



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: April 16-20, 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.

STX1. Are you planning to take a vacation trip this summer, or not?

	4/16/09-4/20/09
Yes	42
No	56
Don't know [DO NOT READ]	2
Refused [DO NOT READ]	*
<i>Based on:</i>	<i>N=1,000</i>

STX2. [ASK IF "YES" in STX1] Will the destination for your LONGEST trip be...

	4/16/09-4/20/09
In your home state	12
In another state	67
Outside the United States	19
Don't know [DO NOT READ]	1
Refused [DO NOT READ]	-
<i>Based on:</i>	<i>N=424</i>

[IF YES IN STX1 ASK ALL ITEMS; IF NO IN STX1 ASK ITEM A ONLY]

STX3. Please tell me whether each of the following apply to your summer travel plans this year, or not. How about... [RANDOMIZE, ACCEPT MULTIPLE RESPONSES]

	Among Entire Pop.	Among those not planning on taking a vacation trip this summer
I decided to cancel a trip this year because of financial concerns	33	52
<i>Based on:</i>	<i>N=1,000</i>	<i>N=556</i>

[IF YES IN STX1]

STX3. Please tell me whether each of the following apply to your summer travel plans this year, or not. How about... [RANDOMIZE, ACCEPT MULTIPLE RESPONSES]

	Among Entire Pop.	Among those planning on taking vacation
I decided to cancel a trip this year because of financial concerns	33	9
I decided to stay closer to home this year because of financial concerns	11	20
I decided to take a shorter trip this year than I would normally because of financial concerns	13	27
I decided to take a more elaborate trip this year because prices are lower	7	14
I decided to stay with friends or family rather than a hotel this year because of financial concerns	11	23
None [DO NOT READ]	43	38
Don't know [DO NOT READ]	1	2
Refused [DO NOT READ]	*	*
<i>Based on:</i>	<i>N=1,000</i>	<i>N=422</i>

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?

PARTY ID WITH LEANERS:

	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	47	44	48
Democrat – strong	16	18	19	17	21
Democrat – moderate	20	20	18	19	19
Independent – lean Democratic	10	9	9	8	8
None – lean Democratic	*	*	1	1	-

Total Republican	28	30	27	33	34
Republican – strong	9	9	8	13	13
Republican – moderate	9	13	12	13	11
Independent – lean Republican	9	8	7	7	10
None – lean Republican	*	*	1	*	-
[VOL] Independent – don't lean	7	6	7	8	5
[VOL] None – don't lean	-	-	-	-	-
[VOL] Other	*	*	*	*	-
Don't know	19	17	18	15	14
Refused	-	-	-	-	-

Based on: *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... [ACCEPT MULTIPLE RESPONSES.]

Married/Living as married/Co-habiting	58
Separated	3
Divorced	11
Widowed	6
Never married	21
Don't know	*
Refused	1

Based on:

N=1,000

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

Less than high school graduate	13
High school graduate	30
Technical/trade school	5
Some college	24
College graduate	16
Some graduate school	2
Graduate degree	10
Don't know	*
Refused	*

Based on:

N=1,000

DM4. In what year were you born?

Age group:

18-29	20
30-49	37
50-64	23
65+	18
Refused	2

Based on:

N=1,000

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

Urban area	25
Suburban area	41
Rural area	31
Don't know	3
Refused	1

Based on: *N=1,000*

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

Own	66
Rent	23
Other arrangement	10
Don't know	1
Refused	1

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	40
No	60
Don't know	*
Refused	*

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	19
One Line	75
Two lines	4
Three or more lines	1
Don't know	1
Refused	*

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	17
One	52
Two	18
Three or more	11
Don't know	1
Refused	1

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	31
Cell phone	35
Both equally	34
Don't know	*
Refused	*

Based on: *N=694*

DM10a. How many adults, in addition to you, carry and use this cell phone at least once a week or more?

None	48
One	32
Two	9
Three or more	8
Don't know	2
Refused	2

Based on: *N=200*

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

Yes, born-again/evangelical	39
No	58
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	33
Catholic	23
Mormon	2
Jewish	1
Muslim	*
Other religion [SPECIFY]	16
Don't belong to religious denomination	22
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	79
No, not a Christian	21
Don't know	-
Refused	-

Based on:

N=144

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?

More than once a week	10
Once a week	26
Once or twice a month	15
A few times a year	20
Less often than a few times a year	12
Never	15
Don't know	1
Refused	3

Based on:

N=1,000

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

Yes	13
No	85
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	11
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	*
Some other race [SPECIFY]	8
Don't know	1
Refused	4
Multiple races [DO NOT READ]	1

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+	44
Don't know	3
Refused	6

Based on: *N=1,000*

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

Under \$10,000	6
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	9
\$150,000 or more	5
Don't know	4
Refused	9

Based on: *N=1,000*

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

Yes	41
No	55
Don't know	1
Refused	4

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...

1	15
2	11
3	6
4	3
5-9 times	6
10-14 times	4
15-19 times	*
20-24	1
25 times or more	2
None	48
Don't know	4
Refused	1

Based on:

N=1,000

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	49
Female	51

Based on:

N=1,000

REGION:

Northeast	18
Midwest	23
South	36
West	23

Based on:

N=1,000

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted April 16th – 20th, 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 1,000 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>.