



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: March 3 – 8, 2010

Interviews: 1,002 adults

Margin of error: +/- 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.

Trend results in this study are a result of the AP-AOL Poll conducted December 19-21, 2006 by

Ipsos Public Affairs with 1,004 interviews of adults by telephone.

The margin of error was +/-3.1 percentage points.

Any inquiries about that methodology should be addressed to the Associated Press.

CAR1. Do you or does someone in your household currently own or lease an automobile, or not?

	3/3/10-3/8/10
Yes	82
No	18
Don't know	*
Refused	*

Based on:

N=1,002

CAR1a. How many automobiles are currently owned or leased in your household?

	3/3/10-3/8/10	12/19/06-12/21/06
None	17	10
Total one or more	83	89
1	18	25
2	35	37
3	18	16
4	7	6
5 or more	4	6
Don't know	*	-
Refused	-	-

Based on:

N=995

N=1,004

CAR2. How likely is it that you or someone in your household will buy or lease a new automobile in the next six months?

	3/3/10-3/8/10	12/19/06-12/21/06
Total Likely	19	21
Very likely	10	12
Somewhat likely	9	9
Total Unlikely	81	79
Not too likely	11	12
Not at all likely	70	67
Don't know	*	-
Refused	*	-

Based on:

N=1,000

N=1,004

CAR3a. Starting with the automobile your household bought or leased (insert)... Please tell me the name of the manufacturer of that automobile?

	3/3/10- 3/8/10	12/19/06- 12/21/06
Domestic (NET)	56	60
General Motors/Chevrolet	21	28
Ford	19	19
Daimler Chrysler	6	10
Dodge	3	-
Saturn	2	2
Cadillac	1	-
Pontiac	1	-
Lincoln/Mercury	1	-
Jeep	1	-
Oldsmobile	1	-
Buick	*	-
Other domestic	1	1
Foreign (NET)	37	37
Toyota	11	11
Honda	9	8
Nissan	5	3
Volkswagen	1	2
BMW	2	1
Subaru	1	2
Mazda	1	2
Hyundai	1	1
Volvo	1	1
Kia	1	1
Mercedes Benz	1	1
Lexus	1	-
Mitsubishi	*	1
Suzuki	*	1
Isuzu	*	-
Saab	*	-
Porsche	*	-
Alfa Romeo	*	-
Ferrari	-	1
Other foreign	2	1
Other	3	1
Don't know	3	2
Refused	1	-

Based on:

N=1,808

N=2,010

CAR3b. What type of vehicle is that automobile? Is it a...

	3/3/10- 3/8/10	12/19/06- 12/21/06
Sedan	13	28
Pickup truck	19	18
SUV (Sports Utility Vehicle)	17	17
Compact car	15	14
Minivan	7	7
Mid-sized car	6	-
Full-sized car	5	-
Sports car	3	6
Full sized van	3	6
Luxury car	3	3
Coupe	2	-
Station wagon	2	7
Economy car	2	-
Motor home	*	1
Motorcycle	*	3
Micro Car (added in 2010)	*	-
Other	2	2
Don't know	1	1
Refused	*	-

Based on:

N=1,808

N=2,010

CAR3c. And how long ago did your household buy or lease this automobile?

Median = 4 years ago

CAR3d. Was this automobile purchased new, or was it purchased used?

	3/3/10- 3/8/10
New	41
Used	58
Don't know	*
Refused	*

Based on:

N=1,808

CAR3e. Was this car purchased or leased?

	3/3/10- 3/8/10
Purchased	94
Leased	6
Don't know	*
Refused	1

Based on:

N=1,808

CAR3f. And how satisfied have you been with this automobile?

	3/3/10- 3/8/10
Total satisfied	95
Very satisfied	76
Somewhat satisfied	19
Total Unsatisfied	4
Not too satisfied	2
Not at all satisfied	2
Don't know	*
Refused	*

Based on:

N=1,808

CAR3g. Would you buy another automobile from the same manufacturer, or not?

