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## THE AP-GfK POLL May, 2012

Conducted by GfK Roper Public Affairs & Corporate Communications

**A telephone survey of the American general population (ages 18+)**

*Interview dates: May 3 – 7, 2012*

*Number of interviews: 1,004*

*Number of registered voters: 871*

*Margin of error for the total sample: +/- 3.9 percentage points at the 95% confidence level*

*Margin of error for the registered voters: +/- 4.2 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.*



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Some questions held for later release

ELE37/

ELE38. In the election for president in November 2012, if the candidates are (Barack Obama, the Democrat) and (Mitt Romney, the Republican), for whom will you vote? [IF NEITHER/DK/REF: Do you lean more toward (Obama) or more toward (Romney)?]

	Total 5/3-7/12	Registered Voters 5/3-7/12	2/16-20/12	12/8-12/11	10/13-17/11
<b>Total Obama</b>	<b>51</b>	<b>50</b>	<b>51</b>	<b>47</b>	<b>48</b>
Initial Obama	48	47	49	45	47
Lean Obama	3	3	1	2	1
<b>Neither</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>5</b>
<b>Total Romney</b>	<b>41</b>	<b>42</b>	<b>43</b>	<b>46</b>	<b>45</b>
Initial Romney	36	39	38	43	42
Lean Romney	4	3	5	3	3
Don't know [VOL]	2	2	2	1	2
Refused [VOL]	1	1	*	*	*

Based on:

N=1,004

N=871

N=1,000

N=1,000

N=1,000

ELE38a. [IF INITIAL OBAMA/ROMNEY SUPPORTER IN ELE37] Would you say you are certain to vote for [INSERT ANSWER FROM ELE37] or is there a chance you could change your mind?

	Total 5/3-7/12	Registered Voters 5/3-7/12	Obama supporters	Romney supporters
Certain to vote for candidate	82	85	83	80
Chance could change mind	18	14	17	19
Don't know	1	1	1	1
Refused	*	-	-	*

Based on:

N=852

N=755

N=466

N=386

Some CURX2/2b held for later release. Some items from CURX2/2b previously released.

FAV1. Do you have a favorable or unfavorable impression of [INSERT NAME]?

[FOR EACH "FAVORABLE," ASK:] Is that very favorable or somewhat favorable?

[FOR EACH "UNFAVORABLE," ASK:] Is that very unfavorable or somewhat unfavorable?

[RANDOMIZE ITEMS]

<b>Barack Obama</b>	5/3-7/12	2/16-20/12	12/8-12/11	10/13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10
<b>Total favorable</b>	<b>58</b>	<b>57</b>	<b>53</b>	<b>54</b>	<b>54</b>	<b>56</b>	<b>63</b>	<b>59</b>	<b>59</b>	<b>55</b>	<b>57</b>	<b>52</b>	<b>57</b>	<b>56</b>	<b>59</b>	<b>57</b>	<b>55</b>
Very favorable	33	33	27	30	27	31	39	31	33	33	30	31	33	32	32	34	34
Somewhat favorable	25	24	26	24	27	25	25	28	26	22	28	21	24	25	27	22	22
<b>Total unfavorable</b>	<b>38</b>	<b>42</b>	<b>46</b>	<b>44</b>	<b>45</b>	<b>43</b>	<b>36</b>	<b>39</b>	<b>40</b>	<b>44</b>	<b>43</b>	<b>48</b>	<b>42</b>	<b>43</b>	<b>40</b>	<b>42</b>	<b>44</b>
Somewhat unfavorable	10	13	12	14	13	16	15	14	16	14	14	11	11	12	13	14	13
Very unfavorable	28	29	33	31	32	27	21	26	24	30	29	37	31	31	27	28	31
Don't know [VOL]	4	1	1	2	2	*	1	1	1	1	*	-	1	1	1	1	1
Refused [VOL]	*	*	*	*	*	1	-	*	*	*	*	-	*	*	*	-	1

Based on: N=1,004 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001 N=1,001 N=1,001 N=1,000 N=1,501 N=846 N=1,000 N=1,007 N=1,044 N=1,002 N=962

