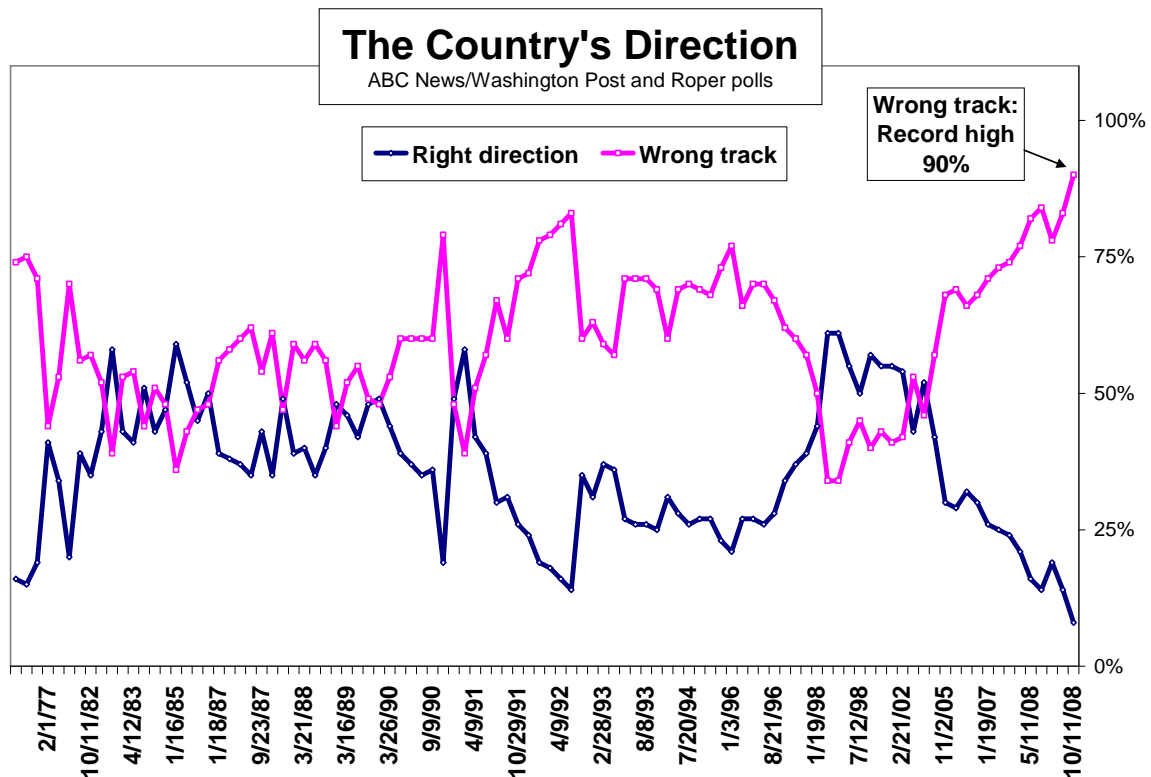


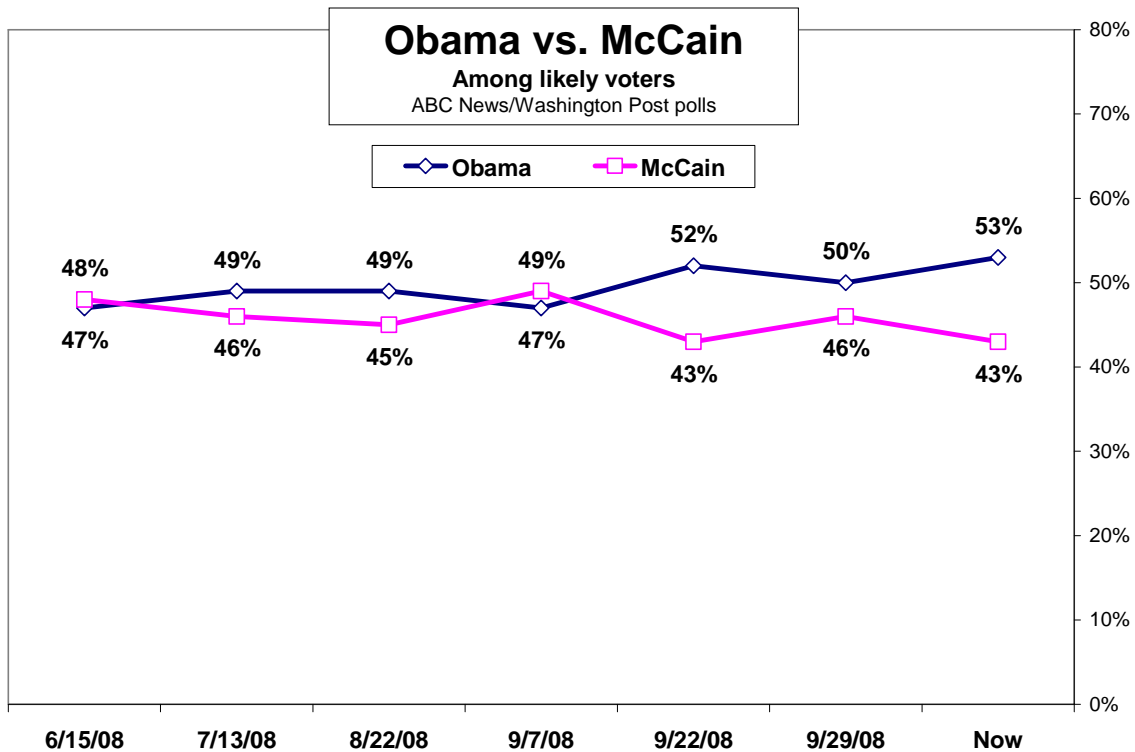
Discontent Buffets the Nation; Bush Craters, Obama Benefits

A tornado of economic discontent is buffeting the nation, sending satisfaction with the country's direction to a 35-year low, George W. Bush's approval rating below Richard Nixon's worst – and Barack Obama, boosted by economic empathy, to his best-yet advantage in the presidential race.

Given the global economic crisis, a record 90 percent of registered voters say the country is seriously off on the wrong track, the most since this question first was asked in 1973. At 23 percent, Bush's job approval rating has fallen below Nixon's lowest; it's a point away from the lowest in 70 years of polling, set by Harry Truman in early 1952. Bush's disapproval, meanwhile, is at an all-time record – 73 percent.



Powered chiefly by the public's economic concerns, Obama leads John McCain by 10 points among likely voters, 53-43 percent, in this ABC News/Washington Post poll. Though every race is different, no presidential candidate has come back from an October deficit this large in pre-election polls dating to 1936.