	3/3/10- 3/8/10	12/19- 21/06
Yes	85	84
No	14	15
Don't know	1	1
Refused	*	-

Based on:

N=1,808

N=2,010

CAR6. Would you seriously consider buying or leasing a car that runs on alternative fuel, like a hybrid or electric car, or not?

	3/3/10- 3/8/10	12/19- 21/06*
Yes	61	70
No	37	29
Don't know	2	1
Refused	*	-

Based on:

N=968

N=932

*NOTE: Question wording in previous wave: "Would you seriously consider buying or leasing a car that can run on fuels other than gasoline, or not?"

CAR7. When considering buying or leasing a car that runs on alternative fuel, which is the more important consideration to you personally...

	3/3/10- 3/8/10	12/19- 21/06
Concern for the environment	40	47
Interest in saving money	43	34
Both equally (VOL)	16	19
Neither (VOL)	*	-
Don't know	*	-
Refused	-	-

Based on:

N=590

N=630

CAR8. Which one of the following types of alternative fuel vehicles is most appealing to you?

	3/3/10- 3/8/10	12/19/06- 12/21/06
Hybrid	38	34
Fuel cell	7	7
Plug-in electric	18	10
Hydrogen	13	11
Biodiesel	8	7
E85, or ethanol	7	20
Don't know	9	6
Refused	*	-

Based on:

N=590

N=630

CAR9. In general, do you prefer to buy American cars or foreign cars, or does it not matter?

	3/3/10- 3/8/10	12/19/06- 12/21/06
American cars	40	39
Foreign cars	13	17
Does not matter	45	44
Don't know	1	-
Refused	*	-

Based on:

N=970

N=932

[ASK CAR10 AND CAR11 ONLY IF CAR9=2]

CAR10. Why do you prefer to buy foreign cars? [OPEN-END]

	3/3/10- 3/8/10	12/19/06- 12/21/06
Reliability/less maintenance or problems	51	52
Better quality/better made	43	33
Longer lasting	20	16
Better value	11	4
Better gas mileage	5	9
Better reputation	6	5
Better prices/cheaper	7	5
Other	17	19
No reason	1	5
Don't know	1	-

Based on:

N=224

N=207

CAR11. Would you ever consider buying an American car, or not?

	3/3/10- 3/8/10	12/19/06- 12/21/06
Yes	68	64
No	31	36
Don't know	1	-
Refused	*	-

Based on:

N=140

N=142

CAR13. In general, which COUNTRY produces the best quality cars?

	3/3/10- 3/8/10	12/19/06- 12/21/06
Asia (NET)	33	46
Japan	29	44
China	3	2
South Korea	1	1
United States	38	29
Europe (NET)	15	17
Germany	14	15
Sweden	1	1
Italy	*	1
Great Britain/UK/England	*	-
Other	1	-
None	2	*
Don't know	12	7
Refused	*	-

Based on:

N=1,002

N=1,004

CAR14. In general, which CAR MANUFACTURER produces the best quality cars?

	3/3/10- 3/8/10	12/19/06- 12/21/06
Foreign (NET)	47	58
Toyota	15	25
Honda	14	17
BMW	5	4
Mercedes Benz	4	4
Nissan	3	2
Volkswagen	2	1
Volvo	1	2
Subaru	1	1
Mitsubishi	1	1
Hyundai	1	1
Porsche	*	-
Mazda	*	-
Kia	*	-
Lamborghini	*	-
Saab	-	-
Other foreign	*	1
Domestic (NET)	38	35
General Motors/Chevrolet	18	21
Ford	18	9
Daimler Chrysler	3	3
Saturn	*	1
Other Domestic	*	-
Other	5	-
None	2	-
Don't know	8	7
Refused	*	-

Based on:

N=1,002

N=1,004

CAR15. How confident are you that the cars being sold in the United States today are safe?

