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THE AP-GfK POLL October, 2012

Conducted by GfK Roper Public Affairs & Corporate Communications

A telephone survey of the American general population (ages 18+)

Interview dates: October 19– 23, 2012

Number of interviews, adults: 1,186

Margin of error for the total sample: +/- 3.5 percentage points at the 95% confidence level

*NOTE: All results show percentages among all respondents, unless otherwise labeled.
Please refer to the exact sample number at the bottom of each table.*

All results shown are percentages unless otherwise labeled.



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S1 through FOUR1 previously released

Some items held for later release

WIN1. Please tell me if you have a favorable, unfavorable or neither favorable nor unfavorable impression of (INSERT ITEM). Is that strongly (favorable/unfavorable) or somewhat (favorable/unfavorable)?

RANDOMIZE	Total favorable	Strongly favorable	Somewhat favorable	Neither favorable nor unfavorable	Total unfavorable	Somewhat unfavorable	Strongly unfavorable	Never heard of [VOL]	Don't know [VOL]	Refused [VOL]
Apple	59	29	30	17	9	4	5	2	13	1
Microsoft	58	22	36	19	8	4	4	2	13	1
Dell	43	13	30	22	16	9	7	4	15	1
Hewlett Packard, or HP	44	14	30	24	12	7	5	4	15	1

Base: N=1,186

WIN2. Is there a desktop or laptop computer that you can use at home? In answering this question, please don't include tablet computers or smart phones.

	TOTAL 10/19-23/12
Yes	78
No	22
Don't know [VOL]	*
Refused [VOL]	1

Based on:

N=1,186



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IF YES IN WIN2:

WIN3. Does the computer you use at home most often use a Microsoft Windows operating system, such as Windows XP or Windows 7, an Apple Mac operating system, or does it use some other operating system?

	TOTAL 10/19-23/12
Microsoft Windows	80
Apple	12
Something else	3
Don't know [VOL]	4
Refused [VOL]	*

Based on:

N=933

WIN6. I'm going to ask you about several different types of technology. For each one, please tell me how comfortable you feel using that technology. If you've never used that technology, just say so. Here's the [FIRST/NEXT] one, [INSERT ITEM]. Would you say you feel very comfortable, somewhat comfortable, neither comfortable nor uncomfortable, somewhat uncomfortable or very uncomfortable using [ITEM]], or have you never used it?

RANDOMIZE	Total comfortable	Very comfortable	Somewhat comfortable	Neither comfortable nor uncomfortable	Total Uncomfortable	Somewhat comfortable	Strongly comfortable	Never used it	Don't know [VOL]	Refused [VOL]
Computers which use Microsoft Windows	82	61	20	2	3	2	1	10	3	1
Apple computers	45	26	19	3	11	6	5	36	5	1
Tablet computers	47	31	16	3	7	3	4	39	4	1
Touch-screen technology, such as that found on some smartphones and tablet computers	68	48	20	3	6	3	3	21	2	1

Base: N=1,186



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IF USE WINDOWS, WIN3=1:

WIN8. What do you like least about the Windows operating system?

[OPEN-END, RECORD EXACT RESPONSE]

Multiple responses recorded. Percentages sum to greater than 100%.

	10/19-23/12
No issues (NET)	45
Problems with the software (NET)	25
Slow	8
Prone to viruses	6
Locks up/Freezes/Crashes	3
Constant updates	2
Bugs	1
Long time to boot up	1
Security issues/Subject to hacking	1
Pop-ups/Ads	*
Lots of work to download a program	*
Too many permissions/User account control	*
Cookies	*
Depends on connections	*
A lot of add-ons	*
Internet Explorer	*
Difficulty of use (NET)	6
Difficult to use/complicated	2
Not intuitive/confusing	2
A lot to learn	1
Difficult to navigate	1
Difficulty installing/removing software	*
Not consistent	*
Problems with output	*
General issues (NET)	5
Cost	1
Easy to use/Comfortable	1
Familiarity	1
Never used anything else	1
Everything about it	1



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Monopoly	*
Customer support	*
Easy to navigate	*
Efficient	*
Compatible with older versions	*
Reliable	*
General issues	*
Operating system issues (NET)	3
Not compatible with other operating system/Lack support for older operating systems	2
Operating system - general mention	*
Common platform	*
Upgrades do little	*
Too many changes	*
Too many unwanted programs	*
Other (NET)	4
Do not use	1
Other	1
Computer illiterate	*
Do not want to answer	*
Don't know	16
Refused	*

Based on:

N=786

ASK ALL

WIN9. How much, if anything, have you heard about the upcoming launch of a new version of Microsoft Windows, known as Windows 8? Have you heard a lot, a little, or nothing at all?

	TOTAL 10/19-23/12
A lot	9
A little	37
Nothing at all	52
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=1,186



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ASK IF HEARD ANYTHING ABOUT WINDOWS 8 (WIN9=1,2)

WIN10. From what you've heard about Windows 8, do you think it will make using a Windows computer a better experience, make it worse, or not make any difference?

