



THE AP-WE tv POLL

May, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: May 16 - 19 2014

Number of interviews, adults: 1,354

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.*

**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>.*

All questions previously released

VAL1. Are you now married, widowed, divorced, separated, or have you never been married?

	5/16-19/14
Married	53
Widowed	5
Divorced	10
Separated	2
Never married	28
Refused/Not answered	2

Based on:

N=1,354

VAL2. [WIDOWED, DIVORCED OR NEVER MARRIED] Are you currently in a committed romantic relationship, or not?

	5/16-19/14
Yes, in a committed relationship	31
No, not in a committed relationship	68
Refused/Not answered	1

Based on: Widowed/Divorced/Never married

N=690

VAL3. [IN A COMMITTED RELATIONSHIP] Do you live with your current partner, or not?

	5/16-19/14
Yes, live with current partner	50
No, do not live with current partner	49
Refused/Not answered	1

Based on:

N=208

MON1. When it comes to money, do you consider yourself more of [a saver/a spender] or more of [a spender/a saver]?

	5/16-19/14
More of a saver	60
More of a spender	37
Refused/Not answered	2

Based on:

N=1,354

MON2. How often, if at all, do you spend a significant amount of time thinking about your personal financial situation?

	5/16-19/14
Everyday	26
A few times a week	26
A few times a month	24
A few times a year	13
Once a year or less	5
Never	5
Refused/Not answered	2

Based on:

N=1,354

MON3. [IF MARRIED OR IN A COMMITTED RELATIONSHIP] And would you say your [IF MARRIED: spouse/IF IN RELATIONSHIP: significant other] is more of [a saver/a spender] or more of [a spender/a saver]?

	5/16-19/14
More of a saver	58
More of a spender	42
Refused/Not answered	*

Based on: Married/Committed

N=826

MON4. On a first date, who should pay? [Open-ended question, percentages may sum to greater than 100 percent.]

	5/16-19/14
Man	51
Woman	*
Whoever asked/suggested the date	18
Split it/Both/Take turns/Dutch	17
Doesn't matter/either party	3
Depends	2
Whoever earns more/can afford it	1
Whatever couple decides	1
Whoever wants to pay	1
Other	1
Don't know	*
Refused	9

Based on:

N=1,354

MON5. In general, who should pay on a date? [Open-ended question, percentages may sum to greater than 100 percent.]

	5/16-19/14
Man	48
Woman	*
Split it/Both/Take turns/Dutch	19
Whoever asked/suggested the date	15
Doesn't matter/either party	5
Whoever earns more/can afford it	4
Depends	4
Whoever wants to pay	2
Whatever couple decides	1
Other	1
Don't know	1
Refused	9

Based on:

N=1,354

MON6. In general, which group do you think has it easier financially?

	5/16-19/14
Married people	53
Single people	44
Refused/Not answered	3

Based on:

N=1,354

MON7. In a romantic relationship, would you say it's harder to talk about (money) or harder to talk about (sex)?

	5/16-19/14
Harder to talk about money	67
Harder to talk about sex	29
Refused/Not answered	4

Based on:

N=1,354

MON8. [IF MARRIED OR IN A COMMITTED RELATIONSHIP]: When you were dating and/ ALL OTHERS: When] considering whether to go out on a first date with someone, how important [IF MARRIED/COMMITTED RELATIONSHIP: were/ALL OTHERS: are] each of the following traits?

	Extremely/ Very important	Extremely important	Very important	Somewhat important	Not too/ Not important at all	Not too important	Not important at all	Refused/ Not Answered
Personality	88	49	39	7	2	1	1	3
Sense of humor	81	37	44	13	3	1	2	4
Caring nature	79	36	43	14	4	2	2	3
Chemistry	78	40	38	15	4	2	2	3
Intelligence	74	30	44	19	4	2	2	3
Shared interests	73	27	47	19	5	3	2	3
Ambitious in his or her career	43	13	31	37	17	12	5	3
Looks	39	11	29	45	12	10	3	3
Solid financially	36	11	26	39	22	16	6	4

Based on: N=1,354

MON9. [FOR EACH ITEM EXTREMELY/VERY/SOMEWHAT OR NOT TOO IMPORTANT ASK] And which of these traits [is/ IF MARRIED OR IN A COMMITTED RELATIONSHIP] was the MOST important in considering whether to go out on a date with someone?

