



Source: BIGresearch, American Pulse Survey, OCT-09, #2
 N=5,015
 Margin of Error=+/- 1.4%

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republican	Democrat	Independent
Which is the #1 issue you think the President and Congress should be focusing their attention on?											
Afghanistan	5.0%	5.2%	4.8%	2.5%	5.0%	7.5%	4.9%	5.4%	7.0%	4.8%	5.3%
Climate	1.5%	1.6%	1.3%	2.4%	1.2%	0.9%	1.5%	1.5%	0.3%	2.3%	2.0%
Economy	55.5%	57.7%	53.4%	62.3%	57.7%	46.0%	54.0%	57.9%	57.6%	53.9%	54.1%
Healthcare reform	18.3%	15.6%	20.9%	16.5%	16.7%	22.2%	18.9%	16.6%	7.9%	25.9%	19.6%
Iraq	1.9%	1.4%	2.5%	3.2%	1.6%	1.1%	2.3%	1.4%	2.3%	2.3%	1.2%
Social Security	5.8%	5.4%	6.1%	3.1%	4.9%	9.5%	6.9%	4.3%	7.0%	5.2%	5.6%
Terrorism	6.4%	6.6%	6.2%	5.2%	5.9%	8.2%	6.5%	6.4%	11.1%	3.6%	7.0%
Other	5.6%	6.5%	4.8%	4.8%	7.1%	4.7%	5.2%	6.5%	6.8%	2.0%	5.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The Congressional Budget Office said the fiscal year end debt for the U.S. was \$1.5 trillion. Do you think the Government is spending too much?

Yes	81.9%	80.4%	83.4%	77.5%	83.5%	84.4%	81.4%	83.5%	92.5%	71.2%	85.6%
No	18.1%	19.6%	16.6%	22.5%	16.5%	15.6%	18.6%	16.5%	7.5%	28.8%	14.4%
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 think the high level of Government spending may be sacrificing future economic growth?

Yes	76.9%	79.8%	74.1%	75.6%	76.2%	79.1%	76.2%	77.7%	89.0%	67.2%	80.5%
No	5.0%	6.1%	3.9%	5.7%	4.7%	4.5%	4.3%	5.7%	2.3%	9.6%	3.7%
I don't know	18.2%	14.1%	22.0%	18.8%	19.1%	16.4%	19.5%	16.6%	8.8%	23.2%	15.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Regarding Government spending, which of the following best describes your feelings?

Angry, debt is bad	30.7%	33.1%	28.5%	30.9%	32.2%	28.8%	28.9%	33.1%	45.8%	20.2%	30.1%
Happy, debt is good if it helps people	6.2%	8.4%	4.0%	7.5%	5.7%	5.3%	5.8%	6.2%	2.6%	10.0%	6.7%
Powerless, no one in Government seems to care	37.8%	36.8%	38.7%	34.6%	36.9%	42.0%	38.4%	37.0%	40.9%	34.8%	43.6%
Empowered, the more Government does, the better it is for everyone	6.1%	5.0%	7.1%	3.9%	6.0%	8.2%	6.0%	6.4%	1.6%	13.3%	4.2%
Unsure	19.3%	16.8%	21.7%	23.0%	19.2%	15.8%	20.9%	17.4%	9.1%	21.7%	15.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Are you spending less during the current recession?

