



THE AP-GfK POLL

January, 2015

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: January 29-February 2, 2015

Number of interviews, adults: 1,045

Margin of error for the total sample: +/- 3.5 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-CUR25 previously released.

FAV1. For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too. (Summary table)

	Total favorable	Very favorable	Some-what favorable	Total unfavorable	Somewhat unfavorable	Very unfavorable	Don't know enough to say	Refused
Barack Obama	46	26	20	45	13	32	6	3
Chris Christie	25	5	20	41	23	18	31	3
Ted Cruz	15	6	9	27	10	17	55	3
Rand Paul	24	6	18	28	15	13	45	4
Rick Perry	18	3	14	32	14	19	47	4
Scott Walker	13	6	7	16	6	10	67	4
Jeb Bush	27	6	21	36	19	18	33	3
Marco Rubio	19	6	13	26	13	13	52	3
Rick Santorum	17	3	15	28	11	18	52	3
Mike Huckabee	22	8	15	31	14	17	43	3
Ben Carson	16	8	8	11	4	6	70	4
George Pataki	8	1	8	15	9	6	74	3
Mitt Romney	34	11	24	44	19	25	19	3

FAV1. For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

	1/29-2/2/15	12/4-8/14	TOTAL 10/16-20/14	REGISTERED VOTERS 10/16-20/14	LIKELY VOTERS 10/16-20/14	7/24-28/14	3/20-24/14	12/5-9/13	10/3-7/13
Barack Obama									
Total favorable	46	41	43	44	44	44	42	46	44
Very favorable	26	21	20	23	26	20	22	23	24
Somewhat favorable	20	20	23	21	18	24	20	23	20
Total unfavorable	45	46	46	50	54	51	51	49	46
Somewhat unfavorable	13	13	15	15	13	13	14	15	13
Very unfavorable	32	33	32	35	41	38	37	34	33
Don't know enough to say	6	11	9	5	2	4	6	4	8
Refused/Not Answered	3	2	2	1	1	1	1	2	2

Based on:

N=1,045 N=1,010 N=1,608 N=1,385 N=968 N=1,044 N=1,012 N=1,367 N=1,227

	1/29-2/2/15	7/24-28/14	3/20-24/14
Chris Christie			
Total favorable	25	31	26
Very favorable	5	8	7
Somewhat favorable	20	24	19
Total unfavorable	41	41	38
Somewhat unfavorable	23	21	22
Very unfavorable	18	20	16
Don't know enough to say	31	26	35
Refused/Not Answered	3	2	2

Based on:

N=1,045 N=1,044 N=1,012

FAV1. (Continued) For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

	1/29-2/2/15	7/24-28/14	3/20-24/14	10/3-7/13*
Ted Cruz				
Total favorable	15	22	18	16
Very favorable	6	9	8	7
Somewhat favorable	9	13	10	9
Total unfavorable	27	30	30	32
Somewhat unfavorable	10	9	10	10
Very unfavorable	17	22	20	22
Don't know enough to say	55	46	50	50
Refused/Not Answered	3	2	2	2

Based on:

N=1,045

N=1,044

N=1,012

N=1,227

	1/29-2/2/15	7/24-28/14	3/20-24/14
Rand Paul			
Total favorable	24	29	25
Very favorable	6	8	9
Somewhat favorable	18	21	16
Total unfavorable	28	31	28
Somewhat unfavorable	15	14	12
Very unfavorable	13	17	16
Don't know enough to say	45	39	45
Refused/Not Answered	4	2	2

Based on:

N=1,045

N=1,044

N=1,012

FAV1.

