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## MISSOURI STATEWIDE PUBLIC POLL – MEMORANDUM

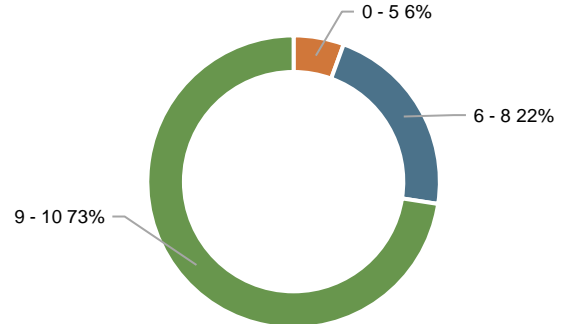
**DATE:** Tuesday, October 30, 2018  
**TO:** Interested Parties  
**FROM:** Brent Buchanan, President & Joshua Pendergrass, Director, Client Strategy & General Counsel  
**RE:** Key Findings: Survey of MO Likely General Election Voters

[Cygna](#) has completed a statistical review of our recent public survey and identified the following key findings, analysis of public opinion, and awareness of upcoming political races and issues in Missouri. The information below was gathered through a phone survey of likely general election voters conducted October 26 – October 27, 2018. This survey has a sample size of n501 and a margin of error of ±4.38% at a 95% confidence interval.

### INTENSITY OF INTEREST

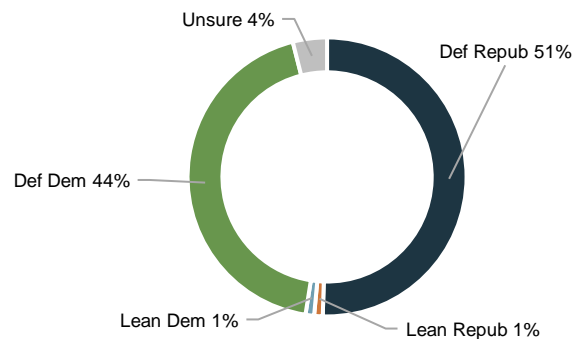
We asked voters how interested they are in the November 6th general election on a scale of 0 to 10, 0 being not interested and 10 being extremely interested.

- Nearly three-fourths of those surveyed (73%) rated their interest in the election as either a 9 or a 10, indicating a high voter interest in the 2018 midterms.
- 68% of females and 78% of males fell in the high interest range.
- 71% of voters who have a favorable opinion of President Trump and 75% of voters who have a negative opinion of the president fell into the high intensity range.
- 76% of Democrats, 71% of Republicans, and 66% of Independents fell in the high interest range.

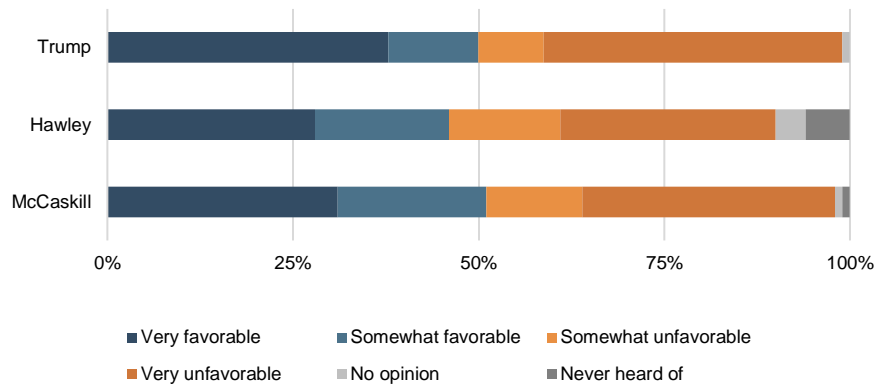


### GENERIC BALLOT

- Republicans lead the generic ballot 51-45, for a net R+6.
- This represents a nearly 14-point swing toward Republicans when compared to the Real Clear Politics generic congressional ballot of D+7.6.
- 97% of Democrats and 96% of Republicans prefer a candidate of their party, indicating a high retention of support for both parties.
- On the generic ballot Independents favored Democrats 52-44, with 5% undecided.
- 92% of those who chose a generic Republican have a favorable opinion of President Trump, while 86% of those who chose a generic Democrat have an unfavorable opinion of the president.



