



Source: BIGresearch®, American Pulse™ Survey, JUN-10  
N=5123

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Registered Voters	Registered Republicans	Registered Democrats	Registered Independents
<b>Assign a grade for the Obama administration's handling of the Gulf Oil Spill...</b>										
A - Excellent	4.5%	5.0%	4.0%	5.9%	4.1%	3.6%	4.8%	3.6%	8.0%	1.9%
B - Good	17.5%	18.4%	16.7%	22.2%	13.5%	17.8%	17.9%	6.8%	28.9%	16.0%
C - Fair	29.3%	25.6%	32.8%	32.9%	30.6%	24.2%	28.0%	19.2%	33.0%	30.4%
D - Poor	25.4%	24.7%	26.0%	22.8%	26.1%	27.0%	24.4%	27.0%	20.8%	25.6%
F - Failure	23.4%	26.3%	20.5%	16.3%	25.8%	27.4%	24.9%	43.3%	9.3%	26.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>If a catastrophic event happened to your city, do you believe the federal government would help fix it?</b>										
Yes	32.1%	36.6%	27.7%	38.0%	30.2%	28.6%	33.5%	23.0%	45.7%	30.7%
No	40.0%	38.2%	41.7%	32.9%	40.8%	45.9%	40.4%	52.0%	28.2%	43.9%
I don't know	27.9%	25.1%	30.6%	29.1%	29.0%	25.5%	26.2%	25.0%	26.1%	25.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Which of the following issues concerns you regarding your personal well-being? (Check all that apply)</b>										
Climate Change	30.5%	29.7%	31.2%	39.2%	27.1%	26.0%	29.5%	16.2%	42.1%	25.6%
Economy	79.1%	75.9%	82.2%	78.0%	78.6%	81.0%	79.9%	77.1%	80.9%	81.2%
Federal deficit	39.6%	41.8%	37.6%	28.3%	40.6%	49.5%	41.9%	50.3%	34.4%	44.2%
Job Creation	46.1%	46.3%	45.9%	53.0%	51.6%	32.8%	45.3%	43.5%	46.5%	44.9%
Healthcare	66.6%	58.8%	74.1%	61.2%	63.0%	76.3%	67.7%	64.8%	69.4%	71.4%
Immigration	34.5%	36.5%	32.6%	26.9%	33.0%	43.7%	35.9%	49.0%	26.1%	37.7%
Iran's nuclear power program	24.4%	26.4%	22.4%	17.9%	23.2%	32.1%	25.4%	30.6%	20.4%	28.5%
Israel/Palestine Conflict	16.9%	17.9%	15.9%	12.7%	15.1%	22.9%	17.9%	22.3%	14.3%	19.7%
National Security	42.6%	43.4%	41.9%	36.1%	42.0%	49.7%	44.2%	51.8%	38.6%	45.4%
North Korea/South Korea Conflict	18.8%	22.3%	15.4%	15.4%	17.6%	23.4%	19.8%	23.1%	15.6%	25.1%
Terrorism	47.7%	48.8%	46.8%	39.0%	47.4%	56.7%	49.4%	57.1%	43.9%	50.4%
War in Iraq	25.7%	24.0%	27.4%	25.0%	22.8%	29.9%	26.4%	26.6%	25.6%	28.9%
War in Afghanistan	26.7%	26.7%	26.6%	23.9%	24.1%	32.4%	27.9%	28.0%	27.0%	31.8%
<b>Which of the following issues concerns you regarding the future of America? (Check all that apply)</b>										
Climate Change	37.2%	33.4%	40.8%	44.0%	35.6%	32.5%	36.6%	21.7%	49.8%	33.3%
Economy	81.2%	77.8%	84.5%	80.1%	80.0%	83.7%	81.9%	82.6%	81.0%	82.4%
Federal deficit	64.9%	62.2%	67.4%	53.4%	66.5%	74.1%	67.8%	74.4%	60.4%	69.4%
Job Creation	63.5%	60.5%	66.4%	69.6%	62.1%	59.2%	63.1%	64.8%	63.0%	61.4%
Healthcare	67.6%	60.4%	74.4%	62.9%	68.0%	71.7%	68.5%	70.1%	68.1%	66.4%

