

# Results of SurveyUSA Election Poll #14323



Geography: State of Washington  
 Data Collected: 09/05/2008 - 09/07/2008  
 Release Date: 09/08/2008

Sponsors:  
 KATU-TV (Portland), KING-TV (Seattle)

**In WA State, McCain-Palin Slices Into Obama-Biden:** Democrat Barack Obama's once double-digit lead in Washington state is no more, according to this latest SurveyUSA poll conducted exclusively for KING-TV Seattle and KATU-TV Portland Oregon. In an election today, 09/08/08, eight weeks till votes are counted, it's Obama 49%, McCain 45%. Compared to an identical SurveyUSA poll 4 weeks ago (before both candidates had named their running mates), Obama is down 2 points; McCain is up 1. Compared to an identical SurveyUSA poll 8 weeks ago, Obama is down 6; McCain is up 6. Obama led by 17 points in June, led by 16 points in July, led 8 points in August, leads 4 points today. Among voters with no college education, there is continuing movement to McCain. Obama led by 15 points in July, now trails by 8, a 23-point erosion. Among voters who earn less than \$50K a year, there is continuing movement to McCain. Obama's once 26-point lead among the lower-income group is now 5 points, a 21-point erosion. Among voters older than McCain, Obama had led by 24 points in July, now trails by 1, a 25-point erosion. McCain always has run well among Conservatives, but his advantage among Conservatives has grown from 4:1 in May to 11:1 today. In Eastern Washington state, Obama led 5:4 in June, but McCain leads 2:1 today. Among women, McCain is up 9 points from June, Obama is down 11 points from June. McCain had been gaining ground among female voters before he picked Sarah Palin. That continues. Among men, Obama leads by 4 today, a 5-point shift toward Obama from last month, when McCain led by 1. This is one of the few bright spots in today's poll data for the Democrats.

**Filtering:** SurveyUSA interviewed 900 Washington adults 09/05/08 through 09/07/08; of the adults, 803 identified themselves as being registered to vote in Washington state. Of the registered voters, 658 were determined by SurveyUSA to be likely to vote in the November general election. All interviews were completed after the Labor Day weekend, and after the conclusion of the Republican National Convention. Question text for the "horserace" question was not changed for the 09/08/08 release to include the names of the running mates. 37 of Washington's 39 counties vote exclusively by mail; ballots must be postmarked no later than Election Day, 11/04/08. Washington has 11 Electoral College votes. John Kerry carried Washington by 7 points in 2004; Al Gore carried Washington by 6 points in 2000.

**1** If you were filling out your ballot for President right now, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

658 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	Asian/O	
Margin of Sampling Error: +/-3.9%																	
McCain (R)	45%	45%	44%	36%	46%	46%	50%	43%	47%	41%	47%	48%	47%	**	**	37%	
Obama (D)	49%	49%	49%	53%	51%	48%	43%	52%	46%	53%	46%	45%	47%	**	**	56%	
Other	4%	4%	4%	8%	3%	2%	4%	5%	3%	4%	4%	3%	3%	**	**	2%	
Undecided	3%	2%	3%	3%	1%	4%	4%	1%	4%	1%	2%	4%	2%	**	**	6%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	48%	52%	19%	35%	28%	18%	54%	46%	47%	10%	43%	84%	3%	5%	8%	

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658 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: +/-3.9%																
McCain (R)	45%	90%	10%	42%	89%	38%	9%	41%	50%	61%	41%	32%	74%	26%	42%	46%
Obama (D)	49%	7%	87%	45%	8%	53%	89%	55%	42%	35%	49%	63%	19%	69%	43%	51%
Other	4%	2%	1%	8%	2%	5%	2%	2%	6%	2%	6%	4%	4%	3%	9%	2%
Undecided	3%	1%	1%	4%	2%	3%	0%	2%	2%	3%	4%	1%	2%	2%	5%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	29%	37%	28%	26%	41%	22%	52%	48%	37%	25%	38%	38%	60%	24%	73%

1 If you were filling out your ballot for President right now, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

658 Likely Voters	All	Top Issue For Next President								Income		Region		
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Wester	Eastern	Metro S
Margin of Sampling Error: +/-3.9%														
McCain (R)	45%	42%	**	28%	26%	95%	**	**	78%	43%	45%	42%	62%	40%
Obama (D)	49%	52%	**	68%	64%	5%	**	**	16%	48%	50%	53%	31%	54%
Other	4%	4%	**	4%	9%	0%	**	**	0%	7%	2%	3%	6%	3%
Undecided	3%	3%	**	0%	2%	0%	**	**	6%	2%	2%	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	46%	5%	14%	9%	9%	3%	3%	7%	32%	68%	27%	21%	52%

\*\* 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.