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Missouri Statewide Poll



1. Interest in Politics

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ... ?

	Gender			Age				Income			Race	
	Total	Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Most of the time	62.0%	79.3%	44.9%	26.9%	52.1%	74.8%	82.9%	51.9%	67.0%	76.0%	63.6%	45.5%
Some of the time	27.3%	17.4%	37.2%	51.1%	32.1%	19.5%	13.7%	34.1%	24.7%	15.9%	26.2%	38.8%
Only now and then	6.5%	2.4%	10.6%	12.6%	10.7%	3.1%	2.5%	9.2%	4.2%	5.6%	6.2%	10.4%
Hardly at all	4.1%	1.0%	7.3%	9.4%	5.1%	2.5%	0.9%	4.8%	4.0%	2.5%	4.0%	5.3%
Don't Know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Totals (Unweighted)	100.0% (1,000)	100.0% (481)	100.0% (519)	100.0% (102)	100.0% (173)	100.0% (549)	100.0% (176)	100.0% (339)	100.0% (492)	100.0% (156)	100.0% (920)	100.0% (80)

	Voters			Party ID			Ideology			2008 Vote	
	Total	Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Most of the time	62.0%	62.0%	69.5%	53.3%	68.1%	66.1%	63.0%	59.2%	72.0%	61.7%	69.9%
Some of the time	27.3%	27.3%	25.1%	31.5%	26.4%	26.2%	28.7%	34.4%	20.8%	27.8%	23.8%
Only now and then	6.5%	6.5%	3.6%	9.7%	4.5%	5.5%	7.2%	4.7%	6.1%	6.1%	4.2%
Hardly at all	4.1%	4.1%	1.8%	5.5%	1.0%	2.2%	1.1%	1.7%	1.1%	4.4%	2.0%
Don't Know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Totals (Unweighted)	100.0% (1,000)	100.0% (1,000)	100.0% (789)	100.0% (349)	100.0% (336)	100.0% (245)	100.0% (192)	100.0% (332)	100.0% (402)	100.0% (478)	100.0% (442)

Missouri Statewide Poll



2. Intention to Vote in 2010

Do you intend to vote in the 2010 midterm elections?

	Gender		Age				Income			Race		
	Total	Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Definitely will vote	74.7%	76.1%	73.4%	58.3%	72.3%	79.5%	84.6%	71.0%	77.1%	79.1%	74.3%	78.8%
Probably will vote	14.4%	19.0%	9.9%	18.6%	13.5%	14.7%	10.6%	16.3%	13.9%	11.0%	14.7%	11.8%
Equally likely to vote or not vote	1.1%	0.9%	1.4%	1.0%	1.5%	1.1%	0.7%	1.1%	1.3%	0.0%	1.2%	0.0%
Probably will not vote	6.9%	1.7%	12.1%	15.1%	11.7%	2.5%	2.2%	9.6%	4.9%	4.9%	6.8%	8.4%
Definitely will not vote	2.8%	2.4%	3.2%	6.9%	0.9%	2.2%	1.9%	2.1%	2.9%	4.9%	3.0%	1.0%
Totals (Unweighted)	100.0% (999)	100.0% (481)	100.0% (518)	100.0% (102)	100.0% (173)	100.0% (548)	100.0% (176)	100.0% (339)	100.0% (491)	100.0% (156)	100.0% (919)	100.0% (80)

	Voters		Party ID			Ideology			2008 Vote		
	Total	Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Definitely will vote	74.7%	74.7%	100.0%	75.4%	74.6%	78.3%	71.2%	78.5%	78.7%	80.9%	80.3%
Probably will vote	14.4%	14.4%	0.0%	11.9%	15.9%	15.9%	13.7%	12.6%	14.6%	12.2%	13.1%
Equally likely to vote or not vote	1.1%	1.1%	0.0%	1.7%	1.2%	0.3%	2.1%	0.9%	0.6%	1.3%	0.6%
Probably will not vote	6.9%	6.9%	0.0%	9.6%	5.6%	2.6%	8.0%	6.2%	3.2%	4.3%	3.7%
Definitely will not vote	2.8%	2.8%	0.0%	1.5%	2.8%	2.9%	5.0%	1.7%	2.9%	1.3%	2.3%
Totals (Unweighted)	100.0% (999)	100.0% (999)	100.0% (789)	100.0% (348)	100.0% (336)	100.0% (245)	100.0% (192)	100.0% (331)	100.0% (402)	100.0% (478)	100.0% (442)

Missouri Statewide Poll



3. Senator Vote

Who do you think you will vote for in the 2010 election for U.S. Senate?

