



**FOR IMMEDIATE RELEASE**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Obama takes a small lead in Missouri**

**Raleigh, N.C.** – Barack Obama has taken a slim lead for the first time in a PPP Missouri poll. He has 48% to 46% for John McCain.

McCain had led by ten points in PPP's most recent previous survey of the state, conducted in late August. The economy is likely driving Obama's strides. 63% of Missouri voters list it as their top concern in the election, and among those folks Obama has a 57-38 advantage.

The movement toward Obama has been particularly strong among white voters and Democratic voters. In August he was receiving just 78% of the vote from folks within his own party. He is now up to 89%. He's also halved what was a 56-35 lead for McCain with whites to just a 52-42 advantage.

"Missouri, along with North Carolina and Indiana, is a state that has moved into swing state status because of the unrest about the economy," said Dean Debnam, President of Public Policy Polling. "Of course the reality is that if those three are swing states, Barack Obama's already won the election based on victories in places like Virginia and Colorado. Missouri would be icing on the cake more than anything else."

Obama's gains may also be helping to fuel Democrats up and down the ticket to greater success. Jay Nixon leads Kenny Hulshof for Governor 52-39, up from 48-42 in PPP's previous poll. Other statewide Democratic candidates leading their races by various margins include Robin Carnahan, Chris Koster, and Clint Zweifel. Even the race for Lieutenant Governor is approaching competitive status, with Peter Kinder leading challenger Sam Page just 47-44.

PPP surveyed 1,009 likely voters on October 11<sup>th</sup> and 12<sup>th</sup>. The survey's margin of error is +/-3.1%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## Missouri Poll

**Q1** The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3.

*McCain*.....46% *Undecided*..... 6%

*Obama*.....48%

**Q2** Are you firmly committed to your choice for President, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

*Firmly Committed*.....94%

*Could Change Mind*..... 6%

**Q3** The candidates for Governor are Republican Kenny Hulshof and Democrat Jay Nixon. If the election was today, who would you vote for? If you would vote for the Republican, Kenny Hulshof, press 1. If for the Democrat, Jay Nixon, press 2. If you're undecided, press 3.

*Hulshof*..... 39% *Undecided*..... 10%

*Nixon*.....52%

**Q4** The candidates for Lieutenant Governor are Republican Peter Kinder and Democrat Sam Page. If the election was today, who would you vote for? If you would vote for the Republican, Peter Kinder, press 1. If for the Democrat, Sam Page, press 2. If you're undecided, press 3.

*Kinder* .....47% *Undecided*..... 9%

*Page* .....44%

**Q5** The candidates for Secretary of State are Democrat Robin Carnahan and Republican Mitch Hubbard. If the election was today, who would you vote for? If you would vote for the Democrat, Robin Carnahan, press 1. If for the Republican, Mitch Hubbard, press 2. If you're undecided, press 3.

*Carnahan*.....54%

*Hubbard*.....39%

*Undecided*..... 8%

**Q6** The candidates for State Treasurer are Republican Brad Lager and Democrat Clint Zweifel. If the election was today, who would you vote for? If you would vote for the Republican, Brad Lager, press 1. If for the Democrat, Clint Zweifel, press 2. If you're undecided, press 3.

*Lager* .....41%

*Zweifel* .....42%

*Undecided*..... 17%

**Q7** The candidates for Attorney General are Republican Mike Gibbons and Democrat Chris Koster. If the election was today, who would you vote for? If you would vote for the Republican, Mike Gibbons, press 1. If for the Democrat, Chris Koster, press 2. If you're undecided, press 3.

*Gibbons* .....41%

*Koster* .....46%

*Undecided*..... 14%





**Q8** I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

<i>War in Iraq</i> .....	10%
<i>Education</i> .....	5%
<i>Economy and Jobs</i> .....	63%
<i>Taxes</i> .....	4%
<i>Moral and Family Values</i> .....	12%
<i>Health Care</i> .....	4%
<i>Immigration</i> .....	2%
<i>Other</i> .....	1%

**Q9** Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

<i>Urban</i> .....	17%
<i>Suburban</i> .....	39%
<i>Rural</i> .....	23%
<i>Small Town</i> .....	21%

