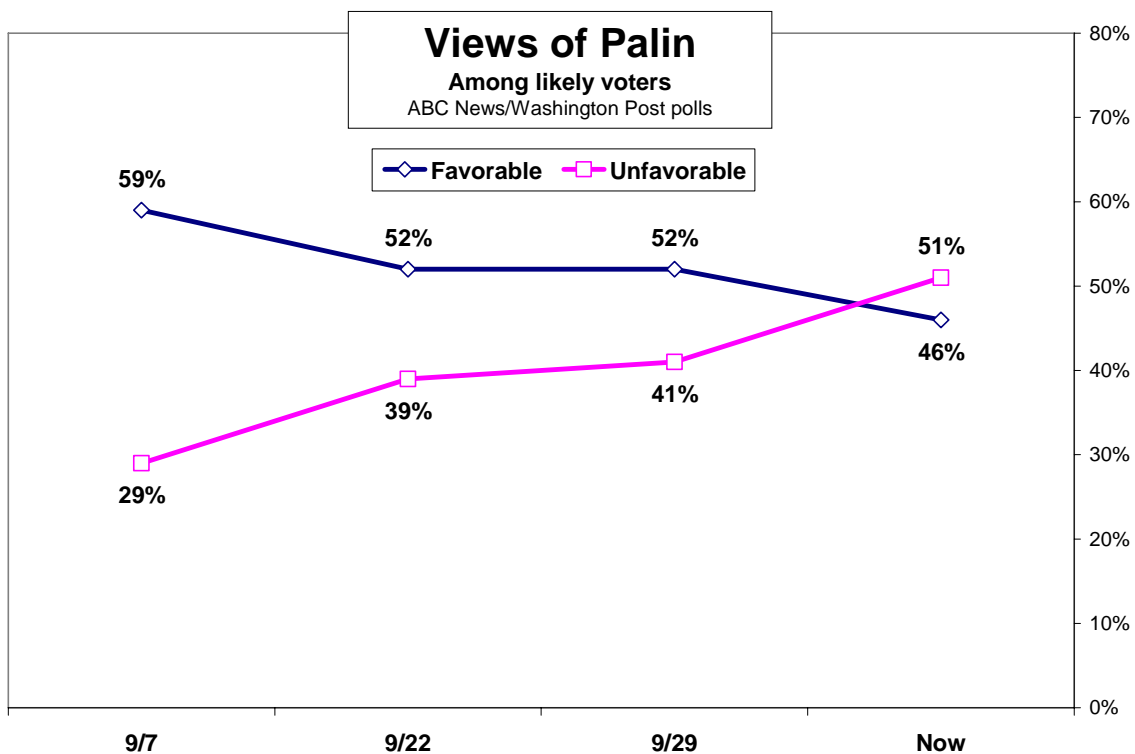


Disfavor with Palin Grows; Economy Keeps Boosting Obama

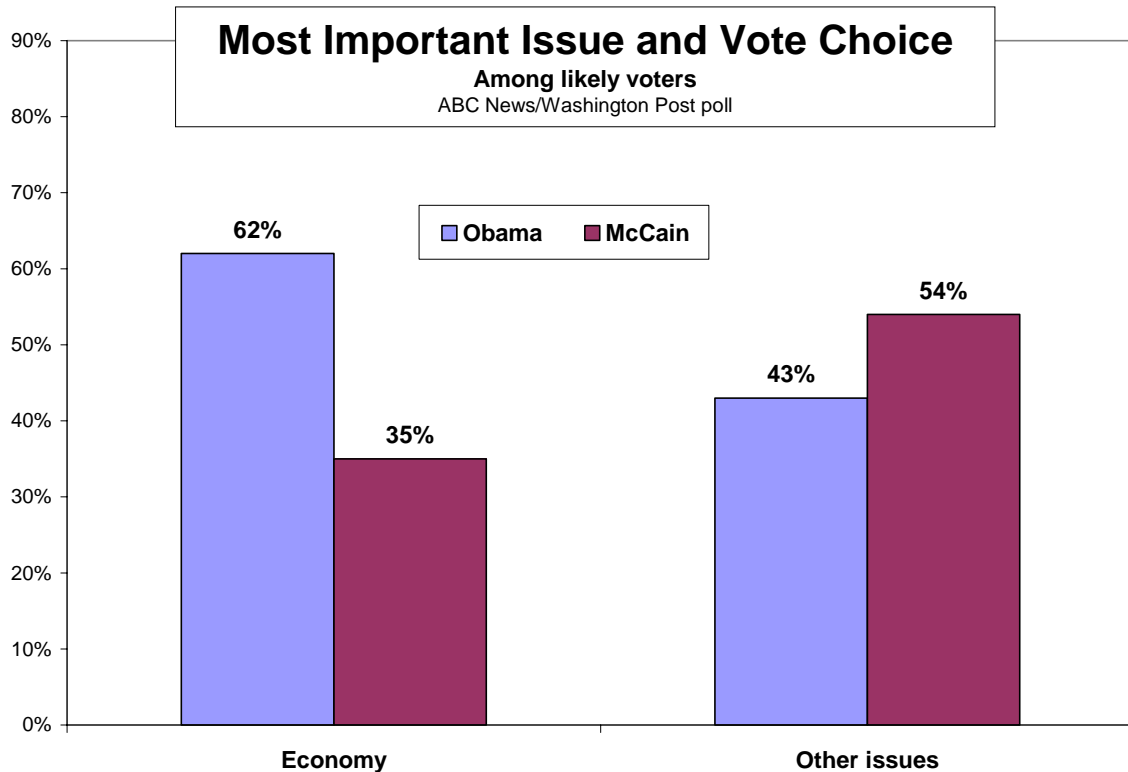
Beleaguered by Saksgate as well as broad doubts about her qualifications, Sarah Palin is now rated unfavorably by just over half of likely voters, capping her dramatic rise in unpopularity as the presidential campaign has progressed.

Other measures continue to help the Democrats as well: As the economic crisis had deepened, Barack Obama's maintained his lead in trust to handle the economy, now 17 points, as well as an 18-point advantage in better understanding voters' problems. And strong enthusiasm among his supporters is at a new high, 70 percent – nearly double John McCain's, and well above that of any of the presidential candidates in 2000 or 2004.



