

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

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than \$50K	\$50K+	Northeast	Midwest	South	West
<b>How do you think Congress should tackle the federal deficit?</b>												
Spend less	81.5%	77.9%	84.8%	74.7%	85.0%	83.8%	81.7%	81.2%	82.4%	81.3%	80.0%	81.9%
Pay for it by raising income taxes	8.4%	10.1%	6.7%	14.6%	5.1%	6.1%	8.8%	7.8%	9.1%	6.8%	9.4%	8.7%
Pay for it by imposing a new federal sales tax that would apply to all purchases	10.2%	11.9%	8.5%	10.7%	9.8%	10.0%	9.5%	10.9%	8.5%	11.9%	10.6%	9.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>If Congress created a new federal sales tax on all purchases, what percentage more would you be able to pay before you would change your current spending habits?</b>												
Any increase in sales taxes would impact my spending habits	63.9%	58.1%	69.4%	53.6%	68.0%	68.9%	66.7%	59.3%	61.0%	64.3%	64.6%	64.8%
1-4%	19.3%	21.8%	17.0%	19.5%	18.7%	20.0%	17.8%	21.8%	19.2%	20.6%	17.7%	20.2%
5-9%	9.4%	10.7%	8.2%	16.3%	6.2%	6.6%	8.5%	11.0%	12.8%	8.5%	9.0%	8.0%
10-14%	4.4%	6.3%	2.7%	6.3%	4.1%	3.0%	4.1%	5.1%	4.0%	4.5%	5.6%	3.4%
15-19%	1.0%	1.2%	0.9%	1.3%	1.2%	0.5%	0.8%	1.3%	1.8%	0.6%	1.1%	0.7%
20% or more	1.9%	2.0%	1.9%	2.9%	1.8%	1.1%	2.0%	1.5%	1.3%	1.6%	2.1%	2.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>If Congress created a new federal sales tax increasing the cost of everything you purchase by 15%, would it impact your spending?</b>												
Yes	91.7%	89.5%	93.8%	87.8%	91.5%	95.7%	91.7%	92.5%	91.6%	94.8%	90.5%	89.2%
No	8.3%	10.5%	6.2%	12.2%	8.5%	4.3%	8.3%	7.5%	8.4%	5.2%	9.5%	10.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>What areas would be impacted? (Check all that apply)</b>												
Home purchase	49.7%	55.7%	44.0%	64.4%	51.1%	33.7%	49.9%	50.1%	49.0%	49.6%	48.7%	52.1%
Car/Truck purchase	62.7%	68.6%	57.2%	62.7%	64.8%	60.4%	59.7%	68.3%	60.7%	62.8%	64.3%	63.5%
Clothing or accessories	80.1%	77.5%	82.5%	79.8%	81.6%	78.4%	81.6%	78.4%	76.9%	81.9%	79.2%	82.3%
Food/Groceries	74.1%	71.4%	76.6%	72.5%	76.7%	72.5%	78.6%	67.5%	68.4%	76.2%	75.2%	74.7%
Eating Out	82.5%	82.5%	82.5%	83.6%	82.0%	82.1%	81.1%	85.1%	81.0%	82.9%	82.5%	83.6%
Sporting goods, books, music	56.0%	61.6%	50.6%	60.6%	59.7%	47.0%	54.9%	58.3%	57.6%	55.8%	53.0%	57.8%
Electronics	69.7%	76.1%	63.6%	76.0%	70.9%	62.0%	68.1%	73.0%	68.0%	70.7%	67.4%	72.5%
Home improvement or repair	63.6%	63.8%	63.4%	59.6%	66.4%	64.1%	61.5%	67.3%	60.8%	65.6%	62.5%	64.5%
Furniture	62.2%	64.6%	59.9%	62.5%	65.9%	57.3%	59.6%	67.1%	62.8%	64.6%	59.1%	62.1%
Medicines – prescription or over-the-counter	58.5%	56.3%	60.7%	52.2%	63.1%	59.2%	62.3%	52.9%	51.6%	61.0%	61.4%	59.6%
Vacation travel	71.6%	73.2%	70.1%	69.9%	72.8%	71.9%	67.1%	79.3%	70.8%	70.0%	72.1%	72.9%
Entertainment	72.1%	73.1%	71.1%	74.0%	74.6%	67.2%	70.4%	75.1%	70.8%	73.2%	68.1%	76.3%
Other	7.3%	8.2%	6.4%	5.1%	8.7%	7.8%	8.7%	5.2%	5.4%	7.2%	7.1%	8.3%

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

**If Congress created a new federal sales tax increasing the cost of everything you purchase by 15%, would it impact your household finances?**

Yes, it will hurt household finances and require cutbacks in spending	85.8%	81.9%	89.6%	78.8%	88.1%	90.0%	87.4%	83.9%	88.0%	89.0%	84.2%	81.7%
Yes, it will hurt household finances, but it is patriotic to pay higher taxes	6.2%	7.9%	4.7%	9.7%	5.1%	4.3%	5.7%	7.0%	4.8%	4.6%	7.2%	8.7%
No, it will not hurt household finances	7.9%	10.3%	5.7%	11.6%	6.8%	5.7%	6.9%	9.1%	7.1%	6.4%	8.6%	9.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%