

# Results of SurveyUSA News Poll #15430



Sponsor:

KPIX-TV (San Francisco)

Geography: City of Santa Clara

Data Collected: 06/02/2009

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**1** Do you think it's a good idea or a bad idea to use public money to build a new stadium for the San Francisco 49ers?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepen	Conser	Moder	Liberal
Margin of Sampling Error: +/-4.3%																
Good Idea	30%	39%	21%	31%	26%	35%	28%	**	40%	28%	27%	31%	35%	24%	31%	36%
Bad Idea	62%	54%	71%	63%	66%	55%	67%	**	53%	61%	66%	64%	58%	67%	61%	60%
Not Sure	8%	8%	8%	6%	8%	10%	5%	**	8%	11%	7%	6%	7%	9%	8%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	53%	47%	36%	38%	26%	43%	2%	21%	34%	22%	47%	28%	21%	49%	23%

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

**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.