



FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
Andrew Kohut, Director

McCain Narrows Gap
OBAMA LEADS MCCAIN 52% TO 46% IN CAMPAIGN'S FINAL DAYS

Barack Obama holds a significant lead over John McCain in the final days of Campaign 2008. The Pew Research Center's final pre-election poll of 2,587 likely voters, conducted Oct. 29-Nov. 1, finds 49% supporting or leaning to Obama, compared with 42% for McCain; minor party candidates draw 2%, and 7% are undecided.

The survey finds indications that turnout may well be significantly higher than in 2004, when voting participation reached its highest point in nearly four decades. The new poll projects increased rates of voting among young people and African Americans, who strongly favor Obama. But it also finds signs of greater likely turnout across the board.

In the campaign's final week, McCain is getting the boost that Republican candidates typically receive when the sample is narrowed from the base of 2,995 registered voters to those most likely to vote. Among all registered voters, Obama leads by 50% to 39%. His lead had been 16 points among registered voters (52% to 36%) in Pew's previous survey, conducted Oct. 23-26.

2008 Election							Estimate w/ undecideds allocated
Likely voters*	Sept 9-14	Sept 27-29	Oct 9-12	Oct 16-19	Oct 23-26	Oct 29-Nov 1	
Obama	46	49	49	53	53	49	52
McCain	46	43	42	39	38	42	46
Nader**	--	--	--	--	2	1	1
Barr**	--	--	--	--	*	1	1
Other/DK	8	8	9	8	7	7	100
	100	100	100	100	100	100	
N	2,307	1,181	1,191	2,382	1,198	2,587	
Registered voters							
Obama	46	49	50	52	52	50	
McCain	44	42	40	38	36	39	
Nader	--	--	--	--	3	1	
Barr	--	--	--	--	1	1	
Other/DK	10	9	10	10	8	9	
	100	100	100	100	100	100	
N	2,509	1,258	1,278	2,599	1,325	2,995	

* Based on a nine-question turnout scale, and assumes that 62% of the voting age population will cast a vote.
** Independent and Libertarian tickets added in late October and included only in states where they appear on the ballot.

Pew's final survey indicates that the remaining undecided vote breaks slightly in McCain's favor. When both turnout and the probable decisions of undecided voters are taken into account in Pew's final estimate, Obama holds a 52% to 46% advantage, with 1% each going to Ralph Nader and Bob Barr.

The survey by the Pew Research Center for the People & the Press, conducted among 3,402 adults who were interviewed on landline and cell phones, finds that since mid-October, McCain has made gains among young voters, although they still favor Obama by a wide margin (by 61% to 36% among those ages 18 to 29). The Republican candidate has also made gains among political independents and middle-income voters. Obama still maintains a modest lead among independents, while middle-income voters are now evenly divided.

Obama holds a wide lead over John McCain among those who say they have already voted (32% of all likely voters) or say they plan to vote before Election Day (7%). However, it is not quite as large as it was a week ago. More significant, the race is about even among voters who plan to vote on Election Day: 46% support McCain while 45% favor Obama.

Both candidates hold sizable leads among their core constituent groups, including winning about nine-in-ten votes among their own partisans (90% of Democrats are voting for Obama, 89% of Republicans for McCain). Obama has strong support among blacks (89%-5%), Hispanics (62%-31%), young voters (61% to 36%), and lower-income voters (64%-29%). McCain has a large lead among white evangelical Protestants (71%-21%) and narrower advantages among whites (49%-42%) and married voters (50%-42%).

Significantly, Obama matches McCain or holds a narrow advantage among key swing voter groups that have voted Republican, or been evenly divided, in recent presidential elections. Aside from Obama's six-point edge among independents (45%-39%), he is nearly even with

Strength of Support In Presidential Elections			
	<u>Strong</u>	<u>Soft</u>	<u>Total</u>
	%	%	%
<i>2008</i>			
McCain	24	18	42
Obama	36	13	49
<i>2004</i>			
Bush	39	9	48
Kerry	32	13	45
<i>2000</i>			
Bush	32	14	46
Gore	26	17	43
<i>1996</i>			
Dole	20	18	38
Clinton	29	23	52
<i>1988*</i>			
Bush	27	26	53
Dukakis	22	19	41
<i>1984</i>			
Reagan	39	18	57
Mondale	25	14	39
<i>1980</i>			
Reagan	25	22	47
Carter	20	24	44
<i>1976</i>			
Ford	26	23	49
Carter	26	22	48
<i>1972</i>			
Nixon	41	20	61
McGovern	19	16	35
<i>1968</i>			
Nixon	25	17	42
Humphrey	22	18	40
<i>1964</i>			
Goldwater	15	14	29
Johnson	42	22	64
<i>1960</i>			
Nixon	35	13	48
Kennedy	33	16	49

Based on likely voters.
* Gallup Poll findings 1960-1988.

McCain among white non-Hispanic Catholics (47% McCain, 45% Obama), suburban voters (47%-43%), and white women (47%-44%).

Notably, a much greater share of Obama supporters continue to say they are supporting him strongly, compared with McCain supporters. Among likely voters, 36% favor Obama strongly, while 13% say they support him only moderately. Only about a quarter of likely voters support McCain strongly (24%), compared with 18% who favor him only

moderately. In most recent elections where there has been an imbalance in intensity of support, the candidate with the greater share of strong support has gone on to victory.

	Nov <u>2007</u>	Mar <u>2008</u>	Oct <u>2008</u>	Nov <u>2008</u>	<i>Change</i> <i>Oct-Nov</i>
<i>Campaign activities...</i>	%	%	%	%	
Received mail	29	36	46	60	+14
Pre-recorded call	25	39	37	47	+10
Visited at home	2	--	9	14	+5
Personal call	9	16	24	27	+3
Donated money	8	9	15	17	+2
Attended event	4	8	11	12	+1

Based on registered voters.

Campaign Contacts

With Election Day approaching, many more voters say they have been contacted by the campaigns – primarily through mailings and pre-recorded telephone calls – than said so in mid-October. That is especially true for those in the battleground states. Nationwide, six-in-ten voters say that have received mail from the campaigns, up 14 points from the survey conducted Oct. 16-19. In the contested battleground states, 76% now say they have received campaign mailings, also up 14 points from mid-October.

Campaign mail remains the most common form of direct contact, but an increasing number of voters also say they are receiving pre-recorded telephone calls or “robo-calls.” Nationally, the proportion of voters saying they have received robo-calls is up 10 points since mid-October (from 37% to 47%). In the battleground states, nearly six-in-ten (59%) now say they have received a pre-recorded campaign call, compared with 52% in mid-October.

	<i>-- Mid-Oct --</i>		<i>-- Nov --</i>	
	All <u>states</u>	Battle- <u>ground</u>	All <u>states</u>	Battle- <u>ground</u>
<i>Campaign activities...</i>	%	%	%	%
Received mail	46	62	60	76
Pre-recorded call	37	52	47	59
Visited at home	9	17	14	23
Personal call	24	34	27	36
Donated money	15	14	17	16
Attended event	11	14	12	17

Based on registered voters.
Battleground states are CO, FL, IN, IA, MI, MN, MO, NV, NH, NM, NC, OH, PA, VA, and WI.

Among voters who have received robo-calls, nearly two-thirds (65%) say they usually hang up on such calls; just 30% say they usually listen. Nonetheless, voters who hang up on campaign robo-calls tend to treat them as only a minor annoyance. Half of all voters who receive robo-calls say they are a minor annoyance, while just 13% say the calls make them angry.

Independent voters are more likely than Democrats or Republicans to say they hang up on robo-calls, and are about as likely as Democrats to say these calls make them angry.

Among all registered voters, 27% say they have received a personal call about the campaign and 14% say they have been visited at home by someone talking about the campaign. Meanwhile, in the battleground states, more than a third of voters (36%) say they have received a personal call about the campaign, while nearly a quarter (23%) say they have been visited at home by someone talking about the campaign.

	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Listen	30	31	39	20
Hang up	65	64	58	75
Minor annoyance	50	53	43	56
Make you angry	13	10	13	17
Don't know	<u>5</u>	<u>5</u>	<u>3</u>	<u>5</u>
	100	100	100	100

Based on registered voters who have received robocalls this year.