(Continued) For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

	1/29-2/2/15	7/24-28/14	3/20-24/14
Rick Perry			
Total favorable	18	26	18
Very favorable	3	9	4
Somewhat favorable	14	17	14
Total unfavorable	32	34	31
Somewhat unfavorable	14	12	12
Very unfavorable	19	22	18
Don't know enough to say	47	38	49
Refused/Not Answered	4	2	2

Based on:

N=1,045

N=1,044

N=1,012

	1/29-2/2/15	7/24-28/14	3/20-24/14
Scott Walker			
Total favorable	13	17	12
Very favorable	6	8	5
Somewhat favorable	7	9	7
Total unfavorable	16	21	18
Somewhat unfavorable	6	7	7
Very unfavorable	10	14	11
Don't know enough to say	67	61	67
Refused/Not Answered	4	2	2

Based on:

N=1,045

N=1,044

N=1,012

FAV1. (Continued) For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

	1/29-2/2/15	7/24-28/14	3/20-24/14
Jeb Bush			
Total favorable	27	31	27
Very favorable	6	8	7
Somewhat favorable	21	23	19
Total unfavorable	36	35	31
Somewhat unfavorable	19	18	18
Very unfavorable	18	17	14
Don't know enough to say	33	33	40
Refused/Not Answered	3	2	2

Based on:

N=1,045

N=1,044

N=1,012

	1/29-2/2/15	3/20-24/14
Marco Rubio		
Total favorable	19	23
Very favorable	6	7
Somewhat favorable	13	15
Total unfavorable	26	27
Somewhat unfavorable	13	14
Very unfavorable	13	13
Don't know enough to say	52	49
Refused/Not Answered	3	2

Based on:

N=1,045

N=1,012

FAV1.

(Continued) For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

	1/29-2/2/15	3/20-24/14
Rick Santorum		
Total favorable	17	18
Very favorable	3	4
Somewhat favorable	15	14
Total unfavorable	28	31
Somewhat unfavorable	11	12
Very unfavorable	18	19
Don't know enough to say	52	49
Refused/Not Answered	3	2

Based on:

N=1,045

N=1,012

	1/29-2/2/15	3/20-24/14
Mike Huckabee		
Total favorable	22	26
Very favorable	8	8
Somewhat favorable	15	18
Total unfavorable	31	30
Somewhat unfavorable	14	15
Very unfavorable	17	15
Don't know enough to say	43	43
Refused/Not Answered	3	2

Based on:

N=1,045

N=1,012

FAV1. (Continued) For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

	1/29-2/2/15
Ben Carson	
Total favorable	16
Very favorable	8
Somewhat favorable	8
Total unfavorable	11
Somewhat unfavorable	4
Very unfavorable	6
Don't know enough to say	70
Refused/Not Answered	4

Based on:

N=1,045

	1/29-2/2/15
George Pataki	
Total favorable	8
Very favorable	1
Somewhat favorable	8
Total unfavorable	15
Somewhat unfavorable	9
Very unfavorable	6
Don't know enough to say	74
Refused/Not Answered	3

Based on:

N=1,045

FAV1. (Continued) For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

	1/29-2/2/15	TOTAL 10/19-23/12	REGISTERED VOTERS 10/19-23/12	LIKELY VOTERS 10/19-23/12	TOTAL 9/13-17/12	REGISTERED VOTERS 9/13-17/12	LIKELY VOTERS 9/13-17/12	8/16-20/12	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	3/24-28/11
Mitt Romney																
Total favorable	34	46	50	52	40	42	48	44	43	50	48	49	39	45	45	41
Very favorable	11	26	30	35	16	19	24	16	12	14	11	13	9	9	8	9
Somewhat favorable	24	20	20	18	23	23	24	29	31	36	37	36	30	35	37	32
Total unfavorable	44	46	42	42	49	49	46	46	43	43	39	37	41	35	35	33
Somewhat unfavorable	19	13	13	11	17	16	14	18	19	22	22	22	25	23	21	23
Very unfavorable	25	32	30	31	32	33	33	28	23	21	17	15	16	12	14	10
Don't know [VOL]	19	8	7	5	10	7	5	8	13	7	13	14	20	19	20	26
Refused [VOL]	3	1	1	1	2	2	1	1	1	1	*	*	*	1	*	*

Based on: N=1,045 N=1,186 N=1,041 N=839 N=1,512 N=1,282 N=807 N=1,006 N=1,004 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001

B1a-AB1 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?

