Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

Given the current economic situation, we want to know what you can and cannot live without. With expendable (meaning you CAN live without it) and untouchable (meaning you CANNOT), please select one for each of the following:

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than $50K	$50K+
Organic foods								
Expendable	83.0%	83.2%	82.8%	76.8%	84.3%	87.4%	82.5%	83.9%
Untouchable	17.0%	16.8%	17.2%	23.2%	15.7%	12.6%	17.5%	16.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gourmet foods								
Expendable	88.8%	86.7%	90.7%	82.0%	90.0%	93.9%	88.7%	89.0%
Untouchable	11.2%	13.3%	9.3%	18.0%	10.0%	6.1%	11.3%	11.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Daily cup of gourmet coffee								
Expendable	83.3%	82.7%	83.9%	80.9%	83.2%	85.9%	83.3%	83.6%
Untouchable	16.7%	17.3%	16.1%	19.1%	16.8%	14.1%	16.7%	16.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Facial								
Expendable	89.0%	89.5%	88.6%	83.4%	90.3%	93.1%	88.5%	90.1%
Untouchable	11.0%	10.5%	11.4%	16.6%	9.7%	6.9%	11.5%	9.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Hair cut/color								
Expendable	57.9%	62.9%	53.1%	62.0%	59.8%	51.7%	61.8%	51.4%
Untouchable	42.1%	37.1%	46.9%	38.0%	40.2%	48.3%	38.2%	48.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Manicure/Pedicure								
Expendable	88.4%	90.2%	86.7%	84.3%	90.5%	90.0%	88.5%	88.3%
Untouchable	11.6%	9.8%	13.3%	15.7%	9.5%	10.0%	11.5%	11.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Maid service								
Expendable	91.1%	90.3%	91.9%	88.2%	92.5%	92.2%	91.5%	90.4%

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than $50K	$50K+
Untouchable	8.9%	9.7%	8.1%	11.8%	7.5%	7.8%	8.5%	9.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Lawn care service								
Expendable	84.4%	83.6%	85.3%	84.0%	87.4%	81.3%	86.1%	81.7%
Untouchable	15.6%	16.4%	14.7%	16.0%	12.6%	18.7%	13.9%	18.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
High end cosmetics								
Expendable	90.7%	90.7%	90.7%	86.0%	91.9%	93.7%	90.8%	90.6%
Untouchable	9.3%	9.3%	9.3%	14.0%	8.1%	6.3%	9.2%	9.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Luxury handbag								
Expendable	91.3%	90.8%	91.7%	86.3%	92.8%	94.2%	91.2%	91.3%
Untouchable	8.7%	9.2%	8.3%	13.7%	7.2%	5.8%	8.8%	8.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Charitable contribution								
Expendable	61.6%	64.4%	59.1%	65.6%	65.0%	53.7%	64.9%	56.0%
Untouchable	38.4%	35.6%	40.9%	34.4%	35.0%	46.3%	35.1%	44.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mobile/Cell phone service (basic)								
Expendable	35.6%	39.2%	32.1%	32.4%	35.2%	39.1%	39.0%	30.0%
Untouchable	64.4%	60.8%	67.9%	67.6%	64.8%	60.9%	61.0%	70.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mobile/Cell phone service (text, video and Internet)								
Expendable	68.8%	69.7%	67.9%	52.1%	69.5%	84.2%	69.4%	67.9%
Untouchable	31.2%	30.3%	32.1%	47.9%	30.5%	15.8%	30.6%	32.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Upgraded mobile device (cell phone, smartphone, wireless latptop, iPad, eReader, iPod Touch, etc.)								
Expendable	77.1%	77.0%	77.3%	64.4%	78.3%	88.1%	78.0%	75.9%
Untouchable	22.9%	23.0%	22.7%	35.6%	21.7%	11.9%	22.0%	24.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than $50K	$50K+
New pair of jeans								
Expendable	76.0%	73.2%	78.7%	68.5%	77.2%	82.0%	75.6%	77.2%
Untouchable	24.0%	26.8%	21.3%	31.5%	22.8%	18.0%	24.4%	22.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
New pair of shoes								
Expendable	69.7%	67.5%	71.8%	64.8%	70.1%	73.9%	69.2%	70.9%
Untouchable	30.3%	32.5%	28.2%	35.2%	29.9%	26.1%	30.8%	29.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fine dining sit down restaurant								
Expendable	90.0%	88.7%	91.3%	86.8%	91.9%	90.9%	90.5%	89.3%
Untouchable	10.0%	11.3%	8.7%	13.2%	8.1%	9.1%	9.5%	10.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Casual sit down (Applebees, Olive Garden, etc.) restaurant								
Expendable	68.0%	67.3%	68.7%	71.0%	71.9%	60.4%	71.7%	61.8%
Untouchable	32.0%	32.7%	31.3%	29.0%	28.1%	39.6%	28.3%	38.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fast casual (Panera, etc.) restaurant								
Expendable	73.8%	74.1%	73.5%	72.8%	76.6%	71.5%	76.6%	68.9%
Untouchable	26.2%	25.9%	26.5%	27.2%	23.4%	28.5%	23.4%	31.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fast food restaurant								
Expendable	61.0%	59.6%	62.3%	60.9%	62.2%	59.7%	61.8%	59.9%
Untouchable	39.0%	40.4%	37.7%	39.1%	37.8%	40.3%	38.2%	40.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Specialty shopping for apparel								
Expendable	89.3%	89.2%	89.4%	83.4%	91.0%	92.9%	88.8%	90.1%
Untouchable	10.7%	10.8%	10.6%	16.6%	9.0%	7.1%	11.2%	9.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Department store shopping for apparel								

