

Results of SurveyUSA News Poll #14317

Geography: USA 50 States
Data Collected: 09/04/2008
Release Date: 09/04/2008
Percentages

Palin Speech Moves Independents: Results of two nationwide polls conducted by SurveyUSA show Sarah Palin's speech at the Republican National Convention on the evening of 09/03/08 has helped the McCain campaign.

24 hours ago, [independent voters nationwide](#) were split on whether Palin was an asset or a liability to McCain's campaign. Today, by a 2:1 margin, independents say Palin is an asset. Overnight, the percentage calling the Alaska governor an asset to the campaign climbed 13 points; the percentage calling her a liability fell 17 points.
The numbers are similar [among moderates](#) , who 24 hours ago viewed Palin as a liability by an 11 point margin; today, Palin is seen as an asset by an 18 point margin.

Betting Line Changes: 24 hours ago, when asked if they would bet on Obama or McCain becoming president, Obama was a 16:15 favorite; today, it's flipped, and McCain is favored by the same ratio.

Grading The Speech: Of those who watched Palin speak last night, 60% give the speech a grade of "A." When those giving lower grades are factored in and a standard grade point average computed on a 4-point scale, Palin scores a "B," overall. Among Republicans, she gets an "A-;" among Independents, a solid "B;" among Democrats, a "C."

Filtering: SurveyUSA interviewed 1200 adults in two separate surveys, on 09/03/08 and [09/04/08](#) . In each survey, those identifying themselves as registered voters were asked the questions which followed.

1 Did you hear Sarah Palin's speech at the Republican National Convention last night?

1061 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-2.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
Yes	75%	77%	73%	69%	78%	77%	79%	73%	78%	77%	69%	63%	72%	84%	65%	77%	86%	76%	67%	70%	77%	74%	73%	76%	77%
No	24%	22%	27%	31%	22%	22%	21%	27%	22%	22%	31%	33%	28%	16%	33%	23%	14%	24%	33%	28%	23%	26%	26%	24%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	29%	28%	26%	18%	57%	43%	76%	10%	8%	6%	36%	33%	26%	34%	38%	14%	30%	70%	19%	23%	36%	22%

2 What grade do you give her on the speech? An A, B, C, D, or an F?

796 Who Heard Speech	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
A	60%	60%	60%	54%	65%	58%	65%	60%	61%	64%	38%	62%	38%	86%	26%	57%	84%	52%	23%	53%	64%	61%	61%	63%	53%
B	11%	9%	13%	8%	14%	9%	13%	11%	11%	12%	5%	9%	5%	6%	17%	11%	4%	13%	16%	9%	11%	10%	10%	10%	14%
C	11%	11%	11%	11%	9%	15%	10%	10%	13%	10%	16%	11%	18%	2%	21%	14%	3%	15%	21%	13%	10%	9%	13%	11%	11%
D	9%	10%	8%	13%	7%	8%	7%	10%	8%	7%	23%	18%	7%	2%	19%	9%	4%	13%	17%	10%	9%	10%	8%	7%	13%
F	8%	9%	8%	14%	6%	8%	5%	10%	7%	6%	17%	0%	32%	4%	16%	8%	6%	6%	23%	13%	6%	9%	7%	8%	9%
Not Sure	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Heard Speech	100%	49%	51%	26%	29%	26%	19%	55%	45%	78%	9%	7%	6%	40%	29%	27%	39%	38%	12%	28%	72%	19%	22%	36%	23%
G.P.A.	3.1	3.0	3.1	2.7	3.2	3.0	3.3	3.0	3.1	3.2	2.2	3.1	2.1	3.7	2.2	3.0	3.6	2.9	2.0	2.8	3.2	3.1	3.1	3.2	2.9

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3 On the whole, is Sarah Palin an asset to John McCain? A liability to McCain? Or, do you not know enough to say?

1061 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
Asset	55%	58%	52%	51%	60%	52%	57%	55%	54%	59%	33%	46%	50%	82%	26%	56%	81%	48%	29%	47%	59%	53%	56%	55%	54%
Liability	24%	26%	22%	26%	20%	28%	20%	23%	25%	23%	37%	11%	21%	7%	39%	27%	8%	30%	46%	26%	22%	28%	20%	22%	27%
Don't Know Enough	19%	15%	22%	20%	17%	18%	22%	19%	20%	17%	27%	33%	19%	11%	29%	16%	9%	18%	25%	23%	17%	18%	23%	20%	14%
Not Sure	3%	1%	4%	3%	3%	2%	1%	3%	2%	1%	3%	10%	9%	1%	6%	1%	2%	3%	0%	4%	2%	2%	1%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	29%	28%	26%	18%	57%	43%	76%	10%	8%	6%	36%	33%	26%	34%	38%	14%	30%	70%	19%	23%	36%	22%

4 Does McCain's selection of Sarah Palin as a running mate reflect well on McCain? Reflect poorly on McCain? Or do you not know enough to say?

