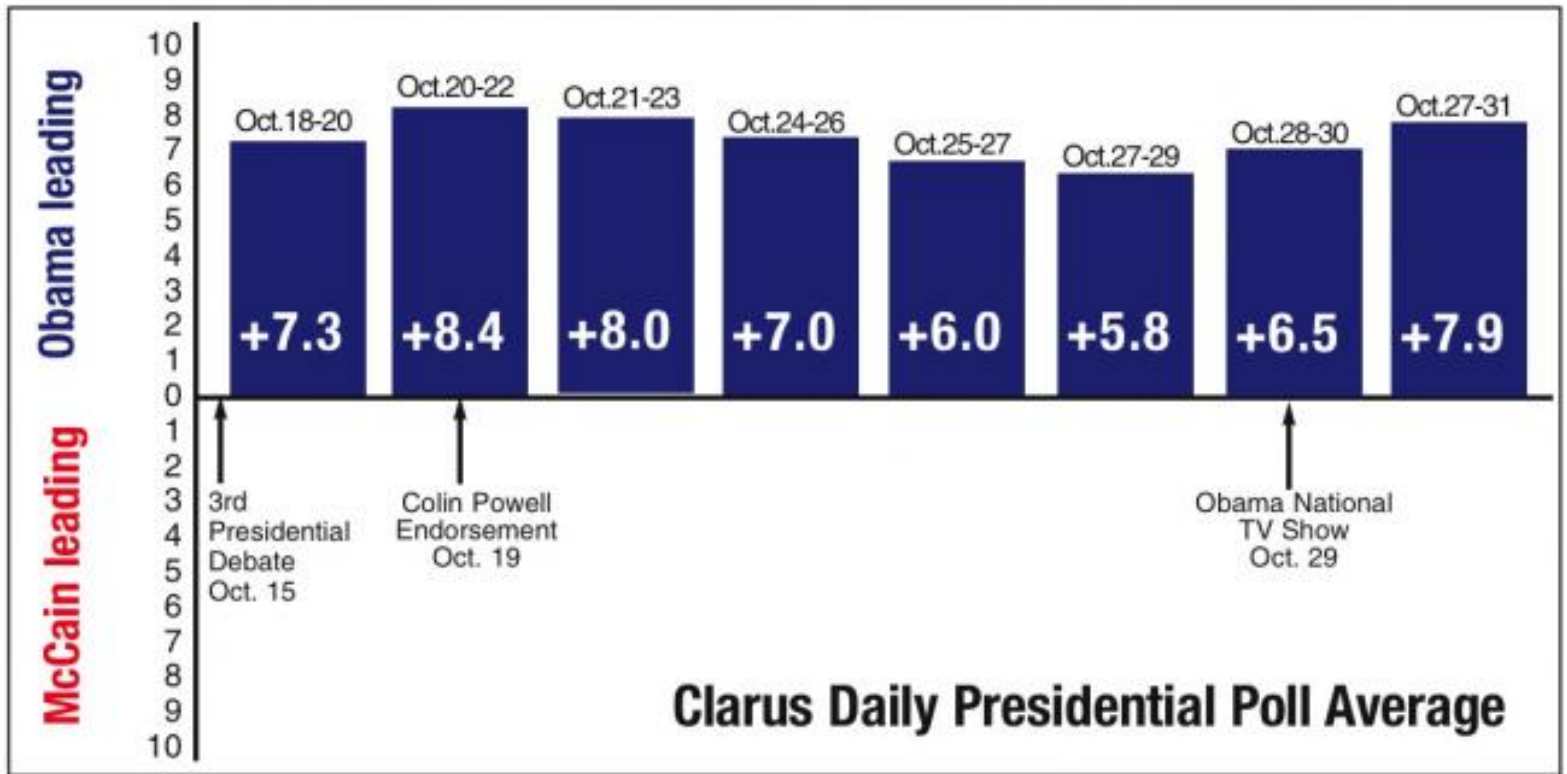


DAILY PRESIDENTIAL POLLING AVERAGE

Obama's average margin over McCain has increased from 6.6 to 7.9 points. The biggest Obama lead came from the CBS poll (13 points) and the smallest from Rasmussen, Zogby and IBD/TIPP (all three show 5-point margins). Obama's average nationwide popular vote share was at or above 51 percent in five polls and below 50 percent in two. His average vote share was 51.1 percent.



Obama's margin: CBS +13, Gallup (registered voters) +11, ABC/Washington Post +9, Hotline +7, Rasmusses +5, IBD/TIPP +5, Zogby +5. Of the seven polls used, four were taken Oct. 29-31, two Oct. 28-31, and one Oct. 27-31.

SWING STATE UPDATE (See chart below)

Based on polling averages, Obama now has a "clear lead" (i.e., at 50 percent or better with a margin over McCain that exceeds the polling margin of error) in states that have a total of 291 Electoral Votes. Additionally, he has a "slight lead" in states with 47 Electoral Votes. In total, Obama now has an edge in states with 338 Electoral Votes. Over the past two days, we moved Nevada from "slight lead" for Obama to "clear lead" for Obama.

Swing State Update

Summary of Recent State Polls as of November 2



OBAMA
CLEAR
LEAD

Michigan* 17
Wisconsin* 10
Minnesota* 10
Pennsylvania* 21
New Hampshire* 4
Iowa* 7
New Mexico* 5
Virginia* 13
Colorado* 9
Nevada* 5 ◀

OBAMA
SLIGHT
LEAD

Ohio 20
Florida 27



EVEN/
UNCLEAR

N. Carolina 15
N. Dakota 3
Missouri 11



McCAIN
SLIGHT
LEAD

Indiana 11
Montana 3

McCAIN
CLEAR
LEAD

West Virginia* 5
Georgia 15
Arizona 10

BUSH 2004 STATES IN RED • KERRY 2004 STATES IN BLUE

* indicates candidate in the lead is polling at or above 50% on average • #s = Electoral Votes

TAKE OUT YOUR CRYSTAL BALL -- AND PREDICT THE WINNER'S ELECTORAL VOTES!

Here's your chance to go down in presidential prognostication history!!!! If you correctly predict the 2008 presidential election winner, the exact number of Electoral Votes that candidate receives and come within one percentage point of predicting the election winner's popular vote, you will be recognized in our post-election update and will receive a \$25 Barnes & Noble gift card. You will also receive a certificate proclaiming you "The Great Predictor of 2008." To be eligible, submit your prediction by e-mail to bmccosker@ClarusRG.com

It must be received by us *BEFORE* midnight (eastern time) Monday, Nov. 3.

Your submission must include:

1. Your full name, postal address and e-mail address.
2. The name of the 2008 presidential candidate you predict will win the election.
3. The number of Electoral Votes you predict the election winner will receive.
4. The percentage of the popular vote you predict the election winner will receive.

One prediction per person and you must be on the Clarus Research Group's e-mail circulation list to enter.

Good luck!



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

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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.

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