

Results of SurveyUSA Election Poll #13884



Geography: California 3rd State Senate District RBS
 Data Collected: 05/13/2008 - 05/14/2008
 Release Date: 05/15/2008

Sponsor:
 KPIX-TV (San Francisco)

California State Senate District 3: Carole Migden Defeated 2:1 in Primary Challenge -- In a Democratic Primary today in California's 3rd State Senate District, 18 days until votes are counted, incumbent Senator Carole Migden is defeated in her bid to keep her party's nomination, according to this exclusive KPIX-TV pre-primary poll conducted by SurveyUSA. Today, Mark Leno, assemblyman from California's 13th assembly district, gets 42% of the vote; Joe Nation, assemblyman from CA's 6th district, gets 22%; Migden finishes effectively tied with Nation, at 21%. Leno leads in almost every demographic sub-population. The winner of the Democratic primary is favored to win the November general election in this heavily Democratic district.

Favorability Numbers: Carole Migden has a Net Favorability rating of Minus 17 (17% favorable, 34% unfavorable, 49% neutral or unfamiliar). Mark Leno has a Net Favorability rating of Plus 18 (34% favorable, 16% unfavorable, 51% neutral or unfamiliar). Joe Nation has a Net Favorability rating of Plus 8 (23% favorable, 15% unfavorable, 61% neutral or unfamiliar).

Filtering: SurveyUSA interviewed 1,000 registered voters from California's 3rd State Senate District using Registration Based Sample (RBS) from Aristotle of Washington, DC. Of the registered voters, 516 were determined by SurveyUSA to have already voted or to be likely to vote in the 06/03/08 state primary. Favorability questions were asked of all registered voters; the voting preference question was asked only of likely and actual voters. Both Democrats and voters who decline to state a party preference are eligible to vote in the primary.

1 Is your opinion of Carole Migden ... favorable? Unfavorable? Neutral? Or, are you unfamiliar with Carole Migden?

1000 Registered Voters	All	Gender		Age				<50 / 50+		Race				Already Voted?		Party		
Margin of Sampling Error: +/-3.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Actual	Likely V	Republi	Democr	DTS
Favorable	17%	15%	18%	13%	16%	18%	20%	15%	19%	18%	12%	18%	14%	25%	20%	4%	20%	14%
Unfavorable	34%	39%	29%	17%	32%	43%	44%	26%	43%	37%	25%	24%	27%	38%	33%	52%	31%	33%
Neutral	25%	24%	26%	19%	25%	28%	28%	23%	28%	23%	38%	25%	31%	23%	27%	19%	27%	24%
Unfamiliar	24%	21%	26%	52%	26%	11%	8%	37%	9%	22%	25%	33%	28%	14%	19%	25%	22%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	22%	30%	28%	20%	53%	47%	76%	8%	7%	9%	16%	84%	17%	68%	8%

1 Is your opinion of Carole Migden ... favorable? Unfavorable? Neutral? Or, are you unfamiliar with Carole Migden?

1000 Registered Voters	All	Ideology		
Margin of Sampling Error: +/-3.2%		Conser	Moder	Liberal
Favorable	17%	6%	13%	22%
Unfavorable	34%	49%	41%	28%
Neutral	25%	16%	26%	26%
Unfamiliar	24%	29%	20%	23%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	10%	35%	46%

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2 Is your opinion of Mark Leno ... favorable? Unfavorable? Neutral? Or, are you unfamiliar with Mark Leno?