Likely voters overall divide by 53-44 percent, Obama-McCain, in this latest ABC News/Washington Post tracking poll. Obama holds a 7-point edge among independents, and very large leads among black and Hispanic voters counter his 8-point deficit among whites – itself just below the average for a Democratic presidential candidate in exit polls since 1976.

Fifty-one percent of likely voters continue to call the economy the single top issue in their vote, vastly No. 1, and those voters favor Obama by 62-35 percent. It makes the difference: Those who pick all other issues combined favor McCain, 54-43 percent.



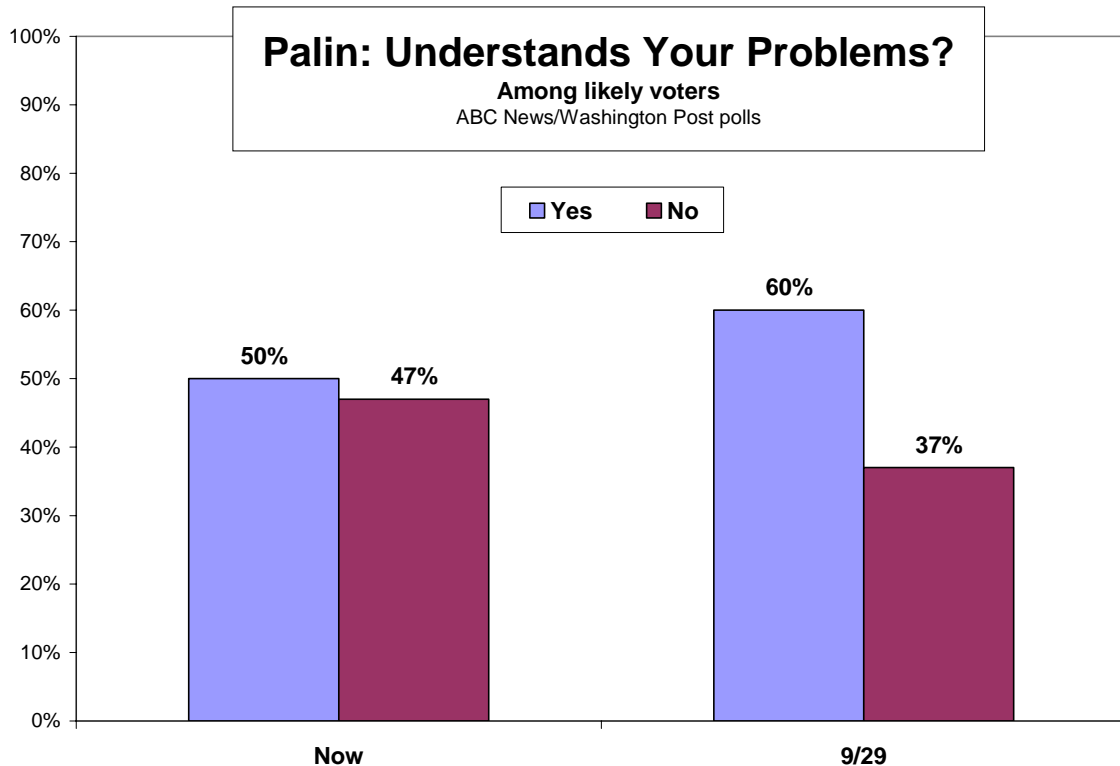
Among whites who cite the economy as their top issue, moreover, it's a slight 51-45 percent edge for Obama vs. McCain. Among whites who're more concerned with all other issues combined, by contrast, McCain leads by a wide 60-37 percent.

