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For Immediate Release

Zogby International

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Reuters/C-SPAN/Zogby Poll:

Obama Lead Holds Steady

Obama 49.9%, McCain 45.1%

UTICA, New York – Democrat Barack Obama’s lead over Republican John McCain is holding steady, the latest Reuters/C-SPAN/Zogby national daily tracking poll shows.

The race now stands at 49.9% to 45.1% in favor of Obama. Obama now leads McCain by 4.8 points, compared to 5.3 points in yesterday’s report.

Obama leads among independents by 13 points, those who have already voted by 24 points, new voters by 27 points, Hispanics by 48 points and Catholics by 13 points.

McCain holds a slight 2-point lead among men and has increased his lead among white voters to 13 points.

Week Three Three-Day Tracking Poll	10-26	10-25	10-24	10-23	10-22	10-21	10-20
Obama	49.9%	49.4%	51.1%	51.3%	52.2%	51.6%	50.3%
McCain	45.1%	44.1%	41.6%	41.0%	40.3%	42.0%	42.4%
Others/Not sure	4.9%	6.6%	7.3%	7.7%	7.5%	6.4%	7.3%

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%

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 19% of the conservative vote, while McCain wins just 5% support among liberal voters. Among moderates, Obama leads, 57% to 37%.

Since the beginning of the Reuters/C-SPAN/Zogby daily tracking three weeks ago, Obama has gained 2.2 points, while McCain has lost 0.2 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. 24–26, 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:

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