

Results of SurveyUSA Election Poll #14503



Sponsors:

All SurveyUSA clients in California

Geography: California

Data Collected: 10/04/2008 - 10/05/2008

Release Date: 10/06/2008

California Proposition 8 Too Close To Call: In a vote today, 10/06/08, 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) 47%, 'No' (to leave the law alone) 42%. 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. In a SurveyUSA poll released eleven days ago, 5 points again separated "Yes" from "No," but in the other direction, with the "No" vote coming out nominally ahead. What is clear today: Those in the Inland Empire and the Central Valley continue to want the law changed. Those in the Bay Area continue to want the law left alone. Those in greater LA remain split. The youngest voters, who are the hardest to poll and who are the most unpredictable voters, support the measure, after opposing it eleven days ago. Seniors support the measure. Minority groups view the measure differently: blacks support, Hispanics split, Asians and others oppose. 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 1,000 California adults 10/4/08 and 10/5/08. Of the adults, 879 were registered to vote. Of the registered voters, 670 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?"

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670 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Asian/O	
Margin of Sampling Error: +/-3.9%																	
Yes	47%	55%	41%	53%	44%	42%	55%	47%	47%	48%	57%	45%	47%	52%	44%	50%	
No	42%	35%	49%	39%	44%	49%	33%	42%	42%	42%	28%	46%	44%	34%	45%	36%	
Not Certain	10%	10%	11%	8%	12%	9%	12%	10%	10%	10%	15%	10%	9%	14%	11%	14%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	48%	52%	23%	34%	24%	19%	57%	43%	52%	10%	38%	62%	7%	19%	12%	

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670 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Intellectual?		Traveled Abroad	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	Yes	No
Margin of Sampling Error: +/-3.9%																		
Yes	47%	71%	32%	43%	76%	46%	16%	42%	54%	67%	40%	33%	79%	31%	47%	43%	47%	49%
No	42%	22%	55%	48%	14%	43%	78%	46%	37%	25%	45%	58%	14%	57%	44%	40%	44%	32%
Not Certain	10%	7%	13%	9%	10%	12%	6%	11%	9%	8%	15%	9%	7%	12%	8%	17%	9%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	34%	47%	17%	27%	40%	21%	56%	44%	37%	29%	34%	34%	63%	69%	23%	86%	13%

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 Certain to vote no?
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670 Likely Voters	All	Speak Another L		USA Super Pow		Own a Gun?		Income		Region				
		Yes	No	Yes	No	Yes	No	< \$50K	> \$50K	Central	Greater	Inland	Bay Are	
Margin of Sampling Error: +/-3.9%														
Yes	47%	46%	49%	49%	43%	62%	38%	51%	46%	63%	44%	50%	37%	
No	42%	44%	41%	42%	45%	32%	50%	38%	44%	27%	45%	42%	52%	
Not Certain	10%	11%	10%	9%	12%	7%	12%	11%	10%	10%	11%	9%	11%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	49%	51%	84%	11%	35%	62%	23%	77%	21%	39%	18%	22%	

: KABC-TV Los Angeles, KFSN-TV Fresno, KGTV-TV San Diego, KPIX-TV San Francisco

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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.