PALIN – Palin's been dogged by difficulties, including the Oct. 10 finding that she abused her power as governor in seeking the dismissal of an Alaska state trooper and the controversy this week over the Republican National Committee spending \$150,000 on clothes for her and her family.

Palin said the wardrobe controversy was fueled by gender bias. However, her overall favorability rating – the most basic measure of a public figure's popularity – has fallen more steeply among women, by 17 points, and among white women, by 21 points, than it has among men, an 8-point drop.

At her peak after the Republican convention, 59 percent of likely voters held an overall favorable opinion of Palin. Now that's down to 46 percent, while 51 percent see her unfavorably. Majority disfavor is danger for any public figure; so is its intensity – and an unusually large 40 percent have a "strongly" unfavorable opinion of Palin.

Men now divide about evenly on Palin, 51-46 percent favorable-unfavorable, down from 59-24 percent Sept. 7. Women, though, have gone from 58-33 percent then to 41-56 percent now, currently viewing her unfavorably by a 15-point margin.



Another group in which Palin’s rating has fallen especially steeply is among mainline or non-evangelical white Protestants – a 24-point drop, from 70 percent favorable in early September to 46 percent today. This is the same usually pro-Republican group that has moved toward Obama, now supporting him by a 10-point margin, enough to counteract his shortfall among usually swing-voting white Catholics.

Palin’s also lost ground on her main stake, the common touch – a 10-point drop in the number who think she “understands the problems of people like you.” (Again the decline has occurred disproportionately among women.) And about six in 10 likely voters continue to say she lacks the experience to serve effectively as president. That doesn’t help McCain, given the level of concerns about his age, as reported yesterday.

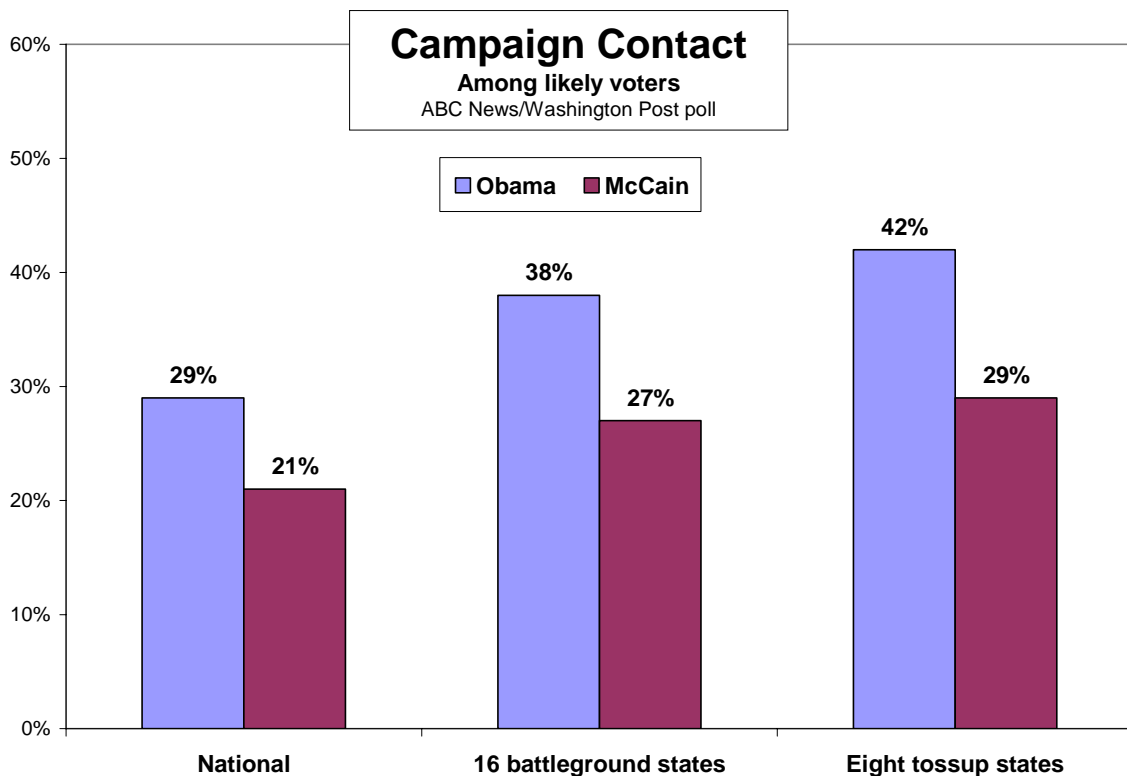
OTHER FAVES – McCain’s own favorability rating is positive (55 percent), albeit behind Obama’s 63 percent. (Joe Biden’s seen favorably by 59 percent.) But there’s a big intensity gap between the presidential candidates: Just 29 percent of likely voters have a strongly favorable impression of McCain, vs. Obama’s 47 percent.

