



The AP-Times Square New Year's Eve Poll December, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: December 12-14, 2014

Number of interviews, adults: 1,017

Margin of error for the total sample: +/- 3 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.

Q1. How do you plan to spend New Year's Eve?

	12-12-14/14	12/5-9/13
Going out to celebrate at a bar, restaurant or organized event	8	8
Celebrating at home	48	54
Celebrating at a friend or family member's home	20	19
You will not celebrate New Year's Eve	23	18
Refused/Not answered	1	2

Based on:

N=1,017

N=1,367

Q2. Will you watch any part of the Times Square New Year's Eve Ball Drop and celebration taking place in New York City, or not?

	12-12-14/14	12/5-9/13
Yes	61	57
No	38	42
Refused/Not answered	1	2

Based on:

N=1,017

N=1,367

Q3. [IF YES IN Q2:] How do you plan to watch the Times Square New Year's Eve Ball Drop and celebration?

	12-12-14/14	12/5-9/13
On TV	96	97
Online or on a mobile device	3	2
Live in person	1	*
Refused/Not answered	-	1

Based on: Will watch ball drop

N=604

N=794

Q4. Which of the following comes closest to your opinion? For you personally:

	12-12-14/14	12/5-9/13*
2014 was a better year than 2013	34	32
2014 was a worse year than 2013	15	20
There wasn't much difference between 2013 and 2014	50	46
Refused/Not answered	1	2

Based on:

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2012

Q5. Which of the following comes closest to your opinion? For the United States:

	12-12-14/14	12/5-9/13*
2014 was a better year than 2013	30	25
2014 was a worse year than 2013	25	25
There wasn't much difference between 2013 and 2014	44	47
Refused/Not answered	1	3

Based on:

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2012

Q6. Which of the following comes closest to your opinion? For the world:

	12-12-14/14	12/5-9/13*
2014 was a better year than 2013	16	20
2014 was a worse year than 2013	38	30
There wasn't much difference between 2013 and 2014	45	48
Refused/Not answered	2	3

Based on:

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2012

Q7. And looking ahead to 2014, which of the following comes closest to your opinion? For you personally:

	12-12-14/14	12/5-9/13*
2015 will be a better year than 2014	48	49
2014 will be a worse year than 2014	11	14
There won't be much difference between 2014 and 2015	39	34
Refused/Not answered	1	3

Based on:

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2014

Q8. Thinking about the news in 2014, what would you say was the most important news story of the year?

	12-12-14/14
Islamic State/Syria/Iraq	11
Michael Brown/Eric Garner/Race relations/Police abuse/Protests	10
Ebola	9
Midterm elections	6
Economic news/unemployment	3
Ukraine/Russia situation	2
Immigration	2
Terrorism/war/war on terror (general)	2
Health care/ACA	2
Obama (general)	2
Malaysia Airlines Flight 370	1
Dropping price of gas/oil	1
Foreign/international news (other/general)	1
IRS abuse	1
School shootings/mass shootings	1
Government/politics (general)	1
Natural disasters/extreme weather	1
Gay marriage	*
Spacecraft landing on a comet	*
Stock market success	*
The budget/deficit/debt	*
Afghanistan/troop withdrawal	*
Benghazi	*
Missing students in Mexico/Mexican drug war	*
Israel/Palestine situation	*
Torture report	*
Violence against women/campus sexual assaults	*
Bill Cosby	*
Celebrity deaths - Robin Williams/Joan Rivers	*
NFL abuse cases	*

Q8. (continued)

Climate change/global warming	*
None/Too many to pick one	3
Personal/local event	1
Other (unclear or general)	2
Other news that did happen in 2014	*
Other news that did not happen in 2014	1
Don't know	7
Refused	31

Q9. Below are 10 news stories from 2014. For each one, please indicate how important that story was to you personally.

[GRID, RANDOMIZE ITEMS]

	Extremely/very important	Extremely important	Very important	Somewhat Important	Not too/not at all important	Not too important	Not at all important	Refused/Not Answered
Islamic State militants gain territory in Iraq and Syria, behead hostages; US and allies respond with air strikes	54	27	28	25	19	11	8	2
Ebola: thousands killed in worst-ever outbreak in West Africa; cases spread to US and elsewhere	53	26	27	29	15	9	6	3
US elections: Republicans take control of Senate, pad majority in House, gain in statehouses	52	25	27	26	20	11	8	3
Immigration: A flood of youths reach US southern border; Obama issues executive order curbing deportations	47	23	24	33	17	10	8	3
Police killings of blacks in Ferguson, Missouri, Staten Island, New York and elsewhere trigger protests and federal investigations	43	20	23	28	26	15	11	3
Malaysia Airlines Flight 370 disappears with 239 people on board; massive search fails to find wreckage	35	13	22	33	29	18	11	3
Turmoil in Ukraine: Russia annexes Crimea, supports rebels fighting in eastern region; tensions with NATO rise	33	11	22	35	29	18	11	3
Gay marriage: The number of U.S. states allowing same-sex marriage nearly doubles	31	15	16	22	45	21	23	3
European spacecraft lands on speeding comet hundreds of millions of miles from Earth	23	8	16	31	43	24	19	3
Sochi Winter Olympics: Russia spends billions to play host, incurring protests but avoiding terror attacks	12	3	9	30	55	29	25	2