1061 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
Reflects Well On McCain	55%	58%	52%	51%	60%	52%	56%	56%	53%	60%	28%	48%	41%	84%	24%	55%	80%	48%	26%	47%	59%	53%	53%	57%	54%
Poorly On McCain	30%	30%	30%	33%	25%	36%	24%	29%	31%	25%	54%	31%	52%	9%	52%	32%	13%	37%	59%	32%	28%	34%	29%	28%	32%
Dont' Know Enough	14%	10%	17%	14%	14%	10%	18%	14%	14%	14%	17%	16%	6%	7%	22%	11%	6%	15%	15%	18%	12%	13%	17%	14%	11%
Not Sure	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	4%	0%	0%	2%	2%	2%	0%	1%	3%	1%	0%	1%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	29%	28%	26%	18%	57%	43%	76%	10%	8%	6%	36%	33%	26%	34%	38%	14%	30%	70%	19%	23%	36%	22%

5 On the whole, is Joe Biden an asset to Barack Obama? A liability to Obama? Or, do you not know enough to say?

1061 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
Asset	50%	50%	49%	50%	44%	56%	50%	47%	54%	48%	71%	41%	47%	30%	71%	52%	34%	58%	67%	53%	48%	52%	47%	47%	55%
Liability	27%	29%	25%	27%	31%	21%	28%	29%	24%	28%	12%	23%	44%	45%	11%	25%	44%	23%	11%	22%	29%	30%	25%	28%	25%
Don't Know Enough	22%	19%	25%	22%	24%	22%	21%	23%	22%	23%	16%	35%	9%	24%	17%	23%	21%	18%	21%	24%	22%	18%	28%	23%	19%
Not Sure	1%	1%	1%	0%	2%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	29%	28%	26%	18%	57%	43%	76%	10%	8%	6%	36%	33%	26%	34%	38%	14%	30%	70%	19%	23%	36%	22%

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6 Does Obama's selection of Joe Biden as a running mate reflect well on Obama? Reflect poorly on Obama? Or do you not know enough to say?

1061 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
Reflects Well On Obama	48%	49%	47%	48%	44%	55%	47%	46%	51%	47%	71%	40%	40%	25%	73%	50%	28%	58%	71%	49%	47%	51%	45%	45%	54%
Poorly On Obama	31%	34%	29%	31%	37%	28%	28%	34%	28%	31%	17%	39%	53%	52%	10%	31%	52%	26%	9%	27%	34%	30%	27%	35%	30%
Dont' Know Enough	20%	16%	23%	20%	19%	17%	25%	20%	20%	22%	12%	21%	7%	22%	17%	18%	20%	16%	20%	22%	19%	19%	28%	18%	15%
Not Sure	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	29%	28%	26%	18%	57%	43%	76%	10%	8%	6%	36%	33%	26%	34%	38%	14%	30%	70%	19%	23%	36%	22%

7 If you were placing a bet today, would you bet that Barack Obama will be elected president? Or, John McCain will be elected president?

1061 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
Barack Obama	45%	44%	45%	50%	41%	47%	39%	45%	44%	40%	73%	48%	51%	16%	74%	47%	22%	50%	70%	52%	41%	45%	47%	41%	48%
John McCain	48%	49%	47%	41%	54%	47%	51%	48%	49%	52%	25%	47%	35%	79%	22%	43%	72%	44%	24%	39%	53%	47%	47%	51%	45%
Not Sure	7%	7%	7%	9%	5%	6%	10%	7%	7%	7%	2%	5%	14%	5%	3%	10%	6%	7%	6%	9%	6%	8%	5%	8%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	29%	28%	26%	18%	57%	43%	76%	10%	8%	6%	36%	33%	26%	34%	38%	14%	30%	70%	19%	23%	36%	22%

8 Is the media rooting for Barack Obama? Rooting for John McCain? Or trying its best to be fair to both?

1061 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Income		Region			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	< \$40 K	> \$40 K	Northea	Midwes	South	West
Barack Obama	54%	58%	50%	55%	59%	48%	52%	57%	50%	58%	37%	40%	49%	80%	27%	55%	79%	48%	30%	49%	57%	56%	52%	56%	51%
John McCain	8%	7%	8%	9%	5%	7%	9%	7%	8%	8%	6%	9%	9%	4%	10%	9%	4%	9%	13%	11%	6%	10%	7%	7%	8%
Being Fair To Both	35%	31%	39%	31%	33%	40%	36%	32%	38%	32%	55%	44%	30%	13%	59%	33%	14%	42%	51%	33%	36%	33%	36%	36%	34%
Not Sure	4%	4%	3%	4%	3%	5%	2%	4%	4%	3%	2%	6%	13%	3%	4%	3%	3%	2%	7%	7%	1%	2%	4%	2%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	29%	28%	26%	18%	57%	43%	76%	10%	8%	6%	36%	33%	26%	34%	38%	14%	30%	70%	19%	23%	36%	22%

: KAAL-TV Rochester-Mason City-Austin, KABC-TV Los Angeles, KATU-TV Portland, KCTV-TV Kansas City, KFOR-TV Oklahoma City, KFSN-TV Fresno, KGTV-TV San Diego, KING-TV Seattle, KOB-TV Albuquerque, KPIX-TV San Francisco, KSTP-TV Minneapolis, KWCH-TV Wichita, SurveyUSA America's Pollster, WABC-TV New York, WBZ-TV Boston, WCAU-TV Philadelphia, WCMH-TV Columbus, WCPO-TV Cincinnati, WCSC-TV Charleston, WDBJ-TV Roanoke, WDIO-TV Duluth, WFLA-TV Tampa, WHAS-TV Louisville, WHEC-TV Rochester, WJHL-TV Tri-Cities, WJLA-TV Washington DC, WKRG-TV Mobile-Pensacola, WLEX-TV Lexington, WNYT-TV Albany, WTVD-TV Raleigh, WTVR-TV Richmond

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.