Results of SurveyUSA News Poll #14607

Geography: California
Data Collected: 10/15/2008
Release Date: 10/15/2008
Percentages

Sponsors:
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Heavily Democratic California Again Sees Decisive Obama Win In 3rd Presidential Debate: Immediately following tonight's 3rd presidential debate between Republican John McCain and Democrat Barack Obama, SurveyUSA interviewed 1,200 California adults, of whom 878 watched the debate. Of California debate watchers: 56% say Obama is the clear winner (vs 53% in 1st debate, 56% in 2nd debate).
28% say McCain is the clear winner (vs 30% in 1st debate, 26% in 2nd debate).
16% say there is no clear winner (vs 18% in 1st and 2nd debate). The party breakdown is critical to understanding California, which is a 'Blue' state and, as expected, had significantly more Democrats watching the debate than Republicans. But as in previous post-debate polls by SurveyUSA, California Republicans were less enthusiastic about John McCain's debate performance than California Democrats were about Barack Obama's performance. 1 in 4 Republicans say Democrat Obama is the clear winner, compared to 1 in 10 Democrats who say Republican McCain is the clear winner. Independents, the most critical, coveted and arguably most dispassionate group of debate watchers, break 5:3 for Obama. 49% say McCain was too forceful, 19% say McCain was not forceful enough. 30% say McCain was "just right."
14% say Obama was too forceful, 22% say Obama was not forceful enough. 61% say Obama was "just right." 39% of California debate watchers say the candidates spent too much time attacking each other, 13% say the candidates spent too little time attacking each other. 45% thought the candidates spent the right amount of time was attacking each other. California debate watchers by 5:1 say McCain was more angry, by 2:1 say Obama laid out a clearer vision for America's future. Overwhelmingly, debate watchers say moderator Bob Schieffer was fair to both candidates.SurveyUSA state of California research conducted exclusively for KABC-TV Los Angeles, KPIX-TV San Francisco, KFSN-TV Fresno, and KGTV-TV San Diego.

1 Was John McCain the clear winner? Was Barack Obama the clear winner? Or, was there no clear winner?

878 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
John McCain	28%	28%	28%	23%	28%	32%	33%	25%	33%	32%	25%	20%	29%	60%	10%	29%	57%	24%	8%	36%	24%	34%	24%
Barack Obama	56%	56%	56%	62%	55%	55%	47%	59%	51%	52%	64%	64%	52%	23%	75%	55%	31%	58%	81%	47%	60%	49%	61%
No Clear Winner	16%	16%	16%	15%	17%	13%	20%	16%	16%	16%	11%	16%	19%	17%	14%	16%	13%	18%	11%	17%	16%	17%	15%
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%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

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

878 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
Too Much	39%	41%	37%	38%	39%	41%	39%	38%	40%	38%	38%	42%	39%	30%	47%	33%	27%	40%	47%	41%	39%	37%	40%
Too Little	13%	14%	12%	13%	13%	13%	13%	13%	13%	13%	14%	18%	7%	18%	11%	12%	18%	12%	9%	14%	14%	17%	7%
Just The Right Amount	45%	42%	47%	46%	44%	43%	47%	45%	44%	47%	46%	38%	49%	50%	38%	52%	50%	45%	41%	43%	45%	44%	47%
Not Sure	3%	2%	4%	3%	4%	3%	2%	3%	2%	3%	2%	3%	5%	2%	4%	3%	5%	2%	3%	2%	3%	2%	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%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

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

878 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
Too Forceful	14%	15%	12%	13%	14%	13%	16%	13%	14%	14%	12%	16%	11%	30%	8%	9%	30%	10%	5%	23%	11%	20%	7%
Not Forceful Enough	22%	24%	19%	23%	21%	22%	20%	22%	21%	21%	22%	19%	30%	23%	16%	31%	24%	24%	16%	21%	19%	21%	27%
Just Right	61%	59%	64%	63%	60%	61%	60%	62%	60%	63%	60%	63%	54%	40%	75%	56%	39%	63%	77%	54%	66%	57%	63%
Not Sure	3%	3%	4%	1%	5%	4%	4%	3%	4%	3%	6%	2%	6%	6%	1%	4%	7%	2%	2%	2%	4%	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%
Composition of Debate Watchers	100%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

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4 Was John McCain too forceful? Not forceful enough? Or just right?

