



THE ASSOCIATED PRESS-AOL 2008 PRESIDENT POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS
PROJECT #81-4621-37

NOTE: all results shown are percentages unless otherwise labeled.

BARACK OBAMA STUDY

1. Who would you most like to see elected president in 2008?

	<u>ALL</u>	<u>REGISTERED VOTERS</u>	<u>LIKELY VOTERS</u>
Democrat (Net)	50%	53%	61%
Hillary Clinton	25%	26%	30%
Barack Obama	10%	10%	14%
Bill Clinton	5%	5%	5%
Al Gore	3%	3%	4%
John Kerry	2%	3%	3%
John Edwards	1%	1%	1%
Joe Biden	0	0	0
Democrat (unspecified)	3%	4%	3%
Other Democrat	0	0	0
Republican (Net)	6%	5%	5%
Condoleezza Rice	2%	1%	1%
Colin Powell	2%	2%	1%
George Bush	1%	1%	1%
John McCain	0	0	1%
Newt Gingrich	0	0	-
Rudi Giuliani	0	0	-
Michael Bloomberg	0	0	-
Republican (unspecified)	0	0	0
Other Republican	0	0	-
Other	7%	6%	3%
None/ Don't know/ Refused	37%	36%	31%

2. If Barack Obama runs for president in 2008, would you ...

	<u>ALL</u>	<u>REGISTERED VOTERS</u>	<u>LIKELY VOTERS</u>
Definitely vote for him	22%	23%	22%
Consider voting for him	37%	39%	41%
Definitely not vote for him	19%	16%	17%
(NOT READ) Not heard of Barack Obama	15%	15%	12%
Not sure / Refused	7%	7%	8%

3. Do you want Barack Obama to run for president in 2008, or not?

	<u>ALL</u>	<u>REGISTERED VOTERS</u>	<u>LIKELY VOTERS</u>
Yes	47%	48%	49%
No	31%	31%	33%
(NOT READ) Not heard of Barack Obama	13%	11%	9%
Not sure / Refused	9%	10%	9%

PARTY AFFILIATION / IDEOLOGY

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these? *

	REGISTERED VOTERS	LIKELY VOTERS
Republican	5%	3%
Democrat	62%	64%
Independent	20%	20%
None of these.....	12%	12%
Not sure	1%	1%

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	REGISTERED VOTERS	LIKELY VOTERS
Strongly Republican	3%	1%
Moderately Republican	2%	2%
Lean Republican	6%	4%
Definitely Independent/neither	5%	4%
Lean Democrat	21%	23%
Moderately Democrat.....	14%	13%
Strongly Democrat	48%	52%
Refused/not sure.....	1%	1%
Total Republican	11%	8%
Total Democrat.....	83%	87%

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

- D1a. In what year were you born?
- D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	36%
35-49	28%
50-64	21%
65 and over.....	14%
Refused/not sure	1%

D2. Are you employed:

TOTAL EMPLOYED.....	56%
- Full time.....	47%
- Part time.....	9%
Not employed.....	24%
Retired.....	20%
Refused/not sure.....	-

D3. What is the last year of school you completed?

Grade school or some high school.....	16%
Completed high school.....	45%
Some community college or university, but did not finish.....	14%
Completed technical school or a community college.....	10%
Completed a university or Bachelor's degree....	9%
Completed a post-graduate degree such as a Master's or Ph.D.	6%
Refused/not sure.....	-

D4. Are you currently married?

Yes.....	36%
No.....	64%
Refused/not sure.....	-

D5. Including yourself and any children, how many people are currently living in your household?

1.....	22%
2.....	25%
3.....	20%
4.....	16%
5.....	8%
6 or more.....	9%
Refused/not sure.....	-

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET.....	42%
Under 6.....	23%
6-12.....	23%
13-17.....	17%
NO CHILDREN.....	58%
Refused/not sure.....	0

D7. Do you currently own stocks, bonds, or mutual funds?

