



THE AP-GfK POLL December, 2013

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: December 5–9, 2013

Number of interviews, adults: 1,367

Number of interviews, investors: 755

Margin of error for the total sample: +/- 3.5 percentage points at the 95% confidence level

Margin of error for investors: +/-4.7 percentage points

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.

**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-gfkipoll.com>.

ECO1. Thinking about investing in the stock market, do you think now is a...

| | All adults: 12/5-9/13 | Investors: 12/5-9/13 | All adults: 4/11-15/13 | Investors: 4/11-15/13 | All adults: 12/8-12/11 | Investors: 12/8-12/11 |
|----------------------|---------------------------------|--------------------------------|----------------------------------|---------------------------------|----------------------------------|---------------------------------|
| Good time to invest | 46 | 59 | 37 | 52 | 33 | 44 |
| Bad time to invest | 52 | 40 | 50 | 39 | 61 | 54 |
| Don't know [VOL] | na | na | 12 | 9 | 5 | 2 |
| Refused/Not Answered | 2 | 1 | 1 | 1 | * | * |

Based on: N=1,367 N=755 N=1,004 N=514 N=513 N=513

INV1. Do you think of investment in the stock market as generally a safe investment or generally a risky investment?

| | All adults: 12/5-9/13 | Investors: 12/5-9/13 | All adults: 4/11-15/13 | Investors: 4/11-15/13 |
|----------------------|---------------------------------|--------------------------------|----------------------------------|---------------------------------|
| Generally safe | 27 | 34 | 18 | 30 |
| Generally risky | 71 | 65 | 75 | 64 |
| Don't know [VOL] | na | na | 6 | 6 |
| Refused/Not Answered | 3 | * | 1 | 1 |

Based on: N=1,367 N=755 N=1,004 N=514

INV4. How much do you worry about seeing the value of your stocks and retirement investments drop?
Do you worry...

| | All adults: 12/5-9/13 | Investors: 12/5-9/13 | All adults: 4/11-15/13 | Investors: 4/11-15/13 | All adults: AP-Yahoo! 12/14-20/07* |
|--------------------------------|---------------------------------|--------------------------------|----------------------------------|---------------------------------|---|
| A great deal/somewhat | 57 | 70 | 56 | 66 | 55 |
| A great deal | 20 | 21 | 26 | 25 | 24 |
| Somewhat | 37 | 49 | 30 | 41 | 31 |
| Not too much/Not at all | 41 | 30 | 40 | 33 | 45 |
| Not too much | 25 | 25 | 16 | 22 | 19 |
| Not at all | 16 | 5 | 24 | 12 | 26 |
| Don't know [VOL] | N/A | N/A | 3 | 1 | N/A |
| Refused/Not Answered | 2 | * | 1 | * | 1 |

Based on:

N=1,367

N=755

N=1,004

N=514

N=1,821

*Survey conducted online by Knowledge Networks.

ROTATE ASKING ORDER OF INV5/INV6:

INV5. How do you expect the value of the stock market to change over the next 12 months? Will it...

| | All adults: 12/5-9/13 | Investors: 12/5-9/13 |
|----------------------|---------------------------------|--------------------------------|
| Total Better | 30 | 41 |
| Get a lot better | 1 | 1 |
| Get a little better | 28 | 39 |
| Stay the same | 37 | 33 |
| Total Worse | 31 | 26 |
| Get a little worse | 24 | 22 |
| Get a lot worse | 7 | 5 |
| Refused/Not Answered | 2 | * |

Based on:

N=1,367

N=755

INV6. Over the last 12 months, how has the value of the stock market changed? Has it...

| | All adults: 12/5-9/13 | Investors: 12/5-9/13 |
|------------------------|---------------------------------|--------------------------------|
| Total Better | 50 | 73 |
| Gotten a lot better | 17 | 29 |
| Gotten a little better | 33 | 44 |
| Stayed the same | 32 | 19 |
| Total Worse | 16 | 8 |
| Gotten a little worse | 14 | 7 |
| Gotten a lot worse | 2 | 1 |
| Refused/Not Answered | 3 | * |

Based on:

N=1,367

N=755

INV7. Thinking about the market's future, what do you think is most likely to happen to the stock market by the end of 2014? Do you think the market will:

| | All adults: 12/5-9/13 | Investors: 12/5-9/13 |
|---------------------------|---------------------------------|--------------------------------|
| Crash | 5 | 3 |
| Drop, but not crash | 39 | 38 |
| Stabilize where it is now | 40 | 39 |
| Go up | 14 | 20 |
| Refused/Not Answered | 2 | 1 |

Based on:

N=1,367

N=755

HC1 through INS6 previously released

Some questions held for later release

NCC15 through CP3 previously released

Some questions held for later release

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

| | 12/5-9/13 | 10/3-7/13* | 4/11-15/13 | 1/10-14/13 | 8/16-20/12 | 6/14-18/12 | 5/3-7/12 | 2/16-20/12 | 12/8-12/11 | 10-13-17/11 | 8/18-22/11 | 6/16-20/11 | 5/5-9/11 | 3/24-28/11 | 1/5-10/11 |
|----------------------|-----------|------------|------------|------------|------------|------------|----------|------------|------------|-------------|------------|------------|----------|------------|-----------|
| Supporter | 20 | 17 | 23 | 22 | 27 | 23 | 22 | 25 | 30 | 28 | 25 | 33 | 30 | 30 | 31 |
| Not a supporter | 76 | 78 | 62 | 64 | 63 | 65 | 67 | 71 | 64 | 68 | 70 | 61 | 63 | 65 | 61 |
| Don't know [VOL] | na | na | 12 | 13 | 8 | 10 | 10 | 4 | 6 | 4 | 5 | 5 | 7 | 6 | 7 |
| Refused/Not Answered | 4 | 5 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | * | * | 1 | * | * | * |

Based on: N=1,367 N=1,227 N=1,004 N=1,004 N=1,006 N=1,007 N=1,004 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,001 N=1,001 N=1,001

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

| | 12/5-9/13 | 10/3-7/13* | 4/11-15/13 | 1/10-14/13 | 11/29-12/3/12 | TOTAL 10/19-23/12 | REGISTERED VOTERS 10/19-23/12 | LIKELY VOTERS 10/19-23/12 | TOTAL 9/13-17/12 | REGISTERED VOTERS 9/13-17/12 | LIKELY VOTERS 9/13-17/12 | 8/16-20/12 |
|----------------------|-----------|------------|------------|------------|---------------|----------------------|----------------------------------|------------------------------|---------------------|---------------------------------|--------------------------|------------|
| Democrat | 29 | 31 | 27 | 29 | 33 | 31 | 32 | 34 | 31 | 32 | 31 | 31 |
| Independent | 28 | 27 | 29 | 30 | 27 | 27 | 28 | 27 | 29 | 30 | 30 | 30 |
| Republican | 23 | 23 | 21 | 21 | 23 | 25 | 28 | 30 | 22 | 25 | 30 | 23 |
| None of these | 17 | 15 | 20 | 19 | 15 | 14 | 8 | 6 | 17 | 13 | 8 | 15 |
| Don't know [VOL] | na | na | 1 | * | 1 | 2 | 2 | * | 1 | 1 | 1 | 1 |
| Refused/Not Answered | 2 | 3 | 3 | 1 | 2 | 2 | 2 | 3 | * | * | * | 1 |

Based on: N=1,367 N=1,227 N=1,004 N=1,004 N=1,002 N=1,186 N=1,041 N=839 N=1,512 N=1,282 N=807 N=1,006

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?

| | 12/5-9/13 | 10/3-7/13* | 4/11-15/13 | 1/10-14/13 | 11/29-12/3/12 |
|--------------------------------|-----------|------------|------------|------------|---------------|
| Total Democrat | 42 | 44 | 44 | 46 | 49 |
| Democrat | 29 | 31 | 27 | 29 | 33 |
| Independent – lean Democratic | 8 | 10 | 10 | 12 | 10 |
| None – lean Democratic | 4 | 3 | 7 | 5 | 6 |
| Total Republican | 37 | 35 | 37 | 36 | 37 |
| Republican | 23 | 23 | 21 | 21 | 23 |
| Independent – lean Republican | 11 | 9 | 11 | 9 | 9 |
| None – lean Republican | 4 | 3 | 5 | 6 | 5 |
| Independent – don't lean | 10 | 9 | 7 | 7 | 6 |
| None – don't lean | 12 | 12 | 6 | 6 | 4 |
| [VOL] Independent – lean other | na | na | 1 | 1 | 1 |
| [VOL] None – lean other | na | na | 2 | 1 | 1 |
| Don't know | na | na | 2 | 2 | 1 |
| Refused/Not answered | - | - | 2 | 1 | 2 |

Based on:

N=1,367

N=1,227

N=1,004

N=1,004

N=1,002

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

| | 12/5-9/13 | 10/3-7/13* | 4/11-15/13 | 1/10-14/13 | 11/29-12/3/12 |
|----------------------|-----------|------------|------------|------------|---------------|
| Liberal | 20 | 18 | 22 | 21 | 21 |
| Conservative | 35 | 36 | 40 | 37 | 40 |
| Moderate | 42 | 41 | 30 | 35 | 32 |
| Don't know | na | na | 6 | 5 | 5 |
| Refused/Not answered | 4 | 5 | 2 | 1 | 2 |

Based on:

N=1,367

N=1,227

N=1,004

N=1,004

N=1,002

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

| | 12/5-9/13 | 10/3-7/13* |
|----------------------|-----------|------------|
| Yes | 79 | 78 |
| No | 16 | 15 |
| Not sure | 2 | 5 |
| Refused/Not answered | 2 | 3 |

