



# THE AP-GfK POLL

## October, 2015

Conducted by GfK Public Affairs & Corporate Communications

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

*Interview dates: October 15 -October 19, 2015*

*Number of interviews, adults: 1,027*

*Margin of error for the total sample: +/- 3.3 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.*

*\*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>.*

Some questions held for future release.

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

	10/15-19/15	7/9-13/15	4/23-27/15	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*
Yes	76	82	80	79	100	100	78	100	100	78	74	77	73	79	78
No	23	18	19	20	-	-	22	-	-	15	19	16	20	16	15
Not sure	-	-	-	*	-	-	*	-	-	4	5	5	4	2	5
Refused/Not answered	1	1	*	-	-	-	-	-	-	3	3	2	3	2	3

Based on: (Excludes those living in ND)

N=1,023    N=1,002    N=1,077    N=1,607    N=1,384    N=967    N=1,840    N=1,536    N=955    N=1,042    N=1,352    N=1,009    N=1,058    N=1,365    N=1,225

Some questions held for future 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. (Summary table)

Some items held for future release

	Total favorable	Very favorable	Some-what favorable	Total unfavorable	Somewhat unfavorable	Very unfavorable	Don't know enough to say	Refused
Hillary Clinton	41	17	24	48	13	35	8	2
Bernie Sanders	32	13	20	30	13	18	35	3
Joe Biden	40	13	27	39	18	21	18	3

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.*

	10/15-19/15	7/9-13/15	4/23-27/15	7/24-28/14	3/20-24/14
<b>Hillary Clinton</b>					
<b>Total favorable</b>	<b>41</b>	<b>39</b>	<b>46</b>	<b>48</b>	<b>46</b>
Very favorable	17	18	22	21	21
Somewhat favorable	24	21	24	27	26
<b>Total unfavorable</b>	<b>48</b>	<b>49</b>	<b>41</b>	<b>42</b>	<b>39</b>
Somewhat unfavorable	13	16	12	14	14
Very unfavorable	35	33	30	29	25
Don't know enough to say	8	9	12	8	12
Refused/Not Answered	2	2	2	2	2

Based on:

N=1,027

N=1,004

N=1,077

N=1,044

N=1,012

	10/15-19/15	4/23-27/15
<b>Bernie Sanders</b>		
<b>Total favorable</b>	<b>32</b>	<b>10</b>
Very favorable	13	4
Somewhat favorable	20	6
<b>Total unfavorable</b>	<b>30</b>	<b>11</b>
Somewhat unfavorable	13	5
Very unfavorable	18	6
Don't know enough to say	35	73
Refused/Not Answered	3	5

Based on:

N=1,027

N=1,077

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.

	10/15-19/15	7/24-28/14	3/20-24/14	12/5-9/13	10/3-7/13
<b>Joe Biden</b>					
<b>Total favorable</b>	<b>40</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>37</b>
Very favorable	13	14	12	13	14
Somewhat favorable	27	24	22	26	24
<b>Total unfavorable</b>	<b>39</b>	<b>47</b>	<b>43</b>	<b>44</b>	<b>43</b>
Somewhat unfavorable	18	17	17	21	18
Very unfavorable	21	30	27	23	25
Don't know enough to say	18	13	21	16	19
Refused/Not Answered	3	2	2	1	2

Based on:

N=1,027

N=1,044

N=1,012

N=1,367

N=1,227

WIN1. Regardless of who you would personally support, do you think each of the following could possibly win the **general** election for president if they were their party's nominee, or definitely could not win?

	Could possibly win	Definitely could not win	Refused
Hillary Clinton	75	21	4
Bernie Sanders	44	51	5
Joe Biden	56	38	6
Donald Trump	48	47	5
Carly Fiorina	32	62	6
Ben Carson	41	54	5
Marco Rubio	34	61	6
Jeb Bush	48	47	5
Ted Cruz	23	71	6
John Kasich	16	78	6
Chris Christie	24	71	6
Mike Huckabee	20	75	5
Rand Paul	21	73	7

IMG1. Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS -]

**Hillary Clinton**

<b>Decisive</b>	10/15-19/15	7/9-13/15	4/23-27/15
<b>Very/somewhat well</b>	<b>50</b>	<b>47</b>	<b>56</b>
Very well	25	22	29
Somewhat well	25	25	27
<b>Slightly/not at all well</b>	<b>45</b>	<b>50</b>	<b>42</b>
Not at all well	18	19	18
Slightly well	27	31	24
Refused/Not Answered	5	3	3

Based on:

N=1,027    N=1,004    N=1,077

<b>Compassionate</b>	10/15-19/15	7/9-13/15
<b>Very/somewhat well</b>	<b>42</b>	<b>40</b>
Very well	18	15
Somewhat well	24	24
<b>Slightly/not at all well</b>	<b>53</b>	<b>58</b>
Not at all well	20	22
Slightly well	34	36
Refused/Not Answered	5	3

