

Results of SurveyUSA Election Poll #14439



Sponsors:

All SurveyUSA clients in Pennsylvania

Geography: Pennsylvania
 Data Collected: 09/23/2008 - 09/24/2008
 Release Date: 09/25/2008

No State More Important To Both Camps Than PA ... Where The Other Guy's Grass Looks Oddly Greener: In an election for President of the United States today in the critical battleground state of Pennsylvania, Democrat Barack Obama edges Republican John McCain 50% to 44%, according to this SurveyUSA poll conducted exclusively for WCAU-TV Philadelphia, KDKA-TV Pittsburgh, WNEP-TV Wilkes-Barre Scranton, WHTM-TV Harrisburg, and WJAC-TV Johnstown. 19% of Democrats are voting Republican. 17% of Republicans are voting Democrat. This is a level of party defection not seen in other states, and may be a window into just how unhappy some Keystone voters are with news events in general, as much as they might be unhappy with their party's candidate in particular. McCain holds 81% of Conservatives, Obama holds 86% of Liberals, but Obama is positioned to capture PA's 21 vital Electoral Votes on the backs of Moderates, among whom he leads by 22 points today. There is much meat on the bone: McCain leads in West Central PA, which includes Johnstown, and in South Central PA, which includes Harrisburg. Obama leads in Southeastern PA, which includes Philadelphia, and Southwestern PA, which includes Pittsburgh. The candidates are effectively tied in Northeastern PA, which includes Scranton, birthplace of Joe Biden, and as much as any town in America, is the epicenter of the entire national campaign. McCain leads among whites, among gun owners, among those who attend religious services regularly, among those who do consider the United States to be a Super Power but who do not consider themselves to be an intellectual, and among voters older than McCain. Obama leads among lower income voters, among African Americans and among voters younger than McCain.

Context / Filtering: SurveyUSA interviewed 1,500 Pennsylvania adults 09/23/08 and 09/24/08. The research was conducted at a time of unprecedented economic and political turbulence. Approximately half of the voters were interviewed after McCain announced that he was temporarily suspending his campaign. Of the 1,500 PA adults, 1,329 were registered to vote. Of the registered voters, 1,094 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 2½ 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?

1094 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%																	
McCain (R)	44%	44%	44%	41%	45%	42%	48%	43%	45%	43%	52%	43%	48%	15%	**	**	
Obama (D)	50%	51%	49%	55%	49%	53%	44%	51%	49%	52%	40%	51%	45%	84%	**	**	
Other	4%	3%	4%	3%	4%	3%	5%	3%	4%	3%	5%	3%	4%	1%	**	**	
Undecided	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	0%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	49%	51%	20%	31%	26%	23%	51%	49%	45%	12%	43%	87%	10%	2%	2%	

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1094 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%																		
McCain (R)	44%	78%	19%	39%	81%	36%	11%	44%	44%	55%	36%	30%	66%	28%	43%	49%	44%	45%
Obama (D)	50%	17%	76%	47%	15%	58%	86%	50%	50%	39%	59%	65%	28%	67%	51%	46%	51%	48%
Other	4%	3%	3%	10%	4%	4%	3%	3%	4%	3%	3%	4%	4%	3%	3%	3%	3%	4%
Undecided	2%	2%	2%	4%	1%	3%	1%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	38%	51%	10%	27%	38%	15%	45%	55%	50%	28%	22%	42%	54%	71%	23%	71%	29%

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?

1094 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%																
McCain (R)	44%	44%	45%	49%	27%	56%	36%	39%	47%	**	44%	55%	59%	45%	36%	
Obama (D)	50%	50%	50%	46%	69%	37%	60%	52%	49%	**	51%	37%	33%	48%	59%	
Other	4%	4%	3%	3%	3%	4%	3%	5%	2%	**	3%	2%	5%	6%	3%	
Undecided	2%	2%	2%	2%	0%	3%	2%	4%	1%	**	2%	6%	3%	1%	2%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	26%	74%	80%	16%	41%	57%	37%	63%	4%	22%	6%	14%	11%	42%	

** 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

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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.