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**For The People & The Press**

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**Growing Concerns About Palin's Qualifications**  
**OBAMA BOOSTS LEADERSHIP IMAGE AND REGAINS LEAD OVER MCCAIN**

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## Growing Concerns About Palin's Qualifications

### OBAMA BOOSTS LEADERSHIP IMAGE AND REGAINS LEAD OVER MCCAIN

Barack Obama has achieved a significant lead over John McCain in the days following the first presidential debate. Pew's new survey conducted Sept. 27-29 finds that Obama has moved to a 49% to 42% advantage among registered voters. The race was virtually even in mid-September and early August. Obama had not led McCain by a significant margin in a Pew survey since June.

The latest national poll by the Pew Research Center for the People & the Press, conducted among 1,505 adults (including 1,258 registered

voters) by landline and cell phone, suggests that three factors appear to be favoring Obama. First, more voters rate Obama's performance in last Friday's debate as excellent or good than say the same about McCain's (72% vs. 59%). Obama's leadership image also has improved. There is now almost no difference in the minds of voters as to which candidate would use better judgment in a crisis.

Second, the electorate continues to have much more confidence in Obama than McCain to deal with the financial crisis, which is dominating the public's attention at levels usually associated with wars and natural disasters. Obama also has widened his lead as the candidate best able to improve the overall economy, from nine points in mid-September to 18 points currently (51% to 33%). (See: [Interest in Economic News Surges](#), October 1, 2008)

Third, opinions about Sarah Palin have become increasingly negative, with a majority of the public (51%) now saying that the Alaska governor is not qualified to become president if necessary; just 37% say she is qualified to serve as president. That represents a reversal of opinion since early

	June	July	Aug	Sept 9-14	Sept 27-29
Registered voters	%	%	%	%	%
Obama/Biden	48	47	46	46	49
McCain/Palin	40	42	43	44	42
Other/DK	<u>12</u>	<u>11</u>	<u>11</u>	<u>10</u>	<u>9</u>
	100	100	100	100	100
N	1,574	1,241	2,414	2,509	1,258
<b>Likely voters</b>					
Obama/Biden	--	--	--	46	49
McCain/Palin	--	--	--	46	43
Other/DK	--	--	--	<u>8</u>	<u>8</u>
				100	100
N				2,307	1,181

<i>Is Sarah Palin qualified to serve as president?*</i>	Sept 5-8	Sept 27-29	Change
	%	%	
Yes	52	37	-15
No	39	51	+12
Don't know	<u>9</u>	<u>12</u>	+3
	100	100	
<b>Overall opinion of Sarah Palin*</b>			
	Sept 9-14	Sept 27-29	Change
	%	%	
<b>Favorable</b>	54	51	-3
Very	27	20	-7
Mostly	27	31	+4
<b>Unfavorable</b>	32	40	+8
Very	16	21	+5
Mostly	16	19	+3
Can't rate/DK	<u>14</u>	<u>9</u>	-5
	100	100	

\* Based on registered voters.  
\*\* Based on general public.

September, shortly after the GOP convention. At that time, 52% said Palin was qualified to step in as president, if necessary.

In the past few weeks, Obama has made significant gains among Democrats, including white Democrats. In fact, the current poll finds that he has somewhat greater support among Democrats than McCain draws among Republicans. In addition, a majority of Republican voters (52%) credited Obama as doing a good job in the debates, while only 37% of Democratic voters were complimentary about McCain's performance Friday night.

Since mid-September, Obama has garnered more support from older baby-boomers, affluent voters and those in the battleground states, where he now holds a 52% to 39% lead. While McCain continues to lead Obama among white voters overall, his support among whites is concentrated among men, older voters, those with less education, and those living in the South. Obama currently leads McCain among college educated whites, while the preferences of white women are evenly split.

Obama's resurgence in the horse race parallels a recovery of his advantage over McCain for dealing with key domestic issues such as the economy, energy problems and taxes. By wide margins, voters express more confidence in him than in his rival to deal with these problems; Obama's advantage on these issues had narrowed in mid-September. Nonetheless, McCain continues to inspire more confidence on the foreign policy and national security issues, as he has throughout the campaign.

Obama's renewed advantage on the economy may also be in part a measure of reaction to the economic crisis. Seven-in-ten Americans say they are paying very close attention to economic news, the highest mark in almost 20 years. Obama continues to lead, by 46% to 33%, as the candidate best able to handle the nation's financial crisis.

McCain's leadership advantage has declined since the summer. About the same percentage says Obama would use good judgment in a crisis as says that about McCain (42% Obama vs. 45% McCain). McCain held a 15-advantage on this leadership dimension in August. Similarly, Obama runs about even with McCain in views of which candidate is a strong leader (43% McCain, 42% Obama).

<b>Obama Strengthens Image, Maintains Advantage on Economy</b>		
	<u>Jul 31- Aug 10</u>	<u>Sept 27-29</u>
<b>Good judgment in crisis</b>	%	%
Obama	36	42
McCain	51	45
<b>Personally qualified</b>		
Obama	27	35
McCain	54	49
<b>Improving economic conditions</b>	<u>Sept 9-14</u>	<u>Sept 27-29</u>
Obama	47	51
McCain	38	33
<b>Handling financial crisis</b>	<u>Sept 19-22*</u>	<u>Sept 27-29</u>
Obama	47	46
McCain	35	33
Based on registered voters.		
* Based on general public.		

In the new survey, nearly identical percentages of voters view Obama and McCain as well-informed. McCain holds a solid advantage as being more personally qualified to be president (by 49% to 35%); however, his lead has narrowed since August, when twice as many voters viewed McCain as more qualified than Obama. Obama is viewed by a majority of voters (52%) as the candidate who “can bring about the change the country needs;” just 33% say that phrase better describes McCain.

There is a clear correlation between views of Palin’s qualifications and support for McCain, which may be hurting the GOP candidate. Fewer people see her as qualified to become president, and the balance of opinion toward Palin has grown more negative since early September. Unfavorable views of the Alaska governor have increased among most demographic and political groups, with GOP voters a notable exception. Currently, a narrow majority of independent voters (54%) express a favorable view of Palin, while 37% are unfavorable. In early September, positive impressions of Palin among independents outnumbered negative opinions by greater than two-to-one (60% vs. 27%).

While both candidates receive favorable reviews for the debate, those who watched had very different impressions of the candidates’ performances. “Confident” is the word used most often by voters to describe Obama’s debate performance, while “inexperienced” and “intelligent” are also mentioned frequently. Voters use the word “experienced” most commonly to describe their impressions of McCain’s debate performance, followed by “old” and “knowledgeable.”

One-Word Debate Impressions			
<u>Obama</u>		<u>McCain</u>	
Confident	50	Experienced	61
Inexperienced	31	Old	38
Intelligent	31	Knowledgeable	33
Presidential	28	Confident	26
Good	22	Strong	20
Change	16	Honest	19
Arrogant	14	Condescending	18
Strong	13	Good	15
Prepared	12	Aggressive	13
Knowledgeable	12	Angry	13

Responses from registered voters who watched the debate. Figures show numbers of respondents who offered each response; these numbers are *not* percentages.

## Obama Takes Post-Debate Lead

While the overall contours of support for the two candidates remain largely unchanged, Obama has gained among some key groups of voters, including his own partisan base and voters in battleground states. Indeed, Obama now has more overall support – and more highly committed support – among Democrats than McCain has among Republicans. But he continues to struggle among less educated white voters, white non-Hispanic Catholics, and voters ages 65 and older.

There continues to be a strong generational difference in support for the two candidates. Obama has made significant gains among baby boomers (ages 50-64), including white voters in this age group. He currently leads by 12 points among voters ages 50 to 64 (51% to 39%), up from just five points in early September.

By contrast, McCain has widened his advantage among the next oldest group: currently, he leads 48% to 35% among voters ages 65 and older; in early September, his lead was just five points among voters in this age group (45% to 40%).

Obama also has increased his support among better educated white voters, gaining 11 points among whites with some college education and five points among white college graduates. He continues to do poorly, however, among whites with no more than a high school education (trailing McCain 33% to 52%). He also trails among white Catholics by a similar margin (39% to 52%).

General Election Matchup						
	Sept 9-14	Sept 27-29	Sept	Late		
	Oba- ma	Mc- Cain	Oba- ma	Mc- Cain	Obama change	Sept N
	%	%	%	%		
All voters	46	44	49	42	+3	1258
Republicans	5	90	8	86	+3	372
Democrats	87	8	92	5	+5	460
Independents	38	45	38	46	0	377
Men	41	49	43	47	+2	590
Women	50	40	54	37	+4	668
White	38	52	42	48	+4	1018
Black	89	5	95	3	+6	136
18-29	60	31	58	39	-2	127
30-49	45	47	50	42	+5	398
50-64	43	48	51	39	+8	418
65+	40	45	35	48	-5	295
College grad+	48	45	53	42	+5	560
Some college	43	47	51	40	+8	320
HS or less	45	42	45	43	+0	375
\$75,000+	39	53	48	44	+9	437
\$50-\$74,999	42	49	50	47	+8	184
\$30-\$49,999	51	40	52	38	+1	259
Less than \$30,000	55	34	50	39	-5	211
Protestant	40	51	43	47	+3	682
White Evangelical	21	71	21	69	0	258
White Mainline	40	50	44	43	+4	276
Black Protestants	90	4	96	2	+6	103
Catholic	45	44	44	48	-1	286
White, non-Hisp	41	48	39	52	-2	230
Unaffiliated	62	25	65	27	+3	179
Republican states	39	51	38	53	-1	434
Democratic states	52	38	56	33	+4	421
Swing states	45	45	52	39	+7	403
<i>Among Whites</i>						
Men	35	56	38	53	+3	496
Women	41	48	45	44	+4	522
18-49	41	51	45	48	+4	395
50-64	38	53	46	44	+8	351
65+	34	50	28	54	-6	257
College grad+	45	49	50	45	+5	473
Some college	34	56	45	46	+11	246
HS or less	36	50	33	52	-3	298

Based on registered voters. Figures read horizontally.

Obama has made progress in consolidating his base support: he now leads McCain among Democrats by a 92%-5% margin, a gain of five percentage points since earlier in the month. McCain leads among Republicans by 86% to 8%. Independents continue to tilt slightly to McCain; he currently holds a 46% to 38% edge among independent voters.

While both candidates gained in strong support among their partisans after their respective party conventions, Obama has now moved ahead of his rival on this important measure of commitment. Fully 70% of Democrats say they support Obama “strongly,” a gain of eight points since earlier in the month. By contrast, just 55% of Republicans say they strongly support McCain.

