



American Pulse Survey 19 (1.21.09)

	Adults 18+	Men	Women	Less than \$50K	Greater than \$50K	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Northeast	Midwest	South	West
Would you rather receive a lump sum "rebate" check from the federal government, or would you prefer decreased tax withholdings on paychecks as a way to boost the U.S. Economy?															
Lump sum rebate	69.9%	68.1%	71.6%	74.5%	64.2%	58.0%	70.8%	70.5%	68.7%	71.1%	78.0%	72.1%	69.7%	68.5%	70.5%
Decreased tax withholdings on paychecks	30.1%	31.9%	28.4%	25.5%	35.8%	42.0%	29.2%	29.5%	31.3%	28.9%	22.0%	27.9%	30.3%	31.5%	29.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

If you receive a lump sum rebate, how will you use it? (Check all that apply)

Home improvement project / repair	19.5%	17.7%	21.3%	17.9%	22.4%	7.8%	16.8%	24.3%	22.0%	23.7%	19.8%	18.4%	25.3%	19.7%	14.1%
Invest it	12.7%	14.0%	11.5%	10.3%	16.6%	14.7%	16.2%	9.2%	10.0%	11.0%	16.1%	13.1%	13.2%	12.5%	12.6%
Pay down debt (installment loans)	30.0%	32.0%	28.1%	30.5%	29.7%	18.5%	43.0%	35.8%	34.0%	27.9%	15.6%	26.4%	31.2%	32.3%	30.7%
Pay down credit card	36.9%	36.1%	37.8%	36.6%	37.1%	31.3%	47.2%	41.6%	36.5%	33.0%	28.9%	37.8%	39.6%	35.1%	36.2%
Pay down student loans	9.4%	10.6%	8.3%	10.0%	8.3%	25.0%	21.5%	6.6%	3.8%	2.1%	0.2%	9.3%	7.5%	10.1%	9.8%
Pay medical bills	15.1%	14.8%	15.4%	17.4%	11.7%	13.2%	16.9%	16.8%	17.7%	14.2%	10.5%	11.0%	15.7%	16.5%	15.2%
Purchase appliances	6.9%	8.1%	5.8%	7.1%	7.1%	9.8%	8.1%	4.6%	7.6%	6.5%	5.7%	6.3%	7.2%	7.7%	5.8%
Purchase auto	9.3%	10.2%	8.5%	11.4%	6.0%	14.7%	14.2%	8.4%	8.1%	7.2%	4.3%	9.4%	7.4%	11.2%	8.9%
Purchase clothing / apparel	13.2%	10.9%	15.4%	15.9%	9.4%	19.0%	17.6%	14.7%	11.3%	10.3%	6.9%	12.1%	13.2%	13.6%	13.8%
Purchase electronics	10.9%	13.4%	8.5%	11.7%	9.5%	11.1%	12.2%	15.4%	10.2%	9.6%	6.2%	10.2%	12.5%	9.7%	11.8%
Purchase furniture	7.2%	7.1%	7.3%	8.0%	6.1%	9.0%	9.0%	8.4%	7.4%	6.9%	2.4%	6.9%	9.5%	7.0%	4.9%
Purchase gas	15.0%	14.5%	15.4%	18.2%	10.4%	17.7%	16.5%	15.2%	15.2%	13.4%	12.1%	11.1%	16.5%	13.5%	17.6%
Purchase "me" time (salon / spa)	5.5%	3.4%	7.5%	6.5%	4.1%	10.3%	9.8%	4.8%	4.3%	3.2%	1.5%	4.8%	5.1%	6.8%	5.0%
Purchase necessities (i.e. groceries)	24.6%	19.4%	29.6%	31.2%	14.6%	23.6%	22.2%	26.7%	26.8%	24.4%	23.1%	21.0%	26.1%	23.9%	27.2%
Purchase vacation / travel	11.8%	10.2%	13.3%	10.1%	14.2%	11.5%	8.4%	12.7%	11.7%	14.3%	12.7%	11.4%	11.9%	12.0%	12.0%
Save it	32.6%	31.5%	33.7%	33.2%	30.9%	46.7%	34.7%	32.0%	27.7%	29.3%	28.7%	37.9%	28.2%	34.7%	30.1%
Splurge on impulse purchases	6.6%	7.9%	5.4%	7.4%	5.5%	11.2%	7.8%	7.8%	5.5%	5.0%	2.1%	5.1%	9.5%	5.5%	5.7%
Use toward down payment on house	6.1%	7.3%	5.1%	8.1%	3.1%	13.4%	9.0%	6.8%	4.5%	3.2%	1.1%	7.9%	3.3%	8.4%	5.0%
Other	7.0%	6.7%	7.2%	8.0%	5.3%	3.7%	6.0%	5.3%	11.0%	6.7%	8.0%	7.8%	8.8%	4.5%	7.4%

