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LAWS THAT PROTECT OUR PERSONAL INFO ARE NOT STRICT ENOUGH

* EXCLUSIVE SURVEYUSA RESEARCH RESULTS *
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HERE ARE SOME OF THE KEY FINDINGS FROM THIS SURVEY

- 75% OF SAN DIEGO RESIDENTS FEEL THAT THE LAWS THAT CURRENTLY PROTECT PEOPLE'S PERSONAL AND FINANCIAL INFORMATION FROM BEING ACCESSED WITHOUT THEIR APPROVAL ARE NOT STRICT ENOUGH, ACCORDING TO THIS EXCLUSIVE KGTV NEWS POLL CONDUCTED BY SURVEYUSA.
- 14% SAY THE LAWS ARE ABOUT RIGHT.
- 83% FEEL CALIFORNIA *SHOULD* IMPLEMENT THE "THREE-STRIKE" LAW TO DEAL WITH CORPORATE CRIMINALS.

RESEARCH CONDUCTED E.T. 030612 14:12-16:26 ET

APPROVED


RESPONDENTS DRAWN FROM SAN DIEGO DMA

RANDOM SAMPLE SELECTED BY SURVEY SAMPLING, INC.

MAZ

FOR COMMENT, ADDITIONAL ANALYSIS OR ACTUALITY, CALL 1-800-786-8000

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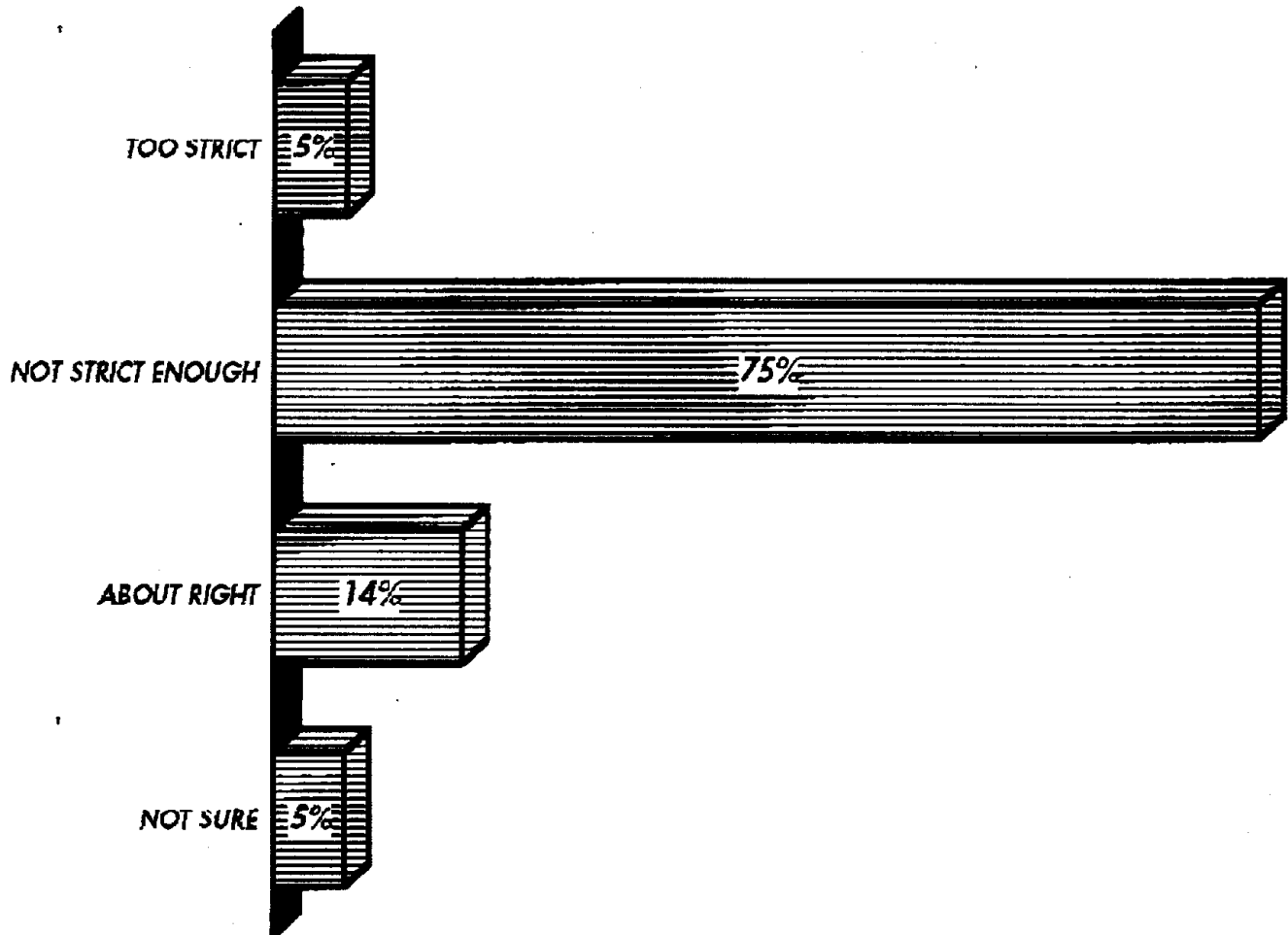
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Q1: LAWS TO PROTECT PERSONAL INFO / ALL ADULT RESPONDENTS

