

The 2008 Campaign

Final Trial Heats—Likely Voters

		Obama	McCain	
Marist	Nov. 3	52%	43%	+9
Zogby	Nov. 1–3	54	43	+11
Rasmussen	Nov. 1–3	52	46	+6
Fox/OD	Nov. 1–2	50	43	+7
NBC/WSJ	Nov. 1–2	51	43	+8
Gallup	Oct. 31–Nov. 2	53	42	+11
CBS	Oct. 31–Nov. 2	51	42	+9
Diag./Hotline	Oct. 31–Nov. 2	50	45	+5
Ipsos/McCl.	Oct. 30–Nov. 2	53	46	+7
ABC/Post	Oct. 30–Nov. 2	53	44	+9
Battleground	Oct. 29–Nov. 2	50	44	+6
CNN/ORC	Oct. 30–Nov. 1	52	48	+4
Pew Research	Oct. 29–Nov. 1	49	42	+7

Final Trial Heats—Undecideds Apportioned

		Obama	McCain	
IBD/TIPP	Nov. 1–3	52	44	+8
Harris*	Oct. 30–Nov. 3	52	44	+8
Gallup	Oct. 31–Nov. 2	55	44	+11
Pew Research	Oct. 29–Nov. 1	52	46	+6

Note: * Sample is online.

The Latest Estimates

Popular Vote:

Obama: 53%

McCain: 46%

Electoral College Vote:

Obama: 349

McCain: 163

Senate Composition: 57 (D), 40 (R)

House Composition: 255 (D), 175 (R)

The Republicans' Future

Do you identify more with the Republican Party based on . . . ?

PSRA/Newsweek

	October 2008 Republicans' response
Issues like taxes, economic growth and national security	56%
Issues like abortion, immigration, guns, and family values	34

If John McCain is not elected president in November, would you . . . ?

CNN/ORC

	October–November 2008 Republicans' response
Strongly support	46%
Somewhat support	31
Sarah Palin if she ran in four years	

Thinking ahead to the next presidential election...If John McCain is not elected president in November, would you . . . ?

PSRA/Newsweek

	October 2008 Republicans' response
Like to see Sarah Palin run for the Republican presidential nomination in 2012	44%
Would not	38

If John McCain is not elected president, which one of the following possible candidates would you be most likely to support for the Republican presidential nomination in 2012?

PSRA/Newsweek

	October 2008 Republicans' response
Mitt Romney	35%
Mike Huckabee	26
Sarah Palin	20

Approve of the way Sarah Palin is handling her job as governor?

Alaska Exit Poll

	Alaskans
Approve	74%
Disapprove	24

Exit Poll Results (National Exit Pool)

	Government should do more to solve problems	Government is doing too many things better left to individuals and business
1994	42%	59%
1996	44	56
2000	43	52
2002	47	53
2004	46	49
2008	51	43

Are Barack Obama's positions . . . ?

Too liberal	42%
About right	50
Too conservative	4

Consider self:

Liberal	22%
Moderate	44
Conservative	34

Consider self:

Democrat	39%
Independent	29
Republican	32

You or spouse have any investments in the stock market including mutual funds or retirement plans?

Yes	66%
No	34

Do you . . . ?

Support the \$700 billion government plan to assist failing companies	39%
Oppose	56

Demographic Indicators:

Have ever served in the U.S. military	15%
You or anyone in your household own a gun	42
Are you gay, lesbian, or bisexual	4

How worried are you . . . ?

	About being able to afford the health care services you need	That there will be another terrorist attack
Very	33%	25%
Somewhat	33	45
Not very	22	23
Not at all	11	5

Favor or oppose drilling for oil offshore in U.S. waters where it is currently not allowed?

Strongly favor	42%
Somewhat	26
Somewhat oppose	15
Strongly	13

Do you think . . . ?

Your taxes will go up if Obama is elected	71%
Will not	27

Note: Sixty-one percent said their taxes would go up if John McCain is elected, while 36 percent said they would not.

Opinion of John McCain

	Arizonans
Favorable	60%
Unfavorable	37

Opinion of Barack Obama

	Hawaiians
Favorable	81%
Unfavorable	18

Support federal government subsidies for ethanol

	Iowans
Yes	67%
No	25

Hurricanes affect you and your family

	Louisianans
A severe hardship and you have not recovered	12%
A severe hardship but you have recovered	30
No severe hardship	57