

Omnibus Poll

May 09 - 10, 2013



1. Star Wars or Star Trek

Which do you prefer, Star Wars or Star Trek?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Star Trek	32%	36%	27%	12%	27%	46%	33%	28%	35%	31%	33%	23%
Star Wars	29%	34%	24%	36%	39%	21%	23%	29%	27%	33%	30%	23%
Neither	32%	21%	42%	44%	27%	26%	39%	35%	31%	31%	31%	42%
Not sure	7%	8%	6%	8%	7%	8%	5%	7%	8%	5%	7%	12%
Totals (Unweighted N)	100% (1,000)	100% (471)	100% (529)	100% (208)	100% (278)	100% (363)	100% (149)	100% (333)	100% (420)	100% (247)	100% (907)	100% (93)

	Total	Race			Education					
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	
Star Trek	32%	33%	31%	26%	34%	32%	28%	35%	35%	
Star Wars	29%	30%	23%	28%	4%	26%	36%	34%	25%	
Neither	32%	29%	39%	39%	58%	35%	29%	25%	26%	
Not sure	7%	7%	7%	8%	4%	7%	7%	6%	14%	
Totals (Unweighted N)	100% (1,000)	100% (772)	100% (121)	100% (107)	100% (31)	100% (365)	100% (335)	100% (180)	100% (89)	