

FOR IMMEDIATE RELEASE

September 22, 2008

INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Financially Stressed Support Obama

Raleigh, N.C. – A new national survey conducted by Public Policy Polling finds that voters who are stressed about their finances think that Barack Obama would be more able than John McCain to turn the economy around.

51% of respondents reported feeling stress over their financial situation, while 49% did not. Among those experiencing stress, 57% think Obama is better suited to turn things around while just 37% feel that way about McCain. The Republican nominee does, however, have a significant advantage with voters who are not stressed over their financial situations. With those folks he has a 54-40 advantage.

“This is just another indication that the more the economy is foremost in voters’ minds, the better Barack Obama’s chances of taking the White House are going to be,” said Dean Debnam, President of Public Policy Polling. “A 34 point swing in candidate preference depending on whether a voter is stressed about their finances or not is remarkable.”

Part of the reason for the big difference is that on average Democratic voters are more likely to be having concerns about the economy right now than their Republican counterparts. While 59% of Democrats are experiencing stress about their finances, just 43% of Republicans are. Independents are right in the middle, with 51% of them having concerns.

The survey also found that two thirds of respondents have curtailed travel plans this year due to economic concerns. Obama has the edge with those voters as well.

PPP surveyed 711 registered voters on September 20th and 21st. The survey’s margin of error is +/-3.7%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com. This survey was conducted in conjunction with Workplace Options.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

###



Financial Concerns Poll

- Q1** Which Presidential candidate do you think would be best able to turn the economy around? If John McCain, press 1. If Barack Obama, press 2. If you're not sure, press 3.
McCain.....45% *Undecided*..... 6%
Obama.....49%
- Q2** Have your retirement plans been altered by the recent economic news? If yes, press 1. If no, press 2. If not applicable, press 3.
Yes..... 35% *Not Applicable*..... 11%
No 55%
- Q3** Which of the Presidential candidates do you most trust to preserve social security and other programs that provide a safety net for older Americans? If John McCain, press 1. If Barack Obama, press 2. If you're not sure, press 3.
McCain.....47% *Not Sure*..... 7%
Obama.....46%
- Q4** Has the recent economic news changed your mind about purchasing a new home? If yes, press 1. If no, press 2. If not applicable, press 3.
Yes 23%
No 51%
Not Applicable..... 26%
- Q5** Have economic troubles this year cut down the time you spend traveling? If you've been traveling less for vacation, press 1. If you've been traveling less for business, press 2. If you've been traveling less for both vacation and business, press 3. If there's been no effect, press 4.
Less Vacation Travel 55%
Less Business Travel..... 6%
Less Vacation and Business Travel..... 6%
No Difference..... 32%
- Q6** Are you experiencing stress due to financial concerns? If yes, press 1. If no, press 2.
Yes 51%
No..... 49%
- Q7** Does your stress about finances make it harder for you to do your job as well as you can? If yes, press 1. If no, press 2.
Yes 48%
No..... 52%
- Q8** Some companies provide free financial consulting services for their employees. In your opinion, how important is it that employers provide these kinds of services? If you think it is very important, press 1. If somewhat important, press 2. If you do not think it is important, press 3.
Very Important 39%
Somewhat Important..... 35%
Not Important..... 26%
- Q9** Does your employer provide free financial consulting? If yes, press 1. If no, press 2. If you're not sure, press 3.
Yes 24%
No 59%
Not Sure..... 17%
- Q10** If your employer were to provide free financial consulting services would you take advantage of them? If yes, press 1. If no, press 2.
Yes 57%
No..... 43%
- Q11** If you are a woman, press 1, if a man, press 2.
Woman 53%
Man..... 47%





Q12 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat 43%
Republican 37%
Other 20%

Q13 If you are Hispanic, press 1. If you are white, press 2. If you are African-American, press 3. If other, press 4.