Greater enthusiasm for Obama among his partisans is also seen in an analysis of the swing vote, those voters who are either undecided or who favor a candidate but say they might change their mind. Among conservative and moderate Democrats, a group that had not fully warmed to Obama in previous polling, 81% now say they are certain to support Obama, up from 69% earlier in September. Obama also has gained among liberal Democrats; 92% now say they are certain to vote for him, up from 87% two weeks ago. McCain’s Republican support is less certain; 79% of conservative Republicans and 64% of moderate and liberal Republicans are firmly committed to supporting McCain.

The first presidential debate appears to have done little to help independent voters make up their minds. Independents remain uncertain about their choice, with 43% in the latest poll classified as swing voters, about the same as earlier in the month when 41% were swing voters. Independents who are certain about their choice divide 32% for McCain, 25% for Obama.

	Obama/Biden			McCain/Palin		
	Sept	Sept	Change	Sept	Sept	Change
	9-14	27-29		9-14	27-29	
%	%	%	%	%		
Total	30	33	+3	25	22	-3
Republican	2	2	0	59	55	-4
Democrat	62	70	+8	2	2	0
Independent	20	20	0	19	19	0
White	23	26	+3	29	26	-3
Black	71	81	+10	2	1	-1
Men	27	28	+1	27	24	-3
Women	32	38	+6	22	21	-1
18-29	33	39	+6	17	14	-3
30-49	30	36	+6	24	23	-1
50-64	30	33	+3	28	22	-6
65+	26	23	-3	26	32	+6
Total Protestant	26	30	+4	28	27	-1
White evangelical	11	9	-2	41	42	+1
White mainline	25	28	+3	26	23	-3
Black Protestant	72	83	+11	1	0	-1
Total Catholic	29	26	-3	27	26	-1
White Non-Hisp	25	22	-3	29	31	+2
Unaffiliated	40	47	+7	9	8	-1

Based on registered voters. Percentages are the share of all voters saying they “strongly support” each candidate.

The overall size of the swing vote is about the same as it was prior to the first presidential debate: currently 26% are swing voters, 27% were classified this way two weeks ago. Four-in-ten voters are firmly committed to Obama, as are 34% for McCain. Among swing voters who watched the debate, more gave Obama's performance a positive rating (63%) than did so for McCain (54%). And they also say Obama would do a better job on the economy, energy, and bringing needed change to the country.

	Conserv <u>Rep</u>	Mod/Lib <u>Rep</u>	Indep- <u>endent</u>	Cons/Mod <u>Dem</u>	Liberal <u>Dem</u>
<i>Sept 27-29</i>	%	%	%	%	%
Certain McCain	79	64	32	6	1
Certain Obama	2	5	25	81	92
<i>Swing vote</i>	<u>19</u>	<u>31</u>	<u>43</u>	<u>13</u>	<u>7</u>
	100	100	100	100	100
<i>Sept 9-14</i>					
Certain McCain	84	63	31	7	1
Certain Obama	1	8	28	69	87
<i>Swing vote</i>	<u>15</u>	<u>29</u>	<u>41</u>	<u>24</u>	<u>12</u>
	100	100	100	100	100
<i>Change in %</i>					
<i>swing vote</i>	+4	+2	+2	-11	-5

Based on registered voters.

But by even larger margins, swing voters rate McCain as personally qualified to be president. And substantial proportions of swing voters say that McCain would do a better job with foreign policy, the war in Iraq and preventing another terrorist attack.

### Candidate Favorability

Two-thirds of all registered voters (66%) say they have a favorable impression of Obama, compared with just 31% who have an unfavorable opinion of him. McCain's overall image is also positive; 60% of voters say they have a favorable impression of McCain while 35% express and unfavorable opinion.

Views of Obama are now more favorable than were opinions of John Kerry following the first presidential debate in 2004. In early October 2004, 53% expressed a positive opinion of Kerry, while 41% expressed a negative view. McCain's image is similar to George Bush's at about the same point in the 2004 campaign; at that time, 57% of voters had a favorable opinion of Bush while 40% felt unfavorably toward him.

	Fav- <u>orable</u>	Unfav- <u>orable</u>	DK/ <u>Can't rate</u>
<i>Sept. 27-30 2008</i>	%	%	%
Opinion of Obama	66	31	3=100
Opinion of McCain	60	35	5=100
<i>Oct. 1-3 2004</i>			
Opinion of Kerry	53	41	6=100
Opinion of Bush	57	40	3=100

Based on registered voters.

## Candidate Images

Since early August, Obama has almost pulled even with McCain as the candidate who would use good judgment in a crisis, and has cut into McCain's wide advantage as the more personally qualified candidate. These changes, however, reflect gains for Obama among his political base rather than among independent voters. The share of Democrats who say Obama has the better judgment in a crisis jumped from 63% in August to 81% currently. But he continues to trail McCain among independents on this quality by wide margin (32% Obama, 49% McCain.)

Similarly, the share of Democrats who now say Obama is more personally qualified to be president rose from 55% to 69%, but has not risen at all among independents, who still see McCain as the more qualified by greater than two-to-one (56% to 24%).

Obama Gains on Judgment, Qualifications			
	<i>Describes</i>		
	<u>Mc-</u> <u>Cain</u>	<u>Oba-</u> <u>ma</u>	<u>McCain</u> <u>adv</u>
	%	%	
<b>Good judgment in crisis</b>			
Sept 27-29	45	42	+3
August	51	36	+15
June	47	38	+9
<b>Personally qualified</b>			
Sept 27-29	49	35	+14
August	54	27	+27
June	55	27	+28
<b>Strong leader</b>			
Sept 27-29	43	42	+1
<b>Well-informed</b>			
Sept 27-29	41	40	+1
<b>Willing to take a stand</b>			
Sept 27-29	50	37	+13
August	49	38	+11
June	44	41	+3
<b>Bring about change</b>			
Sept 27-29	33	52	-19

Based on registered voters.

Obama and McCain also are cited by about the same number of voters as a strong leader and well-informed. Obama holds a wide advantage as the candidate who can "bring about the change the country needs" (52% Obama, 33% McCain). McCain maintains the image as the candidate who "is willing to take a stand, even if it's unpopular" (50% McCain, 37% Obama).



## Candidates and the Issues

At a time of widespread economic uncertainty and concern, Obama has doubled his advantage over McCain in just a few weeks on improving the economy. McCain, meanwhile, continues to hold the edge on foreign policy and the war in Iraq. On several issues, though, the differences appear similar to what they were before McCain's gains in mid-September, following the GOP convention.

Just over half (51%) say Obama can do the best job of improving economic conditions, compared with about a third (33%) who choose McCain. In mid-September, shortly after the GOP convention, 47% chose Obama and 38% chose McCain. Both candidates are near where they were in July, when Obama held a 15-point lead on the economy.

A similar pattern emerges on dealing with the nation's energy problems. In the latest survey, slightly more than half (52%) choose Obama, compared with 36% who choose McCain. This is similar to late May, although McCain had narrowed the margin after the convention (46% to 40%).

McCain continues to hold advantages on foreign policy, Iraq and protecting the country from a terrorist attack, but the margins have narrowed slightly on all three issues since mid-September. For example, 53% now say McCain can do the best job of defending the country from a terrorist attack, compared with 36% who choose Obama. In mid-September, McCain's lead was slightly greater (56% to 31%). In July, McCain led on terrorism by 48% to 33%.

Obama, meanwhile, appears to have boosted his edge on the question of which candidate would do the best job dealing with taxes. Close to half (49%) answer Obama, while 36% choose McCain. That margin is wider than earlier this month (44% to 39%) and similar to Obama's lead on taxes in June (47% to 36%).

Obama Rebounds on Economy, Energy, Taxes			
<i>Who can do best job of ...</i>	<u>McCain</u>	<u>Obama</u>	<u>Adv</u>
	%	%	
<b>Defending country from terrorist attacks</b>			
Sept 27-29	53	36	<i>McCain +17</i>
Sept 9-14	56	31	<i>McCain +25</i>
July	48	33	<i>McCain +15</i>
<b>Making wise decisions about foreign policy</b>			
Sept 27-29	49	42	<i>McCain +7</i>
Sept 9-14	51	40	<i>McCain +11</i>
July	43	42	<i>McCain +1</i>
<b>Making wise decisions about Iraq</b>			
Sept 27-29	48	43	<i>McCain +5</i>
Sept 9-14	48	41	<i>McCain +7</i>
July	44	41	<i>McCain +3</i>
<b>Improving economic Conditions</b>			
Sept 27-29	33	51	<i>Obama +18</i>
Sept 9-14	38	47	<i>Obama +9</i>
July	32	47	<i>Obama +15</i>
<b>Dealing with nation's energy problems</b>			
Sept 27-29	36	52	<i>Obama +16</i>
Sept 9-14	40	46	<i>Obama +6</i>
Late May	33	51	<i>Obama +18</i>
<b>Dealing with taxes</b>			
Sept 27-29	36	49	<i>Obama +13</i>
Sept 9-14	39	44	<i>Obama +5</i>
June	36	47	<i>Obama +11</i>
Based on registered voters.			

Obama has a substantial advantage on taxes among women voters (25 points). By contrast, men voters are almost evenly split as to which candidate could do a better job on taxes. Obama also holds a clear lead on this issue among voters in all age groups, except for those ages 65 and older.

And while voters with annual incomes of less than \$50,000 favor Obama by wide margins on taxes, he also runs slightly ahead of McCain among higher-income voters.

### Views of McCain as Change from Bush

Voters remain split over whether or not McCain represents change from President Bush. In the current survey, 46% say McCain, if elected, would take the country in a different direction than Bush, while 41% say McCain would continue Bush's policies. There has been little movement in opinion on this question since March.

The partisan divide on whether McCain would govern differently than Bush remains wide. Fully 75% of Republicans believe McCain would take the country in a different direction, compared with only 16% of Democrats. A slim majority of independents (55%) believe McCain would break from Bush's policies as president, while a three-in-ten (30%) think he would not.

A narrow majority of swing voters (54%) say that McCain will take a new direction, while 22% say he would continue Bush's policies. In mid-September, swing voters by 48% to 35% said that McCain represented a change from Bush.

<i>Who would do best job dealing with taxes?</i>	Obama	McCain	Obama
	%	%	<i>adv</i>
All voters	49	36	+13
Men	42	43	-1
Women	55	30	+25
White	42	42	0
Black	89	4	+85
White college grad	47	43	+4
White non-college grad	39	42	-3
18-29	57	34	+23
30-49	52	34	+18
50-64	50	37	+13
65+	35	41	-6
\$75,000+	49	40	+9
\$50-\$74,999	47	39	+8
\$30-49,999	51	36	+15
Under \$30,000	54	29	+25

Based on registered voters.

<i>As president, McCain would...</i>	March	May	June	Sept 9-14	Sept 27-29
	%	%	%	%	%
Continue Bush's policies	46	44	46	45	41
Take new direction	43	45	42	44	46
Don't know	11	11	12	11	13
	100	100	100	100	100

Based on registered voters.

