7%	21 8%	5 6%	27 8%	1 3%	14 8%	9 13%	17 8%	6 11%	13 12%	1 3%	2 3%	1 2%	4 6%	10 5%	17 9%	9 8%	2 3%	3 3%	13 13%	5 5%	20 7%	5 7%
\$40,000 - \$50,000	27 7%	16 6%	5 5%	20 6%	5 13%	7 5%	7 11%	12 6%	1 2%	7 6%	2 7%	5 5%	2 4%	11 17%	20 9%	8 4%	8 7%	4 5%	4 4%	11 11%	11 10%	17 6%	8 10%
\$50,000 - \$75,000	70 17%	47 18%	16 17%	64 18%	6 17%	30 19%	8 12%	35 17%	9 15%	17 16%	10 30%	11 12%	9 18%	15 23%	40 19%	30 16%	22 18%	13 16%	20 22%	14 14%	16 15%	53 18%	12 15%
\$75,000 - \$100,000	64 16%	47 18%	10 11%	58 16%	4 12%	32 20%	8 13%	40 19%	12 21%	17 16%	4 12%	15 16%	10 20%	7 11%	43 21%	22 11%	31 26%	14 17%	9 10%	9 9%	13 12%	53 18%	9 12%
\$100,000 & OVER	125 31%	68 26%	43 45%	111 31%	14 37%	39 24%	6 9%	51 25%	18 32%	33 31%	5 17%	39 42%	15 31%	14 22%	66 32%	59 31%	35 29%	36 44%	42 44%	11 11%	40 38%	87 30%	29 37%
DON'T KNOW	9 2%	3 1%	5 5%	8 2%	1 3%	3 2%	1 2%	6 3%	1 2%	2 2%	- -	5 5%	2 4%	- -	1 1%	8 4%	2 2%	- -	2 2%	5 5%	3 3%	8 3%	1 1%
REFUSED	49 12%	38 14%	5 5%	43 12%	3 8%	24 15%	15 22%	31 15%	7 12%	12 11%	6 18%	11 11%	7 14%	8 12%	15 7%	34 18%	8 6%	11 13%	10 10%	21 21%	8 8%	35 12%	10 13%

Table 65-2

QUESTION 49:

Which of the following income groups includes your total family income last year, before taxes?

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
UNDER \$10,000	5 1%	1 1%	- -	2 2%	1 2%	- -	1 1%	2 1%	2 1%	1 3%	- -	1 1%	1 1%	1 2%	1 3%	2 2%	- -	- -	2 5%	1 2%	2 2%	2 1%
\$10,000 - \$20,000	11 3%	1 2%	- -	1 1%	- -	2 5%	6 7%	2 1%	7 5%	- -	2 6%	2 1%	6 5%	- -	2 4%	1 1%	6 5%	2 3%	- -	5 7%	5 5%	1 1%
\$20,000 - \$30,000	11 3%	- -	1 3%	6 6%	- -	- -	3 3%	7 4%	3 2%	1 3%	- -	6 5%	2 2%	2 3%	- -	1 1%	7 6%	- -	4 4%	8 11%	3 3%	- -
\$30,000 - \$40,000	26 7%	1 2%	1 3%	6 6%	7 13%	1 3%	9 10%	7 5%	13 9%	1 2%	4 12%	4 4%	16 13%	3 6%	1 3%	8 7%	12 10%	1 2%	3 7%	3 5%	16 15%	7 3%
\$40,000 - \$50,000	25 7%	6 10%	1 3%	11 11%	2 4%	1 2%	5 5%	12 8%	5 4%	5 13%	2 6%	10 9%	4 3%	4 7%	1 2%	6 5%	8 7%	2 3%	3 7%	6 9%	7 7%	12 6%
\$50,000 - \$75,000	64 17%	13 25%	5 14%	18 18%	5 10%	7 21%	14 16%	30 20%	22 16%	7 17%	5 13%	23 20%	21 17%	11 21%	4 11%	23 19%	22 18%	8 16%	8 18%	17 24%	15 14%	32 16%
\$75,000 - \$100,000	62 17%	17 32%	11 27%	13 13%	12 22%	4 10%	6 7%	35 23%	18 13%	6 16%	3 8%	30 26%	16 12%	7 13%	3 8%	34 28%	12 10%	7 14%	3 8%	7 9%	15 15%	40 20%
\$100,000 & OVER	116 31%	12 22%	18 46%	33 33%	21 37%	15 41%	18 20%	49 32%	39 27%	14 35%	14 38%	32 27%	32 25%	24 44%	18 49%	30 25%	33 27%	28 58%	14 33%	9 13%	25 25%	82 41%
DON'T KNOW	9 2%	1 2%	- -	- -	1 2%	- -	7 8%	1 1%	7 5%	- -	1 2%	1 1%	2 2%	- -	5 12%	1 1%	2 2%	1 2%	4 8%	2 3%	4 4%	3 2%
REFUSED	45 12%	2 4%	1 4%	9 9%	5 10%	7 19%	20 23%	9 6%	26 18%	4 11%	6 16%	8 7%	27 21%	2 4%	3 8%	14 11%	21 17%	1 2%	4 10%	12 18%	11 11%	22 11%

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

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
UNDER \$10,000	5 1%	2 2%	1 1%	1 1%	1 1%	5 7%	- -	- -	1 -	2 3%	2 4%	4 1%	1 4%	3 2%	1 1%	4 2%	- -	2 1%	3 4%	1 1%
\$10,000 - \$20,000	11 3%	2 2%	- -	8 9%	1 1%	11 14%	- -	- -	9 4%	- -	2 4%	11 3%	- -	5 3%	5 3%	3 2%	4 3%	10 3%	1 1%	4 3%
\$20,000 - \$30,000	12 3%	8 9%	- -	3 3%	- -	11 14%	- -	- -	7 3%	2 3%	1 2%	11 3%	2 4%	3 2%	3 2%	7 4%	3 2%	9 3%	3 4%	3 2%
\$30,000 - \$40,000	28 7%	5 6%	3 3%	14 16%	3 4%	26 33%	- -	- -	18 8%	3 4%	3 5%	25 7%	3 9%	12 7%	16 8%	11 6%	12 7%	25 8%	3 4%	12 9%
\$40,000 - \$50,000	27 7%	8 9%	10 9%	5 6%	2 2%	25 33%	- -	- -	14 6%	8 10%	3 5%	24 7%	3 8%	11 7%	9 5%	18 10%	13 8%	20 6%	6 8%	8 6%
\$50,000 - \$75,000	70 17%	20 24%	17 16%	12 13%	15 16%	- -	64 51%	- -	40 17%	8 10%	16 28%	62 17%	8 24%	29 17%	32 17%	34 19%	25 15%	58 19%	11 14%	24 18%
\$75,000 - \$100,000	64 16%	15 18%	26 24%	7 8%	14 15%	- -	62 49%	- -	43 19%	13 16%	5 9%	60 16%	5 13%	21 13%	35 19%	24 13%	26 16%	50 16%	11 14%	17 13%
\$100,000 & OVER	125 31%	19 22%	44 40%	15 17%	38 41%	- -	- -	116 100%	61 27%	35 43%	18 31%	116 32%	9 26%	63 38%	55 30%	60 33%	55 35%	91 30%	30 37%	47 36%
DON'T KNOW	9 2%	- -	1 1%	6 7%	2 2%	- -	- -	- -	6 2%	2 2%	2 3%	8 2%	1 3%	3 2%	1 -	3 2%	6 4%	7 2%	1 1%	3 2%
REFUSED	49 12%	6 8%	6 6%	17 19%	16 17%	- -	- -	- -	33 14%	7 9%	5 9%	46 12%	3 10%	17 10%	28 15%	15 8%	15 9%	36 12%	9 12%	14 11%

Table 65-4

QUESTION 49:

Which of the following income groups includes your total family income last year, before taxes?

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ JOBS			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	VOTE	ELEC-	TERR/	ILLEG	ECON/	ILLEG	ECON/	TERR/	SMWT	TOTAL	TOTAL	TOTAL	SMWT	TOTAL	TOTAL		
EARLY	DAY	SEC	IMMIG	IMMIG	IMMIG	IMMIG	IMMIG	IMMIG	IMMIG	FAV	FAV	UNFAV	FAV	FAV	UNFAV			
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
UNDER \$10,000	5	1	5	1	1	1	1	1	-	2	3	1	1	5	5	-		
	1%	-	2%	1%	1%	2%	2%	2%	-	1%	1%	1%	1%	3%	2%	-		
\$10,000 - \$20,000	11	4	7	3	3	1	1	1	1	4	7	1	-	5	8	1		
	3%	2%	3%	3%	3%	2%	1%	2%	2%	2%	2%	1%	-	3%	3%	2%		
\$20,000 - \$30,000	12	5	8	5	2	-	4	4	-	8	9	4	3	3	11	-		
	3%	3%	3%	5%	3%	-	5%	6%	-	4%	3%	4%	4%	2%	4%	-		
\$30,000 - \$40,000	28	16	11	12	3	2	5	5	3	18	25	3	6	11	22	2		
	7%	10%	5%	11%	4%	4%	7%	8%	6%	10%	8%	3%	6%	7%	7%	3%		
\$40,000 - \$50,000	27	11	15	2	8	5	2	3	7	10	20	7	4	12	19	7		
	7%	7%	7%	2%	9%	9%	2%	5%	12%	5%	7%	8%	5%	7%	6%	12%		
\$50,000 - \$75,000	70	19	50	24	15	4	18	12	6	29	50	20	13	27	53	11		
	17%	12%	22%	23%	17%	8%	25%	19%	11%	16%	17%	22%	15%	17%	18%	18%		
\$75,000 - \$100,000	64	25	39	14	16	10	11	7	7	29	48	15	16	21	51	8		
	16%	15%	17%	14%	18%	19%	15%	11%	12%	16%	16%	16%	18%	13%	17%	14%		
\$100,000 & OVER	125	59	63	27	27	22	20	24	23	61	99	25	34	57	92	20		
	31%	36%	28%	25%	30%	41%	27%	38%	39%	33%	33%	28%	38%	36%	31%	33%		
DON'T KNOW	9	4	5	1	1	1	3	1	1	2	5	3	2	2	4	4		
	2%	3%	2%	1%	1%	2%	4%	2%	2%	1%	2%	4%	3%	1%	1%	7%		
REFUSED	49	22	25	17	14	7	8	5	10	22	35	11	9	15	35	7		
	12%	13%	11%	16%	15%	12%	11%	8%	17%	12%	12%	12%	10%	9%	12%	12%		

Table 65-5

QUESTION 49:

Which of the following income groups includes your total family income last year, before taxes?

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%	
UNDER \$10,000	5 1%	2 3%	3 2%	1 1%	1 3%	- -	1 2%	1 -	3 2%	3 3%	1 3%	1 1%	2 4%	- -	2 3%	- -	- -	
\$10,000 - \$20,000	11 3%	1 1%	5 3%	4 3%	- -	1 3%	1 4%	7 3%	3 2%	3 2%	- -	2 1%	- -	- -	3 3%	- -	1 2%	
\$20,000 - \$30,000	12 3%	3 4%	3 2%	8 5%	1 4%	- -	1 4%	8 3%	4 3%	4 3%	- -	2 1%	- -	5 14%	3 3%	1 2%	2 4%	
\$30,000 - \$40,000	28 7%	5 8%	14 8%	10 6%	2 6%	4 13%	1 4%	17 7%	9 6%	9 7%	2 7%	13 7%	2 4%	5 14%	7 9%	2 3%	3 5%	
\$40,000 - \$50,000	27 7%	3 5%	12 7%	10 6%	3 9%	- -	1 4%	15 6%	12 9%	9 8%	1 4%	12 6%	3 5%	2 6%	3 4%	3 4%	4 7%	
\$50,000 - \$75,000	70 17%	13 19%	30 17%	27 16%	7 21%	5 14%	7 23%	46 19%	21 15%	17 15%	3 9%	27 15%	12 22%	8 22%	20 23%	8 10%	10 17%	
\$75,000 - \$100,000	64 16%	9 13%	21 12%	35 21%	2 5%	4 13%	3 11%	38 15%	22 17%	20 17%	8 26%	33 19%	9 16%	7 17%	13 16%	16 20%	11 20%	
\$100,000 & OVER	125 31%	23 33%	67 38%	44 27%	12 36%	14 44%	11 36%	78 32%	44 33%	36 31%	13 39%	56 31%	21 38%	4 10%	24 29%	35 45%	18 32%	
DON'T KNOW	9 2%	1 2%	3 2%	2 1%	1 2%	2 7%	- -	3 1%	5 4%	5 4%	1 2%	4 2%	1 2%	2 6%	1 1%	2 3%	3 5%	
REFUSED	49 12%	8 11%	19 11%	22 13%	5 14%	2 5%	4 13%	34 14%	12 9%	10 9%	3 10%	29 16%	6 10%	4 11%	7 9%	10 13%	4 8%	

Table 65-6
QUESTION 49:

Which of the following income groups includes your total family income last year, before taxes?

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
UNDER \$10,000	5 1%	2 1%	4 1%	1 2%	3 2%	4 1%	- -	2 1%	3 1%	- -	3 1%	- -	5 2%
\$10,000 - \$20,000	11 3%	6 3%	10 3%	- -	3 2%	5 2%	1 6%	1 -	10 5%	1 1%	10 3%	- -	11 4%
\$20,000 - \$30,000	12 3%	5 3%	8 2%	5 9%	3 2%	7 2%	4 21%	3 2%	9 5%	1 1%	9 3%	2 2%	9 3%
\$30,000 - \$40,000	28 7%	14 7%	21 7%	4 9%	11 7%	20 7%	1 7%	9 5%	18 9%	3 4%	22 8%	7 7%	21 7%
\$40,000 - \$50,000	27 7%	13 7%	21 7%	4 9%	6 4%	16 5%	3 16%	9 5%	18 9%	5 7%	22 7%	9 8%	19 6%
\$50,000 - \$75,000	70 17%	36 18%	54 17%	8 17%	27 18%	56 18%	3 18%	34 18%	34 16%	16 24%	50 17%	19 18%	48 17%
\$75,000 - \$100,000	64 16%	35 18%	54 17%	7 14%	30 20%	53 17%	1 7%	34 18%	30 14%	15 22%	48 16%	15 15%	48 17%
\$100,000 & OVER	125 31%	56 29%	100 31%	14 29%	50 32%	102 33%	2 13%	68 36%	55 27%	23 33%	82 28%	36 35%	87 30%
DON'T KNOW	9 2%	6 3%	8 3%	- -	4 3%	7 2%	- -	5 2%	5 2%	1 1%	7 3%	1 1%	8 3%
REFUSED	49 12%	23 12%	40 13%	5 11%	17 11%	36 12%	2 12%	24 12%	25 12%	5 7%	38 13%	15 14%	32 11%

Table 65-7

QUESTION 49:

Which of the following income groups includes your total family income last year, before taxes?

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				WORK NEWS	CABLE NEWS						
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
UNDER \$10,000	5 1%	1 1%	1 1%	- -	2 4%	- -	1 2%	1 2%	1 1%	- -	- -	2 1%	- -	4 3%
\$10,000 - \$20,000	11 3%	4 3%	2 3%	2 3%	2 4%	1 1%	5 6%	3 4%	- -	1 3%	2 4%	5 3%	- -	4 3%
\$20,000 - \$30,000	12 3%	7 5%	4 6%	- -	- -	4 5%	1 2%	2 4%	4 7%	1 1%	1 3%	9 5%	- -	2 1%
\$30,000 - \$40,000	28 7%	13 9%	4 6%	3 5%	2 4%	6 7%	5 7%	5 8%	3 6%	3 9%	1 2%	14 8%	4 8%	8 6%
\$40,000 - \$50,000	27 7%	12 8%	5 7%	4 6%	4 7%	6 6%	10 12%	1 2%	5 9%	- -	9 19%	9 5%	1 2%	9 7%
\$50,000 - \$75,000	70 17%	25 17%	14 20%	10 17%	8 15%	17 18%	10 13%	9 15%	11 22%	6 14%	14 31%	34 20%	11 19%	10 9%
\$75,000 - \$100,000	64 16%	17 12%	12 17%	18 30%	6 11%	12 13%	9 11%	13 22%	7 13%	8 20%	8 17%	35 20%	10 18%	11 9%
\$100,000 & OVER	125 31%	43 30%	14 20%	13 22%	25 45%	26 28%	26 34%	21 34%	13 25%	19 48%	7 15%	42 24%	26 45%	50 41%
DON'T KNOW	9 2%	3 2%	3 4%	1 2%	2 3%	2 2%	1 2%	1 1%	- -	1 3%	- -	5 3%	- -	4 4%
REFUSED	49 12%	19 13%	11 15%	9 14%	4 7%	17 19%	9 12%	5 8%	8 16%	1 3%	4 10%	20 12%	5 8%	20 16%

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
						CON	CON	CON	CON	CON	CON	CON	CON			CON	CON	CON	CON	CON	CON	CON	CON
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
**D/S (VICTIM - NOT A VICTIM)	-184 -46%	-107 -41%	-61 -64%	-168 -47%	-12 -32%	-70 -44%	-44 -66%	-104 -51%	-31 -55%	-47 -45%	-14 -44%	-38 -40%	-26 -54%	-29 -45%	-118 -57%	-66 -34%	-40 -33%	-32 -39%	-40 -42%	-70 -70%	-49 -47%	-145 -49%	-37 -47%
TOTAL VICTIM	104 26%	73 28%	17 18%	90 25%	12 33%	43 27%	11 16%	49 24%	12 21%	29 27%	9 28%	25 27%	11 23%	18 28%	42 20%	62 32%	39 33%	24 29%	26 28%	14 14%	26 25%	72 24%	21 26%
MEMBER OF IMMEDIATE FAMILY	38 9%	25 10%	7 7%	32 9%	5 15%	14 9%	3 5%	18 9%	3 6%	12 11%	3 9%	10 11%	3 7%	6 10%	15 7%	23 12%	11 9%	12 14%	11 11%	5 5%	8 8%	26 9%	10 13%
SELF	29 7%	25 10%	1 1%	26 7%	2 6%	15 9%	5 8%	16 8%	5 10%	6 6%	3 8%	7 7%	3 6%	5 8%	13 6%	17 9%	12 10%	4 5%	7 8%	6 6%	6 6%	19 6%	5 6%
FRIEND	28 7%	21 8%	5 5%	26 7%	2 7%	14 8%	1 2%	14 7%	3 6%	6 6%	3 11%	7 7%	2 5%	6 10%	8 4%	20 11%	11 9%	10 12%	6 6%	2 2%	8 8%	20 7%	3 4%
CO-WORKER	14 3%	8 3%	4 4%	12 3%	2 5%	5 3%	- -	6 3%	3 6%	3 3%	1 3%	3 4%	2 5%	- -	5 3%	8 4%	5 4%	6 7%	3 3%	- -	4 4%	9 3%	4 5%
OTHER	2 1%	1 -	1 1%	2 1%	- -	1 1%	1 2%	1 1%	- -	2 2%	- -	- -	- -	- -	1 1%	1 1%	1 1%	- -	- -	1 1%	- -	1 -	1 -
NO	287 72%	180 69%	78 82%	258 73%	24 65%	113 71%	55 82%	153 74%	43 75%	76 72%	23 71%	63 67%	37 77%	46 72%	160 77%	127 66%	79 66%	56 68%	66 69%	84 84%	75 72%	217 73%	58 74%
DON'T KNOW	7 2%	6 2%	- -	6 2%	1 2%	4 2%	- -	3 1%	2 4%	1 1%	- 1%	3 4%	- -	- -	5 2%	2 1%	2 2%	1 2%	3 3%	- -	3 3%	7 2%	- -
REFUSED	2 1%	1 -	- -	1 -	- -	- -	1 2%	1 1%	- -	- -	- -	2 3%	- -	- -	1 1%	1 1%	- -	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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE 18-54	BASE 55+	SOFT 18-54	SOFT 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (VICTIM - NOT A VICTIM)	-182	-22	-27	-64	-17	-9	-43	-90	-54	-21	-16	-63	-45	-40	-18	-45	-62	-26	-32	-46	-60	-76
	-49%	-39%	-69%	-64%	-31%	-24%	-48%	-59%	-38%	-53%	-41%	-54%	-35%	-74%	-48%	-37%	-50%	-54%	-74%	-66%	-59%	-38%
TOTAL VICTIM	93	15	5	17	19	14	22	29	44	10	11	24	41	7	10	36	29	11	6	11	20	62
-----	25%	28%	14%	17%	35%	38%	25%	19%	30%	24%	29%	21%	32%	13%	26%	30%	24%	23%	13%	15%	20%	31%
MEMBER OF IMMEDIATE FAMILY	36	4	2	7	7	7	8	8	18	6	4	7	16	4	3	13	9	5	2	6	8	22
	10%	8%	5%	7%	12%	20%	9%	5%	12%	14%	11%	6%	12%	8%	8%	11%	8%	10%	5%	9%	8%	11%
FRIEND	24	4	2	1	5	5	7	6	15	1	2	5	13	1	4	11	6	3	2	1	8	15
	6%	8%	4%	1%	10%	13%	8%	4%	10%	2%	6%	4%	10%	2%	10%	9%	5%	7%	4%	1%	8%	7%
SELF	23	4	-	7	5	2	5	8	10	3	2	10	11	-	1	9	12	1	-	2	4	17
	6%	7%	-	7%	9%	6%	6%	6%	7%	7%	5%	9%	9%	-	3%	7%	10%	2%	-	2%	4%	9%
CO-WORKER	12	3	2	1	2	3	2	5	3	-	4	2	5	2	2	6	1	2	2	1	1	11
	3%	5%	4%	1%	4%	8%	2%	4%	2%	-	10%	2%	4%	3%	5%	5%	1%	4%	4%	1%	1%	5%
OTHER	2	-	-	1	1	-	-	1	-	-	1	1	-	-	1	-	1	1	-	1	1	-
	1%	-	-	1%	2%	-	-	1%	-	-	3%	1%	-	-	3%	-	1%	2%	-	2%	1%	-
NO	275	37	32	81	36	23	65	119	98	31	27	88	86	47	28	81	92	38	37	57	80	139
	73%	68%	83%	81%	65%	62%	73%	78%	68%	76%	71%	75%	67%	87%	74%	67%	74%	77%	87%	81%	78%	68%
DON'T KNOW	7	2	1	1	-	-	2	5	2	-	-	5	1	-	-	4	2	-	-	3	2	2
	2%	4%	4%	1%	-	-	2%	3%	1%	-	-	4%	1%	-	-	3%	2%	-	-	4%	2%	1%

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/MC-VOTE	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
**D/S (VICTIM - NOT A VICTIM)	-184 -46%	-62 -73%	-50 -46%	-44 -50%	-26 -28%	-43 -56%	-60 -48%	-52 -45%	-114 -49%	-40 -49%	-25 -44%	-163 -45%	-21 -60%	-84 -50%	-81 -43%	-84 -47%	-78 -49%	-138 -45%	-41 -52%	-64 -48%
TOTAL VICTIM	104 26%	10 11%	29 26%	21 24%	34 36%	16 21%	31 24%	32 27%	57 25%	20 24%	15 26%	97 27%	6 18%	41 25%	51 27%	45 25%	39 25%	82 27%	19 23%	34 26%
MEMBER OF IMMEDIATE FAMILY	38 9%	5 6%	9 8%	9 11%	13 14%	8 11%	10 8%	12 10%	21 9%	4 5%	9 16%	35 9%	3 10%	16 9%	17 9%	17 10%	14 9%	31 10%	6 7%	14 11%
SELF	29 7%	1 1%	10 9%	5 6%	7 8%	4 5%	12 10%	7 6%	16 7%	5 6%	3 5%	27 8%	2 6%	15 9%	14 8%	15 8%	10 6%	23 7%	7 8%	11 8%
FRIEND	28 7%	2 2%	5 5%	7 8%	10 10%	3 4%	7 5%	9 8%	14 6%	8 10%	2 3%	27 7%	1 3%	11 6%	16 9%	9 5%	11 7%	22 7%	6 7%	7 5%
CO-WORKER	14 3%	1 1%	4 4%	1 1%	6 7%	1 1%	4 3%	4 3%	8 3%	3 4%	1 2%	14 4%	- -	4 2%	3 2%	8 5%	5 3%	8 3%	4 5%	2 1%
OTHER	2 1%	1 1%	- -	1 1%	- -	1 1%	- -	- -	1 -	- -	1 2%	1 -	1 3%	- -	1 1%	1 1%	- -	1 -	1 1%	- -
NO	287 72%	71 85%	79 72%	65 74%	60 64%	60 77%	91 72%	83 72%	171 74%	60 74%	40 70%	260 71%	27 78%	125 75%	131 71%	128 72%	117 74%	220 71%	60 75%	98 74%
DON'T KNOW	7 2%	3 4%	2 1%	2 2%	- -	1 2%	4 3%	1 1%	3 1%	2 2%	2 4%	5 1%	1 3%	1 -	4 2%	3 2%	2 1%	6 2%	- -	1 -
REFUSED	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	1 1%	1 -	1 1%	- -

