



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: September 27-30, 2008

Interviews: 1,160 adults; 808 likely voters

Margin of error: +/- 2.9 for all adults; +/- 3.4 for likely voters

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.

- A1. In the election for President in November, if the candidates are [READ ANSWER LIST], for whom will you vote? [ENTER SINGLE RESPONSE. RANDOMIZE ANSWER LIST.]
- A2. [IF "NEITHER/DK/REF" TO A1, ASK A2] Do you lean more toward ... [READ ANSWER LIST. RANDOMIZE ANSWER LIST.]

	9/27/08-9/30/08		9/5/08-9/10/08
	Likely Voters	Total Respondents	Likely Voters
TOTAL Barack Obama and Joe Biden, the Democrats	48	49	44
Initial – Obama and Biden, the Democrats	44	45	40
Lean – Obama and Biden, the Democrats	4	4	4
TOTAL John McCain and Sarah Palin, the Republicans	41	37	48
Initial – McCain and Palin, the Republicans	37	33	45
Lean – McCain and Palin, the Republicans	3	4	2
TOTAL Bob Barr and Wayne Allyn Root, the Libertarians	1	1	1
Initial – Barr and Root, the Libertarians	1	1	1
Lean – Barr and Root, the Libertarians	--	*	*
TOTAL Ralph Nader and Matt Gonzales, the Independents	2	2	1
Initial – Nader and Gonzales, the Independents	2	2	1
Lean – Nader and Gonzales, the Independents	1	1	--
(DO NOT READ) Neither / Other candidate	4	6	3
Don't know	3	3	3
Refused	3	2	1

Based on: N=808 N=1,160 N=812

In this document, 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.

- A4. [IF NADER OR BARR IN A1 OR A2, ASK:] [INSERT DEPENDING UPON ANSWER TO A1 OR A2:] If [Ralph Nader/ Bob Barr] wasn't on the ballot, and your only choice was between (READ ANSWER LIST), for whom would you vote? (ENTER SINGLE RESPONSE.)

	9/27/08-9/30/08		9/5/08-9/10/08
	Likely Voters	Total Respondents	Likely Voters
Barack Obama and Joe Biden, the Democrats	7	19	19
John McCain and Sarah Palin, the Republicans	61	42	33
Don't know	30	29	24
Refused	3	11	25
Based on:	N=14	N=34	N=13

- A1. In the election for President in November, if the candidates are [READ ANSWER LIST], for whom will you vote? [ENTER SINGLE RESPONSE. RANDOMIZE ANSWER LIST.]
- A2. [IF "NEITHER/DK/REF" TO A1, ASK A2] Do you lean more toward ... [READ ANSWER LIST. RANDOMIZE ANSWER LIST.]
- A4. [IF NADER OR BARR IN A1 OR A2, ASK:] [INSERT DEPENDING UPON ANSWER TO A1 OR A2:] If [Ralph Nader/Bob Barr] wasn't on the ballot, and your only choice was between (READ ANSWER LIST), for whom would you vote? (ENTER SINGLE RESPONSE.)

	9/27/08-9/30/08		9/5/08-9/10/08
	Likely Voters	Total Respondents	Likely Voters
TOTAL Barack Obama and Joe Biden, the Democrats	48	49	44
Initial – Obama and Biden, the Democrats	44	45	40
Lean – Obama and Biden, the Democrats	4	4	4
If Barr or Nader not on ballot – Obama and Biden, the Democrats	*	1	*
TOTAL John McCain and Sarah Palin, the Republicans	41	37	48
Initial – McCain and Palin, the Republicans	37	33	45
Lean – McCain and Palin, the Republicans	3	4	2
If Barr or Nader not on ballot – McCain and Palin, the Republicans	2	1	*

(DO NOT READ) Neither / Other candidate	4	6	3
Don't know	3	3	3
Refused	3	3	1
Based on:	N=808	N=1,160	N=812

A3. [IF CODE 1-4 TO A1, ASK A3.] In November, will you definitely vote for [INSERT CANDIDATES FROM A1], probably vote for them, or do you think you could change your mind before the election in November? [ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.]

