



THE AP-GfK POLL

March, 2016

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: March 31 – April 4, 2016

Number of interviews, adults: 1,076

Margin of error for the total sample: +/- 3.3 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.

**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.

S1. Are you currently registered to vote at your address, or not?

	3/31-4/4/16	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15	4/23-27/15	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
Yes	82	80	78	76	82	80	79	100	100	78	100	100	78	74	77	73	79
No	18	20	21	23	18	19	20	-	-	22	-	-	15	19	16	20	16
Not sure	-	-	-	-	-	-	*	-	-	*	-	-	4	5	5	4	2
Refused/Not answered	1	1	1	1	1	*	-	-	-	-	-	-	3	3	2	3	2

Based on: (Excludes those living in ND) N=1,075 N=1,030 N=1,006 N=1,023 N=1,002 N=1,077 N=1,607 N=1,384 N=967 N=1,840 N=1,536 N=955 N=1,042 N=1,352 N=1,009 N=1,058 N=1,365

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) - some items held for future release.

	Total favorable	Very favorable	Some-what favorable	Total unfavorable	Somewhat unfavorable	Very unfavorable	Don't know enough to say	Refused
Ted Cruz	26	5	21	59	27	32	14	1
Hillary Clinton	40	17	23	55	17	38	4	1
Donald Trump	26	11	15	69	13	56	4	1

	3/31-4/4/16	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	26	28	24	17	20	18	15	22	18	16
Very favorable	5	7	10	5	6	6	6	9	8	7
Somewhat favorable	21	21	14	12	15	12	9	13	10	9
Total unfavorable	59	46	37	39	33	32	27	30	30	32
Somewhat unfavorable	27	19	12	14	11	10	10	9	10	10
Very unfavorable	32	27	24	25	22	22	17	22	20	22
Don't know enough to say	14	24	37	41	43	49	55	46	50	50
Refused/Not Answered	1	3	2	3	4	2	3	2	2	2

Based on:

N=1,076 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

	3/31-4/4/16	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	40	38	44	41	39	46	48	46
Very favorable	17	17	18	17	18	22	21	21
Somewhat favorable	23	22	25	24	21	24	27	26
Total unfavorable	55	51	46	48	49	41	42	39
Somewhat unfavorable	17	13	10	13	16	12	14	14
Very unfavorable	38	38	36	35	33	30	29	25
Don't know enough to say	4	8	8	8	9	12	8	12
Refused/Not Answered	1	2	2	2	2	2	2	2

Based on:

N=1,076 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.

	3/31-4/4/16	2/11-15/16	12-3-7/15	10/15-19/15	7/9-13/15
Donald Trump					
Total favorable	26	32	30	31	28
Very favorable	11	13	12	10	10
Somewhat favorable	15	19	19	21	18
Total unfavorable	69	58	58	57	58
Somewhat unfavorable	13	15	12	15	15
Very unfavorable	56	43	45	43	43
Don't know enough to say	4	7	10	8	12
Refused/Not Answered	1	3	2	3	2

Based on:

N=1,076

N=1,033

N=1,007

N=1,027

N=1,004

FAVP. Do you have a favorable or unfavorable impression of...

[GRID, RANDOMIZE FIRST TWO ITEMS]

	3/31-4/4/16	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	5/16-19/14	3/20-24/14	12/5-9/13	10/3-7/13
The Democratic Party											
Total favorable	48	46	45	42	49	49	47	47	43	43	42
Very favorable	19	16	16	16	17	18	19	15	15	15	13
Somewhat favorable	29	30	28	26	32	31	28	32	28	28	29
Total unfavorable	50	52	54	57	49	49	52	51	54	55	54
Somewhat unfavorable	22	23	23	20	25	25	22	25	25	27	23
Very unfavorable	28	29	31	36	23	25	30	26	29	28	32
Refused/Not Answered	3	2	1	1	3	2	1	3	3	2	4

Based on: N=1,076 N=1,608 N=1,385 N=968 N=1,845 N=1,541 N=958 N=1,354 N=1,012 N=1,367 N=1,227

	3/31-4/4/16	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	5/16-19/14	3/20-24/14	12/5-9/13	10/3-7/13
The Republican Party											
Total favorable	30	39	41	44	41	42	44	35	38	30	28
Very favorable	6	10	9	12	10	10	12	7	9	5	7
Somewhat favorable	24	29	31	33	31	32	32	28	29	25	21
Total unfavorable	67	58	58	54	56	56	54	62	60	68	69
Somewhat unfavorable	27	32	32	29	30	30	26	34	34	37	34
Very unfavorable	40	26	26	25	26	26	28	28	26	31	35
Refused/Not Answered	3	3	2	1	3	2	2	3	3	3	4

Based on: N=1,076 N=1,608 N=1,385 N=968 N=1,845 N=1,541 N=958 N=1,354 N=1,012 N=1,367 N=1,227

Some questions held for future release.

