

30 October 2008
Polling was conducted by telephone October 28-29, 2008, in the evenings. The total sample is 1100 registered voters (RV) nationwide, with a margin of error of $\pm 3$ percentage points. A sub-sample of 924 has been defined as likely voters (LV), with a margin of error of $\pm 3$ percentage points.

Democrat LV $\mathrm{n}=379$, $\pm 5$; Republican $\mathrm{LV} \mathrm{n}=364$, $\pm 5$; independent LV $\mathrm{n}=146, \pm 8$
Obama supporters LV $\mathrm{n}=439$, $\pm 5$; McCain supporters LV $\mathrm{n}=405$, $\pm 5$

1. Right now, how interested are you in the 2008 presidential election? Are you:

| Extremely interested |  | Very interested | Somewhat interested | Not at all interested | (Don't know) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | 66\% | 34 |  | , | (Don'thow) |
| Democrats | 62\% | 38 | - | - | - |
| Republicans | 70\% | 30 | - | - | - |
| Independents | 67\% | 33 | - | - | - |
| 20-21 Oct 08 LV | 64\% | 36 | - | - | - |
| Democrats | 66\% | 34 | - | - | - |
| Republicans | 64\% | 36 | - | - | - |
| Independents | 63\% | 37 | - | - | - |
| REGISTERED VOTER | TREND |  |  |  |  |
| 28-29 Oct 08 | 56\% | 29 | 12 | 3 | - |
| 20-21 Oct 08 | 56\% | 32 | 11 | 1 | - |
| 8-9 Oct 08 | 54\% | 32 | 12 | 2 | - |
| Democrats | 58\% | 33 | 8 | 1 | - |
| Republicans | 58\% | 28 | 12 | 2 | - |
| Independents | 43\% | 38 | 17 | 2 | - |
| 22-23 Sep 08 | 50\% | 35 | 12 | 2 | - |
| Democrats | 54\% | 34 | 8 | 4 | - |
| Republicans | 48\% | 39 | 12 | 1 | - |
| Independents | 42\% | 36 | 19 | 3 | 1 |

2. Did you register to vote in the last two years or have you been registered to vote longer than that?
SCALE: 1. Registered in the last two years 2. Registered to vote earlier than two years ago 3. (Don't know/Refused)

Registered in
last two years
28-29 Oct 08 LV
11\%
-21 Oct 08 LV 14\%
REGISTERED VOTER TREND
28-29 Oct 08 13\%
20-21 Oct 08 15\%
8-9 Oct 08 11\%

| Registered |  |
| :---: | :---: |
| earlier | (Don't know/ |
| Refused) |  |

88
86

87 $84 \quad 1$
88
-
1
(Don't know/ Refused)
-
1
3. If the 2008 presidential election were held today, would you vote for: (ROTATE)
SCALE: 1. Democrats Barack Obama and Joe Biden 2. Republicans John McCain and Sarah Palin 3. (Other) 4. (Don't know) 5. (Would not vote)

|  | Obama | McCain | (Other) | (Don't know) | (Would not vote) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | 47\% | 44 | 2 | 6 | 1 |
| Democrats | 89\% | 5 | 1 | 4 | - |
| Republicans | 7\% | 88 | 1 | 4 | - |
| Independents | 46\% | 41 | 4 | 8 | 1 |
| 20-21 Oct 08 LV | 49\% | 40 | 2 | 8 | - |
| Democrats | 88\% | 7 | 1 | 4 | - |
| Republicans | 9\% | 83 | 1 | 6 | - |
| Independents | 44\% | 35 | 6 | 14 | - |
| REGISTERED VOTER | TREND |  |  |  |  |
| 28-29 Oct 08 | 46\% | 43 | 3 | 8 | 1 |
| 20-21 Oct 08 | 48\% | 38 | 3 | 11 | 1 |
| Democrats | 85\% | 8 | 1 | 5 | 1 |
| Republicans | 11\% | 79 | 1 | 9 | - |
| Independents | 41\% | 32 | 7 | 20 | 1 |
| 8-9 Oct 08 | 46\% | 39 | 3 | 11 | 1 |
| Democrats | 86\% | 7 | 1 | 6 | - |
| Republicans | 7\% | 83 | 1 | 8 | - |
| Independents | 34\% | 32 | 7 | 24 | 2 |
| 22-23 Sep 08 | 45\% | 39 | 2 | 13 | 1 |
| Democrats | 84\% | 5 | 1 | 9 | 1 |
| Republicans | 6\% | 86 | - | 8 | - |
| Independents | 36\% | 31 | 3 | 29 | 1 |
| 8-9 Sep 08* | 42\% | 45 | 2 | 10 | 2 |
| Democrats | 79\% | 9 | 1 | 10 | 1 |
| Republicans | 5\% | 88 | 1 | 6 | 1 |
| Independents | 31\% | 46 | 4 | 15 | 3 |
| 19-20 Aug 08 | 42\% | 39 | 4 | 14 | 1 |
| Democrats | 78\% | 8 | 3 | 10 | 1 |
| Republicans | 8\% | 82 | 2 | 8 | - |
| Independents | 31\% | 30 | 8 | 28 | 3 |

