

DEMOGRAPHIC PROFILE OF TYPOLOGY GROUPS

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
Sex										
Male	48	76	42	38	50	57	44	40	46	48
Female	<u>52</u>	<u>24</u>	<u>58</u>	<u>62</u>	<u>50</u>	<u>43</u>	<u>56</u>	<u>60</u>	<u>54</u>	<u>52</u>
	100	100	100	100	100	100	100	100	100	100
Age										
Under 30	21	10	13	24	26	12	17	17	28	39
30-49	39	46	37	39	36	44	37	37	40	40
50-64	22	24	21	22	21	27	23	30	21	12
65 and older	16	18	26	14	16	15	23	13	10	8
Sex and Age										
Men 18-29	11	9	6	10	12	7	8	10	14	21
Men 30-49	19	34	14	12	18	26	17	13	18	18
Men 50+	18	31	21	16	19	22	18	17	12	8
Women 18-29	10	1	7	14	14	4	8	8	14	18
Women 30-49	20	12	24	27	18	18	20	24	21	22
Women 50+	20	11	26	20	18	20	27	26	18	12
Race										
White	80	91	91	85	87	81	64	58	83	80
Black	12	1	4	10	7	7	30	32	6	7
Hispanic*	10	5	7	12	7	8	11	14	9	20
Other	7	6	4	3	6	9	5	9	9	11
Education										
College Grad.	27	46	28	15	37	11	16	13	49	13
Some College	24	25	26	26	33	18	26	20	26	14
High School Grad.	37	26	39	43	25	52	44	44	23	49
<H.S. Grad.	12	3	7	16	4	18	14	23	2	24
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)

* The designation Hispanic is unrelated to the white-black categorization.

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DEMOGRAPHIC PROFILE OF TYPOLOGY GROUPS (continued)

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
Region										
East	19	17	14	18	21	21	21	19	24	16
Midwest	24	22	22	23	28	27	23	32	20	19
South	35	34	47	42	33	30	41	35	22	35
West	22	27	17	17	18	22	15	14	34	30
Family Income <i>(based on those that answered)</i>										
\$75,000+	24	41	30	10	39	13	15	8	41	8
\$50,000-\$74,999	16	21	17	11	20	16	14	14	15	15
\$30,000-\$49,999	25	25	27	30	23	27	29	26	20	24
\$20,000-\$29,999	16	6	15	17	8	17	22	20	12	26
<\$20,000	19	7	11	32	10	27	20	32	12	27
Religious Affiliation										
Protestant	56	61	68	64	55	58	62	59	36	49
Catholic	25	20	24	25	30	22	29	25	23	26
Other Christian	3	6	2	2	4	4	1	1	2	2
Jewish	3	3	0	1	1	2	2	2	8	0
Secular	8	6	3	4	5	9	1	5	22	12
White Protestant Evangelical	21	34	43	37	22	20	16	11	5	17
White Prot. Non-Evangelical	23	23	21	19	28	27	20	17	24	25
White Catholic	17	12	18	17	26	18	17	15	17	11
Black Protestant	9	0	2	7	4	5	24	26	3	6
Attend Religious Services										
At least once a week	40	48	53	52	46	39	46	43	18	26
At least a few times a year	34	26	31	35	32	34	34	39	38	39
Seldom or never	25	25	15	11	22	25	19	17	43	34
Labor Union member										
Yes, someone in household	14	10	14	10	8	13	18	23	14	10
Yes, respondent a member	9	7	7	6	7	9	14	13	10	4
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)

Continued ...

DEMOGRAPHIC PROFILE OF TYPOLOGY GROUPS (continued)

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
<i>Military Veteran</i>										
Yes, someone in household	21	27	28	23	24	23	23	23	12	9
Yes, respondent a veteran	13	23	17	12	16	13	14	10	7	7
<i>Marital Status</i>										
Married	54	77	66	55	59	57	49	42	44	49
Never Married	23	10	11	19	22	15	22	29	36	34
Divorced/Separated	14	8	13	15	11	19	16	18	15	12
Widowed	8	5	10	11	7	7	13	11	5	5
<i>Parental Status</i>										
Parent, child living at home	37	43	32	47	33	31	37	47	27	46
<i>Have any guns in your home</i>										
Yes	37	59	56	36	40	45	34	27	23	30
No	60	34	39	62	59	51	65	70	76	66
<i>Own a small business</i>										
Yes	16	30	14	11	15	21	14	8	17	10
No	84	69	85	88	85	78	86	92	83	90
<i>Trade stocks or bonds in the market</i>										
Yes	28	53	35	14	42	17	20	18	38	11
No	71	46	64	85	57	80	80	82	61	89
<i>Someone in household unemployed within last 12 months</i>										
Yes	37	28	18	39	28	42	37	58	40	45
No	63	72	82	60	72	57	63	42	60	54
<i>You or your parents born in country other than U.S. or Canada</i>										
Yes	16	12	12	11	18	14	13	9	20	28
No	84	88	88	89	82	86	87	91	80	72
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)

