

Conducted by:

ALLSTATE NATIONAL JOURNAL
WAVE II: "RED TO BLUE" BATTLEGROUND SURVEYS



Field Dates: October 23-27, 2008

Sample Size: 2027 Registered Voters (CO: 409, FL: 408; NC: 402, OH: 404, VA: 404)

Margin of Error: +/-2.2% (Overall); +/-4.9% (For each state)

ALLSTATE/NATIONAL JOURNAL
BATTLEGROUND POLL – OCTOBER 2008
Sample of 400 Registered Voters in each state

October 23 – 27, 2008

Wave 2: "Red to Blue"- Colorado, Florida, North Carolina, Ohio, Virginia

Likelihood to Vote

1. And which of the following describes how likely you are to vote in the upcoming Presidential election?

LIKELIHOOD TO VOTE	Total	CO	FL	NC	OH	VA
Extremely/Very Likely	79%	72%	75%	76%	81%	92%
Extremely/Very/Somewhat Likely	81%	73%	77%	78%	83%	94%
Not Likely	2%	1%	3%	1%	2%	1%
Have Already Voted Absentee or Early	17%	25%	20%	19%	15%	4%

Direction/Priorities

2. First, what is the most important issue facing the U.S. today?
***Partial list containing at least 5% of total sample*

MOST IMPORTANT ISSUE (U.S.)**	Total	CO	FL	NC	OH	VA
Economy	68%	68%	69%	65%	67%	68%
War/Terrorism	7%	8%	8%	6%	8%	7%



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Key Figures/Institutions

3. Please tell me if you have a favorable or unfavorable opinion of the following public figures. If you haven't heard of them, just tell me and we'll move on.

IMAGES	Total		CO		FL		NC		OH		VA	
	Fav	Unfav	Fav	Unfav	Fav	Unfav	Fav	Unfav	Fav	Unfav	Fav	Unfav
Joe Biden	54%	32%	53%	35%	55%	32%	51%	33%	57%	28%	54%	33%
Sarah Palin	47%	44%	48%	46%	48%	45%	44%	41%	49%	42%	44%	47%

4. And, do you approve or disapprove of the way George W. Bush is handling his job as president? Do you approve/disapprove strongly or somewhat?

BUSH APPROVAL	Total	CO	FL	NC	OH	VA
Disapprove	65%	65%	64%	67%	64%	65%
Approve	30%	31%	32%	28%	31%	30%

Vote Likelihood, Candidate Preferences & Candidate Qualities

5. Now thinking about the upcoming November general election for President, suppose that the presidential election were being held today, and it included (ROTATE) John McCain and Sarah Palin as the Republican candidates, and Barack Obama and Joe Biden as the Democratic candidates. Would you vote for McCain and Palin, the Republicans, or Obama and Biden, the Democrats? Which way would you lean as of today?

HEAD-TO-HEAD	Total	CO	FL	NC	OH	VA
McCain-Palin	43%	44%	44%	43%	41%	44%
Obama-Biden	47%	48%	45%	47%	48%	48%
Undecided	5%	3%	5%	6%	6%	3%

TREND DATA FROM WAVE 1: SEPTEMBER 11-15 ¹						
HEAD-TO-HEAD		CO	FL		OH	VA
McCain-Palin		44%	44%		42%	48%
Obama-Biden		45%	44%		41%	41%
Undecided		9%	10%		13%	9%

¹ Wave 1 was conducted among the same states (except North Carolina; New Mexico was the fifth state survey in Sept). Similar sample sizes were surveyed; therefore, sample sizes for each state are also +/-4.9%.



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And, thinking again about the major party candidates for President...

