## PEW RESEARCH CENTER FOR THE PEOPLE \& THE PRESS EARLY OCTOBER 2008 POLITICAL \& ECONOMIC SURVEY <br> FINAL TOPLINE <br> October 9-12, 2008 <br> $\mathrm{N}=1485$

ASK ALL:
THOUGHT How much thought have you given to the coming presidential election . . . Quite a lot or only a little?

BASED ON REGISTERED VOTERS [N=1278]:


## THOUGHT CONTINUED...

(VOL.)

Gallup: August, 1988
Gallup: September, 1988

| Quite | (VOL.) | Only a | (VOL.) | DK/ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\frac{\text { D lot }}{}$ | $\frac{\text { Some }}{}$ | $\frac{\text { Little }}{27}$ | $\frac{\text { None }}{2}$ | Ref. <br> 61 | 10 |
| 57 | 18 | 23 | 2 | $0=100$ |  |
| 57 |  |  |  |  |  |

ASK ALL:
REGIST
These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

## IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

81 Yes, Registered
78 Absolutely certain
2 Chance registration has lapsed
1 Don't know/Refused (VOL.)
19 No, not registered

* Don't know/Refused (VOL.)

100

ASK ALL REGISTERED VOTERS (REGICERT=1):
PRECINCT Have you ever voted in your precinct or election district?

## BASED ON REGISTERED VOTERS [N=1278]:

|  |  | Late-Sept | Mid-Sept |
| :---: | :--- | :---: | :---: |
| 84 | Yes | $\underline{2008}$ | $\underline{86}$ |
| 16 | No | 14 | 14 |
| $\stackrel{*}{*}$ | Don't know/Refused (VOL.) | $\stackrel{*}{4}$ | $\stackrel{*}{4}$ |
| 100 |  | 100 | 100 |

ASK ALL REGISTERED VOTERS (REGICERT=1):
OFTVOTE How often would you say you vote... (READ) ${ }^{1}$
BASED ON REGISTERED VOTERS [N=1278]:

|  | Always | Nearly Always | (VOL.) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Part of |  | Never | (VOL.) | (VOL.) |
|  |  |  | The time | Seldom | Vote | Other | DK/Ref. |
| Early October, 2008 | 53 | 27 | 9 | 6 | 3 | 1 | $1=100$ |
| Late September, 2008 | 55 | 27 | 9 | 6 | 2 | 1 | * $=100$ |
| Mid-September, 2008 | 54 | 28 | 10 | 5 | 2 | 1 | * $=100$ |
| July, 2008 | 53 | 30 | 10 | 4 | 1 | 1 | $1=100$ |
| November, 2004 | 62 | 21 | 7 | 6 | 3 | 1 | * $=100$ |
| Mid-October, 2004 | 63 | 22 | 7 | 5 | 2 | 1 | * $=100$ |
| November, 2000 | 57 | 26 | 8 | 6 | 2 | 1 | * $=100$ |
| Late October, 2000 | 52 | 30 | 9 | 6 | 1 | 2 | $0=100$ |
| Mid-October, 2000 | 54 | 27 | 10 | 6 | * | 3 | * $=100$ |
| Early October, 2000 | 51 | 29 | 10 | 6 | 3 | 1 | *=100 |

[^0]
## OFTVOTE CONTINUED..

(VOL.)

November, 1996
October, 1996
Early October, 1992
October, 1988

| Always | Nearly Always | (VOL.) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Part of |  | Never | (VOL.) | (VOL.) |
|  |  | The time | Seldom | Vote | Other | DK/Ref. |
| 55 | 28 | 8 | 6 | 2 | 1 | * $=100$ |
| 52 | 30 | 9 | 5 | 2 | 2 | * $=100$ |
| 54 | 33 | 8 | 4 | * | 1 | *=100 |
| 51 | 37 | 8 | 3 | 1 | * | * $=100$ |

## ASK ALL REGISTERED VOTERS (REGICERT=1):

Q. 5 If the presidential election were being held TODAY, would you vote [READ AND ROTATE] [for the Republican ticket of John McCain and Sarah Palin] OR [for the Democratic ticket of Barack Obama and Joe Biden]?
IF OTHER OR DK (Q. $5=3,9$ ), ASK:
Q.5a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.5]?

IF CHOSE MCCAIN OR OBAMA IN Q. 5 (Q.5=1,2), ASK:
Q.5b Do you support (INSERT PRESIDENTIAL CHOICE FROM Q.5-LAST NAME ONLY) strongly or only moderately?

BASED ON REGISTERED VOTERS [N=1278]:

|  | $\begin{aligned} & \text { Mc- } \\ & \text { Cain } \end{aligned}$ | Strongly | Only <br> $\mathrm{Mod}^{2}$ | DK | Obama | Strongly | Only <br> Mod | DK | Third party | Fourth party | Other/ <br> Don't <br> know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Early October, 2008 | 40 | 21 | 18 | 1 | 50 | 36 | 14 | * | n/a | n/a | $10=100$ |
| Late September, 2008 | 42 | 23 | 19 | * | 49 | 33 | 15 | 1 | n/a | n/a | $9=100$ |
| Mid-September, $2008{ }^{3}$ | ${ }^{3} 44$ | 25 | 19 | * | 46 | 30 | 15 | 1 | n/a | n/a | $10=100$ |
| August, 2008 | 43 | 17 | 26 | * | 46 | 27 | 19 | * | n/a | n/a | $11=100$ |
| July, 2008 | 42 | 17 | 24 | 1 | 47 | 24 | 22 | 1 | n/a | $\mathrm{n} / \mathrm{a}$ | $11=100$ |
| June, 2008 | 40 | 14 | 26 | * | 48 | 28 | 19 | 1 | n/a | $\mathrm{n} / \mathrm{a}$ | $12=100$ |
| Late May, 2008 | 44 |  |  |  | 47 |  |  |  | n/a | n/a | $9=100$ |
| April, 2008 | 44 |  |  |  | 50 |  |  |  | n/a | $\mathrm{n} / \mathrm{a}$ | $6=100$ |
| March, 2008 | 43 |  |  |  | 49 |  |  |  | n/a | $\mathrm{n} / \mathrm{a}$ | $8=100$ |
| Late February, 2008 | 43 |  |  |  | 50 |  |  |  | n/a | n/a | $7=100$ |
|  | Bush |  |  |  | Kerry |  |  |  | Nader |  |  |
| November, 2004 | 45 | 34 | 11 | * | 46 | 29 | 16 | 1 | 1 | $\mathrm{n} / \mathrm{a}$ | $8=100$ |
| Mid-October, 2004 | 45 | 32 | 13 | * | 45 | 28 | 16 | 1 | 1 | n/a | $9=100$ |
| Early October, 2004 | 48 | 35 | 12 | 1 | 41 | 24 | 17 | * | 2 | n/a | $9=100$ |
| September, 2004 | 49 | 33 | 15 | 1 | 43 | 22 | 20 | 1 | 1 | n/a | $7=100$ |
| August, 2004 | 45 | 32 | 13 | * | 47 | 28 | 19 | * | 2 | n/a | $6=100$ |
| July, 2004 | 44 |  |  |  | 46 |  |  |  | 3 | $\mathrm{n} / \mathrm{a}$ | $7=100$ |
| June, 2004 | 46 |  |  |  | 42 |  |  |  | 6 | n/a | $6=100$ |
| May, 2004 | 43 |  |  |  | 46 |  |  |  | 6 | n/a | $5=100$ |
| Late March, 2004 | 44 |  |  |  | 43 |  |  |  | 6 | n/a | $7=100$ |
| Mid-March, 2004 | 42 |  |  |  | 49 |  |  |  | 4 | n/a | $5=100$ |
| Two-way trial heats: |  |  |  |  |  |  |  |  |  |  |  |
| June, 2004 | 48 |  |  |  | 46 |  |  |  | n/a | $\mathrm{n} / \mathrm{a}$ | $6=100$ |
| May, 2004 | 45 |  |  |  | 50 |  |  |  | n/a | n/a | $5=100$ |
| Late March, 2004 | 46 |  |  |  | 47 |  |  |  | n/a | n/a | $7=100$ |
| Mid-March, 2004 | 43 |  |  |  | 52 |  |  |  | n/a | n/a | $5=100$ |

[^1]Q.5/Q.5a/Q.5b CONTINUED...

|  | Bush | Strongly | Only <br> Mod | DK | Kerry | Strongly | Only Mod | DK | Nader | Fourth party | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Late February, 2004 | 44 |  |  |  | 48 |  |  |  | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $8=100$ |
| Early February, 2004 | 47 |  |  |  | 47 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | $6=100$ |
| Early January, 2004 | 52 |  |  |  | 41 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | $7=100$ |
| October, 2003 | 50 |  |  |  | 42 |  |  |  | n/a | $\mathrm{n} / \mathrm{a}$ | $8=100$ |
|  | Bush |  |  |  | Gore |  |  |  | Nader | Buchanan |  |
| November, 2000 | 41 | 26 | 15 | * | 45 | 25 | 19 | 1 | 4 | 1 | $9=100$ |
| Late October, 2000 | 45 | 29 | 16 | * | 43 | 24 | 19 | * | 4 | 1 | $7=100$ |
| Mid-October, 2000 | 43 | 25 | 18 | * | 45 | 22 | 23 | * | 4 | 1 | $7=100$ |
| Early October, 2000 | 43 | 26 | 17 | * | 44 | 22 | 22 | * | 5 | * | $8=100$ |
| September, 2000 | 41 | 21 | 19 | 1 | 47 | 25 | 21 | 1 | 2 | 1 | $9=100$ |
| July, 2000 | 42 |  |  |  | 41 |  |  |  | 6 | 2 | $9=100$ |
| Late June, 2000 | 42 |  |  |  | 35 |  |  |  | 2 | 2 | $19=100$ |
| Mid-June, 2000 | 41 |  |  |  | 42 |  |  |  | 4 | 3 | $10=100$ |
| January, 2000 | 51 |  |  |  | 39 |  |  |  | n/a | 4 | $6=100$ |
| September, 1999 | 49 |  |  |  | 35 |  |  |  | n/a | 10 | $6=100$ |
| Two-way trial heats: |  |  |  |  |  |  |  |  |  |  |  |
| July, 2000 | 48 |  |  |  | 46 |  |  |  | n/a | n/a | $6=100$ |
| Mid-June, 2000 | 45 | 20 | 25 | * | 46 | 18 | 27 | 1 | $\mathrm{n} / \mathrm{a}$ | n/a | $9=100$ |
| May, 2000 | 46 |  |  |  | 45 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | $9=100$ |
| March, 2000 | 43 |  |  |  | 49 |  |  |  | n/a | n/a | $8=100$ |
| February, 2000 | 46 | 19 | 27 | * | 45 | 18 | 26 | 1 | $\mathrm{n} / \mathrm{a}$ | n/a | $9=100$ |
| December, 1999 | 55 |  |  |  | 40 |  |  |  | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $5=100$ |
| October, 1999 | 54 |  |  |  | 39 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | $7=100$ |
| September, 1999 | 54 |  |  |  | 39 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | $7=100$ |
| July, 1999 | 53 |  |  |  | 42 |  |  |  | $\mathrm{n} / \mathrm{a}$ | n/a | $5=100$ |
| March, 1999 | 54 |  |  |  | 41 |  |  |  | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $5=100$ |
| January, 1999 | 50 |  |  |  | 44 |  |  |  | n/a | n/a | $6=100$ |
| Early September, 1998 | 53 |  |  |  | 40 |  |  |  | n/a | n/a | $7=100$ |
|  | Dole |  |  |  | Clinton |  |  |  | Perot |  |  |
| November, 1996 | 32 | 17 | 15 | * | 51 | 26 | 24 | 1 | 9 | n/a | $8=100$ |
| October, 1996 | 34 | 17 | 16 | 1 | 51 | 25 | 26 | * | 8 | n/a | $7=100$ |
| Late September, 1996 | 35 | 16 | 18 | 1 | 51 | 26 | 25 | * | 7 | n/a | $7=100$ |
| Early September, 1996 | 63 | 17 | 17 | * | 52 | 26 | 26 | 0 | 8 | n/a | $6=100$ |
| July, 1996 | 34 |  |  |  | 44 |  |  |  | 16 | n/a | $6=100$ |
| March, 1996 | 35 |  |  |  | 44 |  |  |  | 16 | n/a | $5=100$ |
| September, 1995 | 36 |  |  |  | 42 |  |  |  | 19 | n/a | $3=100$ |
| July, 1994 | 36 |  |  |  | 39 |  |  |  | 20 | n/a | $5=100$ |
| Two-way trial heats: |  |  |  |  |  |  |  |  |  |  |  |
| July, 1996 | 42 | 11 | 30 | * | 53 | 20 | 31 | 1 | n/a | n/a | $5=100$ |
| June, 1996 | 40 | 13 | 23 | 1 | 55 | 22 | 29 | 1 | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $5=100$ |
| April, 1996 | 40 |  |  |  | 54 |  |  |  |  |  | $6=100$ |
| March, 1996 | 41 |  |  |  | 53 |  |  |  |  |  | $6=100$ |
| February, 1996 | 44 |  |  |  | 52 |  |  |  |  |  | $4=100$ |
| January, 1996 | 41 |  |  |  | 53 |  |  |  |  |  | $6=100$ |
| July, 1994 | 49 |  |  |  | 46 |  |  |  |  |  | $5=100$ |


