

US Presidential Election

An Australian Perspective

Findings from UMR Omnibus
September 2008

- 1,000 online interviews
- Age: 18+
- Fieldwork:
 - 22-26 February
 - 16-21 May 2008
 - 20-25 June 2008
 - **19-24 September 2008**
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level:
+/- 3.1%

Summary of Findings



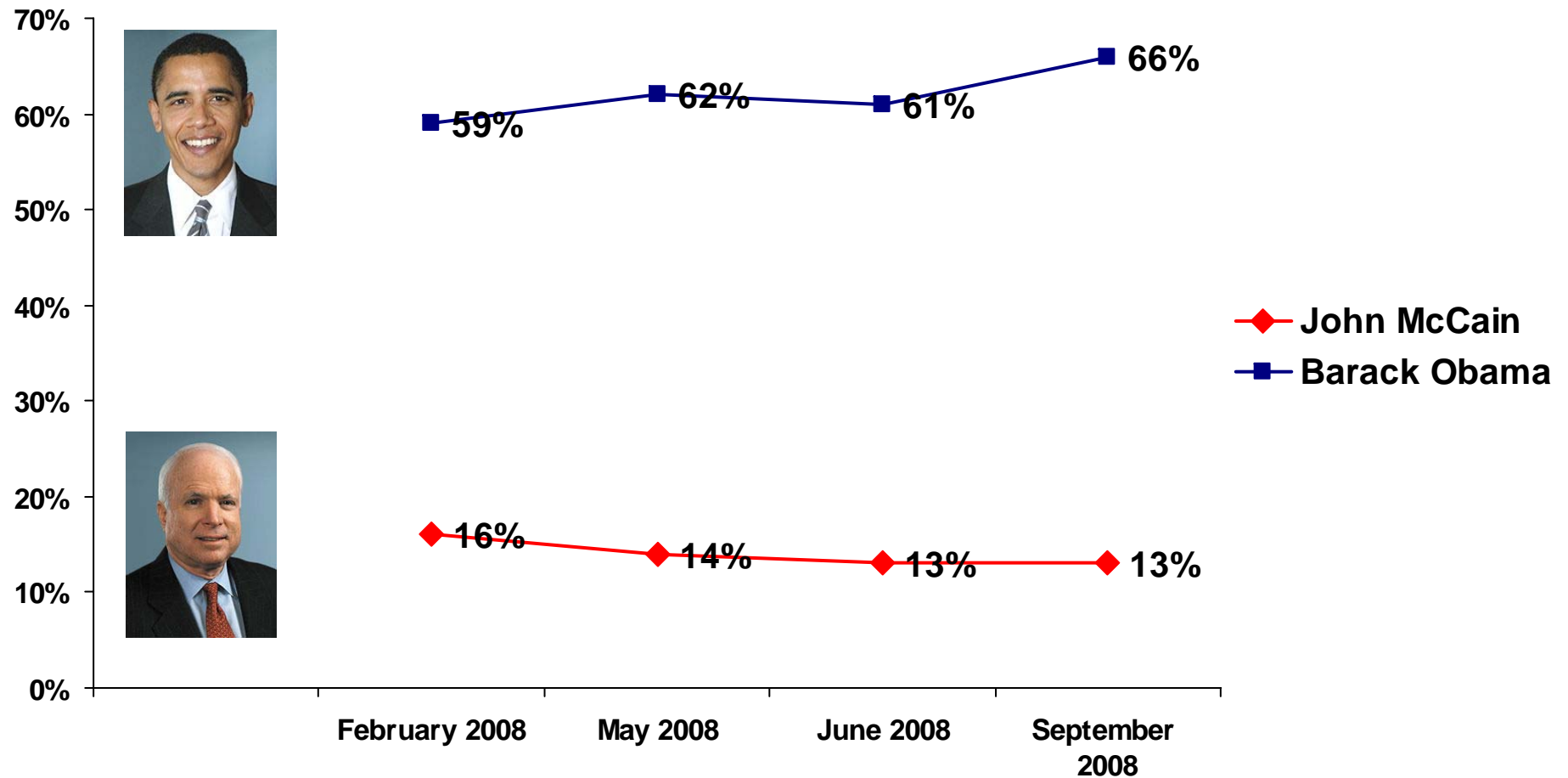
- If the US presidential election were held in Australia Barack Obama would emerge as the clear winner: 66% (up 7% since February) would prefer to see him as the next US president whilst only 13% (down 3% since February) prefer John McCain
- Younger Australians, women and Labor voters are even more enthusiastic about Barack Obama
- Expectations also favour the Democratic candidate: About 3 in 5 Australians expect Barack Obama to win the US presidential election, compared to 1 in 5 who think that John McCain will win
- US Democratic presidential candidate Barack Obama is seen favourably by 4 in 5 Australians but only 1 in 5 have a positive opinion of John McCain
- McCain's running mate Sarah Palin is quite unpopular with Australian voters with only 18% feeling positive about her (47% negative). She is particularly unpopular with older Australians.
- Democratic vice-presidential candidate Joe Biden doesn't do much better: 15% have a positive opinion of him, 19% have a negative opinion and 30% of Australians haven't even heard of him yet
- Only 1 in 10 Australians feel positive about the current US President George W. Bush whereas 4 in 10 feel positive about former president Bill Clinton and senator Hillary Clinton

