

SUPPORT FOR BARACK OBAMA AND JOHN McCAIN WOULD BE ERODED BY LIKELY BURDENS OF PRESIDENTIAL OFFICE AND PROTECTIONISM IS MOST LIKELY TO DRIVE UNPOPULARITY

There have been a number of polls that have tested British and European affection for Barack Obama and John McCain. This is the first poll to test whether either of the candidates are inoculated against the pressure of events. The poll suggests that either man's popularity would be significantly eroded by the decisions likely to be taken as President.

Respondents to the survey were asked if their opinion of Barack Obama or John McCain would rise or fall if they took certain decisions.

DAMNED IF THEY STRIKE AGAINST IRAN, DAMNED IF IRAN ACQUIRES NUCLEAR WEAPONS

He approved a military strike against Iran:

Barack Obama: Rise 12% / No difference 26% / Down 51%
John McCain: Rise 12% / No difference 33% / Down 40%

He failed to prevent Iran acquiring nuclear weapons:

Barack Obama: Rise 6% / No difference: 31% / Down 52%
John McCain: Rise 5% / No difference: 31% / Down 49%

NO EASY OPTIONS ON IRAQ

He maintained American troops in Iraq throughout his time as President

Barack Obama: Rise 11% / No difference 33% / Down 45%
John McCain: Rise 10% / No difference 39% / Down 36%

He withdrew American troops from Iraq and violence there increased:

Barack Obama: Rise 17% / No difference 41% / Down 32%
John McCain: Rise 13% / No difference 38% / Down 33%

PROTECTIONISM AGAINST BRITISH COMPANIES WOULD PRODUCE STRONGEST NEGATIVE REACTION

He announced measures that would stop some British companies enjoying free access to American markets

Barack Obama: Rise 3% / No difference 17% / Down 70%
John McCain: Rise 3% / No difference 24% / Down 60%

He downplayed the US-UK relationship and worked more closely with other European nations instead

Barack Obama: Rise 10% / No difference 28% / Down 53%
John McCain: Rise 7% / No difference 29% / Down 49%

He was unable to pass comprehensive action on climate change

Barack Obama: Rise 4% / No difference 31% / Down 55%
John McCain: Rise 4% / No difference 36% / Down 45%

NOTES:

The survey was conducted as part of PoliticsHome's Phi5000 – a unique daily tracker of British public opinion, conducted using a panel of 5000 voters. The fieldwork was carried out between the 5th and the 8th August and the data was weighted to match the demographic and political profile of all adults in Great Britain.