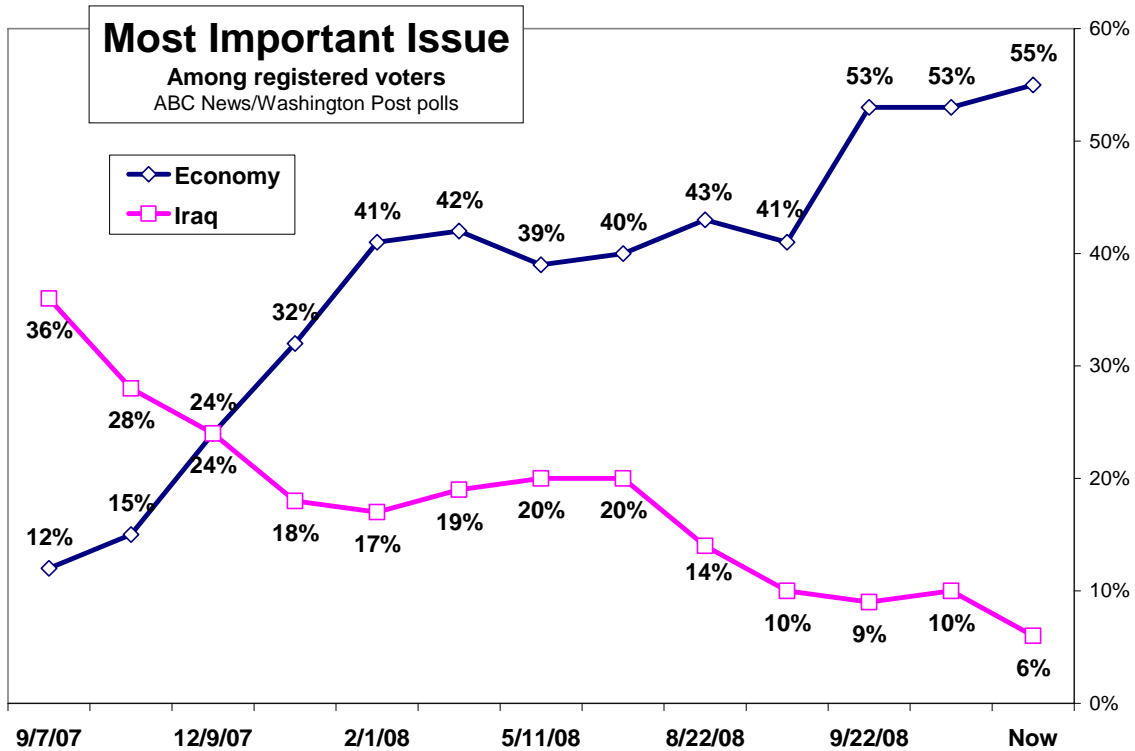


Still, Obama’s lead depends upon a shift in basic partisanship that will need to stand the test of turnout come Nov. 4. And while movable voters – those who haven’t definitely made up their minds – have inched down to 13 percent, that’s still more than enough to change the shape of the race.

Given the critical elements at play, attention to the contest is extraordinary. Ninety-two percent of registered voters are following the election closely, 59 percent “very” closely – both mid-October records in ABC and ABC/Post pre-election polls back to 1988.

WOE – Economic concerns are paramount. Nearly nine in 10 registered voters are worried about the economy’s direction; nearly seven in 10 are worried about their own family finances. Fifty-five percent call the economy the single most important issue in their vote, with all other mentions in the single digits.

Reflecting these economic worries, just 44 percent of Americans are confident they’ll have enough money to carry them through retirement, down sharply from a high of 69 percent three years ago. At the same time, the public’s economic concerns are long-running – consumer confidence hit a 22-year-low back in May – and not directly related to the stock market crash. As in the past, people are keeping the market in perspective; just 16 percent say it’s hurt them “a great deal.” (See separate analysis.)



As first evident in an ABC/Post poll three weeks ago, Obama holds the reins on economic woe. Registered voters trust him over McCain to handle the economy by 53-37 percent. Obama holds his largest lead yet, a remarkable 30-point margin, in better understanding the economic problems Americans are having, 58-28 percent. He leads McCain by about as much, 59-31 percent, in trust to help the middle class, and by 11 points on taxes, two prime points of contention in the last presidential debate.

WIND – The economy is not the only wind at Obama’s back. McCain’s receiving blowback for what’s perceived as negative campaigning; registered voters by 59-35 percent say he’s been mainly attacking Obama rather than addressing the issues. Obama, by contrast, is seen by an even wider margin as issue-focused. (See separate analysis.)

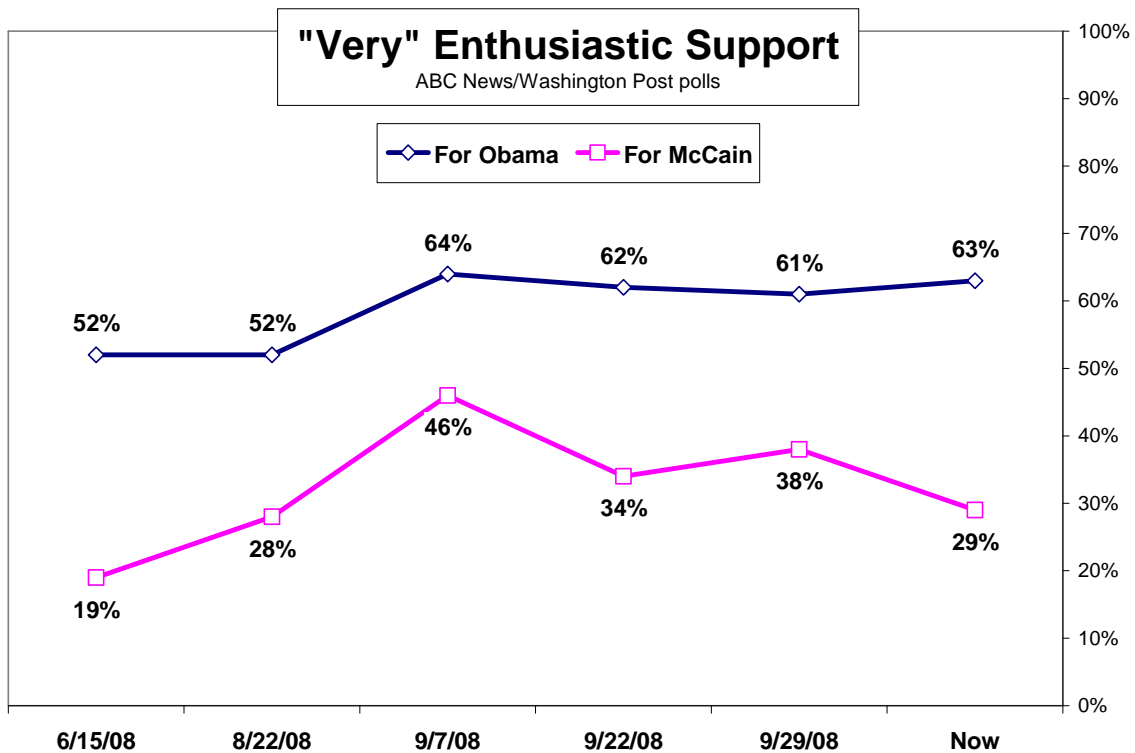
The issue advantage helps Obama another way; among likely voters who say they care more about the candidates’ positions on the issues than their personal qualities he leads McCain by a huge 39 points, 68-29 percent. McCain leads broadly among those who say personal qualities matter more, but there are fewer of them.

More important	Vote preference among likely voters	
	Obama	McCain
Positions on issues (49%)	68%	29
Personal qualities (39%)	34	61

The debates also seem to have helped Obama; 32 percent say they have a better opinion of him as a result of the two debates so far, vs. just 8 percent worse. For McCain it's 12 percent better, 26 percent worse. Their third and final debate is Wednesday.

One apparent result of these factors is a drop in McCain's favorability rating, to 52 percent, a loss of 7 points since the Republican convention; 45 percent now see him unfavorably, a new high for McCain in polls since 1999. Obama's rating, meanwhile, is 64 percent favorable, near its high and up 6 points in the same time frame.

Enthusiasm for McCain's candidacy, never strong, has softened alongside his favorability rating. Just 29 percent of his own supporters are "very enthusiastic" about his campaign, the fewest since August and down a sharp 17 points from his post-convention peak. By contrast, 63 percent of Obama's backers are very enthusiastic, steady since September.

