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California Marriage Amendment

*Banners from a Statewide Survey of
600 Likely Voters in the 2008 General
Election*

September 7-11, 2008

SURVEY METHODOLOGY

Lake Research Partners designed and administered this survey, which was conducted by phone using professional interviewers. The survey reached a sample of 600 likely 2008 general election voters in California. The survey was conducted September 7-11, 2008.

Telephone numbers for the sample were generated from a list of registered voters in California. The data were weighted slightly by gender, age, party registration, marital status, parental status, region, and race.

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. The table below represents the estimated sampling error for different percentage distributions of responses. The margin of error for this sample of general election voters in California is +/- 4.0 percentage points.

**Margin of Error (95% confidence)
for Different Percentage Distributions and Different Sample Sizes**

	Percentages								
	10	20	30	40	50	60	70	80	90
800	2.1	2.8	3.0	3.3	3.5	3.3	3.0	2.8	2.1
700	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
300	3.4	4.5	5.2	5.6	5.7	5.6	5.2	4.5	3.4
200	4.2	5.6	6.4	6.8	6.9	6.8	6.4	5.6	4.2
100	5.9	7.9	9.0	9.7	9.8	9.7	9.0	7.9	5.9
50	8.4	11.2	12.8	13.7	14.0	13.7	12.8	11.2	8.4

**California Marriage
Statewide Survey of 600 Likely General Election Voters
September 8-11, 2008**

Gender of respondent	<i>Total (n=600)</i>	<i>Undec. (n=51)</i>
Men	47	43
Women.....	53	57

Party Registration from file:

Democrat.....	46	52
Republican	35	31
Decline to State (DTS)	17	15
Minor Party	2	2

Hello. This is _____ from _____, an independent public opinion research firm.

May I please speak with **[NAME ON SAMPLE SHEET]**? We are conducting a study of local issues in your area and would like to ask you some questions. **(IF ASKED HOW LONG IT WILL TAKE, RESPOND: About fifteen minutes.) (IF NECESSARY, SAY, "We are only interested in your opinions and are definitely not selling anything.")**

1. First, do you currently work for the media, for an elected official, or do you currently hold elective office?

Yes	TERMINATE	0	0
No.....	100	100	
(Not sure)	TERMINATE	0	0

2. This November there will be a general election in which voters will select a new President, as well as state offices, and some ballot measures. What are the chances that you will vote in that election? Will you definitely vote, will you probably vote, are the chances about 50-50, will you probably not vote, or will you definitely not vote?

Definitely.....	95	92	
Probably	5	8	
50-50	TERMINATE	0	0
Probably not	TERMINATE	0	0
Definitely not.....	TERMINATE	0	0
(Don't know)	TERMINATE	0	0

3. And just in general, are things in California going in the right direction or are things off on the wrong track?

Right direction	23	17
Wrong track.....	68	72
(Refuse)	9	10

Now let me ask you some questions about a few contests that will be appearing on the ballot this November.

[ASK PRESIDENTIAL BALLOT OF SPLIT A ONLY. SPLIT B WILL NOT GET THIS BALLOT AT ALL]

4. **SSA:** If the election for President were held today, for whom would you vote... **[ROTATE ORDER]**

John McCain, the Republican
Barack Obama, the Democrat,

or someone else?

McCain	36	37
Obama	45	29
Someone else (SPECIFY: _____)	2	2
(Undecided).....	13	28
(Refused)	4	4

RESUME ASKING ALL

6. Proposition 7 on the November ballot is the Renewable Energy Generation. Initiative Statute. It would require government-owned utilities to generate 20% of their electricity from renewable energy by 2010, a standard currently applicable to private electrical corporations. It raises the requirement for all utilities to 40% by 2020 and 50% by 2025. The fiscal impact is increased state administrative costs up to \$3.4 million annually, paid by fees. Unknown fiscal impact on state and local government costs and revenues due to the measure's uncertain impact on retail electricity rates. If the election were today, would you vote yes or no on Proposition 7?

[IF YES OR NO, FOLLOW-UP:] Is that a definite yes/no, or probably yes/no?

[IF UNDECIDED:] Well if you had to make a decision, do you lean more toward yes or more toward no?

Yes definitely	26	18
Yes probably	11	8
Undecided, lean yes.....	7	7
Yes	43	34
Undecided	26	46
No	30	20
Undecided, lean no	5	6
No probably	9	4
No definitely.....	16	10
(Refused)	0	0

Total Undec.

7. 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 is over next few years, 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 OR NO, FOLLOW-UP:] Is that a definite yes/no, or probably yes/no?

[IF UNDECIDED:] Well if you had to make a decision, do you lean more toward yes or more toward no?

Total

Yes definitely	37	0
Yes probably	5	0
Undecided, lean yes.....	2	0
Yes	44	0
Undecided	8	100
No	47	0
Undecided, lean no	5	0
No probably	6	0
No definitely.....	37	0
(Refused)	1	0

A split

Yes definitely	35	0
Yes probably	5	0
Undecided, lean yes.....	2	0
Yes	42	0
Undecided	9	100
No	47	0
Undecided, lean no	5	0
No probably	6	0
No definitely.....	36	0
(Refused)	2	0

B split

Yes definitely	39	0
Yes probably	5	0
Undecided, lean yes.....	2	0
Yes	46	0
Undecided	7	100
No	47	0
Undecided, lean no	5	0
No probably	5	0
No definitely.....	37	0
(Refused)	0	0

Total Undec.

8. Generally speaking, now that marriage for gay and lesbian couples is the law in California, which statement best describes your opinion ... **[READ RESPONSES]**

It is acceptable to me	36	18
I do not like it, but I can live with it	28	45
I do not like it, and it is unacceptable	30	3
(Don't know)	4	24
(Refused)	2	10

Thank you for your patience. Now some last questions about yourself for statistical purposes.

9. First, what is your age?

DO NOT READ CATEGORIES:

Under 30.....	15	13
30-39	14	13
40-49	18	10
50-64	31	32
65+	22	30
(Refused)	0	1

10. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative or very conservative?

[IF MODERATE, FOLLOW-UP: Do you lean toward liberal or toward conservative?]

Very liberal	17	13
Somewhat liberal.....	13	11
Moderate lean liberal.....	6	3
Liberal	36	27
Moderate	25	38
Conservative	34	26
Moderate lean conservative	5	8
Somewhat conservative	14	10
Very conservative	15	7
(Other)	1	2
(Don't know)	3	7

11. Which of the following ethnic groups describes you? You can stop me when I've read your group. (READ LIST.)

White or Caucasian.....	65	51
Black or African American.....	5	0
Latino, Hispanic, or Mexican	16	31
Asian or Pacific Islander.....	5	11
Native American	1	0
Mixed race.....	4	3
Other (SPECIFY: _____)	1	0
(Refused)	3	3

Total Undec.

12. Are you married, single, separated, widowed, or divorced?

Married	62	51
Single	24	39
Separated.....	1	2
Widowed	5	6
Divorced	5	0
(Other).....	0	0
(Refused)	2	3

13. Do you have children under the age of 18 living at home?

Yes	31	27
No.....	67	65
(Refused)	2	8

14. Are you or is anyone in your household a member of a labor union or employee association?
[FOLLOW-UP: Is that you, a member of your household or both?]

Yes, self only.....	13	9
Yes, household member only.....	8	12
Yes, both self and household.....	4	1
Nobody in household.....	73	71
(Refused)	2	7

15. 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.....	21	16
Not-so-strong Republican	8	6
Independent - lean Republican	5	2
Republican	34	24
Independent	14	23
Democratic	46	39
Independent - lean Democratic.....	4	2
Not-so-strong Democrat.....	9	8
Strong Democrat	32	29
(Don't know/other).....	6	14

Region

LA County.....	26	34
Orange	9	6
Inland Empire.....	9	11
San Diego.....	9	8
Central Coast	6	5
Fresno	6	0
Sacramento.....	11	15
Bay Area.....	22	17
North.....	3	4

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME, AND HAVE A PLEASANT (DAY/EVENING)

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	GENDER		AGE					AGE		
		Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
DEM. MINUS REPUB. ID	12	3	20	27	22	2	10	5	16	8	
NO - YES	3	-5	9	23	22	-11	-1	-8	10	-4	
7.PROPOSITION 8 BALLOT	Yes - defintely	37%	41%	34%	31%	30%	44%	37%	40%	36%	38%
	Yes - probably	5%	5%	4%		5%	4%	6%	6%	3%	6%
	Undecided - lean yes	2%	3%	2%	3%		5%	2%	2%	3%	2%
	Undecided	8%	7%	8%	7%	7%	4%	8%	11%	6%	9%
	Undecided - lean no	5%	5%	5%	5%	5%	6%	3%	5%	5%	4%
	No - probably	6%	5%	6%	10%	3%	2%	6%	7%	5%	6%
	No - definitely	37%	34%	39%	43%	50%	34%	35%	27%	42%	32%
(Refused)	1%	1%	1%	1%			2%	2%	0%	2%	
7.PROPOSITION 8 BALLOT	Yes	44%	48%	41%	34%	35%	53%	45%	48%	42%	46%
	No	47%	44%	49%	57%	57%	42%	45%	40%	52%	43%
	Undecided	8%	7%	8%	7%	7%	4%	8%	11%	6%	9%
	Undecided w/leaners	15%	14%	15%	15%	12%	15%	14%	18%	14%	16%
	Total	600	282	318	90	84	108	186	131	282	317
NO - YES	5	2	8	17	12	-5	6	0	7	3	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - defintely	35%	36%	34%	31%	34%	41%	35%	34%	36%	35%
	Yes - probably	5%	6%	4%		6%	4%	6%	5%	3%	6%
	Undecided - lean yes	2%	2%	2%	2%		6%	1%	3%	3%	2%
	Undecided	9%	8%	9%	14%	8%	4%	6%	13%	8%	9%
	Undecided - lean no	5%	6%	4%	9%	3%	8%	1%	4%	7%	2%
	No - probably	6%	6%	6%	5%		4%	8%	9%	3%	9%
	No - definitely	36%	35%	38%	36%	49%	33%	38%	29%	39%	35%
	(Refused)	2%	1%	3%	3%			3%	3%	1%	3%
Total	300	141	159	45	42	54	93	65	141	158	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	45%	40%	33%	40%	51%	43%	42%	42%	42%
	No	47%	46%	48%	50%	52%	45%	48%	42%	49%	46%
	Undecided	9%	8%	9%	14%	8%	4%	6%	13%	8%	9%
	Undecided w/leaners	16%	16%	15%	26%	11%	18%	8%	20%	18%	13%
	Total	300	141	159	45	42	54	93	65	141	158

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER/AGE				RACE		RACE /GENDER		
			Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
DEM. MINUS REPUB. ID		12	5	26	1	14	-4	46	-8	0	57
NO - YES		3	0	19	-9	1	-1	9	-5	3	15
7.PROPOSITION 8 BALLOT	Yes - defintely	37%	39%	33%	42%	35%	39%	31%	41%	38%	30%
	Yes - probably	5%	5%	1%	5%	7%	5%	1%	6%	4%	2%
	Undecided - lean yes	2%	3%	2%	2%	3%	2%	6%	2%	2%	4%
	Undecided	8%	5%	7%	10%	9%	6%	15%	6%	6%	13%
	Undecided - lean no	5%	6%	4%	3%	5%	4%	4%	4%	3%	3%
	No - probably	6%	6%	4%	5%	8%	6%	7%	5%	6%	7%
	No - definitely	37%	35%	48%	32%	32%	37%	36%	36%	38%	41%
(Refused)	1%		1%	1%	2%	1%			2%		
7.PROPOSITION 8 BALLOT	Yes	44%	48%	36%	49%	44%	47%	38%	49%	44%	36%
	No	47%	48%	55%	40%	45%	46%	47%	45%	47%	51%
	Undecided	8%	5%	7%	10%	9%	6%	15%	6%	6%	13%
	Undecided w/leaners	15%	14%	14%	14%	17%	12%	25%	12%	12%	20%
	Total	600	136	146	146	170	390	96	193	197	63
NO - YES		5	3	11	1	6	-3	15	-8	2	15
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - defintely	35%	37%	35%	36%	33%	39%	27%	40%	38%	27%
	Yes - probably	5%	5%	2%	6%	5%	6%	2%	8%	3%	4%
	Undecided - lean yes	2%	3%	3%	2%	2%	3%	2%	4%	3%	3%
	Undecided	9%	8%	9%	8%	10%	6%	22%	5%	7%	17%
	Undecided - lean no	5%	9%	5%	2%	3%	3%	6%	4%	2%	3%
	No - probably	6%	7%		5%	12%	6%	7%	6%	6%	6%
	No - definitely	36%	31%	45%	38%	31%	35%	34%	34%	37%	40%
	(Refused)	2%		2%	2%	4%	2%			4%	
Total	300	68	73	73	85	195	48	96	99	32	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	45%	39%	44%	41%	48%	31%	52%	44%	34%
	No	47%	48%	50%	45%	46%	45%	47%	43%	46%	49%
	Undecided	9%	8%	9%	8%	10%	6%	22%	5%	7%	17%
	Undecided w/leaners	16%	20%	17%	12%	14%	12%	31%	12%	11%	23%
	Total	300	68	73	73	85	195	48	96	99	32

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	PARTY ID			PARTY ID STRENGTH					
		Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican	
DEM. MINUS REPUB. ID	12	100	0	-100	100	100	0	-100	-100	
NO - YES	3	22	24	-34	14	42	24	-30	-41	
7.PROPOSITION 8 BALLOT	Yes - definitely	37%	27%	29%	56%	32%	15%	29%	56%	56%
	Yes - probably	5%	5%	3%	6%	6%	2%	3%	4%	8%
	Undecided - lean yes	2%	3%		2%	1%	8%		2%	3%
	Undecided	8%	7%	13%	6%	7%	6%	13%	6%	5%
	Undecided - lean no	5%	3%	6%	6%	2%	6%	6%	8%	2%
	No - probably	6%	3%	10%	7%	3%	3%	10%	5%	9%
	No - definitely	37%	51%	40%	17%	48%	58%	40%	18%	16%
(Refused)	1%	1%		0%	1%	1%			1%	
7.PROPOSITION 8 BALLOT	Yes	44%	35%	31%	64%	39%	26%	31%	62%	67%
	No	47%	57%	56%	30%	53%	67%	56%	32%	27%
	Undecided	8%	7%	13%	6%	7%	6%	13%	6%	5%
	Undecided w/leaners	15%	13%	18%	14%	10%	20%	18%	16%	10%
	Total	600	273	87	202	193	80	87	125	77
NO - YES	5	21	29	-30	12	42	29	-23	-41	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - definitely	35%	28%	29%	50%	33%	18%	29%	49%	51%
	Yes - probably	5%	4%		8%	5%			7%	10%
	Undecided - lean yes	2%	3%		3%	1%	7%		2%	5%
	Undecided	9%	6%	13%	8%	7%	5%	13%	8%	7%
	Undecided - lean no	5%	4%	4%	6%	2%	10%	4%	7%	4%
	No - probably	6%	3%	8%	7%	3%	4%	8%	7%	8%
	No - definitely	36%	49%	47%	18%	47%	53%	47%	21%	13%
	(Refused)	2%	2%		1%	2%	2%			2%
Total	300	137	41	107	95	42	41	66	40	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	35%	29%	61%	39%	25%	29%	58%	66%
	No	47%	56%	58%	31%	51%	67%	58%	34%	25%
	Undecided	9%	6%	13%	8%	7%	5%	13%	8%	7%
	Undecided w/leaners	16%	13%	17%	17%	9%	22%	17%	17%	16%
	Total	300	137	41	107	95	42	41	66	40

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER				
		Democ ratic men	Democ ratic women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women	
DEM. MINUS REPUB. ID	12	100	100	-100	-100	78	-74	13	74	81	-75	-73	
NO - YES	3	15	27	-35	-34	22	-30	17	16	26	-32	-29	
7.PROPOSITION 8 BALLOT	Yes - defintely	37%	31%	25%	53%	59%	28%	53%	32%	30%	26%	52%	53%
	Yes - probably	5%	3%	6%	8%	3%	4%	6%	5%	3%	4%	8%	3%
	Undecided - lean yes	2%	3%	3%	3%	2%	3%	3%	1%	3%	2%	3%	3%
	Undecided	8%	9%	5%	5%	6%	9%	7%	7%	10%	8%	5%	9%
	Undecided - lean no	5%	2%	5%	6%	5%	3%	7%	5%	1%	4%	7%	7%
	No - probably	6%	2%	4%	8%	6%	5%	6%	6%	4%	5%	8%	4%
	No - definitely	37%	49%	52%	16%	19%	48%	18%	43%	48%	49%	17%	19%
(Refused)	1%	1%	1%		1%	1%	1%	1%	1%	1%		2%	
7.PROPOSITION 8 BALLOT	Yes	44%	38%	33%	65%	63%	34%	61%	38%	36%	32%	63%	59%
	No	47%	53%	60%	30%	30%	56%	31%	55%	52%	59%	32%	30%
	Undecided	8%	9%	5%	5%	6%	9%	7%	7%	10%	8%	5%	9%
	Undecided w/leaners	15%	14%	13%	15%	13%	15%	16%	13%	15%	14%	15%	18%
Total	600	117	156	109	94	276	210	102	117	158	108	102	
NO - YES	5	28	17	-33	-26	27	-28	10	33	24	-24	-33	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - defintely	35%	27%	29%	47%	52%	25%	50%	32%	22%	27%	48%	53%
	Yes - probably	5%	3%	4%	12%	4%	3%	6%	7%	3%	3%	8%	4%
	Undecided - lean yes	2%	2%	4%	4%	1%	2%	3%	2%	2%	2%	4%	1%
	Undecided	9%	8%	5%	7%	9%	10%	8%	7%	12%	9%	5%	10%
	Undecided - lean no	5%	3%	5%	8%	4%	3%	6%	5%	2%	4%	8%	4%
	No - probably	6%	3%	3%	7%	7%	5%	5%	8%	6%	5%	7%	2%
	No - definitely	36%	52%	47%	15%	20%	49%	20%	38%	51%	47%	20%	20%
	(Refused)	2%	2%	3%		2%	2%	2%	1%	2%	3%		5%
Total	300	57	80	56	51	138	105	51	56	81	54	51	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	31%	38%	63%	58%	30%	59%	41%	27%	32%	60%	59%
	No	47%	59%	55%	30%	32%	57%	31%	51%	59%	56%	35%	26%
	Undecided	9%	8%	5%	7%	9%	10%	8%	7%	12%	9%	5%	10%
	Undecided w/leaners	16%	14%	13%	19%	14%	16%	16%	14%	16%	16%	17%	16%
	Total	300	57	80	56	51	138	105	51	56	81	54	51

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
DEM. MINUS REPUB. ID		12	69	12	-53	77	68	12	-46	-58
NO - YES		3	35	6	-38	35	48	6	-36	-46
7.PROPOSITION 8 BALLOT	Yes - definitely	37%	22%	34%	59%	24%	18%	34%	60%	66%
	Yes - probably	5%	4%	7%	4%	3%	3%	7%	2%	4%
	Undecided - lean yes	2%	2%	1%	3%	1%	2%	1%	2%	1%
	Undecided	8%	6%	12%	6%	6%	6%	12%	6%	4%
	Undecided - lean no	5%	3%	6%	6%	3%	4%	6%	4%	8%
	No - probably	6%	7%	4%	6%	6%	11%	4%	8%	4%
	No - definitely	37%	55%	37%	16%	55%	56%	37%	17%	13%
	(Refused)	1%	1%	1%	0%	2%		1%	1%	
7.PROPOSITION 8 BALLOT	Yes	44%	29%	41%	66%	28%	23%	41%	64%	71%
	No	47%	64%	46%	28%	63%	71%	46%	29%	25%
	Undecided	8%	6%	12%	6%	6%	6%	12%	6%	4%
	Undecided w/leaners	15%	11%	18%	14%	10%	13%	18%	12%	13%
	Total	600	218	151	205	100	80	151	86	91
NO - YES		5	41	-2	-33	49	57	-2	-28	-44
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - definitely	35%	18%	37%	54%	11%	17%	37%	54%	64%
	Yes - probably	5%	4%	5%	5%	5%		5%	3%	5%
	Undecided - lean yes	2%	3%	1%	3%	2%	3%	1%	2%	2%
	Undecided	9%	6%	12%	8%	9%	4%	12%	9%	2%
	Undecided - lean no	5%	3%	6%	6%	2%	5%	6%	6%	5%
	No - probably	6%	7%	5%	7%	8%	9%	5%	10%	5%
	No - definitely	36%	57%	31%	17%	58%	63%	31%	15%	17%
	(Refused)	2%	2%	2%	1%	5%		2%	2%	
Total	300	108	81	99	48	41	81	46	39	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	26%	43%	62%	19%	19%	43%	58%	71%
	No	47%	67%	42%	29%	68%	77%	42%	31%	27%
	Undecided	9%	6%	12%	8%	9%	4%	12%	9%	2%
	Undecided w/leaners	16%	12%	20%	16%	13%	12%	20%	17%	8%
	Total	300	108	81	99	48	41	81	46	39

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER				
		Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women	
DEM. MINUS REPUB. ID	12	64	73	4	21	-64	-43	4	25	35	-5	11	14	35	
NO - YES	3	27	42	0	11	-41	-36	-6	19	26	-15	2	17	21	
7.PROPOSITION 8 BALLOT	Yes - definitely	37%	27%	19%	40%	27%	59%	60%	41%	30%	27%	47%	36%	30%	31%
	Yes - probably	5%	4%	4%	4%	9%	6%	1%	5%	3%	1%	4%	6%	5%	1%
	Undecided - lean yes	2%	2%	3%		1%	3%	3%	3%	2%	2%	3%	3%	3%	1%
	Undecided	8%	8%	5%	10%	14%	4%	8%	6%	10%	12%	6%	7%	9%	11%
	Undecided - lean no	5%	2%	4%	7%	5%	5%	6%	4%	5%	4%	3%	5%	8%	2%
	No - probably	6%	5%	7%	1%	6%	9%	3%	6%	5%	6%	4%	8%	8%	3%
	No - definitely	37%	52%	57%	36%	37%	13%	18%	33%	44%	46%	32%	34%	38%	50%
(Refused)	1%		2%	1%	1%		1%	1%	1%	1%	1%	1%		2%	
7.PROPOSITION 8 BALLOT	Yes	44%	33%	26%	44%	37%	68%	64%	49%	35%	30%	54%	45%	37%	33%
	No	47%	60%	68%	45%	48%	28%	28%	43%	54%	56%	39%	47%	54%	54%
	Undecided	8%	8%	5%	10%	14%	4%	8%	6%	10%	12%	6%	7%	9%	11%
	Undecided w/leaners	15%	11%	11%	17%	20%	12%	16%	13%	17%	19%	11%	15%	20%	14%
	Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109
NO - YES	5	46	37	-14	12	-30	-35	-2	18	20	-6	2	15	20	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - definitely	35%	15%	20%	46%	27%	50%	57%	38%	30%	29%	42%	36%	29%	31%
	Yes - probably	5%	4%	4%	4%	6%	10%	2%	5%	4%	3%	4%	5%	7%	
	Undecided - lean yes	2%	3%	4%		2%	4%	1%	3%	1%	1%	3%	4%	2%	
	Undecided	9%	9%	3%	10%	15%	2%	13%	7%	11%	12%	7%	7%	9%	14%
	Undecided - lean no	5%	4%	1%	5%	7%	8%	4%	4%	6%	6%	2%	6%	11%	
	No - probably	6%	5%	9%	2%	8%	10%	4%	7%	4%	4%	6%	9%	6%	2%
	No - definitely	36%	59%	55%	30%	32%	16%	17%	34%	43%	43%	34%	33%	37%	49%
	(Refused)	2%		4%	2%	2%		2%	2%	2%	2%	1%	2%		4%
Total	300	47	60	43	38	46	52	186	108	79	82	104	56	52	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	22%	28%	51%	35%	64%	61%	47%	35%	33%	49%	45%	38%	31%
	No	47%	68%	65%	37%	47%	34%	25%	45%	52%	53%	43%	47%	53%	51%
	Undecided	9%	9%	3%	10%	15%	2%	13%	7%	11%	12%	7%	7%	9%	14%
	Undecided w/leaners	16%	17%	8%	15%	25%	14%	18%	14%	18%	19%	12%	16%	21%	14%
	Total	300	47	60	43	38	46	52	186	108	79	82	104	56	52

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD				
		Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household	
DEM. MINUS REPUB. ID	12	1	17	-16	12	10	24	27	6	21	8	
NO - YES	3	-7	7	-18	0	2	13	28	-11	14	-1	
7.PROPOSITION 8 BALLOT	Yes - definitely	37%	42%	35%	43%	42%	39%	31%	31%	42%	35%	38%
	Yes - probably	5%	4%	5%	9%	1%	4%	6%	2%	4%	2%	5%
	Undecided - lean yes	2%	3%	2%	4%	3%	2%	2%		3%	2%	3%
	Undecided	8%	7%	8%	6%	7%	7%	8%	5%	12%	7%	8%
	Undecided - lean no	5%	5%	4%	3%	5%	5%	3%	2%		3%	5%
	No - probably	6%	5%	6%	4%	5%	6%	6%	4%	3%	4%	7%
	No - definitely	37%	33%	39%	30%	35%	36%	42%	55%	35%	46%	34%
(Refused)	1%	1%	1%	1%	1%		2%		2%	1%	1%	
7.PROPOSITION 8 BALLOT	Yes	44%	50%	42%	55%	46%	46%	39%	33%	49%	39%	46%
	No	47%	42%	50%	37%	46%	47%	52%	61%	38%	53%	45%
	Undecided	8%	7%	8%	6%	7%	7%	8%	5%	12%	7%	8%
	Undecided w/leaners	15%	15%	14%	13%	16%	15%	13%	8%	15%	12%	15%
	Total	600	186	402	76	110	202	200	76	48	148	439
NO - YES	5	-13	14	-24	-7	11	17	23	7	16	2	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - definitely	35%	43%	32%	42%	43%	35%	29%	35%	35%	34%	35%
	Yes - probably	5%	3%	6%	7%		5%	6%	3%	4%	3%	5%
	Undecided - lean yes	2%	5%	1%	6%	4%	1%	1%			1%	3%
	Undecided	9%	11%	7%	12%	11%	6%	8%	2%	12%	5%	9%
	Undecided - lean no	5%	3%	5%	3%	4%	7%	4%	3%		3%	5%
	No - probably	6%	3%	8%	3%	3%	7%	8%	2%	2%	2%	8%
	No - definitely	36%	30%	40%	24%	34%	39%	40%	55%	44%	50%	32%
	(Refused)	2%	2%	2%	3%	1%		3%		4%	1%	2%
Total	300	93	201	34	59	104	96	40	27	77	218	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	50%	39%	55%	47%	42%	36%	38%	39%	39%	44%
	No	47%	37%	53%	31%	41%	53%	52%	60%	46%	55%	45%
	Undecided	9%	11%	7%	12%	11%	6%	8%	2%	12%	5%	9%
	Undecided w/leaners	16%	19%	13%	20%	18%	13%	13%	5%	12%	10%	17%
	Total	300	93	201	34	59	104	96	40	27	77	218

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	REGION					REGION / GENDER				
			LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
DEM. MINUS REPUB. ID		12	24	-26	21	-8	3	29	15	31	21	36
NO - YES		3	5	7	-5	-28	-2	21	8	3	9	31
7.PROPOSITION 8 BALLOT	Yes - definitely	37%	39%	43%	41%	42%	36%	27%	38%	40%	32%	23%
	Yes - probably	5%	1%	1%	2%	10%	8%	6%	2%	1%	8%	5%
	Undecided - lean yes	2%	1%		4%	9%	2%	2%		2%	1%	2%
	Undecided	8%	10%	5%	10%	7%	11%	6%	12%	9%	7%	6%
	Undecided - lean no	5%	4%	7%	6%	3%	3%	5%	3%	5%	6%	4%
	No - probably	6%	5%	10%	3%	4%	11%	5%	3%	7%	6%	5%
	No - definitely	37%	38%	34%	33%	25%	29%	46%	42%	35%	38%	53%
	(Refused)	1%	1%		1%			3%		2%	2%	4%
7.PROPOSITION 8 BALLOT	Yes	44%	42%	44%	47%	60%	46%	35%	40%	43%	41%	30%
	No	47%	47%	51%	42%	33%	44%	56%	48%	46%	50%	61%
	Undecided	8%	10%	5%	10%	7%	11%	6%	12%	9%	7%	6%
	Undecided w/leaners	15%	15%	11%	20%	19%	15%	13%	14%	16%	15%	11%
	Total	600	155	56	55	53	65	130	73	83	62	68
NO - YES		5	10	5	5	-13	-1	16	20	2	7	23
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - definitely	35%	37%	43%	33%	32%	37%	26%	32%	42%	31%	22%
	Yes - probably	5%	1%		4%	8%	3%	9%	2%		10%	7%
	Undecided - lean yes	2%			5%	14%	3%	2%				3%
	Undecided	9%	13%	9%	7%	6%	17%	6%	14%	12%	6%	6%
	Undecided - lean no	5%	3%	4%	13%	3%	4%	6%	3%	3%	8%	4%
	No - probably	6%	5%	7%	6%	3%	18%	5%	3%	7%	5%	5%
	No - definitely	36%	40%	38%	29%	34%	19%	42%	47%	34%	37%	46%
	(Refused)	2%	2%		2%			5%		3%	4%	7%
Total	300	78	28	27	26	33	65	36	42	30	35	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	38%	43%	43%	54%	42%	36%	33%	42%	42%	32%
	No	47%	48%	48%	48%	40%	41%	52%	53%	44%	49%	55%
	Undecided	9%	13%	9%	7%	6%	17%	6%	14%	12%	6%	6%
	Undecided w/leaners	16%	16%	13%	25%	23%	24%	13%	17%	14%	14%	13%
	Total	300	78	28	27	26	33	65	36	42	30	35

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY		
		Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose	
DEM. MINUS REPUB. ID	12	12	29	2	-10	3	21	23	34	-9	21	
NO - YES	3	4	20	-1	-25	2	7	11	30	-2	18	
7.PROPOSITION 8 BALLOT	Yes - defintely	37%	40%	27%	36%	41%	44%	37%	31%	24%	45%	31%
	Yes - probably	5%	1%	7%	8%	8%	1%	2%	8%	6%	1%	8%
	Undecided - lean yes	2%	1%	2%	1%	9%		3%	2%	2%	2%	
	Undecided	8%	9%	7%	11%	7%	7%	10%	7%	6%	6%	3%
	Undecided - lean no	5%	5%	5%	4%	4%	5%	4%	6%	4%	4%	4%
	No - probably	6%	5%	5%	11%	5%	5%	5%	6%	4%	5%	6%
	No - definitely	37%	37%	46%	29%	26%	36%	38%	38%	53%	37%	46%
(Refused)	1%	1%	2%			0%	1%	2%	1%	1%	1%	
7.PROPOSITION 8 BALLOT	Yes	44%	43%	36%	45%	59%	45%	41%	40%	31%	48%	39%
	No	47%	48%	56%	44%	34%	47%	48%	51%	61%	45%	57%
	Undecided	8%	9%	7%	11%	7%	7%	10%	7%	6%	6%	3%
	Undecided w/leaners	15%	15%	14%	16%	20%	13%	17%	15%	12%	12%	7%
	Total	600	283	122	66	51	132	151	62	60	149	86
NO - YES	5	8	17	1	-13	16	2	11	24	-4	10	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - defintely	35%	38%	25%	36%	32%	37%	38%	29%	21%	47%	32%
	Yes - probably	5%	1%	9%	3%	8%	1%	2%	11%	8%		11%
	Undecided - lean yes	2%	1%	2%	3%	14%		2%		4%	2%	
	Undecided	9%	10%	6%	16%	6%	8%	13%	6%	7%	5%	2%
	Undecided - lean no	5%	5%	6%	6%	3%	7%	3%	8%	5%	3%	4%
	No - probably	6%	5%	5%	18%	3%	4%	7%	5%	5%	5%	8%
	No - definitely	36%	38%	42%	18%	34%	43%	34%	38%	47%	37%	41%
	(Refused)	2%	1%	3%			1%	2%	4%	3%	2%	2%
Total	300	140	59	33	26	66	75	29	30	74	40	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	40%	37%	41%	54%	38%	42%	40%	33%	49%	43%
	No	47%	48%	54%	42%	40%	54%	44%	51%	57%	45%	53%
	Undecided	9%	10%	6%	16%	6%	8%	13%	6%	7%	5%	2%
	Undecided w/leaners	16%	16%	15%	26%	23%	15%	17%	14%	15%	10%	6%
	Total	300	140	59	33	26	66	75	29	30	74	40

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA			A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT				
		Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leaners	
DEM. MINUS REPUB. ID	12	11	1	16	8	-75	78	-13	34	15	8	
NO - YES	3	3	12	-1	9	-40	32	-100	100	0	15	
7.PROPOSITION 8 BALLOT	Yes - defintely	37%	37%	36%	38%	31%	54%	25%	84%			
	Yes - probably	5%	5%	2%	5%	8%	8%	4%	10%			
	Undecided - lean yes	2%	3%	3%	3%		3%	2%	5%			
	Undecided	8%	8%	6%	8%	9%	9%	5%		100%	53%	
	Undecided - lean no	5%	5%	7%	4%	3%	4%	4%		10%	31%	
	No - probably	6%	6%	8%	5%	3%	6%	4%		12%		
	No - definitely	37%	37%	38%	35%	43%	15%	54%		78%		
(Refused)	1%	1%	0%	1%	4%	1%	2%					
7.PROPOSITION 8 BALLOT	Yes	44%	44%	41%	46%	39%	65%	30%	100%		16%	
	No	47%	47%	53%	45%	48%	25%	63%		100%	31%	
	Undecided	8%	8%	6%	8%	9%	9%	5%		100%	53%	
	Undecided w/leaners	15%	15%	16%	15%	12%	16%	11%	5%	10%	100%	100%
	Total	600	572	138	408	54	107	136	266	281	47	89
NO - YES	5	4	13	1	9	-40	32	-100	100	0	14	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - defintely	35%	36%	33%	37%	32%	54%	25%	83%			
	Yes - probably	5%	5%	2%	5%	9%	8%	4%	11%			
	Undecided - lean yes	2%	3%	4%	2%		3%	2%	6%		15%	
	Undecided	9%	8%	8%	10%	6%	9%	5%		100%	56%	
	Undecided - lean no	5%	5%	6%	4%	4%	4%	4%		10%	29%	
	No - probably	6%	6%	9%	6%	4%	6%	4%		13%		
	No - definitely	36%	36%	37%	35%	42%	15%	54%		77%		
	(Refused)	2%	2%	1%	2%	5%	1%	2%				
Total	300	285	71	191	38	107	136	127	141	26	47	
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	43%	39%	44%	40%	65%	30%	100%		15%	
	No	47%	47%	52%	45%	49%	25%	63%		100%	29%	
	Undecided	9%	8%	8%	10%	6%	9%	5%		100%	56%	
	Undecided w/leaners	16%	15%	19%	16%	9%	16%	11%	6%	10%	100%	100%
	Total	300	285	71	191	38	107	136	127	141	26	47

