



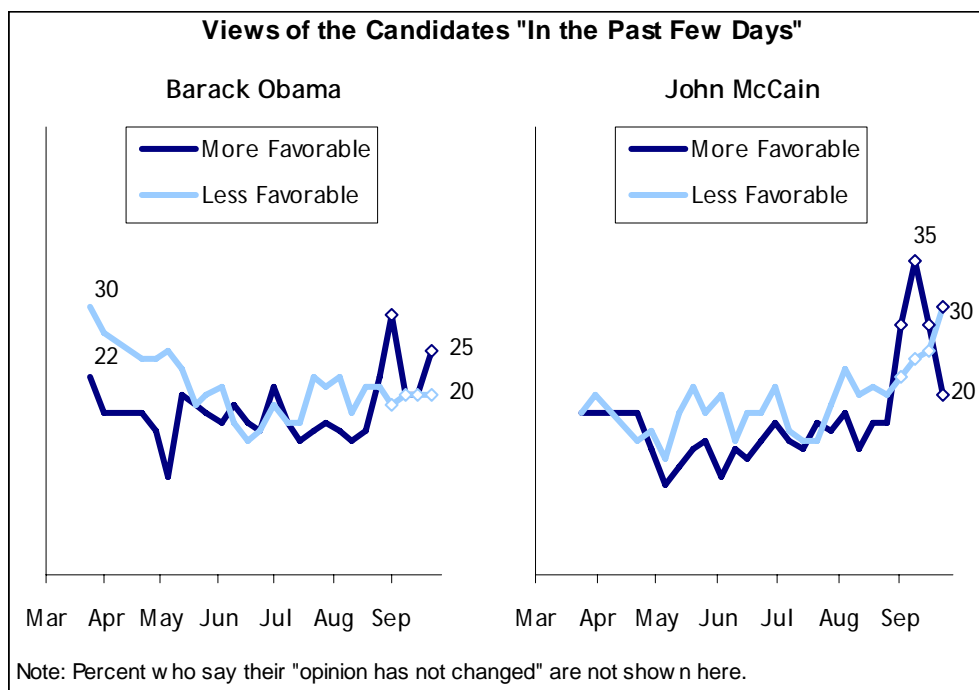
FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
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Public Looking Forward to Debate
McCAIN'S IMAGE FALTERED IN WEEK OF WALL STREET WOES

Views of John McCain turned somewhat more negative last week, amid record public interest in economic news. In a survey conducted Sept. 19-22, fully half of the public said their opinion of the GOP nominee had changed in the past few days, with 30% saying their opinion has become less favorable and only 20% saying their view has become more favorable. McCain's public image had improved significantly the week he chose Sarah Palin to be his vice presidential running mate and the week of the GOP convention.

While partisan views of McCain have remained relatively stable over this period, the balance of opinion among independents has shifted significantly. In the most recent poll, 30% of independents say their opinion of McCain has become less favorable in recent days, while 18% say their opinion has become more favorable. By comparison, the previous week only 21% of independents said their opinion of McCain had become less favorable and 28% said their view of him had become more favorable.



Views of Obama were more stable last week and have generally fluctuated less than have views of McCain in recent weeks. Overall, 25% of the public say their opinion of Obama has become more favorable in recent days, while 20% say their opinion has become less favorable; 53% say their opinion of the Democratic nominee had not changed recently.

| | Sept 12-15 | | Sept 19-22 | |
|--------------|------------|----------|------------|----------|
| | More Fav | Less Fav | More Fav | Less Fav |
| | % | % | % | % |
| Total | 28 | 25 | 20 | 30 |
| Republicans | 53 | 3 | 47 | 4 |
| Democrats | 10 | 45 | 5 | 50 |
| Independents | 28 | 21 | 18 | 30 |

Question: In the past few days, have you come to have a MORE favorable opinion of _____, a LESS favorable opinion, or hasn't your opinion of him changed recently?

The survey finds considerable public interest in Friday's scheduled presidential debate, which was cast into doubt by McCain's Sept. 24 announcement that he is suspending his presidential campaign. Fully 58% of Americans say they are very likely to watch the debate, while 24% said they are somewhat likely to tune in. More than six-in-ten Democrats (63%) and nearly as many Republicans say they are very likely to watch the debate. While independents are somewhat less likely to tune in, a majority (54%) say they are very likely to watch.

There is no clear consensus as to which candidate will deliver the best performance in the University of Mississippi debate: About four-in-ten (42%) think McCain will do the best job in Friday's debate, while 39% say Obama will do better. Republicans and Democrats line up solidly behind their respective party nominees in making predictions about the outcome of the debate. However, independents give McCain a slight edge: 42% say McCain will do the best job in the debate, 31% choose Obama.

| <i>Which candidate will do best?</i> | Total % | Rep % | Dem % | Ind % |
|--------------------------------------|---------|-------|-------|-------|
| McCain | 42 | 83 | 16 | 42 |
| Obama | 39 | 8 | 70 | 31 |
| Both equally (VOL.) | 5 | 2 | 4 | 10 |
| Neither (VOL.) | 5 | 1 | 3 | 7 |
| Don't know (VOL.) | 9 | 6 | 7 | 10 |
| | 100 | 100 | 100 | 100 |

Many Expect Market Turmoil to Affect Personal Finances

The survey finds that the Wall Street financial crisis is triggering widespread concern among the public. Fully 71% say they think the problems on Wall Street will affect their own personal financial situation a great deal or some. And 39% say as a result of what has been happening with the economy, they have changed the way their money is saved or invested.

