

**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]

	Barack <u>Obama</u>	John <u>McCain</u>	Sarah <u>Palin</u> <sup>1</sup>	<u>Other</u> <sup>2</sup>	Don't know/ <u>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?<sup>3</sup> [ROTATE IN BLOCKS: A/B FIRST, FOLLOWED BY C/D]

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not changed</u>	Don't <u>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

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

<sup>2</sup> "Other" includes responses for Hillary Clinton.

<sup>3</sup> 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
<b>TREND FOR COMPARISON:</b>					
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...**

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

<sup>4</sup> 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."

<sup>5</sup> 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."

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

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 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 <sup>7</sup>	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
March 30-April 2, 2007	20	29	27	23	1=100

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

**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>
<b>March 23-26, 2007</b>	<b>20</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<b>March 16-19, 2007</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>1=100</b>
<b>March 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>23</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>23</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>February 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>January 19-22, 2007<sup>8</sup></b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<b>2004 Presidential Election</b>					
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 <sup>9</sup>	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
<b>2000 Presidential Election</b>					
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
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100

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

<sup>9</sup> 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>
June, 1999	11	25	29	34	1=100
<b>1996 Presidential Election</b>					
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
<b>1992 Presidential Election</b>					
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
<b>1988 Presidential Election</b>					
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-----								
		Early	Early	Early	Late	----- CBS/NYT -----				
<b>General Public</b>		Oct	Sept	Oct	Sept	Sept	1992	1988	1984	
		<u>2004</u> <sup>10</sup>	<u>2004</u>	<u>2000</u>	<u>2000</u>	<u>1996</u>				
58	Very likely	59	61	49	43	43	67	55	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

<sup>10</sup> 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?

		<u>Feb</u> <u>2008</u>	<u>Oct</u> <u>2007</u>	<u>Sept</u> <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,	46	43	45
37	but don't trade stocks regularly	46	47	44
<u>1</u>	I don't have any money in the stock market	<u>2</u>	<u>4</u>	<u>4</u>
100	Don't know/Refused (VOL.)	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