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	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than $50K	$50K+
Expendable	74.8%	74.0%	75.7%	70.3%	77.1%	76.5%	76.2%	72.6%
Untouchable	25.2%	26.0%	24.3%	29.7%	22.9%	23.5%	23.8%	27.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Discount shopping for apparel								
Expendable	47.8%	53.4%	42.5%	48.6%	50.2%	44.1%	48.1%	47.2%
Untouchable	52.2%	46.6%	57.5%	51.4%	49.8%	55.9%	51.9%	52.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Movie/theater tickets								
Expendable	80.0%	78.5%	81.5%	76.1%	80.3%	83.6%	81.6%	77.5%
Untouchable	20.0%	21.5%	18.5%	23.9%	19.7%	16.4%	18.4%	22.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Vacation								
Expendable	71.4%	70.6%	72.0%	71.2%	71.4%	71.5%	76.2%	63.0%
Untouchable	28.6%	29.4%	28.0%	28.8%	28.6%	28.5%	23.8%	37.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Magazine subscriptions								
Expendable	85.2%	83.7%	86.7%	85.5%	86.6%	83.4%	86.8%	82.8%
Untouchable	14.8%	16.3%	13.3%	14.5%	13.4%	16.6%	13.2%	17.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cable/Satellite TV (Basic)								
Expendable	39.2%	39.8%	38.7%	49.0%	38.1%	31.1%	41.4%	35.4%
Untouchable	60.8%	60.2%	61.3%	51.0%	61.9%	68.9%	58.6%	64.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cable/Satellite TV (Premium)								
Expendable	73.1%	71.5%	74.7%	71.4%	73.5%	74.3%	75.3%	69.8%
Untouchable	26.9%	28.5%	25.3%	28.6%	26.5%	25.7%	24.7%	30.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Internet service								
Expendable	18.5%	20.7%	16.5%	23.6%	18.1%	14.1%	20.6%	15.3%
Untouchable	81.5%	79.3%	83.5%	76.4%	81.9%	85.9%	79.4%	84.7%

