

Newsweek Poll
Palin's Impact & Obama's Vulnerabilities
Princeton Survey Research Associates International

Final Topline Results
(10/24/08)

N = 1,092 registered voters, screened from 1,204 adults, 18+
Margins of error: plus or minus 3.4 for all adults
 plus or minus 3.6 for registered voters
 plus or minus 4.0 for likely voters (n=882)
Interviewing dates: 10/22-23/08

Notes: Data are weighted so that sample demographics match Census Current Population Survey parameters for gender, age, education, race, region, and population density.

Results based on smaller subgroups are subject to larger margins of sampling error. Sample size and margins of error for these subgroups are included in a separate methodology statement.

An asterisk () indicates a value less than 1%.*

- 1a/b. If the presidential election were being held TODAY, would you be more likely to vote for... the Democratic ticket of Barack Obama and Joe Biden; or the Republican ticket of John McCain and Sarah Palin (choices rotated)? [IF OTHER/UNDECIDED, RESPONDENTS WERE ASKED] As of TODAY, do you LEAN more toward Obama and Biden, the Democrats; or McCain and Palin, the Republicans?

BASED ON REGISTERED VOTERS

| | <u>Total</u> <u>Obama/Biden</u> | <u>Total</u> <u>McCain/Palin</u> | <u>Other candidate</u> | <u>Undecided</u> | |
|----------------------------|------------------------------------|-------------------------------------|------------------------|------------------|------|
| CURRENT TOTAL | 53 | 40 | 1 | 6 | =100 |
| Likely Voters ¹ | 53 | 41 | 1 | 5 | =100 |
| Republicans | 9 | 86 | 1 | 4 | =100 |
| Democrats | 91 | 5 | 0 | 4 | =100 |
| Independents | 49 | 41 | 3 | 7 | =100 |
| Whites | 45 | 47 | 1 | 7 | =100 |
| Non-Whites | 80 | 17 | 0 | 3 | =100 |
| Men | 52 | 42 | 2 | 4 | =100 |
| Women | 54 | 39 | * | 7 | =100 |
| 18-34 | 57 | 39 | 2 | 2 | =100 |
| 35-44 | 54 | 41 | 2 | 3 | =100 |
| 45-64 | 54 | 39 | * | 7 | =100 |
| 65+ | 48 | 42 | 1 | 9 | =100 |
| Hillary Clinton Supporters | 86 | 7 | * | 7 | =100 |
| White Evangelicals | 29 | 65 | 1 | 5 | =100 |
| White Catholics | 45 | 45 | 2 | 8 | =100 |
| Other Whites | 52 | 40 | 1 | 7 | =100 |
| Upper/Middle class whites | 43 | 51 | 1 | 5 | =100 |
| Working class/Poor whites | 46 | 44 | 2 | 8 | =100 |
| 2004 Bush voters | 16 | 80 | 1 | 3 | =100 |
| 2004 Kerry voters | 86 | 8 | 1 | 5 | =100 |
| 2004 Didn't vote | 63 | 30 | * | 7 | =100 |
| Early Voters | 60 | 35 | 1 | 4 | =100 |

¹ Likely voters were determined by their responses to a series of questions about their voting intentions, interest in the election, and past voting history. Likely voters represent 81% of all registered voters interviewed.

- 1a/b. If the presidential election were being held TODAY, would you be more likely to vote for... the Democratic ticket of Barack Obama and Joe Biden ; or the Republican ticket of John McCain and Sarah Palin (choices rotated)? [IF OTHER/UNDECIDED, RESPONDENTS WERE ASKED] As of TODAY, do you LEAN more toward Obama and Biden, the Democrats; or McCain and Palin, the Republicans?

BASED ON REGISTERED VOTERS

| | <u>Total</u> <u>Obama/Biden</u> | <u>Total</u> <u>McCain/Palin</u> | <u>Other candidate</u> | <u>Undecided</u> | |
|------------------------|------------------------------------|-------------------------------------|------------------------|------------------|------|
| TRENDS | | | | | |
| 10/8-9/08 | 52 | 41 | 1 | 6 | =100 |
| 9/10-11/08 | 46 | 46 | * | 8 | =100 |
| 7/9-10/08 ² | 44 | 41 | 2 | 13 | =100 |
| 6/18-19/08 | 51 | 36 | 2 | 11 | =100 |
| 5/21-22/08 | 46 | 46 | 1 | 7 | =100 |
| 4/24-25/08 | 47 | 44 | 2 | 7 | =100 |
| 4/16-17/08 | 48 | 44 | 2 | 6 | =100 |
| 3/5-6/08 | 46 | 45 | 1 | 8 | =100 |
| 6/20-21/07 | 51 | 41 | 2 | 6 | =100 |
| 5/2-3/07 | 52 | 39 | 2 | 7 | =100 |
| 2/28-3/1/07 | 45 | 43 | 2 | 10 | =100 |
| 1/24-25/07 | 48 | 42 | 1 | 9 | =100 |
| 1/17-18/07 | 46 | 44 | 1 | 9 | =100 |
| 12/6-7/06 | 43 | 45 | 1 | 11 | =100 |

² Note: Trends before September 2008 poll based on slightly different question wording that did not include vice presidential candidates' names.

