

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 860 registered voters
Dates: September 6-8, 2008

FINAL

Study #6086
NBC News/Wall Street Journal Survey
September 2008

48 Male
52 Female
[109]

Please note: all results are shown as percentages unless otherwise stated.

***The margin of error for a
crosssection of 860 interviews is $\pm 3.3\%$***

1a. Are you currently registered to vote at this address?

Registered	100	CONTINUE	[139]
Not registered	-	TERMINATE	
Not sure	-		

(ASK ONLY OF SAMPLE TYPE 2 - CELL PHONE ONLY RESPONDENTS.)

1b. Do you have a landline in addition to your cell phone, or is your cell phone the only telephone you have? +

Have a landline.....	-	TERMINATE	[140]
Cell phone is only telephone	100	CONTINUE	
Not sure	-	TERMINATE	

+ Results shown reflect responses among registered voters.

2a. For statistical purposes only, would you please tell me how old you are? **(IF "REFUSED," ASK:)** Well, would you tell me which age group you belong to? +

18-24	8	[141-142]
25-29	9	
30-34	9	
35-39	8	
40-44	13	
45-49	6	
50-54	10	
55-59	9	
60-64	9	
65-69	5	
70-74	7	
75 and over	6	
Not sure/refused	1	

+ Results shown reflect responses among registered voters.

2b. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background? +

Yes, Hispanic	8	[143]
No, not Hispanic	92	
Not sure/refused	-	

+ Results shown reflect responses among registered voters.

2c. And again, for statistical purposes only, what is your race—white, black, Asian, or something else? +

White.....	80	[144]
Black.....	9	
Asian.....	1	
Other.....	3	
Hispanic (VOL).....	6	
Not sure/refused	1	

+ Results shown reflect responses among registered voters.

3. In general, do you approve or disapprove of the job that George W. Bush is doing as president?

	<u>9/08+</u>	<u>8/08+</u>	<u>7/08+</u>	<u>6/08+</u>	<u>4/08+</u>	<u>3/7-10/08+</u>	High		Low		[145]
							<u>11/01</u>	<u>4/08+</u>			
Approve	34	31	30	28	27	32	88	27			
Disapprove	61	64	64	66	66	63	7	66			
Not sure	5	5	6	6	7	5	5	7			
	<u>1/08+</u>	<u>12/07+</u>	<u>11/07</u>	<u>9/07</u>	<u>7/07</u>	<u>6/07</u>	<u>4/07</u>	<u>3/07</u>			
	32	34	31	33	31	29	35	35			
	63	60	63	61	63	66	60	60			
	5	6	6	6	6	5	5	5			
	<u>1/07</u>	<u>12/06</u>	<u>10/28-30/06+</u>	<u>10/13-16/06+</u>	<u>9/30-10/2/06+</u>	<u>9/8-11/06+</u>	<u>7/06</u>	<u>6/06</u>			
	35	34	39	38	39	42	39	37			
	60	61	57	57	56	53	56	58			
	5	5	4	5	5	5	5	5			
		<u>4/06</u>	<u>3/06</u>	<u>1/06</u>	<u>12/05</u>	<u>10/05</u>	<u>9/05</u>	<u>7/05</u>			
		36	37	39	39	39	40	46			
		57	58	54	55	54	55	49			
		7	5	7	6	7	5	5			
		<u>5/05</u>	<u>4/05</u>	<u>2/05</u>	<u>1/05</u>	<u>12/04</u>	<u>10/04+</u>	<u>9/04+</u>			
		47	48	50	50	49	49	47			
		47	46	45	44	44	47	48			
		6	6	5	6	7	4	5			
		<u>8/04+</u>	<u>7/04+</u>	<u>6/04+</u>	<u>5/04+</u>	<u>3/04</u>	<u>12/14/03</u>	<u>12/13/03</u>			
		47	48	45	47	50	58	52			
		48	46	49	46	46	34	41			
		5	6	6	7	5	9	7			
		<u>11/03</u>	<u>9/03</u>	<u>7/03</u>	<u>5/03+</u>	<u>4/03</u>	<u>3/29-30/03</u>	<u>3/23/03</u>			
		51	49	56	62	71	66	67			
		44	45	38	31	23	29	28			
		5	6	6	7	6	5	5			
		<u>3/17/03</u>	<u>2/03¹</u>	<u>1/03</u>	<u>10/02+</u>	<u>9/02</u>	<u>7/02</u>	<u>6/02</u>			
		62	61	54	63	64	67	69			
		33	31	40	31	30	27	23			
		5	8	6	6	6	6	8			

+ Results shown reflect responses among registered voters.