Obama still much preferred to McCain



February & May 2008: If the choice was between John McCain and Barack Obama who would you prefer to see as the next US President?

June/September 2008: Who would you prefer to see as the next US President, Barack Obama or John McCain?



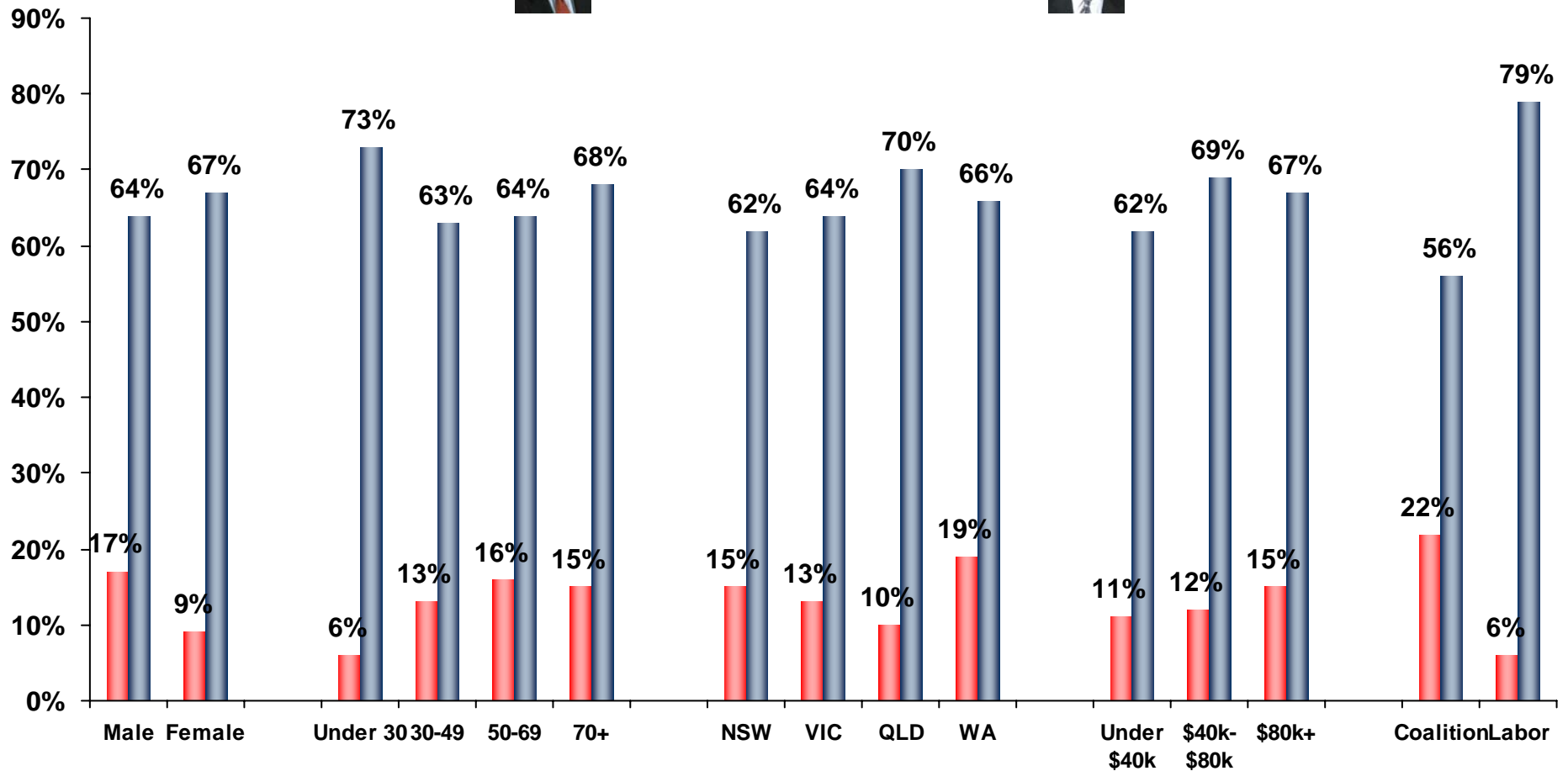
Labor voters, women and younger Australians particularly keen on Obama



Who would you prefer to see as the next US President, Barack Obama or John McCain?