POLITICAL PROFILE OF TYPOLOGY GROUPS

	<u>Total</u>	<u>Enterprisers</u>	<u>Social Conservatives</u>	<u>Pro-Government Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative Democrats</u>	<u>Disadvantaged Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
2004 Presidential Vote										
Bush	36	92	86	61	63	42	14	2	2	2
Kerry	36	1	4	12	14	21	65	82	81	1
Didn't vote	22	4	6	21	14	23	13	13	13	96
Party Identification										
Republican	30	81	82	58	39	30	0	0	1	22
Democrat	34	1	0	2	5	2	89	84	59	22
Independent	30	15	15	33	45	53	11	14	38	43
Other	*	0	0	0	*	2	0	0	0	0
No preference/DK	6	3	3	7	11	13	*	2	2	13
Republican/lean Republican	45	98	97	86	73	60	0	0	2	39
Democrat/lean Democrat	46	1	1	3	14	10	98	99	92	38
Independent, no leaning	9	1	2	11	13	30	2	1	6	23
Strong Republican	17	62	51	33	16	14	0	0	0	8
Strong Democrat	19	0	0	0	1	0	51	55	35	6
Ideology										
Conservative	39	85	66	58	47	29	41	27	1	32
Moderate	37	14	29	38	43	46	44	48	35	33
Liberal	19	1	3	2	6	16	9	16	62	24
Conservative Republican	20	70	56	36	22	10	0	0	0	11
Moderate/Liberal Repub.	10	11	24	21	17	18	0	0	1	10
Conserv./Moderate Dem.	22	1	0	2	5	2	76	62	17	13
Liberal Democrat	10	0	0	0	0	0	8	14	42	8
Bush Job Approval*										
Approve	49	95	88	77	67	62	33	4	11	45
Disapprove	46	5	6	16	25	30	59	95	86	45
Overall opinion of George W. Bush*										
Favorable	53	96	91	89	71	72	41	9	9	58
Unfavorable	45	3	7	10	28	22	56	91	89	37
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)

TYPOLOGY GROUPS AND THE ISSUES

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
<i>With next Supreme Court appointment, Bush should make the court...</i>										
More liberal	24	4	5	9	13	10	27	33	52	26
More conservative	28	64	50	36	30	30	26	15	5	17
About the same as it is now	41	26	40	41	53	53	40	43	39	38
<i>Importance of next Sup. Court justice</i>										
Very important	38	59	47	33	37	30	28	31	49	19
Somewhat important	36	29	36	51	37	28	39	41	31	38
Not too/ at all important	23	12	14	15	24	34	29	23	19	37
<i>Economic Issues</i>										
<i>Social Security private accounts*</i>										
Favor	46	88	56	59	59	44	36	17	28	48
Oppose	44	7	30	26	28	44	58	76	65	32
<i>View of Pres. Bush's tax cuts</i>										
All should be made permanent	28	82	42	27	35	33	14	13	8	18
Tax cuts for wealthy should be repealed	35	5	30	33	27	27	43	47	49	35
All tax cuts should be repealed	25	8	17	25	23	24	31	30	34	28
<i>Increase in minimum wage from \$5.15 per hour to \$6.45 per hour</i>										
Favor	86	46	79	94	86	84	92	95	94	92
Oppose	12	49	18	5	11	13	6	3	5	7
<i>Gov't guaranteeing health insurance for all citizens</i>										
Favor	65	23	59	63	55	64	73	65	90	67
Oppose	30	76	37	33	38	26	23	29	8	25
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)
*Sample size - March 2005	(1090)	(139)	(135)	(86)	(133)	(90)	(120)	(78)	(240)	(69)

Continued ...