|  | Bush, Sr. |  |  | Clinton |  |  | Perot |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Late October, 1992 | 34 | 20 | 14 | -- | 44 | 26 | 18 | -- | 19 | $\mathrm{n} / \mathrm{a}$ | $3=100$ |
| Early October, 1992 | 35 | 14 | 21 | -- | 48 | 23 | 25 | -- | 8 | $\mathrm{n} / \mathrm{a}$ | $9=100$ |
| June, 1992 | 31 |  |  |  | 27 |  |  |  | 36 | $\mathrm{n} / \mathrm{a}$ | $6=100$ |

Q.5/Q.5a/Q.5b CONTINUED...

|  | Bush,Sr. | Strongly | Only <br> Mod | DK | Clinton | Strongly | Only <br> Mod | DK | Perot | Fourth party | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Two-way trial heats: |  |  |  |  |  |  |  |  |  |  |  |
| September, 1992 | 38 | 14 | 21 | -- | 53 | 25 | 28 | -- | n/a | n/a | $9=100$ |
| August, 1992 | 37 | 14 | 23 | -- | 57 | 24 | 33 | -- | n/a | $\mathrm{n} / \mathrm{a}$ | $6=100$ |
| June, 1992 | 46 | 13 | 33 | -- | 41 | 9 | 32 | -- | n /a | n/a | $13=100$ |
| May, 1992 | 46 | 15 | 31 | -- | 43 | 10 | 33 | -- | n/a | n/a | $11=100$ |
| Late March, 1992 | 50 | 19 | 31 | -- | 43 | 9 | 34 | -- | n/a | n/a | $7=100$ |
| Bush, Sr. Dukakis |  |  |  |  |  |  |  |  |  |  |  |
| October, 1988 | 50 | 24 | 26 | -- | 42 | 20 | 22 | -- | n/a | $\mathrm{n} / \mathrm{a}$ | $8=100$ |
| September, 1988 | 50 | 26 | 24 | -- | 44 | 19 | 25 | -- | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $6=100$ |
| May, 1988 | 40 | 12 | 28 | -- | 53 | 14 | 39 | -- | n/a | n/a | $7=100$ |

## NO QUESTION 6

## IF RESPONDENT DID NOT CHOOSE MCCAIN IN Q.5/5a (Q.5=2 OR Q.5a=2,3,9) ASK:

ROTATE Q. 7 AND Q. 8
Q. 7 Do you think there is a chance that you might vote for John McCain in November, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS [N=1278]:


[^2]
## Q. 7 CONTINUED...

|  | Chance might vote for | Decided not to vote for | Don't know Refused |
| :---: | :---: | :---: | :---: |
| Dole November, 1996 | 8 | 54 | 6=68\% |
| October, 1996 | 11 | 51 | $4=66 \%$ |
| Late September, 1996 | 16 | 44 | 5=65\% |
| Early September, 1996 | 14 | 47 | $5=66 \%$ |
| July, 1996 | 15 | 40 | $3=58 \%$ |
| Bush, Sr Late October, 1992 | 11 | 53 | $2=66 \%$ |
| Early October, 1992 | 13 | 46 | 6=65\% |
| September, 1992 | 12 | 44 | $6=62 \%$ |
| August, 1992 | 15 | 45 | $4=64 \%$ |
| May, 1992 | 8 | 40 | 5=53\% |

## IF RESPONDENT DID NOT CHOOSE OBAMA IN Q.5/5a (Q.5=1 OR Q.5a=1,3,9) ASK: <br> ROTATE Q. 7 AND Q. 8

Q. 8 Do you think there is a chance that you might vote for Barack Obama in November, or have you definitely decided not to vote for him?

## BASED ON REGISTERED VOTERS [N=1278]:

| Obama |  | Chance might vote for | Decided not to vote for | Don't know Refused |
| :---: | :---: | :---: | :---: | :---: |
|  | Early October, 2008 | 7 | 38 | 5=50\% |
|  | Late September, 2008 | 8 | 37 | 6=51\% |
|  | Mid-September, 2008 | 11 | 38 | $5=54 \%$ |
|  | August, 2008 | 12 | 36 | 6=54\% |
|  | July, 2008 | 12 | 34 | $7=53 \%$ |
|  | June, 2008 | 14 | 32 | $6=52 \%$ |
| Kerry | November, 2004 | 6 | 43 | $5=54 \%$ |
|  | Mid-October, 2004 | 6 | 42 | $7=55 \%$ |
|  | Early October, 2004 | 9 | 45 | 5=59\% |
|  | September, 2004 | 11 | 42 | $4=57 \%$ |
|  | August, 2004 | 11 | 39 | $3=53 \%$ |
|  | July, 2004 | 13 | 36 | $5=54 \%$ |
|  | June, 2004 ${ }^{5}$ | 10 | 41 | $3=54 \%$ |
|  | May, 2004 | 11 | 35 | $4=50 \%$ |
|  | Late March, 2004 | 13 | 37 | $3=53 \%$ |
|  | Mid-March, 2004 | 13 | 32 | $3=48 \%$ |
|  | Late February, 2004 | 13 | 36 | $3=52 \%$ |
|  | Early February, 2004 | 15 | 33 | $5=53 \%$ |
| Gore | November, 2000 | 8 | 41 | $6=55 \%$ |
|  | Late October, 2000 | 9 | 44 | $4=57 \%$ |
|  | Mid-October, 2000 | 10 | 40 | 5=55\% |
|  | Early October, 2000 | 11 | 38 | $7=56 \%$ |
|  | September, 2000 | 13 | 35 | $5=53 \%$ |
|  | June, 2000 | 14 | 34 | 6=54\% |

[^3]Q. 8 CONTINUED...

|  |  | Chance might vote for | Decided not to vote for | Don't know/ Refused |
| :---: | :---: | :---: | :---: | :---: |
| Clinton | November, 1996 | 6 | 37 | 6=49\% |
|  | October, 1996 | 10 | 35 | $4=49 \%$ |
|  | Late September, 1996 | 11 | 35 | $3=49 \%$ |
|  | Early September, 1996 | 10 | 34 | $4=48 \%$ |
|  | July, 1996 | 8 | 36 | $4=48 \%$ |
| Clinton | Late October, 1992 | 11 | 43 | $2=56 \%$ |
|  | Early October, 1992 | 14 | 32 | $6=52 \%$ |
|  | September, 1992 | 12 | 28 | 6=46\% |
|  | August, 1992 | 14 | 26 | $3=43 \%$ |
|  | May, 1992 | 11 | 38 | $6=55 \%$ |

## NO QUESTION 9

## ASK ALL REGISTERED VOTERS (REGICERT=1):

ROTATE ORDER OF Q. 10 AND Q. 11
Q. 10 Would you say you worry about John McCain's age and judgment or don't you worry about John McCain's age and judgment?

BASED ON REGISTERED VOTERS [N=1278]:

```
4 0 ~ W o r r y ~
5 7 ~ D o n ' t ~ w o r r y ~
3 Don't know/Refused (VOL.)
100
```

ASK ALL REGISTERED VOTERS (REGICERT=1):
ROTATE ORDER OF Q. 10 AND Q. 11
Q. 11 Would you say you worry about Barack Obama's personal character and judgment or don't you worry about Barack Obama's personal character and judgment?

BASED ON REGISTERED VOTERS [N=1278]:
38 Worry
57 Don't worry
$\underline{5}$ Don't know/Refused (VOL.)
100

## NO QUESTION 12

ASK ALL REGISTERED VOTERS (REGICERT=1):
ROTATE ORDER OF Q. 13 AND Q. 14
Q. 13 In the presidential campaign so far, do you think Barack Obama has been too personally critical of John McCain, or not?

BASED ON REGISTERED VOTERS [N=1278]:

Early October, 2008
Mid-September, 2008
Too Personally
$\frac{\text { Critical }}{22}$
28

7

## Q. 13 CONTINUED...

June, 2008
Kerry Critical of Bush
September, 2004
June, 2004
Mid-March, 2004
Gore Critical of Bush
Early October, 2000
Clinton Critical of Dole
Late September, 1996
Dukakis Critical of Bush, Sr.
October, 1988

| Too Personally <br> Critical <br> 19 | Not too <br> Personally <br> Critical <br> 73 | (VOL.) <br> Don't know/ <br> Refused |
| :---: | :---: | :---: |
| 52 | 45 | $8=100$ |
| 44 | 48 | $3=100$ |
| 48 | 46 | $8=100$ |
| 29 | 61 | $6=100$ |
| 21 | 70 | $10=100$ |
| 45 | 50 | $9=100$ |
|  |  | $5=100$ |

## ASK ALL REGISTERED VOTERS (REGICERT=1):

## ROTATE ORDER OF Q. 13 AND Q. 14

Q. 14 In the presidential campaign so far, do you think John McCain has been too personally critical of Barack

Obama, or not?
BASED ON REGISTERED VOTERS [N=1278]:

|  | Too Personally <br> Critical | Not too <br> Personally <br> Critical | (VOL.) <br> Don't know/ <br> Refused |
| :---: | :---: | :---: | :---: |
| Early October, 2008 <br> Mid-September, 2008 <br> June, 2008 | 48 | 44 | $8=100$ |
| Bush Critical of Kerry | 42 | 52 | $6=100$ |
| September, 2004 <br> June, 2004 <br> Mid-March, 2004 | 26 | 65 | $9=100$ |
| Bush Critical of Gore |  |  |  |
| Early October, 2000 | 49 | 47 | $4=100$ |
| Dole Critical of Clinton |  |  |  |
| Late September, 1996 | 33 | 58 | $9=100$ |
| Bush, Sr. Critical of Dukakis |  |  |  |
| October, 1988 | 40 | 58 | $9=100$ |

## ASK ALL REGISTERED VOTERS (REGICERT=1):

PLANTO1 Do you yourself plan to vote in the election this November?
IF YES IN PLANTO1 (PLANTO1=1), ASK:
PLANTO2 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

BASED ON REGISTERED VOTERS [ $\mathrm{N}=1278$ ]:

|  | Yes, Plan To Vote | Absolutely Certain | Fairly Certain | Not Certain | No, Don't Plan To | Don't know Refused |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Early October, 2008 | 97 | 92 | 4 | 1 | 2 | 1=100 |
| Late September, 2008 | 97 | 91 | 6 | * | 2 | 1=100 |
| Mid-September, 2008 | 97 | 90 | 6 | 1 | 2 | 1=100 |
| August, 2008 | 97 | -- | -- | -- | 2 | $\mathbf{1}=100$ |

