



# THE AP-WE tv POLL

## January, 2014

Conducted by GfK Public Affairs & Corporate Communications

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

*Interview dates: January 17-21, 2014*

*Number of interviews, adults: 1,060*

*Margin of error for the total sample: +/- 3.9 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.*



*CUR1 through NFL19 previously released*

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

	1/17-21/14
Married	54
Widowed	4
Divorced	13
Separated	2
Never married	25
Refused/Not answered	2

*Based on:*

*N=1,060*

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

	1/17-21/14
Yes, in a committed relationship	34
No, not in a committed relationship	66
Refused/Not answered	*

*Based on: Widowed/Divorced/Never married*

*N=398*

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

	1/17-21/14
Yes, live with current partner	57
No, do not live with current partner	43
Refused/Not answered	1

*Based on:*

*N=127*

VAL4. [IF MARRIED] How long, in years and months, have you been married?

	1/17-21/14
Less than 1 year	3
1 year to less than 5 years	11
5 years to less than 10 years	16
10 years to less than 20 years	27
20 years to less than 30 years	14
30 years or more	29
Refused/Not answered	1

Based on: Married

N=631

VAL5. [IF MARRIED OR IN A COMMITTED RELATIONSHIP] How long, in years and months, have you been in your current romantic relationship? [IF MARRIED (QUAL1=1) SHOW: Please indicate the total length of your relationship, including any time you were together before getting married.]

	1/17-21/14
Less than 1 year	3
1 year to less than 5 years	12
5 years to less than 10 years	19
10 years to less than 20 years	26
20 years to less than 30 years	13
30 years or more	25
Refused/Not answered	2

Based on: Married/Committed

N=758

VAL5a. [MARRIED] Who made the marriage proposal in your family -- you or your spouse?

	1/17-21/14
You proposed	40
Your spouse proposed	41
It was a mutual agreement	18
Some other arrangement	1
Refused/Not answered	*

*Based on: Married*

*N=631*

VAL6. [IF MARRIED OR IN A COMMITTED RELATIONSHIP] Which of the following best describes your marriage or current romantic relationship:

	1/17-21/14
It's perfect and couldn't be improved	18
It's nearly perfect, a few small improvements are needed	48
It's generally good, but there are some problems	31
It's not so good, we've got serious problems	2
It's in real trouble	1
Refused/Not answered	1

*Based on: Married/Committed*

*N=758*

VAL7. [CURRENT RELATIONSHIP NOT PERFECT] How much effort would YOU be willing to make to improve your relationship?

	1/17-21/14
<b>Every possible/A great deal of effort</b>	<b>75</b>
Every possible effort	41
A great deal of effort	33
<b>Some effort</b>	<b>22</b>
<b>Not much/No effort at all</b>	<b>3</b>
Not much effort	2
No effort at all	1
Refused/Not answered	*

*Based on: Current relationship not perfect*

*N=596*

VAL9. [CURRENT RELATIONSHIP NOT PERFECT] Who do you think bears more of the blame for any problems in your relationship?

	1/17-21/14
You are more to blame	12
Your partner is more to blame	16
You are both equally to blame	72
Refused/Not answered	1

*Based on: Current relationship not perfect*

*N=596*

VAL10. [IF WIDOWED, DIVORCED OR NEVER MARRIED AND NOT IN A COMMITTED RELATIONSHIP]  
 Are you currently seeking a long-term committed romantic relationship, or not?

	1/17-21/14
Yes, would like to have a committed relationship	38
No, prefer not to have a committed relationship	62
Refused/Not answered	1

*Based on: Widowed/Divorced or Never married & not committed relationship*

*N=270*

VAL11. [IF WIDOWED, DIVORCED OR NEVER MARRIED] Do you, personally, want to get married [if  
 Q1 = 2 or 3, show: again] someday or not?

	1/17-21/14
Yes, would like to get married	56
No, would not like to get married	44
Refused/Not answered	*

*Based on: Widowed/Divorced or Never married*

*N=398*

VAL11b. [WOULD LIKE TO GET MARRIED & FEMALE] If you had a significant other whom you wanted to marry, would you consider proposing marriage?

	1/17-21/14
I would definitely consider proposing to my significant other	23
I would probably consider proposing to my significant other	24
I would probably not consider proposing to my significant other	29
I would definitely not consider proposing to my significant other	25
Refused/Not answered	-

Based on: Would like to get married & female

N=99

VAL11c. Do you think it is acceptable or unacceptable for a woman to be the one to propose marriage?

	1/17-21/14
Acceptable	74
Unacceptable	23
Refused/Not answered	2

Based on:

N=1,060

VAL12. [IF WIDOWED, DIVORCED OR NEVER MARRIED AND NOT IN A COMMITTED RELATIONSHIP]  
 In trying to find a long-term committed romantic relationship, have you ever done any of the following?

