

Conducted by:



Field Dates: October 3- 5, 2008

Sample Size: 909 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.

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## DAILY TRACKER POLL – SEPTEMBER TO NOVEMBER 2008

### Nationwide Sample of Likely Voters October 6, 2008

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

<b>REGISTERED TO VOTE</b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
Less than 12 months	7%	6%	7%	6%	7%
More than 12 months	93%	93%	93%	94%	93%

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

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

### 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?

<b>DIRECTION OF COUNTRY</b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
Wrong Track	83%	82%	80%	80%	80%
Right Direction	8%	8%	9%	10%	11%

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

<b><u>MOST IMPORTANT ISSUE</u></b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
Economy in general	58%	59%	59%	61%	61%
War in Iraq - Oppose	4%	4%	4%	4%	4%
Terrorism	3%	4%	4%	4%	4%
Gas/fuel/oil prices	3%	3%	4%	3%	4%
Unemployment/jobs	2%	1%	2%	2%	3%
Poor healthcare/hospitals; high cost of health care	3%	3%	2%	2%	3%
Moral values	2%	1%	1%	2%	2%
War in Iraq – Support	1%	1%	2%	2%	2%
High cost of living/inflation	1%	1%	1%	1%	1%
Dissatisfaction with government/ Congress/politicians/candidates	2%	3%	3%	2%	1%
Ethics/moral/religious/family decline	2%	2%	1%	1%	1%
International issues/problems	1%	1%	1%	1%	1%
Education/poor education/access to education	1%	1%	1%	1%	1%
Abortion – Pro-life	1%	1%	1%	1%	1%
Environment/pollution	*%	*%	*%	*%	1%
Immigration/illegal aliens	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.

<b><u>IMAGES</u></b>	<b>10/02</b>		<b>10/03</b>		<b>10/04</b>		<b>10/05</b>		<b>10/06</b>	
	<b>Fav</b>	<b>Unfav</b>	<b>Fav</b>	<b>Unfav</b>	<b>Fav</b>	<b>Unfav</b>	<b>Fav</b>	<b>Unfav</b>	<b>Fav</b>	<b>Unfav</b>
John McCain	51%	42%	53%	40%	54%	39%	53%	40%	53%	41%
Barack Obama	57%	36%	58%	36%	57%	38%	57%	37%	56%	37%
Sarah Palin	45%	40%	45%	39%	47%	39%	47%	39%	50%	39%
Joe Biden	47%	32%	49%	31%	52%	31%	53%	30%	55%	30%

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

<u>BUSH APPROVAL</u>	10/02	10/03	10/04	10/05	10/06
Disapprove	67%	68%	70%	69%	68%
Approve	30%	28%	27%	27%	29%

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?

<u>GENERIC CONGRESSIONAL BALLOT</u>	10/02	10/03	10/04	10/05	10/06
Democratic	45%	44%	44%	43%	43%
Republican	36%	36%	37%	36%	36%

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?

<u>HEAD-TO-HEAD</u>	10/02	10/03	10/04	10/05	10/06
McCain-Palin	42%	42%	41%	41%	41%
Obama-Biden	47%	48%	48%	48%	47%
Undecided	10%	9%	9%	9%	10%

**Vice-Presidential Debate**

10. Did you happen to watch any of the Vice Presidential debate Thursday night or not?

<u>DEBATE WATCH</u>	10/06
Yes, watched	77%
No, did not watch	23%

(ASK Q11 – Q14 ONLY IF Q10 = YES)

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11. How would you rate the job Joe Biden did in the debate: excellent, good, only fair, or poor?

<u>BIDEN DEBATE PERFORMANCE</u>	<b>10/06</b>
Excellent	24%
Good	53%
Only fair	17%
Poor	4%

[N=698 / MARGIN OF ERROR=+/- 3.7%]

12. How would you rate the job Sarah Palin did in the debate: excellent, good, only fair, or poor?

<u>PALIN DEBATE PERFORMANCE</u>	<b>10/06</b>
Excellent	20%
Good	42%
Only fair	25%
Poor	11%

[N=698 / MARGIN OF ERROR=+/- 3.7%]

13. Regardless of which candidate you happen to support, who do you think won the debate: (ROTATE) Joe Biden or Sarah Palin?

<u>WHO WON DEBATE</u>	<b>10/06</b>
Joe Biden	47%
Sarah Palin	28%
Neither	5%
Both equally	15%

[N=698 / MARGIN OF ERROR=+/- 3.7%]

14. And, as a result, would you say you are more likely to vote for (ROTATE) John McCain and Sarah Palin or Barack Obama and Joe Biden?

<u>DEBATE INFLUENCE ON VOTE</u>	<b>10/06</b>
More likely to vote for McCain-Palin	39%
More likely to vote for Obama-Biden	40%
Don't know/Can't say/Undecided	19%

[N=698 / MARGIN OF ERROR=+/- 3.7%]

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## Issues

15a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation’s healthcare?

<u>HEALTHCARE</u>	10/02	10/03	10/04	10/05	10/06
McCain	33%	32%	32%	31%	29%
Obama	49%	50%	51%	52%	52%

[N=446 / MARGIN OF ERROR=+/- 4.6%]

15b. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation’s economy?

<u>ECONOMY</u>	10/02	10/03	10/04	10/05	10/06
McCain	39%	38%	40%	40%	43%
Obama	47%	47%	45%	44%	42%

[N=462 / MARGIN OF ERROR=+/- 4.6%]

16a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling national security?

<u>NATIONAL SECURITY</u>	10/02	10/03	10/04	10/05	10/06
McCain	55%	54%	51%	47%	45%
Obama	35%	36%	38%	41%	42%

[N=446 / MARGIN OF ERROR=+/- 4.6%]

16b. 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>	10/02	10/03	10/04	10/05	10/06
McCain	40%	38%	41%	40%	43%
Obama	43%	45%	43%	45%	42%

[N=462 / MARGIN OF ERROR=+/- 4.6%]

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**(Q.17-18 ROTATED)**

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

<b><u>MORE PREPARED</u></b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
McCain	47%	47%	49%	47%	48%
Obama	41%	41%	41%	41%	40%

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

<b><u>BETTER UNDERSTANDS</u></b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
McCain	32%	32%	35%	36%	37%
Obama	54%	54%	53%	52%	50%

19. 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...

<b><u>SARAH PALIN</u></b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
Prepared	43%	42%	44%	43%	45%
Unprepared	52%	53%	52%	53%	51%

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## Psychographics/Demographics

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

20. 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?

<b><u>PARTISAN AFFILIATION</u></b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
Democrat	41%	41%	41%	41%	41%
Republican	36%	36%	36%	36%	36%
Independent	19%	19%	19%	19%	19%

- A. Gender (BY OBSERVATION)

<b><u>GENDER</u></b>	<b>10/02</b>	<b>10/03</b>	<b>10/04</b>	<b>10/05</b>	<b>10/06</b>
Female	52%	52%	52%	52%	52%
Male	48%	48%	48%	48%	48%