

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)

Huckabee Very Much in the Missouri Mix; McCain Battles in Three-For-All: The outcome of Missouri's Winner-Take-All Republican Primary is impossible to know, 4 days to the vote, according to a SurveyUSA poll conducted exclusively for KCTV-TV Kansas City and KSDK-TV St. Louis. John McCain is at 34%, Mitt Romney at 30%, Mike Huckabee at 28%, all three within the survey's 4.5 point margin of sampling error. Among men: tied. Among younger voters: tied. Among pro-life voters: tied. Among regular church goers: tied. Among white voters: tied. McCain has a clear advantage in greater St. Louis, has a slight advantage among women, among seniors, among Moderates, among those who attend church less frequently, among those focused on the Economy, and in greater Kansas City. Huckabee leads in the Ozarks. Romney and Huckabee tie in Central MO. Romney leads among voters focused on Immigration, Terrorism and Social Security. The relative size of regional turnout could decide the contest.

Filtering / Timing: 2,000 state of MO adults were interviewed 01/30/08 and 01/31/08. Of them, 1,833 were registered to vote. Of them, 505 were determined by SurveyUSA to be likely to vote in the 02/05/08 Republican Primary. All interviews conducted after results of Florida Primary were known. Half of interviews conducted prior to Republican debate on 01/30/08, half conducted after. John McCain received a number of prominent endorsements during the field period for this survey. The full effect of those endorsements, if there is any, may not yet be reflected in this data.

1 If the Republican Primary for President of the United States were today, would you vote for ...(names rotated) Mike Huckabee? John McCain? Mitt Romney? Ron Paul? Or some other Republican?

505 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Huckabee	28%	28%	29%	24%	35%	27%	21%	32%	24%	29%	15%	9%	2%	30%	25%	29%
McCain	34%	32%	35%	24%	35%	34%	38%	32%	36%	33%	40%	47%	0%	34%	27%	33%
Romney	30%	32%	27%	47%	21%	29%	33%	29%	30%	30%	20%	29%	82%	30%	18%	21%
Paul	5%	6%	4%	5%	7%	6%	2%	6%	4%	5%	12%	15%	16%	3%	10%	14%
Other	2%	2%	1%	0%	1%	3%	2%	1%	2%	1%	10%	0%	0%	1%	5%	1%
Undecided	2%	1%	3%	0%	1%	2%	4%	1%	3%	2%	3%	1%	0%	1%	14%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	56%	44%	16%	37%	27%	20%	53%	47%	94%	4%	2%	1%	76%	4%	13%

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505 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: +/-4.5%											
Huckabee	28%	31%	11%	20%	32%	17%	21%	33%	10%	26%	29%
McCain	34%	28%	49%	51%	29%	44%	45%	27%	56%	41%	29%
Romney	30%	33%	31%	0%	31%	29%	28%	33%	22%	21%	36%
Paul	5%	5%	5%	17%	5%	7%	3%	4%	8%	6%	5%
Other	2%	2%	1%	5%	1%	3%	1%	1%	3%	4%	1%
Undecided	2%	1%	3%	6%	2%	1%	2%	2%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	70%	20%	3%	68%	15%	16%	77%	22%	32%	67%

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505 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: +/-4.5%													
Huckabee	28%	26%	76%	31%	27%	20%	29%	15%	29%	38%	16%	36%	25%
McCain	34%	36%	24%	46%	41%	30%	26%	71%	18%	26%	38%	22%	39%
Romney	30%	29%	0%	13%	21%	43%	45%	14%	42%	29%	31%	38%	27%
Paul	5%	6%	0%	3%	6%	4%	0%	0%	9%	3%	12%	2%	5%
Other	2%	1%	0%	4%	1%	2%	0%	0%	1%	1%	2%	0%	2%
Undecided	2%	2%	0%	3%	4%	1%	0%	0%	0%	3%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	36%	0%	7%	8%	15%	6%	2%	18%	26%	20%	12%	41%

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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.