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THE AP-GfK POLL August, 2012

Conducted by GfK Roper Public Affairs & Corporate Communications

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

Interview dates: August 16– 20, 2012

Number of interviews: 1,006

Margin of error for the total sample: +/- 3.9 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.



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CUR1 through ELE38a previously released

ELE42. [IF UNDECIDED OR COULD CHANGE MIND IN ELE37/ELE38/ELE38a]

As you may know, people take many different kinds of things into account in deciding on whom to support for president. What is the single most important factor for you as you decide on your vote for president this year? [Open-ended response coded]

Multiple responses possible, percentages sum to greater than 100%.

	Registered Voters 8/16-20/12	8/16-20/12
Issues - NET	76	78
Economy	28	31
Health care	11	10
Medicare	5	5
Social Security	4	4
Education	4	5
Federal budget/Deficit/Government spending	2	3
Immigration	1	3
Social issues general	2	2
Concern about the middle class	1	2
War/Ending the war	1	1
Taxes	2	1
Abortion	1	1
Issues - Other specific issues	9	9
Issues - General	1	1
Candidate attributes - NET	35	30
Looking out for the country's best interest/Doing what's right for the country	8	7
Honesty/Trustworthiness/Integrity	7	6
Religious views	3	3
Accountability	3	2
Sticks to his positions/principles	3	2
Get things done/take action	1	1
Has the right experience/background	1	1
Values/Family values	2	1
Work with other party/cooperation/bipartisanship	1	*
Moderate policies/Not extremist	*	*
Attributes - Other specific attributes	4	4
Attributes -- General/personality	3	2

Other - NET	2	2
Obama's performance as president	1	1
Want to know/hear more about the candidates generally	1	1
Debates	*	*
Will not vote	1	1
Don't know	6	8

Based on:

N=246

CURX1 through PRES4 previously released.

One item from PRES3 held for later release

Some items held for later release

B1 through FOUR1 previously released

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

	8/16-20/12	2/16-20/12	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	11/5-9/09	10/1-5/09
Full-time	44	48	48	49	50	44	49	45	44	47	46	46	46	47	48	49	45	43	44	46	44
Part-time	14	14	13	12	13	14	13	15	17	12	13	13	16	11	13	11	14	13	15	11	10
Not employed	41	39	39	39	37	42	37	39	38	40	41	40	38	42	39	39	41	44	41	42	45
Don't know	*	*	-	*	*	*	*	*	-	*	*	*	*	*	*	-	*	-	*	*	*
Refused	*	*	-	*	*	*	*	*	1	1	*	*	*	*	-	*	*	*	1	1	1

Based on: N=428

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

	8/16-20/12	2/16-20/12	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	11/5-9/09	10/1-5/09
Retired	48	54	51	50	51	46	51	40	48	48	46	47	44	47	42	50	49	48	47	49	52
Homemaker	16	15	15	19	14	17	16	17	16	21	18	16	21	15	16	18	19	15	13	16	18
Student	8	9	12	8	13	10	12	16	14	11	12	11	14	12	11	9	9	8	7	9	10
Temporarily unemployed	24	21	18	20	18	24	19	27	19	17	22	21	20	25	27	21	23	27	32	24	18
Don't know	3	1	3	3	4	2	1	1	2	2	2	4	1	2	4	2	*	1	1	1	2
Refused	-	*	1	1	*	1	*	1	*	1	*	*	1	*	-	1	-	1	*	1	*

Based on: N=490 N=443 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

Some items held for later release

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

	8/16-20/12
Yes	82
No	17
VOL: Not necessary in my state	-
Don't know [VOL]	*
Refused [VOL]	1

Based on:

N=1,006

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

	8/16-20/12	6/14-18/12	5/3-7/12	2/16-20/12	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	High: 6/16-20/11	Low: 5/3-7/12
Supporter	27	23	22	25	30	28	25	33	30	30	31	30	30	36	28	33	22
Strongly	8	8	7	8	10	10	9	10	8	11	11	8	9	13	10	10	7
Moderately	19	16	15	17	20	18	16	24	23	19	21	22	21	24	18	24	15
Not a supporter	63	65	67	71	64	68	70	61	63	65	61	66	67	60	68	61	67
Don't know [VOL]	8	10	10	4	6	4	5	5	7	6	7	4	4	3	4	5	10
Refused [VOL]	1	1	1	1	1	*	*	1	*	*	*	-	*	1	1	1	1

