

October 30, 2018



# **Missouri Statewide**

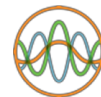
## Survey of Likely General Election Voters

## 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 60.2% of the sample, while 39.8% 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.

### Additional Data

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).

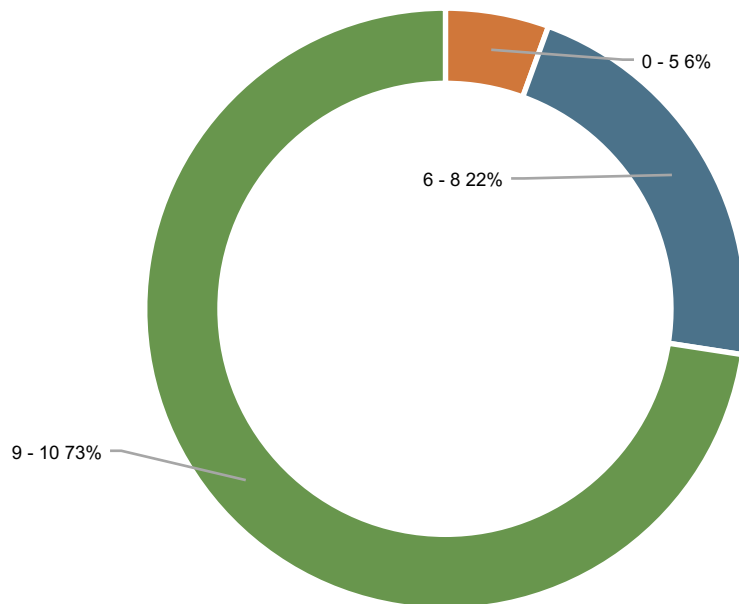


## Geo Groupings – Based on Designated Media Area (DMA)

St. Louis	Kansas City	Central/South
St. Louis	Kansas City	Springfield
	St. Joseph	Paducah
	Omaha	Joplin-Pittsburg
	Quincy	Columbia
	Ottumwa	