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

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL	ELEC- TION	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC					SEC	FAV	FAV	UNFAV	PERRY	FAV	FAV	UNFAV	
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
**D/S (VICTIM - NOT A VICTIM)	-184	-80	-101	-55	-18	-26	-45	-39	-20	-77	-134	-45	-34	-68	-130	-39
	-46%	-48%	-44%	-53%	-20%	-49%	-61%	-60%	-33%	-42%	-45%	-50%	-38%	-43%	-43%	-65%
TOTAL VICTIM	104	43	60	24	35	13	13	13	19	52	80	21	26	44	82	11
-----	26%	26%	26%	22%	38%	24%	18%	20%	31%	28%	27%	24%	29%	28%	27%	18%
MEMBER OF IMMEDIATE FAMILY	38	17	20	9	13	4	6	6	6	17	30	8	12	14	29	4
	9%	10%	9%	9%	14%	8%	8%	9%	9%	9%	10%	8%	13%	9%	10%	7%
SELF	29	13	17	5	7	3	4	3	5	12	23	5	5	15	25	3
	7%	8%	7%	5%	8%	6%	6%	5%	9%	7%	8%	6%	6%	9%	8%	4%
FRIEND	28	10	19	8	9	3	4	2	4	14	20	6	5	10	23	2
	7%	6%	8%	8%	11%	6%	5%	4%	7%	7%	7%	7%	6%	7%	8%	3%
CO-WORKER	14	3	11	1	7	5	-	3	3	8	10	4	5	6	11	2
	3%	2%	5%	1%	7%	10%	-	5%	5%	4%	3%	4%	6%	4%	4%	3%
OTHER	2	2	-	1	-	-	1	-	-	1	1	1	-	-	1	-
	1%	1%	-	1%	-	-	1%	-	-	1%	-	1%	-	-	-	-
NO	287	122	161	79	52	39	58	52	38	129	214	66	60	112	211	50
	72%	74%	71%	75%	58%	74%	79%	80%	65%	70%	71%	74%	68%	70%	70%	82%
DON'T KNOW	7	-	7	3	2	1	1	-	1	5	6	1	3	3	7	-
	2%	-	3%	3%	2%	2%	2%	-	2%	3%	2%	1%	3%	2%	2%	-
REFUSED	2	1	-	-	1	-	1	-	1	-	1	1	-	-	1	-
	1%	1%	-	-	1%	-	2%	-	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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN		TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	MCCAIN	MCCAIN	HUCK-ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (VICTIM - NOT A VICTIM)	-184	-37	-91	-70	-20	-17	-17	-115	-58	-52	-13	-60	-18	-25	-52	-28	-22
	-46%	-53%	-51%	-43%	-59%	-51%	-55%	-47%	-43%	-45%	-41%	-33%	-33%	-65%	-62%	-36%	-39%
TOTAL VICTIM	104	16	43	43	7	8	7	64	36	30	9	57	17	6	15	24	16
-----	26%	24%	24%	26%	21%	25%	21%	26%	27%	26%	28%	32%	31%	16%	18%	31%	29%
MEMBER OF IMMEDIATE FAMILY	38	7	17	13	3	2	1	24	14	12	1	23	7	1	3	10	4
	9%	9%	9%	8%	9%	6%	3%	10%	11%	10%	3%	13%	13%	2%	4%	13%	7%
SELF	29	7	16	11	1	5	2	19	9	8	3	15	5	2	4	5	5
	7%	10%	9%	7%	3%	14%	8%	8%	7%	7%	8%	8%	9%	5%	5%	7%	10%
FRIEND	28	4	11	15	3	1	3	18	7	6	4	15	6	3	7	7	4
	7%	6%	6%	9%	8%	4%	11%	7%	5%	5%	11%	8%	11%	9%	8%	9%	7%
CO-WORKER	14	2	4	7	-	-	-	7	7	6	1	8	2	-	1	2	3
	3%	3%	2%	4%	-	-	-	3%	5%	5%	5%	4%	4%	-	1%	3%	5%
OTHER	2	1	1	1	-	-	-	2	-	-	-	-	-	1	1	-	-
	1%	1%	1%	1%	-	-	-	1%	-	-	-	-	-	3%	1%	-	-
NO	287	53	135	113	27	25	24	179	94	83	22	117	36	31	67	53	38
	72%	76%	75%	69%	79%	75%	77%	72%	70%	71%	69%	65%	65%	81%	79%	67%	69%
DON'T KNOW	7	-	1	5	-	-	1	4	2	2	1	3	2	1	2	1	1
	2%	-	-	3%	-	-	2%	2%	2%	2%	4%	2%	4%	3%	2%	1%	2%
REFUSED	2	-	-	2	-	-	-	-	2	1	-	1	-	-	1	-	-
	1%	-	-	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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE=TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
**D/S (VICTIM - NOT A VICTIM)	-184 -46%	-98 -50%	-168 -53%	-1 -2%	-82 -54%	-141 -46%	-6 -32%	-75 -40%	-106 -51%	-27 -41%	-143 -49%	104 100%	-287 -100%
TOTAL VICTIM	104 26%	46 23%	72 22%	24 48%	34 22%	79 26%	6 34%	53 28%	50 24%	19 28%	71 24%	104 100%	-
MEMBER OF IMMEDIATE FAMILY	38 9%	19 10%	31 10%	7 14%	9 6%	27 9%	4 22%	16 9%	22 10%	4 5%	30 10%	38 37%	-
SELF	29 7%	11 5%	18 6%	9 17%	13 8%	23 8%	1 6%	18 10%	11 5%	5 8%	19 7%	29 28%	-
FRIEND	28 7%	11 6%	18 6%	7 14%	13 8%	25 8%	-	15 8%	13 6%	7 11%	19 6%	28 27%	-
CO-WORKER	14 3%	7 4%	8 3%	3 7%	3 2%	9 3%	1 6%	9 5%	5 2%	3 4%	10 3%	14 13%	-
OTHER	2 1%	2 1%	2 1%	-	2 1%	2 1%	-	1 1%	1 -	-	1 -	2 2%	-
NO	287 72%	144 74%	240 75%	25 50%	116 76%	220 72%	11 66%	128 68%	156 75%	46 68%	214 73%	-	287 100%
DON'T KNOW	7 2%	6 3%	7 2%	-	2 1%	6 2%	-	5 3%	2 1%	3 4%	4 1%	-	-
REFUSED	2 1%	-	1 -	1 2%	1 1%	1 -	-	2 1%	-	-	2 1%	-	-

Table 66-7

QUESTION 50:

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

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	=====					=====					=====			
	TOTAL	NET- CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
**D/S (VICTIM - NOT A VICTIM)	-184	-57	-40	-26	-30	-35	-50	-22	-16	-22	-22	-77	-25	-59
	-46%	-39%	-58%	-42%	-55%	-38%	-64%	-36%	-31%	-54%	-48%	-44%	-44%	-49%
TOTAL VICTIM	104	42	15	18	12	28	14	18	16	9	11	47	16	29
-----	26%	29%	21%	29%	21%	30%	18%	30%	32%	23%	24%	27%	27%	24%
MEMBER OF IMMEDIATE FAMILY	38	18	6	8	2	13	5	7	6	2	2	19	3	14
	9%	13%	8%	13%	4%	14%	6%	11%	11%	6%	4%	11%	6%	11%
SELF	29	12	5	3	5	7	5	6	2	2	4	12	6	8
	7%	8%	7%	5%	10%	8%	6%	11%	4%	6%	10%	7%	10%	6%
FRIEND	28	8	4	7	3	6	5	6	5	2	3	14	5	7
	7%	6%	6%	11%	5%	7%	6%	9%	11%	6%	7%	8%	8%	6%
CO-WORKER	14	5	2	3	1	2	-	3	3	2	1	4	3	4
	3%	3%	3%	5%	2%	2%	-	5%	6%	5%	3%	2%	6%	4%
OTHER	2	1	1	-	-	1	-	-	-	-	-	-	1	1
	1%	1%	2%	-	-	1%	-	-	-	-	-	-	2%	1%
NO	287	99	55	44	42	63	64	40	32	31	33	125	41	89
	72%	69%	79%	71%	76%	68%	81%	67%	63%	77%	72%	71%	71%	73%
DON'T KNOW	7	1	-	-	2	-	1	2	2	-	2	3	1	1
	2%	1%	-	-	3%	-	1%	3%	3%	-	4%	2%	2%	1%
REFUSED	2	1	-	-	-	1	-	-	1	-	-	-	-	2
	1%	1%	-	-	-	1%	-	-	2%	-	-	-	-	2%

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 ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/VERY CONS	STRG GOP/65+	RELIG CONS	CEN-TRAL	DFW-METRO-PLEX	EAST	HOUS-TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
**D/S (VOTE EARLY - VOTE ON ELECTION DAY)	-62	-31	-31	-62	2	-23	16	-33	-13	-10	-19	-10	1	-11	-34	-28	-53	-22	-1	13	-16	-49	-17
	-15%	-12%	-33%	-17%	7%	-14%	24%	-16%	-23%	-9%	-60%	-10%	2%	-18%	-16%	-14%	-44%	-27%	-1%	13%	-16%	-17%	-22%
TOTAL VOTE EARLY	166	112	31	144	19	67	40	85	22	47	6	41	25	25	84	82	33	29	47	55	44	121	30
	42%	43%	33%	40%	53%	42%	60%	41%	39%	44%	20%	44%	51%	40%	41%	43%	28%	35%	49%	55%	42%	41%	38%
YES, VOTED EARLY BY MAIL	5	3	-	3	2	2	1	3	-	1	1	2	-	1	1	4	1	2	1	1	1	3	1
	1%	1%	-	1%	6%	1%	2%	2%	-	1%	3%	2%	-	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%
VOTING EARLY BY MAIL	17	13	3	17	-	7	7	11	1	7	-	5	3	-	9	8	3	4	-	9	8	14	1
	4%	5%	4%	5%	-	4%	10%	5%	2%	7%	-	5%	7%	-	4%	4%	2%	5%	-	9%	7%	5%	2%
VOTING EARLY AT LOCATION	144	96	28	124	17	58	32	70	21	38	5	34	21	25	74	70	30	23	46	45	36	104	28
	36%	37%	29%	35%	48%	36%	48%	34%	37%	36%	17%	36%	44%	38%	36%	36%	25%	27%	49%	45%	34%	35%	35%
VOTING ON ELECTION DAY	228	143	62	206	17	90	24	118	35	57	26	51	23	37	118	109	87	51	48	42	61	171	47
	57%	55%	66%	58%	47%	56%	36%	57%	61%	54%	80%	54%	49%	57%	57%	57%	72%	61%	51%	42%	58%	58%	60%
DON'T KNOW	4	3	1	4	-	3	1	3	-	2	-	1	-	1	3	1	-	3	-	1	-	3	1
	1%	1%	1%	1%	-	2%	1%	1%	-	2%	-	1%	-	1%	1%	-	-	4%	-	1%	-	1%	1%
REFUSED	2	2	-	2	-	1	2	1	-	-	-	1	-	1	2	-	-	-	-	2	-	1	-
	1%	1%	-	1%	-	1%	3%	1%	-	-	-	1%	-	2%	1%	-	-	-	-	2%	-	-	-

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

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
**D/S (VOTE EARLY - VOTE ON ELECTION DAY)	-67	-29	-13	3	-26	-11	7	-31	-18	-7	-11	-16	-12	-18	-14	-46	16	-25	-7	-12	-23	-31
	-18%	-53%	-33%	3%	-47%	-29%	8%	-21%	-13%	-16%	-28%	-14%	-9%	-33%	-38%	-38%	13%	-51%	-17%	-18%	-23%	-15%
TOTAL VOTE EARLY	151	13	12	51	14	12	48	59	62	16	14	49	58	18	12	37	69	12	18	29	38	84
-----	40%	24%	31%	51%	26%	34%	54%	39%	43%	40%	36%	42%	45%	32%	31%	30%	56%	23%	42%	41%	37%	42%
YES, VOTED EARLY BY MAIL	4	-	1	-	1	-	2	-	3	1	-	1	2	-	-	2	1	-	-	1	-	3
	1%	-	3%	-	2%	-	2%	-	2%	3%	-	1%	2%	-	-	2%	1%	-	-	1%	-	2%
VOTING EARLY BY MAIL	16	2	3	3	-	1	5	7	8	1	-	7	5	1	2	5	7	1	2	6	2	8
	4%	3%	7%	4%	-	3%	6%	5%	5%	3%	-	6%	4%	2%	6%	4%	5%	2%	6%	8%	2%	4%
VOTING EARLY AT LOCATION	131	11	8	47	13	11	40	52	52	14	14	41	50	16	10	30	61	10	15	22	36	73
	35%	20%	21%	47%	24%	31%	45%	34%	36%	35%	36%	35%	39%	30%	25%	25%	50%	21%	36%	32%	36%	36%
VOTING ON ELECTION DAY	218	42	25	47	41	23	41	90	80	23	24	65	70	35	26	82	53	36	25	41	62	115
	58%	76%	63%	47%	74%	64%	46%	59%	56%	57%	64%	56%	54%	65%	69%	68%	43%	74%	58%	59%	60%	57%
DON'T KNOW	4	-	2	1	-	1	-	2	1	1	-	2	1	1	-	2	1	1	-	-	1	3
	1%	-	6%	1%	-	2%	-	1%	1%	3%	-	2%	1%	2%	-	2%	1%	2%	-	-	1%	1%
REFUSED	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-
	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	1%	-	-	-	1%	-

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

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	CER-TAIN/VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/VOTE MCCAIN
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
**D/S (VOTE EARLY - VOTE ON ELECTION DAY)	-62 -15%	-22 -27%	-16 -15%	-14 -15%	-15 -16%	-10 -13%	-45 -35%	-8 -7%	-33 -14%	-26 -32%	-10 -17%	-45 -12%	-16 -47%	-15 -9%	-37 -20%	-23 -13%	-20 -13%	-44 -14%	-15 -18%	-3 -2%
TOTAL VOTE EARLY -----	166 42%	30 35%	46 42%	37 42%	39 41%	32 42%	41 32%	53 46%	97 42%	27 33%	24 42%	157 43%	9 26%	75 45%	73 40%	76 43%	67 42%	129 42%	33 41%	64 48%
YES, VOTED EARLY BY MAIL	5 1%	- -	1 1%	1 1%	2 2%	2 3%	1 1%	1 1%	3 1%	- -	1 2%	5 1%	- -	2 1%	1 1%	3 2%	3 2%	3 1%	2 3%	2 2%
VOTING EARLY BY MAIL	17 4%	3 4%	5 4%	4 5%	3 4%	8 10%	3 2%	2 2%	12 5%	- -	3 6%	16 4%	1 3%	8 5%	2 1%	12 7%	4 3%	11 4%	5 7%	6 5%
VOTING EARLY AT LOCATION	144 36%	27 32%	40 36%	32 37%	33 35%	23 29%	37 29%	50 43%	82 35%	27 33%	19 34%	136 37%	8 24%	65 39%	70 38%	61 34%	60 38%	115 37%	25 32%	56 42%
VOTING ON ELECTION DAY	228 57%	52 62%	62 56%	51 58%	54 58%	43 55%	86 68%	61 53%	130 56%	53 65%	33 58%	202 55%	26 74%	90 54%	111 60%	99 55%	87 55%	173 56%	47 59%	67 50%
DON'T KNOW	4 1%	1 1%	2 2%	- -	1 1%	1 2%	- -	2 2%	3 1%	1 1%	- -	4 1%	- -	2 1%	2 1%	1 1%	2 1%	4 1%	- -	2 1%
REFUSED	2 1%	1 1%	- -	- -	- -	1 1%	- -	- -	1 -	- -	- -	2 1%	- -	- -	- -	2 1%	2 1%	2 1%	- -	- -

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

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ JOBS			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	VOTE EARLY	ELEC- DAY	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
**D/S (VOTE EARLY - VOTE ON ELECTION DAY)	-62	166	-228	-14	-8	-17	-4	-7	5	-25	-31	-23	-34	-17	-49	-2		
	-15%	100%	-100%	-13%	-9%	-33%	-6%	-11%	8%	-14%	-10%	-26%	-38%	-11%	-16%	-4%		
TOTAL VOTE EARLY	166	166	-	45	41	18	34	29	32	79	133	32	28	70	124	29		
	42%	100%	-	43%	45%	34%	46%	45%	54%	43%	44%	36%	31%	44%	41%	47%		
YES, VOTED EARLY BY MAIL	5	5	-	-	1	-	1	1	1	3	5	-	3	2	5	-		
	1%	3%	-	-	1%	-	1%	1%	2%	2%	2%	-	3%	1%	2%	-		
VOTING EARLY BY MAIL	17	17	-	6	3	1	1	4	5	9	14	3	2	5	9	6		
	4%	10%	-	6%	3%	2%	2%	7%	9%	5%	5%	3%	2%	3%	3%	10%		
VOTING EARLY AT LOCATION	144	144	-	39	37	17	32	24	25	67	114	29	22	63	110	23		
	36%	87%	-	37%	41%	32%	43%	37%	43%	36%	38%	32%	25%	40%	36%	38%		
VOTING ON ELECTION DAY	228	-	228	59	48	35	38	36	27	104	164	55	61	87	172	31		
	57%	-	100%	56%	54%	66%	52%	55%	46%	56%	54%	62%	69%	55%	57%	51%		
DON'T KNOW	4	-	-	-	1	-	-	-	-	1	2	2	-	2	3	1		
	1%	-	-	-	1%	-	-	-	-	1%	1%	3%	-	1%	1%	2%		
REFUSED	2	-	-	1	-	-	1	-	-	1	2	-	-	-	2	-		
	1%	-	-	1%	-	-	2%	-	-	1%	1%	-	-	-	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

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN		TOTAL	TOTAL	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	TOTAL	MCCAIN	MCCAIN	HUCK- ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	CNTRY	IMMIG	EDUC	VALS	IMMIG	TAXES
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
**D/S (VOTE EARLY - VOTE ON ELECTION DAY)	-62	-11	-13	-43	-9	1	7	-51	-9	-11	-6	-17	-22	-9	-28	7	-18
	-15%	-16%	-7%	-26%	-28%	5%	21%	-21%	-7%	-10%	-18%	-9%	-40%	-25%	-33%	8%	-33%
TOTAL VOTE EARLY	166	29	82	59	12	17	19	97	62	51	13	79	17	14	28	42	19
-----	42%	41%	46%	36%	35%	51%	61%	39%	46%	44%	41%	44%	30%	38%	33%	54%	33%
YES, VOTED EARLY BY MAIL	5	1	2	3	-	1	-	3	2	-	-	2	-	-	-	2	-
	1%	2%	1%	2%	-	3%	-	1%	2%	-	-	1%	-	-	-	3%	-
VOTING EARLY BY MAIL	17	4	9	2	4	1	2	8	8	8	-	5	5	1	2	4	-
	4%	6%	5%	1%	12%	4%	6%	3%	6%	7%	-	3%	8%	3%	3%	5%	-
VOTING EARLY AT LOCATION	144	23	70	54	8	15	17	86	52	44	13	72	12	13	26	36	19
	36%	33%	39%	33%	23%	44%	55%	35%	38%	38%	41%	40%	22%	35%	31%	46%	33%
VOTING ON ELECTION DAY	228	40	95	102	21	15	12	148	71	63	19	96	38	24	56	35	37
	57%	58%	53%	62%	63%	47%	39%	60%	52%	54%	59%	54%	70%	62%	67%	45%	67%
DON'T KNOW	4	1	2	-	1	1	-	2	1	1	-	2	-	-	-	1	-
	1%	1%	1%	-	2%	2%	-	1%	1%	1%	-	1%	-	-	-	1%	-
REFUSED	2	-	-	2	-	-	-	1	1	1	-	2	-	-	-	-	-
	1%	-	-	1%	-	-	-	-	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

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
**D/S (VOTE EARLY - VOTE ON ELECTION DAY)	-62	-39	-50	-10	-33	-53	2	-29	-30	-19	-34	-17	-39
	-15%	-20%	-16%	-19%	-21%	-17%	12%	-15%	-14%	-28%	-12%	-17%	-13%
TOTAL VOTE EARLY	166	77	132	20	59	124	10	79	87	24	126	43	122
	42%	39%	41%	40%	38%	41%	56%	42%	42%	36%	43%	41%	43%
YES, VOTED EARLY BY MAIL	5	5	5	-	3	4	-	1	4	-	5	2	3
	1%	3%	2%	-	2%	1%	-	1%	2%	-	2%	2%	1%
VOTING EARLY BY MAIL	17	7	11	5	4	8	4	7	10	-	17	3	14
	4%	4%	3%	9%	2%	3%	22%	4%	5%	-	6%	3%	5%
VOTING EARLY AT LOCATION	144	65	115	15	52	112	6	71	73	24	105	38	105
	36%	33%	36%	31%	34%	37%	34%	38%	35%	36%	36%	36%	37%
VOTING ON ELECTION DAY	228	116	182	29	91	177	8	108	117	43	161	60	161
	57%	60%	57%	60%	60%	58%	44%	57%	56%	64%	55%	58%	56%
DON'T KNOW	4	2	4	-	2	3	-	1	3	-	3	1	3
	1%	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	1%
REFUSED	2	-	2	-	1	1	-	1	1	-	1	-	1
	1%	-	1%	-	1%	-	-	1%	1%	-	-	-	-

Table 67-7

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 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				NEWS- WORK	NEWS- NEWS							
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122	
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%	
**D/S (VOTE EARLY - VOTE ON ELECTION DAY)	-62	-14	-25	-14	4	-12	-3	-5	-2	-3	-21	-43	-1	3	
	-15%	-10%	-35%	-23%	8%	-13%	-4%	-9%	-5%	-7%	-46%	-24%	-2%	2%	
TOTAL VOTE EARLY	166	64	22	23	29	38	37	27	24	18	12	65	28	60	
-----	42%	44%	32%	38%	53%	41%	47%	45%	48%	46%	27%	37%	49%	50%	
YES, VOTED EARLY BY MAIL	5	2	-	-	3	1	1	-	1	2	1	2	1	1	
	1%	1%	-	-	6%	1%	2%	-	2%	5%	2%	1%	2%	1%	
VOTING EARLY BY MAIL	17	6	3	3	2	5	5	3	3	-	-	5	2	9	
	4%	4%	4%	5%	4%	5%	6%	5%	6%	-	-	3%	4%	8%	
VOTING EARLY AT LOCATION	144	56	19	20	24	32	31	24	20	16	12	58	25	50	
	36%	39%	27%	33%	43%	35%	40%	41%	39%	41%	25%	33%	43%	41%	
VOTING ON ELECTION DAY	228	78	47	37	25	50	40	32	27	21	33	107	29	58	
	57%	54%	67%	60%	46%	54%	51%	54%	52%	54%	73%	61%	51%	47%	
DON'T KNOW	4	2	-	1	1	2	1	1	-	-	-	2	-	2	
	1%	1%	-	2%	1%	2%	1%	1%	-	-	-	1%	-	2%	
REFUSED	2	1	1	-	-	2	-	-	-	-	-	1	-	1	
	1%	1%	1%	-	-	2%	-	-	-	-	-	1%	-	1%	

