

# QUINNIPIAC UNIVERSITY POLLING INSTITUTE

---

**October 23, 2008 - Economy Buoy Obama In Florida, Ohio, Pennsylvania Quinnipiac University Swing State Poll Finds; McCain Gains Some Ground In Florida, But Fades In Ohio --- FLORIDA: Obama 49 - McCain 44; OHIO: Obama 52 - McCain 38; PENNSYLVANIA: Obama 53 - McCain 40**

[Word format](#)

It's still the economy as Sen. Barack Obama rolls up support among groups who have not supported a Democrat for decades to lead Republican Sen. John McCain in Florida, Ohio and Pennsylvania, according to simultaneous Quinnipiac University Swing State polls released today.

With 12 days to go, Sen. McCain is narrowing the gap in Florida, but fading in Ohio and barely denting Sen. Obama's double-digit lead in Pennsylvania.

No one has been elected President since 1960 without taking two of these three largest swing states in the Electoral College. Results from the independent Quinnipiac (KWIN-uh-pe-ack) University polls show:

- Florida: Obama up 49 - 44 percent, compared to 51 - 43 percent October 1;
- Ohio: Obama up 52 - 38 percent, widening an October 1 lead of 50 - 42 percent;
- Pennsylvania: Obama ahead 53 - 40 percent, compared to 54 - 39 percent last time.

By margins of eight to 19 points, voters in each state say they trust Obama more than McCain to handle the economy.

By smaller margins of two to six points, voters say they trust McCain more than Obama to handle foreign policy.

"As we enter the home stretch, Sen. Obama is winning voter groups that no Democrat has carried in more than four decades, and he holds very solid leads in the big swing states. If these numbers hold up, he could win the biggest Democratic landslide since Lyndon Johnson in 1964," said Peter Brown, assistant director of the Quinnipiac University Polling Institute.

"Voters are scared about their economic futures and have decided that Sen. Obama is Mr. Fix-it," Brown added.

"Sen. Obama is no longer the candidate of the young, the well-educated and minorities. He is now virtually the candidate of the 'all.' He is winning among all age groups in all three states. He wins women by more than 20 points in Ohio and Pennsylvania and is competitive among men in all three states. Whether voters went to college or not, they are voting for him.

"Perhaps the most remarkable development is that Obama is doing significantly better among white, born again evangelicals in Ohio and Pennsylvania than did Democratic nominee John Kerry four years ago. He also is winning Roman Catholics in those states, historically the key swing voter group in the electorate and synonymous here with the blue-collar vote.

"In Florida, Obama's margin over McCain is due mostly from stronger support from Hispanics than Kerry received."

President George W. Bush's approval ratings are:

- 27 - 66 percent in Florida;
- 22 - 72 percent in Ohio;
- 21 - 73 percent in Pennsylvania.

Florida

Among those who say they already have voted in Florida, Obama gets 48 percent to McCain's 44 percent, a statistical tie in this smaller subgroup. .

Looking at all Florida likely voters, men split with 46 percent for Obama and 45 percent for McCain. Women back Obama 51 - 42 percent. The Republican leads 52 - 41 percent among white voters, 71 - 23 percent among evangelical Christians and 51 - 40 percent among Catholics. Obama leads 49 - 39 percent among Hispanics and 77 - 20 percent among Jews.

Independent voters back Obama 51 - 39 percent, similar to October 1.

By a 56 - 35 percent margin, Florida voters have a favorable opinion of Obama, compared to 52 - 40 percent for McCain.

Gov. Sarah Palin, the Republican vice presidential nominee, gets a slightly negative 41 - 43 percent favorability.

Sen. Joe Biden, the Democratic running mate, gets a 51 - 28 percent favorability.

The economy is the most important election issue, 61 percent of Florida voters say, and voters trust Obama more than McCain to handle the economy, 51 - 43 percent, compared to 53 - 39 percent October 1.

Voters trust McCain more than Obama 50 - 44 percent to handle foreign policy, compared to 52 - 41 percent last time.

"One reason that Sen. Obama has pulled ahead in Florida is that the number of Sen. Hillary Clinton supporters who said they will defect to back Sen. McCain has dropped significantly," Brown said.

## Ohio

Obama leads 71 - 20 percent among those who already have voted in Ohio. Among all Ohio likely voters, the Democrat leads 58 - 33 percent among women and gets 46 percent of men to McCain's 44 percent. White voters back Obama 47 - 43 percent, as do black voters, 94 - 3 percent. Independent voters go 50 - 37 percent for the Democrat.

