

Conducted by:



Field Dates: September 30- October 2, 2008

Sample Size: 909 Registered Voters

Margin of Error: +/-3.3%

Note: Percentages less than 0.5 printed as *.

Each day data is based on a rolling 3-day average of 900+ interviews concluded the previous day.

DAILY TRACKER POLL – SEPTEMBER TO NOVEMBER 2008

Nationwide Sample of Registered Voters October 3, 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> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|-----------------------------|------|------|-------|-------|-------|
| Wrong Track | 82% | 84% | 85% | 83% | 82% |
| Right Direction | 9% | 9% | 8% | 8% | 8% |

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

| <u>MOST IMPORTANT ISSUE</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|---|------|------|-------|-------|-------|
| Economy in general | 60% | 59% | 58% | 58% | 59% |
| War in Iraq - Oppose | 4% | 4% | 5% | 4% | 4% |
| Terrorism | 3% | 3% | 3% | 3% | 4% |
| Poor healthcare/hospitals; high cost of health care | 3% | 3% | 3% | 3% | 3% |
| Gas/fuel/oil prices | 3% | 3% | 3% | 3% | 3% |
| Dissatisfaction with government/ Congress/politicians/candidates | 2% | 2% | 2% | 2% | 3% |
| Ethics/moral/religious/family decline | 1% | 2% | 2% | 2% | 2% |
| Unemployment/jobs | 2% | 2% | 2% | 2% | 1% |
| Moral values | 2% | 2% | 2% | 2% | 1% |
| War in Iraq – Support | 2% | 1% | 1% | 1% | 1% |
| High cost of living/inflation | 2% | 2% | 2% | 1% | 1% |
| International issues/problems | 1% | 1% | 1% | 1% | 1% |
| Education/poor education/access to education | 1% | 1% | 1% | 1% | 1% |
| Immigration/illegal aliens | 1% | 1% | 1% | 1% | *% |
| Environment/pollution | 1% | 1% | 1% | *% | *% |
| Taxes | *% | *% | *% | *% | *% |

Conducted by:



DIAGEO | The Hotline

Field Dates: September 30- October 2, 2008
 Sample Size: 909 Registered Voters
 Margin of Error: +/-3.3%

Note: Percentages less than 0.5 printed as *.
 Each day data is based on a rolling 3-day average of 900+ interviews concluded the previous day.

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.

| IMAGES | 9/29 | | 9/30 | | 10/01 | | 10/02 | | 10/03 | |
|---------------|-------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Fav | Unfav | Fav | Unfav | Fav | Unfav | Fav | Unfav | Fav | Unfav |
| John McCain | 50% | 43% | 50% | 44% | 49% | 44% | 51% | 42% | 53% | 40% |
| Barack Obama | 57% | 36% | 58% | 35% | 58% | 35% | 57% | 36% | 58% | 36% |
| Sarah Palin | 44% | 41% | 45% | 42% | 45% | 41% | 45% | 40% | 45% | 39% |
| Joe Biden | 45% | 33% | 46% | 32% | 46% | 32% | 47% | 32% | 49% | 31% |

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

| BUSH APPROVAL | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|----------------------|-------------|-------------|--------------|--------------|--------------|
| Disapprove | 68% | 68% | 66% | 67% | 68% |
| Approve | 28% | 29% | 30% | 30% | 28% |

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?

| GENERIC CONGRESSIONAL BALLOT | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|-------------------------------------|-------------|-------------|--------------|--------------|--------------|
| Democratic | 44% | 43% | 44% | 45% | 44% |
| Republican | 36% | 36% | 36% | 36% | 36% |

9. For roughly how long have you been registered to vote?

| REGISTERED TO VOTE | 10/02 | 10/03 |
|---------------------------|--------------|--------------|
| Less than 12 months | 7% | 6% |
| More than 12 months | 93% | 93% |

Conducted by:



DIAGEO | The Hotline

Field Dates: September 30- October 2, 2008
Sample Size: 909 Registered Voters
Margin of Error: +/-3.3%

Note: Percentages less than 0.5 printed as *.
Each day data is based on a rolling 3-day average of 900+ interviews concluded the previous day.

