

Results of SurveyUSA Election Poll #14503

Geography: California  
Data Collected: 10/04/2008 - 10/05/2008  
Release Date: 10/06/2008  
Percentaaes

**As Voting Begins in California, Obama in 2008 is Out-Performing Kerry in 2004 and Gore in 2000:** In an election for President of the United States held in California today, 10/06/08. Democrat Barack Obama defeats Republican John McCain 55% to 39%, according to this SurveyUSA tracking poll conducted exclusively for KABC-TV Los Angeles, KPIX-TV San Francisco, KGTV-TV San Diego, and KFSN-TV Fresno. Compared to an identical SurveyUSA poll released 11 days ago, Obama is up 2 points; McCain is down 4. 17% of Republicans cross over to vote for Obama; 12% of Democrats cross over to vote for McCain; independents favor Obama by 16 points. Among men, Obama leads by 11 points. Among women, Obama leads by 19. Obama leads by 39 points among Hispanics, by 63 points among blacks. Among whites, Obama and McCain are tied.

**Filtering:** SurveyUSA interviewed 1,000 California adults 10/4/08 and 10/5/08. Of the adults, 879 were registered to vote. Of the registered voters, 670 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 by 12 points in 2000. Early voting begins in California today, 10/6/08.

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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?

670 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				Party Affiliation			Ideology			College Grad		Attend Religious Service			Abortion		Intellectual?	
Credibility Interval: +/-3.8 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Yes	No	Regular	Occasi	Almost	Pro-life	Pro-cho	Yes	No
McCain (R)	39%	42%	37%	37%	36%	39%	49%	36%	43%	37%	46%	41%	48%	17%	25%	31%	79%	12%	36%	81%	33%	7%	39%	40%	49%	35%	35%	66%	26%	40%	38%
Obama (D)	55%	53%	56%	59%	58%	55%	45%	58%	51%	57%	46%	54%	48%	80%	64%	63%	17%	83%	52%	16%	60%	91%	56%	54%	46%	62%	58%	27%	69%	55%	57%
Other	4%	4%	4%	2%	3%	5%	6%	3%	6%	3%	8%	4%	3%	0%	9%	5%	2%	3%	10%	2%	5%	2%	4%	4%	4%	1%	6%	6%	3%	4%	5%
Undecided	2%	1%	3%	2%	3%	1%	0%	3%	1%	3%	0%	1%	2%	3%	2%	1%	1%	2%	2%	1%	2%	0%	1%	2%	1%	2%	1%	2%	2%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	23%	34%	24%	19%	57%	43%	52%	10%	38%	62%	7%	19%	12%	34%	47%	17%	27%	40%	21%	56%	44%	37%	29%	34%	34%	63%	69%	23%

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670 Likely Voters	All	Traveled Abroad		Speak Another L		USA Super Pow		Own a Gun?		Income		Region			
Credibility Interval: +/-3.8 pct points		Yes	No	Yes	No	Yes	No	Yes	No	< \$50K	> \$50K	Central	Greater	Inland	Bay Are
McCain (R)	39%	40%	36%	36%	43%	43%	23%	57%	29%	32%	42%	50%	38%	41%	31%
Obama (D)	55%	54%	60%	57%	53%	51%	72%	37%	67%	62%	54%	45%	55%	51%	67%
Other	4%	4%	2%	6%	2%	4%	3%	6%	3%	4%	4%	2%	5%	6%	2%
Undecided	2%	1%	3%	1%	2%	1%	2%	0%	2%	3%	1%	3%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	86%	13%	49%	51%	84%	11%	35%	62%	23%	77%	21%	39%	18%	22%

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

**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.