

Obama Has 65 Point Lead over McCain among GLBT Likely Voters Obama's 6 Point Lead among All Likely Voters Holds Steady

ROCHESTER, N.Y. – October 30, 2008 – Over 8 out of 10 likely voters (81%) who self-identify as gay, lesbian, bisexual and transgender (GLBT) favor Senator Barack Obama for President over Senator John McCain. Only 16% of GLBT likely voters expressed a preference for John McCain. In August, when registered voters were asked the same Presidential preferences, 68% of GLBT voters favored Obama with 10% expressing support for McCain.

Among all likely voters Senator Barack Obama continues to lead Senator John McCain by six percentage points. This lead has not changed since *The Harris Poll*®, conducted one week earlier.

These are some of the results of The Harris Poll, a new nationwide survey of 2,303 U.S. adults, of whom 1,695 are likely voters, surveyed online between October 20 and 27, 2008 by [Harris Interactive](#)®. A separate oversample of 231 GLBT likely voters was also conducted.

This new poll shows Obama leading McCain by 50% to 44% of likely voters with 2% supporting Ralph Nader and 1% supporting the Libertarian candidate, Bob Barr.

Other interesting results of this new Harris Poll include:

- Among those who have already voted (12% of likely voters), Obama leads McCain by 9 points – 51% to 42%;
- 15% of those who voted for George W. Bush in 2004 are likely to vote for Obama, compared to 11% of those who voted for John Kerry who are now likely to vote for McCain;
- Among those likely voters who voted in a primary or caucus, half (51%) are likely to vote for Obama while 44% are likely to vote for McCain. McCain edges Obama, 45% to 44% among those likely voters who did not vote in a primary or caucus;
- While most of those who supported Hillary Clinton in the primary election support Obama, 18% are likely voters for McCain;
- Obama voters are more likely (by 51% to 47%) than McCain supporters to say they are “absolutely certain” of how they will vote; and,
- Obama voters are more likely than McCain supporters (by 73% to 65%) to be “extremely interested” in the presidential election.

So What?

As the countdown to the election gets closer, the likelihood of John McCain closing the gap gets smaller by the day. If there is any good news for McCain it is that Obama has not been able to widen his lead, and that very

large numbers of likely voters are not “absolutely certain” of their current preferences. But, there is also the interest factor and, if those who are extremely interested do come out and vote, this again tilts the race in Obama’s favor.

**TABLE 1
VOTING INTENTIONS OF LIKELY VOTERS**

"Next, 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?"

If “Not Sure”: “Well, if you had to say, toward whom would you lean for president? Even if you only have a very slight preference, we would like to know what it is.”

Base: Likely voters

	9/15-22	10/16-20	10/20-27
	%	%	%
Barack Obama, Democratic Party	47	50	50
John McCain, Republican Party	46	44	44
Ralph Nader, Independent	2	1	2
Bob Barr, Libertarian Party	1	1	1
Other	1	1	1
Not sure	3	3	2
Obama’s Lead	+1	+6	+6

**TABLE 2
VOTING PATTERNS**

"Next, 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?"

If “Not Sure”: “Well, if you had to say, toward whom would you lean for president? Even if you only have a very slight preference, we would like to know what it is.”

Base: Likely voters

		Barack Obama, Democratic Party	John McCain, Republican Party	Obama’s Lead
All Likely Voters	%	50	44	+6
GLBT				
GLBT Likely Voters	%	81	16	+65
2004 Vote Choice:				
Bush Voter	%	15	79	-64
Kerry Voter	%	86	11	+75
2008 Primary Voter:				
Yes	%	51	44	+7
No	%	44	45	-1
Primary Support:				
Hillary Clinton supporter	%	75	18	+57
Certainty of Vote Choice:				
Certain of vote choice	%	51	47	+4
Early Voters*				
Already voted	%	51	42	+9

* - 12% of likely voters have already voted

**TABLE 3
INTEREST IN ELECTION BY CANDIDATE CHOICE**

"How interested are you in the U.S. presidential election this year."

Base: Likely voters

	Total	Vote Choice		GLBT Voters
		Obama Voter	McCain Voter	
	%	%	%	%
Extremely interested	68	73	65	58
Very interested	19	18	21	18
Interested	9	6	10	5
Somewhat interested	4	2	4	14
Not interested at all	*	*	*	5

Note: * indicates less than 0.5%

**TABLE 4
VOTING INTENTIONS OF GLBT VOTERS**

"Next, 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?"

If "Not Sure": "Well, if you had to say, toward whom would you lean for president? Even if you only have a very slight preference, we would like to know what it is."

Base: GLBT voters

	Registered Voters	Likely Voters
	8/1-7	10/20-27
	%	%
Barack Obama, Democratic Party	68	81
John McCain, Republican Party	10	16
Ralph Nader, Independent	3	-
Bob Barr, Libertarian Party	1	*
Other	3	1
Not sure	15	1
Obama's Lead	+58	+65

Methodology

This Harris Poll[®] was conducted online within the United States between October 20 and 27, 2008 among 2,303 adults (aged 18 and over), of whom 1,695 were likely voters, including an over-sample of 231 likely voters who 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.

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.

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