

Results of SurveyUSA Election Poll #14520



Sponsors:

All SurveyUSA clients in Wisconsin

Geography: Wisconsin

Data Collected: 10/05/2008 - 10/06/2008

Release Date: 10/07/2008

Measure Obama for a Wisconsin Cheese-Head: In an election for President of the United States in Wisconsin today, 10/07/08, four weeks till votes are counted and one week until early voting begins, Democrat Barack Obama defeats Republican John McCain 52% to 42%, according to a SurveyUSA poll conducted exclusively for WGBA-TV Green Bay, WDIO-TV Duluth, and KSTP-TV Minneapolis. McCain leads in greater Milwaukee and among Pro-Life voters. Obama leads, or ties McCain, in all other regions and demographic groups: young and old, male and female, Moderate and Independent, more educated and less educated, lower income and higher income, religious and not so religious.

Filtering: 900 Wisconsin adults were interviewed by SurveyUSA 10/05/08 and 10/06/08. Of them, 808 were registered to vote. Of them, 672 were determined by SurveyUSA to be likely to vote on or before Election Day. John Kerry carried Wisconsin by 11,384 votes in 2004. Al Gore carried Wisconsin by 5,708 votes in 2000. The state has 10 Electoral Votes.

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?

672 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: +/-3.9%																	
McCain (R)	42%	45%	40%	48%	44%	39%	38%	46%	38%	45%	37%	40%	44%	**	**	**	
Obama (D)	52%	51%	54%	49%	51%	56%	54%	50%	55%	51%	53%	54%	51%	**	**	**	
Other	3%	4%	2%	2%	3%	3%	3%	3%	3%	2%	4%	4%	3%	**	**	**	
Undecided	2%	1%	3%	0%	2%	2%	5%	1%	3%	1%	6%	2%	2%	**	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	50%	50%	23%	32%	25%	19%	56%	44%	50%	11%	39%	90%	4%	3%	3%	

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672 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Intellectual?		Traveled Abroad	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	Yes	No
Margin of Sampling Error: +/-3.9%																		
McCain (R)	42%	85%	7%	38%	79%	31%	7%	41%	44%	47%	43%	31%	65%	23%	42%	49%	45%	38%
Obama (D)	52%	11%	90%	54%	16%	64%	90%	55%	51%	49%	51%	64%	30%	73%	53%	46%	50%	56%
Other	3%	2%	2%	6%	4%	2%	2%	2%	4%	3%	3%	2%	4%	2%	3%	4%	3%	4%
Undecided	2%	2%	0%	2%	2%	2%	1%	2%	2%	1%	3%	4%	2%	2%	2%	2%	3%	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%	30%	34%	25%	31%	37%	15%	44%	56%	53%	25%	21%	46%	51%	70%	22%	72%	28%

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672 Likely Voters	All	Speak Another L		USA Super Pow		Own a Gun?		Income		Region			
		Yes	No	Yes	No	Yes	No	< \$50K	> \$50K	Milwauk	Madiso	Green	Northw
Margin of Sampling Error: +/-3.9%													
McCain (R)	42%	42%	44%	48%	28%	49%	35%	35%	48%	51%	26%	39%	41%
Obama (D)	52%	53%	51%	47%	66%	47%	59%	58%	48%	44%	68%	53%	56%
Other	3%	3%	3%	2%	5%	2%	3%	4%	2%	2%	3%	6%	2%
Undecided	2%	2%	3%	2%	1%	1%	3%	3%	2%	3%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	29%	71%	77%	18%	52%	47%	39%	61%	41%	17%	19%	24%

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

: KSTP-TV Minneapolis, WDIO-TV Duluth, WGBA-TV Green Bay

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.