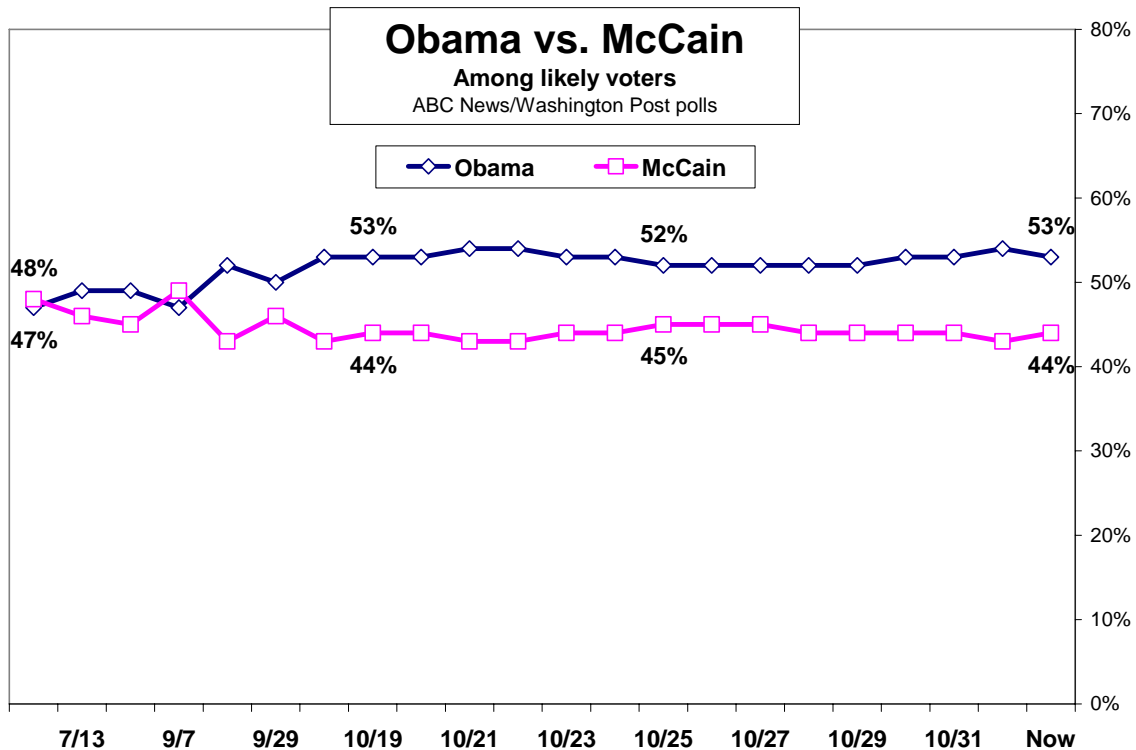


## Obama Leads on Election Eve; Economy Makes the Difference

Barack Obama has ridden his theme of change to a clear advantage in the closing days of the 2008 presidential campaign, his lead in overall vote preference buttressed by his personal and policy ratings alike – and above all his trust to handle the battered economy.

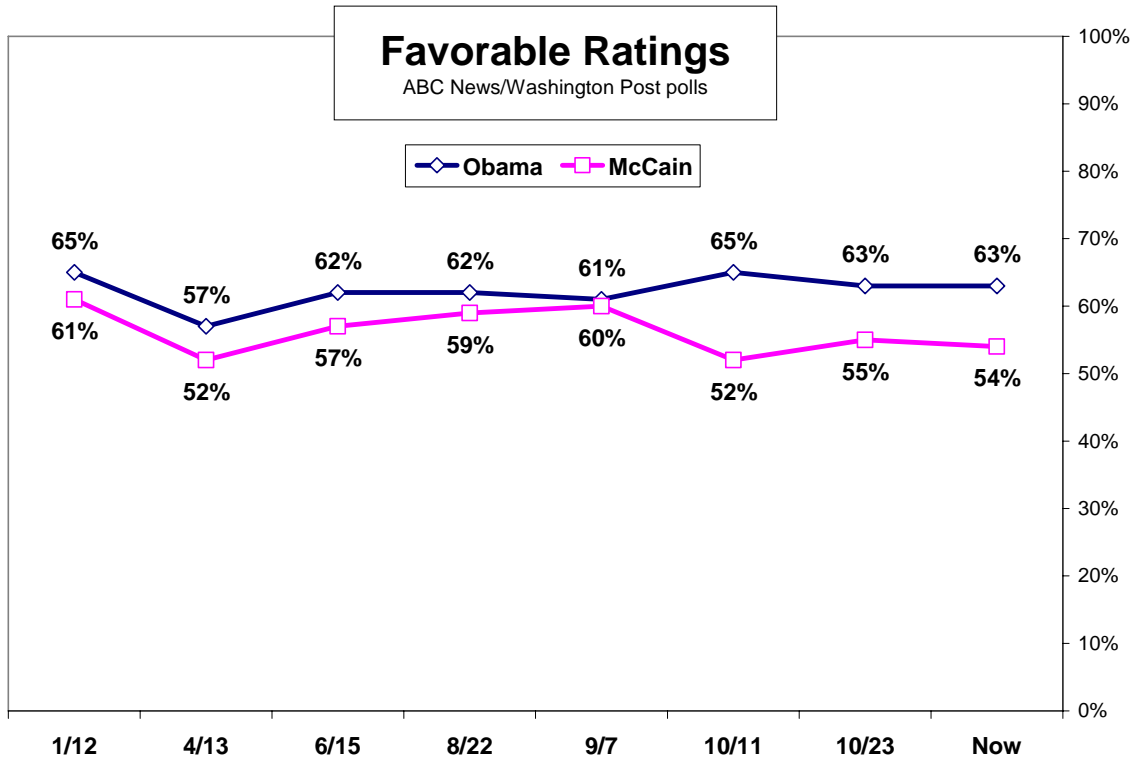
Obama leads John McCain by 53-44 percent in the latest ABC News/Washington Post tracking poll, strong in the center and even encroaching on some Republican-leaning groups. Obama trails by 7 points among whites, for example – a group John Kerry lost by 17. That’s because among whites focused most strongly on the economy, Obama leads.