	TOTAL 10/19-23/12
Will make Windows better	35
Will make Windows worse	9
Will not make a difference	36
Don't know [VOL]	20
Refused [VOL]	*

Based on:

N=556

RANDOMIZE ASKING ORDER OF WIN12 and WIN13:

IF HAVE HEARD ANYTHING ABOUT WINDOWS 8 (WIN9=1,2):

WIN12. How interested are you in purchasing a laptop or desktop computer that runs Windows 8, not interested at all, not too interested, somewhat interested, very interested or extremely interested?

	TOTAL 10/19-23/12
Extremely/Very interested	12
Extremely interested	3
Somewhat interested	9
Somewhat interested	25
Not too/Not interested at all	61
Not too interested	22
Not interested at all	39
Don't know [VOL]	1
Refused [VOL]	*



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Based on:

N=556



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IF HAVE HEARD ANYTHING ABOUT WINDOWS 8 (WIN9=1,2):

WIN13. How interested are you in purchasing a tablet computer that runs Windows 8, not interested at all, not too interested, somewhat interested, very interested or extremely interested?

	TOTAL 10/19-23/12
Extremely/Very interested	7
Extremely interested	2
Somewhat interested	5
Somewhat interested	22
Not too/Not interested at all	69
Not too interested	21
Not interested at all	48
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=556

ASK ALL

WIN14. In general, are you among the first people you know to buy a new, popular electronic product, like an iPad or a smartphone, or are you more likely to wait for an updated, less expensive version of the product to come out, or do you generally not buy new popular electronic products?

	TOTAL 10/19-23/12
Among the first you know to buy	11
Wait for an updated version	40
Don't buy new popular electronics	45
Don't know [VOL]	2
Refused [VOL]	2

Based on:

N=1,186



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TP4. Do you consider yourself a supporter of the Tea Party movement, or are you not a supporter of the Tea Party movement?

	TOTAL 10/19-23/12	REGISTERED VOTERS 10/19-23/12	LIKELY VOTERS 10/19-23/12	TOTAL 9/13-17/12	REGISTERED VOTERS 9/13-17/12	LIKELY VOTERS 9/13- 17/12	8/16-20/12	6/14-18/12	5/3-7/12	2/16-20/12	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	High: 6/16-20/11	Low: 5/3-7/12
Supporter	24	26	28	23	25	31	27	23	22	25	30	28	25	33	30	30	31	33	22
Strongly	8	10	12	8	9	11	8	8	7	8	10	10	9	10	8	11	11	10	7
Moderately	15	16	16	15	16	20	19	16	15	17	20	18	16	24	23	19	21	24	15
Not a supporter	62	62	63	63	64	61	63	65	67	71	64	68	70	61	63	65	61	61	67
Don't know [VOL]	12	11	6	13	10	7	8	10	10	4	6	4	5	5	7	6	7	5	10
Refused [VOL]	2	2	3	1	1	1	1	1	1	1	1	*	*	1	*	*	*	1	1

Based on: N=1,186 N=1,041 N=839 N=1,512 N=1,262 N=807 N=1,006 N=1,007 N=1,004 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001 N=1,001 N=1,001 N=1,001 N=1,004



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PID1. Do you consider yourself a Democrat, a Republican, an independent, or none of these?

	TOTAL 10/19-23/12	REGISTERED VOTERS 10/19-23/12	LIKELY VOTERS 10/19-23/12	TOTAL 9/13-17/12	REGISTERED VOTERS 9/13-17/12	LIKELY VOTERS 9/13-17/12	8/16-20/12	6/14-18-/12	5/3-7/12
Democrat	31	32	34	31	32	31	31	29	31
Independent	27	28	27	29	30	30	30	33	29
Republican	25	28	30	22	25	30	23	22	22
None of these	14	8	6	17	13	8	15	15	17
Don't know [VOL]	2	2	*	1	1	1	1	1	1
Refused [VOL]	2	2	3	*	*	*	1	1	*

Based on: N=1,186 N=1,041 N=839 N=1,512 N=1,282 N=807 N=1,006 N=1,007 N=1,004



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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?

	TOTAL 10/19-23/12	REGISTERED VOTERS 10/19-23/12	LIKELY VOTERS 10/19-23/12	TOTAL 9/13-17/12	REGISTERED VOTERS 9/13-17/12	LIKELY VOTERS 9/13- 17/12	8/16-20/12	6/14-18/12	5/3-7/12
Total Democrat	48	46	45	50	49	48	47	49	49
Democrat – strong	18	19	21	16	18	18	15	15	16
Democrat – moderate	13	13	13	14	13	12	16	14	15
Democrat-unknown intensity	*	*	*	1	1	1	1	1	1
Independent – lean Democratic	12	11	9	12	12	13	12	14	13
None – lean Democratic	6	3	2	7	5	3	4	6	6
Total Republican	37	41	43	37	38	44	41	39	37
Republican – strong	13	15	19	11	13	18	9	11	11
Republican – moderate	11	12	11	10	11	11	14	11	10
Republican-unknown intensity	1	1	1	1	1	1	*	*	1
Independent – lean Republican	9	11	11	9	10	12	12	13	10
None – lean Republican	3	3	2	5	4	2	6	4	5
[VOL] Independent – don't lean	5	6	6	7	7	5	6	5	6
[VOL] None – don't lean	7	5	4	5	4	2	5	4	6
[VOL] Independent – lean other	1	1	1	1	1	*	1	1	1
[VOL] None – lean other	2	2	2	1	1	1	2	2	2
Don't know	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-

Based on:

N=1,186

N=1,041

N=839

N=1,512

N=1,282

N=807

N=1,006

N=1,007

N=1,004



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G11a. Generally speaking, do you consider yourself a liberal, moderate, or conservative?
 [IF "Liberal," ASK: Would you say you are strongly or somewhat liberal?]
 [IF "Conservative," ASK: Would you say you are strongly or somewhat conservative?]

