

Automated Interactive Polls Texas 2008 Democratic Primary

DATE	HIGHLIGHTS
Feb. 18	Texas Democratic Core Prefers Obama
Feb. 19	Hispanic Texans Overwhelmingly Favor Clinton
Feb. 20	Texas Republican Crossover Significant
Feb. 21	Clinton maintains leads among Texas Women
Feb. 22	Clinton leads among Texans who watched Debate
Feb. 25	Clinton holding support among Texas seniors
Feb. 26-27	Survey of early voters Shows Clinton w/ 3% edge
Feb. 28	First Time Voters Split Evenly
Feb. 29	McCain leads Huckabee by 13% among Republicans & Independents; Dems split crossover

Comparison of PCP/CV Texas Poll Results to Actual March 4 Primary Vote

- Margin among Seniors (age 65+)
 - PCP/CV Texas Polls on 2/25/08: Clinton + 33%
 - Actual Results*: Clinton +33%
- Margin among Women
 - PCP/CV Texas Polls on 2/21/08: Clinton + 12%
 - Actual Results*: Clinton +9%
- Overall Margin of Victory (Democrats)
 - PCP/CV Texas Polls on 2/26-27/08: Clinton + 3%
 - Actual Results*: Clinton +3.5%
- Margin Among Voters Watching Debate on 2/21
 - PCP/CV Texas Polls on 2/22/08: Clinton + 12%
 - Actual Results (“debates very important in decision”): Clinton: + 9%
- Overall Margin of Victory (Republicans)
 - PCP/CV Texas Polls on 2/29/08: McCain + 13%
 - Actual Results*: McCain + 13%

*Source for actual vote totals

<http://election.cbsnews.com/campaign2008/exitPoll.shtml?state=TX&race=P&jurisdiction=0&party=D>

<http://www.cnn.com/ELECTION/2008/primaries/results/epolls/index.html#TXDEM>



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From a single easy-to-use web site, campaigns are managing all kinds of phone based applications at a fraction of the cost of traditional solutions

* One Hosted Service – Many Uses

Interactive Polling

Build your own interactive voice application in minutes. Map back to databases: from yard signs to get out the vote, you're only limited by your imagination

Virtual Phone Banks

Your volunteers can call anywhere, from any phone in the country – as long as they have high speed internet access – yet you manage them as if they are right next to you

Personalized, timed reminders

Send PERSONALIZED pre-recording voice or SMS and email messages which go out at specific times. Need to remind yourself or someone to make a key call – it's done!

Instant Conference Calls

Breaking news? Need to respond quickly? Get your key team all on the phone with a single call via 911Meeting™ Scheduled conferences too.

* Telephone Contact Strategies and Services

Mobile Text Messaging

The most effective GOTV and outreach platform for key Democratic constituencies.

Robocalls – personalized per voter

Classic persuasion and GOTV, with new options.

Automated interactive voter ID and polling

Find your supporters and volunteers. Place yard signs. Conduct your own internal poll in a single evening.

Live calling - multilingual

Our experienced callers use state-of-the-art technology to personally talk with your most important voters.

CampaignForce.com management platform

Industry leading customer management system applied to politics. Organize results from our voter contact activities into actionable intelligence. Track donor outreach and history in this secure



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Key Benefits Automated Interactive Polling

- **Instant Response** – urgent polls can be set up, executed, and analyzed in 24 hours
- **Speed** – thousands of calls per hour
- **Low Cost** – just a few cents more than robocalls
- **Efficiency** – higher participation rates than lengthy live interviews
- **Accuracy** – voters answer more honestly than they do with a live caller
- **Actionable Information** - discover individual supporters, donors, yard sign hosts, and volunteers
- **The proof is in the pudding** – the most accurate polls in the 2004 Presidential Race used automated platforms

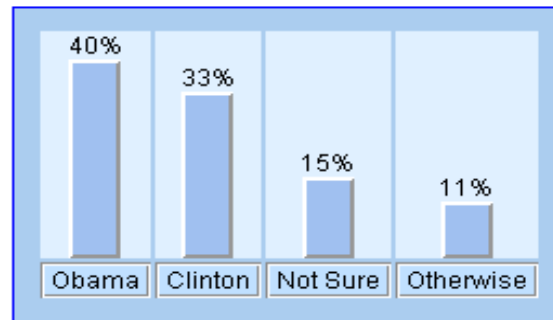


More Information:
866-862-9665



Mon. Feb. 18 – Poll taken among likely Texas voters statewide with a strong history of voting in Democratic Primaries