	Would vote for Obama/Biden		Would vote for McCain/Palin	
	9/27/08-9/30/08	9/5/08-9/10/08	9/27/08-9/30/08	9/5/08-9/10/08
Definitely will vote for candidates	77	83	77	76
Probably will vote for candidates	13	12	14	18
Could change mind	9	5	8	6
Don't know	--	--	--	*
Refused	--	--	--	--
Based on Total Respondents:	N=490	N=708	N=429	N=708

A1/A2/A3. Barack Obama Vs. John McCain: Hierarchical Vote With "Leaners"

	9/27/08-9/30/08		9/5/08-9/10/08
	Likely Voters	Total Respondents	Likely Voters
Strong Obama and Biden, the Democrats	36	35	33
Weak Obama and Biden, the Democrats	12	14	11
TOTAL Barack Obama and Joe Biden, the Democrats	48	49	44
Strong McCain and Palin, the Republicans	31	25	35
Weak McCain and Palin, the Republicans	10	11	13
TOTAL John McCain and Sarah Palin, the Republicans	41	36	48
Bob Barr and Wayne Allyn Root, the Libertarians	1	1	1
Ralph Nader and Matt Gonzales, the Independents	2	2	1
Undecided/other	10	11	7

Based on: N=808 N=1,160 N=812

"Strong" = respondents who say they will vote for a candidate (A1) and will definitely vote for that candidate (A3).

"Weak" = respondents who either:

- Say they will vote for a candidate in November (A1) and will probably (but not definitely) vote for the candidate or may change their mind (A3).
- Say they are uncommitted (A1) but lean toward voting for a candidate (A2)

- B5. Do you worry that the current financial crisis will [READ OPTION]
(If necessary: If this question does not apply to you, please just tell me...)

[RANDOMIZE]	Yes	No	Don't know	Refused	Does not apply
Reduce the value of your home over the long term, or not	46	47	2	0	4
Require you to work longer because the value of your retirement savings has declined, or not	53	37	1	0	10
Put your own job at risk, or not	25	59	2	0	13
Make it more difficult for your children or grandchildren to afford to go to college, or not	65	30	1	0	4

Based on Likely Voters: N=808

- B5. Do you worry that the current financial crisis will [READ OPTION]
(If necessary: If this question does not apply to you, please just tell me...)

[RANDOMIZE]	Yes	No	Don't know	Refused	Does not apply
Reduce the value of your home over the long term, or not	47	46	2	0	5
Require you to work longer because the value of your retirement savings has declined, or not	55	37	1	0	8
Put your own job at risk, or not	31	57	1	0	11
Make it more difficult for your children or grandchildren to afford to go to college, or not	65	30	1	0	4

Based on Total Respondents: N=1,160

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

	Likely Voters	Total Respondents
Very worried	43	42
Somewhat worried	36	37
Not too worried	11	11
Not at all worried	8	8
Don't know	0	0
Refused	0	0
(VOL. Does not apply)	2	2

Based on: N=808 N=1,160

B6. Which presidential nominee do you trust more to...(Read options; Read names; Rotate order)

	Barack Obama	John McCain	Don't know	Refused
[RANDOMIZE]				
Improve the economy	50	41	8	2
Handle the financial crisis	50	41	8	1
Understand how the financial crisis effects you	53	39	7	1

Based on Likely Voters: N=808

B6. Which presidential nominee do you trust more to...(Read options; Read names; Rotate order)

[RANDOMIZE]	Barack Obama	John McCain	Don't know	Refused
Improve the economy	52	37	9	2
Handle the financial crisis	52	37	9	2
Understand how the financial crisis effects you	53	36	9	2

Based on Total Respondents: N=1,160

B8. President Bush and members of Congress are working on a plan to use hundreds of billions of federal dollars to help troubled financial institutions. Do you support or oppose this plan?

