



American Pulse Survey 7 (1.15.08)

American Pulse

	All Adults	Male	Female	18 - 34	35 - 54	55+
Do political TV commercials influence your voting at the polls?						
Yes, I'm MORE likely to vote for a candidate because of their TV commercial.	6.4%	6.9%	6.2%	7.9%	6.7%	5.5%
Yes, I'm LESS likely to vote for a candidate because of their TV commercial.	6.6%	5.4%	7.1%	6.0%	6.8%	6.8%
No, TV commercials don't affect my vote.	87.0%	87.7%	86.7%	86.2%	86.5%	87.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Thinking of the upcoming Presidential election, who would you be more likely to vote for?						
A candidate with "insider" Washington experience who will maintain status quo.	5.4%	4.4%	5.7%	5.3%	6.0%	4.8%
A candidate with fresh/new ideas for change... Washington experience is not important to me.	43.0%	42.3%	43.2%	44.8%	41.9%	43.2%
A candidate with a balanced mix of experience and new ideas... I like how things are now, but am open to change.	51.6%	53.3%	51.1%	49.8%	52.1%	52.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How do you prefer political candidates to communicate their positions on issues to you?						
Debate (on TV)	49.3%	49.6%	49.2%	46.7%	49.3%	50.5%
Debate (in-person)	5.8%	6.8%	5.5%	6.8%	6.2%	5.2%
Political rallies where they speak	7.5%	6.8%	7.7%	8.3%	6.3%	8.2%
TV commercials	4.1%	5.0%	3.9%	6.1%	4.0%	3.5%

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Campaign website / online	10.0%	8.9%	10.4%	13.7%	10.4%	8.2%
Radio commercials	0.8%	1.1%	0.6%	0.7%	1.2%	0.4%
Newspaper ads	4.5%	3.8%	4.8%	2.5%	5.2%	4.8%
Telephone	0.4%	0.5%	0.3%	0.4%	0.7%	0.1%
Flyers through the mail	9.2%	7.9%	9.7%	4.5%	9.7%	10.8%
Flyers hand delivered to me at my home	1.7%	1.9%	1.6%	3.0%	1.3%	1.6%
Other	6.6%	7.7%	6.2%	7.3%	5.9%	7.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Are you aware that in February 2009 TV Stations will switch to 100% digital broadcasting and if your TV does not have a digital tuner or you don't subscribe to a pay TV service that you will need to purchase a converter box or a digital TV?

Yes, I am aware	83.2%	87.0%	81.9%	72.3%	81.9%	88.9%
No, I am not aware	16.8%	13.0%	18.1%	27.7%	18.1%	11.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How do you feel about TV Stations switching to 100% digital broadcasting? (Check all that apply.)

It's good for me because it will improve the quality of my TV picture and programming.	26.1%	36.0%	22.6%	28.6%	23.7%	27.1%
It's good for the community because it will free up airways for use by emergency responders.	15.9%	18.4%	15.0%	15.4%	13.6%	18.1%
I'm frustrated because I will need to make a change to be able to watch TV.	14.5%	11.9%	15.4%	17.3%	15.0%	12.9%
I'm annoyed because TV broadcasting is fine the way it is... this is just another way for big companies to make money.	37.8%	32.0%	39.8%	32.3%	38.8%	39.0%
I don't have an opinion.	22.2%	18.7%	23.4%	28.1%	23.1%	18.9%

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

In which professional sport do you think steroids are used most regularly?

Baseball	32.9%	33.8%	32.6%	41.6%	29.1%	32.7%
Football	22.4%	22.3%	22.5%	16.8%	25.7%	21.8%
Basketball	1.4%	1.5%	1.4%	2.7%	1.0%	1.3%
Soccer	0.4%	0.5%	0.3%	0.7%	0.4%	0.2%

BIGresearch
American Pulse Survey #7
January, 2008

American Pulse

	All Adults	Male	Female	18 - 34	35 - 54	55+
Tennis	0.5%	0.8%	0.4%	0.6%	0.4%	0.6%
Wrestling	29.2%	30.3%	28.8%	28.4%	30.2%	28.7%
Boxing	5.1%	3.3%	5.7%	4.3%	4.4%	6.1%
Other	8.1%	7.5%	8.3%	5.0%	8.9%	8.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Should proven use of steroids at any point during a professional athlete's career eliminate them from being inducted into the Hall of Fame or from receiving other sporting accolades?

Yes	60.1%	57.5%	61.0%	57.0%	59.4%	61.9%
No	17.9%	23.2%	16.0%	18.2%	18.5%	17.2%
I don't care	22.1%	19.3%	23.0%	24.8%	22.1%	20.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Jamie Spears, Britney's 16-year-old sister and the star of Nickelodeon's 'Zoey 101,' recently announced her pregnancy. She will star in the already filmed fourth and final season. How do you feel about the show continuing given her personal situation?

