

Summary of Key Findings  
ABC7 Listens Poll #71 - August, 2008

Gas Prices

- 36% of Bay Area residents said the price of gas was having a great deal of impact on them while 50% said it was having some impact.
- These numbers were largely in line with previous ABC7 Listens Polls taken over the past three years after earlier increases in the price of gas.

2008	2007	2006	2005	
36%	38%	35%	30%	Great Deal of Impact
50%	43%	50%	52%	Some Impact
14%	19%	13%	16%	Little/No impact

- 56% said they were cutting back spending on other items in order to pay for higher gas costs. This percentage is slightly higher than respondents mentioned in our previous surveys.

2008	2007	2006	2005	
56%	51%	54%	47%	Cutting back
44%	49%	46%	53%	Not cutting back

- 88% said the cost of gas had caused them to either cut back slightly (48%) or cut back significantly (40%) on the amount they drive.
- In the current poll, respondents were somewhat more likely to say that gas prices were forcing them to cut back spending on other items compared with previous years.

2008	2006	2005	
48%	35%	30%	Eating out less often/Eating less expensive food
41%	34%	30%	Spending less on entertainment
33%	24%	20%	Cutting vacation spending
17%	14%	13%	Not buying/Postponing the purchase of a new car
49%	43%	40%	Spending less on non-essentials

- The respondents were also more likely to say they were taking steps to reduce the amount of driving they did compared with surveys in previous years.

2008	2006	2005	
21%	7%	8%	Carpooling more
29%	19%	18%	Walking/bicycling more
27%	14%	10%	Working more at home
15%	15%	13%	Taking mass transit more often

- Increasing the use of nuclear power and taxing windfall profits of oil companies were the steps Bay Area residents preferred that Congress take to try to reduce the price of gas.

Favor Oppose

67% 22% Increasing use of nuclear power to reduce our dependence on oil

66% 26% Imposing a significant additional tax on oil company profits

38% 52% Instituting a national speed limit of 55 mph

37% 56% Drilling for oil off of the California coast

34% 58% Drilling for oil in the Arctic National Wildlife Refuge in Alaska

30% 55% Temporarily suspending all federal gas taxes

- The Bush Administration and energy speculators were the parties mentioned most often by respondents as being the most to blame for the country's energy problems.

% Great Deal of Blame

65% The Bush Administration

65% Energy speculators

55% U.S. oil companies

52% Congress

51% Foreign countries that produce oil

43% American consumers

40% U.S. automobile manufacturers

28% Environmental laws and regulations

- 44% believe that gas prices will go up significantly in the next few years compared with 35% who think they will remain about the same and 8% who believe they will drop significantly.

### The Economy

- 84% said the economic downturn was having either a great deal of impact (30%) or some impact (54%) on them and their family.
- A somewhat higher percentage of respondents indicated their own economic situation was difficult compared with previous ABC7 Listens Polls.

You are making enough money to pay for basic expenses but you are not spending much on non-essential items

Aug. 08	Jan. 3008	Jan. 2006
52%	48%	44%

You are making enough money to pay for basic expenses and most of the extra items you want to buy

Aug. 08	Jan. 3008	Jan. 2006
31%	36%	40%

It is difficult to make enough money just to pay for basic expenses

Aug. 08	Jan. 3008	Jan. 2006
17%	16%	16%

- The cost of food was the item that respondents mentioned more often than in our earlier surveys as being a significant burden for them and their families.

08/08	01/08	01/06	
66%	64%	60%	Gasoline
<b>60%</b>	<b>42%</b>	<b>31%</b>	Food
49%	58%	61%	Energy to heat or cool your home
42%	39%	43%	Health insurance
36%	42%	42%	Housing
26%	23%	26%	R/X drugs
25%	23%	23%	Medical expenses (not R/X drugs)

- The respondents were somewhat less likely than they were in previous surveys to say they had either lost a job or suffered a significant loss of income during the past three years.

08/08	01/08	01/07	01/05	
74%	72%	70%	65%	No
6%	11%	18%	16%	Yes – Laid off from a job
12%	13%	12%	19%	Yes – Lost significant amount of income
8%	4%	N/A	N/A	Yes – Both lost job and income

- The respondents were also somewhat less likely to say they were concerned they would lose their job or suffer a significant loss of income in the next year than they indicated in previous surveys.

08/08	01/08	01/07	01/05	
10%	14%	10%	12%	Very concerned
24%	32%	27%	39%	Concerned
32%	37%	41%	35%	Not very concerned
34%	17%	22%	23%	Not at all concerned

### Survey Background Facts

Dates of Interviews:	August 4 <sup>th</sup> – 7 <sup>th</sup> , 2008
Number of Interviews:	807 Bay Area Residents
Conducted Online by:	Hertz Research, Petaluma, CA

### How ABC7 Listens Polls are Conducted and Potential Sources of Error

ABC7 Listens Polls are conducted by Hertz Research of Petaluma, California. The polls are conducted online among Bay Area residents who registered in advance to participate in the ABC7 Listens Polling program. In order to create samples as representative of the entire Bay Area population as possible, the results for each poll are statistically weighted using a variety of demographic factors provided by respondents during the registration process. These statistical weighting procedures also take into account differences between groups of people who tend to use or not use the Internet.

Regardless of methodology, all polls are potentially affected by a number of factors that may influence their accuracy. A common source for survey inaccuracy is sampling error. The number of respondents largely determines sampling error. Statistical theory indicates that in the case of a poll with this sample size (807 Total Interviews), 95 percent of the time the results of a survey of this size would be the same as interviewing the entire population of the Bay Area, give or take approximately four percent. This is not a probability sample.

However, other sources of error also can impact the accuracy of poll results conducted online and with other techniques. These include but are not limited to the percentage of the population choosing to participate, the likelihood a possible respondent is at home or connected to the Internet, the wording, and ordering of questions, and the techniques used to determine possible survey participants and likely voters. The cumulative impact of all of these potential sources of error is impossible to assess precisely.