



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: November 6-10, 2008

Interviews: 1,001 adults

Margin of error: +/- 3.1

NOTE: All results show percentages unless otherwise labeled. Results shown represent all Likely Voters, with total respondents shown for specific questions. Please refer to the exact sample size number at the bottom of each table.

All results shown are percentages unless otherwise labeled.

CUR1. Generally speaking, would you say things in this country are heading in the right direction or in the wrong direction?

	11/06/08- 11/10/08	10/16/08- 10/20/08	09/05/08- 09/10/08
Right direction	36	17	26
Wrong direction	56	78	70
Don't know	8	5	4
Refused	0	1	0

Based on: *N=1,001* *N=1,101* *N=1,217*

CUR2./

CUR3. Overall, please tell me whether you approve, disapprove, or neither approve nor disapprove of the way George W. Bush is handling his job as president

IF "APPROVE," ASK: Is that strongly approve or somewhat approve?

IF "DISAPPROVE," ASK: Is that strongly disapprove or somewhat disapprove?

IF "NEITHER," ASK: If you had to choose, do you lean more toward approving or disapproving of the way George W. Bush is handling his job as president?

	11/06/08- 11/10/08	10/16/08- 10/20/08	09/05/08- 09/10/08
Total Approve	28	26	33
Strongly approve	9	8	13
Somewhat approve	14	13	17
Neither/Lean approve	6	5	3
(VOL) Neither—don't lean	3	1	2
Total Disapprove	67	72	64
Neither—lean disapprove	3	5	3
Somewhat disapprove	16	15	15
Strongly disapprove	48	52	46
Don't know	1	0	1
Refused	0	0	0

Based on: *N=1,001* *N=1,101* *N=1,108*

CUR4./

CUR5. Overall, please tell me whether you approve, disapprove, or neither approve nor disapprove of the way Congress is handling its job.

IF "APPROVE," ASK: Is that strongly approve or somewhat approve?

IF "DISAPPROVE," ASK: Is that strongly disapprove or somewhat disapprove?

IF "NEITHER," ASK: If you had to choose, do you lean more toward approving or disapproving of the way Congress is handling its job?

	11/06/08- 11/10/08	10/16/08- 10/20/08
Total Approve	21	22
Strongly approve	2	4
Somewhat approve	15	15
Neither/Lean approve	4	4
(VOL) Neither—don't lean	3	1
Total Disapprove	71	74
Neither—lean disapprove	6	7
Somewhat disapprove	25	24
Strongly disapprove	40	43
Don't know	5	2
Refused	1	0

Based on:

N=1,001

N=1,101

CAM7. Do any of the following words describe your own personal feelings about the results of the 2008 presidential election, or not? How about...

[RANDOMIZE ORDER]	Yes	No	DK	REF
Angry	11	88	1	0
Proud	60	38	2	0
Excited	51	48	0	0
Hopeful	74	24	2	0
Disappointed	31	68	0	0
Surprised	29	71	0	0
Depressed	12	87	1	0

Based on: N=1,001

ECO1. Would you say that now is a good or bad time to invest in the stock market?

	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	39	38
Bad time	51	58
Don't know	10	4
Refused	0	0

Based on: *N=1,001* *N=1,101*

ECO2. And would you say that now is a good or bad time to invest in real estate?

	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	55	53
Bad time	38	43
Don't know	6	4
Refused	0	0

Based on: *N=1,001* *N=1,101*

ECO7. How worried are you that increasing federal debt will harm the financial future of your children and grandchildren?

	11/06/08- 11/10/08	09/27/08- 09/30/08
Very worried	38	42
Somewhat worried	39	37
Not too worried	13	11
Not at all worried	9	8
Don't know	1	0
Refused	0	0
(VOL) Does not apply	0	2

Based on: *N=1,001* *N=1,160*

CUR6. Do you think Barack Obama should appoint some qualified Republicans to important posts in his administration, or do you think he should only appoint Democrats to those positions?