I think the show should be taken off the air because it sets a bad example for teenagers.	39.5%	35.4%	40.9%	30.7%	39.4%	43.2%
I think the show should continue to air because an actor/actress' personal life is nobody's business.	16.3%	15.7%	16.5%	28.3%	16.8%	11.0%
I don't care about Jamie Lynn... I'm only interested in Britney news.	1.0%	0.9%	1.0%	2.4%	0.5%	0.8%
I don't care about either of them.	43.2%	48.0%	41.5%	38.7%	43.3%	44.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

As a result of the recent Hollywood Writer's Strike, have you been doing any of the following? (Check all that apply.)

Watching TV less	30.2%	29.4%	30.4%	35.2%	30.2%	28.1%
Playing video games more	8.2%	8.4%	8.1%	16.8%	8.1%	4.8%
Watching DVDs more	22.1%	20.4%	22.7%	29.4%	22.2%	19.1%
Going to movie theater more	4.9%	6.4%	4.4%	7.4%	4.3%	4.5%
Surfing the Internet more	27.5%	28.4%	27.1%	32.7%	28.3%	24.5%
Reading books or magazines more	27.9%	21.4%	30.2%	24.2%	24.8%	32.3%
Socializing with family/friends more	16.0%	15.5%	16.2%	21.3%	15.2%	14.6%

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	All Adults	Male	Female	18 - 34	35 - 54	55+
Other	24.0%	24.1%	24.0%	15.5%	23.9%	27.5%

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

Have you kept your New Year's Resolution so far?

Yes	24.6%	22.0%	25.5%	30.0%	25.6%	21.4%
No	8.8%	7.5%	9.2%	13.3%	9.1%	6.6%
I didn't make one	66.7%	70.5%	65.3%	56.6%	65.3%	72.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Does your employer pay you enough?

Yes, I am satisfied with my paycheck	10.8%	13.6%	9.8%	11.9%	12.9%	8.4%
No, I am over-worked and under-paid	19.6%	19.3%	19.7%	26.1%	24.6%	12.4%
My paycheck is fair, but I would like more	20.8%	18.1%	21.7%	29.0%	25.8%	12.9%
I don't work	48.9%	49.0%	48.9%	33.1%	36.7%	66.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Of those who work...**Does your employer pay you enough?**

Yes, I am satisfied with my paycheck	21.1%	26.7%	19.1%	17.8%	20.4%	24.9%
No, I am over-worked and under-paid	38.3%	37.9%	38.4%	38.9%	38.8%	36.9%
My paycheck is fair, but I would like more	40.7%	35.5%	42.5%	43.3%	40.8%	38.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Did you have second thoughts or "cold feet" on your wedding day?

