

**HART / NEWHOUSE**

**NBC News/Wall Street Journal Survey  
Study #6090  
November 1-2, 2008**

**Overall margin of error: ± 3.1 percentage points**

<b>Margins of Error for Subsample Questions</b>		
<b>Question Number</b>	<b>Subsample</b>	<b>Margin Of Error (+/-)</b>
10a, 10c	Voting for John McCain (Q9)	4.8
10a, 10b	Voting for Barack Obama (Q9)	4.2

Interviews: 1,011 likely voters  
Date: November 1-2, 2008

**FINAL**

Study #6090  
NBC News/Wall Street Journal Survey  
November 2008

48 Male 52 Female <b>[109]</b>
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***Please note: all results are shown as percentages unless otherwise stated.***

<b><i>The margin of error for a total of 1,011 interviews is ± 3.1%</i></b>
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1a. Are you currently registered to vote at this address?

Registered.....	100	<b>CONTINUE</b>	[138]
Not registered.....	-	<b>TERMINATE</b>	
Not sure .....	-		

**(ASK ONLY OF SAMPLE TYPE 2 - CELL PHONE ONLY RESPONDENTS.)**

1b. Do you have a landline in addition to your cell phone, or is your cell phone the only telephone you have? +

	Likely Voters		
Have a landline.....	-	<b>TERMINATE</b>	[139]
Cell phone is only telephone.....	100	<b>CONTINUE</b>	
Not sure.....	-	<b>TERMINATE</b>	

+ Results shown reflect responses among likely voters.

2. Using a ten-point scale, please tell me how likely you are to vote in the November fourth elections for president and Congress. If you are certain that you will vote, pick a number closer to "eight," "nine," or "ten." If it is less likely that you will vote, use a number closer to "one," "two," or "three." You may choose any number from one to ten. +

	Likely Voters		
10, certain to vote .....	91	<b>CONTINUE</b>	[140-141]
9 .....	-		

8 .....	-	
7 .....	-	
6 .....	-	
5 .....	-	<b>TERMINATE</b>
4 .....	-	
3 .....	-	
2 .....	-	
1, less likely to vote.....	-	
<hr/>		
Already voted (VOL) .....	9	<b>CONTINUE</b>
<hr/>		
Not sure .....	-	<b>TERMINATE</b>

+ Results shown reflect responses among likely voters.

3a. For statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to? +

	<u>Likely Voters</u>	
18-24.....	8	<b>[142-143]</b>
25-29.....	7	
30-34.....	11	
35-39.....	8	
40-44.....	8	
45-49.....	11	
50-54.....	9	
55-59.....	10	
60-64.....	10	
65-69.....	5	
70-74.....	4	
75 and over.....	8	
Not sure/refused.....	1	

+ Results shown reflect responses among likely voters.

3b. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background? +

	<u>Likely Voters</u>	
Yes, Hispanic.....	8	<b>[144]</b>
No, not Hispanic.....	91	
Not sure/refused.....	1	

+ Results shown reflect responses among likely voters.

3c. And again, for statistical purposes only, what is your race—white, black, Asian, or something else? +

	<u>Likely Voters</u>	
White.....	76	<b>[145]</b>
Black.....	11	
Asian.....	2	
Other.....	4	
Hispanic (VOL).....	6	
Not sure/refused.....	1	

+ Results shown reflect responses among likely voters.

4. All in all, do you think that things in the nation are generally headed in the right direction, or do you feel that things are off on the wrong track?

	<u>Likely Voters</u>		
	<u>11/1- 2/08+</u>	<u>10/17- 20/08+</u>	
Headed in the right direction.....	11	12	<b>[146]</b>
Off on the wrong track.....	76	78	
Mixed (VOL).....	10	7	
Not sure.....	3	3	

+ Results shown reflect responses among likely voters.

5. Have you already voted by mail or at an early voting location, are you planning to vote early, or are you waiting to go vote on Election Day? +

	<u>Likely Voters</u>	
Already voted.....	30	<b>[147]</b>
Plan to vote early .....	5	
Will vote on Election Day .....	65	
Not sure .....	-	

+ Results shown reflect responses among likely voters.

6. In general, do you approve or disapprove of the job that George W. Bush is doing as president?

	<u>Likely Voters</u>		
	<u>11/1- 2/08+</u>	<u>10/17- 20/08+</u>	
Approve.....	26	27	<b>[148]</b>
Disapprove.....	67	66	
Not sure.....	7	7	

+ Results shown reflect responses among likely voters.

