

Results of SurveyUSA Election Poll #13286



Geography: Missouri
 Data Collected: 01/30/2008 - 01/31/2008
 Release Date: 02/01/2008

Sponsors:
 KCTV-TV (Kansas City), KSDK-TV (St. Louis)

Missouri Democratic Primary Too Close to Call, 96-Hours To Vote: Missouri voters are poised to divide the 88 delegates they send to the Democratic National Convention between Hillary Clinton and Barack Obama, according to a SurveyUSA poll conducted exclusively for KCTV-TV Kansas City and KSDK-TV St. Louis. Obama leads among men. Clinton leads among women. Obama leads among young voters. Clinton leads among older voters. Clinton leads among whites. Obama leads among blacks. Clinton leads among registered Democrats. Obama leads among Independents. Clinton leads among the Democratic Primary voters who live in the more Republican parts of the state -- the Ozarks and North Central MO. Obama leads in greater Kansas City. The two are tied in greater St. Louis. When all is totaled, it's Clinton 48%, Obama 44% today. One in four likely voters say they may change their mind. The contest could go either way. Because of the way the Democratic Party awards delegates, neither will be shut-out in the Show Me.

Filtering / Timing: 2,000 state of MO adults were interviewed 01/30/08 and 01/31/08. All interviews were conducted after results of the 01/29/08 Florida Primary were known and after John Edwards withdrew from the contest. Interviews were completed before the California Democratic Debate which began 8 pm ET on 01/31/08. Of the MO adults, 1,833 were registered to vote. Of them, 664 were determined by SurveyUSA to be likely to vote in the 02/05/08 Democratic Primary.

1 If the Democratic Primary for President of the United States were today, would you vote for...(names rotated) Hillary Clinton? Barack Obama? Or some other Democrat?

664 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.9%																
Clinton	48%	36%	58%	31%	45%	52%	61%	39%	56%	54%	17%	41%	32%	30%	52%	39%
Obama	44%	54%	36%	61%	45%	42%	32%	52%	38%	38%	76%	57%	67%	60%	41%	55%
Other	5%	8%	4%	5%	7%	4%	6%	6%	5%	6%	4%	2%	1%	8%	5%	5%
Undecided	2%	2%	2%	3%	3%	2%	1%	3%	2%	2%	3%	0%	0%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	46%	54%	21%	26%	30%	23%	47%	53%	82%	15%	1%	3%	7%	79%	10%

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664 Likely Voters	All	Ideology			Attend Religious Services			Abortion		Change Your Mi	
		Conser	Modera	Liberal	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.9%											
Clinton	48%	44%	51%	46%	44%	53%	50%	44%	50%	40%	51%
Obama	44%	42%	43%	48%	49%	39%	42%	47%	43%	43%	46%
Other	5%	9%	5%	4%	4%	6%	6%	6%	5%	13%	2%
Undecided	2%	5%	1%	2%	3%	2%	2%	3%	2%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	13%	43%	22%	47%	28%	25%	34%	63%	26%	72%

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664 Likely Voters	All	Top Issue For Next President								Region			
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	Ozark	Kansas	Central	St. Loui
Margin of Sampling Error: +/-3.9%													
Clinton	48%	48%	52%	50%	48%	34%	59%	35%	77%	62%	43%	50%	46%
Obama	44%	45%	45%	45%	46%	17%	29%	59%	14%	32%	50%	34%	48%
Other	5%	4%	3%	2%	6%	49%	11%	2%	9%	6%	5%	12%	5%
Undecided	2%	3%	0%	2%	0%	0%	1%	4%	0%	0%	3%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	44%	4%	22%	13%	2%	4%	3%	3%	16%	25%	8%	50%

Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.