

Summary Results  
ABC7 Listens Poll #70 - June, 2008

Impact of Gender, Race and Age on the 2008 Presidential Election

1. There has been a lot of debate about the roles of gender and race in this presidential campaign. First, do you believe that gender is or is not playing a significant role in determining who the Democratic nominee will be?

44% 1. Played a significant role  
50% 2. Did not play a significant role  
6% 3. Not sure/No opinion

2. Overall, do you think that Hillary Clinton's gender has helped her, has hurt her or has had little or no impact on her primary campaign?

25% 1. Helped her  
29% 2. Hurt her  
39% 3. Little or no impact  
7% 4. Not sure/No opinion

3. Do you believe that race or ethnicity is or is not playing a significant role in determining who the Democratic nominee will be?

59% 1. Played a significant role  
35% 2. Did not play a significant role  
6% 3. Not sure/No opinion

4. Overall, do you think that Barack Obama's race or ethnicity has helped him, has hurt him or has had little or no impact on his primary campaign?

41% 1. Helped him  
24% 2. Hurt him  
29% 3. Little or no impact  
6% 4. Not sure/No opinion

5. If Barack Obama is the Democratic nominee, do you think his race or ethnicity will help him, hurt him or have little or no impact on his campaign in the General election?

18% 1. Will help him  
42% 2. Will hurt him  
30% 3. Little or no impact  
10% 4. Not sure/No opinion

6. Do you think John McCain's age will or will not play a significant role in the outcome of the race against either candidate?

48% 1. Will not play a significant role  
40% 2. Will play a significant role against either candidate  
1% 3. Will play a significant role against Clinton only  
3% 4. Will play a significant role against Obama only  
8% 5. Not sure/No opinion

7. Do you think John McCain's age will help him, hurt him or have little or no impact on his campaign in the General election?

3%	1. Will help him	45%	3. Little or no impact
46%	2. Will hurt him	6%	4. Not sure/No opinion

[Among Democrats]

8. Who would you like the Democratic nominee to be in the November General Election?

54%	1. Barack Obama	3%	3. Other
37%	2. Hillary Clinton	6%	4. Not sure/No opinion

9. If in the November Election, the choice were between Barack Obama and John McCain, whom would you probably vote for?

59%	1. Obama	5%	3. Other
31%	2. McCain	5%	4. Not sure/No opinion

9A. What if the choice were between Hillary Clinton and John McCain, whom would you probably vote for?

61%	1. Clinton	5%	3. Other
28%	2. McCain	5%	4. Not sure/No opinion

10. Are there any comments you would like to make about these or any other aspects of the Presidential campaign?

See comments

#### Gay and Lesbian Rights and Other Questions

11. Now switching to our other main topic, on May 15, the California Supreme Court ruled that state laws banning same-sex couples from marrying are unconstitutional. Do you think marriages between same-sex couples should or should not be recognized by the law as valid, with the same rights as traditional marriages?

59%	1. Should be valid
35%	2. Should not be valid
6%	3. Not sure





26. Which of the following best describes your household?

33% 1. Single [Skip to Q. 29]	6% 3. Unmarried Couple [Skip to Q. 29]
56% 2. Married [Skip to Q. 29]	5% 4. Same Sex Partners

[Ask only same sex partners Q. 27 + 28]

27. Given the recent California Supreme Court decision, do you think you will probably change your domestic status or not?

43% 1. Yes – Plan on marrying your partner
24% 2. No – Do not plan on marrying your partner
5% 3. Already married
28% 4. Not sure/No opinion

28. Are you and your partner registered domestic partners in California or another state?

67% 1. Yes	33% 2. No
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29. Do you have children living in your household?

29% 1. Yes	71% 2. No
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30. Are there any comments you would like to add on this topic?

See comments

## 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.