2. Do you support... (**Q1a CHOICE:** Obama and Biden /McCain and Palin) STRONGLY or only moderately?

BASED ON REGISTERED VOTERS

Candidate Preference/Strength of Support

| Registered Voters | Likely Voters | | <u>10/8-9/08</u> | <u>9/10-11/08</u> | <u>07/9-10/08</u> |
|-------------------|---------------|----------------------|------------------|-------------------|-------------------|
| | | <u>Obama Voters</u> | | | |
| 42 | 44 | Strong | 38 | 31 | 27 |
| 11 | 9 | Not Strong | 14 | 15 | 17 |
| | | <u>McCain Voters</u> | | | |
| 27 | 29 | Strong | 27 | 33 | 16 |
| 13 | 12 | Not Strong | 14 | 13 | 25 |
| <u>7</u> | <u>6</u> | Undecided/Other | <u>7</u> | <u>8</u> | <u>15</u> |
| 100 | 100 | | 100 | 100 | 100 |

Candidate Preference/Strength of Support

| | <u>Strong</u> | <u>Not strong</u> | |
|------------------------|---------------|-------------------|------|
| Obama/Biden | 79 | 21 | =100 |
| McCain/Palin | 66 | 34 | =100 |
| Trends | | | |
| 10/8-9/08 | | | |
| Obama/Biden | 74 | 26 | =100 |
| McCain/Palin | 67 | 33 | =100 |
| 9/10-11/08 | | | |
| Obama/Biden | 67 | 33 | =100 |
| McCain/Palin | 71 | 29 | =100 |
| 7/9-10/08 ³ | | | |
| Obama | 61 | 39 | =100 |
| McCain | 39 | 61 | =100 |
| 10/21-22/04 | | | |
| Kerry/Edwards | 71 | 29 | =100 |
| Bush/Cheney | 76 | 24 | =100 |

3. If you could vote separately for VICE PRESIDENT, would you be more likely to vote for... Joe Biden, the Democrat; or Sarah Palin, the Republican (choices rotated)?

BASED ON REGISTERED VOTERS

| | <u>Biden</u> | <u>Palin</u> | <u>Neither/Other</u> | <u>DK</u> | |
|---------------|--------------|--------------|----------------------|-----------|------|
| CURRENT TOTAL | 54 | 37 | 3 | 6 | =100 |
| TRENDS | | | | | |
| 10/8-9/08 | 53 | 41 | 3 | 3 | =100 |
| 9/10-11/08 | 43 | 46 | 3 | 8 | =100 |

³ Note: July trend based on results that did not include vice presidential candidates.

