

Results of SurveyUSA Election Poll #14464

Geography: Ohio  
Data Collected: 09/28/2008 - 09/29/2008  
Release Date: 09/30/2008  
Percentaes

**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				Party Affiliation			Ideology			College Grad		Attend Religious Service			Abortion		Change Your Mi	
Credibility Interval: +/-3.8 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	Yes	No	Regular	Occasi	Almost	Pro-life	Pro-cho	Could	Mind M
McCain (R)	49%	51%	47%	47%	52%	47%	48%	50%	48%	48%	49%	49%	54%	15%	**	**	89%	17%	46%	85%	44%	15%	50%	48%	58%	41%	40%	71%	29%	48%	50%
Obama (D)	48%	46%	49%	50%	45%	50%	48%	47%	49%	48%	48%	47%	42%	84%	**	**	9%	80%	48%	12%	53%	83%	45%	50%	39%	54%	58%	27%	67%	42%	49%
Other	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	0%	**	**	1%	1%	3%	1%	1%	2%	3%	1%	1%	3%	1%	2%	1%	4%	1%
Undecided	2%	1%	2%	1%	2%	2%	3%	2%	2%	2%	1%	3%	2%	1%	**	**	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%	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%	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					
Credibility Interval: +/-3.8 pct points		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigr	< \$50K	> \$50K	Toledo	Dayton	Cincinnati	Columb	Clevela	SE Ohi
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:** 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.