

Conducted by:



Field Dates: October 31- November 2, 2008

Sample Size: 887 Likely Voters

Margin of Error: +/-3.3%

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.

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## DAILY TRACKER POLL – SEPTEMBER TO NOVEMBER 2008

### Nationwide Sample of Likely Voters November 3, 2008

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

<u>REGISTERED TO VOTE</u>	10/30	10/31	11/01	11/02	11/03
Less than 12 months	7%	7%	6%	4%	4%
More than 12 months	93%	93%	94%	96%	96%

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

<u>LIKELIHOOD TO VOTE</u>	10/30	10/31	11/01	11/02	11/03
Extremely likely	71%	67%	65%	64%	65%
Very likely	9%	10%	10%	8%	7%
Have already voted absentee or early	19%	23%	25%	27%	27%

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**Direction/Priorities**

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

<b><u>MOST IMPORTANT ISSUE</u></b>	<b>10/30</b>	<b>10/31</b>	<b>11/01</b>	<b>11/02</b>	<b>11/03</b>
Economy in general	59%	60%	59%	58%	56%
Poor healthcare/hospitals; high cost of health care	3%	3%	4%	4%	4%
Terrorism	3%	3%	4%	5%	4%
War in Iraq - Oppose	3%	3%	3%	3%	3%
Dissatisfaction with government/ Congress/politicians/candidates	2%	3%	3%	3%	2%
War in Iraq – Support	2%	1%	1%	1%	2%
Unemployment/jobs	2%	2%	2%	1%	2%
Abortion – Pro-life	1%	1%	1%	1%	2%
Moral values	2%	1%	1%	1%	1%
Gas/fuel/oil prices	1%	1%	1%	1%	1%
International issues/problems	1%	1%	1%	1%	1%
Environment/pollution	1%	1%	1%	1%	1%
Immigration/illegal aliens	*%	1%	1%	1%	1%
Ethics/moral/religious/family decline	1%	*%	*%	*%	1%
Education/poor education/access to education	1%	1%	1%	1%	*%
High cost of living/inflation	*%	*%	*%	*%	*%

2 – 5. 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>10/30</b>		<b>10/31</b>		<b>11/01</b>		<b>11/02</b>		<b>11/03</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	52%	42%	51%	42%	52%	42%	53%	41%	53%	42%
Barack Obama	55%	40%	58%	37%	57%	38%	56%	39%	54%	41%
Sarah Palin	46%	45%	46%	44%	46%	45%	47%	45%	48%	46%
Joe Biden	49%	36%	50%	35%	51%	35%	52%	34%	53%	35%

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# DIAGEO | The Hotline

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

<b><u>BUSH APPROVAL</u></b>	<b>10/30</b>	<b>10/31</b>	<b>11/01</b>	<b>11/02</b>	<b>11/03</b>
Disapprove	67%	68%	67%	67%	68%
Approve	29%	28%	29%	30%	30%

7. 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><u>GENERIC CONGRESSIONAL BALLOT</u></b>	<b>10/30</b>	<b>10/31</b>	<b>11/01</b>	<b>11/02</b>	<b>11/03</b>
Democratic	46%	46%	45%	45%	44%
Republican	38%	37%	38%	38%	39%

8. 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><u>HEAD-TO-HEAD</u></b>	<b>10/30</b>	<b>10/31</b>	<b>11/01*</b>	<b>11/02*</b>	<b>11/03*</b>
McCain-Palin	42%	41%	44%	45%	45%
Obama-Biden	48%	48%	51%	50%	50%
Undecided	6%	6%	5%	5%	5%

## Issues

9a. Which candidate – (ROTATE) John McCain or Barack Obama – do you think would do the best job handling the nation's economy?

<b><u>ECONOMY</u></b>	<b>10/30</b>	<b>10/31</b>	<b>11/01</b>	<b>11/02</b>	<b>11/03</b>
McCain	36%	37%	40%	40%	42%
Obama	49%	48%	46%	46%	47%

[N=429 MARGIN OF ERROR=+/- 4.7%]

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9b. 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>	10/30	10/31	11/01	11/02	11/03
McCain	38%	36%	37%	39%	42%
Obama	47%	50%	50%	50%	48%

[N=458 MARGIN OF ERROR=+/- 4.6%]

(Q.10-11 ROTATED)

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

<u>MORE PREPARED</u>	10/30	10/31	11/01	11/02	11/03
McCain	47%	46%	47%	48%	49%
Obama	43%	42%	42%	42%	43%

11. 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>	10/30	10/31	11/01	11/02	11/03
McCain	38%	37%	37%	38%	39%
Obama	51%	51%	51%	50%	50%

**Psychographics/Demographics**

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

12. 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>	10/30	10/31	11/01	11/02	11/03
Democrat	41%	42%	42%	42%	41%
Republican	37%	36%	36%	36%	36%
Independent	17%	18%	18%	18%	17%

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A. Gender (BY OBSERVATION)

<u>GENDER</u>	10/30	10/31	11/01	11/02	11/03
Female	52%	52%	52%	52%	52%
Male	48%	48%	48%	48%	48%

\* Based on an analysis of responses to questions on candidates' images, partisan identification and demographics, "Refused" responses in the head-to-head question were assigned either to Obama, McCain or Undecided.