



GfK Custom Research  
North America



# THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

*Interview dates: September 3 – September 8, 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.*

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

	9/3/09-9/8/09
Yes	39
No	61
Don't know	-
Refused	*

Based on:

N=1,001

FLU3A. Do you plan to be vaccinated against the regular flu this year, which does not include the H1N1 virus or swine flu, or not?

	9/3/09-9/8/09	7/16/09-7/20/09
Yes	50	48
No	47	50
Don't know	2	2
Refused	*	1

Based on:

N=1,001

N=1,006

FLU8. As you may know, the government may make an additional flu vaccine available this fall that would protect against the H1N1 virus, otherwise known as the swine flu. It would be available as a separate shot and would not be included in the regular flu vaccine this year. You would have to make a separate trip to the doctor or clinic to get this shot as it won't be available when the regular flu shot is administered. How likely would you be to get this separate shot for yourself, if it is available?

	9/3/09-9/8/09	7/16/09-7/20/09
<b>Total Likely</b>	<b>57</b>	<b>51</b>
Very likely	38	33
Somewhat Likely	19	18
<b>Total Unlikely</b>	<b>43</b>	<b>48</b>
Somewhat unlikely	14	15
Strongly unlikely	28	32
Don't know (DO NOT READ)	1	1
Refused (DO NOT READ)	*	1

Based on:

N=1,001

N=1,006

FLU6. Do you plan to have your children vaccinated against the regular flu this year, which does not include the H1N1 virus or swine flu, or not?

	9/3/09-9/8/09	7/16/09-7/20/09
Yes	52	49
No	45	48
Don't know	3	2
Refused	-	*

Based on (have children):

N=300

N=296

FLU10. How likely would you be to give permission to have this additional swine flu shot administered to your children at school, on a separate date from the regular flu vaccine, if it is available?

	9/3/09-9/8/09	7/16/09-7/20/09
<b>Total Likely</b>	<b>61</b>	<b>63</b>
Very likely	34	40
Somewhat likely	26	22
<b>Total Unlikely</b>	<b>38</b>	<b>36</b>
Somewhat unlikely	12	8
Strongly unlikely	26	28
Don't know (DO NOT READ)	2	1
Refused (DO NOT READ)	-	*

Based on (have children):

N=300

N=296

FLU7. How concerned are you that you or someone in your immediate family might catch the swine flu?

	9/3/09-9/8/09	7/16/09-7/20/09
<b>Total Concerned</b>	<b>56</b>	<b>43</b>
Very concerned	23	17
Somewhat concerned	33	26
<b>Total Not Concerned</b>	<b>44</b>	<b>56</b>
Not too concerned	28	31
Not at all concerned	16	25
Don't know (DO NOT READ)	*	*
Refused (DO NOT READ)	-	1

Based on:

N=1,001

N=1,006

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?

	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>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	14	14	20	16	18	19	17	21
Democrat – moderate	16	20	15	20	20	18	19	19
Independent – lean Democratic	9	9	11	10	9	9	8	8
None – lean Democratic	-	*	*	*	*	1	1	-
<b>Total Republican</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	11	9	9	8	13	13
Republican – moderate	11	12	12	9	13	12	13	11
Independent – lean Republican	13	10	9	9	8	7	7	10
None – lean Republican	-	*	*	*	*	1	*	-
[VOL] Independent – don't lean	8	5	5	7	6	7	8	5
[VOL] None – don't lean	-	-	-	-	-	-	-	-
[VOL] Other	*	1	*	*	*	*	*	-
Don't know	19	18	17	19	17	18	15	14
Refused	-	-	-	-	-	-	-	-

Based on:

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]

	9/3/09-9/8/09	7/16/09-7/20/09	5/28/09-6/1/09
Full-time	44	47	50
Part-time	12	13	13
Not employed	42	39	37
[DO NOT READ] Don't know	-	1	*
[DO NOT READ] Refused	1	1	1

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

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

	9/3/09-9/8/09	7/16/09-7/20/09	5/28/09-6/1/09
Retired	52	48	50
Homemaker	15	15	17
Student	8	9	7
Temporarily unemployed	22	24	22
[DO NOT READ] Don't know	2	2	2
[DO NOT READ] Refused	*	2	2

Based on: *N=438* *N=415* *N=402*

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

	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)	5	8	7	8	10
Yes (someone in family)	26	21	21	25	25
No	65	65	70	62	65
Both (self and family member) [DO NOT READ]	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=1,000* *N=1,000* *N=1,001*

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

	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	66	64	60	67	65
No	32	34	39	33	35
Don't know [DO NOT READ]	1	2	1	1	1
Refused [DO NOT READ]	1	1	-	-	-

Based on: 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... [IF SAY "SINGLE," CLARIFY/SPECIFY BELOW:]

Married/Living as Married/Co-Habiting,	61
Separated,	2
Divorced,	11
Widowed, or	6
Never Married?	18
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	2

Based on: N=1,001

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

Less than high school graduate	8
High school graduate	31
Technical/trade school	6
Some college	23
College graduate	17
Some graduate school	3
Graduate degree	10
Don't know	*
Refused	2

Based on: N=1,001

DM4. In what year were you born?

Age group:

18-29	16
30-49	38
50-64	23
65+	19
Refused	4

*Based on:*

*N=1,001*

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

Urban area	23
Suburban area	41
Rural area	31
Don't know	3
Refused	2

*Based on:*

*N=1,001*

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

Own	71
Rent	19
Other arrangement	8
Don't know	1
Refused	3

*Based on:*

*N=1,001*

DMGN. Are you a gun owner, or not?

Yes	36
No	61
Don't know	*
Refused	3

*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	18
One Line	76
Two lines	3
Three or more lines	1
Don't know	1
Refused	2

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	18
One	62
Two	13
Three or more	4
Don't know	-
Refused	-

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	26
Cell phone	39
Both equally	36
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	59
One	30
Two	5
Three or more	5
Don't know	1
Refused	*

*Based on:* *N=200*

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

Yes, born-again/evangelical	41
No	54
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	31
Catholic	19
Mormon	2
Jewish	2
Muslim	*
Other religion [SPECIFY]	19
Don't belong to religious denomination	24
Don't know	*
Refused	3

*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=151*

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	15
Less often than a few times a year	12
A few times a year	20
Once or twice a month	15
Once a week	24
More than once a week	12
Don't know	*
Refused	3

*Based on:*

*N=1,001*

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

Yes	10
No	88
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	79
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]	4
Multiple races [DO NOT READ]	1
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	41
\$50,000+	50
Don't know	3
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	8
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	9
\$150,000 or more	4
Don't know	5
Refused	9

*Based on:*

*N=1,001*

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

Yes	47
No	48
Don't know	1
Refused	4

*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	51
1	14
2	10
3	5
4	4
5-9 times	6
10-14 times	3
15-19 times	*
20-24 times	1
25 times or more	2
Don't know	3
Refused	1

*Based on:*

*N=574*

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	47
Female	53

*Based on:*

*N=1,001*

REGION:

Northeast	19
Midwest	24
South	35
West	22

*Based on:*

*N=1,001*

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted September 3<sup>rd</sup> – September 8<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-gfkpoll.com>.