



THE AP-GfK POLL

January, 2011

Conducted by GfK Roper Public Affairs & Corporate Communications

A telephone survey of the American general population (ages 18+)

Interview dates: January 5 – 10, 2011

Number of interviews: 1,001

Margin of error for the total sample: +/- 4.2 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.

MLK1. As you may know, Monday, January 17th, is Martin Luther King Day. Will you do anything to commemorate Martin Luther King Day this year, or not?

	1/5-10/11
Yes	30
No	69
Don't know [DO NOT READ]	1
Refused [DO NOT READ]	*

Based on:

N=1,001

MLK2. Do you think there has been significant progress toward Martin Luther King's dream of racial equality, or don't you think so?

	1/5-10/11
Significant progress	77
No significant progress	22
Don't know [DO NOT READ]	1
Refused [DO NOT READ]	*

Based on:

N=1,001

MLK3. Do you feel that Martin Luther King Jr.'s birthday should be a national holiday, or not?

	1/5-10/11
Yes	74
No	24
Don't know [DO NOT READ]	2
Refused [DO NOT READ]	1

Based on:

N=1,001

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?

	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-9/09	10/1-5/09	9/3-8/09	7/16-20/09	5/28-6/1/09	4/16-20/09	2/12-17/09
Total Democrat	42	39	43	42	44	43	46	45	41	45	44	37	43	43	39	44	46	46	46
Democrat – strong	12	14	16	20	16	14	15	15	14	15	14	12	18	17	14	14	20	16	18
Democrat – moderate	16	17	16	13	15	18	19	20	18	18	18	16	17	16	16	20	15	20	20
Independent – lean Democratic	14	9	11	9	13	12	12	10	9	12	12	9	8	10	9	9	11	10	9
None – lean Democratic	-	*	*	*	1	*	-	*	-	*	-	*	*	*	-	*	*	*	*
Total Republican	36	38	40	48	40	39	35	39	40	34	33	32	31	32	33	33	32	28	30
Republican – strong	9	13	12	18	12	11	9	10	14	11	9	9	11	10	9	11	11	9	9
Republican – moderate	16	15	13	14	13	14	15	16	12	12	12	13	10	11	11	12	12	9	13
Independent – lean Republican	11	11	14	15	15	14	11	13	14	12	12	11	10	11	13	10	9	9	8
None – lean Republican	-	-	*	1	-	-	*	*	-	*	-	-	*	*	-	*	*	*	*
[VOL] Independent – don't lean	6	6	3	2	3	5	4	2	4	5	5	7	6	5	8	5	5	7	6
[VOL] None – don't lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[VOL] Other	*	*	*	*	-	*	*	*	*	1	1	*	*	*	*	1	*	*	*
Don't know	16	16	15	7	13	14	15	14	15	15	18	24	19	21	19	18	17	19	17
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: N=1,001 N=1,000 N=1,501 N=846 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,002 N=1,008 N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,001

G11a. Generally speaking, do you consider yourself a liberal, moderate, or conservative?

IF "Liberal," ASK: Would you say you are strongly or somewhat liberal?

IF "Conservative," ASK: Would you say you are strongly or somewhat conservative?

	1/5-10/11	11/3-8/10	10/13-18/10		9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7/10-12/10	10/16-20/08	
	Total	Total	Total	Likely Voters	Total	Total	Total	Total	Total	Total	Likely Voters
Liberal - strongly	8	8	9	10	10	10	11	8	6	9	11
Liberal - somewhat	14	11	14	11	12	15	11	15	14	14	14
Conservative - strongly	20	22	22	29	20	20	21	21	21	18	20
Conservative - somewhat	19	24	22	18	25	21	23	23	23	21	18
Moderate	36	33	31	31	31	33	32	31	32	35	35
Don't know	2	1	2	1	3	2	1	3	3	2	2
Refused	2	1	1	*	1	*	1	1	1	1	*

Based on: N=1,001 N=1,000 N=1,501 N=846 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,001 N=800

EM1. Are you, yourself, currently employed...

	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-/09	10/1-5/09	9/3-8/09	7/16/-20/09
Full-time	44	47	46	46	46	47	48	49	45	43	44	46	44	44	47
Part-time	17	12	13	13	16	11	13	11	14	13	15	11	10	12	13
Not employed	38	40	41	40	38	42	39	39	41	44	41	42	45	42	39
Don't know	-	*	*	*	*	*	*	-	*	-	*	*	*	-	1
Refused	1	1	*	*	*	*	-	*	*	*	1	1	1	1	1

Based on: N=1,001 N=1,000 N=1,501 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,002 N=1,008 N=1,001 N=1,006 N=1,003 N=1,001 N=1,006

EM2. [IF "NOT EMPLOYED" IN EM1, ASK:] Are you...

	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-/09	10/1-5/09	9/3-8/09	7/16/-20/09
Retired	48	48	46	47	44	47	42	50	49	48	47	49	52	52	48
Homemaker	16	21	18	16	21	15	16	18	19	15	13	16	18	15	15
Student	14	11	12	11	14	12	11	9	9	8	7	9	10	8	9
Temporarily unemployed	19	17	22	21	20	25	27	21	23	27	32	24	18	22	24
Don't know	2	2	2	4	1	2	4	2	*	1	1	1	2	2	2
Refused	*	1	*	*	1	*	-	1	-	1	*	1	*	*	2

Based on: N=411 N=421 N=655 N=414 N=400 N=472 N=416 N=415 N=420 N=420 N=423 N=404 N=451 N=438 N=415

CUR38. Thinking of the last 6 months – that is, since July of 2010 – have you or has someone in your family lost a job as a result of economic conditions, or not?

