

YES, It Can Be Done:

Ipsos Polling Aces US Election Outcome

Last Ipsos/McClatchy Poll Released Showed 53% Democrat, 46% Republican and Mirrored Popular Vote Outcome of 52.6% Democrat, 46.1% Republican



Ipsos Public Affairs

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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.

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Washington, DC—The Ipsos Public Affairs polling team aced the actual popular vote outcome of the historic US Presidential election with their last poll of the campaign collected October 30 to November 2, 2008 and released on November 3, 2008.

The poll, released with media partner the McClatchy Company, showed 53% for the Obama/Biden ticket, 46% for McCain/Palin and 1% for Nader/Gonzalez. As of the morning of November 5, 2008, the popular vote for President was 52.6% Democrat, 46.1% Republican, and 1.3 Independent.

“As a research company, each election campaign provides us the opportunity to test our mettle in the public domain by comparing our polling results to the actual outcome. And while it carries a great risk for our brand and reputation among our employees and our current and prospective clients, it’s a job we take on in countries around the world because it matters that citizens and voters assess their choices based on the most accurate and available information” said Darrell Bricker, CEO of Ipsos Global Public Affairs.

“When we have an outcome like this, it provides all of us at Ipsos and our clients —not only in the US but around the world—with confidence in what we do every day beyond the glare and scrutiny of the national and international media is hard and good work that



really matters and that they can count on. Our team was simply superb and we are very proud of them” said Jim Smith, Chairman and CEO of Ipsos North America.

Over the course of the campaign, the proudly non-partisan Ipsos team rose among America's pollster ranks to become one of the most anticipated, insightful and covered in the industry.

“We are very grateful to have had the McClatchy Company as our election polling media partner. They were, and continue to be, a hallmark for fair, balanced and intelligent media reporting and have been terrific to work with” said Darrell Bricker.

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The final Ipsos/McClatchy US election poll is at <http://www.ipsos-na.com/news/pressrelease.cfm?id=4161> .

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