## The Vice Presidential Candidates

In advance of Thursday's vice presidential debate, a majority of Americans (63%) say that Joe Biden is qualified to serve as president if that becomes necessary, but fewer than four-in-ten (37%) say Sarah Palin is qualified to take on the job.

Majorities of Republicans (55%), Democrats (78%) and independents (56%) say Obama's vice-presidential nominee is qualified to hold the office of president. In contrast, though a majority of Republicans say Palin is qualified (68%), more than three-quarters of Democrats (77%) and a plurality of independents (47%) do not believe she is qualified for the presidency.

Compared with public opinion immediately following Palin's nomination and convention speech, far fewer now hold the view that she is qualified to be president. More than half (52%) viewed her as qualified earlier in the month.

The decline in the belief that Palin is qualified to become president has been broad-based. While roughly two-thirds of Republicans (68%) say their party's candidate is qualified, that represents a substantial decrease since early September (16 points). In addition, only about a third of women (34%) say Palin is qualified to step in as president, down from 52% a few weeks ago. Women are now slightly less likely than men to view Palin as qualified; in early September, identical percentages of women and men said she was qualified to be president if the need arose.

### Are VP Candidates Qualified to Become President?

	<i>Is Palin?</i>		<i>Is Biden?</i>	
	<u>Yes</u> %	<u>No</u> %	<u>Yes</u> %	<u>No</u> %
Total	37	51	63	20
Republican	68	23	55	31
Democrat	14	77	78	10
Independent	40	47	56	24

#### *Voting intention\**

Certain McCain	77	17	51	35
Certain Obama	7	86	85	6
Swing voter	38	44	59	21

Based on general public.

\* Based on registered voters.

### Fewer See Palin as Qualified to be President

	<i>Yes, qualified</i>		
	<u>Sept</u> <u>5-8*</u>	<u>Sept</u> <u>27-29</u>	<u>Change</u>
Total	52	37	-15
Men	52	40	-12
Women	52	34	-18
18-49	53	37	-16
50+	50	37	-13
College grad+	49	33	-16
Some college	49	34	-15
HS or less	59	41	-18
Republican	84	68	-16
Democrat	27	14	-13
Independent	49	40	-9

Based on general public.

\*From Pew's Sept 5-8 News Interest Index.

## Views of Palin

Views of Sarah Palin are less favorable than they were shortly after the Republican convention. Palin's favorability ratings are little changed from the Sept. 9-14 survey (54% to 51%), but 40% of voters now say they have an unfavorable opinion of the Alaska governor, compared with 32% earlier in the month.

By contrast, views of her Democratic counterpart, Joe Biden, remain virtually unchanged over the same period (53% favorable now, 52% in early September).

Opinions of Palin have declined across most groups, although Republican opinion about the Alaska governor has remained relatively stable. Views of the vice presidential nominee, which were already divided along party lines, have become more polarized. About seven-in-ten Democratic voters (69%) now hold a negative view of Palin, up 10 points from earlier in the month; just 21% say they have a favorable opinion of her. Among independent voters, unfavorable opinions have increased from 27% in mid-September to 37%. Nearly nine-in-ten Republicans (87%) continue to express a favorable opinion of Palin, which is largely unchanged from earlier in the month.

Among voters with college degrees, 49% see the vice presidential nominee unfavorably, compared with 39% of those with some college and 35% of those who have not attended college. Voters age 65 and older are somewhat less likely to hold unfavorable views of Palin than younger voters.

### Views of the VP Candidates

	<i>Palin</i>		<i>Biden</i>	
	Sept 9-14	Sept 27-29	Sept 9-14	Sept 27-29
	%	%	%	%
Favorable	54	51	52	53
Unfavorable	32	40	30	31
Don't know	14	9	18	16
	100	100	100	100

Based on registered voters.

### Change in Views of Palin

	Sept 9-14		Sept 27-29		<i>Change in Unfav</i>
	Fav	Unfav	Fav	Unfav	
	%	%	%	%	
All voters	54	32	51	40	+8
Men	56	30	53	37	+7
Women	53	34	49	43	+9
Republican	85	6	87	8	+2
Democrat	26	59	21	69	+10
Independent	60	27	54	37	+10
White	59	29	56	36	+7
Black	31	49	21	61	+12
18-29	41	40	43	46	+6
30-49	60	31	50	43	+12
50-64	55	31	52	41	+10
65+	52	28	56	30	+2
College grad	51	42	48	49	+7
Some college	57	31	50	39	+8
HS or less	56	25	53	35	+10
Certain McCain	92	1	91	4	+3
Certain Obama	19	66	14	77	+11
Swing voters	57	23	56	30	+7

Based on registered voters.

## Traits of VP Candidates

There are major differences in voters' views of the personal traits of the vice-presidential candidates. Fully three-quarters of voters say they think of Biden as well-informed, while just 45% say Palin is well-informed. By contrast, 70% see Palin as down-to-earth, compared with a much smaller majority (55%) that associates that trait with Biden.

Voters generally see both of the vice-presidential candidates as honest; 61% say they think of Palin as honest while a nearly identical percentage (60%) says the same of Biden. Neither is seen as arrogant by a large percentage of voters.

One-third of voters says they think of Biden as arrogant while somewhat fewer (27%) say that negative trait applies to Palin.

In general, voters who say they are certain to vote for McCain see Palin in a positive light; this also is the case for committed Obama supporters' views of Biden. It is notable, however, that a solid majority of those who say they are certain to vote for McCain say they think of Biden as well-informed (63%), compared with 79% who say the same about Palin.

Swing voters, like voters generally, are much more likely to view Biden as well-informed (70% vs. 45% for Palin). By a wide margin (70% to 50%), more swing voters say Palin is down-to-

earth. While nearly identical percentages of all voters see both candidates as honest, more swing voters say this trait describes Palin (67%) than say it applies to Biden (53%).

### Far More See Biden as Well-Informed; Palin Viewed as Down-to-Earth

<i>Think of each candidate as...</i>	<u>Biden</u> %	<u>Palin</u> %	<i>Bid-Pal diff</i>
Well-informed	75	45	+30
Arrogant	33	27	+6
Honest	60	61	-1
Down-to-earth	55	70	-15

Based on registered voters.

### Swing Voters More Likely To See Palin as Honest

	<u>Certain McCain</u> %	<u>Certain Obama</u> %	<u>Swing Voter</u> %
<i>Describes Biden ...</i>			
Well-informed	63	88	70
Honest	36	85	53
Down-to-earth	31	78	50
Arrogant	58	13	31
<i>Describes Palin ...</i>			
Well-informed	79	16	45
Honest	90	33	67
Down-to-earth	95	49	70
Arrogant	9	47	18

Based on registered voters.

## Who Sees Palin as Well-Informed?

Men and women voters have similar views about whether Palin is well-informed. Fewer than half of women voters say they think of Palin as well-informed (46%) as do 44% of men voters. However, there are differences among women about whether this trait applies to the Alaska governor. Married women are far more likely than unmarried women to say that Palin is well-informed (52% vs. 39%).

There also are sizable differences in opinions among religious voters about whether Palin is well-informed. Nearly two-thirds of white evangelical voters (65%) say they think of Palin as well-informed, compared with just 41% of white non-evangelical Protestants.

<i>Think of Palin as well-informed?</i>	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
All voters	45	46	9=100
Men	44	48	8=100
Women	46	44	10=100
Married women	52	40	8=100
Unmarried women	39	49	12=100
College grad+	37	60	3=100
Some college	43	48	9=100
HS or less	52	35	13=100
Total Protestant	49	41	10=100
White evangelical	65	26	9=100
White mainline	41	52	7=100
White non-Hisp Cath	46	45	9=100
Unaffiliated	35	58	7=100

Based on registered voters.

## Obama Had Debate Edge

Barack Obama and John McCain received high marks from voters for their debate performances. However, substantially more say Obama did an excellent or good job (72%) than say the same about McCain (59%). Obama's debate performance is rated more highly than McCain's across several demographic groups.

Women voters who watched the debate are considerably more likely to say Obama did an excellent or good job than they are to say the same about McCain (75% vs. 56%). Men who watched the debate, however, give Obama only a slight edge (69% vs. 63%).

Obama's debate edge is widest among young voters; more than eight-in-ten voters (81%) under age 35 who watched the debate say the Democratic candidate did an excellent or good job, compared with 58% who give McCain similar ratings. Obama also holds an

	<i>% saying excellent/good job</i>			<i>N</i>
	<i>Oba-</i> <u>ma</u> %	<i>Mc-</i> <u>Cain</u> %	<i>Obama</i> <u>Adv</u>	
All voters	72	59	+13	832
Republicans	52	86	-34	247
Democrats	89	34	+52	321
Independents	72	63	+9	241
Men	69	63	+6	392
Women	75	56	+19	440
White	69	63	+6	677
Non-white	87	42	+45	143
18-34	81	58	+23	104
35-49	76	58	+18	204
50-64	69	59	+10	300
65+	62	61	+1	210
College grad+	74	59	+15	434
Some college	79	60	+19	198
HS or less	65	59	+6	199
\$75,000+	79	63	+16	317
\$50-74,999	76	62	+14	118
\$30-\$49,999	71	58	+13	175
Less than \$30,000	67	46	+21	112
<i>Among whites</i>				
College grad	74	62	+12	365
Not college grad	65	65	0	312

Based on registered voters who watched the debate.

18-point advantage among voters ages 35-49 and a smaller 10-point advantage among those ages 50-64.

The two candidates receive virtually identical ratings among voters ages 65 and older, a group that supports McCain in the horserace by a 48% to 35% margin; about six-in-ten debate watchers 65 and older give each candidate an excellent or good rating for his performance (62% for Obama vs. 61% for McCain).

### Issues and the Presidential Debate

Voters who watched all or part of last Friday’s presidential debate tend to see Obama more favorably when it comes to who can best handle issues. For example, Obama runs almost even with McCain on foreign policy among debate watchers (45% Obama, 49% McCain), while McCain holds a 14-point lead among voters who did not watch (36% Obama, 50% McCain). Similarly, among debate watchers Obama leads McCain by a 52% to 37% margin on the issue of taxes, compared with a slimmer 44% to 36% margin among those who did not watch.

Interestingly, the difference between those who did and did not see the debates is all in the share who see Obama as the stronger candidate. On every issue, McCain runs about equally well among those who did and didn’t watch the debates. But on nearly every issue, a larger share of debate-watchers selects Obama, while a smaller number say “don’t know.”

These gaps cannot be attributed simply to party identification. The overall balance of party identification among debate watchers is 51% Democrat/lean Democrat, 43% Republican/lean Republican – an eight point Democratic advantage. But there is a comparable six point advantage among non-watchers as well (47% vs. 41%). Among voters overall, Democrats hold a 49% to 42% edge in party identification (including leaners).

