

Results of SurveyUSA Election Poll #13188



Sponsor:

KCTV-TV (Kansas City)

Geography: Missouri

Data Collected: 01/11/2008 - 01/13/2008

Release Date: 01/14/2008

MISSOURI: Huckabee and McCain Keep Show-Me State Red; Giuliani and Romney Flip MO Blue. In head-to-head matchups for President of the United States, in swing-state Missouri, today: Hillary Clinton defeats Rudolph Giuliani and Mitt Romney, but loses to John McCain and loses to Mike Huckabee within the margin of sampling error, according to SurveyUSA tracking polls conducted for KCTV-TV Kansas City. Barack Obama defeats Giuliani and Romney within the margin of sampling error, but loses to Huckabee and McCain. Research conducted 01/11/08 through 01/13/08, after Iowa and New Hampshire, before Michigan and Nevada.

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

562 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	Modera	Liberal	Pro-life	Pro-cho
Margin of Sampling Error: +/-4.2%																		
Giuliani	43%	51%	37%	43%	44%	43%	48%	13%	30%	12%	84%	7%	46%	73%	34%	22%	66%	25%
Clinton	47%	38%	55%	50%	45%	47%	43%	77%	55%	76%	7%	86%	40%	18%	57%	73%	27%	67%
Undecided	10%	11%	8%	7%	11%	10%	9%	10%	16%	12%	9%	7%	14%	9%	9%	5%	8%	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%	47%	53%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%

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

562 Registered Voters	All	Does US Need a		Same Sex Marri		Gun Ownership		Attend Religious Services			Evangelical?	
		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Margin of Sampling Error: +/-4.2%												
Giuliani	43%	50%	42%	25%	56%	48%	38%	52%	38%	32%	53%	38%
Clinton	47%	39%	50%	67%	34%	42%	55%	38%	51%	61%	40%	53%
Undecided	10%	11%	8%	8%	10%	11%	7%	10%	11%	6%	7%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

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

562 Registered 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: +/-4.2%													
Giuliani	43%	34%	60%	28%	22%	86%	57%	35%	73%	42%	39%	60%	41%
Clinton	47%	54%	39%	63%	67%	11%	33%	51%	21%	52%	51%	27%	49%
Undecided	10%	12%	1%	9%	10%	3%	10%	14%	5%	6%	10%	13%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

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2 What if it was Republican Mitt Romney against Hillary Clinton?

562 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: +/-4.2%																			
Romney	42%	52%	32%	38%	44%	41%	45%	12%	30%	17%	82%	6%	47%	74%	33%	16%	65%	23%	
Clinton	49%	38%	58%	54%	46%	49%	45%	79%	54%	71%	9%	87%	41%	19%	58%	78%	26%	70%	
Undecided	10%	10%	9%	8%	10%	11%	10%	9%	16%	12%	9%	8%	12%	7%	9%	6%	9%	7%	
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%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%	

2 What if it was Republican Mitt Romney against Hillary Clinton?

562 Registered Voters	All	Does US Need a		Same Sex Marri		Gun Ownership		Attend Religious Services			Evangelical?	
		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Margin of Sampling Error: +/-4.2%												
Romney	42%	52%	39%	21%	56%	48%	34%	51%	35%	30%	54%	35%
Clinton	49%	39%	53%	72%	35%	43%	58%	39%	55%	63%	39%	57%
Undecided	10%	9%	8%	8%	10%	10%	8%	10%	11%	7%	7%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

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Margin of Sampling Error: +/-4.2%													
Romney	42%	34%	55%	28%	22%	79%	44%	37%	70%	41%	39%	58%	38%
Clinton	49%	54%	44%	66%	69%	16%	44%	48%	21%	54%	51%	31%	50%
Undecided	10%	12%	1%	6%	9%	6%	12%	15%	9%	6%	10%	11%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

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3 What if it was Republican Mike Huckabee against Hillary Clinton?

