



## THE AP-GfK POLL September, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

*Interview dates: September 25-29 2014*

*Number of interviews, adults: 1,845*

*Likely Voters: 958*

*Margin of error for the total sample: +/- 2.5 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 FAV2 previously released.

FAV2a. Do you have a favorable or unfavorable impression of...

	TOTAL 9/25-29/14	REGISTERED VOTERS 9/25-29/14	LIKELY VOTERS 9/25-29/14
<b>The National Football League, known as the NFL</b>			
<b>Total favorable</b>	<b>51</b>	<b>51</b>	<b>50</b>
Very favorable	13	13	14
Somewhat favorable	39	38	36
<b>Total unfavorable</b>	<b>46</b>	<b>48</b>	<b>49</b>
Somewhat unfavorable	29	31	32
Very unfavorable	17	17	17
Refused/Not Answered	3	2	1

Based on:

N=1,845

N=1,541

N=958

OANG through THR1 previously released.

NFL4. Do you consider yourself a fan of professional football, or not?

	TOTAL 9/25-29/14	REGISTERED VOTERS 9/25-29/14	LIKELY VOTERS 9/25-29/14	1/17-21/14*	4/11-15/13	AP- KnowledgeNetworks Poll, 1/21-26/2011
Yes	43	48	50	49	56	43
No	56	52	50	49	43	57
Don't know [VOL]	na	na	na	na	1	na
Refused/Not answered	2	1	1	1	*	0

Based on:

N=1,845

N=1,541

N=958

N=1,060

N=1,004

N=1,125

NFL5. Would you say your interest in professional football has increased, decreased or stayed about the same over the past five or so years?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14	1/17-21/14	AP- KnowledgeNetworks Poll 1/21-26/2011
Increased	12	12	11	19	21
Decreased	15	15	17	12	18
Stayed about the same	72	71	71	66	61
Refused/Not answered	2	1	1	2	0

Based on: N=1,845 N=1,541 N=958 N=1,060 N=1,125

[DECREASED INTEREST IN NFL5:]

NFL5a. How important a factor has each of the following been in your decreasing interest in professional football?

<b>The recent domestic violence arrests of professional football players from the NFL</b>	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
<b>Extremely/Very important</b>	<b>42</b>	<b>45</b>	<b>47</b>
Extremely important	28	29	30
Very important	15	17	17
<b>Somewhat important</b>	<b>29</b>	<b>27</b>	<b>26</b>
<b>Not too/Not at all important</b>	<b>29</b>	<b>28</b>	<b>27</b>
Not to important	13	11	12
Not at all important	16	17	15
Refused/Not Answered	*	*	-

Based on: Decreased interest in the NFL

N=286

N=241

N=162

(Continued)

[DECREASED INTEREST IN NFL5:]

NFL5a. How important a factor has each of the following been in your decreasing interest in professional football?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
<b>Increased incidence of traumatic brain injuries in former NFL players</b>			
<b>Extremely/Very important</b>	<b>38</b>	<b>41</b>	<b>43</b>
Extremely important	19	20	24
Very important	19	21	19
<b>Somewhat important</b>	<b>24</b>	<b>22</b>	<b>20</b>
<b>Not too/Not at all important</b>	<b>37</b>	<b>36</b>	<b>36</b>
Not to important	19	19	19
Not at all important	18	18	18
Refused/Not Answered	1	1	1

Based on:

N=286

N=241

N=162

NFL20. How closely have you been following news about recent domestic violence arrests of professional football players from the NFL?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
<b>Extremely/Very closely</b>	<b>27</b>	<b>31</b>	<b>36</b>
Extremely closely	9	10	12
Very closely	19	21	24
<b>Somewhat closely</b>	<b>34</b>	<b>36</b>	<b>38</b>
<b>Not too/Not at all closely</b>	<b>37</b>	<b>32</b>	<b>26</b>
Not too closely	19	19	16
Not closely at all	18	14	10
Refused/Not answered	2	1	1

Based on:

N=1,845

N=1,541

N=958

NFL21. Overall, how do you feel about the way NFL Commissioner Roger Goodell has handled the domestic violence arrests of professional football players from the NFL?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
Approve	12	12	12
Neither approve nor disapprove	50	48	46
Disapprove	36	39	41
Refused/Not answered	2	1	1

Based on:

N=1,845

N=1,541

N=958

NFL21a. Do you think Goodell should lose his job for his handling of this matter, or not?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
Yes, should lose his job	32	33	35
No, should not lose his job	62	62	61
Refused/Not answered	6	5	5

Based on:

N=1,845

N=1,541

N=958

NFL22. In general, do you feel that professional athletes who have committed violent crimes should lose their jobs or not?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
Yes, they should lose his job	75	77	80
No, they should not lose his job	22	20	19
Refused/Not answered	3	2	2

Based on:

N=1,845

N=1,541

N=958

**ASKING ORDER OF NFL23/NFL24 ROTATED:**

NFL23. Ray Rice, a former running back with the Baltimore Ravens, pleaded guilty to assault after punching his fiancée. He has been suspended indefinitely by the NFL. Do you think he should be:

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
Allowed to play in the NFL now	7	6	6
Allowed back into the NFL after serving a time-limited suspension	49	51	53
Never allowed to play in the NFL again	43	42	39
Refused/Not answered	1	1	2

Based on: NFL fan

N=836

N=749

N=477

NFL24. Adrian Peterson, a running back with the Minnesota Vikings, has been charged with child abuse and accused of injuring his 4-year-old son by spanking him with a wooden switch. He has been placed on indefinite paid leave by the Vikings. Do you think he should be:

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
Allowed to play in the NFL regardless of the outcome of the criminal case	29	30	32
Allowed back into the NFL only if found not guilty	54	55	55
Never allowed to play in the NFL again	15	14	12
Refused/Not answered	2	2	2

