



Source: BIGresearch®, American Pulse™ Survey, JUL-10
N=6648

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Registered Voters	Registered Republicans	Registered Democrats	Registered Independents
On a scale of 1-5, do you agree or disagree that this is a financial "recovery summer" for the U.S.?										
1 – Strongly Disagree	20.5%	21.8%	19.2%	14.0%	22.7%	24.1%	20.9%	30.5%	11.7%	22.4%
2 – Disagree	27.7%	25.0%	30.3%	22.3%	27.9%	32.9%	28.6%	34.0%	22.6%	31.0%
3 – Neutral	34.2%	32.4%	35.9%	41.0%	34.7%	26.8%	32.4%	24.4%	39.2%	31.1%
4 – Agree	14.7%	17.2%	12.4%	18.8%	12.0%	14.0%	15.2%	8.2%	22.4%	14.1%
5 – Strongly Agree	2.9%	3.6%	2.3%	4.0%	2.7%	2.1%	2.9%	2.9%	4.1%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
The federal deficit for this year hit over \$1 trillion according to a Congressional Budget Office. Do you think the deficits are hurting the future economic growth for the U.S.?										
Yes	75.1%	75.1%	75.2%	70.1%	75.9%	79.1%	77.6%	89.4%	66.5%	79.5%
No	10.3%	11.9%	8.7%	10.3%	10.4%	10.0%	10.0%	3.9%	16.0%	9.3%
I don't know	14.6%	13.0%	16.2%	19.6%	13.6%	10.9%	12.5%	6.7%	17.6%	11.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think the Obama administration's efforts at getting the economy back on track have been helpful or have made things worse?										
Helpful	32.4%	33.2%	31.7%	35.2%	31.3%	31.1%	34.4%	11.3%	58.2%	28.2%
Made things worse	43.4%	44.8%	42.0%	34.8%	43.6%	51.4%	44.5%	74.8%	18.8%	48.1%
I don't know	24.2%	22.0%	26.3%	30.0%	25.2%	17.5%	21.1%	13.9%	23.0%	23.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Given President Obama's accomplishments such as Healthcare, Stimulus and Financial reform, do you think he should be applauded or booed for pushing these initiatives through Congress?										
Applauded	37.6%	36.5%	38.6%	41.4%	35.9%	35.9%	39.3%	13.3%	66.3%	33.7%
Booed	41.4%	44.4%	38.5%	33.5%	40.7%	49.8%	43.2%	76.0%	16.1%	45.1%
I don't know	21.0%	19.1%	22.9%	25.1%	23.4%	14.2%	17.6%	10.7%	17.6%	21.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Now that healthcare reform has passed, are you worried you will have to wait in line for healthcare or to see your doctor?										
Yes	37.5%	37.8%	37.2%	34.7%	37.3%	40.5%	38.9%	61.4%	20.6%	39.9%
No	46.5%	46.9%	46.1%	48.2%	44.4%	47.2%	47.1%	24.0%	67.7%	45.6%
I don't know	16.0%	15.3%	16.7%	17.1%	18.3%	12.3%	14.1%	14.6%	11.7%	14.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Are you afraid of being placed in government-run healthcare or assisted living establishments as you age if you would no longer be able to live alone?										
Yes	40.5%	39.5%	41.4%	34.4%	41.3%	45.3%	41.2%	63.3%	24.1%	39.8%
No	44.4%	45.8%	43.2%	49.3%	41.6%	43.2%	45.6%	25.1%	63.5%	45.4%
I don't know	15.1%	14.7%	15.5%	16.4%	17.1%	11.5%	13.2%	11.6%	12.4%	14.8%
Total	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+	Registered Voters	Registered Republicans	Registered Democrats	Registered Independents
Are you afraid of getting sick and the government not covering your particular illness?										
Yes	51.6%	49.8%	53.2%	45.9%	54.2%	53.8%	51.9%	72.1%	34.3%	52.2%
No	37.3%	38.5%	36.2%	39.7%	34.1%	38.9%	38.8%	21.6%	55.6%	37.8%
I don't know	11.1%	11.7%	10.5%	14.4%	11.7%	7.3%	9.3%	6.3%	10.1%	10.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think we will continue to have medical innovation and solve diseases in the future, if it is government run?										