Based on:

N=1,027    N=1,004

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS -]

<b>Honest</b>	10/15-19/15	7/9-13/15	4/23-27/15
<b>Very/somewhat well</b>	<b>33</b>	<b>31</b>	<b>37</b>
Very well	12	12	15
Somewhat well	21	20	22
<b>Slightly/not at all well</b>	<b>63</b>	<b>66</b>	<b>61</b>
Not at all well	19	19	20
Slightly well	44	48	41
Refused/Not Answered	5	2	2

Based on:

N=1,027

N=1,004

N=1,077

<b>Inspiring</b>	10/15-19/15	7/9-13/15	4/23-27/15
<b>Very/somewhat well</b>	<b>41</b>	<b>37</b>	<b>44</b>
Very well	20	17	21
Somewhat well	21	20	23
<b>Slightly/not at all well</b>	<b>54</b>	<b>61</b>	<b>53</b>
Not at all well	20	20	17
Slightly well	35	41	36
Refused/Not Answered	4	2	3

Based on:

N=1,027

N=1,004

N=1,077

IMG1. (Continued) Please tell me how well each word describes [INSERT ITEM]

[GRID, RANDOMIZE ITEMS –]

	10/15-19/15	7/9-13/15	4/23-27/15
<b>Likeable</b>			
<b>Very/somewhat well</b>	<b>39</b>	<b>41</b>	<b>44</b>
Very well	18	17	20
Somewhat well	21	24	24
<b>Slightly/not at all well</b>	<b>57</b>	<b>58</b>	<b>54</b>
Not at all well	21	22	19
Slightly well	35	36	34
Refused/Not Answered	5	2	2

Based on:

N=1,027

N=1,004

N=1,077

	10/15-19/15	7/9-13/15
<b>Competent</b>		
<b>Very/somewhat well</b>	<b>51</b>	<b>48</b>
Very well	28	27
Somewhat well	22	22
<b>Slightly/not at all well</b>	<b>45</b>	<b>49</b>
Not at all well	16	18
Slightly well	30	31
Refused/Not Answered	4	2

Based on:

N=1,027

N=1,004



<b>Bernie Sanders</b>	<b>Very/somewhat well</b>	Very well	Somewhat well	<b>Slightly well/not at all well</b>	Slightly well	Not at all well	Refused
Decisive	<b>40</b>	15	26	<b>51</b>	27	24	9
Compassionate	<b>40</b>	17	24	<b>51</b>	26	25	9
Honest	<b>42</b>	19	23	<b>49</b>	24	25	9
Inspiring	<b>37</b>	17	21	<b>54</b>	24	30	9
Likable	<b>41</b>	15	25	<b>51</b>	26	25	9
Competent	<b>39</b>	15	25	<b>52</b>	26	27	9

Base: N=1,027

<b>Joe Biden</b>	<b>Very/somewhat well</b>	Very well	Somewhat well	<b>Slightly well/not at all well</b>	Slightly well	Not at all well	Refused
Decisive	<b>39</b>	11	28	<b>56</b>	29	27	6
Compassionate	<b>50</b>	21	29	<b>45</b>	23	22	5
Honest	<b>46</b>	19	27	<b>49</b>	24	24	5
Inspiring	<b>37</b>	13	24	<b>57</b>	26	32	5
Likable	<b>53</b>	24	29	<b>43</b>	22	20	5
Competent	<b>44</b>	17	27	<b>51</b>	25	26	5

Base: N=1,027

CNG1. If you had to choose, which would you prefer in a president?

	10/15-19/15
Someone who has experience in Washington and can get things done	44
Someone who is a Washington outsider who will change how things are done	54
Refused	3

*Based on:*

*N=1,027*

*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?

	10/15-19/15	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*
Supporter	18	22	21	20	19	22	27	17	20	26	23	20	22	27	20	17
Not a supporter	77	74	75	76	78	75	71	79	77	72	74	77	73	67	76	78
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Refused/Not Answered	5	5	5	4	3	2	2	4	3	2	4	4	6	6	4	5

Based on: N=1,027 N=1,077 N=1,045 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

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

	10/15-19/15	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	27	28	35	36	36	35	38	31	31	34	35	28	31
Somewhat	73	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=183 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?

	10/15-19/15	7/9-13/15	4/23-27/15	1/29-2/2/15	12/4-8/14	<b>TOTAL</b> 10/16-20/14	<b>REGISTERED VOTERS</b> 10/16-20/14	<b>LIKELY VOTERS</b> 10/16-20/14	<b>TOTAL</b> 9/25-29/14	<b>REGISTERED VOTERS</b> 9/25-29/14	<b>LIKELY VOTERS</b> 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*
Democrat	30	29	32	31	31	30	34	34	31	36	35	29	32	30	33	29	31
Independent	26	26	27	27	24	23	23	23	24	25	25	24	21	24	23	28	27
Republican	23	25	21	23	24	26	29	35	24	27	32	28	26	27	25	23	23
None of these	18	17	19	17	18	19	12	8	19	11	7	17	19	16	18	17	15
Don't know [VOL]	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Refused/Not Answered	2	3	2	3	3	2	2	1	2	1	1	3	3	3	2	2	3

Based on: N=1,027 N=1,004 N=1,077 N=1,045 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

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?