Obama, notably, has survived the campaign with his personal popularity intact: Sixty-three percent of likely voters have a favorable opinion of him, steady at more than six in 10 since June. Fewer, 54 percent, see McCain favorably, after a race in which the tone of his campaign raised considerable criticism from likely voters.

Underscoring this difference, nearly half, 47 percent, have a “strongly” favorable opinion of Obama, compared with McCain’s 30 percent. And in a longstanding gap, a remarkable

67 percent of Obama’s supporters are very enthusiastic about his candidacy, compared with McCain’s 41 percent.



Some last-minute narrowing is possible; Obama’s advantage was somewhat smaller Monday night than in the previous three nights. But what risk remains for Obama is chiefly in his reliance on less certain voter groups, on lower-than-usual turnout by Republicans and on the final choices of the quintessential swing voters, independents.

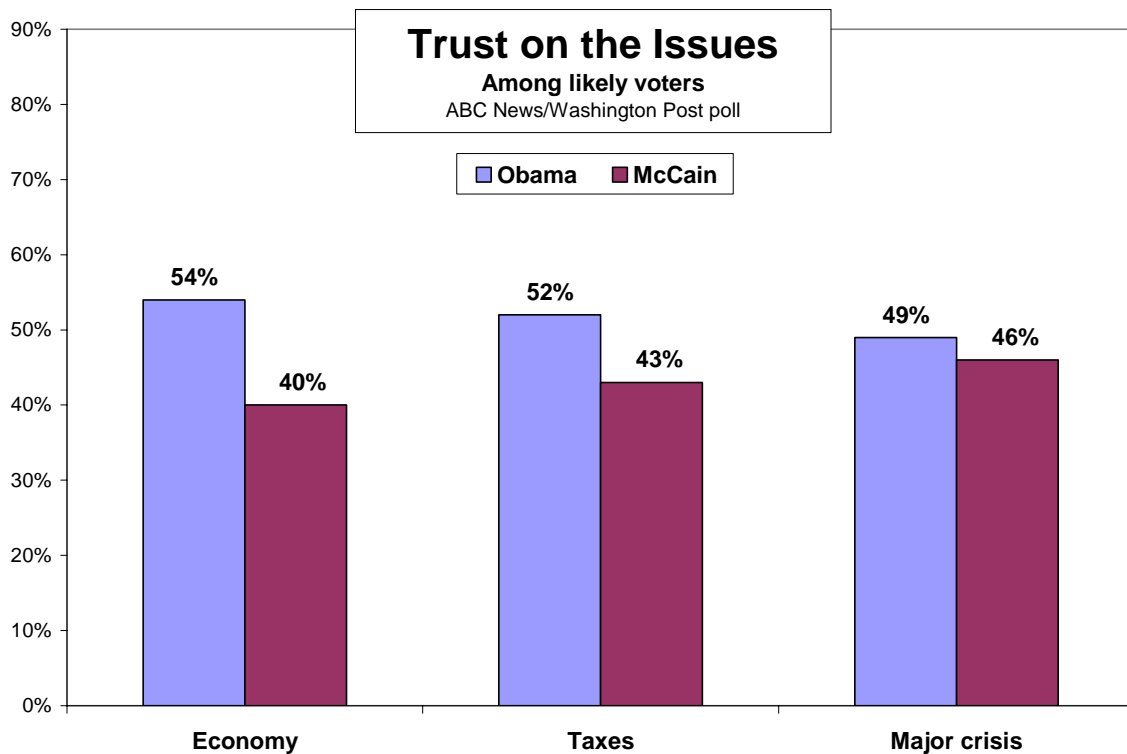
Obama has better than a 2-1 lead, 67-30 percent, among young voters, and nearly as big an advantage among first-time voters. While their turnout is a question mark, Obama’s built a cushion by encouraging early and absentee voting. Thirty-three percent of likely voters say they’ve already cast their ballots – favoring Obama by 58-40 percent.

