



GfK Custom Research  
North America



# THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

*Interview dates: April 3-7, 2009*

*Interviews: 1,002 adults*

*Margin of error: +/- 3.1 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.*

1. On another subject, what best describes your responsibility for filing the taxes in your household? Would you say... [READ LIST. RECORD ONLY ONE RESPONSE.]

You have the primary responsibility	43
You share the responsibility equally with someone else	35
Or, you don't have the responsibility for filing taxes in your household	22
[DO NOT READ] Don't know	1
[DO NOT READ] Refused	*

Based on:

N=1,002

2. [ASK IF HAVE "PRIMARY RESPONSIBILITY" OR "SHARE RESPONSIBILITY EQUALLY" IN Q1.] What best describes the status of your federal tax return for 2008? [READ LIST. RECORD ONLY ONE RESPONSE.]

You have already filed your return	71
You have started working on your return but haven't filed it yet	15
You haven't started working on your return but expect to file by the deadline	8
You plan to file for an extension	2
[DO NOT READ] Other [SPECIFY]	1
[DO NOT READ] Don't know	1
[DO NOT READ] Refused	1

Based on:

N=802

3. Did you receive any tax refunds last year, that is for any of your 2007 tax returns or not? [DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

Yes	58
No	38
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	1

Based on:

N=1,002

4. Do you expect to receive or have you received already any tax refunds this year for any of your 2008 tax returns or not? [DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

Yes	57
No	39
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	1

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

- 5a. Do you expect to have to make any tax payments with your 2008 returns or not? [DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

Yes	19
No	77
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	1

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

- 5b. [ASK IF "YES" IN Q5A.] How likely would you be to use a credit card to pay your taxes due for your 2008 tax returns? Would you say... [READ LIST. RECORD ONLY ONE RESPONSE.]

Very likely	4
Somewhat likely	4
Somewhat unlikely	3
Very unlikely	86
Already paid with credit card	*
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	--

*Based on:* *N=236*

- 6a. [ASK IF "YES" IN Q4.] What do you expect to do with your tax refund this year? Will you... [READ LIST. RANDOMIZE FIRST 5 RESPONSES. RECORD ALL THAT APPLY.]

Any (net)	98
Save or invest it	35
Pay off bills	54
Pay down debt	37
Spend it	38
Use it as a down-payment for a home or car	10
[DO NOT READ] Other [SPECIFY]	2
[DO NOT READ] Don't know	2
[DO NOT READ] Refused	*

Based on:

N=533

- 6b. [ASK IF "YES" IN Q4 AND "SAVE OR INVEST" in Q.6a] How will you save or invest your refund? Will you... [READ LIST. RANDOMIZE FIRST 5 RESPONSE OPTIONS, ALWAYS READ RESPONSE 6 LAST. RECORD ALL THAT APPLY.]

Any (net)	94
Use it as a contribution to an IRA or other retirement savings plan	18
Deposit it in a savings account	72
Buy stocks or bonds	12
Buy real estate	9
Contribute to a college savings fund	20
[READ LAST] Or, invest it some other way? [SPECIFY]	23
Other	13
[DO NOT READ] Don't know	6
[DO NOT READ] Refused	*

Based on:

N=206

- 6c. [ASK IF "YES" IN Q4 AND "PAY OFF BILLS" IN Q6a.] What kind of bills will you pay off? [READ LIST. RANDOMIZE FIRST 3 RESPONSE OPTIONS, ALWAYS READ RESPONSE 4 LAST. RECORD ALL THAT APPLY.]

Any (net)	96
Credit card bills	58
Utility bills	36
Make your rent or mortgage payment	32
[READ LAST] Or, will you pay some other kind of bill? [SPECIFY]	37
[DO NOT READ] None	*
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	1

Based on:

N=261

- 6d. [ASK IF "YES" IN Q4 AND "PAY DOWN DEBT" IN Q6a.] What kind of debt will you pay down? [READ LIST. RANDOMIZE FIRST 5 RESPONSE OPTIONS, ALWAYS READ RESPONSE 6 LAST. RECORD ALL THAT APPLY.]

Any (net)	97
Student loan debt	19
Credit card debt	64
Personal loans	22
Mortgage loans	20
Home equity loans	11
[READ LAST] Or, some other kind of debt? [SPECIFY]	23
[DO NOT READ] Other	16
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	--

Based on:

N=190

- 6e. [ASK IF "YES" IN Q4 AND "SPEND IT" IN Q6a.] And how will you spend your tax refund? Will you... [READ LIST. RANDOMIZE FIRST 3 RESPONSE OPTIONS, ALWAYS READ RESPONSE 4 LAST. RECORD ALL THAT APPLY.]

Any (net)	92
Use it for everyday needs like food and clothing	45
Go on a vacation	30
Go on a shopping spree	13
[READ LAST] Or, spend it some other way? [SPECIFY]	40
[DO NOT READ] Don't know	7
[DO NOT READ] Refused	--

Based on:

N=198

- 6f. [ASK IF "YES" IN Q4 AND "USE IT AS A DOWN PAYMENT FOR A HOME OR CAR" IN Q6a.] And will you use it as a down payment for... [READ LIST. RANDOMIZE. RECORD ALL THAT APPLY.]

