

**1. Favorability of Martha Stewart**

Do you have a favorable or an unfavorable opinion of Martha Stewart?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	10%	11%	10%	9%	8%	9%	19%	10%	9%	12%
Somewhat favorable	35%	32%	39%	29%	40%	35%	37%	38%	34%	33%
Somewhat unfavorable	23%	22%	24%	24%	18%	27%	21%	22%	23%	24%
Very unfavorable	12%	14%	10%	6%	14%	14%	14%	11%	10%	17%
Don't know	19%	22%	17%	31%	20%	16%	10%	19%	23%	13%
Totals (Unweighted N)	100% (990)	100% (478)	100% (512)	100% (190)	100% (274)	100% (364)	100% (162)	100% (335)	100% (412)	100% (243)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	10%	10%	13%	7%	12%	10%	13%	8%	7%	12%	12%	9%
Somewhat favorable	35%	34%	42%	34%	33%	39%	43%	37%	33%	36%	35%	36%
Somewhat unfavorable	23%	26%	13%	15%	21%	24%	27%	27%	20%	20%	24%	27%
Very unfavorable	12%	13%	7%	11%	12%	11%	10%	12%	16%	13%	11%	11%
Don't know	19%	16%	25%	32%	22%	17%	6%	16%	24%	20%	18%	18%
Totals (Unweighted N)	100% (990)	100% (746)	100% (116)	100% (128)	100% (374)	100% (273)	100% (63)	100% (129)	100% (178)	100% (214)	100% (371)	100% (227)

**2. Trust Martha Stewart's advice – Cooking**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	68%	65%	71%	68%	65%	63%	81%	69%	64%	72%
No	19%	21%	18%	14%	19%	25%	14%	21%	17%	21%
Not sure	13%	15%	12%	18%	16%	12%	5%	10%	19%	7%
Totals (Unweighted N)	100% (978)	100% (467)	100% (511)	100% (188)	100% (271)	100% (361)	100% (158)	100% (331)	100% (404)	100% (243)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	68%	70%	67%	59%	63%	72%	80%	68%	65%	68%	72%	63%
No	19%	19%	12%	25%	20%	17%	16%	25%	24%	15%	16%	25%
Not sure	13%	11%	21%	16%	16%	12%	4%	7%	11%	17%	12%	12%
Totals (Unweighted N)	100% (978)	100% (739)	100% (115)	100% (124)	100% (370)	100% (268)	100% (63)	100% (129)	100% (175)	100% (210)	100% (365)	100% (228)

**3. Trust Martha Stewart's advice – Decorating**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	65%	59%	70%	59%	63%	63%	79%	69%	58%	70%
No	22%	25%	20%	22%	23%	25%	16%	21%	24%	22%
Not sure	13%	15%	10%	18%	14%	12%	6%	10%	18%	8%
Totals (Unweighted N)	100% (981)	100% (471)	100% (510)	100% (187)	100% (271)	100% (362)	100% (161)	100% (334)	100% (406)	100% (241)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	65%	65%	66%	62%	62%	67%	74%	70%	64%	68%	65%	62%
No	22%	23%	13%	26%	23%	21%	21%	25%	24%	17%	23%	26%
Not sure	13%	12%	20%	12%	15%	12%	5%	6%	11%	15%	12%	12%
Totals (Unweighted N)	100% (981)	100% (739)	100% (116)	100% (126)	100% (372)	100% (270)	100% (63)	100% (130)	100% (176)	100% (211)	100% (366)	100% (228)

**4. Trust Martha Stewart's advice – Shopping**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	39%	35%	42%	36%	38%	37%	46%	41%	37%	40%
No	41%	42%	40%	39%	40%	45%	36%	38%	41%	45%
Not sure	20%	23%	18%	25%	21%	18%	18%	21%	22%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(469)	(509)	(186)	(271)	(361)	(160)	(332)	(406)	(240)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	39%	36%	50%	45%	40%	39%	49%	39%	42%	36%	41%	35%
No	41%	45%	21%	37%	38%	40%	40%	48%	42%	36%	41%	44%
Not sure	20%	19%	30%	18%	22%	22%	11%	13%	16%	28%	18%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(736)	(116)	(126)	(369)	(269)	(63)	(130)	(174)	(211)	(366)	(227)

**5. Trust Martha Stewart's advice – Furniture**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	47%	42%	53%	46%	49%	44%	54%	52%	42%	52%
No	35%	37%	33%	32%	35%	39%	29%	32%	36%	37%
Not sure	18%	21%	15%	22%	17%	17%	16%	16%	23%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(470)	(508)	(186)	(273)	(359)	(160)	(331)	(406)	(241)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	47%	46%	51%	50%	46%	51%	50%	53%	49%	49%	47%	45%
No	35%	37%	21%	33%	33%	32%	40%	40%	34%	29%	37%	38%
Not sure	18%	16%	28%	17%	21%	17%	9%	8%	17%	22%	16%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(735)	(116)	(127)	(370)	(269)	(63)	(129)	(175)	(210)	(367)	(226)

