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ENERGY EFFICIENCY AND INDEPENDENCE: HOW THE PUBLIC UNDERSTANDS, LEARNS AND ACTS

**Conducted by The Associated Press-NORC Center for Public Affairs Research
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Interview dates: March 29 – April 25, 2012

Interviews: 1,008 adults

Margin of error: +/- 3.1 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

All results shown are percentages unless otherwise labeled.

Q1. Generally speaking, would you say that things in this country are headed in the right direction or in the wrong direction?

	AP-NORC 3/29 - 4/25/2012
Right direction	33
Wrong direction	62
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	1

Q2. How important are the following issues to you personally? Not at all important, slightly important, moderately important, very important or extremely important?

How about [INSERT ITEM]. Is [INSERT ITEM] not at all important, slightly important, moderately important, very important or extremely important? [READ EACH ITEM. RANDOMIZE]

AP-NORC 3/29 -4/25/2012	Total Important	Extremely important	Very important	Moderately important	Total Not Important	Slightly important	Not At All Important	DK	Ref.
The economy	86	45	41	11	4	3	1	-	*
Education	85	50	35	11	3	2	1	*	*
Health care	81	44	37	15	4	3	1	*	*
Energy	78	34	44	17	5	4	1	*	*
Gas prices	72	37	35	21	7	5	2	*	-
The federal budget deficit	71	37	33	17	10	6	4	2	1
The environment	70	30	39	22	7	6	2	*	*

Q3. There are many choices that individuals and families have to make every day, and not everything can be a high priority. For each of the following, please tell me how much of a priority it tends to be for you and your family.

How about [INSERT ITEM]. Is this not a priority at all, a low priority, a moderate priority, a high priority, or a top priority? [READ EACH ITEM. RANDOMIZE]

AP-NORC 3/29 - 4/25/2012	Total Priority	A Top Priority	A High Priority	Moderately Priority	Total Not A Priority	A Low Priority	Not a Priority at All	DK	Ref.
Having reliable transportation	84	35	49	13	3	2	1	-	-
Saving money on energy costs	69	21	48	26	5	4	1	-	-
Keeping your home cool in the summer and warm in the winter	65	21	45	28	7	4	3	*	*
Making sure your home is energy efficient	56	19	38	35	8	6	2	*	*
Reducing the amount of electricity you use	54	16	38	36	10	7	2	*	-
Buying environmentally-friendly products	38	11	27	41	20	14	6	*	-
Taking a summer vacation	19	6	13	31	50	34	16	*	*
Having the latest electronic devices	11	2	9	28	60	41	20	*	-

Q4. What does the phrase “energy efficiency” mean to you? Anything else?

OPEN-END – Results held for future release

Q5. Do you think each of the following statements is a major reason, a minor reason, or not a reason at all for this country's energy problems? How about [INSERT ITEM], is that a major reason, a minor reason, or not a reason at all for this country's energy problems? [READ EACH ITEM. RANDOMIZE]

AP-NORC 3/29 -4/25/2012	Major reason	Minor reason	Not a reason at all	DK	Ref.
People use a lot of energy and they are not willing to reduce that demand.	64	27	9	1	*
The energy industry does not do enough to make energy saving products and services more affordable.	62	26	11	2	-
The energy industry does not invest enough in clean energy sources like wind and solar.	61	25	11	2	*
People use a lot of energy and they do not know how to reduce that demand.	60	29	9	1	*
People do not do enough to support clean energy sources like wind and solar.	59	29	10	2	*
People are not willing to pay more for energy saving products and services.	52	34	11	2	1
Government limits on drilling keep the energy industry from being able to produce enough energy.	50	30	17	3	*
The energy industry does not supply enough energy to meet the demands of the people.	36	37	24	2	1

Q6. How much of a difference do you think the actions of individuals like yourself can make when it comes to solving the country's energy problems? Can your actions make...

	AP-NORC 3/29 - 4/25/2012
Total Very/Large Difference	41
A Very Large Difference	15
A Large Difference	26
A Moderate Difference	28
Total Small/No Difference	31
Only a Small Difference	23
No Difference At All	7
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Q7. How involved should the government be in finding solutions to this country's energy problems?

	AP-NORC 3/29 - 4/25/2012
Total Involved	62
Extremely Involved	39
Very Involved	23
Moderate Involved	20
Total Not Involved	17
Slightly Involved	8
Not At All Involved	10
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**Q8. Which statement comes closest to your view? When it comes to helping the country save energy...
[READ EACH ITEM. RANDOMIZE]**

Only asked among those who did not say "not at all involved" in Q7.