Debate Watchers Rate Obama Stronger on Issues				
	Watched		Didn't Watch	
	Oba- ma %	Mc- Cain %	Oba- ma %	Mc- Cain %
<i>Who can do the best job on...</i>				
Energy	55	36	48	36
Economic conditions	53	33	48	33
Taxes	52	37	44	36
Current financial crisis	49	32	42	32
Iraq	46	48	39	47
Foreign policy	45	49	36	50
Terrorist attacks	39	52	31	54

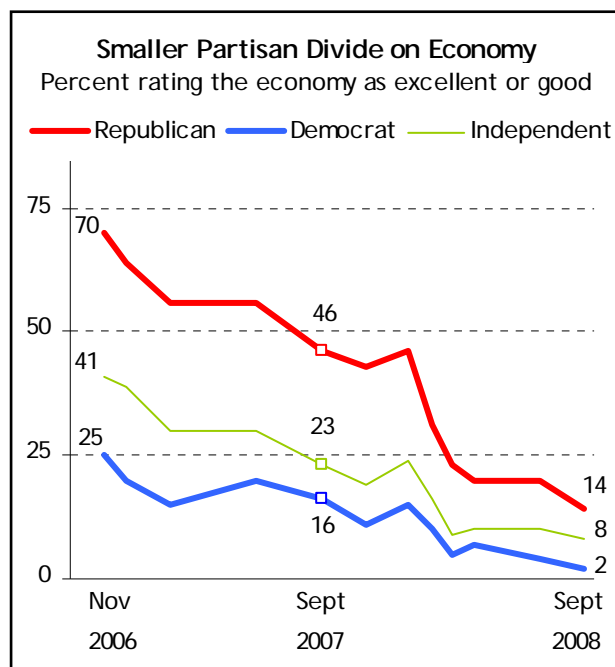
<i>Party ID among voters who...</i>	Watched		Didn't Watch	
	Dem	Rep	Dem	Rep
	51	43	47	41

Based on registered voters; 832 who watched the debate and 422 who did not watch the debate.  
 Figures read horizontally. Party ID includes leaners.

## More Say Economy is Poor

Public views of the national economy, which have been negative for more than a year, have gotten even worse. Virtually no one rates the economy as excellent, while 7% rate it as good; overall positive opinions of the economy little changed from July (10% excellent/good). But the proportion rating the economy as poor has risen by 15 points, from 50% in July to 65%.

Bleak views of national economic conditions are increasingly held across party lines. At the time of the 2006 mid-term elections, the condition of the economy was a partisan issue with 70% of Republicans calling conditions excellent or good compared with only a quarter (25%) of Democrats. Republicans have soured on the economy over the past two years; the share of Republicans rating economic conditions as excellent/good has fallen from 70% in November 2006, to 46% in September 2007, to 14% today. As a result, the party gap on this issue has steadily diminished.



A large majority of Americans continue to say that the economy is either in a recession (56%) or a depression (21%); both numbers are largely unchanged from July. Partisan differences in views about whether the economy is in a recession also have narrowed: currently, 60% of Democrats and 54% each of independents and Republicans say the economy is in recession. Since July, the proportion of Republicans saying the economy is in a recession has increased by nine points (from 45%), while remaining largely unchanged among independents and Democrats.

However, Democrats remain far more likely than Republicans to say that the economy is in a depression. About quarter of Democrats express this view (27%), compared with 22% of independents and just 10% of Republicans.



## ABOUT THE SURVEY

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,505 adults, 18 years of age or older, from September 27-29, 2008 (1,130 respondents were interviewed on a landline telephone, and 375 were interviewed on a cell phone, including 123 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International.

The combined landline and cell phone data were weighted using demographic weighting parameters derived from the March 2007 Census Bureau's Current Population Survey, along with an estimate of current patterns of telephone status in the U.S. derived from the 2007 National Health Interview Survey, using an iterative technique that simultaneously balances the distributions of all weighting parameters. The weighting procedure also accounted for the fact that respondents with both landline and cell phones had a greater probability of being included in the sample.

The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus...</b>
Total sample	1,505	3.0 percentage points
Registered voters	1,258	3.5 percentage points
Republican voters	372	6.0 percentage points
Democratic voters	460	5.5 percentage points
Independent voters	377	6.0 percentage points

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

## ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director  
Scott Keeter, Director of Survey Research  
Carroll Doherty and Michael Dimock, Associate Directors  
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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**LATE SEPTEMBER POLITICAL/POST DEBATE #1**  
**FINAL TOPLINE**  
**September 27-29, 2008**  
**N=1505**

**ASK ALL:**

**THOUGHT**      How much thought have you given to the coming presidential election . . . Quite a lot or only a little?

**BASED ON REGISTERED VOTERS [N=1258]:**

		Quite	(VOL.)	Only a	(VOL.)	(VOL.)
		<u>A lot</u>	<u>Some</u>	<u>Little</u>	<u>None</u>	<u>DK/Ref.</u>
<b>2008</b>	Late September, 2008	80	3	14	2	1=100
	Mid-September, 2008	78	4	14	3	1=100
	August, 2008	74	6	17	2	1=100
	July, 2008	74	2	20	3	1=100
	June, 2008	72	2	23	2	1=100
	Late May, 2008	75	4	17	3	1=100
	April, 2008	77	7	13	2	1=100
	March, 2008	78	3	15	3	1=100
<b>2004</b>	Late February, 2008	74	3	19	2	2=100
	November, 2004	82	3	12	2	1=100
	Mid-October, 2004	76	5	15	3	1=100
	Early October, 2004	74	4	19	2	1=100
	September, 2004	71	3	22	3	1=100
	August, 2004	69	2	26	2	1=100
	July, 2004	67	2	28	2	1=100
	June, 2004	58	3	36	2	1=100
<b>2000</b>	May, 2004	59	6	30	4	1=100
	Late March, 2004	60	4	31	4	1=100
	Mid-March, 2004	65	2	31	2	*=100
	November, 2000	72	6	19	2	1=100
	Late October, 2000	66	6	24	4	*=100
	Mid-October, 2000	67	9	19	4	1=100
	Early October, 2000	60	8	27	4	1=100
	September, 2000	59	8	29	3	1=100
<b>1996</b>	July, 2000	46	6	45	3	*=100
	June, 2000	46	6	43	5	*=100
	May, 2000	48	4	42	5	1=100
	April, 2000	45	7	41	7	*=100
	November, 1996	67	8	22	3	*=100
	October, 1996	65	7	26	1	1=100
	Late September, 1996	61	7	29	2	1=100
	Early September, 1996	56	3	36	4	1=100
<b>1992</b>	July, 1996	55	3	41	1	*=100
	June, 1996	50	5	41	3	1=100
	Early October, 1992	77	5	16	1	1=100
	September, 1992	69	3	26	1	1=100
<b>1988</b>	August, 1992	72	4	23	1	*=100
	June, 1992	63	6	29	1	1=100
	<b>Gallup:</b> November, 1988	73	8	17	2	0=100
	<b>Gallup:</b> October, 1988	69	9	20	2	0=100
	<b>Gallup:</b> August, 1988	61	10	27	2	0=100
	<b>Gallup:</b> September, 1988	57	18	23	2	0=100

**ASK ALL:**

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

**IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:**

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

82 Yes, Registered  
 78 Absolutely certain  
 3 Chance registration has lapsed  
 1 Don't know/Refused (VOL.)  
 17 No, not registered  
 1 Don't know/Refused (VOL.)  
 100

**NO QUESTIONS 1-4**

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

PRECINCT Have you ever voted in your precinct or election district?

**BASED ON REGISTERED VOTERS [N=1258]:**

		Mid-Sept <u>2008</u>
86	Yes	86
14	No	14
*	Don't know/Refused (VOL.)	*
100		100

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

OFTVOTE How often would you say you vote... (READ)<sup>1</sup>

**BASED ON REGISTERED VOTERS [N=1258]:**

	<u>Always</u>	Nearly <u>Always</u>	Part of <u>The time</u>	Seldom	(VOL.) <u>Never</u> Vote	(VOL.) <u>Other</u>	(VOL.) <u>DK/Ref.</u>
Late September, 2008	55	27	9	6	2	1	*=100
Mid-September, 2008	54	28	10	5	2	1	*=100
July, 2008	53	30	10	4	1	1	1=100
November, 2004	62	21	7	6	3	1	*=100
Mid-October, 2004	63	22	7	5	2	1	*=100
November, 2000	57	26	8	6	2	1	*=100
Late October, 2000	52	30	9	6	1	2	0=100
Mid-October, 2000	54	27	10	6	*	3	*=100
Early October, 2000	51	29	10	6	3	1	*=100
November, 1996	55	28	8	6	2	1	*=100
October, 1996	52	30	9	5	2	2	*=100
Early October, 1992	54	33	8	4	*	1	*=100
October, 1988	51	37	8	3	1	*	*=100

<sup>1</sup> Complete trend for OFTVOTE not shown; comparable election year trends are presented.

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.5 If the presidential election were being held TODAY, would you vote [READ AND ROTATE] [for the Republican ticket of John McCain and Sarah Palin [pronounced: PAY-lin]] OR [for the Democratic ticket of Barack Obama and Joe Biden [pronounced: BUY-din]]?

**IF OTHER OR DK (Q.5 =3,9), ASK:**

Q.5a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.5]?

**IF CHOSE MCCAIN OR OBAMA IN Q.5 (Q.5=1,2), ASK:**

Q.5b Do you support (INSERT PRESIDENTIAL CHOICE FROM Q.5—LAST NAME ONLY) strongly or only moderately?