TYPOLGY GROUPS AND THE ISSUES (continued)

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
<i>Limiting the amount patients can be awarded in medical malpractice lawsuits</i>										
Favor	63	81	76	61	72	54	57	53	58	61
Oppose	30	16	18	30	23	37	35	41	37	29
<i>“Outsourcing” is...</i>										
Bad for the economy	69	43	67	71	55	78	81	87	72	65
Good for the economy	22	44	18	22	37	13	10	8	19	26
<i>Allowing immigrants to enter the U.S. legally and work here for a limited amount of time*</i>										
Favor	50	71	44	47	57	46	43	30	58	40
Oppose	44	26	50	47	38	51	50	63	36	54
<i>Priority of reducing budget deficit*</i>										
Top priority	39	23	33	41	32	43	44	45	50	30
Important but lower priority	46	59	50	45	55	37	35	43	42	52
Not too important	6	10	7	6	8	8	8	1	4	3
Doesn't need to be addressed	5	8	6	5	2	5	7	3	3	11
<i>Raising taxes in order to reduce deficit*</i>										
Favor	31	12	27	32	34	19	25	23	56	18
Oppose	66	87	73	67	63	78	71	66	41	76
<i>Lowering defense/military spending in order to reduce deficit*</i>										
Favor	35	16	16	19	31	33	29	41	65	35
Oppose	60	84	78	77	65	60	63	50	33	57
<i>Lowering domestic spending in order to reduce deficit*</i>										
Favor	54	81	63	53	61	44	48	29	48	60
Oppose	35	13	23	36	30	38	40	45	47	26
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)
*Sample size - March 2005	(1090)	(139)	(135)	(86)	(133)	(90)	(120)	(78)	(240)	(69)

Continued ...

TYPOLGY GROUPS AND THE ISSUES (continued)

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
<i>Programs designed to help blacks, women and other minorities get better jobs and education*</i>										
Favor	67	31	49	71	70	60	74	68	82	79
Oppose	28	63	45	24	27	31	22	25	14	16
<i>Drilling in the ANWR*</i>										
Favor	46	92	71	46	49	60	46	30	14	36
Oppose	49	5	23	51	47	32	46	57	85	59
<i>Free trade agreements like NAFTA and WTO for U.S.</i>										
Good thing for the U.S.	47	47	36	47	59	40	43	41	50	58
Bad thing for the U.S.	34	40	44	27	24	43	34	41	34	23
<i>Higher priority right now</i>										
Cutting taxes	32	50	31	37	29	42	31	32	14	36
Reducing the Federal deficit	61	43	61	57	64	47	62	61	83	50
Neither	2	3	1	2	*	3	2	1	1	2
<i>Social Issues</i>										
<i>Stem cell research priorities</i>										
Research that might result in new cures	56	38	40	47	53	53	57	60	84	55
Not destroying potential life of embryos	32	49	45	46	36	31	30	26	11	32
<i>Making it more difficult for a woman to get an abortion</i>										
Favor	36	54	54	53	37	35	37	22	10	43
Oppose	55	38	40	41	54	47	51	67	88	49
<i>Allowing gays and lesbians to marry legally</i>										
Favor	32	8	12	17	28	26	19	37	80	32
Oppose	61	90	84	76	64	67	74	55	15	59
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)
*Sample size - March 2005	(1090)	(139)	(135)	(86)	(133)	(90)	(120)	(78)	(240)	(69)

Continued ...

TYPOLGY GROUPS AND THE ISSUES (continued)

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
<i>Teaching creationism ALONG WITH evolution in public schools*</i>										
Favor	57	83	62	64	61	60	46	50	49	48
Oppose	33	12	28	22	34	22	33	36	48	39
<i>Teaching creationism INSTEAD OF evolution in public schools*</i>										
Favor	33	41	51	40	34	40	41	24	11	44
Oppose	54	49	33	44	59	44	36	60	85	39
<i>Displaying the Ten Commandments in government buildings*</i>										
Proper	74	89	92	92	81	80	82	84	35	77
Improper	22	10	5	8	15	10	16	11	61	17
<i>Attend Bible study or prayer group</i>										
Yes	36	36	51	52	35	38	44	41	13	30
No	64	63	48	48	65	61	56	59	87	70
<i>Have a friend, colleague, or family member who is gay*</i>										
Yes	46	37	37	41	43	33	34	48	73	36
No	54	60	61	59	55	67	66	52	27	64
<i>Foreign Policy Issues</i>										
<i>Spending on national defense</i>										
Increase	20	41	30	24	21	26	18	13	10	11
Keep same	54	54	61	59	62	48	55	42	47	57
Cut back	19	1	4	13	10	21	18	38	37	23
<i>Use of torture against suspected terrorist in order to gain important information</i>										
Often justified	15	24	17	11	9	24	20	8	6	20
Sometimes justified	30	39	36	43	36	30	29	29	15	31
Rarely justified	24	22	30	19	26	18	16	16	39	18
Never justified	27	10	14	22	26	19	32	41	38	28

