

Summary Results  
ABC7 Listens Poll #73  
Late September, 2008

1. How closely have you been following what has been happening recently on Wall St. and U.S. financial markets?

53% 1. Very closely  
42% 2. Somewhat closely  
5% 3. A Little/Not much

2. Do you think America's financial markets are essentially sound or not sound?

18% 1. Sound            71% 2. Not sound      11% 3. Not sure

3. Despite what has been going on in the financial markets recently, do you think the fundamentals of the US economy are sound or not sound?

29% 1. Sound            60% 2. Not sound      11% 3. Not sure

4. How concerned are you about your own financial security at this time?

32% 1. Very concerned  
26% 2. Concerned  
30% 3. Somewhat concerned  
12% 4. Not concerned

5. Are you more concerned with the cost of living and the general state of the economy or are you more concerned about your investments or retirement income?

36% 1. Cost of living/Economy in general  
25% 2. Investments or retirement income  
39% 3. Worried about both equally

6. Are you concerned about the safety of money you have in banks?

38% 1. Concerned            62% 2. Not concerned

7. Are you concerned about the safety of money you have invested in stocks or mutual funds? [Among those with such holdings]

78% 1. Concerned            22% 2. Not concerned

8. Since the turmoil in the financial markets began, have you moved money around from riskier to safer investments? [Among those with such holdings]

20% 1. Yes  
79% 2. No  
1% 3. Not sure

9. Have you recently suffered significant losses in your investment or retirement accounts? [Among those with such holdings]

53% 1. Yes  
34% 2. No  
13% 3. Not sure

10. Has the loss of value you suffered in your investment or retirement accounts caused you to significantly alter your plans for retirement, your retirement itself or make other changes? [Among those with such holdings that lost significant value]

31% 1. Yes  
57% 2. No  
12% 3. Not sure

11. In what ways?

See comments

12. As you may know, the federal government has taken actions and is now proposing other measures to save some large financial institutions and generally restore investor confidence. Please tell us whether you approve or disapprove of some of these steps. First, preventing Wall Street firms such as Bear Stearns from failing by using federal money to purchase their bad assets or help them in other ways?

30% 1. Approve      49% 2. Disapprove      21% 3. Not sure/No opinion

13. What about authorizing the federal government to buy distressed loans from financial institutions?

29% 1. Approve      52% 2. Disapprove      19% 3. Not sure/No opinion

14. How about limiting short selling of certain financial stocks?

65% 1. Approve      17% 2. Disapprove      18% 3. Not sure/No opinion

15. What about offering federal insurance for money invested in certain mutual funds?

57% 1. Approve      22% 2. Disapprove      21% 3. Not sure/No opinion

16. Do you think the measures being taken or proposed by the government will or will not restore stability in the financial markets?

33% 1. Will                      31% 2. Will not                      36% 3. Not sure/No opinion

17. Overall, do you think it is appropriate for the federal government to get involved in the financial markets in these ways or not?

38% 1. Appropriate    45% 2. Not appropriate                      17% 3. Not sure/No opinion

18. Which of the following do you think is more responsible for causing the present financial situation?

8% 1. Just the ups and downs of normal business cycles  
88% 2. Lack of adequate regulations and oversight  
4% 3. Not sure/No opinion

19. How much, if at all, do you think you will ultimately be impacted by the cost of taking these actions?

20% 1. A great deal                      6% 4. Little or not at all  
34% 2. A good deal                      4% 5. Not sure/No opinion  
35% 3. Some

20. Are there any comments you would like to add about any of these topics?

See comments

### Survey Background Facts

Dates of Interviews:                      September 19–21, 2008  
Number of Interviews:                      734 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 (734 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