



GfK Custom Research  
North America



# THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

*Interview dates: January 9-14, 2009*

*Interviews: 1,001 adults*

*Margin of error: +/- 3.1 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

*Please refer to the exact sample 1,001 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?

	1/09/09- 1/14/09	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08	09/05/08- 09/10/08
Right direction	35	32	36	17	26
Wrong direction	54	60	56	78	70
Don't know	11	8	8	5	4
Refused	*	*	0	1	0
<i>Based on:</i>	<i>N=1,001</i>	<i>N=1,000</i>	<i>N=1,001</i>	<i>N=1,101</i>	<i>N=1,217</i>

CUR13./

CUR14. Overall, please tell me whether you approve, disapprove, or neither approve nor disapprove of the way Barack Obama is handling the transition to the presidency.

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 Barack Obama is handling the transition to the presidency?

	1/09/09- 1/14/09	12/03/08- 12/08/08
<b>Total Approve</b>	<b>74</b>	<b>73</b>
Strongly approve	43	41
Somewhat approve	26	27
Neither/Lean approve	5	5
(VOL) Neither—don't lean	4	5
<b>Total Disapprove</b>	<b>15</b>	<b>14</b>
Neither—lean disapprove	3	2
Somewhat disapprove	5	5
Strongly disapprove	7	6
Don't know	6	8
Refused	*	*
<i>Based on:</i>	<i>N=1,001</i>	<i>N=1,000</i>

CURJ2. How do you think George W. Bush will go down in history? Will he be remembered as...

[ASK RANDOM HALF SAMPLE: An outstanding president, above average, average, below average, or poor?]

[ASK RANDOM HALF SAMPLE: A poor president, below average, average, above average, or outstanding?]

	1/09/09- 1/14/09
Outstanding	3
Above average	11
Average	24
Below average	20
Poor	41
Don't know	1
Refused	*

*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 imp. but lower priority	Not an imp. priority	Should not be done	DK	REF
Stabilizing the nation's financial institutions	59	29	5	5	2	*
<i>11/06-11/10/08</i>	61	26	5	6	3	*
Improving the economy	84	14	1	1	*	-
<i>11/06-11/10/08</i>	84	14	1	1	*	*
Creating jobs	77	18	2	2	*	-
<i>11/06-11/10/08</i>	80	15	2	1	1	*
Reducing the federal budget deficit	55	36	5	2	1	*
<i>11/06-11/10/08</i>	61	31	5	1	2	*
Implementing a national health care plan	51	27	7	13	2	*
<i>11/06-11/10/08</i>	50	26	9	14	1	*
Removing most troops from Iraq by 2010	49	31	9	8	3	*
<i>11/06-11/10/08</i>	51	27	8	10	4	1
Protecting the environment	48	44	7	1	*	-
<i>11/06-10/08</i>	49	40	8	2	1	*
Increasing America's energy independence	69	26	3	1	1	-

*11/06-11/10/08*

N=1,001

*Based on:*

*1/09-1/14/09*

N=1,001

*Based on:*

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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 imp. but lower priority	Not an imp. priority	Should not be done	DK	REF
Dealing with the problems of poor people	54	39	6	1	1	*
<i>11/06-10/08</i>	50	38	8	2	1	*
Cutting personal tax rates	36	44	12	6	3	-
<i>11/06-10/08</i>	36	44	11	6	4	*
Closing the military prison at Guantanamo Bay	19	30	23	19	9	*
Solving the funding crisis for Social Security	63	31	3	1	2	-
Eliminating the previous tax cuts for couples earning more than \$250,000 a year	30	31	20	15	4	*
<i>11/06-10/08</i>	29	30	19	18	4	*
Improving respect for the United States around the world	57	31	9	3	1	*
Improving race relations	38	41	15	4	2	*
Restoring public trust in government	63	30	5	1	1	*
Making government more efficient	71	24	3	1	2	*

*11/06-11/10/08*

N=1,001

*Based on:*

*1/09-1/14/09*

N=1,001

*Based on:*

CURJ3. What kind of president do you think Barack Obama will be? Do you think he will be ...

