



THE AP-GfK POLL

March, 2011

Conducted by GfK Roper Public Affairs & Corporate Communications

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

Interview dates: March 24 – 28, 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.

CUR1 through CURX1 previously released

CURX1. How important are the following issues to you personally... Not at all important, slightly important, moderately important, very important or extremely important? How about... [READ EACH ITEM. RANDOMIZE]

	3/24-28/11	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/-11/09	10/1/-5/09
Gas prices...															
Extremely/Very important	77	71	54	56	51	54	55	62	66	66	62	63	57	64	56
Extremely important	42	36	23	23	21	23	24	28	34	32	31	29	22	30	27
Very important	35	35	30	33	30	31	32	35	31	34	31	35	35	33	29
Moderately important	16	19	30	29	34	28	27	25	19	23	24	24	26	23	27
Slightly/Not at all important	7	10	15	15	16	18	18	13	15	11	15	13	17	13	17
Slightly important	5	8	12	10	11	11	12	11	10	10	11	9	13	9	13
Not at all important	2	3	3	5	5	7	6	2	5	2	4	4	4	3	4
Don't know [VOL]	-	*	*	*	*	*	*	*	-	*	*	*	*	1	*
Refused [VOL]	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-

Based on:

N=1,001 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

CURX2 previously released

CURX2. And please tell me if you approve, disapprove or neither approve nor disapprove the way Barack Obama is handling each of the following issues. How about... [PROBE FOR APPROVE/DISAPPROVE: Strongly or somewhat?]

CURX2b. [IF NEITHER, DK OR REFUSED IN CURX2, ASK:] If you had to choose, do you lean more toward approving or disapproving of the way Barack Obama is handling... [INSERT ITEM]?

Gas prices...	3/24-28/11	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/-11/09	10/1/-5/09
Total approve	36	37	43	49	46	51	39	40	33	33	39	39	41	40	49
Strongly approve	11	10	10	11	11	11	9	11	10	9	13	13	14	11	17
Somewhat approve	22	22	27	32	29	31	29	29	24	24	26	26	25	28	31
Lean approve	3	5	6	7	6	9	*	*	*	*	*	*	1	1	1
Neither approve nor disapprove	2	4	5	3	3	4	21	23	19	21	22	19	22	21	23
Total disapprove	63	59	52	49	51	45	40	37	47	46	39	43	37	39	28
Lean disapprove	4	4	4	5	5	4	*	*	*	1	-	*	*	*	*
Somewhat disapprove	18	21	22	21	20	21	20	18	18	18	17	18	14	17	15
Strongly disapprove	40	33	26	23	26	20	20	19	29	27	22	25	23	22	13
Don't know [VOL]	*	1	1	*	*	*	*	*	*	*	*	*	*	1	*
Refused [VOL]	-	*	-	*	*	*	-	-	*	-	*	-	*	-	*

Based on:

N=1,001 N=1,001 N=1,000 N=1,501 N=946 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

BUD3 through CCON6 previously released

Some questions held for further release

GAS1. Over the next six months, do you expect that increases in the price of gasoline will cause financial hardship for you or your family, or not?
[IF "YES," ASK:] Do you expect that will be a serious hardship or not so serious?

	3/24-28/11
Yes, will cause serious hardship	37
Yes, will cause NOT SO serious hardship	29
Yes, not sure how serious [VOL]	1
No, will not cause financial hardship	33
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,001

[ASK OF THOSE WHO SAY "HARDSHIP" IN GAS1]

GAS2. Which best describes your gas purchasing habits, do you (compare prices at different gas stations before you purchase gas) or do you (purchase gas at the most convenient gas station)?

	3/24-28/11
Compare prices at different gas stations	77
Purchase at the most convenient station	22
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=635

GAS3. As a result of recent increases in energy prices, would you say you have or have not done each of the following?

[RANDOMIZE]	Yes, have done	No, have not done	DK	REF
Reduced the amount of driving you do	64	36	*	*
Thought seriously about purchasing a more fuel-efficient vehicle	45	55	*	*
Changed your vacation plans to stay closer to home	53	46	1	*
Cut back on other expenses	71	29	-	-

Based on: N=1,001

GAS4. What would you say is a fair price for a gallon of gasoline?

Mean=\$2.36
Median=\$2.44

GAS5. Do you think that recent increases in gas prices have been the result of (changes in the global oil market) or (oil companies that want to boost profits)?

	3/24-28/11
Changes in the global oil market	37
Oil companies that want to boost profits	51
A combination of both [VOL]	9
Don't know [VOL]	3
Refused [VOL]	*

Based on:

N=1,001

ME1 through ME7 previously released

Some questions held for further release

TP4 previously released

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?

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

Based on: N=1,001 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

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?]

	3/24-28/11	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	4/7/10-12/10	TOTAL 10/16-20/08	LIKELY VOTERS 10/16-20/08
Liberal - strongly	8	8	8	9	10	10	10	11	8	6	9	11
Liberal - somewhat	15	14	11	14	11	12	15	11	15	14	14	14
Conservative - strongly	18	20	22	22	29	20	20	21	21	21	18	20
Conservative - somewhat	23	19	24	22	18	25	21	23	23	23	21	18
Moderate	32	36	33	31	31	31	33	32	31	32	35	35
Don't know	3	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=1,001 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...