A third of Americans (32%) say they expect that the stock market's troubles will affect their personal finances a great deal, while another 39% expect the market turmoil to affect them some. Only about quarter (27%) say their finances will not be affected much, or at all, by Wall Street's troubles.

| | Great deal % | Some % | Not much/ None % | DK % |
|-------------------|-----------------|-----------|------------------------|---------|
| Total | 32 | 39 | 27 | 2=100 |
| Active traders | 46 | 35 | 19 | 0=100 |
| Passive investor* | 32 | 46 | 20 | 2=100 |
| Non-investors | 28 | 30 | 40 | 2=100 |
| Age | | | | |
| 18-29 | 24 | 35 | 40 | 1=100 |
| 30-49 | 35 | 43 | 21 | 1=100 |
| 50-64 | 37 | 38 | 23 | 2=100 |
| 65 and older | 29 | 37 | 30 | 4=100 |

*Passive investors are those who have some long-term investments in the stock market like retirement accounts but do not trade stocks regularly.

Those who currently have money in the stock market – particularly active traders – are more likely to say that troubles on Wall Street will affect their personal finances than are those who have no money in the stock market. Nearly half of active traders (46%) – who comprise 7% of the public who trade stocks pretty regularly – say they expect that the current market upheaval will affect their personal finances a great deal. That compares with 32% of passive investors (those with long-term investments who do not regularly trade stocks); and 28% of non-investors.

From Wall Street to Main Street

The current economic situation has caused many Americans to make changes in their spending and saving practices. Roughly half of Americans (48%) say they have cut back on vacation spending, while 39% say they have changed the way their money is saved or invested as a result of what's been happening in the economy lately.

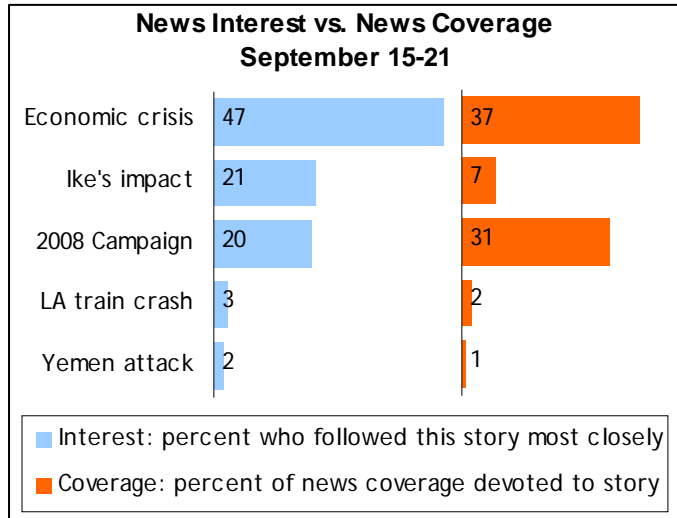
Three-in-ten Americans say they have delayed or cancelled plans to make a major household purchase, such as a computer or appliance; an additional 29% say they have delayed or scrapped plans to buy a new home or make major home improvements. Nearly a quarter (23%) say the problems with the economy

| <i>Has the recent economy driven you to...</i> | Yes % | No % | DK % |
|--|----------|---------|---------|
| Cut back on vacation plans | 48 | 51 | 1=100 |
| Change the way you save | 39 | 61 | *=100 |
| Delay buying major home appliance | 30 | 69 | 1=100 |
| Delay buying new home/ making improvements | 29 | 70 | 1=100 |
| Adjust retirement plans | 23 | 75 | 2=100 |
| Delay buying a new car | 23 | 77 | *=100 |

have caused them to put off or cancel plans to buy a new car, while the same percentage reports adjusting their retirement plans.

News of the Week: Wall Street and Weather

For the public, the events on Wall Street and news about the economy were clearly the dominant stories. Fully 47% cited either Wall Street turmoil (27%) or reports on the economy (20%) as the story they followed most closely last week. While there was considerable interest in the campaign, far fewer people (20%) cited this as their top story of the week.



The national news media divided its attention between the campaign and the economic crisis last week. According to the Pew Research Center’s Project for Excellence in Journalism (PEJ), 37% of the national newshole was devoted to the turmoil on Wall Street and the government’s response while 31% was focused on the campaign.

For the first time in the general election period, John McCain was the top campaign newsmaker. According to PEJ, McCain was featured prominently in 65% of all campaign stories while Obama was featured in 59% of the stories. Coverage of Sarah Palin fell off considerably – 26% of campaign stories featured Palin compared with 53% the previous week.

The public’s news menu was extensive last week. Aside from the economy and the campaign, 42% say they followed news about the impact of Hurricane Ike; 21% cite this as the story they followed most closely last week.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center’s longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media’s agenda. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism’s News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected from September 15-21 and survey data measuring public interest in the top news stories of the week were collected September 19-22 from a nationally representative sample of 1,003 adults.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events.

This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 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, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.

About the Pew Research Center for the People & the Press

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
Kim Parker, Senior Researcher
Michael Remez, Senior Writer
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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
SEPTEMBER 19-22, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,003

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY]

