

# 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)

**Missouri GOP Primary Too-Close-To-Call:** 24 hours till votes are counted in the Missouri Republican Primary, John McCain and Mike Huckabee are effectively even, according to SurveyUSA's final pre-primary tracking poll, conducted exclusively for KSDK-TV St. Louis and KCTV-TV Kansas City. At the wire, it's McCain 33%, Huckabee 31%, Mitt Romney 28%. Compared to an identical SurveyUSA poll released 72 hours ago, McCain is flat, Huckabee may have slight momentum. In the Ozarks, Huckabee, from neighboring Arkansas, leads Romney by 25 points. Among Pro-Life voters, Huckabee leads Romney by 12. Among those who attend religious services regularly, Huckabee leads by 8. But: In greater St. Louis, McCain leads Romney by 16 and Huckabee by 19. In Kansas City, McCain leads Romney by 11 and Huckabee by 14. Among Moderates, McCain leads both challengers by 39 points. Among Conservatives, McCain and Romney effectively tie, 8 to 10 points ahead of McCain. McCain leads among men. Huckabee leads among women. Regional turnout is key to determining the winner of Missouri's 58 Winner-Take-All delegates.

**Filtering:** 2,000 state of MO adults were interviewed 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, 542 were determined by SurveyUSA to be likely to vote in the 02/05/08 Missouri GOP Primary.

**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?

542 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.3%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Huckabee	31%	29%	35%	47%	30%	28%	23%	36%	26%	32%	36%	9%	33%	31%	26%	33%
McCain	33%	34%	31%	23%	33%	34%	40%	30%	37%	33%	28%	35%	20%	32%	41%	30%
Romney	28%	28%	29%	21%	28%	31%	32%	25%	31%	27%	32%	55%	34%	29%	20%	25%
Paul	6%	8%	3%	6%	7%	4%	4%	7%	4%	6%	0%	0%	4%	5%	9%	10%
Other	1%	1%	1%	2%	1%	2%	0%	1%	1%	1%	0%	0%	9%	1%	0%	2%
Undecided	1%	0%	2%	0%	1%	2%	0%	1%	1%	1%	4%	0%	0%	1%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	61%	39%	20%	36%	23%	21%	56%	44%	94%	2%	2%	1%	81%	5%	12%

# Results of SurveyUSA Election Poll #13303



Sponsors:

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

Geography: Missouri

Data Collected: 02/02/2008 - 02/03/2008

Release Date: 02/04/2008

**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?

542 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: +/-4.3%											
Huckabee	31%	35%	19%	10%	37%	24%	13%	40%	9%	33%	31%
McCain	33%	25%	58%	61%	29%	43%	41%	26%	53%	32%	33%
Romney	28%	33%	19%	8%	28%	22%	32%	28%	28%	24%	30%
Paul	6%	6%	1%	8%	4%	7%	11%	4%	8%	8%	5%
Other	1%	1%	2%	8%	1%	3%	2%	1%	1%	1%	1%
Undecided	1%	1%	0%	5%	1%	1%	1%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	71%	19%	3%	68%	17%	15%	73%	25%	25%	74%

**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?

542 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: +/-4.3%													
Huckabee	31%	35%	33%	30%	16%	24%	32%	35%	31%	50%	26%	29%	23%
McCain	33%	36%	30%	32%	49%	36%	37%	36%	18%	20%	40%	20%	42%
Romney	28%	23%	30%	11%	32%	37%	27%	29%	40%	25%	29%	39%	26%
Paul	6%	5%	0%	20%	2%	2%	0%	0%	10%	4%	5%	9%	6%
Other	1%	1%	7%	3%	1%	0%	0%	0%	1%	1%	0%	1%	2%
Undecided	1%	0%	0%	4%	0%	1%	5%	0%	0%	0%	0%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	2%	8%	7%	18%	3%	1%	15%	26%	19%	14%	41%

# Results of SurveyUSA Election Poll #13303



Sponsors:

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

Geography: Missouri

Data Collected: 02/02/2008 - 02/03/2008

Release Date: 02/04/2008

**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.