	5/16-19/14
Personality	33
Chemistry	24
Shared interests	14
Looks	8
Sense of humor	7
Caring nature	7
Intelligence	5
Solid financially	1
Ambitious in his or her career	1
Refused/Not answered	*

Based on: Rated at least one item as "important"

N=1,298

MON10. At what point in a romantic relationship is it acceptable to pay close attention to a partner's personal finances?

	5/16-19/14
Before you go on a date	2
On the first date	2
After the first date, but before becoming exclusive	18
After becoming exclusive	30
Only once joint expenses are involved, such as considering living together or getting engaged	38
After becoming engaged	4
After marriage	3
Refused/Not answered	3

Based on:

N=1,354

MON11. [IF NOT CURRENTLY MARRIED/LIVING WITH PARTNER] Please tell me how comfortable you would be dating someone who was in each of the following situations:

	Extremely/ very comfortable	Extremely comfortable	Very comfortable	Somewhat comfortable	Not too/ Not at all comfortable	Not too comfort- able	Not at all comfort- able	Refused/ Not Answered
Has completed more formal education than you have	67	23	43	24	6	4	3	3
Makes significantly more money than you do	65	23	42	26	6	4	2	3
Was raised in a poor family	55	15	39	35	8	6	3	3
Was raised in a wealthy family	46	15	31	38	13	10	4	3
Has completed less formal education than you have	39	11	28	41	17	12	5	3
Makes significantly less money than you do	36	8	28	38	24	18	6	3
Has significant student loan debt	23	6	17	33	42	31	11	3
Is unemployed	16	5	11	25	56	35	21	3

Based on: Not married/living with partner N=617

MON12. Do you think each of the following dating behaviors is acceptable or unacceptable:

	Acceptable	Unacceptable	Refused/ Not Answered
Asking someone out because he or she seems like a successful person	54	43	4
Hanging out in certain types of bars or restaurants in order to meet someone successful	45	51	4
Trying to impress a date by paying for everything	41	55	4
Turning down a date because the person asking seems unsuccessful	35	61	4
Searching online to try to find out how successful someone is before going on a date with them	33	63	4
Expecting a date to pay for everything	27	70	4

Based on: N=1,354

ASKING ORDER OF MON13/MON14 ROTATED:

MON13. [IF NOT MARRIED/LIVING WITH PARTNER] Would you marry someone who could provide financial security even if you didn't love them passionately, or not?

	5/16-19/14
Yes	12
No	85
Refused/Not answered	3

Based on: Not married/living with partner

N=617

MON14. [IF NOT MARRIED/LIVING WITH PARTNER] Would you marry someone with whom you were passionately in love, even if he or she could not provide financial security, or not?

	5/16-19/14
Yes	72
No	26
Refused/Not answered	2

Based on: Not married/living with partner

N=617

MON15. [IF MARRIED/IN A COMMITTED RELATIONSHIP] How much do you feel you know about your [IF MARRIED: spouse's/IF IN RELATIONSHIP: significant other's] financial situation?

	5/16-19/14
Almost everything/a lot	88
Almost everything	69
A lot	18
Just some	8
Not too much/not at all	4
Not too much	3
Nothing at all	1
Refused/Not answered	1

Based on: Married/Committed

N=826

MON16. [IF MARRIED/IN A COMMITTED RELATIONSHIP] How often, if at all, do you and your [IF MARRIED: spouse/IF IN RELATIONSHIP: significant other] talk about your financial situation?

	5/16-19/14
Everyday	10
A few times a week	26
A few times a month	39
A few times a year	17
Once a year or less	4
Never discuss it	4
Refused/Not answered	1

Based on: Married/Committed

N=826

MON17. [IF MARRIED/IN A COMMITTED RELATIONSHIP] How often, if at all, do you and your [IF MARRIED: spouse/IF IN RELATIONSHIP: significant other] argue about money?

	5/16-19/14
Everyday	2
A few times a week	4
A few times a month	13
A few times a year	24
Once a year or less	23
Never	34
Refused/Not answered	1

Based on: Married/Committed

N=826

MON18. [IF MARRIED/IN A COMMITTED RELATIONSHIP] How confident are you that your [IF MARRIED: spouse/IF IN RELATIONSHIP: significant other] has their financial life in order?

	5/16-19/14
Extremely/Very confident	59
Extremely confident	34
Very confident	25
Somewhat confident	24
Not too/Not at all confident	16
Not too confident	12
Not at all confident	4
Refused/Not answered	1

Based on: Married/Committed

N=826

ASKING ORDER OF MON19/MON20 ROTATED:

MON19. [IF MARRIED/IN A COMMITTED RELATIONSHIP] If you made more money than your spouse or romantic partner, would it threaten the relationship?

