Survey of Missouri Voters Likely to Vote in the November 2022 General Election
The results referenced herein are taken from a survey of 800 Missouri voters likely to vote in the November 2022 general election. The survey was fielded February 2\textsuperscript{nd} – 6\textsuperscript{th}, 2022 and the results have a margin of error of +/- 3.5 percentage points.

The fundamental hypothesis tested is that the average voter in Missouri is disappointed in and frustrated with the ever increasing polarization, intolerance and vitriol of our national politics and yearns for competitive unifying alternative candidates to what the two major parties currently offer.

\textit{The results of this study make clear that Missouri voters largely agree with this premise.}\n
- An independent campaign launched by a center-right candidate credibly seen by Missouri voters as a competitive unifying alternative has a realistic chance of winning the Senate seat in 2022.
We are conducting research on what voters are looking for in their next United States Senator for Missouri. I’d like to read you brief descriptions of the types of potential candidates that voters will likely have to choose from and ask your opinions of each.

Following each candidate description please tell me whether it makes you **more likely** or **less likely** to vote for this person.
What Missouri needs in the US Senate is a conservative Republican Senator, who strongly supports the America First Agenda of Former President Donald Trump, believes that Trump won the 2020 election and will strongly oppose the social spending programs, government mandates and Supreme Court nominees of President Biden.
Does this information make you more likely or less likely to vote for a candidate running on this message for United States Senator?

- Much more / Somewhat more likely: 31% (47%)
- Somewhat less / Much less likely: 8% (48%)
- No impact: 4% (40%)
- Don't know/No answer: 1%
What Missouri needs is a Senator who will help maintain a Democratic majority in the Senate and support President Biden’s agenda. The dangerous conspiracy theories and attempts to overturn the 2020 election by Trump supporters from Missouri, like Senator Josh Hawley, helped lead to a deadly insurrection and Missouri can’t afford to send another Senator to Washington who will further undermine our democracy.
Does this information make you more likely or less likely to vote for a candidate running on this message for United States Senator?

- Much more / Somewhat more likely: 30% (42%)
- Somewhat less / Much less likely: 8% (51%)
- No impact: 6%
- Don't know/No answer: 12%
Our country is in trouble. What Missouri needs is a centrist Republican Senator who understands that Americans are not enemies who should hate each other, but are neighbors and fellow citizens who are being divided by extreme partisanship on both sides, and who will work to bring people together for the good of the country and actually get things done. Missouri needs a competitive alternative to the two party candidates, someone who believes in the strength of American democracy and will protect our Constitution. Someone who is neither far left or far right but will work to bridge the partisan divisions in our country, and focus on solving the everyday challenges that the people of Missouri and across the country face.
Does this information make you more likely or less likely to vote for a candidate running on this message for United States Senator?

- Much more / Somewhat more likely: 37% (25%)
- Somewhat less / Much less likely: 9% (16%)
- No impact: 30% (25%)
- Don’t know/No answer: 7% (1%)

Survey of Likely General Election Voters – Missouri 2022
WHY?

Representative Quotes from the 67% More Likely to Vote for the Competitive Alternative Candidate Description

“We need someone that will bridge partisan divisions.”

“Because I agree with the independent statement. Partisanship has to be brought under control.”

“Because I believe that our country has been divided by this left wing/right wing idea. We are America. We should stand together and unite as one. Everyone deserves their own opinion but let’s get together and make this country like it should be, one country under God.”

“Because I feel that division between the left and right. It should be someone that can bring them together.”

“Because it’s not centered on a party, and also we need people that serve our people. It is not a matter of being Republican or Democratic, we need someone prepared we need somebody honest.”
WHY?

**Representative Quotes from the 67% More Likely to Vote for the Competitive Alternative Candidate Description**

“Because that is what our country needs, they have divided us.”

“Because it’s radical on both sides and if someone showed a willingness to hear both sides we would be better off.”

“Because that person would be trying to bring the country together and meeting the needs.”

“Because the two party system in clearly broken and ineffective to the common people problems. We need to move away from all that and work together as a nation for the common good of all citizens. And to be able to help others with our abundance.”

