Results of SurveyUSA Election Poll #19109

Geography: California
Data Collected: 03/29/2012 - 04/02/2012
Release Date: 04/10/2012
Percentages

Sponsors:
All SurveyUSA clients in California

In CA, as Santorum Suspends Campaign, Obama Leads 2:1 over GOP Nominee Romney: On the eve of Rick Santorum's decision to drop out of the Republican race for President of the United States and concede the party nomination to Mitt Romney, Romney trails incumbent Democratic President Barack Obama, 2:1, in America's largest state, California, where 55 electoral votes are at stake. In 4 SurveyUSA tracking polls over the past 5 months, during the time when other Republicans hammered at Romney, Obama's lead over Romney grew from 17 points last November to 31 points today. **Cell phone and home phone respondents included in this research.** 2,440 adults from the state of California were interviewed by SurveyUSA. Of the adults 1,995 were registered to vote. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (71% of registered voters), were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (29% of registered voters) were shown a questionnaire on their smartphone, tablet or other electronic device. Obama's support among cell-phone respondents is greater than 3:1.

1 In a general election for President today, if the only two candidates on the ballot were Barack Obama and Mitt Romney, who would you vote for?

1995 Registered Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Party Affiliation			Tea Party Memb		Ideology					Education			Evangelical	
Credibility Interval: +/-2.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin	Republi	Democr	Indepe	Yes	No	Very C	Conser	Modera	Liberal	Very Li	High Sc	Some	College	Yes	No
Barack Obama (D)	62%	59%	64%	63%	67%	60%	53%	65%	57%	56%	85%	70%	53%	69%	59%	23%	88%	66%	41%	64%	38%	55%	66%	79%	**	65%	60%	62%	50%	66%
Mitt Romney (R)	31%	35%	27%	25%	29%	33%	40%	27%	36%	37%	15%	22%	33%	22%	34%	72%	9%	23%	57%	29%	55%	38%	27%	12%	**	26%	31%	32%	43%	27%
Undecided	8%	7%	9%	12%	4%	7%	6%	9%	7%	7%	0%	8%	14%	10%	7%	6%	4%	11%	2%	8%	7%	7%	7%	8%	**	9%	9%	7%	8%	7%
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%	100%
Composition of Registered Voters	100%	51%	49%	29%	27%	27%	17%	56%	44%	47%	6%	30%	16%	29%	71%	27%	45%	11%	7%	89%	17%	28%	24%	21%	4%	13%	37%	50%	24%	71%

1 In a general election for President today, if the only two candidates on the ballot were Barack Obama and Mitt Romney, who would you vote for?

1995 Registered Voters	All	Abortion		Income			Region			
Credibility Interval: +/-2.2 pct points		Pro-life	Pro-cho	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Barack Obama (D)	62%	42%	73%	65%	63%	58%	55%	63%	56%	70%
Mitt Romney (R)	31%	49%	22%	25%	29%	36%	37%	30%	36%	22%
Undecided	8%	9%	6%	10%	8%	6%	8%	7%	8%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	33%	61%	26%	38%	37%	22%	38%	18%	22%

** Too few respondents of this type were interviewed for this data to be meaningful.

: 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.

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