



GfK Custom Research
North America



THE AP-NBC UNIVERSAL POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: November 5 – November 9, 2009

Interviews: 1,006 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.

ENVIRONMENT

ENV1. How much personal responsibility do you think people have to protect the environment? A great deal, a lot, a moderate amount, a little, or none?

	11/5/09- 11/9/09
Great Deal/A lot	60
A great deal	41
A lot	19
A moderate amount	28
A little/None	12
A little	9
None	3
Don't know [VOL.]	*
Refused (DO NOT READ)	*

Based on:

N=1,006

ENV2. How much responsibility do you think companies have to protect the environment? A great deal, a lot, a moderate amount, a little, or none?

	11/5/09- 11/9/09
Great Deal/A lot	71
A great deal	54
A lot	17
A moderate amount	19
A little/None	10
A little	8
None	2
Don't know [VOL.]	*
Refused (DO NOT READ)	-

Based on:

N=1,006

ENV3. During the past year, how much did you think about the impact that you, personally had on the natural environment – a great deal, a lot, a moderate amount, a little, or none at all?

	11/5/09-11/9/09
Great Deal/A lot	32
A great deal	16
A lot	17
A moderate amount	30
A little/None	37
A little	25
None	13
Don't know [VOL.]	*
Refused (DO NOT READ)	-

Based on:

N=1,006

ENV3A. (IF ANSWERED "GREAT DEAL," "A LOT," "MODERATE AMOUNT," OR "A LITTLE" TO ENV3, ASK:) Have you mostly helped the environment or mostly hurt the environment?

	11/5/09-11/9/09
Mostly helped	79
Mostly hurt	16
Have had no effect (VOL.)	3
Don't know (VOL.)	2
Refused (VOL.)	*

Based on:

N=896

ENV4. For each of the following actions, please tell me if you think this would help the environment a lot, a great deal, a moderate amount, a little or not help the environment at all if more people did these things. How about...

(READ AS NECESSARY: Would it help the environment a great deal, a lot, a moderate amount, a little, or not help the environment at all if more people did this?)

(RANDOMIZE)	A great deal	A lot	A mod. amount	A little	Not help at all	Don't Know	Refused
Recycling bottles and cans	44	25	18	10	2	*	-
Reusing water bottles	34	21	21	12	11	1	*
Carpooling or taking mass transit	41	22	21	9	5	1	*
Buying recycled paper products	40	22	21	14	4	*	-
Bringing your own shopping bags to stores	34	18	23	17	9	*	-
Buying a hybrid automobile	29	16	26	15	11	3	*
Turning down thermostats by two degrees	35	18	25	17	5	*	-
Buying energy-efficient household appliances	39	23	22	13	2	*	-
Washing laundry in cold water	30	14	26	18	10	1	*
Installing energy-saving insulation in your home	45	24	18	11	2	*	-
Eating less meat	14	9	23	17	34	4	*

Based on: N=1,006

ENV5. And how likely would you be to make a special effort to do each of the following?
Extremely likely, very likely, moderately likely, somewhat likely, or not at all likely?

(READ AS NECESSARY: How likely would you be to make a special effort to do this? Extremely likely, very likely, moderately likely, somewhat likely, or not at all likely?)

(RANDOMIZE)	Extremely likely	Very Likely	Mod. likely	Some-what likely	Not at all likely	Don't Know	Refused
Recycling bottles and cans	42	30	13	8	8	*	-
Reusing water bottles	30	22	14	9	24	1	*
Carpooling or taking mass transit	18	12	16	15	39	1	*
Buying recycled paper products	33	26	18	15	8	*	-
Bringing your own shopping bags to stores	27	19	17	12	25	-	-
Buying a hybrid automobile	9	10	15	16	49	2	-
Turning down thermostats by two degrees	36	27	14	12	12	*	*
Buying energy-efficient household appliances	35	27	17	12	9	*	-
Washing laundry in cold water	35	24	15	10	16	*	-
Installing energy-saving insulation in your home	28	23	17	12	20	1	*
Eating less meat	13	10	18	13	46	1	*

Based on: N=1,006

ENV6. Which of the following do you think is harder for Americans to do?

	11/5/09-11/9/09
Using less energy	65
Using less water	34
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

Based on (Total, reduced sample):

N=938

ENV7. Which would you rather do so you use less water?

	11/5/09- 11/9/09
Skip a bath or shower	37
Wear the same clothes several days in a row	55
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	3

Based on:

N=1,006

ENV8. Which would you rather do so you use less energy?

	11/5/09- 11/9/09
Turn off some of the lights in your home	64
Turn down the heat or air conditioning in your home	35
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

Based on:

N=1,006

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?

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09	4/16/09- 4/20/09	2/12/09- 2/17/09	1/09/09- 1/14/09	12/03/08- 12/08/08	11/06/08- 11/10/08
Total Democrat	43	43	39	44	46	46	46	47	44	48
Democrat – strong	18	17	14	14	20	16	18	19	17	21
Democrat – moderate	17	16	16	20	15	20	20	18	19	19
Independent – lean Democratic	8	10	9	9	11	10	9	9	8	8
None – lean Democratic	*	*	-	*	*	*	*	1	1	-
Total Republican	31	32	33	33	32	28	30	27	33	34
Republican – strong	11	10	9	11	11	9	9	8	13	13
Republican – moderate	10	11	11	12	12	9	13	12	13	11
Independent – lean Republican	10	11	13	10	9	9	8	7	7	10
None – lean Republican	*	*	-	*	*	*	*	1	*	-
[VOL] Independent – don't lean	6	5	8	5	5	7	6	7	8	5
[VOL] None – don't lean	-	-	-	-	-	-	-	-	-	-
[VOL] Other	*	*	*	1	*	*	*	*	*	-
Don't know	19	21	19	18	17	19	17	18	15	14
Refused	-	-	-	-	-	-	-	-	-	-

