

Results of SurveyUSA Election Poll #14547



Sponsor:

WKRG-TV (Mobile-Pensacola)

Geography: Alabama

Data Collected: 10/08/2008 - 10/09/2008

Release Date: 10/10/2008

Despite Erosion for GOP Elsewhere, The Reddest States Stay Crimson For McCain: In an election for President of the United States in Alabama today, 10/10/08, four weeks till votes are counted, Republican John McCain defeats Democrat Barack Obama by 30 points, 62% to 35%, according to this exclusive WKRG-TV poll conducted by SurveyUSA. The contest is little changed from an identical SurveyUSA poll 4 weeks ago. McCain retains broad support and continues to take majorities of the vote among young and old, among men and women, among moderates and conservatives, among those who did and did not graduate from college, among churchgoers and non-churchgoers, among rich and poor, and in northern and southern Alabama. Obama takes 77% of Democratic votes, 76% of liberals, and 58% of those who describe themselves as pro-choice. Obama leads 5:1 among blacks; McCain leads 3:1 among whites. 21% of Democrats cross over to vote for McCain; 9% of Republicans cross over to vote for Obama; Independents break 2:1 for McCain.

Filtering: SurveyUSA interviewed 900 Alabama adults 10/08/08 and 10/09/08. Interviews were conducted at a time of extraordinary financial turbulence: The Dow Jones Industrial Average declined for the sixth and seventh consecutive days during the field period. Of the adults, 831 were registered to vote. Of the registered voters, 697 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Alabama has 9 Electoral College votes. George W. Bush carried Alabama by 26 points in 2004 and by 15 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?

697 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: +/-3.7%																	
McCain (R)	62%	66%	59%	54%	63%	65%	66%	59%	65%	59%	61%	66%	76%	16%	**	**	
Obama (D)	35%	30%	39%	42%	34%	32%	30%	37%	31%	38%	34%	31%	21%	82%	**	**	
Other	3%	4%	2%	4%	3%	2%	3%	3%	2%	3%	3%	2%	3%	1%	**	**	
Undecided	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	2%	1%	1%	0%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	48%	52%	22%	32%	28%	19%	53%	47%	48%	9%	43%	75%	22%	1%	2%	

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697 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho
Margin of Sampling Error: +/-3.7%														
McCain (R)	62%	90%	21%	61%	85%	50%	20%	60%	64%	64%	58%	59%	77%	40%
Obama (D)	35%	9%	77%	29%	12%	49%	76%	38%	32%	34%	38%	34%	20%	58%
Other	3%	0%	2%	9%	3%	1%	3%	2%	3%	2%	3%	7%	3%	2%
Undecided	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	30%	22%	45%	30%	9%	46%	54%	65%	25%	10%	61%	36%

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697 Likely Voters	All	Top Issue For Next President								Income		Region	
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Norther	Souther
Margin of Sampling Error: +/-3.7%													
McCain (R)	62%	59%	**	33%	49%	92%	**	**	95%	56%	65%	64%	59%
Obama (D)	35%	38%	**	65%	50%	7%	**	**	5%	39%	33%	32%	40%
Other	3%	2%	**	2%	1%	1%	**	**	0%	3%	2%	3%	1%
Undecided	1%	1%	**	0%	0%	0%	**	**	0%	1%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	61%	1%	6%	5%	10%	4%	4%	6%	39%	61%	61%	39%

** 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.