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than other debates), But Obama Still Seen As Debate Winner
(56% Obama / 44% McCain)**

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Ipsos Public Affairs



Public Release Date: Wednesday, October 16, 2008 5:00 pm, EST

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Washington, DC – A new Ipsos/McClatchy poll of undecided voters who watched last night's final Presidential debate indicates that Barack Obama continues to have the edge among the small number of voters who have not yet decided on a candidate. After last night's debate, more than half lean toward supporting Obama (Obama 53%/McCain 47%).

McCain Improves Debate Performance, But Obama Still Rated Better...

Both candidates performance in the final debate was viewed positively. More than half of undecideds feel that John McCain did better in the final debate in relation to the others, compared to three in ten who felt Obama improved (Obama – 29% better than other debates; McCain – 53% better than other debates). However, despite McCain's significant improvement, undecided voters chose Barack Obama as the better performer last night (56% Obama / 44% McCain). Both candidates were viewed more favorably following the debate (Obama – 27% more favorable; McCain 28% more favorable), although nearly one quarter of undecideds (23%) came away from last night's final debate with a less favorable impression of McCain (compared to only 15% less favorable opinions of Obama).

Obama Tops on Positive Characteristics...

The poll also indicates a more positive perception of Barack Obama on several qualities during the debate – undecided voters feel Obama expressed his opinions more clearly (64%; McCain 36%), was more likable (68%; McCain 32%), able to think on his feet (67%; McCain 33%), and more Presidential (53%; McCain 47%).



McCain Seen More Negatively...

While John McCain leads on “tough enough for the job” (59%; Obama 41%), McCain was also seen by undecideds as more mean spirited (68%; Obama 32%) and disrespectful (67%; Obama 33%). The candidates run neck-and-neck on the quality of being ready to be President (49% Obama/51% McCain).

McCain Holds a Lead on Foreign Affairs...

Undecided voters clearly see John McCain as ahead on issues related to defense and foreign affairs. Nearly six in ten (56%) trust John McCain more to handle the responsibilities of commander-in-chief (Obama 44%). McCain is also seen as stronger on defending the U.S. against foreign aggression (McCain 76%/Obama 24%) and working to stop the spread of terrorism (McCain 67%/Obama 33%).

But Obama Connects with Middle Class America...

On the issues which seem to resonate most with the middle class, Obama is viewed by undecideds as able to do a better job. Obama is seen as most able to bring change to Washington (Obama 67%/McCain 33%) and getting America on the right track (Obama 57%/McCain 43%). Barack Obama is also seen by seven in ten undecideds (69%) as better able to help the middle class achieve the American dream (McCain 31%) as well as better able to create more jobs (Obama 62%/McCain 38%) and better on healthcare (Obama 67%/McCain 33%).

These are some of the findings of an Ipsos online poll conducted October 15-16. For this survey, a national sample of 366 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.

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