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# OBESITY IN THE U.S.: PUBLIC PERCEPTIONS

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*Interview dates: Nov. 21 – Dec. 14, 2012;*

*No interviewing was conducted on Thanksgiving Day, Nov. 22, 2012*

*Interviews: 1,011 adults*

*Margin of error: +/- 4.2 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 11/21-12/14/2012
Right direction	42
Wrong direction	52
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	1

**Q2. I'm going to mention several health issues facing people in this country today. How serious a problem is each of these issues for people in this country -- not a problem at all, only a little serious, moderately serious, very serious, or an extremely serious problem?**

**[READ EACH ITEM. RANDOMIZE]**

AP-NORC 11/21-12/14/2012	Total serious	Extremely serious	Very serious	Moderately serious	Total not serious	Only a little serious	Not a problem at all	DK	Ref.
Cancer	<b>81</b>	35	46	<b>16</b>	<b>3</b>	2	1	*	*
Overweight and obesity	<b>75</b>	33	43	<b>20</b>	<b>5</b>	3	1	*	*
Diabetes	<b>70</b>	22	48	<b>26</b>	<b>3</b>	2	1	1	*
Heart disease	<b>70</b>	21	49	<b>25</b>	<b>4</b>	3	1	2	*
Alcohol and drug abuse	<b>62</b>	26	37	<b>31</b>	<b>7</b>	5	2	*	*
Smoking and tobacco use	<b>48</b>	20	28	<b>37</b>	<b>15</b>	10	5	*	*
HIV/AIDS	<b>48</b>	20	28	<b>37</b>	<b>12</b>	10	3	3	*
Mental illness	<b>43</b>	14	29	<b>41</b>	<b>13</b>	11	2	2	*

**Q3. Doctors say that more people are becoming overweight and obese these days. I'm going to mention some things that might be causes of this problem. For each, please tell me if you think it is a major reason, a minor reason, or not a reason at all for this country's obesity problem?**

**[READ EACH ITEM. RANDOMIZE]**

AP-NORC 11/21-12/14/2012	NET Reason	Major reason	Minor reason	Not a reason at all	DK	Ref.
People spend too much time in front of TV, video game and computer screens	97	82	14	3	*	*
Fast food is inexpensive and easy to find	92	75	17	8	*	*
People don't want to change	91	64	27	9	1	*
People do not know how to control their weight	88	52	37	11	1	-
There is too much advertising of unhealthy foods, snacks and drinks	85	51	34	15	*	-
There is too much unhealthy food, snacks and drinks for sale in schools	83	45	37	14	4	*
Healthy foods are expensive	82	45	37	17	1	-
People don't have enough information about what's in their food	79	40	40	20	*	-
There are not enough safe places for people to be physically active outdoors	64	20	44	36	1	*

**Q4. How involved do you think the government should be in finding solutions to this country's obesity problem -- not at all involved, slightly involved, moderately involved, very involved, or extremely involved?**

	AP-NORC 11/21-12/14/2012
<b>Total Extremely/Very</b>	<b>33</b>
Extremely	13
Very	19
<b>Moderately</b>	<b>31</b>
<b>Total Slightly/Not at all</b>	<b>36</b>
Slightly	20
Not at all	17
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**Q5. Do you favor, oppose, or neither favor nor oppose the following government policies?**

**FOR EACH FAVOR OR OPPOSE: Is that strongly (favor/oppose) or somewhat (favor/oppose)?**

**[READ EACH ITEM. RANDOMIZE]**

AP-NORC 11/21-12/14/2012	Total favor	Strongly favor	Some-what favor	Neither favor nor oppose	Total oppose	Some-what oppose	Strongly oppose	DK	Ref.
Requiring more physical activity in schools	84	66	19	5	10	4	6	1	*
Providing nutritional guidelines and information to people about how to make healthy choices about diet and exercise	83	59	24	7	10	5	5	*	*
Funding farmers markets, bike paths and other healthy alternatives	74	51	23	7	18	6	12	1	1
Providing incentives to the food industry to produce healthier foods	73	49	24	7	20	7	13	1	*
Requiring restaurants to post calorie information on menus	70	45	25	8	22	11	11	*	*
Banning advertisements for unhealthy foods aimed at children	44	31	14	9	46	18	28	*	*
Placing a tax on the sale of unhealthy foods and drinks	31	15	16	9	59	16	43	1	*
Limiting the types or amounts of foods and drinks people can buy	15	8	7	10	74	15	59	1	*

