



Source: BIGresearch®, American Pulse™ Survey, APR-10
N=5079

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Registered Voters	Registered Republican	Registered Democrats	Registered Independents
Do you live a “simpler” life (spending less money, being more frugal, not trying to “keep up with the Joneses,” finding inexpensive ways to spend leisure time, etc.) now as a result of the recession?										
Yes	74.1%	70.6%	77.4%	67.4%	76.3%	78.0%	76.1%	81.3%	75.9%	72.8%
No	25.9%	29.4%	22.6%	32.6%	23.7%	22.0%	23.9%	18.7%	24.1%	27.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Of those who said yes...</i>										
Are you happier living a “simpler” life?										
Yes	45.2%	48.2%	42.3%	51.0%	41.3%	44.3%	45.8%	41.0%	52.5%	40.5%
No	39.4%	38.6%	40.2%	35.0%	42.6%	40.1%	38.4%	42.8%	31.1%	45.7%
I don't know	15.3%	13.1%	17.4%	14.1%	16.1%	15.7%	15.8%	16.2%	16.4%	13.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Are you more willing to buy luxury items (e.g. designer items such as jewelry, watches, handbags, perfume/cologne, etc.) now than you were a year ago?										
Yes	10.3%	12.4%	8.3%	18.0%	8.1%	5.3%	10.5%	6.5%	15.5%	8.3%
No	84.1%	81.9%	86.1%	74.8%	85.1%	91.8%	85.5%	91.5%	79.5%	87.1%
I don't know	5.7%	5.7%	5.6%	7.2%	6.7%	2.9%	3.9%	2.0%	5.0%	4.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Given the current economic situation, what does “luxury” mean to you?										
Being able to pay my bills on time	36.2%	33.9%	38.3%	30.6%	39.8%	37.3%	35.1%	36.7%	35.0%	31.0%
Making a purchase at a discount store outside of the necessities	16.3%	16.4%	16.2%	16.4%	17.2%	15.2%	15.5%	16.6%	13.8%	13.6%
Making a purchase at a department store rather than a discount store	17.9%	16.8%	18.9%	21.1%	15.3%	17.8%	18.9%	19.1%	16.4%	23.2%
Making a purchase at a high-end retailer rather than a department store	29.6%	32.8%	26.5%	31.8%	27.7%	29.7%	30.6%	27.5%	34.8%	32.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Do you think the new immigration law in Arizona is...?										
Necessary to cut down on illegal immigration	55.5%	57.2%	53.9%	40.3%	58.1%	67.0%	59.1%	79.4%	47.7%	55.1%
Racial profiling against Hispanics	19.2%	20.7%	17.7%	27.9%	13.9%	16.9%	19.8%	5.7%	29.4%	22.1%
I don't know	25.4%	22.1%	28.4%	31.7%	28.0%	16.0%	21.1%	14.9%	22.9%	22.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Should the U.S. government help out illegal immigrants through a "path to citizenship" if they meet certain criteria?										
Yes	40.8%	39.1%	42.4%	52.1%	33.7%	38.3%	41.3%	28.0%	50.3%	45.6%
No, they should be deported	41.8%	45.7%	38.1%	29.4%	46.1%	48.6%	44.4%	60.0%	33.4%	40.9%
I don't know	17.4%	15.2%	19.5%	18.5%	20.2%	13.1%	14.3%	12.0%	16.2%	13.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think deporting illegal immigrants would help lower the U.S. unemployment rate?										
Yes	52.9%	52.7%	53.0%	46.2%	54.2%	57.8%	55.1%	70.7%	45.5%	52.6%
No	29.0%	29.5%	28.6%	32.7%	26.7%	28.2%	29.8%	17.7%	37.6%	31.3%
I don't know	18.1%	17.8%	18.4%	21.1%	19.1%	14.0%	15.1%	11.6%	16.9%	16.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think amnesty for illegal immigrants in the U.S. will drive up the cost of healthcare for Americans?										
Yes	63.8%	66.0%	61.7%	48.9%	65.1%	76.7%	66.5%	80.8%	57.2%	67.3%
No	16.4%	17.3%	15.6%	23.5%	13.9%	12.5%	17.0%	10.3%	22.9%	15.3%
I don't know	19.8%	16.7%	22.7%	27.5%	21.0%	10.8%	16.5%	8.9%	19.9%	17.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
What worries you more about the healthcare reform...?										
Cost of insurance going up	53.8%	52.3%	55.3%	48.9%	59.1%	52.4%	54.4%	71.0%	41.8%	52.7%
Shortage of Doctors to cover newly-insured Americans	21.4%	23.4%	19.5%	22.3%	17.5%	25.1%	22.0%	22.2%	18.2%	26.7%
Neither, healthcare reform as enacted is good for everyone	24.8%	24.2%	25.3%	28.7%	23.4%	22.5%	23.5%	6.9%	40.0%	20.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
With the bitter divide on issues such as healthcare, the economy, immigration, etc, how concerned are you about violence erupting across the U.S.?										
1 – Not at All Concerned	7.4%	10.1%	4.8%	8.8%	7.2%	6.2%	7.4%	5.5%	6.9%	9.2%
2 – Not Very Concerned	13.8%	14.9%	12.7%	12.7%	13.9%	14.7%	14.2%	13.2%	15.5%	14.3%
3 – Neutral	24.8%	25.3%	24.3%	33.1%	25.4%	16.0%	22.5%	18.4%	28.1%	17.8%
4 – Somewhat Concerned	33.9%	31.9%	35.8%	31.5%	30.3%	40.4%	34.9%	36.5%	33.5%	38.0%
5 – Very Concerned	20.2%	17.9%	22.4%	13.9%	23.3%	22.7%	21.1%	26.3%	16.1%	20.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.5	3.3	3.6	3.3	3.5	3.6	3.5	3.6	3.4	3.5

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Are you better off financially since President Obama took office?										
Yes	18.1%	21.1%	15.4%	25.2%	15.0%	15.0%	19.3%	9.6%	30.1%	17.4%
No	70.0%	68.8%	71.2%	60.0%	72.0%	77.4%	70.8%	87.2%	54.7%	74.3%
I don't know	11.9%	10.1%	13.5%	14.8%	13.0%	7.6%	9.9%	3.2%	15.2%	8.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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