



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
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Interview dates: December 13-15, 2005
Interviews 1,006 adults, 813 registered voters
Margin of error: ± 3.1 for all adults, ± 3.5 for registered voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS**

NOTE: all results shown are percentages unless otherwise labeled.

A LA CARTE TV STUDY

9. Thinking about cable or satellite television ...?

Would you prefer to be able to choose and pay for your own tailored selection of TV channels.....	78
Would you prefer to buy a bundle of channels where the channels are chosen by the cable or satellite company.....	15
Not sure	7

(ONLY ASKED OF THOSE WHO IN Q9. SAY THAT THEY WOULD PREFER TO CHOOSE AND PAY FOR THEIR OWN TAILORED SELECTION OF TV PROGRAMS).

10. If you were able to choose your own tailored selection of TV channels, do you think you would wind up paying...?

More than if the channels were bundled.....	27
Less than if the channels were bundled.....	42
Would it make no difference in the cost.....	26
Not sure	5

11. Thinking about the programs on television, do you think there is too much sex on television, or not?

Yes	66
No.....	31
Refused/not sure	3

12. Thinking about the programs on television, do you think there is too much violence on television, or not?

Yes	68
No.....	28
Refused/not sure	3

13. How interested would you be in watching television shows on a portable device like an MP3 player or iPod, where you would pay \$1.99 for a television show that you could take on the road with you? Would you say you would be...

Very interested.....	4
Somewhat interested.....	15
Not too interested.....	17
Not at all interested.....	64
Not sure.....	-

Total Interested.....	19
Total Not Interested.....	81

14. How interested would you be in purchasing television service from your telephone company, if the telephone company offered more choice in channel selection at a price that would be competitive with the cable and satellite TV companies? Would you say you would be...

Very interested.....	22
Somewhat interested.....	42
Not too interested.....	10
Not at all interested.....	25
Not sure.....	1

Total Interested.....	65
Total Not Interested.....	34

REGISTERED VOTERS/ PARTY AFFILIATION

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

	ALL ADULTS
Yes.....	77
No	23
Refused/not sure	-

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

(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 Republican	19
Moderately Republican	21
Definitely Independent/neither	11
Moderately Democrat	23
Strongly Democrat	23
Refused/not sure	3
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Total Republican	40
Total Democrat	46

* Half the respondents were asked party identification in this location, the other half were asked at the end of the survey with the other demographic questions. Results for the respondents who were asked the question early were 41% Republican, 47% Democrat. For the respondents asked later in the survey, the results were 39% Republican, 45% Democrat.

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	28
50-64	22
65 and over	17
Refused/not sure	3

D2. Are you employed:

TOTAL EMPLOYED	63
- Full time.....	53
- Part time.....	10
Not employed	15
Retired.....	19
Refused/not sure	3

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

Grade school or some high school	7
Completed high school	27
Some community college or university, but did not finish	21
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.	12
Refused/not sure	2

D4. Are you currently married?

Yes	58
No.....	39
Refused/not sure	3

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

1	18
2	31
3	19
4	15
5	9
6 or more	5
Refused/not sure	3

(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	36
Under 6.....	18
6-12	17
13-17	15
NO CHILDREN	61
Refused/not sure	3

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

Yes	41
No.....	53
Refused/not sure	6

- D9b. 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	49
Catholic	19
Mormon	1
Jewish	3
Muslim	-
Other non-Christian religion.....	6
No religion	19
Refused/not sure	3

- D10a. Are you of Hispanic ethnicity?

(Q.D10b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)

- D10b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	71
Black.....	12
Hispanic.....	12
Asian.....	4
American Indian.....	-
Other.....	-
Refused	1

D11. Could you please tell me your household income from all sources in 2004?

Under \$15,000.....	13
\$15,000 to less than \$20,000	5
\$20,000 to less than \$25,000	6
\$25,000 to less than \$30,000	6
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	7
\$50,000 to less than \$75,000	15
\$75,000 to less than \$100,000	9
\$100,000 or more	13
Refused/not sure	17

REGION:

Northeast.....	20
Midwest	22
South	36
West	22

METROPOLITAN STATUS:

Urban.....	29
Suburban	49
Rural.....	22

GENDER:

Male	48
Female	52