

Summary of Key Findings
Impact of Gender, Race and Age on the 2008 Presidential Election
ABC7 Listens Poll #70 - June, 2008

- The respondents in our most recent ABC7 Listens Poll were closely divided about whether or not gender played a significant role in determining the Democratic Presidential nomination. 44% felt it played a significant role while 50% said it did not.
- Females were divided nearly equally on this question with 48% saying gender had played a significant role in this race and 45% saying it did not. Only 39% of males felt it was a significant factor compared with 55% who said it was not.
- There were also some divisions on this question by age. Those over 40 years of age were more likely than those under 40 to say gender had played a significant role in determining the Democratic nominee.
- The respondents were also closely divided in regard to the impact gender had on Hillary Clinton's campaign. 25% felt her gender had helped her, 29% said it had hurt her while 39% said it had little or no impact on her campaign.
- Females (34%) were somewhat more likely than males (24%) to say Clinton's gender had hurt her campaign.
- 59% felt that race or ethnicity had played a significant role in determining the Democratic nominee compared with 35% who said it had not.
- 41% said they believed that Barack Obama's race or ethnicity had helped his primary campaign compared with 24% who said it had hurt his efforts.
- There were some divisions by age on this question as well with people under 40 being more likely to say race or ethnicity had not played a significant role in determining the outcome of the Democratic primary race.
- African-Americans (small sample) were more likely than other ethnic groups to say that Obama's race or ethnic identity had hurt him in the primary elections.
- Republicans (50%) were somewhat more likely than Democrats (39%) or political independents (33%) to say that Obama's race had helped his primary campaign.
- The respondents expressed almost opposite views when it came to projecting the impact Obama's race or ethnicity would have in the General Election. 42% said his race or ethnicity would hurt his chances compared with 18% who think it will help.
- African-Americans (small sample) were also more likely than others to say Obama's race or ethnicity would hurt his chances in the General Election.

- 48% said they felt that John McCain’s age would not play a significant role in the fall campaign compared with 43% who said it would.
- Those between the age of 40 and 60 were somewhat more likely than those either under or over that age range to say that McCain’s age will not play a significant role in the General Election campaign.
- Republicans were slightly more likely than Democrats or political independents to say that McCain’s age will not play a significant role in the fall campaign. Males were also a little more likely than females to say that McCain’s age will not play a significant role.
- Nearly half of all respondents (46%) feel that McCain’s age will hurt him in the General Election compared with just 3% who think it will help him.
- Republicans (36%) were somewhat less likely than Democrats (50%) or political independents (51%) to feel that McCain’s age will hurt his General Election chances.
- Obama (59%) currently holds a wide lead over McCain (31%) in the projected General Election match-up among Bay Area voters.

Survey Background Facts

Number of People Interviewed	907 Bay Area Residents
Interview Dates:	May 30 – June 5, 2008
Conducted Online by:	Hertz Research, Petaluma, CA

How ABC7 Listens Polls are Conducted and Potential Sources of Error

ABC7 Listens Polls are conducted by Hertz Research of Petaluma, California. The polls are conducted online among Bay Area residents who registered in advance to participate in the ABC7 Listens Polling program. In order to create samples as representative of the entire Bay Area population as possible, the results for each poll are statistically weighted using a variety of demographic factors provided by respondents during the registration process. These statistical weighting procedures also take into account differences between groups of people who tend to use or not use the Internet.

Regardless of methodology, all polls are potentially affected by a number of factors that may influence their accuracy. A common source for survey inaccuracy is sampling error. The number of respondents largely determines sampling error. Statistical theory indicates that in the case of a poll with this sample size (907 Total Interviews), 95 percent of the time the results of a survey of this size would be the same as interviewing the entire population of the Bay Area, give or take approximately four percent. This is not a probability sample.

However, other sources of error also can impact the accuracy of poll results conducted online and with other techniques. These include but are not limited to the percentage of the population choosing to participate, the likelihood a possible respondent is at home or connected to the Internet, the wording, and ordering of questions, and the techniques used to determine possible survey participants and likely voters. The cumulative impact of all of these potential sources of error is impossible to assess precisely.