

Election 2004 Bush-Kerry Tracking Poll

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 polling results](#)

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 poll](#)

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 [Electoral College](#)

projection 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](#)

was won by the person leading in our final poll.