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

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
						36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
FREQUENTLY	244	172	46	218	21	122	42	206	31	69	19	57	23	45	121	123	78	54	51	61	56	195	36
-----	61%	66%	49%	61%	58%	76%	63%	100%	55%	65%	61%	60%	49%	70%	58%	64%	65%	65%	54%	61%	53%	66%	46%
OCCASIONALLY	88	50	28	78	9	23	10	-	10	17	7	26	14	14	50	38	30	19	20	18	26	54	27
-----	22%	19%	29%	22%	24%	14%	15%	-	17%	16%	22%	28%	28%	22%	24%	20%	25%	23%	22%	18%	25%	18%	35%
RARELY	60	34	21	54	4	15	11	-	15	17	5	9	10	5	32	28	11	11	21	16	22	44	13
-----	15%	13%	22%	15%	12%	9%	17%	-	25%	17%	14%	10%	20%	8%	16%	15%	9%	13%	23%	16%	21%	15%	17%
MORE THAN ONCE A WEEK	86	57	19	76	9	46	11	75	11	25	8	16	6	20	43	43	24	20	21	20	13	72	9
	21%	22%	20%	21%	23%	29%	16%	37%	19%	24%	26%	17%	13%	31%	20%	23%	20%	24%	22%	20%	13%	24%	12%
WEEKLY	159	115	27	142	13	76	31	130	21	44	11	41	17	25	79	80	54	34	31	40	42	123	27
	40%	44%	29%	40%	35%	48%	47%	63%	37%	42%	35%	43%	36%	40%	38%	42%	45%	41%	32%	40%	41%	42%	34%
ALMOST EVERY WEEK	40	24	14	38	1	10	5	-	3	8	1	9	9	10	22	18	12	7	10	10	13	26	10
	10%	9%	15%	11%	2%	6%	7%	-	5%	7%	3%	10%	19%	15%	11%	9%	10%	9%	11%	10%	12%	9%	12%
ONCE OR TWICE A MONTH	48	26	14	39	8	13	5	-	7	9	6	17	4	5	28	20	18	11	10	8	13	28	17
	12%	10%	15%	11%	21%	8%	8%	-	12%	9%	19%	18%	9%	7%	13%	11%	15%	14%	11%	8%	13%	9%	22%
A FEW TIMES A YEAR	43	25	13	38	3	11	10	-	9	12	3	7	7	5	22	21	9	6	14	14	17	31	9
	11%	10%	14%	11%	9%	7%	15%	-	15%	11%	9%	8%	15%	8%	10%	11%	7%	7%	15%	14%	16%	11%	12%
NEVER	17	9	8	16	1	4	1	-	6	5	2	2	2	-	11	7	2	5	7	2	5	12	4
	4%	3%	8%	5%	3%	3%	2%	-	10%	5%	5%	3%	5%	-	5%	3%	2%	6%	7%	2%	4%	4%	5%
DON'T KNOW	2	2	-	2	-	1	1	-	-	-	-	-	2	-	-	2	-	-	1	1	-	1	1
	-	1%	-	-	-	-	1%	-	-	-	-	-	3%	-	-	1%	-	-	1%	1%	-	-	1%
REFUSED	6	3	-	3	2	-	2	-	1	2	1	1	-	-	5	1	1	-	1	3	1	2	1
	1%	1%	-	1%	6%	-	3%	-	2%	2%	3%	1%	-	-	2%	1%	1%	-	1%	3%	1%	1%	1%
RELIG CONS	206	154	36	191	12	122	37	206	26	62	18	47	15	37	101	105	68	45	44	50	56	195	-
	51%	59%	38%	54%	34%	76%	56%	100%	46%	59%	56%	50%	32%	58%	49%	55%	56%	54%	46%	50%	53%	66%	-

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

BANNER 2

	-----AMONG WHITE VOTERS-----																					
	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION		
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
FREQUENTLY -----	231 62%	35 64%	23 59%	55 55%	36 66%	26 72%	56 63%	95 63%	100 70%	17 43%	19 49%	73 62%	90 70%	27 49%	18 48%	87 71%	77 62%	24 49%	21 48%	38 55%	72 70%	121 60%
OCCASIONALLY -----	81 22%	13 24%	10 26%	24 24%	16 29%	5 14%	13 15%	31 21%	22 16%	15 38%	12 31%	24 21%	22 17%	18 33%	9 24%	24 19%	22 18%	17 34%	10 24%	15 21%	16 16%	50 25%
RARELY -----	57 15%	6 11%	6 15%	20 20%	3 5%	5 14%	17 19%	24 16%	19 13%	7 17%	7 17%	19 16%	14 11%	10 18%	11 28%	10 8%	22 18%	8 17%	12 29%	16 23%	12 12%	29 14%
MORE THAN ONCE A WEEK	81 22%	11 21%	10 27%	19 19%	13 23%	7 19%	21 24%	37 24%	35 24%	3 8%	6 16%	23 19%	33 26%	14 26%	4 10%	33 27%	23 19%	7 14%	11 26%	21 29%	27 26%	34 17%
WEEKLY	150 40%	23 43%	13 32%	36 37%	24 43%	19 53%	35 39%	58 38%	65 45%	14 35%	13 33%	50 43%	57 44%	12 23%	14 38%	54 45%	53 43%	18 36%	9 21%	18 26%	45 44%	87 43%
ALMOST EVERY WEEK	36 10%	5 9%	5 12%	11 11%	6 11%	1 2%	8 10%	15 10%	11 8%	6 14%	4 11%	8 7%	12 10%	11 21%	3 8%	9 7%	12 10%	7 14%	7 17%	7 10%	6 6%	23 11%
ONCE OR TWICE A MONTH	45 12%	8 15%	6 14%	13 13%	10 18%	4 12%	5 5%	17 11%	11 8%	10 24%	8 20%	16 13%	9 7%	7 12%	6 16%	15 12%	10 8%	10 19%	3 7%	8 12%	10 10%	27 14%
A FEW TIMES A YEAR	41 11%	5 9%	4 10%	12 12%	2 4%	2 5%	16 18%	15 10%	16 11%	6 14%	4 10%	12 10%	12 10%	6 12%	7 18%	7 6%	17 14%	4 9%	9 20%	9 12%	8 8%	24 12%
NEVER	16 4%	1 2%	2 5%	8 8%	1 2%	3 8%	1 1%	9 6%	3 2%	1 3%	3 8%	7 6%	2 1%	4 6%	4 11%	3 2%	5 4%	4 8%	4 8%	7 10%	5 5%	5 2%
DON'T KNOW	2 -	- -	- -	- -	- -	- -	2 2%	- -	1 -	- -	1 2%	- -	2 1%	- -	- -	- -	2 1%	- -	- -	1 1%	1 1%	- -
REFUSED	3 1%	1 2%	- -	1 1%	- -	- -	1 1%	1 1%	1 1%	1 3%	- -	1 1%	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	1 1%	2 1%
RELIG CONS	195 52%	30 56%	21 54%	44 44%	32 58%	20 54%	48 55%	95 63%	100 70%	- -	- -	66 56%	81 63%	22 40%	12 33%	78 64%	69 56%	18 37%	16 38%	35 50%	63 62%	98 48%

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

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
FREQUENTLY -----	244 61%	54 65%	58 54%	56 64%	63 67%	49 63%	83 65%	61 53%	231 100%	- -	- -	229 63%	15 43%	91 54%	115 62%	107 60%	86 54%	192 62%	47 59%	70 53%
OCCASIONALLY -----	88 22%	16 19%	31 29%	15 17%	19 20%	16 21%	21 17%	35 30%	- -	81 100%	- -	79 22%	9 25%	41 25%	38 20%	41 23%	44 28%	62 20%	22 27%	32 24%
RARELY -----	60 15%	14 17%	17 16%	14 16%	12 13%	11 15%	21 17%	18 15%	- -	- -	57 100%	51 14%	9 26%	31 18%	30 16%	28 15%	27 17%	49 16%	9 11%	27 20%
MORE THAN ONCE A WEEK	86 21%	20 24%	20 18%	27 31%	14 15%	17 22%	31 25%	21 18%	81 35%	- -	- -	79 22%	7 21%	25 15%	37 20%	42 24%	31 20%	70 23%	16 20%	21 16%
WEEKLY	159 40%	34 41%	38 35%	29 33%	49 52%	32 41%	52 41%	40 34%	150 65%	- -	- -	151 41%	8 23%	66 40%	78 42%	64 36%	54 34%	121 39%	32 40%	49 37%
ALMOST EVERY WEEK	40 10%	7 8%	14 13%	6 7%	9 10%	9 11%	8 6%	16 14%	- -	36 44%	- -	36 10%	4 11%	15 9%	20 11%	16 9%	22 14%	34 11%	5 6%	15 11%
ONCE OR TWICE A MONTH	48 12%	9 11%	18 16%	9 10%	10 10%	7 9%	13 10%	19 16%	- -	45 56%	- -	43 12%	5 14%	26 16%	18 10%	25 14%	22 14%	28 9%	17 21%	17 13%
A FEW TIMES A YEAR	43 11%	6 7%	15 14%	10 12%	10 10%	7 9%	18 15%	9 8%	- -	- -	41 72%	39 11%	4 11%	22 13%	19 10%	21 12%	21 13%	35 11%	5 7%	20 15%
NEVER	17 4%	8 10%	2 2%	4 4%	2 2%	4 6%	3 2%	9 8%	- -	- -	16 28%	12 3%	5 16%	8 5%	11 6%	6 4%	5 3%	14 5%	3 4%	7 5%
DON'T KNOW	2 -	- -	- -	2 2%	- -	- -	- -	1 1%	- -	- -	- -	1 -	1 3%	1 -	1 -	- -	1 -	2 1%	- -	2 1%
REFUSED	6 1%	- -	2 2%	1 1%	- -	1 1%	1 1%	1 1%	- -	- -	- -	5 1%	1 3%	3 2%	1 1%	3 2%	2 1%	3 1%	2 3%	2 2%
RELIG CONS	206 51%	46 55%	49 45%	52 59%	48 52%	41 53%	72 57%	49 42%	195 84%	- -	- -	195 53%	11 33%	67 40%	98 53%	87 49%	74 47%	171 55%	29 37%	58 44%

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

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/ NATL			ECON/ IMMIG			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	DAY	SEC	IMMIG	JOB	ILLEG	ECON/ IMMIG	JOB	TERR/ NATL	SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
FREQUENTLY	244	103	138	70	57	39	40	45	34	114	179	61	58	84	190	31		
-----	61%	62%	60%	67%	63%	74%	54%	70%	58%	62%	60%	68%	65%	53%	63%	51%		
OCCASIONALLY	88	32	55	15	23	9	11	13	16	45	69	18	21	42	65	13		
-----	22%	19%	24%	14%	25%	17%	15%	20%	27%	24%	23%	20%	24%	26%	22%	21%		
RARELY	60	27	33	20	9	5	19	5	8	25	47	12	9	30	40	16		
-----	15%	16%	15%	19%	10%	9%	26%	8%	13%	14%	15%	13%	10%	19%	13%	26%		
MORE THAN ONCE A WEEK	86	35	51	26	22	13	15	12	11	37	54	30	14	25	68	10		
	21%	21%	22%	25%	24%	24%	20%	19%	19%	20%	18%	34%	16%	15%	23%	17%		
WEEKLY	159	68	87	44	35	27	25	33	23	77	125	30	44	59	123	21		
	40%	41%	38%	42%	39%	50%	34%	51%	39%	42%	42%	34%	50%	37%	41%	34%		
ALMOST EVERY WEEK	40	17	23	8	13	1	8	5	8	20	29	10	8	17	31	5		
	10%	10%	10%	8%	14%	2%	11%	7%	14%	11%	10%	11%	9%	11%	10%	9%		
ONCE OR TWICE A MONTH	48	15	32	7	10	8	3	9	8	25	40	8	13	25	34	8		
	12%	9%	14%	7%	11%	15%	4%	13%	13%	13%	13%	8%	15%	15%	11%	12%		
A FEW TIMES A YEAR	43	21	22	13	6	4	15	5	6	19	33	9	6	21	29	11		
	11%	12%	10%	12%	7%	8%	20%	8%	10%	10%	11%	10%	6%	13%	10%	18%		
NEVER	17	6	11	7	3	1	4	-	2	7	14	2	3	10	12	5		
	4%	4%	5%	7%	3%	1%	5%	-	4%	4%	5%	2%	3%	6%	4%	8%		
DON'T KNOW	2	1	1	-	-	-	2	-	-	-	1	-	-	1	1	-		
	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-		
REFUSED	6	3	1	-	1	-	2	1	1	1	6	-	1	2	5	1		
	1%	2%	-	-	1%	-	3%	2%	2%	1%	2%	-	1%	1%	2%	2%		
RELIG CONS	206	85	118	64	52	31	36	31	31	95	143	58	40	67	166	22		
	51%	51%	52%	61%	58%	58%	49%	47%	53%	51%	48%	65%	45%	42%	55%	36%		

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

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	TOTAL	PROB/	TOTAL	TOTAL	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
		LEAN MCCAIN	HUCK- ABEE	HUCK- ABEE							TEXAS/ RD CNTRY						
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
FREQUENTLY -----	244 61%	35 51%	97 54%	121 74%	20 60%	17 53%	17 54%	152 62%	82 61%	71 61%	17 54%	102 57%	35 63%	35 91%	53 63%	44 57%	27 49%
OCCASIONALLY -----	88 22%	23 33%	44 25%	30 19%	9 26%	10 31%	8 27%	56 23%	28 21%	25 21%	7 20%	45 25%	12 21%	2 6%	20 24%	24 30%	15 26%
RARELY -----	60 15%	11 15%	33 18%	11 7%	4 11%	4 13%	6 19%	34 14%	22 17%	20 17%	8 26%	28 16%	9 16%	1 3%	11 13%	9 11%	13 23%
MORE THAN ONCE A WEEK	86 21%	14 20%	27 15%	46 28%	2 7%	8 26%	4 13%	53 21%	33 24%	28 24%	9 27%	33 19%	8 15%	11 29%	19 23%	13 17%	9 16%
WEEKLY	159 40%	22 31%	70 39%	74 46%	18 54%	9 27%	13 41%	99 40%	49 36%	43 37%	9 27%	68 38%	27 48%	24 62%	34 40%	31 40%	18 32%
ALMOST EVERY WEEK	40 10%	9 13%	17 9%	18 11%	1 3%	3 8%	5 16%	23 9%	13 10%	13 11%	3 11%	22 12%	4 6%	- -	11 13%	5 6%	7 13%
ONCE OR TWICE A MONTH	48 12%	13 19%	28 15%	12 8%	8 23%	7 22%	3 11%	33 13%	14 11%	12 10%	3 10%	23 13%	8 15%	2 6%	10 11%	19 25%	7 13%
A FEW TIMES A YEAR	43 11%	6 9%	22 13%	8 5%	2 5%	4 13%	5 16%	23 9%	17 13%	16 13%	6 20%	21 12%	5 9%	- -	7 8%	7 9%	8 15%
NEVER	17 4%	4 6%	10 6%	4 2%	2 6%	- -	1 3%	11 4%	5 4%	4 4%	2 6%	6 4%	4 7%	1 3%	4 4%	2 2%	5 8%
DON'T KNOW	2 -	1 1%	2 1%	- -	1 3%	- -	- -	2 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
REFUSED	6 1%	- -	3 2%	1 1%	- -	1 3%	- -	3 1%	2 2%	1 1%	- -	2 1%	- -	- -	- -	1 1%	1 2%
RELIG CONS	206 51%	30 43%	70 39%	111 68%	12 35%	13 39%	13 43%	132 53%	64 47%	57 49%	13 41%	87 49%	23 43%	34 89%	47 56%	34 44%	22 39%

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

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
FREQUENTLY -----	244 61%	120 61%	195 61%	29 59%	93 61%	178 58%	13 74%	114 60%	129 62%	42 62%	182 63%	62 59%	179 62%
OCCASIONALLY -----	88 22%	45 23%	73 23%	12 24%	37 24%	72 24%	2 13%	41 22%	46 22%	16 24%	61 21%	24 23%	63 22%
RARELY -----	60 15%	28 14%	48 15%	7 15%	21 14%	50 16%	2 13%	30 16%	30 15%	10 14%	43 15%	16 16%	42 15%
MORE THAN ONCE A WEEK	86 21%	43 22%	67 21%	9 19%	29 19%	58 19%	3 18%	39 21%	46 22%	17 25%	64 22%	21 20%	62 22%
WEEKLY	159 40%	77 39%	128 40%	20 40%	64 42%	120 39%	10 55%	75 39%	83 40%	25 37%	118 41%	41 39%	116 40%
ALMOST EVERY WEEK	40 10%	22 11%	34 11%	4 8%	18 12%	33 11%	- -	17 9%	21 10%	9 13%	27 9%	11 11%	27 9%
ONCE OR TWICE A MONTH	48 12%	23 12%	39 12%	8 16%	20 13%	39 13%	2 13%	24 13%	25 12%	8 11%	34 12%	12 12%	36 12%
A FEW TIMES A YEAR	43 11%	19 10%	33 10%	7 13%	16 10%	37 12%	2 13%	21 11%	22 10%	8 11%	31 10%	12 12%	29 10%
NEVER	17 4%	8 4%	14 4%	1 1%	5 4%	13 4%	- -	8 4%	9 4%	2 3%	13 4%	4 4%	13 4%
DON'T KNOW	2 -	1 -	2 -	- -	1 -	2 1%	- -	- -	2 1%	- -	2 1%	- -	2 1%
REFUSED	6 1%	2 1%	3 1%	1 2%	1 1%	5 1%	- -	5 2%	1 1%	- -	3 1%	2 2%	2 1%
RELIG CONS	206 51%	103 53%	162 51%	24 49%	81 53%	148 48%	11 65%	95 50%	111 54%	30 44%	157 54%	49 47%	153 53%

Table 68-7
 QUESTION 52:
 And how often do you attend church or religious services?

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB-	
		NEWS	WORK NEWS				NEWS	WORK NEWS					URBAN	URBAN
BASE=TOTAL SAMPLE	400	144	70	61	55	92	79	60	51	40	46	175	58	122
	100%	36%	18%	15%	14%	23%	20%	15%	13%	10%	11%	44%	14%	30%
FREQUENTLY	244	84	38	42	34	54	50	37	30	25	26	108	33	78
-----	61%	58%	54%	68%	61%	59%	64%	61%	59%	62%	56%	62%	57%	64%
OCCASIONALLY	88	37	20	10	11	20	16	11	12	10	13	38	16	21
-----	22%	25%	28%	17%	20%	22%	21%	19%	23%	26%	28%	22%	28%	17%
RARELY	60	21	13	8	10	15	10	11	9	5	6	27	7	20
-----	15%	15%	18%	14%	18%	17%	13%	18%	17%	12%	14%	16%	12%	17%
MORE THAN ONCE A WEEK	86	33	17	11	6	21	18	11	15	5	12	40	11	23
	21%	23%	24%	17%	10%	23%	23%	18%	30%	14%	25%	23%	20%	19%
WEEKLY	159	51	21	31	28	33	32	26	15	19	14	68	21	55
	40%	35%	30%	51%	50%	36%	40%	43%	29%	48%	31%	39%	37%	45%
ALMOST EVERY WEEK	40	14	9	4	4	8	9	6	4	3	6	19	3	11
	10%	10%	13%	6%	7%	9%	12%	10%	8%	7%	13%	11%	6%	9%
ONCE OR TWICE A MONTH	48	22	10	7	7	12	7	5	8	7	7	19	13	10
	12%	15%	14%	11%	12%	13%	9%	9%	15%	19%	15%	11%	22%	8%
A FEW TIMES A YEAR	43	14	13	6	4	11	6	8	7	5	6	20	5	12
	11%	10%	18%	10%	7%	12%	7%	13%	13%	12%	14%	11%	8%	10%
NEVER	17	7	-	2	6	4	5	3	2	-	-	7	2	8
	4%	5%	-	4%	10%	4%	6%	5%	4%	-	-	4%	4%	6%
DON'T KNOW	2	1	-	1	-	-	-	-	1	-	1	-	-	1
	-	-	-	1%	-	-	-	-	1%	-	2%	-	-	1%
REFUSED	6	2	-	-	1	2	2	1	-	-	-	2	2	1
	1%	2%	-	-	2%	3%	3%	2%	-	-	-	1%	4%	1%
RELIG CONS	206	74	34	37	26	43	43	31	27	21	22	94	26	65
	51%	51%	48%	60%	47%	47%	55%	51%	52%	53%	48%	54%	45%	53%

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

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB	
						CON	CON	CON	CON	CON	CON	CON	CON			CON	CON	CON	CON	CON	CON	CON	CON
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
CAUCASIAN OR WHITE	374 94%	246 94%	92 97%	338 95%	31 84%	153 95%	65 98%	195 95%	51 90%	101 96%	31 96%	87 93%	44 91%	61 95%	193 93%	181 94%	110 92%	75 90%	92 97%	97 97%	105 100%	296 100%	78 100%
HISPANIC	11 3%	9 3%	1 1%	10 3%	1 3%	5 3%	- -	6 3%	3 6%	2 2%	- 1%	- -	3 7%	2 4%	6 3%	5 3%	8 6%	3 3%	1 1%	- -	- -	- -	- -
AFRICAN-AMERICAN OR BLACK	2 1%	1 -	- -	1 -	1 3%	1 1%	- -	1 1%	1 2%	- -	- -	1 1%	- -	- -	1 1%	1 1%	1 1%	- -	- -	- -	- -	- -	- -
ASIAN	1 -	1 -	- -	1 -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -
OTHER	4 1%	- -	2 2%	2 1%	2 6%	- -	- -	1 1%	- -	1 1%	1 3%	1 1%	1 2%	- -	3 1%	1 1%	- -	1 1%	1 1%	2 2%	- -	- -	- -
REFUSED	7 2%	3 1%	- -	3 1%	1 3%	1 1%	1 2%	2 1%	1 2%	1 1%	- -	4 4%	- -	1 1%	4 2%	2 1%	1 1%	4 5%	- -	1 1%	- -	- -	- -

QUESTION 54:

Gender.

BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
MALE	208 52%	125 48%	57 59%	182 51%	20 55%	76 47%	31 47%	101 49%	30 52%	54 51%	19 58%	46 49%	26 54%	34 53%	208 100%	- -	60 50%	43 52%	52 55%	52 52%	51 49%	152 52%	40 52%
FEMALE	192 48%	135 52%	38 41%	173 49%	16 45%	85 53%	35 53%	105 51%	27 48%	51 49%	13 42%	48 51%	22 46%	30 47%	- -	192 100%	60 50%	40 48%	43 45%	48 48%	53 51%	143 48%	38 48%

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

BANNER 2

-----AMONG WHITE VOTERS-----

	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
CAUCASIAN OR WHITE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

 QUESTION 54:

Gender.

BASE-TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
MALE	193	55	39	100	-	-	-	152	-	40	-	117	-	54	-	60	57	23	31	35	49	109
	52%	100%	100%	100%	-	-	-	100%	-	100%	-	100%	-	100%	-	49%	46%	46%	73%	50%	48%	54%
FEMALE	181	-	-	-	55	36	89	-	143	-	38	-	129	-	38	61	66	26	12	35	53	93
	48%	-	-	-	100%	100%	100%	-	100%	-	100%	-	100%	-	100%	51%	54%	54%	27%	50%	52%	46%

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

BANNER 3

-----AMONG WHITE VOTERS-----

	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	CER-TAIN/VOTE	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ MCCAIN VOTE
BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
CAUCASIAN OR WHITE	374 94%	84 100%	109 100%	88 100%	93 100%	77 100%	126 100%	116 100%	231 100%	81 100%	57 100%	341 93%	33 96%	151 91%	178 96%	160 90%	149 93%	293 95%	71 89%	124 93%
HISPANIC	11 3%	-	-	-	-	-	-	-	-	-	-	10 3%	1 4%	9 5%	3 2%	8 5%	3 2%	6 2%	5 6%	5 3%
AFRICAN-AMERICAN OR BLACK	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	2 1%	-	2 1%	-	1 -	1 1%	1 1%
ASIAN	1 -	-	-	-	-	-	-	-	-	-	-	1 -	-	1 1%	1 1%	-	1 1%	1 -	-	1 1%
OTHER	4 1%	-	-	-	-	-	-	-	-	-	-	4 1%	-	3 2%	1 1%	3 2%	2 1%	2 1%	2 3%	2 2%
REFUSED	7 2%	-	-	-	-	-	-	-	-	-	-	7 2%	-	-	2 1%	4 2%	4 3%	5 2%	1 1%	-

QUESTION 54:

Gender.

