

Obama Leads McCain by 46 Points Among GLBT Adults*Among All Registered Voters, Obama Leads McCain by 9 Points*

ROCHESTER, N.Y. – July 21, 2008 – With just six weeks to go until the Democrat and Republican Presidential conventions, the general election is almost officially here. Results from a new Harris Poll show that:

- In a four way race, Barack Obama leads John McCain among registered voters 44 percent to 35 percent, while Bob Barr, the Libertarian candidate and Ralph Nader each receive 2 percent. Sixteen percent of registered voters are not sure who they will vote for yet;
- Among gay, lesbian, bisexual and transgender (GLBT) adults (though not specifically registered voters) 60% of GLBT adults favor Obama while 14% favor McCain. Three percent of GLBT adults favor Barr, while 1% choose Nader. Six percent choose “other,” while 17% of all GLBT voters are not yet sure which candidate to support – comparable to the general population.
- John McCain is holding onto just slightly more of his base as just over three-quarters of Republicans (77%) say they will vote for him versus just under three-quarters of Democrats (74%) who will vote for Barack Obama; and,
- Among Independents, Obama has a 12-point lead (38% to 26%), but one-quarter of Independents (25%) are not sure, 4 percent would vote for Bob Barr and 3 percent for Ralph Nader.

These are some of the results of a Harris Poll of 2,690 U.S. adults surveyed online by Harris Interactive® between July 3 and 11, 2008. Like all polls conducted well before an election, this should not be read as a prediction, but rather as a snap shot of the presidential “horse race”. Additional results include:

- Half of Matures (those over 63) say they would vote for John McCain, while three in ten (29%) would vote for Senator Obama, indicating that some of McCain’s strongest support comes from this generation;
- Half (51%) of the youngest generation or Echo Boomers (those aged 18-31) would vote for Barack Obama while just one-quarter (24%) would vote for Senator McCain;
- Ninety percent of African Americans are voting for Senator Obama, as are six in ten Hispanics (60%). Whites, however, are leaning towards Senator McCain over Senator Obama (40% versus 34%);
- Over two in five men (42%) and women (43%) say they would vote for Senator Obama, while over one-third of men (36%) and three in ten women (30%) would vote for Senator McCain. This suggests that the gender gap doesn’t really exist this year; and,
- Half of single women (51%) would vote for Senator Obama while just one-quarter (25%) would vote for Senator McCain. Married women are more closely divided – 37 percent would vote for Obama and 36 percent would vote for McCain.

So What?

While Americans are thinking of summer vacations and the beach, November 4th may seem like eons away. However, in reality, the election is just 15 weeks from now. That means that everything from this point on in time definitely matters.

Regina Corso, Director of The Harris Poll, said, “Senator Obama’s lead seems solid, but there are some troubling spots to watch for in his campaign. First, Matures are solidly behind John McCain, and this is a group that goes out and votes in the strongest numbers among all age groups. Further, the divide among married women is also extremely close. With almost one-quarter of this group (22%) undecided, the candidate that can win the lion’s share of those undecided Americans can move these overall numbers.”

**TABLE 1
OBAMA VERSUS MCCAIN**

“We’d like to get your opinion about how you might vote in the election for president on November 4th, 2008. If the presidential election were held today, for whom would you most likely vote?”

Base: All adults

	Total	Registered Voters	Political Party			Political Philosophy		
			Rep.	Dem.	Ind.	Cons.	Mod.	Lib.
	%	%	%	%	%	%	%	%
Barack Obama, Democratic Party	43	44	8	74	38	15	46	71
John McCain, Republican Party	33	35	77	7	26	64	26	9
Bob Barr, Libertarian Party	2	2	1	*	4	3	1	2
Ralph Nader, Independent	2	2	2	1	3	1	2	2
Other	3	3	2	2	4	3	3	3
Not sure	18	16	10	16	25	14	21	13

Note: Percentages do not add up to exactly 100% due to rounding

**TABLE 2
OBAMA VERSUS MCCAIN HIGHLIGHTING GLBT ADULTS**

“We’d like to get your opinion about how you might vote in the election for president on November 4th, 2008. If the presidential election were held today, for whom would you most likely vote.”

Base: All adults

	Total	GLBT	Heterosexuals
	%	%	%
Barack Obama, Democratic Party	43	60	42
John McCain, Republican Party	33	14	35
Bob Barr, Libertarian Party	2	3	2
Ralph Nader, Independent	2	1	2
Other	3	6	3
Not sure	18	17	17

Note: Responses may not add up to 100% due to rounding

**TABLE 3
OBAMA VERSUS MCCAIN**

“If the national election for the president of the United States were to be held today, for whom would you vote for?”

Base: All adults

	Total	Race/Ethnicity			Generation			
		White	Black	Hispanic	Echo Boomers (18-31)	Gen X (32-43)	Baby Boomers (44-62)	Matures (63+)
		%	%	%	%	%	%	%
Barack Obama, Democratic Party	43	34	90	60	51	43	44	29
John McCain, Republican Party	33	40	5	19	24	31	31	50
Bob Barr, Libertarian Party	2	2	1	1	2	3	2	1
Ralph Nader, Independent	2	2	1	1	3	2	2	1
Other	3	4	-	1	3	3	3	3
Not sure	18	19	5	18	17	18	18	16

Note: Percentages do not add up to exactly 100% due to rounding

“-“ indicates no response

**TABLE 4
OBAMA VERSUS MCCAIN**

“If the national election for the president of the United States were to be held today, for whom would you vote for?”

Base: All adults

	Total	Gender		Women Marital Status	
		Men	Women	Single Women	Married Women
		%	%	%	%
Barack Obama, Democratic Party	43	42	43	51	37
John McCain, Republican Party	33	36	30	25	36
Bob Barr, Libertarian Party	2	3	1	1	1
Ralph Nader, Independent	2	2	2	2	1
Other	3	3	3	2	3
Not sure	18	14	21	19	22

Note: Percentages do not add up to exactly 100% due to rounding

Methodology

This Harris Poll[®] was conducted online within the United States between July 3 and 11, 2008 among 2,690 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About Harris Interactive

[Harris Interactive](#) is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

Press Contact:

Tracey McNerney
Harris Interactive
585-214-7756
press@harrisinteractive.net

Harris Interactive Inc. 7/08