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THE AP-GfK POLL December, 2013

Conducted by GfK Public Affairs & Corporate Communications

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

Interview dates: December 5-9, 2013 Number of interviews, adults: 1,367

Margin of error for the total sample: +/- 3.5 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.

All results shown are percentages unless otherwise labeled.

*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-qfkpoll.com.





CUR1. Generally speaking, would you say things in this country are heading in the \dots

	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	6/14-18/12	5/3-7/12	2/16-20/12	12/8-12/11	10/13-17/11	8/18-22/11
Right direction	34	22	36	38	42	41	40	41	42	41	41	35	31	37	39	26	24	21
Wrong direction	66	78	56	53	50	50	51	51	48	49	52	60	60	56	57	70	72	75
Don't know [VOL]	na	na	8	8	8	9	8	8	9	9	5	5	8	7	3	4	5	4
Refused/Not answered	-	1	1	1	*	*	*	*	1	1	2	*	1	*	1	*	*	*

Based on: N=1,867 N=1,227 N=1,004 N=1,004 N=1,002 N=1,186 N=1,041 N=659 N=1,512 N=1,882 N=607 N=1,006 N=1,007 N=1,004 N=1,000 N=1,000



CUR2./ CUR3/ CUR3A/3AA

CUR3B. Overall, do you approve, disapprove, or neither approve nor disapprove of the way Barack Obama is handling his job as president.

[IF "APPROVE"] Would you say you approve of the way Obama is handling his job as president strongly or do you approve just somewhat?

[IF "DISAPPROVE"] Would you say you disapprove of the way Obama is handling his job as president strongly or do you disapprove just somewhat?

[IF "NEITHER," OR REFUSED/NOT ANSWERED] If you had to choose, do you lean more toward approving or disapproving of the way Barack Obama is handling his job as president? ? [NOTE: BEGINNING IN DECEMBER, 2013, RESPONDENTS WHO DECLINE TO LEAN ARE SHOWN THIS QUESTION AGAIN INCLUDING A "DO NOT LEAN EITHER WAY" RESPONSE OPTION]

	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	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
Total approve	42	37	50	54	57	52	50	49	56	54	52	49	49	53	49	44	46	46	52	60
Strongly approve	14	17	26	27	29	27	27	30	30	32	34	27	23	24	26	19	20	19	24	32
Somewhat approve	12	12	18	21	21	19	17	16	20	18	15	18	22	23	17	20	20	20	21	23
Lean approve	16	9	6	6	7	6	5	4	6	4	3	4	5	7	6	6	5	6	6	6
Neither—don't lean	1	10	3	3	1	2	2	1	2	2	1	2	2	1	*	1	1	1	*	1
Total disapprove	58	53	47	42	41	45	48	49	40	42	47	49	48	46	49	54	52	52	47	39
Lean disapprove	11	6	4	3	3	4	3	3	5	3	2	5	5	3	5	4	4	3	4	4
Somewhat disapprove	15	12	9	8	8	7	6	6	6	6	5	9	9	10	10	12	12	13	12	10
Strongly disapprove	32	35	33	31	30	35	38	40	29	33	40	36	35	32	34	38	36	36	30	25
Don't know [VOL]	na	na	*	1	1	2	1	1	1	1	*	1	1	*	1	1	1	1	1	*
Refused/Not Answered	-	*	1	*	1	*	*	*	1	1	1	*	*	*	*	*	*	*	*	*

Based on: N=1,267 N=1,277 N=1,004 N=1,004 N=1,002 N=1,186 N=1,011 N=2,09 N=1,512 N=1,262 N=807 N=1,005 N=1,007 N=1,004 N=1,000 N=1,000





Some items from CURY2/3/3a battery held for later release

CURY2/3/3a. Overall, do you approve, disapprove, or neither approve nor disapprove of the way Barack Obama is handling...

