



Survey of Likely Voters Statewide in Missouri

Topline Summary Report – 10-14-2012

Wenzel Strategies conducted a telephone survey of likely General Election voters statewide in Missouri regarding the November election. The poll was conducted October 12-13, 2012, and includes 1,000 respondents. The survey carries a margin of error of +/- 3.07 percentage points.

2. Do you have a favorable or unfavorable opinion of Barack Obama?

OBAMA FAVS

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FAVORABLE	425	42.5	42.5	42.5
SOMEWHAT FAVORABLE	70	7.0	7.0	49.5
SOMEWHAT UNFAVORABLE	42	4.2	4.2	53.7
VERY UNFAVORABLE	449	44.9	44.9	98.7
NO OPINION	13	1.3	1.3	100.0
Total	1000	100.0	100.0	

3. Do you have a favorable or unfavorable opinion of Mitt Romney?

ROMNEY FAVS

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FAVORABLE	461	46.1	46.1	46.1
SOMEWHAT FAVORABLE	133	13.3	13.3	59.4
SOMEWHAT UNFAVORABLE	75	7.5	7.5	66.9
VERY UNFAVORABLE	316	31.6	31.6	98.5
NO OPINION	15	1.5	1.5	100.0
Total	1000	100.0	100.0	



4. Do you have a favorable or unfavorable opinion of Todd Akin?

AKIN FAVS

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FAVORABLE	247	24.7	24.7	24.7
SOMEWHAT FAVORABLE	202	20.2	20.2	44.9
SOMEWHAT UNFAVORABLE	110	11.0	11.0	56.0
VERY UNFAVORABLE	376	37.6	37.6	93.6
NO OPINION	64	6.4	6.4	100.0
Total	1000	100.0	100.0	

5. Do you have a favorable or unfavorable opinion of Claire McCaskill?

McCASKILL FAVS

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FAVORABLE	340	34.0	34.0	34.0
SOMEWHAT FAVORABLE	102	10.2	10.2	44.2
SOMEWHAT UNFAVORABLE	97	9.7	9.7	53.9
VERY UNFAVORABLE	427	42.7	42.7	96.6
NO OPINION	34	3.4	3.4	100.0
Total	1000	100.0	100.0	

6. If the election for President of the United States was today, and the candidates were Republican Mitt Romney and Democrat Barack Obama, for whom would you vote?

PRESIDENTIAL BALLOT

	Frequency	Percent	Valid Percent	Cumulative Percent
ROMNEY	549	54.9	54.9	54.9
OBAMA	411	41.1	41.1	96.0
NOT SURE	40	4.0	4.0	100.0
Total	1000	100.0	100.0	



7. If the election for U.S. Senator was today, and the candidates were Republican Todd Akin and Democrat Claire McCaskill, for whom would you vote?

SENATE BALLOT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid AKIN	489	48.9	48.9	48.9
Valid McCASKILL	447	44.7	44.7	93.5
Valid NOT SURE	65	6.5	6.5	100.0
Total	1000	100.0	100.0	

8. Thinking about the choice you just made for U.S. Senate, how firm would you say you are in your selection?

FIRM IN CHOICE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FIRM IN CHOICE	869	86.9	86.9	86.9
Valid COULD CHANGE MY MIND	89	8.9	8.9	95.7
Valid VERY OPEN TO CHANGE	43	4.3	4.3	100.0
Total	1000	100.0	100.0	

PARTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DEM	380	38.0	38.0	38.0
Valid GOP	370	37.0	37.0	75.0
Valid INDY	250	25.0	25.0	100.0
Total	1000	100.0	100.0	



PHILOSOPHY

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY LIBERAL	166	16.6	16.6	16.6
LIBERAL	132	13.2	13.2	29.8
MODERATE	212	21.2	21.2	50.9
CONSERVATIVE	238	23.8	23.8	74.7
VERY CONSERVATIVE	253	25.3	25.3	100.0
Total	1000	100.0	100.0	

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
MEN	495	49.5	49.5	49.5
WOMEN	505	50.5	50.5	100.0
Total	1000	100.0	100.0	

REGION

	Frequency	Percent	Valid Percent	Cumulative Percent
NW-KC	255	25.5	25.5	25.5
NE MO	29	2.9	2.9	28.4
CENTRAL-JEFF CITY	98	9.8	9.8	38.2
ST. LOUIS	392	39.2	39.2	77.5
SE MO	49	4.9	4.9	82.4
SW-SPRINGFIELD	176	17.6	17.6	100.0
Total	1000	100.0	100.0	



AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid UNDER AGE 30	120	12.0	12.0	12.0
30s	130	13.0	13.0	25.0
40s	170	17.0	17.0	42.0
50s	190	19.0	19.0	61.0
60s	210	21.0	21.0	82.0
70 +	180	18.0	18.0	100.0
Total	1000	100.0	100.0	

INCOME

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid \$50K OR LESS	441	44.1	44.1	44.1
\$50K TO \$75K	235	23.5	23.5	67.6
\$75K TO \$125K	182	18.2	18.2	85.8
\$125K OR MORE	91	9.1	9.1	94.9
REFUSED	51	5.1	5.1	100.0
Total	1000	100.0	100.0	