

Obama Widens Lead in Presidential Race– Obama 48%, McCain 39%

**McCain Seen As More Negative Campaigner – McCain 53%,
Obama 30%; More Than Half Report Negative Campaigning
is Not Effective (39% Effective; 57% Not Effective)**

**Health Care (32%), Energy (31%) Trump Defense as Key Funding
Priorities for Next President**



Ipsos Public Affairs



Public Release Date: Wednesday, October 15, 2008 6:00 am, EST

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos Public Affairs conducts national and international public opinion polling on behalf of The McClatchy Company, the third-largest newspaper company in the United States, a leading newspaper and internet publisher dedicated to the values of quality journalism, free expression and community service. Building on a 151-year legacy of independence, the company's newspapers and websites are steadfast defenders of First Amendment values and advocates for the communities they serve. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

To learn more, visit: www.ipsos-na.com/pa/us/

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

Obama Widens Lead in Presidential Race— Obama 48%, McCain 39%

**McCain Seen As More Negative Campaigner – McCain 53%,
Obama 30%; More Than Half Report Negative Campaigning
is Not Effective (39% Effective; 57% Not Effective)**

**Health Care (32%), Energy (31%) Trump Defense as Key Funding
Priorities for Next President**

Washington, DC – A new Ipsos/McClatchy poll of registered voters indicates that Barack Obama continues to incrementally open his lead over John McCain – 48% for Obama/Biden and 39% for McCain/Palin. Third party candidates Ralph Nader (Independent) and Bob Barr (Libertarian) received 2% and 1% respectively.

These figures show slight movement from last week's Ipsos/McClatchy poll: Obama 47% and McCain 40%.

Candidate Commitment Firming Up...

Commitment to vote for the candidates on November 4th has solidified further among registered voters. Among Obama supporters, 85% report they will definitely vote for him (up from 79% in last week's poll); among McCain supporters, 82% state they will definitely vote for him (up from last week's 76%).

Who's Going Negative?

Overall, registered voters view John McCain as the candidate engaging in more negative campaigning. More than half (53%) see McCain as the more negative campaigner, while one third (30%) of registered voters believe Barack Obama is the more negative campaigner.

And Does Going Negative Work?

Voters in the most recent Ipsos/McClatchy poll see negative campaigning as not particularly effective. Regardless how they feel about the candidates for President, nearly six in ten (57%) registered voters believe that negative campaigning is “not very” or “not at all” effective. Four in ten (39%) think negative campaigning is effective, although only one in ten (13%) see negative campaigning as “very effective.”



Focus, Focus, Focus...

As far as priorities for the next president, no single issue receives majority support as the single most important funding priority. Health care (32%) and energy (31%) receive a plurality of support – and these two issues eclipse support for defense (19%) and education (15%) funding.

These are some of the findings of an Ipsos poll conducted October 2-6. For the survey, a nationally representative, randomly selected sample of exactly 1,131 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 ± 2.9 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled. We interviewed 1,036 registered voters. With a sample of this size, the results are considered accurate within ± 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. 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.

For more information on this news release, please contact:

***Clifford Young
Senior Vice President
Ipsos Public Affairs
312-375-3328***

Releases are available at: <http://www.ipsos-na.com/news/>

About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals that helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends to develop and test emergent or existing products or services, and build brands. They also test advertising and study audience responses to various media, and measure public opinion around the globe. They help clients create long-term relationships with their customers, stakeholders or other constituencies. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and offers a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.). Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.