



"What in the world people are really thinking"

**For Immediate Release**

Zogby International

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# Reuters/C-SPAN/Zogby Poll: Obama Under 50%, as McCain Holds Steady

*Obama 49.0%, McCain 44.7%*

UTICA, New York – The race for President of the United States continued to tighten, as both Democrat Barack Obama and Republican John McCain lost ground in a contest that is now a four-point game, the latest Reuters/C-SPAN/Zogby daily tracking telephone poll shows.

Obama lost 0.9 points and now stands at 49.0% in the tracking poll, while McCain lost 0.4 points and now stands at 44.7% support in a head-to-head match-up. Another 6.3% said they were undecided, up from 4.9% the day before.

McCain wins 87% of the Republican support, and Obama 84% of the Democratic support, and each candidate wins 11% of the opposing party's support. Obama continues to lead among independent voters – his advantage now stands at 16 points, 51% to 35%.

<b>Week Four Three-Day Tracking Poll</b>	<b>10-27</b>
Obama	<b>49.0%</b>
McCain	<b>44.7%</b>
Others/Not sure	<b>6.3%</b>

McCain leads among men, 48% to 45%, while Obama leads among women by a larger 53% to 42% margin. Among white voters, McCain leads by a 53% to 41% margin. Among Hispanics, Obama leads, 66% to 28%, and among African Americans, Obama wins 88% to McCain's 9%.

<b>Week Three Three-Day Tracking Poll</b>	<b>10-26</b>	<b>10-25</b>	<b>10-24</b>	<b>10-23</b>	<b>10-22</b>	<b>10-21</b>	<b>10-20</b>
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%

The three-day rolling tracking poll included 1,202 likely voters – about 400 interviews per 24-hour polling period (each polling period begins and ends at 5 p.m. daily) – and was conducted Oct. 25–27, 2008. It carries a margin of error of +/- 2.9 percentage points. Interviews were conducted using live telephone interviewers in

<b>Week Two Three-Day Tracking Poll</b>	<b>10-19</b>	<b>10-18</b>	<b>10-17</b>	<b>10-16</b>	<b>10-15</b>	<b>10-14</b>	<b>10-13</b>
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%

<b>Week One Three-Day Tracking Poll</b>	<b>10-12</b>	<b>10-11</b>	<b>10-10</b>	<b>10-9</b>	<b>10-8</b>	<b>10-7</b>	<b>10-6</b>
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%

Zogby's in-house call center in Upstate New York.

The race for President has seen ebbs and flows for the candidates, but it remains remarkably stable down the stretch. Compared to their numbers at the beginning of the daily tracking poll three weeks ago, Obama has increased his support by 1.3 points, while McCain's support has decreased by 0.6 points.

Among those voters who have already cast ballots, Obama continues to lead – today by 18 points, while Obama and McCain are dead-even among those who are likely to vote but who have not yet cast their ballots.

The Reuters/C-SPAN/Zogby poll shows Obama with large leads among younger voters and small leads among older voters – while McCain leads among those in the middle – aged 35–54.

### **Daily Tracking Continues**

This daily tracking telephone poll will continue each day until the Nov. 4 election. With each new day of responses of likely voters that are folded into the poll, the oldest third of the survey sample 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](http://www.zogby.com).

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**For a complete methodological statement on this survey, please visit:  
[www.zogby.com](http://www.zogby.com)**