**Q6. Some people believe that maintaining a healthy weight is up to individuals and families to deal with on their own. Others feel it is something that the whole community, including the schools, government, health care providers, and the food industry should deal with. Which is closer to your opinion?**

	AP-NORC 11/21-12/14/2012
It's something individuals should deal with on their own	52
It's something whole communities need to deal with	34
Both (DO NOT READ)	12
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**Q7. How much responsibility do you think each of the following groups has for solving the country's obesity problems? Would you say a very large amount of responsibility, a large amount, a moderate amount, a small amount of responsibility, or no responsibility at all?**

**[RANDOMIZE]**

AP-NORC 11/21-12/14/2012	Total very large/large responsibility	Very large amount	Large amount	Moderate amount	Total small/no responsibility	Small amount	None at all	DK	Ref.
Individual people	<b>88</b>	58	30	<b>8</b>	<b>4</b>	3	2	*	*
Parents and other family members	<b>87</b>	53	34	<b>10</b>	<b>3</b>	2	1	*	*
Doctors and other health care providers	<b>57</b>	24	33	<b>30</b>	<b>13</b>	10	3	*	*
The food industry	<b>53</b>	22	31	<b>26</b>	<b>21</b>	10	11	*	*
Schools	<b>50</b>	19	31	<b>32</b>	<b>17</b>	12	6	*	*
Health insurance companies	<b>33</b>	12	21	<b>31</b>	<b>35</b>	18	17	1	*
The U.S. government	<b>23</b>	9	14	<b>29</b>	<b>47</b>	22	26	*	*
State and local governments	<b>23</b>	7	16	<b>31</b>	<b>45</b>	21	24	*	*
Employers	<b>14</b>	4	10	<b>30</b>	<b>56</b>	22	34	*	*

**ORDER OF Q8 AND Q9 RANDOMIZED**

**Q8. In general, do you think it is possible for someone to be a little overweight and still be healthy, or not?**

	AP-NORC 11/21-12/14/2012
Yes, it is possible for someone to be a little overweight and healthy	89
No, it is not possible for someone to be a little overweight and healthy	11
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**Q9. In general, do you think it is possible for someone to be a lot overweight and still be healthy, or not?**

	AP-NORC 11/21-12/14/2012
Yes, it is possible for someone to be a lot overweight and healthy	23
No, it is not possible for someone to be a lot overweight and healthy	75
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**Q10. How much discrimination do you think obese people face in their daily lives because of their weight? Would you say a lot, a little, some, not very much, or none at all?**

	AP-NORC 11/21-12/14/2012
<b>Total a lot/a little</b>	<b>75</b>
A lot	65
A little	10
<b>Some</b>	<b>20</b>
<b>Total not very much/none</b>	<b>4</b>
Not very much	4
None at all	1
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**Q11. Has your health care provider ever given you advice on strategies to maintain a healthy weight or to lose weight, or not?**

	AP-NORC 11/21-12/14/2012
Yes	53
No	46
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**Q12. Has your health care provider ever talked with you about the health risks of being or becoming overweight or obese, or not?**

	AP-NORC 11/21-12/14/2012
Yes	52
No	48
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**Q13. What would you say are the most serious health impacts of being overweight or obese?  
Anything else?**

***MULTIPLE RESPONSE POSSIBLE; PERCENTS SUM TO GREATER THAN 100%.***

	AP-NORC 11/21-12/14/2012
Heart disease / heart attack / cardiovascular disease	78
Diabetes / sugar diabetes / Type II diabetes	70
High blood pressure	21
Arthritis / joint problems	15
High cholesterol / bad cholesterol	11
Depression / stress / anxiety / mental health issues	14
Stroke	10
Death / dying / dying young	8
Cancer	7
Mobility	5
Lung / respiratory	5
Kidney	1
Other, misc	39
Don't know	2
Refused	*

**Q14a. ASKED OF HALF SAMPLE:** According to the U.S. Centers for Disease Control and Prevention, approximately two-thirds of all American adults are overweight or obese and approximately \$147 billion of medical care costs per year may be attributable to obesity. Hearing this, would you now favor, oppose, or neither favor nor oppose the following government policies?

