

WISC-TV POLL RESULTS – OCTOBER 2008

The WISC-TV Poll was conducted from October 20 through October 21, 2008 by Research 2000. A total of 600 likely voters who vote regularly in state elections were interviewed statewide by telephone.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect the voter registration of distribution by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4% percentage points. This means that there is a 95 percent probability that the “true” figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as for gender or party affiliation.

SAMPLE FIGURES:

Men	283	(48%)
Women	317	(52%)
Democrats	226	(37%)
Republicans	189	(32%)
Independents/Other	185	(31%)

PRESIDENTIAL RACE:

I am going to list the names of a few individuals who are active in public life. After I mention each one, I would simply like for you to tell me if you recognize that individual. If you do recognize the individual, I will then ask you if you have a favorable or unfavorable opinion of that individual.

A. The first name is _____. Do you recognize that name?

B. (IF YES) Do you have a favorable or unfavorable opinion of _____?

	<u>FAV</u>	<u>UNFAV</u>	<u>NO OPINION</u>
Barack Obama	59%	33%	8%
John McCain	43%	47%	10%
Sarah Palin	41%	49%	10%
Joe Biden	50%	35%	15%

QUESTION: If the election for President were held today, would you vote for the Democratic ticket of Barack Obama and Joe Biden, the Republican ticket of John McCain and Sarah Palin, or another candidate?

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>OTHER</u>	<u>UNDECIDED</u>
ALL	52%	41%	4%	3%
MEN	47%	46%	5%	2%
WOMEN	57%	36%	3%	4%
DEMOCRATS	86%	7%	3%	4%
REPUBLICANS	11%	82%	4%	3%
INDEPENDENTS	54%	39%	5%	2%

BETTER HANDLE ECONOMY:

QUESTION: Which presidential candidate do you trust more to handle the economy?

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>NOT SURE</u>
ALL	58%	31%	11%
MEN	55%	35%	10%
WOMEN	61%	27%	12%

WHICH CANDIDATE:

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>NOT SURE</u>
HONEST & TRUSTWORTHY	51%	38%	11%
BETTER UNDERSTANDS PROBLEMS	57%	32%	11%
HANDLE UNEXPECTED CRISES	46%	48%	6%