
Public Opinion Polls and the 2008 Presidential Election

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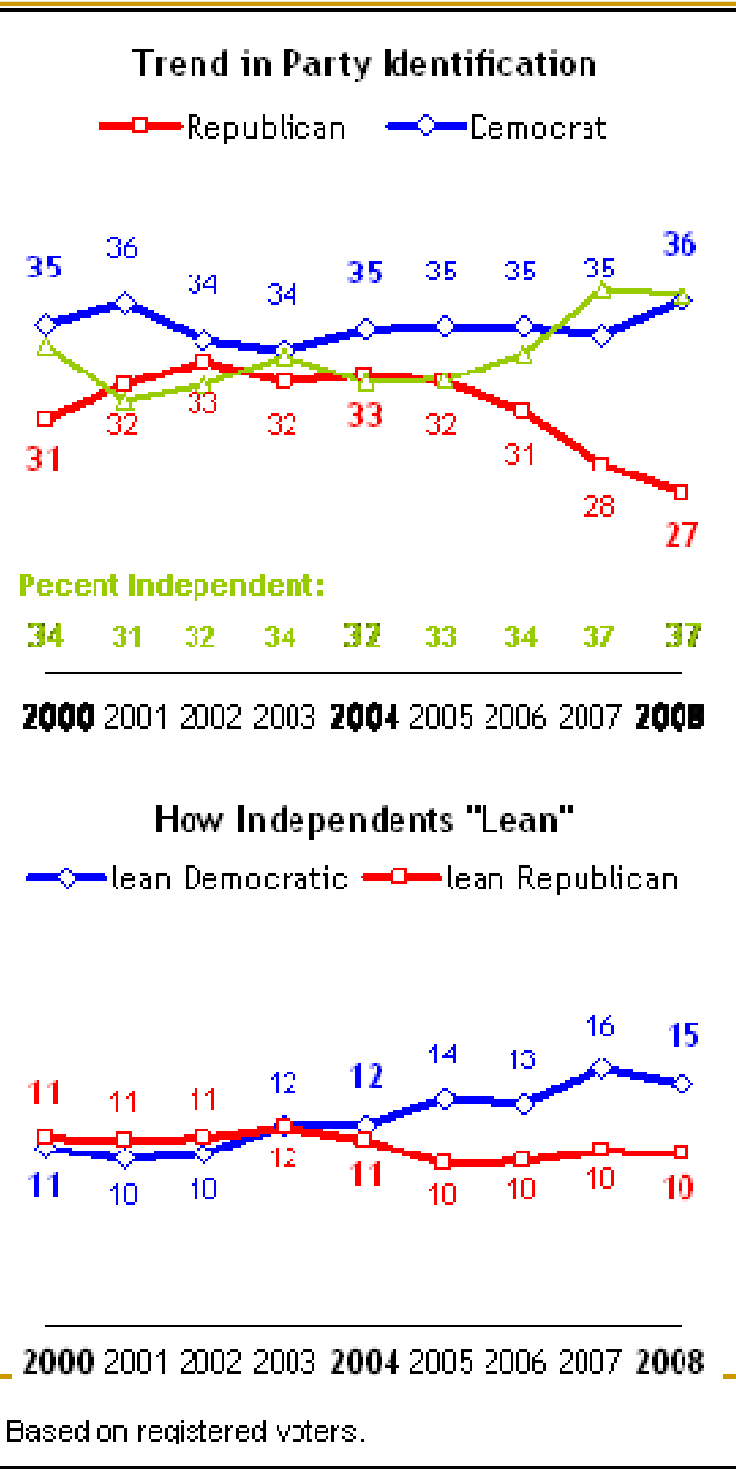
Professional Standards

- <http://www.aapor.org/standardsethics>

Typical pre-election polling questions

- Generally speaking, do you usually think of yourself as a –
 - A. Republican,
 - B. Democrat,
 - C. Independent?

Party Identification: 2000-2008



Presidential approval

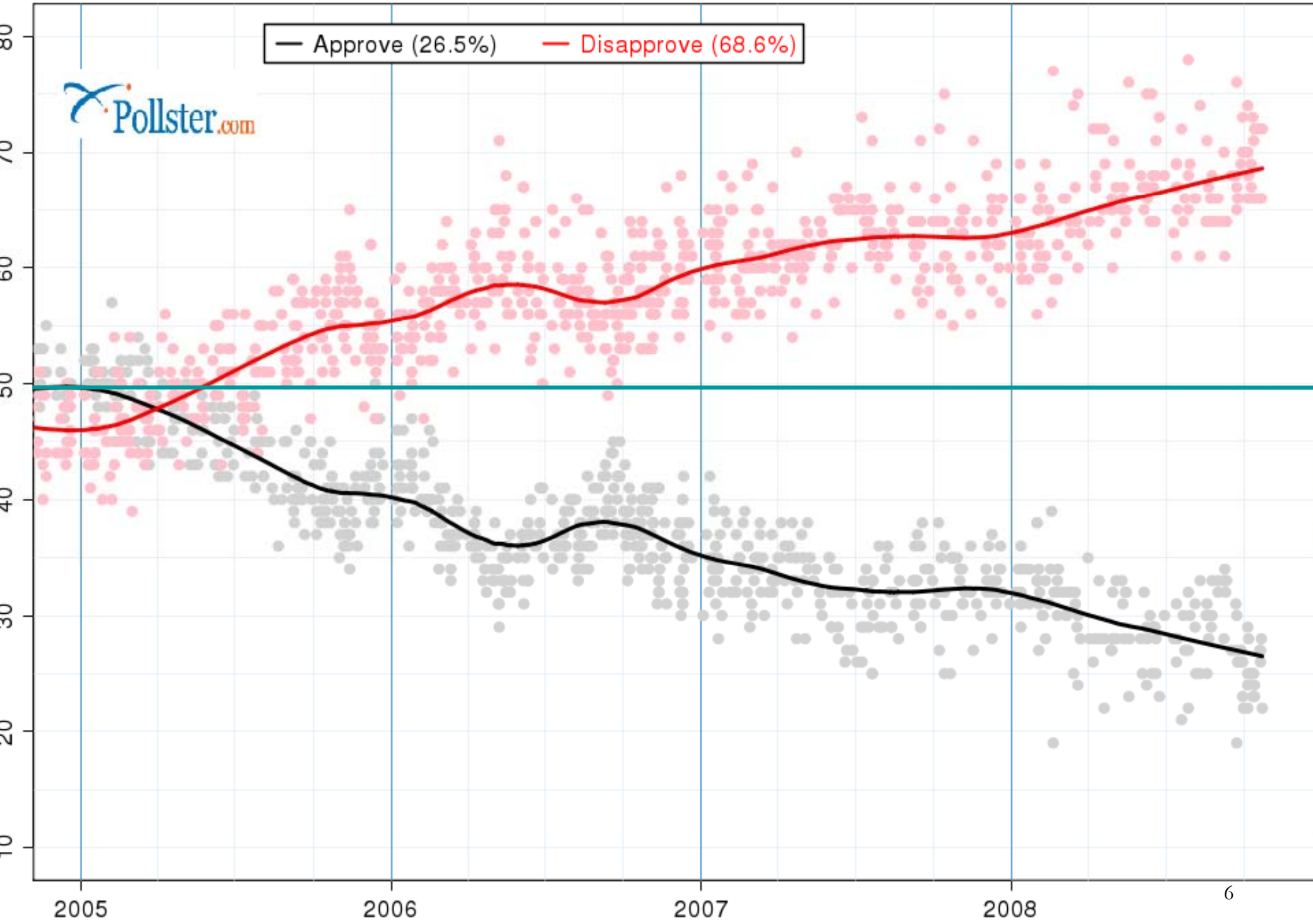
- Do you approve or disapprove of the way George W. Bush is handling his job as president?
 - A. Approve
 - B. Disapprove