**FOR EACH FAVOR OR OPPOSE:** *Is that strongly (favor/oppose) or somewhat (favor/oppose)?*

**[READ EACH ITEM. RANDOMIZE]**

	<b>Total favor</b>	Strongly favor	Some-what favor	<b>Neither favor nor oppose</b>	<b>Total oppose</b>	Some-what oppose	Strongly oppose	DK	Ref.
AP-NORC 11/21-12/14/2012									
Providing nutritional guidelines and information to people about how to make healthy choices about diet and exercise	<b>86</b>	62	23	<b>6</b>	<b>8</b>	4	4	*	1
Requiring more physical activity in schools	<b>85</b>	68	17	<b>5</b>	<b>8</b>	3	5	1	1
Funding farmers markets, bike paths and other healthy alternatives	<b>77</b>	53	24	<b>5</b>	<b>17</b>	7	10	*	*
Requiring restaurants to post calories information on menus	<b>75</b>	50	25	<b>8</b>	<b>17</b>	9	7	*	-
Providing incentives to the food industry to produce healthier foods	<b>75</b>	49	27	<b>8</b>	<b>17</b>	7	9	*	*
Banning advertisements for unhealthy foods aimed at children	<b>55</b>	38	17	<b>5</b>	<b>39</b>	16	23	1	1
Placing a tax on the sale of unhealthy food and drinks	<b>36</b>	18	18	<b>3</b>	<b>60</b>	18	42	*	-
Limiting the types or amounts of foods and drinks people can buy	<b>19</b>	6	12	<b>6</b>	<b>75</b>	15	60	*	*



**Q14b. ASKED OF HALF SAMPLE:** According to the U.S. Centers for Disease Control and Prevention, approximately two-thirds of all American adults are overweight or obese and about 112,000 deaths per year may be attributable to obesity. Hearing this, would you now favor, oppose, or neither favor nor oppose the following government policies?

**FOR EACH FAVOR OR OPPOSE:** *Is that strongly (favor/oppose) or somewhat (favor/oppose)?*

**[READ EACH ITEM. RANDOMIZE]**

	<b>Total favor</b>	Strongly favor	Some-what favor	<b>Neither favor nor oppose</b>	<b>Total oppose</b>	Some-what oppose	Strongly oppose	DK	Ref.
AP-NORC 11/21-12/14/2012									
Providing nutritional guidelines and information to people about how to make healthy choices about diet and exercise	<b>84</b>	59	26	<b>6</b>	<b>9</b>	4	5	*	*
Requiring more physical activity in schools	<b>87</b>	64	24	<b>4</b>	<b>9</b>	3	5	*	*
Funding farmers markets, bike paths and other healthy alternatives	<b>75</b>	50	25	<b>7</b>	<b>18</b>	5	13	-	*
Providing incentives to the food industry to produce healthier foods	<b>72</b>	51	21	<b>8</b>	<b>20</b>	8	12	*	-
Requiring restaurants to post calories information on menus	<b>69</b>	44	25	<b>9</b>	<b>21</b>	8	13	*	*
Banning advertisements for unhealthy foods aimed at children	<b>50</b>	36	14	<b>8</b>	<b>41</b>	17	24	*	*
Placing a tax on the sale of unhealthy food and drinks	<b>38</b>	23	15	<b>11</b>	<b>51</b>	12	39	*	*
Limiting the types or amounts of foods and drinks people can buy	<b>20</b>	11	9	<b>10</b>	<b>69</b>	17	52	*	*

**Q15. There is a lot of talk these days about the growing numbers of people who are developing Type 2 diabetes, which many doctors say is because more people are overweight or obese. How much have you heard about this trend of increasing rates of Type 2 diabetes?**

	AP-NORC 11/21-12/14/2012
<b>A great deal/Quite a bit</b>	<b>65</b>
A great deal	42
Quite a bit	23
<b>A moderate amount</b>	<b>14</b>
<b>Only a little/Nothing at all</b>	<b>21</b>
Only a little	13
Nothing at all	7
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

**Q16a. Have you ever been told by a doctor or health professional that you have Type 2 diabetes?**

	AP-NORC 11/21-12/14/2012
Yes	11
No	89
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**Q17. As far as you know, does anyone in your family have Type 2 diabetes or not?**

	AP-NORC 11/21-12/14/2012
<b>Yes, NET</b>	<b>41</b>
Yes	38
Yes, not sure which type (DO NOT READ)	3
<b>No</b>	<b>58</b>
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**Q18. As far as you know, do any of your friends have Type 2 diabetes or not?**

	AP-NORC 11/21-12/14/2012
<b>Yes, NET</b>	<b>45</b>
Yes	43
Yes, not sure which type (DO NOT READ)	3
<b>No</b>	<b>52</b>
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	-

**Q19. Do you think you are likely, unlikely, or neither likely nor unlikely to develop Type 2 diabetes at some point in your life?**

