


American Pulse Survey 3 (9.19.07)

| | All Adults 18+ | Male | Female | 18 - 34 | 35 - 54 | 55+ |
|---|----------------|--------|--------|---------|---------|--------|
| When you don't have a cell phone with you... | | | | | | |
| I feel anxious and disconnected | 18.5% | 15.8% | 21.0% | 25.7% | 17.7% | 11.9% |
| It doesn't bother me | 46.5% | 47.1% | 45.9% | 35.0% | 47.5% | 57.1% |
| I can only be without it for a limited amount of time | 16.3% | 13.7% | 18.7% | 24.1% | 15.6% | 9.0% |
| I feel like I am having a panic attack | 0.7% | 0.9% | 0.6% | 1.4% | 0.7% | 0.1% |
| I don't have a cell phone | 18.0% | 22.5% | 13.8% | 13.7% | 18.5% | 21.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| In which aisle do you prefer to checkout? | | | | | | |
| Checkout with a cashier | 36.7% | 35.6% | 37.8% | 22.0% | 37.3% | 51.2% |
| Self-service checkout | 17.6% | 17.6% | 17.6% | 25.2% | 18.4% | 8.8% |
| Whatever line is shortest | 36.4% | 34.7% | 38.0% | 42.5% | 35.9% | 30.6% |
| I don't have a preference | 9.3% | 12.1% | 6.6% | 10.2% | 8.3% | 9.5% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Do you think the US Government should intervene with the "crisis" in the US housing market? | | | | | | |
| I don't think the US Government should get involved...when people default on their loans, it is their own fault. | 38.1% | 42.6% | 33.8% | 30.8% | 39.7% | 43.5% |
| The US Government should allow people to refinance with Government insurance if they are unable to pay adjustable rate mortgages to keep them out of foreclosure. | 45.5% | 37.1% | 53.4% | 43.8% | 46.6% | 45.9% |

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|--|-----------------------|-------------|---------------|----------------|----------------|------------|
| I don't care what the US Government does...the "crisis" doesn't affect me. | 16.4% | 20.3% | 12.8% | 25.5% | 13.7% | 10.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

If you had to apply for a new loan or refinance an existing loan, do you fear you wouldn't get approved?

| | | | | | | |
|--------------|--------|--------|--------|--------|--------|--------|
| Yes | 32.3% | 28.3% | 36.1% | 37.5% | 37.4% | 20.5% |
| No | 50.9% | 53.8% | 48.2% | 40.4% | 49.0% | 64.3% |
| I don't know | 16.8% | 17.9% | 15.7% | 22.1% | 13.7% | 15.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Who is more capable of developing military strategy for the U.S.?

| | | | | | | |
|---------------------------|--------|--------|--------|--------|--------|--------|
| Military Generals | 69.3% | 70.2% | 68.5% | 60.9% | 70.7% | 76.3% |
| Congress | 6.8% | 6.5% | 7.0% | 8.0% | 5.6% | 7.1% |
| Senate | 2.8% | 3.1% | 2.5% | 4.1% | 2.0% | 2.4% |
| Bureaucrats in Washington | 1.8% | 1.8% | 1.7% | 2.1% | 2.1% | 1.0% |
| President | 8.0% | 7.8% | 8.2% | 9.4% | 8.3% | 6.2% |
| Voters | 11.3% | 10.5% | 12.1% | 15.6% | 11.2% | 7.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Do you think reality TV stars are given too much media attention?

| | | | | | | |
|-------------------|--------|--------|--------|--------|--------|--------|
| Yes | 77.3% | 78.1% | 76.4% | 73.4% | 77.3% | 81.1% |
| No | 6.5% | 5.2% | 7.8% | 8.7% | 6.2% | 4.8% |
| I could care less | 16.2% | 16.6% | 15.8% | 17.9% | 16.5% | 14.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Have you read a book in the last six months that wasn't required by work or school?

| | | | | | | |
|-------|--------|--------|--------|--------|--------|--------|
| Yes | 70.0% | 60.8% | 78.7% | 65.2% | 70.5% | 74.4% |
| No | 30.0% | 39.2% | 21.3% | 34.8% | 29.5% | 25.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

