

Results of SurveyUSA News Poll #19774

Geography: California

Data Collected: 10/03/2012

Release Date: 10/03/2012

Percentages

Even in Solid-Blue California, With More Democrats Watching, Romney Is Clear Winner of 1st Presidential Debate: Immediately following tonight's presidential debate between Republican Mitt Romney and Democrat Barack Obama, SurveyUSA interviewed 1,000 California adults, of whom 869 watched the debate. California is a 'Blue' state and not surprisingly in California, significantly more Democrats watched the debate than Republicans. Given that, it is particularly striking to find: * 48% say Romney was the clear winner.

* 34% say Obama was the clear winner.

* 18% say there was no clear winner.

* Men by 24 points say Romney was the clear winner.

* Middle-income viewers by 27 points say Romney was the clear winner.

* Only those age 18 to 34 see the debate as a draw. Viewers age 35+ see Romney as the clear winner.

* Only African Americans see Obama as a narrow winner. Whites, Hispanics and Asians see Romney as the clear winner.

* Even greater San Francisco sees Romney as a narrow winner. Greater Los Angeles, the Central Valley and the Inland Empire all score it for Romney. * Republicans by 78% to 13% say Romney won.

* Democrats by 55% to 25% say Obama won.

* Independents, the most critical, coveted and arguably most dispassionate group of debate watchers, say by 34 points that Romney is the clear winner.

* Moderates, who typically vote 2:1 in favor of Obama, see Romney as the winner by 15 points. * Debate watchers split on who they trust more on the economy, a significant moral victory for Romney in California.

* Debate watchers say Obama was not forceful enough.

* Debate watchers (disproportionately Democrats) say Romney was too forceful.

* Narrowly, debate watchers say Romney had the best one liner. SurveyUSA's California research conducted exclusively for KABC-TV Los Angeles, KPIX-TV San Francisco, KFSN-TV Fresno, and KGTV-TV San Diego.

1 Did you watch tonight's debate?

1000 Adults Credibility Interval: +/-2.1 pct points	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	College	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Yes	87%	90%	84%	80%	87%	93%	93%	83%	93%	89%	84%	84%	88%	89%	88%	87%	87%	91%	89%	87%	83%	90%	77%	90%	91%	87%	87%	87%	86%
No	11%	9%	14%	17%	11%	7%	6%	15%	7%	11%	16%	13%	10%	11%	10%	13%	12%	8%	10%	11%	14%	9%	22%	10%	6%	12%	10%	13%	12%
Not Sure	2%	1%	2%	3%	2%	0%	1%	2%	1%	1%	0%	3%	2%	0%	3%	0%	1%	0%	1%	2%	3%	1%	1%	0%	3%	1%	3%	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%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	33%	27%	25%	15%	60%	40%	44%	6%	33%	17%	24%	42%	32%	26%	41%	24%	13%	37%	50%	27%	32%	42%	21%	40%	20%	20%

2 Was Mitt Romney the clear winner? Was Barack Obama the clear winner? Or, was there no clear winner?

869 Debate Watchers Credibility Interval: +/-3.4 pct points	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	College	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Mitt Romney	48%	52%	44%	41%	51%	51%	53%	46%	52%	48%	41%	51%	47%	78%	25%	57%	74%	48%	27%	42%	48%	50%	41%	56%	46%	58%	47%	49%	41%
Barack Obama	34%	28%	40%	42%	32%	31%	27%	37%	29%	32%	48%	32%	39%	13%	55%	23%	11%	33%	53%	42%	30%	35%	38%	29%	35%	27%	36%	33%	38%
No Clear Winner	18%	20%	15%	17%	17%	18%	19%	17%	18%	20%	11%	17%	14%	9%	20%	21%	15%	19%	20%	16%	23%	15%	20%	15%	19%	15%	17%	18%	21%
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%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

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3 Did the candidates spend too much time attacking each other? Too little time? Or the right amount of time?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	College	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Too Much	18%	17%	19%	24%	19%	11%	15%	22%	13%	16%	20%	21%	17%	11%	20%	20%	11%	17%	27%	25%	18%	16%	22%	18%	16%	17%	17%	23%	16%
Too Little	18%	22%	14%	22%	17%	17%	16%	19%	16%	18%	14%	17%	20%	16%	19%	18%	18%	18%	18%	18%	14%	20%	24%	14%	18%	17%	19%	16%	18%
Just The Right Amount	61%	58%	64%	51%	63%	67%	64%	57%	66%	63%	62%	59%	57%	71%	56%	59%	68%	62%	52%	55%	64%	60%	49%	65%	63%	65%	59%	59%	62%
Not Sure	3%	3%	4%	3%	2%	5%	5%	2%	5%	3%	4%	2%	6%	2%	5%	3%	2%	3%	4%	3%	3%	4%	5%	2%	3%	1%	5%	2%	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%	100%	100%	100%	100%	100%	100%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

4 Was Barack Obama too forceful? Not forceful enough? Or just right?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	College	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Too Forceful	17%	17%	18%	21%	20%	13%	12%	21%	13%	12%	14%	23%	20%	24%	12%	19%	21%	20%	10%	24%	17%	16%	16%	19%	16%	18%	16%	20%	17%
Not Forceful Enough	40%	45%	35%	28%	42%	45%	50%	35%	47%	41%	47%	39%	38%	36%	42%	40%	40%	39%	48%	27%	42%	42%	38%	41%	43%	39%	41%	35%	43%
Just Right	38%	33%	44%	48%	34%	36%	33%	41%	35%	41%	36%	37%	35%	31%	45%	35%	29%	38%	42%	45%	37%	38%	44%	35%	38%	38%	39%	40%	36%
Not Sure	4%	6%	3%	2%	4%	6%	6%	3%	6%	6%	2%	1%	7%	9%	1%	5%	10%	3%	1%	4%	3%	4%	2%	6%	4%	5%	4%	4%	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%	100%	100%	100%	100%	100%	100%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

5 Was Mitt Romney too forceful? Not forceful enough? Or just right?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	College	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Too Forceful	31%	31%	32%	40%	25%	29%	29%	33%	29%	32%	38%	28%	34%	13%	47%	25%	13%	32%	48%	27%	32%	32%	37%	29%	31%	29%	32%	30%	34%
Not Forceful Enough	18%	15%	20%	26%	15%	11%	18%	20%	14%	11%	14%	27%	19%	13%	19%	20%	19%	17%	13%	22%	19%	16%	21%	17%	15%	14%	20%	18%	16%
Just Right	49%	52%	45%	33%	59%	56%	51%	45%	54%	55%	46%	43%	44%	73%	31%	54%	66%	48%	37%	46%	48%	49%	38%	52%	53%	56%	46%	49%	47%
Not Sure	2%	2%	2%	2%	1%	4%	2%	2%	3%	2%	1%	3%	4%	1%	4%	1%	1%	2%	3%	5%	1%	2%	4%	2%	1%	1%	3%	3%	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%	100%	100%	100%	100%	100%	100%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

