



**Survey of Likely General Election Voters**

Missouri Statewide

*Conducted October 26-27, 2018*

n=501 |  $\pm 4.38$



**A.** How likely are you to vote – or have you already voted – in the November 6th General election for Governor and Congress out of the following options?

	Freq.	%
Already voted	38	7.6%
Definitely voting	402	80.2%
Probably voting	61	12.2%
Total	501	100.0%

**2.** On a scale of 0 to 10, how would you rate your interest in the November 6th general election, with 0 meaning not interested at all and 10 meaning extremely interested?

	Freq.	%	Lower MoE %	Upper MoE %
9 - 10	364	72.6%	68.4%	76.8%
6 - 8	109	21.8%	17.9%	25.8%
0 - 5	28	5.6%	3.6%	7.6%
Total	501	100.0%	100.0%	100.0%

**3.** If the elections were held today, and you had to make a decision, would you be voting mostly for Republican or Democratic candidates?

	Freq.	%	D+2	D+5
<b>Republican Total</b>	<b>257</b>	<b>51.4%</b>	<b>49.5%</b>	<b>46.6%</b>
Republican	253	50.6%	48.7%	45.8%
Lean Republican	4	0.8%	0.8%	0.8%
<b>Democratic Total</b>	<b>226</b>	<b>45.0%</b>	<b>47.0%</b>	<b>49.8%</b>
Lean Democratic	5	1.0%	1.0%	1.1%
Democratic	221	44.0%	45.9%	48.7%
Don't know / Refused	18	3.6%	3.6%	3.6%
Total	501	100.0%	100.0%	100.0%

**4. - 6.** Do you have a favorable or unfavorable opinion of:

	Favorable	Very fav	Unfavorable	Very unfav	No opinion	Never heard of	Total
Donald Trump	<b>49.6%</b>	37.6%	<b>49.2%</b>	40.3%	1.0%	0.2%	100.0%
	<b>249</b>	188	<b>246</b>	202	5	1	501
Josh Hawley	<b>45.9%</b>	27.6%	<b>44.4%</b>	29.2%	4.1%	5.5%	100.0%
	<b>230</b>	138	<b>223</b>	146	21	28	501
Claire McCaskill	<b>51.0%</b>	31.3%	<b>47.3%</b>	34.0%	1.0%	0.7%	100.0%
	<b>256</b>	157	<b>237</b>	170	5	3	501



Thinking again about the upcoming general elections...

7. If the election for U.S. Senate were held today, and you had to make a choice, would you vote for Josh Hawley, the Republican; Claire McCaskill, the Democrat; or a third-party candidate?

	<b>Freq.</b>	<b>%</b>	<b>D+2</b>	<b>D+5</b>
<b><u>Josh Hawley</u></b>	<b><u>248</u></b>	<b><u>49.4%</u></b>	<b><u>47.7%</u></b>	<b><u>45.1%</u></b>
Josh Hawley - definitely	200	40.0%	38.5%	36.3%
Josh Hawley - probably	46	9.3%	9.0%	8.6%
Josh Hawley - lean	1	0.2%	0.2%	0.1%
<b><u>Claire McCaskill</u></b>	<b><u>233</u></b>	<b><u>46.4%</u></b>	<b><u>48.2%</u></b>	<b><u>50.8%</u></b>
Claire McCaskill- definitely	194	38.8%	40.3%	42.7%
Claire McCaskill - probably	35	6.9%	7.1%	7.4%
Claire McCaskill - lean	4	0.7%	0.7%	0.7%
<b><u>A third-party candidate</u></b>	<b><u>6</u></b>	<b><u>1.2%</u></b>	<b><u>1.2%</u></b>	<b><u>1.2%</u></b>
A third-party candidate - definitely	4	0.9%	0.9%	1.0%
A third-party candidate - probably	1	0.3%	0.3%	0.3%
Undecided	15	3.0%	2.9%	2.9%
Total	501	100.0%	100.0%	100.0%

8. Which of the following statements best describes how President Trump's actions influence your support of local Republican candidates?

	<b>Freq.</b>	<b>%</b>	<b>Lower MoE %</b>	<b>Upper MoE %</b>
<b><u>Support Local Republicans</u></b>	<b><u>290</u></b>	<b><u>58.0%</u></b>	<b><u>53.4%</u></b>	<b><u>62.5%</u></b>
I support Trump's actions and will vote for local Republicans	209	41.7%	37.2%	46.2%
I do not support Trump's actions but will still vote for local Republicans	81	16.2%	12.7%	19.8%
<b><u>I will vote against local Republicans to send a message to Trump and Washington</u></b>	<b><u>149</u></b>	<b><u>29.8%</u></b>	<b><u>25.5%</u></b>	<b><u>34.0%</u></b>
Undecided	62	12.3%	9.1%	15.5%
Total	501	100.0%	100.0%	100.0%

And a final few questions for statistical purposes only...

