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CNN/Opinion Research Corporation Poll Predicts General Election Results

PRINCETON, NJ – November 11, 2008 — Nearly 48 hours before the new President of the United States of America was announced, Opinion Research Corporation, in polling for CNN, predicted a 53% to 46% victory for Barack Obama over John McCain. These results proved to be spot on, according to election results published as of November 6, 2008. The poll was ORC's final one before the election, and its 68th for CNN this year.

“Executing on such a high volume of polls over a relatively short period of time presented many challenges,” said Jeff Resnick, President of Opinion Research Corporation's US Group. “There were many complex variables to consider and very tight time frames. We are proud to have provided CNN with such accurate and precise information to present to their viewers throughout the campaign.”

Opinion Research Corporation, a leading provider of global market research and consulting services, has been the polling partner with CNN, one of the world's most respected and trusted sources for news and information since 2006.

“CNN not only got it right nationally – but in state after state, our final results proved to be more precise than other polling organizations,” said CNN political director Sam Feist. “In a time when Americans are highly skeptical of polls, CNN and ORC demonstrated that when polls are done right, they can be an outstanding indicator of how the American electorate plans to vote.”

“The polls we conducted for CNN after the debates were particularly challenging,” added Mr. Resnick, “Our team was clearly up to the challenge, allowing CNN to be on-air with accurate results from as many as 620 debate watchers within 30 minutes after the debates ended.”

About Opinion Research Corporation

Opinion Research Corporation, an infoGroup company, is a full-service, global market research firm offering action-oriented advice and intelligence to clients worldwide in the areas of Customer Strategies, Corporate Branding and Reputation, Employee Engagement and Market Planning and Development. ORC is also a partner of CNN on the CNN/Opinion Research Corporation poll, conducting national, speech reaction, state and flash/overnight polls for the most trusted name in news since April 2006. To learn more, visit www.opinionresearch.com.

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