

FINAL PRESIDENTIAL POLLING AVERAGE (see chart below)

In our final presidential polling average for the 2008 election, Democrat Barack Obama leads Republican John McCain by 8.1 points. In most every poll, Obama clears the 50 percent mark while McCain remains in the low- to mid-40s. (See chart below for recent daily trends.)

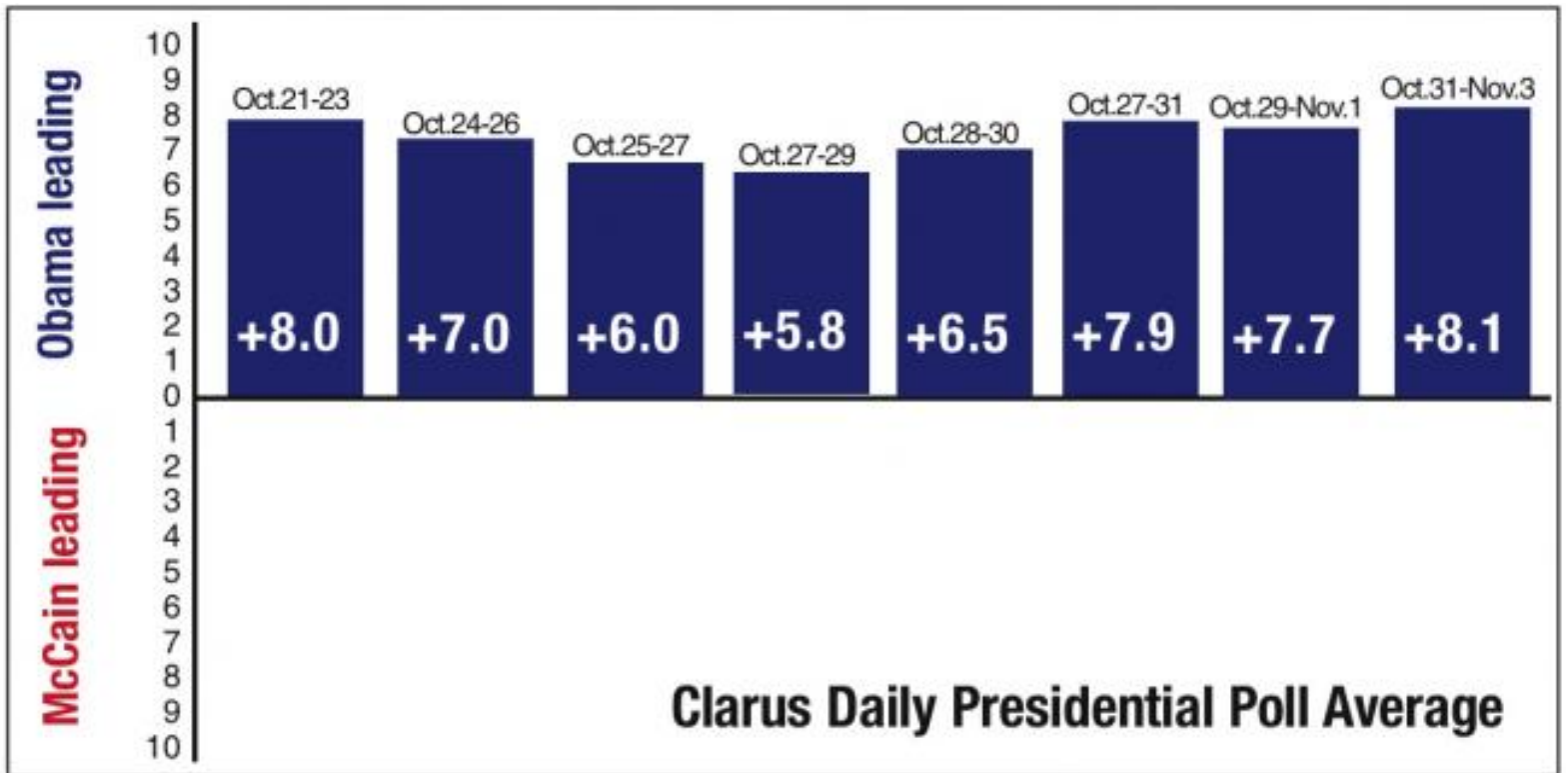
The two polls showing Obama with the widest leads were conducted by Gallup of registered voters (+13) and Zogby (+11). The narrowest leads were found by Hotline/Diageo (+5) and IBD/TIPP (+5). Zogby's polling showed a big last-minute Obama bump, expanding his 7-point lead on Sunday to an 11-point lead on Monday.

A note about the public mood as Americans vote: Gallup reports that 85 percent of the American public is dissatisfied with the state of the nation, consumer confidence is a dismal 6 percent, and only 11 percent believe the economy is in excellent or good shape.

A note about the Bradley-Wilder effect: If there is any last-minute fall-off of white voters for Obama, it would have to be substantial for it to shift the race to McCain. Based on today's polling average, Obama would have to lose to McCain over 8 percent of his current vote to slip behind in the nationwide popular vote.

A note about the Investors Business Daily poll conducted by TIPP: This survey's results caused something of a stir when their Oct. 23 poll had Obama's lead at a thin one point. Some saw it as an outlier but others claimed the poll was catching a major tightening of the race. Their Nov. 2 survey also gave Obama a lead much narrower than most others polls, at 2 points. But their final Nov. 3 survey gives Obama a wider 5-point lead. If you're wondering why Real Clear Politics reports this morning that the IBD/TIPP poll shows Obama with an 8-point lead, it's because the pollster "estimated" that undecideds would break two-to-one for Obama, thereby expanding Obama's 47.5-42.4 percent margin to a 51.5-44.3 percent margin, for a final lead of 7.2 points (which, when rounded by Real Clear Politics, produced an 8-point lead for Obama). In the Clarus polling average today, we're using IBD/TIPP's actual 5-point poll margin and not their estimate of how undecideds will break. We're also doing the same for Gallup; we're using their actual polling results and not their estimate.

A note about the Fox News poll: Their Oct. 28-29 poll gave Obama a 3-point advantage, which was a narrower lead than most other pollsters were showing a few days ago. But their latest Nov. 1-2 poll has Obama's lead expanding to 7 points, closer to the average.



Obama's average margin based on the following polls: Gallup (registered voters) +13, Zogby +11, Marist +9, CBS +9, NBC/WSJ +8, Fox News +7, Rasmussen +6, Hotline/Diageo +5, IBD/TIPP +5.

Later today, we will send out a Swing State Update.



Dr. Ron Faucheux
President
Clarus Research Group

OUR DAILY UPDATES: We will be sending to you regular updates of the latest presidential poll information and a summary of handicapping in all U. S. House and Senate races.

Our data-driven updates will give you the nonpartisan "bottom line" on Congressional and presidential politics. If you do not want to be included in our free e-mail updates, please unsubscribe below.

Thanks very much,
Ron

To contact Ron:

rfaucheux@ClarusRG.com

Clarus Research Group is a full-service polling and research firm that offers public opinion surveys, focus groups, dial sessions, market studies, membership surveys, message testing and development, and micro-targeting for grass roots programs.

Clarus Research Group | 1201 Connecticut Avenue, Suite 600, NW, Washington, D.C. 20036 | 202.683.3146 www.ClarusRG.com