## PLANTO1/PLANTO2 CONTINUED. . .

|  | Yes, Plan To Vote | Absolutely Certain | Fairly Certain | Not Certain | No, Don't Plan To | Don't know/ Refused |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| July, 2008 | 97 | -- | -- | -- | 2 | 1=100 |
| June, 2008 | 95 | 85 | 8 | 2 | 2 | $3=100$ |
| November, 2006 ${ }^{*}$ * | 90 | -- | -- | -- | 8 | $2=100$ |
| Late October, 2006* | 94 | -- | -- | -- | 3 | $3=100$ |
| Early October, 2006* | 93 | 75 | 17 | 1 | 4 | $3=100$ |
| Early September, 2006* | 92 | -- | -- | -- | 5 | $3=100$ |
| November, 2004 | 97 | -- | -- | -- | 2 | 1=100 |
| Mid-October, 2004 | 98 | -- | -- | -- | 1 | 1=100 |
| Early October, 2004 | 98 | 91 | 6 | 1 | 1 | 1=100 |
| September, 2004 | 98 | 91 | 6 | 1 | 1 | 1=100 |
| August, 2004 | 98 | 89 | 8 | 1 | 2 | *=100 |
| June, 2004 | 96 | 85 | 10 | 1 | 2 | $2=100$ |
| Early November, 2002* | 90 | -- | -- | -- | 8 | $2=100$ |
| Early October, 2002* | 95 | -- | -- | -- | 3 | $2=100$ |
| Early November, 2000 | 96 | -- | -- | -- | 3 | 1=100 |
| Late October, 2000 | 97 | -- | -- | -- | 2 | 1=100 |
| Mid-October, 2000 | 96 | -- | -- | -- | 2 | $2=100$ |
| Early October, 2000 | 97 | 87 | 9 | 1 | 2 | 1=100 |
| September, 2000 | 95 | 84 | 10 | 1 | 3 | $2=100$ |
| June, 2000 | 95 | 84 | 10 | 1 | 2 | $3=100$ |
| Late October, 1998* | 91 | -- | -- | -- | 6 | $3=100$ |
| Early October, 1998* | 92 | -- | -- | -- | 4 | $4=100$ |
| Early September, 1998* | 95 | -- | -- | -- | 2 | 3=100 |
| Late August, 1998* | 93 | 75 | 17 | 1 | 3 | $4=100$ |
| June, 1998* | 95 | 74 | 19 | 2 | 3 | 2=100 |
| November, 1996 | 96 | -- | -- | -- | 2 | $2=100$ |
| October, 1996 | 98 | 87 | 10 | 1 | 1 | 1=100 |
| Late September, 1996 | 98 | 89 | 8 | 1 | 1 | 1=100 |
| Early September, 1996 | 96 | 83 | 11 | 2 | 2 | $2=100$ |
| July, 1996 | 95 | 82 | 12 | 1 | 3 | $2=100$ |
| June, 1996 | 96 | 84 | 11 | 1 | 2 | $2=100$ |
| November, 1994* | 93 | -- | -- | -- | 5 | 2=100 |
| October, 1994* | 95 | -- | -- | -- | 3 | 2=100 |
| October, 1992 | 98 | 91 | 6 | 1 | 1 | 1=100 |
| September, 1992 | 98 | 85 | 11 | 2 | 1 | 1=100 |
| August, 1992 | 97 | 89 | 8 | * | 1 | $2=100$ |
| June, 1992 | 97 | 88 | 8 | 1 | 1 | $2=100$ |
| Gallup: November, 1988 | 8 97 | 87 | 9 | 1 | 2 | 1=100 |
| October, 1988 | 98 | -- | -- | -- | 1 | 1=100 |

## NO QUESTIONS 15-19

## ASK ALL FORM 1 [ $\mathbf{N = 7 2 8 ] : ~}$

On another subject...
Q.20F1 Do you approve or disapprove of the way George W. Bush is handling his job as president? [IF DK

ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK]

|  | App <br> rove | Disapprove | Don't know |  | App- <br> rove | Disapprove | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Early October, 2008 | 25 | 67 | $8=100$ | Mid-October, 2004 | 44 | 48 | $8=100$ |
| August, 2008 | 28 | 66 | $6=100$ | August, 2004 | 46 | 45 | $9=100$ |
| July, 2008 | 27 | 68 | $5=100$ | July, 2004 | 46 | 46 | $8=100$ |
| April, 2008 | 27 | 65 | $8=100$ | June, 2004 | 48 | 43 | $9=100$ |
| March, 2008 | 28 | 63 | $9=100$ | May, 2004 | 44 | 48 | $8=100$ |
| Late February, 2008 | 33 | 59 | $8=100$ | Late April, 2004 | 48 | 43 | $9=100$ |
| Early February, 2008 | 31 | 62 | $7=100$ | Early April, 2004 | 43 | 47 | $10=100$ |
| January, 2008 | 31 | 59 | $10=100$ | Late March, 2004 | 47 | 44 | $9=100$ |
| Late December, 2007 | 31 | 60 | $9=100$ | Mid-March, 2004 | 46 | 47 | $7=100$ |
| November, 2007 | 30 | 59 | $11=100$ | February, 2004 | 48 | 44 | $8=100$ |
| October, 2007 | 30 | 63 | $7=100$ | Mid-January, 2004 | 56 | 34 | $10=100$ |
| September, 2007 | 31 | 59 | $10=100$ | Early January, 2004 | 58 | 35 | $7=100$ |
| August, 2007 | 31 | 59 | $10=100$ | December, 2003 | 57 | 34 | $9=100$ |
| July, 2007 | 29 | 61 | $10=100$ | November, 2003 | 50 | 40 | $10=100$ |
| June, 2007 | 29 | 61 | $10=100$ | October, 2003 | 50 | 42 | $8=100$ |
| April, 2007 | 35 | 57 | $8=100$ | September, 2003 | 55 | 36 | $9=100$ |
| March, 2007 | 33 | 58 | $9=100$ | Mid-August, 2003 | 56 | 32 | $12=100$ |
| February, 2007 | 33 | 56 | $11=100$ | Early August, 2003 | 53 | 37 | $10=100$ |
| Mid-January, 2007 | 33 | 59 | $8=100$ | Mid-July, 2003 | 58 | 32 | $10=100$ |
| Early January, 2007 | 33 | 57 | $10=100$ | Early July, 2003 | 60 | 29 | $11=100$ |
| December, 2006 | 32 | 57 | $11=100$ | June, 2003 | 62 | 27 | $11=100$ |
| Mid-November, 2006 | 32 | 58 | $10=100$ | May, 2003 | 65 | 27 | $8=100$ |
| Early October, 2006 | 37 | 53 | $10=100$ | April 10-16, 2003 | 72 | 22 | $6=100$ |
| September, 2006 | 37 | 53 | $10=100$ | April 9, 2003 | 74 | 20 | $6=100$ |
| August, 2006 | 37 | 54 | $9=100$ | April 2-7, 2003 | 69 | 25 | $6=100$ |
| July, 2006 | 36 | 57 | $7=100$ | March 28-April 1, 2003 | 71 | 23 | $6=100$ |
| June, 2006 | 36 | 54 | $10=100$ | March 25-27, 2003 | 70 | 24 | $6=100$ |
| April, 2006 | 33 | 56 | $11=100$ | March 20-24, 2003 | 67 | 26 | $7=100$ |
| Early April, 2006 | 35 | 55 | $10=100$ | March 13-16, 2003 | 55 | 34 | $11=100$ |
| March, 2006 | 33 | 57 | $10=100$ | February, 2003 | 54 | 36 | $10=100$ |
| February, 2006 | 40 | 52 | $8=100$ | January, 2003 | 58 | 32 | $10=100$ |
| January, 2006 | 38 | 54 | $8=100$ | December, 2002 | 61 | 28 | $11=100$ |
| December, 2005 | 38 | 54 | $8=100$ | Late October, 2002 | 59 | 29 | $12=100$ |
| Early November, 2005 | 36 | 55 | $9=100$ | Early October, 2002 | 61 | 30 | $9=100$ |
| Late October, 2005 | 40 | 52 | $8=100$ | Mid-September, 2002 | 67 | 22 | $11=100$ |
| Early October, 2005 | 38 | 56 | $6=100$ | Early September, 2002 | 63 | 26 | $11=100$ |
| September 8-11, 2005 | 40 | 52 | $8=100$ | Late August, 2002 | 60 | 27 | $13=100$ |
| September 6-7, 2005 | 40 | 52 | $8=100$ | August, 2002 | 67 | 21 | $12=100$ |
| July, 2005 | 44 | 48 | $8=100$ | Late July, 2002 | 65 | 25 | $10=100$ |
| June, 2005 | 42 | 49 | $9=100$ | July, 2002 | 67 | 21 | $12=100$ |
| Late May, 2005 | 42 | 48 | $10=100$ | June, 2002 | 70 | 20 | $10=100$ |
| Mid-May, 2005 | 43 | 50 | $7=100$ | April, 2002 | 69 | 18 | $13=100$ |
| Late March, 2005 | 49 | 46 | $5=100$ | Early April, 2002 | 74 | 16 | $10=100$ |
| Mid-March, 2005 | 45 | 46 | $9=100$ | February, 2002 | 78 | 13 | $9=100$ |
| February, 2005 | 46 | 47 | $7=100$ | January, 2002 | 80 | 11 | $9=100$ |
| January, 2005 | 50 | 43 | $7=100$ | Mid-November, 2001 | 84 | 9 | $7=100$ |
| December, 2004 | 48 | 44 | $8=100$ | Early October, 2001 | 84 | 8 | $8=100$ |

## Q.20F1 CONTINUED...

|  | App- <br> rove | Dis- <br> approve | Don't <br> know |
| :--- | :---: | :---: | :---: | :---: |
| Late September, 2001 | 86 | 7 | $7=100$ |
| Mid-September, 2001 | 80 | 9 | $11=100$ |
| Early September, 2001 | 51 | 34 | $15=100$ |
| August, 2001 | 50 | 32 | $18=100$ |
| July, 2001 | 51 | 32 | $17=100$ |
| June, 2001 | 50 | 33 | $17=100$ |
| May, 2001 | 53 | 32 | $15=100$ |
| April, 2001 | 56 | 27 | $17=100$ |
| March, 2001 | 55 | 25 | $20=100$ |
| February, 2001 | 53 | 21 | $26=100$ |

