

# Results of SurveyUSA Election Poll #14382

Geography: Iowa

Data Collected: 09/17/2008 - 09/18/2008

Release Date: 09/19/2008

**Obama 11 Points Ahead of McCain in Iowa:** In an election for President of the United States in Iowa today, 09/19/08, 46 days from the election, Democrat Barack Obama defeats Republican John McCain by 11 points, 54% to 43%, according to this latest SurveyUSA poll conducted exclusively for KAAL-TV Mason City and WHO-TV Des Moines. Among women, Obama leads by 20 points; among men, Obama and McCain tie.

Among voters younger than Barack Obama, Obama leads by 15. Among voters older than John McCain, Obama leads by 9. Among voters who are in-between the two candidates' ages, Obama leads by 7.

Among white voters -- 95% of Iowa's likely voters -- Obama leads by 8 points.

11% of Republicans cross over to vote for Obama; 8% of Democrats cross over to vote for McCain; Independents break for Obama by 9 points. John McCain leads among Republicans, conservatives, those who attend church regularly, pro-life voters, those focused on terrorism, among the 16% of likely voters who say they may yet change their mind, and in Southwest Iowa. Obama is slightly ahead in Northwest Iowa and leads by double digits in the northeast and southeast portions of the state.

**Filtering:** SurveyUSA interviewed 900 Iowa adults 09/17/08 through 09/18/08. Interviews were conducted during a time of exceptional financial turbulence, coinciding with the bankruptcy of Lehman Brothers, the federal rescue of AIG insurance company, and immediately following the federal takeover of Fannie Mae. Of the registered voters, 840 were registered to vote. Of the registered voters, 702 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Iowa has 7 Electoral College votes. George Bush carried Iowa by two-thirds of a point in 2004; Al Gore carried Iowa by one-third of a point in 2000.

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

702 Adults	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: +/-3.8%																	
McCain (R)	43%	49%	38%	33%	47%	45%	45%	41%	45%	41%	44%	45%	44%	**	**	**	
Obama (D)	54%	49%	58%	63%	49%	52%	52%	55%	52%	56%	53%	52%	52%	**	**	**	
Other	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	**	**	**	
Undecided	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	**	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	23%	29%	27%	21%	52%	48%	46%	12%	42%	95%	1%	2%	2%	

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702 Adults	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.8%																
McCain (R)	43%	87%	8%	44%	81%	35%	9%	46%	41%	51%	35%	32%	63%	25%	51%	42%
Obama (D)	54%	11%	89%	53%	16%	63%	88%	51%	56%	45%	63%	65%	34%	72%	38%	57%
Other	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	0%	1%	2%	1%	4%	1%
Undecided	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	7%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	31%	39%	27%	29%	40%	14%	41%	59%	53%	25%	22%	46%	51%	16%	83%

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702 Adults	All	Top Issue For Next President								Income		Region			
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Northea	Southe	Southw	Northw
Margin of Sampling Error: +/-3.8%															
McCain (R)	43%	41%	**	28%	23%	93%	**	**	**	37%	47%	38%	41%	50%	48%
Obama (D)	54%	56%	**	69%	70%	7%	**	**	**	60%	50%	58%	55%	47%	50%
Other	2%	1%	**	0%	6%	0%	**	**	**	1%	1%	2%	2%	1%	0%
Undecided	2%	2%	**	3%	0%	0%	**	**	**	2%	2%	2%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	60%	3%	9%	7%	7%	4%	3%	5%	42%	58%	41%	20%	19%	20%

\*\* 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.