

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

3 May 2012

Q2149 What is your employment status? Please select all that apply.

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status						
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep. Married	Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2210	509	520	705	476	716	379	389	726	1075	359	188	172	356	1135	357	191	217	370	1092	605	346	
Weighted Base	2210	480	478	748	504	718	328	393	771	1075	370	162*	175*	368	1135	348	166*	218	403	1127	594	333	
Employed (Net)	1316	311	300	422	282	428	248	309	330	688	227	125	148	189	627	201	123	161	141	714	343	162	
	60%IOV	65%ADE	63%	56%	56%	60%I	76%AFI	79%AFI	43%	64%AO	61%nS	77%KNP	85%KNP	51%S	55%	58%S	75%KNP	74%KNP	35%	63%AV	58%V	48%	
Employed full time	973	220	219	339	195	278	202	251	241	531	148	106	125	153	442	130	96	126	88	564	224	113	
	44%eFI	46%	46%	45%	39%	39%I	62%AFI	64%AFI	31%	49%AO	40%S	65%KNP	71%KNP	41%S	39%	37%S	58%KNP	58%KNP	22%	50%AUV	38%	34%	
	OUV										S	qrs				S	S						
Employed part time	271	74	67	73	56	116	34	46	75	130	65	12	21	33	141	51	22	25	42	116	106	37	
	12%diT	16%aD	14%d	10%	11%	16%AgI	10%	12%	10%	12%	18%LN	7%	12%	9%	12%	15%ln	14%	11%	10%	10%	18%ATV	11%	
Self-employed	165	41	32	45	47	55	25	43	42	89	25	16	25	22	76	29	9	18	20	86	41	20	
	7%i	9%	7%	6%	9%	8%	7%	11%AI	6%	8%	7%	10%	14%KNQS	6%	7%	8%	5%	8%	5%	8%	7%	6%	
Not employed, but looking for work	228	51	33	92	53	143	30	22	33	110	71	17	11	11	118	73	13	11	23	52	120	29	
	10%CHI	11%	7%	12%C	10%	20%AGHI	9%I	6%	4%	10%	19%LMN	10%N	6%	3%	10%	21%LMNQ	8%n	5%	6%	5%	20%ATV	9%T	
	T										QRS					RS							
Not employed and not looking for work	81	15	4	33	28	39	10	8	24	33	19	6	1	7	48	20	4	7	17	28	32	12	
	4%CT	3%c	1%	4%C	6%aC	5%Ah	3%	2%	3%	3%	5%mn	4%	1%	2%	4%	6%Mn	2%	3%	4%	2%	5%aT	4%	
Not employed, unable to work due to a disability or illness	108	22	16	44	27	19	17	25	47	51	10	12	9	20	57	9	5	16	27	37	23	40	
	5%FT	5%	3%	6%	5%	3%	5%	6%F	6%F	5%	3%	7%kp	5%	5%	5%	3%	3%	7%kp	7%kp	3%	4%	12%ATU	
Retired	393	69	97	127	99	4	3	17	368	192	4	2	9	177	200	*	1	8	191	260	19	102	
	18%FGH	14%	20%b	17%	20%	1%	1%	4%FG	48%AFG	18%	1%	1%	5%KPq	48%KLM	18%	*	1%	4%P	47%KLMP	23%AU	3%	31%ATU	
	U								H					PQR					QR				
Student	179	33	34	68	45	162	9	5	3	99	89	7	2	1	80	73	2	3	2	17	130	18	
	8%GHIT	7%	7%	9%	9%	23%AGHI	3%I	1%	*	9%	24%LMNQ	5%NS	1%	*	7%	21%LMNQ	1%	1%	1%	2%	22%ATV	5%T	
											RS					RS							
Homemaker	179	31	43	60	45	63	30	35	51	16	9	5	2	-	163	54	25	33	51	127	20	23	
	8%JU	7%	9%	8%	9%	9%	9%	9%	7%	2%	2%N	3%N	1%	-	14%AJ	16%KLM	15%KLM	15%KLM	13%KLMN	11%AUV	3%	7%u	
																N	N	N					
Sigma	2577	558	545	881	594	879	359	453	886	1252	440	183	205	424	1325	439	176	248	462	1287	714	394	
	117%	116%	114%	118%	118%	122%	110%	115%	115%	117%	119%	113%	117%	115%	117%	126%	106%	113%	115%	114%	120%	118%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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3 May 2012

Q1005 In the past five years, have you experienced a decrease or elimination of any part of your employer benefits package (e.g., healthcare, retirement savings, insurance, training)?

Base: Employed

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	355	360	419	285	479	294	297	349	717	238	154	138	187	702	241	140	159	162	721	396	196
Weighted Base	1316	311	300	422	282	428	248	309	330	688	227	125*	148*	189	627	201	123*	161*	141*	714	343	162
Applicable Responses (Net)	1163	280	270	376	237	367	219	270	307	628	201	115	132	181	536	167	104	138	126	660	283	144
	88%eOU	90%	90%	89%	84%	86%	88%	87%	93%AFh	91%AO	88%	92%p	89%	96%kmP	85%	83%	84%	86%	89%	92%AU	82%	89%
Yes	462	99	118	148	97	107	91	105	159	265	61	51	53	100	197	46	40	53	58	288	83	68
	35%FOU	32%	39%	35%	34%	25%	37%F	34%f	48%AFG	38%aO	27%	41%KP	36%p	53%KMP	31%	23%	33%	33%	41%KP	40%AU	24%	42%U
No	702	181	152	229	141	261	128	165	149	363	139	64	79	81	339	121	64	86	68	372	200	76
	53%I	58%	51%	54%	50%	61%AgI	51%	53%	45%	53%	61%Ns	51%	53%	43%	54%	60%Ns	52%	53%	48%	52%	58%av	47%
Not applicable	152	31	30	46	45	61	29	39	23	61	26	10	16	8	92	34	19	23	15	54	61	18
	12%IJT	10%	10%	11%	16%a	14%I	12%	13%i	7%	9%	12%n	8%	11%n	4%	15%AJ	17%1N	16%N	14%N	11%n	8%	18%AT	11%
Sigma	1316	311	300	422	282	428	248	309	330	688	227	125	148	189	627	201	123	161	141	714	343	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q1005 In the past five years, have you experienced a decrease or elimination of any part of your employer benefits package (e.g., healthcare, retirement savings, insurance, training)?

Base: Applicable Responses

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1243	317	312	371	243	395	264	266	318	647	202	142	127	176	596	193	122	139	142	664	315	174
Weighted Base	1163	280	270	376	237	367	219	270	307	628	201*	115*	132*	181*	536	167*	104*	138*	126*	660	283	144*
Yes	462 40%FU	99 35%	118 44%	148 39%	97 41%	107 29%	91 42%F	105 39%f	159 52%AFg H	265 42%	61 30%	51 44%kP	53 40%	100 55%KmP QR	197 37%	46 27%	40 39%	53 38%	58 46%KP	288 44%AU	83 29%	68 47%U
No	702 60%IT	181 65%	152 56%	229 61%	141 59%	261 71%AGh I	128 58%i	165 61%I	149 48%	363 58%	139 70%lNS	64 56%	79 60%n	81 45%	339 63%	121 73%LNS	64 61%N	86 62%N	68 54%	372 56%	200 71%ATV	76 53%
Sigma	1163 100%	280 100%	270 100%	376 100%	237 100%	367 100%	219 100%	270 100%	307 100%	628 100%	201 100%	115 100%	132 100%	181 100%	536 100%	167 100%	104 100%	138 100%	126 100%	660 100%	283 100%	144 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q1010 What was decreased/eliminated in your employer benefits package? Please select all that apply.

