



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

Interview dates: October 30-November 2, 2008
Interviews: 1,008 adults; 760 likely voters
Margin of error: ± 3.1 for all adults; ± 3.6 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 30-November 2. For the survey, a nationally representative, randomly selected sample of exactly 1,008 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 ± 3.1 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 760 likely voters. With a sample of this size, the results are considered accurate within ± 3.6 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>10/30- 11/2/08*</u>	<u>10/30- 11/2/08</u>	<u>10/23- 27/08</u>	<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	53	50	48	50	48	47	46	44	45	45
John McCain for president and Sarah Palin for vice president, the Republicans	46	42	42	42	39	40	42	43	45	46
Ralph Nader for president and Matt Gonzalez for vice president, the Independents	1	1	1	1	2	3	2	2	2	2
Bob Barr for president and Wayne Allyn Root for vice president, the Libertarians	0	0	1	0	1	1	1	2	1	1
None / Don't know	-	7	8	7	10	9	9	9	7	6

* FINAL ELECTION ESTIMATE (Undecided Voters were allocated using an 8-item summated issue index where a score of 8 indicates strong Obama leaners and a score of zero strong McCain leaners.)

(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?

OBAMA / BIDEN (Base: 395)	<u>10/30- 11/2/08</u>	<u>10/23- 27/08</u>	<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>
Definitely will vote for candidate	95	93	92	85	79	77	80	80	80
Probably will vote for candidate	3	5	6	8	13	13	11	13	12
Could change mind	1	2	2	5	8	8	7	7	8
DK/NS	1	-	0	2	0	1	2	-	0
McCAIN / PALIN (Base: 303)	<u>10/30- 11/2/08</u>	<u>10/23- 27/08</u>	<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>
Definitely will vote for candidate	96	91	81	82	76	74	72	71	77
Probably will vote for candidate	3	6	12	11	14	18	17	16	13
Could change mind	1	2	7	6	9	8	10	12	10
DK/NS	0	1	-	1	1	0	0	0	0

2a. If the election for president were held today and the candidates were **(READ ANSWER LIST)**, for whom would you vote?
[IF "NEITHER/NO OPINION/DK/REF" TO QU. 2a, ASK Qu. 2b] 2b. Do you lean more toward ...

	<u>10/30- 11/2/08</u>	<u>10/23- 27/08</u>	<u>10/9- 13/08</u>	<u>9/26- 29/08</u>
Barack Obama for president and Joe Biden for vice president, the Democrats	51	50	51	48
John McCain for president and Sarah Palin for vice president, the Republicans	43	45	42	45
(DO NOT READ) None / No opinion / Not sure	6	5	7	7

3. Who's stronger on...?

	(NOT READ)				
	Barack Obama	John McCain	Both equally	Neither	DK/NS
Foreign policy					
10/30-11/2/08	40	53	1	2	4
10/23-27/08	42	51	1	2	4
10/16-20/08	41	51	2	4	2
10/2-6/08	39	54	0	4	3
9/18-22/08	39	53	1	3	4
9/5-9/08	36	55	2	2	4
Healthcare					
10/30-11/2/08	56	36	1	4	3
10/23-27/08	53	37	1	5	4
10/16-20/08	56	32	2	7	3
10/2-6/08	53	34	1	7	5
9/18-22/08	50	36	1	8	6
9/5-9/08	50	37	1	6	6
Jobs and the economy					
10/30-11/2/08	50	42	2	2	4
10/23-27/08	50	43	1	4	2
10/16-20/08	54	38	2	4	2
10/2-6/08	52	37	2	5	4
9/18-22/08	48	40	1	6	3
9/5-9/08	48	43	1	5	4
Leadership					
10/30-11/2/08	50	46	2	1	1
10/23-27/08	48	46	3	1	2
10/16-20/08	48	46	1	2	3
10/2-6/08	47	46	3	2	2
9/18-22/08	42	50	2	3	4
9/5-9/08	42	51	3	3	2
National security					
10/30-11/2/08	41	54	2	1	2
10/23-27/08	41	53	2	1	3
10/16-20/08	40	52	3	3	2
10/2-6/08	35	58	1	3	3
9/18-22/08	32	60	2	3	2
9/5-9/08	33	59	2	3	3
Representing change					
10/30-11/2/08	59	33	2	3	3
10/23-27/08	59	33	1	4	3
10/16-20/08	61	28	4	5	2
10/2-6/08	58	31	2	6	3
9/18-22/08	57	32	2	6	3
9/5-9/08	53	38	2	4	2
Family values					
10/30-11/2/08	47	44	5	2	2
10/23-27/08	47	42	4	3	4
10/16-20/08	48	40	8	2	2
10/2-6/08	47	41	5	2	5
9/18-22/08	46	43	6	3	3
Taxes					
10/30-11/2/08	50	42	1	3	4
10/23-27/08	48	43	1	3	5
10/16-20/08	49	41	3	3	4
10/2-6/08	45	39	2	6	8
9/18-22/08	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?