*First time included vice presidential running mates

|  | Obama | McCain | (Other/Don't know) |
| :--- | ---: | ---: | :---: |
| $22-23$ Jul 08 | $41 \%$ | 40 | 19 |
| $17-18$ Jun 08 | $45 \%$ | 41 | 14 |
| $28-29$ Apr 08 | $43 \%$ | 46 | 11 |
| $18-19$ Mar 08 | $43 \%$ | 44 | 13 |
| $19-20$ Feb 08 | $47 \%$ | 43 | 10 |
| $30-31$ Jan 08 | $44 \%$ | 43 | 13 |
| $18-19$ Dec 07 | $40 \%$ | 44 | 17 |
| $25-26$ Sep 07 | $40 \%$ | 38 | 22 |
| $17-18$ Jul 07 | $47 \%$ | 37 | 16 |
| $5-6$ Dec 06 | $30 \%$ | 49 | 21 |
| $24-25$ Oct 06 LV | $38 \%$ | 41 | 21 |

4. (Skip if Q3=Other/DK/Would not vote) Do you support (insert candidate choice) strongly or only somewhat?
SCALE: 1. Strongly support 2. Only somewhat support 3. (Don't know) Strongly Somewhat Don't know
28-29 Oct 08 LV
Obama supporters
McCain supporters
$28-29$ Oct 08 RV
$83 \%$
$88 \%$
$78 \%$

| 17 | - |
| :--- | :--- |
| 12 | - |
| 22 | - |
| 22 | - |

5. Do you approve or disapprove of the job George W. Bush is doing as president?
*** Bush Job Ratings Summary ***
Approve Disapprove (Don't know)

| Most recent (28-29 Oct 08 LV) | $30 \%$ | 66 | 4 |
| :--- | :--- | :--- | :--- |
| Highest (14-15 Nov 01) | $88 \%$ | 7 | 5 |
| Lowest (8-9 Oct 08) | $25 \%$ | 69 | 5 |
|  |  |  |  |


| Dis |  |  |  |  | Dis |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | prove | approve | (DK) |  | Approve | approve | (DK) |
| 28-29 Oct 08 LV | 30\% | 66 | 4 | 5-6 Jun 07 | 34\% | 57 | 9 |
| 20-21 Oct 08 LV | 29\% | 66 | 5 | 15-16 May 07 | 34\% | 56 | 10 |
| REGISTERED VOTER | TREND |  |  | 17-18 Apr 07 | 38\% | 54 | 8 |
| 28-29 Oct 08 | 29\% | 67 | 4 | 27-28 Mar 07 | 33\% | 61 | 6 |
| 20-21 Oct 08 | 28\% | 66 | 5 | 27-28 Feb 07 | 34\% | 57 | 8 |
| 8-9 Oct 08 | 25\% | 69 | 5 | 13-14 Feb 07 | 35\% | 56 | 9 |
| 22-23 Sep 08 | 26\% | 66 | 8 | 30-31 Jan 07 | 38\% | 54 | 8 |
| 8-9 Sep 08 | 32\% | 64 | 4 | 16-17 Jan 07 | 35\% | 58 | 7 |
| 19-20 Aug 08 | 28\% | 67 | 5 | 5-6 Dec 06 | 38\% | 54 | 9 |
| 22-23 Jul 08 | 27\% | 66 | 7 | 4-5 Nov 06 LV | 38\% | 54 | 8 |
| 17-18 Jun 08 | 29\% | 64 | 7 | 24-25 Oct 06 LV | 40\% | 53 | 6 |
| 28-29 Apr 08 | 32\% | 60 | 8 | 10-11 Oct 06 LV | 40\% | 56 | 4 |
| 18-19 Mar 08 | 30\% | 60 | 10 | 26-27 Sep 06 LV | 42\% | 54 | 4 |
| 19-20 Feb 08 | 32\% | 59 | 9 | 12-13 Sep 06 LV | 40\% | 49 | 10 |
| 30-31 Jan 08 | 33\% | 60 | 7 | 29-30 Aug 06 | 38\% | 56 | 6 |
| 18-19 Dec 07 | 36\% | 57 | 6 | 8-9 Aug 06 | 36\% | 56 | 8 |
| 13-14 Nov 07 | 36\% | 56 | 8 | 11-12 Jul 06 | 36\% | 53 | 11 |
| 23-24 Oct 07 | 35\% | 55 | 9 | 27-28 Jun 06 | 41\% | 50 | 9 |
| 9-10 Oct 07 | 35\% | 56 | 9 | 13-14 Jun 06 | 40\% | 52 | 8 |
| 25-26 Sep 07 | 34\% | 58 | 8 | 16-18 May 06 | 35\% | 56 | 8 |
| 11-12 Sep 07 | 37\% | 58 | 6 | 2-3 May 06 | 38\% | 53 | 9 |
| 21-22 Aug 07 | 33\% | 56 | 11 | 18-19 Apr 06 | 33\% | 57 | 10 |
| 17-18 Jul 07 | 32\% | 61 | 7 | 4-5 Apr 06 | 36\% | 53 | 10 |
| 26-27 Jun 07 | 31\% | 60 | 9 | 14-15 Mar 06 | 39\% | 51 | 11 |

6. Do you approve or disapprove of the job Congress is doing?


| $14-15$ | Mar 06 | $29 \%$ | 55 | 16 | $13-14$ | Dec | 05 | $30 \%$ | 52 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $24-25$ | Jan 06 | $34 \%$ | 51 | 16 | $13-14$ | Sep | 05 | $34 \%$ | 49 |

