

Results of SurveyUSA Election Poll #14371

Geography: Virginia
Data Collected: 09/12/2008 - 09/14/2008
Release Date: 09/15/2008
Percentaaes

Virginia Men, Voters Age 50+, Independents, Take Another Look At Obama: In an election for President of the United States in Virginia today, 09/15/08, 7 weeks till votes are counted, Democrat Barack Obama defeats Republican John McCain 50% to 46%, according to this latest SurveyUSA poll conducted for WDBJ-TV in Roanoke, WJLA-TV in Washington DC, WTVR-TV in Richmond, and WJHL-TV in the Tri-Cities. Compared to an identical SurveyUSA poll released one week ago, immediately following the Republican National Convention, Obama is up 3 points; McCain is down 3. The movement solidifies Virginia place as America's 2008 battleground. One week ago, McCain led among men by 11 points. Today, McCain and Obama tie. One week ago, McCain led among voters age 50+ by 14 points. Today, McCain leads by 1. One week ago, Obama led among lower income voters by 6 points. Today, Obama leads by 20. One week ago, McCain led among Independents by 21 points. Today, McCain leads by 4. 17% of Republicans today crossover to vote Democrat, up from 11% last week and 7% last month. 12% of Democrats cross over to vote Republican, compared with 10% in the two previous polls. Strikingly: week-on-week movement in the DC suburbs was to McCain; movement in the Shenandoah and Central VA was to Obama. In Virginia, there is still no evidence that Sarah Palin is attracting women to the GOP ticket. McCain polled at 44% before he picked Palin, and at 43% in each of the two polls conducted after Palin was announced.

Filtering: SurveyUSA interviewed 900 Virginia adults 09/12/08 through 09/14/08. Interviews were conducted largely but not entirely after ABC News interview with Sarah Palin had been broadcast, after federal bailout of Fannie Mae had been announced, but before bankruptcy of Lehman Brothers. Of the adults, 817 were registered to vote. Of the registered voters, 732 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Virginia has 13 Electoral College votes. George W. Bush carried Virginia by 8 points in both 2004 and 2000.

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

732 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				Party Affiliation			Ideology			College Grad		Attend Religious Service			Abortion		Change Your Mi	
Credibility Interval: +/-3.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	Yes	No	Regular	Occasi	Almost	Pro-life	Pro-cho	Could	Mind M
McCain (R)	46%	48%	43%	36%	50%	47%	51%	44%	48%	43%	52%	48%	57%	11%	**	23%	80%	12%	48%	80%	38%	23%	46%	46%	50%	45%	40%	68%	32%	38%	48%
Obama (D)	50%	48%	52%	60%	47%	50%	43%	52%	47%	53%	39%	48%	39%	88%	**	52%	17%	87%	44%	19%	58%	75%	50%	50%	46%	51%	56%	28%	64%	42%	51%
Other	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%	1%	1%	**	16%	1%	1%	6%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	8%	1%
Undecided	2%	1%	3%	2%	2%	3%	4%	2%	3%	2%	6%	2%	3%	0%	**	9%	2%	1%	3%	1%	2%	1%	2%	2%	1%	3%	2%	2%	2%	11%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	33%	26%	16%	58%	42%	52%	8%	40%	73%	19%	3%	5%	33%	37%	23%	29%	38%	15%	56%	44%	49%	28%	23%	39%	57%	16%	83%

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732 Likely Voters	All	Income		Region			
Credibility Interval: +/-3.7 pct points		< \$50K	> \$50K	Shenan	Northea	Southe	Central
McCain (R)	46%	38%	49%	53%	43%	40%	46%
Obama (D)	50%	58%	47%	44%	51%	56%	50%
Other	2%	2%	2%	1%	3%	1%	1%
Undecided	2%	2%	2%	2%	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	29%	71%	25%	27%	19%	29%

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

: WDBJ-TV Roanoke, WJHL-TV Tri-Cities, WJLA-TV Washington DC, WTVR-TV Richmond

Statement of Methodology: About the Poll: This 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. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, 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 with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.