

60 Minutes/Vanity Fair Poll
August 19-23, 2011

- Which of the following historic American brands are you the most proud of - Levis, Ford, Disney, IBM, or Harley Davidson?

The Model T vs. Mickey Mouse.

When asked which historic American brand they are the most proud of from a list of five, the number one choice among Americans is Ford (27%), followed by Disney (24%). Levis (14%), Harley Davidson (13%), and IBM (12%) follow.

Ford and Disney are chosen by different demographic groups. Men choose Ford first (32%), while women pick Disney (35%). The Walt Disney Company – made famous for its entertainment offerings geared towards children – is chosen first among Americans who are under 44, while older Americans pick Ford.

	Which American Brand Are You Most Proud Of?						
	Total	Men	Women	18-29	30-44	45-64	65+
Ford	27%	32%	22%	23%	24%	28%	33%
Disney	24	13	35	32	30	20	14
Levis	14	12	15	15	12	15	11
Harley Davidson	13	16	10	9	16	15	10
IBM	12	16	9	11	14	11	12

There seems to be a political component as well – Disney is the first choice among Democrats (28%) and liberals (25%), while Republicans (32%), independents (25%), moderates (32%), and conservatives (29%) pick Ford.

- If you had to choose one, who do you trust more -- journalists or politicians?

Journalists are far more trustworthy than politicians.

Journalists and politicians may be reviled by many, but Americans have a clear preference for who they trust more: three in four Americans say they trust journalists more than politicians. Liberals are particularly likely to trust journalists more, and while more conservative Americans do also, they are more likely than liberals or moderates to not be able to pick between the two.

	Who Do You Trust More?			
	Total	Liberals	Moderates	Conservatives
Journalists	76%	91%	77%	67%
Politicians	6	3	6	9
Don't know	18	6	17	24

- Please tell us whether you consider each of the following countries to be more of an ally or more of an enemy of the United States – Russia, Yemen, China, Cuba, Saudi Arabia, Israel?

Which countries are our allies?

Asked to choose whether each country is either an ally or an enemy of the United States, Israel was considered an ally by 70% of Americans, ahead of other countries on the list that included Russia, Yemen, China, Cuba, and Saudi Arabia. Like Israel, more Americans say former Cold War rival Russia is an ally (50%) than an enemy (36%), though there are partisan differences. Most Democrats and independents see Russia as an ally rather than an enemy, while Republicans are more likely to see Russia as an enemy than an ally.

Americans are divided over China and Saudi Arabia, while six in 10 see Cuba as an enemy. Nearly half (47%) see Yemen as an enemy, but four in 10 don't know.

Are They an Ally or an Enemy?

	Ally	Enemy	Don't know
Israel	70%	17	13
Russia	50%	36	14
China	44%	43	13
Saudi Arabia	38%	44	18
Cuba	23%	59	18
Yemen	13%	47	40

- *How often do you read your horoscope -- 1. Every day, 2. Once a week, 3. Only if I happen to see it, or 4. Never, I don't believe in astrology?*

Few Americans read their horoscopes regularly.

Although more than four in 10 Americans say they read their horoscope if they happen to see it, few read their horoscopes regularly. Just 6% say they read their horoscopes every day, and only another 6% say they read them about once a week. 43% say they never read their horoscopes because they don't believe in astrology.

Women are more likely than men to read their horoscopes if they happen to see them, though few Americans of either sex read them regularly.

How Often do You Read Your Horoscope?

	Total	Men	Women
Every day	6%	4%	9%
Once a week	6	5	6
Only if I happen to see it	44	38	49
Never, I don't believe in it	43	51	35

- *Which of the following American cities do you think is the most decadent -- New York, Miami, Las Vegas, San Francisco, or New Orleans?*

Las Vegas still earns the name "Sin City".

When asked to pick America's most decadent city, Americans choose the one whose major attraction is gambling and where prostitution is legal. Sometimes called "Sin City", Las Vegas comes in first (35%) among a list of cities that also includes New York (17%), Miami (12%), New Orleans (12%), and San Francisco (9%).

