

UNDER STRICT EMBARGO UNTIL TUESDAY, MAY 2, 2006 AT 6:00 A.M. ET

Pursuant's American Idol Survey

n=1000, Margin of Error +/- 3%

– Top Line Findings –

FINAL DATA¹

Thinking about only this season, which began in January 2006, have you watched ANY episodes of Fox's American Idol?

	Total %	(Male) %	(Female) %	(Has Voted For AI In 2006) %	(Has Not Voted For AI In 2006) %
Yes	44	39	49	22	78
No	56	61	51	--	--
Don't Know	1	1	1	1	--
Refused	0	0	0	0	0

Again, thinking only about this season, which began in January 2006, have you personally voted, either by calling or text messaging, EVEN ONCE, for ANY of the contestants on Fox's American Idol?

	Total %	(Male) %	(Female) %
Yes	21	13	27
No	78	85	73
Don't Know	1	1	0
Refused	1	1	0

¹ Due to rounding, percentages may add up to more than 100%.

If you have not voted, why haven't you voted?

	Total %	(Male) %	(Female) %
Didn't want to vote/Don't watch it to vote	21	23	20
Personally don't care who wins	12	14	10
No time to vote	10	11	10
Couldn't get to a phone	4	2	6
Don't like any of the contestants enough	3	3	2
Didn't think my vote would count	3	1	4
Number was busy/Couldn't get through	2	*	4
None of the contestants were good enough to get my vote	2	3	1
Think the show is rigged	2	2	1
Thought I wouldn't get through	1	0	1
May vote later in the competition/It's too early in the competition	1	1	1
Other	29	29	29
Don't Know	14	13	15
Refused	2	1	2

**small base*

If you have voted, thinking about the LAST TIME you voted for a contestant on American Idol, what was the PRIMARY REASON you voted for that person?

	Total %	(Male) %	(Female) %
Great voice of a specific person	35	37	35
Star quality/Think a specific person is a star/Will be successful	20	18	20
Liked a specific person/Wanted him or her to win	19	14	20
Song choice of specific person	10	9	11
Appearance/Think a specific person is attractive/Hot/Sexy	8	21	3
Music genre/Wanted to vote for someone who sings country, rock and roll, R&B, etc	6	10	4
Agree with one or more of the judges/Wanted to prove one or more of the judges right	5	0	7
Wanted to vote for someone from my area, state or region	4	2	5
Wanted my vote to count	3	8	1
Dislike a specific person/Wanted to eliminate someone	0	0	0
Disagree with one or more of the judges/Wanted to prove one or more of the judges wrong	0	0	0
Other	4	0	6
Don't Know	1	0	1
Refused	1	4	0

Of the three judges on American Idol (AI), whose opinion do you value the MOST?

	Total %	(Male) %	(Female) %	(Has Voted For AI In 2006) %	(Has Not Voted For AI In 2006) %
Simon Cowell	24	23	24	58	40
Randy Jackson	15	13	16	26	25
Paula Abdul	14	13	15	7	22
None of these	19	22	17	8	9
Don't know	27	28	25	2	4
Refused	1	1	2	0	0

Do you feel that your vote counts more on American Idol (AI), that it counts more in the U.S. Presidential election, or does it count about the same in both?

	Total %	(Male) %	(Female) %	(Has Voted For AI In 2006) %	(Has Not Voted For AI In 2006) %
More in American Idol (net)	17	17	18	29	21
Your vote counts much more in American Idol	12	13	11	18	15
Your vote counts somewhat more in American Idol	5	4	7	12	6
Your vote counts about the same in both	18	15	21	29	26
More in a Presidential election (net)	42	45	40	34	44
Your vote counts somewhat more in a Presidential election	10	9	11	8	11
Your vote counts much more in a Presidential election	33	36	30	27	33
Don't Know	20	22	18	7	9
Refused	2	2	2	0	1

About the Survey

Data for the Pursuant, Inc. study was collected by Opinion Research Corporation from April 21 -24, 2006. Telephone interviews were conducted among a randomly selected national sample of 1, 045 adults comprised of 515 men and 530 women 18 years of age and older. The margin of error for the entire sample is +/- 3% and larger for subgroups.