

THE AP-GfK POLL April, 2015

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: April 23-April 27, 2015 Number of interviews, adults: 1,077

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-gfkpoll.com.





1

Some questions held for future release.

2

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)

							Don't	
			Some-				know	
	Total	Very	what	Total	Somewhat	Very	enough	
	favorable	favorable	favorable	unfavorable	unfavorable	unfavorable	to say	Refused
Barack Obama	46	27	20	46	15	31	7	1
Chris Christie	22	3	20	40	22	17	36	2
Ted Cruz	18	6	12	32	10	22	49	2
Rand Paul	23	5	18	32	17	15	43	3
Rick Perry	16	3	13	33	14	19	49	2
Scott Walker	15	7	8	19	6	13	64	2
Jeb Bush	29	5	25	36	19	17	33	1
Marco Rubio	23	8	16	27	14	14	48	2
Rick Santorum	14	2	12	30	13	17	54	2
Mike Huckabee	23	7	16	30	15	15	45	2
Ben Carson	15	7	8	12	5	6	71	2
Carly Fiorina	7	2	6	12	5	7	75	5
Lindsay Graham	10	2	8	23	10	13	61	6
Martin O'Malley	4	1	3	11	6	5	80	6
Bernie Sanders	10	4	6	11	5	6	73	5
Jim Webb	7	1	6	9	4	4	79	6
Lincoln Chafee	4	1	3	8	4	3	84	5
Hillary Clinton	Results held	for future i	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. (*Some items held for future release*)

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

Based on: 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

Chris Christie	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14
Total favorable	22	25	31	26
Very favorable	3	5	8	7
Somewhat favorable	20	20	24	19
Total unfavorable	40	41	41	38
Somewhat unfavorable	22	23	21	22
Very unfavorable	17	18	20	16
Don't know enough to say	36	31	26	35
Refused/Not Answered	2	3	2	2

Based on: 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.

Ted Cruz	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14	10/3-7/13*
Total favorable	18	15	22	18	16
Very favorable	6	6	9	8	7
Somewhat favorable	12	9	13	10	9
Total unfavorable	32	27	30	30	32
Somewhat unfavorable	10	10	9	10	10
		17	22	20	22
Very unfavorable	22	17	22	20	22
Very unfavorable Don't know enough to say	49	55	46	50	50

Based on: N=1,077 N=1,045 N=1,044 N=1,012 N=1,227

Rand Paul	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14
Total favorable	23	24	29	25
Very favorable	5	6	8	9
Somewhat favorable	18	18	21	16
Total unfavorable	32	28	31	28
Somewhat unfavorable	17	15	14	12
Very unfavorable	15	13	17	16
Don't know enough to say	43	45	39	45
Refused/Not Answered	3	4	2	2

Based on: N=1,077 N=1,045 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.

Rick Perry	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14
Total favorable	16	18	26	18
Very favorable	3	3	9	4
Somewhat favorable	13	14	17	14
Total unfavorable	33	32	34	31
Somewhat unfavorable	14	14	12	12
Very unfavorable	19	19	22	18
Don't know enough to say	49	47	38	49
Refused/Not Answered	2	4	2	2

Based on: N=1,077 N=1,045 N=1,044 N=1,012

Scott Walker	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14
Total favorable	15	13	17	12
Very favorable	7	6	8	5
Somewhat favorable	8	7	9	7
Total unfavorable	19	16	21	18
Somewhat unfavorable	6	6	7	7
Very unfavorable	13	10	14	11
Don't know enough to say	64	67	61	67
Refused/Not Answered	2	4	2	2

Based on: N=1,077 N=1,045 N=1,044 N=1,012



Jeb Bush	4/23-27/15	1/29-2/2/15	7/24-28/14	3/20-24/14
Total favorable	29	27	31	27
Very favorable	5	6	8	7
Somewhat favorable	25	21	23	19
Total unfavorable	36	36	35	31
Somewhat unfavorable	19	19	18	18
Very unfavorable	17	18	17	14
Don't know enough to say	33	33	33	40
Refused/Not Answered	1	3	2	2