4. Do you approve or disapprove of the way George W. Bush is handling his job as president?

| | <u>Approve</u> | <u>Disapprove</u> | <u>DK</u> | |
|---------------------|----------------|-------------------|-----------|------|
| CURRENT TOTAL | 23 | 67 | 10 | =100 |
| TRENDS ⁴ | | | | |
| 10/8-9/08 | 25 | 67 | 8 | =100 |
| 4/16-17/08 | 28 | 65 | 7 | =100 |
| 3/5-6/08 | 30 | 61 | 9 | =100 |
| 2/6-7/08 | 30 | 60 | 10 | =100 |
| 8/1-2/07 | 29 | 63 | 8 | =100 |
| 7/11-12/07 | 29 | 64 | 7 | =100 |
| 7/2-3/07 | 26 | 65 | 9 | =100 |
| 6/18-19/07 | 26 | 65 | 9 | =100 |
| 5/2-3/07 | 28 | 64 | 8 | =100 |
| 3/28-29/07 | 33 | 60 | 7 | =100 |
| 3/14-15/07 | 30 | 60 | 10 | =100 |
| 2/28-3/1/07 | 31 | 61 | 8 | =100 |
| 1/24-25/07 | 30 | 64 | 6 | =100 |
| 1/17-18/07 | 31 | 62 | 7 | =100 |
| 12/6-7/06 | 32 | 60 | 8 | =100 |
| 11/9-10/06 | 31 | 63 | 6 | =100 |
| 11/2-3/06 | 35 | 56 | 9 | =100 |
| 10/26-27/06 | 37 | 53 | 10 | =100 |
| 10/19-20/06 | 35 | 57 | 8 | =100 |
| 10/5-6/06 | 33 | 59 | 8 | =100 |
| 8/24-25/06 | 36 | 56 | 8 | =100 |
| 8/10-11/06 | 38 | 55 | 7 | =100 |
| 5/11-12/06 | 35 | 59 | 6 | =100 |
| 3/16-17/06 | 36 | 58 | 6 | =100 |
| 11/10-11/05 | 36 | 58 | 6 | =100 |
| 9/29-30/05 | 40 | 53 | 7 | =100 |
| 9/8-9/05 | 38 | 55 | 7 | =100 |
| 8/2-4/05 | 42 | 51 | 7 | =100 |
| 3/17-18/05 | 45 | 48 | 7 | =100 |
| 2/3-4/05 | 50 | 42 | 8 | =100 |
| 12/2-3/04 | 49 | 44 | 7 | =100 |
| 10/27-29/04 | 46 | 47 | 7 | =100 |
| 10/14-15/04 | 47 | 46 | 7 | =100 |
| 9/30-10/2/04 | 46 | 48 | 6 | =100 |
| 9/9-10/04 | 48 | 44 | 8 | =100 |
| 9/2-3/04 | 52 | 41 | 7 | =100 |
| 7/29-30/04 | 45 | 49 | 6 | =100 |
| 7/8-9/04 | 48 | 46 | 6 | =100 |
| 5/13-14/04 | 42 | 52 | 6 | =100 |
| 4/8-9/04 | 49 | 45 | 6 | =100 |
| 3/18-19/04 | 48 | 44 | 8 | =100 |
| 2/5-6/04 | 48 | 45 | 7 | =100 |
| 1/22-23/04 | 50 | 44 | 6 | =100 |
| 1/8-9/04 | 54 | 41 | 5 | =100 |
| 11/6-7/03 | 52 | 40 | 8 | =100 |
| 8/21-22/03 | 53 | 36 | 11 | =100 |
| 5/29-30/03 | 61 | 28 | 11 | =100 |

⁴ Full trendline from 1/04 to present; earlier trends selected.

LOWEST APPROVAL RATINGS FOR PAST PRESIDENTS

| <u>President</u> | <u>% Approve</u> | |
|------------------|------------------|--------------------------------|
| Clinton | 36 | 5/26-27/93 Newsweek |
| G.H.W. Bush | 29 | 7/31-8/2/92 Gallup |
| Reagan | 35 | 1/28-31/83 Gallup |
| Carter | 28 | 6/29-7/2/79 Gallup |
| Ford | 37 | 1/10-13/75 & 3/28-31/75 Gallup |
| Nixon | 23 | 1/4-7/74 Gallup |
| Johnson | 35 | 8/7-12/68 Gallup |
| Kennedy | 56 | 9/12-17/63 Gallup |
| Eisenhower | 48 | 3/27-4/1/58 Gallup |
| Truman | 22 | 2/9-14/52 Gallup |
| Roosevelt | 48 | 8/18-24/39 Gallup |

Source: The Roper Center for Public Opinion Research iPoll database.

5. At this point in time, do you personally wish that George W. Bush's presidency was over, or don't you feel this way?

BASED ON REGISTERED VOTERS

| <u>Total</u> | | <u>1/24-25/07</u> |
|--------------|-----------------------|-------------------|
| 67 | Yes, wish it was over | 58 |
| 26 | No, do not | 37 |
| <u>7</u> | Don't know | <u>5</u> |
| 100 | | 100 |

6. Please tell me if you have a favorable or unfavorable opinion of the following people in politics. If I mention someone you have never heard of before, just tell me. What about... **(INSERT—READ AND RANDOMIZE)?** Do you have a favorable or unfavorable opinion of him (her)?