| | <u>Barack Obama</u> | <u>John McCain</u> | <u>Sarah Palin¹</u> | <u>Other²</u> | <u>Don't know/ Refused</u> |
|-----------------------|-------------------------|------------------------|------------------------------------|--------------------------|--------------------------------|
| September 19-22, 2008 | 39 | 35 | 10 | 5 | 11=100 |
| September 12-15, 2008 | 32 | 41 | 17 | 2 | 8=100 |
| September 5-8, 2008 | 28 | 54 | 10 | 2 | 6=100 |
| August 29-31, 2008 | 81 | 11 | | 2 | 6=100 |
| August 22-25, 2008 | 77 | 11 | | 3 | 9=100 |
| August 15-18, 2008 | 62 | 19 | | 4 | 15=100 |
| August 8-11, 2008 | 69 | 15 | | 5 | 11=100 |
| August 1-4, 2008 | 76 | 11 | | 4 | 9=100 |
| July 25-28, 2008 | 77 | 9 | | 3 | 11=100 |
| July 18-21, 2008 | 76 | 10 | | 2 | 12=100 |
| July 11-14, 2008 | 72 | 10 | | 5 | 13=100 |
| July 3-7, 2008 | 71 | 11 | | 3 | 15=100 |
| June 27-30, 2008 | 75 | 10 | | 5 | 10=100 |
| June 20-23, 2008 | 74 | 12 | | 4 | 10=100 |
| June 13-16, 2008 | 69 | 12 | | 7 | 12=100 |
| June 6-9, 2008 | 67 | 2 | | 23 | 8=100 |
| May 30-June 2, 2008 | 54 | 5 | | 28 | 13=100 |
| May 22-25, 2008 | 51 | 8 | | 29 | 12=100 |
| May 16-19, 2008 | 59 | 4 | | 27 | 10=100 |
| May 9-12, 2008 | 52 | 2 | | 38 | 8=100 |
| May 2-5, 2008 | 57 | 2 | | 31 | 10=100 |
| April 25-28, 2008 | 46 | 3 | | 39 | 12=100 |
| April 18-21, 2008 | 55 | 4 | | 29 | 12=100 |
| April 11-14, 2008 | 51 | 8 | | 26 | 15=100 |
| April 4-7, 2008 | 45 | 6 | | 35 | 14=100 |
| March 28-31, 2008 | 53 | 4 | | 32 | 11=100 |
| March 20-24, 2008 | 70 | 3 | | 16 | 11=100 |
| March 14-17, 2008 | 57 | 4 | | 28 | 11=100 |
| March 7-10, 2008 | 38 | 6 | | 41 | 15=100 |

Q.2 Please think about each of the following candidates [INSERT NAME]. In the past few days, have you come to have a MORE favorable opinion of (him/her), a LESS favorable opinion, or hasn't your opinion of (him/her) changed lately? ³ [ROTATE IN BLOCKS: A/B FIRST, FOLLOWED BY C/D]

| | <u>More Favorable</u> | <u>Less Favorable</u> | <u>Opinion has Not changed</u> | <u>Don't know</u> |
|-----------------------|---------------------------|---------------------------|------------------------------------|-----------------------|
| a. Barack Obama | 25 | 20 | 53 | 2=100 |
| September 12-15, 2008 | 20 | 20 | 58 | 2=100 |
| September 5-8, 2008 | 20 | 20 | 59 | 1=100 |
| August 29-31, 2008 | 29 | 19 | 50 | 2=100 |
| August 22-25, 2008 | 22 | 21 | 54 | 3=100 |

¹ Although the question specifically asks respondents to name a "presidential" candidate, Sarah Palin was accepted, as all responses were volunteered.

² "Other" includes responses for Hillary Clinton.

³ Prior to September 12-15, the question was worded, "Please think about each of the following *presidential* candidates..."

Q.2 CONTINUED...

| | More <u>Favorable</u> | Less <u>Favorable</u> | Opinion has <u>Not change</u> | Don't <u>know</u> |
|-----------------------|--------------------------|--------------------------|----------------------------------|----------------------|
| August 15-18, 2008 | 16 | 21 | 60 | 3=100 |
| August 8-11, 2008 | 15 | 18 | 64 | 3=100 |
| August 1-4, 2008 | 16 | 22 | 60 | 2=100 |
| July 25-28, 2008 | 17 | 21 | 59 | 3=100 |
| July 18-21, 2008 | 16 | 22 | 60 | 2=100 |
| July 11-14, 2008 | 15 | 17 | 64 | 4=100 |
| July 3-7, 2008 | 17 | 17 | 62 | 4=100 |
| June 27-30, 2008 | 21 | 19 | 56 | 4=100 |
| June 20-23, 2008 | 16 | 16 | 66 | 2=100 |
| June 13-16, 2008 | 17 | 15 | 64 | 4=100 |
| June 6-9, 2008 | 19 | 17 | 61 | 3=100 |
| May 30-June 2, 2008 | 17 | 21 | 58 | 4=100 |
| May 22-25, 2008 | 18 | 20 | 60 | 2=100 |
| May 16-19, 2008 | 19 | 19 | 59 | 3=100 |
| May 9-12, 2008 | 20 | 23 | 55 | 2=100 |
| May 2-5, 2008 | 11 | 25 | 59 | 5=100 |
| April 25-28, 2008 | 16 | 24 | 58 | 2=100 |
| April 18-21, 2008 | 18 | 24 | 54 | 4=100 |
| March 28-31, 2008 | 18 | 27 | 52 | 3=100 |
| March 20-24, 2008 | 22 | 30 | 46 | 2=100 |
| b. John McCain | 20 | 30 | 48 | 2=100 |
| September 12-15, 2008 | 28 | 25 | 45 | 2=100 |
| September 5-8, 2008 | 35 | 24 | 40 | 1=100 |
| August 29-31, 2008 | 28 | 22 | 47 | 3=100 |
| August 22-25, 2008 | 17 | 20 | 60 | 3=100 |
| August 15-18, 2008 | 17 | 21 | 59 | 3=100 |
| August 8-11, 2008 | 14 | 20 | 63 | 3=100 |
| August 1-4, 2008 | 18 | 23 | 57 | 2=100 |
| July 25-28, 2008 | 16 | 19 | 62 | 3=100 |
| July 18-21, 2008 | 17 | 15 | 65 | 3=100 |
| July 11-14, 2008 | 14 | 15 | 66 | 5=100 |
| July 3-7, 2008 | 15 | 16 | 64 | 5=100 |
| June 27-30, 2008 | 17 | 21 | 58 | 4=100 |
| June 20-23, 2008 | 15 | 18 | 65 | 2=100 |
| June 13-16, 2008 | 13 | 18 | 66 | 3=100 |
| June 6-9, 2008 | 14 | 15 | 65 | 6=100 |
| May 30-June 2, 2008 | 11 | 20 | 64 | 5=100 |
| May 22-25, 2008 | 15 | 18 | 63 | 4=100 |
| May 16-19, 2008 | 14 | 21 | 62 | 3=100 |
| May 9-12, 2008 | 12 | 18 | 67 | 3=100 |
| May 2-5, 2008 | 10 | 13 | 71 | 6=100 |
| April 25-28, 2008 | 14 | 16 | 65 | 5=100 |
| April 18-21, 2008 | 18 | 15 | 61 | 6=100 |
| March 28-31, 2008 | 18 | 20 | 57 | 5=100 |
| March 20-24, 2008 | 18 | 18 | 61 | 3=100 |
| c. Joe Biden | 17 | 19 | 55 | 9=100 |
| September 12-15, 2008 | 14 | 18 | 58 | 10=100 |
| d. Sarah Palin | 29 | 34 | 33 | 4=100 |
| September 12-15, 2008 | 31 | 27 | 37 | 5=100 |