Based on: N=1,017

Q10. Below are 10 things that happened in pop culture in 2014. For each one, please indicate whether you thought it was more memorable or more forgettable.

[GRID, RANDOMIZE ITEMS]

	Very/somewhat memorable	Very memorable	Somewhat memorable	Neither memorable nor forgettable	Very/somewhat forgettable	Somewhat forgettable	Very forgettable	Refused/Not Answered
Actor Robin Williams commits suicide, prompting increased discussion of mental health issues and addiction	64	32	33	20	13	6	7	3
CVS stops selling cigarettes	39	16	23	25	34	14	20	3
Millions participate in the "ice-bucket challenge," posting videos on social media of themselves dumping ice water on their heads and raising money for charity	37	13	24	25	37	14	22	2
Mo'ne Davis becomes first female pitcher to win a Little League World Series game, lands cover of <i>Sports Illustrated</i>	30	8	21	27	41	13	28	2
Michael Sam becomes first openly gay player drafted by NFL	21	6	16	26	50	16	35	2
Celebrity photos hacked: Private photos from Jennifer Lawrence, other celebrities stolen and posted online by Reddit user	14	4	10	28	55	19	36	3
Ellen DeGeneres's selfie at the Oscars becomes most retweeted Tweet of all time	13	4	9	25	60	14	46	3
Taylor Swift goes pop, moves to New York City and becomes New York City's "Global Welcome Ambassador"	10	4	6	27	61	16	45	3
George Clooney and Amal Alamuddin get married	10	3	8	26	61	17	44	3
Kim Kardashian and Kanye West get married	8	3	5	20	70	13	57	2

Based on: N=1,017

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

[IF SUPPORTER: Do you support the tea party strongly or somewhat?]

	12-12-14/14
Supporter	21
Strongly support	15
Somewhat support	6
Not a supporter	76
Refused/Not Answered	3

Based on:

N=1,017

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

	12-12-14/14
Democrat	32
Independent	25
Republican	24
None of these	17
Refused/Not Answered	1

Based on:

N=1,017

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?

	12-12-14/14
Total Democrat	40
Democrat	32
Independent – lean Democratic	6
None – lean Democratic	3
Total Republican	37
Republican	24
Independent – lean Republican	9
None – lean Republican	3
Independent – don't lean	10
None/refused – don't lean	13

Based on:

N=1,017

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

	12-12-14/14
Liberal	19
Conservative	38
Moderate	40
Refused/Not answered	3

Based on:

N=1,017

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

Urban area	24
Suburban area	49
Rural area	26
Refused/Not Answered	1

Based on:

N=1,017

PPEDUCAT (4 category)

Less than high school	13
High school	30
Some college	29
Bachelor's degree or higher	29

Based on:

N=1,017

PPETHM

White, Non-Hispanic	66
Black, Non-Hispanic	12
Other, Non-Hispanic	6
Hispanic	15
2+ Races, Non-Hispanic	1

Based on:

N=1,017

PPGENDER

Male	49
Female	51

Based on:

N=1,017

PPMARIT

Married	54
Widowed	3
Divorced	8
Separated	2
Never married	25
Living with partner	8

Based on:

N=1,017

PPWORK

Working – as a paid employee	48
Working – self-employed	7
Not working – on temporary layoff from a job	1
Not working – looking for work	9
Not working – retired	20
Not working – disabled	7
Not working - other	7

Based on:

N=1,017

PPAGE

Age group:

18-29	23
30-49	28
50-64	27
65+	22

Based on:

N=1,017

PPINCIMP

Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	17
\$100,000 to under \$150,000	16
\$150,000 or more	7

Based on:

N=1,017

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23

Based on:

N=1,017

AP-GfK Poll Methodology

The **Associated Press-Times Square New Year's Eve Poll** was conducted December 12-14, 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 1,017 general population adults age 18 or older.

The Omniweb 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 raw data are weighted by a custom designed computer program, which automatically develops a weighting factor for each respondent. This procedure employs several variables, including: age, sex, education, race, HH income, met/non-met status, internet status and geographic region. Each interview is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, education, race and geographic characteristics and the proportion in our sample that week.

The margin of sampling error is plus or minus 3 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.