4. Please tell me how interested you are in November's elections, using a scale from one to ten, on which a "ten" means that you are very interested in November's elections and a "one" means that you are not at all interested. You may choose any number from one to ten.

	<u>9/08+</u>	<u>8/08+</u>	<u>7/08+</u>	<u>6/08+</u>	<u>4/08+</u>	<u>3/08+</u>	
10, very interested.....	69	65	64	67	65	67	[146-147]
9.....	10	8	8	7	9	8	
8.....	10	11	12	11	11	10	
7.....	3	5	5	5	4	5	
6.....	2	2	3	2	3	2	
5.....	2	3	4	4	3	3	
4.....	1	1	1	1	1	1	
3.....	1	1	1	1	2	1	
2.....	1	1	-	-	-	-	
1, not at all interested	1	3	2	2	2	2	
Cannot rate.....	-	-	-	-	-	1	
		<u>1/08+</u>	<u>12/07+</u>	<u>11/07</u>	<u>10/04+</u>	<u>9/04+</u>	
		66	65	59	74	71	
		10	8	9	8	7	
		10	12	12	9	9	
		4	5	7	3	5	
		3	2	3	2	2	
		4	4	5	2	4	
		1	1	1	-	1	
		1	1	1	1	-	
		-	-	-	-	-	
		1	2	3	1	1	
		-	-	-	-	-	

+ Results shown reflect responses among registered voters.

5. Now I'm going to read you the names of several public figures, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
George W. Bush							[148]
September 2008+	15	18	12	14	41	-	
August 2008+	15	19	11	15	40	-	
July 2008+	14	18	10	16	42	-	
June 2008+	11	19	10	16	44	-	
April 2008+	12	19	13	14	42	-	
March 24-25, 2008+ ...	16	17	12	13	41	1	
March 7-10, 2008+	16	18	10	12	43	1	
January 2008	14	18	10	17	40	1	
December 2007	16	20	11	13	40	-	
September 2007	18	18	11	13	40	-	
July 2007	13	20	11	15	41	-	
April 2007	17	19	13	14	37	-	
December 2006	19	19	10	15	37	-	
July 2006	21	18	10	15	36	-	
January 2006	24	17	12	13	33	1	
November 2005	20	18	12	15	35	-	
September 2005	24	18	10	14	34	-	
July 2005	27	20	10	15	28	-	
January 2005	32	19	9	15	25	-	
June 2004+	33	15	8	14	30	-	
January 2004	38	17	8	13	24	-	
September 2003	35	17	9	15	23	1	
July 2002	40	26	11	11	12	-	
June 2001	30	23	16	15	15	1	
<i>High</i>							
December 2001	54	26	9	6	5	-	
<i>Low</i>							
June 2008+	11	19	10	16	44	-	

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
John McCain							[149/156]
September 2008+	25	25	16	15	18	1	
August 2008+	14	31	21	16	17	1	
July 2008+	13	29	26	16	14	2	
June 2008+	11	28	25	19	15	2	
April 2008+	11	29	27	17	13	3	
March 24-25, 2008+ ...	14	31	26	15	10	4	
March 7-10, 2008+	15	32	23	15	12	3	
January 2008	14	31	26	15	7	7	
December 2007	10	29	26	21	7	7	
November 2007	8	27	31	19	7	8	
September 2007	9	27	26	18	11	9	
July 2007	7	28	25	20	9	11	
April 2007	11	31	27	15	7	9	
March 2007	12	31	25	15	9	8	
December 2006	13	33	22	16	4	12	
June 2006	11	29	29	11	5	15	
April 2006	12	27	28	13	6	14	
August 2004+	18	33	26	8	4	11	
July 2004+	19	30	30	9	2	10	
May 2004+	20	30	26	8	5	11	
July 2002	12	29	27	10	5	17	
April 2002	18	29	25	9	3	16	
June 2001	15	29	26	11	6	13	
April 2001	17	30	25	9	3	16	
January 2001	16	28	29	7	3	17	
July 2000+	18	32	25	9	6	10	
April 2000+	16	30	27	12	5	10	
January 2000	14	20	27	8	3	28	
December 1999	12	22	24	4	2	36	
<i>High</i>							
May 2004+	20	30	26	8	5	11	
<i>Low</i>							
October 1999	9	20	22	5	2	42	

