

**California Marriage – No on Prop. 8  
Statewide Survey of 975 Likely General Election Voters  
October 28-30, 2008**

	OCT 28-30	OCT 27-29	OCT 26-28	OCT 25-27	OCT 23-26	SEPT 22-24
N size:	975	975	975	1050	1125	800

**GENDER OF RESPONDENT**

Men .....	48	48	48	48	48	48
Women.....	52	52	52	52	52	52

1. **[TS]** First, are you registered to vote at this address?

Yes .....	100	100	100	100	100	100
No.....	<b>TERMINATE</b>					
(Not sure) .....	<b>TERMINATE</b>					

2. **[TS]** How likely are you to vote in the November 2008 election for United States President, Congress and other offices –are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

DO NOT READ (already voted) .....	28	26	27	25	21	0
almost certain.....	70	71	71	74	77	94
probably.....	2	2	2	2	2	6
50-50 .....	<b>TERMINATE</b>					
probably not.....	<b>TERMINATE</b>					
definitely not .....	<b>TERMINATE</b>					
(don't know).....	<b>TERMINATE</b>					

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**3A. [TS] IF ALREADY VOTED READ (Q2=PUNCH 1):** I realize that you have already voted, but if the election President were held today and the candidates were [ROTATE] \_Republican John McCain and \_Democrat Barack Obama for whom would you vote, or are you undecided?

**[IF THE RARE CASE THAT RESPONDENT DECLINES TO SAY HOW HE OR SHE VOTED, SAY]** This survey is being done for research purposes only. Your willingness to discuss your vote is really important for assuring the accuracy of our research, and we promise that we will always maintain the privacy and confidentiality of your responses.

McCain .....	41	35	36	36	35	.
Obama .....	48	54	52	49	48	.
Undecided .....	2	1	2	3	3	.
(other).....	3	4	2	3	4	.
(refused).....	7	5	8	9	10	.

**3B. [TS] - IF YET TO VOTE READ (Q2=PUNCH 2 or 3):** If the election President were held today and the candidates were [ROTATE] \_Republican John McCain and \_Democrat Barack Obama for whom would you vote, or are you undecided?

McCain .....	29	31	30	30	28	35
Obama .....	58	54	53	53	54	48
Undecided .....	9	11	11	12	13	11
(other).....	1	1	2	2	2	3
(refused).....	3	3	4	4	4	3

**COMBINED 3A/3B**

McCain .....	32	32	32	31	30	35
Obama .....	55	54	53	52	53	48
Undecided .....	7	8	9	10	11	11
(other).....	2	2	2	2	2	3
(refused).....	4	4	5	5	5	3

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Here is one of the propositions that will be on the ballot this November

**4A - IF ALREADY VOTED READ (Q2=PUNCH 1):** I realize that you have already voted, but if the election were held today, how would you vote on this Proposition.

Proposition 8 on the November ballot is an Initiative Constitutional Amendment titled, “Eliminates Rights of Same-Sex Couples to Marry.” It changes the California Constitution to eliminate the right of same-sex couples to marry. It provides that only marriage between a man and a woman is valid or recognized in California. The fiscal impact over the next few years is potential revenue loss, mainly sales taxes, totaling in the several tens of millions of dollars, to state and local governments. In the long run, there is likely to be little fiscal impact on state and local governments. If the election were today, would you vote yes or no on Proposition 8?

**[IF THE RARE CASE THAT RESPONDENT DECLINES TO SAY HOW HE OR SHE VOTED, SAY]**  
 This survey is being done for research purposes only. Your willingness to discuss your vote is really important for assuring the accuracy of our research, and we promise that we will always maintain the privacy and confidentiality of your responses.

Yes .....	53	54	55	49	47	.
No.....	40	40	36	43	43	.
(Undecided/don't know) .....	4	4	4	2	2	.
(refused).....	3	2	6	6	7	.

**4B - IF YET TO VOTE READ (Q2=PUNCH 2 or 3):** Proposition 8 on the November ballot is an Initiative Constitutional Amendment titled, “Eliminates Rights of Same-Sex Couples to Marry.” It changes the California Constitution to eliminate the right of same-sex couples to marry. It provides that only marriage between a man and a woman is valid or recognized in California. The fiscal impact over the next few years is potential revenue loss, mainly sales taxes, totaling in the several tens of millions of dollars, to state and local governments. In the long run, there is likely to be little fiscal impact on state and local governments. If the election were today, would you vote yes or no on Proposition 8?

