

Conducted by:



Field Dates: September 26-28, 2008

Sample Size: 903 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 September 29, 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>	9/25	9/26	9/27	9/28	9/29
Wrong Track	81%	80%	80%	81%	82%
Right Direction	11%	10%	10%	9%	9%

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

<u>MOST IMPORTANT ISSUE</u>	9/25	9/26	9/27	9/28	9/29
Economy in general	58%	60%	60%	61%	60%
War in Iraq - Oppose	4%	4%	4%	4%	4%
Poor healthcare/hospitals; high cost of health care	4%	3%	3%	3%	3%
Gas/fuel/oil prices	3%	3%	2%	2%	3%
Terrorism	3%	2%	3%	3%	3%
Dissatisfaction with government/ Congress/politicians/candidates	3%	3%	3%	2%	2%
Unemployment/jobs	2%	2%	2%	2%	2%
War in Iraq – Support	2%	2%	2%	1%	2%
High cost of living/inflation	1%	1%	1%	1%	2%
Moral values	1%	1%	1%	1%	2%
Ethics/moral/religious/family decline	1%	1%	1%	1%	1%
Immigration/illegal aliens	1%	1%	1%	1%	1%
International issues/problems	1%	1%	1%	1%	1%
Education/poor education/access to education	1%	1%	1%	1%	1%
Environment/pollution	*%	*%	*%	1%	1%
Taxes	*%	1%	1%	1%	*%

Conducted by:



Field Dates: September 26-28, 2008

Sample Size: 903 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.

<b>IMAGES</b>	<b>9/25</b>		<b>9/26</b>		<b>9/27</b>		<b>9/28</b>		<b>9/29</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	53%	38%	54%	38%	53%	40%	51%	42%	50%	43%
Barack Obama	53%	41%	54%	39%	53%	39%	56%	37%	57%	36%
Sarah Palin	49%	35%	48%	36%	46%	38%	45%	40%	44%	41%
Joe Biden	44%	33%	42%	33%	41%	34%	42%	33%	45%	33%

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

<b>BUSH APPROVAL</b>	<b>9/25</b>	<b>9/26</b>	<b>9/27</b>	<b>9/28</b>	<b>9/29</b>
Disapprove	68%	69%	68%	69%	68%
Approve	29%	29%	29%	28%	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?

<b>GENERIC CONGRESSIONAL BALLOT</b>	<b>9/25</b>	<b>9/26</b>	<b>9/27</b>	<b>9/28</b>	<b>9/29</b>
Democratic	43%	46%	46%	45%	44%
Republican	35%	34%	34%	35%	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?

<b>HEAD-TO-HEAD</b>	<b>9/25</b>	<b>9/26</b>	<b>9/27</b>	<b>9/28</b>	<b>9/29</b>
McCain-Palin	43%	42%	43%	42%	42%
Obama-Biden	47%	49%	48%	47%	47%
Undecided	8%	7%	7%	8%	8%

Conducted by:



# DIAGEO | The Hotline

Field Dates: September 26-28, 2008

Sample Size: 903 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. Did you happen to watch any of the Presidential debate (tonight/ last night/ Friday night), or not?

<u>DEBATE</u>	9/28 (n=348, MoE=+/-5.2%)	9/29 (n=649, MoE=+/-3.8%)
Yes	59%	63%
No	40%	37%

[N=649 / MARGIN OF ERROR=+/- 3.8%]

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

<u>MCCAIN DEBATE RATING</u>	9/28 (n=206, MoE=+/-6.8%)	9/29 (n=406, MoE=+/-4.9%)
Excellent/Good	60%	53%
Only fair/Poor	37%	44%

[N=406 / MARGIN OF ERROR=+/- 4.9%]

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

<u>OBAMA DEBATE RATING</u>	9/28 (n=206, MoE=+/-6.8%)	9/29 (n=406, MoE=+/-4.9%)
Excellent/Good	67%	67%
Only fair/Poor	30%	30%

[N=406 / MARGIN OF ERROR=+/- 4.9%]

Conducted by:



# DIAGEO | The Hotline

Field Dates: September 26-28, 2008  
Sample Size: 903 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.

12. Regardless of which candidate you happen to support, who do you think won the debate:  
[rotate] John McCain or Barack Obama?

<u>DEBATE</u>	9/28 (n=206, MoE=+/-6.8%)	9/29 (n=406, MoE=+/-4.9%)
McCain	26%	24%
Obama	38%	41%
Both/equally	19%	20%

[N=406 / MARGIN OF ERROR=+/- 4.9%]

13. And, as a result, would you say you are more likely to vote for (ROTATE NAMES) John McCain or Barack Obama?

<u>DEBATE VOTE</u>	9/28 (n=206, MoE=+/-6.8%)	9/29 (n=406, MoE=+/-4.9%)
More likely McCain	34%	33%
More likely Obama	43%	43%
Don't know/undecided	20%	23%

[N=406 / MARGIN OF ERROR=+/- 4.9%]

14a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation's healthcare?

<u>HEALTHCARE</u>	9/25	9/26	9/27	9/28	9/29
McCain	37%	37%	40%	38%	34%
Obama	48%	49%	46%	46%	48%

[N=464 / MARGIN OF ERROR=+/- 4.5%]

14b. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation's economy?

<u>ECONOMY</u>	9/25	9/26	9/27	9/28	9/29
McCain	38%	34%	35%	34%	38%
Obama	45%	48%	46%	45%	44%

[N=439 / MARGIN OF ERROR=+/- 4.7%]

Conducted by:



# DIAGEO | The Hotline

Field Dates: September 26-28, 2008

Sample Size: 903 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.

15a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling national security?

<u>NATIONAL SECURITY</u>	9/25	9/26	9/27	9/28	9/29
McCain	55%	55%	58%	59%	55%
Obama	33%	35%	33%	33%	34%

[N=464 / MARGIN OF ERROR=+/- 4.5%]

15b. 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>	9/25	9/26	9/27	9/28	9/29
McCain	42%	38%	36%	36%	39%
Obama	43%	46%	46%	47%	47%

[N=439 / MARGIN OF ERROR=+/- 4.7%]

(Q.16-17 ROTATED)

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

<u>MORE PREPARED</u>	9/25	9/26	9/27	9/28	9/29
McCain	51%	50%	49%	49%	47%
Obama	39%	39%	39%	39%	40%

17. 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>	9/25	9/26	9/27	9/28	9/29
McCain	35%	35%	38%	36%	35%
Obama	50%	51%	51%	51%	53%

Conducted by:



Field Dates: September 26-28, 2008

Sample Size: 903 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.

18. 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>SARAH PALIN</b>	<b>9/25</b>	<b>9/26</b>	<b>9/27</b>	<b>9/28</b>	<b>9/29</b>
Prepared	46%	45%	44%	42%	43%
Unprepared	50%	51%	52%	54%	53%

### Psychographics/Demographics

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

19. 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>PARTISAN AFFILIATION</b>	<b>9/25</b>	<b>9/26</b>	<b>9/27</b>	<b>9/28</b>	<b>9/29</b>
Democrat	41%	41%	41%	41%	41%
Republican	36%	36%	36%	36%	36%
Independent	19%	19%	19%	19%	19%

- A. Gender (BY OBSERVATION)

<b>GENDER</b>	<b>9/25</b>	<b>9/26</b>	<b>9/27</b>	<b>9/28</b>	<b>9/29</b>
Female	52%	52%	52%	52%	52%
Male	48%	48%	48%	48%	48%