Democrats outnumber Republicans by 5 percentage points in this survey, a gap that’s fluctuated in the past few weeks but always remained in the Democrats’ favor. In 2004, Republican and Democratic voters were at parity; if more Republicans show up this time, it’d boost McCain.

At the same time, Obama’s closing the campaign with a 14-point lead among swing-voting independents, his best since late September. Independents, though, have been unusually movable this year, ranging in just the past month from a dead heat to Obama’s current lead. These variables more than any other – the partisanship of actual voters and the direction of the independent vote – will spell the final margin.

ECONOMY – Fifty percent of likely voters call the economy the single most important issue in their vote, far outstripping all others (health care and Iraq follow at 10 percent each). Obama seized the advantage on the economy shortly after McCain’s Sept. 15<sup>th</sup> comment that “the fundamentals of our economy are strong,” and hasn’t let go since.

Obama leads McCain in trust to handle the economy, now by 54-40 percent. And among voters who call the economy their top issue Obama’s edge is even larger.



These economy voters are partially responsible for Obama’s competitiveness in some groups that usually favor Republicans. As noted, he leads McCain, by 53-45 percent, among whites who cite the economy as their top issue. Whites more focused on other issues favor McCain by a wide 59-38 percent.

Drilling down, Obama trails by just 7 points among white men and 6 points among white women – groups that Kerry lost by 25 points and 11 points, respectively, in 2004. Again, that relies in large part on Obama’s relatively strong showing among white men (Obama +5) and white women (Obama +11) who name the economy as their top voting issue.

Similarly, Obama has an unusual 4-point edge among mainline or non-evangelical white Protestants, a group George W. Bush won by 11 points in 2004. The reason is the same: Among mainline white Protestants who cite the economy as their top issue, Obama leads McCain by a wide 59-38 percent. Those who pick other issues favor McCain, 55-41 percent.

Results are similar among white Catholics, married women, married men, seniors, working-class and middle-class whites: In each of these groups, Obama does far better among those who say the economy's the issue driving their vote.

Indeed, even among evangelical white Protestants, one of McCain's single best groups, those focused on the economy are twice as apt to support Obama, 29 percent vs. 14 percent. And Obama wins 16 percent support from Republicans who cite the economy as their top issue, compared with 7 percent from those who don't.

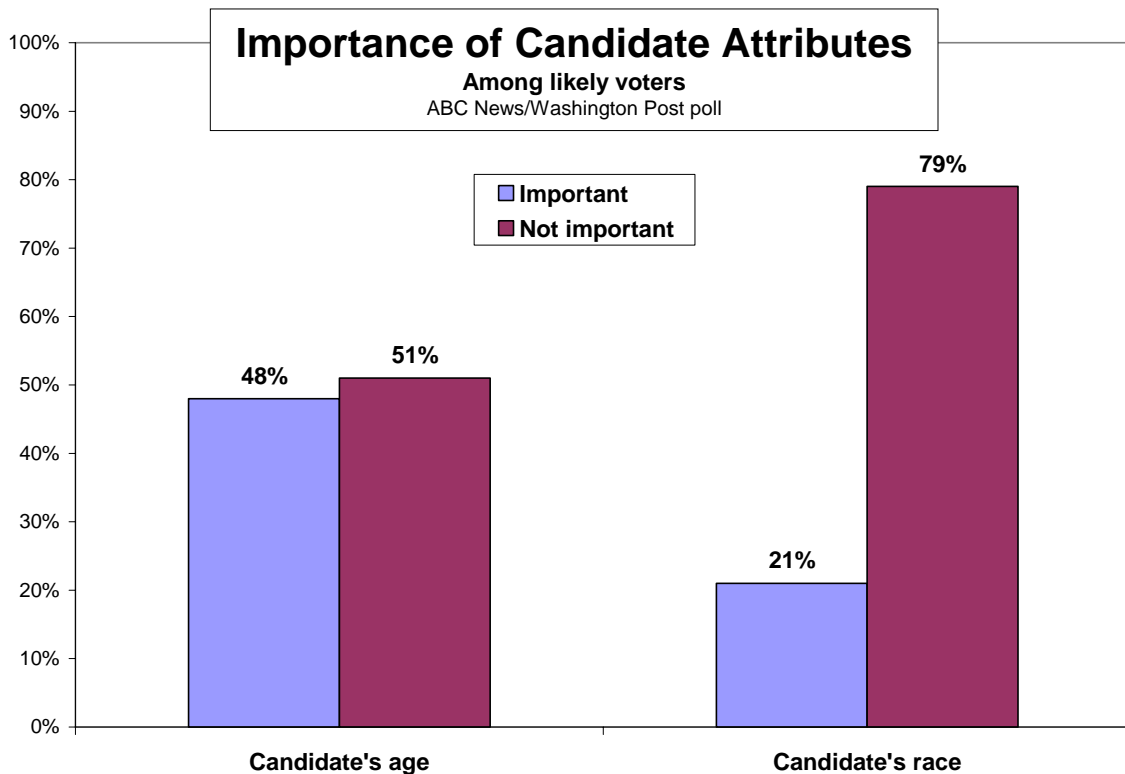
	Top issue in vote	
	Economy	All others
Whites:		
Obama	53%	38
McCain	45	59
White men:		
Obama	51	39
McCain	46	57
White women:		
Obama	55	37
McCain	44	60
Married women:		
Obama	56	40
McCain	43	58
Married men:		
Obama	55	41
McCain	41	57
Independents:		
Obama	59	51
McCain	37	44
Age 65+:		
Obama	56	42
McCain	42	54
Whites, <\$50K:		
Obama	61	39
McCain	38	55
Whites, \$50-\$100K:		
Obama	48	35
McCain	49	64
Mainline white Protestants:		
Obama	59	41
McCain	38	55
White Catholics:		
Obama	54	40
McCain	43	56
Evangelical white Protestants:		
Obama	29	14
McCain	71	85
Republicans:		
Obama	16	7
McCain	83	91