This plays out among their own supporters: Among those who back Obama for president, 83 percent view him “very” favorably. McCain’s “very favorable” rating among his own supporters is 60 percent – 23 points lower.

A similar dynamic is reflected in their enthusiasm scores. As noted, among Obama’s supporters, 70 percent are “very” enthusiastic about his campaign; that compares to just 39 percent of McCain’s supporters. In the last two elections, high-level enthusiasm for George W. Bush peaked at 55 percent in 2004 and at 44 percent in 2000; for John Kerry in 2004 at 46 percent; and for Al Gore in 2000 at 41 percent. Obama’s blows by them all.

GROUND GAME – Then there’s the ground game. As reported separately Friday morning, three in 10 likely voters say they’ve been contacted personally by Obama’s campaign, rising to four in 10 in the battleground states – in both cases an advantage for Obama over McCain.

Nationally 29 percent report being contacted by phone, in person or via e-mail or text message on behalf of the Obama campaign, vs. 21 percent who report a contact from the McCain camp. In the 16 battleground states, 38 percent report an Obama contact vs. 27 percent from the McCain campaign. And in the eight tossups states it’s 42 vs. 29 percent.



Obama’s efforts also seem either better targeted or more effective. He holds a wide 75-23 percent lead in vote choice among likely voters who’ve been contacted by his campaign; among those he’s not contacted, by contrast, it’s a 50-44 percent McCain-Obama race.

McCain's efforts do not show this differentiation. He trails by 10 points, 52-42 percent, among people he's contacted, and by about the same, 55-42 percent, among those he has not.

	Vote preference	
	Obama	McCain
Contacted by Obama		
Yes	75%	23
No	44	50
Contacted by McCain		
Yes	52%	42
No	55	42

In another indication of targeting, Obama has an especially sharp advantage among likely voters under age 40: in this group 30 percent report an Obama contact, while just 11 percent have heard from McCain. And 44 percent of Democrats report an Obama contact, vs. 25 percent of Republicans who've been contacted by McCain.

METHODOLOGY – Interviews for this ABC News/Washington Post tracking poll were conducted by telephone Oct. 20-23, 2008, among a random national sample of 1,321 likely voters, including landline and cell-phone-only respondents. Results have a 2.5-point error margin for the full sample. Results on questions 24 through 26 were conducted Oct. 22-23 among 661 likely voters; those results have a 4-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?

	---- Closely -----			---- Not closely -----			No
	NET	Very	Smwt.	NET	Not too	At all	opinion
10/23/08 RV	88	58	30	12	6	6	*

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.)	

