



THERMOMETERS

BARACK OBAMA

Mean	40	57	17
Warm	30	52	22
Cool	62	27	-35
Warm - Cool	-32	25	57

DEMOCRATS IN CONGRESS

Mean	38	49	11
Warm	24	42	18
Cool	64	36	-28
Warm - Cool	-40	6	46

REPUBLICANS IN CONGRESS

Mean	46	53	7
Warm	38	52	14
Cool	54	36	-18
Warm - Cool	-16	16	32

SARAH PALIN

Mean	33	X	X
Warm	32	X	X
Cool	66	X	X
Warm - Cool	-34	X	X

JOE BIDEN

Mean	41	X	X
Warm	30	X	X
Cool	56	X	X
Warm - Cool	-26	X	X

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



GREENBERG QUINLAN ROSNER RESEARCH

PRE-SPEECH

POST-SPEECH

CHANGE

OBAMA APPROVAL

Strongly Approve	6	10	4
Somewhat Approve	24	46	22
Somewhat Disapprove	42	32	-10
Strongly Disapprove	28	12	-16
Don't Know	0	0	0
Total Approve	30	56	26
Total Disapprove	70	44	-26
Approve - Disapprove	-40	12	52

OBAMA ATTRIBUTES

STRONG LEADER

Total Well	32	50	18
Total Not well	66	50	-16
Well - Not well	-34	0	34

HAS REALISTIC SOLUTIONS TO THE COUNTRY'S PROBLEMS

Total Well	18	52	34
Total Not well	80	48	-32
Well - Not well	-62	4	66

UNDERSTANDS THE CHALLENGES FACING PEOPLE LIKE ME

Total Well	34	58	24
Total Not well	62	40	-22
Well - Not well	-28	18	46

SEEMS TO UNDERSTAND THE ISSUES THAT ARE IMPORTANT TO MY LIFE

Total Well	26	56	30
Total Not Well	74	42	-32
Well-Not Well	-48	14	62

MAKES ME HOPEFUL WHEN I HEAR HIM SPEAK

Total Well	42	60	18
Total Not well	54	38	-16
Well - Not well	-12	22	34

CAN TRUST HIM TO MAKE THE RIGHT DECISIONS

Total Well	22	40	18
Total Not well	72	54	-18
Well - Not well	-50	-14	36

HAS GOOD PLANS FOR THE ECONOMY

Total Well	16	52	36
Total Not well	84	48	-36
Well - Not well	-68	4	72

ON YOUR SIDE

Total Well	24	46	22
Total Not well	68	44	-24
Well - Not well	-44	2	46

FISCALLY IRRESPONSIBLE

Total Well	60	42	-18
Total Not well	34	56	22
Well - Not well	26	-14	-40

TAX AND SPEND LIBERAL

Total Well	72	36	-36
Total Not well	22	56	34
Well - Not well	50	-20	-70

PROMISES THINGS THAT SOUND GOOD BUT WON'T BE ABLE TO GET THEM DONE

Total Well	78	60	-18
Total Not Well	22	34	12
Well - Not Well	56	26	-30



GREENBERG QUINLAN ROSNER RESEARCH

		PRE-SPEECH	POST-SPEECH	CHANGE
SEES GOVERNMENT AS THE SOLUTION TO EVERY PROBLEM				
	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				
	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	4	54
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
GOVERNMENT ACCOUNTABILITY AND TRANSPARENCY				
	Total confident	30	54	24
	Total not confident	64	42	-22
	Confident-not confident	-34	12	46
THE FEDERAL BUDGET				
	Total confident	8	44	36
	Total not confident	90	52	-38
	Confident-not confident	-82	-8	74
BRIDGING THE PARTISAN DIVIDE AND BRINGING AMERICANS TOGETHER				
	Total confident	34	54	20
	Total not confident	58	38	-20
	Confident-not confident	-24	16	40
THE WARS IN IRAQ AND AFGHANISTAN				
	Total confident	36	56	20
	Total not confident	62	42	-20
	Confident-not confident	-26	14	40
RESTORING RESPECT FOR AMERICA IN THE WORLD				
	Total confident	42	62	20
	Total not confident	54	36	-18
	Confident-not confident	-12	26	38



GREENBERG QUINLAN ROSNER RESEARCH

PRE-SPEECH

POST-SPEECH

CHANGE

DEMOS

VOTE 2008

McCain 48
 Obama 48
 Other 4
 Did not vote 0
Obama - McCain 0

Vote 2010

Michael Bennet 36
 Ken Buck 42
 Other 6
 Did not vote 16
Bennet-Buck -6

COLOR OF NAME TAG

Red 100
 Yellow 0
 Green 0

GENDER

Male 52
 Female 48

AGE

18 to 29 12
 30 to 39 22
 40 to 49 32
 50 to 64 34
 Over 64 0
Under 50 66
Over 50 34

EDUCATION

High school graduate or less 10
 Non-college post high school (e.g. tech/vocational school) 6
 Some college 34
 College Graduate 30
 Post-Graduate School 20
HS or less 10
Some college 40
College grad 50

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