	1/29-2/2/15	12/4-8/14	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	8/16-20/12
Supporter	21	20	19	22	27	17	20	26	23	20	22	27	20	17	23	22	27
Not a supporter	75	76	78	75	71	79	77	72	74	77	73	67	76	78	62	64	63
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	12	13	8
Refused/Not Answered	5	4	3	2	2	4	3	2	4	4	6	6	4	5	3	1	1

Based on: N=1,045 N=1,010 N=1,008 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=1,006

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

	1/29-2/2/15	12/4-8/14	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
Strongly	35	36	36	35	38	31	31	34	35	28	31
Somewhat	65	63	64	65	62	68	67	65	64	71	67
Refused/Not Answered	1	1	*	*	-	1	1	1	1	1	2

Based on: Tea Party Supporter N=227 N=225 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?

	1/29-2/2/15	12/4-8/14	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
Democrat	31	31	30	34	34	31	36	35	29	32	30	33	29	31	27	29	33
Independent	27	24	23	23	23	24	25	25	24	21	24	23	28	27	29	30	27
Republican	23	24	26	29	35	24	27	32	28	26	27	25	23	23	21	21	23
None of these	17	18	19	12	8	19	11	7	17	19	16	18	17	15	20	19	15
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	1	*	1
Refused/Not Answered	3	3	2	2	1	2	1	1	3	3	3	2	2	3	3	1	2

Based on: N=1,045 N=1,010 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

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?

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

Based on:

N=1,045

N=1,010

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

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

	1/29-2/2/15	12/4-8/14	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
Liberal	19	20	21	21	20	20	20	19	16	22	18	20	20	18	22	21
Conservative	33	35	33	36	41	31	35	40	34	33	38	38	35	36	40	37
Moderate	45	40	42	42	39	45	43	40	45	42	40	38	42	41	30	35
Don't know	na	na	na	na	na	na	na	na	na	na	na	na	na	na	6	5
Refused/Not answered	3	5	3	2	1	4	2	1	4	4	4	5	4	5	2	1

Based on: N=1,045 N=1,010 N=1,608 N=1,385 N=968 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

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

Urban area	27
Suburban area	49
Rural area	22
Refused/Not Answered	2

Based on:

N=1,045

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?

	1/29-2/2/15	12/4-8/14	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	87	86	86	82	85	83	82	83
No	10	11	12	15	12	16	16	14
Refused/Not answered	3	3	2	3	3	2	2	3

Based on:

N=1,045

N=1,010

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	30
No	67
Refused/Not Answered	3

Based on:

N=1,045

DM13. What is your religious preference?

Protestant	26
Catholic	24
Mormon	2
Jewish	2
Muslim	*
Other religion	15
Don't belong to religious denomination	28
Refused/Not Answered	3

Based on:

N=1,045

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

Yes, a Christian	91
No, not a Christian	9
Refused/Not Answered	-

Based on:

N=144

PPEDUCAT. (4 category)

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

Based on:

N=1,045

PPETHM

White, Non-Hispanic	68
Black, Non-Hispanic	11
Other, Non-Hispanic	3
Hispanic	15
2+ Races, Non-Hispanic	3

Based on:

N=1,045

PPGENDER

Male	48
Female	52

Based on:

N=1,045

PPWORK

Working – as a paid employee	53
Working – self-employed	7
Not working – on temporary layoff from a job	1
Not working – looking for work	7
Not working – retired	16
Not working – disabled	6
Not working - other	10

Based on:

N=1,045

PPAGE

Age group:

18-29	22
30-49	34
50-64	26
65+	19

Based on:

N=1,045

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	8
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	18
\$150,000 or more	8

Based on:

N=1,045

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23

Based on:

N=1,045

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted January 29 to February 2, 2015 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 1,045 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 3.5 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 48%.

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>.