<b>Michelle Obama</b>	5/3-7/12	2/16-20/12	10/13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10	4/7-12/10	3/3-8/10	1/12-17/10
<b>Total favorable</b>	<b>70</b>	<b>70</b>	<b>67</b>	<b>70</b>	<b>71</b>	<b>71</b>	<b>69</b>	<b>72</b>	<b>67</b>	<b>70</b>	<b>65</b>	<b>68</b>	<b>69</b>	<b>73</b>	<b>70</b>	<b>70</b>	<b>71</b>	<b>74</b>
Very favorable	42	41	36	39	38	42	37	41	35	35	37	39	38	40	39	38	40	41
Somewhat favorable	28	28	31	31	33	29	32	31	33	35	28	29	31	33	31	32	31	33
<b>Total unfavorable</b>	<b>20</b>	<b>25</b>	<b>26</b>	<b>24</b>	<b>23</b>	<b>24</b>	<b>26</b>	<b>23</b>	<b>27</b>	<b>25</b>	<b>31</b>	<b>27</b>	<b>27</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>23</b>	<b>21</b>
Somewhat unfavorable	9	13	12	11	13	14	13	14	15	14	15	13	14	14	14	13	15	13
Very unfavorable	12	12	14	13	10	10	13	9	12	11	16	14	13	8	9	11	8	8
Don't know [VOL]	9	5	7	5	5	5	5	5	5	5	4	5	4	5	6	6	6	4
Refused [VOL]	1	1	*	1	1	1	1	*	1	1	1	*	*	1	1	1	1	1

Based on: N=1,004 N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001 N=1,001 N=1,001 N=1,000 N=1,501 N=846 N=1,000 N=1,007 N=1,044 N=1,002 N=1,001 N=1,002 N=1,008

Continues...



FAV1. (Continued) Do you have a favorable or unfavorable impression of [INSERT NAME]?  
 [FOR EACH "FAVORABLE," ASK:] Is that very favorable or somewhat favorable?  
 [FOR EACH "UNFAVORABLE," ASK:] Is that very unfavorable or somewhat unfavorable?  
 [RANDOMIZE ITEMS]

<b>Mitt Romney</b>	5/3-7/12	2/16-20/12	12/8-12/11	10/13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	11/3-8/10
<b>Total favorable</b>	<b>43</b>	<b>50</b>	<b>48</b>	<b>49</b>	<b>39</b>	<b>45</b>	<b>45</b>	<b>41</b>	<b>46</b>
Very favorable	12	14	11	13	9	9	8	9	12
Somewhat favorable	31	36	37	36	30	35	37	32	34
<b>Total unfavorable</b>	<b>43</b>	<b>43</b>	<b>39</b>	<b>37</b>	<b>41</b>	<b>35</b>	<b>35</b>	<b>33</b>	<b>31</b>
Somewhat unfavorable	19	22	22	22	25	23	21	23	20
Very unfavorable	23	21	17	15	16	12	14	10	11
Don't know [VOL]	13	7	13	14	20	19	20	26	23
Refused [VOL]	1	1	*	*	*	1	*	*	*
<i>Based on:</i>	<i>N=1,004</i>	<i>N=1,000</i>	<i>N=1,000</i>	<i>N=1,000</i>	<i>N=1,000</i>	<i>N=1,001</i>	<i>N=1,001</i>	<i>N=1,001</i>	<i>N=1,000</i>

<b>Ann Romney</b>	5/3-7/12
<b>Total favorable</b>	<b>39</b>
Very favorable	12
Somewhat favorable	27
<b>Total unfavorable</b>	<b>23</b>
Somewhat unfavorable	12
Very unfavorable	11
Don't know [VOL]	38
Refused [VOL]	1
<i>Based on:</i>	<i>N=1,004</i>

RANDOMIZE ASKING ORDER OF PRES1/PRES2:

PRES1. Do you feel you have a good idea of what policies Barack Obama would pursue if elected to a second term as president, or not?