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than $50K	$50K+
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Satellite Radio								
Expendable	89.6%	88.6%	90.7%	86.3%	90.2%	92.2%	89.6%	90.1%
Untouchable	10.4%	11.4%	9.3%	13.7%	9.8%	7.8%	10.4%	9.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Club/social memberships (Country Club, golf club, etc.)								
Expendable	90.3%	88.9%	91.7%	87.5%	92.1%	91.0%	90.2%	90.7%
Untouchable	9.7%	11.1%	8.3%	12.5%	7.9%	9.0%	9.8%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Extra-curricular leagues (sports, etc.)								
Expendable	83.8%	79.9%	87.5%	75.9%	84.3%	90.9%	83.8%	83.8%
Untouchable	16.2%	20.1%	12.5%	24.1%	15.7%	9.1%	16.2%	16.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fitness/Gym memberships								
Expendable	83.6%	82.8%	84.3%	76.8%	87.0%	86.0%	84.6%	81.7%
Untouchable	16.4%	17.2%	15.7%	23.2%	13.0%	14.0%	15.4%	18.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Costume jewelry								
Expendable	88.0%	90.2%	86.0%	85.9%	89.4%	88.5%	87.8%	88.2%
Untouchable	12.0%	9.8%	14.0%	14.1%	10.6%	11.5%	12.2%	11.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
High end jewelry								
Expendable	91.0%	91.1%	91.0%	87.8%	92.2%	92.8%	90.4%	92.0%
Untouchable	9.0%	8.9%	9.0%	12.2%	7.8%	7.2%	9.6%	8.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
On-demand video streaming (Neflix, Blockbuster, etc.)								
Expendable	83.6%	82.5%	84.5%	77.5%	83.7%	89.4%	83.3%	84.0%
Untouchable	16.4%	17.5%	15.5%	22.5%	16.3%	10.6%	16.7%	16.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than $50K	$50K+
Have you cut back on any of the items above?								
Yes	69.9%	65.7%	73.9%	67.2%	73.2%	68.7%	73.0%	65.2%
No	24.4%	27.7%	21.3%	23.0%	22.1%	28.7%	21.6%	29.1%
No, I plan to shortly	5.6%	6.6%	4.8%	9.8%	4.7%	2.6%	5.4%	5.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Which ones? (Check all that apply)								
Organic foods	33.7%	37.8%	29.8%	31.2%	31.7%	38.4%	34.3%	32.9%
Gourmet foods	42.2%	45.5%	39.1%	38.3%	40.2%	48.5%	42.1%	42.7%
Daily cup of gourmet coffee	35.6%	37.3%	34.0%	31.3%	35.4%	40.1%	36.2%	34.5%
Facial	31.1%	30.2%	31.9%	27.0%	30.1%	36.3%	32.0%	29.9%
Hair cut/color	41.4%	37.5%	45.0%	46.0%	41.8%	36.3%	44.8%	34.8%
Manicure/Pedicure	35.7%	29.9%	41.3%	33.4%	34.3%	39.7%	36.5%	34.8%
Maid service	27.4%	30.1%	24.9%	21.9%	25.4%	35.2%	28.8%	25.2%
Lawn care service	31.5%	34.7%	28.4%	24.8%	31.1%	38.4%	32.1%	30.6%
High end cosmetics	34.5%	30.5%	38.2%	28.0%	31.8%	44.1%	35.2%	33.7%
Luxury handbag	32.5%	29.7%	35.2%	26.7%	30.0%	41.2%	33.4%	31.2%
Charitable contribution	29.5%	30.8%	28.2%	21.3%	30.0%	36.9%	31.1%	26.2%
Mobile/Cell phone service (basic)	18.9%	20.5%	17.4%	21.0%	18.6%	17.2%	22.1%	12.7%
Mobile/Cell phone service (text, video and Internet)	31.6%	33.5%	29.9%	27.6%	28.7%	39.1%	33.8%	27.8%
Upgraded mobile device (cell phone, smartphone, wireless latptop, iPad, eReader, iPod Touch, etc.)	33.2%	35.8%	30.7%	27.9%	31.0%	41.1%	34.1%	31.9%
New pair of jeans	55.0%	52.6%	57.2%	51.6%	56.2%	56.7%	56.2%	52.7%
New pair of shoe	51.5%	48.1%	54.6%	49.7%	51.1%	53.6%	53.6%	47.6%

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

Which ones? (Continued) (Check all that apply)								
Fine dining sit down restaurant	60.1%	62.0%	58.4%	51.6%	60.6%	67.9%	59.7%	61.4%
Casual sit down (Applebees, Olive Garden, etc.) restaurant	57.5%	55.4%	59.5%	57.9%	60.1%	54.1%	60.9%	51.4%
Fast casual (Panera, etc.) restaurant	47.2%	46.8%	47.5%	46.2%	47.2%	48.0%	49.9%	42.3%
Fast food restaurant	45.1%	43.0%	47.0%	48.6%	45.9%	40.7%	47.2%	40.9%
Specialty shopping for apparel	46.3%	43.5%	49.0%	37.4%	45.9%	55.6%	46.0%	47.8%
Department store shopping for apparel	47.4%	42.7%	51.9%	41.4%	47.7%	52.9%	48.7%	45.0%
Discount shopping for apparel	27.5%	27.1%	28.0%	27.7%	26.8%	28.4%	30.1%	22.7%

