



**Source: BIGresearch, American Pulse Survey, OCT-09, #3
N=5,013**

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republicans	Democrats	Independents
Regarding Afghanistan, should the U.S...											
Get in...send more troops and win	32.0%	39.8%	24.6%	19.9%	35.1%	40.3%	29.3%	36.4%	52.5%	21.0%	34.9%
Get out...pull troops out	40.8%	35.7%	45.6%	44.1%	41.5%	36.6%	41.8%	39.4%	25.4%	51.1%	37.8%
I don't know	27.2%	24.5%	29.8%	36.1%	23.4%	23.2%	28.8%	24.3%	22.1%	27.9%	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%

Do you think a public government run healthcare option will...? (Check all that apply)

Lower healthcare costs	26.4%	27.5%	25.3%	32.4%	23.6%	23.7%	28.8%	23.6%	9.8%	42.9%	21.9%
Raise healthcare costs	35.1%	37.2%	33.1%	30.5%	34.1%	40.9%	33.1%	39.6%	53.4%	19.7%	41.6%
Lower access to healthcare	23.1%	23.2%	23.0%	18.6%	22.7%	28.0%	21.6%	26.3%	36.4%	12.7%	25.3%
Increase access to healthcare	26.9%	25.7%	28.0%	26.9%	26.9%	26.9%	27.9%	26.6%	13.7%	39.6%	25.7%
Lower Medicare	18.1%	19.1%	17.1%	16.3%	16.3%	22.1%	19.2%	17.7%	19.6%	17.9%	17.9%
Increase Medicare	19.2%	21.1%	17.4%	16.0%	17.8%	24.2%	20.2%	18.5%	23.2%	16.7%	21.2%
Ruin the US healthcare system	39.6%	40.3%	39.0%	30.9%	41.6%	45.9%	38.5%	43.2%	68.3%	18.0%	44.9%
Improve the US healthcare system	28.7%	27.2%	30.1%	29.1%	27.7%	29.6%	31.2%	26.6%	9.8%	46.4%	27.7%

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

What would you be willing to do to support a public healthcare option? (Check all that apply)

Pay higher taxes	14.6%	15.9%	13.4%	17.0%	14.0%	13.0%	14.7%	15.5%	6.8%	23.7%	14.0%
Pay higher insurance premiums	5.1%	5.9%	4.4%	6.5%	4.4%	4.6%	3.6%	7.4%	3.2%	8.2%	4.3%
Give up choices in providers	11.3%	10.8%	11.8%	14.8%	11.7%	7.4%	11.7%	11.5%	4.8%	16.1%	12.0%
Take a reduction in level of healthcare service	4.4%	4.8%	4.1%	5.7%	4.8%	2.7%	4.9%	3.9%	2.5%	5.2%	4.9%
None of the above	69.7%	66.8%	72.6%	59.3%	71.3%	78.2%	71.2%	70.1%	84.2%	58.2%	72.1%

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

Do you think the Government has done a good job in keeping Americans informed about the H1N1 virus?

