

Rasmussen Reports

Daily Presidential Tracking Poll

Friday, October 17, 2008

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The Rasmussen Reports daily Presidential Tracking Poll for Friday shows Barack Obama attracting 50% of the vote while [John McCain](#) earns 46%. These figures reflect a remarkably stable race in which Obama has enjoyed a four-to-eight point advantage for twenty-two straight days. The last time McCain was up by even a single point was one month ago today ([see trends](#)).

Fifty-five percent (55%) of voters are now following the Presidential campaign closely on a day-to-day basis.

The two candidates are even among men while Obama leads by eight points among women. Obama leads by thirteen percentage points among voters under 40 while McCain leads by six among those over 65. Voters from 40 to 64 are more evenly divided. Political conservatives favor McCain by an 80% to 17% margin while liberals favor Obama by an even wider margin, 89% to 8% (see other [recent demographic highlights](#)).

In [Missouri](#), Obama leads by six. In [Ohio](#), the race is tied. On the issues, [40% now believe their taxes will go up if Obama is elected](#) and 30% say the same about a McCain Administration. Those numbers reflect tremendous improvement for Obama over the past couple of months (see [trends](#)).

Results are based upon nightly telephone interviews and reported on a three-day rolling average basis. Approximately one-third of the interviews for today's update were completed following Wednesday's Presidential debate. Sunday morning's results will be the first based entirely upon post-debate interviews. Take a moment to [predict who you think will get a bounce in the polls from Wednesday night's debate](#).

Later today, data will be released showing public reaction to Wednesday night's debate ([Premium Members](#) can [see the results now](#)). Data will also be released from [Colorado](#) and [Nevada](#). Visit the [Rasmussen Reports Prediction Center](#) to predict who you think will win these states and more.

Rasmussen Reports data indicates that Obama currently has the edge in every state won by John Kerry four years ago. However, of the states won by George Bush, McCain is trailing in four and five others are considered a toss-up. As a result, [Electoral College projections](#) now show Obama leading 260-163. When "leaners" are included, Obama leads 300-174. A total of 270 Electoral Votes are needed to win the White House.

A commentary by Larry Sabato notes that "[John McCain's position in the Electoral College continued to deteriorate](#) in the previous seven days." [Rasmussen Markets](#) data shows Obama is given a [84.8 %](#) chance of winning in November (see market expectations for [key states](#)).

Sabato also looks at the House races and observes that "[The good news just keeps on coming for Democrats](#)."

Recent statewide [Presidential polls](#) have been released for [Arizona](#), [California](#), [Colorado](#), [Delaware](#), [Florida](#), [Hawaii](#), [Illinois](#), [Kansas](#), [Kentucky](#), [Kansas](#), [Maine](#), [Maryland](#), [Massachusetts](#), [Michigan](#), [Minnesota](#), [Mississippi](#), [Missouri](#), [Montana](#), [Nebraska](#), [Nevada](#), [New Hampshire](#), [New Mexico](#), [North Carolina](#), [Ohio](#), [Oregon](#), [Pennsylvania](#), [Tennessee](#), [Texas](#), [Virginia](#), [Washington](#), and [Wisconsin](#). 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 12-18, 2008, the partisan weighting targets used by Rasmussen Reports will be 39.3% Democratic, 33.0% Republican, and 27.7% unaffiliated.