



GfK Custom Research  
North America



## THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

*Interview dates: December 10 – December 14, 2009*

*Interviews: 1,001 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.*

2006 TREND FIGURES TAKEN FROM THE AP-AOL POLL  
CONDUCTED DECEMBER 12-14, 2006 BY IPSOS PUBLIC AFFAIRS.  
Margin of error: +/- 3.1 percentage points at the 95% confidence level

**END OF THE YEAR SECTION:**

EOY1. Looking back at the year 2009, overall would you say this was a good year or a bad year for the COUNTRY?

FOR EACH "GOOD YEAR," ASK: Is that a very good year or a somewhat good year?  
 FOR EACH "BAD YEAR," ASK: Is that a very bad year or a somewhat bad year?]

	12/10/09- 12/14/09	12/12/06- 12/14/06*
<b>Total Good</b>	<b>26</b>	<b>39</b>
Very good year	5	9
Somewhat good year	21	30
<b>Total Bad</b>	<b>73</b>	<b>58</b>
Somewhat bad year	31	34
Very bad year	42	24
Don't know	1	3
Refused	*	*

Based on: N=975 N=1,000

*\*2006 wording: "Looking back at the year 2006, overall would you say this was a good year or a bad year for the COUNTRY?"*

EOY2. And Looking back at the year 2009, overall would you say this was a good year or a bad year for YOU AND YOUR FAMILY?

FOR EACH "GOOD YEAR," ASK: Is that a very good year or a somewhat good year?  
 FOR EACH "BAD YEAR," ASK: Is that a very bad year or a somewhat bad year?]

	12/10/09- 12/14/09	12/12/06- 12/14/06*
<b>Total Good</b>	<b>61</b>	<b>76</b>
Very good year	16	35
Somewhat good year	46	41
<b>Total Bad</b>	<b>38</b>	<b>24</b>
Somewhat bad year	23	12
Very bad year	15	11
Don't know	*	1
Refused	1	*

Based on: N=975 N=1,000

*\*2006 wording: "Looking back at the year 2006, overall would you say this was a good year or a bad year for YOU AND YOUR FAMILY?"*

EOY3. Overall, are you optimistic or pessimistic about what the year 2010 will bring for the COUNTRY?

FOR EACH "OPTIMISTIC," ASK: Is that very optimistic or somewhat pessimistic?  
 FOR EACH "PESSIMISTIC," ASK: Is that very pessimistic or somewhat pessimistic?]

	12/10/09- 12/14/09	12/12/06- 12/14/06*
<b>Total Optimistic</b>	<b>72</b>	<b>72</b>
Very optimistic	31	28
Somewhat optimistic	41	45
<b>Total Pessimistic</b>	<b>26</b>	<b>24</b>
Somewhat pessimistic	14	13
Very pessimistic	12	11
Don't know	2	3
Refused	*	*

Based on: N=975 N=1,000

\*2006 wording: "Overall, are you optimistic or pessimistic about what the year 2007 will bring for the COUNTRY?"

EOY4. Overall, are you optimistic or pessimistic about what the year 2010 will bring for YOU AND YOUR FAMILY?

FOR EACH "OPTIMISTIC," ASK: Is that very optimistic or somewhat pessimistic?  
 FOR EACH "PESSIMISTIC," ASK: Is that very pessimistic or somewhat pessimistic?]

	12/10/09- 12/14/09	12/12/06- 12/14/06*
<b>Total Optimistic</b>	<b>82</b>	<b>89</b>
Very optimistic	41	48
Somewhat optimistic	41	41
<b>Total Pessimistic</b>	<b>16</b>	<b>9</b>
Somewhat pessimistic	9	6
Very pessimistic	7	3
Don't know	2	2
Refused	*	*

Based on: N=975 N=1,000

\*2006 wording: "Overall, are you optimistic or pessimistic about what the year 2007 will bring for YOU AND YOUR FAMILY?"

IRX5. Over the next year, do you expect the situation in Iraq to [RANDOMIZE: get better/get worse] or stay about the same?