Q.3 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; ROTATE ITEMS IN BLOCKS A-C FIRST, FOLLOWED BY D-F] [IF NECESSARY** “Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?”]

| | Very Closely | Fairly Closely | Not too Closely | Not at all Closely | DK/Refused |
|---|--------------|----------------|-----------------|--------------------|------------|
| a. The impact of Hurricane Ike | 42 | 37 | 16 | 5 | *=100 |
| September 12-15, 2008 (<i>Hurricane Ike</i>) | 50 | 32 | 13 | 5 | *=100 |
| TREND FOR COMPARISON: | | | | | |
| September 5-8, 2008: <i>Hanna (Southeast)</i> | 34 | 37 | 19 | 10 | 0=100 |
| September 5-8, 2008: <i>Gustav (Gulf coast)</i> | 42 | 35 | 17 | 6 | *=100 |
| August 29-31, 2008: <i>Gustav(Gulf coast)</i> | 33 | 30 | 23 | 14 | *=100 |
| July 25-28, 2008: <i>Dolly (Texas coast)</i> | 19 | 29 | 29 | 23 | *=100 |
| November 2-5, 2007: <i>Noel (Bahamas and Cuba)</i> | 11 | 22 | 31 | 35 | 1=100 |
| September 7-10, 2007: <i>Felix and Henriette (Mexico and Central America)</i> | 14 | 29 | 29 | 27 | 1=100 |
| August 24-27, 2007: <i>Dean (Mexico and Caribbean)</i> | 18 | 39 | 24 | 18 | 1=100 |
| November, 2005: <i>Wilma (Mexico and Florida)</i> | 34 | 37 | 21 | 8 | *=100 |
| September, 2005: <i>Katrina (New Orleans and Gulf Coast)</i> | 70 | 21 | 7 | 2 | *=100 |
| July, 2005: <i>Recent hurricanes (Gulf coast)</i> | 38 | 37 | 17 | 8 | *=100 |
| September, 2003: <i>Isabel</i> | 47 | 28 | 15 | 10 | *=100 |
| Early October, 2002: <i>Recent hurricanes (Gulf of Mexico and Louisiana)</i> | 38 | 34 | 18 | 10 | *=100 |
| b. Reports about the condition of the U.S. economy | 56 | 27 | 12 | 5 | *=100 |
| September 5-8, 2008 | 44 | 33 | 16 | 7 | *=100 |
| August 29-31, 2008 | 41 | 34 | 13 | 11 | 1=100 |
| August 15-18, 2008 | 39 | 36 | 15 | 10 | *=100 |
| August 8-11, 2008 | 39 | 35 | 16 | 10 | *=100 |
| August 1-4, 2008 | 47 | 34 | 11 | 8 | 0=100 |
| July 25-28, 2008 | 46 | 32 | 10 | 12 | *=100 |
| July 18-21, 2008 | 45 | 33 | 13 | 9 | *=100 |
| July 11-14, 2008 | 44 | 33 | 12 | 10 | 1=100 |
| June 27-30, 2008 | 49 | 31 | 12 | 7 | 1=100 |
| June 13-16, 2008 | 42 | 33 | 14 | 11 | *=100 |
| May 9-12, 2008 | 45 | 31 | 13 | 11 | *=100 |
| May 2-5, 2008 | 43 | 31 | 15 | 10 | 1=100 |
| April 18-21, 2008 | 41 | 35 | 13 | 10 | 1=100 |
| April 4-7, 2008 | 39 | 37 | 12 | 12 | *=100 |
| March 28-31, 2008 | 42 | 36 | 14 | 8 | *=100 |
| March 20-24, 2008 | 45 | 33 | 13 | 9 | *=100 |
| February 29-March 3, 2008 | 38 | 35 | 15 | 11 | 1=100 |
| February 15-18, 2008 | 37 | 36 | 11 | 16 | 8=100 |
| February 1-4, 2008 | 40 | 37 | 14 | 8 | 1=100 |
| January 18-21, 2008 | 42 | 31 | 16 | 11 | *=100 |
| January 11-14, 2008 | 36 | 32 | 15 | 16 | 1=100 |
| November 2-5, 2007 | 27 | 37 | 16 | 19 | 1=100 |
| October 19-22, 2007 | 25 | 34 | 20 | 21 | *=100 |
| August 10-13, 2007 | 28 | 36 | 18 | 18 | *=100 |
| Mid-November, 2006 | 31 | 40 | 17 | 11 | 1=100 |