President George W. Bush Job Approval

Latest Poll: 10/22/2008

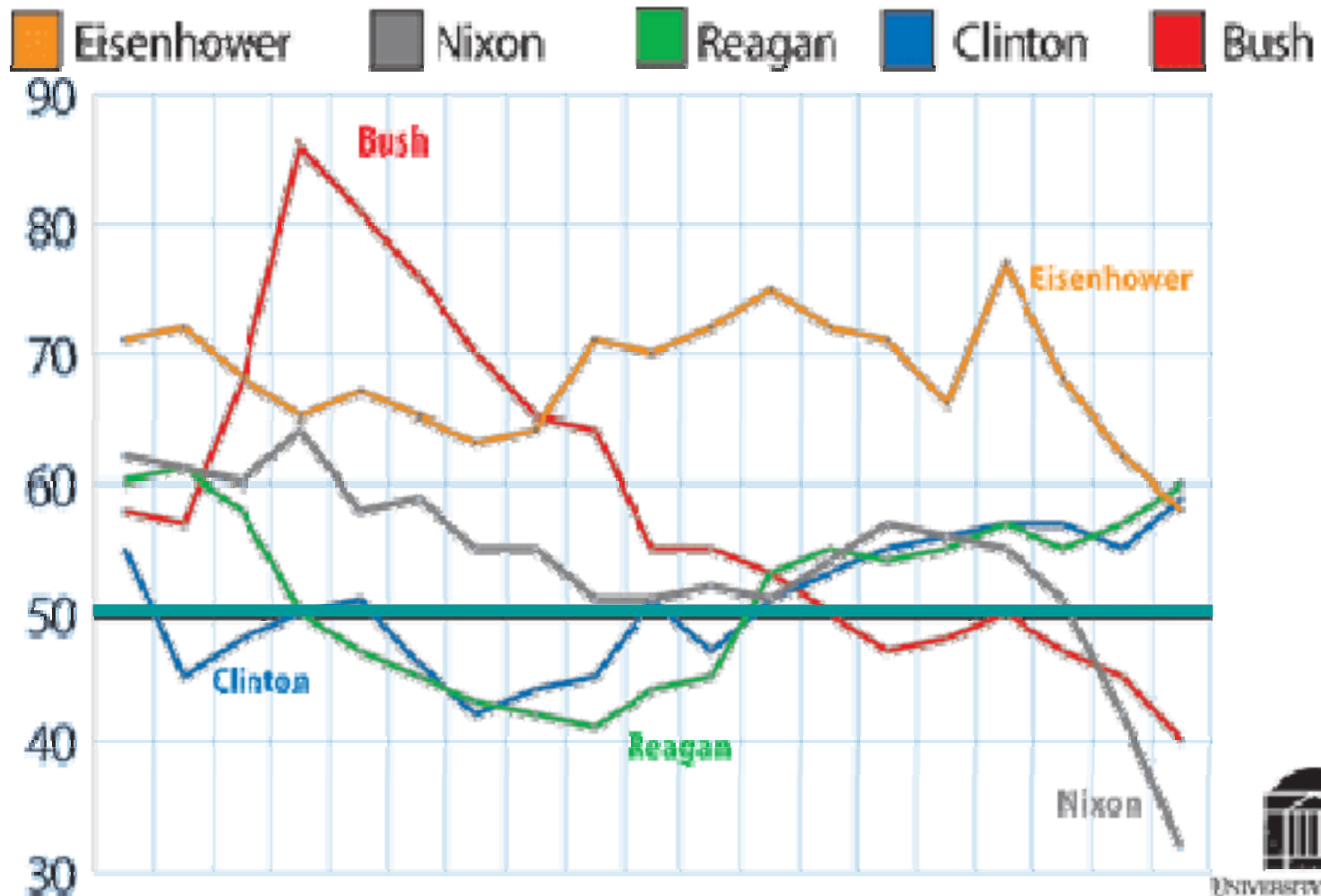
Pollster.com

— Approve (26.5%) — Disapprove (68.6%)



