

OPIGRAM

September 4 - 5, 2013



1. Knowledge of Nicholson's retirement

How much have you heard about the possible retirement of Jack Nicholson?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Heard a lot	5%	5%	4%	3%	8%	3%	4%	3%	4%	9%	5%	7%
Heard a little	23%	28%	17%	24%	25%	22%	18%	25%	21%	22%	24%	12%
Heard nothing at all	73%	66%	79%	73%	67%	74%	77%	72%	75%	69%	72%	81%
Totals (Unweighted N)	100% (1,000)	100% (464)	100% (536)	100% (119)	100% (310)	100% (391)	100% (180)	100% (335)	100% (420)	100% (245)	100% (927)	100% (73)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Heard a lot	5%	4%	10%	5%	9%	6%	4%	3%	6%	5%	2%	6%	4%
Heard a little	23%	25%	14%	18%	7%	23%	23%	31%	15%	21%	24%	19%	28%
Heard nothing at all	73%	71%	76%	77%	84%	72%	73%	66%	79%	74%	74%	74%	67%
Totals (Unweighted N)	100% (1,000)	100% (853)	100% (98)	100% (49)	100% (20)	100% (273)	100% (360)	100% (231)	100% (116)	100% (159)	100% (223)	100% (329)	100% (289)

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2. Favorite Nicholson movies

From the list below, please select your favorite Jack Nicholson movies. Check all that may apply.

	Gender		Age				Party ID			Voter Registration		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Chinatown	16%	21%	11%	4%	15%	23%	20%	19%	14%	15%	16%	15%
One Flew Over the Cuckoo's Nest	42%	46%	37%	27%	34%	55%	46%	43%	41%	41%	43%	32%
As Good as it Gets	28%	23%	33%	19%	36%	32%	23%	36%	27%	21%	28%	30%
Easy Rider	16%	19%	13%	5%	12%	24%	18%	14%	18%	14%	16%	15%
Batman	34%	37%	32%	29%	47%	33%	24%	36%	34%	33%	35%	27%
Terms of Endearment	21%	15%	28%	4%	18%	29%	35%	26%	18%	22%	22%	15%
A Few Good Men	41%	47%	35%	21%	48%	47%	43%	42%	39%	42%	42%	30%
The Shining	40%	40%	39%	35%	49%	43%	24%	43%	38%	37%	40%	31%
Five Easy Pieces	8%	7%	8%	1%	3%	11%	15%	11%	5%	7%	8%	1%
The Departed	17%	19%	15%	22%	19%	17%	7%	20%	16%	13%	17%	11%
The Last Detail	4%	6%	3%	1%	2%	5%	10%	5%	3%	5%	5%	2%
The Witches of Eastwick	20%	17%	23%	7%	25%	25%	21%	24%	21%	15%	21%	16%
None of these	15%	14%	15%	32%	8%	7%	16%	12%	17%	14%	14%	23%
Totals	(1,000)	(464)	(536)	(119)	(310)	(391)	(180)	(335)	(420)	(245)	(927)	(73)

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	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Chinatown	16%	15%	10%	25%	22%	10%	19%	15%	22%	17%	10%	15%	22%
One Flew Over the Cuckoo's Nest	42%	45%	26%	38%	30%	40%	44%	38%	51%	44%	38%	39%	48%
As Good as it Gets	28%	29%	15%	36%	37%	24%	28%	30%	33%	23%	27%	29%	33%
Easy Rider	16%	18%	7%	10%	23%	18%	12%	15%	18%	12%	16%	16%	19%
Batman	34%	31%	41%	45%	30%	35%	37%	31%	31%	30%	35%	37%	33%
Terms of Endearment	21%	22%	16%	26%	37%	18%	21%	20%	23%	18%	23%	23%	20%
A Few Good Men	41%	41%	38%	41%	58%	38%	39%	42%	42%	35%	43%	43%	40%
The Shining	40%	39%	29%	52%	30%	45%	40%	40%	29%	42%	38%	40%	38%
Five Easy Pieces	8%	8%	4%	7%	11%	7%	6%	8%	10%	5%	9%	7%	8%
The Departed	17%	17%	18%	14%	18%	15%	16%	21%	18%	23%	17%	16%	14%
The Last Detail	4%	5%	2%	2%	10%	5%	4%	4%	1%	4%	4%	3%	6%
The Witches of Eastwick	20%	21%	13%	23%	31%	19%	20%	16%	24%	20%	19%	21%	19%
None of these	15%	13%	25%	14%	22%	19%	14%	8%	9%	19%	12%	15%	12%
Totals	(1,000)	(853)	(98)	(49)	(20)	(273)	(360)	(231)	(116)	(159)	(223)	(329)	(289)

3. Know anyone who has suffered from severe memory loss

Do you know anyone who has experienced more than just occasional memory loss?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	46%	46%	45%	28%	39%	56%	59%	38%	47%	55%	48%	22%
No	44%	45%	44%	57%	52%	36%	32%	55%	40%	35%	43%	55%
Not sure	10%	9%	11%	15%	9%	8%	9%	7%	12%	10%	9%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(464)	(536)	(119)	(310)	(391)	(180)	(335)	(420)	(245)	(927)	(73)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	46%	49%	24%	45%	26%	41%	45%	55%	57%	40%	48%	45%	50%
No	44%	39%	67%	52%	54%	49%	43%	38%	38%	50%	43%	47%	35%
Not sure	10%	11%	9%	4%	19%	10%	12%	7%	5%	10%	9%	9%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(853)	(98)	(49)	(20)	(273)	(360)	(231)	(116)	(159)	(223)	(329)	(289)

4. Memory loss a part of aging

Do you consider more than just occasional memory loss to be a normal part of aging?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	40%	43%	38%	36%	37%	44%	43%	43%	36%	44%	40%	45%
No	37%	34%	39%	41%	35%	32%	42%	38%	39%	31%	38%	24%
Not sure	23%	23%	23%	23%	28%	24%	15%	19%	25%	26%	22%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(464)	(536)	(119)	(310)	(391)	(180)	(335)	(420)	(245)	(927)	(73)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	40%	41%	37%	39%	44%	45%	38%	35%	42%	49%	31%	44%	35%
No	37%	38%	35%	32%	19%	33%	41%	40%	40%	29%	40%	37%	41%
Not sure	23%	21%	28%	28%	37%	22%	22%	25%	18%	23%	29%	19%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(853)	(98)	(49)	(20)	(273)	(360)	(231)	(116)	(159)	(223)	(329)	(289)