



GfK Custom Research
North America



THE AP-Brides.com POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: May 28-June 1, 2009

Interviews: 1,000 adults

Margin of error: +/- 3.1 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.

AP-Brides.com Poll:

[ASK ALL]

WED1. Have you personally ever attended a wedding, or not?

	5/28/09-6/1/09
Yes	91
No (SKIP TO WED8)	9
Don't know (DO NOT READ) (SKIP TO WED8)	-
Refused (DO NOT READ) (SKIP TO WED8)	-

Based on:

N=1,000

[ASK IF YES IN WED1]

WED2. Did you personally attend a wedding WITHIN THE LAST TWO YEARS, or not?

	5/28/09-6/1/09
Yes	58
No (SKIP TO WED8)	42
Don't know (DO NOT READ) (SKIP TO WED8)	*
Refused (DO NOT READ) (SKIP TO WED8)	-

Based on:

N=939

[ASK IF YES IN WED2]

WED3. Was the wedding local, or did you have to travel to attend the wedding?

	5/28/09-6/1/09
Yes, local (SKIP TO WED4)	62
No, had to travel (CONTINUE)	38
Don't know (DO NOT READ) (SKIP TO WED4)	-
Refused (DO NOT READ) (SKIP TO WED4)	-

Based on:

N=530

[ASK IF HAD TO TRAVEL WED3]

WED3b. Was it more than 100 miles away, or less than that?

	5/28/09-6/1/09
Travel less than 100 miles	23
Travel more than 100 miles	77
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

Based on:

N=203

WED4. Did you give a gift to the couple, or not?

	5/28/09-6/1/09
Yes (CONTINUE)	90
No (SKIP TO WED6a)	10
Don't know (DO NOT READ) (SKIP TO WED6a)	-
Refused (DO NOT READ) (SKIP TO WED6a)	-

Based on:

N=530

[ASK IF YES IN WED4]

WED5. Was the gift on behalf of just yourself, or was it on behalf of you and someone else?

	5/28/09-6/1/09
Just myself (SKIP TO WED6)	22
Me and someone else (CONTINUE)	78
Don't know (DO NOT READ) (SKIP TO WED6)	*
Refused (DO NOT READ) (SKIP TO WED6)	-

Based on:

N=496

[ASK IF PUNCH 2 IN WED5]

WED5b. How many people including yourself?

	5/28/09-6/1/09
1	7
2	67
3	13
4	7
5 or more	6
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
Mean	2.4

Based on:

N=373

WED6. And about how much did the gift cost? Your best estimate is fine.

	5/28/09-6/1/09
\$25 or less	9
\$26-\$49	7
\$50-\$74	27
\$75-\$99	8
\$100-\$199	30
\$200-\$299	9
\$300-\$399	3
\$400-\$499	1
\$500-\$999	3
\$1,000 or more	3
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

Based on:

N=496

WED6a. Did you buy an engagement gift for the couple, or not?

	5/28/09-6/1/09
Yes	10
No	90
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

Based on: *N=530*

WED6b. Did you buy a shower gift for the bride, or not?

	5/28/09-6/1/09
Yes	37
No	61
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

Based on: *N=530*

WED7. And about how much did you spend on attending the wedding, including travel, lodging, clothing, gifts and other expenses? Just your best estimate is fine.

	5/28/09-6/1/09
Less than \$50	17
\$50-\$99	14
\$100-\$149	14
\$150-\$199	5
\$200-299	15
\$300-\$399	10
\$400-499	6
\$500-\$999	8
\$1,000-\$1,999	5
\$2,000 or more	6
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

Based on: *N=530*

[ASK WED8-WED13 of ALL 1,000 ADULTS]

WED8. In general, if you were invited to a wedding but didn't actually attend, would you feel obligated to send a gift, or not?

	5/28/09-6/1/09
Yes	63
No	35
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	*

Based on: *N=1,000*

WED9. Do you think couples getting married should expect a gift from every guest, or not?

	5/28/09-6/1/09
Yes, should expect	28
No, should not expect	70
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	*

Based on:

N=1,000

WED10. If you were invited to a wedding but couldn't afford to buy the kind of gift you thought the couple would expect, how likely would you be to do each of the following? How about

	5/28/09-6/1/09				DK (VOL)	REF (VOL)
	Very likely	SMWH likely	Not too likely	Not at all likely		
Attend the wedding but buy a less expensive gift	42	35	9	13	1	*
Decline the invitation and tell the couple the real reason why	19	12	15	53	1	*
Decline the invitation and give the couple a different excuse	7	11	14	66	2	*
Attend the wedding and not give a gift at all	8	17	15	59	1	*
Attend the wedding and buy the gift even though you really couldn't afford it	14	20	18	47	1	*

Based on: N=1,000

WED11. In the past two years, that is since May of 2007, did you decline a wedding invitation mostly because you didn't want to spend the money, or haven't you done that in the past two years?

	5/28/09-6/1/09
Yes, have done this	3
No, have not done this	97
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Based on:

N=1,000

WED12. How much do you enjoy each of the following things about weddings? How about [READ EACH ITEM]? (Prompt as needed: Do you enjoy that a lot, a little, or not at all?)

