

Results of SurveyUSA News Poll #14500

Geography: California
Data Collected: 10/02/2008
Release Date: 10/02/2008
Percentages

By 5:3, California, a Solid-Blue State, Says Biden is 'Clear Winner' of Vice Presidential Debate: Immediately following tonight's debate between Republican Sarah Palin and Democrat Joe Biden, SurveyUSA interviewed 1,100 state of California adults, of whom 839 watched tonight's debate. Of debate watchers: 51% say Biden was the clear winner. 32% say Palin was the clear winner. 17% say there was no clear winner. Debate audience in California was 27% Republican, 43% Democrat, 23% Independent. CA Republicans by 2:1 saw Palin as the winner. CA Democrats by 5:1 saw Biden as the winner. Independents, the most critical and coveted group, broke 4:3 for Biden. Of debate watchers: 44% say their opinion of Palin went up. 23% say their opinion of Palin went down. 52% say their opinion of Biden went up. 14% say their opinion of Biden went down. California debate watchers by 2:1 say Biden has a better command of the facts, by more than 2:1 say Biden is ready to assume the office of President, should that become necessary. Debate watchers split on who was more likable. 62% say that Biden makes the Democratic ticket stronger, 12% say he makes the ticket weaker, 25% say he makes no difference. 43% say that Palin makes the Republican ticket stronger, 42% say she makes the ticket weaker, 14% say she makes no difference. Overwhelmingly, debate watchers thought moderator Gwen Ifill was fair to both candidates. 75% of Republicans and 51% overall think Palin would be a better Vice President than Dick Cheney. 47% of Republicans and 73% overall think Biden would be a better Vice President than Dick Cheney. SurveyUSA CA debate polling conducted exclusively for KABC-TV Los Angeles, KPIX-TV San Francisco, KFSN-TV Fresno, and KGTV-TV San Diego.

1 Was Sarah Palin the clear winner? Was Joe Biden the clear winner? Or was there no clear winner?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Palin	32%	32%	32%	27%	33%	34%	35%	30%	34%	37%	19%	26%	28%	55%	14%	34%	62%	25%	14%	45%	29%	41%	19%
Biden	51%	49%	52%	58%	52%	46%	42%	55%	45%	44%	69%	57%	56%	28%	68%	46%	23%	56%	69%	36%	52%	46%	63%
No Clear Winner	17%	19%	16%	16%	15%	19%	23%	15%	21%	19%	11%	17%	15%	17%	17%	20%	14%	19%	17%	19%	20%	12%	17%
Not Sure	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

2 Did your opinion of Sarah Palin go up? down? Or stay the same?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Up	44%	48%	40%	43%	42%	43%	50%	43%	46%	48%	28%	39%	44%	65%	28%	42%	69%	38%	32%	56%	42%	51%	32%
Down	23%	21%	24%	30%	25%	18%	13%	27%	16%	18%	29%	34%	21%	12%	31%	21%	13%	26%	24%	15%	27%	21%	23%
Same	33%	31%	36%	27%	33%	39%	37%	30%	38%	34%	43%	27%	35%	23%	40%	37%	18%	36%	43%	29%	31%	28%	45%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

3 Did your opinion of Joe Biden go up? down? Or stay the same?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Up	52%	50%	54%	59%	52%	48%	46%	56%	47%	47%	70%	59%	54%	34%	67%	45%	33%	54%	68%	40%	53%	52%	61%
Down	14%	14%	14%	13%	15%	14%	16%	14%	15%	15%	15%	14%	13%	25%	6%	16%	28%	12%	7%	20%	13%	15%	12%
Same	34%	36%	31%	28%	33%	38%	38%	30%	38%	38%	15%	27%	33%	41%	27%	39%	39%	33%	25%	40%	35%	32%	27%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

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4Who had a better command of the facts?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Palin	29%	31%	26%	23%	31%	30%	33%	27%	31%	30%	21%	29%	28%	50%	17%	26%	53%	24%	12%	34%	32%	32%	18%
Biden	56%	54%	58%	59%	54%	58%	54%	56%	56%	53%	69%	55%	63%	32%	74%	53%	29%	62%	80%	42%	55%	52%	73%
Not Sure	15%	14%	16%	18%	15%	12%	13%	17%	13%	17%	9%	16%	9%	18%	8%	21%	18%	14%	8%	24%	14%	16%	9%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

5Who was more likeable?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Palin	44%	47%	41%	42%	44%	46%	45%	43%	45%	50%	24%	36%	44%	68%	24%	49%	71%	38%	28%	57%	43%	52%	30%
Biden	42%	39%	44%	46%	42%	40%	36%	44%	38%	36%	58%	49%	44%	24%	58%	38%	20%	45%	58%	31%	43%	35%	53%
Not Sure	14%	14%	15%	12%	14%	15%	19%	13%	16%	14%	18%	15%	12%	8%	18%	14%	9%	18%	15%	12%	14%	13%	17%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