Base: Experienced A Decrease/Elimination In Employer Benefits Package

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	518	117	136	163	102	118	109	123	168	277	62	62	59	94	241	56	47	64	74	298	99	88
Weighted Base	462	99*	118*	148*	97*	107*	91*	105*	159*	265	61**	51*	53*	100*	197	46**	40**	53*	58*	288	83*	68*
Changed health insurance benefits, resulting in more individual out-of-pocket costs	330 72%F	69 70%	79 67%	112 76%	70 72%	48 45%	72 79%F	82 78%F	128 81%AF	189 71%	25 40%	44 86%	40 76%	80 80%	142 72%	23 51%	29 71%	42 80%	48 82%	211 73%	54 65%	50 73%
Suspended pay raises	188 41%	32 32%	48 41%	72 49%aB	35 37%	38 36%	44 48%	44 42%	62 39%	107 40%	16 27%	26 52%	22 43%	41 41%	81 41%	22 48%	17 43%	22 41%	20 35%	108 38%	38 46%	34 51%
Company Stopped/Cut Back Employer-Sponsored Retirement Savings (Net)	152 33%	34 34%	40 34%	46 31%	33 34%	42 39%	27 30%	29 28%	54 34%	87 33%	27 45%	15 29%	14 26%	31 31%	66 33%	14 31%	12 30%	16 30%	24 40%	92 32%	27 32%	27 39%
My company cut back the amount the company matches on employer-sponsored retirement savings (e.g., 401k).	117 25%c	28 28%	20 17%	41 28%	29 30%c	33 31%	24 26%	23 22%	38 24%	72 27%	24 40%	13 26%	10 20%	24 24%	45 23%	8 18%	10 25%	13 24%	13 23%	68 24%	20 24%	24 35%a
Stopped company match toward employer-sponsored retirement savings (e.g., 401k)	61 13%	8 8%	30 25%ABD E	17 11%	7 7%	12 11%	13 14%	10 10%	26 16%	31 12%	5 9%	4 9%	6 11%	16 16%	29 15%	7 14%	9 21%	4 8%	10 17%	35 12%	11 13%	12 17%
Stopped providing/Suspended performance bonuses	105 23%	20 20%	34 29%e	37 25%	15 15%	20 19%	21 23%	23 22%	41 26%	63 24%	12 19%	10 20%	12 22%	29 29%	42 21%	9 19%	11 27%	11 21%	12 20%	57 20%	19 23%	25 37%AT
Other	59 13%	10 10%	8 7%	20 14%	20 20%aC	10 10%	11 12%	17 16%	20 13%	31 12%	8 13%	3 7%	8 16%	11 11%	28 14%	2 5%	7 18%	9 17%	9 16%	34 12%	13 15%	9 13%
Sigma	860 186%	167 169%	219 185%	299 202%	175 181%	162 151%	185 202%	199 190%	315 198%	493 186%	91 148%	102 200%	99 188%	202 202%	367 186%	71 156%	83 205%	101 191%	113 193%	513 178%	155 187%	154 226%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1015 How strongly do you agree or disagree with the following statement with regard to your job and the economic situation over the past 5 years?

I have chosen to stay at my current job instead of looking for a new one, even though I am unhappy with certain aspects of my job (e.g., salary, benefits, hours).

Base: Employed

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	355	360	419	285	479	294	297	349	717	238	154	138	187	702	241	140	159	162	721	396	196
Weighted Base	1316	311	300	422	282	428	248	309	330	688	227	125*	148*	189	627	201	123*	161*	141*	714	343	162
Strongly/Somewhat Agree (Net)	697 53%T	172 55%	151 50%	233 55%	141 50%	239 56%	125 50%	167 54%	166 50%	378 55%	139 61%LpS	58 47%	80 54%	102 54%	319 51%	100 50%	67 54%	87 54%	65 46%	351 49%	197 57%t	100 62%AT
Strongly agree	237 18%	56 18%	51 17%	77 18%	53 19%	72 17%	44 18%	55 18%	66 20%	120 17%	42 18%	19 16%	26 17%	33 17%	117 19%	30 15%	24 20%	30 18%	33 23%	116 16%	74 21%	32 20%
Somewhat agree	460 35%	116 37%	100 33%	156 37%	88 31%	167 39%i	81 33%	112 36%	101 30%	258 38%	97 43%S	39 31%	54 36%S	69 36%S	202 32%	70 35%S	43 35%S	58 36%S	32 22%	235 33%	123 36%	69 42%at
Strongly/Somewhat Disagree (Net)	618 47%V	139 45%	149 50%	189 45%	142 50%	190 44%	123 50%	142 46%	164 50%	310 45%	88 39%	67 53%K	68 46%	88 46%	308 49%	101 50%k	56 46%	74 46%	76 54%K	363 51%AuV	147 43%	61 38%
Somewhat disagree	266 20%	55 18%	74 25%	76 18%	61 22%	80 19%	61 25%	66 21%	58 18%	139 20%	36 16%	35 28%Kn	35 24%	32 17%	126 20%	43 22%	26 21%	31 19%	26 18%	153 21%	73 21%	26 16%
Strongly disagree	353 27%U	84 27%	75 25%	113 27%	81 29%	110 26%	62 25%	76 24%	106 32%a	171 25%	52 23%	32 25%	33 22%	55 29%	182 29%	58 29%	30 24%	43 27%	51 36%Km	210 29%U	73 21%	35 22%
Sigma	1316 100%	311 100%	300 100%	422 100%	282 100%	428 100%	248 100%	309 100%	330 100%	688 100%	227 100%	125 100%	148 100%	189 100%	627 100%	201 100%	123 100%	161 100%	141 100%	714 100%	343 100%	162 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q1020 Which of the following, if any, will you most likely do if/when the economic and unemployment conditions improve?

Base: Employed

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep. Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	355	360	419	285	479	294	297	349	717	238	154	138	187	702	241	140	159	162	721	396	196
Weighted Base	1316	311	300	422	282	428	248	309	330	688	227	125*	148*	189	627	201	123*	161*	141*	714	343	162
Evaluate other options while maintaining my position at my current job	564 43%	138 44%	120 40%	190 45%	117 41%	170 40%	119 48%i	148 48%i	128 39%	300 44%	81 36%	60 48%kS	73 49%kS	86 46%S	265 42%	88 44%S	59 48%S	76 47%S	42 30%	296 41%	146 43%	80 50%
Stay in my current job and not evaluate other options	441 33%FjU	95 31%	116 39%d	124 29%	105 37%	98 23%	87 35%F	116 38%F	139 42%AF	208 30%	51 22%	41 33%k	49 33%	67 35%Kp	233 37%Aj	47 23%	46 37%Kp	67 42%KP	73 51%KLMN	275 39%AUv	82 24%	45 28%
Immediately Start To Look For A New Job (Net)	254 19%IOT	50 16%	59 20%	85 20%	59 21%	115 27%AGH	43 17%	50 16%	46 14%	155 23%AO	74 33%LMN	24 20%	27 18%	30 16%	98 16%	41 20%S	18 15%	24 15%	15 11%	105 15%	103 30%AT	35 21%
Immediately start to look for a new job in a similar field	181 14%OT	37 12%	39 13%	62 15%	43 15%	75 18%a	29 12%	38 12%	39 12%	120 17%AO	54 24%nPQ	18 15%	22 15%	26 14%	61 10%	21 10%	10 8%	16 10%	13 9%	80 11%	70 20%AT	25 16%
Immediately start to look for a new job in a different field	134 10%IT	27 9%	38 13%	39 9%	30 11%	63 15%AI	26 10%I	32 10%I	13 4%	79 11%	38 17%NrS	14 11%S	18 12%nS	9 5%	55 9%	25 12%nS	12 10%S	14 9%S	4 3%	44 6%	63 18%AT	19 12%T
Engage in training opportunities to increase my job skills	226 17%hIT	62 20%	53 18%	60 14%	51 18%	123 29%AGH	47 19%I	39 13%I	16 5%	121 18%	64 28%mNq	29 23%NRS	23 16%Ns	5 3%	104 17%	59 29%MNQ	19 15%N	16 10%N	11 8%	100 14%	89 26%ATV	24 15%
Quit my current job and begin a new job search	59 4%I	18 6%	11 4%	13 3%	17 6%	40 9%AGHI	6 2%	12 4%I	2 1%	35 5%	25 11%LmNQ	4 3%	5 3%	2 1%	24 4%	15 7%NS	2 2%	7 4%S	* *	29 4%	24 7%Av	4 2%
Other	58 4%h	8 3%	10 3%	30 7%AB	10 4%	14 3%	5 2%	6 2%	32 10%AFGH	26 4%	5 2%	3 2%	3 2%	15 8%kr	32 5%	10 5%	2 2%	2 2%	17 12%KLMpQ	34 5%	10 3%	10 6%
Sigma	1662 126%	384 124%	387 129%	518 123%	374 132%	583 136%	319 128%	392 127%	369 112%	890 129%	319 140%	168 135%	194 131%	210 111%	773 123%	264 131%	151 122%	198 123%	159 113%	858 120%	484 141%	208 129%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q1025 Which of the following employer benefits is most important to you when considering a new job?

