



## **THE AP-GfK POLL** **December, 2011**

Conducted by GfK Roper Public Affairs & Corporate Communications

**A telephone survey of the American general population (ages 18+)**

*Interview dates: December 8 – 12, 2011*

*Number of interviews: 1,000*

*Margin of error for the total sample: +/- 4.0 percentage points at the 95% confidence level*

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

*Please refer to the exact sample number at the bottom of each table.*

*All results shown are percentages unless otherwise labeled.*

*CUR1 through NCC19 previously released*

*Some questions held for later release*

SC1. As a child, did you ever believe in Santa Claus, or not?

	12/8-12/11
Yes	84
No	16
Don't know [VOL]	*
Refused [VOL]	*

*Based on:*

*N=1,000*

SC2. [IF YES IN SC1:] How old were you when you stopped believing in Santa Claus?

	12/8-12/11
5 or less	8
6	9
7	12
8	18
9	12
10	16
11	6
12	7
As a teenager	7
Never believed in Santa Claus [VOL]	1
Don't know [VOL]	4
Refused [VOL]	*
MEAN AGE:	8.8

*Based on:*

*N=856*

SC3. How important a role does Santa Claus play in your holiday celebrations?

	12/8-12/11
<b>Total important</b>	<b>57</b>
Very important	29
Somewhat important	28
<b>Total not important</b>	<b>43</b>
Not too important	15
Not at all important	28
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,000

SC4. Do you think the Santa Claus tradition does more to ... [RANDOMIZE FIRST TWO RESPONSE OPTIONS.]

	12/8-12/11
Enhance the religious significance of the Christmas holiday	37
Detract from the religious significance of the Christmas holiday	48
Neither, has no effect (DO NOT READ)	13
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=1,000

SC5. Do you believe in angels, or not?

	12/8-12/11
Yes	77
No	22
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=1,000

S1. Are you currently registered to vote at your address, or not?

	12/8-12/11
Yes	80
No	20
VOL: Not necessary in my state	*
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,000

TP4. Do you consider yourself a supporter of the Tea Party movement, or are you not a supporter of the Tea Party movement?

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10
<b>Supporter</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>33</b>	<b>30</b>	<b>30</b>	<b>31</b>	<b>30</b>	<b>30</b>	<b>36</b>	<b>28</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>31</b>
Strongly	10	10	9	10	8	11	11	8	9	13	10	8	13	9	n/a
Moderately	20	18	16	24	23	19	21	22	21	24	18	20	14	18	n/a
<b>Not a supporter</b>	<b>64</b>	<b>68</b>	<b>70</b>	<b>61</b>	<b>63</b>	<b>65</b>	<b>61</b>	<b>66</b>	<b>67</b>	<b>60</b>	<b>68</b>	<b>69</b>	<b>65</b>	<b>68</b>	<b>60</b>
Don't know [VOL]	6	4	5	5	7	6	7	4	4	3	4	3	7	5	9
Refused [VOL]	1	*	*	1	*	*	*	-	*	1	1	*	1	*	1

Based on:

N=1,000

N=1,000

N=1,000

N=1,001

N=1,001

N=1,001

N=1,001

N=1,000

N=1,501

N=846

N=1,000

N=1,007

N=1,044

N=1,002

N=962

PID1. Do you consider yourself a Democrat, a Republican, an independent, or none of these?

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-9/09	10/1-5/09	9/3-8/09	7/16-20/09	5/28-6/1/09
Democrat	27	31	29	31	35	29	29	31	32	33	32	31	34	35	32	32	32	28	35	33	31	35	36
Independent	33	32	30	27	27	34	31	26	28	27	31	30	28	25	27	27	29	27	24	26	30	25	25
Republican	25	23	21	25	18	19	25	28	26	32	25	25	24	26	26	26	21	21	22	21	21	23	23
None of these	16	13	20	16	20	17	15	16	14	7	12	13	15	14	15	15	17	23	18	19	18	17	16
Refused	-	1	*	1	-	-	*	-	-	-	1	*	*	-	-	-	*	-	1	1	1	1	1

Based on: N=1,000

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?