7.     - 12. I'm going to read you the names of several groups and individuals. Please tell me whether you have a generally favorable or unfavorable opinion of each one. If you've never heard of a particular individual or group please just say so. (RANDOMIZE)
SCALE: 1. Favorable 2. Unfavorable 3. (Can't say) 4. Never heard of

|  |  | VOTER <br> Unfav orable | $\begin{aligned} & \text { SUMM } \\ & \text { Can' } \\ & \text { say } \end{aligned}$ | RY CH <br> Never heard |
| :---: | :---: | :---: | :---: | :---: |
| Barack Obama | 56\% | 40 | 3 | - |
| Joe Biden | 55\% | 37 | 7 | 2 |
| John McCain | 54\% | 42 | 3 | - |
| Sarah Palin | 49\% | 46 | 4 | 1 |
| Democratic Party | 52\% | 44 | 5 | - |
| Republican Party | 46\% | 50 | 4 | - |


|  | Favor able | Unfav orable | $\begin{aligned} & \text { Can't } \\ & \text { say } \end{aligned}$ | Never heard |  |  | Favor able | Unfav orable | $\begin{aligned} & \text { Can't } \\ & \text { say } \end{aligned}$ | Never heard |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barack Obama |  |  |  |  |  |  |  |  |  |  |
| 28-29 Oct 08 LV | 56\% | 40 | 3 | - | 17-18 Jun 08 |  | 58\% | 32 | 10 | - |
| 20-21 Oct 08 LV | 60\% | 35 | 4 | - | 28-29 Apr 08 |  | 47\% | 42 | 11 | - |
| REGISTERED VOTER | TREND |  |  |  | 19-20 Feb 08 |  | 54\% | 33 | 12 | - |
| 28-29 Oct 08 | 56\% | 40 | 4 | - | 18-19 Dec 07 |  | 49\% | 33 | 15 | 3 |
| 20-21 Oct 08 | 60\% | 34 | 6 | - | 13-14 Nov 07 |  | 50\% | 34 | 11 | 4 |
| 8-9 Oct 08 | 60\% | 34 | 7 | - | 11-12 Sep 07 |  | 51\% | 25 | 16 | 8 |
| 22-23 Sep 08 | 57\% | 33 | 10 | - | 26-27 Jun 07 |  | 46\% | 30 | 17 | 8 |
| 8-9 Sep 08 | 57\% | 36 | 7 | - | 17-18 Apr 07 |  | 47\% | 23 | 19 | 11 |
| 19-20 Aug 08 | 59\% | 35 | 6 | - | 30-31 Jan 07 |  | 41\% | 20 | 20 | 18 |
| 22-23 Jul 08 | 58\% | 33 | 8 | - |  |  |  |  |  |  |
|  | Favor <br> able | Unfav orable | $\begin{aligned} & \text { Can't } \\ & \text { say } \end{aligned}$ | Never heard |  |  | Favor able | Unfav orable | $\begin{aligned} & \text { Can't } \\ & \text { say } \end{aligned}$ | Never heard |
| John McCain |  |  |  |  |  |  |  |  |  |  |
| 28-29 Oct 08 LV | 54\% | 42 | 3 | - | 30-31 Jan 07 |  | 45\% | 29 | 18 | 8 |
| 20-21 Oct 08 LV | 55\% | 41 | 4 | - | 16-18 May 06 |  | 49\% | 25 | 18 | 7 |
| REGISTERED VOTER | TREND |  |  |  | 7-8 Feb 06 |  | 54\% | 18 | 19 | 9 |
| 28-29 Oct 08 | 54\% | 42 | 4 | - | 13-14 Dec 05 |  | 56\% | 18 | 18 | 7 |
| 20-21 Oct 08 | 55\% | 40 | 5 | - | 30-31 Aug 05 |  | 57\% | 15 | 18 | 10 |
| 8-9 Oct 08 | 53\% | 40 | 7 | - | 24-25 Aug 04 | LV | 57\% | 16 | 19 | 8 |
| 22-23 Sep 08 | 54\% | 38 | 8 | - | 6-7 Jun 01 |  | 57\% | 18 | 18 | 7 |
| 8-9 Sep 08 | 60\% | 33 | 7 | - | 28-29 Mar 01 |  | 54\% | 17 | 22 | 7 |
| 19-20 Aug 08 | 60\% | 34 | 6 | - | 8-9 Mar 00 |  | 50\% | 28 | 17 | 5 |
| 22-23 Jul 08 | 54\% | 38 | 9 | - | 23-24 Feb 00 |  | 57\% | 19 | 19 | 5 |
| 17-18 Jun 08 | 58\% | 32 | 10 | 1 | 9-10 Feb 00 |  | 54\% | 15 | 20 | 11 |
| 28-29 Apr 08 | 49\% | 37 | 13 | 1 | 26-27 Jan 00 |  | 42\% | 17 | 22 | 19 |
| 19-20 Feb 08 | 52\% | 33 | 13 | 2 | 12-13 Jan 00 |  | 45\% | 13 | 22 | 20 |
| 18-19 Dec 07 | 53\% | 29 | 13 | 5 | 6-7 Dec 99 |  | 41\% | 11 | 18 | 30 |
| 13-14 Nov 07 | 48\% | 31 | 14 | 7 | 17-18 Nov 99 |  | 33\% | 10 | 19 | 38 |
| 11-12 Sep 07 | 49\% | 30 | 14 | 6 | 3-4 Nov 99 |  | 30\% | 12 | 23 | 35 |
| 26-27 Jun 07 | 47\% | 33 | 15 | 5 | 20-21 Oct 99 |  | 34\% | 12 | 19 | 35 |
| 17-18 Apr 07 | 49\% | 31 | 13 | 7 | 2-3 Jun 99 |  | 25\% | 8 | 17 | 50 |


