

**HART / NEWHOUSE**

**NBC News/Wall Street Journal Survey**

**Study #6084**

**July 18-21, 2008**

**Overall margin of error:  $\pm 3.1$  percentage points**

<b>Margins of Error for Subsample Questions</b>		
<b>Question Number</b>	<b>Subsample</b>	<b>Margin Of Error (+/-)</b>
20a, 22a	Half sample (Form A)	4.4
16, 18, 22b, 34b	Half sample (Form B)	4.4
13b	Respondents voting for John McCain (Q12)	4.9
13b	Respondents voting for Barack Obama (Q12)	4.4

Interviews: 1,074 voters  
 Cross section of 1,003 registered voters  
 Oversample of 71 Hispanic voters  
 Total of 156 Hispanic voters  
 Dates: July 18-21, 2008

**FINAL**

Study #6084  
 NBC News/Wall Street Journal Survey  
 July 2008

47 Male  
 53 Female  
**[109]**

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

*The margin of error for a  
 crossection of 1,003 interviews is ± 3.1%*

**NOTE: The results contained in this document reflect results among the national crossection of voters ONLY. These results accurately represent the ethnic makeup of the national electorate. Oversample interviews among Hispanics were aggregated and tabulated separately from the national crossection.**

12. If the next election for president were held today, and John McCain were the Republican candidate and Barack Obama were the Democratic candidate, for whom would you vote?

	<u>7/08+</u>		<u>6/08+</u>	<u>4/08+</u>	<u>3/24- 25/08+</u>	<u>3/7- 10/08+</u>	<u>1/08+</u>	<u>4/07</u>	
John McCain .....	41	<b>CONTINUE</b>	41	43	42	44	43	39	<b>[169]</b>
Barack Obama .....	47		47	46	44	47	41	45	
Depends (VOL) .....	2		2	1	3	1	4	1	
Neither/other (VOL) .....	4	<b>Skip to Q.14</b>	4	5	4	3	5	5	
Not sure.....	6		6	5	7	5	7	10	

+ Results shown reflect responses among registered voters.

**(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.12.)**

13b. When it comes to your vote for **(CANDIDATE CHOSEN IN Q.12)**, 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?

	<u>McCain Voters+</u>	<u>Obama Voters+</u>	
Excited .....	14	44	<b>[171]</b>
Satisfied .....	42	33	
Lesser of two evils .....	43	22	
Not sure .....	1	1	

+ Results shown reflect responses among registered voters.

15. As you think about the presidential race and how you are going to vote, do you find yourself focusing more on what kind of president you think Barack Obama would be or more on what kind of president John McCain would be? +

The kind of president Obama would be .....	51	<b>[173]</b>
The kind of president McCain would be .....	27	
Both (VOL) .....	16	
Not sure .....	6	

+ Results shown reflect responses among registered voters.

16. If the next election for president were held today, and John McCain were the Republican candidate, Barack Obama were the Democratic candidate, Bob Barr were the Libertarian candidate, and Ralph Nader were an independent candidate, for whom would you vote? \*\* +

John McCain .....	35	<b>[174]</b>
Barack Obama .....	48	
Bob Barr .....	2	
Ralph Nader .....	5	
Depends (VOL) .....	1	
Neither/other (VOL) .....	3	
Not sure .....	6	

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

+ Results shown reflect responses among registered voters.

18. 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 ** .....	59	15	20	4	-	2	<b>[210]</b>
Offering hope and optimism for the future * .....	54	19	17	7	1	2	<b>[178]</b>
Being compassionate enough to understand average people * .....	46	22	21	10	-	1	<b>[179]</b>
Improving America's standing in the world ** .....	44	30	14	7	1	4	<b>[212]</b>
Having the strong leadership qualities needed to be president * .....	31	42	19	7	-	1	<b>[208]</b>
Being consistent and standing up for his							

beliefs ** .....	30	38	21	8	-	3	<b>[211]</b>
Being honest and straightforward *.....	29	33	20	15	1	2	<b>[180]</b>
Being a good commander-in-chief ** .....	25	53	14	4	1	3	<b>[209]</b>
Being knowledgeable and experienced enough to handle the presidency *.....	19	53	19	7	-	2	<b>[177]</b>

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

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

+ Results shown reflect responses among registered voters.

**Regardless of who you may be supporting for president...**

20a. 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? \* +

John McCain .....	35	<b>[215]</b>
Barack Obama .....	55	
Both (VOL) .....	3	
Neither (VOL) .....	1	
Not sure.....	6	

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

22a. I'm going to read you some qualities that a candidate for vice president might have. Of these qualities, which one or two do you think it is most important for Barack Obama's vice presidential choice to have? \* +

*THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE*

Is an expert in military or foreign affairs .....	50	<b>[219]</b>
Is an expert on the economy .....	42	>
Has experience in the business world .....	15	
Has served as a member of Congress .....	14	
Has served as governor of a state .....	12	
Is liberal on social issues .....	11	
None (VOL) .....	3	
Not sure .....	4	

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

22b. I'm going to read you some qualities that a candidate for vice president might have. Of these qualities, which one or two do you think are most important for John McCain's vice presidential choice to have? \*\* +

*THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE*

Is an expert on the economy .....	60	<b>[220]</b>
Is an expert in military or foreign affairs .....	25	>
Has experience in the business world .....	22	
Is conservative on social issues .....	13	
Has served as governor of a state .....	12	
Has served as a member of Congress .....	11	
None (VOL) .....	3	
Not sure .....	4	

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

34b. As you may know, the president of Iraq has said that the United States should set a timetable for withdrawal of troops from Iraq. Do you believe that it is a good idea or a bad idea for the United States to set a timetable for withdrawal of troops

from Iraq? \*\* +

Good idea.....	60	<b>[244]</b>
Bad idea .....	30	
Not sure.....	10	

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