	AP-NORC 3/29 - 4/25/2012
The government should focus on helping the people make better choices	38
The government should focus on helping the energy industry provide better energy-saving options for consumers	58
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	2

Q9. Please tell me if you would favor, oppose, or neither favor nor oppose [INSERT ITEM]? FOR EACH FAVOR OR OPPOSE: Is that strongly (favor/oppose) or somewhat (favor/oppose)? [READ EACH ITEM. RANDOMIZE]

	Total Favor	Strongly Favor	Somewhat Favor	Neither Favor Nor Oppose	Total Oppose	Somewhat Oppose	Strongly Oppose	DK	Ref.
AP-NORC 3/29 -4/25/2012									
Government programs to teach consumers to make choices that will save energy	69	44	25	11	19	6	12	1	*
Government incentive programs that will give money to consumers to help them purchase energy-saving products	62	41	21	8	30	10	20	1	-
Government regulations that would allow energy companies to drill more oil and gas wells in the United States	58	42	16	10	30	11	19	1	1
Government incentive programs that will give money to energy companies to help them develop alternative energy sources	56	29	27	8	35	10	26	1	1
Government regulations that would limit how much energy things like cars and appliances can use	43	22	20	10	46	13	33	1	*
Government regulations that would limit how much electricity people can use in their homes	16	7	9	8	76	15	61	*	*

Q10. How serious a problem is it that the United States needs to import energy from other countries? Is that not a problem at all, only a little serious, moderately serious, very serious, or an extremely serious problem?

	AP-NORC 3/29 - 4/25/2012
Total Serious	59
Extremely Serious	34
Very Serious	25
Moderate Serious	26
Total Not Serious	14
A little serious	6
Not a Problem at All	8
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*



Q11. Which do you think is the more important reason for why the United States needs to buy energy from other countries? [READ EACH ITEM. RANDOMIZE]

	AP-NORC 3/29 - 4/25/2012
We do not produce enough of our own energy to meet the demands of the people	50
People are too wasteful with the energy that we produce on our own	45
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	3

Q12. Looking ahead to 50 years from now, how likely do you think it is that by then the United States would be able to stop buying energy from other countries and rely only on energy produced inside the country? Is that...

	AP-NORC 3/29 - 4/25/2012
Total Likely	28
Extremely Likely	12
Very Likely	16
Moderate Likely	29
Total Not Likely	40
Only a Little Likely	19
Not Likely At All	21
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

Q13. In the past twelve months, have you heard or read anything about ways to save energy, or not?

	AP-NORC 3/29 - 4/25/2012
Yes	79
No	21
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

Q13a. I'm going to read you a short list, and for each item on the list please tell me if you have or have not received information about ways to save energy from that source in the past twelve months. How about [ITEM]? [PROMPT: Have you received information about ways to save energy from [ITEM] in the past twelve months?] [INSERT EACH ITEM. RANDOMIZE]

Only asked among those who said "Yes" in Q13; N=815.

AP-NORC 3/29 -4/25/2012	Yes	No	DK	Ref.
TV News or Newspapers	83	17	1	-
Your local utility companies	78	21	1	*
Product labels or packaging	70	30	*	-
Retailers like Home Depot or Best Buy	61	38	1	-
Friends, family, co-workers	59	41	-	-
Online websites	57	43	*	*
Consumer groups, like Consumer Reports	46	53	1	*
The U.S., state or local governments	45	54	1	-
Environmental organizations like the Sierra Club	28	71	2	-
Construction contractors	23	77	*	-
Your church or place of worship	14	85	*	*

Q14. When you get information about ways to save energy from [INSERT ITEM], how much do you trust the information they provide? Would you say not at all, slightly, moderately, very much, or completely? [INSERT EACH ITEM. RANDOMIZE]

AP-NORC 3/29 - 4/25/2012	Completely/ Very Much	Completely	Very Much	Moderately	Slightly/ Not at All	Slightly	Not At All	DK	Ref.
Your local utility companies	52	17	35	32	16	12	4	-	-
Consumer groups, like Consumer Reports	48	13	35	31	20	16	4	1	*
Environmental organizations like the Sierra Club	37	13	24	32	28	16	12	2	*
Friends, family, co-workers	36	9	26	40	24	18	6	*	*
The U.S., state or local governments	35	10	25	38	26	17	10	*	*
Your church or place of worship	34	14	19	31	31	18	13	2	2
Retailers like Home Depot or Best Buy	31	7	24	43	26	19	7	*	-
Product labels or packaging	25	8	17	43	31	24	8	*	*
Construction contractors	22	6	16	41	36	24	12	*	*
TV News or Newspapers	21	6	15	49	29	23	6	*	*
Online websites	12	3	10	47	39	26	13	2	1



Q15. Over the past twelve months, have you personally done anything to try to save energy, or is that something you haven't done?

