



Source: BIGresearch, American Pulse-APR 09
N=4023

| | Adults 18+ | Male | Female | <\$50K | \$50K + | 18-34 | 35-54 | 55+ |
|---|------------|-------|--------|--------|---------|-------|-------|-------|
| The U.S. Post Office is running out of money. What would you propose to help the ailing agency? (Check all that apply) | | | | | | | | |
| Cut back delivery schedule | 47.8% | 43.4% | 52.0% | 45.2% | 53.3% | 38.7% | 50.3% | 53.7% |
| Government bailout | 17.0% | 16.3% | 17.7% | 21.0% | 13.0% | 26.0% | 14.9% | 10.7% |
| Increase postage | 24.6% | 30.5% | 19.0% | 23.0% | 26.9% | 29.1% | 24.1% | 20.7% |
| Layoff employees | 21.6% | 26.1% | 17.2% | 20.5% | 23.9% | 17.9% | 24.5% | 21.6% |
| Close small and rural post offices | 23.3% | 24.3% | 22.3% | 21.0% | 26.7% | 20.0% | 24.3% | 25.2% |
| Other | 12.7% | 14.2% | 11.3% | 13.6% | 11.8% | 7.7% | 13.3% | 16.8% |

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

| | Adults 18+ | Male | Female | <\$50K | \$50K + | 18-34 | 35-54 | 55+ |
|---|------------|-------|--------|--------|---------|-------|-------|-------|
| As a way of coping with the current economic environment, are you doing any of the following? (Check all that apply) | | | | | | | | |
| Using credit cards more for purchasing food, clothing, etc. | 15.2% | 15.9% | 14.5% | 17.0% | 13.7% | 14.9% | 15.7% | 14.9% |
| Paying down debt on loans/credit cards | 34.0% | 33.0% | 34.9% | 31.1% | 39.3% | 24.9% | 37.8% | 38.2% |
| Deferring purchases of clothing | 42.8% | 36.9% | 48.4% | 46.6% | 40.0% | 37.4% | 44.6% | 45.8% |
| Deferring purchases of electronics | 42.4% | 41.1% | 43.5% | 45.8% | 39.9% | 35.0% | 45.4% | 46.0% |
| Deferring automobile purchases | 36.4% | 37.2% | 35.6% | 38.6% | 35.6% | 28.4% | 37.9% | 42.5% |
| Driving less | 48.2% | 45.7% | 50.5% | 52.1% | 45.6% | 37.7% | 51.4% | 54.7% |
| Dining out less | 58.6% | 51.5% | 65.4% | 62.0% | 57.0% | 47.5% | 65.3% | 61.3% |
| Attending fewer movies, plays, etc. | 45.5% | 42.9% | 48.1% | 49.7% | 42.5% | 42.1% | 48.8% | 44.9% |
| Buying fewer designer clothing products | 30.6% | 27.7% | 33.4% | 32.0% | 30.4% | 27.7% | 31.0% | 33.0% |
| Carpooling to work | 5.5% | 5.7% | 5.2% | 6.3% | 4.6% | 10.5% | 4.1% | 2.2% |
| Buying a smaller car | 6.1% | 6.6% | 5.6% | 6.8% | 5.3% | 5.5% | 5.7% | 7.1% |
| Eating at fast food restaurants more often in place of sit down restaurants | 19.3% | 19.0% | 19.5% | 22.0% | 16.9% | 20.6% | 19.1% | 18.1% |
| Shopping discount stores more and department stores less | 41.4% | 33.0% | 49.4% | 44.8% | 38.9% | 32.7% | 44.2% | 46.6% |
| Cutting back on vacation budget/expenditures | 46.4% | 43.3% | 49.3% | 46.7% | 48.4% | 38.4% | 50.7% | 49.0% |
| Other | 7.2% | 6.3% | 8.0% | 7.6% | 6.7% | 4.3% | 7.4% | 9.8% |