**[IF YES/NO]** Do you feel that way strongly or not-so-strongly?

**[IF UNDECIDED]** Well, if you had to decide today, would you lean toward voting yes or would you lean toward voting no?

Yes-strongly .....	43	44	43	45	46	38
Yes-not so strongly.....	1	2	3	3	3	3
Undecided, lean yes.....	3	2	2	2	3	2
Undecided .....	9	8	7	7	7	11
Undecided, lean no .....	3	3	3	3	4	3
No-not so strongly .....	2	3	3	4	3	5
No-strongly .....	37	36	36	34	33	37
(refused).....	2	1	2	2	1	0
Yes .....	47	49	48	51	51	44
No.....	42	42	42	41	41	45

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**COMBINED 4A/4B**

Yes .....	49	50	50	50	50	44
No.....	41	41	41	41	42	45
Undecided/don't know/refused.....	10	9	10	8	8	11
Undecided with leaners .....	14	12	14	12	14	17

5. **[TS “ban” before Aug]** Just to be clear, is your vote to eliminate marriage for gay and lesbian couples in the state of California or NOT to eliminate marriage for gay or lesbian couples in the state of California?

Eliminate gay marriage.....	52	51	51	50	51	46
NOT to eliminate marriage for gay/lesbian .....	39	39	37	38	37	43
Undecided (don't know, not sure) .....	10	10	12	12	12	11

6. **[TS – “live with” in Sept. 8-11]** Generally speaking, now that marriage for gay and lesbian couples is the law in California, what best describes your opinion? **[READ RESPONSES]**

It is acceptable to you .....	32	32	31	32	32	36
You do not like it, but it is acceptable ....	17	18	18	16	16	22
You do not like it, and it is unacceptable	44	42	44	43	43	38
(don't know).....	7	8	8	9	10	5

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10. Have you seen or heard anything on television, in the mail, on the phone, in the newspaper, or online urging you to vote YES on Proposition 8?

Yes .....	56	57	53	49	47	.
No.....	38	36	41	46	48	.
(don't know).....	7	7	7	5	6	.

11. **IF YES ABOVE IN Q10:** What do you recall hearing or seeing about voting YES on Prop 8?  
**PROBE: Ask respondent to be as specific as possible.**

**[Interviewer, select from list below]**

Marriage between one man and one woman.....	4	3	3	2	2	.
Gay marriage is against religion/God.....	3	2	1	1	1	.
Gavin Newsom/mayor/professor ad.....	0	1	1	1	1	.
Courts wrong/ shouldn't have overruled voters.....	1	1	1	1	0	.
Gay marriage will hurt traditional marriage/families.....	3	2	2	1	1	.
Ad on TV .....	10	13	12	9	7	.
Heard something on the radio.....	0	1	1	1	1	.
Something in the mail.....	0	1	1	1	1	.
Got a phone call/someone came to door .....	0	0	0	0	0	.
Scare tactics/propaganda/deception.....	4	3	2	2	1	.
Vote Yes/NEGATIVE statements about gay marriage .....	6	5	5	7	8	.
Ad with parents talking about their daughter.....	0	0	0	0	1	.
People/clergy could be sued for beliefs/ not performing gay marriages .....	0	0	0	0	0	.
Little girl with mom talking about learning gay marriage at school/a prince can marry a prince .....	2	2	2	3	6	.
Kindergarteners taken to gay wedding.....	1	0	0	0	0	.
TV/radio ad with Sen. Diane Feinstein .....	1	0	0	0	0	.
Supported by churches/Christians .....	0	0	0	0	0	.
Poster/banner/lawn sign.....	3	4	4	4	3	.
Heard from both sides.....	3	3	2	3	4	.
Already legal/gay and lesbian couples already getting married .....	0	0	0	0	0	.
Endorsement/supporter info.....	0	0	0	0	0	.
Have to accept gay marriage/going to happen anyway .....	1	1	0	0	1	.
Impact on churches/religion/ church tax changes.....	1	2	2	2	1	.
Gay marriage taught in schools/ affecting children .....	29	28	30	29	30	.
Nothing .....	0	1	2	1	1	.
Other .....	3	4	5	4	4	.
Don't know.....	26	24	24	25	24	.

12. Did what you saw or heard make you more or less likely to favor Proposition 8?

More likely to favor .....	18	19	21	20	20	.
Less likely to favor.....	20	19	17	19	23	.
(no difference .....	57	58	57	56	54	.
(don't know).....	4	4	4	5	4	.

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**Let me ask you something else.**

16. Have you seen on television recently a commercial with Senator Diane Feinstein? She says Prop. 8 is discrimination and asks you to vote no because it changes the constitution and eliminates fundamental rights..

