



# THE AP-GfK POLL

## November, 2010

Conducted by GfK Roper Public Affairs & Corporate Communications

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

*Interview dates: November 18 – 22, 2010*

*Number of interviews: 1,000*

*Margin of error for the total sample: +/- 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.*

**ASK IF UNDER AGE 65:**

MED1. When people of your generation are old enough to receive Medicare benefits, do you think those benefits will be better, worse or about the same as they are today? **(IF BETTER/WORSE:)** Is that much (better/worse) or a little (better/worse)?

	11/18-22/10
<b>Total better</b>	<b>10</b>
Much better	4
A little better	6
<b>About the same</b>	<b>30</b>
<b>Total worse</b>	<b>60</b>
Much worse	37
A little worse	23

*Based on:*

*N=722*

**ASK IF AGE 65 OR OVER:**

MED1a. Are the Medicare benefits that people of your generation receive today better, worse, or about the same as what you expected? **(IF BETTER/WORSE:)** Is that much (better/worse) or a little (better/worse)?

	11/18-22/10
<b>Total better</b>	<b>18</b>
Much better	11
A little better	7
<b>About the same</b>	<b>67</b>
<b>Total worse</b>	<b>16</b>
Much worse	8
A little worse	8

*Based on:*

*N=267*

MED2. How likely it is that you will be able to rely on Medicare benefits to provide for your basic health care needs throughout your entire retirement? Would you say that is...?

	11/18-22/10
<b>Total likely</b>	<b>18</b>
Extremely likely	7
Very likely	11
Somewhat likely	37
<b>Total unlikely</b>	<b>43</b>
Not too likely	23
Not likely at all	21
Don't know [DO NOT READ]	1
Refused [DO NOT READ]	-

Based on:

N=1,000

MED3. Which comes closest to your view...?

RANDOMIZE	11/18-22/10
It's important to maintain the Medicare system for future generations, so I wouldn't mind if my benefits are cut in order to preserve it for the future	38
I paid into the system and supported the generation before me, so I deserve my full Medicare benefits and don't want to accept any cuts	58
Don't know [DO NOT READ]	4
Refused [DO NOT READ]	1

Based on:

N=1,000

MED4. Would you favor, oppose or neither favor nor oppose phasing out the Medicare program, and replacing it with a new program where the government would provide all seniors with a fixed payment to help them buy private medical insurance of their choice? **FOR EACH FAVOR/OPOSE:** Would you strongly (favor/oppose) or somewhat (favor oppose) that?

	11/18-22/10
<b>Total favor</b>	<b>35</b>
Strongly favor	17
Somewhat favor	18
<b>Neither favor nor oppose</b>	<b>10</b>
<b>Total oppose</b>	<b>51</b>
Somewhat oppose	16
Strongly oppose	35
Don't know [DO NOT READ]	4
Refused [DO NOT READ]	*

Based on:

N=1,000

MED5. Currently all Americans are eligible to receive Medicare at age 65, but the Social Security retirement age is gradually being increased to 67. Would you favor, oppose or neither favor nor oppose increasing the age at which people are eligible to receive Medicare to age 67? **FOR EACH FAVOR/OPOSE:** Would you strongly (favor/oppose) or somewhat (favor oppose) that?

	11/18-22/10
<b>Total favor</b>	<b>31</b>
Strongly favor	14
Somewhat favor	18
<b>Neither favor nor oppose</b>	<b>10</b>
<b>Total oppose</b>	<b>57</b>
Somewhat oppose	18
Strongly oppose	38
Don't know [DO NOT READ]	2
Refused [DO NOT READ]	*

Based on:

N=1,000

MED6. The Medicare tax is now 2.9 percent on the wages of all Americans, and those taxes are now divided so that half is paid by workers and half by their employers. In order to maintain Medicare benefits, would you favor, oppose or neither favor nor oppose increasing the Medicare tax by one percentage point, to 3.9 percent, still equally divided between workers and employers? **FOR EACH FAVOR/OPPOSE:** Would you strongly (favor/oppose) or somewhat (favor oppose) that?

