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Interview dates: September 29, 2008
Interviews: 760 undecided voters; 547 respondents who watched the 1st presidential debate

Ipsos/McClatchy Post Debate Poll

PROJECT #81-5861-99

NOTE: all results shown are percentages unless otherwise labeled.

These are some of the findings of an Ipsos online poll conducted last September 29th. For this survey, a national sample of 760 undecided voters from Ipsos' U.S. online panel was interviewed online. Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

PERCENTAGES ARE REPORTED ON REGISTERED VOTERS ONLY

1. Did you watch all, most, some, or none of the presidential candidate debate on Friday, September 26?

Base: Undecided voters.

	TOTAL
All	16
Most	15
Some	25
None	45

[IF NONE, ASK Q2, ELSE SKIP TO Q3]

2. Did you do any of the following? (Select all that apply)

Base: Undecided voters.

	TOTAL
Talked to friends, family, or co-workers about the debate	38
Watched post debate analysis on TV	36
Read post debate analysis in a Newspaper	22
Read post debate analysis on the Internet	17
Listened to post debate analysis on the radio	10
I did not do any of the above	37

3. Regardless of which candidate you happen to support, who do you think did the better job in the debate?
(Please select a single response.)

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

	TOTAL
Barack Obama	58
John McCain	42

4. Thinking about the following characteristics and qualities, how much do you agree or disagree with how [INSERT ITEM] performed during the September 26 debate.
(Please select a single response per statement.)

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

Barack Obama (TOTAL)

	Total Agree	Total Disagree	Agree Strongly	Agree Somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly
Expressed himself more clearly than his opponent	43	18	9	21	45	19	5
Had a good understanding of the issues	49	17	12	37	34	13	4
Agreed with you more on the issues you care about	38	23	7	31	39	16	7
Was more believable	34	22	8	26	45	16	6
Was mean spirited	13	50	2	11	36	29	21
Was disrespectful	13	53	3	10	34	29	24
Was more likable	42	14	10	32	43	10	4
Demonstrated he is tough enough for the job	40	19	8	32	41	14	5
Was Presidential	42	17	11	31	41	11	5

John McCain (TOTAL)

	Total Agree	Total Disagree	Agree Strongly	Agree Somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly
Expressed himself more clearly than his opponent	30	24	9	21	45	19	5
Had a good understanding of the issues	53	14	14	39	33	11	3
Agreed with you more on the issues you care about	34	28	7	26	39	20	8
Was more believable	33	23	10	23	44	17	7
Was mean spirited	22	40	6	16	38	24	16
Was disrespectful	18	44	5	13	38	25	18
Was more likable	24	27	7	17	49	20	6
Demonstrated he is tough enough for the job	55	11	16	39	34	7	4
Was Presidential	45	16	13	33	39	11	5

5. How has your opinion of the candidates been affected by the debate? Is your opinion more favorable, less favorable or it has not changed much?

(Please select a single response per statement.)

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

More favorable

	TOTAL
Barack Obama	20
John McCain	15

Less favorable

	TOTAL
Barack Obama	14
John McCain	19

Has not changed much

	TOTAL
Barack Obama	66
John McCain	66

**6. Who do you trust more to handle the responsibilities of commander in chief of the military?
(Please select a single response.)**

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

	TOTAL
Barack Obama	32
John McCain	68

**7. How much do you agree or disagree that [INSERT ITEM] will perform better than his opponent on the following issues?
(Please select a single response per statement.)**

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

Barack Obama (TOTAL)

	Total Agree	Total Disagree	Agree Strongly	Agree Somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly
Improving the US Image abroad	48	18	14	34	35	12	6
Protecting the US against foreign aggression	27	33	7	20	41	23	10

John McCain (TOTAL)

	Total Agree	Total Disagree	Agree Strongly	Agree Somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly
Improving the US Image abroad	30	28	9	21	42	20	8
Protecting the US against foreign aggression	59	12	23	36	29	9	3

**8. Do you think John McCain's criticisms of Barack Obama were fair, or not?
(Please select a single response.)**

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

TOTAL	
Yes, fair	56
No, not fair	44

9. Do you think Barack Obama's criticisms of John McCain were fair, or not?

(Please select a single response.)

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

TOTAL	
Yes, fair	60
No, not fair	40

10. If you were forced to choose after watching this debate, who are you leaning to support in the upcoming presidential election on November 4th?

(Please select a single response.)

Base: Those who watched all of the debate or watched at least some of the debate and selected at least one of the attributes (excluding "none of the above") at Q2.

TOTAL	
Barack Obama and Joe Biden, the Democrats	53
John McCain and Sarah Palin, the Republicans	47