**BASED ON REGISTERED VOTERS [N=1258]:**

	<b>Mc- Cain</b>	<b>Strongly</b>	<b>Only Mod<sup>2</sup></b>	<b>DK</b>	<b>Oba- ma</b>	<b>Strongly</b>	<b>Only Mod</b>	<b>DK</b>	<b>Third party</b>	<b>Fourth party</b>	<b>Other/ Don't know</b>
Late September, 2008	42	23	19	*	49	33	15	1	n/a	n/a	9=100
Mid-September, 2008 <sup>3</sup>	44	25	19	*	46	30	15	1	n/a	n/a	10=100
August, 2008	43	17	26	*	46	27	19	*	n/a	n/a	11=100
July, 2008	42	17	24	1	47	24	22	1	n/a	n/a	11=100
June, 2008	40	14	26	*	48	28	19	1	n/a	n/a	12=100
Late May, 2008	44				47				n/a	n/a	9=100
April, 2008	44				50				n/a	n/a	6=100
March, 2008	43				49				n/a	n/a	8=100
Late February, 2008	43				50				n/a	n/a	7=100
	<b>Bush</b>				<b>Kerry</b>				<b>Nader</b>		
November, 2004	45	34	11	*	46	29	16	1	1	n/a	8=100
Mid-October, 2004	45	32	13	*	45	28	16	1	1	n/a	9=100
Early October, 2004	48	35	12	1	41	24	17	*	2	n/a	9=100
September, 2004	49	33	15	1	43	22	20	1	1	n/a	7=100
August, 2004	45	32	13	*	47	28	19	*	2	n/a	6=100
July, 2004	44				46				3	n/a	7=100
June, 2004	46				42				6	n/a	6=100
May, 2004	43				46				6	n/a	5=100
Late March, 2004	44				43				6	n/a	7=100
Mid-March, 2004	42				49				4	n/a	5=100
<b>Two-way trial heats:</b>											
June, 2004	48				46				n/a	n/a	6=100
May, 2004	45				50				n/a	n/a	5=100
Late March, 2004	46				47				n/a	n/a	7=100
Mid-March, 2004	43				52				n/a	n/a	5=100
Late February, 2004	44				48				n/a	n/a	8=100
Early February, 2004	47				47				n/a	n/a	6=100
Early January, 2004	52				41				n/a	n/a	7=100
October, 2003	50				42				n/a	n/a	8=100
	<b>Bush</b>				<b>Gore</b>				<b>Nader</b>	<b>Buchanan</b>	
November, 2000	41	26	15	*	45	25	19	1	4	1	9=100
Late October, 2000	45	29	16	*	43	24	19	*	4	1	7=100
Mid-October, 2000	43	25	18	*	45	22	23	*	4	1	7=100

<sup>2</sup> Includes those who say they lean to the Republican or Democratic candidate.

<sup>3</sup> Prior to Mid-September, 2008, July, 2004, September, 2000, September, 1996, August, 1992, and September, 1988 the question did not specify vice presidential candidates.

Q.5/Q.5a/Q.5b CONTINUED...

	<b>Bush</b>	<i>Strongly</i>	<i>Only Mod</i>	<i>DK</i>	<b>Gore</b>	<i>Strongly</i>	<i>Only Mod</i>	<i>DK</i>	<b>Nader</b>	<b>Buchanan</b>	<b>Don't know</b>
Early October, 2000	43	26	17	*	44	22	22	*	5	*	8=100
September, 2000	41	21	19	1	47	25	21	1	2	1	9=100
July, 2000	42				41				6	2	9=100
Late June, 2000	42				35				2	2	19=100
Mid-June, 2000	41				42				4	3	10=100
January, 2000	51				39				n/a	4	6=100
September, 1999	49				35				n/a	10	6=100
<b>Two-way trial heats:</b>											
July, 2000	48				46				n/a	n/a	6=100
Mid-June, 2000	45	20	25	*	46	18	27	1	n/a	n/a	9=100
May, 2000	46				45				n/a	n/a	9=100
March, 2000	43				49				n/a	n/a	8=100
February, 2000	46	19	27	*	45	18	26	1	n/a	n/a	9=100
December, 1999	55				40				n/a	n/a	5=100
October, 1999	54				39				n/a	n/a	7=100
September, 1999	54				39				n/a	n/a	7=100
July, 1999	53				42				n/a	n/a	5=100
March, 1999	54				41				n/a	n/a	5=100
January, 1999	50				44				n/a	n/a	6=100
Early September, 1998	53				40				n/a	n/a	7=100
	<b>Dole</b>				<b>Clinton</b>				<b>Perot</b>		
November, 1996	32	17	15	*	51	26	24	1	9	n/a	8=100
October, 1996	34	17	16	1	51	25	26	*	8	n/a	7=100
Late September, 1996	35	16	18	1	51	26	25	*	7	n/a	7=100
Early September, 1996	34	17	17	*	52	26	26	0	8	n/a	6=100
July, 1996	34				44				16	n/a	6=100
March, 1996	35				44				16	n/a	5=100
September, 1995	36				42				19	n/a	3=100
July, 1994	36				39				20	n/a	5=100
<b>Two-way trial heats:</b>											
July, 1996	42	11	30	*	53	20	31	1	n/a	n/a	5=100
June, 1996	40	13	23	1	55	22	29	1	n/a	n/a	5=100
April, 1996	40				54						6=100
March, 1996	41				53						6=100
February, 1996	44				52						4=100
January, 1996	41				53						6=100
July, 1994	49				46						5=100
	<b>Bush, Sr.</b>				<b>Clinton</b>				<b>Perot</b>		
Late October, 1992	34	20	14	--	44	26	18	--	19	n/a	3=100
Early October, 1992	35	14	21	--	48	23	25	--	8	n/a	9=100
June, 1992	31				27				36	n/a	6=100
<b>Two-way trial heats:</b>											
September, 1992	38	14	21	--	53	25	28	--	n/a	n/a	9=100
August, 1992	37	14	23	--	57	24	33	--	n/a	n/a	6=100
June, 1992	46	13	33	--	41	9	32	--	n/a	n/a	13=100
May, 1992	46	15	31	--	43	10	33	--	n/a	n/a	11=100
Late March, 1992	50	19	31	--	43	9	34	--	n/a	n/a	7=100
	<b>Bush, Sr.</b>				<b>Dukakis</b>						
October, 1988	50	24	26	--	42	20	22	--	n/a	n/a	8=100
September, 1988	50	26	24	--	44	19	25	--	n/a	n/a	6=100
May, 1988	40	12	28	--	53	14	39	--	n/a	n/a	7=100

**NO QUESTION 6**

**IF RESPONDENT DID NOT CHOOSE MCCAIN IN Q.5/5a (Q.5=2 OR Q.5a=2,3,9) ASK:  
ROTATE Q.7 AND Q.8**

Q.7 Do you think there is a chance that you might vote for John McCain in November, or have you definitely decided not to vote for him?

**BASED ON REGISTERED VOTERS [N=1258]:**

		Chance might <u>vote for</u>	Decided not <u>to vote for</u>	Don't know/ <u>Refused</u>
<b>McCain</b>	Late September, 2008	10	42	6=58%
	Mid-September, 2008	9	40	7=56%
	August, 2008	14	37	6=57%
	July, 2008	13	38	7=58%
	June, 2008	12	41	7=60%
<b>Bush</b>	November, 2004	6	44	5=55%
	Mid-October, 2004	5	43	7=55%
	Early October, 2004	9	39	4=52%
	September, 2004	9	38	4=51%
	August, 2004	10	42	3=55%
	July, 2004	10	41	5=56%
	June, 2004 <sup>4</sup>	9	41	2=52%
	May, 2004	9	42	4=55%
	Late March, 2004	11	40	3=54%
	Mid-March, 2004	11	44	2=57%
	Late February, 2004	10	43	3=56%
	Early February, 2004	10	41	2=53%
<b>Bush</b>	November, 2000	8	44	7=59%
	Late October, 2000	10	41	4=55%
	Mid-October, 2000	12	40	5=57%
	Early October, 2000	11	39	7=57%
	September, 2000	15	38	6=59%
	Mid-June, 2000	15	33	6=54%
<b>Dole</b>	November, 1996	8	54	6=68%
	October, 1996	11	51	4=66%
	Late September, 1996	16	44	5=65%
	Early September, 1996	14	47	5=66%
	July, 1996	15	40	3=58%
<b>Bush, Sr</b>	Late October, 1992	11	53	2=66%
	Early October, 1992	13	46	6=65%
	September, 1992	12	44	6=62%
	August, 1992	15	45	4=64%
	May, 1992	8	40	5=53%

<sup>4</sup>

In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

**IF RESPONDENT DID NOT CHOOSE OBAMA IN Q.5/5a (Q.5=1 OR Q.5a=1,3,9) ASK:  
ROTATE Q.7 AND Q.8**

Q.8 Do you think there is a chance that you might vote for Barack Obama in November, or have you definitely decided not to vote for him?

**BASED ON REGISTERED VOTERS [N=1258]:**

		Chance might <u>vote for</u>	Decided not <u>to vote for</u>	Don't know/ <u>Refused</u>
<b>Obama</b>	Late September, 2008	8	37	6=51%
	Mid-September, 2008	11	38	5=54%
	August, 2008	12	36	6=54%
	July, 2008	12	34	7=53%
	June, 2008	14	32	6=52%
<b>Kerry</b>	November, 2004	6	43	5=54%
	Mid-October, 2004	6	42	7=55%
	Early October, 2004	9	45	5=59%
	September, 2004	11	42	4=57%
	August, 2004	11	39	3=53%
	July, 2004	13	36	5=54%
	June, 2004 <sup>5</sup>	10	41	3=54%
	May, 2004	11	35	4=50%
	Late March, 2004	13	37	3=53%
	Mid-March, 2004	13	32	3=48%
	Late February, 2004	13	36	3=52%
	Early February, 2004	15	33	5=53%
	<b>Gore</b>	November, 2000	8	41
Late October, 2000		9	44	4=57%
Mid-October, 2000		10	40	5=55%
Early October, 2000		11	38	7=56%
September, 2000		13	35	5=53%
June, 2000		14	34	6=54%
<b>Clinton</b>	November, 1996	6	37	6=49%
	October, 1996	10	35	4=49%
	Late September, 1996	11	35	3=49%
	Early September, 1996	10	34	4=48%
	July, 1996	8	36	4=48%
<b>Clinton</b>	Late October, 1992	11	43	2=56%
	Early October, 1992	14	32	6=52%
	September, 1992	12	28	6=46%
	August, 1992	14	26	3=43%
	May, 1992	11	38	6=55%

<sup>5</sup> In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.8a If John McCain were to win the presidency, do you think he would continue George W. Bush's policies, or would he take the country in a different direction? **[IF DEPENDS PROBE ONCE WITH: Just in general, do you think John McCain would continue George W. Bush's policies or take the country in a different direction?]**

**BASED ON REGISTERED VOTERS [N=1258]:**

		Mid-Sept <u>2008</u>	June <u>2008</u>	Late May <u>2008</u>	March <u>2008</u>
41	Continue Bush's policies	45	46	44	46
46	Take country in a different direction	44	42	45	43
<u>13</u>	Don't know/Refused (VOL.)	<u>11</u>	<u>12</u>	<u>11</u>	<u>11</u>
100		100	100	100	100

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

PLANTO1 Do you yourself plan to vote in the election this November?

