

PEW RESEARCH CENTER
STOCK MARKET DROP
OMNIBUS TOPLINE
Oct 31 – Nov 5, 1997
N=1000

Q.1 Thinking about (FRIDAY THROUGH SUNDAY USE: this past / MONDAY AND TUESDAY USE: last) Monday when the stock market dropped, how closely did you follow what was happening — very closely, fairly closely, not too closely, or not at all closely?

Follow Very

<u>Closely</u>	<u>Total</u>	
100	16	Very closely — GO TO Q.2
0	29	Fairly closely — GO TO Q.2
0	22	Not too closely — GO TO Q.2
0	33	Not at all closely — GO TO Q.10
<u>0</u>	<u>*</u>	Don't know/Refused — GO TO Q.10
100	100	
(N=158)	(N=1000)	

Q.2 How did you first learn about the market's downturn? Was it from talking with others; listening to the radio; watching television; reading a newspaper; or going on-line over the Internet? (**ENTER ONE RESPONSE ONLY**)

Follow Very

<u>Closely</u>	<u>Total</u>	
9	12	Talking with others — GO TO Q.4
14	19	Listening to the radio — GO TO Q.4
66	59	Watching television — GO TO Q.3
3	7	Reading a newspaper — GO TO Q.4
3	2	Going on-line — GO TO Q.4
5	1	Other (VOL — Specify) — GO TO Q.4
<u>0</u>	<u>*</u>	Don't know/Refused — GO TO Q.4
100	100	

Q.3 Was this on an all-news cable channel such as CNN or CNBC; on network broadcast television such as ABC, NBC, or CBS; or on a local television news broadcast in your area?

Follow Very

<u>Closely</u>	<u>Total</u>	
31	21	All news cable channel
17	26	Network television news
15	10	Local television news
<u>3</u>	<u>2</u>	Don't know/Refused
66	59	

Q.4 And how did you continue to follow the story throughout the day? Was it through talking with others; listening to the radio; watching television; reading a newspaper; or going on-line over the Internet? (**ENTER ALL THAT APPLY; DO NOT PROBE FOR MULTIPLE RESPONSES.**)

Follow Very

<u>Closely</u>	<u>Total</u>	
16	15	Talking with others — GO TO Q.6
18	19	Listening to the radio — GO TO Q.6
70	59	Watching television — GO TO Q.5
20	20	Reading a newspaper — GO TO Q.6
11	5	Going on-line — GO TO Q.7
2	2	Other (VOL — Specify) — GO TO Q.6
1	5	Don't know/Refused — GO TO Q.6

Q.5 Was this on an all-news cable channel such as CNN or CNBC; on network broadcast television such as ABC, NBC, or CBS; or on a local television news broadcast in your area?

Follow Very

<u>Closely</u>	<u>Total</u>	
35	21	All news cable channel
26	26	Network television news
8	10	Local television news
<u>1</u>	<u>2</u>	Don't know/Refused
70	59	

IF ANSWERED "5" ON-LINE IN Q.2 OR Q.4, DO NOT ASK Q.6.

Q.6 At any point on that Monday, did you go on-line over the Internet to get information about the stock market?

Follow Very

<u>Closely</u>	<u>Total</u>	
2	2	Yes
11	6	Yes in previous Q. (Did not ask)
87	92	No
<u>0</u>	<u>0</u>	Don't know/Refused
100	100	

Q.7 On that Monday, how worried were you about the market — Very worried, somewhat worried, not very worried, or not at all worried?

Follow Very

<u>Closely</u>	<u>Total</u>	
10	4	Very worried
43	25	Somewhat worried
25	38	Not very worried
22	33	Not at all worried
<u>0</u>	<u>*</u>	Don't know/Refused
100	100	

Q.8 Do you happen to recall how many points the stock market fell on Monday? Would you say it fell about 1,000 points, about 750 points, about 500 points, or about 200 points?

Follow Very

<u>Closely</u>	<u>Total</u>	
1	3	1000 points
13	12	750 points
67	56	500 points
6	9	200 points
<u>13</u>	<u>20</u>	Don't know/Refused
100	100	

Q.9 At any point the next day — Tuesday — did you read anything in a newspaper about the stock market downturn?

Follow Very

<u>Closely</u>	<u>Total</u>	
56	45	Yes
43	55	No
<u>1</u>	<u>*</u>	Don't know/Refused
100	100	

ASK ALL:

Q.10 Do you currently own shares in a mutual fund that includes stock?

Follow Very

<u>Closely</u>	<u>Total</u>	
61	36	Yes
39	62	No
<u>*</u>	<u>2</u>	Don't know/Refused
100	100	

Q.11 Do you currently own stock in any individual companies besides a company that you or someone else in your household works for?

Follow Very

<u>Closely</u>	<u>Total</u>	
46	22	Yes
53	77	No
*	1	Don't know/Refused
100	100	

BASED ONLY THOSE WHO OWN STOCK OR MUTUAL FUNDS [N=456]

Q.12 About what percent of your total investments would you say are in the form of stocks or mutual funds? Would you say less than one-third, one-third to two-thirds, or more than two-thirds?

Follow Very

<u>Closely</u>	<u>Total</u>	
32	39	Less than one-third
31	33	One-third to two-thirds
22	18	More than two-thirds
<u>15</u>	<u>10</u>	Don't know/Refused
100	100	

Q.13 AND Q.14 PLACED AT DIFFERENT POINT IN QUESTIONNAIRE.

Q.13 Do you use a computer at your workplace, at school, or at home on at least an occasional basis?

Follow Very

<u>Closely</u>	<u>Total</u>	
56	58	Yes — GO TO Q.14
44	42	No — SKIP TO NEXT SECTION
<u>0</u>	<u>0</u>	Don't know/Refused — SKIP TO NEXT SECTION
100	100	

Q.14 Do you ever use a computer at work, school, or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

BASED ON TOTAL RESPONDENTS:

Follow Very

<u>Closely</u>	<u>Total</u>	
27	27	Yes
29	31	No
0	0	Don't know/Refused
<u>44</u>	<u>42</u>	Not a computer user
100	100	