

# Results of SurveyUSA Election Poll #14507



Sponsors:

All SurveyUSA clients in Pennsylvania

Geography: Pennsylvania  
 Data Collected: 10/05/2008 - 10/06/2008  
 Release Date: 10/07/2008

**Pennsylvania Whites Switch Horses, and Suddenly Obama is 15 Furlongs Ahead:** In an election for President of the United States in Pennsylvania today, 10/07/08, four weeks to the vote, Democrat Barack Obama defeats Republican John McCain 55% to 40%, according to a SurveyUSA tracking poll conducted exclusively for WCAU-TV Philadelphia, KDKA-TV Pittsburgh, WNEP-TV Scranton, WHTM-TV Harrisburg, and WJAC-TV Johnstown. Compared to an identical SurveyUSA poll released twelve days ago, Obama is up 5 points; McCain is down 4. Among white voters, who make-up 87% of PA's electorate, Obama had trailed by 3, now leads by 4 -- a 7-point swing to the Democrat, which, when combined with Obama's now 24:1 advantage among black voters, puts Obama in prime position to capture the 21 Keystone Electoral Votes as the two candidates head for home. Obama today leads among PA men and women, young and old, rich and poor, more educated and less educated. McCain leads among Republicans, conservatives, pro-life voters, and gun owners. 21% of Republicans cross over to vote for Obama; 16% of Democrats cross over to vote for McCain. Independents break 2:1 for Obama. Obama leads 2:1 in the Philadelphia area, leads by 10 points in the Scranton area, and nominally in the Pittsburgh area. McCain leads by double digits in Harrisburg and ties Obama in Johnstown.

**Filtering:** SurveyUSA interviewed 900 Pennsylvania adults 10/5/08 and 10/6/08. Of the adults, 809 were registered to vote. Of the registered voters, 653 were determined by SurveyUSA to be likely to vote in the 11/04/08 general election. Pennsylvania has 21 Electoral College votes. John Kerry carried the state by 2&frac12; points in 2004; Al Gore carried the state by 4 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?

653 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: +/-3.9%																	
McCain (R)	40%	43%	38%	26%	46%	42%	43%	38%	43%	38%	42%	42%	45%	4%	**	**	
Obama (D)	55%	52%	57%	71%	50%	51%	51%	58%	51%	58%	51%	52%	49%	96%	**	**	
Other	3%	3%	3%	2%	3%	4%	4%	2%	4%	2%	3%	4%	3%	0%	**	**	
Undecided	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	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%	21%	32%	25%	22%	53%	47%	47%	12%	41%	87%	9%	2%	2%	

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653 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Intellectual?		Traveled Abroad	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	Yes	No
Margin of Sampling Error: +/-3.9%																		
McCain (R)	40%	75%	16%	29%	79%	34%	10%	42%	40%	48%	34%	35%	60%	25%	40%	46%	44%	33%
Obama (D)	55%	21%	80%	62%	19%	60%	86%	55%	54%	46%	62%	61%	36%	69%	56%	49%	51%	62%
Other	3%	2%	4%	6%	1%	4%	3%	1%	4%	3%	3%	3%	2%	4%	3%	2%	3%	4%
Undecided	2%	2%	1%	3%	1%	3%	0%	2%	2%	3%	1%	1%	2%	1%	1%	3%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	50%	9%	29%	36%	15%	44%	56%	46%	30%	24%	45%	52%	74%	21%	73%	27%

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653 Likely Voters	All	Speak Another L		USA Super Pow		Own a Gun?		Income		Region						
		Yes	No	Yes	No	Yes	No	< \$50K	> \$50K	Northw	Southw	West C	South C	Northea	Southe	
Margin of Sampling Error: +/-3.9%																
McCain (R)	40%	37%	42%	46%	18%	53%	32%	35%	44%	**	48%	47%	53%	40%	31%	
Obama (D)	55%	58%	53%	50%	76%	41%	64%	60%	51%	**	51%	48%	39%	50%	65%	
Other	3%	3%	3%	3%	4%	4%	2%	4%	2%	**	1%	5%	5%	5%	2%	
Undecided	2%	2%	2%	2%	1%	2%	2%	1%	3%	**	1%	0%	3%	5%	2%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	27%	73%	80%	16%	40%	58%	43%	57%	4%	22%	7%	14%	12%	41%	

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

: KDKA-TV Pittsburgh, WCAU-TV Philadelphia, WHTM-TV Harrisburg, WJAC-TV Johnstown-Altoona, WNEP-TV Wilkes-Barre/Scranton

**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.