DO YOU FEEL THAT THE LAWS THAT CURRENTLY PROTECT PEOPLE'S PERSONAL AND FINANCIAL INFORMATION FROM BEING ACCESSED WITHOUT THEIR APPROVAL ARE TOO STRICT? NOT STRICT ENOUGH? OR ARE THEY JUST ABOUT RIGHT?



THIS IS A SURVEY OF

500

ADULT RESPONDENTS FROM SAN DIEGO DMA

OVERALL RESULTS CONSIDERED SIGNIFICANT

$\pm 4.4\%$

A LARGER \pm APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%. BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

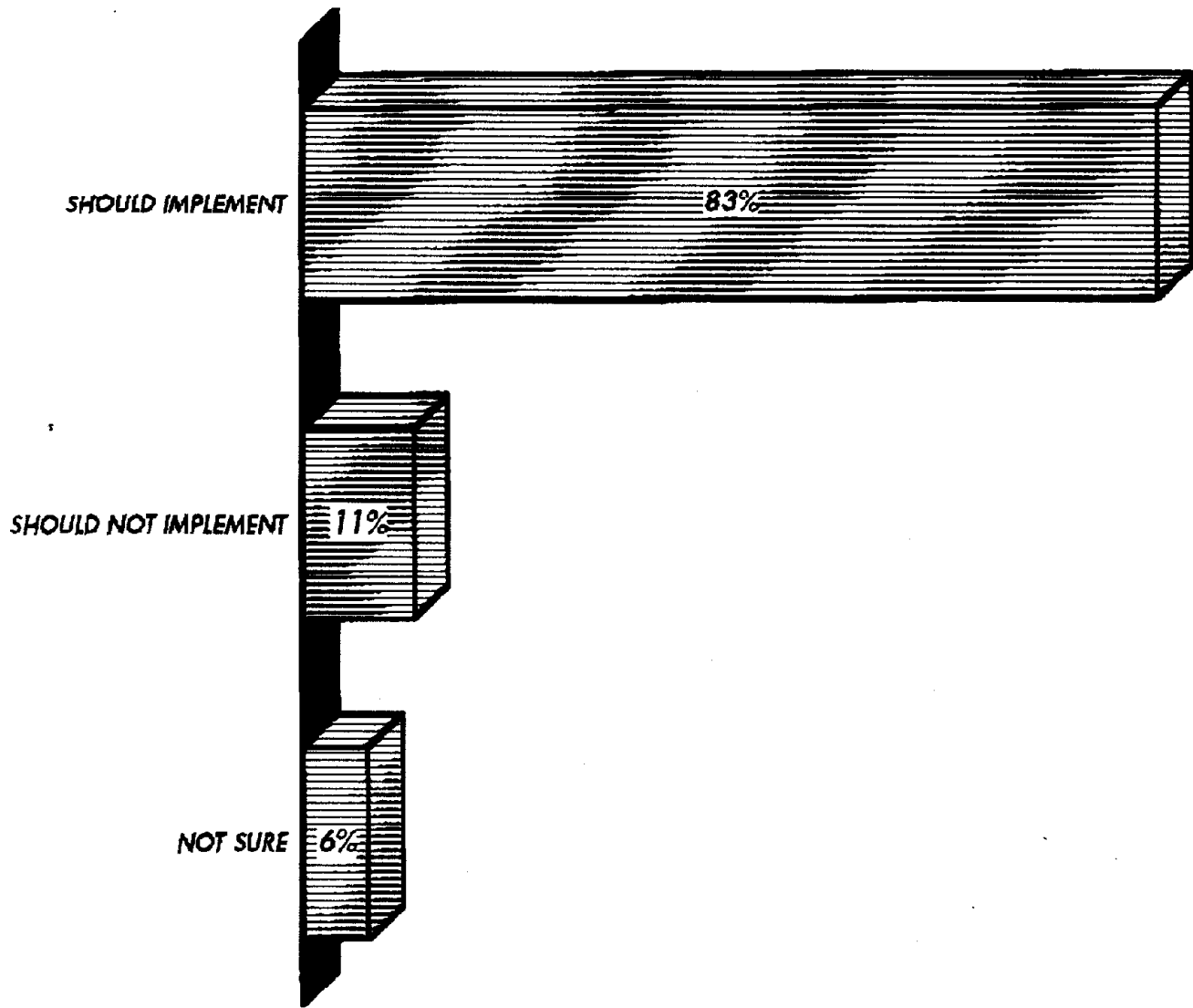
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Q: **THREE-STRIKE LAW / ALL ADULT RESPONDENTS**

