

		PRE-SPEECH	POST-SPEECH	CHANGE
<b>THERMOMETERS</b>				
BARACK OBAMA				
	Mean	60	66	6
	Warm	64	72	8
	Cool	30	20	-10
	Warm - Cool	34	52	18
DEMOCRATS IN CONGRESS				
	Mean	45	51	6
	Warm	38	46	8
	Cool	52	40	-12
	Warm - Cool	-14	6	20
REPUBLICANS IN CONGRESS				
	Mean	43	44	1
	Warm	32	40	8
	Cool	56	52	-4
	Warm - Cool	-24	-12	12
JOHN MCCAIN				
	Mean	52	X	
	Warm	52	X	
	Cool	34	X	
	Warm - Cool	18	X	
HEALTH INSURANCE COMPANIES				
	Mean	34	X	
	Warm	32	X	
	Cool	58	X	
	Warm - Cool	-26	X	
MEDICARE				
	Mean	53	X	
	Warm	42	X	
	Cool	34	X	
	Warm - Cool	8	X	
PHARMACEUTICAL DRUG COMPANIES				
	Mean	35	X	
	Warm	24	X	
	Cool	64	X	
	Warm - Cool	-40	X	
AMERICAN MEDICAL ASSOCIATION				
	Mean	59	X	
	Warm	58	X	
	Cool	14	X	
	Warm - Cool	44	X	
COLORADO COMMUNITY HEALTH NETWORK				
	Mean	50	X	
	Warm	18	X	
	Cool	8	X	
	Warm - Cool	10	X	

		PRE-SPEECH	POST-SPEECH	CHANGE
<b>OBAMA APPROVAL</b>				
	Strongly Approve	24	22	-2
	Somewhat Approve	38	48	10
	Somewhat Disapprove	18	18	0
	Strongly Disapprove	20	12	-8
	Don't Know	0	0	0
	<b>Total Approve</b>	62	70	8
	<b>Total Disapprove</b>	38	30	-8
	<b>Approve - Disapprove</b>	24	40	16
<b>CONGRESSIONAL VOTE</b>				
	<b>Dem candidate</b>	24	X	X
	<b>Rep Candidate</b>	18	X	X
	<b>DEM - REP</b>	6	X	X

		PRE-SPEECH	POST-SPEECH	CHANGE
<b>OBAMA ATTRIBUTES</b>				
<b>STRONG LEADER</b>				
	<b>Total Well</b>	76	82	6
	<b>Total Not well</b>	24	18	-6
	<b>Well - Not well</b>	52	64	12
<b>ON YOUR SIDE</b>				
	<b>Total Well</b>	50	72	22
	<b>Total Not well</b>	50	28	-22
	<b>Well - Not well</b>	0	44	44
<b>HAS GOOD PLANS FOR THE ECONOMY</b>				
	<b>Total Well</b>	44	52	8
	<b>Total Not well</b>	56	48	-8
	<b>Well - Not well</b>	-12	4	16
<b>WILLING TO WORK WITH BOTH PARTIES</b>				
	<b>Total Well</b>	64	74	10
	<b>Total Not well</b>	36	26	-10
	<b>Well - Not well</b>	28	48	20
<b>KEEPING HIS PROMISES</b>				
	<b>Total Well</b>	54	56	2
	<b>Total Not well</b>	46	44	-2
	<b>Well - Not well</b>	8	12	4
<b>A BIG SPENDER</b>				
	<b>Total Well</b>	84	72	-12
	<b>Total Not well</b>	16	28	12
	<b>Well - Not well</b>	68	44	-24
<b>PROMISES THINGS THAT SOUND GOOD BUT WONT BE ABLE TO GET THEM DONE</b>				
	<b>Total Well</b>	66	56	-10
	<b>Total Not well</b>	34	44	10
	<b>Well - Not well</b>	32	12	-20
<b>TOO INEXPERIENCED</b>				
	<b>Total Well</b>	48	42	-6
	<b>Total Not well</b>	52	58	6
	<b>Well - Not well</b>	-4	-16	-12
<b>CANT BREAK THE GRIDLOCK IN WASHINGTON</b>				
	<b>Total Well</b>	50	56	6
	<b>Total Not well</b>	50	44	-6
	<b>Well - Not well</b>	0	12	12