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

**Source: BIGresearch®, American Pulse™ Survey, JUN-10  
N=5123**

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Registered Voters	Registered Republicans	Registered Democrats	Registered Independents
Immigration	56.7%	55.2%	58.1%	47.9%	55.9%	66.3%	59.6%	73.3%	48.8%	59.2%
Iran's nuclear power program	38.7%	36.6%	40.6%	33.3%	38.7%	43.8%	40.2%	43.3%	36.0%	41.6%
Israel/Palestine Conflict	28.4%	25.4%	31.1%	23.4%	28.8%	32.7%	29.7%	33.3%	25.1%	31.5%
National Security	55.8%	53.2%	58.2%	51.5%	54.3%	61.7%	57.8%	65.2%	51.1%	58.5%
North Korea/South Korea Conflict	32.0%	32.4%	31.7%	29.7%	32.9%	33.4%	33.7%	33.9%	29.6%	38.0%
Terrorism	60.6%	57.1%	64.0%	52.1%	60.8%	68.7%	62.0%	67.2%	56.5%	63.9%
War in Iraq	42.8%	37.5%	48.0%	42.4%	43.2%	42.9%	44.0%	41.2%	42.8%	46.7%
War in Afghanistan	43.7%	40.1%	47.2%	42.2%	43.7%	45.3%	44.8%	39.8%	44.7%	49.0%

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

**Do you think the U.S. government should tax websites that combine news stories from around the Internet (such as the Drudge Report, Digg, Reddit, etc.) so that the FTC can redistribute the funds to help the ailing newspaper industry?**

Yes	10.5%	12.9%	8.2%	17.9%	8.7%	5.5%	10.6%	8.6%	15.0%	7.0%
No	66.5%	68.5%	64.6%	61.1%	65.1%	73.5%	67.9%	77.2%	57.1%	72.5%
I don't know	23.0%	18.6%	27.2%	21.0%	26.3%	21.0%	21.5%	14.2%	28.0%	20.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Millions of dollars will be spent on a PR campaign to improve Americans' opinions on healthcare reform. Do you think it's worth it?**

Yes, Americans need to be educated about the bill and what it means for them.	24.7%	26.4%	23.0%	33.3%	20.2%	21.5%	25.4%	14.2%	40.3%	20.2%
No, they should use that money to help pay for the costs associated with the reform.	61.8%	62.0%	61.7%	50.9%	64.4%	69.5%	62.8%	77.7%	47.7%	67.3%
I don't know	13.5%	11.6%	15.3%	15.8%	15.4%	9.0%	11.8%	8.2%	12.0%	12.4%
Total	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, do you agree or disagree that Americans are consumed by technology?**

1 – Strongly Disagree	4.2%	4.7%	3.7%	5.2%	4.6%	2.6%	4.1%	3.7%	3.8%	5.3%
2 – Disagree	5.8%	7.8%	3.8%	4.7%	5.6%	7.0%	5.6%	6.3%	5.5%	6.0%
3 – Neutral	22.2%	23.5%	20.9%	19.6%	23.5%	23.0%	22.0%	20.1%	19.9%	25.1%
4 – Agree	43.9%	42.7%	44.9%	38.0%	43.3%	50.2%	45.3%	49.4%	42.7%	44.4%
5 – Strongly Agree	24.0%	21.2%	26.7%	32.5%	22.9%	17.1%	22.9%	20.4%	28.0%	19.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	3.8	3.7	3.9	3.9	3.7	3.7	3.8	3.8	3.9	3.7

**Do you think technology overload is good or bad for Americans?**

Good, Americans can never have enough technology	31.8%	38.7%	25.3%	38.7%	28.5%	29.1%	33.4%	34.3%	36.8%	31.2%
Bad, it's changing how Americans behave	44.3%	40.9%	47.5%	39.3%	45.9%	47.3%	43.2%	42.1%	42.4%	45.2%
I don't know	23.9%	20.4%	27.2%	22.0%	25.7%	23.5%	23.3%	23.6%	20.7%	23.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Do you think watching movies at the cinema is...**