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

If your tax withholdings are decreased, how will you use the extra money from your paycheck each month? (Check all that apply)

Home improvement project / repair	17.1%	13.0%	21.0%	14.3%	19.7%	7.3%	13.7%	17.2%	19.4%	23.3%	20.2%	17.7%	16.0%	17.3%	16.3%
Invest it	19.7%	22.5%	17.0%	16.1%	22.9%	12.8%	20.3%	20.6%	19.8%	20.8%	22.3%	19.0%	19.1%	21.2%	16.4%
Pay down debt (installment loans)	30.2%	30.6%	29.8%	35.0%	27.1%	23.4%	31.4%	36.7%	36.5%	32.9%	17.0%	22.9%	29.5%	31.4%	32.9%
Pay down credit card	33.1%	29.0%	37.0%	36.2%	31.5%	27.1%	26.7%	41.3%	41.7%	34.7%	24.2%	30.1%	31.5%	31.3%	39.6%
Pay down student loans	8.5%	7.7%	9.2%	10.4%	6.6%	20.9%	12.3%	8.6%	6.9%	2.6%	1.3%	12.5%	10.6%	6.0%	7.4%
Pay medical bills	15.1%	14.1%	16.0%	20.5%	10.7%	10.5%	8.9%	24.0%	15.1%	12.7%	17.0%	11.1%	20.8%	13.1%	13.2%
Purchase appliances	5.1%	5.2%	5.0%	3.7%	6.7%	4.2%	8.8%	3.5%	5.6%	4.2%	3.9%	2.6%	7.4%	5.4%	3.0%
Purchase auto	7.0%	7.1%	6.9%	7.9%	6.6%	5.6%	4.8%	8.2%	9.4%	6.2%	7.2%	4.9%	9.3%	7.0%	5.0%
Purchase clothing / apparel	13.4%	10.8%	15.9%	16.8%	10.5%	19.5%	17.7%	14.3%	12.1%	10.5%	7.2%	13.3%	15.1%	14.5%	10.6%
Purchase electronics	8.2%	9.9%	6.6%	10.3%	6.9%	12.3%	12.2%	8.4%	7.1%	5.2%	4.6%	7.4%	10.3%	8.9%	5.8%
Purchase furniture	5.6%	4.7%	6.4%	5.7%	5.6%	4.0%	8.8%	4.6%	5.2%	6.0%	4.6%	3.3%	9.2%	4.3%	4.5%
Purchase gas	16.7%	15.8%	17.6%	24.1%	10.4%	16.1%	15.6%	19.6%	17.1%	14.9%	16.4%	8.7%	21.4%	17.8%	15.1%
Purchase "me" time (salon / spa)	5.2%	1.6%	8.6%	4.8%	5.8%	8.8%	4.1%	5.6%	7.1%	3.2%	2.6%	5.8%	5.0%	5.0%	4.2%
Purchase necessities (i.e. groceries)	28.4%	25.5%	31.0%	36.4%	22.1%	25.3%	31.3%	31.4%	32.7%	25.5%	21.6%	23.5%	33.0%	26.6%	27.2%
Purchase vacation / travel	13.1%	12.5%	13.6%	10.7%	15.7%	10.2%	9.5%	16.1%	15.1%	11.1%	15.1%	7.7%	16.6%	14.0%	11.1%
Save it	44.9%	39.4%	50.2%	47.9%	43.2%	51.7%	48.5%	40.3%	44.1%	43.2%	43.8%	42.5%	45.2%	44.1%	48.9%