TAXES, CRISIS and EXPERIENCE – McCain’s also had no traction on taxes, “Joe the Plumber” or no; Obama’s held a steady lead, now 9 points, in trust to handle them – the first Democrat to lead on taxes since Bill Clinton’s victory in the economy-driven election of 1992. And Obama’s withstood McCain’s questions about his readiness; the two remain about even in trust to handle a crisis, 49-46 percent, Obama-McCain.

Other measures across the three weeks of this ABC/Post tracking poll have indicated Obama’s ability to clear the “experience” hurdle; 55 percent say he’s experienced enough to serve effectively as president and 56 percent call him a “safe” rather than “risky” choice for president – more than the 51 percent who say so of McCain.

BUSH, AGE and PALIN – McCain’s had more difficulties clearing his hurdles. Fewer than half last week, 47 percent, thought he would lead the country in a different direction than Bush, a problem given Bush’s 23 percent approval rating. Never in the campaign has McCain managed to cross the 50 percent mark on offering a new direction.

As reported Monday morning, while 21 percent call the race of the candidates an issue in their vote, more, 48 percent call the candidates’ age an issue – and concern about age works against McCain in a way that concern about race does not. Age concerns also exacerbate the Palin problem; 44 percent of all likely voters say her presence on the GOP ticket makes them less likely to support McCain. That’s risen sharply since September – and among those concerned about the age of the candidates, it jumps to 61 percent.



GROUPS – Obama leads among men and women alike in this poll, with no significant gender gap; that’s a change from the last three elections, in which Democratic candidates won women but lost men (Clinton by a scant point in 1996). The last Democrat to win men and women alike was Clinton in 1992; the last Republican, George H.W. Bush in 1988.

Obama’s lead among single women, a core Democratic group, is similar to Kerry’s in 2004, but he’s doing better with single men, and especially with married men and women alike – again, with the economy as the motivator.

While McCain’s lead among whites is smaller than Republican margins in this group since 2000, Obama’s advantage among blacks is larger – near-unanimous 98 percent support, compared with Kerry’s 88 percent and Al Gore’s 90 percent. Obama also has a 70-28 percent advantage among Hispanics, a level unseen for a Democrat since 1996.

Obama and McCain run closely in this survey among working-class whites, those with less than \$50,000 in annual income, 49-46 percent. A bigger difference from 2004 is the narrowed gap among better-off whites. McCain leads among middle-income whites by 14 points; Bush won them four years ago them by 24. And McCain leads by just 8 points among upper-income whites, a group Bush won by 26 points.

Obama’s attracting 11 percent of Republicans, compared with Kerry’s 6 percent in 2004; those chiefly are moderate or the few liberal Republicans, among whom Obama’s winning 24 percent, double Kerry’s level. McCain’s 9 percent of Democrats is more similar to Bush’s 11 percent four years ago.

Obama also is supported by 20 percent of conservatives, ahead of Kerry’s 15 percent; those chiefly include conservative Democrats staying with the party.

The large number of interviews in the tracking poll allows a look at some small groups. One is Jews; just 2 percent of likely voters, they divide by 67-31 percent between Obama and McCain, the best for a Republican since George H. W. Bush’s 35 percent in 1988.

	ABC/Post tracking poll		Exit poll	
	Obama-McCain		Kerry-Bush	
Men	52%	44	44%	55
Women	54	44	51	48
Whites	45	52	41	58
Blacks	98	1	88	11
Hispanics	70	28	58	40
White men	45	52	37	62
White women	46	52	44	55
Married men	48	49	39	60
Married women	48	51	44	55

Single men	60	35	53	45
Single women	65	33	62	37
18-29	67	30	54	45
30-up	51	46	47	52
65+	48	48	47	52
White <\$50K	49	46	46	53
Whites \$50-100	42	56	38	62
Whites \$100+	45	53	37	63
Democrats	90	9	89	11
Republicans	11	88	6	93
Independents	54	40	49	48
Liberals	88	9	85	13
Moderates	63	34	54	45
Conservatives	20	78	15	84
Mod/lib Reps.	24	74	12	87
Cons. Dems.	71	27	76	23
White Protestants:				
Evangelical	20	78	20	79
Mainline	51	47	44	55
White Catholics	48	49	43	56
Urban	61	37	54	45
Suburban	51	46	47	52
Rural	42	56	42	57
East	56	40	56	43
Midwest	54	41	48	51
South	48	50	42	58
West	57	41	50	49

Another group of some interest is the cell-phone only population, which ABC and the Post have been including in daily tracking. They're a broadly pro-Obama group, by 62-35 percent. Indeed in landline-only interviews, the Obama-McCain race stands at 52-45 percent among likely voters. The inclusion of cell-only respondents makes it 53-44.

