



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.

Some items held for future release.

B1-HC1 previously released.

TAX1: Would you say each of the following groups pays too much, too little, or about the right amount in federal taxes?

| | Too much | Too little | About the right amount | Refused |
|-------------------------|----------|------------|------------------------|---------|
| You and your household | 56 | 4 | 37 | 3 |
| Middle class households | 60 | 7 | 31 | 3 |
| Low income households | 41 | 19 | 38 | 3 |
| Wealthy households | 11 | 68 | 18 | 3 |

Based on: N=1,045

TAX2. Would you favor, oppose, or neither favor nor oppose each of the following proposals as a way to pay for tax cuts or additional government spending?

| [RANDOMIZE ORDER] | Total favor | Strongly favor | Somewhat favor | Neither favor nor oppose | Total oppose | Somewhat oppose | Strongly oppose | REF |
|---|--------------------|----------------|----------------|---------------------------------|---------------------|-----------------|-----------------|-----|
| Increasing the capital gains tax on the stocks held by people in households making more than \$500,000 a year | 56 | 32 | 24 | 25 | 16 | 7 | 9 | 3 |
| Increasing the capital gains taxes that must be paid when stocks are inherited | 27 | 12 | 16 | 34 | 36 | 17 | 18 | 3 |
| Instituting a fee on debts of banks and other financial institutions with more than \$50 billion in assets | 47 | 23 | 24 | 36 | 13 | 7 | 6 | 4 |
| Eliminating tax breaks on withdrawals from college education savings plans | 19 | 7 | 12 | 35 | 43 | 18 | 25 | 3 |

Base: N=1,010

TAX3. Which of the following comes closest to your opinion about how revenue gained by the federal government when it institutes new taxes should be used?

| | 1/29-2/2/15 |
|--|-------------|
| It should mostly used to cut other taxes | 23 |
| It should mostly be used to fund government programs | 23 |
| It should mostly be used to pay down the national debt | 51 |
| Refused | 3 |

Based on:

N=1,045

Cuba1-Cuba5 previously released.

Some questions held for future release.

MW1-ISIS6 previously released.

Some items held for future release.

CYBER1 previously released.

Some items held for future release.

NCC29-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=1,608 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=1,006

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>.