	Adults 18+	Men	Women	Less than \$50K	Greater than \$50K	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Northeast	Midwest	South	West
Splurge on impulse purchases	5.0%	6.3%	3.8%	6.1%	4.2%	4.2%	10.1%	5.9%	3.4%	1.8%	3.9%	7.8%	5.9%	4.0%	3.8%
Use toward down payment on house	7.9%	7.9%	7.9%	8.1%	7.4%	13.8%	15.7%	10.5%	4.1%	2.7%	0.6%	9.9%	8.2%	7.4%	7.5%
Other	8.8%	9.1%	8.6%	11.4%	5.9%	8.8%	12.9%	8.0%	5.2%	7.1%	11.1%	6.9%	6.6%	9.6%	10.7%

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Please check all that apply to you...

My debt is too high	42.9%	42.1%	43.7%	47.7%	37.5%	33.9%	54.9%	52.6%	45.8%	38.9%	26.3%	41.8%	45.9%	40.4%	45.2%
My savings are too low	63.6%	60.8%	66.4%	69.1%	57.4%	61.0%	66.3%	65.9%	70.5%	63.2%	52.8%	63.3%	65.4%	63.3%	62.8%
I live paycheck to paycheck	48.5%	46.2%	50.7%	56.9%	38.5%	41.2%	62.0%	57.6%	55.8%	42.2%	26.4%	41.8%	49.0%	51.9%	49.0%
I'm concerned I will be laid off	13.8%	15.1%	12.5%	13.1%	15.0%	13.5%	15.0%	16.8%	21.4%	11.7%	2.2%	14.4%	14.4%	14.0%	12.8%
I'm concerned I will not receive a raise from my employer to compensate for inflation	17.8%	17.0%	18.6%	16.0%	20.7%	14.8%	22.1%	22.7%	25.6%	14.4%	3.9%	17.8%	19.0%	16.3%	18.9%
I'm concerned about the health of my 401k/IRA/Investments	28.6%	28.0%	29.2%	20.5%	40.0%	11.8%	22.3%	32.8%	34.7%	38.4%	28.2%	29.4%	31.0%	27.0%	28.1%
I'm concerned that the value of my home has declined	26.1%	24.1%	28.0%	20.6%	34.0%	6.6%	15.7%	24.0%	28.8%	39.4%	40.2%	22.1%	29.5%	24.3%	27.8%
Other	10.7%	9.2%	12.2%	12.2%	8.8%	7.3%	10.7%	7.5%	11.5%	11.5%	15.4%	13.1%	10.6%	10.2%	9.4%

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

"The U.S. government is looking out for my financial interests." On a scale of 1 – 5 (with 1 being Strongly Disagree and 5 being Strongly Agree), please indicate to what extent you agree or disagree with this statement.