Yes .....	42	37	.	.	.	.
No.....	56	59	.	.	.	.
(don't know).....	2	3	.	.	.	.

**ASK IF Q16=YES**

17. [TS] And did that make more or less likely to oppose Prop. 8?

More likely .....	19	15	.	.	.	.
Less likely.....	16	18	.	.	.	.
(no difference) .....	62	64	.	.	.	.
(don't know).....	4	4	.	.	.	.

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**RESUME ASKING ALL**

Finally, I would like to ask you a few questions for statistical purposes only.

28. **[TS]** Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

**[IF REPUBLICAN OR DEMOCRAT:]** Do you consider yourself a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?

**[IF INDEPENDENT:]** Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican .....	23	23	22	22	22	25
not-so-strong Republican .....	5	6	5	7	7	5
independent - lean Republican .....	4	4	4	3	3	5
Republican .....	32	32	32	32	32	35
independent .....	18	19	18	18	18	15
Democrat.....	46	46	46	46	46	47
independent - lean Democratic .....	5	6	6	6	6	6
not-so-strong Democrat .....	6	7	6	7	6	6
strong Democrat .....	35	34	34	33	33	35
(don't know/other).....	3	3	4	4	4	3

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29. **[TS]** What is your age? .....

**IF REFUSED:** I am going to read you some categories. Stop me when we get to your category.

**READ CATEGORIES:**

18-24 years .....	9	10	8	8	7	7
25-29 .....	7	6	7	8	8	7
30-34 .....	5	6	7	8	7	7
35-39 .....	9	9	7	8	8	8
40-44 .....	11	10	11	9	10	9
45-49 .....	9	8	10	10	10	9
50-54 .....	9	9	10	10	11	10
55-59 .....	9	10	8	7	7	8
60-64 .....	9	9	9	9	8	10
65-69 .....	7	6	5	5	6	6
70-74 .....	5	5	5	5	5	5
75 and over .....	10	10	11	11	11	12
(refused) .....	3	3	3	3	3	2

30. **[TS]** What was the last year of education you completed? **(DO NOT READ ANSWERS)**

1-11th grade .....	4	4	4	3	3	3
High school graduate .....	19	19	18	18	18	16
Non-college post HS .....	3	2	1	2	2	3
Some college .....	28	30	31	30	30	28
College graduate .....	32	32	31	32	32	30
Post-graduate education .....	12	13	14	13	13	18
Refused .....	2	1	1	2	2	2

31. **[TS]** How would you describe your marital status? Are you...

Married .....	60	61	60	60	62	60
Unmarried but living with another person as a couple .....	3	2	2	3	3	4
Single .....	21	20	20	19	18	17
Separated .....	1	1	0	1	1	1
Divorced .....	6	6	7	6	7	7
Widowed .....	6	7	8	9	8	10
Refused .....	3	3	3	3	2	1

32. **[TS]** Do you have any children under the age of 18 living at home with you?

Yes .....	30	31	30	30	30	31
No .....	67	67	68	68	68	67
(don't know/refused) .....	2	2	2	2	2	2

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33. **[TS]** Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background?

**[IF “NO”, ASK:]** What is your race - white, black, Asian, or something else?

White.....	65	65	65	65	65	65
Black / African American.....	6	6	6	6	6	6
Spanish speaking/Latino/Hispanic (Puerto Rican, Mexican, etc.).....	17	17	17	17	17	17
Asian.....	5	5	5	5	5	6
Native American.....	1	1	1	1	1	1
(other including mixed race).....	3	3	3	3	4	2
(don't know/refused).....	3	3	3	3	2	3

**REGION**

LA County.....	26	26	26	26	26	26
Orange County.....	9	9	9	9	9	9
Inland Empire.....	9	9	9	9	9	9
San Diego.....	9	9	9	9	9	9
Central Coast.....	6	6	6	6	6	6
Fresno.....	6	6	6	6	6	6
Sacramento.....	11	11	11	11	11	11
Bay Area.....	22	22	22	22	22	22
North.....	2	3	3	3	3	3

**MEDIA MARKET**

Los Angeles.....	47	47	47	47	47	47
San Francisco - Oakland - San Jose.....	20	21	21	21	20	21
Sacramento - Stockton - Modesto.....	11	11	11	11	11	11
San Diego.....	8	8	9	9	9	8
Other North.....	2	3	3	3	3	3
Other Central.....	8	8	8	8	8	8
Other South.....	3	2	2	2	3	3