

Talking to America Part III:

Americans Choose McCain (50%) over Obama (40%) to Keep America Strong in the World

Public Release Date: Thursday, September 4, 2008, 6:00 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>***

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



Talking to America Part III:

Americans Choose McCain (50%) over Obama (40%) to Keep America Strong in the World

Toronto, ON – With the Republican National Convention coming to a close, a new Global Television poll of Americans conducted by Ipsos Reid finds that among registered voters, John McCain (50%) is seen as the favourite over Barack Obama (40%) to ‘keep America strong in the World.’

Similarly, the poll of 1,132 Americans also found that McCain (45%) leads Obama (40%) in the ability to ‘safeguard America from any future terrorist attacks’. Republicans (86% in favor of McCain) remained much more loyal to their party leader than Democrats (70% in favor of Obama), and among Independents, 39% said that McCain would be best suited for this role (versus 37% support for Obama).

When asked how the candidates positions on ‘keeping America safe from terrorism’ will affect their voting intentions, 89% said that it will either influence them ‘a great deal’ (74%) or ‘somewhat’ (15%). Among Republicans, this figure jumps to 97%, with 91% of Democrats and 82% of Independents saying the same. Only 10% of those surveyed said that the candidates’ position on keeping America safe from terrorism would not affect how they cast their ballots.

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.

For more information on this news release, please contact:

***Dr. Michael Gross
Associate Vice President
Ipsos Public Affairs
(202) 420-2012***

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>