



The Design Show
 May 7-11, 2014

Most Americans say design is a very important factor when making a large purchase and a majority believes good design is affordable for everyone, not just the rich, according to a CBS News Sunday Morning Pulse Poll.

58% of Americans say design is very important to them when making a significant purchase such as a home or a car, and another 27% say design is somewhat important. Design is very important to both men and women. Also, majorities across all age groups and income levels say design is very important in their buying decision, but Americans with higher household incomes -- those earning \$100,000 a year or more -- are especially likely to say it is a very important factor.

How Important is Design When Making a Large Purchase?

	Total	Men	Women	<\$50K	\$50K-\$100K	\$100K+
Very	58%	57%	59%	54%	59%	68%
Somewhat	27	29	25	27	27	28
Not very/not at all	14	13	15	17	14	4

Yet, Americans say good design is not just for the rich. Two-thirds (67%) say good design is affordable to all, while far fewer (only 28%) say it is something only the rich can afford to think about. Majorities across all major demographic groups think good design is for everyone, although 34% of those earning less than \$50,000 a year say good design is exclusively for the rich – a higher percentage than those earning more.

Is Good Design...?

	Total	Men	Women	<\$50K	\$50K-\$100K	\$100K+
Affordable to all	67%	70%	64%	61%	73%	67%
Something only for the rich	28	27	30	34	21	30

When asked which type of design they prefer, more Americans opt for traditional (32%) over modern (22%), but for 44% it doesn't matter much. Perhaps not surprisingly, younger Americans are more inclined toward modern design, while older Americans like traditional.

Which Design do you Prefer?

	Total	Men	Women	18-34	35-44	45-54	55-64	65+
Modern	22%	21%	23%	27%	31%	23%	12%	13%
Traditional	32	28	37	22	28	32	42	45
Doesn't matter	44	50	38	49	40	45	42	40

 This poll was conducted by telephone from May 7-11, 2014 among 1,000 adults nationwide. Data collection was conducted on behalf of CBS News by Social Science Research Solutions of Media, PA. Phone numbers were dialed from 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 may be higher. Interviews were conducted in English and Spanish. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

CBS NEWS SUNDAY MORNING PULSE POLL

Design

May 7-11, 2014

DE-01. How important is design to you when making a large purchase such as a home or car – very important, somewhat important, not very important or not at all important?

	----- TOTAL RESPONDENTS -----					
	Total %	Men %	Women %	<\$50K %	\$50K-\$100K %	\$100K+ %
Very important	58	57	59	54	59	68
Somewhat important	27	29	25	27	27	28
Not very important	7	6	8	7	9	2
Not at all important	7	7	7	10	5	2
Don't know/no answer	1	1	1	1	*	1

DE-02. When it comes to large purchases, do you think good design is affordable to all, or is something only the rich can afford to think about?

	Total %	Men %	Women %	<\$50K %	\$50K-\$100K %	\$100K+ %
Affordable to all	67	70	64	61	73	67
Only the rich can afford	28	27	30	34	21	30
Don't know/no answer	5	4	6	5	6	3

DE-03. In general, do you prefer a more modern design, a more traditional design, or doesn't it matter much to you?

	Total %	Men %	Women %	18-34 %	35-44 %	45-54 %	55-64 %	65+ %
Modern	22	21	23	27	31	23	12	13
Traditional	32	28	37	22	28	32	42	45
Doesn't matter much	44	50	38	49	40	45	42	40
Don't know/no answer	2	1	3	2	*	1	4	1

Total respondents: 1,000

Margin of error: 3pts