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
		Yes - definitely	Undecided	No - definitely	It is acceptable to me	I do not like it, but I can live with it	I do not like it, and it is unacceptable	Yes	No	Undecided	Undecided w/leaners
DEM. MINUS REPUB. ID	12	-17	15	47	47	10	-24	28	-10	9	7
NO - YES	3	-100	0	100	61	-8	-57	7	-4	3	4
7.PROPOSITION 8 BALLOT	Yes - definitely	37%	100%		13%	31%	74%	37%	42%	33%	34%
	Yes - probably	5%			3%	9%	3%	5%	4%	5%	4%
	Undecided - lean yes	2%			1%	6%	1%	1%	3%	4%	3%
	Undecided	8%		100%	4%	13%	1%	6%	5%	14%	13%
	Undecided - lean no	5%			4%	9%	3%	5%	7%	2%	6%
	No - probably	6%			6%	7%	3%	5%	6%	6%	6%
	No - definitely	37%		100%	68%	24%	15%	40%	33%	35%	33%
	(Refused)	1%			1%			1%	0%	1%	1%
7.PROPOSITION 8 BALLOT	Yes	44%	100%		17%	47%	78%	43%	49%	41%	42%
	No	47%		100%	78%	40%	21%	50%	45%	44%	45%
	Undecided	8%		100%	4%	13%	1%	6%	5%	14%	13%
	Undecided w/leaners	15%		100%	8%	28%	5%	12%	15%	20%	22%
	Total	600	223	47	219	216	166	183	261	180	157
NO - YES	5	-100	0	100	60	-6	-52	13	-5	3	4
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - definitely	35%	100%		12%	33%	69%	32%	44%	31%	32%
	Yes - probably	5%			4%	8%	4%	5%	3%	5%	6%
	Undecided - lean yes	2%				7%	2%	3%	1%	4%	4%
	Undecided	9%		100%	6%	11%	2%	6%	7%	15%	13%
	Undecided - lean no	5%			4%	10%	2%	6%	5%	1%	5%
	No - probably	6%			6%	8%	5%	7%	6%	5%	6%
	No - definitely	36%		100%	66%	24%	16%	40%	33%	36%	35%
	(Refused)	2%			2%			2%	1%	1%	1%
Total	300	106	26	109	110	74	95	126	88	85	117
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	100%		16%	47%	75%	40%	49%	40%	41%
	No	47%		100%	76%	41%	23%	53%	44%	43%	45%
	Undecided	9%		100%	6%	11%	2%	6%	7%	15%	13%
	Undecided w/leaners	16%		100%	10%	27%	6%	15%	13%	20%	22%
	Total	300	106	26	109	110	74	95	126	88	85

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - definitely	Yes - probably	Undecided	No - probably	No - definitely	A	B
DEM. MINUS REPUB. ID		12	44	9	9	-24	-7	10	14
NO - YES		3	14	2	3	-20	-5	5	0
7.PROPOSITION 8 BALLOT	Yes - definitely	37%	37%	31%	33%	46%	44%	35%	39%
	Yes - probably	5%	1%	14%	5%	6%	3%	5%	5%
	Undecided - lean yes	2%	1%	1%	4%	6%	3%	2%	2%
	Undecided	8%	6%	6%	14%	4%	5%	9%	7%
	Undecided - lean no	5%	5%	3%	2%	6%	2%	5%	5%
	No - probably	6%	4%	8%	6%	9%	4%	6%	5%
	No - definitely	37%	45%	37%	35%	23%	39%	36%	37%
(Refused)	1%	1%		1%	2%		2%		
7.PROPOSITION 8 BALLOT	Yes	44%	40%	46%	41%	58%	50%	42%	46%
	No	47%	54%	48%	44%	37%	45%	47%	47%
	Undecided	8%	6%	6%	14%	4%	5%	9%	7%
	Undecided w/leaners	15%	11%	10%	20%	15%	9%	16%	14%
	Total	600	154	67	157	52	98	300	300
NO - YES		5	18	16	3	-15	-9	5	.
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes - definitely	35%	35%	24%	31%	44%	50%	35%	
	Yes - probably	5%	1%	13%	5%	7%		5%	
	Undecided - lean yes	2%	2%	2%	4%	3%		2%	
	Undecided	9%	5%	6%	15%	3%	9%	9%	
	Undecided - lean no	5%	9%		1%	7%		5%	
	No - probably	6%	6%	10%	5%	10%	2%	6%	
	No - definitely	36%	40%	45%	36%	23%	39%	36%	
	(Refused)	2%	3%		1%	3%		2%	
Total	300	71	35	85	30	45	300		
A7.PROPOSITION 8 BALLOT: W/ PRESIDENTIAL BALLOT	Yes	42%	37%	39%	40%	54%	50%	42%	
	No	47%	55%	55%	43%	40%	41%	47%	
	Undecided	9%	5%	6%	15%	3%	9%	9%	
	Undecided w/leaners	16%	16%	8%	20%	13%	9%	16%	
	Total	300	71	35	85	30	45	300	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER		AGE					AGE	
			Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
NO - YES		0	-11	10	29	33	-16	-7	-17	13	-11
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	45%	34%	31%	26%	48%	39%	46%	36%	42%
	Yes - probably	5%	5%	5%		4%	4%	6%	7%	3%	6%
	Undecided - lean yes	2%	3%	2%	4%		3%	3%	2%	3%	2%
	Undecided	7%	7%	8%		7%	5%	10%	9%	4%	10%
	Undecided - lean no	5%	4%	6%		7%	4%	5%	6%	3%	6%
	No - probably	5%	5%	5%	15%	5%		3%	5%	6%	4%
	No - definitely	37%	33%	40%	50%	51%	36%	33%	26%	45%	30%
	Total	300	141	159	45	42	54	93	66	141	159
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	52%	41%	35%	30%	56%	48%	54%	41%	51%
	No	47%	41%	51%	65%	63%	39%	41%	37%	55%	40%
	Undecided	7%	7%	8%		7%	5%	10%	9%	4%	10%
	Undecided w/leaners	14%	13%	15%	4%	14%	12%	19%	17%	10%	18%
YES - NO		13	13	14	20	22	12	15	2	18	10
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	29%	23%	30%	31%	27%	24%	21%	29%	23%
	Yes - probably	11%	11%	11%	10%	13%	11%	13%	7%	11%	11%
	Undecided - lean yes	7%	4%	9%	9%	4%	7%	8%	4%	7%	7%
	Undecided	26%	23%	29%	23%	26%	22%	23%	36%	24%	28%
	Undecided - lean no	5%	5%	5%	5%	2%	2%	6%	7%	3%	6%
	No - probably	9%	9%	9%	7%	6%	11%	9%	10%	8%	9%
	No - definitely	16%	18%	15%	17%	18%	19%	15%	15%	18%	15%
	(Refused)	0%	0%	1%				1%	1%		1%
6.PROPOSITION 7 BALLOT	Yes	43%	45%	42%	49%	48%	45%	46%	33%	47%	40%
	No	30%	32%	28%	29%	26%	33%	30%	31%	29%	31%
	Undecided	26%	23%	29%	23%	26%	22%	23%	36%	24%	28%
	Undecided w/leaners	38%	32%	42%	37%	32%	32%	38%	46%	34%	41%
	Total	600	282	318	90	84	108	186	131	282	317

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	GENDER/AGE				RACE		RACE /GENDER			
		Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women	
NO - YES	0	-2	27	-19	-4	2	2	-1	4	15	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - defintely	39%	41%	31%	48%	37%	40%	36%	41%	38%	33%
	Yes - probably	5%	5%	1%	4%	8%	5%		4%	5%	
	Undecided - lean yes	2%	4%	1%	1%	3%	2%	9%	1%	2%	5%
	Undecided	7%	2%	6%	11%	9%	7%	9%	7%	6%	9%
	Undecided - lean no	5%	4%	3%	4%	7%	4%	1%	4%	4%	2%
	No - probably	5%	5%	8%	5%	4%	5%	7%	4%	6%	8%
	No - definitely	37%	39%	50%	26%	32%	38%	38%	38%	38%	43%
Total	300	68	73	73	86	195	48	97	98	31	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	50%	33%	54%	48%	46%	44%	47%	45%	38%
	No	47%	48%	60%	35%	44%	48%	47%	46%	49%	53%
	Undecided	7%	2%	6%	11%	9%	7%	9%	7%	6%	9%
	Undecided w/leaners	14%	9%	11%	16%	19%	12%	19%	12%	12%	16%
YES - NO	13	12	22	13	7	16	4	11	20	3	
6.PROPOSITION 7 BALLOT	Yes - defintely	26%	30%	28%	28%	18%	26%	18%	28%	24%	24%
	Yes - probably	11%	12%	11%	11%	11%	12%	9%	11%	13%	5%
	Undecided - lean yes	7%	6%	8%	3%	10%	7%	8%	5%	10%	7%
	Undecided	26%	18%	29%	27%	29%	25%	33%	22%	27%	31%
	Undecided - lean no	5%	5%	2%	6%	7%	5%	3%	8%	3%	4%
	No - probably	9%	9%	8%	9%	10%	9%	10%	9%	10%	10%
	No - definitely	16%	22%	15%	15%	15%	15%	19%	17%	14%	19%
(Refused)	0%			0%	1%	0%			1%		
6.PROPOSITION 7 BALLOT	Yes	43%	47%	47%	43%	38%	45%	35%	45%	46%	36%
	No	30%	35%	24%	30%	32%	30%	31%	33%	26%	33%
	Undecided	26%	18%	29%	27%	29%	25%	33%	22%	27%	31%
	Undecided w/leaners	38%	28%	39%	36%	46%	37%	44%	35%	39%	42%
Total	600	136	146	146	170	390	96	193	197	63	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID			PARTY ID STRENGTH				
			Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
NO - YES		0	23	20	-39	15	42	20	-38	-40
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	27%	29%	63%	32%	12%	29%	63%	62%
	Yes - probably	5%	6%	5%	3%	6%	4%	5%	1%	6%
	Undecided - lean yes	2%	3%		2%	1%	9%		3%	
	Undecided	7%	7%	13%	3%	7%	6%	13%	4%	3%
	Undecided - lean no	5%	3%	7%	6%	3%	2%	7%	9%	
	No - probably	5%	2%	13%	6%	2%	2%	13%	4%	9%
	No - definitely	37%	53%	34%	17%	49%	64%	34%	16%	19%
Total	300	136	46	96	98	38	46	59	37	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	35%	34%	68%	39%	26%	34%	67%	69%
	No	47%	58%	54%	29%	54%	68%	54%	29%	28%
	Undecided	7%	7%	13%	3%	7%	6%	13%	4%	3%
	Undecided w/leaners	14%	13%	20%	11%	11%	17%	20%	16%	3%
YES - NO		13	29	9	-5	31	24	9	-8	-1
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	36%	23%	15%	36%	35%	23%	13%	17%
	Yes - probably	11%	11%	10%	12%	11%	12%	10%	13%	11%
	Undecided - lean yes	7%	5%	9%	7%	5%	5%	9%	6%	7%
	Undecided	26%	25%	24%	27%	28%	20%	24%	27%	28%
	Undecided - lean no	5%	4%	5%	4%	2%	8%	5%	3%	6%
	No - probably	9%	6%	8%	14%	5%	6%	8%	14%	13%
	No - definitely	16%	13%	21%	21%	13%	14%	21%	24%	17%
(Refused)	0%	0%				1%				
6.PROPOSITION 7 BALLOT	Yes	43%	52%	43%	34%	52%	51%	43%	32%	36%
	No	30%	23%	34%	39%	20%	27%	34%	41%	36%
	Undecided	26%	25%	24%	27%	28%	20%	24%	27%	28%
	Undecided w/leaners	38%	34%	38%	39%	35%	33%	38%	37%	42%
Total	600	273	87	202	193	80	87	125	77	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER				
		Democ ratic men	Democ ratic women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women	
NO - YES	0	3	38	-37	-42	16	-32	24	0	29	-39	-24	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - defintely	39%	35%	20%	60%	66%	30%	55%	32%	37%	24%	57%	53%
	Yes - probably	5%	4%	7%	5%	2%	5%	5%	3%	4%	6%	8%	2%
	Undecided - lean yes	2%	5%	2%	2%	2%	3%	3%		4%	2%	2%	4%
	Undecided	7%	9%	5%	4%	3%	8%	6%	7%	9%	6%	6%	7%
	Undecided - lean no	5%		4%	5%	6%	3%	7%	5%		5%	5%	9%
	No - probably	5%		4%	8%	4%	4%	7%	5%	2%	6%	8%	6%
	No - definitely	37%	47%	58%	17%	17%	48%	17%	49%	44%	51%	15%	19%
Total	300	60	77	53	43	138	105	51	61	77	54	51	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	44%	28%	67%	69%	38%	63%	35%	45%	32%	67%	59%
	No	47%	47%	66%	30%	27%	54%	31%	58%	46%	61%	28%	34%
	Undecided	7%	9%	5%	4%	3%	8%	6%	7%	9%	6%	6%	7%
	Undecided w/leaners	14%	14%	12%	11%	11%	13%	16%	12%	14%	13%	13%	20%
YES - NO	13	35	25	-13	3	25	-7	23	32	20	-9	-5	
6.PROPOSITION 7 BALLOT	Yes - defintely	26%	42%	31%	16%	13%	31%	16%	30%	38%	27%	18%	15%
	Yes - probably	11%	12%	11%	8%	17%	10%	12%	12%	12%	9%	9%	15%
	Undecided - lean yes	7%	2%	7%	8%	5%	5%	7%	10%	1%	8%	9%	4%
	Undecided	26%	23%	27%	22%	33%	31%	23%	20%	29%	32%	19%	27%
	Undecided - lean no	5%	4%	4%	6%	2%	4%	6%	5%	5%	4%	6%	6%
	No - probably	9%	4%	7%	15%	12%	5%	14%	8%	2%	7%	15%	14%
	No - definitely	16%	13%	13%	24%	18%	13%	21%	16%	12%	13%	24%	19%
	(Refused)	0%		1%			0%	0%	1%		1%		1%
6.PROPOSITION 7 BALLOT	Yes	43%	56%	49%	32%	35%	47%	35%	51%	51%	43%	36%	34%
	No	30%	21%	24%	45%	32%	22%	42%	28%	19%	24%	45%	39%
	Undecided	26%	23%	27%	22%	33%	31%	23%	20%	29%	32%	19%	27%
	Undecided w/leaners	38%	29%	38%	37%	41%	40%	36%	35%	35%	44%	34%	37%
	Total	600	117	156	109	94	276	210	102	117	158	108	102

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
NO - YES		0	29	14	-43	22	38	14	-45	-48
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	26%	29%	64%	35%	19%	29%	68%	68%
	Yes - probably	5%	4%	8%	2%	2%	6%	8%	2%	4%
	Undecided - lean yes	2%	1%		3%		2%		2%	
	Undecided	7%	6%	11%	4%	4%	9%	11%	2%	5%
	Undecided - lean no	5%	3%	6%	6%	3%	3%	6%	2%	10%
	No - probably	5%	6%	2%	6%	3%	13%	2%	6%	3%
	No - definitely	37%	52%	43%	15%	53%	49%	43%	19%	10%
	Total	300	110	70	106	52	39	70	40	51
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	32%	38%	69%	37%	27%	38%	71%	71%
	No	47%	61%	51%	26%	59%	64%	51%	27%	24%
	Undecided	7%	6%	11%	4%	4%	9%	11%	2%	5%
	Undecided w/leaners	14%	11%	17%	13%	7%	14%	17%	6%	16%
YES - NO		13	27	12	-1	33	27	12	14	-16
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	33%	25%	20%	40%	32%	25%	27%	15%
	Yes - probably	11%	12%	10%	11%	7%	16%	10%	13%	11%
	Undecided - lean yes	7%	7%	9%	4%	7%	6%	9%	4%	3%
	Undecided	26%	23%	25%	28%	23%	21%	25%	27%	26%
	Undecided - lean no	5%	4%	6%	5%	5%	2%	6%	2%	9%
	No - probably	9%	5%	8%	14%	5%	5%	8%	17%	8%
	No - definitely	16%	16%	17%	18%	11%	19%	17%	11%	28%
	(Refused)	0%	0%			1%				
6.PROPOSITION 7 BALLOT	Yes	43%	52%	43%	35%	54%	53%	43%	44%	29%
	No	30%	25%	31%	37%	22%	26%	31%	29%	45%
	Undecided	26%	23%	25%	28%	23%	21%	25%	27%	26%
	Undecided w/leaners	38%	33%	41%	38%	35%	28%	41%	33%	38%
	Total	600	218	151	205	100	80	151	86	91

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER				
		Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women	
NO - YES	0	8	46	17	10	-50	-36	-11	20	33	-24	1	18	22	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	38%	17%	32%	26%	67%	62%	44%	31%	24%	52%	37%	31%	31%
	Yes - probably	5%	5%	4%	4%	12%	4%	1%	6%	2%		5%	6%	2%	2%
	Undecided - lean yes	2%		3%			2%	4%	2%	3%	3%	2%	2%	4%	2%
	Undecided	7%	6%	7%	10%	12%	6%	3%	6%	9%	13%	6%	7%	9%	9%
	Undecided - lean no	5%		6%	9%	2%	3%	8%	4%	4%	2%	3%	5%	6%	3%
	No - probably	5%	5%	6%		5%	9%	3%	5%	6%	8%	2%	7%	10%	3%
	No - definitely	37%	46%	58%	45%	42%	11%	19%	33%	45%	50%	30%	35%	39%	50%
	Total	300	49	62	36	34	50	56	186	107	67	87	99	50	57
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	43%	24%	37%	39%	72%	67%	52%	36%	27%	59%	46%	37%	35%
	No	47%	51%	70%	53%	49%	22%	30%	42%	55%	60%	35%	47%	55%	56%
	Undecided	7%	6%	7%	10%	12%	6%	3%	6%	9%	13%	6%	7%	9%	9%
	Undecided w/leaners	14%	6%	15%	19%	15%	11%	15%	13%	16%	18%	11%	14%	18%	15%
YES - NO	13	30	25	16	8	-5	2	10	18	23	6	14	19	17	
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	37%	31%	33%	15%	19%	21%	26%	24%	25%	30%	23%	25%	22%
	Yes - probably	11%	15%	9%	11%	8%	9%	13%	10%	13%	14%	9%	11%	15%	10%
	Undecided - lean yes	7%	3%	9%	3%	15%	7%	2%	6%	9%	10%	4%	8%	6%	11%
	Undecided	26%	20%	26%	21%	31%	24%	31%	25%	28%	26%	21%	29%	26%	31%
	Undecided - lean no	5%	6%	2%	5%	8%	5%	6%	4%	5%	5%	4%	5%	8%	2%
	No - probably	9%	4%	7%	7%	9%	15%	12%	10%	8%	6%	10%	9%	7%	8%
	No - definitely	16%	16%	16%	20%	14%	21%	15%	18%	14%	15%	23%	14%	12%	17%
	(Refused)	0%		1%					0%				1%		
6.PROPOSITION 7 BALLOT	Yes	43%	55%	49%	48%	39%	35%	35%	42%	45%	49%	42%	42%	46%	43%
	No	30%	25%	24%	32%	31%	41%	33%	32%	27%	25%	36%	29%	27%	26%
	Undecided	26%	20%	26%	21%	31%	24%	31%	25%	28%	26%	21%	29%	26%	31%
	Undecided w/leaners	38%	29%	37%	29%	54%	36%	39%	36%	42%	40%	28%	42%	40%	43%
	Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD				
		Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household	
NO - YES	0	-2	1	-13	8	-8	10	33	-34	11	-4	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	42%	38%	44%	40%	44%	33%	27%	50%	36%	41%
	Yes - probably	5%	6%	4%	10%	3%	3%	6%	2%	4%	2%	5%
	Undecided - lean yes	2%	2%	3%	2%	2%	3%	3%		8%	2%	3%
	Undecided	7%	3%	8%	2%	4%	9%	8%	9%	12%	9%	6%
	Undecided - lean no	5%	6%	3%	4%	8%	4%	3%	2%		2%	4%
	No - probably	5%	6%	5%	4%	8%	5%	5%	7%	3%	6%	5%
	No - definitely	37%	36%	38%	35%	37%	32%	44%	54%	24%	43%	36%
Total	300	93	201	42	51	97	104	37	21	71	220	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	49%	45%	56%	44%	50%	41%	29%	61%	40%	49%
	No	47%	48%	46%	43%	52%	42%	51%	62%	27%	51%	45%
	Undecided	7%	3%	8%	2%	4%	9%	8%	9%	12%	9%	6%
	Undecided w/leaners	14%	11%	14%	7%	13%	16%	13%	11%	19%	14%	13%
YES - NO	13	17	11	-3	30	17	5	25	-5	11	14	
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	29%	24%	25%	32%	30%	18%	29%	19%	26%	26%
	Yes - probably	11%	10%	12%	6%	12%	14%	10%	18%	8%	13%	11%
	Undecided - lean yes	7%	7%	6%	6%	8%	3%	9%	6%	7%	6%	7%
	Undecided	26%	25%	27%	22%	28%	23%	31%	19%	26%	21%	28%
	Undecided - lean no	5%	3%	6%	2%	3%	7%	4%	6%	11%	7%	4%
	No - probably	9%	10%	9%	11%	9%	8%	9%	4%	14%	10%	9%
	No - definitely	16%	17%	17%	28%	9%	15%	18%	18%	14%	17%	16%
(Refused)	0%		0%				1%				0%	
6.PROPOSITION 7 BALLOT	Yes	43%	46%	42%	38%	51%	47%	37%	53%	34%	45%	43%
	No	30%	29%	31%	40%	21%	30%	32%	28%	40%	34%	29%
	Undecided	26%	25%	27%	22%	28%	23%	31%	19%	26%	21%	28%
	Undecided w/leaners	38%	35%	39%	30%	39%	33%	44%	32%	44%	34%	39%
Total	600	186	402	76	110	202	200	76	48	148	439	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	REGION						REGION / GENDER				
		LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women	
NO - YES	0	1	9	-14	-42	-2	26	-3	5	11	40	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	42%	43%	48%	51%	36%	28%	44%	39%	33%	24%
	Yes - probably	5%	2%	2%		12%	13%	4%	3%	2%	5%	3%
	Undecided - lean yes	2%	2%		3%	4%		1%		4%	3%	
	Undecided	7%	8%		12%	8%	5%	7%	10%	6%	8%	6%
	Undecided - lean no	5%	5%	10%		4%	2%	4%	2%	8%	5%	3%
	No - probably	5%	5%	14%		6%	5%	6%	4%	6%	8%	5%
	No - definitely	37%	37%	31%	37%	15%	39%	49%	38%	35%	39%	60%
	Total	300	78	28	27	26	33	65	37	41	32	33
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	46%	45%	51%	67%	49%	34%	47%	44%	40%	27%
	No	47%	47%	55%	37%	25%	46%	60%	44%	49%	52%	67%
	Undecided	7%	8%		12%	8%	5%	7%	10%	6%	8%	6%
	Undecided w/leaners	14%	15%	10%	15%	16%	7%	12%	11%	18%	16%	9%
YES - NO	13	12	12	21	10	2	27	18	8	22	31	
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	24%	23%	34%	24%	21%	29%	24%	24%	38%	21%
	Yes - probably	11%	11%	15%	8%	10%	9%	12%	15%	8%	11%	13%
	Undecided - lean yes	7%	7%	7%	6%	11%	7%	8%	5%	9%	4%	12%
	Undecided	26%	29%	21%	24%	20%	28%	28%	32%	26%	18%	38%
	Undecided - lean no	5%	4%		2%		9%	5%	3%	5%	7%	3%
	No - probably	9%	9%	12%	7%	14%	9%	7%	4%	12%	10%	3%
	No - definitely	16%	16%	21%	18%	21%	18%	10%	17%	16%	13%	8%
	(Refused)	0%			1%			1%				2%
6.PROPOSITION 7 BALLOT	Yes	43%	42%	45%	48%	45%	37%	49%	43%	41%	52%	45%
	No	30%	29%	33%	27%	35%	35%	22%	25%	33%	30%	14%
	Undecided	26%	29%	21%	24%	20%	28%	28%	32%	26%	18%	38%
	Undecided w/leaners	38%	40%	28%	32%	31%	43%	41%	40%	40%	28%	52%
	Total	600	155	56	55	53	65	130	73	83	62	68

CA MARRIAGE: SEPTEMBER, 2008

		MEDIA MARKET					MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY	
		TOTAL	Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
NO - YES		0	1	23	-2	-37	-12	12	11	35	0	24
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	43%	29%	36%	51%	51%	36%	33%	26%	43%	30%
	Yes - probably	5%	2%	4%	13%	9%	1%	2%	5%	3%	2%	5%
	Undecided - lean yes	2%	2%	1%		4%		3%	3%		1%	
	Undecided	7%	7%	7%	5%	9%	7%	7%	8%	6%	8%	4%
	Undecided - lean no	5%	5%	4%	2%	4%	4%	5%	5%	3%	5%	4%
	No - probably	5%	5%	5%	5%	6%	7%	4%	8%	3%	5%	5%
	No - definitely	37%	37%	49%	39%	17%	30%	42%	39%	59%	37%	51%
Total	300	142	63	33	24	66	76	32	30	75	47	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	46%	35%	49%	64%	53%	41%	40%	29%	46%	36%
	No	47%	47%	58%	46%	27%	41%	52%	52%	65%	46%	60%
	Undecided	7%	7%	7%	5%	9%	7%	7%	8%	6%	8%	4%
	Undecided w/leaners	14%	13%	13%	7%	17%	10%	16%	16%	9%	13%	8%
YES - NO		13	14	27	3	13	18	10	24	31	18	22
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	26%	29%	21%	25%	27%	25%	38%	19%	25%	28%
	Yes - probably	11%	12%	12%	9%	10%	14%	10%	11%	13%	14%	10%
	Undecided - lean yes	7%	6%	8%	8%	11%	5%	8%	4%	13%	7%	9%
	Undecided	26%	26%	29%	27%	19%	25%	26%	18%	41%	25%	29%
	Undecided - lean no	5%	3%	5%	8%		3%	4%	7%	3%	2%	8%
	No - probably	9%	8%	7%	9%	14%	6%	11%	11%	3%	10%	7%
	No - definitely	16%	19%	9%	17%	20%	19%	18%	11%	7%	16%	10%
(Refused)	0%	0%				0%						
6.PROPOSITION 7 BALLOT	Yes	43%	44%	49%	38%	47%	46%	42%	53%	45%	47%	46%
	No	30%	30%	22%	35%	34%	28%	32%	29%	14%	28%	24%
	Undecided	26%	26%	29%	27%	19%	25%	26%	18%	41%	25%	29%
	Undecided w/leaners	38%	35%	43%	44%	30%	33%	37%	29%	57%	35%	46%
Total	600	283	122	66	51	132	151	62	60	149	86	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA			A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT				
		Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leaners	
NO - YES	0	1	10	-3	10	.	.	-100	100	0	16	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	39%	39%	40%	31%		85%				
	Yes - probably	5%	5%	3%	5%	6%		10%				
	Undecided - lean yes	2%	3%	1%	3%			5%			17%	
	Undecided	7%	7%	4%	7%	17%				100%	50%	
	Undecided - lean no	5%	5%	8%	4%				10%		33%	
	No - probably	5%	5%	7%	5%				11%			
	No - definitely	37%	37%	38%	36%	47%			79%			
Total	300	287	66	217	17			139	140	21	43	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	46%	43%	48%	37%		100%			17%	
	No	47%	47%	53%	45%	47%			100%		33%	
	Undecided	7%	7%	4%	7%	17%				100%	50%	
	Undecided w/leaners	14%	15%	13%	14%	17%		5%	10%	100%	100%	
YES - NO	13	13	16	12	17	-4	28	9	18	14	5	
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	26%	28%	26%	17%	17%	29%	23%	29%	18%	19%
	Yes - probably	11%	11%	12%	11%	9%	11%	13%	12%	11%	8%	7%
	Undecided - lean yes	7%	7%	8%	6%	12%	5%	10%	8%	6%	7%	8%
	Undecided	26%	26%	20%	26%	41%	28%	25%	24%	25%	46%	35%
	Undecided - lean no	5%	5%	6%	4%	6%	5%	3%	3%	6%	6%	11%
	No - probably	9%	9%	8%	9%	8%	14%	8%	11%	7%	4%	9%
	No - definitely	16%	17%	19%	17%	6%	19%	12%	19%	16%	10%	10%
	(Refused)	0%	0%	0%	0%							
6.PROPOSITION 7 BALLOT	Yes	43%	44%	48%	43%	38%	34%	51%	42%	46%	34%	35%
	No	30%	31%	32%	31%	21%	38%	23%	33%	29%	20%	30%
	Undecided	26%	26%	20%	26%	41%	28%	25%	24%	25%	46%	35%
	Undecided w/leaners	38%	37%	33%	36%	59%	39%	38%	36%	36%	60%	54%
	Total	600	572	138	408	54	107	136	266	281	47	89

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
		Yes - definitely	Undecided	No - definitely	It is acceptable to me	I do not like it, but I can live with it	I do not like it, and it is unacceptable	Yes	No	Undecided	Undecided w/leaners
NO - YES	0	-100	0	100	62	-9	-62	1	-3	3	3
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	100%		15%	30%	79%	42%	40%	34%	37%
	Yes - probably	5%			2%	11%	3%	5%	5%	4%	3%
	Undecided - lean yes	2%			2%	6%			5%	4%	2%
	Undecided	7%		100%	2%	14%		6%	4%	12%	12%
	Undecided - lean no	5%			3%	8%	4%	3%	8%	4%	7%
	No - probably	5%			6%	7%	1%	4%	5%	8%	7%
	No - definitely	37%		100%	71%	23%	14%	41%	33%	34%	32%
Total	300	118	21	110	106	92	88	135	93	72	110
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	100%		18%	47%	81%	46%	50%	42%	43%
	No	47%		100%	80%	39%	19%	47%	46%	45%	46%
	Undecided	7%		100%	2%	14%		6%	4%	12%	12%
	Undecided w/leaners	14%		100%	7%	29%	4%	9%	17%	20%	21%
YES - NO	13	10	14	21	25	16	-2	100	-100	0	5
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	26%	18%	32%	31%	23%	21%	59%		
	Yes - probably	11%	9%	8%	11%	11%	14%	10%	26%		
	Undecided - lean yes	7%	8%	7%	5%	7%	8%	4%	15%		18%
	Undecided	26%	23%	46%	25%	26%	25%	28%		100%	69%
	Undecided - lean no	5%	3%	6%	4%	5%	5%	4%		16%	13%
	No - probably	9%	11%	4%	5%	7%	9%	10%		29%	
	No - definitely	16%	20%	10%	17%	13%	15%	22%		55%	
(Refused)	0%										
6.PROPOSITION 7 BALLOT	Yes	43%	43%	34%	48%	50%	46%	35%	100%		18%
	No	30%	34%	20%	27%	25%	29%	37%		100%	13%
	Undecided	26%	23%	46%	25%	26%	25%	28%			100%
	Undecided w/leaners	38%	35%	60%	34%	38%	39%	37%	15%	16%	100%
	Total	600	223	47	219	216	166	183	261	180	157

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - definitely	Yes - probably	Undecided	No - probably	No - definitely	A	B
NO - YES		0	11	-14	3	-27	-2	.	0
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes - definitely	39%	39%	39%	34%	49%	39%		39%
	Yes - probably	5%	2%	15%	4%	3%	6%		5%
	Undecided - lean yes	2%			4%	9%	5%		2%
	Undecided	7%	6%	6%	12%	4%	1%		7%
	Undecided - lean no	5%	2%	6%	4%	5%	3%		5%
	No - probably	5%	2%	6%	8%	7%	6%		5%
	No - definitely	37%	49%	28%	34%	22%	39%		37%
Total	300	83	32	72	22	53		300	
B7.PROPOSITION 8 BALLOT: W/O PRESIDENTIAL BALLOT	Yes	46%	41%	54%	42%	62%	50%		46%
	No	47%	53%	40%	45%	34%	48%		47%
	Undecided	7%	6%	6%	12%	4%	1%		7%
	Undecided w/leaners	14%	8%	12%	20%	18%	10%		14%
YES - NO		13	100	100	0	-100	-100	13	14
6.PROPOSITION 7 BALLOT	Yes - definitely	26%	100%					24%	28%
	Yes - probably	11%		100%				12%	11%
	Undecided - lean yes	7%						7%	7%
	Undecided	26%			100%			28%	24%
	Undecided - lean no	5%						4%	6%
	No - probably	9%				100%		10%	7%
	No - definitely	16%					100%	15%	18%
(Refused)	0%						1%		
6.PROPOSITION 7 BALLOT	Yes	43%	100%	100%				42%	45%
	No	30%				100%	100%	29%	31%
	Undecided	26%			100%			28%	24%
	Undecided w/leaners	38%			100%			39%	37%
	Total	600	154	67	157	52	98	300	300

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER		AGE					AGE	
			Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	94%	96%	90%	98%	93%	98%	95%	94%	97%
	Probably	5%	6%	4%	10%	2%	7%	2%	5%	6%	3%
RIGHT DIRECTION - WRONG TRACK		-45	-40	-50	-15	-58	-42	-59	-39	-38	-51
3.DIRECTION OF CALIFORNIA	Right direction	23%	26%	20%	42%	18%	25%	15%	23%	28%	18%
	Wrong track	68%	66%	70%	56%	76%	67%	74%	62%	66%	69%
	(Refuse)	9%	7%	11%	2%	6%	7%	11%	15%	5%	12%
	Total	600	282	318	90	84	108	186	131	282	317
OBAMA - MCCAIN		10	2	17	26	25	-1	8	-1	15	5
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	39%	33%	25%	32%	42%	37%	40%	33%	38%
	Obama	45%	40%	50%	51%	56%	41%	45%	39%	49%	42%
	Someone else	2%	4%	0%	11%			1%		3%	1%
	(Undecided)	13%	12%	13%	6%	10%	15%	12%	17%	11%	14%
	(Refused)	4%	5%	4%	7%	2%	2%	5%	5%	4%	5%
	Total	300	141	159	45	42	54	93	65	141	158
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	36%	36%	56%	49%	34%	30%	24%	45%	28%
	I do not like it, but I can live with it	28%	28%	27%	25%	23%	23%	32%	30%	24%	31%
	I do not like it, and it is unacceptable	30%	31%	30%	16%	25%	36%	33%	36%	26%	34%
	(Don't know)	4%	4%	4%	3%	2%	6%	3%	5%	4%	4%
	(Refused)	2%	1%	3%		2%	1%	3%	4%	1%	3%
	Total	600	282	318	90	84	108	186	131	282	317

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER/AGE				RACE		RACE /GENDER		
			Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	92%	95%	97%	97%	97%	94%	96%	97%	95%
	Probably	5%	8%	5%	3%	3%	3%	6%	4%	3%	5%
RIGHT DIRECTION - WRONG TRACK		-45	-28	-47	-51	-51	-47	-36	-37	-57	-34
3.DIRECTION OF CALIFORNIA	Right direction	23%	33%	24%	20%	17%	22%	29%	28%	17%	31%
	Wrong track	68%	62%	71%	71%	68%	70%	65%	65%	74%	65%
	(Refuse)	9%	5%	6%	9%	15%	8%	7%	6%	9%	5%
	Total	600	136	146	146	170	390	96	193	197	63
OBAMA - MCCAIN		10	2	28	1	7	-4	42	-11	2	49
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	36%	30%	41%	35%	43%	22%	46%	41%	19%
	Obama	45%	39%	58%	42%	43%	39%	64%	35%	43%	67%
	Someone else	2%	7%		2%		2%		4%		
	(Undecided)	13%	11%	10%	12%	16%	12%	11%	10%	14%	11%
	(Refused)	4%	6%	1%	3%	6%	3%	2%	5%	2%	3%
	Total	300	68	73	73	85	195	48	96	99	32
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	48%	43%	24%	31%	38%	36%	39%	37%	39%
	I do not like it, but I can live with it	28%	25%	22%	31%	32%	26%	24%	26%	26%	19%
	I do not like it, and it is unacceptable	30%	22%	31%	40%	30%	31%	33%	31%	32%	34%
	(Don't know)	4%	5%	3%	4%	3%	3%	5%	2%	3%	6%
	(Refused)	2%	1%	1%	2%	4%	2%	1%	1%	3%	2%
	Total	600	136	146	146	170	390	96	193	197	63

