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McCain Holds Slight Lead Over Obama in Michigan

LANSING, Mich. — While the delegate dance between Democratic presidential candidates Hillary Clinton and Barack Obama appears to be coming to an end, a recent poll shows that the presumptive winner – Obama – would be edged out in Michigan by Republican candidate John McCain.

The poll indicates that Michigan voters prefer McCain over his Democratic competitor by 4 percent in the race for the 2008 presidential election. McCain leads Obama with 38 percent support of Michigan's likely voters compared to Obama's 34 percent. Another 20 percent of voters remain undecided.

"John McCain has an excellent track record in this state," said Kelly Rossman-McKinney, president of The Rossman Group. "Michigan voters, however, have not elected a Republican presidential candidate in 20 years. This means he will have to work that much harder."

The survey was conducted by Denno Noor Research in partnership with The Rossman Group and Michigan Information & Research Services (MIRS). The Rossman Group was recently named Lansing's Most Effective Public Relations Firm by a survey of political insiders, and MIRS is Michigan's leading daily legislative and state government newsletter.

The question was worded as follows:

"If the election for President of the United States was being held right now, who do you think you would vote for, Barack Obama the Democrat or John McCain the Republican?"

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“Not surprisingly, the poll finds African-American communities and urban centers to be among Obama’s largest supporters,” said Denno Noor President Dennis Denno. “Voters in the City of Detroit preferred Obama over McCain 79 to 12 percent. The typically Republican west side of the state also stuck to their political traditions – 40 percent of voters said they would vote for McCain – 10 percent more than those who support Obama”.

“Considering that John McCain won Michigan’s Republican primary in 2000 and finished a strong second in 2008, the early numbers indicate that he could still be the state’s darling,” said MIRS President John Reurink. “The poll also raises the question about Michigan’s presidential trends. Democrats have won this state in each of the last four presidential elections, but by ever decreasing margins. Will this be the year Michigan goes red?”

“Michigan’s 17 electoral votes will be critical to whoever wins in 2008,” said Rossman-McKinney. “With 20 percent of Michigan voters still undecided, voters can expect to be seeing and hearing a lot from both candidates over the next year.”

Methodology:

This survey was part of the Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. 600 respondents were surveyed between May 17 and May 21, and the participation was stratified based on census data and past voter behavior. A screen was employed to include only those participants who said they intended on voting, either at the polls or by absentee ballot, in the November 2008 Election. The margin of error is plus/minus four percent.

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