Q.3 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|-----------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| December, 2005 | 35 | 35 | 18 | 11 | 1=100 |
| Early November, 2005 | 35 | 39 | 17 | 9 | *=100 |
| Mid-May, 2005 | 30 | 39 | 19 | 11 | 1=100 |
| January, 2005 | 35 | 41 | 17 | 7 | *=100 |
| Mid-October, 2004 | 30 | 43 | 16 | 10 | 1=100 |
| Early September, 2004 | 39 | 34 | 15 | 11 | 1=100 |
| Mid-January, 2004 | 37 | 41 | 15 | 7 | *=100 |
| December, 2003 | 35 | 38 | 14 | 11 | 2=100 |
| November, 2003 | 40 | 34 | 15 | 10 | 1=100 |
| October, 2003 | 32 | 39 | 16 | 12 | 1=100 |
| September, 2003 | 39 | 30 | 18 | 12 | 1=100 |
| March, 2003 | 40 | 35 | 16 | 8 | 1=100 |
| February, 2003 | 42 | 33 | 15 | 10 | *=100 |
| January, 2003 | 40 | 35 | 13 | 11 | 1=100 |
| December, 2002 | 38 | 34 | 17 | 10 | 1=100 |
| February, 2002 | 35 | 40 | 15 | 9 | 1=100 |
| January, 2002 | 30 | 44 | 16 | 9 | 1=100 |
| December, 2001 | 37 | 40 | 13 | 8 | 2=100 |
| Mid-November, 2001 | 41 | 36 | 15 | 7 | 1=100 |
| June, 2001 | 24 | 41 | 18 | 16 | 1=100 |
| May, 2001 | 34 | 36 | 15 | 15 | 0=100 |
| April, 2001 | 36 | 34 | 16 | 13 | 1=100 |
| February, 2001 | 30 | 39 | 18 | 12 | 1=100 |
| January, 2001 | 32 | 38 | 17 | 11 | 2=100 |
| June, 1995 | 26 | 41 | 22 | 11 | *=100 |
| March, 1995 | 27 | 45 | 19 | 9 | *=100 |
| February, 1995 | 23 | 41 | 22 | 13 | 1=100 |
| December, 1994 | 28 | 43 | 20 | 9 | *=100 |
| October, 1994 | 27 | 40 | 20 | 12 | 1=100 |
| June, 1994 | 25 | 42 | 23 | 10 | *=100 |
| May, 1994 | 33 | 40 | 16 | 10 | 1=100 |
| January, 1994 | 34 | 39 | 16 | 10 | 1=100 |
| Early January, 1994 | 36 | 44 | 13 | 7 | *=100 |
| December, 1993 | 35 | 41 | 15 | 8 | 1=100 |
| October, 1993 | 33 | 38 | 20 | 9 | *=100 |
| September, 1993 | 37 | 40 | 14 | 8 | 1=100 |
| Early September, 1993 | 39 | 39 | 14 | 9 | *=100 |
| August, 1993 | 41 | 36 | 14 | 9 | *=100 |
| May, 1993 | 37 | 38 | 18 | 6 | 1=100 |
| February, 1993 | 49 | 36 | 10 | 5 | *=100 |
| January, 1993 | 42 | 39 | 12 | 7 | *=100 |
| September, 1992 | 43 | 37 | 13 | 6 | 1=100 |
| May, 1992 | 39 | 39 | 15 | 6 | 1=100 |
| March, 1992 | 47 | 38 | 11 | 4 | *=100 |
| February, 1992 | 47 | 37 | 10 | 6 | *=100 |
| January, 1992 | 44 | 40 | 11 | 5 | *=100 |
| October, 1991 | 36 | 38 | 16 | 9 | 1=100 |

Q.3 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|---|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| c. The collision between two trains near Los Angeles | 14 | 31 | 30 | 24 | 1=100 |
| TREND FOR COMPARISON:⁴ | | | | | |
| March, 1999: Illinois Amtrak derailment | 31 | 39 | 19 | 11 | *=100 |
| February, 1996: Train crashes in Maryland, Colorado and New Jersey | 24 | 40 | 24 | 11 | 1=100 |
| September, 1993: Alabama Amtrak wreck | 40 | 37 | 15 | 7 | 1=100 |
| d. Turmoil among major financial institutions on Wall Street | 49 | 28 | 14 | 9 | *=100 |
| TREND FOR COMPARISON:⁵ | | | | | |
| September 12-15, 2008: Government takeover of Fannie Mae and Freddie Mac | 28 | 35 | 19 | 17 | 1=100 |
| March 20-24, 2008: Bear Stearns buyout | 21 | 26 | 21 | 32 | *=100 |
| August, 1989: Savings and loan bailout | 26 | 30 | 20 | 23 | 1=100 |
| e. A terrorist bombing at the U.S. embassy in Yemen | 15 | 27 | 31 | 26 | 1=100 |
| TREND FOR COMPARISON:⁶ | | | | | |
| Mid-October, 2000: Attack on USS Cole | 44 | 35 | 12 | 9 | *=100 |
| f. News about candidates for the 2008 presidential election | 47 | 33 | 14 | 6 | *=100 |
| September 12-15, 2008 | 40 | 38 | 14 | 7 | 1=100 |
| September 5-8, 2008 | 45 | 39 | 12 | 4 | *=100 |
| August 29-31, 2008 | 45 | 32 | 15 | 8 | *=100 |
| August 22-25, 2008 | 31 | 36 | 22 | 11 | *=100 |
| August 15-18, 2008 | 25 | 41 | 19 | 14 | 1=100 |
| August 8-11, 2008 | 27 | 38 | 22 | 13 | *=100 |
| August 1-4, 2008 | 30 | 42 | 19 | 9 | *=100 |
| July 25-28, 2008 | 30 | 34 | 21 | 15 | *=100 |
| July 18-21, 2008 | 30 | 35 | 21 | 14 | *=100 |
| July 11-14, 2008 | 28 | 34 | 22 | 15 | 1=100 |
| July 3-7, 2008 | 25 | 35 | 23 | 17 | *=100 |
| June 27-30, 2008 | 39 | 33 | 18 | 10 | *=100 |
| June 20-23, 2008 | 28 | 38 | 22 | 12 | *=100 |
| June 13-16, 2008 | 35 | 35 | 20 | 10 | *=100 |
| June 6-9, 2008 | 38 | 35 | 17 | 10 | *=100 |
| May 30-June 2, 2008 | 30 | 35 | 21 | 14 | *=100 |
| May 22-25, 2008 | 32 | 37 | 20 | 11 | *=100 |
| May 16-19, 2008 | 33 | 37 | 19 | 10 | 1=100 |
| May 9-12, 2008 | 35 | 36 | 18 | 11 | *=100 |
| May 2-5, 2008 | 27 | 35 | 23 | 14 | 1=100 |
| April 25-28, 2008 | 34 | 37 | 18 | 11 | *=100 |
| April 18-21, 2008 | 29 | 41 | 19 | 10 | 1=100 |
| April 11-14, 2008 | 31 | 37 | 22 | 10 | *=100 |