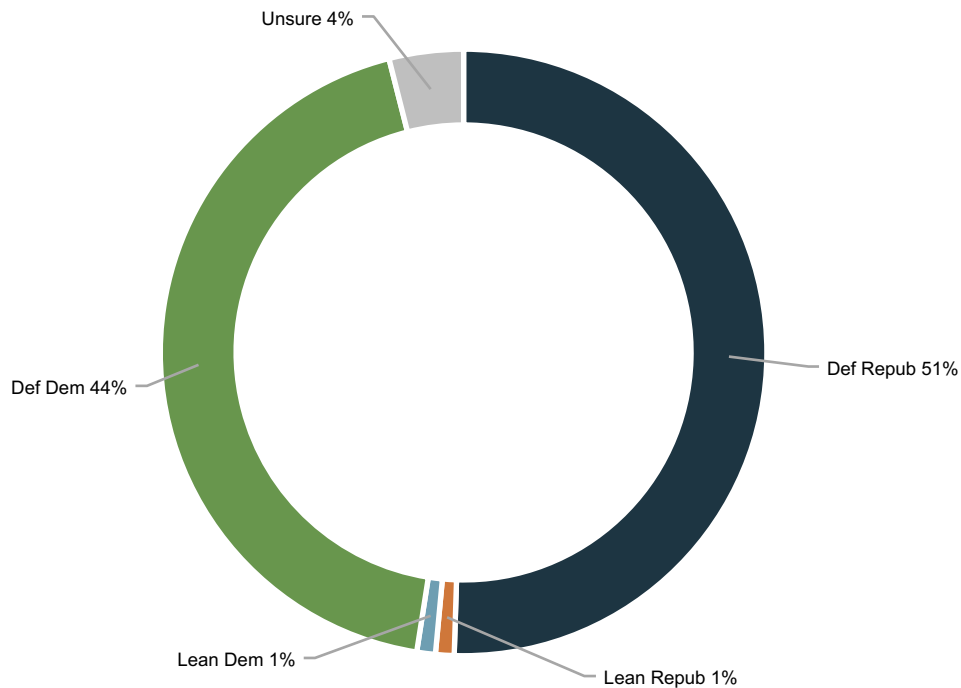
# Voter Intensity



	0-5	6-8	9-10
Generic Repub.	6%	26%	68%
Generic Dem.	5%	18%	78%
Trump Fav	7%	23%	71%
Trump Unfav	4%	20%	75%
Hawley Unfav	4%	18%	79%
McCaskill Unfav	7%	25%	68%
US Sen - Hawley	7%	25%	68%
US Sen - McCaskill	4%	19%	77%
Men	2%	20%	78%
Women	9%	23%	68%
Under 50	5%	33%	63%
Over 50	6%	16%	78%
GOP	7%	23%	71%
Indep	3%	31%	66%
Dem	6%	18%	76%
St. Louis	5%	22%	72%
Kansas City	7%	20%	73%
Central-South	5%	23%	72%



