

Table 4-1
Summary of Candidate Image Trend

BANNER 1

	BALLOT								IMPORTANT PROBLEMS						CANDIDATE IMAGE		
	TOTAL	DEF CAND	PROB CAND	TOTAL CAND	LEAN/UND	TOTAL OPP	PROB OPP	DEF CAND	HEALTH	ECON	OTHER	GRWTH	GOV'T	TAXES	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV
BASE=TOTAL SAMPLE	400	107	52	159	67	165	55	111	100	82	65	54	31	14	318	92	154
	100%	27%	13%	40%	17%	41%	14%	28%	25%	21%	16%	13%	8%	4%	80%	23%	39%
APRIL 20 - 21, 2008	-62	-77	-25	-102	-11	50	-	49	-3	-8	-5	-19	-1	-5	-62	92	-154
	-15%	-72%	-49%	-64%	-16%	30%	1%	44%	-3%	-9%	-8%	-35%	-2%	-36%	-19%	100%	-100%
TOTAL HEARD OF	318	90	46	137	44	131	44	88	81	68	46	42	26	10	318	92	154
	80%	85%	89%	86%	65%	79%	80%	79%	81%	83%	71%	79%	84%	70%	100%	100%	100%
TOTAL FAVORABLE	92	1	4	5	7	77	17	59	32	21	15	8	8	2	92	92	-
	23%	1%	8%	3%	11%	46%	32%	54%	32%	26%	23%	15%	26%	14%	29%	100%	-
TOTAL UNFAVORABLE	154	78	30	107	18	27	17	10	35	29	20	27	9	7	154	-	154
	39%	73%	56%	68%	27%	16%	31%	9%	35%	35%	31%	50%	29%	50%	48%	-	100%
MARCH 3 - 4, 2008	-23	-59	-25	-84	-7	64	7	57	-4	7	-22	-	3	-1	-23	107	-129
	-5%	-57%	-33%	-47%	-7%	30%	10%	41%	-3%	6%	-18%	-	12%	-2%	-7%	100%	-100%
TOTAL HEARD OF	326	85	48	133	51	135	35	100	81	60	87	32	20	21	326	107	129
	65%	82%	64%	74%	53%	64%	47%	73%	70%	59%	73%	55%	72%	65%	100%	100%	100%
TOTAL FAVORABLE	107	6	6	12	8	84	13	71	25	26	23	10	9	9	107	107	-
	21%	6%	7%	7%	8%	39%	17%	51%	22%	25%	20%	17%	33%	27%	33%	100%	-
TOTAL UNFAVORABLE	129	66	30	96	14	19	6	14	29	19	45	10	6	9	129	-	129
	26%	63%	40%	53%	15%	9%	8%	10%	25%	19%	38%	17%	21%	29%	40%	-	100%

Trend Tables:
Current and past data can be shown within the same table. Several sets of old data maybe shown, if available.

This style displays dates for previous studies as the headings. Listed below each date are the applicable data points