

# Results of SurveyUSA Election Poll #14361



Sponsor:

KOB-TV (Albuquerque)

Geography: New Mexico

Data Collected: 09/14/2008 - 09/16/2008

Release Date: 09/17/2008

**New Mexico's Critical 5 Electoral Votes Start to Turn Blue:** In an election for President of the United States in New Mexico today, 09/17/08, Democrat Barack Obama defeats Republican John McCain by 8 points, according to this SurveyUSA poll conducted exclusively for KOB-TV in Albuquerque. Today, it's Obama 52%, McCain 44%. McCain leads by 11 among whites; Obama leads by 41 among Hispanics. Obama leads by 12 among voters younger than Obama. McCain leads by 10 among voters older than McCain. Half of voters say the economy is most important. Among those voters, Obama leads 3:2. Obama leads among the more educated. McCain leads among the less educated. Obama leads among the less affluent. McCain leads among the more affluent.

**Filtering:** SurveyUSA interviewed 900 New Mexico adults 09/14/08 through 09/16/08. Of them, 802 were registered to vote. Of the registered voters, 671 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. New Mexico has 5 Electoral College votes. George W. Bush carried New Mexico by 5,988 votes in 2004; Al Gore carried New Mexico by 366 votes in 2000.

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

671 Adults	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	Hispani	Black	White	Native	Asian/O
Margin of Sampling Error: +/-3.9%																	
McCain (R)	44%	44%	45%	40%	45%	43%	49%	43%	45%	43%	53%	44%	28%	**	54%	**	**
Obama (D)	52%	54%	51%	58%	52%	53%	47%	54%	51%	55%	43%	52%	69%	**	43%	**	**
Other	2%	1%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	2%	**	2%	**	**
Undecided	1%	1%	1%	0%	1%	2%	3%	0%	2%	0%	4%	1%	1%	**	1%	**	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	16%	31%	30%	22%	48%	52%	41%	10%	49%	31%	1%	60%	4%	4%

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671 Adults	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.9%																
McCain (R)	44%	82%	17%	42%	78%	35%	10%	42%	47%	55%	39%	32%	66%	28%	45%	45%
Obama (D)	52%	16%	80%	51%	20%	61%	89%	55%	50%	42%	58%	64%	31%	69%	40%	54%
Other	2%	1%	2%	6%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%	8%	1%
Undecided	1%	2%	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	6%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	37%	48%	13%	32%	38%	17%	53%	47%	47%	28%	25%	43%	54%	12%	86%

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

671 Adults	All	Top Issue For Next President								Income		Region	
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Bernalill	Rest of
Margin of Sampling Error: +/-3.9%													
McCain (R)	44%	40%	**	21%	26%	87%	**	49%	78%	39%	50%	40%	47%
Obama (D)	52%	58%	**	76%	72%	12%	**	51%	18%	59%	47%	55%	51%
Other	2%	1%	**	1%	1%	0%	**	0%	3%	1%	2%	3%	1%
Undecided	1%	1%	**	2%	1%	1%	**	0%	1%	1%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	5%	8%	9%	9%	5%	5%	7%	42%	58%	35%	65%

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

**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.