



# THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

*Interview dates (General Population): May 7 – 11, 2010*

*Interviews: 1,002 adults (general population)*

*Margin of error: +/- 4.3 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.*

[INTERVIEWER READ] The following set of questions ask about your [and your spouse/partner's] use of credit cards. When we say credit cards in these questions, we do NOT include any debit cards which merely subtract funds from a bank account.

CC1. Do you [and your spouse/partner] have any credit cards?

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Yes	68	64	67
No	31	35	33
Don't know (DO NOT READ)	-	*	-
Refused (DO NOT READ)	1	1	*
<i>Based on:</i>	<i>N=1,002</i>	<i>N=1,006</i>	<i>N=1,000</i>

[ASK IF "YES" TO CC1, ASK CC2-CC10]

CC2. Last month, did you [and your spouse/partner] make any charges or take any cash advances on a credit card?

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Yes	61	60	58
No	39	39	41
Don't know (DO NOT READ)	*	1	*
Refused (DO NOT READ)	-	*	*
<i>Based on:</i>	<i>N=769</i>	<i>N=750</i>	<i>N=766</i>

[IF CC2 = "YES" ASK:]

CC3. Have you or will you pay off all of last month's charges and/or cash advances, or will you carry some of them over? (ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Paid/pay off all	71	63	61
Carry some over	29	36	37
Don't know (DO NOT READ)	*	*	2
Refused (DO NOT READ)	-	*	*
<i>Based on:</i>	<i>N=510</i>	<i>N=474</i>	<i>N=487</i>

CC4. Right now, approximately what is the total amount you [and your spouse/partner] owe on all your credit cards after your most recent payments? (ENTER AMOUNT IN DOLLARS. IF UNSURE, ENCOURAGE BEST GUESS.)

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
0	23	24	23
\$1-\$249	10	6	7
\$250-\$499	5	5	6
\$500-\$999	9	5	7
\$1,000-\$2,999	15	12	13
\$3,000-\$9,999	20	19	20
\$10,000 or more	11	13	14
Mean	\$3.9K	\$5.6K	\$4.9K
Median	\$905	\$1.0K	\$1.0K
Don't know (DO NOT READ)	4	7	4
Refused (DO NOT READ)	5	8	8

Based on: *N=769* *N=750* *N=766*

CC5. Have you currently reached the credit limit on any of your credit cards, or not?

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Yes	9	8	10
No	90	91	89
Don't know (DO NOT READ)	-	*	-
Refused (DO NOT READ)	1	1	1

Based on: *N=769* *N=750* *N=766*

CC7. In the past six months, how many times did you did NOT pay off AT LEAST the MINIMUM amount due on any of your credit cards? (CODE "Never" as "0". ENTER EXACT AMOUNT. IF UNSURE, ENCOURAGE BEST GUESS.)

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
0	90	92	90
1	3	2	3
2 or more	6	4	7
Don't know (DO NOT READ)	1	1	1
Refused (DO NOT READ)	1	2	*

Based on: *N=769* *N=750* *N=766*

CC8. Just to confirm, you said that in the past six months you did not pay off AT LEAST THE MINIMUM AMOUNT DUE on any of your credit cards [INSERT RESPONSE FROM CC7] different times?

	5/7-11/10	11/5/09-11/9/09
Yes	73	77
No	27	23
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-

*Based on:*

*N=49*

*N=38*

CC9. In the past six months, how many times did you did NOT pay off AT LEAST the MINIMUM amount due on any of your credit cards?

	5/7-11/10	11/5/09-11/9/09
0	100	100
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-

*Based on:*

*N=13*

*N=11*

CC10. For each of the following, please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all. How about ... (INSERT & RANDOMIZE)? (READ AS NECESSARY:.) Please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all.

<b><i>I often use credit cards to finance major purchases...</i></b>	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	15	18	19
Describes somewhat	24	27	26
Does not describe	61	54	55
Don't know [VOL.]	-	*	*
Refused [VOL.]	*	*	-
<i>Based on:</i>	<i>N=769</i>	<i>N=750</i>	<i>N=766</i>

<b><i>I only put purchases on a credit card if I can pay the bill in full when it comes ...</i></b>	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	52	49	53
Describes somewhat	25	25	21
Does not describe	22	25	26
Don't know [VOL.]	-	*	-
Refused [VOL.]	*	*	-
<i>Based on:</i>	<i>N=769</i>	<i>N=750</i>	<i>N=766</i>

<b><i>I only use credit cards in emergencies, such as for medical expenses or car repairs...</i></b>	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	16	15	16
Describes somewhat	29	27	33
Does not describe	55	58	51
Don't know [VOL.]	-	*	*
Refused [VOL.]	*	*	-
<i>Based on:</i>	<i>N=769</i>	<i>N=750</i>	<i>N=766</i>

CC10. (Continued) For each of the following, please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all. How about ... (INSERT & RANDOMIZE)? (READ AS NECESSARY:) Please tell me whether the statement describes you very well, describes you somewhat or does not describe you at all.

