



Source: BIGresearch, American Pulse Survey, DEC-09
N=5,003

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than \$50K	Greater than \$50K	Republicans	Democrats	Independents
Who do you think is most capable of helping to get the economy growing again?											
The U.S. government	26.0%	23.8%	28.1%	33.9%	23.2%	21.6%	29.7%	21.0%	14.6%	37.9%	23.2%
The private business sector	46.4%	53.5%	39.7%	29.3%	49.2%	59.9%	40.4%	55.9%	67.2%	32.5%	54.6%
I don't know	27.6%	22.7%	32.2%	36.8%	27.6%	18.5%	29.9%	23.2%	18.1%	29.7%	22.2%
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 think the U.S. government should spend \$170 billion or more on a new stimulus program?											
Yes	27.1%	29.0%	25.3%	26.6%	28.9%	25.5%	29.0%	25.3%	10.2%	42.1%	27.4%
No	47.5%	49.6%	45.5%	39.8%	45.2%	57.9%	44.4%	52.2%	76.3%	26.7%	52.5%
I don't know	25.4%	21.4%	29.2%	33.6%	25.9%	16.6%	26.7%	22.5%	13.5%	31.2%	20.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Democrats are now preparing to raise the federal debt ceiling again by as much as \$1.8 trillion before New Year's. Are you for or against this legislation?											
For – Congress needs additional funds to fix the economy	24.0%	25.7%	22.4%	22.9%	24.1%	24.9%	24.1%	24.1%	7.4%	40.5%	22.4%
Against – Congress should be reducing the deficit, not adding to it	61.2%	60.2%	62.0%	50.0%	63.5%	69.4%	59.2%	65.2%	86.5%	44.7%	66.1%
Apathetic – I don't care	14.8%	14.0%	15.6%	27.1%	12.3%	5.7%	16.7%	10.7%	6.0%	14.8%	11.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In President Obama's recent address on the economy he said the nation must continue to "spend our way out of this recession." Do you agree?											
Yes	31.1%	34.4%	27.9%	34.2%	29.5%	29.9%	31.3%	31.3%	11.2%	46.3%	29.9%
No	45.1%	45.5%	44.7%	36.1%	46.0%	52.9%	43.4%	48.2%	74.0%	26.1%	51.2%
I don't know	23.8%	20.2%	27.3%	29.7%	24.5%	17.2%	25.4%	20.5%	14.7%	27.7%	18.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
President Obama said that one of the central goals of his administration is to restore fiscal responsibility. Do you think he has done a good job in doing this?											
Yes	24.3%	26.7%	22.1%	22.4%	25.6%	24.6%	23.9%	25.2%	7.7%	41.2%	21.8%
No	49.9%	52.4%	47.6%	40.5%	51.1%	57.9%	46.3%	55.8%	81.1%	29.1%	55.9%
I don't know	25.7%	20.9%	30.4%	37.1%	23.3%	17.5%	29.7%	19.0%	11.2%	29.7%	22.3%
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 Democrats should allow Republicans more participation in writing the healthcare reform legislation?											
Yes, it's better to have a bi-partisan bill	63.6%	65.5%	61.8%	49.7%	63.0%	78.2%	61.2%	67.8%	85.6%	53.9%	64.7%
No, the Democrats are in power so they write the bill	14.8%	15.7%	14.0%	15.5%	15.8%	12.9%	15.0%	14.7%	5.3%	23.6%	15.9%
I don't know	21.6%	18.8%	24.2%	34.8%	21.2%	8.9%	23.8%	17.5%	9.2%	22.6%	19.3%
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+	Less than \$50K	Greater than \$50K	Republicans	Democrats	Independents
Do you think the healthcare reform will result in better healthcare?											
Yes	24.5%	25.4%	23.6%	25.2%	24.3%	24.1%	25.0%	23.8%	7.5%	40.8%	22.5%
No	46.4%	46.9%	46.0%	38.0%	46.9%	54.3%	44.2%	50.4%	75.1%	27.1%	51.5%
I don't know	29.1%	27.7%	30.4%	36.8%	28.9%	21.6%	30.8%	25.8%	17.4%	32.1%	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%
Do you think the healthcare reform will result in lower healthcare insurance costs?											
