DEMOCRACY C	I B E R G			
GREENBERG QUINLAN ROSNER R		PRE-SPEECH	POST-SPEECH	CHANGE
THERMOMETERS				
BARACK OBAMA				
	Mean	40	57	17
	Warm	30	52	22
	Cool	62	27	-35
	Warm - Cool	-32	25	57
DEMOCRATS IN CONGRESS				
ZEMOCITATO IN GONOREGO	Mean	38	49	11
	Warm	24	42	18
	Cool	64	36	-28
	Warm - Cool	-40	6	46
	Traini - Cooi	- <del></del>	<u> </u>	70
REPUBLICANS IN CONGRESS				
	Mean	46	53	7
	Warm	38	52	14
	Cool	54	36	-18
	Warm - Cool	-16	16	32
SARAH PALIN				
57 (1 O (1 1 7 ) E (1 )	Mean	33	X	Х
	Warm	32	X	X
	Cool	66	X	X
	Warm - Cool	-34	X	X
IOE BIDEN				
IOE BIDEN	Mean	41	X	Х
	Warm	30	X	X
	Cool	56	X	X
	Warm - Cool	-26	X	X
IOUN POEUNED				
JOHN BOEHNER	Mean	46	X	X
	Warm	14	X	X
	Cool	24	X	X
	Warm - Cool	-10	X	X
HARRY REID				
	Mean	39	X	X
	Warm	10	X	X
	Cool	40	X	X
	Warm - Cool	-30	X	X

DEMOCRACY CARVILLE • GREI	ENBERG			
GREENBERG QUINLAN ROSNER DBAMA APPROVAL	RESEARCH	PRE-SPEECH	POST-SPEECH	CHANGE
DAMA ALI NOVAL	Strongly Approve	6	10	4
	Somewhat Approve	24	46	22
	Somewhat Disapprove	42	32	-10
	Strongly Disapprove Don't Know	28 0	12 0	-16 0
	Don't Know	U	U	U
	Total Approve	30	56	26
	Total Disapprove	70	44	-26
	Approve - Disapprove	-40	12	52
BTRONG LEADER				
TRONG LEADER	Total Well	32	50	18
	Total Not well	66	50	-16
	Well - Not well	-34	0	34
IAS REALISTIC SOLUTIONS TO T		10	50	0.1
	Total Well Total Not well	18	52	34 -32
	Vell - Not well	-62	48	-32 66
	Well - Not Well	-02	7	00
JNDERSTANDS THE CHALLENGE	S FACING PEOPLE LIKE ME			
	Total Well	34	58	24
	Total Not well	62	40	-22
	Well - Not well	-28	18	46
SEEMS TO LINDEDSTAND THE ISS	UES THAT ARE IMPORTANT TO M	IV LIEE		
BEEMS TO UNDERSTAND THE ISS	Total Well	26	56	30
	Total Not Well	74	42	-32
	Total Not Well Well-Not Well	74 -48	42 14	-32 62
	Well-Not Well			_
MAKES ME HOPEFUL WHEN I HEA	Well-Not Well  R HIM SPEAK	-48	14	62
MAKES ME HOPEFUL WHEN I HEA	Well-Not Well  R HIM SPEAK  Total Well	-48 42	60	62 18
MAKES ME HOPEFUL WHEN I HEA	Well-Not Well  R HIM SPEAK  Total Well  Total Not well	-48 42 54	14 60 38	18 -16
MAKES ME HOPEFUL WHEN I HEA	Well-Not Well  R HIM SPEAK  Total Well	-48 42	60	62 18
	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well	-48 42 54	14 60 38	18 -16
	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well	-48 42 54	14 60 38	18 -16
MAKES ME HOPEFUL WHEN I HEA	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well	-48 42 54 -12	14 60 38 22	18 -16 34 -18
	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well	-48 42 54 -12	14 60 38 22	18 -16 34
CAN TRUST HIM TO MAKE THE RIG	Well-Not Well  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  Well - Not well	-48 42 54 -12 22 72	14 60 38 22 40 54	18 -16 34 -18
	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  Well - Not well	-48 42 54 -12 22 72 -50	14 60 38 22 40 54 -14	18 -16 34 -18 -18 36
CAN TRUST HIM TO MAKE THE RIG	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  Well - Not well  NOMY	-48 42 54 -12 22 72 -50	14 60 38 22 40 54 -14	18 -16 34 18 -18 36 36
CAN TRUST HIM TO MAKE THE RIG	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  Well - Not well	-48 42 54 -12 22 72 -50	14 60 38 22 40 54 -14	18 -16 34 -18 -18 36
CAN TRUST HIM TO MAKE THE RIG	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  Well - Not well  NOMY  Total Well  Total Not well	-48 42 54 -12 22 72 -50 16 84	14 60 38 22 40 54 -14	18 -16 34 18 -18 36 36 -36