7. Please tell me how interested you are in Tuesday's elections, using a scale from one to ten, on which a "ten" means that you are very interested in the elections and a "one" means that you are not at all interested. You may choose any number from one to ten.

	<u>Likely Voters</u>		
	<u>11/1- 2/08+</u>	<u>10/17- 20/08+</u>	
10, very interested.....	84	86	<b>[149]</b>
9.....	5	5	
8.....	6	6	
7.....	2	1	
6.....	1	1	
5.....	2	1	
4.....	-	-	
3.....	-	-	
2.....	-	-	
1, not at all interested.....	-	-	
Cannot rate.....	-	-	

+ Results shown reflect responses among likely voters.

8. Now I'm going to read you the names of several public figures, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
<b>John McCain</b>							<b>[151]</b>
<i>Likely Voters</i>							
November 1-2, 2008+.....	24	23	13	16	23	1	
October 17-20, 2008+ .....	20	24	15	18	22	1	
<b>Barack Obama</b>							<b>[152]</b>
<i>Likely Voters</i>							
November 1-2, 2008+.....	44	12	8	10	25	1	
October 17-20, 2008+ .....	39	18	8	10	24	1	
<b>Joe Biden</b>							<b>[153]</b>
<i>Likely Voters</i>							
November 1-2, 2008+.....	25	25	16	12	18	4	
October 17-20, 2008+ .....	30	22	17	12	15	4	
<b>Sarah Palin</b>							<b>[154]</b>
<i>Likely Voters</i>							
November 1-2, 2008+.....	23	16	12	15	33	1	
October 17-20, 2008+ .....	23	15	12	12	36	2	

+ Results shown reflect responses among likely voters.

9. If the next election for president were held today, with John McCain and Sarah Palin as the Republican candidates, and Barack Obama and Joe Biden as the Democratic candidates, for whom would you vote? **(IF "NOT SURE," ASK:)** Well, which way do you lean at this time? **(IF "ALREADY VOTED" IN Q5 ASK:)** For whom did you vote for president--John McCain and Sarah Palin, the Republican candidates, Barack Obama and Joe Biden, the Democratic candidates, or someone else?

	<i>Likely Voters</i>		
	<u>11/1-2/08+</u>	<u>10/17-20/08+</u>	
John McCain and Sarah Palin .....	42	41	<b>[155-156,159]</b>
John McCain and Sarah Palin (lean) .....	1	1	
Barack Obama and Joe Biden.....	51	52	<b>CONTINUE</b>
Barack Obama and Joe Biden (lean) .....	-	1	
Depends (VOL) .....	1	1	
Neither/other (VOL) .....	2	1	<b>Skip to Q.11</b>
Not sure.....	3	3	

+ Results shown reflect responses among likely voters.

**(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.9.)**

10a. Would you definitely vote for **(TICKET CHOSEN IN Q.9)**, probably vote for **(TICKET CHOSEN IN Q.9)** but are still thinking about it, or are you just leaning toward voting for **(TICKET CHOSEN IN Q.9)**?

	McCain-Palin Voters		Obama-Biden Voters		
	<i>Likely Voters</i>		<i>Likely Voters</i>		
	11/1- 2/08+	10/17- 20/08+	11/1- 2/08+	10/17- 20/08+	
Definitely vote for candidate .....	83	86	88	85	<b>[160]</b>
Probably vote for candidate .....	9	7	6	8	
Just leaning toward voting for candidate .....	7	7	6	7	
Not sure .....	1	-	-	-	

+ Results shown reflect responses among likely voters.

**(ASK ONLY OF RESPONDENTS WHO CHOOSE OBAMA/BIDEN IN Q.9.)**

10b. Would you say that your vote is more FOR Barack Obama or more AGAINST John McCain?

	<i>Likely Voters</i>		
	<i>Obama/McCain</i>	<i>Kerry/Bush 2004</i>	
	11/1- 2/08+	10/04+	
More for Barack Obama.....	81	37	<b>[161]</b>
More against John McCain.....	11	47	
Some of both (VOL) .....	7	14	
Not sure.....	1	2	

+ Results shown reflect responses among likely voters.

**(ASK ONLY OF RESPONDENTS WHO CHOOSE McCAIN/PALIN IN Q.9.)**

10c. Would you say that your vote is more FOR John McCain or more AGAINST Barack Obama?

	<i>Likely Voters</i>		
	<i>Obama/McCain</i>	<i>Kerry/Bush 2004</i>	
	11/1- 2/08+	10/04+	
More for John McCain.....	61	76	<b>[162]</b>
More against Barack Obama.....	29	14	
Some of both (VOL) .....	9	10	
Not sure.....	1	-	

+ Results shown reflect responses among likely voters.