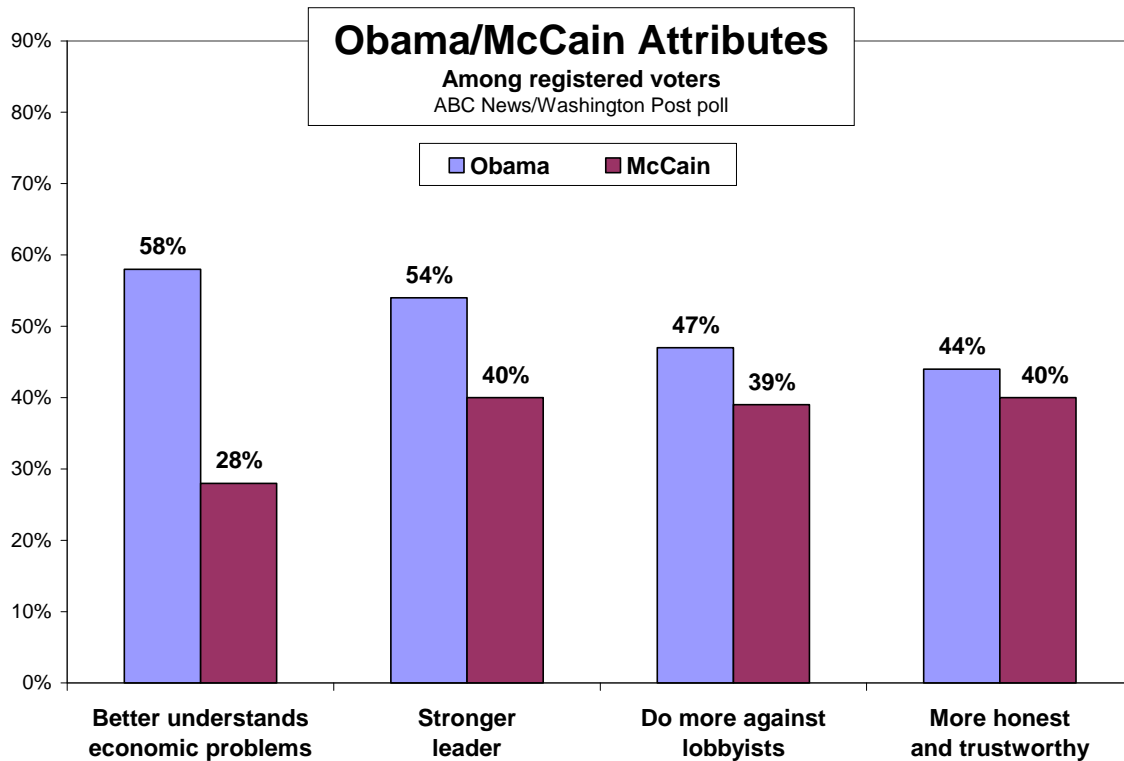


McCain's portrayal of Obama as a risky choice, further, is not resonating, and indeed may be backfiring. By 55-45 percent registered voters see Obama as safe rather than risky; by contrast, they divide 50-50 on whether McCain himself is safe or risky – down from 57-41 percent "safe" at McCain's best on this measure in June.

Among other factors, part of this may relate to concerns about McCain's age; registered voters also divide 50-50 on whether they'd be comfortable with his taking office at age 72, his weakest rating to date on this question. It was 56-42 percent after his convention.

AMMUNITION – McCain’s not entirely out of ammunition. Even with the aura of negativity they’ve produced, there are some areas in which his criticisms have scored. He’s moved closer on who’s more honest and trustworthy, 44-40 percent Obama-McCain; that compares to a 47-36 percent Obama lead in an ABC/Post poll Sept. 22.

McCain’s also moved up (though still trails) on who would better stand up to lobbyists and special interest groups – the “maverick” pitch – and he remains competitive on handling Iraq, terrorism and an unexpected crisis, all potential selling points if he can overcome the current dynamic.



Obama’s greatest vulnerability remains experience, but McCain’s failed to capitalize on it so far. Despite McCain’s efforts, 54 percent say Obama has the experience it takes to serve effectively as president – a new high, albeit by a scant 2 points. Still, 45 percent say Obama lacks adequate experience, a lot to lose on this most basic qualification.

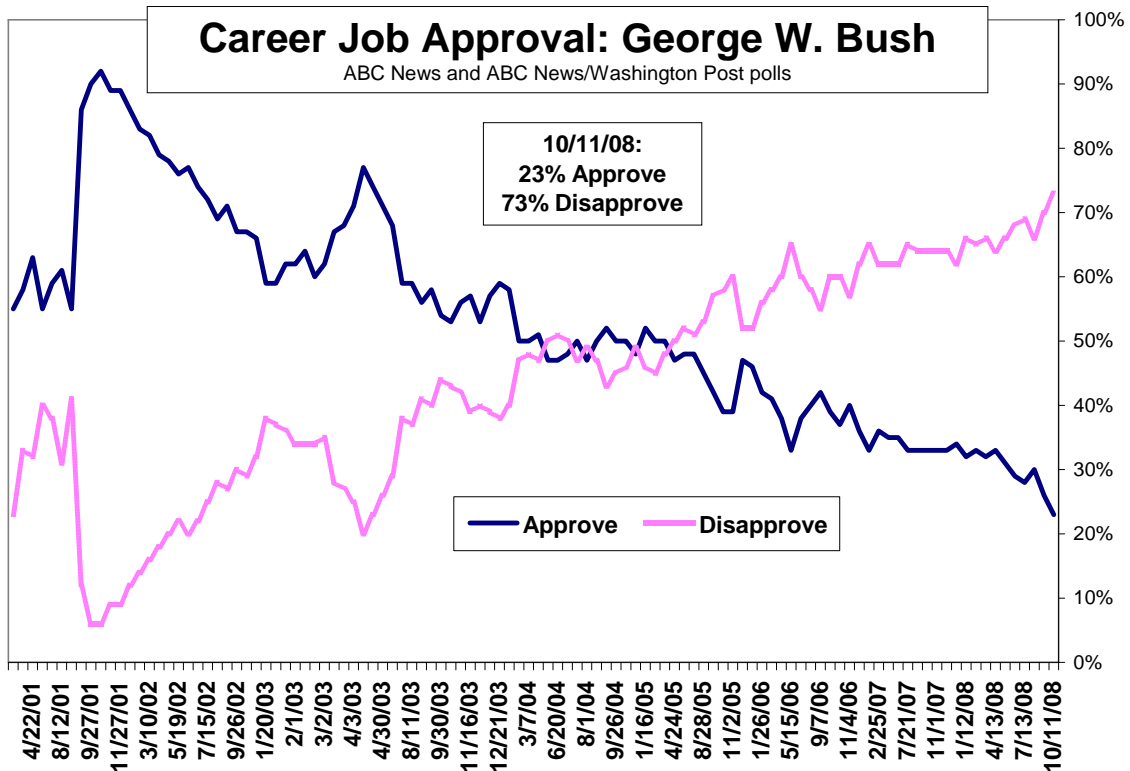
Obama, though, has opened a 14-point lead as the stronger leader; maintains his broad advantage on bringing “needed change” to Washington; and holds significant advantages in trust to handle health care, Social Security and – notably – taxes, another point they’ve sharply debated. Forty-five percent think their taxes would go up under Obama, but about as many, 42 percent, think they’d go up under McCain, too.

In terms of basic approach to governance, registered voters by 47-38 percent see a bigger risk that McCain would put in too few regulations than Obama putting in too many. And

47 percent are concerned McCain would do too much to represent the interests of large business corporations, up 6 points from June.

Just 14 percent, meanwhile, think Obama would do too much to represent the interests of African-Americans. And, in contrast with concerns about McCain's age, 91 percent say they're comfortable with the idea of Obama being the first African-American president.

BUSH AND PARTY ID – Another way to look at the challenge facing McCain is via the shadow of George W. Bush. Fifty-one percent of registered voters think McCain as president would lead the nation in the same direction as the profoundly unpopular Bush – as persistent a problem for McCain as experience has been for Obama.



Among likely voters who approve of Bush, McCain's supported by 91 percent – but there are precious few of them. Those who disapprove of Bush, meanwhile, favor Obama over McCain by a 70-25 percent margin. All else equal, to pull into the barest lead over Obama, McCain needs to boost his share of Bush disapprovers to 38 percent or more.

Other measures of discontent underscore the challenge. Among likely voters who say the country's off on the wrong track, Obama has a 16-point lead; ditto among those who are worried about the economy's direction. And among those who cite the economy as their top voting issue he leads McCain by 61-34 percent.

Long-running dissatisfaction with Bush (he hasn't seen majority approval in 45 months, a record by far), the Iraq war and the economy has prompted a flight from the Republican Party. On average in 2003, for the first time since ABC News started polling in 1981, equal numbers of Americans identified themselves as Democrats and Republicans. That's turned around; on average this year there's been a 10-point advantage in Democratic self-identification.

