

Table 7-1  
QUESTION 4:

Now, what would you say is the most important issue facing you and your family today, that is, the one that you, yourself

BANNER 1

	BALLOT								IMPORTANT PROBLEMS						CANDIDATE	
	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
BASE=TOTAL SAMPLE	400	107	52	159	67	165	55	111	100	82	65	54	31	14	318	
	100%	27%	13%	40%	17%	41%	14%	28%	25%	21%	16%	13%	8%	4%	80%	
HEALTH ISSUES	100	24	11	35	12	51	19	32	100	-	-	-	-	-	81	
	25%	23%	21%	22%	18%	31%	35%	29%	100%	-	-	-	-	-	25%	
ECONOMIC	82	13	10	23	13	43	17	26	-	82	-	-	-	-	68	
	21%	12%	19%	14%	20%	26%	31%	24%	-	100%	-	-	-	-	21%	
OTHER/SPECIFIC LOCAL ISSUES	65	21	9	30	13	22	5	17	-	-	65	-	-	-	46	
	16%	20%	17%	19%	20%	13%	9%	15%	-	-	100%	-	-	-	14%	
GROWTH/TRANSPORTATION	54	16	5	21	11	21	10	11	-	-	-	54	-	-	42	
	13%	15%	9%	13%	17%	13%	18%	10%	-	-	-	100%	-	-	13%	
STATE/LOCAL GOVERNMENT	31	8	3	10	7	13	3	9	-	-	-	-	31	-	26	
	8%	7%	5%	6%	10%	8%	6%	8%	-	-	-	-	100%	-	8%	
TAXES	14	6	4	10	2	3	1	2	-	-	-	-	-	14	10	
	4%	6%	7%	6%	3%	2%	2%	2%	-	-	-	-	-	100%	3%	
CRIME	10	5	4	9	1	-	-	-	-	-	-	-	-	-	7	
	2%	5%	7%	6%	2%	-	-	-	-	-	-	-	-	-	5%	
EDUCATION	9	2	2	4	-	4	-	4	-	-	-	-	-	-	4	
	2%	2%	4%	2%	-	2%	-	4%	-	-	-	-	-	-	2%	
ENVIRONMENT	7	-	1	1	1	5	-	5	-	-	-	-	-	-	1	
	2%	-	2%	1%	1%	3%	-	5%	-	-	-	-	-	-	1%	
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HEALTH ISSUES	100	24	11	35	12	51	19	32	100	-	-	-	-	-	35	
	25%	23%	21%	22%	18%	31%	35%	29%	100%	-	-	-	-	-	23%	
RISING COST OF HEALTH CARE	41	10	3	13	2	26	12	14	4	-	-	-	-	-	12	
	10%	9%	6%	10%	2%	17%	12%	14%	4%	-	-	-	-	-	7%	
OTHER HEALTH	24	6	6	9	9	9	9	9	9	-	-	-	-	-	9	
	6%	6%	9%	6%	9%	6%	9%	9%	9%	-	-	-	-	-	6%	
CARING FOR THE ELDERLY/ SOC. SEC.	18	7	2	7	2	7	2	7	7	-	-	-	-	-	12	
	5%	7%	2%	7%	2%	7%	2%	7%	7%	-	-	-	-	-	8%	
ECONOMIC	82	13	1	19	1	19	1	19	19	-	-	-	-	-	29	
	21%	12%	19%	19%	1%	19%	1%	19%	19%	-	-	-	-	-	19%	
OTHER ECONOMIC	33	8	4	11	4	11	4	11	11	-	-	-	-	-	11	
	8%	7%	4%	11%	4%	11%	4%	11%	11%	-	-	-	-	-	8%	
ECONOMY/RECESSION	21	3	3	7	3	7	3	7	7	-	-	-	-	-	19	
	5%	3%	3%	7%	3%	7%	3%	7%	7%	-	-	-	-	-	6%	
LOW WAGES/FEW JOBS	17	-	7	7	7	7	7	7	7	-	-	-	-	-	12	
	4%	-	7%	7%	7%	7%	7%	7%	7%	-	-	-	-	-	4%	
OTHER/SPECIFIC LOCAL ISSUES	65	21	17	20	17	20	17	20	20	65	-	-	-	-	46	
	16%	20%	17%	20%	17%	20%	17%	20%	20%	100%	-	-	-	-	14%	

**Ranked Tables:**  
Ranking points, nets, or groups is routinely done in DataWise crosstabs.

Other options are available upon client request and specification.

**Ranked Banner Points:**  
Banner points may be ranked to match ranking in the stub tables, if desired

**Ranking Within Nets:**  
Nets can be ranked. Additionally, the individual data points that form that net can be also be ranked.

Multiple rankings or other options can be done at the client's request.

Continued

T I S E