		PRE-SPEECH	POST-SPEECH	CHANGE
<b>HEALTH CARE PLAN SUPPORT/OPPOSE</b>				
	Strongly Support	2	28	26
	Somewhat Support	44	38	-6
	Somewhat Oppose	20	22	2
	Strongly Oppose	26	8	-18
	Don't Know	8	4	-4
	<b>Total Support</b>	46	66	20
	<b>Total Oppose</b>	46	30	-16
	<b>Support - Oppose</b>	0	36	36
<b>HOW LIKELY CONGRESS WILL PASS HEALTH CARE THIS YEAR</b>				
	<b>Total Likely</b>	60	60	0
	<b>Total Not Likely</b>	38	40	2
	<b>Likely - Not Likely</b>	22	20	-2
<b>IMPACT OF MEMBERS VOTE ON HEALTH CARE ON VOTE</b>				
	<b>Total More Likely to Vote For If Member Votes FOR</b>	48	56	8
	<b>No Impact</b>	24	28	4
	<b>Total More Likely To Vote For If Member Votes AGAINST</b>	28	16	-12
	<b>Vote FOR - Vote AGAINST</b>	20	40	20

		PRE-SPEECH	POST-SPEECH	CHANGE
<b>HEALTH CARE REFORM ATTRIBUTES</b>				
WILL GET HEALTH CARE COSTS UNDER CONTROL				
	<b>Total Well</b>	42	64	22
	<b>Total Not Well</b>	46	36	-10
	<b>Well - Not Well</b>	-4	28	32
ALLOWS YOU TO KEEP YOUR CURRENT INSURANCE AND DOCTOR IF YOU CHOOSE				
	<b>Total Well</b>	54	80	26
	<b>Total Not Well</b>	32	18	-14
	<b>Well - Not Well</b>	22	62	40
WILL INCREASE COMPETITION AND LOWER PRICES FOR HEALTH COVERAGE				
	<b>Total Well</b>	44	74	30
	<b>Total Not Well</b>	42	24	-18
	<b>Well - Not Well</b>	2	50	48
WILL GIVE INDIVIDUALS AND FAMILIES MORE CHOICE AND CONTROL				
	<b>Total Well</b>	36	60	24
	<b>Total Not Well</b>	58	36	-22
	<b>Well - Not Well</b>	-22	24	46
WILL STRENGTHEN OUR ECONOMY				
	<b>Total Well</b>	28	46	18
	<b>Total Not Well</b>	50	40	-10
	<b>Well - Not Well</b>	-22	6	28
THE RIGHT KIND OF CHANGE				
	<b>Total Well</b>	44	50	6
	<b>Total Not Well</b>	52	40	-12
	<b>Well - Not Well</b>	-8	10	18
GOVERNMENT-RUN HEALTH CARE				
	<b>Total Well</b>	60	46	-14
	<b>Total Not Well</b>	32	54	22
	<b>Well - Not Well</b>	28	-8	-36
WILL HURT ME AND MY FAMILY				
	<b>Total Well</b>	26	18	-8
	<b>Total Not Well</b>	46	60	14
	<b>Well - Not Well</b>	-20	-42	-22
WILL DECREASE THE QUALITY OF CARE IN AMERICA				
	<b>Total Well</b>	38	26	-12
	<b>Total Not Well</b>	46	62	16
	<b>Well - Not Well</b>	-8	-36	-28
WILL INCREASE THE DEFICIT AND RAISE TAXES				
	<b>Total Well</b>	62	40	-22
	<b>Total Not Well</b>	26	44	18
	<b>Well - Not Well</b>	36	-4	-40
WILL HURT SENIORS BY CUTTING MEDICARE				
	<b>Total Well</b>	40	20	-20
	<b>Total Not Well</b>	32	66	34
	<b>Well - Not Well</b>	8	-46	-54

		PRE-SPEECH	POST-SPEECH	CHANGE
<b>DEMOGRAPHICS</b>				
2008 PRESIDENTIAL VOTE				
	Obama	54		
	McCain	46		
	Other	0		
	Did not vote	0		
	<b>Obama - McCain</b>	<b>8</b>		
GENDER				
	Male	52		
	Female	48		
AGE				
	18 to 29	14		
	30 to 39	18		
	40 to 49	22		
	50 to 64	40		
	Over 64	6		
	<b>Under 50</b>	<b>54</b>		
	<b>Over 50</b>	<b>46</b>		
EDUCATION				
	High school graduate or less	10		
	Non-college post high school	4		
	Some college	36		
	College Graduate	28		
	Post-Graduate School	22		
	<b>HS or less</b>	<b>10</b>		
	<b>Some college</b>	<b>40</b>		
	<b>College grad</b>	<b>50</b>		
PARTY ID				
	Strong Democrat	2		
	Lean Democrat	28		
	Independent	44		
	Lean Republican	24		
	Strong Republican	2		
	<b>Democrat</b>	<b>30</b>		
	<b>Independent</b>	<b>44</b>		
	<b>Republican</b>	<b>26</b>		
IDEOLOGY				
	Conservative	24		
	Moderate	60		
	Liberal	16		