



THE AP-GfK POLL

July, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: July 24 - 28 2014

Number of interviews, adults: 1,044

Margin of error for the total sample: +/- 3.4 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.*

**Beginning in October, 2013, AP-GfK polls were conducted online using GfK's nationally representative KnowledgePanel. All prior trend conducted by telephone.
For more information, see <http://www.ap-gfcpoll.com>.*

CUR1 through SPT4b previously released.

DUTY1. We all know that American citizens have certain rights. For example, they have the right to free public education and to police protection, the right to attend religious services of their choice, and the right to elect public officials. The following questions are about certain obligations that some people feel American citizens owe their country. For each, please indicate your own opinion on whether you feel it is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

	Important Obligation	A very important obligation	A somewhat important obligation	Not an obligation that a citizen owes to the country	Refused/ Not answered
Vote in elections	89	75	14	9	2
Volunteering some time to community services	72	28	44	26	3
Serving on a jury if called	86	54	31	12	2
Reporting a crime that he or she may have witnessed	92	77	15	6	2
Being able to speak and understand English	88	72	16	10	2
Keeping fully informed about news and public issues	78	37	41	20	2

Based on:

N=1,044

a. First, to vote in elections?

	AP-GfK 7/24-28/14	GSS Feb. 1984
A very important obligation	75	79
A somewhat important obligation	14	16
Not an obligation that a citizen owes to the country	9	5
Refused/ Not answered	2	-

Based on:

N=1,044

N=1,473

(Continued)

DUTY1. We all know that American citizens have certain rights. For example, they have the right to free public education and to police protection, the right to attend religious services of their choice, and the right to elect public officials. The following questions are about certain obligations that some people feel American citizens owe their country. For each, please indicate your own opinion on whether you feel it is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

b. How about volunteering some time to community services?

	AP-GfK 7/24-28/14	GSS Feb. 1984
A very important obligation	28	31
A somewhat important obligation	44	56
Not an obligation that a citizen owes to the country	26	13
Refused/ Not answered	3	1

Based on:

N=1,044

N=1,473

c. How about serving on a jury if called?

	AP-GfK 7/24-28/14	GSS Feb. 1984
A very important obligation	54	65
A somewhat important obligation	31	29
Not an obligation that a citizen owes to the country	12	5
Refused/ Not answered	2	1

Based on:

N=1,044

N=1,473

d. Reporting a crime that he or she may have witnessed?

	AP-GfK 7/24-28/14	GSS Feb. 1984
A very important obligation	77	90
A somewhat important obligation	15	8
Not an obligation that a citizen owes to the country	6	1
Refused/ Not answered	2	1

Based on:

N=1,044

N=1,473

(Continued)

DUTY1. We all know that American citizens have certain rights. For example, they have the right to free public education and to police protection, the right to attend religious services of their choice, and the right to elect public officials. The following questions are about certain obligations that some people feel American citizens owe their country. For each, please indicate your own opinion on whether you feel it is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

e. How about being able to speak and understand English?

	AP-GfK 7/24-28/14	GSS Feb. 1984
A very important obligation	72	83
A somewhat important obligation	16	14
Not an obligation that a citizen owes to the country	10	3
Refused/ Not answered	2	-

Based on:

N=1,044

N=1,473

f. Keeping fully informed about news and public issues?

	AP-GfK 7/24-28/14	GSS Feb. 1984
A very important obligation	37	56
A somewhat important obligation	41	38
Not an obligation that a citizen owes to the country	20	6
Refused/ Not answered	2	1

Based on:

N=1,044

N=1,473

DUTY2. [ASK IF FEEL CITIZENS OBLIGATED TO KEEP INFORMED] How easy or hard would you say it is to keep fully informed about news and public issues?

	7/24-28/14
Total Easy	69
Very easy	31
Somewhat easy	39
Total Hard	30
Somewhat hard	25
Very hard	5
Refused/Not answered	*

Based on: very/somewhat important to keep fully informed about news and public issue

N=837

ROTATE ASKING ORDER OF DUTY4/DUTY5:

DUTY4. Over the last decade, would you say that everyday life for most Americans has gotten:

	7/24-28/14
Total More Complicated	76
Much more complicated	25
Somewhat more complicated	50
Stayed about the same	16
Total Less Complicated	6
Somewhat less complicated	4
Much less complicated	2
Refused/Not answered	3

Based on:

N=1,044

DUTY5. Over the last decade, would you say that the political issues facing the United States have gotten:

	7/24-28/14
Total More Complicated	78
Much more complicated	38
Somewhat more complicated	40
Stayed about the same	16
Total Less Complicated	4
Somewhat less complicated	3
Much less complicated	2
Refused/Not answered	3

Based on:

N=1,044

SUMMARY TABLE

DUTY3. Next, here are some issues and everyday situations that people sometimes encounter. For each one, please indicate how easy or hard you feel it is to understand.

