



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: August 24-27, 2007
Interviews: 1,204 adults, 908 registered voters
Margin of error: ± 2.8 for all adults, ± 3.3 for registered voters

**THE ASSOCIATED PRESS/AOL POLL
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NOTE: all results shown are percentages unless otherwise labeled.

TELEVISION STUDY

1. Do you think television shows, in general, are getting better or getting worse?

Getting better.....	22
Getting worse	62
About the same	10
Not sure.....	6

2. Thinking about the types of programs on television, do you think there is too much, not enough, or about the right amount of each of the following?

	<u>8/24-26/07</u>				<u>9/6-8/05</u>			
	Too MUCH	NOT ENOUGH	RIGHT AMOUNT	NOT SURE	Too MUCH	NOT ENOUGH	RIGHT AMOUNT	NOT SURE
Crime shows.....	49	11	37	3	50	6	42	2
Sitcoms.....	29	24	41	6	28	20	49	3
Reality TV Shows	71	6	19	4	80	4	14	2
Dramas.....	19	28	50	3	18	19	61	2
Talk shows.....	49	9	39	3	56	3	39	2
News programs	18	28	52	2	22	17	60	1
Game shows.....	32	17	46	5	29	12	56	3
Sports	27	19	51	3	25	14	60	1

3. About how many hours a week on average would you say that you watch television?

	<u>8/24- 26/07</u>	<u>9/6- 8/05</u>
None/do not watch television.....	3	2
5 hours or less per week	21	23
6-10 hours	22	28
11-20 hours	26	26
21-30 hours	14	13
More than 30 hours	13	8
Not sure	1	-
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<i>Mean (hours)</i>	<i>17</i>	<i>15</i>
<i>Median.....</i>	<i>12</i>	<i>10</i>
<i>Heavy 21+ hours</i>	<i>27</i>	<i>21</i>
<i>Medium 11-20 hours.....</i>	<i>26</i>	<i>26</i>
<i>Light 10 hours or less</i>	<i>43</i>	<i>51</i>
<i>At least 8 hours.....</i>	<i>69</i>	

4a. Have you ever watched (INSERT NAME OF SHOW), or not?

4b. How much are you looking forward to seeing new episodes of (INSERT NAME OF SHOW)?

	A GREAT DEAL	SOMEWHAT	NOT TOO MUCH	NOT AT ALL	NEVER WATCHED THIS SHOW/NOT SURE
CSI	26	21	9	8	33
Dancing with the Stars	13	16	13	12	44
Deal or No Deal.....	11	17	12	14	42
Desperate Housewives	9	10	7	13	58
Grey's Anatomy.....	15	13	6	7	56
Heroes.....	11	6	4	3	73
House.....	18	14	7	5	52
NCIS.....	14	13	7	4	60
Survivor	8	8	9	20	52
The Office.....	8	7	5	7	70
Two and a Half Men	10	11	6	7	62
Ugly Betty	11	10	7	6	64

5. Which of the new shows that are planned to debut in the fall TV season are you looking forward to seeing?
(OPEN END)

Not a new show	26
Cane	1
Bionic Woman	1
Back to You	1
Private Practice	1
Journeyman	1
Pushing Daisies	1
Heroes: Origins	0
Kid Nation	0
Chuck	0
Reaper	0
Caveman	0
Dirty Sexy Money	0
Moonlight	0
K-Ville	0
Other	9
Nothing	15
Don't Know/Not Sure	45

6. Which ONE television show would you most like to see cancelled?
(OPEN END)

Survivor	9
Reality shows (unspecified)	5
Desperate Housewives	4
American Idol	3
Jerry Springer	2
Big Brother	2
Ugly Betty	2
Two and Half Men	2
Dancing with the Stars	2
Deal or no Deal	1
The Office	1
CSI	1
Simpsons	1
Crime shows (unspecified)	1
House	1
Jose Luis Sin Censura	1
Bill O'Reilly	1
Grey's Anatomy	1
Law & Order	-
Oprah	-
Lost	-
Other	22
All of them	-
None	9
DK/NS	29

7. Which TV show do you find most offensive?
(OPEN END)

Desperate Housewives	5
Jerry Springer	4
Reality shows (unspecified)	2
Survivor	2
Simpsons	1
Big Brother	1
CSI	1
South Park	1
Two and a Half Men	1
Family Guy	1
Jose Luis Sin Censura	1
Cops	1
Fox News	1
Maury	1
Will & Grace	1
The Office	1
Bill O'Reilly	1
Grey's Anatomy	1
Ugly Betty	1
The Bachelor	-
Oprah	-
Flavor of Love	-
Fear Factor	-
Deal or No Deal	-
Other	22
None	15
DK/NS	35