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID			PARTY ID STRENGTH				
			Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	96%	88%	99%	95%	99%	88%	99%	98%
	Probably	5%	4%	12%	1%	5%	1%	12%	1%	2%
RIGHT DIRECTION - WRONG TRACK		-45	-49	-61	-35	-53	-40	-61	-28	-46
3.DIRECTION OF CALIFORNIA	Right direction	23%	21%	16%	28%	19%	27%	16%	31%	23%
	Wrong track	68%	70%	77%	63%	72%	68%	77%	59%	69%
	(Refuse)	9%	8%	7%	9%	9%	5%	7%	10%	8%
	Total	600	273	87	202	193	80	87	125	77
OBAMA - MCCAIN		10	76	11	-78	87	51	11	-82	-69
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	6%	26%	82%	4%	9%	26%	88%	73%
	Obama	45%	82%	37%	5%	91%	60%	37%	5%	4%
	Someone else	2%	2%	2%		1%	3%	2%		
	(Undecided)	13%	10%	27%	7%	3%	25%	27%	3%	15%
	(Refused)	4%	1%	7%	5%		2%	7%	4%	8%
	Total	300	137	41	107	95	42	41	66	40
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	49%	36%	16%	47%	53%	36%	16%	16%
	I do not like it, but I can live with it	28%	27%	26%	29%	27%	28%	26%	26%	34%
	I do not like it, and it is unacceptable	30%	20%	27%	48%	22%	16%	27%	52%	43%
	(Don't know)	4%	3%	7%	5%	3%	1%	7%	4%	5%
	(Refused)	2%	1%	5%	1%	0%	2%	5%	1%	1%
	Total	600	273	87	202	193	80	87	125	77

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID / GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER			
			Democ ratic men	Democ ratic women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	95%	97%	98%	100%	93%	97%	97%	91%	95%	97%	98%
	Probably	5%	5%	3%	2%		7%	3%	3%	9%	5%	3%	2%
RIGHT DIRECTION - WRONG TRACK		-45	-46	-52	-28	-42	-47	-39	-50	-42	-51	-31	-47
3.DIRECTION OF CALIFORNIA	Right direction	23%	23%	20%	33%	23%	22%	27%	19%	25%	20%	32%	22%
	Wrong track	68%	69%	71%	61%	65%	69%	66%	69%	66%	70%	63%	69%
	(Refuse)	9%	8%	9%	6%	12%	10%	7%	11%	9%	10%	6%	9%
	Total	600	117	156	109	94	276	210	102	117	158	108	102
OBAMA - MCCAIN		10	75	76	-74	-81	63	-70	29	53	70	-63	-78
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	5%	6%	80%	85%	9%	77%	24%	14%	5%	72%	82%
	Obama	45%	80%	83%	6%	3%	72%	7%	53%	67%	75%	9%	4%
	Someone else	2%	5%				2%	1%	5%	5%	1%	2%	
	(Undecided)	13%	11%	10%	5%	10%	14%	10%	13%	15%	13%	8%	11%
	(Refused)	4%		1%	8%	2%	3%	6%	4%		6%	8%	3%
	Total	300	57	80	56	51	138	105	51	56	81	54	51
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	50%	48%	18%	14%	47%	18%	39%	48%	47%	18%	18%
	I do not like it, but I can live with it	28%	27%	28%	31%	26%	27%	29%	29%	27%	26%	32%	27%
	I do not like it, and it is unacceptable	30%	20%	19%	45%	53%	22%	44%	26%	23%	22%	43%	46%
	(Don't know)	4%	3%	3%	5%	5%	3%	5%	5%	2%	3%	6%	5%
	(Refused)	2%		2%	1%	2%	1%	3%	1%		2%	1%	5%
	Total	600	117	156	109	94	276	210	102	117	158	108	102

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	95%	95%	98%	92%	98%	95%	97%	100%
	Probably	5%	5%	5%	2%	8%	2%	5%	3%	
RIGHT DIRECTION - WRONG TRACK		-45	-44	-62	-31	-59	-24	-62	-24	-32
3.DIRECTION OF CALIFORNIA	Right direction	23%	24%	15%	30%	16%	35%	15%	34%	26%
	Wrong track	68%	68%	76%	60%	75%	59%	76%	58%	58%
	(Refuse)	9%	7%	9%	10%	9%	5%	9%	7%	15%
	Total	600	218	151	205	100	80	151	86	91
OBAMA - MCCAIN		10	67	16	-61	80	69	16	-54	-70
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	8%	30%	73%	2%	9%	30%	67%	83%
	Obama	45%	75%	45%	12%	83%	79%	45%	13%	14%
	Someone else	2%	5%		1%	2%	6%			3%
	(Undecided)	13%	9%	23%	8%	8%	3%	23%	8%	
	(Refused)	4%	3%	2%	6%	5%	3%	2%	12%	
	Total	300	108	81	99	48	41	81	46	39
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	54%	37%	15%	63%	50%	37%	15%	16%
	I do not like it, but I can live with it	28%	25%	29%	30%	24%	27%	29%	35%	19%
	I do not like it, and it is unacceptable	30%	18%	26%	48%	11%	20%	26%	42%	60%
	(Don't know)	4%	2%	5%	5%	1%	3%	5%	7%	4%
	(Refused)	2%	1%	3%	1%	1%	1%	3%	2%	1%
	Total	600	218	151	205	100	80	151	86	91

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER			
			Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	94%	95%	96%	94%	95%	100%	98%	91%	92%	98%	98%	88%	93%
	Probably	5%	6%	5%	4%	6%	5%		2%	9%	8%	2%	2%	12%	7%
RIGHT DIRECTION - WRONG TRACK		-45	-37	-50	-64	-59	-18	-42	-49	-35	-36	-47	-51	-26	-45
3.DIRECTION OF CALIFORNIA	Right direction	23%	30%	20%	14%	15%	36%	24%	20%	29%	29%	23%	18%	33%	25%
	Wrong track	68%	66%	70%	78%	74%	54%	66%	69%	64%	65%	70%	69%	59%	69%
	(Refuse)	9%	4%	10%	8%	11%	10%	10%	10%	7%	6%	7%	13%	8%	6%
	Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109
OBAMA - MCCAIN		10	54	77	9	24	-60	-63	0	27	28	-6	5	11	43
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	13%	4%	34%	25%	72%	74%	42%	26%	25%	45%	40%	32%	19%
	Obama	45%	66%	82%	43%	49%	12%	11%	42%	52%	53%	39%	45%	43%	62%
	Someone else	2%	10%				3%			5%	7%			9%	
	(Undecided)	13%	10%	8%	20%	26%	4%	11%	13%	12%	9%	13%	13%	10%	13%
	(Refused)	4%		6%	4%		10%	4%	3%	6%	7%	4%	2%	5%	6%
	Total	300	47	60	43	38	46	52	186	108	79	82	104	56	52
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	50%	57%	41%	33%	16%	15%	30%	47%	54%	29%	31%	48%	46%
	I do not like it, but I can live with it	28%	22%	27%	30%	29%	33%	28%	27%	30%	27%	26%	27%	31%	29%
	I do not like it, and it is unacceptable	30%	24%	13%	26%	26%	44%	52%	38%	18%	16%	41%	35%	15%	20%
	(Don't know)	4%	4%	1%	2%	7%	7%	4%	4%	4%	3%	4%	4%	6%	3%
	(Refused)	2%		2%	1%	5%	1%	2%	2%	1%	1%	1%	3%		2%
	Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD			
			Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	97%	94%	98%	97%	93%	96%	98%	95%	97%	95%
	Probably	5%	3%	6%	2%	3%	7%	4%	2%	5%	3%	5%
RIGHT DIRECTION - WRONG TRACK		-45	-47	-45	-44	-48	-38	-51	-62	-75	-65	-38
3.DIRECTION OF CALIFORNIA	Right direction	23%	22%	23%	25%	21%	27%	19%	15%	4%	13%	27%
	Wrong track	68%	69%	68%	69%	69%	65%	71%	77%	79%	78%	65%
	(Refuse)	9%	9%	9%	6%	10%	8%	10%	7%	17%	9%	9%
	Total	600	186	402	76	110	202	200	76	48	148	439
OBAMA - MCCAIN		10	-7	19	-19	0	10	29	44	18	42	-1
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	47%	30%	52%	43%	34%	26%	20%	30%	21%	41%
	Obama	45%	40%	49%	32%	44%	44%	54%	64%	47%	62%	40%
	Someone else	2%	1%	3%		1%	6%		7%		3%	2%
	(Undecided)	13%	11%	13%	13%	10%	11%	15%	7%	23%	12%	12%
	(Refused)	4%	2%	5%	3%	2%	5%	5%	2%		2%	4%
	Total	300	93	201	34	59	104	96	40	27	77	218
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	31%	39%	34%	28%	37%	41%	48%	37%	42%	34%
	I do not like it, but I can live with it	28%	27%	28%	28%	27%	28%	27%	22%	19%	23%	29%
	I do not like it, and it is unacceptable	30%	36%	28%	33%	38%	30%	26%	27%	31%	29%	32%
	(Don't know)	4%	5%	3%	4%	6%	5%	2%	3%	12%	6%	3%
	(Refused)	2%	1%	2%	1%	1%	1%	3%		1%	0%	2%
	Total	600	186	402	76	110	202	200	76	48	148	439

CA MARRIAGE: SEPTEMBER, 2008

		REGION						REGION / GENDER				
		TOTAL	LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	91%	97%	94%	95%	100%	95%	88%	92%	96%	95%
	Probably	5%	9%	3%	6%	5%		5%	12%	8%	4%	5%
RIGHT DIRECTION - WRONG TRACK		-45	-45	-39	-49	-48	-46	-43	-40	-49	-43	-43
3.DIRECTION OF CALIFORNIA	Right direction	23%	24%	28%	21%	24%	21%	21%	26%	23%	23%	19%
	Wrong track	68%	69%	67%	70%	72%	67%	63%	65%	72%	65%	62%
	(Refuse)	9%	7%	5%	9%	4%	12%	16%	9%	5%	12%	19%
	Total	600	155	56	55	53	65	130	73	83	62	68
OBAMA - MCCAIN		10	22	-22	-7	-2	2	35	19	25	24	45
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	31%	48%	33%	47%	35%	25%	36%	27%	32%	19%
	Obama	45%	53%	26%	26%	46%	37%	60%	55%	52%	56%	63%
	Someone else	2%		8%	5%		4%	1%				2%
	(Undecided)	13%	13%	9%	28%	7%	22%	9%	8%	17%	8%	9%
	(Refused)	4%	3%	9%	7%		3%	6%		5%	5%	7%
	Total	300	78	28	27	26	33	65	36	42	30	35
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	37%	38%	19%	29%	27%	51%	40%	35%	55%	47%
	I do not like it, but I can live with it	28%	26%	23%	36%	33%	33%	23%	27%	26%	21%	24%
	I do not like it, and it is unacceptable	30%	28%	35%	39%	31%	35%	21%	25%	31%	22%	20%
	(Don't know)	4%	6%	3%	4%	6%	4%	3%	9%	3%	1%	4%
	(Refused)	2%	2%	2%	2%		1%	2%		4%	1%	4%
	Total	600	155	56	55	53	65	130	73	83	62	68

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY	
			Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	93%	96%	100%	95%	92%	94%	96%	95%	95%	98%
	Probably	5%	7%	4%		5%	8%	6%	4%	5%	5%	2%
RIGHT DIRECTION - WRONG TRACK		-45	-42	-41	-46	-46	-35	-49	-42	-41	-47	-40
3.DIRECTION OF CALIFORNIA	Right direction	23%	25%	21%	21%	25%	29%	22%	23%	19%	23%	23%
	Wrong track	68%	68%	63%	67%	71%	64%	71%	65%	60%	70%	63%
	(Refuse)	9%	7%	16%	11%	4%	7%	7%	12%	20%	7%	14%
	Total	600	283	122	66	51	132	151	62	60	149	86
OBAMA - MCCAIN		10	7	38	0	-2	2	11	28	49	-10	30
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	35%	24%	36%	47%	36%	35%	29%	18%	46%	27%
	Obama	45%	42%	62%	36%	46%	38%	46%	57%	67%	36%	57%
	Someone else	2%	3%	1%	4%		5%			2%	3%	
	(Undecided)	13%	15%	10%	21%	7%	15%	15%	8%	11%	13%	10%
	(Refused)	4%	5%	4%	3%		5%	5%	5%	3%	2%	6%
	Total	300	140	59	33	26	66	75	29	30	74	40
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	35%	52%	27%	30%	34%	35%	56%	49%	38%	52%
	I do not like it, but I can live with it	28%	27%	23%	33%	33%	26%	28%	21%	24%	22%	22%
	I do not like it, and it is unacceptable	30%	31%	21%	35%	30%	33%	30%	21%	21%	35%	22%
	(Don't know)	4%	5%	3%	4%	6%	6%	4%	1%	5%	2%	2%
	(Refused)	2%	2%	1%	1%		1%	3%	1%	1%	2%	2%
	Total	600	283	122	66	51	132	151	62	60	149	86

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA			A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT			
			Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leans
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	100%	98%	95%	94%	97%	96%	96%	96%	92%	95%
	Probably	5%		2%	5%	6%	3%	4%	4%	4%	8%	5%
RIGHT DIRECTION - WRONG TRACK		-45	-44	100	-100	0	-34	-43	-49	-39	-55	-44
3.DIRECTION OF CALIFORNIA	Right direction	23%	24%	100%			27%	22%	21%	26%	17%	24%
	Wrong track	68%	67%		100%		61%	65%	71%	65%	72%	69%
	(Refuse)	9%	9%			100%	13%	12%	8%	9%	10%	7%
	Total	600	572	138	408	54	107	136	266	281	47	89
OBAMA - MCCAIN		10	10	2	13	9	-100	100	-22	42	-8	-3
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	36%	40%	34%	35%	100%		55%	19%	37%	36%
	Obama	45%	46%	43%	47%	45%		100%	33%	61%	29%	33%
	Someone else	2%	2%	5%	1%				1%	4%	2%	1%
	(Undecided)	13%	11%	7%	14%	16%			9%	13%	28%	22%
	(Refused)	4%	4%	4%	4%	3%			2%	4%	4%	9%
	Total	300	285	71	191	38	107	136	127	141	26	47
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	36%	40%	33%	48%	13%	55%	14%	60%	18%	20%
	I do not like it, but I can live with it	28%	27%	25%	29%	23%	27%	23%	30%	24%	45%	52%
	I do not like it, and it is unacceptable	30%	32%	29%	32%	24%	52%	17%	54%	14%	3%	9%
	(Don't know)	4%	4%	4%	4%	3%	6%	4%	2%	3%	24%	13%
	(Refused)	2%	2%	1%	2%	2%	1%	0%	1%	0%	10%	5%
	Total	600	572	138	408	54	107	136	266	281	47	89

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
			Yes - definite y	Undeci ded	No - definite ly	It is accept able to me	I do not like it, but I can live with it	I do not like it, and it is unaccept able	Yes	No	Undeci ded	Undeci ded w/leane rs
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	95%	92%	95%	95%	95%	99%	95%	97%	94%	94%
	Probably	5%	5%	8%	5%	5%	5%	1%	5%	3%	6%	6%
RIGHT DIRECTION - WRONG TRACK		-45	-48	-55	-42	-37	-50	-49	-42	-45	-51	-45
3.DIRECTION OF CALIFORNIA	Right direction	23%	22%	17%	24%	26%	21%	22%	25%	24%	17%	20%
	Wrong track	68%	70%	72%	66%	62%	71%	71%	67%	69%	69%	66%
	(Refuse)	9%	8%	10%	11%	12%	7%	7%	8%	6%	14%	14%
	Total	600	223	47	219	216	166	183	261	180	157	226
OBAMA - MCCAIN		10	-23	-8	53	56	4	-34	27	-10	5	9
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	55%	37%	15%	13%	40%	58%	29%	46%	36%	36%
	Obama	45%	32%	29%	68%	69%	43%	24%	55%	37%	41%	45%
	Someone else	2%	1%	2%	4%	4%	1%	1%	2%	3%	2%	3%
	(Undecided)	13%	10%	28%	12%	11%	14%	12%	11%	11%	17%	14%
	(Refused)	4%	3%	4%	1%	4%	2%	4%	3%	3%	4%	3%
	Total	300	106	26	109	110	74	95	126	88	85	117
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	13%	18%	67%	100%			41%	30%	35%	36%
	I do not like it, but I can live with it	28%	23%	45%	18%		100%		29%	27%	27%	28%
	I do not like it, and it is unacceptable	30%	60%	3%	13%			100%	25%	37%	32%	30%
	(Don't know)	4%	2%	24%	2%				4%	3%	4%	5%
	(Refused)	2%	1%	10%	0%				1%	3%	1%	1%
	Total	600	223	47	219	216	166	183	261	180	157	226

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - definitely	Yes - probably	Undecided	No - probably	No - definitely	A	B
2.GENERAL ELECTION VOTE LIKELIHOOD	Almost certain	95%	97%	93%	94%	95%	98%	95%	96%
	Probably	5%	3%	7%	6%	5%	2%	5%	4%
RIGHT DIRECTION - WRONG TRACK		-45	-43	-45	-51	-51	-44	-40	-50
3.DIRECTION OF CALIFORNIA	Right direction	23%	25%	24%	17%	20%	26%	24%	22%
	Wrong track	68%	69%	69%	69%	71%	70%	64%	72%
	(Refuse)	9%	6%	7%	14%	9%	4%	13%	6%
	Total	600	154	67	157	52	98	300	300
OBAMA - MCCAIN		10	29	15	5	-13	-7	10	.
A4.PRESIDENTIAL BALLOT: MCCAIN VS OBAMA	McCain	36%	26%	34%	36%	48%	45%	36%	
	Obama	45%	56%	49%	41%	36%	37%	45%	
	Someone else	2%	1%	4%	2%		3%	2%	
	(Undecided)	13%	12%	13%	17%	9%	13%	13%	
	(Refused)	4%	5%		4%	7%	2%	4%	
	Total	300	71	35	85	30	45	300	
8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES	It is acceptable to me	36%	43%	36%	35%	28%	29%	37%	35%
	I do not like it, but I can live with it	28%	25%	35%	27%	28%	26%	25%	31%
	I do not like it, and it is unacceptable	30%	25%	26%	32%	35%	41%	32%	29%
	(Don't know)	4%	4%	3%	4%	5%	2%	5%	3%
	(Refused)	2%	2%		1%	4%	2%	2%	2%
	Total	600	154	67	157	52	98	300	300

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER		AGE					AGE	
			Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
GENDER	Men	47%	100%		52%	40%	51%	43%	51%	48%	46%
	Women	53%		100%	48%	60%	49%	57%	49%	52%	54%
DEM. MINUS REPUB. ID		12	3	20	27	22	2	10	5	16	8
PARTY ID	Strong Democrat	32%	28%	36%	35%	37%	29%	30%	33%	33%	31%
	Not strong Democrat	9%	9%	10%	13%	11%	6%	10%	8%	10%	9%
	Lean Democrat	4%	5%	3%	3%	4%	6%	4%	3%	5%	4%
	Independent	14%	15%	14%	13%	16%	16%	15%	13%	15%	14%
	Lean Republican	5%	7%	4%	6%	2%	5%	4%	8%	5%	5%
	Not strong Republican	8%	8%	8%	3%	4%	12%	11%	5%	7%	9%
	Strong Republican	21%	24%	18%	15%	23%	22%	19%	26%	20%	22%
	(Don't know /other)	6%	4%	8%	11%	3%	3%	8%	5%	6%	7%
PARTY ID	Democrat	46%	42%	49%	52%	52%	42%	44%	44%	48%	44%
	Indep.	14%	15%	14%	13%	16%	16%	15%	13%	15%	14%
	Republican	34%	39%	29%	25%	30%	39%	34%	38%	32%	36%
PARTY ID /GENDER	Democratic men	20%	42%		21%	20%	18%	18%	22%	20%	19%
	Democratic women	26%		49%	30%	32%	23%	26%	22%	28%	24%
	Indep. men	7%	15%		10%	5%	11%	6%	5%	9%	6%
	Indep. women	7%		14%	3%	10%	5%	9%	8%	6%	8%
	Republican men	18%	39%		16%	15%	20%	16%	23%	17%	19%
	Republican women	16%		29%	8%	15%	19%	18%	15%	14%	17%
DEMOCRAT - REPUBLICAN		11	3	18	28	13	-4	9	12	11	10
PARTY REGISTRATION	Democrat	46%	42%	50%	48%	48%	38%	45%	51%	44%	48%
	Republican	35%	38%	32%	20%	35%	42%	36%	39%	33%	37%
	Decline to state	17%	18%	16%	31%	16%	18%	17%	7%	22%	13%
	Minor party	2%	3%	2%	1%	1%	2%	3%	3%	2%	3%
PARTY REGISTRATION / GENDER	Democrat Men	20%	42%		23%	14%	16%	19%	24%	18%	21%
	Democrat Women	26%		50%	25%	34%	22%	25%	27%	26%	26%
	Republican Men	18%	38%		12%	18%	22%	16%	22%	18%	18%
	Republican Women	17%		32%	8%	17%	19%	20%	17%	15%	19%
	Decline to state Men	8%	18%		16%	7%	11%	6%	4%	12%	5%
	Decline to state Women	9%		16%	15%	9%	7%	10%	3%	10%	7%
	Minor party Men	1%	3%		1%	1%	2%	1%	2%	1%	1%
	Minor party Women	1%		2%	1%	1%	0%	1%	1%	1%	1%
	Total	600	282	318	90	84	108	186	131	282	317

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER/AGE				RACE		RACE /GENDER		
			Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
GENDER	Men	47%	100%		100%		49%	35%	100%		
	Women	53%		100%		100%	51%	65%		100%	100%
DEM. MINUS REPUB. ID		12	5	26	1	14	-4	46	-8	0	57
PARTY ID	Strong Democrat	32%	27%	39%	30%	32%	26%	46%	24%	29%	49%
	Not strong Democrat	9%	8%	12%	10%	9%	7%	17%	7%	7%	18%
	Lean Democrat	4%	6%	3%	3%	4%	4%	2%	5%	4%	3%
	Independent	14%	18%	12%	13%	15%	15%	9%	16%	14%	12%
	Lean Republican	5%	4%	5%	9%	2%	7%		9%	4%	
	Not strong Republican	8%	10%	5%	6%	10%	9%	5%	9%	10%	5%
	Strong Republican	21%	23%	18%	25%	19%	26%	13%	27%	25%	8%
(Don't know /other)		6%	5%	7%	4%	9%	5%	9%	4%	7%	7%
PARTY ID	Democrat	46%	41%	54%	42%	45%	38%	65%	36%	39%	69%
	Indep.	14%	18%	12%	13%	15%	15%	9%	16%	14%	12%
	Republican	34%	36%	28%	41%	31%	42%	18%	44%	39%	12%
PARTY ID /GENDER	Democratic men	20%	41%		42%		18%	19%	36%		
	Democratic women	26%		54%		45%	20%	45%		39%	69%
	Indep. men	7%	18%		13%		8%	1%	16%		
	Indep. women	7%		12%		15%	7%	8%		14%	12%
	Republican men	18%	36%		41%		22%	10%	44%		
Republican women		16%		28%		31%	20%	8%		39%	12%
DEMOCRAT - REPUBLICAN		11	0	22	7	13	-7	46	-9	-4	49
PARTY REGISTRATION	Democrat	46%	37%	51%	46%	49%	37%	64%	35%	39%	65%
	Republican	35%	37%	29%	39%	35%	43%	18%	44%	43%	15%
	Decline to state	17%	24%	20%	11%	14%	17%	18%	19%	16%	20%
	Minor party	2%	2%	1%	3%	2%	2%		3%	2%	
PARTY REGISTRATION / GENDER	Democrat Men	20%	37%		46%		17%	22%	35%		
	Democrat Women	26%		51%		49%	20%	42%		39%	65%
	Republican Men	18%	37%		39%		22%	8%	44%		
	Republican Women	17%		29%		35%	22%	10%		43%	15%
	Decline to state Men	8%	24%		11%		9%	5%	19%		
	Decline to state Women	9%		20%		14%	8%	13%		16%	20%
	Minor party Men	1%	2%		3%		1%		3%		
Minor party Women	1%		1%		2%	1%			2%		
Total		600	136	146	146	170	390	96	193	197	63

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID			PARTY ID STRENGTH				
			Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
GENDER	Men	47%	43%	50%	54%	41%	47%	50%	54%	53%
	Women	53%	57%	50%	46%	59%	53%	50%	46%	47%
DEM. MINUS REPUB. ID		12	100	0	-100	100	100	0	-100	-100
PARTY ID	Strong Democrat	32%	71%			100%				
	Not strong Democrat	9%	21%				70%			
	Lean Democrat	4%	9%				30%			
	Independent	14%		100%				100%		
	Lean Republican	5%			15%					39%
	Not strong Republican	8%			23%					61%
	Strong Republican	21%			62%				100%	
(Don't know /other)		6%								
PARTY ID	Democrat	46%	100%			100%	100%			
	Indep.	14%		100%				100%		
	Republican	34%			100%				100%	100%
PARTY ID /GENDER	Democratic men	20%	43%			41%	47%			
	Democratic women	26%	57%			59%	53%			
	Indep. men	7%		50%				50%		
	Indep. women	7%		50%				50%		
	Republican men	18%			54%				54%	53%
Republican women		16%			46%				46%	47%
DEMOCRAT - REPUBLICAN		11	79	6	-75	85	65	6	-80	-68
PARTY REGISTRATION	Democrat	46%	84%	27%	7%	89%	71%	27%	7%	8%
	Republican	35%	5%	22%	83%	4%	6%	22%	87%	76%
	Decline to state	17%	11%	42%	9%	6%	23%	42%	6%	13%
	Minor party	2%		9%	1%			9%	0%	2%
PARTY REGISTRATION / GENDER	Democrat Men	20%	35%	13%	4%	36%	33%	13%	5%	3%
	Democrat Women	26%	49%	14%	3%	54%	39%	14%	2%	5%
	Republican Men	18%	2%	13%	43%	2%	4%	13%	45%	39%
	Republican Women	17%	2%	9%	40%	2%	2%	9%	41%	37%
	Decline to state Men	8%	6%	19%	6%	4%	10%	19%	4%	10%
	Decline to state Women	9%	6%	22%	3%	3%	13%	22%	3%	3%
	Minor party Men	1%		5%	1%			5%	0%	1%
	Minor party Women	1%		4%	0%			4%		1%
Total		600	273	87	202	193	80	87	125	77

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER			
			Democ rat men	Democ rat women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women
GENDER	Men	47%	100%		100%		43%	51%	49%	100%		100%	
	Women	53%		100%		100%	57%	49%	51%		100%		100%
DEM. MINUS REPUB. ID		12	100	100	-100	-100	78	-74	13	74	81	-75	-73
PARTY ID	Strong Democrat	32%	68%	73%			63%	4%	12%	59%	65%	3%	4%
	Not strong Democrat	9%	21%	21%			16%	1%	8%	18%	15%	2%	1%
	Lean Democrat	4%	11%	7%			4%	1%	10%	5%	4%	1%	1%
	Independent	14%					9%	9%	36%	9%	8%	10%	7%
	Lean Republican	5%			17%	12%	1%	9%	6%	1%	1%	11%	7%
	Not strong Republican	8%			20%	27%	1%	19%	4%	1%	1%	17%	21%
	Strong Republican	21%			63%	61%	3%	52%	8%	5%	2%	53%	51%
	(Don't know /other)	6%					3%	5%	16%	3%	3%	3%	8%
PARTY ID	Democrat	46%	100%	100%			83%	6%	30%	81%	85%	6%	6%
	Indep.	14%					9%	9%	36%	9%	8%	10%	7%
	Republican	34%			100%	100%	5%	80%	18%	7%	4%	81%	79%
PARTY ID /GENDER	Democratic men	20%	100%				34%	3%	15%	81%		6%	
	Democratic women	26%		100%			49%	3%	15%		85%		6%
	Indep. men	7%					4%	5%	17%	9%		10%	
	Indep. women	7%					5%	4%	19%		8%		7%
	Republican men	18%			100%		3%	42%	12%	7%		81%	
	Republican women	16%				100%	2%	38%	6%		4%		79%
DEMOCRAT - REPUBLICAN		11	76	82	-73	-79	100	-100	0	100	100	-100	-100
PARTY REGISTRATION	Democrat	46%	81%	86%	8%	7%	100%			100%	100%		
	Republican	35%	6%	4%	80%	86%		100%				100%	100%
	Decline to state	17%	13%	10%	11%	6%			100%				
	Minor party	2%			1%	1%							
PARTY REGISTRATION / GENDER	Democrat Men	20%	81%		8%		43%			100%			
	Democrat Women	26%			86%	7%	57%				100%		
	Republican Men	18%	6%		80%			51%				100%	
	Republican Women	17%			4%			49%					100%
	Decline to state Men	8%	13%		11%				49%				
	Decline to state Women	9%			10%				51%				
	Minor party Men	1%			1%								
	Minor party Women	1%				1%							
Total		600	117	156	109	94	276	210	102	117	158	108	102

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
GENDER	Men	47%	44%	52%	47%	38%	44%	52%	48%	43%
	Women	53%	56%	48%	53%	62%	56%	48%	52%	57%
DEM. MINUS REPUB. ID		12	69	12	-53	77	68	12	-46	-58
PARTY ID	Strong Democrat	32%	56%	27%	12%	70%	46%	27%	13%	13%
	Not strong Democrat	9%	12%	10%	5%	7%	18%	10%	7%	1%
	Lean Democrat	4%	8%	3%		3%	11%	3%		
	Independent	14%	12%	27%	8%	9%	13%	27%	8%	8%
	Lean Republican	5%	1%	3%	12%		1%	3%	14%	4%
	Not strong Republican	8%	1%	10%	15%		1%	10%	19%	8%
	Strong Republican	21%	5%	16%	43%	3%	5%	16%	33%	61%
	(Don't know /other)	6%	6%	4%	5%	8%	4%	4%	5%	5%
PARTY ID	Democrat	46%	76%	40%	17%	80%	75%	40%	20%	14%
	Indep.	14%	12%	27%	8%	9%	13%	27%	8%	8%
	Republican	34%	7%	29%	70%	3%	7%	29%	66%	73%
PARTY ID /GENDER	Democratic men	20%	33%	19%	5%	32%	32%	19%	8%	4%
	Democratic women	26%	43%	21%	12%	48%	43%	21%	12%	11%
	Indep. men	7%	6%	13%	5%	2%	8%	13%	6%	4%
	Indep. women	7%	6%	13%	4%	7%	6%	13%	2%	4%
	Republican men	18%	4%	18%	35%	3%	3%	18%	31%	35%
	Republican women	16%	2%	11%	35%		4%	11%	35%	38%
DEMOCRAT - REPUBLICAN		11	63	17	-50	76	63	17	-31	-65
PARTY REGISTRATION	Democrat	46%	71%	46%	19%	80%	72%	46%	27%	15%
	Republican	35%	9%	30%	69%	4%	9%	30%	58%	79%
	Decline to state	17%	18%	21%	11%	14%	17%	21%	13%	6%
	Minor party	2%	2%	3%	1%	1%	3%	3%	2%	
PARTY REGISTRATION / GENDER	Democrat Men	20%	31%	22%	6%	32%	31%	22%	10%	3%
	Democrat Women	26%	41%	25%	13%	48%	40%	25%	16%	11%
	Republican Men	18%	5%	18%	33%	1%	4%	18%	27%	37%
	Republican Women	17%	4%	12%	36%	3%	5%	12%	31%	42%
	Decline to state Men	8%	8%	11%	6%	5%	9%	11%	8%	3%
	Decline to state Women	9%	9%	10%	4%	10%	8%	10%	5%	3%
	Minor party Men	1%	1%	2%	1%	0%		2%	2%	
	Minor party Women	1%	2%	1%		1%	3%	1%		
Total		600	218	151	205	100	80	151	86	91

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER			
			Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women
GENDER	Men	47%	100%		100%		100%		45%	49%	55%	100%		100%	
	Women	53%		100%		100%		100%	55%	51%	45%		100%		100%
DEM. MINUS REPUB. ID		12	64	73	4	21	-64	-43	4	25	35	-5	11	14	35
PARTY ID	Strong Democrat	32%	52%	59%	25%	29%	8%	14%	28%	39%	42%	24%	32%	34%	45%
	Not strong Democrat	9%	11%	12%	10%	11%	3%	7%	10%	8%	10%	10%	10%	7%	10%
	Lean Democrat	4%	11%	6%	3%	4%			4%	4%	4%	4%	4%	6%	1%
	Independent	14%	13%	11%	26%	28%	10%	7%	14%	15%	15%	15%	13%	16%	15%
	Lean Republican	5%	1%	0%	5%	1%	14%	9%	4%	7%	4%	8%	1%	5%	8%
	Not strong Republican	8%		2%	9%	10%	16%	14%	9%	5%	5%	8%	10%	6%	4%
	Strong Republican	21%	9%	2%	20%	12%	45%	42%	25%	15%	12%	27%	24%	21%	8%
(Don't know /other)	6%	4%	8%	4%	5%	4%	7%	5%	7%	8%	4%	5%	4%	10%	
PARTY ID	Democrat	46%	74%	77%	37%	44%	11%	22%	43%	51%	56%	38%	46%	47%	55%
	Indep.	14%	13%	11%	26%	28%	10%	7%	14%	15%	15%	15%	13%	16%	15%
	Republican	34%	10%	4%	33%	23%	75%	65%	39%	26%	20%	43%	35%	33%	20%
PARTY ID /GENDER	Democratic men	20%	74%		37%		11%		17%	23%	28%	38%		47%	
	Democratic women	26%		77%		44%		22%	25%	28%	27%		46%		55%
	Indep. men	7%	13%		26%		10%		7%	8%	9%	15%		16%	
	Indep. women	7%		11%		28%		7%	7%	7%	7%		13%		15%
	Republican men	18%	10%		33%		75%		19%	16%	15%	43%		33%	
Republican women	16%		4%		23%		65%	19%	10%	5%		35%		20%	
DEMOCRAT - REPUBLICAN		11	59	66	7	27	-57	-44	2	28	36	-5	7	15	40
PARTY REGISTRATION	Democrat	46%	69%	73%	41%	52%	13%	24%	43%	52%	53%	40%	45%	44%	59%
	Republican	35%	10%	7%	34%	25%	71%	68%	41%	24%	17%	45%	38%	29%	20%
	Decline to state	17%	19%	17%	21%	21%	14%	8%	14%	23%	28%	12%	15%	26%	19%
	Minor party	2%	2%	3%	4%	3%	2%		2%	2%	2%	3%	2%	1%	2%
PARTY REGISTRATION / GENDER	Democrat Men	20%	69%		41%		13%		18%	22%	25%	40%		44%	
	Democrat Women	26%		73%		52%		24%	25%	30%	28%		45%		59%
	Republican Men	18%	10%		34%		71%		20%	14%	14%	45%		29%	
	Republican Women	17%		7%		25%		68%	21%	10%	4%		38%		20%
	Decline to state Men	8%	19%		21%		14%		5%	13%	16%	12%		26%	
	Decline to state Women	9%		17%		21%		8%	8%	10%	12%		15%		19%
	Minor party Men	1%	2%		4%		2%		2%	1%	1%	3%		1%	
	Minor party Women	1%		3%		3%			1%	1%	1%		2%		2%
Total		600	96	122	79	72	96	109	372	215	146	169	203	106	109

