

Results of SurveyUSA Election Poll #14336



Sponsors:

All SurveyUSA clients in Virginia

Geography: Virginia

Data Collected: 09/05/2008 - 09/07/2008

Release Date: 09/08/2008

No Bounce Either Way in VA After 2 Political Conventions; State Still In-Play: In an election for President of the United States in Virginia today, 09/08/08, 8 weeks till votes are counted, John McCain and Barack Obama remain effectively tied, in research conducted for WDBJ-TV in Roanoke, WJLA-TV in Washington DC, WTVR-TV in Richmond and WJHL-TV in the Tri-Cities. Today, it's McCain 49%, Obama 47%, within the survey's 3.7 percentage point margin of sampling error and effectively unchanged from an identical SurveyUSA poll 4 weeks ago, conducted before both political conventions, which showed McCain 48%, Obama 47%. Today's data reveals new polarization among young and old, and among Pro-Life and Pro-Choice voters, but the rest of the data is striking for its lack of movement. Among voters younger than Barack Obama, Obama had led by 2 points, now by 9. Among voters older than John McCain, McCain had led by 9, now by 26. Among Pro-Life voters, McCain had led by 37, now leads by 49, a 12-point gain. Among Pro-Choice voters, Obama had led by 26, now leads by 35, a 9-point gain. There is zero indication in this data that the selection of Sarah Palin has altered how women view the race. McCain got 44% of the female vote a month ago, before picking Palin, today gets 43% of the female vote. There is no movement in the Shenandoah and in Central VA. There is offsetting movement: to McCain in military-rich Southeast VA, to Obama in the DC suburbs.

Filtering: SurveyUSA interviewed 900 Virginia adults 09/05/08 through 09/07/08. All interviews were completed after the Labor Day weekend, and after the conclusion of the Republican National Convention. Of the adults, 807 were registered to vote. Of the registered voters, 717 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Virginia has 13 Electoral College votes. George W. Bush carried Virginia by 8 points in both 2004 and 2000.

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

717 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCain	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-3.7%																	
McCain (R)	49%	54%	43%	39%	47%	52%	59%	44%	55%	43%	63%	53%	59%	14%	**	37%	
Obama (D)	47%	43%	51%	55%	48%	43%	38%	51%	41%	52%	37%	43%	37%	84%	**	58%	
Other	2%	2%	3%	6%	1%	2%	2%	3%	2%	3%	0%	2%	2%	0%	**	3%	
Undecided	2%	1%	3%	0%	3%	3%	1%	2%	2%	2%	0%	3%	2%	2%	**	2%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	48%	52%	24%	34%	25%	17%	58%	42%	51%	8%	41%	73%	19%	3%	6%	

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

717 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi		Income	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M	< \$50K	> \$50K
Margin of Sampling Error: +/-3.7%																		
McCain (R)	49%	85%	10%	55%	81%	37%	11%	48%	50%	54%	40%	47%	73%	30%	39%	51%	43%	51%
Obama (D)	47%	11%	89%	34%	15%	58%	88%	48%	45%	42%	55%	50%	24%	65%	42%	47%	49%	46%
Other	2%	3%	0%	6%	3%	3%	1%	3%	2%	3%	3%	2%	2%	3%	10%	1%	6%	1%
Undecided	2%	1%	1%	5%	1%	3%	0%	2%	2%	1%	3%	2%	2%	2%	9%	0%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	35%	36%	20%	35%	39%	12%	58%	42%	53%	25%	21%	44%	52%	12%	86%	29%	71%

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717 Likely Voters	All	Region			
		Shenan	Northea	Southe	Central
Margin of Sampling Error: +/-3.7%					
McCain (R)	49%	60%	41%	42%	51%
Obama (D)	47%	36%	57%	50%	45%
Other	2%	3%	0%	6%	1%
Undecided	2%	2%	1%	2%	3%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	24%	24%	24%	27%

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

: WDBJ-TV Roanoke, WJHL-TV Tri-Cities, WJLA-TV Washington DC, WTVR-TV Richmond

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.