

## The 2008 Campaign

### *Trial Heats*

		Obama	McCain
Fox/OD	Oct. 20-21 (LV)	49%	40%
Gallup Track	Oct. 19-21 (LV)	50	45
Diag./Hotline	Oct. 19-21 (LV)	47	42
Rasmussen	Oct. 19-21 (LV)	51	45
Zogby	Oct. 19-21 (LV)	52	42

### Partisan Identification

		Dem	Rep
October 2008	Pew	51%	36%
October 2008	Gallup	52	41

2007 Average Pew 50% 36%  
 2007 Average Gallup 51 40  
 Note: The 2007 averages are the lowest numbers for the GOP since Gallup started compiling yearly averages twenty years ago and Pew started eighteen years ago. Gallup and Pew numbers include those who lean to one party or another.

### Opinion of the Candidates

*Please tell me if you have a favorable or unfavorable opinion of each person . . . ?*

Pew Research Center (RV)

	Obama	McCain
September 2008	61%	63%
October 2008	68	54

*Please say if you have a favorable or unfavorable opinion of these people . . . ?*

Gallup/USA Today

	October 2008	
	Favorable	Unfavorable
Barack Obama	62%	35%
John McCain	56	41

### Opinion of the Parties

*Please say if you have a favorable or unfavorable opinion of . . . ?*

CNN/ORC (RV)

	October 2008	
	Favorable	Unfavorable
The Democratic Party	53%	42%
The Republican Party	43	51

### *Candidate Visibility*

Pew Research Center

Oct. 10-13, 2008

Heard about the most

Barack Obama	53%
John McCain	25
Sarah Palin	6

### The Enthusiasm Contest

*Do you support \_\_\_\_\_ strongly or only moderately?*  
 PSRA/Newsweek

	October 2008	
	Obama supporters	McCain supporters
Strongly support	74%	67%
Moderately support	26	33

September 2008

	Obama supporters	McCain supporters
Strongly support	67%	71%
Moderately support	33	29

*Would you say your vote is more of a vote . . . ?*

Pew Research Center

	October 2008	
	Supporters of Obama	McCain
More a vote for my candidate	77%	64%
More a vote against the other candidate	19	30

### Soft Preference for Divided Government

*In general, do you think it is better if . . . ?*

NBC News/Wall Street Journal

	The same party controls Congress and the presidency	Different parties control Congress and the presidency
Oct. 2008	41%	48%
2000	41	47
1996	43	44
1992	28	62

## Trust More?

*Regardless of how you might vote, which candidate do you trust more to handle . . . ?*

Fox News/Opinion Dynamics

	October 2008	
	Obama	McCain
The situation in Iraq	42%	47%
Health care	52	32
The economy	50	35
The war on terrorism	37	51
Energy independence	45	40
Taxes	46	41

*If elected president do you think \_\_\_\_\_ will carry out most of the plans he has laid out during the campaign, or not?*

Gallup/USA Today

	October 2008	
	Yes, will	No
Barack Obama	56%	40%
John McCain	51	45

*If John McCain is elected president, do you think he would . . . ?*

PSRA/Newsweek

	October 2008
Carry out the policies of Bush	48%
Have different policies	47

*From what you know about Barack Obama, do you think he . . . ?*

PSRA/Newsweek

	October 2008
Has enough experience in politics and government to be a good president	53%
Does not	43

Note: In September 2008, 47 percent said Obama had enough experience while 46 percent said he did not.

*If you had to make the toughest decision in your life, who would you rather get advice from . . . ?*

Fox News/Opinion Dynamics

	October 2008		
	Oct. 2008	Late Sep. 2008	Early Sep. 2008
Barack Obama	45%	40%	34%
John McCain	41	39	50

## Vice Presidents

*Now, I'd like your views on some people . . . ?*

Pew Research Center

	Favorable opinion of	
	Sarah Palin	Joe Biden
September 2008	54%	52%
October 2008	44	60

*Now we would like to get your overall opinion of some people in the news.*

Gallup/USA Today

	Favorable	Unfavorable
Joe Biden (Sep.)	49%	30%
Joe Biden (Oct.)	57	27
Sarah Palin (Sep.)	53%	28%
Sarah Palin (Oct.)	51	41

*Based on what you know about . . . ?*

Pew Research Center

	October 2008	
	Is qualified to be president if necessary	Not qualified
Joe Biden	77%	16%
Sarah Palin	42	52

## Defections

### *Historical Defection Rates*

Network/AP Consortium Exit Polls

Percentage Defecting in Presidential Elections

	Democrats	Republicans
1980	26%	9%
1984	25	7
1988	17	8
1992	10	10
1996	10	13
2000	11	8
2004	11	6

### *2008 Defections: A Snapshot*

Gallup/USA Today

	October 2008
Democrats for McCain	7%
Republicans for Obama	8

Note: Sample is a weekly aggregate from Oct. 13-19, 2008.

