

Results of SurveyUSA Election Poll #14440



Sponsors:

All SurveyUSA clients in California

Geography: California

Data Collected: 09/23/2008 - 09/24/2008

Release Date: 09/25/2008

11 Days Until Early Voting Begins in California, Obama Poised to Capture 55 Electoral Votes: In an election for President of the United States in California today, 09/25/08, Democrat Barack Obama defeats Republican John McCain 53% to 43%, according to this SurveyUSA poll conducted exclusively for KABC-TV Los Angeles, KPIX-TV San Francisco, KGTV-TV San Diego, and KFSN-TV Fresno. Obama leads among voters younger than John McCain. McCain leads among voters older than McCain. Whites split. Minorities back Obama. The Inland Empire and Central Valley back McCain. Greater Los Angeles and the Bay Area back Obama. Obama leads among those who consider themselves an intellectual, those who speak another language and those who do not own a gun.

Filtering: SurveyUSA interviewed 950 California adults 09/23/08 and 09/24/08. The research was conducted at a time of unprecedented economic and political turbulence. Approximately half of respondents were interviewed after McCain announced that he was temporarily suspending his campaign. Of the adults, 820 were registered to vote. Of the registered voters, 661 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. California has 55 Electoral College votes. John Kerry carried the state by 10 points in 2004; Al Gore carried the state by 12 points in 2000. SurveyUSA has polled the McCain Obama contest a number of times, but all previous polls were of registered voters. This is SurveyUSA's first poll of likely voters. As such, interactive tracking graphs are not included to non-comparable previous SurveyUSA polls.

1 If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Democrat Barack Obama? Or one of the other candidates?

661 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Asian/O	
Margin of Sampling Error: +/-3.9%																	
McCain (R)	43%	45%	42%	36%	47%	44%	47%	42%	45%	42%	50%	43%	49%	22%	33%	41%	
Obama (D)	53%	51%	54%	61%	52%	49%	47%	56%	48%	56%	43%	51%	46%	78%	66%	51%	
Other	3%	3%	2%	2%	0%	6%	3%	1%	5%	1%	2%	5%	3%	0%	1%	5%	
Undecided	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	4%	2%	2%	0%	0%	3%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	46%	54%	24%	30%	27%	19%	55%	45%	49%	10%	42%	63%	6%	21%	10%	

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661 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Intellectual?		Traveled Abroad	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	Yes	No
Margin of Sampling Error: +/-3.9%																		
McCain (R)	43%	82%	11%	40%	87%	35%	6%	42%	45%	57%	35%	35%	73%	27%	41%	48%	44%	39%
Obama (D)	53%	16%	87%	48%	10%	60%	91%	54%	51%	39%	61%	60%	23%	69%	55%	48%	52%	58%
Other	3%	1%	1%	10%	2%	3%	3%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	3%
Undecided	1%	1%	1%	2%	1%	2%	0%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	44%	16%	28%	36%	21%	56%	44%	35%	29%	36%	33%	64%	72%	20%	86%	14%

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661 Likely Voters	All	Speak Another L		USA Super Pow		Own a Gun?		Income		Region			
		Yes	No	Yes	No	Yes	No	< \$50K	> \$50K	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-3.9%													
McCain (R)	43%	36%	49%	46%	29%	60%	33%	42%	43%	52%	41%	51%	33%
Obama (D)	53%	59%	48%	51%	65%	35%	63%	53%	54%	43%	55%	44%	64%
Other	3%	3%	2%	2%	5%	4%	2%	3%	2%	2%	2%	3%	3%
Undecided	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	54%	82%	13%	33%	64%	26%	74%	20%	38%	19%	23%

: KABC-TV Los Angeles, KFSN-TV Fresno, KGTV-TV San Diego, KPIX-TV San Francisco

Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. 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 sampling 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 Clifton, NJ.