McCain Voters Get More Robo-Calls

Nationwide, slightly more McCain supporters say they have received campaign mail than Obama supporters (63% vs. 57%).

In addition, more McCain supporters than Obama supporters (54% vs. 41%) say they have received pre-recorded calls. Meanwhile, more Obama supporters than McCain supporters say they have been visited at home (18% vs. 10%) by someone talking about the campaign. Identical percentages of both candidates' supporters (27% each) say they have received a personal call about the campaign.

	<u>Obama</u> <u>Voters</u> %	<u>McCain</u> <u>voters</u> %
<i>Campaign activities...</i>		
Received mail	57	63
Pre-recorded call	41	54
Visited at home	18	10
Personal call	27	27
Donated money	18	18
Attended event	16	8

Based on registered voters.

Twice as many Obama voters as McCain supporters (16% vs. 8%) say they have attended a campaign event. However, equal percentages of Obama and McCain supporters (18%) say they have donated money to any of the presidential candidates during the campaign. In mid-October, slightly more Obama supporters (19%) than McCain supporters (12%) said they donated to a candidate.

Email Less Common than Snail Mail

Overall, 28% of voters say they have received emails from the campaigns or political organizations. That is slightly less than half the percentage of voters who report receiving mail about one or more of the candidates (60%).

Not surprisingly, more younger voters than older voters say they have received emails from the campaigns or political organizations. Still, somewhat more voters age 18 to 29 say they have received mail about one or more of the candidates than say they have received emails about the candidates or campaigns from groups or political organizations (33%).

Email Contact			
<i>Received candidate emails from campaign or political orgs. ...</i>	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
	%	%	%
Total	28	70	2=100
18-29	33	66	1=100
30-49	31	67	2=100
50-64	28	70	2=100
65+	18	80	2=100
Republican	29	69	2=100
Democrat	31	68	1=100
Independent	25	73	2=100
Red States	22	76	2=100
Blue States	30	69	1=100
Battleground	30	68	2=100

Based on registered voters.
Battleground states are CO, FL, IN, IA, MI, MN, MO, NV, NH, NM, NC, OH, PA, VA, and WI.

Detailed Tables:
 PRESIDENTIAL TRIAL HEAT
 (Based on Likely Voters*)

		Oct. 16-19			Oct. 29-Nov. 1				Oct. 29-Nov. 1 (N)
		McCain	Obama	Other/ Undecided	McCain	Obama	Other/ Undecided	McCain change	Unweighted Count
		%	%	%	%	%	%		%
TOTAL		39	53	8	42	49	9	3	2587
SEX									
	Male	43	49	7	45	46	9	2	1218
	Female	35	57	9	40	51	9	5	1369
AGE									
	18-49	34	59	7	41	52	7	7	1032
	50+	44	48	8	44	46	10	0	1484
DETAILED AGE									
	18-29	26	68	6	36	61	3	10	249
	30-49	38	54	8	43	48	8	5	783
	50-64	43	50	7	44	46	10	1	855
	65+	45	46	10	44	46	11	-1	629
SEX BY AGE									
	Men 18-49	38	56	6	43	49	8	5	526
	Men 50+	50	42	8	47	43	9	-3	665
	Women 18-49	31	62	8	39	56	6	8	506
	Women 50+	39	53	8	41	48	10	2	819
RACE									
	White	46	46	8	49	42	9	3	2104
	Non-White	12	82	6	16	77	7	4	439
	Black	3	94	4	5	89	6	2	258
	Hispanic**	25	65	10	31	62	6	6	114
REGION									
	East	31	60	9	38	53	9	7	446
	Midwest	37	54	9	41	50	10	4	639
	South	44	47	9	47	45	8	3	964
	West	38	57	5	40	50	10	2	538
COMMUNITY TYPE									
	Urban	32	61	7	35	54	11	3	551
	Suburban	44	48	8	47	43	10	3	1057
	Rural	48	40	12	54	37	9	6	408
EDUCATION									
	College grad	39	55	7	40	51	8	1	1118
	Some college or less	39	52	9	43	47	9	4	1450
DETAILED EDUCATION									
	Post-grad	34	58	8	35	54	10	1	460
	BS/BA	42	52	6	44	49	7	2	658
	Some college	41	52	8	45	48	7	4	657
	HS grad or less	38	53	9	42	47	11	4	793

Detailed Tables:

		Oct. 16-19			Oct. 29-Nov. 1				Oct. 29-Nov. 1 (N)
		McCain	Obama	Other/ Undecided	McCain	Obama	Other/ Undecided	McCain change	Unweighted Count
		%	%	%	%	%	%		%
INCOME									
	\$75,000+	45	49	6	48	46	6	3	849
	\$30,000-\$74,999	40	53	7	46	46	8	6	848
	<\$30,000	26	66	8	29	64	7	3	438
DETAILED INCOME									
	\$100,000+	44	50	6	48	45	7	4	518
	\$75,000-\$99,999	45	48	6	46	48	5	1	331
	\$50,000-\$74,999	43	51	6	49	43	7	6	403
	\$30,000-\$49,999	37	54	9	42	49	9	5	445
	\$20,000-\$29,999	23	67	10	34	59	7	11	189
	<\$20,000	27	66	6	25	68	7	-2	249
RELIGIOUS PREFERENCE									
	Total White Prot.	56	36	8	61	31	8	5	1112
	White evangelical Prot.	71	22	7	71	21	8	0	574
	White mainline Prot.	41	50	9	48	43	9	7	533
	Total Catholic	38	55	8	41	51	8	3	573
	White, non-Hispanic Cath.	42	50	8	47	45	8	5	489
	Unaffiliated	21	70	9	24	67	9	3	324
CHURCH ATTENDANCE									
	More than once a week	51	41	8	61	32	7	10	357
	Once a week	49	43	9	51	41	8	2	753
	Once or twice a month	39	56	5	45	46	9	6	365
	A few times a year	29	60	11	36	56	8	7	441
	Seldom/Never	29	65	6	27	63	10	-2	596
MARITAL STATUS									
	Married	47	44	9	50	42	9	3	1600
	Divorced/Separated	33	59	8	33	59	7	0	297
	Widowed	40	53	7	39	43	18	-1	244
	Never married	22	73	6	29	66	5	7	305
MARITAL STATUS BY SEX									
	Married women	44	46	10	49	43	7	5	776
	Married men	50	42	8	50	40	10	0	824
	Unmarried women	25	68	7	28	61	11	3	593
	Unmarried men	31	62	7	36	56	7	5	394
PARENTAL STATUS									
	Parent	39	51	10	44	49	7	5	747
	Father	45	48	8	46	44	9	1	370
	Mother	35	54	11	42	53	5	7	377
	Non-parent	38	54	7	41	49	10	3	1840
	Men	43	50	7	44	47	9	1	848
	Women	35	58	7	39	51	11	4	992
LABOR UNION									
	Union household	33	59	8	37	53	11	4	366
	Non-union household	40	52	8	43	48	8	3	2178

Detailed Tables:

