

Results of SurveyUSA Election Poll #19479

Geography: Missouri  
Data Collected: 08/09/2012 - 08/12/2012  
Release Date: 08/12/2012  
Percentaaes

**MO: Romney Nominally Atop Obama; Incumbent McCaskill in Trouble, GOP Take-away Possible; Incumbent Nixon Strong for Re-Election:** In an election today 08/12/12 for President, Mitt Romney has a statistically insignificant advantage over Barack Obama, 45% to 44%, 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. Missouri voters split their ticket: the Democratic incumbent leads in the race for Governor and the Republican challenger leads in the nationally significant race for U.S. Senator. In the race for **President** : Romney leads by 14 among white voters, which overcomes Obama's 10:1 advantage among black voters. Romney holds 88% of Republican votes, Obama holds 85% of Democratic votes. Independents split. Moderates break 2:1 for Obama, which keeps the contest close. Romney leads 5:3 among Evangelical voters and 3:1 among Missouri's pro-life voters. Romney leads 2:1 in Southwest MO and by 16 points in Southeast MO. Obama is bolstered by his showing in greater St. Louis, where he leads by 16. In 2008, John McCain carried Missouri by 1 tenth of 1 percentage point. In 2012, the state's 10 electoral votes are considered by some to be Romney's for the taking, but the results of this survey, 12 weeks to Election Day, suggest a tight fight. In the nationally watched race for **U.S. Senator** , which could help determine whether Republicans control the Senate, conservative Republican challenger Todd Akin is 11 points atop incumbent Democrat Claire McCaskill, 51% to 40%. Akin leads 7:1 among Tea party members. McCaskill holds 80% of the Democratic base, compared to Akin, who holds 91% of the Republican base. Independents favor the Republican by 16 points. Akin leads materially among the less educated; McCaskill ties Akin among college graduates. Akin leads among rich and poor voters. Akin, who is a U.S. Congressman from suburban St. Louis, manages to come within 5 points of McCaskill in the Democratic stronghold of greater St. Louis. Elsewhere in the state, the Republican leads. McCaskill has a 10-point advantage among the youngest voters, but Akin leads among voters age 35+. In the contest for **Governor** of Missouri, incumbent Democrat Jay Nixon leads Republican challenger Dave Spence 51% to 37%. Nixon leads 5:3 among Independents and 3:1 among Moderates. As a sign of Nixon's appeal: 21% of those who vote for the Republican Romney cross over and vote for the Democrat Nixon; 24% of those who vote for the Republican Akin for US Senate cross over and vote for the Democrat Nixon. Nixon leads narrowly among white voters, and leads overwhelmingly among black voters. Spence draws even with Nixon in Southwest MO, but in all other regions of the state, Nixon leads. In 2008, Nixon won with 58% of the vote. **Cell-phone and home-phone respondents included in this research:** SurveyUSA interviewed 720 adults from the state of Missouri 08/09/12 through 08/12/12. Of the adults, 654 were registered to vote. Of the registered voters, 585 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 (76% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (24% of likely voters) were shown a questionnaire on their smartphone, laptop or other electronic device. 43% of the interviews for this survey were completed before Mitt Romney announced that Paul Ryan would be his running mate. 57% of the interviews for this survey were completed after the Ryan announcement. The results of this survey should not be interpreted as a reaction to the Ryan announcement. All interviews were conducted after the 08/07/12 Missouri primary.

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?

585 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)	45%	45%	46%	29%	47%	51%	55%	38%	53%	51%	8%	36%	48%	88%	9%	37%	89%	41%	78%	29%	10%	100%	0%	88%	19%	81%	6%	58%	36%	66%	23%
Barack Obama (D)	44%	45%	43%	48%	44%	41%	42%	46%	41%	37%	85%	42%	44%	5%	85%	39%	8%	48%	14%	55%	81%	0%	100%	4%	74%	8%	90%	35%	51%	23%	67%
Other	6%	5%	6%	13%	3%	4%	3%	7%	4%	7%	0%	8%	5%	4%	1%	12%	2%	5%	5%	6%	6%	0%	0%	5%	4%	6%	2%	4%	6%	5%	5%
Undecided	5%	5%	6%	11%	6%	4%	0%	8%	3%	5%	7%	14%	3%	3%	4%	12%	0%	6%	3%	9%	3%	0%	0%	3%	4%	6%	2%	3%	7%	6%	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%	46%	54%	24%	27%	29%	20%	51%	49%	83%	12%	24%	76%	37%	37%	26%	7%	90%	40%	38%	19%	45%	44%	37%	51%	51%	40%	40%	54%	51%	46%