BASED ON REGISTERED VOTERS

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>Can't rate/DK</u> | |
|-----------------|------------------|--------------------|-----------------------|----------------------|------|
| a. Barack Obama | | | | | |
| CURRENT TOTAL | 62 | 32 | * | 6 | =100 |
| TRENDS | | | | | |
| 10/8-9/08 | 60 | 36 | * | 4 | =100 |
| 9/10-11/08 | 57 | 37 | 1 | 5 | =100 |
| 7/9-10/08 | 56 | 32 | * | 12 | =100 |
| 6/18-19/08 | 62 | 26 | * | 12 | =100 |
| 5/21-22/08 | 55 | 40 | 1 | 4 | =100 |
| 4/24-25/08 | 53 | 40 | 1 | 6 | =100 |
| 4/16-17/08 | 57 | 36 | 1 | 6 | =100 |
| 3/5-6/08 | 61 | 28 | 1 | 10 | =100 |
| 7/2-3/07 | 56 | 19 | 11 | 14 | =100 |
| 5/11-12/06 | 34 | 10 | 46 | 10 | =100 |
| b. John McCain | | | | | |
| CURRENT TOTAL | 50 | 44 | * | 6 | =100 |
| TRENDS | | | | | |
| 10/8-9/08 | 51 | 45 | 0 | 4 | =100 |
| 9/10-11/08 | 57 | 36 | * | 7 | =100 |
| 7/9-10/08 | 55 | 32 | * | 13 | =100 |
| 6/18-19/08 | 49 | 37 | 1 | 13 | =100 |
| 5/21-22/08 | 54 | 40 | 1 | 5 | =100 |
| 4/24-25/08 | 51 | 41 | 1 | 7 | =100 |
| 4/16-17/08 | 52 | 42 | 1 | 5 | =100 |
| 3/5-6/08 | 55 | 35 | 1 | 9 | =100 |

6. Please tell me if you have a favorable or unfavorable opinion of the following people in politics. If I mention someone you have never heard of before, just tell me. What about... **(INSERT—READ AND RANDOMIZE)**? Do you have a favorable or unfavorable opinion of him (her)?

BASED ON REGISTERED VOTERS

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>Can't rate/DK</u> | |
|-----------------------|------------------|--------------------|-----------------------|----------------------|------|
| c. Joe Biden | | | | | |
| CURRENT TOTAL | 56 | 30 | 4 | 10 | =100 |
| TRENDS | | | | | |
| 10/8-9/08 | 59 | 31 | 3 | 7 | =100 |
| 9/10-11/08 | 49 | 32 | 4 | 15 | =100 |
| 5/11-12/06 | 24 | 16 | 49 | 11 | =100 |
| d. Sarah Palin | | | | | |
| CURRENT TOTAL | 44 | 46 | 1 | 9 | =100 |
| TRENDS | | | | | |
| 10/8-9/08 | 49 | 45 | 1 | 5 | =100 |
| 9/10-11/08 | 52 | 32 | 4 | 12 | =100 |

7. Which ONE of the following candidate qualities is MOST important in determining your vote for president this year... **(READ AND RANDOMIZE)**?

BASED ON REGISTERED VOTERS

| <u>Total</u> | | <u>10/8-9/08</u> | <u>9/10-11/08</u> |
|--------------|--|------------------|-------------------|
| 26 | Can bring the changes this country needs | 25 | 22 |
| 22 | Positions on major issues | 23 | 28 |
| 20 | Leadership skills | 18 | 19 |
| 15 | Cares about people like you | 14 | 10 |
| 14 | Experience | 18 | 13 |
| 1 | (VOL) Other/None of these | 1 | 4 ⁵ |
| <u>2</u> | (DO NOT READ) Don't know | <u>1</u> | <u>4</u> |
| 100 | | 100 | 100 |

⁵ Trend results for *Other/None of these* include *Personal life history*.

8. Which ONE of the following ISSUES is MOST important in determining your vote for president this year...
(**READ AND RANDOMIZE**)?

BASED ON REGISTERED VOTERS

| <u>Total</u> | | <u>10/8-9/08</u> | <u>9/10-11/08</u> |
|--------------|---|------------------|-------------------|
| 44 | The economy and jobs | 48 | 39 |
| 14 | Taxes and government spending | 10 | 14 |
| 12 | Terrorism and national security | 8 | 10 |
| 8 | Health care | 9 | 7 |
| 7 | The Iraq war | 8 | 10 |
| 6 | Issues like abortion, guns, and same-sex marriage | 6 | 8 |
| 5 | Energy policy and gas prices | 8 | 8 |
| 1 | (VOL) Other/None of these | 1 | 1 |
| <u>3</u> | (DO NOT READ) Don't know | <u>2</u> | <u>3</u> |
| 100 | | 100 | 100 |

9. Please tell me which presidential candidate you think would do a better job handling each of the following issues as president. What about... (**INSERT—READ AND RANDOMIZE**)? Do you think Barack Obama or John McCain would do a better job handling this issue?