1 – Strongly Disagree	34.7%	36.2%	33.2%	35.7%	33.4%	20.7%	29.1%	35.7%	38.3%	42.2%	39.6%	33.5%	33.3%	34.2%	37.8%
2 – Disagree	27.3%	24.4%	30.1%	26.3%	29.1%	23.6%	27.9%	27.2%	27.3%	30.8%	26.8%	27.7%	30.3%	25.7%	26.4%
3 – Neutral	29.3%	29.5%	29.2%	29.7%	28.6%	43.4%	31.9%	29.2%	26.9%	20.5%	26.2%	28.5%	28.3%	31.0%	28.5%
4 – Agree	6.1%	6.9%	5.5%	5.5%	6.9%	9.0%	6.6%	6.1%	5.7%	4.8%	5.1%	5.4%	6.3%	6.6%	5.6%
5 – Strongly Agree	2.5%	3.0%	2.1%	2.9%	2.0%	3.2%	4.5%	1.7%	1.9%	1.6%	2.3%	4.9%	1.8%	2.5%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	2.1	2.2	2.1	2.1	2.2	2.5	2.3	2.1	2.1	1.9	2.0	2.2	2.1	2.2	2.1

President-elect Obama's choice for Treasury Secretary, Timothy Geithner, failed to pay \$34,000 in taxes several years ago. Should his mistake prevent him from being confirmed?

Yes, the Treasury Secretary, who oversees the IRS, should know about taxes.	55.9%	55.9%	55.9%	55.5%	56.1%	46.3%	54.4%	55.0%	60.0%	57.3%	60.0%	56.1%	56.1%	55.7%	55.5%
No, the past is the past.	24.0%	26.0%	22.0%	23.3%	25.0%	24.5%	20.7%	23.6%	23.3%	27.4%	25.3%	23.7%	20.3%	26.3%	26.1%
I don't know.	20.1%	18.1%	22.1%	21.1%	18.8%	29.2%	24.9%	21.4%	16.7%	15.3%	14.6%	20.2%	23.7%	18.0%	18.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think members of the Bush Administration should be prosecuted for using waterboarding (a form of torture) on suspected terrorists?

Yes	28.0%	25.6%	30.2%	29.0%	26.8%	33.1%	26.8%	27.5%	27.7%	27.6%	26.3%	30.5%	25.2%	27.0%	31.7%
No	48.7%	57.0%	40.7%	45.9%	52.3%	41.6%	44.1%	46.4%	51.0%	53.4%	54.9%	48.0%	47.8%	50.2%	46.7%
I don't know	23.4%	17.4%	29.1%	25.1%	20.9%	25.3%	29.1%	26.1%	21.3%	19.0%	18.8%	21.5%	26.9%	22.8%	21.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think the period of time between the presidential election (Nov 4th) and presidential inauguration (Jan 20th) is too long?

Yes, it seems nothing ever gets done during that time period	38.2%	37.8%	38.5%	37.8%	38.7%	33.2%	39.2%	39.2%	38.5%	40.4%	37.4%	41.2%	38.5%	36.2%	39.0%
No, the president-elect needs the time to prepare	52.6%	53.2%	52.0%	52.0%	53.6%	48.5%	49.2%	51.7%	54.9%	54.1%	56.3%	48.8%	52.1%	54.1%	52.8%
I don't know	9.3%	9.0%	9.5%	10.2%	7.7%	18.3%	11.6%	9.1%	6.6%	5.5%	6.3%	10.0%	9.4%	9.8%	8.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Cast your vote... Which type of dog should the Obamas choose?

Portuguese water dog	5.3%	6.7%	4.0%	5.3%	5.2%	7.3%	10.5%	4.8%	3.5%	3.3%	2.5%	6.0%	3.9%	5.6%	6.2%
Labradoodle	9.2%	7.3%	11.1%	9.1%	9.6%	12.3%	9.0%	9.0%	9.3%	9.6%	7.1%	8.0%	9.6%	8.7%	10.7%