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD			
			Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
GENDER	Men	47%	41%	50%	100%		100%		50%	50%	48%	47%
	Women	53%	59%	50%		100%		100%	50%	50%	52%	53%
DEM. MINUS REPUB. ID		12	1	17	-16	12	10	24	27	6	21	8
PARTY ID	Strong Democrat	32%	29%	34%	22%	35%	30%	37%	35%	37%	38%	30%
	Not strong Democrat	9%	9%	9%	11%	9%	8%	11%	11%	4%	9%	10%
	Lean Democrat	4%	2%	5%		4%	7%	3%	6%	4%	5%	4%
	Independent	14%	13%	15%	14%	13%	16%	14%	13%	15%	12%	15%
	Lean Republican	5%	3%	6%	2%	4%	8%	3%	5%	5%	5%	5%
	Not strong Republican	8%	9%	8%	9%	9%	8%	8%	9%	8%	9%	8%
	Strong Republican	21%	28%	18%	37%	22%	19%	16%	12%	25%	17%	23%
	(Don't know /other)	6%	5%	5%	6%	5%	4%	7%	10%	4%	6%	5%
PARTY ID	Democrat	46%	41%	48%	32%	47%	45%	51%	52%	44%	51%	44%
	Indep.	14%	13%	15%	14%	13%	16%	14%	13%	15%	12%	15%
	Republican	34%	40%	31%	48%	35%	35%	27%	25%	37%	30%	36%
PARTY ID /GENDER	Democratic men	20%	13%	23%	32%		45%		26%	24%	23%	18%
	Democratic women	26%	28%	26%		47%		51%	26%	20%	28%	26%
	Indep. men	7%	6%	8%	14%		16%		9%	8%	8%	7%
	Indep. women	7%	8%	7%		13%		14%	4%	7%	4%	8%
	Republican men	18%	19%	18%	48%		35%		9%	18%	14%	20%
	Republican women	16%	21%	14%		35%		27%	16%	20%	16%	16%
DEMOCRAT - REPUBLICAN		11	1	17	-11	9	9	24	25	6	23	7
PARTY REGISTRATION	Democrat	46%	41%	49%	36%	45%	44%	53%	50%	42%	51%	45%
	Republican	35%	41%	32%	47%	36%	35%	29%	25%	36%	27%	38%
	Decline to state	17%	17%	17%	14%	18%	19%	15%	23%	16%	19%	16%
	Minor party	2%	2%	2%	3%	1%	2%	2%	3%	5%	3%	2%
PARTY REGISTRATION / GENDER	Democrat Men	20%	15%	22%	36%		44%		23%	24%	22%	19%
	Democrat Women	26%	27%	27%		45%		53%	28%	18%	28%	26%
	Republican Men	18%	19%	18%	47%		35%		11%	18%	14%	20%
	Republican Women	17%	21%	15%		36%		29%	13%	19%	14%	18%
	Decline to state Men	8%	6%	9%	14%		19%		15%	8%	11%	7%
	Decline to state Women	9%	11%	8%		18%		15%	7%	9%	7%	9%
	Minor party Men	1%	1%	1%	3%		2%		1%	1%	1%	1%
	Minor party Women	1%	1%	1%		1%		2%	2%	4%	2%	0%
Total		600	186	402	76	110	202	200	76	48	148	439

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	REGION						REGION / GENDER			
			LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
GENDER	Men	47%	47%	47%	49%	47%	46%	48%	100%		100%	
	Women	53%	53%	53%	51%	53%	54%	52%		100%		100%
DEM. MINUS REPUB. ID		12	24	-26	21	-8	3	29	15	31	21	36
PARTY ID	Strong Democrat	32%	37%	17%	24%	31%	27%	42%	35%	38%	35%	49%
	Not strong Democrat	9%	13%	3%	18%	3%	10%	8%	11%	14%	9%	6%
	Lean Democrat	4%	2%	2%	9%	2%	5%	5%	1%	3%	9%	1%
	Independent	14%	16%	23%	14%	15%	12%	12%	17%	16%	13%	12%
	Lean Republican	5%	3%	5%	2%	3%	5%	9%	3%	2%	12%	6%
	Not strong Republican	8%	5%	14%	3%	10%	11%	8%	6%	5%	4%	11%
	Strong Republican	21%	19%	30%	24%	31%	23%	9%	24%	16%	15%	3%
	(Don't know /other)	6%	5%	6%	7%	4%	7%	7%	2%	7%	2%	12%
PARTY ID	Democrat	46%	51%	23%	50%	37%	42%	55%	48%	54%	53%	56%
	Indep.	14%	16%	23%	14%	15%	12%	12%	17%	16%	13%	12%
	Republican	34%	28%	49%	29%	44%	39%	26%	33%	23%	32%	20%
PARTY ID /GENDER	Democratic men	20%	22%	3%	22%	17%	18%	26%	48%		53%	
	Democratic women	26%	29%	20%	28%	19%	24%	29%		54%		56%
	Indep. men	7%	8%	11%	10%	5%	3%	6%	17%		13%	
	Indep. women	7%	8%	11%	3%	10%	8%	6%		16%		12%
	Republican men	18%	15%	28%	12%	23%	21%	15%	33%		32%	
	Republican women	16%	12%	20%	17%	22%	19%	11%		23%		20%
DEMOCRAT - REPUBLICAN		11	26	-19	-1	-8	9	30	19	32	17	42
PARTY REGISTRATION	Democrat	46%	53%	32%	40%	37%	46%	53%	49%	56%	44%	61%
	Republican	35%	27%	51%	41%	45%	36%	23%	30%	24%	27%	19%
	Decline to state	17%	19%	16%	18%	15%	12%	22%	21%	18%	25%	19%
	Minor party	2%	1%	1%	1%	4%	6%	3%	1%	1%	5%	1%
PARTY REGISTRATION / GENDER	Democrat Men	20%	23%	13%	17%	18%	20%	21%	49%		44%	
	Democrat Women	26%	30%	19%	23%	19%	25%	32%		56%		61%
	Republican Men	18%	14%	28%	21%	20%	19%	13%	30%		27%	
	Republican Women	17%	13%	23%	19%	25%	17%	10%		24%		19%
	Decline to state Men	8%	10%	5%	9%	6%	5%	12%	21%		25%	
	Decline to state Women	9%	10%	10%	9%	9%	7%	10%		18%		19%
	Minor party Men	1%	0%		1%	4%	2%	2%	1%		5%	
	Minor party Women	1%	1%	1%			4%	0%		1%		1%
Total		600	155	56	55	53	65	130	73	83	62	68

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY	
			Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
GENDER	Men	47%	47%	51%	47%	45%	100%		100%		48%	55%
	Women	53%	53%	49%	53%	55%		100%		100%	52%	45%
DEM. MINUS REPUB. ID		12	12	29	2	-10	3	21	23	34	-9	21
PARTY ID	Strong Democrat	32%	30%	42%	27%	30%	26%	34%	35%	48%	25%	37%
	Not strong Democrat	9%	12%	8%	10%	3%	9%	14%	10%	5%	8%	6%
	Lean Democrat	4%	3%	5%	5%	2%	4%	3%	9%	1%	2%	7%
	Independent	14%	17%	13%	12%	14%	20%	14%	13%	13%	17%	16%
	Lean Republican	5%	3%	10%	5%	3%	3%	4%	13%	6%	4%	12%
	Not strong Republican	8%	6%	8%	12%	10%	9%	4%	4%	13%	8%	9%
	Strong Republican	21%	23%	8%	23%	32%	24%	21%	14%	2%	31%	7%
(Don't know /other)		6%	6%	7%	7%	4%	5%	7%	2%	11%	4%	6%
PARTY ID	Democrat	46%	45%	54%	42%	36%	39%	50%	54%	55%	35%	50%
	Indep.	14%	17%	13%	12%	14%	20%	14%	13%	13%	17%	16%
	Republican	34%	32%	26%	40%	46%	36%	29%	31%	21%	43%	28%
PARTY ID / GENDER	Democratic men	20%	18%	27%	18%	16%	39%		54%		16%	29%
	Democratic women	26%	27%	27%	24%	20%		50%		55%	18%	21%
	Indep. men	7%	9%	7%	3%	3%	20%		13%		11%	7%
	Indep. women	7%	8%	6%	8%	10%		14%		13%	7%	9%
	Republican men	18%	17%	16%	21%	24%	36%		31%		20%	19%
Republican women		16%	16%	10%	19%	23%		29%		21%	24%	10%
DEMOCRAT - REPUBLICAN		11	10	30	8	-9	3	17	18	42	-15	19
PARTY REGISTRATION	Democrat	46%	45%	52%	45%	36%	42%	49%	44%	60%	33%	45%
	Republican	35%	35%	22%	37%	45%	39%	32%	26%	19%	49%	25%
	Decline to state	17%	18%	23%	12%	15%	19%	18%	25%	20%	16%	27%
	Minor party	2%	1%	3%	6%	4%	1%	1%	5%	1%	2%	2%
PARTY REGISTRATION / GENDER	Democrat Men	20%	19%	22%	20%	17%	42%		44%		15%	23%
	Democrat Women	26%	26%	30%	25%	19%		49%		60%	18%	21%
	Republican Men	18%	18%	13%	20%	18%	39%		26%		24%	14%
	Republican Women	17%	17%	9%	17%	26%		32%		19%	25%	12%
	Decline to state Men	8%	9%	13%	5%	6%	19%		25%		9%	16%
	Decline to state Women	9%	10%	10%	7%	9%		18%		20%	7%	11%
	Minor party Men	1%	0%	2%	2%	4%	1%		5%		1%	2%
	Minor party Women	1%	1%	0%	4%			1%		1%	1%	1%
Total		600	283	122	66	51	132	151	62	60	149	86

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA			A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT			
			Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leans
GENDER	Men	47%	47%	54%	46%	38%	51%	42%	51%	44%	43%	45%
	Women	53%	53%	46%	54%	62%	49%	58%	49%	56%	57%	55%
DEM. MINUS REPUB. ID		12	11	1	16	8	-75	78	-13	34	15	8
PARTY ID	Strong Democrat	32%	32%	27%	34%	34%	4%	63%	28%	36%	29%	22%
	Not strong Democrat	9%	10%	11%	9%	6%	3%	12%	5%	14%	8%	14%
	Lean Democrat	4%	4%	5%	4%	2%	1%	6%	3%	6%	2%	4%
	Independent	14%	13%	10%	16%	10%	10%	11%	10%	17%	23%	18%
	Lean Republican	5%	5%	5%	5%	6%	9%	1%	7%	3%	2%	1%
	Not strong Republican	8%	8%	8%	8%	5%	19%		12%	4%	6%	7%
	Strong Republican	21%	22%	28%	18%	23%	55%	3%	29%	14%	16%	23%
(Don't know /other)		6%	6%	6%	5%	15%	1%	3%	5%	6%	14%	11%
PARTY ID	Democrat	46%	46%	42%	47%	41%	7%	82%	36%	55%	39%	40%
	Indep.	14%	13%	10%	16%	10%	10%	11%	10%	17%	23%	18%
	Republican	34%	35%	41%	31%	34%	82%	4%	49%	21%	24%	31%
PARTY ID /GENDER	Democratic men	20%	19%	20%	20%	16%	2%	34%	17%	22%	22%	18%
	Democratic women	26%	27%	23%	27%	25%	5%	48%	20%	34%	17%	22%
	Indep. men	7%	7%	6%	8%	2%	7%	3%	6%	8%	7%	9%
	Indep. women	7%	7%	5%	8%	8%	4%	8%	4%	9%	16%	9%
	Republican men	18%	19%	26%	16%	13%	42%	3%	27%	12%	12%	18%
Republican women		16%	16%	16%	15%	21%	40%	1%	22%	10%	12%	13%
DEMOCRAT - REPUBLICAN		11	9	3	13	21	-64	68	-13	32	21	7
PARTY REGISTRATION	Democrat	46%	45%	44%	46%	48%	11%	73%	35%	55%	52%	45%
	Republican	35%	36%	41%	34%	28%	75%	5%	48%	23%	31%	38%
	Decline to state	17%	17%	14%	17%	21%	12%	20%	15%	20%	15%	15%
	Minor party	2%	2%	1%	3%	3%	2%	3%	2%	2%	2%	3%
PARTY REGISTRATION / GENDER	Democrat Men	20%	19%	21%	19%	19%	7%	28%	16%	22%	26%	19%
	Democrat Women	26%	26%	23%	27%	29%	4%	45%	19%	33%	26%	26%
	Republican Men	18%	18%	25%	17%	12%	36%	4%	26%	12%	12%	18%
	Republican Women	17%	17%	16%	17%	16%	39%	1%	23%	11%	19%	21%
	Decline to state Men	8%	8%	8%	9%	7%	7%	9%	8%	9%	2%	6%
	Decline to state Women	9%	9%	7%	9%	14%	5%	11%	6%	11%	12%	9%
	Minor party Men	1%	1%	0%	2%		1%	1%	2%	1%	2%	3%
	Minor party Women	1%	1%	0%	1%	3%	1%	1%	0%	2%		
	Total		600	572	138	408	54	107	136	266	281	47

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
			Yes - definite y	Undeci ded	No - definite ly	It is accept able to me	I do not like it, but I can live with it	I do not like it, and it is unacce ptable	Yes	No	Undeci ded	Undeci ded w/leane rs
GENDER	Men	47%	51%	43%	43%	46%	47%	48%	49%	50%	41%	40%
	Women	53%	49%	57%	57%	54%	53%	52%	51%	50%	59%	60%
DEM. MINUS REPUB. ID		12	-17	15	47	47	10	-24	28	-10	9	7
PARTY ID	Strong Democrat	32%	28%	29%	42%	42%	32%	23%	38%	22%	34%	30%
	Not strong Democrat	9%	4%	8%	14%	13%	11%	5%	10%	10%	7%	7%
	Lean Democrat	4%	2%	2%	7%	7%	3%	2%	5%	3%	3%	5%
	Independent	14%	11%	23%	16%	14%	13%	13%	14%	16%	13%	15%
	Lean Republican	5%	7%	2%	3%	3%	7%	6%	5%	6%	4%	5%
	Not strong Republican	8%	12%	6%	2%	3%	9%	12%	6%	9%	10%	9%
	Strong Republican	21%	31%	16%	10%	10%	19%	36%	16%	28%	22%	20%
	(Don't know /other)	6%	5%	14%	5%	8%	6%	4%	6%	6%	7%	10%
PARTY ID	Democrat	46%	34%	39%	63%	62%	45%	30%	54%	34%	44%	41%
	Indep.	14%	11%	23%	16%	14%	13%	13%	14%	16%	13%	15%
	Republican	34%	51%	24%	16%	15%	35%	54%	26%	44%	35%	35%
PARTY ID /GENDER	Democratic men	20%	16%	22%	26%	27%	19%	13%	25%	13%	17%	15%
	Democratic women	26%	17%	17%	37%	35%	26%	17%	29%	21%	27%	26%
	Indep. men	7%	7%	7%	8%	7%	6%	6%	8%	7%	5%	5%
	Indep. women	7%	4%	16%	8%	7%	7%	7%	6%	9%	8%	9%
	Republican men	18%	26%	12%	8%	9%	21%	26%	14%	27%	15%	18%
	Republican women	16%	25%	12%	8%	6%	15%	27%	13%	16%	20%	17%
DEMOCRAT - REPUBLICAN		11	-16	21	43	43	7	-18	21	-15	25	16
PARTY REGISTRATION	Democrat	46%	34%	52%	60%	60%	44%	33%	49%	33%	55%	49%
	Republican	35%	50%	31%	18%	18%	37%	51%	28%	49%	30%	33%
	Decline to state	17%	15%	15%	20%	19%	18%	15%	20%	16%	13%	16%
	Minor party	2%	2%	2%	2%	3%	1%	1%	3%	2%	2%	3%
PARTY REGISTRATION / GENDER	Democrat Men	20%	16%	26%	25%	26%	19%	15%	23%	13%	22%	18%
	Democrat Women	26%	18%	26%	35%	34%	25%	19%	26%	21%	33%	31%
	Republican Men	18%	25%	12%	9%	9%	21%	25%	15%	27%	13%	16%
	Republican Women	17%	24%	19%	9%	9%	16%	26%	13%	22%	18%	17%
	Decline to state Men	8%	9%	2%	9%	10%	7%	7%	10%	10%	4%	4%
	Decline to state Women	9%	6%	12%	11%	9%	10%	8%	10%	6%	9%	11%
	Minor party Men	1%	2%	2%	0%	2%		1%	1%	1%	2%	2%
	Minor party Women	1%	0%		2%	2%	1%		2%	1%		1%
Total		600	223	47	219	216	166	183	261	180	157	226

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - definite ly	Yes - probab ly	Undeci ded	No - probab ly	No - definite ly	A	B
GENDER	Men	47%	53%	48%	41%	47%	52%	47%	47%
	Women	53%	47%	52%	59%	53%	48%	53%	53%
DEM. MINUS REPUB. ID		12	44	9	9	-24	-7	10	14
PARTY ID	Strong Democrat	32%	45%	32%	34%	20%	25%	32%	33%
	Not strong Democrat	9%	12%	11%	7%	9%	10%	10%	9%
	Lean Democrat	4%	6%	3%	3%		1%	4%	4%
	Independent	14%	13%	13%	13%	13%	18%	14%	15%
	Lean Republican	5%	5%	4%	4%	8%	4%	4%	6%
	Not strong Republican	8%	3%	9%	10%	11%	9%	9%	7%
	Strong Republican	21%	11%	24%	22%	33%	30%	22%	20%
(Don't know /other)		6%	5%	4%	7%	5%	2%	5%	7%
PARTY ID	Democrat	46%	63%	46%	44%	29%	36%	46%	45%
	Indep.	14%	13%	13%	13%	13%	18%	14%	15%
	Republican	34%	19%	37%	35%	53%	43%	36%	32%
PARTY ID /GENDER	Democratic men	20%	32%	21%	17%	9%	15%	19%	20%
	Democratic women	26%	31%	25%	27%	20%	21%	27%	26%
	Indep. men	7%	9%	11%	5%	6%	8%	7%	8%
	Indep. women	7%	4%	3%	8%	7%	10%	7%	8%
	Republican men	18%	11%	13%	15%	31%	26%	19%	18%
Republican women		16%	8%	24%	20%	21%	17%	17%	14%
DEMOCRAT - REPUBLICAN		11	34	5	25	-31	-10	11	11
PARTY REGISTRATION	Democrat	46%	56%	43%	55%	27%	36%	46%	46%
	Republican	35%	22%	38%	30%	58%	46%	35%	35%
	Decline to state	17%	20%	18%	13%	15%	17%	17%	17%
	Minor party	2%	2%	2%	2%	1%	2%	2%	2%
PARTY REGISTRATION / GENDER	Democrat Men	20%	29%	22%	22%	5%	15%	19%	20%
	Democrat Women	26%	27%	21%	33%	22%	21%	27%	26%
	Republican Men	18%	12%	15%	13%	30%	27%	18%	18%
	Republican Women	17%	10%	23%	18%	28%	19%	17%	17%
	Decline to state Men	8%	11%	12%	4%	11%	10%	9%	7%
	Decline to state Women	9%	9%	6%	9%	4%	7%	8%	10%
	Minor party Men	1%	1%		2%	1%	1%	1%	1%
	Minor party Women	1%	1%	2%			1%	1%	1%
Total		600	154	67	157	52	98	300	300

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER		AGE					AGE	
			Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
LIBERAL - CONSERVATIVE		2	0	4	29	8	-18	8	-11	5	0
IDEOLOGY	Very liberal	17%	13%	20%	28%	21%	11%	14%	14%	20%	14%
	Somewhat liberal	13%	13%	14%	19%	12%	6%	19%	8%	12%	14%
	Moderate - lean liberal	6%	8%	5%	3%	8%	9%	6%	6%	7%	6%
	Moderate	25%	28%	23%	19%	24%	27%	24%	30%	24%	27%
	Moderate - lean conservative	5%	6%	4%	6%	2%	3%	4%	7%	4%	5%
	Somewhat conservative	14%	15%	14%	11%	16%	21%	11%	16%	16%	13%
	Very conservative	15%	14%	16%	6%	14%	20%	17%	17%	14%	17%
	(Other)	1%	1%	2%	1%		3%	2%	0%	2%	1%
	(Don't know)	3%	3%	3%	6%	3%	1%	3%	2%	3%	3%
IDEOLOGY	Liberal	36%	34%	38%	51%	41%	26%	39%	28%	38%	35%
	Moderate	25%	28%	23%	19%	24%	27%	24%	30%	24%	27%
	Conservative	34%	34%	34%	22%	32%	44%	32%	39%	34%	35%
IDEOLOGY /GENDER	Liberal men	16%	34%		23%	19%	12%	15%	14%	17%	15%
	Liberal women	20%		38%	29%	22%	14%	24%	14%	21%	20%
	Moderate men	13%	28%		11%	11%	17%	12%	15%	13%	13%
	Moderate women	12%		23%	8%	13%	10%	13%	15%	10%	14%
	Conservative men	16%	34%		14%	8%	21%	14%	21%	15%	17%
	Conservative women	18%		34%	8%	24%	23%	18%	18%	19%	18%
AGE	Under 30	15%	17%	14%	100%					32%	
	30 - 39	14%	12%	16%		100%				30%	
	40 - 49	18%	20%	16%			100%			38%	
	50 - 64	31%	28%	34%				100%			59%
	65 & over	22%	24%	20%					100%		41%
	(Refused)	0%		0%							
AGE	Under 50	47%	48%	46%	100%	100%	100%			100%	
	50 & over	53%	52%	54%				100%	100%		100%
	Total	600	282	318	90	84	108	186	131	282	317

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER/AGE				RACE		RACE /GENDER		
			Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
LIBERAL - CONSERVATIVE		2	5	4	-5	3	-2	14	-3	-1	20
IDEOLOGY	Very liberal	17%	16%	22%	11%	17%	16%	22%	13%	20%	25%
	Somewhat liberal	13%	12%	13%	13%	15%	12%	15%	11%	13%	15%
	Moderate - lean liberal	6%	8%	5%	8%	4%	6%	8%	8%	4%	8%
	Moderate	25%	28%	19%	28%	25%	28%	16%	30%	26%	15%
	Moderate - lean conservative	5%	4%	3%	6%	4%	6%	5%	7%	4%	4%
	Somewhat conservative	14%	15%	17%	14%	12%	14%	16%	13%	15%	13%
	Very conservative	15%	12%	15%	16%	17%	16%	10%	16%	17%	11%
	(Other)	1%	1%	2%	1%	2%	1%	2%	0%	1%	2%
	(Don't know)	3%	4%	2%	2%	3%	1%	7%	2%	1%	7%
IDEOLOGY	Liberal	36%	36%	40%	32%	37%	34%	44%	32%	36%	48%
	Moderate	25%	28%	19%	28%	25%	28%	16%	30%	26%	15%
	Conservative	34%	31%	36%	37%	33%	36%	31%	36%	37%	28%
IDEOLOGY /GENDER	Liberal men	16%	36%		32%		16%	13%	32%		
	Liberal women	20%		40%		37%	18%	32%		36%	48%
	Moderate men	13%	28%		28%		15%	6%	30%		
	Moderate women	12%		19%		25%	13%	10%		26%	15%
	Conservative men	16%	31%		37%		18%	12%	36%		
	Conservative women	18%		36%		33%	18%	19%		37%	28%
AGE	Under 30	15%	35%	29%			12%	33%	15%	10%	30%
	30 - 39	14%	24%	35%			13%	22%	12%	14%	29%
	40 - 49	18%	41%	36%			16%	19%	20%	13%	18%
	50 - 64	31%			54%	63%	32%	18%	29%	35%	17%
	65 & over	22%			46%	37%	26%	8%	24%	27%	6%
	(Refused)	0%					0%			0%	
AGE	Under 50	47%	100%	100%			42%	73%	46%	37%	76%
	50 & over	53%			100%	100%	58%	27%	54%	63%	24%
	Total	600	136	146	146	170	390	96	193	197	63

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID			PARTY ID STRENGTH				
			Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
LIBERAL - CONSERVATIVE		2	48	10	-64	51	41	10	-62	-66
IDEOLOGY	Very liberal	17%	29%	11%	1%	36%	13%	11%	2%	
	Somewhat liberal	13%	22%	12%	3%	19%	29%	12%	3%	2%
	Moderate - lean liberal	6%	9%	6%	3%	8%	13%	6%	3%	3%
	Moderate	25%	22%	46%	21%	21%	26%	46%	19%	25%
	Moderate - lean conservative	5%	1%	3%	10%	0%	3%	3%	4%	20%
	Somewhat conservative	14%	6%	8%	28%	6%	8%	8%	23%	37%
	Very conservative	15%	5%	8%	33%	6%	1%	8%	44%	14%
	(Other)	1%	2%	2%		1%	4%	2%		
	(Don't know)	3%	3%	3%	1%	3%	3%	3%	1%	
IDEOLOGY	Liberal	36%	60%	29%	7%	63%	54%	29%	9%	5%
	Moderate	25%	22%	46%	21%	21%	26%	46%	19%	25%
	Conservative	34%	12%	19%	71%	12%	13%	19%	71%	71%
IDEOLOGY /GENDER	Liberal men	16%	26%	14%	5%	26%	27%	14%	7%	1%
	Liberal women	20%	34%	15%	3%	37%	27%	15%	2%	3%
	Moderate men	13%	11%	23%	13%	10%	12%	23%	12%	14%
	Moderate women	12%	12%	23%	8%	11%	13%	23%	7%	11%
	Conservative men	16%	4%	11%	36%	4%	3%	11%	35%	37%
	Conservative women	18%	9%	9%	35%	8%	10%	9%	36%	33%
AGE	Under 30	15%	17%	13%	11%	16%	18%	13%	11%	11%
	30 - 39	14%	16%	15%	12%	16%	16%	15%	16%	7%
	40 - 49	18%	16%	20%	21%	16%	17%	20%	19%	25%
	50 - 64	31%	30%	32%	31%	29%	32%	32%	28%	36%
	65 & over	22%	21%	20%	25%	22%	17%	20%	27%	21%
	(Refused)	0%	0%			0%				
AGE	Under 50	47%	49%	48%	44%	49%	51%	48%	45%	43%
	50 & over	53%	51%	52%	56%	51%	49%	52%	55%	57%
	Total	600	273	87	202	193	80	87	125	77

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER			
			Democ ratic men	Democ ratic women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women
LIBERAL - CONSERVATIVE		2	52	45	-58	-70	42	-59	16	46	40	-54	-64
IDEOLOGY	Very liberal	17%	28%	31%	3%		29%	2%	14%	27%	30%	1%	3%
	Somewhat liberal	13%	22%	22%	2%	4%	21%	3%	13%	21%	20%	3%	4%
	Moderate - lean liberal	6%	11%	8%	4%	2%	7%	4%	10%	8%	6%	6%	2%
	Moderate	25%	25%	20%	24%	18%	25%	21%	30%	28%	23%	25%	17%
	Moderate - lean conservative	5%		2%	13%	6%	1%	9%	5%	1%	1%	10%	9%
	Somewhat conservative	14%	6%	7%	25%	32%	8%	24%	11%	8%	9%	22%	26%
	Very conservative	15%	3%	6%	29%	37%	5%	34%	5%	3%	7%	32%	37%
	(Other)	1%	1%	2%			1%		5%	1%	1%		
	(Don't know)	3%	4%	2%	1%	1%	3%	2%	5%	4%	2%	2%	1%
IDEOLOGY	Liberal	36%	61%	60%	9%	6%	57%	9%	38%	57%	56%	9%	9%
	Moderate	25%	25%	20%	24%	18%	25%	21%	30%	28%	23%	25%	17%
	Conservative	34%	9%	15%	67%	76%	14%	68%	22%	11%	16%	63%	72%
IDEOLOGY /GENDER	Liberal men	16%	61%		9%		24%	5%	18%	57%		9%	
	Liberal women	20%		60%		6%	32%	4%	20%		56%		9%
	Moderate men	13%	25%		24%		12%	13%	16%	28%		25%	
	Moderate women	12%		20%		18%	13%	8%	14%		23%		17%
	Conservative men	16%	9%		67%		5%	33%	13%	11%		63%	
	Conservative women	18%		15%		76%	9%	35%	9%		16%		72%
AGE	Under 30	15%	16%	17%	13%	8%	16%	8%	28%	18%	14%	10%	7%
	30 - 39	14%	14%	17%	11%	13%	15%	14%	13%	10%	18%	14%	14%
	40 - 49	18%	17%	16%	20%	22%	15%	22%	20%	15%	15%	22%	21%
	50 - 64	31%	28%	31%	27%	35%	30%	32%	30%	31%	30%	27%	37%
	65 & over	22%	25%	18%	28%	21%	24%	24%	9%	27%	22%	26%	22%
	(Refused)	0%		0%			0%				1%		
AGE	Under 50	47%	47%	51%	45%	43%	45%	44%	60%	42%	47%	47%	41%
	50 & over	53%	53%	49%	55%	57%	55%	56%	40%	58%	52%	53%	59%
	Total	600	117	156	109	94	276	210	102	117	158	108	102

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
LIBERAL - CONSERVATIVE		2	100	0	-100	100	100	0	-100	-100
IDEOLOGY	Very liberal	17%	46%			100%				
	Somewhat liberal	13%	37%				100%			
	Moderate - lean liberal	6%	17%							
	Moderate	25%		100%				100%		
	Moderate - lean conservative	5%			14%					
	Somewhat conservative	14%			42%				100%	
	Very conservative	15%			44%					100%
	(Other)	1%								
	(Don't know)	3%								
IDEOLOGY	Liberal	36%	100%			100%	100%			
	Moderate	25%		100%				100%		
	Conservative	34%			100%				100%	100%
IDEOLOGY /GENDER	Liberal men	16%	44%			38%	44%			
	Liberal women	20%	56%			62%	56%			
	Moderate men	13%		52%				52%		
	Moderate women	12%		48%				48%		
	Conservative men	16%			47%				48%	43%
	Conservative women	18%			53%				52%	57%
AGE	Under 30	15%	21%	11%	10%	25%	22%	11%	11%	6%
	30 - 39	14%	16%	13%	13%	18%	13%	13%	16%	13%
	40 - 49	18%	13%	19%	23%	12%	8%	19%	26%	24%
	50 - 64	31%	33%	30%	29%	26%	44%	30%	23%	34%
	65 & over	22%	17%	26%	25%	18%	14%	26%	24%	24%
	(Refused)	0%	0%				1%			
AGE	Under 50	47%	50%	44%	46%	55%	43%	44%	53%	42%
	50 & over	53%	50%	56%	54%	44%	57%	56%	47%	58%
	Total	600	218	151	205	100	80	151	86	91

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER			
			Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women
LIBERAL - CONSERVATIVE		2	100	100	0	0	-100	-100	-4	14	30	-4	-3	7	20
IDEOLOGY	Very liberal	17%	39%	51%					13%	23%	27%	10%	16%	19%	28%
	Somewhat liberal	13%	37%	36%					13%	14%	17%	13%	14%	14%	15%
	Moderate - lean liberal	6%	24%	12%					7%	5%	6%	9%	5%	6%	5%
	Moderate	25%			100%	100%			27%	23%	22%	29%	25%	27%	19%
	Moderate - lean conservative	5%					16%	11%	4%	6%	3%	6%	3%	6%	5%
	Somewhat conservative	14%					43%	42%	14%	15%	12%	13%	15%	16%	14%
	Very conservative	15%					41%	47%	19%	9%	6%	18%	19%	9%	9%
	(Other)	1%							1%	1%	1%	1%	1%		1%
(Don't know)	3%							2%	4%	5%	2%	2%	4%	3%	
IDEOLOGY	Liberal	36%	100%	100%					33%	43%	51%	32%	34%	38%	48%
	Moderate	25%			100%	100%			27%	23%	22%	29%	25%	27%	19%
	Conservative	34%					100%	100%	37%	30%	21%	36%	37%	31%	28%
IDEOLOGY /GENDER	Liberal men	16%	100%						15%	19%	24%	32%		38%	
	Liberal women	20%		100%					19%	24%	27%		34%		48%
	Moderate men	13%			100%				13%	13%	15%	29%		27%	
	Moderate women	12%				100%			14%	10%	7%		25%		19%
	Conservative men	16%					100%		16%	15%	13%	36%		31%	
	Conservative women	18%						100%	20%	14%	7%		37%		28%
AGE	Under 30	15%	21%	21%	13%	10%	13%	7%	3%	36%	52%	1%	5%	42%	30%
	30 - 39	14%	17%	15%	12%	15%	7%	19%	15%	14%	18%	12%	17%	12%	16%
	40 - 49	18%	13%	12%	23%	14%	23%	23%	22%	12%	10%	24%	21%	14%	10%
	50 - 64	31%	29%	37%	28%	33%	27%	30%	39%	16%	14%	37%	41%	13%	19%
	65 & over	22%	20%	15%	24%	28%	29%	22%	21%	22%	5%	26%	17%	19%	26%
	(Refused)	0%		1%					0%				0%		
AGE	Under 50	47%	51%	48%	48%	40%	44%	48%	40%	62%	80%	37%	42%	69%	55%
	50 & over	53%	49%	51%	52%	60%	56%	52%	60%	38%	20%	63%	57%	31%	45%
	Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD			
			Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
LIBERAL - CONSERVATIVE		2	-12	10	-9	-14	5	15	22	11	18	-2
IDEOLOGY	Very liberal	17%	13%	19%	8%	16%	16%	22%	14%	23%	17%	17%
	Somewhat liberal	13%	12%	14%	13%	12%	13%	15%	24%	16%	22%	11%
	Moderate - lean liberal	6%	5%	7%	7%	3%	9%	6%	9%	5%	8%	6%
	Moderate	25%	23%	26%	28%	21%	28%	24%	22%	23%	23%	26%
	Moderate - lean conservative	5%	4%	5%	3%	5%	7%	3%	4%	2%	3%	5%
	Somewhat conservative	14%	18%	12%	15%	21%	13%	11%	15%	19%	16%	14%
	Very conservative	15%	19%	13%	20%	19%	12%	14%	7%	11%	9%	17%
	(Other)	1%	2%	1%	2%	2%		1%	2%		1%	1%
	(Don't know)	3%	3%	3%	5%	1%	2%	3%	3%	2%	2%	2%
IDEOLOGY	Liberal	36%	30%	40%	28%	31%	37%	43%	47%	43%	46%	34%
	Moderate	25%	23%	26%	28%	21%	28%	24%	22%	23%	23%	26%
	Conservative	34%	42%	30%	37%	45%	32%	28%	26%	32%	28%	36%
IDEOLOGY /GENDER	Liberal men	16%	11%	19%	28%		37%		25%	22%	21%	15%
	Liberal women	20%	18%	22%		31%		43%	23%	21%	25%	19%
	Moderate men	13%	11%	14%	28%		28%		14%	15%	14%	13%
	Moderate women	12%	12%	12%		21%		24%	8%	8%	8%	13%
	Conservative men	16%	15%	16%	37%		32%		10%	12%	12%	17%
	Conservative women	18%	27%	14%		45%		28%	15%	21%	16%	19%
AGE	Under 30	15%	14%	16%	12%	15%	19%	13%	15%	20%	16%	15%
	30 - 39	14%	26%	9%	21%	30%	8%	9%	22%	13%	21%	12%
	40 - 49	18%	34%	11%	39%	31%	13%	9%	8%	19%	15%	20%
	50 - 64	31%	22%	35%	23%	21%	30%	39%	43%	34%	37%	28%
	65 & over	22%	3%	30%	4%	2%	30%	30%	12%	12%	11%	25%
	(Refused)	0%	1%			1%				1%	0%	
AGE	Under 50	47%	74%	35%	73%	76%	40%	31%	45%	52%	52%	46%
	50 & over	53%	25%	65%	27%	23%	60%	69%	55%	46%	48%	54%
	Total	600	186	402	76	110	202	200	76	48	148	439