## ASK ALL FORM 2 [N=757]:

Q.21F2 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

|  | Satis fied | $\begin{gathered} \text { Dis- } \\ \underline{\text { satisfied }} \end{gathered}$ | $\begin{gathered} \text { No } \\ \text { Opinion } \end{gathered}$ |  | Satisfied | $\begin{gathered} \text { Dis- } \\ \underline{\text { satisfied }} \end{gathered}$ | $\begin{gathered} \text { No } \\ \text { Opinion } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Early October, 2008 | 11 | 86 | $3=100$ | April, 2000 | 48 | 43 | $9=100$ |
| Mid-September, 2008 | 25 | 69 | $6=100$ | August, 1999 | 56 | 39 | $5=100$ |
| August, 2008 | 21 | 74 | $5=100$ | January, 1999 | 53 | 41 | $6=100$ |
| July, 2008 | 19 | 74 | $7=100$ | November, 1998 | 46 | 44 | $10=100$ |
| June, 2008 | 19 | 76 | $5=100$ | Early September, 1998 | 54 | 42 | $4=100$ |
| Late May, 2008 | 18 | 76 | 6=100 | Late August, 1998 | 55 | 41 | 4=100 |
| March, 2008 | 22 | 72 | 6=100 | Early August, 1998 | 50 | 44 | 6=100 |
| Early February, 2008 | 24 | 70 | $6=100$ | February, 1998 | 59 | 37 | $4=100$ |
| Late December, 2007 | 27 | 66 | $7=100$ | January, 1998 | 46 | 50 | $4=100$ |
| October, 2007 | 28 | 66 | 6=100 | September, 1997 | 45 | 49 | 6=100 |
| February, 2007 | 30 | 61 | $9=100$ | August, 1997 | 49 | 46 | 5=100 |
| Mid-January, 2007 | 32 | 61 | $7=100$ | January, 1997 | 38 | 58 | $4=100$ |
| Early January, 2007 | 30 | 63 | $7=100$ | July, 1996 | 29 | 67 | $4=100$ |
| December, 2006 | 28 | 65 | $7=100$ | March, 1996 | 28 | 70 | $2=100$ |
| Mid-November, 2006 | 28 | 64 | $8=100$ | October, 1995 | 23 | 73 | $4=100$ |
| Early October, 2006 | 30 | 63 | $7=100$ | June, 1995 | 25 | 73 | $2=100$ |
| July, 2006 | 30 | 65 | 5=100 | April, 1995 | 23 | 74 | $3=100$ |
| May, 2006 | 29 | 65 | 6=100 | July, 1994 | 24 | 73 | $3=100$ |
| March, 2006 | 32 | 63 | 5=100 | March, 1994 | 24 | 71 | 5=100 |
| January, 2006 | 34 | 61 | 5=100 | October, 1993 | 22 | 73 | $5=100$ |
| Late November, 2005 | 34 | 59 | $7=100$ | September, 1993 | 20 | 75 | 5=100 |
| Early October, 2005 | 29 | 65 | 6=100 | May, 1993 | 22 | 71 | $7=100$ |
| July, 2005 | 35 | 58 | $7=100$ | January, 1993 | 39 | 50 | 11=100 |
| Late May, 2005 | 39 | 57 | $4=100$ | January, 1992 | 28 | 68 | 4=100 |
| February, 2005 | 38 | 56 | 6=100 | November, 1991 | 34 | 61 | 5=100 |
| January, 2005 | 40 | 54 | $6=100$ | Late February, 1991 (Gallup) | 66 | 31 | $3=100$ |
| December, 2004 | 39 | 54 | $7=100$ | August, 1990 | 47 | 48 | 5=100 |
| Mid-October, 2004 | 36 | 58 | 6=100 | May, 1990 | 41 | 54 | 5=100 |
| July, 2004 | 38 | 55 | $7=100$ | January, 1989 | 45 | 50 | 5=100 |
| May, 2004 | 33 | 61 | $6=100$ | September, 1988 (RVs) | 50 | 45 | 5=100 |
| Late February, 2004 | 39 | 55 | $6=100$ | May, 1988 | 41 | 54 | 5=100 |
| Early January, 2004 | 45 | 48 | $7=100$ | January, 1988 | 39 | 55 | $6=100$ |
| December, 2003 | 44 | 47 | $9=100$ |  |  |  |  |
| October, 2003 | 38 | 56 | 6=100 |  |  |  |  |
| August, 2003 | 40 | 53 | $7=100$ |  |  |  |  |
| April 8, 2003 | 50 | 41 | $9=100$ |  |  |  |  |
| January, 2003 | 44 | 50 | 6=100 |  |  |  |  |
| November, 2002 | 41 | 48 | $11=100$ |  |  |  |  |
| September, 2002 | 41 | 55 | $4=100$ |  |  |  |  |
| Late August, 2002 | 47 | 44 | $9=100$ |  |  |  |  |
| May, 2002 | 44 | 44 | 12=100 |  |  |  |  |
| March, 2002 | 50 | 40 | 10=100 |  |  |  |  |
| Late September, 2001 | 57 | 34 | $9=100$ |  |  |  |  |
| Early September, 2001 | 41 | 53 | 6=100 |  |  |  |  |
| June, 2001 | 43 | 52 | $5=100$ |  |  |  |  |
| March, 2001 | 47 | 45 | $8=100$ |  |  |  |  |
| February, 2001 | 46 | 43 | 11=100 |  |  |  |  |
| January, 2001 | 55 | 41 | 4=100 |  |  |  |  |
| October, 2000 (RVs) | 54 | 39 | $7=100$ |  |  |  |  |
| September, 2000 | 51 | 41 | $8=100$ |  |  |  |  |
| June, 2000 | 47 | 45 | $8=100$ |  |  |  |  |

## ASK ALL FORM 1 [ $\mathrm{N}=728$ ]:

Q.22F1 What do you think is the most important problem facing the country today? [RECORD VERBATIM RESPONSE. PROBE FOR CLARITY - DO NOT PROBE FOR ADDITIONAL MENTIONS. IF
MORE THAN ONE MENTION, RECORD ALL IN ORDER OF MENTION]

Mid- Mid-
July Jan Nov Sept Jan Sept Jan May Jan July Jan Apr Feb Mar May Feb $\begin{array}{llllllllllllllll}\frac{08}{39} & \frac{08}{20} & \frac{07}{14} & \frac{07}{10} & \frac{07}{5} & \frac{06}{9} & \frac{06}{11} & \frac{05}{15} & \frac{05}{12} & \frac{04}{14} & \frac{04}{20} & \frac{03}{28} & \frac{03}{21} & \frac{02}{8} & \frac{01}{7} & \frac{01}{7}\end{array}$
55 Economy (general)
26 (NET) FINANCIAL CRISIS
Financial crisis/Credit crunch/
9 Banking situation Drop in retirement accounts (401K)/
6 Stock market
5 Housing market/Foreclosures
4 Finances
3 The financial bailout Risky bank loans/Sub prime loans/
2 People taking too much debt
1 More regulation of markets
1 Wall Street/Large Corporations

| 11 | War/War in Iraq | 17 | 27 | 32 | 37 | 42 | 25 | 23 | 24 | 32 | 25 | 16 | 14 | 34 | 10 | -- | -- |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 9 | Unemployment/Lack of jobs | 5 | 5 | 4 | 3 | 5 | 4 | 7 | 7 | 7 | 8 | 13 | 10 | 6 | 4 | 5 | 6 |
| 5 | Inflation/Difference in Wages/Costs | 6 | 3 | 2 | 1 | -- | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |
| 5 | Energy Costs/Rising gas/heating | 19 | 3 | 7 | 2 | 2 | 7 | 5 | 6 | -- | 2 | -- | -- | 1 | 1 | 22 | 4 |
| 4 | Health care/costs | 3 | 10 | 7 | 7 | 8 | 4 | 6 | 7 | 5 | 5 | 5 | 3 | 2 | 2 | 6 | 7 |
| 4 | Dissatisfaction with govt/politics | 3 | 6 | 5 | 7 | 8 | 6 | 5 | 6 | 5 | 7 | 5 | 3 | 5 | 4 | 2 | 5 |
| 2 | Terrorism | 3 | 3 | 4 | 6 | 5 | 14 | 6 | 8 | 10 | 8 | 14 | 9 | 16 | 24 | 1 | -- |

Oil dependence/Energy policy and
$2 \begin{gathered}\text { alternatives } \\ \text { Defense issues/Military spending/ }\end{gathered}$
1 National \& homeland security
U.S. foreign policy/International affairs
Immigration
$\begin{array}{llllllllllllllll}2 & 2 & 3 & 1 & -- & 2 & 3 & 1 & 1 & 4 & 2 & -- & -- & -- & 2 & 2 \\ 2 & 6 & 6 & 6 & 5 & 6 & 3 & 4 & 1 & 1 & 3 & 1 & -- & 1 & 1 & 2\end{array}$
Trade/Jobs moving overseas
$\begin{array}{llllllllllllllll}1 & 1 & -- & -- & -- & -- & 2 & 1 & 1 & 2 & 1 & -- & -- & -- & -- & --\end{array}$
Deficit/National debt/Balanced budget
Morality/Ethics/Family values

| 1 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 2 | 2 | -- | 1 | 1 | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 3 | 2 | 2 | 3 | 3 | 2 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 8 | 6 | 12 |
| -- | 2 | 1 | 1 | -- | -- | 1 | 1 | 1 | 1 | 1 | 1 | -- | 1 | 3 | 3 |
| 1 | -- | -- | -- | -- | -- | -- | -- | 1 | 1 | -- | -- | -- | -- | 1 | 1 |
| 1 | -- | -- | 1 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 1 | 2 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | 1 | 2 |
| -- | 1 | 1 | -- | -- | -- | -- | -- | 1 | 1 | -- | -- | -- | -- | 1 | 1 |
| 1 | 3 | 2 | 3 | 3 | 3 | 7 | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 3 | 3 |

Poverty/Hunger/Starvation
Too much foreign aid/Spend money
1 at home $\begin{aligned} & \text { Environment/pollution/Global }\end{aligned}$ warming
1 Social Security
-- $--\quad$-- 1
$\begin{array}{llllllllllllllll}3 & 1 & 1 & 1 & 1 & -- & -- & -- & -- & -- & 1 & -- & -- & 1 & 3 & 1\end{array}$
14 Other
$4 \begin{array}{llllllllllllllllllll} & \text { Don't know/No answer } & 4 & 5 & 6 & 5 & 7 & 7 & 7 & 5 & 5 & 6 & 4 & 9 & 4 & 8 & 8 & 7\end{array}$
(NET) FOREIGN ISSUES/ INTERNATIONAL
$\begin{array}{llllllllllllllll}25 & 36 & 40 & 48 & 50 & 47 & 37 & 36 & 49 & 41 & 37 & 29 & 54 & 39 & 3 & 5\end{array}$
75 (NET) ECONOMIC
4 War in Afghanistan in March 2002

## ASK ALL FORM 2 [N=757]:

Q.23F2 When children today in the U.S. grow up, do you think they will be better off or worse off than people are now?
$\left.\begin{array}{clcccc} & & \begin{array}{c}\text { Pew } \\ \text { Global }\end{array} & \begin{array}{c}\text { Pew } \\ \text { Social \& }\end{array} & \begin{array}{c}\text { Pew } \\ \text { Global }\end{array} \\ & & & \text { July } & \begin{array}{c}\text { Attitudes } \\ \text { Project }\end{array} & \begin{array}{c}\text { Demographic } \\ \text { Trends }\end{array} \\ \text { Attitudes } \\ \text { Project }\end{array}\right\}$

## ASK ALL REGISTERED VOTERS (REGICERT=1):

Q. 24 When it comes to the economy, how much do you think it matters who is elected president? Does it matter...

## BASED ON REGISTERED VOTERS [N=1278]:

|  |  | July |
| :---: | :--- | :---: |
|  |  | $\frac{2008}{64}$ |
| 61 | A great deal | 23 |
| 22 | Somewhat | 7 |
| 8 | Not too much | 5 |
| 6 | Not at all | 0 |
| 1 | Depends on who's elected (VOL.) | 0 |
| $\underline{2}$ | Don't know/Refused (VOL.) | $\underline{1}$ |
| 100 |  | 100 |

## ASK ALL REGISTERED VOTERS (REGICERT=1):

Q. 25 Which candidate do you think could best address the current problems with financial institutions and markets? [READ AND ROTATE]

BASED ON REGISTERED VOTERS [N=1278]:
-NII GP-

|  | Late-Sept | Sept. 19-22 |  |
| :---: | :--- | :---: | :---: |
|  |  | $\underline{2008^{7}}$ | $\frac{2008^{8}}{47}$ |
| 47 | Barack Obama | 33 | 35 |
| 33 | John McCain | 7 | 8 |
| 6 | Neither (VOL. DO NOT READ) | 3 | 3 |
| 3 | Both/Either (VOL. DO NOT READ) | $\underline{11}$ | $\underline{7}$ |
| $\frac{11}{100}$ | Don't know/Refused (VOL. DO NOT READ) | $\underline{100}$ | 100 |

[^4]
## ASK ALL REGISTERED VOTERS (REGICERT=1): <br> ROTATE ORDER OF Q. 26 AND Q. 27

Q. 26 Do you think Barack Obama has done an excellent, good, only fair, or poor job of explaining how he would handle the current problems with financial institutions and markets?

## BASED ON REGISTERED VOTERS [N=1278]:

| 13 | Excellent |
| :--- | :--- |
| 35 | Good |
| 31 | Only fair |
| 16 | Poor |
| $\underline{5}$ | Don't know/Refused (VOL.) |
| 100 |  |

## ASK ALL REGISTERED VOTERS (REGICERT=1):

## ROTATE ORDER OF Q. 26 AND Q. 27

Q. 27 Do you think John McCain has done an excellent, good, only fair, or poor job of explaining how he would handle the current problems with financial institutions and markets?

