



## THE AP-GfK POLL October, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

*Interview dates: October 16-20 2014*

*Number of interviews, adults: 1,608*

*Likely Voters: 968*

*Margin of error for the total sample: +/- 2.8 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-A5c previously released.

CURX1. How important are each of the following issues to you personally?

[ITEMS RANDOMIZED - some items previously released]

<b>Health care</b>	<b>TOTAL</b> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	<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	3/20-24/14
<b>Extremely/Very important</b>	<b>75</b>	<b>78</b>	<b>78</b>	<b>76</b>	<b>78</b>	<b>80</b>	<b>77</b>	<b>76</b>
Extremely important	40	43	43	43	44	46	45	46
Very important	35	35	35	33	34	34	33	31
<b>Moderately important</b>	<b>17</b>	<b>15</b>	<b>15</b>	<b>16</b>	<b>15</b>	<b>14</b>	<b>16</b>	<b>15</b>
<b>Slightly/Not at all important</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>7</b>
Slightly important	5	4	4	4	4	4	5	5
Not at all important	2	1	1	3	2	2	1	3
Refused/Not Answered	1	1	1	2	1	1	2	2

Based on: N=1,608 N=1,385 N=968 N=1,845 N=1,541 N=958 N=1,044 N=1,354

CURY2/3/3a. Overall, do you approve, disapprove, or neither approve nor disapprove of the way Barack Obama is handling...

[RESPONDENTS SHOWN EACH ITEM ON A SEPARATE SCREEN]

[ITEMS RANDOMIZED- some items previously released]

Health care	TOTAL 10/16-20/14	REGISTERED VOTERS 10/16-20/14	LIKELY VOTERS 10/16-20/14	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
<b>Total approve</b>	<b>41</b>	<b>42</b>	<b>42</b>	<b>41</b>	<b>42</b>	<b>42</b>	<b>38</b>	<b>42</b>	<b>38</b>	<b>40</b>	<b>39</b>
Approve	32	34	35	31	33	34	30	32	29	31	29
Lean towards approving	9	8	7	10	9	8	9	10	9	9	10
<b>Don't lean either way</b>	<b>*</b>	<b>*</b>	<b>-</b>	<b>1</b>	<b>*</b>	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>*</b>
<b>Total disapprove</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>60</b>	<b>57</b>	<b>61</b>	<b>58</b>	<b>61</b>
Lean towards disapproving	7	5	3	8	5	5	7	7	7	8	7
Disapprove	51	53	55	50	52	53	53	50	54	50	54
Refused/Not Answered	1	*	*	1	*	*	*	1	*	1	1

Based on: N=1,608 N=1,385 N=968 N=1,845 N=1,541 N=958 N=1,044 N=1,354 N=1,012 N=1,060 N=701

CUR25. Which party do you trust to do a better job of:

[GRID, RANDOMIZE ITEMS - some items previously released]

Handling health care	TOTAL 10/16-20/14	REGISTERED VOTERS 10/16-20/14	LIKELY VOTERS 10/16-20/14	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	12/5-9/13
The Democratic Party	33	35	36	33	35	36	32	34	30	32
The Republican Party	24	27	32	25	27	32	27	26	26	22
Both equally	13	10	8	12	11	8	13	11	12	12
Neither	28	26	23	28	26	23	27	27	30	32
Refused/Not Answered	2	1	1	2	2	1	2	3	2	1

Based on: N=1,608 N=1,385 N=968 N=1,845 N=1,541 N=958 N=1,044 N=1,354 N=1,012 N=1,367

FAV1-CCON6 previously released.

HC1  
 HC1A/  
 HC1B.

In general, do you support, oppose or neither support nor oppose the health care reforms that were passed by Congress in March of 2010?

[IF "SUPPORT"] Would you say you support the health care reforms that were passed by Congress in March of 2010 strongly or do you support them just somewhat?

[IF "OPPOSE"] Would you say you oppose the health care reforms that were passed by Congress in March of 2010 strongly or do you oppose them just somewhat?