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	REGION					REGION / GENDER				
			LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
LIBERAL - CONSERVATIVE		2	4	-7	-19	1	2	22	1	7	19	26
IDEOLOGY	Very liberal	17%	18%	13%	8%	23%	12%	26%	15%	20%	20%	32%
	Somewhat liberal	13%	18%	16%	9%	7%	19%	11%	17%	19%	12%	11%
	Moderate - lean liberal	6%	4%	1%	8%	12%	6%	8%	5%	3%	9%	6%
	Moderate	25%	19%	28%	25%	16%	26%	28%	22%	17%	35%	21%
	Moderate - lean conservative	5%	2%	5%	6%	11%	4%	5%	1%	2%	4%	7%
	Somewhat conservative	14%	19%	16%	17%	11%	16%	11%	23%	16%	9%	12%
	Very conservative	15%	15%	16%	22%	18%	14%	6%	14%	17%	9%	4%
	(Other)	1%	2%	3%	1%		1%	2%	1%	2%	1%	2%
	(Don't know)	3%	3%	1%	4%	2%	3%	3%	1%	5%	1%	5%
IDEOLOGY	Liberal	36%	40%	30%	25%	42%	37%	45%	38%	42%	41%	48%
	Moderate	25%	19%	28%	25%	16%	26%	28%	22%	17%	35%	21%
	Conservative	34%	36%	37%	44%	41%	34%	22%	37%	34%	22%	23%
IDEOLOGY /GENDER	Liberal men	16%	18%	7%	10%	23%	18%	20%	38%		41%	
	Liberal women	20%	22%	24%	15%	19%	19%	25%		42%		48%
	Moderate men	13%	10%	17%	14%	5%	8%	17%	22%		35%	
	Moderate women	12%	9%	11%	11%	11%	18%	11%		17%		21%
	Conservative men	16%	17%	22%	22%	19%	17%	10%	37%		22%	
	Conservative women	18%	18%	15%	23%	22%	18%	12%		34%		23%
AGE	Under 30	15%	19%	22%	14%	9%	8%	18%	21%	18%	19%	18%
	30 - 39	14%	16%	12%	13%	10%	13%	14%	14%	17%	15%	12%
	40 - 49	18%	16%	22%	31%	25%	21%	13%	15%	18%	18%	10%
	50 - 64	31%	30%	30%	19%	28%	31%	31%	28%	32%	25%	36%
	65 & over	22%	18%	15%	22%	28%	27%	24%	21%	15%	23%	24%
	(Refused)	0%	0%					0%		1%		1%
AGE	Under 50	47%	52%	55%	58%	44%	43%	45%	51%	52%	51%	39%
	50 & over	53%	48%	45%	42%	56%	57%	54%	49%	47%	49%	60%
	Total	600	155	56	55	53	65	130	73	83	62	68

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY	
			Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
LIBERAL - CONSERVATIVE		2	-3	21	2	1	-10	3	19	23	-16	18
IDEOLOGY	Very liberal	17%	15%	25%	12%	24%	10%	19%	20%	30%	11%	26%
	Somewhat liberal	13%	15%	11%	19%	7%	12%	17%	12%	10%	12%	10%
	Moderate - lean liberal	6%	4%	8%	5%	10%	6%	3%	9%	7%	4%	9%
	Moderate	25%	23%	28%	27%	16%	29%	18%	34%	22%	28%	29%
	Moderate - lean conservative	5%	3%	6%	4%	12%	4%	2%	4%	8%	3%	7%
	Somewhat conservative	14%	17%	11%	16%	12%	20%	14%	9%	12%	18%	12%
	Very conservative	15%	17%	7%	14%	17%	14%	20%	9%	4%	22%	7%
	(Other)	1%	2%	2%	1%		1%	3%	2%	2%	2%	
	(Don't know)	3%	3%	3%	3%	2%	2%	3%	1%	5%	1%	
IDEOLOGY	Liberal	36%	35%	44%	36%	41%	29%	40%	41%	47%	27%	44%
	Moderate	25%	23%	28%	27%	16%	29%	18%	34%	22%	28%	29%
	Conservative	34%	38%	23%	34%	41%	39%	36%	22%	24%	42%	26%
IDEOLOGY / GENDER	Liberal men	16%	13%	21%	18%	22%	29%		41%		10%	23%
	Liberal women	20%	21%	23%	19%	20%		40%		47%	17%	21%
	Moderate men	13%	14%	17%	9%	5%	29%		34%		16%	19%
	Moderate women	12%	9%	11%	17%	11%		18%		22%	12%	10%
	Conservative men	16%	18%	11%	16%	18%	39%		22%		21%	13%
	Conservative women	18%	19%	12%	17%	22%		36%		24%	21%	14%
AGE	Under 30	15%	18%	18%	8%	10%	20%	16%	19%	18%	13%	18%
	30 - 39	14%	15%	12%	13%	8%	11%	18%	15%	9%	12%	11%
	40 - 49	18%	21%	14%	21%	26%	23%	19%	18%	11%	22%	12%
	50 - 64	31%	28%	31%	30%	29%	24%	32%	26%	37%	30%	31%
	65 & over	22%	18%	23%	27%	27%	22%	15%	22%	25%	23%	28%
	(Refused)	0%	0%	0%				0%		1%	0%	
AGE	Under 50	47%	53%	45%	42%	44%	54%	53%	52%	38%	47%	42%
	50 & over	53%	46%	55%	58%	56%	46%	46%	48%	61%	53%	58%
	Total	600	283	122	66	51	132	151	62	60	149	86

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA			A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT			
			Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leaners
LIBERAL - CONSERVATIVE		2	1	-5	6	-9	-59	51	-27	30	2	-6
IDEOLOGY	Very liberal	17%	16%	12%	19%	16%	1%	29%	11%	23%	13%	11%
	Somewhat liberal	13%	14%	20%	12%	8%	4%	24%	7%	20%	11%	11%
	Moderate - lean liberal	6%	6%	7%	6%	5%	3%	6%	6%	7%	3%	5%
	Moderate	25%	25%	16%	28%	25%	23%	27%	23%	25%	38%	31%
	Moderate - lean conservative	5%	4%	5%	5%	1%	8%		6%	3%	8%	9%
	Somewhat conservative	14%	15%	22%	12%	11%	29%	4%	21%	9%	10%	11%
	Very conservative	15%	16%	17%	13%	25%	31%	4%	24%	8%	7%	13%
	(Other)	1%	1%	0%	2%	1%	1%	2%	0%	2%	2%	2%
(Don't know)	3%	3%	1%	3%	6%	1%	3%	2%	3%	7%	6%	
IDEOLOGY	Liberal	36%	36%	39%	37%	29%	8%	59%	24%	50%	27%	27%
	Moderate	25%	25%	16%	28%	25%	23%	27%	23%	25%	38%	31%
	Conservative	34%	35%	44%	30%	38%	67%	8%	51%	20%	26%	33%
IDEOLOGY /GENDER	Liberal men	16%	16%	21%	16%	7%	6%	23%	12%	20%	16%	12%
	Liberal women	20%	20%	18%	21%	22%	2%	36%	12%	29%	12%	15%
	Moderate men	13%	13%	8%	15%	11%	14%	13%	13%	13%	16%	15%
	Moderate women	12%	12%	8%	13%	14%	9%	14%	10%	12%	21%	16%
	Conservative men	16%	16%	25%	13%	18%	31%	4%	25%	10%	8%	13%
	Conservative women	18%	19%	19%	18%	20%	36%	4%	26%	11%	18%	20%
AGE	Under 30	15%	14%	27%	12%	3%	10%	17%	12%	18%	13%	15%
	30 - 39	14%	14%	11%	16%	10%	12%	17%	11%	17%	13%	11%
	40 - 49	18%	18%	20%	18%	14%	21%	16%	22%	16%	10%	18%
	50 - 64	31%	32%	20%	34%	37%	32%	31%	32%	30%	32%	28%
	65 & over	22%	22%	22%	20%	36%	24%	18%	24%	18%	30%	27%
	(Refused)	0%	0%		0%			1%	0%		1%	1%
AGE	Under 50	47%	46%	58%	46%	27%	44%	50%	44%	52%	36%	44%
	50 & over	53%	54%	42%	54%	73%	56%	49%	55%	48%	62%	55%
	Total	600	572	138	408	54	107	136	266	281	47	89

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
		Yes - definite y	Undeci ded	No - definite ly	It is accept able to me	I do not like it, but I can live with it	I do not like it, and it is unaccept able	Yes	No	Undeci ded	Undeci ded w/leaners
LIBERAL - CONSERVATIVE	2	-33	2	39	40	-5	-33	16	-12	-5	-2
IDEOLOGY											
Very liberal	17%	11%	13%	25%	29%	14%	6%	21%	12%	15%	16%
Somewhat liberal	13%	6%	11%	20%	19%	13%	9%	16%	11%	11%	10%
Moderate - lean liberal	6%	5%	3%	9%	7%	5%	7%	6%	6%	7%	7%
Moderate	25%	23%	38%	25%	26%	27%	21%	25%	26%	25%	27%
Moderate - lean conservative	5%	4%	8%	3%	2%	9%	5%	3%	5%	7%	6%
Somewhat conservative	14%	23%	10%	7%	6%	18%	20%	14%	14%	15%	12%
Very conservative	15%	27%	7%	5%	7%	11%	30%	10%	23%	15%	15%
(Other)	1%		2%	3%	3%	0%		2%	1%	1%	1%
(Don't know)	3%	1%	7%	3%	2%	3%	3%	2%	1%	6%	6%
IDEOLOGY											
Liberal	36%	22%	27%	54%	55%	33%	22%	43%	30%	32%	32%
Moderate	25%	23%	38%	25%	26%	27%	21%	25%	26%	25%	27%
Conservative	34%	54%	26%	15%	14%	37%	54%	28%	42%	37%	34%
IDEOLOGY /GENDER											
Liberal men	16%	11%	16%	23%	22%	13%	13%	20%	14%	12%	12%
Liberal women	20%	10%	12%	31%	32%	20%	9%	23%	17%	20%	20%
Moderate men	13%	14%	16%	13%	15%	14%	11%	14%	14%	11%	10%
Moderate women	12%	9%	21%	12%	11%	12%	10%	11%	12%	14%	17%
Conservative men	16%	25%	8%	6%	7%	19%	23%	13%	22%	15%	15%
Conservative women	18%	29%	18%	9%	7%	19%	31%	15%	20%	22%	19%
AGE											
Under 30	15%	12%	13%	17%	23%	13%	8%	17%	14%	13%	15%
30 - 39	14%	11%	13%	19%	19%	12%	11%	15%	12%	14%	12%
40 - 49	18%	21%	10%	17%	17%	15%	21%	19%	20%	15%	15%
50 - 64	31%	31%	32%	30%	26%	36%	34%	33%	32%	28%	31%
65 & over	22%	23%	30%	16%	15%	24%	26%	16%	22%	30%	27%
(Refused)	0%	0%	1%		0%			0%		0%	0%
AGE											
Under 50	47%	45%	36%	54%	59%	40%	41%	51%	46%	42%	42%
50 & over	53%	54%	62%	46%	41%	60%	59%	49%	54%	57%	58%
Total	600	223	47	219	216	166	183	261	180	157	226

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - defintely	Yes - probab ly	Undeci ded	No - probab ly	No - definite ly	A	B
LIBERAL - CONSERVATIVE		2	21	4	-5	-31	-2	3	1
IDEOLOGY	Very liberal	17%	26%	11%	15%	10%	12%	16%	17%
	Somewhat liberal	13%	16%	19%	11%	8%	16%	14%	13%
	Moderate - lean liberal	6%	5%	9%	7%	4%	8%	6%	7%
	Moderate	25%	24%	23%	25%	22%	27%	27%	23%
	Moderate - lean conservative	5%	2%	3%	7%	12%	2%	4%	5%
	Somewhat conservative	14%	15%	17%	15%	27%	9%	15%	13%
	Very conservative	15%	9%	14%	15%	14%	26%	13%	17%
	(Other)	1%	1%	4%	1%	1%	1%	1%	1%
	(Don't know)	3%	1%	1%	6%	2%		3%	3%
IDEOLOGY	Liberal	36%	47%	38%	32%	22%	35%	36%	37%
	Moderate	25%	24%	23%	25%	22%	27%	27%	23%
	Conservative	34%	26%	34%	37%	53%	37%	33%	35%
IDEOLOGY /GENDER	Liberal men	16%	23%	22%	12%	7%	15%	16%	16%
	Liberal women	20%	24%	17%	20%	16%	19%	20%	21%
	Moderate men	13%	17%	14%	11%	10%	16%	14%	12%
	Moderate women	12%	7%	9%	14%	12%	10%	13%	11%
	Conservative men	16%	12%	13%	15%	27%	20%	15%	17%
	Conservative women	18%	15%	21%	22%	25%	17%	17%	19%
AGE	Under 30	15%	17%	13%	13%	11%	15%	15%	15%
	30 - 39	14%	17%	17%	14%	10%	15%	14%	14%
	40 - 49	18%	19%	18%	15%	23%	21%	18%	18%
	50 - 64	31%	29%	38%	28%	32%	29%	31%	31%
	65 & over	22%	18%	14%	30%	24%	19%	22%	22%
	(Refused)	0%	0%		0%			0%	
AGE	Under 50	47%	53%	48%	42%	44%	52%	47%	47%
	50 & over	53%	47%	52%	57%	56%	48%	53%	53%
	Total	600	154	67	157	52	98	300	300

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER		AGE					AGE	
			Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
GENDER/AGE	Men <50	23%	48%		52%	40%	51%			48%	
	Women <50	24%		46%	48%	60%	49%			52%	
	Men 50+	24%	52%					43%	51%		46%
	Women 50+	28%		54%				57%	49%		54%
RACE	White	65%	68%	62%	54%	59%	59%	68%	77%	58%	72%
	Black	5%	4%	6%	2%	6%	6%	5%	4%	5%	5%
	Latino	16%	12%	20%	35%	25%	17%	9%	6%	25%	8%
	Asian	5%	6%	5%	7%	3%	5%	6%	3%	5%	5%
	Native American	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
	Mixed race	4%	5%	3%	1%	4%	10%	3%	3%	5%	3%
	Other	1%	1%	1%			1%	1%	1%	0%	1%
(Refused)	3%	3%	3%				6%	5%		5%	
RACE /GENDER	White men	32%	68%		31%	28%	35%	30%	36%	32%	33%
	White women	33%		62%	22%	32%	24%	38%	41%	26%	39%
	Black men	2%	4%		1%	3%	1%	2%	3%	2%	2%
	Black women	3%		6%	1%	3%	5%	4%	1%	3%	3%
	Latino men	6%	12%		14%	4%	6%	3%	3%	8%	3%
	Latina women	10%		20%	21%	22%	10%	6%	3%	17%	5%
	Asian men	3%	6%		3%	2%	3%	2%	2%	3%	2%
	Asian women	2%		5%	4%	1%	2%	4%	0%	2%	3%
	Native American men	1%	2%		2%	1%			2%	1%	1%
	Native American women	0%		1%			1%	1%		1%	0%
	Mixed race men	2%	5%		1%	2%	5%	2%	2%	3%	2%
Mixed race women	2%		3%		2%	5%	1%	1%	3%	1%	
Total	600	282	318	90	84	108	186	131	282	317	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER/AGE				RACE		RACE /GENDER		
			Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
GENDER/AGE	Men <50	23%	100%				23%	24%	46%		
	Women <50	24%		100%			19%	50%		37%	76%
	Men 50+	24%			100%		26%	11%	54%		
	Women 50+	28%				100%	32%	15%		63%	24%
RACE	White	65%	66%	50%	71%	72%	100%		100%	100%	
	Black	5%	4%	6%	5%	5%					
	Latino	16%	17%	33%	7%	9%		100%			100%
	Asian	5%	6%	4%	5%	5%					
	Native American	1%	2%	1%	1%	1%					
	Mixed race	4%	6%	5%	4%	2%					
	Other	1%		1%	1%	1%					
	(Refused)	3%			5%	5%					
RACE /GENDER	White men	32%	66%		71%		49%		100%		
	White women	33%		50%		72%	51%			100%	
	Black men	2%	4%		5%						
	Black women	3%		6%		5%					
	Latino men	6%	17%		7%			35%			
	Latina women	10%		33%		9%		65%			100%
	Asian men	3%	6%		5%						
	Asian women	2%		4%		5%					
	Native American men	1%	2%		1%						
	Native American women	0%		1%		1%					
	Mixed race men	2%	6%		4%						
	Mixed race women	2%		5%		2%					
	Total	600	136	146	146	170	390	96	193	197	63

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID			PARTY ID STRENGTH				
			Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
GENDER/AGE	Men <50	23%	20%	29%	24%	19%	24%	29%	25%	23%
	Women <50	24%	29%	20%	20%	30%	27%	20%	21%	19%
	Men 50+	24%	23%	22%	30%	22%	23%	22%	30%	30%
	Women 50+	28%	28%	30%	26%	29%	26%	30%	25%	28%
RACE	White	65%	54%	67%	81%	53%	56%	67%	80%	81%
	Black	5%	9%	2%	1%	10%	8%	2%		3%
	Latino	16%	23%	10%	9%	23%	22%	10%	10%	6%
	Asian	5%	4%	10%	4%	5%	3%	10%	4%	3%
	Native American	1%	1%	2%	2%	1%	1%	2%	2%	1%
	Mixed race	4%	5%	5%	3%	5%	6%	5%	1%	6%
	Other	1%	1%		1%	2%			1%	
	(Refused)	3%	2%	4%	1%	2%	3%	4%	2%	
RACE /GENDER	White men	32%	26%	35%	42%	24%	30%	35%	41%	45%
	White women	33%	28%	32%	38%	29%	27%	32%	40%	36%
	Black men	2%	4%	2%		4%	4%	2%		
	Black women	3%	6%		1%	6%	4%			3%
	Latino men	6%	7%	1%	5%	7%	6%	1%	6%	3%
	Latina women	10%	16%	8%	4%	16%	16%	8%	4%	4%
	Asian men	3%	2%	5%	3%	1%	3%	5%	3%	2%
	Asian women	2%	2%	5%	1%	3%		5%	1%	1%
	Native American men	1%	0%	1%	1%		1%	1%	2%	
	Native American women	0%	1%	1%	0%	1%		1%		1%
	Mixed race men	2%	3%	3%	2%	3%	2%	3%	1%	3%
	Mixed race women	2%	3%	2%	1%	2%	4%	2%		3%
	Total	600	273	87	202	193	80	87	125	77

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER			
			Democ ratic men	Democ ratic women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women
GENDER/AGE	Men <50	23%	47%		45%		18%	24%	32%	42%		47%	
	Women <50	24%		51%		43%		27%	20%	28%		47%	41%
	Men 50+	24%	53%		55%		25%	27%	16%	58%		53%	
	Women 50+	28%		49%		57%		30%	29%	23%		52%	59%
RACE	White	65%	60%	50%	79%	83%	52%	81%	66%	57%	48%	78%	83%
	Black	5%	9%	10%		2%	10%	0%	2%	7%	11%	1%	
	Latino	16%	16%	28%	9%	8%	22%	8%	17%	18%	26%	7%	9%
	Asian	5%	4%	4%	5%	2%	5%	3%	7%	6%	5%	5%	1%
	Native American	1%	1%	1%	2%	1%	1%	2%		1%	1%	3%	1%
	Mixed race	4%	6%	5%	3%	2%	5%	3%	5%	7%	4%	4%	1%
	Other	1%	1%	1%	1%		1%	0%		1%	1%	1%	
	(Refused)	3%	4%	2%	1%	1%	4%	2%	2%	4%	4%	1%	4%
RACE /GENDER	White men	32%	60%		79%		24%	40%	36%	57%		78%	
	White women	33%		50%		83%	28%	40%	31%		48%		83%
	Black men	2%	9%				3%	0%	2%	7%		1%	
	Black women	3%		10%		2%	6%				11%		
	Latino men	6%	16%		9%		8%	4%	5%	18%		7%	
	Latina women	10%		28%		8%	15%	5%	12%		26%		9%
	Asian men	3%	4%		5%		3%	2%	2%	6%		5%	
	Asian women	2%		4%		2%	3%	1%	5%		5%		1%
	Native American men	1%	1%		2%		0%	2%		1%		3%	
	Native American women	0%		1%		1%	1%	0%			1%		1%
	Mixed race men	2%	6%		3%		3%	2%	1%	7%		4%	
	Mixed race women	2%		5%		2%	2%	1%	4%		4%		1%
Total	600	117	156	109	94	276	210	102	117	158	108	102	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
GENDER/AGE	Men <50	23%	23%	25%	21%	22%	20%	25%	24%	18%
	Women <50	24%	27%	19%	26%	33%	23%	19%	29%	25%
	Men 50+	24%	22%	27%	26%	15%	25%	27%	24%	26%
	Women 50+	28%	29%	29%	28%	29%	33%	29%	23%	32%
RACE	White	65%	61%	72%	69%	64%	57%	72%	64%	70%
	Black	5%	5%	7%	4%	6%	4%	7%	4%	5%
	Latino	16%	19%	10%	14%	21%	18%	10%	18%	11%
	Asian	5%	4%	5%	5%	4%	6%	5%	5%	4%
	Native American	1%	1%	1%	2%		2%	1%	2%	2%
	Mixed race	4%	6%	3%	3%	3%	7%	3%	6%	2%
	Other	1%	1%	1%	1%		3%	1%		1%
	(Refused)	3%	3%	2%	3%	4%	3%	2%	2%	5%
RACE /GENDER	White men	32%	28%	38%	34%	25%	26%	38%	30%	33%
	White women	33%	32%	34%	35%	39%	31%	34%	34%	37%
	Black men	2%	2%	3%	1%	3%	2%	3%		3%
	Black women	3%	3%	4%	2%	3%	3%	4%	4%	2%
	Latino men	6%	6%	4%	6%	5%	6%	4%	9%	3%
	Latina women	10%	14%	6%	9%	16%	12%	6%	9%	8%
	Asian men	3%	2%	3%	2%	2%	2%	3%	4%	1%
	Asian women	2%	2%	2%	2%	2%	4%	2%	2%	3%
	Native American men	1%	0%	1%	1%		1%	1%	2%	1%
	Native American women	0%	0%		1%		1%			1%
	Mixed race men	2%	4%	3%	1%	2%	4%	3%	2%	
	Mixed race women	2%	2%		2%	1%	3%		4%	2%
Total	600	218	151	205	100	80	151	86	91	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER			
			Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women
GENDER/AGE	Men <50	23%	51%		48%		44%		17%	34%	45%	37%		69%	
	Women <50	24%		48%		40%		48%	23%	28%	35%		42%	55%	
	Men 50+	24%	49%		52%		56%		29%	16%	10%	63%		31%	
	Women 50+	28%		51%		60%		52%	31%	23%	10%		57%	45%	
RACE	White	65%	65%	58%	72%	72%	71%	66%	66%	65%	59%	67%	66%	73%	57%
	Black	5%	5%	5%	6%	8%	3%	5%	5%	4%	4%	5%	5%	2%	7%
	Latino	16%	13%	25%	7%	13%	12%	16%	13%	21%	27%	11%	15%	14%	29%
	Asian	5%	5%	4%	6%	4%	5%	4%	5%	5%	6%	5%	5%	6%	5%
	Native American	1%	1%	0%	1%		3%	1%	2%	1%	1%	2%	1%	1%	
	Mixed race	4%	8%	4%	5%		1%	5%	5%	3%	2%	6%	3%	3%	2%
	Other	1%	1%	1%		1%	1%		1%			1%	1%		
	(Refused)	3%	3%	3%	1%	2%	3%	3%	3%	1%	1%	3%	2%		1%
RACE /GENDER	White men	32%	65%		72%		71%		30%	36%	41%	67%		73%	
	White women	33%		58%		72%		66%	36%	29%	17%		66%	57%	
	Black men	2%	5%		6%		3%		2%	1%	1%	5%		2%	
	Black women	3%		5%		8%		5%	3%	3%	4%		5%	7%	
	Latino men	6%	13%		7%		12%		5%	7%	9%	11%		14%	
	Latina women	10%		25%		13%		16%	8%	15%	19%		15%	29%	
	Asian men	3%	5%		6%		5%		2%	3%	2%	5%		6%	
	Asian women	2%		4%		4%		4%	3%	2%	3%		5%	5%	
	Native American men	1%	1%		1%		3%		1%	1%	1%	2%		1%	
	Native American women	0%		0%					1%	1%			1%		
	Mixed race men	2%	8%		5%		1%		3%	1%	1%	6%		3%	
	Mixed race women	2%		4%					2%	1%	1%		3%	2%	
Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD			
			Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
GENDER/AGE	Men <50	23%	30%	20%	73%		40%		18%	28%	22%	23%
	Women <50	24%	45%	15%		76%		31%	27%	24%	30%	23%
	Men 50+	24%	11%	30%	27%		60%		32%	23%	26%	23%
	Women 50+	28%	14%	34%		23%		69%	23%	24%	22%	30%
RACE	White	65%	57%	70%	61%	54%	72%	68%	67%	61%	61%	68%
	Black	5%	7%	4%	6%	8%	4%	5%	7%		7%	5%
	Latino	16%	21%	14%	18%	23%	9%	18%	13%	21%	19%	15%
	Asian	5%	6%	4%	6%	6%	5%	3%	3%	2%	2%	6%
	Native American	1%	1%	2%		1%	2%	1%	2%	1%	1%	1%
	Mixed race	4%	5%	4%	5%	5%	5%	3%	5%	11%	6%	4%
	Other	1%	1%	1%	1%	1%	1%	1%			1%	1%
	(Refused)	3%	1%	2%	3%	0%	1%	3%	4%	5%	3%	1%
RACE /GENDER	White men	32%	25%	36%	61%		72%		36%	25%	30%	33%
	White women	33%	32%	34%		54%		68%	31%	35%	31%	34%
	Black men	2%	2%	2%	6%		4%		4%		3%	2%
	Black women	3%	5%	2%		8%		5%	3%		4%	3%
	Latino men	6%	7%	5%	18%		9%		5%	10%	8%	5%
	Latina women	10%	14%	9%		23%		18%	8%	11%	11%	10%
	Asian men	3%	3%	3%	6%		5%		1%	2%	1%	3%
	Asian women	2%	4%	1%		6%		3%	2%		1%	3%
	Native American men	1%		1%			2%					1%
	Native American women	0%	1%	0%		1%		1%	2%	1%	1%	0%
	Mixed race men	2%	2%	2%	5%		5%		2%	9%	4%	2%
	Mixed race women	2%	3%	1%		5%		3%	3%	2%	2%	2%
Total	600	186	402	76	110	202	200	76	48	148	439	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	REGION						REGION / GENDER			
			LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
GENDER/AGE	Men <50	23%	24%	29%	29%	19%	22%	25%	51%		51%	
	Women <50	24%	28%	26%	30%	25%	21%	20%		52%		39%
	Men 50+	24%	23%	18%	20%	28%	24%	23%	49%		49%	
	Women 50+	28%	25%	27%	22%	28%	33%	31%		47%		60%
RACE	White	65%	46%	65%	56%	84%	71%	72%	49%	43%	78%	66%
	Black	5%	7%	2%	12%		9%	3%	7%	7%	2%	4%
	Latino	16%	32%	10%	19%	10%	6%	11%	25%	38%	6%	15%
	Asian	5%	5%	15%	1%	4%		8%	7%	3%	9%	7%
	Native American	1%	1%		4%		2%	1%	1%	1%		2%
	Mixed race	4%	5%	6%	3%	3%	7%	2%	6%	4%	2%	1%
	Other	1%	1%					2%	1%	1%	2%	2%
	(Refused)	3%	3%	2%	5%		5%	3%	4%	2%	2%	3%
RACE /GENDER	White men	32%	23%	29%	29%	41%	36%	37%	49%		78%	
	White women	33%	23%	36%	28%	43%	35%	34%		43%		66%
	Black men	2%	3%	2%	3%		3%	1%	7%		2%	
	Black women	3%	4%		8%		6%	2%		7%		4%
	Latino men	6%	11%	3%	5%	4%	2%	3%	25%		6%	
	Latina women	10%	20%	7%	15%	6%	4%	8%		38%		15%
	Asian men	3%	3%	8%				4%	7%		9%	
	Asian women	2%	1%	7%	1%	4%		4%		3%		7%
	Native American men	1%	1%		4%		2%		1%			
	Native American women	0%	1%				1%	1%		1%		2%
	Mixed race men	2%	3%	4%	3%	3%	1%	1%	6%		2%	
	Mixed race women	2%	2%	2%			6%	1%		4%		1%
Total	600	155	56	55	53	65	130	73	83	62	68	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET /RACE -- WHITE ONLY	
			Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
GENDER/AGE	Men <50	23%	25%	26%	21%	18%	54%		52%		25%	30%
	Women <50	24%	28%	19%	21%	26%		53%		38%	21%	11%
	Men 50+	24%	22%	24%	25%	27%	46%		48%		23%	25%
	Women 50+	28%	25%	30%	33%	29%		46%		61%	30%	34%
RACE	White	65%	53%	71%	71%	85%	55%	51%	77%	64%	100%	100%
	Black	5%	6%	3%	9%		6%	7%	2%	4%		
	Latino	16%	24%	12%	6%	8%	17%	30%	6%	17%		
	Asian	5%	6%	9%		4%	7%	5%	9%	8%		
	Native American	1%	2%	1%	2%		3%	1%		2%		
	Mixed race	4%	5%	2%	7%	3%	7%	3%	2%	2%		
	Other (Refused)	1% 3%	1% 3%	1% 2%			1% 4%	1% 3%	2% 2%		3% 3%	
RACE /GENDER	White men	32%	25%	39%	37%	41%	55%		77%		48%	55%
	White women	33%	27%	32%	35%	44%		51%		64%	52%	45%
	Black men	2%	3%	1%	3%		6%		2%			
	Black women	3%	4%	2%	6%			7%		4%		
	Latino men	6%	8%	3%	2%	2%	17%		6%			
	Latina women	10%	16%	8%	4%	6%		30%		17%		
	Asian men	3%	3%	5%			7%		9%			
	Asian women	2%	3%	4%		4%		5%		8%		
	Native American men	1%	1%		2%		3%					
	Native American women	0%	0%	1%	1%			1%		2%		
	Mixed race men	2%	3%	1%	1%	3%	7%		2%			
Mixed race women	2%	2%	1%	6%			3%		2%			
Total	600	283	122	66	51	132	151	62	60	149	86	

CA MARRIAGE: SEPTEMBER, 2008

			2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA			A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT			
		TOTAL	Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leans
GENDER/AGE	Men <50	23%	22%	33%	21%	12%	23%	19%	24%	23%	13%	22%
	Women <50	24%	24%	25%	25%	15%	21%	31%	20%	29%	23%	22%
	Men 50+	24%	25%	21%	25%	26%	28%	23%	27%	21%	30%	23%
	Women 50+	28%	29%	21%	28%	47%	28%	27%	28%	27%	33%	32%
RACE	White	65%	66%	64%	67%	57%	79%	56%	69%	64%	51%	52%
	Black	5%	5%	2%	6%	8%		9%	6%	5%		2%
	Latino	16%	16%	20%	15%	12%	10%	23%	14%	16%	31%	27%
	Asian	5%	4%	8%	3%	9%	7%	4%	4%	5%	11%	9%
	Native American	1%	1%	2%	1%	1%	1%	1%	1%	2%		2%
	Mixed race	4%	4%	3%	5%	4%	1%	3%	4%	4%	3%	2%
	Other	1%	1%		1%				0%	1%		1%
	(Refused)	3%	3%	2%	3%	9%	2%	5%	2%	3%	3%	6%
RACE /GENDER	White men	32%	32%	40%	31%	23%	41%	25%	36%	31%	25%	26%
	White women	33%	34%	24%	36%	34%	38%	31%	33%	33%	26%	26%
	Black men	2%	2%	1%	2%	4%		5%	3%	2%		
	Black women	3%	3%	1%	4%	4%		4%	3%	4%		2%
	Latino men	6%	5%	6%	5%	7%	5%	7%	5%	5%	14%	13%
	Latina women	10%	10%	14%	10%	5%	6%	16%	8%	11%	17%	14%
	Asian men	3%	2%	5%	2%	2%	4%	1%	3%	2%	3%	4%
	Asian women	2%	2%	4%	1%	7%	3%	2%	1%	2%	8%	5%
	Native American men	1%	1%	2%	1%		1%		1%	1%		2%
	Native American women	0%	0%		1%	1%		1%	0%	1%		
	Mixed race men	2%	2%	1%	3%			2%	2%	3%		
	Mixed race women	2%	2%	2%	1%	4%	1%	2%	1%	2%	3%	2%
Total	600	572	138	408	54	107	136	266	281	47	89	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
			Yes - definitely	Undecided	No - definitely	It is acceptable to me	I do not like it, but I can live with it	I do not like it, and it is unacceptable	Yes	No	Undecided	Undecided w/leans
GENDER/AGE	Men <50	23%	24%	13%	22%	30%	20%	16%	25%	26%	15%	17%
	Women <50	24%	22%	23%	32%	29%	20%	24%	26%	20%	27%	25%
	Men 50+	24%	28%	30%	22%	16%	27%	32%	24%	24%	25%	24%
	Women 50+	28%	27%	33%	25%	24%	33%	28%	25%	30%	32%	34%
RACE	White	65%	69%	51%	65%	69%	62%	67%	68%	64%	61%	64%
	Black	5%	6%		6%	2%	11%	2%	5%	4%	6%	4%
	Latino	16%	13%	31%	16%	16%	14%	18%	13%	17%	21%	19%
	Asian	5%	4%	11%	4%	5%	7%	4%	6%	4%	5%	5%
	Native American	1%	1%		1%	1%	1%	1%	2%	1%		0%
	Mixed race	4%	4%	3%	5%	4%	3%	5%	3%	5%	5%	3%
	Other	1%	0%		1%	0%	1%	1%		1%	1%	1%
	(Refused)	3%	2%	3%	2%	3%	1%	2%	2%	4%	2%	4%
RACE /GENDER	White men	32%	35%	25%	31%	35%	31%	33%	33%	35%	27%	30%
	White women	33%	33%	26%	34%	34%	31%	34%	35%	29%	34%	34%
	Black men	2%	3%		2%	1%	4%	0%	3%	2%	1%	0%
	Black women	3%	3%		4%	1%	7%	2%	2%	3%	5%	4%
	Latino men	6%	5%	14%	4%	5%	7%	6%	4%	5%	8%	7%
	Latina women	10%	8%	17%	12%	11%	7%	12%	9%	11%	12%	12%
	Asian men	3%	3%	3%	2%	3%	3%	2%	4%	1%	2%	2%
	Asian women	2%	1%	8%	3%	2%	4%	2%	2%	3%	2%	4%
	Native American men	1%	1%		0%	0%	1%	1%	1%	1%		
	Native American women	0%	0%		1%	1%	0%		1%			0%
	Mixed race men	2%	2%		2%	2%	1%	3%	1%	4%	2%	1%
	Mixed race women	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%	2%
	Total	600	223	47	219	216	166	183	261	180	157	226

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - definitel y	Yes - probab ly	Undeci ded	No - probab ly	No - definite ly	A	B
GENDER/AGE	Men <50	23%	27%	23%	15%	22%	30%	23%	23%
	Women <50	24%	26%	24%	27%	21%	22%	24%	24%
	Men 50+	24%	27%	25%	25%	25%	22%	24%	24%
	Women 50+	28%	20%	27%	32%	31%	26%	28%	29%
RACE	White	65%	66%	70%	61%	68%	61%	65%	65%
	Black	5%	6%	5%	6%	2%	7%	5%	5%
	Latino	16%	12%	13%	21%	18%	18%	16%	16%
	Asian	5%	6%	5%	5%	4%	3%	5%	5%
	Native American	1%	2%	4%			1%	1%	1%
	Mixed race	4%	5%	2%	5%	6%	6%	3%	5%
	Other	1%			1%	2%	1%		1%
	(Refused)	3%	3%	2%	2%		3%	4%	2%
RACE /GENDER	White men	32%	36%	32%	27%	32%	33%	32%	32%
	White women	33%	30%	38%	34%	36%	28%	33%	33%
	Black men	2%	4%	2%	1%	2%	3%	3%	1%
	Black women	3%	2%	3%	5%		5%	2%	4%
	Latino men	6%	2%	8%	8%	6%	6%	5%	6%
	Latina women	10%	10%	5%	12%	12%	12%	11%	10%
	Asian men	3%	5%	3%	2%	1%	1%	2%	3%
	Asian women	2%	1%	2%	2%	3%	1%	3%	2%
	Native American men	1%	2%	2%			1%	1%	1%
	Native American women	0%	1%	2%				1%	0%
	Mixed race men	2%	2%	2%	2%	6%	5%	2%	3%
	Mixed race women	2%	3%		3%		1%	2%	2%
	Total	600	154	67	157	52	98	300	300