**Q10** If you are a woman, press 1, if a man, press 2.

<i>Woman</i> .....	52%
<i>Man</i> .....	48%

**Q11** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

<i>Democrat</i> .....	40%
<i>Republican</i> .....	34%
<i>Other</i> .....	26%

**Q12** If you are white, press 1. If you are African-American, press 2. If other, press 3.

<i>White</i> .....	84%
<i>African American</i> .....	13%
<i>Other</i> .....	3%

**Q13** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

<i>18 to 29</i> .....	16%
<i>30 to 45</i> .....	27%
<i>46 to 65</i> .....	37%
<i>Older than 65</i> .....	20%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>McCain/Obama</b>					
<b>McCain</b>	46%	36%	40%	56%	55%
<b>Obama</b>	48%	59%	55%	38%	39%
<b>Undecided</b>	6%	5%	6%	6%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Change Mind</b>					
<b>Firmly Committed</b>	94%	98%	94%	95%	92%
<b>Could Change Mind</b>	6%	2%	6%	5%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Governor</b>					
<b>Hulshof</b>	39%	33%	35%	47%	41%
<b>Nixon</b>	52%	58%	56%	44%	47%
<b>Undecided</b>	10%	9%	9%	10%	12%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Lieutenant Governor</b>					
<b>Kinder</b>	47%	37%	40%	55%	58%
<b>Page</b>	44%	55%	49%	39%	31%
<b>Undecided</b>	9%	9%	11%	6%	10%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Secretary of State</b>					
<b>Carnahan</b>	54%	65%	58%	44%	46%
<b>Hubbard</b>	39%	30%	34%	48%	43%
<b>Undecided</b>	8%	5%	7%	8%	11%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Treasurer</b>					
<b>Lager</b>	41%	31%	36%	50%	50%
<b>Zweifel</b>	42%	54%	47%	35%	31%
<b>Undecided</b>	17%	15%	17%	15%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Attorney General</b>					
<b>Gibbons</b>	41%	34%	37%	46%	49%
<b>Koster</b>	45%	54%	49%	43%	35%
<b>Undecided</b>	13%	12%	14%	11%	16%

	Base	Gender	
		Woman	Man
<b>McCain/Obama</b>			
<b>McCain</b>	46%	47%	45%
<b>Obama</b>	48%	49%	48%
<b>Undecided</b>	6%	5%	7%





	Base	Gender	
		Woman	Man
<b>Change Mind</b>			
<b>Firmly Committed</b>	<b>94%</b>	96%	93%
<b>Could Change Mind</b>	<b>6%</b>	4%	7%

	Base	Gender	
		Woman	Man
<b>Governor</b>			
<b>Hulshof</b>	<b>39%</b>	38%	40%
<b>Nixon</b>	<b>52%</b>	53%	50%
<b>Undecided</b>	<b>10%</b>	10%	10%

	Base	Gender	
		Woman	Man
<b>Lieutenant Governor</b>			
<b>Kinder</b>	<b>47%</b>	45%	48%
<b>Page</b>	<b>44%</b>	44%	44%
<b>Undecided</b>	<b>9%</b>	11%	8%

	Base	Gender	
		Woman	Man
<b>Secretary of State</b>			
<b>Carnahan</b>	<b>54%</b>	54%	53%
<b>Hubbard</b>	<b>39%</b>	37%	40%
<b>Undecided</b>	<b>8%</b>	9%	7%





	Base	Gender	
		Woman	Man
<b>Treasurer</b>			
<b>Lager</b>	41%	38%	44%
<b>Zweifel</b>	42%	42%	43%
<b>Undecided</b>	17%	20%	14%

	Base	Gender	
		Woman	Man
<b>Attorney General</b>			
<b>Gibbons</b>	41%	41%	41%
<b>Koster</b>	45%	44%	48%
<b>Undecided</b>	14%	16%	11%

	Base	Party		
		Democrat	Republican	Other
<b>McCain/Obama</b>				
<b>McCain</b>	46%	7%	92%	46%
<b>Obama</b>	48%	89%	7%	40%
<b>Undecided</b>	6%	4%	1%	14%

	Base	Party		
		Democrat	Republican	Other
<b>Change Mind</b>				
<b>Firmly Committed</b>	94%	94%	97%	91%
<b>Could Change Mind</b>	6%	6%	3%	9%





	Base	Party		
		Democrat	Republican	Other
<b>Governor</b>				
Hulshof	39%	7%	78%	36%
Nixon	52%	87%	16%	43%
Undecided	10%	5%	7%	21%

	Base	Party		
		Democrat	Republican	Other
<b>Lieutenant Governor</b>				
Kinder	47%	10%	89%	48%
Page	44%	83%	7%	33%
Undecided	9%	7%	4%	19%

	Base	Party		
		Democrat	Republican	Other
<b>Secretary of State</b>				
Carnahan	54%	87%	17%	50%
Hubbard	39%	8%	78%	35%
Undecided	8%	5%	5%	15%

	Base	Party		
		Democrat	Republican	Other
<b>Treasurer</b>				
Lager	41%	6%	84%	37%
Zweifel	42%	80%	7%	30%
Undecided	17%	14%	9%	33%







	Base	Party		
		Democrat	Republican	Other
<b>Attorney General</b>				
<b>Gibbons</b>	41%	8%	83%	37%
<b>Koster</b>	45%	83%	9%	35%
<b>Undecided</b>	14%	10%	7%	28%

	Base	Race		
		White	African American	Other
<b>McCain/Obama</b>				
<b>McCain</b>	46%	52%	11%	28%
<b>Obama</b>	48%	42%	87%	55%
<b>Undecided</b>	6%	6%	2%	17%