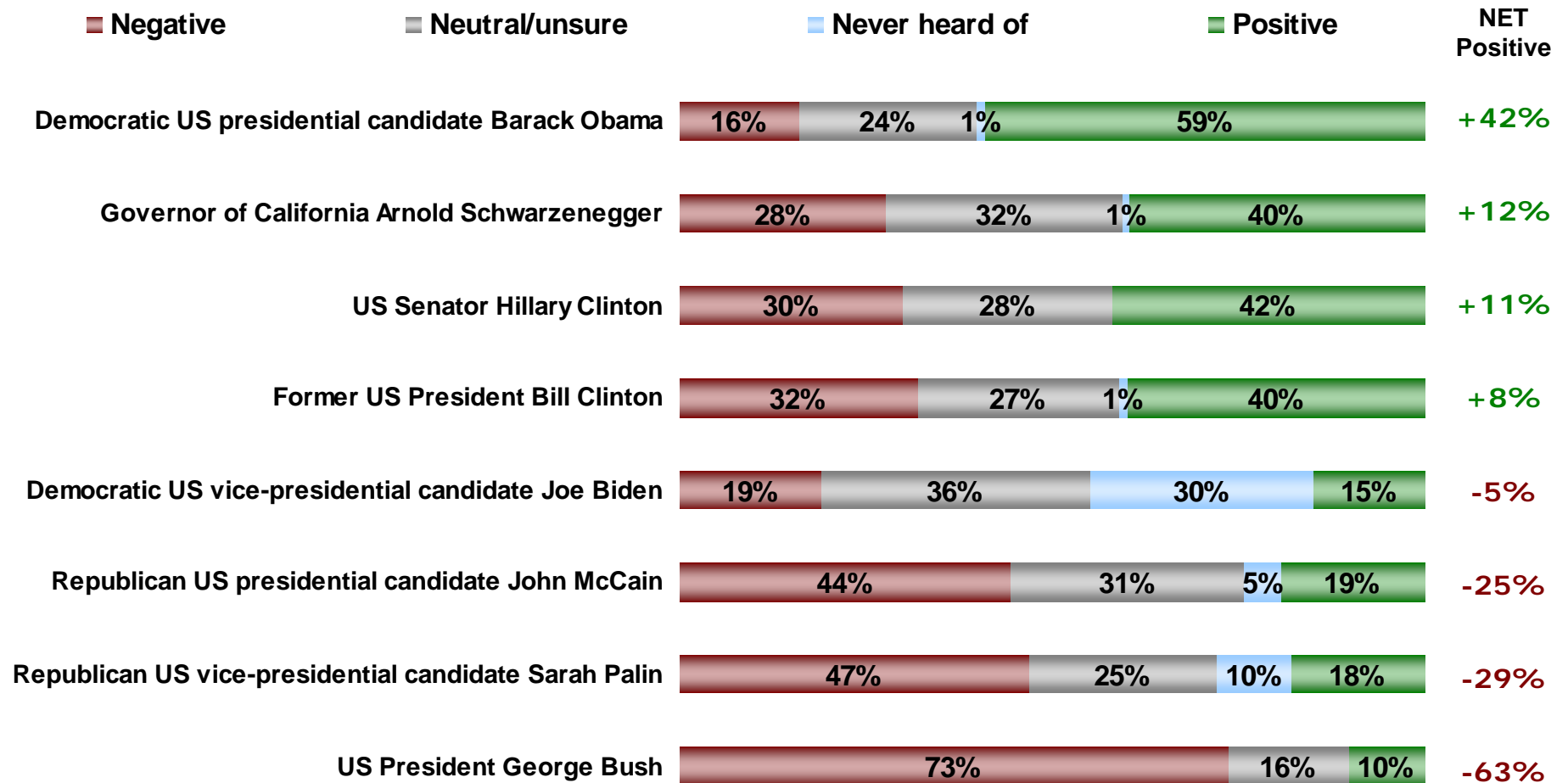
■ John McCain ■ Barack Obama



Favourability Ratings



On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.



