Results of SurveyUSA News Poll #15178

Geography: California
Data Collected: 03/03/2009
Release Date: 03/03/2009
Percentages

Sponsor:
KPIX-TV (San Francisco)

1 Do you think Harvey Milk's birthday should? Or should not? Be recognized statewide as a "day of significance?"

500 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-4.1 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
Should	19%	22%	17%	26%	19%	16%	9%	23%	13%	19%	27%	26%	6%	12%	25%	16%	10%	17%	32%	15%	22%	12%	26%
Should Not	69%	70%	69%	66%	69%	67%	80%	67%	73%	73%	67%	59%	78%	78%	63%	73%	78%	73%	59%	74%	65%	76%	67%
Not Sure	11%	8%	14%	8%	11%	17%	11%	10%	15%	9%	6%	15%	15%	10%	12%	11%	12%	10%	8%	11%	13%	12%	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%
Composition of Adults	100%	49%	51%	35%	31%	20%	15%	66%	34%	51%	6%	28%	15%	30%	42%	25%	23%	44%	24%	17%	43%	19%	20%

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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