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER		AGE					AGE	
			Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
MARITAL STATUS	Married	62%	60%	64%	13%	64%	76%	78%	59%	53%	70%
	Unmarried	36%	38%	34%	86%	36%	24%	18%	37%	47%	26%
	Single	24%	29%	20%	85%	32%	14%	11%	6%	42%	9%
	Separated	1%	1%	1%	1%		3%	0%	2%	1%	1%
	Widowed	5%	4%	7%		1%		2%	21%	0%	10%
	Divorced	5%	4%	6%		3%	8%	4%	8%	4%	6%
	(Other)	0%		0%				1%			0%
	(Refused)	2%	2%	2%	1%			3%	4%	0%	3%
MARITAL STATUS /GENDER	Married men	28%	60%		1%	24%	37%	34%	34%	22%	34%
	Married women	34%		64%	12%	40%	39%	44%	26%	31%	37%
	Unmarried men	18%	38%		50%	15%	14%	7%	15%	26%	11%
	Unmarried women	18%		34%	36%	20%	10%	11%	21%	21%	15%
CHILDREN UNDER 18	Yes	31%	27%	35%	28%	59%	59%	22%	4%	49%	15%
	No	67%	72%	63%	71%	41%	41%	75%	92%	51%	82%
	(Refused)	2%	2%	2%	1%			3%	4%	0%	3%
PARENTAL STATUS	Father	13%	27%		10%	19%	27%	9%	2%	19%	7%
	Mother	18%		35%	18%	39%	31%	13%	2%	30%	8%
	Childless man	34%	72%		42%	20%	24%	32%	46%	29%	38%
	Childless woman	33%		63%	29%	21%	17%	42%	46%	22%	44%
UNION HOUSEHOLD	Yes, self only	13%	13%	12%	13%	20%	5%	18%	7%	12%	13%
	Yes, household member only	8%	9%	7%	11%	7%	8%	9%	5%	9%	7%
	Yes, both self and household	4%	3%	5%	3%	9%	7%	3%	1%	6%	2%
	All yes	25%	25%	24%	27%	36%	20%	30%	12%	27%	22%
	Nobody in household	73%	73%	73%	73%	62%	80%	67%	84%	72%	74%
	(Refused)	2%	2%	3%		1%		3%	4%	0%	4%
REGION	LA County	26%	26%	26%	33%	29%	24%	25%	21%	28%	24%
	Orange	9%	9%	9%	13%	8%	11%	9%	7%	11%	8%
	Inland Empire	9%	9%	9%	8%	9%	16%	6%	9%	11%	7%
	San Diego	9%	9%	9%	5%	6%	12%	8%	11%	8%	9%
	Central Coast	6%	6%	6%	2%	7%	5%	8%	6%	4%	7%
	Fresno	6%	5%	6%	5%	7%	1%	7%	6%	4%	7%
	Sacramento	11%	11%	11%	6%	10%	13%	11%	13%	10%	12%
	Bay Area	22%	22%	21%	26%	21%	16%	22%	24%	21%	22%
	North	3%	3%	2%		3%	2%	4%	2%	2%	4%
Total	600	282	318	90	84	108	186	131	282	317	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	GENDER/AGE				RACE		RACE /GENDER		
			Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
MARITAL STATUS	Married	62%	46%	59%	73%	68%	63%	52%	59%	68%	50%
	Unmarried	36%	54%	41%	23%	29%	36%	48%	40%	31%	50%
	Single	24%	49%	35%	10%	8%	22%	41%	31%	13%	43%
	Separated	1%	2%	1%	1%	2%	1%	1%		2%	
	Widowed	5%		1%	7%	12%	7%	3%	4%	10%	3%
	Divorced	5%	3%	5%	5%	7%	6%	3%	5%	7%	4%
	(Other)	0%				1%					
	(Refused)	2%	1%		4%	3%	1%		1%	1%	
MARITAL STATUS /GENDER	Married men	28%	46%		73%		29%	19%	59%		
	Married women	34%		59%		68%	34%	33%		68%	50%
	Unmarried men	18%	54%		23%		20%	15%	40%		
	Unmarried women	18%		41%		29%	16%	33%		31%	50%
CHILDREN UNDER 18	Yes	31%	40%	57%	14%	15%	27%	41%	24%	30%	41%
	No	67%	60%	42%	83%	81%	72%	57%	76%	69%	58%
	(Refused)	2%		1%	3%	4%	1%	2%	0%	1%	2%
PARENTAL STATUS	Father	13%	40%		14%		12%	14%	24%		
	Mother	18%		57%		15%	15%	27%		30%	41%
	Childless man	34%	60%		83%		37%	20%	76%		
	Childless woman	33%		42%		81%	35%	38%		69%	58%
UNION HOUSEHOLD	Yes, self only	13%	10%	14%	17%	10%	13%	10%	14%	12%	10%
	Yes, household member only	8%	10%	8%	7%	7%	7%	10%	6%	9%	9%
	Yes, both self and household	4%	4%	8%	3%	2%	3%	8%	3%	3%	8%
	All yes	25%	24%	30%	26%	19%	23%	29%	23%	23%	27%
	Nobody in household	73%	75%	70%	70%	77%	76%	69%	76%	77%	70%
	(Refused)	2%	0%	0%	3%	4%	1%	2%	1%	0%	3%
REGION	LA County	26%	27%	30%	24%	23%	18%	51%	19%	18%	50%
	Orange	9%	12%	10%	7%	9%	9%	6%	9%	10%	6%
	Inland Empire	9%	12%	11%	7%	7%	8%	11%	8%	8%	13%
	San Diego	9%	7%	9%	10%	9%	11%	5%	11%	11%	5%
	Central Coast	6%	3%	5%	9%	6%	7%	3%	7%	7%	3%
	Fresno	6%	3%	6%	7%	7%	6%	5%	5%	7%	3%
	Sacramento	11%	10%	9%	11%	13%	12%	4%	12%	12%	4%
	Bay Area	22%	24%	18%	21%	24%	24%	15%	25%	23%	16%
	North	3%	2%	1%	4%	3%	4%		4%	4%	
Total	600	136	146	146	170	390	96	193	197	63	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID			PARTY ID STRENGTH				
			Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
MARITAL STATUS	Married	62%	58%	59%	71%	55%	66%	59%	75%	65%
	Unmarried	36%	40%	38%	28%	44%	32%	38%	25%	33%
	Single	24%	30%	26%	15%	32%	25%	26%	14%	17%
	Separated	1%	1%	3%	1%	2%		3%		1%
	Widowed	5%	3%	5%	8%	4%	1%	5%	6%	11%
	Divorced	5%	6%	4%	4%	6%	5%	4%	5%	3%
	(Other)	0%	0%				2%			
	(Refused)	2%	1%	2%	1%	2%	1%	2%		2%
MARITAL STATUS /GENDER	Married men	28%	24%	29%	36%	21%	30%	29%	36%	35%
	Married women	34%	34%	30%	35%	34%	37%	30%	39%	30%
	Unmarried men	18%	18%	20%	17%	19%	17%	20%	18%	16%
	Unmarried women	18%	22%	19%	11%	25%	15%	19%	7%	17%
CHILDREN UNDER 18	Yes	31%	28%	29%	37%	28%	27%	29%	41%	30%
	No	67%	71%	70%	62%	71%	72%	70%	57%	70%
	(Refused)	2%	1%	1%	1%	1%	1%	1%	2%	
PARENTAL STATUS	Father	13%	9%	12%	18%	9%	10%	12%	22%	11%
	Mother	18%	19%	16%	19%	20%	17%	16%	19%	19%
	Childless man	34%	33%	37%	35%	32%	37%	37%	31%	42%
	Childless woman	33%	38%	33%	27%	39%	35%	33%	26%	29%
UNION HOUSEHOLD	Yes, self only	13%	14%	11%	10%	14%	15%	11%	7%	13%
	Yes, household member only	8%	8%	8%	9%	9%	4%	8%	10%	8%
	Yes, both self and household	4%	6%	1%	4%	6%	6%	1%	3%	4%
	All yes	25%	28%	21%	22%	29%	25%	21%	20%	25%
	Nobody in household	73%	70%	77%	78%	69%	74%	77%	80%	75%
	(Refused)	2%	2%	3%		2%	1%	3%		
REGION	LA County	26%	29%	29%	21%	29%	28%	29%	24%	16%
	Orange	9%	5%	15%	14%	5%	4%	15%	13%	14%
	Inland Empire	9%	10%	9%	8%	7%	18%	9%	11%	4%
	San Diego	9%	7%	9%	12%	8%	4%	9%	13%	9%
	Central Coast	6%	6%	4%	7%	6%	6%	4%	8%	5%
	Fresno	6%	5%	5%	6%	5%	6%	5%	6%	7%
	Sacramento	11%	10%	9%	13%	9%	12%	9%	12%	14%
	Bay Area	22%	26%	18%	17%	28%	21%	18%	9%	28%
	North	3%	2%	2%	3%	2%	2%	2%	3%	3%
Total	600	273	87	202	193	80	87	125	77	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER			
			Democ rat men	Democ rat women	Repub lican men	Repub lican women	Democ rat	Repub lican	Decline to state	Democ rat Men	Democ rat Women	Repub lican Men	Repub lican Women
MARITAL STATUS	Married	62%	55%	60%	66%	77%	58%	73%	50%	57%	58%	70%	76%
	Unmarried	36%	42%	39%	32%	23%	40%	25%	48%	40%	41%	28%	21%
	Single	24%	35%	26%	20%	8%	28%	12%	40%	32%	26%	19%	5%
	Separated	1%	2%	1%		1%	1%	1%	3%	2%	1%		1%
	Widowed	5%	1%	4%	7%	10%	4%	8%	3%	3%	5%	5%	11%
	Divorced	5%	3%	8%	5%	4%	7%	4%	2%	4%	9%	4%	3%
	(Other)	0%		1%					1%				
	(Refused)	2%	3%	0%	1%		2%	2%	2%	3%	1%	1%	3%
MARITAL STATUS /GENDER	Married men	28%	55%		66%		24%	36%	20%	57%		70%	
	Married women	34%		60%		77%	33%	37%	30%		58%		76%
	Unmarried men	18%	42%		32%		17%	15%	27%	40%		28%	
	Unmarried women	18%		39%		23%	23%	10%	21%		41%		21%
CHILDREN UNDER 18	Yes	31%	21%	33%	33%	41%	28%	36%	30%	23%	31%	33%	39%
	No	67%	77%	66%	65%	58%	71%	61%	67%	75%	68%	65%	57%
	(Refused)	2%	2%	1%	1%	1%	1%	3%	2%	2%	1%	1%	4%
PARENTAL STATUS	Father	13%	21%		33%		10%	17%	11%	23%		33%	
	Mother	18%		33%		41%	18%	19%	20%		31%		39%
	Childless man	34%	77%		65%		32%	34%	37%	75%		65%	
	Childless woman	33%		66%		58%	39%	28%	30%		68%		57%
UNION HOUSEHOLD	Yes, self only	13%	17%	13%	6%	13%	14%	9%	17%	15%	13%	8%	10%
	Yes, household member only	8%	10%	6%	8%	10%	7%	8%	8%	10%	5%	8%	9%
	Yes, both self and household	4%	3%	8%	5%	3%	6%	2%	3%	4%	8%	3%	1%
	All yes	25%	30%	27%	19%	26%	27%	19%	27%	28%	27%	19%	20%
	Nobody in household	73%	68%	72%	81%	74%	71%	79%	70%	69%	73%	81%	76%
	(Refused)	2%	2%	1%			1%	2%	3%	2%	1%		4%
REGION	LA County	26%	30%	29%	22%	20%	30%	20%	30%	30%	29%	20%	20%
	Orange	9%	1%	7%	15%	12%	7%	14%	9%	6%	7%	15%	13%
	Inland Empire	9%	10%	10%	6%	10%	8%	11%	10%	8%	8%	11%	10%
	San Diego	9%	8%	6%	11%	12%	7%	11%	8%	8%	6%	10%	13%
	Central Coast	6%	6%	6%	7%	7%	6%	7%	3%	7%	5%	7%	7%
	Fresno	6%	5%	5%	4%	9%	4%	8%	4%	5%	4%	6%	10%
	Sacramento	11%	10%	10%	12%	13%	11%	11%	8%	11%	11%	12%	11%
	Bay Area	22%	28%	24%	18%	15%	25%	14%	28%	23%	26%	16%	13%
	North	3%	2%	2%	4%	2%	2%	4%	1%	2%	3%	4%	3%
Total	600	117	156	109	94	276	210	102	117	158	108	102	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
MARITAL STATUS	Married	62%	56%	66%	67%	49%	61%	66%	60%	77%
	Unmarried	36%	43%	33%	31%	50%	39%	33%	37%	21%
	Single	24%	34%	22%	15%	39%	32%	22%	20%	9%
	Separated	1%	1%	1%	2%		1%	1%	1%	2%
	Widowed	5%	2%	6%	9%	3%	2%	6%	10%	4%
	Divorced	5%	6%	4%	5%	7%	4%	4%	5%	6%
	(Other)	0%								
	(Refused)	2%	1%	1%	2%	1%		1%	3%	2%
MARITAL STATUS /GENDER	Married men	28%	25%	32%	30%	17%	26%	32%	25%	33%
	Married women	34%	32%	34%	37%	32%	35%	34%	35%	43%
	Unmarried men	18%	19%	19%	16%	20%	18%	19%	20%	10%
	Unmarried women	18%	24%	14%	15%	30%	21%	14%	17%	11%
CHILDREN UNDER 18	Yes	31%	25%	29%	38%	24%	29%	29%	40%	40%
	No	67%	74%	70%	59%	76%	70%	70%	57%	57%
	(Refused)	2%	0%	1%	3%		1%	1%	4%	3%
PARENTAL STATUS	Father	13%	10%	14%	14%	6%	13%	14%	13%	16%
	Mother	18%	16%	15%	24%	18%	16%	15%	26%	23%
	Childless man	34%	34%	38%	32%	32%	32%	38%	31%	27%
	Childless woman	33%	40%	32%	27%	44%	38%	32%	25%	30%
UNION HOUSEHOLD	Yes, self only	13%	17%	11%	10%	11%	23%	11%	13%	6%
	Yes, household member only	8%	9%	7%	8%	11%	9%	7%	11%	6%
	Yes, both self and household	4%	5%	4%	3%	3%	7%	4%	4%	3%
	All yes	25%	31%	22%	20%	25%	40%	22%	27%	15%
	Nobody in household	73%	68%	77%	77%	75%	59%	77%	69%	83%
	(Refused)	2%	0%	1%	3%		1%	1%	4%	2%
REGION	LA County	26%	28%	20%	27%	28%	35%	20%	34%	26%
	Orange	9%	8%	10%	10%	7%	12%	10%	10%	10%
	Inland Empire	9%	6%	9%	12%	5%	6%	9%	10%	13%
	San Diego	9%	10%	6%	11%	12%	5%	6%	7%	10%
	Central Coast	6%	6%	7%	5%	4%	6%	7%	2%	10%
	Fresno	6%	2%	8%	7%	2%	1%	8%	5%	10%
	Sacramento	11%	11%	11%	11%	8%	15%	11%	12%	10%
	Bay Area	22%	27%	24%	14%	34%	18%	24%	16%	9%
	North	3%	1%	5%	3%	1%	2%	5%	2%	2%
Total	600	218	151	205	100	80	151	86	91	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER			
			Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women
MARITAL STATUS	Married	62%	56%	56%	62%	71%	64%	69%	100%			100%	100%		
	Unmarried	36%	42%	43%	36%	29%	34%	28%		100%	100%			100%	100%
	Single	24%	36%	32%	28%	15%	21%	10%		68%	100%			76%	60%
	Separated	1%		1%		3%	4%	1%		4%				3%	4%
	Widowed	5%	1%	3%	7%	5%	4%	13%		15%				10%	19%
	Divorced	5%	4%	7%	1%	7%	6%	5%		14%				10%	17%
	(Other)	0%													
	(Refused)	2%	2%	0%	2%		2%	2%							
MARITAL STATUS /GENDER	Married men	28%	56%		62%		64%		45%			100%			
	Married women	34%		56%		71%		69%	55%				100%		
	Unmarried men	18%	42%		36%		34%			49%	55%			100%	
	Unmarried women	18%		43%		29%		28%		51%	45%				100%
CHILDREN UNDER 18	Yes	31%	22%	28%	26%	32%	29%	45%	41%	16%	18%	38%	43%	11%	21%
	No	67%	78%	71%	73%	68%	68%	52%	59%	82%	80%	61%	57%	89%	76%
	(Refused)	2%		1%	1%		3%	3%	1%	1%	2%	1%	0%		3%
PARENTAL STATUS	Father	13%	22%		26%		29%		17%	5%	7%	38%		11%	
	Mother	18%		28%		32%		45%	23%	11%	11%		43%		21%
	Childless man	34%	78%		73%		68%		28%	44%	49%	61%		89%	
	Childless woman	33%		71%		68%		52%	31%	38%	32%		57%		76%
UNION HOUSEHOLD	Yes, self only	13%	20%	14%	13%	9%	8%	11%	12%	14%	18%	13%	12%	16%	13%
	Yes, household member only	8%	11%	8%	9%	5%	6%	9%	9%	6%	8%	8%	11%	10%	1%
	Yes, both self and household	4%	2%	8%	4%	4%	4%	2%	5%	3%	1%	4%	6%	3%	2%
	All yes	25%	33%	30%	27%	17%	18%	22%	27%	23%	27%	24%	29%	29%	16%
	Nobody in household	73%	67%	69%	73%	82%	79%	75%	72%	76%	71%	76%	70%	69%	82%
	(Refused)	2%		1%	1%	1%	3%	2%	1%	2%	2%	0%	1%	1%	2%
REGION	LA County	26%	29%	28%	20%	19%	28%	26%	22%	34%	37%	20%	23%	35%	32%
	Orange	9%	4%	11%	12%	9%	13%	8%	11%	6%	8%	13%	10%	4%	8%
	Inland Empire	9%	6%	7%	10%	8%	12%	11%	10%	7%	7%	9%	11%	8%	6%
	San Diego	9%	13%	8%	3%	8%	11%	10%	11%	6%	3%	10%	11%	7%	4%
	Central Coast	6%	7%	6%	8%	5%	3%	7%	7%	4%	3%	7%	6%	4%	5%
	Fresno	6%	3%	1%	6%	11%	4%	10%	5%	6%	6%	7%	4%	3%	9%
	Sacramento	11%	12%	10%	7%	16%	11%	11%	12%	9%	8%	11%	13%	10%	9%
	Bay Area	22%	26%	27%	28%	20%	14%	14%	20%	25%	25%	21%	19%	25%	26%
	North	3%	1%	2%	5%	4%	3%	3%	3%	3%	3%	2%	3%	4%	1%
	Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD			
			Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
MARITAL STATUS	Married	62%	81%	55%	85%	78%	51%	58%	60%	74%	67%	61%
	Unmarried	36%	19%	44%	15%	21%	47%	41%	40%	26%	33%	37%
	Single	24%	14%	29%	13%	15%	35%	23%	35%	24%	27%	24%
	Separated	1%	1%	2%		1%	2%	2%			1%	1%
	Widowed	5%	1%	8%		1%	5%	10%	2%		1%	7%
	Divorced	5%	4%	6%	2%	5%	4%	7%	3%	2%	4%	5%
	(Other)	0%		0%				1%				0%
	(Refused)	2%	0%	1%		0%	2%	0%				1%
MARITAL STATUS /GENDER	Married men	28%	34%	26%	85%		51%		28%	28%	27%	29%
	Married women	34%	46%	29%		78%		58%	32%	46%	40%	32%
	Unmarried men	18%	6%	24%	15%		47%		22%	23%	21%	17%
	Unmarried women	18%	13%	21%		21%		41%	18%	3%	12%	20%
CHILDREN UNDER 18	Yes	31%	100%		100%	100%			27%	44%	34%	31%
	No	67%		100%			100%	100%	73%	56%	66%	69%
	(Refused)	2%										1%
PARENTAL STATUS	Father	13%	41%		100%				10%	20%	13%	13%
	Mother	18%	59%			100%			17%	24%	21%	18%
	Childless man	34%		50%			100%		40%	30%	35%	34%
	Childless woman	33%		50%				100%	33%	26%	31%	35%
UNION HOUSEHOLD	Yes, self only	13%	11%	14%	10%	12%	15%	13%	100%		51%	
	Yes, household member only	8%	11%	7%	13%	10%	7%	6%		100%	32%	
	Yes, both self and household	4%	5%	4%	3%	6%	3%	4%			16%	
	All yes	25%	27%	24%	26%	28%	26%	23%	100%	100%	100%	
	Nobody in household	73%	72%	75%	74%	70%	73%	77%				100%
	(Refused)	2%	1%	1%		1%	1%	1%				
REGION	LA County	26%	25%	26%	18%	29%	29%	24%	27%	24%	27%	26%
	Orange	9%	9%	10%	12%	6%	9%	11%	9%	3%	6%	11%
	Inland Empire	9%	9%	9%	9%	8%	8%	9%	10%	13%	12%	8%
	San Diego	9%	11%	8%	10%	12%	9%	7%	5%	10%	6%	10%
	Central Coast	6%	5%	7%	3%	6%	7%	6%	5%	7%	6%	6%
	Fresno	6%	6%	5%	6%	7%	5%	5%	12%	3%	8%	5%
	Sacramento	11%	11%	11%	13%	9%	10%	12%	8%	8%	7%	12%
	Bay Area	22%	23%	21%	28%	20%	20%	22%	20%	27%	24%	21%
	North	3%	2%	3%	1%	2%	4%	3%	5%	4%	4%	2%
Total	600	186	402	76	110	202	200	76	48	148	439	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	REGION						REGION / GENDER			
			LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
MARITAL STATUS	Married	62%	52%	74%	68%	77%	68%	56%	48%	56%	56%	57%
	Unmarried	36%	47%	23%	27%	23%	31%	42%	52%	42%	42%	41%
	Single	24%	35%	21%	19%	8%	18%	28%	36%	33%	39%	17%
	Separated	1%	2%				4%	2%	3%			4%
	Widowed	5%	6%	2%	7%	9%	6%	5%	7%	4%	2%	9%
	Divorced	5%	5%		2%	7%	3%	6%	5%	5%	2%	11%
	(Other)	0%	1%							2%		
(Refused)	2%	1%	3%	5%		1%	2%	1%	1%	3%	2%	
MARITAL STATUS /GENDER	Married men	28%	22%	38%	29%	33%	29%	27%	48%		56%	
	Married women	34%	30%	36%	39%	44%	39%	30%		56%		57%
	Unmarried men	18%	24%	7%	15%	15%	16%	20%	52%		42%	
	Unmarried women	18%	23%	16%	12%	9%	15%	22%		42%		41%
CHILDREN UNDER 18	Yes	31%	30%	28%	29%	40%	31%	33%	19%	39%	34%	32%
	No	67%	68%	71%	65%	60%	68%	65%	79%	59%	66%	64%
	(Refused)	2%	2%	1%	6%		1%	2%	2%	2%		4%
PARENTAL STATUS	Father	13%	9%	16%	13%	15%	15%	16%	19%		34%	
	Mother	18%	21%	13%	16%	25%	16%	17%		39%		32%
	Childless man	34%	37%	31%	31%	33%	30%	32%	79%		66%	
	Childless woman	33%	31%	40%	34%	27%	38%	33%		59%		64%
UNION HOUSEHOLD	Yes, self only	13%	13%	12%	15%	7%	9%	12%	17%	10%	14%	9%
	Yes, household member only	8%	7%	3%	11%	9%	6%	10%	10%	5%	13%	8%
	Yes, both self and household	4%	5%	1%	7%		1%	6%	5%	5%	4%	8%
	All yes	25%	26%	17%	33%	17%	16%	28%	31%	21%	31%	25%
	Nobody in household	73%	73%	82%	62%	83%	83%	70%	68%	77%	68%	71%
	(Refused)	2%	2%	2%	5%		1%	3%	1%	2%	1%	4%
REGION	LA County	26%	100%						100%	100%		
	Orange	9%		100%								
	Inland Empire	9%			100%							
	San Diego	9%				100%						
	Central Coast	6%										
	Fresno	6%										
	Sacramento	11%					100%					
	Bay Area	22%						100%			100%	100%
	North	3%										
Total	600	155	56	55	53	65	130	73	83	62	68	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY	
			Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
MARITAL STATUS	Married	62%	60%	56%	68%	76%	58%	62%	55%	56%	63%	51%
	Unmarried	36%	37%	43%	32%	24%	39%	36%	43%	43%	37%	47%
	Single	24%	28%	28%	19%	8%	29%	27%	39%	17%	24%	30%
	Separated	1%	1%	2%	4%		2%			5%		3%
	Widowed	5%	5%	6%	6%	9%	4%	6%	2%	10%	6%	8%
	Divorced	5%	4%	6%	3%	7%	4%	4%	2%	11%	7%	6%
	(Other)	0%	0%					1%				
(Refused)	2%	2%	2%	1%		3%	1%	3%	1%	0%	2%	
MARITAL STATUS / GENDER	Married men	28%	27%	28%	29%	30%	58%		55%		28%	26%
	Married women	34%	33%	28%	39%	46%		62%		56%	36%	24%
	Unmarried men	18%	18%	21%	17%	15%	39%		43%		21%	27%
	Unmarried women	18%	19%	21%	15%	9%		36%		43%	16%	20%
CHILDREN UNDER 18	Yes	31%	29%	33%	30%	39%	23%	35%	35%	32%	24%	28%
	No	67%	68%	65%	69%	61%	74%	63%	65%	65%	75%	72%
	(Refused)	2%	2%	2%	1%		3%	2%		3%	1%	
PARENTAL STATUS	Father	13%	11%	18%	15%	13%	23%		35%		10%	15%
	Mother	18%	19%	16%	15%	26%		35%		32%	14%	13%
	Childless man	34%	34%	33%	31%	32%	74%		65%		38%	40%
	Childless woman	33%	34%	32%	38%	29%		63%		65%	37%	32%
UNION HOUSEHOLD	Yes, self only	13%	13%	12%	9%	7%	15%	10%	13%	10%	14%	11%
	Yes, household member only	8%	8%	10%	6%	10%	9%	7%	13%	6%	6%	10%
	Yes, both self and household	4%	4%	7%	1%		3%	5%	4%	9%	3%	3%
	All yes	25%	25%	28%	16%	17%	27%	23%	30%	26%	23%	23%
	Nobody in household	73%	73%	70%	83%	83%	70%	75%	69%	71%	76%	77%
	(Refused)	2%	2%	2%	1%		3%	2%	1%	4%	1%	
REGION	LA County	26%	55%				55%	55%			48%	
	Orange	9%	20%				20%	20%			25%	
	Inland Empire	9%	19%				20%	19%			21%	
	San Diego	9%				100%						
	Central Coast	6%	5%				4%	7%			6%	
	Fresno	6%	0%				1%				1%	
	Sacramento	11%			99%							
	Bay Area	22%		100%					100%	100%		100%
	North	3%			1%							
Total	600	283	122	66	51	132	151	62	60	149	86	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3. DIRECTION OF CALIFORNIA			A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7. PROPOSITION 8 BALLOT			
			Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leans
MARITAL STATUS	Married	62%	64%	54%	63%	72%	73%	57%	69%	57%	51%	55%
	Unmarried	36%	34%	45%	34%	28%	26%	41%	28%	41%	46%	41%
	Single	24%	23%	31%	23%	17%	19%	31%	17%	29%	39%	30%
	Separated	1%	1%	4%	1%			4%	1%	1%	2%	1%
	Widowed	5%	5%	7%	5%	1%	3%	2%	6%	5%	6%	8%
	Divorced	5%	5%	4%	5%	9%	4%	5%	5%	6%		1%
	(Other)	0%	0%		0%					0%		
	(Refused)	2%	2%	1%	3%		1%	1%	2%	1%	3%	4%
MARITAL STATUS /GENDER	Married men	28%	29%	28%	29%	22%	34%	23%	35%	23%	22%	21%
	Married women	34%	35%	26%	34%	50%	39%	34%	35%	34%	28%	34%
	Unmarried men	18%	16%	25%	15%	16%	17%	18%	15%	20%	20%	23%
	Unmarried women	18%	18%	20%	19%	12%	9%	24%	13%	21%	26%	17%
CHILDREN UNDER 18	Yes	31%	32%	30%	31%	30%	41%	27%	35%	28%	27%	31%
	No	67%	66%	68%	67%	67%	56%	72%	64%	71%	65%	62%
	(Refused)	2%	2%	2%	2%	3%	3%	1%	1%	1%	8%	7%
PARENTAL STATUS	Father	13%	13%	14%	13%	9%	16%	8%	16%	10%	10%	11%
	Mother	18%	19%	17%	19%	21%	24%	19%	19%	18%	18%	19%
	Childless man	34%	33%	40%	32%	29%	33%	34%	35%	34%	30%	33%
	Childless woman	33%	34%	28%	35%	38%	23%	38%	29%	37%	34%	29%
UNION HOUSEHOLD	Yes, self only	13%	13%	9%	14%	10%	7%	19%	10%	17%	9%	7%
	Yes, household member only	8%	8%	1%	9%	15%	7%	9%	9%	6%	12%	8%
	Yes, both self and household	4%	4%	4%	5%			7%	4%	5%	1%	5%
	All yes	25%	25%	14%	28%	26%	15%	35%	22%	28%	22%	19%
	Nobody in household	73%	73%	85%	70%	71%	85%	64%	76%	71%	71%	74%
	(Refused)	2%	2%	2%	2%	3%	1%	1%	2%	1%	7%	7%
REGION	LA County	26%	25%	28%	26%	19%	23%	30%	24%	26%	34%	26%
	Orange	9%	10%	11%	9%	5%	13%	5%	9%	10%	6%	7%
	Inland Empire	9%	9%	8%	9%	9%	9%	5%	10%	8%	11%	12%
	San Diego	9%	9%	9%	9%	4%	12%	9%	12%	6%	8%	11%
	Central Coast	6%	6%	7%	5%	7%	6%	6%	5%	7%	5%	4%
	Fresno	6%	6%	5%	6%	4%	8%	5%	7%	5%		4%
	Sacramento	11%	11%	10%	11%	14%	11%	9%	11%	10%	15%	11%
	Bay Area	22%	22%	20%	20%	38%	15%	28%	17%	26%	17%	19%
	North	3%	3%	2%	3%		5%	2%	3%	2%	4%	4%
Total	600	572	138	408	54	107	136	266	281	47	89	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
			Yes - definitely	Undecided	No - definitely	It is acceptable to me	I do not like it, but I can live with it	I do not like it, and it is unacceptable	Yes	No	Undecided	Undecided w/leans
MARITAL STATUS	Married	62%	69%	51%	56%	51%	60%	77%	60%	66%	60%	59%
	Unmarried	36%	29%	46%	43%	47%	39%	21%	37%	32%	39%	40%
	Single	24%	18%	39%	31%	36%	24%	12%	27%	21%	24%	26%
	Separated	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%
	Widowed	5%	6%	6%	4%	2%	9%	6%	4%	5%	8%	7%
	Divorced	5%	4%		7%	7%	5%	2%	5%	5%	6%	6%
	(Other)	0%			1%	1%			0%			
(Refused)	2%	2%	3%	0%	1%	2%	2%	2%	1%	1%	2%	
MARITAL STATUS /GENDER	Married men	28%	36%	22%	25%	23%	26%	38%	27%	34%	23%	21%
	Married women	34%	33%	28%	31%	29%	34%	39%	33%	32%	37%	37%
	Unmarried men	18%	14%	20%	18%	24%	20%	9%	19%	16%	18%	19%
	Unmarried women	18%	15%	26%	25%	23%	19%	12%	18%	16%	21%	21%
CHILDREN UNDER 18	Yes	31%	35%	27%	28%	26%	31%	36%	33%	30%	30%	29%
	No	67%	63%	65%	71%	73%	67%	61%	65%	69%	69%	68%
	(Refused)	2%	1%	8%	0%	1%	2%	2%	3%	1%	1%	3%
PARENTAL STATUS	Father	13%	15%	10%	10%	12%	13%	14%	11%	17%	11%	10%
	Mother	18%	21%	18%	18%	14%	18%	23%	22%	13%	20%	19%
	Childless man	34%	36%	30%	33%	35%	34%	33%	37%	33%	29%	29%
	Childless woman	33%	28%	34%	38%	38%	33%	29%	28%	35%	40%	39%
UNION HOUSEHOLD	Yes, self only	13%	11%	9%	19%	17%	10%	11%	16%	12%	9%	11%
	Yes, household member only	8%	9%	12%	8%	8%	6%	8%	6%	11%	8%	9%
	Yes, both self and household	4%	4%	1%	5%	3%	5%	4%	4%	6%	3%	2%
	All yes	25%	23%	22%	31%	28%	21%	23%	26%	28%	20%	22%
	Nobody in household	73%	75%	71%	68%	70%	77%	76%	72%	70%	78%	75%
	(Refused)	2%	2%	7%	1%	2%	3%	1%	2%	2%	2%	3%
REGION	LA County	26%	27%	34%	27%	27%	25%	24%	25%	25%	28%	27%
	Orange	9%	11%	6%	9%	10%	8%	11%	10%	10%	8%	7%
	Inland Empire	9%	10%	11%	8%	5%	12%	12%	10%	8%	8%	8%
	San Diego	9%	10%	8%	6%	7%	11%	9%	9%	10%	7%	7%
	Central Coast	6%	5%	5%	8%	7%	5%	6%	6%	7%	5%	5%
	Fresno	6%	7%		5%	4%	6%	7%	5%	8%	5%	6%
	Sacramento	11%	11%	15%	9%	8%	13%	13%	9%	13%	12%	12%
	Bay Area	22%	16%	17%	27%	31%	18%	15%	24%	16%	23%	24%
	North	3%	3%	4%	2%	1%	4%	4%	2%	2%	4%	4%
Total	600	223	47	219	216	166	183	261	180	157	226	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - definitel y	Yes - probab ly	Undeci ded	No - probab ly	No - definite ly	A	B
MARITAL STATUS	Married	62%	63%	57%	60%	69%	68%	62%	62%
	Unmarried	36%	33%	41%	39%	31%	31%	36%	36%
	Single	24%	24%	31%	24%	16%	23%	26%	22%
	Separated	1%	1%	2%	1%		2%	2%	0%
	Widowed	5%	5%	4%	8%	8%	4%	3%	8%
	Divorced	5%	4%	4%	6%	7%	3%	4%	5%
	(Other)	0%	1%						0%
	(Refused)	2%	3%	2%	1%		1%	2%	2%
MARITAL STATUS /GENDER	Married men	28%	33%	22%	23%	32%	39%	27%	29%
	Married women	34%	30%	35%	37%	36%	29%	35%	33%
	Unmarried men	18%	18%	24%	18%	15%	13%	19%	17%
	Unmarried women	18%	15%	17%	21%	16%	19%	17%	19%
CHILDREN UNDER 18	Yes	31%	35%	27%	30%	34%	31%	31%	31%
	No	67%	63%	72%	69%	66%	68%	67%	67%
	(Refused)	2%	2%	1%	1%		1%	2%	2%
PARENTAL STATUS	Father	13%	12%	7%	11%	16%	21%	11%	14%
	Mother	18%	23%	20%	20%	19%	10%	20%	17%
	Childless man	34%	40%	41%	29%	31%	31%	35%	32%
	Childless woman	33%	23%	31%	40%	34%	37%	32%	35%
UNION HOUSEHOLD	Yes, self only	13%	14%	21%	9%	5%	14%	13%	12%
	Yes, household member only	8%	6%	6%	8%	13%	7%	9%	7%
	Yes, both self and household	4%	5%	3%	3%	9%	5%	4%	4%
	All yes	25%	25%	29%	20%	27%	26%	26%	24%
	Nobody in household	73%	73%	70%	78%	73%	72%	73%	73%
	(Refused)	2%	2%	1%	2%		2%	2%	3%
REGION	LA County	26%	24%	26%	28%	26%	26%	26%	26%
	Orange	9%	8%	13%	8%	13%	12%	9%	9%
	Inland Empire	9%	12%	7%	8%	7%	10%	9%	9%
	San Diego	9%	8%	8%	7%	14%	11%	9%	9%
	Central Coast	6%	8%	4%	5%	6%	6%	6%	6%
	Fresno	6%	5%	6%	5%	5%	8%	6%	6%
	Sacramento	11%	9%	9%	12%	11%	12%	11%	11%
	Bay Area	22%	24%	24%	23%	16%	14%	22%	22%
	North	3%	1%	5%	4%	2%	1%	3%	3%
Total	600	154	67	157	52	98	300	300	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	GENDER		AGE					AGE		
		Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
REGION / GENDER	LA County Men	12%	26%		17%	12%	10%	11%	12%	13%	11%
	LA County Women	14%		26%	16%	17%	13%	14%	9%	15%	12%
	Orange Men	4%	9%		6%	2%	8%	3%	4%	6%	3%
	Orange Women	5%		9%	8%	6%	3%	6%	3%	5%	5%
	Inland Empire Men	4%	9%		6%	1%	9%	2%	5%	6%	3%
	Inland Empire Women	5%		9%	2%	8%	7%	3%	4%	6%	4%
	San Diego Men	4%	9%		1%	4%	5%	4%	6%	4%	5%
	San Diego Women	5%		9%	4%	2%	7%	4%	5%	5%	5%
	Central Coast Men	3%	6%			4%	1%	4%	4%	2%	4%
	Central Coast Women	3%		6%	2%	3%	3%	4%	2%	3%	3%
	Fresno Men	2%	5%		3%	1%		3%	3%	1%	3%
	Fresno Women	3%		6%	2%	6%	1%	4%	3%	3%	4%
	Sacramento Men	5%	11%		6%	3%	6%	5%	5%	5%	5%
	Sacramento Women	6%		11%		8%	7%	6%	8%	5%	7%
	Bay Area Men	10%	22%		13%	11%	10%	9%	11%	11%	10%
	Bay Area Women	11%		21%	13%	10%	6%	13%	12%	9%	13%
North Men	1%	3%			1%	1%	2%	2%	1%	2%	
North Women	1%		2%		1%	1%	3%	1%	1%	2%	
MEDIA MARKET	Los Angeles	47%	47%	47%	56%	49%	55%	43%	39%	54%	41%
	San Fransico - Oakland - San Jose	20%	22%	19%	25%	18%	16%	20%	22%	19%	21%
	Sacramento - Stockton - Modesto	11%	11%	11%	6%	10%	13%	11%	14%	10%	12%
	San Diego	8%	8%	9%	5%	5%	12%	8%	11%	8%	9%
	Bakersfield	3%	2%	4%	3%	4%		4%	3%	2%	4%
	Fresno - Visalia	3%	3%	3%	2%	3%	1%	3%	3%	2%	3%
	Santa Barbara - San Mar - San Luis Obispo	2%	1%	3%	1%	3%		3%	3%	1%	3%
	Monterey - Salinas	2%	3%	2%	1%	4%		4%	3%	2%	3%
	Chico - Redding	2%	2%	1%		1%	1%	3%	1%	1%	2%
	Eureka	1%	0%	1%		1%		1%	1%	0%	1%
	Yuma - El Centro	0%	1%			1%			1%	0%	0%
Reno	0%		1%			1%	1%		0%	0%	
Total	600	282	318	90	84	108	186	131	282	317	

