Results of SurveyUSA News Poll #17718

Geography: Los Angeles DMA
Data Collected: 12/02/2010
Release Date: 12/02/2010
Percentages

Sponsor:
KABC-TV (Los Angeles)

1 What is the best hamburger place in Southern California? Five Guys Burgers? In N Out? Fat Burger? Tommy's Burger? Umami Burger,? Or somewhere else?

500 Adults	All	Gender		Age			Race			
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Five Guys	2%	2%	3%	3%	1%	3%	3%	4%	1%	2%
In N Out	69%	65%	72%	73%	68%	64%	69%	59%	72%	63%
Fat Burger	4%	4%	5%	2%	5%	6%	4%	15%	3%	4%
Tommy's	11%	11%	11%	9%	13%	9%	6%	8%	17%	10%
Umami	1%	2%	0%	2%	0%	2%	2%	4%	0%	0%
Other	9%	11%	8%	8%	8%	12%	13%	9%	4%	12%
Not Sure	4%	5%	2%	2%	5%	4%	3%	1%	3%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	33%	42%	25%	42%	8%	36%	14%

2 Will you be shipping holiday gifts this year?

500 Adults	All	Gender		Age			Race			
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	34%	36%	32%	23%	44%	33%	39%	19%	25%	50%
No	64%	62%	67%	75%	56%	63%	61%	78%	71%	49%
Not Sure	2%	2%	2%	2%	0%	5%	0%	2%	4%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	33%	42%	25%	42%	8%	36%	14%

3 If you were to ship holiday gifts, which shipping carrier would you use? The United States Postal Service? UPS? FedEx? Or something else?

500 Adults	All	Gender		Age			Race			
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
United States Postal Service	49%	46%	52%	44%	46%	60%	50%	43%	41%	70%
UPS	32%	35%	29%	31%	36%	27%	33%	24%	38%	19%
FedEx	13%	12%	14%	19%	12%	7%	12%	26%	13%	5%
Something Else	3%	3%	3%	4%	3%	3%	3%	8%	3%	2%
Not Sure	3%	4%	2%	2%	3%	3%	1%	0%	5%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	33%	42%	25%	42%	8%	36%	14%

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.

© 2026 SurveyUSA - www.surveyusa.com