**GROUND** – Finally there's the ground game. Updating Monday morning's report, 28 percent of all likely voters say they've been contacted directly by the Obama campaign, 22 percent by the McCain side – an Obama advantage, but for both sides tens of millions of personal contacts by both campaigns, in person or by phone, e-mail or text message.

Contacts are higher in the 18 battleground states and five-toss-up states (Florida, Ohio, North Carolina, Missouri and Indiana) as identified by the ABC News Political Unit. McCain campaign contacts are reported by 34 percent in the battlegrounds and 35 percent in the toss-ups; Obama contacts, by 39 and 36 percent, respectively.

What matters, though, is not just the number of contacts but their targeting and/or effectiveness. Obama has a very large advantage nationally – but one that shrinks somewhat in the battleground states, and disappears in the five closest.

Contacted by:	----- Vote preference -----					
	Nationally		Battlegrounds		Toss-ups	
	Obama	McCain	Obama	McCain	Obama	McCain
Obama	70%	24	66%	32	56%	44
McCain	44	53	43	54	38	60

As the table shows, nationally, among all likely voters who report a contact by the Obama campaign, 70 percent support him, while among those who report a McCain contact, 53 percent support him. In the battleground states, Obama is supported by 66 percent of those who've been contacted by his campaign, McCain by 54 percent of those who've heard from him. But in the five toss-up states, Obama is supported by 56 percent of his contacts, McCain by 60 percent of his. Maybe that's why they call them toss-ups.

METHODOLOGY – Interviews for this ABC News/Washington Post tracking poll were conducted by telephone Oct. 30-Nov. 2, 2008, among a random national sample of 2,470 likely voters, including landline and cell-phone-only respondents. Results have a 2-point error margin for the full sample. Questions 24 and 45 were asked Nov.1-2 among 1,247 likely voters; those results have a 3-point error margin. Questions 21 and 42 were asked Oct. 31-Nov. 2 among 1,877 likely voters; those results have a 2.5-point error margin. Sampling, data collection and tabulation by TNS of Horsham, PA.

Analysis by Gary Langer.

For details on ABC News polls including full questionnaires, methodology and sampling error information, see <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?

	NET	---- Closely ----			---- Not closely ----			No opinion
		Very	Smwt.	NET	Not too	At all		
11/2/08 RV	90	63	28	9	5	4	*	

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 will vote	Already voted	No
--	---------	----------	---------	-----------	-----------------------	---------------	----



		to vote	vote	50/50	that	(vol.)	(vol.)	op.
11/2/08	RV	69	4	3	2	1	20	*

Call for full trend.

2a. (ASKED IF CERTAIN IN Q2) Do you think you'll (vote in person at your polling place on Election Day), or (vote before Election Day by early voting or mail-in ballot)?

		Vote	Early voting/	Already	
		in person	mail-in ballot	voted (vol.)	No opinion
11/2/08	RV	82	14	3	*

Call for full trend.

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) Confidentially and for statistical purposes only, did you vote for (Barack Obama and Joe Biden) or for (John McCain and Sarah Palin)?

NET LEANED VOTE - LIKELY VOTERS

		Obama	McCain	Other	Neither	No
				(vol.)	(vol.)	opinion
11/2/08		53	44	1	1	1
11/1/08		54	43	1	1	1
10/31/08		53	44	1	1	2
10/30/08		53	44	1	1	2
10/29/08		52	44	1	1	2
10/28/08		52	44	1	1	3
10/27/08		52	45	1	1	2
10/26/08		52	45	*	1	2
10/25/08		52	45	*	1	2
10/24/08		53	44	1	1	2
10/23/08		53	44	*	1	2
10/22/08		54	43	1	1	2
10/21/08		54	43	1	1	1
10/20/08		53	44	1	1	1
10/19/08		53	44	1	1	2
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	Neither	Would not	No
				(vol.)	(vol.)	vote (vol.)	opinion
11/2/08		54	41	1	1	1	2
11/1/08		54	42	1	1	*	2
10/31/08		53	43	1	1	*	2
10/30/08		53	42	1	2	*	3
10/29/08		51	42	1	2	1	3
10/28/08		51	42	1	2	1	3
10/27/08		51	42	1	2	1	3
10/26/08		51	43	1	1	1	3
10/25/08		51	44	*	1	*	3

