



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: November 5 – November 9, 2009

Interviews: 1,006 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.

ECO1. Would you say that now is a good or bad time to invest in the stock market?

	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	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	42	42	41	37	43	41	33	39	38
Bad time	53	52	52	57	52	53	58	51	58
Don't know	6	5	6	6	5	5	9	10	4
Refused	*	1	*	*	*	*	*	*	*

Based on: N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,101

ECO2. And would you say that now is a good or bad time to invest in real estate?

	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	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	66	69	70	65	74	64	56	55	53
Bad time	31	29	28	32	25	32	37	38	43
Don't know	3	2	2	2	2	4	7	6	4
Refused	*	*	*	1	*	-	*	*	*

Based on: N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,101

B1. Would you describe the nation's economy these days as good, poor, or neither good nor poor?

IF "GOOD," ASK: Is that very good or somewhat good?

IF "POOR," ASK: Is that very poor or somewhat poor?

IF "NEITHER," ASK: If you had to choose, do you lean more toward good or poor?

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09
Total Good	19	20	16	15
Very good	1	1	1	1
Somewhat good	9	8	5	5
Neither – lean good	9	11	10	9
[VOL] Neither – Don't lean	4	5	4	5
Total Poor	77	75	80	79
Neither – lean poor	12	13	12	11
Somewhat poor	33	32	33	32
Very poor	32	30	35	37
Don't know	*	*	1	1
Refused	-	-	-	-

Based on:

N=1,006

N=1,003

N=1,001

N=1,006

B2. And would you describe the financial situation in your own household these days as good, poor, or neither good nor poor?

IF "GOOD," ASK: Is that very good or somewhat good?

IF "POOR," ASK: Is that very poor or somewhat poor?

IF "NEITHER," ASK: If you had to choose, do you lean more toward good or poor?

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09
Total Good	59	60	58	56
Very good	14	16	13	14
Somewhat good	31	29	30	28
Neither – lean good	13	15	15	14
[VOL] Neither – Don't lean	7	5	5	6
Total Poor	34	35	37	37
Neither – lean poor	12	12	12	10
Somewhat poor	13	13	14	17
Very poor	9	10	11	11
Don't know	*	*	*	*
Refused	*	1	*	1

Based on:

N=1,006

N=1,003

N=1,001

N=1,006

ECO41. In the past month, do you think the economy got better, got worse or stayed about the same?

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09
Got better	22	24	25
Got worse	24	17	21
Stayed about the same	53	59	54
Don't know	1	*	*
Refused	*	-	-

Based on:

N=1,006

N=1,003

N=1,001

DM1. What is your marital status? Are you... [IF SAY "SINGLE," CLARIFY/SPECIFY BELOW:]

Married/Living as Married/Co-Habiting	62
Separated	3
Divorced	9
Widowed	6
Never Married	19
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Based on:

N=1,006

[INTERVIEWER READ] The following set of questions ask about your [and your spouse/partner's] use of credit cards. When we say credit cards in these questions, we do NOT include any debit cards which merely subtract funds from a bank account.

CC1. Do you [and your spouse/partner] have any credit cards?

	11/5/09- 11/9/09	5/28/09- 6/1/09
Yes	64	67
No	35	33
Don't know (DO NOT READ)	*	-
Refused (DO NOT READ)	1	*

Based on:

N=1,006

N=1,000

[ASK IF "YES" TO CC1, ASK CC2-CC10]

CC2. Last month, did you [and your spouse/partner] make any charges or take any cash advances on a credit card?