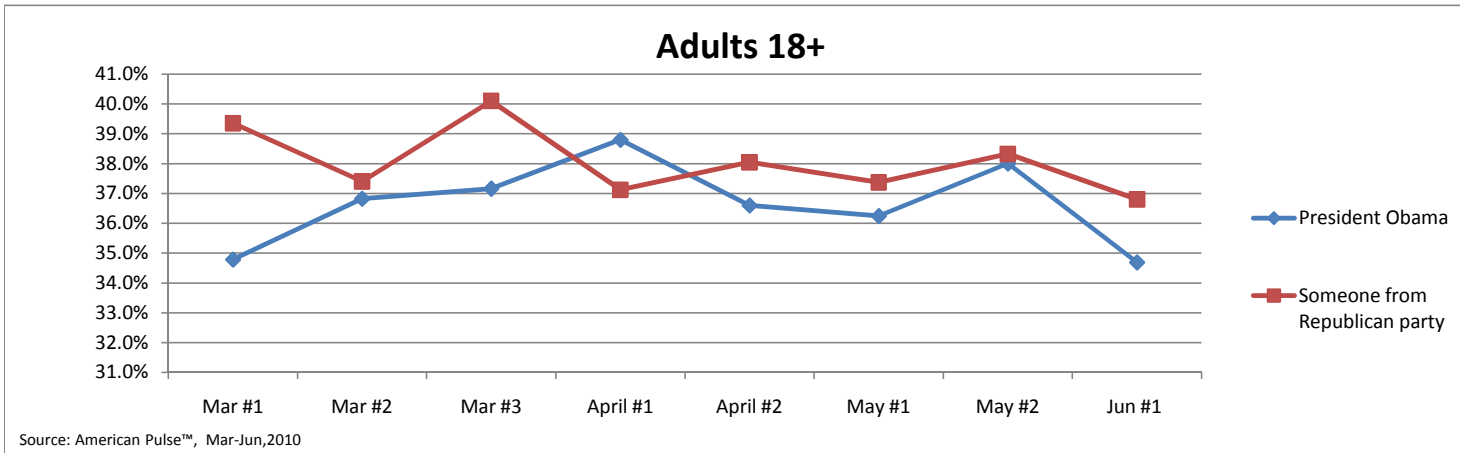
Too expensive	71.9%	68.4%	75.2%	65.2%	74.2%	75.6%	72.6%	73.5%	69.6%	75.1%
Worth it	19.7%	21.6%	17.9%	26.6%	17.1%	16.3%	19.6%	18.8%	23.7%	15.9%
I don't know	8.4%	10.0%	6.9%	8.2%	8.7%	8.2%	7.7%	7.7%	6.6%	9.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Source: BIGresearch®, American Pulse™ Survey, JUN-10  
N=5123**