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

| | Adults 18+ | Male | Female | <\$50K | \$50K + | 18-34 | 35-54 | 55+ |
|--|------------|--------|--------|--------|---------|--------|--------|--------|
| On a scale of 1-5, with 1 being "Not at All" and 5 being "Very Much", how much are the following impacting your budget? | | | | | | | | |
| Price of gas | | | | | | | | |
| 1 - Not at all | 9.2% | 10.1% | 8.2% | 9.1% | 9.0% | 11.7% | 8.0% | 8.1% |
| 2 - Not really | 15.4% | 16.2% | 14.7% | 12.3% | 19.6% | 14.3% | 15.6% | 16.3% |
| 3 - Undecided | 10.0% | 11.4% | 8.7% | 10.9% | 8.4% | 15.3% | 9.3% | 5.7% |
| 4 - Somewhat | 35.0% | 34.6% | 35.5% | 33.8% | 37.0% | 30.1% | 34.9% | 40.1% |
| 5 - Very much | 30.3% | 27.6% | 32.9% | 34.0% | 26.0% | 28.6% | 32.1% | 29.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Average | 3.6 | 3.5 | 3.7 | 3.7 | 3.5 | 3.5 | 3.7 | 3.7 |
| Price of groceries | | | | | | | | |
| 1 - Not at all | 4.3% | 5.4% | 3.4% | 3.3% | 5.3% | 6.8% | 3.0% | 3.6% |
| 2 - Not really | 10.4% | 11.9% | 8.9% | 8.0% | 13.5% | 11.4% | 9.0% | 11.0% |
| 3 - Undecided | 9.4% | 11.6% | 7.2% | 8.4% | 10.0% | 13.2% | 8.7% | 6.4% |
| 4 - Somewhat | 35.3% | 36.8% | 33.8% | 33.1% | 38.2% | 35.5% | 33.4% | 37.3% |
| 5 - Very much | 40.7% | 34.3% | 46.7% | 47.3% | 33.0% | 33.1% | 45.9% | 41.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Average | 4.0 | 3.8 | 4.1 | 4.1 | 3.8 | 3.8 | 4.1 | 4.0 |
| Taxes | | | | | | | | |
| 1 - Not at all | 6.0% | 7.3% | 4.7% | 5.2% | 6.6% | 8.0% | 4.6% | 5.6% |
| 2 - Not really | 10.7% | 10.9% | 10.5% | 10.1% | 11.5% | 10.4% | 10.9% | 10.8% |
| 3 - Undecided | 14.5% | 16.4% | 12.6% | 15.9% | 12.1% | 19.5% | 14.1% | 9.9% |
| 4 - Somewhat | 29.6% | 28.6% | 30.5% | 28.4% | 31.4% | 33.4% | 27.2% | 28.7% |
| 5 - Very much | 39.3% | 36.8% | 41.7% | 40.3% | 38.4% | 28.7% | 43.2% | 45.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Average | 3.9 | 3.8 | 3.9 | 3.9 | 3.8 | 3.6 | 3.9 | 4.0 |
| Cost of heating/cooling home | | | | | | | | |