Clinton vs. Obama Among Loyal Democrats



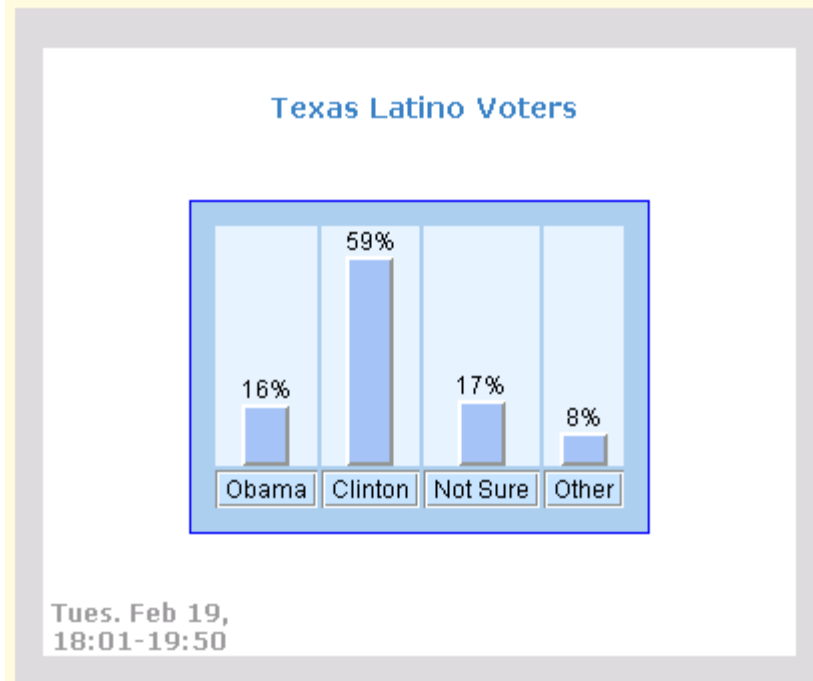
2/18/2008 18:02 to 20:09 CST

Polled: Strong History in Previous Democratic Primaries

	Outcome	Count	% of Dials	Count	% of Live	Count	%
	Total Dials	9,418					
	Live	5,597	59%				
	Ans Machine	1,491	16%				
	Busy	409	4%				
	No Answer or Not in Service	1,899	20%				
	Failed Connection	22	0%				
Q1	President		17%	1,642	29%		
1	Barack Obama					664	40%
2	Hillary Clinton					550	33%
3	Undecided					254	15%
4	Otherwise					174	11%
	margin of error 2.42%						
Q3	Going to vote		9%	816	15%		
1	Yes					772	95%
2	Maybe					20	2%
3	No					24	3%
	margin of error 3.43%						

Note: poll conducted Monday, February 18, 18:02 - 20:09
order of choices randomized across call groups

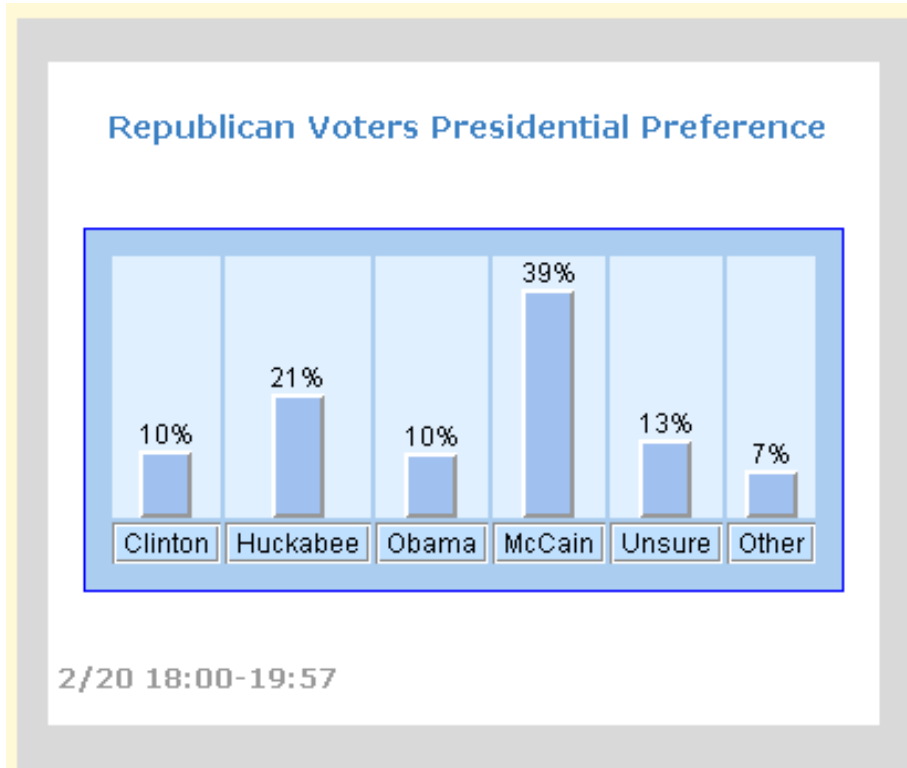
Tues. Feb. 19 – Poll taken among likely Latino Texas voters statewide with a history of voting in Democratic Primaries



