Associated Press/AOL

Celebrity Rankings Study

Celebrity Rankings Study

1. If you were asked to name a famous person to be the biggest villain of the year, whom would you choose?

George W. Bush	25%
Osama bin Laden	8%
Saddam Hussein	6%
President Mahmoud Ahmadinejad of Iran	5%
Kim Jong Il, North Korean leader	2%
Donald Rumsfeld	2%
John Kerry	1%
Rosie O'Donnell	1%
Dick Cheney	1%
Hillary Clinton	1%
Brad Pitt	1%
Tom Cruise	1%
Satan/The Devil	1%
Donald Trump	1%
O.J. Simpson	1%
Hugo Chavez	1%
George Clooney	1%
Nancy Pelosi	1%
Bill Clinton	1%
Colin Farrell	1%
Oprah Winfrey	1%
Mel Gibson	-
Paris Hilton	-
Terrell Owens	-
Britney Spears	-
Angelina Jolie	-
Arnold Schwarzenegger	-
Santa Claus	-
Bill O'Reilly	-
Martha Stewart	-
Matt Damon	-
Other	15%
None	-
(DK/NS)	20%

2. If you were asked to name a famous person to be the biggest hero of the year, whom would you choose?

George W. Bush	13%
Soldiers/troops in Iraq	6%
Oprah Winfrey	3%
Barack Obama	3%
Jesus Christ	3%
Bono	2%
Angelina Jolie	1%
Al Gore	1%
Arnold Schwarzenegger	1%
Colin Powell	1%
Mel Gibson	1%
George Clooney	1%
Bill Gates	1%
Donald Rumsfeld	1%
Bill Clinton	1%
Jimmy Carter	1%
Martin Luther King	1%
Condoleeza Rice	1%
Billy Graham	1%
Warren Buffett	1%
Pope Benedict	-
Hillary Clinton	-
Brad Pitt	-
Paris Hilton	-
Nancy Pelosi	-
Tiger Woods	-
John McCain	-
Sylvester Stallone	-
Tom Cruise	-
Lance Armstrong	-
Donald Trump	-
Mother Theresa	-
Ladainian Tomlinson	-
Brett Favre	-
Other	25%
None	1%
(DK/NS)	27%

3. If you had to choose, which of the following celebrities would you say was the best role model this year?

Oprah Winfrey	29%
Michael J. Fox	23%
George Clooney	12%
Angelina Jolie	8%
Brad Pitt	2%
Tom Cruise	2%
Katie Holmes	2%
(NOT READ) Mel Gibson	1%
(NOT READ) George W. Bush	1%
(NOT READ) Bono	1%
(NOT READ) Laura Bush	-
(NOT READ) Sylvester Stallone	-
(NOT READ) Paris Hilton	-
(NOT READ) Bill O'Reilly	-
(NOT READ) Other	11%
(NOT READ) None	1%
(DK/NS)	7%

4. And, if you had to choose, which of the following celebrities would you say was the worst role model this year?

Britney Spears	29%
Paris Hilton	18%
Mel Gibson	12%
Tom Cruise	9%
Michael Richards	6%
Nicole Richie	5%
Kevin Federline	4%
Lindsay Lohan	3%
Angelina Jolie	2%
Katie Holmes	1%
(NOT READ) Rosie O'Donnell	1%
(NOT READ) Sean Penn	-
(NOT READ) George W. Bush	-
(NOT READ) George Clooney	-
(NOT READ) Miss USA	-
(NOT READ) Other	2%
(NOT READ) None	-
(DK/NS)	8%

Registered Voter/Party Affiliation Study

1.   Are you currently registered to vote at this address, or not?

Yes	78%
No	21%
(DK/NS)	1%

2a.   Do you consider yourself a Democrat, a Republican, an Independent or none of these?

Initial Party Identification	
	Registered Voters
Republican	27%
Democrat	33%
Independent	27%
None of these	11%
(DK/NS)	2%

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

2b.   Do you lean strongly or only moderately toward the Democratic Party?
2c.   Do you lean strongly or only moderately toward the Republican Party?
2d.   Do your beliefs tend to lean more toward the Democrats or the Republicans?

	Registered Voters
Strongly Democrat	22%
Moderately Democrat	11%
Lean Democrat	14%
Strongly Republican	16%
Moderately Republican	11%
Lean Republican	13%
Independent	11%
(DK/REF)	2%
Summary	
Total Republican	40%
Total Democrat	47%

Demographics

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a.   In what year were you born?

D1b.   Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN
 SUMMARY BELOW.)

D1c.   Are you:

18-34	30%
35-49	26%
50-64	25%
65+	16%
(DK/NS)	3%

D2.   Are you employed:

TOTAL EMPLOYED	**62%**
- Full time	50%
- Part time	12%
Not employed	14%
Retired	22%
(DK/NS)	2%

D3.   What is the last year of school you completed?

Grade school or some high school	6%
Completed high school	23%
Some community college or university, did not finish	22%
Completed technical school or a community college	9%
Completed a university or Bachelor's degree	21%
Completed a post-graduate degree such as a Master's or Ph.D.	16%
(DK/NS)	3%

D4.   Are you currently married or not?

Yes	55%
No	42%
(DK/NS)	3%

D5.   Including yourself and any children, how many people are currently living in your household?

1	19%
2	30%
3	19%
4	15%
5	8%
6+	5%
(DK/NS)	4%

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a.   How many children under 6 years are currently living in your household?

D6b.   How many children ages 6 to 12 are currently living in your household?

D6c.   How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN (NET)	37%
Under 6	17%
6-12	19%
13-17	13%
NO CHILDREN	59%
(DK/NS)	4%

Evangelical/born-again

Yes	37%
No	58%
(DK/NS)	5%

Religion

Protestant	44%
Catholic	22%
Mormon	1%
Jewish	2%
Muslim	-
Some other religion	5%
None	21%
(DK/NS)	5%

D9.   Are you of Hispanic ethnicity?

(Q.D10 ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D9)
D10.   Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	67%
Black	11%
Hispanic	12%
Asian	3%
(NOT READ) American Indian	1%
(NOT READ) Other	2%
(DK/NS)	4%

D11.   Could you please tell me your household income from all sources in 2005?

Under $15,000	12%
$15,000 to less than $20,000	4%
$20,000 to less than $25,000	6%
$25,000 to less than $30,000	4%
$30,000 to less than $40,000	8%
$40,000 to less than $50,000	9%
$50,000 to less than $75,000	15%
$75,000 to less than $100,000	8%
$100,000 or more	13%
(DK/NS)	21%

REGION

Northeast	19%
Midwest	22%
South	37%
West	22%

METROPOLITAN STATUS

Urban	30%
Suburban	50%
Rural	20%

GENDER

Male	49%
Female	51%