

Election 2008: Nevada Presidential Election

McCain Takes Slight Lead Again in Nevada
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The race for Nevada's Electoral College votes remains close, but for the fourth time in the last five months John McCain has a slight advantage. The latest Rasmussen Reports telephone survey shows McCain attracting 45% of the vote while Obama earns 42%.

This is the third straight month to find Obama's support at the 42% level. Two months ago, McCain was at 45%, but his support slipped to 40% in July.

When “leaners” are included in the current Nevada totals, McCain is on top 48% to 45%.

Crosstabs with more detailed results and demographic breakdowns are available for Premium Members.

Nevada is one of three southwestern states targeted by the Obama campaign. Like New Mexico and Colorado, it went narrowly for President Bush four years ago.

McCain is now viewed favorably by 58% of voters in Nevada, down two points from a month ago.

Obama currently gets positive reviews from 47% of the state's voters, down five points from July.

As always in this election season, opinions about Obama are more firmly established. He is viewed Very Favorably by 30% and Very Unfavorably by 35%. For McCain, the numbers are 20% Very Favorable and 21% Very Unfavorable.

McCain is now supported by 85% of Republicans, up nine percentage points from a month ago. Obama currently attracts 79% support from Democrats, unchanged over the past month. Unaffiliated voters are evenly divided.

Consistent with the views of voters across the nation, 55% of Nevada voters believe most reporters are trying to help Barack Obama win the election. Just 9% believe they are trying to help McCain while 24% say most reporters try to offer unbiased coverage. A recent survey found that most voters believe media bias is a bigger problem than big campaign donors.

Individual polls can sometimes overstate volatility in a race, especial when the results have a four-and-a-half percentage point margin of sampling error. One way of addressing this is to look at a rolling average of three consecutive polls. Using this approach, McCain leads Obama by a statistically insignificant 43% to 42% margin. A month ago, McCain led by three points in the three-poll average.

Mirroring the national mood, Nevada voters overwhelmingly say it's more important to find new

sources of energy than to reduce the amount of energy that Americans consume. Just 23% say it's more important to reduce consumption.

Most Nevada voters believe that the United States and its allies are winning the War on Terror. Just 22% believe the terrorists are winning. Nationally, confidence in the War on Terror is at the highest levels in the past four years.

Voters see very stark differences between Obama and McCain on Iraq and energy issues. While most Nevada voters cast a ballot for George W. Bush four years ago, most (52%) now think the president is doing a poor job. Just 35% say he is doing a good or an excellent job.