[RESPONDENTS SHOWN EACH ITEM ON A SEPARATE SCREEN]

[ITEMS RANDOMIZED]

	Total easy	Very easy	Some-what easy	Total Hard	Somewhat hard	Very hard	Refused/not answered
How to make your own home energy efficient	78	26	52	19	16	4	3
The medical tests and doctor visits recommended for your age group	71	23	48	27	21	5	2
Interest rates and loan terms for personal debts	56	19	38	41	30	11	3
How to protect your privacy and financial information online	51	14	37	46	33	12	3
How to plan for your retirement	50	14	37	48	36	12	2
The debate over ways to reduce greenhouse gas emissions	42	11	32	55	38	16	3
Problems with Social Security's long-term finances	37	13	24	60	41	20	3
Federal Reserve policy on interest rates	27	7	20	70	46	24	3
The NSA's data collection programs	26	7	18	70	42	28	4
The health care reforms that were passed by Congress in March of 2010	25	5	20	73	36	37	2

N=1,044

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

	7/24-28/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	8/16-20/12	6/14-18/12	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
Supporter	23	20	22	27	20	17	23	22	27	23	22	25	30	28	25	33	30
Not a supporter	74	77	73	67	76	78	62	64	63	65	67	71	64	68	70	61	63
Don't know [VOL]	na	na	na	na	na	na	12	13	8	10	10	4	6	4	5	5	7
Refused/Not Answered	4	4	6	6	4	5	3	1	1	1	1	1	1	*	*	1	*

Based on: N=1,044 N=1,354 N=1,012 N=1,060 N=1,367 N=1,227 N=1,004 N=1,004 N=1,006 N=1,007 N=1,004 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,001

TP4a. [IF TP4=1] Do you support the tea party movement strongly or somewhat...

	7/24-28/14	5/16-19/14	3/20-24/14
Strongly	35	28	31
Somewhat	64	71	67
Refused/Not Answered	1	1	2

Based on: Tea Party Supporter N=259 N=263 N=227

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

	7/24-28/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	11/29-12/3/12	TOTAL 10/19-23/12	REGISTERED VOTERS 10/19-23/12	LIKELY VOTERS 10/19-23/12	TOTAL 9/13-17/12
Democrat	29	32	30	33	29	31	27	29	33	31	32	34	31
Independent	24	21	24	23	28	27	29	30	27	27	28	27	29
Republican	28	26	27	25	23	23	21	21	23	25	28	30	22
None of these	17	19	16	18	17	15	20	19	15	14	8	6	17
Don't know [VOL]	na	na	na	na	na	na	1	*	1	2	2	*	1
Refused/Not Answered	3	3	3	2	2	3	3	1	2	2	2	3	*

Based on: N=1,044 N=1,354 N=1,012 N=1,060 N=1,367 N=1,227 N=1,004 N=1,004 N=1,002 N=1,186 N=1,041 N=839 N=1,512

PID1/i. Do you consider yourself a Democrat, a Republican, an independent or none of these? IF "INDEPENDENT" OR "NONE," OR REFUSAL, ASK: Do you lean more toward the Democrats or the Republicans?

	7/24-28/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	11/29-12/3/12
Total Democrat	40	43	41	44	42	44	44	46	49
Democrat	29	32	30	33	29	31	27	29	33
Independent – lean Democratic	8	9	8	9	8	10	10	12	10
None – lean Democratic	4	3	3	2	4	3	7	5	6
Total Republican	38	34	39	35	37	35	37	36	37
Republican	28	26	27	25	23	23	21	21	23
Independent – lean Republican	8	6	10	8	11	9	11	9	9
None – lean Republican	2	2	2	2	4	3	5	6	5
Independent – don't lean	8	7	6	5	10	9	7	7	6
None – don't lean	14	16	14	16	12	12	6	6	4
[VOL] Independent – lean other	na	na	na	na	na	na	1	1	1
[VOL] None – lean other	na	na	na	na	na	na	2	1	1
Don't know	na	na	na	na	na	na	2	2	1
Refused/Not answered	-	-	-	-	-	-	2	1	2

Based on: N=1,044 N=1,354 N=1,012 N=1,060 N=1,367 N=1,227 N=1,004 N=1,004 N=1,002

G11b. Generally speaking, do you consider yourself a...?

	7/24-28/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	11/29-12/3/12
Liberal	16	22	18	20	20	18	22	21	21
Conservative	34	33	38	38	35	36	40	37	40
Moderate	45	42	40	38	42	41	30	35	32
Don't know	na	na	na	na	na	na	6	5	5
Refused/Not answered	4	4	4	5	4	5	2	1	2

Based on: N=1,044 N=1,354 N=1,012 N=1,060 N=1,367 N=1,227 N=1,004 N=1,004 N=1,002

ASKING ORDER OF G11C/G11D ROTATED:

G11c. And when it comes to most [BOLD: social] issues, do you consider your views to be:

	7/24-28/14	5/16-19/14	3/20-24/14
Liberal	24	28	23
Conservative	34	32	36
Moderate	38	35	38
Refused/Not answered	4	5	4

Based on: N=1,044 N=1,354 N=1,012

G11d. And when it comes to most [BOLD: economic or fiscal] issues, do you consider your views to be:

	7/24-28/14	5/16-19/14	3/20-24/14
Liberal	12	16	14
Conservative	45	41	42
Moderate	39	39	39
Refused/Not answered	4	4	5

Based on: N=1,044 N=1,354 N=1,012

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

	7/24-28/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Yes	78	74	77	73	79	78
No	15	19	16	20	16	15
Not sure	4	5	5	4	2	5
Refused/Not answered	3	3	2	3	2	3

Based on: (Excludes those living in ND)

N=1,042

N=1,352

N=1,009

N=1,058

N=1,365

N=1,225

S2. How often would you say you vote?