	AP-NORC 3/29 - 4/25/2012
Yes	89
No	11
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

Q15A. IF YES: Please tell me what you have done in the past twelve months to try to save energy. PROBE: Anything else?

CODED PERCENT INDICATING ITEM IN VERBATIM RESPONSE; MULTIPLE RESPONSE POSSIBLE; PERCENTS SUM TO GREATER THAN 100%.

Among those who said "Yes" in Q15

AP-NORC 3/29 -4/25/2012	Percent "have done"
Turn off lights	39
Turn down heat	26
Installed more energy saving appliance(s)	23
Drive less/walk more/bicycle more	18
Unplug things	16
New insulation	15
Turn off A/C	14
New doors/windows	12
Use less water	9
Use a programmable/automatic/digital thermostat	8
Recycle more	7
Buy/Use "green products"	6
New car with better gas mileage	4
Carpool to school/work	2
Take more public transportation	2
Do washing or other chores with cold water	2
Produce less waste/compost	1
Received a rebate from utility company	*
Received a tax incentive	*
Buy organic foods	*
Buy locally produced foods/produce	*
Home energy audits	*
Bought carbon offsets	*
Other [COLLECT VERBATIM]	58

Q16a. Now I'm going to read you a list of things that people could do to try to save energy. For each one please tell me if you think it would save a very large amount of energy, a large amount of energy, a moderate amount of energy, only a small amount of energy, or not really save any energy at all. How about [INSERT ITEM]? Would that save a very large amount of energy, a large amount of energy, a moderate amount of energy, only a small amount of energy, or not really save any energy at all? [INSERT EACH ITEM. RANDOMIZE]

	Very Large/ Large Amount	Very Large Amount	Large Amount	Moderate Amount	Small/ Not Really Any Save Any At All	Small Amount	Not Really Any Save Any At All	DK	Ref.
AP-NORC 3/29 -4/25/2012									
Buying a more fuel efficient automobile, for example one that gets 31 miles per gallon rather than 20	61	27	34	25	13	7	5	1	*
Carpooling with at least one other person to work or school	52	18	33	26	21	10	11	1	1
Installing more or better insulation in your home	52	19	32	27	19	11	8	1	1
In the winter : turning down the thermostat from 72° F to 68° F during the day and to 65° F during the night	48	18	30	33	18	11	7	1	1
In the summer : turning up the thermostat on your air conditioner from 73° F to 78° F	48	18	31	29	20	12	9	1	1
Replacing old appliances like refrigerators	38	15	23	38	23	16	7	1	*
Turning off the lights when you leave the room	38	13	25	35	26	22	4	1	*

Q17a. Please tell me how difficult would it be for you and your family to make that change in the next twelve months? Would you say not at all difficult, slightly difficult, moderately difficult, very difficult, or extremely difficult? How about [INSERT ITEM]. Would that be not at all difficult, slightly difficult, moderately difficult, very difficult or extremely difficult? [INSERT EACH ITEM. RANDOMIZE]

AP-NORC 3/29 - 4/25/2012	Extremely/ Very Difficult	Extremely Difficult	Very Difficult	Moderate Difficult	Slightly/ Not At All Difficult	Slightly Difficult	Not at all Difficult	Already Doing This	DK	Ref.
Buying a more fuel efficient automobile, for example one that gets 31 miles per gallon rather than 20	48	19	30	16	27	10	17	7	1	*
Carpooling with at least one other person to work or school	41	19	21	15	37	9	27	5	1	2
Installing more or better insulation in your home	37	15	22	17	34	11	23	10	1	1
Replacing old appliances like refrigerators	34	15	19	20	36	12	24	9	*	1
In the summer : turning up the thermostat on your air conditioner from 73° F to 78° F	17	6	11	16	61	13	49	5	1	1
In the winter : turning down the thermostat from 72° F to 68° F during the day and to 65° F during the night	14	5	8	12	64	11	53	10	*	1
Turning off the lights when you leave the room	3	1	2	6	80	8	72	11	*	*

