

Results of SurveyUSA News Poll #14092

Geography: Fresno-Visalia DMA
Data Collected: 06/30/2008 - 07/01/2008
Release Date: 07/02/2008
Percentages

1 Will you be traveling for the July 4th Holiday?

550 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Yes	18%	23%	13%	26%	14%	12%	18%	**	15%	25%	13%	27%	11%	18%	20%	18%
No	80%	75%	85%	72%	85%	84%	80%	**	83%	73%	85%	72%	85%	80%	78%	77%
Not Sure	2%	2%	2%	2%	1%	3%	2%	**	3%	1%	2%	2%	4%	2%	1%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	37%	38%	25%	47%	4%	40%	8%	39%	39%	18%	33%	42%	16%

2 Compared to previous years, this July 4th will you travel further away? Will you stay closer? Or travel about the same distance?

100 Who Are Traveling	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-10 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Further Away	41%	41%	42%	40%	49%	33%	33%	37%	55%	41%	43%	44%	33%	35%	38%	61%
Closer	29%	39%	11%	38%	18%	23%	26%	52%	29%	30%	13%	37%	31%	28%	33%	24%
Same Distance	27%	17%	46%	22%	34%	33%	40%	11%	12%	29%	45%	18%	35%	33%	29%	15%
Not Sure	2%	2%	1%	0%	0%	10%	1%	0%	4%	0%	0%	1%	0%	4%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Traveling	100%	64%	36%	53%	30%	17%	48%	8%	32%	11%	28%	58%	11%	33%	47%	16%

3 Has the price of gasoline caused you to cancel or change any plans for the July 4th holiday?

550 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Yes	57%	60%	54%	60%	59%	50%	43%	**	75%	54%	52%	60%	61%	55%	62%	49%
No	40%	37%	43%	36%	38%	48%	54%	**	22%	39%	46%	36%	37%	42%	36%	49%
Not Sure	3%	3%	3%	4%	3%	2%	3%	**	3%	7%	2%	4%	2%	3%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	37%	38%	25%	47%	4%	40%	8%	39%	39%	18%	33%	42%	16%

4 Have you personally bought more fireworks this year than you usually do? Fewer fireworks? Or about the same amount as you usually do?

550 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
More	3%	4%	2%	3%	4%	2%	3%	**	3%	1%	2%	3%	4%	2%	3%	2%
Fewer	62%	61%	62%	60%	62%	63%	62%	**	63%	56%	60%	62%	68%	61%	64%	62%
About The Same	30%	31%	28%	34%	28%	24%	29%	**	29%	29%	33%	28%	25%	31%	29%	31%
Not Sure	6%	4%	8%	2%	6%	11%	6%	**	5%	14%	5%	7%	4%	6%	4%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	37%	38%	25%	47%	4%	40%	8%	39%	39%	18%	33%	42%	16%

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5 Which one reason best describes why you have bought fewer fireworks? The price of gasoline? The economy in general? Air pollution? The threat of wildfires? Or some other reason?

338 Who Are Buying Fewer Firework	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-5.4 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Moder	Liberal
Price Of Gasoline	22%	29%	14%	30%	24%	7%	13%	**	34%	24%	22%	19%	25%	24%	24%	15%
Economy In General	30%	28%	32%	34%	32%	20%	27%	**	35%	16%	26%	32%	29%	28%	33%	36%
Air Pollution	18%	16%	20%	12%	19%	25%	16%	**	18%	31%	17%	20%	20%	12%	17%	18%
Threat Of Wildfires	17%	13%	21%	6%	18%	31%	25%	**	7%	18%	21%	20%	6%	23%	14%	13%
Other	13%	13%	13%	17%	7%	15%	19%	**	6%	10%	15%	8%	19%	13%	11%	17%
Not Sure	0%	1%	0%	0%	0%	2%	1%	**	0%	0%	0%	0%	1%	0%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Buying Few	100%	49%	51%	36%	38%	26%	48%	3%	41%	7%	37%	39%	19%	33%	43%	16%

** Too few respondents of this type were interviewed for this data to be meaningful.

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.