

## Election 2008: Missouri Presidential Election

Missouri: McCain Now Leads By Seven in Classic Swing State  
Friday, August 08, 2008

John McCain leads Barack Obama by seven percentage points in the race for Missouri's Electoral College votes.

The latest Rasmussen Reports telephone survey in Missouri shows John McCain attracting 48% of the vote while Barack Obama earns 41%. This is the third time in the last four months that McCain's support has been at 47% or 48%. The one exception came in early June—McCain's support dipped as Obama was wrapping up the Democratic Presidential nomination.

Obama has been in the 41% to 43% range for four straight months.

Last month, McCain enjoyed a five-point lead in Missouri.

When leaners are included in the current survey, McCain leads Obama 50% to 44%, little changed from a month ago. Leaners are survey participants who initially indicate no preference for either major candidate but indicate that they are leaning towards either McCain or Obama.

Fifty-five percent (55%) believe that most reporters are trying to help Obama win in November while 9% believe they are trying to help McCain. These figures are similar to the national average.

Fifty-three percent (53%) believe that reducing the price of gas and oil is more important than protecting the environment. Nationally, voters see stark differences between Obama and McCain on the energy issue. The two men are essentially even in the Rasmussen Reports daily Presidential Tracking Poll.

McCain is supported by 93% of Missouri Republicans and enjoys a twenty-three percentage point lead among unaffiliated voters. Obama is supported by 84% of Democrats. Premium Members can review crosstabs and see results by gender, age, ideology, party, income, and other demographics.

McCain is currently viewed favorably by 59% of Missouri voters, Obama by 53%.

Nineteen percent (19%) have a Very Favorable opinion of McCain and 16% hold a Very Unfavorable view of the presumptive Republican nominee. For Obama, the numbers are 27% Very Favorable, 29% Very Unfavorable.

Fifty-five percent (55%) say the U.S. and its allies are now winning the War on Terror. Nationally, confidence in the War on Terror is at the highest levels of the past four years.

This survey was conducted in partnership with Fox Television Stations Inc.