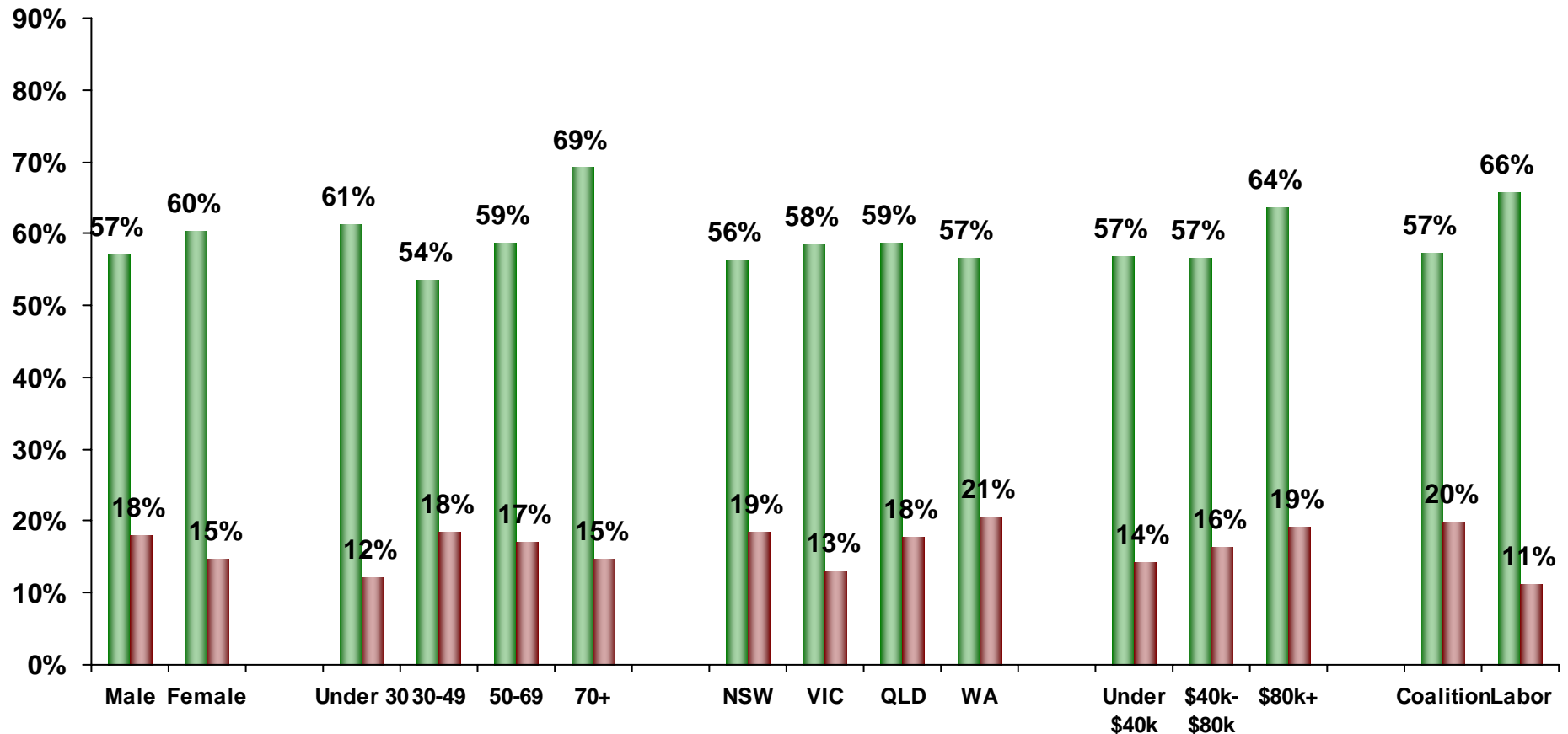
Favourability Rating Barack Obama – Demographic Breakdowns



On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.