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
Barack Obama							[150/157]
September 2008+	33	20	13	12	20	2	
August 2008+	28	22	13	17	19	1	
July 2008+	27	21	16	11	23	2	
June 2008+	25	23	17	11	22	2	
April 2008+	23	23	16	17	20	1	
March 24-25, 2008+ ...	24	25	18	16	16	1	
March 7-10, 2008+	25	26	18	13	15	3	
January 2008	19	30	22	11	14	4	
December 2007	17	29	22	14	12	6	
November 2007	15	28	24	12	12	9	
September 2007	15	27	23	13	12	10	
July 2007	16	26	24	12	10	12	
April 2007	19	26	25	8	6	16	
March 2007	18	19	26	11	6	20	
December 2006	17	18	18	7	6	34	
Oct. 28-30, 2006+	14	17	18	5	6	40	
<i>High</i>							
March 7-10, 2008+	25	26	18	13	15	3	
<i>Low</i>							
Oct. 28-30, 2006+	14	17	18	5	6	40	
Joe Biden							[151/158]
September 2008+	18	22	23	13	12	12	
September 2007	4	13	26	11	11	35	
December 2006	3	14	23	10	6	44	
June 2004+	5	11	25	6	4	49	
Sarah Palin							[152/159]
September 2008+	30	17	17	10	17	9	

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
Hillary Clinton							[153/160]
September 2008+	23	24	15	17	20	1	
August 2008+	17	25	16	18	23	1	
June 2008+	18	28	14	17	22	1	
April 2008+	20	22	14	19	25	-	
March 24-25, 2008+	17	20	15	21	27	-	
March 7-10, 2008+	22	23	11	14	29	1	
January 2008	24	23	11	11	30	1	
December 2007	22	20	13	12	32	1	
November 2007	19	24	12	14	30	1	
September 2007	20	24	13	13	29	1	
July 2007	20	24	16	12	27	1	
June 2007	18	24	15	16	26	1	
March 2007	16	23	17	15	28	1	
December 2006	21	22	17	12	26	2	
April 2006	19	19	19	13	28	2	
December 2004	24	21	14	11	29	1	
December 13, 2003	21	25	12	12	30	1	
July 2003	16	21	20	13	27	3	
January 2001	27	22	13	12	24	2	
September 2000+	19	23	16	13	28	1	
January 2000	21	23	18	13	24	1	
October 1999	21	24	13	16	25	1	
<i>High</i>							
January 1999	35	23	16	11	14	1	
<i>Low</i>							
March 2001	16	19	15	18	31	1	
Cindy McCain							[154]
September 2008+*	19	18	32	10	9	12	
August 2008+	12	17	39	7	8	17	
July 2008+	9	19	40	10	6	16	
March 2008+	6	14	37	7	5	31	
Michelle Obama							[155]
September 2008+*	21	19	23	11	20	6	
August 2008+	19	19	28	11	18	5	
July 2008+	17	17	27	13	18	8	
March 2008+	14	18	32	9	11	16	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
The Democratic Party							[161]
September 2008+**	24	25	17	19	14	1	
August 2008+	17	26	21	16	19	1	
July 2008+	15	28	18	18	19	2	
June 2008+	16	27	24	13	19	1	
April 2008+	17	27	22	15	17	2	
March 7-10, 2008+	20	25	18	16	19	2	
January 2008	22	25	19	18	15	1	
November 2007	12	27	24	18	17	2	
September 2007	8	26	27	22	16	1	
July 2007	15	27	21	20	15	2	
June 2007	12	30	22	19	16	1	
January 2007	13	29	26	16	14	2	
October 28-30, 2006+	14	25	25	18	17	1	
July 2006	7	25	27	22	17	2	
January 2006	11	25	28	20	15	1	
September 2005	11	26	29	18	14	2	
May 2005	12	26	26	20	14	2	
February 2005	14	28	28	16	13	1	
October 2004+	17	25	22	16	19	1	
September 2004+	16	26	20	18	19	1	
September 2003	11	29	22	19	16	3	
July 2003	11	25	25	20	16	3	
December 2002	13	27	27	16	15	2	
July 2002	10	29	25	21	13	2	
July 2000+	19	27	24	15	14	1	
<i>High</i>							
January 2000	20	30	23	15	10	2	
<i>Low</i>							
July 2006	7	25	27	22	17	2	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
The Republican Party							[162]
September 2008+**	18	22	15	18	25	2	
August 2008+	10	25	22	19	23	1	
July 2008+	8	23	20	22	26	1	
June 2008+	7	21	24	22	25	1	
April 2008+	8	19	23	22	26	2	
March 7-10, 2008+	10	24	15	21	28	2	
January 2008	13	21	26	19	18	3	
November 2007	8	24	24	20	22	2	
September 2007	8	23	20	27	20	2	
July 2007	8	25	19	23	23	2	
June 2007	7	21	21	23	26	2	
January 2007	10	23	21	23	21	2	
Oct 28-30, 2006+	15	20	16	20	28	1	
July 2006	11	22	18	21	25	3	
January 2006	13	24	20	20	22	1	
September 2005	14	23	20	19	22	2	
May 2005	13	27	17	19	22	2	
February 2005	17	27	19	18	18	1	
October 2004+	20	24	18	15	22	1	
September 2004+	21	22	16	18	22	1	
September 2003	17	26	17	19	18	3	
July 2003	18	30	16	16	16	3	
December 2002	21	26	22	15	14	2	
July 2002	18	25	22	17	14	4	
July 2000+	15	28	24	16	15	2	
<i>High</i>							
December 2001	21	36	18	13	9	3	
<i>Low</i>							
June 2008+	7	21	24	22	25	1	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

