



American Pulse Survey 12 (6.18.08)

	All Adults	Males	Females	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
Does the amount of money you pay for gas each month exceed your car payment?									
Yes	15.2%	16.5%	13.9%	16.2%	17.4%	11.4%	18.5%	13.2%	14.9%
No	35.4%	36.4%	34.5%	38.8%	34.6%	33.0%	36.3%	37.7%	33.2%
I don't have a car payment	49.4%	47.1%	51.6%	45.0%	48.0%	55.6%	45.2%	49.1%	51.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Compared to a year ago, are you packing your lunch for work...									
More	24.5%	23.0%	25.8%	34.4%	28.2%	9.6%	24.2%	26.7%	26.1%
Same	23.1%	24.7%	21.5%	26.7%	27.4%	14.1%	24.6%	21.7%	26.0%
Less	2.4%	2.9%	1.9%	3.9%	2.1%	1.2%	1.7%	2.8%	2.2%
I never pack lunch	16.6%	20.3%	13.1%	17.1%	18.8%	13.5%	14.8%	14.8%	16.5%
I don't work	33.4%	29.0%	37.6%	18.0%	23.5%	61.6%	34.7%	33.9%	29.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Of those who work...									
Compared to a year ago, are you packing your lunch for work...									
More	36.7%	32.4%	41.4%	42.0%	36.9%	25.1%	37.1%	40.4%	36.8%
Same	34.7%	34.8%	34.5%	32.5%	35.8%	36.6%	37.7%	32.9%	36.8%
Less	3.6%	4.1%	3.1%	4.8%	2.8%	3.1%	2.6%	4.3%	3.1%
I never pack lunch	25.0%	28.7%	21.0%	20.8%	24.5%	35.2%	22.7%	22.5%	23.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have you deferred any of the following LUXURY SERVICES in the last three months in light of the current									
Cosmetic surgery	2.8%	2.5%	3.0%	2.6%	2.9%	2.7%	2.4%	2.8%	3.7%
Hair cut	27.5%	21.8%	32.9%	31.1%	29.6%	21.3%	26.5%	31.2%	27.4%
Hair color	14.6%	4.7%	23.9%	17.8%	16.3%	9.1%	12.9%	17.1%	14.3%
Manicure/Pedicure	14.2%	3.8%	24.0%	18.6%	13.8%	10.3%	15.2%	15.8%	14.1%
Massage	8.9%	6.0%	11.7%	9.7%	10.4%	6.3%	8.2%	9.8%	9.6%
Maid service	4.9%	3.6%	6.0%	3.4%	5.7%	5.2%	5.4%	4.4%	5.6%
Lawn care service	9.0%	8.9%	9.0%	6.9%	10.5%	9.1%	10.6%	8.7%	9.9%
Other	5.5%	4.6%	6.2%	2.3%	5.8%	8.3%	5.2%	6.2%	6.6%
I don't purchase any of the above services	44.0%	54.0%	34.5%	46.4%	41.5%	44.7%	40.4%	40.9%	41.9%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