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Registered Voters	Registered Republicans	Registered Democrats	Registered Independents
<b>Are you waiting for a summer blockbuster that you plan to attend?</b>										
Yes	25.9%	28.1%	23.7%	44.5%	23.7%	10.3%	26.0%	26.5%	29.7%	19.3%
No	74.1%	71.9%	76.3%	55.5%	76.3%	89.7%	74.0%	73.5%	70.3%	80.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>How confident are you that the government's economic policies will help lower unemployment?</b>										
Very confident	5.3%	7.3%	3.5%	9.9%	3.7%	2.9%	5.5%	5.5%	9.8%	0.8%
Confident	20.9%	21.3%	20.5%	25.0%	18.0%	20.3%	21.5%	5.6%	36.1%	18.8%
Little confidence	45.4%	39.0%	51.4%	48.8%	45.2%	42.2%	43.5%	41.8%	40.9%	47.3%
No confidence	28.4%	32.4%	24.7%	16.3%	33.1%	34.6%	29.5%	47.0%	13.1%	33.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>How confident are you that the government's economic policies will get the economy back on track?</b>										
Very confident	6.4%	8.8%	4.0%	9.9%	5.9%	3.4%	6.5%	4.4%	12.6%	1.9%
Confident	24.9%	26.5%	23.3%	31.5%	21.2%	22.7%	26.0%	10.6%	39.3%	25.3%
Little confidence	42.2%	34.5%	49.4%	42.9%	41.5%	42.2%	40.0%	39.9%	37.4%	42.7%
No confidence	26.6%	30.2%	23.3%	15.7%	31.3%	31.6%	27.4%	45.1%	10.7%	30.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>On a scale of 1-5 with 1 being "Not at All" and 5 being "Very Much," how much do you trust the safety of the United States...?:</b>										
<b>Food Supply</b>										
1 – Not at All	5.8%	5.8%	5.8%	4.7%	7.3%	5.0%	5.7%	6.7%	3.2%	7.1%
2 – Not Very	13.1%	11.5%	14.7%	10.3%	13.0%	15.9%	13.0%	15.2%	10.2%	14.6%
3 – Neutral	24.7%	22.7%	26.6%	24.9%	29.2%	19.2%	23.2%	20.8%	26.2%	21.1%
4 – Somewhat	40.0%	40.6%	39.4%	35.9%	38.3%	45.9%	40.7%	38.9%	40.6%	42.6%
5 – Very Much	16.4%	19.5%	13.6%	24.2%	12.2%	14.0%	17.4%	18.3%	19.9%	14.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	3.5	3.6	3.4	3.6	3.4	3.5	3.5	3.5	3.6	3.4
<b>Water Supply</b>										
1 – Not at All	6.5%	6.1%	6.9%	4.0%	9.0%	6.0%	6.7%	7.1%	4.5%	7.7%
2 – Not Very	15.1%	13.5%	16.6%	12.3%	15.6%	17.2%	15.0%	17.4%	12.4%	16.3%
3 – Neutral	25.3%	24.1%	26.4%	25.9%	28.5%	20.7%	23.4%	18.7%	26.2%	23.9%
4 – Somewhat	38.1%	38.6%	37.6%	37.1%	35.1%	42.6%	39.0%	41.6%	38.2%	38.3%
5 – Very Much	15.1%	17.7%	12.5%	20.6%	11.8%	13.6%	15.9%	15.3%	18.8%	13.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	3.4	3.5	3.3	3.6	3.3	3.4	3.4	3.4	3.5	3.3
<b>Do you think the U.S. Government is doing enough to control illegal immigration in America?</b>										
Yes	13.7%	15.4%	12.1%	21.5%	12.1%	7.9%	13.3%	7.9%	19.6%	11.5%
No	70.7%	70.8%	70.6%	57.8%	72.0%	81.6%	72.7%	85.8%	61.7%	74.1%
I don't know	15.6%	13.9%	17.3%	20.6%	15.9%	10.5%	14.0%	6.4%	18.7%	14.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