	Outcome	Count	% of Dials	Count	% of Live	Count	%
	Total Dials	9,899					
	Live	4,736	48%				
	Ans Machine	1,267	13%				
	Busy	650	7%				
	No Answer or Not in Service	3,227	33%				
	Failed Connection	19	0%				
Q1	President		10%	975	21%		
1	Barack Obama					153	16%
2	Hillary Clinton					580	59%
3	Undecided					167	17%
4	Otherwise					75	8%
	margin of error 3.13%						
Q3	Going to vote		5%	495	10%		
1	Yes					427	86%
2	Maybe					38	8%
3	No					30	6%
	margin of error 4.40%						

Note: poll conducted Tuesday, February 19, 18:01 - 19:50
order of choices randomized across call groups

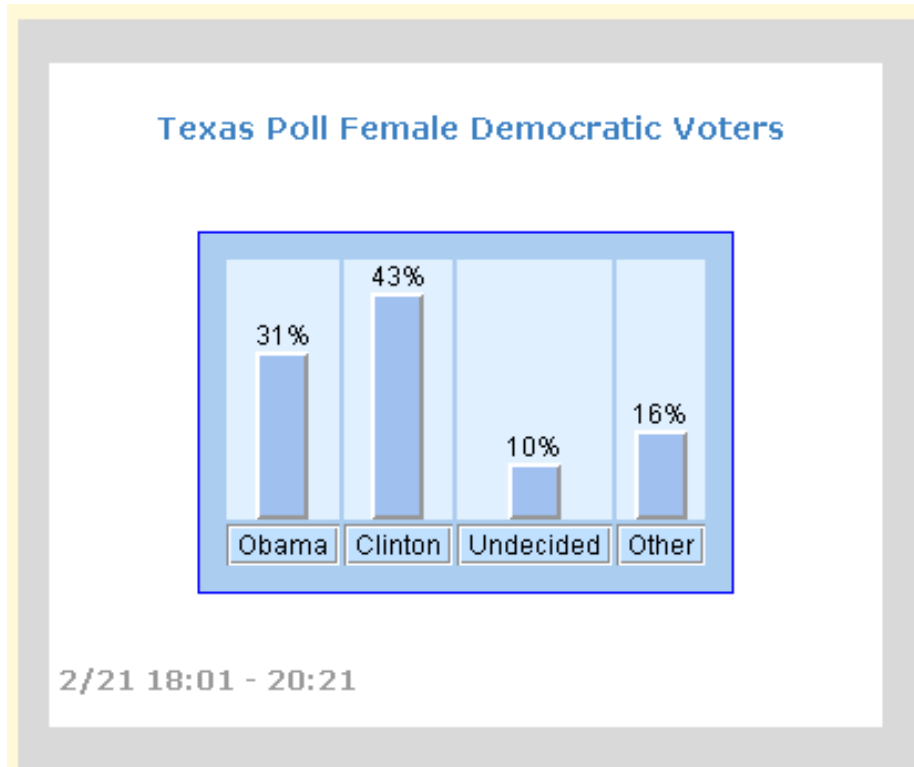
Wed. Feb. 20 – Poll taken among likely voters statewide with a strong previous history of voting in Republican Primaries