## Who Will Win

*Regardless of how you plan to vote, who do you really believe will win the 2008 presidential election . . . ?*

	Oct. 2008	Sep. 2008	July 2008
Fox News/Opinion Dynamics			
Barack Obama	61%	41%	51%
John McCain	18	40	27

## The President

### *Bush's Ratings*

		Approve	Disapprove
Diag./Hotline	Oct. 18–20	30%	66%
NBC/WSJ	Oct. 17–20	27	66
CNN/ORC	Oct. 17–19	27	72
LAT/Bloom.	Oct. 10–13	23	72
CBS/NYT	Oct. 10–13	24	66

### *Party Breakdown, Bush Approval*

	October 2008
Gallup/USA Today	
	Approve of Bush
Republicans	57%
Independents	20
Democrats	3

### *Bush Approval—Yearly Averages*

	Approve
2007	33%
2006	37
2005	46
2004	50
2003	60
2002	71
2001	68

## Congress

### *Congress's Ratings*

		Approve	Disapprove
NBC/WSJ	Oct. 17–20	12%	79%
Battleground	Oct. 9–15	18	74
CBS/NYT	Oct. 10–13	12	74

## *Congressional Approval—Yearly Averages*

	Approve
Gallup/USA Today	
2007	27%
2006	25
2005	36
2004	42
2003	47
2002	54
2001	56

*If the elections for Congress were being held today, which party's candidate would you vote for in your Congressional district . . . ?*

	Democratic candidate	Republican candidate
Gallup/USA Today (LV)		
October 2008	51%	45%
September 2008	50	45
August 2008	51	42
June 2008	52	42
February 2008	55	41

## The Economy and the Mood

*How would you rate economic conditions in the country today . . . ?*

	Oct. 2008	Jan. 2008
Gallup/USA Today		
Excellent/Good	5%	32%
Only fair	22	43
Poor	73	25

*Right now, do you think economic conditions in the country as a whole are getting . . . ?*

	Better	Worse
Gallup/USA Today		
Oct. 2008	9%	84%
Jan.–Feb. 2008	15	76
Jan. 2007	38	53

*Are you satisfied or dissatisfied with the way things are going in the United States at this time?*

	Oct. 2008	July 1979
Gallup/USA Today		
Satisfied	7%	12%
Dissatisfied	91	84

## Most Important Problem Facing the Country

Gallup/USA Today

	October 2008
Economy in general	47%
Lack of money	12
Situation in Iraq/War	11
Poor leadership/corruption	9
Health care	5

Note: Only the top five shown.

## How would you rate . . . ?

Pew Research Center

	October 2008		
	Personal Finances		
	Rep.	Dem.	Ind.
Excellent/Good	57%	35%	37%
Only fair/Poor	43	64	61
	National Economy		
	Rep.	Dem.	Ind.
Excellent/Good	14%	5%	6%
Only fair	41	27	32
Poor	44	68	62

## Consumer Confidence Trend

University of Michigan/Reuters

	Index of Consumer Sentiment
Oct. 2008	57.5
Sep. 2008	70.3
Jan. 2008	78.4
Sep. 2007	83.4

Note: This represents the largest one-month decline in the fifty-plus year history of the index.

## Regardless of which presidential candidate you support, please tell me if you think Barack Obama or John McCain would better handle the economy?

Gallup/USA Today

	Oct. 2008	Sep. 2008	Aug. 2008
Barack Obama	53%	48%	54%
John McCain	39	45	38

## Optimism Over the Long Run?

Over the course of the next year, do you think the financial situation of you and your family . . . ?

Pew Research Center

	October 2008			
	Total	Rep.	Dem.	Ind.
Will improve	59%	65%	62%	55%

I'm going to read you some pairs of statements, tell me whether the first or second comes closer to your own views—even if neither is exactly right.

Pew Research Center

	Oct. 2008
There are no real limits to growth in this country today	41%
People in this country should learn to live with less	49
We can always find ways to solve our problems	64%
This country can't solve many of these important problems	29

## The Financial Crisis

Do you . . . ?

CNN/ORC (RV)

	October 2008
Approve of the way Henry Paulson is handling his job	28%
Disapprove	64

Now I'm going to mention a few issues and for each one, please tell me if you think Barack Obama or John McCain would better handle that issue if they were elected president?

CNN/ORC (RV)

	October 2008	
	Obama	McCain
The current financial crisis	53%	38%
Providing help to the middle class	63	32

*Regardless of who you support, which one of the presidential candidates—John McCain or Barack Obama—do you think would do the best job . . . ?*

Pew Research Center

	October 2008	
	Obama	McCain
Addressing the current financial crisis	46%	34%
Improving economic conditions	53	32
Dealing with taxes	50	35
Reducing the budget deficit	50	30

*As you may know, earlier this month, Congress and President Bush approved a government program that would spend up to \$700 billion to provide assistance to banks and other large financial institutions. Based on what you have read or heard . . . ?*

CNN/ORC (RV)

	Oct. 17–19	Oct. 3–5
Favor financial rescue bill	40%	46%
Oppose	56	53

*From what you know, do you think the economic bailout plan passed by Congress in an effort to lessen the current economic crisis will . . . ?*

CBS News/*New York Times*

	October 2008
Make things better	34%
Worse	15
No Impact	38

*Do you think there is too much, too little, or about the right amount of government regulation of . . . ?*

CNN/ORC

	September 2008	
	Business & industry	Stock market & financial institutions
Too much	38%	26%
Too little	42	50
About right	19	21

*Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one . . . ?*

The Gallup Organization

	Great deal/Quite a lot of confidence		
	June 2008	2004	2000
Banks	32%	53%	46%
Big business	20	24	29

*As far as people in charge of running \_\_\_\_\_ are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?*

Harris Interactive

	A great deal of confidence		
	Feb. 2008	2007	2004
Major companies	14%	16%	12%
Wall Street	11	17	17

*Overall, would you say that Wall Street and what it does . . . ?*

Harris Interactive

	April 2006
Benefits the country	73%
Harms	23

*Please tell me if you tend to agree or disagree with the following statements about Wall Street.*

Harris Interactive

	April 2006	
	Agree	Disagree
Wall Street is absolutely essential because it provides the money business must have for investments	71%	25%
Most people on Wall Street would be willing to break the law if they believed they could make a lot of money and get away with it	63	35