Yes	22.2%	23.9%	20.6%	26.2%	21.2%	19.3%	22.4%	21.6%	6.8%	35.1%	20.3%
No	50.0%	50.2%	49.8%	36.5%	51.2%	62.0%	47.4%	54.4%	77.3%	31.6%	56.3%
I don't know	27.8%	25.9%	29.6%	37.3%	27.6%	18.7%	30.2%	24.0%	15.9%	33.3%	23.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Regarding your Holiday shopping budget, are you...											
Over spending	8.8%	8.3%	9.3%	13.8%	7.3%	5.6%	8.6%	9.2%	9.2%	9.1%	7.4%
Staying on budget	42.4%	40.7%	44.0%	41.3%	42.0%	43.9%	36.7%	50.5%	48.8%	44.3%	42.2%
Staying under budget	31.3%	30.9%	31.7%	27.2%	34.4%	31.6%	32.1%	29.7%	31.7%	28.6%	35.5%
I don't Holiday shop	17.5%	20.1%	15.0%	17.7%	16.3%	18.9%	22.7%	10.6%	10.3%	17.9%	14.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Of those holiday shop...</i>	82.5%	79.9%	85.0%	82.3%	83.7%	81.1%	77.3%	89.4%	89.7%	82.1%	85.2%
Regarding your Holiday shopping budget, are you...											
Over spending	10.7%	10.4%	10.9%	16.7%	8.8%	6.9%	11.1%	10.3%	10.2%	11.1%	8.7%
Staying on budget	51.4%	50.9%	51.8%	50.2%	50.2%	54.1%	47.4%	56.5%	54.4%	54.0%	49.6%
Staying under budget	38.0%	38.7%	37.3%	33.1%	41.0%	39.0%	41.5%	33.2%	35.4%	34.9%	41.7%
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 and your family attend religious services this Holiday season?											
Yes, we regularly attend religious services	30.5%	30.2%	30.7%	23.3%	31.2%	36.6%	28.4%	33.5%	41.2%	27.9%	28.7%
Yes, we attend religious services during the Holidays	15.7%	16.1%	15.4%	20.9%	12.8%	14.2%	14.9%	15.7%	17.8%	14.1%	14.7%
No	53.8%	53.7%	53.9%	55.7%	56.0%	49.2%	56.7%	50.7%	41.0%	57.9%	56.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Should we pull the plug on Christmas lights to be more "green?"											
Yes	20.5%	24.2%	17.1%	27.9%	19.2%	14.9%	21.6%	18.9%	13.4%	25.9%	16.3%
No	65.0%	62.8%	67.1%	54.6%	65.9%	74.2%	63.1%	68.6%	78.5%	59.2%	70.8%
I don't know	14.5%	13.1%	15.8%	17.5%	15.0%	10.9%	15.4%	12.5%	8.1%	15.0%	12.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
What version of "All I Want for Christmas is You" do you like better?											
Britney Spears' version	4.4%	5.1%	3.8%	6.5%	4.6%	2.2%	4.3%	4.8%	4.4%	6.3%	2.6%
Mariah Carey's version	27.7%	24.0%	31.2%	40.5%	26.9%	16.0%	25.9%	30.3%	26.9%	35.2%	24.9%
Neither	67.8%	70.9%	65.0%	53.0%	68.5%	81.8%	69.8%	64.9%	68.7%	58.5%	72.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Adults						Less than	Greater			
	18+	Men	Women	18 - 34	35 - 54	55+	\$50K	than \$50K	Republicans	Democrats	Independents
Has your opinion of Tiger Woods as an athlete changed due to recent reports about his personal life?											
Yes	35.2%	33.2%	37.0%	31.3%	34.8%	39.3%	29.9%	43.2%	47.3%	33.7%	36.5%
No	54.8%	56.8%	52.9%	52.9%	56.8%	54.1%	58.0%	50.6%	47.4%	56.8%	58.0%
I don't know	10.1%	10.0%	10.1%	15.8%	8.3%	6.5%	12.2%	6.2%	5.3%	9.6%	5.5%
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 purchase products that continue to use Tiger Woods as the spokesperson?											
Yes, his personal life doesn't matter to me	32.6%	36.4%	29.0%	32.1%	32.9%	32.7%	33.4%	31.7%	27.8%	37.2%	33.1%
No, I will boycott products he endorses	10.1%	12.4%	7.9%	11.8%	9.6%	9.2%	8.0%	12.7%	12.8%	8.5%	11.0%
No, I never purchased products endorsed by Tiger Woods	57.3%	51.2%	63.1%	56.2%	57.5%	58.1%	58.6%	55.5%	59.4%	54.3%	55.9%
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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