5/28/09-6/1/09

	A lot	A little	Not at all	DK (VOL)	REF (VOL)
Seeing the bride's gown	47	33	19	*	*
Seeing the bridesmaids' dresses	33	39	27	1	*
Watching the ceremony	60	31	9	*	*
The food at the reception	52	40	8	*	*
The music and dancing at the reception	56	31	12	1	*
The toasts and speeches at the reception	40	43	17	*	*
The throwing of the bouquet	28	40	31	*	*
The throwing of the garter	24	38	37	1	*
The cutting of the wedding cake	37	43	20	*	*
The receiving line	23	43	32	2	*
Participating in group dances such as the Bunny Hop and the Electric Slide at the reception	30	25	44	1	*

Based on: N=1,000

WED13 If you had to choose, would you prefer to attend a wedding that served [READ EACH ITEM, ACCEPT ONE RESPONSE]

	5/28/09- 6/1/09
Champagne and caviar	15
Wine and chicken breasts	57
Beer and pigs in a blanket	20
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	3

Based on:

N=1,000

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

PARTY ID INITIAL RESPONSE:

	5/28/09- 6/1/09	4/16/09- 4/20/09	2/12/09- 2/17/09	1/09/09- 1/14/09	12/03/08- 12/08/08	11/06/08- 11/10/08
Total Democrat	36	36	38	39	36	40
Total Republican	23	18	22	21	26	24
[VOL] Independent	25	26	23	22	23	23
[VOL] None	15	18	16	17	14	12
Don't know	1	*	*	1	1	1
Refused	1	1	*	*	*	*

Based on: *N=1,000* *N=1,000* *N=1,001* *N=1,001* *N=1,000* *N=1,001*

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?

	5/28/09- 6/1/09	4/16/09- 4/20/09	2/12/09- 2/17/09	1/09/09- 1/14/09	12/03/08- 12/08/08	11/06/08- 11/10/08
Total Democrat	46	46	46	47	44	48
Democrat – strong	20	16	18	19	17	21
Democrat – moderate	15	20	20	18	19	19
Independent – lean Democratic	11	10	9	9	8	8
None – lean Democratic	*	*	*	1	1	-
Total Republican	32	28	30	27	33	34
Republican – strong	11	9	9	8	13	13
Republican – moderate	12	9	13	12	13	11
Independent – lean Republican	9	9	8	7	7	10
None – lean Republican	*	*	*	1	*	-

Republican						
[VOL] Independent – don't lean	5	7	6	7	8	5
[VOL] None – don't lean	-	-	-	-	-	-
[VOL] Other	*	*	*	*	*	-
Don't know	17	19	17	18	15	14
Refused	-	-	-	-	-	-

Based on: N=1,000 N=1,000 N=1,001 N=1,001 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... [IF SAY "SINGLE," CLARIFY/SPECIFY BELOW:]

	5/28/09-6/1/09
Married/Living as Married/Co-Habiting,	58
Separated,	3
Divorced,	10
Widowed, or	7
Never Married?	22
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

Based on: N=1,000

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

Less than high school graduate	12
High school graduate	31
Technical/trade school	4
Some college	24
College graduate	14
Some graduate school	2
Graduate degree	11
Don't know	*
Refused	1

Based on: N=1,000

DM4. In what year were you born?

Age group:

18-29	20
30-49	37
50-64	24
65+	17
Refused	3

Based on:

N=1,000

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

Urban area	23
Suburban area	42
Rural area	33
Don't know	1
Refused	2

Based on:

N=1,000

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

Own	64
Rent	26
Other arrangement	8
Don't know	1
Refused	2

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	35
No	65
Don't know	-
Refused	1

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	21
One Line	73
Two lines	4
Three or more lines	1
Don't know	*
Refused	1

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	16
One	61
Two	14
Three or more	7
Don't know	1
Refused	2

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	30
Cell phone	38
Both equally	32
Don't know	*
Refused	-

Based on: *N=663*

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	57
One	27
Two	9

Three or more	6
Don't know	-
Refused	*

Based on:

N=200

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

Yes, born-again/evangelical	40
No	56
Don't know	2
Refused	2

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	29
Catholic	20
Mormon	2
Jewish	1
Muslim	1
Other religion [SPECIFY]	22
Don't belong to religious denomination	23
Don't know	*
Refused	3

Based on:

N=1,000

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

Yes, a Christian	86
No, not a Christian	14
Don't know	*
Refused	-

Based on:

N=180

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	14
A few times a year	19

Once or twice a month	12
Once a week	23
More than once a week	12
Don't know	*
Refused	3

Based on:

N=1,000

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

Yes	13
No	86
Don't know	-
Refused	2

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	73
Black, African-American, or Negro	12
American Indian or Alaska Native	2
Asian Indian	1
Native Hawaiian	*
Chinese	*
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	-
Korean	*
Vietnamese	*
Other Asian	1
Other Pacific Islander	*
Some other race [SPECIFY]	6
Don't know	1
Refused	3
Multiple races [DO NOT READ]	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	47
\$50,000+	47
Don't know	1
Refused	5

Based on:

N=1,000

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

Under \$10,000	10
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	6
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	8
\$150,000 or more	7
Don't know	3
Refused	9

Based on:

N=1,000

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

Yes	40
No	56
Don't know	*
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...

None	51
1	12
2	10
3	6
4	4
5-9 times	5
10-14 times	3
15-19 times	1
20-24 times	2
25 times or more	3
Don't know	4
Refused	1

Based on:

N=511

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	49
Female	51

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-Brides.com Poll** was conducted April May 28th – June 1st, 2009, 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 1000 adults age 18 or older. The interviews were conducted with 800 respondents on landlines and 200 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 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>.