



GfK Custom Research
North America



THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: September 3 – September 8, 2009

Interviews: 1,001 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.

ECO1. Would you say that now is a good or bad time to invest in the stock market?

	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09	4/16/09- 4/20/09	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	41	37	43	41	33	39	38
Bad time	52	57	52	53	58	51	58
Don't know	6	6	5	5	9	10	4
Refused	*	*	*	*	*	*	*

Based on: N=1,001 N=1,006 N=1,000 N=1,000 N=1,000 N=1,001 N=1,101

ECO2. And would you say that now is a good or bad time to invest in real estate?

	9/3/09- 9/8/09	7/16/09- 7/20/09	5/28/09- 6/1/09	4/16/09- 4/20/09	12/03/08- 12/08/08	11/06/08- 11/10/08	10/16/08- 10/20/08
Good time to invest	70	65	74	64	56	55	53
Bad time	28	32	25	32	37	38	43
Don't know	2	2	2	4	7	6	4
Refused	*	1	*	-	*	*	*

Based on: N=1,001 N=1,006 N=1,000 N=1,000 N=1,000 N=1,001 N=1,101

B1. Would you describe the nation's economy these days as good, poor, or neither good nor poor?

IF "GOOD," ASK: Is that very good or somewhat good?

IF "POOR," ASK: Is that very poor or somewhat poor?

IF "NEITHER," ASK: If you had to choose, do you lean more toward good or poor?

	9/3/09- 9/8/09	7/16/09- 7/20/09
Total Good	16	15
Very good	1	1
Somewhat good	5	5
Neither – lean good	10	9
[VOL] Neither – Don't lean	4	5
Total Poor	80	79
Neither – lean poor	12	11
Somewhat poor	33	32
Very poor	35	37
Don't know	1	1
Refused	-	-

Based on:

N=1,001 N=1,006

B2. And would you describe the financial situation in your own household these days as good, poor, or neither good nor poor?

IF "GOOD," ASK: Is that very good or somewhat good?

IF "POOR," ASK: Is that very poor or somewhat poor?

IF "NEITHER," ASK: If you had to choose, do you lean more toward good or poor?

	9/3/09- 9/8/09	7/16/09- 7/20/09
Total Good	58	56
Very good	13	14
Somewhat good	30	28
Neither – lean good	15	14
[VOL] Neither – Don't lean	5	6
Total Poor	37	37
Neither – lean poor	12	10
Somewhat poor	14	17
Very poor	11	11
Don't know	*	*
Refused	*	1

Based on:

N=1,001 N=1,006

ECO41. In the past month, do you think the economy got better, got worse or stayed about the same?

	9/3/09-9/8/09
Got better	25
Got worse	21
Stayed about the same	54
Don't know	*
Refused	-

Based on:

N=1,001

CUR34. Thinking about the stimulus package that was approved by Congress in February to help improve the economy, do you think that the stimulus package ...

	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09
Has helped bring about improvements to the economy	17	7	10
Did even more damage to the economy than would have happened otherwise	21	22	18
Had no real effect on the condition of the economy	21	24	14
It's too early to tell	40	47	57
Don't know [DO NOT READ]	1	1	1
Refused [DO NOT READ]	-	*	-

Based on:

N=1,001

N=1,006

N=1,000

CUR23. How confident are you that the stimulus package will work to bring about significant improvements in the U.S. economy? Very confident, somewhat confident, Not too confident, or not at all confident?

	9/3/09-9/8/09	7/16/09-7/20/09
Total Confident	40	42
Very confident	10	9
Somewhat confident	30	33
Total Not Confident	59	58
Not too confident	27	30
Not at all confident	32	28
Don't know	1	*
Refused	*	*

Based on:

N=1,001

N=981

B9. How much do you blame each of the following for the recession?

How much would you blame (Read Option; Rotate Order) for the current financial crisis—A lot, quite a bit, some, only a little, or none at all?