Presidential Job Approval

Five Presidents Who Served First Term and Were Re-elected



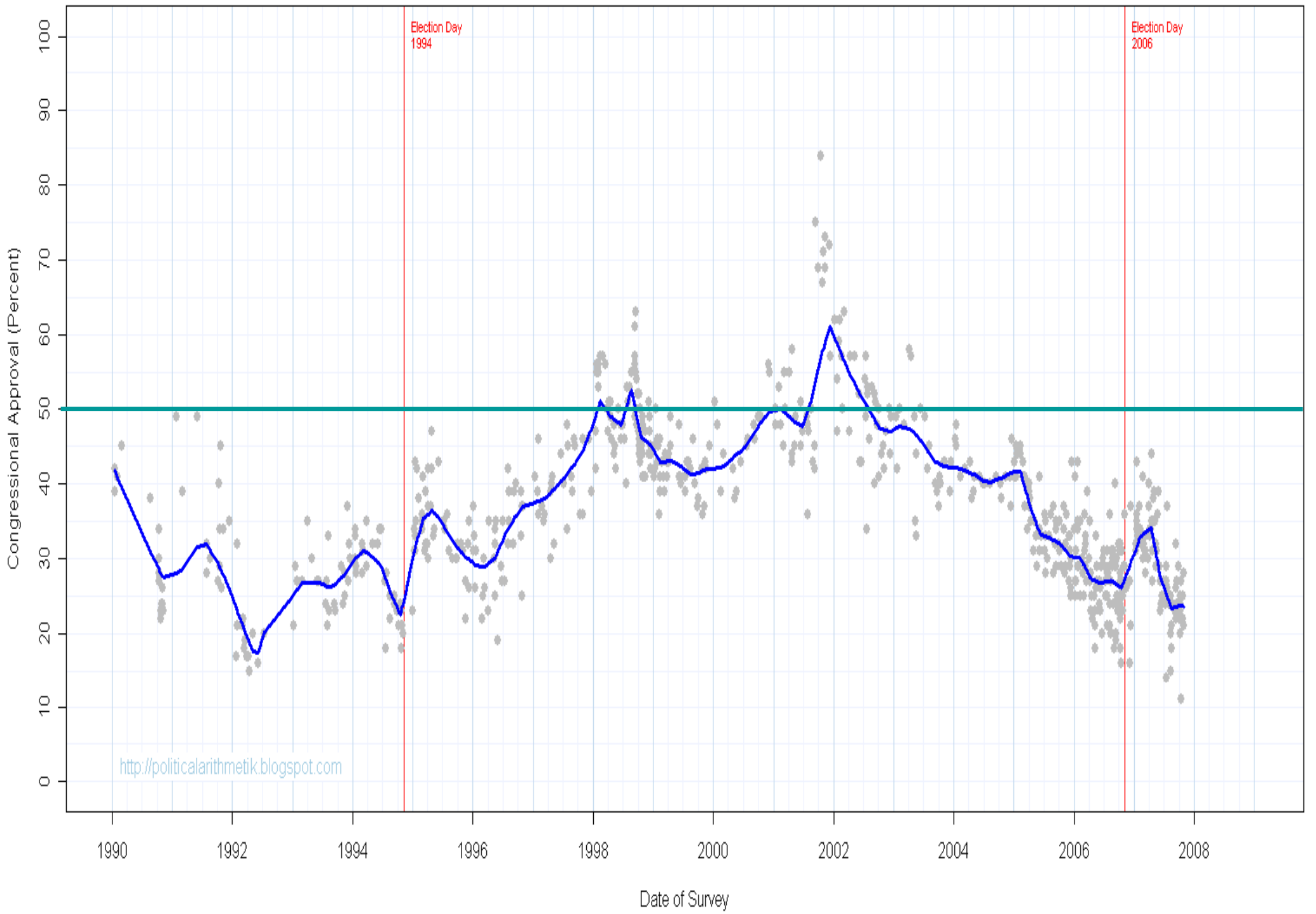
Source: The Gallup Poll, Presidential Job Approval In Depth, <https://poll.gallup.com>



Congressional approval

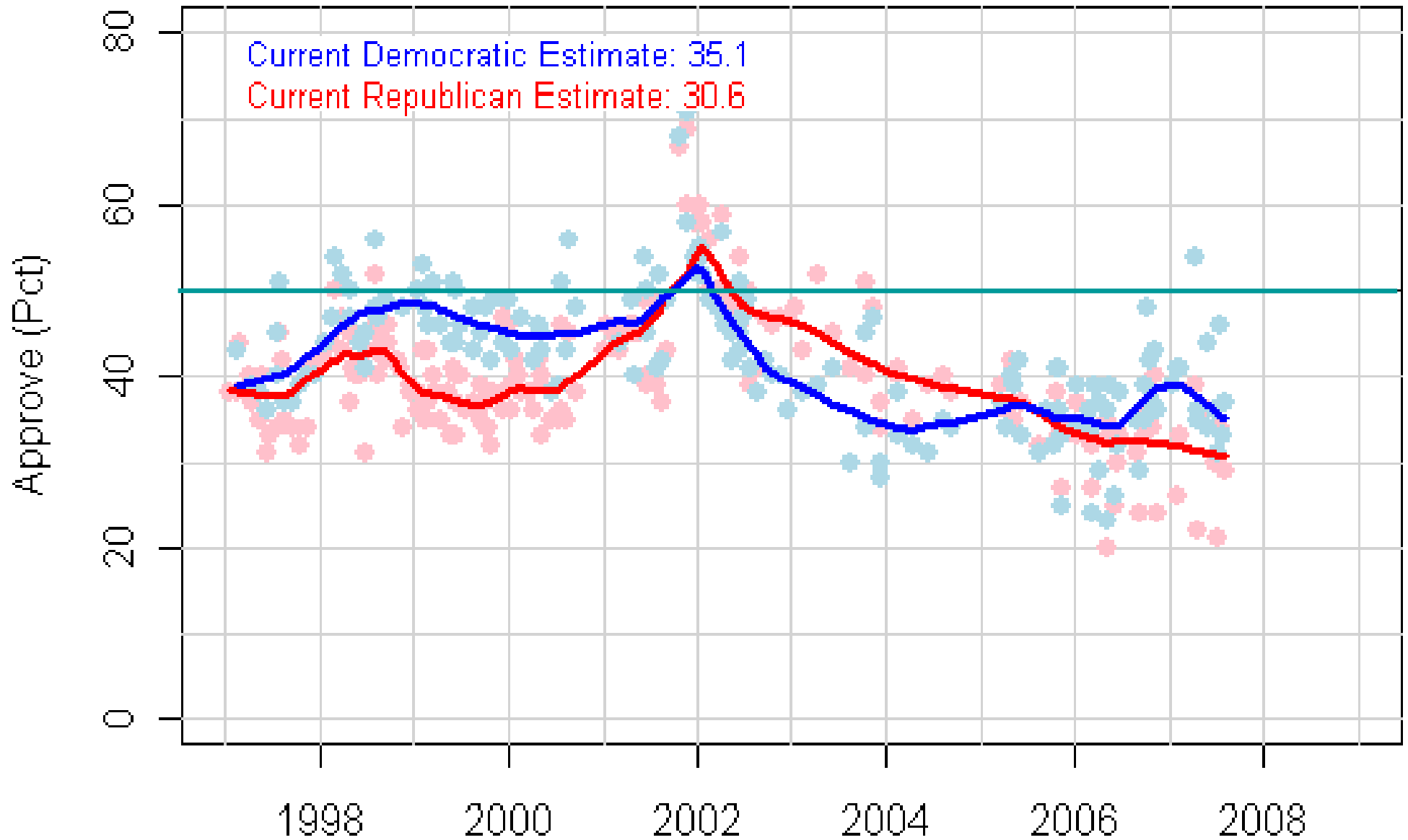
- Do you approve or disapprove of the way Congress is handling its job?
 - A. Approve
 - B. Disapprove

Congressional approval, 1/1/1990 through 11/01/2007
Current trend estimate is 23.5%