	3/3/10- 3/8/10
Extremely/very confident	51
Extremely confident	13
Very confident	38
Moderately confident	32
Not at all/slightly confident	17
Slightly confident	13
Not at all confident	4
Don't know	1
Refused	*

Based on:

N=972

CAR16. What would you say would be your dream car? [OPEN-ENDED]

	3/3/10- 3/8/10	12/19/06- 12/21/06
Foreign (NET)	38	35
Mercedes	5	5
BMW	5	4
Lexus	5	4
Toyota	3	3
Ferrari	3	2
Porsche	2	3
Jaguar	2	2
Lamborghini	2	2
Honda	2	2
Nissan	2	-
Land Rover/ Range Rover	1	3
Bentley	1	1
Volkswagen	1	1
Volvo	1	1
Bugatti	1	-
Rolls Royce	1	1
Audi	1	-
Mazda	*	-
Mini Cooper	*	-
Subaru	*	-
Aston Martin	-	1
Domestic (NET)	31	28
Chevrolet	6	4
Ford	6	4
Cadillac	5	5
Chrysler	5	1
Corvette	3	5
GMC/General Motors	2	-
Ford Mustang	2	4
Lincoln/Mercury	1	2
Buick	1	2
Hummer	1	2
Buick	1	-
Jeep	*	-
Non-car mention/Other	24	31
Environmentally friendly/No pollution	3	2
Good mileage/ gas efficient	2	1

Car that I have	1	1
Affordable/not expensive	1	1
Safe	*	-
SUV	-	1
Truck	-	1
Other	9	20
Do not have a dream car	9	4
Don't know	7	7
Refused	-	-
<i>Based on:</i>	<i>N=1,002</i>	<i>N=1,004</i>

Summary table of Car16 dream car:

	3/3/10- 3/8/10	12/19/06- 12/21/06
Luxury	37	40
Non-luxury	32	23
Non-car mention/Other/DK	31	37

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?

	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	1/9-14/09	12/3-8/08	11/6-10/08
Total Democrat	45	44	37	43	43	39	44	46	46	46	47	44	48
Democrat – strong	15	14	12	18	17	14	14	20	16	18	19	17	21
Democrat – moderate	18	18	16	17	16	16	20	15	20	20	18	19	19
Independent – lean Democratic	12	12	9	8	10	9	9	11	10	9	9	8	8
None – lean Democratic	*	-	*	*	*	-	*	*	*	*	1	1	-
Total Republican	34	33	32	31	32	33	33	32	28	30	27	33	34
Republican – strong	11	9	9	11	10	9	11	11	9	9	8	13	13
Republican – moderate	12	12	13	10	11	11	12	12	9	13	12	13	11
Independent – lean Republican	12	12	11	10	11	13	10	9	9	8	7	7	10
None – lean Republican	*	-	-	*	*	-	*	*	*	*	1	*	-
[VOL] Independent – don't lean	5	5	7	6	5	8	5	5	7	6	7	8	5
[VOL] None – don't lean	-	-	-	-	-	-	-	-	-	-	-	-	-
[VOL] Other	1	1	*	*	*	*	1	*	*	*	*	*	-
Don't know	15	18	24	19	21	19	18	17	19	17	18	15	14
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-

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

EM1. Are you, yourself, currently employed... [READ LIST. RECORD ONLY ONE RESPONSE]

	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	5/28-1/09
Full-time	45	43	44	46	44	44	47	50
Part-time	14	13	15	11	10	12	13	13
Not employed	41	44	41	42	45	42	39	37
Don't know [DO NOT READ]	*	-	*	*	*	-	1	*
Refused [DO NOT READ]	*	*	1	1	1	1	1	1

Based on: N=1,002 N=1,008 N=1,001 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]

	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	5/28-1/09
Retired	49	48	47	49	52	52	48	50
Homemaker	19	15	13	16	18	15	15	17
Student	9	8	7	9	10	8	9	7
Temporarily unemployed	23	27	32	24	18	22	24	22
Don't know [DO NOT READ]	*	1	1	1	2	2	2	2
Refused [DO NOT READ]	-	1	*	1	*	*	2	2

