

Results of SurveyUSA Election Poll #14465

Geography: State of New Jersey
 Data Collected: 09/27/2008 - 09/28/2008
 Release Date: 09/29/2008

Obama Keeps New Jersey's 15 Electoral Votes In Democratic Column: In an election for President of the United States in New Jersey today, 09/29/08, five weeks from Election Day, Democrat Barack Obama defeats Republican John McCain 52% to 42%, according to this latest SurveyUSA poll conducted exclusively for WABC-TV New York and WCAU-TV Philadelphia. Obama leads among most groups: men and women, young and old, well-educated and less-educated, rich and poor. Obama leads by double digits in North and South Jersey, and is effectively tied with McCain in Central Jersey. 15% of Republicans cross over to vote for Obama; 19% of Democrats cross over to vote for McCain. Independents favor McCain by 9 points. 83% of conservatives vote for McCain; 84% of liberals vote for Obama; moderates favor Obama by 13 points.

Filtering: SurveyUSA interviewed 800 New Jersey adults 09/27/08 and 09/28/08. Interviews were conducted immediately after the first presidential debate, held 09/26/08 in Mississippi. Of the adults, 724 were registered to vote. Of the registered voters, 611 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. New Jersey has 15 Electoral College votes. John Kerry carried New Jersey by 7 points in 2004; Al Gore carried the state by 16 points in 2000.

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

611 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	Other	
Margin of Sampling Error: +/-4%																	
McCain (R)	42%	43%	41%	37%	40%	42%	49%	39%	45%	40%	44%	44%	48%	20%	47%	15%	
Obama (D)	52%	51%	54%	55%	55%	55%	42%	55%	49%	54%	47%	52%	46%	80%	49%	71%	
Other	3%	4%	3%	6%	2%	1%	5%	4%	3%	4%	5%	2%	4%	0%	2%	8%	
Undecided	2%	2%	3%	1%	3%	2%	3%	2%	3%	2%	4%	2%	2%	0%	2%	7%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	49%	51%	20%	34%	26%	20%	54%	46%	49%	10%	41%	72%	13%	8%	6%	

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611 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Income		Intellectual?	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	< \$50K	> \$50K	Yes	No
Margin of Sampling Error: +/-4%																		
McCain (R)	42%	78%	19%	41%	83%	41%	12%	42%	44%	52%	43%	30%	62%	34%	36%	45%	41%	47%
Obama (D)	52%	15%	78%	50%	13%	54%	84%	54%	51%	42%	53%	65%	32%	61%	56%	51%	55%	47%
Other	3%	4%	2%	5%	3%	3%	3%	3%	3%	4%	1%	5%	4%	2%	8%	2%	3%	3%
Undecided	2%	2%	1%	4%	1%	2%	1%	1%	2%	2%	3%	0%	2%	2%	1%	2%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	31%	45%	20%	20%	45%	21%	60%	40%	40%	32%	28%	29%	67%	24%	76%	72%	23%

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Sponsors:

WABC-TV (New York), WCAU-TV (Philadelphia)

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611 Likely Voters	All	Traveled Abroad		Speak Another L		USA Super Pow		Own a Gun?		Region		
		Yes	No	Yes	No	Yes	No	Yes	No	Norther	Central	Souther
Margin of Sampling Error: +/-4%												
McCain (R)	42%	43%	41%	41%	45%	46%	27%	53%	41%	39%	47%	40%
Obama (D)	52%	52%	55%	54%	50%	50%	68%	41%	54%	56%	49%	52%
Other	3%	3%	2%	3%	3%	3%	3%	4%	3%	3%	4%	3%
Undecided	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	0%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	85%	14%	40%	58%	85%	13%	17%	82%	41%	32%	27%

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.