

		Total	Gender		Age					Race				Income						Married		Children at Home		
		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Yes	No	Yes	No
Who has more of an impact on your personal financial security: the President of the United States, Chairman of Federal Reserve, your boss, your company, your personal financial planner or you?	President of the U.S.	15.6%	13.6%	17.2%	22.4%	11.4%	15.3%	16.4%	12.6%	13.8%	26.7%	26.7%	9.7%	28.3%	17.3%	12.7%	6.6%	13.7%	13.0%	12.9%	13.8%	18.5%	16.3%	15.1%
	Chairman of Federal Reserve	8.0%	8.8%	7.3%	8.7%	6.4%	5.0%	9.5%	9.4%	8.3%	8.2%	1.4%	7.9%	8.1%	8.5%	7.8%	9.2%	4.6%	6.2%	13.6%	7.1%	8.8%	5.6%	9.4%
	Boss	6.3%	6.2%	6.5%	8.5%	8.3%	8.8%	4.8%	1.0%	5.8%	9.0%	11.2%	4.7%	6.8%	8.1%	5.6%	5.2%	6.2%	5.2%	6.6%	6.1%	6.7%	7.9%	5.4%
	Your company	9.4%	9.0%	9.6%	8.2%	13.5%	13.2%	8.6%	2.3%	10.1%	4.0%	15.0%	6.9%	6.4%	6.1%	12.7%	14.5%	8.9%	12.2%	3.9%	10.4%	8.0%	12.1%	7.7%
	Personal financial planner	6.0%	5.6%	6.4%	4.3%	3.6%	5.2%	6.5%	11.9%	6.4%	4.9%	1.8%	5.4%	5.7%	8.1%	4.2%	3.1%	7.5%	5.4%	9.2%	6.1%	6.1%	4.2%	7.1%
	You	45.5%	49.2%	42.4%	40.1%	47.3%	42.2%	45.5%	51.7%	48.0%	36.8%	32.5%	40.7%	29.3%	40.5%	50.0%	57.1%	56.8%	51.4%	34.5%	48.9%	40.7%	45.7%	45.4%
	Someone else	1.9%	1.7%	2.0%	2.0%	1.8%	2.7%	1.6%	1.6%	1.7%	1.8%	0.8%	4.6%	3.0%	2.3%	2.1%	1.3%	0.6%	1.6%	1.7%	1.7%	2.1%	1.9%	1.8%
Not sure	7.4%	5.8%	8.7%	5.8%	7.6%	7.6%	7.0%	9.5%	5.9%	8.5%	10.6%	20.1%	12.5%	9.2%	4.6%	3.0%	1.7%	5.0%	17.4%	5.9%	9.0%	6.3%	8.0%	

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		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Yes	No	Yes	No
How much impact does the President have on your financial security?	Large impact	23.2%	22.3%	24.0%	28.3%	20.5%	21.4%	25.2%	19.4%	20.4%	33.0%	47.5%	23.1%	36.6%	26.5%	22.5%	13.5%	15.5%	14.6%	26.2%	18.9%	28.5%	21.8%	24.1%
	Somewhat of an impact	45.8%	42.7%	48.5%	48.1%	46.1%	45.5%	47.6%	39.8%	48.1%	37.8%	36.2%	40.7%	34.9%	44.1%	44.2%	54.9%	56.6%	53.6%	34.9%	48.4%	43.3%	49.1%	43.8%
	No impact	24.3%	29.0%	20.3%	18.8%	27.7%	26.4%	21.4%	28.9%	25.2%	24.2%	12.9%	21.4%	17.9%	20.9%	26.6%	27.6%	25.4%	27.7%	26.9%	26.9%	19.9%	23.7%	24.7%
	Not sure	6.6%	6.0%	7.2%	4.8%	5.6%	6.7%	5.8%	12.0%	6.3%	5.0%	3.4%	14.8%	10.7%	8.5%	6.7%	4.1%	2.5%	4.1%	12.0%	5.8%	8.3%	5.4%	7.4%

		Total	Gender		Age					Race				Income						Married		Children at Home		
		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Yes	No	Yes	No
Thinking only about your personal financial situation, will things be better for you if John McCain wins, if Barack Obama wins, or does it make a difference?	John McCain	38.7%	44.4%	33.9%	31.9%	38.6%	40.8%	41.0%	42.5%	44.8%	14.3%	16.0%	26.7%	22.5%	30.0%	41.0%	41.1%	47.7%	54.1%	44.1%	46.0%	27.8%	38.4%	38.9%
	Barack Obama	34.5%	30.7%	37.7%	45.4%	30.3%	33.0%	33.1%	30.8%	29.1%	62.5%	53.5%	34.1%	44.6%	39.9%	37.5%	27.5%	32.2%	24.5%	30.7%	29.7%	43.0%	35.0%	34.2%
	Doesn't make a difference	22.1%	21.6%	22.5%	20.3%	23.3%	22.0%	22.8%	21.4%	21.8%	20.4%	30.0%	23.8%	26.8%	24.4%	17.8%	26.3%	16.7%	18.0%	19.0%	19.7%	24.4%	20.4%	23.1%
	Not sure	4.7%	3.3%	5.8%	2.4%	7.8%	4.2%	3.2%	5.3%	4.3%	2.7%	0.4%	15.4%	6.1%	5.7%	3.7%	5.1%	3.4%	3.5%	6.2%	4.6%	4.8%	6.2%	3.8%