	Likely Voters	Total Respondents
Support	37	39
Oppose	46	45
Don't know	17	16
Refused	0	0

Based on:

N=808

N=1,160

- B9. Some of the nation’s financial institutions are failing or close to failing because of bad debt related to financing mortgages that people cannot pay. How much do you think each of the following is to blame for the country’s current financial crisis?

How much would you blame (Read Option; Rotate Order) for the current financial crisis—A lot, quite a bit, some, only a little, or none at all?

[RANDOMIZE]	A lot	Quite a bit	Some	Only a little	None at all	Don't know	Refused
The banks and lenders that made risky loans	69	15	11	3	1	1	--
The people who borrowed money that they could not afford to repay	38	20	28	10	4	1	--
The federal government for failing to regulate banks closely enough	50	22	19	5	3	1	--

Based on Likely Voters: N=808

- B9. Some of the nation’s financial institutions are failing or close to failing because of bad debt related to financing mortgages that people cannot pay. How much do you think each of the following is to blame for the country’s current financial crisis?

How much would you blame (Read Option; Rotate Order) for the current financial crisis—A lot, quite a bit, some, only a little, or none at all?

[RANDOMIZE]	A lot	Quite a bit	Some	Only a little	None at all	Don't know	Refused
The banks and lenders that made risky loans	61	17	14	4	2	1	--
The people who borrowed money that they could not afford to repay	39	21	26	9	4	1	--
The federal government for failing to regulate banks closely enough	46	22	19	8	4	2	0

Based on Total Respondents: N=1,160

- B10. Which best describes how the government should act when it sees private companies about to fail, if the failure could harm the overall economy? [Read items; Rotate order]

[ROTATE]	Likely Voters	Total Respondents
The government should do everything it can to prevent private companies from failing if their failure could harm the overall economy	22	26
The government should play only a limited role, preventing only certain major companies from failing if their failure could harm the overall economy	57	55
The government should do nothing to help private companies that are in trouble even if their failure could harm the overall economy	17	16
[DO NOT READ] Don't know	3	3
[DO NOT READ] Refused	1	1

Based on:

N=808

N=1,160

- B11. In the response to the current financial crisis, do you think the federal government is moving too quickly, moving too slowly, or moving at about the right pace?

	Likely Voters	Total Respondents
Moving too quickly	23	23
Moving too slowly	33	36
Moving at about the right pace	39	37
[DO NOT READ] Don't know	5	5
[DO NOT READ] Refused	--	--

Based on: N=808 N=1,160

- B12. When it comes to the current crisis with bad mortgage loans, do you think the federal government should give the money directly to homeowners so they can pay off their mortgages, or directly to the companies that loaned the money? [Read options; Rotate order of first two responses]

	Likely Voters	Total Respondents
Give money directly to homeowners	34	36
Give money directly to companies that loaned the money	39	38
[DO NOT READ] Give money to both the companies and the homeowners	4	3
[DO NOT READ] Give money to neither the companies or the homeowners	15	14
[DO NOT READ] Don't know	9	9
[DO NOT READ] Refused	--	--

Based on: N=808 N=1,160

- B13. Do you think the federal government's financial rescue package for troubled financial institutions should require companies being bailed out to limit the compensation paid to their executives, even if it means fewer companies will participate in the bailout, or not?

	Likely Voters	Total Respondents
Yes	80	75
No	14	19
[DO NOT READ] Don't know	5	5
[DO NOT READ] Refused	--	--

Based on: N=808 N=1,160

B14. In your opinion did ____ (Read Presidential nominee names; Rotate order) help, hurt or have no impact on the negotiations for a financial bailout?

	Help	Hurt	Have no impact	Don't know	Refused
[RANDOMIZE]					
Barack Obama	22	6	58	14	1
John McCain	25	16	46	12	1

Based on Likely Voters: N=808

B14. In your opinion did ____ (Read Presidential nominee names; Rotate order) help, hurt or have no impact on the negotiations for a financial bailout?

	Help	Hurt	Have no impact	Don't know	Refused
[RANDOMIZE]					
Barack Obama	25	5	52	18	--
John McCain	26	13	44	16	1

Based on Total Respondents: N=1,160

I1. Did you happen to watch some or all of the Presidential debate Friday night, or not?