# Generic Ballot



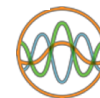
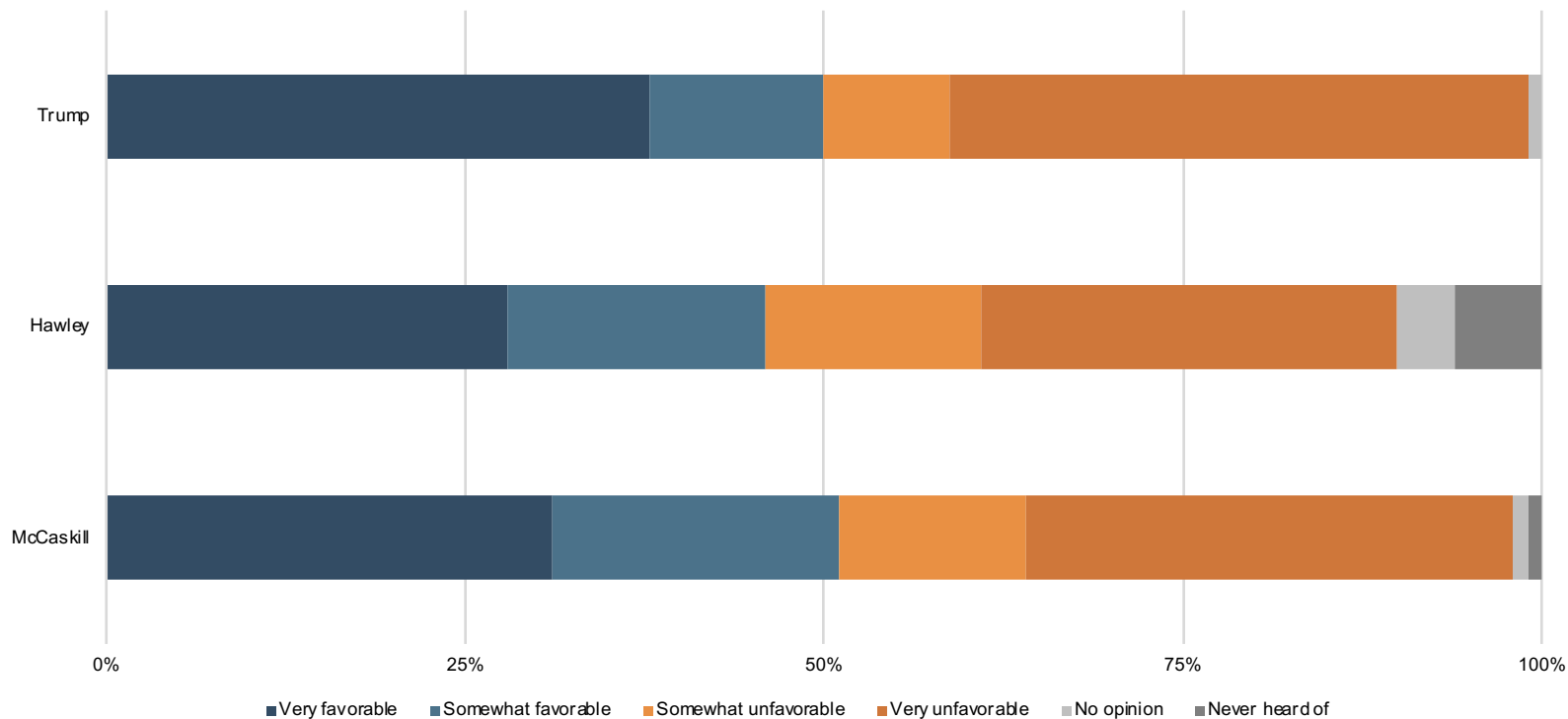
	GOP	DEM
0 - 5 Intensity	58%	36%
6 - 8 Intensity	60%	36%
9 - 10 Intensity	48%	48%
Trump Fav	92%	5%
Trump Unfav	11%	86%
Hawley Unfav	13%	83%
McCaskill Unfav	89%	9%
US Sen - Hawley	96%	3%
US Sen - McCaskill	6%	92%
Men	56%	41%
Women	48%	48%
Under 50	53%	43%
Over 50	51%	46%
GOP	96%	0%
Indep	44%	52%
Dem	97%	0%
St. Louis	45%	50%
Kansas City	51%	46%
Central-South	60%	38%



