



THE AP-GfK POLL

February, 2016

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: February 11 -February 15, 2016

Number of interviews, adults: 1,033

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>.

Some questions held for future release.

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	45	24	21	47	11	36	6	2
Ted Cruz	28	7	21	46	19	27	24	3
Jeb Bush	30	4	26	49	27	23	18	3
Marco Rubio	32	8	24	38	20	17	28	3
Ben Carson	30	9	21	41	21	20	27	2
Hillary Clinton	38	17	22	51	13	38	8	2
John Kasich	26	5	21	24	13	10	48	3
Donald Trump	32	13	19	58	15	43	7	3
Bernie Sanders	40	14	26	39	16	23	19	3
Michael Bloomberg	19	4	15	31	15	16	48	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.

	2/11-15/16	12-3-7/15	10/15-19/15	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	7/24-28/14	3/20-24/14	12/5-9/13	10/3-7/13
Barack Obama														
Total favorable	45	48	47	46	46	46	41	43	44	44	44	42	46	44
Very favorable	24	25	24	24	27	26	21	20	23	26	20	22	23	24
Somewhat favorable	21	24	23	22	20	20	20	23	21	18	24	20	23	20
Total unfavorable	47	44	45	47	46	45	46	46	50	54	51	51	49	46
Somewhat unfavorable	11	11	14	13	15	13	13	15	15	13	13	14	15	13
Very unfavorable	36	34	31	34	31	32	33	32	35	41	38	37	34	33
Don't know enough to say	6	6	6	5	7	6	11	9	5	2	4	6	4	8
Refused/Not Answered	2	2	2	2	1	3	2	2	1	1	1	1	2	2

Based on: N=1,033 N=1,007 N=1,027 N=1,004 N=1,077 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

	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14	10/3-7/13*
Ted Cruz									
Total favorable	28	24	17	20	18	15	22	18	16
Very favorable	7	10	5	6	6	6	9	8	7
Somewhat favorable	21	14	12	15	12	9	13	10	9
Total unfavorable	46	37	39	33	32	27	30	30	32
Somewhat unfavorable	19	12	14	11	10	10	9	10	10
Very unfavorable	27	24	25	22	22	17	22	20	22
Don't know enough to say	24	37	41	43	49	55	46	50	50
Refused/Not Answered	3	2	3	4	2	3	2	2	2

Based on: N=1,033 N=1,007 N=1,027 N=1,004 N=1,077 N=1,045 N=1,044 N=1,012 N=1,227

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.

	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14
Jeb Bush								
Total favorable	30	26	26	31	29	27	31	27
Very favorable	4	3	3	7	5	6	8	7
Somewhat favorable	26	22	23	24	25	21	23	19
Total unfavorable	49	50	48	44	36	36	35	31
Somewhat unfavorable	27	28	26	22	19	19	18	18
Very unfavorable	23	22	23	22	17	18	17	14
Don't know enough to say	18	22	23	23	33	33	33	40
Refused/Not Answered	3	3	3	2	1	3	2	2

Based on:

N=1,033 N=1,007 N=1,027 N=1,004 N=1,077 N=1,045 N=1,044 N=1,012

	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15	4/23-27/15	1/29-2/2/15	3/20-24/14
Marco Rubio							
Total favorable	32	30	23	26	23	19	23
Very favorable	8	10	7	7	8	6	7
Somewhat favorable	24	20	17	19	16	13	15
Total unfavorable	38	33	33	28	27	26	27
Somewhat unfavorable	20	15	16	14	14	13	14
Very unfavorable	17	18	17	14	14	13	13
Don't know enough to say	28	35	41	43	48	52	49
Refused/Not Answered	3	3	3	3	2	3	2

Based on:

N=1,033 N=1,007 N=1,027 N=1,004 N=1,077 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.

	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15	4/23-27/15	1/29-2/2/15
Ben Carson						
Total favorable	30	32	32	20	15	16
Very favorable	9	9	13	9	7	8
Somewhat favorable	21	23	19	11	8	8
Total unfavorable	41	36	31	15	12	11
Somewhat unfavorable	21	13	14	4	5	4
Very unfavorable	20	23	16	10	6	6
Don't know enough to say	27	30	33	62	71	70
Refused/Not Answered	2	2	4	3	2	4

Based on:

N=1,033

N=1,007

N=1,027

N=1,004

N=1,077

N=1,045

	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15	4/23-27/15	7/24-28/14	3/20-24/14
Hillary Clinton							
Total favorable	38	44	41	39	46	48	46
Very favorable	17	18	17	18	22	21	21
Somewhat favorable	22	25	24	21	24	27	26
Total unfavorable	51	46	48	49	41	42	39
Somewhat unfavorable	13	10	13	16	12	14	14
Very unfavorable	38	36	35	33	30	29	25
Don't know enough to say	8	8	8	9	12	8	12
Refused/Not Answered	2	2	2	2	2	2	2

Based on:

N=1,033

N=1,007

N=1,027

N=1,004

N=1,077

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.

