

## WISC-TV POLL RESULTS – OCTOBER 2008

The WISC-TV Poll was conducted from October 27 through October 28, 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	287	(48%)
Women	313	(52%)
Democrats	223	(37%)
Republicans	191	(32%)
Independents/Other	186	(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	60%	35%	5%
John McCain	45%	49%	6%
Sarah Palin	42%	51%	7%
Joe Biden	49%	37%	14%

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	53%	42%	3%	2%
MEN	49%	46%	4%	1%
WOMEN	57%	38%	2%	3%
DEMOCRATS	88%	8%	2%	2%
REPUBLICANS	10%	86%	3%	1%
INDEPENDENTS	55%	38%	4%	3%

WHICH CANDIDATE:

	<u>OBAMA</u>	<u>MCCAIN</u>	<u>NOT SURE</u>
HANDLE ECONOMY	59%	30%	11%
HONEST & TRUSTWORTHY	53%	37%	10%
BETTER UNDERSTANDS PROBLEMS	59%	31%	10%
HANDLE UNEXPECTED CRISES	48%	47%	5%