



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: October 16-20, 2008

Interviews: 1,101 adults; 800 likely voters

Margin of error: +/- 3.0 for all adults; +/- 3.5 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.]

	10/16/08-10/20/08		9/27/08-9/30/08	9/5/08-9/10/08
	Total Respondents	Likely Voters	Likely Voters	Likely Voters
TOTAL Barack Obama and Joe Biden, the Democrats	47	44	48	44
Initial – Obama and Biden, the Democrats	42	40	44	40
Lean – Obama and Biden, the Democrats	6	3	4	4
TOTAL John McCain and Sarah Palin, the Republicans	37	43	41	48
Initial – McCain and Palin, the Republicans	35	40	37	45
Lean – McCain and Palin, the Republicans	3	3	3	2
TOTAL Bob Barr and Wayne Allyn Root, the Libertarians	1	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	1	1	2	1
Initial – Nader and Gonzales, the Independents	1	1	2	1
Lean – Nader and Gonzales, the Independents	*	*	1	--
(DO NOT READ) Neither / Other candidate	10	8	4	3
Don't know	1	1	3	3
Refused	2	3	3	1

Based on: N=1,101 N=800 N=808 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.)

	10/16/08-10/20/08		9/27/08-9/30/08	9/5/08-9/10/08
	Total Respondents	Likely Voters	Likely Voters	Likely Voters
Barack Obama and Joe Biden, the Democrats	25	46	7	19
John McCain and Sarah Palin, the Republicans	51	9	61	33
Don't know	3	7	30	24
Refused	21	39	3	25
Based on:	N=22	N=12	N=14	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.)

	10/16/08-10/20/08	9/27/08-9/30/08	9/5/08-9/10/08
	Total Respondents	Likely Voters	Likely Voters
TOTAL Barack Obama and Joe Biden, the Democrats	48	44	48
Initial – Obama and Biden, the Democrats	42	40	40
Lean – Obama and Biden, the Democrats	6	3	4
If Barr or Nader not on ballot – Obama and Biden, the Democrats	*	1	*
TOTAL John McCain and Sarah Palin, the Republicans	38	43	48
Initial – McCain and Palin, the Republicans	35	40	37
Lean – McCain and Palin, the Republicans	3	3	3
If Barr or Nader not on ballot – McCain and Palin, the Republicans	1	*	2
(DO NOT READ) Neither / Other candidate	10	8	4
Don't know	-	-	3
Refused	4	5	3

Based on: N=1,101 N=800 N=808 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			
	10/16/08-10/20/08		9/27/08-9/30/08	9/5/08-9/10/08
	Total Respondents	Likely Voters	Likely Voters	Likely Voters
Definitely will vote for candidates	78	88	81	83
Probably will vote for candidates	13	8	13	12
Could change mind	7	4	6	5
Don't know	--	--	--	--
Refused	--	--	--	--

Based on: N=404 N=277 N=347 N=319

	Would vote for McCain/Palin			
	10/16/08-10/20/08		9/27/08-9/30/08	9/5/08-9/10/08
	Total Respondents	Likely Voters	Likely Voters	9/5/08-9/10/08
Definitely will vote for candidates	83	88	83	76
Probably will vote for candidates	13	11	12	18
Could change mind	3	2	5	6
Don't know	--	--	--	*
Refused	--	--	--	--

Based on: N=389 N=294 N=318 N=377

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

	10/16/08-10/20/08	9/27/08-9/30/08	9/5/08-9/10/08
	Total Respondents	Likely Voters	Likely Voters
Strong Obama and Biden, the Democrats	34	37	36
Weak Obama and Biden, the Democrats	13	7	12
TOTAL Barack Obama and Joe Biden, the Democrats	47	44	48
Strong McCain and Palin, the Republicans	29	36	31
Weak McCain and Palin, the Republicans	8	8	10
TOTAL John McCain and Sarah Palin, the Republicans	37	43	41
Bob Barr and Wayne Allyn Root, the Libertarians	1	1	1
Ralph Nader and Matt Gonzales, the Independents	1	1	2
Undecided/other	14	12	10

Based on: N=1,101 N=800 N=808 N=812

"Strong" = respondents who say they will vote for a candidate (A1) and will definitely vote for that candidate (A3) or have already voted for the candidate (S7c and A1a).