10/24/08	52	42	1	2	*	3
10/23/08	52	42	1	1	1	3
10/22/08	54	41	1	2	1	3
10/21/08	53	41	1	1	1	3
10/20/08	52	42	1	1	1	3
10/19/08	52	42	1	1	1	3
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. (ASKED OF LIKELY VOTERS 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
11/2/08	LV	94	5	2	3	1
11/1/08	LV	94	6	2	3	1
10/31/08	LV	93	7	3	4	1
10/30/08	LV	93	7	2	4	1
10/29/08	LV	92	7	3	5	1
10/28/08	LV	91	9	3	5	*
10/27/08	LV	91	9	3	5	*
10/26/08	LV	91	9	3	6	*
10/25/08	LV	91	9	3	6	*
10/24/08	LV	91	9	4	5	1
10/23/08	LV	91	9	4	5	1
10/22/08	LV	90	9	4	5	1
10/21/08	LV	89	10	5	5	1
10/20/08	LV	89	10	4	6	1
10/19/08	LV	88	10	5	6	1
10/11/08	LV	88	11	4	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
11/2/08	LV	94	5	2	3	1

11/1/08	LV	95	5	2	3	*
10/31/08	LV	94	6	2	4	*
10/30/08	LV	94	6	1	4	1
10/29/08	LV	94	6	1	5	*
10/28/08	LV	92	7	2	5	*
10/27/08	LV	92	7	2	5	*
10/26/08	LV	92	8	3	5	*
10/25/08	LV	93	7	3	4	*
10/24/08	LV	92	7	3	4	*
10/23/08	LV	91	8	4	4	1
10/22/08	LV	90	8	3	5	1
10/21/08	LV	89	9	4	6	1
10/20/08	LV	90	9	3	6	1
10/19/08	LV	91	9	3	5	1
10/11/08	LV	90	9	3	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
11/2/08	LV	93	6	3	3	1
11/1/08	LV	93	7	3	3	1
10/31/08	LV	91	8	4	4	1
10/30/08	LV	91	8	3	5	1
10/29/08	LV	90	9	4	5	1
10/28/08	LV	89	10	4	6	1
10/27/08	LV	90	10	4	6	*
10/26/08	LV	89	11	4	7	*
10/25/08	LV	88	11	3	8	1
10/24/08	LV	89	10	4	6	1
10/23/08	LV	90	10	4	5	1
10/22/08	LV	90	9	4	5	1
10/21/08	LV	89	11	5	5	1
10/20/08	LV	89	11	5	5	1
10/19/08	LV	86	12	6	6	1
10/11/08	LV	86	14	4	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 LIKELY 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
11/2/08	LV	89	11	*
11/1/08	LV	88	12	*
10/31/08	LV	87	13	*
10/30/08	LV	87	12	*
10/29/08	LV	88	11	*
10/28/08	LV	88	12	*
10/27/08	LV	89	11	0

10/26/08 LV	88	12	0
10/25/08 LV	88	12	0
10/24/08 LV	88	12	0
10/23/08 LV	87	13	*
10/22/08 LV	87	13	*
10/21/08 LV	87	12	*
10/20/08 LV	88	11	*
10/19/08 LV	89	11	*
10/11/08 LV	90	10	0
9/29/08* RV	92	8	*
9/22/08 RV	92	8	0

10/31/04 RV 90 10 \*

\*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 LIKELY VOTERS) What [was/is] the SINGLE most important issue in your choice for president: (The economy), (the war in Iraq), (terrorism), (energy policy), (health care), or something else?

	Economy	Iraq	Terrorism	Energy policy	Health care	Something else	No op.
11/2/08 LV	50	10	5	3	10	21	1
11/1/08 LV	51	9	5	2	10	21	1
10/31/08 LV	51	10	5	3	10	21	1
10/30/08 LV	53	9	4	3	10	21	1
10/29/08 LV	53	9	3	3	9	21	1
10/28/08 LV	54	9	4	3	9	20	1
10/27/08 LV	54	8	4	4	10	19	1
10/26/08 LV	53	8	5	4	10	19	1
10/25/08 LV	52	8	6	5	11	18	1
10/24/08 LV	51	8	5	4	11	19	1
10/23/08 LV	51	8	5	4	10	21	1
10/22/08 LV	51	8	5	4	10	20	1
10/21/08 LV	51	9	5	4	10	20	1
10/20/08 LV	52	8	6	5	9	19	1
10/19/08 LV	53	7	6	4	9	19	2

24. (ASKED OF LIKELY 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?

11/2/08 - Summary Table

	----- Favorable -----			----- Unfavorable -----			No opin.
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
a. Barack Obama	63	47	16	33	7	26	4
b. John McCain	54	30	24	43	15	28	3

Trend:

	----- Favorable -----			----- Unfavorable -----			No opin.
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
11/2/08 LV	63	47	16	33	7	26	4
10/23/08 LV	63	47	16	34	7	27	3
10/11/08 LV	65	47	18	32	10	22	3
9/7/08 LV	61	37	23	35	11	25	4
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

11/2/08	LV	54	30	24	43	15	28	3
10/23/08	LV	55	29	26	42	11	30	3
10/11/08	LV	52	25	28	45	16	29	3
9/7/08	LV	60	33	27	36	15	22	3
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

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

11/2/08 - Summary Table\*

	Obama	McCain	Both (vol.)	Neither (vol.)	No opinion
a. The economy	54	40	1	4	1
b. An unexpected major crisis	49	46	2	2	2
c. Taxes	52	43	1	3	2

\*Half sample for items b-c.