	TOTAL 10/16-20/14	REGISTERED VOTERS 10/16-20/14	LIKELY VOTERS 10/16-20/14	TOTAL 9/25-29/14	REGISTERED VOTERS 9/25-29/14	LIKELY VOTERS 9/25-29/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*	6/14-18/12	2/16-20/12	6/15-20/11	3/24-28/11	1/5-10/11	11/3-8/10
<b>Total support</b>	<b>25</b>	<b>28</b>	<b>31</b>	<b>25</b>	<b>28</b>	<b>30</b>	<b>28</b>	<b>26</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>33</b>	<b>35</b>	<b>36</b>	<b>35</b>	<b>40</b>	<b>38</b>
Strongly support	15	16	20	14	17	19	17	13	17	16	16	17	17	16	17	21	17
Somewhat support	11	12	11	11	11	11	11	13	10	11	12	17	18	21	18	19	20
<b>Neither support nor oppose</b>	<b>36</b>	<b>30</b>	<b>20</b>	<b>34</b>	<b>29</b>	<b>22</b>	<b>28</b>	<b>30</b>	<b>30</b>	<b>28</b>	<b>32</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>12</b>
<b>Total oppose</b>	<b>38</b>	<b>41</b>	<b>48</b>	<b>40</b>	<b>43</b>	<b>47</b>	<b>43</b>	<b>43</b>	<b>42</b>	<b>44</b>	<b>38</b>	<b>47</b>	<b>47</b>	<b>46</b>	<b>45</b>	<b>41</b>	<b>47</b>
Somewhat oppose	10	11	10	13	12	12	11	12	9	10	9	14	11	13	14	11	13
Strongly oppose	28	31	39	28	31	35	32	31	33	34	29	32	36	32	31	30	33
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	7	4	3	2	3	4
Refused/Not Answered	1	*	*	1	*	*	1	1	1	1	2	*	*	-	-	*	-

Based on: N=1,608 N=1,385 N=968 N=1,845 N=1,541 N=958 N=1,354 N=1,012 N=1,060 N=1,367 N=1,227 N=1,007 N=1,000 N=1,001 N=1,001 N=1,001 N=1,000

HC40. As you may have heard, the health insurance markets for people who do not get health insurance through their employer will open on November 15. Do you think that the markets will:

	<b>TOTAL</b> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14
Work better than they did last year	31	32	33
Work about as well as they did last year	49	48	46
Work less well than they did last year	18	19	20
Refused/Not Answered	2	1	1

Based on:

N=1,608    N=1,385    N=968

NCC19. Do you think the federal government should have the power to require all Americans to buy health insurance, and to pay a fine if they don't or do you think the federal government should not have that power?

	<b>TOTAL</b> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	10/3-7/13*	8/16-20/12	8/18-22/11	8/11-16/10
The federal government should have the power to require	28	30	32	28	23	16	17
The federal government should not have the power to require	70	68	66	68	74	82	83
Don't know	na	na	na	na	3	2	1
Refused/Not answered	2	2	2	4	*	*	*

Based on:

N=1,608    N=1,385    N=968    N=1,227    N=560    N=1,000    N=1,007

N1. If you had to choose one of the following, which would you prefer that Congress do about the health care law passed by Congress in March 2010?

	<b>TOTAL</b> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	8/3-13/2013 AP-GfK KN Poll
Implement the law as written	41	41	40	44
Repeal it completely	56	57	58	49
Refused/Not answered	3	2	2	7

Based on:

N=1,608    N=1,385    N=968    N=1,334

N2. What do you think is most likely to happen with the health care law passed by Congress in March 2010?

	<b>TOTAL</b> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	5/16-19/14	3/20-24/14	8/3-13/12
It will be implemented as passed	15	15	16	12	12	11
It will be implemented with minor changes	46	47	47	39	42	41
It will be implemented with major changes	27	26	25	28	30	31
It will be completely repealed	10	9	10	17	13	12
Refused/Not answered	3	2	2	3	4	5

Based on:

N=1,608    N=1,385    N=968    N=1,354    N=1,012    N=1,251

TERR1-EB8 previously released.

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> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	<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
Supporter	19	22	27	17	20	26	23	20	22	27	20	17	23	22	27	23	22
Not a supporter	78	75	71	79	77	72	74	77	73	67	76	78	62	64	63	65	67
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	12	13	8	10	10
Refused/Not Answered	3	2	2	4	3	2	4	4	6	6	4	5	3	1	1	1	1

Based on: N=1,608 N=1,385 N=968 N=1,845 N=1,541 N=958 N=1,044 N=1,254 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

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

	<b>TOTAL</b> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	<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	36	35	38	31	31	34	35	28	31
Somewhat	64	65	62	68	67	65	64	71	67
Refused/Not Answered	*	*	-	1	1	1	1	1	2

Based on: Tea Party Supporter N=332 N=318 N=261 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> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	<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
Democrat	30	34	34	31	36	35	29	32	30	33	29	31	27	29	33	31
Independent	23	23	23	24	25	25	24	21	24	23	28	27	29	30	27	27
Republican	26	29	35	24	27	32	28	26	27	25	23	23	21	21	23	25
None of these	19	12	8	19	11	7	17	19	16	18	17	15	20	19	15	14
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	1	*	1	2
Refused/Not Answered	2	2	1	2	1	1	3	3	3	2	2	3	3	1	2	2

Based on: N=1,608 N=1,385 N=968 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



