

RASMUSSEN REPORTS

Daily Presidential Tracking Poll

Friday, September 26, 2008

The Rasmussen Reports daily Presidential Tracking Poll for Friday shows Barack Obama attracting 50% of the vote while John McCain earns 45%. This is Obama's biggest lead since his convention bounce peaked with a six-point advantage. In fact, on only two days since clinching the Democratic nomination in early June has Obama enjoyed a lead bigger than he has today ([see trends](#)).

New data shows McCain's lead is down to a single percentage point in [Ohio](#) and [Florida](#). He leads by eight in [West Virginia](#) while Obama continues to hold a modest advantage in [Pennsylvania](#). A [Virginia](#) update will be released at noon Eastern today.

It's stunning to note how rapidly the dynamics of the campaign have changed. Two weeks ago, just before the Wall Street financial crunch became visible, McCain was up by three points in the aftermath of his convention. One week ago today, the candidates were even. Now, Obama's lead is approaching new highs entering the final few weeks of the campaign.

Obama now leads by five among unaffiliated voters. Last week, the unaffiliated voters were leaning in McCain's direction.

For most of Election 2008, McCain has attracted more support from Democrats than Obama earned from Republicans. That is no longer the case. Each man now attracts 12% of voters from the other political party.

McCain's lead among white women is down to two-percentage points. This is a segment of the population that George W. Bush carried by eleven points four years ago.

Just 13% of voters now say the country is heading in the right direction. That's down from 17% a week ago and 23% two weeks ago.

[Seventy-eight percent \(78%\) of all adults now believe the economy is getting worse](#), up from 74% a week ago and 63% two weeks ago.

Obama is now viewed favorably by 56% of voters, McCain by 55%. Tonight's debate, if it takes place, could be very significant. Forty-one percent (41%) of voters say they are certain to vote for Obama and will not change their mind. Thirty-nine percent (39%) say the same about McCain. The remaining 20% are the target audience for the candidates during the debates and throughout the rest of the campaign. Data to be released later today shows that Obama is seen as having better debating skills and is more likely to help his campaign at the Mississippi forum ([Premium Members](#) can get an [advance look at the results](#)).

[Rasmussen Markets](#) data shows Obama as the clear favorite and currently gives the Democrat a [56.9](#) chance of victory (see market results for [key states](#)).

The Rasmussen Reports [Balance of Power Calculator](#) shows Obama leading in states with 193 Electoral College votes while McCain has the edge in states with 174 votes. When "leaners" are included, Obama leads 255-227