


American Pulse™ Survey #2 (9.4.07)

	All 18+	Males	Females	18-34	35-54	55+
Do you believe there is an imbalance between what men & women are paid?						
Yes, men seem to get paid more	66.6%	53.4%	79.2%	51.8%	69.1%	78.8%
I don't see any difference	26.8%	34.7%	19.4%	38.4%	25.0%	17.1%
No, it seems like women get all the advantages	6.6%	11.9%	1.5%	9.7%	5.9%	4.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Who is more trustworthy?						
The President	14.2%	15.8%	12.7%	11.7%	12.8%	18.6%
Members of Congress	2.6%	2.6%	2.6%	2.8%	2.8%	2.2%
Members of Senate	2.2%	2.5%	2.0%	2.3%	1.1%	3.6%
The Media	4.4%	4.7%	4.2%	5.0%	3.8%	4.7%
Bloggers	5.8%	5.4%	6.3%	8.5%	6.1%	2.8%
I don't trust any of the above	70.7%	69.0%	72.3%	69.7%	73.4%	68.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If the right presidential candidate came along, would you vote for any of the following? (check all that apply)						
Female	71.8%	65.5%	77.8%	71.7%	71.1%	72.7%
African American	63.2%	60.4%	65.8%	62.7%	62.6%	64.4%
Hispanic	48.2%	49.6%	46.8%	50.2%	47.7%	46.7%
Asian	43.9%	46.6%	41.3%	50.6%	42.9%	38.1%
Indian	39.8%	40.7%	39.0%	43.2%	40.1%	36.0%
Native American	55.0%	54.4%	55.6%	52.1%	56.0%	56.8%
Gay	37.2%	34.0%	40.1%	45.3%	37.2%	28.7%
Younger (under 40 years old)	54.5%	55.9%	53.2%	64.4%	55.2%	43.4%
Other	9.8%	10.0%	9.6%	7.8%	10.6%	10.8%

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

American Pulse™ Survey #2 (9.4.07)

	All 18+	Males	Females	18-34	35-54	55+
Do you think Social Security will be around when you retire?						
Yes	41.1%	45.0%	37.5%	19.5%	28.1%	80.3%
No	37.8%	37.4%	38.1%	63.7%	40.2%	7.9%
I don't know	21.1%	17.6%	24.4%	16.7%	31.8%	11.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Who is the best celebrity role model for children? TOP 10

Oprah	4.9%	2.4%	7.3%	3.9%	6.0%	4.8%
Bill Cosby	3.6%	4.4%	2.9%	1.8%	4.3%	4.6%
Hannah Montana/Miley Cyrus	3.3%	1.3%	5.3%	3.8%	3.8%	2.3%
Angelina Jolie	3.3%	3.0%	3.7%	5.9%	3.3%	0.7%
Tiger Woods	3.0%	4.0%	2.0%	2.4%	2.8%	3.8%
Mister Rogers	2.8%	2.9%	2.7%	1.0%	3.4%	4.0%
Parents	2.7%	2.7%	2.7%	1.5%	3.6%	2.8%
Hilary Duff	1.8%	1.4%	2.3%	3.2%	1.9%	0.4%
Jesus Christ	1.8%	2.0%	1.7%	1.5%	1.6%	2.4%
Will Smith	1.8%	2.5%	1.2%	3.3%	1.8%	0.3%

Who do you take your fashion cues from? (check all that apply)

Magazines	17.5%	10.9%	23.7%	25.1%	14.0%	14.0%
TV	15.1%	12.0%	18.0%	22.7%	13.0%	9.8%
Runway Fashion Shows	3.1%	2.3%	3.7%	5.2%	2.7%	1.3%
Celebrities	8.0%	5.8%	10.0%	16.4%	5.6%	2.3%
Friends & family	22.0%	18.6%	25.3%	32.9%	18.3%	15.5%
Store windows	16.5%	9.5%	23.2%	22.9%	14.5%	12.5%
Sales & promotions	18.9%	11.3%	26.1%	24.4%	16.0%	17.1%
Whatever is the cheapest	11.7%	9.9%	13.4%	18.2%	8.7%	8.9%
Entertainment / fashion television shows	8.0%	5.5%	10.5%	12.8%	7.2%	4.2%
Tabloids	1.9%	1.6%	2.2%	4.1%	1.4%	0.4%
I don't worry about fashion	62.2%	70.1%	54.8%	46.1%	69.3%	69.9%

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

Does "God" belong on the dollar bill?

Yes	73.2%	71.4%	74.9%	65.5%	73.9%	80.2%
No	26.8%	28.6%	25.1%	34.5%	26.1%	19.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

American Pulse™ Survey #2 (9.4.07)

	All 18+	Males	Females	18-34	35-54	55+
Have you ever engaged in petty theft?						
Yes	23.5%	31.9%	15.6%	26.4%	22.7%	21.5%
No	76.5%	68.1%	84.4%	73.6%	77.3%	78.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think defense lawyers hurt the prosecution of criminals?						
Yes	52.7%	52.7%	52.8%	45.2%	55.1%	57.6%
No	47.3%	47.3%	47.2%	54.8%	44.9%	42.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you believe there are problems with the U.S. healthcare system?						
Yes	93.0%	90.0%	95.8%	89.1%	95.4%	94.0%
No	7.0%	10.0%	4.2%	10.9%	4.6%	6.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Which medical professional do you find easiest to talk to?						
Doctor	46.4%	46.3%	46.5%	43.0%	43.0%	54.3%
Dentist	10.9%	13.0%	8.9%	11.8%	11.7%	9.1%
Pharmacist	16.2%	16.8%	15.5%	14.4%	18.2%	15.4%
Nurse	26.5%	23.9%	29.0%	30.8%	27.2%	21.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you buy organic foods?						
Yes, I only buy organic foods	2.2%	2.4%	2.1%	3.3%	2.0%	1.5%
I sometimes buy certain types of organic foods (produce, juice, etc.)	27.7%	26.2%	29.1%	27.9%	27.2%	28.1%
I sometimes buy organic foods when they are on sale	21.5%	21.5%	21.4%	24.2%	20.9%	19.4%
No, I don't think they are better than regular foods	23.4%	26.4%	20.5%	19.9%	21.8%	29.0%
No, they are too expensive	25.2%	23.4%	26.9%	24.7%	28.0%	22.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In light of recent Midwest flooding and hurricanes in the Gulf region, do you feel your homeowner's insurance coverage is adequate?						
Yes	45.1%	48.5%	41.8%	36.1%	45.1%	54.4%
No	26.6%	25.3%	27.8%	26.1%	27.3%	26.1%
I don't know	28.3%	26.2%	30.4%	37.7%	27.6%	19.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

American Pulse™ Survey #2 (9.4.07)

	All 18+	Males	Females	18-34	35-54	55+
With Michael Vick's recent guilty plea to a federal dog-fighting conspiracy charge, should he ever be allowed to play in the NFL again?						
Yes	19.2%	24.9%	13.7%	24.0%	19.5%	13.7%
No	58.0%	53.1%	62.7%	49.8%	59.1%	65.1%
I don't care	22.8%	21.9%	23.6%	26.1%	21.4%	21.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Disclaimer of Warranties:

BIGresearch makes no warranties, either expressed or implied, concerning: data gathered or obtained by BIGresearch from any source; the present or future methodology employed in producing BIGresearch statistics; or the BIGresearch data and estimates represent only the opinion of BIGresearch and reliance thereon and use thereof shall be at the user's own risk.