Results of SurveyUSA News Poll #19774

Geography: California
Data Collected: 10/03/2012
Release Date: 10/03/2012
Percentages

Sponsors:
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Even in Solid-Blue California, With More Democrats Watching, Romney Is Clear Winner of 1st Presidential Debate: Immediately following tonight's presidential debate between Republican Mitt Romney and Democrat Barack Obama, SurveyUSA interviewed 1,000 California adults, of whom 869 watched the debate. California is a 'Blue' state and not surprisingly in California, significantly more Democrats watched the debate than Republicans. Given that, it is particularly striking to find: * 48% say Romney was the clear winner.
* 34% say Obama was the clear winner.
* 18% say there was no clear winner.

* Men by 24 points say Romney was the clear winner.
* Middle-income viewers by 27 points say Romney was the clear winner.
* Only those age 18 to 34 see the debate as a draw. Viewers age 35+ see Romney as the clear winner.
* Only African Americans see Obama as a narrow winner. Whites, Hispanics and Asians see Romney as the clear winner.
* Even greater San Francisco sees Romney as a narrow winner. Greater Los Angeles, the Central Valley and the Inland Empire all score it for Romney. * Republicans by 78% to 13% say Romney won.
* Democrats by 55% to 25% say Obama won.
* Independents, the most critical, coveted and arguably most dispassionate group of debate watchers, say by 34 points that Romney is the clear winner.
* Moderates, who typically vote 2:1 in favor of Obama, see Romney as the winner by 15 points. * Debate watchers split on who they trust more on the economy, a significant moral victory for Romney in California.
* Debate watchers say Obama was not forceful enough.
* Debate watchers (disproportionately Democrats) say Romney was too forceful.
* Narrowly, debate watchers say Romney had the best one liner. SurveyUSA's California research conducted exclusively for KABC-TV Los Angeles, KPIX-TV San Francisco, KFSN-TV Fresno, and KGTV-TV San Diego.

1 Did you watch tonight's debate?

1000 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-2.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Yes	87%	90%	84%	80%	87%	93%	93%	83%	93%	89%	84%	84%	88%	89%	88%	87%	87%	91%	89%	87%	83%	90%	77%	90%	91%	87%	87%	87%	86%
No	11%	9%	14%	17%	11%	7%	6%	15%	7%	11%	16%	13%	10%	11%	10%	13%	12%	8%	10%	11%	14%	9%	22%	10%	6%	12%	10%	13%	12%
Not Sure	2%	1%	2%	3%	2%	0%	1%	2%	1%	1%	0%	3%	2%	0%	3%	0%	1%	0%	1%	2%	3%	1%	1%	0%	3%	1%	3%	0%	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%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	33%	27%	25%	15%	60%	40%	44%	6%	33%	17%	24%	42%	32%	26%	41%	24%	13%	37%	50%	27%	32%	42%	21%	40%	20%	20%

2 Was Mitt Romney the clear winner? Was Barack Obama the clear winner? Or, was there no clear winner?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Mitt Romney	48%	52%	44%	41%	51%	51%	53%	46%	52%	48%	41%	51%	47%	78%	25%	57%	74%	48%	27%	42%	48%	50%	41%	56%	46%	58%	47%	49%	41%
Barack Obama	34%	28%	40%	42%	32%	31%	27%	37%	29%	32%	48%	32%	39%	13%	55%	23%	11%	33%	53%	42%	30%	35%	38%	29%	35%	27%	36%	33%	38%
No Clear Winner	18%	20%	15%	17%	17%	18%	19%	17%	18%	20%	11%	17%	14%	9%	20%	21%	15%	19%	20%	16%	23%	15%	20%	15%	19%	15%	17%	18%	21%
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%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

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

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Too Much	18%	17%	19%	24%	19%	11%	15%	22%	13%	16%	20%	21%	17%	11%	20%	20%	11%	17%	27%	25%	18%	16%	22%	18%	16%	17%	17%	23%	16%
Too Little	18%	22%	14%	22%	17%	17%	16%	19%	16%	18%	14%	17%	20%	16%	19%	18%	18%	18%	18%	18%	14%	20%	24%	14%	18%	17%	19%	16%	18%
Just The Right Amount	61%	58%	64%	51%	63%	67%	64%	57%	66%	63%	62%	59%	57%	71%	56%	59%	68%	62%	52%	55%	64%	60%	49%	65%	63%	65%	59%	59%	62%
Not Sure	3%	3%	4%	3%	2%	5%	5%	2%	5%	3%	4%	2%	6%	2%	5%	3%	2%	3%	4%	3%	3%	4%	5%	2%	3%	1%	5%	2%	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%	100%	100%	100%	100%	100%	100%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

