



Source: BIGresearch, American Pulse-JUN 09
N=4034

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republicans	Democrats	Independents
How do you feel about international companies buying American brands such as Chrysler, Hummer and Anheuser-Busch?											
I worry it will take too many jobs overseas	42.3%	36.5%	47.9%	43.5%	43.0%	40.4%	44.5%	39.6%	40.4%	43.9%	41.8%
I think it's eroding traditional American landscape	32.8%	36.5%	29.3%	27.8%	32.7%	37.9%	32.0%	33.9%	43.6%	25.1%	35.0%
I think it's good because it is keeping these brands alive	24.9%	27.0%	22.8%	28.7%	24.3%	21.8%	23.5%	26.5%	15.9%	31.1%	23.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you make a conscious effort to 'Buy American'?											
Yes	57.2%	54.2%	60.0%	37.6%	61.1%	71.9%	58.0%	56.7%	65.5%	57.5%	57.3%
No	32.3%	36.3%	28.5%	45.7%	29.9%	21.9%	29.8%	35.0%	28.1%	32.0%	33.4%
I don't know	10.5%	9.5%	11.5%	16.7%	9.0%	6.2%	12.1%	8.3%	6.4%	10.5%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
With all the bailouts and buyouts, do you think it's harder now to 'Buy American'?											
Yes	64.8%	65.3%	64.2%	53.2%	66.3%	74.4%	62.8%	67.6%	74.1%	60.3%	70.7%
No	17.1%	19.8%	14.6%	22.9%	15.9%	12.9%	17.4%	16.8%	12.5%	20.4%	14.3%
I don't know	18.1%	14.8%	21.2%	24.0%	17.7%	12.7%	19.8%	15.6%	13.4%	19.3%	15.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Of those with a preference...											
What is your favorite American brand? (Top 10)											
Ford	19.8%	20.7%	18.8%	20.5%	18.8%	20.5%	20.8%	18.6%	22.9%	18.6%	16.9%
Chevrolet	9.0%	8.7%	9.3%	10.1%	9.8%	7.2%	10.2%	7.5%	11.2%	7.4%	6.4%
Coke	4.7%	5.5%	3.8%	5.0%	4.9%	4.3%	4.4%	5.1%	5.8%	4.5%	4.9%
Levi Strauss	4.0%	3.6%	4.4%	1.9%	6.7%	2.5%	3.2%	4.9%	4.7%	5.0%	3.1%
General Mills	3.7%	3.5%	3.9%	1.6%	2.5%	6.7%	3.6%	3.9%	4.8%	3.4%	3.9%
Kraft	2.1%	1.6%	2.7%	1.2%	1.7%	3.2%	2.0%	2.1%	1.7%	2.6%	1.9%
General Motors	2.0%	2.4%	1.5%	1.8%	1.3%	2.9%	2.1%	1.9%	2.1%	2.1%	2.4%
Apple	1.8%	2.4%	1.2%	3.2%	1.8%	0.8%	1.2%	2.6%	1.1%	2.1%	2.0%
Harley Davidson	1.8%	2.4%	1.1%	0.9%	2.8%	1.2%	1.4%	2.3%	1.4%	2.0%	1.0%
General Electric	1.7%	1.4%	2.0%	1.9%	1.5%	1.8%	1.5%	1.9%	1.2%	1.9%	2.0%
No Preference	33.5%	28.4%	38.3%	43.8%	30.4%	27.1%	35.0%	29.9%	27.3%	34.3%	30.2%

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republicans	Democrats	Independents
On a scale of 1-5, with 1 being 'Not at All Concerned' and 5 being 'Very Concerned,' how concerned are you about the situation with North Korea's nuclear testing?											
1 - Not at All Concerned	3.8%	5.4%	2.2%	6.6%	3.5%	1.1%	4.1%	3.3%	2.1%	4.2%	3.3%
2 - Not Very Concerned	4.2%	5.2%	3.2%	6.1%	3.7%	3.0%	4.3%	4.1%	3.7%	4.2%	4.3%
3 - Neutral	16.4%	15.0%	17.6%	25.9%	17.0%	6.1%	18.2%	14.0%	9.9%	15.7%	15.4%
4 - Somewhat Concerned	35.9%	37.4%	34.5%	33.3%	36.8%	37.5%	34.4%	37.9%	36.0%	39.4%	35.0%
5 - Very Concerned	39.8%	37.0%	42.4%	28.1%	39.0%	52.2%	39.1%	40.7%	48.3%	36.5%	42.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	4.0	4.0	4.1	3.7	4.0	4.4	4.0	4.1	4.2	4.0	4.1

Do you think it's appropriate for President Obama to have given an executive order to comedian Stephen Colbert to cut his hair?

Yeah, it's all in good fun	37.7%	40.2%	35.4%	43.5%	36.1%	34.1%	35.4%	40.6%	17.8%	55.5%	40.2%
I think he has more serious problems to focus on	48.8%	46.4%	51.0%	42.9%	51.1%	51.8%	49.9%	47.5%	62.0%	37.4%	45.7%
That's just tacky	13.5%	13.3%	13.6%	13.5%	12.9%	14.1%	14.7%	11.9%	20.2%	7.0%	14.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What is your reaction when you hear that President Obama uses a teleprompter for all his speaking

make mistakes	49.1%	47.6%	50.6%	45.3%	48.8%	53.3%	47.3%	51.4%	29.4%	69.0%	48.1%
It makes me wonder if he is speaking from his head and his heart	38.3%	41.4%	35.3%	39.7%	37.7%	37.6%	37.7%	39.0%	61.5%	20.7%	40.9%
I don't know	12.6%	11.0%	14.1%	14.9%	13.5%	9.1%	15.0%	9.6%	9.1%	10.3%	11.0%
Total	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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