



HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from October 23 through October 25, 2012. 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.

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	52%	28%	20%	-
Barack Obama	35%	51%	14%	-
SENATE				
Claire McCaskill	40%	47%	12%	1%
Todd Akin	28%	42%	28%	2%
GOVERNOR				
Jay Nixon	45%	19%	33%	3%
Dave Spence	30%	19%	38%	13%

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

- The Democratic ticket of Barack Obama & Joe Biden
- The Republican ticket of Mitt Romney & Paul Ryan
- The Libertarian ticket of Gary Johnson & Jim Gray
- The Conservative ticket of Virgil Goode & Jim Clymer

	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
STATE	41%	54%	1%	4%

<u>REGION</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
St. Louis Metro	47%	49%	1%	3%
Kansas City Metro	48%	45%	1%	6%
Northern Missouri	35%	60%	-	5%
Central Missouri	32%	64%	2%	2%
Southeast Missouri	35%	59%	1%	5%
Southwest Missouri	31%	65%	1%	3%

<u>SEX</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
Men	37%	58%	2%	3%
Women	45%	50%	-	5%

<u>AGE</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
18-34	53%	43%	1%	3%
35-49	42%	55%	1%	2%
50-64	37%	57%	1%	5%
65+	36%	56%	2%	6%

<u>PARTY ID</u>	<u>OBAMA</u>	<u>ROMNEY</u>	<u>JOHNSON</u>	<u>UNDECIDED</u>
Democrat	91%	5%	-	4%
Republican	2%	96%	-	2%
Independent	34%	57%	4%	5%

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

	<u>MCCASKILL</u>	<u>AKIN</u>	<u>DINE</u>	<u>UNDECIDED</u>
STATE	45%	43%	4%	8%

<u>REGION</u>	<u>MCCASKILL</u>	<u>AKIN</u>	<u>DINE</u>	<u>UNDECIDED</u>
St. Louis Metro	48%	40%	5%	7%
Kansas City Metro	58%	32%	3%	7%
Northern Missouri	41%	47%	1%	11%
Central Missouri	36%	48%	6%	10%
Southeast Missouri	34%	51%	5%	10%
Southwest Missouri	37%	54%	3%	6%

<u>SEX</u>	<u>MCCASKILL</u>	<u>AKIN</u>	<u>DINE</u>	<u>UNDECIDED</u>
Men	43%	48%	3%	6%
Women	47%	38%	5%	10%

<u>AGE</u>	<u>MCCASKILL</u>	<u>AKIN</u>	<u>DINE</u>	<u>UNDECIDED</u>
18-34	53%	35%	3%	9%
35-49	45%	43%	5%	7%
50-64	42%	45%	4%	9%
65+	47%	43%	3%	7%

<u>PARTY ID</u>	<u>MCCASKILL</u>	<u>AKIN</u>	<u>DINE</u>	<u>UNDECIDED</u>
Democrat	97%	-	-	3%
Republican	7%	82%	2%	9%
Independent	36%	42%	9%	13%

*** VOTERS WHO ARE NOT UNDECIDED ***

QUESTION: Which one of the following was the most important factor in your voting decision regarding the Senate race: (ORDER ROTATED)

- 42% - The candidate's position on the Economy & Jobs
- 21% - The candidate's position on Healthcare & Medicare
- 11% - The candidate's position on Religious & Social issues
- 10% - The candidate's position on Women's issues
- 8% - The candidate's party affiliation
- 4% - The candidate's position on National Security & Terrorism
- 4% - Other/Not Sure (NOT READ)

QUESTION: How important were Todd Akin's comments on rape in your voting decision? Were they:

	<u>STATE</u>	<u>AKIN</u> <u>VOTERS</u>	<u>MCCASKILL</u> <u>VOTERS</u>
Very Important	29%	3%	54%
Somewhat Important	24%	25%	23%
Not Too Important	17%	28%	7%
Not At All Important	27%	41%	13%
Not Sure (NOT READ)	3%	3%	3%

QUESTION: If the 2012 election for Governor were held today, would you vote for:

- Jay Nixon, the Democrat
- Dave Spence, the Republican
- Jim Higgins, the Libertarian

	<u>NIXON</u>	<u>SPENCE</u>	<u>HIGGINS</u>	<u>UNDECIDED</u>
STATE	48%	42%	1%	9%

<u>REGION</u>	<u>NIXON</u>	<u>SPENCE</u>	<u>HIGGINS</u>	<u>UNDECIDED</u>
St. Louis Metro	54%	36%	1%	9%
Kansas City Metro	57%	32%	1%	10%
Northern Missouri	41%	53%	-	6%
Central Missouri	39%	48%	2%	11%
Southeast Missouri	35%	54%	1%	10%
Southwest Missouri	41%	52%	-	7%

<u>SEX</u>	<u>NIXON</u>	<u>SPENCE</u>	<u>HIGGINS</u>	<u>UNDECIDED</u>
Men	46%	47%	1%	6%
Women	49%	38%	1%	12%

<u>AGE</u>	<u>NIXON</u>	<u>SPENCE</u>	<u>HIGGINS</u>	<u>UNDECIDED</u>
18-34	51%	36%	1%	12%
35-49	47%	45%	-	8%
50-64	47%	45%	1%	7%
65+	49%	39%	1%	11%