[ASK RANDOM HALF SAMPLE: An outstanding president, above average, average, below average, or poor?]

[ASK RANDOM HALF SAMPLE: A poor president, below average, average, above average, or outstanding?]

	1/09/09- 1/14/09
Outstanding	28
Above average	37
Average	24
Below average	4
Poor	3
Don't know	5
Refused	1

*Based on:*

*N=1,001*

Ba3b. Compared to today, please tell me whether you think it is very likely, somewhat likely, not too likely or not at all likely that each the following will have happened **one year from now**. First...

	1/09/09- 1/14/09	10/16/08- 10/20/08
<b>The economy will have improved</b>		
Very likely	22	24
Somewhat likely	49	51
Not too likely	21	12
Not at all likely	8	9
Doesn't apply	*	2
Don't know	1	2
Refused	*	*
<b>Unemployment will have gone down</b>		
Very likely	21	17
Somewhat likely	44	45
Not too likely	21	21
Not at all likely	12	13
Doesn't apply	*	2
Don't know	2	3
Refused	-	*
<b>The stock market will be on the rise</b>		
Very likely	21	22
Somewhat likely	51	55
Not too likely	18	12
Not at all likely	7	7
Doesn't apply	*	2
Don't know	3	3
Refused	-	*
<b>Gas prices will have gone down</b>		
Very likely	14	17
Somewhat likely	25	42
Not too likely	34	25
Not at all likely	26	13
Doesn't apply	*	1
Don't know	1	2
Refused	-	*

Based on:

N=1,001

N=1,101

Continues...

Continued from previous page...

Ba3b. Compared to today, please tell me whether you think it is very likely, somewhat likely, not too likely or not at all likely that each the following will have happened **one year from now**. First... (Cont'd. from previous page)

	1/09/09- 1/14/09	10/16/08- 10/20/08
<b>Your personal financial situation will have improved</b>		
Very likely	23	23
Somewhat likely	40	44
Not too likely	23	16
Not at all likely	11	13
Doesn't apply	2	2
Don't know	2	1
Refused	-	-
<b>The value of your home will have gone up</b>		
Very likely	16	16
Somewhat likely	31	39
Not too likely	27	25
Not at all likely	14	13
Doesn't apply	11	6
Don't know	2	1
Refused	-	*
<b>Prices of things you regularly buy will have gone down</b>		
Very likely	8	10
Somewhat likely	21	29
Not too likely	40	37
Not at all likely	30	22
Doesn't apply	1	1
Don't know	1	1
Refused	-	*

Based on:

N=1,001

N=1,101



Ba7. Under the Obama administration do you think YOUR taxes will go up or down, or do you think they will stay about the same?

FOR EACH "Go Up," ASK: Do you think they will go up a little or a lot?

FOR EACH "Go Down," ASK: Do you think they will go down a little or a lot?

	1/09/09- 1/14/09	10/16/08- 10/20/08 <sup>1</sup>
Go up a lot	17	24
Go up a little	18	21
Go down a little	12	12
Go down a lot	1	5
Stay about the same	50	37
Don't know	3	2
Refused	-	*

Based on:

N=1,001

N=1,101

B5a. How worried are you that increasing federal debt will harm the financial future of your children and grandchildren?

	1/09/09- 1/14/09	9/27/08- 9/30/08
Very worried	45	42
Somewhat worried	34	37
Not too worried	13	11
Not at all worried	7	8
Don't know	1	0
Refused	*	0
(VOL. Does not apply)	1	2

Based on:

N=1,001

N=1,101

<sup>1</sup> In the October survey, the question was "If Barack Obama is elected president in November, do you think YOUR taxes will go up or down, or do you think they will stay about the same?"

CURJ7. How well do you think Barack Obama understands the important issues the country will need to focus on during the next four years? Would you say...

	1/09/09-1/14/09
Extremely well	33
Very well	32
Somewhat well	21
Not too well	7
Not well at all	5
Don't know (VOL.)	1
Refused (VOL.)	*

Based on:

N=1,001

CURJX. The following are phrases some people use to describe political leaders. For each phrase, please tell me if it describes BARACK OBAMA very well, somewhat well, slightly well, or not at all well. The first phrase is...

