

Results of SurveyUSA News Poll #18034

Geography: San Francisco-Oakland-San Jose DMA

Data Collected: 03/16/2011

Release Date: 03/16/2011

Percentages

1 To address the country's energy needs, would you support or oppose ... an increase in drilling for gas and oil?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Moder	Liberal
Support	44%	47%	42%	31%	46%	54%	45%	38%	41%	46%	73%	35%	46%	78%	42%	25%
Oppose	48%	49%	47%	62%	45%	39%	47%	61%	51%	43%	24%	58%	41%	17%	50%	71%
Not Sure	8%	4%	12%	7%	9%	7%	7%	1%	8%	11%	3%	7%	13%	5%	8%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	28%	44%	28%	53%	7%	17%	22%	20%	47%	24%	20%	46%	21%

2 To address the country's energy needs, would you support or oppose ... building more nuclear power plants?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Moder	Liberal
Support	38%	52%	26%	31%	42%	41%	38%	25%	42%	40%	52%	28%	45%	59%	38%	35%
Oppose	55%	44%	65%	57%	55%	52%	55%	65%	52%	53%	42%	65%	47%	41%	55%	58%
Not Sure	7%	4%	10%	12%	4%	7%	7%	10%	6%	7%	6%	7%	8%	1%	7%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	28%	44%	28%	53%	7%	17%	22%	20%	47%	24%	20%	46%	21%

3 Are the problems being faced now in Japan a major factor? A minor factor? Or not a factor at all in the way you feel about building more nuclear power plants?

273 Who Oppose New Plants	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-6 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Moder	Liberal
Major Factor	58%	48%	64%	54%	60%	58%	47%	44%	78%	73%	60%	57%	48%	54%	58%	55%
Minor Factor	25%	31%	21%	26%	22%	30%	31%	8%	15%	24%	18%	28%	24%	27%	27%	29%
Not a Factor	17%	22%	14%	20%	18%	11%	20%	49%	7%	3%	20%	14%	28%	19%	14%	16%
Not Sure	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Oppose New PI	100%	40%	60%	29%	44%	27%	53%	9%	16%	22%	15%	56%	20%	15%	47%	22%

4 How concerned are you that radiation from the nuclear power plants in Japan could reach our area? Very concerned? Somewhat concerned? Not very concerned? Or not at all concerned?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Moder	Liberal
Very	20%	15%	25%	30%	19%	13%	15%	31%	21%	30%	17%	19%	15%	11%	21%	18%
Somewhat	25%	24%	26%	16%	25%	34%	23%	27%	30%	24%	23%	30%	21%	23%	27%	23%
Not Very	35%	37%	33%	34%	36%	35%	41%	18%	31%	29%	39%	31%	43%	41%	33%	38%
Not At All	19%	23%	16%	20%	19%	18%	20%	23%	18%	17%	21%	20%	20%	24%	18%	22%
Not Sure	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	28%	44%	28%	53%	7%	17%	22%	20%	47%	24%	20%	46%	21%

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5 Potassium iodide is a substance which protects the human body's thyroid gland from absorbing radioactive iodine that may be released during a nuclear accident. Have you ... already bought potassium iodide? Are you considering buying it? Or will you not buy potassium iodide?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Already Bought	2%	3%	2%	4%	2%	1%	2%	0%	6%	0%	6%	1%	3%	3%	1%	5%
Considering Buying	25%	22%	28%	21%	30%	21%	24%	44%	19%	27%	24%	27%	25%	30%	27%	21%
Will Not Buy	71%	73%	68%	76%	65%	75%	71%	56%	74%	73%	68%	70%	70%	66%	70%	72%
Not Sure	2%	2%	2%	0%	3%	3%	3%	0%	1%	0%	1%	3%	3%	0%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	28%	44%	28%	53%	7%	17%	22%	20%	47%	24%	20%	46%	21%

6 How prepared is your household in the event of a natural or man-made disaster? Very prepared? Somewhat prepared? Not very prepared? Or not at all prepared?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Very	13%	17%	8%	19%	9%	13%	15%	3%	9%	14%	14%	13%	16%	18%	11%	11%
Somewhat	45%	45%	44%	26%	52%	52%	48%	55%	38%	37%	50%	43%	43%	48%	55%	34%
Not Very	32%	28%	36%	32%	33%	30%	26%	32%	46%	34%	29%	33%	30%	27%	27%	45%
Not At All	10%	9%	11%	22%	5%	6%	11%	10%	7%	11%	7%	10%	11%	7%	5%	9%
Not Sure	1%	1%	0%	2%	0%	0%	0%	0%	0%	3%	0%	1%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	28%	44%	28%	53%	7%	17%	22%	20%	47%	24%	20%	46%	21%

7 Do you have a 3 day supply of water, food and other necessities in your home?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Yes	64%	69%	59%	52%	64%	75%	70%	67%	50%	58%	65%	62%	71%	74%	67%	55%
No	30%	24%	35%	43%	28%	18%	25%	30%	32%	38%	17%	35%	22%	11%	28%	42%
Not Sure	7%	7%	7%	5%	8%	7%	5%	3%	17%	4%	18%	3%	7%	15%	6%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	28%	44%	28%	53%	7%	17%	22%	20%	47%	24%	20%	46%	21%

8 Do you have a plan for communicating after a disaster with any family members who don't live in the immediate area?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Yes	41%	42%	40%	48%	36%	42%	44%	46%	32%	40%	41%	40%	39%	41%	47%	36%
No	56%	55%	56%	51%	62%	52%	53%	53%	64%	58%	57%	57%	57%	58%	52%	56%
Not Sure	3%	3%	4%	2%	2%	6%	3%	1%	5%	2%	2%	3%	4%	1%	2%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	28%	44%	28%	53%	7%	17%	22%	20%	47%	24%	20%	46%	21%

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Sponsor:
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.