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How long do you think it will take for America to rebound financially?									
Less than 6 months	2.3%	3.1%	1.5%	2.0%	2.4%	2.4%	3.5%	0.8%	3.1%
6 months – 1 year	8.1%	10.1%	6.1%	6.0%	8.0%	10.2%	14.4%	5.4%	6.0%
1 – 2 years	22.2%	25.3%	19.3%	22.7%	21.8%	22.3%	26.4%	22.6%	20.5%
2 – 3 years	21.5%	19.4%	23.5%	21.7%	21.0%	22.0%	21.9%	21.5%	25.9%
3 – 5 years	17.4%	14.4%	20.3%	16.5%	17.7%	17.9%	15.2%	20.2%	16.7%
More than 5 years	28.5%	27.7%	29.3%	31.2%	29.1%	25.2%	18.6%	29.6%	27.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	36.8	35.0	38.5	37.8	37.1	35.4	31.3	38.5	36.9
What do you predict for the future of SUVs?									
Auto makers will stop making them	40.2%	40.0%	40.3%	33.8%	39.0%	48.0%	37.3%	45.2%	43.3%
Government will regulate them	17.4%	18.5%	16.3%	23.0%	16.5%	12.9%	20.1%	17.9%	16.6%
Get more popular as cost to purchase decreases	12.2%	12.0%	12.5%	11.3%	13.4%	11.7%	12.4%	11.8%	13.2%
Nothing will change	30.2%	29.5%	31.0%	32.0%	31.1%	27.4%	30.2%	25.1%	26.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Is the U.S. too dependent on foreign oil?									
Yes	90.7%	89.7%	91.7%	86.1%	91.8%	94.1%	94.9%	93.0%	92.0%
No	3.7%	5.3%	2.2%	5.4%	3.0%	2.9%	2.9%	3.4%	4.4%
I don't know	5.6%	5.1%	6.0%	8.5%	5.3%	3.0%	2.2%	3.6%	3.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you knew the price of gas would dramatically decrease, would you allow oil exploration within non-residential areas where there are known oil reserves?									
Yes, drill away!	67.1%	69.5%	64.8%	58.9%	68.5%	73.5%	83.4%	59.9%	67.1%
No	13.1%	14.6%	11.7%	17.3%	11.6%	10.8%	5.4%	17.7%	14.7%
I don't know	19.8%	15.9%	23.5%	23.7%	19.9%	15.8%	11.3%	22.4%	18.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
As a result of the recent tomato scare, do you think you will be doing more gardening at home this summer?									
Yes	27.3%	24.2%	30.2%	23.6%	31.2%	26.0%	26.4%	27.7%	32.1%
No	61.9%	63.9%	60.0%	62.0%	58.2%	66.4%	65.5%	62.1%	59.4%
I don't know	10.8%	11.9%	9.9%	14.3%	10.6%	7.6%	8.2%	10.2%	8.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Airlines are increasing/adding costs for use of products and services to compensate for rising fuel costs. If you had to pay for the following, which one would you be most willing to pay for?									
Beverages	12.1%	12.3%	11.9%	10.7%	11.6%	14.1%	14.9%	12.4%	10.0%
Blanket/pillow	2.9%	3.1%	2.7%	3.4%	2.6%	2.8%	3.0%	3.2%	2.7%
Checked bags	8.4%	6.6%	10.1%	8.6%	7.0%	10.0%	7.9%	9.0%	11.6%
Headphones	5.9%	6.3%	5.5%	7.3%	6.2%	4.0%	5.9%	5.2%	6.4%

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Meals	17.0%	17.4%	16.7%	17.2%	17.6%	16.2%	18.1%	18.4%	16.9%
Seat assignment (aisle, middle, window, exit row)	8.5%	7.9%	8.9%	8.2%	8.3%	8.9%	10.0%	8.9%	8.4%
Snacks	5.0%	4.6%	5.4%	4.8%	4.9%	5.4%	6.9%	4.5%	3.4%
Other	4.2%	4.8%	3.7%	4.4%	3.8%	4.6%	4.2%	2.8%	7.0%
I don't travel by air	36.0%	37.0%	35.1%	35.4%	38.0%	34.1%	29.0%	35.5%	33.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Of those who travel by air...

Airlines are increasing/adding costs for use of products and services to compensate for rising fuel costs. If you had to pay for the following, which one would you be most willing to pay for?

Beverages	18.9%	19.5%	18.3%	16.6%	18.7%	21.4%	21.0%	19.2%	15.0%
Blanket/pillow	4.5%	4.9%	4.2%	5.2%	4.2%	4.2%	4.3%	5.0%	4.1%
Checked bags	13.1%	10.5%	15.5%	13.3%	11.3%	15.2%	11.2%	13.9%	17.4%
Headphones	9.2%	9.9%	8.5%	11.3%	10.0%	6.1%	8.4%	8.1%	9.7%
Meals	26.6%	27.6%	25.7%	26.6%	28.4%	24.5%	25.4%	28.6%	25.4%
Seat assignment (aisle, middle, window, exit row)	13.2%	12.6%	13.8%	12.7%	13.4%	13.6%	14.1%	13.8%	12.6%
Snacks	7.8%	7.4%	8.3%	7.5%	7.9%	8.1%	9.7%	7.0%	5.2%
Other	6.6%	7.6%	5.7%	6.9%	6.2%	6.9%	6.0%	4.4%	10.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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