**FOR EACH LIKELY OR UNLIKELY: Would you say very or somewhat (likely/unlikely)?**

	AP-NORC 11/21-12/14/2012
<b>Very/somewhat likely</b>	<b>21</b>
Very likely	3
Somewhat likely	18
<b>Neither likely nor unlikely</b>	<b>10</b>
<b>Very/somewhat unlikely</b>	<b>64</b>
Somewhat unlikely	25
Very unlikely	38
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	*

**Q20. How serious a condition is Type 2 diabetes for people who have been diagnosed -- not a serious condition at all, only a little serious, moderately serious, very serious, or an extremely serious condition?**

	AP-NORC 11/21-12/14/2012
<b>Extremely/very serious</b>	<b>74</b>
Extremely serious	31
Very serious	44
<b>Moderately serious</b>	<b>21</b>
<b>Only a little/not serious at all</b>	<b>2</b>
Only a little serious	2
Not serious at all	*
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

**Q21. The next few questions are about where you live. Is it easy, hard, or neither easy nor hard to...?**

**FOR EACH EASY OR HARD: Would you say very or somewhat (hard/easy)?**

**[RANDOMIZE]**

	<b>Very/ some- what easy</b>	Very easy	Some- what easy	<b>Neither easy nor hard</b>	<b>Very/ some- what hard</b>	Some- what hard	Very hard	DK	Ref.
AP-NORC 11/21-12/14/2012									
Get to a supermarket well-stocked with fresh fruit and vegetables	<b>84</b>	64	20	<b>2</b>	<b>13</b>	8	6	-	*
Get to fast food restaurants	<b>81</b>	65	16	<b>2</b>	<b>16</b>	9	7	*	*
Find safe places to be physically active outdoors	<b>81</b>	64	17	<b>4</b>	<b>15</b>	7	8	*	-
Find sidewalks or paths to jog, walk or ride bikes away from the traffic	<b>69</b>	51	18	<b>4</b>	<b>27</b>	14	14	*	-
Buy junk food or fast food when kids are on their way to or from school	<b>68</b>	53	15	<b>4</b>	<b>25</b>	12	13	3	*
Get to farmers markets, farm stands and other small stores that sell fresh fruits and vegetables	<b>62</b>	40	22	<b>4</b>	<b>34</b>	17	17	*	*
Shop, run errands and go places you want without a car	<b>34</b>	18	16	<b>3</b>	<b>63</b>	21	41	*	-

## Profile Questions

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.

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

	AP-NORC 11/21-12/14/2012
Democrat	33
Republican	21
Independent	22
None of these	20
Don't know (DO NOT READ)	*
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 11/21-12/14/2012
<b>Democrat</b>	<b>50</b>
Democrat - strong	18
Democrat - moderate	15
Democrat - unknown intensity	1
Ind/None/DK/Ref. - Lean Democrat	17
<b>Ind/None/DK/Ref. - DO NOT LEAN</b>	<b>8</b>
<b>Republican</b>	<b>34</b>
Ind/None/DK/Ref. - Lean Republican	13
Republican - unknown intensity	*
Republican - moderate	10
Republican - strong	11
<b>Ind/None/DK/Ref. - Lean Other</b>	<b>2</b>
<b>None</b>	<b>3</b>
<b>Don't know</b>	<b>*</b>
<b>Refused</b>	<b>4</b>

**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 11/21-12/14/2012
<b>Liberal</b>	<b>23</b>
Liberal - strongly	12
Liberal - somewhat	11
<b>Conservative</b>	<b>38</b>
Conservative - strongly	21
Conservative - somewhat	17
<b>Moderate</b>	<b>30</b>
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	4

**OB1. In general, how would you rate your overall health?**

	AP-NORC 11/21-12/14/2012
<b>Excellent/very good</b>	<b>42</b>
Excellent	11
Very good	31
<b>Good</b>	<b>39</b>
<b>Fair/Poor</b>	<b>19</b>
Fair	15
Poor	4
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

**OB2. When was your last visit with a primary care or family doctor for an annual exam or check-up? Was it...?**

	AP-NORC 11/21-12/14/2012
Less than 6 months ago	55
Between 6 months and 1 year ago	22
Between 1 year and 2 years ago	10
More than 2 years ago	12
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**OB3. About how much do you weigh without shoes?**

	AP-NORC 11/21-12/14/2012
Mean in pounds	177 lb.
Median in pounds	172 lb.
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	4

**OB4. About how tall are you without shoes?**

	AP-NORC 11/21-12/14/2012
Mean in inches	67 in.
Median in inches	67 in.
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

**BMI. Body Mass Index, calculated based on responses to OB3 and OB4:**

	AP-NORC 11/21-12/14/2012
Underweight	2
Normal	35
Overweight	33
Obese	25
Refused	6
Mean BMI	31.2
Median BMI	26.6