Q18. I am going to read a list of some programs designed to increase energy savings. Please tell me whether you know nothing, very little, a moderate amount, a lot, or a great deal about each program I describe: [INSERT EACH ITEM. RANDOMIZE]

	A Lot/A Great Deal	A Great Deal	A lot	A Moderate Amount	Very Little/Nothing	Very Little	Nothing	DK	Ref.
AP-NORC 3/29 - 4/25/2012									
Phasing out incandescent light bulbs	46	16	29	30	25	16	9	*	*
Energy Star product labels	33	10	23	34	33	21	12	*	-
Fuel energy standards for cars	25	7	18	33	42	26	16	-	-
Rebates for energy savings technologies	16	4	11	28	56	30	26	*	*
Home renovation tax credits	14	5	10	20	66	36	30	*	*
Home energy audits	13	5	8	21	67	28	39	*	*
Hybrid car tax credits	12	4	9	21	66	35	32	*	-
Leadership in Energy and Environmental Design (LEED) certification	7	4	3	14	79	27	52	*	*

Q19. How often do programs like these influence your decisions to purchase products or make improvements and upgrades to your home? Would you say they influence your decision almost always, very often, some of the time, rarely, or never?

	AP-NORC 3/29 - 4/25/2012
Almost Always/Very Often	38
Almost Always	16
Very Often	22
Some of the Time	37
Rarely/Never	25
Rarely	15
Never	10
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

ASKED OF HALF SAMPLE; N=502

Q20A. Overall, do you think there are more, less, or about the same number of government programs designed to help people save energy than there were 10 years ago? Is that a lot (more/less) or somewhat (more/less)?

	AP-NORC 3/29 - 4/25/2012
A Lot More/Somewhat More	78
A Lot More	36
Somewhat More	42
About the Same	12
Somewhat Less/A Lot Less	7
Somewhat Less	3
A Lot Less	4
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	*

ASKED OF HALF SAMPLE; N=506

Q20B. Overall, do you think there are more, less, or about the same number of utility company programs designed to help people save energy than there were 10 years ago? Is that a lot (more/less) or somewhat (more/less)?

	AP-NORC 3/29 - 4/25/2012
A Lot More/Somewhat More	75
A Lot More	30
Somewhat More	45
About the Same	13
Somewhat Less/A Lot Less	8
Somewhat Less	5
A Lot Less	3
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	-

Q21. Do you think doing more to save energy will cost you money or save you money in the long run?

	AP-NORC 3/29 - 4/25/2012
Save Money	77
Cost Money	21
No Difference	1
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

Q22. Compared with other people in your community, do you think you use less, more, or about the same amount of energy? Is that a lot (more/less) or just a little (more/less)?

	AP-NORC 3/29 - 4/25/2012
A Lot More/A Little More	9
A Lot More	2
A Little More	7
About the Same	44
Somewhat Less/A Lot Less	45
A Little Less	29
A Lot Less	17
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

Q23. How much of a factor is [INSERT ITEM] in preventing people from saving more energy? Is it a major factor, a minor factor, or not a factor at all? [INSERT EACH ITEM. RANDOMIZE]

AP-NORC 3/29 -4/25/2012	Major Factor	Minor Factor	Not a Factor	DK	Ref.
The cost of energy savings products and technologies	67	26	5	1	*
A lack of knowledge or awareness about energy saving products or behaviors	61	30	7	1	1
The discomfort associated with using less energy -for example, being cold in the winter	59	32	7	1	*
The feeling that other life and family priorities are more important	55	34	9	2	*
The feeling that there are just too many things to consider when making purchases	39	46	14	1	*

Q24. How much of the responsibility do you think each of the following groups share for increasing energy savings in the U.S.? A very large amount, a lot, a moderate amount, only a little, or not at all? How about [INESRT ITEM]? [INSERT EACH ITEM. RANDOMIZE]

AP-NORC 3/29 - 4/25/2012	A Very Large Amount/ A Lot	A Very Large Amount	A lot	A Moderate Amount	Only a Little/Not at All	Only a Little	Not at All	DK	Ref.
The energy industry	65	34	31	21	12	7	5	1	1
The U.S. government	58	30	29	23	18	12	6	1	*
Individuals like yourself	57	29	28	30	13	10	3	*	*
Businesses	54	26	28	28	17	13	4	1	*
State and local government	50	24	26	30	19	14	4	1	*

Profile Questions

D1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	AP-NORC 3/29 - 4/25/2012
Democrat	31
Republican	19
Independent	26
None of these	20
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	3



- D2. 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," DK OR REFUSED ASK: Do you lean more toward the Democrats or the Republicans?

