



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

Interview dates: June 13-15, 2005
Interviews: 1,000 adults
Margin of error: ±3.1

**THE ASSOCIATED PRESS/AOL POL:
MOVIES STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
RELEASE DATE: JUNE 16, 2005
PROJECT #81-5139-42**

NOTE: all results shown are percentages unless otherwise labeled.

PARTY AFFILIATION

1a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

(IF "DEMOCRAT" TO Q.1a, Q.1b ASKED. IF "REPUBLICAN" TO Q.1a, Q.1c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.1a, Q.1d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 1b. Do you lean strongly or only moderately toward the Democratic Party?
- 1c. Do you lean strongly or only moderately toward the Republican Party?
- 1d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

Strongly Republican	17
Moderately Republican.....	21
Definitely Independent/neither.....	12
Moderately Democrat	27
Strongly Democrat.....	21
Refused/not sure	2

Total Republican	38
Total Democrat	48

MOVIES

1. In general, do you prefer to watch movies at the movie theater, or do you prefer to watch movies at home on your DVD player, VCR, or on pay-per-view?

At the movie theatre	22
At home	73
Not sure.....	5

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

None.....	25
1	14
2	13
3	11
4	5
5	6
6 to 9	9
10 to 14	9
15 or more	7
Not sure.....	1

<i>Mean</i>	<i>4.9</i>
<i>Median.....</i>	<i>1.8</i>

3. Do you think movies, in general, are getting better or getting worse?

Getting better.....	33
Getting worse	47
(NOT READ) About the same	14
Not sure.....	6

4. In general, do you think movie stars are positive or negative role models for children today?

Positive.....	24
Negative	69
Not sure.....	7

5. What is your favorite type of movie to watch?

Comedy	27
Drama.....	19
Action/adventure.....	17
Family	9
Science fiction	6
Westerns	5
Musicals.....	4
Horror	3
War movies.....	2
Something else.....	7
Not sure.....	1

6. Do you play computer or video games, or not?

Yes	36
No.....	64
Not sure.....	-

7. Do you use a DVD player at home, or not?

Yes	82
No.....	18
Not sure.....	-

8. Do you use a VCR at home, or not?

Yes	77
No.....	23
Not sure.....	-

9. Do you use a digital video recorder such as a TiVO or ReplayTV box at home, or not?

Yes	17
No.....	83
Not sure.....	-

10. Have you ever ordered a movie on pay-per-view at home, or not?

Yes	37
No.....	63
Not sure.....	-

11. Have you ever used the Internet to download a movie onto a computer, or not?

Yes	5
No.....	95
Not sure.....	-

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	29
50-64	22
65 and over	17
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	64
- Full time.....	49
- Part time.....	15
Not employed	15
Retired.....	21
Refused/not sure	-

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

Grade school or some high school	6
Completed high school	25
Some college but did not finish.....	22
Completed a two year college degree	12
Completed a four year college degree.....	20
Completed a post-graduate degree such as a Master's or Ph.D.	15
Refused/not sure	-

D4. Are you currently married:

Yes	56
No.....	44
Refused/not sure	-

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

1	20
2	37
3	16
4	16
5	7
6 or more	4
Refused/not sure	-

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)

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	34
Under 6.....	17
6-12.....	18
13-17.....	13
NO CHILDREN	66
Refused/not sure	-

D7a. Are you of Hispanic ethnicity?

(Q.D7b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D7a.)

D7b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	71
Black.....	11
Hispanic.....	13
Asian.....	4
American Indian.....	-
Other.....	1
Refused	-

D8. Could you please tell me your household income from all sources in 2004?

Under \$15,000.....	11
\$15,000 to less than \$20,000	3
\$20,000 to less than \$25,000	9
\$25,000 to less than \$30,000	5
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	8
\$50,000 to less than \$75,000	15
\$75,000 to less than \$100,000	9
\$100,000 or more	12
Refused/not sure	19

REGION:

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

METROPOLITAN STATUS:

Urban.....	30
Suburban.....	50
Rural.....	20

GENDER:

Male.....	48
Female.....	52