11. What is your preference for the outcome of this year's congressional elections—a Congress controlled by Republicans or a Congress controlled by Democrats?

	<i>Likely Voters</i>		
	11/1- 2/08+	10/17- 20/08+	
Republican-controlled Congress .....	36	39	<b>[163]</b>
Democrat-controlled Congress.....	48	49	
Not sure.....	16	12	

+ Results shown reflect responses among likely voters.

12. For each of the following candidates, please tell me whether that person has a background and set of values that you can identify with, or whether he does NOT have a background and set of values that you can identify with.

	Has Background/ Set Of Values I Identify With	Does NOT Have Background/ Set Of Values I Identify With	Not Sure	
<b>John McCain</b>				<b>[164]</b>
<i>Likely Voters</i>				
November 1-2, 2008+ .....	57	38	5	
October 17-20, 2008+ .....	58	39	5	
<b>Barack Obama</b>				<b>[165]</b>
<i>Likely Voters</i>				
November 1-2, 2008+ .....	57	39	4	
October 17-20, 2008+ .....	55	41	4	

+ Results shown reflect responses among likely voters.

13. Regardless of who you are voting for, when it comes to **(READ ITEM)**'s campaign, would you say that they have a message and you know what they would do if elected, or would you say that they do NOT have a message and you do NOT know what they would do if elected?

	Have A Message/Know What They Would Do If <u>Elected</u>	Do Not Have A Message/Do Not Know What They Would Do <u>If Elected</u>	Some Of Both <u>(VOL)</u>	Not Sure	
<b>Barack Obama and Joe Biden</b>					<b>[166]</b>
<i>Likely Voters</i>					
November 1-2, 2008+.....	67	22	7	4	
<b>John McCain and Sarah Palin</b>					<b>[167]</b>
<i>Likely Voters</i>					
November 1-2, 2008+.....	57	34	5	4	

+ Results shown reflect responses among likely voters.

	Have A Message/Know What They Would Do If <u>Elected</u>	Do Not Have A Message/Do Not Know What They Would Do <u>If Elected</u>	Some Of Both <u>(VOL)</u>	Not Sure
<b>John Kerry and John Edwards</b>				
<i>Likely Voters</i>				
October 2004+.....	51	42	4	3
<b>George W. Bush and Dick Cheney</b>				
<i>Likely Voters</i>				
October 2004+.....	72	24	2	2

+ Results shown reflect responses among likely voters.



14. Which of the following best describes how you would feel if **(READ ITEM)** were elected president in November--optimistic and confident that he would do a good job, satisfied and hopeful that he would do a good job, uncertain and wondering whether he would do a good job, or pessimistic and worried that he would do a bad job?

	<u>Optimistic And Confident</u>	<u>Satisfied And Hopeful</u>	<u>Uncertain And Wondering</u>	<u>Pessimistic And Worried</u>	<u>Not Sure</u>	
<b>Barack Obama</b>						<b>[168]</b>
<i>Likely Voters</i>						
November 1-2, 2008+ .....	34	24	16	25	1	
October 17-20, 2008 + .....	28	29	19	23	1	
<b>John McCain</b>						<b>[169]</b>
<i>Likely Voters</i>						
November 1-2, 2008+ .....	19	27	22	31	1	
October 17-20, 2008 + .....	17	27	25	30	1	

+ Results shown reflect responses among likely voters.

	<u>Optimistic</u>	<u>Satisfied</u>	<u>Uncertain</u>	<u>Pessimistic</u>	<u>Not Sure</u>
<b>George W. Bush</b>					
October 2004 +.....	33	18	11	37	1
<b>John Kerry</b>					
October 2004 +.....	25	24	20	30	1

+ Results shown reflect responses among likely voters.

	<u>Optimistic</u>	<u>Satisfied</u>	<u>Uncertain</u>	<u>Pessimistic</u>	<u>Not Sure</u>
<b>George W. Bush</b>					
October 2000+.....	30	27	22	20	1
<b>Al Gore</b>					
October 2000+.....	24	26	21	28	1

+ Results shown reflect responses among likely voters.

	<u>Optimistic</u>	<u>Satisfied</u>	<u>Uncertain</u>	<u>Pessimistic</u>	<u>Not Sure</u>
<b>Bob Dole</b>					
October 1996+.....	23	23	30	21	3
<b>Bill Clinton</b>					
October 1996+.....	29	28	20	22	1

+ Results shown reflect responses among likely voters.