Congressional Parties Job Approval/Disapproval

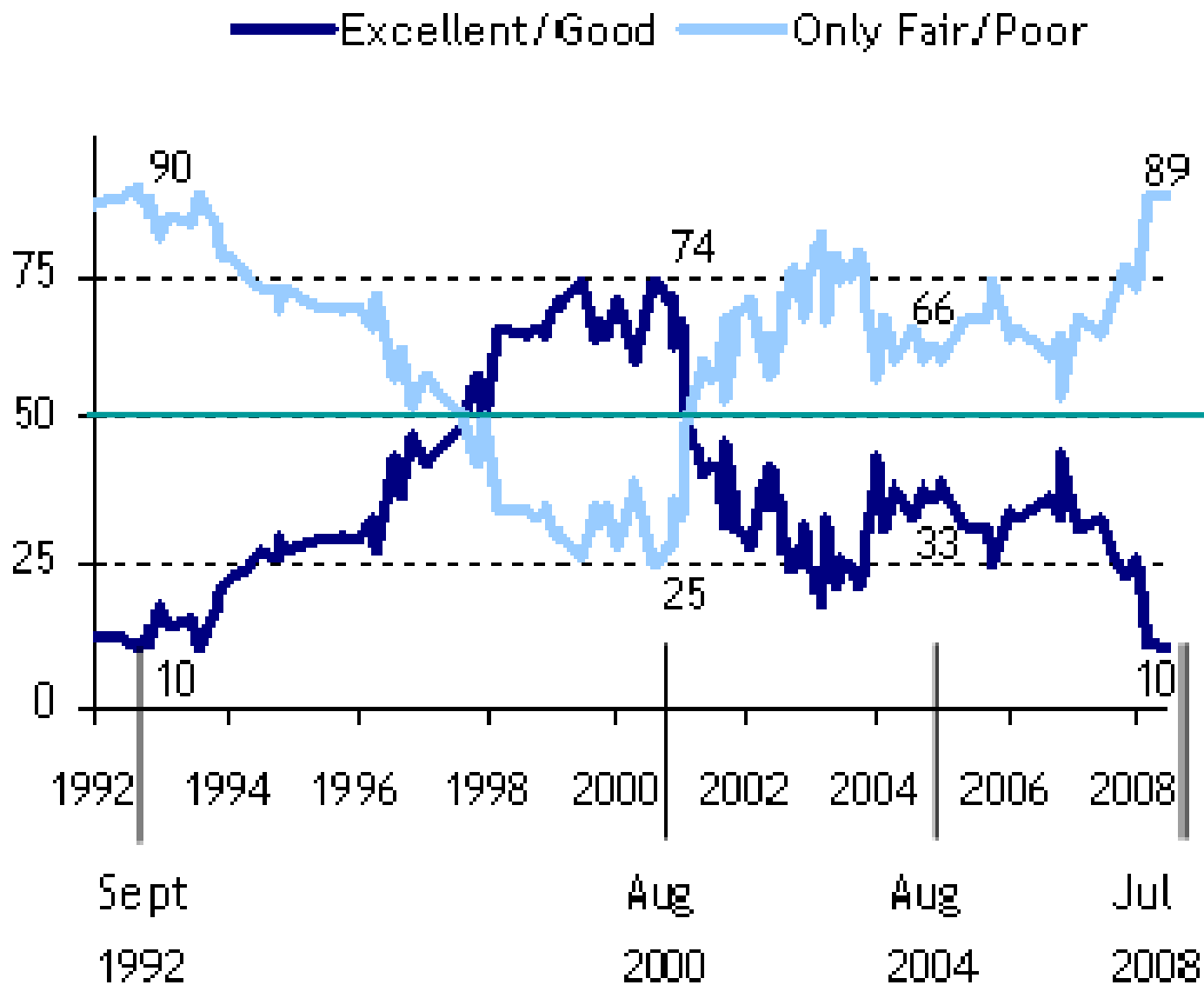
Latest: 08/05/2007



Rating the U.S. economy

- How do you rate the U.S. economy –
 - A. Excellent/Good
 - B. Only fair/poor

Views of Economy as Low as in Early 90s



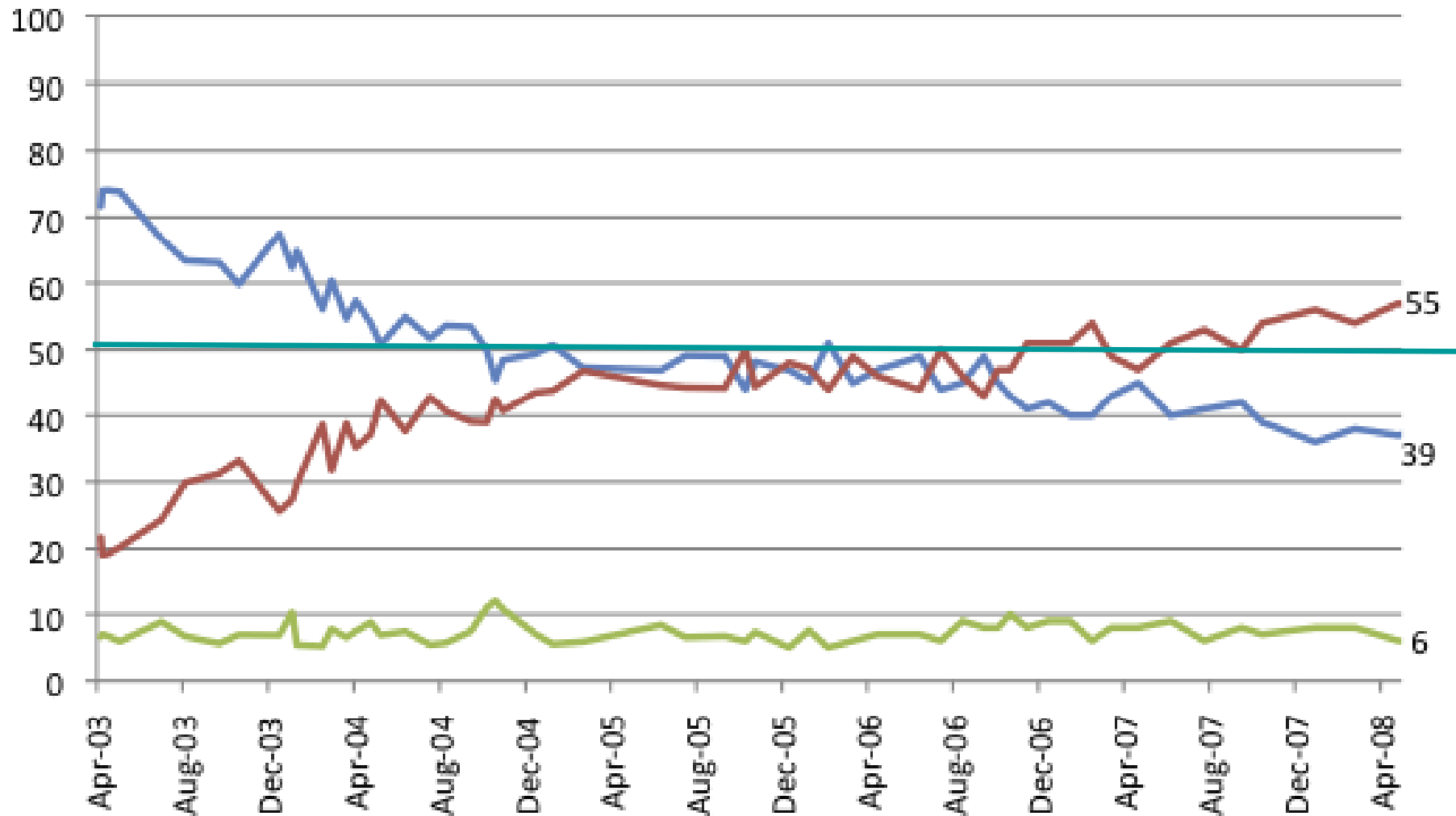
Iraq War: Right or Wrong?