6. If the next election for president were held today, with John McCain and Sarah Palin as the Republican candidates, and Barack Obama and Joe Biden as the Democratic candidates, for whom would you vote? ? (IF "NOT SURE," ASK:) Well, which way do you lean at this time? +

John McCain and Sarah Palin	45		[163-164]
John McCain and Sarah Palin (lean)	1	CONTINUE	
Barack Obama and Joe Biden.....	46		
Barack Obama and Joe Biden (lean).....	1		
<hr/>			
Depends (VOL)	2		
Neither/other (VOL).....	2	Skip to Q.8	
Not sure	3		

+ Results shown reflect responses among registered voters.

	8/08+	7/08+	6/08+	4/08+	3/24- 25/08+	3/7- 10/08+	1/08+	4/07
John McCain.....	42	41	41	43	42	44	43	39
Barack Obama.....	45	47	47	46	44	47	41	45
Depends (VOL).....	1	2	2	1	3	1	4	1
Neither/other (VOL).....	4	4	4	5	4	3	5	5
Not sure.....	8	6	6	5	7	5	7	10

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.6a OR Q.6b.)

7a. Would you definitely vote for (TICKET CHOSEN IN Q.6a/Q.6b), probably vote for (TICKET CHOSEN IN Q.6a/Q.6b) but are still thinking about it, or are you just leaning toward voting for (TICKET CHOSEN IN Q.6a/Q.6b)?

	McCain-Palin Voters				Obama-Biden Voters				[168]
	9/08+	8/08+	7/08+	6/08+	9/08+	8/08+	7/08+	6/08+	
Definitely vote for candidate	79	74	75	68	78	76	70	73	
Probably vote for candidate	11	14	12	16	16	14	15	16	
Just leaning toward voting for candidate	10	12	13	16	6	10	15	11	
Not sure	-	-	-	-	-	-	-	-	

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.6a OR Q.6b.)

7b. When it comes to your vote for (McCAIN/OBAMA) would you say that you are excited to be voting for him, you are satisfied to be voting for him, or you are voting for him as the lesser of two evils?

