



HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from July 23 through July 25, 2012. Sponsors are the St. Louis Post-Dispatch and News 4. A total of 625 registered Missouri voters were interviewed statewide by telephone. All stated they were likely to vote in the November general election.

Those interviewed were randomly selected from a phone-matched Missouri voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a party or gender grouping.

This survey also includes an over-sampling of 400 likely Democratic primary voters and 400 likely Republican primary voters. Only the questions relative to the primary election races were asked of these additional voters, and not the questions concerning the general election. The margin for error for each primary voter sample is plus or minus 5%.

STATEWIDE NAME RECOGNITION

QUESTION: I am going to read a list of names.

Do you recognize the 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>
PRESIDENT				
Mitt Romney	39%	27%	33%	1%
Barack Obama	34%	51%	15%	-
SENATE				
Claire McCaskill	37%	44%	17%	2%
John Brunner	34%	12%	37%	17%
Sarah Steelman	32%	14%	36%	18%
Todd Akin	24%	11%	42%	23%
GOVERNOR				
Jay Nixon	45%	17%	36%	2%
Dave Spence	18%	9%	32%	41%
Bill Randles	11%	1%	24%	64%

*** 400 LIKELY DEMOCRATIC VOTERS ***

QUESTION: If the Democratic primary election for Lieutenant Governor were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

Susan Montee	28%
Sarah Lampe	13%
Bill Haas	9%
Judy Baker	5%
Becky Lee Plattner	4%
Fred Kratky	-
Dave Weisenburger	-
Jackie Townes McGee	-
Undecided (NOT READ)	41%

***** 400 LIKELY REPUBLICAN PRIMARY VOTERS *****

QUESTION: If the Republican primary election for Missouri's U.S. Senate seat were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

John Brunner	33%
Sarah Steelman	27%
Todd Akin	17%
Mark Memoly	3%
Mark Patrick Lodes	1%
Jerry Beck	-
Bob Poole	-
Hector Maldonado	-
Undecided (NOT READ)	19%

QUESTION: If the Republican primary election for Governor were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

Dave Spence	41%
Bill Randles	15%
John Weiler	3%
Fred Sauer	1%
Undecided (NOT READ)	40%

QUESTION: If the Republican primary election for Lieutenant Governor were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

Peter Kinder	47%
Brad Lager	21%
Mike Carter	6%
Charles Kullman	1%
Undecided (NOT READ)	25%

QUESTION: If the 2012 general election for president were held today, which one of the following candidates would get your vote:

- Barack Obama, the Democrat
- Mitt Romney, the Republican
- Gary Johnson, the Libertarian

	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
STATE	42%	51%	2%	5%

<u>REGION</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
St. Louis Metro	53%	41%	2%	4%
Kansas City Metro	49%	43%	3%	5%
Northern Missouri	28%	64%	2%	6%
Central Missouri	30%	63%	2%	5%
Southeast Missouri	29%	62%	1%	8%
Southwest Missouri	29%	64%	2%	5%

<u>SEX</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
Men	39%	55%	2%	4%
Women	46%	47%	2%	5%

<u>AGE</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
18-34	55%	38%	2%	5%
35-49	40%	53%	1%	6%
50-64	39%	54%	3%	4%
65+	41%	52%	2%	5%

<u>RACE</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
White	36%	57%	2%	5%
Black	93%	3%	-	4%

<u>PARTY ID</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
Democrat	88%	6%	2%	4%
Republican	2%	93%	-	5%
Independent	41%	47%	5%	7%

QUESTION: If the 2012 general election for Missouri's U.S. Senate seat were held today, for whom would you vote if the candidates were Claire McCaskill, the Democrat, and Sarah Steelman, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
STEELMAN	49%	53%	46%	10%	84%	51%
MCCASKILL	41%	38%	44%	84%	7%	35%
UNDECIDED	10%	9%	10%	6%	9%	14%

QUESTION: If the 2012 general election for Missouri's U.S. Senate seat were held today, for whom would you vote if the candidates were Claire McCaskill, the Democrat, and John Brunner, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
BRUNNER	52%	56%	49%	12%	85%	57%
MCCASKILL	41%	39%	42%	81%	9%	36%
UNDECIDED	7%	5%	9%	7%	6%	7%

QUESTION: If the 2012 general election for Missouri's U.S. Senate seat were held today, for whom would you vote if the candidates were Claire McCaskill, the Democrat, and Todd Akin, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
AKIN	49%	52%	46%	8%	83%	51%
MCCASKILL	44%	42%	47%	86%	10%	40%
UNDECIDED	7%	6%	7%	6%	7%	9%

QUESTION: If the 2012 general election for Governor were held today, for whom would you vote if the candidates were Jay Nixon, the Democrat, and Dave Spence, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
NIXON	48%	44%	52%	83%	12%	52%
SPENCE	39%	46%	33%	10%	74%	31%
UNDECIDED	13%	10%	15%	7%	14%	17%

QUESTION: If the 2012 general election for Governor were held today, for whom would you vote if the candidates were Jay Nixon, the Democrat, and Bill Randles, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
NIXON	50%	47%	53%	88%	15%	52%
RANGLES	35%	40%	31%	3%	68%	30%
UNDECIDED	15%	13%	16%	9%	17%	18%

DEMOGRAPHICS:

PARTY ID:	Democrat	201 (32%)
	Republican	223 (36%)
	Independent	201 (32%)

AGE:	18-34	89 (14%)
	35-49	191 (31%)
	50-64	198 (32%)
	65+	146 (23%)
	Refused	1

RACE	White/Caucasian	545 (87%)
	Black/African American	69 (11%)
	Other	6 (1%)
	Refused	5 (1%)

SEX:	Male	308 (49%)
	Female	317 (51%)

REGION:	St. Louis Metro	235 (38%)
	Kansas City Metro	125 (20%)
	Northern Missouri	55 (9%)
	Central Missouri	60 (10%)
	Southeast Missouri	65 (10%)
	Southwest Missouri	85 (14%)