Based on: N=1,077 N=1,045 N=1,044 N=1,012

Marco Rubio	4/23-27/15	1/29-2/2/15	3/20-24/14
Total favorable	23	19	23
Very favorable	8	6	7
Somewhat favorable	16	13	15
Total unfavorable	27	26	27
Somewhat unfavorable	14	13	14
Very unfavorable	14	13	13
Don't know enough to say	48	52	49
Refused/Not Answered	2	3	2

Based on: N=1,077 N=1,045 N=1,012



Rick Santorum	4/23-27/15	1/29-2/2/15	3/20-24/14
Total favorable	14	17	18
Very favorable	2	3	4
Somewhat favorable	12	15	14
Total unfavorable	30	28	31
Somewhat unfavorable	13	11	12
Very unfavorable	17	18	19
Don't know enough to say	54	52	49
Refused/Not Answered	2	3	2

Based on: N=1,077 N=1,045 N=1,012

Mike Huckabee	4/23-27/15	1/29-2/2/15	3/20-24/14
Total favorable	23	22	26
Very favorable	7	8	8
Somewhat favorable	16	15	18
Total unfavorable	30	31	30
Somewhat unfavorable	15	14	15
			1
Very unfavorable	15	17	15
Very unfavorable Don't know enough to say	15 45	17 43	15 43

Based on: N=1,077 N=1,045 N=1,012



Ben Carson	4/23-27/15	1/29-2/2/15
Total favorable	15	16
Very favorable	7	8
Somewhat favorable	8	8
Total unfavorable	12	11
Somewhat unfavorable	5	4
Very unfavorable	6	6
Don't know enough to say	71	70
Refused/Not Answered	2	4

Based on: N=1,077 N=1,045



Carly Fiorina	4/23-27/15
Total favorable	7
Very favorable	2
Somewhat favorable	6
Total unfavorable	12
Somewhat unfavorable	5
Very unfavorable	7
Don't know enough to say	75
Refused/Not Answered	5

Based on: N=1,077

Lindsay Graham	4/23-27/15
Total favorable	10
Very favorable	2
Somewhat favorable	8
Total unfavorable	23
Somewhat unfavorable	10
Very unfavorable	13
Don't know enough to say	61
Refused/Not Answered	6



Martin O'Malley	4/23-27/15
Total favorable	4
Very favorable	1
Somewhat favorable	3
Total unfavorable	11
Somewhat unfavorable	6
Very unfavorable	5
Don't know enough to say	80
Refused/Not Answered	6

Based on: N=1,077

Bernie Sanders	4/23-27/15
Total favorable	10
Very favorable	4
Somewhat favorable	6
Total unfavorable	11
Somewhat unfavorable	5
Very unfavorable	6
Don't know enough to say	73
Refused/Not Answered	5



Jim Webb	4/23-27/15
Total favorable	7
Very favorable	1
Somewhat favorable	6
Total unfavorable	9
Somewhat unfavorable	4
Very unfavorable	4
Don't know enough to say	79
Refused/Not Answered	6

Based on: N=1,077

Lincoln Chafee	4/23-27/15
Total favorable	4
Very favorable	1
Somewhat favorable	3
Total unfavorable	8
Somewhat unfavorable	4
Very unfavorable	3
Don't know enough to say	84
Refused/Not Answered	5



Some questions held for future release.

NCC29-NCC36 previously released.

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

	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	10/3-7/13*	4/11-15/13	1/10-14/13
Supporter	22	21	20	19	22	27	17	20	26	23	20	22	27	20	17	23	22
Not a supporter	74	75	76	78	75	71	79	77	72	74	77	73	67	76	78	62	64
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	12	13
Refused/Not																	
Answered	5	5	4	3	2	2	4	3	2	4	4	6	6	4	5	3	1

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

	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	35	36	36	35	38	31	31	34	35	28	31
Somewhat	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=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?