IT HAS BEEN SUGGESTED THAT CALIFORNIA IMPLEMENT A SO-CALLED "THREE-STRIKE" LAW TO DEAL WITH CORPORATE CRIMINALS. UNDER THE LAW, COMPANY EXECUTIVES WHO ARE CONVICTED OF THREE CORPORATE CRIMES, SUCH AS INSIDER TRADING OR IRREGULAR ACCOUNTING PRACTICES, WOULD NO LONGER BE ALLOWED TO DO BUSINESS IN CALIFORNIA. DO YOU THINK CALIFORNIA SHOULD IMPLEMENT THIS "THREE-STRIKE" LAW TO DEAL WITH CORPORATE CRIMINALS? OR NOT?



RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

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Q1: LAWS TO PROTECT PERSONAL INFO / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

5%	7%	4%	3%	5%	9%	5%	13%	7%	0%										
75%	75%	75%	73%	77%	66%	76%	67%	69%	86%										
14%	13%	15%	14%	12%	18%	14%	17%	16%	10%										
5%	5%	6%	5%	5%	7%	4%	2%	9%	4%										
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%										

TOO STRICT
 NOT STRICT ENOUGH
 ABOUT RIGHT
 NOT SURE

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

100	127	72	57	97	167	97	247	122	0										
100	100	100	105	103	88	102	89	91	114										
100	93	107	96	87	126	98	122	114	71										
100	91	109	87	96	126	83	40	164	80										

TOO STRICT
 NOT STRICT ENOUGH
 ABOUT RIGHT
 NOT SURE

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER

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Q2: THREE-STRIKE LAW / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL MALE FEMALE AGE 18 - 34 AGE 35 - 54 AGE 55+ WHITE BLACK HISPANIC OTHER

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

SHOULD IMPLEMENT
SHOULD NOT IMPLEMENT
NOT SURE

83%	81%	85%	81%	83%	85%	85%	81%	80%	81%										
11%	13%	8%	12%	11%	7%	10%	9%	9%	19%										
6%	6%	6%	6%	6%	7%	5%	10%	11%	0%										
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%										

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

SHOULD IMPLEMENT
SHOULD NOT IMPLEMENT
NOT SURE

100	97	103	98	100	103	102	98	96	98										
100	121	78	114	107	69	93	84	84	174										
100	100	100	100	89	118	81	155	180	0										

OVERALL MALE FEMALE AGE 18 - 34 AGE 35 - 54 AGE 55+ WHITE BLACK HISPANIC OTHER

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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE $\pm 10\%$
PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHITE	BLACK	HISPANIC	OTHER												
TOO STRICT	027	017	010	006	010	011	015	004	008	000												
NOT STRICT ENOUGH	375	190	185	143	150	083	218	020	085	052												
ABOUT RIGHT	071	034	037	025	024	022	040	005	020	006												
NOT SURE	026	012	014	008	010	008	012	001	011	003												
SHOULD IMPLEMENT	415	205	210	148	161	106	242	024	099	050												
SHOULD NOT IMPLEMENT	053	033	021	022	022	009	028	003	011	011												
NOT SURE	032	016	015	011	011	009	015	003	014	000												
TOTAL	500	254	246	182	194	124	285	029	124	061												

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The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ. These statements conform to the principles of disclosure of the National Council on Public Polls.

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