



CBS NEWS/KNOWLEDGE NETWORKS POLL
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 FOR IMMEDIATE RELEASE

PRESIDENT OBAMA'S ADDRESS TO CONGRESS
February 24th, 2009

Americans who watched President Barack Obama's speech to Congress tonight overwhelmingly approve of the proposals he outlined to help the economy, according to a CBS News Poll conducted online by Knowledge Networks immediately after the President's address. President Obama also clarified his plans for many viewers. And speech watchers say they believe the President's measures will succeed: 74% say the plans would make the national economy better.

WILL OBAMA'S PROPOSALS MAKE THE ECONOMY...

(Among speech viewers)

Better	74%
No Difference	15
Worse	11

The President also gave viewers a more direct sense of how his proposals would help them. Before the speech, only 36% said they would be personally helped by President Obama's plans - but afterward 51% say they would be helped.

WILL PRESIDENT'S ECONOMIC PLANS HELP YOU PERSONALLY?

(Among speech viewers)

	Before speech	Post-speech
Yes	36%	51%
No	63	49

Viewers also came away approving of the proposals in greater numbers than before the speech. 63% approved before the speech, rising to 80% after.

VIEWS OF OBAMA'S PLANS FOR DEALING WITH ECONOMIC CRISIS

(Among speech viewers)

	Before speech	Post-speech
Approve	63%	80%
Disapprove	36	20

President Obama was able to educate viewers about his economic plans as well. 58% felt they understood his plans before the address - and after watching it, 75% say they do.

DO YOU HAVE AN UNDERSTANDING OF OBAMA'S ECONOMIC PLANS?

(Among speech viewers)

	Before speech	Post-speech
Yes	58%	75%
No	41	24

SPECIFICS OF THE PLANS

The President laid out a number of ideas for dealing with components of the economy such as jobs and the housing crisis. He has also come under criticism from some Republicans who wanted more tax cuts. Speech viewers say his plans would create jobs and help the housing crisis. Two-thirds also say it contains enough tax cuts.

WOULD OBAMA'S ECONOMIC PLANS...

(Among speech viewers)

	Yes	No
Create jobs	81%	18
Help housing crisis	76%	24
Include enough tax cuts	64%	36

LOOKING AHEAD & VIEWS OF THE PRESIDENT

In more general terms, optimism also rose among viewers. Before the speech, 71% were optimistic about the next four years with Barack Obama as President. Afterwards, 80% are.

OPTIMISTIC OR PESSIMISTIC ABOUT NEXT FOUR YEARS?

(Among speech viewers)

	Before speech	Post-speech
Optimistic	71%	80%
Pessimistic	28	20

President Obama also improved his personal image among 44% of speech watchers.

DID SPEECH CHANGE YOUR OPINION OF OBAMA?

Made better	44%
No change	55
Made worse	1

Overall, an overwhelming 91% of viewers approve of the proposals laid out in the speech.

VIEWS OF THE SPEECH'S PROPOSALS

(Among speech viewers)

Approve	91%
Disapprove	8

But while 55% think President Obama will be able to accomplish all his goals, another 44% are doubtful.

WILL OBAMA BE ABLE TO ACCOMPLISH THE GOALS HE SET OUT IN HIS SPEECH?

(Among speech viewers)

Yes	55%
No	44

As is often the case in Presidential addresses, Americans who watched the speech tonight were more likely to be from the President's political party - 38% were Democrats, 26% were Republicans and 36% were independents.

This CBS News Poll was conducted online by Knowledge Networks among a nationwide random sample of 547 viewers of the President's Address to Congress. Knowledge Networks, a Silicon Valley company, conducted the poll among a sample of adult members of its household panel who said in recent days that they intended to watch the speech. The Knowledge Networks panel is a nationally representative sample given access to the Internet. This is a scientifically representative poll of viewers' reaction to the speech. The margin of sampling error could be plus or minus 4 percentage points for the entire sample of speech watchers.

**CBS News/Knowledge Networks Poll
 Pres. Obama's Address to Congress
 February 24, 2009**

Q2. In general, do you approve or disapprove of the proposals the President made in his speech tonight?

	***** VIEWERS *****	
Approve	91%	
Disapprove	8	

Q3. Do you think President Obama will or will not be able to accomplish all the goals he set out in his speech tonight?

Will be able to	55%
Will not be able to	44

Q4. Are you generally optimistic or pessimistic about the next four years with Barack Obama as President?

	After	Before
Optimistic	80%	71%
Pessimistic	20	28

Q5. After tonight's speech, has your opinion of Barack Obama changed for the better, changed for the worse, or not changed?

Changed for the better	44%
Changed for the worse	1
Not changed	55

Q6. From what you have seen or heard, do you generally approve or disapprove of Barack Obama's plans for dealing with ...

	After	Before
<u>The nation's economic crisis?</u>		
Approve	80%	63%
Disapprove	20	36
<u>Health care?</u>		
Approve	82%	
Disapprove	17	
<u>Energy</u>		
Approve	91%	
Disapprove	9	

Q7. From what you've seen or heard tonight, do you think you have been able to get a good understanding of Barack Obama's economic plans, or not?

	***** VIEWERS *****	
	After	Before
Yes	75%	58%
No	24	41

Q8. Regardless of what you hope will happen, do you think Barack Obama's plans will make the nation's economy..

***** VIEWERS *****

Better	74%
Worse	11
Make no difference	15

Q9. Regardless of what you hope will happen, do you think Barack Obama's economic plans..

Will create jobs?

	After	Before
Yes	81%	70%
No	18	29

Include enough tax cuts?

Yes	64%	51%
No	36	47

Will help the housing and mortgage crisis?

Yes	76%
No	24

Will help you personally?

Yes	51%	36%
No	49	63

Q10. Generally speaking, do you usually consider yourself a:

Republican	26%
Democrat	38
Independent/Other	36

Total Respondents: 547