



American Pulse Survey 18 (12.18.08)

	Adults 18+	Men	Women	<50K	50K+	18 - 34	35 - 54	55+
Regarding your Holiday shopping budget, are you...								
Over spending	11.6%	11.5%	11.7%	10.4%	13.2%	15.0%	11.0%	9.0%
Staying on budget	47.6%	43.2%	51.8%	42.8%	53.9%	44.4%	47.8%	50.6%
Staying under budget	24.9%	24.5%	25.3%	25.6%	24.1%	22.7%	26.0%	25.8%
I don't Holiday shop	15.9%	20.8%	11.2%	21.2%	8.8%	17.9%	15.2%	14.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Of those who holiday shop...</i>								
	84.1%	79.2%	88.8%	78.8%	91.2%	82.1%	84.8%	85.4%
Regarding your Holiday shopping budget, are you...								
Over spending	13.8%	14.6%	13.2%	13.2%	14.4%	18.3%	12.9%	10.6%
Staying on budget	56.6%	54.5%	58.3%	54.3%	59.2%	54.0%	56.4%	59.2%
Staying under budget	29.6%	30.9%	28.5%	32.5%	26.4%	27.7%	30.7%	30.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
When a friend or relative gives you a gift this holiday, how likely are you to return it to the store for cash?								
Very Likely	4.0%	5.3%	2.7%	4.8%	2.8%	5.0%	4.1%	2.7%
Somewhat Likely	3.6%	3.8%	3.4%	3.2%	4.1%	6.0%	3.4%	1.5%
Neutral/Not Sure	18.4%	21.1%	15.8%	17.7%	19.1%	24.8%	17.6%	12.8%
Not Very Likely	24.5%	23.2%	25.6%	22.6%	26.8%	25.1%	24.7%	23.5%
Not At All Likely	49.6%	46.6%	52.5%	51.7%	47.2%	39.2%	50.2%	59.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you and your family attend religious services this Holiday season?								
Yes, we regularly attend religious services	31.3%	29.7%	32.9%	28.8%	34.2%	24.6%	30.4%	39.3%
Yes, we attend religious services during the Holidays	12.7%	12.5%	13.0%	13.2%	12.3%	13.2%	12.8%	12.2%
No	56.0%	57.9%	54.2%	58.1%	53.5%	62.2%	56.8%	48.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Adults 18+	Men	Women	<50K	50K+	18 - 34	35 - 54	55+
What do you think is the most annoying Christmas song?								
Grandma Got Run Over By a Reindeer (all versions)	28.1%	26.0%	30.0%	26.8%	29.7%	24.1%	27.1%	33.4%
Jingle Bells (Singing Dogs)	11.3%	12.2%	10.6%	11.1%	11.8%	14.4%	9.5%	10.5%
Wonderful Christmastime (Paul McCartney)	3.0%	3.3%	2.7%	2.4%	3.8%	4.1%	3.1%	1.6%
Rockin' Around the Christmas Tree (Brenda Lee)	2.6%	2.9%	2.3%	2.8%	2.1%	2.5%	2.1%	3.2%
I Want a Hippopotamus for Christmas (all versions)	20.3%	20.0%	20.6%	22.3%	17.6%	15.2%	19.5%	26.6%
All I Want for Christmas is You (Mariah Carey)	7.1%	7.6%	6.6%	6.6%	7.7%	10.1%	7.6%	3.4%
Do They Know Its Christmas? (Band Aid)	5.1%	5.6%	4.6%	4.3%	6.1%	5.6%	6.2%	3.1%
Santa Baby (all versions)	13.3%	14.8%	11.8%	14.6%	11.8%	15.3%	14.0%	10.3%
Other	9.3%	7.6%	10.9%	9.1%	9.3%	8.7%	10.8%	7.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think today's children are spoiled by the Holiday gifts they receive?								
Yes	73.2%	70.0%	76.2%	71.8%	75.3%	65.8%	75.0%	78.3%
No	14.5%	15.5%	13.5%	14.8%	14.2%	20.3%	12.7%	10.9%
I don't know	12.4%	14.5%	10.3%	13.4%	10.6%	14.0%	12.3%	10.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In light of the troubles going on with the big 3 in Detroit, are you more, same, or less likely to consider buying Ford, GM or Chrysler?								
More	6.5%	7.1%	5.9%	6.7%	6.1%	5.2%	6.4%	7.9%
Same	53.4%	51.1%	55.6%	54.4%	52.1%	53.1%	53.0%	54.2%
Less	21.7%	22.4%	21.0%	21.0%	22.5%	19.0%	23.8%	21.6%
Who buys American autos anymore?	18.5%	19.4%	17.6%	17.8%	19.2%	22.6%	16.9%	16.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In addition to the bailout by the Government, do you feel the UAW Union should be prepared to offer give backs/concessions in light of the trouble in Detroit?								
Yes	59.1%	66.2%	52.4%	55.4%	64.0%	41.7%	61.8%	73.4%
No	13.6%	14.0%	13.3%	13.6%	13.5%	18.1%	11.9%	11.3%
I don't know	27.3%	19.8%	34.3%	31.0%	22.6%	40.2%	26.4%	15.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
On a scale of 1-5, with 1 being not at all responsible and 5 being very responsible, how much responsibility do you feel each of the following have had in the downfall of Ford, GM and Chrysler?:								
Management								
1 - Not at all Responsible	3.7%	2.9%	4.5%	4.4%	3.0%	5.4%	3.2%	2.8%
2 - Not Very Responsible	2.3%	2.2%	2.5%	2.6%	2.0%	2.9%	1.7%	2.6%