878 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
Too Forceful	49%	51%	47%	54%	48%	51%	39%	51%	46%	49%	50%	49%	51%	23%	64%	48%	23%	54%	70%	43%	51%	41%	57%
Not Forceful Enough	19%	20%	18%	19%	17%	17%	28%	18%	22%	17%	21%	25%	19%	28%	16%	18%	33%	15%	12%	25%	16%	22%	18%
Just Right	30%	27%	33%	27%	30%	32%	32%	29%	32%	34%	28%	24%	27%	49%	19%	31%	44%	29%	17%	31%	30%	36%	24%
Not Sure	2%	1%	2%	0%	4%	1%	1%	2%	1%	1%	2%	2%	3%	1%	1%	3%	1%	2%	2%	1%	3%	1%	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%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

5 Which candidate was more truthful?

878 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
McCain	32%	33%	30%	26%	33%	36%	36%	29%	36%	35%	31%	24%	34%	64%	14%	35%	62%	29%	9%	36%	28%	41%	27%
Obama	56%	55%	57%	63%	55%	54%	45%	59%	50%	50%	64%	64%	56%	22%	74%	55%	30%	57%	78%	48%	61%	48%	59%
Not Sure	12%	12%	13%	11%	12%	10%	19%	11%	14%	14%	5%	12%	10%	14%	12%	10%	8%	14%	12%	15%	11%	11%	14%
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%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

6 Which candidate was more angry?

878 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
McCain	70%	70%	70%	77%	66%	69%	64%	71%	67%	67%	68%	72%	75%	49%	81%	72%	50%	74%	82%	61%	74%	63%	74%
Obama	15%	15%	14%	15%	16%	14%	12%	16%	13%	16%	18%	16%	9%	30%	8%	13%	25%	12%	10%	20%	13%	20%	10%
Not Sure	16%	15%	17%	8%	18%	16%	25%	13%	20%	17%	15%	12%	17%	21%	11%	16%	26%	14%	8%	19%	13%	16%	16%
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%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

7 Which candidate laid out a better vision for America's future?

878 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
McCain	31%	32%	30%	22%	32%	35%	39%	27%	37%	36%	30%	22%	28%	65%	12%	34%	62%	26%	10%	41%	26%	38%	24%
Obama	62%	61%	63%	68%	60%	61%	54%	64%	58%	58%	68%	72%	56%	26%	83%	59%	33%	65%	84%	49%	68%	57%	65%
Not Sure	7%	7%	7%	9%	7%	4%	7%	8%	5%	6%	2%	6%	16%	9%	6%	8%	5%	8%	6%	10%	6%	5%	10%
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%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

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8 Who had the best one-liner?

878 Debate Viewers	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
McCain	33%	33%	33%	25%	34%	37%	42%	29%	39%	38%	30%	26%	31%	57%	19%	35%	56%	31%	17%	41%	28%	44%	27%
Obama	42%	43%	41%	56%	39%	37%	30%	47%	34%	33%	53%	58%	42%	18%	56%	43%	28%	44%	55%	36%	48%	32%	45%
Not Sure	25%	24%	25%	19%	28%	25%	28%	24%	26%	29%	17%	17%	27%	25%	24%	22%	16%	25%	27%	23%	23%	24%	29%
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 Viewers	100%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

9 Was the moderator of the debate, Bob Schieffer, fair to both candidates? Unfair to McCain? Or Unfair to Obama?

878 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-2 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	90%	89%	91%	87%	90%	91%	93%	89%	92%	92%	86%	86%	91%	86%	91%	91%	84%	92%	91%	89%	92%	81%	93%
Unfair To McCain	5%	6%	4%	7%	4%	5%	4%	5%	5%	4%	9%	7%	5%	8%	4%	4%	10%	4%	3%	5%	4%	11%	3%
Unfair To Obama	2%	2%	2%	3%	3%	2%	1%	3%	1%	3%	1%	3%	2%	1%	3%	3%	2%	2%	3%	2%	2%	3%	1%
Not Sure	3%	3%	3%	4%	2%	2%	2%	3%	2%	2%	4%	4%	2%	4%	2%	2%	4%	2%	3%	4%	2%	4%	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%	51%	49%	31%	31%	21%	16%	63%	37%	52%	6%	26%	16%	24%	45%	29%	24%	51%	20%	18%	40%	19%	23%

: 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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