|  | Favor able | Unfav orable | Can't say | Never heard |
| :---: | :---: | :---: | :---: | :---: |
| Joe Biden |  |  |  |  |
| 28-29 Oct 08 LV | 55\% | 37 | 7 | 2 |
| 20-21 Oct 08 LV | 57\% | 33 | 7 | 2 |
| REGISTERED VOTER | TREND |  |  |  |
| 28-29 Oct 08 | 53\% | 36 | 9 | 2 |
| 20-21 Oct 08 | 56\% | 32 | 9 | 3 |
| 8-9 Oct 08 | 57\% | 29 | 12 | 1 |
| 22-23 Sep 08 | 48\% | 31 | 18 | 3 |
| 8-9 Sep 08 | 51\% | 29 | 15 | 4 |
| 30-31 Aug 05 | 19\% | 16 | 27 | 37 |
|  | Favor <br> able | Unfav <br> orable | $\begin{aligned} & \text { Can't } \\ & \text { say } \end{aligned}$ | Never heard |
| Sarah Palin |  |  |  |  |
| 28-29 Oct 08 LV | 49\% | 46 | 4 | 1 |
| 20-21 Oct 08 LV | 48\% | 44 | 6 | 2 |
| REGISTERED VOTER | TREND |  |  |  |
| 28-29 Oct 08 | 47\% | 47 | 5 | 1 |
| 20-21 Oct 08 | 46\% | 44 | 8 | 2 |
| 8-9 Oct 08 | 47\% | 42 | 11 | - |
| 22-23 Sep 08 | 47\% | 36 | 16 | 2 |
| 8-9 Sep 08 | 54\% | 27 | 16 | 4 |
|  | Favor able | Unfav <br> orable | $\begin{aligned} & \text { Can't } \\ & \text { say } \end{aligned}$ | Never heard |
| Democratic Party |  |  |  |  |
| 28-29 Oct 08 LV | 52\% | 44 | 5 | - |
| 20-21 Oct 08 LV | 53\% | 41 | 6 | - |
| REGISTERED VOTER | TREND |  |  |  |
| 28-29 Oct 08 | 51\% | 43 | 6 | - |
| 20-21 Oct 08 | 53\% | 40 | 7 | - |
| 22-23 Jul 08 | 50\% | 40 | 10 | - |
| 17-18 Jun 08 | 52\% | 37 | 10 | 1 |
| 19-20 Feb 08 | 54\% | 36 | 10 | - |
| 25-26 Sep 07 | 50\% | 40 | 10 | - |
| 17-18 Apr 07 | 49\% | 39 | 11 | 1 |
| 27-28 Mar 07 | 51\% | 37 | 12 | 1 |
| 16-17 Jan 07 | 51\% | 35 | 13 | 1 |
| 10-11 Oct 06 LV | 52\% | 38 | 10 | - |
| 8-9 Aug 06 | 47\% | 37 | 15 | - |
| 13-14 Dec 05 | 45\% | 39 | 15 | 1 |
| 25-26 Oct 05 | 46\% | 37 | 16 | 1 |
| 29-30 Mar 05 | 46\% | 38 | 16 | - |
| 21-22 Jan 04 | 51\% | 33 | 16 | - |
|  | Favor able | Unfav orable | $\begin{aligned} & \text { Can't } \\ & \text { say } \end{aligned}$ | Never heard |
| Republican Party |  |  |  |  |
| 28-29 Oct 08 LV | 46\% | 50 | 4 | - |
| 20-21 Oct 08 LV | 42\% | 50 | 7 | 1 |
| REGISTERED VOTER | TREND |  |  |  |
| 28-29 Oct 08 | 45\% | 49 | 6 | - |
| 20-21 Oct 08 | 42\% | 49 | 8 | 1 |
| 22-23 Jul 08 | 38\% | 51 | 10 | 1 |
| 17-18 Jun 08 | 41\% | 48 | 11 | 1 |
| 19-20 Feb 08 | 43\% | 46 | 11 | - |
| 25-26 Sep 07 | 44\% | 47 | 9 | 1 |


| 17-18 Apr 07 | $42 \%$ | 47 | 10 | 1 |
| :--- | :--- | :--- | ---: | :--- |
| $27-28$ Mar 07 | $42 \%$ | 49 | 9 | - |
| $16-17$ Jan 07 | $39 \%$ | 49 | 12 | - |
| $10-11$ Oct 06 LV | $42 \%$ | 50 | 7 | 1 |
| $8-9$ Aug 06 | $38 \%$ | 51 | 11 | 1 |
| $13-14$ Dec 05 | $43 \%$ | 47 | 10 | 1 |
| $25-26$ Oct 05 | $42 \%$ | 43 | 14 | 1 |
| $29-30$ Mar 05 | $48 \%$ | 38 | 13 | - |
| $21-22$ Jan 04 | $49 \%$ | 35 | 16 | - |