Obama gets a 58 - 33 percent favorability in Ohio, with 48 - 42 percent for McCain.

Palin's favorability is a negative 37 - 41 percent, while Biden gets a 49 - 22 percent favorability.

For 61 percent of Ohio voters, the economy is the biggest issue, and voters trust Obama more than McCain 55 - 36 percent to handle this issue, compared to 50 - 39 percent last time.

Voters trust McCain more, 48 - 46 percent, to handle foreign policy, compared to 53 - 38 percent.

"To overcome Sen. Obama's lead in Ohio, Sen. McCain would have to get virtually every voter who remains undecided plus almost all of the Obama supporters who said they still might change their minds - a very small percentage possibility," Brown said. Pennsylvania

Obama leads 59 - 35 percent with women, while men split with 47 percent for Obama and 45 percent for McCain. White voters back Obama 49 - 44 percent, while black voters back him 92 - 3 percent. Independent voters back the Democrat 55 - 35 percent. Obama gets a 60 - 30 percent favorability, compared to McCain's 51 - 41 percent. Palin's favorability is a negative 38 - 43 percent, with Biden at 54 - 22 percent.

The economy is the most important issue, 55 percent of Pennsylvania voters say, and voters trust Obama more than McCain 54 - 36 percent to handle this issue, compared to 55 - 36 percent October 1.

By a 47 - 45 percent margin, voters trust McCain more to handle foreign policy, compared to 48 - 45 percent.

"Sen. Obama leads comfortably in Pennsylvania, mostly because he has pulled ahead in the four key suburban counties surrounding Philadelphia where Keystone State races are decided," said Clay F. Richards, assistant director of the Quinnipiac University Polling Institute.

"Obama is leading among whites and blue collar workers, but white men and 15 percent of Sen. Hillary Clinton's primary supporters are clinging to Sen. McCain, probably not enough to change the tide in the closing days of the campaign," Richards added.

From October 16 - 21, Quinnipiac University surveyed:

- 1,433 Florida likely voters with a margin of error of +/- 2.6 percent;
- 1,360 Ohio likely voters with a margin of error of +/- 2.7 percent;
- 1,425 Pennsylvania likely voters with a margin of error of +/- 2.6 percent.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in New York, New Jersey, Connecticut, Pennsylvania, Florida, Ohio and nationwide as a public service and for research. For more data and RSS feed - <http://www.quinnipiac.edu/polling.xml>, or call (203) 582-5201.

1. If the election for President were being held today, and the candidates were Barack Obama the Democrat and John McCain the Republican, for whom would you vote?(If undecided q1) As of today, do you lean more toward Obama or McCain? This table includes "Leaners". (\* pre debate, \*\* post debate)

FLORIDA	LIKELY VOTERS.....						AGE IN YRS.....		
	Tot	Rep	Dem	Ind	Men	Wom	18-34	35-54	55+
Obama	49%	11%	85%	51%	46%	51%	52%	49%	47%
McCain	44	84	10	39	45	42	39	44	45
SMONE ELSE (VOL)	1	-	1	2	2	-	3	-	1
WLDN'T VOTE (VOL)	-	-	-	-	-	-	-	-	-
DK/NA	7	5	4	8	7	6	6	7	7

	Voted	Econ	Alrdy PnHnd	IMPQ6 Bay	North/Cntrl	SthW	SthE
Obama	48%	57%	36%	45%	44%	52%	64%
McCain	44	35	54	48	48	43	29
SMONE ELSE (VOL)	2	1	3	1	1	2	-
WLDN'T VOTE (VOL)	-	-	-	-	-	-	-
DK/NA	6	7	7	7	7	4	7

	WHITE.....								
	Tot	NoColl Degree	College Degree	Men	Wom	Evngl	BrnAgn Cath	His	Jew
Obama	41%	37%	49%	38%	43%	23%	40%	49%	77%
McCain	52	54	47	53	51	71	51	39	20
SMONE ELSE (VOL)	1	2	-	3	-	2	-	1	-
WLDN'T VOTE (VOL)	-	-	-	-	-	-	-	-	-
DK/NA	6	7	3	7	6	5	8	11	4

	PresVt2004.. Bush	DemPrim2008.. Kerry	BushJobAppQ9 App
Obama	14%	88%	76%
McCain	79	8	18
SMONE ELSE (VOL)	1	1	1
WLDN'T VOTE (VOL)	-	-	-
DK/NA	6	4	5