7. Which candidate (ROTATE) John McCain or Barack Obama – would you trust more to handle the current financial crisis?

<u>HANDLE FINANCIAL CRISIS</u>	Total	CO	FL	NC	OH	VA
McCain	40%	41%	41%	39%	40%	41%
Obama	49%	50%	49%	48%	47%	48%
Neither/Both	8%	6%	7%	9%	10%	8%
Don't know	3%	2%	4%	4%	3%	3%

8. Which candidate (ROTATED) John McCain or Barack Obama – do you think is more prepared to lead the country?

<u>MORE PREPARED</u>	Total	CO	FL	NC	OH	VA
McCain	46%	45%	47%	46%	47%	46%
Obama	45%	48%	43%	44%	42%	47%
Neither/Both	5%	5%	6%	5%	7%	3%
Don't know	4%	2%	3%	6%	3%	4%

9. Which candidate (ROTATED) John McCain or Barack Obama – do you think better understands the needs and priorities of people like yourself?

<u>BETTER UNDERSTANDS</u>	Total	CO	FL	NC	OH	VA
McCain	38%	39%	38%	38%	36%	38%
Obama	54%	55%	52%	54%	54%	54%
Neither/Both	6%	5%	7%	5%	7%	5%
Don't know	3%	1%	3%	3%	3%	3%

10. And, which candidate (ROTATE) John McCain or Barak Obama – do you think has displayed more of the personal skills and qualities it takes to succeed as President?

<u>PERSONAL SKILLS & QUALITIES</u>	Total	CO	FL	NC	OH	VA
McCain	40%	40%	40%	41%	39%	41%
Obama	51%	53%	49%	52%	50%	50%
Neither/Both	5%	4%	6%	4%	6%	6%
Don't know	4%	2%	4%	4%	5%	3%

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11. Now thinking about the presidential debates, how much of the presidential debates have you watched?

WATCHED DEBATES	Total	CO	FL	NC	OH	VA
All of them	45%	47%	50%	44%	38%	46%
Most of them	20%	19%	20%	20%	19%	21%
Some of them	24%	20%	20%	27%	28%	24%
None of them	11%	14%	10%	9%	13%	9%

(ASKED ONLY OF N= 1,794 INDIVIDUALS WHO WATCHED ALL/MOST/SOME OF THE DEBATES)

(MARGIN OF ERROR = +/-2.3 %)

12. And, overall, who would you say won the debates – (ROTATE) Barack Obama or John McCain?

WON DEBATES	Total	CO	FL	NC	OH	VA
McCain	21%	20%	22%	20%	21%	19%
Obama	54%	56%	56%	55%	51%	54%
Neither/Both	18%	18%	18%	17%	18%	19%
Don't know	7%	6%	5%	7%	9%	8%

13. And, thinking again about Sarah Palin, the Republican nominee for vice-president, assume for a moment that John McCain were elected President and she were elected Vice-President. How prepared do you think she is to serve as President if John McCain became unable to serve as President for some reason. Do you think she is...

PALIN PREPAREDNESS	Total	CO	FL	NC	OH	VA
Very Prepared	18%	19%	18%	20%	16%	16%
Somewhat Prepared	27%	26%	26%	25%	28%	29%
Somewhat Unprepared	12%	12%	12%	10%	14%	11%
Very Unprepared	40%	41%	39%	40%	38%	42%
Don't know	2%	2%	2%	2%	3%	2%



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Personal Financial Situation

Now, changing topics and thinking some more about you, personally...

14. Do you own or rent your primary residence?

RESIDENCE	Total	CO	FL	NC	OH	VA
Own	80%	83%	84%	77%	76%	81%
Rent	15%	13%	13%	18%	17%	15%

15. In the next six months, do you think that your personal financial situation will get better, get worse, or stay the same?

PERSONAL FINANCES	Total	CO	FL	NC	OH	VA
Stay the same	49%	49%	46%	47%	51%	50%
Get better	27%	24%	33%	29%	26%	26%
Get worse	18%	21%	15%	17%	16%	19%
Don't know	6%	7%	6%	7%	7%	5%

(ASKED ONLY OF N= 1,628 HOMEOWNERS)

(MARGIN OF ERROR = +/-2.4%)

16X. Now I am going to read you a short list of some areas of people's personal financial situation they are concerned about. As you think about the next six months, please tell me which one concerns you MOST... (RANDOMIZED)