	Outcome	Count	% of Dials	Count	% of Live	Count	%
	Total Dials	9,937					
	Live	5,550	56%				
	Ans Machine	2,331	23%				
	Busy	280	3%				
	No Answer or Not in Service	1,763	18%				
	Failed Connection	13	0%				
Q1	President		13%	1,263	23%		
	Hillary Clinton					131	10%
	Mike Huckabee					259	21%
	Barack Obama					129	10%
	John McCain					497	39%
	Undecided					159	13%
	Otherwise					88	7%
	margin of error 2.76%						
Q3	Going to vote		10%	976	18%		
	Yes					907	93%
	Maybe					45	5%
	No					24	2%
	margin of error 3.13%						

Note: poll conducted Tuesday, February 20, 18:00 - 19:57
order of choices randomized across call groups

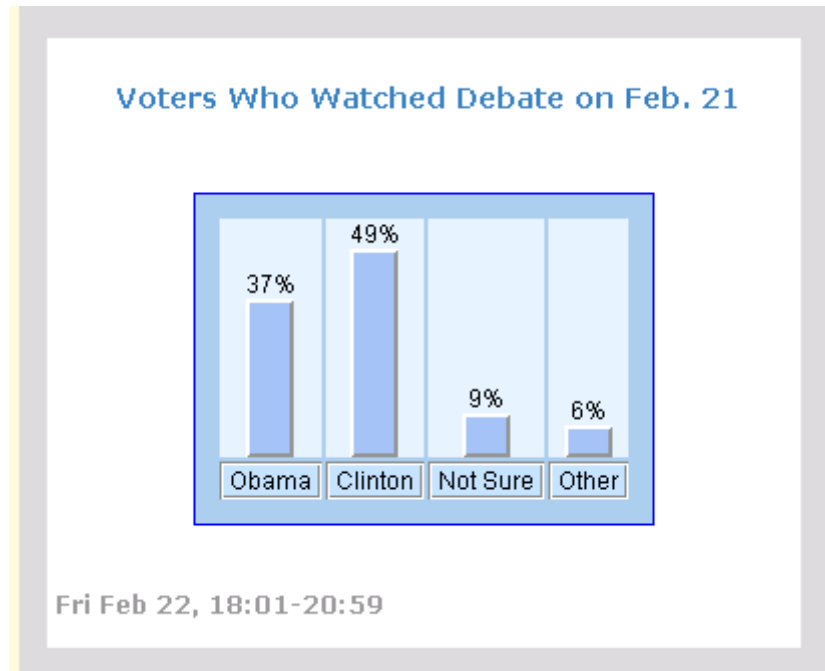
Thurs. Feb. 21 – Poll taken among likely women voters statewide who have history of voting in Democratic Primary



	Outcome	Respondents	Choice	%
Q1	President	637		
	Barack Obama		199	31%
	Hillary Clinton		275	43%
	Undecided		61	10%
	Otherwise		102	16%
	margin of error 3.88%			
Q3	Going to vote	460		
	Yes		416	90%
	Maybe		28	6%
	No		16	3%
	margin of error 4.57%			

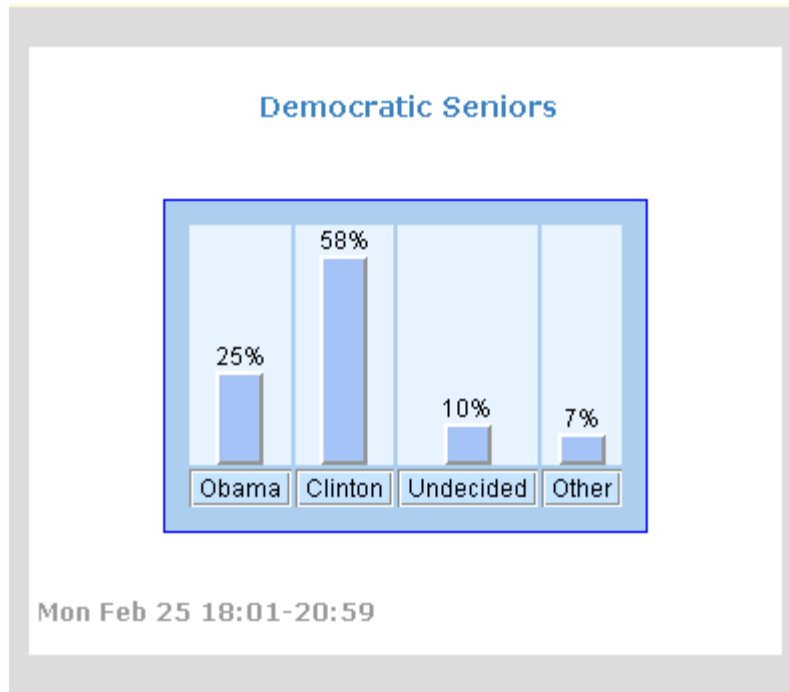
Note: poll conducted Thursday, February 21, 18:01 - 20:21
order of choices randomized across call groups