	Likely Voters	Total Respondents
Yes, some or all	75	68
No	25	33
[DO NOT READ] Don't know	--	--
[DO NOT READ] Refused	--	--

Based on:

N=808

N=1,160

- D5. I'm going to read you the names of several individuals. For each one, please tell me whether you think that person cares a lot about people like you, cares somewhat about people like you, doesn't care much about people like you, or doesn't care at all about people like you. If you don't know enough about the person, just let me know. First...

	John McCain		Barack Obama	
	9/27/08-9/30/08	9/5/08-9/10/08	9/27/08-9/30/08	9/5/08-9/10/08
A lot	30	36	43	40
Somewhat	32	34	34	27
Not too much	16	12	7	13
Not at all	17	16	11	15
Don't know enough	4	2	3	4
Don't know	1	--	1	1
Refused	--	--	1	*

	Sarah Palin		Joe Biden	
	9/27/08-9/30/08	9/5/08-9/10/08	9/27/08-9/30/08	9/5/08-9/10/08
A lot	27	37	29	26
Somewhat	24	19	36	27
Not too much	13	9	8	13
Not at all	22	15	12	15
Don't know enough	13	18	15	19
Don't know	1	1	1	1
Refused	*	*	*	*

Based on Likely Voters: N=808 N=812 N=808 N=812

- D5. I'm going to read you the names of several individuals. For each one, please tell me whether you think that person cares a lot about people like you, cares somewhat about people like you, doesn't care much about people like you, or doesn't care at all about people like you. If you don't know enough about the person, just let me know. First...

[RANDOMIZE]	A lot	Somewhat	Not too much	Not at all	Don't know enough	Don't know	Refused
John McCain	26	33	17	18	5	1	--
Barack Obama	41	35	9	11	4	1	--
Sarah Palin	23	23	13	23	17	1	--
Joe Biden	23	34	8	12	23	1	--

Based on Total Respondents: N=1,160

D5a. I'm going to read you the names of several individuals. For each one, please tell me whether you think that person understands the problems facing the country today a lot, somewhat, not much, or not at all. If you don't know enough about the person, just let me know. First...

[RANDOMIZE]	A lot	Somewhat	Not too much	Not at all	Don't know enough	Don't know	Refused
John McCain	45	32	9	11	2	--	--
Barack Obama	46	36	9	7	2	--	--
Sarah Palin	22	33	15	21	8	1	--
Joe Biden	37	38	5	7	12	1	--

Based on Likely Voters: N=808

D5a. I'm going to read you the names of several individuals. For each one, please tell me whether you think that person understands the problems facing the country today a lot, somewhat, not much, or not at all. If you don't know enough about the person, just let me know. First...

[RANDOMIZE]	A lot	Somewhat	Not too much	Not at all	Don't know enough	Don't know	Refused
John McCain	44	31	10	11	3	1	--
Barack Obama	44	39	8	6	2	--	--
Sarah Palin	20	32	14	21	13	1	--
Joe Biden	32	35	6	8	18	1	--

Based on Total Respondents: N=1,160

- E3. In your opinion, please tell me whether you think each of the following candidates does or does not have the right type of experience to successfully serve as President of the United States. If you don't know enough about the person, just let me know. First...

	John McCain		Barack Obama	
	9/27/08-9/30/08	9/5/08-9/10/08	9/27/08-9/30/08	9/5/08-9/10/08
Does have right type	70	80	51	46
Does not have right type	23	15	40	47
Don't know enough	6	5	8	7
Don't know	*	*	*	1
Refused	*	*	*	*

	Sarah Palin		Joe Biden	
	9/27/08-9/30/08	9/5/08-9/10/08	9/27/08-9/30/08	9/5/08-9/10/08
Does have right type	25	41	62	58
Does not have right type	62	36	20	20
Don't know enough	12	23	16	21
Don't know	1	1	1	1
Refused	1	*	1	*

Based on Likely Voters: N=808 N=812 N=808 N=812

- E3. In your opinion, please tell me whether you think each of the following candidates does or does not have the right type of experience to successfully serve as President of the United States. If you don't know enough about the person, just let me know. First...

