

**1. Favorability grid – Mitt Romney**

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	18%	17%	18%	12%	13%	19%	29%	4%	14%	45%
Somewhat favorable	25%	28%	22%	20%	21%	30%	29%	13%	28%	38%
Somewhat unfavorable	17%	15%	19%	16%	17%	20%	12%	20%	20%	7%
Very unfavorable	29%	33%	25%	31%	37%	25%	23%	50%	25%	6%
Don't know	11%	6%	15%	20%	11%	7%	7%	13%	14%	3%
Totals (Unweighted N)	100% (994)	100% (474)	100% (520)	100% (143)	100% (246)	100% (397)	100% (208)	100% (350)	100% (417)	100% (227)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	18%	20%	4%	15%	11%	15%	20%	30%	14%	16%	19%	21%
Somewhat favorable	25%	28%	10%	24%	26%	25%	33%	22%	16%	30%	25%	27%
Somewhat unfavorable	17%	17%	14%	22%	17%	18%	16%	22%	22%	19%	17%	12%
Very unfavorable	29%	27%	49%	23%	29%	35%	28%	21%	32%	26%	29%	31%
Don't know	11%	8%	22%	16%	17%	6%	1%	4%	16%	10%	10%	8%
Totals (Unweighted N)	100% (994)	100% (789)	100% (110)	100% (95)	100% (361)	100% (272)	100% (74)	100% (128)	100% (168)	100% (211)	100% (369)	100% (246)

	Ideology				
	Total	Liberal	Moderate	Conservative	Not sure
Very favorable	18%	2%	13%	36%	2%
Somewhat favorable	25%	6%	23%	40%	24%
Somewhat unfavorable	17%	21%	23%	9%	14%
Very unfavorable	29%	61%	29%	11%	24%
Don't know	11%	9%	12%	5%	35%
Totals (Unweighted N)	100% (994)	100% (263)	100% (281)	100% (371)	100% (79)

**2. Favorability grid – John McCain**

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	9%	9%	9%	11%	9%	10%	6%	3%	9%	20%
Somewhat favorable	28%	28%	28%	20%	28%	31%	31%	24%	25%	41%
Somewhat unfavorable	27%	29%	25%	28%	25%	27%	27%	30%	25%	27%
Very unfavorable	25%	28%	22%	21%	26%	23%	32%	32%	27%	10%
Don't know	11%	6%	15%	19%	12%	8%	4%	12%	14%	3%
Totals (Unweighted N)	100% (994)	100% (475)	100% (519)	100% (143)	100% (247)	100% (396)	100% (208)	100% (349)	100% (418)	100% (227)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	9%	9%	6%	15%	9%	10%	8%	12%	7%	11%	12%	6%
Somewhat favorable	28%	29%	22%	30%	24%	28%	39%	22%	22%	28%	30%	30%
Somewhat unfavorable	27%	30%	20%	18%	25%	29%	30%	38%	30%	28%	28%	23%
Very unfavorable	25%	24%	33%	23%	26%	26%	22%	22%	24%	24%	21%	33%
Don't know	11%	9%	20%	14%	16%	7%	1%	5%	17%	10%	9%	9%
Totals (Unweighted N)	100% (994)	100% (788)	100% (110)	100% (96)	100% (362)	100% (271)	100% (74)	100% (127)	100% (169)	100% (210)	100% (369)	100% (246)

	Ideology				
	Total	Liberal	Moderate	Conservative	Not sure
Very favorable	9%	4%	9%	14%	6%
Somewhat favorable	28%	16%	32%	33%	19%
Somewhat unfavorable	27%	35%	25%	27%	16%
Very unfavorable	25%	36%	23%	20%	28%
Don't know	11%	10%	11%	6%	31%
Totals (Unweighted N)	100% (994)	100% (263)	100% (279)	100% (373)	100% (79)

### 3. Favorability grid – John Kerry

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	14%	16%	12%	12%	14%	13%	16%	26%	8%	7%
Somewhat favorable	26%	25%	28%	24%	29%	28%	22%	39%	22%	17%
Somewhat unfavorable	16%	16%	16%	18%	20%	15%	8%	12%	19%	14%
Very unfavorable	31%	36%	26%	19%	25%	35%	45%	7%	34%	59%
Don't know	13%	7%	19%	27%	12%	9%	8%	15%	17%	4%
Totals (Unweighted N)	100% (993)	100% (474)	100% (519)	100% (143)	100% (245)	100% (398)	100% (207)	100% (348)	100% (417)	100% (228)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	14%	11%	25%	16%	14%	15%	12%	15%	9%	12%	18%	12%
Somewhat favorable	26%	26%	23%	34%	28%	24%	27%	25%	30%	27%	24%	28%
Somewhat unfavorable	16%	16%	19%	10%	15%	17%	22%	15%	17%	21%	12%	16%
Very unfavorable	31%	36%	7%	21%	24%	32%	35%	41%	29%	27%	33%	33%
Don't know	13%	10%	26%	19%	19%	11%	4%	4%	15%	13%	14%	11%
Totals (Unweighted N)	100% (993)	100% (789)	100% (110)	100% (94)	100% (361)	100% (272)	100% (74)	100% (127)	100% (166)	100% (212)	100% (370)	100% (245)

	Ideology				
	Total	Liberal	Moderate	Conservative	Not sure
Very favorable	14%	25%	15%	8%	6%
Somewhat favorable	26%	40%	35%	12%	17%
Somewhat unfavorable	16%	15%	17%	15%	16%
Very unfavorable	31%	6%	19%	59%	22%
Don't know	13%	14%	14%	6%	39%
Totals (Unweighted N)	100% (993)	100% (261)	100% (280)	100% (372)	100% (80)

**4. Favorability grid – Al Gore**

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	12%	13%	12%	15%	14%	11%	9%	24%	8%	3%
Somewhat favorable	25%	26%	24%	27%	25%	26%	21%	45%	18%	9%
Somewhat unfavorable	16%	13%	18%	12%	18%	16%	14%	12%	19%	15%
Very unfavorable	36%	41%	32%	25%	30%	39%	52%	8%	41%	69%
Don't know	11%	7%	15%	21%	12%	8%	4%	11%	14%	5%
Totals (Unweighted N)	100% (994)	100% (474)	100% (520)	100% (143)	100% (246)	100% (397)	100% (208)	100% (350)	100% (416)	100% (228)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	12%	10%	27%	13%	13%	14%	10%	9%	13%	7%	13%	15%
Somewhat favorable	25%	23%	27%	37%	27%	26%	29%	24%	30%	24%	25%	24%
Somewhat unfavorable	16%	16%	16%	13%	17%	13%	16%	18%	14%	20%	13%	16%
Very unfavorable	36%	43%	8%	23%	28%	39%	42%	46%	34%	36%	38%	36%
Don't know	11%	8%	22%	14%	15%	9%	3%	4%	9%	13%	11%	9%
Totals (Unweighted N)	100% (994)	100% (790)	100% (109)	100% (95)	100% (362)	100% (270)	100% (74)	100% (128)	100% (167)	100% (212)	100% (369)	100% (246)

	Ideology				
	Total	Liberal	Moderate	Conservative	Not sure
Very favorable	12%	29%	11%	5%	8%
Somewhat favorable	25%	44%	30%	8%	24%
Somewhat unfavorable	16%	12%	19%	15%	13%
Very unfavorable	36%	5%	29%	66%	22%
Don't know	11%	10%	11%	6%	34%
Totals (Unweighted N)	100% (994)	100% (263)	100% (280)	100% (371)	100% (80)