

October 28, 2008

## Rasmussen Reports Daily Presidential Tracking Poll

Tuesday, October 28, 2008

The Rasmussen Reports daily Presidential Tracking Poll for Tuesday again shows Barack Obama attracting 51% of the vote nationwide while [John McCain](#) earns 46%.

Battleground state polls released yesterday showed Obama leading in [Colorado](#), [Florida](#), [Ohio](#), and [Virginia](#). With these latest results, Rasmussen Reports has moved Florida from "Toss-Up" to "Leans Democratic."

In [Missouri](#) and [North Carolina](#), the race remains a toss-up while McCain leads by five in his home state of [Arizona](#). Rasmussen Reports [Electoral College projections](#) now show Obama leading 260-163. When "leaners" are included, Obama leads 313-174.

Later today, new polling data will be released for [Arkansas](#), [Mississippi](#), [Nevada](#), and [Pennsylvania](#). *Demographic crosstabs for all state polling are available for [Premium Members](#). [Learn More](#).*

Nationally, Obama has now been ahead by four-to-eight points every single day for 33 straight days. During that 33-day stretch, Obama's voter support has stayed between 50% and 52% every day while McCain has stayed in the 44% to 46% range ([see trends](#)).

Obama is viewed favorably by 56% of voters nationwide, McCain by 53% ([see trends](#)).

Recent statewide Presidential polls have been released for Arkansas, [\[LINK\] Arizona](#), [California](#), [Colorado](#), [Delaware](#), [Florida](#), [Georgia](#), [Hawaii](#), [Illinois](#), [Iowa](#), [Kansas](#), [Kentucky](#), [Louisiana](#), [Maine](#), [Maryland](#), [Massachusetts](#), [Michigan](#), [Minnesota](#), [Mississippi](#), [Missouri](#), [Montana](#), [Nebraska](#), [Nevada](#), [New Hampshire](#), [New Mexico](#), [North Carolina](#), [Ohio](#), [Oregon](#), [Pennsylvania](#), [South Carolina](#), [Tennessee](#), [Texas](#), [Virginia](#), [Washington](#), [West Virginia](#) and [Wisconsin](#). *Demographic crosstabs for all state polling are available for [Premium Members](#). [Learn More](#).*

[Rasmussen Markets](#) data shows Obama with an [87.9](#) % chance of winning in November (see market expectations for [key states](#)).

Daily tracking results are collected via telephone surveys of 1,000 likely voters per night and reported on a three-day rolling average basis. The margin of sampling error—for the full sample of 3,000 Likely Voters—is +/- 2 percentage points with a 95% level of confidence. Results are also compiled on a full-week basis and crosstabs for the [full-week results](#) are available for [Premium Members](#).

Like all polling firms, Rasmussen Reports weights its data to reflect the population at large ([see methodology](#)). Among other targets, Rasmussen Reports weights data by political party affiliation using a dynamic weighting process. During the final two months of Election 2008, party weighting targets are updated each Sunday (see [additional information](#)). For polling data released during the week of October 26 to November 1, 2008, the partisan weighting targets used by Rasmussen Reports will be 40.0% Democratic, 32.8% Republican, and 27.2% unaffiliated.

A review of last week's [key polls](#) is posted each Saturday morning. We also invite you to review other [recent demographic highlights](#) from the tracking polls, our [Quick Campaign Overview](#) and a [50-State Summary](#) of the Presidential Race.

Rasmussen Reports is an electronic publishing firm specializing in the collection, publication, and distribution of public opinion polling information.

The Rasmussen Reports [ElectionEdge™](#) Premium Service for Election 2008 offers the most comprehensive public opinion coverage ever provided for a Presidential election.

Scott Rasmussen, president of Rasmussen Reports, has been an independent pollster for more than a decade.