⁴ March, 1999 asked about: "The derailment of an Amtrak train in Illinois." February, 1996 asked about: "Recent train crashes in Maryland, Colorado and New Jersey." September, 1993 asked about: "The Amtrak train wreck in Alabama."

⁵ September 12-15, 2008 asked about: "The federal government taking control of the mortgage companies Fannie Mae and Freddie Mac." March 20-24, 2008 asked about: "The buyout of Wall Street investment bank Bear Stearns." August, 1989 asked about: "Passage in Congress of a bill to bailout ailing savings and loan institutions."

⁶ Mid-October, 2000 asked about: "The terrorist attack on the navy warship USS Cole."

Q.3 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|----------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| April 4-7, 2008 | 33 | 36 | 17 | 14 | *=100 |
| March 28-31, 2008 | 31 | 41 | 18 | 10 | *=100 |
| March 20-24, 2008 | 34 | 37 | 18 | 11 | *=100 |
| March 14-17, 2008 | 40 | 37 | 16 | 7 | *=100 |
| March 7-10, 2008 | 39 | 36 | 15 | 9 | 1=100 |
| February 29-March 3, 2008 | 43 | 34 | 14 | 9 | *=100 |
| February 22-25, 2008 | 42 | 37 | 13 | 8 | *=100 |
| February 15-18, 2008 | 44 | 36 | 10 | 10 | *=100 |
| February 8-11, 2008 | 39 | 37 | 15 | 9 | 0=100 |
| February 1-4, 2008 | 37 | 35 | 16 | 12 | *=100 |
| January 25-28, 2008 | 36 | 37 | 14 | 12 | 1=100 |
| January 18-21, 2008 | 36 | 34 | 18 | 12 | *=100 |
| January 11-14, 2008 ⁷ | 32 | 31 | 19 | 17 | 1=100 |
| January 4-7, 2008 | 33 | 36 | 19 | 11 | 1=100 |
| December 14-17, 2007 | 25 | 34 | 22 | 19 | *=100 |
| December 7-10, 2007 | 24 | 35 | 22 | 19 | *=100 |
| November 30 – December 3, 2007 | 23 | 35 | 23 | 19 | *=100 |
| November 23-26, 2007 | 20 | 33 | 26 | 20 | 1=100 |
| November 16-19, 2007 | 26 | 33 | 21 | 19 | 1=100 |
| November 9-12, 2007 | 21 | 33 | 25 | 21 | *=100 |
| November 2-5, 2007 | 27 | 30 | 21 | 21 | 1=100 |
| October 26-29, 2007 | 21 | 34 | 26 | 19 | *=100 |
| October 19-22, 2007 | 23 | 32 | 22 | 23 | *=100 |
| October 12-15, 2007 | 13 | 31 | 26 | 30 | *=100 |
| October 5-8, 2007 | 22 | 30 | 24 | 24 | *=100 |
| September 28 – October 1, 2007 | 21 | 34 | 25 | 20 | *=100 |
| September 21-24, 2007 | 24 | 31 | 22 | 23 | *=100 |
| September 14-17, 2007 | 22 | 31 | 24 | 23 | *=100 |
| September 7-10, 2007 | 18 | 34 | 26 | 22 | *=100 |
| August 30-September 2, 2007 | 19 | 35 | 21 | 25 | *=100 |
| August 24-27, 2007 | 22 | 28 | 24 | 26 | *=100 |
| August 17-20, 2007 | 19 | 27 | 24 | 30 | *=100 |
| August 10-13, 2007 | 23 | 32 | 21 | 24 | *=100 |
| August 3-6, 2007 | 19 | 31 | 25 | 25 | *=100 |
| July 27-30, 2007 | 19 | 32 | 22 | 26 | 1=100 |
| July 20-23, 2007 | 16 | 26 | 30 | 27 | 1=100 |
| July 13-16, 2007 | 17 | 29 | 27 | 27 | *=100 |
| July 6-9, 2007 | 24 | 29 | 24 | 22 | 1=100 |
| June 29-July 2, 2007 | 20 | 32 | 25 | 23 | *=100 |
| June 22-25, 2007 | 18 | 31 | 21 | 30 | *=100 |
| June 15-18, 2007 | 17 | 32 | 26 | 25 | *=100 |
| June 8-11, 2007 | 19 | 30 | 24 | 26 | 1=100 |
| June 1-4, 2007 | 16 | 27 | 32 | 24 | 1=100 |
| May 24-27, 2007 | 22 | 33 | 23 | 22 | *=100 |
| May 18-21, 2007 | 18 | 31 | 24 | 27 | *=100 |
| May 11-14, 2007 | 18 | 30 | 23 | 28 | 1=100 |
| May 4-7, 2007 | 23 | 34 | 21 | 21 | 1=100 |
| April 27-30, 2007 | 14 | 30 | 29 | 26 | 1=100 |
| April 20-23, 2007 | 18 | 28 | 27 | 27 | *=100 |
| April 12-16, 2007 | 18 | 28 | 27 | 27 | *=100 |
| April 5-9, 2007 | 25 | 30 | 26 | 19 | *=100 |

⁷ January 11-14, 2008 asked about: “News about the New Hampshire primaries and the presidential campaign.”