BASED ON REGISTERED VOTERS

| | <u>Obama</u> | <u>McCain</u> | (VOL.) <u>Equally</u> | (VOL.) <u>Neither</u> | <u>DK</u> | |
|---------------------------------|--------------|---------------|--------------------------|--------------------------|-----------|------|
| a. The economy and jobs | | | | | | |
| CURRENT TOTAL | 56 | 33 | 3 | 4 | 4 | =100 |
| TRENDS | | | | | | |
| 10/8-9/08 | 54 | 35 | 2 | 4 | 5 | =100 |
| 9/10-11/08 | 49 | 40 | 3 | 3 | 5 | =100 |
| 6/18-19/08 | 54 | 29 | 2 | 6 | 9 | =100 |
| 4/16-17/08 | 54 | 34 | 2 | 3 | 7 | =100 |
| b. The Iraq war | | | | | | |
| CURRENT TOTAL | 47 | 45 | 2 | 2 | 4 | =100 |
| TRENDS | | | | | | |
| 10/8-9/08 | 47 | 46 | 2 | 2 | 3 | =100 |
| 9/10-11/08 | 41 | 51 | 2 | 2 | 4 | =100 |
| 6/18-19/08 | 46 | 40 | 1 | 4 | 9 | =100 |
| 4/16-17/08 | 54 | 34 | 2 | 3 | 7 | =100 |
| c. Energy policy and gas prices | | | | | | |
| CURRENT TOTAL | 51 | 36 | 4 | 4 | 5 | =100 |
| TRENDS | | | | | | |
| 10/8-9/08 | 53 | 36 | 2 | 4 | 5 | =100 |
| 9/10-11/08 | 44 | 42 | 3 | 4 | 7 | =100 |
| 6/18-19/08 ⁶ | 48 | 34 | 2 | 5 | 11 | =100 |

⁶ June 2008 trend based on modified question wording that did not include 'gas prices'.

9. Please tell me which presidential candidate you think would do a better job handling each of the following issues as president. What about... **(INSERT—READ AND RANDOMIZE)**? Do you think Barack Obama or John McCain would do a better job handling this issue?

BASED ON REGISTERED VOTERS

| | <u>Obama</u> | <u>McCain</u> | <u>(VOL.) Equally</u> | <u>(VOL.) Neither</u> | <u>DK</u> | |
|--|--------------|---------------|---------------------------|---------------------------|-----------|------|
| d. Terrorism and national security | | | | | | |
| CURRENT TOTAL | 40 | 50 | 3 | 3 | 4 | =100 |
| TRENDS | | | | | | |
| 10/8-9/08 | 40 | 50 | 3 | 2 | 5 | =100 |
| 9/10-11/08 | 34 | 56 | 3 | 2 | 5 | =100 |
| e. Health care | | | | | | |
| CURRENT TOTAL | 58 | 30 | 2 | 4 | 6 | =100 |
| TRENDS | | | | | | |
| 10/8-9/08 | 56 | 30 | 2 | 5 | 7 | =100 |
| 9/10-11/08 | 50 | 35 | 2 | 5 | 8 | =100 |
| f. Taxes and government spending | | | | | | |
| CURRENT TOTAL | 53 | 38 | 1 | 4 | 4 | =100 |
| TRENDS | | | | | | |
| 10/8-9/08 | 50 | 39 | 3 | 4 | 4 | =100 |
| 9/10-11/08 | 42 | 48 | 2 | 3 | 5 | =100 |
| g. Issues like abortion, guns, and same-sex marriage | | | | | | |
| CURRENT TOTAL | 47 | 37 | 2 | 4 | 10 | =100 |
| TRENDS | | | | | | |
| 10/8-9/08 | 46 | 39 | 3 | 4 | 8 | =100 |
| 9/10-11/08 | 42 | 43 | 2 | 4 | 9 | =100 |
| h. The financial problems on Wall Street and the housing and mortgage crises | | | | | | |
| CURRENT TOTAL | 52 | 32 | 3 | 7 | 6 | =100 |
| TREND | | | | | | |
| 10/8-9/08 | 50 | 34 | 3 | 7 | 6 | =100 |

- 10a. Has John McCain's choice of Sarah Palin as his vice presidential running mate made you more likely or less likely to vote for McCain – or has it not made much difference either way?

BASED ON REGISTERED VOTERS

| | <u>More likely</u> | <u>Less likely</u> | <u>No difference</u> | <u>DK</u> | |
|---------------|--------------------|--------------------|----------------------|-----------|------|
| CURRENT TOTAL | 19 | 31 | 49 | 1 | =100 |
| Republicans | 38 | 9 | 52 | 1 | =100 |
| Democrats | 6 | 45 | 48 | 1 | =100 |
| Independents | 17 | 34 | 47 | 2 | =100 |
| TREND | | | | | |
| 10/8-9/08 | 29 | 22 | 47 | 2 | =100 |

- 10a/b/c.

Has John McCain's choice of Sarah Palin as his vice presidential running mate made you more likely or less likely to vote for McCain – or has it not made much difference either way? Has the Palin choice made you a lot more likely, somewhat more likely, somewhat less likely, or a lot less likely to vote for McCain?

