

Results of SurveyUSA Election Poll #20099

Geography: Missouri
Data Collected: 10/28/2012 - 11/03/2012
Release Date: 11/04/2012
Percentages

In Missouri, 2 Days Till Votes Are Counted, McCaskill Poised to Defeat Akin, Hold U.S. Senate Seat for Democrats: In an election for United States Senator from Missouri, incumbent Democrat Claire McCaskill leads at the wire, having assembled a coalition that should allow her to defeat Republican challenger Todd Akin, according to a SurveyUSA poll conducted for KSDK-TV in St Louis, KSHB-TV in Kansas City, and KSPR-TV and KYTV-TV in Springfield. The contest has national significance. McCaskill gets 51% to 36% for Akin, with Libertarian Jonathan Dine far back at 8%. If Dine's support should collapse on Election Day, those votes almost certainly will go to Akin and will reduce the McCaskill margin of victory shown here. Akin holds just 66% of the Republican base, compared to McCaskill, who holds 93% of the Democratic base. McCaskill leads among Independents by 24 points, and leads among moderates by 48 points. Of those voting for Barack Obama for President, 97% are also voting for the Democrat McCaskill. But of those voting for Mitt Romney for President, just 70% are also voting for Republican Akin. In the election for Governor of Missouri, incumbent Democrat Jay Nixon defeats Republican challenger Dave Spence 48% to 39%. White voters split, 44% to 44%. Nixon's entire margin of victory comes from African American voters, who break 11:1 for Nixon. Mitt Romney carries Missouri 50% to 43%, defeating Barack Obama by 7 points, and keeping Missouri's 10 electoral votes Republican red. Romney leads by 38 points among evangelical voters, and by 50 points among pro-life voters. Obama carries greater St. Louis and effectively ties Romney in greater Kansas City. But Romney has overpowering strength in Southwestern MO and in Northern MO. **Cell-phone and home-phone respondents included in this research:** SurveyUSA interviewed 700 adults from the state of Missouri 10/28/12 through 11/03/12. Of the adults, 643 were registered to vote. Of the registered voters, 589 were determined by SurveyUSA to be likely to vote in the 11/06/12 general election. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (72% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (28% of likely voters) were shown a questionnaire on their smartphone, laptop or other electronic device.

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

589 Likely Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Affiliation			Tea Party Memb		Ideology			Presidential Vot		Governor Vote		Senate Vote		Evangelical		Abortion	
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Indepe	Yes	No	Conser	Modera	Liberal	Romne	Obama	Spence	Nixon (Akin (R	McCas	Yes	No	Pro-life	Pro-cho
Mitt Romney (R)	50%	48%	52%	43%	49%	48%	62%	46%	54%	56%	10%	38%	55%	88%	8%	44%	89%	45%	80%	35%	16%	100%	0%	95%	18%	97%	13%	66%	38%	72%	29%
Barack Obama (D)	43%	46%	41%	50%	42%	45%	34%	46%	40%	37%	88%	51%	40%	6%	89%	44%	7%	47%	15%	56%	78%	0%	100%	2%	79%	0%	82%	28%	55%	22%	65%
Other	4%	4%	4%	5%	5%	3%	2%	5%	3%	4%	0%	5%	3%	4%	1%	8%	4%	4%	5%	3%	3%	0%	0%	3%	2%	3%	3%	3%	4%	4%	3%
Undecided	3%	3%	3%	2%	3%	5%	2%	3%	3%	3%	2%	7%	2%	3%	2%	5%	0%	3%	0%	6%	4%	0%	0%	0%	1%	0%	2%	2%	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	29%	21%	50%	50%	83%	10%	28%	72%	38%	31%	29%	9%	88%	40%	41%	15%	50%	43%	39%	48%	36%	51%	42%	50%	47%	48%

1

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

589 Likely Voters	All	Education			Income			Region				
Credibility Interval: +/-4.1 pct points		High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Norther	Kansas	Southw	St. Loui	Southe
Mitt Romney (R)	50%	53%	46%	51%	42%	54%	55%	62%	47%	57%	44%	45%
Barack Obama (D)	43%	34%	50%	42%	49%	40%	42%	30%	46%	38%	50%	41%
Other	4%	7%	1%	4%	4%	4%	3%	5%	3%	4%	3%	11%
Undecided	3%	5%	3%	2%	5%	2%	1%	2%	4%	2%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	24%	35%	41%	39%	39%	22%	15%	20%	18%	37%	9%

2

Do you cast this vote enthusiastically? Or, with reservations?