	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	12/10-14/09	9/3-8/09	7/16-20/09	High 2/12-17/09	Low 5/28-6/1/09	1 Year Ago 1/12-17/10
Yes (self lost job)	8	6	7	6	6	7	8	6	8	9	5	8	10	7	7
Yes (someone in family)	27	18	16	25	25	29	21	23	23	22	26	21	25	21	28
No	62	72	76	68	67	61	69	69	67	66	65	65	65	70	63
Both (self and family member) [VOL]	4	3	1	1	2	4	1	3	2	3	2	4	1	1	1
Don't know	*	-	*	*	*	*	*	-	*	*	*	1	*	1	-
Refused	*	*	*	*	*	-	-	*	*	*	1	1	-	*	-

Based on: N=1,001 N=1,000 N=1,501 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,002 N=1,001 N=1,001 N=1,001 N=1,006 N=1,001 N=1,000 N=1,008

CUR39. And thinking of the last 6 months – that is, since July of 2010 – has someone you know personally, other than a family member, lost a job as a result of economic conditions, or not?

	1/5-10/11	11/3-8/10	10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	12/10-14/09	10/1-5/09	High 1/12-17/10	Low 5/28-6/1/09	1 Year Ago 1/12-17/10
Yes	65	55	54	65	65	70	63	64	64	69	65	71	60	71
No	35	44	46	35	35	29	36	36	35	30	34	29	39	29
Don't know	*	1	*	1	*	1	*	*	1	*	1	1	1	1
Refused	*	*	*	*	*	-	-	*	-	*	*	-	-	-

Based on: N=1,001 N=1,000 N=1,501 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,002 N=1,001 N=1,003 N=1,008 N=1,000 N=1,008

[INTERVIEWER READ:] 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... [READ EACH ITEM]

Married/Living as Married/Co-habiting	55
Separated	2
Divorced	11
Widowed	7
Never Married	24
Don't know [VOL]	-
Refused [VOL]	1

Based on: N=1,001

DM2. What is the last grade of school you completed? [READ EACH ITEM]

Less than high school graduate	8
High school graduate	35
Technical/trade school	5
Some college	23
College graduate	15
Some graduate school	3
Graduate degree	10
Don't know [VOL]	-
Refused [VOL]	1

Based on: N=1,001

DM4. In what year were you born?

Age group:

18-29	22
30-49	37
50-64	22
65+	17
Refused [VOL]	2

Based on:

N=1,001

DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	23
Suburban area	43
Rural area	32
Don't know [VOL]	2
Refused [VOL]	1

Based on:

N=1,001

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

Own	61
Rent	26
Other arrangement	12
Don't know [VOL]	-
Refused [VOL]	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	35
No	64
Don't know [VOL]	-
Refused [VOL]	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.

None	28
One Line	67
Two lines	3
Three or more lines	1
Don't know [VOL]	-
Refused [VOL]	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	9
One	67
Two	17
Three or more	6
Don't know [VOL]	-
Refused [VOL]	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	22
Cell phone	43
Both equally	35
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=649

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	33
Two	9
Three or more	5
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=300

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

Yes, born-again/evangelical	44
No	53
Don't know [VOL]	1
Refused [VOL]	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	25
Catholic	25
Mormon	1
Jewish	1
Muslim	1
Other religion [SPECIFY]	26
Don't belong to religious denomination	19
Don't know [VOL]	-
Refused [VOL]	*

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 [VOL]	-
Refused [VOL]	-

Based on:

N=205

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	10
A few times a year	20
Once or twice a month	17
Once a week	23
More than once a week	11
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,001

DM16. Are you of Hispanic, Latino or Spanish origin?

Yes	13
No	85
Don't know [VOL]	-
Refused [VOL]	2

Based on:

N=1,001

- DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Hispanic, Latino or Spanish, 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	72
Black, African-American, or Negro	12
American Indian or Alaska Native	1
Asian Indian	1
Vietnamese	-
Chinese	*
Filipino	*
Korean	*
Native Hawaiian	*
Guamanian or Chamorro	-
Samoan	-
Japanese	-
Other Asian	*
Other Pacific Islander	*
Some other race [SPECIFY]	8
Multiple races [VOL]	2
Don't know [VOL]	1
Refused [VOL]	2

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	52
\$50,000+	44
Don't know [VOL]	1
Refused [VOL]	4

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	11
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	14
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	10
\$150,000 or more	6
Don't know [VOL]	2
Refused [VOL]	7

Based on:

N=1,001

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

Yes	38
No	59
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=1,001

[ASK DM22 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	20
2	10
3	4
4	4
5-9 times	5
10-14 times	3
15-19 times	-
20-24 times	1
25 times or more	2
Don't know [VOL]	4
Refused [VOL]	1

Based on:

N=500

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

Male	48
Female	52

Based on:

N=1,001

REGION:

Northeast	22
Midwest	37
South	22
West	19

Based on:

N=1,001

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted from January 5 through January 10, 2011, by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,001 general population adults age 18 or older.

Interviews were conducted with 701 respondents on landlines and 300 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

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 2009 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 2009 Fall estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 4.2 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>.