[RESPONDENTS SHOWN EACH ITEM ON A SEPARATE SCREEN]

[ITEMS RANDOMIZED]

				Don't				
			Lean	lean		Lean		Refused/
	Total		toward	either	Total	toward		Not
	Approve	Approve	approving	way	Disapprove	disapproving	Disapprove	Answered
The economy	40	27	12	*	59	8	51	1
Gun laws (N=666)	40	29	12	1	58	14	44	1
The federal budget								
deficit (N=666)	35	24	11	1	63	9	54	1
Immigration (N=701)	40	25	15	*	59	15	45	*
The environment								
(N=666)	56	35	21	1	42	14	28	1
Unemployment (N=701)	40	26	14	*	60	13	47	-
Managing the federal								
government (N=701)	35	23	12	*	65	13	52	*

Based on: N=1,367 unless otherwise noted





AA4./ AA4A/ AA4B/ AA5/

AA5A. Overall, do you approve, disapprove, or neither approve nor disapprove of the way Congress is handling its job.

[IF "APPROVE"] Would you say you approve of the way Congress is handling its job strongly or do you approve just somewhat?

[IF "DISAPPROVE"] Would you say you disapprove of the way Congress is handling its job strongly or do you disapprove just somewhat?

[IF "NEITHER" OR REFUSED/NOT ANSWERED] If you had to choose, do you lean more toward approving or disapproving of the way Congress is handling its job? [NOTE: BEGINNING IN DECEMBER, 2013, RESPONDENTS WHO DECLINE TO LEAN ARE SHOWN THIS QUESTION AGAIN INCLUDING A "DO NOT LEAN EITHER WAY" RESPONSE OPTION]

	12/5-9/13	10/3-7/13*	1/10-14/13	11/29-12/3/12	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	11/3-8/10	TOTAL 10/13-18/10	LIKELY VOTERS 10/13-18/10	9/8-13/10	8/11-16/10
Total approve	13	5	17	23	22	18	19	15	16	12	21	30	27	26	26	23	20	26	24
Strongly approve	3	1	4	4	4	3	4	2	3	2	4	4	4	4	3	4	4	3	4
Somewhat approve	5	2	10	15	13	13	13	11	11	8	16	23	19	18	20	17	15	19	17
Lean approve	6	3	3	4	5	2	3	2	3	1	2	4	4	3	3	2	1	4	3
Neither—don't lean	*	11	3	3	2	2	1	1	1	1	1	1	1	2	1	1	*	*	1
Total disapprove	86	83	77	74	75	78	78	84	82	87	76	68	71	69	71	75	79	73	74
Lean disapprove	13	9	6	7	7	4	4	5	3	3	5	4	7	5	4	5	3	4	4
Somewhat disapprove	17	15	21	20	23	24	23	24	23	24	27	28	26	26	24	26	23	23	24
Strongly disapprove	57	60	51	47	46	50	52	55	56	60	44	36	38	38	43	44	53	47	46
Don't know [VOL]	na	na	2	1	1	2	1	1	1	*	1	1	1	4	3	1	1	1	1
Refused/Not Answered	1	1	*	*	*	1	*	*	*	*	1	*	*	*	*	*	-	*	*





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.

Barack Obama	12/5-9/13	10/3-7/13
Total favorable	46	44
Very favorable	23	24
Somewhat favorable	23	20
Total unfavorable	49	46
Somewhat unfavorable	15	13
Very unfavorable	34	33
Don't know enough to say	4	8
Refused/Not Answered	2	2

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

Michelle Obama	12/5-9/13	10/3-7/13
Total favorable	59	50
Very favorable	32	29
Somewhat favorable	28	22
Total unfavorable	29	32
Somewhat unfavorable	12	12
Very unfavorable	17	20
Don't know enough to say	10	16
Refused/Not Answered	1	2



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

[GRID, RANDOMIZE ITEMS]

Joe Biden	12/5-9/13	10/3-7/13
Total favorable	39	37
Very favorable	13	14
Somewhat favorable	26	24
Total unfavorable	44	43
Somewhat unfavorable	21	18
Very unfavorable	23	25
Don't know enough to say	16	19
Refused/Not Answered	1	2

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

Mitch McConnell	12/5-9/13	10/3-7/13
Total favorable	12	10
Very favorable	1	1
Somewhat favorable	11	9
Total unfavorable	32	30
Somewhat unfavorable	14	12
	10	18
Very unfavorable	18	10
Very unfavorable Don't know enough to say	55	57



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

Harry Reid		12/5-9/13	10/3-7/13
Total favorable	1	.7	18
Very favorable		3	4
Somewhat favorable	1	.3	14
Total unfavorable	3	37	35
Somewhat unfavorable	1	.4	13
Very unfavorable	2	23	22
Don't know enough to say	4	l 5	45
Refused/Not Answered		2	2



FAV2. Do you have a favorable or unfavorable impression of...