- Considering everything, do you think the United States did the right thing in going to war with Iraq, or do you think it was a mistake?
 - A. Did the right thing
 - B. It was a mistake
 - C. Not sure

Iraq War: Right or Wrong?

Pew Research Center for the People & the Press

Right decision Wrong decision DK/Refused

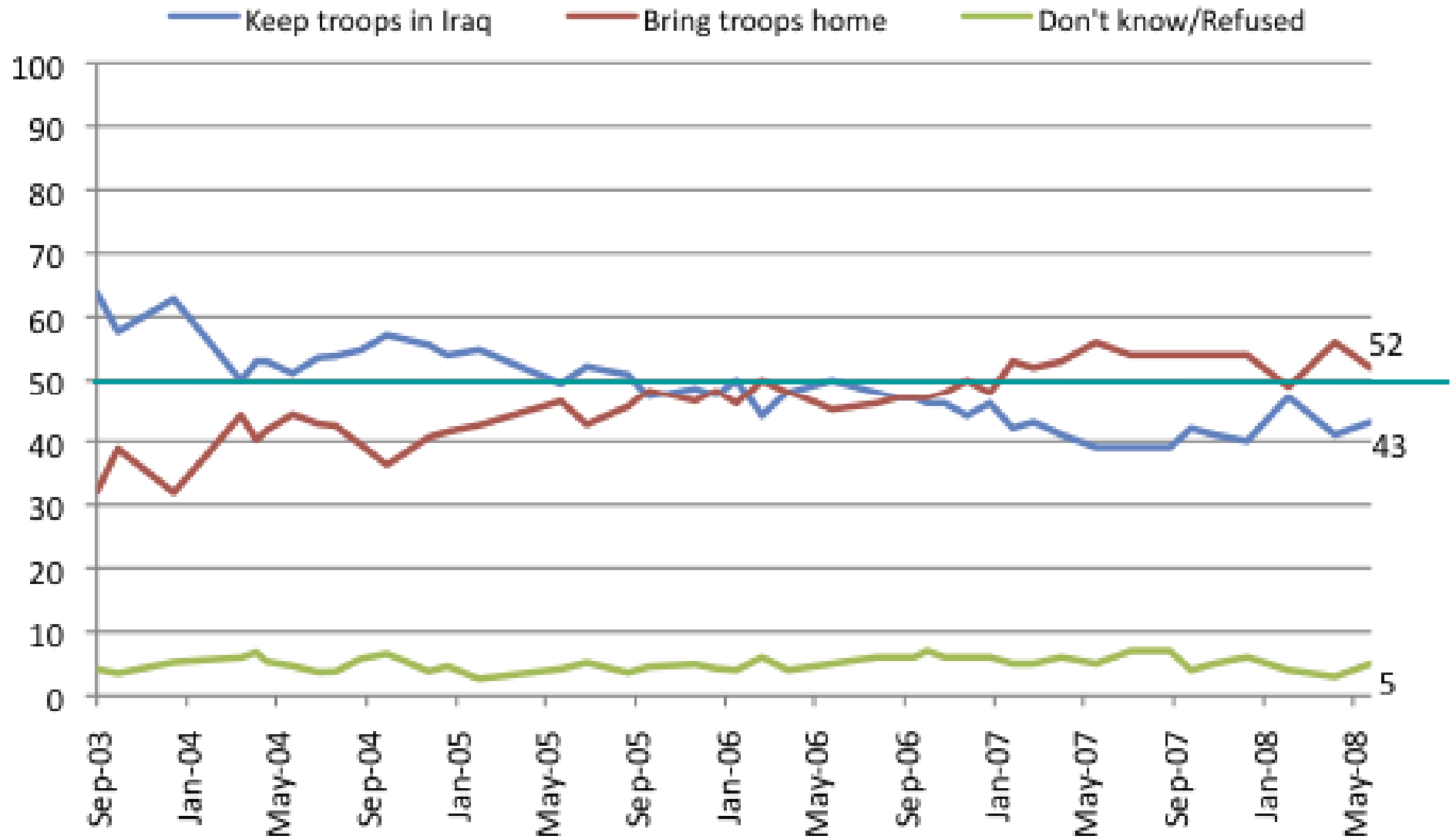


Iraq War: What to do now?

- Regardless of whether we should have invaded Iraq, what should we do now?
 - A. Keep U.S. troops in Iraq until the situation has stabilized
 - B. Bring U.S. troops home as soon as possible
 - C. Not sure

Iraq: Bring the Troops Home?

