

Results of SurveyUSA Election Poll #14463



Sponsors:

All SurveyUSA clients in Indiana

Geography: Indiana

Data Collected: 09/28/2008 - 09/29/2008

Release Date: 09/30/2008

Race for President Tight in Hoosier State: In an election for President of the United States held in Indiana today, 09/30/08, Republican John McCain edges Democrat Barack Obama 48% to 45%, according to this latest SurveyUSA poll conducted exclusively for WHAS-TV Louisville and WCPO-TV Cincinnati. Compared to an identical SurveyUSA poll released six weeks ago, McCain is down 2 points; Obama is up 1. Among men, McCain leads by 9; among women, Obama leads by 2 -- an 11-point gender gap. Among voters younger than Barack Obama, McCain and Obama tie. Among voters older than John McCain, McCain leads by 8. Among those who are in-between the two candidates' ages, McCain leads by 4. Among white voters, McCain leads by 9 points. Among blacks, Obama leads by 65. 85% of Republicans vote for McCain; 82% of Democrats vote for Obama; Independents are tied. Obama has gained ground over the past six weeks in the Indianapolis and Central Indiana areas; McCain has gained ground in Southern Indiana. In Northern Indiana, where voters see Chicago television from Obama's home state of Illinois, Obama led by 17 points fourteen weeks ago and by 5 points six weeks ago; today, Obama leads there by 1.

Filtering: SurveyUSA interviewed 900 Indiana adults 09/28/08 and 09/29/08. Of them, 802 were registered to vote. Of the registered voters, 687 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Indiana has 11 Electoral College votes. George W. Bush carried Indiana by 21 points in 2004 and by 16 points in 2000. Polling conducted during an unprecedented time of economic and political turbulence.

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

687 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: +/-3.8%																	
McCain (R)	48%	52%	45%	46%	49%	48%	50%	48%	49%	47%	48%	50%	51%	17%	**	**	
Obama (D)	45%	43%	47%	46%	45%	47%	42%	46%	45%	46%	40%	46%	42%	82%	**	**	
Other	3%	2%	4%	6%	2%	2%	4%	3%	3%	4%	4%	2%	3%	0%	**	**	
Undecided	3%	3%	4%	3%	4%	2%	5%	4%	3%	4%	8%	2%	4%	0%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	21%	33%	27%	19%	54%	46%	47%	9%	44%	90%	8%	1%	1%	

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687 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: +/-3.8%																
McCain (R)	48%	85%	15%	42%	85%	38%	9%	47%	49%	54%	42%	42%	68%	28%	40%	51%
Obama (D)	45%	12%	82%	45%	11%	56%	85%	47%	44%	39%	52%	52%	27%	67%	38%	47%
Other	3%	1%	1%	8%	3%	2%	5%	2%	4%	2%	3%	5%	3%	2%	8%	2%
Undecided	3%	2%	2%	4%	1%	4%	1%	4%	3%	4%	3%	2%	3%	2%	14%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	38%	37%	18%	34%	39%	12%	44%	56%	52%	28%	20%	52%	46%	18%	80%

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687 Likely Voters	All	Top Issue For Next President								Income		Region			
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	N IN	Central	Indiana	S IN
Margin of Sampling Error: +/-3.8%															
McCain (R)	48%	45%	**	22%	51%	91%	**	**	**	43%	52%	45%	48%	46%	55%
Obama (D)	45%	49%	**	69%	45%	9%	**	**	**	49%	43%	46%	45%	49%	41%
Other	3%	2%	**	6%	3%	0%	**	**	**	4%	2%	4%	4%	3%	2%
Undecided	3%	4%	**	4%	1%	0%	**	**	**	4%	3%	5%	3%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	61%	2%	9%	5%	8%	2%	3%	5%	39%	61%	36%	16%	23%	25%

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

: SurveyUSA America's Pollster, WCPO-TV Cincinnati, WHAS-TV Louisville

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.