

THE AP-WE tv POLL

December, 2014

Conducted by GfK Custom Research North America

**A survey of the American general population (ages 18+)
including an oversample of 300 people who have never been married**

*Interview dates: December 19 - 21 2014**

Number of interviews, adults: 1,315

Margin of error for the total sample: +/- 3.0 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.*

**Due to a programming error, respondents who are married, living with a partner or in a committed relationship were recontacted to collect their answers to questions 4 and 5 between Dec. 24, 2014 and Jan. 5, 2015.*

1. [IF WIDOWED/DIVORCED/NEVER MARRIED] Are you currently in a committed romantic relationship, or not?

	12/19-21/2014
Yes, in a committed relationship	26
No, not in a committed relationship	73
Refused	1
<i>N=</i>	670

2. [IF IN A COMMITTED RELATIONSHIP] Do you live with your current partner, or not?

	12/19-21/2014
Yes, live with current partner	34
No, do not live with current partner	66
Refused	-
<i>N=</i>	169

3. [IF LIVING WITH PARTNER] Have you ever been married, or have you never been married?

	12/19-21/2014
Yes, have been married	37
No, have never been married	62
Refused	1
<i>N=</i>	77

4. [IF MARRIED] How long, in years and months, have you been married?*

	12/19-21/2014
Less than 1 year	2
1 year to less than 5 years	11
5 years to less than 10 years	12
10 years to less than 20 years	23
20 years to less than 30 years	15
30 years or more	36
Refused/Not answered	1

Based on: Married

N=536

5. **[IF MARRIED OR IN A RELATIONSHIP] How long, in years and months, have you been in your current romantic relationship? [IF MARRIED SHOW]: Please indicate the total length of your relationship, including any time you were together before getting married.***

	12/19-21/2014
Less than 1 year	5
1 year to less than 5 years	14
5 years to less than 10 years	14
10 years to less than 20 years	21
20 years to less than 30 years	16
30 years or more	29
Refused/Not answered	2

Based on: Married

N=763

6. **Do you have any children under age 18?**

	12/19-21/2014
Yes	19
No	80
Refused	1

N=

1315

7. **Do you have any children who are age 18 or older?**

	12/19-21/2014
Yes	40
No	59
Refused	1

N=

1315

8. **How did you meet [IF MARRIED: your spouse/IF COMMITTED RELATIONSHIP/LIVING WITH PARTNER: your partner/ALL OTHERS: the most recent person you have dated]?**

	12/19-21/2014
RANDOMIZE FIRST SEVEN ITEMS	
Introduced by friends	24
At school	15
At work	13
At a bar or party	8
Through an online dating website or app	7
Introduced by relatives	5
At a religious function	5
Somewhere else [SPECIFY]	13
Have never dated	9
Refused	1

N=

1315

9. **[AMONG THOSE WHO SAY THEY HAVE DATED] Have you ever met someone you dated through each of the following methods?**

12/19-21/2014 RANDOMIZE	Yes	No	Refused
Introduced by friends	62	34	5
At school	60	35	5
At work	40	55	6
At a bar or party	38	57	6
Introduced by relatives	22	72	6
At a religious function	15	78	7
Through an online dating website or app	15	78	7

N=1171

10. **In general, when [IF MARRIED/COMMITTED RELATIONSHIP/LIVING WITH PARTNER you were] choosing a partner to date, would you say it [IF MARRIED/COMMITTED RELATIONSHIP/LIVING WITH PARTNER: was/ALL OTHERS: is] better if that person [IF MARRIED/COMMITTED RELATIONSHIP/LIVING WITH PARTNER: reminded/ALL OTHERS: reminds] you of your parents, or better if they [IF MARRIED/COMMITTED RELATIONSHIP/LIVING WITH PARTNER: were/ALL OTHERS: are] the opposite of your parents?**

	12/19-21/2014
Better to be reminded of your parents	46
Better if they are the opposite of your parents	51
Refused	3

N=

1315

11. **[IF MARRIED, LIVING WITH PARTNER OR IN A COMMITTED RELATIONSHIP] How much does your partner or spouse remind you of your parents?**

	12/19-21/2014
A great deal	3
Quite a bit	15
Just some	39
Not at all	41
Refused	1

N=

806

12. **[IF MARRIED, LIVING WITH PARTNER OR IN A COMMITTED RELATIONSHIP] How much does your partner or spouse remind you of THEIR parents?**

	12/19-21/2014
A great deal	10
Quite a bit	27
Just some	31
Not at all	15
Don't know/can't say	17
Refused	1

N=

806

13. **[IF MARRIED/COMMITTED RELATIONSHIP/LIVING WITH PARTNER: When you were dating and/ ALL OTHERS: When] considering whether to date someone seriously, how important [IF MARRIED/COMMITTED RELATIONSHIP/LIVING WITH PARTNER: was/ALL OTHERS: is] it to you that each of the following people in your life approve of that person?**

	Extremely Important	Very Important	Extremely/Very important NET	Moderately Important	Not Very Important	Not Important at all	Not very/Not at all important NET	Not applicable	Refused
12/19-21/2014									
[IF PARENT AND NOT MARRIED, N=205] Your children	32	19	51	18	8	7	15	11	5
Your mother	16	23	39	24	12	11	23	12	2
Your father	12	19	31	22	12	13	25	20	2
Your friends	5	17	22	35	18	18	37	5	3
Your siblings	7	14	22	27	18	19	37	12	2
A pastor, rabbi or other religious leader	2	5	8	13	17	30	48	30	3

N= 1315 unless otherwise specified

14. **[IF NOT MARRIED] Would you consider ending a relationship with someone you were seriously dating for each of the following reasons?**