President Barack Obama	9/3/09-9/8/09
A lot/Quite a Bit of Blame	20
A lot	13
Quite a bit	7
Some	19
Only a Little/No Blame	61
Only a little	14
None at all	47
Don't know	1
Refused	*

Based on:

N=1,001

Continues...

President George W. Bush	9/3/09- 9/8/09
A lot/Quite a Bit of Blame	54
A lot	40
Quite a bit	14
Some	26
Only a Little/No Blame	20
Only a little	11
None at all	9
Don't know	1
Refused	-

Based on:

N=1,001

B9. (Continues) How much do you blame each of the following for the recession?

How much would you blame (Read Option; Rotate Order) for the current financial crisis—A lot, quite a bit, some, only a little, or none at all?

President Bill Clinton	9/3/09- 9/8/09
A lot/Quite a Bit of Blame	19
A lot	12
Quite a bit	7
Some	26
Only a Little/No Blame	54
Only a little	17
None at all	37
Don't know	1
Refused	*

Based on:

N=1,001

Continues...

B9. (Continues) How much do you blame each of the following for the recession?

How much would you blame (Read Option; Rotate Order) for the current financial crisis—A lot, quite a bit, some, only a little, or none at all?

The banks and lenders that made risky loans	9/3/09-9/8/09
A lot/Quite a Bit of Blame	79
A lot	63
Quite a bit	16
Some	14
Only a Little/No Blame	7
Only a little	3
None at all	4
Don't know	*
Refused	*

Based on:

N=1,001

The people who borrowed money that they could not afford to repay	9/3/09-9/8/09
A lot/Quite a Bit of Blame	65
A lot	48
Quite a bit	17
Some	20
Only a Little/No Blame	15
Only a little	9
None at all	6
Don't know	*
Refused	*

Based on:

N=1,001

The federal government for failing to regulate banks closely enough	9/3/09-9/8/09
A lot/Quite a Bit of Blame	68
A lot	52
Quite a bit	16
Some	17
Only a Little/No Blame	14
Only a little	7
None at all	7
Don't know	1
Refused	*

Based on:

N=1,001

ECO45. How confident are you that the federal government has taken enough steps to ensure that a meltdown of the financial industry could not happen again in this country?

	9/3/09-9/8/09
Total Confident	30
Very confident	3
Somewhat confident	27
Total Not Confident	70
Not too confident	38
Not at all confident	32
Don't know	1
Refused	-

Based on:

N=1,001

CUR36. How much do you worry about each of the following? Do you worry a lot, some, not much, or not at all about... [RANDOMIZE ORDER]

Facing major unexpected medical expenses...	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	2/12/09-2/17/09
Total Worried	68	61	65	64
Worry a lot	37	35	38	38
Some	31	27	27	26
Total Not Worried	31	38	35	35
Not much	13	13	10	16
Not at all	19	25	25	19
Don't know	*	*	-	*
Refused	-	*	-	*
Does not apply [DO NOT READ]	*	1	1	1

Based on:

N=1,001

N=1,000

N=1,001

N=1,001

Continues...

CUR36. (Continued) How much do you worry about each of the following? Do you worry a lot, some, not much, or not at all about... [RANDOMIZE ORDER]

Losing your job...	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	2/12/09-2/17/09
Total Worried	43	43	44	47
Worry a lot	25	25	27	28
Some	18	18	18	19
Total Not Worried	39	37	35	32
Not much	10	11	9	10
Not at all	29	26	26	22
Don't know	*	*	-	*
Refused	-	*	-	*
Does not apply [DO NOT READ]	19	20	21	21
<i>Based on:</i>	<i>N=1,001</i>	<i>N=1,006</i>	<i>N=1,000</i>	<i>N=1,001</i>

Seeing the value of your stocks and retirement investments drop...	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	2/12/09-2/17/09
Total Worried	68	64	64	69
Worry a lot	40	39	41	48
Some	28	25	23	21
Total Not Worried	25	26	23	19
Not much	9	9	8	7
Not at all	16	18	16	12
Don't know	-	*	-	*
Refused	-	*	-	*
Does not apply [DO NOT READ]	7	9	12	12
<i>Based on:</i>	<i>N=1,001</i>	<i>N=1,006</i>	<i>N=1,000</i>	<i>N=1,001</i>

Continues...