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	Less than $50K	$50K+
Movie/theater tickets	53.5%	52.9%	54.0%	51.3%	52.6%	56.6%	54.7%	51.4%
Vacation	50.7%	48.7%	52.7%	44.3%	50.8%	56.9%	51.6%	49.3%
Magazine subscriptions	43.5%	42.5%	44.4%	30.8%	43.6%	55.7%	44.7%	41.5%
Cable/Satellite TV (Basic)	18.9%	18.7%	19.1%	23.2%	17.9%	15.9%	21.5%	13.9%
Cable/Satellite TV (Premium)	38.9%	39.9%	38.0%	32.5%	39.4%	44.7%	40.0%	37.4%
Internet service	11.5%	12.9%	10.0%	15.1%	10.9%	8.5%	13.5%	7.6%
Satellite Radio	31.6%	34.0%	29.3%	22.4%	30.7%	41.7%	32.4%	30.4%
Club/social memberships (Country Club, golf club, etc.)	32.4%	34.8%	30.2%	23.1%	31.6%	42.5%	32.5%	32.9%
Extra-curricular leagues (sports, etc.)	31.4%	33.4%	29.5%	23.8%	30.2%	40.4%	32.3%	30.0%
Fitness/Gym memberships	33.4%	34.2%	32.7%	26.2%	34.2%	39.6%	34.6%	31.5%
Costume jewelry	32.8%	32.6%	32.9%	25.4%	31.4%	41.6%	34.1%	30.7%
High end jewelry	37.2%	35.6%	38.7%	26.2%	36.5%	48.8%	37.3%	37.2%
On-demand video streaming (Neflix, Blockbuster, etc.)	32.3%	32.5%	32.2%	24.7%	32.1%	40.1%	33.8%	30.0%

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

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	2010	2009	2008	*Note: 2010 Change in Wording; In 2008 & 2009 was…*
Given the current economic situation, we want to know what you can and cannot live without. With expendable (meaning you CAN live without it) and untouchable (meaning you CANNOT), please select one for each of the following:				
Organic foods				
Expendable	83.0%	83.0%	85.1%	
Untouchable	17.0%	17.0%	14.9%	
Total	100.0%	100.0%	100.0%	
Gourmet foods				
Expendable	88.8%	NA	NA	
Untouchable	11.2%	NA	NA	
Total	100.0%	NA	NA	
Daily cup of gourmet coffee				
Expendable	83.3%	85.3%	83.0%	
Untouchable	16.7%	14.7%	17.0%	
Total	100.0%	100.0%	100.0%	
Facial				
Expendable	89.0%	91.4%	89.8%	
Untouchable	11.0%	8.6%	10.2%	
Total	100.0%	100.0%	100.0%	
Hair cut/color				
Expendable	57.9%	63.1%	60.0%	
Untouchable	42.1%	36.9%	40.0%	
Total	100.0%	100.0%	100.0%	
Manicure/Pedicure				
Expendable	88.4%	91.0%	88.4%	
Untouchable	11.6%	9.0%	11.6%	
Total	100.0%	100.0%	100.0%	

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	2010	2009	2008	*Note: 2010 Change in Wording; In 2008 & 2009 was…*
Maid service				
Expendable	91.1%	91.9%	90.0%	
Untouchable	8.9%	8.1%	10.0%	
Total	100.0%	100.0%	100.0%	
Lawn care service				
Expendable	84.4%	86.1%	85.5%	
Untouchable	15.6%	13.9%	14.5%	
Total	100.0%	100.0%	100.0%	
High end cosmetics				
Expendable	90.7%	91.8%	90.7%	
Untouchable	9.3%	8.2%	9.3%	
Total	100.0%	100.0%	100.0%	
Luxury handbag				
Expendable	91.3%	93.0%	92.2%	
Untouchable	8.7%	7.0%	7.8%	
Total	100.0%	100.0%	100.0%	
Charitable contribution				
Expendable	61.6%	61.9%	67.6%	
Untouchable	38.4%	38.1%	32.4%	
Total	100.0%	100.0%	100.0%	
Mobile/Cell phone service (basic)				***Cell phone service (basic)***
Expendable	35.6%	37.7%	35.9%	
Untouchable	64.4%	62.3%	64.1%	
Total	100.0%	100.0%	100.0%	
Mobile/Cell phone service (text, video and Internet)				***Cell phone service (text, picture, video)***
Expendable	68.8%	76.5%	76.7%	
Untouchable	31.2%	23.5%	23.3%	
Total	100.0%	100.0%	100.0%	