Pew Research Center for the People & the Press

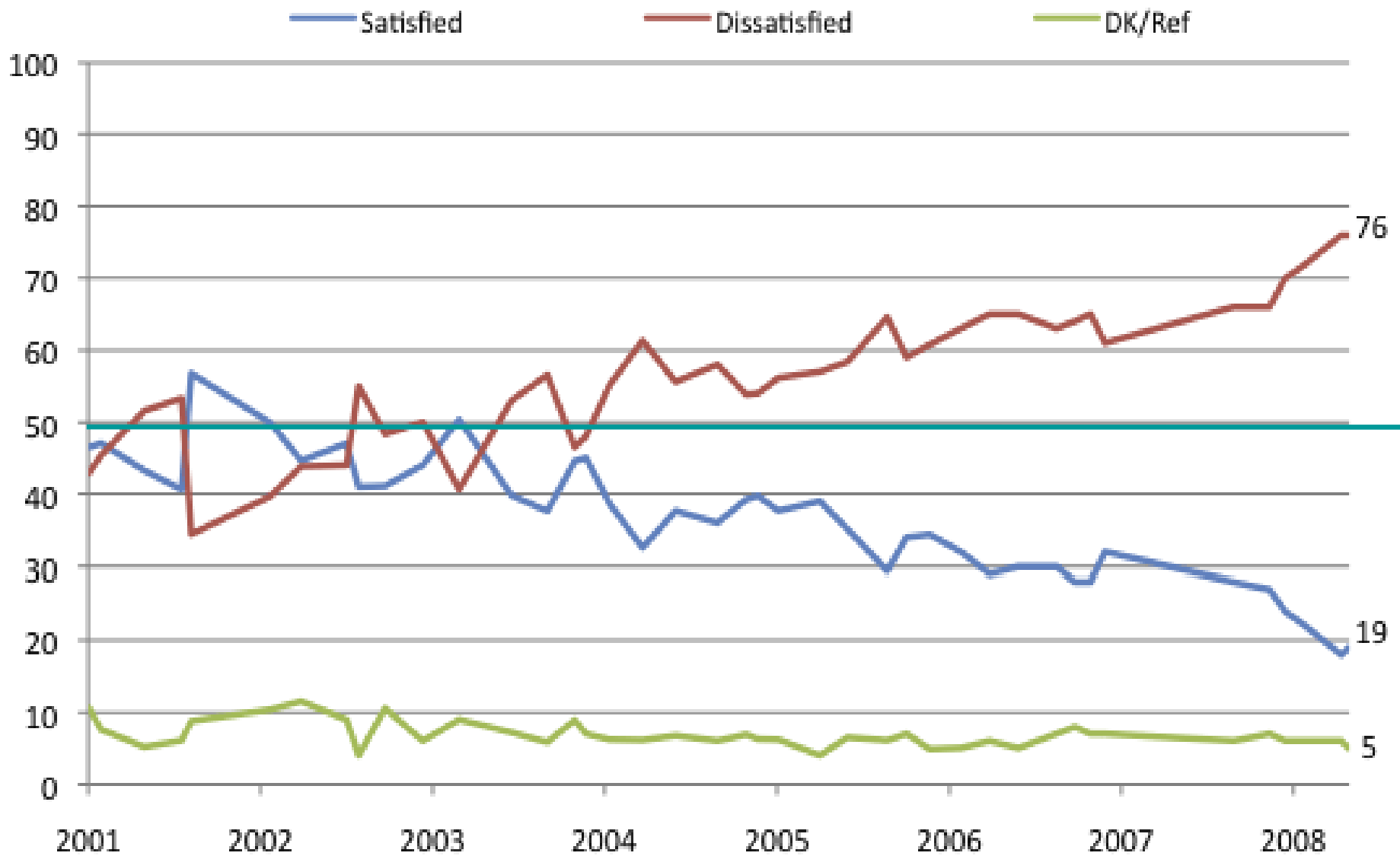


General satisfaction

- In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?
 - A. Satisfied
 - B. Dissatisfied

National Satisfaction, 2001-2008

Pew Research Center for the People & the Press

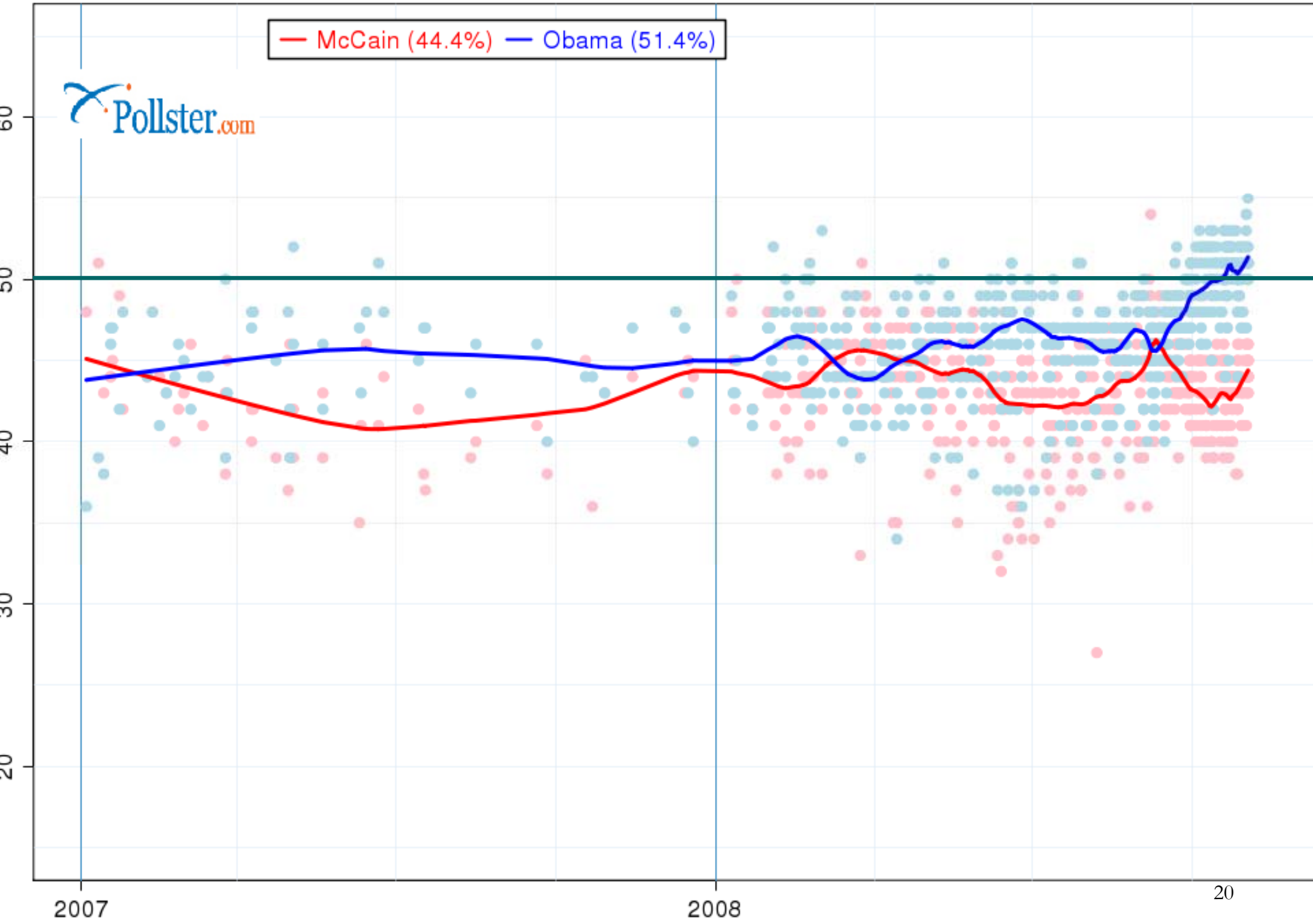


Presidential-election vote:

