

# 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  
 Percentages

**California Proposition 8 Could Go Either Way:** In a vote today, 09/25/08, on California's Proposition 8 Ballot Initiative, which would change California's constitution to eliminate the right of same-sex couples to marry, approximately half the state supports the measure, half the state opposes the measure, according to this latest SurveyUSA poll conducted for KABC-TV Los Angeles, KPIX-TV San Francisco, KGTV-TV San Diego, and KFSN-TV Fresno. The exact findings are: 'Yes' (to change the law) 44%, 'No' (to leave the law alone) 49%. But: polling on ballot measures in general is an inexact science, and polling on homosexuality in general is a tricky business. So, not too much should be made of the 5 points that separates 'Yes' and 'No' today. Support for 8 may be higher or lower than any opinion pollster is able to measure. What is clear: Those in the Inland Empire and the Central Valley want the law changed. Those in the Bay Area want the law left alone. Those in greater LA split. The youngest voters, who are the hardest to poll and who are the most unpredictable voters, oppose the measure. Seniors support the measure. Minority groups view the measure differently. It is difficult to draw precise conclusions, but there is evidence that blacks, Latinos and Asians each filter the measure through a different prism. Support is strong among conservatives, Republicans, and those who attend religious services regularly. Opposition is strong among liberals, Democrats, and those who never attend religious services.

**Filtering:** SurveyUSA interviewed 950 California adults 09/23/08 and 09/24/08. 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. There is a challenge in any ballot measure polling as to how much of the ballot language to read to respondents. What is read to respondents influences how the respond. Here is exactly what SurveyUSA read to respondents on this question: "Proposition 8 would eliminate the right of Same-Sex Couples to marry. It changes the California Constitution so that only marriage between a man and a woman is valid in California. On Proposition 8, are you ... Certain to vote yes? Certain to vote no? Or not certain?"

**1** Proposition 8 would eliminate the right of Same-Sex Couples to marry. It changes the California Constitution so that only marriage between a man and a woman is valid in California. On Proposition 8, are you ... Certain to vote yes? Certain to vote no? Or not certain?  
 {"Not Certain" voters were asked: At this hour, do you lean toward yes? lean toward no, or do you not lean?}

661 Likely Voters Incl. Leaners	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.9%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Yes	44%	44%	43%	39%	48%	40%	50%	44%	44%	43%	53%	42%	49%	60%	29%	42%
No	49%	50%	48%	54%	48%	50%	40%	51%	46%	50%	40%	52%	41%	32%	63%	51%
Not Certain	8%	6%	9%	7%	5%	10%	10%	6%	10%	8%	7%	6%	10%	8%	8%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters Incl. Le	100%	46%	54%	24%	30%	27%	19%	55%	45%	63%	6%	21%	10%	39%	44%	16%

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661 Likely Voters Incl. Leaners	All	Ideology			College Grad		Attend Religious Services			Abortion		Intellectual?		Traveled Abroad		Speak Another L	
		Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	Yes	No	Yes	No
Margin of Sampling Error: +/-3.9%																	
Yes	44%	68%	39%	17%	41%	48%	60%	41%	30%	74%	28%	43%	49%	43%	50%	41%	46%
No	49%	25%	51%	79%	53%	43%	32%	52%	63%	22%	63%	51%	42%	49%	46%	52%	45%
Not Certain	8%	6%	11%	4%	7%	9%	8%	7%	7%	4%	9%	7%	9%	8%	4%	7%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters Incl. Le	100%	28%	36%	21%	56%	44%	35%	29%	36%	33%	64%	72%	20%	86%	14%	45%	54%

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661 Likely Voters Incl. Leaners	All	USA Super Pow		Own a Gun?		Income		Region			
		Yes	No	Yes	No	< \$50K	> \$50K	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-3.9%											
Yes	44%	45%	40%	54%	38%	53%	41%	53%	45%	54%	26%
No	49%	48%	52%	38%	55%	40%	52%	42%	49%	36%	65%
Not Certain	8%	7%	8%	8%	7%	7%	7%	5%	6%	10%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters Incl. Le	100%	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

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**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.