13. How important is it to you that the presidential candidate you are supporting wins the election?

| Extremely <br> important | Very <br> important | Somewhat <br> important | Not at all <br> important | (Don't <br> know) |
| :---: | :---: | :---: | :---: | :---: |
| $60 \%$ | 30 | 7 | 4 | 1 |

14. If you had to make the toughest decision of your life, who would you rather get advice from -- Barack Obama or John McCain? (ROTATE)

| - | Obama | McCain | (Both) | (Neither) | (Don't know) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | 45\% | 45 | 2 | 7 | 2 |
| Democrats | 83\% | 8 | 2 | 4 | 4 |
| Republicans | 6\% | 88 | - | 5 | 1 |
| Independents | 46\% | 37 | 4 | 11 | 3 |
| 20-21 Oct 08 LV | 45\% | 41 | 3 | 9 | 3 |
| REGISTERED VOTER | TREND |  |  |  |  |
| 28-29 Oct 08 | 43\% | 44 | 1 | 9 | 3 |
| 20-21 Oct 08 | 43\% | 40 | 2 | 10 | 4 |
| 8-9 Oct 08 | 42\% | 41 | 3 | 11 | 4 |
| 22-23 Sep 08 | 40\% | 39 | 2 | 13 | 5 |
| 8-9 Sep 08 | 34\% | 50 | 4 | 9 | 3 |
| 19-20 Aug 08 | 37\% | 43 | 4 | 12 | 5 |

15. Here is a list of several qualities many people think are important in presidential candidates. Which ONE candidate quality matters most in deciding who you are supporting for president this year? (RANDOMIZE RESPONSES)
SCALE: 1. He has the right experience 2. He shares my values
16. He cares about people like me 4. He can bring about needed change
17. (Combination) 6. (Don't know)

|  | Right <br> experience | Shares <br> my values | Cares about <br> people like me | Bring needed <br> change | (Comb.) | (DK) |
| :---: | :---: | :---: | :---: | :---: | ---: | ---: |
| 28-29 Oct 08 LV | $19 \%$ | 26 | 10 | 32 | 11 | 1 |
| Democrats | $5 \%$ | 17 | 16 | 52 | 9 | 2 |
| Republicans | $35 \%$ | 35 | 5 | 14 | 9 | 1 |
| Independents | $20 \%$ | 26 | 11 | 28 | 15 | - |
| $28-29$ Oct 08 RV | $20 \%$ | 26 | 11 | 32 | 10 | 2 |

ROTATE NEXT TWO QUESTIONS
Regardless of how you might vote ...
16. Do you think John McCain has the right experience to be president?
28-29 Oct 08 LV
Yes
Democrats
Republicans
Independents
Ind
(Don't know)
17. Do you think Barack Obama has the right experience to be president?

| 28-29 Oct 08 LV | Yes | $49 \%$ | No |
| :---: | :---: | :---: | ---: |
| Democrats | $85 \%$ | 48 | 4 |
| Republicans | $12 \%$ | 86 | 3 |
| Independents | $46 \%$ | 48 | 2 |
| 20-21 Oct 08 LV | $52 \%$ | 45 | 6 |
| REGISTERED VOTER TREND |  | 3 |  |
| 28-29 Oct 08 | $47 \%$ | 49 |  |
| 20-21 Oct 08 | $52 \%$ | 45 | 4 |
| 17-18 Jul 07 | $35 \%$ | 46 | 4 |
| 5-6 Dec 06 | $22 \%$ | 44 | 18 |

ROTATE NEXT TWO QUESTIONS

| 18. Do you think | John <br> Yes | McCain can <br> No | bring the right kind of change to Washington? <br> (Don't know) |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | $44 \%$ | 52 | 4 |
| Democrats | $12 \%$ | 83 | 4 |
| Republicans | $80 \%$ | 18 | 2 |
| Independents | $41 \%$ | 51 | 7 |
| 20-21 Oct 08 LV | $43 \%$ | 51 | 7 |
| REGISTERED VOTER TREND |  |  |  |
| 28-29 Oct 08 | $44 \%$ | 52 | 4 |
| $20-21$ Oct 08 | $43 \%$ | 51 | 7 |

19. Do you think Barack Obama can bring the right kind of change to Washington?

|  | Yes | No | (Don't know) |
| :---: | :---: | ---: | :---: |
| 28-29 Oct 08 LV | $53 \%$ | 43 | 4 |
| Democrats | $90 \%$ | 6 | 4 |
| Republicans | $15 \%$ | 82 | 3 |
| Independents | $54 \%$ | 40 | 6 |
| 20-21 Oct 08 LV | $53 \%$ | 41 | 5 |
| REGISTERED VOTER TREND |  |  |  |
| $28-29$ Oct 08 | $51 \%$ | 43 | 5 |
| $20-21$ Oct 08 | $54 \%$ | 40 | 6 |

20. In deciding your vote for president, do you think the RACE of the candidates will be:
SCALE: 1. The single most important factor 2 . One of several important factors 3. A minor factor 4. Not a factor at all 5. (Don't know)

| Important | factors | factor | at all | (DK) |
| :---: | :---: | :---: | :---: | :---: |
| $7 \%$ | 17 | 23 | 52 | 1 |
| $8 \%$ | 17 | 24 | 49 | 2 |
| $7 \%$ | 16 | 25 | 52 | - |
| $6 \%$ | 17 | 18 | 58 | - |
|  |  |  |  |  |
| $8 \%$ | 17 | 23 | 51 | 1 |
| $5 \%$ | 19 | 21 | 52 | 3 |