**IF YES IN PLANTO1 (PLANTO1=1), ASK:**

PLANTO2 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

**BASED ON REGISTERED VOTERS [N=1258]:**

	<u>Yes, Plan To Vote</u>	Absolutely Certain	Fairly Certain	Not Certain	<u>No, Don't Plan To</u>	<u>Don't know/ Refused</u>
Late September, 2008	<b>97</b>	91	6	*	<b>2</b>	<b>1=100</b>
Mid-September, 2008	<b>97</b>	90	6	1	<b>2</b>	<b>1=100</b>
August, 2008	<b>97</b>	--	--	--	<b>2</b>	<b>1=100</b>
July, 2008	<b>97</b>	--	--	--	<b>2</b>	<b>1=100</b>
June, 2008	<b>95</b>	85	8	2	<b>2</b>	<b>3=100</b>
November, 2006 <sup>6</sup> *	<b>90</b>	--	--	--	<b>8</b>	<b>2=100</b>
Late October, 2006*	<b>94</b>	--	--	--	<b>3</b>	<b>3=100</b>
Early October, 2006*	<b>93</b>	75	17	1	<b>4</b>	<b>3=100</b>
Early September, 2006*	<b>92</b>	--	--	--	<b>5</b>	<b>3=100</b>
November, 2004	<b>97</b>	--	--	--	<b>2</b>	<b>1=100</b>
Mid-October, 2004	<b>98</b>	--	--	--	<b>1</b>	<b>1=100</b>
Early October, 2004	<b>98</b>	91	6	1	<b>1</b>	<b>1=100</b>
September, 2004	<b>98</b>	91	6	1	<b>1</b>	<b>1=100</b>
August, 2004	<b>98</b>	89	8	1	<b>2</b>	<b>*=100</b>
June, 2004	<b>96</b>	85	10	1	<b>2</b>	<b>2=100</b>
Early November, 2002*	<b>90</b>	--	--	--	<b>8</b>	<b>2=100</b>
Early October, 2002*	<b>95</b>	--	--	--	<b>3</b>	<b>2=100</b>
Early November, 2000	<b>96</b>	--	--	--	<b>3</b>	<b>1=100</b>
Late October, 2000	<b>97</b>	--	--	--	<b>2</b>	<b>1=100</b>
Mid-October, 2000	<b>96</b>	--	--	--	<b>2</b>	<b>2=100</b>
Early October, 2000	<b>97</b>	87	9	1	<b>2</b>	<b>1=100</b>
September, 2000	<b>95</b>	84	10	1	<b>3</b>	<b>2=100</b>
June, 2000	<b>95</b>	84	10	1	<b>2</b>	<b>3=100</b>
Late October, 1998*	<b>91</b>	--	--	--	<b>6</b>	<b>3=100</b>
Early October, 1998*	<b>92</b>	--	--	--	<b>4</b>	<b>4=100</b>
Early September, 1998*	<b>95</b>	--	--	--	<b>2</b>	<b>3=100</b>

<sup>6</sup>

From Mid-October 2004 to November 2006 and in Early November 2002, the "Yes, Plan to vote" category also includes people who volunteered that they already voted. In November 2006, Early November 2002, Early November, 2000, Late October 1998, November 1996 and November 1994 the question was worded: "Do you yourself plan to vote in the election this Tuesday, or not?"



PLANTO1/PLANTO2 CONTINUED . . .

	<b>Yes, Plan To Vote</b>	<b>Absolutely Certain</b>	<b>Fairly Certain</b>	<b>Not Certain</b>	<b>No, Don't Plan To</b>	<b>Don't know/ Refused</b>
Late August, 1998*	<b>93</b>	75	17	1	<b>3</b>	<b>4=100</b>
June, 1998*	<b>95</b>	74	19	2	<b>3</b>	<b>2=100</b>
November, 1996	<b>96</b>	--	--	--	<b>2</b>	<b>2=100</b>
October, 1996	<b>98</b>	87	10	1	<b>1</b>	<b>1=100</b>
Late September, 1996	<b>98</b>	89	8	1	<b>1</b>	<b>1=100</b>
Early September, 1996	<b>96</b>	83	11	2	<b>2</b>	<b>2=100</b>
July, 1996	<b>95</b>	82	12	1	<b>3</b>	<b>2=100</b>
June, 1996	<b>96</b>	84	11	1	<b>2</b>	<b>2=100</b>
November, 1994*	<b>93</b>	--	--	--	<b>5</b>	<b>2=100</b>
October, 1994*	<b>95</b>	--	--	--	<b>3</b>	<b>2=100</b>
October, 1992	<b>98</b>	91	6	1	<b>1</b>	<b>1=100</b>
September, 1992	<b>98</b>	85	11	2	<b>1</b>	<b>1=100</b>
August, 1992	<b>97</b>	89	8	*	<b>1</b>	<b>2=100</b>
June, 1992	<b>97</b>	88	8	1	<b>1</b>	<b>2=100</b>
<b>Gallup:</b> November, 1988	<b>97</b>	87	9	1	<b>2</b>	<b>1=100</b>
October, 1988	<b>98</b>	--	--	--	<b>1</b>	<b>1=100</b>

\* Non-Presidential elections

**ASK ALL:**

Q.9 Did you happen to watch the presidential debate between Barack Obama and John McCain on Friday night, or didn't you get a chance to see it? **IF YES, ASK:** How much of the debate did you watch: all of it, some of it, or only a little?

**BASED ON REGISTERED VOTERS [N=1258]:**

	<b><i>Kerry/Bush</i></b> <b><u>Early Oct 2004</u></b>	<b><i>Gore/Bush</i></b> <b><u>Early Oct 2000</u></b>
60 Yes ( <b>NET</b> )	69	63
34 Yes, all	41	32
20 Yes, some	22	24
6 Yes, a little	6	7
39 No, didn't watch	31	37
<u>1</u> Don't know/Refused ( <b>VOL.</b> )	<u>*</u>	<u>*</u>
100	100	100

**IF RESPONDENT WATCHED (Q.9=1-3) ASK:**

**ROTATE Q.10o AND Q.10m**

Q.10o All in all, would you say Barack Obama did an excellent, good, only fair or poor job in the debate?

**BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE [N=832]:**

22 Excellent
50 Good
20 Only fair
6 Poor
<u>2</u> Don't know/Refused ( <b>VOL.</b> )
100

**IF RESPONDENT WATCHED (Q.9=1-3) ASK:**

**ROTATE Q.10o AND Q.10m**

Q.10m All in all, would you say John McCain did an excellent, good, only fair or poor job in the debate?

**BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE [N=832]:**

14 Excellent  
45 Good  
28 Only fair  
12 Poor  
1 Don't know/Refused (VOL.)  
100

**IF RESPONDENT WATCHED (Q.9=1-3) ASK:**

**ROTATE Q.11 AND Q.12**

Q.11 Please tell me what one word best describes your impression of Barack Obama in the debate. Tell me just the ONE best word that described him. (OPEN-END. PROBE ONCE ONLY IF RESPONDENT ANSWERS "DON'T KNOW").

**BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE [N=832]:**

<i>Obama</i>		<i>Kerry</i>	
Late Sept		Early Oct	
<u>2008</u>		<u>2004</u>	
50	Confident	47	Confident
31	Inexperienced	25	Prepared
31	Intelligent	19	Intelligent
28	Presidential	17	Presidential
22	Good	16	Strong/Strength
16	Change	14	Good
14	Arrogant	12	Knowledgeable
13	Strong	11	Arrogant
12	Prepared	11	Wishy-washy
12	Knowledgeable	11	Articulate
10	Calm	10	Indecisive
10	Excellent	9	Flip-flop
10	Liberal	8	Politician
9	Charismatic	7	Untrustworthy
8	Eloquent	7	Polished
8	Fair	7	Thoughtful
8	Smooth		
8	Young		
8	Leader		
8	Smart		
7	Articulate		
7	Thoughtful		
7	Unsure		

*The numbers listed represent the number of respondents who offered each response; they are not percentages.*

**IF RESPONDENT WATCHED (Q.9=1-3) ASK:  
ROTATE Q.11 AND Q.12**

Q.12 Please tell me what one word best describes your impression of John McCain in the debate. Tell me just the ONE best word that described him. (**OPEN-END. PROBE ONCE ONLY IF RESPONDENT ANSWERS ‘DON’T KNOW’.**)

**BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE [N=832]:**

<i>McCain</i>		<i>Bush</i>	
Late Sept		Early Oct	
<u>2008</u>		<u>2004</u>	
61	Experienced	33	Honest
38	Old	23	Strong/Strength
33	Knowledgeable	14	Sincere
26	Confident	14	Confident
20	Strong	13	Defensive
19	Honest	11	Determined
18	Condescending	11	Good
15	Good	11	Steady/Steadfast
13	Aggressive	11	Adequate
13	Angry	11	Liar
11	Fair	11	Nervous
11	Prepared	10	Tired/Fatigued/Exhausted
11	Sincere	9	Leader/Leadership
10	Excellent	9	Repetitive
9	Arrogant	8	Angry
9	Bush	8	Confused
9	Consistent	8	Resolute
9	Patriotic	8	Frustrated
8	Leader	8	Uncertain
7	Conservative	7	Stubborn
7	Defensive	7	Flustered
7	Liar	7	Unprepared
7	Presidential	7	Consistent
		7	Integrity

*The numbers listed represent the number of respondents who offered each response; they are not percentages.*

**NO QUESTIONS 13-19**

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.20 And as I read a list of phrases, tell me if you think each phrase better describes [ROTATE ORDER OF CANDIDATES] John McCain or Barack Obama. [INSERT ITEM; RANDOMIZE] – does this better describe [READ IN SAME ORDER: McCain or Obama]? What about [INSERT ITEM]?  
 [REPEAT IF NECESSARY: “Would you say this better describes [READ IN SAME ORDER: McCain or Obama]?”

**BASED ON REGISTERED VOTERS [N=1258]:**

		John McCain	Barack Obama	(VOL.) Neither	(VOL.) Both Equally	DK/Ref.
a.	Would use good judgment in a crisis					
	Late September, 2008	45	42	2	6	5=100
	August, 2008	51	36	3	5	5=100
	June, 2008	47	38	3	5	7=100
<b>Bush/Kerry</b>	Mid-October, 2004	48	41	3	2	6=100
	Early October, 2004	51	37	2	3	7=100
	Mid-September 22-26, 2004	49	36	3	3	9=100
	September, 2004	53	34	2	4	7=100
	August, 2004	50	38	2	3	7=100
	May, 2004	47	35	4	5	9=100
	Late March, 2004	46	36	2	3	13=100
	Mid-March, 2004	48	39	2	5	6=100
<b>Bush/Gore</b>	Late-October, 2000	43	42	2	5	8=100
	Mid-October, 2000	40	42	5	8	5=100
	Early October, 2000	36	43	4	10	7=100
	September, 2000	38	44	3	8	7=100
	June, 2000	44	37	5	6	8=100
b.	A strong leader					
	Late September, 2008	43	42	3	7	5=100
<b>Bush/Kerry</b>	Mid-October, 2004	50	36	5	4	5=100
	Early October, 2004	57	32	3	2	6=100
	Mid-September, 2004	54	28	5	3	10=100
	Early September, 2004	58	30	4	3	5=100
	August, 2004	57	34	2	3	4=100
	May, 2004	50	31	8	4	7=100
	Late March, 2004	51	33	4	2	10=100
	Mid-March, 2004	52	34	4	4	6=100
<b>Bush/Gore</b>	Late-October, 2000	44	41	6	6	3=100
	Mid-October, 2000	42	39	9	6	4=100
	Early October, 2000	41	38	7	10	4=100
	September, 2000	44	38	7	6	5=100
c.	Personally qualified to be president					
	Late September, 2008	49	35	2	9	5=100
	August, 2008	54	27	6	9	4=100
	June, 2008	55	27	5	8	5=100
<b>Bush/Gore</b>	Late October, 2000	38	45	5	9	3=100
	Mid-October, 2000	35	45	6	9	5=100
	Early October, 2000	31	49	5	11	4=100
	June, 2000	37	37	10	10	6=100