Yes.....	27%
No.....	71%
Refused/not sure.....	2%

(Q.D8 ASKED ONLY OF THOSE WHO SAY THEY OWN STOCKS, BONDS OR MUTUAL FUNDS IN Q.D7.)

D8. In the past 12 months, how many times did you make changes in your investments - buying or selling stocks or stock mutual funds either within or outside an employer-sponsored 401K plan? Would you say you bought or sold stocks or stock mutual funds four times or fewer or five times or more times in the past 12 months? [IF FOUR TIMES OR FEWER, ASK:] Is that once, twice, three times, four times, or no changes? [IF MORE THAN FOUR, ASK:] How many times did you buy or sell stocks or mutual funds – 5-9 times, 10 to 14 times, 15-19 times, 20-24 times, or 25 times or more?

	<u>INVESTORS</u>
None.....	37%
1 time.....	15%
2 times.....	12%
3 times.....	6%
4 times.....	7%
5 to 9 times.....	11%
10 to 14 times.....	2%
15 to 19 times.....	1%
20 to 24 times.....	1%
25 times or more.....	2%
Refused/not sure.....	6%
Active Investors (5 times or more).....	16%

D9a. Would you describe yourself as a born-again or evangelical Christian, or not?

Yes.....	59%
No.....	39%
Refused/not sure.....	2%

D9b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? (IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)

Protestant.....	60%
Catholic.....	9%
Mormon.....	0%
Jewish.....	1%
Muslim.....	2%
Other non-Christian religion.....	6%
No religion.....	21%
Refused/not sure.....	1%

D9c. How often do you attend religious services?

More than once a week.....	23%
Once a week.....	21%
A few times a month.....	23%
A few times a year.....	23%
Never.....	9%
Refused.....	1%

D10. Generally speaking, do you consider yourself a liberal, moderate or conservative? (IF "LIBERAL" OR "CONSERVATIVE", ASK:) Would you say you are very (liberal/conservative) or somewhat (liberal/conservative)?

	<u>ALL ADULTS</u>	<u>REGISTERED VOTERS</u>	<u>LIKELY VOTERS</u>
Very liberal	8%	9%	10%
Somewhat liberal.....	18%	19%	17%
Moderate	36%	35%	37%
Somewhat conservative	17%	16%	18%
Very conservative.....	15%	15%	13%
Refused.....	6%	6%	5%
Total Liberal.....	27%	28%	27%
Total Conservative	32%	31%	31%

[ASKED ONLY OF RESPONDENTS INDICATING THEY VOTED IN THE 2004 PRESIDENTIAL ELECTION]

D11. In the 2004 election for President, did you vote for...?

	<u>REGIS- TERED VOTERS</u>	<u>LIKELY VOTERS</u>
George W. Bush, the Republican.....	10%	8%
John Kerry, the Democrat	78%	80%
Ralph Nader, the Independent candidate	4%	3%
Refused, not sure who voted for	3%	3%
Too young to vote at the time.....	-	-
Refused.....	5%	6%

D12a. Are you of Hispanic ethnicity?

(Q.D10c ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)

D12b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White.....	0%
Black.....	97%
Hispanic.....	3%
Asian.....	0%
American Indian.....	0%
Other.....	0%
Refused	0%

D13. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	23%
\$15,000 to less than \$20,000	9%
\$20,000 to less than \$25,000	4%
\$25,000 to less than \$30,000	5%
\$30,000 to less than \$40,000	14%
\$40,000 to less than \$50,000	9%
\$50,000 to less than \$75,000	14%
\$75,000 to less than \$100,000	5%
\$100,000 or more	7%
Refused/not sure	10%

REGION:

Northeast.....	18%
Midwest.....	18%
South.....	54%
West.....	10%

METROPOLITAN STATUS:

Urban.....	54%
Suburban.....	18%
Rural.....	13%

GENDER:

Male.....	45%
Female.....	55%