		Oct. 16-19			Oct. 29-Nov. 1				Oct. 29-Nov. 1
		McCain	Obama	Other/ Undecided	McCain	Obama	Other/ Undecided	McCain change	(N)
		%	%	%	%	%	%		Unweighted Count
									%
EMPLOYMENT									
	Full-time	n/a	n/a	n/a	44	48	8	n/a	1312
	Part-time	n/a	n/a	n/a	42	52	6	n/a	278
	Not employed	na	na	na	41	49	10	n/a	954
CLASS									
	Professional/Business	n/a	n/a	n/a	46	46	9	n/a	1102
	Working class	n/a	n/a	n/a	44	48	8	n/a	985
	Struggling household	n/a	n/a	n/a	26	64	9	n/a	264
PARTY ID									
	Republican	89	7	4	89	8	3	0	820
	Democrat	6	92	3	6	90	4	0	921
	Independent	33	52	15	39	45	16	6	694
PARTY AND IDEOLOGY									
	Conservative Republican	92	4	3	93	4	2	1	604
	Mod/Lib Republican	78	15	6	78	18	4	0	203
	Mod/Cons Democrat	9	87	4	9	87	5	0	532
	Liberal Democrat	0	100	0	2	96	2	2	341
BATTLEGROUND STATES									
	Republican state	50	43	7	52	39	9	2	699
	Democratic state	30	63	7	37	53	10	7	861
	Battleground	38	52	9	41	51	8	3	1027
EARLY VOTING									
	NET Early Voters	35	59	6	36	54	9	1	1001
	Already voted	32	63	5	39	52	9	7	833
	Plan to vote early	36	58	6	26	64	10	-10	168
	Voting on Election Day	40	51	9	46	45	9	6	1564
FIRST-TIME VOTERS									
	First-time voter	24	71	6	29	68	3	5	102
	Voted before	40	52	8	43	48	9	3	2460
ELECTION OUTCOME									
	Especially important	n/a	n/a	n/a	41	51	8	n/a	2233
	No more important	n/a	n/a	n/a	53	30	16	n/a	322
MILITARY FORCE IN IRAQ									
	Right decision	75	17	8	77	15	8	2	1070
	Wrong decision	14	79	7	15	78	7	1	1283
COUNTRY'S ECONOMY									
	Excellent/Good	n/a	n/a	n/a	65	21	14	n/a	180
	Only fair/Poor	n/a	n/a	n/a	40	51	9	n/a	2390
	Just having a few problems	n/a	n/a	n/a	70	23	7	n/a	271
	In a recession	n/a	n/a	n/a	40	53	8	n/a	1619
	In a depression	n/a	n/a	n/a	23	65	12	n/a	387

Detailed Tables:

		Oct. 16-19			Oct. 29-Nov. 1				Oct. 29-Nov. 1 (N)
		McCain	Obama	Other/ Undecided	McCain	Obama	Other/ Undecided	McCain change	Unweighted Count
		%	%	%	%	%	%		%
INDEPENDENT VOTERS									
	Male	36	52	12	40	45	15	4	373
	Female	31	52	17	39	44	17	8	321
	18-49	28	59	14	35	49	16	7	285
	50+	41	44	16	44	41	15	3	397
	College grad	31	55	14	34	51	15	3	329
	Some college or less	35	50	15	42	41	17	7	365
WHITE VOTERS									
	Male	50	43	7	52	39	9	2	996
	Female	42	49	9	47	44	9	5	1108
	18-49	42	50	7	50	43	7	8	782
	50+	49	42	8	49	41	10	0	1274
	East	34	56	10	44	48	8	10	369
	Midwest	43	49	9	46	44	10	3	555
	South	55	36	9	59	34	8	4	734
	West	45	51	4	43	47	10	-2	446
	College grad	44	50	6	45	48	7	1	955
	Some college or less	47	44	9	52	38	10	5	1143
	\$75,000+	50	44	6	52	43	6	2	738
	\$30,000-\$74,999	47	45	8	54	38	8	7	697
	<\$30,000	35	57	8	39	53	8	4	307

* Includes leaners. Likely voters are determined by a nine-question series that measures interest in the election, intention to vote and a respondent's past voting history. For this analysis, it is assumed that 62% of the voting age population will cast a vote in November.

**The designation Hispanic is unrelated to the white-black categorization.

QUESTION: If the presidential election were being held TODAY, would you vote for the Republican ticket of John McCain and Sarah Palin, for the Democratic ticket of Barack Obama and Joe Biden, for the Libertarian ticket of Bob Barr and Wayne Allyn Root, or for the Independent ticket of Ralph Nader and Matt Gonzalez? As of TODAY, do you LEAN more to... (Barr and Nader included only in states where they are on the ballot).

PROFILE OF REGISTERED AND LIKELY VOTERS
(1996, 2000, 2004 and 2008)

	<i>- Nov 1996 -</i>		<i>- Nov 2000 -</i>		<i>- Nov 2004 -</i>		<i>- Nov 2008 -</i>	
	<u>RV</u>	<u>LV</u>	<u>RV</u>	<u>LV</u>	<u>RV</u>	<u>LV</u>	<u>RV</u>	<u>LV</u>
<i>Sex</i>	%	%	%	%	%	%	%	%
Male	47	48	47	49	47	47	48	48
Female	<u>53</u>	<u>52</u>	<u>53</u>	<u>51</u>	<u>53</u>	<u>53</u>	<u>52</u>	<u>52</u>
	100	100	100	100	100	100	100	100
<i>Race</i>								
White	86	88	85	88	81	83	76	78
Black	10	9	10	8	10	9	12	11
Hispanic ¹	4	3	8	6	9	7	9	8
<i>Age</i>								
Under 30	18	11	17	13	19	14	19	15
30-49	41	42	42	41	38	38	35	36
50-64	21	24	22	26	24	26	26	29
65+	19	22	18	21	18	20	17	18
<i>Education</i>								
College Grad.	26	28	28	32	30	34	30	33
Some College	24	26	25	26	26	26	25	26
High School Grad	37	37	35	33	35	32	35	33
<H.S. Grad.	12	8	11	8	9	7	9	7
<i>Family Income</i>								
\$75,000+	10	12	19	21	23	26	29	31
\$50,000-\$74,999	14	15	15	16	15	16	14	15
\$30,000-\$49,999	26	28	21	22	21	20	17	18
\$20,000-\$29,999	16	16	12	11	11	10	10	9
<\$20,000	20	16	14	11	14	12	14	12
<i>Religious Affiliation</i>								
Total White Protestant	48	49	46	48	43	45	38	40
White Evangelical Protest.	24	25	23	24	22	23	21	22
White mainline Protest.	24	24	23	24	21	22	17	18
White non-Hispanic Catholic	23	25	19	21	17	18	18	18
Secular	7	6	9	8	13	11	15	14
<i>Party ID</i>								
Republican	28	31	29	33	33	37	28	31
Democrat	37	37	36	35	35	35	38	37
Independent	29	27	28	25	26	23	28	26
<i>Marital Status</i>								
Married	57	60	58	63	57	61	54	59
Divorced/Separated/Widowed	24	24	21	21	22	22	19	19
Living with a partner	n/a	n/a	n/a	n/a	n/a	n/a	6	6
Never Married	19	16	18	15	20	16	20	15
<i>Parental Status</i>								
Parent	32	31	36	34	35	34	33	33
Non-Parent	68	69	63	65	65	65	66	66

¹ The designation Hispanic is unrelated to the white-black categorization.

ABOUT THE SURVEY

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates and Abt SRBI, Inc. among a nationwide sample of 3,402 adults, 18 years of age or older, from Wednesday evening, October 29 through Saturday evening, November 1, 2008 (2,551 respondents were interviewed on a landline telephone, and 851 were interviewed on a cell phone, including 275 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region, and population density to parameters from the March 2007 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2007 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the sample.

The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus...
Total sample	3,402	2.0 percentage points
Registered voter sample	2,995	2.0 percentage points
Likely voter sample	2,587	2.5 percentage points

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

ABOUT THE CENTER

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Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Kim Parker, Senior Researcher
Michael Remez, Senior Writer
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf,
Leah Christian and Jocelyn Kiley, Research Associates
Kathleen Holzwart and Alec Tyson, Research Analysts
Diane Colasanto, Statistical Consultant

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
NOVEMBER 2008 ELECTION WEEKEND SURVEY
FINAL TOPLINE
October 29-November 1, 2008
General Public N=3,402
Registered Voters N=2,995

ASK ALL:

THOUGHT How much thought have you given to the coming presidential election . . . Quite a lot or only a little?