Fri. Feb. 22 – Poll taken among likely Democratic voters statewide who watched the Debate on Feb. 21st in Austin



	Saw Debate	Respondents	Choice	%
Q1	President	563		
	Barack Obama		206	37%
	Hillary Clinton		276	49%
	Undecided		49	9%
	Otherwise		32	6%
	margin of error 4.13%			
Q3	Going to vote	428		
	Yes		407	95%
	Maybe		11	3%
	No		10	2%
	margin of error 4.74%			

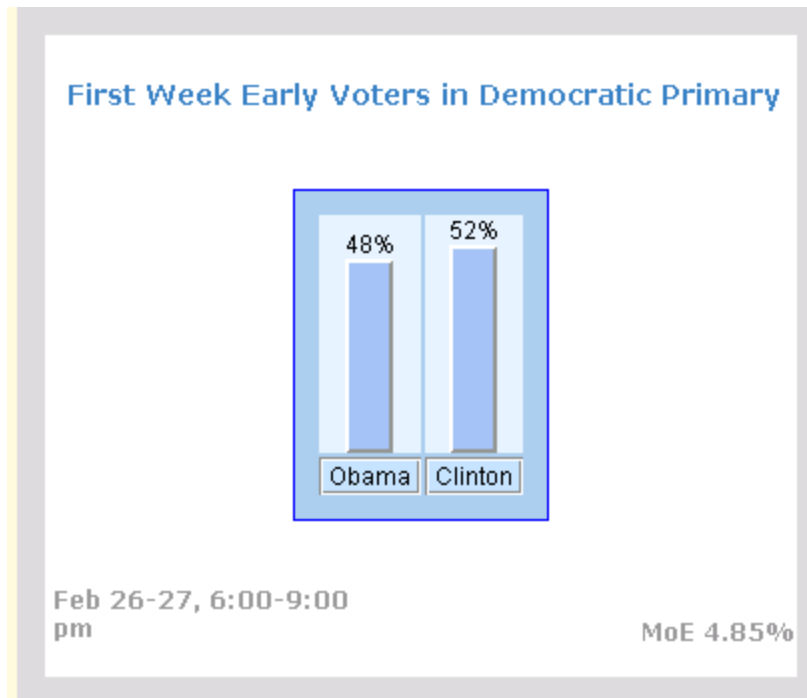
Mon. Feb. 25 – Poll taken among likely Texas Senior voters statewide with a previous history of voting in Democratic Primaries



	Texas Seniors	Respondents	Choice	%
Q1	President	970		
	Barack Obama		241	25%
	Hillary Clinton		567	58%
	Undecided		95	10%
	Otherwise		67	7%
	margin of error 3.14%			
Q3	Going to vote	684		
	Yes		643	94%
	Maybe		31	5%
	No		10	1%
	margin of error 3.74%			

Note: poll conducted Monday, February 25, 18:01 - 20:59
order of choices randomized across call groups

Tues/Wed. Feb. 26-27 – Poll taken among ACTUAL voters statewide who have ALREADY VOTED in the Mar. 4 DEMOCRATIC primary