	11/5/09- 11/9/09	5/28/09- 6/1/09
Yes	60	58
No	39	41
Don't know (DO NOT READ)	1	*
Refused (DO NOT READ)	*	*

Based on:

N=750

N=766

[IF CC2 = "YES" ASK:]

CC3. Have you or will you pay off all of last month's charges and/or cash advances, or will you carry some of them over? (ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09-11/9/09	5/28/09-6/1/09
Paid/pay off all	63	61
Carry some over	36	37
Don't know (DO NOT READ)	*	2
Refused (DO NOT READ)	*	*

Based on: N=474 N=487

CC4. Right now, approximately what is the total amount you [and your spouse/partner] owe on all your credit cards after your most recent payments? (ENTER AMOUNT IN DOLLARS. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09-11/9/09	5/28/09-6/1/09
0	24	23
\$1-\$249	6	7
\$250-\$499	5	6
\$500-\$999	5	7
\$1,000-\$2,999	12	13
\$3,000-\$9,999	19	20
\$10,000 or more	13	14
Mean	\$5.6K	\$4.9K
Median	\$1.0K	\$1.0K
Don't know (DO NOT READ)	7	4
Refused (DO NOT READ)	8	8

Based on: N=750 N=766

CC5. Have you currently reached the credit limit on any of your credit cards, or not?

	11/5/09-11/9/09	5/28/09-6/1/09
Yes	8	10
No	91	89
Don't know (DO NOT READ)	*	-
Refused (DO NOT READ)	1	1

Based on: N=750 N=766

CC7. In the past six months, how many times did you did NOT pay off AT LEAST the MINIMUM amount due on any of your credit cards? (CODE "Never" as "0". ENTER EXACT AMOUNT. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09- 11/9/09	5/28/09- 6/1/09
0	92	90
1	2	3
2 or more	4	7
Don't know (DO NOT READ)	1	1
Refused (DO NOT READ)	2	*

Based on:

N=750

N=766

CC8. Just to confirm, you said that in the past six months you did not pay off AT LEAST THE MINIMUM AMOUNT DUE on any of your credit cards [INSERT RESPONSE FROM CC7] different times?

	11/5/09- 11/9/09
Yes	77
No	23
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

Based on:

N=38

CC9. In the past six months, how many times did you did NOT pay off AT LEAST the MINIMUM amount due on any of your credit cards? (CODE "Never" as "0". ENTER EXACT AMOUNT. IF UNSURE, ENCOURAGE BEST GUESS.)

0	100
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

Based on:

N=11

CC10. For each of the following, please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all. How about ... (INSERT & RANDOMIZE)? (READ AS NECESSARY:) Please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all.

<i>I often use credit cards to finance major purchases...</i>	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	18	19
Describes somewhat	27	26
Does not describe	54	55
Don't know [VOL.]	*	*
Refused [VOL.]	*	-

Based on: *N=750* *N=766*

<i>I only put purchases on a credit card if I can pay the bill in full when it comes ...</i>	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	49	53
Describes somewhat	25	21
Does not describe	25	26
Don't know [VOL.]	*	-
Refused [VOL.]	*	-

Based on: *N=750* *N=766*

<i>I only use credit cards in emergencies, such as for medical expenses or car repairs...</i>	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	15	16
Describes somewhat	27	33
Does not describe	58	51
Don't know [VOL.]	*	*
Refused [VOL.]	*	-

Based on: *N=750* *N=766*

CC10. (Continued) For each of the following, please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all. How about ... (INSERT & RANDOMIZE)? (READ AS NECESSARY:) Please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all.

<i>I don't trust myself to manage my credit card debt ...</i>	11/5/09- 11/9/09	5/28/09- 6/1/09
Describes very well	8	8
Describes somewhat	5	7
Does not describe	86	84
Don't know	*	*
Refused	*	-

Based on:

N=750

N=766

<i>I use credit cards to buy what I want even if I don't have enough money at that moment ...</i>	11/5/09- 11/9/09	5/28/09- 6/1/09
Describes very well	6	6
Describes somewhat	15	13
Does not describe	79	82
Don't know	*	-
Refused	*	-

Based on:

N=750

N=766

<i>I use credit cards because they are more convenient than paying with cash ...</i>	11/5/09- 11/9/09	5/28/09- 6/1/09
Describes very well	35	42
Describes somewhat	29	25
Does not describe	36	33
Don't know	*	*
Refused	*	-

Based on:

N=750

N=766

CC11. Thinking about all of the credit card debt, if any, you now owe, how much, if any, is due to medical expenses you've had to take on? Is it...