TREND:	Oct 23 2008	Oct 1 2008**	Oct 1 2008*	Sep 11 2008	Aug 26 2008	Jul 31 2008	Jun 18 2008
--------	-------------	--------------	-------------	-------------	-------------	-------------	-------------

Obama	49	51	49	43	43	46	47
McCain	44	43	43	50	47	44	43
SMONE ELSE (VOL)	1	1	1	1	2	2	2
WLDN'T VOTE (VOL)	-	-	-	-	-	-	-
DK/NA	7	5	7	6	8	7	8

1a. Is your mind made up, or do you think you might change your mind before the election?

LIKELY VOTERS.....				
CANDIDATE CHOICE GIVEN				
CAND CHOICE Q1				
FL	Tot	Obama	McCain	
Made up	93%	94%	92%	
Might change	7	5	8	
DK/NA	-	-	-	

1. If the election for President were being held today, and the candidates were Barack Obama the Democrat and John McCain the Republican, for whom would you vote?(If undecided q1) As of today, do you lean more toward Obama or McCain? This table includes "Leaners". (\* pre debate, \*\* post debate)

LIKELY VOTERS.....									
							AGE IN YRS.....		
OHIO	Tot	Rep	Dem	Ind	Men	Wom	18-34	35-54	55+
Obama	52%	9%	85%	50%	46%	58%	55%	50%	53%
McCain	38	85	8	37	44	33	33	40	39
SMONE ELSE (VOL)	1	-	2	1	2	1	1	2	1
WLDN'T VOTE (VOL)	-	-	-	-	-	-	-	-	-
DK/NA	8	5	5	11	8	8	10	8	7

Alrddy IMPQ6								
	Voted	Econ	Cntrl	NrthE	NrthW	SthE	SthW	WstCnt
Obama	71%	58%	51%	56%	54%	56%	46%	48%
McCain	20	32	41	33	36	37	46	44
SMONE ELSE (VOL)	2	2	-	2	-	-	-	2
WLDN'T VOTE (VOL)	-	-	-	-	-	-	-	-
DK/NA	7	8	8	9	10	7	8	6

WHITE.....

NoColl	College	BrnAgn
--------	---------	--------

	Tot	Degree	Degree	Men	Wom	Evngl	Cath	Blk
Obama	47%	46%	49%	42%	51%	32%	46%	94%
McCain	43	43	45	48	39	59	46	3
SMONE ELSE(VOL)	1	1	2	2	-	1	-	-
WLDN'T VOTE(VOL)	-	-	-	-	-	-	-	-
DK/NA	8	10	5	8	9	8	8	3

PresVt2004.. DemPrim2008.. BushJobAppQ9  
 Bush Kerry Clintn Obama App Dis

Obama	15%	87%	73%	89%	8%	70%
McCain	76	7	19	6	82	22
SMONE ELSE(VOL)	-	2	1	-	2	1
WLDN'T VOTE(VOL)	-	-	-	-	-	-
DK/NA	8	5	7	5	8	7

TREND: Oct 23 2008 Oct 1 2008\*\* Oct 1 2008\* Sep 11 2008 Aug 26 2008 Jul 31 2008 Jun 18 2008

Obama	52	50	49	49	44	46	48
McCain	38	42	42	44	43	44	42
SMONE ELSE(VOL)	1	1	1	1	2	1	2
WLDN'T VOTE(VOL)	-	-	-	-	-	-	-
DK/NA	8	7	8	5	11	8	7

1a. Is your mind made up, or do you think you might change your mind before the election?

LIKELY VOTERS.....  
 CANDIDATE CHOICE GIVEN  
 CAND CHOICE Q1  
 OH Tot Obama McCain

Made up	91%	92%	91%
Might change	8	7	8
DK/NA	1	1	1

1. If the election for President were being held today, and the candidates were Barack Obama the Democrat and John McCain the Republican, for whom would you vote?(If undecided q1) As of today, do you lean more toward Obama or McCain? This table includes "Leaners". (\* pre debate, \*\* post debate)

LIKELY VOTERS.....  
 AGE IN YRS.....  
 PENNSYLVANIA Tot Rep Dem Ind Men Wom 18-34 35-54 55+