BASE-TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
MALE	208 52%	84 100%	109 100%	-	-	39 50%	78 62%	63 54%	113 49%	47 58%	31 55%	188 52%	20 57%	79 47%	99 53%	96 54%	88 55%	158 51%	46 57%	60 45%
FEMALE	192 48%	-	-	88 100%	93 100%	39 50%	49 38%	53 46%	118 51%	34 42%	26 45%	177 48%	15 43%	88 53%	86 47%	83 46%	72 45%	150 49%	34 43%	73 55%

Table 103-4
 QUESTION 53:
 What is your main racial or ethnic heritage?

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL	ELEC- TION	TERR/ NATL	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC					SEC	FAV	FAV	UNFAV	PERRY	FAV	FAV	UNFAV	
BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
CAUCASIAN OR WHITE	374	151	218	103	84	45	69	64	52	178	279	86	85	147	285	56
	94%	91%	96%	98%	93%	85%	94%	98%	89%	96%	93%	96%	96%	93%	95%	93%
HISPANIC	11	6	5	-	-	6	1	1	1	4	11	-	2	5	7	2
	3%	4%	2%	-	-	11%	1%	2%	2%	2%	4%	-	2%	3%	2%	4%
AFRICAN-AMERICAN OR BLACK	2	1	1	-	1	1	-	-	-	-	1	1	-	1	1	-
	1%	1%	-	-	1%	2%	-	-	-	-	1%	-	-	1%	-	-
ASIAN	1	-	1	1	-	-	1	-	-	-	1	-	-	-	-	1
	-	-	1%	1%	-	-	2%	-	-	-	-	-	-	-	-	2%
OTHER	4	3	1	-	1	1	1	-	1	1	4	-	2	3	3	-
	1%	2%	-	-	1%	2%	2%	-	2%	1%	1%	-	2%	2%	1%	-
REFUSED	7	4	1	1	4	-	1	-	4	2	5	2	-	2	5	1
	2%	3%	1%	1%	5%	-	2%	-	7%	1%	2%	2%	-	1%	2%	1%

 QUESTION 54:

Gender.

BASE=TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
MALE	208	84	118	55	42	34	41	37	30	90	150	56	45	82	160	33
	52%	51%	52%	52%	47%	65%	56%	57%	51%	49%	50%	63%	50%	52%	53%	54%
FEMALE	192	82	109	50	48	19	33	28	29	95	151	34	44	76	141	28
	48%	49%	48%	48%	53%	35%	44%	43%	49%	51%	50%	37%	50%	48%	47%	46%

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

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE				
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55	
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%	
CAUCASIAN OR WHITE	374	65	162	158	31	30	30	234	123	109	31	167	51	36	79	77	49	
	94%	93%	91%	97%	93%	93%	96%	94%	91%	94%	96%	94%	92%	95%	94%	99%	89%	
HISPANIC	11	4	10	1	2	-	1	7	4	3	-	2	3	2	2	-	4	
	3%	5%	6%	1%	7%	-	4%	3%	3%	3%	-	1%	6%	5%	3%	-	7%	
AFRICAN-AMERICAN OR BLACK	2	1	2	-	-	1	-	-	2	1	-	1	-	-	-	-	1	
	1%	2%	1%	-	-	4%	-	-	2%	1%	-	1%	-	-	-	-	2%	
ASIAN	1	-	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	
	-	-	1%	-	-	-	-	-	1%	1%	4%	-	-	-	1%	-	-	
OTHER	4	-	3	1	-	1	-	2	2	1	-	3	-	-	-	1	-	
	1%	-	2%	1%	-	3%	-	1%	1%	1%	-	2%	-	-	-	1%	-	
REFUSED	7	-	-	4	-	-	-	4	2	1	-	5	1	-	2	-	1	
	2%	-	-	2%	-	-	-	2%	2%	1%	-	3%	2%	-	2%	-	2%	

QUESTION 54:

Gender.

BASE=TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
MALE	208	31	85	93	10	17	17	136	66	56	14	94	21	17	41	43	28
	52%	45%	47%	57%	31%	52%	57%	55%	49%	48%	44%	53%	38%	44%	48%	56%	51%
FEMALE	192	38	94	70	23	16	13	112	69	60	18	84	34	21	44	35	27
	48%	55%	53%	43%	69%	48%	43%	45%	51%	52%	56%	47%	62%	56%	52%	44%	49%

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

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION BANK	UNION BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
CAUCASIAN OR WHITE	374 94%	189 97%	306 96%	42 85%	145 95%	285 93%	16 94%	174 92%	198 96%	62 91%	275 94%	93 90%	275 96%
HISPANIC	11 3%	3 2%	7 2%	3 6%	5 3%	8 2%	1 6%	5 3%	6 3%	2 3%	8 3%	4 4%	8 3%
AFRICAN-AMERICAN OR BLACK	2 1%	1 1%	1 -	1 2%	1 1%	2 1%	- -	1 1%	1 1%	1 2%	1 -	1 1%	1 -
ASIAN	1 -	- -	1 -	- -	- -	1 -	- -	- -	- -	- -	- -	- -	1 -
OTHER	4 1%	1 1%	1 -	2 4%	1 1%	4 1%	- -	3 2%	1 1%	2 3%	2 1%	2 2%	2 1%
REFUSED	7 2%	1 1%	3 1%	1 2%	1 1%	5 2%	- -	6 3%	1 -	1 2%	4 2%	3 3%	1 -

 QUESTION 54:

Gender.

BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
MALE	208 52%	112 57%	167 52%	20 40%	80 52%	165 54%	13 75%	106 56%	102 49%	39 58%	143 49%	42 41%	160 56%
FEMALE	192 48%	84 43%	153 48%	29 60%	73 48%	140 46%	4 25%	84 44%	105 51%	28 42%	147 51%	62 59%	127 44%

Table 103-7
 QUESTION 53:
 What is your main racial or ethnic heritage?

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		NEWS	WORK NEWS				WORK NEWS	CABLE NEWS						
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
CAUCASIAN OR WHITE	374 94%	134 93%	68 97%	58 95%	51 92%	89 97%	72 91%	55 92%	48 93%	38 97%	46 100%	167 95%	54 94%	107 88%
HISPANIC	11 3%	6 4%	1 2%	-	2 3%	2 2%	3 3%	2 3%	1 2%	-	-	4 2%	-	7 6%
AFRICAN-AMERICAN OR BLACK	2 1%	1 1%	-	1 2%	-	-	-	1 1%	-	-	-	-	1 2%	1 1%
ASIAN	1 -	1 1%	-	-	-	-	-	-	-	-	-	-	1 2%	-
OTHER	4 1%	1 1%	1 2%	-	2 4%	-	1 1%	1 2%	1 2%	1 2%	-	3 2%	1 2%	-
REFUSED	7 2%	1 1%	-	2 3%	-	1 1%	2 3%	2 3%	1 2%	-	-	1 -	-	6 5%

QUESTION 54:

Gender.

BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
MALE	208 52%	66 46%	32 46%	38 62%	30 55%	42 46%	40 51%	41 69%	28 54%	21 52%	24 53%	97 55%	30 52%	57 47%
FEMALE	192 48%	78 54%	38 54%	23 38%	25 45%	50 54%	38 49%	19 31%	24 46%	19 48%	21 47%	78 45%	28 48%	65 53%

Table 71-1
Region.

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS				REGION				GENDER		AGE				WHITE IDEOLOGY				
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
CENTRAL	57	34	17	50	7	24	9	26	57	-	-	-	-	-	30	27	19	12	13	13	9	36	15
	14%	13%	17%	14%	18%	15%	13%	13%	100%	-	-	-	-	-	14%	14%	15%	14%	14%	13%	8%	12%	20%
DFW-METROPLEX	105	74	24	99	6	45	23	62	-	105	-	-	-	-	54	51	31	20	20	32	29	85	16
	26%	29%	26%	28%	17%	28%	34%	30%	-	100%	-	-	-	-	26%	27%	26%	24%	21%	32%	27%	29%	20%
EAST	32	22	3	25	5	14	8	18	-	-	32	-	-	-	19	13	10	6	4	13	7	25	6
	8%	8%	4%	7%	13%	9%	12%	9%	-	-	100%	-	-	-	9%	7%	8%	7%	4%	13%	7%	8%	7%
HOUSTON	94	60	21	81	9	36	10	47	-	-	-	94	-	-	46	48	33	15	28	17	27	69	18
	24%	23%	22%	23%	26%	22%	14%	23%	-	-	-	100%	-	-	22%	25%	27%	18%	30%	17%	25%	23%	22%
SOUTH	48	31	14	44	4	13	8	15	-	-	-	-	48	-	26	22	8	16	12	12	14	31	13
	12%	12%	14%	12%	11%	8%	12%	7%	-	-	-	-	100%	-	12%	12%	6%	20%	12%	12%	14%	10%	17%
WEST	64	39	16	55	6	29	9	37	-	-	-	-	-	64	34	30	20	13	18	13	20	50	11
	16%	15%	17%	16%	15%	18%	14%	18%	-	-	-	-	-	100%	16%	16%	16%	16%	19%	13%	19%	17%	14%

Table 71-2
Region.

BANNER 2

-----AMONG WHITE VOTERS-----

	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
CENTRAL	51 14%	10 18%	6 17%	13 13%	4 8%	4 12%	14 16%	20 13%	16 11%	9 22%	6 17%	16 14%	13 10%	9 17%	7 20%	13 11%	16 13%	10 20%	7 16%	3 5%	11 11%	37 18%
DFW-METROPLEX	101 27%	13 24%	9 22%	29 29%	19 34%	10 26%	21 24%	43 28%	42 30%	8 19%	8 21%	34 29%	39 30%	14 27%	10 26%	37 31%	34 28%	12 24%	13 30%	25 35%	22 21%	54 27%
EAST	31 8%	7 12%	4 11%	7 7%	3 5%	2 5%	8 9%	14 9%	11 8%	4 9%	2 6%	12 10%	10 8%	2 4%	- -	12 10%	10 8%	2 4%	- 1%	8 12%	12 11%	11 5%
HOUSTON	87 23%	13 23%	6 15%	24 24%	20 37%	6 16%	19 21%	33 22%	37 26%	9 23%	8 21%	23 20%	33 26%	12 22%	9 24%	28 23%	28 23%	11 23%	10 22%	12 17%	26 25%	50 25%
SOUTH	44 12%	3 6%	8 22%	11 11%	2 3%	8 21%	13 14%	18 12%	13 9%	4 10%	9 24%	15 13%	13 10%	5 9%	8 20%	11 9%	16 13%	7 14%	6 13%	9 12%	11 11%	24 12%
WEST	61 16%	10 18%	5 14%	17 17%	8 14%	7 20%	14 16%	25 17%	25 17%	7 17%	4 11%	17 14%	21 16%	12 22%	4 10%	20 16%	18 15%	8 16%	8 18%	13 19%	21 21%	26 13%

Table 71-3
Region.

BANNER 3

-----AMONG WHITE VOTERS-----																				
EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE			MOOD OF COUNTRY			BUSH APPROVAL			
TOTAL	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	CER-TAIN/ VOTE MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN	
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
CENTRAL	57	7	22	8	15	9	19	16	28	9	13	53	4	29	29	24	22	40	16	17
	14%	8%	20%	9%	16%	11%	15%	14%	12%	11%	23%	14%	13%	17%	16%	13%	14%	13%	20%	13%
DFW-METROPLEX	105	23	28	24	26	24	33	31	67	16	16	93	12	47	48	51	32	79	23	38
	26%	27%	25%	27%	28%	31%	26%	26%	29%	19%	29%	26%	34%	28%	26%	28%	20%	26%	29%	28%
EAST	32	10	8	10	3	6	13	5	18	7	5	28	4	10	20	11	11	27	5	9
	8%	12%	7%	11%	3%	8%	10%	5%	8%	9%	8%	8%	12%	6%	11%	6%	7%	9%	7%	7%
HOUSTON	94	20	22	17	27	13	25	37	53	24	9	88	6	32	35	46	44	68	21	24
	24%	24%	20%	20%	29%	17%	20%	32%	23%	30%	17%	24%	17%	19%	19%	26%	28%	22%	26%	18%
SOUTH	48	7	15	12	10	6	15	14	22	12	9	42	6	24	27	17	19	39	7	24
	12%	9%	13%	14%	11%	8%	12%	12%	9%	15%	15%	11%	17%	14%	15%	9%	12%	13%	9%	18%
WEST	64	17	15	17	12	19	21	13	43	13	5	62	2	24	27	31	32	55	8	21
	16%	21%	13%	19%	12%	25%	16%	11%	18%	16%	8%	17%	7%	14%	14%	17%	20%	18%	10%	15%

Table 71-4
Region.

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE				SECOND CHOICE			MCCAIN IMAGE				HUCKABEE IMAGE		
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	/NOT PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV	
	TOTAL	ELEC- TION DAY														MCCAIN
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
CENTRAL	57	22	35	17	9	8	10	16	7	32	44	12	12	26	44	12
	14%	13%	15%	17%	10%	15%	14%	25%	11%	17%	15%	13%	14%	16%	15%	20%
DFW-METROPLEX	105	47	57	28	19	16	19	13	15	56	83	22	21	39	79	15
	26%	28%	25%	27%	21%	31%	26%	20%	26%	30%	27%	25%	23%	24%	26%	25%
EAST	32	6	26	7	6	2	6	6	1	14	24	6	5	10	25	3
	8%	4%	11%	7%	7%	4%	7%	9%	2%	7%	8%	7%	6%	6%	8%	6%
HOUSTON	94	41	51	20	31	10	16	19	20	36	65	28	30	44	71	16
	24%	25%	22%	19%	35%	20%	22%	29%	33%	19%	22%	31%	34%	28%	23%	27%
SOUTH	48	25	23	10	6	8	9	7	7	16	39	6	7	20	34	6
	12%	15%	10%	9%	7%	15%	12%	11%	12%	9%	13%	7%	7%	12%	11%	10%
WEST	64	25	37	23	19	8	14	4	9	32	46	15	14	21	48	8
	16%	15%	16%	22%	21%	16%	19%	7%	15%	17%	15%	17%	16%	13%	16%	13%

Table 71-5
Region.

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	=====		=====					=====				=====			=====		
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE-TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
CENTRAL	57 14%	13 19%	30 17%	21 13%	4 12%	3 10%	4 14%	40 16%	14 11%	14 12%	5 14%	23 13%	6 12%	5 14%	13 15%	7 9%	7 12%
DFW-METROPLEX	105 26%	23 32%	51 28%	39 24%	9 28%	14 41%	11 37%	65 26%	36 27%	34 29%	10 31%	47 26%	11 21%	14 38%	21 24%	19 24%	16 28%
EAST	32 8%	5 7%	11 6%	17 11%	1 3%	3 9%	1 4%	25 10%	7 5%	4 3%	2 5%	14 8%	6 11%	2 6%	6 7%	5 6%	3 6%
HOUSTON	94 24%	13 18%	35 19%	39 24%	3 10%	10 32%	5 15%	42 17%	45 34%	37 32%	10 32%	50 28%	13 23%	7 18%	18 22%	31 40%	9 17%
SOUTH	48 12%	9 12%	29 16%	12 7%	8 25%	3 8%	5 17%	35 14%	11 8%	10 8%	2 5%	18 10%	11 20%	2 4%	11 13%	10 12%	5 10%
WEST	64 16%	8 12%	24 13%	34 21%	8 23%	- -	4 12%	41 17%	20 15%	18 15%	4 13%	26 15%	8 14%	8 20%	15 18%	6 8%	16 28%

Table 71-6
Region.

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
CENTRAL	57	30	49	5	19	44	2	24	32	11	39	12	43
	14%	15%	15%	11%	13%	14%	12%	13%	15%	17%	13%	11%	15%
DFW-METROPLEX	105	52	87	10	40	79	7	50	55	11	83	29	76
	26%	26%	27%	20%	26%	26%	39%	27%	26%	17%	28%	28%	26%
EAST	32	18	25	4	13	27	-	15	16	7	22	9	23
	8%	9%	8%	8%	9%	9%	2%	8%	8%	10%	8%	9%	8%
HOUSTON	94	42	68	19	36	72	6	44	49	15	66	25	63
	24%	21%	21%	38%	23%	24%	34%	23%	23%	22%	23%	24%	22%
SOUTH	48	25	38	6	23	39	-	24	24	14	33	11	37
	12%	13%	12%	13%	15%	13%	-	13%	12%	20%	11%	11%	13%
WEST	64	29	52	5	21	45	2	31	33	9	48	18	46
	16%	15%	16%	11%	14%	15%	13%	16%	16%	14%	16%	17%	16%

Table 71-7
Region.

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS RADIO	NEWS- PAPER	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS RADIO	NEWS- PAPER	ONLINE	RURAL	SMALL CITY/ OTHER	SUB- URBAN
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
CENTRAL	57 14%	15 11%	12 17%	10 17%	9 16%	3 3%	12 15%	13 22%	9 17%	5 14%	6 12%	27 15%	9 16%	15 13%
DFW-METROPLEX	105 26%	33 23%	12 17%	20 33%	16 29%	29 32%	28 35%	12 21%	11 22%	8 21%	6 13%	38 22%	19 34%	42 35%
EAST	32 8%	14 10%	8 11%	3 5%	4 7%	10 11%	5 7%	3 6%	4 8%	4 10%	4 9%	28 16%	- -	- -
HOUSTON	94 24%	41 28%	12 16%	14 23%	14 25%	16 18%	15 19%	11 19%	16 32%	16 41%	- -	19 11%	29 50%	46 38%
SOUTH	48 12%	17 12%	8 12%	9 15%	6 11%	12 13%	10 13%	8 13%	3 6%	3 6%	7 14%	29 16%	- -	13 11%
WEST	64 16%	24 17%	19 27%	5 8%	6 11%	21 23%	8 10%	12 19%	7 14%	3 8%	24 52%	35 20%	- -	5 4%

Table 72-1
DMA.

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS				REGION				GENDER		AGE				WHITE IDEOLOGY				
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
ABILENE-SWEETWATER	8	4	-	4	3	2	2	4	-	-	-	-	-	8	4	4	3	-	3	3	4	5	3
	2%	1%	-	1%	7%	1%	3%	2%	-	-	-	-	-	13%	2%	2%	2%	-	3%	3%	3%	2%	4%
AMARILLO	21	16	5	21	-	11	4	12	-	-	-	-	-	21	11	10	11	2	4	4	7	16	3
	5%	6%	5%	6%	-	7%	6%	6%	-	-	-	-	-	33%	5%	5%	9%	3%	4%	4%	7%	6%	4%
AUSTIN	35	20	11	30	5	15	5	15	35	-	-	-	-	-	19	16	14	6	8	7	4	21	9
	9%	8%	11%	9%	13%	9%	7%	7%	61%	-	-	-	-	-	9%	8%	11%	7%	9%	7%	3%	7%	12%
BEAUMONT-PORT ARTHUR	4	1	1	2	1	1	-	3	-	-	4	-	-	-	2	2	1	1	1	1	-	3	-
	1%	1%	1%	1%	3%	1%	1%	1%	-	-	13%	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	-
CORPUS CHRISTI	8	7	1	8	-	4	1	4	-	-	-	-	8	-	6	2	1	1	4	1	3	7	1
	2%	3%	1%	2%	-	2%	2%	2%	-	-	-	-	17%	-	3%	1%	1%	2%	4%	1%	3%	2%	2%
DALLAS-FT. WORTH	97	68	24	92	5	41	20	56	-	97	-	-	-	-	48	49	30	18	18	29	26	78	15
	24%	26%	25%	26%	15%	25%	30%	27%	-	92%	-	-	-	-	23%	25%	25%	22%	19%	29%	25%	26%	19%
EL PASO	5	3	1	4	-	3	1	3	-	-	-	-	-	5	3	2	1	1	2	1	1	4	-
	1%	1%	1%	1%	-	2%	1%	2%	-	-	-	-	-	8%	2%	1%	1%	2%	2%	1%	1%	1%	-
HARLINGEN-WESLACO	2	1	1	2	-	-	-	-	-	-	-	-	2	-	1	1	-	-	-	1	-	1	-
	-	-	1%	-	1%	-	-	-	-	-	-	-	4%	-	-	1%	-	-	-	1%	-	-	1%
HOUSTON	94	60	21	81	9	36	10	47	-	-	-	94	-	-	46	48	33	15	28	17	27	69	18
	24%	23%	22%	23%	26%	22%	14%	23%	-	-	-	100%	-	-	22%	25%	27%	18%	30%	17%	25%	23%	22%
LUBBOCK	13	9	3	12	1	7	2	9	-	-	-	-	-	13	5	8	2	2	6	3	4	12	1
	3%	3%	3%	3%	3%	4%	3%	4%	-	-	-	-	-	20%	2%	4%	2%	2%	6%	3%	4%	4%	1%
ODESSA-MIDLAND	11	5	4	9	1	4	1	5	-	-	-	-	-	11	7	4	2	6	2	2	3	8	2
	3%	2%	4%	3%	2%	3%	1%	2%	-	-	-	-	-	17%	3%	2%	1%	7%	2%	2%	3%	3%	2%
SAN ANGELO	6	2	3	5	1	2	-	4	-	-	-	-	-	6	4	2	1	2	2	1	1	4	2
	1%	1%	3%	1%	3%	1%	-	2%	-	-	-	-	-	9%	2%	1%	1%	2%	2%	1%	1%	1%	3%
SAN ANTONIO	36	21	12	33	3	8	4	10	-	-	-	-	36	-	18	18	6	15	8	8	11	22	10
	9%	8%	13%	9%	9%	5%	7%	5%	-	-	-	-	75%	-	9%	9%	5%	17%	8%	8%	11%	8%	13%
SHERMAN-ADA	4	4	-	4	-	3	1	4	-	4	-	-	-	-	4	-	1	1	-	1	1	4	-
	1%	2%	-	1%	-	2%	2%	2%	-	4%	-	-	-	-	2%	-	1%	2%	-	1%	1%	1%	-
SHREVEPORT	4	3	1	3	1	1	1	3	-	-	4	-	-	-	3	1	1	1	1	2	2	4	-
	1%	1%	1%	1%	2%	1%	2%	1%	-	-	13%	-	-	-	1%	1%	1%	1%	1%	2%	2%	1%	-
TYLER-LONGVIEW	24	18	2	20	3	11	6	12	-	-	24	-	-	-	14	10	8	4	2	10	5	18	5
	6%	7%	2%	6%	9%	7%	10%	6%	-	-	75%	-	-	-	7%	5%	7%	5%	2%	10%	5%	6%	7%
VICTORIA	2	2	-	2	-	1	2	1	-	-	-	-	-	-	1	1	-	-	-	2	-	1	1
	-	1%	-	1%	-	1%	3%	-	-	-	-	-	4%	-	-	1%	-	-	-	2%	-	-	1%
WACO-TEMPLE-BRYAN	22	14	6	20	2	9	4	11	22	-	-	-	-	-	11	11	5	6	5	6	5	15	6
	5%	5%	6%	6%	6%	6%	6%	5%	39%	-	-	-	-	-	5%	6%	4%	7%	5%	6%	5%	5%	8%

PUBLIC OPINION STRATEGIES

Continued

Table 72-1
DMA.

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
WICHITA FALLS-LAWTON	4 1%	3 1%	1 1%	3 1%	1 2%	2 1%	1 2%	2 1%	-	4 4%	-	-	-	-	1 1%	3 1%	-	1 1%	2 2%	1 1%	1 1%	3 1%	1 1%

Table 72-2
DMA.