Base: Employed

	Region					Age				Male Age					Female Age					Marital Status		
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	355	360	419	285	479	294	297	349	717	238	154	138	187	702	241	140	159	162	721	396	196
Weighted Base	1316	311	300	422	282	428	248	309	330	688	227	125*	148*	189	627	201	123*	161*	141*	714	343	162
Any (Net)	1251 95%	297 96%	280 93%	403 95%	271 96%	410 96%	240 97%	288 93%	313 95%	650 94%	215 95%	121 97%	134 91%	179 95%	601 96%	194 96%	119 96%	153 95%	134 95%	672 94%	336 98%AT	153 95%
Benefits package (e.g., health insurance, life insurance, disability, paid vacation)	446 34%EFJ U	112 36%e	107 36%e	153 36%e	75 26%	105 24%	76 31%	124 40%aFg	141 43%AFG	204 30%	44 19%	41 33%K	46 31%k	73 38%K	243 39%AJ	61 30%k	35 28%	78 49%KLM	68 48%KLMP	255 36%u	95 28%	70 43%AU
Long-term job security	274 21%I	66 21%	64 21%	82 19%	63 22%	98 23%I	67 27%AI	65 21%I	44 13%	153 22%	56 25%S	34 27%ns	32 22%S	32 17%S	121 19%	43 21%S	33 27%S	33 21%S	12 8%	137 19%	89 26%Atv	28 17%
Best fit for my main area of interest	200 15%hV	53 17%	43 14%	60 14%	44 16%	61 14%	36 14%	32 11%	70 21%Afg H	113 16%	32 14%	17 14%	22 15%	42 22%R	87 14%	29 15%r	18 15%	11 7%	28 20%R	120 17%V	50 15%	14 8%
Advancement opportunities	114 9%HIT	21 7%	39 13%Abd	31 7%	24 9%	69 16%AGHI	21 9%I	15 5%	9 3%	65 9%	39 17%MNR	11 9%S	7 5%	9 5%S	49 8%	30 15%MNR	10 8%S	8 5%S	1 1%	43 6%	47 14%AT	16 10%
Retirement savings options (e.g., 401(k) match, pension)	82 6%C	22 7%C	7 2%	36 8%C	17 6%c	22 5%	19 8%	17 6%	23 7%	42 6%	11 5%	7 6%	12 8%	13 7%	39 6%	11 6%	12 10%	6 4%	10 7%	46 6%	18 5%	9 6%
Ability to telecommute (e.g., work from home)	75 6%C	12 4%	7 2%	24 6%	32 11%ABCd	23 5%	12 5%	18 6%	21 6%	36 5%	10 4%	8 6%	11 7%	8 4%	38 6%	13 7%	4 4%	8 5%	13 9%	51 7%	13 4%	5 3%
Appealing workplace "culture" (e.g., casual dress, employee lounges for breaks)	59 5%IT	11 4%	14 5%	18 4%	17 6%	31 7%AI	8 3%	15 5%i	5 1%	36 5%	24 11%LmNP S	3 2%	6 4%	3 2%	23 4%	7 3%	6 5%	9 6%	2 1%	21 3%	24 7%aT	10 6%t
None of these	65 5%U	14 4%	20 7%	19 5%	11 4%	19 4%	8 3%	21 7%	17 5%	38 6%	11 5%	4 3%	13 9%	10 5%	27 4%	7 4%	4 4%	8 5%	7 5%	42 6%U	7 2%	8 5%
Sigma	1316 100%	311 100%	300 100%	422 100%	282 100%	428 100%	248 100%	309 100%	330 100%	688 100%	227 100%	125 100%	148 100%	189 100%	627 100%	201 100%	123 100%	161 100%	141 100%	714 100%	343 100%	162 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

3 May 2012

Q1030 Which of the following, if any, are you currently doing to make yourself "indispensible" at your current job? Please select all that apply.

Base: Employed

	Region					Age				Male Age				Female Age				Marital Status				
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	355	360	419	285	479	294	297	349	717	238	154	138	187	702	241	140	159	162	721	396	196
Weighted Base	1316	311	300	422	282	428	248	309	330	688	227	125*	148*	189	627	201	123*	161*	141*	714	343	162
Any (Net)	1023	242	236	330	215	350	206	234	233	531	191	102	109	130	491	160	104	125	103	547	279	127
	78%I	78%	79%	78%	76%	82%aI	83%aI	76%	70%	77%	84%mNS	82%N	74%	69%	78%	79%n	84%Ns	78%	73%	77%	81%	79%
Taking on more responsibilities at work	668	157	141	238	132	174	150	175	170	332	85	74	81	91	336	89	75	93	79	370	164	91
	51%F	50%	47%	56%Ac	47%	41%	60%AF	57%aF	51%F	48%	38%	60%KP	55%K	48%	54%	44%	61%KP	58%Kp	56%Kp	52%	48%	56%
Seeking more education and/or training	411	81	106	119	104	154	97	96	64	223	91	46	47	39	188	63	51	49	25	224	114	46
	31%bI	26%	35%b	28%	37%aBd	36%aI	39%AI	31%I	19%	32%	40%NS	37%NS	32%nS	21%	30%	31%nS	41%NS	30%S	18%	31%	33%	28%
Working more hours	377	97	94	124	63	141	78	87	70	206	78	36	48	43	171	63	43	39	27	196	107	53
	29%EI	31%e	31%e	29%	22%	33%aI	32%I	28%	21%	30%	34%nS	29%	33%S	23%	27%	31%S	35%S	24%	19%	27%	31%	33%
Networking	253	56	53	77	67	98	44	60	51	163	53	30	39	40	89	45	14	21	11	139	76	24
	19%O	18%	18%	18%	24%	23%i	18%	19%	15%	24%AO	24%QrS	24%QrS	27%QRS	21%qS	14%	22%qrS	11%	13%	7%	20%	22%	15%
Offering to take a pay cut	49	12	13	12	12	29	7	8	5	31	27	3	1	*	18	2	4	7	5	28	12	9
	4%I	4%	4%	3%	4%	7%AhI	3%	2%	1%	5%	12%LMNP	3%qrS	*	*	3%	1%	3%n	4%N	3%n	4%	4%	5%
Other	41	7	8	9	16	11	2	9	18	19	6	1	2	10	22	5	1	7	8	23	10	4
	3%g	2%	3%	2%	6%Abd	3%	1%	3%	6%AG	3%	3%	1%	1%	6%l	3%	3%	1%	4%	6%l	3%	3%	2%
Nothing	293	69	64	93	67	78	42	75	98	157	36	23	39	59	136	42	19	36	38	167	65	34
	22%fg	22%	21%	22%	24%	18%	17%	24%	30%AFG	23%	16%	18%	26%k	31%KLp	22%Q	21%	16%	22%	27%Kq	23%	19%	21%
Sigma	2091	478	480	672	461	685	420	510	476	1131	376	213	258	283	959	308	207	252	193	1147	548	260
	159%	154%	160%	159%	163%	160%	169%	165%	144%	164%	166%	171%	175%	150%	153%	153%	168%	156%	136%	161%	159%	161%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012

NEFE
 Weighted To The U.S. General Adult Population - Propensity

3 May 2012

Q1035 From May through August, there will be more than 80 new movies hitting theaters nationwide and in limited release. How much money, if any, do you anticipate your household will spend attending movies during the summer blockbuster season (e.g., admission, refreshments, parking)?

