

Conducted by:



Field Dates: September 15-17, 2008

Sample Size: 912 Registered Voters

Margin of Error: +/-3.2%

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 September 18, 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>	9/14	9/15	9/16	9/17	9/18
Wrong Track	71%	72%	74%	74%	76%
Right Direction	18%	18%	17%	17%	15%

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

<u>MOST IMPORTANT ISSUE</u>	9/14	9/15	9/16	9/17	9/18
Economy in general	36%	37%	39%	40%	44%
War in Iraq - Oppose	8%	8%	8%	8%	7%
Gas/fuel/oil prices	9%	8%	9%	7%	6%
Terrorism	6%	6%	5%	5%	5%
Poor healthcare/hospitals; high cost of health care	5%	4%	3%	3%	4%
Dissatisfaction with government/ Congress/politicians/candidates	2%	1%	2%	2%	3%
Unemployment/jobs	2%	3%	2%	3%	3%
International issues/problems	1%	2%	2%	2%	2%
Moral values	2%	2%	2%	2%	2%
War in Iraq – Support	3%	3%	2%	1%	2%
High cost of living/inflation	1%	1%	1%	1%	1%
Environment/pollution	1%	2%	1%	1%	1%
Immigration/illegal aliens	2%	1%	1%	1%	1%
Taxes	1%	1%	1%	1%	1%
Ethics/moral/religious/family decline	*%	*%	1%	*%	1%
Middle class struggling	*%	*%	1%	*%	1%

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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	9/14		9/15		9/16		9/17		9/18	
	Fav	Unfav	Fav	Unfav	Fav	Unfav	Fav	Unfav	Fav	Unfav
John McCain	55%	40%	54%	40%	51%	41%	51%	41%	51%	42%
Barack Obama	54%	39%	52%	40%	54%	37%	54%	38%	56%	37%
Sarah Palin	49%	34%	48%	36%	47%	36%	47%	37%	49%	36%
Joe Biden	45%	31%	45%	32%	45%	32%	46%	32%	45%	32%

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

BUSH APPROVAL	9/14	9/15	9/16	9/17	9/18
Disapprove	63%	65%	66%	66%	65%
Approve	35%	33%	31%	31%	31%

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	9/14	9/15	9/16	9/17	9/18
Democratic	44%	42%	42%	43%	43%
Republican	35%	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?

HEAD-TO-HEAD	9/14	9/15	9/16	9/17	9/18
McCain-Palin	43%	43%	42%	42%	42%
Obama-Biden	45%	44%	46%	45%	46%
Undecided	10%	9%	10%	9%	8%

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DIAGEO | The Hotline

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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>	9/14	9/15	9/16	9/17	9/18
McCain	37%	38%	35%	34%	35%
Obama	43%	43%	45%	47%	44%

[N=446 / 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>	9/14	9/15	9/16	9/17	9/18
McCain	41%	40%	36%	39%	39%
Obama	50%	47%	47%	44%	44%

[N=465 / MARGIN OF ERROR=+/- 4.5%]

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

<u>NATIONAL SECURITY</u>	9/14	9/15	9/16	9/17	9/18
McCain	56%	57%	57%	56%	56%
Obama	34%	34%	36%	36%	35%

[N=446 / 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>	9/14	9/15	9/16	9/17	9/18
McCain	44%	42%	38%	40%	42%
Obama	47%	46%	50%	46%	46%

[N=465 / MARGIN OF ERROR=+/- 4.5%]



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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>MORE PREPARED</u>	9/14	9/15	9/16	9/17	9/18
McCain	52%	52%	50%	51%	51%
Obama	36%	35%	38%	38%	38%

13. 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>	9/14	9/15	9/16	9/17	9/18
McCain	37%	37%	35%	36%	37%
Obama	52%	51%	52%	52%	53%

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>SARAH PALIN</u>	9/14	9/15	9/16	9/17	9/18
Prepared	50%	50%	48%	48%	47%
Unprepared	45%	46%	48%	48%	49%

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>SARAH PALIN</u>	9/14	9/15	9/16	9/17	9/18
Different kind of leader	53%	55%	53%	54%	53%
Just another politician	33%	33%	36%	35%	36%

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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>	9/14	9/15	9/16	9/17	9/18
Democrat	43%	41%	41%	41%	41%
Republican	34%	36%	36%	36%	36%
Independent	20%	19%	19%	19%	19%

- A. Gender (BY OBSERVATION)

<u>GENDER</u>	9/14	9/15	9/16	9/17	9/18
Female	52%	52%	52%	52%	52%
Male	48%	48%	48%	48%	48%