



THE AP-GfK POLL March, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: March 20-24, 2014

Number of interviews, adults: 1,012

Number of interviews, those following news about the NCAA men's basketball tournament at least somewhat closely: 249

Margin of error for the total sample: +/- 3.4 percentage points at the 95% confidence level

Margin of error for those following news about the NCAA men's basketball tournament at least somewhat closely: +/- 6.9 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.*

**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>.*

CUR1 through FAV1 (Obama) previously released

Some items held for future release

FAV2 through CCON6 previously released

Some questions held for later release

NCC8 through NCC29 previously released

Some questions held for later release

MM1. How closely are you following news about the NCAA men’s basketball tournament?

	3/20-24/14
Extremely/very closely	10
Extremely closely	5
Very closely	6
Somewhat closely	14
Not too/not at all closely	74
Not too closely	16
Not closely at all	58
Refused/Not answered	2

Based on:

N=1,012

MM2. Have you entered a bracket in any type of tournament pool, either for fun or for money, for this year’s NCAA men’s basketball tournament?

	3/20-24/14
Yes	13
No	85
Refused/Not answered	2

Based on:

N=1,012



MM2a. [IF YES, MM2=1] Does the pool you've entered have a prize with a monetary value or not?

	3/20-24/14
Yes, has a monetary value	63
No, does not have a monetary value	37
Refused/Not answered	1

Based on: Entered a bracket in pool for this year's NCAA basketball tournament

N=127

MM3. [IF FOLLOWING AT LEAST SOMEWHAT CLOSELY IN MM1] Which team do you think is most likely to win the NCAA tournament?

	3/20-24/14
Florida	29
Michigan State	8
Louisville	6
Arizona	5
Wisconsin	3
Michigan	2
Virginia	2
Dayton	1
Kentucky	1
Iowa State	*
Connecticut	*
San Diego State	*
UCLA	*
Team already eliminated -- respondent mention team -- CODED	14
Team already eliminated -- respondent mention team eliminated, no specific team provided	1
Other (non-team mention or non-tournament team mentioned)	2
Do not care	2
Don't know	18

Based on: Follow news about the NCAA men's basketball tournament at least somewhat closely

N=249

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?

	3/20-24/14	1/17-21/14	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
Supporter	22	27	20	17	23	22	27	23	22	25	30	28	25	33	30	30
Not a supporter	73	67	76	78	62	64	63	65	67	71	64	68	70	61	63	65
Don't know [VOL]	na	na	na	na	12	13	8	10	10	4	6	4	5	5	7	6
Refused/Not Answered	6	6	4	5	3	1	1	1	1	1	1	*	*	1	*	*

Based on: N=1,012 N=1,060 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

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

	3/20-24/14
Strongly	31
Somewhat	67
Refused/Not Answered	2

Based on: Tea Party Supporter

N=227

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

	3/20-24/14	1/17-21/14	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
Democrat	30	33	29	31	27	29	33	31	32	34	31	32	31
Independent	24	23	28	27	29	30	27	27	28	27	29	30	30
Republican	27	25	23	23	21	21	23	25	28	30	22	25	30
None of these	16	18	17	15	20	19	15	14	8	6	17	13	8
Don't know [VOL]	na	na	na	na	1	*	1	2	2	*	1	1	1
Refused/Not Answered	3	2	2	3	3	1	2	2	2	3	*	*	*

Based on: N=1,012 N=1,060 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

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?

	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	11/29-12/3/12
Total Democrat	41	44	42	44	44	46	49
Democrat	30	33	29	31	27	29	33
Independent – lean Democratic	8	9	8	10	10	12	10
None – lean Democratic	3	2	4	3	7	5	6
Total Republican	39	35	37	35	37	36	37
Republican	27	25	23	23	21	21	23
Independent – lean Republican	10	8	11	9	11	9	9
None – lean Republican	2	2	4	3	5	6	5
Independent – don't lean	6	5	10	9	7	7	6
None – don't lean	14	16	12	12	6	6	4
[VOL] Independent – lean other	na	na	na	na	1	1	1
[VOL] None – lean other	na	na	na	na	2	1	1
Don't know	na	na	na	na	2	2	1
Refused/Not answered	-	-	-	-	2	1	2