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2210	509	520	705	476	716	379	389	726	1075	359	188	172	356	1135	357	191	217	370	1092	605	346
Weighted Base	2210	480	478	748	504	718	328	393	771	1075	370	162*	175*	368	1135	348	166*	218	403	1127	594	333
Anyone In Household Plans On Attending The Movies This Summer (Net)	1741	370	381	575	415	638	274	309	520	864	328	134	142	260	877	310	140	167	260	899	490	228
Less than \$25	619	111	106	220	182	202	80	100	237	280	100	33	45	102	339	102	47	55	135	300	187	87
\$25 to \$50	441	112	100	130	99	166	75	77	123	194	61	35	36	62	247	105	40	42	61	228	134	56
\$51 to \$100	305	61	82	100	62	106	53	57	88	172	62	34	29	47	133	44	19	28	42	169	73	44
\$101 to \$200	229	68	44	82	35	82	48	52	48	133	53	22	24	34	96	29	26	28	14	124	54	27
\$201 to \$300	66	9	21	21	15	31	5	15	16	36	16	2	8	11	30	15	3	7	6	39	14	6
More than \$300	80	9	28	22	21	51	14	9	7	48	35	8	1	4	32	16	6	8	3	40	28	7
No one in my household will attend any movies during this summer blockbuster season.	469	110	97	173	89	80	53	84	252	211	42	28	33	109	258	38	25	51	143	228	104	105
Sigma	2210	480	478	748	504	718	328	393	771	1075	370	162	175	368	1135	348	166	218	403	1127	594	333

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE

Weighted To The U.S. General Adult Population - Propensity

3 May 2012

Q1035 From May through August, there will be more than 80 new movies hitting theaters nationwide and in limited release. How much money, if any, do you anticipate your household will spend attending movies during the summer blockbuster season (e.g., admission, refreshments, parking)?

Base: Anyone In Household Plans On Attending The Movies This Summer

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1750	403	424	548	375	626	311	308	505	860	310	151	138	261	890	316	160	170	244	885	482	250
Weighted Base	1741	370	381	575	415	638	274	309	520	864	328	134*	142*	260	877	310	140*	167*	260	899	490	228
Less than \$25	619 36% gJ	111 30% Cf	106 28% BC	220 38% BC	182 44% ABC	202 32% ABC	80 29% ABC	100 32% ABC	237 46% AFGH	280 32% AFGH	100 31% AFGH	33 24% AFGH	45 32% AFGH	102 39% L	339 39% aj	102 33% aj	47 34% aj	55 33% aj	135 52% KLMN	300 33% KLMN	187 38% KLMN	87 38% KLMN
\$25 to \$50	441 25% J	112 30% ad	100 26% ad	130 23% ad	99 24% ad	166 26% ad	75 27% ad	77 25% ad	123 24% ad	194 22% ad	61 19% ad	35 26% ad	36 25% ad	62 24% ad	247 28% aj	105 34% Kns	40 28% k	42 25% k	61 24% k	228 25% k	134 27% k	56 25% k
\$51 to \$100	305 18% o	61 17% e	82 21% e	100 17% e	62 15% e	106 17% e	53 19% e	57 19% e	88 17% e	172 20% ao	62 19% ao	34 26% Pqs	29 20% Pqs	47 18% Pqs	133 15% Pqs	44 14% Pqs	19 13% Pqs	28 17% Pqs	42 16% Pqs	169 19% Pqs	73 15% Pqs	44 19% Pqs
\$101 to \$200	229 13% EIO	68 18% AcE	44 12% AcE	82 14% e	35 9% e	82 13% e	48 17% aI	52 17% I	48 9% I	133 15% aO	53 16% pS	22 17% S	24 17% S	34 13% S	96 11% S	29 9% S	26 18% pS	28 17% pS	14 5% pS	124 14% pS	54 11% pS	27 12% pS
\$201 to \$300	66 4% g	9 2% g	21 6% g	21 4% g	15 4% g	31 5% g	5 2% g	15 5% g	16 3% g	36 4% g	16 5% g	2 1% g	8 5% g	11 4% g	30 3% g	15 5% g	3 2% g	7 4% g	6 2% g	39 4% g	14 3% g	6 3% g
More than \$300	80 5% bI	9 2% bI	28 7% aBd	22 4% Bd	21 5% Bd	51 8% AHI	14 5% I	9 3% I	7 1% I	48 6% I	35 11% MNPq	8 6% mnS	1 1% S	4 1% S	32 4% S	16 5% ns	6 4% ns	8 5% s	3 1% s	40 4% s	28 6% s	7 3% s
Sigma	1741 100%	370 100%	381 100%	575 100%	415 100%	638 100%	274 100%	309 100%	520 100%	864 100%	328 100%	134 100%	142 100%	260 100%	877 100%	310 100%	140 100%	167 100%	260 100%	899 100%	490 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

3 May 2012

Q1040 Which of the following, if any, do you feel are good ways to limit costs when you see a movie in a theater? Please select all that apply.

Base: Anyone In Household Plans On Attending The Movies This Summer

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1750	403	424	548	375	626	311	308	505	860	310	151	138	261	890	316	160	170	244	885	482	250
Weighted Base	1741	370	381	575	415	638	274	309	520	864	328	134*	142*	260	877	310	140*	167*	260	899	490	228
Any (Net)	1667	353	372	544	399	592	268	303	505	818	298	131	139	250	849	294	137	164	254	872	458	222
	96%Fu	95%	98%	95%	96%	93%	98%F	98%aF	97%F	95%	91%	98%k	98%K	96%K	97%	95%	98%K	98%K	98%K	97%AU	93%	97%
Go to a less expensive matinee showing	1032	182	253	350	247	289	174	212	358	477	122	86	98	172	555	167	88	114	186	563	240	157
	59%BFJ	49%	66%AB	61%B	60%B	45%	63%F	68%AF	69%AF	55%	37%	64%K	69%KP	66%KP	63%AJ	54%K	63%K	68%KP	71%KP	63%AU	49%	69%AU
	U																					
Not buying refreshments	965	220	218	306	221	300	143	192	329	453	141	69	87	156	511	159	75	105	173	518	251	128
	55%Fj	59%	57%	53%	53%	47%	52%	62%AFg	63%AFG	52%	43%	51%	62%K	60%K	58%aj	51%	53%	63%Kp	66%KLPq	58%	51%	56%
Take advantage of discounts (e.g., senior citizen, student)	813	166	180	278	190	233	86	111	384	394	105	46	56	187	420	128	40	55	197	469	173	121
	47%FGH	45%	47%	48%	46%	37%	31%	36%	74%AFG	46%	32%	34%	40%	72%KLM	48%	41%kq	29%	33%	76%KLMP	52%AU	35%	53%U
	U								H					PQR					QR			
Use a coupon deal (e.g., Groupon, LivingSocial)	715	139	183	219	173	274	125	129	186	319	125	59	58	77	396	150	67	71	109	378	180	93
	41%IJ	38%	48%ABD	38%	42%	43%i	46%I	42%	36%	37%	38%	44%N	41%n	30%	45%AJ	48%kN	48%N	43%N	42%N	42%	37%	41%
Wait until the movie goes to a less-expensive theater	527	87	142	171	127	192	81	85	169	248	80	40	46	82	279	111	41	40	88	247	165	81
	30%Bt	24%	37%ABd	30%	31%	30%	29%	28%	33%	29%	24%	30%	32%	32%	32%	36%KR	29%	24%	34%k	27%	34%t	36%t
Avoid seeing the movie in 3-D or IMAX	483	107	105	159	112	208	70	87	119	245	109	40	40	57	238	99	31	47	62	257	135	57
	28%I	29%	27%	28%	27%	33%AI	26%	28%	23%	28%	33%Nqs	30%	28%	22%	27%	32%n	22%	28%	24%	29%	28%	25%
Sneak in my own refreshments	470	125	108	120	116	181	84	90	116	228	88	31	45	64	242	92	53	45	52	232	149	55
	27%DI	34%AD	28%d	21%	28%d	28%	31%i	29%	22%	26%	27%	23%	32%S	25%	28%	30%S	38%kLN	27%	20%	26%	30%	24%
																	S					
Take advantage of frequent viewer loyalty reward programs at theater	376	87	90	114	86	115	75	69	118	200	67	38	39	56	177	48	37	30	62	211	90	53
	22%f	23%	24%	20%	21%	18%	27%aF	22%	23%	23%	21%	28%P	27%P	22%	20%	15%	26%P	18%	24%p	23%	18%	23%
Buy tickets in advance	310	65	72	110	64	153	49	43	65	187	93	31	24	40	123	61	18	19	25	143	111	34
	18%IO	17%	19%	19%	15%	24%AH	18%	14%	12%	22%AO	28%Np	23%qRS	17%	15%	14%	20%S	13%	12%	10%	16%	23%ATv	15%
											QRS											
Sneak in to see another movie after seeing the movie I paid to see	81	19	12	15	34	39	16	13	13	56	27	10	8	10	26	11	6	5	3	33	36	8
	5%DIO	5%	3%	3%	8%ACD	6%I	6%i	4%	3%	6%AO	8%pS	7%S	6%S	4%	3%	4%	4%	3%	1%	4%	7%AT	4%
Other	42	5	13	15	9	4	4	13	21	18	2	2	5	9	24	2	2	8	12	30	6	5
	2%F	1%	3%	3%	2%	1%	1%	4%F	4%AF	2%	1%	1%	3%	4%kp	3%	1%	2%	5%KP	5%KP	3%a	1%	2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