21. In deciding your vote for president, do you think the AGE of the candidates will be:
SCALE: 1. The single most important factor 2. One of several important factors 3. A minor factor 4. Not a factor at all 5. (Don't know)

|  | Most <br> Important | One of several <br> factors | A minor <br> factor | Not a factor <br> at all | (DK) |
| :--- | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | $4 \%$ | 19 | 34 | 42 | 1 |
| Democrats | $7 \%$ | 26 | 34 | 32 | - |
| Republicans | $1 \%$ | 14 | 34 | 51 | 1 |
| Independents | $3 \%$ | 15 | 37 | 43 | 1 |
| REGISTERED VOTER TREND |  |  |  |  |  |
| $28-29$ Oct 08 | $5 \%$ | 20 | 33 | 41 | 1 |
| $8-9$ Oct 08 | $5 \%$ | 23 | 32 | 39 | 1 |

ROTATE NEXT TWO QUESTIONS
22. - 23. Regardless of how you would vote, how comfortable would you be with [name] as vice president?
SCALE: 1. Extremely comfortable 2. Very comfortable 3. Somewhat comfortable 4. Not at all comfortable 5. (Don't know)

Extremely Very Somewhat Not at all (Don't know)

| $\text { 28-29 Oct } 08 \mathrm{LV}$ | 17\% | 28 | 26 | 26 | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Democrats | 32\% | 46 | 17 | 3 | 2 |
| Republicans | 2\% | 12 | 32 | 52 | 3 |
| Independents | 22\% | 24 | 30 | 22 | 2 |
| 28-29 Oct 08 RV | 16\% | 27 | 28 | 26 | 3 |
| 22-23 Sep 08 RV | 12\% | 28 | 32 | 21 | 7 |
| Sarah Palin |  |  |  |  |  |
| 28-29 Oct 08 LV | 15\% | 19 | 21 | 43 | 2 |
| Democrats | 1\% | 6 | 15 | 77 | 1 |
| Republicans | 31\% | 35 | 26 | 7 | 1 |
| Independents | 14\% | 19 | 19 | 45 | 3 |
| 28-29 Oct 08 RV | 13\% | 19 | 23 | 44 | 1 |
| 22-23 Sep 08 RV | 10\% | 24 | 27 | 33 | 5 |

24. Which one of the following issues will be the MOST important in deciding your vote for president? (RANDOMIZE RESPONSES 1-9)

|  | LV | Dem | Rep | Ind |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Economy and jobs | 46\% | 58\% | 32\% | 56\% |  |
| Terrorism and national security | 13 | 4 | 24 | 8 |  |
| War in Iraq | 8 | 12 | 5 | 5 |  |
| Health care | 8 | 11 | 4 | 6 |  |
| Ethics/government corruption | 7 | 3 | 9 | 6 |  |
| Taxes | 6 | 3 | 10 | 5 |  |
| Abortion | 5 | 1 | 9 | 6 |  |
| Energy | 3 | 3 | 2 | 4 |  |
| Immigration | 1 | 1 | 2 | - |  |
| (Other) | 3 | 3 | 2 | 4 |  |
| (Don't know) | 2 | 2 | 1 | - |  |
| REGISTERED VOTER TREND |  |  |  |  |  |
|  | 28-29 | 8-9 | 22-23 | 19-20 | 28-29 |
|  | Oct 08 | Oct 08 | Sep 08 | Aug 08 | Apr 08 |
| Economy and jobs | 45\% | 49\% | 46\% | 43\% | 40\% |
| Terrorism and national security | 11 | 7 | 10 | 9 | 9 |
| War in Iraq | 8 | 8 | 8 | 11 | 13 |
| Health care | 8 | 8 | 7 | 9 | 9 |
| Ethics/government corruption | 8 | 6 | 7 | 5 | 6 |
| Taxes | 6 | 5 | 7 | 7 | 6 |
| Abortion | 5 | 5 | 4 | 3 | 3 |
| Energy | 3 | 5 | 3 | 4 | na |
| Immigration | 1 | 1 | 1 | 4 | 3 |
| (Other) | 3 | 4 | 4 | 2 | 5 |
| (Don't know) | 2 | 2 | 3 | 3 | 4 |

25.     - 30. Regardless of how you might vote, which candidate do you trust more to handle the following issues - Barack Obama or John McCain? (ROTATE)
SCALE: 1. Barack Obama 2. John McCain 3. (Both) 4. (Neither) 5. (Don't know) Obama McCain (Both) (Neither) (Don't know) (Dem Edge)