Democratic US presidential candidate Barack Obama

■ Positive ■ Negative



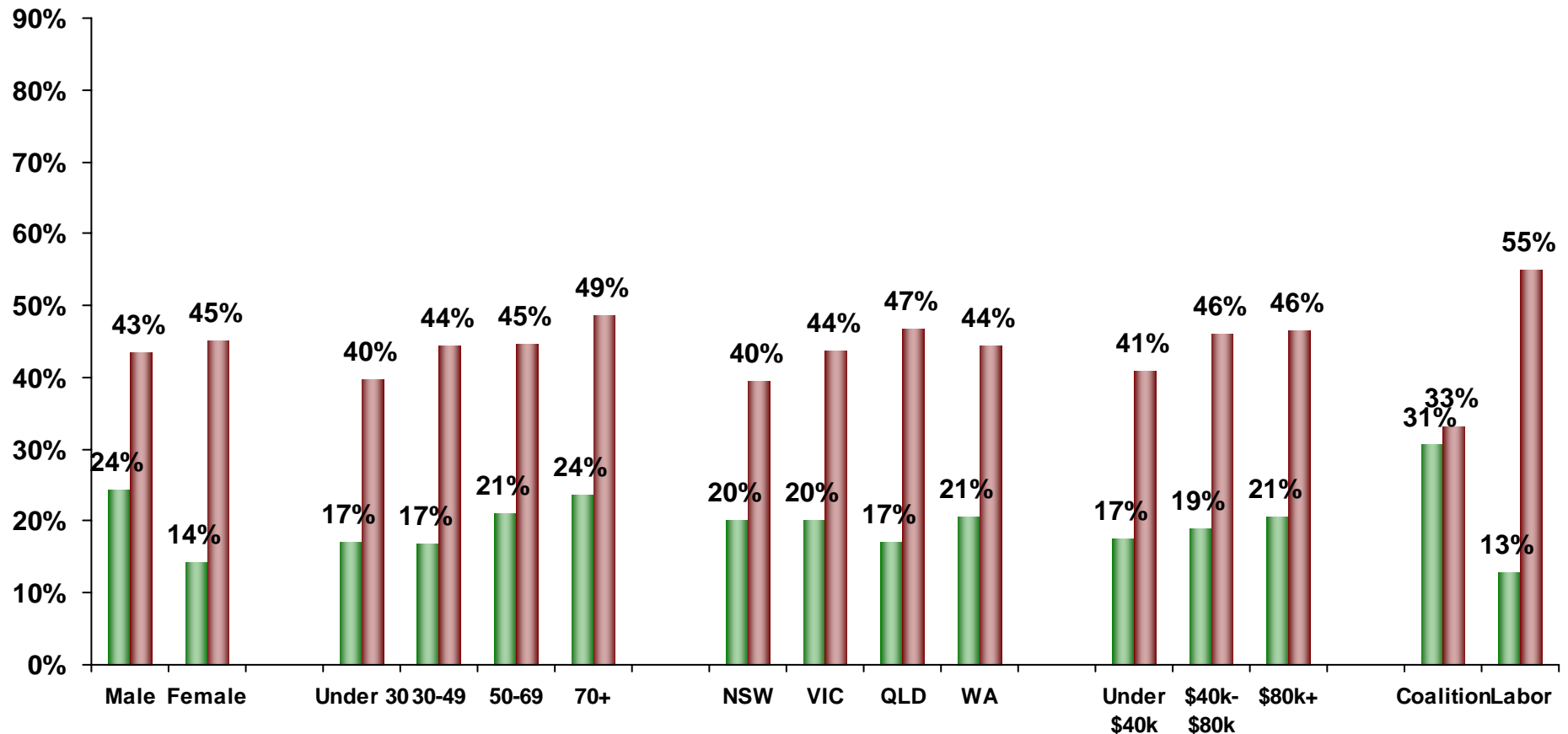
Favourability Rating John McCain – Demographic Breakdowns



On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.

Republican US presidential candidate John McCain

■ Positive ■ Negative



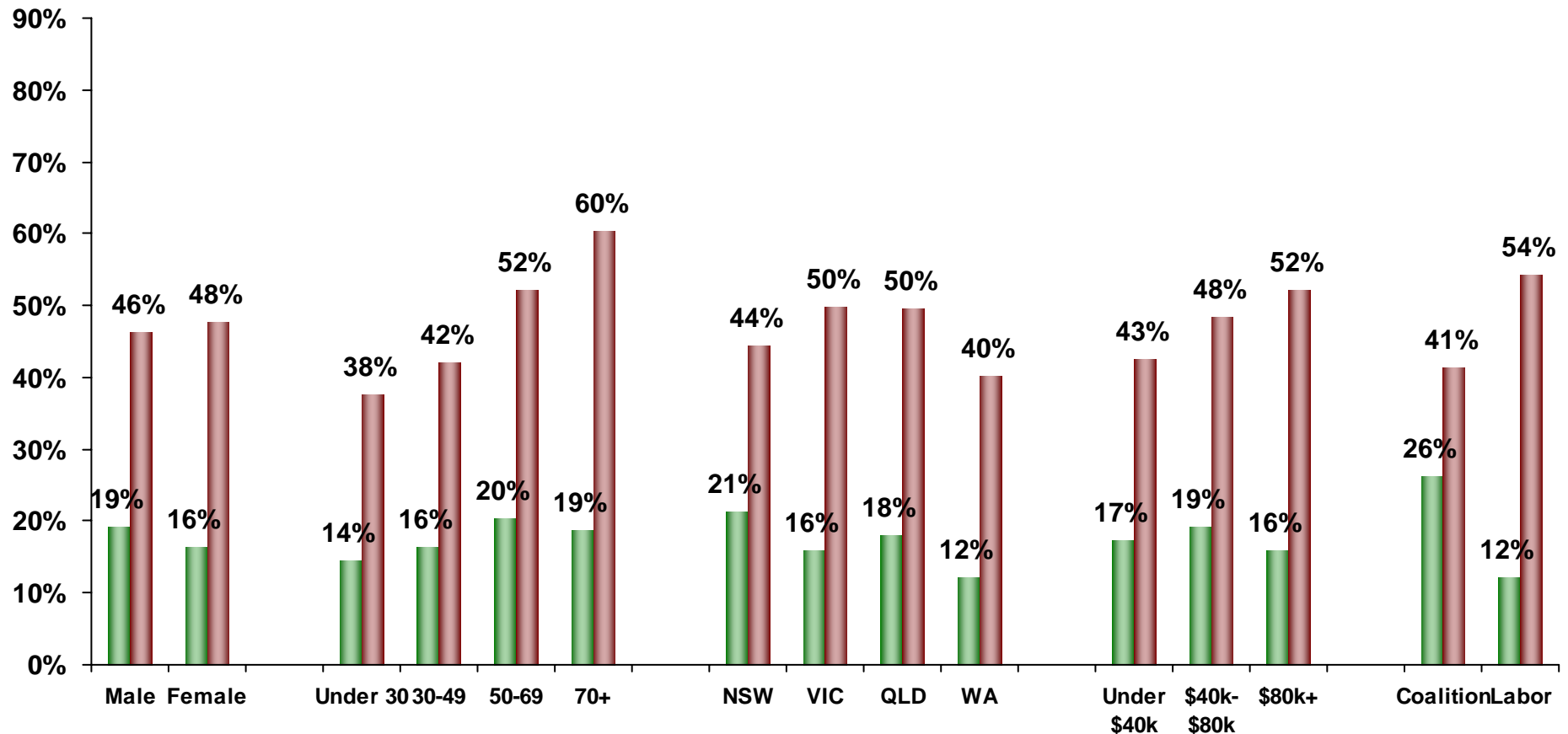
Favourability Rating Sarah Palin – Demographic Breakdowns



