

Conducted by:



Field Dates: October 4- 6, 2008

Sample Size: 908 Likely 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 Likely Voters October 7, 2008

R1. For roughly how long have you been registered to vote?

REGISTERED TO VOTE	10/04	10/05	10/06	10/07
Less than 12 months	7%	6%	7%	5%
More than 12 months	93%	94%	93%	95%

L1. Which of the following describes how likely you are to vote in the upcoming Presidential election?

LIKELIHOOD TO VOTE	10/04	10/05	10/06	10/07
I have already voted absentee or early	6%	3%	4%	4%
Extremely likely	79%	80%	78%	80%
Very likely	16%	17%	18%	16%

Direction/Priorities

1. 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?

DIRECTION OF COUNTRY	10/04	10/05	10/06	10/07
Wrong Track	80%	80%	80%	80%
Right Direction	9%	10%	11%	10%

Conducted by:



Field Dates: October 4- 6, 2008

Sample Size: 908 Likely 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.

2. And what is the most important issue facing the US today?

<u>MOST IMPORTANT ISSUE</u>	10/04	10/05	10/06	10/07
Economy in general	59%	61%	61%	62%
War in Iraq - Oppose	4%	4%	4%	4%
Terrorism	4%	4%	4%	4%
Unemployment/jobs	4%	2%	3%	3%
Poor healthcare/hospitals; high cost of health care	2%	2%	3%	3%
Dissatisfaction with government/ Congress/politicians/candidates	2%	2%	1%	2%
Gas/fuel/oil prices	1%	3%	4%	2%
Moral values	2%	2%	2%	2%
War in Iraq – Support	1%	2%	2%	1%
High cost of living/inflation	3%	1%	1%	1%
Ethics/moral/religious/family decline	1%	1%	1%	1%
International issues/problems	1%	1%	1%	1%
Immigration/illegal aliens	1%	*%	*%	1%
Abortion – Pro-life	1%	1%	1%	1%
Environment/pollution	*%	*%	1%	*%
Education/poor education/access to education	*%	1%	1%	*%

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.

<u>IMAGES</u>	10/04		10/05		10/06		10/07	
	Fav	Unfav	Fav	Unfav	Fav	Unfav	Fav	Unfav
John McCain	54%	39%	53%	40%	53%	41%	53%	41%
Barack Obama	57%	38%	57%	37%	56%	37%	57%	37%
Sarah Palin	47%	39%	47%	39%	50%	39%	50%	40%
Joe Biden	52%	31%	53%	30%	55%	30%	55%	31%

Conducted by:



Field Dates: October 4- 6, 2008
Sample Size: 908 Likely 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.

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

BUSH APPROVAL	10/04	10/05	10/06	10/07
Disapprove	70%	69%	68%	67%
Approve	27%	27%	29%	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?

GENERIC CONGRESSIONAL BALLOT	10/04	10/05	10/06	10/07
Democratic	44%	43%	43%	43%
Republican	37%	36%	36%	37%

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?

HEAD-TO-HEAD	10/04	10/05	10/06	10/07
McCain-Palin	41%	41%	41%	44%
Obama-Biden	48%	48%	47%	46%
Undecided	9%	9%	10%	9%

Issues

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

HEALTHCARE	10/04	10/05	10/06	10/07
McCain	32%	31%	29%	32%
Obama	51%	52%	52%	50%

[N=457 / MARGIN OF ERROR=+/- 4.6%]

Conducted by:



DIAGEO | The Hotline

Field Dates: October 4- 6, 2008

Sample Size: 908 Likely 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.

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>	10/04	10/05	10/06	10/07
McCain	40%	40%	43%	42%
Obama	45%	44%	42%	42%

[N=451 / MARGIN OF ERROR=+/- 4.6%]

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

<u>NATIONAL SECURITY</u>	10/04	10/05	10/06	10/07
McCain	51%	47%	45%	48%
Obama	38%	41%	42%	42%

[N=457 / 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>	10/04	10/05	10/06	10/07
McCain	41%	40%	43%	43%
Obama	43%	45%	42%	42%

[N=451 / MARGIN OF ERROR=+/- 4.6%]

(Q.12-13 ROTATED)

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

<u>MORE PREPARED</u>	10/04	10/05	10/06	10/07
McCain	49%	47%	48%	49%
Obama	41%	41%	40%	40%

Conducted by:



Field Dates: October 4- 6, 2008
Sample Size: 908 Likely 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.

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

BETTER UNDERSTANDS	10/04	10/05	10/06	10/07
McCain	35%	36%	37%	37%
Obama	53%	52%	50%	51%

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...

SARAH PALIN	10/04	10/05	10/06	10/07
Prepared	44%	43%	45%	44%
Unprepared	52%	53%	51%	51%

Psychographics/Demographics

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

15. 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	10/04	10/05	10/06	10/07
Democrat	41%	41%	40%	40%
Republican	36%	36%	38%	38%
Independent	19%	19%	18%	18%

- A. Gender (BY OBSERVATION)

GENDER	10/04	10/05	10/06	10/07
Female	52%	52%	52%	52%
Male	48%	48%	48%	48%