	Yes	No	Refused/ Not Answered
Asked someone you know out on a date	42	58	1
Had a friend offer to set you up on a date	36	64	1
Used an online dating service	27	72	2
Tried to meet new people by joining a club or taking a class	21	79	1
Asked someone you just met out on a date	19	80	1
Had a family member offer to set you up on a date	13	85	1
Used an app that connects you with people nearby	11	89	1
Used a matchmaker or matchmaking service	9	90	1
Participated in "speed dating"	4	95	2

Based on: Widowed, divorced or never married & not in a committed relationship N=270

VAL12/13 NET

VAL13. [EVER TRIED] For each item you have tried, how helpful do you think each one will be in your search for a romantic partner?

	Yes	Extremely/ very helpful	Extremely helpful	Very helpful	Somewhat helpful	Not too/Not at all helpful	Not too helpful	Not at all helpful	Refused / Not Answered	No	Refused/ Not Answered
Asked someone you know out on a date	42	<b>19</b>	3	17	<b>15</b>	<b>8</b>	5	3	-	58	1
Had a friend offer to set you up on a date	36	<b>11</b>	1	10	<b>13</b>	<b>12</b>	7	4	*	64	1
Used an online dating service	27	<b>7</b>	2	5	<b>6</b>	<b>14</b>	10	4	-	72	2
Tried to meet new people by joining a club or taking a class	21	<b>7</b>	*	7	<b>9</b>	<b>4</b>	3	2	*	79	1
Asked someone you just met out on a date	19	<b>8</b>	1	7	<b>8</b>	<b>4</b>	2	1	-	80	1
Had a family member offer to set you up on a date	13	<b>5</b>	1	3	<b>4</b>	<b>5</b>	3	2	-	85	1
Used an app that connects you with people nearby	11	<b>2</b>	*	1	<b>4</b>	<b>5</b>	3	2	-	89	1
Used a matchmaker or matchmaking service	9	<b>2</b>	*	2	<b>1</b>	<b>6</b>	2	4	-	90	1
Participated in "speed dating"	4	<b>2</b>	-	2	<b>1</b>	<b>1</b>	*	1	-	95	2

Based on: Widowed, divorced or never married & not in a committed relationship N=270



VAL14. Here are some goals that people value in their lives. Some people say these things are very important to them, others say they are not so important. For each of the following goals, indicate how important it is to you personally.

	<b>Most important/very important</b>	Most important thing	Very important but not most important	<b>Somewhat/Not important</b>	Somewhat important	Not important	Refused / Not Answered
Saving enough money to be comfortable in retirement	<b>82</b>	31	51	<b>16</b>	12	4	2
Owning your own home	<b>68</b>	21	47	<b>29</b>	20	9	3
Being successful in your career or profession	<b>67</b>	15	51	<b>31</b>	24	6	3
Having children	<b>57</b>	25	33	<b>40</b>	20	20	3
Getting married	<b>52</b>	17	35	<b>46</b>	26	20	2
Having a romantic partner, regardless of whether you are married	<b>50</b>	14	36	<b>48</b>	25	22	3

Based on: N=1,060

VAL15. Thinking about your [IF QVAL1=1 or QVAL2=1: current/Q2=2: most recent] relationship, please indicate whether each of the following topics [IF QVAL1=1 or QVAL2=1: are/ IF QVAL2=2: were] more of a problem to or more of a benefit from that relationship?

	<b>Major/minor benefit</b>	A major benefit	A minor benefit	<b>Major/minor problem</b>	Minor problem	A major problem	Refused / Not Answered
Your or your partner's religious beliefs	<b>72</b>	36	36	<b>21</b>	17	4	7
The quality of the time you spend together	<b>71</b>	45	26	<b>22</b>	17	5	7
Your or your partner's political views	<b>70</b>	21	49	<b>23</b>	20	3	7
The amount of time you spend together	<b>68</b>	42	26	<b>26</b>	20	6	7
How you or your partner handles chores, childcare or other daily responsibilities	<b>68</b>	33	35	<b>25</b>	21	5	7
Your or your partner's job	<b>66</b>	32	34	<b>27</b>	21	6	7
The amount of romance between the two of you	<b>66</b>	39	27	<b>28</b>	21	7	6
Your sex life	<b>64</b>	34	31	<b>29</b>	21	8	7
Your or your partner's finances	<b>62</b>	29	32	<b>32</b>	24	8	7
Communication between you and your partner	<b>62</b>	40	22	<b>31</b>	21	10	7

Based on: N=1,060

VAL17. In general, would you say Valentine's Day makes you feel:

	1/17-21/14
More excitement	61
More dread	32
Refused/Not answered	7

Based on:

N=1,060

VAL17a. What would you most like to receive as a gift this Valentine’s Day? [Multiple responses possible. Percentages sum to greater than 100%.]

