

**Uncommitted voters back McCain on Wall Street, not so on Iraq: Morgan Reactor**

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## PLANET WALL STREET

Uncommitted voters back Republican presidential nominee John McCain to make Wall Street accountable but don't believe him on Iraq according to Roy Morgan Research.

Morgan, for the first time, used its "Reactor" survey of 503 presidential debate viewers in the US to conclude that McCain was most effective when pledging to "hold... accountable" those who had caused the US financial crisis.

Pollster Gary Morgan said this put McCain in a powerful position to break from the Bush administration. Because of the financial crisis it was likely that this factor alone would allow John McCain to take the US presidential election, Morgan said.

In contrast, Democratic presidential nominee Barack Obama appealed most strongly to the uncommitted voters that will decide the US presidential election when promising to "restore America's standing in the World" and "... bringing that war (Iraq) to a close."

On Saturday September 27 voters all over the US reacted to excerpts from the first presidential debate between Barack Obama and John McCain, held at the University of Mississippi on the evening of Friday September 26, using the Roy Morgan Reactor.

An America-wide sample of 503 voters (198 voters for Obama, 196 voters for McCain and 109 uncommitted voters) was selected using a representative sample of the American electorate.

Using the Reactor, respondents reacted online as the candidates outlined their plans on seven key issues each. Respondents reacted according to whether the candidates' proposals made them "more inclined to Barack Obama or John McCain".

The strongest impact John McCain had on the uncommitted voters was when pledging to "hold people accountable" (for the financial crisis) and "reward people who succeed". McCain's pledge that "As president of the United States, people are going to be held accountable in my Administration and I promise you, that'll happen," was the most effective argument he used during the debate to appeal to uncommitted voters.

Arguments that did not work for McCain among uncommitted voters centred around Iraq and his talk of "social economic progress" in Iraq and "the people of the country then become allied with you (America), they inform on the bad guys and peace comes to the country and prosperity – that's what's happening in Iraq." These sentiments heavily turned off uncommitted voters and Obama supporters.

The biggest turn-off for Obama supporters was when McCain challenged Obama's preparedness for the presidency "There are some advantages to experience and knowledge and judgment, and I honestly don't believe that Senator Obama has the knowledge or experience and has made the wrong judgments in a number of areas."

Democratic candidate Barack Obama scored his strongest blow when he stated that "One of the things I intend to do as president is to restore America's standing in the World." Uncommitted

voters reacted very positively to these sentiments and it was the strongest argument put forward by Obama in appealing to uncommitted voters, Morgan said.

Another strong argument by Obama was when he pointed out the drain on American wallets by the war in Iraq, Obama's statement that "We're currently spending \$US10 billion (\$A12 billion) a month in Iraq when they have a \$US79 billion surplus. If we're going to be strong at home as well as being strong abroad we've got to look at bringing that war to a close," resonated strongly with uncommitted voters as well as his own supporters.

Gary Morgan, executive chairman, Roy Morgan Research, says "Typically, voters react positively to the candidate they intend to vote for, or on issues where the candidates have differing views or policies. The voters' reaction to the presidential candidates displayed some of the usual 'party-line' response.

"Although Barack Obama was the 'hero' of uncommitted voters with his comments on restoring America's standing in the World, given the crucial concerns of the electorate about the current world financial crisis, John McCain's strength in that area put him ahead on the issue of the day."

"This Roy Morgan Reactor test is a first for the US. All previous US audience measures of TV debates have been studio-based. In the past, while every effort may have been made to select a well-defined audience sample they were necessarily based in one geographic location."

"It is also of particular interest that the Roy Morgan Reactor results are able to be segmented into different demographic subgroups and regions.

"As we have seen from the data, McCain and Obama supporters respond very differently to the issues and speakers."

For a detailed chart go to: <http://www.roymorgan.com/news/polls/2008/4323/>

The Reactor graph shows how McCain supporters (the Red line) reacted, how Obama supporters (the Blue line) reacted and importantly, how "uncommitted" voters (the Black line) reacted. The higher on the graph the more 'inclined to vote for the candidate' speaking at that moment, the lower on the graph the less 'inclined to vote for the candidate' speaking at that moment.

The First USA '08 Presidential Debate September 26, 2008 (USA time) conducted by Roy Morgan Research, <http://www.roymorgan.com>

1. To view Reactor video: <http://www.roymorgan.com/graphics/Reactor/USA08Debate01.wmv>
2. To view Roy Morgan Obama v McCain Debate Release: <http://www.roymorgan.com/news/polls/2008/4323/>

John McCain (Republican) is red

Barack Obama (Democrat) is blue

Uncommitted voter is black

3. The Online Results link from Australia is

[http://www.roymorgan.com/Reactor/reactorResultselecall.aspx?individual=&eline1=JM1&eline2=BO2&flashURL=/Reactor/prod/reactor\\_resultsflaeleucus.swf&movieURL=/graphics/reactor/USA08Debate.flv](http://www.roymorgan.com/Reactor/reactorResultselecall.aspx?individual=&eline1=JM1&eline2=BO2&flashURL=/Reactor/prod/reactor_resultsflaeleucus.swf&movieURL=/graphics/reactor/USA08Debate.flv)

4. The Online Results link from the USA is

[http://www.roymorgan.com/Reactor/reactorResultselecall.aspx?individual=&eline1=JM1&eline2=BO2&flashURL=/Reactor/prod/reactor\\_resultsflaeleucus.swf&movieURL=http://www.mapesandross.com/reactor/USA08Debate.flv](http://www.roymorgan.com/Reactor/reactorResultselecall.aspx?individual=&eline1=JM1&eline2=BO2&flashURL=/Reactor/prod/reactor_resultsflaeleucus.swf&movieURL=http://www.mapesandross.com/reactor/USA08Debate.flv)

5. USA08Debate video for reacting on the Roy Morgan Australian server was:

<http://www.roymorgan.com/graphics/Reactor/USA08Debate.flv>

6. USA08Debate video for reacting on Mapes and Ross US server was:

<http://www.mapesandross.com/reactor/USA08Debate.flv>

For assistance, access [Dow Jones Customer Support](#).

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