"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)

Aa2./

Aa3. 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?

	10/16/08-10/20/08		9/5/08-9/10/08
	Total Respondents	Likely Voters	Likely Voters
Strongly approve	8	8	15
Somewhat approve	13	16	19
Neither/Lean approve	5	5	4
(VOL) Neither—don't lean	1	1	1
Neither—lean disapprove	5	6	2
Somewhat disapprove	15	15	12
Strongly disapprove	52	50	47
Don't know	*	*	*
Refused	*	1	*

Based on:

N=1,101

N=800

N=734

Aa4./

Aa5. 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?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Strongly approve	4	4
Somewhat approve	15	11
Neither/Lean approve	4	3
(VOL) Neither—don't lean	1	1
Neither—lean disapprove	7	6
Somewhat disapprove	24	27
Strongly disapprove	43	47
Don't know	2	2
Refused	*	*

Based on:

N=1,101

N=800

Ba1. Would you say that now is a good or bad time to invest in the stock market?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Good time to invest	38	42
Bad time	58	53
Don't know	4	5
Refused	*	*

Based on:

N=1,101

N=800

Ba2. And would you say that now is a good or bad time to invest in real estate?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Good time to invest	53	58
Bad time	43	38
Don't know	4	4
Refused	*	*

Based on:

N=1,101

N=800

Ba3a. 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 **three months from now**. First...

	10/16/08-10/20/08	
The economy will have improved	Total Respondents	Likely Voters
Very likely	15	16
Somewhat likely	38	39
Not too likely	26	28
Not at all likely	18	14
Doesn't apply	2	2
Don't know	2	2
Refused	-	-
Unemployment will have gone down	Total Respondents	Likely Voters
Very likely	13	11
Somewhat likely	25	25
Not too likely	32	36
Not at all likely	25	23
Doesn't apply	2	2
Don't know	3	3
Refused	*	-
The stock market will be on the rise	Total Respondents	Likely Voters
Very likely	14	15
Somewhat likely	44	43
Not too likely	20	23
Not at all likely	16	12
Doesn't apply	3	3
Don't know	4	4
Refused	*	-
Gas prices will have gone down	Total Respondents	Likely Voters
Very likely	22	22
Somewhat likely	44	45
Not too likely	18	21
Not at all likely	14	9
Doesn't apply	1	1
Don't know	2	2
Refused	-	-

Your personal financial situation will have improved	Total Respondents	Likely Voters
Very likely	16	16
Somewhat likely	31	31
Not too likely	26	30
Not at all likely	21	17
Doesn't apply	5	5
Don't know	2	1
Refused	-	-
The value of your home will have gone up	Total Respondents	Likely Voters
Very likely	11	11
Somewhat likely	20	21
Not too likely	34	36
Not at all likely	25	24
Doesn't apply	8	6
Don't know	2	2
Refused	*	*
Prices of things you regularly buy will have gone down	Total Respondents	Likely Voters
Very likely	7	8
Somewhat likely	22	22
Not too likely	40	42
Not at all likely	30	27
Doesn't apply	1	1
Don't know	1	1
Refused	*	*

Based on:

N=1,101

N=800

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...

	10/16/08-10/20/08	
The economy will have improved	Total Respondents	Likely Voters
Very likely	24	25
Somewhat likely	51	51
Not too likely	12	13
Not at all likely	9	6
Doesn't apply	2	3
Don't know	2	3
Refused	*	1
Unemployment will have gone down	Total Respondents	Likely Voters
Very likely	17	16
Somewhat likely	45	46
Not too likely	21	23
Not at all likely	13	10
Doesn't apply	2	2
Don't know	3	3
Refused	*	*
The stock market will be on the rise	Total Respondents	Likely Voters
Very likely	22	24
Somewhat likely	55	54
Not too likely	12	12
Not at all likely	7	5
Doesn't apply	2	2
Don't know	3	3
Refused	*	*
Gas prices will have gone down	Total Respondents	Likely Voters
Very likely	17	17
Somewhat likely	42	39
Not too likely	25	27
Not at all likely	13	13
Doesn't apply	1	2
Don't know	2	2
Refused	*	*

