



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

NOTE: all results shown are percentages unless otherwise labeled.

PRESIDENT STUDY

1. In general, what would you say are the most important qualities or characteristics you look for in a candidate for president? [OPEN END]

Strong character mentions (Net)	55
Honesty/ trustworthy/ truthful	41
Integrity/ good character	14
Morality/ ethics	6
Follows through/ does what they say they will do	4
Faith/ believes in God [incl. good Christian]	4
Dependable/ reliable	1
Loyalty/ patriotism	1
All other strong character mentions	1
Stand on specific issues (Net)	33
Ability to make the economy stronger	10
Concerned with healthcare	8
Concerned about the war/ getting out of Iraq	7
Concerns for Social issues (hunger, drugs, crime, affordable housing)	6
Concerns for Education	5
Concerned for domestic issues	5
Pro life/ anti abortion	4
Concerned with Immigration/ Border patrol issues	3
Concerned with the Environment	3
Homeland security/ protection	3
Concerns for the elderly/ social security	2
Concerns for Terrorism	2
Making our country less reliant on oil	0
Leadership qualities mentions (Net)	21
Leadership	10
Strong	5
Ability to make decisions	2
Ability to solve problems	2
Good communication	2
Vision/ clear plan	2
Confidence/ belief in themselves	1
Ability to handle crisis	1
All other leadership qualities mentions	1
Experience mentions (Net)	14
Foreign policy/ International relationships	7
Experience	5
Good track record/ past results	3
Military service	1
Political background	1
All other experience mentions	0

Q1 (cont.)	
Compassion/ Considerate mentions (Net)	13
Concerned for the common person/ middle class	6
Caring/ compassionate	3
Concerns for Family	2
Ability to listen	1
All other compassion/ considerate mentions	1
Intelligence/ knowledge/ common sense	11
Ability to do the job right/ good/ responsible	4
Conservative	2
Ability to work with others/ congress (bipartisan)	1
Other	24
(Nothing/ Don't know)	5

[ONLY ASKED OF THOSE WHO ANSWERED "DEMOCRAT" TO PARTY AFFILIATION OR "LEAN DEMOCRAT" TO FOLLOW-UP]

2a. If the 2008 Democratic presidential primary or caucus in your state were being held today and the candidates were... for whom would you vote?

Hillary Clinton	38
Barack Obama	21
Al Gore	14
John Edwards	10
Bill Richardson	4
Joe Biden	1
Chris Dodd	-
Other	-
None	5
(DK/NS)	7

[ONLY ASKED OF THOSE WHO ANSWERED "REPUBLICAN" TO PARTY AFFILIATION OR "LEAN REPUBLICAN" TO FOLLOW-UP]

2b. If the 2008 Republican presidential primary or caucus in your state were being held today, and the candidates were...for whom would you vote?

Rudy Giuliani	35
John McCain	22
Newt Gingrich	11
Mitt Romney	8
Mike Huckabee	3
Sam Brownback	3
Other	-
None	6
(DK/NS)	12

PARTY AFFILIATION / IDEOLOGY

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

	ALL ADULTS
Yes.....	82
No	18
Refused/not sure.....	-

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

INITIAL PARTY IDENTIFICATION

	REGISTERED VOTERS
Republican	32
Democrat.....	34
Independent	23
None of these.....	10
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?

	REGISTERED VOTERS
Strongly Republican	17
Moderately Republican.....	15
Lean Republican	11
Definitely Independent/neither.....	9
Lean Democrat.....	13
Moderately Democrat.....	12
Strongly Democrat	22
Refused/not sure.....	1
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Total Republican	43
Total Democrat	47

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)?

	ALL ADULTS
Very liberal	6
Somewhat liberal	15
Moderate.....	34
Somewhat conservative.....	27
Very conservative	14
Refused	4
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Total Liberal.....	21
Total Conservative.....	41

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	30
35-49	26
50-64	26
65+	17
(DK/NS)	1

D2. Are you employed:

TOTAL EMPLOYED	61
- Full time	49
- Part time	12
Not employed	15
Retired	23
(DK/NS)	1

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

Grade school or some high school	6
Completed high school	23
Some community college or university, did not finish	21
Completed technical school or a community college	13
Completed a university or Bachelor's degree	19
Completed a post-graduate degree such as a Master's or Ph.D.	17
(DK/NS)	1

D4. Are you currently married?

Yes	61
No	38
(DK/NS)	1

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

1	17
2	31
3	19
4	18
5	10
6+	4

(DK/NS) 1

(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)	38
Under 6	22
6-12	20
13-17	13
NO CHILDREN	61
(DK/NS)	1

Summary

Any children 12 or younger	30
Any children 6 to 17	28

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

Yes	51
No	46
(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	33
1 time	17
2 times	13
3 times	7
4 times	5
5 to 9 times	8
10 to 14 times	4
15 to 19 times	2
20 to 24 times	2
25 times or more	4
(DK/NS)	5
Active Investors (5 times or more)	20

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

Yes	38
No	60
(DK/NS)	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	47
Catholic	27
Mormon	1
Jewish	2
Muslim	1
Some other religion	3
None	17
(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	69
Black	11
Hispanic	13
Asian	3
(NOT READ) American	1
Indian	
(NOT READ) Other	1
(DK/NS)	2

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

Under \$15,000	12
\$15,000 to less than \$20,000	5
\$20,000 to less than \$25,000	6
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	7
\$40,000 to less than \$50,000	11
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	8
\$100,000 or more	15
(DK/NS)	16

REGION:

Northeast	19
Midwest	22
South	36
West	23

METROPOLITAN STATUS:

Urban	30
Suburban	50
Rural	20

GENDER:

Male	48
Female	52