Trend:

a. The economy

	Obama	McCain	Both (vol.)	Neither (vol.)	No opinion	
11/2/08	LV	54	40	1	4	1
11/1/08	LV	55	40	1	3	1
10/31/08	LV	54	40	1	3	2
10/30/08	LV	54	41	1	3	2
10/29/08	LV	53	41	1	2	2
10/28/08	LV	52	42	1	3	2
10/27/08	LV	52	43	1	3	2
10/26/08	LV	52	42	1	3	3
10/25/08	LV	53	42	*	3	2
10/24/08	LV	55	40	1	2	2
10/23/08	LV	56	39	1	2	2
10/22/08	LV	56	38	1	3	2
10/21/08	LV	55	38	1	4	2
10/20/08	LV	55	38	1	4	2

10/19/08	LV	55	39	1	4	1
10/11/08	LV	54	37	1	6	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

Compare to:

		Kerry	Bush	Both (vol.)	Neither (vol.)	No opinion	
10/30/04	LV	48	45	1	3	3	
		Gore	Bush	Both (vol.)	Neither (vol.)	No opinion	
10/25/00	LV	48	45	2	3	3	
		Clinton	Dole	Both (vol.)	Neither (vol.)	No opinion	
9/4/96	RV	48	42	2	6	3	
		Clinton	Bush	Perot	All (vol.)	None (vol.)	No opinion
10/4/92	LV	43	26	20	1	5	5
		Dukakis	Bush	Both (vol.)	Neither (vol.)	No opinion	
11/1/88	LV	40	51	NA	NA	9	

b. An unexpected major crisis

11/2/08	LV	49	46	2	2	2
11/1/08	LV	51	45	1	1	1
10/31/08	LV	50	46	2	1	2
10/30/08	LV	49	46	1	1	2
10/29/08	LV	48	47	2	1	2
10/28/08	LV	47	48	1	2	3
10/27/08	LV	46	48	2	2	3
10/19/08	LV	49	45	1	2	2
10/11/08	LV	52	43	1	3	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

Compare to:

		Kerry	Bush	Both (vol.)	Neither (vol.)	No opinion
6/20/04		41	53	1	2	2

\*"Please tell me whether the following statement applies more to (Bush) or more to (Kerry): He can be trusted in a crisis."

c. Taxes

11/2/08	LV	52	43	1	3	2
11/1/08	LV	52	41	1	3	3

10/31/08	LV	53	40	1	4	3
10/30/08	LV	52	41	*	4	3
10/29/08	LV	51	41	1	4	3
10/28/08	LV	52	41	1	4	2
10/27/08	LV	51	41	1	4	3
10/21/08	LV	51	43	1	3	2
10/20/08	LV	50	43	1	4	2
10/19/08	LV	52	42	1	4	2
10/11/08	LV	52	42	1	5	1
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

Compare to:

		Kerry	Bush	Both (vol.)	Neither (vol.)	No opinion	
10/17/04	LV	42	50	1	4	4	
		Gore	Bush	Both (vol.)	Neither (vol.)	No opinion	
10/26/00	LV	37	50	2	9	4	
		Clinton	Dole	Both (vol.)	Neither (vol.)	No opinion	
9/4/96	RV	35	48	3	10	4	
		Clinton	Bush	Perot	All (vol.)	None (vol.)	No opinion
10/4/92	LV	41	30	15	1	6	7
		Dukakis	Bush	Both (vol.)	Neither (vol.)	No opinion	
9/19/88	LV	30	57	2	5	7	

8. (ASKED OF LIKELY 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?

11/2/08 - Summary Table - Among Likely Leaned Obama/McCain Supporters

		--- Enthusiastic ---			---- Not enthusiastic ----			No
		NET	Very	Fairly	NET	Not too	Not at all	opinion
a.	Obama	96	67	29	4	2	1	*
b.	McCain	90	41	48	10	8	2	1

Trend:

a. Obama

		--- Enthusiastic ---			---- Not enthusiastic ----			No
		NET	Very	Fairly	NET	Not too	Not at all	opinion
11/2/08	LV	96	67	29	4	2	1	*
11/1/08	LV	96	67	29	4	3	1	*
10/31/08	LV	96	68	29	4	2	1	0
10/30/08	LV	96	68	28	4	3	1	*
10/29/08	LV	96	68	28	3	2	1	1
10/28/08	LV	96	65	31	3	2	1	1
10/27/08	LV	96	65	31	3	3	1	1
10/26/08	LV	96	66	30	3	2	1	1