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 10/16-20/14	REGISTERED VOTERS 10/16-20/14	LIKELY VOTERS 10/16-20/14	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*
<b>Total Democrat</b>	<b>41</b>	<b>44</b>	<b>42</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>
Democrat	30	34	34	31	36	35	29	32	30	33	29	31
Independent – lean Democratic	7	7	7	8	8	9	8	9	8	9	8	10
None – lean Democratic	4	3	1	4	2	2	4	3	3	2	4	3
<b>Total Republican</b>	<b>37</b>	<b>41</b>	<b>47</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>
Republican	26	29	35	24	27	32	28	26	27	25	23	23
Independent – lean Republican	8	9	10	8	9	10	8	6	10	8	11	9
None – lean Republican	3	3	3	3	3	3	2	2	2	2	4	3
Independent – don't lean	7	7	6	8	8	7	8	7	6	5	10	9
None – don't lean	14	8	5	15	8	4	14	16	14	16	12	12
[VOL] Independent – lean other	na	na	na	na	na	na	na	na	na	na	na	na
[VOL] None – lean other	na	na	na	na	na	na	na	na	na	na	na	na
Don't know	na	na	na	na	na	na	na	na	na	na	na	na
Refused/Not answered	-	-	-	-	-	-	-	-	-	-	-	-

Based on:

N=1,608    N=1,385    N=958    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

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

	TOTAL 10/16-20/14	REGISTERED VOTERS 10/16-20/14	LIKELY VOTERS 10/16-20/14	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
Liberal	21	21	20	20	20	19	16	22	18	20	20	18	22	21	21
Conservative	33	36	41	31	35	40	34	33	38	38	35	36	40	37	40
Moderate	42	42	39	45	43	40	45	42	40	38	42	41	30	35	32
Don't know	na	na	na	na	na	na	na	na	na	na	na	na	6	5	5
Refused/Not answered	3	2	1	4	2	1	4	4	4	5	4	5	2	1	2
<i>Based on:</i>	<i>N=1,608</i>	<i>N=1,385</i>	<i>N=968</i>	<i>N=1,224</i>	<i>N=1,016</i>	<i>N=643</i>	<i>N=1,044</i>	<i>N=1,354</i>	<i>N=1,012</i>	<i>N=1,060</i>	<i>N=1,367</i>	<i>N=1,227</i>	<i>N=1,004</i>	<i>N=1,004</i>	<i>N=1,002</i>

G11b/ba. Generally speaking, do you consider yourself a...? And do you consider yourself very (liberal/ conservative) or just somewhat (liberal/ conservative)?

	TOTAL 10/16-20/14	REGISTERED VOTERS 10/16-20/14	LIKELY VOTERS 10/16-20/14	TOTAL 9/25-29/14	REGISTERED VOTERS 9/25-29/14	LIKELY VOTERS 9/25-29/14
<b>Total liberal</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>19</b>
Very liberal	8	8	9	7	8	8
Somewhat liberal	13	13	11	13	12	10
<b>Moderate</b>	<b>42</b>	<b>42</b>	<b>39</b>	<b>45</b>	<b>43</b>	<b>40</b>
<b>Total conservative</b>	<b>33</b>	<b>36</b>	<b>41</b>	<b>31</b>	<b>35</b>	<b>40</b>
Somewhat conservative	21	14	18	19	20	22
Very conservative	13	22	22	13	15	18
Refused/Not Answered	3	2	1	4	2	1
<i>Based on:</i>	<i>N=1,608</i>	<i>N=1,385</i>	<i>N=968</i>	<i>N=1,224</i>	<i>N=1,016</i>	<i>N=643</i>

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

Urban area	26
Suburban area	47
Rural area	25
Refused/Not Answered	2

Based on:

N=1,608

INS1. The next questions are about your personal health insurance. Please include health insurance obtained through employment or purchased directly as well as government programs like Medicare and Medicaid that provide medical care or help pay medical bills.

Are you currently covered by any kind of health insurance or some other kind of health care plan or not?

	TOTAL 10/16-20/14	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Yes	86	82	85	83	82	83
No	12	15	12	16	16	14
Refused/Not answered	2	3	3	2	2	3

Based on:

N=1,608

N=1,354

N=1,012

N=1,060

N=1,367

N=1,227

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

Yes, born-again/evangelical	28
No	69
Refused/Not Answered	3

Based on:

N=1,608

DM13. What is your religious preference?

Protestant	24
Catholic	24
Mormon	2
Jewish	2
Muslim	*
Other religion	14
Don't belong to religious denomination	31
Refused/Not Answered	3

Based on:

N=1,608

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

Yes, a Christian	87
No, not a Christian	13
Refused/Not Answered	*

Based on:

N=204

PPEDUCAT. (4 category)

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

Based on:

N=1,608

PPETHM

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

Based on:

N=1,608

PPGENDER

Male	48
Female	52

Based on:

N=1,608

PPWORK

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

Based on:

N=1,608

PPAGE

Age group:

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

Based on:

N=1,608

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

Under \$10,000	5
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	16
\$150,000 or more	7

Based on:

N=1,608

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,608

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted October 16-20, 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 1,608 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 2.8 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>.