[GRID, RANDOMIZE FIRST TWO ITEMS]

The Democratic Party	12/5-9/13	10/3-7/13
Total favorable	43	42
Very favorable	15	13
,		
Somewhat favorable	28	29
Somewhat favorable Total unfavorable	28 55	29 54
	_	
Total unfavorable	55	54

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

The Republican Party	12/5-9/13	10/3-7/13
Total favorable	30	28
Very favorable	5	7
Somewhat favorable	25	21
Total unfavorable	68	69
Somewhat unfavorable	37	34
Very unfavorable	31	35



FAV2. (Continued) Do you have a favorable or unfavorable impression of...

The tea party movement	12/5-9/13	10/3-7/13
Total favorable	28	26
Very favorable	6	7
Somewhat favorable	22	19
Total unfavorable	69	70
Somewhat unfavorable	28	27
Very unfavorable	41	43

[GRID, RANDOMIZE ITEMS -]

Barack Obama

		Very/ somewhat	Somewhat	Very	Slightly /not at	Not at	Slightly	Refused / Not
		well	well	well	all well	all well	well	Answered
Decisive	11/ 2- 12/12/07	39	28	11	52	21	31	9
	10/3-7/13	38	15	22	58	21	37	4
	12/5-9/13	41	16	25	58	24	33	2
Strong	11/ 2- 12/12/07	42	27	15	49	19	29	9
	10/3-7/13	41	20	21	54	20	35	4
	12/5-9/13	44	20	24	54	22	32	2
Honest	11/ 2- 12/12/07	45	29	16	46	18	28	9
	10/3-7/13	44	23	21	52	14	38	4
	12/5-9/13	42	20	22	56	18	39	2
Inspiring	4/2- 6/ 2/08*	50	26	25	47	24	22	3
	10/3-7/13	42	22	20	54	15	39	4
	12/5-9/13	45	24	21	53	17	36	2



A5. Which party would you rather see win control of Congress?

	12/5-9/13
The Democratic Party	39
The Republican Party	33
Doesn't matter	27
Refused/Not Answered	1

Based on: N=1,367

A5a. Would you like to see your own representative in Congress get re-elected in November 2014, or would you like to see someone else win the election in your district?

	12/5-9/13
Re-elect current member of Congress	35
Would like to see someone else win in your district	63
Refused/Not Answered	2

CUR25. Which party do you trust to do a better job of:

[GRID, RANDOMIZE ITEMS]

					Refused / Not
	The Democrats	The Republicans	Both equally	Neither	Answered
Handling the economy	26	27	15	30	1
Handling health care	32	22	12	32	1
Handling immigration	27	23	19	30	1
Managing the federal government	22	22	17	38	1
Handling the federal budget deficit (N=666)	27	24	11	35	2
Handling gun laws (N=666)	27	28	15	27	2
Protecting the country	18	31	29	22	1



B1a/b/ba. How would you describe the nation's economy these days....

[IF "NEITHER" OR REFUSED/NOT ANSWERED] If you had to choose, do you lean more towards the nation's economy being good or the nation's economy being poor? [NOTE: BEGINNING IN DECEMBER, 2013, RESPONDENTS WHO DECLINE TO LEAN ARE SHOWN THIS QUESTION AGAIN INCLUDING A "DO NOT LEAN EITHER WAY" RESPONSE OPTION]

	12/5-9/13	10/3-7/13*
Total good	31	26
Very good	1	1
Somewhat good	20	12
Lean toward good	10	13
Neither-Don't lean	*	*
Total poor	68	73
Lean toward poor	13	10
Somewhat poor	33	36
Very poor	22	26
Refused/Not Answered	1	1



ECO41. In the past month, do you think the economy has...

