Rasmussen Reports
Daily Presidential Tracking Poll

Sunday, September 28, 2008

The Rasmussen Reports daily Presidential Tracking Poll for Sunday—including the first day of post-debate polling—is unchanged. Barack Obama once again attracts 50% of the vote while John McCain earns 44%. This six-point advantage matches Obama's biggest lead yet and marks the first time he has held such a lead for two-days running (see trends). Obama is now viewed favorably by 57% of voters, McCain by 55%.

As the economic crunch continues, just 11% of Americans now say the nation is heading in the right direction. That's down dramatically from 24% two weeks ago when the failure of Lehman Brothers first brought the Wall Street debacle to the world's attention. Since then, consumer and investor confidence have plummeted and nearly 80% of the nation's adults now believe the economy is getting worse. Adding to the frustration is growing opposition to the proposed rescue plan and doubts about the motives of those promoting it.

Tracking poll results are based upon nightly telephone interviews and reported on a three-day rolling average basis. Roughly one-third of the interviews for today's report were completed after the Friday night Presidential debate. The first update based entirely upon interviews conducted after the debate will come on Tuesday. Polling conducted yesterday showed that the winner of the first debate was moderator Jim Lehrer. Voters overwhelmingly thought he maintained his neutrality. Beyond that, Obama supporters tended to think he won while McCain voters thought the same about their man.

Obama now leads by sixteen points among women but trails by six among men. Obama and McCain are essentially even among White Women, a constituency that George W. Bush won by eleven points four years ago. Obama is now supported by 13% of Republicans, McCain by 11% of Democrats. For most of the year, McCain enjoyed more crossover support than Obama

Rasmussen Markets data shows Obama is now given a 57.8 % chance of winning in November (see market results for key states). The markets also suggest a 69.9 % chance the bailout bill will pass Congress before the end of September.

State polling conducted this week generally followed the national trend and confirmed a trend favoring Obama. This included polls from Ohio, Florida, West Virginia, Pennsylvania, Virginia, Arkansas, California, Colorado, Hawaii, Kansas, Massachusetts, Michigan, Minnesota, New Hampshire, and North Carolina. 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 255-227 (see Quick Campaign Overview). A total of 270 Electoral Votes are needed to win the White House (see 50-State Summary).

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.