



**Associated Press/AOL**  
**End of Year/2007 Look Ahead Study**

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1. Looking back at the year 2006, overall would you say this was a good year or a bad year for the COUNTRY?

Very good year	9%
Somewhat good year	30%
Somewhat bad year	34%
Very bad year	24%
(DK/NS)	3%
<b>Summary</b>	
Net Good Year	39%
Net Bad Year	58%

2. And looking back at the year 2006, overall would you say this was a good year or a bad year for YOU AND YOUR FAMILY?

Very good year	35%
Somewhat good year	41%
Somewhat bad year	12%
Very bad year	11%
(DK/NS)	1%
<b>Summary</b>	
Net Good Year	76%
Net Bad Year	23%

3. Overall, are you optimistic or pessimistic about what the year 2007 will bring for the COUNTRY?

Very optimistic	28%
Somewhat optimistic	45%
Somewhat pessimistic	13%
Very pessimistic	11%
(DK/NS)	3%
<b>Summary</b>	
Net Optimistic	72%
Net Pessimistic	24%

**[ASKED ONLY OF RESPONDENTS ANSWERING 'SOMEWHAT PESSIMISTIC' OR 'VERY PESSIMISTIC' IN Q3]**

4. Why would you say you are pessimistic about what the year 2007 will bring for the country?

Poor political leadership	47%
War/ the war in Iraq	45%
The economy	9%
Foreign policy	6%
Gas prices	3%
Unemployment/ loss of jobs	2%
Illegal immigration	1%
Other	20%
No reason	0
(DK/NS)	4%

5. Overall, are you optimistic or pessimistic about what the year 2007 will bring for YOU AND YOUR FAMILY?

Very optimistic	48%
Somewhat optimistic	41%
Somewhat pessimistic	6%
Very pessimistic	3%
(DK/NS)	2%
Summary	
Net Optimistic	89%
Net Pessimistic	9%

6. Over the next year, do you expect the situation in Iraq to [RANDOMIZE]...

Get better	27%
Get worse	40%
Stay about the same	31%
(DK/NS)	2%

7. Over the next year, do you think the country's economy will [RANDOMIZE]...

Get better	22%
Get worse	27%
Stay about the same	50%
(DK/NS)	1%

8. Over the next year, do you think your own family's finances will [RANDOMIZE]...

Get better	39%
Get worse	8%
Stay about the same	52%
(DK/NS)	1%

9. Do you think now is a good time or bad time to invest in the stock market?

Good time	47%
Bad time	42%
(DK/NS)	11%

RANDOMIZE Q10\_1 THROUGH Q10\_15:

10\_1. (The United States will be hit with a terrorist attack) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

The United States will be hit with a terrorist attack

Very likely	18%
Somewhat likely	42%
Not too likely	28%
Not at all likely	10%
(DK/NS)	2%

Summary

Net Likely	61%
Net Unlikely	38%

10\_2. (Global warming will get worse) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

Global warming will get worse

Very likely	40%
Somewhat likely	34%
Not too likely	16%
Not at all likely	9%
(DK/NS)	1%

Summary

Net Likely	74%
Net Unlikely	25%

10\_3. (The United States will go to war with Iran) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

The United States will go to war with Iran

Very likely	11%
Somewhat likely	29%
Not too likely	37%
Not at all likely	21%
(DK/NS)	2%

Summary

Net Likely	40%
Net Unlikely	58%

10\_4. (The United States will go to war with North Korea) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

The United States will go to war with North Korea	
Very likely	6%
Somewhat likely	20%
Not too likely	44%
Not at all likely	29%
(DK/NS)	1%
Summary	
Net Likely	26%
Net Unlikely	72%

10\_5. (Terrorists will attack somewhere in the world with biological or nuclear weapons) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

Terrorists will attack somewhere in the world with biological or nuclear weapons	
Very likely	23%
Somewhat likely	42%
Not too likely	26%
Not at all likely	8%
(DK/NS)	1%
Summary	
Net Likely	64%
Net Unlikely	35%

10\_6. (The United States will withdraw its troops from Iraq) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

The United States will withdraw its troops from Iraq	
Very likely	6%
Somewhat likely	22%
Not too likely	40%
Not at all likely	31%
(DK/NS)	1%
Summary	
Net Likely	29%
Net Unlikely	71%

10\_7. (The U.S. Congress will raise the minimum wage) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

The U.S. Congress will raise the minimum wage

Very likely	38%
Somewhat likely	44%
Not too likely	12%
Not at all likely	6%
(DK/NS)	-

Summary

Net Likely	81%
Net Unlikely	19%

10\_8. (Jesus Christ will return to earth) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

Jesus Christ will return to earth

Very likely	11%
Somewhat likely	14%
Not too likely	25%
Not at all likely	42%
(DK/NS)	8%