**Q.20 CONTINUED...**

		John <u>McCain</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>Both Equally</u>	<u>DK/Ref.</u>
d.	Well-informed					
	Late September, 2008	41	40	2	13	4=100
e.	Willing to take a stand, even if it's unpopular					
	Late September, 2008	50	37	2	5	6=100
	August, 2008	49	38	3	5	5=100
	June, 2008	44	41	3	7	5=100
<b>Bush/Kerry</b>	Mid-October, 2004	63	27	2	4	4=100
	Early October, 2004	68	23	1	3	5=100
	Mid-September 22-26, 2004	63	23	3	3	8=100
	September, 2004	69	23	1	3	4=100
	August, 2004	62	29	1	5	3=100
	May, 2004	65	23	3	4	5=100
	Late March, 2004	59	28	3	3	7=100
	Mid-March, 2004	63	27	1	5	4=100
<b>Bush/Gore</b>	Late-October, 2000	49	35	7	4	5=100
	Mid-October, 2000	49	35	6	5	5=100
	Early October, 2000	43	35	8	6	8=100
	September, 2000	45	37	8	5	5=100
	June, 2000	46	32	9	5	8=100
f.	Can bring about the change the country needs					
	Late September, 2008	33	52	5	3	7=100

**ASK REGISTERED VOTERS (REGICERT=1):**

Q.21 Regardless of who you support, which one of the presidential candidates — **[ROTATE ORDER OF CANDIDATES]** John McCain or Barack Obama — do you think would do the best job of **[INSERT ITEM; RANDOMIZE]**?

And who do you think would do the best job of **[INSERT NEXT ITEM]**?

**IF RESPONDENT MENTIONS ANYONE OTHER THAN MCCAIN OR OBAMA PROBE ONCE:**

"If you had to choose between McCain and Obama. . . "?

**BASED ON REGISTERED VOTERS [N=1258]:**

		John <u>McCain</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref.</u>
a.	Improving economic conditions				
	Late September, 2008	33	51	6	10=100
	Mid-September, 2008	38	47	5	10=100
	July, 2008	32	47	7	14=100
	June, 2008	31	51	8	10=100
	Late May, 2008	36	51	4	9=100
	April, 2008	33	53	8	6=100
<b>Bush/Kerry</b>	Mid October, 2004	40	47	4	9=100
	Early October, 2004	40	46	5	9=100
	September, 2004	42	45	4	9=100
	August, 2004	37	52	3	8=100
<b>Bush/Kerry</b>	May, 2004	38	48	5	9=100
	Late March, 2004	39	44	6	11=100
	Mid-March, 2004	37	53	2	8=100
<b>Bush/Gore</b>	Mid-October, 2000	37	49	3	11=100
	Early October, 2000	35	47	6	12=100
	September, 2000	38	46	5	11=100

<b>Q.21 CONTINUED...</b>		John	Barack	(VOL.)	(VOL.)	
		<u>McCain</u>	<u>Obama</u>	<u>Neither</u>	<u>DK/Ref.</u>	
	June, 2000	38	41	5	16=100	
	March, 2000	42	46	4	8=100	
<b>Dole/Clinton</b>	September, 1996	35	49	8	8=100	
	July, 1996	38	45	8	9=100	
	<b>TREND FOR COMPARISON</b>	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	<u>Neither</u>	<u>DK/Ref.</u>
<b>Bush/Clinton</b>	October, 1992	26	41	16	5	12=100
b. Making wise decisions about what to do in Iraq						
	Late September, 2008	48	43	3	6=100	
	Mid-September, 2008	48	41	4	7=100	
	July, 2008	44	41	3	12=100	
	June, 2008	47	41	4	8=100	
	Late May, 2008	46	43	2	9=100	
	April, 2008	50	38	5	7=100	
<b>Bush/Kerry</b>	Mid October, 2004	47	41	4	8=100	
	Early October, 2004	50	40	2	8=100	
	September, 2004	51	39	3	7=100	
	August, 2004	44	46	3	7=100	
	May, 2004	44	41	4	11=100	
	Late March, 2004	49	37	4	10=100	
	Mid-March, 2004	47	45	2	6=100	
c. Making wise decisions about foreign policy						
	Late September, 2008	49	42	2	7=100	
	Mid-September, 2008	51	40	2	7=100	
	July, 2008	43	42	2	13=100	
<b>Bush/Kerry</b>	September, 2004	53	37	3	7=100	
	August, 2004	43	47	2	8=100	
	May, 2004	43	42	4	11=100	
	Late March, 2004	44	38	4	14=100	
	Mid-March, 2004	44	45	3	8=100	
<b>Bush/Gore</b>	March, 2000	40	46	4	10=100	
<b>Dole/Clinton</b>	Early September, 1996	39	44	7	10=100	
	July, 1996	42	42	5	11=100	
	<b>TREND FOR COMPARISON</b>	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	<u>Neither</u>	<u>DK/Ref.</u>
<b>Bush/Clinton</b>	October, 1992	53	27	6	3	11=100
d. Defending the country from future terrorist attacks						
	Late September, 2008	53	36	3	8=100	
	Mid-September, 2008	56	31	4	9=100	
	July, 2008	48	33	5	14=100	
	June, 2008	55	31	5	9=100	
	April, 2008	63	26	5	6=100	
<b>Bush/Kerry</b>	Mid October, 2004	53	35	4	8=100	
	Early October, 2004	57	32	3	8=100	
	September, 2004	58	31	3	8=100	
	August, 2004	49	39	4	8=100	
	May, 2004	52	33	5	10=100	
	Late March, 2004	53	29	4	14=100	
	Mid-March, 2004	57	32	4	7=100	

<b>Q.21 CONTINUED...</b>		John <u>McCain</u>	Barack <u>Obama</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref.</u>
e.	Dealing with the nation's energy problems				
	Late September, 2008	36	52	4	8=100
	Mid-September, 2008	40	46	4	10=100
	Late May, 2008	33	51	5	11=100
f.	Dealing with taxes				
	Late-September, 2008	36	49	6	9=100
	Mid-September, 2008	39	44	5	12=100
	June, 2008	36	47	6	11=100
	Late May, 2008	44	39	5	12=100
<b>Bush/Gore</b>	Late October, 2000	45	41	5	9=100
	Mid-October, 2000	41	42	5	12=100
	Early October, 2000	39	42	6	13=100
	September, 2000	41	41	5	13=100
	June, 2000	41	34	7	18=100
	March, 2000	40	44	5	11=100
	<b>TREND FOR COMPARISON</b>				
	Cutting taxes				
<b>Dole/Clinton</b>	September, 1996	42	34	14	10=100
	July, 1996	42	35	12	11=100
	<b>TREND FOR COMPARISON</b>	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	<u>Neither</u> <u>DK/Ref.</u>
	Not increasing taxes				
<b>Bush/Clinton</b>	October, 1992	35	25	8	16    16=100

**ASK REGISTERED VOTERS (REGICERT=1):**

Q.22 Which candidate do you think could best address the current problems involving investment banks and companies with ties to the housing market? [**READ AND ROTATE**]:

**BASED ON REGISTERED VOTERS [N=1258]:**

		-NII GP- Sept. 19-22 <u>2008</u> <sup>7</sup>
46	Barack Obama	47
33	John McCain	35
7	Neither ( <b>VOL. DO NOT READ</b> )	8
3	Both/Neither ( <b>VOL. DO NOT READ</b> )	3
<u>11</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )	<u>7</u>
100		100

**NO QUESTIONS 23-25**

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<sup>7</sup> In the Sept. 19-22, 2008, News Interest Index the question was worded: "Regardless of which candidate you prefer, which candidate do you think could best address the problems investment banks and companies with ties to the house market are having?"

**ASK ALL**

Q.26 Now I'd like your views on some people. As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. (First, **INSERT NAME**) would you say your overall opinion of... **[INSERT ITEM; RANDOMIZE ITEMS a THRU d; FOLLOWED BY ROTATE ITEMS e AND f]** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?  
 How about (**NEXT NAME**)? **[IF NECESSARY: would you say your overall opinion of [NAME] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

		-----Favorable-----			-----Unfavorable-----			(VOL.) Never	(VOL.) Can't
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Heard of</u>	<u>rate/Ref</u>
a.	John McCain								
	Late September, 2008	55	19	36	38	14	24	*	7=100
	Mid-September, 2008	58	20	38	38	16	22	*	4=100
	Late May, 2008	46	12	34	44	20	24	1	9=100
	April, 2008	48	11	37	40	17	23	2	10=100
	March, 2008	45	8	37	41	16	25	2	12=100
	Late February, 2008	48	12	36	38	14	24	1	13=100
	Early February, 2008	53	12	41	31	10	21	3	13=100
	January, 2008	55	14	41	31	9	22	3	11=100
	Late December, 2007	46	8	38	34	10	24	7	13=100
	August, 2007	47	8	39	29	8	21	12	12=100
	December, 2006	51	13	38	26	6	20	10	13=100
	April, 2006	54	14	40	26	7	19	8	12=100
	Late October, 2005	56	15	41	19	5	14	10	15=100
	Late March, 2005	59	15	44	17	4	13	8	16=100
	July, 2001	51	14	37	22	5	17	13	14=100
	January, 2001	59	18	41	15	3	12	9	17=100
	May, 2000	54	14	40	20	5	15	11	15=100
b.	Barack Obama								
	Late September, 2008	65	33	32	30	11	19	*	5=100
	Mid-September, 2008	62	28	34	34	15	19	*	4=100
	Late May, 2008	51	23	28	40	21	19	*	9=100
	April, 2008	52	21	31	42	21	21	*	6=100
	March, 2008	56	21	35	34	18	16	1	9=100
	Late February, 2008	57	24	33	34	16	18	1	8=100
	Early February, 2008	58	19	39	30	13	17	2	10=100
	January, 2008	56	20	36	33	13	20	3	8=100
	Late December, 2007	54	16	38	30	12	18	5	11=100
	August, 2007	48	14	34	26	10	16	13	13=100
c.	Sarah Palin								
	Late September, 2008	47	18	29	40	21	19	4	9=100
	Mid-September, 2008	50	25	25	34	15	19	6	10=100
d.	Joe Biden								
	Late September, 2008	49	15	34	30	10	20	8	13=100
	Mid-September, 2008	48	14	34	30	11	19	8	14=100
	April, 2006	28	7	21	20	5	15	38	14=100
	Late October, 2005	21	4	17	20	6	14	43	16=100
	September, 1987	22	4	18	15	4	11	25	38=100

**NO QUESTIONS 27-28**



**ROTATE Q.29 AND Q.30**

**ASK ALL:**

Q.29 Based on what you know about the Republican vice presidential nominee Sarah Palin, do you think she is qualified to serve as PRESIDENT, if it becomes necessary, or not?

