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## **Obama Takes Slight Lead Over McCain, Latest CNN/Opinion Research Corporation Poll Finds**

**PRINCETON, NJ – September 23, 2008** - Democratic Presidential candidate Barack Obama has taken a slight lead over Republican John McCain according to Opinion Research Corporation (an *infoGroup* Company) (NASDAQ:IUSA - News). In the latest CNN/Opinion Research Corporation poll, Obama was the choice of 51% of registered voters compared to 46% for McCain. An earlier poll conducted September 5-7 showed the candidates were tied at 48%.

This latest poll showed that two-thirds (66%) of Americans feel the U.S. economy is not fundamentally sound. By a margin of 2-1, respondents also said that Republicans were more responsible for the financial crisis than Democrats and that Obama would handle the economy better than McCain (53%-43%).

When it comes to the current financial crisis, nearly 80% of respondents are somewhat or very worried that the economy will get worse if the government takes no action, while an almost equal amount are worried that people responsible for the financial crisis will benefit if government does take action. In regards to current government regulation, 50% of respondents think there is not enough regulation of the stock market and financial institutions. Somewhat fewer (42%), think there is too little government regulation of business and industry.

The latest CNN/Opinion Research Corporation Poll was conducted by Opinion Research Corporation on September 19-21, 2008. In this poll, Opinion Research Corporation interviewed 1,020 adult Americans by telephone. The margin of sampling error for results based on the total sample is plus or minus 3.0 percentage points.

### **About Opinion Research Corporation**

Founded in 1938, Opinion Research Corporation, an *infoGroup* company, helps its clients grow their business by leveraging the insights of market research. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit [www.opinionresearch.com](http://www.opinionresearch.com).

### **About *infoGroup***

*infoGroup* ([www.infoGroup.com](http://www.infoGroup.com)), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. *infoGroup* has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *infoGroup* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoGroup*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoGroup* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To learn more about Sales Leads, click [www.infogroup.com](http://www.infogroup.com).

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