3 May 2012

Q1040 Which of the following, if any, do you feel are good ways to limit costs when you see a movie in a theater? Please select all that apply.

Base: Anyone In Household Plans On Attending The Movies This Summer

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1741	370	381	575	415	638	274	309	520	864	328	134*	142*	260	877	310	140*	167*	260	899	490	228
Not sure	74	17	9	31	16	46	6	6	15	46	30	3	3	9	28	16	3	4	6	27	32	6
	4%hT	5%	2%	5%	4%	7%AGHI	2%	2%	3%	5%	9%lMNQ	2%	2%	4%	3%	5%	2%	2%	2%	3%	7%aT	3%
												RS										
Sigma	5889	1219	1385	1889	1396	2034	913	1049	1893	2869	990	453	507	919	3019	1044	460	542	974	3106	1569	797
	338%	330%	363%	328%	336%	319%	333%	339%	364%	332%	302%	337%	358%	354%	344%	337%	328%	324%	374%	345%	320%	349%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

4 May 2012

Q2149 What is your employment status? Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2210	433	745	1032	578	266	424	649	456	828	685	241	663	282	325	265	1547	1193	302	791	196	348
Weighted Base	2210	926	646	638	566	254	369	728	403	806	724	276	734	319	368	322	1476	1102	271	894	179*	393
Employed (Net)	1316	440	406	470	244	162	258	532	222	459	487	148	489	204	245	206	827	1102	271	-	66	37
Employed full time	973	271	315	387	131	104	214	453	170	347	362	95	360	140	193	162	613	973	34	-	32	9
Employed part time	271	117	79	75	87	45	37	60	47	92	96	36	94	38	39	36	177	57	271	-	36	22
Self-employed	165	70	44	51	43	23	20	63	27	54	58	25	65	35	28	22	100	165	29	-	3	13
Not employed, but looking for work	228	138	60	31	112	21	20	29	45	49	83	52	92	45	49	42	136	-	-	228	38	1
Not employed and not looking for work	81	43	21	17	30	6	13	12	16	31	17	17	25	11	19	11	55	-	-	81	15	16
Not employed, unable to work due to a disability or illness	108	63	34	10	57	10	6	18	32	38	26	13	28	9	10	9	80	-	-	108	3	18
Retired	393	147	121	125	94	52	58	116	93	237	56	6	19	6	12	6	374	21	22	355	1	393
Student	179	100	54	26	63	12	23	35	27	27	80	45	81	36	33	55	98	33	36	113	179	1
Homemaker	179	120	31	28	62	25	31	35	6	58	76	39	99	54	50	39	80	18	15	148	17	18

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
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 NEFE
 Weighted To The U.S. General Adult Population - Propensity

Q2149 What is your employment status? Please select all that apply.

4 May 2012

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2210	926	646	638	566	254	369	728	403	806	724	276	734	319	368	322	1476	1102	271	894	179*	393
Sigma	2577	1070	758	749	678	298	421	821	463	933	854	328	863	373	432	381	1714	1267	407	1033	323	491
	117%	116%	117%	117%	120%	117%	114%	113%	115%	116%	118%	119%	118%	117%	117%	118%	116%	115%	150%	115%	180%	125%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012

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4 May 2012

Q1005 In the past five years, have you experienced a decrease or elimination of any part of your employer benefits package (e.g., healthcare, retirement savings, insurance, training)?

Base: Employed

	Education				Income				Household Size				Age/Presence Children				Employment Status						
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1419	199	452	768	276	182	308	498	295	518	464	142	454	181	229	177	965	1193	302	-	90	44	
Weighted Base	1316	440	406	470	244	162*	258	532	222	459	487	148*	489	204*	245	206*	827	1102	271	-**	66*	37**	
Applicable Responses (Net)	1163	371	360	432	183	137	239	506	192	412	433	127	435	186	210	174	729	998	215	-	55	32	
	88% S	84% bE	89% 89%	92% AB	75% 75%	85% e	93% AEF	95% AE	87% 87%	90% 90%	89% 89%	86% 86%	89% 89%	91% 91%	86% 86%	84% 84%	88% 88%	91% AS	79% 79%	-	83% 83%	86% 86%	
Yes	462	103	151	207	66	62	81	220	71	179	167	45	164	69	84	61	298	406	77	-	20	17	
	35% S	23% BE	37% B	44% AB	27% 27%	38% e	32% 32%	41% AE	32% 32%	39% a	34% 34%	30% 30%	33% 33%	34% 34%	34% 34%	29% 29%	36% 36%	37% AS	28% 28%	-	30% 30%	46% 46%	
No	702	268	209	225	118	75	158	286	121	233	266	82	271	117	126	114	431	592	138	-	36	15	
	53% D	61% Ac	51% 51%	48% 48%	48% 48%	46% 46%	61% AEF	54% 54%	54% 54%	51% 51%	55% 55%	56% 56%	55% 55%	57% 57%	51% 51%	55% 55%	52% 52%	54% 54%	51% 51%	-	53% 53%	40% 40%	
Not applicable	152	69	46	38	60	25	18	26	30	47	54	21	54	19	35	32	98	104	56	-	11	5	
	12% HR	16% aD	11% 11%	8% 8%	25% Af	15% GH	7% 7%	5% 5%	13% 13%	10% 10%	11% 11%	14% 14%	11% 11%	9% 9%	14% 14%	16% 16%	12% 12%	9% 9%	21% AR	-	17% 17%	14% 14%	
Sigma	1316	440	406	470	244	162	258	532	222	459	487	148	489	204	245	206	827	1102	271	-	66	37	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
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NEFE
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4 May 2012

Q1005 In the past five years, have you experienced a decrease or elimination of any part of your employer benefits package (e.g., healthcare, retirement savings, insurance, training)?

Base: Applicable Responses

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1243	163	387	693	203	154	287	472	252	461	408	122	405	165	199	152	838	1080	231	-	67	37
Weighted Base	1163	371	360	432	183	137*	239	506	192	412	433	127*	435	186*	210*	174*	729	998	215	-**	55**	32**
Yes	462 40%B	103 28%	151 42%B	207 48%AB	66 36%	62 45%	81 34%	220 44%g	71 37%	179 43%	167 39%	45 35%	164 38%	69 37%	84 40%	61 35%	298 41%	406 41%	77 36%	-	20 36%	17 53%
No	702 60%D	268 72%AC	209 58%	225 52%	118 64%	75 55%	158 66%h	286 56%	121 63%	233 57%	266 61%	82 65%	271 62%	117 63%	126 60%	114 65%	431 59%	592 59%	138 64%	-	36 64%	15 47%
Sigma	1163 100%	371 100%	360 100%	432 100%	183 100%	137 100%	239 100%	506 100%	192 100%	412 100%	433 100%	127 100%	435 100%	186 100%	210 100%	174 100%	729 100%	998 100%	215 100%	-	55 100%	32 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
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 NEFE

Weighted To The U.S. General Adult Population - Propensity

4 May 2012

Q1010 What was decreased/eliminated in your employer benefits package? Please select all that apply.

