

# Rasmussen Reports

## Daily Presidential Tracking Poll

Monday, October 06, 2008

The Rasmussen Reports daily Presidential Tracking Poll for Monday shows Barack Obama attracting 52% of the vote while John McCain earns 44%. This is the highest level of support ever recorded for Obama and is his largest lead of the year. It also continues a remarkable twenty-five days in a row where the Democrat's support has never declined by even a single point. The Democratic candidate has gained six full percentage points of support since Lehman Brothers collapsed to start the Wall Street mess ([see trends](#)).

The [Rasmussen Consumer Index](#), a daily measure of economic confidence, shows that both consumer and investor confidence has dipped slightly since Congress passed the financial bailout bill on Friday. If people could vote on whether to keep or replace the entire Congress, just 17% would vote to keep them and [59% would replace the entire Congress and start over again](#).

Data will be released later today on whether voters see a conflict between economic growth and protecting the environment ([Premium Members](#) can [see the results now](#)).

As for the Presidential race, Obama now leads by two points among men. That's the first time he has led among men all year and he also enjoys a fourteen point advantage among women. Obama attracts 12% of Republican voters and leads by eleven among those not affiliated with either major political party.

McCain gets the vote from 11% of Democrats (see other [recent demographic highlights](#)).

It is worth noting that [Obama's lead is now bigger than any lead enjoyed at any point by either candidate in Election 2004](#).

Obama is viewed favorably by 56% of voters, McCain by 53% (see [trends](#)). [Rasmussen Markets](#) data shows Obama is given a [67.7](#) % chance of winning in November (see market expectations for [key states](#)).

The Rasmussen Reports [Balance of Power Calculator](#) shows Obama leading in states with 217 Electoral College votes while McCain has the edge in states with 174 votes. When "leaners" are included, Obama leads 264-185 (see [Quick Campaign Overview](#)). There are currently six states in the Toss-Up category—Colorado, Florida, North Carolina, Nevada, Ohio, and Virginia. If Obama were to win all the states that are currently leaning in his direction, he would need to win only one of those six toss-up states to become the nation's next President.

New polling will be released tonight at 6:00 p.m. Eastern with statewide results from [Colorado](#), [Florida](#), [Missouri](#), [Ohio](#), and [Virginia](#). Electoral College projections will be updated at that time. A total of 270 Electoral Votes are needed to win the White House (see [50-State Summary](#)).

Recent statewide Presidential polls have been released for [Arizona](#), [California](#), [Colorado](#), [Florida](#), [Hawaii](#), [Kentucky](#), [Kansas](#), [Maine](#), [Maryland](#), [Michigan](#), [Minnesota](#), [Mississippi](#), [Montana](#), [Nebraska](#), [Nevada](#), [New Hampshire](#), [New Mexico](#), [North Carolina](#), [Ohio](#), [Pennsylvania](#), [Tennessee](#), [Texas](#), [Virginia](#) and [Washington](#). *Demographic crosstabs for all state polling are available for [Premium Members](#). [Learn More](#).*

See results from recent polling on [Senate races](#).

Forty-four percent (44%) of voters say they are certain they will vote for Obama and will not change their mind. Thirty-eight percent (38%) say the same about McCain. Fourteen percent (14%) currently have a preference for one of the candidates but might change their mind. Four percent (4%) are either undecided or plan to vote for a third-party candidate.

One way of understanding the difficult challenge now facing McCain is to consider the relatively small group of persuadable voters who could still change their mind. The Republican hopeful would have to win more than 70% of those votes to pull ahead in the race. That's especially challenging because most of those voters are currently leaning towards Obama. In other words, while the race is not over, McCain needs a significant--game-changing--event to win the White House. Simply doing what he's been doing a little better will not be enough.

There's no mystery as to why the race has moved in Obama's direction--it's the economy. Just before Lehman Brothers collapsed and made visible Wall Street's problems, 24% of voters said the nation was heading in the right direction. Since then, even that relatively low number has fallen sharply and today

just 11% of voters now say that the United States is heading in the right direction. Eighty-six percent (86%) disagree and say the nation has gotten off on the wrong track.

At the same time that the number who say the nation is heading in the right direction has fallen, Obama's support has steadily increased. In fact, his level of support has not fallen by even a single point on a single day for any of the twenty-five days dating back to September 12. He was supported by 46% of voters on September 12 and 13 before inching up to 47% for four days. Then, he was at 48% for six days and 49% for two days. Obama hit the 50% mark on September 26 and stayed there for four days before earning 51% support for six straight days and then hitting the 52% level today.

[Fifty-one percent \(51%\) of voters now trust Obama more than McCain on the economy](#) while 42% hold the opposite view. Given the importance of the economic issues in Election 2008, it's not a coincidence that these numbers so closely mirror the overall voter preferences in the tracking poll.

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 5-11, 2008, the partisan weighting targets used by Rasmussen Reports will be 39.3% Democratic, 33.3% [Republican](#), and 27.4% unaffiliated.