	Adults								
	18+	Men	Women	<50K	50K+	18 - 34	35 - 54	55+	
3 - Neutral	15.1%	13.5%	16.6%	17.4%	12.2%	29.8%	11.5%	4.7%	
4 - Somewhat Responsible	18.3%	17.8%	18.7%	17.6%	19.2%	17.5%	20.3%	16.5%	
5 - Very Responsible	60.5%	63.5%	57.7%	58.0%	63.6%	44.5%	63.4%	73.3%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Somewhat/Very Responsible	78.8%	81.4%	76.4%	75.6%	82.8%	62.0%	83.7%	89.8%
Unions									
1 - Not at all Responsible	6.1%	5.5%	6.6%	6.5%	5.6%	8.1%	6.2%	4.0%	
2 - Not Very Responsible	5.4%	5.3%	5.5%	4.8%	6.3%	5.7%	5.4%	5.2%	
3 - Neutral	24.7%	22.8%	26.5%	27.7%	20.8%	41.2%	21.9%	11.5%	
4 - Somewhat Responsible	23.8%	22.1%	25.5%	24.2%	23.4%	18.9%	26.3%	25.7%	
5 - Very Responsible	39.9%	44.2%	35.9%	36.8%	43.8%	26.0%	40.2%	53.7%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Somewhat/Very Responsible	63.8%	66.3%	61.4%	61.0%	67.2%	45.0%	66.6%	79.4%
Competition from foreign Automakers									
1 - Not at all Responsible	7.1%	7.3%	6.9%	7.2%	7.0%	8.5%	6.6%	6.3%	
2 - Not Very Responsible	9.2%	9.8%	8.7%	8.5%	10.2%	10.5%	8.4%	9.0%	
3 - Neutral	28.5%	26.4%	30.4%	28.4%	28.5%	36.9%	27.7%	20.9%	
4 - Somewhat Responsible	29.9%	31.6%	28.2%	28.3%	31.8%	24.6%	30.6%	34.2%	
5 - Very Responsible	25.4%	24.9%	25.8%	27.6%	22.5%	19.4%	26.7%	29.7%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Somewhat/Very Responsible	55.2%	56.5%	54.0%	56.0%	54.3%	44.0%	57.3%	63.9%
Government rules and regulations									
1 - Not at all Responsible	7.8%	8.1%	7.4%	7.9%	7.7%	8.9%	7.6%	6.9%	
2 - Not Very Responsible	12.7%	13.8%	11.6%	10.6%	15.5%	14.4%	11.5%	12.3%	
3 - Neutral	35.5%	32.7%	38.2%	35.4%	35.5%	42.1%	34.6%	30.0%	
4 - Somewhat Responsible	23.8%	23.5%	24.1%	23.5%	24.4%	18.4%	25.0%	27.9%	
5 - Very Responsible	20.2%	21.9%	18.6%	22.7%	16.9%	16.2%	21.3%	23.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Somewhat/Very Responsible	44.0%	45.4%	42.7%	46.2%	41.2%	34.5%	46.3%	50.8%
Economic uncertainty									
1 - Not at all Responsible	6.1%	5.5%	6.7%	6.4%	5.7%	6.9%	5.7%	5.8%	
2 - Not Very Responsible	8.1%	8.8%	7.4%	7.1%	9.5%	8.3%	6.8%	9.5%	
3 - Neutral	28.1%	29.0%	27.2%	27.9%	28.0%	34.1%	27.4%	22.7%	
4 - Somewhat Responsible	30.7%	31.6%	29.9%	27.9%	34.5%	26.0%	32.6%	33.1%	
5 - Very Responsible	27.0%	25.0%	28.9%	30.7%	22.3%	24.7%	27.4%	28.9%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Somewhat/Very Responsible	57.7%	56.7%	58.7%	58.7%	56.8%	50.7%	61.9%	

