

Results of SurveyUSA Election Poll #14398



Geography: Kansas
 Data Collected: 09/21/2008 - 09/22/2008
 Release Date: 09/23/2008

Sponsors:
 KCTV-TV (Kansas City), KWCH-TV (Wichita)

Kansas: McCain in Driver's Seat, But May Want To Watch His Mirrors: In an election for President of the United States in Kansas today, 09/23/08, six weeks from Election Day, Republican John McCain defeats Democrat Barack Obama 53% to 41%, according to this SurveyUSA pre-election poll conducted exclusively for KWCH-TV Wichita and KCTV-TV Kansas City. Compared to an identical poll released one month ago, McCain is down 5 points; Obama is up 6 points. Then, McCain led by 23 points; today, that lead has been cut in half, to 12 points. McCain continues to lead among young and old, male and female, college educated and less educated, frequent worshipers and not-so-frequent worshipers, but his margins have shrunk, and in many cases, have been sliced almost exactly in half: Among men, McCain had led by 33, now leads by 17. Among women, McCain had led by 15, now leads by 7. Among voters age 18 to 49, McCain had led by 25, now leads by 12; among voters 50+, McCain had led by 22, now leads by 12. Among college graduates, McCain had led by 17, now leads by 4. Among those who have not graduated college, McCain had led by 31, now leads by 20. 13% of Democrats cross over to vote Republican, down from 22% one month ago; 14% of Republicans cross over to vote Democratic, essentially unchanged from one month ago. Independents today favor McCain by 7 points, essentially unchanged from last month.

Filtering: SurveyUSA interviewed 900 Kansas adults 09/21/08 through 09/22/08. Of them, 799 were registered to vote. Of the registered voters, 666 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Kansas has 6 Electoral College votes. George W. Bush carried Kansas by 25 points in 2004 and by 21 points in 2000.

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

666 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: +/-3.9%																	
McCain (R)	53%	55%	50%	40%	63%	51%	54%	53%	52%	52%	54%	53%	56%	**	**	**	
Obama (D)	41%	38%	43%	53%	32%	41%	40%	41%	40%	42%	41%	39%	38%	**	**	**	
Other	4%	4%	4%	4%	3%	4%	5%	4%	4%	4%	3%	4%	3%	**	**	**	
Undecided	3%	3%	2%	3%	2%	4%	2%	2%	3%	2%	2%	4%	3%	**	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	49%	51%	21%	31%	27%	20%	53%	47%	47%	11%	42%	88%	4%	5%	4%	

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666 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi		Income	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M	< \$50K	> \$50K
Margin of Sampling Error: +/-3.9%																		
McCain (R)	53%	83%	13%	46%	85%	46%	14%	49%	57%	59%	48%	43%	69%	38%	47%	54%	46%	57%
Obama (D)	41%	14%	81%	39%	10%	48%	81%	45%	37%	35%	45%	51%	23%	57%	34%	42%	46%	38%
Other	4%	2%	3%	10%	4%	3%	4%	4%	4%	4%	4%	3%	4%	3%	10%	2%	5%	3%
Undecided	3%	1%	2%	5%	1%	3%	1%	2%	3%	2%	4%	3%	3%	2%	10%	1%	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%	45%	32%	19%	32%	36%	16%	48%	52%	54%	25%	21%	46%	49%	20%	78%	40%	60%

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666 Likely Voters	All	Region		
		Northea	Southe	Wester
Margin of Sampling Error: +/-3.9%				
McCain (R)	53%	47%	57%	63%
Obama (D)	41%	46%	38%	30%
Other	4%	4%	3%	4%
Undecided	3%	3%	2%	3%
Total	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	34%	16%

** 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.