



Associated Press/AOL

Entertainment Study

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18. How many movies, if any, have you attended in a movie theater in the past 12 months?

0	29%
1 or more (Net)	71%
1	12%
2	12%
3	10%
4	8%
5	6%
6-10	12%
11-19	5%
20+	5%
Summary	
Mean	4.8
Median	1.8

[ASKED ONLY OF RESPONDENTS WHO ATTENDED AT LEAST ONE MOVIE IN THE PAST YEAR]

19. Which would you say was the best movie you saw in the theater in the past year?

Cars	5%
Pirates of the Caribbean: Dead Man's Chest	5%
Casino Royale [James Bond]	4%
The Departed	3%
Happy Feet	3%
The Passion of the Christ	3%
Superman Returns	2%
Harry Potter and the Goblet of Fire	2%
The DaVinci Code	2%
Saw	2%
The Chronicles of Narnia: The Lion, the Witch and the Wardrobe	2%
X-Men	2%
Flags of our Fathers	1%
Talladega Nights: The Ballad of Ricky Bobby	1%
Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan	1%
The Queen	1%
Crash	1%

Stranger than Fiction	1%
Déjà vu	1%
March of the Penguins	1%
Pride and Prejudice	1%
Little Miss Sunshine	1%
War of the Worlds	1%
An Inconvenient Truth	1%
Babel	1%
Over the Hedge	1%
The Devil Wears Prada	1%
The Guardian	1%
Brokeback Mountain	1%
Walk the Line	-
Blood Diamond	-
The Nativity Story	-
The Holiday	-
Bobby	-
Other	26%
Nothing	-
(DK/NS)	22%

[ASKED ONLY OF RESPONDENTS WHO ATTENDED AT LEAST ONE MOVIE IN THE PAST YEAR]

20. In general, would you say the movies out this year were ...

Better than usual	14%
Worse than usual	25%
About the same as usual	59%
(DK/NS)	2%

21. Do you plan to see any movies in the theater this holiday season?

Yes	44%
No	55%
(DK/NS)	1%

[IF "YES" TO Q21, ASK Q22; OTHERWISE, SKIP TO Q23.]

22. Are there any movies that you know about that are coming out this holiday season that you are really looking forward to seeing, or not?

Yes	74%
No	25%
(DK/NS)	1%

23. And thinking about the shows that were on television this year, do you think they were ...

Better than usual	19%
Worse than usual	23%
About the same as usual	53%
(DK/NS)	5%

24. Were there any television shows out this year that really got you hooked, or not?

Yes	58%
No	41%
(DK/NS)	1%

25. And which show was that?

Grey's Anatomy	11%
House	11%
CSI: Crime Scene Investigation	6%
CSI: Miami	6%
Lost	4%
Deal or No Deal	4%
Heroes	4%
24	3%
Survivor: Cook Islands	3%
CSI: NY	3%
Dancing with the Stars	3%
The Office	3%
NCIS	3%
Desperate Housewives	3%
Jericho	2%
Boston Legal	2%
American Idol	2%
Law & Order, SVU	2%
The Unit	2%
The Biggest Loser	2%
Studio 60	2%
Prison Break	2%
Battlestar Galactica	2%
The Wire	2%
Ugly Betty	1%
Brothers and Sisters	1%
The Amazing Race	1%
My Name is Earl	1%
ER	1%
Without a Trace	1%
Two and a Half Men	1%
The Closer	1%
Criminal Minds	1%
Project Runway	1%

Bones	1%
America's Next Top Model	1%
Friday Night Lights	1%
Nip/tuck	1%
The Nine	1%
Ghost Whisperer	1%
Cold Case	1%
Men in Trees	1%
Medium	1%
The Bachelor	1%
What About Brian	1%
The Sopranos	1%
Hallmark series (unspecified)	0
The Class	0
Jeopardy	0
Extreme Makeover: Home	0
Edition	
CNN	0
Other	27%
(DK/NS)	1%

Registered Voter/Party Affiliation Study

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

ALL VOTERS	
Yes	79%
No	21%
(DK/NS)	-

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

REGISTERED VOTERS	
Republican	29%
Democrat	35%
Independent	21%
None of these	14%
(DK/NS)	1%

(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	24%
Moderately Democrat	12%
Lean Democrat	15%
Strongly Republican	15%
Moderately Republican	13%
Lean Republican	10%
Independent	10%
(DK/REF)	1%
Summary	
Total Republicans	39%
Total Democrats	51%

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	31%
35-49	26%
50-64	25%
65+	17%
(DK/NS)	1%

STATISTICS

Mean	46.3
Standard Deviation	17.0
Standard Error	0.5
Median	45.4

D2. Are you employed:

TOTAL EMPLOYED	63%
- Full time	51%
- Part time	12%
Not employed	15%
Retired	21%
(DK/NS)	1%

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

Grade school or some high school	6%
Completed high school	25%
Some community college or university, did not finish	23%
Completed technical school or a community college	10%
Completed a university or Bachelor's degree	22%
Completed a post-graduate degree such as a Master's or Ph.D.	14%
(DK/NS)	-
Summary	
Total High School or Less	31%
Total Some College	33%
Total College Degree	36%

D4. Are you currently married or not?

Yes	56%
No	43%
(DK/NS)	1%

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

1	19%
2	31%
3	21%
4	15%
5	9%
6+	4%
(DK/NS)	1%
Summary	
Mean	2.8
Standard Deviation	1.6
Standard Error	0.1
Median	2.0

(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)	38%
Under 6	20%
6-12	17%
13-17	15%
NO CHILDREN	60%
(DK/NS)	1%
Summary	
Any children 12 or younger	30%
Any children 6 to 17	26%

Evangelical/born-again

Yes	38%
No	60%
(DK/NS)	2%

Religion

Protestant	49%
Catholic	23%
Mormon	2%
Jewish	1%
Muslim	-
Some other religion	5%
None	18%
(DK/NS)	2%

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	69%
Black	11%
Hispanic	13%
Asian	2%
(NOT READ)	1%
American Indian	
(NOT READ) Other	2%
(DK/NS)	2%

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

Under \$15,000	15%
\$15,000 to less than \$20,000	6%
\$20,000 to less than \$25,000	3%
\$25,000 to less than \$30,000	6%
\$30,000 to less than \$40,000	10%
\$40,000 to less than \$50,000	7%
\$50,000 to less than \$75,000	15%
\$75,000 to less than \$100,000	10%
\$100,000 or more	13%
(DK/NS)	15%

REGION

Northeast	19%
Midwest	22%
South	36%
West	23%

METROPOLITAN STATUS

Urban	33%
Suburban	50%
Rural	17%

GENDER

Male	48%
Female	52%