Base: Experienced A Decrease/Elimination In Employer Benefits Package

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	518	40	161	317	75	73	111	220	96	199	173	50	166	66	84	61	352	462	84	-	21	17
Weighted Base	462	103*	151	207	66*	62*	81*	220	71*	179	167*	45**	164*	69*	84*	61*	298	406	77*	-**	20**	17**
Changed health insurance benefits, resulting in more individual out-of-pocket costs	330 72%BE	57 55%	109 72%b	165 79%AB	36 55%	46 74%	58 72%	171 78%AE	47 67%	141 79%AI	107 64%	35 78%	112 69%	47 69%	57 68%	49 81%	218 73%	298 74%A	49 64%	-	8 42%	12 69%
Suspended pay raises	188 41%Bf	24 24%	66 43%B	98 47%AB	27 40%	17 28%	36 44%	94 43%	47 65%AJ	75 42%K	45 27%	21 48%	58 35%	24 35%	35 42%	25 42%	130 44%	176 43%AS	21 28%	-	3 14%	3 16%
Company Stopped/Cut Back Employer-Sponsored Retirement Savings (Net)	152 33%DJ	37 36%	55 37%	60 29%	34 51%Af	17 28%	26 32%	63 29%	22 31%	46 25%	63 38%j	22 48%	61 37%	25 37%	37 45%	24 40%	91 31%	130 32%	28 36%	-	12 63%	8 50%
My company cut back the amount the company matches on employer-sponsored retirement savings (e.g., 401k).	117 25%Jq	25 24%	44 29%	49 23%	29 44%AF	10 15%	20 25%	51 23%	20 27%	32 18%	46 28%j	20 44%	51 31%	19 28%	35 41%	22 36%	66 22%	102 25%	19 25%	-	12 61%	4 23%
Stopped company match toward employer-sponsored retirement savings (e.g., 401k)	61 13%D	18 17%	26 17%D	17 8%	14 21%	10 16%	7 9%	23 10%	6 8%	23 13%	25 15%	8 17%	23 14%	14 20%	11 14%	8 13%	38 13%	51 12%	14 18%	-	* 1%	6 37%
Stopped providing/Suspended performance bonuses	105 23%	21 20%	40 26%	45 21%	18 28%	12 19%	20 25%	43 20%	21 29%	43 24%	31 19%	10 22%	35 22%	15 22%	25 30%	14 24%	70 24%	95 23%	21 27%	-	5 24%	2 10%
Other	59 13%	10 10%	21 14%	27 13%	5 8%	11 18%	9 11%	32 15%	9 12%	28 16%	17 10%	5 11%	13 8%	6 9%	6 7%	5 8%	45 15%am	55 14%	5 6%	-	1 7%	1 4%
Sigma	860 186%	155 150%	305 202%	400 193%	129 196%	106 170%	150 184%	415 188%	149 209%	342 191%	271 163%	98 220%	292 178%	126 183%	170 202%	123 204%	568 191%	777 191%	129 167%	-	29 150%	27 159%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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4 May 2012

Q1015 How strongly do you agree or disagree with the following statement with regard to your job and the economic situation over the past 5 years?

I have chosen to stay at my current job instead of looking for a new one, even though I am unhappy with certain aspects of my job (e.g., salary, benefits, hours).

Base: Employed

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	199	452	768	276	182	308	498	295	518	464	142	454	181	229	177	965	1193	302	-	90	44
Weighted Base	1316	440	406	470	244	162*	258	532	222	459	487	148*	489	204*	245	206*	827	1102	271	-**	66*	37**
Strongly/Somewhat Agree (Net)	697	263	212	222	156	101	133	245	113	222	278	84	290	118	151	137	407	577	159	-	34	18
Strongly agree	237	79	81	77	48	30	61	73	44	79	86	28	89	33	37	54	148	205	43	-	19	2
Somewhat agree	460	184	131	145	108	71	72	172	69	143	192	56	202	85	114	84	259	372	116	-	15	16
Strongly/Somewhat Disagree (Net)	618	176	194	248	88	61	125	287	109	237	209	63	199	86	94	69	419	525	112	-	32	19
Somewhat disagree	266	74	76	116	38	28	39	132	55	108	74	29	74	29	37	25	191	219	61	-	13	11
Strongly disagree	353	102	118	132	49	33	85	155	54	129	135	35	125	57	57	44	228	306	51	-	20	8
Sigma	1316	440	406	470	244	162	258	532	222	459	487	148	489	204	245	206	827	1102	271	-	66	37

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
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4 May 2012

Q1020 Which of the following, if any, will you most likely do if/when the economic and unemployment conditions improve?

Base: Employed

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	199	452	768	276	182	308	498	295	518	464	142	454	181	229	177	965	1193	302	-	90	44
Weighted Base	1316	440	406	470	244	162*	258	532	222	459	487	148*	489	204*	245	206*	827	1102	271	-**	66*	37**
Evaluate other options while maintaining my position at my current job	564 43%B	137 31%	179 44%B	248 53%AB C	99 41%	74 46%	113 44%	227 43%	113 51%Ak L	199 43%	199 41%	53 36%	203 42%	81 39%	100 41%	98 47%	361 44%	472 43%	131 48%	-	32 47%	18 48%
Stay in my current job and not evaluate other options	441 33%DE fiSu	171 39%d	128 32%	142 30%	64 26%	41 25%	97 38%EF	203 38%AE F	61 27%	180 39%AI k	155 32%	45 31%	156 32%	59 29%	84 34%	61 30%	285 34%	399 36%AS U	52 19%	-	13 20%	10 26%
Immediately Start To Look For A New Job (Net)	254 19%HJ r	65 15%	83 20%	105 22%AB	62 26%Ag H	39 24%h	44 17%	80 15%	47 21%	70 15%	109 22%J	27 18%	93 19%	42 21%	45 18%	48 23%	160 19%	199 18%	68 25%AR	-	22 33%AR	6 17%
Immediately start to look for a new job in a similar field	181 14%	44 10%	59 15%	78 17%AB	41 17%	27 17%	33 13%	65 12%	33 15%	52 11%	79 16%	16 11%	67 14%	29 14%	35 14%	37 18%	114 14%	151 14%	38 14%	-	8 12%	5 12%
Immediately start to look for a new job in a different field	134 10%HJR	33 8%	41 10%	59 13%Ab	32 13%gH	26 16%aGH	19 7%	37 7%	31 14%aJ	31 7%	54 11%j	17 12%	49 10%	24 12%	20 8%	28 14%o	85 10%	98 9%	43 16%AR	-	18 27%ARs	2 4%
Engage in training opportunities to increase my job skills	226 17%JQ	82 19%	69 17%	74 16%	58 24%AG h	32 20%	37 14%	86 16%	39 18%J	49 11%	99 20%J	39 26%AJ	107 22%AQ	47 23%	61 25%	44 21%	119 14%	193 18%	45 16%	-	18 27% s	2 5%
Quit my current job and begin a new job search	59 4%DgQ R	33 7%acD	13 3%	13 3%	13 6%	8 5%	5 2%	28 5%g	8 3%	14 3%	33 7%aj	4 3%	31 6%q	13 6%	12 5%	8 4%	28 3%	35 3%	26 9%AR	-	7 10%aR	-
Other	58 4%B	5 1%	25 6%B	28 6%AB	7 3%	3 2%	13 5%	22 4%	11 5%	22 5%	19 4%	5 3%	15 3%	4 2%	4 2%	6 3%	43 5%	44 4%	18 7%	-	5 7%	5 14%
Sigma	1662 126%	505 115%	515 127%	642 137%	315 129%	211 130%	317 123%	668 125%	296 134%	548 119%	640 131%	179 121%	628 128%	257 126%	317 129%	283 137%	1034 125%	1392 126%	352 130%	-	100 150%	41 110%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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4 May 2012

Q1025 Which of the following employer benefits is most important to you when considering a new job?