BANNER 2

-----AMONG WHITE VOTERS-----

	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN		WOMEN		WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+	
	18-44	45-54	18-44	45-54																		
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
ABILENE-SWEETWATER	8 2%	2 3%	-	3 3%	1 2%	-	3 3%	2 1%	4 7%	3 7%	-	2 2%	2 1%	-	1 1%	3 2%	-	-	-	1 1%	3 3%	4 2%
AMARILLO	20 5%	3 6%	1 3%	6 6%	7 12%	1 3%	1 1%	10 6%	7 5%	1 3%	2 6%	7 6%	8 6%	4 7%	1 3%	10 9%	5 4%	2 5%	2 6%	7 10%	8 8%	5 2%
AUSTIN	30 8%	8 15%	2 6%	8 8%	2 4%	2 6%	7 8%	13 9%	8 6%	6 14%	3 9%	9 8%	7 5%	7 13%	3 9%	8 7%	8 7%	6 12%	5 11%	2 3%	6 6%	22 11%
BEAUMONT-PORT ARTHUR	4 1%	-	-	1 1%	-	1 2%	1 1%	1 1%	1 1%	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	2 3%	1 1%	-
CORPUS CHRISTI	8 2%	1 3%	1 4%	3 3%	-	-	2 2%	4 3%	2 2%	1 4%	-	5 4%	2 2%	1 1%	-	3 2%	4 4%	-	1 1%	1 1%	3 3%	4 2%
DALLAS-FT. WORTH	93 25%	12 21%	7 17%	27 27%	19 34%	10 26%	19 21%	37 24%	40 28%	8 19%	7 19%	28 24%	37 29%	14 27%	9 25%	34 28%	31 25%	12 24%	12 28%	21 30%	20 20%	51 25%
EL PASO	4 1%	-	1 2%	1 1%	-	1 2%	1 1%	2 1%	2 1%	-	-	1 1%	2 1%	1 1%	-	1 1%	2 2%	-	1 1%	1 1%	-	3 2%
HARLINGEN-WESLACO	1 -	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
HOUSTON	87 23%	13 23%	6 15%	24 24%	20 37%	6 16%	19 21%	33 22%	37 26%	9 23%	8 21%	23 20%	33 26%	12 22%	9 24%	28 23%	28 23%	11 23%	10 22%	12 17%	26 25%	50 25%
LUBBOCK	13 3%	2 4%	-	3 3%	-	2 5%	6 7%	5 3%	7 5%	-	1 3%	2 2%	7 5%	2 4%	1 3%	2 2%	7 6%	1 2%	2 5%	2 3%	6 6%	5 2%
ODESSA-MIDLAND	10 3%	2 3%	3 7%	2 2%	-	3 7%	2 2%	5 3%	3 2%	1 2%	1 2%	3 3%	2 1%	3 5%	2 4%	3 3%	2 1%	3 7%	1 2%	1 1%	4 4%	5 2%
SAN ANGELO	6 2%	1 2%	1 3%	2 2%	-	1 3%	1 1%	2 1%	2 1%	2 5%	-	1 1%	1 1%	3 6%	-	2 2%	-	1 2%	2 5%	2 3%	-	4 2%
SAN ANTONIO	33 9%	2 3%	7 18%	6 6%	2 3%	8 21%	9 10%	12 8%	10 7%	3 6%	8 20%	9 7%	9 7%	3 6%	8 20%	9 7%	10 8%	7 14%	4 10%	7 10%	7 7%	19 9%
SHERMAN-ADA	4 1%	1 2%	1 3%	1 1%	-	-	-	4 3%	-	-	-	4 3%	-	-	-	3 2%	1 1%	-	-	3 4%	-	1 1%
SHREVEPORT	4 1%	1 2%	1 1%	1 1%	-	-	1 1%	3 2%	1 1%	-	-	2 1%	1 1%	1 1%	-	1 1%	2 1%	1 1%	-	3 4%	1 1%	-
TYLER-LONGVIEW	23 6%	5 9%	3 8%	4 4%	3 5%	1 3%	6 7%	9 6%	8 6%	3 8%	2 6%	9 8%	8 6%	1 2%	-	10 8%	7 6%	1 2%	-	3 4%	9 9%	10 5%
VICTORIA	2 1%	-	-	1 1%	-	-	1 1%	1 1%	-	-	1 3%	1 1%	1 1%	-	-	-	2 2%	-	-	1 1%	1 1%	-
WACO-TEMPLE-BRYAN	21 6%	2 4%	4 10%	4 4%	2 3%	2 5%	7 8%	7 5%	8 6%	3 7%	3 8%	7 6%	6 5%	2 4%	4 10%	5 4%	8 7%	4 8%	2 5%	1 1%	5 5%	15 7%

Continued

Table 72-2
DMA.

BANNER 2

-----AMONG WHITE VOTERS-----																						
TOTAL	GENDER/AGE						GENDER/IDEOLOGY					PARTY/GENDER				PARTY/AGE				EDUCATION		
	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	CONS	CONS	MOD/	MOD/	BASE	BASE	SOFT	SOFT	BASE	BASE	SOFT	SOFT	HS	OR	SOME	
	18-44	45-54	55+	18-44	45-54	55+	MEN	WOMEN	LIB	LIB	GOP	GOP	GOP	GOP	18-54	55+	18-54	55+	LESS	COLL	COLL+	
4	-	1	1	-	-	3	1	2	-	1	1	1	-	1	1	2	-	1	1	1	1	
1%	-	2%	1%	-	-	3%	1%	1%	-	2%	1%	1%	-	2%	1%	2%	-	2%	2%	1%	1%	

WICHITA FALLS-LAWTON

Table 72-3
DMA.

BANNER 3

-----AMONG WHITE VOTERS-----

	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400 100%	84 21%	109 27%	88 22%	93 23%	77 19%	126 32%	116 29%	231 58%	81 20%	57 14%	365 91%	35 9%	167 42%	186 46%	178 45%	159 40%	308 77%	80 20%	133 33%
ABILENE-SWEETWATER	8 2%	1 1%	4 3%	3 3%	1 1%	5 7%	2 1%	1 1%	6 3%	1 1%	1 2%	7 2%	1 2%	3 2%	3 1%	4 2%	4 3%	6 2%	2 2%	2 1%
AMARILLO	21 5%	8 10%	2 2%	7 8%	2 2%	5 6%	8 6%	5 4%	14 6%	4 4%	2 4%	21 6%	- -	9 6%	9 5%	8 5%	8 5%	18 6%	2 3%	8 6%
AUSTIN	35 9%	5 5%	14 13%	3 4%	8 9%	5 6%	9 7%	12 10%	16 7%	5 6%	8 15%	32 9%	3 10%	20 12%	14 8%	19 10%	12 7%	22 7%	13 16%	9 7%
BEAUMONT-PORT ARTHUR	4 1%	2 2%	- -	1 2%	- -	2 2%	1 1%	1 1%	3 1%	- -	1 1%	3 1%	1 3%	1 1%	1 1%	3 2%	1 1%	1 -	3 3%	1 1%
CORPUS CHRISTI	8 2%	3 3%	3 3%	1 1%	1 2%	1 1%	4 3%	3 2%	4 2%	1 1%	2 4%	8 2%	- -	7 4%	4 2%	2 1%	4 3%	8 3%	- -	7 5%
DALLAS-FT. WORTH	97 24%	20 24%	25 23%	21 24%	26 28%	23 29%	28 22%	30 26%	61 27%	15 19%	15 26%	85 23%	12 34%	42 25%	45 24%	45 25%	31 20%	72 23%	21 27%	32 24%
EL PASO	5 1%	1 1%	1 1%	- -	2 2%	1 1%	1 1%	1 1%	2 1%	1 1%	1 1%	4 1%	1 2%	2 1%	2 1%	3 2%	1 1%	3 1%	2 2%	1 1%
HARLINGEN-WESLACO	2 -	- -	- -	- -	1 1%	- -	- -	1 1%	1 -	- -	- 1%	1 -	1 2%	1 -	1 1%	1 -	1 1%	2 1%	- -	1 1%
HOUSTON	94 24%	20 24%	22 20%	17 20%	27 29%	13 17%	25 20%	37 32%	53 23%	24 30%	9 17%	88 24%	6 17%	32 19%	35 19%	46 26%	44 28%	68 22%	21 26%	24 18%
LUBBOCK	13 3%	4 5%	1 1%	4 5%	4 4%	4 5%	4 3%	3 3%	10 4%	3 4%	- 4%	13 4%	- -	2 1%	4 2%	9 5%	8 5%	12 4%	1 1%	2 2%
ODESSA-MIDLAND	11 3%	3 3%	3 3%	3 3%	2 2%	3 4%	3 2%	3 2%	6 3%	4 5%	- -	11 3%	- -	4 3%	6 3%	3 2%	7 4%	10 3%	1 1%	4 3%
SAN ANGELO	6 1%	1 1%	3 3%	1 1%	1 1%	1 1%	3 2%	1 1%	4 2%	1 1%	1 2%	5 1%	1 3%	3 2%	3 2%	3 2%	3 2%	6 2%	- -	3 2%
SAN ANTONIO	36 9%	3 4%	11 10%	10 12%	8 8%	4 6%	10 8%	10 9%	15 7%	11 14%	5 9%	31 8%	5 15%	14 9%	20 11%	14 8%	13 8%	27 9%	7 9%	14 10%
SHERMAN-ADA	4 1%	3 3%	1 1%	- -	- -	1 2%	3 2%	- -	4 2%	- -	- -	4 1%	- -	3 2%	- -	4 2%	- -	3 1%	1 2%	3 2%
SHREVEPORT	4 1%	3 3%	- -	1 1%	- -	1 2%	2 1%	1 -	3 1%	1 1%	1 1%	4 1%	- -	1 -	2 1%	1 -	- -	3 1%	1 1%	- -
TYLER-LONGVIEW	24 6%	5 6%	7 7%	7 8%	3 3%	3 4%	10 8%	4 4%	12 5%	6 8%	3 6%	21 6%	3 9%	8 5%	17 9%	7 4%	9 6%	22 7%	2 3%	8 6%
VICTORIA	2 -	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 -	- -	1 2%	2 1%	- -	2 1%	2 1%	- -	1 1%	2 1%	- -	2 2%
WACO-TEMPLE-BRYAN	22 5%	2 2%	8 7%	4 5%	7 7%	4 5%	10 8%	4 3%	12 5%	4 5%	5 9%	21 6%	1 3%	9 5%	15 8%	5 3%	10 6%	18 6%	3 4%	8 6%

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 72-3
DMA.

BANNER 3

-----AMONG WHITE VOTERS-----

TOTAL	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ MCCAIN	
WICHITA FALLS-LAWTON	4	-	1	3	-	-	2	1	2	1	1	4	-	3	3	1	1	4	-	3
	1%	-	1%	3%	-	-	2%	1%	1%	1%	2%	1%	-	2%	1%	1%	-	1%	-	2%

Table 72-4
DMA.

BANNER 4

	MOST IMPORTANT ISSUE															
	VOTE EARLY			TERR/			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE			
	VOTE			NATL			ILLEG ECON/			TERR/			FAV			
	TOTAL	EARLY	DAY	SEC	IMMIG	JOB	IMMIG	JOB	SEC	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
ABILENE-SWEETWATER	8	4	4	2	-	3	-	2	1	5	6	1	3	3	6	1
	2%	2%	2%	2%	-	5%	-	3%	2%	3%	2%	1%	3%	2%	2%	1%
AMARILLO	21	5	16	9	5	2	7	1	2	8	13	7	6	5	15	2
	5%	3%	7%	9%	5%	4%	10%	2%	4%	4%	4%	8%	7%	3%	5%	4%
AUSTIN	35	14	21	9	5	6	6	8	5	20	29	5	8	18	26	8
	9%	8%	9%	9%	5%	11%	8%	13%	8%	11%	10%	5%	9%	11%	9%	14%
BEAUMONT-PORT ARTHUR	4	1	3	-	1	-	1	1	-	1	3	1	1	2	3	1
	1%	1%	1%	-	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%
CORPUS CHRISTI	8	4	4	3	1	1	2	2	-	2	8	-	1	5	7	1
	2%	3%	2%	3%	2%	1%	3%	3%	-	1%	3%	-	2%	3%	2%	1%
DALLAS-FT. WORTH	97	43	53	25	17	16	17	12	14	52	77	20	19	37	74	13
	24%	26%	23%	24%	19%	31%	24%	18%	24%	28%	25%	23%	22%	23%	24%	21%
EL PASO	5	2	3	3	1	1	3	1	-	1	2	2	-	1	2	3
	1%	1%	1%	3%	1%	1%	4%	1%	-	1%	1%	2%	-	1%	1%	4%
HARLINGEN-WESLACO	2	1	1	-	-	-	-	-	-	-	1	1	-	-	-	1
	-	1%	-	-	-	1%	1%	1%	-	-	-	1%	-	-	-	2%
HOUSTON	94	41	51	20	31	10	16	19	20	36	65	28	30	44	71	16
	24%	25%	22%	19%	35%	20%	22%	29%	33%	19%	22%	31%	34%	28%	23%	27%
LUBBOCK	13	7	5	6	3	1	1	-	3	8	10	3	2	3	11	1
	3%	4%	2%	6%	3%	2%	1%	-	5%	4%	3%	3%	2%	2%	4%	2%
ODESSA-MIDLAND	11	4	6	2	8	1	2	1	2	7	8	3	2	4	8	1
	3%	3%	3%	2%	8%	2%	2%	1%	3%	4%	3%	3%	3%	3%	3%	1%
SAN ANGELO	6	4	2	1	3	1	1	-	1	3	6	-	1	5	6	-
	1%	2%	1%	1%	3%	2%	1%	-	2%	2%	2%	-	1%	3%	2%	-
SAN ANTONIO	36	18	18	7	4	6	5	4	7	14	29	5	5	14	26	4
	9%	11%	8%	6%	5%	11%	7%	7%	12%	7%	10%	6%	6%	9%	9%	7%
SHERMAN-ADA	4	3	1	3	-	-	1	1	-	1	3	1	-	-	3	1
	1%	2%	1%	2%	-	-	2%	2%	-	1%	1%	1%	-	-	1%	2%
SHREVEPORT	4	-	4	1	2	1	1	1	1	2	3	1	1	1	3	1
	1%	-	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%
TYLER-LONGVIEW	24	5	19	6	3	1	4	4	-	10	18	5	4	7	20	2
	6%	3%	8%	6%	3%	2%	6%	6%	-	6%	6%	6%	5%	5%	7%	3%
VICTORIA	2	1	1	-	-	1	1	-	-	-	1	-	-	1	1	-
	-	1%	-	-	-	2%	1%	-	-	-	-	-	-	1%	-	-
WACO-TEMPLE-BRYAN	22	8	14	8	4	2	4	8	2	12	15	7	4	8	18	4
	5%	5%	6%	8%	4%	4%	6%	12%	3%	6%	5%	8%	4%	5%	6%	6%

PUBLIC OPINION STRATEGIES

Continued

Table 72-4
DMA.

BANNER 4

TOTAL	MOST IMPORTANT ISSUE																
	VOTE EARLY			TERR/			ECON/			MCCAIN IMAGE			HUCKABEE IMAGE				
	TOTAL	EARLY	DAY	NATL	ILLEG	IMMIG	ECON/	ILLEG	ECON/	NATL	SMWT	TOTAL	TOTAL	/NOT	SMWT	TOTAL	TOTAL
4	1	3	1	2	-	1	-	1	3	3	1	1	2	3	1		
1%	-	1%	1%	2%	-	1%	-	2%	1%	1%	1%	1%	1%	1%	1%		

WICHITA FALLS-LAWTON

Table 72-5
DMA.

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC	
	TOTAL																
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
ABILENE-SWEETWATER	8 2%	2 3%	3 2%	5 3%	- -	- -	- -	5 2%	3 2%	2 2%	- -	2 1%	1 2%	1 2%	2 2%	- -	4 6%
AMARILLO	21 5%	3 5%	9 5%	11 6%	2 7%	- -	4 12%	13 5%	6 4%	6 5%	2 7%	8 5%	3 6%	3 9%	7 8%	1 2%	6 10%
AUSTIN	35 9%	8 12%	20 11%	10 6%	- -	2 7%	2 8%	23 9%	11 8%	11 9%	4 11%	12 7%	3 6%	3 9%	7 8%	6 7%	4 6%
BEAUMONT-PORT ARTHUR	4 1%	1 2%	2 1%	1 1%	- 1%	1 2%	- 1%	2 1%	1 1%	- -	- -	2 1%	1 2%	- -	1 1%	- -	- -
CORPUS CHRISTI	8 2%	2 3%	7 4%	1 1%	1 4%	- -	1 5%	7 3%	1 1%	1 1%	- -	2 1%	2 4%	1 2%	4 4%	1 2%	1 1%
DALLAS-FT. WORTH	97 24%	19 28%	45 25%	37 22%	7 22%	11 33%	11 35%	59 24%	33 25%	31 27%	9 27%	42 24%	11 19%	13 34%	19 23%	15 19%	15 27%
EL PASO	5 1%	1 2%	2 1%	2 1%	1 2%	- -	- -	4 2%	1 1%	1 1%	- -	3 1%	- -	1 2%	1 1%	1 2%	1 1%
HARLINGEN-WESLACO	2 -	- 1%	1 1%	- -	- -	- -	- 1%	2 1%	- -	- -	- -	- -	- 1%	- -	- -	- 1%	- 1%
HOUSTON	94 24%	13 18%	35 19%	39 24%	3 10%	10 32%	5 15%	42 17%	45 34%	37 32%	10 32%	50 28%	13 23%	7 18%	18 22%	31 40%	9 17%
LUBBOCK	13 3%	- -	2 1%	9 6%	1 3%	- -	- -	6 2%	7 5%	6 5%	1 3%	5 3%	1 2%	2 5%	4 5%	2 3%	2 4%
ODESSA-MIDLAND	11 3%	2 2%	4 2%	5 3%	2 5%	- -	- -	9 4%	2 1%	2 1%	1 3%	6 3%	3 5%	1 2%	1 1%	1 1%	3 5%
SAN ANGELO	6 1%	- -	3 2%	2 1%	2 6%	- -	- -	4 2%	2 2%	1 1%	- -	3 2%	- -	- -	1 1%	1 1%	1 2%
SAN ANTONIO	36 9%	6 9%	19 11%	10 6%	7 20%	2 5%	3 11%	25 10%	10 8%	9 7%	2 5%	15 8%	9 16%	1 2%	7 8%	8 10%	4 8%
SHERMAN-ADA	4 1%	3 4%	3 1%	1 1%	1 4%	1 4%	- -	3 1%	1 1%	1 1%	- -	1 1%	- -	1 3%	1 2%	3 3%	- -
SHREVEPORT	4 1%	- -	1 -	3 2%	1 2%	- -	- -	3 1%	1 1%	1 1%	1 2%	1 -	1 1%	1 3%	1 1%	1 1%	- -
TYLER-LONGVIEW	24 6%	3 4%	8 5%	12 8%	- -	2 6%	1 3%	20 8%	4 3%	2 2%	1 3%	11 6%	4 8%	1 3%	4 5%	4 5%	3 6%
VICTORIA	2 -	- -	2 1%	- -	- -	1 3%	- -	2 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
WACO-TEMPLE-BRYAN	22 5%	5 7%	10 6%	11 7%	4 12%	1 3%	2 7%	17 7%	4 3%	4 3%	1 3%	11 6%	3 5%	2 5%	6 7%	1 1%	3 5%

PUBLIC OPINION STRATEGIES

Continued

Table 72-5
DMA.

BANNER 5

	PRES PRIMARY BALLOT			REASON FOR SUPPORT MCCAIN			TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE				
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY		ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
											1	2						
WICHITA FALLS-LAWTON	4 1%	1 1%	3 1%	1 1%	1 2%	1 4%	1 2%	3 1%	1 1%	1 1%	1 4%	3 2%	1 1%	- -	- -	1 2%	1 1%	

Table 72-6
DMA.

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400 100%	196 49%	320 80%	49 12%	153 38%	305 76%	17 4%	189 47%	208 52%	68 17%	291 73%	104 26%	287 72%
ABILENE-SWEETWATER	8 2%	3 1%	7 2%	1 2%	4 2%	6 2%	- -	5 3%	3 1%	- -	6 2%	3 3%	5 2%
AMARILLO	21 5%	7 4%	14 4%	4 7%	5 3%	15 5%	1 7%	13 7%	8 4%	5 7%	15 5%	8 8%	13 4%
AUSTIN	35 9%	20 10%	30 10%	3 7%	12 8%	29 10%	- -	17 9%	18 8%	8 12%	22 8%	7 7%	27 9%
BEAUMONT-PORT ARTHUR	4 1%	2 1%	4 1%	- 1%	2 1%	4 1%	- 2%	3 2%	1 1%	2 3%	2 1%	1 1%	3 1%
CORPUS CHRISTI	8 2%	4 2%	6 2%	1 1%	4 3%	7 2%	- -	3 2%	5 2%	1 2%	7 2%	2 2%	6 2%
DALLAS-FT. WORTH	97 24%	46 24%	80 25%	9 17%	38 25%	73 24%	5 31%	48 26%	49 23%	11 16%	75 26%	27 26%	70 24%
EL PASO	5 1%	2 1%	5 2%	- -	2 1%	5 2%	- -	2 1%	3 1%	1 2%	4 1%	1 1%	4 2%
HARLINGEN-WESLACO	2 -	1 -	2 -	- 1%	2 1%	2 1%	- -	- -	2 1%	- -	1 -	- -	2 1%
HOUSTON	94 24%	42 21%	68 21%	19 38%	36 23%	72 24%	6 34%	44 23%	49 23%	15 22%	66 23%	25 24%	63 22%
LUBBOCK	13 3%	8 4%	12 4%	- -	2 1%	5 2%	1 6%	4 2%	9 4%	1 1%	11 4%	1 1%	12 4%
ODESSA-MIDLAND	11 3%	6 3%	9 3%	1 2%	5 3%	8 3%	- -	3 2%	8 4%	2 2%	7 2%	3 3%	8 3%
SAN ANGELO	6 1%	3 2%	5 2%	- -	4 3%	5 2%	- -	3 2%	3 1%	1 1%	5 2%	2 2%	4 1%
SAN ANTONIO	36 9%	18 9%	28 9%	5 10%	17 11%	29 10%	- -	20 10%	16 8%	11 16%	24 8%	9 8%	27 10%
SHERMAN-ADA	4 1%	3 1%	3 1%	1 3%	1 1%	3 1%	1 8%	1 1%	3 1%	- -	4 1%	- -	4 1%
SHREVEPORT	4 1%	1 -	3 1%	1 1%	1 1%	3 1%	- -	1 1%	3 1%	- -	3 1%	1 1%	3 1%
TYLER-LONGVIEW	24 6%	16 8%	19 6%	3 6%	11 7%	21 7%	- -	11 6%	12 6%	5 8%	17 6%	7 7%	17 6%
VICTORIA	2 -	2 1%	2 1%	- -	- -	1 -	- -	1 1%	1 -	1 1%	1 -	- -	2 1%
WACO-TEMPLE-BRYAN	22 5%	10 5%	19 6%	2 4%	8 5%	15 5%	2 12%	7 4%	14 7%	3 4%	17 6%	5 5%	16 6%

Continued

Table 72-6
DMA.

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	UNION	BANK	VICTIM	NOT A VICTIM
WICHITA FALLS-LAWTON	4	3	4	-	1	3	-	1	3	1	3	2	1
	1%	1%	1%	-	1%	1%	-	-	2%	1%	1%	2%	-

Table 72-7
DMA.