<b><i>I don't trust myself to manage my credit card debt ...</i></b>	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	6	8	8
Describes somewhat	5	5	7
Does not describe	89	86	84
Don't know	*	*	*
Refused	-	*	-
<i>Based on:</i>	<i>N=769</i>	<i>N=750</i>	<i>N=766</i>

<b><i>I use credit cards to buy what I want even if I don't have enough money at that moment ...</i></b>	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	5	6	6
Describes somewhat	13	15	13
Does not describe	82	79	82
Don't know	-	*	-
Refused	*	*	-
<i>Based on:</i>	<i>N=769</i>	<i>N=750</i>	<i>N=766</i>

<b><i>I use credit cards because they are more convenient than paying with cash ...</i></b>	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Describes very well	35	35	42
Describes somewhat	26	29	25
Does not describe	38	36	33
Don't know	-	*	*
Refused	*	*	-
<i>Based on:</i>	<i>N=769</i>	<i>N=750</i>	<i>N=766</i>

CC11. Thinking about all of the credit card debt, if any, you now owe, how much, if any, is due to medical expenses you've had to take on? Is it...

	5/7-11/10	11/5/09-11/9/09
All or almost all of it	3	2
Most of it	2	1
About half of it	3	3
Only some of it, or	16	19
None of it	74	73
I don't have any debt [VOL.]	3	2
Don't Know [VOL.]	*	*
Refused (DO NOT READ)	*	*

Based on:

N=769

N=750

## DEBT STRESS SECTION

Now, I'd like you to think about your overall debt, including any that is on credit cards, store credit, a mortgage or home equity loan, a car loan, or any other outstanding loan you [and your spouse/partner] may have.

DS1. Now thinking about those debts you owe, how often do you worry about the total amount you [and your spouse/partner] owe in overall debt? Would you say you worry ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
<b>Total All/Most of the Time</b>	<b>21</b>	<b>23</b>	<b>19</b>
All of the time	10	11	9
Most of the time	11	12	10
<b>Some of the time</b>	<b>28</b>	<b>27</b>	<b>29</b>
<b>Hardly Ever/Not At All</b>	<b>49</b>	<b>45</b>	<b>47</b>
Hardly ever, or	23	20	26
Not at all	25	25	22
(DO NOT READ) No debt	2	4	5
(DO NOT READ) Don't know	*	*	*
(DO NOT READ) Refused	*	*	*

Based on:

N=1,002

N=1,006

N=1,000

[IF "0/NO DEBT" IN DS1, ASK DS1a; OTHERWISE, SKIP TO DS2]

DS1a. Now just to make certain, when you say that you [and your spouse/partner] have no debt, does that mean that you owe absolutely no money to anyone or for anything?

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
Yes, absolutely no debt	80	93	96
No, not what I mean	20	7	2
(DO NOT READ) Don't know	-	-	1
(DO NOT READ) Refused	-	-	-

*Based on:* *N=27* *N=42* *N=59*

DS2. How much stress does the total debt you are carrying cause to you [and your spouse/partner]? Is it... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
<b>Total Great Deal/Quite a Bit of Stress</b>	<b>20</b>	<b>22</b>	<b>17</b>
A great deal of stress	10	12	8
Quite a bit of stress	10	11	9
<b>Some stress</b>	<b>26</b>	<b>28</b>	<b>29</b>
<b>Not Very Much/No Stress At All</b>	<b>53</b>	<b>49</b>	<b>54</b>
Not very much stress, or	25	23	28
No stress at all	28	26	27
(DO NOT READ) Don't know	*	*	*
(DO NOT READ) Refused	*	1	-