Your personal financial situation will have improved	Total Respondents	Likely Voters
Very likely	23	23
Somewhat likely	44	46
Not too likely	16	17
Not at all likely	13	10
Doesn't apply	2	3
Don't know	1	1
Refused	-	-
The value of your home will have gone up	Total Respondents	Likely Voters
Very likely	16	17
Somewhat likely	39	39
Not too likely	25	26
Not at all likely	13	12
Doesn't apply	6	5
Don't know	1	1
Refused	*	*
Prices of things you regularly buy will have gone down	Total Respondents	Likely Voters
Very likely	10	8
Somewhat likely	29	30
Not too likely	37	40
Not at all likely	22	20
Doesn't apply	1	1
Don't know	1	1
Refused	*	*

Based on:

N=1,101

N=800

[ROTATE Ba4 and Ba5]

Ba4. If John McCain is elected president in November, a year from now do you think the economy will have improved, gotten worse, or stayed about the same?

IF IMPROVED: Is that improved a lot, or improved a little?

IF GOTTEN WORSE: Is that gotten a lot worse, or a little worse?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Improve a lot	9	8
Improve a little	23	26
A little worse	13	11
A lot worse	15	15
Stayed about the same	39	38
Don't know	2	1
Refused	*	*

Based on: N=1,101 N=800

Ba5. If Barack Obama is elected president in November, a year from now do you think the economy will have improved, gotten worse, or stayed about the same?

IF IMPROVED: Is that improved a lot, or improved a little?

IF GOTTEN WORSE: Is that gotten a lot worse, or a little worse?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Improve a lot	15	15
Improve a little	32	29
A little worse	6	7
A lot worse	18	20
Stayed about the same	27	27
Don't know	2	1
Refused	1	1

Based on: N=1,101 N=800

B6. Which presidential nominee do you trust more to... (READ OPTIONS; READ NAMES; ROTATE ORDER)

[RANDOMIZE]	10/16/08-10/20/08		9/27/08-9/30/08
Improve the economy	Total Respondents	Likely Voters	Likely Voters
Barack Obama	52	48	52
John McCain	38	42	37
Don't know	7	8	9
Refused	3	2	2
Handle the financial crisis	Total Respondents	Likely Voters	Likely Voters
Barack Obama	52	49	52
John McCain	39	43	37
Don't know	7	6	9
Refused	3	3	2
Understand how the financial crisis effects you	Total Respondents	Likely Voters	Likely Voters
Barack Obama	53	51	53
John McCain	38	40	36
Don't know	6	6	9
Refused	3	3	2
Make the right decisions about national security	Total Respondents	Likely Voters	Likely Voters
Barack Obama	43	41	NA
John McCain	48	52	NA
Don't know	8	6	NA
Refused	2	1	NA
Make the right decisions on health care	Total Respondents	Likely Voters	Likely Voters
Barack Obama	55	53	NA
John McCain	36	40	NA
Don't know	7	6	NA
Refused	2	2	NA

Based on:

N=1,101

N=800

N=808

[ROTATE Ba6 and Ba7]

Ba6. If John McCain 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?

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?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Go up a lot	16	15
Go up a little	20	18
Go down a little	5	6
Go down a lot	1	1
Stay about the same	55	59
Don't know	2	1
Refused	*	*

Based on: N=1,101 N=800

Ba7. 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?

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?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Go up a lot	24	24
Go up a little	21	24
Go down a little	12	13
Go down a lot	5	4
Stay about the same	37	34
Don't know	2	1
Refused	*	*

Based on: N=1,101 N=800

- 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]	10/16/08-10/20/08		9/27/08-9/30/08	9/5/08-9/10/08
John McCain	Total Respondents	Likely Voters	Likely Voters	Likely Voters
Does have right type	65	71	70	80
Does not have right type	23	20	23	15
Don't know enough	11	8	6	5
Don't know	1	1	*	*
Refused	*	*	*	*
Barack Obama	Total Respondents	Likely Voters	Likely Voters	Likely Voters
Does have right type	46	46	51	46
Does not have right type	41	44	40	47
Don't know enough	12	9	8	7
Don't know	1	1	*	1
Refused	*	*	*	*
Sarah Palin	Total Respondents	Likely Voters	Likely Voters	Likely Voters
Does have right type	30	30	25	41
Does not have right type	55	59	62	36
Don't know enough	14	10	12	23
Don't know	1	1	1	1
Refused	*	*	1	*
Joe Biden	Total Respondents	Likely Voters	Likely Voters	Likely Voters
Does have right type	62	71	62	58
Does not have right type	20	17	20	20
Don't know enough	17	12	16	21
Don't know	1	*	1	1
Refused	*	*	1	*
Based on:	N=1,101	N=800	N=808	N=812

