

Battleground Soundings

A Quinnipiac University / washingtonpost.com / Wall Street Journal Poll

These surveys of likely voters in Colorado, Minnesota, Wisconsin and Michigan were conducted by Quinnipiac University in partnership with washingtonpost.com and The Wall Street Journal as part of a four-month effort to measure voter sentiment in key battleground states. The four states surveyed in this project provide a snapshot of where things stand less than five months before Election Day and will be followed by regular polling and analysis in the months ahead.

Key Findings Among Likely Voters

Note: The individual rounded percents may cause the total of some pies to be greater than or less than 100%.

PRESIDENTIAL PREFERENCE

If the election for President were being held today, and the candidates were Barack Obama the Democrat and John McCain the Republican, for whom would you vote?

COLORADO

MCCAIN 43% ▼-2%

OBAMA 52% ▲+3%

MICHIGAN

MCCAIN 38% ▼-6%

OBAMA 54% ▲+6%

MINNESOTA

MCCAIN 40% ▼-5%

OBAMA 51% ▲+4%

WISCONSIN

MCCAIN 37% ▼-5%

OBAMA 54% ▲+5%

FAVORABILITY

- JOHN MCCAIN
- Barack Obama
- Joe Biden
- Sarah Palin

Is your opinion of John McCain favorable, unfavorable or haven't you heard enough about him?

COLORADO

TOTAL



AMONG INDEPENDENTS



MICHIGAN

TOTAL

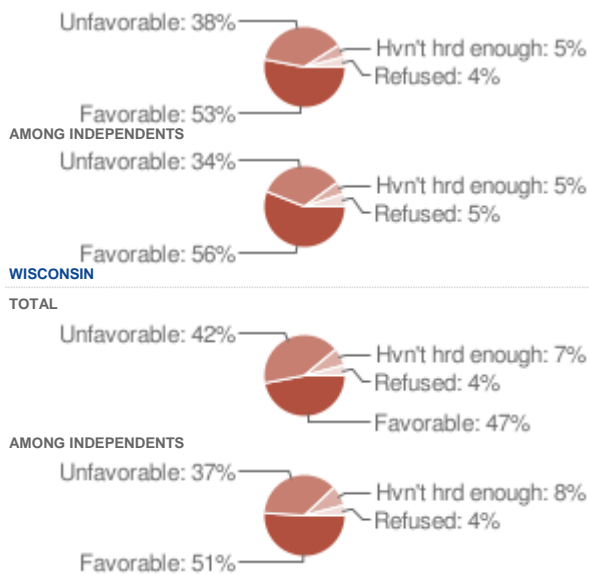


AMONG INDEPENDENTS



MINNESOTA

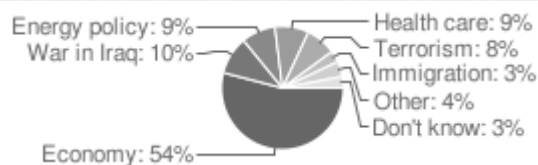
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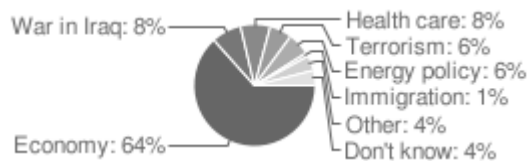
KEY ISSUES

Which of the following will be the single most important issue in your vote in the election for President this year?

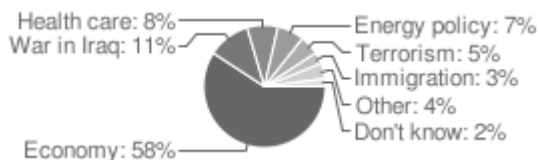
COLORADO



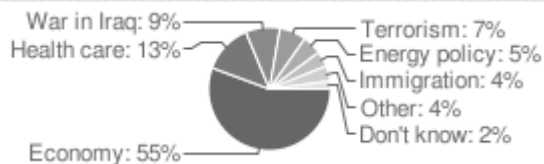
MICHIGAN



MINNESOTA



WISCONSIN



THE ECONOMY

Who do you think better understands the economy - John McCain or Barack Obama?

COLORADO



MICHIGAN



MINNESOTA



WISCONSIN



THE ECONOMY AND LEADERSHIP: JOHN MCCAIN

Do you think John McCain has shown effective leadership in dealing with the financial crisis facing the nation?

COLORADO



MICHIGAN



MINNESOTA



WISCONSIN



THE ECONOMY AND LEADERSHIP: BARACK OBAMA

Do you think Barack Obama has shown effective leadership in dealing with the financial crisis facing the nation?

COLORADO



MICHIGAN



MINNESOTA



WISCONSIN

