

# Results of SurveyUSA Election Poll #13176



Sponsor:

WABC-TV (New York)

Geography: California

Data Collected: 01/10/2008 - 01/13/2008

Release Date: 01/14/2008

**CALIFORNIA: Bloomberg Consistently Finishes Distant 3rd As a 3rd-Party Candidate** -- In the delegate-rich state of California, whose electoral votes are coveted in a run for the White House, 3 in 10 voters have never heard of Michael Bloomberg and just 8% have a favorable impression of him, according to research conducted exclusively for WABC-TV. In an election for president in California today, if Bloomberg is on the ballot, he receives at most 12% of the vote, no matter who his Democratic or Republican opponents are, and consistently finishes 3rd of 3 candidates. Against Hillary Clinton and Rudolph Giuliani, Bloomberg gets 8%; Clinton wins. Against Barack Obama and Giuliani, Bloomberg gets 9%; Obama wins. Against Clinton and John McCain, Bloomberg gets 7%; Clinton wins. Against Obama and McCain, Bloomberg gets 9%; Obama wins. Against Clinton and Mike Huckabee, Bloomberg gets 11%; Clinton wins. Against Obama and Huckabee, Bloomberg has his best showing; he gets 12%, but still finishes 12 points behind 2nd place Huckabee; Obama wins.

**Context:** SurveyUSA conducted the identical survey in 4 separate geographies for WABC-TV, to measure awareness of Michael Bloomberg and support for his possible 3rd-party run for President. For each survey, approximately 800 registered voters were interviewed, 3,200 voters in all. Surveys were conducted in New York City, the 50 United States, the state of Pennsylvania, and the state of California.

## 1 Are you satisfied? ... Or dissatisfied? ... with the list of candidates currently running for President of the United States?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																
Satisfied	63%	59%	67%	53%	68%	67%	70%	60%	68%	60%	87%	62%	72%	55%	75%	57%
Dissatisfied	32%	36%	27%	43%	27%	27%	25%	35%	27%	36%	7%	32%	23%	40%	21%	39%
Not Sure	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	6%	6%	5%	4%	4%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	30%	22%	16%	62%	38%	55%	6%	28%	11%	29%	48%	18%

## 1 Are you satisfied? ... Or dissatisfied? ... with the list of candidates currently running for President of the United States?

814 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-3.4%															
Satisfied	63%	54%	67%	72%	63%	63%	66%	62%	67%	72%	60%	60%	58%	68%	73%
Dissatisfied	32%	41%	30%	24%	33%	32%	30%	34%	28%	25%	35%	37%	36%	27%	22%
Not Sure	5%	6%	3%	4%	4%	5%	4%	3%	5%	4%	5%	3%	6%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%

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**2** Is your impression of Michael Bloomberg ... favorable? Unfavorable? Neutral? Or have you never heard of Michael Bloomberg?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Favorable	8%	9%	6%	5%	9%	8%	11%	7%	9%	10%	1%	4%	8%	7%	8%	12%
Unfavorable	27%	32%	22%	28%	24%	31%	27%	26%	29%	28%	31%	26%	25%	26%	24%	37%
Neutral	37%	36%	37%	30%	36%	38%	48%	33%	43%	40%	30%	28%	44%	42%	37%	30%
Never Heard Of Bloomberg	29%	23%	34%	37%	31%	23%	14%	34%	20%	22%	38%	43%	22%	25%	30%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	30%	22%	16%	62%	38%	55%	6%	28%	11%	29%	48%	18%

**2** Is your impression of Michael Bloomberg ... favorable? Unfavorable? Neutral? Or have you never heard of Michael Bloomberg?

