



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: October 1 – October 5, 2009

Interviews: 1,003 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?

	10/1/09-10/5/09
Yes	36
No	64
Don't know	-
Refused	-

Based on:

N=1,003

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?

	10/1/09-10/5/09	9/3/09-9/8/09	7/16/09-7/20/09
Yes	57	50	48
No	41	47	50
Don't know	2	2	2
Refused	-	*	1

Based on:

N=1,003

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?

	10/1/09-10/5/09	9/3/09-9/8/09	7/16/09-7/20/09
Total Likely	52	57	51
Very likely	35	38	33
Somewhat Likely	17	19	18
Total Unlikely	47	43	48
Not too likely	13	14	15
Not at all likely	33	28	32
Don't know (DO NOT READ)	1	1	1
Refused (DO NOT READ)	-	*	1

Based on:

N=1,003

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?

	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09
Yes	66	52	49
No	32	45	48
Don't know	2	3	2
Refused	1	-	*

Based on (have children):

N=290

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?

	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09
Total Likely	59	61	63
Very likely	37	34	40
Somewhat likely	22	26	22
Total Unlikely	38	38	36
Somewhat unlikely	9	12	8
Strongly unlikely	29	26	28
Don't know (DO NOT READ)	3	2	1
Refused (DO NOT READ)	*	-	*

Based on (have children):

N=290

N=300

N=296

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

	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09
Total Concerned	59	56	43
Very concerned	29	23	17
Somewhat concerned	30	33	26
Total Not Concerned	41	44	56
Not too concerned	26	28	31
Not at all concerned	16	16	25
Don't know (DO NOT READ)	*	*	*
Refused (DO NOT READ)	-	-	1

Based on:

N=1,003

N=1,001

N=1,006

FLU12. Without knowing anything else about the swine flu vaccine being developed, how confident would you be that this vaccine would protect you and your family from the swine flu?

	10/1/09- 10/5/09	7/16/09- 7/20/09
Very/somewhat confident	69	67
Very confident	16	13
Somewhat confident	53	54
Not too/at all confident	29	29
Not too confident	19	19
Not at all confident	10	10
Don't know (DO NOT READ)	2	2
Refused (DO NOT READ)	*	1

Based on:

N=1,003

N=1,006

FLU13. How concerned are you that there would be side-effects from this new flu vaccine for the swine flu?

	10/1/09- 10/5/09	7/16/09- 7/20/09
Very/somewhat concerned	72	68
Very concerned	35	29
Somewhat concerned	37	39
Not too/at all concerned	28	32
Not too concerned	17	21
Not at all concerned	11	12
Don't know (DO NOT READ)	*	-
Refused (DO NOT READ)	-	-

Based on:

N=1,003

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?

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

Based on:

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]

	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	44	47	50
Part-time	10	12	13	13
Not employed	45	42	39	37
[DO NOT READ] Don't know	*	-	1	*
[DO NOT READ] Refused	1	1	1	1

Based on: *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]

	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	52	52	48	50
Homemaker	18	15	15	17
Student	10	8	9	7
Temporarily unemployed	18	22	24	22
[DO NOT READ] Don't know	2	2	2	2
[DO NOT READ] Refused	*	*	2	2

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

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

	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)	8	5	8	7	8	10
Yes (someone in family)	20	26	21	21	25	25
No	70	65	65	70	62	65
Both (self and family member) [DO NOT READ]	2	2	4	1	4	1
Don't know [DO NOT READ]	*	*	1	1	*	*
Refused [DO NOT READ]	*	1	1	*	*	-

Based on: *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 April of this year, has someone you know personally, other than a family member, lost a job as a result of economic conditions, or not?

	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	65	66	64	60	67	65
No	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=1,003 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... [IF SAY "SINGLE," CLARIFY/SPECIFY BELOW:]

Married/Living as Married/Co-Habiting	62
Separated	4
Divorced	7
Widowed	8
Never Married	18
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

Based on: *N=1,003*

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

Less than high school graduate	10
High school graduate	30
Technical/trade school	6
Some college	23
College graduate	17
Some graduate school	3
Graduate degree	9
Don't know	*
Refused	2

Based on: *N=1,003*

DM4. In what year were you born?

Age group:

18-29	18
30-49	36
50-64	25
65+	20
Refused	3

Based on:

N=1,003

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

Urban area	26
Suburban area	41
Rural area	30
Don't know	2
Refused	1

Based on:

N=1,003

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

Own	65
Rent	27
Other arrangement	7
Don't know	-
Refused	1

Based on:

N=1,003

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	74
Two lines	3
Three or more lines	1
Don't know	*
Refused	1

Based on:

N=1,003

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

None	17
One	60
Two	15
Three or more	6
Don't know	*
Refused	1

Based on: *N=1,003*

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	29
Both equally	41
Don't know	1
Refused	*

Based on: *N=667*

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	47
One	38
Two	9
Three or more	5
Don't know	*
Refused	1

Based on: *N=200*

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

Yes, born-again/evangelical	40
No	58
Don't know	*
Refused	2

Based on: *N=1,003*

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	*
Other religion [SPECIFY]	19
Don't belong to religious denomination	25
Don't know	*
Refused	3

Based on:

N=1,003

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=168

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	18
Less often than a few times a year	12
A few times a year	20
Once or twice a month	11
Once a week	28
More than once a week	10
Don't know	*
Refused	2

Based on:

N=1,003

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

Yes	10
No	88
Don't know	-
Refused	2

Based on: *N=1,003*

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	75
Black, African-American, or Negro	11
American Indian or Alaska Native	2
Asian Indian	*
Native Hawaiian	*
Chinese	*
Guamanian or Chamorro	*
Filipino	-
Samoan	-
Japanese	*
Korean	-
Vietnamese	-
Other Asian	1
Other Pacific Islander	*
Some other race [SPECIFY]	6
Multiple races [DO NOT READ]	2
Don't know	1
Refused	2

Based on: *N=1,003*

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	48
\$50,000+	45
Don't know	2
Refused	6

Based on:

N=1,003

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

Under \$10,000	7
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	10
\$100,000 to under \$150,000	9
\$150,000 or more	6
Don't know	3
Refused	10

Based on:

N=1,003

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

Yes	41
No	55
Don't know	*
Refused	3

Based on:

N=1,003

[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	48
1	14
2	11
3	4
4	3
5-9 times	6
10-14 times	3
15-19 times	*
20-24 times	1
25 times or more	3
Don't know	5
Refused	2

Based on:

N=514

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	49
Female	51

Based on:

N=1,003

REGION:

Northeast	19
Midwest	24
South	35
West	22

Based on:

N=1,003

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted October 1st – October 5th, 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 1,003 adults age 18 or older. The interviews were conducted with 803 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>.