10/23/08	RV	80	5	5	2	1	6	*
10/22/08	RV	81	5	5	2	1	5	*
10/21/08	RV	82	6	5	2	1	4	*
10/20/08	RV	81	6	5	3	1	4	*
10/19/08	RV	83	6	5	3	1	4	*
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		*

2a. (ASKED IF CERTAIN TO VOTE) 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 in person	Early voting/ mail-in ballot	Already voted (vol.)	No opinion
10/23/08	RV	75	23	2	1
10/22/08	RV	74	23	2	1

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 (vol.)	Neither (vol.)	No opinion
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 (vol.)	Neither (vol.)	Would not vote (vol.)	No opinion
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
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
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
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
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.
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?

10/23/08 - Summary Table

	----- Favorable -----			----- Unfavorable -----			No opin.
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
a. Barack Obama	63	47	16	34	7	27	3
b. John McCain	55	29	26	42	11	30	3
c. Joe Biden	59	31	28	33	13	20	9
d. Sarah Palin	46	28	18	51	11	40	3

Trend:

	----- Favorable -----			----- Unfavorable -----			No opin.
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
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

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

c. Joe Biden

10/23/08	LV	59	31	28	33	13	20	9
9/29/08	LV	58	26	32	31	12	19	11
9/7/08	LV	53	26	27	29	12	17	18
9/4/08*	RV	54	32	23	31	15	16	14

* "the Democratic nominee for vice president"

d. Sarah Palin

10/23/08	LV	46	28	18	51	11	40	3
9/29/08	LV	52	31	20	41	10	31	7
9/22/08	LV	52	33	19	39	11	28	8
9/7/08	LV	59	37	21	29	10	18	13
9/4/08*	RV	52	34	18	37	14	23	11

* "the Republican nominee for vice president"

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

a. The economy

		Obama	McCain	Both (vol.)	Neither (vol.)	No opinion
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

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

k. better understands the problems of people like you

		Obama	McCain	Both (vol.)	Neither (vol.)	No opinion
10/23/08	LV	55	37	1	5	2
9/7/08	LV	53	40	1	4	2
8/22/08	RV	49	36	3	9	2
6/15/08	RV	53	36	1	7	4
5/11/08		54	35	2	5	3
3/2/08		56	29	2	7	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?

10/23/08 - Summary Table - Among Likely Leaned Obama/McCain Supporters

	NET	--- Enthusiastic ---		NET	---- Not enthusiastic ----		No opinion
		Very	Fairly		Not too	Not at all	
a. Obama	95	70	25	5	4	1	0
b. McCain	89	39	50	10	8	2	1

Trend:

a. Obama

	NET	--- Enthusiastic ---		NET	---- Not enthusiastic ----		No opinion	
		Very	Fairly		Not too	Not at all		
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

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

4/2/00 - Summary Table - Among Likely Voters, Leaned Bush/Gore Supporters

	--- Enthusiastic --			---- Not Enthusiastic ----			No
	NET	Very	Fairly	NET	Not too	Not at all	opinion
a. Gore	84	41	43	17	12	5	0
b. Bush	87	44	43	14	12	2	0

21. (ASKED OF LIKELY VOTERS) Have you personally been contacted by a representative of the [CANDIDATE] campaign, either by phone or in-person, asking you for your support, or not? How about by a representative of the [NEXT CANDIDATE] campaign?

10/22/08 - Summary Table

	Yes	No	No opinion
a. Obama	21	78	1
b. McCain	14	85	1

Compare to:

Have you personally been contacted by a representative of the (NAME) campaign, either by phone or in-person, asking you for your support, or not?

	----- Bush -----			----- Kerry -----		
	Yes	No	No op.	Yes	No	No op.
9/26/04 RV	15	84	*	14	85	1

22. (ASKED OF LIKELY VOTERS) Have you personally received any e-mail or text messages from the [CANDIDATE] campaign asking you for your support, or not? How about by a representative of the [NEXT CANDIDATE] campaign?

10/22/08 - Summary Table

	Yes	No	No opinion
a. Obama	16	83	1
b. McCain	10	89	*

28 held for release.

25. (ASKED OF LIKELY VOTERS) Do you think Palin does or does not have the kind of experience it takes to serve effectively as president, if that became necessary?

	Does	Does not	No opinion
10/23/08 LV	38	58	3

9/29/08	LV	36	60	4
9/7/08	LV	49	45	6
9/4/08	RV	43	51	6

26. (ASKED OF LIKELY VOTERS) Please tell me whether the following statement applies to Palin, or not?

a. She understands the problems of people like you

		Yes	No	No opinion
10/23/08	LV	50	47	3
9/29/08	LV	60	37	3

23 and 27 held for release.

END