Randomize	Very well	SW well	Slightly well	Not at all well	DK	REF
He understands the problems of ordinary Americans	52	29	7	11	1	*
He will keep America safe	40	37	9	12	2	*
He cares about people like you	53	26	7	12	2	*
He is a strong leader	54	24	8	9	4	*

Based on: N =1,001

CURJ8. How many of his campaign promises do you think Barack Obama will BE ABLE to keep—all of them, most of them, some of them, or hardly any of them?

	1/09/09-1/14/09
All of them	3
Most of them	32
Some of them	47
Hardly any of them	17
Don't know	1
Refused	*

Based on:

N=1,001

CURJ9. And about how many of his campaign promises do you think Barack Obama will TRY to keep—all of them, most of them, some of them, or hardly any of them?

	1/09/09- 1/14/09
All of them	28
Most of them	40
Some of them	25
Hardly any of them	6
Don't know	1
Refused	*

*Based on:*

*N=1,001*

CURJ11. Do you think it is likely, unlikely, or neither likely nor unlikely that Barack Obama will be able to achieve each of the following during the next four years? How about:

[ASK IF SAY LIKELY/UNLIKELY:] Is that very or somewhat (likely/unlikely)?

[RANDOMIZE ORDER]	Very likely	SW likely	Neither	SW unlikely	Very unlikely	DK	REF
Stabilize the nation's financial institutions	21	53	5	12	8	1	*
Improve the economy	31	49	3	8	9	*	*
Create jobs	41	42	3	7	5	3	*
Reduce the federal budget deficit	15	34	5	20	25	1	*
Implement a national health care plan	23	40	5	15	16	1	*
Remove most troops from Iraq	39	44	2	9	6	1	*
Protect the environment	29	51	5	9	5	1	*
Increase America's energy independence	25	46	7	11	11	1	*
Deal with the problems of poor people	31	47	6	9	7	1	*
Cut personal tax rates	15	45	5	16	17	2	*
Close the military prison at Guantanamo Bay	30	37	6	10	11	5	*
Solve the funding crisis for Social Security	14	41	6	19	19	2	*
Eliminating the previous tax cuts for couples earning more than \$250,000 a year	33	37	5	11	10	4	*
Improve respect for the United States around the world	41	38	5	9	8	1	*
Restore public trust in government	28	40	5	15	12	1	*
Improve race relations	35	40	7	9	8	2	*
Make government more efficient	27	39	4	14	14	1	*

Based on:

N = 1,001

CURJ12. When it comes to improving the economy, do you think it is realistic to expect at least some noticeable results in the first year of the Obama administration, or do you think it will take longer than that to see any noticeable results?

	1/09/09- 1/14/09
Realistic to expect in the first year	27
Take longer than that	72
Don't know	1
Refused	*

*Based on:*

*N=1,001*

CURJ13. People have suggested various ways that the government could act to try to fix the economy. How much do you think each of the following would help fix the country's economic problems: a great deal, some, only a little, or no help at all?

[RANDOMIZE ORDER]	Great deal	Some	Only a little	No help at all	DK	REF
Cutting taxes	31	42	16	9	1	*
Putting more money into the hands of poor people	21	35	22	20	2	-
Increasing spending on domestic programs like health care, education and housing	37	36	13	14	1	-
Pulling out of Iraq	41	28	14	15	2	-
Increasing spending on infrastructure, like highways and public buildings	33	36	17	12	2	*

*Based on: N=1,001*

CURJ14. Do you favor or oppose Congress passing a new economic stimulus package of nearly \$800 billion in government spending and tax cuts?

[IF FAVOR OR OPPOSE]: Is that strongly (favor/oppose) or somewhat (favor/oppose)?

	1/09/09-1/14/09
Strongly favor	26
Somewhat favor	29
Somewhat oppose	19
Strongly oppose	19
Don't know	7
Refused	*

*Based on:*

*N=1,001*

CURJ15. How confident are you that such a stimulus package would work to bring about significant improvements in the U.S. economy? Are you very confident, somewhat confident, not too confident, or not at all confident?