	McCain Voters			Obama Voters			[169]
	9/08+	8/08+	7/08+	9/08+	8/08+	7/08+	
Excited	34	12	14	55	46	44	
Satisfied	44	46	42	33	36	33	
Lesser of two evils	22	41	43	12	18	22	
Not sure	-	1	1	-	-	1	

+ Results shown reflect responses among registered voters.

8. I'm going to read you several factors that could be important to someone when deciding for whom to vote for president. Please tell me which one or two of these factors will be most important to you personally in deciding how to vote. +

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Positions on domestic issues and the economy	41	[170]
Stance and positions on foreign policy and defense issues ...	26	>
Ability to bring real change	26	
Experience and judgment to make the right decisions	24	
Strength and leadership qualities	20	
Positions on values issues such as abortion and gay rights...	15	
Personal qualities and values	11	
Their selection of a vice presidential running mate	5	
Not sure	2	

+ Results shown reflect responses among registered voters.

Q.9a AND Q.9b ARE ROTATED.

- 9a. Does Barack Obama's choice of Joe Biden as his vice presidential running mate make you more likely to vote for Barack Obama for president, less likely to vote for him, or does it not make a difference to you either way? +

More likely to vote for Obama	24	[171]
Less likely to vote for Obama	16	
Makes no difference either way	58	
Not sure	2	

+ Results shown reflect responses among registered voters.

- 9b. Does John McCain's choice of Sarah Palin as his vice presidential running mate make you more likely to vote for John McCain for president, less likely to vote for him, or does it not make a difference to you either way? +

More likely to vote for McCain	34	[172]
Less likely to vote for McCain	25	
Makes no difference either way	40	
Not sure	1	

+ Results shown reflect responses among registered voters.

10. Did you vote in the Democratic PRIMARY for president in your state? (IF "YES," ASK:) For whom did you vote in the primary—Barack Obama, Hillary Clinton, or someone else? +

Yes, Voted In The Democratic Primary		
Voted for Barack Obama.....	22	[173-174]
Voted for Hillary Clinton	19	
Voted for someone else	4	
No, Did NOT Vote In Democratic Primary		
Not Sure	53	
Not Sure	2	

+ Results shown reflect responses among registered voters.

11. Would you like to see Hillary Clinton as president some day, or not?

	<u>9/08+</u>	<u>8/08+</u>	
Would like to see Hillary Clinton as president some day.....	42	43	[175]
Would not like to see Hillary Clinton as president some day ...	48	49	
Not sure	10	8	

+ Results shown reflect responses among registered voters.

12. Whether or not you plan to vote for him, if **(READ ITEM)** were to become the next president, how comfortable are you with him as president—very comfortable, fairly comfortable, not really comfortable, or not at all comfortable? +

	Comfortable				Not Sure	
	<u>Very</u>	<u>Fairly</u>	Not <u>Really</u>	Not <u>At All</u>		
Barack Obama						[176]
September 2008+	30	26	16	27	1	
August 2008+	26	29	16	28	1	
John McCain						[177]
September 2008+	26	31	17	24	2	
August 2008+	18	37	22	22	1	

+ Results shown reflect responses among registered voters.

13. Whether or not you plan to vote for (him/her), if **(READ ITEM)** were to become the next vice president, how comfortable are you with (him/her) as vice president—very comfortable, fairly comfortable, not really comfortable, or not at all comfortable? +

	Comfortable				Not Sure	
	<u>Very</u>	<u>Fairly</u>	Not <u>Really</u>	Not <u>At All</u>		
Sarah Palin	27	27	12	29	5	[178]
Joe Biden.....	26	33	14	19	8	[179]

+ Results shown reflect responses among registered voters.

14. How much confidence would you have in **(READ ITEM)** as commander-in-chief—a great deal, quite a bit, just some, or very little?

	Confidence				Not Sure	
	<u>A Great Deal</u>	<u>Quite A Bit</u>	<u>Just Some</u>	<u>Very Little</u>		
John McCain						[180]
September 2008+	30	23	23	23	1	
August 2008+	26	24	23	25	2	
Barack Obama						[208]
September 2008+	23	19	20	36	2	
August 2008+	19	20	21	39	1	

+ Results shown reflect responses among registered voters.