	Adults 18+	Men	Women	Less than \$50K	Greater than \$50K	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Northeast	Midwest	South	West
I'm more concerned about what Obama's going to do about the Economy than which dog he picks	85.5%	86.1%	84.9%	85.6%	85.2%	80.4%	80.5%	86.2%	87.2%	87.1%	90.5%	85.9%	86.5%	85.7%	83.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did you receive gifts or gift cards this past Holiday season?															
Yes	69.1%	63.2%	74.7%	65.3%	74.6%	69.2%	67.0%	68.8%	66.2%	69.3%	74.9%	71.0%	70.8%	67.6%	67.2%
No	30.9%	36.8%	25.3%	34.7%	25.4%	30.8%	33.0%	31.2%	33.8%	30.7%	25.1%	29.0%	29.2%	32.4%	32.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did you return any holiday gifts this year towards the purchase of a bigger gift that you had to pay additional money to purchase?															
Yes	7.4%	7.7%	7.1%	7.1%	7.6%	12.6%	7.9%	6.6%	7.0%	5.5%	5.9%	7.4%	7.2%	8.3%	5.5%
No	92.6%	92.3%	92.9%	92.9%	92.4%	87.4%	92.1%	93.4%	93.0%	94.5%	94.1%	92.6%	92.8%	91.7%	94.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
What types of gifts did you return this Holiday season? (Check all that apply)															
Apparel	14.3%	13.0%	15.4%	12.1%	16.8%	16.9%	14.2%	16.3%	13.6%	13.1%	11.7%	16.2%	15.4%	14.5%	10.0%
Appliances	2.0%	2.2%	1.8%	1.7%	2.4%	3.4%	1.3%	3.6%	1.6%	1.3%	1.0%	1.2%	2.0%	3.0%	1.1%
Beauty Care/Cosmetics	2.6%	1.5%	3.7%	2.6%	2.5%	5.9%	3.7%	2.7%	1.1%	1.8%	1.3%	2.2%	1.9%	2.5%	3.7%
Electronics	5.8%	7.5%	4.2%	5.2%	6.5%	11.3%	4.2%	6.3%	5.8%	5.4%	3.0%	5.7%	4.5%	7.2%	5.4%
Home Decor	2.1%	1.8%	2.4%	1.6%	2.6%	3.4%	3.2%	2.0%	1.5%	1.4%	1.5%	2.0%	1.5%	2.9%	2.0%
Home Improvement Items	1.4%	2.2%	0.6%	0.8%	1.9%	1.4%	1.9%	1.1%	1.1%	1.2%	1.4%	0.3%	1.1%	1.5%	2.0%
Jewelry/Watches	3.3%	3.3%	3.3%	2.9%	4.0%	6.2%	2.9%	4.4%	2.4%	2.4%	2.2%	4.7%	1.9%	3.7%	3.0%
Shoes	3.4%	5.0%	1.9%	3.4%	3.6%	7.5%	6.8%	2.9%	1.3%	2.1%	0.7%	3.8%	1.1%	4.7%	3.7%
Sporting Goods	1.2%	2.0%	0.4%	1.6%	0.7%	4.1%	0.0%	0.9%	0.9%	1.6%	0.4%	0.5%	0.3%	2.2%	0.9%
I didn't return anything	66.8%	66.6%	67.0%	69.2%	65.4%	57.4%	68.2%	64.8%	67.7%	70.8%	70.4%	68.6%	69.5%	63.9%	68.9%
Other	4.6%	4.6%	4.5%	5.2%	4.2%	2.4%	6.9%	4.5%	5.3%	3.2%	4.3%	5.2%	3.5%	4.1%	6.0%

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Have you auctioned off your Holiday gift cards for cash?															
Yes	3.2%	5.4%	1.2%	3.4%	2.7%	7.5%	7.7%	1.6%	2.2%	0.5%	0.6%	4.8%	0.6%	4.9%	2.1%
No	80.4%	79.9%	80.9%	77.4%	84.4%	77.1%	81.0%	82.4%	83.1%	81.5%	76.1%	82.7%	84.1%	75.7%	82.2%
I didn't receive any gift cards this year	16.3%	14.7%	17.9%	19.3%	12.9%	15.4%	11.4%	16.0%	14.6%	18.0%	23.4%	12.4%	15.3%	19.4%	15.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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