Yes	78.6%	74.9%	82.2%	75.1%	81.4%	78.7%	82.4%	73.7%	80.4%	77.3%	79.6%
No	21.4%	25.1%	17.8%	24.9%	18.6%	21.3%	17.6%	26.3%	19.6%	22.7%	20.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republican	Democrat	Independent
Of those spending less durring the current recession...											
Since you are spending less, what are you doing with the money?											
Saving it	34.3%	36.1%	32.7%	41.3%	28.9%	34.2%	31.9%	37.8%	33.3%	32.6%	38.0%
Investing it	4.2%	6.1%	2.4%	5.7%	3.3%	3.7%	4.1%	4.5%	6.0%	3.1%	4.4%
Paying off debt	61.5%	57.8%	65.0%	53.0%	67.8%	62.1%	64.0%	57.7%	60.7%	64.4%	57.5%
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 think the proposed healthcare legislation would raise the cost of typical healthcare policies?											
Yes	49.8%	52.1%	47.7%	39.4%	51.1%	58.7%	46.2%	55.8%	75.7%	30.8%	54.6%
No	20.0%	22.7%	17.4%	24.0%	17.9%	18.5%	21.0%	17.2%	7.8%	34.4%	18.1%
I don't know	30.2%	25.2%	34.9%	36.6%	31.0%	22.8%	32.8%	27.0%	16.5%	34.8%	27.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Are you more, same or less worried about the H1N1 Virus (Swine Flu) today versus last April (when it was first identified)?											
More	21.4%	18.3%	24.4%	21.8%	23.0%	19.1%	22.2%	20.8%	17.9%	25.3%	23.2%
Same	61.1%	62.3%	60.1%	59.7%	60.8%	63.0%	60.1%	62.1%	63.0%	60.1%	58.7%
Less	17.4%	19.4%	15.5%	18.5%	16.2%	17.9%	17.7%	17.1%	19.1%	14.6%	18.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you get the H1N1 Virus (Swine Flu) vaccine if it becomes available to you?											
Yes	29.2%	29.6%	28.9%	24.4%	24.5%	39.8%	28.6%	30.4%	26.9%	36.2%	28.8%
No	44.5%	46.0%	43.2%	49.9%	47.5%	35.6%	44.1%	44.7%	49.9%	38.5%	45.1%
I don't know	26.2%	24.4%	28.0%	25.7%	28.0%	24.6%	27.3%	24.8%	23.2%	25.3%	26.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Given Jimmy Carter's Nobel Peace Prize for his efforts to find peaceful solutions to international conflicts, ... do you think the Norwegian Nobel Committee is using the prize as a political tool to influence American politics?											
Yes	46.3%	51.2%	41.6%	41.6%	44.3%	53.3%	42.2%	52.5%	69.4%	30.4%	50.5%
No	24.6%	26.2%	23.1%	24.7%	24.6%	24.5%	25.0%	23.3%	10.8%	38.8%	22.5%
I don't know	29.1%	22.6%	35.2%	33.6%	31.1%	22.2%	32.8%	24.2%	19.9%	30.8%	26.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
On a scale of 1-5, how concerned are you about Global Warming?											
1 – Not at all concerned	14.3%	18.6%	10.3%	13.3%	13.3%	16.5%	12.3%	16.9%	25.1%	5.3%	13.8%
2 – Not very concerned	11.4%	14.1%	8.9%	13.2%	9.7%	11.8%	10.1%	12.9%	18.6%	6.2%	13.2%
3 – Neutral	24.6%	23.6%	25.6%	30.6%	24.6%	18.8%	27.6%	20.4%	23.4%	22.1%	25.6%
4 – Somewhat concerned	28.9%	26.4%	31.2%	26.1%	31.1%	28.9%	29.0%	29.3%	23.0%	34.6%	28.1%
5 – Very concerned	20.7%	17.2%	24.0%	16.7%	21.3%	23.9%	20.9%	20.6%	10.0%	31.8%	19.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.3	3.1	3.5	3.2	3.4	3.3	3.4	3.2	2.7	3.8	3.3
How do you feel about the following statement? 'My philosophy of life is 'Live for today because tomorrow is so uncertain.'"											
1 – Strongly Disagree	14.7%	17.2%	12.3%	13.9%	11.9%	19.0%	13.1%	16.4%	20.0%	11.4%	12.9%
2 – Disagree	20.5%	21.3%	19.8%	16.4%	19.0%	26.4%	17.0%	25.0%	23.4%	20.1%	20.8%
3 – Neutral	31.6%	33.1%	30.3%	34.7%	31.3%	29.1%	34.5%	27.7%	26.0%	33.1%	31.4%
4 – Agree	22.7%	19.3%	25.9%	22.4%	26.3%	18.6%	23.8%	21.8%	21.7%	23.6%	25.2%
5 – Strongly Agree	10.4%	9.1%	11.7%	12.7%	11.5%	6.9%	11.6%	9.1%	8.9%	11.7%	9.6%

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republican	Democrat	Independent
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	2.9	2.8	3.0	3.0	3.1	2.7	3.0	2.8	2.8	3.0	3.0

David Letterman has made a career telling jokes about politicians' scandals (Bill Clinton, John Edwards, Mark Sanford, Eliot Spitzer, to name a few). What's your opinion of him now?

