



GfK Custom Research  
North America



# THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

*Interview dates: December 3-8, 2008*

*Interviews: 1,000 adults*

*Margin of error: +/- 3.1*

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

	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	32	36	17	26
Wrong direction	60	56	78	70
Don't know	8	8	5	4
Refused	*	0	1	0

Based on: *N=1,000*      *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?

	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08	09/05/08- 09/10/08
<b>Total Approve</b>	<b>28</b>	<b>28</b>	<b>26</b>	<b>33</b>
Strongly approve	12	9	8	13
Somewhat approve	13	14	13	17
Neither—lean approve	3	6	5	3
[VOL] Neither—don't lean	3	3	1	2
<b>Total Disapprove</b>	<b>66</b>	<b>67</b>	<b>72</b>	<b>64</b>
Neither—lean disapprove	4	3	5	3
Somewhat disapprove	16	16	15	15
Strongly disapprove	46	48	52	46
Don't know	3	1	0	1
Refused	*	0	0	0

Based on: *N=1,000*      *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?

	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08
<b>Total Approve</b>	<b>24</b>	<b>21</b>	<b>22</b>
Strongly approve	3	2	4
Somewhat approve	18	15	15
Neither—lean approve	3	4	4
[VOL] Neither—don't lean	2	3	1
<b>Total Disapprove</b>	<b>67</b>	<b>71</b>	<b>74</b>
Neither—lean disapprove	3	6	7
Somewhat disapprove	26	25	24
Strongly disapprove	38	40	43
Don't know	7	5	2
Refused	1	1	0

*Based on:*

*N=1,000*

*N=1,001*

*N=1,101*

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?

	12/03/08- 12/08/08
<b>Total Approve</b>	<b>73</b>
Strongly approve	41
Somewhat approve	27
Neither—lean approve	5
[VOL] Neither—don't lean	5
<b>Total Disapprove</b>	<b>14</b>
Neither—lean disapprove	2
Somewhat disapprove	5
Strongly disapprove	6
Don't know	8
Refused	*

Based on:

N=1,000

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

	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	33	39	38
Bad time	58	51	58
Don't know	9	10	4
Refused	0	0	0

Based on:

N=1,000

N=1,001

N=1,101

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

	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	56	55	53
Bad time	37	38	43
Don't know	7	6	4
Refused	0	0	0

Based on:

N=1,000

N=1,001

N=1,101

ECO21. Do you expect that you will spend more money on holiday shopping this year than you did last year, less money or about the same amount?

	12/03/08- 12/08/08
More money	7
Less money	53
About the same amount	40
Don't know	*
Refused	*

*Based on: N=1,000*

ECO22. Do you expect to pay for most of your holiday season expenses using credit cards or cash?

	12/03/08- 12/08/08
Credit Cards	20
Cash	77
Don't know	2
Refused	1

*Based on: N=1,000*

ECO23. [IF "CREDIT CARDS" IN ECO22, ASK:] Do you expect you will pay off all of your holiday season charges in full when the bill arrives, or will you carry some of them over next month?

	12/03/08- 12/08/08
Pay off charges	66
Carry some over	32
Not sure	1
Don't know	*
Refused	0

*Based on: N=219*

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?

	12/03/08- 12/08/08	11/06/08- 11/10/08
<b>Total Democrat</b>	<b>44</b>	<b>48</b>
Democrat – strong	17	21
Democrat – moderate	19	19
Independent – lean Democratic	8	8
None – lean Democratic	1	0
<b>Total Republican</b>	<b>33</b>	<b>34</b>
Republican – strong	13	13
Republican – moderate	13	11
Independent – lean Republican	7	10
None – lean Republican	*	0
[VOL] Independent – don't lean	8	5
[VOL] None – don't lean	0	0
[VOL] Other	*	0
Don't know	15	14
Refused	0	0

Based on:

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	60
Separated	3
Divorced	10
Widowed	7
Never married	20
Don't know	0
Refused	1

Based on:

N=1,000

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

Less than high school graduate	13
High school graduate	31
Technical/trade school	4
Some college	23
College graduate	16
Some graduate school	2
Graduate degree	9
Don't know	1
Refused	1

*Based on:* *N=1,000*

DM4. In what year were you born?

18-29	22
30-49	38
50-64	23
65+	17
DK/Refused	2

*Based on:* *N=1,000*

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

Urban area	25
Suburban area	42
Rural area	31
Don't know	2
Refused	*

*Based on:* *N=1,000*

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

Own	64
Rent	24
Other arrangement	11
Don't know	1
Refused	*

*Based on:* *N=1,000*

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

Yes	36
No	63
Don't know	1
Refused	*

*Based on: N=1,000*

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	20
One Line	72
Two lines	6
Three or more lines	2
Don't know	1
Refused	*

*Based on: N=1,000*

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

Zero	17
One	48
Two	20
Three or more	14
Don't know	1
Refused	1

*Based on: N=1,000*

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	34
Cell phone	34
Both equally	31
Don't know	*
Refused	1

*Based on: N=685*



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

Zero	62
One	28
Two	4
Three or more	6
Don't know	0
Refused	*

*Based on:* *N=200*

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

Yes, born-again/evangelical	42
No	54
Don't know	3
Refused	1

*Based on:* *N=1,000*

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	34
Catholic	23
Mormon	1
Jewish	1
Muslim	1
Other religion [SPECIFY]	18
Don't belong to religious denomination	21
Don't know	1
Refused	1

*Based on:* *N=1,000*

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

Yes, a Christian	87
No, not a Christian	13
Don't know	0
Refused	0

*Based on:* *N=153*

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	27
Once or twice a month	14
A few times a year	19
Less often than a few times a year	10
Never	15
Don't know	1
Refused	1

*Based on:*

*N=1,000*

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

Yes	13
No	86
Don't know	1
Refused	*

*Based on:*

*N=1,000*

- 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	*
Asian Indian	*
Native Hawaiian	*
Chinese	0
Guamanian or Chamorro	0
Filipino	*
Samoan	0
Japanese	1
Korean	*
Vietnamese	0
Other Asian	*
Other Pacific Islander	1
Some other race [SPECIFY]	5
Don't know	1
Refused	2

Based on:

*N=1,000*

- 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	41
\$50,000+	50
Don't know	3
Refused	6

Based on:

*N=1,000*

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	6
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	9
\$150,000 or more	7
Don't know	6
Refused	9

Based on: *N=1,000*

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

Yes	42
No	55
Don't know	1
Refused	3

Based on: *N=1,000*

[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	21
2	7
3	4
4	4
5-9 times	4
10-14 times	3
15-19 times	1
20-24	1
25 times or more	3
None	47
Don't know	5
Refused	*

*Based on:*

*N=512*

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	48
Female	52

*Based on:*

*N=1,000*

REGION:

Northeast	19
Midwest	23
South	37
West	22

*Based on:*

*N=1,000*

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted December 3rd – 8th, 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 1,000 adults age 18 or older. The interviews were conducted with 798 respondents on landlines and 202 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>.