



7475 Wisconsin Avenue, Suite 200
Bethesda, MD 20814
301/656-0310
Fax: 301/968-0144
shugollresearch.com

FOR IMMEDIATE RELEASE

March 3, 2009

Contact: Liza von Claparede
(240) 380-1506

LVonClaparede@ShugollResearch.Com

**SHUGOLL RESEARCH POLL FINDS OVER 80% OF WASHINGTON, DC METRO
RESIDENTS ARE WORRIED ABOUT THEIR FINANCIAL FUTURES AND MANY ARE
TAKING STEPS TO COPE**

Bethesda, MD. Shugoll Research, a Bethesda, MD based national full service marketing research firm conducted an online survey February 24-25th using their consumer panel to learn how, if at all, the economic downturn is affecting consumers' daily lives.

A total of 1,200 people completed the survey. Nearly nine of ten Washingtonians (89%) think about the economy at least once a day and over 80 percent are worried about their financial futures. Despite concerns about their financial future, seven out of 10 Washingtonians say that they are very confident or somewhat confident in their banks.

As a result, many Washingtonians indicated that they are taking steps to cope with their financial situation including: watching their expenses more carefully (66%); delaying or postponing major purchases (55%) shopping for bargains (52%) and eating out less often (47%).

"Given area residents' concerns about their financial future, it was quite surprising that so many consumers expressed confidence in their banks. This might suggest that area banks are doing a good job of reassuring their customers," said Merrill Shugoll, president of Shugoll Research.

For more details please contact Shugoll Research.