12/19-21/2014	Yes	No	Refused
Your mother didn't like the person	26	71	4
You found out the person had religious beliefs different from your own	24	73	3
You didn't like the person's parents	24	72	3
Your father didn't like the person	21	75	4
Your friends didn't like the person	20	76	4

N= 755

15. **[HAVE EVER DATED] Have you ever ended a relationship with someone you were seriously dating for each of the following reasons?**

12/19-21/2014	Yes	No	Refused
You found out the person had religious beliefs different from your own	7	91	2
Your mother didn't like the person	6	92	2
Your father didn't like the person	5	93	2
Your friends didn't like the person	5	93	2
You didn't like the person's parents	5	93	2

N= 1171

16. **[IF PARENT] How much influence do you think you [IF CHILDREN ARE MINORS: will] have over who your children choose to date?**

	12/19-21/2014
A lot of influence	10
A little bit of influence	46
No influence at all	43
Refused	2
<i>N=</i>	663

17. **[IF PARENT] How much influence do you want to have over who your children choose to date?**

	12/19-21/2014
A lot of influence	16
A little bit of influence	55
No influence at all	27
Refused	2
<i>N=</i>	663

18. **How much [IF MARRIED OR IN A COMMITTED RELATIONSHIP: did/ ALL OTHERS: do] your parents try to influence who you [IF MARRIED OR IN A COMMITTED RELATIONSHIP: dated/ ALL OTHERS: date]?**

	12/19-21/2014
A lot	9
A little	27
Not at all	47
Not applicable	16
Refused	2
<i>N=</i>	1315

19. **Would you say that [IF MARRIED: your spouse/IF COMMITTED RELATIONSHIP: your current partner/ALL OTHERS: the most recent person you dated] has religious beliefs that are similar to yours, or different religious beliefs?**

	12/19-21/2014
Completely similar	23
Mostly similar	38
Similar NET	61
Mostly different	10
Completely different	7
Different NET	17
Neither of us is/was particularly religious	18
Refused	3
<i>N=</i>	1315

20. **How much have you heard, seen or read about the Fifty Shades Trilogy, a series of books including "Fifty Shades of Grey," "Fifty Shades Darker," and "Fifty Shades Freed?"**

	12/19-21/2014
A great deal	9
Quite a bit	11
Just some	44
Nothing at all	35
Refused	2

N=

1315

21. **[IF HEARD AT LEAST SOME ABOUT FIFTY SHADES TRILOGY] Have you, personally, read any of the books in the Fifty Shades Trilogy, or not?**

	12/19-21/2014
Yes	15
No	85
Refused	-

N=

863

22. **[IF HEARD AT LEAST SOME ABOUT FIFTY SHADES TRILOGY] Do you plan to see the movie version of "Fifty Shades of Grey" when it is released in February, or not?**

	12/19-21/2014
Yes	22
No	77
Refused	1

N=

863

23. **[IF HEARD AT LEAST SOME ABOUT FIFTY SHADES TRILOGY] Would you say the popularity of the Fifty Shades Trilogy has:**

	12/19-21/2014
Made people more adventurous in their sex lives	39
Made people less adventurous in their sex lives	3
Had no impact on how adventurous people are in their sex lives	57
Refused	2

N=

863

26. What is your religion?

	12/19-21/2014
Baptist—any denomination	14
Protestant (e.g., Methodist, Lutheran, Presbyterian, Episcopal)	19
Catholic	23
Mormon	1
Jewish	2
Muslim	*
Hindu	1
Buddhist	1
Pentecostal	3
Eastern Orthodox	*
Other Christian	12
Other non-Christian	2
None	22
Refused	1
<i>N=</i>	<i>1315</i>

26a. [IF CHRISTIAN IN Q26] Would you describe yourself as a born-again or evangelical Christian?

	12/19-21/2014
Yes	34
No	66
Refused	*
<i>N=</i>	<i>905</i>

27. How often do you attend religious services?

	12/19-21/2014
More than once a week	9
Once a week	19
Once or twice a month	8
A few times a year	14
Once a year or less	20
Never	29
Refused	2
<i>N=</i>	<i>1315</i>

EDUCATION:

Less than high school	13
High school	30
Some college	29
Bachelor's degree or higher	29
<i>Based on:</i>	<i>1,315</i>

RACE/ETHNICITY:

White, Non-Hispanic	66
Black, Non-Hispanic	12
Other, Non-Hispanic	6
Hispanic	15
2+ Races, Non-Hispanic	1
<i>Based on:</i>	<i>1,315</i>

GENDER:

Male	49
Female	51
<i>Based on:</i>	<i>1,315</i>

MARITAL STATUS:

Married	46
Widowed	4
Divorced	7
Separated	1
Never married	38
Living with partner	6
<i>Based on:</i>	<i>1315</i>

WORK STATUS:

Working – as a paid employee	50
Working – self-employed	8
Not working – on temporary layoff from a job	1
Not working – looking for work	8
Not working – retired	18
Not working – disabled	7
Not working - other	9
<i>Based on:</i>	<i>1315</i>

AGE GROUP:

18-29	24
30-49	30
50-64	27
65+	19
<i>Based on:</i>	<i>1315</i>

INCOME:

Under \$10,000	7
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	17
\$150,000 or more	7
<i>Based on:</i>	<i>1315</i>

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23
<i>Based on:</i>	<i>1315</i>

AP-GfK Poll Methodology

The **Associated Press-WE tv Poll** was conducted December 19-21, 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 1,315 general population adults age 18 or older, including an oversample of 300 people who have never married.

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.