Based on: NFL fan

N=836

N=749

N=477

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

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14	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
Supporter	17	20	26	23	20	22	27	20	17	23	22	27	23	22	25	30	28
Not a supporter	79	77	72	74	77	73	67	76	78	62	64	63	65	67	71	64	68
Don't know [VOL]	na	na	na	na	na	na	na	na	na	12	13	8	10	10	4	6	4
Refused/Not Answered	4	3	2	4	4	6	6	4	5	3	1	1	1	1	1	1	*

Based on: N=1,845 N=1,541 N=958 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

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

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14	7/24-28/14	5/16-19/14	3/20-24/14
Strongly	31	31	34	35	28	31
Somewhat	68	67	65	64	71	67
Refused/Not Answered	1	1	1	1	1	2

Based on: Tea Party Supporter N=361 N=331 N=255 N=259 N=263 N=227



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

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14	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	<b>TOTAL</b> 10/19-23/12	<b>REGISTERED VOTERS</b> 10/19-23/12	<b>LIKELY VOTERS</b> 10/19-23/12	<b>TOTAL</b> 9/13-17/12
Democrat	31	36	35	29	32	30	33	29	31	27	29	33	31	32	34	31
Independent	24	25	25	24	21	24	23	28	27	29	30	27	27	28	27	29
Republican	24	27	32	28	26	27	25	23	23	21	21	23	25	28	30	22
None of these	19	11	7	17	19	16	18	17	15	20	19	15	14	8	6	17
Don't know [VOL]	na	na	na	na	na	na	na	na	na	1	*	1	2	2	*	1
Refused/Not Answered	2	1	1	3	3	3	2	2	3	3	1	2	2	2	3	*

Based on: N=1,845 N=1,541 N=958 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?

	TOTAL 9/25-29/14	REGISTERED VOTERS 9/25-29/14	LIKELY VOTERS 9/25-29/14	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
<b>Total Democrat</b>	<b>43</b>	<b>47</b>	<b>45</b>	<b>40</b>	<b>43</b>	<b>41</b>	<b>44</b>	<b>42</b>	<b>44</b>	<b>44</b>	<b>46</b>	<b>49</b>
Democrat	31	36	35	29	32	30	33	29	31	27	29	33
Independent – lean Democratic	8	8	9	8	9	8	9	8	10	10	12	10
None – lean Democratic	4	2	2	4	3	3	2	4	3	7	5	6
<b>Total Republican</b>	<b>34</b>	<b>38</b>	<b>45</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>35</b>	<b>37</b>	<b>35</b>	<b>37</b>	<b>36</b>	<b>37</b>
Republican	24	27	32	28	26	27	25	23	23	21	21	23
Independent – lean Republican	8	9	10	8	6	10	8	11	9	11	9	9
None – lean Republican	3	3	3	2	2	2	2	4	3	5	6	5
Independent – don't lean	8	8	7	8	7	6	5	10	9	7	7	6
None – don't lean	15	8	4	14	16	14	16	12	12	6	6	4
[VOL] Independent – lean other	na	na	na	na	na	na	na	na	na	1	1	1
[VOL] None – lean other	na	na	na	na	na	na	na	na	na	2	1	1
Don't know	na	na	na	na	na	na	na	na	na	2	2	1
Refused/Not answered	-	-	-	-	-	-	-	-	-	2	1	2

Based on:

N=1,845    N=1,541    N=958    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...?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14	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	20	20	19	16	22	18	20	20	18	22	21	21
Conservative	31	35	40	34	33	38	38	35	36	40	37	40
Moderate	45	43	40	45	42	40	38	42	41	30	35	32
Don't know	na	na	na	na	na	na	na	na	na	6	5	5
Refused/Not answered	4	2	1	4	4	4	5	4	5	2	1	2

*Based on: Split sampled*      *N=1,224*      *N=1,016*      *N=643*      *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/ba. Generally speaking, do you consider yourself a...? And do you consider yourself very (liberal/ conservative) or just somewhat (liberal/ conservative)?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
<b>Total liberal</b>	<b>20</b>	<b>20</b>	<b>19</b>
Very liberal	7	8	8
Somewhat liberal	13	12	10
<b>Moderate</b>	<b>45</b>	<b>43</b>	<b>40</b>
<b>Total conservative</b>	<b>31</b>	<b>35</b>	<b>40</b>
Somewhat conservative	19	20	22
Very conservative	13	15	18
Refused/Not Answered	4	2	1

*Based on: Split Sample*

*N=1,224*

*N=1,016*

*N=643*

G11e. Generally speaking, do you consider yourself...?

	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 9/25-29/14
Very liberal	6	7	7
Somewhat liberal	18	19	18
Moderate	40	38	35
Somewhat conservative	21	23	25
Very conservative	11	11	13
Refused/Not Answered	4	3	2

Based on: Split sample

N=621

N=525

N=315

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

Urban area	25
Suburban area	49
Rural area	24
Refused/Not Answered	2

Based on:

N=1,845

PPEDUCAT. (4 category)

Less than high school	8
High school	34
Some college	29
Bachelor's degree or higher	29

Based on:

N=1,845

PPETHM

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

Based on:

N=1,845

PPGENDER

Male	48
Female	52

Based on:

N=1,845

PPWORK

Working – as a paid employee	51
Working – self-employed	7
Not working – on temporary layoff from a job	1
Not working – looking for work	8
Not working – retired	19
Not working – disabled	6
Not working - other	9

Based on:

N=1,845

PPAGE

Age group:

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

Based on:

N=1,845

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	10
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	12
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	16
\$150,000 or more	7

Based on:

N=1,845

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,845

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted September 25-29, 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 1,845 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 services 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 2.5 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>.