15. How much confidence do you have that the plans and programs of **(READ ITEM)** would be able to get the country's economy back on track--a great deal of confidence, quite a bit of confidence, just some confidence, or very little confidence? If you do not know enough about his economic plans and programs, please just say so.

	Confidence				Not Sure	
	A Great Deal	Quite A Bit	Just Some	Very Little		
<b>Barack Obama</b>						<b>[170]</b>
<i>Likely Voters</i>						
November 1-2, 2008+ .....	22	20	21	34	3	
October 17-20, 2008+ .....	15	21	29	31	4	
<b>John McCain</b>						<b>[171]</b>
<i>Likely Voters</i>						
November 1-2, 2008+ .....	11	16	29	41	3	
October 17-20, 2008+ .....	8	15	33	40	4	

+ Results shown reflect responses among likely voters.

**(ROTATE Q.16a AND Q.16b.)**

16a. What would concern you more about John McCain if he were elected president:

That his direction and policies would be the same as George W. Bush's OR

That Sarah Palin would be his vice president?

If neither of these things concerns you, please just say so. +

	Likely Voters	
Direction and policies would be same as George W. Bush's ...	29	<b>[172]</b>
Sarah Palin would be vice president .....	10	
Neither is a concern .....	39	
Both concern equally (VOL) .....	20	
Not sure .....	2	

+ Results shown reflect responses among likely voters.

16b. What would concern you more about Barack Obama if he were elected president:

That he would not have enough experience to be president OR

That he would raise taxes?

If neither of these things concerns you, please just say so. +

	Likely Voters	
Would not have enough experience ....	20	<b>[173]</b>
Would raise taxes .....	14	
Neither is a concern.....	48	
Both concern equally (VOL).....	17	
Not sure.....	1	

+ Results shown reflect responses among likely voters.

17. Within the past thirty days have you been directly contacted at your home, either by telephone or in person, by one of the political parties or presidential campaigns? **(IF "YES," ASK:)** Were you contacted by the Republican Party or John McCain's campaign or the Democratic Party or Barack Obama campaign? +

	Likely Voters	
<b>Yes, Contacted</b> .....	<b>42</b>	
Republican Party/McCain campaign .....	11	<b>[174]</b>
Democratic Party/Obama campaign .....	13	
By both (VOL) .....	15	
Don't remember by whom (VOL) .....	3	
<b>No, Not Contacted</b> .....	<b>56</b>	
Not sure .....	2	

+ Results shown reflect responses among likely voters.

<b>October 2006+</b>		
<b>Yes, Contacted</b> .....	<b>51</b>	
Republican Party/candidate .....	10	
Democratic Party/candidate .....	12	
Both (VOL) .....	24	
Don't remember by whom (VOL) .....	5	
<b>No, Not Contacted</b> .....	<b>48</b>	
Not sure .....	1	

+ Results shown reflect responses among likely voters.

<b>October 2004+</b>		
<b>Yes, Contacted</b> .....	<b>30</b>	
Republican Party/Bush campaign .....	10	
Democratic Party/Kerry campaign .....	9	
Both (VOL) .....	11	
Do not remember who contacted by (VOL) ..	2	
<b>No, Not Contacted</b> .....	<b>67</b>	
Not Sure .....	1	

+ Results shown reflect responses among likely voters.

18. Has this presidential election made you more proud of America, less proud of America, or has it made no difference to you either way in that sense? +

	Likely Voters	
More proud .....	34	<b>[175]</b>
Less proud .....	12	
No difference either way .....	45	
Some of both (VOL) .....	6	
Not sure .....	3	

+ Results shown reflect responses among likely voters.

**FACTUALS: Now I am going to ask you a few questions for statistical purposes only.**

F1a. A lot of people are unable to get out and vote for many reasons. Did you happen to vote in the November 2004 election for president? +

	<u>Likely Voters</u>		
Yes, voted.....	85	<b>Skip to Q.F2</b>	<b>[176]</b>
No, did not vote .....	13	<b>CONTINUE</b>	
Not sure.....	2		

+ Results shown reflect responses among likely voters.

**(ASK ONLY OF RESPONDENTS WHO SAY THEY DID NOT VOTE OR ARE NOT SURE IN Q.F1a.)**

F1b. Will this year be the first time you have ever voted in a presidential election? +

	<u>Likely Voters</u>	
Yes, first time .....	9	<b>[177]</b>
No, not first time.....	5	
Not sure .....	1	
Voted in 2004 (Q.F1a) .....	85	

+ Results shown reflect responses among likely voters.