Randomize Better and Worse	12/10/09-12/14/09	12/12/06-12/14/06
Get better	30	27
Get worse	16	40
Stay about the same	53	31
Don't know (VOL.)	2	2
Refused (VOL.)	*	*

*Based on:* *N=975* *N=1,000*

AFX5. Over the next year, do you expect the situation in Afghanistan to [RANDOMIZE: get better/get worse] or stay about the same?

Randomize Better and Worse	12/10/09-12/14/09
Get better	31
Get worse	23
Stay about the same	44
Don't know (VOL.)	2
Refused (VOL.)	*

*Based on:* *N=975*

EOY5. Over the next year, do you think the country's economy will [RANDOMIZE: get better/get worse] or stay about the same?

Randomize Better and Worse	12/10/09-12/14/09	12/12/06-12/14/06
Get better	46	22
Get worse	20	27
Stay about the same	32	50
Don't know (VOL.)	1	1
Refused (VOL.)	-	-

*Based on:* *N=975* *N=1,000*

EOY6. Over the next year, do you think your own family's finances will [RANDOMIZE: get better/get worse] or stay about the same?

Randomize Better and Worse	12/10/09- 12/14/09	12/10/06- 12/14/06
Get better	37	39
Get worse	13	8
Stay about the same	50	52
Don't know (VOL.)	*	1
Refused (VOL.)	*	*

*Based on:*

*N=975*

*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?

	12/10/09- 12/14/09	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	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
<b>Total Democrat</b>	<b>37</b>	<b>43</b>	<b>43</b>	<b>39</b>	<b>44</b>	<b>46</b>	<b>46</b>	<b>46</b>	<b>47</b>	<b>44</b>	<b>48</b>
Democrat – strong	12	18	17	14	14	20	16	18	19	17	21
Democrat – moderate	16	17	16	16	20	15	20	20	18	19	19
Independent – lean Democratic	9	8	10	9	9	11	10	9	9	8	8
None – lean Democratic	*	*	*	-	*	*	*	*	1	1	-
<b>Total Republican</b>	<b>32</b>	<b>31</b>	<b>32</b>	<b>33</b>	<b>33</b>	<b>32</b>	<b>28</b>	<b>30</b>	<b>27</b>	<b>33</b>	<b>34</b>
Republican – strong	9	11	10	9	11	11	9	9	8	13	13
Republican – moderate	13	10	11	11	12	12	9	13	12	13	11
Independent – lean Republican	11	10	11	13	10	9	9	8	7	7	10
None – lean Republican	-	*	*	-	*	*	*	*	1	*	-
[VOL] Independent – don't lean	7	6	5	8	5	5	7	6	7	8	5
[VOL] None – don't lean	-	-	-	-	-	-	-	-	-	-	-
[VOL] Other	*	*	*	*	1	*	*	*	*	*	-
Don't know	24	19	21	19	18	17	19	17	18	15	14
Refused	-	-	-	-	-	-	-	-	-	-	-

Based on:

N=1,001

N=1,006

N=1,003

N=1,001

N=1,006

N=1,000

N=1,000

N=1,001

N=1,001

N=1,000

N=1,001

EM1. Are you, yourself, currently employed... [READ LIST. RECORD ONLY ONE RESPONSE]

	12/10/19- 12/14/09	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09
Full-time	44	46	44	44	47	50
Part-time	15	11	10	12	13	13
Not employed	41	42	45	42	39	37
Don't know (DO NOT READ)	*	*	*	-	1	*
Refused (DO NOT READ)	1	1	1	1	1	1

Based on: *N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000*

EM2. [IF "NOT EMPLOYED" IN EM1, ASK:] Are you... [READ LIST. RECORD ONLY ONE RESPONSE]

	12/10/19- 12/14/09	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09
Retired	47	49	52	52	48	50
Homemaker	13	16	18	15	15	17
Student	7	9	10	8	9	7
Temporarily unemployed	32	24	18	22	24	22
Don't know (DO NOT READ)	1	1	2	2	2	2
Refused (DO NOT READ)	*	1	*	*	2	2