571 Who Are Not Undecided	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Affiliation			Tea Party Memb		Ideology			Presidential Vot		Governor Vote		Senate Vote		Evangelical		Abortion	
Credibility Interval: +/-3.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Indepe	Yes	No	Conser	Modera	Liberal	Romne	Obama	Spence	Nixon (Akin (R	McCas	Yes	No	Pro-life	Pro-cho
Enthusiastically	74%	71%	77%	61%	68%	83%	86%	65%	84%	72%	84%	56%	81%	74%	84%	65%	92%	72%	83%	65%	74%	75%	76%	79%	77%	81%	72%	77%	73%	76%	74%
With Reservations	24%	28%	21%	38%	30%	17%	13%	34%	15%	26%	15%	43%	18%	24%	15%	35%	8%	26%	17%	32%	25%	24%	23%	21%	22%	18%	27%	23%	25%	23%	24%
Not Sure	1%	1%	2%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%	0%	2%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Not Undeci	100%	48%	52%	24%	26%	29%	21%	50%	50%	84%	10%	27%	73%	39%	32%	29%	9%	87%	41%	40%	15%	51%	44%	41%	48%	37%	52%	43%	51%	48%	48%

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Credibility Interval: +/-3.7 pct points		High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Norther	Kansas	Southw	St. Loui	Southe
Enthusiastically	74%	72%	74%	76%	69%	77%	79%	64%	80%	72%	78%	71%
With Reservations	24%	27%	25%	23%	29%	23%	21%	32%	19%	27%	22%	27%
Not Sure	1%	1%	1%	1%	2%	0%	0%	4%	1%	2%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Not Undeci	100%	23%	35%	42%	38%	40%	22%	15%	20%	19%	37%	9%

3 Missouri will also elect a Governor. If the election for Governor were today, would you vote for ... (choices rotated) Republican Dave Spence? Democrat Jay Nixon? Or Libertarian Jim Higgins?

589 Likely Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Affiliation			Tea Party Memb		Ideology			Presidential Vot		Governor Vote		Senate Vote		Evangelical		Abortion	
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Indepe	Yes	No	Conser	Modera	Liberal	Romne	Obama	Spence	Nixon (Akin (R	McCas	Yes	No	Pro-life	Pro-cho
Dave Spence (R)	39%	35%	43%	32%	39%	42%	46%	35%	43%	44%	7%	26%	45%	73%	6%	32%	77%	36%	69%	22%	14%	75%	2%	100%	0%	87%	7%	53%	30%	60%	21%
Jay Nixon (D)	48%	51%	45%	44%	47%	51%	47%	45%	50%	44%	78%	49%	47%	17%	86%	47%	17%	51%	22%	62%	73%	17%	87%	0%	100%	10%	80%	36%	56%	27%	68%
Jim Higgins (L)	5%	7%	2%	9%	6%	2%	2%	7%	2%	4%	11%	8%	3%	3%	3%	9%	1%	5%	3%	5%	9%	3%	5%	0%	0%	1%	6%	3%	7%	3%	6%
Undecided	8%	7%	9%	15%	8%	5%	4%	12%	5%	9%	4%	17%	5%	7%	6%	11%	5%	9%	6%	11%	4%	5%	7%	0%	0%	2%	7%	8%	6%	9%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	29%	21%	50%	50%	83%	10%	28%	72%	38%	31%	29%	9%	88%	40%	41%	15%	50%	43%	39%	48%	36%	51%	42%	50%	47%	48%

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Credibility Interval: +/-4.1 pct points		High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Norther	Kansas	Southw	St. Loui	Southe
Dave Spence (R)	39%	41%	34%	44%	34%	44%	42%	51%	37%	44%	35%	34%
Jay Nixon (D)	48%	42%	52%	46%	47%	46%	50%	33%	52%	42%	53%	52%
Jim Higgins (L)	5%	5%	6%	4%	6%	4%	5%	6%	3%	5%	5%	1%
Undecided	8%	11%	9%	6%	12%	7%	4%	10%	8%	9%	6%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	24%	35%	41%	39%	39%	22%	15%	20%	18%	37%	9%

4 Do you cast this vote enthusiastically? Or with reservations?

540 Who Are Not Undecided	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Affiliation			Tea Party Memb		Ideology			Presidential Vot		Governor Vote		Senate Vote		Evangelical		Abortion	
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Indepe	Yes	No	Conser	Modera	Liberal	Romne	Obama	Spence	Nixon (Akin (R	McCas	Yes	No	Pro-life	Pro-cho
Enthusiastically	72%	72%	72%	62%	70%	76%	79%	67%	77%	70%	84%	62%	75%	70%	83%	63%	79%	71%	74%	68%	74%	68%	78%	71%	74%	71%	74%	72%	71%	73%	71%
With Reservations	25%	27%	23%	32%	26%	23%	20%	29%	21%	27%	14%	30%	23%	25%	15%	35%	21%	25%	23%	29%	21%	28%	19%	25%	23%	25%	23%	25%	25%	24%	27%
Not Sure	3%	1%	5%	6%	4%	2%	2%	5%	2%	4%	2%	8%	2%	5%	2%	3%	1%	3%	3%	3%	5%	3%	3%	3%	3%	4%	3%	3%	3%	4%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Not Undeci	100%	48%	52%	22%	26%	30%	22%	48%	52%	83%	11%	26%	74%	39%	32%	28%	9%	87%	41%	40%	16%	52%	44%	43%	52%	38%	52%	42%	51%	46%	50%