Based on: (Excludes those living in ND)

N=1,365

N=1,225

S2. How often would you say you vote?

| | 12/5-9/13 | 10/3-7/13* |
|-----------------------------------|-----------|------------|
| Always/Nearly always | 67 | 68 |
| Always | 38 | 40 |
| Nearly always | 29 | 29 |
| In about half of elections | 11 | 10 |
| Seldom/Never | 21 | 20 |
| Seldom | 8 | 7 |
| Never | 13 | 13 |
| Refused/Not answered | 2 | 3 |

Based on:

N=1,367

N=1,227

S5. How much interest do you have in following news about politics and elections?

| | 12/5-9/13 | 10/3-7/13* |
|---------------------------------------|-----------|------------|
| A great deal/Quite a bit | 43 | 48 |
| A great deal | 14 | 16 |
| Quite a bit | 29 | 32 |
| Only some | 31 | 39 |
| Very little/No interest at all | 24 | 28 |
| Very little | 14 | 12 |
| No interest at all | 10 | 10 |
| Refused/Not answered | 2 | 3 |

Based on:

N=1,367

N=1,227

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

| | |
|----------------------|----|
| Urban area | 22 |
| Suburban area | 50 |
| Rural area | 25 |
| Refused/Not Answered | 3 |

Based on:

N=1,367

DM21 Do you currently own stocks, bonds, or mutual funds?

| | |
|----------------------|----|
| Yes | 45 |
| No | 52 |
| Refused/Not Answered | 3 |

Based on:

N=1,367

DM22/a [IF YES IN DM21:] In the past 12 months, how many times did you make changes in your investments—buying or selling stocks or mutual funds either within or outside an employer-sponsored 401K plan?

| | |
|----------------------|-----|
| Once (1) | 17 |
| Twice (2) | 10 |
| Three times (3) | 4 |
| Four times (4) | 3 |
| 5-9 times | 6 |
| 10-14 times | 5 |
| 15-19 times | * |
| 20-24 | 2 |
| 25 times or more | 3 |
| None | 49 |
| Refused/Not answered | 1 |
| Mean | 3.0 |
| Median | * |

Based on: Own investments

N=755

INV8. [IF YES IN DM21:] In 2014, do you think you will:

| | |
|--|----|
| Invest MORE money in the stock market than you did in 2013 | 20 |
| Invest LESS money in the stock market than you did in 2013 | 22 |
| Invest about the same amount of money in the stock market as you did in 2013 | 57 |
| Refused/Not answered | 2 |

Based on: Own investments

N=755

GUNS4. Does anyone in your household own a gun, or not?

| | |
|----------------------|----|
| Yes | 35 |
| No | 61 |
| Refused/Not answered | 4 |

Based on:

N=1,367

PPEDUCAT (4 category)

| | |
|-----------------------------|----|
| Less than high school | 8 |
| High school | 34 |
| Some college | 29 |
| Bachelor's degree or higher | 29 |

Based on:

N=1,367

PPETHM

| | |
|------------------------|----|
| White, Non-Hispanic | 70 |
| Black, Non-Hispanic | 11 |
| Other, Non-Hispanic | 3 |
| Hispanic | 13 |
| 2+ Races, Non-Hispanic | 3 |

Based on:

N=1,367

PPGENDER

| | |
|--------|----|
| Male | 48 |
| Female | 52 |

Based on:

N=1,367

PPMARIT

| | |
|---------------------|----|
| Married | 50 |
| Widowed | 4 |
| Divorced | 11 |
| Separated | 1 |
| Never married | 23 |
| Living with partner | 11 |

Based on:

N=1,367

PPWORK

| | |
|--|----|
| Working – as a paid employee | 48 |
| Working – self-employed | 9 |
| Not working – on temporary layoff from a job | * |
| Not working – looking for work | 6 |
| Not working – retired | 19 |
| Not working – disabled | 6 |
| Not working - other | 12 |

Based on:

N=1,367

PPAGE

Age group:

| | |
|-------|----|
| 18-29 | 20 |
| 30-49 | 36 |
| 50-64 | 26 |
| 65+ | 18 |

Based on:

N=1,367

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

| | |
|------------------------------|----|
| Under \$10,000 | 8 |
| \$10,000 to under \$20,000 | 8 |
| \$20,000 to under \$30,000 | 8 |
| \$30,000 to under \$40,000 | 11 |
| \$40,000 to under \$50,000 | 7 |
| \$50,000 to under \$75,000 | 23 |
| \$75,000 to under \$100,000 | 12 |
| \$100,000 to under \$150,000 | 16 |
| \$150,000 or more | 7 |

Based on:

N=1,367

CENSUS REGION:

| | |
|-----------|----|
| Northeast | 18 |
| Midwest | 22 |
| South | 37 |
| West | 22 |

Based on:

N=1,367

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted December 5-9, 2013 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 1,367 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 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 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 3.5 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.

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>.