CAN TRUST HIM TO MAKE THE RIG	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  Well - Not well  NOMY  Total Well  Total Not well  Well - Not well  Well - Not well	-48  42  54  -12  22  72  -50  16  84  -68	14 60 38 22 40 54 -14 52 48 4	18 -16 34 18 -18 36 36 -36 72
CAN TRUST HIM TO MAKE THE RIG HAS GOOD PLANS FOR THE ECON	Well-Not Well  IR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Ott well  Well - Not well  Well - Not well  Well - Not well  Total Not well	-48  42  54  -12  22  72  -50  16  84  -68	14 60 38 22 40 54 -14 52 48 4	18 -16 34 18 -18 36 36 -36 72 22
CAN TRUST HIM TO MAKE THE RIG HAS GOOD PLANS FOR THE ECON	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Not well  Well - Not well  Well - Not well  Total Not well  Total Not well  Total Not well	-48  42  54  -12  22  72  -50  16  84  -68	14 60 38 22 40 54 -14 52 48 4	18 -16 34 18 -18 36 36 -36 72 22 -24
CAN TRUST HIM TO MAKE THE RIG HAS GOOD PLANS FOR THE ECON	Well-Not Well  IR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Ott well  Well - Not well  Well - Not well  Well - Not well  Total Not well	-48  42  54  -12  22  72  -50  16  84  -68	14 60 38 22 40 54 -14 52 48 4	18 -16 34 18 -18 36 36 -36 72 22
CAN TRUST HIM TO MAKE THE RICHAS GOOD PLANS FOR THE ECONOMYOUR SIDE	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Not well  Well - Not well  Well - Not well  Total Not well  Total Not well  Total Not well	-48  42  54  -12  22  72  -50  16  84  -68	14 60 38 22 40 54 -14 52 48 4	18 -16 34 18 -18 36 36 -36 72 22 -24
CAN TRUST HIM TO MAKE THE RICHARD HAS GOOD PLANS FOR THE ECONOMYOUR SIDE	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Not well  Well - Not well  Well - Not well  Total Not well  Total Not well  Total Not well	-48  42  54  -12  22  72  -50  16  84  -68	14 60 38 22 40 54 -14 52 48 4	18 -16 34 18 -18 36 36 -36 72 22 -24
CAN TRUST HIM TO MAKE THE RICHARD HAS GOOD PLANS FOR THE ECONOMYOUR SIDE	Well-Not Well  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Not well  Well - Not well  Well - Not well  Well - Not well  Total Well  Total Well  Total Well  Total Well  Total Not well  Well - Not well  Well - Not well	-48  42 54 -12  22 72 -50  16 84 -68  24 68 -44	14 60 38 22 40 54 -14 52 48 4 46 44 2	18 -16 34 18 -18 36 36 -36 72 22 -24 46 -18 22
CAN TRUST HIM TO MAKE THE RICHARD HAS GOOD PLANS FOR THE ECONOMYOUR SIDE	Well-Not Well  IR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Not well  Well - Not well  Well - Not well  Well - Not well  Total Well  Total Well  Total Well  Total Well  Total Not well  Well - Not well	-48  42  54  -12  22  72  -50  16  84  -68  24  68  -44	14 60 38 22 40 54 -14 52 48 4 46 44 2	18 -16 34 18 -18 36 36 -36 72 22 -24 46 -18
SAN TRUST HIM TO MAKE THE RIG	Well-Not Well  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  NOMY  Total Well  Total Not well  Well - Not well  Well - Not well  Well - Not well  Total Well  Total Well  Total Well  Total Well  Total Not well  Well - Not well  Well - Not well	-48  42 54 -12  22 72 -50  16 84 -68  24 68 -44	14 60 38 22 40 54 -14 52 48 4 46 44 2	18 -16 34 18 -18 36 36 -36 72 22 -24 46 -18 22
SAN TRUST HIM TO MAKE THE RIG	Well-Not Well  AR HIM SPEAK  Total Well  Total Not well  Well - Not well  GHT DECISIONS  Total Well  Total Not well  Well - Not well  Well - Not well  Total Well  Total Well  Total Not well  Well - Not well  Well - Not well  Total Well  Total Well  Total Well  Total Not well  Well - Not well  Well - Not well  Well - Not well  Well - Not well	-48  42  54  -12  22  72  -50  16  84  -68  24  68  -44  60  34  26	14 60 38 22 40 54 -14 52 48 4 46 44 2 42 56 -14	18 -16 34 -18 36 -36 -36 -72 -24 46 -18 22 -40