BASED ON REGISTERED VOTERS [N=2,995]:

		Quite	(VOL.)	Only a	(VOL.)	(VOL.)
		<u>A lot</u>	<u>Some</u>	<u>Little</u>	<u>None</u>	<u>DK/</u>
						<u>Ref.</u>
2008	November, 2008	81	3	13	2	1=100
	Late October, 2008	81	3	13	2	1=100
	Mid-October, 2008	81	3	13	3	*=100
	Early October, 2008	81	2	14	2	1=100
	Late September, 2008	80	3	14	2	1=100
	Mid-September, 2008	78	4	14	3	1=100
	August, 2008	74	6	17	2	1=100
	July, 2008	74	2	20	3	1=100
	June, 2008	72	2	23	2	1=100
	Late May, 2008	75	4	17	3	1=100
	April, 2008	77	7	13	2	1=100
	March, 2008	78	3	15	3	1=100
	Late February, 2008	74	3	19	2	2=100
2004	November, 2004	82	3	12	2	1=100
	Mid-October, 2004	76	5	15	3	1=100
	Early October, 2004	74	4	19	2	1=100
	September, 2004	71	3	22	3	1=100
	August, 2004	69	2	26	2	1=100
	July, 2004	67	2	28	2	1=100
	June, 2004	58	3	36	2	1=100
	May, 2004	59	6	30	4	1=100
	Late March, 2004	60	4	31	4	1=100
	Mid-March, 2004	65	2	31	2	*=100
2000	November, 2000	72	6	19	2	1=100
	Late October, 2000	66	6	24	4	*=100
	Mid-October, 2000	67	9	19	4	1=100
	Early October, 2000	60	8	27	4	1=100
	September, 2000	59	8	29	3	1=100
	July, 2000	46	6	45	3	*=100
	June, 2000	46	6	43	5	*=100
	May, 2000	48	4	42	5	1=100
	April, 2000	45	7	41	7	*=100
1996	November, 1996	67	8	22	3	*=100
	October, 1996	65	7	26	1	1=100
	Late September, 1996	61	7	29	2	1=100
	Early September, 1996	56	3	36	4	1=100
	July, 1996	55	3	41	1	*=100
	June, 1996	50	5	41	3	1=100

THOUGHT CONTINUED...

		Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	(VOL.) <u>DK/ Ref.</u>
1992	Early October, 1992	77	5	16	1	1=100
	September, 1992	69	3	26	1	1=100
	August, 1992	72	4	23	1	*=100
	June, 1992	63	6	29	1	1=100
1988	Gallup: November, 1988	73	8	17	2	0=100
	Gallup: October, 1988	69	9	20	2	0=100
	Gallup: August, 1988	61	10	27	2	0=100
	Gallup: September, 1988	57	18	23	2	0=100

ASK ALL:

Q.1 How closely have you been following news about candidates for the 2008 presidential election ... very closely, fairly closely, not too closely, or not at all closely?²

BASED ON REGISTERED VOTERS [N=2,995]:

		Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	(VOL.) <u>DK/Ref</u>
2008	November, 2008	56	33	8	3	*=100
	Late October, 2008	53	33	9	4	1=100
	Mid-October, 2008	54	35	7	4	*=100
	Mid-September, 2008	50	38	8	4	*=100
2004	November, 2004	52	36	8	4	*=100
2000	November, 2000	39	44	12	5	*=100
1996	November, 1996	34	45	15	6	*=100
1992	October, 1992	55	36	7	2	0=100

**ASK ALL RESPONDENTS WHO ARE NOT IN NORTH DAKOTA:
RESPONDENTS IN NORTH DAKOTA SHOULD BE COUNTED AS REGISTERED VOTERS AND
SKIPPED TO PRECINCT. DO NOT ASK REGIST OR REGICERT OF THESE RESPONDENTS.**

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

IF RESPONDENT ANSWERED '1' YES IN REGIST AND NOT IN "DAY OF" STATE ASK:

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

BASED ON TOTAL [N=3,402]:

	Yes, <u>Registered</u>	<u>Absolutely Certain</u>	<u>Chance Lapsed</u>	DK/ <u>Ref</u>	<u>Day of Registration</u>	No, <u>Not Registered</u>	(VOL.) <u>DK/Ref</u>
November, 2008	84	78	1	*	5	15	1=100
November, 2004	83	76	2	*	5	16	1=100
November, 2000	80	73	2	*	5	20	*=100
November, 1996	76	69	2	1	4	24	*=100

²

Complete trend for Q.1 not shown; comparable final election year trends are presented.

IF RESPONDENT IS IN "DAY OF" STATE & ANSWERED '2' OR '3' IN REGIST, ASK:
 PLANREG Do you plan to register so that you can vote in the upcoming election?

BASED ON TOTAL IN "DAY OF" STATE [N=12]:

53 Yes
 42 No
 5 Don't know/Refused (VOL.)
 100

PROGRAMMING NOTE: A PERSON IS COUNTED AS "REGISTERED" (REGFINAL=1) AT THIS POINT IF THEY:

- (1) ARE IN NORTH DAKOTA
- (2) ANSWERED "YES" TO REGIST AND LIVE IN A DAY OF REGISTRATION STATE
- (3) ANSWERED "YES" TO REGICERT
- (4) ANSWERED "YES" TO PLANREG

BASED ON TOTAL [N=3,402]:

83 Total registered voters
 16 Total not registered
 1 Don't know/Refused (VOL.)
 100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PRECINCT Have you ever voted in your precinct or election district?

BASED ON REGISTERED VOTERS [N=2,995]:

		Late Oct <u>2008</u>	Mid- Oct <u>2008</u>	Early Oct <u>2008</u>	Late Sept <u>2008</u>	Mid- Sept <u>2008</u>	Aug <u>2008</u>	July <u>2008</u>
82	Yes	82	83	84	86	86	88	87
18	No	18	17	16	14	14	12	13
*	Don't know/Refused (VOL.)	*	*	*	*	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK ALL REGISTERED VOTERS (REGFINAL=1):

Q.2 Generally speaking, how much interest would you say you have in politics ... [READ]

BASED ON REGISTERED VOTERS [N=2,995]:

		Late Oct <u>2008</u>	Early Oct <u>2000</u>	Oct <u>1996</u>	Late Sept <u>1996</u>	----- Gallup -----	
						<u>Nov 1988</u>	<u>Oct 1988</u>
38	A great deal	36	30	25	25	29	27
42	A fair amount	44	49	50	50	51	53
16	Only a little	14	16	22	22	17	17
3	None	6	5	3	3	3	3
1	Don't know/Refused (VOL.)	*	*	*	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK ALL REGISTERED VOTERS (REGFINAL=1):
 OFTVOTE How often would you say you vote... [READ]³

BASED ON REGISTERED VOTERS [N=2,995]:

	<u>Always</u>	<u>Nearly Always</u>	<u>Part of The time</u>	<u>Seldom</u>	<u>Never Vote</u>	<u>Other</u>	<u>(VOL.) DK/Ref.</u>
November, 2008	60	23	8	5	2	2	*=100
Late October, 2008	57	26	8	5	3	1	*=100
Mid-October, 2008	57	27	7	5	3	1	*=100
Early October, 2008	53	27	9	6	3	1	1=100
Late September, 2008	55	27	9	6	2	1	*=100
Mid-September, 2008	54	28	10	5	2	1	*=100
July, 2008	53	30	10	4	1	1	1=100
November, 2004	62	21	7	6	3	1	*=100
Mid-October, 2004	63	22	7	5	2	1	*=100
November, 2000	57	26	8	6	2	1	*=100
Late October, 2000	52	30	9	6	1	2	0=100
Mid-October, 2000	54	27	10	6	*	3	*=100
Early October, 2000	51	29	10	6	3	1	*=100
November, 1996	55	28	8	6	2	1	*=100
October, 1996	52	30	9	5	2	2	*=100
Early October, 1992	54	33	8	4	*	1	*=100
October, 1988	51	37	8	3	1	*	*=100

ASK ALL REGISTERED VOTERS (REGFINAL=1):
 WHERE Do you happen to know where people in your neighborhood go to vote?

BASED ON REGISTERED VOTERS [N=2,995]:

	<u>Yes</u>	<u>No/DK/Ref.</u>
November, 2008	85	15=100
Late October, 2008	83	17=100
November, 2006	84	16=100
Late October, 2006	86	14=100
Early October, 2006	88	12=100
November, 2004	85	15=100
November, 2002	88	12=100
November, 2000	84	16=100
Late October, 1998	90	10=100
Early October, 1998	87	13=100
November, 1996	88	12=100
October, 1996	85	15=100
November, 1994	93	7=100
November, 1988 (<i>Gallup</i>)	89	11=100
October, 1988 (<i>Gallup</i>)	86	14=100

³ Complete trend for OFTVOTE not shown; comparable election year trends are presented.

