

Obama Has 58 Point Lead over McCain among GLBT Registered Voters

Obama Also Maintains Eight Point Lead over McCain among All Registered Voters

ROCHESTER, N.Y. – August 19, 2008 –Among gay, lesbian, bisexual and transgender (GLBT) registered voters, 68 percent of GLBT adults favor Obama while 10 percent favor McCain. Three percent of GLBT adults favor Ralph Nader, while one percent chooses Bob Barr. Three percent choose “other,” while 15 percent of all GLBT voters are not yet sure which candidate to support.

Among all registered U.S. voters, Obama retains an eight point lead over Senator John McCain in the latest Harris Poll, virtually unchanged since the nine point lead he enjoyed in early July.

Some polls report the voting intentions of all adults, while others report on registered voters (or those who claim to be registered) and of so-called “likely voters.” In this Harris Poll, it makes very little difference which analytic method is used. Obama enjoys an eight-point lead among all adults without using the leaner questions and a nine point lead when the leaner question is used. Among registered voters he has an eight point lead, with and without using the leaner question.

Typically the Harris Poll does not focus on likely voters until after the party conventions because we believe it is too early to make sound judgments about who is, or is not, likely to vote before Labor Day. Most polls also ask people who are not sure how they would vote a so-called “leaning” question, asking people which way they lean.

In many previous elections Republican candidates have done slightly better among registered voters than among all adults, reflecting the fact that they are somewhat more likely than Democrats to register to vote. The fact that there is no such difference in this poll may reflect the fact that many new voters registered to vote in the Democratic primary elections.

Demographics Analysis

Demographic analysis of these voting intentions shows that this is not a typical election. Indeed, some demographic groups are behaving quite atypically. This demographic analysis also raises several warning signs for both candidates. These are some of the results from the latest Harris Poll of 2,834 U.S. adults, of whom 178 self-identified as gay, lesbian, bisexual or transgender, surveyed online between August 1 and 7, 2008 by Harris Interactive®:

- **Age:** Obama’s lead is critically dependent on his 33 point lead among Echo Boomers, people under 32 – but they are usually are the least likely generation to actually vote. If they do not vote very heavily in November this would hurt Obama’s chances. McCain leads among “Matures,” those over 62, by nine points, the generation that is usually the most likely to vote;

- **Gender:** There is currently no gender gap in this election. Obama's lead is almost the same among men (+8 points) and women (+10 points);
- **Race:** Obama currently wins virtually all the African-American vote (+91) and most of the crucial Hispanic vote (+25) but loses the white vote by eight points. In the past whites were more likely to vote than blacks or Hispanics;
- **Education:** In many elections, those with only a high school education or less vote heavily Democratic; in this poll, McCain actually leads by four points. This is the group where Obama's race is most likely to hurt him. Obama leads among those with some college (+16), college graduates (+14) and has his biggest lead among those with post-graduate education (+30). However because more educated people are more likely to vote these findings are not good news for McCain;
- **Income:** There is only a modest correlation between income and voting intentions. Obama leads among all income groups, with a 17 point lead among those with less than \$35,000 and six points among those earning \$75,000 or more;
- **Party Identification:** Unsurprisingly, most Democrats prefer Obama (+72) and most Republicans favor McCain (+71). The crucial Independent vote currently tilts toward Obama by 11 points;
- **Political Philosophy:** Conservatives favor McCain by 52 points and Liberals favor Obama by 73 points. The very important Moderate vote, a larger group than either Conservatives or Liberals, currently prefers Obama over McCain by 19 points.

Methodology

This Harris Poll[®] was conducted online within the United States between August 1 and 7, 2008 among 2,834 adults (aged 18 and over) of whom 178 or nearly 6.3% self-identified as gay, lesbian, bisexual or transgender. 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. 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. Full [data tables and methodology](#) for this study can be found at www.harrisinteractive.com.

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

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**TABLE 1
PRESIDENTIAL ELECTION VOTING INTENTIONS – ALL 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

		Barack Obama, Democratic Party	John McCain, Republican Party	Ralph Nader, Independent	Bob Barr, Libertarian Party	Other	Not Sure	Obama Lead
August 1 – 7								
Initial question	%	42	34	2	1	3	17	+8
With follow* up “leaner” question	%	46	37	3	2	4	9	+9
July 3 – 11								
Initial question	%	43	33	2	2	3	18	+10

*Those who said “not sure” were asked “Well, if you had to say, toward whom would you lean for president?”