The Most Decadent American City

	Total	Men	Women
Las Vegas	35%	35%	34%
New York	17	15	20
Miami	12	12	12
New Orleans	12	12	12
San Francisco	9	10	8

- Which of the following is the most important characteristic for a President to have -- 1. Intelligence, 2. Character, 3. Conviction, 4. Resilience, or 5. Ruthlessness?

Democrats value intelligence while Republicans value character.

When asked which is the most important characteristic for a President to have, Americans pick intelligence first (40%) from a list that also includes character (35%), conviction (13%), resilience (7%), and ruthlessness (2%).

Republicans and Democrats see things differently. For Republicans character comes first (43%), while for Democrats intelligence is most important (49%). Independents are divided between intelligence (39%) and character (35%).

Most Important Characteristic in a President

	Total	Reps	Dems	Inds
Intelligence	40%	31%	49%	39%
Character	35	43	27	35
Conviction	13	14	11	14
Resilience	7	7	9	6
Ruthlessness	2	3	1	2

- Mark Zuckerberg - the founder of Facebook - has announced that he will only eat meat from animals that he's killed himself. Does the idea of killing your own food appeal to you, or not?

Most Americans would rather someone else kill their food for them.

Although Facebook founder Mark Zuckerman has vowed to make eating only meat that he's killed with his own hands his personal challenge for 2011, most Americans don't appear to be eager to follow in the 27-year-old billionaire's footsteps. When asked if the idea of killing their own food appealed to them, two-thirds of Americans said no.

Men (35%) find the idea more appealing than women (20%), and Americans in Zuckerman's 18-29 year age group are more inclined than older Americans, though a majority of all these groups would rather someone else did the killing for them.

Does Killing Your Own Food Appeal to You?

	Total	Men	Women	18-29	30-44	45-64	65+
Yes	27%	35%	20%	37%	31%	24%	15%
No	66	56	76	58	65	70	74

- Which of the following would you most like to own the rights to -- 1.Harry Potter, 2.Star Wars, 3.Google's search engine, 4.Coca-Cola's secret formula, or 5.Elvis Presley's name and image.

Google has the most valuable IP rights.

When it comes to which intellectual property more Americans would like to own the rights to, Google's search engine comes in first (44%) far ahead in a list that includes Coca-Cola's secret formula (18%), the Harry Potter (13%) and Star Wars (8%) franchises, or the name and likeness of the King of Rock and Roll, Elvis Presley (10%).

Google's search engine is the first choice among Americans of all ages, but Americans over sixty-five are nearly as likely to pick Coca-Cola's secret formula (28%) as Google (31%).

Which Would You Most Like to Own the Rights To?

	Total	18-29	30-44	45-64	65+
Google's Search Engine	44%	48%	50%	43%	31%
Coca-Cola's Secret Formula	18	11	17	19	28
Harry Potter	13	16	10	12	13
Elvis Presley's Name and Image	10	9	12	8	12
Star Wars	8	12	10	7	3

Just over half of all Republicans know what GOP stands for.

A majority of Republicans know what GOP stands for, but just barely. 51% of Republicans (and 45% of Americans overall) correctly identify GOP as standing for "Grand Old Party". The second most popular choice was "Government of the People" – far ahead of "Grumpy Old People", "God's Own Party", or "Gauntlet of Power".

- What does the acronym GOP stand for? 1. Government of the People, 2. God's Own Party, 3. Gauntlet of Power, 4. Grand Old Party, or 5. Grumpy Old People.

What Does "GOP" Stand For?

	Total	Reps	Dems	Inds
Grand Old Party	45%	51%	38%	47%
Government of the People	35	34	39	32
Grumpy Old People	7	5	9	6
God's Own Party	3	4	3	3
Gauntlet of Power	1	1	1	2
Don't know	9	5	10	10

- When do you think that true artificial intelligence - that is computers that can think for themselves - will exist? 1. In my lifetime, 2. Not in my lifetime, but someday in the future, or 3. Never, I'm still waiting for ordinary intelligence.