## BASED ON REGISTERED VOTERS [ $\mathrm{N}=1278$ ]:

| 5 | Excellent |
| :---: | :--- |
| 24 | Good |
| 39 | Only fair |
| 28 | Poor |
| $\frac{4}{100}$ | Don't know/Refused (VOL.) |

## ASK ALL:

Q. 28 I'm going to read you some pairs of statements, tell me whether the FIRST statement or the SECOND statement comes closer to your own views - even if neither is exactly right. The first pair is... (READ
AND RANDOMIZE) (AFTER CHOICE IS MADE, PROBE: Do you feel STRONGLY about that, or not?)

| a. |  | Government is almost always |
| :---: | :---: | :--- |
| 57 | wasteful and inefficient |  |
| 50 | Strongly |  |
| 7 | Not Strongly |  |
|  | Government often does a better |  |
| 35 | job than people give it credit for |  |
| 25 | Strongly |  |
| 10 | Not Strongly |  |
| $\underline{8}$ | Neither/Don't know (VOL.) |  |
| 100 |  |  |


|  |  | Jul |  |  | Aug |  |  |  |  |  | Apr |  | Jul |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\underline{04}$ | $\underline{03}$ | $\underline{02}$ | $\underline{02}$ | $\underline{00}$ | $\underline{99}$ | $\underline{97}$ | $\underline{97}$ | $\underline{96}$ | $\underline{96}$ | $\underline{95}$ | $\underline{95}$ | $\underline{94}$ | $\underline{94}$ |
| 47 | 48 | -- | -- | 52 | 51 | -- | 59 | 56 | -- | 63 | 63 | 64 | 66 |
| 38 | 38 | -- | -- | 43 | 41 | -- | 49 | 48 | -- | 53 | 51 | 54 | 54 |
| 9 | 10 | -- | -- | 9 | 10 | -- | 10 | 8 | -- | 10 | 12 | 10 | 12 |
| 45 | 46 | -- | -- | 40 | 43 | -- | 36 | 39 | -- | 34 | 34 | 32 | 31 |
| 28 | 28 | -- | -- | 27 | 28 | -- | 23 | 25 | -- | 20 | 19 | 19 | 17 |
| 17 | 18 | -- | -- | 13 | 15 | -- | 13 | 14 | -- | 14 | 15 | 13 | 14 |
| $\underline{8}$ | $\underline{6}$ | -- | -- | $\underline{8}$ | 6 | -- | 5 | 5 | -- | $\underline{3}$ | 3 | 4 | 3 |
| 100 | 100 |  |  | 100 | 100 |  | 100 | 100 |  | 100 | 100 |  | 100 |

## Q. 28 CONTINUED...

b. Government regulation of business is

| 50 | necessary to protect the public interest |
| :---: | :--- |
| 38 | Strongly |
| 12 | Not Strongly |
| 38 | Government regulation of business |
| 31 | usually does more harm than good |
| 7 | Strongly |
| $\frac{12}{120}$ | Not Strongly |
| 100 |  |

c.

| 51 | deeper into debt |
| :---: | :--- |
| 42 | Strongly |
| 9 | Not Strongly |
| 37 | The government today can't afford to do |
| 28 | much more to help the needy |
| 9 | Strongly |
| $\frac{12}{100}$ | Not Strongly |
| Neither/Don't know (VOL.) |  |

Dec Jun Jul Feb Sep Aug Oct Jun Oct Apr Oct Apr Oct Jul $\underline{04} \quad \underline{03} \quad \underline{02} \quad \underline{02} \quad \underline{00} \quad \underline{99} \quad \underline{97} \quad \underline{97} \quad \underline{96} \quad \underline{96} \quad \underline{95} \quad \underline{95} \quad \underline{94} \quad \underline{94}$

| 49 | -- | 54 | 50 | -- | 48 | -- | -- | 45 | -- | 45 | 43 | 38 | 41 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 32 | -- | 39 | 35 | -- | 32 | -- | -- | 29 | -- | 28 | 25 | 24 | 24 |
| 17 | -- | 15 | 15 | -- | 16 | -- | -- | 16 | -- | 17 | 18 | 14 | 17 |
| 41 | -- | 36 | 41 | -- | 44 | -- | -- | 46 | -- | 50 | 51 | 55 | 54 |
| 30 | - | 27 | 31 | -- | 32 | -- | -- | 33 | -- | 37 | 38 | 41 | 39 |
| 11 | - | 9 | 10 | -- | 12 | -- | -- | 13 | -- | 13 | 13 | 14 | 15 |
| $\underline{10}$ | -- | $\underline{10}$ | $\frac{9}{100}$ | -- | $\underline{8}$ | -- | -- | $\underline{9}$ | -- | $\frac{5}{100}$ | $\underline{6}$ | $\frac{7}{5}$ | $\frac{5}{100}$ |
| 100 |  | 100 | 100 |  |  | 100 |  | 100 | 100 | 100 | 100 |  |  |

Dec Jun Jul Feb Sep Aug Oct Jun Oct Apr Oct Apr Oct Jul $\begin{array}{llllllllllllll}\underline{04} & \underline{03} & \underline{02} & \underline{02} & \underline{00} & \underline{99} & \underline{97} & \underline{97} & \underline{96} & \underline{96} & \underline{95} & \underline{95} & \underline{94} & \underline{94}\end{array}$

57 -- $--\quad$-- $--\quad 57$-- $--\quad 464947465048$
46 -- $--\quad$-- $--\quad 44$
11 -- - -- $--\quad$-- 13 -- $--\quad 10$
33 -- - -- $--\quad$-- 35 -- - -- 444447474347
22 -- - -- $--\quad$-- 23 -- - -- $31 \begin{array}{lllllll}34 & 31 & 34 & 31 & 32\end{array}$

$\frac{10}{100}$-- $\quad-\quad--\quad-\quad \frac{8}{100} \quad--\quad-\quad \frac{10}{100} \quad \frac{7}{100} \quad \frac{6}{100} \quad \frac{7}{100} \quad \frac{7}{100} \quad \frac{5}{100}$
Dec Jun Jul Feb Sep Aug Oct Jun Oct Apr Oct Apr Oct Jul

| $\underline{04}$ | $\underline{03}$ | $\underline{02}$ | $\underline{02}$ | $\underline{00}$ | $\underline{99}$ | $\underline{97}$ | $\underline{97}$ | $\underline{96}$ | $\underline{96}$ | $\underline{95}$ | $\underline{95}$ | $\underline{94}$ | $\underline{94}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 77 | -- | 80 | 77 | -- | 77 | -- | -- | 75 | -- | 77 | 75 | 73 | 76 |
| 64 | - | 67 | 62 | -- | 62 | -- | - | 61 | -- | 62 | 59 | 58 | 59 |
| 13 | -- | 13 | 15 | -- | 15 | -- | -- | 14 | -- | 15 | 16 | 15 | 17 |
| 16 | -- | 12 | 17 | -- | 17 | -- | -- | 18 | -- | 18 | 20 | 20 | 19 |
| 9 | -- | 7 | 9 | -- | 10 | -- | -- | 10 | -- | 9 | 10 | 10 | 9 |
| 7 | -- | 5 | 8 | -- | 7 | -- | -- | 8 | -- | 9 | 10 | 10 | 10 |
| $\frac{7}{100}$ | -- | $\underline{8}$ | $\frac{6}{10}$ | -- | $\frac{6}{10}$ | -- | -- | $\frac{7}{10}$ | -- | $\frac{5}{10}$ | $\frac{5}{1}$ | $\frac{7}{10}$ | $\frac{5}{100}$ |
| 100 |  |  | 100 | 100 | 100 | 10 | 100 |  |  |  |  |  |  |

Dec Jun Jul Feb Sep Aug Oct Jun Oct Apr Oct Apr Oct Jul $\underline{04} \quad \underline{03} \quad \underline{02} \quad \underline{02} \quad \underline{00} \quad \underline{99} \quad \underline{97} \quad \underline{97} \quad \underline{96} \quad \underline{96} \quad \underline{95} \quad \underline{95} \quad \underline{94} \quad \underline{94}$

| 53 | 51 | 58 | 54 | 54 | 52 | -- | 51 | 51 | -- | 53 | 51 | 50 | 52 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 46 | 43 | 51 | 44 | 46 | 42 | -- | 43 | 43 | -- | 44 | 42 | 40 | 43 |
| 7 | 8 | 7 | 10 | 8 | 10 | -- | 8 | 8 | -- | 9 | 9 | 10 | 9 |
| 39 | 42 | 33 | 39 | 38 | 42 | -- | 43 | 42 | -- | 43 | 44 | 44 | 43 |
| 25 | 27 | 22 | 24 | 28 | 29 | -- | 28 | 27 | -- | 27 | 26 | 28 | 27 |
| 14 | 15 | 11 | 15 | 10 | 13 | -- | 15 | 15 | -- | 16 | 18 | 16 | 16 |
| $\underline{8}$ | $\underline{7}$ | $\underline{9}$ | $\frac{7}{100}$ | $\underline{8}$ | $\underline{6}$ | -- | $\underline{6}$ | $\frac{7}{10}$ | -- | $\underline{4}$ | $\frac{5}{6}$ | $\underline{6}$ | $\underline{5}$ |
| 100 | 100 | 100 | 100 | 100 |  | 100 | 100 |  | 100 | 100 | 100 | 100 |  |

## Q. 28 CONTINUED...

f.

| 41 | in this country today |
| :---: | :--- |
| 31 | Strongly |
| 10 | Not strongly |
|  | People in this country should learn |
| 49 | to live with less |
| 41 | Strongly |
| 8 | Not strongly |
| $\frac{10}{100}$ | Neither/Don't know (VOL.) |

41
31
10
49
41
8
$\underline{10}$
100

There are no real limits to growth | in this country today | 51 | -- | -- | -- | -- | 54 | -- | -- | -- | -- | -- | -- | - | 51 |
| :---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Strongly | 36 | -- | -- | -- | -- | 38 | -- | -- | -- | -- | -- | -- | - | 33 |

People in this country should learn

| 41 | -- | -- | - | -- | 40 | -- | -- | -- | -- | -- | -- | - | 45 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 30 | -- | -- | -- | -- | 30 | -- | -- | -- | -- | -- | -- | -- | 30 |
| 11 | -- | -- | -- | -- | 9 | -- | -- | -- | -- | -- | -- | -- | 15 |
| $\underline{8}$ | -- | -- | -- | -- | $\underline{6}$ | -- | -- | -- | -- | -- | -- | -- | $\underline{4}$ |
| 100 |  |  |  | 100 |  |  |  |  |  |  |  | 100 |  |

Dec Jun Jul Feb Sep Aug Oct Jun Oct Apr Oct Apr Oct Jul $\underline{04} \quad \underline{03} \quad \underline{02} \quad \underline{02} \quad \underline{00} \quad \underline{99} \quad \underline{97} \quad \underline{97} \quad \underline{96} \quad \underline{96} \quad 95 \quad \underline{95} \quad \underline{94} \quad \underline{94}$
g. As Americans, we can always find ways to

| 64 | solve our problems and get what we want | 59 | -- | -- | -- | 59 | 63 | -- | -- | -- | -- | -- | -- | -- | 52 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 56 | Strongly | 45 | -- | -- | -- | 46 | 47 | -- | -- | -- | -- | -- | -- | -- | 35 |
| 8 | Not strongly | 14 | -- | -- | -- | 13 | 16 | -- | -- | -- | -- | -- | -- | -- | 17 |
| 29 | This country can't solve many of its important problems | 36 | -- | -- | -- | 36 | 32 | -- | -- | -- | -- | -- | -- | -- | 45 |
| 25 | Strongly | 27 | -- | -- | -- | 29 | 24 | -- | -- | -- | -- | -- | -- | -- | 30 |
| 4 | Not strongly | 9 | -- | -- | -- | 7 | 8 | -- | -- | -- | -- | -- | -- | -- | 15 |
| 7 | Neither/Don't know (VOL.) | 5 | -- | -- | -- | 5 | 5 | -- | -- | -- | -- | -- | -- | -- | 3 |
| 100 |  | 100 |  |  |  | 100 |  |  |  |  |  |  |  |  | 100 |

Dec Jun Jul Feb Sep Aug Oct Jun Oct Apr Oct Apr Oct Jul $\underline{04} \quad \underline{03} \quad \underline{02} \quad \underline{02} \quad \underline{00} \quad \underline{99} \quad \underline{97} \quad \underline{97} \quad \underline{96} \quad \underline{96} \quad \underline{95} \quad \underline{95} \quad \underline{94} \quad \underline{94}$

