



THE AP-GfK POLL

December, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: December 4-8 2014

Number of interviews, adults: 1,010

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-gfcpoll.com>.*

CUR1-CCS8 previously released.

FL1. When you go grocery shopping, do you usually feel like you have enough information to decide if you are making a healthy purchase, or not?

	12/4-8/14
Yes, I do	75
No, I do not	12
I don't do the grocery shopping for my household	12
Refused/Not answered	2

Based on:

N=1,010

FL2. When you buy prepared meals or snacks from each of the following, do you usually feel like you have enough information to decide if you are making a healthy purchase, or not?

[RANDOMIZE ORDER]	Yes, I do	No, I do not	I never buy food here	REF
Sit-down restaurants	60	31	6	3
Fast food restaurants	56	31	10	3
Prepared food counters at grocery stores	48	32	17	3
Coffee shops	40	27	29	3
Vending machines	32	32	33	3
Movie theaters	31	33	32	3
Amusement parks	27	38	32	3

Base: N=1,010

FL3. Do you favor, oppose or neither favor nor oppose requiring each of the following to post calorie information on menus for food items that they sell?

[RANDOMIZE ORDER]	Favor	Neither favor or oppose	Oppose	REF
Fast food restaurants	56	31	9	4
Sit-down restaurants	54	32	10	4
Prepared food counters at grocery stores	52	35	9	4
Coffee shops	49	38	9	4
Movie theaters	44	41	11	4
Vending machines	44	40	12	4
Amusement parks	43	42	11	5

Base: N=1,010

FL4. How important are each of the following to you when you're judging whether a food item is a healthy choice or not?

Some items held for future release.

[RANDOMIZE ORDER]	Extremely/ Very	Extremely important	Very important	Moderately important	Not very/Not important at all	Not very important	Not important at all	REF
How much sugar it contains	61	27	34	23	13	6	7	4
How much fat it contains	59	24	35	24	14	6	8	3
How many calories it contains	55	24	32	26	15	8	8	4
How much salt it contains	55	23	31	27	15	7	8	4
How much protein it contains	43	15	28	35	18	10	9	4
The levels of certain vitamins or minerals	36	13	23	36	24	15	9	4
Whether it is organic	23	10	13	32	42	21	20	4

Base: N=1,010

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?

	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	8/16-20/12	6/14-18/12
Supporter	20	19	22	27	17	20	26	23	20	22	27	20	17	23	22	27	23
Not a supporter	76	78	75	71	79	77	72	74	77	73	67	76	78	62	64	63	65
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	12	13	8	10
Refused/Not Answered	4	3	2	2	4	3	2	4	4	6	6	4	5	3	1	1	1

Based on: 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=1,060 N=1,367 N=1,227 N=1,004 N=1,004 N=1,006 N=1,007

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

	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	36	36	35	38	31	31	34	35	28	31
Somewhat	63	64	65	62	68	67	65	64	71	67
Refused/Not Answered	1	*	*	-	1	1	1	1	1	2

Based on: Tea Party Supporter 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?

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

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

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?

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

Based on: 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 N=1,060 N=1,367 N=1,227

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

	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	11/29-12/3/12
Liberal	20	21	21	20	20	20	19	16	22	18	20	20	18	22	21	21
Conservative	35	33	36	41	31	35	40	34	33	38	38	35	36	40	37	40
Moderate	40	42	42	39	45	43	40	45	42	40	38	42	41	30	35	32
Don't know	na	na	na	na	na	na	na	na	na	na	na	na	na	6	5	5
Refused/Not answered	5	3	2	1	4	2	1	4	4	4	5	4	5	2	1	2
<i>Based on:</i>	<i>N=1,010</i>	<i>N=1,608</i>	<i>N=1,385</i>	<i>N=968</i>	<i>N=1,224</i>	<i>N=1,016</i>	<i>N=643</i>	<i>N=1,044</i>	<i>N=1,354</i>	<i>N=1,012</i>	<i>N=1,060</i>	<i>N=1,367</i>	<i>N=1,227</i>	<i>N=1,004</i>	<i>N=1,004</i>	<i>N=1,002</i>

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

Urban area	25
Suburban area	49
Rural area	23
Refused/Not Answered	3

Based on:

N=1,010

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?

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

Based on:

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	30
No	66
Refused/Not Answered	4

Based on:

N=1,010

DM13. What is your religious preference?

Protestant	27
Catholic	23
Mormon	2
Jewish	2
Muslim	*
Other religion	14
Don't belong to religious denomination	27
Refused/Not Answered	4

Based on:

N=1,010

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

Yes, a Christian	91
No, not a Christian	9
Refused/Not Answered	-

Based on:

N=125

PPEDUCAT. (4 category)

Less than high school	10
High school	32
Some college	29
Bachelor's degree or higher	29

Based on:

N=1,010

PPETHM

White, Non-Hispanic	68
Black, Non-Hispanic	11
Other, Non-Hispanic	2
Hispanic	15
2+ Races, Non-Hispanic	3

Based on:

N=1,010

PPGENDER

Male	48
Female	52

Based on:

N=1,010

PPWORK

Working – as a paid employee	54
Working – self-employed	7
Not working – on temporary layoff from a job	1
Not working – looking for work	6
Not working – retired	19
Not working – disabled	5
Not working - other	8

Based on:

N=1,010

PPAGE

Age group:

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

Based on:

N=1,010

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	9
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	22
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	18
\$150,000 or more	8

Based on:

N=1,010

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,010

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted December 4-8 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 1,010 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-gfkipoll.com>.