Based on:

N=1,006

N=1,007

N=1,004

N=1,000

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=1,301

N=896

N=1,000

N=1,001

N=1,004

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

	8/16-20/12	6/14-18-/12	5/3-7/12
Democrat	31	29	31
Independent	30	33	29
Republican	23	22	22
None of these	15	15	17
Don't know [VOL]	1	1	1
Refused [VOL]	1	1	*
<i>Based on:</i>	<i>N=1,006</i>	<i>N=1,007</i>	<i>N=1,004</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?

	8/16-20/12	6/14-18/12	5/3-7/12
Total Democrat	47	49	49
Democrat – strong	15	15	16
Democrat – moderate	16	14	15
Democrat-unknown intensity	1	1	1
Independent – lean Democratic	12	14	13
None – lean Democratic	4	6	6
Total Republican	41	39	37
Republican – strong	9	11	11
Republican – moderate	14	11	10
Republican-unknown intensity	*	*	1
Independent – lean Republican	12	13	10
None – lean Republican	6	4	5
[VOL] Independent – don't lean	6	5	6
[VOL] None – don't lean	5	4	6
[VOL] Independent – lean other	1	1	1
[VOL] None – lean other	2	2	2
Don't know	-	-	-
Refused	-	-	-

Based on:

N=1,006

N=1,007

N=1,004

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?]

	8/16-20/12	6/14-18-12	5/-3-7/12
Liberal - strongly	10	11	10
Liberal - somewhat	14	11	13
Conservative - strongly	18	22	20
Conservative - somewhat	22	20	19
Moderate	29	32	32
Don't know	5	3	5
Refused	2	1	1

Based on:

N=1,006

N=1,007

N=1,004

[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	50
Separated	4
Divorced	11
Widowed	7
Never Married	25
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,006

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

Less than high school graduate	7
High school graduate	32
Technical/trade school	4
Some college	25
College graduate	14
Some graduate school	4
Graduate degree	12
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,006

DM4. In what year were you born?

Age group:

18-29	20
30-49	35
50-64	23
65+	18
Refused [VOL]	4

Based on:

N=1,006

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

Urban area	26
Suburban area	42
Rural area	29
Don't know [VOL]	2
Refused [VOL]	2

Based on:

N=1,006

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

Own	60
Rent	28
Other arrangement	9
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,006

DM8. How many different landline telephone numbers, if any, are there in your home? 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	32
One Line	60
Two lines	3
Three or more lines	1
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=1,006

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

None	10
One	73
Two	11
Three or more	4
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,006

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	27
Cell phone	43
Both equally	30
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=596

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	40
One	42
Two	10
Three or more	7
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=402

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

Yes, born-again/evangelical	35
No	61
Don't know [VOL]	2
Refused [VOL]	3

Based on:

N=1,006

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	24
Catholic	19
Mormon	2
Jewish	2
Muslim	*
Other religion	25
Don't belong to religious denomination	24
Don't know [VOL]	1
Refused [VOL]	3

Based on:

N=1,006

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

Yes, a Christian	83
No, not a Christian	16
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=228

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	12
A few times a year	22
Once or twice a month	11
Once a week	25
More than once a week	11
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=1,006

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

Yes	12
No	85
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=1,006

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	68
Black, African-American, Negro	11
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	5
Don't know	2
Refused	5
Multiple races	4

Based on:

N=1,006

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+	43
Don't know [VOL]	3
Refused [VOL]	8

Based on:

N=1,006

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	10
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	15
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	8
\$150,000 or more	6
Don't know [VOL]	5
Refused [VOL]	11

Based on:

N=1,006

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

Male	49
Female	51

Based on:

N=1,006

CENSUS REGION:

Northeast	18
Midwest	23
South	37
West	22

Based on:

N=1,006

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted August 16 – 20, 2012 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 1,006 general population adults age 18 or older.

Interviews were conducted with 604 respondents on landlines and 402 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 3.9 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>.