| 1 - Not at all | 6.4% | 7.6% | 5.3% | 5.5% | 7.2% | 9.9% | 5.0% | 4.7% |
| 2 - Not really | 9.4% | 9.3% | 9.5% | 8.1% | 11.0% | 10.9% | 8.2% | 9.3% |
| 3 - Undecided | 12.8% | 16.0% | 9.7% | 11.9% | 13.3% | 19.9% | 12.3% | 6.4% |
| 4 - Somewhat | 29.3% | 30.7% | 27.9% | 26.3% | 33.1% | 27.6% | 29.2% | 31.0% |
| 5 - Very much | 42.2% | 36.4% | 47.6% | 48.2% | 35.5% | 31.7% | 45.4% | 48.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Average | 3.9 | 3.8 | 4.0 | 4.0 | 3.8 | 3.6 | 4.0 | 4.1 |
| In light of the current economic situation, do you haggle for a better price on products (other than a car, house)? | | | | | | | | |
| Yes | 45.1% | 45.0% | 45.3% | 45.9% | 45.7% | 45.7% | 47.0% | 42.3% |
| No | 54.9% | 55.0% | 54.7% | 54.1% | 54.3% | 54.3% | 53.0% | 57.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | Adults 18+ | Male | Female | <\$50K | \$50K + | 18-34 | 35-54 | 55+ |
|---|------------|-------|--------|--------|---------|-------|-------|-------|
| What product categories have you haggled for? (Check all that apply) | | | | | | | | |
| Apparel | 11.7% | 10.0% | 13.3% | 12.5% | 11.3% | 14.1% | 12.5% | 8.3% |
| Appliances | 11.7% | 12.6% | 10.8% | 11.1% | 13.0% | 10.1% | 11.5% | 13.5% |
| Beauty Care/Cosmetics | 6.2% | 4.5% | 7.8% | 7.2% | 5.3% | 9.7% | 5.7% | 3.4% |
| Electronics | 14.8% | 19.0% | 10.7% | 14.8% | 15.7% | 19.0% | 14.1% | 11.4% |
| Food/Groceries | 13.0% | 11.8% | 14.2% | 16.5% | 9.2% | 15.0% | 14.0% | 9.8% |
| Furniture | 10.3% | 10.5% | 10.0% | 9.2% | 12.2% | 9.4% | 11.8% | 9.2% |
| Home Decor | 5.3% | 5.5% | 5.1% | 5.2% | 5.8% | 7.2% | 4.6% | 4.3% |
| Home Improvement Items | 9.5% | 10.4% | 8.7% | 9.5% | 10.1% | 8.6% | 9.1% | 11.1% |
| Jewelry/Watches | 5.5% | 6.0% | 5.0% | 5.1% | 6.3% | 7.5% | 5.2% | 3.8% |
| Shoes | 8.8% | 10.0% | 7.7% | 10.6% | 7.0% | 13.2% | 9.0% | 4.2% |
| Sporting Goods | 3.9% | 5.6% | 2.2% | 3.7% | 4.2% | 5.8% | 3.8% | 2.0% |
| Tires/Batteries/Auto Repair | 13.6% | 15.3% | 12.0% | 13.8% | 14.1% | 10.6% | 14.7% | 15.3% |
| Other | 3.7% | 3.2% | 4.1% | 3.8% | 3.6% | 1.5% | 4.6% | 4.6% |