[RANDOMIZE]	Does have right type	Does not have right type	Don't know enough	Don't know	Refused
John McCain	68	24	8	*	*
Barack Obama	56	36	8	*	*
Sarah Palin	25	57	16	1	*
Joe Biden	59	18	22	1	*

Based on Total Respondents: N=1,160

G1. 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?

	Likely Voters	Total Respondents
Democrat – strong	21	19
Democrat – moderate	19	19
Republican – strong	13	11
Republican – moderate	16	14
Independent – lean Democratic	10	11
[VOL] Independent – don't lean	4	5
Independent – lean Republican	11	10
None – lean Democratic	1	2
[VOL] None – don't lean	2	5
None – lean Republican	2	3
[VOL] Other	*	*
Don't know	*	1
Refused	*	*

Based on:

N=808

N=1,160

G2. 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?

	Likely Voters	Total Respondents
Liberal - strongly	10	9
Liberal - somewhat	11	12
Conservative - strongly	24	21
Conservative - somewhat	14	17
Moderate –	39	37
Don't know	2	3
Refused	--	1

Based on:

N=808

N=1,160

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

DM2. What is your marital status? Are you... [ACCEPT MULTIPLE RESPONSES.]

	Likely Voters	Total Respondents
Married	68	58
Single with no steady partner	13	18
Single with a steady partner	4	7
Single and living with partner	3	5
Separated	2	2
Divorced	5	5
Widowed	6	5
Don't know	--	--
Refused	*	1

Based on: N=808 N=1,160

DM3. [ASK EVERYONE] What is the last grade of school you completed?

	Likely Voters	Total Respondents
Less than high school graduate	3	7
High school graduate	25	28
Technical/trade school	6	6
Some college	33	32
College graduate	19	15
Some graduate school	2	2
Graduate degree	12	9
Don't know	--	--
Refused	--	*

Based on: N=808 N=1,160

DM4. In what year were you born?

	Likely Voters	Total Respondents
18-29	9	21
30-49	38	38
50-64	36	28
65+	16	13
DK/Refused	--	--

Based on: N=808 N=1,160

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

	Likely Voters	Total Respondents
Urban area	25	25
Suburban area	43	40
Rural area	31	32
Don't know	1	3
Refused	*	*

Based on: N=808 N=1,160

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

	Likely Voters	Total Respondents
Own	79	65
Rent	16	24
Other arrangement	5	10
Don't know	--	--
Refused	*	*

Based on: N=808 N=1,160

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

	Likely Voters	Total Respondents
Yes	34	37
No	66	63
Don't know	--	--
Refused	*	*

Based on: N=808 N=1,160

DM8a. 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.

	Likely Voters	Total Respondents
No lines	9	17
One Line	84	77
Two lines	6	4
Three or more lines	1	2
Don't know	--	--
Refused	*	*
Based on:	N=808	N=1,160

DM8b. And on how many different cell-phone numbers, if any, could I have reached you for this call?

	Likely Voters	Total Respondents
Zero	15	17
One	45	45
Two	24	23
Three or more	15	14
Don't know	--	--
Refused	1	1
Based on:	N=808	N=1,160

DM8c. [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?

	Likely Voters	Total Respondents
Landline	34	29
Cell phone	25	32
Both equally	41	39
Don't know	--	--
Refused	*	*
Based on:	N=808	N=1,160

DM14. Do you consider yourself a born-again or evangelical Christian, or not?

	Likely Voters	Total Respondents
Yes, born-again/evangelical	44	42
No	55	57
Don't know	*	1
Refused	1	1

Based on: N=808 N=1,160

DM15. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination?

	Likely Voters	Total Respondents
Protestant	36	30
Catholic	23	25
Mormon	2	2
Jewish	1	1
Muslim	*	1
Other religion [SPECIFY]	19	20
Don't belong to religious denomination	17	19
Don't know	*	*
Refused	2	2

Based on: N=808 N=1,160

DM17. [IF "OTHER RELIGION" IN DM15 (DM15-6), ASK:] Do you consider yourself a Christian, or not?