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		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Yes	No	Yes	No
Thinking about your personal financial situation, how important is social security to your retirement planning?	Very important	53.0%	45.5%	59.2%	49.5%	41.6%	46.7%	57.9%	73.0%	51.1%	56.4%	80.3%	51.2%	81.0%	70.7%	59.8%	45.2%	30.5%	21.7%	45.6%	46.3%	63.8%	42.2%	59.4%
	Somewhat important	27.9%	29.3%	26.7%	30.3%	26.5%	33.4%	30.0%	19.9%	28.9%	29.1%	10.4%	24.6%	12.5%	19.4%	24.7%	36.9%	42.3%	38.7%	28.0%	31.0%	22.6%	31.4%	25.8%
	Not very important	13.9%	17.4%	10.9%	13.8%	23.7%	13.8%	9.4%	4.7%	14.7%	9.3%	8.7%	16.4%	2.2%	5.9%	11.9%	16.8%	22.0%	29.9%	13.5%	17.3%	8.6%	20.9%	9.7%
	Not at all important	3.5%	4.8%	2.3%	4.8%	5.1%	3.9%	1.5%	1.7%	4.0%	1.8%	0.6%	1.6%	2.7%	2.9%	2.5%	1.0%	4.9%	6.9%	1.8%	3.4%	3.5%	3.8%	3.2%
	Not sure	1.8%	3.0%	0.8%	1.6%	3.1%	2.3%	1.2%	0.8%	1.3%	3.3%	0.0%	6.1%	1.6%	1.1%	1.1%	0.1%	0.3%	2.8%	11.1%	2.0%	1.4%	1.7%	1.9%

		Total	Gender		Age					Race				Income						Married		Children at Home		
		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$75K	\$75K-\$100K	\$100K+	Not sure	Yes	No	Yes	No
Which political issue is likely to have the most impact on your personal financial security ... energy policy, health care, Social Security, the war in Iraq, taxes, immigration, unemployment, other, or are you not sure?	Energy policy	17.8%	24.6%	12.0%	15.7%	22.0%	18.3%	16.9%	14.5%	20.4%	9.1%	4.5%	11.0%	16.4%	13.4%	17.0%	25.6%	22.8%	22.3%	10.3%	20.3%	14.9%	20.9%	15.9%
	Health care	24.5%	19.8%	28.5%	24.1%	21.7%	22.2%	27.7%	26.3%	23.6%	27.1%	31.8%	25.5%	25.6%	28.8%	26.7%	23.8%	27.3%	15.3%	25.6%	23.6%	26.8%	22.5%	25.7%
	Social Security	13.1%	10.4%	15.4%	10.7%	7.6%	11.9%	14.8%	23.6%	12.5%	18.0%	13.7%	10.8%	21.2%	20.7%	11.8%	8.6%	4.7%	5.4%	11.4%	10.1%	17.1%	7.9%	16.2%
	War in Iraq	8.6%	9.0%	8.3%	12.1%	7.7%	12.6%	7.3%	5.3%	8.2%	9.8%	10.1%	11.1%	6.4%	5.4%	9.8%	7.1%	9.7%	13.6%	11.3%	9.6%	7.3%	9.2%	8.3%
	Taxes	15.8%	17.5%	14.3%	13.9%	19.2%	17.1%	15.8%	11.4%	16.9%	12.4%	9.5%	12.4%	3.1%	6.9%	15.9%	20.0%	23.8%	30.8%	16.1%	20.0%	9.4%	19.0%	13.8%
	immigration	4.5%	5.7%	3.4%	5.2%	5.2%	3.3%	4.1%	3.7%	3.7%	4.2%	14.4%	7.7%	5.7%	6.4%	3.9%	3.6%	1.0%	5.0%	3.2%	4.0%	5.1%	3.9%	4.8%
	Unemployment	2.6%	1.7%	3.4%	7.1%	1.6%	2.7%	1.5%	0.1%	2.2%	4.3%	0.0%	5.8%	4.9%	2.3%	3.6%	2.9%	0.7%	0.6%	2.7%	0.9%	5.2%	2.8%	2.4%
	Some other issue	3.9%	4.7%	3.2%	2.1%	6.2%	4.0%	3.1%	3.3%	3.5%	4.5%	11.2%	2.8%	3.8%	3.7%	2.7%	2.2%	3.1%	3.7%	1.9%	3.1%	3.4%	5.0%	3.2%
Not sure	9.3%	6.8%	11.4%	9.2%	8.8%	7.9%	8.8%	11.9%	9.0%	10.5%	4.8%	12.9%	13.1%	12.4%	8.7%	6.3%	6.8%	3.2%	17.5%	8.4%	10.7%	8.7%	9.7%	