Specifically among likely voters, this poll finds a 9-point advantage for the Democrats – 39 percent identify themselves as Democrats, 30 percent as Republicans, the rest as independents or something else. If that holds on Election Day it'll be a departure from turnout in presidential elections since 1984, in which Democrats have held at most a 4-point edge. But given the level of current discontent with Bush, and the overall trend in party identification the last five years, it could.

One factor that's tended to help Republicans is the fact that the country is more center-right than center-left ideologically; on average, half again as many voters call themselves conservatives as liberals. But McCain nonetheless places less well than Obama does: Just 39 percent of registered voters call McCain "about right" ideologically, compared with 55 percent for Obama. A key reason is that 47 percent of moderates call McCain too conservative, more than the 29 percent who call Obama too liberal.

GROUPS – A note of caution in this election is the unusual movability in key swing groups – especially, again, independents, white Catholics and married women, all of which at various points have moved markedly in vote preference.

Obama now leads by 10 points among independents, 51-41 percent, and runs a competitive 51-46 percent against McCain among married women. White Catholics, however, favor McCain by 54-41 percent – worth watching, as they've backed the winner in each of the last eight presidential elections.

	Vote preference among likely voters	
	Obama	McCain
All	53%	43
Men	48	47
Women	57	39
Married women	51	46
Whites	45	52
Blacks	95	2
Democrats	90	8
Independents	51	41
Republicans	10	89
White Catholics	41	54
White Protestants:		
Evangelical	26	70

Non-evangelical	53	44
Bush:		
Approve	6	91
Disapprove	71	25
Clinton Democrats	81	17

Obama makes it back, perhaps surprisingly, among non-evangelical white Protestants; normally a Republican group, they now tilt toward the Democrat – for the first time in ABC/Post polls this cycle – by 53-44 percent.

Among all white voters, McCain leads Obama by 7 points, 52-45 percent; that, however, is a bit less than the average Republican advantage among whites in presidential elections. Obama makes it back with 95 percent of blacks, as well as clear majority support among Hispanics.

There's a big gender gap. McCain and Obama are even among men; among women, who are more apt to be Democrats, Obama holds an 18-point lead, tying his biggest of the campaign. And Obama holds his best support to date, 81 percent, among sought-after Clinton Democrats – Democrats and Democratic-leaning independents who preferred Hillary Clinton for the nomination.

Again, though, there are the movables, disproportionately likely to include some of the swing groups – 20 percent of white Catholics and 22 percent of independents. Movables may be a hard sell; while they could change their minds, half say it's "pretty unlikely." But movable they are, and until they settle, McCain may be down – but not out.

METHODOLOGY – This ABC News/Washington Post poll was conducted by telephone Oct. 8-11, 2008, among a random sample of 1,101 adults including oversamples of African Americans and 18- to 29-year-olds (weighted to their correct share of the population), for a total of 150 black respondents and 201 18- to 29-year olds. Results among all adults and the 945 registered voters have a 3-point error margin. Results among the 766 likely voters surveyed have a 3.5-point error margin. Sampling, data collection and tabulation by TNS of Horsham, PA.

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollingunit>

Media contact: Cathie Levine, (212) 456-4934.

Full results follow (*= less than 0.5 percent).

1. (ASKED OF REGISTERED VOTERS) How closely are you following the presidential race: very closely, somewhat closely, not too closely, or not closely at all?

		---- Closely -----			---- Not closely -----			No
		NET	Very	Smwt.	NET	Not too	At all	opinion
10/11/08	RV	92	59	33	8	4	4	*
9/29/08	RV	89	58	31	11	7	5	*
9/22/08	RV	91	55	36	9	5	4	0
9/7/08	RV	89	51	38	10	6	5	*
8/22/08	RV	84	42	42	16	11	5	*
7/13/08	RV	79	36	42	21	12	9	1
6/15/08		75	34	41	25	12	13	*
5/11/08		83	39	44	17	13	5	0
4/13/08		84	37	47	16	11	5	*
3/2/08		84	42	42	15	11	4	*
2/1/08		81	35	46	19	12	7	*
1/12/08		79	32	47	21	15	6	*
12/9/07		72	21	51	28	19	8	*
11/1/07		67	21	46	33	22	12	0
9/30/07		69	21	48	30	21	10	*
7/21/07		70	22	48	30	20	10	*
6/1/07		66	18	48	34	22	13	*
4/15/07		66	20	45	34	20	14	*
2/25/07		65	20	44	35	25	10	*
10/11/04	RV	88	53	35	12	8	4	*
10/9/00	RV	75	30	45	25	16	9	*

Call for full trend.

2. (ASKED OF REGISTERED VOTERS) I'd like you to rate the chances that you will vote in the presidential election in November: Are you absolutely certain to vote, will you probably vote, are the chances 50-50, or less than that?

		Certain	Probably	Chances	Less than	Don't think	Already	No
		to vote	vote	50/50	that	will vote	voted	op.
						(vol.)	(vol.)	
10/11/08	RV	87	5	4	1	*	2	0
9/29/08	RV	87	6	5	1	1		*
9/22/08	RV	89	6	4	1	*		*
9/7/08	RV	85	7	5	1	1		*
8/22/08	RV	84	10	4	2	*		*
7/13/08	RV	79	10	7	3	2		0
6/15/08		71	9	8	7	4		*
3/2/08		78	9	7	4	2		*

3. (ASKED OF REGISTERED VOTERS) If the 2008 presidential election were being held today and the candidates were (Barack Obama and Joe Biden, the Democrats) and (John McCain and Sarah Palin, the Republicans), for whom would you vote? (ASKED IF ALREADY VOTED) For whom did you vote?

NET LEANED VOTE - LIKELY VOTERS

		Obama	McCain	Other	Neither	No
				(vol.)	(vol.)	opinion
10/11/08		53	43	1	1	2
9/29/08		50	46	*	2	2
9/22/08		52	43	*	1	3
9/7/08		47	49	1	1	3
8/22/08		49	45	*	2	4
7/13/08		49	46	1	2	2
6/15/08		47	48	1	2	2

NET LEANED VOTE - REGISTERED VOTERS

	Obama	McCain	Other (vol.)	Neither (vol.)	Would not vote (vol.)	No opinion
10/11/08	54	41	1	2	*	2
9/29/08	49	45	1	2	*	3
9/22/08	52	42	1	1	*	4
9/7/08	47	46	1	1	1	4
8/22/08	49	43	*	3	2	3
7/13/08	50	42	1	3	1	2
6/15/08	49	45	1	3	1	3
5/11/08	51	44	*	2	1	1
4/13/08	49	44	*	3	3	2
3/2/08	53	40	*	2	1	3
2/1/08	47	48	1	1	1	2
1/19/07	47	45	*	3	1	4

3b. (IF NAMED CANDIDATE) Would you definitely vote for (CANDIDATE), or is there a chance you could change your mind and vote for someone else? (IF CHANCE CHANGE MIND) Is there a GOOD CHANCE you'll change your mind, or would you say it's PRETTY UNLIKELY?

	Definitely vote for	-Chance change mind - NET	Good	Unlikely	No opinion
10/11/08 RV	86	13	6	7	1
9/29/08 RV	82	17	8	9	1
9/22/08 RV	83	16	8	8	1
9/7/08 RV	79	20	8	12	1
8/22/08 RV	73	24	11	13	3
7/13/08 RV	72	25	10	15	3
6/15/08 RV	72	26	11	16	2
5/11/08 RV	69	28	15	14	3
9/26/04 RV	82	16	4	12	2
9/8/04 RV	84	14	6	8	2
8/29/04 RV	81	18	7	11	1
8/1/04 RV	80	19	7	12	1
7/25/04 RV	78	20	7	13	2
7/11/04 RV	79	21	7	13	1
6/20/04 RV	73	26	12	14	*

Barack Obama:

	Definitely vote for	-Chance change mind - NET	Good	Unlikely	No opinion
10/11/08 RV	87	12	5	6	1
9/29/08 RV	83	16	7	9	1
9/22/08 RV	85	14	8	7	1
9/7/08 RV	78	21	9	12	1
8/22/08 RV	74	23	7	15	4
7/13/08 RV	72	23	9	14	5
6/15/08 RV	71	26	7	19	3
5/11/08 RV	71	25	13	13	4

John McCain:

	Definitely vote for	-Chance change mind - NET	Good	Unlikely	No opinion
10/11/08 RV	84	15	6	9	*
9/29/08 RV	81	18	9	9	1
9/22/08 RV	81	18	9	9	2
9/7/08 RV	80	19	8	11	2
8/22/08 RV	72	25	14	11	2

7/13/08	RV	71	28	12	17	1
6/15/08	RV	72	27	14	12	1
5/11/08	RV	66	32	17	15	2

4. (ASKED OF REGISTERED VOTERS) Have you voted for president in any year before this 2008 election, or is this the first year you'll be voting for president?

