



# 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-NCC36 previously released.

TGT6. Overall, how concerned are you about retailers' ability to keep your personal information secure when you make purchases in each of the following ways:

<b>In a store</b>	7/9-13/15
<b>Extremely/very concerned</b>	<b>38</b>
Extremely concerned	21
Very concerned	17
<b>Somewhat concerned</b>	<b>28</b>
<b>Just a little/not at all concerned</b>	<b>29</b>
Just a little	18
Not at all concerned	11
Do not make purchases this way	3
Refused/Not Answered	3

Based on:

N=1,004

<b>On a website</b>	7/9-13/15
<b>Extremely/very concerned</b>	<b>45</b>
Extremely concerned	25
Very concerned	20
<b>Somewhat concerned</b>	<b>26</b>
<b>Just a little/not at all concerned</b>	<b>19</b>
Just a little	13
Not at all concerned	7
Do not make purchases this way	8
Refused/Not Answered	2

Based on:

N=1,004

TGT6. (Continued) Overall, how concerned are you about retailers' ability to keep your personal information secure when you make purchases in each of the following ways:

<b>Using your mobile phone</b>	7/9-13/15
<b>Extremely/very concerned</b>	<b>37</b>
Extremely concerned	21
Very concerned	15
<b>Somewhat concerned</b>	<b>20</b>
<b>Just a little/not at all concerned</b>	<b>16</b>
Just a little	9
Not at all concerned	7
Do not make purchases this way	26
Refused/Not Answered	2

Based on:

N=1,004

CRDT1. In the past few months, have you received a new credit or debit card in the mail to replace an existing card, or not?

	7/9-13/15
Yes, I have	41
No, I have not	57
Refused	2

Based on:

N=1,004

[If received a new credit or debit card in the mail in the past few months to replace an existing card]  
 CRDT1a. To the best of your knowledge, why did you receive a new credit or debit card to replace your existing card?

	7/9-13/15
My existing card was expiring	34
I received a new type of card with a chip embedded in the front of it	30
I signed up for a different credit or debit card	3
I received a replacement card because of a security breach	22
Some other reason	7
I don't know the reason	3
Refused	*

*Based on: Received a new credit or debit card in the mail in the past few months to replace an existing card*

*N=459*

[If received a new type of card with a chip embedded in the front of it]  
 CRDT1b. Do you know how to operate the new card using the chip embedded in the front of the card?

	7/9-13/15
Yes, I do	70
No, I do not	31
Refused	-

*Based on: Received a new type of card with a chip embedded in the front of it*

*N=137*

[If received a new type of card with a chip embedded in the front of it]

CRDT1c. Have you had a chance to use the chip in your new card by inserting it into a specialized card reader, have you only used your card using a traditional card swipe, or have you not used your new card at all?

	7/9-13/15
I have used it by inserting it in a specialized card reader	35
I have only used it using a traditional card swipe	44
I have not used the card	21
Refused	-

Based on: Received a new type of card with a chip embedded in the front of it

N=137

CRDT2. As you may know, credit and debit card companies are sending new cards to customers this year with a chip embedded in the front of them, which are read by inserting them into a specialized slot at the cash register. How well do you feel that you understand the reasons why this new type of chip is being added to credit and debit cards?

	7/9-13/15
<b>Extremely/very well</b>	<b>26</b>
Extremely well	11
Very well	15
<b>Moderately well</b>	<b>25</b>
<b>Not too/Not well at all</b>	<b>46</b>
Not too well	24
Not well at all	21
Refused/Not Answered	3

Based on:

N=1,004

CRDT3. The new credit and debit card chips convert credit card information into one-time codes each time they are used, and are meant to make it more difficult for thieves to steal credit card information. How confident are you that the new chips will improve security when making credit or debit purchases?

	7/9-13/15
<b>Extremely/very confident</b>	<b>19</b>
Extremely confident	4
Very confident	15
<b>Moderately confident</b>	<b>56</b>
<b>Not too/Not confident at all</b>	<b>22</b>
Not too confident	15
Not confident at all	7
Refused/Not Answered	3

Based on:

N=1,004

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
<small>Based on:</small>	<small>N=1,004</small>	<small>N=1,077</small>	<small>N=1,045</small>	<small>N=1,010</small>	<small>N=1,008</small>	<small>N=1,385</small>	<small>N=968</small>	<small>N=1,845</small>	<small>N=1,541</small>	<small>N=958</small>	<small>N=1,044</small>	<small>N=1,354</small>	<small>N=1,012</small>	<small>N=1,060</small>	<small>N=1,367</small>	<small>N=1,227</small>	<small>N=1,004</small>

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
<b>Total Democrat</b>	<b>42</b>	<b>44</b>	<b>42</b>	<b>41</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>
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
<b>Total Republican</b>	<b>37</b>	<b>34</b>	<b>35</b>	<b>38</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>
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>.