

## CHICAGO TRIBUNE/WGN-TV POLLS; Illinois 2008 General & Primary Elections

### **November 4 General Election (n=500)**

	<u>Oct. 16-18</u>	<u>Poll Margin</u>	<u>Nov 4 Election</u>	<u>Election Margin</u>	<u>Margin Error</u>	<u>Poll Estimate Error</u>
Barack Obama	56%	<b>+24%</b>	62.0%	<b>+25.2%</b>	<b>-1.0%</b>	<b>0.5%</b>
John McCain	32%		36.8%			
Nader, Barr, Others	3%		1.3%			
Undecided	9%		-			
	(500)					

General Election Result Source: IL State Board of Elections

### **February 5 Democratic Primary (n=500)**

	<u>Dec. 9-13</u>	<u>Poll Margin</u>	<u>Jan. 29-31</u>	<u>Poll Margin</u>	<u>Feb 5 Election</u>	<u>Election Margin</u>	<u>Margin Error</u>	<u>Poll Estimate Error</u>
Barack Obama	50%	<b>+25%</b>	55%	<b>+31%</b>	64.7%	<b>+31.9%</b>	<b>-0.9%</b>	<b>0.5%</b>
Hillary Clinton	25%		24%		32.8%			
Other (Vol.) *	14%		1%		2.6%			
Undecided	11%		20%		-			
	(500)		(500)					

\* Other includes candidates who withdrew, John Edwards on January 30th

### **February 5 Republican Primary (n=500)**

	<u>Dec. 9-13</u>	<u>Poll Margin</u>	<u>Jan. 30-31</u>	<u>Poll Margin</u>	<u>Feb 5 Election</u>	<u>Election Margin</u>	<u>Margin Error</u>	<u>Poll Estimate Error</u>
John McCain	12%	<b>-2%</b>	43%	<b>23%</b>	47.5%	<b>+18.9%</b>	<b>+4.1%</b>	<b>2.0%</b>
Mitt Romney	14%		20%		28.6%			
Mike Huckabee	21%		15%		16.5%			
Ron Paul	3%		4%		5.0%			
Other (Vol.) *	36%		2%		2.5%			
Undecided	14%		17%		-			
	(500)		(500)					

\* Other includes candidates who withdrew, Rudy Giuliani on January 30th.

Primary Results Source: Illinois State Election Board.

Margin of error for all polls is +/- 4.4%.

Poll Estimate Error = Election margin minus poll margin divided by two. Rationale: Elections are zero-sum games. In the GOP primary above, two points high for McCain *means* two points low for Romney. Two points subtracted from McCain's vote in the poll and added to Romney's would match the election margin. This is the only error measure that can be compared with sample margin of error and the method used by NCPP since 1997.