

Results of SurveyUSA Election Poll #14371



Sponsors:

All SurveyUSA clients in Virginia

Geography: Virginia

Data Collected: 09/12/2008 - 09/14/2008

Release Date: 09/15/2008

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				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCain	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-3.7%																	
McCain (R)	46%	48%	43%	36%	50%	47%	51%	44%	48%	43%	52%	48%	57%	11%	**	23%	
Obama (D)	50%	48%	52%	60%	47%	50%	43%	52%	47%	53%	39%	48%	39%	88%	**	52%	
Other	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%	1%	1%	**	16%	
Undecided	2%	1%	3%	2%	2%	3%	4%	2%	3%	2%	6%	2%	3%	0%	**	9%	
Total	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%	

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732 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi		Income	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M	< \$50K	> \$50K
Margin of Sampling Error: +/-3.7%																		
McCain (R)	46%	80%	12%	48%	80%	38%	23%	46%	46%	50%	45%	40%	68%	32%	38%	48%	38%	49%
Obama (D)	50%	17%	87%	44%	19%	58%	75%	50%	50%	46%	51%	56%	28%	64%	42%	51%	58%	47%
Other	2%	1%	1%	6%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	8%	1%	2%	2%
Undecided	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	3%	2%	2%	2%	11%	0%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	33%	37%	23%	29%	38%	15%	56%	44%	49%	28%	23%	39%	57%	16%	83%	29%	71%

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732 Likely Voters	All	Region			
		Shenan	Northea	Southe	Central
Margin of Sampling Error: +/-3.7%					
McCain (R)	46%	53%	43%	40%	46%
Obama (D)	50%	44%	51%	56%	50%
Other	2%	1%	3%	1%	1%
Undecided	2%	2%	3%	3%	3%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	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: 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.