

Results of SurveyUSA Election Poll #14222



Geography: Kansas
 Data Collected: 08/18/2008 - 08/20/2008
 Release Date: 08/21/2008

Sponsors:
 KCTV-TV (Kansas City), KWCH-TV (Wichita)

Kansas, 11 Weeks Out -- McCain 23 Points Atop Obama: In an election for President of the United States in Kansas today, 08/21/08, Republican John McCain defeats Democrat Barack Obama 58% to 35%, according to this SurveyUSA pre-election poll conducted exclusively for KWCH-TV Wichita and KCTV-TV Kansas City. McCain leads among young and old, male and female, rich and poor, college educated and less educated, frequent worshippers and not-so-frequent. 22% of Democrats cross-over to vote Republican, compared to 13% of Republicans who cross-over to vote Democratic. Independents break 6:5 for McCain. Pro-Choice voters split. Pro-Life voters back McCain 4:1.

Filtering / Context: SurveyUSA interviewed 900 Kansas adults 08/18/08 through 08/20/08. Of them, 775 were registered to vote. Of the registered voters, 641 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Kansas has 6 Electoral College votes. George W. Bush carried Kansas by 25 points in 2004 and by 21 points in 2000. Obama has family roots in Kansas and had hoped to outperform Gore and Kerry in this traditionally Republican state. Research conducted prior to Obama announcement of running mate. Kansas Governor Kathleen Sebelius, a Democrat, is one of several possible Obama running mates.

1 If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

641 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-3.9%																	
McCain (R)	58%	63%	54%	51%	64%	60%	54%	59%	57%	58%	54%	60%	61%	21%	**	**	
Obama (D)	35%	30%	39%	40%	31%	33%	38%	34%	35%	35%	37%	34%	33%	77%	**	**	
Other	4%	5%	3%	4%	3%	5%	5%	3%	5%	3%	6%	4%	4%	0%	**	**	
Undecided	3%	2%	4%	5%	3%	2%	3%	4%	3%	3%	3%	3%	3%	3%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	48%	52%	20%	34%	25%	21%	54%	46%	47%	13%	40%	88%	5%	3%	4%	

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641 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi		Income	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M	< \$50K	> \$50K
Margin of Sampling Error: +/-3.9%																		
McCain (R)	58%	84%	22%	45%	90%	49%	21%	56%	61%	63%	54%	51%	76%	42%	40%	64%	54%	61%
Obama (D)	35%	13%	73%	37%	6%	43%	76%	39%	30%	31%	37%	41%	20%	49%	38%	34%	37%	33%
Other	4%	2%	3%	11%	2%	4%	3%	2%	6%	2%	6%	5%	2%	5%	11%	2%	4%	3%
Undecided	3%	1%	2%	7%	2%	4%	0%	3%	3%	3%	3%	3%	3%	3%	11%	0%	4%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	51%	29%	16%	32%	41%	11%	50%	50%	57%	23%	20%	50%	48%	21%	75%	33%	67%

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641 Likely Voters	All	Region		
		Northea	Southe	Wester
Margin of Sampling Error: +/-3.9%				
McCain (R)	58%	52%	64%	68%
Obama (D)	35%	40%	31%	27%
Other	4%	4%	3%	4%
Undecided	3%	4%	2%	1%
Total	100%	100%	100%	100%
Composition of Likely Voters	100%	52%	33%	15%

** Too few respondents of this type were interviewed for this data to be meaningful.

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.