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-9/09	10/1-5/09	9/3-8/09	7/16-20/09	5/28-6/1/09
<b>Total Democrat</b>	<b>40</b>	<b>44</b>	<b>43</b>	<b>43</b>	<b>46</b>	<b>45</b>	<b>42</b>	<b>39</b>	<b>43</b>	<b>42</b>	<b>44</b>	<b>43</b>	<b>46</b>	<b>45</b>	<b>41</b>	<b>45</b>	<b>44</b>	<b>37</b>	<b>43</b>	<b>43</b>	<b>39</b>	<b>44</b>	<b>46</b>
Democrat – strong	12	16	13	12	14	14	12	14	16	20	16	14	15	15	14	15	14	12	18	17	14	14	20
Democrat – moderate	15	15	16	19	21	15	16	17	16	13	15	18	19	20	18	18	18	16	17	16	16	20	15
Independent – lean Democratic	13	13	14	11	12	16	14	9	11	9	13	12	12	10	9	12	12	9	8	10	9	9	11
None – lean Democratic	*	-	-	*	-	*	-	*	*	*	1	*	-	*	-	*	-	*	*	*	-	*	*
<b>Total Republican</b>	<b>38</b>	<b>36</b>	<b>32</b>	<b>37</b>	<b>29</b>	<b>33</b>	<b>36</b>	<b>38</b>	<b>40</b>	<b>48</b>	<b>40</b>	<b>39</b>	<b>35</b>	<b>39</b>	<b>40</b>	<b>34</b>	<b>33</b>	<b>32</b>	<b>31</b>	<b>32</b>	<b>33</b>	<b>33</b>	<b>32</b>
Republican – strong	13	10	9	11	6	9	9	13	12	18	12	11	9	10	14	11	9	9	11	10	9	11	11
Republican – moderate	12	13	12	14	12	11	16	15	13	14	13	14	15	16	12	12	12	13	10	11	11	12	12
Independent – lean Republican	13	14	11	13	11	14	11	11	14	15	15	14	11	13	14	12	12	11	10	11	13	10	9
None – lean Republican	-	-	-	-	*	*	-	-	*	1	-	-	*	*	-	*	-	-	*	*	-	*	*
[VOL] Independent – don't lean	7	5	5	3	4	4	6	6	3	2	3	5	4	2	4	5	5	7	6	5	8	5	5
[VOL] None – don't lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[VOL] Other	*	*	*	*	*	1	*	*	*	*	-	*	*	*	*	1	1	*	*	*	*	1	*
Don't know	16	14	20	17	20	17	16	16	15	7	13	14	15	14	15	15	18	24	19	21	19	18	17
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: N=1,000

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?]

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7/10-12/10	TOTAL 10/16-20/08	LIKELY VOTERS 10/16-20/08
Liberal - strongly	6	8	9	9	9	8	8	8	9	10	10	10	11	8	6	9	11
Liberal - somewhat	14	12	13	14	14	15	14	11	14	11	12	15	11	15	14	14	14
Conservative - strongly	20	18	20	21	16	18	20	22	22	29	20	20	21	21	21	18	20
Conservative - somewhat	22	21	23	22	22	23	19	24	22	18	25	21	23	23	23	21	18
Moderate	35	39	32	33	36	32	36	33	31	31	31	33	32	31	32	35	35
Don't know	2	3	3	2	3	3	2	1	2	1	3	2	1	3	3	2	2
Refused	*	*	*	1	1	*	2	1	1	*	1	*	1	1	1	1	*

Based on: N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001 N=1,001 N=1,000 N=1,501 N=846 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,001 N=800



EM1. Are you, yourself, currently employed...

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-/09	10/1-5/09	9/3-8/09	
Full-time	48	49	50	44	49	45	44	47	46	46	46	47	48	49	45	43	44	46	44	44	
Part-time	13	12	13	14	13	15	17	12	13	13	16	11	13	11	14	13	15	11	10	12	
Not employed	39	39	37	42	37	39	38	40	41	40	38	42	39	39	41	44	41	42	45	42	
Don't know	-	*	*	*	*	*	-	*	*	*	*	*	*	-	*	-	*	*	*	*	-
Refused	-	*	*	*	*	*	1	1	*	*	*	*	-	*	*	*	1	1	1	1	

Based on: N=436 N=441 N=431 N=450 N=448 N=413 N=411 N=421 N=655 N=414 N=400 N=472 N=416 N=415 N=420 N=420 N=423 N=404 N=451 N=438

EM2. [IF "NOT EMPLOYED" IN EM1, ASK:] Are you...

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-/09	10/1-5/09	9/3-8/09
Retired	51	50	51	46	51	40	48	48	46	47	44	47	42	50	49	48	47	49	52	52
Homemaker	15	19	14	17	16	17	16	21	18	16	21	15	16	18	19	15	13	16	18	15
Student	12	8	13	10	12	16	14	11	12	11	14	12	11	9	9	8	7	9	10	8
Temporarily unemployed	18	20	18	24	19	27	19	17	22	21	20	25	27	21	23	27	32	24	18	22
Don't know	3	3	4	2	1	1	2	2	2	4	1	2	4	2	*	1	1	1	2	2
Refused	1	1	*	1	*	1	*	1	*	*	1	*	-	1	-	1	*	1	*	*

Based on: N=436 N=441 N=431 N=450 N=448 N=413 N=411 N=421 N=655 N=414 N=400 N=472 N=416 N=415 N=420 N=420 N=423 N=404 N=451 N=438

CUR38. Thinking of the last 6 months – that is, since June of 2011 – have you or has someone in your family lost a job as a result of economic conditions, or not?

