

Results of SurveyUSA Election Poll #14361

Geography: New Mexico
Data Collected: 09/14/2008 - 09/16/2008
Release Date: 09/17/2008
Percentaaes

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					Party Affiliation			Ideology			College Grad		Attend Religious Service			Abortion	
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	Hispani	Black	White	Native	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	Yes	No	Regular	Occasi	Almost	Pro-life	Pro-cho
McCain (R)	44%	44%	45%	40%	45%	43%	49%	43%	45%	43%	53%	44%	28%	**	54%	**	**	82%	17%	42%	78%	35%	10%	42%	47%	55%	39%	32%	66%	28%
Obama (D)	52%	54%	51%	58%	52%	53%	47%	54%	51%	55%	43%	52%	69%	**	43%	**	**	16%	80%	51%	20%	61%	89%	55%	50%	42%	58%	64%	31%	69%
Other	2%	1%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	2%	**	2%	**	**	1%	2%	6%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%
Undecided	1%	1%	1%	0%	1%	2%	3%	0%	2%	0%	4%	1%	1%	**	1%	**	**	2%	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%
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%
Composition of Adults	100%	48%	52%	16%	31%	30%	22%	48%	52%	41%	10%	49%	31%	1%	60%	4%	4%	37%	48%	13%	32%	38%	17%	53%	47%	47%	28%	25%	43%	54%

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671 Adults	All	Change Your Mi		Top Issue For Next President								Income		Region	
Credibility Interval: +/-3.9 pct points		Could	Mind M	Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigr	< \$50K	> \$50K	Bernalill	Rest of
McCain (R)	44%	45%	45%	40%	**	21%	26%	87%	**	49%	78%	39%	50%	40%	47%
Obama (D)	52%	40%	54%	58%	**	76%	72%	12%	**	51%	18%	59%	47%	55%	51%
Other	2%	8%	1%	1%	**	1%	1%	0%	**	0%	3%	1%	2%	3%	1%
Undecided	1%	6%	0%	1%	**	2%	1%	1%	**	0%	1%	1%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	12%	86%	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: 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.