6Who appears more ready to assume the office of President, if that should become necessary?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Palin	28%	30%	27%	24%	28%	31%	31%	26%	31%	31%	24%	25%	26%	52%	10%	30%	56%	22%	12%	39%	28%	34%	16%
Biden	64%	64%	64%	71%	64%	60%	59%	67%	60%	59%	74%	71%	70%	35%	85%	63%	32%	72%	86%	51%	67%	54%	79%
Not Sure	7%	6%	9%	5%	8%	9%	11%	6%	9%	10%	2%	5%	5%	13%	5%	7%	12%	6%	2%	10%	5%	12%	6%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

7Who had the best one-liner tonight?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Palin	41%	43%	39%	36%	41%	44%	45%	38%	44%	45%	22%	34%	44%	63%	24%	41%	66%	37%	24%	55%	38%	48%	29%
Biden	38%	35%	41%	47%	38%	33%	30%	42%	32%	32%	57%	49%	35%	20%	55%	31%	22%	39%	52%	27%	42%	34%	44%
Not Sure	21%	22%	21%	17%	22%	23%	25%	19%	24%	23%	21%	17%	21%	16%	21%	28%	13%	24%	24%	18%	20%	18%	28%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

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8 Does Joe Biden make the Democratic ticket stronger, weaker, or does he make no difference?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Stronger	62%	61%	63%	69%	59%	61%	55%	64%	59%	58%	76%	67%	64%	42%	76%	58%	36%	66%	79%	53%	60%	62%	72%
Weaker	12%	16%	9%	10%	14%	12%	13%	12%	12%	12%	12%	12%	12%	21%	7%	9%	22%	9%	10%	16%	12%	12%	10%
No Difference	25%	22%	28%	20%	26%	26%	32%	23%	29%	29%	12%	21%	23%	36%	16%	32%	41%	24%	10%	30%	27%	26%	19%
Not Sure	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	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%
Composition of Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

9 Does Sarah Palin make the Republican ticket stronger, weaker, or does she makes no difference?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Stronger	43%	46%	40%	41%	41%	45%	50%	41%	47%	48%	24%	38%	42%	67%	24%	47%	71%	38%	24%	55%	43%	51%	29%
Weaker	42%	41%	43%	45%	47%	40%	29%	46%	36%	41%	52%	43%	40%	22%	60%	37%	18%	47%	63%	31%	44%	32%	56%
No Difference	14%	13%	16%	14%	11%	14%	20%	12%	17%	11%	24%	17%	17%	11%	15%	16%	10%	14%	13%	13%	13%	17%	15%
Not Sure	1%	0%	1%	0%	1%	1%	2%	0%	1%	0%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	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%
Composition of Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

10 Was the moderator of the debate, Gwen Ifill, fair to both candidates? Unfair to Palin? Or Unfair to Biden?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-2.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Fair To Both	88%	88%	88%	80%	88%	92%	95%	84%	93%	90%	80%	85%	87%	92%	91%	82%	91%	88%	87%	85%	89%	86%	90%
Unfair To Palin	7%	8%	6%	12%	7%	5%	1%	9%	3%	6%	9%	7%	8%	5%	3%	15%	5%	7%	9%	12%	7%	4%	5%
Unfair To Biden	3%	2%	3%	5%	2%	2%	1%	4%	1%	2%	5%	5%	3%	1%	4%	2%	0%	3%	3%	2%	3%	3%	2%
Not Sure	3%	2%	3%	4%	3%	1%	3%	3%	2%	2%	6%	3%	2%	2%	2%	1%	4%	2%	1%	2%	1%	6%	3%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

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Would Sarah Palin be a better Vice President than Dick Cheney? Worse? Or would she be no different than Cheney?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Better	51%	57%	46%	46%	50%	56%	55%	48%	56%	56%	30%	48%	46%	75%	33%	51%	77%	46%	33%	61%	49%	57%	41%
Worse	19%	16%	21%	23%	22%	14%	13%	22%	13%	17%	22%	24%	14%	11%	28%	14%	9%	22%	26%	17%	21%	16%	19%
No Different	27%	25%	29%	30%	24%	26%	29%	27%	27%	24%	43%	25%	35%	12%	35%	31%	12%	28%	40%	19%	26%	26%	36%
Not Sure	3%	3%	4%	1%	5%	4%	3%	3%	4%	3%	5%	3%	5%	2%	4%	4%	2%	4%	2%	2%	4%	2%	4%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

12

Would Joe Biden be a better Vice President than Dick Cheney? Worse? Or would he be no different than Cheney?

839 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Better	73%	74%	71%	81%	68%	72%	68%	74%	70%	70%	78%	78%	72%	47%	90%	68%	43%	78%	92%	61%	74%	70%	82%
Worse	14%	16%	12%	12%	14%	14%	15%	13%	15%	15%	16%	13%	10%	27%	4%	14%	29%	11%	5%	21%	12%	15%	10%
No Different	12%	10%	15%	7%	15%	13%	14%	11%	13%	14%	5%	9%	15%	22%	5%	16%	26%	10%	2%	17%	13%	15%	6%
Not Sure	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%	3%	1%	2%	3%	1%	0%	2%	2%	0%	2%
Total	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 Debate Watchers	100%	49%	51%	28%	31%	25%	16%	59%	41%	55%	6%	23%	16%	27%	43%	23%	23%	48%	17%	19%	38%	19%	24%

: 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.