	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15	3/20-24/14
John Kasich					
Total favorable	26	14	13	9	8
Very favorable	5	2	3	2	2
Somewhat favorable	21	12	10	6	6
Total unfavorable	24	25	23	13	13
Somewhat unfavorable	13	11	12	6	7
Very unfavorable	10	14	11	7	6
Don't know enough to say	48	58	61	75	77
Refused/Not Answered	3	3	4	4	2

Based on:

N=1,033

N=1,007

N=1,027

N=1,004

N=1,012

	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15
Donald Trump				
Total favorable	32	30	31	28
Very favorable	13	12	10	10
Somewhat favorable	19	19	21	18
Total unfavorable	58	58	57	58
Somewhat unfavorable	15	12	15	15
Very unfavorable	43	45	43	43
Don't know enough to say	7	10	8	12
Refused/Not Answered	3	2	3	2

Based on:

N=1,033

N=1,007

N=1,027

N=1,004

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.

	2/11-15/16	12-3-7/15	10/15-19/15	4/23-27/15
Bernie Sanders				
Total favorable	40	31	32	10
Very favorable	14	11	13	4
Somewhat favorable	26	19	20	6
Total unfavorable	39	32	30	11
Somewhat unfavorable	16	11	13	5
Very unfavorable	23	21	18	6
Don't know enough to say	19	35	35	73
Refused/Not Answered	3	3	3	5

Based on:

N=1,033

N=1,007

N=1,027

N=1,077

	2/11-15/16
Michael Bloomberg	
Total favorable	19
Very favorable	4
Somewhat favorable	15
Total unfavorable	31
Somewhat unfavorable	15
Very unfavorable	16
Don't know enough to say	48
Refused/Not Answered	3

Based on:

N=1,033

WIN2. Would you definitely vote for, consider voting for, or definitely not vote for each of the following candidates in a **general** election for president?

	Definitely would vote for	Would consider voting for	Definitely would not vote for	Refused
Hillary Clinton	22	29	46	3
Bernie Sanders	17	35	44	5
Donald Trump	17	25	54	3
Marco Rubio	11	36	48	5
Jeb Bush	8	38	50	5
Ted Cruz	10	34	52	4
John Kasich	7	37	52	5
Michael Bloomberg	7	29	59	5

Based on: N=1,033

WIN1. Regardless of who you would personally support, do you think each of the following could possibly win the **general** election for president if they were their party's nominee, or definitely could not win?

	Could possibly win	Definitively could not win	Refused
Hillary Clinton	71	25	4
Bernie Sanders	62	33	5
Donald Trump	63	33	4
Marco Rubio	42	52	5
Jeb Bush	32	63	5
Ted Cruz	47	48	6
John Kasich	31	63	6

WIN1. Regardless of who you would personally support, do you think each of the following could possibly win the **general** election for president if they were their party's nominee, or definitely could not win?

	2/11-15/16	12-3-7/15	10/15-19/15
Hillary Clinton			
Could possibly win	71	78	75
Definitively could not win	25	17	21
Refused/Not Answered	4	5	4

Based on:

N=1,033

N=1,007

N=1,027

	2/11-15/16	12-3-7/15	10/15-19/15
Bernie Sanders			
Could possibly win	62	37	44
Definitively could not win	33	56	51
Refused/Not Answered	5	6	5

Based on:

N=1,033

N=1,007

N=1,027

	2/11-15/16	12-3-7/15	10/15-19/15
Donald Trump			
Could possibly win	63	55	48
Definitively could not win	33	40	47
Refused/Not Answered	4	5	5

Based on:

N=1,033

N=1,007

N=1,027

WIN1. (Continued) Regardless of who you would personally support, do you think each of the following could possibly win the **general** election for president if they were their party's nominee, or definitely could not win?

	2/11-15/16	12-3-7/15	10/15-19/15
Marco Rubio			
Could possibly win	42	45	34
Definitively could not win	52	49	61
Refused/Not Answered	5	7	6

Based on:

N=1,033

N=1,007

N=1,027

	2/11-15/16	12-3-7/15	10/15-19/15
Jeb Bush			
Could possibly win	32	40	48
Definitively could not win	63	53	47
Refused/Not Answered	5	7	5

Based on:

N=1,033

N=1,007

N=1,027

	2/11-15/16	12-3-7/15	10/15-19/15
Ted Cruz			
Could possibly win	47	33	23
Definitively could not win	48	60	71
Refused/Not Answered	6	7	6

Based on:

N=1,033

N=1,007

N=1,027

WIN1. (Continued) Regardless of who you would personally support, do you think each of the following could possibly win the **general** election for president if they were their party's nominee, or definitely could not win?

