

FOR IMMEDIATE RELEASE

Do Voters Use Issues For Deciding What Presidential Candidate To Support?

December 5, 2007 – According to a recent web poll conducted by DecideBetter! America, a project of DecideBetter! (www.decidebetter.com), a majority of voters believe that they make their decision on which presidential candidate to support based upon the issues.

The poll, conducted July through November, shows that 60% of respondents to the poll state they have or will select their candidate based upon the issues. 32% of respondents believe they will make their decision based upon the candidate's leadership qualities and 8% believe they will make their decision based upon the personal characteristics of the candidate. (For results, please visit the DecideBetter! website.)

"Selecting a President is perhaps the most important decision made in the United States, and it's clear that voters at least believe that they will choose their candidate based upon the issues," states Michael E. McGrath, founder of DecideBetter! and author of the upcoming DecideBetter! book series.

"What isn't as obvious," McGrath notes, "is whether the voters will actually do the work required to determine which candidate is closest to the voters' beliefs on the issues. It's much more likely that voters will guess how closely aligned each candidate's views are with their own than they will be to do the hard work needed to actually understand the candidates' views."

DecideBetter! has developed a simple worksheet that can help voters determine which candidate would be the best for them, based upon the issues, personal qualities and leadership qualities of each candidate. The worksheets (one designed for the Democratic candidates and one designed for the Republican candidates) can be downloaded from the DecideBetter! website at www.decidebetter.com.

"The worksheet we created will help voters apply a better decision-making process to understand which candidate they should support. It won't tell them to support one candidate over another, but it will help guide them to understand the process of selecting a candidate," said McGrath. "They need to work at it though, and it's certainly not a quick process."

DecideBetter! has been founded to help people make better decisions in their everyday lives. By making better decisions, everyone can make a better life for themselves. For more information about this poll or about DecideBetter!, please visit the website at www.decidebetter.com or contact Chris McGrath, DecideBetter! America program manager at cmcgrath@decidebetter.com or by phone at (972) 267-5200.

###