



GfK Custom Research  
North America



# THE AP-iVILLAGE 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.*

**iVillage Section:**

IV2. In the last seven days, on how many evenings, if any, did you eat dinner at a fast food restaurant?

(INTERVIEWER ENTER EXACT NUMBER, Minimum 0, Maximum 7. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09-11/9/09
0	60
1	27
2	9
3	3
4	1
5	1
6	-
7	*
Don't know	*
Refused	-

*Based on:*

*N=1,006*

IV3. In the last seven days, on how many evenings, if any, did you eat dinner at a sit-down restaurant?

(INTERVIEWER ENTER EXACT NUMBER, Minimum 0, Maximum 7. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09-11/9/09
0	58
1	20
2	11
3	5
4	2
5	1
6	1
7	2
Don't know	*
Refused	-

*Based on:*

*N=1,006*

IV1, IV4, IV5 ASKED ONLY OF PEOPLE WITH MORE THAN ONE ADULT IN THE HOUSEHOLD  
OR WITH CHILDREN UNDER 18 LIVING IN THE HOUSEHOLD:

IV1. In the last seven days, on how many evenings, if any, did you and everyone in your family living with you eat dinner together?  
 (INTERVIEWER ENTER EXACT NUMBER, Minimum 0, Maximum 7. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09-11/9/09
0	9
1	6
2	5
3	8
4	10
5	11
6	12
7	39
Don't know	*
Refused	-

Based on:

N=666

IV4. The following are some reasons why people tell us they sometimes don't eat dinner at home with their family. For each one, please tell me how often this is a reason that your family doesn't eat dinner at home together...Always, Sometimes, About half the time, Rarely or Never. Is... (INSERT & RANDOMIZE) always, sometimes, about half of the time, rarely or never a reason your family doesn't eat dinner together?

(RANDOMIZE)	Always	Some-times	About half the time	Rarely	Never	DK	REF
People are working late (Based on N=666)	13	31	6	14	35	1	*
People have television programs they prefer to watch at dinnertime (Based on N=666)	6	13	5	13	63	*	*
Kids have activities that conflict with dinner (Based on parents N=296)	6	33	5	18	38	-	*

IV5. When you DO eat dinners as a family, how often (INSERT ITEM). Always, Sometimes, About half the time, Rarely or Never. And how often...(INSERT NEXT ITEM)

(RANDOMIZE)	Always	Sometimes	About half the time	Rarely	Never	Don't Know	Refused
Is the television on in the room at the same time	24	21	10	15	30	-	-
Are people texting or e-mailing using a cell phone while at the table	5	8	2	12	73	*	-
Is the radio or stereo on in the room at the same time	5	10	4	18	63	-	-
Are people interrupted by a phone call while at the table	6	34	10	30	20	-	-

Based on: N=666

IV6. In the last seven days, on how many evenings, if any, did anyone make a home-cooked meal?  
(INTERVIEWER ENTER EXACT NUMBER, Minimum 0, Maximum 7. IF UNSURE, ENCOURAGE BEST GUESS.)

	11/5/09-11/9/09
0	4
1	3
2	5
3	10
4	11
5	19
6	14
7	34
Don't know	*
Refused	-

Based on:

N=1,006

IV7. About how often do you personally make a home-cooked meal? Would you say...

	11/5/09-11/9/09
Always	40
Sometimes	21
About half the time	25
Rarely	9
Never	5
(DO NOT READ) Don't know	*
(DO NOT READ) Refused	-

Based on:

N=1,006

IV8. The following are some reasons people tell us they usually don't make a home-cooked dinner. For each one, please tell me how often this is a reason that you don't make a home-cooked dinner... **(INSERT ITEM)**. Always, Sometimes, About half the time, Rarely or Never.

(RANDOMIZE)	Always	Some-times	About half the time	Rarely	Never	Don't Know	Refused
You're too busy to cook	5	31	7	18	39	*	*
You're too tired at the end of the day	6	32	9	22	31	*	*
You don't know how to cook	5	3	3	9	79	*	1
It's too expensive to make a home-cooked meal	2	7	4	13	74	*	*
Your family prefers to eat prepared food	13	15	7	24	41	1	*

Based on: N=1,006

IV9. When you choose foods to eat at home, how often do you seek out new foods or recipes to prepare? Always, sometimes, about half of the time, rarely, or never?

	11/5/09-11/9/09
Always	9
Sometimes	31
About half the time	23
Rarely	29
Never	8
(DO NOT READ) Don't know	*
(DO NOT READ) Refused	-

Based on:

N=1,006

IV10. Have you ever (INSERT ITEM), or haven't you done that?

(RANDOMIZE)	Have done this	Have not done this	Don't Know	Refused
Cooked a meal using a recipe you found on the Internet	54	47	-	-
Watched a cooking or food show on television and tried to make one of the dishes	51	49	*	-
Cooked a meal using a recipe you found in a newspaper or magazine	68	32	*	-
Cooked a meal using a recipe passed along from one of your parents	86	14	*	-

Based on: 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?

	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>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	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	-
<b>Total Republican</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	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.

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*

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-iVILLAGE Poll** was conducted November 5<sup>th</sup> – November 9<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 1,006 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>.