



1146 19<sup>th</sup> St., NW, Suite 200  
Washington, DC 20036  
(202) 463-7300

Interview dates: October 16-20, 2008  
Interviews: 1,056 adults; 773 likely voters  
Margin of error:  $\pm 3.0$  for all adults;  $\pm 3.5$  for likely voters

**Ipsos/McClatchy Poll  
PROJECT #81-4621-23**

**NOTE: all results shown are percentages unless otherwise labeled.**

*These are some of the findings of an Ipsos poll conducted October 16-20. For the survey, a nationally representative, randomly selected sample of exactly 1,056 adults aged 18 and older across the United States was interviewed by Ipsos. With a sample of this size, the results are considered accurate within  $\pm 3.0$  percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled. Likely voters are defined as individuals currently registered to vote, who voted in the 2004 Presidential election, are a 7-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Individuals who did not vote in the 2004 Presidential election qualify as likely voters if they are registered to vote, are an 8-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Those individuals who have already cast their vote through early voting or an absentee ballot automatically qualify as likely voters. We interviewed 773 likely voters. With a sample of this size, the results are considered accurate within  $\pm 3.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual U.S. population according to U.S. Census figures. Interviews were conducted with respondents on land-line telephones and cellular phones. Respondents had the option to be interviewed in English or Spanish.*

**PERCENTAGES ARE REPORTED ON LIKELY VOTERS ONLY, UNLESS NOTED OTHERWISE**

**\*NOTE – Results from earlier than 10/16-20/08 are reported for REGISTERED VOTERS, rather than LIKELY VOTERS**

1a-b. **(IF ALREADY VOTED, ASK:)** For whom did you vote for President?

**(IF NOT ALREADY VOTED, ASK:)** If the election for president were held today and the candidates were **(READ ANSWER LIST)**, for whom would you vote?

**(IF NO CANDIDATE PROVIDED, ASK:)** Do you lean more toward...

	<u>10/16- 20/08</u>	<u>10/9- 13/08</u>	<u>10/2- 6/08</u>	<u>9/26- 29/08</u>	<u>9/18- 22/08</u>	<u>9/11- 15/08</u>	<u>9/5- 9/08</u>
Barack Obama for president and Joe Biden for vice president, the Democrats	50	48	47	46	44	45	45
John McCain for president and Sarah Palin for vice president, the Republicans	42	39	40	42	43	45	46
Ralph Nader for president and Matt Gonzalez for vice president, the Independents	1	2	3	2	2	2	2
Bob Barr for president and Wayne Allyn Root for vice president, the Libertarians	0	1	1	1	2	1	1
None / Don't know	7	10	9	9	9	7	6

**(Q1c. ASKED ONLY OF RESPONDENTS WHO DID INITIALLY PROVIDE A CANDIDATE.)**

1d. In November, will you definitely vote for that candidate, probably vote for that candidate, or do you think you could change your mind before the election in November?

<b>OBAMA / BIDEN (Base: 373)</b>	<b><u>10/16- 20/08</u></b>	<b><u>10/9- 13/08</u></b>	<b><u>10/2- 6/08</u></b>	<b><u>9/26- 29/08</u></b>	<b><u>9/18- 22/08</u></b>	<b><u>9/11- 15/08</u></b>	<b><u>9/5-9/08</u></b>
Definitely will vote for candidate	92	85	79	77	80	80	80
Probably will vote for candidate	6	8	13	13	11	13	12
Could change mind	2	5	8	8	7	7	8
DK/NS	0	2	0	1	2	-	0
<b>McCAIN / PALIN (Base: 299)</b>	<b><u>10/16- 20/08</u></b>	<b><u>10/9- 13/08</u></b>	<b><u>10/2- 6/08</u></b>	<b><u>9/26- 29/08</u></b>	<b><u>9/18- 22/08</u></b>	<b><u>9/11- 15/08</u></b>	<b><u>9/5-9/08</u></b>
Definitely will vote for candidate	81	82	76	74	72	71	77
Probably will vote for candidate	12	11	14	18	17	16	13
Could change mind	7	6	9	8	10	12	10
DK/NS	-	1	1	0	0	0	0

3. Who's stronger on...?

	(NOT READ)				
	Barack Obama	John McCain	Both equally	Neither	DK/NS
Foreign policy					
<b>10/16-20/08</b>	41	51	2	4	2
<b>10/2-6/08</b>	39	54	0	4	3
<b>9/18-22/08</b>	39	53	1	3	4
<b>9/5-9/08</b>	36	55	2	2	4
Healthcare					
<b>10/16-20/08</b>	56	32	2	7	3
<b>10/2-6/08</b>	53	34	1	7	5
<b>9/18-22/08</b>	50	36	1	8	6
<b>9/5-9/08</b>	50	37	1	6	6
Jobs and the economy					
<b>10/16-20/08</b>	54	38	2	4	2
<b>10/2-6/08</b>	52	37	2	5	4
<b>9/18-22/08</b>	48	40	1	6	3
<b>9/5-9/08</b>	48	43	1	5	4
Leadership					
<b>10/16-20/08</b>	48	46	1	2	3
<b>10/2-6/08</b>	47	46	3	2	2
<b>9/18-22/08</b>	42	50	2	3	4
<b>9/5-9/08</b>	42	51	3	3	2
National security					
<b>10/16-20/08</b>	40	52	3	3	2
<b>10/2-6/08</b>	35	58	1	3	3
<b>9/18-22/08</b>	32	60	2	3	2
<b>9/5-9/08</b>	33	59	2	3	3
Representing change					
<b>10/16-20/08</b>	61	28	4	5	2
<b>10/2-6/08</b>	58	31	2	6	3
<b>9/18-22/08</b>	57	32	2	6	3
<b>9/5-9/08</b>	53	38	2	4	2
Family values					
<b>10/16-20/08</b>	48	40	8	2	2
<b>10/2-6/08</b>	47	41	5	2	5
<b>9/18-22/08</b>	46	43	6	3	3
Taxes					
<b>10/16-20/08</b>	49	41	3	3	4
<b>10/2-6/08</b>	45	39	2	6	8
<b>9/18-22/08</b>	47	41	1	5	5

3a. Which one of these issues would you say is most important when thinking about the current Presidential election campaign?

