

Results of SurveyUSA Election Poll #13374



Sponsor:

KCTV-TV (Kansas City)

Geography: Missouri

Data Collected: 02/15/2008 - 02/17/2008

Release Date: 02/22/2008

1 If there were an election for President of the United States today, and the only two names on the ballot were Republican John McCain and ... Democrat Hillary Clinton, who would you vote for?

544 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology			Abortion	
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepen	Conser	Moder	Liberal	Pro-life	Pro-cho
Margin of Sampling Error: +/-4.3%																		
McCain	44%	50%	39%	42%	46%	44%	48%	16%	27%	30%	88%	11%	50%	74%	40%	13%	53%	35%
Clinton	51%	45%	56%	55%	47%	51%	47%	75%	71%	63%	8%	83%	44%	22%	55%	79%	42%	59%
Undecided	5%	5%	6%	3%	7%	5%	5%	9%	1%	7%	3%	6%	7%	4%	5%	8%	5%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	47%	53%	26%	42%	32%	86%	11%	1%	2%	27%	41%	26%	30%	43%	17%	50%	46%

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544 Registered Voters	All	Does US Need a		Gun Ownership		Attend Religious Services			Evangelical?		Top Issue For Next President							
		Need	Not Ne	Yes	No	Regular	Occasio	Almost	Yes	No	Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra
Margin of Sampling Error: +/-4.3%																		
McCain	44%	45%	44%	49%	38%	51%	36%	40%	50%	41%	44%	34%	33%	34%	75%	33%	20%	61%
Clinton	51%	52%	50%	45%	57%	43%	60%	54%	41%	55%	52%	64%	63%	62%	20%	49%	76%	30%
Undecided	5%	3%	6%	6%	5%	6%	4%	6%	9%	3%	4%	2%	3%	4%	4%	18%	5%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	55%	43%	48%	30%	22%	35%	59%	33%	3%	20%	9%	11%	5%	4%	12%

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		Ozark	Kansas	Central	St. Loui
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McCain	44%	58%	41%	44%	40%
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Composition of Registered Voters	100%	20%	22%	10%	48%

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2 What if it was John McCain against Democrat Barack Obama?

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McCain	43%	45%	41%	37%	43%	48%	47%	10%	54%	40%	83%	18%	46%	77%	34%	19%	57%	31%	
Obama	49%	47%	51%	58%	48%	44%	44%	87%	45%	60%	12%	77%	41%	17%	58%	78%	35%	63%	
Undecided	8%	8%	8%	6%	10%	8%	9%	3%	1%	0%	6%	5%	13%	6%	8%	3%	8%	6%	
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Obama	49%	38%	52%	41%	61%	41%	56%	56%	37%	57%	52%	61%	59%	61%	21%	65%	70%	26%	
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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.