

Results of SurveyUSA Election Poll #13303



Geography: Missouri
 Data Collected: 02/02/2008 - 02/03/2008
 Release Date: 02/04/2008

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

Eve of Missouri Democratic Primary, Possible Last-Minute Momentum to Clinton: 24 hours till votes are counted in the Missouri Democratic Primary, late movement may be going toward Hillary Clinton, according to SurveyUSA's final pre-primary tracking poll, conducted for KSDK-TV St. Louis and KCTV-TV Kansas City. At the wire, it's Clinton 54%, Barack Obama 43%. Compared to an identical SurveyUSA poll released 72 hours ago, Obama is flat, Clinton is up. Clinton gains material ground among younger voters, where Obama had led by 13, now leads by 6. Clinton advances among older voters, where Clinton had led by 18, now leads by 26. Obama continues to carry black voters 3:1. But Clinton gains ground among white voters, gains ground in Kansas City, gains ground in St. Louis, and holds her ground in the Ozarks.

Filtering: 2,000 state of MO adults were interviewed by SurveyUSA 02/02/08 and 02/03/08. All interviews completed before start of Super Bowl on 02/03/08. Of the adults, 1,849 were registered to vote. Of them, 671 were determined by SurveyUSA to be likely to vote in the 02/05/08 Democratic Primary. 1 in 5 voters tell SurveyUSA they may yet change their mind, the day before the Primary. Of those who say their mind is made up, Clinton leads by 12.

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?

671 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	54%	39%	64%	43%	47%	55%	69%	45%	61%	59%	22%	74%	59%	24%	58%	37%
Obama	43%	55%	34%	56%	46%	43%	25%	51%	35%	37%	74%	26%	37%	73%	39%	58%
Other	3%	6%	1%	1%	5%	1%	5%	3%	3%	3%	3%	0%	4%	3%	2%	5%
Undecided	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	2%	0%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	42%	58%	21%	27%	29%	22%	48%	52%	80%	16%	1%	2%	5%	82%	11%

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671 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	54%	64%	52%	57%	50%	55%	57%	53%	55%	49%	55%
Obama	43%	34%	44%	40%	44%	43%	41%	45%	42%	43%	43%
Other	3%	1%	4%	3%	4%	2%	1%	2%	3%	6%	2%
Undecided	1%	0%	1%	1%	1%	0%	0%	0%	1%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	11%	46%	22%	44%	27%	29%	33%	65%	20%	79%

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671 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	54%	57%	55%	52%	47%	42%	69%	42%	63%	62%	57%	47%	51%
Obama	43%	40%	43%	43%	52%	51%	24%	50%	28%	31%	39%	49%	47%
Other	3%	2%	2%	4%	0%	4%	3%	8%	9%	6%	4%	3%	1%
Undecided	1%	1%	0%	0%	1%	3%	3%	0%	0%	1%	0%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	42%	4%	23%	17%	2%	4%	2%	4%	17%	23%	10%	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.