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Obama Leading Clinton In Ohio, According to
Feb. 20 and 21 statewide survey by Decision Analyst

Arlington, Texas (Feb 22, 2008)— Barack Obama is leading Hillary Clinton in Ohio, according to a statewide survey of 735 registered voters planning to vote in the March 4 Democratic Primary. The survey was conducted February 21 and 22 by Decision Analyst, a major national survey research firm. Decision Analyst projections indicate that if the election were held today Obama would win 54% to 46% over Clinton. The survey's margin of error is 3 percentage points, plus or minus, at a 90% level of confidence.

Decision Analyst projections indicate John McCain would win the Republican Primary over Huckabee 57% to 37%, with Ron Paul at 6%. These results are based on interviews with 404 registered voters planning to vote in the March 4 Republican Primary in Ohio. The survey's margin of error is 4 percentage points, plus or minus, at a 90% level of confidence.

"The Democratic Primary contest in Ohio between Obama and Clinton is relatively close at this point, and could swing to either candidate, depending on turnout and what happens among undecided voters in the next few days," said Jerry W. Thomas, president/CEO of Decision Analyst.

The issues of greatest importance to those who plan to vote in the Democratic Primary are (in order of importance): providing good healthcare for everyone (chosen by 36%); bringing the troops home from Iraq (31%); making the economy stronger and better (31%); reducing unemployment, creating more job opportunities (23%); reducing gasoline prices and the cost of energy (19%); leadership (ability to manage government, work with world leaders, get things done) (18%).

The issues of greatest importance to those who will vote in the Republican Primary are: fighting terrorism (31%); protecting the U.S. from illegal immigration (30%); making the economy stronger and better (29%); character (honesty, ethics, and integrity of candidate) (28%); leadership (ability to manage government, work with world leaders, get things done) (21%); reducing dependence on foreign oil (18%).

Survey Methodology

Results based on scientific sampling of registered voters from American Consumer Opinion® (www.acop.com), one of the largest online research panels in the world. The sample was carefully balanced by gender, ethnicity, age, and geography; the data were weighted as necessary to fully represent the different demographic groups.

About Decision Analyst (www.decisionanalyst.com), based in Dallas-Fort Worth, is a leading international marketing research and marketing consulting firm specializing in advertising testing, strategy research, new product development, and advanced modeling for decision optimization. In addition, Decision Analyst owns and operates American Consumer Opinion® Online, one of the largest research panels in the world with over 7 million members.

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