Younger Americans more likely to expect artificial intelligence during their lifetimes.

Stanley Kubrick may have picked 2001 as the year machines would become truly sentient, but most Americans do not think the arrival of true artificial intelligence is overdue. While 37% of Americans do think that computers will be able to think for themselves within their own lifetimes, 36% think it will take longer, and 23% think this will never happen.

Men (43%) are more likely to expect to see true artificial intelligence than woman (32%), and younger Americans are more likely than older Americans.

When Will Artificial Intelligence Exist?

	Total	Men	Women	18-29	30-44	45-64	65+
In my lifetime	37%	43%	32%	46%	45%	35%	16%
Sometime in the future	36	36	37	37	29	38	43
Never	23	18	28	14	24	24	34

This poll was conducted at the CBS News interviewing facility among a random sample of 1,165 adults nationwide, interviewed by telephone August 19-23, 2011. Phone numbers were dialed from random digit dial samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

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q55 Which of the following historic American brands are you the most proud of?
 1. Levis, 2. Ford, 3. Disney, 4. IBM, or 5. Harley Davidson?

	** TOTAL RESPONDENTS **				* Gender *	
	Total	Rep	Dem	Ind	Men	Women
	%	%	%	%	%	%
Levis	14	11	14	15	12	15
Ford	27	32	24	25	32	22
Disney	24	25	28	21	13	35
IBM	12	10	14	12	16	9
Harley Davidson	13	16	7	16	16	10
DK/NA	10	6	13	11	11	9

q56 If you had to choose one, who do you trust more -- journalists or politicians?

	** TOTAL RESPONDENTS **			
	* Political Philosophy *			
Total	Lib	Mod	Cons	
%	%	%	%	
Journalists	76	91	77	67
Politicians	6	3	6	9
DK/NA	18	6	17	24

q57 Please tell us whether you consider each of the following countries to be more of an ally or more of an enemy of the United States.

How about Russia? Do you consider Russia to be more of an ally or more of an enemy of the United States?

	** TOTAL RESPONDENTS **			
	*** Party ID ***			
Total	Rep	Dem	Ind	
%	%	%	%	
Ally	50	37	61	51
Enemy	36	49	27	34
DK/NA	14	14	12	15

q58 How about Yemen?

IF NECESSARY, ASK: Do you consider Yemen to be more of an ally or more of an enemy of the United States?

Ally	13	13	14	12
Enemy	47	54	43	46
DK/NA	40	33	43	42

q59 China?

IF NECESSARY, ASK: Do you consider China to be more of an ally or more of an enemy of the United States?

Ally	44	38	52	42
Enemy	43	55	34	42
DK/NA	13	7	14	16

q60 Cuba?

IF NECESSARY, ASK: Do you consider Cuba to be more of an ally or more of an enemy of the United States?

	** TOTAL RESPONDENTS **			
	*** Party ID ***			
	Total	Rep	Dem	Ind
	%	%	%	%
Ally	23	17	25	26
Enemy	59	68	55	56
DK/NA	18	15	20	18

q61 Saudi Arabia?

IF NECESSARY, ASK: Do you consider Saudi Arabia to be more of an ally or more of an enemy of the United States?

	** TOTAL RESPONDENTS **			
	*** Party ID ***			
	Total	Rep	Dem	Ind
	%	%	%	%
Ally	38	35	34	42
Enemy	44	48	46	41
DK/NA	18	17	20	17

q62 Israel?

IF NECESSARY, ASK: Do you consider Israel to be more of an ally or more of an enemy of the United States?

	** TOTAL RESPONDENTS **			
	*** Party ID ***			
	Total	Rep	Dem	Ind
	%	%	%	%
Ally	70	75	68	68
Enemy	17	14	19	17
DK/NA	13	11	13	15

q64 How often do you read your horoscope -- 1. Every day, 2. Once a week, 3. Only if I happen to see it, or 4. Never, I don't believe in astrology?