	1/17-21/14
Flowers	11
Chocolate/Candy/Other food gift	11
Card/Note	8
Time together/a visit/a conversation/attention	7
Dinner out/A date/Night out/Day out	6
Romance/Love/Saying "I love you"/Expression of feelings	5
Sex	5
Dinner/Nice meal	5
Jewelry	4
Affection/Hug/Kiss	4
Travel/getaway/vacation	2
It doesn't matter/Anything	2
Money/Winning lottery ticket	2
Alone time/Peace	2
Teddy bear/stuffed animals	1
Chores/Cleaning/Task completed	1
Pampering/spa/massage	1
A car	1
To meet someone/Good interaction with someone	1
Happiness/A happy partner	1
Health	1
A surprise	1
Something handmade/personal/thoughtful	1
Someone to spend it with	*
Time away from tech	*
Other	9
Nothing	12
Don't celebrate/Don't care/Not expecting a gift	6
Don't know	1
Refused	3

Based on:

N=1,060

VAL18. What was the marital status of your parents during most of the time you were growing up?  
Were they:

	1/17-21/14
Married	71
Divorced	16
Separated	2
Widowed	1
Never married	7
Refused/Not answered	2

Based on:

N=1,060

VAL19. [PARENTS WERE MARRIED WHEN GROWING UP] Would you say their marriage was generally:

	1/17-21/14
Happy	81
Unhappy	18
Refused/Not answered	*

Based on: Parents were married

N=816

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

	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	3/24-28/11	1/5-10/11
Supporter	27	20	17	23	22	27	23	22	25	30	28	25	33	30	30	31
Not a supporter	67	76	78	62	64	63	65	67	71	64	68	70	61	63	65	61
Don't know [VOL]	na	na	na	12	13	8	10	10	4	6	4	5	5	7	6	7
Refused/Not Answered	6	4	5	3	1	1	1	1	1	1	*	*	1	*	*	*

Based on: N=1,080 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 N=1,001 N=1,001

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

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

Based on: 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 N=1,282 N=807 N=1,006

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?

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

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

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

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

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

	1/17-21/14	12/5-9/13	10/3-7/13*
Yes	73	79	78
No	20	16	15
Not sure	4	2	5
Refused/Not answered	3	2	3
<i>Based on: (Excludes those living in ND)</i>	<i>N=1,058</i>	<i>N=1,365</i>	<i>N=1,225</i>

S2. How often would you say you vote?

	1/17-21/14	12/5-9/13	10/3-7/13*
<b>Always/Nearly always</b>	<b>63</b>	<b>67</b>	<b>68</b>
Always	35	38	40
Nearly always	28	29	29
<b>In about half of elections</b>	<b>8</b>	<b>11</b>	<b>10</b>
<b>Seldom/Never</b>	<b>26</b>	<b>21</b>	<b>20</b>
Seldom	9	8	7
Never	17	13	13
Refused/Not answered	3	2	3

Based on:

N=1,060

N=1,367

N=1,227

S5. How much interest do you have in following news about politics and elections?

	1/17-21/14	12/5-9/13	10/3-7/13*
<b>A great deal/Quite a bit</b>	<b>42</b>	<b>43</b>	<b>48</b>
A great deal	14	14	16
Quite a bit	28	29	32
<b>Only some</b>	<b>26</b>	<b>31</b>	<b>39</b>
<b>Very little/No interest at all</b>	<b>29</b>	<b>24</b>	<b>28</b>
Very little	15	14	12
No interest at all	14	10	10
Refused/Not answered	3	2	3

Based on:

N=1,060

N=1,367

N=1,227



DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	25
Suburban area	50
Rural area	22
Refused/Not Answered	3

Based on:

N=1,060

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=1,060

DM13. What is your religious preference?

Protestant	24
Catholic	24
Mormon	3
Jewish	3
Muslim	1
Other religion	16
Don't belong to religious denomination	28
Refused/Not Answered	3

Based on:

N=1,060

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

Yes, a Christian	85
No, not a Christian	14
Refused/Not Answered	1

Based on:

N=150

DM15. Aside from weddings and funerals, how often do you attend religious services?

Never	31
Less often than a few times a year	18
A few times a year	11
Once or twice a month	8
Once a week	18
More than once a week	11
Refused/Not Answered	2

Based on:

N=1,060

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	29
No	69
Refused/Not Answered	2

Based on:

N=1,060

PPEDUCAT (4 category)

Less than high school	7
High school	37
Some college	28
Bachelor's degree or higher	28

Based on:

N=1,060

PPETHM

White, Non-Hispanic	65
Black, Non-Hispanic	12
Other, Non-Hispanic	4
Hispanic	14
2+ Races, Non-Hispanic	5

Based on:

N=1,060

PPGENDER

Male	48
Female	52

Based on:

N=1,060

PPWORK

Working – as a paid employee	51
Working – self-employed	7
Not working – on temporary layoff from a job	1
Not working – looking for work	7
Not working – retired	17
Not working – disabled	8
Not working - other	10

Based on:

N=1,060

PPAGE

Age group:

18-29	21
30-49	35
50-64	26
65+	18

Based on:

N=1,060

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	9
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	8
\$30,000 to under \$40,000	13
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	14
\$150,000 or more	8

Based on:

N=1,060

CENSUS REGION:

Northeast	19
Midwest	22
South	38
West	22

Based on:

N=1,060

## AP-GfK Poll Methodology

The **Associated Press-WE tv Poll** was conducted January 17-21, 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 1,060 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 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. 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 3.9 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>.