562 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology			Abortion	
Margin of Sampling Error: +/-4.2%		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepen	Conser	Moder	Liberal	Pro-life	Pro-cho
Huckabee	47%	52%	43%	45%	49%	47%	51%	15%	31%	33%	79%	19%	51%	78%	41%	20%	66%	33%
Clinton	45%	40%	50%	49%	42%	45%	41%	77%	54%	62%	14%	75%	38%	15%	53%	75%	27%	62%
Undecided	8%	8%	8%	7%	9%	8%	8%	9%	15%	5%	7%	6%	11%	8%	6%	5%	7%	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%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%

3 What if it was Republican Mike Huckabee against Hillary Clinton?

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Margin of Sampling Error: +/-4.2%		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Huckabee	47%	46%	48%	31%	59%	60%	32%	56%	37%	45%	69%	39%
Clinton	45%	47%	45%	60%	34%	32%	61%	39%	52%	48%	26%	53%
Undecided	8%	7%	7%	9%	6%	8%	7%	6%	11%	7%	5%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

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Margin of Sampling Error: +/-4.2%		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	Ozark	Kansas	Central	St. Loui
Huckabee	47%	42%	11%	35%	53%	79%	46%	42%	75%	61%	46%	35%	45%
Clinton	45%	48%	77%	63%	44%	17%	43%	48%	18%	35%	47%	49%	48%
Undecided	8%	10%	12%	3%	3%	3%	11%	10%	7%	3%	8%	16%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

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4 What if it was Republican John McCain against Hillary Clinton?

562 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: +/-4.2%																		
McCain	50%	60%	41%	45%	50%	53%	54%	19%	35%	28%	90%	12%	58%	81%	45%	23%	73%	31%
Clinton	44%	33%	53%	49%	43%	40%	40%	72%	50%	67%	6%	83%	33%	14%	51%	72%	23%	63%
Undecided	6%	7%	6%	6%	7%	7%	6%	9%	15%	5%	4%	6%	9%	5%	4%	5%	4%	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%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%

4 What if it was Republican John McCain against Hillary Clinton?

562 Registered Voters	All	Does US Need a		Same Sex Marri		Gun Ownership		Attend Religious Services			Evangelical?	
		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Margin of Sampling Error: +/-4.2%												
McCain	50%	60%	47%	31%	63%	57%	41%	60%	45%	35%	60%	44%
Clinton	44%	33%	47%	64%	31%	37%	54%	35%	45%	60%	37%	50%
Undecided	6%	6%	6%	5%	6%	7%	5%	5%	10%	5%	3%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

4 What if it was Republican John McCain against Hillary Clinton?

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		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	Ozark	Kansas	Central	St. Loui
Margin of Sampling Error: +/-4.2%													
McCain	50%	43%	73%	40%	28%	89%	59%	34%	73%	48%	46%	62%	49%
Clinton	44%	49%	27%	58%	65%	11%	29%	57%	18%	47%	47%	27%	45%
Undecided	6%	8%	0%	2%	7%	0%	11%	9%	10%	5%	6%	10%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

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5 What if it was Rudy Giuliani against Democrat Barack Obama?

562 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: +/-4.2%																		
Giuliani	44%	47%	41%	44%	44%	45%	48%	12%	31%	20%	78%	17%	41%	67%	36%	29%	63%	28%
Obama	47%	43%	50%	52%	45%	44%	42%	84%	42%	77%	16%	74%	48%	23%	56%	67%	27%	64%
Undecided	9%	10%	9%	4%	11%	11%	10%	4%	28%	3%	6%	9%	11%	10%	8%	4%	10%	8%
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%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%

5 What if it was Rudy Giuliani against Democrat Barack Obama?

562 Registered Voters	All	Does US Need a		Same Sex Marri		Gun Ownership		Attend Religious Services			Evangelical?	
		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Margin of Sampling Error: +/-4.2%												
Giuliani	44%	53%	42%	25%	57%	48%	38%	50%	44%	31%	50%	40%
Obama	47%	38%	50%	69%	33%	43%	53%	41%	45%	61%	42%	51%
Undecided	9%	10%	8%	6%	10%	9%	8%	9%	11%	8%	8%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

5 What if it was Rudy Giuliani against Democrat Barack Obama?

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		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	Ozark	Kansas	Central	St. Loui
Margin of Sampling Error: +/-4.2%													
Giuliani	44%	39%	64%	34%	23%	70%	63%	37%	66%	42%	43%	54%	43%
Obama	47%	52%	32%	58%	63%	19%	30%	60%	23%	54%	46%	38%	46%
Undecided	9%	9%	4%	8%	14%	10%	8%	3%	11%	5%	10%	9%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

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6 What if it was Mitt Romney against Barack Obama?

