

Results of SurveyUSA Election Poll #13468



Sponsors:

All SurveyUSA clients in Ohio

Geography: Ohio
 Data Collected: 03/01/2008 - 03/02/2008
 Release Date: 03/03/2008

Clinton Ohio Defense Appears To Hold at Goal Line; Turns Back Obama Charge: 36 hours till votes are counted in the Ohio Democratic Primary, Hillary Clinton appears to stop the momentum of Barack Obama by converting voters focused on health care, voters in Greater Cincinnati, and voters in greater Dayton to her cause. At the wire, it's Clinton 54%, Obama 44%, in SurveyUSA research conducted for WCMH-TV Columbus, WCPO-TV Cincinnati, WHIO-TV Dayton, and WKYC-TV Cleveland. Three weeks ago, Clinton led by 17. Two weeks ago, Clinton led by 9. One week ago, Clinton led by 6. Today: Clinton stops sliding. Obama has not polled more than 44% in any SurveyUSA tracking poll. Clinton has not polled less than 50% in any SurveyUSA tracking poll. Other telephone polls show the contest closer. One poll conducted by U.S. Mail shows the contest more lopsided. In SurveyUSA's data: the 16 minutes that Clinton spent arguing with Obama about health care at this week's NBC News debate appears to have paid off. Slightly more voters now name health care as the most important issue, and among those who do, Clinton today leads by 24 points, up from a 7-point lead last week. In greater Cincinnati, Clinton had trailed in two previous SurveyUSA tracking polls, but today leads by 19 points. In greater Dayton, the swing is smaller, but also to Clinton. In Southeast Ohio, Clinton has always led, but now leads overwhelmingly. If you combine these 3 regions and draw them on a map, they form a horseshoe, and trace the Ohio boundary that touches red-state Indiana on the West, red-state Kentucky on the South and red state West Virginia on the East. At this hour, that horseshoe is functioning as Clinton's firewall.

Interactive Tracking Graphs: SurveyUSA's exclusive interactive tracking graphs show this: Among [white voters](#), Clinton gains, up from +18 last week to +26 today. Among [registered Democrats](#), Clinton gains, up from +8 last week to +16 today. Among [Moderates](#), Clinton gains, up from +4 last week to +13 today. Among those who [attend church regularly](#), Clinton gains, up from +3 last week to +9 today. Among voters [age 50+](#), Clinton gains, up from +18 last week to +28 today. Among voters [under age 50](#), Clinton holds. She had been down 7. Is now down 6. Click on the "Triangle T" to access the Interactive Tracking Graphs.

Filtering / Caveats: 2,000 state of Ohio adults were interviewed 03/01/08 and 03/02/08. Of them, 1,805 were registered to vote. Of them, 873 told SurveyUSA they had already voted, or were determined by SurveyUSA to be likely to vote on Election Day. Of those who have already voted, Clinton leads by 13 points. For Obama to win Ohio, he would need to carry Primary Day precinct voters 52% to 48%. Reminder: Democratic Convention delegates are awarded proportionally, not winner-take-all -- so the difference between winning the state by 1 point and losing the state by 1 point is more symbolic than profound. However, should Clinton carry Ohio by the margins indicated here, the symbolism would be greater than if she won by 1 point.

1 If the Democratic Primary for President of the United States were today, would you vote for...(names rotated) Hillary Clinton? Barack Obama? Or some other Democrat?

873 Likely And Actual Voters	All	Already Voted?		Gender		Age				<50 / 50+		Age			Race	
		Already	Likely V	Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black
Margin of Sampling Error: +/-3.4%																
Clinton	54%	56%	54%	43%	62%	40%	51%	56%	72%	46%	63%	44%	72%	60%	62%	15%
Obama	44%	43%	44%	55%	35%	58%	47%	42%	26%	52%	35%	54%	26%	38%	36%	83%
Other	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%
Undecided	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	16%	84%	44%	56%	23%	29%	27%	20%	52%	48%	46%	13%	41%	81%	16%

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873 Likely And Actual Voters	All	Party Affiliation			Ideology			Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.4%														
Clinton	54%	43%	57%	43%	47%	55%	50%	53%	54%	57%	52%	56%	42%	56%
Obama	44%	53%	41%	56%	49%	42%	48%	44%	45%	41%	45%	42%	47%	43%
Other	1%	4%	0%	1%	3%	1%	1%	1%	0%	1%	1%	1%	3%	1%
Undecided	1%	0%	1%	0%	1%	2%	1%	2%	1%	1%	2%	1%	7%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	10%	77%	12%	11%	42%	24%	43%	28%	29%	36%	61%	13%	86%

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873 Likely And Actual Voters	All	Top Issue For Next President								Region					
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	Toledo	Dayton	Cincinnati	Columb	Cleveland	SE Ohi
Margin of Sampling Error: +/-3.4%															
Clinton	54%	54%	48%	61%	52%	48%	58%	41%	48%	54%	53%	59%	52%	51%	77%
Obama	44%	43%	50%	37%	48%	52%	38%	56%	49%	40%	47%	40%	47%	47%	19%
Other	1%	1%	0%	0%	0%	0%	5%	0%	3%	2%	1%	0%	0%	1%	3%
Undecided	1%	1%	2%	2%	0%	0%	0%	3%	0%	4%	0%	0%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	46%	3%	22%	16%	2%	4%	5%	2%	10%	8%	13%	18%	45%	6%

: 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 Verona, NJ.