Aa6. Generally speaking, do you think John McCain's attacks on Barack Obama have been mostly fair, or mostly unfair?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Mostly fair	42	42
Mostly unfair	54	54
Don't know	4	4
Refused	*	*

Based on: N=1,101 N=800

Aa7. And generally speaking, do you think Sarah Palin's attacks on Barack Obama have been mostly fair, or mostly unfair?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Mostly fair	39	39
Mostly unfair	54	56
Don't know	6	4
Refused	1	1

Based on: N=1,101 N=800

Aa8. Generally speaking, do you think Barack Obama's attacks on John McCain have been mostly fair, or mostly unfair?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Mostly fair	59	56
Mostly unfair	35	38
Don't know	6	5
Refused	1	1

Based on: N=1,101 N=800

Aa9. And generally speaking, do you think Joe Biden's attacks on John McCain have been mostly fair, or mostly unfair?

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Mostly fair	52	52
Mostly unfair	37	38
Don't know	11	10
Refused	1	1

Based on: N=1,101 N=800

Ia1 Regardless of whom you support, who do you think will win the election for President in November? Do you think it will be... **(READ EACH ITEM. ENTER SINGLE RESPONSE. RANDOMIZE ANSWER LIST.)**

	10/16/08-10/20/08	
	Total Respondents	Likely Voters
Barack Obama and Joe Biden, the Democrats	68	67
John McCain and Sarah Palin, the Republicans	24	25
(DO NOT READ) Neither / Other candidate	4	4
Don't know	4	4
Refused	*	*

Based on: N=1,101 N=800

G10/11. 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?

	10/16/08-10/20/08		9/27/08-9/30/08
	Total Respondents	Likely Voters	Likely Voters
Democrat – strong	16	19	21
Democrat – moderate	19	15	19
Republican – strong	10	14	13
Republican – moderate	12	14	16
Independent – lean Democratic	13	11	10
[VOL] Independent – don't lean	5	4	4
Independent – lean Republican	11	12	11
None – lean Democratic	4	3	1
[VOL] None – don't lean	6	5	2
None – lean Republican	5	4	2
Don't know	1	1	*
Refused	*	*	*

Based on: N=1,095 N=797 N=808

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?

	10/16/08-10/20/08		9/27/08-9/30/08
	Total Respondents	Likely Voters	Likely Voters
Liberal - strongly	9	11	10
Liberal - somewhat	14	14	11
Conservative - strongly	18	20	24
Conservative - somewhat	21	18	14
Moderate	35	35	39
Don't know	2	2	2
Refused	1	*	--

Based on:

N=1,101

N=800

N=808

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.]

	Total Respondents	Likely Voters
Married	64	68
Never married	19	15
Separated	2	2
Divorced	8	9
Widowed	6	6
Don't know	*	-
Refused	1	1

Based on: N=1,101 N=800

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

	Total Respondents	Likely Voters
Less than high school graduate	14	9
High school graduate	31	28
Technical/trade school	4	4
Some college	24	27
College graduate	16	19
Some graduate school	3	3
Graduate degree	9	10
Don't know	*	-
Refused	*	1

Based on: N=1,101 N=800

DM4. In what year were you born?

	Total Respondents	Likely Voters
18-29	23	15
30-49	38	40
50-64	22	25
65+	17	20
DK/Refused	*	*

Based on: N=1,101 N=800

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

	Total Respondents	Likely Voters
Urban area	24	21
Suburban area	38	44
Rural area	36	33
Don't know	1	1
Refused	1	*

Based on: N=1,101 N=800

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

	Total Respondents	Likely Voters
Own	67	78
Rent	23	14
Other arrangement	9	7
Don't know	*	-
Refused	1	*

Based on: N=1,101 N=800

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

	Total Respondents	Likely Voters
Yes	37	33
No	63	67
Don't know	-	-
Refused	*	*

Based on: N=1,101 N=800

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.