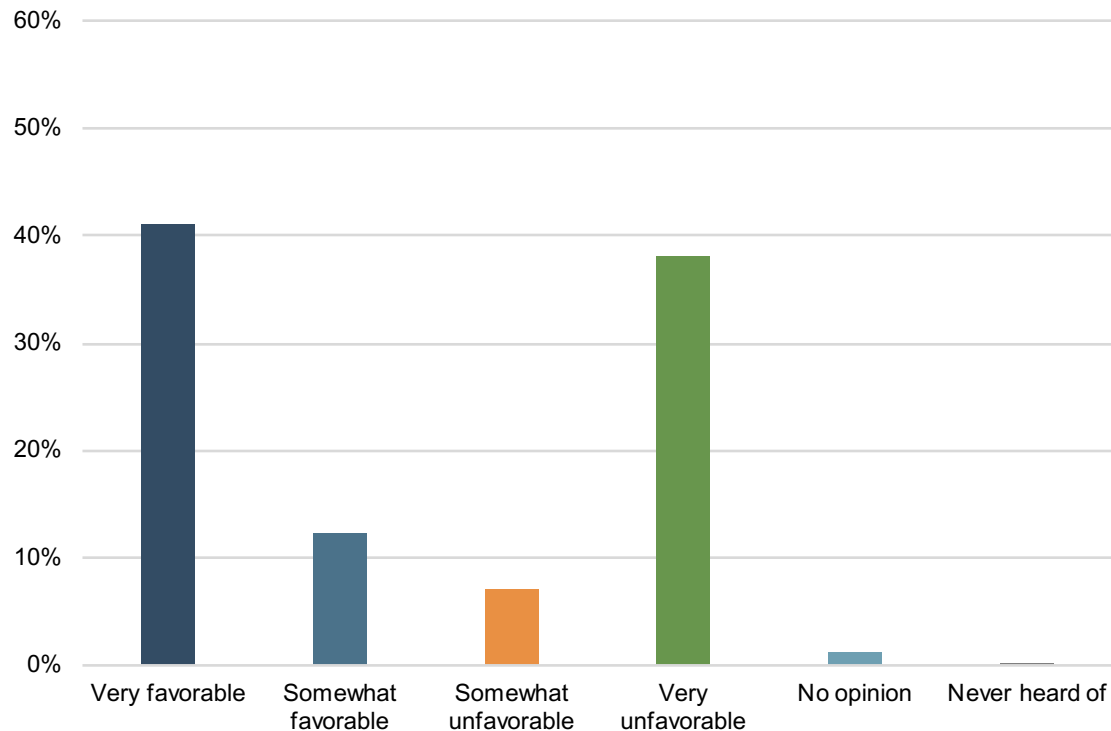
# IMAGE TESTS

cygnal  
audio

## Image Tests – Overall



# Image Test – Trump

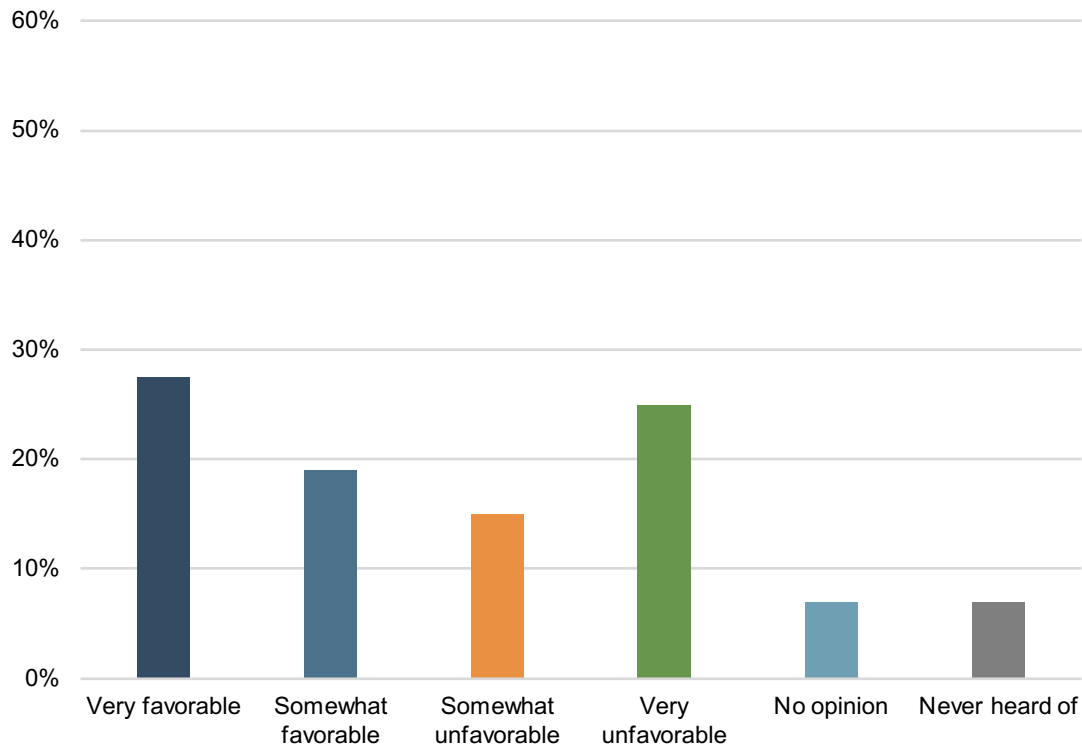


	Fav	Unfav
0 - 5 Intensity	59%	38%
6 - 8 Intensity	5%	46%
9 - 10 Intensity	48%	51%
Generic Repub.	89%	11%
Generic Dem.	6%	94%
Hawley Unfav	0%	0%
McCaskill Unfav	0%	0%
US Sen - Hawley	87%	13%
US Sen - McCaskill	19%	83%
Men	56%	44%
Women	45%	54%
Under 50	51%	48%
Over 50	49%	50%
GOP	90%	10%
Indep	48%	52%
Dem	3%	97%
St. Louis	46%	54%
Kansas City	47%	50%
Central-South	57%	42%

