

Results of SurveyUSA Election Poll #14464



Sponsors:

All SurveyUSA clients in Ohio

Geography: Ohio

Data Collected: 09/28/2008 - 09/29/2008

Release Date: 09/30/2008

In Ohio, Slight Movement to Obama, But Fight for 20 Electoral Votes Still Even: In an election for President of the United States held in Ohio today, 09/30/08, Republican John McCain and Democrat Barack Obama finish within one point of each other, according to this latest SurveyUSA poll conducted exclusively for WCMH-TV Columbus, WCPO-TV Cincinnati, WKYC-TV Cleveland, and WDIO-TV Dayton. Today, it's McCain 49%, Obama 48 -- McCain's nominal 1-point lead within the survey's 3.8 percentage point margin of sampling error. Compared to an identical SurveyUSA poll released 15 days ago, Obama is up 3 points; McCain is flat. McCain leads by 17 points among those who earn more than \$50,000 a year. Obama leads by 21 points among those who earn less than \$50,000 a year. McCain leads 5:4 in Columbus, Cincinnati, and Toledo. Obama leads 5:4 in greater Cleveland. McCain and Obama are effectively tied in Dayton. McCain leads by 12 points among whites; Obama leads by 69 points among blacks. 65% of likely voters say the next president should focus on the economy ahead of all other issues: among that group, Obama leads 5:4. 9 of 10 Republicans vote for McCain; 8 of 10 Democrats vote for Obama; independents are tied. Among men, McCain today leads by 5 points, down from 13 points two weeks ago; among women, Obama today leads by 2, down slightly from 4 points two weeks ago. Among voters who are younger than Barack Obama, Obama and McCain were and are tied. Among voters older than John McCain, McCain had led by 10; now, Obama and McCain tie among these voters. Among voters who are in-between the two candidates' ages, McCain had led by 10, now leads by 2.

Filtering: SurveyUSA interviewed 900 Ohio adults 09/28/08 and 09/29/08. Of the adults, 819 were registered to vote. Of the registered voters, 693 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Interviews conducted during an unprecedented time of financial and political turmoil. Ohio has 20 Electoral College votes. George W. Bush carried Ohio by 2 points in 2004 and by 4 points in 2000.

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

693 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: +/-3.8%																	
McCain (R)	49%	51%	47%	47%	52%	47%	48%	50%	48%	48%	49%	49%	54%	15%	**	**	
Obama (D)	48%	46%	49%	50%	45%	50%	48%	47%	49%	48%	48%	47%	42%	84%	**	**	
Other	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	0%	**	**	
Undecided	2%	1%	2%	1%	2%	2%	3%	2%	2%	2%	1%	3%	2%	1%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	47%	53%	23%	32%	25%	20%	55%	45%	49%	10%	41%	85%	11%	1%	2%	

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693 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.8%																
McCain (R)	49%	89%	17%	46%	85%	44%	15%	50%	48%	58%	41%	40%	71%	29%	48%	50%
Obama (D)	48%	9%	80%	48%	12%	53%	83%	45%	50%	39%	54%	58%	27%	67%	42%	49%
Other	1%	1%	1%	3%	1%	1%	2%	3%	1%	1%	3%	1%	2%	1%	4%	1%
Undecided	2%	1%	2%	4%	1%	2%	0%	2%	2%	2%	2%	1%	1%	3%	7%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	37%	43%	16%	31%	38%	14%	39%	61%	48%	28%	24%	48%	50%	18%	80%

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693 Likely Voters	All	Top Issue For Next President								Income		Region					
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Toledo	Dayton	Cincinnati	Columb	Cleveland	SE Ohi
Margin of Sampling Error: +/-3.8%																	
McCain (R)	49%	45%	**	29%	59%	96%	**	**	**	38%	57%	51%	48%	57%	53%	43%	**
Obama (D)	48%	52%	**	63%	35%	3%	**	**	**	59%	40%	46%	49%	40%	46%	53%	**
Other	1%	1%	**	3%	0%	0%	**	**	**	1%	1%	1%	2%	1%	1%	2%	**
Undecided	2%	2%	**	5%	7%	1%	**	**	**	1%	3%	3%	2%	2%	1%	2%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	65%	3%	8%	5%	7%	2%	4%	3%	42%	58%	10%	11%	16%	19%	39%	4%

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

: WCMH-TV Columbus, WCPO-TV Cincinnati, WHIO-TV Dayton, WKYC-TV Cleveland

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.