814 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
Margin of Sampling Error: +/-3.5%		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are
Favorable	8%	5%	11%	9%	4%	7%	11%	6%	9%	9%	6%	5%	8%	7%	10%
Unfavorable	27%	34%	22%	35%	23%	31%	28%	31%	26%	28%	29%	29%	27%	22%	29%
Neutral	37%	37%	43%	31%	37%	38%	35%	35%	37%	36%	35%	42%	31%	37%	42%
Never Heard Of Bloomberg	29%	24%	24%	25%	36%	24%	26%	29%	28%	28%	29%	24%	33%	35%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%

**3** In a 3-way election for president, between Democrat Hillary Clinton, Republican Rudolph Giuliani, and Michael Bloomberg running as an Independent, who would you vote for?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Clinton	53%	43%	62%	55%	52%	50%	53%	54%	51%	43%	72%	65%	61%	21%	77%	37%
Giuliani	25%	31%	20%	21%	28%	27%	28%	24%	27%	34%	6%	14%	22%	57%	7%	29%
Bloomberg	8%	11%	6%	10%	7%	7%	8%	9%	8%	11%	3%	5%	6%	9%	6%	15%
Undecided	14%	15%	12%	14%	13%	16%	11%	13%	14%	12%	19%	17%	11%	13%	9%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	30%	22%	16%	62%	38%	55%	6%	28%	11%	29%	48%	18%

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**3** In a 3-way election for president, between Democrat Hillary Clinton, Republican Rudolph Giuliani, and Michael Bloomberg running as an Independent, who would you vote for?

814 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region				
		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are	
Margin of Sampling Error: +/-3.5%																
Clinton	53%	18%	56%	78%	52%	59%	48%	35%	65%	71%	39%	42%	58%	47%	58%	
Giuliani	25%	59%	23%	5%	22%	22%	32%	40%	18%	13%	37%	36%	23%	25%	20%	
Bloomberg	8%	8%	9%	9%	7%	8%	11%	9%	8%	9%	9%	7%	8%	9%	10%	
Undecided	14%	15%	12%	9%	19%	10%	9%	16%	8%	7%	15%	15%	12%	19%	11%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%	

**4** If the election was between Democrat Barack Obama, Republican Rudolph Giuliani, and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Obama	48%	44%	51%	50%	46%	51%	39%	48%	46%	42%	81%	49%	52%	20%	70%	36%
Giuliani	29%	33%	26%	28%	31%	27%	32%	29%	29%	35%	4%	24%	28%	59%	11%	34%
Bloomberg	9%	10%	8%	8%	7%	10%	13%	8%	11%	10%	1%	10%	6%	8%	8%	14%
Undecided	14%	13%	16%	14%	15%	13%	16%	14%	14%	13%	13%	17%	15%	13%	11%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	30%	22%	16%	62%	38%	55%	6%	28%	11%	29%	48%	18%

**4** If the election was between Democrat Barack Obama, Republican Rudolph Giuliani, and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region				
		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are	
Margin of Sampling Error: +/-3.5%																
Obama	48%	17%	51%	75%	45%	47%	50%	32%	59%	67%	32%	43%	48%	43%	55%	
Giuliani	29%	59%	26%	8%	30%	28%	33%	45%	21%	16%	43%	36%	27%	31%	24%	
Bloomberg	9%	9%	11%	7%	7%	11%	9%	6%	10%	9%	8%	6%	10%	11%	8%	
Undecided	14%	16%	12%	10%	19%	14%	7%	16%	10%	8%	17%	15%	15%	15%	12%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%	

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**5** If the election was between Democrat Hillary Clinton, Republican John McCain and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Clinton	51%	42%	60%	55%	49%	48%	51%	52%	49%	42%	75%	63%	56%	19%	75%	35%
McCain	33%	37%	28%	25%	35%	35%	38%	30%	36%	41%	9%	22%	30%	63%	14%	39%
Bloomberg	7%	10%	5%	9%	7%	8%	5%	8%	7%	9%	2%	6%	7%	6%	6%	17%
Undecided	9%	11%	7%	11%	9%	9%	6%	10%	8%	9%	14%	9%	7%	12%	5%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	30%	22%	16%	62%	38%	55%	6%	28%	11%	29%	48%	18%

**5** If the election was between Democrat Hillary Clinton, Republican John McCain and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
Margin of Sampling Error: +/-3.5%		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are
Clinton	51%	17%	53%	76%	51%	58%	47%	36%	62%	68%	38%	40%	54%	48%	59%
McCain	33%	67%	30%	9%	32%	26%	38%	47%	24%	16%	48%	46%	28%	35%	26%
Bloomberg	7%	6%	9%	8%	7%	8%	7%	7%	7%	12%	4%	5%	7%	8%	9%
Undecided	9%	10%	8%	7%	10%	8%	8%	10%	7%	5%	9%	9%	12%	8%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%