1 – He's a hypocrite; I can't watch his show anymore	12.8%	14.8%	10.9%	9.1%	11.8%	17.7%	11.2%	15.3%	19.1%	8.6%	15.4%
2 – I'm shocked/disappointed by his behavior	9.0%	7.1%	10.7%	4.4%	10.4%	11.8%	8.5%	10.1%	10.5%	10.0%	9.6%
3 – I don't care...I never watch his show	48.3%	45.3%	51.1%	58.2%	43.4%	44.5%	50.7%	44.7%	48.5%	44.2%	47.9%
4 – It's alright, everybody makes mistakes and comedians use this for their jokes	13.1%	14.6%	11.7%	10.4%	16.9%	11.1%	12.6%	13.2%	8.6%	17.9%	12.1%
5 – Who cares about his personal life...he's funny	16.8%	18.2%	15.5%	17.9%	17.4%	14.9%	17.0%	16.7%	13.2%	19.3%	14.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.1	3.1	3.1	3.2	3.2	2.9	3.2	3.1	2.9	3.3	3.0

Do you think David Letterman's affairs with his female employees are a form of sexual harassment in the workplace?

Yes	37.2%	36.0%	38.4%	29.6%	34.5%	48.1%	38.0%	36.4%	46.1%	33.3%	40.0%
No	35.8%	37.1%	34.7%	42.0%	37.4%	27.8%	35.0%	36.4%	30.9%	41.6%	33.6%
I don't know	26.9%	26.9%	27.0%	28.4%	28.1%	24.0%	27.0%	27.3%	23.0%	25.1%	26.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In light of recent events, will you watch the Late Show with David Letterman?

Yes, I will continue watching	23.3%	23.9%	22.6%	16.4%	29.9%	21.9%	22.6%	24.4%	17.0%	30.1%	23.6%
No, I will stop watching	13.1%	13.1%	11.0%	9.4%	11.7%	15.1%	11.3%	13.5%	15.6%	11.8%	11.5%
I've never watched	63.5%	61.7%	65.2%	73.5%	56.7%	61.9%	65.1%	60.6%	66.6%	56.9%	63.6%
I'll start watching	1.2%	1.3%	1.1%	0.7%	1.7%	1.1%	1.0%	1.5%	0.9%	1.2%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Which of the following fall festivities will you or your family participate in this year? (Check all that apply)

Take a hayride	8.2%	7.1%	9.2%	10.7%	9.9%	3.6%	7.9%	9.0%	7.8%	9.0%	8.5%
Rake leaves	27.2%	25.6%	28.8%	19.9%	29.4%	31.9%	25.0%	31.7%	28.2%	27.3%	34.3%
Go to local town festivals	24.9%	22.0%	27.6%	26.0%	25.5%	22.9%	22.8%	29.1%	25.3%	26.6%	27.4%
Go to or host a football-themed party	8.9%	9.2%	8.5%	11.3%	9.7%	5.4%	7.0%	12.0%	10.6%	9.2%	8.8%
Enjoy the changing color of the fall leaves	45.5%	36.4%	54.1%	35.0%	46.2%	55.0%	43.7%	50.1%	49.0%	46.3%	51.9%
Decorate your home with seasonal décor	32.8%	24.7%	40.5%	31.1%	33.0%	34.3%	28.9%	39.5%	36.1%	34.2%	34.4%
Carve or paint pumpkins	26.5%	19.9%	32.7%	32.7%	30.3%	15.6%	24.3%	31.1%	27.9%	28.0%	26.8%
Go Trick-or-Treating with the kids	19.7%	16.0%	23.3%	28.4%	23.0%	7.2%	19.7%	20.5%	21.6%	20.6%	17.3%
Pass out candy on Beggars-Night	32.8%	30.8%	34.7%	27.1%	31.8%	39.5%	30.4%	37.9%	37.3%	34.0%	35.7%
Make mischief (remember, this survey is anonymous!)	4.2%	4.6%	3.8%	7.8%	3.8%	1.1%	4.8%	3.6%	2.4%	3.9%	5.3%
Dress up for Halloween	20.5%	17.1%	23.7%	33.5%	20.2%	8.0%	21.6%	19.2%	16.1%	24.4%	17.8%
Visit a haunted house	10.5%	10.6%	10.4%	17.0%	11.6%	2.7%	10.8%	10.2%	8.3%	9.6%	10.0%
Go to a costume party	11.7%	11.7%	11.8%	18.6%	11.6%	5.2%	11.2%	13.3%	9.5%	14.1%	10.4%
I don't plan to participate in any of these fall festivities this year	22.0%	26.0%	18.3%	18.0%	23.6%	24.1%	25.2%	18.4%	17.3%	19.8%	20.4%
Other	3.5%	3.1%	3.8%	1.8%	4.7%	3.5%	4.1%	2.8%	4.0%	2.8%	3.1%