**6. Trust Martha Stewart's advice – Travel**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	28%	25%	31%	32%	27%	26%	29%	28%	25%	34%
No	47%	49%	46%	38%	47%	52%	49%	47%	46%	50%
Not sure	25%	26%	23%	30%	26%	22%	22%	25%	29%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(471)	(507)	(186)	(271)	(362)	(159)	(330)	(408)	(240)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	28%	26%	34%	33%	27%	27%	41%	32%	30%	27%	29%	27%
No	47%	51%	30%	40%	43%	48%	44%	55%	48%	43%	49%	48%
Not sure	25%	23%	36%	27%	30%	25%	14%	13%	22%	30%	23%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(978)	(736)	(116)	(126)	(371)	(270)	(62)	(129)	(176)	(208)	(366)	(228)

**7. Trust Martha Stewart's advice – Pets**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	25%	20%	30%	27%	23%	23%	30%	30%	21%	26%
No	47%	50%	45%	40%	49%	50%	48%	46%	48%	48%
Not sure	28%	30%	26%	33%	28%	27%	22%	24%	32%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(980)	(471)	(509)	(186)	(271)	(362)	(161)	(332)	(407)	(241)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	25%	25%	23%	27%	26%	26%	32%	22%	30%	26%	24%	22%
No	47%	49%	38%	44%	45%	46%	51%	57%	46%	41%	49%	52%
Not sure	28%	26%	39%	29%	30%	28%	17%	21%	24%	34%	27%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(980)	(738)	(116)	(126)	(371)	(269)	(63)	(130)	(175)	(210)	(367)	(228)

**8. Trust Martha Stewart's advice – Sex**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	7%	8%	5%	7%	9%	6%	3%	8%	5%	7%
No	70%	69%	72%	64%	67%	74%	76%	69%	67%	79%
Not sure	23%	23%	23%	29%	24%	20%	21%	23%	28%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(981)	(471)	(510)	(187)	(271)	(362)	(161)	(332)	(408)	(241)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	7%	6%	9%	9%	8%	6%	14%	4%	8%	6%	7%	6%
No	70%	75%	55%	58%	63%	73%	77%	83%	67%	69%	72%	72%
Not sure	23%	19%	36%	32%	29%	21%	8%	13%	25%	25%	22%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(981)	(739)	(116)	(126)	(371)	(270)	(63)	(130)	(175)	(212)	(366)	(228)



**9. Trust Martha Stewart's advice – Finance**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	16%	17%	14%	18%	19%	11%	17%	19%	12%	18%
No	62%	60%	63%	53%	54%	70%	69%	59%	60%	69%
Not sure	22%	23%	22%	30%	27%	19%	14%	22%	28%	13%
Totals (Unweighted N)	100% (979)	100% (471)	100% (508)	100% (187)	100% (272)	100% (360)	100% (160)	100% (332)	100% (407)	100% (240)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	16%	14%	29%	14%	19%	16%	20%	10%	14%	17%	18%	13%
No	62%	67%	36%	55%	53%	63%	71%	76%	64%	59%	59%	66%
Not sure	22%	19%	34%	31%	27%	21%	9%	13%	22%	24%	23%	21%
Totals (Unweighted N)	100% (979)	100% (736)	100% (116)	100% (127)	100% (372)	100% (267)	100% (63)	100% (130)	100% (175)	100% (210)	100% (365)	100% (229)

**10. Trust Martha Stewart's advice – Family life**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	17%	18%	17%	24%	20%	11%	17%	19%	15%	19%
No	59%	58%	60%	46%	57%	65%	67%	58%	58%	63%
Not sure	24%	25%	23%	29%	23%	24%	16%	23%	27%	18%
Totals (Unweighted N)	100% (979)	100% (468)	100% (511)	100% (187)	100% (273)	100% (359)	100% (160)	100% (333)	100% (406)	100% (240)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	17%	14%	24%	27%	22%	15%	28%	12%	15%	19%	18%	16%
No	59%	64%	40%	50%	51%	60%	65%	73%	64%	53%	59%	61%
Not sure	24%	22%	37%	22%	28%	25%	7%	15%	21%	29%	23%	22%
Totals (Unweighted N)	100% (979)	100% (736)	100% (116)	100% (127)	100% (372)	100% (270)	100% (62)	100% (128)	100% (176)	100% (211)	100% (365)	100% (227)

**11. Trust Martha Stewart's advice – Friendship**

Would you trust the advice Martha Stewart gives in the following areas, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	19%	19%	19%	19%	20%	15%	25%	21%	17%	18%
No	56%	56%	57%	48%	54%	64%	55%	54%	56%	60%
Not sure	25%	25%	25%	33%	26%	21%	20%	24%	27%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(981)	(471)	(510)	(187)	(273)	(360)	(161)	(333)	(407)	(241)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	19%	17%	28%	20%	23%	16%	24%	16%	20%	19%	21%	14%
No	56%	61%	34%	52%	47%	58%	64%	69%	58%	52%	54%	63%
Not sure	25%	22%	38%	29%	30%	26%	12%	14%	22%	28%	25%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(981)	(738)	(116)	(127)	(373)	(270)	(62)	(129)	(176)	(211)	(365)	(229)