On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.

Republican US vice-presidential candidate Sarah Palin

■ Positive ■ Negative

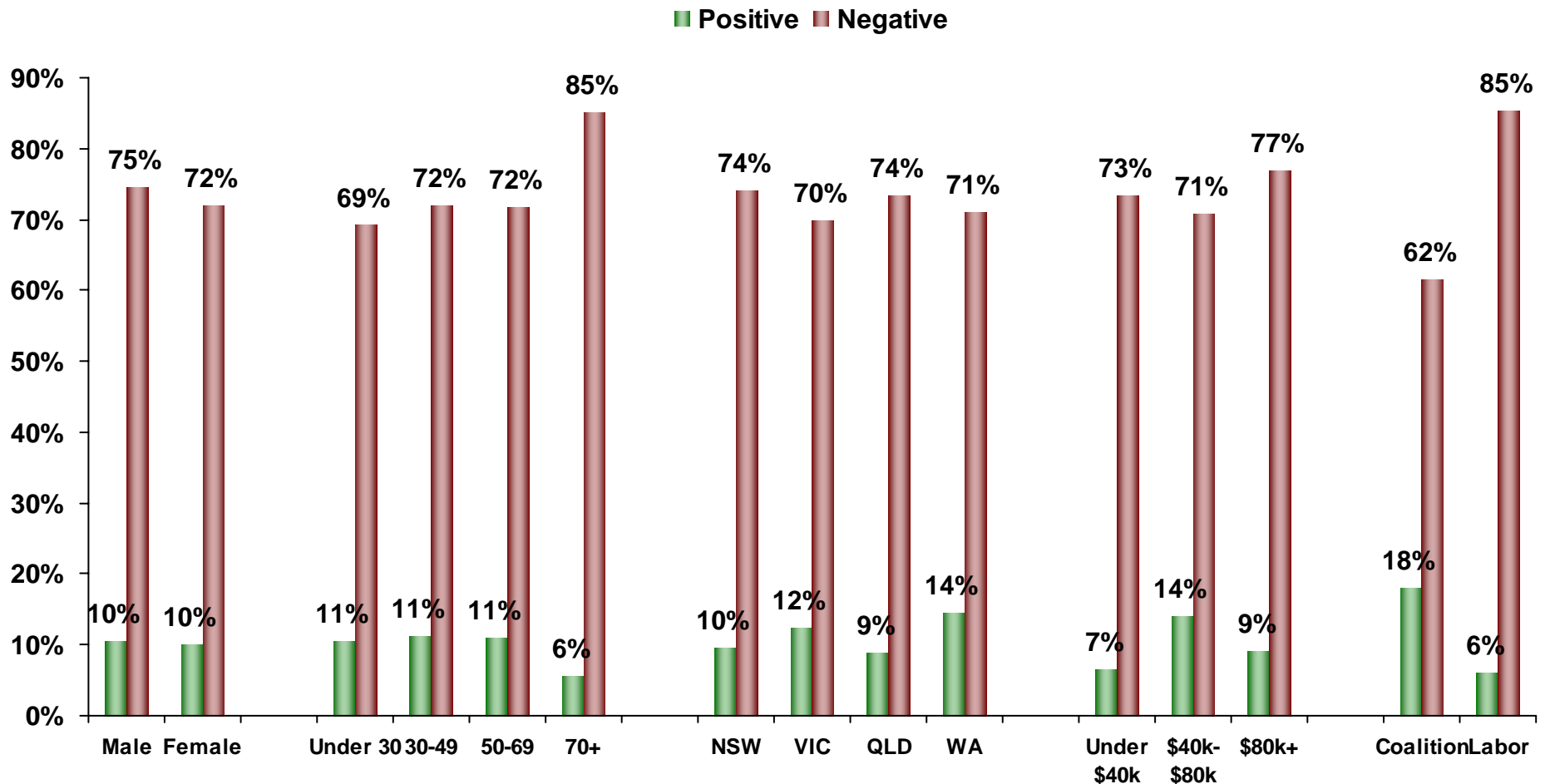


Favourability Rating George Bush – Demographic Breakdowns



On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.