	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	ISTE ERS	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	6/14-18/12	5/3-7/12	2/16-20/12	12/8-12/11
Gotten better	22	12	21	20	20	23	25	28	21	22	24	15	16	22	28	20
Gotten worse	23	45	17	20	19	17	16	16	22	24	27	25	23	20	18	15
Stayed about the same	53	41	60	59	60	58	57	55	55	53	48	58	59	56	53	64
Don't know [VOL]	na	na	3	2	2	2	2	2	1	1	1	2	1	1	*	1
Refused/Not Answered	1	2	*	*	*	*	*	*	*	*	*	*	-	*	*	-

Based as: N=1,267 N=1,201 N=1,001 N=1,000 N=1,

ECO42. And compared to a year ago, do you think the U.S. economy is...

	12/5-9/13
In better shape now	35
In worse shape now	30
About the same as it was a year ago	34
Refused/Not Answered	1





CCON1. How do you expect the financial situation of your household will change over the next 12 months? Will it...?

	12/5-9/13	10/3-7/13*
Total Better	30	24
A lot better	6	4
A little better	24	20
Stay about the same	38	42
Total Worse	31	32
A little worse	22	22
A lot worse	9	10
Refused/Not Answered	2	3

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

CCON2. How do you expect the general economic situation in this country will change over the next 12 months? Will it...

	12/5-9/13	10/3-7/13*
Get better	33	26
A lot better	3	2
A little better	30	24
Stay about the same	29	24
Get worse	37	47
A little worse	23	29
A lot worse	14	18
Refused/Not Answered	2	3

CCON3. Compared with the past 12 months, how do you think consumer prices will change in the next 12 months? Will they ...

	12/5-9/13	10/3-7/13*
Increase more rapidly	20	21
Increase at the same rate	43	39
Increase at a slower rate	19	20
Stay about the same	14	13
Fall	3	4
Refused/Not Answered	2	4

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

CCON4. Thinking about making major purchases such as furniture or electronic devices, do you think now is a...?

	12/5-9/13	10/3-7/13*
A good time to buy	19	11
Neither a good nor bad time to buy	61	61
A bad time to buy	19	26
Refused/Not Answered	1	2



CCON5. Thinking of the general economic situation, do you think that now is a...

	12/5-9/13	10/3-7/13*
Total Good Time to Save	68	72
Very good time to save	29	31
Fairly good time to save	39	41
Total Bad Time to Save	29	25
Fairly bad time to save	22	18
Very bad time to save	8	7
Refused/Not Answered	2	3

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

CCON6. How do you expect the number of people who are unemployed in this country to change over the next 12 months? Will it....

	12/5-9/13	10/3-7/13*
Total Increase	36	42
Sharply increase	8	12
Slightly increase	28	30
Remain the same	30	30
Total Decrease	32	25
Slightly decrease	30	22
Sharply decrease	2	3
Refused/Not Answered	2	3



Some questions held for later release

NCC8. Do you favor or oppose providing a legal way for illegal immigrants already in the United States to become U.S. citizens?

	12/5-9/13	10/3-7/13*
Total Favor	55	52
Strongly favor	18	15
Somewhat favor	36	37
Total Oppose	43	44
Somewhat oppose	22	21
Strongly oppose	21	22
Refused/Not answered	2	4



NCC29/ NCC29A/ NCC29B.

[IF CA, CT, DE, DC, HI, IL, IA, ME, MD, MA, MN, NH, NJ, NY, RI, VT, WA: Do you.../ALL OTHERS: Would you...] favor, oppose, or neither favor nor oppose a law allowing same-sex couples to be legally married in your state?

[IF "FAVOR"] Would you say you favor a law allowing same-sex couples to be legally married in your state strongly or just somewhat?.

[IF "OPPOSE"] Would you say you oppose a law allowing same-sex couples to be legally married in your state strongly or just somewhat?