Based on:

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]

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09
Full-time	46	44	44	47	50
Part-time	11	10	12	13	13
Not employed	42	45	42	39	37
Don't know (DO NOT READ)	*	*	-	1	*
Refused (DO NOT READ)	1	1	1	1	1

Based on: *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]

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09
Retired	49	52	52	48	50
Homemaker	16	18	15	15	17
Student	9	10	8	9	7
Temporarily unemployed	24	18	22	24	22
Don't know (DO NOT READ)	1	2	2	2	2
Refused (DO NOT READ)	1	*	*	2	2

Based on: *N=404 N=451 N=438 N=415 N=402*

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

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09	4/16/09- 4/20/09	2/12/09- 2/17/09
Yes (self lost job)	9	8	5	8	7	8	10
Yes (someone in family)	21	20	26	21	21	25	25
No	66	70	65	65	70	62	65
Both (self and family member) [DO NOT READ]	3	2	2	4	1	4	1
Don't know [DO NOT READ]	-	*	*	1	1	*	*
Refused [DO NOT READ]	*	*	1	1	*	*	-

Based on: *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 May of this year, has someone you know personally, other than a family member, lost a job as a result of economic conditions, or not?

	11/5/09- 11/9/09	10/1/09- 10/5/09	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09	4/16/09- 4/20/09	2/12/09- 2/17/09
Yes	66	65	66	64	60	67	65
No	34	34	32	34	39	33	35
Don't know [DO NOT READ]	*	1	1	2	1	1	1
Refused [DO NOT READ]	-	*	1	1	-	-	-

Based on: *N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,001*

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... [IF SAY "SINGLE," CLARIFY/SPECIFY BELOW:]

Married/Living as Married/Co-Habiting	62
Separated	3
Divorced	9
Widowed	6
Never Married	19
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Based on: *N=1,006*

DM2. What is the last grade of school you completed?

Less than high school graduate	12
High school graduate	31
Technical/trade school	5
Some college	24
College graduate	17
Some graduate school	3
Graduate degree	9
Don't know	*
Refused	1

Based on: *N=1,006*

DM4. In what year were you born?

Age group:

18-29	19
30-49	36
50-64	24
65+	18
Refused	3

Based on:

N=1,006

DM5. Which one of the following best describes where you live?

Urban area	22
Suburban area	41
Rural area	36
Don't know	2
Refused	1

Based on:

N=1,006

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

Own	65
Rent	22
Other arrangement	12
Don't know	*
Refused	1

Based on:

N=1,006

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

	11/5/09- 11/9/09
Yes	36
No	64
Don't know	-
Refused	-

Based on:

N=1,006

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.

No lines	21
One Line	73
Two lines	4
Three or more lines	1
Don't know	*
Refused	1

Based on:

N=1,006

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

None	17
One	62
Two	14
Three or more	6
Don't know	1
Refused	1

Based on:

N=1,006

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	32
Cell phone	30
Both equally	38
Don't know	-
Refused	-

Based on:

N=684

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	53
One	31
Two	8
Three or more	7
Don't know	2
Refused	*

Based on: *N=200*

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=1,006*

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	28
Catholic	22
Mormon	2
Jewish	2
Muslim	1
Other religion [SPECIFY]	24
Don't belong to religious denomination	21
Don't know	*
Refused	2

Based on: *N=1,006*

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

Yes, a Christian	86
No, not a Christian	14
Don't know	*
Refused	-

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	17
Less often than a few times a year	9
A few times a year	20
Once or twice a month	12
Once a week	26
More than once a week	14
Don't know	1
Refused	1

Based on:

N=1,006

DM16. [ASK EVERYONE] Are you Spanish, Hispanic, or Latino?

Yes	12
No	86
Don't know	*
Refused	2

Based on:

N=1,006

DM17. [IF SPANISH/HISPANIC/LATINO [D16=1], ASK:] In addition to being Spanish, Hispanic, or Latino, 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	75
Black, African-American, or Negro	11
American Indian or Alaska Native	*
Asian Indian	1
Native Hawaiian	*
Chinese	*
Guamanian or Chamorro	-
Filipino	-
Samoan	-
Japanese	*
Korean	*
Vietnamese	-
Other Asian	*
Other Pacific Islander	*
Some other race [SPECIFY]	7
Multiple races [DO NOT READ]	*
Don't know	1
Refused	3

Based on:

N=1,006

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	2
Refused	5

Based on:

N=1,006

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

Under \$10,000	6
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	11
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	8
\$150,000 or more	7
Don't know	3
Refused	8

Based on:

N=1,006

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

Yes	39
No	58
Don't know	1
Refused	3

Based on:

N=1,006

[ASK DM21 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	56
1	13
2	8
3	5
4	3
5-9 times	4
10-14 times	3
15-19 times	*
20-24 times	1
25 times or more	1
Don't know	5
Refused	1

Based on:

N=510

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	48
Female	52

Based on:

N=1,006

REGION:

Northeast	19
Midwest	23
South	36
West	22

Based on:

N=1,006

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted November 5th – November 9th, 2009, 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 1,006 adults age 18 or older. The interviews were conducted with 806 respondents on landlines and 200 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. Interviews were conducted in both English and Spanish.

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.

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>.