



The AP-Times Square New Year's Eve Poll December, 2015

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: December 11-13, 2015

Number of interviews, adults: 1,020

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.

NYE1. How do you plan to spend New Year's Eve?

	12/11-13/15	12-12-14/14	12/5-9/13
Going out to celebrate at a bar, restaurant or organized event	9	8	8
Celebrating at home	48	48	54
Celebrating at a friend or family member's home	20	20	19
You will not celebrate New Year's Eve	22	23	18
Refused/Not answered	1	1	2

Based on:

N=1,020

N=1,017

N=1,367

NYE3. 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?

	12/11-13/15	12-12-14/14	12/5-9/13
Yes	56	61	57
No	43	38	42
Refused/Not answered	1	1	2

Based on:

N=1,020

N=1,017

N=1,367

NYE4. [IF YES IN NYE3:] How do you plan to watch the Times Square New Year’s Eve Ball Drop and celebration?

	12/11-13/15	12-12-14/14	12/5-9/13
On TV	95	96	97
Online or on a mobile device	4	3	2
Live in person	1	1	*
Refused/Not answered	*	-	1

Based on: Will watch ball drop

N=586

N=604

N=794

NYE5. Which of the following comes closest to your opinion? For you personally:

	12/11-13/15	12-12-14/14	12/5-9/13*
2015 was a better year than 2014	29	34	32
2015 was a worse year than 2014	21	15	20
There wasn’t much difference between 2014 and 2015	49	50	46
Refused/Not answered	1	1	2

Based on:

N=1,020

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2012

*2014 question referred to difference between 2014 and 2013

NYE6. Which of the following comes closest to your opinion? For the United States:

	12/11-13/15	12-12-14/14	12/5-9/13*
2015 was a better year than 2014	17	30	25
2015 was a worse year than 2014	37	25	25
There wasn't much difference between 2014 and 2015	44	44	47
Refused/Not answered	2	1	3

Based on:

N=1,020

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2012

*2014 question referred to difference between 2014 and 2013

NYE7. Which of the following comes closest to your opinion? For the world:

	12/11-13/15	12-12-14/14	12/5-9/13*
2015 was a better year than 2014	10	16	20
2015 was a worse year than 2014	57	38	30
There wasn't much difference between 2014 and 2015	32	45	48
Refused/Not answered	2	2	3

Based on:

N=1,020

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2012

*2014 question referred to difference between 2014 and 2013

NYE8. And looking ahead to 2016, which of the following comes closest to your opinion? For you personally:

	12/11-13/15	12-12-14/14	12/5-9/13*
2016 will be a better year than 2015	43	48	49
2016 will be a worse year than 2015	17	11	14
There won't be much difference between 2015 and 2016	39	39	34
Refused/Not answered	1	1	3

Based on:

N=1,020

N=1,017

N=1,367

*2013 question referred to differences between 2013 and 2014

*2014 question referred to difference between 2014 and 2015

NYE9. Thinking about the news in 2015, what would you say was the most important news story of the year? (open end, held for release)

NYE10. Below are 10 news stories from 2015. 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's far-flung atrocities and terror attacks prompt intensified multinational effort to defeat it.	63	35	28	23	12	7	5	2
Climate change: Scores of world leaders gather in Paris to seek curbs on emissions.	38	16	22	28	32	18	14	2
Attacks in Paris target Charlie Hebdo & Jewish market in January, concert hall & other sites in November.	64	31	32	22	13	7	6	2
Deal finally reached to curtail Iran's nuclear program after grueling negotiations.	44	18	26	33	21	13	8	2
US Supreme Court legalizes same-sex marriage nationwide; Kentucky court clerk jailed for balking.	36	17	19	24	38	21	18	2
Jockeying for 2016 presidential race; Trump shakes up GOP campaign; Hillary Clinton fights off Sanders.	40	15	25	29	29	17	12	2
Deaths of blacks in encounters with police spark protests in Baltimore, turmoil in Chicago and elsewhere as Black Lives Matter campaign spreads.	44	19	25	30	24	14	11	2
Europe's migrant crisis: Massive drowning deaths in Mediterranean; 71 deaths in truck; EU struggles to respond.	42	15	27	33	23	16	8	2
Mass shootings: 14 killed in San Bernardino, heightening U.S. fears of terrorism; 9 at Charleston church, leading to Confederate flag's removal from State House grounds; 9 at Oregon community college; 4 Marines slain in Chattanooga.	68	37	32	20	10	6	4	2
Cuba-US thaw: long-feuding nations reopen their embassies in each other's capitals.	30	10	20	36	32	22	10	2

Based on: N=1,020

NYE11. 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.