*Based on:* *N=976* *N=964* *N=941*



DS3. Now, thinking ahead over the next five years, how much of a problem, if any, will the total debt you [and your spouse/partner] have taken on be for you? Will it be ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
<b>An Extreme/Large Problem</b>	<b>16</b>	<b>13</b>	<b>11</b>
An extreme problem	5	5	3
A large problem	10	8	8
<b>Medium</b>	<b>19</b>	<b>24</b>	<b>22</b>
<b>A Small Problem/No Problem At All</b>	<b>64</b>	<b>63</b>	<b>68</b>
Small, or	24	23	26
No problem at all	40	40	41
(DO NOT READ) Don't know	1	*	1
(DO NOT READ) Refused	1	1	-

*Based on:* *N=976* *N=964* *N=941*

DS4. How concerned are you that you [and your spouse/partner] never will be able to pay off these debts? Are you ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	5/7-11/10	11/5/09-11/9/09	5/28/09-6/1/09
<b>Total Very/Quite Concerned</b>	<b>17</b>	<b>14</b>	<b>12</b>
Very concerned	11	8	8
Quite concerned	6	6	4
<b>Somewhat concerned</b>	<b>18</b>	<b>17</b>	<b>15</b>
<b>Not very/Not At All Concerned</b>	<b>65</b>	<b>69</b>	<b>73</b>
Not very concerned, or	23	22	22
Not at all concerned	42	47	51
(DO NOT READ) Don't know	*	*	*
(DO NOT READ) Refused	*	1	-

*Based on:* *N=976* *N=964* *N=941*

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?

	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	1/9-14/09	12/3-8/08	11/6-10/08
<b>Total Democrat</b>	45	<b>41</b>	<b>45</b>	<b>44</b>	<b>37</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	15	14	15	14	12	18	17	14	14	20	16	18	19	17	21
Democrat – moderate	20	18	18	18	16	17	16	16	20	15	20	20	18	19	19
Independent – lean Democratic	10	9	12	12	9	8	10	9	9	11	10	9	9	8	8
None – lean Democratic	*	-	*	-	*	*	*	-	*	*	*	*	1	1	-
<b>Total Republican</b>	39	<b>40</b>	<b>34</b>	<b>33</b>	<b>32</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	10	14	11	9	9	11	10	9	11	11	9	9	8	13	13
Republican – moderate	16	12	12	12	13	10	11	11	12	12	9	13	12	13	11
Independent – lean Republican	13	14	12	12	11	10	11	13	10	9	9	8	7	7	10
None – lean Republican	*	-	*	-	-	*	*	-	*	*	*	*	1	*	-
[VOL] Independent – don't lean	2	4	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	14	15	15	18	24	19	21	19	18	17	19	17	18	15	14
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: 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 N=1,001 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?

	5/7-11/10	4/7/10- 4/12/10	10/16/08-10/20/08		9/27/08- 9/30/08
		Total	Total	Likely Voters	Likely Voters
Liberal - strongly	8	6	9	11	10
Liberal - somewhat	15	14	14	14	11
Conservative - strongly	21	21	18	20	24
Conservative - somewhat	23	23	21	18	14
Moderate	31	32	35	35	39
Don't know	3	3	2	2	2
Refused	1	1	1	*	--

*Based on:* *N=1,002* *N=1,001* *N=1,001* *N=800* *N=808*

S1. Are you currently registered to vote at your current address, or not?

	5/7-11/10
Yes	89
No	11
Not necessary in my state	*
Don't know	-
Refused	-

*Based on:* *N=1,002*

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

	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	5/28-1/09
Full-time	48	49	45	43	44	46	44	44	47	50
Part-time	13	11	14	13	15	11	10	12	13	13
Not employed	39	39	41	44	41	42	45	42	39	37
Don't know	*	-	*	-	*	*	*	-	1	*
Refused	-	*	*	*	1	1	1	1	1	1

Based on: 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

EM2. [IF "NOT EMPLOYED" IN EM1, ASK:] Are you... [READ LIST. RECORD ONLY ONE RESPONSE]

	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	5/28-1/09
Retired	42	50	49	48	47	49	52	52	48	50
Homemaker	16	18	19	15	13	16	18	15	15	17
Student	11	9	9	8	7	9	10	8	9	7
Temporarily unemployed	27	21	23	27	32	24	18	22	24	22
Don't know	4	2	*	1	1	1	2	2	2	2
Refused	-	1	-	1	*	1	*	*	2	2

Based on: N=416 N=415 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 November of last year – have you or has someone in your family lost a job as a result of economic conditions, or not?