ASK ALL:

NOTE: BARR AND/OR NADER INCLUDED ONLY FOR RESPONDENTS IN STATES WHERE EACH IS ON THE BALLOT.

Q.3 If the presidential election were being held TODAY, would you vote [**READ AND ROTATE REPUBLICAN AND DEMOCRATIC TICKETS FIRST AND ROTATE BARR AND NADER TICKETS LAST**] for the Republican ticket of John McCain and Sarah Palin, for the Democratic ticket of Barack Obama and Joe Biden, for the Libertarian ticket of Bob Barr and Wayne Allyn Root, or for the Independent ticket of Ralph Nader and Matt Gonzalez?

IF OTHER OR DK OR REF. (Q.3=5,8,9), ASK:

Q.3a As of TODAY, do you LEAN more to [**READ, ROTATE IN SAME ORDER AS Q.3**]?

IF CHOSE MCCAIN, OBAMA, BARR, OR NADER IN Q.3, ASK:

Q.3b Do you support (**INSERT PRESIDENTIAL CHOICE FROM Q.3 —LAST NAME ONLY**) strongly or only moderately?

BASED ON REGISTERED VOTERS [N=2,995]:

	<u>Mc-Cain</u>	<u>Strongly</u>	<u>Only Mod⁴</u>	<u>DK</u>	<u>Oba-ma</u>	<u>Strongly</u>	<u>Only Mod</u>	<u>DK</u>	<u>Nader</u>	<u>Barr</u>	<u>Other/Don't know</u>
November, 2008	39	21	18	*	50	35	14	1	1	1	9=100
Late October, 2008	36	20	15	1	52	39	12	1	3	1	8=100
Mid-October, 2008	38	21	16	1	52	36	16	*	n/a	n/a	10=100
Early October, 2008	40	21	18	1	50	36	14	*	n/a	n/a	10=100
Late September, 2008	42	23	19	*	49	33	15	1	n/a	n/a	9=100
Mid-September, 2008 ⁵	44	25	19	*	46	30	15	1	n/a	n/a	10=100
August, 2008	43	17	26	*	46	27	19	*	n/a	n/a	11=100
July, 2008	42	17	24	1	47	24	22	1	n/a	n/a	11=100
June, 2008	40	14	26	*	48	28	19	1	n/a	n/a	12=100
Late May, 2008	44				47				n/a	n/a	9=100
April, 2008	44				50				n/a	n/a	6=100
March, 2008	43				49				n/a	n/a	8=100
Late February, 2008	43				50				n/a	n/a	7=100
November, 2004	45	34	11	*	46	29	16	1	1	n/a	8=100
Mid-October, 2004	45	32	13	*	45	28	16	1	1	n/a	9=100
Early October, 2004	48	35	12	1	41	24	17	*	2	n/a	9=100
September, 2004	49	33	15	1	43	22	20	1	1	n/a	7=100
August, 2004	45	32	13	*	47	28	19	*	2	n/a	6=100
July, 2004	44				46				3	n/a	7=100
June, 2004	46				42				6	n/a	6=100
May, 2004	43				46				6	n/a	5=100
Late March, 2004	44				43				6	n/a	7=100
Mid-March, 2004	42				49				4	n/a	5=100
Two-way trial heats:											
June, 2004	48				46				n/a	n/a	6=100
May, 2004	45				50				n/a	n/a	5=100
Late March, 2004	46				47				n/a	n/a	7=100
Mid-March, 2004	43				52				n/a	n/a	5=100
Late February, 2004	44				48				n/a	n/a	8=100
Early February, 2004	47				47				n/a	n/a	6=100
Early January, 2004	52				41				n/a	n/a	7=100
October, 2003	50				42				n/a	n/a	8=100

⁴ Includes those who say they lean to the Republican or Democratic candidate.

⁵ Prior to Mid-September, 2008, July, 2004, September, 2000, September, 1996, August, 1992, and September, 1988 the question did not specify vice presidential candidates.

NO QUESTION 4

IF RESPONDENT IS REGISTERED (REGFINAL=1) AND DID NOT CHOOSE MCCAIN IN Q.3/Q.3a (Q.3=2,3,4 OR Q.3a=2,3,4,5,8,9) ASK: ROTATE Q.5 AND Q.6

Q.5 Do you think there is a chance that you might vote for John McCain this Tuesday, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS [N=2,995]:

		Chance might <u>Vote for</u>	Decided not <u>To vote for</u>	(VOL.) Don't know/ <u>Refused</u>
McCain	November, 2008	7	47	7=61%
	Late October, 2008	7	51	6=64%
	Mid-October, 2008	9	47	6=62%
	Early October, 2008	10	45	5=60%
	Late September, 2008	10	42	6=58%
	Mid-September, 2008	9	40	7=56%
	August, 2008	14	37	6=57%
	July, 2008	13	38	7=58%
	June, 2008	12	41	7=60%
Bush	November, 2004	6	44	5=55%
	Mid-October, 2004	5	43	7=55%
	Early October, 2004	9	39	4=52%
	September, 2004	9	38	4=51%
	August, 2004	10	42	3=55%
	July, 2004	10	41	5=56%
	June, 2004 ⁶	9	41	2=52%
	May, 2004	9	42	4=55%
	Late March, 2004	11	40	3=54%
	Mid-March, 2004	11	44	2=57%
	Late February, 2004	10	43	3=56%
	Early February, 2004	10	41	2=53%
Bush	November, 2000	8	44	7=59%
	Late October, 2000	10	41	4=55%
	Mid-October, 2000	12	40	5=57%
	Early October, 2000	11	39	7=57%
	September, 2000	15	38	6=59%
	Mid-June, 2000	15	33	6=54%
Dole	November, 1996	8	54	6=68%
	October, 1996	11	51	4=66%
	Late September, 1996	16	44	5=65%
	Early September, 1996	14	47	5=66%
	July, 1996	15	40	3=58%
Bush Sr.	Late October, 1992	11	53	2=66%
	Early October, 1992	13	46	6=65%
	September, 1992	12	44	6=62%
	August, 1992	15	45	4=64%
	May, 1992	8	40	5=53%

⁶

In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

IF RESPONDENT IS REGISTERED (REGFINAL=1) AND DID NOT CHOOSE OBAMA IN Q.3/Q.3a (Q.3=1,3,4 OR Q.3a=1,3,4,5,8,9) ASK: ROTATE Q.5 AND Q.6

Q.6 Do you think there is a chance that you might vote for Barack Obama this Tuesday, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS [N=2,995]:

		Chance might <u>Vote for</u>	Decided not <u>To vote for</u>	(VOL.) Don't know/ <u>Refused</u>
Obama	November, 2008	6	38	6=50%
	Late October, 2008	7	35	6=48%
	Mid-October, 2008	8	35	5=48%
	Early October, 2008	7	38	5=50%
	Late September, 2008	8	37	6=51%
	Mid-September, 2008	11	38	5=54%
	August, 2008	12	36	6=54%
	July, 2008	12	34	7=53%
	June, 2008	14	32	6=52%
Kerry	November, 2004	6	43	5=54%
	Mid-October, 2004	6	42	7=55%
	Early October, 2004	9	45	5=59%
	September, 2004	11	42	4=57%
	August, 2004	11	39	3=53%
	July, 2004	13	36	5=54%
	June, 2004 ⁷	10	41	3=54%
	May, 2004	11	35	4=50%
	Late March, 2004	13	37	3=53%
	Mid-March, 2004	13	32	3=48%
	Late February, 2004	13	36	3=52%
	Early February, 2004	15	33	5=53%
Gore	November, 2000	8	41	6=55%
	Late October, 2000	9	44	4=57%
	Mid-October, 2000	10	40	5=55%
	Early October, 2000	11	38	7=56%
	September, 2000	13	35	5=53%
	June, 2000	14	34	6=54%
Clinton	November, 1996	6	37	6=49%
	October, 1996	10	35	4=49%
	Late September, 1996	11	35	3=49%
	Early September, 1996	10	34	4=48%
	July, 1996	8	36	4=48%
Clinton	Late October, 1992	11	43	2=56%
	Early October, 1992	14	32	6=52%
	September, 1992	12	28	6=46%
	August, 1992	14	26	3=43%
	May, 1992	11	38	6=55%

⁷

In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PLAN1 Do you plan to vote in the presidential election, have you ALREADY voted, or don't you plan to vote?