	AP-NORC 3/29 - 4/25/2012
Democrat	47
Democrat - strong	17
Democrat - moderate	14
Democrat - unknown intensity	*
Ind/None/DK/Ref. - Lean Democrat	16
Ind/None/DK/Ref. - DO NOT LEAN	9
Republican	35
Ind/None/DK/Ref. - Lean Republican	16
Republican - unknown intensity	*
Republican - moderate	10
Republican - strong	10
None/Other/DK/Refused	9
None/DK/Ref. - lean others	1
Independent - lean others	1
None - lean DK/Refused	4
DK - lean DK/Refused	1
Refused - lean DK/Refused	3

- D3. 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?

	AP-NORC 3/29 - 4/25/2012
Liberal	24
Liberal - strongly	11
Liberal - somewhat	13
Conservative	38
Conservative - strongly	20
Conservative - somewhat	17
Moderate	29
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	4

The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

D4. Are you, yourself, currently employed...

	AP-NORC 3/29 - 4/25/2012
Full-time	45
Part-time	14
Not employed	40
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

Asked of those saying "not employed" in D4.

D5. Are you...

	AP-NORC 3/29 - 4/25/2012
Retired	49
Homemaker	22
Student	10
Temporarily unemployed	17
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	1

D6. What is your marital status? Are you...

	AP-NORC 3/29 - 4/25/2012
Married/Living as Married/Co-Habiting	60
Separated	2
Divorced	8
Widowed	5
Never Married	23
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

D7. What is the last grade of school you completed?

	AP-NORC 3/29 - 4/25/2012
Less than high school graduate	9
High school graduate	28
Technical/trade school	6
Some college	29
College graduate (BA or BS)	15
Some graduate school	2
Graduate degree (PhD, MD, JD, Master's Degree)	11
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

D8. In what year were you born?

	AP-NORC 3/29 - 4/25/2012
18-29	22
30-49	33
50-64	26
65 and older	17
Refused (DO NOT READ)	3

D9. Which one of the following best describes where you live?

	AP-NORC 3/29 - 4/25/2012
Urban area	28
Suburban area	43
Rural area	28
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

D10. Do you currently own your home, rent it, or have some other arrangement?

	AP-NORC 3/29 - 4/25/2012
Own	60
Rent	29
Other arrangement	11
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1

- D11. Do you live in a detached single family home, an attached single family home like a rowhouse or townhouse, multifamily home, condo, or apartment with 2-4 units, multifamily home, condo, or apartment with 5 or more units, a mobile home, or some other type of home?**

	AP-NORC 3/29 - 4/25/2012
Detached single family home	67
Attached single family home	6
Multifamily, 2-4 units	7
Multifamily, 5 or more units	11
Mobile home	4
Other	4
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

- D12. When it comes to home repairs and renovations, do you [IF MARRIED, 'OR YOUR SPOUSE/PARTNER'] most often...?**

	AP-NORC 3/29 - 4/25/2012
Do the repairs and renovations yourself	57
Hire a contractor do the work	35
Don't do repairs or renovations (DO NOT READ)	8
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

- D13. When it comes to making decisions about buying major things for your home, who has the FINAL say?**

	AP-NORC 3/29 - 4/25/2012
You	46
Your spouse or partner	20
Someone else in the household	10
Someone else outside your household	6
Not applicable/Rent home (DO NOT READ)	*
Never made this kind of decision (DO NOT READ)	17
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

D14. When it comes to making decisions about home repairs and renovations, who has the FINAL say?

	AP-NORC 3/29 - 4/25/2012
You	44
Your spouse or partner	18
Someone else in the household	10
Someone else outside your household	11
Both equally	1
Not applicable/Rent home (DO NOT READ)	*
Never made this kind of decision (DO NOT READ)	14
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

D15. Are you the parent or guardian of one or more children under the age of 18, or not?

	AP-NORC 3/29 - 4/25/2012
Yes	34
No	65
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1

D16. How many different cell-phone numbers, if any, could I have reached you for this call?

	AP-NORC 3/29 - 4/25/2012
0	8
1	65
2	19
3	3
4	2
5 or more	1
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	2

D17. 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.

	AP-NORC 3/29 - 4/25/2012
0	33
1	62
2	3
3	*
4	*
5 or more	-
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

Asked only of those who did not say "0" in D16 and D17.

