

# Election 2004 Bush-Kerry Tracking Poll

**NOTE: The 2008 daily Presidential Tracking Poll is available [here](#).**

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**for the most current updates on Election 2008 and other events in the news.**

President George W. Bush won the popular vote on November 2 by a 50.7% to 48.2% margin over Senator John Kerry. The final Rasmussen Reports projection had shown the President winning 50.2% to 48.5%.

Our final polling [state-by-state](#) were also validated by actual election returns. We correctly showed Florida and Ohio breaking for the President while Michigan, Pennsylvania, and Minnesota were heading for the Kerry column.

The *Wall Street Journal* named Rasmussen Reports one of the "big winners" of Election 2004. Later this month, we will release a special report on Election 2004 and what it means for the country over the next four years.

Our [week-by-week tracking](#) summary shows just how stable the electorate has remained throughout Election 2004. The President held a modest lead over the final two months of the campaign.

Our [monthly polling summary](#) provides another way to see just how close this election remained throughout Election 2004.

The final Rasmussen Reports showed Bush with 222 Electoral Votes and Kerry with 186. For the second straight Presidential Election, every state that we projected for a candidate was won by that candidate. Additionally, each of the [Toss-Up states](#) person leading in our final poll.

Voters who picked their candidate early in the process leaned towards Kerry but [late deciders](#) more likely to support Bush. Despite the closeness of the race and memories of Election 2000,

most voters believe we will know the winner at some point on Election night next week.