Based on: N=420 N=420 N=423 N=404 N=451 N=438 N=415 N=402

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

	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
Yes (self lost job)	8	7	9	9	8	5	8	7	8	10
Yes (someone in family)	23	28	22	21	20	26	21	21	25	25
No	67	63	66	66	70	65	65	70	62	65
Both (self and family member) [DO NOT READ]	2	1	3	3	2	2	4	1	4	1
Don't know	*	-	*	-	*	*	1	1	*	*
Refused	*	-	*	*	*	1	1	*	*	-

Based on:

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

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

	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
Yes	64	71	69	66	65	66	64	60	67	65
No	35	29	30	34	34	32	34	39	33	35
Don't know	1	1	*	*	1	1	2	1	1	1
Refused	-	-	*	-	*	1	1	-	-	-

Based on:

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

[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	59
Separated	1
Divorced	10
Widowed	6
Never Married	23
Don't know [DO NOT READ]	*
Refused [DO NOT READ]	1

Based on:

N=1,002

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

Less than high school graduate	6
High school graduate	38
Technical/trade school	4
Some college	24
College graduate	16
Some graduate school	3
Graduate degree	9
Don't know [DO NOT READ]	*
Refused [DO NOT READ]	*

Based on:

N=1,002

DM4. In what year were you born?

Age group:

18-29	18
30-49	37
50-64	23
65+	20
Refused	2

Based on:

N=1,002

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

Urban area	28
Suburban area	45
Rural area	25
Don't know [DO NOT READ]	1
Refused [DO NOT READ]	1

Based on:

N=1,002

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

Own	66
Rent	25
Other arrangement	9
Don't know	*
Refused	1

Based on:

N=1,002

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

Yes	37
No	63
Don't know	*
Refused	1

Based on:

N=1,002

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	24
One Line	70
Two lines	4
Three or more lines	1
Don't know	*
Refused	1

Based on:

N=1,002

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

None	9
One	60
Two	21
Three or more	9
Don't know	1
Refused	1

Based on:

N=1,002

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	37
Both equally	33
Don't know	*
Refused	-

Based on:

N=634

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	52
One	26
Two	15
Three or more	8
Don't know	*
Refused	*

Based on:

N=300

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=1,002

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	26
Mormon	1
Jewish	2
Muslim	*
Other religion [SPECIFY]	21
Don't belong to religious denomination	20
Don't know	*
Refused	2

Based on:

N=1,002

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

Yes, a Christian	86
No, not a Christian	13
Don't know	1
Refused	-

Based on:

N=198

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	14
Less often than a few times a year	10
A few times a year	23
Once or twice a month	13
Once a week	25
More than once a week	13
Don't know	*
Refused	2

Based on:

N=1,002

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

Yes	13
No	86
Don't know	*
Refused	1

Based on:

N=1,002

- 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	11
American Indian or Alaska Native	1
Asian Indian	1
Vietnamese	1
Chinese	*
Filipino	*
Korean	*
Native Hawaiian	-
Guamanian or Chamorro	-
Samoan	-
Japanese	-
Other Asian	1
Other Pacific Islander	*
Some other race [SPECIFY]	9
Multiple races [DO NOT READ]	1
Don't know	1
Refused	2

Based on:

N=1,002

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 [DO NOT READ]	2
Refused [DO NOT READ]	4

Based on:

N=1,002

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	11
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	6
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	9
\$150,000 or more	6
Don't know [DO NOT READ]	3
Refused [DO NOT READ]	8

Based on:

N=1,002

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

Yes	40
No	56
Don't know	1
Refused	3

Based on:

N=1,002

[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	49
1	11
2	9
3	3
4	4
5-9 times	8
10-14 times	4
15-19 times	*
20-24 times	2
25 times or more	5
Don't know	5
Refused	1

Based on:

N=472

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

Male	48
Female	52

Based on:

N=1,002

REGION:

Northeast	19
Midwest	22
South	37
West	22

Based on:

N=1,002

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted from March 3 through March 8, 2010, 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 1,002 adults age 18 or older. The interviews were conducted with 702 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, 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 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-gfkpoll.com>.