



FOR IMMEDIATE RELEASE

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QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Obama takes a solid lead in Ohio

Raleigh, N.C. – Barack Obama leads John McCain 49-43 in Ohio, the newest survey from Public Policy Polling finds. McCain led by four points in the state in a PPP poll conducted three weeks ago.

The economy is driving Obama's renewed success in the state. 61% of Ohio voters list it as their top concern, and within that group Obama has a 58-34 advantage. By comparison just 36% of Ohioans listed it as their top issue in a similar survey conducted in January.

Obama has made up a lot of ground with white voters over the last month, pulling to within a 49-43 margin after trailing 55-37 in a previous survey.

"The polls are getting worse and worse for John McCain," said Dean Debnam, President of Public Policy Polling. "There is virtually no way he can win the Presidency without Ohio but he is now trailing outside the margin of error here in several polls, and time is running away from him with the election less than a month away."

Joe Biden's popularity with Ohio voters is on the rise following last week's Vice Presidential debate, while Sarah Palin's has fallen. Soon after the Republican convention 30% of respondents in our poll said the selection of Joe Biden made them more likely to vote for Barack Obama while 32% said it made them less likely to do so. Now 40% say Biden makes them more favorable to Obama while just 27% say he makes them less so.

Palin has gone from getting positive marks from 43% of Ohioans and negatives one from 36% to being viewed negatively by 43% of voters and positively by just 40%.

PPP surveyed 1,239 likely voters on October 4th and 5th. The survey's margin of error is +/-2.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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Ohio Poll

Q1 The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3.

McCain.....43% Undecided..... 8%

Obama.....49%

Q2 Are you firmly committed to your choice for President, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

Firmly Committed.....91%

Could Change Mind..... 9%

Q3 Did Barack Obama's selection of Joe Biden as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely.....40% No Difference..... 33%

Less Likely..... 27%

Q4 Did John McCain's selection of Sarah Palin as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely.....40% No Difference.....18%

Less Likely.....43%

Q5 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq..... 15%

Education..... 3%

Economy and Jobs 61%

Taxes..... 6%

Moral and Family Values 9%

Health Care..... 3%

Immigration..... 1%

Other..... 2%

Q6 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban..... 16%

Suburban 45%

Rural..... 17%

Small Town..... 22%

Q7 If you are a woman, press 1, if a man, press 2.

Woman 53%

Man..... 47%

Q8 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat..... 44%

Republican..... 34%

Other..... 23%





Q9 If you are white, press 1. If you are African-American, press 2. If other, press 3.

White 83%
African American 14%
Other..... 3%

Q10 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 16%
30 to 45..... 27%
46 to 65..... 37%
Older than 65..... 20%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
McCain/Obama					
McCain	43%	37%	41%	58%	42%
Obama	49%	55%	51%	35%	52%
Undecided	8%	8%	9%	7%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Change Mind					
Firmly Committed	91%	95%	91%	87%	91%
Could Change Mind	9%	5%	9%	13%	9%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Biden Pick					
More Likely	40%	43%	42%	29%	42%
Less Likely	27%	24%	25%	38%	26%
No Difference	33%	33%	33%	33%	32%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Pick					
More Likely	40%	38%	35%	56%	38%
Less Likely	43%	45%	48%	27%	42%
No Difference	18%	17%	17%	17%	20%





	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	43%	42%	45%
Obama	49%	50%	49%
Undecided	8%	8%	7%

	Base	Gender	
		Woman	Man
Change Mind			
Firmly Committed	91%	91%	90%
Could Change Mind	9%	9%	10%

	Base	Gender	
		Woman	Man
Biden Pick			
More Likely	40%	42%	38%
Less Likely	27%	24%	31%
No Difference	33%	35%	31%

	Base	Gender	
		Woman	Man
Palin Pick			
More Likely	40%	38%	42%
Less Likely	43%	40%	45%
No Difference	18%	22%	13%





	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	43%	9%	89%	43%
Obama	49%	84%	8%	41%
Undecided	8%	7%	3%	16%

	Base	Party		
		Democrat	Republican	Other
Change Mind				
Firmly Committed	91%	93%	94%	81%
Could Change Mind	9%	7%	6%	19%

	Base	Party		
		Democrat	Republican	Other
Biden Pick				
More Likely	40%	60%	13%	40%
Less Likely	27%	11%	48%	29%
No Difference	33%	28%	39%	31%

	Base	Party		
		Democrat	Republican	Other
Palin Pick				
More Likely	40%	13%	70%	45%
Less Likely	43%	67%	12%	40%
No Difference	18%	20%	17%	15%





	Base	Race		
		White	African American	Other
McCain/Obama				
McCain	43%	49%	10%	40%
Obama	49%	43%	87%	45%
Undecided	8%	8%	4%	15%

	Base	Race		
		White	African American	Other
Change Mind				
Firmly Committed	91%	91%	94%	83%
Could Change Mind	9%	9%	6%	17%

	Base	Race		
		White	African American	Other
Biden Pick				
More Likely	40%	36%	64%	28%
Less Likely	27%	31%	6%	26%
No Difference	33%	33%	30%	45%

	Base	Race		
		White	African American	Other
Palin Pick				
More Likely	40%	43%	16%	53%
Less Likely	43%	40%	58%	41%
No Difference	18%	17%	27%	7%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	43%	36%	49%	43%	42%
Obama	49%	54%	44%	50%	51%
Undecided	8%	10%	7%	7%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change Mind					
Firmly Committed	91%	88%	90%	92%	92%
Could Change Mind	9%	12%	10%	8%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Pick					
More Likely	40%	47%	31%	39%	46%
Less Likely	27%	18%	29%	28%	30%
No Difference	33%	35%	39%	32%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Pick					
More Likely	40%	31%	46%	38%	41%
Less Likely	43%	47%	38%	44%	43%
No Difference	18%	22%	16%	18%	16%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
McCain/Obama									
McCain	43%	41%	26%	34%	92%	87%	19%	89%	40%
Obama	49%	52%	67%	58%	5%	5%	68%	11%	60%
Undecided	8%	7%	7%	8%	3%	8%	13%	-	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Biden Pick									
More Likely	40%	44%	51%	45%	13%	15%	57%	15%	20%
Less Likely	27%	25%	15%	23%	46%	44%	24%	74%	39%
No Difference	33%	32%	34%	32%	41%	41%	19%	11%	42%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Palin Pick									
More Likely	40%	40%	31%	32%	80%	68%	26%	79%	29%
Less Likely	43%	44%	53%	51%	5%	7%	54%	5%	52%
No Difference	18%	16%	17%	17%	14%	25%	20%	16%	19%