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

On a scale of 1-5, with 1 being “Not at All” and 5 being “Very Much,” how much has the economy impacted your vacation travel budget for the next 12 months?

| | | | | | | | | |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1 – Not at all | 15.4% | 17.3% | 13.6% | 15.7% | 14.9% | 15.2% | 13.5% | 18.0% |
| 2 – Not really | 9.9% | 9.6% | 10.2% | 8.8% | 11.2% | 9.3% | 8.7% | 12.0% |
| 3 – Undecided | 16.0% | 17.3% | 14.7% | 16.0% | 15.6% | 22.3% | 14.7% | 11.2% |
| 4 – Somewhat | 22.2% | 21.1% | 23.2% | 18.3% | 27.3% | 22.2% | 21.8% | 22.8% |
| 5 – Very much | 36.5% | 34.6% | 38.3% | 41.1% | 31.0% | 31.1% | 41.3% | 36.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Average | 3.5 | 3.5 | 3.6 | 3.6 | 3.5 | 3.4 | 3.7 | 3.5 |

As a way of coping with the current economic environment, are you making any of the following changes to your vacation travel behaviors? (Check all that apply)

| | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|
| Cutting back on the total number of overnight stays at a hotel during vacation travel | 30.5% | 31.7% | 29.5% | 29.1% | 34.1% | 28.8% | 32.3% | 30.1% |
| Cutting back on the quality of the hotel for overnight stays during vacation travel | 20.4% | 23.2% | 17.7% | 20.2% | 21.9% | 19.9% | 21.9% | 19.0% |
| Traveling in coach vs. business or first class during vacation travel | 11.6% | 14.2% | 9.2% | 11.4% | 12.5% | 15.6% | 9.8% | 9.8% |
| Cutting back on international travel for vacation trips | 16.4% | 19.6% | 13.3% | 15.6% | 18.3% | 19.9% | 13.7% | 16.2% |
| Looking for more vacation travel options within the local area that do not require air travel | 27.4% | 26.8% | 27.9% | 25.5% | 30.9% | 24.4% | 28.7% | 28.7% |
| Using frequent traveler or other rewards more often to decrease cost of travel | 12.4% | 14.1% | 10.8% | 11.0% | 14.9% | 13.2% | 11.1% | 13.2% |

| | Adults 18+ | Male | Female | <\$50K | \$50K + | 18-34 | 35-54 | 55+ |
|---|------------|-------|--------|--------|---------|-------|-------|-------|
| Haggling for lower prices on hotel rooms | 18.0% | 20.9% | 15.1% | 17.0% | 20.1% | 19.2% | 17.0% | 17.9% |
| Haggling for more benefits in hotel packages for vacation stays | 12.3% | 14.7% | 10.0% | 11.7% | 13.6% | 15.2% | 11.8% | 10.0% |
| Looking for more all inclusive hotel options | 14.3% | 15.2% | 13.5% | 13.5% | 16.1% | 15.5% | 13.7% | 13.9% |
| Other | 24.1% | 20.3% | 27.7% | 30.3% | 17.3% | 17.2% | 26.2% | 28.5% |

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

What's more important to you when it comes to the vehicle you drive?

| | | | | | | | | |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Fuel efficiency/affordability | 56.2% | 60.3% | 52.2% | 61.0% | 50.8% | 56.5% | 57.8% | 53.9% |
| Safety | 43.8% | 39.7% | 47.8% | 39.0% | 49.2% | 43.5% | 42.2% | 46.1% |
| 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 Concerned" and 5 being "Very Concerned," how concerned are you about the threat of "cyber terrorism" in light of recent reports of spies infiltrating the U.S. power grid?

| | | | | | | | | |
|--------------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1 – Not at All Concerned | 6.3% | 7.9% | 4.9% | 7.5% | 4.7% | 12.1% | 4.3% | 3.0% |
| 2 – Not Very Concerned | 11.5% | 13.6% | 9.4% | 10.1% | 13.1% | 14.9% | 10.3% | 9.5% |
| 3 – Neutral | 21.1% | 19.3% | 22.8% | 23.3% | 18.0% | 25.8% | 23.1% | 14.0% |
| 4 – Somewhat Concerned | 37.4% | 36.7% | 38.0% | 34.6% | 41.3% | 32.7% | 38.1% | 41.2% |
| 5 – Very Concerned | 23.7% | 22.5% | 24.9% | 24.4% | 22.9% | 14.4% | 24.2% | 32.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Average | 3.6 | 3.5 | 3.7 | 3.6 | 3.6 | 3.2 | 3.7 | 3.9 |

On a scale of 1-5, with 1 being 'Don't see anything special' and 5 being 'She's the epitome of style,' rate Michelle Obama's sense of style...

| | | | | | | | | |
|--------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1 – Don't see anything special | 29.3% | 32.4% | 26.4% | 29.7% | 29.1% | 25.1% | 29.2% | 33.6% |
| 2 | 3.9% | 4.3% | 3.6% | 3.6% | 4.4% | 5.8% | 3.1% | 3.1% |
| 3 – Average | 36.4% | 37.2% | 35.7% | 37.9% | 34.2% | 40.8% | 36.7% | 31.7% |
| 4 | 20.8% | 18.4% | 23.1% | 19.0% | 23.3% | 20.6% | 20.6% | 21.3% |
| 5 – She's the epitome of style | 9.5% | 7.7% | 11.2% | 9.9% | 9.1% | 7.6% | 10.4% | 10.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Average | 2.8 | 2.6 | 2.9 | 2.8 | 2.8 | 2.8 | 2.8 | 2.7 |

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