

Results of SurveyUSA Election Poll #14364



Sponsors:

All SurveyUSA clients in Ohio

Geography: Ohio

Data Collected: 09/12/2008 - 09/14/2008

Release Date: 09/15/2008

McCain, 7 Weeks Out, Positioned to Hold Ohio's 20 Electoral Votes for GOP: In an election for President of the United States in Ohio today, 09/15/08, Republican John McCain defeats Barack Obama by 4 points, according to this SurveyUSA poll conducted exclusively for WCMH-TV Columbus, WCPO-TV Cincinnati, WKYC-TV Cleveland, and WDIO-TV Dayton. Today, it's McCain 49%, Obama 45%. McCain leads 5:4 in Columbus, Cincinnati, Dayton, and Toledo. Obama leads 5:4 in greater Cleveland. McCain leads by 16 points among whites; Obama leads by 82 points among blacks. 6 in 10 voters say the president should focus on the economy ahead of all other issues, and among that group, Obama leads 5:4. But the smaller group of voters who say terrorism is most important backs McCain 32:1. 3 times as many Democrats crossover to vote Republican as Republicans who crossover to vote Democrat. Among men, McCain leads by 13 points; among women, Obama leads by 4 -- a 17 point gender gap. Among voters who are younger than Barack Obama, Obama and McCain are tied. Among voters older than John McCain and those who are in-between the two candidates' ages, McCain leads by 10. McCain leads 5:4 among those who earn more than \$50,000 a year. Obama leads 4:3 among those who earn less than \$50,000 a year.

Filtering: SurveyUSA interviewed 900 Ohio adults 09/12/08 through 09/14/08. Of the adults, 832 were registered to vote. Of the registered voters, 692 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Like other research firms polling in Ohio, SurveyUSA did not mention Bob Barr or Ralph Nader by name in this questionnaire. Barr supporters would have been able to say they supported "another candidate" when asked to choose between McCain and Obama. If Barr's support is understated here, McCain's advantage is overstated. Interviews conducted after federal bailout of Fannie Mae, but before bankruptcy of Lehman Brothers. Interviews conducted after most, but not all, of ABC News' interview with Sarah Palin had been broadcast. Ohio has 20 Electoral College votes. George W. Bush carried Ohio by 2 points in 2004 and by 4 points in 2000.

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

692 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: +/-3.8%																	
McCain (R)	49%	54%	45%	40%	51%	52%	54%	47%	53%	46%	51%	53%	55%	8%	**	**	
Obama (D)	45%	41%	49%	53%	42%	45%	41%	47%	43%	47%	41%	43%	39%	90%	**	**	
Other	3%	4%	2%	5%	3%	2%	2%	4%	2%	4%	4%	2%	3%	1%	**	**	
Undecided	2%	1%	3%	2%	4%	1%	3%	3%	2%	3%	4%	1%	2%	2%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	47%	53%	23%	31%	25%	20%	55%	45%	49%	10%	41%	86%	11%	1%	2%	

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692 Likely Voters	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)	49%	89%	19%	45%	80%	44%	17%	57%	44%	57%	43%	41%	66%	35%	55%	48%
Obama (D)	45%	7%	77%	44%	17%	51%	77%	39%	50%	38%	51%	53%	29%	61%	31%	49%
Other	3%	1%	2%	8%	2%	2%	4%	2%	4%	2%	4%	3%	3%	2%	6%	2%
Undecided	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	2%	3%	3%	2%	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%	44%	17%	30%	37%	13%	42%	58%	50%	29%	21%	48%	49%	18%	80%

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692 Likely Voters	All	Top Issue For Next President								Income		Region					
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Toledo	Dayton	Cincinnati	Columb	Cleveland	SE Ohi
Margin of Sampling Error: +/-3.8%																	
McCain (R)	49%	44%	**	26%	39%	96%	**	**	**	39%	57%	52%	53%	55%	52%	44%	**
Obama (D)	45%	52%	**	69%	54%	3%	**	**	**	54%	40%	42%	41%	40%	41%	51%	**
Other	3%	2%	**	4%	1%	0%	**	**	**	4%	1%	2%	4%	3%	5%	2%	**
Undecided	2%	2%	**	1%	6%	1%	**	**	**	3%	2%	4%	1%	2%	2%	3%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	58%	2%	9%	6%	10%	4%	3%	4%	42%	58%	9%	12%	15%	20%	41%	5%

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

: WCMH-TV Columbus, WCPO-TV Cincinnati, WHIO-TV Dayton, WKYC-TV Cleveland

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.