

HART / NEWHOUSE

**NBC News/Wall Street Journal Survey
Study #6086
September 6-8, 2008**

Margins of Error for Subsample Questions		
Question Number	Subsample	Margin Of Error (+/-)
5	Half sample (Form A)	4.7
5, 22b	Half sample (Form B)	4.7
7b (McCain)	Respondents voting for John McCain (Q6)	5.0
7b (Obama)	Respondents voting for Barack Obama (Q6)	4.8

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 $\pm 3.3\%$**

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.)

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.

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.

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	
	<u>Very</u>	<u>Fairly</u>	<u>Just Somewhat</u>	<u>Not That</u>			
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.

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.

	<u>Has Background/ Set Of Values I Identify With</u>	<u>Does NOT Have Background/ Set Of Values I Identify With</u>	<u>Not Sure</u>	
	John McCain			
September 2008+.....	59	36	5	[216]
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				
September 2008+.....	53	40	7	[217]
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.

- 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.