	12/5-9/13	10/3-7/13*	6/14-18/12	8/18-22/11
Total Favor	38	36	40	42
Strongly favor	30	31	26	32
Somewhat favor	8	5	13	11
Neither favor nor oppose	31	29	15	10
Total Oppose	30	33	42	45
Somewhat oppose	5	3	7	6
Strongly oppose	25	29	35	39
Already legal in my state [VOL]	na	na	1	1
Don't know [VOL]	na	na	2	1
Refused/Not answered	1	3	1	*

Based on: N=1,367 N=1,227 N=1,007 N=1,000





Some questions held for later release

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

	12/5-9/13	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	20	17	23	22	27	23	22	25	30	28	25	33	30	30	31
Not a supporter	76	78	62	64	63	65	67	71	64	68	70	61	63	65	61
Don't know [VOL]	na	na	12	13	8	10	10	4	6	4	5	5	7	6	7
Refused/Not Answered	4	5	3	1	1	1	1	1	1	*	*	1	*	*	*

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

	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	29	31	27	29	33	31	32	34	31	32	31	31
Independent	28	27	29	30	27	27	28	27	29	30	30	30
Republican	23	23	21	21	23	25	28	30	22	25	30	23
None of these	17	15	20	19	15	14	8	6	17	13	8	15
Don't know [VOL]	na	na	1	*	1	2	2	*	1	1	1	1
Refused/Not Answered	2	3	3	1	2	2	2	3	*	*	*	1
Based on:	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



Based on:

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?

	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	11/29-12/3/12
Total Democrat	42	44	44	46	49
Democrat	29	31	27	29	33
Independent – lean Democratic	8	10	10	12	10
None – lean Democratic	4	3	7	5	6
Total Republican	37	35	37	36	37
Republican	23	23	21	21	23
Independent – lean Republican	11	9	11	9	9
None – lean Republican	4	3	5	6	5
Independent – don't lean	10	9	7	7	6
None – don't lean	12	12	6	6	4
[VOL] Independent – lean other	na	na	1	1	1
[VOL] None – lean other	na	na	2	1	1
Don't know	na	na	2	2	1
Refused/Not answered	-	-	2	1	2

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



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

	12/5-9/13	10/3-7/13*	4/11-15/13	1/10-14/13	11/29-12/3/12
Liberal	20	18	22	21	21
Conservative	35	36	40	37	40
Moderate	42	41	30	35	32
Don't know	na	na	6	5	5
Refused/Not answered	4	5	2	1	2

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



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

	12/5-9/13	10/3-7/13*
Yes	79	78
No	16	15
Not sure	2	5
Refused/Not answered	2	3
Rased on: (Eycludes those living in ND)	N=1,365	N=1,225

Based on: (Excludes those living in ND)

S2. How often would you say you vote?

	12/5-9/13	10/3-7/13*
Always/Nearly always	67	68
Always	38	40
Nearly always	29	29
In about half of elections	11	10
Seldom/Never	21	20
Seldom	8	7
Never	13	13
Refused/Not answered	2	3



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

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

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

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

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

Based on: N=1,367

DM21 Do you currently own stocks, bonds, or mutual funds?

Yes	45
No	52
Refused/Not Answered	3



DM22/a [IF YES IN DM21:] In the past 12 months, how many times did you make changes in your investments—buying or selling stocks or mutual funds either within or outside an employer-sponsored 401K plan?

Once (1)	17
Twice (2)	10
Three times (3)	4
Four times (4)	3
5-9 times	6
10-14 times	5
15-19 times	*
20-24	2
25 times or more	3
None	49
Refused/Not answered	1
Mean	3.0
Median	*

Based on: Own investments N=755

Some questions held for later release

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

Yes	35
No	61
Refused/Not answered	4



PPEDUCAT (4 category)

Less than high school	8
High school	34
Some college	29
Bachelor's degree or higher	29

Based on: N=1,367

PPETHM

White, Non-Hispanic	70
Black, Non-Hispanic	11
Other, Non-Hispanic	3
Hispanic	13
2+ Races, Non-Hispanic	3

Based on: N=1,367

PPGENDER

Male	48
Female	52

Based on: N=1,367

PPMARIT

Married	50
Widowed	4
Divorced	11
Separated	1
Never married	23
Living with partner	11





PPWORK

Working – as a paid employee	48
Working – self-employed	9
Not working – on temporary layoff from a job	*
Not working – looking for work	6
Not working – retired	19
Not working – disabled	6
Not working - other	12

Based on: N=1,367

PPAGE

Age group:

18-29	20
30-49	36
50-64	26
65+	18



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

Under \$10,000	8
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	8
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	23
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	16
\$150,000 or more	7

Based on: N=1,367

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	22



AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted December 5-9, 2013 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 1,367 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 3.5 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.

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-gfkpoll.com.