CAN TRUST HIM TO MAKE THE RIGHT	Well-Not Well  Total Well Total Not well Well - Not well  GHT DECISIONS  Total Well Total Not well Well - Not well  Well - Not well  VOMY  Total Well Total Not well Well - Not well  Well - Not well  Total Well Total Well Total Not well  Well - Not well  Well - Not well  Well - Not well  Total Well Total Not well  Well - Not well  Well - Not well	-48  42  54  -12  22  72  -50  16  84  -68  24  68  -44  60  34  26	14  60 38 22  40 54 -14  52 48 4 46 44 2  42 56 -14	18 -16 34 -18 36 -36 -36 -24 46 -18 22 -40 -36
CAN TRUST HIM TO MAKE THE RIGHT	Well-Not Well  Total Well Total Not well Well - Not well  GHT DECISIONS Total Well Total Not well Well - Not well  Well - Not well  VOMY Total Well Total Not well Well - Not well  Well - Not well  Total Well Total Not well  Well - Not well  Well - Not well  Total Not well  Well - Not well  Total Well Total Not well  Well - Not well  Total Well Total Not well  Well - Not well  Total Not well	-48  42 54 -12  22 72 -50  16 84 -68  24 68 -44  60 34 26	14  60 38 22  40 54 -14  52 48 4 46 44 2  42 56 -14	18 -16 34 18 -18 36 36 -36 72 22 -24 46 -18 22 -40 -36 34
CAN TRUST HIM TO MAKE THE RIGHT	Well-Not Well  Total Well Total Not well Well - Not well  GHT DECISIONS  Total Well Total Not well Well - Not well  Well - Not well  VOMY  Total Well Total Not well Well - Not well  Well - Not well  Total Well Total Well Total Not well  Well - Not well  Well - Not well  Well - Not well  Total Well Total Not well  Well - Not well  Well - Not well	-48  42  54  -12  22  72  -50  16  84  -68  24  68  -44  60  34  26	14  60 38 22  40 54 -14  52 48 4 46 44 2  42 56 -14	18 -16 34 -18 36 -36 -36 -24 46 -18 22 -40 -36
CAN TRUST HIM TO MAKE THE RIGHT TO MAKE THE RIGH	Well-Not Well  Total Well Total Not well Well - Not well  GHT DECISIONS Total Well Total Not well Well - Not well  Well - Not well  VOMY Total Well Total Not well Well - Not well  Well - Not well  Total Well Total Not well  Well - Not well  Well - Not well  Total Not well  Well - Not well  Total Well Total Not well  Well - Not well  Total Well Total Not well  Well - Not well  Total Not well	-48  42  54  -12  22  72  -50  16  84  -68  24  68  -44  60  34  26  72  22  50	14  60 38 22  40 54 -14  52 48 4 46 44 2  42 56 -14	18 -16 34 18 -18 36 36 -36 72 22 -24 46 -18 22 -40 -36 34
CAN TRUST HIM TO MAKE THE RIGHT TO MAKE THE RIGHT TO MAKE THE RIGHT TO MAKE THE ECONOMIC TO MAKE THE ECONOMIC TO MAKE THE RIGHT TO MAKE TH	Well-Not Well  Total Well Total Not well Well - Not well  GHT DECISIONS Total Well Total Not well Well - Not well  NOMY Total Well Total Not well Well - Not well Well - Not well  Well - Not well  Total Not well  Total Not well  Well - Not well  Well - Not well  Well - Not well  GOOD BUT WON'T BE ABLE TO GI Total Well	-48  42  54  -12  22  72  -50  16  84  -68  24  68  -44  60  34  26  72  22  50  ET THEM DONE  78	14  60 38 22  40 54 -14  52 48 4 46 44 2 56 -14  36 56 -20	18 -16 34 18 -18 36 36 -36 72 22 -24 46 -40 -36 34 -70 -18