	5/16-19/14
Yes	3
No	96
Refused/Not answered	1

Based on: Married/Committed

N=826

MON20. [IF MARRIED/IN A COMMITTED RELATIONSHIP] If your spouse or romantic partner made more money than you, would it threaten the relationship?

	5/16-19/14
Yes	2
No	97
Refused/Not answered	1

Based on: Married/Committed

N=826

MON21. Below is a list of rules people used to believe were important to families and family life, but which some people now feel are old-fashioned and out-of-date. For each one, is this something you personally still believe in completely, partially, or no longer believe in?

	Completely believe this	Partially believe this	No longer believe this	Refused/ Not Answered
A woman with young children should not work at a job outside the home unless it is financially necessary	20	31	45	3
A wife should put her husband and children ahead of her own career	15	35	47	3
A man with a family has a responsibility to choose the job that pays the most rather than one that is more satisfying but pays less	11	39	47	3
A married couple's standard of living should be based on the husband's earnings, even if both husband and wife work	10	23	64	3
The husband should have the final say in all important financial decisions	8	18	71	4
Marriages are stronger when the wife stays at home and doesn't go out to work	8	24	65	3

Based on: N=1,354

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

	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	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
Supporter	20	22	27	20	17	23	22	27	23	22	25	30	28	25	33	30
Not a supporter	77	73	67	76	78	62	64	63	65	67	71	64	68	70	61	63
Don't know [VOL]	na	na	na	na	na	12	13	8	10	10	4	6	4	5	5	7
Refused/Not Answered	4	6	6	4	5	3	1	1	1	1	1	1	*	*	1	*

Based on: 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 N=1,004 N=1,000 N=1,000 N=1,000 N=1,000 N=1,000 N=1,001 N=1,001

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

	5/16-19/14	3/20-24/14
Strongly	28	31
Somewhat	71	67
Refused/Not Answered	1	2

Based on: Tea Party Supporter

N=263

N=227

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

	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	TOTAL 10/19-23/12	REGISTERED VOTERS 10/19-23/12	LIKELY VOTERS 10/19-23/12	TOTAL 9/13-17/12
Democrat	32	30	33	29	31	27	29	33	31	32	34	31
Independent	21	24	23	28	27	29	30	27	27	28	27	29
Republican	26	27	25	23	23	21	21	23	25	28	30	22
None of these	19	16	18	17	15	20	19	15	14	8	6	17
Don't know [VOL]	na	na	na	na	na	1	*	1	2	2	*	1
Refused/Not Answered	3	3	2	2	3	3	1	2	2	2	3	*

Based on: N=1,354 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

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?

	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
Total Democrat	43	41	44	42	44	44	46	49
Democrat	32	30	33	29	31	27	29	33
Independent – lean Democratic	9	8	9	8	10	10	12	10
None – lean Democratic	3	3	2	4	3	7	5	6
Total Republican	34	39	35	37	35	37	36	37
Republican	26	27	25	23	23	21	21	23
Independent – lean Republican	6	10	8	11	9	11	9	9
None – lean Republican	2	2	2	4	3	5	6	5
Independent – don't lean	7	6	5	10	9	7	7	6
None – don't lean	16	14	16	12	12	6	6	4
[VOL.] Independent – lean other	na	na	na	na	na	1	1	1
[VOL.] None – lean other	na	na	na	na	na	2	1	1
Don't know	na	na	na	na	na	2	2	1
Refused/Not answered	-	-	-	-	-	2	1	2

Based on:

N=1,354

N=1,012

N=1,060

N=1,367

N=1,227

N=1,004

N=1,004

N=1,002

Some questions held for later release

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

	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	22	18	20	20	18	22	21	21
Conservative	33	38	38	35	36	40	37	40
Moderate	42	40	38	42	41	30	35	32
Don't know	na	na	na	na	na	6	5	5
Refused/Not answered	4	4	5	4	5	2	1	2
<i>Based on:</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>

ASKING ORDER OF G11C/G11D ROTATED:

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

	5/16-19/14	3/20-24/14
Liberal	28	23
Conservative	32	36
Moderate	35	38
Refused/Not answered	5	4

Based on: N=1,354 N=1,012

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

	5/16-19/14	3/20-24/14
Liberal	16	14
Conservative	41	42
Moderate	39	39
Refused/Not answered	4	5

Based on: N=1,354 N=1,012

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

	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Yes	74	77	73	79	78
No	19	16	20	16	15
Not sure	5	5	4	2	5
Refused/Not answered	3	2	3	2	3

Based on: (Excludes those living in ND)

N=1,352

N=1,009

N=1,058

N=1,365

N=1,225

S2. How often would you say you vote?

