



## DAILY TRACKER POLL – SEPTEMBER TO NOVEMBER 2008

### Nationwide Sample of Registered Voters September 11, 2008

**Direction/Priorities**

- I'd like to get your opinion about the way that things are going in the country today. Do you feel things in the country are generally going in the right direction, or do you think things are seriously off on the wrong track?

<u>DIRECTION OF COUNTRY</u>	<u>9/11</u>
Wrong Track	70%
Right Direction	20%

- And what is the most important issue facing the US today?

<u>MOST IMPORTANT ISSUE</u>	<u>9/11</u>
Economy in general	40%
War in Iraq - Oppose	8%
Gas/fuel/oil prices	7%
Poor healthcare/hospitals; high cost of health care	5%
Terrorism	5%
Unemployment/jobs	4%
War in Iraq – Support	3%
Dissatisfaction with government/ Congress/politicians/candidates	2%
High cost of living/inflation	2%
Taxes	1%
Moral values	1%
Environment/pollution	1%
International issues/problems	1%
Immigration/illegal aliens	1%
Outsourcing of jobs/jobs sent overseas	1%
Medicare issues	1%



Field Dates: September 8-10, 2008  
 Sample Size: 918 Registered Voters  
 Margin of Error: +/-3.2%

3 – 6. Please tell me if you have a favorable or unfavorable opinion of the following public figures. If you haven't heard of them, just tell me and we'll move on.

<b><u>IMAGES</u></b>	<b>9/11</b>	
	<b>Fav</b>	<b>Unfav</b>
John McCain	57%	37%
Barack Obama	53%	39%
Sarah Palin	50%	30%
Joe Biden	45%	31%

7. Do you approve or disapprove of the way George W. Bush is handling his job as president?

<b><u>BUSH APPROVAL</u></b>	<b>9/11</b>
Disapprove	67%
Approve	30%

8. Now thinking about the next elections for U.S. Congress, if the elections for U.S. Congress were held today, would you be voting for the (ROTATE) Democratic candidate or the Republican candidate?

<b><u>GENERIC CONGRESSIONAL BALLOT</u></b>	<b>9/11</b>
Democratic	43%
Republican	35%

9. Now, suppose that the presidential election were being held today, and it included (ROTATE) John McCain and Sarah Palin as the Republican candidates, and Barack Obama and Joe Biden as the Democratic candidates. Would you vote for McCain and Palin, the Republicans, or Obama and Biden, the Democrats? [IF UNDECIDED/ REFUSED, ASK:] Which way would you lean as of today?

<b><u>HEAD-TO-HEAD</u></b>	<b>9/11</b>
McCain-Palin	46%
Obama-Biden	44%
Undecided	8%



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10a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation’s healthcare?

<u>HEALTHCARE</u>	<b>9/11</b>
Obama	45%
McCain	36%

[N=454 / MARGIN OF ERROR=+/- 4.6%]

10b. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation’s economy?

<u>ECONOMY</u>	<b>9/11</b>
McCain	44%
Obama	43%

[N=464 / MARGIN OF ERROR=+/- 4.55%]

11a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling national security?

<u>NATIONAL SECURITY</u>	<b>9/11</b>
McCain	58%
Obama	33%

[N=454/ MARGIN OF ERROR=+/- 4.6%]

11b. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job managing America’s energy policies?

<u>ENERGY POLICIES</u>	<b>9/11</b>
Obama	44%
McCain	43%

[N=464 / MARGIN OF ERROR=+/- 4.55%]



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**(Q.12-13 ROTATED)**

12. Which candidate – (ROTATE) John McCain or Barack Obama – do you think is more prepared to lead the country?

<u><b>MORE PREPARED</b></u>	<b>9/11</b>
McCain	52%
Obama	37%

13. Which candidate – (ROTATE) John McCain or Barack Obama – do you think better understands the needs and priorities of people like yourself?

<u><b>BETTER UNDERSTANDS</b></u>	<b>9/11</b>
Obama	48%
McCain	40%

14. And, thinking again about Sarah Palin, the Republican nominee for Vice-President, assume for a moment that John McCain were elected President and she were elected Vice-President. How prepared do you think she is to serve as President if John McCain became unable to serve as President for some reason. Do you think she is...

<u><b>SARAH PALIN</b></u>	<b>9/11</b>
Prepared	49%
Unprepared	46%

15. And, thinking some more about Sarah Palin, which comes closer to your opinion... (ROTATE) Sarah Palin seems like a different kind of leader who offers a fresh, new perspective and inspires others... OR... Sarah Palin seems like just another politician who offers no new ideas and engages in negative politics.

<u><b>SARAH PALIN</b></u>	<b>9/11</b>
Different kind of leader	56%
Just another politician	30%

Conducted by:



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## Psychographics/Demographics

I only have a few more questions for statistical purposes...

16. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else? [IF REPUBLICAN OR DEMOCRAT ASK:] Do you consider yourself a strong (Republican/Democrat) or not so strong (Republican/Democrat)? [IF INDEPENDENT ASK:] Would you say that you lean toward Republicans or more toward the Democrats?

<u>PARTISAN AFFILIATION</u>	<u>9/11</u>
Democrat	42%
Republican	35%
Independent	20%

- A. Gender (BY OBSERVATION)

<u>GENDER</u>	<u>9/11</u>
Female	52%
Male	48%