CAN TRUST HIM TO MAKE THE RIGHT TO MAKE THE RIGH	Well-Not Well  Total Well Total Not well Well - Not well  GHT DECISIONS Total Well Total Not well Well - Not well  NOMY Total Well Total Not well Well - Not well Well - Not well  Well - Not well  Total Well Total Not well  Well - Not well  Well - Not well  Total Not well  Well - Not well  Total Not well  Well - Not well  Well - Not well  Well - Not well  Well - Not well  GOOD BUT WON'T BE ABLE TO GI	-48  42  54  -12  22  72  -50  16  84  -68  24  68  -44  60  34  26  72  22  50  ET THEM DONE	14  60 38 22  40 54 -14  52 48 4 46 44 2 56 -14  36 56 -20	18 -16 34 18 -18 36 36 -36 72 22 -24 46 46 -18 22 -40 -36 34 -70

CARVILLE • GREE	NBERG			
GREENBERG QUINLAN ROSNER F SEES GOVERNMENT AS THE SOLU		PRE-SPEECH	POST-SPEECH	CHANGE
SEES GOVERNIMENT AS THE SOLU	Total Well	62	40	-22
	Total Not Well	30	50	20
	Well - Not Well	32	-10	-42
PUTS PARTISAN POLITICS AHEAD	OF THE GOOD OF THE COUNTRY			
	Total Well	42	38	-4
	Total Not Well	42	46	4
	Well - Not Well	0	-8	-8
OBAMA ISSUES				
THE ECONOMY				
	Total confident	32	52	20
	Total not confident	68	48	-20
	Confident-not confident	-36	4	40
NATIONAL SECURITY		40		40
	Total confident	42	58	16
	Total not confident	56	40	-16
	Confident-not confident	-14	18	32
CREATING NEW JOBS	Total confident	24	52	28
	Total not confident	74	48	-26
	Confident-not confident	-50	46	54
	Community flot community		-	04
TAXES				
	Total confident	32	48	16
	Total not confident	64	50	-14
	Confident-not confident	-32	-2	30
HEALTH CARE				
	Total confident	26	42	16
	Total not confident	74	56	-18
	Confident-not confident	-48	-14	34
ENERGY				
	Total confident	46	68	22
	Total not confident	48	30	-18
	Confident-not confident	-2	38	40
	AND TRANSPARENCY			
GOVERNMENT ACCOUNTABILITY A	Total confident	30	54	24
	Total not confident	64	42	-22
	Confident-not confident	-34	12	46
		-		1
THE FEDERAL BUDGET				
	Total confident	8	44	36
	Total not confident	90	52	-38
	Confident-not confident	-82	-8	74
DDIDCING THE DADTICAN DIVIDE A	AND DRINGING AMERICAND TOOS	THER		
BRIDGING THE PARTISAN DIVIDE A	Total confident	34	54	20
	Total not confident	58	38	-20
	Confident-not confident	-24	16	40
FUE WARDOUN IS A CANTER A TOUR IN	77.44			
THE WARS IN IRAQ AND AFGHANIS		20	50	200
	Total confident	36	56	20
	Total not confident	62	42 14	-20
	Confident-not confident	-26	14	40
RESTORING RESPECT FOR AMERI	CA IN THE WORLD			
	Total confident	42	62	20
		1	1	4.0
	Total not confident Confident-not confident	54 -12	36 26	-18 38

DEMOCRACY COL	NE S			
_		PRE-SPEECH	POST-SPEECH	CHANGE
<b>GREENBERG QUINLAN ROSNER</b> RESEADEMOS	ARCH	PRE-SPEECH	PUST-SPEECH	CHANGE
OTE 2008				
	McCain	48		
	Obama	48		
	Other	4		
	Did not vote	0		
	Obama - McCain	0		
/ote 2010				
	Michael Bennet	36		
	Ken Buck	42		
	Other	6		
	Did not vote	16		
	Bennet-Buck	-6		
OOLOD OF NAME TAO				
COLOR OF NAME TAG	Pod	100		
	Red Yellow	0		
	Green	0		
	Green	U		
GENDER				
PLINDEL	Male	52		
	Female	48		
	remale	40		
AGE				
-OL	18 to 29	12		
	30 to 39	22		
	40 to 49	32		
	50 to 64	34		
	Over 64	0		
	0 10 10 1	0		
	Under 50	66		
	Over 50	34		
	O V C I O O	0-7		
EDUCATION				
200,111011	High school graduate or less	10		
	Non-college post high school	10		
	(e.g. tech/vocational school)	6		
	Some college	34		
	College Graduate	30		
	Post-Graduate School	20		
	r cot Gradate Concer	20		
	HS or less	10		
	Some college	40		
	College grad	50		
	Conogo grad			
PARTY ID				
	Strong Democrat	0		
	Lean Democrat	18		
	Independent	34		
	Lean Republican	40		
	Strong Republican	8		
	Other	0		
	Democrat	18		
	Independent	34		
	Republican	48		
	•			
IDEOLOGY				
	Conservative	22		
	Moderate	62		
	Liberal	16		