Yes	53.2%	53.6%	52.8%	58.4%	52.8%	48.5%	53.3%	29.7%	74.2%	50.9%
No	46.8%	46.4%	47.2%	41.6%	47.2%	51.5%	46.7%	70.3%	25.8%	49.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
As a result of the recession, have you purchased items at the any of the following? (Check all that apply)										
Garage sales	26.9%	21.6%	31.9%	28.4%	28.6%	23.3%	27.0%	25.9%	26.4%	26.2%
Thrift or charity stores (Goodwill, etc.)	33.0%	25.9%	39.8%	34.2%	34.5%	30.2%	33.2%	31.3%	31.1%	34.8%
Resale stores (Once Upon a Child, etc.)	12.4%	9.1%	15.5%	15.8%	12.7%	8.8%	13.0%	12.7%	12.9%	11.6%
Consignment stores	10.8%	6.7%	14.6%	12.1%	10.8%	9.4%	11.1%	11.3%	10.9%	10.7%
Pawn shops	8.8%	9.5%	8.1%	13.2%	9.0%	4.2%	7.9%	6.8%	7.4%	8.5%
Off-price retailers (T.J. Maxx, etc.)	26.1%	20.1%	31.8%	34.2%	23.6%	21.3%	27.0%	26.8%	27.3%	25.7%
Wholesale clubs (Sam's Club, etc.)	30.8%	29.4%	32.1%	30.9%	26.3%	36.1%	32.5%	33.3%	32.6%	32.6%
Online (Ebay, etc.)	30.4%	31.8%	29.1%	45.3%	27.5%	19.3%	30.5%	28.6%	29.0%	31.2%
I have not purchased items at any of the above	29.2%	33.7%	24.9%	21.4%	32.3%	33.0%	28.6%	30.1%	30.6%	27.7%
<small>*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>										
As a result of the recession, have you cut back your credit card usage?										
Yes	65.5%	61.1%	69.7%	62.9%	68.2%	64.7%	66.1%	69.4%	64.2%	63.9%
No	34.5%	38.9%	30.3%	37.1%	31.8%	35.3%	33.9%	30.6%	35.8%	36.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Of those who cut back...										
When do you plan to start using your credit cards as you did prior to the recession level?										
1-3 months	3.3%	3.6%	3.0%	4.5%	2.8%	2.7%	2.9%	2.8%	4.1%	0.9%
4-6 months	3.6%	4.5%	2.7%	7.4%	2.4%	1.3%	3.6%	3.7%	5.1%	2.4%
7-12 months	5.6%	6.7%	4.7%	8.2%	4.2%	4.8%	5.4%	5.7%	5.2%	5.6%
1-2 years	6.2%	6.7%	5.8%	7.5%	4.6%	6.8%	6.6%	7.6%	6.6%	7.0%
2-5 years	5.3%	6.7%	4.1%	6.5%	4.9%	4.7%	5.4%	6.6%	3.5%	7.1%
5+ years	3.0%	3.4%	2.7%	3.9%	3.0%	2.3%	2.7%	2.2%	2.0%	3.2%
I don't plan on returning to how I previously used credit cards	72.9%	68.5%	77.1%	62.0%	78.1%	77.4%	73.4%	71.4%	73.5%	73.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If the Republicans were to regain power in Washington, do you think they will do a better job than the Democrats have?										
Yes	28.1%	30.5%	25.7%	23.6%	25.8%	35.1%	30.4%	68.8%	6.9%	27.3%
No	44.0%	44.2%	43.8%	42.9%	44.6%	44.3%	45.7%	10.8%	75.3%	43.4%
I don't know	28.0%	25.3%	30.5%	33.5%	29.6%	20.6%	23.9%	20.3%	17.8%	29.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you give the Obama administration a passing or failing grade for their Gulf oil spill clean-up efforts?										
Passing grade	29.8%	30.3%	29.2%	30.2%	28.1%	31.4%	31.5%	10.9%	53.4%	26.4%
Failing grade	49.2%	49.6%	48.8%	44.2%	49.8%	53.3%	50.1%	78.1%	26.8%	52.8%
I don't know	21.0%	20.0%	21.9%	25.6%	22.1%	15.3%	18.4%	11.0%	19.9%	20.8%
Total	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+	Registered Voters	Registered Republicans	Registered Democrats	Registered Independents
The Obama administration has announced plans to deploy 1,200 National Guard troops to assist with border protection starting August 1. Do you think this plan is...?										
A step in the right direction	39.4%	40.8%	38.1%	40.8%	38.6%	39.0%	41.2%	31.2%	52.1%	38.5%
Too little, too late	40.0%	39.9%	40.1%	32.5%	39.9%	47.6%	40.7%	58.7%	25.7%	43.7%
I don't know	20.5%	19.3%	21.8%	26.7%	21.5%	13.4%	18.1%	10.0%	22.2%	17.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have you seen the Old Spice guy commercial?										
Yes	44.3%	46.4%	42.4%	61.7%	44.4%	27.2%	44.3%	36.9%	49.8%	43.8%
No	55.7%	53.6%	57.6%	38.3%	55.6%	72.8%	55.7%	63.1%	50.2%	56.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have any variations of the commercial influenced you to buy Old Spice?										
Yes	13.4%	15.7%	11.2%	20.4%	12.5%	7.6%	12.9%	14.5%	13.9%	11.4%
No	86.6%	84.3%	88.8%	79.6%	87.5%	92.4%	87.1%	85.5%	86.1%	88.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you still go see Mel Gibson's movies?										
Yes	38.5%	41.4%	35.7%	38.2%	41.1%	35.7%	38.2%	44.0%	35.0%	35.9%
No	32.3%	29.9%	34.5%	33.7%	28.6%	35.3%	32.8%	26.3%	39.1%	33.7%
I don't know	29.2%	28.6%	29.8%	28.2%	30.3%	28.9%	29.0%	29.7%	25.9%	30.4%
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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