



American Pulse Survey 13 (7.21.08)

	All Adults 18+	Males	Females	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
Do you think the media coverage has been more favorable for either of the following?									
McCain	9.5%	10.2%	8.9%	9.4%	10.4%	8.6%	8.9%	13.7%	6.0%
Obama	44.6%	46.6%	42.8%	50.7%	42.5%	41.1%	62.9%	36.4%	39.4%
Neither, they both received equal coverage	45.8%	43.2%	48.3%	39.9%	47.0%	50.3%	28.2%	49.9%	54.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think political candidates have a place on the cover of entertainment magazines?									
Yes, they are celebrities	11.7%	14.5%	9.0%	14.5%	11.5%	9.0%	9.9%	16.1%	8.4%
No, it cheapens their image	34.6%	36.5%	32.9%	25.4%	36.0%	42.2%	44.3%	30.2%	35.3%
Depends on the content	42.6%	38.3%	46.6%	45.7%	42.0%	40.2%	40.4%	44.4%	46.1%
I don't know	11.1%	10.7%	11.6%	14.4%	10.6%	8.6%	5.4%	9.4%	10.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How important is it to you for the next President of the United States to adopt a policy that will allow for the drilling of domestic oil resources for our own energy use?									
Very important	51.1%	49.1%	53.0%	38.8%	53.3%	60.8%	69.7%	44.3%	44.0%
Somewhat important	20.4%	20.5%	20.3%	23.0%	20.0%	18.2%	19.8%	22.3%	20.5%
Neutral	18.1%	18.9%	17.3%	24.8%	17.7%	11.8%	7.5%	19.4%	23.9%
Not very important	3.3%	3.8%	2.9%	4.6%	2.8%	2.8%	1.6%	4.0%	4.2%
Not at all important	7.1%	7.7%	6.6%	8.8%	6.2%	6.5%	1.4%	10.0%	7.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you know where each of the Presidential candidates stands on this issue?									
John McCain									
Yes	50.0%	60.1%	40.4%	41.6%	47.9%	61.1%	66.3%	47.8%	53.9%
No	15.4%	13.8%	16.9%	19.0%	17.5%	9.1%	8.9%	18.1%	13.4%

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I don't know	34.6%	26.1%	42.7%	39.4%	34.6%	29.8%	24.8%	34.1%	32.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Barack Obama

Yes	40.5%	48.3%	33.1%	37.6%	41.1%	42.6%	41.7%	47.5%	44.6%
No	21.7%	21.8%	21.6%	21.8%	22.7%	20.3%	26.6%	18.1%	18.1%
I don't know	37.8%	29.9%	45.2%	40.6%	36.1%	37.0%	31.7%	34.4%	37.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Please write in one accomplishment that John McCain has achieved that you are aware of:

Military Veteran/POW	29.1%	29.0%	29.1%	23.9%	31.3%	31.6%	35.3%	29.2%	30.7%
Political Views/bills	9.3%	11.7%	6.9%	6.0%	8.4%	13.7%	14.8%	6.0%	11.0%
Senator	3.7%	3.7%	3.7%	2.0%	3.2%	6.1%	5.5%	2.9%	4.7%
Presidential candidate	1.3%	1.6%	0.9%	0.9%	1.2%	1.7%	1.3%	0.9%	1.2%
Age/Experience	0.6%	0.8%	0.4%	0.4%	0.5%	1.0%	0.3%	0.9%	1.2%
Integrity/Honesty	0.5%	0.4%	0.5%	0.4%	0.3%	0.7%	0.8%	0.3%	0.7%
Congressman	0.1%	0.1%	0.2%	0.1%	0.1%	0.3%	0.2%	0.2%	0.1%
Other	7.9%	8.7%	7.1%	8.5%	7.6%	7.7%	6.3%	10.6%	6.9%
No Preference	47.5%	43.8%	51.1%	57.7%	47.5%	37.1%	35.3%	49.0%	43.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Please write in one accomplishment that Barack Obama has achieved that you are aware of:

Political Views/bills	9.6%	9.9%	9.4%	8.8%	8.5%	11.9%	5.1%	15.5%	10.6%
Presidential candidate	9.2%	10.1%	8.3%	11.2%	8.3%	8.2%	7.3%	12.7%	8.1%
Senator	7.7%	8.3%	7.1%	6.7%	8.4%	7.8%	9.2%	6.6%	9.4%
Educated	2.2%	2.5%	1.9%	1.8%	3.0%	1.7%	1.7%	2.9%	2.8%
Author	0.7%	0.5%	0.9%	0.7%	0.7%	0.7%	0.5%	0.9%	0.7%
Community activism	0.6%	0.7%	0.5%	0.4%	0.3%	1.1%	0.6%	0.6%	1.0%
Overcame poor beginnings	0.5%	0.2%	0.8%	0.4%	0.4%	0.9%	0.3%	0.9%	0.3%
Healthcare reform	0.4%	0.3%	0.5%	0.1%	0.6%	0.3%	0.4%	0.5%	0.1%
Congressman	0.4%	0.4%	0.3%	0.2%	0.3%	0.6%	0.5%	0.5%	0.2%
Integrity/Honesty	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%
Broke ties with "bad" church	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.4%	0.2%

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	All Adults								
	18+	Males	Females	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
Speaks well	0.3%	0.2%	0.3%	0.3%	0.1%	0.4%	0.0%	0.6%	0.3%
Raised all campaign funds	0.2%	0.3%	0.2%	0.1%	0.3%	0.3%	0.1%	0.2%	0.0%
Military Veteran/POW	0.1%	0.2%	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%	0.2%
Other	11.2%	13.7%	8.7%	10.4%	10.3%	13.0%	12.8%	10.5%	13.2%
No Preference	56.4%	52.3%	60.4%	58.3%	58.3%	52.1%	60.8%	46.8%	52.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How much longer do you think it will take for the Real Estate Market to bounce back?

Less than 6 months	1.9%	2.5%	1.4%	2.7%	1.6%	1.6%	2.4%	1.5%	1.2%
6 months – 1 year	11.3%	12.3%	10.2%	11.6%	10.7%	11.5%	15.4%	8.5%	10.3%
1 – 2 years	29.2%	31.1%	27.3%	31.4%	26.3%	30.6%	31.6%	30.0%	27.9%
2 – 3 years	24.8%	23.3%	26.2%	24.8%	24.9%	24.6%	21.5%	27.1%	27.4%
3 – 5 years	17.6%	15.5%	19.6%	14.9%	18.5%	19.3%	17.2%	17.7%	17.8%
More than 5 years	15.3%	15.4%	15.2%	14.6%	18.0%	12.5%	12.0%	15.2%	15.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Once the Real Estate Market bounces back do you plan to...

Purchase a home	12.4%	13.3%	11.6%	22.2%	12.0%	3.0%	11.5%	16.1%	10.8%
Sell your home	13.3%	12.7%	14.0%	12.4%	12.4%	15.4%	16.0%	12.7%	14.5%
Stay where you are	51.0%	49.1%	52.9%	30.6%	54.2%	67.7%	57.6%	47.9%	51.9%
I don't own a home	23.2%	25.0%	21.6%	34.7%	21.4%	13.9%	14.9%	23.2%	22.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you have healthcare insurance?

Yes	78.6%	74.8%	82.2%	71.4%	76.7%	88.4%	82.9%	80.3%	82.0%
No	21.4%	25.2%	17.8%	28.6%	23.3%	11.6%	17.1%	19.7%	18.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Those who don't have healthcare insurance...**Why are you uninsured?**

I am healthy and do not feel I need coverage	8.3%	14.6%	2.3%	11.5%	4.4%	9.9%	9.0%	7.3%	7.2%
I am unemployed	29.4%	31.9%	27.0%	37.1%	32.6%	17.4%	21.5%	29.8%	25.7%
I started a new job and am waiting to be eligible for coverage	3.7%	4.2%	3.1%	4.5%	4.5%	1.7%	5.3%	4.2%	1.6%

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I have a low-income job and cannot afford coverage	24.9%	19.4%	30.0%	25.3%	26.4%	22.4%	23.4%	27.3%
I am not a citizen	1.2%	1.5%	1.0%	2.2%	0.2%	1.6%	0.0%	0.0%
I have a preexisting condition	3.5%	3.3%	3.8%	1.8%	5.9%	2.3%	5.1%	3.0%
I work for a small company that can't afford it	9.9%	10.6%	9.2%	8.0%	14.1%	6.4%	9.2%	15.5%
Other	19.2%	14.5%	23.7%	9.6%	12.0%	38.3%	26.6%	19.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you trust that your local farmers' market carries fresh produce that local farmers grow?

Yes	70.4%	68.3%	72.4%	68.2%	71.3%	71.6%	71.7%	74.7%
No	8.1%	9.3%	6.9%	8.4%	7.8%	8.1%	7.9%	6.0%
I don't know	21.5%	22.3%	20.7%	23.3%	20.9%	20.3%	20.4%	19.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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