	Total Respondents	Likely Voters
No lines	20	16
One Line	73	76
Two lines	5	6
Three or more lines	2	2
Don't know	*	*
Refused	*	*

Based on: N=1,101 N=800

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

	Total Respondents	Likely Voters
Zero	18	17
One	46	46
Two	24	25
Three or more	11	13
Don't know	*	*
Refused	*	*

Based on: N=1,101 N=800

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?

	Total Respondents	Likely Voters
Landline	30	30
Cell phone	34	34
Both equally	36	36
Don't know	-	-
Refused	*	*

Based on: N=800 N=609

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

	Total Respondents	Likely Voters
Yes, born-again/evangelical	45	44
No	52	55
Don't know	2	1
Refused	1	1

Based on: N=1,101 N=800

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?

	Total Respondents	Likely Voters
Protestant	31	34
Catholic	23	22
Mormon	1	1
Jewish	1	2
Muslim	*	*
Other religion [SPECIFY]	19	19
Don't belong to religious denomination	22	21
Don't know	1	1
Refused	1	1

Based on: N=1,101 N=800

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

	Total Respondents	Likely Voters
Yes, a Christian	91	88
No, not a Christian	10	12
Don't know	-	-
Refused	-	-

Based on: N=209 N=146

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?

	Total Respondents	Likely Voters
More than once a week	11	13
Once a week	27	28
Once or twice a month	13	14
A few times a year	22	19
Less often than a few times a year	10	9
Never	16	16
Don't know	1	1
Refused	1	1

Based on: N=1,101 N=800

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

	Total Respondents	Likely Voters
Yes	14	8
No	86	92
Don't know	*	*
Refused	*	*
Based on:	N=1,101	N=800

DM20a. [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. [IF NOT SPANISH/HISPANIC/LATINO (D19a-2), ASK:] What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

	Total Respondents	Likely Voters
White	75	81
Black, African-American, or Negro	13	14
Spanish, Hispanic or Latino	14	8
Asian (net)	1	1
American Indian or Alaska Native	3	2
Asian Indian	*	*
Native Hawaiian	*	*
Chinese	*	*
Guamanian or Chamorro	*	*
Filipino	*	*
Samoan	*	*
Japanese	*	*
Korean	*	*
Vietnamese	*	*
Other Asian	*	*
Other Pacific Islander	*	*
Some other race [SPECIFY]	7	4
Don't know	1	*
Refused	2	1
Based on:	N=1,101	N=800

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

	Total Respondents	Likely Voters
Below \$50,000	47	38
\$50,000+	48	57
Don't know	1	*
Refused	4	4
Based on:	N=1,101	N=800

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]

	Total Respondents	Likely Voters
Under \$10,000	17	12
\$10,000 to under \$20,000	20	15
\$20,000 to under \$30,000	20	22
\$30,000 to under \$40,000	17	19
\$40,000 to under \$50,000	24	29
Don't know	1	2
Refused	1	2
Based on:	N=393	N=246

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

	Total Respondents	Likely Voters
\$50,000 to under \$75,000	39	36
\$75,000 to under \$100,000	26	27
\$100,000 to under \$150,000	18	18
\$150,000 or more	13	16
Don't know	1	1
Refused	3	3
Based on:	N=641	N=510

DMI1 Do you currently own stocks, bonds, or mutual funds?

	Total Respondents	Likely Voters
Yes	45	58
No	52	41
Don't know	2	0
Refused	1	1
Based on:	N=1,101	N=800

[ASK DMI2 ONLY IF YES IN DMI1:]

DMI2 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...

	Total Respondents	Likely Voters
1	21	23
2	9	9
3	4	3
4	3	4
5-9 times	7	6
10-14 times	4	5
15-19 times	1	1
20-24	1	1
25 times or more	3	3
None	45	44
Don't know	2	2
Refused	1	*
Based on:	N=634	N=528

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted October 16th – 20th, 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 1,101 adults 18+, 800 of whom were classified as likely voters. Interviews were conducted with 846 respondents on land-line telephones and 255 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 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 3.0 percentage points, for results based on the entire sample of adults. The margin of sampling error is plus or minus 3.5 percentage points for results based on the 800 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, and the September 27th – 30th poll, based on telephone interviews, with a nationally-representative probability sample of 1,160 adults 18+, 808 of whom were classified as likely voters. The details about the methodology for the previous two polls are available at <http://www.ap-gfcpoll.com>.)