## NO QUESTION 29

## ASK ALL:

## ROTATE Q.30-Q.32/Q.33-Q. 35 IN BLOCKS

Thinking now about the nation's economy..
Q. 30 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

|  | Excellent | Good | Only <br> Fair | Poor | (VOL.) |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Don't Know |
|  |  |  |  |  | Refused |
| Early October, 2008 | 1 | 8 | 32 | 58 | $1=100$ |
| Late September, 2008 | * | 7 | 27 | 65 | $1=100$ |
| July, 2008 | 1 | 9 | 39 | 50 | $1=100$ |
| April, 2008 | 1 | 10 | 33 | 56 | * $=100$ |
| March, 2008 | 1 | 10 | 32 | 56 | $1=100$ |
| Early February, 2008 | 1 | 16 | 36 | 45 | $2=100$ |
| January, 2008 | 3 | 23 | 45 | 28 | $1=100$ |
| November, 2007 | 3 | 20 | 44 | 32 | $1=100$ |
| September, 2007 | 3 | 23 | 43 | 29 | $2=100$ |
| June, 2007 | 6 | 27 | 40 | 25 | $2=100$ |
| February, 2007 | 5 | 26 | 45 | 23 | $1=100$ |
| December, 2006 | 6 | 32 | 41 | 19 | $2=100$ |
| Early November, 2006 (RVs) | 9 | 35 | 37 | 17 | $2=100$ |
| Late October, 2006 | 6 | 27 | 40 | 25 | $2=100$ |
| September, 2006 | 5 | 32 | 41 | 20 | $2=100$ |
| March, 2006 | 4 | 29 | 44 | 22 | $1=100$ |
| January, 2006 | 4 | 30 | 45 | 19 | $2=100$ |
| Early October, 2005 | 2 | 23 | 45 | 29 | $1=100$ |
| Mid-September, 2005 | 3 | 28 | 44 | 24 | $1=100$ |

## Q. 30 CONTINUED...

Mid-May, 2005
January, 2005
December, 2004
Early November, 2004 (RVs)
Mid-September, 2004
August, 2004
Late April, 2004
Late February, 2004
February 9-12, 2004 (Gallup)
January 12-15, 2004 (Gallup) 3
January 2-5, 2004 (Gallup)
December 11-14, 2003 (Gallup)
November 3-5, 2003 (Gallup) 2
October 24-26, 2003 (Gallup) 2
October 6-8, 2003 (Gallup) 2
September 8-10, 2003 (Gallup)
August 4-6, 2003 (Gallup)
February 17-19, 2003 (Gallup)
February 4-6, 2002 (Gallup)
March 5-7, 2001 (Gallup)
January 7-10, 2000 (Gallup) 19
January 15-17, 1999 (Gallup) 14
March 20-22, 1998 (Gallup) 20
Jan 31 - Feb 2, 1997 (Gallup) 4
March 15-17, 1996 (Gallup) 2
May 11-14, 1995 (Gallup) 2
January 15-17, 1994 (Gallup) *
February 12-14, 1993 (Gallup)
January 3-6, 1992 (Gallup) *

Excellent Good $\begin{gathered}\text { Only } \\ \text { Fair }\end{gathered}$
(VOL.) Don't Know/ Refused
$1=100$
$1=100$
$1=100$
$1=100$
$2=100$
$1=100$
$2=100$
$1=100$
$0=100$
$0=100$
*=100
$*=100$

* $=100$
$*=100$
$1=100$
$*=100$
*=100
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$1=100$
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$*=100$
*=100
$1=100$
$1=100$
*=100
$1=100$
$1=100$


## ASK IF ECONOMIC CONDITIONS ONLY FAIR OR POOR (3,4 IN Q.30):

Q.30a Do you think the U.S. economy is just having a few problems, is in a recession, or is in a depression?

BASED ON TOTAL [ $\mathbf{N}=1485]$

|  | Late-Sept | July | March |  |
| :---: | :--- | :---: | :---: | :---: |
|  |  | $\underline{2008}$ | $\underline{2008}$ | $\underline{2008}$ |
| 9 | Excellent/Good | 92 | 10 | 11 |
| 90 | Only fair/Poor | 12 | 14 | 14 |
|  | 11 Just having a few problems | 56 | 54 | 56 |
|  | 54 In a recession | 21 | 18 | 15 |
|  | 22 In a depression | 3 | 3 | 3 |
|  | 3 Don't know/refused (VOL.) | 1 | $\underline{1}$ | $\underline{1}$ |
| $\underline{1}$ | Don't know/Refused (VOL.) | $\underline{100}$ | 100 | 100 |

## ASK ALL FORM 2 [N=757]:

Q.31F2 What do you think is the most important economic problem facing the country today? [RECORD VERBATIM RESPONSE. PROBE FOR CLARITY - DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD IN ORDER OF MENTION]

|  |  | $\begin{array}{r} \text { July } \\ 2008 \\ \hline \end{array}$ | Early Feb $\underline{2008}$ |
| :---: | :---: | :---: | :---: |
| 27 | (NET) FINANCIAL CRISIS |  |  |
|  | 8 Banking crisis/Problems with financial institutions | 1 | -- |
|  | 6 Large corporations/corporate greed | 1 | 1 |
|  | 6 The bailout of financial institutions/government intervention | -- | -- |
|  | 5 The stock market | -- | -- |
|  | 5 Debt/credit issues/bankruptcy | 3 | 4 |
| 16 | (NET) PRICES | 45 | 24 |
|  | 10 Gasoline/oil prices/energy costs | 38 | 11 |
|  | 4 Health care/medical/Medicare | 2 | 9 |
|  | 3 Cost of living/not enough money/ difference between wages and costs/inflation | 9 | 5 |
| 12 | (NET) GOVERNMENT | 7 | 11 |
|  | 5 Government (Bush, Congress, Democrats, lobbyists) | 4 | 2 |
|  | 5 Budget/deficit/government spending or waste | 2 | 4 |
|  | 2 Taxes | 1 | 3 |
|  | 2 Too much going overseas/not enough spending at home | 1 | 1 |
|  | 1 Social Security | 1 | 1 |
| 12 | (NET) HOUSING | 10 | 13 |
|  | 8 Mortgage problems/sub-prime mortgages/foreclosures | 7 | 6 |
|  | 4 Housing/real estate/affordable housing | 3 | 9 |
| 10 | (NET) JOBS | 13 | 18 |
|  | 9 Unemployment/lack of (good) jobs/low wages | 11 | 14 |
|  | 2 Jobs moving overseas/outsourcing | 2 | 4 |
| 4 | Spending on war in Iraq | 8 | 10 |
| 4 | Too little government regulation/oversight of the economy | -- | -- |
| 4 | Personal (ir)responsibility/spending more than you have | 2 | 1 |
| 4 | Economy (general) | 2 | 3 |
| 3 | Gap between rich and poor/distribution of wealth/ disappearance of middle class | 1 | 2 |
| 2 | Dependence on foreign oil | 2 | -- |
| 1 | Too much government regulation of the economy | -- | -- |
| 1 | Trade/imports and exports | 1 | 2 |
| 1 | Education/schools | 1 | 2 |
| 1 | Immigration | 1 | 3 |
| 8 | Other | 8 | 11 |
| * | None/no problem | * | 1 |
| 11 | No answer/not sure/don't know/refused | 9 | 10 |

## ASK ALL:

Q. 32 A year from now, do you expect that economic conditions in the country as a whole will be better than they are at present, or worse, or just about the same as now?
(VOL.)
Don't Know/
Early October, 2008
July, 2008
March, 2008
January, 2008
September, 2007
June, 2007
February, 2007
December, 2006
September, 2006
January, 2006
Early October, 2005
Mid-September, 2005
Mid-May, 2005
January, 2005
August, 2004
Late February, 2004
September, 2003
May, 2003
Late March, 2003
January, 2003
January, 2002
January, 2001 Newsweek
June, 2000
Early October, 1998 (RVs)
Early September, 1998
May, 1990
February, 1989
September, 1988 (RVs)
May, 1988
January, 1988
January, 1984 Newsweek (RVs)

| $\underline{\text { Better }}$ | Don't Know/ |  |  |
| :---: | :---: | :---: | :---: |
|  | Worse | Same | Refused |
| 46 | 16 | 30 | $8=100$ |
| 30 | 21 | 41 | $8=100$ |
| 33 | 22 | 39 | $6=100$ |
| 20 | 26 | 48 | $6=100$ |
| 19 | 23 | 53 | $5=100$ |
| 16 | 24 | 55 | $5=100$ |
| 17 | 20 | 58 | $5=100$ |
| 22 | 18 | 56 | $4=100$ |
| 16 | 25 | 55 | $4=100$ |
| 20 | 22 | 55 | $3=100$ |
| 20 | 32 | 45 | $3=100$ |
| 18 | 37 | 43 | $2=100$ |
| 18 | 24 | 55 | $3=100$ |
| 27 | 18 | 52 | $3=100$ |
| 36 | 9 | 47 | $8=100$ |
| 39 | 12 | 41 | $8=100$ |
| 37 | 17 | 43 | $3=100$ |
| 43 | 19 | 35 | $3=100$ |
| 33 | 23 | 37 | $7=100$ |
| 30 | 20 | 44 | $6=100$ |
| 44 | 17 | 36 | $3=100$ |
| 18 | 33 | 44 | $5=100$ |
| 15 | 24 | 55 | $6=100$ |
| 16 | 22 | 57 | $5=100$ |
| 18 | 17 | 61 | $4=100$ |
| 18 | 31 | 45 | $6=100$ |
| 25 | 22 | 49 | $4=100$ |
| 24 | 16 | 51 | $9=100$ |
| 24 | 20 | 46 | $10=100$ |
| 22 | 26 | 45 | $7=100$ |
| 35 | 13 | 49 | $3=100$ |

## ASK ALL:

ROTATE Q.30-Q.32/Q.33-Q. 35 IN BLOCKS
Now thinking about your own personal finances...
Q. 33 How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape or poor shape financially?

|  |  | Only | (VOL.) <br> Don't Know/ |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Early October, 2008 | $\frac{\text { Excellent }}{}$ | $\frac{\text { Good }}{}$ | Fair | Poor | Refused |
| July, 2008 | 9 | 33 | 37 | 18 | $1=100$ |
| April, 2008 | 8 | 35 | 39 | 16 | $2=100$ |
| March, 2008 | 8 | 39 | 34 | 17 | $2=100$ |
| Early February, 2008 | 9 | 36 | 37 | 16 | $2=100$ |
| January, 2008 | 10 | 39 | 34 | 15 | $2=100$ |
| November, 2007 | 9 | 41 | 34 | 15 | $1=100$ |
| September, 2007 | 10 | 38 | 34 | 16 | $2=100$ |

## Q. 33 CONTINUED...

February, 2007
December, 2006
Late October, 2006
March, 2006
January, 2006
Mid-May, 2005
January, 2005
August, 2004
September, 2003
Late March, 2003
January, 2003
Early October, 2002
June, 2002
Late September, 2001
June, 2001
June, 2000
August, 1999
May, 1997
September, 1996 (RVs)
February, 1995
March, 1994
December, 1993
January, 1993 U.S. News
October, 1992 U.S. News
August, 1992 U.S. News
May, 1992 U.S. News
January, 1992 U.S. News

| Excellent | Good | Only | Poor | (VOL.) |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Don't Know/ |
|  |  | Fair |  | Refused |
| 8 | 41 | 36 | 14 | $1=100$ |
| 8 | 40 | 35 | 16 | $1=100$ |
| 9 | 40 | 33 | 16 | $2=100$ |
| 9 | 39 | 36 | 15 | $1=100$ |
| 7 | 39 | 37 | 15 | $2=100$ |
| 7 | 37 | 39 | 16 | $1=100$ |
| 10 | 41 | 34 | 14 | $1=100$ |
| 9 | 42 | 34 | 14 | $1=100$ |
| 10 | 38 | 36 | 15 | $1=100$ |
| 10 | 43 | 31 | 12 | $4=100$ |
| 7 | 38 | 39 | 15 | $1=100$ |
| 7 | 39 | 37 | 16 | $1=100$ |
| 5 | 40 | 37 | 16 | $2=100$ |
| 7 | 40 | 37 | 14 | $2=100$ |
| 6 | 38 | 39 | 16 | $1=100$ |
| 9 | 43 | 35 | 11 | $2=100$ |
| 6 | 43 | 41 | 9 | $1=100$ |
| 7 | 43 | 38 | 11 | $1=100$ |
| 8 | 47 | 34 | 10 | $1=100$ |
| 8 | 39 | 38 | 14 | $1=100$ |
| 5 | 41 | 40 | 13 | $1=100$ |
| 5 | 34 | 45 | 15 | $1=100$ |
| 4 | 33 | 46 | 16 | $1=100$ |
| 6 | 34 | 40 | 19 | $1=100$ |
| 5 | 30 | 47 | 17 | $1=100$ |
| 4 | 35 | 45 | 15 | $1=100$ |
| 4 | 32 | 45 | 18 | $1=100$ |