	11/5/09-11/9/09
All or almost all of it	2
Most of it	1
About half of it	3
Only some of it, or	19
None of it	73
I don't have any debt [VOL.]	2
Don't Know [VOL.]	*
Refused (DO NOT READ)	*

Based on:

N=750

DEBT STRESS SECTION

Now, I'd like you to think about your overall debt, including any that is on credit cards, store credit, a mortgage or home equity loan, a car loan, or any other outstanding loan you [and your spouse/partner] may have.

DS1. Now thinking about those debts you owe, how often do you worry about the total amount you [and your spouse/partner] owe in overall debt? Would you say you worry ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09-11/9/09	5/28/09-6/1/09
Total All/Most of the Time	23	19
All of the time	11	9
Most of the time	12	10
Some of the time	27	29
Hardly Ever/Not At All	45	47
Hardly ever, or	20	26
Not at all	25	22
(DO NOT READ) No debt	4	5
(DO NOT READ) Don't know	*	*
(DO NOT READ) Refused	*	*

Based on:

N=1,006 N=1,000

[IF "0/NO DEBT" IN DS1, ASK DS1a; OTHERWISE, SKIP TO DS2]

DS1a. Now just to make certain, when you say that you [and your spouse/partner] have no debt, does that mean that you owe absolutely no money to anyone or for anything?

	11/5/09- 11/9/09	5/28/09- 6/1/09
Yes, absolutely no debt	93	96
No, not what I mean	7	2
(DO NOT READ) Don't know	-	1
(DO NOT READ) Refused	-	-

Based on:

N=42

N=59

DS2. How much stress does the total debt you are carrying cause to you [and your spouse/partner]? Is it... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09- 11/9/09	5/28/09- 6/1/09
Total Great Deal/Quite a Bit of Stress	22	17
A great deal of stress	12	8
Quite a bit of stress	11	9
Some stress	28	29
Not Very Much/No Stress At All	49	54
Not very much stress, or	23	28
No stress at all	26	27
(DO NOT READ) Don't know	*	*
(DO NOT READ) Refused	1	-

Based on:

N=964

N=941

- DS3. Now, thinking ahead over the next five years, how much of a problem, if any, will the total debt you [and your spouse/partner] have taken on be for you? Will it be ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09- 11/9/09	5/28/09- 6/1/09
An Extreme/Large Problem	13	11
An extreme problem	5	3
A large problem	8	8
Medium	24	22
A Small Problem/No Problem At All	63	68
Small, or	23	26
No problem at all	40	41
(DO NOT READ) Don't know	*	1
(DO NOT READ) Refused	1	-

Based on:

N=964

N=941

- DS4. How concerned are you that you [and your spouse/partner] never will be able to pay off these debts? Are you ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09- 11/9/09	5/28/09- 6/1/09
Total Very/Quite Concerned	14	12
Very concerned	8	8
Quite concerned	6	4
Somewhat concerned	17	15
Not very/Not At All Concerned	69	73
Not very concerned, or	22	22
Not at all concerned	47	51
(DO NOT READ) Don't know	*	*
(DO NOT READ) Refused	1	-

Based on:

N=964

N=941

ECO21. Do you expect that you will spend more money on holiday shopping this year than you did last year, less money or about the same amount?

	11/5/09- 11/9/09	12/03/08- 12/08/08
More money	5	7
Less money	42	53
About the same amount	51	40
Don't know	1	*
Refused	1	*

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

ECO22. Do you expect to pay for most of your holiday season expenses using credit cards or cash?

	11/5/09- 11/9/09	12/03/08- 12/08/08
Credit Cards	17	20
Cash	80	77
Don't know	1	2
Refused	2	1

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

Based on "Credit Cards in ECO22":

ECO23. Do you expect you will pay off all of your holiday season charges in full when the bill arrives, or will you carry some of them over next month?

	11/5/09- 11/9/09	12/03/08- 12/08/08
Pay off charges	75	66
Carry some over	25	32
Not sure	*	1
Don't know	-	*
Refused	-	0

Based on: *N=244* *N=219*

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?