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		High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Norther	Kansas	Southw	St. Loui	Southe
Enthusiastically	72%	73%	77%	67%	70%	71%	74%	60%	76%	72%	76%	65%
With Reservations	25%	25%	21%	28%	26%	26%	23%	38%	19%	25%	20%	35%
Not Sure	3%	2%	2%	5%	4%	3%	3%	2%	4%	3%	4%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Not Undeci	100%	23%	35%	42%	37%	40%	23%	15%	20%	18%	38%	8%

5 Missouri will also elect a United States Senator. If the election for US Senate were today, would you vote for ... (choices rotated) Republican Todd Akin? Democrat Claire McCaskill? Or Libertarian Jonathan Dine?

589 Likely Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Affiliation			Tea Party Memb		Ideology			Presidential Vot		Governor Vote		Senate Vote		Evangelical		Abortion	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Indepe	Yes	No	Conser	Modera	Liberal	Romne	Obama	Spence	Nixon (Akin (R	McCas	Yes	No	Pro-life	Pro-cho
Todd Akin (R)	36%	35%	37%	27%	36%	38%	43%	31%	40%	40%	6%	24%	40%	66%	4%	31%	74%	31%	67%	19%	8%	70%	0%	79%	8%	100%	0%	52%	24%	58%	15%
Claire McCaskill (D)	51%	54%	49%	56%	53%	52%	43%	54%	48%	47%	89%	61%	47%	15%	93%	55%	17%	55%	20%	67%	86%	13%	97%	9%	86%	0%	100%	39%	61%	30%	72%
Jonathan Dine (L)	8%	8%	8%	10%	7%	6%	8%	8%	7%	8%	3%	5%	9%	12%	2%	6%	9%	8%	9%	7%	5%	12%	1%	9%	3%	0%	0%	5%	10%	8%	8%
Undecided	5%	4%	7%	8%	4%	4%	6%	6%	5%	6%	3%	9%	4%	7%	1%	8%	0%	6%	4%	7%	1%	5%	2%	3%	2%	0%	0%	4%	4%	4%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	29%	21%	50%	50%	83%	10%	28%	72%	38%	31%	29%	9%	88%	40%	41%	15%	50%	43%	39%	48%	36%	51%	42%	50%	47%	48%

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Todd Akin (R)	36%	40%	28%	41%	29%	42%	38%	45%	34%	39%	33%	33%
Claire McCaskill (D)	51%	45%	58%	49%	59%	46%	48%	41%	55%	49%	55%	51%
Jonathan Dine (L)	8%	6%	8%	7%	6%	7%	10%	11%	6%	6%	8%	6%
Undecided	5%	8%	6%	3%	6%	4%	5%	3%	6%	6%	4%	11%
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Composition of Likely Voters	100%	24%	35%	41%	39%	39%	22%	15%	20%	18%	37%	9%

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Enthusiastically	70%	68%	72%	75%	64%	67%	75%	69%	70%	67%	89%	67%	71%	59%	88%	65%	71%	69%	66%	66%	86%	54%	89%	58%	81%	59%	82%	69%	70%	66%	76%
With Reservations	30%	31%	28%	24%	35%	32%	25%	30%	29%	32%	10%	32%	29%	41%	11%	35%	29%	30%	34%	33%	14%	46%	11%	42%	18%	41%	17%	31%	29%	34%	24%
Not Sure	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Not Undeci	100%	48%	52%	24%	26%	29%	21%	50%	50%	83%	11%	27%	73%	38%	33%	28%	10%	87%	40%	40%	16%	50%	45%	40%	49%	38%	54%	43%	50%	48%	48%

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Credibility Interval: +/-3.9 pct points		High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Norther	Kansas	Southw	St. Loui	Southe
Enthusiastically	70%	65%	75%	68%	70%	72%	65%	67%	71%	66%	72%	74%
With Reservations	30%	34%	24%	32%	29%	28%	35%	33%	29%	33%	28%	26%
Not Sure	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Not Undeci	100%	23%	35%	42%	38%	40%	22%	16%	20%	18%	38%	8%

: KSDK-TV St. Louis, KSHB-TV Kansas City, KSPR-TV Springfield, KYTV-TV Springfield

Statement of Methodology: About the Poll: This 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. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, 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 with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.