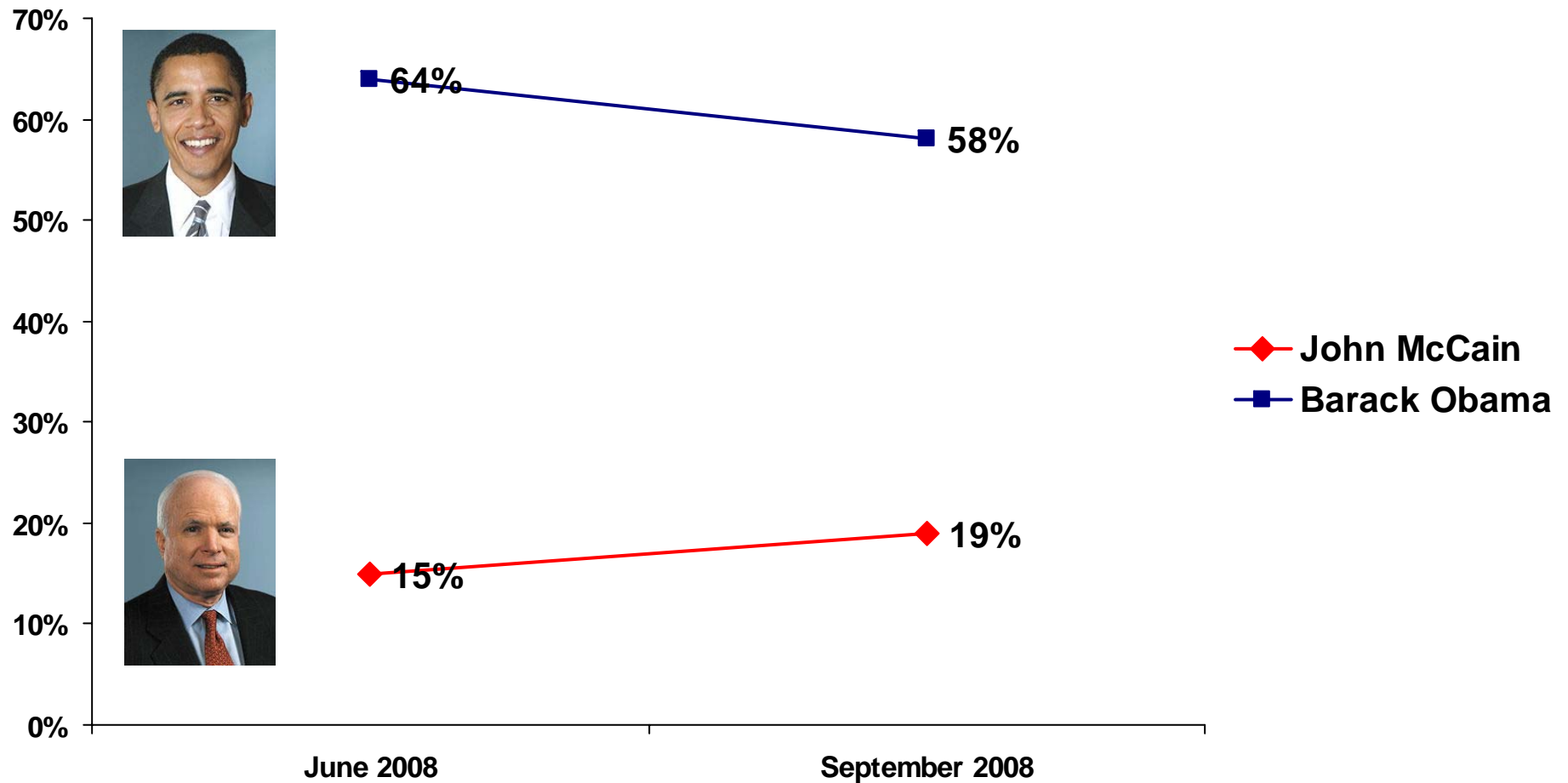
US President George Bush



Australians still predict Obama will win the Election but expectations are closing



Irrespective of who you prefer, who do you think will win the US Presidential Election?