**OB5. Do you consider yourself now to be underweight, overweight, or about right?**

	AP-NORC 11/21-12/14/2012
Underweight	5
About right	48
Overweight	47
Don't know	*
Refused	*

**OB6. Have you ever been told by a doctor or health professional that you are overweight or obese?**

	AP-NORC 11/21-12/14/2012
Yes	30
No	69
Don't know	*
Refused	*

**OB7. Are you the parent or guardian of one or more children under the age of 18, or not?**

	AP-NORC 11/21-12/14/2012
Yes	34
No	65
Don't know	-
Refused	*

*Asked of those who said "Yes" in OB7*

**OB8. Do you consider any of your children to be overweight, or not?**

	AP-NORC 11/21-12/14/2012
Yes	12
No	88
Don't know	*
Refused	*

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

	AP-NORC 11/21-12/14/2012
Full-time	45
Part-time	17
Not employed	38
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*



*Asked of those saying “employed” in D4.*

**D5. When you are at work, which of the following best describes what you do? Would you say you spend your time... mostly sitting, mostly standing, mostly walking or doing light activity, or mostly doing heavy labor or physically demanding work?**

	AP-NORC 11/21-12/14/2012
Mostly sitting	35
Mostly standing	11
Mostly walking/Doing light activity	37
Mostly doing heavy labor/physically demanding work	16
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

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

	AP-NORC 11/21-12/14/2012
Married/Living as Married/Co-Habiting	54
Separated	3
Divorced	10
Widowed	6
Never Married	26
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1

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

	AP-NORC 11/21-12/14/2012
Less than high school graduate	9
High school graduate	31
Technical/trade school	4
Some college	29
College graduate (BA or BS)	17
Some graduate school	1
Graduate degree (PhD, MD, JD, Master's Degree)	10
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**D8. In what year were you born?**

	AP-NORC 11/21-12/14/2012
18-29	22
30-39	14
40-49	19
50-64	25
65 and older	17
Refused (DO NOT READ)	2

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

	AP-NORC 11/21-12/14/2012
Urban area	24
Suburban area	39
Rural area	36
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

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

	AP-NORC 11/21-12/14/2012
0	10
1	71
2	12
3	3
4	1
5 or more	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1

**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 11/21-12/14/2012
0	37
1	60
2 or more	2
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 11/21-12/14/2012
Landline	23
Cellphone	44
Both equally	32
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

*Asked only of 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 11/21-12/14/2012
0	56
1	32
2 or more	11
Don't know (DO NOT READ)	1
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 11/21-12/14/2012
Yes	14
No	85
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.]**

*Asked of those who said "No," "Don't know," or "Refused" 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? RESPONSES CODED INTO MATRIX BELOW.**

	AP-NORC 11/21-12/14/2012
White, Caucasian	68
Black, African-American, Negro	11
American Indian, Alaska Native	4
Asian Indian	1
Native Hawaiian	-
Chinese	*
Guamanian or Chamorro	-
Filipino	-
Samoan	-
Japanese	*
Korean	*
Vietnamese	-
Other Asian	1
Other Pacific Islander	*
[VOL] Spanish, Hispanic, or Latino	6
Some other race [SPECIFY]	5
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	2

**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 11/21-12/14/2012
Below \$50,000 (ASK D29)	49
\$50,000+ (ASK D30)	46
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	4

**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 11/21-12/14/2012
Under \$10,000	6
\$10,000 to under \$20,000	12
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	10
\$100,000 to under \$150,000	11
\$150,000 or more	6
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	6

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

	AP-NORC 11/21-12/14/2012
Male	49
Female	51
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

**REGION**

	AP-NORC 11/21- 12/14/2012
Northeast	18
Midwest	22
South	37
West	23



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## Study Methodology

This survey was funded and conducted by The Associated Press-NORC Center for Public Affairs Research. The survey was conducted from November 21 through December 14, 2012. No interviewing was conducted on November 22, 2012, Thanksgiving Day. NORC staff collaborated on all aspects of the study, with input from NORC's Public Health Department and AP's subject matter experts.

This nationally representative survey was conducted via telephone with 1,011 American adults age 18 or older. This group of adults included 599 respondents on landlines and 412 respondents on cellular telephones. 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. All interviews were completed by professional interviewers who were carefully trained on the specific survey for this study.

The final response rate was 21 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 (72%), the screener rate (63%), and the interview completion rate (47%). The overall margin of error was +/- 4.2 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](http://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.



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