| The economy |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | 50\% | 42 | 1 | 3 | 3 | +8 |
| Democrats | 90\% | 6 | 1 | 1 | 2 | +84 |
| Republicans | 11\% | 84 | 1 | 3 | 2 | -73 |
| Independents | 49\% | 37 | 4 | 5 | 5 | +12 |
| REGISTERED VOTER TREND |  |  |  |  |  |  |
| 28-29 Oct 08 | 50\% | 42 | 1 | 4 | 3 | +8 |
| 8-9 Oct 08 | 50\% | 35 | 2 | 7 | 6 | +15 |
| 22-23 Sep 08 | 47\% | 37 | 2 | 7 | 6 | +10 |
| 8-9 Sep 08 | 46\% | 42 | 2 | 5 | 6 | +4 |
| 19-20 Aug 08 | 48\% | 39 | 2 | 8 | 3 | +9 |
| 22-23 Jul 08 | 47\% | 36 | 5 | 7 | 5 | +11 |
| 17-18 Jun 08 | 44\% | 36 | 4 | 10 | 7 | $+8$ |
| The situation in Iraq |  |  |  |  |  |  |
| 28-29 Oct 08 LV | 44\% | 51 | 1 | 2 | 2 | -7 |
| Democrats | 81\% | 14 | 1 | 2 | 2 | +67 |
| Republicans | 9\% | 90 | - | 1 | - | -81 |
| Independents | 40\% | 53 | 1 | 3 | 3 | -13 |
| REGISTERED VOTER TREND |  |  |  |  |  |  |
| 28-29 Oct 08 | 44\% | 51 | - | 2 | 2 | -7 |
| 8-9 Oct 08 | 42\% | 47 | 2 | 3 | 6 | -5 |
| 22-23 Sep 08 | 41\% | 49 | 2 | 3 | 6 | -8 |
| 8-9 Sep 08 | 39\% | 52 | 2 | 3 | 4 | -13 |
| 19-20 Aug 08 | 42\% | 49 | 2 | 5 | 3 | -7 |


31. Do you think your taxes will go up: (Rotate responses " 1 " and " 2 ")

SCALE: 1. Only if Barack Obama is elected president 2. Only if John McCain is elected president 3. No matter which candidate wins 4. Or do you think your taxes won't go up under the next president 5. (Don't know)

|  | Only Obama <br> president | Only McCain <br> president | No matter which <br> candidate | Taxes won't <br> go up | (Don't know) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | $20 \%$ | 7 | 55 | 15 | 4 |
| Democrats | $3 \%$ | 12 | 58 | 22 | 5 |
| Republicans | $38 \%$ | 2 | 50 | 9 | 1 |
| Independents | $18 \%$ | 10 | 57 | 10 | 5 |
| REGISTERED VOTER TREND |  |  |  |  |  |
| $28-29$ Oct 08 | $18 \%$ | 7 | 57 | 14 | 4 |
| $22-23$ Sep 08 | $15 \%$ | 8 | 65 | 8 | 4 |

32. Do you think Barack Obama's positions on the issues are:

|  | Too <br> liberal | Too conservative | About right | (Don't know) |
| :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | 43\% | 3 | 50 | 4 |
| Democrats | 6\% | 2 | 88 | 4 |
| Republicans | 81\% | 4 | 13 | 2 |
| Independents | 43\% | 1 | 48 | 7 |
| 28-29 Oct 08 RV | 41\% | 3 | 50 | 6 |

33. Do you think John McCain's positions on the issues are:

| SCALE: 1. Too liberal 2. Too conservative | 3. | About right 4. | (Don't know) |  |  |
| :---: | ---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | $9 \%$ | 38 | 46 | 6 |  |
| Democrats | $10 \%$ | 64 | 17 | 9 |  |
| Republicans | $8 \%$ | 10 | 80 | 1 |  |
| Independents | $8 \%$ | 40 | 44 | 8 |  |
| $28-29$ Oct 08 RV | $11 \%$ | 37 | 45 | 7 |  |

34. Some people say the next president will be tested either by foreign governments or by terrorists in the first six months of his presidency. Who do you think would respond better to that test -- Barack Obama or John McCain? (ROTATE)
SCALE: 1. Barack Obama 2. John McCain 3. (Both) 4. (Neither) 5. (Don't know)

|  | Obama | McCain | (Both) | (Neither) | (Don't know) | (Dem Edge) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $28-29$ Oct 08 LV | $39 \%$ | 52 | 4 | 1 | 4 | -13 |
| Democrats | $73 \%$ | 15 | 6 | 1 | 5 | +58 |
| Republicans | $6 \%$ | 92 | 1 | - | 1 | -86 |
| Independents | $37 \%$ | 53 | 4 | 1 | 5 | -16 |
| $28-29$ Oct 08 RV | $38 \%$ | 53 | 4 | 1 | 4 | -15 |

35. Regardless of how you plan to vote, who do you really believe will win the 2008 presidential election -- Barack Obama or John McCain? (ROTATE)
(Depends/

|  | Obama | McCain | Too soon to say) | (Don't know) |
| :--- | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | $69 \%$ | 23 | 5 | 3 |
| $\quad$ Democrats | $90 \%$ | 4 | 2 | 3 |
| Republicans | $46 \%$ | 45 | 7 | 3 |
| Independents | $69 \%$ | 17 | 9 | 5 |
| REGISTERED VOTER TREND |  |  |  |  |
| $28-29$ Oct 08 | $69 \%$ | 22 | 5 | 4 |
| $8-9$ Oct 08 | $61 \%$ | 18 | 14 | 7 |
| $8-9$ Sep 08 | $41 \%$ | 40 | 12 | 7 |
| $22-23$ Jul 08 | $51 \%$ | 27 | 13 | 9 |
| $17-18$ Jun 08 | $47 \%$ | 32 | 11 | 9 |

36. Do you think most national media outlets are trying to push the election outcome in Barack Obama's favor or are they trying to give an honest assessment of the election?
SCALE: 1. Trying to push the election outcome in Barack Obama's favor
37. Trying to give an honest assessment of the election 3. (Don't know)

