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Interview dates: August 6-8, 2007
Interviews: 1,003 adults; 771 registered voters
Margin of error: ±3.1 for all adults; ±3.5 for registered voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS
PROJECT #81-5681-13**

NOTE: all results shown are percentages unless otherwise labeled.

BOOK STUDY

1. Have you read any books in the past year, or haven't you had a chance to read a book in the past year? **(ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)**

Yes, read a book in the past year	73
No, haven't read a book in the past year.....	27
Refused/not sure.....	-

[IF "Yes" TO Qu. 1, ASK Qu. 2; OTHERWISE, SKIP TO NEXT SECTION.]

2. And about how many books do you think you have read in the past year? Just your best guess is fine. **(ENTER EXACT AMOUNT. IF UNSURE, ENCOURAGE BEST GUESS.)**

1	5
2	8
3	12
4-5	16
6-7	10
8-10	10
11-12	5
13-15	6
16-20	6
21-30	8
31-40	2
41-50	3
51 or more	8
DK/NS	1
Summary	
1 to 5 books	41
6 to 15 books	31
More than 15 books	27
Mean	
Mean	20.4
Median	
Median	6.5

[IF "1" TO Qu. 2, ASK Qu. 3a.]

3a. Thinking about the book you read in the past year, would you describe it as a ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

[IF "2+" TO Qu. 2, ASK Qu. 3b-3c.]

3b. Thinking about the books you have read in the past year ...

Did you happen to read a ... (INSERT & RANDOMIZE) or not?

3c. Did you happen to read any other type of book this past year?

The Bible or other religious text	64
Popular fiction	54
Non-fiction history book	54
Non-fiction biography	48
Mystery or thriller novel.....	48
Romance novel.....	21
(NOT READ) Business/finance	4
(NOT READ) Non-fiction book about politics.....	4
(NOT READ) Science fiction/fantasy	3
(NOT READ) Technical manual/books.....	3
(NOT READ) Poetry/(classic) literature.....	3
(NOT READ) Textbook	3
(NOT READ) Self-help/self- improvement.....	2
(NOT READ) Children's books.....	2
(NOT READ) Health/nutrition/dieting	2
(NOT READ) Non-fiction/science book.....	2
(NOT READ) Cookbook.....	1
(NOT READ) Magazines.....	1
(NOT READ) Home improvement/ home decorating	1
(NOT READ) Sports.....	1
(NOT READ) Psychology.....	1
(NOT READ) Travel	1
(NOT READ) Horror.....	1
(NOT READ) Non-fiction (unspecified)	<1
(NOT READ) Humor	<1
Some other type of book.....	20
Refused/not sure.....	1

PARTY AFFILIATION / IDEOLOGY

A. Are you currently registered to vote at this address, or not?

	<u>ALL ADULTS</u>
Yes.....	77
No	23
Refused/not sure.....	-

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

INITIAL PARTY IDENTIFICATION

	<u>ALL ADULTS</u>
Republican	24
Democrat.....	31
Independent	23
None of these.....	21
Not sure.....	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?

	<u>ALL ADULTS</u>
Strongly Republican	12
Moderately Republican.....	12
Lean Republican	14
Definitely Independent/neither.....	15
Lean Democrat.....	15
Moderately Democrat.....	12
Strongly Democrat.....	19
Refused/not sure	1
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Total Republican	38
Total Democrat	46

3. 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>
Very liberal	7
Somewhat liberal	18
Moderate.....	34
Somewhat conservative	22
Very conservative	14
Refused	5
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Total Liberal.....	25
Total Conservative.....	36

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	31
35-49	25
50-64	28
65+	15
(DK/NS)	1

D2. Are you employed:

TOTAL EMPLOYED	63
- Full time	54
- Part time	10
Not employed	14
Retired	22
(DK/NS)	-

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

Grade school or some high school	7
Completed high school	23
Some community college or university, did not finish	21
Completed technical school or a community college	10
Completed a university or Bachelor's degree	22
Completed a post-graduate degree such as a Master's or Ph.D.	16
(DK/NS)	1

D4. Are you currently married?

Yes	59
No	40
(DK/NS)	1

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

1	16
2	34
3	19
4	16
5	7
6+	6
(DK/NS)	2

(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)	35
Under 6	20
6-12	17
13-17	13
NO CHILDREN	63
(DK/NS)	2
Summary	
Any children 12 or younger	29
Any children 6 to 17	24

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

Yes	49
No	48
(DK/NS)	3

(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?

None	32
1 time	15
2 times	11
3 times	7
4 times	5
5 to 9 times	7
10 to 14 times	6
15 to 19 times	1
20 to 24 times	1
25 times or more	3
(DK/NS)	12
Active Investors (5 times or more)	18

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

Yes	38
No	59
(DK/NS)	3

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	44
Catholic	27
Mormon	2
Jewish	2
Muslim	-
Some other religion	4
None	18
(DK/NS)	3

Zz5b. How often do you attend religious services?

At least once a week (Net)	40
More than once a week	12
Once a week	27
Less than once a week (Net)	36
A few times a month	15
A few times a year	22
Never	22
(DK/NS)	2

D12a. Are you of Hispanic ethnicity?

(Q.D12c ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

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

(RESULTS SHOWN IN SUMMARY BELOW.)

White	68
Black	11
Hispanic	13
Asian	3
(NOT READ) American	
Indian	1
(NOT READ) Other	2
(DK/NS)	2

D13. Could you please tell me your household income from all sources in 2006?

Under \$15,000	11
\$15,000 to less than \$20,000	6
\$20,000 to less than \$25,000	5
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	8
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	17
\$75,000 to less than \$100,000	9
\$100,000 or more	15
(DK/NS)	16

REGION:

Northeast	19
Midwest	22
South	37
West	22

METROPOLITAN STATUS:

Urban	30
Suburban	51
Rural	19

GENDER:

Male	48
Female	52