The AP-Times Square New Year's Eve Poll
December, 2016

Conducted by GfK Public Affairs & Corporate Communications

A survey of the American general population (ages 18+)
Interview dates: December 9-11, 2016
Number of interviews, adults: 1,007

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.
* = less than 0.5%

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

	12/9-11/16	12/11-13/15	12-12-14/14	12/5-9/13
Going out to celebrate at a bar, restaurant or organized event	9	9	8	8
Celebrating at home	49	48	48	54
Celebrating at a friend or family member's home	18	20	20	19
You will not celebrate New Year's Eve	23	22	23	18
Refused/Not answered	1	1	1	2
Based on:	*N=1,007*	*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?

	12/9-11/16	12/11-13/15	12-12-14/14	12/5-9/13
Yes	61	56	61	57
No	39	43	38	42
Refused/Not answered	1	1	1	2
Based on:	*N=1,007*	*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?

	12/9-11/16	12/11-13/15	12-12-14/14	12/5-9/13
On TV	97	95	96	97
Online or on a mobile device	3	4	3	2
Live in person	*	1	1	*
Refused/Not answered	-	*	-	1

Based on: Will watch ball drop   N=625   N=586   N=604   N=794

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

	12/9-11/16	12/11-13/15	12-12-14/14	12/5-9/13*
2016 was a better year than 2015	29	29	34	32
2016 was a worse year than 2015	22	21	15	20
There wasn't much difference between 2015 and 2016	48	49	50	46
Refused/Not answered	2	1	1	2

Based on: N=1,007   N=1,020   N=1,017   N=1,367

*2013 question referred to difference between 2013 and 2012
*2014 question referred to difference between 2014 and 2013
*2015 question referred to difference between 2015 and 2014

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

	12/9-11/16	12/11-13/15	12-12-14/14	12/5-9/13*
2016 was a better year than 2015	18	17	30	25
2016 was a worse year than 2015	33	37	25	25
There wasn't much difference between 2015 and 2016	47	44	44	47
Refused/Not answered	2	2	1	3
Based on:	N=1,007	N=1,020	N=1,017	N=1,367

*2013 question referred to difference between 2013 and 2012
*2014 question referred to difference between 2014 and 2013
*2015 question referred to difference between 2015 and 2014

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

	12/9-11/16	12/11-13/15	12-12-14/14	12/5-9/13*
2016 was a better year than 2015	13	10	16	20
2016 was a worse year than 2015	42	57	38	30
There wasn't much difference between 2015 and 2016	43	32	45	48
Refused/Not answered	2	2	2	3
Based on:	N=1,007	N=1,020	N=1,017	N=1,367

*2013 question referred to difference between 2013 and 2012
*2014 question referred to difference between 2014 and 2013
*2015 question referred to difference between 2015 and 2014

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NYE8.   And looking ahead to 2017, which of the following comes closest to your opinion? For you personally:

	12/9-11/16	12/11-13/15	12-12-14/14	12/5-9/13*
2017 will be a better year than 2016	55	43	48	49
2017 will be a worse year than 2016	19	17	11	14
There won't be much difference between 2016 and 2017	25	39	39	34
Refused/Not answered	2	1	1	3
Based on:	N=1,007	N=1,020	N=1,017	N=1,367

*2013 question referred to difference between 2013 and 2014
*2014 question referred to difference between 2014 and 2015
*2015 question referred to difference between 2015 and 2016

NYE10. Below are 10 news stories from 2016. 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
Brexit: In unexpected outcome, Britons vote to leave the European Union, triggering change in prime minister	**34**	13	21	**31**	**33**	19	14	2
Boxing legend Muhammad Ali dies, is mourned around the world	**16**	6	11	**32**	**50**	28	22	2
Worldwide terror attacks: targets include Pulse nightclub in Orlando, airports in Brussels and Istanbul, a park in Pakistan, holiday revelers in Nice	**63**	30	33	**24**	**11**	5	6	2
Members of Sioux tribe and supporters from across US stage months-long protest against oil pipeline project in North Dakota	**34**	15	20	**31**	**33**	20	13	2
US election: Donald Trump defeats Hillary Clinton in stunning upset; GOP maintains control in Congress	**77**	54	23	**12**	**9**	3	5	2
Zika spreads across Latin America and the Caribbean; nearly 30 countries report birth defects linked to the virus	**43**	16	27	**33**	**22**	13	9	2
Shooting deaths of Alton Sterling in Louisiana and Philando Castile in Minnesota by police spark protests; Police killed in attacks in Dallas, Baton Rouge and Des Moines	**51**	21	30	**29**	**18**	10	8	2
North Carolina enacts law curbing LGBT rights and transgender bathroom access, provoking economic and political backlash	**38**	17	21	**29**	**31**	17	14	2
Cuba: Longtime leader Fidel Castro dies; relations with US in limbo amid its presidential transition	**24**	9	15	**34**	**40**	23	17	2
Marijuana approved for recreational use by voters in California, Nevada, Massachusetts, Maine	**28**	13	15	**27**	**43**	24	19	2

Based on: N=1,007

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NYE11. Below are 10 things that happened in pop culture in 2016. For each one, please indicate whether you thought it was more memorable or more forgettable.