	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
Yes (self lost job)	8	6	8	7	9	9	8	5	8	7	8	10
Yes (someone in family)	21	23	23	28	22	21	20	26	21	21	25	25
No	69	69	67	63	66	66	70	65	65	70	62	65
Both (self and family member) [VOL]	1	3	2	1	3	3	2	2	4	1	4	1
Don't know	*	-	*	-	*	-	*	*	1	1	*	*
Refused	-	*	*	-	*	*	*	1	1	*	*	-

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

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

	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
Yes	63	64	64	71	69	66	65	66	64	60	67	65
No	36	36	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=1,001 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

[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	61
Separated	1
Divorced	10
Widowed	6
Never Married	22
Don't know [VOL]	*
Refused [VOL]	1

Based on:

N=1,002

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

Less than high school graduate	7
High school graduate	36
Technical/trade school	5
Some college	23
College graduate	14
Some graduate school	3
Graduate degree	10
Don't know [VOL]	*
Refused [VOL]	1

Based on:

N=1,002

DM4. In what year were you born?

Age group:

18-29	21
30-49	38
50-64	22
65+	17
Refused	2

Based on:

N=1,002

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

Urban area	20
Suburban area	45
Rural area	33
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=1,002

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

Own	62
Rent	23
Other arrangement	14
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	40
No	59
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	25
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	10
One	66
Two	17
Three or more	7
Don't know	*
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	26
Cell phone	39
Both equally	35
Don't know	-
Refused	-

Based on:

N=676



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	50
One	36
Two	10
Three or more	2
Don't know	2
Refused	*

Based on:

N=300

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

Yes, born-again/evangelical	38
No	59
Don't know	1
Refused	2

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	27
Catholic	24
Mormon	1
Jewish	2
Muslim	1
Other religion [SPECIFY]	22
Don't belong to religious denomination	21
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	84
No, not a Christian	15
Don't know	*
Refused	1

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	14
Less often than a few times a year	12
A few times a year	21
Once or twice a month	16
Once a week	25
More than once a week	10
Don't know	*
Refused	2

Based on:

N=1,002

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

Yes	13
No	87
Don't know	*
Refused	*

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	74
Black, African-American, or Negro	11
American Indian or Alaska Native	1
Asian Indian	-
Vietnamese	-
Chinese	-
Filipino	*
Korean	-
Native Hawaiian	-
Guamanian or Chamorro	-
Samoan	-
Japanese	*
Other Asian	1
Other Pacific Islander	1
Some other race [SPECIFY]	8
Multiple races [VOL]	2
Don't know [VOL]	1
Refused [VOL]	1`

Based on:

N=940

RAC4. [ASK IF HISPANIC IN DM16] How much you feel that you personally have been a victim of discrimination because of your ethnicity? Would you say ... [READ EACH ITEM. ACCEPT ONE RESPONSE.]

	Hispanics
A lot	6
Some	26
Just a little	21
Not at all	38
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	9

Based on:

N=62

RAC5. [ASK IF BLACK/AFRICAN-AMERICAN IN DM17 OR DM18] How much do you feel that you personally have been a victim of discrimination because of your race? Would you say ... [READ EACH ITEM. ACCEPT ONE RESPONSE.]

	Black/African-Americans
A lot	18
Some	34
Just a little	25
Not at all	21
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	3

Based on:

N=83

RAC6. [ASK IF FEMALE – INTERVIEWER, DETERMINE BY VOICE OF RESPONDENT.] How much do you feel that you personally have been a victim of discrimination because of your gender? Would you say ... [READ EACH ITEM. ACCEPT ONE RESPONSE.]

	Female
A lot	9
Some	28
Just a little	20
Not at all	42
NOT FEMALE (DO NOT READ)	1
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

Based on:

N=508

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	44
\$50,000+	49
Don't know [VOL]	2
Refused [VOL]	5

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	10
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	9
\$150,000 or more	6
Don't know [VOL]	3
Refused [VOL]	8

Based on:

N=1,002

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

Yes	46
No	49
Don't know	1
Refused	4

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	52
1	12
2	11
3	2
4	3
5-9 times	5
10-14 times	3
15-19 times	1
20-24 times	1
25 times or more	2
Don't know	6
Refused	2

Based on:

N=560

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

Male	49
Female	51

Based on:

N=1,002

REGION:

	Total
Northeast	19
Midwest	23
South	36
West	22

Based on:

N=1,002

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted from May 7 through May, 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 general population adults age 18 or older.

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 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, for the general population sample, 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 4.3 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>.