Base: Employed

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	199	452	768	276	182	308	498	295	518	464	142	454	181	229	177	965	1193	302	-	90	44
Weighted Base	1316	440	406	470	244	162*	258	532	222	459	487	148*	489	204*	245	206*	827	1102	271	***	66*	37**
Any (Net)	1251	416	386	449	232	151	251	509	213	442	464	131	457	196	224	199	794	1060	245	-	66	34
	95%LS	95%	95%	95%	95%	93%	98%af	96%	96%L	96%L	95%L	89%	93%	96%o	91%	96%o	96%A	96%AS	90%	-	99%S	92%
Benefits package (e.g., health insurance, life insurance, disability, paid vacation)	446	147	143	156	68	48	114	171	71	177	160	39	144	47	77	76	303	379	83	-	19	11
	34%em	33%	35%	33%	28%	30%	44%AEF	32%	32%	39%Al	33%	26%	29%	23%	31%n	37%N	37%Am	34%	31%	-	28%	30%
Long-term job security	274	112	84	78	60	40	50	115	54	75	106	40	131	68	52	58	144	232	45	-	27	2
	21%DJ	25%D	21%	17%	25%	25%	20%	22%	24%J	16%	22%	27%J	27%AQ	33%O	21%	28%	17%	21%	17%	-	40%ARS	5%
Best fit for my main area of interest	200	43	62	95	36	22	35	86	36	79	67	17	58	19	34	21	142	155	66	-	7	16
	15%Bm	10%	15%b	20%AB	15%	13%	14%	16%	16%	17%	14%	12%	12%	9%	14%	10%	17%Am	14%	25%ARu	-	11%	42%
Advancement opportunities	114	41	32	41	33	12	21	36	16	35	48	16	44	30	23	18	71	105	14	-	7	1
	9%S	9%	8%	9%	13%AH	7%	8%	7%	7%	8%	10%	11%	9%	15%	9%	9%	9%	10%as	5%	-	11%	2%
Retirement savings options (e.g., 401(k) match, pension)	82	25	22	35	13	12	13	37	10	30	33	8	31	12	12	11	50	74	10	-	2	3
	6%	6%	5%	7%a	5%	7%	5%	7%	5%	7%	7%	6%	6%	6%	5%	5%	6%	7%	4%	-	4%	7%
Ability to telecommute (e.g., work from home)	75	21	27	26	16	5	11	40	10	31	28	6	31	17	16	4	43	65	13	-	2	3
	6%	5%	7%	6%	6%	3%	4%	7%	4%	7%	6%	4%	6%	8%P	7%P	2%	5%	6%	5%	-	2%	7%
Appealing workplace "culture" (e.g., casual dress, employee lounges for breaks)	59	27	16	17	7	13	9	23	16	15	23	5	17	3	9	11	42	50	13	-	2	-
	5%	6%	4%	4%	3%	8%e	3%	4%	7%aj	3%	5%	3%	4%	1%	4%	5%	5%	5%	5%	-	2%	-
None of these	65	24	19	22	12	11	6	23	8	17	23	16	32	8	21	7	33	43	26	-	1	3
	5%gQR	5%	5%	5%	5%	7%g	2%	4%	4%	4%	5%	11%AIJ	7%	4%	9%np	4%	4%	4%	10%ARu	-	1%	8%
Sigma	1316	440	406	470	244	162	258	532	222	459	487	148	489	204	245	206	827	1102	271	-	66	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

4 May 2012

Q1030 Which of the following, if any, are you currently doing to make yourself
 "indispensible" at your current job? Please select all that apply.

Base: Employed

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1419	199	452	768	276	182	308	498	295	518	464	142	454	181	229	177	965	1193	302	-	90	44
Weighted Base	1316	440	406	470	244	162*	258	532	222	459	487	148*	489	204*	245	206*	827	1102	271	-**	66*	37**
Any (Net)	1023	336	321	366	192	130	184	430	170	319	407	127	421	177	216	178	601	857	216	-	56	26
	78% Q	GJ 76%	79%	78%	79%	80%	71%	81% G	77%	69%	84% Ai J	86% ai J	86% AQ	86%	88%	87%	73%	78%	80%	-	84%	71%
Taking on more responsibilities at work	668	172	235	261	111	68	136	308	118	230	244	76	242	98	132	107	426	592	110	-	29	13
	51% S	Bf 39%	58% AB	56% AB	45%	42%	53% f	58% AE F	53%	50%	50%	51%	49%	48%	54%	52%	52%	54% AS	40%	-	44%	36%
Seeking more education and/or training	411	126	131	154	73	54	73	180	59	113	166	72	196	67	102	97	215	355	76	-	35	8
	31% Q	JQ 29%	32%	33%	30%	33%	28%	34%	27%	25%	34% J	49% AI JK	40% AQ	33%	41%	47% N	26%	32%	28%	-	53% AR S	22%
Working more hours	377	133	122	121	89	39	82	148	56	110	163	48	173	74	88	76	204	312	81	-	26	6
	29% Q	DJ 30%	30%	26%	37% h	Af 24%	32%	28%	25%	24%	33% ai J	32%	35% AQ	36%	36%	37%	25%	28%	30%	-	39%	16%
Networking	253	68	67	117	34	19	40	140	46	80	97	29	106	49	50	31	146	231	37	-	16	4
	19% S	ef 15%	17%	25% C	AB 14%	12%	16%	26% AE FG	21%	17%	20%	20%	22%	24%	20%	15%	18%	21% AS	14%	-	24%	12%
Offering to take a pay cut	49	31	7	11	11	3	4	26	4	5	38	1	29	7	15	13	20	46	4	-	7	-
	4% Q	CDg 7% JQs	ACD 2%	2%	5%	2%	1%	5% g	2%	1%	8% L	AIJ 1%	6% AQ	3%	6%	6%	2%	4% s	2%	-	11% ArS	-
Other	41	8	15	18	4	11	5	10	7	19	11	3	7	2	4	2	33	28	16	-	3	9
	3% M	mR 2%	4%	4%	2%	7% AEgH	2%	2%	3%	4%	2%	2%	2%	1%	2%	1%	4% Am	3%	6% AR	-	4%	24%
Nothing	293	104	85	104	51	32	74	102	52	140	80	21	68	28	29	28	225	245	55	-	11	11
	22% M	KL 24%	21%	22%	21%	20%	29% AH	19%	23% kl	31% AK	16%	14%	14%	14%	12%	13%	27% AM	22%	20%	-	16%	29%
Sigma	2091	641	662	787	373	226	414	914	343	698	800	250	822	325	420	355	1269	1809	379	-	127	52
	159%	146%	163%	167%	153%	139%	161%	172%	155%	152%	164%	169%	168%	159%	171%	172%	154%	164%	140%	-	191%	139%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012

NEFE
 Weighted To The U.S. General Adult Population - Propensity

4 May 2012

Q1035 From May through August, there will be more than 80 new movies hitting theaters nationwide and in limited release. How much money, if any, do you anticipate your household will spend attending movies during the summer blockbuster season (e.g., admission, refreshments, parking)?