[GRID, RANDOMIZE ITEMS]	Very/somewhat memorable	Very memorable	Somewhat memorable	Neither memorable nor forgettable	Very/somewhat forgettable	Somewhat forgettable	Very forgettable	Refused/Not Answered
Rio Olympics: U.S. women's gymnastics dominates, winning the team all-around gold medal and three individual gold medals for Simone Biles	**50**	18	32	**27**	**21**	9	12	2
Music world loses some of its greats, including Prince, David Bowie, Leonard Cohen	**51**	20	31	**26**	**22**	10	12	2
Singer-songwriter Bob Dylan wins Nobel Prize in literature	**24**	7	17	**33**	**41**	18	23	2
Chicago Cubs shake their curse to win their first World Series victory since 1908	**55**	27	28	**23**	**20**	8	12	2
Millions try to "catch 'em all" using the "Pokemon Go" app	**22**	7	15	**21**	**54**	17	38	2
Brangelexit: Angelina Jolie files for divorce from Brad Pitt	**13**	4	10	**27**	**58**	18	40	2
Musical "Hamilton" wins 11 Tony Awards, a Grammy and a Pulitzer Prize	**23**	6	16	**32**	**43**	14	29	2
"Spotlight" wins Academy Award for Best Picture and puts a spotlight on sexual abuse issues	**20**	6	15	**35**	**43**	16	27	2
Private space companies make major advances in launching, landing and relaunching reusable rockets	**35**	9	26	**33**	**30**	14	15	2
Barack Obama gives out Medal of Freedom to diverse array of recipients, included Bill and Melinda Gates, Ellen DeGeneres, Michael Jordan and Kareem Abdul-Jabbar	**32**	12	19	**29**	**37**	15	23	2

Based on: N=1,007

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

	12/9-11/16	12/11-13/15	12-12-14/14
Democrat	33	32	32
Independent	24	27	25
Republican	26	22	24
None of these	16	17	17
Refused/Not Answered	1	1	1

Based on: N=1,007 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?

	12/9-11/16	12/11-13/15	12-12-14/14
Total Democrat	**42**	**42**	**40**
Democrat	33	32	32
Independent – lean Democratic	7	8	6
None – lean Democratic	2	2	3
Total Republican	**37**	**35**	**37**
Republican	26	22	24
Independent – lean Republican	10	10	9
None – lean Republican	2	2	3
Independent – don't lean	7	10	10
None/refused – don't lean	14	14	13

Based on: N=1,007 N=1,020 N=1,017

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

	12/9-11/16	12/11-13/15	12-12-14/14
Liberal	20	21	19
Conservative	34	34	38
Moderate	42	41	40
Refused/Not Answered	4	4	3

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

PPEDUCAT (4 category)

Less than high school	12
High school	30
Some college	28
Bachelor's degree or higher	30

Based on: *N=1,007*

PPETHM

White, Non-Hispanic	65
Black, Non-Hispanic	12
Other, Non-Hispanic	7
Hispanic	16
2+ Races, Non-Hispanic	1

Based on: *N=1,007*

PPGENDER

Male	48
Female	52

Based on: *N=1,007*

PPMARIT

Married	56
Widowed	4
Divorced	9
Separated	1
Never married	25
Living with partner	6

Based on: *N=1,007*

PPWORK

Working – as a paid employee	53
Working – self-employed	7
Not working – on temporary layoff from a job	*
Not working – looking for work	6
Not working – retired	20
Not working – disabled	5
Not working - other	8

Based on: *N=1,007*

PPAGE

Age group:

18-29	21
30-49	30
50-64	31
65+	18

Based on: *N=1,007*

PPINCIMP

Under $10,000	9
$10,000 to under $20,000	5
$20,000 to under $30,000	7
$30,000 to under $40,000	10
$40,000 to under $50,000	8
$50,000 to under $75,000	18
$75,000 to under $100,000	13
$100,000 to under $150,000	17
$150,000 or more	14

Based on: *N=1,007*

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23

Based on: *N=1,007*

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AP-GfK Poll Methodology

The **Associated Press-Times Square New Year's Eve Poll** was conducted December 9-11, 2016 by GfK Public Communications & Social Science – a division of GfK Custom Research North America. This poll is based on a nationally-representative probability sample of 1,007 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.

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