CA MARRIAGE: SEPTEMBER, 2008

		GENDER/AGE				RACE		RACE /GENDER			
		TOTAL	Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
REGION / GENDER	LA County Men	12%	27%		24%		9%	18%	19%		
	LA County Women	14%		30%		23%	9%	33%		18%	50%
	Orange Men	4%	12%		7%		4%	2%	9%		
	Orange Women	5%		10%		9%	5%	4%		10%	6%
	Inland Empire Men	4%	12%		7%		4%	3%	8%		
	Inland Empire Women	5%		11%		7%	4%	8%		8%	13%
	San Diego Men	4%	7%		10%		6%	2%	11%		
	San Diego Women	5%		9%		9%	6%	3%		11%	5%
	Central Coast Men	3%	3%		9%		3%	1%	7%		
	Central Coast Women	3%		5%		6%	4%	2%		7%	3%
	Fresno Men	2%	3%		7%		2%	4%	5%		
	Fresno Women	3%		6%		7%	4%	2%		7%	3%
	Sacramento Men	5%	10%		11%		6%	1%	12%		
	Sacramento Women	6%		9%		13%	6%	3%		12%	4%
	Bay Area Men	10%	24%		21%		12%	4%	25%		
Bay Area Women	11%		18%		24%	11%	11%		23%	16%	
North Men	1%	2%		4%		2%		4%			
North Women	1%		1%		3%	2%			4%		
MEDIA MARKET	Los Angeles	47%	52%	55%	42%	41%	38%	71%	37%	39%	71%
	San Fransico - Oakland - San Jose	20%	24%	16%	20%	22%	22%	15%	25%	20%	16%
	Sacramento - Stockton - Modesto	11%	10%	9%	11%	13%	12%	4%	13%	12%	4%
	San Diego	8%	7%	9%	10%	9%	11%	4%	11%	11%	5%
	Bakersfield	3%	1%	3%	3%	4%	3%	3%	2%	5%	3%
	Fresno - Visalia	3%	2%	2%	3%	3%	2%	3%	2%	2%	
	Santa Barbara - San Mar - San Luis Obispo	2%		3%	2%	4%	3%		1%	4%	
	Monterey - Salinas	2%	2%	1%	5%	2%	4%		5%	3%	
	Chico - Redding	2%	2%		3%	2%	3%		3%	2%	
	Eureka	1%		1%	1%	1%	1%		0%	1%	
	Yuma - El Centro	0%	1%		1%		0%	1%	1%		
	Reno	0%		1%		1%	0%			1%	
Total	600	136	146	146	170	390	96	193	197	63	

CA MARRIAGE: SEPTEMBER, 2008

		PARTY ID			PARTY ID STRENGTH					
		TOTAL	Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
REGION / GENDER	LA County Men	12%	13%	14%	12%	13%	11%	14%	14%	9%
	LA County Women	14%	16%	15%	9%	16%	17%	15%	11%	8%
	Orange Men	4%	1%	7%	8%	1%		7%	6%	10%
	Orange Women	5%	4%	7%	6%	4%	4%	7%	7%	4%
	Inland Empire Men	4%	4%	6%	3%	2%	9%	6%	5%	1%
	Inland Empire Women	5%	6%	2%	5%	4%	9%	2%	6%	2%
	San Diego Men	4%	3%	3%	6%	4%	1%	3%	6%	6%
	San Diego Women	5%	4%	6%	6%	4%	3%	6%	7%	3%
	Central Coast Men	3%	3%	3%	4%	3%	2%	3%	5%	1%
	Central Coast Women	3%	3%	1%	3%	3%	4%	1%	3%	3%
	Fresno Men	2%	2%	3%	2%	1%	3%	3%	2%	3%
	Fresno Women	3%	3%	3%	4%	3%	2%	3%	4%	3%
	Sacramento Men	5%	4%	3%	7%	4%	5%	3%	7%	6%
	Sacramento Women	6%	6%	6%	6%	5%	8%	6%	5%	8%
	Bay Area Men	10%	12%	9%	10%	11%	14%	9%	8%	13%
Bay Area Women	11%	14%	9%	7%	17%	6%	9%	2%	15%	
North Men	1%	1%	2%	2%	1%	1%	2%	2%	2%	
North Women	1%	1%		1%	1%	1%		1%	1%	
MEDIA MARKET	Los Angeles	47%	46%	55%	45%	44%	53%	55%	51%	36%
	San Fransico - Oakland - San Jose	20%	24%	18%	16%	26%	19%	18%	8%	28%
	Sacramento - Stockton - Modesto	11%	10%	9%	13%	9%	12%	9%	12%	15%
	San Diego	8%	7%	8%	12%	8%	4%	8%	13%	9%
	Bakersfield	3%	3%	1%	4%	4%	1%	1%	4%	5%
	Fresno - Visalia	3%	2%	3%	2%	1%	4%	3%	2%	2%
	Santa Barbara - San Mar - San Luis Obispo	2%	3%	1%	2%	3%	2%	1%	2%	2%
	Monterey - Salinas	2%	2%	1%	4%	2%	2%	1%	5%	1%
	Chico - Redding	2%	2%	2%	2%	2%	2%	2%	2%	1%
	Eureka	1%	0%		0%	1%			1%	
	Yuma - El Centro	0%	0%	1%		1%		1%		
	Reno	0%			1%				1%	1%
Total	600	273	87	202	193	80	87	125	77	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	PARTY ID/GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER				
		Democ rat men	Democ rat women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women	
REGION / GENDER	LA County Men	12%	30%		22%		13%	10%	15%	30%		20%	
	LA County Women	14%		29%		20%	17%	10%	15%		29%		20%
	Orange Men	4%	1%		15%		3%	8%	3%	6%		15%	
	Orange Women	5%		7%		12%	4%	6%	6%		7%		13%
	Inland Empire Men	4%	10%		6%		3%	6%	5%	8%		11%	
	Inland Empire Women	5%		10%		10%	5%	5%	5%		8%		10%
	San Diego Men	4%	8%		11%		3%	5%	3%	8%		10%	
	San Diego Women	5%		6%		12%	4%	6%	5%		6%		13%
	Central Coast Men	3%	6%		7%		3%	4%	1%	7%		7%	
	Central Coast Women	3%		6%		7%	3%	4%	2%		5%		7%
	Fresno Men	2%	5%		4%		2%	3%	2%	5%		6%	
	Fresno Women	3%		5%		9%	3%	5%	3%		4%		10%
	Sacramento Men	5%	10%		12%		5%	6%	3%	11%		12%	
	Sacramento Women	6%		10%		13%	6%	5%	4%		11%		11%
	Bay Area Men	10%	28%		18%		10%	8%	15%	23%		16%	
	Bay Area Women	11%		24%		15%	15%	6%	13%		26%		13%
North Men	1%	2%		4%		1%	2%	1%	2%		4%		
North Women	1%		2%		2%	2%	1%			3%		3%	
MEDIA MARKET	Los Angeles	47%	44%	48%	44%	47%	47%	47%	51%	47%	46%	48%	47%
	San Fransico - Oakland - San Jose	20%	28%	21%	17%	13%	23%	13%	27%	23%	23%	15%	11%
	Sacramento - Stockton - Modesto	11%	10%	10%	13%	13%	11%	12%	8%	11%	11%	12%	11%
	San Diego	8%	7%	6%	11%	12%	7%	11%	8%	7%	6%	9%	13%
	Bakersfield	3%	2%	4%	3%	6%	3%	4%	1%	2%	4%	3%	6%
	Fresno - Visalia	3%	2%	1%	2%	3%	2%	3%	4%	3%	1%	2%	4%
	Santa Barbara - San Mar - San Luis Obispo	2%	1%	4%	1%	3%	3%	2%	1%	2%	4%	1%	3%
	Monterey - Salinas	2%	2%	2%	6%	1%	2%	4%		2%	2%	6%	2%
	Chico - Redding	2%	2%	2%	3%		2%	1%	1%	2%	2%	3%	
	Eureka	1%		1%	1%		0%	1%			1%	1%	1%
	Yuma - El Centro	0%	1%				0%	0%		1%		1%	
Reno	0%				2%		1%					2%	
Total	600	117	156	109	94	276	210	102	117	158	108	102	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	IDEOLOGY			IDEOLOGY					
		Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	
REGION / GENDER	LA County Men	12%	13%	11%	13%	11%	16%	11%	19%	11%
	LA County Women	14%	16%	9%	14%	17%	19%	9%	15%	15%
	Orange Men	4%	2%	6%	6%	1%	2%	6%	6%	4%
	Orange Women	5%	6%	4%	4%	6%	9%	4%	4%	6%
	Inland Empire Men	4%	3%	5%	6%	1%	2%	5%	6%	6%
	Inland Empire Women	5%	4%	4%	6%	4%	3%	4%	5%	7%
	San Diego Men	4%	6%	2%	5%	4%	5%	2%	5%	2%
	San Diego Women	5%	5%	4%	6%	8%		4%	2%	9%
	Central Coast Men	3%	3%	4%	2%	1%	3%	4%		4%
	Central Coast Women	3%	3%	3%	4%	3%	3%	3%	2%	6%
	Fresno Men	2%	1%	3%	2%	1%	1%	3%		3%
	Fresno Women	3%	1%	5%	5%	1%		5%	5%	7%
	Sacramento Men	5%	5%	4%	5%	7%	5%	4%	3%	7%
	Sacramento Women	6%	6%	8%	6%	1%	10%	8%	9%	3%
	Bay Area Men	10%	12%	15%	7%	12%	9%	15%	7%	6%
	Bay Area Women	11%	15%	10%	8%	21%	9%	10%	10%	3%
North Men	1%	0%	3%	1%		1%	3%	1%	1%	
North Women	1%	1%	2%	1%	1%	1%	2%	1%	1%	
MEDIA MARKET	Los Angeles	47%	45%	43%	52%	42%	53%	43%	56%	54%
	San Francisco - Oakland - San Jose	20%	25%	23%	14%	30%	16%	23%	15%	9%
	Sacramento - Stockton - Modesto	11%	11%	12%	11%	8%	15%	12%	12%	10%
	San Diego	8%	10%	6%	10%	12%	5%	6%	7%	9%
	Bakersfield	3%	2%	4%	4%	2%	1%	4%	3%	5%
	Fresno - Visalia	3%	0%	3%	3%			3%	2%	5%
	Santa Barbara - San Mar - San Luis Obispo	2%	4%	2%	1%	4%	3%	2%	1%	
	Monterey - Salinas	2%	2%	3%	2%		4%	3%	1%	5%
	Chico - Redding	2%	1%	3%	1%		2%	3%	1%	1%
	Eureka	1%	0%		1%	1%				1%
	Yuma - El Centro	0%	0%		0%					1%
Reno	0%		1%	0%			1%	1%		
Total	600	218	151	205	100	80	151	86	91	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER				
		Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women	
REGION / GENDER	LA County Men	12%	29%	20%		28%		9%	17%	18%	20%		35%		
	LA County Women	14%		28%		19%		12%	16%	19%		23%		32%	
	Orange Men	4%	4%		12%		13%		6%	2%	3%	13%		4%	
	Orange Women	5%		11%		9%		6%	4%	5%		10%		8%	
	Inland Empire Men	4%	6%		10%		12%		4%	4%	5%	9%		8%	
	Inland Empire Women	5%		7%		8%		11%	6%	3%	2%		11%	6%	
	San Diego Men	4%	13%		3%		11%		5%	4%	2%	10%		7%	
	San Diego Women	5%		8%		8%		10%	6%	2%	1%		11%	4%	
	Central Coast Men	3%	7%		8%		3%		3%	2%	1%	7%		4%	
	Central Coast Women	3%		6%		5%		7%	3%	2%	2%		6%	5%	
	Fresno Men	2%	3%		6%		4%		3%	1%	2%	7%		3%	
	Fresno Women	3%		1%		11%		10%	2%	5%	4%		4%	9%	
	Sacramento Men	5%	12%		7%		11%		5%	5%	5%	11%		10%	
	Sacramento Women	6%		10%		16%		11%	7%	4%	3%		13%	9%	
	Bay Area Men	10%	26%		28%		14%		9%	12%	17%	21%		25%	
	Bay Area Women	11%		27%		20%		14%	10%	13%	8%		19%	26%	
North Men	1%	1%		5%		3%		1%	2%	3%	2%		4%		
North Women	1%		2%		4%		3%	2%	1%			3%	1%		
MEDIA MARKET	Los Angeles	47%	39%	49%	49%	37%	53%	50%	46%	49%	54%	45%	46%	48%	50%
	San Francisco - Oakland - San Jose	20%	26%	23%	27%	19%	14%	13%	18%	24%	24%	20%	17%	25%	24%
	Sacramento - Stockton - Modesto	11%	12%	10%	8%	16%	11%	11%	12%	10%	9%	11%	13%	11%	9%
	San Diego	8%	11%	8%	3%	8%	10%	10%	10%	6%	3%	9%	11%	7%	4%
	Bakersfield	3%	2%	1%	1%	8%	3%	5%	2%	4%	3%	3%	2%	1%	7%
	Fresno - Visalia	3%	1%		4%	3%	1%	5%	3%	2%	3%	3%	2%	2%	2%
	Santa Barbara - San Mar - San Luis Obispo	2%	3%	5%	1%	3%		1%	2%	2%	2%	1%	3%	2%	2%
	Monterey - Salinas	2%	3%	2%	3%	3%	3%	2%	3%	1%	1%	4%	2%	1%	1%
	Chico - Redding	2%	1%	1%	4%	2%	2%	1%	2%	2%	3%	2%	2%	3%	
	Eureka	1%		1%			1%	1%	1%	1%		1%	1%		1%
	Yuma - El Centro	0%	1%				1%		1%			1%			
	Reno	0%				1%		1%	1%				1%		
Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109	

CA MARRIAGE: SEPTEMBER, 2008

		CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD				
		TOTAL	Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
REGION / GENDER	LA County Men	12%	7%	14%	18%		29%		16%	15%	15%	11%
	LA County Women	14%	17%	12%		29%		24%	11%	9%	12%	15%
	Orange Men	4%	5%	4%	12%			9%	4%	2%	2%	5%
	Orange Women	5%	4%	6%		6%		11%	5%	1%	4%	5%
	Inland Empire Men	4%	4%	4%	9%			8%	6%	5%	6%	4%
	Inland Empire Women	5%	5%	5%		8%		9%	4%	8%	7%	4%
	San Diego Men	4%	4%	4%	10%			9%	4%	4%	3%	5%
	San Diego Women	5%	7%	4%		12%		7%	1%	6%	3%	5%
	Central Coast Men	3%	1%	4%	3%			7%	3%	2%	3%	3%
	Central Coast Women	3%	4%	3%		6%		6%	2%	5%	3%	3%
	Fresno Men	2%	2%	2%	6%			5%	4%		3%	2%
	Fresno Women	3%	4%	3%		7%		5%	8%	3%	5%	2%
	Sacramento Men	5%	5%	5%	13%			10%	1%	4%	2%	6%
	Sacramento Women	6%	5%	6%		9%		12%	6%	4%	5%	6%
	Bay Area Men	10%	12%	10%	28%			20%	12%	16%	13%	10%
	Bay Area Women	11%	12%	11%		20%		22%	8%	11%	11%	11%
North Men	1%	0%	2%	1%			4%		2%	1%	2%	
North Women	1%	1%	1%		2%		3%	5%	2%	3%	1%	
MEDIA MARKET	Los Angeles	47%	44%	48%	40%	48%	48%	48%	47%	45%	47%	47%
	San Francisco - Oakland - San Jose	20%	22%	20%	28%	18%	20%	20%	18%	24%	23%	19%
	Sacramento - Stockton - Modesto	11%	11%	11%	13%	9%	10%	12%	8%	8%	7%	13%
	San Diego	8%	11%	8%	9%	12%	8%	7%	5%	10%	6%	10%
	Bakersfield	3%	4%	3%	4%	4%	1%	4%	9%		4%	3%
	Fresno - Visalia	3%	3%	2%	2%	3%	3%	1%	3%	3%	3%	2%
	Santa Barbara - San Mar - San Luis Obispo	2%	1%	3%		2%	2%	4%	3%	3%	2%	2%
	Monterey - Salinas	2%	2%	3%	2%	3%	4%	1%	3%	2%	3%	2%
	Chico - Redding	2%		2%				3%	2%	3%	2%	1%
	Eureka	1%	1%	0%	1%	1%		1%				1%
	Yuma - El Centro	0%	1%	0%	1%			0%				0%
	Reno	0%	1%	0%		1%		0%	1%	2%	1%	
Total	600	186	402	76	110	202	200	76	48	148	439	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	REGION						REGION / GENDER				
		LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women	
REGION / GENDER	LA County Men	12%	47%					100%				
	LA County Women	14%	53%						100%			
	Orange Men	4%		47%								
	Orange Women	5%		53%								
	Inland Empire Men	4%			49%							
	Inland Empire Women	5%			51%							
	San Diego Men	4%				47%						
	San Diego Women	5%				53%						
	Central Coast Men	3%										
	Central Coast Women	3%										
	Fresno Men	2%										
	Fresno Women	3%										
	Sacramento Men	5%					46%					
	Sacramento Women	6%					54%					
	Bay Area Men	10%						48%			100%	
	Bay Area Women	11%						52%				100%
North Men	1%											
North Women	1%											
MEDIA MARKET	Los Angeles	47%	100%	100%	100%				100%	100%		
	San Francisco - Oakland - San Jose	20%						94%			99%	89%
	Sacramento - Stockton - Modesto	11%					100%					
	San Diego	8%				96%						
	Bakersfield	3%										
	Fresno - Visalia	3%										
	Santa Barbara - San Mar - San Luis Obispo	2%						6%			1%	11%
	Monterey - Salinas	2%										
	Chico - Redding	2%										
	Eureka	1%										
	Yuma - El Centro	0%					4%					
	Reno	0%										
Total	600	155	56	55	53	65	130	73	83	62	68	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY	
			Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
REGION / GENDER	LA County Men	12%	26%				55%				24%	
	LA County Women	14%	29%					55%			24%	
	Orange Men	4%	9%				20%				11%	
	Orange Women	5%	11%					20%			14%	
	Inland Empire Men	4%	9%				20%				10%	
	Inland Empire Women	5%	10%					19%			10%	
	San Diego Men	4%			45%							
	San Diego Women	5%			55%							
	Central Coast Men	3%	2%				4%				2%	
	Central Coast Women	3%	3%					7%			4%	
	Fresno Men	2%	0%				1%				1%	
	Fresno Women	3%										
	Sacramento Men	5%		46%								
	Sacramento Women	6%		53%								
	Bay Area Men	10%		51%					100%			55%
	Bay Area Women	11%		49%						100%		45%
North Men	1%		1%									
North Women	1%											
MEDIA MARKET	Los Angeles	47%	100%				100%	100%			100%	
	San Francisco - Oakland - San Jose	20%		100%					100%	100%		100%
	Sacramento - Stockton - Modesto	11%			100%							
	San Diego	8%				100%						
	Bakersfield	3%										
	Fresno - Visalia	3%										
	Santa Barbara - San Mar - San Luis Obispo	2%										
	Monterey - Salinas	2%										
	Chico - Redding	2%										
	Eureka	1%										
	Yuma - El Centro	0%										
	Reno	0%										
Total	600	283	122	66	51	132	151	62	60	149	86	

CA MARRIAGE: SEPTEMBER, 2008

REGION / GENDER	TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA				A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT			
		Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leans	
LA County Men	12%	11%	14%	12%	12%	12%	14%	11%	12%	18%	12%	
LA County Women	14%	13%	14%	15%	8%	10%	16%	13%	14%	16%	15%	
Orange Men	4%	5%	7%	4%	1%	6%	1%	5%	4%		3%	
Orange Women	5%	5%	5%	5%	4%	7%	4%	4%	6%	6%	4%	
Inland Empire Men	4%	4%	6%	4%	3%	3%	2%	5%	4%	2%	4%	
Inland Empire Women	5%	5%	2%	5%	6%	5%	4%	5%	4%	9%	8%	
San Diego Men	4%	4%	5%	4%	2%	6%	4%	6%	2%	4%	6%	
San Diego Women	5%	5%	4%	5%	2%	6%	5%	6%	4%	4%	5%	
Central Coast Men	3%	3%	2%	3%	2%	3%	2%	3%	4%		1%	
Central Coast Women	3%	3%	4%	2%	5%	3%	4%	3%	3%	5%	3%	
Fresno Men	2%	2%	3%	2%		2%	2%	3%	2%		2%	
Fresno Women	3%	4%	2%	4%	4%	6%	3%	4%	3%		2%	
Sacramento Men	5%	5%	5%	5%	4%	6%	4%	6%	4%	7%	5%	
Sacramento Women	6%	6%	5%	6%	10%	5%	5%	5%	6%	8%	6%	
Bay Area Men	10%	11%	10%	10%	14%	9%	12%	10%	11%	9%	10%	
Bay Area Women	11%	11%	9%	10%	24%	6%	16%	8%	15%	8%	8%	
North Men	1%	1%	1%	2%		4%		2%	1%	3%	2%	
North Women	1%	1%	1%	2%		1%	2%	2%	1%	2%	2%	
MEDIA MARKET												
Los Angeles	47%	46%	52%	47%	37%	47%	43%	46%	48%	52%	47%	
San Fransico - Oakland - San Jose	20%	20%	19%	19%	37%	13%	27%	16%	24%	17%	19%	
Sacramento - Stockton - Modesto	11%	12%	10%	11%	14%	11%	9%	11%	10%	15%	12%	
San Diego	8%	8%	9%	9%	4%	12%	9%	11%	6%	8%	11%	
Bakersfield	3%	3%	3%	3%	2%	5%	4%	4%	2%			
Fresno - Visalia	3%	3%	2%	3%	3%	2%	2%	3%	3%		4%	
Santa Barbara - San Mar - San Luis Obispo	2%	2%	1%	3%	1%	3%	3%	2%	3%			
Monterey - Salinas	2%	3%	2%	2%	4%	3%	2%	2%	2%	4%	3%	
Chico - Redding	2%	2%	2%	2%		3%	1%	2%	1%	4%	2%	
Eureka	1%	1%		1%			1%	1%	0%		1%	
Yuma - El Centro	0%	0%		0%				1%				
Reno	0%	0%		0%		1%		1%				
Total	600	572	138	408	54	107	136	266	281	47	89	

CA MARRIAGE: SEPTEMBER, 2008

		7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT				
		TOTAL	Yes - definite	Undecided	No - definitely	It is acceptable to me	I do not like it, but I can live with it	I do not like it, and it is unacceptable	Yes	No	Undecided	Undecided w/leans
REGION / GENDER	LA County Men	12%	12%	18%	14%	13%	12%	10%	12%	10%	15%	13%
	LA County Women	14%	15%	16%	13%	13%	13%	14%	13%	15%	14%	15%
	Orange Men	4%	6%		2%	3%	3%	7%	4%	5%	4%	4%
	Orange Women	5%	4%	6%	7%	7%	4%	3%	5%	6%	4%	3%
	Inland Empire Men	4%	6%	2%	4%	2%	6%	6%	5%	5%	3%	3%
	Inland Empire Women	5%	4%	9%	4%	3%	6%	6%	5%	4%	6%	5%
	San Diego Men	4%	5%	4%	2%	3%	6%	4%	3%	6%	5%	4%
	San Diego Women	5%	5%	4%	4%	4%	4%	5%	6%	4%	2%	3%
	Central Coast Men	3%	2%		4%	4%	2%	3%	3%	3%	2%	2%
	Central Coast Women	3%	3%	5%	4%	3%	3%	3%	2%	4%	3%	3%
	Fresno Men	2%	3%		2%	1%	3%	3%	2%	3%	2%	1%
	Fresno Women	3%	4%		3%	3%	3%	4%	3%	4%	4%	4%
	Sacramento Men	5%	6%	7%	4%	4%	5%	5%	5%	7%	3%	4%
	Sacramento Women	6%	5%	8%	5%	4%	8%	7%	4%	6%	9%	8%
	Bay Area Men	10%	9%	9%	11%	16%	8%	8%	12%	11%	7%	8%
	Bay Area Women	11%	7%	8%	16%	15%	10%	8%	12%	5%	16%	16%
North Men	1%	2%	3%	0%		2%	3%	2%	1%	1%	2%	
North Women	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	
MEDIA MARKET	Los Angeles	47%	51%	52%	48%	45%	46%	49%	48%	47%	46%	44%
	San Fransico - Oakland - San Jose	20%	15%	17%	25%	30%	17%	14%	23%	15%	23%	23%
	Sacramento - Stockton - Modesto	11%	11%	15%	9%	8%	13%	13%	10%	13%	12%	13%
	San Diego	8%	9%	8%	6%	7%	10%	8%	9%	10%	6%	7%
	Bakersfield	3%	5%		2%	2%	3%	4%	4%	4%	1%	1%
	Fresno - Visalia	3%	2%		2%	2%	4%	3%	1%	3%	4%	5%
	Santa Barbara - San Mar - San Luis Obispo	2%	2%		3%	2%	2%	3%	2%	2%	2%	2%
	Monterey - Salinas	2%	2%	4%	3%	2%	2%	3%	2%	4%	2%	2%
	Chico - Redding	2%	2%	4%	1%	1%	2%	3%	2%	1%	2%	2%
	Eureka	1%	0%		0%	0%	1%	0%		1%	1%	1%
	Yuma - El Centro	0%	0%				1%	1%		1%	1%	0%
	Reno	0%	1%				1%	1%	0%		1%	0%
	Total	600	223	47	219	216	166	183	261	180	157	226

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - defintely	Yes - probab ly	Undeci ded	No - probab ly	No - definite ly	A	B
REGION / GENDER	LA County Men	12%	11%	16%	15%	6%	13%	12%	12%
	LA County Women	14%	13%	10%	14%	19%	13%	14%	14%
	Orange Men	4%	4%	4%	4%	6%	6%	4%	4%
	Orange Women	5%	4%	9%	4%	7%	7%	5%	5%
	Inland Empire Men	4%	6%	5%	3%	3%	6%	4%	4%
	Inland Empire Women	5%	6%	2%	6%	4%	4%	5%	5%
	San Diego Men	4%	3%	1%	5%	9%	6%	4%	4%
	San Diego Women	5%	5%	7%	2%	4%	5%	4%	5%
	Central Coast Men	3%	4%	3%	2%	2%	3%	3%	3%
	Central Coast Women	3%	3%	1%	3%	3%	3%	3%	3%
	Fresno Men	2%	3%	2%	2%	2%	4%	2%	2%
	Fresno Women	3%	2%	4%	4%	3%	3%	3%	3%
	Sacramento Men	5%	6%	5%	3%	6%	6%	5%	5%
	Sacramento Women	6%	4%	4%	9%	5%	6%	6%	6%
	Bay Area Men	10%	15%	10%	7%	12%	8%	10%	11%
	Bay Area Women	11%	9%	14%	16%	4%	6%	12%	11%
North Men	1%	1%	3%	1%			1%	1%	
North Women	1%	1%	1%	2%	2%	1%	1%	1%	
MEDIA MARKET	Los Angeles	47%	48%	49%	46%	46%	53%	47%	47%
	San Fransico - Oakland - San Jose	20%	23%	22%	23%	16%	12%	20%	21%
	Sacramento - Stockton - Modesto	11%	9%	9%	12%	11%	12%	11%	11%
	San Diego	8%	8%	8%	6%	14%	10%	9%	8%
	Bakersfield	3%	4%	6%	1%	5%	4%	3%	3%
	Fresno - Visalia	3%	1%		4%		3%	2%	3%
	Santa Barbara - San Mar - San Luis Obispo	2%	2%	2%	2%		4%	3%	1%
	Monterey - Salinas	2%	4%		2%	6%	1%	2%	2%
	Chico - Redding	2%	1%	3%	2%		1%	2%	2%
	Eureka	1%			1%	2%		0%	1%
	Yuma - El Centro	0%			1%		1%		1%
	Reno	0%		1%	1%			0%	0%
Total	600	154	67	157	52	98	300	300	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	GENDER		AGE					AGE		
		Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
MEDIA MARKET / GENDER	Los Angeles Men	22%	47%		29%	17%	29%	17%	22%	25%	19%
	Los Angeles Women	25%		47%	27%	32%	27%	26%	17%	28%	22%
	San Fransico - Oakland - San Jose Men	10%	22%		13%	11%	10%	9%	10%	11%	9%
	San Fransico - Oakland - San Jose Women	10%		19%	12%	7%	6%	12%	11%	8%	12%
	Sacramento - Stockton - Modesto Men	5%	11%		6%	3%	6%	5%	5%	5%	5%
	Sacramento - Stockton - Modesto Women	6%		11%		8%	7%	6%	8%	5%	7%
	San Diego Men	4%	8%		1%	3%	5%	4%	6%	3%	4%
	San Diego Women	5%		9%	4%	2%	7%	4%	5%	5%	5%
	Bakersfield Men	1%	2%		1%			2%	1%	0%	1%
	Bakersfield Women	2%		4%	2%	4%		2%	3%	2%	2%
	Fresno - Visalia Men	1%	3%		2%	1%		1%	2%	1%	2%
	Fresno - Visalia Women	1%		3%		3%	1%	2%	1%	1%	1%
	Santa Barbara - San Mar - San Luis Obispo Men	1%	1%					1%	2%		1%
	Santa Barbara - San Mar - San Luis Obispo Women	2%		3%	1%	3%		2%	2%	1%	2%
	Monterey - Salinas Men	2%	3%			3%		3%	1%	1%	2%
	Monterey - Salinas Women	1%		2%	1%	1%		1%	1%	1%	1%
	Chico - Redding Men	1%	2%			1%	1%	2%	1%	1%	1%
	Chico - Redding Women	1%		1%				1%	1%		1%
	Eureka Men	0%	0%						1%		0%
	Eureka Women	0%		1%		1%		1%		0%	0%
Yuma - El Centro Men	0%	1%			1%			1%	0%	0%	
Reno Women	0%		1%			1%	1%		0%	0%	
Total	600	282	318	90	84	108	186	131	282	317	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	GENDER/AGE				RACE		RACE /GENDER		
		Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
MEDIA MARKET / GENDER	Los Angeles Men	22%	52%		42%	18%	24%	37%		
	Los Angeles Women	25%		55%	41%	20%	47%		39%	71%
	San Fransico - Oakland - San Jose Men	10%	24%		20%	12%	4%	25%		
	San Fransico - Oakland - San Jose Women	10%		16%	22%	10%	11%		20%	16%
	Sacramento - Stockton - Modesto Men	5%	10%		11%	6%	1%	13%		
	Sacramento - Stockton - Modesto Women	6%		9%	13%	6%	3%		12%	4%
	San Diego Men	4%	7%		10%	5%	1%	11%		
	San Diego Women	5%		9%	9%	6%	3%		11%	5%
	Bakersfield Men	1%	1%		3%	1%	1%	2%		
	Bakersfield Women	2%		3%	4%	2%	2%		5%	3%
	Fresno - Visalia Men	1%	2%		3%	1%	3%	2%		
	Fresno - Visalia Women	1%		2%	3%	1%			2%	
	Santa Barbara - San Mar - San Luis Obispo Men	1%			2%	1%		1%		
	Santa Barbara - San Mar - San Luis Obispo Women	2%		3%	4%	2%			4%	
	Monterey - Salinas Men	2%	2%		5%	2%		5%		
	Monterey - Salinas Women	1%		1%	2%	1%			3%	
	Chico - Redding Men	1%	2%		3%	2%		3%		
	Chico - Redding Women	1%			2%	1%			2%	
	Eureka Men	0%			1%	0%		0%		
	Eureka Women	0%		1%	1%	1%			1%	
Yuma - El Centro Men	0%	1%		1%	0%	1%	1%			
Reno Women	0%		1%	1%	0%			1%		
Total	600	136	146	146	170	390	96	193	197	63

