Source: American Pulse™ Survey, Sept-2012

N=3345; Conducted 9/7-9/12/2012; Margin of error is +/- 1.7% at the 95% confidence level

	Adults 18+	Men	Women	18 - 34	35 - 54	55+	<$50K	$50K+	NE	MW	South	West
How much does the current state of the economy impact your overall spending plans?												
1 – Does not impact at all	4.9%	5.2%	4.7%	5.0%	3.3%	6.7%	4.6%	5.1%	4.5%	4.2%	5.5%	5.3%
2 – Does not impact very much	9.1%	9.1%	9.2%	8.6%	7.1%	11.9%	7.0%	11.1%	9.1%	9.5%	9.2%	8.4%
3 – Neutral	16.7%	16.9%	16.6%	22.7%	15.7%	12.3%	18.8%	14.5%	20.7%	14.9%	16.0%	16.9%
4 – Impacts somewhat	36.8%	37.3%	36.4%	37.5%	35.8%	37.4%	33.2%	40.8%	35.6%	37.9%	35.6%	38.8%
5 – Impacts greatly	32.4%	31.5%	33.2%	26.2%	38.0%	31.8%	36.5%	28.6%	30.1%	33.5%	33.6%	30.6%
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%
Average	3.8	3.8	3.8	3.7	4.0	3.8	3.9	3.8	3.8	3.9	3.8	3.8
Top 2 Box	69.2%	68.8%	69.5%	63.7%	73.8%	69.1%	69.7%	69.4%	65.7%	71.4%	69.2%	69.4%
Is the current political and economic uncertainty impacting your overall spending plans?												
Yes, I am planning to spend much less	28.0%	26.2%	29.8%	25.5%	31.1%	27.0%	34.0%	22.7%	23.0%	28.3%	30.6%	27.6%
Yes, I am planning to spend somewhat less	36.2%	38.9%	33.7%	32.4%	38.2%	37.6%	32.3%	40.1%	35.5%	39.4%	34.1%	36.4%
No impact on my spending plans	30.9%	29.6%	32.1%	33.5%	27.5%	32.4%	29.4%	31.8%	35.6%	28.5%	29.7%	32.2%
Yes, I am planning to spend somewhat more	2.8%	2.7%	3.0%	4.9%	1.9%	2.0%	2.6%	3.2%	3.2%	2.3%	3.3%	2.3%
Yes, I am planning to spend much more	2.0%	2.6%	1.4%	3.8%	1.3%	1.0%	1.8%	2.3%	2.7%	1.4%	2.2%	1.6%
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%
Are you aware of the current "fiscal cliff" and what it could mean for the United States?												
Yes	56.6%	68.1%	45.7%	43.1%	58.3%	67.2%	48.3%	63.8%	53.3%	55.4%	58.3%	58.1%
No	43.4%	31.9%	54.3%	56.9%	41.7%	32.8%	51.7%	36.2%	46.7%	44.6%	41.7%	41.9%
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%
The "fiscal cliff" refers to tax increases and budget cuts that will take place at the end of 2012 if Congress does not act. Will the current "fiscal cliff" likely impact your vote for the upcoming presidential election?												
1 – Not at all likely	7.3%	8.0%	6.7%	5.6%	7.7%	8.6%	8.0%	6.8%	6.4%	7.2%	7.5%	8.0%
2 – Not very likely	5.7%	5.0%	6.4%	7.2%	5.0%	5.1%	6.0%	5.6%	7.2%	4.7%	6.1%	4.7%
3 – Neither likely nor unlikely	25.7%	21.1%	30.0%	30.7%	25.9%	20.7%	30.9%	20.7%	28.8%	26.6%	23.7%	25.4%
4 – Somewhat likely	24.1%	24.7%	23.5%	30.6%	23.2%	19.1%	22.0%	25.8%	27.6%	24.5%	21.9%	24.6%
5 – Very likely	37.2%	41.2%	33.3%	25.9%	38.3%	46.4%	33.1%	41.0%	30.0%	36.9%	40.8%	37.3%
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%
Average	3.8	3.9	3.7	3.6	3.8	3.9	3.7	3.9	3.7	3.8	3.8	3.8
Top 2 Box	61.3%	66.0%	56.8%	56.5%	61.5%	65.5%	55.0%	66.9%	57.6%	61.4%	62.7%	61.9%
Is the current state of the economy impacting who you plan to vote for in the upcoming presidential election?												
1 – Not impacting at all	7.8%	7.2%	8.4%	7.6%	6.3%	9.7%	9.8%	6.2%	6.4%	7.5%	7.9%	9.5%
2 – Not impacting very much	5.6%	4.9%	6.3%	6.3%	5.6%	4.9%	6.0%	5.1%	7.2%	5.9%	4.9%	5.1%
3 – Neutral	21.0%	18.1%	23.8%	30.3%	19.8%	13.7%	26.7%	15.8%	24.3%	21.6%	19.4%	20.3%
4 – Impacting somewhat	23.5%	23.7%	23.2%	28.4%	23.4%	19.0%	21.4%	25.7%	28.4%	22.3%	22.4%	22.3%
5 – Impacting greatly	42.1%	46.0%	38.3%	27.3%	44.9%	52.6%	36.2%	47.2%	33.7%	42.7%	45.4%	42.8%
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%
Average	3.9	4.0	3.8	3.6	3.9	4.0	3.7	4.0	3.8	3.9	3.9	3.8
Top 2 Box	65.5%	69.8%	61.5%	55.7%	68.3%	71.6%	57.6%	72.8%	62.1%	65.0%	67.8%	65.0%

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