15. How likely do you think it is that **(READ ITEM)** will bring real change and direction to the country--very likely, fairly likely, just somewhat likely, or not that likely?

	Likely To Bring Real Change/Direction					Not Sure	
	Very	Fairly	Just Somewhat	Not That			
John McCain							[209]
September 2008+	15	20	23	41	1		
June 2008+	11	10	35	42	2		
Barack Obama							[210]
September 2008+	30	22	21	24	3		
June 2008+	29	19	28	23	1		

+ Results shown reflect responses among registered voters.

16. NOT thinking about any specific candidates, I'm going to list several of types of people who might serve as president or vice president. For each one, please tell me whether that type of candidate is someone you would **(a)** be enthusiastic about, **(b)** be comfortable with, **(c)** have some reservations about, or **(d)** be very uncomfortable with.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY ENTHUSIASTIC

	(A) Enthusiastic	(B) Comfortable	(C) Have Some Reservations	(D) Very Uncomfortable	Not Sure	
A woman						[213]
September 2008+	21	64	9	3	3	
January 2008	25	51	15	7	2	
December 2006	21	59	8	8	4	
An African American						[211]
September 2008+	20	67	8	2	3	
January 2008	20	61	13	4	2	
December 2006	15	68	8	4	5	
A person over age 70						[212]
September 2008+	6	43	31	18	2	
December 2006	3	30	37	29	1	

+ Results shown reflect responses among registered voters.

Q.17a AND Q.17b ARE ROTATED.

17a. Has what you have you seen, read, or heard in the past couple weeks about John McCain and his campaign for president given you a more favorable impression of him or a less favorable impression of him? If you have not seen, read, or heard anything in the past couple of weeks please just say so.

	9/08+	8/08+	
Yes, Have Seen/Heard/Read Something			[214]
More favorable	40	27	
Less favorable	33	32	
Has made no difference (VOL).....	22	25	
No, Have Not Seen/Heard/Read Anything	4	16	
Not Sure	1	-	

+ Results shown reflect responses among registered voters.

17b. Has what you have you seen, read, or heard in the past couple weeks about Barack Obama and his campaign for president given you a more favorable impression of him or a less favorable impression of him? If you have not seen, read, or heard anything in the past couple of weeks please just say so.

	9/08+	8/08+	
Yes, Have Seen/Heard/Read Something			[215]
More favorable	36	30	
Less favorable	27	34	
Has made no difference (VOL).....	30	23	
No, Have Not Seen/Heard/Read Anything	5	12	
Not Sure	2	1	

+ Results shown reflect responses among registered voters.

18. For each of the following candidates, please tell me whether that person has a background and set of values that you can identify with, or whether he does NOT have a background and set of values that you can identify with.

	Has Background/ Set Of Values I Identify With	Does NOT Have Background/ Set Of Values I Identify With	Not Sure	
John McCain				[216]
September 2008+	59	36	5	
August 2008+	60	33	7	
July 2008+	58	34	8	
June 2008+.....	55	37	8	
April 2008+	54	35	11	
March 24-25, 2008+.....	57	32	11	
Barack Obama				[217]
September 2008+	53	40	7	
August 2008+	50	42	8	
July 2008+	47	43	10	
June 2008+.....	50	42	8	
April 2008+	45	46	9	
March 24-25, 2008+.....	50	39	11	

+ Results shown reflect responses among registered voters.

18b. For each of the following candidates, please tell me whether that person has a background and set of values that you can identify with, or whether (he/she) does NOT have a background and set of values that you can identify with. +

	Has Background/ Set Of Values I Identify With	Does NOT Have Background/ Set Of Values I Identify With	Not Sure	
Joe Biden.....	46	30	24	[218]
Sarah Palin	52	31	17	[219]

+ Results shown reflect responses among registered voters.

19. Now I'd like you to compare Barack Obama and John McCain on a few qualities that people might look for in a president. For each one, please tell me whether you think that Barack Obama would be better or John McCain would be better on that item. If you think that both would be equally good or that neither would be good on a particular item, just say so.