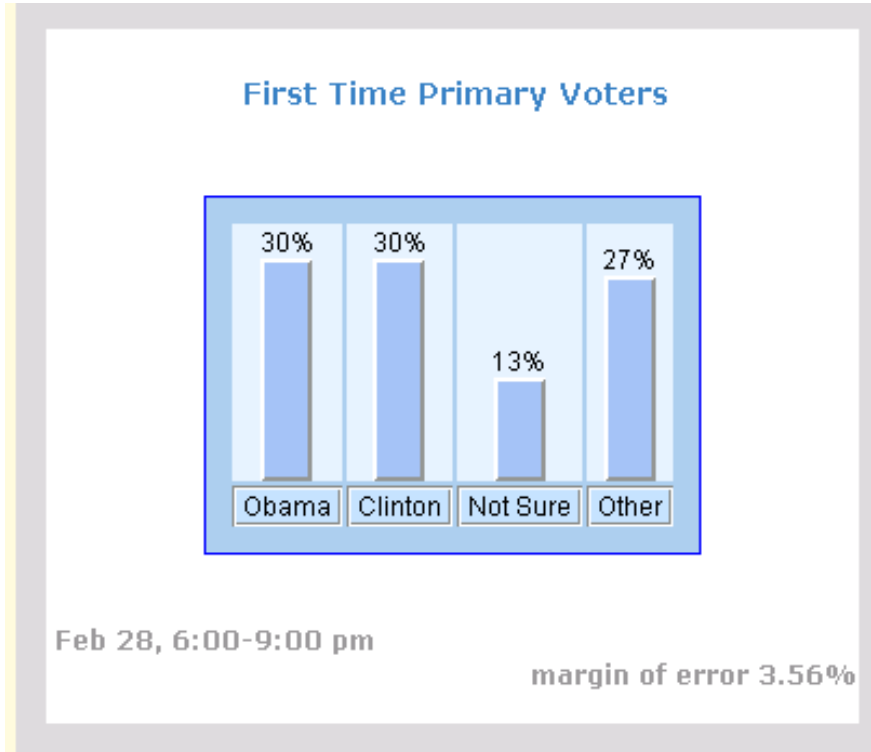
First Week Early Voters

	Already Voted	Respondents	Choice	%
Q1	President	408		
	Barack Obama		156	38%
	Hillary Clinton		168	41%
	Undecided		16	4%
	Otherwise		68	17%

margin of error 4.85%

Note: poll conducted Tuesday-Wednesday, February 26-27, 6-9 pm
order of choices randomized across call groups

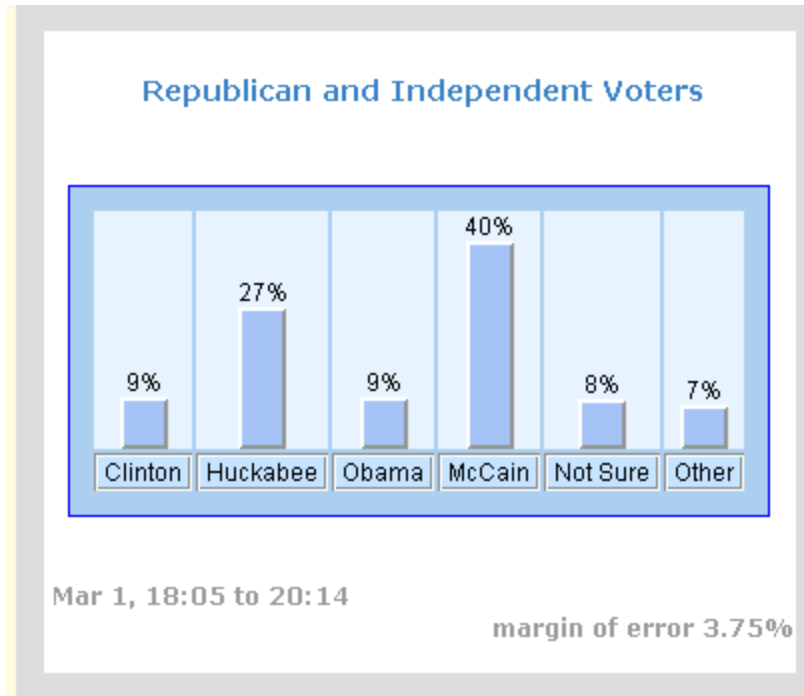
Thurs. Feb. 28 – Poll taken among FIRST TIME voters statewide



	First Time Primary Voters	Respondents	Choice	%
Q1	President	1,032		
	Barack Obama		306	30%
	Hillary Clinton		308	30%
	Undecided		135	13%
	Otherwise		283	27%
	margin of error 3.05%			
Q3	Going to vote	757		
	Yes		649	86%
	Maybe		60	8%
	No		48	6%
	margin of error 3,56%			

Note: poll conducted Thursday, February 28, 6 - 9 pm
order of choices randomized across call groups

Sat. Mar. 1 – Poll taken among Republicans & Independents statewide



	Outcome	Count	Count	Count	%
Q1	President		1,207		
	Hillary Clinton			106	9%
	Mike Huckabee			323	27%
	Barack Obama			106	9%
	John McCain			484	40%
	Undecided			99	8%
	Otherwise			89	7%
	margin of error 2.82%				
Q3	Going to vote		682		
	Yes			626	92%
	Maybe			36	5%
	No			20	3%
	margin of error 3.75%				

Note: poll conducted Saturday, March 1, 18:05 - 20:14
order of choices randomized across call groups