

Results of SurveyUSA Election Poll #14188



Sponsor:

KATU-TV (Portland)

Geography: Oregon

Data Collected: 08/02/2008 - 08/04/2008

Release Date: 08/06/2008

In Battleground Oregon, 3 Months Out, Obama 3 Atop McCain: In an election for President of the United States in Oregon today, 08/06/08, three months till votes are counted, Barack Obama edges John McCain 48% to 45%, within the survey's 4.0 percentage point margin of sampling error, according to this SurveyUSA pre-election poll conducted exclusively for KATU-TV Portland. Obama leads by 13 points in greater Portland; McCain leads by 14 in the rest of the state. Among voters younger than Obama, Obama leads by 15 points. Among voters older than McCain, Obama leads by 9. Among voters who are inbetween the ages of the two candidates, McCain leads by 9. McCain holds 82% of the GOP base. Obama holds 80% of the Democrat base. Independents split. McCain is backed by 80% of conservatives. Obama is backed by 83% of liberals. Moderates break 5:3 for Obama. McCain leads 2:1 among those who attend religious services regularly. Obama leads 2:1 among those who almost never attend religious services. Among men, McCain leads by 5 points. Among women, Obama leads by 13.

Filtering: SurveyUSA interviewed 900 Oregon adults 08/02/08 through 08/04/08. Of them, 809 were registered to vote. Of the registered voters, 629 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Oregon has 7 Electoral College votes. John Kerry carried Oregon by 4 points in 2004; Al Gore carried Oregon by four-tenths of a point in 2000.

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

629 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	Asian	
Margin of Sampling Error: +/-4%																	
McCain (R)	45%	50%	39%	40%	41%	50%	47%	40%	49%	38%	40%	52%	46%	**	**	**	
Obama (D)	48%	45%	52%	53%	51%	46%	43%	52%	45%	53%	49%	43%	47%	**	**	**	
Other	5%	4%	5%	5%	6%	3%	5%	6%	4%	6%	7%	3%	5%	**	**	**	
Undecided	2%	1%	4%	2%	2%	1%	4%	2%	2%	2%	4%	2%	2%	**	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	51%	49%	22%	30%	30%	19%	51%	49%	44%	10%	45%	90%	2%	4%	5%	

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629 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi		Income	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M	< \$50K	> \$50K
Margin of Sampling Error: +/-4%																		
McCain (R)	45%	82%	14%	39%	80%	39%	13%	46%	44%	60%	40%	34%	73%	30%	44%	45%	41%	48%
Obama (D)	48%	15%	80%	45%	11%	55%	83%	49%	48%	33%	52%	60%	21%	62%	37%	51%	51%	46%
Other	5%	0%	5%	13%	6%	4%	2%	4%	6%	4%	6%	4%	4%	5%	11%	3%	6%	4%
Undecided	2%	3%	2%	3%	2%	3%	1%	2%	3%	3%	2%	2%	2%	2%	8%	1%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	37%	41%	21%	28%	43%	21%	46%	54%	37%	22%	41%	35%	61%	22%	77%	40%	60%

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629 Likely Voters	All	Region	
		Portlan	Rest of
Margin of Sampling Error: +/-4%			
McCain (R)	45%	40%	53%
Obama (D)	48%	53%	39%
Other	5%	4%	6%
Undecided	2%	3%	1%
Total	100%	100%	100%
Composition of Likely Voters	100%	65%	35%

** 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.