Who do you think would be better when it comes to **(READ ITEM)**—Barack Obama or John McCain, or do you think that both would be equally good or neither would be good?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY BARACK OBAMA BETTER

	Barack Obama <u>Better</u>	John McCain <u>Better</u>	Both Would Be Equally <u>Good</u>	Neither Would Be <u>Good</u>	Depends <u>(VOL)</u>	Not <u>Sure</u>	
Being easygoing and likable							[226]
September 2008+ **	55	15	24	2	1	3	
July 2008+	59	15	20	4	-	2	
Offering hope and optimism for the future							[221]
September 2008+ *	50	27	18	4	-	1	
July 2008+	54	19	17	7	1	2	
Improving America's standing in the world							[229]
September 2008+ **	48	32	11	5	1	3	
July 2008+	44	30	14	7	1	4	
Being compassionate enough to understand average people							[222]
September 2008+ *	43	28	23	5	-	1	
July 2008+	46	22	21	10	-	1	
Having the right temperament to be president							[227]
September 2008+ **	42	30	21	2	1	4	
Being consistent and standing up for his beliefs							[228]
September 2008+ **	34	41	20	3	1	1	
July 2008+	30	38	21	8	-	3	
Being honest and straightforward							[223]
September 2008+ *	32	38	20	9	-	1	
July 2008+	29	33	20	15	1	2	
Being a good commander-in-chief							[225]
September 2008+ **	29	51	14	2	1	3	
July 2008+	25	53	14	4	1	3	
Having the strong leadership qualities needed to be president							[224]
September 2008+ *	26	48	23	2	-	1	
July 2008+	31	42	19	7	-	1	
Being knowledgeable and experienced enough to handle the presidency							[220]
September 2008+ *	15	54	25	4	1	1	
July 2008+	19	53	19	7	-	2	

* Asked of one-half the respondents (FORM A).
 ** Asked of one-half the respondents (FORM B).
 + Results shown reflect responses among registered voters.

20. As you think about the presidential race and the direction in which the next president will take the country, who do you think would be the safer choice for president —John McCain or Barack Obama?

	<u>9/08+*</u>	<u>7/08+</u>	
John McCain	48	46	[230]
Barack Obama	43	41	
Both (VOL)	1	1	
Depends (VOL)	2	NA	
Neither (VOL)	2	5	
Not sure	4	7	

* Asked of one-half the respondents (FORM A).
+ Results shown reflect responses among registered voters.

21. As you think about the presidential race and the direction in which the next president will take the country, who do you think would be the riskier choice for president —John McCain or Barack Obama?

	<u>9/08+**</u>	<u>8/08+</u>	<u>7/08+</u>	
John McCain	41	37	35	[231]
Barack Obama	48	51	55	
Both equally (VOL)	5	5	3	
Depends (VOL)	2	NA	NA	
Neither (VOL)	1	1	1	
Not sure	3	6	6	

** Asked of one-half the respondents (FORM B).
+ Results shown reflect responses among registered voters.

22a. In thinking about John McCain as president, do you feel that his direction, agenda, and policies would be mostly different from George W. Bush or mostly the same as George W. Bush? + *

Mostly different from George W. Bush	35	[232]
Mostly the same as George W. Bush	58	
Not sure	7	

* Asked of one-half the respondents (FORM A).
+ Results shown reflect responses among registered voters.

22b. Please tell me how closely you believe John McCain would follow and support George W. Bush's programs and policies if elected president—very closely, somewhat closely, not too closely, or not closely at all.

	<u>9/08+**</u>	<u>8/08+</u>	<u>7/08+</u>	<u>6/08+</u>	<u>3/08+</u>	
Very closely	37	33	32	30	29	[233]
Somewhat closely	37	44	45	46	48	
Not too closely	17	18	16	16	13	
Not closely at all	7	4	5	6	6	
Not sure	2	1	2	2	4	

** Asked of one-half the respondents (FORM B).
+ Results shown reflect responses among registered voters.

23. Which comes closest to your view on abortion--abortion should always be legal, should be legal most of the time, should be made illegal except in cases of rape, incest and to save the mother's life, or abortion should be made illegal without any exceptions? +

	9/08+	11/07 ¹	4/06	1/05	6/04	11/03	1/03	
Always legal	25	25	27	24	29	29	27	[234]
Legal most of the time	24	15	19	19	12	14	17	
Illegal, with exceptions	37	40	41	41	45	41	40	
Illegal without any exceptions	10	13	10	12	12	13	14	
Not sure.....	4	7	3	4	2	3	2	

+ Results shown reflect responses among registered voters.