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

Based on:

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]

	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	46	44	44	47	50
Part-time	11	10	12	13	13
Not employed	42	45	42	39	37
Don't know (DO NOT READ)	*	*	-	1	*
Refused (DO NOT READ)	1	1	1	1	1

Based on: *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]

	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	49	52	52	48	50
Homemaker	16	18	15	15	17
Student	9	10	8	9	7
Temporarily unemployed	24	18	22	24	22
Don't know (DO NOT READ)	1	2	2	2	2
Refused (DO NOT READ)	1	*	*	2	2

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

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

	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	8	5	8	7	8	10
Yes (someone in family)	21	20	26	21	21	25	25
No	66	70	65	65	70	62	65
Both (self and family member) [DO NOT READ]	3	2	2	4	1	4	1
Don't know [DO NOT READ]	-	*	*	1	1	*	*
Refused [DO NOT READ]	*	*	1	1	*	*	-

Based on: *N=1,006 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 May of this year, has someone you know personally, other than a family member, lost a job as a result of economic conditions, or not?

	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	66	65	66	64	60	67	65
No	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=1,006* *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.

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

Less than high school graduate	12
High school graduate	31
Technical/trade school	5
Some college	24
College graduate	17
Some graduate school	3
Graduate degree	9
Don't know	*
Refused	1

Based on: *N=1,006*

DM4. In what year were you born?

Age group:

18-29	19
30-49	36
50-64	24
65+	18
Refused	3

Based on:

N=1,006

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

Urban area	22
Suburban area	41
Rural area	36
Don't know	2
Refused	1

Based on:

N=1,006

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

Own	65
Rent	22
Other arrangement	12
Don't know	*
Refused	1

Based on:

N=1,006

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

	11/5/09- 11/9/09
Yes	36
No	64
Don't know	-
Refused	-

Based on:

N=1,006

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	73
Two lines	4
Three or more lines	1
Don't know	*
Refused	1

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	17
One	62
Two	14
Three or more	6
Don't know	1
Refused	1

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	32
Cell phone	30
Both equally	38
Don't know	-
Refused	-

Based on:

N=684

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	53
One	31
Two	8
Three or more	7
Don't know	2
Refused	*

Based on: *N=200*

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

Yes, born-again/evangelical	42
No	55
Don't know	2
Refused	1

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	28
Catholic	22
Mormon	2
Jewish	2
Muslim	1
Other religion [SPECIFY]	24
Don't belong to religious denomination	21
Don't know	*
Refused	2

Based on: *N=1,006*

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

Yes, a Christian	86
No, not a Christian	14
Don't know	*
Refused	-

Based on: *N=193*

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	9
A few times a year	20
Once or twice a month	12
Once a week	26
More than once a week	14
Don't know	1
Refused	1

Based on:

N=1,006

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

Yes	12
No	86
Don't know	*
Refused	2

Based on:

N=1,006

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	*
Asian Indian	1
Native Hawaiian	*
Chinese	*
Guamanian or Chamorro	-
Filipino	-
Samoan	-
Japanese	*
Korean	*
Vietnamese	-
Other Asian	*
Other Pacific Islander	*
Some other race [SPECIFY]	7
Multiple races [DO NOT READ]	*
Don't know	1
Refused	3

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+	47
Don't know	2
Refused	5

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	8
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	11
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	8
\$150,000 or more	7
Don't know	3
Refused	8

Based on:

N=1,006

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

Yes	39
No	58
Don't know	1
Refused	3

Based on:

N=1,006

[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	56
1	13
2	8
3	5
4	3
5-9 times	4
10-14 times	3
15-19 times	*
20-24 times	1
25 times or more	1
Don't know	5
Refused	1

Based on:

N=510

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	48
Female	52

Based on:

N=1,006

REGION:

Northeast	19
Midwest	23
South	36
West	22

Based on:

N=1,006

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted November 5th – November 9th, 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 1,006 adults age 18 or older. The interviews were conducted with 806 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-gfcpoll.com>.