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

**TABLE 1A
PRESIDENTIAL ELECTION VOTING INTENTIONS – ALL 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 GLBT adults

		Barack Obama, Democratic Party	John McCain, Republican Party	Ralph Nader, Independent	Bob Barr, Libertarian Party	Other	Not Sure	Obama Lead
August 1 – 7								
Initial question	%	66	10	3	1	3	17	+56
With follow* up “leaner” question	%	68	11	4	1	3	12	+57
July 3 – 11								
Initial question	%	60	14	3	1	6	17	+56

*Those who said “not sure” were asked “Well, if you had to say, toward whom would you lean for president?”

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

**TABLE 2
PRESIDENTIAL ELECTION VOTING INTENTIONS – REGISTERED VOTERS**

“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: Registered Voters

		Barack Obama, Democratic Party	John McCain, Republican Party	Ralph Nader, Independent	Bob Barr, Libertarian Party	Other	Not Sure	Obama Lead
August 1 – 7 Initial question	%	44	36	2	1	3	15	+8
With follow* up “leaner” question	%	47	38	3	2	3	7	+9
July 3 – 11 Initial question	%	44	35	2	2	3	16	+9

*Those who said “not sure” were asked “Well, if you had to say, toward whom would you lean for president?”

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

**TABLE 2A
PRESIDENTIAL ELECTION VOTING INTENTIONS – GLBT REGISTERED VOTERS**

“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: GLBT Registered Voters

		Barack Obama, Democratic Party	John McCain, Republican Party	Ralph Nader, Independent	Bob Barr, Libertarian Party	Other	Not Sure	Obama Lead
August 1 – 7 Initial question	%	68	10	3	1	3	15	+58
With follow* up “leaner” question	%	70	11	4	1	3	11	+59
July 3 – 11 Initial question	%	n/a	n/a	n/a	n/a	n/a	n/a	n/a

*Those who said “not sure” were asked “Well, if you had to say, toward whom would you lean for president?”

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

Note: In July, data was not broken down by Registered Voter for subgroups

**TABLE 3
DEMOGRAPHICS OF PRESIDENTIAL ELECTION VOTING INTENTIONS (WITH “LEANERS”) – AMONG REGISTERED VOTERS**

“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?”

“Well, if you had to say, toward whom would you lean for president?”

Base: All Registered Voters

		Barack Obama, Democratic Party	John McCain, Republican Party	Ralph Nader, Independent	Bob Barr, Libertarian Party	Other	Not Sure	Obama Lead
All Registered Voters	%	47	38	3	2	3	7	+9
Generation:								
Echo Boomers (18-31)	%	57	24	3	2	5	9	+33
Gen. X (32-43)	%	45	42	3	2	2	7	+3
Baby Boomers (44-62)	%	47	40	2	2	3	7	+7
Matures (63+)	%	40	49	3	1	3	5	-9
Gender:								
Male	%	48	40	2	2	2	6	+8
Female	%	47	37	3	1	4	8	+10

Race/Ethnicity:								
White	%	39	47	3	2	4	6	-8
Black	%	93	2	1	-	*	3	+91
Hispanic	%	54	29	3	1	3	11	+25
Education:								
High school or less	%	40	44	3	1	4	8	-4
Some college	%	51	35	3	1	3	7	+16
College graduate	%	51	37	3	3	1	5	+14
Post grad	%	61	31	1	2	1	4	+30
Household Income:								
Less than \$35,000	%	50	33	4	1	4	8	+17
\$35,000 - \$49,999	%	47	37	3	1	4	8	+10
\$50,000 - \$74,999	%	46	41	3	2	1	8	+5
\$75,000 or more	%	48	42	2	2	3	3	+6
Party I.D.:								
Republican	%	10	82	2	2	1	4	-72
Democratic	%	80	9	2	*	3	5	+71
Independent	%	44	33	5	2	4	12	+11
Political Philosophy:								
Conservative	%	17	69	2	3	4	6	-52
Moderate	%	52	33	3	1	3	8	+19
Liberal	%	81	8	3	1	1	5	+73

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

*Less than 0.5%.

"-" indicates no response