



"What in the world people are really thinking"

For Immediate Release

Zogby International

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Reuters/C-SPAN/Zogby Poll:

Obama 51.3%, McCain 41.0%

McCain stops his slide

UTICA, New York – Democrat Barack Obama retained a double-digit lead over Republican John McCain, but McCain has stopped his four-day slide, the latest Reuters/C-SPAN/Zogby daily tracking poll shows.

The poll, a three-day rolling average survey of likely voters nationwide, shows that Obama continues to dominate among independent voters – he leads by a 56% to 30% margin over McCain among those voters – and among those who have already cast their ballots. Those who have already voted now comprise more than 10% of the Zogby sample, and Obama holds a 20-point lead in that category. Among those who are new voters – registering in the last 6 months – the Democrat holds a 69% to 26% edge over McCain.

Week Three Three-Day Tracking Poll	10-23	10-22	10-21	10-20
Obama	51.3%	52.2%	51.6%	50.3%
McCain	41.0%	40.3%	42.0%	42.4%
Others/Not sure	7.7%	7.5%	6.4%	7.3%

Obama leads among women, 58% to 38%, and McCain and Obama are tied among male voters. Obama continues to lead among voters of all ages.

Obama leads among Catholic voters by a 22-point margin, and among Protestants

Week Two Three-Day Tracking Poll	10-19	10-18	10-17	10-16	10-15	10-14	10-13
Obama	49.8%	47.8%	48.3%	48.7%	49.0%	48.2%	49.0%
McCain	44.4%	45.1%	44.4%	43.7%	43.5%	44.4%	42.8%
Others/Not sure	5.8%	7.1%	7.3%	7.6%	7.5%	7.4%	8.2%

who are not evangelical, 48% to 44%. Among evangelicals – those who say they are Born Again – McCain leads, 60% to 34%.

Week One Three-Day Tracking Poll	10-12	10-11	10-10	10-9	10-8	10-7	10-6
Obama	47.9%	48.9%	47.6%	47.6%	47.8%	47.1%	47.7%
McCain	43.6%	42.8%	43.8%	43.4%	44.2%	45.2%	45.3%
Others/Not sure	8.5%	8.3%	8.6%	9.0%	8.0%	7.7%	7.0%

Obama continues to win a significant 20% slice of the conservative

vote, while McCain wins only 5% of the support of liberals. Among moderates, Obama leads, 63% to 30%. It is interesting to note that while McCain wins only 72% of the conservative vote, Obama wins 90% of the liberal vote.

Since the beginning of the Reuters/C-SPAN/Zogby daily tracking two-and-a-half weeks ago, Obama has gained 3.6 points, while McCain has lost 4.3 points.

The three-day rolling average telephone poll includes 1,203 likely voters nationwide, surveyed at the rate of about 400 interviews per 24-hour polling period (each polling period begins and ends at 5 p.m. daily) and was conducted Oct. 20-23, 2008. It carries a margin of error of +/-

2.9 percentage points. Interviews were conducted using live telephone interviewers in Zogby's in-house call center in Upstate New York.

Daily Tracking Continues

This daily tracking telephone poll will continue each day until the Nov. 4 election. With each new day of responses that are folded into the poll, the oldest third of the survey is removed, so the poll "tracks" changes in voter attitudes following events and developments in the race. Keep up-to-date every day by visiting www.zogby.com.

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**For a complete methodological statement on this survey, please visit:
www.zogby.com**