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
		CABLE NEWS	WORK NEWS				WORK NEWS	WORK NEWS							
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
ABILENE-SWEETWATER	8 2%	4 3%	3 4%	- -	1 2%	4 4%	3 3%	1 1%	- -	- -	4 8%	4 3%	- -	- -	
AMARILLO	21 5%	5 3%	9 13%	2 4%	2 4%	7 8%	2 3%	2 4%	5 9%	2 6%	13 28%	8 5%	- -	- -	
AUSTIN	35 9%	8 6%	6 8%	8 13%	6 11%	- -	7 9%	8 14%	6 11%	5 11%	3 8%	7 4%	9 16%	15 13%	
BEAUMONT-PORT ARTHUR	4 1%	2 2%	1 2%	- -	1 1%	- -	1 1%	1 1%	1 2%	- 1%	- -	4 2%	- -	- -	
CORPUS CHRISTI	8 2%	4 3%	1 2%	1 1%	1 1%	2 2%	1 2%	2 4%	1 3%	- -	1 3%	7 4%	- -	- -	
DALLAS-FT. WORTH	97 24%	29 20%	12 17%	18 30%	14 26%	29 32%	25 32%	10 16%	11 21%	8 21%	4 10%	31 18%	19 34%	42 35%	
EL PASO	5 1%	3 2%	- -	1 1%	- -	1 1%	- -	2 3%	1 1%	1 2%	- -	- -	- -	5 4%	
HARLINGEN-WESLACO	2 -	- -	- -	1 1%	- -	1 1%	- -	- 1%	- -	- -	- -	2 1%	- -	- -	
HOUSTON	94 24%	41 28%	12 16%	14 23%	14 25%	16 18%	15 19%	11 19%	16 32%	16 41%	- -	19 11%	29 50%	46 38%	
LUBBOCK	13 3%	5 3%	2 3%	- -	2 4%	3 3%	1 1%	3 5%	1 2%	- -	3 7%	10 6%	- -	- -	
ODESSA-MIDLAND	11 3%	5 4%	3 4%	2 3%	- -	3 3%	1 1%	3 4%	1 2%	- -	3 7%	8 4%	- -	- -	
SAN ANGELO	6 1%	2 1%	2 3%	- -	1 2%	4 4%	1 1%	1 2%	- -	- -	1 2%	5 3%	- -	- -	
SAN ANTONIO	36 9%	12 8%	6 8%	8 13%	5 9%	8 8%	9 11%	4 7%	2 3%	3 6%	5 11%	18 10%	- -	13 11%	
SHERMAN-ADA	4 1%	3 2%	- -	1 2%	- -	- -	3 3%	- -	- -	- -	- -	4 2%	- -	- -	
SHREVEPORT	4 1%	3 2%	1 1%	- -	- -	1 1%	1 1%	1 1%	- -	1 1%	- -	4 2%	- -	- -	
TYLER-LONGVIEW	24 6%	9 6%	6 9%	3 5%	3 6%	8 9%	4 5%	2 4%	3 6%	3 8%	4 9%	20 11%	- -	- -	
VICTORIA	2 -	1 1%	1 1%	- -	- -	1 1%	- -	1 2%	- -	- -	- -	2 1%	- -	- -	
WACO-TEMPLE-BRYAN	22 5%	7 5%	6 9%	2 3%	3 5%	3 3%	5 6%	5 8%	3 6%	1 2%	2 4%	20 11%	- -	- -	
WICHITA FALLS-LAWTON	4 1%	1 -	- -	1 1%	2 4%	- -	- -	3 4%	1 1%	- -	1 3%	3 2%	- -	- -	

Table 73-1
Congressional District.

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOU- S- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE=TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
1	21 5%	16 6%	1 1%	18 5%	2 6%	11 7%	8 11%	12 6%	-	-	21 65%	-	-	-	11 5%	9 5%	6 5%	3 3%	3 3%	10 10%	5 5%	16 6%	3 4%
2	13 3%	9 3%	3 3%	11 3%	2 5%	5 3%	2 4%	6 3%	-	-	2 6%	12 12%	-	-	5 2%	9 5%	6 5%	3 3%	-	4 4%	3 3%	10 3%	3 4%
3	10 2%	7 3%	3 3%	10 3%	-	3 2%	2 3%	6 3%	-	10 9%	-	-	-	-	4 2%	5 3%	2 2%	3 4%	2 2%	2 2%	5 5%	9 3%	1 1%
4	12 3%	7 3%	5 5%	12 3%	-	6 4%	4 5%	8 4%	-	9 9%	3 8%	-	-	-	9 4%	3 2%	5 4%	1 2%	1 1%	5 5%	4 3%	11 4%	1 1%
5	17 4%	14 5%	2 2%	16 5%	1 3%	9 5%	2 3%	10 5%	-	15 14%	2 6%	-	-	-	8 4%	9 5%	5 4%	4 5%	3 3%	4 4%	5 5%	15 5%	1 1%
6	19 5%	13 5%	3 3%	16 4%	3 9%	6 4%	-	12 6%	1 2%	16 15%	2 7%	-	-	-	10 5%	9 5%	6 5%	6 8%	4 5%	2 2%	5 5%	15 5%	4 5%
7	24 6%	19 7%	-	19 5%	4 12%	10 6%	3 5%	13 7%	5 9%	-	-	18 20%	-	-	10 5%	14 7%	7 5%	3 4%	9 10%	4 4%	5 4%	17 6%	7 9%
8	21 5%	15 6%	5 5%	20 6%	-	9 6%	2 2%	12 6%	-	-	2 7%	19 20%	-	-	13 6%	8 4%	4 3%	4 5%	10 11%	3 3%	6 6%	18 6%	1 2%
9	5 1%	2 1%	-	2 1%	1 3%	2 1%	1 2%	4 2%	-	-	-	5 5%	-	-	2 1%	2 1%	-	2 3%	-	1 1%	-	2 1%	-
10	19 5%	13 5%	5 5%	17 5%	1 3%	9 6%	4 5%	9 5%	7 12%	-	-	12 12%	-	-	9 5%	9 5%	9 8%	-	5 5%	5 5%	4 3%	14 5%	3 4%
11	26 7%	10 4%	11 11%	21 6%	5 12%	8 5%	1 1%	13 6%	4 8%	1 1%	-	-	-	21 32%	15 7%	11 6%	5 4%	9 11%	6 7%	6 6%	5 5%	17 6%	9 11%
12	8 2%	5 2%	-	5 2%	2 6%	2 1%	3 5%	2 1%	-	8 7%	-	-	-	-	3 2%	4 2%	-	1 1%	2 2%	4 4%	1 1%	3 1%	2 3%
13	21 5%	15 6%	5 6%	21 6%	1 2%	7 4%	4 6%	10 5%	-	7 7%	-	-	-	14 22%	11 5%	10 5%	11 9%	2 2%	3 3%	5 5%	8 8%	15 5%	5 7%
14	14 4%	6 2%	6 6%	12 3%	1 3%	3 2%	2 3%	4 2%	-	-	-	11 12%	3 6%	-	8 4%	7 3%	6 5%	2 2%	5 5%	2 2%	4 4%	9 3%	6 7%
15	5 1%	4 2%	-	5 1%	-	2 1%	1 1%	4 2%	-	-	-	-	5 11%	-	3 1%	2 1%	1 1%	1 1%	2 2%	2 2%	2 2%	5 2%	-
16	5 1%	3 1%	1 1%	4 1%	-	3 2%	1 1%	3 2%	-	-	-	-	-	5 8%	3 2%	2 1%	1 1%	1 2%	2 2%	1 1%	1 1%	4 1%	-
17	12 3%	8 3%	4 4%	12 4%	-	5 3%	4 6%	9 5%	6 11%	6 6%	-	-	-	-	5 3%	7 4%	4 3%	2 2%	1 1%	5 5%	5 5%	12 4%	-
18	4 1%	4 1%	-	4 1%	-	1 1%	1 2%	2 1%	-	-	-	4 4%	-	-	2 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	1 1%	-

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 73-1
Congressional District.

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS					REGION				GENDER		AGE				WHITE IDEOLOGY			
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOUS- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
19	23 6%	17 7%	3 3%	20 6%	1 3%	15 9%	5 8%	17 8%	-	-	-	-	-	23 36%	10 5%	13 7%	7 6%	3 4%	7 7%	6 6%	7 6%	22 8%	1 1%
20	2 -	2 1%	-	2 -	-	-	1 1%	-	-	-	-	-	2 4%	-	1 -	1 -	1 1%	-	-	1 1%	-	-	1 1%
21	15 4%	9 3%	3 4%	12 3%	3 8%	2 1%	2 3%	3 2%	2 4%	-	-	-	13 27%	-	4 2%	11 6%	3 3%	7 8%	3 3%	3 3%	6 6%	9 3%	4 5%
22	12 3%	3 1%	6 6%	9 3%	1 3%	2 1%	-	6 3%	-	-	-	12 12%	-	-	7 3%	5 2%	5 4%	1 1%	2 2%	4 4%	5 4%	8 3%	2 3%
23	9 2%	4 2%	3 4%	8 2%	1 2%	3 2%	-	2 1%	-	-	-	-	9 18%	-	6 3%	3 1%	2 1%	3 4%	2 2%	2 2%	2 2%	7 2%	1 1%
24	5 1%	4 2%	1 1%	5 2%	-	3 2%	1 2%	3 2%	-	5 5%	-	-	-	-	3 2%	2 1%	2 2%	-	1 1%	1 1%	1 1%	5 2%	-
25	14 4%	6 2%	6 6%	12 3%	2 6%	6 4%	2 4%	8 4%	12 21%	-	-	-	3 5%	-	6 3%	9 5%	-	5 6%	5 5%	5 5%	2 2%	11 4%	2 3%
26	14 3%	10 4%	4 5%	14 4%	-	6 4%	2 3%	6 3%	-	14 13%	-	-	-	-	7 3%	7 4%	3 3%	5 7%	3 3%	2 2%	1 1%	10 3%	4 6%
27	6 1%	5 2%	1 1%	6 2%	-	2 1%	1 2%	2 1%	-	-	-	-	6 11%	-	4 2%	1 1%	1 1%	-	3 3%	1 1%	1 1%	4 1%	1 2%
28	9 2%	5 2%	3 3%	8 2%	1 2%	3 2%	1 1%	2 1%	-	-	-	-	9 19%	-	5 2%	4 2%	3 2%	3 3%	3 3%	1 1%	1 1%	3 1%	3 4%
29	2 1%	2 1%	-	2 1%	-	2 1%	-	1 1%	-	-	-	2 2%	-	-	2 1%	-	2 2%	-	-	-	-	2 1%	-
30	5 1%	5 2%	-	5 2%	-	3 2%	2 3%	2 1%	-	5 5%	-	-	-	-	3 2%	2 1%	2 2%	1 1%	-	2 2%	1 1%	3 1%	1 1%
31	20 5%	12 4%	6 7%	18 5%	2 6%	8 5%	-	9 5%	18 32%	2 2%	-	-	-	-	12 6%	8 4%	11 9%	4 5%	4 4%	1 1%	3 3%	11 4%	9 11%
32	5 1%	3 1%	2 2%	5 2%	-	2 1%	2 3%	3 2%	-	5 5%	-	-	-	-	3 2%	2 1%	2 2%	-	1 1%	2 2%	2 2%	4 1%	1 1%
N/A	3 1%	1 -	1 1%	2 1%	1 2%	-	1 2%	1 -	1 2%	-	1 2%	-	-	1 2%	3 1%	-	-	-	1 1%	2 2%	2 2%	3 1%	-

Table 73-2
Congressional District.

BANNER 2

-----AMONG WHITE VOTERS-----

	GENDER/AGE				GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION					
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE=TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
1	20 5%	4 7%	2 4%	5 5%	2 4%	1 3%	6 7%	8 5%	8 6%	2 5%	1 3%	8 7%	8 7%	- -	- -	7 6%	9 7%	- -	- -	5 8%	9 9%	5 3%
2	13 3%	1 2%	2 4%	2 2%	4 8%	1 3%	3 3%	2 1%	8 6%	3 7%	- -	2 1%	7 5%	2 3%	1 3%	6 5%	2 2%	2 5%	- 1%	3 5%	3 3%	6 3%
3	10 3%	- -	1 3%	3 3%	2 4%	2 6%	1 1%	4 3%	4 3%	- -	1 3%	3 3%	3 2%	1 2%	2 6%	3 3%	3 3%	2 4%	1 3%	1 2%	2 2%	6 3%
4	12 3%	4 7%	1 3%	4 4%	1 2%	- -	2 2%	9 6%	2 1%	- -	1 3%	5 4%	2 2%	4 7%	1 3%	4 3%	4 3%	3 5%	2 5%	5 8%	2 2%	4 2%
5	16 4%	1 2%	1 3%	4 4%	4 7%	3 9%	2 2%	5 4%	9 7%	1 3%	- -	5 5%	8 7%	1 2%	1 3%	8 7%	5 4%	1 2%	1 3%	4 6%	3 3%	8 4%
6	19 5%	2 4%	4 11%	3 3%	4 7%	2 6%	3 4%	8 5%	7 5%	2 5%	2 6%	7 6%	5 4%	1 2%	2 6%	9 8%	3 3%	2 4%	1 3%	2 3%	3 3%	14 7%
7	24 6%	2 4%	1 3%	7 7%	4 8%	2 6%	7 8%	9 6%	8 6%	1 3%	6 15%	9 7%	10 8%	- -	- -	8 6%	11 9%	- -	- -	2 3%	6 5%	16 8%
8	20 5%	3 5%	2 6%	8 8%	1 2%	2 5%	4 4%	12 8%	6 4%	- -	1 3%	7 6%	6 5%	5 9%	- -	5 4%	9 7%	3 5%	2 6%	5 7%	7 7%	8 4%
9	2 1%	- -	1 3%	- -	- -	- -	1 1%	1 1%	1 1%	- -	- -	1 1%	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%
10	17 5%	3 6%	- -	6 6%	4 8%	- -	4 4%	7 5%	7 5%	2 6%	1 3%	6 5%	6 4%	2 4%	2 6%	5 4%	7 6%	2 5%	2 6%	1 2%	2 2%	14 7%
11	25 7%	4 7%	4 9%	7 7%	1 2%	5 13%	6 6%	9 6%	7 5%	5 12%	4 11%	6 5%	4 3%	7 12%	4 10%	8 6%	3 2%	6 11%	5 12%	5 7%	8 7%	13 6%
12	6 1%	- -	- -	2 2%	- -	- -	3 4%	- -	3 2%	2 6%	- -	1 1%	3 3%	- -	- -	- -	4 4%	- -	- -	2 3%	- -	3 2%
13	20 5%	5 8%	1 2%	5 6%	6 10%	1 3%	3 3%	10 6%	5 4%	1 3%	4 11%	7 6%	7 5%	3 6%	2 5%	10 8%	4 4%	2 5%	3 7%	5 7%	9 9%	6 3%
14	14 4%	2 4%	1 2%	5 5%	3 6%	1 3%	2 2%	3 2%	6 4%	5 12%	1 3%	3 2%	3 3%	2 4%	3 9%	2 2%	4 4%	4 9%	1 3%	2 3%	6 6%	6 3%
15	5 1%	1 1%	1 2%	1 1%	- -	- -	2 3%	3 2%	2 1%	- -	- 1%	2 2%	2 2%	- 1%	- -	1 1%	3 2%	- -	- 1%	1 1%	2 2%	3 1%
16	4 1%	- -	1 2%	1 1%	- -	1 2%	1 1%	2 1%	2 1%	- -	- -	1 1%	2 1%	1 1%	- -	1 1%	2 2%	- -	1 1%	1 1%	- -	3 2%
17	12 3%	1 2%	2 5%	2 2%	3 5%	- -	4 5%	5 3%	7 5%	- -	- -	2 2%	6 5%	3 6%	1 3%	3 3%	5 4%	3 6%	1 3%	2 3%	4 4%	6 3%
18	1 -	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -

PUBLIC OPINION STRATEGIES

Continued

Table 73-2
Congressional District.

BANNER 2

-----AMONG WHITE VOTERS-----

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

Table 73-3
Congressional District.

BANNER 3

	-----AMONG WHITE VOTERS-----																			
	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL				
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
1	21	6	4	8	1	4	6	4	11	5	3	19	2	6	15	4	6	19	2	5
	5%	7%	4%	10%	1%	6%	5%	3%	5%	6%	5%	5%	6%	4%	8%	2%	4%	6%	2%	4%
2	13	2	3	5	3	2	4	4	6	5	2	10	3	3	2	6	8	9	2	4
	3%	2%	3%	6%	4%	3%	3%	3%	2%	6%	4%	3%	9%	2%	1%	3%	5%	3%	2%	3%
3	10	2	2	1	4	-	4	4	8	2	-	9	1	5	4	4	2	5	3	3
	2%	3%	2%	1%	5%	-	3%	4%	3%	3%	-	2%	3%	3%	2%	2%	1%	2%	4%	2%
4	12	7	2	1	2	4	5	3	8	3	1	11	1	7	6	6	4	10	3	6
	3%	8%	2%	1%	2%	5%	4%	3%	3%	4%	2%	3%	3%	4%	3%	3%	3%	3%	3%	4%
5	17	3	3	4	5	3	7	2	10	2	4	16	1	9	10	8	6	14	3	6
	4%	4%	3%	5%	6%	4%	6%	2%	4%	3%	8%	4%	3%	5%	5%	4%	4%	5%	4%	5%
6	19	3	6	2	7	5	7	5	13	3	3	15	4	5	8	10	5	14	4	4
	5%	4%	6%	2%	8%	7%	6%	5%	6%	4%	5%	4%	12%	3%	5%	5%	3%	4%	5%	3%
7	24	5	5	3	10	1	6	10	16	6	2	24	-	12	12	8	11	20	3	9
	6%	5%	5%	4%	11%	2%	5%	9%	7%	7%	4%	6%	-	7%	7%	4%	7%	7%	4%	7%
8	21	7	6	5	2	4	8	8	12	5	3	18	3	5	8	11	9	17	4	4
	5%	8%	5%	5%	2%	6%	6%	7%	5%	6%	5%	5%	8%	3%	5%	6%	5%	5%	5%	3%
9	5	-	1	-	1	2	-	-	2	-	-	5	-	2	-	5	2	2	2	1
	1%	-	1%	-	1%	3%	-	-	1%	-	-	1%	-	1%	-	3%	1%	1%	3%	1%
10	19	2	7	1	7	6	3	6	9	5	4	19	-	9	6	9	6	14	5	7
	5%	3%	6%	1%	7%	8%	3%	5%	4%	6%	6%	5%	-	6%	3%	5%	4%	5%	6%	5%
11	26	5	9	8	4	8	11	4	16	7	2	23	3	10	12	12	12	23	4	9
	7%	6%	9%	9%	4%	11%	9%	3%	7%	9%	4%	6%	9%	6%	7%	6%	7%	7%	5%	7%
12	8	1	1	1	2	2	-	2	3	1	1	7	1	4	4	3	2	7	1	5
	2%	1%	1%	1%	2%	3%	-	2%	1%	1%	2%	2%	3%	3%	2%	2%	1%	2%	1%	4%
13	21	7	4	7	2	6	5	5	12	4	3	21	-	11	11	8	8	18	2	9
	5%	8%	3%	8%	2%	7%	4%	5%	5%	5%	6%	6%	-	6%	6%	5%	5%	6%	3%	7%
14	14	4	3	4	2	1	6	7	8	3	3	14	-	7	8	6	7	11	2	4
	4%	5%	3%	5%	2%	1%	5%	6%	3%	4%	5%	4%	-	4%	5%	3%	4%	4%	3%	3%
15	5	1	2	2	1	1	3	2	4	-	-	5	-	3	3	1	3	5	-	3
	1%	1%	2%	2%	1%	1%	2%	1%	2%	-	1%	1%	1%	2%	1%	2%	2%	2%	-	2%
16	5	1	1	-	2	1	1	1	2	1	1	4	1	2	2	3	1	3	2	1
	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
17	12	1	4	5	2	2	3	4	9	2	1	11	1	5	7	3	6	10	2	5
	3%	1%	4%	6%	2%	3%	3%	3%	4%	2%	2%	3%	3%	3%	4%	2%	4%	3%	3%	4%
18	4	-	-	1	-	-	-	1	1	-	-	4	-	1	1	2	2	2	1	-
	1%	-	-	1%	-	-	-	1%	-	-	-	1%	-	1%	1%	1%	2%	1%	1%	-

PUBLIC OPINION STRATEGIES

Continued

Table 73-3
Congressional District.

BANNER 3

-----AMONG WHITE VOTERS-----																					
TOTAL	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY		BUSH APPROVAL					
	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ MCCAIN		
19	23 6%	7 9%	3 3%	8 9%	5 5%	8 10%	8 7%	5 4%	18 8%	4 5%	1 2%	22 6%	1 2%	5 3%	9 5%	13 7%	13 8%	22 7%	1 1%	5 4%	
20	2 -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 3%	1 3%	1 1%	1 -	1 -	- -	2 1%	- -	2 1%	
21	15 4%	1 1%	3 3%	4 5%	4 5%	1 1%	3 3%	4 4%	7 3%	4 4%	3 4%	14 4%	1 3%	6 4%	9 5%	5 3%	6 4%	12 4%	3 3%	6 5%	
22	12 3%	5 6%	2 2%	1 1%	2 2%	1 2%	5 4%	3 3%	8 4%	1 1%	1 2%	10 3%	1 3%	2 1%	3 2%	6 3%	2 1%	5 1%	6 7%	1 1%	
23	9 2%	1 1%	4 4%	2 2%	1 1%	1 1%	3 2%	3 2%	2 1%	3 4%	3 5%	7 2%	2 5%	3 2%	3 2%	4 2%	5 3%	7 2%	1 1%	3 3%	
24	5 1%	- -	3 3%	2 2%	- -	2 3%	- -	2 2%	3 1%	- -	1 2%	5 1%	- -	2 1%	2 1%	3 2%	2 1%	4 1%	1 1%	2 2%	
25	14 4%	- -	6 5%	3 3%	5 5%	1 1%	3 3%	6 5%	8 4%	1 1%	4 6%	14 4%	- -	8 5%	7 4%	7 4%	7 4%	10 3%	5 6%	4 3%	
26	14 3%	3 4%	3 3%	2 2%	5 6%	2 3%	4 3%	6 6%	9 4%	2 3%	3 6%	11 3%	3 9%	5 3%	5 3%	8 4%	5 3%	10 3%	4 5%	4 3%	
27	6 1%	1 2%	2 2%	- -	1 2%	1 1%	1 1%	2 2%	3 1%	1 1%	1 3%	6 2%	- -	6 3%	3 2%	3 1%	3 2%	6 2%	- -	6 4%	
28	9 2%	2 2%	2 2%	1 1%	3 3%	1 1%	3 2%	3 3%	3 1%	4 5%	- -	7 2%	2 6%	4 3%	4 2%	5 3%	3 2%	5 2%	4 5%	3 2%	
29	2 1%	1 1%	1 1%	- -	- -	1 1%	- -	1 1%	1 -	1 1%	- -	2 1%	- -	- -	1 1%	1 1%	2 1%	2 1%	- -	- -	
30	5 1%	1 1%	1 1%	1 1%	1 1%	1 1%	3 3%	- -	2 1%	- -	2 4%	5 1%	- -	2 1%	1 1%	3 2%	1 1%	4 1%	- -	1 1%	
31	20 5%	2 3%	9 8%	2 2%	6 7%	4 5%	9 7%	4 4%	12 5%	4 5%	2 4%	18 5%	2 6%	10 6%	10 6%	9 5%	7 5%	14 4%	7 8%	5 4%	
32	5 1%	1 1%	2 2%	1 1%	1 1%	- -	1 1%	2 2%	4 2%	1 1%	- -	5 1%	- -	2 1%	2 1%	2 1%	- -	1 -	3 4%	- -	
N/A	3 1%	2 2%	1 1%	- -	- -	- -	1 1%	1 1%	1 -	- -	2 4%	3 1%	- -	2 1%	2 1%	1 -	1 1%	3 1%	- -	2 2%	

Table 73-4
Congressional District.