	2/11-15/16	12-3-7/15	10/15-19/15
John Kasich			
Could possibly win	31	18	16
Definitely could not win	63	74	78
Refused/Not Answered	6	7	6

Based on:

N=1,033

N=1,007

N=1,027

MPRES2: For each of the following candidates, do you think the media is generally biased in favor of that candidate, biased against that candidate, or is it mostly balanced?

	Biased in favor	Biased against	Mostly balanced	Refused
Hillary Clinton	42	24	30	5
Bernie Sanders	30	19	45	6
Donald Trump	27	42	25	5
Marco Rubio	11	28	54	7
Jeb Bush	11	34	48	7
Ted Cruz	13	31	49	7
John Kasich	6	22	65	8
Michael Bloomberg	13	16	63	9

N=1,033

MPRES2: (Continued) For each of the following candidates, do you think the media is generally biased in favor of that candidate, biased against that candidate, or is it mostly balanced?

	2/11-15/16	12-3-7/15
Hillary Clinton		
Biased in favor	42	43
Biased against	24	23
Mostly balanced	30	30
Refused/Not Answered	5	5

Based on:

N=1,033

N=1,007

	2/11-15/16	12-3-7/15
Bernie Sanders		
Biased in favor	30	19
Biased against	19	20
Mostly balanced	45	54
Refused/Not Answered	6	6

Based on:

N=1,033

N=1,007

	2/11-15/16	12-3-7/15
Donald Trump		
Biased in favor	27	23
Biased against	42	45
Mostly balanced	25	27
Refused/Not Answered	5	5

Based on:

N=1,033

N=1,007

MPRES2: (Continued) For each of the following candidates, do you think the media is generally biased in favor of that candidate, biased against that candidate, or is it mostly balanced?

	2/11-15/16	12-3-7/15
Marco Rubio		
Biased in favor	11	11
Biased against	28	24
Mostly balanced	54	59
Refused/Not Answered	7	6

Based on: *N=1,033* *N=1,007*

	2/11-15/16	12-3-7/15
Jeb Bush		
Biased in favor	11	13
Biased against	34	31
Mostly balanced	48	50
Refused/Not Answered	7	6

Based on: *N=1,033* *N=1,007*

	2/11-15/16	12-3-7/15
Ted Cruz		
Biased in favor	13	9
Biased against	31	28
Mostly balanced	49	56
Refused/Not Answered	7	7

Based on: *N=1,033* *N=1,007*

MPRES2: (Continued) For each of the following candidates, do you think the media is generally biased in favor of that candidate, biased against that candidate, or is it mostly balanced?

	2/11-15/16
John Kasich	
Biased in favor	6
Biased against	22
Mostly balanced	65
Refused/Not Answered	8

Based on:

N=1,033

	2/11-15/16
Michael Bloomberg	
Biased in favor	13
Biased against	16
Mostly balanced	63
Refused/Not Answered	9

Based on:

N=1,033

IMG1 previously released.

ISSPRES. How well does each of the following candidates represent your positions on the issues you care about?

	Very/ somewhat well	Very well	Somewhat Well	Slightly/ Not well at all	Slightly well	Not well at all	Refused
Hillary Clinton	39	20	20	55	16	39	6
Bernie Sanders	40	18	22	53	20	33	7
Donald Trump	37	18	19	57	16	41	7
John Kasich	25	6	19	66	29	36	10
Marco Rubio	31	9	22	61	24	37	8
Jeb Bush	26	4	22	67	30	37	7
Ted Cruz	31	10	21	61	22	40	8
Michael Bloomberg	16	4	13	74	28	45	10

Base: N=1,033

IMG2-CNG1 previously released.

Some questions held for future release.

TP4. Do you consider yourself a supporter of the Tea Party movement, or are you not a supporter of the Tea Party movement?