D18. 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?

	AP-NORC 3/29 - 4/25/2012
Landline	32
Cellphone	36
Both equally	31
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Asked only of those cellphone respondents

D19. How many adults, in addition to you, carry and use this cell phone at least once a week or more?

	AP-NORC 3/29 - 4/25/2012
0	42
1	36
2	12
3	4
4	*
5 or more	3
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

D24. Are you of Hispanic, Latino, or Spanish origin? [PROMPT IF NECESSARY: For Example, Mexican, Mexican American, Puerto Rican, Cuban]

	AP-NORC 3/29 - 4/25/2012
Yes	14
No	84
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

Asked of those who said "Yes" in D24

D25. In addition to being of Hispanic, Latino, or Spanish origin what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

IF not "Hispanic" in D24

D26. What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

ASKED ONLY IF RESPONDENT NEEDS "PROMPTING," INTERVIEWER SHOULD READ: Are you White, Black, Asian or some other race? BUT THE RESPONSE ARE STILL CODED INTO THE MATRIX BELOW.

	AP-NORC 3/29 - 4/25/2012
White, Caucasian	66
Black, African-American, Negro	11
American Indian, Alaska Native	2
Asian Indian	1
Native Hawaiian	-
Chinese	-
Guamanian or Chamorro	*
Filipino	1
Samoan	-
Japanese	*
Korean	*
Vietnamese	*
Other Asian	1
Other Pacific Islander	*
[VOL] Spanish, Hispanic, or Latino	4
Some other race [SPECIFY]	9
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	3

D28. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher?

INTERVIEWER NOTE: If asked, this is 'yearly' household income

	AP-NORC 3/29 - 4/25/2012
Below \$50,000 (ASK D29)	42
\$50,000+ (ASK D30)	52
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	5

Ask if "BELOW \$50K" in D28

D29. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall?

Ask if "\$50K or higher" in D28

D30. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall?

	AP-NORC 3/29 - 4/25/2012
Under \$10,000	7
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	22
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	10
\$150,000 or more	7
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	5

D32. INTERVIEWER RECORD GENDER (IF YOU ARE UNSURE, ASK THE FOLLOWING: Are you male or female?)

	AP-NORC 3/29 - 4/25/2012
Male	49
Female	51
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

REGION

	AP-NORC 3/29 - 4/25/2012
Northwest	19
Midwest	22
South	37
West	23



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Study Methodology

This AP-NORC survey was conducted from March 29 through April 25, 2012. It was made possible by a grant to the AP-NORC Center by the Joyce Foundation. AP and NORC staff collaborated on all aspects of the study, with input from NORC's Security, Energy and Environment Department, AP's subject matter experts, and the Joyce Foundation staff.

Telephone interviews were conducted with 1,008 adults age 18 or older by professional interviewers who were carefully trained on the specific survey for this study. Interviews were conducted with 752 respondents on landlines and 256 respondents on cellular telephones, for a total of 1,008 respondents. Cellular telephone respondents were offered a small monetary incentive for participating, as compensation for telephone usage charges. Interviews were conducted in both English and Spanish, depending on respondent preference. Cognitive testing was performed on a draft version of the questionnaire instrument to ensure understandability and validity of survey questions.

The final response rate was 19 percent, based on the widely accepted Council of American Survey Research Organizations (CASRO) method. Under this method, our response rate is calculated as the product of the resolution rate (78 percent), the screener rate (62 percent), and the interview completion rate (39 percent). The overall margin of error was +/- 3.1 percentage points.

Sampling weights were calculated to adjust for sample design aspects (such as unequal probabilities of selection) and for nonresponse bias arising from differential response rates across various demographic groups. Poststratification variables included age, sex, race, region, education, and landline/cellular telephone use. The weighted data, which thus reflect the U.S. general population, were used for all analyses.

All analyses were conducted using STATA (version 12), which allows for adjustment of standard errors for complex sample designs. All differences reported between subgroups of the U.S. population are at the 95 percent level of statistical significance, meaning that there is only a 5 percent (or less) probability that the observed differences could be attributed to chance variation in sampling. Additionally, bivariate differences between subgroups are only reported when they also remain robust in a multivariate model controlling for other demographic, political, and socioeconomic covariates.

A comprehensive listing of all study questions complete with tabulations of top-level results for each question is available on the AP-NORC Center for Public Affairs Research website: www.apnorc.org.

About the Associated Press-NORC Center for Public Affairs Research.

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the Associated Press-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of The Associated Press. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.