

Results of SurveyUSA Election Poll #19479

Geography: Missouri
Data Collected: 08/09/2012 - 08/12/2012
Release Date: 08/12/2012
Counts (Frequencies)

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)	266	122	144	41	74	88	63	115	151	248	6	51	215	188	20	57	37	217	178	64	11	266	0	193	57	242	13	132	110	187	58
Barack Obama (D)	255	121	134	67	70	70	49	137	118	179	60	59	197	11	183	59	3	249	32	120	89	0	255	8	223	23	211	80	156	64	171
Other	32	14	19	18	4	7	3	22	10	32	0	11	21	9	3	19	1	27	10	13	6	0	0	11	11	17	5	9	18	15	13
Undecided	32	13	19	15	10	7	0	25	7	24	5	19	12	5	9	18	0	31	7	21	3	0	0	7	11	18	5	6	21	16	13
Total	585	270	316	141	157	171	116	299	287	483	71	140	446	213	214	152	41	525	227	218	110	266	255	219	301	300	234	226	305	283	256
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%

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	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)	266	48	108	93	76	103	65	39	50	64	81	31
Barack Obama (D)	255	58	76	112	83	94	65	34	50	34	115	22
Other	32	9	11	9	18	5	6	5	8	6	12	1
Undecided	32	10	8	13	8	12	11	6	7	3	15	1
Total	585	125	204	227	185	215	147	85	115	107	223	56
Composition of Likely Voters	100%	22%	37%	41%	34%	39%	27%	15%	20%	18%	38%	9%

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

554 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	388	184	204	78	98	122	90	176	212	307	56	70	318	149	164	72	37	342	169	125	82	190	188	157	207	199	173	169	199	191	173
With Reservations	157	70	87	48	45	42	21	93	63	144	9	47	110	54	39	61	4	145	52	68	21	70	66	52	82	79	52	47	84	68	69
Not Sure	9	3	6	0	5	0	4	5	4	8	0	3	6	5	2	1	0	6	0	4	3	6	2	4	1	4	4	4	1	7	0
Total	554	257	297	126	148	164	115	274	280	459	65	120	433	208	205	135	41	493	221	198	106	266	255	212	290	282	229	220	284	267	243
Composition of Who Are Not Undeci	100%	46%	54%	23%	27%	30%	21%	49%	51%	83%	12%	22%	78%	38%	37%	24%	8%	90%	41%	37%	20%	48%	46%	38%	52%	51%	41%	41%	53%	51%	46%

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

554 Who Are Not Undecided	All	Education			Income			Region				
Credibility Interval: +/-3.9 pct points		High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Norther	Kansas	Southw	St. Loui	Southe
Enthusiastically	388	83	125	165	121	153	92	59	82	67	146	34
With Reservations	157	26	68	48	52	46	43	16	26	37	59	19
Not Sure	9	5	2	2	4	3	1	4	1	0	3	2
Total	554	115	195	215	177	202	136	79	109	104	208	55
Composition of Who Are Not Undeci	100%	22%	37%	41%	34%	39%	26%	14%	20%	19%	37%	10%

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?

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
Dave Spence (R)	219	96	123	34	60	78	47	95	125	205	6	32	187	154	15	46	28	181	149	50	6	193	8	219	0	204	9	119	81	157	45
Jay Nixon (D)	301	139	162	73	81	79	68	154	147	222	63	73	228	40	187	73	9	288	59	143	89	57	223	0	301	71	209	92	189	98	188
Jim Higgins (L)	29	18	11	13	7	9	0	20	9	22	0	10	19	9	7	13	5	23	10	10	6	6	15	0	0	10	6	10	15	13	10
Undecided	36	17	19	21	9	6	0	30	6	34	2	24	12	11	5	21	0	33	9	16	9	10	10	0	0	15	9	6	20	15	14
Total	585	270	316	141	157	171	116	299	287	483	71	140	446	213	214	152	41	525	227	218	110	266	255	219	301	300	234	226	305	283	256
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
Dave Spence (R)	219	35	88	81	68	81	50	36	46	49	68	21
Jay Nixon (D)	301	73	91	129	90	116	83	40	55	48	130	28
Jim Higgins (L)	29	10	10	4	14	5	5	3	5	6	11	3
Undecided	36	6	15	14	13	12	9	6	9	4	14	4
Total	585	125	204	227	185	215	147	85	115	107	223	56
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4 Do you cast this vote enthusiastically? Or with reservations?