A car	55
A home	26
[DO NOT READ] Don't know	8
[DO NOT READ] Refused	14

Based on:

N=33

D1. Do you own or rent your home?

Own	64
Rent	33
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	*

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

D2. Are you...? [READ LIST. RECORD ONLY ONE RESPONSE]

Single, never married	27
Married	59
[READ LAST] Or, separated, widowed, or divorced	14
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	*

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

D3. Are you, yourself, currently employed... [READ LIST. RECORD ONLY ONE RESPONSE]

Full-time	47
Part-time	13
Not employed	39
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	1

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

D3a. [IF "NOT EMPLOYED" IN Q3, ASK:] Are you... [READ LIST. RECORD ONLY ONE RESPONSE]

Retired	47
Homemaker	20
Student	9
Temporarily unemployed	21
[DO NOT READ] Don't know	3
[DO NOT READ] Refused	*

*Based on:* *N=445*

D3b. [IF “NOT EMPLOYED” IN Q3 AND “TEMPORARILY UNEMPLOYED” IN Q3a, ASK:]  
When was the last time you worked for pay? [DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

Less than 1 year ago	66
1-2 years	21
3-4 years	3
5-9 years	4
10 years or more	5
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	--

Based on:

N=60

- D4. Including yourself, how many people are there living in your household?  
 D4a. How many of these are adults, 18 or older?  
 D4b. How many are children 12 To 17?  
 D4c. How many are children 6 To 11?  
 D4d. How many are children under 6?

	0	1	2	3	4	5	6	7	8+	No child. In HH	DK	REF.
D4	--	11	30	21	22	9	4	1	1	NA	--	1
D4a	--	18	54	19	8	2	*	--	1	NA	--	--
D4b	20	14	5	2	1	*	--	--	--	59	--	--
D4c	24	11	6	*	--	--	--	--	--	59	--	--
D4d	25	11	4	1	*	--	--	--	--	59	--	--

N=1,002

- D5. What is your age? [DO NOT READ LIST. ASK EXACT AGE; CODE INTO RANGES BELOW.]

18-20	5
21-24	8
25-29	9
30-34	9
35-39	14
40-44	15
45-49	6
50-54	7
55-59	6
60-64	5
65-69	5
70-74	5
75 and over	6
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	2

*Based on:*

*N=1,002*

- D6. What is the last grade of school you completed? [DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

Less than high school graduate	7
High school graduate	37
Some college/2 year Associate's Degree	28
Graduated college (4 year)	17
Post graduate school	10
Trade/Technical [Other]	1
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	1

*Based on:*

*N=1,002*



- D7. We try to classify people into broad income groups. To do this, would you please tell me which of the following categories most closely represents your annual household income? [READ LIST. RECORD ONLY ONE RESPONSE.]

Under \$15,000	9
\$15,000-less than \$20,000	7
\$20,000-less than \$25,000	6
\$25,000-less than \$30,000	9
\$30,000-less than \$40,000	10
\$40,000-less than \$50,000	8
\$50,000-less than \$75,000	15
\$75,000-less than \$100,000	12
\$100,000-less than \$125,000	6
\$125,000-less than \$150,000	2
\$150,000 and over	3
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	12

Based on:

N=1,002

- D8a. Are you of Hispanic or Latino origin or descent?  
 D8b. Which of the following best describes your race? Are you... [READ LIST.]

White	70
Black	12
Asian	1
Hispanic	9
Other	5
[DO NOT READ] Refused	2

Based on:

N=1,002

- D9a. Now I'd like to ask, 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.

No lines	19
One Line	74
Two lines	5
Three or more lines	1
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	*

Based on:

N=1,002

D9b. And on how many different cell-phone numbers, if any, could I have reached you for this call?

No lines	16
One Line	46
Two lines	25
Three or more lines	10
[DO NOT READ] Don't know	--
[DO NOT READ] Refused	*

Based on:

N=1,002

D9c. [IF Q. 9a >0 AND Q. 9b >0, 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	33
Cell phone	33
Both equally	34
[DO NOT READ] Don't know	1
[DO NOT READ] Refused	--

Based on:

N=702

[IF LANDLINE SAMPLE, THANK AND TERMINATE. IF CELLPHONE SAMPLE, CONTINUE:]

SEX:

Male	48
Female	52

Based on:

N=1,002

REGION:

Northeast	19
Midwest	23
South	36
West	22

Based on:

N=1,002

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted April 3-7, 2009, by GfK Roper Public Affairs & Media – a division of GfK Custom Research North America – as part of an omnibus survey. This telephone poll is based on a nationally-representative probability sample of 1,002 adults age 18 or older. The interviews were conducted with 812 respondents on landlines and 190 on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The survey sample included the contiguous 48 states, Alaska and Hawaii. All interviews were conducted in English.

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 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 3.1 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.

Details about all AP-GfK Polls are available at <http://www.ap-gfkipoll.com>.