		Voted before	First time	No opinion
10/11/08	RV	88	12	0
9/29/08*	RV	92	8	*
9/22/08	RV	92	8	0
10/31/04	RV	90	10	*
10/30/04	RV	90	10	*
10/29/04	RV	89	11	*
10/28/04	RV	90	10	*
10/27/04	RV	90	10	0
10/26/04	RV	90	10	0
10/25/04	RV	90	10	0
10/24/04	RV	90	10	0
10/23/04	RV	89	11	0
10/22/04	RV	89	11	0
10/21/04	RV	89	11	0
10/20/04	RV	89	11	0
10/19/04	RV	91	9	0
10/18/04	RV	91	9	0
10/17/04	RV	90	10	0
10/16/04	RV	89	11	0
10/15/04	RV	88	12	0
10/14/04	RV	89	11	0
10/13/04	RV	89	11	0
10/12/04	RV	91	9	0
10/11/04	RV	91	9	0
10/10/04	RV	91	9	0
10/9/04	RV	89	11	0
10/8/04	RV	89	11	0
10/7/04	RV	90	10	0
10/6/04	RV	90	10	0

*9/29/08 and previous: "(Was this/will this be) the first time you've voted in a presidential election, or have you voted in previous presidential elections?"

5. (ASKED OF REGISTERED VOTERS) Do you think things in this country (are generally going in the right direction) or do you feel things (have gotten pretty seriously off on the wrong track)?

		Right direction	Wrong track	No opinion
10/11/08	RV	8	90	2
9/22/08	RV	14	83	3
8/22/08	RV	20	77	3
8/22/08		19	78	2
6/15/08		14	84	2
5/11/08		16	82	2
1/12/08		21	77	2
11/1/07		24	74	2
6/1/07		25	73	2
1/19/07		26	71	3
11/4/06	RV	39	59	2
10/22/06		30	68	2
10/8/06		32	66	2
5/15/06		29	69	2

11/2/05		30	68	2
10/24/04	LV	41	55	4
4/18/04		42	57	1
4/30/03		52	46	2
9/26/02		43	53	4
2/21/02		54	42	4
2/14/99		55	41	4
11/1/98		55	43	2
11/1/98	LV	55	44	1
8/21/98		57	40	4
7/12/98		50	45	6
4/4/98		55	41	4
1/31/98		61	34	5
1/30/98		61	34	5
1/19/98		44	50	6
8/27/97		39	57	4
6/8/97		37	60	3
3/9/97		34	62	4
10/17/96	RV	40	55	5
10/16/96	RV	42	53	5
10/15/96	RV	43	52	5
10/14/96	RV	44	51	5
10/13/96	RV	44	51	5
9/04/96	RV	40	54	6
8/21/96		28	67	5
6/30/96		26	70	5
3/17/96		27	70	3
1/21/96		27	66	6
1/3/96		21	77	3
4/5/95		23	73	3
1/4/95		27	68	6
10/31/94		27	69	4
7/20/94		26	70	4
3/27/94		28	69	3
1/23/94		31	60	10
11/14/93		25	69	6
8/8/93		26	71	3
6/20/93		26	71	3
4/26/93		27	71	2
3/11/93		36	57	7
2/28/93		37	59	4
1/17/93		31	63	6
12/14/92		35	60	5
10/27/92	RV	22	76	2
10/4/92	RV	18	78	4
6/7/92		14	83	3
4/9/92		16	81	3
3/11/92		18	79	4
1/15/92		19	78	3
11/10/91		24	72	4
10/29/91		26	71	3
8/27/91		31	60	9
7/28/91		30	67	3
6/2/91		39	57	4
4/9/91		42	51	7
2/26/91		58	39	3
1/27/91		49	48	4
10/14/90		19	79	2
9/9/90		36	60	4
8/20/90		35	60	5
7/24/90		37	60	2
5/21/90		39	60	2
3/26/90		44	53	2

2/4/90	49	48	3
1/16/90	48	49	3
5/23/89	42	55	3
3/16/89	46	52	2
1/16/89 LV	51	46	3
10/25/88 RV	49	46	6
9/27/88	48	44	8
7/11/88	40	56	4
5/25/88	35	59	6
3/21/88	40	56	4
1/23/88	39	59	2
12/13/87	49	47	4
12/2/87	35	61	4
9/23/87	43	54	4
6/29/87	35	62	3
4/13/87	37	60	3
3/9/87	38	58	4
1/18/87	39	56	5
9/8/86	50	48	2
1/26/86	45	47	8
7/29/85	52	43	6
1/16/85	59	36	4
5/22/84	47	48	5
12/13/83	43	51	6
11/7/83	51	44	5
4/12/83	41	54	4
3/2/83	43	53	3
1/25/83	58	39	3
1/25/83	43	52	4
10/11/82	35	57	8
1/30/82	39	56	5
2/80*	20	70	10
2/78	34	53	13
2/77	41	44	14
10/75	19	71	9
10/74	15	75	11
10/73	16	74	10

*2/80 and previous: Roper

6. (ASKED OF REGISTERED VOTERS) What is the single most important issue in your choice for president?

	----- 2008 -----									
	10/11	9/29	9/22	9/7	8/22	6/15	5/11	4/13	2/1	1/12
	RV	RV	RV	RV	RV	RV				
Economy/Jobs/ Stock market/ Credit problems/ Gas/Energy*	55	53	53	41	43	40	38	42	39	30
Iraq/War in Iraq	6	10	9	10	14	20	21	18	19	20
Health care	7	3	5	9	4	6	6	7	8	10
Terrorism/Nat'l security	5	5	7	6	7	4	4	5	5	4
Ethics/Honesty/ Corruption in government	6	3	3	5	4	3	3	4	4	5
Education	1	1	1	2	2	2	2	2	2	2
Immigration/Illegal immigration	1	*	1	1	2	1	2	4	4	4
Morals/Family values	2	2	1	1	2	2	2	2	2	2
Taxes	1	2	2	4	2	2	2	*	1	1

Environment	1	1	*	*	2	1	1	*	1	1
Abortion	2	2	2	2	1	2	1	1	1	1
Foreign policy	2	2	1	1	3	2	1	1	1	2
Guns/Gun control	*	1	*	*	1	1	1	*	*	*
Federal budget deficit	1	*	*	*	*	1	*	*	*	*
Housing/Mortgages	*	*	0	0	*	*	*	*	*	*
Social Security	*	*	1	*	*	*	*	*	*	1
Iran/Situation in Iran	*	*	0	0	*	0	*	0	0	*
Global warming Change	0	*	0	*	*	0	0	0	*	*
Experience	1	2	2	2						
None/Nothing	1	3	1	2						
Other	*	*	0	1	0	*	*	*	*	*
No opinion	6	6	7	7	8	6	7	7	6	9
	2	3	3	5	6	6	6	5	7	7
*Separately:										
Economy/Jobs	53	51	50	37	39	34	36	41	39	29
Stock market/Wall Street	*	1	0							
Banking/Insurance/Credit problems	0	*	*							
Gas/Oil prices/Energy	2	1	3	4	4	6	2	1	*	1

7. Do you approve or disapprove of the way George W. Bush is handling his job as president? Do you approve/disapprove strongly or somewhat?

