

Gender

	Total
Male	100%

Age range

	Total
18 - 24 years old	40%
25 - 34 years old	27%
35 - 44 years old	17%
45+ years old	16%

How has the economic downturn impacted your overall time online? (ranked by total%)

	Total
Spending about the same time online	54%
Spending more time online	23%
Spending less time online	22%

How about these specific online activities? With the recession, do you now spend...?

	No time online	Less time online	Same time online	More time online	Never done this online
Looking at porn/girls	15%	13%	42%	21%	10%
Looking for a date/girlfriend	30%	11%	22%	11%	26%
Looking for investment advice	28%	11%	25%	14%	22%
Looking for ways to score some extra cash	23%	11%	24%	24%	18%
Playing video/multiplayer games	20%	16%	35%	17%	13%
Sharing/downloading videos	19%	13%	40%	16%	13%
Trying to find a job	28%	11%	22%	22%	18%
Updating your Facebook, MySpace, Twitter, blog, etc.	19%	15%	34%	18%	14%
Watching movies	18%	15%	37%	19%	12%
Watching TV shows	19%	14%	36%	18%	13%

How has the lousy economy impacted your future? Tell us how much you agree/disagree with each statement.

	1 = Totally Disagree	2	3	4	5	6	7	8	9	10 = Totally Agree	Mean
I don't really care about my future; I'm just partying until things get better	44%	11%	8%	5%	10%	6%	3%	2%	2%	10%	3.5
I plan to control my spending in the future in case this happens again	13%	5%	6%	5%	15%	8%	10%	9%	7%	21%	6.1
I think the downturn has created more opportunities for me	24%	9%	10%	9%	15%	5%	7%	4%	4%	11%	4.5
I'm less optimistic about my future career prospects	23%	10%	8%	8%	16%	8%	7%	5%	4%	11%	4.6
This is the worst downturn I've ever seen, so life can only get better	14%	7%	7%	8%	16%	8%	9%	7%	6%	18%	5.6

Have you done any of these things to save money in the past year?

Note: more than one response was acceptable

	Total
Done repairs yourself instead of paying for them	17%
Took bus, train, bike or walked to save gas money	13%
Drink less alcohol and/or smoke cigarettes	12%
Cheaper cell phone plan or cancelled service	11%
Pirated movies/videos instead of buying legit copies	10%
Cut back or cancelled cable, pay-per-view, or on-demand	10%
Held a garage sale or sold items on the Internet	10%
Borrowed money to make ends meet	8%
None of these	9%

How has your leisure time changed since the economy tanked? How much time do you now spend...?

	No time	Less time	Same time	More time	Never done this
Attending live performances (e.g. concerts)	27%	23%	33%	10%	8%
Going to bars or clubs	26%	23%	30%	11%	10%
Going to movies in a theater	21%	27%	36%	13%	3%
Having parties or get-togethers	15%	20%	43%	16%	5%
Having sex / booty call	13%	12%	46%	22%	7%
Playing video games (console/handheld)	17%	16%	40%	21%	6%
Playing sports or working out	15%	13%	43%	24%	5%
Reading (e.g. magazines, books)	13%	13%	47%	23%	4%
Watching DVDs at home/friend's	11%	11%	49%	26%	4%
Watching broadcast/cable TV	11%	14%	50%	22%	4%

Since the economy soured, how much have you been spending on the following?

	Nothing	Less	Same	More
New/used car, truck, motorcycle	44%	16%	30%	10%
CDs, DVDs, video games	23%	30%	36%	11%
Clothes, shoes and bling	17%	32%	41%	10%
Computer equipment	28%	23%	37%	11%
Downloads (e.g. movies, music, ring tones)	36%	21%	32%	10%
Electronics (e.g. TV, home theater)	27%	27%	36%	11%
Furniture, appliances (e.g. sofa, refrigerator)	39%	21%	32%	9%
Gadgets (e.g. mobile phone, PDA, GPS, MP3)	27%	28%	36%	10%
Home improvement/repair (e.g. roof, plumbing)	29%	23%	36%	12%
Outdoor equipment (e.g. mower, barbecue)	36%	20%	33%	10%

How much do these statements describe your life in this tough economy?

	1 = Not me at all	2	3	4	5	6	7	8	9	10 = Totally me	Mean
I compare prices online to make sure I'm getting a good deal	17%	3%	3%	2%	10%	6%	10%	10%	9%	30%	6.5
I'm charging more to my credit cards	46%	9%	7%	5%	11%	5%	3%	3%	2%	9%	3.4
I made a real effort to cut back on my spending	17%	4%	5%	7%	15%	7%	10%	11%	7%	18%	5.8
I'm saving more money than I used to	20%	5%	6%	6%	15%	10%	9%	8%	5%	16%	5.4
I search for coupons, discounts and sales before buying anything	23%	5%	4%	5%	11%	7%	10%	10%	7%	19%	5.6
I stopped using my credit cards altogether	32%	7%	6%	6%	11%	5%	5%	4%	5%	20%	4.8
I'll start spending more money once the economy improves	20%	6%	7%	7%	18%	11%	10%	6%	5%	10%	5.0

Has your job crashed and burned in the past year?

Note: more than one response was acceptable

	Total
Reduced hours or pay at job	21%
Laid off from job	18%
Took a second or third job	16%
Enrolled in college/training because couldn't find a job	11%
Forced into lesser job (e.g. from stock broker to burger flipper)	11%
No changes	59%

Did you start sleeping on someone's couch in the past year?

Note: more than one response was acceptable

	Total
Moved in with parents, friend or girlfriend	15%
Behind on your rent/mortgage payments	12%
Rented out space/room in your home	9%
Sold house/condo	7%
No changes	72%

How will your summer fun compare to last year?

	None	Less	Same	More
Air travel / flights	39%	21%	30%	10%
International travel	55%	14%	22%	9%
Parties and barbeques	13%	19%	46%	22%
Road trips	18%	26%	38%	18%
Staying at home	8%	12%	44%	36%
Travel within the U.S.	27%	26%	34%	13%