

Summary Results
ABC7 Listens Poll #71 - August, 2008

1. Overall, how much impact is the price of gas having on you and your family?

- 36% 1. Great Deal of Impact
- 50% 2. Some Impact
- 14% 3. Little/No impact

2. Which of the following steps, if any, are you taking steps to reduce the amount of gas you buy? [Check all that apply]

% Doing This

- 15% Taking mass transit more often
- 21% Carpooling more
- 29% Walking/bicycling more
- 27% Working more at home

3. As a result of the recent rise in gas prices, have you cut back on how much you drive or not?

- 48% 1. Cut back slightly
- 40% 2. Cut back significantly
- 8% 3. Not cut back
- 4% 4. Don't drive at all

4. What kind of vehicle do you drive most of the time?

- 18% 1. Small Passenger Car
- 32% 2. Mid-size Passenger Car
- 5% 3. Large Passenger Car
- 4% 4. Hybrid Car/Truck
- 12% 5. Van/Minivan
- 14% 6. Light Truck/Small SUV/Crossover
- 11% 7. Mid-size Truck/SUV
- 4% 8. Large Truck/SUV
- .2% 9. Don't have vehicle

5. Have you changed or are you considering changing the type of vehicle you drive in order to get one that gets better gas mileage?

- 9% 1. Already changed to a vehicle that gets better mileage
- 24% 2. Thinking about changing to a vehicle that gets better mileage
- 64% 3. No/Will stay with current vehicle
- 3% 4. Not sure/No opinion

6. Are you considering purchasing a hybrid vehicle that gets high gas mileage?
[Among those considering purchasing a vehicle that gets better gas mileage]

- 58% 1. Yes – Considering it
- 32% 2. No
- 10% 3. Not sure/No opinion

7. Are you cutting back on spending on other items in order to pay for higher gas costs?

56% 1. Yes

44% 2. No

8. What types of things are you cutting back on because of high gas prices?

[Check all that apply]

% Doing This

48% Going out to eat less often/Eating less expensive food

41% Spending less on entertainment

33% Cutting vacation spending

17% Not buying or postponing the purchase of a new car

49% Spending less on non-essentials

9. What do you think is most likely to happen to gas prices in the next few years?

44% 1. Go up significantly

35% 3. Stay around the same as now

8% 2. Go down significantly

13% 4. Not sure/No Opinion

10. Please tell us if you favor or oppose Congress passing the following types of legislation as a way to reduce the price of gasoline. First, how about temporarily suspending all federal gas taxes?

30% 1. Favor

55% 2. Oppose

15% 3. Not sure/No opinion

11. What about imposing a significant additional tax on oil company profits?

66% 1. Favor

26% 2. Oppose

8% 3. Not sure/No opinion

12. How about instituting a national speed limit of 55 mph?

38% 1. Favor

52% 2. Oppose

10% 3. Not sure/No opinion

13. What about drilling for oil in the Arctic National Wildlife Refuge in Alaska?

34% 1. Favor

58% 2. Oppose

8% 3. Not sure/No opinion

14. How about drilling for oil off of the California coast?

37% 1. Favor

56% 2. Oppose

7% 3. Not sure/No opinion

15. Would you favor or oppose increasing use of nuclear power in order to reduce our dependence on oil?

67% 1. Favor

22% 2. Oppose

11% 3. Not sure/No opinion

16. For each of the following, please tell us if you feel it deserves a great deal of blame, some blame, not much blame, or no blame at all for the country's current energy problems. First, what about U.S. oil companies?

55%	1. Great deal	2%	4. None
32%	2. Some	1%	5. Not sure
10%	3. Not much		

17. How about the Bush Administration?

65%	1. Great deal	4%	4. None
21%	2. Some	2%	5. Not sure
8%	3. Not much		

18. What about Congress?

52%	1. Great deal	1%	4. None
40%	2. Some	1%	5. Not sure
6%	3. Not much		

19. How about foreign countries that produce oil?

51%	1. Great deal	1%	4. None
37%	2. Some	1%	5. Not sure
10%	3. Not much		

20. What about energy speculators?

65%	1. Great deal	1%	4. None
21%	2. Some	6%	5. Not sure
7%	3. Not much		

21. How about U.S. automobile companies?

40%	1. Great deal	6%	4. None
36%	2. Some	1%	5. Not sure
17%	3. Not much		

22. How about environmental laws and regulations"

28%	1. Great deal	12%	4. None
32%	2. Some	3%	5. Not sure
25%	3. Not much		

23. And finally, what about American consumers?

43%	1. Great deal	5%	4. None
43%	2. Some	1%	5. Not sure
8%	3. Not much		

24. Do you have any comments you would to add about the cost of gas or how it might be affecting you or your family?

See comments

25. Now talking about the economy in general, how much impact, if any, has the economic downturn had on you and your family?

30%	1. Great Deal of Impact
54%	2. Some Impact
16%	3. Little/No Impact

26. Which of the following best describes your family's current financial situation?

31% 1. You are making enough money to pay for basic expenses and most of the extra items you want to buy

52% 2. You are making enough money to pay for basic expenses but you are not spending much on non-essential items

17% 3. It is difficult to make enough money just to pay for basic expenses

27. Please check each of the following that are a significant financial burden for you and your family, if any. [Check all that apply]

% Mentioning This

42%	The cost of health insurance
25%	The cost you pay for medical expenses (not including prescription drugs)
26%	The cost you pay for prescription drugs
49%	The cost of energy to heat or cool your home
66%	The cost of gasoline
36%	The cost of housing
60%	The cost of food

28. Which of the following best describes your current employment status?

37%	1. Employed full-time	33%	5. Retired
9%	2. Employed part-time	1%	6. Full-Time Student
13%	3. Self-employed	2%	7. Other
5%	4. Unemployed		

29. Have you been laid off from a job or suffered a significant loss of income during the past three years?

- 74% 1. No
- 6% 2. Yes – Laid off from a job
- 12% 3. Yes – Lost significant amount of income
- 8% 4. Yes – Both 2 + 3

30. How concerned are you that you will lose your job or suffer a significant loss of income in the next year?

- 10% 1. Very concerned
- 24% 2. Concerned
- 32% 3. Not very concerned
- 34% 4. Not at all concerned

31. Do you have any comments you would like to add about the economy or how current economic conditions may be impacting you and your family?

See comments

Survey Background Facts

- Dates of Interviews: August 4th – 7th, 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.