IF YES IN PLAN1 (PLAN1=1), ASK:

PLAN3 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

BASED ON REGISTERED VOTERS [N=2,995]:

	<u>Late Oct 2008</u>
72 Plan to vote	81
67 Absolutely Certain	75
5 Fairly Certain	6
* Not Certain	*
* Don't know/Refused (VOL.)	*
26 Already voted	15
1 Don't plan to vote	3
<u>1</u> Don't know/Refused (VOL.)	<u>1</u>
100	100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PLAN1 Do you plan to vote in the presidential election, have you ALREADY voted, or don't you plan to vote?

IF YES IN PLAN1 (PLAN1=1) ASK:

PLAN2 Do you plan to cast your vote BEFORE Election Day or ON Election Day?

BASED ON REGISTERED VOTERS [N=2,995]:

	<u>Late Oct 2008</u>
62 Plan to vote on Election Day	64
35 Plan to vote early	31
9 Will vote before Election Day	16
26 Already voted	15
1 Plan to vote but don't know when	1
<u>2</u> Don't plan to vote/Don't know (VOL.)	<u>4</u>
100	100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

Q.7 In your opinion, is the outcome of this presidential election especially important, or is it no more important than any other presidential election?

BASED ON REGISTERED VOTERS [N=2,995]:

	<u>Late Oct 2008</u>	<u>Nov 2004</u>	<u>Nov 2000</u>	<u>Nov 1996</u>
84 Especially important	81	84	67	61
15 No more important than the others	18	15	31	38
<u>1</u> Don't know/Refused (VOL.)	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>
100	100	100	100	100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

Q.8 If John McCain were to win the presidency, do you think he would continue George W. Bush's policies, or would he take the country in a different direction? [**IF DEPENDS PROBE ONCE WITH:** Just in general, do you think John McCain would continue George W. Bush's policies or take the country in a different direction?]

BASED ON REGISTERED VOTERS [N=2,995]:

	Late Oct <u>2008</u>	Mid-Oct <u>2008</u>	Late Sept <u>2008</u>	Mid-Sept <u>2008</u>	June <u>2008</u>	Late May <u>2008</u>	March <u>2008</u>
42 Continue Bush's policies	47	44	41	45	46	44	46
45 Take country in a different direction	40	45	46	44	42	45	43
<u>13</u> Don't know/Refused (VOL.)	<u>13</u>	<u>11</u>	<u>13</u>	<u>11</u>	<u>12</u>	<u>11</u>	<u>11</u>
100	100	100	100	100	100	100	100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

Q.9 Do you feel that Barack Obama is well-qualified or not well-qualified to be president?

BASED ON REGISTERED VOTERS [N=2,995]:

	Late Oct <u>2008</u>
57 Well-qualified	56
34 Not well-qualified	34
<u>9</u> Don't know/Refused (VOL.)	<u>10</u>
100	100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

Q.10 So far in this presidential campaign, have you... (INSERT IN ORDER), or not? Have you [NEXT ITEM] or not? [INTERVIEWER INSTRUCTION: IF RESPONDENT ASKS, ASIDE FROM THE CURRENT CALL]

BASED ON REGISTERED VOTERS [N=2,995]:

	Yes	No	(VOL.) Don't know/ Refused
a. Received MAIL about one or more of the candidates			
November, 2008	60	39	1=100
Mid-October, 2008	46	52	2=100
March, 2008	36	62	2=100
November, 2007	29	69	2=100
b. Received e-mails about the candidates or campaigns from any groups or political organizations	28	70	2=100
c. Been VISITED AT HOME by someone talking about the campaign			
November, 2008	14	86	*=100
Mid-October, 2008	9	91	*=100
November, 2007	2	98	*=100
d. Received PRE-RECORDED telephone calls about the campaign			
November, 2008	47	52	1=100
Mid-October, 2008	37	62	1=100
March, 2008	39	60	1=100
November, 2007	25	74	1=100

Q.10 CONTINUED...

		(VOL.)		
		Don't know/		
		<u>Yes</u>	<u>No</u>	<u>Refused</u>
e.	Received a phone call from a LIVE PERSON about the campaign			
	November, 2008	27	71	2=100
	Mid-October, 2008	24	75	1=100
	March, 2008	16	83	1=100
	November, 2007	9	90	1=100

TREND FOR COMPARISON

Recently, have you been contacted over the phone by any candidates, campaigns or other groups urging you to vote in a particular way in the upcoming elections?

	Nov <u>2004</u>	Mid-Oct <u>2004</u>	Nov <u>2000</u>
Yes	34	26	26
No	65	73	73
Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100

		(VOL.)		
		Don't know		
		<u>Yes</u>	<u>No</u>	<u>Refused</u>
f.	Contributed money to any of the presidential candidates			
	November, 2008	17	82	1=100
	Mid-October, 2008	15	85	*=100
	March, 2008	9	91	*=100
	November, 2007	8	91	1=100

TRENDS FOR COMPARISON

Over the past 12 months, have you contributed money to any of the presidential candidates or not?

BASED ON REGISTERED VOTERS

June	
<u>2008</u>	
13	Yes
86	No
<u>1</u>	Don't Know/Refused (VOL.)
100	

Did you, yourself contribute money to a campaign in support of one of the presidential candidates this year, or not?

BASED ON VOTERS

Post-Election	
<u>2004</u>	
15	Yes
84	No
<u>1</u>	Don't Know/Refused (VOL.)
100	

Q.10 CONTINUED...

		(VOL.)		
		Don't know/		
		<u>Yes</u>	<u>No</u>	<u>Refused</u>
g.	Attended a campaign event			
	November, 2008	12	88	*=100
	Mid-October, 2008	11	89	*=100
	March, 2008	8	92	0=100
	November, 2007	4	96	*=100

IF 'YES' IN Q.10c (Q10c=1), ASK:

Q.11 Thinking about when you were visited at home by someone talking about the campaign, were you urged to vote for [ROTATE ORDER OF CANDIDATES] John McCain OR Barack Obama?

BASED ON REGISTERED VOTERS [N=2,995]:

14	Visited at home
2	McCain
8	Obama
1	Other (VOL.)
1	Both (VOL.)
2	Don't know/Refused (VOL.)
86	Not visited at home
*	Don't know
100	

IF 'YES' IN Q.10d OR Q.10e (Q10d=1 OR Q10e=1), ASK:

Q.12 Thinking about when you received telephone calls about the campaign, were you urged to vote for [ROTATE ORDER OF CANDIDATES] John McCain OR Barack Obama?

BASED ON REGISTERED VOTERS [N=2,995]:

54	Received telephone calls
10	McCain
13	Obama
6	Other (VOL.)
13	Both (VOL.)
12	Don't know/Refused (VOL.)
45	Did not receive telephone calls
<u>1</u>	Don't know
100	

Q.12 CONTINUED...

TREND FOR COMPARISON

Recently, have you been contacted over the phone by any candidates, campaigns or other groups urging you to vote in a particular way in the upcoming elections?

IF YES, ASK: And were you urged to vote for George W. Bush and/or other Republican candidates OR John Kerry and/or other Democratic candidates?⁸

BASED ON REGISTERED VOTERS

	<u>Nov 2004</u>	<u>Nov 2000</u>
Yes	34	26
Bush/Republicans	8	8 <i>Bush</i>
Kerry/Democrats	8	6 <i>Gore</i>
Other (VOL.)	2	2
Both (VOL.)	12	6
Don't know/Refused	4	4
No	65	73
Don't know/Refused	<u>1</u>	<u>1</u>
	100	100

IF 'YES' IN Q.10d (Q10d=1), ASK:

Q.13 Thinking about when you receive PRE-RECORDED telephone calls about the campaign, do you usually listen to them or usually hang up?

IF 'HANG UP' IN Q.13 (Q13=2), ASK:

Q.14 Would you say these pre-recorded calls make you angry, or are they just a minor annoyance?