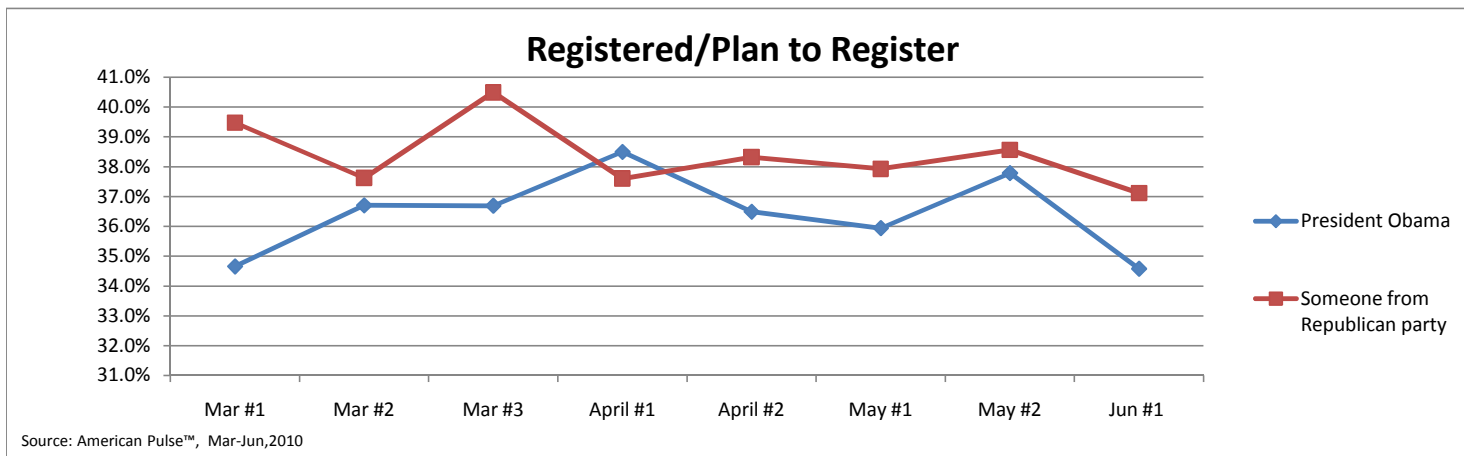
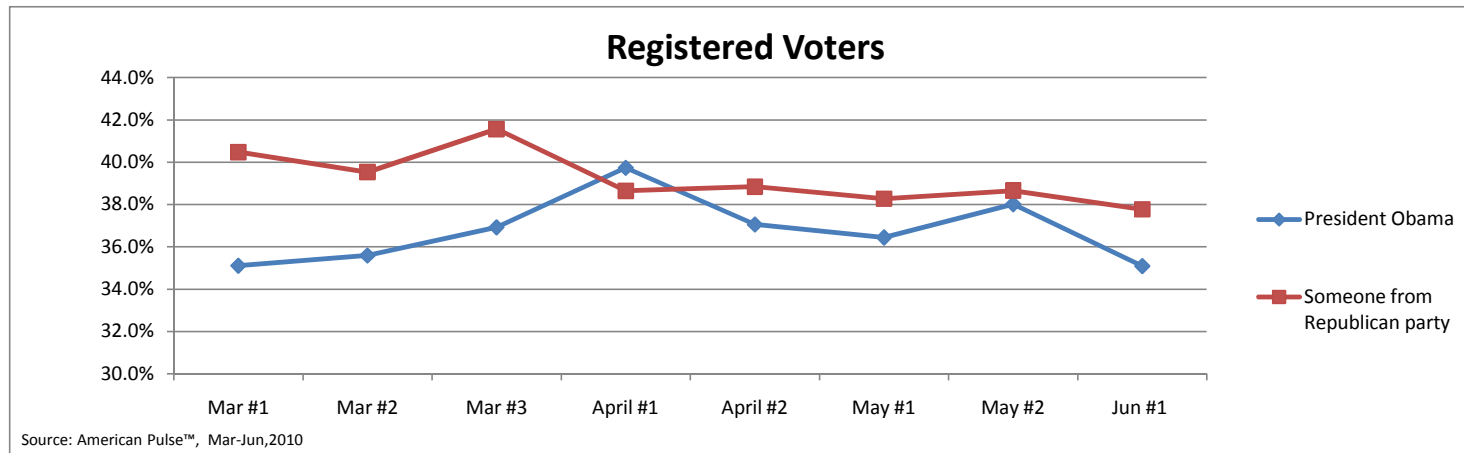
Source: BIGresearch®, American Pulse™ Survey, JUN-10  
N=5123

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Registered Voters	Registered Republicans	Registered Democrats	Registered Independents
<b>If the Presidential Election were held today, who would you be more likely to vote for?</b>										
<b>Adults 18+</b>										
	<b>Mar #1</b>	<b>Mar #2</b>	<b>Mar #3</b>	<b>April #1</b>	<b>April #2</b>	<b>May #1</b>	<b>May #2</b>	<b>Jun #1</b>		
President Obama	34.8%	36.8%	37.2%	38.8%	36.6%	36.2%	38.0%	34.7%		
Someone from Republican party	39.4%	37.4%	40.1%	37.1%	38.0%	37.4%	38.3%	36.8%		
Undecided	25.9%	25.8%	22.7%	24.1%	25.4%	26.4%	23.7%	28.5%		
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
<b>Registered Voters</b>										
President Obama	35.1%	35.6%	36.9%	39.7%	37.1%	36.5%	38.0%	35.1%		
Someone from Republican party	40.5%	39.5%	41.6%	38.6%	38.8%	38.3%	38.7%	37.8%		
Undecided	24.4%	24.9%	21.5%	21.6%	24.1%	25.3%	23.3%	27.1%		
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
<b>Registered and Plan to Register</b>										
President Obama	34.7%	36.7%	36.7%	38.5%	36.5%	35.9%	37.8%	34.6%		
Someone from Republican party	39.5%	37.6%	40.5%	37.6%	38.3%	37.9%	38.6%	37.1%		
Undecided	25.9%	25.7%	22.8%	23.9%	25.2%	26.1%	23.7%	28.3%		
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		



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Adults 18+    Men    Women    18 - 34    35 - 54    55+    Registered Voters    Registered Republicans    Registered Democrats    Registered Independents



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