	5/3-7/12
Yes	67
No	28
Don't know [VOL]	5
Refused [VOL]	*

*Based on:*

*N=1,004*

PRES2. Do you feel you have a good idea of what policies Mitt Romney would pursue if elected president, or not?

	5/3-7/12
Yes	44
No	48
Don't know [VOL]	8
Refused [VOL]	1

*Based on:*

*N=1,004*

PRES3. Regardless of whom you may support, who do you trust to do a better job of ... (INSERT ITEM), (ROTATE: Barack Obama OR Mitt Romney)?

RANDOMIZE	Barack Obama	Mitt Romney	Neither (VOL)	Don't Know (VOL)	Refused (VOL)
Handling the economy	46	44	4	6	*
Protecting the country	53	37	5	5	*
Handling taxes	47	41	5	7	*
Handling social issues, such as abortion and same-sex marriage	53	32	6	8	1
<i>Based on:</i> <span style="float: right;">N=1,004</span>					

PRES4. And regardless of whom you may support, which of the following candidates do you think ... (INSERT ITEM), (ROTATE: Barack Obama **OR** Mitt Romney)?

RANDOMIZE	Barack Obama	Mitt Romney	Neither (VOL)	Don't Know (VOL)	Refused (VOL)
Better understands the problems of people like you	51	33	11	5	*
Is a stronger leader	50	39	5	6	*
More often says what he really believes	54	31	10	6	*
<i>Based on:</i> <span style="float: right;">N=1,004</span>					

Some questions held for later release

S1. Are you currently registered to vote at your address, or not?

	5/3-7/12
Yes	79
No	20
VOL: Not necessary in my state	*
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,004

TP4. Do you consider yourself a supporter of the Tea Party movement, or are you not a supporter of the Tea Party movement?

	5/3-7/12	2/16-20/12	12/8-12/11	10-13-17/11	8/18-22/11	6/16-20/11	5/5-9/11	3/24-28/11	1/5-10/11	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10	6/9-14/10	5/7-11/10
<b>Supporter</b>	<b>22</b>	<b>25</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>33</b>	<b>30</b>	<b>30</b>	<b>31</b>	<b>30</b>	<b>30</b>	<b>36</b>	<b>28</b>	<b>28</b>	<b>27</b>	<b>27</b>
Strongly	7	8	10	10	9	10	8	11	11	8	9	13	10	8	13	9
Moderately	15	17	20	18	16	24	23	19	21	22	21	24	18	20	14	18
<b>Not a supporter</b>	<b>67</b>	<b>71</b>	<b>64</b>	<b>68</b>	<b>70</b>	<b>61</b>	<b>63</b>	<b>65</b>	<b>61</b>	<b>66</b>	<b>67</b>	<b>60</b>	<b>68</b>	<b>69</b>	<b>65</b>	<b>68</b>
Don't know [VOL]	10	4	6	4	5	5	7	6	7	4	4	3	4	3	7	5
Refused [VOL]	1	1	1	*	*	1	*	*	*	-	*	1	1	*	1	*

Based on:

N=1,004

N=1,000

N=1,000

N=1,000

N=1,000

N=1,001

N=1,001

N=1,001

N=1,001

N=1,000

N=1,501

N=846

N=1,000

N=1,007

N=1,044

N=1,002

*AFX2 to OBL1 previously released*

*Some questions held for later release*

PID1. Do you consider yourself a Democrat, a Republican, an independent, or none of these?

	5/3-7/12
Democrat	31
Independent	29
Republican	22
None of these	17
Don't know [VOL]	1
Refused [VOL]	*

Democrat

5/3-7/12



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?

	5/3-7/12
<b>Total Democrat</b>	<b>49</b>
Democrat – strong	16
Democrat – moderate	15
Democrat-unknown intensity	1
Independent – lean Democratic	13
None – lean Democratic	6
<b>Total Republican</b>	<b>37</b>
Republican – strong	11
Republican – moderate	10
Republican-unknown intensity	1
Independent – lean Republican	10
None – lean Republican	5
[VOL] Independent – don't lean	6
[VOL] None – don't lean	6
[VOL] Other	2
Don't know	-
Refused	-

Based on:

N=1,004

G11a. 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?]