10. 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?

| <u>HEAD-TO-HEAD</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|---------------------|------|------|-------|-------|-------|
| McCain-Palin | 42% | 41% | 42% | 42% | 42% |
| Obama-Biden | 47% | 47% | 47% | 47% | 48% |
| Undecided | 8% | 10% | 9% | 10% | 9% |

11a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation’s healthcare?

| <u>HEALTHCARE</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|-------------------|------|------|-------|-------|-------|
| McCain | 34% | 33% | 33% | 33% | 32% |
| Obama | 48% | 49% | 50% | 49% | 50% |

[N=455 / MARGIN OF ERROR=+/- 4.6%]

11b. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation’s economy?

| <u>ECONOMY</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|----------------|------|------|-------|-------|-------|
| McCain | 38% | 38% | 39% | 39% | 38% |
| Obama | 44% | 45% | 47% | 47% | 47% |

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

12a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling national security?

| <u>NATIONAL SECURITY</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|--------------------------|------|------|-------|-------|-------|
| McCain | 55% | 55% | 53% | 55% | 54% |
| Obama | 34% | 34% | 35% | 35% | 36% |

[N=455 / MARGIN OF ERROR=+/- 4.6%]

Conducted by:



Field Dates: September 30- October 2, 2008

Sample Size: 909 Registered Voters

Margin of Error: +/-3.3%

Note: Percentages less than 0.5 printed as *.

Each day data is based on a rolling 3-day average of 900+ interviews concluded the previous day.

12b. 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> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|------------------------|------|------|-------|-------|-------|
| McCain | 39% | 41% | 40% | 40% | 38% |
| Obama | 47% | 46% | 46% | 43% | 45% |

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

(Q.13-14 ROTATED)

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

| <u>MORE PREPARED</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|----------------------|------|------|-------|-------|-------|
| McCain | 47% | 48% | 46% | 47% | 47% |
| Obama | 40% | 40% | 41% | 41% | 41% |

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

| <u>BETTER UNDERSTANDS</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|---------------------------|------|------|-------|-------|-------|
| McCain | 35% | 34% | 33% | 32% | 32% |
| Obama | 53% | 53% | 54% | 54% | 54% |

15. 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>SARAH PALIN</u> | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|--------------------|------|------|-------|-------|-------|
| Prepared | 43% | 43% | 43% | 43% | 42% |
| Unprepared | 53% | 53% | 52% | 52% | 53% |

Conducted by:



Field Dates: September 30- October 2, 2008
Sample Size: 909 Registered Voters
Margin of Error: +/-3.3%

Note: Percentages less than 0.5 printed as *.
Each day data is based on a rolling 3-day average of 900+ interviews concluded the previous day.

16. As you may know, Congress did not pass legislation Monday that was designed to help the financial markets. How much do you think this will affect your personal financial situation in the next 2-3 months?

| BAILOUT REJECTION | 10/02 | 10/03 |
|--------------------------|--------------|--------------|
| A great deal/somewhat | 60% | 61% |
| Not much/not at all | 32% | 31% |

17. In the last two months, have you been contacted directly by the McCain or Obama campaigns, either over the telephone or in-person?

| CAMPAIGN OUTREACH | 10/03 |
|--------------------------|--------------|
| McCain only | 7% |
| Obama only | 13% |
| Both | 12% |
| Neither | 66% |

Psychographics/Demographics

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

18. 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?

| PARTISAN AFFILIATION | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|-----------------------------|-------------|-------------|--------------|--------------|--------------|
| Democrat | 41% | 41% | 41% | 41% | 41% |
| Republican | 36% | 36% | 36% | 36% | 36% |
| Independent | 19% | 19% | 19% | 19% | 19% |

- A. Gender (BY OBSERVATION)

| GENDER | 9/29 | 9/30 | 10/01 | 10/02 | 10/03 |
|---------------|-------------|-------------|--------------|--------------|--------------|
| Female | 52% | 52% | 52% | 52% | 52% |