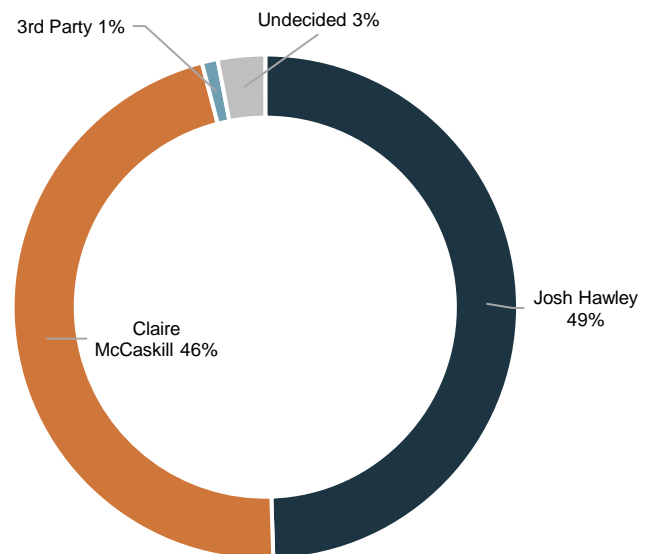
## IMAGE TESTS



- Missouri voters have an evenly split opinion on President Trump, with 49.6% having a favorable opinion and 49.2% an unfavorable opinion, for a net favorability of +0.4.
- Voters' opinion of the president falls largely along party lines with 90% of Republicans having a favorable opinion and 97% of Democrats having an unfavorable opinion.
- Independents are divided on the president 52-48 favorable to unfavorable.
- No age grouping of women in Missouri has a majority favorable opinion of the president.
- Republican Senate candidate Josh Hawley has a net favorability of +2, 45% favorable to 44% unfavorable. Of those with an unfavorable opinion, 66% say their opinion is very unfavorable.
- 78% of Conservatives have a favorable view of Hawley, 12% have a negative view.
- Hawley's net favorability is -33 with Independents.
- 87% of voters with a favorable opinion of the president have a favorable opinion of Hawley.
- Democratic Senator Claire McCaskill has a net favorability of +4, 51% favorable to 47% unfavorable. Of those with an unfavorable opinion, 72% say their opinion is very unfavorable.
- McCaskill's net favorability is +22 with Independents.
- 81% of voters with a favorable opinion of the president have an unfavorable opinion of McCaskill.
- McCaskill's net favorability is +10 with women, -3 with men. Hawley is -6 with women, +10 with men.

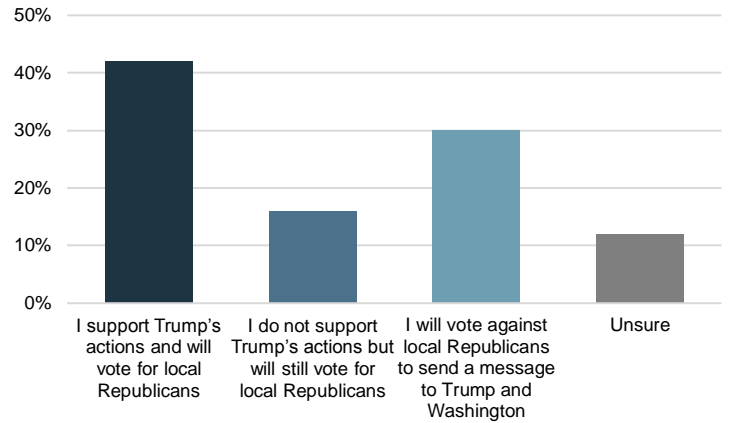
## US SENATE BALLOT

- Josh Hawley leads Claire McCaskill on the US Senate Ballot, within the margin of error, at 49% to 46%. Just 1% prefer a third-party candidate, 3% are undecided.
- Both Hawley and McCaskill perform essentially even with the generic ballot.
- Hawley retains most Republicans. McCaskill retains most Democrats. Independents pick McCaskill by 17.
- 93% of voters who want to send a message to the president and to Washington prefer McCaskill.
- 95% of voters who say they support the president's actions prefer Hawley.
- Women are split with 48% for McCaskill to 47% for Hawley. Men favor Hawley 52% to 46%.



## **TRUMP IMPACT ON VOTE**

- Though his favorability is evenly split, Trump does not appear to have an overly harmful effect on local Republican candidates, as 58% said they would vote for Republicans because of their support of or despite their dislike for of the president.
- Only 30% is an anger or protest vote.
- Supporters of the president are more likely to vote for Republican candidates than those who do not support the president are to vote for Democratic candidates.



## **METHODOLOGY**

This probabilistic live 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% of the sample, while 40% were conducted by cell phone, each based on the voter file for the state. This survey was weighted to a likely general election voter universe.

## **ACCESS TO COMPLETE SMART TABLES & CROSSTABS**

Cygnal clients may request a complete copy of the Smart Tables (statistically-significant crosstabs) and full crosstabs at no charge. Anyone else may purchase the data for \$875. Email [info@cygn.al](mailto:info@cygn.al) for more details.

## **ABOUT THE FIRM**

[Cygnal](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 780 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 Cygnal to gather reliable, affordable polling and survey data in state-wide, congressional, legislative, and local geographies.