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

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Too Forceful	17%	17%	18%	21%	20%	13%	12%	21%	13%	12%	14%	23%	20%	24%	12%	19%	21%	20%	10%	24%	17%	16%	16%	19%	16%	18%	16%	20%	17%
Not Forceful Enough	40%	45%	35%	28%	42%	45%	50%	35%	47%	41%	47%	39%	38%	36%	42%	40%	40%	39%	48%	27%	42%	42%	38%	41%	43%	39%	41%	35%	43%
Just Right	38%	33%	44%	48%	34%	36%	33%	41%	35%	41%	36%	37%	35%	31%	45%	35%	29%	38%	42%	45%	37%	38%	44%	35%	38%	38%	39%	40%	36%
Not Sure	4%	6%	3%	2%	4%	6%	6%	3%	6%	6%	2%	1%	7%	9%	1%	5%	10%	3%	1%	4%	3%	4%	2%	6%	4%	5%	4%	4%	4%
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%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

5 Was Mitt Romney too forceful? Not forceful enough? Or just right?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Too Forceful	31%	31%	32%	40%	25%	29%	29%	33%	29%	32%	38%	28%	34%	13%	47%	25%	13%	32%	48%	27%	32%	32%	37%	29%	31%	29%	32%	30%	34%
Not Forceful Enough	18%	15%	20%	26%	15%	11%	18%	20%	14%	11%	14%	27%	19%	13%	19%	20%	19%	17%	13%	22%	19%	16%	21%	17%	15%	14%	20%	18%	16%
Just Right	49%	52%	45%	33%	59%	56%	51%	45%	54%	55%	46%	43%	44%	73%	31%	54%	66%	48%	37%	46%	48%	49%	38%	52%	53%	56%	46%	49%	47%
Not Sure	2%	2%	2%	2%	1%	4%	2%	2%	3%	2%	1%	3%	4%	1%	4%	1%	1%	2%	3%	5%	1%	2%	4%	2%	1%	1%	3%	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%	100%	100%	100%	100%	100%	100%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

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6 Was there too much emphasis on the economy? Too little? Or just the right amount?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Too Much	12%	13%	11%	14%	10%	12%	14%	12%	13%	12%	19%	12%	12%	10%	15%	11%	10%	11%	15%	15%	12%	12%	18%	11%	10%	11%	15%	10%	12%
Too Little	38%	39%	36%	41%	41%	33%	33%	41%	33%	31%	27%	45%	45%	35%	35%	45%	42%	41%	28%	40%	42%	34%	35%	46%	33%	43%	34%	44%	34%
Just The Right Amount	48%	46%	51%	45%	48%	52%	51%	46%	51%	56%	50%	42%	41%	53%	49%	43%	46%	46%	57%	43%	45%	52%	46%	41%	55%	45%	50%	44%	53%
Not Sure	2%	1%	2%	1%	1%	3%	3%	1%	3%	1%	4%	1%	3%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	3%	2%	1%	2%	2%	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%	100%	100%	100%	100%	100%	100%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

7 Who do you trust more on the economy?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Mitt Romney	47%	53%	41%	45%	47%	48%	51%	46%	49%	48%	34%	50%	45%	83%	22%	54%	78%	48%	20%	46%	50%	45%	36%	56%	46%	55%	45%	54%	37%
Barack Obama	46%	43%	49%	51%	43%	45%	45%	47%	45%	46%	63%	43%	47%	13%	74%	35%	15%	46%	76%	47%	42%	49%	56%	39%	47%	39%	47%	42%	56%
Not Sure	6%	4%	9%	4%	10%	7%	4%	7%	6%	6%	4%	7%	8%	4%	4%	11%	7%	6%	4%	7%	8%	5%	8%	4%	8%	5%	8%	4%	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%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

8 Who had the best one-liner?

869 Debate Watchers	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income			Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Mitt Romney	41%	44%	38%	40%	38%	44%	43%	39%	43%	42%	37%	40%	43%	67%	20%	49%	60%	44%	20%	36%	41%	42%	32%	44%	42%	50%	39%	42%	34%
Barack Obama	36%	28%	43%	45%	33%	31%	28%	40%	30%	30%	42%	40%	40%	11%	57%	25%	18%	29%	60%	44%	35%	34%	51%	31%	31%	27%	43%	30%	35%
Not Sure	24%	28%	19%	15%	28%	25%	30%	21%	27%	29%	21%	20%	17%	22%	23%	26%	22%	27%	20%	20%	24%	24%	16%	24%	27%	22%	18%	28%	31%
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%
Composition of Debate Watchers	100%	51%	49%	30%	27%	26%	16%	57%	43%	45%	6%	32%	17%	24%	43%	32%	26%	43%	24%	13%	35%	52%	24%	33%	44%	21%	40%	20%	20%

: 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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