	2/11-15/16	12/3-7/15	10/15-19/15	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
Supporter	20	19	18	22	21	20	19	22	27	17	20	26	23	20	22	27	20
Not a supporter	74	76	77	74	75	76	78	75	71	79	77	72	74	77	73	67	76
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Refused/Not Answered	6	6	5	5	5	4	3	2	2	4	3	2	4	4	6	6	4

Based on: N=1,033 N=1,007 N=1,027 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

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

	2/11-15/16	12/3-7/15	10/15-19/15	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
Strongly	29	25	27	28	35	36	36	35	38	31	31	34	35	28	31
Somewhat	70	75	73	71	65	63	64	65	62	68	67	65	64	71	67
Refused/Not Answered	*	-	-	1	1	1	*	*	-	1	1	1	1	1	2

Based on: Tea Party Supporter N=208 N=186 N=183 N=213 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?

	2/11-15/16	12/3-7/15	10/15-19/15	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
Democrat	31	29	30	29	32	31	31	30	34	34	31	36	35	29	32	30	33
Independent	25	26	26	26	27	27	24	23	23	23	24	25	25	24	21	24	23
Republican	26	23	23	25	21	23	24	26	29	35	24	27	32	28	26	27	25
None of these	14	19	18	17	19	17	18	19	12	8	19	11	7	17	19	16	18
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Refused/Not Answered	3	3	2	3	2	3	3	2	2	1	2	1	1	3	3	3	2

Based on: N=1,033 N=1,007 N=1,027 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

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?

	2/11-15/16	12/3-7/15	10/15-19/15	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
Total Democrat	43	42	41	42	44	42	41	41	44	42	43	47	45	40	43
Democrat	31	29	30	29	32	31	31	30	34	34	31	36	35	29	32
Independent – lean Democratic	8	8	8	10	9	7	7	7	7	7	8	8	9	8	9
None – lean Democratic	3	4	2	4	3	3	2	4	3	1	4	2	2	4	3
Total Republican	37	35	37	37	34	35	38	37	41	47	34	38	45	38	34
Republican	26	23	23	25	21	23	24	26	29	35	24	27	32	28	26
Independent – lean Republican	9	9	10	10	10	10	9	8	9	10	8	9	10	8	6
None – lean Republican	3	3	4	2	3	3	5	3	3	3	3	3	3	2	2
Independent – don't lean	8	9	9	7	8	10	8	7	7	6	8	8	7	8	7
None – don't lean	12	15	14	14	14	14	14	14	8	5	15	8	4	14	16
Refused/Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: N=1,033 N=1,007 N=1,027 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

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

	2/11-15/16	12/3-7/15	10/15-19/15	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
Liberal	21	19	18	20	21	19	20	21	21	20	20	20	19	16	22	18
Conservative	32	33	35	34	33	33	35	33	36	41	31	35	40	34	33	38
Moderate	42	43	44	43	43	45	40	42	42	39	45	43	40	45	42	40
Refused/Not answered	4	5	3	3	3	3	5	3	2	1	4	2	1	4	4	4

Based on: N=1,033 N=1,007 N=1,027 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

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

Urban area	23
Suburban area	50
Rural area	25
Refused/Not Answered	2

Based on: N=1,033

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?

	2/11-15/16	12/3-7/15	10/15-19/15	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	89	87	88	88	88	87	86	86	82	85	83	82	83
No	9	10	10	10	9	10	11	12	15	12	16	16	14
Refused/Not answered	3	2	2	2	2	3	3	2	3	3	2	2	3

Based on: N=1,033 N=1,007 N=1,027 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	31
No	66
Refused/Not Answered	3

Based on:

N=1,033

DM13. What is your religious preference?

Protestant	26
Catholic	25
Mormon	1
Jewish	2
Muslim	*
Other religion	13
Don't belong to religious denomination	31
Refused/Not Answered	2

Based on:

N=1,033

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

Yes, a Christian	92
No, not a Christian	7
Refused/Not Answered	1

Based on:

N=126

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	48
1	44
2	3
3	1
4	1
5 or more	*
Refused/Not Answered	3

Based on:

N=1,033

PPEDUCAT. (4 category)

Less than high school	7
High school	35
Some college	28
Bachelor's degree or higher	30

Based on:

N=1,033

PPETHM

White, Non-Hispanic	66
Black, Non-Hispanic	11
Other, Non-Hispanic	4
Hispanic	16
2+ Races, Non-Hispanic	2

Based on:

N=1,033

PPGENDER

Male	48
Female	52

Based on:

N=1,033

PPWORK

Working – as a paid employee	54
Working – self-employed	8
Not working – on temporary layoff from a job	1
Not working – looking for work	4
Not working – retired	19
Not working – disabled	5
Not working - other	9

Based on:

N=1,033

PPAGE

Age group:

18-29	21
30-49	34
50-64	26
65+	19

Based on:

N=1,033

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	11
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	20
\$150,000 or more	9

Based on:

N=1,033

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,033

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted February 11 to February 15, 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 1,033 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 46%.

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>.