TYPOLGY GROUPS AND THE ISSUES (continued)

	<u>Total</u>	<u>Enterprisers</u>	<u>Social</u> <u>Conservatives</u>	<u>Pro-Government</u> <u>Conservatives</u>	<u>Upbeats</u>	<u>Disaffecteds</u>	<u>Conservative</u> <u>Democrats</u>	<u>Disadvantaged</u> <u>Democrats</u>	<u>Liberals</u>	<u>Bystanders</u>
	%	%	%	%	%	%	%	%	%	%
<i>Using military force against countries that may seriously threaten our country but have not attacked us</i>										
Often justified	14	32	24	13	14	17	15	5	1	12
Sometimes justified	46	57	58	54	57	46	43	33	32	41
Rarely justified	21	7	11	16	18	15	18	26	44	18
Never justified	14	3	4	11	5	12	14	28	23	20
<i>Using military force in Iraq</i>										
Right decision	49	94	88	72	66	50	28	15	11	57
Wrong decision	44	5	8	18	24	40	61	76	87	35
<i>How well is the U.S. military effort in Iraq going</i>										
Very well	10	24	21	14	11	10	7	4	2	4
Fairly well	40	64	62	58	52	38	29	21	14	43
Not too well	28	8	14	18	23	23	41	39	41	28
Not at all well	18	2	1	7	8	22	20	32	42	14
<i>What to do in Iraq...</i>										
Keep troops in Iraq until stabilized	56	88	81	68	72	45	33	26	52	46
Bring troops home as soon as possible	40	10	18	29	24	49	64	68	44	48
<i>Patriot Act</i>										
Necessary tool	33	73	53	38	46	28	29	8	15	22
Goes too far	39	12	13	28	27	44	40	60	71	36
<i>Have a friend, colleague, or family member who has served in Iraq*</i>										
Yes	49	49	54	51	41	48	48	57	45	48
No	51	51	46	49	59	52	52	43	54	52
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)
*Sample size - March 2005	(1090)	(139)	(135)	(86)	(133)	(90)	(120)	(78)	(240)	(69)

Continued ...

TYPOLOGY GROUPS AND MEDIA USE

<i>Main News Source*</i>	<u>Total</u>	<u>Enterprisers</u>	Social	Pro-Government	<u>Disaffecteds</u>	Conservative	Disadvantaged	<u>Liberals</u>	<u>Bystanders</u>	
			<u>Conservatives</u>	<u>Conservatives</u>		<u>Upbeats</u>	<u>Democrats</u>			<u>Democrats</u>
Television	74	68	83	82	67	76	85	78	57	79
Local	15	10	13	19	16	22	14	14	9	23
Network (NET)	29	17	30	31	29	30	42	32	22	24
CNN	20	8	23	21	20	15	27	31	18	19
Fox News Channel	19	46	34	23	17	16	11	12	6	19
Newspapers	45	42	50	48	46	38	50	53	46	34
Radio	21	31	16	18	21	20	14	16	28	23
Magazines	4	5	4	3	6	3	3	2	7	2
Internet	23	26	16	19	34	19	16	18	37	19
Sample size - December 2004	(2000)	(219)	(236)	(163)	(248)	(179)	(261)	(167)	(359)	(168)

* Note: Figures add to more than 100% because respondents could list more than one main news source.

Party ID Within Center Groups*			
		<u>Upbeats</u>	<u>Disaffected</u>
		%	%
1994	Republican/lean Rep	39	34
	Democrat/lean Dem	48	51
	Independent/no lean	<u>13</u>	<u>15</u>
		100	100
1999	Republican/lean Rep	54	33
	Democrat/lean Dem	21	31
	Independent/no lean	<u>25</u>	<u>36</u>
		100	100
2005	Republican/lean Rep	73	60
	Democrat/lean Dem	14	10
	Independent/no lean	<u>13</u>	<u>30</u>
		100	100

* The names of the "middle" groups have changed over the years. Columns show most comparable previous Typology groups to the current Upbeats and Disaffecteds.