BASED ON REGISTERED VOTERS

| <u>Total</u> | | <u>Rep</u> | <u>Dem</u> | <u>Ind</u> |
|--------------|--------------------------------------|------------|------------|------------|
| 10 | A lot more likely to vote for McCain | 19 | 2 | 11 |
| 9 | Somewhat more likely | 19 | 4 | 6 |
| 49 | No difference | 52 | 48 | 47 |
| 9 | Somewhat less likely | 7 | 10 | 8 |
| 22 | A lot less likely to vote for McCain | 2 | 35 | 26 |
| <u>1</u> | Don't know | <u>1</u> | <u>1</u> | <u>2</u> |
| 100 | | 100 | 100 | 100 |

11. Do you think Sarah Palin is qualified to step in as president if she had to?

BASED ON REGISTERED VOTERS

| | <u>Yes</u> | <u>No</u> | <u>DK</u> | |
|------------------------|------------|-----------|-----------|------|
| CURRENT TOTAL | 40 | 55 | 5 | =100 |
| TRENDS | | | | |
| 10/8-9/08 | 39 | 55 | 6 | =100 |
| 09/10-11/08 | 45 | 46 | 9 | =100 |
| TRENDS | | | | |
| 7/8-9/04 – Edwards | 51 | 30 | 19 | =100 |
| 8/10-12/00 – Lieberman | 60 | 12 | 28 | =100 |
| 7/27-28/00 – Cheney | 60 | 18 | 22 | =100 |
| 7/24-26/92 – Gore | 64 | 19 | 17 | =100 |
| 8/18-19/88 – Bentsen | 67 | 14 | 19 | =100 |
| 8/18-19/88 – Quayle | 43 | 36 | 21 | =100 |

12. From what you know about Sarah Palin's views on major political issues, do you think she is too conservative, too liberal, or about right?

BASED ON REGISTERED VOTERS

Total

35 Too conservative
 7 Too liberal
 42 About right
16 **(DO NOT READ)** Don't know
 100

13. Do you find Sarah Palin to be personally likeable, or not?

BASED ON REGISTERED VOTERS

Total

70 Yes, personally likeable
 24 No
6 **(DO NOT READ)** Don't know
 100

14. Do you think Sarah Palin is well-informed about major domestic and foreign policy issues, or not?

BASED ON REGISTERED VOTERS

Total

35 Yes, well-informed
 57 No
8 **(DO NOT READ)** Don't know
 100

15. From what you've seen or heard about what Sarah Palin has said on the campaign trail about her Democratic opponents, has she **(READ)**?

BASED ON REGISTERED VOTERS

Total

39 Mostly made fair criticisms about policy differences, records, and qualifications, or
 47 Mostly made unfair personal attacks on her opponents
14 **(DO NOT READ)** Don't know
 100

16. As you may know, Sarah Palin made a TV appearance on the comedy show “Saturday Night Live” this past week. Did you happen to watch the show last Saturday or see video of Palin’s appearance?

BASED ON REGISTERED VOTERS

| <u>Total</u> | | <u>Rep</u> | <u>Dem</u> | <u>Ind</u> |
|--------------|------------|------------|------------|------------|
| 49 | Yes | 47 | 48 | 53 |
| 50 | No | 53 | 51 | 46 |
| <u>1</u> | Don’t know | <u>0</u> | <u>1</u> | <u>1</u> |
| 100 | | 100 | 100 | 100 |

17. In general, do you think Sarah Palin’s appearance on Saturday Night Live helped or hurt the Republican ticket’s chances of winning the presidential election, or didn’t make much difference either way?

BASED ON REGISTERED VOTERS

| | <u>Helped</u> | <u>Hurt</u> | <u>No difference</u> | <u>DK</u> | |
|----------------|---------------|-------------|----------------------|-----------|------|
| CURRENT TOTAL | 11 | 12 | 62 | 15 | =100 |
| Saw SNL | 14 | 15 | 69 | 2 | =100 |
| Didn’t see SNL | 8 | 9 | 56 | 27 | =100 |
| Republicans | 18 | 6 | 61 | 15 | =100 |
| Democrats | 6 | 19 | 59 | 16 | =100 |
| Independents | 10 | 11 | 67 | 12 | =100 |

- 17a. As you may know, there are news reports that the Republican National Committee spent about \$150,000 on new clothes for Sarah Palin and her family from Neiman-Marcus and other upscale stores. Does knowing this make you less likely to see Sarah Palin as a reformer with small town values, or is your opinion of her not much affected?

BASED ON REGISTERED VOTERS

| <u>Total</u> | |
|--------------|---------------------------------|
| 27 | Yes, makes less likely |
| 68 | No, has no effect |
| <u>5</u> | (DO NOT READ) Don’t know |
| 100 | |

18. Now, thinking About Barack Obama... From what you know about Obama’s views on major political issues, do you think he is too conservative, too liberal, or about right?