	3/24-28/11	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
Full-time	45	44	47	46	46	46	47	48	49	45	43	44	46	44	44
Part-time	15	17	12	13	13	16	11	13	11	14	13	15	11	10	12
Not employed	39	38	40	41	40	38	42	39	39	41	44	41	42	45	42
Don't know	*	-	*	*	*	*	*	*	-	*	-	*	*	*	-
Refused	*	1	1	*	*	*	*	-	*	*	*	1	1	1	1

Based on: N=1,001 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

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

	3/24-28/11	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
Retired	40	48	48	46	47	44	47	42	50	49	48	47	49	52	52
Homemaker	17	16	21	18	16	21	15	16	18	19	15	13	16	18	15
Student	16	14	11	12	11	14	12	11	9	9	8	7	9	10	8
Temporarily unemployed	27	19	17	22	21	20	25	27	21	23	27	32	24	18	22
Don't know	1	2	2	2	4	1	2	4	2	*	1	1	1	2	2
Refused	1	*	1	*	*	1	*	-	1	-	1	*	1	*	*

Based on: N=413 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

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

	3/24-28/11	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	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 3/3-8/10
Yes (self lost job)	6	8	6	7	6	6	7	8	6	9	5	8	10	7	8
Yes (someone in family)	22	27	18	16	25	25	29	21	23	22	26	21	25	21	23
No	70	62	72	76	68	67	61	69	69	66	65	65	65	70	67
Both (self and family member) [VOL]	1	4	3	1	1	2	4	1	3	3	2	4	1	1	2
Don't know	*	*	-	*	*	*	*	*	-	*	*	1	*	1	*
Refused	-	*	*	*	*	*	-	-	*	*	1	1	-	*	*

Based on: N=1,001 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=1,001 N=1,001 N=1,006 N=1,001 N=1,000 N=1,002

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

	3/24-28/11	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	12/10-14/09	10/1-5/09	High 1/12-17/10	Low 5/28-6/1/09	1 Year Ago 3/3-8/10
Yes	60	65	55	54	65	65	70	63	64	69	65	71	60	64
No	40	35	44	46	35	35	29	36	36	30	34	29	39	35
Don't know	*	*	1	*	1	*	1	*	*	*	1	1	1	1
Refused	*	*	*	*	*	*	-	-	*	*	*	-	-	-

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

[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	3
Divorced	9
Widowed	5
Never Married	23
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	11
High school graduate	32
Technical/trade school	5
Some college	23
College graduate	14
Some graduate school	3
Graduate degree	11
Don't know [VOL]	*
Refused [VOL]	*

Based on: N=1,001

DM4. In what year were you born?

Age group:

18-29	22
30-49	37
50-64	23
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	25
Suburban area	40
Rural area	33
Don't know [VOL]	2
Refused [VOL]	*

Based on:

N=1,001

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

Own	61
Rent	25
Other arrangement	13
Don't know [VOL]	1
Refused [VOL]	*

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	38
No	61
Don't know [VOL]	1
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	4
Three or more lines	1
Don't know [VOL]	1
Refused [VOL]	*

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	8
One	69
Two	18
Three or more	4
Don't know [VOL]	1
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	26
Cell phone	40
Both equally	34
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=653

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	35
Two	8
Three or more	3
Don't know [VOL]	2
Refused [VOL]	*

Based on:

N=300

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

Yes, born-again/evangelical	39
No	58
Don't know [VOL]	1
Refused [VOL]	1

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	21
Catholic	23
Mormon	1
Jewish	1
Muslim	1
Other religion [SPECIFY]	27
Don't belong to religious denomination	24
Don't know [VOL]	1
Refused [VOL]	2

Based on:

N=1,001

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

Yes, a Christian	84
No, not a Christian	16
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=225

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	11
A few times a year	24
Once or twice a month	11
Once a week	23
More than once a week	14
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=1,001

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

Yes	13
No	85
Don't know [VOL]	1
Refused [VOL]	1

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	71
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]	10
Multiple races [VOL]	3
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	51
\$50,000+	43
Don't know [VOL]	2
Refused [VOL]	3

Based on:

N=1,001

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	11
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	9
\$150,000 or more	6
Don't know [VOL]	4
Refused [VOL]	5

Based on:

N=1,001

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

Yes	42
No	56
Don't know [VOL]	1
Refused [VOL]	1

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	49
1	15
2	12
3	7
4	1
5-9 times	4
10-14 times	4
15-19 times	1
20-24 times	2
25 times or more	2
Don't know [VOL]	4
Refused [VOL]	1

Based on:

N=523

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

Male	49
Female	51

Based on:

N=1,001

REGION:

Northeast	19
Midwest	22
South	37
West	23

Based on:

N=1,001

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted from March 24 through March 28, 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>.