Based on:

N=1,012

N=1,060

N=1,367

N=1,227

N=1,004

N=1,004

N=1,002

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

	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	11/29-12/3/12
Liberal	18	20	20	18	22	21	21
Conservative	38	38	35	36	40	37	40
Moderate	40	38	42	41	30	35	32
Don't know	na	na	na	na	6	5	5
Refused/Not answered	4	5	4	5	2	1	2

Based on: N=1,012 N=1,060 N=1,367 N=1,227 N=1,004 N=1,004 N=1,002

G11c. And when it comes to most [BOLD: social] issues, do you consider your views to be:

	3/20-24/14
Liberal	23
Conservative	36
Moderate	38
Refused/Not answered	4

Based on: N=1,012

G11d. And when it comes to most [BOLD: economic or fiscal] issues, do you consider your views to be:

	3/20-24/14
Liberal	14
Conservative	42
Moderate	39
Refused/Not answered	5

Based on: N=1,012

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

	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Yes	77	73	79	78
No	16	20	16	15
Not sure	5	4	2	5
Refused/Not answered	2	3	2	3

Based on: (Excludes those living in ND)

N=1,009

N=1,058

N=1,365

N=1,225

S2. How often would you say you vote?

	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Always/Nearly always	66	63	67	68
Always	37	35	38	40
Nearly always	30	28	29	29
In about half of elections	10	8	11	10
Seldom/Never	22	26	21	20
Seldom	8	9	8	7
Never	14	17	13	13
Refused/Not answered	3	3	2	3

Based on:

N=1,012

N=1,060

N=1,367

N=1,227

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

	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
A great deal/Quite a bit	40	42	43	48
A great deal	14	14	14	16
Quite a bit	26	28	29	32
Only some	29	26	31	39
Very little/No interest at all	28	29	24	28
Very little	17	15	14	12
No interest at all	11	14	10	10
Refused/Not answered	3	3	2	3

Based on:

N=1,012

N=1,060

N=1,367

N=1,227

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

Urban area	26
Suburban area	49
Rural area	23
Refused/Not Answered	3

Based on:

N=1,012

Some questions held for later release

DM12. Do you consider yourself a born-again or evangelical Christian, or not?

Yes, born-again/evangelical	31
No	65
Refused/Not Answered	4

Based on:

N=1,012

DM13. What is your religious preference?

Protestant	28
Catholic	22
Mormon	2
Jewish	3
Muslim	1
Other religion	14
Don't belong to religious denomination	28
Refused/Not Answered	3

Based on:

N=1,012

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

Yes, a Christian	85
No, not a Christian	15
Refused/Not Answered	-

Based on:

N=116

DM15. Aside from weddings and funerals, how often do you attend religious services?

Never	25
Less often than a few times a year	18
A few times a year	12
Once or twice a month	11
Once a week	20
More than once a week	12
Refused/Not Answered	3

Based on:

N=1,012

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	28
No	70
Refused/Not Answered	2

Based on:

N=1,012

PPEDUCAT. (4 category)

Less than high school	12
High school	31
Some college	29
Bachelor's degree or higher	29

Based on:

N=1,012

PPETHM

White, Non-Hispanic	70
Black, Non-Hispanic	10
Other, Non-Hispanic	3
Hispanic	15
2+ Races, Non-Hispanic	2

Based on:

N=1,012

PPGENDER

Male	48
Female	52

Based on:

N=1,012

PPWORK

Working – as a paid employee	54
Working – self-employed	7
Not working – on temporary layoff from a job	*
Not working – looking for work	8
Not working – retired	16
Not working – disabled	6
Not working - other	9

Based on:

N=1,012

PPAGE

Age group:

18-29	22
30-49	34
50-64	26
65+	18

Based on:

N=1,012

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

Under \$10,000	6
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	12
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	18
\$150,000 or more	7

Based on:

N=1,012

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,012

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted March 20-24, 2014 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 1,012 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 3.4 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>.