1000 Registered Voters	All	Gender		Age				<50 / 50+		Race				Already Voted?		Party		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Actual	Likely V	Republi	Democr	DTS
Margin of Sampling Error: +/-3.2%																		
Favorable	34%	39%	29%	27%	33%	41%	33%	31%	38%	34%	35%	29%	33%	48%	44%	13%	41%	21%
Unfavorable	16%	20%	12%	10%	18%	16%	18%	15%	17%	16%	17%	19%	11%	10%	11%	34%	11%	18%
Neutral	27%	23%	30%	18%	23%	28%	40%	21%	33%	27%	29%	28%	25%	28%	25%	28%	26%	30%
Unfamiliar	24%	18%	29%	46%	25%	14%	10%	34%	12%	23%	20%	25%	31%	13%	20%	26%	22%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	22%	30%	28%	20%	53%	47%	76%	8%	7%	9%	16%	84%	17%	68%	8%

2 Is your opinion of Mark Leno ... favorable? Unfavorable? Neutral? Or, are you unfamiliar with Mark Leno?

1000 Registered Voters	All	Ideology		
		Conser	Modera	Liberal
Margin of Sampling Error: +/-3.2%				
Favorable	34%	16%	29%	45%
Unfavorable	16%	36%	22%	8%
Neutral	27%	25%	29%	25%
Unfamiliar	24%	23%	19%	23%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	10%	35%	46%

3 Is your opinion of Joe Nation...

1000 Registered Voters	All	Gender		Age				<50 / 50+		Race				Already Voted?		Party		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Actual	Likely V	Republi	Democr	DTS
Margin of Sampling Error: +/-3.2%																		
Favorable	23%	23%	23%	17%	16%	28%	33%	16%	30%	27%	13%	14%	7%	35%	23%	30%	23%	24%
Unfavorable	15%	18%	13%	10%	14%	19%	18%	12%	19%	16%	14%	18%	13%	24%	15%	20%	14%	12%
Neutral	26%	26%	27%	16%	25%	31%	33%	21%	32%	26%	29%	26%	26%	25%	26%	23%	27%	19%
Unfamiliar	35%	32%	38%	57%	45%	21%	16%	50%	19%	31%	45%	42%	54%	16%	35%	28%	36%	44%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	22%	30%	28%	20%	53%	47%	76%	8%	7%	9%	16%	84%	17%	68%	8%

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3 Is your opinion of Joe Nation...

1000 Registered Voters	All	Ideology		
		Conser	Modera	Liberal
Margin of Sampling Error: +/-3.2%				
Favorable	23%	30%	31%	19%
Unfavorable	15%	18%	14%	16%
Neutral	26%	21%	28%	26%
Unfamiliar	35%	32%	27%	39%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	10%	35%	46%

4 If the Democratic primary for State Senate were today, would you vote for ... (names rotated) Carole Migden? Mark Leno? Or Joe Nation?

516 Likely And Actual Voters	All	Gender		Age				<50 / 50+		Race				Already Voted?		Party		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Actual	Likely V	Republi	Democr	DTS
Margin of Sampling Error: +/-4.4%																		
Migden	21%	17%	25%	19%	23%	19%	24%	21%	21%	20%	26%	15%	27%	27%	20%	0%	21%	25%
Leno	42%	48%	35%	38%	45%	43%	39%	42%	41%	41%	42%	53%	38%	38%	42%	0%	43%	24%
Nation	22%	21%	22%	14%	18%	26%	28%	16%	27%	24%	14%	20%	8%	26%	21%	0%	21%	29%
Undecided	16%	14%	18%	29%	14%	12%	10%	20%	11%	15%	18%	12%	26%	10%	17%	0%	15%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%
Composition of Likely And Actual Vot	100%	49%	51%	21%	30%	31%	18%	51%	49%	78%	9%	5%	7%	16%	84%	0%	93%	7%

4 If the Democratic primary for State Senate were today, would you vote for ... (names rotated) Carole Migden? Mark Leno? Or Joe Nation?

516 Likely And Actual Voters	All	Ideology		
		Conser	Modera	Liberal
Margin of Sampling Error: +/-4.4%				
Migden	21%	5%	20%	22%
Leno	42%	37%	37%	47%
Nation	22%	41%	30%	17%
Undecided	16%	18%	13%	14%
Total	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	2%	33%	59%

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Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, 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 been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.