	** TOTAL RESPONDENTS **				* Gender *	
	*** Party ID ***				Men	Women
	Total	Rep	Dem	Ind		
	%	%	%	%	%	%
Every day	6	8	6	6	4	9
Once a week	6	2	6	8	5	6
Only if I happen to see it	44	34	50	45	38	49
Never, I don't believe in	43	55	36	40	51	35
DK/NA	1	1	2	1	2	1

q65 Which of the following American cities do you think is the most decadent -- New York, Miami, Las Vegas, San Francisco, or New Orleans?

** TOTAL RESPONDENTS **						
	*** Party ID ***				* Gender *	
	Total	Rep	Dem	Ind	Men	Women
	%	%	%	%	%	%
New York	17	18	22	14	15	20
Miami	12	13	12	12	12	12
Las Vegas	35	30	40	35	35	34
San Francisco	9	15	5	8	10	8
New Orleans	12	13	10	14	12	12
DK/NA	15	11	11	17	16	14

q66 Which of the following is the most important characteristic for a President to have -- 1. Intelligence, 2. Character, 3. Conviction, 4. Resilience, or 5. Ruthlessness?

** TOTAL RESPONDENTS **				
	*** Party ID ***			
	Total	Rep	Dem	Ind
	%	%	%	%
Intelligence	40	31	49	39
Character	35	43	27	35
Conviction	13	14	11	14
Resilience	7	7	9	6
Ruthlessness	2	3	1	2
DK/NA	3	2	3	4

q67 Mark Zuckerberg - the founder of Facebook - has announced that he will only eat meat from animals that he's killed himself. Does the idea of killing your own food appeal to you, or not?

** TOTAL RESPONDENTS **							
	**** Age ****					* Gender *	
	Total	18-29	30-44	45-64	65+	Men	Women
	%	%	%	%	%	%	%
Yes	27	37	31	24	15	35	20
No	66	58	65	70	74	56	76
Already do (vol.)	3	2	3	3	6	5	1
DK/NA	4	3	1	3	5	4	3

q68 Which of the following would you most like to own the rights to -- 1. Harry Potter, 2. Star Wars, 3. Google's search engine, 4. Coca-Cola's secret formula, or 5. Elvis Presley's name and image.

** TOTAL RESPONDENTS **					
	**** Age ****				
	Total	18-29	30-44	45-64	65+
	%	%	%	%	%
Harry Potter	13	16	10	12	13
Star Wars	8	12	10	7	3
Google	44	48	50	43	31
Coca-Cola	18	11	17	19	28
Elvis Presley	10	9	12	8	12
DK/NA	7	4	1	11	13

q72 What does the acronym G-O-P stand for? 1. Government of the People, 2. God's Own Party, 3. Gauntlet of Power, 4. Grand Old Party, or 5. Grumpy Old People.

** TOTAL RESPONDENTS **

*** Party ID ***

	Total	Rep	Dem	Ind
	%	%	%	%
Government of the People	35	34	39	32
God's Own Party	3	4	3	3
Gauntlet of Power	1	1	1	2
Grand old Party	45	51	38	47
Grumpy Old People	7	5	9	6
DK/NA	9	5	10	10

q73 When do you think that true artificial intelligence - that is computers that can think for themselves - will exist? 1. In my lifetime, 2. Not in my lifetime, but someday in the future, or 3. Never, I'm still waiting for ordinary intelligence.

** TOTAL RESPONDENTS **

**** Age ****

* Gender *

	Total	18-29	30-44	45-64	65+	Men	Women
	%	%	%	%	%	%	%
In my lifetime	37	46	45	35	16	43	32
Sometime in the future	36	37	29	38	43	36	37
Never	23	14	24	24	34	18	28
DK/NA	4	3	2	3	7	3	3

Total Respondents: 1165