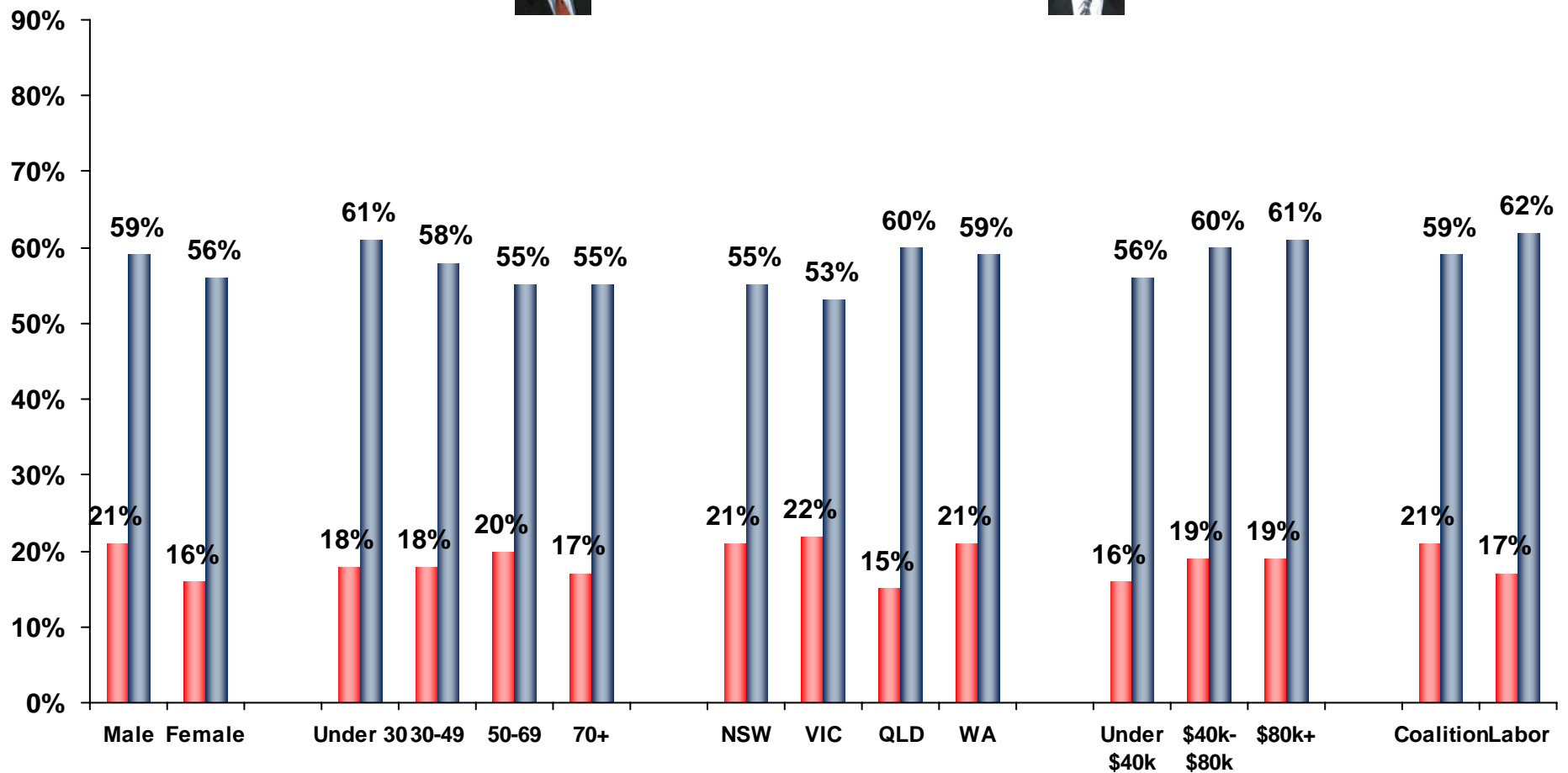
Expectations favour Barack Obama



Irrespective of who you prefer, who do you think will win the US Presidential Election?



■ John McCain ■ Barack Obama



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