Based on: *N=423 N=404 N=451 N=438 N=415 N=402*

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

	12/10/09-12/14/09	11/5/09-11/9/09	10/1/09-10/5/09	9/3/09-9/8/09	7/16/09-7/20/09	5/28/09-6/1/09	4/16/09-4/20/09	2/12/09-2/17/09
Yes (self lost job)	9	9	8	5	8	7	8	10
Yes (someone in family)	22	21	20	26	21	21	25	25
No	66	66	70	65	65	70	62	65
Both (self and family member) [DO NOT READ]	3	3	2	2	4	1	4	1
Don't know [DO NOT READ]	*	-	*	*	1	1	*	*
Refused [DO NOT READ]	*	*	*	1	1	*	*	-

Based on: N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,001

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

	12/10/09-12/14/09	11/5/09-11/9/09	10/1/09-10/5/09	9/3/09-9/8/09	7/16/09-7/20/09	5/28/09-6/1/09	4/16/09-4/20/09	2/12/09-2/17/09
Yes	69	66	65	66	64	60	67	65
No	30	34	34	32	34	39	33	35
Don't know [DO NOT READ]	*	*	1	1	2	1	1	1
Refused [DO NOT READ]	*	-	*	1	1	-	-	-

Based on: N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 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...

Married/Living as Married/Co-Habiting	58
Separated	2
Divorced	10
Widowed	6
Never Married	22
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

*Based on:*

*N=1,001*

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

Less than high school graduate	12
High school graduate	30
Technical/trade school	4
Some college	25
College graduate	15
Some graduate school	3
Graduate degree	10
Don't know	*
Refused	1

*Based on:*

*N=1,001*

DM4. In what year were you born?

Age group:

18-29	19
30-49	38
50-64	24
65+	18
Refused	2

*Based on:*

*N=1,001*

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

Urban area	22
Suburban area	43
Rural area	32
Don't know	2
Refused	1

*Based on:*

*N=1,001*

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

Own	65
Rent	24
Other arrangement	10
Don't know	*
Refused	1

*Based on:*

*N=1,001*

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	39
No	60
Don't know	*
Refused	1

*Based on:*

*N=1,001*

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	20
One Line	76
Two lines	3
Three or more lines	1
Don't know	-
Refused	1

*Based on:*

*N=1,001*

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

None	17
One	61
Two	15
Three or more	6
Don't know	*
Refused	1

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

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	35
Both equally	42
Don't know	-
Refused	-

*Based on:* *N=653*

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	67
One	26
Two	3
Three or more	3
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	42
No	53
Don't know	2
Refused	2

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

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	28
Catholic	25
Mormon	1
Jewish	2
Muslim	*
Other religion [SPECIFY]	20
Don't belong to religious denomination	21
Don't know	*
Refused	2

*Based on:*

*N=1,001*

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

Yes, a Christian	87
No, not a Christian	13
Don't know	-
Refused	-

*Based on:*

*N=170*

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	16
Less often than a few times a year	9
A few times a year	22
Once or twice a month	11
Once a week	27
More than once a week	12
Don't know	1
Refused	3

*Based on:*

*N=1,001*

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

Yes	12
No	86
Don't know	*
Refused	2

Based on:

N=1,001

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	1
Asian Indian	1
Native Hawaiian	-
Chinese	-
Guamanian or Chamorro	-
Filipino	1
Samoan	-
Japanese	-
Korean	*
Vietnamese	-
Other Asian	-
Other Pacific Islander	-
Some other race [SPECIFY]	8
Multiple races [DO NOT READ]	2
Don't know	1
Refused	3

Based on:

N=1,001

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	49
\$50,000+	44
Don't know	1
Refused	6

*Based on:*

*N=1,001*

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	10
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	7
\$150,000 or more	6
Don't know	4
Refused	8

*Based on:*

*N=1,001*

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

Yes	38
No	58
Don't know	1
Refused	3

*Based on:*

*N=1,001*

[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	46
1	14
2	11
3	6
4	3
5-9 times	8
10-14 times	4
15-19 times	*
20-24 times	1
25 times or more	4
Don't know	4
Refused	1

*Based on:*

*N=520*

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	50
Female	50

*Based on:*

*N=1,001*

REGION:

Northeast	20
Midwest	23
South	37
West	22

*Based on:*

*N=1,001*

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted December 10<sup>th</sup> – December 14<sup>th</sup>, 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 1,001 adults age 18 or older. The interviews were conducted with 801 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>.