- If the presidential election were today, would you vote for:
 - A. John McCain
 - B. Barack Obama

National: McCain vs. Obama
Latest Poll: 11/02/2008

— McCain (44.4%) — Obama (51.4%)



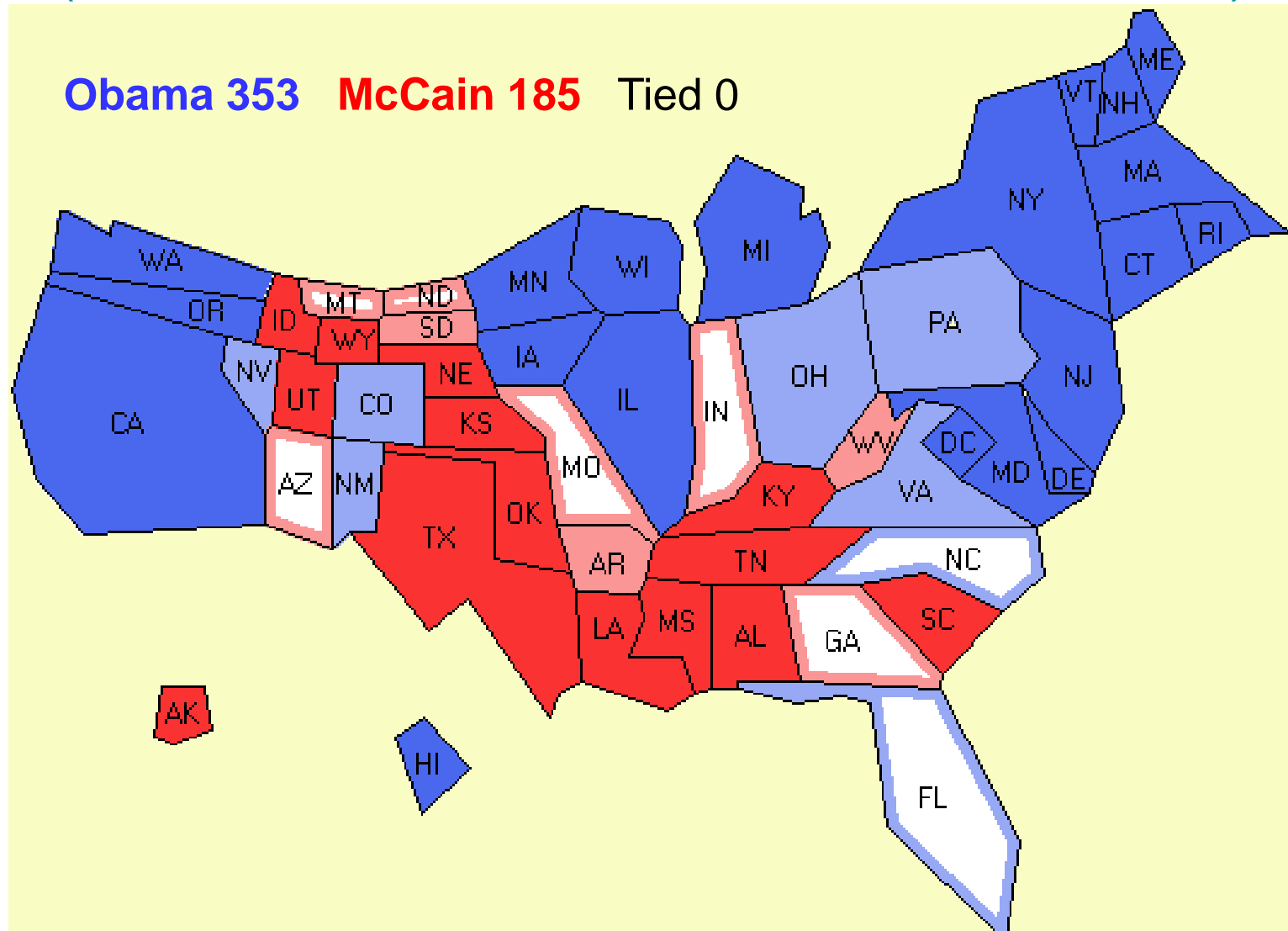
2007

2008

20

Electoral-vote projection

(3 November 2008 at www.electoral-vote.com)