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? - *some items held for future release.*

	Definitely would vote for	Would consider voting for	Definitely would not vote for	Refused
Hillary Clinton	24	26	49	1
Donald Trump	16	19	63	2
Ted Cruz	10	33	55	2

Based on: N=1,076

	3/31-4/4/16	2/11-15/16
Hillary Clinton		
Definitely would vote for	24	22
Would consider voting for	26	29
Definitely would not vote for	49	46
Refused/Not Answered	1	3

Based on:

N=1,076 N=1,033

	3/31-4/4/16	2/11-15/16
Donald Trump		
Definitely would vote for	16	17
Would consider voting for	19	25
Definitely would not vote for	63	54
Refused/Not Answered	2	3

Based on:

N=1,076 N=1,033

	3/31-4/4/16	2/11-15/16
Ted Cruz		
Definitely would vote for	10	10
Would consider voting for	33	34
Definitely would not vote for	55	52
Refused/Not Answered	2	4

Based on:

N=1,076 N=1,033

Some questions held for future release.

IMG1. Please tell me how well each word describes [INSERT ITEM]

Some items held for future release.

Donald Trump

Civil	3/31-4/4/16
Very/somewhat well	15
Very well	4
Somewhat well	11
Slightly/not at all well	83
Slightly well	17
Not at all well	66
Refused/Not Answered	3

Based on:

N=1,076

Compassionate	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	17	21	18
Very well	7	9	8
Somewhat well	10	13	11
Slightly/not at all well	80	73	77
Slightly well	16	19	18
Not at all well	64	54	59
Refused/Not Answered	3	6	5

Based on:

N=1,076

N=1,033

N=1,007

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS –]

Honest	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	25	34	33
Very well	10	15	14
Somewhat well	15	19	18
Slightly/not at all well	72	60	62
Slightly well	16	17	19
Not at all well	56	43	44
Refused/Not Answered	3	6	5

Based on:

N=1,076

N=1,033

N=1,007

Decisive	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	42	55	55
Very well	21	33	34
Somewhat well	22	23	21
Slightly/not at all well	55	39	40
Slightly well	16	12	12
Not at all well	39	27	28
Refused/Not Answered	3	6	5

Based on:

N=1,076

N=1,033

N=1,007

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS –]

Likeable	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	21	26	24
Very well	8	8	9
Somewhat well	14	17	15
Slightly/not at all well	76	68	71
Slightly well	16	21	21
Not at all well	60	48	50
Refused/Not Answered	3	6	5

Based on:

N=1,076

N=1,033

N=1,007

Competent	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	31	40	38
Very well	14	20	19
Somewhat well	16	19	19
Slightly/not at all well	67	55	58
Slightly well	17	18	19
Not at all well	50	37	39
Refused/Not Answered	3	6	5

Based on:

N=1,076

N=1,033

N=1,007

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS -]

Ted Cruz

Civil	3/31-4/4/16
Very/somewhat well	33
Very well	8
Somewhat well	26
Slightly/not at all well	61
Slightly well	33
Not at all well	28
Refused/Not Answered	6

Based on:

N=1,076

Compassionate	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	29	27	27
Very well	6	7	8
Somewhat well	23	20	19
Slightly/not at all well	66	63	62
Slightly well	31	27	28
Not at all well	35	36	34
Refused/Not Answered	6	10	11

Based on:

N=1,076

N=1,033

N=1,007

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS –]

Honest	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	27	27	29
Very well	5	8	11
Somewhat well	21	20	18
Slightly/not at all well	68	63	60
Slightly well	32	28	30
Not at all well	36	36	30
Refused/Not Answered	6	10	11

Based on:

N=1,076

N=1,033

N=1,007

Decisive	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	36	35	33
Very well	9	12	13
Somewhat well	27	23	20
Slightly/not at all well	58	55	56
Slightly well	33	28	30
Not at all well	25	27	27
Refused/Not Answered	6	10	11

Based on:

N=1,076

N=1,033

N=1,007

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS –]

Likeable	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	26	27	27
Very well	5	7	8
Somewhat well	21	20	19
Slightly/not at all well	68	64	62
Slightly well	28	26	29
Not at all well	41	37	33
Refused/Not Answered	5	10	11

Based on:

N=1,076

N=1,033

N=1,007

Competent	3/31-4/4/16	2/11-15/16	12-3-7/15
Very/somewhat well	34	33	32
Very well	8	10	11
Somewhat well	25	23	21
Slightly/not at all well	61	58	57
Slightly well	31	28	29
Not at all well	31	30	28
Refused/Not Answered	5	10	11

Based on:

N=1,076

N=1,033

N=1,007

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS –]

John Kasich

Civil	3/31-4/4/16
Very/somewhat well	48
Very well	18
Somewhat well	30
Slightly/not at all well	46
Slightly well	28
Not at all well	18
Refused/Not Answered	7

Based on:

N=1,076

Compassionate	3/31-4/4/16	2/11-15/16
Very/somewhat well	37	29
Very well	11	7
Somewhat well	27	23
Slightly/not at all well	56	58
Slightly well	35	35
Not at all well	21	23
Refused/Not Answered	7	13

Based on:

N=1,076

N=1,033

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS -]

Honest	3/31-4/4/16	2/11-15/16
Very/somewhat well	39	33
Very well	12	9
Somewhat well	27	25
Slightly/not at all well	55	54
Slightly well	33	33
Not at all well	22	21
Refused/Not Answered	7	13

Based on:

N=1,076 N=1,033

Decisive	3/31-4/4/16	2/11-15/16
Very/somewhat well	36	30
Very well	9	6
Somewhat well	27	24
Slightly/not at all well	57	57
Slightly well	36	34
Not at all well	21	23
Refused/Not Answered	7	13

Based on:

N=1,076 N=1,033

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS -]

Likeable	3/31-4/4/16	2/11-15/16
Very/somewhat well	40	32
Very well	13	7
Somewhat well	27	25
Slightly/not at all well	54	56
Slightly well	34	33
Not at all well	20	23
Refused/Not Answered	7	13

Based on:

N=1,076 N=1,033

Competent	3/31-4/4/16	2/11-15/16
Very/somewhat well	40	33
Very well	12	10
Somewhat well	28	23
Slightly/not at all well	53	55
Slightly well	33	32
Not at all well	20	23
Refused/Not Answered	7	13

Based on:

N=1,076 N=1,033

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?

	3/31-4/4/16	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
Supporter	18	20	19	18	22	21	20	19	22	27	17	20	26	23	20	22	27
Not a supporter	79	74	76	77	74	75	76	78	75	71	79	77	72	74	77	73	67
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	6	6	5	5	5	4	3	2	2	4	3	2	4	4	6	6

Based on: N=1,076 N=1,033 N=1,007 N=1,027 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=1,000

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

	3/31-4/4/16	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	28	29	25	27	28	35	36	36	35	38	31	31	34	35	28	31
Somewhat	71	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	1	2

Based on: Tea Party Supporter N=195 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?

	3/31-4/4/16	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
Democrat	34	31	29	30	29	32	31	31	30	34	34	31	36	35	29	32	30
Independent	25	25	26	26	26	27	27	24	23	23	23	24	25	25	24	21	24
Republican	26	26	23	23	25	21	23	24	26	29	35	24	27	32	28	26	27
None of these	12	14	19	18	17	19	17	18	19	12	8	19	11	7	17	19	16
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Refused/Not Answered	2	3	3	2	3	2	3	3	2	2	1	2	1	1	3	3	3

Based on: N=1,076 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

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?

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

Based on: N=1,076 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

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

	3/31-4/4/16	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
Liberal	22	21	19	18	20	21	19	20	21	21	20	20	20	19	16	22
Conservative	30	32	33	35	34	33	33	35	33	36	41	31	35	40	34	33
Moderate	44	42	43	44	43	43	45	40	42	42	39	45	43	40	45	42
Refused/Not answered	4	4	5	3	3	3	3	5	3	2	1	4	2	1	4	4

Based on: N=1,076 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

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

Urban area	25
Suburban area	48
Rural area	25
Refused/Not Answered	2

Based on: N=1,076

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?

	3/31-4/4/16	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
Yes	89	89	87	88	88	88	87	86	86	82	85	83	82
No	9	9	10	10	10	9	10	11	12	15	12	16	16
Refused/Not answered	2	3	2	2	2	2	3	3	2	3	3	2	2

Based on: N=1,076 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

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=1,076

DM13. What is your religious preference?

Protestant	26
Catholic	22
Mormon	2
Jewish	2
Muslim	-
Other religion	13
Don't belong to religious denomination	31
Refused/Not Answered	3

Based on:

N=1,076

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

Yes, a Christian	86
No, not a Christian	14
Refused/Not Answered	-

Based on:

N=127

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	4

Based on:

N=1,076

PPEDUCAT. (4 category)

Less than high school	10
High school	32
Some college	28
Bachelor's degree or higher	30

Based on:

N=1,076

PPETHM

White, Non-Hispanic	66
Black, Non-Hispanic	11
Other, Non-Hispanic	4
Hispanic	16
2+ Races, Non-Hispanic	3

Based on:

N=1,076

PPGENDER

Male	48
Female	52

Based on:

N=1,076

PPWORK

Working – as a paid employee	55
Working – self-employed	6
Not working – on temporary layoff from a job	1
Not working – looking for work	5
Not working – retired	18
Not working – disabled	5
Not working - other	10

Based on:

N=1,076

PPAGE

Age group:

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

Based on:

N=1,076

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	7
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	18
\$150,000 or more	9

Based on:

N=1,076

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,076

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted March 31 to April 4, 2016 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 1,076 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 3.3 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. 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>.