



## **Battle for the White House:**

### **The National Matchup**

**FOR IMMEDIATE RELEASE: Friday, October 31, 2008**

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This Marist Poll reports:

- **The Final Countdown...Obama Leads McCain by 7 Percentage Points Nationally**  
**Among Likely Voters:** Going into the last weekend of the campaign, Senator Barack Obama leads Senator John McCain 50% to 43% nationally among likely voters including early voters and those who are undecided yet leaning toward a candidate. Obama has held a similar lead among this group of voters for more than a month now. In a Marist Poll conducted in early October, Obama was ahead of McCain by 5 percentage points -- 49% to 44%. Those are the exact same proportions the candidates carried in the Marist Poll's September 25<sup>th</sup> survey. Among registered voters nationwide, Obama is currently ahead of McCain by 9 percentage points. 48% of registered voters nationally say they are supporting Obama compared with 39% who report they are backing McCain.

**Question Wording:** If next week's presidential election were held today, whom would you support if the candidates are:

	John McCain/ Sarah Palin the Republicans	Barack Obama/ Joe Biden the Democrats	Other	Undecided
<b>Likely voters w/ leaners</b>				
<b>October 31, 2008</b>	<b>43%</b>	<b>50%</b>	<b>3%</b>	<b>4%</b>
October 2, 2008	44%	49%	1%	6%
September 25, 2008	44%	49%	<1%	7%
<b>Registered voters</b>				
<b>October 31, 2008</b>	39%	48%	2%	11%
October 2, 2008	43%	47%	1%	9%
September 25, 2008	43%	47%	2%	8%

- Support for Candidates Strengthens...Most Voters Firmly Back Their Pick for President:** With just days to go until Election Day, 87% of the national electorate, regardless of whom they are planning to support, say they are strongly committed to their choice of candidate while just 4% say they might vote differently on Tuesday. That's a 13 percentage point bump in intensity since Marist's last poll. At that time, a little less than three-quarters of the electorate -- 74% -- said they were firmly committed to a candidate. The McCain and Obama camps each have a solid base. 86% of McCain's supporters say they won't switch their vote, and 89% of voters behind Obama report they won't stray from his camp.

**Question Wording:** Would you say that you strongly support [ticket], somewhat support them, or do you think you might vote differently on Election Day?

Registered voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
<b>October 31, 2008</b>	<b>87%</b>	<b>8%</b>	<b>4%</b>	<b>1%</b>
October 2, 2008	74%	18%	7%	1%
September 25, 2008	81%	13%	6%	<1%
McCain/Palin supporters				
<b>October 31, 2008</b>	<b>86%</b>	<b>8%</b>	<b>6%</b>	<b>&lt;1%</b>
October 2, 2008	70%	21%	8%	1%
September 25, 2008	79%	14%	7%	<1%
Obama/Biden supporters				
<b>October 31, 2008</b>	<b>89%</b>	<b>9%</b>	<b>1%</b>	<b>1%</b>
October 2, 2008	76%	16%	7%	1%
September 25, 2008	83%	12%	4%	1%

**Nature of the Sample: 716 Americans**

This survey was conducted on October 29th, 2008. 716 adults 18 years of age or older within the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. The results of the entire survey are statistically significant at  $\pm 4\%$ . There are 636 registered voters and 543 likely voters. The results for these sub-samples are statistically significant at  $\pm 4\%$  and  $\pm 4.5\%$ , respectively. The margin for error increases for cross-tabulations.