

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

McCain opens up Ohio lead

Raleigh, N.C. – White voters and independents are moving strongly in John McCain’s direction in Ohio, allowing him to open up a 48-44 lead in the newest survey from Public Policy Polling.

McCain and Obama had been tied in last month’s Ohio poll. White voters who had been undecided are breaking strongly for McCain. Where he had an 11 point lead with them last month, it is now 18. The Republican nominee has also greatly improved his standing among independent voters. He has an eight point lead with them now after Obama had a 17 point advantage with them in the August poll.

“There is a troubling trend for Barack Obama of undecided white voters in many of the swing states moving into John McCain’s camp,” said Dean Debnam, President of Public Policy Polling. “He’s going to be in trouble if he can’t get that turning back in the other direction.”

One factor that may be helping McCain to move up in the polls is his selection of Sarah Palin as his running mate. 43% of those surveyed said her presence on ticket made them more likely to vote McCain, while just 30% said the same about Obama’s choice of Joe Biden.

There’s a significant gender gap in the state’s results right now, with Obama leading by five points among women but trailing by 16 with men. Obama has an advantage with voters under 30, but John McCain leads each of the other age categories.

PPP will have new numbers for Virginia tomorrow.

PPP surveyed 1,077 likely voters from September 13th to 14th. The survey’s margin of error is +/-3.0%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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Ohio Poll

Q1 The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3.

McCain.....48% *Undecided*..... 7%

Obama.....44%

Q2 Are you firmly committed to your choice for President, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

Firmly Committed.....91%

Could Change Mind..... 9%

Q3 Did Barack Obama's selection of Joe Biden as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely..... 30% *No Difference*..... 38%

Less Likely 32%

Q4 Did John McCain's selection of Sarah Palin as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely43% *No Difference*.....21%

Less Likely.....36%

Q5 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban..... 18%

Suburban42%

Rural.....20%

Small Town.....20%

Q6 If you are a woman, press 1, if a man, press 2.

Woman56%

Man.....44%

Q7 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat.....43%

Republican.....37%

Other.....20%

Q8 If you are white, press 1. If you are African-American, press 2. If other, press 3.

White85%

African American 12%

Other..... 3%

Q9 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 13%

30 to 45.....29%

46 to 65.....38%

Older than 65.....20%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
McCain/Obama					
McCain	48%	35%	48%	59%	52%
Obama	44%	62%	45%	33%	38%
Undecided	7%	3%	8%	8%	11%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Change Mind					
Firmly Committed	91%	92%	90%	91%	90%
Could Change Mind	9%	8%	10%	9%	10%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Biden Pick					
More Likely	30%	42%	30%	22%	24%
Less Likely	32%	29%	29%	41%	32%
No Difference	38%	28%	41%	37%	44%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Pick					
More Likely	43%	36%	43%	50%	44%
Less Likely	36%	44%	36%	31%	35%
No Difference	21%	20%	22%	18%	21%





	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	48%	44%	54%
Obama	44%	49%	38%
Undecided	7%	7%	8%

	Base	Gender	
		Woman	Man
Change Mind			
Firmly Committed	91%	91%	90%
Could Change Mind	9%	9%	10%

	Base	Gender	
		Woman	Man
Biden Pick			
More Likely	30%	31%	28%
Less Likely	32%	27%	38%
No Difference	38%	41%	34%

	Base	Gender	
		Woman	Man
Palin Pick			
More Likely	43%	41%	46%
Less Likely	36%	38%	34%
No Difference	21%	21%	20%





	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	48%	16%	89%	45%
Obama	44%	78%	8%	37%
Undecided	7%	6%	3%	18%

	Base	Party		
		Democrat	Republican	Other
Change Mind				
Firmly Committed	91%	92%	93%	84%
Could Change Mind	9%	8%	7%	16%

	Base	Party		
		Democrat	Republican	Other
Biden Pick				
More Likely	30%	49%	10%	23%
Less Likely	32%	21%	46%	30%
No Difference	38%	30%	44%	47%

	Base	Party		
		Democrat	Republican	Other
Palin Pick				
More Likely	43%	21%	71%	41%
Less Likely	36%	58%	10%	36%
No Difference	21%	21%	19%	23%





	Base	Race		
		White	African American	Other
McCain/Obama				
McCain	48%	55%	7%	40%
Obama	44%	37%	92%	48%
Undecided	7%	8%	2%	12%

	Base	Race		
		White	African American	Other
Change Mind				
Firmly Committed	91%	90%	97%	91%
Could Change Mind	9%	10%	3%	9%

	Base	Race		
		White	African American	Other
Biden Pick				
More Likely	30%	25%	60%	31%
Less Likely	32%	35%	10%	25%
No Difference	38%	39%	29%	44%

	Base	Race		
		White	African American	Other
Palin Pick				
More Likely	43%	47%	19%	27%
Less Likely	36%	34%	51%	50%
No Difference	21%	19%	31%	23%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	48%	43%	53%	47%	49%
Obama	44%	49%	42%	45%	42%
Undecided	7%	8%	5%	8%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change Mind					
Firmly Committed	91%	94%	90%	91%	90%
Could Change Mind	9%	6%	10%	9%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Pick					
More Likely	30%	30%	25%	31%	35%
Less Likely	32%	32%	31%	32%	33%
No Difference	38%	38%	44%	38%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Pick					
More Likely	43%	42%	47%	40%	46%
Less Likely	36%	37%	33%	39%	34%
No Difference	21%	21%	20%	21%	20%