562 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: +/-4.2%																		
Romney	43%	48%	39%	43%	43%	45%	47%	10%	31%	29%	77%	16%	42%	70%	35%	27%	65%	25%
Obama	48%	45%	52%	53%	48%	44%	44%	86%	41%	71%	16%	76%	50%	22%	59%	69%	26%	68%
Undecided	8%	7%	9%	4%	9%	11%	9%	4%	28%	0%	7%	8%	7%	8%	6%	5%	9%	7%
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%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%

6 What if it was Mitt Romney against Barack Obama?

562 Registered Voters	All	Does US Need a		Same Sex Marri		Gun Ownership		Attend Religious Services			Evangelical?	
		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Margin of Sampling Error: +/-4.2%												
Romney	43%	53%	43%	22%	57%	48%	37%	51%	41%	30%	50%	38%
Obama	48%	41%	51%	71%	35%	44%	55%	41%	49%	64%	43%	53%
Undecided	8%	7%	6%	7%	8%	8%	7%	8%	10%	6%	6%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

6 What if it was Mitt Romney against Barack Obama?

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Margin of Sampling Error: +/-4.2%													
Romney	43%	36%	58%	36%	24%	76%	48%	44%	64%	44%	45%	49%	40%
Obama	48%	56%	38%	55%	64%	16%	41%	56%	25%	53%	46%	42%	49%
Undecided	8%	8%	4%	9%	12%	7%	11%	0%	11%	3%	9%	9%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

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7 What if it was Mike Huckabee against Barack Obama?

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		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: +/-4.2%																		
Huckabee	51%	54%	49%	56%	51%	47%	56%	11%	31%	28%	81%	29%	47%	76%	42%	39%	72%	34%
Obama	41%	40%	43%	42%	41%	41%	36%	83%	42%	72%	14%	64%	43%	18%	51%	57%	21%	58%
Undecided	7%	7%	8%	3%	8%	12%	7%	6%	27%	0%	5%	7%	9%	6%	7%	5%	7%	8%
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%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%

7 What if it was Mike Huckabee against Barack Obama?

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		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Margin of Sampling Error: +/-4.2%												
Huckabee	51%	60%	50%	30%	65%	62%	37%	58%	45%	45%	67%	40%
Obama	41%	35%	44%	63%	28%	32%	54%	34%	46%	50%	25%	53%
Undecided	7%	6%	6%	6%	7%	6%	9%	8%	8%	5%	8%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

7 What if it was Mike Huckabee against Barack Obama?

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Margin of Sampling Error: +/-4.2%													
Huckabee	51%	44%	50%	39%	51%	79%	54%	42%	79%	68%	47%	52%	44%
Obama	41%	45%	45%	55%	41%	16%	38%	56%	15%	30%	43%	40%	47%
Undecided	7%	11%	5%	6%	8%	5%	8%	2%	6%	2%	9%	8%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

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8 What if it was John McCain against Barack Obama?

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		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: +/-4.2%																		
McCain	51%	57%	46%	46%	50%	57%	56%	19%	32%	28%	83%	24%	52%	80%	46%	28%	73%	33%
Obama	40%	36%	44%	49%	41%	32%	36%	72%	41%	69%	12%	67%	38%	13%	47%	65%	19%	59%
Undecided	8%	7%	9%	5%	9%	11%	8%	9%	27%	3%	5%	9%	9%	6%	7%	7%	7%	8%
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%	29%	40%	31%	87%	9%	2%	2%	31%	38%	26%	33%	37%	21%	45%	51%

8 What if it was John McCain against Barack Obama?

562 Registered Voters	All	Does US Need a		Same Sex Marri		Gun Ownership		Attend Religious Services			Evangelical?	
		Need	Not Ne	Support	Oppose	Yes	No	Regular	Occasio	Almost	Yes	No
Margin of Sampling Error: +/-4.2%												
McCain	51%	65%	48%	28%	65%	57%	44%	60%	51%	33%	59%	46%
Obama	40%	28%	45%	65%	27%	37%	46%	33%	38%	59%	34%	46%
Undecided	8%	6%	7%	8%	7%	6%	10%	7%	11%	8%	7%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	68%	32%	61%	53%	44%	48%	31%	21%	33%	57%

8 What if it was John McCain against Barack Obama?

562 Registered 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: +/-4.2%													
McCain	51%	46%	66%	43%	31%	87%	65%	37%	74%	54%	50%	54%	49%
Obama	40%	43%	33%	48%	60%	12%	25%	59%	15%	42%	41%	36%	41%
Undecided	8%	11%	1%	9%	9%	1%	11%	3%	11%	4%	9%	10%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	29%	6%	17%	13%	10%	5%	6%	9%	21%	23%	13%	42%

Results of SurveyUSA Election Poll #13188



Sponsor:

KCTV-TV (Kansas City)

Geography: Missouri

Data Collected: 01/11/2008 - 01/13/2008

Release Date: 01/14/2008

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.