	7/24-28/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Always/Nearly always	67	65	66	63	67	68
Always	39	37	37	35	38	40
Nearly always	28	28	30	28	29	29
In about half of elections	10	10	10	8	11	10
Seldom/Never	21	23	22	26	21	20
Seldom	8	8	8	9	8	7
Never	13	15	14	17	13	13
Refused/Not answered	3	2	3	3	2	3

Based on:

N=1,044

N=1,354

N=1,012

N=1,060

N=1,367

N=1,227

S3a. Sometimes things come up and people are not able to vote. In the 2012 election for president, did you happen to vote, or not?

	7/24-28/14	5/16-19/14
Yes	75	71
No	22	27
Refused/Not answered	3	2

Based on:

N=1,044

N=1,354

S3c. And how about in the **2010 election for Congress**, did you happen to vote in that election, or not?

	7/24-28/14
Yes	64
No	32
Refused/Not answered	5

Based on:

N=1,044

S4. On November 4, 2014, congressional elections will be held. Using a 0-to-10 scale, where **10** means you are completely certain you **WILL VOTE** and **0** means you are completely certain you will **NOT** vote, how likely are you to vote in the upcoming Congressional election? You can use any number between 0 and 10, to indicate how strongly you feel about your likelihood to vote.

	7/24-28/14	5/16-19/14
10 – Completely certain you WILL VOTE	46	44
9	8	9
8	8	8
7	7	4
6	3	4
5	9	10
4	1	2
3	2	2
2	2	2
1	2	2
0 – Completely certain you will NOT vote	10	12
Refused/Not answered	1	2

Based on:

N=1,044

N=1,354

S5. How much interest do you have in following news about the upcoming congressional election? A great deal, quite a bit, only some, very little, or no interest at all?

	7/24-28/14	5/16-19/14
A great deal/Quite a bit	45	40
A great deal	18	15
Quite a bit	27	25
Only some	29	30
Very little/No interest at all	24	28
Very little	11	14
No interest at all	13	14
Refused/Not answered	3	2

Based on:

N=1,044

N=1,354

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

Urban area	22
Suburban area	46
Rural area	29
Refused/Not Answered	2

Based on:

N=1,044

DRV1. In a typical week, how many times do you drive round-trip somewhere?

Once a day or more (net)	35
Several times a day	14
Once a day	22
4-6 times a week	25
2-3 times a week	16
Once a week	8
Less than once a week	7
Never	8
Refused/Not Answered	3

Based on:

N=1,044

DM30 Are you on active military duty or living in a household with someone on active duty, or not?

Yes	2
No	95
Refused/Not Answered	3

Based on:

N=1,044

DM31. Are you a military veteran or living in a household with a military veteran, or not?

Yes	19
No	78
Refused/Not Answered	4

Based on:

N=1,044

PPEDUCAT. (4 category)

Less than high school	11
High school	31
Some college	29
Bachelor's degree or higher	29

Based on:

N=1,044

PPETHM

White, Non-Hispanic	69
Black, Non-Hispanic	11
Other, Non-Hispanic	3
Hispanic	15
2+ Races, Non-Hispanic	2

Based on:

N=1,044

PPGENDER

Male	48
Female	52

Based on:

N=1,044

PPWORK

Working – as a paid employee	52
Working – self-employed	8
Not working – on temporary layoff from a job	1
Not working – looking for work	6
Not working – retired	19
Not working – disabled	6
Not working - other	9

Based on:

N=1,044

PPAGE

Age group:

18-29	22
30-49	34
50-64	26
65+	18

Based on:

N=1,044

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

Under \$10,000	4
\$10,000 to under \$20,000	5
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	19
\$150,000 or more	9

Based on:

N=1,044

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,044

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted July 24-28, 2014 by GfK Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This poll is based on a nationally-representative probability sample of 1,044 general population adults age 18 or older.

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. At inception participants were chosen scientifically by a random selection of telephone numbers and since 2009 through Address-based sampling using the post office's delivery sequence file. Persons in these households are then invited to join and participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.

The data were weighted to account for probabilities of selection, as well as age within sex, education, race, and phone type. The phone type targets came from the fall, 2012 MRI Consumer Survey. The other targets came from the March, 2012 Supplement of the Current Population Survey.

The margin of sampling error is plus or minus 3.4 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. The cooperation rate for this poll was 47%.

Trend data are displayed for selected questions from previous AP-GfK Polls that were conducted using 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>.