BASED ON REGISTERED VOTERS

| <u>Total</u> | |
|--------------|---------------------------------|
| 3 | Too conservative |
| 34 | Too liberal |
| 56 | About right |
| <u>7</u> | (DO NOT READ) Don’t know |
| 100 | |

19. I'm going to read you a list of reasons some people say might keep them from voting for Barack Obama. As I read each one, please tell me if this is a major concern that might keep you from voting for Obama, a minor concern, or not a concern. What about...(READ AND RANDOMIZE)?

BASED ON REGISTERED VOTERS

| | <u>Major concern</u> | <u>Minor concern</u> | <u>Not a concern</u> | <u>DK</u> | |
|--|----------------------|----------------------|----------------------|-----------|------|
| a. Obama's policies might lead to socialism or redistribution of wealth | | | | | |
| TOTAL | 35 | 17 | 44 | 4 | =100 |
| Upper/Middle class whites | 43 | 15 | 39 | 3 | =100 |
| Working class/Poor whites | 33 | 19 | 43 | 5 | =100 |
| b. Obama's tax policies might hurt small business owners and the jobs situation | | | | | |
| TOTAL | 40 | 19 | 37 | 4 | =100 |
| Upper/Middle class whites | 48 | 15 | 34 | 3 | =100 |
| Working class/Poor whites | 39 | 21 | 35 | 5 | =100 |
| c. Obama might not have the experience needed to deal with national security and defense issues | | | | | |
| TOTAL | 38 | 22 | 37 | 3 | =100 |
| Upper/Middle class whites | 44 | 21 | 33 | 2 | =100 |
| Working class/Poor whites | 41 | 19 | 36 | 4 | =100 |
| d. Obama might share the views of Jeremiah Wright, his former pastor, on race | | | | | |
| TOTAL | 27 | 19 | 50 | 4 | =100 |
| Upper/Middle class whites | 29 | 21 | 47 | 3 | =100 |
| Working class/Poor whites | 32 | 19 | 46 | 3 | =100 |
| e. Obama's association with former 1960s radical Bill Ayers raises doubts about his character | | | | | |
| TOTAL | 25 | 18 | 54 | 3 | =100 |
| Upper/Middle class whites | 30 | 20 | 49 | 1 | =100 |
| Working class/Poor whites | 28 | 15 | 54 | 3 | =100 |
| f. A foreign power may try to take advantage of Obama's youth and inexperience early in his presidency | | | | | |
| TOTAL | 33 | 23 | 41 | 3 | =100 |
| Upper/Middle class whites | 36 | 25 | 37 | 2 | =100 |
| Working class/Poor whites | 37 | 20 | 40 | 3 | =100 |

20. Thinking ahead to the next presidential election... If John McCain is not elected president in November, would you like to see Sarah Palin run for the Republican presidential nomination in 2012, or not?

BASED ON REGISTERED REPUBLICANS AND REPUBLICAN LEANERS

| <u>Total</u> | | <u>Traditional Republicans⁷</u> | <u>Social Issue Republicans⁸</u> |
|--------------|---------------------------------|--|---|
| 44 | Yes, would | 42 | 52 |
| 38 | No, would not | 40 | 34 |
| <u>18</u> | (DO NOT READ) Don't know | <u>18</u> | <u>14</u> |
| 100 | | 100 | 100 |

21. If John McCain is not elected president, which one of the following three possible candidates would you be most likely to support for the Republican presidential nomination in 2012? **(READ AND RANDOMIZE)**

BASED ON REGISTERED REPUBLICANS AND REPUBLICAN LEANERS

| <u>Total</u> | | <u>Traditional Republicans</u> | <u>Social Issue Republicans</u> |
|--------------|--|------------------------------------|-------------------------------------|
| 20 | Sarah Palin | 19 | 23 |
| 35 | Mitt Romney | 42 | 30 |
| 26 | Mike Huckabee | 23 | 31 |
| 10 | (VOL) None of these/Other candidate | 9 | 8 |
| <u>9</u> | (DO NOT READ) Don't know | <u>7</u> | <u>8</u> |
| 100 | | 100 | 100 |

22. Do you identify more with the Republican Party based on... **(READ)?**

BASED ON REGISTERED REPUBLICANS AND REPUBLICAN LEANERS

| <u>Total</u> | |
|--------------|---|
| 56 | Issues like taxes, economic growth, and national security, or |
| 34 | Issues like abortion, immigration, guns, and family values |
| 4 | (VOL) Neither/Other |
| <u>6</u> | (DO NOT READ) Don't know |
| 100 | |

⁷ Traditional Republicans are those who identify with the Republican party based on issues such as taxes, the economy, and national security.