Push election in Honest assessment
Obama's favor of election (Don't know)

| $28-29$ Oct 08 LV | $52 \%$ | 40 | 7 |
| :---: | :---: | :---: | ---: |
| Democrats | $20 \%$ | 70 | 10 |
| Republicans | $83 \%$ | 13 | 4 |
| Independents | $61 \%$ | 32 | 7 |
| $28-29$ Oct 08 RV | $53 \%$ | 39 | 8 |

37. Do you think most pollsters who conduct research on behalf of national media outlets are trying to push the election outcome in Barack Obama's favor by making it look like he has a larger lead than he really does, or are they trying to give an honest assessment of the election?
SCALE: 1. Trying to make it look like he has a larger lead than he does 2. Trying to give an honest assessment of the election 3. (Don't know)

| Make it look like | Honest assessment <br> of election | (Don' $t$ know) |
| :---: | :---: | :---: |
| a larger lead | 52 | 13 |
| $35 \%$ | 77 | 11 |
| $13 \%$ | 29 | 12 |
| $59 \%$ | 49 | 16 |
| $35 \%$ | 51 | 13 |

28-29 Oct 08 RV 36\% 513
38. How long would you be willing to wait to cast your vote on Election Day? SCALE: 1. Less than 15 minutes 2. 15-30 minutes 3 . 30 minutes to an hour 4. 1 to 2 hours 5. As long as it takes 6. (Don't know)

| $28.20{ }^{<15} \mathrm{~min}$ |  | 15-30 min | 30 min-1 hour | 1-2 hours | As long it takes | (DK) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 6 | 7 | 6 | 71 | 3 |
| Democrats | 6\% | 7 | 6 | 5 | 71 | 4 |
| Republicans | 6\% | 7 | 5 | 5 | 74 | 3 |
| Independents | 12\% | 5 | 9 | 7 | 65 | 2 |
| 28-29 Oct 08 RV | 7\% | 8 | 7 | 6 | 67 | 4 |

39. Have you been contacted by either major presidential campaign about getting out to vote? (READ 1-4)
SCALE: 1. Yes, for Barack Obama 2. Yes, for John McCain 3. Yes, for both Obama and McCain 4. No, I was not contacted 5. (Don't know/Refused)

|  | Obama | McCain | Both | Not contacted | (DK/Ref) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 28-29 Oct 08 LV | $13 \%$ | 7 | 18 | 60 | 2 |
| Democrats | $23 \%$ | 2 | 15 | 60 | 1 |
| Republicans | $4 \%$ | 13 | 18 | 63 | 2 |
| Independents | $11 \%$ | 4 | 26 | 58 | 2 |
| REGISTERED VOTER TREND |  |  |  |  |  |
| $28-29$ Oct 08 | $12 \%$ | 7 | 19 | 61 | 2 |
| $20-21$ Oct 08 | $14 \%$ | 7 | 17 | 59 | 3 |
| $8-9$ Oct 08 | $11 \%$ | 6 | 13 | 66 | 3 |
| $22-23$ Sep 08 | $11 \%$ | 5 | 12 | 65 | 7 |

40. Every election, the television networks conduct exit polls of people as they leave their polling places on Election Day. If you were asked to participate, how likely is it you would be willing to spend 10 minutes filling out a questionnaire?
SCALE: 1. Very likely 2. Somewhat likely 3. Not very likely 4. Not at all likely 5. (I always vote absentee) 6. (Don't know)

| Very <br> likely | Somewhat <br> likely | Not very <br> likely | Not at all <br> likely | (Vote <br> absentee) | (DK) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $39 \%$ | 29 | 13 | 15 | 1 | 2 |
| $46 \%$ | 31 | 9 | 11 | 1 | 2 |
| $35 \%$ | 29 | 16 | 16 | 2 | 2 |
| $36 \%$ | 29 | 14 | 18 | 1 | 2 |
| 38 | 29 | 11 | 18 | 2 | 2 |

41. When do you plan to vote in the presidential election -- did you already vote, do you plan to vote early -- meaning sometime before Election Day, or will you vote on Election Day?
SCALE: 1. Already voted 2. Plan to vote early 3. Plan to vote on Election Day 4. (Don't know/Refused)

|  | Already | Vote early | Election Day | (DK/Ref) |
| :---: | :---: | :---: | :---: | :---: |
| $28-29$ Oct 08 LV | $22 \%$ | 11 | 67 | - |
| Democrats | $23 \%$ | 12 | 65 | - |
| Republicans | $21 \%$ | 12 | 67 | - |
| Independents | $21 \%$ | 8 | 71 | - |
| $28-29$ Oct 08 RV | $20 \%$ | 12 | 67 | 1 |

POLITICAL IDENTIFICATION: When you think about politics, do you think of yourself as a Democrat or a Republican?

|  | Democrat | Republican | (Independent) | (Other) | (Refused/Don't know) |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: |
| $28-29$ Oct 08 LV | $41 \%$ | 39 | 16 | 2 | 2 |
| $20-21$ Oct 08 LV | $43 \%$ | 37 | 16 | 2 | 2 |
| $28-29$ Oct 08 RV | $40 \%$ | 39 | 17 | 2 | 2 |
| $20-21$ Oct 08 RV | $43 \%$ | 36 | 16 | 2 | 3 |
| $8-9$ Oct 08 RV | $41 \%$ | 34 | 21 | 2 | 2 |