			<b>-NII GP-</b>	<i>Dan Quayle</i>	
			Sept. 5-8	<b>-RV-</b>	<b>-RV-</b>
<u>GP</u>	<u>RV</u>		<u>2008</u>	Sept	Aug
				<u>1988</u>	<u>1988</u>
37	38	Yes, qualified	52	34	41
51	52	No, not qualified	39	47	40
<u>12</u>	<u>10</u>	Don't know/Refused	<u>9</u>	<u>19</u>	<u>19</u>
100	100		100	100	100
(N=1505) (N=1258)					

**ROTATE Q.29 AND Q.30**

**ASK ALL:**

Q.30 Based on what you know about the Democratic vice presidential nominee Joe Biden, do you think he is qualified to serve as PRESIDENT, if it becomes necessary, or not?

			<b>-NII GP-</b>	<i>Lloyd Bentsen</i>	
			Sept. 5-8	<b>-RV-</b>	<b>-RV-</b>
<u>GP</u>	<u>RV</u>		<u>2008</u>	Sept	Aug
				<u>1988</u>	<u>1988</u>
63	67	Yes, qualified	66	68	62
20	20	No, not qualified	22	16	16
<u>17</u>	<u>13</u>	Don't know/Refused	<u>12</u>	<u>16</u>	<u>22</u>
100	100		100	100	100
(N=1505) (N=1258)					

**NO QUESTIONS 31-33**

**ROTATE Q.34 AND Q.35**

**ASK REGISTERED VOTERS (REGICERT=1):**

Q.34 As I name some traits, please tell me whether you think each one describes Joe Biden. First, **[INSERT FIRST ITEM; RANDOMIZE]** do you think of Joe Biden as **[FIRST ITEM]** or not? Do you think of Biden as **[NEXT ITEM]** or not? **[INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS THEY DON'T KNOW CANDIDATE WELL ENOUGH ENTER AS DON'T KNOW AND EMPHASIZE THAT THAT IS A LEGITIMATE ANSWER]**

**BASED ON REGISTERED VOTERS [N=1258]**

		Yes, describes	No	Don't Know/ Refused
		<u>Biden</u>	<u>No</u>	<u>Refused</u>
<b>NO ITEMS a OR b</b>				
c.	Honest	60	24	16=100
d.	Down-to-earth	55	29	16=100
e.	Arrogant	33	53	14=100
f.	Well-informed	75	12	13=100

**ROTATE Q.34 AND Q.35**

**ASK REGISTERED VOTERS (REGICERT=1):**

Q.35 As I name some traits, please tell me whether you think each one describes Sarah Palin. First, [INSERT FIRST ITEM; RANDOMIZE] do you think of Sarah Palin as [FIRST ITEM] or not? Do you think of Palin as [NEXT ITEM] or not? [INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS THEY DON'T KNOW CANDIDATE WELL ENOUGH ENTER AS DON'T KNOW AND EMPHASIZE THAT THAT IS A LEGITIMATE ANSWER]

**BASED ON REGISTERED VOTERS [N=1258]**

		Yes, describes <u>Palin</u>	<u>No</u>	Don't Know/ <u>Refused</u>
<b>NO ITEMS a OR b</b>				
c.	Honest	61	29	10=100
d.	Down-to-earth	70	22	8=100
e.	Arrogant	27	65	8=100
f.	Well-informed	45	46	9=100

**NO QUESTIONS 36-39**

On another topic...

**ASK ALL:**

Q.40 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

	<b>(VOL.)</b>				
	<u>Excellent</u>	<u>Good</u>	Only <u>Fair</u>	<u>Poor</u>	Don't Know/ <u>Refused</u>
Late September, 2008	*	7	27	65	1=100
July, 2008	1	9	39	50	1=100
April, 2008	1	10	33	56	*=100
March, 2008	1	10	32	56	1=100
Early February, 2008	1	16	36	45	2=100
January, 2008	3	23	45	28	1=100
November, 2007	3	20	44	32	1=100
September, 2007	3	23	43	29	2=100
June, 2007	6	27	40	25	2=100
February, 2007	5	26	45	23	1=100
December, 2006	6	32	41	19	2=100
Early November, 2006 (RVs)	9	35	37	17	2=100
Late October, 2006	6	27	40	25	2=100
September, 2006	5	32	41	20	2=100
March, 2006	4	29	44	22	1=100
January, 2006	4	30	45	19	2=100
Early October, 2005	2	23	45	29	1=100
Mid-September, 2005	3	28	44	24	1=100
Mid-May, 2005	3	29	47	20	1=100
January, 2005	3	36	45	15	1=100
December, 2004	3	33	43	20	1=100
Early November, 2004 (RVs)	5	31	37	26	1=100
Mid-September, 2004	4	34	40	20	2=100
August, 2004	3	30	45	21	1=100
Late April, 2004	4	34	38	22	2=100

**Q.40 CONTINUED...**

	(VOL.)				
	<u>Excellent</u>	<u>Good</u>	Only <u>Fair</u>	<u>Poor</u>	Don't Know/ <u>Refused</u>
Late February, 2004	2	29	42	26	1=100
February 9-12, 2004 ( <i>Gallup</i> )	2	31	46	21	0=100
January 12-15, 2004 ( <i>Gallup</i> )	3	34	42	21	0=100
January 2-5, 2004 ( <i>Gallup</i> )	3	40	41	16	*=100
December 11-14, 2003 ( <i>Gallup</i> )	3	34	44	19	*=100
November 3-5, 2003 ( <i>Gallup</i> )	2	28	49	21	*=100
October 24-26, 2003 ( <i>Gallup</i> )	2	24	44	30	*=100
October 6-8, 2003 ( <i>Gallup</i> )	2	20	50	27	1=100
September 8-10, 2003 ( <i>Gallup</i> )	1	20	49	30	*=100
August 4-6, 2003 ( <i>Gallup</i> )	1	24	52	23	*=100
February 17-19, 2003 ( <i>Gallup</i> )	1	17	48	34	*=100
February 4-6, 2002 ( <i>Gallup</i> )	2	26	55	16	1=100
March 5-7, 2001 ( <i>Gallup</i> )	3	43	43	10	1=100
January 7-10, 2000 ( <i>Gallup</i> )	19	52	23	5	1=100
January 15-17, 1999 ( <i>Gallup</i> )	14	55	27	4	*=100
March 20-22, 1998 ( <i>Gallup</i> )	20	46	27	7	*=100
Jan 31 - Feb 2, 1997 ( <i>Gallup</i> )	4	38	43	15	*=100
March 15-17, 1996 ( <i>Gallup</i> )	2	31	48	18	1=100
May 11-14, 1995 ( <i>Gallup</i> )	2	27	50	20	1=100
January 15-17, 1994 ( <i>Gallup</i> )	*	22	54	24	*=100
February 12-14, 1993 ( <i>Gallup</i> )	*	14	46	39	1=100
January 3-6, 1992 ( <i>Gallup</i> )	*	12	46	41	1=100

**IF 'ONLY FAIR' OR 'POOR (3,4 IN Q.40) ASK:**

Q.41 Do you think the U.S. economy is just having a few problems, is in a recession, or is in a depression?

**BASED ON TOTAL [N=1505]**

	<u>July</u> <u>2008</u>	<u>March</u> <u>2008</u>
7 Excellent/Good	10	11
92 Only fair/Poor	89	88
12 Just having a few problems	14	14
56 In a recession	54	56
21 In a depression	18	15
3 Don't know/refused (VOL.)	3	3
<u>1</u> Don't know/Refused (VOL.)	<u>1</u>	<u>1</u>
100	100	100

**NO QUESTION 42**

**QUESTIONS 43-47 PREVIOUSLY RELEASED**

**ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

**IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:**

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

				(VOL.)	(VOL.)	(VOL.)		
	Republican	Democrat	Independent	No Preference	Other Party	DK/Ref	Lean Rep	Lean Dem
Late September, 2008	25	35	34	3	1	2=100	13	15
Mid-September, 2008	28	35	32	3	*	2=100	12	14
August, 2008	26	34	34	4	*	2=100	12	17
July, 2008	24	36	34	3	*	3=100	12	15
June, 2008	26	37	32	3	*	2=100	11	16
Late May, 2008	25	35	35	2	*	3=100	13	15
April, 2008	24	37	31	5	1	2=100	11	15
March, 2008	24	38	29	5	*	4=100	9	14
Late February, 2008	24	38	32	3	*	3=100	10	17
Early February, 2008	26	35	31	5	*	3=100	11	14
January, 2008	24	33	37	4	*	2=100	12	18
Late December, 2007	25	32	36	4	*	3=100	12	18
November, 2007	28	33	32	4	1	2=100	9	16
October, 2007	25	37	33	3	*	2=100	11	17
September, 2007	27	32	32	6	*	3=100	8	16
August, 2007	26	32	32	5	1	4=100	10	16
July, 2007	27	32	34	4	*	3=100	11	17
June, 2007	25	34	32	6	*	3=100	10	17
April, 2007	25	28	40	5	*	2=100	13	17
March, 2007	25	36	33	3	*	3=100	12	16
February, 2007	25	34	34	4	*	3=100	10	18
Mid-January, 2007	24	35	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	4	*	3=100	12	18
<b>Yearly Totals</b>								
2007	25.4	32.9	33.7	4.6	.4	3.1=100	10.7	16.7
2006	27.6	32.8	30.3	5.0	.4	3.9=100	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8=100	10.2	14.9
2004	29.5	33.1	30.0	4.0	.4	3.0=100	11.8	13.6
2003	29.8	31.4	31.2	4.7	.5	2.5=100	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7=100	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7=100	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6=100	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1=100	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0=100	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9=100	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4=100	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3=100	12.3	13.8
1996	29.2	32.7	33.0	5.2=100			12.7	15.6
1995	31.4	29.7	33.4	5.4=100			14.4	12.9
1994	29.8	31.8	33.8	4.6=100			14.3	12.6
1993	27.4	33.8	34.0	4.8=100			11.8	14.7
1992	27.7	32.7	35.7	3.9=100			13.8	15.8
1991	30.9	31.4	33.2	4.5=100			14.6	10.8
1990	31.0	33.1	29.1	6.8=100			12.4	11.3
1989	33	33	34=100					
1987	26	35	39=100					