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N=5015

	2010	2009	2008	*Note: 2010 Change in Wording; In 2008 & 2009 was…*
Upgraded mobile device (cell phone, smartphone, wireless latptop, iPad, eReader, iPod Touch, etc.)				***Upgraded cell phone***
Expendable	77.1%	87.5%	87.7%	
Untouchable	22.9%	12.5%	12.3%	
Total	100.0%	100.0%	100.0%	
New pair of jeans				
Expendable	76.0%	79.4%	79.8%	
Untouchable	24.0%	20.6%	20.2%	
Total	100.0%	100.0%	100.0%	
New pair of shoes				
Expendable	69.7%	73.5%	76.0%	
Untouchable	30.3%	26.5%	24.0%	
Total	100.0%	100.0%	100.0%	
Fine dining sit down restaurant				
Expendable	90.0%	90.8%	89.4%	
Untouchable	10.0%	9.2%	10.6%	
Total	100.0%	100.0%	100.0%	
Casual sit down (Applebees, Olive Garden, etc.) restaurant				
Expendable	68.0%	71.3%	67.5%	
Untouchable	32.0%	28.7%	32.5%	
Total	100.0%	100.0%	100.0%	
Fast casual (Panera, etc.) restaurant				
Expendable	73.8%	75.7%	74.5%	
Untouchable	26.2%	24.3%	25.5%	
Total	100.0%	100.0%	100.0%	
Fast food restaurant				
Expendable	61.0%	63.8%	63.4%	
Untouchable	39.0%	36.2%	36.6%	
Total	100.0%	100.0%	100.0%	

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Source: BIGresearch-American Pulse Survey, Dec 2010
N=5015

	2010	2009	2008	*Note: 2010 Change in Wording; In 2008 & 2009 was…*
Specialty shopping for apparel				
Expendable	89.3%	90.0%	90.7%	
Untouchable	10.7%	10.0%	9.3%	
Total	100.0%	100.0%	100.0%	
Department store shopping for apparel				
Expendable	74.8%	78.6%	80.6%	
Untouchable	25.2%	21.4%	19.4%	
Total	100.0%	100.0%	100.0%	
Discount shopping for apparel				
Expendable	47.8%	51.0%	57.0%	
Untouchable	52.2%	49.0%	43.0%	
Total	100.0%	100.0%	100.0%	
Movie/theater tickets				
Expendable	80.0%	83.1%	82.4%	
Untouchable	20.0%	16.9%	17.6%	
Total	100.0%	100.0%	100.0%	
Vacation				
Expendable	71.4%	70.4%	70.3%	
Untouchable	28.6%	29.6%	29.7%	
Total	100.0%	100.0%	100.0%	
Magazine subscriptions				
Expendable	85.2%	85.0%	85.6%	
Untouchable	14.8%	15.0%	14.4%	
Total	100.0%	100.0%	100.0%	
Cable/Satellite TV (Basic)				
Expendable	39.2%	37.4%	39.5%	
Untouchable	60.8%	62.6%	60.5%	
Total	100.0%	100.0%	100.0%	
Cable/Satellite TV (Premium)				