	TOTAL 10/19-23/12	REGISTERED VOTERS 10/19-23/12	LIKELY VOTERS 10/19-23/12	TOTAL 9/13-17/12	REGISTERED VOTERS 9/13-17/12	LIKELY VOTERS 9/13-17/12	8/16-20/12	6/14-18-12	5/-3-7/12
Liberal - strongly	11	11	10	9	9	10	10	11	10
Liberal - somewhat	12	11	10	12	10	9	14	11	13
Conservative - strongly	19	21	24	20	22	26	18	22	20
Conservative - somewhat	22	21	20	19	17	16	22	20	19
Moderate	27	28	29	34	35	35	29	32	32
Don't know	5	4	3	6	6	3	5	3	5
Refused	4	3	4	2	1	1	2	1	1

Based on: *N=1,186* *N=1,041* *N=839* *N=1,512* *N=1,282* *N=807* *N=1,006* *N=1,007* *N=1,004*



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[INTERVIEWER READ:] 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... [READ EACH ITEM]

Married/Living as Married/Co-habiting	50
Separated	3
Divorced	11
Widowed	8
Never Married	25
Don't know [VOL]	*
Refused [VOL]	4

Based on:

N=1,186

DM2. What is the last grade of school you completed? [READ EACH ITEM]

Less than high school graduate	7
High school graduate	31
Technical/trade school	6
Some college	24
College graduate	16
Some graduate school	3
Graduate degree	10
Don't know [VOL]	*
Refused [VOL]	4

Based on:

N=1,186

DM4. In what year were you born?

Age group:

18-29	20
30-49	36
50-64	21
65+	18
Refused [VOL]	5

Based on:

N=1,186

DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	27
Suburban area	37
Rural area	28
Don't know [VOL]	4
Refused [VOL]	4

Based on:

N=1,186

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

None	31
One Line	61
Two lines	2
Three or more lines	1
Don't know [VOL]	*
Refused [VOL]	4

Based on:

N=1,186

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

None	7
One	71
Two	13
Three or more	4
Don't know [VOL]	1
Refused [VOL]	5

Based on:

N=1,186

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	23
Cell phone	44
Both equally	32
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=735



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DM10a. [ASK CELL-PHONE SAMPLE ONLY] How many adults, in addition to you, carry and use this cell phone at least once a week or more?

None	40
One	45
Two	8
Three or more	4
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=473

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

Yes, born-again/evangelical	34
No	59
Don't know [VOL]	3
Refused [VOL]	5

Based on:

N=1,186

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	23
Catholic	22
Mormon	1
Jewish	2
Muslim	2
Other religion	21
Don't belong to religious denomination	23
Don't know [VOL]	1
Refused [VOL]	6

Based on:

N=1,186

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

Yes, a Christian	86
No, not a Christian	13
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=226

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?

Never	18
Less often than a few times a year	12
A few times a year	18
Once or twice a month	16
Once a week	20
More than once a week	9
Don't know [VOL]	1
Refused [VOL]	6

Based on:

N=1,186

DM16. Are you of Hispanic, Latino or Spanish origin?

Yes	14
No	81
Don't know [VOL]	*
Refused [VOL]	5

Based on:

N=1,186

DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Hispanic, Latino or Spanish, 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, Caucasian	65
Black, African-American, Negro	11
American Indian or Alaska Native	1
Asian Indian	1
Native Hawaiian	*
Chinese	-
Guamanian or Chamorro	-
Filipino	-
Samoan	-
Japanese	*
Korean	*
Vietnamese	-
Other Asian	1
Other Pacific Islander	*
Some other race	8
Don't know	2
Refused	8
Multiple races	3

Based on:

N=1,186

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	46
\$50,000+	43
Don't know [VOL]	2
Refused [VOL]	9

Based on:

N=1,186

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

Under \$10,000	6
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	14
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	8
\$150,000 or more	6
Don't know [VOL]	4
Refused [VOL]	13

Based on:

N=1,186

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

Male	50
Female	50

Based on:

N=1,186

CENSUS REGION:

Northeast	18
Midwest	22
South	38
West	23

Based on:

N=1,186

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted October 19 – 23, 2012 by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,186 general population adults age 18 or older.

Interviews were conducted with 713 respondents on landlines and 473 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

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 2009 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 2009 Fall estimates provided by GfK MRI Inc.

The margin of sampling error is plus or minus 3.5 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>.



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