	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Always/Nearly always	65	66	63	67	68
Always	37	37	35	38	40
Nearly always	28	30	28	29	29
In about half of elections	10	10	8	11	10
Seldom/Never	23	22	26	21	20
Seldom	8	8	9	8	7
Never	15	14	17	13	13
Refused/Not answered	2	3	3	2	3

Based on:

N=1,354

N=1,012

N=1,060

N=1,367

N=1,227

S3a. Sometimes things come up and people are not able to vote. In the 2012 election for president, did you happen to vote, or not?

	5/16-19/14
Yes	71
No	27
Refused/Not answered	2

Based on:

N=1,354

S4. On November 4, 2014, congressional elections will be held. Using a 0-to-10 scale, where **10** means you are completely certain you **WILL VOTE** and **0** means you are completely certain you will **NOT** vote, how likely are you to vote in the upcoming Congressional election? You can use any number between 0 and 10, to indicate how strongly you feel about your likelihood to vote.

	5/16-19/14
10 – Completely certain you WILL VOTE	44
9	9
8	8
7	4
6	4
5	10
4	2
3	2
2	2
1	2
0 – Completely certain you will NOT vote	12
Refused/Not answered	2

Based on:

N=1,354

S5. How much interest do you have in following news about the upcoming congressional election? A great deal, quite a bit, only some, very little, or no interest at all?

	5/16-19/14
A great deal/Quite a bit	40
A great deal	15
Quite a bit	25
Only some	30
Very little/No interest at all	28
Very little	14
No interest at all	14
Refused/Not answered	2

Based on:

N=1,354

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

Urban area	25
Suburban area	50
Rural area	23
Refused/Not Answered	2

Based on:

N=1,354

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?

	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Yes	82	85	83	82	83
No	15	12	16	16	14
Refused/Not answered	3	3	2	2	3

Based on: *N=1,354* *N=1,012* *N=1,060* *N=1,367* *N=1,227*

INS2. [IF YES IN INS1:]What kind of health insurance or health care coverage do you have? Is it Medicare, Medicaid, private insurance that you buy through your employer or on your own, or some other type?

	5/16-19/14	3/20-24/14	1/17-21/14	12/5-9/13	10/3-7/13*
Medicare	10	13	13	12	21
Medicare Advantage	4	4	4	5	na
Medicare plus a supplemental policy you purchased separately	7	6	7	5	na
Medicaid	6	6	9	6	7
Private insurance bought on your own	8	6	6	6	6
Job-based private insurance through your employer or a family member's employer	59	59	56	60	54
Something else	5	5	6	5	11
Refused/Not answered	1	1	*	1	1

Based on: *Have health insurance* *N=1144* *N=897* *N=923* *N=1172* *N=1,053*

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=1,354

DM13. What is your religious preference?

Protestant	26
Catholic	23
Mormon	2
Jewish	2
Muslim	1
Other religion	13
Don't belong to religious denomination	30
Refused/Not Answered	3

Based on:

N=1,354

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

Yes, a Christian	86
No, not a Christian	14
Refused/Not Answered	1

Based on:

N=161

SC. If you were asked to use one of four names for your social class, which would you say you belong in:

The lower class	9
The working class	36
The middle class	49
The upper class	3
Refused/Not Answered	3

Based on:

N=1,354

PPEDUCAT. (4 category)

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

Based on:

N=1,354

PPETHM

White, Non-Hispanic	67
Black, Non-Hispanic	11
Other, Non-Hispanic	3
Hispanic	15
2+ Races, Non-Hispanic	4

Based on:

N=1,354

PPGENDER

Male	48
Female	52

Based on:

N=1,354

PPWORK

Working – as a paid employee	53
Working – self-employed	7
Not working – on temporary layoff from a job	1
Not working – looking for work	9
Not working – retired	18
Not working – disabled	5
Not working - other	8

Based on:

N=1,354

PPAGE

Age group:

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

Based on:

N=1,354

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	7
\$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	21
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	17
\$150,000 or more	9

Based on:

N=1,354

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,354

AP-GfK Poll Methodology

The **Associated Press-WE tv Poll** was conducted May 16-19, 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 1,354 general population adults age 18 or older. This included an oversample of 310 adults who have never been married.

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; in addition, adjustments were made before weighting to account for the oversample of never married adults. 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 3.0 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 44%.

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>.