Appoint some qualified Republicans	73
Appoint only Democrats	15
Don't know	10
Refused	2

Based on: *N=1,001*

CUR7. As you may know, the Democrats will now control the House of Representatives, the Senate and the Presidency. Do you think it good for the country, bad for the country, or does it not really make a difference that the Democrats now control the House, the Senate and the Presidency?

Good for the country	42
Bad for the country	34
Does not really make a difference	20
Don't know	4
Refused	1

Based on:

N=1,001

CUR8. How much of a priority should each of the following be for the new president? Would you say each one should be a top priority, an important but lower priority, not an important priority, or should not be done. How about...

[RANDOMIZE ORDER]	A top priority	An important but lower priority	Not an important priority	Should not be done	DK	REF
Stabilizing the nation's financial institutions	61	26	5	6	3	0
Improving the economy	84	14	1	1	0	0
Creating jobs	80	15	2	1	1	0
Reducing the federal budget deficit	61	31	5	1	2	0
Implementing a national health care plan	50	26	9	14	1	0
Removing most troops from Iraq by 2010	51	27	8	10	4	1
Protecting the environment	49	40	8	2	1	0
Allowing off-shore drilling for oil	37	36	13	11	3	0
Dealing with the problems of poor people	50	38	8	2	1	0

Cutting personal tax rates	36	44	11	6	4	0
Eliminating the previous tax cuts for couples earning more than \$250,000 a year	29	30	19	18	4	0

Based on: N=1,001

CUR10. How confident are you that Barack Obama will be successful in bringing about the changes needed to improve the economy?

Very confident	31
Somewhat confident	41
Not too confident	15
Not at all confident	11
Don't know	2
Refused	0

Based on: N=1,001

CUR11. How confident are you that Barack Obama will be able to implement the policy agenda he promised in his campaign?

Very confident	24
Somewhat confident	44
Not too confident	18
Not at all confident	13
Don't know	1
Refused	0

Based on: N=1,001

CUR12a. Do you think that Barack Obama will find it easier or more difficult to accomplish his goals in Washington because of his race, or do you not think it will matter either way?

Easier	2
More difficult	9
Not matter either way	88
Don't know	1
Refused	1

Based on: N=831

PID1/

PID2. Do you consider yourself a Democrat, a Republican, an Independent, or none of these?

IF "Democrat," ASK: Do you consider yourself a strong or moderate Democrat?

IF "Republican," ASK: Do you consider yourself a strong or moderate Republican?

IF "Independent" OR "None," ASK: Do you lean more toward the Democrats or the Republicans?

	11/06/08- 11/10/08
Total Democrat	48
Democrat – strong	21
Democrat – moderate	19
Independent – lean Democratic	8
None – lean Democratic	0
Total Republican	34
Republican – strong	13
Republican – moderate	11
Independent – lean Republican	10
None – lean Republican	0
[VOL] Independent – don't lean	5
[VOL] None – don't lean	0
[VOL] Other	0
Don't know	14
Refused	0

Based on:

N=1,001

The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

DM1. What is your marital status? Are you... [ACCEPT MULTIPLE RESPONSES.]

Married/Living as married/Co-Habiting	57
Separated	1
Divorced	10
Widowed	7
Never married	24
Don't know	0
Refused	1

Based on:

N=1,001

DM2. What is the last grade of school you completed?

Less than high school graduate	12
High school graduate	31
Technical/trade school	4
Some college	25
College graduate	16
Some graduate school	3
Graduate degree	9
Don't know	0
Refused	1

Based on: *N=1,001*

DM4. In what year were you born?

18-29	21
30-49	37
50-64	23
65+	17
DK/Refused	2

Based on: *N=1,001*

DM5. Which one of the following best describes where you live?

Urban area	24
Suburban area	43
Rural area	31
Don't know	2
Refused	0

Based on: *N=1,001*

DM6. Do you currently own your home, rent it, or do you have some other arrangement?

Own	64
Rent	23
Other arrangement	12
Don't know	0
Refused	1

Based on: *N=1,001*

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	36
No	64
Don't know	0
Refused	1

Based on: N=1,001

DM8. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

No lines	17
One Line	77
Two lines	5
Three or more lines	1
Don't know	0
Refused	0

Based on: N=1,001

DM9. And on how many different cell-phone numbers, if any, could I have reached you for this call?