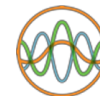




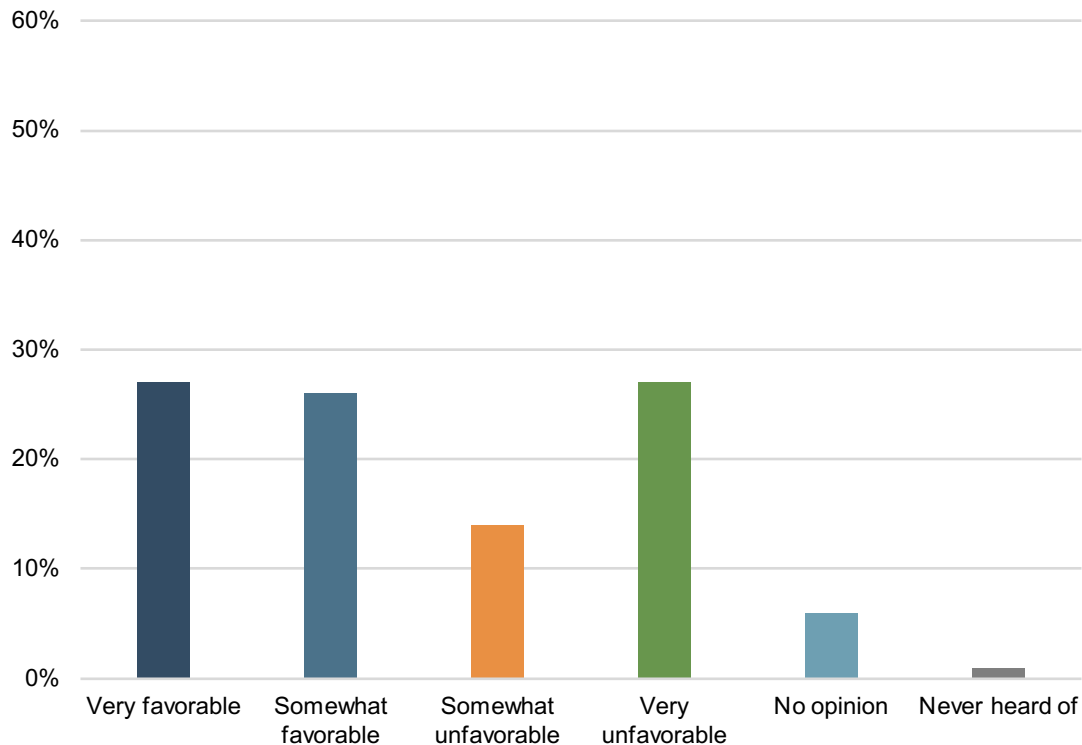
## Image Test – Hawley



	Fav	Unfav	NO/NHO
0 - 5 Intensity	35%	27%	37%
6 - 8 Intensity	43%	37%	20%
9 - 10 Intensity	48%	48%	4%
Generic Repub.	80%	11%	9%
Generic Dem.	8%	82%	11%
McCaskill Fav	20%	70%	10%
McCaskill Unfav	70%	17%	53%
US Sen - Hawley	83%	8%	12%
US Sen - McCaskill	20%	70%	10%
Men	51%	41%	8%
Women	41%	47%	12%
Under 50	44%	45%	11%
Over 50	47%	44%	9%
GOP	80%	11%	9%
Indep	32%	65%	3%
Dem	8%	79%	13%
St. Louis	43%	48%	9%
Kansas City	41%	48%	11%
Central-South	54%	37%	9%



