
Brief Overview:

This survey was conducted to 20,000 homes across the United States per the ccAdvertising database. The purpose of this survey was to identify respondents who support donating “Cash for Clunker” vehicles to non-profit organizations, that will in turn make the vehicles available to poor and needy people in America as well as to encourage these respondents’ to call the White House and tell President Obama to provide clemency for these “Cash for Clunkers” vehicles.

Summary of Completed Survey:

- 75% of all respondents are registered to vote.
- 82% of all respondents have heard of, or seen information on the “Cash for Clunkers” program.
- 4% of all respondents have participated in the “Cash for Clunkers” program.
- 49% of all respondents are upset that all the “Cash for Clunkers” vehicles will be destroyed even though many of them still run.
- 62% of all respondents (883 people) believe that “Cash for Clunker” cars should be made available to those who cannot afford a new car.
- 43% of those respondents who support clemency for “Cash for Clunker” vehicles (382 people) are willing to call the White House and ask President Obama to allow these cars to be donated to non-profit organizations, that will make them available to the homeless, poor and needy people and 42% of those respondents (162 people) would like to hear the White House phone number again.
- Demographically, of respondents, 77% own a mobile phone, 75% have Internet access at home, 42% are male, 67% are fifty years of age or older and 80% are historical contributors.

Response Rate:

This survey had a completion rate of 72.34%. This means that a live voice was detected (47.22% including hang-ups) or an answering device (25.13%) in 72.34% of all the homes targeted.

Below are the results from this survey:

1. 8,496 live responses were detected. This is 42.48% of all targeted households. This means that each of these households heard at least 10 seconds of the survey.
2. 3,258 live respondents answered one or more questions. This is 16.29% of all households and 38.35% of all live respondents.
3. 1,275 live respondents completed the entire survey. This is 6.38% of all households and 15.01% of all live respondents.

Survey Questions:

1. Registered to Vote?

THIS IS SURVEY 2009 WITH A BRIEF SURVEY. ARE YOU REGISTERED TO VOTE?
(3,258 plays)

Yes 75.06%
No..... 24.94%

2. Heard of or Seen Anything About Cash for Clunkers?

THIS SURVEY INVOLVES ANOTHER GOVERNMENT PROGRAM THAT HAS BEEN INITIATED BY THE OBAMA ADMINISTRATION. HAVE YOU HEARD OF OR SEEN ANYTHING ABOUT THE "CASH FOR CLUNKERS" PROGRAM? (2,915 plays)

Yes 82.32%
No..... 17.68%

3. Participated in Cash for Clunkers?

HAVE YOU PARTICIPATED IN THE CASH FOR CLUNKERS PROGRAM WHERE THE GOVERNMENT PROVIDES UP TO \$4,500 CREDIT TO THOSE THAT BUY A NEW CAR WHEN EXCHANGING AN OLDER BUT USABLE CAR? (2,473 plays)

Yes 4.22%
No..... 95.78%

4. Upset that Clunkers Cars Will be Destroyed?

750,000 CARS WILL BE TRADED IN AS PART OF THE CASH FOR CLUNKERS PROGRAM. DOES IT UPSET YOU THAT ALL OF THESE CARS, MANY OF WHICH STILL RUN, MUST NOW BE DESTROYED? (2,049 plays)

Yes 48.70%
No..... 51.30%

5. Rescue Cash for Clunkers Cars?

MANY HOMELESS, POOR AND NEEDY PEOPLE WOULD BE GIVEN THE OPPORTUNITY TO OWN THESE OLDER CARS IF CASH FOR CLUNKERS DID NOT EXIST. INSTEAD OF DESTROYING THESE CARS, DO YOU BELIEVE THAT CASH FOR CLUNKER CARS SHOULD INSTEAD BE RESCUED AND MADE AVAILABLE TO THOSE WHO CANNOT AFFORD A NEW CAR? (1,549 plays) (NOTE: ALL "YES" RESPONSES GO TO QUESTION 6 AND ALL OTHER RESPONSES GO TO QUESTION 9)

Yes 62.40%
No..... 37.60%

6. Call White House?

THANK YOU FOR YOUR SUPPORT OF THE HOMELESS, POOR AND NEEDY IN AMERICA. WOULD YOU BE WILLING TO TAKE THE NEXT STEP AND CALL THE WHITE HOUSE TO ASK PRESIDENT OBAMA TO ALLOW THE CASH FOR CLUNKER TRADE IN CARS TO BE DONATED TO NON-PROFIT ORGANIZATIONS THAT WILL IN TURN MAKE THEM AVAILABLE TO THOSE IN NEED IN AMERICA? (830 plays) (NOTE: ALL "YES" RESPONSES GO TO QUESTION 7 AND ALL OTHER RESPONSES GO TO QUESTION 9)

Yes 51.14%
No..... 48.86%

7. Hear Number Again?

THANK YOU AGAIN FOR YOUR SUPPORT. PLEASE CALL 202/456-1111, THAT'S 202/456-1111 AND TELL PRESIDENT OBAMA TO PROVIDE CLEMENCY FOR CASH FOR CLUNKERS CARS THAT WILL ALLOW THESE CARS TO BE DONATED TO NON-PROFIT ORGANIZATIONS THAT WILL MAKE THEM AVAILABLE TO THE HOMELESS, POOR AND NEEDY PEOPLE IN AMERICA. WOULD YOU LIKE TO HEAR THAT NUMBER AGAIN? (353 plays) (NOTE: ALL "YES" RESPONSES GO TO SEGMENT 8 AND ALL OTHER RESPONSES GO TO QUESTION 9)

Yes 48.94%
No..... 51.06%

8. Number Again?

PLEASE CALL 202/456-1111, THAT'S 202/456-1111 AND TELL PRESIDENT OBAMA TO PROVIDE CLEMENCY FOR CASH FOR CLUNKERS CARS THAT WILL ALLOW THESE CARS TO BE DONATED TO NON-PROFIT ORGANIZATIONS THAT WILL PROVIDE THEM TO THE HOMELESS, POOR AND NEEDY PEOPLE IN AMERICA. (162 plays)

Play Only 100.00%

9. Mobile Phone?

WE HAVE A FEW MORE QUESTIONS FOR DEMOGRAPHIC PURPOSES. DO YOU OWN A MOBILE PHONE? (1,383 plays)

Yes 76.77%
No..... 23.23%

10. Internet?

DO YOU HAVE INTERNET ACCESS AT HOME? (1,347 plays)

Yes 75.17%
No..... 24.83%

11. Male?

ARE YOU MALE? (1,318 plays)

Yes 42.23%
No..... 57.77%

12. Fifty or Older?

ARE YOU 50 YEARS OF AGE OR OLDER? (1,292 plays)

Yes 67.35%
No..... 32.65%

13. Historical Contributor?

HAVE YOU EVER CONTRIBUTED TO OR FINANCIALLY SUPPORTED A POLITICAL
CAMPAIGN, CHURCH OR OTHER RELIGIOUS OR NON PROFIT ORGANIZATION?
(1,275 plays)

Yes	80.48%
No.....	19.52%