	----- Approve -----			----- Disapprove -----			No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
10/11/08	23	7	17	73	15	58	4
9/29/08	26	10	17	70	14	56	3
8/22/08	30	13	17	66	16	50	4
7/13/08	28	12	16	69	13	56	3
6/15/08	29	10	19	68	14	54	3
5/11/08	31	15	16	66	14	52	2
4/13/08	33	16	17	64	15	49	2
3/2/08	32	15	17	66	16	50	2
2/1/08	33	17	16	65	14	51	2
1/12/08	32	16	16	66	15	51	2
12/9/07	33	17	16	64	14	50	3
11/1/07	33	17	16	64	13	50	3
9/30/07	33	15	18	64	14	49	3
9/7/07	33	16	17	64	15	49	3
7/21/07	33	16	17	65	13	52	2
6/1/07	35	17	18	62	16	46	3
4/15/07	35	17	18	62	14	49	2
2/25/07	36	19	17	62	12	49	2
1/19/07	33	17	16	65	14	51	2
12/11/06	36	18	18	62	13	49	2
11/4/06	40	24	16	57	12	46	2
10/22/06	37	21	16	60	15	45	3
10/8/06	39	23	16	60	12	48	1
9/7/06	42	24	18	55	12	43	3
8/6/06	40	23	17	58	12	46	2
6/25/06	38	20	18	60	12	48	2
5/15/06	33	17	16	65	18	47	2
4/9/06	38	20	18	60	13	47	1
3/5/06	41	24	17	58	14	44	1
1/26/06	42	25	18	56	14	42	2
1/8/06	46	29	17	52	13	39	2

12/18/05	47	29	17	52	12	40	1
11/2/05	39	20	18	60	13	47	1
10/29/05	39	22	17	58	13	45	3
9/11/05	42	27	15	57	12	45	1
8/28/05	45	27	18	53	12	41	2
6/26/05	48	27	21	51	11	40	1
6/5/05	48	27	21	52	14	38	1
4/24/05	47	25	22	50	13	38	3
3/13/05	50	31	19	48	11	37	3
1/31/05	50	34	15	45	11	34	5
1/16/05	52	33	19	46	11	35	2
12/19/04	48	27	21	49	12	38	2
10/20/04	50	30	20	46	11	35	4
10/17/04 LV	54	35	19	45	9	36	2
10/16/04 LV	54	35	19	44	10	34	2
10/15/04 LV	54	35	19	44	10	34	2
10/3/04 LV	53	36	17	46	11	34	1
9/26/04	50	33	18	45	13	32	5
9/8/04	52	35	17	43	11	32	5
8/29/04	50	31	19	47	13	34	3
8/1/04	47	28	18	49	13	36	5
7/25/04	50	32	19	47	13	34	3
7/11/04	48	31	17	50	11	39	2
6/20/04	47	30	17	51	13	39	1
5/23/04	47	31	17	50	14	36	3
4/18/04	51	33	18	47	13	34	1
3/7/04	50	32	18	48	12	36	2
2/11/04	50	30	21	47	14	34	2
1/18/04	58	35	24	40	9	30	2
12/21/03	59	39	21	38	15	23	3
12/14/03	57	37	20	39	10	29	5
12/7/03	53	32	21	40	13	27	7
11/16/03	57	34	23	39	11	28	4
10/29/03	56	30	26	42	13	29	2
10/13/03	53	33	20	43	13	29	4
9/30/03	54	34	20	44	15	29	2
9/13/03	58	35	23	40	14	27	2
9/7/03	56	34	22	41	13	28	4
8/11/03	59	37	22	37	14	23	4
7/10/03	59	35	24	38	13	25	3
6/22/03	68	45	23	29	11	18	4
4/30/03	71	50	22	26	17	9	3
4/16/03	74	52	22	23	9	14	3
4/9/03	77	58	19	20	6	14	4
4/3/03	71	54	16	25	7	19	4
3/23/03	68	NA	NA	27	NA	NA	4
3/20/03	67	NA	NA	28	NA	NA	5
3/2/03	62	38	23	35	13	22	4
2/23/03	60	NA	NA	34	NA	NA	6
2/9/03	64	42	21	34	14	20	3
2/1/03	62	41	21	34	13	22	4
1/28/03	62	43	19	36	13	23	2
1/27/03	59	39	21	37	15	22	4
1/20/03	59	36	23	38	16	22	2
12/15/02	66	37	28	32	12	20	2
11/4/02 LV	67	45	23	31	12	20	1
11/3/02 LV	67	45	22	32	12	20	1
11/2/02 LV	67	47	20	32	9	23	1
10/27/02	67	39	28	29	13	16	4
9/26/02	67	42	25	30	12	18	3
9/8/02	71	42	28	27	12	15	3
7/28/02	69	39	31	28	14	14	3
7/15/02	72	42	31	25	12	13	2

6/17/02	74	42	32	22	9	13	4
6/9/02	77	41	36	20	9	11	3
5/19/02	76	48	28	22	8	13	3
4/21/02	78	47	31	20	9	10	2
3/28/02	79	49	30	18	8	10	3
3/10/02	82	52	30	16	9	7	2
1/27/02	83	56	27	14	7	7	3
12/19/01	86	64	22	12	6	6	2
11/27/01	89	69	21	9	4	5	1
11/6/01	89	65	24	9	5	4	2
10/9/01	92	76	16	6	3	3	1
9/27/01	90	70	20	6	3	3	4
9/13/01	86	63	23	12	5	6	2
9/9/01	55	26	29	41	20	22	3
8/12/01	61	28	33	31	14	17	8
7/30/01	59	28	30	38	17	22	3
6/3/01	55	27	28	40	18	22	6
4/22/01	63	33	30	32	16	16	5
3/25/01	58	NA	NA	33	NA	NA	8
2/25/01	55	NA	NA	23	NA	NA	22

8. (ASKED OF REGISTERED VOTERS) Regardless of how you might vote, do you have a favorable or unfavorable impression of (NAME)? Do you feel that way strongly or somewhat?

10/11/08 - Summary Table

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	opin.
a. Barack Obama	64	44	20	33	12	21	3
b. John McCain	52	24	28	45	17	28	4

Trend:

a. Barack Obama

		----- Favorable -----			----- Unfavorable -----			No
		NET	Strongly	Somewhat	NET	Somewhat	Strongly	opin.
10/11/08	RV	64	44	20	33	12	21	3
9/7/08	RV	58	35	23	36	12	24	7
8/22/08	RV	62	37	25	34	13	21	4
6/15/08	RV	62	34	27	34	11	23	4
4/13/08	RV	57	28	30	39	14	24	4
1/12/08	RV	65	33	31	30	14	16	6
11/1/07		51	21	30	36	16	20	13
2/25/07		53	21	33	30	16	14	16
1/19/07		45	NA	NA	29	NA	NA	25
12/11/06		44	21	22	23	17	6	33

b. John McCain

10/11/08	RV	52	24	28	45	17	28	4
9/7/08	RV	59	31	28	36	15	21	5
8/22/08	RV	59	25	34	37	15	22	4
6/15/08	RV	57	20	38	39	18	20	4
4/13/08	RV	52	16	36	41	19	22	6
1/12/08	RV	61	25	36	31	18	13	8
11/1/07		43	10	34	42	23	19	14
2/25/07		52	13	39	35	22	13	13
1/19/07		49	NA	NA	35	NA	NA	16
12/11/06		50	17	33	31	20	11	19
5/15/06		55	20	35	31	20	11	14
3/5/06		59	22	38	29	18	11	12

6/5/05	57	NA	NA	32	NA	NA	11
7/30/01	57			30			12
2/27/00	60			21			19
10/31/99	36			22			41
9/2/99	22			10			68
3/14/99	20			10			69

9. (ASKED OF REGISTERED VOTERS) Regardless of who you may support, who do you trust more to handle [ITEM] - (Obama) or (McCain)?

