

Talking to America Part II:

Three Quarters (74%) of Adults Say that They are Very Determined to Cast their Vote on Election Day

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Ipsos Reid

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Toronto, ON – With the Republican National Convention underway, a new Global Television poll of Americans conducted by Ipsos Reid finds that 74% are ‘very determined’ and ‘nothing is going to stop’ them from voting. One in ten (13%) is ‘somewhat determined’ but ‘still thinking about whether’ to vote. Four percent (4%) are ‘not very determined’, saying ‘it really is a long shot unless something changes’, and 7% are ‘not at all determined’ because ‘they couldn’t care’ or ‘couldn’t be bothered’.

Similarly, the poll of 1,132 Americans also found that more than three quarters (76%) of adults are very certain that they will go out and vote on Election Day, and an additional 10% are somewhat certain. Just 13% are not very or not at all certain that they will cast their vote on November 4th.

Older adults are more likely than those who are younger to show up to the polls: Nine in ten (89%) adults aged 40+ are very certain that they will cast their vote versus three quarters (75%) of those under 30.

Republicans (89%) are also more likely to be very certain that they will vote of Election Day than Democrats (83%), while Independents are least likely to be sure (62%).

Those who are ‘very certain’ that they will head to the polls also tend to be ‘very determined’ to go out and vote. Nearly nine in ten republicans (88%) say nothing would stop them from



voting versus 82% of Democrats and 58% of Independents. Republican men (85%) are most likely to express this level of determination to vote.

These are the findings of an Ipsos Reid poll conducted on behalf of Global Television from August 7 to August 12, 2008. For the survey, a representative randomly selected sample of 1132 adult Americans was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 2.9 percentage points, 19 times out of 20, of what they would have been had the entire adult population of the United States of America been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual American population according to Census data.

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