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| | All Adults 18+ | Male | Female | 18 - 34 | 35 - 54 | 55+ |
|--|-----------------------|-------------|---------------|----------------|----------------|------------|
| If you saw someone being attacked, would you stop and help? | | | | | | |
| Yes | 50.9% | 60.7% | 41.7% | 49.7% | 56.5% | 45.1% |
| No | 1.7% | 2.5% | 1.1% | 3.8% | 0.8% | 0.8% |
| Depends on if a weapon was involved | 27.1% | 25.9% | 28.3% | 29.6% | 25.9% | 26.2% |
| No, but I would call for help | 20.2% | 10.9% | 29.0% | 16.9% | 16.8% | 27.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Do you have a child/children? | | | | | | |
| Yes | 59.3% | 49.2% | 68.8% | 36.1% | 66.0% | 74.6% |
| No | 40.7% | 50.8% | 31.2% | 63.9% | 34.0% | 25.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Who knows your kids best? | | | | | | |
| You | 68.9% | 44.5% | 92.0% | 62.2% | 72.5% | 71.2% |
| Your spouse / partner | 29.0% | 53.4% | 5.9% | 35.0% | 26.2% | 26.3% |
| Your daycare / babysitter / nanny | 0.6% | 0.8% | 0.4% | 1.1% | 0.2% | 0.4% |
| Other relative | 1.6% | 1.3% | 1.8% | 1.6% | 1.1% | 2.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Having children... (Check all that apply) | | | | | | |
| Has changed my life for the better | 88.1% | 86.9% | 89.3% | 89.1% | 89.9% | 84.9% |
| Has put stress on my marriage / relationship | 14.8% | 15.7% | 14.0% | 20.9% | 14.5% | 9.0% |
| Has negatively impacted my career | 4.3% | 3.8% | 4.8% | 5.1% | 4.0% | 3.7% |
| Has hurt my financial situation | 19.1% | 21.3% | 17.1% | 25.5% | 18.6% | 13.3% |
| Has put a damper on my social life | 13.0% | 14.7% | 11.3% | 23.6% | 9.9% | 6.0% |
| Other | 7.0% | 6.4% | 7.5% | 3.9% | 7.5% | 9.5% |

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

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| Stranded in the wilderness and left to your own devices, could you survive for three days? | | | | | | |
| Yes | 65.0% | 74.8% | 55.6% | 64.3% | 68.7% | 60.8% |
| No | 8.7% | 7.2% | 10.0% | 11.2% | 6.9% | 8.3% |
| I don't know | 26.3% | 17.9% | 34.3% | 24.5% | 24.3% | 30.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

With the profits going to the family of Ron Goldman, would you purchase OJ Simpson's new book, If I**Did It?**

| | | | | | | |
|-----------------------------|--------|--------|--------|--------|--------|--------|
| Yes, I'd buy it and read it | 7.4% | 8.0% | 6.8% | 10.0% | 7.7% | 4.3% |
| Yes, I'd buy it and burn it | 8.0% | 6.7% | 9.2% | 8.4% | 7.1% | 8.7% |
| No | 84.6% | 85.3% | 84.0% | 81.5% | 85.2% | 87.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Oprah Winfrey recently held a fund raiser for Barack Obama and announced her support for his candidacy for President. Which of the following best describes your feelings on this?

| | | | | | | |
|--|--------|--------|--------|--------|--------|--------|
| If he is good enough for Oprah, then he's got my vote. | 2.2% | 2.7% | 1.8% | 3.2% | 2.5% | 0.9% |
| I don't let Oprah decide how I feel. | 72.5% | 71.7% | 73.3% | 65.4% | 75.0% | 76.7% |
| I will consider Barack Obama more favorably. | 4.4% | 4.0% | 4.7% | 5.1% | 2.9% | 5.5% |
| I don't care; I've already made up my mind. | 20.9% | 21.6% | 20.2% | 26.2% | 19.7% | 16.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

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