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2210	433	745	1032	578	266	424	649	456	828	685	241	663	282	325	265	1547	1193	302	791	196	348
Weighted Base	2210	926	646	638	566	254	369	728	403	806	724	276	734	319	368	322	1476	1102	271	894	179*	393
Anyone In Household Plans On Attending The Movies This Summer (Net)	1741	686	518	537	427	189	295	639	270	592	628	251	665	281	331	293	1076	941	230	625	155	227
Less than \$25	619	265	173	181	198	65	97	183	129	248	187	55	165	83	79	76	454	299	84	258	43	100
\$25 to \$50	441	160	135	146	104	44	96	136	66	159	152	64	164	65	78	69	277	243	68	146	41	55
\$51 to \$100	305	121	88	96	71	33	53	122	37	103	113	52	117	43	67	48	188	171	44	98	27	38
\$101 to \$200	229	69	84	76	37	27	33	113	27	51	111	40	116	35	60	58	114	138	18	78	27	23
\$201 to \$300	66	22	26	19	7	10	4	41	5	21	24	17	39	20	21	14	27	38	6	26	5	7
More than \$300	80	49	12	19	12	10	12	44	7	11	40	22	64	35	26	27	16	52	10	19	12	4
No one in my household will attend any movies during this summer blockbuster season.	469	240	128	101	138	65	73	89	133	214	96	26	70	38	37	29	399	161	41	270	24	166
Sigma	2210	926	646	638	566	254	369	728	403	806	724	276	734	319	368	322	1476	1102	271	894	179	393

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012

NEFE
 Weighted To The U.S. General Adult Population - Propensity

4 May 2012

Q1035 From May through August, there will be more than 80 new movies hitting theaters nationwide and in limited release. How much money, if any, do you anticipate your household will spend attending movies during the summer blockbuster season (e.g., admission, refreshments, parking)?

Base: Anyone In Household Plans On Attending The Movies This Summer

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1750	315	577	858	429	211	350	564	319	626	587	218	598	249	291	243	1152	997	261	562	171	222
Weighted Base	1741	686	518	537	427	189	295	639	270	592	628	251	665	281	331	293	1076	941	230	625	155*	227
Less than \$25	619	265	173	181	198	65	97	183	129	248	187	55	165	83	79	76	454	299	84	258	43	100
	36% LMR	39% HK	33% 33%	34% 34%	46% GH	34% AF	33% 33%	29% 29%	48% L	42% L	30% 30%	22% 22%	25% 25%	30% 30%	24% 24%	26% 26%	42% AM	32% 32%	37% 37%	41% AR	28% 28%	44% ARU
\$25 to \$50	441	160	135	146	104	44	96	136	66	159	152	64	164	65	78	69	277	243	68	146	41	55
	25% H	23% 23%	26% 26%	27% 27%	24% 24%	23% 23%	33% 33%	21% 21%	24% 24%	27% 27%	24% 24%	26% 26%	25% 25%	23% 23%	24% 24%	24% 24%	26% 26%	26% 26%	29% 29%	23% 23%	26% 26%	24% 24%
\$51 to \$100	305	121	88	96	71	33	53	122	37	103	113	52	117	43	67	48	188	171	44	98	27	38
	18% 18%	18% 18%	17% 17%	18% 18%	17% 17%	18% 18%	18% 18%	19% 19%	14% 14%	17% 17%	18% 18%	21% 21%	18% 18%	15% 15%	20% 20%	17% 17%	17% 17%	18% 18%	19% 19%	16% 16%	18% 18%	17% 17%
\$101 to \$200	229	69	84	76	37	27	33	113	27	51	111	40	116	35	60	58	114	138	18	78	27	23
	13% JQS	10% 10%	16% AB	14% 14%	9% 9%	14% 14%	11% 11%	18% 18%	10% 10%	9% 9%	18% 18%	16% 16%	17% 17%	13% 13%	18% 18%	20% 20%	11% 11%	15% 15%	8% 8%	12% 12%	17% 17%	10% 10%
\$201 to \$300	66	22	26	19	7	10	4	41	5	21	24	17	39	20	21	14	27	38	6	26	5	7
	4% EGQ	3% 3%	5% 5%	3% 3%	2% 2%	5% 5%	1% 1%	6% 6%	2% 2%	3% 3%	4% 4%	7% 7%	6% 6%	7% 7%	5% 5%	3% 3%	5% 5%	4% 4%	3% 3%	4% 4%	4% 4%	3% 3%
More than \$300	80	49	12	19	12	10	12	44	7	11	40	22	64	35	26	27	16	52	10	19	12	4
	5% Qv	7% CdJ	2% 2%	4% 4%	3% 3%	6% 6%	4% 4%	7% 7%	3% 3%	2% 2%	6% 6%	9% 9%	10% 10%	12% 12%	8% 8%	9% 9%	1% 1%	5% 5%	4% 4%	3% 3%	7% 7%	2% 2%
Sigma	1741	686	518	537	427	189	295	639	270	592	628	251	665	281	331	293	1076	941	230	625	155	227
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: May 1-3, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

4 May 2012

Q1040 Which of the following, if any, do you feel are good ways to limit costs when you see a movie in a theater? Please select all that apply.

Base: Anyone In Household Plans On Attending The Movies This Summer

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1750	315	577	858	429	211	350	564	319	626	587	218	598	249	291	243	1152	997	261	562	171	222
Weighted Base	1741	686	518	537	427	189	295	639	270	592	628	251	665	281	331	293	1076	941	230	625	155*	227
Any (Net)	1667	638	503	527	398	182	288	622	261	568	597	242	628	259	319	283	1040	917	220	585	144	221
Go to a less expensive matinee showing	1032	334	334	365	224	104	202	394	164	376	359	133	351	132	191	168	682	581	144	353	69	153
Not buying refreshments	965	328	303	333	216	98	169	367	162	346	335	121	319	114	155	171	646	529	129	340	90	145
Take advantage of discounts (e.g., senior citizen, student)	813	262	269	282	177	89	133	312	116	321	265	112	257	96	121	119	556	382	119	348	78	173
Use a coupon deal (e.g., Groupon, LivingSocial)	715	290	200	225	168	99	131	236	89	213	281	132	302	139	149	128	413	411	93	235	64	78
Wait until the movie goes to a less-expensive theater	527	201	157	169	146	60	87	159	87	168	186	87	187	93	97	87	341	249	84	218	65	73
Avoid seeing the movie in 3-D or IMAX	483	175	157	152	116	62	72	185	70	164	171	78	192	79	90	89	291	274	68	159	78	49
Sneak in my own refreshments	470	156	161	153	109	48	76	169	77	136	191	67	184	70	95	96	286	284	72	137	59	41
Take advantage of frequent viewer loyalty reward programs at theater	376	115	129	132	91	42	52	151	56	129	134	57	159	66	86	67	217	222	43	126	22	52
Buy tickets in advance	310	126	84	100	104	30	37	116	51	82	114	62	136	55	78	61	174	175	41	108	36	28

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

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4 May 2012

Q1040 Which of the following, if any, do you feel are good ways to limit costs when you see a movie in a theater? Please select all that apply.

Base: Anyone In Household Plans On Attending The Movies This Summer

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1741	686	518	537	427	189	295	639	270	592	628	251	665	281	331	293	1076	941	230	625	155*	227
Sneak in to see another movie after seeing the movie I paid to see	81	37	28	16	13	5	4	37	18	17	39	7	36	8	14	21	45	50	5	28	15	6
	5%D	GJ 5%	5%d	3%	3%	3%	1%	6%G	7%j	3%	6%J	3%	5%	3%	4%	7%n	4%	5% s	2%	4%	10% AST	3% V
Other	42	15	9	18	11	6	2	16	7	24	6	4	7	4	4	2	35	22	1	20	1	6
	2%g	KM 2%	2%	3% a	3%	3%	1%	3%	3%	4% AK	1%	2%	1%	2%	1%	1%	3% AM	2%	1%	3%	1%	3%
Not sure	74	48	15	10	29	7	7	17	9	24	31	9	37	22	12	10	37	24	10	40	10	6
	4%Dh	q 7% ACD	3%	2%	7% AGH	3%	2%	3%	3%	4%	5%	4%	6%	8% o	4%	4%	3%	3%	4%	6% ARV	7% r	2%
Sigma	5889	2087	1846	1956	1402	651	972	2160	907	2000	2113	869	2167	877	1092	1018	3722	3204	809	2112	587	812
	338%	304%	356%	364%	328%	345%	329%	338%	336%	338%	336%	346%	326%	313%	330%	348%	346%	340%	352%	338%	380%	358%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base