	1/09/09-1/14/09
Very confident	14
Somewhat confident	44
Not too confident	23
Not at all confident	18
Don't know	2
Refused	-

*Based on:*

*N=1,001*

CURJ16. As you may know, it is estimated that the federal budget deficit now exceeds one trillion dollars. If you had to choose, what do you think should be the HIGHER priority? [READ EACH ITEM.]

[RANDOMIZE ORDER]

	1/09/09-1/14/09
Increasing government spending to help stimulate the economy, even if that means the federal budget deficit will increase even more	48
Reducing the federal budget deficit by cutting spending, even if that means the government would not be able to enact a stimulus package to help the economy	44
(VOL) Don't know	7
(VOL) Refused	1

Based on:

N=1,001

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?

	1/09/09-1/14/09	12/03/08-12/08/08	11/06/08-11/10/08
<b>Total Democrat</b>	<b>47</b>	<b>44</b>	<b>48</b>
Democrat – strong	19	17	21
Democrat – moderate	18	19	19
Independent – lean Democratic	9	8	8
None – lean Democratic	1	1	-
<b>Total Republican</b>	<b>27</b>	<b>33</b>	<b>34</b>
Republican – strong	8	13	13
Republican – moderate	12	13	11
Independent – lean Republican	7	7	10
None – lean Republican	1	*	-
[VOL] Independent – don't lean	7	8	5
[VOL] None – don't lean	-	-	-
[VOL] Other	*	*	-
Don't know	18	15	14
Refused	-	-	-

Based on:

N=1,001

N=1,000

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	56
Separated	3
Divorced	10
Widowed	7
Never married	23
Don't know	1
Refused	1

*Based on:*

*N=1,001*

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

Less than high school graduate	11
High school graduate	31
Technical/trade school	4
Some college	24
College graduate	17
Some graduate school	3
Graduate degree	8
Don't know	1
Refused	1

*Based on:*

*N=1,001*

DM4. In what year were you born?

Age group:

18-29	20
30-49	38
50-64	21
65+	17
DK/Refused	4

*Based on:*

*N=1,001*



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

Urban area	32
Suburban area	35
Rural area	30
Don't know	2
Refused	1

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

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

Own	63
Rent	27
Other arrangement	8
Don't know	1
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	37
No	62
Don't know	1
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	76
Two lines	4
Three or more lines	1
Don't know	1
Refused	1

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

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

None	16
One	51
Two	17
Three or more	14
Don't know	1
Refused	1

*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	30
Cell phone	36
Both equally	34
Don't know	-
Refused	*

*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?

None	65
One	11
Two	17
Three or more	5
Don't know	*
Refused	1

*Based on:* *N=200*

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

Yes, born-again/evangelical	35
No	62
Don't know	2
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	31
Catholic	20
Mormon	2
Jewish	2
Muslim	1
Other religion [SPECIFY]	16
Don't belong to religious denomination	25
Don't know	-
Refused	1

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

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

Yes, a Christian	86
No, not a Christian	14
Don't know	-
Refused	-

*Based on:* *N=141*

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	15
Once a week	22
Once or twice a month	10
A few times a year	23
Less often than a few times a year	9
Never	18
Don't know	2
Refused	2

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

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

Yes	12
No	87
Don't know	1
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	2
Asian Indian	*
Native Hawaiian	-
Chinese	*
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	*
Korean	*
Vietnamese	-
Other Asian	*
Other Pacific Islander	*
Some other race [SPECIFY]	6
Don't know	1
Refused	3
Multiple races (VOL)	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	43
\$50,000+	48
Don't know	3
Refused	6

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	11
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	6
\$40,000 to under \$50,000	6
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	7
\$150,000 or more	6
Don't know	6
Refused	8

Based on: *N=1,001*

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

Yes	39
No	57
Don't know	1
Refused	3

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	16
2	10
3	4
4	3
5-9 times	5
10-14 times	3
15-19 times	*
20-24	1
25 times or more	2
None	51
Don't know	5
Refused	1

*Based on:* *N=503*

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	48
Female	52

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

REGION:

Northeast	19
Midwest	22
South	36
West	23

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

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted January 9th – 14th, 2009, 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 at the 95% confidence level, 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>.