	Adults							
	18+	Men	Women	<50K	50K+	18 - 34	35 - 54	55+
Be honest... which of the following do you believe in? (Check all that apply)								
God	76.8%	71.5%	81.9%	77.9%	76.0%	63.1%	81.9%	84.2%
Ghosts	33.9%	27.4%	40.1%	35.8%	31.9%	37.0%	40.2%	22.8%
UFOs	28.5%	31.5%	25.7%	29.9%	27.1%	25.2%	32.9%	26.4%
Unicorns	2.2%	1.1%	3.2%	2.8%	1.4%	3.0%	2.4%	1.1%
The Loch Ness Monster	8.7%	8.2%	9.1%	9.2%	8.0%	9.5%	9.9%	6.4%
Big Foot	10.9%	12.0%	9.9%	11.5%	10.2%	9.6%	14.0%	8.2%
Miracles	54.8%	44.7%	64.5%	55.7%	54.4%	52.8%	57.6%	53.4%
Angels	54.7%	45.3%	63.6%	58.0%	51.0%	46.7%	60.3%	55.8%
True love	60.5%	53.6%	66.9%	59.4%	62.6%	60.5%	62.0%	58.4%
Santa	6.7%	4.1%	9.2%	6.8%	6.6%	4.6%	7.5%	7.8%
Reincarnation	19.0%	13.5%	24.3%	20.2%	17.9%	19.6%	20.9%	16.1%
Vampires	4.3%	3.8%	4.7%	5.3%	3.1%	7.0%	4.1%	1.7%
Fortune cookies	5.2%	4.5%	5.9%	6.6%	3.5%	7.5%	5.3%	2.8%
Karma	38.8%	33.7%	43.7%	39.3%	38.9%	50.7%	42.1%	22.7%

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

You're about to be granted a super power, which one do you prefer?

Flying	16.2%	15.5%	16.8%	13.4%	19.8%	15.4%	17.1%	15.6%
X-Ray vision	2.4%	3.3%	1.6%	2.8%	2.0%	1.5%	2.5%	3.2%
Mind reading	28.0%	23.6%	32.1%	26.8%	29.4%	25.3%	27.3%	31.4%
Invisibility	18.8%	21.6%	16.2%	20.1%	17.2%	23.4%	17.8%	15.4%
Super strength	8.0%	8.4%	7.6%	8.4%	7.5%	5.3%	7.8%	11.1%
Shape shifting	5.6%	5.8%	5.4%	6.3%	4.7%	7.0%	5.7%	4.2%
Super speed	3.0%	2.9%	3.1%	3.7%	2.1%	4.2%	2.7%	2.3%
Laser eyes	1.1%	0.8%	1.4%	1.2%	1.1%	0.5%	1.1%	1.8%
Elasticity	0.6%	0.3%	1.0%	0.6%	0.7%	0.1%	0.8%	1.0%
Telekinesis (move objects with your mind)	10.6%	11.0%	10.2%	11.1%	10.0%	10.0%	11.5%	9.9%
Hypnotism	3.5%	4.5%	2.7%	3.7%	3.3%	5.2%	3.1%	2.4%
Fire breathing	0.2%	0.1%	0.3%	0.0%	0.4%	0.3%	0.1%	0.1%
Force field	1.9%	2.2%	1.7%	2.0%	1.8%	1.7%	2.4%	1.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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