Zero	18
One	49
Two	20
Three or more	13
Don't know	0
Refused	0

Based on: N=1,001

DM10. [IF BOTH LAND AND CELLPHONE, ASK:] Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?

Landline	31
Cell phone	33
Both equally	36
Don't know	0
Refused	0

Based on: N=716

DM10a. How many adults, in addition to you, carry and use this cell phone at least once a week or more?

Zero	54
One	29
Two	6
Three or more	10
Don't know	0
Refused	0

Based on: *N=200*

DM12. Do you consider yourself a born-again or evangelical Christian, or not?

Yes, born-again/evangelical	39
No	58
Don't know	1
Refused	2

Based on: *N=1,001*

DM13. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination?

Protestant	32
Catholic	21
Mormon	1
Jewish	2
Muslim	1
Other religion [SPECIFY]	20
Don't belong to religious denomination	21
Don't know	1
Refused	2

Based on: *N=1,001*

DM14. [IF "OTHER RELIGION" IN DM13, ASK:] Do you consider yourself a Christian, or not?

Yes, a Christian	80
No, not a Christian	20
Don't know	1
Refused	0

Based on: *N=152*

DM15. Aside from weddings and funerals, how often do you attend religious services? Would you say more than once a week, once a week, once or twice a month, a few times a year, less often than a few times a year, or never?

More than once a week	13
Once a week	25
Once or twice a month	14
A few times a year	19
Less often than a few times a year	10
Never	16
Don't know	1
Refused	2

Based on:

N=1,001

DM16. [ASK EVERYONE] Are you Spanish, Hispanic, or Latino?

Yes	13
No	86
Don't know	0
Refused	1

Based on:

N=1,001

DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Spanish, Hispanic, or Latino, what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

DM18. [IF NOT SPANISH/HISPANIC/LATINO (D16=2), ASK:] What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

White	75
Black, African-American, or Negro	12
American Indian or Alaska Native	3
Asian Indian	1
Native Hawaiian	0
Chinese	0
Guamanian or Chamorro	0
Filipino	0
Samoan	0
Japanese	0
Korean	0
Vietnamese	0

Other Asian	1
Other Pacific Islander	0
Some other race [SPECIFY]	7
Don't know	1
Refused	1

Based on:

N=1,001

DM19. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher? [READ LIST]

Below \$50,000	45
\$50,000+	50
Don't know	2
Refused	4

Based on:

N=1,001

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	7
\$10,000 to under \$20,000	12
\$20,000 to under \$30,000	8
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	6
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	10
\$150,000 or more	7
Don't know	4
Refused	7

Based on:

N=1,001

DM21 Do you currently own stocks, bonds, or mutual funds?

Yes	43
No	54
Don't know	1
Refused	2

Based on: *N=1,001*

[ASK DM21 ONLY IF YES IN DM21:]

DM22 In the past 12 months, how many times did you make changes in your investments—buying or selling stocks or mutual funds either within or outside an employer-sponsored 401K plan? Would you say...

1	18
2	11
3	5
4	4
5-9 times	4
10-14 times	1
15-19 times	1
20-24	1
25 times or more	2
None	50
Don't know	2
Refused	1

Based on: *N=510*

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	48
Female	52

Based on: *N=1,001*

REGION:

Northeast	19
Midwest	23
South	36
West	22

Based on: *N=1,001*

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted November 6th – 10th, 2008, by GfK Roper Public Affairs & Media – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,001 adults age 18 or older. The interviews were conducted with 801 respondents on landlines and 200 on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The survey sample included the contiguous 48 states, Alaska and Hawaii. Interviews were conducted in both English and Spanish.

The combined landline and cell phone data were weighted to account for probabilities of selection, as well as age, sex, education and race, using targets from the March 2008 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2008 Spring estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 3.1 percentage points, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Trend data are displayed for selected questions from previous AP-GfK Polls that also consisted of telephone interviews with nationally-representative probability samples of adults age 18 or older. Details about all AP-GfK Polls are available at <http://www.ap-gfkipoll.com>.