# Image Test – McCaskill



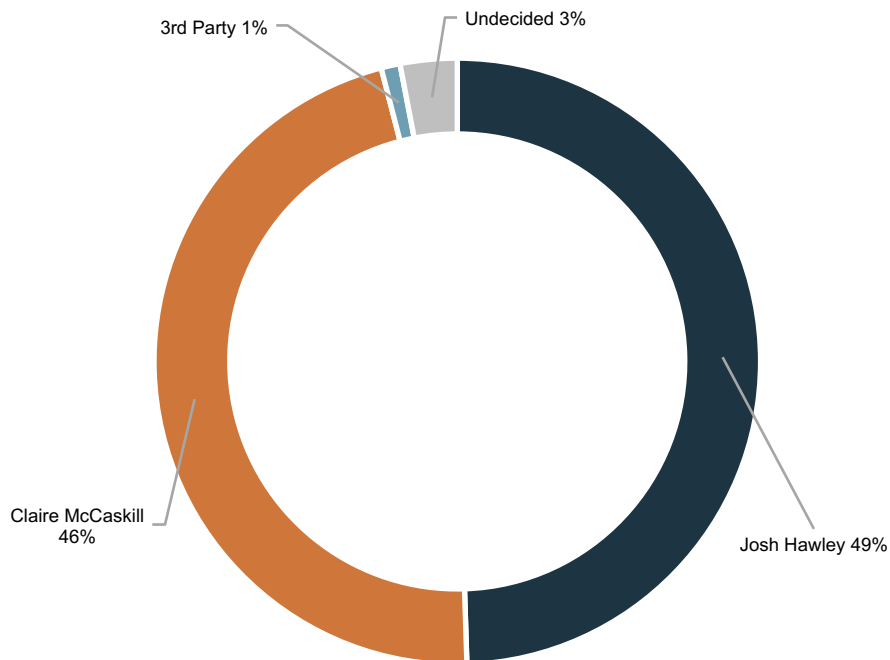
	Fav	Unfav	NO/NHO
0 - 5 Intensity	38%	60%	3%
6 - 8 Intensity	44%	54%	3%
9 - 10 Intensity	54%	44%	2%
Generic Repub.	17%	82%	2%
Generic Dem.	90%	10%	1%
Hawley Fav	22%	76%	1%
Hawley Unfav	81%	18%	1%
US Sen - Hawley	14%	84%	2%
US Sen - McCaskill	90%	9%	1%
Men	48%	51%	1%
Women	54%	44%	2%
Under 50	51%	49%	1%
Over 50	51%	47%	2%
GOP	18%	81%	2%
Indep	62%	38%	0%
Dem	88%	10%	2%
St. Louis	55%	44%	1%
Kansas City	53%	45%	2%
Central-South	44%	54%	2%