CUR36. (Continued) How much do you worry about each of the following? Do you worry a lot, some, not much, or not at all about... [RANDOMIZE ORDER]

Being unable to pay your bills...	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	2/12/09-2/17/09
Total Worried	57	59	60	65
Worry a lot	31	31	34	38
Some	26	28	26	26
Total Not Worried	43	41	39	35
Not much	15	13	10	12
Not at all	28	28	29	22
Don't know	*	*	*	-
Refused	-	*	-	*
Does not apply [DO NOT READ]	*	1	1	1

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

Having enough money to send your children to college...	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	2/12/09-2/17/09
Total Worried	47	46	50	48
Worry a lot	29	30	33	34
Some	18	17	16	14
Total Not Worried	30	27	25	21
Not much	6	4	6	5
Not at all	24	23	20	16
Don't know	-	*	-	*
Refused	-	*	-	*
Does not apply [DO NOT READ]	23	26	25	31

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

Continues...

CUR36. (Continued) How much do you worry about each of the following? Do you worry a lot, some, not much, or not at all about... [RANDOMIZE ORDER]

Being unable to keep up with your mortgage and credit card payments...	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	2/12/09-2/17/09
Total Worried	46	47	47	53
Worry a lot	24	27	28	32
Some	22	21	19	22
Total Not Worried	47	45	44	37
Not much	13	14	11	11
Not at all	34	31	33	26
Don't know	-	*	-	-
Refused	-	*	-	*
Does not apply [DO NOT READ]	7	8	9	9

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

CUR37. Looking ahead to your retirement, how confident are you that you will have enough money to live comfortably in retirement?

	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	2/12/09-2/17/09
Total Confident	50	46	51	44
Very confident	12	13	13	10
Somewhat confident	39	34	38	35
Total Not Confident	48	53	46	53
Not too confident	24	27	22	22
Not at all confident	25	26	25	31
Don't know	1	1	3	3
Refused	1	*	*	*

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

CURJ16. As you may know, it is estimated that the federal budget deficit now exceeds one trillion dollars. If you had to choose, what do you think should be the HIGHER priority?
[READ EACH ITEM.]

[RANDOMIZE ORDER]

	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09
Increasing government spending on education, health care reform, and the development of alternative energy sources, even if that means the federal budget deficit will increase even more	46	47	49
Reducing the federal budget deficit by cutting spending, even if that means the government could not enact new programs on education, health care reform, and the development of alternative energy sources	50	47	43
Don't know [DO NOT READ]	4	5	7
Refused [DO NOT READ]	1	1	*
<i>Based on:</i>	<i>N=1,001</i>	<i>N=1,006</i>	<i>N=1,000</i>

ECO7. How worried are you that increasing federal debt will harm the financial future of your children and grandchildren?

	9/3/09-9/8/09	7/16/09-7/20/09	4/16/09-4/20/09	1/09/09-1/14/09	9/27/08-9/30/08
Total Worried	79	80	79	79	79
Very worried	47	46	49	45	42
Somewhat worried	33	34	30	34	37
Total Not Worried	20	19	21	20	19
Not too worried	11	11	12	13	11
Not at all worried	9	8	9	7	8
Don't know	*	*	*	1	*
Refused	*	1	-	*	*
Does not apply [DO NOT READ]	1	1	1	1	2
<i>Based on:</i>	<i>N=1,001</i>	<i>N=1,006</i>	<i>N=1,000</i>	<i>N=1,001</i>	<i>N=1,101</i>

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?