Yes	55.9%	52.3%	59.2%	56.6%	55.9%	55.1%	56.2%	55.7%	47.3%	68.3%	57.3%
No	28.7%	31.6%	26.0%	23.6%	29.4%	33.0%	27.8%	30.6%	40.8%	19.5%	29.7%
I don't know	15.4%	16.1%	14.8%	19.8%	14.7%	12.0%	16.0%	13.8%	11.9%	12.2%	13.0%
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+	Republicans	Democrats	Independents
Do you think the Government has done all it can do to make the H1N1 vaccine available to Americans?											
Yes	30.2%	30.7%	29.6%	32.0%	29.2%	29.5%	30.6%	29.9%	19.5%	41.0%	31.0%
No	47.7%	47.9%	47.5%	41.2%	48.4%	53.0%	47.1%	49.2%	63.2%	38.8%	48.8%
I don't know	22.2%	21.4%	22.9%	26.8%	22.3%	17.4%	22.3%	20.9%	17.2%	20.2%	20.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How would you best describe the media's coverage of H1N1?											
They've done a good job communicating necessary information	33.3%	32.7%	33.9%	30.7%	33.4%	35.7%	34.2%	33.0%	30.1%	40.8%	33.6%
They've created panic among Americans	51.7%	51.2%	52.2%	47.4%	52.0%	55.6%	49.6%	54.9%	59.3%	44.9%	53.9%
I don't know	15.0%	16.1%	13.9%	21.9%	14.5%	8.7%	16.3%	12.1%	10.6%	14.3%	12.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Would you say you trust the following more, same or less than you did in October 2008?:											
Elected officials in Washington											
More	8.8%	8.6%	9.0%	12.4%	6.4%	8.2%	8.7%	8.6%	2.2%	16.7%	5.6%
Same	43.2%	41.1%	45.2%	54.4%	43.5%	31.8%	43.7%	42.5%	26.9%	56.7%	39.5%
Less	48.0%	50.2%	45.8%	33.3%	50.1%	60.0%	47.6%	48.9%	70.9%	26.6%	54.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Local elected officials											
More	3.9%	3.8%	3.9%	5.7%	2.8%	3.3%	3.5%	4.2%	1.9%	6.2%	2.9%
Same	57.8%	57.7%	58.0%	67.6%	55.0%	51.6%	58.5%	56.9%	53.3%	64.7%	52.7%
Less	38.3%	38.5%	38.1%	26.7%	42.1%	45.1%	38.0%	38.9%	44.8%	29.1%	44.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Your bank											
More	8.2%	8.1%	8.3%	10.1%	6.7%	8.1%	8.6%	7.7%	7.5%	10.1%	7.7%
Same	62.2%	62.6%	61.8%	63.3%	60.2%	63.5%	62.1%	61.9%	62.2%	62.9%	60.0%
Less	29.6%	29.3%	30.0%	26.6%	33.1%	28.3%	29.2%	30.4%	30.2%	27.0%	32.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Regarding Cap-and-Trade and other global warming legislation, check all that apply...											
Cap-and-Trade will HURT the American economy	37.6%	41.0%	34.3%	25.1%	40.5%	46.4%	35.7%	41.7%	58.5%	22.1%	41.7%
Cap-and-Trade will HELP the American economy	17.0%	18.1%	16.0%	17.5%	17.1%	16.5%	18.0%	16.2%	7.8%	26.1%	17.2%
Cap-and-Trade will COST American jobs	35.0%	38.2%	31.9%	25.7%	35.1%	44.0%	33.8%	37.9%	53.0%	20.8%	41.2%

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<\$50K	\$50K+	Republicans	Democrats	Independents
Cap-and-Trade will CREATE American jobs	18.4%	19.6%	17.4%	19.8%	18.2%	17.4%	20.8%	15.7%	7.0%	27.5%	19.6%
Cap-and-Trade will INCREASE our dependency on foreign energy	26.6%	29.2%	24.2%	18.9%	25.6%	35.6%	25.4%	29.0%	39.9%	16.4%	29.5%
Cap-and-Trade will DECREASE our dependency on foreign energy	17.0%	17.3%	16.7%	18.1%	15.4%	17.9%	18.9%	15.2%	9.9%	22.9%	17.8%
Cap-and-Trade will increase global pollution by moving production to unregulated countries like China	28.6%	31.7%	25.7%	17.8%	28.4%	39.7%	28.1%	30.4%	38.7%	20.5%	33.3%
Cap-and-Trade will lower the earth's temperature	14.5%	15.1%	13.9%	16.2%	13.7%	13.7%	15.9%	13.0%	7.0%	19.7%	14.9%

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

How is your Holiday shopping being affected by the current economic environment?

(Check all that apply)

I'll be looking for sales more than last year	37.8%	33.3%	42.0%	36.6%	41.0%	35.1%	36.7%	41.4%	40.9%	38.8%	39.0%
I'll be spending less this year than in Holidays past	51.5%	46.4%	56.3%	42.2%	57.0%	53.9%	53.6%	51.2%	56.5%	53.2%	53.5%
I'll take advantage of deep discounts on Black Friday (day after Thanksgiving)	18.5%	18.0%	19.0%	23.4%	18.4%	13.9%	17.0%	21.3%	20.7%	19.2%	17.8%
I'll look for more deals online	28.0%	27.2%	28.7%	32.7%	28.6%	22.5%	25.6%	33.0%	28.7%	27.7%	30.7%
The current economy will not affect my Holiday shopping (spend the same)	17.2%	20.0%	14.5%	15.2%	14.4%	22.5%	13.8%	22.5%	19.9%	16.1%	16.8%
I will spend more	2.5%	3.4%	1.6%	5.1%	1.3%	1.3%	2.2%	3.0%	2.6%	2.6%	2.2%
I don't celebrate the Holidays	9.3%	11.7%	7.0%	11.0%	8.3%	8.7%	12.1%	5.7%	3.7%	7.6%	8.3%

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

Would you like to be the star of a reality TV show?

Yes	15.7%	19.0%	12.6%	23.7%	16.5%	6.9%	16.5%	14.4%	12.0%	19.3%	15.7%
No	75.1%	71.5%	78.5%	63.2%	74.7%	87.3%	73.7%	77.8%	81.4%	72.3%	74.6%
I don't know	9.2%	9.5%	8.9%	13.1%	8.8%	5.8%	9.8%	7.8%	6.6%	8.4%	9.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	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.