Obama	53%	13%	87%	55%	47%	59%	58%	55%	51%
McCain	40	81	9	35	45	35	36	41	41
SMONE ELSE(VOL)	2	2	1	2	3	1	3	1	1
WLDN'T VOTE(VOL)	-	-	-	-	-	-	-	-	-
DK/NA	5	4	3	7	5	6	3	3	7

IMPQ6  
Econ Algny Phily NEast SEast NWest SWest Cntrl

Obama	61%	54%	82%	48%	57%	55%	41%	44%
McCain	35	39	17	45	31	42	51	49
SMONE ELSE(VOL)	1	2	-	4	2	-	2	1
WLDN'T VOTE(VOL)	-	-	-	-	-	-	-	-
DK/NA	4	5	1	3	9	3	6	6

WHITE.....  
Tot NoColl Degree College Men Wom Evngl BrnAgn Cath Blk

Obama	49%	49%	50%	43%	55%	32%	55%	92%
McCain	44	44	45	50	39	63	38	3
SMONE ELSE(VOL)	1	1	3	2	1	-	2	-
WLDN'T VOTE(VOL)	-	-	-	-	-	-	-	-
DK/NA	5	6	3	4	6	5	5	5

PresVt2004.. DemPrim2008.. BushJobAppQ9  
Bush Kerry Clintn Obama App Dis

Obama	18%	89%	81%	97%	7%	70%
McCain	75	7	15	3	90	23
SMONE ELSE(VOL)	1	1	1	-	1	2
WLDN'T VOTE(VOL)	-	-	-	-	-	-
DK/NA	5	3	4	-	3	5

TREND: Oct 23 2008 Oct 1 2008\*\* Oct 1 2008\* Sep 11 2008 Aug 26 2008 Jul 31 2008 Jun 18 2008

Obama	53	54	49	48	49	49	52
McCain	40	39	43	45	42	42	40
SMONE ELSE(VOL)	2	1	1	1	1	1	2
WLDN'T VOTE(VOL)	-	-	-	-	-	-	-
DK/NA	5	6	7	6	9	8	7

1a. Is your mind made up, or do you think you might change your mind before the election?

PA	LIKELY VOTERS.....		
	CANDIDATE CHOICE GIVEN		
	CAND CHOICE Q1		
	Tot	Obama	McCain
Made up	89%	90%	87%
Might change	10	9	12
DK/NA	1	-	1

2. Is your opinion of -- Barack Obama favorable, unfavorable or haven't you heard enough about him?

FL	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	56%	23%	86%	60%	53%	59%
Unfavorable	35	69	8	30	38	33
Hvn't hrd enough	5	6	3	5	5	4
REFUSED	4	3	2	5	4	3
OH						
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	58%	19%	87%	57%	52%	63%
Unfavorable	33	72	8	28	38	28
Hvn't hrd enough	7	6	3	12	7	7
REFUSED	3	4	2	3	3	3
PA						
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	60%	28%	85%	65%	54%	65%
Unfavorable	30	61	9	23	36	25
Hvn't hrd enough	7	8	5	9	8	6
REFUSED	2	2	1	3	1	3

3. Is your opinion of -- John McCain favorable, unfavorable or haven't you heard enough about him?

FL	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	52%	85%	21%	50%	54%	49%
Unfavorable	40	8	70	41	38	41
Hvn't hrd enough	5	5	5	4	4	5
REFUSED	4	1	3	5	4	4

OH	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	48%	88%	19%	51%	57%	41%
Unfavorable	42	6	72	35	36	47
Hvn't hrd enough	6	3	5	9	5	7
REFUSED	4	3	4	4	3	5

PA	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	51%	87%	25%	47%	58%	44%
Unfavorable	41	9	68	40	35	47
Hvn't hrd enough	5	3	4	8	5	5
REFUSED	3	1	3	4	2	3

4. Is your opinion of -- Joe Biden favorable, unfavorable or haven't you heard enough about him?

FL	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	51%	23%	80%	51%	52%	50%
Unfavorable	28	55	6	24	32	24
Hvn't hrd enough	19	21	15	22	14	24
REFUSED	2	2	-	2	2	2

OH	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	49%	22%	69%	47%	45%	52%
Unfavorable	22	50	5	19	27	18
Hvn't hrd enough	27	24	24	31	25	28
REFUSED	3	4	1	3	3	2



PA	Tot	Rep	Dem	Ind	Men	Wom
Favorable	54%	26%	76%	56%	51%	56%
Unfavorable	22	46	6	17	28	17
Hvn't hrd enough	22	27	18	26	19	25
REFUSED	1	1	1	2	1	2