	10/15-19/15	7/9-13/15	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
<b>Total Democrat</b>	<b>41</b>	<b>42</b>	<b>44</b>	<b>42</b>	<b>41</b>	<b>41</b>	<b>44</b>	<b>42</b>	<b>43</b>	<b>47</b>	<b>45</b>	<b>40</b>	<b>43</b>	<b>41</b>	<b>44</b>
Democrat	30	29	32	31	31	30	34	34	31	36	35	29	32	30	33
Independent – lean Democratic	8	10	9	7	7	7	7	7	8	8	9	8	9	8	9
None – lean Democratic	2	4	3	3	2	4	3	1	4	2	2	4	3	3	2
<b>Total Republican</b>	<b>37</b>	<b>37</b>	<b>34</b>	<b>35</b>	<b>38</b>	<b>37</b>	<b>41</b>	<b>47</b>	<b>34</b>	<b>38</b>	<b>45</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>35</b>
Republican	23	25	21	23	24	26	29	35	24	27	32	28	26	27	25
Independent – lean Republican	10	10	10	10	9	8	9	10	8	9	10	8	6	10	8
None – lean Republican	4	2	3	3	5	3	3	3	3	3	3	2	2	2	2
Independent – don't lean	9	7	8	10	8	7	7	6	8	8	7	8	7	6	5
None – don't lean	14	14	14	14	14	14	8	5	15	8	4	14	16	14	16
Refused/Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: N=1,027 N=1,004 N=1,077 N=1,045 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=1,000

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

	10/15-19/15	7/9-13/15	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
Liberal	18	20	21	19	20	21	21	20	20	20	19	16	22	18	20	20
Conservative	35	34	33	33	35	33	36	41	31	35	40	34	33	38	38	35
Moderate	44	43	43	45	40	42	42	39	45	43	40	45	42	40	38	42
Refused/Not answered	3	3	3	3	5	3	2	1	4	2	1	4	4	4	5	4

Based on: N=1,027 N=1,004 N=1,077 N=1,045 N=1,010 N=1,608 N=1,385 N=968 N=1,224 N=1,016 N=643 N=1,044 N=1,354 N=1,012 N=1,060 N=1,367

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

Urban area	26
Suburban area	47
Rural area	25
Refused/Not Answered	3

Based on: N=1,027

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?

	10/15-19/15	7/9-13/15	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	88	88	87	86	86	82	85	83	82	83
No	10	10	9	10	11	12	15	12	16	16	14
Refused/Not answered	2	2	2	3	3	2	3	3	2	2	3

Based on: N=1,027 N=1,004 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	31
No	66
Refused/Not Answered	3

Based on:

N=1,027

DM13. What is your religious preference?

Protestant	26
Catholic	23
Mormon	2
Jewish	2
Muslim	*
Other religion	15
Don't belong to religious denomination	29
Refused/Not Answered	3

Based on:

N=1,027

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

Yes, a Christian	88
No, not a Christian	11
Refused/Not Answered	1

Based on:

N=140

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

	10/15-19/15	12/5-9/13
Yes	37	35
No	59	61
Refused/Not answered	4	4

Based on:

N=1,027

N=1,367

DMCELL. How many different landline telephone numbers, if any, are there in your home? This includes listed or unlisted numbers. Please don't count cell phones or landlines used ONLY for faxes or modems.

0	45
1	44
2	4
3	2
4	*
5 or more	1
Refused/Not Answered	4

Based on:

N=1,027

PPEDUCAT. (4 category)

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

Based on:

N=1,027

PPETHM

White, Non-Hispanic	66
Black, Non-Hispanic	11
Other, Non-Hispanic	5
Hispanic	15
2+ Races, Non-Hispanic	4

Based on:

N=1,027

PPGENDER

Male	48
Female	52

Based on:

N=1,027



PPWORK

Working – as a paid employee	52
Working – self-employed	6
Not working – on temporary layoff from a job	1
Not working – looking for work	7
Not working – retired	17
Not working – disabled	6
Not working - other	11

Based on:

N=1,027

PPAGE

Age group:

18-29	22
30-49	34
50-64	26
65+	19

Based on:

N=1,027

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	11
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	21
\$150,000 or more	8

Based on:

N=1,027

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23

Based on:

N=1,027

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted October 15 to October 19, 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 1,027 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 3.3 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. 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>.