	Likely Voters	Total Respondents
Yes, a Christian	90	86
No, not a Christian	10	14
Don't know	--	--
Refused	--	*

Based on: N=130 N=208

DM18. 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?

	Likely Voters	Total Respondents
More than once a week	14	11
Once a week	28	26
Once or twice a month	20	20
A few times a year	19	20
Less often than a few times a year	8	9
Never	10	13
Don't know	*	*
Refused	2	1

Based on:

N=808

N=1,160

DM19a. [ASK EVERYONE] Are you Spanish, Hispanic, or Latino?

	Likely Voters	Total Respondents
Yes	8	13
No	91	87
Don't know	--	--
Refused	1	1

Based on:

N=808

N=1,160

DM20a. [ASK EVERYONE] [IF SPANISH/HISPANIC/LATINO (D19a-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.]

DM20b. [ASK EVERYONE] [IF NOT SPANISH/HISPANIC/LATINO (D19a-2), ASK:] What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

	Likely Voters	Total Respondents
White	78	73
Black, African-American, or Negro	11	11
American Indian or Alaska Native	2	1
Asian Indian	--	*
Native Hawaiian	--	--
Chinese	*	*
Guamanian or Chamorro	--	--
Filipino	--	--
Samoan	--	--
Japanese	--	--
Korean	*	*
Vietnamese	*	*
Other Asian	--	*
Other Pacific Islander	*	--
[VOL] Spanish, Hispanic, or Latino	8	13
Some other race [SPECIFY]	8	12
Don't know	1	1
Refused	2	2

Based on:

N=808

N=1,160

DM21a. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher? [READ LIST]

	Likely Voters	Total Respondents
Below \$50,000	38	46
\$50,000+	56	47
Don't know	1	2
Refused	5	4

Based on:

N=808

N=1,160

DM21b. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall?
[READ LIST]

IF INCOME IS "BELOW \$50,000" (DM21a-1), READ]

	Likely Voters	Total Respondents
Under \$10,000	8	16
\$10,000 to under \$20,000	15	15
\$20,000 to under \$30,000	27	25
\$30,000 to under \$40,000	15	13
\$40,000 to under \$50,000	30	23
Don't know	4	5
Refused	3	3

Based on: N=269 N=442

IF INCOME IS "\$50,000 OR HIGHER" (DM21a-2), READ]

	Likely Voters	Total Respondents
\$50,000 to under \$75,000	36	37
\$75,000 to under \$100,000	25	24
\$100,000 to under \$150,000	19	19
\$150,000 or more	17	15
Don't know	*	*
Refused	14	25

Based on: N=478 N=623

DM24. INTERVIEWER RECORD:

	Likely Voters	Total Respondents
Male	47	48
Female	53	52

Based on: N=808 N=1,160

REGION:

	Likely Voters	Total Respondents
Northeast	20	19
Midwest	24	23
South	38	35
West	17	23

Based on:

N=808

N=1,160

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted September 27th – 30th, 2008, by GfK Roper Public Affairs & Media -- a division of GfK Custom Research North America. This poll is based on both landline and cell phone telephone interviews, with a nationally-representative probability sample of 1160 adults 18+, 808 of whom were classified as likely voters. Interviews were conducted with 889 respondents on land-line telephones and 271 on cellular phones. Both the landline and cell phone samples were provided by Survey Sampling International. The survey sample included the contiguous 48 states, and 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 2007 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 2.9 percentage points, for results based on the entire sample of adults. The margin of sampling error is plus or minus 3.4 percentage points for results based on the 808 likely voters and 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.

(The trend data for select questions are from the September 5th – 10th poll, based on telephone interviews, with a nationally-representative probability sample of 1,217 adults 18+, 812 of whom were classified as likely voters. The details about the methodology for that poll are available at <http://www.ap-gfkpoll.com>.)