	Base	Race		
		White	African American	Other
<b>Change Mind</b>				
<b>Firmly Committed</b>	94%	94%	98%	94%
<b>Could Change Mind</b>	6%	6%	2%	6%

	Base	Race		
		White	African American	Other
<b>Governor</b>				
<b>Hulshof</b>	39%	43%	15%	26%
<b>Nixon</b>	52%	48%	73%	57%
<b>Undecided</b>	10%	9%	12%	17%





	Base	Race		
		White	African American	Other
<b>Lieutenant Governor</b>				
<b>Kinder</b>	47%	51%	20%	31%
<b>Page</b>	44%	40%	68%	55%
<b>Undecided</b>	9%	9%	12%	14%

	Base	Race		
		White	African American	Other
<b>Secretary of State</b>				
<b>Carnahan</b>	54%	51%	70%	63%
<b>Hubbard</b>	39%	42%	18%	25%
<b>Undecided</b>	8%	7%	11%	12%

	Base	Race		
		White	African American	Other
<b>Treasurer</b>				
<b>Lager</b>	41%	45%	15%	21%
<b>Zweifel</b>	42%	38%	67%	62%
<b>Undecided</b>	17%	17%	18%	17%

	Base	Race		
		White	African American	Other
<b>Attorney General</b>				
<b>Gibbons</b>	41%	46%	13%	26%
<b>Koster</b>	45%	41%	71%	58%
<b>Undecided</b>	14%	13%	15%	17%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCain/Obama</b>					
<b>McCain</b>	46%	43%	51%	43%	48%
<b>Obama</b>	48%	54%	46%	51%	43%
<b>Undecided</b>	6%	3%	4%	6%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Change Mind</b>					
<b>Firmly Committed</b>	94%	95%	95%	94%	93%
<b>Could Change Mind</b>	6%	5%	5%	6%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Governor</b>					
<b>Hulshof</b>	39%	38%	44%	36%	36%
<b>Nixon</b>	52%	49%	47%	53%	58%
<b>Undecided</b>	10%	13%	9%	11%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lieutenant Governor</b>					
<b>Kinder</b>	47%	47%	51%	42%	49%
<b>Page</b>	44%	40%	41%	49%	43%
<b>Undecided</b>	9%	13%	8%	9%	8%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Secretary of State</b>					
<b>Carnahan</b>	54%	51%	49%	57%	56%
<b>Hubbard</b>	39%	37%	43%	37%	37%
<b>Undecided</b>	8%	12%	8%	6%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Treasurer</b>					
<b>Lager</b>	41%	37%	49%	36%	42%
<b>Zweifel</b>	42%	44%	37%	45%	42%
<b>Undecided</b>	17%	19%	13%	19%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Attorney General</b>					
<b>Gibbons</b>	41%	38%	48%	37%	40%
<b>Koster</b>	45%	44%	39%	50%	47%
<b>Undecided</b>	14%	18%	12%	13%	13%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>McCain/Obama</b>									
<b>McCain</b>	46%	51%	19%	38%	87%	89%	20%	69%	42%
<b>Obama</b>	48%	47%	71%	57%	11%	5%	75%	17%	44%
<b>Undecided</b>	6%	2%	10%	6%	2%	6%	6%	13%	15%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>Change Mind</b>									
<b>Firmly Committed</b>	94%	93%	96%	94%	96%	98%	86%	85%	100%
<b>Could Change Mind</b>	6%	7%	4%	6%	4%	2%	14%	15%	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>Governor</b>									
<b>Hulshof</b>	39%	44%	19%	31%	88%	80%	7%	43%	35%
<b>Nixon</b>	52%	43%	70%	61%	8%	10%	77%	23%	65%
<b>Undecided</b>	10%	12%	11%	8%	4%	11%	16%	34%	-





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>Lieutenant Governor</b>									
<b>Kinder</b>	47%	55%	20%	39%	81%	84%	24%	58%	42%
<b>Page</b>	44%	37%	64%	52%	12%	7%	57%	28%	58%
<b>Undecided</b>	9%	8%	16%	9%	7%	8%	19%	14%	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>Secretary of State</b>									
<b>Carnahan</b>	54%	50%	60%	63%	6%	13%	77%	41%	58%
<b>Hubbard</b>	39%	41%	27%	31%	77%	76%	12%	42%	42%
<b>Undecided</b>	8%	9%	13%	6%	17%	11%	11%	18%	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>Treasurer</b>									
<b>Lager</b>	41%	48%	20%	34%	80%	76%	12%	38%	28%
<b>Zweifel</b>	42%	33%	61%	50%	2%	5%	67%	28%	43%
<b>Undecided</b>	17%	19%	19%	15%	17%	19%	21%	34%	29%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>Attorney General</b>									
<b>Gibbons</b>	41%	48%	24%	33%	77%	80%	21%	41%	36%
<b>Koster</b>	45%	38%	61%	54%	10%	6%	66%	36%	51%
<b>Undecided</b>	14%	14%	16%	13%	13%	14%	13%	23%	13%