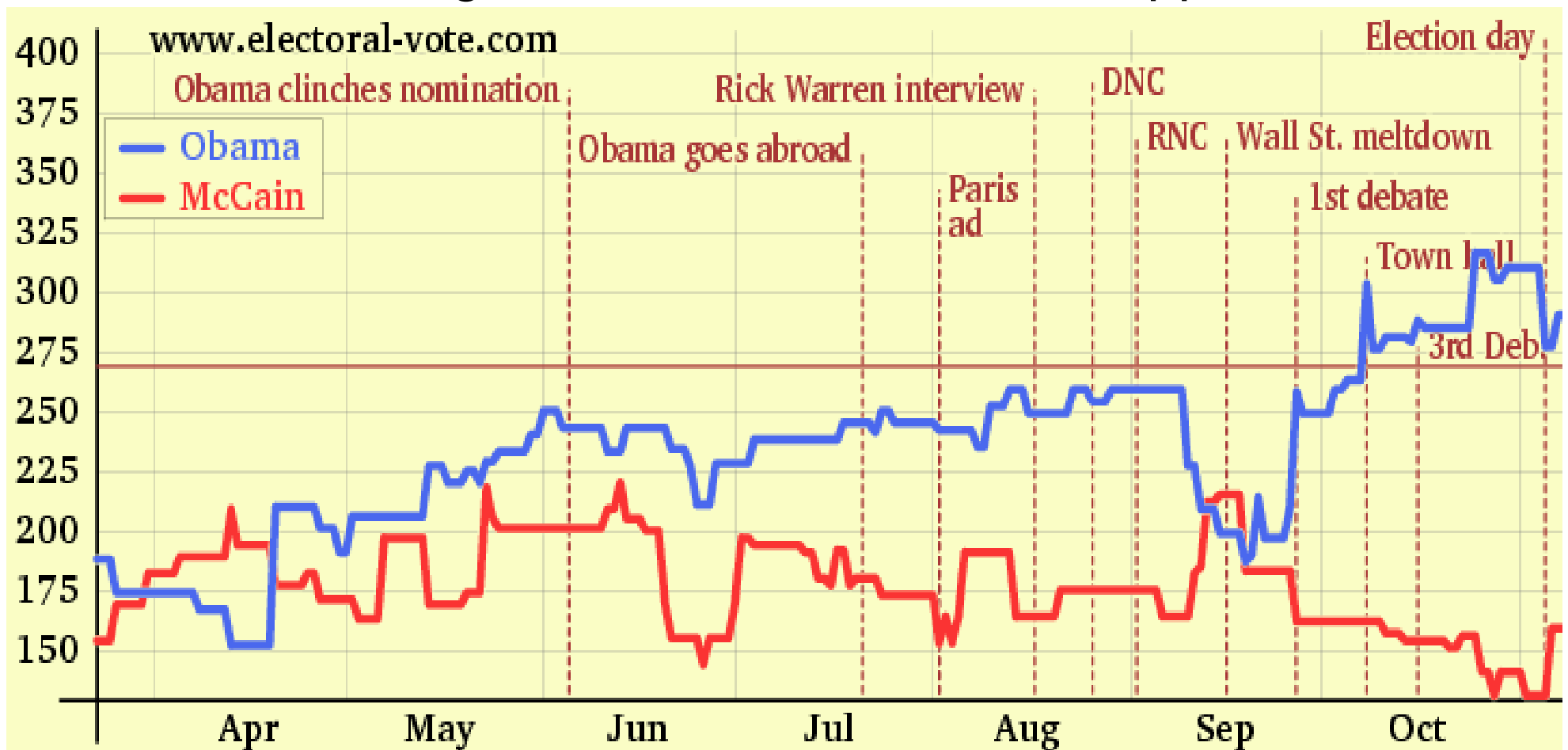


Dem pickups (vs. 2004): **CO FL IA NV NM NC OH VA = 101**

www.electoral-vote.com

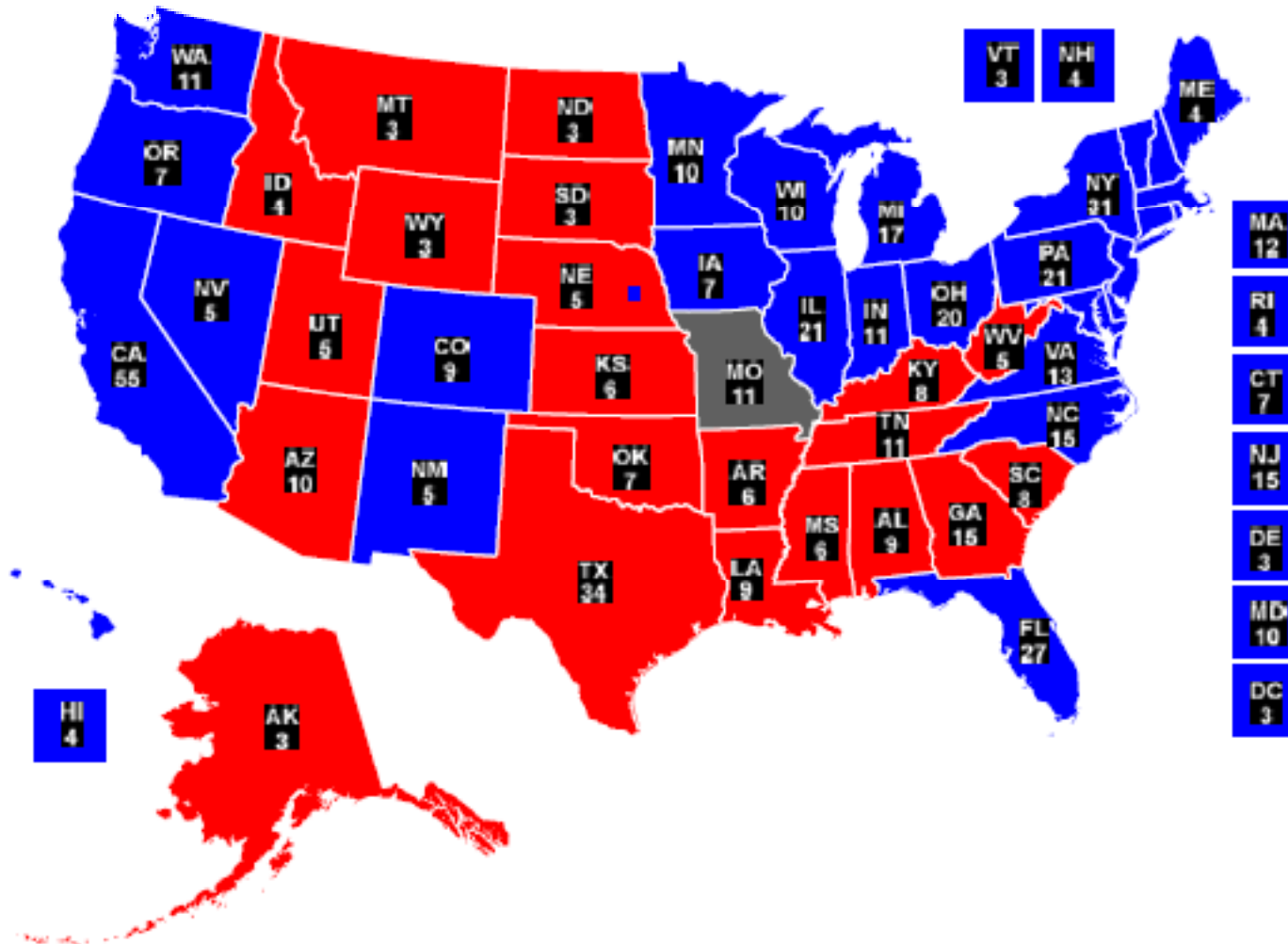
13 November 2008

Projected electoral votes (based on state polls) omitting the "too-close-to-call" & tied states in which neither candidate has a margin of 5% or more over his opponent.



Obama 311 **McCain 132** Too-close-to call 95 Ties 0

Final Electoral College Map – 2008 (50 states + DC)



http://www.realclearpolitics.com/epolls/maps/obama_vs_mccain/

Final Electoral College Map – 2008 (3,077 counties, parishes, & boroughs)



Links to election-poll results

2008 Presidential election

- <http://www.electoral-vote.com/>
- [Proslavery Origins of Electoral College](#)

2008 U.S. Senate races

- <http://www.pollster.com/polls/2008senate/>

2008 U.S. House races

- <http://www.pollster.com/house.php>

2008 U.S. Gubernatorial races

- <http://www.pollster.com/polls/2008governor/>
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Links to other useful polling & elections websites

- <http://people.uncw.edu/lowery/pls302/index.htm>