	<u>Most Important Issue</u>					<u>Most Important + 2nd Most Important Issues</u>				
	<u>10/30-11/2/08</u>	<u>10/23-27/08</u>	<u>10/16-20/08</u>	<u>10/2-6/08</u>	<u>9/18-22/08</u>	<u>10/30-11/2/08</u>	<u>10/23-27/08</u>	<u>10/16-20/08</u>	<u>10/2-6/08</u>	<u>9/18-22/08</u>
Jobs and the economy	38	42	43	42	36	62	64	68	65	59
Leadership	15	9	10	11	12	23	17	19	18	19
National security	13	17	14	16	16	26	31	31	33	35
Family Values	10	7	6	9	8	19	15	11	15	16
Representing change	8	5	4	6	9	14	9	9	12	15
Healthcare	4	8	8	8	8	18	25	23	22	25
Foreign policy	4	5	4	4	5	14	17	16	18	13
Taxes	4	4	7	3	2	16	14	14	12	10
None	1	1	2	1	1	1	1	2	1	1
DK/NS	3	2	2	0	2	2	3	3	0	2

4. When did you make up your mind on how you would vote for President? Was it...

	<u>10/30-11/2/08</u>
Today	0
In the last week	5
In the last month	17
In the last three months	27
Longer ago than that	43
Or have you still not decided?	7
(DK/NS)	1

[IF OBAMA IN Qu.1b, Qu.1c, or Qu.1d, ASK Qu.5a. OTHERWISE SKIP TO Qu.5b]

5a. Is your vote for president mainly FOR Barack Obama or is it mainly AGAINST John McCain?

Base: 395 respondents	<u>10/30-11/2/08</u>
For Barack Obama	88
Against John McCain	10
(DK/NS)	2

[IF MCCAIN IN Qu.1b, Qu.1c or Qu.1d, Q2a or Q2b, ASK Qu.5b. OTHERWISE SKIP Qu.6]

5b. Is your vote for president mainly FOR John McCain or is it mainly AGAINST Barack Obama?

Base: 303 respondents	<u>10/30-11/2/08</u>
For John McCain	79
Against Barack Obama	18
(DK/NS)	3

6. Generally speaking, compared to other Presidential elections, has the campaign in 2008 made you feel:

	<u>10/30-11/2/08</u>
More excited and interested in voting	64
More disgusted and discouraged from voting	27
(DK/NS)	9

7. I'd like to ask you how useful different information sources were in helping you decide which presidential candidate to vote for. First, was/were **[INSERT ITEM]** very useful, somewhat useful, not too useful, or not at all useful in deciding how to vote? What about...**[INSERT SECOND ITEM]**?

	VERY USEFUL	SOMEWHAT USEFUL	NOT TOO USEFUL	NOT AT ALL USEFUL	(NOT READ) DIDN'T SEE THAT INFORMATION SOURCE	(DK/NS)
The presidential debates	46	32	8	11	2	1
Television advertisements	18	22	17	39	2	2
Television news coverage	39	34	9	17	1	0
Newspaper coverage	20	34	13	26	6	1
Personal contact from the McCain Campaign	11	17	10	42	19	1
Personal contact from the Obama Campaign	18	16	9	38	17	2

8. Regardless of which candidate you support, who do you expect will be elected President on Tuesday?

	<u>10/30-11/2/08</u>
Barack Obama	65
John McCain	28
(NOT READ) Neither	2
(DK/NS)	5

9. Would you say your opinion of **(JOHN MCCAIN/BARACK OBAMA)** is...?

	<u>10/30-11/2/08</u>	
	John McCain	Barack Obama
Very favorable	27	45
Somewhat favorable	33	17
Somewhat unfavorable	19	13
Very unfavorable	20	24
(DK/NS)	1	1

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>10/30- 11/2/08</u>	<u>10/23- 27/08</u>	<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	26	27	29	25	24	27	22	23	25
Moderately Democrat	10	9	9	11	9	10	12	12	11
Lean Democrat	14	14	14	13	15	13	14	12	13
Strongly Republican	17	20	16	16	17	17	17	18	18
Moderately Republican	12	8							
Republican			8	13	11	11	11	9	11
Lean Republican	13	15	13	13	14	13	13	12	14
Independent (No lean)	7	7							
			11	9	10	10	10	13	7
Total Democrats	50	50	52	49	48	49	48	47	49
Total Republicans	42	43	37	42	42	41	42	40	44
Initial Democrats	36	36	38	36	33	36	34	35	36
Initial Republicans	29	28	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			RACE				REGION			
	TOTAL	MALE	FEMALE	18-34	35-54	55+	HISPANIC	WHITE	BLACK	OTHER	NORTH-EAST	MID-WEST	SOUTH	WEST
Obama / Biden	53	52	54	59	51	51	65	44	97	77	61	62	42	56
McCain / Palin	46	46	45	41	47	47	34	55	3	23	39	37	56	43
Nader / Gonzalez	1	2	0	-	1	1	-	1	-	-	-	-	2	0
Barr / Root	0	0	1	-	1	1	1	0	-	-	-	1	0	1