



THE AP-GfK POLL

July, 2015

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: July 9-July 13, 2015

Number of interviews, adults: 1,004

Margin of error for the total sample: +/- 3.4 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-HC1 previously released.

WR1. Generally speaking, do you think of water more as a renewable resource that will always be there for people to use, or a limited resource that could be depleted if people use too much?

	7/9-13/15
A renewable resource that will always be there for people to use	31
A limited resource that could be depleted if people use too much	66
Refused	2

Based on:

N=1,004

WR2. Which comes closer to your opinion about what should happen if there is a drought?

	7/9-13/15
The government should place limits on the amount of water people and businesses can use	70
People and businesses should be allowed to use as much water as they are willing to pay for	28
Refused	2

Based on:

N=1,004

WR3. Should developers be allowed to build new homes and businesses in areas with limited access to water, or should they be only be allowed to build in places with an adequate long-term water supply?

	7/9-13/15
Allowed to build in areas with limited access to water	19
Only allowed to build in places with an adequate long-term water supply	79
Refused	3

Based on:

N=1,004

WR4. If there is a drought, how much of a priority do you think each of the following should be when determining restrictions on water use?

	Top/high priority	A top priority	A high priority	A moderate priority	Low/not a priority at all	A low priority	Not a priority at all	Refused
Residential water supplies	66	30	36	26	6	5	1	2
Water use for agriculture and farming	74	37	38	19	5	4	1	2
Water supplies for wildlife and ecosystems	54	20	34	31	13	11	2	2
Water use by industries and businesses	42	13	29	41	14	12	2	3

Based on: N=1,004

WR5. How closely have you been following news about a drought happening in California and other southwestern states?

	7/9-13/15
Extremely/very closely	19
Extremely closely	6
Very closely	13
Somewhat closely	37
Not too/Not closely at all	42
Not too closely	26
Not closely at all	16
Refused/Not Answered	2

Based on:

N=1,004

RS1-NCC36 previously released.

Some questions held for future release.

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

	7/9-13/15	4/23-27/15	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
Democrat	29	32	31	31	30	34	34	31	36	35	29	32	30	33	29	31	27
Independent	26	27	27	24	23	23	23	24	25	25	24	21	24	23	28	27	29
Republican	25	21	23	24	26	29	35	24	27	32	28	26	27	25	23	23	21
None of these	17	19	17	18	19	12	8	19	11	7	17	19	16	18	17	15	20
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	1
Refused/Not Answered	3	2	3	3	2	2	1	2	1	1	3	3	3	2	2	3	3

Based on:

N=1,004

N=1,077

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

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?

	7/9-13/15	4/23-27/15	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
Total Democrat	42	44	42	41	41	44	42	43	47	45	40	43	41	44	42
Democrat	29	32	31	31	30	34	34	31	36	35	29	32	30	33	29
Independent – lean Democratic	10	9	7	7	7	7	7	8	8	9	8	9	8	9	8
None – lean Democratic	4	3	3	2	4	3	1	4	2	2	4	3	3	2	4
Total Republican	37	34	35	38	37	41	47	34	38	45	38	34	39	35	37
Republican	25	21	23	24	26	29	35	24	27	32	28	26	27	25	23
Independent – lean Republican	10	10	10	9	8	9	10	8	9	10	8	6	10	8	11
None – lean Republican	2	3	3	5	3	3	3	3	3	3	2	2	2	2	4
Independent – don't lean	7	8	10	8	7	7	6	8	8	7	8	7	6	5	10
None – don't lean	14	14	14	14	14	8	5	15	8	4	14	16	14	16	12
Refused/Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: N=1,004 N=1,077 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

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

	7/9-13/15	4/23-27/15	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*
Liberal	20	21	19	20	21	21	20	20	20	19	16	22	18	20	20	18
Conservative	34	33	33	35	33	36	41	31	35	40	34	33	38	38	35	36
Moderate	43	43	45	40	42	42	39	45	43	40	45	42	40	38	42	41
Refused/Not answered	3	3	3	5	3	2	1	4	2	1	4	4	4	5	4	5

Based on: N=1,004 N=1,077 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

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

Urban area	24
Suburban area	50
Rural area	24
Refused/Not Answered	3

Based on:

N=1,004

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?

	7/9-13/15	4/23-27/15	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	88	88	87	86	86	82	85	83	82	83
No	10	9	10	11	12	15	12	16	16	14
Refused/Not answered	2	2	3	3	2	3	3	2	2	3

Based on:

N=1,004

N=1,077

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=1,004

DM13. What is your religious preference?

Protestant	27
Catholic	25
Mormon	1
Jewish	2
Muslim	1
Other religion	12
Don't belong to religious denomination	29
Refused/Not Answered	2

Based on:

N=1,004

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

Yes, a Christian	89
No, not a Christian	11
Refused/Not Answered	1

Based on:

N=114

DMCELL. How many different landline telephone numbers, if any, are there in your home? This includes listed or unlisted numbers. Please don't count cell phones or landlines used ONLY for faxes or modems.

0	43
1	50
2	3
3	1
4	*
5 or more	*
Refused/Not Answered	3

Based on:

N=1,004

PPEDUCAT. (4 category)

Less than high school	10
High school	32
Some college	29
Bachelor's degree or higher	29

Based on:

N=1,004

PPETHM

White, Non-Hispanic	65
Black, Non-Hispanic	11
Other, Non-Hispanic	6
Hispanic	15
2+ Races, Non-Hispanic	3

Based on:

N=1,004

PPGENDER

Male	48
Female	52

Based on:

N=1,004

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	6
Not working – retired	17
Not working – disabled	6
Not working - other	11

Based on:

N=1,004

PPAGE

Age group:

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

Based on:

N=1,004

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	6
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	19
\$150,000 or more	9

Based on:

N=1,004

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23

Based on:

N=1,004

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted July 9 to July 13, 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 1,004 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 3.4 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>.