Hispanic 13%
White 69%
African American 14%
Other 5%

Q14 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29 12%
30 to 45 29%
46 to 65 39%
Older than 65 20%





	Base	Retirement Plans		
		Yes	No	Not Applicable
Best Candidate for Economy				
McCain	45%	41%	50%	34%
Obama	49%	52%	46%	52%
Undecided	6%	7%	4%	14%

	Base	New House		
		Yes	No	Not Applicable
Best Candidate for Economy				
McCain	45%	38%	52%	37%
Obama	49%	53%	44%	55%
Undecided	6%	9%	4%	8%

	Base	Travel			
		Less Vacation Travel	Less Business Travel	Less Vacation and Business Travel	No Difference
Best Candidate for Economy					
McCain	45%	37%	56%	33%	60%
Obama	49%	56%	37%	64%	36%
Undecided	6%	8%	6%	3%	4%

	Base	Stress Over Finances	
		Yes	No
Best Candidate for Economy			
McCain	45%	37%	54%
Obama	49%	57%	40%
Undecided	6%	6%	7%





	Base	Impact on Job Performance	
		Yes	No
Best Candidate for Economy			
McCain	37%	22%	51%
Obama	57%	69%	46%
Undecided	6%	8%	3%

	Base	Importance of Financial Consulting		
		Very Important	Somewhat Important	Not Important
Best Candidate for Economy				
McCain	45%	35%	48%	57%
Obama	49%	60%	46%	35%
Undecided	6%	5%	6%	8%

	Base	Free Financial Consulting		
		Yes	No	Not Sure
Best Candidate for Economy				
McCain	45%	48%	45%	42%
Obama	49%	45%	49%	53%
Undecided	6%	7%	6%	5%

	Base	Utilize Free Counseling	
		Yes	No
Best Candidate for Economy			
McCain	45%	38%	54%
Obama	49%	58%	38%
Undecided	6%	5%	8%





	Base	Gender	
		Woman	Man
Best Candidate for Economy			
McCain	45%	47%	43%
Obama	49%	46%	51%
Undecided	6%	6%	6%

	Base	Party		
		Democrat	Republican	Other
Best Candidate for Economy				
McCain	45%	13%	83%	44%
Obama	49%	82%	12%	44%
Undecided	6%	5%	5%	12%

	Base	Race			
		Hispanic	White	African American	Other
Best Candidate for Economy					
McCain	45%	37%	53%	14%	46%
Obama	49%	53%	42%	79%	48%
Undecided	6%	10%	5%	7%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Best Candidate for Economy					
McCain	45%	33%	51%	44%	45%
Obama	49%	60%	46%	47%	48%
Undecided	6%	8%	3%	8%	6%





	Base	Gender	
		Woman	Man
Retirement Plans			
Yes	35%	35%	34%
No	55%	54%	56%
Not Applicable	11%	11%	10%

	Base	Gender	
		Woman	Man
Best Candidate for Senior Citizen Programs			
McCain	47%	48%	45%
Obama	46%	44%	49%
Not Sure	7%	8%	6%

	Base	Gender	
		Woman	Man
New House			
Yes	23%	25%	21%
No	51%	45%	58%
Not Applicable	26%	30%	21%

	Base	Gender	
		Woman	Man
Travel			
Less Vacation Travel	55%	58%	52%
Less Business Travel	6%	5%	7%
Less Vacation and Business Travel	6%	5%	8%
No Difference	32%	31%	34%





	Base	Gender	
		Woman	Man
Stress Over Finances			
Yes	51%	53%	49%
No	49%	47%	51%

	Base	Gender	
		Woman	Man
Impact on Job Performance			
Yes	48%	43%	54%
No	52%	57%	46%

	Base	Gender	
		Woman	Man
Importance of Financial Consulting			
Very Important	39%	44%	33%
Somewhat Important	35%	35%	35%
Not Important	26%	21%	32%

	Base	Gender	
		Woman	Man
Free Financial Consulting			
Yes	24%	27%	20%
No	59%	53%	64%
Not Sure	17%	20%	15%





	Base	Gender	
		Woman	Man
Utilize Free Counseling			
Yes	57%	61%	53%
No	43%	39%	47%

	Base	Party		
		Democrat	Republican	Other
Retirement Plans				
Yes	35%	36%	31%	38%
No	55%	51%	61%	51%
Not Applicable	11%	12%	8%	11%

	Base	Party		
		Democrat	Republican	Other
Best Candidate for Senior Citizen Programs				
McCain	47%	16%	83%	44%
Obama	46%	78%	12%	44%
Not Sure	7%	7%	5%	12%

	Base	Party		
		Democrat	Republican	Other
New House				
Yes	23%	28%	19%	20%
No	51%	45%	57%	55%
Not Applicable	26%	27%	24%	25%





	Base	Party		
		Democrat	Republican	Other
Travel				
Less Vacation Travel	55%	62%	48%	54%
Less Business Travel	6%	4%	9%	6%
Less Vacation and Business Travel	6%	9%	5%	4%
No Difference	32%	26%	38%	35%