10/11/08 - Summary Table*

	Obama	McCain	Both (vol.)	Neither (vol.)	No opinion
a. The economy	53	37	1	7	2
b. Helping the middle class	59	31	1	6	2
c. The war in Iraq	48	47	1	4	1
d. Taxes	52	41	1	5	2
e. Protecting the Social Security system	51	34	2	9	4
f. The U.S. campaign against terrorism	43	49	2	4	3
g. Health care	59	30	1	6	4
h. An unexpected major crisis	48	45	2	4	1

*Full sample asked items a-b, half sample asked items c-e, other half sample asked items f-h.

Trend:

a. The economy

	Obama	McCain	Both (vol.)	Neither (vol.)	No opinion
10/11/08 RV	53	37	1	7	2
9/29/08 RV	50	43	1	3	2
9/22/08 RV	53	39	1	4	3
9/7/08 RV	47	42	1	4	6
8/22/08 RV	50	39	2	5	4
7/13/08 RV	54	37	2	6	3
6/15/08 RV	52	37	2	5	4
5/11/08 RV	48	38	2	8	4
3/2/08 RV	50	37	2	6	5

b. Helping the middle class

10/11/08 RV	59	31	1	6	2
-------------	----	----	---	---	---

Compare to:

	Kerry	Bush	Both (vol.)	Neither (vol.)	No opinion
9/8/04 RV	47	42	1	6	4
8/29/04 RV	51	42	*	3	3

	Gore	Bush	Both (vol.)	Neither (vol.)	No opinion
10/26/00 LV	48	43	1	5	2
10/15/00 RV	50	40	1	6	3
10/9/00 RV	49	42	1	5	4
10/1/00 RV	54	36	2	5	3
9/6/00 RV	52	38	1	4	5

8/20/00	RV	52	40	1	4	2
10/31/99	RV	44	41	4	6	5

c. The war in Iraq

10/11/08	RV	48	47	1	4	1
9/29/08	RV	45	50	1	3	1
9/22/08	RV	49	45	*	4	3
9/7/08	RV	41	51	1	2	4
8/22/08	RV	46	46	1	4	3
7/13/08	RV	44	49	1	3	3
6/15/08	RV	45	48	*	3	3
5/11/08	RV	46	46	1	5	3
3/2/08	RV	44	48	*	4	4

d. Taxes

10/11/08	RV	52	41	1	5	2
9/29/08	RV	48	46	*	3	3
9/7/08	RV	45	44	*	4	7
8/22/08	RV	44	45	1	5	5
6/15/08	RV	47	42	1	6	5

e. Protecting the Social Security system

10/11/08	RV	51	34	2	9	4
----------	----	----	----	---	---	---

Compare to:

		Kerry	Bush	Both (vol.)	Neither (vol.)	No opinion
4/18/04	RV	47	41	1	8	3
3/7/04	RV	51	41	*	5	3

*"trust to do a better job handling Social Security"

		Gore	Bush	Both (vol.)	Neither (vol.)	No opinion
10/30/00	LV	45	44	2	5	4
10/25/00	LV	46	44	2	4	4
10/9/00	RV	48	41	3	4	5
9/6/00	RV	48	40	4	4	4
8/20/00	RV	48	37	2	6	7
7/23/00	RV	42	43	4	4	6
6/11/00		43	40	1	8	8
5/10/00		46	38	2	6	8
4/2/00		43	43	4	4	6
3/11/00		48	35	3	8	6
10/31/99		42	45	3	3	6

f. The U.S. campaign against terrorism

10/11/08	RV	43	49	2	4	3
9/29/08	RV	44	52	1	2	2
9/22/08	RV	44	48	1	3	4
9/7/08	RV	36	56	2	2	4
8/22/08	RV	38	52	3	5	2
7/13/08	RV	39	54	2	3	1
6/15/08	RV	37	57	2	2	3
5/11/08	RV	33	55	5	4	3
3/2/08	RV	32	57	1	3	5

g. Health care

10/11/08	RV	59	30	1	6	4
6/15/08	RV	52	35	1	6	6
5/11/08	RV	55	31	2	7	5
3/2/08	RV	58	28	1	8	5

h. An unexpected major crisis

10/11/08	RV	48	45	2	4	1
9/29/08	RV	44	50	1	2	3
9/22/08	RV	46	47	2	2	3
9/7/08	RV	37	54	2	3	3
8/22/08	RV	41	52	2	2	3
7/13/08	RV	42	51	3	2	3

10. (ASKED OF REGISTERED VOTERS) Regardless of who you may support, who do you think [ITEM] - (Obama) or (McCain)?

10/11/08 - Summary Table*

	Obama	McCain	Both (vol.)	Neither (vol.)	No opinion
a. better understands the economic problems people in this country are having	58	28	3	10	2
b. would do more to bring needed change to Washington	61	29	2	7	2
c. is the stronger leader	54	40	1	3	2
d. would do more to stand up to lobbyists and special interest groups	47	39	3	7	4
e. is more honest and trustworthy	44	40	5	9	3

*Full sample asked item a, half sample asked items b-c, other half sample asked items d-e.

Trend:

a. better understands the economic problems people in this country are having

	Obama	McCain	Both (vol.)	Neither (vol.)	No opinion	
10/11/08	RV	58	28	3	10	2
9/29/08	RV	55	36	3	5	1
9/22/08	RV	57	33	2	7	2

b. would do more to bring needed change to Washington

10/11/08	RV	61	29	2	7	2
9/29/08	RV	61	33	1	3	2
9/22/08	RV	58	33	1	5	3
9/7/08	RV	51	39	*	5	5
6/15/08	RV	59	27	2	8	4
5/11/08	RV	60	28	3	6	4
3/2/08	RV	58	31	2	6	5

c. is the stronger leader

10/11/08	RV	54	40	1	3	2
9/29/08	RV	49	45	1	2	2
9/22/08	RV	47	46	2	1	4
9/7/08	RV	44	48	2	1	5
8/22/08	RV	49	44	3	2	2

6/15/08	RV	44	47	3	1	4
5/11/08	RV	42	47	3	2	5
3/2/08	RV	40	53	1	1	5

d. would do more to stand up to lobbyists and special interest groups

10/11/08	RV	47	39	3	7	4
8/22/08	RV	53	32	2	8	5
6/15/08	RV	53	35	2	5	5

e. is more honest and trustworthy

10/11/08	RV	44	40	5	9	3
9/22/08	RV	47	36	7	7	3
9/7/08	RV	38	44	5	7	6
8/22/08	RV	39	38	10	9	4
7/13/08	RV	43	40	7	6	4

11. (ASKED OF REGISTERED VOTERS) So far during this campaign, do you think [NAME] has been mainly (attacking his opponent) or mainly (addressing the issues)?

10/11/08 - Summary Table

	Attacking his opponent	Addressing the issues	No opinion
a. Obama	26	68	6
b. McCain	59	35	6

Trend:

a. Obama

	Attacking his opponent	Addressing the issues	No opinion
10/11/08 RV	26	68	6
8/22/08 RV	29	64	8

b. McCain

10/11/08 RV	59	35	6
8/22/08 RV	48	45	7

12. (ASKED OF LEANED OBAMA/MCCAIN SUPPORTERS) Thinking about his candidacy for president so far, how enthusiastic are you about [NAME] - very enthusiastic, fairly enthusiastic, not too enthusiastic, or not enthusiastic at all?

10/11/08 - Summary Table - Among Leaned Obama/McCain Supporters

	--- Enthusiastic ---			---- Not enthusiastic ----			No opinion
	NET	Very	Fairly	NET	Not too	Not at all	
a. Obama	93	63	30	6	3	3	*
b. McCain	86	29	58	14	12	2	0

Trend:

a. Obama

	--- Enthusiastic ---			---- Not enthusiastic ----			No opinion
	NET	Very	Fairly	NET	Not too	Not at all	
10/11/08 RV	93	63	30	6	3	3	*

9/29/08	RV	95	61	34	4	4	*	1
9/22/08	RV	94	62	32	6	4	1	*
9/7/08	RV	96	64	32	4	3	1	0
8/22/08	RV	95	52	43	5	2	3	*
6/15/08	RV	91	52	39	9	7	2	*

b. McCain

10/11/08	RV	86	29	58	14	12	2	0
9/29/08	RV	90	38	52	10	7	2	*
9/22/08	RV	89	34	55	10	8	2	1
9/7/08	RV	92	46	46	8	6	2	0
8/22/08	RV	86	28	58	13	11	2	1
6/15/08	RV	74	19	55	25	19	6	1

13. (ASKED OF REGISTERED VOTERS) If McCain were elected president, do you think he'd (mainly lead the country in a new direction), or (mainly continue in George W. Bush's direction)?