	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	10/3-7/13*	4/11-15/13	1/10-14/13
Democrat	32	31	31	30	34	34	31	36	35	29	32	30	33	29	31	27	29
Independent	27	27	24	23	23	23	24	25	25	24	21	24	23	28	27	29	30
Republican	21	23	24	26	29	35	24	27	32	28	26	27	25	23	23	21	21
None of these	19	17	18	19	12	8	19	11	7	17	19	16	18	17	15	20	19
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	1	*
Refused/Not Answered	2	3	3	2	2	1	2	1	1	3	3	3	2	2	3	3	1



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?

	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	10/3-7/13*
Total Democrat	44	42	41	41	44	42	43	47	45	40	43	41	44	42	44
Democrat	32	31	31	30	34	34	31	36	35	29	32	30	33	29	31
Independent – lean Democratic	9	7	7	7	7	7	8	8	9	8	9	8	9	8	10
None – lean Democratic	3	3	2	4	3	1	4	2	2	4	3	3	2	4	3
Total Republican	34	35	38	37	41	47	34	38	45	38	34	39	35	37	35
Republican	21	23	24	26	29	35	24	27	32	28	26	27	25	23	23
Independent – lean Republican	10	10	9	8	9	10	8	9	10	8	6	10	8	11	9
None – lean Republican	3	3	5	3	3	3	3	3	3	2	2	2	2	4	3
Independent – don't lean	8	10	8	7	7	6	8	8	7	8	7	6	5	10	9
None – don't lean	14	14	14	14	8	5	15	8	4	14	16	14	16	12	12
[VOL] Independent – lean other	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
[VOL] None – lean other	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Don't know	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Refused/Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

N=1,077 N=1,045 N=1,020 N=1,638 N=1,285 N=968 N=1,945 N=1,541 N=958 N=1,044 N=1,334 N=1,012 N=1,267 N=1,267 N=1,267





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

	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	10/3-7/13*	4/11-15/13
Liberal	21	19	20	21	21	20	20	20	19	16	22	18	20	20	18	22
Conservative	33	33	35	33	36	41	31	35	40	34	33	38	38	35	36	40
Moderate	43	45	40	42	42	39	45	43	40	45	42	40	38	42	41	30
Don't know	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	6
Refused/Not answered	3 N=1,077	3 N=1,045	5 N=1,010	3 N=1,608	2 N=1,385	1 N=968	4 N=1,224	2 N=1,016	1 N=643	4 N=1,044	4 N=1,354	4 N=1,012	5 N=1,060	4 N=1,367	5 N=1,227	2 N=1,004

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

Urban area	26
Suburban area	48
Rural area	25
Refused/Not Answered	2

Based on:

N=1,077

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?

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

Based on: 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	29
No	67
Refused/Not Answered	4

Based on: N=1,077

DM13. What is your religious preference?

Protestant	23
Catholic	24
Mormon	1
Jewish	2
Muslim	1
Other religion	14
Don't belong to religious denomination	32
Refused/Not Answered	3

Based on: N=1,077

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

Yes, a Christian	88
No, not a Christian	12
Refused/Not Answered	*

Based on: N=146

PPEDUCAT. (4 category)

Less than high school	9
High school	33
Some college	29
Bachelor's degree or higher	29

Based on: N=1,077

PPETHM

White, Non-Hispanic	66
Black, Non-Hispanic	11
Other, Non-Hispanic	5
Hispanic	15
2+ Races, Non-Hispanic	3





PPGENDER

Male	48
Female	52

Based on:

N=1,077

N=1,077

PPWORK

Working – as a paid employee	50
Working – self-employed	7
Not working – on temporary layoff from a job	1
Not working – looking for work	8
Not working – retired	18
Not working – disabled	5
Not working - other	11

Based on:

PPAGE

Age group:

7 tgc group:	
18-29	22
30-49	34
50-64	26
65+	19

Based on: N=1,077

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	8
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	8
\$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	8





CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23





AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted April 23 to April 27, 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 1,077 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 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-gfkpoll.com.