“Because they should do the best for the country no matter if it is a Republican or Democrat.”
WHY?

**REPRESENTATIVE QUOTES FROM THE 67% MORE LIKELY TO VOTE FOR THE COMPETITIVE ALTERNATIVE CANDIDATE DESCRIPTION**

“Because they would work to bridge the partisanship in the country. Solve everyday challenges.”

“I agree about the bipartisanship in the country causing too much disruption to the actual democratic process. People are too caught up in fighting each other to actually find solutions. Compromises are necessary, but few people have that mindset.”

“I feel that any time people are working from extreme points of view they can't or won't look at what is truly best for the people that they actually work for and instead will only focus on their own wants and needs. We need people who will stand up for what is right but at the same time be willing to compromise.”

“I’m just tired of the fight between Democrats and Republicans and the divisiveness is not helping America at all.”
TESTING THE ‘COMPETITIVE ALTERNATIVE’ MESSAGE
Next, I’d like to read you a series of statements, for each statement please tell me whether you agree or disagree?
Neither the Democratic or Republican parties represent everyday people these days. Both parties have become too extreme, which has sharply divided the country and we need elected officials who will bring the country together.
The United States is dangerously divided, politicians on both the left and the right encourage that division by playing on perceived grievances and turning Americans into enemies of each other. As a result, we are close to a constitutional crisis in our government and a complete loss of public confidence in our institutions and elections. It is time for our elected officials to reject the politics that intentionally divides us and commit themselves to holding America together as one indivisible nation.
Politics in the United States has become toxic, the U.S. Senate is broken and what we need in Missouri is a Senator who will be willing to work across the aisle and try to reach agreement on difficult issues that impact our state and the nation.
If the November 2022 general election to determine the next United States Senator for the State of Missouri were being held today and your choice was between a Republican who will support the Trump wing of the GOP, a Democrat who will support Chuck Schumer as majority leader of the U.S. Senate, or a Republican running as an independent candidate who is committed to working with both sides of the aisle and putting all Missourians first, who would you vote for?
If the November 2022 general election to determine the next United States Senator for the State of Missouri were being held today and your choice was between a Republican who will support the Trump wing of the GOP, a Democrat who will support Chuck Schumer as majority leader of the U.S. Senate, or a Republican running as an independent candidate who is committed to working with both sides of the aisle and putting all Missourians first, who would you vote for?

- 31% Republican
- 31% Democrat
- 28% Republican running as an Independent
- 10% Don’t know/No answer
WHY?

Representative Quotes from Those Who Said They Would Vote for the Republican Independent Alternative

“Because I don’t feel either party represents me.”

“I think everybody is so partisan and can’t get everything done. There's such a division that threatens our democracy. United we stand divided we fall, too much division.”

“The Republicans and Democrats have led us to division- they are too entrenched too much in their ideologies and gaining power.”

“I think both parties are too extreme. They focus on their ideas instead of keeping the people together.”

“From the descriptions provided, I'm more pro-nation, instead of being more favorable towards a particular party. The ability to understand both sides and provide the best solutions.”
WHY?

**Representative Quotes from Those Who Said They Would Vote for the Republican Independent Alternative**

“I just think we always had a Republican or Democrat and we need to see what that person can bring Missouri its needs.”

“We need somebody that bring us together and not pull the nation apart.”

“We need someone who is for Missouri not their party.”

“It’s time for a change. An independent candidate will be good for our state.”

“I am tired of the division and lack of results from both the Democratic and Republican parties.”
The media generally classifies people as Non-Hispanic White, Hispanic/Latino, Black, or Asian—what do you consider yourself?

- White: 81%
- Black: 7%
- Hispanic/Latino: 2%
- Asian: 1%
- Other: 5%
- Refused: 4%
Generally speaking, what is your current political party preference or the political party that you identify with most today – Democrat, Republican, Libertarian, Constitution, or Independent/No preference/No party?

- Republican: 37%
- Democrat: 31%
- Independent/No party: 24%
- Libertarian: 4%
- Constitution: 3%
- Don't know/No answer: 1%
GENDER

- Male: 52%
- Female: 48%
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