	Base	Party		
		Democrat	Republican	Other
Stress Over Finances				
Yes	51%	59%	43%	51%
No	49%	41%	57%	49%

	Base	Party		
		Democrat	Republican	Other
Impact on Job Performance				
Yes	48%	57%	39%	41%
No	52%	43%	61%	59%

	Base	Party		
		Democrat	Republican	Other
Importance of Financial Consulting				
Very Important	39%	50%	32%	26%
Somewhat Important	35%	33%	38%	34%
Not Important	26%	17%	30%	40%





	Base	Party		
		Democrat	Republican	Other
Free Financial Consulting				
Yes	24%	25%	24%	22%
No	59%	56%	59%	64%
Not Sure	17%	19%	17%	14%

	Base	Party		
		Democrat	Republican	Other
Utilize Free Counseling				
Yes	57%	66%	50%	51%
No	43%	34%	50%	49%

	Base	Race			
		Hispanic	White	African American	Other
Retirement Plans					
Yes	35%	41%	33%	34%	41%
No	55%	47%	58%	50%	37%
Not Applicable	11%	12%	9%	16%	21%

	Base	Race			
		Hispanic	White	African American	Other
Best Candidate for Senior Citizen Programs					
McCain	47%	42%	54%	15%	48%
Obama	46%	48%	39%	80%	48%
Not Sure	7%	10%	7%	5%	4%





	Base	Race			
		Hispanic	White	African American	Other
New House					
Yes	23%	32%	20%	33%	21%
No	51%	45%	54%	44%	54%
Not Applicable	26%	23%	27%	23%	25%

	Base	Race			
		Hispanic	White	African American	Other
Travel					
Less Vacation Travel	55%	54%	53%	64%	60%
Less Business Travel	6%	5%	6%	7%	11%
Less Vacation and Business Travel	6%	11%	5%	8%	9%
No Difference	32%	31%	36%	20%	20%

	Base	Race			
		Hispanic	White	African American	Other
Stress Over Finances					
Yes	51%	49%	49%	62%	63%
No	49%	51%	51%	38%	37%

	Base	Race			
		Hispanic	White	African American	Other
Impact on Job Performance					
Yes	48%	65%	42%	63%	46%
No	52%	35%	58%	37%	54%





	Base	Race			
		Hispanic	White	African American	Other
Importance of Financial Consulting					
Very Important	39%	43%	33%	63%	38%
Somewhat Important	35%	35%	39%	17%	26%
Not Important	26%	23%	28%	19%	36%

	Base	Race			
		Hispanic	White	African American	Other
Free Financial Consulting					
Yes	24%	36%	22%	22%	25%
No	59%	45%	60%	60%	69%
Not Sure	17%	20%	18%	19%	6%

	Base	Race			
		Hispanic	White	African American	Other
Utilize Free Counseling					
Yes	57%	64%	55%	63%	51%
No	43%	36%	45%	37%	49%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Retirement Plans					
Yes	35%	36%	29%	43%	24%
No	55%	41%	62%	47%	67%
Not Applicable	11%	23%	9%	9%	8%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Best Candidate for Senior Citizen Programs					
McCain	47%	40%	52%	45%	47%
Obama	46%	48%	41%	48%	48%
Not Sure	7%	13%	7%	7%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
New House					
Yes	23%	43%	23%	21%	16%
No	51%	33%	51%	52%	61%
Not Applicable	26%	25%	26%	27%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Travel					
Less Vacation Travel	55%	60%	55%	55%	53%
Less Business Travel	6%	8%	7%	5%	8%
Less Vacation and Business Travel	6%	10%	5%	6%	7%
No Difference	32%	23%	33%	34%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Stress Over Finances					
Yes	51%	73%	55%	51%	35%
No	49%	28%	45%	49%	65%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Impact on Job Performance					
Yes	48%	59%	46%	46%	46%
No	52%	41%	54%	54%	54%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Importance of Financial Consulting					
Very Important	39%	45%	35%	38%	41%
Somewhat Important	35%	25%	35%	36%	40%
Not Important	26%	30%	30%	26%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Free Financial Consulting					
Yes	24%	33%	29%	22%	16%
No	59%	50%	59%	65%	51%
Not Sure	17%	18%	12%	13%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Utilize Free Counseling					
Yes	57%	58%	62%	51%	61%
No	43%	42%	38%	49%	39%

