

# Rasmussen Reports

## Daily Presidential Tracking Poll

Thursday, October 02, 2008

The Rasmussen Reports daily Presidential Tracking Poll for Thursday shows Barack Obama attracting 51% of the vote while John McCain earns 44%. This seven-point advantage is the largest yet enjoyed by Obama during Election 2008 and is consistent with the stable lead he has enjoyed over the past week. For each of the past seven days, Obama has been at 50% or 51% and McCain has been at 44% or 45% ([see trends](#)).

Forty-two percent (42%) of voters are certain they will vote for Obama and will not change their mind. Thirty-eight percent (38%) say the same about McCain. Fifteen percent (15%) express a preference for one of the candidates but could still change their mind. Just over 1% remain committed to a third-party candidate while 3% remain undecided.

Nationally, Obama is viewed favorably by 58% of voters, McCain by 52%. This is McCain's lowest his favorable rating since June 15 (see [trends](#)).

New poll results will be released later today on expectations for the Vice Presidential debate between Joe Biden and Sarah Palin ([Premium Members](#) can [see the results now](#)).

Obama leads 63% to 32% among voters who name the economy as the top voting issue. McCain lead 74% to 24% among those who say that national security is the highest priority. Fifty percent (50%) of voters say the economy is most important while just 19% see national security that way (see other [recent data highlights](#)).

New polling has been released this morning showing Obama with a slight lead in [North Carolina](#). [Swing state polls are following the national trend](#) and Obama's advantage in the [Electoral College](#) has grown over the past week.

There are several [new commentaries](#) on the bailout bill today including one suggesting that "What we've all witnessed this week was more than a failure of Wall Street or of Washington, it was a [catastrophic failure of branding](#)." Other perspectives are provided by [Froma Harrop](#), [Larry Kudlow](#), [Joe Conason](#), and [Debra Saunders](#).

Later today, new poll results will be released for [New Mexico](#), [Montana](#), [Kentucky](#) and [Nebraska](#). Polls on Senate and Governor's races in those states will also be released.

Last night, results were released from [Texas](#), [Mississippi](#), and [Tennessee](#). Other polling has recently been released for Polling has recently been released this week for [Arizona](#), [California](#), [Colorado](#), [Florida](#), [Hawaii](#), [Kansas](#), [Maryland](#), [Michigan](#), [Minnesota](#), [New Hampshire](#), [Ohio](#), [Pennsylvania](#), and [Virginia](#). *Demographic crosstabs for all state polling are available for [Premium Members](#). [Learn More](#).*

The Rasmussen Reports [Balance of Power Calculator](#) shows Obama leading in states with 200 Electoral College votes while McCain has the edge in states with 174 votes. When "leaners" are included, Obama leads 255-185 (see [Quick Campaign Overview](#)). A total of 270 Electoral Votes are needed to win the White House (see [50-State Summary](#)).

[Rasmussen Markets](#) data shows Obama is now given a [67.4](#) % 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 September 28-October 4, 2008, the partisan weighting targets used by Rasmussen Reports will be 39.0% Democratic, 33.4% Republican, and 27.6% unaffiliated. For the [preceding week](#), the partisan weighting targets were 39.0% Democratic, 33.5% Republican, and 27.5% unaffiliated.