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

Are you a college football fan?

Yes	37.4%	47.1%	28.1%	36.5%	35.8%	40.1%	33.0%	42.8%	46.8%	34.2%	36.6%
No	62.6%	52.9%	71.9%	63.5%	64.2%	59.9%	67.0%	57.2%	53.2%	65.8%	63.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republican	Democrat	Independent
College football fans...											
Which college football team do you think is the #1 team in the country?											
Florida	24.1%	31.8%	16.8%	26.0%	24.6%	21.7%	20.7%	28.3%	28.3%	20.8%	27.8%
USC	6.4%	7.8%	5.0%	7.9%	5.1%	6.5%	7.4%	5.7%	5.4%	7.8%	4.5%
Alabama	5.4%	6.0%	4.9%	2.9%	7.1%	5.9%	5.1%	6.5%	6.4%	5.5%	5.5%
Texas	5.0%	5.9%	4.1%	4.5%	4.4%	6.2%	5.1%	4.9%	5.6%	4.5%	5.8%
Ohio State	3.6%	1.7%	5.3%	1.2%	3.8%	5.6%	3.2%	4.1%	2.9%	4.0%	5.0%
Michigan	3.2%	2.3%	4.2%	5.1%	2.5%	2.2%	3.6%	3.4%	1.0%	6.4%	1.6%
Oklahoma	2.4%	2.8%	2.1%	3.1%	2.0%	2.3%	2.7%	2.5%	2.2%	2.9%	1.2%
Penn State	2.2%	1.9%	2.5%	0.0%	2.8%	3.7%	2.2%	2.4%	2.7%	2.9%	2.0%
LSU	1.6%	1.9%	1.2%	2.3%	1.6%	0.9%	1.5%	1.7%	1.4%	1.8%	1.0%
Notre Dame	1.5%	1.1%	1.8%	0.6%	2.4%	1.3%	1.1%	2.0%	1.3%	1.3%	1.9%
UCLA	1.4%	1.4%	1.4%	2.7%	1.0%	0.7%	1.0%	2.2%	1.8%	2.5%	0.2%
Oregon	1.3%	1.3%	1.3%	1.7%	0.8%	1.4%	1.2%	1.4%	1.5%	1.0%	0.5%
Nebraska	1.2%	0.4%	2.0%	0.6%	1.6%	1.4%	1.8%	0.6%	1.6%	0.7%	1.4%
Wisconsin	1.0%	0.6%	1.5%	0.6%	1.3%	1.1%	1.5%	0.5%	0.2%	2.0%	1.7%
Iowa	0.9%	0.6%	1.3%	0.6%	0.7%	1.6%	1.2%	0.6%	0.8%	0.9%	1.1%
Georgia	0.6%	0.0%	1.0%	0.0%	0.9%	0.7%	0.5%	0.6%	0.5%	0.7%	0.4%
Miami	0.4%	0.2%	0.6%	0.0%	0.5%	0.8%	0.6%	0.2%	0.1%	0.6%	0.8%
West Virginia	0.4%	0.2%	0.6%	0.6%	0.2%	0.4%	0.2%	0.6%	0.1%	0.8%	0.3%
Auburn	0.4%	0.1%	0.7%	0.6%	0.2%	0.4%	0.7%	0.0%	0.6%	0.3%	0.1%
Boise State	0.3%	0.6%	0.0%	0.0%	0.5%	0.4%	0.1%	0.5%	0.1%	0.3%	0.7%
Virginia	0.2%	0.2%	0.2%	0.0%	0.1%	0.4%	0.1%	0.2%	0.0%	0.1%	0.5%
Other	24.0%	19.1%	28.7%	25.3%	23.8%	23.0%	28.5%	19.9%	23.9%	22.4%	27.9%
No Preference	12.3%	12.0%	12.7%	13.8%	11.9%	11.4%	9.8%	11.2%	11.8%	9.7%	7.8%
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...