Summary

Net Likely	25%
Net Unlikely	67%

10\_9. (The United States will be hit with a major natural disaster) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

The United States will be hit with a major natural disaster

Very likely	24%
Somewhat likely	46%
Not too likely	21%
Not at all likely	7%
(DK/NS)	2%

Summary

Net Likely	70%
Net Unlikely	28%

10\_10. (Bird flu will arrive in the United States) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

Bird flu will arrive in the United States	
Very likely	12%
Somewhat likely	38%
Not too likely	36%
Not at all likely	12%
(DK/NS)	2%
Summary	
Net Likely	50%
Net Unlikely	49%

10\_11. (A cure for cancer will be found) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

A cure for cancer will be found	
Very likely	7%
Somewhat likely	29%
Not too likely	34%
Not at all likely	29%
(DK/NS)	1%
Summary	
Net Likely	35%
Net Unlikely	64%

10\_12. (The military draft will be re-introduced) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

The military draft will be re-introduced	
Very likely	12%
Somewhat likely	23%
Not too likely	36%
Not at all likely	29%
(DK/NS)	-
Summary	
Net Likely	35%
Net Unlikely	65%

10\_13. (Scientists will find evidence of extra-terrestrial life) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

Scientists will find evidence of extra-terrestrial life	
Very likely	5%
Somewhat likely	15%
Not too likely	32%
Not at all likely	47%
(DK/NS)	1%
Summary	
Net Likely	19%
Net Unlikely	79%

10\_14. (A U.S. state will legalize gay marriage) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

A U.S. state will legalize gay marriage	
Very likely	24%
Somewhat likely	33%
Not too likely	25%
Not at all likely	17%
(DK/NS)	1%
Summary	
Net Likely	57%
Net Unlikely	42%

10\_15. (Gas prices will go up) I'm going to read you a list of items that may or may not happen in the year 2007. For each one, please tell me if it is very likely, somewhat likely, not too likely or not at all likely to happen in the year 2007.

Gas prices will go up	
Very likely	61%
Somewhat likely	32%
Not too likely	4%
Not at all likely	2%
(DK/NS)	1%
Summary	
Net Likely	93%
Net Unlikely	7%

11. As a child, did you ever believe in Santa Claus, or not?

Yes	86%
No	14%
(DK/NS)	-

[IF "YES" TO Q11, ASK Q12; OTHERWISE, SKIP TO Q13.]

12. How old were you when you stopped believing in Santa Claus?

2	-
3	-
4	2%
5	7%
6	13%
7	14%
8	15%
9	12%
10	18%
Older than 10 (SPECIFY)	15%
(DO NOT READ)	1%
Never believed in Santa Claus (DK/NS)	3%

13. How important a role does Santa Claus play in your holiday celebrations?

Very important	21%
Somewhat important	30%
Not too important	21%
Not at all important	28%
(DK/NS)	-
<b>Summary</b>	
Net Important	51%
Net Not Important	49%

14. Do you think the Santa Claus tradition does more to [RANDOMIZE]...

Enhance the religious significance of the Christmas holiday	36%
Detract from the religious significance of the Christmas holiday	47%
(DO NOT READ)	13%
Neither, has no effect (DO NOT READ)	2%
Both equally (DK/NS)	2%



15. Do you believe in angels, or not?

Yes	81%
No	18%
(DK/NS)	1%

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%

(Q.25, CONTINUED)

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 Edition	0
CNN	0
Other	27%
(DK/NS)	1%

26. Has the internet made it easier for you to stay in touch with friends and family around the holidays, more difficult, or has it made no difference in your ability to stay in touch over the holidays?

Easier	38%
More difficult	1%
Made no difference	59%
(DK/NS)	2%

27. Please tell me if you personally have done any of the following this holiday season. - YES SUMMARY-

Sent a traditional holiday greeting card	64%
Sent an electronic holiday greeting card	16%
Sent a holiday e-mail to a friend or family member	33%
Called a friend or family member on the phone to wish them happy holidays	64%

28. When it comes to your holiday shopping, would you say you are relying on the internet more, less, or about the same as you did last year?

More	18%
Less	25%
About the same	52%
(DK/NS)	5%

29. When stores and businesses greet their customers with 'Happy Holidays' or 'Season's Greetings' instead of 'Merry Christmas', do you think this is a good thing or a bad thing?

Good thing	48%
Bad thing	42%
(DK/NS)	10%

30. Do you think it is appropriate for public buildings to display Christmas decorations, or not?

Yes	90%
No	9%
(DK/NS)	1%

***Registered Voter/Party Affiliation Study***

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

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

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

	<b>REGISTERED VOTERS</b>
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?

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

## *Demographics*

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*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%