TOP FINANCIAL CONCERN (OWNERS)	Total	CO	FL	NC	OH	VA
Financial market crisis	25%	25%	26%	25%	24%	27%
Health Care Costs	20%	18%	20%	21%	24%	17%
Retirement savings	11%	15%	11%	8%	9%	14%
Cost of gas/utilities	9%	9%	6%	13%	9%	6%
Education costs	8%	7%	6%	6%	9%	12%
Declining value of home	7%	6%	10%	8%	7%	7%
Job loss	7%	7%	7%	6%	7%	5%
Credit card debt	6%	6%	7%	4%	6%	6%
Monthly mortgage	4%	4%	5%	5%	2%	4%



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(ASKED ONLY OF N= 309 RENTERS)

(MARGIN OF ERROR = +/-5.6 %)

16Y. Now I am going to read you a short list of some areas of people’s personal financial situation they are concerned about. As you think about the next six months, please tell me which one concerns you MOST...

TOP FINANCIAL CONCERN (RENTERS)	Total	CO	FL	NC	OH	VA
Health care	24%	24%	21%	29%	27%	15%
Financial market crisis	16%	15%	18%	13%	22%	13%
Education costs	12%	11%	14%	13%	7%	18%
Cost of gas/utilities	11%	10%	15%	8%	8%	15%
Paying monthly rent	8%	11%	15%	4%	8%	5%
Credit card debt	8%	14%	6%	6%	8%	10%
Retirement savings	7%	3%	7%	8%	5%	11%
Job loss	7%	8%	2%	7%	7%	8%
Housing market	5%	3%	2%	11%	5%	1%

17. And, as a result of the crisis in the financial markets and economic news of the past month, which of the following, if any, have you done?

ACTIONS TAKEN AMIDST FINANCIAL CRISIS	YES					
	Total	CO	FL	NC	OH	VA
Using your car less to save on gas	65%	59%	69%	67%	65%	64%
Starting shopping more at discount stores	48%	41%	49%	49%	50%	51%
Stopped using a credit card	35%	31%	38%	36%	39%	34%
Cancelled or postponed a major purchase	30%	27%	37%	30%	30%	27%
Cancelled a subscription or membership	22%	19%	27%	20%	22%	24%
Started looking for a second job	21%	20%	22%	22%	21%	20%
Withdrew a significant amount of money from savings	15%	12%	23%	16%	12%	14%
Sold some personal belongings	14%	12%	17%	14%	17%	12%
Stopped contributing to 401K	13%	13%	16%	15%	10%	11%
Sold off some investments	13%	10%	16%	13%	12%	12%
Withdrew a significant amount of money from a retirement account	8%	6%	13%	9%	8%	6%
Considered purchasing an annuity through an insurance company	6%	6%	7%	5%	7%	7%



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Psychographics/Demographics

I only have a few more questions for statistical purposes....

18. What is your marital status? Are you . . .

MARITAL STATUS	Total	CO	FL	NC	OH	VA
Single	20%	19%	18%	20%	20%	23%
Married	64%	69%	63%	61%	60%	68%
Divorced	7%	5%	7%	10%	8%	5%
Separated	1%	1%	2%	2%	1%	1%
Widowed	6%	5%	8%	5%	11%	3%

AGE. In what year were you born?

AGE	Total	CO	FL	NC	OH	VA
18-34	23%	22%	17%	26%	23%	28%
35-54	40%	39%	46%	34%	38%	42%
55+	36%	39%	37%	37%	39%	30%

19. And, how many children under the age of 18, if any, do you have living at home?

CHILDREN AT HOME	Total	CO	FL	NC	OH	VA
None	62%	64%	67%	59%	63%	55%
One	16%	14%	16%	16%	15%	18%
Two	14%	16%	10%	16%	13%	17%
Three	6%	4%	4%	6%	7%	7%
Four or more	2%	3%	2%	1%	2%	2%

20. What is the last grade of formal education you have completed?

EDUCATION	Total	CO	FL	NC	OH	VA
Less than HS	4%	5%	3%	5%	6%	3%
HS graduate	21%	18%	21%	19%	31%	18%
Some college/ vocational school	23%	23%	23%	26%	21%	22%
College graduate	35%	36%	36%	35%	30%	37%
Post graduate	16%	18%	16%	13%	12%	20%



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(ASK ONLY IN OHIO AND VIRGINIA)

21.X Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else? Do you consider yourself a strong (Republican/Democrat) or not so strong (Republican/Democrat)? [IF INDEPENDENT ASK:] Would you say that you lean toward Republicans or more toward the Democrats?