¹Comparative data comes from surveys conducted by the Los Angeles Times and Bloomberg.

24. Of the four candidates running for president and vice president, with which one would you most like to have dinner? +

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Barack Obama	40	[235]
Sarah Palin	33	
John McCain	15	
Joe Biden.....	7	
None (VOL)	3	
Not sure	2	

+ Results shown reflect responses among registered voters.

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. Will this year be the first time you have ever voted in a presidential election? +

Yes, first time	9	[236]
No, not first time	91	
Not sure	-	

+ Results shown reflect responses among registered voters.

F2. Are you currently employed? (IF "CURRENTLY EMPLOYED," ASK:) What type of work do you do?

(IF "NOT CURRENTLY EMPLOYED," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work? +

<u>Currently Employed</u>		
Professional, manager	27	[237-238]
White-collar worker	22	
Blue-collar worker.....	13	
Farmer, rancher.....	-	
<u>Not Currently Employed</u>		
Student.....	4	
Homemaker	6	
Retired.....	22	
Unemployed, looking for work	4	
Other	-	
Not sure.....	2	

+ Results shown reflect responses among registered voters.

F3. What is the last grade that you completed in school? +

Grade school	1	[245-246]
Some high school.....	3	
High school graduate	25	
Some college, no degree	15	
Vocational training/2-year college	13	
4-year college/bachelor's degree	25	
Some postgraduate work, no degree	2	
2-3 years postgraduate work/master's degree	12	
Doctoral/law degree	3	
Not sure/refused.....	1	

+ Results shown reflect responses among registered voters.

F4. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? +

Strong Democrat.....	25	[247]
Not very strong Democrat	6	
Independent/lean Democrat.....	13	
Strictly independent	15	
Independent/lean Republican	12	
Not very strong Republican	8	
Strong Republican	16	
Other (VOL).....	3	
Not sure.....	2	

+ Results shown reflect responses among registered voters.

F5. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? **(IF "LIBERAL" OR "CONSERVATIVE," ASK:)** Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)? +

Very liberal	10	[248]
Somewhat liberal	16	
Moderate	35	
Somewhat conservative	20	
Very conservative	14	
Not sure	5	

+ Results shown reflect responses among registered voters.

F6a. What is your religion? +

Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	54	CONTINUE	[249]
Catholic	23		
Jewish	3	Skip to	
Muslim	1	Conclusion	
Mormon/LDS/Church of Jesus Christ of Latter Day Saints	1		
Other	6		
None.....	10	CONTINUE	
Not sure/refused	2		

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO SAY PROTESTANT, OTHER, NONE, OR NOT SURE IN Q.F6a.)

F6b. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way? +

Fundamentalist/evangelical	20	[250]
Neither fundamentalist nor evangelical	45	
Not sure	7	
Catholic/Jewish/Muslim/Mormon (Q.F6a).....	28	

+ Results shown reflect responses among registered voters.

The Wall Street Journal/NBC News poll was based on a cross section of 807 registered voters, plus an oversample of 53 interviews among voters who only use a cell phone, conducted Sept. 6-8 by the polling organizations of Peter Hart and Neil Newhouse.

The national sample was drawn in the following manner: 350 geographic points were randomly selected proportionate to the population of each region and, within each region, by size of place. The cell phone sample was drawn from a list of cell phone users nationally, and respondents were screened to ensure that their cell phone is their only phone.

Individuals were selected by a method that gave all telephone numbers, listed and unlisted, an equal chance of being included.

One registered voter, 18 years or older, was selected from each household by a procedure to provide a balance of respondents by sex. The data's margin of error is plus or minus 3.3 percentage points; sample tolerances for subgroups are larger.