BANNER 4

BASE=TOTAL SAMPLE	MOST IMPORTANT ISSUE																		
	VOTE EARLY			TERR/				ECON/			TERR/			MCCAIN IMAGE			HUCKABEE IMAGE		
	TOTAL	EARLY	DAY	NATL	ILLEG	ECON/	ILLEG	ECON/	NATL	SMWT	TOTAL	TOTAL	UNFAV	SMWT	TOTAL	TOTAL			
				SEC	IMMIG	JOB	IMMIG	JOB	SEC	FAV	FAV	UNFAV	PERRY	FAV	FAV	UNFAV			
400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61				
100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%				
1	21	4	16	4	5	1	2	4	1	11	16	3	3	7	18				
	5%	3%	7%	4%	5%	2%	3%	6%	1%	6%	5%	3%	3%	4%	6%				
2	13	5	8	1	4	1	4	2	1	4	7	7	5	8	10				
	3%	3%	3%	1%	4%	2%	5%	3%	2%	2%	7%	7%	5%	5%	3%				
3	10	7	3	1	3	2	1	2	1	8	10	-	2	3	8				
	2%	4%	1%	1%	4%	4%	1%	3%	2%	4%	3%	-	2%	2%	3%				
4	12	4	8	4	1	2	1	2	1	6	10	2	2	1	9				
	3%	2%	4%	3%	1%	3%	2%	4%	1%	3%	3%	3%	2%	1%	3%				
5	17	9	8	8	1	1	7	2	1	10	15	2	6	9	16				
	4%	5%	4%	7%	1%	2%	9%	3%	2%	5%	5%	2%	7%	5%	5%				
6	19	2	17	5	1	4	3	1	2	12	14	5	3	4	15				
	5%	1%	7%	5%	1%	8%	4%	2%	4%	6%	5%	6%	4%	3%	5%				
7	24	11	12	7	8	3	3	5	6	12	18	6	7	14	19				
	6%	7%	5%	6%	9%	6%	5%	8%	10%	7%	6%	6%	8%	9%	6%				
8	21	10	11	6	7	3	4	4	3	9	13	7	2	8	18				
	5%	6%	5%	6%	7%	5%	5%	6%	6%	5%	4%	8%	2%	5%	6%				
9	5	4	-	-	1	1	-	-	1	-	2	2	-	1	2				
	1%	2%	-	-	1%	2%	-	-	2%	-	1%	3%	-	1%	1%				
10	19	7	11	6	7	-	2	2	5	6	12	6	6	9	12				
	5%	4%	5%	6%	8%	-	3%	4%	8%	3%	4%	6%	6%	6%	4%				
11	26	12	13	5	10	4	5	2	4	16	23	3	6	12	22				
	7%	7%	6%	5%	11%	7%	7%	3%	6%	9%	8%	3%	7%	8%	7%				
12	8	7	1	2	2	1	2	2	1	3	8	-	1	4	6				
	2%	4%	-	2%	2%	2%	3%	3%	2%	2%	3%	-	1%	3%	2%				
13	21	4	16	5	8	2	5	1	4	11	16	4	7	7	15				
	5%	3%	7%	5%	9%	4%	7%	2%	6%	6%	5%	5%	8%	4%	5%				
14	14	4	10	3	3	2	5	5	1	4	11	2	5	5	11				
	4%	3%	4%	3%	4%	4%	7%	7%	2%	2%	4%	3%	6%	3%	4%				
15	5	3	2	2	-	-	2	-	-	2	5	-	1	3	4				
	1%	2%	1%	1%	-	-	2%	1%	-	1%	2%	-	1%	2%	1%				
16	5	2	3	3	1	1	3	1	-	1	2	2	-	1	2				
	1%	1%	1%	3%	1%	1%	4%	1%	-	1%	1%	2%	-	1%	1%				
17	12	4	8	2	2	4	3	1	2	4	7	5	3	3	8				
	3%	3%	4%	2%	2%	8%	4%	2%	3%	2%	2%	6%	4%	2%	3%				
18	4	-	2	1	1	-	1	1	-	-	4	-	1	-	2				
	1%	-	1%	1%	1%	-	2%	2%	-	-	1%	-	1%	-	1%				

PUBLIC OPINION STRATEGIES

Continued

Table 73-4
Congressional District.

BANNER 4

	MOST IMPORTANT ISSUE																
	VOTE EARLY			TERR/ NATL/ ILLEG ECON/ IMMIG JOBS				SECOND CHOICE			MCCAIN IMAGE				HUCKABEE IMAGE		
	TOTAL	ELEC- TION	TERR/ NATL SEC	ILLEG IMMIG	ECON JOBS	ILLEG IMMIG	ECON JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV PERRY	SMWT FAV	TOTAL FAV	TOTAL UNFAV		
	EARLY	DAY	SEC	JOBS	JOBS	SEC	FAV	FAV	UNFAV	PERRY	FAV	UNFAV	FAV	UNFAV			
19	23 6%	8 5%	14 6%	10 10%	5 6%	3 5%	2 3%	1 1%	3 5%	13 7%	16 5%	7 8%	4 4%	5 3%	18 6%	2 3%	
20	2 -	1 1%	1 -	- -	- -	1 2%	1 1%	- -	- -	- -	1 -	- -	- -	1 1%	1 -	- -	
21	15 4%	9 5%	6 3%	4 4%	3 3%	1 2%	3 5%	3 5%	2 3%	9 5%	14 5%	1 1%	1 1%	6 4%	11 4%	3 4%	
22	12 3%	6 4%	6 3%	2 2%	2 3%	1 2%	1 2%	4 6%	1 2%	7 4%	11 3%	1 1%	8 9%	6 4%	7 2%	5 8%	
23	9 2%	5 3%	3 2%	- -	2 2%	1 2%	1 1%	- -	3 4%	2 1%	5 2%	3 3%	1 1%	3 2%	5 2%	1 1%	
24	5 1%	4 3%	1 -	1 1%	1 1%	1 2%	- -	1 2%	2 4%	1 1%	2 1%	3 4%	- -	2 1%	2 1%	3 5%	
25	14 4%	6 3%	9 4%	4 4%	1 1%	4 8%	2 3%	1 2%	4 8%	8 4%	13 4%	1 1%	2 2%	5 3%	11 4%	4 6%	
26	14 3%	3 2%	10 4%	6 6%	2 2%	2 4%	3 4%	1 2%	1 2%	6 3%	9 3%	5 6%	1 1%	8 5%	10 3%	3 5%	
27	6 1%	3 2%	3 1%	1 1%	1 2%	1 1%	- -	2 3%	- -	1 -	6 2%	- -	- -	2 1%	4 1%	1 2%	
28	9 2%	4 2%	5 2%	1 1%	1 1%	3 6%	- -	1 1%	3 4%	3 1%	7 2%	2 2%	3 3%	5 3%	7 2%	1 1%	
29	2 1%	- -	2 1%	1 1%	1 1%	- -	- -	1 2%	1 2%	1 1%	1 -	1 1%	- -	1 1%	2 1%	- -	
30	5 1%	3 2%	2 1%	1 1%	1 1%	1 2%	- -	- -	2 4%	1 1%	3 1%	2 2%	1 1%	2 1%	3 1%	1 2%	
31	20 5%	9 5%	12 5%	4 4%	3 4%	1 2%	1 2%	11 16%	2 4%	12 6%	16 5%	4 5%	7 8%	10 6%	16 5%	4 7%	
32	5 1%	4 3%	1 -	1 1%	1 1%	- -	1 1%	1 2%	1 2%	3 2%	4 1%	1 1%	1 1%	2 1%	4 1%	- -	
N/A	3 1%	2 1%	1 -	2 2%	- -	- -	3 4%	- -	- -	1 1%	2 1%	1 1%	- -	1 1%	2 1%	1 2%	

Table 73-5
Congressional District.

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD			TEXAS ISSUES			SECOND CHOICE			
	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC	
	TOTAL																
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
1	21 5%	2 3%	6 3%	14 8%	1 2%	1 3%	- -	16 7%	4 3%	3 3%	2 5%	10 6%	3 6%	2 4%	5 6%	5 6%	1 2%
2	13 3%	3 4%	5 3%	4 2%	2 4%	- -	- -	7 3%	4 3%	3 3%	- -	4 2%	5 10%	1 3%	5 6%	- -	2 4%
3	10 2%	3 5%	5 3%	2 1%	2 6%	2 7%	1 4%	7 3%	3 2%	3 3%	1 3%	3 2%	3 6%	1 3%	2 3%	2 3%	1 2%
4	12 3%	4 5%	7 4%	4 2%	1 4%	5 14%	1 3%	10 4%	3 2%	3 2%	1 3%	5 3%	1 2%	2 5%	3 4%	3 3%	- -
5	17 4%	4 6%	9 5%	7 5%	1 3%	2 7%	2 7%	8 3%	6 5%	6 6%	2 7%	4 2%	2 4%	2 6%	5 6%	1 1%	3 6%
6	19 5%	4 6%	5 3%	10 6%	1 3%	- -	2 7%	12 5%	7 6%	5 5%	2 7%	6 4%	3 6%	3 9%	5 6%	3 4%	5 10%
7	24 6%	6 8%	12 7%	7 4%	2 6%	5 14%	2 8%	16 6%	6 4%	5 4%	- -	15 8%	3 6%	- -	3 4%	9 12%	2 4%
8	21 5%	2 3%	5 3%	15 9%	- -	1 2%	- 1%	9 4%	9 7%	9 7%	2 7%	9 5%	- 1%	5 12%	5 6%	6 8%	1 2%
9	5 1%	- -	2 1%	1 1%	- -	1 4%	- -	1 -	4 3%	1 1%	- -	- -	- -	- -	1 1%	- -	1 2%
10	19 5%	3 5%	9 5%	6 4%	- -	1 4%	2 8%	6 2%	10 8%	9 8%	3 11%	10 6%	- -	4 9%	3 4%	4 5%	1 2%
11	26 7%	3 4%	10 6%	12 8%	4 11%	- -	- -	18 7%	9 7%	7 6%	2 6%	13 7%	4 7%	1 2%	2 2%	3 4%	5 10%
12	8 2%	1 2%	5 3%	1 1%	1 3%	1 3%	1 4%	4 2%	3 2%	2 2%	1 3%	3 2%	- -	2 6%	1 1%	2 3%	2 4%
13	21 5%	3 4%	11 6%	9 6%	5 15%	1 4%	3 10%	12 5%	7 5%	7 6%	4 11%	11 6%	4 7%	3 9%	4 4%	3 3%	6 12%
14	14 4%	1 2%	7 4%	4 3%	1 3%	3 10%	- -	7 3%	7 5%	6 5%	3 11%	9 5%	4 8%	- -	3 4%	7 9%	- -
15	5 1%	1 2%	3 2%	2 1%	- -	- -	- 1%	4 2%	- -	- -	- -	4 2%	- 1%	- -	1 1%	- 1%	- -
16	5 1%	1 2%	2 1%	2 1%	1 2%	- -	- -	4 2%	1 1%	1 1%	- -	3 1%	- 2%	1 2%	1 1%	1 2%	1 1%
17	12 3%	2 3%	6 3%	6 4%	- -	- -	1 3%	8 3%	4 3%	4 4%	2 7%	7 4%	- -	3 8%	3 4%	2 3%	2 4%
18	4 1%	- -	1 1%	2 1%	- -	- -	- -	1 -	2 2%	2 2%	- -	4 2%	- -	- -	- -	1 1%	- -

PUBLIC OPINION STRATEGIES

Continued

Table 73-5
Congressional District.

BANNER 5

	PRES PRIMARY BALLOT				REASON FOR SUPPORT MCCAIN			TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	=====				=====			=====				=====			=====		
	TOTAL	PROB/ LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
19	23 6%	2 3%	5 3%	16 10%	1 3%	-	-	15 6%	8 6%	7 6%	1 3%	7 4%	3 5%	3 7%	9 11%	2 3%	4 7%
20	2 -	1 1%	2 1%	-	1 3%	-	-	1 -	1 1%	1 1%	-	1 -	-	-	-	-	1 2%
21	15 4%	4 5%	7 4%	4 3%	3 8%	-	3 9%	13 5%	3 2%	2 1%	-	5 3%	5 9%	-	3 4%	4 5%	3 5%
22	12 3%	2 3%	4 2%	5 3%	-	1 3%	-	6 2%	6 4%	3 3%	1 3%	7 4%	1 2%	-	1 1%	6 7%	2 4%
23	9 2%	-	4 2%	2 1%	3 8%	-	2 6%	3 1%	4 3%	3 3%	1 3%	5 3%	2 3%	-	1 1%	2 2%	1 2%
24	5 1%	1 2%	2 1%	1 1%	-	-	1 3%	2 1%	2 2%	2 2%	-	1 1%	-	1 3%	-	2 3%	-
25	14 4%	2 3%	8 5%	5 3%	-	-	1 4%	10 4%	5 4%	5 4%	2 7%	5 3%	2 4%	1 2%	2 2%	2 3%	2 4%
26	14 3%	3 5%	6 4%	5 3%	-	2 7%	2 7%	10 4%	3 2%	3 3%	-	9 5%	-	-	1 1%	2 3%	3 6%
27	6 1%	1 2%	6 3%	-	1 4%	-	1 5%	5 2%	1 1%	1 1%	-	1 -	1 3%	1 2%	2 3%	1 2%	1 1%
28	9 2%	3 4%	6 3%	1 1%	1 3%	2 5%	-	6 2%	3 2%	3 3%	1 3%	3 2%	2 3%	-	2 2%	2 2%	1 2%
29	2 1%	-	-	2 1%	-	-	-	1 -	1 1%	1 1%	-	1 1%	-	-	-	-	-
30	5 1%	-	2 1%	1 1%	-	-	-	2 1%	3 2%	3 3%	-	2 1%	1 2%	1 3%	1 1%	-	-
31	20 5%	5 8%	11 6%	10 6%	3 9%	3 10%	1 3%	16 7%	4 3%	4 4%	-	5 3%	3 5%	2 5%	6 8%	1 1%	1 2%
32	5 1%	1 1%	2 1%	2 1%	-	-	1 4%	5 2%	-	-	-	4 2%	-	-	-	1 1%	1 2%
N/A	3 1%	-	2 1%	1 -	-	1 4%	1 4%	3 1%	-	-	-	1 1%	1 1%	-	1 1%	-	-

Table 73-6
Congressional District.

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL UNFAV	TOTAL FAV	TOTAL UNFAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM	
BASE=TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
1	21	12	14	4	9	17	-	11	10	5	13	6	15
	5%	6%	4%	7%	6%	6%	-	6%	5%	8%	4%	6%	5%
2	13	7	11	2	5	10	2	6	7	5	5	1	12
	3%	3%	3%	5%	3%	3%	9%	3%	3%	7%	2%	1%	4%
3	10	7	10	-	5	9	-	8	2	2	6	1	9
	2%	4%	3%	-	4%	3%	-	4%	1%	3%	2%	1%	3%
4	12	7	11	1	6	8	1	6	6	-	10	2	10
	3%	4%	3%	3%	4%	3%	8%	3%	3%	-	3%	2%	3%
5	17	11	14	2	7	16	-	10	7	2	14	8	10
	4%	5%	4%	4%	5%	5%	-	5%	4%	3%	5%	7%	3%
6	19	10	17	2	8	14	-	9	9	1	16	5	13
	5%	5%	5%	4%	6%	5%	-	5%	5%	2%	5%	5%	4%
7	24	9	19	4	9	17	2	8	16	-	20	8	16
	6%	4%	6%	7%	6%	6%	13%	4%	7%	-	7%	7%	5%
8	21	9	16	3	8	20	-	8	12	2	17	7	13
	5%	5%	5%	6%	5%	6%	-	4%	6%	2%	6%	6%	5%
9	5	4	4	1	1	4	-	1	4	-	5	-	4
	1%	2%	1%	2%	1%	1%	-	1%	2%	-	2%	-	1%
10	19	9	15	3	7	12	2	6	13	1	14	7	12
	5%	5%	5%	7%	4%	4%	14%	3%	6%	2%	5%	7%	4%
11	26	14	24	1	11	18	-	10	16	5	19	6	19
	7%	7%	7%	2%	7%	6%	-	5%	8%	7%	6%	6%	7%
12	8	2	7	-	3	7	1	3	4	1	4	4	3
	2%	1%	2%	-	2%	2%	7%	2%	2%	2%	2%	4%	1%
13	21	10	16	2	7	15	1	10	11	4	16	8	13
	5%	5%	5%	5%	5%	5%	7%	5%	5%	6%	5%	7%	4%
14	14	9	10	5	5	12	-	10	4	9	5	3	10
	4%	4%	3%	9%	3%	4%	-	5%	2%	13%	2%	3%	3%
15	5	3	4	-	4	4	-	-	5	-	4	1	4
	1%	1%	1%	1%	2%	1%	-	-	2%	-	1%	1%	2%
16	5	2	5	-	2	5	-	2	3	1	4	1	4
	1%	1%	2%	-	1%	2%	-	1%	1%	2%	1%	1%	2%
17	12	3	9	1	3	8	1	4	8	2	8	1	11
	3%	2%	3%	2%	2%	3%	6%	2%	4%	3%	3%	1%	4%
18	4	1	2	1	2	4	-	4	-	-	2	1	1
	1%	1%	1%	2%	2%	1%	-	2%	-	-	1%	1%	-

Continued

Table 73-6
Congressional District.

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
19	23 6%	10 5%	19 6%	2 4%	5 4%	13 4%	1 6%	11 6%	12 6%	1 2%	19 7%	5 5%	18 6%
20	2 -	- -	2 1%	- -	- -	2 1%	- -	1 -	1 -	1 1%	1 -	- -	2 1%
21	15 4%	8 4%	11 3%	3 6%	8 5%	13 4%	- -	7 4%	8 4%	3 4%	10 4%	6 6%	9 3%
22	12 3%	5 2%	7 2%	1 2%	2 1%	7 2%	1 7%	8 4%	3 2%	2 4%	8 3%	3 3%	8 3%
23	9 2%	6 3%	6 2%	2 3%	5 3%	7 2%	- -	7 4%	2 1%	4 6%	3 1%	1 1%	8 3%
24	5 1%	2 1%	3 1%	1 2%	2 1%	3 1%	- -	- -	5 3%	- -	5 2%	1 1%	4 1%
25	14 4%	7 4%	14 4%	- -	3 2%	12 4%	- -	7 4%	8 4%	4 5%	11 4%	1 1%	13 5%
26	14 3%	4 2%	9 3%	2 4%	4 3%	9 3%	2 12%	6 3%	8 4%	2 3%	11 4%	5 5%	9 3%
27	6 1%	2 1%	3 1%	1 1%	3 2%	4 1%	- -	3 2%	2 1%	1 2%	4 1%	2 2%	4 1%
28	9 2%	4 2%	7 2%	2 3%	3 2%	8 3%	- -	5 3%	4 2%	3 5%	5 2%	3 3%	5 2%
29	2 1%	1 1%	2 1%	- -	1 1%	2 1%	- -	1 1%	1 1%	- -	2 1%	- -	1 -
30	5 1%	2 1%	4 1%	1 2%	2 1%	4 1%	1 6%	1 1%	4 2%	- -	5 2%	1 1%	4 2%
31	20 5%	13 7%	18 6%	2 4%	9 6%	18 6%	- -	12 6%	8 4%	3 5%	16 5%	4 4%	16 6%
32	5 1%	2 1%	5 2%	- -	- -	2 1%	1 6%	2 1%	3 2%	1 2%	4 1%	- -	5 2%
N/A	3 1%	1 1%	3 1%	- -	- -	3 1%	- -	1 1%	2 1%	1 2%	2 1%	- -	3 1%

Table 73-7
Congressional District.

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ SUB-		URBAN
		CABLE NEWS	WORK NEWS				WORK NEWS	WORK NEWS					CABLE NEWS	NEWS- PAPER	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
1	21 5%	8 6%	6 8%	3 5%	2 4%	5 6%	4 5%	3 4%	2 4%	3 7%	-	21 12%	-	-	
2	13 3%	8 5%	1 2%	2 4%	1 1%	1 1%	2 2%	4 6%	2 4%	1 4%	-	4 2%	-	9 8%	
3	10 2%	3 2%	-	-	1 2%	5 6%	2 3%	-	-	1 3%	-	-	9 15%	1 1%	
4	12 3%	6 4%	1 2%	1 2%	1 2%	3 3%	5 6%	1 2%	-	1 3%	3 7%	7 4%	2 4%	-	
5	17 4%	6 4%	4 6%	3 5%	2 4%	4 5%	4 6%	2 4%	3 6%	3 8%	-	10 6%	-	7 6%	
6	19 5%	4 3%	1 1%	4 7%	1 2%	6 7%	6 8%	1 2%	1 2%	3 8%	3 7%	11 6%	-	5 4%	
7	24 6%	9 6%	3 5%	4 6%	2 4%	3 4%	3 4%	2 3%	2 4%	5 11%	-	5 3%	-	18 15%	
8	21 5%	10 7%	7 9%	2 4%	-	6 7%	-	2 3%	7 14%	2 6%	-	8 5%	13 22%	-	
9	5 1%	1 1%	-	1 2%	1 2%	-	4 5%	-	1 2%	-	-	-	1 2%	4 3%	
10	19 5%	8 6%	1 2%	3 6%	5 8%	1 1%	4 5%	2 4%	2 5%	2 6%	-	6 3%	-	13 11%	
11	26 7%	10 7%	7 9%	3 5%	1 2%	9 10%	5 6%	4 6%	1 2%	1 3%	12 27%	14 8%	-	-	
12	8 2%	4 3%	1 2%	1 2%	1 2%	3 4%	3 4%	-	1 2%	-	-	1 1%	-	7 5%	
13	21 5%	4 3%	6 8%	4 7%	3 6%	6 6%	1 1%	6 10%	3 6%	2 6%	7 16%	14 8%	-	-	
14	14 4%	5 4%	2 3%	2 4%	4 6%	1 1%	2 2%	6 9%	-	3 9%	-	6 4%	8 14%	-	
15	5 1%	2 2%	1 1%	2 3%	-	1 1%	2 2%	2 3%	1 1%	-	3 7%	2 1%	-	-	
16	5 1%	3 2%	-	1 1%	-	1 1%	-	2 3%	1 1%	1 2%	-	-	-	5 4%	
17	12 3%	2 1%	4 6%	3 5%	3 6%	2 2%	2 3%	-	3 6%	2 5%	1 2%	11 6%	-	-	
18	4 1%	1 1%	-	-	1 2%	1 1%	1 1%	-	-	1 3%	-	-	-	4 3%	
19	23 6%	9 6%	9 12%	-	3 5%	8 9%	2 2%	4 6%	3 7%	-	9 19%	14 8%	-	-	

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 73-7
Congressional District.

BANNER 7

	INFO ON POLITICS				INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	ONLINE NEWS- PAPER	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
20	2	1	-	1	-	-	-	-	-	-	-	-	-	2
	-	1%	-	1%	-	-	-	-	-	-	-	-	-	1%
21	15	7	2	3	2	5	4	1	1	1	-	9	-	7
	4%	5%	2%	4%	3%	6%	5%	2%	2%	2%	-	5%	-	5%
22	12	5	-	1	5	3	4	-	3	1	-	2	7	2
	3%	3%	-	2%	9%	4%	4%	-	7%	3%	-	1%	12%	2%
23	9	2	3	2	-	3	1	2	1	-	1	1	-	7
	2%	1%	4%	3%	-	3%	1%	3%	2%	-	2%	-	-	6%
24	5	1	-	2	1	1	-	1	2	-	-	-	1	4
	1%	1%	-	3%	2%	1%	-	2%	4%	-	-	-	2%	4%
25	14	2	5	3	3	-	3	2	4	-	4	5	-	6
	4%	2%	7%	5%	6%	-	4%	4%	9%	-	8%	3%	-	5%
26	14	5	-	4	1	4	3	2	1	-	-	-	8	6
	3%	4%	-	7%	2%	5%	4%	4%	2%	-	-	-	13%	5%
27	6	3	1	-	1	3	1	1	1	-	-	6	-	-
	1%	2%	1%	-	1%	3%	1%	1%	1%	-	-	3%	-	-
28	9	2	2	2	3	-	1	3	-	2	-	9	-	-
	2%	1%	2%	3%	5%	-	2%	4%	-	4%	-	5%	-	-
29	2	-	1	-	-	-	-	1	-	1	-	-	-	2
	1%	-	2%	-	-	-	-	2%	-	3%	-	-	-	2%
30	5	3	1	1	-	1	2	-	-	-	-	-	-	5
	1%	2%	2%	2%	-	1%	3%	-	-	-	-	-	-	4%
31	20	7	2	1	3	1	5	5	2	2	1	10	9	-
	5%	5%	3%	2%	6%	1%	7%	9%	4%	6%	2%	6%	16%	-
32	5	-	1	-	3	1	1	1	1	-	-	-	-	5
	1%	-	2%	-	6%	1%	1%	2%	2%	-	-	-	-	4%
N/A	3	1	-	1	1	1	1	1	-	-	1	1	-	1
	1%	-	-	2%	2%	1%	2%	2%	-	-	3%	-	-	1%

Table 74-1
Region./Geography.

