

# Results of SurveyUSA Election Poll #14579



Geography: Missouri  
 Data Collected: 10/11/2008 - 10/12/2008  
 Release Date: 10/13/2008

Sponsors:  
 KCTV-TV (Kansas City), KMOX 1120 Radio (St. Louis)

**In Missouri, John McCain's Lead Among White Voters Has Evaporated:** In an election for President of the United States in battleground Missouri today, 10/13/08, three weeks until votes are counted, Democrat Barack Obama has momentum and a meaningful advantage in SurveyUSA's latest tracking poll, conducted for KMOX radio in St Louis and KCTV-TV in Kansas City. The contest in Missouri has swung 10-points to Obama since SurveyUSA's last track point, 3 weeks ago. Then, McCain led by 2. Today, Obama leads, 51% to 43%. Among white voters, McCain had led by 11. Today, tied. There is movement among men, where McCain had led, now trails; among women, where McCain had been tied, now trails; among higher-income voters, where McCain had led, now trails; and among Independents, where McCain had led, now trails. In greater St. Louis, Obama had led by 5, now by 22. In greater Kansas City, Obama had led by 16, now by 31. George W. Bush carried Missouri by 7 points in 2004, and by 3.5 points in 2000. The state has 11 electoral votes, which are critical to any Republican who seeks the White House.

**Filtering:** SurveyUSA interviewed 675 state of Missouri adults 10/11/08 and 10/12/08. Of them, 617 were registered to vote. Of them, 546 were determined by SurveyUSA to be likely to vote on or before election day.

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

546 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: +/-4.3%																	
McCain (R)	43%	44%	42%	34%	45%	42%	51%	40%	46%	39%	54%	44%	47%	11%	**	**	
Obama (D)	51%	49%	53%	58%	51%	52%	42%	54%	48%	55%	39%	49%	47%	84%	**	**	
Other	4%	5%	2%	7%	2%	3%	3%	4%	3%	4%	2%	3%	4%	4%	**	**	
Undecided	3%	2%	3%	2%	2%	3%	4%	2%	3%	1%	4%	4%	3%	2%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	46%	54%	24%	31%	26%	19%	55%	45%	50%	11%	40%	86%	10%	1%	2%	

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546 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Income		Own a Gun?	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	< \$50K	> \$50K	Yes	No
Margin of Sampling Error: +/-4.3%																		
McCain (R)	43%	84%	9%	41%	80%	30%	15%	44%	41%	52%	35%	28%	64%	22%	41%	44%	54%	29%
Obama (D)	51%	13%	89%	46%	14%	63%	81%	49%	53%	41%	62%	66%	27%	76%	53%	50%	40%	66%
Other	4%	1%	1%	10%	3%	3%	4%	3%	4%	4%	2%	5%	5%	2%	4%	3%	4%	3%
Undecided	3%	2%	1%	3%	2%	3%	0%	3%	2%	4%	1%	1%	3%	1%	2%	2%	3%	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%	31%	38%	28%	31%	37%	12%	45%	55%	55%	23%	22%	49%	48%	44%	56%	55%	44%

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546 Likely Voters	All	Region				
		Norther	Kansas	Southw	St. Loui	Southe
Margin of Sampling Error: +/-4.3%						
McCain (R)	43%	51%	32%	57%	35%	56%
Obama (D)	51%	40%	63%	41%	57%	40%
Other	4%	5%	2%	2%	6%	0%
Undecided	3%	4%	3%	1%	3%	4%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	14%	21%	19%	37%	10%

\*\* 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 Clifton, NJ.