



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: July 16-July 20, 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.

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

	7/16/09-7/20/09
Yes	37
No	63
Don't know	-
Refused	1

Based on:

N=1,006

FLU2. Were you vaccinated against the flu LAST year, with a flu shot or nasal spray, or not?

	7/16/09-7/20/09
Yes	44
No	55
Don't know	*
Refused	1

Based on:

N=1,006

FLU3A. Do you plan to be vaccinated against the regular flu this year, which does not include the H1N1 virus or swine flu, or not?

	7/16/09-7/20/09
Yes	48
No	50
Don't know	2
Refused	1

Based on:

N=1,006

FLU8. As you may know, the government may make an additional flu vaccine available this fall that would protect against the H1N1 virus, otherwise known as the swine flu. It would be available as a separate shot and would not be included in the regular flu vaccine this year. You would have to make a separate trip to the doctor or clinic to get this shot as it won't be available when the regular flu shot is administered. How likely would you be to get this separate shot for yourself, if it is available??

	7/16/09-7/20/09
Total Likely	51
Very likely	33
Somewhat Likely	18
Total Unlikely	48
Somewhat unlikely	15
Strongly unlikely	32
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

Based on:

N=1,006

FLU5. Were your children vaccinated against the flu LAST year with a flu shot or nasal spray, or not?

	7/16/09-7/20/09
Yes	40
No	58
Don't know	2
Refused	*

Based on (have children):

N=296

FLU6. Do you plan to have your children vaccinated against the regular flu this year, which does not include the H1N1 virus or swine flu, or not?

	7/16/09-7/20/09
Yes	49
No	48
Don't know	2
Refused	*

Based on (have children):

N=296

FLU10. How likely would you be to give permission to have this additional swine flu shot administered to your children at school, on a separate date from the regular flu vaccine, if it is available?

	7/16/09- 7/20/09
Total Likely	63
Very likely	40
Somewhat likely	22
Total Unlikely	36
Somewhat unlikely	8
Strongly unlikely	28
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

Based on (have children):

N=296

FLU7. How concerned are you that you or someone in your immediate family might catch the swine flu?

	7/16/09- 7/20/09
Very/somewhat concerned	43
Very concerned	17
Somewhat concerned	26
Not too/at all concerned	56
Not too concerned	31
Not at all concerned	25
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

Based on:

N=1,006

FLU12. Without knowing anything else about the swine flu vaccine being developed, how confident would you be that this vaccine would protect you and your family from the swine flu?

	7/16/09- 7/20/09
Very/somewhat confident	67
Very confident	13
Somewhat confident	54
Not too/at all confident	29
Not too confident	19
Not at all confident	10
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	1

Based on:

N=1,006

FLU13. How concerned are you that there would be side-effects from this new flu vaccine for the swine flu?

	7/16/09- 7/20/09
Very/somewhat concerned	68
Very concerned	29
Somewhat concerned	39
Not too/at all concerned	32
Not too concerned	21
Not at all concerned	12
Don't know (DO NOT READ)	-
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?

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

Based on: N=1,006 N=1,000 N=1,000 N=1,001 N=1,001 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,	60
Separated,	3
Divorced,	11
Widowed, or	7
Never Married?	19
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	2

Based on:

N=1,006

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

Less than high school graduate	10
High school graduate	30
Technical/trade school	6
Some college	23
College graduate	16
Some graduate school	2
Graduate degree	10
Don't know	1
Refused	2

Based on:

N=1,006

DM4. In what year were you born?

Age group:

18-29	18
30-49	37
50-64	23
65+	18
Refused	4

Based on:

N=1,006

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

Urban area	24
Suburban area	40
Rural area	32
Don't know	2
Refused	2

Based on:

N=1,006

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

Own	67
Rent	17
Other arrangement	13
Don't know	1
Refused	2

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	18
One Line	75
Two lines	4
Three or more lines	1
Don't know	1
Refused	2

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	18
One	58
Two	16
Three or more	5
Don't know	1
Refused	*

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	29
Cell phone	38
Both equally	33
Don't know	-
Refused	-

Based on:

N=673

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	49
One	31
Two	10
Three or more	4
Don't know	3
Refused	3

Based on:

N=202

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

Yes, born-again/evangelical	41
No	54
Don't know	2
Refused	3

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	26
Catholic	20
Mormon	3
Jewish	2
Muslim	*
Other religion [SPECIFY]	22
Don't belong to religious denomination	22
Don't know	1
Refused	4

Based on:

N=1,006

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

Yes, a Christian	89
No, not a Christian	11
Don't know	*
Refused	-

Based on:

N=180

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	16
Less often than a few times a year	13
A few times a year	18
Once or twice a month	15
Once a week	23
More than once a week	12
Don't know	1
Refused	3

Based on:

N=1,006

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

Yes	12
No	85
Don't know	1
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	77
Black, African-American, or Negro	10
American Indian or Alaska Native	1
Asian Indian	1
Native Hawaiian	*
Chinese	-
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	-
Korean	1
Vietnamese	-
Other Asian	1
Other Pacific Islander	-
Some other race [SPECIFY]	5
Multiple races [DO NOT READ]	2
Don't know	*
Refused	2

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	44
\$50,000+	48
Don't know	3
Refused	6

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	9
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	9
\$150,000 or more	5
Don't know	4
Refused	9

Based on:

N=1,006

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

Yes	44
No	51
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	48
1	15
2	9
3	6
4	5
5-9 times	5
10-14 times	4
15-19 times	*
20-24 times	*
25 times or more	2
Don't know	4
Refused	2

Based on:

N=575

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	48
Female	52

Based on:

N=1,006

REGION:

Northeast	19
Midwest	22
South	36
West	23

Based on:

N=1,006

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted July 16th – July 20th, 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 804 respondents on landlines and 202 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>.