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	2010	2009	2008	*Note: 2010 Change in Wording; In 2008 & 2009 was…*
Expendable	73.1%	75.1%	75.2%	
Untouchable	26.9%	24.9%	24.8%	
Total	100.0%	100.0%	100.0%	
Internet service				
Expendable	18.5%	20.6%	19.1%	
Untouchable	81.5%	79.4%	80.9%	
Total	100.0%	100.0%	100.0%	
Satellite Radio				
Expendable	89.6%	89.4%	90.9%	
Untouchable	10.4%	10.6%	9.1%	
Total	100.0%	100.0%	100.0%	
Club/social memberships (Country Club, golf club, etc.)				***Club/social memberships***
Expendable	90.3%	88.0%	86.8%	
Untouchable	9.7%	12.0%	13.2%	
Total	100.0%	100.0%	100.0%	
Extra-curricular leagues (sports, etc.)				
Expendable	83.8%	83.5%	86.3%	
Untouchable	16.2%	16.5%	13.7%	
Total	100.0%	100.0%	100.0%	
Fitness/Gym memberships				***Gym memberships***
Expendable	83.6%	84.4%	85.6%	
Untouchable	16.4%	15.6%	14.4%	
Total	100.0%	100.0%	100.0%	
Costume jewelry				
Expendable	88.0%	NA	NA	
Untouchable	12.0%	NA	NA	
Total	100.0%	NA	NA	
High end jewelry				
Expendable	91.0%	NA	NA	

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N=5015

	2010	2009	2008	***Note: 2010 Change in Wording; In 2008 & 2009 was…***
Untouchable	9.0%	NA	NA	
Total	100.0%	NA	NA	
On-demand video streaming (Neflix, Blockbuster, etc.)				
Expendable	83.6%	NA	NA	
Untouchable	16.4%	NA	NA	
Total	100.0%	NA	NA	
Have you cut back on any of the items above?				
Yes	69.9%	70.0%	64.3%	
No	24.4%	26.8%	30.5%	
No, I plan to shortly	5.6%	3.3%	5.2%	
Total	100.0%	100.0%	100.0%	
Which ones? (Check all that apply)				
Organic foods	33.7%	30.7%	31.9%	
Gourmet foods	42.2%	NA	NA	
Daily cup of gourmet coffee	35.6%	38.2%	36.9%	
Facial	31.1%	32.8%	28.8%	
Hair cut/color	41.4%	43.4%	41.3%	
Manicure/Pedicure	35.7%	38.6%	35.2%	
Maid service	27.4%	30.0%	25.7%	
Lawn care service	31.5%	31.5%	28.8%	
High end cosmetics	34.5%	37.4%	34.4%	
Luxury handbag	32.5%	34.9%	30.8%	
Charitable contribution	29.5%	32.6%	34.3%	
Mobile/Cell phone service (basic)	18.9%	18.9%	16.0%	***Cell phone service (basic)***
Mobile/Cell phone service (text, video and Internet)	31.6%	35.3%	30.1%	***Cell phone service (text, picture, video)***
Upgraded mobile device (cell phone, smartphone, wireless latptop, iPad, eReader, iPod Touch, etc.)	33.2%	40.0%	37.8%	***Upgraded cell phone***
New pair of jeans	55.0%	55.8%	54.7%	
New pair of shoe	51.5%	53.7%	51.9%	

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

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N=5015

	2010	2009	2008	***Note: 2010 Change in Wording; In 2008 & 2009 was…***
Which ones? (Continued) (Check all that apply)				
Fine dining sit down restaurant	60.1%	63.2%	64.9%	
Casual sit down (Applebees, Olive Garden, etc.) restaurant	57.5%	63.0%	62.1%	
Fast casual (Panera, etc.) restaurant	47.2%	52.1%	50.5%	
Fast food restaurant	45.1%	48.6%	45.8%	
Specialty shopping for apparel	46.3%	52.2%	47.7%	
Department store shopping for apparel	47.4%	50.9%	51.6%	
Discount shopping for apparel	27.5%	29.5%	32.4%	
Movie/theater tickets	53.5%	59.7%	54.4%	
Vacation	50.7%	54.1%	53.8%	
Magazine subscriptions	43.5%	48.0%	44.6%	
Cable/Satellite TV (Basic)	18.9%	17.6%	17.8%	
Cable/Satellite TV (Premium)	38.9%	37.9%	33.2%	
Internet service	11.5%	12.6%	10.1%	
Satellite Radio	31.6%	34.3%	31.0%	
Club/social memberships (Country Club, golf club, etc.)	32.4%	36.1%	31.8%	***Club/social memberships***
Extra-curricular leagues (sports, etc.)	31.4%	34.8%	31.8%	
Fitness/Gym memberships	33.4%	37.8%	32.0%	
Costume jewelry	32.8%	NA	NA	
High end jewelry	37.2%	NA	NA	
On-demand video streaming (Neflix, Blockbuster, etc.)	32.3%	NA	NA	

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

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