Q.3 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|--|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| March 30-April 2, 2007 | 20 | 29 | 27 | 23 | 1=100 |
| March 23-26, 2007 | 20 | 32 | 22 | 26 | *=100 |
| March 16-19, 2007 | 15 | 28 | 29 | 27 | 1=100 |
| March 9-12, 2007 | 24 | 30 | 23 | 23 | *=100 |
| March 2-5, 2007 | 19 | 31 | 26 | 23 | 1=100 |
| February 23-26, 2007 | 22 | 33 | 24 | 21 | *=100 |
| February 16-19, 2007 | 18 | 32 | 22 | 27 | 1=100 |
| February 9-12, 2007 | 24 | 30 | 24 | 21 | 1=100 |
| February 2-5, 2007 | 24 | 36 | 22 | 18 | *=100 |
| January 26-29, 2007 | 24 | 33 | 23 | 20 | *=100 |
| January 19-22, 2007⁸ | 24 | 27 | 22 | 26 | 1=100 |
| 2004 Presidential Election | | | | | |
| November, 2004 (RVs) | 52 | 36 | 8 | 4 | *=100 |
| Mid-October, 2004 | 46 | 30 | 12 | 11 | 1=100 |
| August, 2004 | 32 | 38 | 16 | 14 | *=100 |
| July, 2004 | 29 | 37 | 18 | 15 | 1=100 |
| April, 2004 | 31 | 33 | 19 | 16 | 1=100 |
| Mid-March, 2004 | 35 | 34 | 18 | 13 | *=100 |
| Late February, 2004 | 24 | 40 | 23 | 12 | 1=100 |
| Early February, 2004 ⁹ | 29 | 37 | 20 | 13 | 1=100 |
| Mid-January, 2004 | 16 | 30 | 27 | 26 | 1=100 |
| Early January, 2004 | 14 | 32 | 30 | 23 | 1=100 |
| December, 2003 | 16 | 26 | 27 | 30 | 1=100 |
| November, 2003 | 11 | 26 | 34 | 28 | 1=100 |
| October, 2003 | 12 | 27 | 28 | 32 | 1=100 |
| September, 2003 | 17 | 25 | 30 | 27 | 1=100 |
| Mid-August, 2003 | 12 | 27 | 27 | 33 | 1=100 |
| May, 2003 | 8 | 19 | 31 | 41 | 1=100 |
| January, 2003 | 14 | 28 | 29 | 28 | 1=100 |
| 2000 Presidential Election | | | | | |
| Early November, 2000 (RVs) | 39 | 44 | 12 | 5 | *=100 |
| Mid-October, 2000 (RVs) | 40 | 37 | 15 | 8 | *=100 |
| Early October, 2000 (RVs) | 42 | 36 | 15 | 6 | 1=100 |
| September, 2000 | 22 | 42 | 21 | 15 | *=100 |
| July, 2000 | 21 | 38 | 20 | 20 | 1=100 |
| June, 2000 | 23 | 32 | 23 | 21 | 1=100 |
| May, 2000 | 18 | 33 | 26 | 23 | *=100 |
| April, 2000 | 18 | 39 | 22 | 20 | 1=100 |
| March, 2000 | 26 | 41 | 19 | 13 | 1=100 |
| February, 2000 | 26 | 36 | 21 | 17 | *=100 |
| January, 2000 | 19 | 34 | 28 | 18 | 1=100 |
| December, 1999 | 16 | 36 | 24 | 23 | 1=100 |
| October, 1999 | 17 | 32 | 28 | 22 | 1=100 |

⁸ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁹ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

Q.3 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|--|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| September, 1999 | 15 | 31 | 33 | 20 | 1=100 |
| July, 1999 | 15 | 38 | 24 | 22 | 1=100 |
| June, 1999 | 11 | 25 | 29 | 34 | 1=100 |
| <i>1996 Presidential Election</i> | | | | | |
| November, 1996 (RVs) | 34 | 45 | 15 | 6 | *=100 |
| October, 1996 | 31 | 39 | 18 | 12 | *=100 |
| Early September, 1996 | 24 | 36 | 23 | 17 | *=100 |
| July, 1996 | 22 | 40 | 23 | 14 | 1=100 |
| March, 1996 | 26 | 41 | 20 | 13 | *=100 |
| January, 1996 | 10 | 34 | 31 | 24 | 1=100 |
| September, 1995 | 12 | 36 | 30 | 22 | *=100 |
| August, 1995 | 13 | 34 | 28 | 25 | *=100 |
| June, 1995 | 11 | 31 | 31 | 26 | 1=100 |
| <i>1992 Presidential Election</i> | | | | | |
| October, 1992 (RVs) | 55 | 36 | 7 | 2 | 0=100 |
| September, 1992 (RVs) | 47 | 36 | 11 | 6 | *=100 |
| August, 1992 (RVs) | 36 | 51 | 11 | 2 | 0=100 |
| July, 1992 | 20 | 45 | 26 | 9 | *=100 |
| May, 1992 | 32 | 44 | 16 | 8 | *=100 |
| March, 1992 | 35 | 40 | 16 | 9 | *=100 |
| January, 1992 | 11 | 25 | 36 | 27 | 1=100 |
| December, 1991 | 10 | 28 | 32 | 30 | *=100 |
| October, 1991 | 12 | 26 | 31 | 29 | 2=100 |
| <i>1988 Presidential Election</i> | | | | | |
| October, 1988 (RVs) | 43 | 44 | 11 | 2 | *=100 |
| August, 1988 (RVs) | 39 | 45 | 13 | 3 | *=100 |
| May, 1988 | 22 | 46 | 23 | 6 | 3=100 |
| November, 1987 | 15 | 28 | 35 | 21 | 1=100 |
| September, 1987 | 14 | 34 | 37 | 14 | 1=100 |