	11/18-22/10
<b>Total favor</b>	<b>50</b>
Strongly favor	21
Somewhat favor	28
<b>Neither favor nor oppose</b>	<b>14</b>
<b>Total oppose</b>	<b>34</b>
Somewhat oppose	15
Strongly oppose	19
Don't know [DO NOT READ]	2
Refused [DO NOT READ]	*

*Based on:*

*N=1,000*

MED7. Medicare doesn't currently include vision and dental coverage. Would you favor, oppose or neither favor nor oppose adding dental and vision coverage for Medicare at an extra charge for Medicare recipients?

	11/18-22/10
<b>Total favor</b>	<b>67</b>
Strongly favor	38
Somewhat favor	29
<b>Neither favor nor oppose</b>	<b>9</b>
<b>Total oppose</b>	<b>24</b>
Somewhat oppose	13
Strongly oppose	11
Don't know [DO NOT READ]	1
Refused [DO NOT READ]	*

*Based on:*

*N=1,000*

MED8. If you had to choose, which would you prefer?

ROTATE	11/18-22/10
Raising the age at which people can get Medicare but keeping the benefits the same, <b>OR</b>	60
Keeping the age at which people can get Medicare the same as it is now, but reducing the benefits	31
Don't know [DO NOT READ]	7
Refused [DO NOT READ]	2

*Based on:*

*N=1,000*

MED9. If you had to choose, which would you prefer?

ROTATE	11/18-22/10
Raising Medicare taxes so that the benefits can be kept the same, <b>OR</b>	61
Keeping the Medicare taxes at the same rate they are at now, but reducing the benefits	31
Don't know [DO NOT READ]	6
Refused [DO NOT READ]	2

*Based on:*

*N=1,000*

MED10. And, again, if you had to choose, which would you prefer?

ROTATE	11/18-22/10
Cutting payments to doctors and keeping copayments and deductibles the same for Medicare recipients, even if that means some doctors would no longer be willing to accept Medicare patients, <b>OR</b>	38
Raising copayments and deductibles for Medicare recipients so that payments to doctors don't have to be cut, and more doctors keep accepting Medicare patients	54
Don't know [DO NOT READ]	7
Refused [DO NOT READ]	2

*Based on:*

*N=1,000*

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?

	11/18-22/10	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	2/12-17/09
<b>Total Democrat</b>	<b>45</b>	<b>39</b>	<b>43</b>	<b>42</b>	<b>44</b>	<b>43</b>	<b>46</b>	<b>45</b>	<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>
Democrat – strong	13	14	16	20	16	14	15	15	14	15	14	12	18	17	14	14	20	16	18
Democrat – moderate	16	17	16	13	15	18	19	20	18	18	18	16	17	16	16	20	15	20	20
Independent – lean Democratic	16	9	11	9	13	12	12	10	9	12	12	9	8	10	9	9	11	10	9
None – lean Democratic	*	*	*	*	1	*	-	*	-	*	-	*	*	*	-	*	*	*	*
<b>Total Republican</b>	<b>42</b>	<b>38</b>	<b>40</b>	<b>48</b>	<b>40</b>	<b>39</b>	<b>35</b>	<b>39</b>	<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>
Republican – strong	12	13	12	18	12	11	9	10	14	11	9	9	11	10	9	11	11	9	9
Republican – moderate	12	15	13	14	13	14	15	16	12	12	12	13	10	11	11	12	12	9	13
Independent – lean Republican	18	11	14	15	15	14	11	13	14	12	12	11	10	11	13	10	9	9	8
None – lean Republican	-	-	*	1	-	-	*	*	-	*	-	-	*	*	-	*	*	*	*
[VOL] Independent – don't lean	10	6	3	2	3	5	4	2	4	5	5	7	6	5	8	5	5	7	6
[VOL] None – don't lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[VOL] Other	2	*	*	*	-	*	*	*	*	1	1	*	*	*	*	1	*	*	*
Don't know	1	16	15	7	13	14	15	14	15	15	18	24	19	21	19	18	17	19	17
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: N=1,000 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 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?