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	12/10-14/09	9/3-8/09	7/16-20/09	High: 2/12-17/09	Low: 9/3-8/09	1 Year Ago: 11/3-8/10
Yes (self lost job)	5	8	5	6	7	6	8	6	7	6	6	7	8	6	9	5	8	10	5	6
Yes (someone in family)	19	18	25	18	23	22	27	18	16	25	25	29	21	23	22	26	21	25	26	18
No	75	72	69	74	67	70	62	72	76	68	67	61	69	69	66	65	65	65	65	72
Both (self and family member) [VOL]	1	2	1	2	3	1	4	3	1	1	2	4	1	3	3	2	4	1	2	3
Don't know	*	*	-	*	-	*	*	-	*	*	*	*	*	-	*	*	1	*	*	-
Refused	-	*	-	*	*	-	*	*	*	*	*	-	-	*	*	1	1	-	1	*

Based on: N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001 N=1,001 N=1,000 N=1,501 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,001 N=1,001 N=1,006 N=1,001 N=1,001 N=1,000

CUR39. And thinking of the last 6 months – that is, since June of 2011 – has someone you know personally, other than a family member, lost a job as a result of economic conditions, or not?

	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	12/10-14/09	10/1-5/09	High: 1/12-17/10	Low: 6/16-20/11	1 Year Ago: 11/3-8/10
Yes	58	59	60	57	62	60	65	55	54	65	65	70	63	64	69	65	71	57	55
No	42	41	40	43	38	40	35	44	46	35	35	29	36	36	30	34	29	43	44
Don't know	*	*	*	*	*	*	*	1	*	1	*	1	*	*	*	1	1	*	1
Refused	-	*	*	-	*	*	*	*	*	*	*	-	-	*	*	*	-	-	*

Based on: N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001 N=1,001 N=1,000 N=1,501 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,001 N=1,001 N=1,003 N=1,008 N=1,001 N=1,000

[INTERVIEWER READ:] 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... [READ EACH ITEM]

Married/Living as Married/Co-habiting	62
Separated	2
Divorced	8
Widowed	6
Never Married	22
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=1,000

DM2. What is the last grade of school you completed? [READ EACH ITEM]

Less than high school graduate	8
High school graduate	34
Technical/trade school	4
Some college	25
College graduate	15
Some graduate school	3
Graduate degree	10
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=1,000

DM4. In what year were you born?

Age group:

18-29	20
30-49	37
50-64	25
65+	17
Refused [VOL]	1

Based on:

N=1,000

DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	25
Suburban area	40
Rural area	34
Don't know [VOL]	1
Refused [VOL]	-

*Based on:*

*N=1,000*

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

Own	62
Rent	28
Other arrangement	9
Don't know [VOL]	*
Refused [VOL]	-

*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	64
Don't know [VOL]	-
Refused [VOL]	*

*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.

None	27
One Line	69
Two lines	3
Three or more lines	1
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,000

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

None	12
One	69
Two	13
Three or more	6
Don't know [VOL]	*
Refused [VOL]	*

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	24
Cell phone	40
Both equally	36
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=606

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

None	50
One	29
Two	14
Three or more	5
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=300

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

Yes, born-again/evangelical	38
No	60
Don't know [VOL]	2
Refused [VOL]	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	27
Catholic	23
Mormon	1
Jewish	2
Muslim	*
Other religion	19
Don't belong to religious denomination	27
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=1,000

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

Yes, a Christian	89
No, not a Christian	11
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=186

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?

Never	17
Less often than a few times a year	13
A few times a year	22
Once or twice a month	13
Once a week	23
More than once a week	11
Don't know [VOL]	*
Refused [VOL]	1

Based on:

N=1,000

DM16. Are you of Hispanic, Latino or Spanish origin?

Yes	13
No	87
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=1,000

DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Hispanic, Latino or Spanish, 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, Caucasian	73
Black, African-American, Negro	12
American Indian or Alaska Native	1
Asian Indian	1
Native Hawaiian	-
Chinese	*
Guamanian or Chamorro	-
Filipino	-
Samoan	-
Japanese	-
Korean	-
Vietnamese	*
Other Asian	*
Other Pacific Islander	1
Some other race	9
Other (specify)	-
Don't know	1
Refused	*
Multiple races	3

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	50
\$50,000+	46
Don't know [VOL]	2
Refused [VOL]	3

Based on:

N=1,000

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	9
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	10
\$100,000 to under \$150,000	10
\$150,000 or more	7
Don't know [VOL]	4
Refused [VOL]	5

Based on:

N=1,000

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

Yes	41
No	56
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,000

[ASK DM22 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...

None	49
1	12
2	11
3	3
4	2
5-9 times	8
10-14 times	4
15-19 times	*
20-24 times	3
25 times or more	2
Don't know [VOL]	5
Refused [VOL]	1

Based on:

N=513

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

Male	49
Female	51

Based on:

N=1,000

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,000

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted December 8 - 12, 2011, by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,000 general population adults age 18 or older.

Interviews were conducted with 700 respondents on landlines and 300 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

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 2009 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 2009 Fall estimates provided by GfK MRI Inc.

The margin of sampling error is plus or minus 4.0 percentage points at the 95% confidence level, 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>.