

# Results of SurveyUSA Election Poll #14476

Geography: New Mexico  
 Data Collected: 09/29/2008 - 09/30/2008  
 Release Date: 10/01/2008

**New Mexico Looks Less-and-Less Like a Toss-Up, 5 Weeks Till Votes are Counted:** In an election for President of the United States in New Mexico today, 10/01/08, Democrat Barack Obama defeats Republican John McCain 52% to 44%, according to this latest SurveyUSA poll conducted exclusively for KOB-TV in Albuquerque. Compared to an identical poll released two weeks ago, both candidates' numbers are unchanged. While overall numbers remain steady, there is some offsetting movement along gender lines: Among men, Obama had led by 10, now leads by 2. Among women, Obama had led by 6, now leads by 14 -- an 8-point swing toward McCain among men and a reciprocal 8-point swing in Obama's favor among women. Obama cannot win the state without the support of Hispanic Americans and Native Americans. McCain leads by 9 points among New Mexico whites; Obama leads by 37 points among Hispanics and by 33 points among Natives. If Hispanic turnout is overstated in this model, so is Obama's lead. If Hispanic turnout is understated in this model, so is Obama's lead. 13% of Republicans cross over to vote for Obama; 17% of Democrats cross over to vote for McCain; independents favor Obama by 16 points. Among voters who are younger than Barack Obama, Obama leads by 12 points. Among voters older than John McCain, McCain leads by 11. Among those who are in-between the two candidates' ages, Obama leads by 10.

**Filtering:** SurveyUSA interviewed 900 New Mexico adults 09/29/08 and 09/30/08. Of them, 795 were registered to vote. Of the registered voters, 698 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. New Mexico has 5 Electoral College votes. George W. Bush carried New Mexico by 5,988 votes in 2004; Al Gore carried New Mexico by 366 votes in 2000.

**1** If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

698 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Native	Asian/O
Margin of Sampling Error: +/-3.8%																	
McCain (R)	44%	48%	40%	31%	51%	41%	49%	43%	44%	42%	54%	43%	53%	**	29%	33%	**
Obama (D)	52%	50%	54%	64%	45%	56%	47%	52%	52%	54%	43%	53%	44%	**	66%	66%	**
Other	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	0%	2%	1%	**	3%	0%	**
Undecided	2%	1%	3%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	**	2%	1%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	18%	29%	31%	22%	47%	53%	42%	11%	47%	60%	1%	31%	6%	2%

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698 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.8%																
McCain (R)	44%	85%	17%	37%	79%	36%	9%	44%	44%	54%	36%	35%	66%	28%	45%	44%
Obama (D)	52%	13%	79%	53%	18%	60%	88%	52%	52%	43%	60%	60%	29%	69%	41%	54%
Other	2%	1%	1%	6%	2%	1%	2%	2%	2%	2%	1%	3%	2%	2%	6%	1%
Undecided	2%	1%	3%	4%	1%	3%	1%	2%	2%	1%	3%	3%	2%	1%	8%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	35%	50%	13%	27%	42%	14%	51%	49%	46%	26%	28%	43%	55%	13%	86%

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Sponsor:

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**1** If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

698 Likely Voters	All	Top Issue For Next President								Income		Region	
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Bernalill	Rest of
Margin of Sampling Error: +/-3.8%													
McCain (R)	44%	41%	26%	13%	33%	89%	**	**	**	36%	51%	41%	46%
Obama (D)	52%	55%	74%	83%	63%	6%	**	**	**	59%	47%	56%	50%
Other	2%	2%	0%	1%	2%	4%	**	**	**	2%	2%	2%	2%
Undecided	2%	2%	0%	3%	2%	0%	**	**	**	3%	1%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	57%	5%	7%	7%	9%	3%	4%	4%	42%	58%	40%	60%

\*\* 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 Clifton, NJ.