	11/18-22/10	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	10/16-20/08		9/27-30/08
	Total	Total	Total	Likely Voters	Total	Total	Total	Total	Total	Total	Likely Voters	Likely Voters
Liberal - strongly	6	8	9	10	10	10	11	8	6	9	11	10
Liberal - somewhat	13	11	14	11	12	15	11	15	14	14	14	11
Conservative - strongly	23	22	22	29	20	20	21	21	21	18	20	24
Conservative - somewhat	24	24	22	18	25	21	23	23	23	21	18	14
Moderate	31	33	31	31	31	33	32	31	32	35	35	39
Don't know	3	1	2	1	3	2	1	3	3	2	2	2
Refused	1	1	1	*	1	*	1	1	1	1	*	--

Based on: N=1,000 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 N=808



[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	3
Divorced	10
Widowed	5
Never Married	20
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,000

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

Less than high school graduate	8
High school graduate	34
Technical/trade school	5
Some college	24
College graduate	15
Some graduate school	3
Graduate degree	11
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,000

DM4. In what year were you born?

Age group:

18-29	21
30-49	37
50-64	24
65+	17
Refused [VOL]	1

Based on:

N=1,000

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

Urban area	25
Suburban area	39
Rural area	33
Don't know [VOL]	2
Refused [VOL]	2

Based on:

N=1,000

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

Own	62
Rent	25
Other arrangement	11
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,000

**[ASK IF HOMEOWNER (DM6=1)]**

DMHO. Do you currently have a home mortgage or home equity loan, or not?

Yes	68
No	32
Don't know [VOL]	-
Refused [VOL]	1

Based on:

N=734

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

Yes	37
No	62
Don't know [VOL]	-
Refused [VOL]	1

Based on:

N=1,000

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	3
Three or more lines	1
Don't know [VOL]	*
Refused [VOL]	1

Based on:

N=1,000

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

None	13
One	62
Two	16
Three or more	6
Don't know [VOL]	1
Refused [VOL]	2

Based on:

N=1,000

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	25
Cell phone	39
Both equally	35
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=637

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	55
One	30
Two	8
Three or more	7
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=300

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

Yes, born-again/evangelical	41
No	56
Don't know [VOL]	1
Refused [VOL]	2

Based on:

N=1,000

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	22
Mormon	1
Jewish	2
Muslim	*
Other religion [SPECIFY]	22
Don't belong to religious denomination	21
Don't know [VOL]	1
Refused [VOL]	3

Based on:

N=1,000

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

Yes, a Christian	91
No, not a Christian	8
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=186

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	13
Less often than a few times a year	10
A few times a year	23
Once or twice a month	15
Once a week	25
More than once a week	11
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=1,000

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

Yes	12
No	86
Don't know [VOL]	-
Refused [VOL]	2

Based on:

N=1,000

- 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	*
Asian Indian	*
Vietnamese	-
Chinese	*
Filipino	1
Korean	-
Native Hawaiian	*
Guamanian or Chamorro	-
Samoan	-
Japanese	-
Other Asian	*
Other Pacific Islander	-
Some other race [SPECIFY]	10
Multiple races [VOL]	1
Don't know [VOL]	1
Refused [VOL]	3

Based on:

N=1,000

- 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+	46
Don't know [VOL]	2
Refused [VOL]	5

Based on:

N=1,000

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	7
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	14
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	11
\$150,000 or more	6
Don't know [VOL]	3
Refused [VOL]	8

Based on:

N=1,000

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

Yes	36
No	59
Don't know [VOL]	1
Refused [VOL]	4

Based on:

N=1,000

[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	16
2	11
3	2
4	2
5-9 times	6
10-14 times	3
15-19 times	1
20-24 times	1
25 times or more	1
Don't know [VOL]	5
Refused [VOL]	1

Based on:

N=455

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

Male	49
Female	51

Based on:

N=1,000

REGION:

	Total
Northeast	19
Midwest	22
South	37
West	22

Based on:

N=1,000



## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted from November 18 through November 22, 2010, 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 1,000 general population adults age 18 or older.

Interviews were conducted with 700 respondents on landlines and 300 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample includes 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 4.3 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>.