

# Results of SurveyUSA Election Poll #14221

Geography: Indiana

Data Collected: 08/16/2008 - 08/18/2008

Release Date: 08/19/2008

**On Eve of Obama Selection of Running Mate, McCain Takes Lead in Indiana Race for White House:** In an election for President of the United States held today in Indiana, Republican John McCain defeats Democrat Barack Obama by 6 points, 50% to 44%, according to this latest SurveyUSA tracking poll conducted exclusively for WCPO-TV Cincinnati and WHAS-TV Louisville. Compared to an identical poll released eight weeks ago, Obama is down 3 points; McCain is up 3. Among those who regularly attend religious services, McCain leads by 28 points, up from 16 points eight weeks ago. Among those who occasionally attend, Obama leads by 14. Among those who rarely attend, Obama leads by 23. The field period for this survey overlapped with the candidates' participation in Pastor Rick Warren's Saddleback Civil Forum on the Presidency, held in California 08/16/08. Among men, McCain leads by 12 points; among women, McCain and Obama tie. Eight weeks ago, Obama had led by 7 among women. Among voters younger than Barack Obama, the two candidates tie. Among voters older than John McCain, McCain leads by 21 points; among voters who are in-between the two candidates' ages, McCain leads by 9. 12% of Republicans cross over to vote for Democrat Obama; 19% of Democrats cross over to vote for Republican McCain. Independents favor Obama by 12 points. Among those who have graduated from a 4-year college, McCain leads by 15 points; among those who have not, McCain and Obama tie. Among those with household incomes of less than \$50,000, Obama leads by 11; among those with incomes above \$50,000, McCain leads by 18.

**Filtering:** SurveyUSA interviewed 900 Indiana adults 08/16/08 through 08/18/08. Of them, 779 were registered to vote. Of the registered voters, 645 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Indiana has 11 Electoral College votes. George W. Bush carried Indiana by 21 points in 2004 and by 16 points in 2000. Obama is from the neighboring state of Illinois. Residents of Northern Indiana see Chicago television. Evan Bayh, the Democratic junior United States Senator from Indiana, is a possible Obama running mate. At this hour, no running mate has been named, though within 48 hours that will almost certainly change.

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

645 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: +/-3.9%																	
McCain (R)	50%	53%	47%	35%	55%	51%	56%	47%	53%	47%	58%	51%	53%	19%	**	**	
Obama (D)	44%	41%	47%	57%	38%	42%	39%	46%	41%	46%	37%	42%	41%	77%	**	**	
Other	3%	3%	3%	2%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%	**	**	
Undecided	3%	3%	3%	5%	3%	3%	2%	4%	3%	4%	2%	3%	3%	1%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	22%	31%	28%	19%	53%	47%	48%	11%	41%	92%	6%	2%	1%	

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

645 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: +/-3.9%																
McCain (R)	50%	82%	19%	39%	85%	38%	6%	54%	47%	61%	39%	36%	66%	33%	44%	52%
Obama (D)	44%	12%	77%	51%	12%	57%	82%	39%	47%	33%	53%	59%	28%	62%	40%	45%
Other	3%	2%	2%	8%	2%	1%	10%	4%	2%	2%	5%	3%	3%	3%	5%	2%
Undecided	3%	3%	2%	2%	2%	4%	2%	3%	3%	4%	3%	2%	3%	2%	11%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	42%	36%	15%	36%	38%	12%	42%	58%	53%	27%	20%	54%	43%	21%	77%

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Sponsors:  
 WCPO-TV (Cincinnati), WHAS-TV (Louisville)

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645 Likely Voters	All	Top Issue For Next President								Income		Region			
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	N IN	Central	Indiana	S IN
Margin of Sampling Error: +/-3.9%															
McCain (R)	50%	46%	**	35%	24%	93%	**	**	66%	41%	56%	44%	61%	51%	48%
Obama (D)	44%	49%	**	57%	62%	6%	**	**	27%	52%	38%	49%	33%	44%	44%
Other	3%	2%	**	3%	10%	0%	**	**	6%	4%	2%	4%	6%	1%	2%
Undecided	3%	3%	**	5%	4%	1%	**	**	1%	3%	3%	3%	1%	4%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	4%	11%	9%	11%	3%	3%	9%	39%	61%	35%	19%	21%	25%

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

**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.