



Presidential Candidate Net Promoter® Score* (NPS)

Source: BIGresearch, April 08 CIA (N=8180), May 08 CIA (N=8347), June 08 CIA (N=8351), July 08 CIA (N=8361) & Aug 08 CIA (N=8582)

If the Presidential Election were held today who would you vote for?

	All Adults	18-44	Baby Boomers	Republicans	Democrats	Independents	Registered Voters	Voted in 2004
John McCain	38.0%	31.4%	44.6%	75.3%	11.2%	30.8%	39.0%	40.9%
Barack Obama	37.4%	43.6%	31.1%	9.1%	66.5%	33.3%	36.6%	35.4%
Undecided	20.3%	20.5%	20.0%	12.4%	19.1%	31.1%	19.9%	19.2%
Other:	4.4%	4.5%	4.3%	3.1%	3.2%	4.8%	4.5%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

For each of the following Presidential Candidates listed below, how likely is it that you would recommend them to a friend or colleague?

John McCain		All Adults					Republicans					Democrats					Independents					Obama Promoter*				
		APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST
	<i>Promoters</i>	16.3%	14.9%	18.4%	21.2%	21.8%	35.8%	35.1%	40.4%	47.1%	47.4%	6.0%	4.1%	5.9%	6.2%	6.2%	11.6%	9.8%	13.3%	15.9%	16.2%	6.9%	5.0%	4.4%	3.0%	3.5%
	<i>Passive</i>	11.3%	11.2%	10.2%	9.9%	10.5%	19.4%	19.7%	17.2%	17.3%	18.3%	5.8%	5.5%	5.3%	5.0%	4.3%	11.4%	10.5%	10.1%	9.3%	11.1%	4.5%	4.7%	3.9%	2.1%	2.0%
	<i>Detractors</i>	72.3%	73.9%	71.4%	68.9%	67.7%	44.8%	45.1%	42.4%	35.7%	34.3%	88.2%	90.4%	88.9%	88.8%	89.5%	77.0%	79.7%	76.6%	74.8%	72.6%	88.6%	90.3%	91.6%	94.9%	94.5%
% Net Promoter Score (NPS)*		-56.0%	-58.9%	-53.0%	-47.6%	-45.9%	-9.1%	-10.0%	-2.1%	11.4%	13.1%	-82.2%	-86.4%	-83.0%	-82.7%	-83.3%	-65.5%	-69.9%	-63.3%	-58.9%	-56.4%	-81.7%	-85.3%	-87.2%	-91.9%	-90.9%

Barack Obama		All Adults					Republicans					Democrats					Independents					McCain Promoter*				
		APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST	APRIL	MAY	JUNE	JULY	AUGUST
	<i>Promoters</i>	19.7%	18.9%	23.8%	23.0%	23.3%	5.0%	5.0%	4.8%	4.1%	5.2%	35.8%	34.1%	44.3%	44.8%	45.6%	16.8%	15.3%	20.1%	18.2%	18.0%	8.3%	6.1%	4.5%	3.2%	3.7%
	<i>Passive</i>	11.8%	10.8%	9.4%	9.3%	9.1%	5.9%	4.9%	5.6%	4.7%	4.0%	14.9%	14.6%	13.0%	13.4%	12.7%	14.6%	12.5%	9.2%	10.1%	10.9%	4.5%	3.2%	2.5%	2.0%	1.0%
	<i>Detractors</i>	68.5%	70.2%	66.8%	67.6%	67.7%	89.1%	90.1%	89.6%	91.2%	90.8%	49.3%	51.3%	42.7%	41.8%	41.7%	68.7%	72.2%	70.7%	71.7%	71.1%	87.2%	90.7%	91.6%	94.8%	95.3%
% Net Promoter Score (NPS)*		-48.8%	-51.3%	-42.9%	-44.6%	-44.4%	-84.0%	-85.0%	-84.7%	-87.1%	-85.6%	-13.4%	-17.3%	1.6%	3.0%	3.9%	-51.9%	-57.0%	-50.6%	-53.4%	-53.1%	-78.9%	-84.5%	-85.6%	-91.6%	-91.6%

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