<u>PARTY ID</u>	<u>NIXON</u>	<u>SPENCE</u>	<u>HIGGINS</u>	<u>UNDECIDED</u>
Democrat	97%	1%	-	2%
Republican	13%	77%	-	10%
Independent	39%	42%	4%	15%

QUESTION: If the 2012 election for Lieutenant Governor were held today, would you vote for:

- Susan Montee, the Democrat
- Peter Kinder, the Republican
- Matthew Copple, the Libertarian
- Cynthia Davis, the Constitution Party

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
KINDER	46%	54%	39%	7%	77%	49%
MONTEE	41%	38%	44%	84%	12%	31%
COPPLE	1%	1%	1%	-	-	2%
DAVIS	1%	1%	1%	-	1%	4%
UNDECIDED	11%	6%	15%	9%	10%	14%

QUESTION: If the 2012 election for Secretary of State were held today, would you vote for:

- Jason Kander, the Democrat
- Shane Schoeller, the Republican
- Cisse Spragins, the Libertarian
- Justin Harter, the Constitution Party

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
SCHOELLER	43%	44%	42%	2%	76%	47%
KANDOR	40%	37%	43%	88%	6%	30%
HARTER	1%	1%	1%	-	1%	1%
SPRAGINS	-	-	-	-	-	-
UNDECIDED	16%	18%	14%	10%	17%	22%

QUESTION: If the 2012 election for State Treasurer were held today, would you vote for:

- Clint Zweifel, the Democrat
- Cole McNary, the Republican
- Sean O'Toole, the Libertarian

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
ZWEIFEL	42%	39%	44%	86%	7%	39%
M McNARY	39%	42%	37%	2%	74%	37%
O' TOOLE	5%	6%	4%	1%	7%	5%
UNDECIDED	14%	13%	15%	11%	12%	19%

QUESTION: If the 2012 election for Attorney General were held today, would you vote for:

- Chris Koster, the Democrat
- Ed Martin, the Republican
- Dave Browning, the Libertarian

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
KOSTER	51%	48%	53%	96%	17%	44%
MARTIN	37%	42%	33%	2%	71%	35%
BROWNING	3%	3%	3%	-	3%	7%
UNDECIDED	9%	7%	11%	2%	9%	14%

QUESTION: Constitutional Amendment 3 will appear on the general election ballot. It proposes that the Missouri Constitution be amended to change the current nonpartisan selection of supreme court and court of appeals judges to a process that gives the governor increased authority to appoint a majority of the commission that selects these court nominees and appoints all lawyers to the commission by removing requirements that the governor's appointees be non-lawyers.

If the election were held today, would you vote:

- "YES", to approve this amendment, or
- "NO", to reject this amendment?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
"YES"	21%	22%	20%	25%	22%	15%
"NO"	56%	59%	54%	40%	63%	64%
UNDECIDED	23%	19%	26%	35%	15%	21%

QUESTION: Proposition A will appear on the general election ballot. It proposes to amend Missouri law to allow the City of St. Louis the option of transferring certain obligations and control of the city's police force from the board of police commissioners, currently appointed by the governor, to the city and establishing a municipal police force.

It establishes certain procedures and requirements for governing such a municipal police force including, residency, rank, salary, benefits, insurance and pension. It also prohibits retaliation against any employee of such municipal police force who reports conduct believed to be illegal to a superior, government agency or the press.

If the election were held today, would you vote:

- "YES", to approve this proposition, or
- "NO", to reject this proposition?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
"YES"	50%	55%	46%	56%	49%	46%
"NO"	28%	27%	29%	25%	24%	35%
UNDECIDED	22%	18%	25%	19%	27%	19%

QUESTION: Proposition B will appear on the general election ballot. It proposes to amend Missouri law to create the Health and Education Trust Fund with proceeds from taxes on tobacco products. The fund proceeds will be used to reduce and prevent tobacco use and for elementary, secondary, college and university school funding. It also increases the amount tobacco manufacturers must maintain in escrow accounts to pay judgments and settlements.

If the election were held today, would you vote:

-
- "YES", to approve this proposition, or
 - "NO", to reject this proposition?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
"YES"	52%	48%	55%	70%	43%	44%
"NO"	40%	43%	37%	23%	49%	47%
UNDECIDED	8%	9%	8%	7%	8%	9%

QUESTION: Proposition E will appear on the general election ballot. It proposes to amend Missouri law to prohibit the Governor or any state agency from establishing or operating state-based health insurance exchanges unless authorized by a vote of the people or by the legislature.

If the election were held today, would you vote:

- "YES", to approve this proposition, or
- "NO", the reject this proposition?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
"YES"	57%	58%	56%	46%	65%	59%
"NO"	25%	25%	25%	35%	18%	24%
UNDECIDED	18%	17%	19%	19%	17%	17%

DEMOGRAPHICS:

PARTY ID:	Democrat	196 (31%)
	Republican	218 (35%)
	Independent	211 (34%)
AGE:	18-34	102 (16%)
	35-49	188 (30%)
	50-64	199 (32%)
	65+	136 (22%)
RACE	White/Caucasian	552 (88%)
	Black/African American	66 (11%)
	Other	6 (1%)
	Refused	1
SEX:	Male	309 (49%)
	Female	316 (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%)