

Conducted by:



Field Dates: October 7- 9, 2008

Sample Size: 838 Likely Voters

Margin of Error: +/-3.4%

Note: Percentages less than 0.5 printed as \*.

Each day's data is based on a rolling 3-day average of 800+ likely voter interviews (out of 900+ registered voter interviews) concluded the previous day. This is based on at least 300 interviews conducted daily.

## DAILY TRACKER POLL – SEPTEMBER TO NOVEMBER 2008

### Nationwide Sample of Likely Voters October 10, 2008

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

<u>REGISTERED TO VOTE</u>	10/06	10/07	10/08	10/09	10/10
Less than 12 months	7%	5%	4%	4%	4%
More than 12 months	93%	95%	95%	96%	96%

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

<u>LIKELIHOOD TO VOTE</u>	10/06	10/07	10/08	10/09	10/10
Extremely likely	78%	80%	78%	83%	82%
Very likely	18%	16%	18%	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?

<u>DIRECTION OF COUNTRY</u>	10/06	10/07	10/08	10/09	10/10
Wrong Track	80%	80%	82%	83%	86%
Right Direction	11%	10%	9%	9%	10%

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

<b><u>MOST IMPORTANT ISSUE</u></b>	<b>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
Economy in general	61%	62%	62%	66%	67%
Unemployment/jobs	3%	3%	3%	3%	3%
Poor healthcare/hospitals; high cost of health care	3%	3%	3%	3%	3%
Dissatisfaction with government/ Congress/politicians/candidates	1%	2%	2%	2%	3%
War in Iraq - Oppose	4%	4%	3%	2%	2%
Gas/fuel/oil prices	4%	2%	2%	2%	2%
War in Iraq – Support	2%	1%	1%	2%	2%
Ethics/moral/religious/family decline	1%	1%	1%	1%	2%
International issues/problems	1%	1%	1%	1%	1%
Moral values	2%	2%	2%	1%	1%
Terrorism	4%	4%	4%	3%	1%
Immigration/illegal aliens	*%	1%	*%	1%	1%
High cost of living/inflation	1%	1%	1%	*%	1%
Education/poor education/access to education	1%	*%	1%	*%	1%
Abortion – Pro-life	1%	1%	1%	1%	*%
Environment/pollution	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.

<b><u>IMAGES</u></b>	<b>10/06</b>		<b>10/07</b>		<b>10/08</b>		<b>10/09</b>		<b>10/10</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%	41%	53%	41%	53%	41%	52%	42%	51%	41%
Barack Obama	56%	37%	57%	37%	56%	39%	57%	38%	57%	37%
Sarah Palin	50%	39%	50%	40%	50%	40%	46%	43%	45%	42%
Joe Biden	55%	30%	55%	31%	54%	32%	53%	32%	53%	31%

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# DIAGEO | The Hotline

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

<b>BUSH APPROVAL</b>	<b>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
Disapprove	68%	67%	67%	69%	70%
Approve	29%	30%	29%	28%	27%

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>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
Democratic	43%	43%	43%	43%	42%
Republican	36%	37%	38%	36%	34%

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>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
McCain-Palin	41%	44%	44%	41%	41%
Obama-Biden	47%	46%	45%	47%	48%
Undecided	10%	9%	9%	9%	7%

## Issues

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

<b>HEALTHCARE</b>	<b>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
McCain	29%	32%	34%	35%	34%
Obama	52%	50%	49%	50%	51%

**[N=419 / MARGIN OF ERROR=+/- 4.8%]**

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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>	10/06	10/07	10/08	10/09	10/10
McCain	43%	42%	42%	38%	38%
Obama	42%	42%	42%	44%	44%

[N=419 / MARGIN OF ERROR=+/- 4.8%]

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

<u>NATIONAL SECURITY</u>	10/06	10/07	10/08	10/09	10/10
McCain	45%	48%	51%	53%	53%
Obama	42%	42%	37%	37%	35%

[N=419 / MARGIN OF ERROR=+/- 4.8%]

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>	10/06	10/07	10/08	10/09	10/10
McCain	43%	43%	46%	41%	37%
Obama	42%	42%	40%	44%	48%

[N=419 / MARGIN OF ERROR=+/- 4.8%]

**(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>	10/06	10/07	10/08	10/09	10/10
McCain	48%	49%	50%	49%	47%
Obama	40%	40%	37%	38%	39%

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

<b>BETTER UNDERSTANDS</b>	<b>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
McCain	37%	37%	38%	35%	35%
Obama	50%	51%	49%	52%	52%

- 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...

<b>SARAH PALIN</b>	<b>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
Prepared	45%	44%	45%	41%	45%
Unprepared	51%	51%	50%	53%	51%

<b>Psychographics/Demographics</b>
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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?

<b>PARTISAN AFFILIATION</b>	<b>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
Democrat	40%	40%	41%	41%	41%
Republican	38%	38%	36%	36%	37%
Independent	18%	18%	18%	18%	18%

- A. Gender (BY OBSERVATION)

<b>GENDER</b>	<b>10/06</b>	<b>10/07</b>	<b>10/08</b>	<b>10/09</b>	<b>10/10</b>
Female	52%	52%	52%	52%	52%
Male	48%	48%	48%	48%	48%