



## THE AP-GfK 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.*

*\*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>.*

*CUR1 through CCON6 previously released*

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

*Some questions held for later release*

*HC1 through INS11 previously released*

*Some questions held for later release*

*NCC8 through NCC29 previously released*

TGT6. Retailers often collect personal information (for example, names, ZIP codes, email addresses or credit card numbers) about people who buy things from them. Overall, how concerned are you about retailers' ability to keep your personal information secure when you make purchases in each of the following ways:

	<b>Extremely/very concerned</b>	Extremely concerned	Very concerned	<b>Somewhat concerned</b>	<b>Just a little/not at all concerned</b>	Just a little	Not at all concerned	Do not make purchases this way	Refused/Not Answered
In a store	<b>49</b>	29	20	<b>27</b>	<b>20</b>	13	7	1	3
On a website	<b>58</b>	37	21	<b>22</b>	<b>13</b>	10	3	5	3
Using your mobile phone	<b>51</b>	34	17	<b>19</b>	<b>10</b>	7	3	17	3

*Based on: N=1,060*

TGT1. As you may have heard, a security breach involving the retailer Target resulted in the theft of personal information such as credit card numbers, PIN-numbers and email addresses collected from millions of customers. Do you think your personal information was compromised in this security breach or not?

	1/17-21/14
Yes	35
No	64
Refused/Not answered	2

*Based on:*

*N=1,060*

TGT3. How much responsibility do each of the following have for ensuring that personal information stolen in data breaches like the one at Target do not harm consumers?

	<b>Almost all/most of the responsibility</b>	Almost all of the responsibility	Most of the responsibility	<b>A little bit/none of the responsibility</b>	A little bit of responsibility	None of the responsibility	Refused / Not Answered
Retailers who collect the information	<b>88</b>	53	35	<b>10</b>	9	1	3
Banks who provide consumers with credit or debit cards	<b>59</b>	25	34	<b>38</b>	29	8	3
Credit bureaus who maintain information on consumers' use of credit	<b>56</b>	25	31	<b>41</b>	30	11	3
Consumers themselves	<b>37</b>	15	22	<b>60</b>	40	19	4

Based on: N=1,060

TGT4. Have you personally ever experienced any of the following:

	Yes	No	Refused/ Not Answered
Had someone make unauthorized purchases using your credit or debit card without physically stealing your card	36	62	3
Had someone use your personal information to apply for a line of credit fraudulently	10	88	3

Based on: N=1,060

TGT5. As a result of data breaches such as the one at Target, have you ever done any of the following?

	Yes	No	Refused/ Not Answered
Checked your credit report	41	57	2
Made an effort to use cash instead of credit or debit cards to pay for purchases	37	61	2
Shopped at different stores	32	66	3
Changed any passwords you may have for online retailers' websites	31	66	3
Requested a new credit or debit card number from your bank	29	69	3
Signed up for a credit monitoring service	18	80	3

*Based on: N=1,060*

Some questions held for later release

WR1 through NFL19 previously released

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?

	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=1,060 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=1,001 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-GfK 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>.