
THE OHIO POLL*

FOR RELEASE

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MCCAIN HOLDS SLIGHT EDGE, BUT MANY VOTERS STILL EVALUATING THE CANDIDATES

Cincinnati, OH--The first Ohio Poll conducted with likely voters in the fall 2008 presidential election finds U.S. Senator John McCain holds a slight lead over U.S. Senator Barack Obama, 48 to 44 percent. However, nearly a quarter of Ohio's likely voters have not yet made a definite vote choice.

These findings are based on the latest Ohio Poll, conducted by the Institute for Policy Research at the University of Cincinnati. The Ohio Poll is sponsored by the University of Cincinnati. The Poll was conducted from September 5 through September 10, 2008.

2008 PRESIDENTIAL RACE: MCCAIN VS. OBAMA

The race for president has the early makings of a close battle for Ohio's 20 electoral votes.

The latest Ohio Poll finds that 48 percent of Ohio's likely voters support Senator John McCain, while 44 percent support Senator Barack Obama. An additional five percent of Ohio's likely voters say they will vote for another candidate, and four percent are undecided as to their presidential vote.

NO REST FOR THE WEARY IN OHIO

Eric W. Rademacher, The Ohio Poll's Co-Director, said, "Both campaigns have many hours of work ahead if they want to secure a path to the presidency through Ohio." Two findings of the Poll suggest the presidential race in Ohio may have a long way to go:

First, a large portion of likely voters (23%) may still be "up for grabs": nineteen percent say they might change their mind and switch candidates before Election Day, and four percent are undecided as to which candidate they will choose.

Second, more Democrats than Republicans currently express intent to cross party lines on November 4. While 11 percent of Democratic likely voters currently say they will vote for McCain, just five percent of Republican likely voters currently intend to vote for Obama. While this bears watching, early partisan "defectors" often "come home" to support their party's candidate by Election Day.

Rademacher noted, "After a relatively quiet summer, Ohio voters are becoming more engaged with the presidential campaigns. The dynamics of this race may change as voters make final decisions based on candidate performances in Ohio and on the national stage."

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Ohio Poll Methodology

These findings are based on the most recent Ohio Poll conducted by the Institute for Policy Research at the University of Cincinnati between September 5 and September 10, 2008.

A random sample of 775 likely voters from throughout the state was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.5 percent.

In addition to sampling error, there are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias.

Reported percentages may not total to 100% due to rounding.

Results reported for subgroups have potential for somewhat larger variation than those for the entire population.

Respondents to the Ohio Poll were asked:

- “Suppose the election for president was being held today and the candidates were . . . John McCain and Sarah Palin, the Republicans . . . Barack Obama and Joe Biden, the Democrats . . . Bob Barr, the Libertarian Party candidate . . . and Ralph Nader, the Independent. Which would you vote for?”
- “Do you think you will definitely vote for (INSERT CANDIDATE CHOICE) for president and vice president or do you think you might change your mind between now and Election Day?”

**2008 Presidential Race
(Likely Voters; Percentages Rounded)**

	<u>September 5-10</u>
John McCain	48%
Barack Obama	44
Other candidate	5
Don't know	4
(N=)	(747)

**2008 Presidential Race: Level of Candidate Commitment
(Likely Voters; Percentages Rounded)**

	<u>September 5-10</u>
Definitely voting for candidate choice	77%
Might change mind about candidate choice	19
Undecided about candidate choice	4
(N=)	(746)

Ohio Poll #115

2008 Presidential Election

		MCCAIN & PALIN	OBAMA & BIDEN	BARR	NADER	OTHER	DON'T KNOW
Ohio Likely Voters		48%	44%	2%	3%	0%	4%
Age of Respondent	18 to 29	33%	60%	1%	6%		
	30 to 45	50%	41%	3%	4%		1%
	46 to 64	53%	40%	1%	2%		5%
	65 and over	49%	40%	1%	1%	0%	8%
Race	African-American*	1%	93%		5%		2%
	White	53%	39%	2%	3%	0%	4%
Sex	Male	51%	41%	3%	3%		2%
	Female	45%	47%	0%	3%	0%	5%
Sex and Race Combined Variable	African-American*	1%	93%		5%		2%
	White male	55%	36%	3%	3%		2%
	White female	50%	42%	0%	3%	0%	5%
Education	Less than high school*	32%	63%				4%
	High school graduate	42%	49%	2%	3%		4%
	Some college	52%	37%	1%	6%	0%	4%
	College graduate	50%	44%	2%	1%		3%
Geographical Region	Northeast Ohio	48%	44%	0%	3%	0%	5%
	Northwest Ohio	41%	47%	4%	4%		4%
	Central Ohio	48%	46%	2%	1%		3%
	Southeast Ohio*	52%	40%	2%	1%		5%
	Southwest Ohio	49%	43%	2%	4%		2%
Ideology	Liberal	13%	76%	3%	4%	0%	4%
	Moderate	39%	51%	1%	4%		5%
	Conservative	80%	17%	1%	1%		1%
Party Identification	Democrat	11%	82%	0%	5%	0%	3%
	Independent*	39%	36%	8%	4%		13%
	Republican	90%	5%	2%	1%		2%

Ohio Poll #115, September 2008
 Institute for Policy Research
 University of Cincinnati

*Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.