Which college football team do you think is the #1 team in the country?

Florida	27.5%	36.2%	19.3%	30.2%	28.0%	24.5%	22.9%	31.9%	32.1%	23.1%	30.2%
USC	7.3%	8.9%	5.8%	9.1%	5.8%	7.3%	8.2%	6.4%	6.1%	8.7%	4.9%
Alabama	6.2%	6.9%	5.6%	3.4%	8.1%	6.7%	5.6%	7.3%	7.3%	6.1%	6.0%
Texas	5.7%	6.7%	4.7%	5.3%	5.0%	7.0%	5.7%	5.5%	6.4%	4.9%	6.3%
Ohio State	4.1%	2.0%	6.1%	1.4%	4.4%	6.3%	3.5%	4.6%	3.3%	4.5%	5.4%
Michigan	3.7%	2.6%	4.8%	6.0%	2.9%	2.5%	4.0%	3.8%	1.2%	7.1%	1.7%
Oklahoma	2.8%	3.1%	2.4%	3.6%	2.3%	2.6%	3.0%	2.8%	2.5%	3.2%	1.3%
Penn State	2.5%	2.2%	2.9%	0.0%	3.2%	4.2%	2.4%	2.7%	3.0%	3.2%	2.2%
LSU	1.8%	2.2%	1.4%	2.6%	1.8%	1.0%	1.7%	1.9%	1.5%	2.0%	1.1%
Notre Dame	1.7%	1.3%	2.1%	0.7%	2.7%	1.4%	1.2%	2.2%	1.5%	1.4%	2.1%
UCLA	1.6%	1.6%	1.6%	3.2%	1.1%	0.7%	1.2%	2.5%	2.0%	2.7%	0.3%
Oregon	1.5%	1.5%	1.5%	2.0%	0.9%	1.6%	1.3%	1.6%	1.7%	1.1%	0.5%
Nebraska	1.4%	0.4%	2.3%	0.7%	1.8%	1.6%	2.0%	0.7%	1.8%	0.8%	1.5%
Wisconsin	1.2%	0.7%	1.7%	0.7%	1.5%	1.3%	1.7%	0.6%	0.3%	2.2%	1.9%
Iowa	1.1%	0.6%	1.5%	0.7%	0.8%	1.8%	1.4%	0.7%	0.9%	1.0%	1.2%
Georgia	0.6%	0.0%	1.2%	0.0%	1.0%	0.8%	0.5%	0.7%	0.6%	0.7%	0.4%
Miami	0.5%	0.2%	0.7%	0.0%	0.5%	0.9%	0.7%	0.2%	0.1%	0.7%	0.9%
West Virginia	0.4%	0.2%	0.7%	0.7%	0.3%	0.4%	0.2%	0.6%	0.1%	0.9%	0.3%
Auburn	0.4%	0.1%	0.8%	0.7%	0.3%	0.4%	0.8%	0.0%	0.7%	0.3%	0.1%

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republican	Democrat	Independent
Boise State	0.3%	0.7%	0.0%	0.0%	0.5%	0.4%	0.1%	0.6%	0.1%	0.3%	0.8%
Virginia	0.2%	0.2%	0.2%	0.0%	0.1%	0.5%	0.1%	0.3%	0.0%	0.1%	0.5%
Other	27.4%	21.7%	32.9%	29.4%	27.0%	26.0%	31.6%	22.4%	27.1%	24.8%	30.3%
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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