Q.4 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 27 Turmoil among major financial institutions on Wall Street
 - 21 The impact of Hurricane Ike
 - 20 Reports about the conditions of the U.S. economy
 - 20 News about the candidates for the 2008 presidential election
 - 3 The collision between two trains near Los Angeles
 - 2 A terrorist bombing at the U.S. embassy in Yemen
 - 2 Some other story (SPECIFY)
 - 5 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.5 How likely is it that you will watch the upcoming foreign policy debate between John McCain and Barack Obama this coming Friday, September 26th – very likely, somewhat likely or not likely?

| | | -----Based on Registered Voters----- | | | | | ----- CBS/NYT ----- | | |
|----------------|---------------------|--------------------------------------|-----------------|----------------|----------------|-----------|---------------------|----------|----------|
| General Public | | Early Oct 2004 ¹⁰ | Early Sept 2004 | Early Oct 2000 | Late Sept 2000 | Sept 1996 | 1992 | 1988 | 1984 |
| | 58 | Very likely | 59 | 61 | 49 | 43 | 43 | 67 | 55 |
| 24 | Somewhat likely, OR | 29 | 27 | 31 | 31 | 34 | 24 | 27 | 27 |
| 18 | Not likely | 11 | 11 | 19 | 22 | 22 | 8 | 17 | 16 |
| * | DK/Refused (VOL.) | <u>1</u> | <u>1</u> | <u>1</u> | <u>4</u> | <u>1</u> | <u>2</u> | <u>1</u> | <u>2</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Q.6 Which candidate do you think will do best in the foreign policy debate? [READ; ROTATE NAMES]

- 42 John McCain [OR]
- 39 Barack Obama
- 5 Both will do equally well (VOL. DO NOT READ)
- 5 Neither (VOL. DO NOT READ)
- 9 Don't know/Refused (VOL. DO NOT READ)
- 100

Now thinking about recent economic news and what's been happening on Wall Street . . .

Q.7 Which would you say has been your MAIN source for news about this story?
[READ AND RANDOMIZE ITEMS 1-5]

- 9 Newspapers
- 21 Network television news, such as ABC, CBS or NBC
- 38 Cable news channels, such as CNN or the Fox News Channel
- 11 Radio
- 17 The Internet
- 2 Some other source (VOL. DO NOT READ)
- 1 Did not follow the story (VOL. DO NOT READ)
- 1 Don't know/Refused (VOL. DO NOT READ)
- 100

QUESTION 8 PREVIOUSLY RELEASED

Q.9 To what extent do you think the problems on Wall Street will affect your personal financial situation?
Would you say . . . [READ IN ORDER]

- 32 A great deal
- 39 Some
- 20 Not much [OR]
- 7 Not at all
- 2 Don't know/Refused (VOL. DO NOT READ)
- 100

¹⁰ In early October, 2004 the question asked: "How likely is it that you will watch either of the upcoming presidential debates between Bush and Kerry this coming Friday, or next Wednesday?" In early September, 2004 the question asked: "How likely is it that you will watch the upcoming presidential debates between John Kerry and George W. Bush?" In late September and early October, 2000 the question asked: "How likely is it that you will watch the upcoming presidential debates between Al Gore and George W. Bush?" In September, 1996 the question asked: "How likely is it that you will watch the upcoming Presidential debates between Bill Clinton and Bob Dole?" The CBS/NYT surveys asked, "How likely is it that you will watch next/this Sunday's debate between ...?" The field dates for the CBS/NYT trends are comparable to the current survey. The 1988 survey is based on the probable electorate.

QUESTIONS 10 THROUGH 10C PREVIOUSLY RELEASED

Q.11 Which of the following best describes your own level of investment in the stock market?

| | | Feb <u>2008</u> | Oct <u>2007</u> | Sept <u>2007</u> |
|----------|---|--------------------|--------------------|---------------------|
| 7 | I trade stocks and other funds pretty regularly | 6 | 6 | 7 |
| 55 | I have some long-term investments like retirement accounts, but don't trade stocks regularly | 46 | 43 | 45 |
| 37 | I don't have any money in the stock market | 46 | 47 | 44 |
| <u>1</u> | Don't know/Refused (VOL.) | <u>2</u> | <u>4</u> | <u>4</u> |
| 100 | | 100 | 100 | 100 |

Q.12 As a result of what's been happening with the economy lately, have you done any of the following?

| | | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> |
|----|--|------------|-----------|---------------|
| a. | Delayed or canceled plans to buy a new home or make major home improvements | 29 | 70 | 1=100 |
| b. | Delayed or canceled plans to buy a new car | 23 | 77 | *=100 |
| c. | Delayed or canceled plans to make a major purchase for your household, such as a computer or appliance | 30 | 69 | 1=100 |
| d. | Cut back on planned spending for vacation travel | 48 | 51 | 1=100 |
| e. | Adjusted your plans for retirement | 23 | 75 | 2=100 |
| f. | Changed the way your money is saved or invested | 39 | 61 | *=100 |