## ASK ALL:

Q. 34 Over the course of the next year, do you think the financial situation of you and your family will improve a lot, improve some, get a little worse or get a lot worse?

|  | Improve a lot | Improve some | Get a little worse | Get a lot worse | (VOL.) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | (VOL.) | Don't |
|  |  |  |  |  | Stay the same | Know/ Refused |
| Early October, 2008 | 8 | 51 | 20 | 6 | 9 | 6=100 |
| July, 2008 | 7 | 44 | 21 | 7 | 14 | $7=100$ |
| March, 2008 | 10 | 45 | 20 | 7 | 13 | $5=100$ |
| January, 2008 | 11 | 49 | 16 | 6 | 14 | $4=100$ |
| September, 2007 | 10 | 52 | 14 | 4 | 16 | $4=100$ |
| February, 2007 | 11 | 52 | 12 | 3 | 19 | $3=100$ |
| December, 2006 | 10 | 57 | 13 | 3 | 14 | $3=100$ |
| January, 2006 | 10 | 51 | 14 | 5 | 16 | $4=100$ |
| Mid-May, 2005 | 10 | 51 | 15 | 5 | 15 | $4=100$ |
| January, 2005 | 10 | 54 | 14 | 4 | 15 | $3=100$ |
| August, 2004 | 13 | 57 | 9 | 3 | 12 | $6=100$ |
| September, 2003 | 11 | 53 | 15 | 4 | 14 | $3=100$ |
| Late March, 2003 | 12 | 51 | 15 | 4 | 11 | $7=100$ |
| January, 2003 | 9 | 51 | 18 | 5 | 13 | $4=100$ |
| Early October, 2002 | 10 | 54 | 13 | 5 | 12 | $6=100$ |
| June, 2002 | 11 | 55 | 15 | 4 | 11 | $4=100$ |
| January, 2002 | 12 | 53 | 15 | 5 | 11 | $4=100$ |

(VOL.)

|  | Improve a lot | Improve some | Get a <br> little worse | Get a lot worse | (VOL.) <br> Stay the same | Don't <br> Know/ <br> Refused |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |
| Late September, 2001 | 9 | 46 | 16 | 4 | 17 | $8=100$ |
| June, 2001 | 11 | 52 | 15 | 4 | 14 | $4=100$ |
| January, 2001 | 11 | 46 | 18 | 9 | 12 | $4=100$ |
| January, 1999 | 17 | 55 | 7 | 3 | 14 | $4=100$ |
| May, 1997 | 12 | 56 | 10 | 2 | 17 | $3=100$ |
| February, 1995 | 11 | 53 | 13 | 3 | 17 | $3=100$ |
| March, 1994 | 10 | 57 | 11 | 3 | 16 | $3=100$ |
| October, 1992 U.S. News | 9 | 51 | 14 | 3 | 15 | $8=100$ |
| August, 1992 U.S. News | 6 | 50 | 20 | 5 | 14 | $5=100$ |
| May, 1992 U.S. News | 8 | 49 | 22 | 4 | 13 | $4=100$ |
| January, 1992 U.S. News | 9 | 46 | 19 | 5 | 16 | $5=100$ |

## NO QUESTIONS 35-38

## ASK ALL:

Q. 39 How much do you think each of the following has contributed to the current problems with financial institutions and markets? (First, INSERT ITEM; RANDOMIZE) would you say this has contributed a lot, some, not very much or not at all to the current financial problems? How about [NEXT ITEM]...[IF NECESSARY: Has this contributed a lot, some, not very much or not at all to the current financial problems?]

|  |  | A lot | Some | Not very much | Not at all | DK/ <br> Refused |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a. | Banks making risky loans | 72 | 17 | 4 | 3 | $4=100$ |
| b. | People taking on more debt than they can afford | 79 | 15 | 3 | 1 | $2=100$ |
| c. | Weak government regulation of financial institutions | 46 | 34 | 8 | 4 | $8=100$ |
| d. | The financial system becoming too complicated | 36 | 34 | 16 | 7 | $7=100$ |
| e. | Growing financial ties between the United States and other countries | 35 | 37 | 15 | 6 | $7=100$ |

## ASK ALL:

Q. 40 Do you think the leaders of financial institutions are more greedy today than in the past, or about the same as they have always been?

60 More greedy today than in the past
37 About the same as they have always been
$\underline{3}$ Don't know/Refused (VOL.)
100

## NO QUESTIONS 41-43

## ASK ALL:

Q. 44 All in all, over the last five years, would you say that prices have been going up a lot, a little, or not much at all?

|  |  | Early |  |
| :--- | :--- | :---: | :---: |
|  |  | Feb | June |
|  |  | $\underline{2008}$ | $\underline{2001}$ |
| 81 | A lot | 17 | 63 |
| 16 | A little | 3 | 31 |
| 2 | Not much at all | $*$ | 0 |
| 0 | Prices have gone down (VOL.) | $*$ | 0 |
| $\underline{1}$ | Don't know/Refused | $\underline{1}$ | $\underline{1}$ |
| 100 |  | 100 | 100 |

## ASK ALL:

EMPLOY Are you now employed full-time, part-time or not employed?

| 52 | Full-time |
| :---: | :--- |
| 14 | Part-time |
| 33 | Not employed |
| $\underline{1}$ | Don't know/Refused (VOL.) |
| 100 |  |

## ASK OF EMPLOYED ONLY (1 or 2 in EMPLOY) [ $\mathbf{N = 9 3 1 ] : ~}$

Q. 45 How would you rate the financial condition of the company or organization that employs you? Would you say it is in excellent financial shape, good shape, only fair shape or in poor shape?

|  |  | Early |  | ----- U.S. News \& World Report ---- |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Feb | June | Oct | Aug | May | Jan |
|  |  | $\underline{2008}$ | $\underline{2001}$ | 1992 | 1992 | 1992 | 1992 |
| 22 | Excellent shape | 30 | 31 | 27 | 23 | 25 | 22 |
| 44 | Good shape | 39 | 39 | 38 | 40 | 40 | 39 |
| 25 | Only fair shape | 21 | 20 | 23 | 26 | 22 | 24 |
| 5 | Poor shape | 6 | 7 | 10 | 9 | 11 | 12 |
| 2 | Does not apply (VOL.) | 2 | 2 | -- | -- | -- | -- |
| $\underline{2}$ | Don't know/Refused | $\underline{2}$ | $\underline{1}$ | $\underline{2}$ | $\underline{2}$ | $\underline{2}$ | $\underline{3}$ |
| 100 |  | 100 | 100 | 100 | 100 | 100 | 100 |

ASK ALL:
Q. 46 Thinking now about job opportunities where you live, would you say there are plenty of jobs available in your community or are jobs difficult to find?

Early October, 2008
July, 2008

| Plenty of jobs available | Jobs are difficult to find | (VOL.) <br> Lots of some jobs, few of others |  |
| :---: | :---: | :---: | :---: |
| 25 | 64 | 4 | $7=100$ |
| 31 | 58 | 4 | $7=100$ |
| 30 | 61 | 4 | $5=100$ |
| 34 | 53 | 5 | $8=100$ |
| 41 | 48 | 4 | $7=100$ |
| 36 | 50 | 6 | $8=100$ |
| 39 | 49 | 5 | $7=100$ |
| 39 | 48 | 6 | $7=100$ |
| 40 | 49 | 5 | $6=100$ |
| 37 | 56 | 3 | $4=100$ |
| 33 | 56 | 6 | $5=100$ |

## Q. 46 CONTINUED...

|  | Plenty of <br> jobs available | Jobs are <br> difficult to find | Lots of some jobs, <br> (Vew of others | (VOL.) <br> DK/ |
| :--- | :---: | :---: | :---: | :---: |
| Early October, 2005 | 36 | 56 |  | 4 |
| Refused |  |  |  |  |

## NO QUESTION 47

## ASK ALL:

Q. 48 What's your impression about the real estate market in your area? Over the past year, have home prices in your area gone up a lot, gone up a little, gone down a little, or gone down a lot?

|  |  | July | Early Feb | Sept |
| :---: | :--- | :---: | :---: | :---: |
|  |  | $\underline{2008}$ | $\underline{2008}$ | $\underline{2007}$ |
| 19 | Gone up a lot | 20 | 28 | 28 |
| 14 | Gone up a little | 32 | 18 | 22 |
| 29 | Gone down a little | 24 | 23 | 25 |
| 25 | Gone down a lot | 18 | 15 |  |
| 4 | Stayed about the same (VOL.) | 5 | 3 | 3 |
| $\underline{9}$ | Don't know/Refused (VOL.) | $\underline{6}$ | $\underline{10}$ | $\underline{7}$ |
| 100 |  | 100 | 100 | 100 |

ASK ALL:
Q. 49 Thinking about the money you owe on credit cards and installment loans (excluding your mortgage), would you say you...
U.S. News
\& World

## ASK ALL:

Q. 50 In general, how easy is it for you to afford the things in life that you want - very easy, easy, difficult or very difficult?

|  |  |  |  |  <br> World Report |  |
| :---: | :--- | :---: | :---: | :---: | :---: |
|  |  | Early |  |  | Feb |
|  |  | June | June | Jan |  |
|  |  | $\frac{2008}{9}$ | $\frac{2002}{5}$ | $\frac{2001}{7}$ | $\frac{1992}{4}$ |
| 8 | Very Easy | 43 | 44 | 43 | 35 |
| 41 | Easy | 33 | 37 | 36 | 46 |
| 37 | Difficult | 12 | 11 | 12 | 12 |
| 11 | Very Difficult | $\underline{3}$ | $\underline{3}$ | $\underline{2}$ | $\underline{3}$ |
| $\underline{3}$ | Don't Know (VOL.) | $\underline{3} \underline{100}$ | 100 | 100 | 100 |

## ASK ALL:

Q. 51 As a result of what's been happening with the economy lately, have you [INSERT ITEM;

RANDOMIZE] or not? [REPEAT AS NECESSARY: As a result of what's been happening with the economy lately,] Have you [NEXT ITEM] or not? [IF RESPONDENT SAYS THIS DOES NOT APPLY, CODE AS NO] ${ }^{9}$
a. Delayed or canceled plans to buy a new home

| Yes |  | No |  |
| :--- | :--- | :--- | :--- |
|  |  | DK/Ref |  |
| 38 |  | 61 |  |
| 29 |  | 70 |  |
|  |  | $1=100$ |  |
| 36 |  | 63 |  |
| 23 |  | 77 |  |
| 23 |  | $*=100$ |  |

c. Delayed or canceled plans to make a major purchase for your household, such as a computer or appliance

Sept. 19-22, 2008, NII
$39 \quad 60 \quad 1=100$
ut back on planned spending for vacation travel
Sept. 19-22, 2008, NII
$59 \quad 40 \quad 1=100$
$48 \quad 51 \quad 1=100$
e. Adjusted your plans for retirement
$26 \quad 73 \quad 1=100$
Sept. 19-22, 2008, NII
$23 \quad 75 \quad 2=100$
f. Changed the way your money is saved or invested

Sept. 19-22, 2008, NII
$48 \quad 51 \quad 1=100$
$39 \quad 61 \quad *=100$
g. Been eating out at restaurants less often
$55 \quad 43 \quad 2=100$