PARTY ID	Total	OH	VA
Democrat	40%	43%	37%
Republican	35%	35%	35%
Independent/Other	19%	17%	21%

(ASK ONLY IN COLORADO, FLORIDA, NORTH CAROLINA)

21Y. And, regardless of how you may vote, would state records show that you are registered to vote as a (ROTATE REPUBLICAN, DEMOCRAT) Republican, a Democrat...or something else?

PARTY REGISTRATION	Total	CO	FL	NC
Democrat	39%	32%	42%	42%
Republican	35%	34%	36%	36%
Independent/Other	17%	25%	13%	12%

22. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative, very conservative or haven't you thought much about this? [IF MODERATE ASK:] Do you tend to lean toward the liberal or conservative side?

IDEOLOGY	Total	CO	FL	NC	OH	VA
Liberal	28%	33%	29%	24%	25%	31%
Conservative	43%	40%	41%	49%	46%	40%
Moderate	19%	20%	20%	18%	18%	20%

23. And please tell me which of the following categories applies to your total household income for 2007:

HOUSEHOLD INCOME	Total	CO	FL	NC	OH	VA
< \$15,000	6%	7%	5%	4%	9%	3%
\$15,000 to < \$30,000	11%	10%	9%	14%	13%	7%
\$30,000 to <\$50,000	16%	15%	18%	18%	16%	14%
\$50,000 to < \$75,000	19%	17%	20%	22%	19%	18%
\$75,000 to < \$100,000	13%	12%	16%	11%	10%	16%
\$100,000 to < \$200,000	15%	19%	12%	13%	10%	20%
\$200,000 or more	4%	5%	4%	3%	3%	7%

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24. For statistical purposes only, could you please tell me your ethnic background?

ETHNIC BACKGROUND	Total	CO	FL	NC	OH	VA
White/Caucasian	77%	83%	70%	72%	83%	76%
Hispanic/Latino	6%	9%	12%	5%	1%	2%
African-American/Black	12%	2%	12%	20%	11%	16%
Asian-American/Asian	1%	1%	1%	1%	1%	2%
Native American	1%	2%	2%	1%	1%	1%
Other	1%	2%	1%	-	1%	1%

25. How would you describe your religious affiliation?

RELIGIOUS AFFILIATION	Total	CO	FL	NC	OH	VA
Protestant	53%	41%	43%	67%	57%	59%
Catholic	18%	19%	25%	8%	21%	15%
No affiliation	13%	23%	13%	9%	11%	10%
Jewish	2%	1%	4%	1%	1%	1%
Atheist/Agnostic	2%	3%	3%	1%	1%	1%
Buddhist	-	1%	-	-	-	-
Mormon	1%	2%	-	1%	1%	1%
Muslim	-	-	1%	-	-	-

(N=1,508 OVERALL MARGIN OF ERROR= +/-2.5%)

26. How often do you attend religious services -- At least once a week, almost every week, about once a month, seldom, or never?

RELIGIOUS SERVICES ATTENDANCE	Total	CO	FL	NC	OH	VA
At least once a week	41%	36%	40%	46%	45%	40%
Almost every week	12%	8%	11%	16%	11%	13%
About once a month	16%	20%	13%	14%	14%	21%
Seldom	23%	27%	24%	20%	25%	21%
Never	7%	9%	11%	5%	5%	4%

That completes our survey. Thank you very much for your time and cooperation, and have a pleasant (day/evening).

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A. Gender (BY OBSERVATION)

GENDER	Total	CO	FL	NC	OH	VA
Female	52%	52%	52%	52%	52%	52%
Male	48%	48%	48%	48%	48%	48%

B. REGION (BY PREFIX) (N=2,027)

STATE	Total
Colorado	20%
Florida	20%
North Carolina	20%
Ohio	20%
Virginia	20%