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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	Moder	Liberal	Romne	Obama	Spence	Nixon (Akin (R	McCas	Yes	No	Pro-life	Pro-cho
Enthusiastically	391	187	203	71	101	125	94	172	218	312	54	70	321	140	165	84	37	344	163	140	77	179	186	154	222	198	176	170	201	192	180
With Reservations	143	61	83	42	44	41	17	85	58	126	12	37	107	56	40	44	3	134	50	56	22	67	56	58	72	79	43	43	78	66	60
Not Sure	15	4	11	7	3	0	4	11	4	12	2	9	6	7	4	4	1	14	5	6	2	9	4	7	7	7	5	7	6	9	2
Total	549	253	297	120	148	165	115	268	281	449	69	116	433	203	209	132	41	492	218	203	101	256	246	219	301	284	225	220	285	268	243
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	391	97	124	159	126	151	96	64	82	70	138	37
With Reservations	143	18	62	49	41	47	40	12	22	30	65	14
Not Sure	15	4	4	5	5	5	2	3	3	3	5	1
Total	549	119	189	213	172	203	138	79	106	103	209	52
Composition of Who Are Not Undeci	100%	23%	36%	41%	34%	40%	27%	14%	19%	19%	38%	9%

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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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	Moder	Liberal	Romne	Obama	Spence	Nixon (Akin (R	McCas	Yes	No	Pro-life	Pro-cho
Todd Akin (R)	300	134	166	51	82	101	66	133	167	278	9	55	245	193	30	75	33	256	189	81	15	242	23	204	71	300	0	150	120	212	67
Claire McCaskill (D)	234	109	124	65	60	60	48	125	108	164	56	60	173	10	171	50	4	224	29	110	84	13	211	9	209	0	234	67	149	57	163
Jonathan Dine (L)	26	18	8	9	11	5	1	20	6	19	2	8	18	4	5	17	4	22	4	15	3	5	13	2	12	0	0	6	17	6	14
Undecided	26	9	17	16	5	5	1	21	6	22	3	17	9	6	8	11	0	23	5	13	7	6	8	4	9	0	0	3	20	8	11
Total	585	270	316	141	157	171	116	299	287	483	71	140	446	213	214	152	41	525	227	218	110	266	255	219	301	300	234	226	305	283	256
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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Todd Akin (R)	300	66	111	106	94	106	77	49	56	71	96	28
Claire McCaskill (D)	234	49	76	102	69	96	59	26	49	29	107	22
Jonathan Dine (L)	26	6	5	11	11	2	10	7	5	3	9	1
Undecided	26	4	12	8	12	11	2	3	4	4	10	4
Total	585	125	204	227	185	215	147	85	115	107	223	56
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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	411	207	203	76	110	131	94	186	225	332	53	80	330	161	155	93	38	364	179	142	76	207	180	172	212	220	179	164	222	209	181		
With Reservations	137	47	90	43	40	35	18	83	53	120	13	37	99	38	50	46	3	128	39	60	24	46	65	39	77	71	52	53	62	57	62		
Not Sure	12	6	5	6	3	0	3	9	3	9	2	5	7	8	1	2	0	10	5	4	2	7	2	4	3	9	3	6	2	9	2		
Total	559	260	299	125	153	166	115	278	281	461	68	123	436	207	206	141	41	501	222	206	102	260	247	215	292	300	234	223	286	275	245		
Composition of Who Are Not Undeci	100%	47%	53%	22%	27%	30%	21%	50%	50%	82%	12%	22%	78%	37%	37%	25%	7%	90%	41%	38%	19%	46%	44%	38%	52%	54%	42%	41%	53%	51%	46%		

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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	411	87	140	173	117	164	109	56	87	78	148	41
With Reservations	137	30	48	43	49	36	35	22	22	23	60	10
Not Sure	12	4	4	3	6	3	1	4	1	2	4	0
Total	559	121	192	219	173	204	146	82	111	103	212	51
Composition of Who Are Not Undeci	100%	23%	36%	41%	33%	39%	28%	15%	20%	18%	38%	9%

: 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.