Yes, but I am very happy with my decision to go through with the wedding	10.1%	9.0%	10.5%	9.7%	10.0%	10.4%
Yes, I should have listened to myself and called off the wedding	12.2%	8.6%	13.4%	6.5%	14.2%	12.7%
No, I did not have any second thoughts	59.2%	61.6%	58.4%	34.6%	59.1%	69.4%
I have never been married	18.5%	20.7%	17.7%	49.1%	16.7%	7.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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	All Adults	Male	Female	18 - 34	35 - 54	55+
Of those who have been married...						
Did you have second thoughts or “cold feet” on your wedding day?						
Yes, but I am very happy with my decision to go through with the wedding	12.4%	11.4%	12.7%	19.1%	12.0%	11.2%
Yes, I should have listened to myself and called off the wedding	14.9%	10.9%	16.3%	12.8%	17.0%	13.7%
No, I did not have any second thoughts	72.7%	77.7%	70.9%	68.0%	71.0%	75.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think your relationship/marriage would benefit from couples’ counseling?						
Yes	24.7%	21.2%	25.9%	33.2%	26.7%	19.3%
No	48.8%	51.9%	47.7%	41.1%	48.7%	52.0%
I am not married or in a relationship	26.5%	26.8%	26.4%	25.7%	24.6%	28.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Of those who have been married...						
Do you think your relationship/marriage would benefit from couples’ counseling?						
Yes	33.6%	29.0%	35.1%	44.7%	35.4%	27.1%
No	66.4%	71.0%	64.9%	55.3%	64.6%	72.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you think websites that allow you to “rent” luxury goods (such as handbags) diminish the value of the brands?						
Yes	26.4%	22.9%	27.7%	27.3%	25.7%	26.8%
No	29.6%	29.2%	29.7%	35.7%	30.5%	26.1%
I don’t know	44.0%	48.0%	42.6%	37.0%	43.8%	47.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Is your lifestyle dependent on your credit cards?						
Yes	13.4%	13.9%	13.2%	14.6%	14.5%	11.9%
No	72.9%	74.0%	72.5%	64.0%	69.2%	79.9%
I don’t have credit cards	13.7%	12.0%	14.2%	21.4%	16.3%	8.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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	All Adults	Male	Female	18 - 34	35 - 54	55+
What is the most noble profession?						
Medical Professional	23.9%	21.4%	24.8%	24.1%	21.3%	26.2%
Educator	19.0%	13.5%	21.0%	19.7%	18.7%	19.0%
Clergy	8.0%	9.5%	7.4%	3.2%	8.5%	9.5%
Parent	4.7%	1.7%	5.8%	4.4%	5.5%	4.2%
Military	2.0%	3.6%	1.4%	2.1%	2.4%	1.6%
Firefighter	2.4%	2.2%	2.4%	2.2%	2.9%	1.9%
Any honest job	2.4%	2.2%	2.4%	1.8%	2.1%	2.9%
Police Officer	1.7%	1.9%	1.6%	1.2%	2.1%	1.5%
President	1.0%	1.2%	0.9%	1.4%	1.0%	0.8%
Helping Others	0.8%	1.1%	0.7%	0.8%	0.7%	0.8%
Attorney	0.7%	0.9%	0.6%	0.6%	0.9%	0.5%
Scientist	0.9%	0.7%	0.9%	1.0%	1.3%	0.4%
Social Worker	0.6%	0.6%	0.7%	0.6%	1.0%	0.3%
None of them	0.7%	1.1%	0.5%	0.4%	0.3%	1.1%
Animal Care	0.6%	0.8%	0.5%	0.6%	0.7%	0.6%
Missionary	0.8%	0.7%	0.8%	0.7%	0.9%	0.6%
Volunteer	0.8%	0.3%	1.0%	1.5%	0.9%	0.4%
Nobility	0.5%	0.6%	0.4%	0.3%	0.6%	0.4%
Business Owner/Admin	0.4%	0.8%	0.2%	1.0%	0.3%	0.2%
Home Maker	0.5%	0.2%	0.6%	0.6%	0.4%	0.6%
Charity Worker	0.4%	0.4%	0.4%	0.7%	0.4%	0.2%
Retired	0.3%	0.7%	0.2%	0.0%	0.0%	0.7%
Engineer	0.2%	0.7%	0.1%	0.3%	0.1%	0.4%
Philanthropist	0.2%	0.5%	0.1%	0.1%	0.3%	0.2%
Blue Collar Worker	0.2%	0.6%	0.1%	0.1%	0.2%	0.3%
Humanitarian	0.2%	0.3%	0.2%	0.1%	0.4%	0.1%
Criminal Justice Worker	0.3%	0.1%	0.4%	0.6%	0.3%	0.3%
Sales Person	0.2%	0.3%	0.2%	0.4%	0.4%	0.1%
Counselor	0.2%	0.4%	0.1%	0.3%	0.2%	0.2%
Construction Worker	0.2%	0.5%	0.1%	0.1%	0.2%	0.2%
Driver	0.1%	0.5%	0.0%	0.0%	0.1%	0.2%
Christian	0.2%	0.2%	0.3%	0.0%	0.1%	0.5%
Child Care	0.3%	0.0%	0.4%	0.4%	0.4%	0.2%

American Pulse

	All Adults	Male	Female	18 - 34	35 - 54	55+
Civil Servant	0.2%	0.2%	0.3%	0.3%	0.4%	0.1%
Airline Worker	0.1%	0.5%	0.0%	0.1%	0.1%	0.2%
Farmer	0.2%	0.1%	0.3%	0.0%	0.3%	0.3%
Food Service Worker	0.2%	0.3%	0.1%	0.1%	0.3%	0.1%
Accountant	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%
Computer Worker	0.1%	0.1%	0.2%	0.0%	0.3%	0.1%
God	0.1%	0.3%	0.1%	0.0%	0.1%	0.2%
Author	0.2%	0.3%	0.2%	0.6%	0.1%	0.2%
Politician	0.2%	0.2%	0.2%	0.1%	0.1%	0.3%
Peace Corp	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Environmentalist	0.2%	0.1%	0.2%	0.3%	0.1%	0.2%
Other	5.6%	9.9%	4.1%	6.6%	4.5%	6.1%
No Preference	17.1%	18.3%	16.7%	20.5%	17.9%	15.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

If you could choose to be any age, what age would you choose? (Top 5)

30	12.8%	12.1%	13.1%	4.7%	16.7%	12.6%
Current age	9.5%	8.3%	10.0%	15.1%	7.4%	9.2%
35	8.7%	7.9%	9.0%	0.3%	8.6%	12.2%
21	7.0%	8.5%	6.5%	17.0%	6.1%	3.8%
25	6.9%	7.1%	6.8%	9.4%	7.9%	4.9%

Red indicates numbers used in associated press release.

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