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

Based on:

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]

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

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

EM2. [IF "NOT EMPLOYED" IN EM1, ASK:] Are you... [READ LIST. RECORD ONLY ONE RESPONSE]

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

Based on: N=438 N=415 N=402

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

	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)	5	8	7	8	10
Yes (someone in family)	26	21	21	25	25
No	65	65	70	62	65
Both (self and family member) [DO NOT READ]	2	4	1	4	1
Don't know [DO NOT READ]	*	1	1	*	*
Refused [DO NOT READ]	1	1	*	*	-

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

	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	64	60	67	65
No	32	34	39	33	35
Don't know [DO NOT READ]	1	2	1	1	1
Refused [DO NOT READ]	1	1	-	-	-

Based on: *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,	61
Separated,	2
Divorced,	11
Widowed, or	6
Never Married?	18
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	2

Based on: *N=1,001*

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

Less than high school graduate	8
High school graduate	31
Technical/trade school	6
Some college	23
College graduate	17
Some graduate school	3
Graduate degree	10
Don't know	*
Refused	2

Based on: *N=1,001*

DM4. In what year were you born?

Age group:

18-29	16
30-49	38
50-64	23
65+	19
Refused	4

Based on:

N=1,001

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

Urban area	23
Suburban area	41
Rural area	31
Don't know	3
Refused	2

Based on:

N=1,001

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

Own	71
Rent	19
Other arrangement	8
Don't know	1
Refused	3

Based on:

N=1,001

DMGN. Are you a gun owner, or not?

Yes	36
No	61
Don't know	*
Refused	3

Based on:

N=1,001

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	76
Two lines	3
Three or more lines	1
Don't know	1
Refused	2

Based on:

N=1,001

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

None	18
One	62
Two	13
Three or more	4
Don't know	-
Refused	-

Based on:

N=1,001

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	26
Cell phone	39
Both equally	36
Don't know	-
Refused	-

Based on:

N=663

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	59
One	30
Two	5
Three or more	5
Don't know	1
Refused	*

Based on: *N=200*

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	2

Based on: *N=1,001*

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	31
Catholic	19
Mormon	2
Jewish	2
Muslim	*
Other religion [SPECIFY]	19
Don't belong to religious denomination	24
Don't know	*
Refused	3

Based on: *N=1,001*

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

Yes, a Christian	87
No, not a Christian	13
Don't know	-
Refused	-

Based on: *N=151*

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	15
Less often than a few times a year	12
A few times a year	20
Once or twice a month	15
Once a week	24
More than once a week	12
Don't know	*
Refused	3

Based on:

N=1,001

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

Yes	10
No	88
Don't know	*
Refused	2

Based on:

N=1,001

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	79
Black, African-American, or Negro	11
American Indian or Alaska Native	1
Asian Indian	1
Native Hawaiian	-
Chinese	*
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	-
Korean	*
Vietnamese	-
Other Asian	*
Other Pacific Islander	-
Some other race [SPECIFY]	4
Multiple races [DO NOT READ]	1
Don't know	1
Refused	3

Based on:

N=1,001

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	41
\$50,000+	50
Don't know	3
Refused	6

Based on:

N=1,001

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

Under \$10,000	8
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	9
\$150,000 or more	4
Don't know	5
Refused	9

Based on:

N=1,001

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

Yes	47
No	48
Don't know	1
Refused	4

Based on:

N=1,001

[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	51
1	14
2	10
3	5
4	4
5-9 times	6
10-14 times	3
15-19 times	*
20-24 times	1
25 times or more	2
Don't know	3
Refused	1

Based on:

N=574

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	47
Female	53

Based on:

N=1,001

REGION:

Northeast	19
Midwest	24
South	35
West	22

Based on:

N=1,001

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted September 3rd – September 8th, 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 1,001 adults age 18 or older. The interviews were conducted with 801 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>.