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	PARTY ID			PARTY ID STRENGTH					
		Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican	
MEDIA MARKET / GENDER	Los Angeles Men	22%	19%	31%	23%	17%	22%	31%	25%	20%
	Los Angeles Women	25%	28%	24%	22%	26%	31%	24%	26%	15%
	San Fransico - Oakland - San Jose Men	10%	12%	9%	9%	11%	14%	9%	7%	13%
	San Fransico - Oakland - San Jose Women	10%	12%	9%	6%	15%	5%	9%	1%	15%
	Sacramento - Stockton - Modesto Men	5%	4%	3%	7%	4%	5%	3%	7%	7%
	Sacramento - Stockton - Modesto Women	6%	6%	6%	6%	5%	8%	6%	5%	8%
	San Diego Men	4%	3%	2%	6%	4%	1%	2%	6%	6%
	San Diego Women	5%	4%	6%	6%	4%	3%	6%	7%	3%
	Bakersfield Men	1%	1%		1%	1%			2%	1%
	Bakersfield Women	2%	2%	1%	3%	2%	1%	1%	2%	3%
	Fresno - Visalia Men	1%	1%	2%	1%		3%	2%		2%
	Fresno - Visalia Women	1%	1%	2%	1%	1%	1%	2%	2%	
	Santa Barbara - San Mar - San Luis Obispo Men	1%	0%	1%	0%	1%		1%	1%	
	Santa Barbara - San Mar - San Luis Obispo Women	2%	2%		1%	3%	2%		1%	2%
	Monterey - Salinas Men	2%	1%		3%	1%			4%	1%
	Monterey - Salinas Women	1%	1%	1%	0%	1%	2%	1%	1%	
	Chico - Redding Men	1%	1%	2%	2%	1%	1%	2%	2%	1%
	Chico - Redding Women	1%	1%			1%	1%			
	Eureka Men	0%			0%				1%	
	Eureka Women	0%	0%			1%				
Yuma - El Centro Men	0%	0%	1%		1%		1%			
Reno Women	0%			1%				1%	1%	
Total	600	273	87	202	193	80	87	125	77	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER				
		Democ ratic men	Democ ratic women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women	
MEDIA MARKET / GENDER													
Los Angeles Men	22%	44%		44%		20%	24%	24%	47%		48%		
Los Angeles Women	25%		48%		47%	27%	23%	27%		46%			47%
San Fransico - Oakland - San Jose Men	10%	28%		17%		10%	8%	15%	23%		15%		
San Fransico - Oakland - San Jose Women	10%		21%		13%	13%	5%	12%		23%			11%
Sacramento - Stockton - Modesto Men	5%	10%		13%		5%	6%	3%	11%		12%		
Sacramento - Stockton - Modesto Women	6%		10%		13%	6%	5%	4%		11%			11%
San Diego Men	4%	7%		11%		3%	4%	3%	7%		9%		
San Diego Women	5%		6%		12%	4%	6%	5%		6%			13%
Bakersfield Men	1%	2%		3%		1%	2%		2%		3%		
Bakersfield Women	2%		4%		6%	2%	3%	1%		4%			6%
Fresno - Visalia Men	1%	2%		2%		1%	1%	2%	3%		2%		
Fresno - Visalia Women	1%		1%		3%	1%	2%	2%		1%			4%
Santa Barbara - San Mar - San Luis Obispo Men	1%	1%		1%		1%	0%		2%		1%		
Santa Barbara - San Mar - San Luis Obispo Women	2%		4%		3%	2%	1%	1%		4%			3%
Monterey - Salinas Men	2%	2%		6%		1%	3%		2%		6%		
Monterey - Salinas Women	1%		2%		1%	1%	1%			2%			2%
Chico - Redding Men	1%	2%		3%		1%	1%	1%	2%		3%		
Chico - Redding Women	1%		2%			1%				2%			
Eureka Men	0%			1%			0%				1%		
Eureka Women	0%		1%			0%	1%			1%			1%
Yuma - El Centro Men	0%	1%				0%	0%		1%		1%		
Reno Women	0%				2%		1%						2%
Total	600	117	156	109	94	276	210	102	117	158	108	102	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Moderate	Conservative	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
MEDIA MARKET / GENDER	Los Angeles Men	22%	17%	26%	25%	14%	21%	26%	31%	21%
	Los Angeles Women	25%	27%	18%	27%	29%	33%	18%	25%	33%
	San Fransico - Oakland - San Jose Men	10%	12%	14%	7%	12%	9%	14%	7%	6%
	San Fransico - Oakland - San Jose Women	10%	13%	9%	7%	18%	7%	9%	8%	3%
	Sacramento - Stockton - Modesto Men	5%	5%	4%	5%	7%	5%	4%	3%	7%
	Sacramento - Stockton - Modesto Women	6%	6%	8%	6%	1%	10%	8%	9%	3%
	San Diego Men	4%	5%	2%	5%	4%	5%	2%	5%	1%
	San Diego Women	5%	5%	4%	6%	8%		4%	2%	9%
	Bakersfield Men	1%	1%	1%	1%	1%	1%	1%		3%
	Bakersfield Women	2%	1%	4%	2%	1%		4%	3%	2%
	Fresno - Visalia Men	1%	0%	2%	0%			2%		
	Fresno - Visalia Women	1%		1%	3%			1%	2%	5%
	Santa Barbara - San Mar - San Luis Obispo Men	1%	1%	1%			2%	1%		
	Santa Barbara - San Mar - San Luis Obispo Women	2%	3%	1%	1%	4%	2%	1%	1%	
	Monterey - Salinas Men	2%	2%	1%	2%		1%	1%		4%
	Monterey - Salinas Women	1%	1%	1%	1%		2%	1%	1%	1%
	Chico - Redding Men	1%	0%	2%	1%		1%	2%	1%	
	Chico - Redding Women	1%	0%	1%	0%		1%	1%		1%
	Eureka Men	0%			0%					1%
	Eureka Women	0%	0%		1%	1%				
Yuma - El Centro Men	0%	0%		0%					1%	
Reno Women	0%		1%	0%			1%	1%		
Total	600	218	151	205	100	80	151	86	91	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY /GENDER					MARITAL STATUS			MARITAL STATUS /GENDER				
			Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women
MEDIA MARKET / GENDER	Los Angeles Men	22%	39%		49%		53%		21%	24%	26%	45%		48%	
	Los Angeles Women	25%		49%		37%		50%	25%	25%	28%		46%		50%
	San Fransico - Oakland - San Jose Men	10%	26%		27%		14%		9%	12%	17%	20%		25%	
	San Fransico - Oakland - San Jose Women	10%		23%		19%		13%	9%	12%	7%		17%		24%
	Sacramento - Stockton - Modesto Men	5%	12%		8%		11%		5%	5%	6%	11%		11%	
	Sacramento - Stockton - Modesto Women	6%		10%		16%		11%	7%	4%	3%		13%		9%
	San Diego Men	4%	11%		3%		10%		4%	4%	2%	9%		7%	
	San Diego Women	5%		8%		8%		10%	6%	2%	1%		11%		4%
	Bakersfield Men	1%	2%		1%		3%		1%	0%	1%	3%		1%	
	Bakersfield Women	2%		1%		8%		5%	1%	4%	3%		2%		7%
	Fresno - Visalia Men	1%	1%		4%		1%		1%	1%	1%	3%		2%	
	Fresno - Visalia Women	1%				3%		5%	1%	1%	2%		2%		2%
	Santa Barbara - San Mar - San Luis Obispo Men	1%	3%		1%				0%	1%	1%	1%		2%	
	Santa Barbara - San Mar - San Luis Obispo Women	2%		5%		3%		1%	2%	1%	1%		3%		2%
	Monterey - Salinas Men	2%	3%		3%		3%		2%	1%		4%		1%	
	Monterey - Salinas Women	1%		2%		3%		2%	1%	1%	1%		2%		1%
	Chico - Redding Men	1%	1%		4%		2%		1%	2%	3%	2%		3%	
	Chico - Redding Women	1%		1%		2%		1%	1%				2%		
	Eureka Men	0%					1%		0%			1%			
	Eureka Women	0%		1%				1%	0%	1%			1%		1%
Yuma - El Centro Men	0%	1%				1%		1%			1%				
Reno Women	0%				1%		1%	1%				1%			
Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109	

CA MARRIAGE: SEPTEMBER, 2008

		CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD				
		TOTAL	Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
MEDIA MARKET / GENDER	Los Angeles Men	22%	16%	24%	40%		48%		26%	24%	24%	21%
	Los Angeles Women	25%	28%	24%		48%		48%	21%	21%	23%	26%
	San Fransico - Oakland - San Jose Men	10%	12%	10%	28%		20%		10%	16%	12%	10%
	San Fransico - Oakland - San Jose Women	10%	10%	10%		18%		20%	8%	8%	10%	10%
	Sacramento - Stockton - Modesto Men	5%	5%	5%	13%		10%		1%	4%	2%	6%
	Sacramento - Stockton - Modesto Women	6%	5%	6%		9%		12%	6%	4%	5%	6%
	San Diego Men	4%	4%	4%	9%		8%		4%	4%	3%	4%
	San Diego Women	5%	7%	4%		12%		7%	1%	6%	3%	5%
	Bakersfield Men	1%	1%	1%	4%		1%		1%		1%	1%
	Bakersfield Women	2%	2%	2%		4%		4%	8%		4%	1%
	Fresno - Visalia Men	1%	1%	1%	2%		3%		3%		2%	1%
	Fresno - Visalia Women	1%	2%	1%		3%		1%		3%	1%	1%
	Santa Barbara - San Mar - San Luis Obispo Men	1%		1%			2%		3%		2%	0%
	Santa Barbara - San Mar - San Luis Obispo Women	2%	1%	2%		2%		4%		3%	1%	2%
	Monterey - Salinas Men	2%	1%	2%	2%		4%		1%		1%	2%
	Monterey - Salinas Women	1%	2%	1%		3%		1%	2%	2%	2%	1%
	Chico - Redding Men	1%		2%			3%			2%	1%	1%
	Chico - Redding Women	1%		1%				2%	3%		2%	0%
	Eureka Men	0%	0%		1%							0%
	Eureka Women	0%	1%	0%		1%		1%				1%
Yuma - El Centro Men	0%	1%	0%	1%		0%					0%	
Reno Women	0%	1%	0%		1%		0%	1%	2%	1%		
Total	600	186	402	76	110	202	200	76	48	148	439	

CA MARRIAGE: SEPTEMBER, 2008

		REGION						REGION / GENDER				
		TOTAL	LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
MEDIA MARKET / GENDER	Los Angeles Men	22%	47%	47%	49%				100%			
	Los Angeles Women	25%	53%	53%	51%					100%		
	San Fransico - Oakland - San Jose Men	10%						47%			99%	
	San Fransico - Oakland - San Jose Women	10%						46%				89%
	Sacramento - Stockton - Modesto Men	5%						46%				
	Sacramento - Stockton - Modesto Women	6%						54%				
	San Diego Men	4%				44%						
	San Diego Women	5%				53%						
	Bakersfield Men	1%										
	Bakersfield Women	2%										
	Fresno - Visalia Men	1%										
	Fresno - Visalia Women	1%										
	Santa Barbara - San Mar - San Luis Obispo Men	1%							1%		1%	
	Santa Barbara - San Mar - San Luis Obispo Women	2%							6%			11%
	Monterey - Salinas Men	2%										
	Monterey - Salinas Women	1%										
	Chico - Redding Men	1%										
	Chico - Redding Women	1%										
	Eureka Men	0%										
	Eureka Women	0%										
Yuma - El Centro Men	0%					4%						
Reno Women	0%											
Total	600	155	56	55	53	65	130	73	83	62	68	

CA MARRIAGE: SEPTEMBER, 2008

		MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET / RACE -- WHITE ONLY	
		Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
MEDIA MARKET / GENDER	Los Angeles Men	22%	47%			100%				48%	
	Los Angeles Women	25%	53%				100%			52%	
	San Francisco - Oakland - San Jose Men	10%	51%					100%			55%
	San Francisco - Oakland - San Jose Women	10%	49%						100%		45%
	Sacramento - Stockton - Modesto Men	5%		47%							
	Sacramento - Stockton - Modesto Women	6%		53%							
	San Diego Men	4%			45%						
	San Diego Women	5%			55%						
	Bakersfield Men	1%									
	Bakersfield Women	2%									
	Fresno - Visalia Men	1%									
	Fresno - Visalia Women	1%									
	Santa Barbara - San Mar - San Luis Obispo Men	1%									
	Santa Barbara - San Mar - San Luis Obispo Women	2%									
	Monterey - Salinas Men	2%									
	Monterey - Salinas Women	1%									
	Chico - Redding Men	1%									
	Chico - Redding Women	1%									
	Eureka Men	0%									
	Eureka Women	0%									
Yuma - El Centro Men	0%										
Reno Women	0%										
Total	600	283	122	66	51	132	151	62	60	149	86

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA				A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT			
		Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leans	
MEDIA MARKET / GENDER	Los Angeles Men	22%	21%	28%	21%	18%	22%	18%	22%	22%	20%	19%
	Los Angeles Women	25%	25%	24%	26%	19%	24%	25%	23%	26%	32%	28%
	San Fransico - Oakland - San Jose Men	10%	10%	10%	10%	14%	8%	12%	9%	11%	9%	10%
	San Fransico - Oakland - San Jose Women	10%	10%	8%	9%	23%	5%	15%	7%	13%	8%	8%
	Sacramento - Stockton - Modesto Men	5%	5%	5%	5%	4%	7%	4%	6%	4%	7%	6%
	Sacramento - Stockton - Modesto Women	6%	6%	5%	6%	10%	5%	5%	5%	6%	8%	6%
	San Diego Men	4%	4%	5%	4%	2%	6%	4%	6%	2%	4%	6%
	San Diego Women	5%	5%	4%	5%	2%	6%	5%	6%	4%	4%	5%
	Bakersfield Men	1%	1%	2%	1%		1%	1%	1%	1%		
	Bakersfield Women	2%	2%	1%	2%	2%	4%	2%	3%	1%		
	Fresno - Visalia Men	1%	1%	1%	1%			1%	2%	1%		2%
	Fresno - Visalia Women	1%	1%	1%	1%	3%	2%	1%	1%	2%		2%
	Santa Barbara - San Mar - San Luis Obispo Men	1%	1%		1%		1%		0%	1%		
	Santa Barbara - San Mar - San Luis Obispo Women	2%	2%	1%	2%	1%	2%	3%	2%	2%		
	Monterey - Salinas Men	2%	2%	2%	2%		3%	1%	2%	1%		1%
	Monterey - Salinas Women	1%	1%	1%	1%	4%		1%	0%	1%	4%	2%
	Chico - Redding Men	1%	1%	1%	1%		3%		2%	0%	3%	1%
	Chico - Redding Women	1%	1%	1%	1%			1%	0%	1%	2%	1%
	Eureka Men	0%	0%		0%				0%			
	Eureka Women	0%	0%		1%			1%	0%	0%		1%
Yuma - El Centro Men	0%	0%		0%				1%				
Reno Women	0%	0%		0%		1%		1%				
Total	600	572	138	408	54	107	136	266	281	47	89	

CA MARRIAGE: SEPTEMBER, 2008

		7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT				
		Yes - definite y	Undeci ded	No - definite ly	It is accept able to me	I do not like it, but I can live with it	I do not like it, and it is unacce ptable	Yes	No	Undeci ded	Undeci ded w/leane rs	
MEDIA MARKET / GENDER	TOTAL											
Los Angeles Men	22%	26%	20%	22%	21%	21%	24%	23%	21%	21%	19%	
Los Angeles Women	25%	25%	32%	26%	25%	25%	25%	24%	27%	25%	25%	
San Fransico - Oakland - San Jose Men	10%	9%	9%	11%	16%	8%	7%	12%	10%	7%	8%	
San Fransico - Oakland - San Jose Women	10%	6%	8%	15%	14%	9%	7%	10%	5%	16%	15%	
Sacramento - Stockton - Modesto Men	5%	6%	7%	4%	4%	6%	5%	5%	7%	3%	4%	
Sacramento - Stockton - Modesto Women	6%	5%	8%	5%	4%	8%	7%	4%	6%	9%	8%	
San Diego Men	4%	4%	4%	2%	3%	6%	3%	3%	5%	4%	3%	
San Diego Women	5%	5%	4%	4%	4%	4%	5%	6%	4%	2%	3%	
Bakersfield Men	1%	1%		0%	1%	1%	1%	1%	1%			
Bakersfield Women	2%	3%		2%	1%	2%	3%	2%	3%	1%	1%	
Fresno - Visalia Men	1%	1%		1%	0%	2%	1%	1%	2%	2%	1%	
Fresno - Visalia Women	1%	1%		1%	2%	1%	1%	1%	2%	2%	4%	
Santa Barbara - San Mar - San Luis Obispo Men	1%	0%		1%	1%		1%		1%	1%	0%	
Santa Barbara - San Mar - San Luis Obispo Women	2%	1%		2%	1%	2%	2%	2%	1%	2%	1%	
Monterey - Salinas Men	2%	2%		1%	1%	2%	2%	1%	2%	2%	2%	
Monterey - Salinas Women	1%	0%	4%	1%	1%		1%	1%	2%		1%	
Chico - Redding Men	1%	1%	3%	0%		1%	2%	1%	0%	1%	1%	
Chico - Redding Women	1%	0%	2%	1%	1%	0%	0%	0%	0%	1%	1%	
Eureka Men	0%	0%					0%		0%		0%	
Eureka Women	0%			0%	0%	1%			1%	1%	0%	
Yuma - El Centro Men	0%	0%				1%	1%		1%	1%	0%	
Reno Women	0%	1%				1%	1%	0%		1%	0%	
Total	600	223	47	219	216	166	183	261	180	157	226	

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - defintely	Yes - probab ly	Undeci ded	No - probab ly	No - definite ly	A	B
MEDIA MARKET / GENDER	Los Angeles Men	22%	23%	27%	21%	15%	26%	22%	22%
	Los Angeles Women	25%	24%	22%	25%	30%	27%	25%	25%
	San Fransico - Oakland - San Jose Men	10%	15%	10%	7%	12%	7%	10%	11%
	San Fransico - Oakland - San Jose Women	10%	8%	12%	16%	4%	4%	10%	10%
	Sacramento - Stockton - Modesto Men	5%	6%	5%	3%	6%	6%	5%	5%
	Sacramento - Stockton - Modesto Women	6%	4%	4%	9%	5%	6%	6%	6%
	San Diego Men	4%	3%	1%	4%	9%	5%	4%	3%
	San Diego Women	5%	5%	7%	2%	4%	5%	4%	5%
	Bakersfield Men	1%	2%	2%		2%	1%	1%	1%
	Bakersfield Women	2%	2%	4%	1%	3%	3%	2%	2%
	Fresno - Visalia Men	1%	1%		2%		3%	1%	2%
	Fresno - Visalia Women	1%			2%			1%	1%
	Santa Barbara - San Mar - San Luis Obispo Men	1%			1%		2%	1%	0%
	Santa Barbara - San Mar - San Luis Obispo Women	2%	2%	2%	2%		1%	3%	1%
	Monterey - Salinas Men	2%	2%		2%	2%	1%	2%	1%
	Monterey - Salinas Women	1%	1%			3%		1%	1%
	Chico - Redding Men	1%	1%	3%	1%			1%	1%
	Chico - Redding Women	1%	1%		1%		1%	1%	1%
	Eureka Men	0%							0%
	Eureka Women	0%			1%	2%		0%	0%
Yuma - El Centro Men	0%			1%		1%		1%	
Reno Women	0%		1%	1%			0%	0%	
Total	600	154	67	157	52	98	300	300	

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	GENDER		AGE					AGE		
		Men	Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	26%	24%	21%	22%	30%	24%	26%	25%	25%
	San Fransico - Oakland - San Jose	14%	17%	12%	17%	12%	10%	14%	18%	13%	16%
	Sacramento - Stockton - Modesto	8%	9%	7%	5%	7%	7%	9%	10%	6%	9%
	San Diego	7%	7%	7%	4%	2%	10%	7%	10%	6%	8%
	Bakersfield	2%	1%	3%	3%	3%		3%	2%	2%	3%
	Fresno - Visalia	2%	2%	1%		3%		1%	3%	1%	2%
	Santa Barbara - San Mar - San Luis Obispo	2%	1%	3%	1%	3%		2%	3%	1%	2%
	Monterey - Salinas	2%	3%	2%	1%	4%		4%	3%	2%	3%
	Chico - Redding	2%	2%	1%		1%	1%	3%	1%	1%	2%
	Eureka	1%	0%	1%		1%		1%	1%	0%	1%
	Yuma - El Centro	0%	0%			1%				0%	
Reno	0%		1%			1%	1%		0%	0%	
SPLIT	A	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
	B	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
	Total	600	282	318	90	84	108	186	131	282	317

CA MARRIAGE: SEPTEMBER, 2008

		GENDER/AGE				RACE		RACE /GENDER			
		TOTAL	Men <50	Women <50	Men 50+	Women 50+	White	Latino	White men	White women	Latina women
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	28%	22%	23%	26%	38%		37%	39%	
	San Fransico - Oakland - San Jose	14%	19%	7%	15%	17%	22%		25%	20%	
	Sacramento - Stockton - Modesto	8%	8%	5%	9%	9%	12%		13%	12%	
	San Diego	7%	5%	7%	10%	7%	11%		11%	11%	
	Bakersfield	2%	1%	3%	2%	3%	3%		2%	5%	
	Fresno - Visalia	2%	1%	1%	3%	1%	2%		2%	2%	
	Santa Barbara - San Mar - San Luis Obispo	2%		3%	1%	3%	3%		1%	4%	
	Monterey - Salinas	2%	2%	1%	5%	2%	4%		5%	3%	
	Chico - Redding	2%	2%		3%	2%	3%		3%	2%	
	Eureka	1%		1%	1%	1%	1%		0%	1%	
	Yuma - El Centro	0%	1%				0%		1%		
Reno	0%		1%		1%	0%			1%		
SPLIT	A	50%	50%	50%	50%	50%	50%	50%	50%	50%	51%
	B	50%	50%	50%	50%	50%	50%	50%	50%	50%	49%
	Total	600	136	146	146	170	390	96	193	197	63

CA MARRIAGE: SEPTEMBER, 2008

		PARTY ID			PARTY ID STRENGTH					
		TOTAL	Democrat	Indep.	Republican	Strong Democrat	Weak Democrat	Independent	Strong Republican	Weak Republican
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	19%	30%	32%	19%	19%	30%	37%	24%
	San Francisco - Oakland - San Jose	14%	16%	16%	12%	17%	14%	16%	5%	25%
	Sacramento - Stockton - Modesto	8%	6%	5%	11%	4%	10%	5%	10%	12%
	San Diego	7%	5%	7%	11%	5%	4%	7%	13%	8%
	Bakersfield	2%	1%	1%	4%	2%	1%	1%	4%	5%
	Fresno - Visalia	2%	1%	3%	2%		2%	3%	2%	2%
	Santa Barbara - San Mar - San Luis Obispo	2%	2%	1%	2%	2%	2%	1%	2%	2%
	Monterey - Salinas	2%	2%	1%	4%	2%	2%	1%	5%	1%
	Chico - Redding	2%	2%	2%	2%	2%	2%	2%	2%	1%
	Eureka	1%	0%		0%	1%			1%	
	Yuma - El Centro	0%		1%				1%		
Reno	0%			1%				1%	1%	
SPLIT	A	50%	50%	47%	53%	49%	52%	47%	53%	52%
	B	50%	50%	53%	47%	51%	48%	53%	47%	48%
	Total	600	273	87	202	193	80	87	125	77

CA MARRIAGE: SEPTEMBER, 2008

		PARTY ID /GENDER				PARTY REGISTRATION			PARTY REGISTRATION / GENDER				
		TOTAL	Democ ratic men	Democ ratic women	Republ ican men	Republ ican women	Democ rat	Republ ican	Decline to state	Democ rat Men	Democ rat Women	Republ ican Men	Republ ican Women
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	21%	18%	27%	38%	18%	35%	24%	20%	17%	33%	37%
	San Fransico - Oakland - San Jose	14%	21%	11%	15%	9%	14%	10%	23%	17%	12%	11%	10%
	Sacramento - Stockton - Modesto	8%	7%	5%	11%	11%	6%	10%	6%	8%	5%	10%	10%
	San Diego	7%	5%	5%	11%	11%	5%	10%	7%	5%	4%	9%	11%
	Bakersfield	2%	1%	2%	3%	6%	1%	4%	1%	1%	2%	3%	6%
	Fresno - Visalia	2%	1%	0%	2%	3%	0%	2%	4%	1%		2%	2%
	Santa Barbara - San Mar - San Luis Obispo	2%		4%	1%	3%	2%	2%	1%	1%	4%	1%	2%
	Monterey - Salinas	2%	2%	2%	6%	1%	2%	4%		2%	2%	6%	2%
	Chico - Redding	2%	2%	2%	3%		2%	1%	1%	2%	2%	3%	
	Eureka	1%		1%	1%		0%	1%			1%	1%	1%
	Yuma - El Centro	0%						0%				1%	
Reno	0%				2%		1%					2%	
SPLIT	A	50%	49%	51%	51%	54%	50%	50%	50%	48%	51%	50%	50%
	B	50%	51%	49%	49%	46%	50%	50%	50%	52%	49%	50%	50%
	Total	600	117	156	109	94	276	210	102	117	158	108	102

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	IDEOLOGY			IDEOLOGY				
			Liberal	Modera te	Conser vative	Very liberal	Somew hat liberal	Modera te	Somew hat conser vative	Very conser vative
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	18%	28%	31%	16%	23%	28%	30%	36%
	San Fransico - Oakland - San Jose	14%	18%	17%	11%	22%	10%	17%	12%	7%
	Sacramento - Stockton - Modesto	8%	9%	7%	7%	8%	12%	7%	7%	7%
	San Diego	7%	8%	5%	8%	11%	3%	5%	6%	8%
	Bakersfield	2%	1%	3%	3%	1%	1%	3%	2%	5%
	Fresno - Visalia	2%		3%	2%			3%	2%	1%
	Santa Barbara - San Mar - San Luis Obispo	2%	3%	1%	1%	4%	2%	1%	1%	
	Monterey - Salinas	2%	2%	3%	2%		4%	3%	1%	5%
	Chico - Redding	2%	1%	3%	1%		2%	3%	1%	1%
	Eureka	1%	0%		1%	1%				1%
	Yuma - El Centro	0%			0%					1%
Reno	0%		1%	0%			1%	1%		
SPLIT	A	50%	49%	54%	48%	48%	52%	54%	54%	43%
	B	50%	51%	46%	52%	52%	48%	46%	46%	57%
	Total	600	218	151	205	100	80	151	86	91

CA MARRIAGE: SEPTEMBER, 2008

		IDEOLOGY /GENDER						MARITAL STATUS			MARITAL STATUS /GENDER				
		TOTAL	Liberal men	Liberal women	Moderate men	Moderate women	Conservative men	Conservative women	Married	Unmarried	Single	Married men	Married women	Unmarried men	Unmarried women
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	16%	20%	31%	25%	32%	29%	25%	25%	24%	24%	26%	29%	21%
	San Francisco - Oakland - San Jose	14%	21%	15%	21%	12%	11%	11%	12%	19%	18%	13%	10%	22%	16%
	Sacramento - Stockton - Modesto	8%	12%	7%	5%	9%	7%	8%	9%	6%	7%	9%	9%	9%	4%
	San Diego	7%	9%	7%	3%	7%	10%	7%	9%	5%	2%	8%	9%	7%	3%
	Bakersfield	2%	1%	1%		7%	3%	4%	2%	3%	2%	2%	1%		6%
	Fresno - Visalia	2%			4%	3%	1%	2%	2%	1%	2%	3%	1%		2%
	Santa Barbara - San Mar - San Luis Obispo	2%	1%	5%	1%	2%		1%	2%	2%	1%	1%	3%	1%	2%
	Monterey - Salinas	2%	3%	2%	3%	3%	3%	2%	3%	1%	1%	4%	2%	1%	1%
	Chico - Redding	2%	1%	1%	4%	2%	2%	1%	2%	2%	3%	2%	2%	3%	
	Eureka	1%		1%			1%	1%	1%	1%		1%	1%		1%
	Yuma - El Centro	0%					1%		0%			1%			
Reno	0%				1%		1%	1%				1%			
SPLIT	A	50%	49%	49%	54%	53%	48%	48%	50%	50%	54%	49%	51%	53%	48%
	B	50%	51%	51%	46%	47%	52%	52%	50%	50%	46%	51%	49%	47%	52%
	Total	600	96	122	79	72	96	109	372	215	146	169	203	106	109

CA MARRIAGE: SEPTEMBER, 2008

		CHILDREN UNDER 18		PARENTAL STATUS				UNION HOUSEHOLD				
		TOTAL	Yes	No	Father	Mother	Childless man	Childless woman	Yes, self only	Yes, household member only	All yes	Nobody in household
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	19%	28%	20%	19%	28%	27%	28%	18%	23%	26%
	San Francisco - Oakland - San Jose	14%	13%	15%	17%	10%	17%	14%	12%	18%	14%	15%
	Sacramento - Stockton - Modesto	8%	8%	8%	10%	6%	8%	8%	4%	5%	4%	9%
	San Diego	7%	8%	7%	6%	9%	8%	6%	5%	8%	5%	8%
	Bakersfield	2%	2%	2%	3%	2%	1%	4%	6%		3%	2%
	Fresno - Visalia	2%	2%	2%	1%	2%	2%	1%	2%	3%	3%	1%
	Santa Barbara - San Mar - San Luis Obispo	2%	1%	2%		2%	1%	3%	1%	3%	2%	2%
	Monterey - Salinas	2%	2%	3%	2%	3%	4%	1%	3%	2%	3%	2%
	Chico - Redding	2%		2%			3%	2%	3%	2%	2%	1%
	Eureka	1%	1%	0%	1%	1%		1%				1%
	Yuma - El Centro	0%	1%		1%							0%
Reno	0%	1%	0%		1%		0%	1%	2%	1%		
SPLIT	A	50%	50%	50%	45%	54%	52%	48%	52%	56%	52%	50%
	B	50%	50%	50%	55%	46%	48%	52%	48%	44%	48%	50%
	Total	600	186	402	76	110	202	200	76	48	148	439

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	REGION						REGION / GENDER			
			LA County	Orange	Inland Empire	San Diego	Sacramento	Bay Area	LA County Men	LA County Women	Bay Area Men	Bay Area Women
MEDIA MARKET / RACE -- WHITE ONLY	Los Angeles	25%	46%	65%	56%				49%	43%		
	San Fransico - Oakland - San Jose	14%					66%				76%	57%
	Sacramento - Stockton - Modesto	8%				71%						
	San Diego	7%			82%							
	Bakersfield	2%										
	Fresno - Visalia	2%										
	Santa Barbara - San Mar - San Luis Obispo	2%					5%				1%	9%
	Monterey - Salinas	2%										
	Chico - Redding	2%										
	Eureka	1%										
	Yuma - El Centro	0%				2%						
Reno	0%											
SPLIT	A	50%	50%	50%	50%	50%	50%	50%	49%	51%	48%	51%
	B	50%	50%	50%	50%	50%	50%	50%	51%	49%	52%	49%
	Total	600	155	56	55	53	65	130	73	83	62	68

CA MARRIAGE: SEPTEMBER, 2008

		MEDIA MARKET				MEDIA MARKET / GENDER				MEDIA MARKET /RACE -- WHITE ONLY		
		TOTAL	Los Angeles	San Francisco - Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Los Angeles Men	Los Angeles Women	San Francisco - Oakland - San Jose Men	San Francisco - Oakland - San Jose Women	Los Angeles	San Francisco - Oakland - San Jose
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	53%				55%	51%			100%	
	San Francisco - Oakland - San Jose	14%		71%					77%	64%		100%
	Sacramento - Stockton - Modesto	8%			71%							
	San Diego	7%				85%						
	Bakersfield	2%										
	Fresno - Visalia	2%										
	Santa Barbara - San Mar - San Luis Obispo	2%										
	Monterey - Salinas	2%										
	Chico - Redding	2%										
	Eureka	1%										
Yuma - El Centro	0%											
Reno	0%											
SPLIT	A	50%	50%	49%	51%	52%	50%	50%	48%	49%	50%	46%
	B	50%	50%	51%	49%	48%	50%	50%	52%	51%	50%	54%
	Total	600	283	122	66	51	132	151	62	60	149	86

CA MARRIAGE: SEPTEMBER, 2008

	TOTAL	2. GENERAL ELECTION VOTE LIKELIHOOD	3.DIRECTION OF CALIFORNIA				A4. PRESIDENTIAL BALLOT: MCCAIN VS OBAMA		7.PROPOSITION 8 BALLOT			
		Almost certain	Right direction	Wrong track	(Refuse)	McCain	Obama	Yes	No	Undecided	Undecided w/leans	
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	25%	25%	26%	19%	32%	20%	27%	24%	20%	19%
	San Fransico - Oakland - San Jose	14%	15%	15%	13%	22%	10%	17%	13%	17%	6%	7%
	Sacramento - Stockton - Modesto	8%	8%	8%	8%	6%	10%	4%	8%	8%	11%	8%
	San Diego	7%	7%	6%	8%	4%	11%	7%	9%	5%	6%	11%
	Bakersfield	2%	2%	3%	2%	2%	5%	1%	3%	2%		
	Fresno - Visalia	2%	2%	2%	2%		1%	1%	1%	2%		
	Santa Barbara - San Mar - San Luis Obispo	2%	2%	1%	2%	1%	3%	3%	2%	2%		
	Monterey - Salinas	2%	3%	2%	2%	4%	3%	2%	2%	2%	4%	3%
	Chico - Redding	2%	2%	2%	2%		3%	1%	2%	1%	4%	2%
	Eureka	1%	1%		1%			1%	1%	0%		1%
	Yuma - El Centro	0%	0%		0%				0%			
Reno	0%	0%		0%		1%		1%				
SPLIT	A	50%	50%	52%	47%	69%	100%	100%	48%	50%	55%	52%
	B	50%	50%	48%	53%	31%			52%	50%	45%	48%
	Total	600	572	138	408	54	107	136	266	281	47	89

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	7.PROPOSITION 8 BALLOT			8.VIEW ON MARRIAGE FOR GAY /LESBIAN COUPLES			6.PROPOSITION 7 BALLOT			
			Yes - definite y	Undeci ded	No - definite ly	It is accept able to me	I do not like it, but I can live with it	I do not like it, and it is unacce ptable	Yes	No	Undeci ded	Undeci ded w/leane rs
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	30%	20%	25%	27%	20%	29%	27%	24%	24%	23%
	San Fransico - Oakland - San Jose	14%	12%	6%	18%	21%	12%	11%	15%	12%	16%	17%
	Sacramento - Stockton - Modesto	8%	7%	11%	7%	7%	8%	9%	8%	10%	6%	8%
	San Diego	7%	8%	6%	5%	6%	9%	6%	8%	7%	6%	6%
	Bakersfield	2%	3%		2%	2%	2%	2%	3%	3%		
	Fresno - Visalia	2%	1%		2%	1%	3%	1%	1%	2%	2%	3%
	Santa Barbara - San Mar - San Luis Obispo	2%	2%		2%	1%	2%	2%	2%	1%	2%	1%
	Monterey - Salinas	2%	2%	4%	3%	2%	2%	3%	2%	4%	2%	2%
	Chico - Redding	2%	2%	4%	1%	1%	2%	3%	2%	1%	2%	2%
	Eureka	1%	0%		0%	0%	1%	0%		1%	1%	1%
	Yuma - El Centro	0%					1%			1%		
Reno	0%	1%				1%	1%	0%		1%	0%	
SPLIT	A	50%	47%	55%	50%	51%	45%	52%	48%	49%	54%	52%
	B	50%	53%	45%	50%	49%	55%	48%	52%	51%	46%	48%
	Total	600	223	47	219	216	166	183	261	180	157	226

CA MARRIAGE: SEPTEMBER, 2008

		TOTAL	6.PROPOSITION 7 BALLOT					SPLIT	
			Yes - defintely	Yes - probab ly	Undeci ded	No - probab ly	No - definite ly	A	B
MEDIA MARKET /RACE -- WHITE ONLY	Los Angeles	25%	24%	32%	24%	28%	25%	25%	25%
	San Fransico - Oakland - San Jose	14%	16%	12%	16%	11%	9%	13%	16%
	Sacramento - Stockton - Modesto	8%	8%	5%	6%	9%	8%	8%	7%
	San Diego	7%	8%	8%	6%	9%	8%	8%	7%
	Bakersfield	2%	3%	6%		3%	4%	2%	2%
	Fresno - Visalia	2%	1%		2%		2%	1%	2%
	Santa Barbara - San Mar - San Luis Obispo	2%	2%	2%	2%		2%	3%	1%
	Monterey - Salinas	2%	4%		2%	6%	1%	2%	2%
	Chico - Redding	2%	1%	3%	2%		1%	2%	2%
	Eureka	1%			1%	2%		0%	1%
	Yuma - El Centro	0%					1%		0%
Reno	0%		1%	1%			0%	0%	
SPLIT	A	50%	46%	53%	54%	57%	46%	100%	
	B	50%	54%	47%	46%	43%	54%		100%
	Total	600	154	67	157	52	98	300	300