	5/3-7/12
Liberal - strongly	10
Liberal - somewhat	13
Conservative - strongly	20
Conservative - somewhat	19
Moderate	32
Don't know	5
Refused	1

*Based on:*

*N=1,004*

[INTERVIEWER 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.

DM1. What is your marital status? Are you... [READ EACH ITEM]

Married/Living as Married/Co-habiting	49
Separated	4
Divorced	11
Widowed	9
Never Married	26
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

DM2. What is the last grade of school you completed? [READ EACH ITEM]

Less than high school graduate	10
High school graduate	30
Technical/trade school	6
Some college	24
College graduate	15
Some graduate school	3
Graduate degree	11
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

DM4. In what year were you born?

Age group:

18-29	20
30-49	36
50-64	23
65+	18
Refused [VOL]	3

Based on:

N=1,004

DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	26
Suburban area	41
Rural area	29
Don't know [VOL]	3
Refused [VOL]	2

*Based on:*

*N=1,004*

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

Own	56
Rent	28
Other arrangement	14
Don't know [VOL]	*
Refused [VOL]	2

*Based on:*

*N=1,004*

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

Yes	31
No	68
Don't know [VOL]	*
Refused [VOL]	2

*Based on:*

*N=986*

DM8. How many different landline telephone numbers, if any, are there in your home? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

None	31
One Line	63
Two lines	3
Three or more lines	1
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

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

None	8
One	73
Two	13
Three or more	5
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

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	44
Both equally	30
Don't know [VOL]	-
Refused [VOL]	1

Based on:

N=653

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	41
One	43
Two	8
Three or more	5
Don't know [VOL]	1
Refused [VOL]	2

Based on:

N=301

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

Yes, born-again/evangelical	38
No	56
Don't know [VOL]	3
Refused [VOL]	3

Based on:

N=1,004

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	24
Catholic	23
Mormon	1
Jewish	2
Muslim	1
Other religion	22
Don't belong to religious denomination	23
Don't know [VOL]	1
Refused [VOL]	4

Based on:

N=1,004

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

Yes, a Christian	83
No, not a Christian	17
Don't know [VOL]	-
Refused [VOL]	1

Based on:

N=221

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	15
A few times a year	18
Once or twice a month	12
Once a week	24
More than once a week	11
Don't know [VOL]	1
Refused [VOL]	3

Based on:

N=1,004

DM16. Are you of Hispanic, Latino or Spanish origin?

Yes	13
No	84
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=1,004

DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Hispanic, Latino or Spanish, 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, Caucasian	69
Black, African-American, Negro	11
American Indian or Alaska Native	1
Asian Indian	*
Native Hawaiian	*
Chinese	1
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	*
Korean	-
Vietnamese	*
Other Asian	1
Other Pacific Islander	*
Some other race	5
Don't know	2
Refused	4
Multiple races	5

Based on:

N=1,004



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	48
\$50,000+	43
Don't know [VOL]	2
Refused [VOL]	8

Based on:

N=1,004

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	11
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	14
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	10
\$150,000 or more	6
Don't know [VOL]	4
Refused [VOL]	11

Based on:

N=1,004

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

Yes	38
No	56
Don't know [VOL]	*
Refused [VOL]	5

Based on:

N=1,004

[ASK DM22 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	16
2	8
3	4
4	3
5-9 times	5
10-14 times	6
15-19 times	1
20-24 times	1
25 times or more	3
Don't know [VOL]	6
Refused [VOL]	1

Based on:

N=454

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

Male	49
Female	51

Based on:

N=1,004

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,004

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted May 3 – 7, 2012 by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,004 general population adults age 18 or older.

Interviews were conducted with 703 respondents on landlines and 301 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

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 2009 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 2009 Fall estimates provided by GfK MRI Inc.

The margin of sampling error is plus or minus 3.9 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>.