



**Embargoed Until 6:00AM, Sunday, February 3, 2008**

**MSNBC - McCLATCHY**

**FEBRUARY 2008 MISSOURI DEMOCRATIC PRIMARY POLL**

400 likely Democratic primary voters were interviewed by telephone January 30-February 1, 2008 by Mason-Dixon Polling & Research, Inc. of Washington, D.C. The margin for error is plus or minus 5%.

**STATEWIDE NAME RECOGNITION:**

**QUESTION: I am going to read a list of names. The first (next) name is \_\_\_\_\_. Do you recognize that name? (IF YES) Do you have a favorable, unfavorable or neutral opinion of \_\_\_\_\_?**

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Hillary Clinton	60%	16%	24%	-
Barack Obama	60%	19%	21%	-

**QUESTION: If the 2008 Missouri Democratic primary were held today, which one of the following candidates would get your vote: (ORDER ROTATED)**

	<u>STATE</u>	<u>SEX</u>		<u>AGE</u>	
		<u>MEN</u>	<u>WOMEN</u>	<u>&lt;50</u>	<u>50+</u>
Hillary Clinton	47%	41%	51%	40%	52%
Barack Obama	41%	47%	37%	52%	33%
Others (NOT READ) **	2%	3%	1%	1%	3%
Undecided (NOT READ)	10%	9%	11%	7%	12%

	<u>STATE</u>	<u>RACE</u>		<u>PARTY ID</u>	
		<u>WHITE</u>	<u>BLACK</u>	<u>DEM</u>	<u>OTHER</u>
Hillary Clinton	47%	52%	13%	53%	27%
Barack Obama	41%	35%	79%	37%	54%
Others (NOT READ) **	2%	2%	-	1%	5%
Undecided (NOT READ)	10%	11%	8%	9%	14%

	<u>STATE</u>	<u>REGION</u>		
		<u>STL</u>	<u>KC</u>	<u>RURAL</u>
Hillary Clinton	47%	38%	47%	55%
Barack Obama	41%	48%	42%	34%
Others (NOT READ) **	2%	2%	2%	2%
Undecided (NOT READ)	10%	12%	9%	9%

\*\* This includes those who voted early or absentee for candidates that have since dropped out.

**(IF THEY VOTED FOR A CANDIDATE) QUESTION: At this point, would you say you will probably stick with that choice, or are that you still might change your mind?**

	<u>ALL</u>	<u>CLINTON</u>	<u>OBAMA</u>
		<u>VOTERS</u>	<u>VOTERS</u>
STICK W/CHOICE	76%	79%	74%
MIGHT CHANGE MIND	24%	21%	26%

**QUESTION: Which ONE of the following qualities are you most looking for in deciding which candidate to support? Someone who: (ORDER ROTATED)**

- 25% - has the right experience
- 24% - cares about the issues I care about
- 22% - represents change and a new approach
- 19% - is honest and trustworthy
- 6% - has the best chance to win in November
- 4% - Other/Not Sure (NOT READ)

	<u>CHANGE</u>	<u>ISSUES</u>	<u>EXPERIENCE</u>	<u>HONEST</u>
CLINTON	34%	47%	84%	44%
OBAMA	59%	36%	8%	38%
OTHERS	-	2%	-	3%
UNDECIDED	7%	15%	8%	15%

**QUESTION: Which ONE of the following issues do you feel is MOST important: (ORDER ROTATED)**

- The Economy & Jobs 46%
- Health care 23%
- Iraq 12%
- National Security or Terrorism 5%
- The Environment, Energy & Climate Change 5%
- Social Security 1%
- Other/Not Sure (NOT READ) 8%

	<u>IRAQ</u>	<u>ECONOMY</u>	<u>HEALTH CARE</u>
CLINTON	35%	54%	56%
OBAMA	51%	36%	34%
OTHERS	2%	1%	-
UNDECIDED	12%	9%	10%

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Missouri Democratic Primary Poll February 2008

**DEMOGRAPHICS:**

SEX:

Men	42%
Women	58%

AGE:

<50	43%
50+	57%

RACE:

White/Caucasian	82%
Black/African-American	13%
Other/Refused	5%

PARTY ID:

Democrat	76%
Republican	3%
Independent	21%

REGION:

St. Louis Metro	36%
Kansas City Metro	24%
Rural Missouri	40%