		New direction	Same direction	No opinion
10/11/08	RV	46	51	3
9/29/08	RV	46	53	2
9/7/08	RV	46	50	4
8/22/08	RV	40	57	4
6/15/08	RV	41	55	5

14. (ASKED OF REGISTERED VOTERS) Regardless of who you may support, do you think Obama does or does not have the kind of experience it takes to serve effectively as president?

		Does	Does not	No opinion
10/11/08	RV	54	45	2
9/29/08	RV	52	45	2
9/7/08	RV	48	48	4
8/22/08	RV	50	47	3
6/15/08	RV	48	48	4
3/2/08	RV	49	46	5

15. (ASKED OF REGISTERED VOTERS) Do you think of [NAME] as a very safe choice for president, somewhat safe, somewhat risky, or very risky?

	Safe			Risky			No opinion
	NET	Very	Smewht	NET	Smewht	Very	
a. Obama	55	29	26	45	22	23	*
b. McCain	50	18	31	50	24	26	*

Trend:

a. Obama

	Safe			Risky			No opinion	
	NET	Very	Smewht	NET	Smewht	Very		
10/11/08	RV	55	29	26	45	22	23	*
9/29/08	RV	55	27	28	44	23	21	1
6/15/08	RV	50	18	33	48	29	19	2

b. McCain

10/11/08	RV	50	18	31	50	24	26	*
9/29/08	RV	51	23	28	48	28	20	*

6/15/08 RV 57 16 40 41 25 16 2

Compare to:

	----- Safe -----			----- Risky -----			No opinion
	NET	Very	Smewht	NET	Smewht	Very	
Gore:							
7/23/00	57	18	39	40	24	15	3
2/27/00	58	24	33	40	21	20	2
9/2/99	53	17	36	44	26	19	3
Bush:							
7/23/00	59	20	39	38	24	13	3
2/27/00	61	22	39	37	17	20	2
9/2/99	66	22	44	31	23	8	3

16. (ASKED OF REGISTERED VOTERS) If elected, [ITEM]. If you honestly assessed yourself, is that something with which you're entirely comfortable, somewhat comfortable, somewhat uncomfortable or entirely uncomfortable?

10/11/08 - Summary Table

	----- Comfortable -----			----- Uncomfortable -----			No op.
	NET	Entirely	Somewhat	NET	Somewhat	Entirely	
a. McCain would take office at age 72	50	27	23	50	24	25	*
b. Obama would be the first African-American president	91	74	16	9	5	4	1

Trend:

a. McCain would take office at age 72

	----- Comfortable -----			----- Uncomfortable -----			No op.
	NET	Entirely	Somewhat	NET	Somewhat	Entirely	
10/11/08 RV	50	27	23	50	24	25	*
9/29/08 RV	52	31	20	48	25	23	1
9/7/08 RV	56	32	24	42	23	19	3
8/22/08 RV	55	30	25	45	24	20	1

b. Obama would be the first African-American president

10/11/08 RV	91	74	16	9	5	4	1
8/22/08 RV	87	70	17	11	6	6	2

17. (ASKED OF REGISTERED VOTERS) If [NAME] were elected president, do you think your federal taxes would go (up), (down) or stay about the same?

10/11/08 - Summary Table

	Up	Down	About the same	No opinion
a. Obama	45	19	33	4
b. McCain	42	11	44	3

Trend:

a. Obama

	Up	Down	About the same	No opinion
10/11/08 RV	45	19	33	4
9/7/08 RV	51	13	31	5

b. McCain

10/11/08 RV	42	11	44	3
9/7/08 RV	34	9	51	5

18. (ASKED OF REGISTERED VOTERS) Which is more important to you in choosing a candidate for president: (their personal qualities such as experience and leadership ability) or (their positions on specific issues)?

	Personal qualities	Positions on issues	Both (vol.)	No opinion
10/11/08 RV	41	48	10	1
9/7/08 RV	37	48	13	2
9/6/00 RV	45	41	14	1
8/20/00 RV	39	47	13	1
10/31/99 RV	42	42	16	*

19. (ASKED OF REGISTERED VOTERS) Do you think [NAME] views on most issues are too (liberal) for you, too (conservative) for you, or just about right?

a. Obama

	Too liberal	Too conservative	About right	No opinion
10/11/08 RV	37	4	55	4
6/15/08 RV	39	5	50	6
3/2/08 RV	33	5	55	7

b. McCain

10/11/08 RV	14	42	39	5
6/15/08 RV	18	35	41	6
3/2/08 RV	17	34	40	8
2/27/00	16	19	55	11
2/24/00	20	16	49	15
2/6/00	15	22	46	16

20. (ASKED OF REGISTERED VOTERS) As a result of the two presidential debates that have been held, do you have a better opinion of (Obama/McCain), a worse opinion of him, or haven't the debates changed your opinion of (Obama/McCain) one way or the other?

10/11/08 - Summary Table

	Better	Worse	Has not changed	No opinion
a. Obama	32	8	59	2
b. McCain	12	26	60	2

Trend:

a. Obama

	Better	Worse	Has not changed	No opinion
10/11/08 RV	32	8	59	2
9/29/08* RV	19	7	68	7

b. McCain

10/11/08 RV	12	26	60	2
9/29/08* RV	14	11	68	7

*Post-first debate: "As a result of the debate..."

21. (ASKED OF REGISTERED VOTERS) When it comes to representing the interests of African Americans, do you think that as president Obama would do too much, too little or about the right amount? (IF TOO MUCH OR TOO LITTLE) Is that a big concern to you, or not a big concern?

	NET	Too much Big concern	Not big concern	NET	Too little Not big concern	Big concern	About the right amt	No op.
10/11/08 RV	14	8	7	5	2	2	77	4
6/15/08 RV	17	9	8	3	2	2	74	6

22. (ASKED OF REGISTERED VOTERS) When it comes to representing the interests of large business corporations, do you think that as president McCain would do too much, too little or about the right amount? (IF TOO MUCH OR TOO LITTLE) Is that a big concern to you, or not a big concern?

	NET	Too much Big concern	Not big concern	NET	Too little Not big concern	Big concern	About the right amt	No op.
10/11/08 RV	47	40	7	11	4	7	39	3
6/15/08 RV	41	32	9	14	6	8	39	6

23. (ASKED OF REGISTERED VOTERS) What do you think is the bigger risk - that (Obama will put in place too many government regulations), or that (McCain will not put enough government regulations in place)?

	Obama, too many regulations	McCain, not enough regulations	Both (vol.)	Neither (vol.)	No opinion
10/11/08	38	47	3	4	8

24. (ASKED ON 10/10-11 ONLY) How confident are you that you will retire with enough income and assets to last for the rest of your life - would you say you're very confident, somewhat confident, not so confident or not confident at all?

	NET	Confident Very	Somewhat	NET	Not so Not at all	Retired (vol.)	No opin.
10/11/08	44	10	34	49	25	24	7
10/16/05	69	30	39	28	16	13	2
7/15/02	55	18	37	40	21	18	5
7/15/01	68	33	35	23	10	12	7
7/4/99	54	21	33	39	21	18	6
7/21/96	45	16	29	47	25	21	7

25. (ASKED OF REGISTERED VOTERS) How do you feel about [ITEM] - very worried, somewhat worried, not too worried or not worried at all?

10/11/08 - Summary Table

	----- Worried -----			----- Not worried -----			No
	NET	Very	Smwt.	NET	Not too	At all	opin.
a. The direction of the nation's economy over the next few years	88	49	40	11	8	3	1
b. Your own family's financial situation	68	25	43	32	22	11	*

25c/d see separate analysis.

26-33 see separate analysis.

END