	Very/somewhat memorable	Very memorable	Somewhat memorable	Neither memorable nor forgettable	Very/somewhat forgettable	Somewhat forgettable	Very forgettable	Refused/Not Answered
[GRID, RANDOMIZE ITEMS]								
Oscars draw criticism for all-white acting nominees, while the lack of diversity in film and television remains under fire.	16	4	12	34	48	16	32	2
Attention over gender equality in movie industry roils Hollywood after fallout from Sony hack.	15	4	11	33	50	17	33	3
Star Wars: "The Force Awakens" becomes the most eagerly awaited sequel of the year, with lines forming for tickets weeks before opening and a cavalcade of related merchandise.	37	15	21	28	34	11	22	2
Bruce Jenner becomes Caitlyn Jenner, with the transition rolled out in a highly orchestrated campaign that included a Vanity Fair magazine cover, an exclusive interview with Diane Sawyer and a reality television show.	22	8	14	24	52	14	38	2
Bill Cosby's legal woes mount as he's named in six separate civil lawsuits by women who claim the comedian sexually assaulted them.	36	10	26	29	33	13	19	2
The faces of late-night television change, with David Letterman retiring and Jon Stewart leaving "The Daily Show."	25	7	18	34	39	14	24	2
Cord cutting continues, with increasing numbers of viewers opting for streaming networks and an ever-increasing number of stand-alone subscription services by networks. CBS becomes the first broadcast network to announce it will air a show only on its app: A new "Star Trek" series in 2017.	20	5	16	36	42	15	26	2

Tom Brady leads Patriots to Super Bowl win, but deals with fallout from the deflated footballs scandal. His suspension is overturned, and the Patriots start the next season 10-0.	27	8	20	31	40	13	27	2
After a four-year absence, Adele returns with "25," selling 4.5 million albums in two weeks and setting multiple records.	23	8	15	34	41	13	28	2
Pop mega-star Taylor Swift makes her pals a part of the show, with celebrities ranging from Ellen DeGeneres and Selena Gomez to Serena Williams and Karlie Kloss joining her on stage during her 1989 World Tour.	12	3	9	31	55	14	41	2

Based on: N=1,020

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?]

	12/11-13/15	12-12-14/14
Supporter	21	21
Strongly support	5	6
Somewhat support	16	15
Not a supporter	75	76
Refused/Not Answered	4	3

Based on:

N=1,020

N=1,017

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

	12/11-13/15	12-12-14/14
Democrat	32	32
Independent	27	25
Republican	22	24
None of these	17	17
Refused/Not Answered	1	1

Based on: N=1,020 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?

	12/11-13/15	12-12-14/14
Total Democrat	42	40
Democrat	32	32
Independent – lean Democratic	8	6
None – lean Democratic	2	3
Total Republican	35	37
Republican	22	24
Independent – lean Republican	10	9
None – lean Republican	2	3
Independent – don't lean	10	10
None/refused – don't lean	14	13

Based on: N=1,020 N=1,017

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

	12/11-13/15	12-12-14/14
Liberal	21	19
Conservative	34	38
Moderate	41	40
Refused/Not answered	4	3

Based on:

N=1,020

N=1,017

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

Urban area	25
Suburban area	47
Rural area	26
Refused/Not Answered	2

Based on:

N=1,020

PPEDUCAT (4 category)

Less than high school	12
High school	30
Some college	29
Bachelor's degree or higher	29

Based on:

N=1,020

PPETHM

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

Based on:

N=1,020

PPGENDER

Male	48
Female	52

Based on:

N=1,020

PPMARIT

Married	50
Widowed	5
Divorced	10
Separated	2
Never married	27
Living with partner	6

Based on:

N=1,020

PPWORK

Working – as a paid employee	52
Working – self-employed	6
Not working – on temporary layoff from a job	1
Not working – looking for work	5
Not working – retired	19
Not working – disabled	8
Not working - other	10

Based on:

N=1,020

PPAGE

Age group:

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

Based on:

N=1,020

PPINCIMP

Under \$10,000	5
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	8
\$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	16
\$100,000 to under \$150,000	18
\$150,000 or more	8

Based on:

N=1,020

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23

Based on:

N=1,020

AP-GfK Poll Methodology

The **Associated Press-Times Square New Year's Eve Poll** was conducted December 11-13, 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 1,020 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.