**6** If the election was between Democrat Barack Obama, Republican John McCain and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Obama	47%	42%	51%	55%	44%	48%	34%	49%	42%	39%	86%	51%	51%	18%	69%	38%
McCain	34%	37%	31%	25%	36%	36%	44%	30%	39%	41%	7%	25%	35%	64%	16%	38%
Bloomberg	9%	11%	6%	9%	8%	8%	11%	8%	9%	8%	1%	12%	7%	7%	7%	14%
Undecided	11%	10%	11%	12%	12%	9%	11%	12%	10%	12%	6%	12%	7%	12%	8%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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**6** If the election was between Democrat Barack Obama, Republican John McCain and Independent Michael Bloomberg, who would you vote for?

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		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are	
Margin of Sampling Error: +/-3.5%																
Obama	47%	16%	50%	76%	41%	47%	50%	31%	59%	66%	31%	39%	48%	42%	56%	
McCain	34%	65%	30%	11%	36%	31%	35%	47%	25%	18%	48%	43%	30%	36%	30%	
Bloomberg	9%	7%	11%	6%	11%	9%	7%	10%	8%	8%	9%	7%	8%	13%	8%	
Undecided	11%	13%	9%	7%	12%	13%	7%	13%	8%	8%	12%	11%	14%	9%	7%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%	

**7** If the election was between Democrat Hillary Clinton, Republican Mike Huckabee and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Clinton	53%	44%	63%	57%	52%	50%	53%	55%	52%	44%	77%	66%	60%	21%	78%	37%
Huckabee	24%	28%	20%	23%	24%	26%	25%	24%	25%	31%	8%	18%	15%	56%	8%	23%
Bloomberg	11%	15%	7%	11%	11%	12%	10%	11%	11%	14%	2%	6%	15%	10%	8%	26%
Undecided	11%	13%	9%	8%	13%	12%	11%	11%	12%	11%	13%	11%	10%	13%	7%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	30%	22%	16%	62%	38%	55%	6%	28%	11%	29%	48%	18%

**7** If the election was between Democrat Hillary Clinton, Republican Mike Huckabee and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-3.5%															
Clinton	53%	20%	55%	79%	54%	60%	50%	36%	65%	70%	41%	43%	57%	48%	61%
Huckabee	24%	55%	21%	4%	27%	21%	27%	40%	15%	10%	37%	33%	23%	25%	17%
Bloomberg	11%	11%	15%	9%	10%	10%	14%	11%	12%	13%	10%	11%	8%	13%	15%
Undecided	11%	14%	9%	8%	10%	9%	10%	12%	7%	6%	12%	14%	11%	13%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%

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**8** If the election was between Democrat Barack Obama, Republican Mike Huckabee and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Obama	49%	44%	54%	55%	48%	51%	37%	51%	45%	42%	86%	52%	56%	19%	71%	43%
Huckabee	24%	27%	21%	22%	22%	25%	29%	22%	27%	30%	7%	17%	19%	55%	8%	21%
Bloomberg	12%	14%	10%	10%	13%	9%	17%	11%	12%	13%	3%	11%	14%	10%	10%	23%
Undecided	15%	15%	15%	14%	16%	15%	16%	15%	15%	15%	5%	20%	11%	16%	11%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	30%	22%	16%	62%	38%	55%	6%	28%	11%	29%	48%	18%

**8** If the election was between Democrat Barack Obama, Republican Mike Huckabee and Independent Michael Bloomberg, who would you vote for?

814 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
		Conser	Modera	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-3.5%															
Obama	49%	17%	52%	78%	46%	49%	51%	31%	62%	69%	33%	42%	49%	45%	61%
Huckabee	24%	53%	20%	7%	26%	24%	25%	41%	15%	9%	38%	33%	22%	28%	15%
Bloomberg	12%	13%	15%	8%	13%	12%	11%	12%	12%	12%	12%	10%	11%	14%	13%
Undecided	15%	17%	13%	8%	16%	14%	13%	16%	12%	10%	17%	15%	18%	13%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	24%	41%	19%	26%	30%	39%	38%	58%	43%	48%	21%	40%	18%	21%

**Statement of Methodology:** The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.