[^5]
## ASK ALL:

Q. 52 Do you think your family's income is going up faster than the cost of living, staying about even with the cost of living, or falling behind the cost of living?

|  | Early |  |  |  |  | NBC/WSJ |
| :---: | :--- | :---: | :---: | :---: | :---: | :---: |
|  |  | July | Feb | Sept | Jan | June |
|  |  | $\underline{2008}$ | $\underline{2008}$ | $\underline{2007}$ | $\underline{2006}$ | $\frac{1996}{9}$ |
| 5 | Going up faster | 6 | 6 | 10 | 9 | 38 |
| 34 | Staying about even | 64 | 33 | 43 | 41 | 38 |
| 57 | Falling behind | 58 | 44 | 47 | 50 |  |
| $\underline{4}$ | Don't know/Refused (VOL.) | $\underline{2}$ | $\underline{3}$ | $\underline{3}$ | $\underline{3}$ | $\underline{3}$ |
| 100 |  | 100 | 100 | 100 | 100 | 100 |

## ASK ALL:

Q. 53 How confident are you that any money you have in the bank is safe? [READ]

| 36 | Very confident |
| :---: | :--- |
| 38 | Somewhat confident |
| 14 | Not too confident |
| 7 | Not at all confident |
| $\underline{5}$ | Don't know/Refused (VOL. DO NOT READ) |
| 100 |  |

## ASK ALL:

Q. 54 Some people think that the federal government cannot fix the economy so easily these days because the US is part of a global economy. Others believe that the government still has the power to fix the economy.
Which of these comes closer to your view?

|  |  | July |
| :--- | :--- | :---: |
| 37 | The government can't fix it so easily | $\underline{2008}$ |
| 56 | The government still has the power to fix it | 68 |
| $\frac{7}{0}$ | Don't know/Refused (VOL.) | $\underline{6}$ |
| 100 |  | 100 |

ASK ALL:
Q. 55 As you think about your OWN financial situation, which of the following economic issues worries you MOST right now? [READ AND RANDOMIZE]

|  |  | March |
| :---: | :--- | :---: |
| 38 | Rising prices | $\frac{2008}{49}$ |
| 31 | Problems in the financial markets | 14 |
| 18 | The job situation | 19 |
| 8 | Declining real estate values | 12 |
| 2 | Other (VOL.) | 2 |
| 1 | None / not worried about any (VOL.) | 2 |
| $\underline{2}$ | Don't know/Refused (VOL.) | $\underline{2}$ |
| 100 |  | 100 |

## ASK ALL:

And a different kind of question...
Q. 56 Some people think of American society as divided into two groups, the "haves" and the "have-nots," while others think it's incorrect to think of America that way. Do you, yourself, think of America as divided into haves and have-nots, or don't you think of America that way?

|  | Yes, divided |  | No |  |
| :--- | :---: | :---: | :---: | :---: |
|  | 44 |  | DK/Ref |  |
| Early October, 2008 | 43 | 53 | $3=100$ |  |
| January, 2008 | 48 | 54 | $3=100$ |  |
| July, 2007 | 41 | 48 | $4=100$ |  |
| September, 2006 | 48 | 55 | $4=100$ |  |
| Early October, 2005 | 38 | 50 | $2=100$ |  |
| Late March, 2005 | 38 | 59 | $3=100$ |  |
| Late February, 2004 | 44 | 59 | $3=100$ |  |
| June, 2001 | 39 | 53 | $3=100$ |  |
| April, 1998 Gallup | 26 | 59 | $2=100$ |  |
| July, 1988 Gallup | 31 | 71 | $3=100$ |  |
| Aug, 1984 CBS/NY Times |  | 61 | $8=100$ |  |

## ASK ALL:

Q. 57 If you had to choose, which of these groups are you in, the haves or the have-nots?

|  | $\underline{\text { Haves }}$ | Have-nots | Neither (VOL.) | DK/Ref |
| :---: | :---: | :---: | :---: | :---: |
| Early October, 2008 | 47 | 38 | 8 | $7=100$ |
| January, 2008 | 50 | 34 | 10 | $6=100$ |
| July, 2007 | 45 | 34 | 13 | $8=100$ |
| September, 2006 | 52 | 29 | 10 | $9=100$ |
| Early October, 2005 | 47 | 38 | 11 | $4=100$ |
| Late March, 2005 | 48 | 34 | 8 | $10=100$ |
| Late February, 2004 | 59 | 27 | 7 | $7=100$ |
| June, 2001 | 52 | 32 | 10 | $6=100$ |
| April, 1998 Gallup | 67 | 24 | 6 | $3=100$ |
| July, 1988 Gallup | 59 | 17 | 15 | $9=100$ |

ASK ALL:
PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?
IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:
PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

|  | Republican | Democrat | Independent | (VOL.) <br> No <br> Preference | (VOL.) (VOL.) |  | Lean Lean |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Other | DK/ |  |  |
|  |  |  |  |  | Party | Ref | Rep | Dem |
| Early October, 2008 | 26 | 36 | 31 | 4 | * | $3=100$ | 11 | 15 |
| Late September, 2008 | 25 | 35 | 34 | 3 | 1 | $2=100$ | 13 | 15 |
| Mid-September, 2008 | 28 | 35 | 32 | 3 | * | $2=100$ | 12 | 14 |
| August, 2008 | 26 | 34 | 34 | 4 | * | $2=100$ | 12 | 17 |
| July, 2008 | 24 | 36 | 34 | 3 | * | $3=100$ | 12 | 15 |
| June, 2008 | 26 | 37 | 32 | 3 | * | $2=100$ | 11 | 16 |
| Late May, 2008 | 25 | 35 | 35 | 2 | * | $3=100$ | 13 | 15 |
| April, 2008 | 24 | 37 | 31 | 5 | 1 | $2=100$ | 11 | 15 |
| March, 2008 | 24 | 38 | 29 | 5 | * | $4=100$ | 9 | 14 |
| Late February, 2008 | 24 | 38 | 32 | 3 | * | $3=100$ | 10 | 17 |
| Early February, 2008 | 26 | 35 | 31 | 5 | * | $3=100$ | 11 | 14 |
| January, 2008 | 24 | 33 | 37 | 4 | * | $2=100$ | 12 | 18 |


| PARTY/PARTYLN CONTINUED... |  |  |  | (VOL.)No | (VOL.) | (VOL.) | Lean | Lean |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Other | DK/ |  |  |
| Yearly Totals | Republican | Democrat | Independent | Preference | Party | Ref | Rep | Dem |
| 2007 | 25.4 | 32.9 | 33.7 | 4.6 | . 4 | $3.1=100$ | 10.7 | 16.7 |
| 2006 | 27.6 | 32.8 | 30.3 | 5.0 | . 4 | $3.9=100$ | 10.2 | 14.5 |
| 2005 | 29.2 | 32.8 | 30.3 | 4.5 | . 3 | $2.8=100$ | 10.2 | 14.9 |
| 2004 | 29.5 | 33.1 | 30.0 | 4.0 | . 4 | $3.0=100$ | 11.8 | 13.6 |
| 2003 | 29.8 | 31.4 | 31.2 | 4.7 | . 5 | $2.5=100$ | 12.1 | 13.0 |
| 2002 | 30.3 | 31.2 | 30.1 | 5.1 | . 7 | $2.7=100$ | 12.6 | 11.6 |
| 2001 | 29.2 | 33.6 | 28.9 | 5.1 | . 5 | $2.7=100$ | 11.7 | 11.4 |
| 2001 Post-Sept 11 | 30.9 | 31.8 | 27.9 | 5.2 | . 6 | $3.6=100$ | 11.7 | 9.4 |
| 2001 Pre-Sept 11 | 28.2 | 34.6 | 29.5 | 5.0 | . 5 | $2.1=100$ | 11.7 | 12.5 |
| 2000 | 27.5 | 32.5 | 29.5 | 5.9 | . 5 | $4.0=100$ | 11.6 | 11.6 |
| 1999 | 26.6 | 33.5 | 33.7 | 3.9 | . 5 | $1.9=100$ | 13.0 | 14.5 |
| 1998 | 27.5 | 33.2 | 31.9 | 4.6 | . 4 | $2.4=100$ | 11.8 | 13.5 |
| 1997 | 28.2 | 33.3 | 31.9 | 4.0 | . 4 | $2.3=100$ | 12.3 | 13.8 |
| 1996 | 29.2 | 32.7 | 33.0 | $5.2=100$ |  |  | 12.7 | 15.6 |
| 1995 | 31.4 | 29.7 | 33.4 | $5.4=100$ |  |  | 14.4 | 12.9 |
| 1994 | 29.8 | 31.8 | 33.8 | $4.6=100$ |  |  | 14.3 | 12.6 |
| 1993 | 27.4 | 33.8 | 34.0 | $4.8=100$ |  |  | 11.8 | 14.7 |
| 1992 | 27.7 | 32.7 | 35.7 | $3.9=100$ |  |  | 13.8 | 15.8 |
| 1991 | 30.9 | 31.4 | 33.2 | $4.5=100$ |  |  | 14.6 | 10.8 |
| 1990 | 31.0 | 33.1 | 29.1 | $6.8=100$ |  |  | 12.4 | 11.3 |
| 1989 | 33 | 33 | $34=100$ |  |  |  |  |  |
| 1987 | 26 | 35 | $39=100$ |  |  |  |  |  |

ASK ALL:
CLASS Which of the following labels best describes your household: [READ ITEMS, IN ORDER]

Early October, 2008
April, 2008
Early February, 2008
January, 2008
December, 2007
September, 2007
August, 2007
January, 2007
October, 2006
January, 2006
Mid-October, 2004
February, 2004 GAP
August, 2003
June, 2003
June, 2002
February, 2002
June, 2001

| Professional or |  |
| :---: | :---: |
| Business | Working |
| 31 | 48 |
| 33 | 42 |
| 32 | 47 |
| 33 | 46 |
| 30 | 46 |
| 35 | 46 |
| 34 | 44 |
| 30 | 47 |
| 34 | 45 |
| 32 | 46 |
| 32 | 45 |
| 32 | 47 |
| 31 | 47 |
| 31 | 44 |
| 31 | 47 |
| 32 | 46 |
| 29 | 47 |

(VOL.) (VOL.)
More than one/ Don't know/
Struggling

| None | Refused |
| :---: | :---: |
| 4 | $2=100$ |
| 6 | $2=100$ |
| 3 | $3=100$ |
| 6 | $3=100$ |
| 6 | $3=100$ |
| 4 | $3=100$ |
| 7 | $2=100$ |
| 5 | $2=100$ |
| 4 | $2=100$ |
| 4 | $4=100$ |
| 5 | $3=100$ |
| 4 | $2=100$ |
| 6 | $2=100$ |
| 8 | $2=100$ |
| 5 | $3=100$ |
| 6 | $2=100$ |
| 6 | $3=100$ |

## ASK ALL:

INVESTWhich of the following best describes your own level of investment in the stock market? [READ IN ORDER ON FORM 1, REVERSE ORDER OF OPTIONS ON FORM 2]

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


[^0]:    1
    Complete trend for OFTVOTE not shown; comparable election year trends are presented.

[^1]:    2 Includes those who say they lean to the Republican or Democratic candidate.
    Prior to Mid-September, 2008, July, 2004, September, 2000, September, 1996, August, 1992, and September, 1988 the question did not specify vice presidential candidates.

[^2]:    4
    In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

[^3]:    5 In June 2004, May 2004, Late March 2004, Mid-March 2004, Mid-June 2000 and July 1996 the head-to-head match-up was asked both as a three-way and a two-way trial heat. In those surveys, this question followed the two-way trial heat.

[^4]:    7 In the Late September, 2008 survey the question was worded: "Which candidate do you think could best address the current problems involving investment banks and companies with ties to the housing market?"
    8 In the Sept. 19-22, 2008, News Interest Index the question was worded: "Regardless of which candidate you prefer, which candidate do you think could best address the problems investment banks and companies with ties to the house market are having?"

[^5]:    9
    In the September 19-22, 2008 New Interest Index the question was worded "As a result of what has been happening with the economy lately, have you done any of the following?"

