



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.

HC1. In general, do you support, oppose or neither support nor oppose the health care reform plans being discussed in Congress?

	3/3-8/10	1/12-17/10	12/10-14/09	11/5-9/09	10/1-5/09	9/3-8/09
Total support	41	42	36	39	40	34
Strongly support	21	18	19	21	23	16
Somewhat support	20	24	17	18	17	18
Neither support nor oppose	12	14	18	14	17	15
Total oppose	43	42	44	45	40	49
Somewhat oppose	9	10	10	11	9	13
Strongly oppose	34	32	34	34	31	36
Don't know	4	2	2	3	3	2
Refused	-	-	*	*	*	-

Based on:

N=1,002

N=1,008

N=1,001

N=1,006

N=1,003

N=1,001

HC2a. How much, if at all, should the health care system in the United States be CHANGED? Would you say it should be changed...

	3/3-8/10	10/29-11/8/09
A Great Deal/A Lot	50	56
A great deal	31	36
A lot	19	20
A moderate amount	32	28
A Little/Not at All	17	16
A little	13	12
Not at all	4	4
Don't know (DO NOT READ)	1	1
Refused (DO NOT READ)	*	*

Based on:

N=1,002

N=1,502

HC2b. What do you think the President and Congress should do about health care this year?
Do you think they should...

	3/3/10- 3/8/10	9/3/09- 9/8/09*
Keep working to pass a health care plan by the end of the year	43	39
Scrap the current negotiations and start over from scratch	41	42
Leave the health care system as it is now	15	18
Don't know	2	1
Refused	*	*

Based on:

N=1,002

N=1,001

*NOTE: Question wording in September 2009 wave: "What do you think the President and Congress should do when they come back to Washington this fall? Do you think they should..."

HC3. How important is it that any health care plan have the support of both Democrats and Republicans in Congress?

	3/3/10- 3/8/10	9/3/09- 9/8/09
Total Important	84	79
Very important	61	56
Somewhat important	23	23
Total Not Important	14	20
Not too important	5	9
Not at all important	9	11
Don't know	1	1
Refused	*	-

Based on:

N=1,002

N=1,001

HC4. If President Obama and the Democrats in Congress are unable to win support from Republicans to pass a health care plan this year, what should they do? Should they...

	3/3/10- 3/8/10	9/3/09- 9/8/09
Go ahead and pass a bill without Republican support	27	28
Keep trying until they are able to make a deal with the Republicans	68	66
Don't know	4	4
Refused	2	1

Based on:

N=1,002

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?

	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-gfkipoll.com>.