BASED ON THOSE WHO RECEIVED PRE-RECORDED CALLS [N=1,536]:

	<u>Nov 2007</u>
30 Listen	31
65 Hang up	66
13 Make me angry	16
50 Minor annoyance	49
2 Don't know/Refused (VOL.)	1
<u>5</u> Don't know/Refused (VOL.)	<u>3</u>
100	100

⁸

Complete trend for comparison not shown; comparable presidential election weekend trends are presented.

ASK REGISTERED UNDECIDED VOTERS (REGFINAL=1 AND Q.3a=8,9). NOTE: BARR AND/OR NADER INCLUDED ONLY FOR RESPONDENTS IN STATES WHERE EACH IS ON THE BALLOT
 One last question about your opinion of the candidates...

Q.15 I have been asked to try to get a choice for president from everyone I interview. Even though you may not have made up your mind, could you make a guess so I will have something to put down? The candidates are [READ AND ROTATE REPUBLICAN AND DEMOCRATIC TICKETS FIRST AND ROTATE BARR AND NADER TICKETS LAST]?

BASED ON REGISTERED VOTERS [N=2,995]:

- 1 John McCain and Sarah Palin, the Republicans
 - 1 Barack Obama and Joe Biden, the Democrats
 - * Bob Barr and Wayne Allyn Root, the Libertarians [OR]
 - * Ralph Nader and Matt Gonzalez, as independents
 - * Other candidate (VOL. DO NOT READ)
 - * Not going to vote (VOL. DO NOT READ)
 - 1 Don't know (VOL. DO NOT READ)
 - 4 Refused (VOL. DO NOT READ)
- 7%

TREND FOR COMPARISON

BASED ON ALL REGISTERED VOTERS

	<u>Nov 2004</u>
Bush/Cheney	1
Kerry/Edwards	1
Nader/Camejo	*
(VOL.) Not going to vote	*
Undecided/Other	<u>4</u>
	6%

ASK ALL:

Thinking now about the nation's economy...

Q.16 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

BASED ON GENERAL PUBLIC [N=3,402]:

	<u>Excellent</u>	<u>Good</u>	Only <u>Fair</u>	<u>Poor</u>	(VOL.) Don't know/ <u>Refused</u>
November, 2008	1	6	28	64	1=100
Late October, 2008	*	7	25	67	1=100
Early October, 2008	1	8	32	58	1=100
Late September, 2008	*	7	27	65	1=100
July, 2008	1	9	39	50	1=100
April, 2008	1	10	33	56	*=100
March, 2008	1	10	32	56	1=100
Early February, 2008	1	16	36	45	2=100
January, 2008	3	23	45	28	1=100
November, 2007	3	20	44	32	1=100
September, 2007	3	23	43	29	2=100
June, 2007	6	27	40	25	2=100
February, 2007	5	26	45	23	1=100
December, 2006	6	32	41	19	2=100
Early November, 2006 (RVs)	9	35	37	17	2=100
Late October, 2006	6	27	40	25	2=100
September, 2006	5	32	41	20	2=100
March, 2006	4	29	44	22	1=100
January, 2006	4	30	45	19	2=100
Early October, 2005	2	23	45	29	1=100
Mid-September, 2005	3	28	44	24	1=100
Mid-May, 2005	3	29	47	20	1=100
January, 2005	3	36	45	15	1=100
December, 2004	3	33	43	20	1=100
Early November, 2004 (RVs)	5	31	37	26	1=100
Mid-September, 2004	4	34	40	20	2=100
August, 2004	3	30	45	21	1=100
Late April, 2004	4	34	38	22	2=100
Late February, 2004	2	29	42	26	1=100
February 9-12, 2004 (Gallup)	2	31	46	21	0=100
January 12-15, 2004 (Gallup)	3	34	42	21	0=100
January 2-5, 2004 (Gallup)	3	40	41	16	*=100
December 11-14, 2003 (Gallup)	3	34	44	19	*=100
November 3-5, 2003 (Gallup)	2	28	49	21	*=100
October 24-26, 2003 (Gallup)	2	24	44	30	*=100
October 6-8, 2003 (Gallup)	2	20	50	27	1=100
September 8-10, 2003 (Gallup)	1	20	49	30	*=100
August 4-6, 2003 (Gallup)	1	24	52	23	*=100
February 17-19, 2003 (Gallup)	1	17	48	34	*=100
February 4-6, 2002 (Gallup)	2	26	55	16	1=100
March 5-7, 2001 (Gallup)	3	43	43	10	1=100
January 7-10, 2000 (Gallup)	19	52	23	5	1=100
January 15-17, 1999 (Gallup)	14	55	27	4	*=100
March 20-22, 1998 (Gallup)	20	46	27	7	*=100
Jan 31 - Feb 2, 1997 (Gallup)	4	38	43	15	*=100
March 15-17, 1996 (Gallup)	2	31	48	18	1=100
May 11-14, 1995 (Gallup)	2	27	50	20	1=100

Q.16 CONTINUED...

	<u>Excellent</u>	<u>Good</u>	Only <u>Fair</u>	<u>Poor</u>	(VOL.) Don't know/ <u>Refused</u>
January 15-17, 1994 (<i>Gallup</i>)	*	22	54	24	*=100
February 12-14, 1993 (<i>Gallup</i>)	*	14	46	39	1=100
January 3-6, 1992 (<i>Gallup</i>)	*	12	46	41	1=100

ASK IF ECONOMIC CONDITIONS ONLY FAIR OR POOR (3,4 IN Q.16):

Q.16a Do you think the U.S. economy is just having a few problems, is in a recession, or is in a depression?

BASED ON GENERAL PUBLIC [N=3,402]:

	Late Oct <u>2008</u>	Early Oct <u>2008</u>	Late Sept <u>2008</u>	July <u>2008</u>	March <u>2008</u>
7 Excellent/Good	7	9	7	10	11
92 Only fair/Poor	92	90	92	89	88
11 Just having a few problems	12	11	12	14	14
58 In a recession	58	54	56	54	56
18 In a depression	19	22	21	18	15
5 Don't know/refused (VOL.)	3	3	3	3	3
<u>1</u> Don't know/Refused (VOL.)	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
100	100	100	100	100	100

ASK ALL:

And thinking about Iraq...

Q.17 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

BASED ON GENERAL PUBLIC [N=3,402]:

	<u>Right decision</u>	<u>Wrong decision</u>	(VOL.) <u>DK/Ref.</u>
November, 2008	39	50	11=100
Late October, 2008	38	56	6=100
Mid-October, 2008	40	54	6=100
Mid-September, 2008	43	50	7=100
June, 2008	39	55	6=100
April, 2008	37	57	6=100
Late February, 2008	38	54	8=100
Late December, 2007	36	56	8=100
October, 2007	39	54	7=100
September, 2007	42	50	8=100
July, 2007	41	53	6=100
June, 2007	40	51	9=100
April, 2007	45	47	8=100
March, 2007	43	49	8=100
February, 2007	40	54	6=100
Mid-January, 2007	40	51	9=100
Early January, 2007	40	53	7=100
December, 2006	42	51	7=100
Mid-November, 2006	41	51	8=100
Early November, 2006 (RVs)	45	48	7=100
Late October, 2006	43	47	10=100
Early October, 2006	45	47	8=100
Early September, 2006	49	43	8=100
August, 2006	45	46	9=100
July, 2006	44	50	6=100

Q.17 CONTINUED...

