

# Omnibus Poll

May 30 - 31, 2013



## 1. Would you donate money to new movie or album

Imagine that one of your favorite actors or musicians was soliciting donations from fans to help make a new movie or album that they would otherwise not have enough funding to make. Would you donate money to them?

|                          | Gender          |               |               | Age           |               |               |               | Party ID      |               |               | Voter Registration |                |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
|                          | Total           | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    | Registered         | Not registered |
| Definitely               | 2%              | 1%            | 2%            | 3%            | 3%            | 1%            | 1%            | 3%            | 2%            | 1%            | 2%                 | 3%             |
| Probably                 | 13%             | 15%           | 12%           | 18%           | 18%           | 11%           | 6%            | 19%           | 12%           | 9%            | 14%                | 13%            |
| Probably not             | 30%             | 30%           | 30%           | 27%           | 31%           | 31%           | 30%           | 32%           | 32%           | 24%           | 31%                | 24%            |
| Definitely not           | 39%             | 41%           | 37%           | 33%           | 26%           | 45%           | 53%           | 28%           | 37%           | 55%           | 39%                | 40%            |
| Not sure                 | 16%             | 13%           | 19%           | 19%           | 23%           | 13%           | 9%            | 18%           | 17%           | 11%           | 15%                | 20%            |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(464) | 100%<br>(536) | 100%<br>(196) | 100%<br>(284) | 100%<br>(361) | 100%<br>(158) | 100%<br>(323) | 100%<br>(438) | 100%<br>(239) | 100%<br>(898)      | 100%<br>(102)  |

|                          | Total           | Race          |               |              | Education             |               |               |               |              |  |
|--------------------------|-----------------|---------------|---------------|--------------|-----------------------|---------------|---------------|---------------|--------------|--|
|                          |                 | White         | Black         | Hispanic     | Less than high school | High school   | Some college  | College grad  | Post grad    |  |
| Definitely               | 2%              | 1%            | 4%            | 3%           | —                     | 2%            | 2%            | 2%            | 1%           |  |
| Probably                 | 13%             | 11%           | 16%           | 22%          | 19%                   | 10%           | 14%           | 15%           | 19%          |  |
| Probably not             | 30%             | 33%           | 24%           | 17%          | 25%                   | 24%           | 32%           | 38%           | 39%          |  |
| Definitely not           | 39%             | 40%           | 36%           | 38%          | 42%                   | 45%           | 36%           | 33%           | 34%          |  |
| Not sure                 | 16%             | 14%           | 21%           | 20%          | 14%                   | 19%           | 16%           | 12%           | 7%           |  |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(802) | 100%<br>(101) | 100%<br>(97) | 100%<br>(50)          | 100%<br>(344) | 100%<br>(356) | 100%<br>(173) | 100%<br>(77) |  |

# Omnibus Poll

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## 2. How much would you donate

Around how much would you donate?

|                          | Gender        |              |              | Age          |              |              |              | Party ID     |              |              | Voter Registration |                |
|--------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------|----------------|
|                          | Total         | Male         | Female       | 18-29        | 30-44        | 45-64        | 65+          | Democrat     | Independent  | Republican   | Registered         | Not registered |
| \$1 or less              | 1%            | 1%           | 1%           | —            | 4%           | —            | —            | 2%           | —            | 5%           | 2%                 | —              |
| \$5                      | 23%           | 23%          | 24%          | 15%          | 29%          | 15%          | 50%          | 34%          | 10%          | 24%          | 23%                | 22%            |
| \$10                     | 22%           | 18%          | 27%          | 29%          | 17%          | 24%          | 8%           | 16%          | 26%          | 30%          | 21%                | 32%            |
| \$25                     | 20%           | 22%          | 17%          | 29%          | 11%          | 20%          | 25%          | 18%          | 23%          | 17%          | 21%                | 11%            |
| \$50                     | 10%           | 13%          | 8%           | 6%           | 17%          | 7%           | 7%           | 4%           | 17%          | 13%          | 12%                | —              |
| \$100 or more            | 3%            | 2%           | 3%           | —            | 4%           | 6%           | —            | 3%           | 2%           | 5%           | 3%                 | —              |
| Not sure                 | 20%           | 21%          | 20%          | 20%          | 17%          | 28%          | 10%          | 23%          | 23%          | 6%           | 18%                | 35%            |
| Totals<br>(Unweighted N) | 100%<br>(160) | 100%<br>(70) | 100%<br>(90) | 100%<br>(47) | 100%<br>(57) | 100%<br>(44) | 100%<br>(11) | 100%<br>(69) | 100%<br>(62) | 100%<br>(29) | 100%<br>(141)      | 100%<br>(19)   |

|                          | Total         | Race          |              |              | Education             |              |              |              |              |  |
|--------------------------|---------------|---------------|--------------|--------------|-----------------------|--------------|--------------|--------------|--------------|--|
|                          |               | White         | Black        | Hispanic     | Less than high school | High school  | Some college | College grad | Post grad    |  |
| \$1 or less              | 1%            | 2%            | —            | —            | —                     | 2%           | 2%           | —            | —            |  |
| \$5                      | 23%           | 17%           | 15%          | 45%          | 66%                   | 16%          | 23%          | 21%          | 17%          |  |
| \$10                     | 22%           | 30%           | 10%          | 10%          | 34%                   | 19%          | 27%          | 23%          | —            |  |
| \$25                     | 20%           | 23%           | 20%          | 12%          | —                     | 12%          | 21%          | 30%          | 35%          |  |
| \$50                     | 10%           | 9%            | 15%          | 10%          | —                     | 16%          | —            | 20%          | 25%          |  |
| \$100 or more            | 3%            | 3%            | 6%           | —            | —                     | 3%           | 6%           | —            | —            |  |
| Not sure                 | 20%           | 16%           | 35%          | 23%          | —                     | 32%          | 21%          | 6%           | 23%          |  |
| Totals<br>(Unweighted N) | 100%<br>(160) | 100%<br>(111) | 100%<br>(22) | 100%<br>(27) | 100%<br>(8)           | 100%<br>(41) | 100%<br>(63) | 100%<br>(33) | 100%<br>(15) |  |