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS				REGION				GENDER		AGE				WHITE IDEOLOGY				
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN- TRAL	DFW- METRO- PLEX	EAST	HOU- TON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/ LIB
BASE-TOTAL SAMPLE	400 100%	260 65%	95 24%	355 89%	36 9%	160 40%	66 17%	206 51%	57 14%	105 26%	32 8%	94 24%	48 12%	64 16%	208 52%	192 48%	120 30%	83 21%	95 24%	100 25%	105 26%	296 74%	78 20%
RURAL	46 11%	23 9%	16 17%	39 11%	6 17%	16 10%	6 9%	22 11%	6 10%	6 5%	4 13%	- -	7 14%	24 37%	24 12%	21 11%	15 13%	9 10%	9 9%	13 13%	18 18%	37 13%	9 11%
SMALLER CITIES/OTHER	175 44%	115 44%	44 47%	159 45%	11 30%	71 44%	31 46%	94 45%	27 47%	38 36%	28 87%	19 20%	29 59%	35 55%	97 47%	78 41%	52 44%	34 41%	42 45%	46 46%	45 43%	132 45%	34 44%
SUBURBAN	58 14%	34 13%	19 20%	53 15%	5 13%	21 13%	7 10%	26 13%	9 16%	19 19%	- -	29 31%	- -	- -	30 14%	28 15%	18 15%	11 13%	17 18%	10 10%	16 15%	42 14%	13 16%
URBAN	122 30%	89 34%	16 16%	104 29%	14 39%	52 32%	23 35%	65 31%	15 27%	42 40%	- -	46 49%	13 27%	5 8%	57 27%	65 34%	35 29%	29 35%	26 28%	31 31%	25 24%	85 29%	23 29%

Table 74-2
Region./Geography.

BANNER 2

-----AMONG WHITE VOTERS-----

	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	TOTAL	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	OR COLL	SOME COLL+
BASE-TOTAL SAMPLE	374 100%	55 15%	39 10%	100 27%	55 15%	36 10%	89 24%	152 41%	143 38%	40 11%	38 10%	117 31%	129 34%	54 14%	38 10%	121 32%	123 33%	49 13%	43 11%	70 19%	102 27%	202 54%
RURAL	46 12%	9 16%	6 15%	10 10%	7 12%	3 8%	12 14%	23 15%	15 10%	2 4%	7 18%	11 10%	11 9%	10 19%	6 15%	13 10%	10 8%	10 20%	6 15%	14 20%	12 12%	20 10%
SMALLER CITIES/OTHER	167 45%	25 46%	16 41%	50 50%	24 43%	17 47%	36 40%	71 47%	61 43%	19 48%	15 39%	58 50%	53 41%	24 44%	18 47%	55 45%	56 46%	21 43%	21 48%	31 44%	53 52%	83 41%
SUBURBAN	54 14%	9 17%	5 12%	15 15%	9 16%	6 15%	11 13%	20 13%	21 15%	8 20%	4 12%	16 14%	17 13%	10 19%	9 23%	16 13%	17 14%	12 25%	7 16%	8 11%	16 16%	30 15%
URBAN	107 29%	12 22%	12 32%	25 25%	16 29%	11 30%	30 33%	38 25%	46 32%	11 28%	12 31%	31 27%	48 37%	10 18%	5 14%	38 32%	40 32%	6 12%	9 21%	18 25%	21 20%	69 34%

Table 74-3
Region./Geography.

BANNER 3

-----AMONG WHITE VOTERS-----

	EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE		MOOD OF COUNTRY			BUSH APPROVAL			
	TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
RURAL	46	11	14	15	6	13	22	7	26	13	6	42	4	16	20	21	16	37	7	14
	11%	13%	12%	17%	7%	16%	17%	6%	11%	16%	11%	11%	12%	10%	11%	12%	10%	12%	9%	11%
SMALLER CITIES/OTHER	175	44	46	39	37	36	65	41	103	35	27	161	14	76	93	67	72	144	28	65
	44%	53%	42%	45%	39%	46%	51%	36%	45%	43%	47%	44%	41%	45%	50%	38%	45%	47%	35%	49%
SUBURBAN	58	11	17	12	13	6	20	24	32	14	7	51	7	23	24	30	22	37	17	15
	14%	14%	16%	14%	14%	7%	16%	21%	14%	17%	12%	14%	19%	14%	13%	17%	14%	12%	21%	11%
URBAN	122	18	32	21	37	23	20	44	70	19	17	112	10	52	49	60	49	90	28	40
	30%	21%	29%	24%	40%	30%	16%	38%	30%	24%	30%	31%	28%	31%	27%	34%	31%	29%	35%	30%

Table 74-4
Region./Geography.

BANNER 4

	VOTE EARLY		MOST IMPORTANT ISSUE			SECOND CHOICE			MCCAIN IMAGE				HUCKABEE IMAGE			
	VOTE		TERR/ NATL SEC	ILLEG IMMIG	ECON/ JOBS	ILLEG IMMIG	ECON/ JOBS	TERR/ NATL SEC	SMWT FAV	TOTAL FAV	TOTAL UNFAV	FAV MCCAIN		SMWT FAV	TOTAL FAV	TOTAL UNFAV
	TOTAL	EARLY										PERCENT	PERCENT			
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61
RURAL	46	12	33	15	11	3	9	5	5	22	34	11	12	11	34	7
SMALLER CITIES/OTHER	175	65	107	49	33	23	32	27	19	88	139	32	42	65	138	16
SUBURBAN	58	28	29	13	17	8	10	17	9	28	43	13	14	26	43	13
URBAN	122	60	58	29	29	19	23	16	26	47	84	34	22	56	86	24

Table 74-5
Region./Geography.

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN					TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE		
	PROB/	TOTAL	TOTAL	HUCK-	EXPER-	BEST	TERR/	RIGHT	WRONG	WT	WT	ILLEG	MORAL	ILLEG	PROP		
	LEAN	MCCAIN	MCCAIN	ABEE	IENCE	CHANCE	IRAQ	DIR	TRACK	GOPERS	RD	IMMIG	EDUC	VALS	IMMIG	TAXES	EDUC
BASE-TOTAL SAMPLE	400	70	179	163	34	33	31	248	135	117	32	178	55	38	84	78	55
	100%	17%	45%	41%	8%	8%	8%	62%	34%	29%	8%	45%	14%	10%	21%	19%	14%
RURAL	46	3	16	25	2	-	4	31	13	9	3	21	6	1	5	3	11
	11%	5%	9%	15%	6%	-	13%	13%	10%	8%	9%	12%	10%	2%	6%	4%	21%
SMALLER CITIES/OTHER	175	33	82	78	18	15	13	116	55	50	17	78	26	22	43	32	24
	44%	48%	46%	48%	55%	45%	41%	47%	41%	43%	53%	44%	47%	58%	51%	41%	43%
SUBURBAN	58	12	24	23	2	10	1	35	21	18	6	25	6	5	17	19	6
	14%	17%	13%	14%	6%	31%	4%	14%	15%	16%	17%	14%	10%	12%	20%	25%	10%
URBAN	122	21	57	38	11	8	13	65	46	38	7	54	18	11	19	23	15
	30%	30%	32%	23%	34%	24%	42%	26%	34%	33%	21%	30%	33%	28%	23%	30%	26%

Table 74-6
Region./Geography.

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
RURAL	46	21	40	2	15	34	-	19	26	6	38	11	33
	11%	11%	13%	5%	10%	11%	-	10%	12%	9%	13%	11%	11%
SMALLER CITIES/OTHER	175	90	140	21	67	131	8	81	93	31	127	47	125
	44%	46%	44%	43%	44%	43%	48%	43%	45%	46%	44%	46%	43%
SUBURBAN	58	30	44	8	20	45	1	32	25	9	42	16	41
	14%	16%	14%	16%	13%	15%	6%	17%	12%	14%	14%	15%	14%
URBAN	122	54	95	18	51	95	8	58	64	21	84	29	89
	30%	28%	30%	36%	34%	31%	46%	31%	31%	32%	29%	28%	31%

Table 74-7
Region./Geography.

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY			
	TOTAL	CABLE NEWS	NET- WORK NEWS	NEWS- RADIO	NEWS- PAPER	NET- WORK NEWS	CABLE NEWS	NEWS- RADIO	NEWS- PAPER	ONLINE	RURAL	SMALL CITY/ OTHER	SUB- URBAN	URBAN
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%
RURAL	46 11%	17 12%	11 15%	3 4%	5 9%	10 11%	11 14%	4 7%	9 18%	2 6%	46 100%	-	-	-
SMALLER CITIES/OTHER	175 44%	62 43%	42 60%	25 42%	25 45%	43 47%	34 43%	31 51%	17 34%	18 44%	-	175 100%	-	-
SUBURBAN	58 14%	19 13%	5 7%	9 15%	9 17%	14 16%	10 13%	7 11%	10 20%	8 20%	-	-	58 100%	-
URBAN	122 30%	46 32%	13 18%	24 39%	16 28%	25 27%	24 31%	18 30%	14 28%	12 30%	-	-	-	122 100%

Table 75-1
Date./Sample.

BANNER 1

	PARTY ID				CORE PRIMARY VOTERS				REGION				GENDER		AGE				WHITE IDEOLOGY				
	TOTAL	STRG GOP	SOFT GOP	TOTAL GOP	IND	STRG GOP/ VERY CONS	STRG GOP/ 65+	RELIG CONS	CEN-TRAL	DFW-METRO- PLEX	EAST	HOU-SON	SOUTH	WEST	MEN	WOMEN	18-44	45-54	55-64	65+	SMWT CONS	TOTAL CONS	MOD/LIB
BASE=TOTAL SAMPLE	400	260	95	355	36	160	66	206	57	105	32	94	48	64	208	192	120	83	95	100	105	296	78
	100%	65%	24%	89%	9%	40%	17%	51%	14%	26%	8%	24%	12%	16%	52%	48%	30%	21%	24%	25%	26%	74%	20%
DATE																							

MONDAY, FEBRUARY 11	177	106	48	154	18	64	36	84	31	46	13	41	20	26	90	86	38	37	44	56	43	121	46
	44%	41%	51%	43%	49%	40%	54%	41%	55%	43%	42%	43%	42%	40%	43%	45%	32%	44%	47%	56%	41%	41%	59%
TUESDAY, FEBRUARY 12	145	93	37	130	12	64	13	71	18	40	12	28	18	29	81	64	51	34	36	23	39	113	21
	36%	36%	39%	37%	34%	40%	20%	34%	31%	38%	37%	30%	38%	46%	39%	33%	43%	40%	38%	23%	37%	38%	27%
WEDNESDAY, FEBRUARY 13	79	61	10	71	6	33	18	51	8	20	7	26	10	9	37	42	31	13	15	21	22	62	10
	20%	24%	10%	20%	17%	20%	26%	25%	14%	19%	21%	27%	20%	14%	18%	22%	26%	15%	16%	21%	21%	21%	13%
SAMPLE																							

SAMPLE A	199	125	52	177	18	79	34	90	31	43	16	46	26	36	94	105	64	40	42	52	50	147	42
	50%	48%	55%	50%	49%	49%	52%	44%	55%	41%	51%	49%	54%	57%	45%	55%	53%	48%	44%	52%	47%	50%	54%
SAMPLE B	201	135	43	178	19	82	32	115	26	62	16	48	22	28	114	87	56	43	53	48	55	149	36
	50%	52%	45%	50%	51%	51%	48%	56%	45%	59%	49%	51%	46%	43%	55%	45%	47%	52%	56%	48%	53%	50%	46%

Table 75-2
Date./Sample.

BANNER 2

-----AMONG WHITE VOTERS-----																						
TOTAL	GENDER/AGE						GENDER/IDEOLOGY				PARTY/GENDER				PARTY/AGE				EDUCATION			
	MEN 18-44	MEN 45-54	MEN 55+	WOMEN 18-44	WOMEN 45-54	WOMEN 55+	CONS MEN	CONS WOMEN	MOD/ LIB MEN	MOD/ LIB WOMEN	BASE GOP MEN	BASE GOP WOMEN	SOFT GOP MEN	SOFT GOP WOMEN	BASE GOP 18-54	BASE GOP 55+	SOFT GOP 18-54	SOFT GOP 55+	HS LESS	SOME COLL	SOME COLL+	
BASE=TOTAL SAMPLE	374	55	39	100	55	36	89	152	143	40	38	117	129	54	38	121	123	49	43	70	102	202
	100%	15%	10%	27%	15%	10%	24%	41%	38%	11%	10%	31%	34%	14%	10%	32%	33%	13%	11%	19%	27%	54%
DATE																						

MONDAY, FEBRUARY 11	168	16	18	49	20	16	47	58	63	26	21	47	54	26	21	39	62	26	21	34	52	82
	45%	30%	47%	50%	37%	44%	53%	38%	44%	63%	55%	40%	42%	47%	56%	32%	50%	52%	49%	48%	51%	40%
TUESDAY, FEBRUARY 12	134	25	14	36	21	16	22	66	47	9	12	48	39	20	16	52	35	20	16	20	31	82
	36%	45%	36%	36%	38%	44%	25%	43%	33%	23%	31%	41%	30%	38%	41%	43%	29%	41%	36%	29%	31%	41%
WEDNESDAY, FEBRUARY 13	72	14	6	14	14	4	20	29	33	5	5	21	36	8	1	31	27	3	6	16	18	38
	19%	25%	16%	14%	26%	11%	23%	19%	23%	13%	13%	18%	28%	15%	3%	25%	22%	6%	14%	23%	18%	19%
SAMPLE																						

SAMPLE A	189	31	21	37	30	15	54	70	76	18	24	49	71	31	22	61	58	29	23	45	52	92
	51%	56%	55%	38%	55%	40%	61%	46%	53%	45%	64%	42%	55%	57%	56%	50%	47%	60%	53%	65%	51%	46%
SAMPLE B	185	24	17	62	25	22	34	82	67	22	14	68	57	23	17	60	66	20	20	25	50	110
	49%	44%	45%	62%	45%	60%	39%	54%	47%	55%	36%	58%	45%	43%	44%	50%	53%	40%	47%	35%	49%	54%

Table 75-3
Date./Sample.

BANNER 3

-----AMONG WHITE VOTERS-----																				
EDUCATION/GENDER					INCOME			CHURCH ATTENDANCE			LIKELY TO VOTE			MOOD OF COUNTRY			BUSH APPROVAL			
TOTAL	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	MC-CAIN	RIGHT DIR	WRONG TRACK	SMWT APPRV	TOTAL APPRV	TOTAL DISAP	APPRV BUSH/ VOTE	MCCAIN
BASE=TOTAL SAMPLE	400	84	109	88	93	77	126	116	231	81	57	365	35	167	186	178	159	308	80	133
	100%	21%	27%	22%	23%	19%	32%	29%	58%	20%	14%	91%	9%	42%	46%	45%	40%	77%	20%	33%
DATE																				

MONDAY, FEBRUARY 11	177	42	42	44	40	38	59	47	106	33	28	164	13	71	87	69	62	130	41	55
	44%	50%	39%	50%	42%	50%	47%	40%	46%	40%	49%	45%	36%	42%	47%	39%	39%	42%	51%	42%
TUESDAY, FEBRUARY 12	145	26	49	26	33	23	48	47	72	35	23	128	17	61	57	79	66	112	29	46
	36%	31%	45%	29%	35%	30%	38%	40%	31%	44%	41%	35%	48%	36%	31%	44%	41%	36%	36%	35%
WEDNESDAY, FEBRUARY 13	79	16	18	18	21	16	19	23	53	13	6	73	6	36	41	30	32	66	10	32
	20%	20%	16%	20%	22%	20%	15%	20%	23%	16%	10%	20%	16%	21%	22%	17%	20%	21%	13%	24%
SAMPLE																				

SAMPLE A	199	42	47	55	45	45	54	59	103	49	35	182	18	73	89	90	82	153	41	58
	50%	50%	43%	63%	48%	58%	43%	51%	44%	60%	62%	50%	51%	44%	48%	50%	52%	50%	51%	44%
SAMPLE B	201	42	62	33	48	32	72	57	128	33	22	183	17	94	96	89	77	155	39	74
	50%	50%	57%	37%	52%	42%	57%	49%	56%	40%	38%	50%	49%	56%	52%	50%	48%	50%	49%	56%

Table 75-4
Date./Sample.

BANNER 4

	MOST IMPORTANT ISSUE																	
	VOTE EARLY			TERR/			ILLEG ECON/			SECOND CHOICE			MCCAIN IMAGE			HUCKABEE IMAGE		
	VOTE			NATL			ILLEG ECON/			TERR/			SMWT			FAV		
	TOTAL	EARLY	DAY	SEC	IMMIG	JOB	ILLEG	ECON/	IMMIG	JOB	NATL	SEC	SMWT	FAV	UNFAV	PERRY	FAV	UNFAV
BASE-TOTAL SAMPLE	400	166	228	105	90	53	74	65	59	185	301	90	89	159	301	61		
	100%	42%	57%	26%	23%	13%	18%	16%	15%	46%	75%	22%	22%	40%	75%	15%		
DATE																		

MONDAY, FEBRUARY 11	177	74	100	48	38	23	35	28	24	84	133	38	48	74	135	24		
	44%	44%	44%	45%	42%	44%	47%	43%	41%	45%	44%	42%	54%	47%	45%	39%		
TUESDAY, FEBRUARY 12	145	56	87	40	33	23	30	24	17	69	104	38	26	59	111	21		
	36%	34%	38%	38%	36%	43%	41%	37%	29%	37%	35%	43%	29%	37%	37%	35%		
WEDNESDAY, FEBRUARY 13	79	36	41	18	19	7	9	13	18	33	64	14	15	26	55	15		
	20%	22%	18%	17%	22%	13%	12%	20%	30%	18%	21%	15%	17%	16%	18%	25%		
SAMPLE																		

SAMPLE A	199	86	109	51	46	26	34	30	37	89	143	51	35	70	150	38		
	50%	52%	48%	48%	51%	50%	46%	45%	63%	48%	47%	57%	39%	44%	50%	62%		
SAMPLE B	201	80	118	54	44	27	40	36	22	96	158	39	54	89	151	23		
	50%	48%	52%	52%	49%	50%	54%	55%	37%	52%	53%	43%	61%	56%	50%	38%		

Table 75-5
Date./Sample.

BANNER 5

	PRES PRIMARY BALLOT		REASON FOR SUPPORT MCCAIN				TEXAS MOOD				TEXAS ISSUES			SECOND CHOICE			
	=====		=====				=====				=====			=====			
	PROB/ TOTAL	LEAN MCCAIN	TOTAL MCCAIN	TOTAL HUCK- ABEE	EXPER- IENCE	BEST CHANCE	TERR/ IRAQ	RIGHT DIR	WRONG TRACK	WT GOPERS	WT TEXAS/ RD CNTRY	ILLEG IMMIG	EDUC	MORAL VALS	ILLEG IMMIG	PROP TAXES	EDUC
BASE=TOTAL SAMPLE	400 100%	70 17%	179 45%	163 41%	34 8%	33 8%	31 8%	248 62%	135 34%	117 29%	32 8%	178 45%	55 14%	38 10%	84 21%	78 19%	55 14%
DATE	----																
MONDAY, FEBRUARY 11	177 44%	25 35%	75 42%	72 44%	17 51%	9 29%	11 35%	96 39%	69 51%	62 53%	21 66%	78 44%	28 50%	15 40%	39 47%	34 44%	19 33%
TUESDAY, FEBRUARY 12	145 36%	31 44%	66 37%	62 38%	11 34%	17 53%	11 37%	100 40%	43 32%	36 31%	7 21%	66 37%	14 25%	14 37%	34 40%	26 33%	28 50%
WEDNESDAY, FEBRUARY 13	79 20%	14 20%	38 21%	30 18%	5 15%	6 18%	9 28%	52 21%	23 17%	19 16%	4 13%	34 19%	14 25%	9 23%	11 13%	18 23%	9 16%
SAMPLE	-----																
SAMPLE A	199 50%	28 40%	79 44%	90 55%	15 46%	14 42%	13 42%	125 50%	66 49%	58 50%	14 43%	86 48%	28 51%	19 51%	36 43%	45 57%	31 56%
SAMPLE B	201 50%	42 60%	100 56%	74 45%	18 54%	19 58%	18 58%	123 50%	68 51%	58 50%	18 57%	92 52%	27 49%	19 49%	48 57%	33 43%	25 44%

Table 75-6
Date./Sample.

BANNER 6

	BANKS IMAGE			CREDIT UNIONS IMAGE			CREDIT UNION MEMBER		PRIMARY FINAN INST		IDENTITY THEFT VICTIM		
	TOTAL	SMWT FAV	TOTAL FAV	TOTAL UNFAV	SMWT FAV	TOTAL FAV	TOTAL UNFAV	YES	NO	CRE-DIT UNION	BANK	VICTIM	NOT A VICTIM
BASE-TOTAL SAMPLE	400	196	320	49	153	305	17	189	208	68	291	104	287
	100%	49%	80%	12%	38%	76%	4%	47%	52%	17%	73%	26%	72%
DATE													

MONDAY, FEBRUARY 11	177	84	143	17	72	126	7	75	99	30	132	45	126
	44%	43%	45%	34%	47%	41%	39%	40%	48%	45%	45%	43%	44%
TUESDAY, FEBRUARY 12	145	72	115	18	48	113	7	78	65	27	103	34	107
	36%	37%	36%	36%	31%	37%	40%	41%	31%	40%	35%	33%	37%
WEDNESDAY, FEBRUARY 13	79	40	61	15	34	66	4	36	43	11	56	24	55
	20%	21%	19%	30%	22%	22%	22%	19%	21%	16%	19%	23%	19%
SAMPLE													

SAMPLE A	199	99	165	24	85	153	9	93	104	30	154	49	144
	50%	50%	52%	48%	56%	50%	54%	49%	50%	44%	53%	47%	50%
SAMPLE B	201	97	155	25	68	153	8	96	104	38	137	54	144
	50%	50%	48%	52%	44%	50%	46%	51%	50%	56%	47%	53%	50%

Table 75-7
Date./Sample.

BANNER 7

	INFO ON POLITICS					INFO ON PRESIDENTIAL RACE					GEOGRAPHY				
	TOTAL	NET-		NEWS- RADIO	NEWS- PAPER	NEWS- PAPER	NET-		NEWS- RADIO	NEWS- PAPER	ONLINE NEWS-	RURAL	SMALL CITY/ SUB-		URBAN
		CABLE NEWS	WORK NEWS				WORK NEWS	NEWS- PAPER					CITY/	SUB- URBAN	
BASE=TOTAL SAMPLE	400 100%	144 36%	70 18%	61 15%	55 14%	92 23%	79 20%	60 15%	51 13%	40 10%	46 11%	175 44%	58 14%	122 30%	
DATE	-----														
MONDAY, FEBRUARY 11	177 44%	62 43%	29 41%	25 41%	31 56%	42 45%	35 44%	30 49%	19 36%	13 33%	17 38%	88 50%	28 49%	43 35%	
TUESDAY, FEBRUARY 12	145 36%	52 36%	27 38%	23 37%	15 28%	29 31%	29 37%	21 34%	24 48%	17 42%	21 45%	60 34%	26 45%	38 32%	
WEDNESDAY, FEBRUARY 13	79 20%	30 21%	15 21%	14 22%	9 16%	22 24%	15 19%	10 16%	8 16%	10 25%	8 17%	27 15%	3 6%	40 33%	
SAMPLE	-----														
SAMPLE A	199 50%	71 49%	38 54%	24 39%	29 53%	44 48%	38 49%	30 49%	30 58%	17 42%	33 73%	86 49%	28 49%	52 43%	
SAMPLE B	201 50%	74 51%	33 46%	37 61%	26 47%	48 52%	40 51%	30 51%	21 42%	23 58%	13 27%	89 51%	29 51%	70 57%	