# BALLOT TEST

cygnal

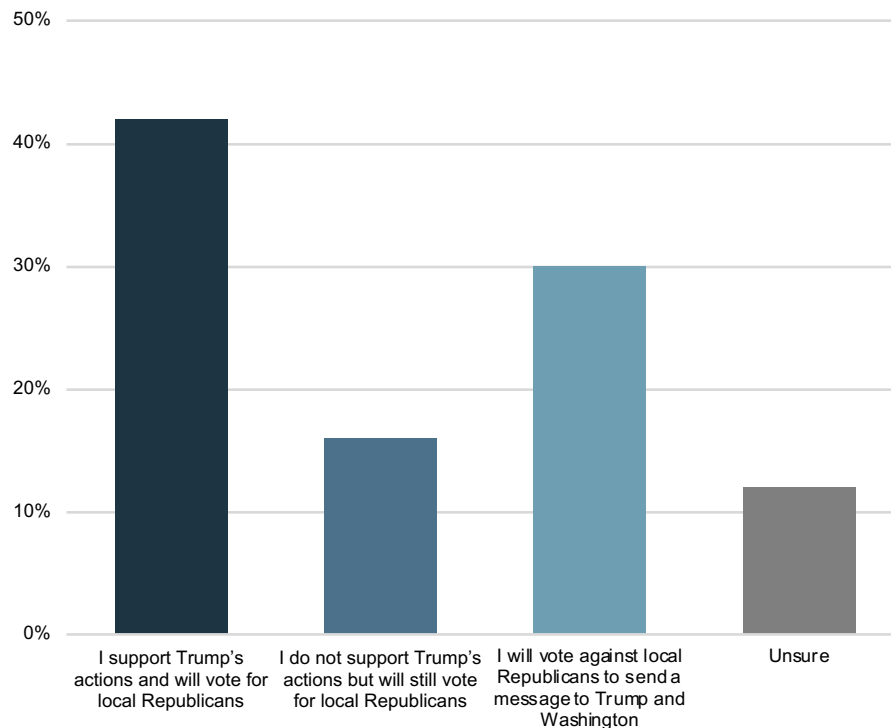
# US Senate Ballot



	Hawley	McCaskill	3rd Party	Und.
0 - 5 Intensity	64%	33%	0%	3%
6 - 8 Intensity	57%	40%	0%	4%
9 - 10 Intensity	46%	50%	2%	3%
Generic Repub.	92%	6%	1%	2%
Generic Dem.	3%	95%	2%	0%
Trump Fav	89%	9%	0%	2%
Trump Unfav	10%	85%	2%	2%
Hawley Unfav	9%	83%	3%	6%
McCaskill Unfav	88%	9%	1%	3%
Men	52%	45%	2%	2%
Women	47%	48%	0%	4%
Under 50	50%	45%	1%	5%
Over 50	49%	47%	1%	2%
GOP	91%	7%	1%	2%
Indep	35%	52%	3%	11%
Dem	4%	94%	2%	0%
St. Louis	45%	52%	0%	3%
Kansas City	47%	48%	1%	3%
Central-South	57%	38%	2%	3%



# Trump's Influence

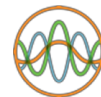


	Support Trump & GOP	Oppose Trump & GOP	Oppose Trump / Support GOP
0 - 5 Intensity	46%	16%	26%
6 - 8 Intensity	43%	17%	25%
9 - 10 Intensity	41%	35%	13%
Generic Repub.	78%	3%	12%
Generic Dem.	3%	61%	21%
Hawley Unfav	7%	53%	9%
McCaskill Unfav	74%	7%	12%
US Sen - Hawley	80%	3%	10%
US Sen - McCaskill	4%	60%	21%
Men	46%	29%	15%
Women	38%	30%	18%
Under 50	42%	29%	18%
Over 50	42%	30%	15%
GOP	80%	4%	10%
Indep	25%	28%	27%
Dem	2%	64%	21%
St. Louis	37%	35%	15%
Kansas City	41%	32%	16%
Central-South	48%	22%	19%



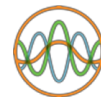
## Conclusions

1. Voter enthusiasm is high. Nearly three-fourths of those surveyed (73%) rated their interest in the election as either a 9 or a 10.
2. Republicans lead the generic ballot 51%-45% (net R+6), outperforming the national average (D+8) by 14 points.
3. Both McCaskill (net +4 fav) and Hawley (net +2 fav) have embattled favorability among likely general election voters.
4. Hawley has a net -33 favorability with Independents while McCaskill has a net +22.
5. Hawley leads McCaskill (49%-46%) on the US Senate Ballot, but his advantage is within the margin of error.
6. 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 either because of or despite their dislike of the president. Only 30% of the vote is an anger or protest vote.



## Conclusions (cont.)

1. Hawley's low net favorability is weighing him down on the ballot test. He may hold a lead over McCaskill, but he's underperforming the generic ballot. This is a difficult challenge to overcome a week before the election.
2. Trump is a polarizing figure on the ballot test, yet he's well-liked among Hawley's base. Hawley needs to take advantage of Trump's positive influence moving down the stretch by reaching out directly to Trump supporters to ensure they turn out to vote.
3. Both parties are retaining their supporters, though Independents are breaking for McCaskill.
4. With so few undecideds left (3%), this race could largely be determined on which side does a better job of getting their core supporters to the polls. As of now, 80% of both Hawley's and McCaskill's supporters say they are definitely voting. They are also evenly split with supporters who are probably voting (Hawley 12%, McCaskill 13%).
5. A higher turnout is favorable to Hawley.



## Summary of Demographics

### AGE

18 - 34	35 - 49	50 - 64	65+
14.6%	21.8%	31.6%	32.1%

### GENDER

Female	Male
53.8%	46.2%

### POLITICAL PARTY

Republican	Democratic	Independent/Other
47.4%	36.7%	11.5%

### ETHNICITY

White	Black	Hispanic	Other
84.9%	4.1%	1.6%	9.4%





## Summary of Demographics

### GEO

#### St. Louis

41.1%

#### Kansas City

27.6%

#### Central/South

31.4%

### EDUCATION

#### College

56.0%

#### No College

44.0%

### INCOME

#### <\$25k-\$49k

34.3%

#### \$50k-\$99k

44.7%

#### \$100k+

21.0%

### PHONE TYPE

#### Landline

60.2%

#### Cell

39.8%



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