8. If you could only have one television channel, which one would you choose?
(OPEN END)

Broadcast Networks (Net)	48
CBS	9
ABC	9
NBC	8
Fox	7
PBS	5
Univision	3
Telemundo	2
CW	1
Other broadcast network	5
Cable Networks (Net)	45
Discovery	4
ESPN	4
History Channel	4
CNN	3
Sci Fi Channel	2
HBO	2
TBS	2
USA	2
HGTV	2
Fox News	1
Comedy Central	1
Lifetime	1
TNT	1
BET	1
Disney Channel	1
Food Network	1
Animal Planet	1
Cartoon Network	1
TLC	1
Bravo	1
MSNBC	0
Court TV	0
MTV	0
A & E	0
CNBC	0
FX	0
Showtime	0
Paxnet	0
VH1	0
Cinemax	0
QVC	0
SpikeTV	1
Other cable network	7
Other	1
None/Don't know	6

9. Have you ever watched a full-length television program over the internet, or not?

Yes	9
No.....	91
Not sure.....	-

PARTY AFFILIATION / IDEOLOGY

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

	<u>ALL ADULTS</u>
Yes.....	76
No	24
Refused/not sure	-

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

INITIAL PARTY IDENTIFICATION

	<u>ALL ADULTS</u>
Republican	20
Democrat	33
Independent	20
None of these.....	24
Not sure	3

(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?

	<u>ALL ADULTS</u>
Strongly Republican	10
Moderately Republican	10
Lean Republican	12
Definitely Independent/neither	17
Lean Democrat.....	15
Moderately Democrat.....	12
Strongly Democrat	21
Refused/not sure	3
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Total Republican	33
Total Democrat.....	48

3. Generally speaking, do you consider yourself a liberal, moderate or conservative? (IF "LIBERAL" OR "CONSERVATIVE", ASK:) Would you say you are very (liberal/conservative) or somewhat (liberal/conservative)?

	<u>ALL ADULTS</u>
Very liberal.....	8
Somewhat liberal	18
Moderate.....	32
Somewhat conservative.....	23
Very conservative	13
Refused	6
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Total Liberal	26
Total Conservative.....	36

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	23
50-64	28
65+	17
(DK/NS)	2

D2. Are you employed:

TOTAL EMPLOYED	59
- Full time	50
- Part time	9
Not employed	16
Retired	24
(DK/NS)	1

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

Grade school or some high school	8
Completed high school	25
Some community college or university, did not finish	19
Completed technical school or a community college	12
Completed a university or Bachelor's degree	19
Completed a post-graduate degree such as a Master's or Ph.D.	16
(DK/NS)	1

D4. Are you currently married?

Yes	55
No	44
(DK/NS)	1

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

1	21
2	30
3	15
4	15
5	10
6+	7
(DK/NS)	2

(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	22
6-12	19
13-17	12
NO CHILDREN	61
(DK/NS)	2
Summary	
Any children 12 or younger	31
Any children 6 to 17	27

D7a. Would you describe yourself as a born-again or evangelical Christian, or not?

Yes	37
No	59
(DK/NS)	4

D7b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

Protestant	45
Catholic	25
Mormon	2
Jewish	2
Muslim	1
Some other religion	3
None	19
(DK/NS)	3

D7c. How often do you attend religious services?

At least once a week (Net)	40
More than once a week	13
Once a week	27
Less than once a week (Net)	37
A few times a month	12
A few times a year	25

Never	20
(DK/NS)	3

D8a. Are you of Hispanic ethnicity?

(Q.D12c ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

D8b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	68
Black	11
Hispanic	13
Asian	3
(NOT READ) American	
Indian	-
(NOT READ) Other	2
(DK/NS)	3

D9. Could you please tell me your household income from all sources in 2006?

Under \$15,000	11
\$15,000 to less than \$20,000	5
\$20,000 to less than \$25,000	5
\$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	17
\$75,000 to less than \$100,000	9
\$100,000 or more	15
(DK/NS)	17

REGION:

Northeast	19
Midwest	22
South	36
West	23

METROPOLITAN STATUS:

Urban	47
Suburban	38
Rural	15

GENDER:

Male	48
Female	52