10/25/08	LV	97	68	29	3	3	1	*
10/24/08	LV	97	71	26	3	3	1	0
10/23/08	LV	95	70	25	5	4	1	0
10/22/08	LV	94	67	28	5	5	1	*
10/21/08	LV	95	64	31	5	4	1	*
10/20/08	LV	95	65	31	5	4	1	*
10/19/08	LV	96	64	32	4	3	1	*
10/11/08	LV	96	66	30	4	3	1	*
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

11/2/08	LV	90	41	48	10	8	2	1
11/1/08	LV	89	41	47	11	8	2	1
10/31/08	LV	88	41	46	12	9	3	1
10/30/08	LV	87	39	47	13	9	4	1
10/29/08	LV	86	39	47	13	10	3	1
10/28/08	LV	85	37	48	15	12	3	1
10/27/08	LV	83	35	49	16	13	3	*
10/26/08	LV	87	36	51	13	11	2	*
10/25/08	LV	86	38	48	14	11	3	*
10/24/08	LV	88	39	49	11	9	2	1
10/23/08	LV	89	39	50	10	8	2	1
10/22/08	LV	88	40	48	12	10	2	1
10/21/08	LV	88	37	51	11	10	1	*
10/20/08	LV	88	38	50	12	11	2	*
10/19/08	LV	87	40	47	13	11	2	*
10/11/08	LV	87	31	57	13	10	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

Compare to:

10/26/04 - Summary Table - Among Likely Voters, Leaned Bush/Kerry Supporters

	--- Enthusiastic --			---- Not Enthusiastic ----			No
	NET	Very	Fairly	NET	Not too	Not at all	opinion
a. Bush	91	55	36	9	8	1	*
b. Kerry	92	46	47	7	6	1	1

42. (ASKED OF LIKELY VOTERS) In your choice for president, how important is the [ITEM] - very important, somewhat important, not so important or not important at all?

11/2/08 - Summary Table

	--- Important ---			--- Not Important ---			No
	NET	Very	Smwt.	NET	Not so	At all	opinion
a. Race of the candidate	21	15	6	79	8	70	*
b. Age of the candidate	48	18	31	51	17	34	*

Trend where available:

a. Race of the candidate



		--- Important ---			--- Not Important ---			No
		NET	Very	Smwt.	NET	Not so	At all	opinion
11/2/08	LV	21	15	6	79	8	70	*
11/1/08	LV	21	16	5	79	8	71	*
10/31/08	LV	21	16	5	78	9	69	*
9/22/08	LV	15	11	4	85	10	74	0
6/15/08	LV	21	12	8	79	14	66	*

b. Age of the candidate

11/2/08	LV	48	18	31	51	17	34	*
11/1/08	LV	48	19	29	52	18	34	0
10/31/08	LV	46	19	27	54	19	35	0
9/22/08	LV	48	16	31	52	21	32	*
6/15/08	LV	42	11	31	58	23	35	*

21. (ASKED OF LIKELY VOTERS) Just thinking within the past week, have you personally been contacted by a representative of the [CANDIDATE] campaign, asking you for your support, or not? This includes contacts in person, by phone, or by e-mail or text message.

a. Obama

		Yes	No	No opinion
11/2/08	LV	28	71	1
11/1/08	LV	26	73	1

b. McCain

11/2/08	LV	22	77	1
11/1/08	LV	21	78	1

45. (ASKED OF LIKELY VOTERS) Does (Obama's/McCain's) choice of (Biden/Palin) for vice president make you more likely to vote for (Obama/McCain), less likely, or won't it make any difference in your vote?

		More likely	Less likely	No difference	No opinion
Obama's choice of Biden:					
11/2/08	LV	25	15	60	*
11/1/08	LV	28	14	58	*
9/29/08	LV	26	14	60	*
9/4/08	RV	22	11	66	1
McCain's choice of Palin:					
11/2/08	LV	18	44	38	*
11/1/08	LV	17	46	37	*
9/29/08	LV	24	32	43	*
9/4/08	RV	25	19	55	1

Compare to:

Kerry's choice of Edwards:					
7/25/08	RV	24	9	66	*
Gore's choice of Lieberman:					
8/7/00	All	15	10	73	2
Bush's choice of Cheney:					
7/29/00	RV	14	6	78	2

Dole's choice of Kemp:

8/15/96 RV	18	6	75	1
8/14/96 RV	20	7	71	1
8/13/96 RV	21	7	70	3
8/12/96 RV	17	6	74	3
8/11/96 RV	16	5	76	3
8/10/96 RV	14	7	75	4

Perot's choice of Choate:

9/10/96 RV	4	7	86	4
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Bush's choice of Quayle:

	More likely	Less likely	No difference	Not voting for Bush	No opinion
9/19/88 RV	7	19	68	4	2
8/18/88 All	11	14	67	5	3
8/17/88 All	13	10	72	2	3

Dukakis' choice of Bentsen:

	More likely	Less likely	No difference	Not voting for Dukakis	No opinion
9/19/88 RV	20	6	71	2	1
7/17/88 All	13	8	73	2	4

Mondale's choice of Ferraro:

	More likely	Less likely	No difference	No opinion
7/12/84 RV	22	19	49	10

\*\*\*END\*\*\*