5. Is your opinion of -- Sarah Palin favorable, unfavorable or haven't you heard enough about her?

FL	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom
Favorable	41%	77%	11%	36%	43%	39%
Unfavorable	43	11	71	47	41	44
Hvn't hrd enough	14	10	18	14	13	14
REFUSED	2	1	1	3	2	2

OH	Tot	Rep	Dem	Ind	Men	Wom
Favorable	37%	78%	11%	33%	43%	32%
Unfavorable	41	7	68	37	34	47
Hvn't hrd enough	20	13	19	28	23	18
REFUSED	2	2	2	2	1	2

PA	Tot	Rep	Dem	Ind	Men	Wom
Favorable	38%	75%	13%	32%	43%	34%
Unfavorable	43	11	67	47	39	47
Hvn't hrd enough	17	14	18	19	16	17
REFUSED	2	1	1	2	1	2

6. Which of the following will be the single most important issue in your vote in the election for President this year? (READ OPTIONS)

FL	LIKELY VOTERS.....					
	Tot	Rep	Dem	Ind	Men	Wom

Terrorism	8%	15%	2%	7%	9%	8%
The war in Iraq	8	5	10	8	8	7
The economy	61	54	67	63	60	61
Illegal immigration	3	3	2	3	3	3
Energy policy	5	7	1	6	7	3
Health care	9	5	13	7	6	10
SOMETHING ELSE (VOL)	4	5	3	3	4	3
DK/NA	3	4	1	2	2	3

OH	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Terrorism	6%	15%	2%	4%	9%	4%
The war in Iraq	8	8	7	10	8	8
The economy	61	53	66	63	62	60
Illegal immigration	2	3	2	3	2	3
Energy policy	3	6	2	4	5	2
Health care	12	5	17	10	7	15
SOMETHING ELSE (VOL)	4	5	2	5	4	4
DK/NA	3	5	2	1	3	3

PA	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Terrorism	7%	14%	3%	4%	8%	7%
The war in Iraq	10	10	11	9	11	10
The economy	55	50	60	58	54	56
Illegal immigration	3	3	2	4	3	2
Energy policy	6	9	4	5	8	4
Health care	11	7	15	9	9	13
SOMETHING ELSE (VOL)	4	5	3	5	3	5
DK/NA	4	3	2	5	4	3

7. Regardless of whom you support for President who do you trust more to handle - the economy - Barack Obama or John McCain?

FL	LIKELY VOTERS.....	Tot	Rep	Dem	Ind	Men	Wom
----	--------------------	-----	-----	-----	-----	-----	-----

Obama	51%	13%	88%	54%	49%	53%
McCain	43	80	9	39	44	41
DK/NA	6	7	3	7	6	6

OH	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Obama	55%	11%	86%	56%	50%	59%
McCain	36	80	8	33	42	31
DK/NA	9	9	6	11	8	9

PA	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Obama	54%	15%	85%	56%	48%	58%
McCain	36	74	8	30	41	31
DK/NA	11	10	7	14	11	10

8. Regardless of whom you support for President who do you trust more to handle - foreign policy - Barack Obama or John McCain?

	LIKELY VOTERS.....					
FL	Tot	Rep	Dem	Ind	Men	Wom

Obama	44%	8%	83%	43%	42%	46%
McCain	50	89	14	49	53	48
DK/NA	5	3	4	8	4	6

OH	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Obama	46%	4%	77%	45%	41%	50%
McCain	48	91	17	49	54	43
DK/NA	6	5	6	6	5	7

PA	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Obama	45%	8%	77%	42%	40%	49%
McCain	47	88	17	45	52	43
DK/NA	8	4	7	13	8	8

9. Do you approve or disapprove of the way George W. Bush is handling his job as President?

	LIKELY VOTERS.....					
FL	Tot	Rep	Dem	Ind	Men	Wom

Approve	27%	54%	8%	20%	28%	26%
Disapprove	66	35	90	72	66	66
DK/NA	7	12	1	8	7	8

OH	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Approve	22%	50%	6%	17%	24%	21%
Disapprove	72	37	93	77	71	73
DK/NA	6	13	2	6	5	7

PA	Tot	Rep	Dem	Ind	Men	Wom
----	-----	-----	-----	-----	-----	-----

Approve	21%	47%	4%	15%	24%	19%
Disapprove	73	45	93	78	71	75
DK/NA	6	8	3	7	6	6