- D1. Gender

	<b>Freq.</b>	<b>%</b>
Female	270	53.8%
Male	231	46.2%
Total	501	100.0%



**D2.** What age range do you fall within?

	<b>Freq.</b>	<b>%</b>
<b><u>Under 50</u></b>	<b><u>182</u></b>	<b><u>36.3%</u></b>
18-34	73	14.6%
35-49	109	21.8%
<b><u>50 and Over</u></b>	<b><u>319</u></b>	<b><u>63.7%</u></b>
50-64	158	31.6%
65+	161	32.1%
Total	501	100.0%

**D3.** Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

	<b>Freq.</b>	<b>%</b>
Republican	237	47.4%
Democrat	184	36.7%
Independent/Other	58	11.5%
Unsure	22	4.4%
Total	501	100.0%

**D4.** And thinking about your views toward politics and government, would you say you are...

	<b>Freq.</b>	<b>%</b>
<b><u>Conservative</u></b>	<b><u>227</u></b>	<b><u>45.2%</u></b>
Very conservative	105	21.0%
Somewhat conservative	121	24.2%
<b><u>Moderate</u></b>	<b><u>148</u></b>	<b><u>29.6%</u></b>
<b><u>Liberal</u></b>	<b><u>116</u></b>	<b><u>23.1%</u></b>
Somewhat liberal	87	17.4%
Very liberal	29	5.7%
Unsure	10	2.1%
Total	501	100.0%

**D5.** Phone Type

	<b>Freq.</b>	<b>%</b>
Landline	302	60.2%
Cell	199	39.8%
Total	501	100.0%



**D6.** General Voter Propensity

	<b>Freq.</b>	<b>%</b>
High	289	57.6%
Medium	111	22.1%
Low	88	17.6%
New Registrants	14	2.8%
Total	501	100.0%

**D7.** General Election Participation Habit – Presidential-years-only, Midterm-years only, Both Presidential & Midterm years

	<b>Freq.</b>	<b>%</b>
Presidential years only	109	21.9%
Midterm years only	2	0.3%
Both Presidential and Midterm years	376	75.0%
New Registrants	14	2.8%
Total	501	100.0%

**D8.** Congressional District

	<b>Freq.</b>	<b>%</b>
1	47	9.4%
2	76	15.2%
3	80	16.0%
4	55	11.1%
5	62	12.3%
6	60	12.0%
7	53	10.6%
8	67	13.5%
Total	501	100.0%

**D9.** DMA

	<b>Freq.</b>	<b>%</b>
St. Louis	206	41.1%
Kansas City	123	24.6%
Ottumwa	4	0.9%
Quincy	7	1.4%
St. Joseph	3	0.7%
Columbia	43	8.6%
Joplin-Pittsburg	11	2.2%
Paducah	29	5.7%
Springfield	74	14.9%
Total	501	100.0%



**D10.** Gender + Age

	<b>Freq.</b>	<b>%</b>
F 18-34	40	8.0%
F 35-49	54	10.7%
F 50-64	89	17.7%
F 65+	87	17.4%
M 18-34	33	6.6%
M 35-49	55	11.1%
M 50-64	70	13.9%
M 65+	73	14.7%
Total	501	100.0%

**D11.** Ethnicity

	<b>Freq.</b>	<b>%</b>
White	425	84.9%
Black	21	4.1%
Hispanic	8	1.6%
Other	47	9.4%
Total	501	100.0%

**D12.** Income

	<b>Freq.</b>	<b>%</b>
<\$25k-\$49k	172	34.3%
\$50k-\$99k	224	44.7%
\$100k+	105	21.0%
Total	501	100.0%

**D13.** Education

	<b>Freq.</b>	<b>%</b>
College	281	56.0%
No College	220	44.0%
Total	501	100.0%

**D14.** Gender + Education

	<b>Freq.</b>	<b>%</b>
Female College	154	30.7%
Female No College	116	23.1%
Male College	127	25.4%
Male No College	104	20.9%
Total	501	100.0%



**D15.** Switch Voter: US Senate Race

	<b>Freq.</b>	<b>%</b>
No	485	96.9%
Yes	16	3.1%
Total	501	100.0%

**METHODOLOGY**

This probabilistic telephone survey was conducted October 26-27, 2018, with 501 likely general election voters. It has a margin of error of  $\pm 4.38\%$ . Interviews were conducted by live professional agents calling landline and cell phones. Landline phone interviews constitute 60.2% of the sample, while 39.8% were conducted by cell phone. This survey was weighted to a likely general election voter universe.

**ABOUT THE FIRM**

[Cygna](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 750 survey research projects in 42 states. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Florida and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygna to gather reliable, affordable polling data in state-wide, congressional, legislative, and local geographies