⁸ Social Issue Republicans are those who identify with the Republican Party based on issues such as abortion, immigration, guns, and family values.

D2. Regardless of how you might have voted in recent elections, in politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

D2a. As of TODAY do you LEAN more toward the Republican Party or the Democratic Party?

| <u>Total</u> | <u>RVs</u> | |
|--------------|------------|--|
| 25 | 27 | Republican |
| 36 | 36 | Democrat |
| 34 | 34 | Independent |
| 2 | 1 | No party/Not interested in politics (VOL.) |
| * | * | Other party (VOL.) |
| <u>3</u> | <u>2</u> | Don't know |
| 100 | 100 | |
| 37 | 40 | Total Republican/Lean Republican |
| 53 | 52 | Total Democrat/Lean Democrat |

Newsweek Poll
Palin's Impact & Obama's Vulnerabilities
Princeton Survey Research Associates International

Methodology Statement
(10/24/08)

This poll was conducted by Princeton Survey Research Associates International from October 22-23, 2008. Telephone interviews were conducted with 1,204 adults, 18 or older. Results are weighted so that the sample demographics match Census Current Population Survey parameters for gender, age, education, race, region, and population density. The overall margin of sampling error is plus or minus 3.4 percentage points for results based on 1,204 adults and plus or minus 3.6 percentage points for 1,092 registered voters. Voter registration status is self-reported. Results based on smaller subgroups are subject to larger margins of sampling error.

SAMPLE SIZE/MARGIN OF ERROR FOR REGISTERED VOTERS SUBGROUPS:

| | |
|-------|--|
| 1,092 | Registered voters (plus or minus 4) |
| 882 | Likely voters (plus or minus 4) |
| 299 | Republicans (plus or minus 7) |
| 380 | Democrats (plus or minus 6) |
| 381 | Independents (plus or minus 6) |
| 520 | Men (plus or minus 5) |
| 572 | Women (plus or minus 5) |
| 900 | White (plus or minus 4) |
| 169 | Non-White (plus or minus 9) |
| 131 | 18-34 (plus or minus 9) |
| 174 | 35-44 (plus or minus 9) |
| 481 | 45-64 (plus or minus 5) |
| 267 | 65+ (plus or minus 7) |
| 244 | Hillary Clinton supporters (plus or minus 8) |
| 214 | White Evangelicals (plus or minus 8) |
| 218 | White Catholics (plus or minus 8) |
| 468 | Other whites (plus or minus 6) |
| 607 | Upper/Middle class whites (plus or minus 5) |
| 267 | Working class/Poor whites (plus or minus 7) |
| 447 | 2004 Bush voters (plus or minus 6) |
| 471 | 2004 Kerry voters (plus or minus 5) |
| 123 | 2004 Didn't vote (plus or minus 10) |
| 145 | 2008 Early voters (plus or minus 10) |
| 561 | Saw Saturday Night Live (plus or minus 5) |
| 522 | Didn't see Saturday Night Live (plus or minus 5) |
| 269 | Traditional RV Republicans (plus or minus 7) |
| 131 | Social Issue RV Republicans (plus or minus 10) |

In addition to sampling error, the practical difficulties of conducting surveys can also introduce error or bias to poll results.

| NEWSWEEK POLL: PALIN'S IMPACT & OBAMA'S VULNERABILITIES DEMOGRAPHIC PROFILE | | | |
|--|---------------------------|-------------------------------|--|
| | <u>Total</u> (n=1,204) | <u>Total RVs</u> (n=1,092) | |
| | % | % | |
| <u>Gender</u> | | | |
| Men | 47 | 48 | |
| Women | 53 | 52 | |
| <u>Age</u> | | | |
| 18-34 | 27 | 23 | |
| 35-44 | 19 | 20 | |
| 45-64 | 34 | 36 | |
| 65+ | 17 | 17 | |
| Undesignated | 3 | 4 | |
| <u>Party ID</u> | | | |
| Republican | 25 | 27 | |
| Democrat | 36 | 36 | |
| Independent | 34 | 34 | |
| Other/Don't know | 5 | 3 | |
| <u>Education</u> | | | |
| College graduate | 29 | 32 | |
| Some college | 23 | 25 | |
| No college | 47 | 42 | |
| Undesignated | 1 | 1 | |
| <u>Race/Ethnicity</u> | | | |
| White, non-Hispanic | 72 | 74 | |
| Total Non-White | 26 | 24 | |
| Black | 11 | 10 | |
| Hispanic | 9 | 9 | |
| Asian | 3 | 2 | |
| Other/Mixed race | 3 | 3 | |
| Undesignated | 2 | 2 | |