	Most Important Issue			Most + 2 <sup>nd</sup> Most Important Issue		
	<u>10/16- 20/08</u>	<u>10/2- 6/08</u>	<u>9/18- 22/08</u>	<u>10/16- 20/08</u>	<u>10/2- 6/08</u>	<u>9/18- 22/08</u>
Jobs and the economy	43	42	36	68	65	59
National security	14	16	16	31	33	35
Leadership	10	11	12	19	18	19
Healthcare	8	8	8	23	22	25
Taxes	7	3	2	14	12	10
Family Values	6	9	8	11	15	16
Representing change	4	6	9	9	12	15
Foreign policy	4	4	5	16	18	13
None	2	1	1	2	1	1
DK/NS	2	0	2	3	0	2

<b>LIKELY VOTER STUDY</b>
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LV1. Are you currently registered to vote, or not? **(BASED ON ALL ADULTS, NOT JUST LIKELY VOTERS)**

<b>Base: 1,056</b>	<b><u>10/16-20/08</u></b>
Yes	83
No	17

LV1a. Sometimes things come up and people are not able to vote. In the 2004 election for President, did you happen to vote? **(BASED ON REGISTERED VOTERS)**

<b>Base: 839</b>	<b><u>10/16-20/08</u></b>
Yes	87
No	12
(DO NOT READ) Not sure	1

LV1b. Why not? (DO NOT READ RESPONSES) **(BASED ON REGISTERED VOTERS WHO DID NOT VOTE IN 2004)**

<b>Base: 68</b>	<b><u>10/16-20/08</u></b>
Did not live in state/district at the time	27
Too young to vote at the time	18
Not registered, too busy, something came up	13
Other	0
(DO NOT READ) Not sure	42

LV2. On November 4th, the election for President will be held. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming presidential election? 8. You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote. (ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.) **(BASED ON REGISTERED VOTERS)**

<b>Base: 839</b>	<b><u>10/16-20/08</u></b>
10 (completely certain you will vote)	88
9	4
8	1
7	1
6	1
5	1
4	0
3	0
2	1
1 (completely certain you will NOT vote)	2
(DO NOT READ) Not sure	1

LV3. How much interest do you have in following news about the campaign for President? (READ LIST ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.) **(BASED ON REGISTERED VOTERS)**

<b>Base: 839</b>	<b><u>10/16-20/08</u></b>
A great deal	49
Quite a bit	32
Only some	12
Very little	4
No interest at all	3
(DO NOT READ) Not sure	0

**PARTY AFFILIATION / IDEOLOGY**

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

**(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)**

2b. Do you lean strongly or only moderately toward the Democratic Party?

2c. Do you lean strongly or only moderately toward the Republican Party?

2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	<u>10/16- 20/08</u>	<u>10/9- 13/08</u>	<u>10/2- 6/08</u>	<u>9/26- 29/08</u>	<u>9/18- 22/08</u>	<u>9/11- 15/08</u>	<u>9/5-9/08</u>
Strongly Democrat	29	25	24	27	22	23	25
Moderately Democrat	9	11	9	10	12	12	11
Lean Democrat	14	13	15	13	14	12	13
Strongly Republican	16	16	17	17	17	18	18
Moderately Republican	8	13	11	11	11	9	11
Lean Republican	13	13	14	13	13	12	14
Independent (No lean)	11	9	10	10	10	13	7
<b>Total Democrats</b>	52	49	48	49	48	47	49
<b>Total Republicans</b>	37	42	42	41	42	40	44
<b>Initial Democrats</b>	38	36	33	36	34	35	36
<b>Initial Republicans</b>	24	29	28	28	28	28	29

1a-b. **(IF ALREADY VOTED, ASK:)** For whom did you vote for President?

**(IF NOT ALREADY VOTED, ASK:)** If the election for president were held today and the candidates were **(READ ANSWER LIST)**, for whom would you vote?

**(IF NO CANDIDATE PROVIDED, ASK:)** Do you lean more toward...

	GENDER			AGE			HISPANIC	RACE			NORTH-EAST	REGION		
	TOTAL	MALE	FEMALE	18-34	35-54	55+		WHITE	BLACK	OTHER		MID-WEST	SOUTH	WEST
Obama / Biden	50	46	53	58	50	44	78	40	95	46	54	55	44	50
McCain / Palin	42	47	37	38	43	44	15	51	1	45	35	35	49	44
Nader / Gonzalez	1	2	0	1	1	1	-	1	1	3	1	2	0	1
Barr / Root	0	0	1	-	0	1	-	0	1	-	1	0	0	-
None / Unsure	7	5	9	4	6	10	7	8	2	6	9	8	7	5