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Credibility Interval: +/-4.1 pct points		High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Norther	Kansas	Southw	St. Loui	Southe
Mitt Romney (R)	45%	38%	53%	41%	41%	48%	44%	46%	43%	60%	36%	56%
Barack Obama (D)	44%	46%	37%	49%	45%	44%	44%	40%	44%	32%	52%	40%
Other	6%	7%	6%	4%	10%	2%	4%	6%	7%	5%	5%	2%
Undecided	5%	8%	4%	6%	4%	6%	7%	8%	6%	3%	7%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	37%	41%	34%	39%	27%	15%	20%	18%	38%	9%



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549 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	71%	74%	69%	59%	68%	75%	81%	64%	78%	69%	78%	61%	74%	69%	79%	63%	90%	70%	75%	69%	76%	70%	76%	70%	74%	70%	78%	77%	71%	72%	74%
With Reservations	26%	24%	28%	35%	30%	25%	15%	32%	21%	28%	18%	32%	25%	27%	19%	34%	8%	27%	23%	28%	21%	26%	23%	26%	24%	28%	19%	20%	27%	25%	25%
Not Sure	3%	2%	4%	6%	2%	0%	4%	4%	1%	3%	4%	8%	1%	4%	2%	3%	2%	3%	2%	3%	2%	4%	2%	3%	2%	3%	2%	3%	2%	3%	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%	46%	54%	22%	27%	30%	21%	49%	51%	82%	12%	21%	79%	37%	38%	24%	8%	90%	41%	38%	19%	47%	45%	40%	55%	52%	41%	42%	54%	51%	46%

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Enthusiastically	71%	81%	65%	75%	73%	75%	69%	81%	77%	68%	66%	71%
With Reservations	26%	15%	33%	23%	24%	23%	29%	16%	21%	29%	31%	27%
Not Sure	3%	4%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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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?

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Todd Akin (R)	51%	49%	53%	36%	52%	59%	57%	44%	58%	58%	13%	39%	55%	91%	14%	49%	80%	49%	83%	37%	14%	91%	9%	93%	24%	100%	0%	66%	39%	75%	26%
Claire McCaskill (D)	40%	40%	39%	46%	38%	35%	41%	42%	38%	34%	80%	43%	39%	5%	80%	33%	11%	43%	13%	50%	77%	5%	82%	4%	70%	0%	100%	30%	49%	20%	64%
Jonathan Dine (L)	4%	7%	3%	6%	7%	3%	1%	7%	2%	4%	3%	5%	4%	2%	2%	11%	10%	4%	2%	7%	3%	2%	5%	1%	4%	0%	0%	2%	5%	2%	6%
Undecided	5%	4%	5%	11%	3%	3%	1%	7%	2%	5%	4%	12%	2%	3%	4%	8%	0%	4%	2%	6%	7%	2%	3%	2%	3%	0%	0%	2%	6%	3%	4%
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%
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Jonathan Dine (L)	4%	5%	3%	5%	6%	1%	7%	8%	4%	3%	4%	2%
Undecided	5%	4%	6%	4%	7%	5%	1%	4%	4%	4%	5%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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Not Sure	2%	2%	2%	5%	2%	0%	3%	3%	1%	2%	3%	4%	1%	4%	1%	2%	0%	2%	2%	2%	2%	3%	1%	2%	1%	3%	1%	3%	1%	3%	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%		
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Not Sure	2%	4%	2%	2%	4%	2%	1%	5%	1%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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: 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.