	<u>Right decision</u>	<u>Wrong decision</u>	<u>(VOL.) DK/Ref</u>
June, 2006	49	44	7=100
April, 2006	47	46	7=100
March, 2006	45	49	6=100
February, 2006	51	44	5=100
January, 2006	45	47	8=100
December, 2005	47	48	5=100
Late October, 2005	48	45	7=100
Early October, 2005	44	50	6=100
Mid-September, 2005	49	44	7=100
July, 2005	49	44	7=100
June, 2005	47	45	8=100
February, 2005	47	47	6=100
January, 2005	51	44	5=100
December, 2004	49	44	7=100
November, 2004 (RVs)	48	41	11=100
Mid-October, 2004	46	42	12=100
Early October, 2004	50	39	11=100
September, 2004	53	39	8=100
August, 2004	53	41	6=100
July, 2004	52	43	5=100
June, 2004	55	38	7=100
May, 2004	51	42	7=100
Late April, 2004	54	37	9=100
Early April, 2004	57	35	8=100
Mid-March, 2004	55	39	6=100
Late February, 2004	60	32	8=100
Early February, 2004	56	39	5=100
Mid-January, 2004	65	30	5=100
Early January, 2004	62	28	10=100
December, 2003	67	26	7=100
October, 2003	60	33	7=100
September, 2003	63	31	6=100
August, 2003	63	30	7=100
Early July, 2003	67	24	9=100
May, 2003	74	20	6=100
<i>April 10-16, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 8-9, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 2-7, 2003</i>	<i>72</i>	<i>20</i>	<i>8=100</i>
<i>March 28-April 1, 2003</i>	<i>69</i>	<i>25</i>	<i>6=100</i>
<i>March 25-27, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 23-24, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 20-22, 2003</i>	<i>71</i>	<i>22</i>	<i>7=100</i>
Late January, 1991	77	15	8=100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

BASED ON REGISTERED VOTERS [N=2,995]:

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No <u>Preference</u>	(VOL.) Other <u>Party</u>	(VOL.) DK/ <u>Ref.</u>	<i>Lean</i> <u>Rep</u>	<i>Lean</i> <u>Dem</u>
November, 2008	28	38	28	2	*	4=100	11	13
Late October, 2008	25	40	30	2	1	2=100	11	14
Mid-October, 2008	29	38	28	3	*	2=100	10	14
Early October, 2008	30	37	29	2	*	2=100	11	14
Late September, 2008	29	37	30	2	*	2=100	14	12
Mid-September, 2008	31	37	28	2	*	2=100	13	12
August, 2008	29	35	31	2	1	2=100	12	15
July, 2008	26	38	32	2	*	2=100	13	14
June, 2008	30	39	29	1	*	1=100	11	13
Late May, 2008	26	36	35	1	*	2=100	13	15
April, 2008	28	38	28	4	1	1=100	10	14
March, 2008	26	39	27	4	*	4=100	9	13
Late February, 2008	26	38	32	2	*	2=100	11	16
Early February, 2008	26	38	32	2	*	2=100	11	16
January, 2008	25	33	37	4	*	1=100	12	18

ASK ALL REGISTERED VOTERS (REGFINAL=1):

CLASS Which of the following labels best describes your household: [READ ITEMS, IN ORDER]

BASED ON REGISTERED VOTERS [N=2,995]:

	Professional or <u>Business</u>	<u>Working</u>	<u>Struggling</u>	(VOL.) More than one/ <u>None</u>	(VOL.) Don't know/ <u>Refused</u>
November, 2008	33	44	14	5	4=100

TREND BASED ON GENERAL PUBLIC:

Early October, 2008	31	48	15	4	2=100
April, 2008	33	42	17	6	2=100
Early February, 2008	32	47	15	3	3=100
January, 2008	33	46	12	6	3=100
December, 2007	30	46	15	6	3=100
September, 2007	35	46	12	4	3=100
August, 2007	34	44	13	7	2=100
January, 2007	30	47	16	5	2=100
October, 2006	34	45	15	4	2=100
January, 2006	32	46	14	4	4=100
Mid-October, 2004	32	45	15	5	3=100
February, 2004 GAP	32	47	15	4	2=100
August, 2003	31	47	14	6	2=100
June, 2003	31	44	15	8	2=100
June, 2002	31	47	14	5	3=100
February, 2002	32	46	14	6	2=100
June, 2001	29	47	15	6	3=100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PRIMARY In this year's presidential primary election, did you have a chance to vote in your state's primary or caucus, or did things come up that kept you from voting?

BASED ON REGISTERED VOTERS [N=2,995]:

		Mid-Oct <u>2008</u>
55	Voted	62
42	Did not vote	35
1	Don't remember if voted (VOL.)	2
<u>2</u>	Refused (VOL.)	<u>1</u>
100		100

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PVOTE04A In the 2004 presidential election between George W. Bush and John Kerry, did things come up that kept you from voting, or did you happen to vote?

ASK IF VOTED IN PRIMARY (PRIMARY=1) AND DID NOT VOTE IN 2004 (PVOTE04A=2-9):

FIRST1 Had you voted before this year's primary, or was this the FIRST time you voted?

ASK IF DID NOT VOTE IN PRIMARY (PRIMARY=2, 8, 9) AND DID NOT VOTE IN 2004 (PVOTE04A = 2-9):

FIRST2 Have you voted before, or would this election be your first time voting?

BASED ON REGISTERED VOTERS [N=2,995]:

		Mid-Oct <u>2008</u>
11	First time voter this year	10
3	First time in primary/caucus	3
8	First time in general	7
88	Voted previously	89
<u>1</u>	Don't know/Refused (VOL.)	<u>1</u>
100		100

TREND FOR COMPARISON

FIRST Will this election be the FIRST time that you have voted, or have you voted before?

BASED ON ALL REGISTERED VOTERS

	Oct <u>2006</u>	Nov <u>2004</u>	Mid- Oct <u>2004⁹</u>
First time	5	13	11
Have voted before	88	87	89
Don't know/Refused	0	*	*
Already voted	*	--	--
Don't plan to vote/Don't know	<u>7</u>	--	--
	100	100	100

⁹

In Mid-October 2004, the question was asked as part of a series of items about whether they applied to the respondent.

ASK ALL REGISTERED VOTERS (REGFINAL=1):

SCALE10 I'd like you to rate your chance of voting this Tuesday on a scale of 10 to 1. If TEN represents a person who definitely will vote and ONE represents a person who definitely will NOT vote, where on this scale of 10 to 1 would you place yourself?

BASED ON REGISTERED VOTERS [N=2,995]:

	Definitely will vote										Definitely will not vote			(VOL.) DK/Ref
	10	9	8	7	6	5	4	3	2	1				
November, 2008	86	5	3	1	*	2	*	*	*	2				1=100
Late October, 2008	86	5	2	1	*	2	*	*	*	3				1=100
Mid-October, 2008	86	5	3	1	1	1	*	*	*	2				1=100
Mid-September, 2008	84	6	3	1	1	2	0	*	1	1				1=100
August, 2008	80	6	5	2	1	2	*	1	*	2				1=100
July, 2008	80	7	4	2	1	3	*	1	*	2				0=100
November, 2006 ¹⁰	72	7	5	3	2	4	*	1	1	4				1=100
Late October, 2006	71	8	9	4	2	3	*	1	*	1				1=100
Early October, 2006	68	10	9	4	1	4	*	1	*	2				1=100
September, 2006	67	9	9	2	2	5	1	1	1	2				1=100
November, 2004	87	4	3	1	1	1	*	*	*	2				1=100
Mid-October, 2004	87	4	3	1	1	1	*	*	*	2				1=100
Early November, 2002	66	9	9	3	1	4	1	1	1	5				1=100
Early October, 2002	64	10	10	4	3	4	1	*	*	2				2=100
Early November, 2000	80	6	5	2	1	3	*	*	*	3				1=100
Late October, 2000	83	5	5	1	1	2	*	1	1	1				*=100
Mid-October, 2000	80	7	4	3	1	3	1	*	*	1				1=100
Early October, 2000	78	7	5	2	2	2	*	1	1	1				1=100
Late October, 1998	70	6	7	4	1	4	1	1	1	4				1=100
Early October, 1998	64	9	10	4	2	4	1	2	1	2				1=100
November, 1996	77	7	7	2	1	2	*	1	*	2				1=100
October, 1996	77	9	7	2	2	2	*	*	*	1				*=100
Late September, 1996	78	10	6	2	1	1	*	*	*	1				1=100
November, 1994	67	9	8	2	2	4	1	1	1	3				2=100
October, 1994	66	10	9	4	2	4	1	1	*	2				1=100
Gallup: September, 1992	77	5	4	3	2	4	*	1	*	4				*=100
Gallup: November, 1988	77	7	6	2	1	3	*	*	*	2				2=100
Gallup: October, 1988	73	8	7	3	2	3	1	*	*	1				2=100

¹⁰

In Late October, Mid-October and November 2008, November 2006, November 2004 and Early November 2002, the “10 – definitely will vote” category also includes people who volunteered that they already voted.