**(ASK ONLY OF RESPONDENTS WHO SAY THEY DID NOT VOTE OR ARE NOT SURE IN Q.F1a.)**

F1c. And did you register to vote some time in the past twelve months, or did you register to vote longer ago than that? +

	<u>Likely Voters</u>	
Registered in past twelve months .....	8	<b>[178]</b>
Registered longer ago than that.....	6	
Not sure .....	1	
Voted in 2004 (Q.F1a) .....	85	

+ Results shown reflect responses among likely voters.

F2. Are you currently employed? **(IF "CURRENTLY EMPLOYED," ASK:)** What type of work do you do?

**(IF "NOT CURRENTLY EMPLOYED," ASK:)** Are you a student, a homemaker, retired, or unemployed and looking for work? +

	<u>Likely Voters</u>	
<u>Currently Employed</u>		
Professional, manager .....	23	<b>[179]</b>
White-collar worker.....	23	
Blue-collar worker.....	15	
Farmer, rancher.....	-	
<u>Not Currently Employed</u>		
Student.....	3	
Homemaker.....	6	
Retired.....	23	
Unemployed, looking for work .....	5	
Other .....	-	
Not sure.....	2	

+ Results shown reflect responses among likely voters.

F3. What is the last grade that you completed in school? +

	<u>Likely Voters</u>	
Grade school.....	1	<b>[215-216]</b>
Some high school .....	3	
High school graduate .....	23	
Some college, no degree .....	16	
Vocational training/2-year college .....	11	
4-year college/bachelor's degree .....	26	
Some postgraduate work, no degree .....	3	
2-3 years postgraduate work/master's degree .....	12	
Doctoral/law degree .....	3	
Not sure/refused .....	2	

+ Results shown reflect responses among likely voters.

F4. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? +

	<u>Likely Voters</u>	
Strong Democrat.....	25	<b>[217]</b>
Not very strong Democrat .....	8	
Independent/lean Democrat.....	12	
Strictly independent .....	15	
Independent/lean Republican .....	11	
Not very strong Republican.....	7	
Strong Republican .....	17	
Other (VOL) .....	3	
Not sure .....	2	

+ Results shown reflect responses among likely voters.

F5. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? **(IF "LIBERAL" OR "CONSERVATIVE," ASK:)** Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)? +

	<u>Likely Voters</u>	
Very liberal.....	9	<b>[218]</b>
Somewhat liberal .....	17	
Moderate.....	34	
Somewhat conservative.....	19	
Very conservative .....	16	
Not sure .....	5	

+ Results shown reflect responses among likely voters.

F6a. What is your religion? +

	<u>Likely Voters</u>		
Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians) .....	50	<b>CONTINUE</b>	<b>[219]</b>
Catholic .....	22		
Jewish .....	3	<b>Skip to Q.F7</b>	
Muslim .....	-		
Mormon/LDS/Church of Jesus Christ of Latter Day Saints .....	1		
Other.....	10		
None .....	10	<b>CONTINUE</b>	
Not sure/refused .....	4		

+ Results shown reflect responses among likely voters.

**(ASK ONLY OF RESPONDENTS WHO SAY PROTESTANT, OTHER, NONE, OR NOT SURE IN Q.F6a.)**

F6b. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way? +

	<u>Likely Voters</u>	
Fundamentalist/evangelical .....	17	<b>[220]</b>
Neither fundamentalist nor evangelical .....	49	
Not sure .....	9	
Catholics/Jewish/Muslim/Mormon (Q.F6a).....	25	

+ Results shown reflect responses among likely voters.

F7a/b. Are you a current or retired labor union member? **(IF "NO," OR "NOT SURE" ASK:)** Is anyone else in your household a current or retired labor union member? +

	<u>Likely Voters</u>	
Labor union member .....	13	<b>[221-222]</b>
Union household .....	8	
Non-union household .....	77	
Not sure .....	2	

+ Results shown reflect responses among likely voters.

F8. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, or would the total be more than that? +

	<u>Likely Voters</u>	
Less than \$10,000 .....	3	<b>[223]</b>
Between \$10,000 and \$20,000 .....	5	
Between \$20,000 and \$30,000 .....	6	
Between \$30,000 and \$40,000 .....	8	
Between \$40,000 and \$50,000 .....	11	
Between \$50,000 and \$75,000 .....	19	
Between \$75,000 and \$100,000 .....	13	
More than \$100,000.....	20	
Not sure/refused .....	15	

+ Results shown reflect responses among likely voters.