	Total	Gender		Age				Income			Race	
		Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Robin Carnahan	43.0%	40.3%	45.9%	51.8%	46.6%	44.5%	28.4%	48.7%	38.1%	41.4%	37.4%	95.6%
Roy Blunt	51.9%	55.9%	47.5%	42.6%	48.5%	50.5%	66.4%	44.8%	57.3%	56.3%	57.0%	3.8%
Other	0.9%	0.7%	1.2%	1.8%	0.4%	0.7%	1.2%	2.1%	0.1%	0.7%	1.0%	0.0%
Not sure	3.6%	2.9%	4.4%	1.9%	4.1%	4.0%	3.9%	4.1%	3.6%	1.6%	3.9%	0.6%
Won't vote	0.6%	0.2%	1.0%	2.0%	0.4%	0.3%	0.1%	0.2%	1.0%	0.0%	0.6%	0.0%
Totals (Unweighted)	100.0% (906)	100.0% (457)	100.0% (449)	100.0% (78)	100.0% (157)	100.0% (504)	100.0% (167)	100.0% (295)	100.0% (450)	100.0% (149)	100.0% (829)	100.0% (77)

	Total	Voters		Party ID			Ideology			2008 Vote	
		Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Robin Carnahan	43.0%	43.0%	42.5%	91.9%	43.7%	1.6%	92.0%	64.6%	9.9%	87.1%	2.4%
Roy Blunt	51.9%	51.9%	53.6%	5.1%	49.9%	97.0%	5.0%	30.8%	86.2%	7.5%	93.5%
Other	0.9%	0.9%	1.0%	0.1%	1.2%	0.2%	0.0%	1.5%	0.9%	1.1%	0.8%
Not sure	3.6%	3.6%	2.8%	2.9%	5.1%	0.8%	3.0%	2.9%	2.8%	3.4%	2.9%
Won't vote	0.6%	0.6%	0.1%	0.0%	0.2%	0.4%	0.0%	0.2%	0.3%	0.9%	0.3%
Totals (Unweighted)	100.0% (906)	100.0% (906)	100.0% (749)	100.0% (317)	100.0% (302)	100.0% (231)	100.0% (183)	100.0% (304)	100.0% (375)	100.0% (444)	100.0% (412)

Missouri Statewide Poll



4. 2010 Congressional Ballot

Who do you think you will vote for in the 2010 election for U.S. House of Representatives?

	Total	Gender		Age				Income			Race	
		Male	Female	18-29	30-44	45-64	65+	Less than 40K	40K-100K	100K+	White	Non-White
Democrat	38.8%	35.9%	42.0%	50.7%	40.8%	38.6%	28.8%	45.4%	33.7%	36.6%	33.0%	95.2%
Republican	54.2%	58.9%	49.1%	42.9%	49.5%	53.7%	68.2%	49.6%	57.5%	59.0%	59.6%	1.9%
Other	0.8%	0.6%	1.0%	1.7%	1.0%	0.4%	0.7%	0.5%	0.9%	1.2%	0.9%	0.0%
Not sure	5.4%	4.3%	6.6%	2.0%	7.4%	6.9%	2.3%	3.7%	6.7%	3.2%	5.8%	0.6%
Won't vote	0.8%	0.3%	1.4%	2.7%	1.3%	0.3%	0.0%	0.8%	1.1%	0.0%	0.7%	2.2%
Totals (Unweighted)	100.0% (835)	100.0% (411)	100.0% (424)	100.0% (62)	100.0% (145)	100.0% (474)	100.0% (154)	100.0% (274)	100.0% (415)	100.0% (137)	100.0% (764)	100.0% (71)

	Total	Voters		Party ID			Ideology			2008 Vote	
		Registered Voter	Likely Voter	Democrat	Independent	Republican	Liberal	Moderate	Conservative	Obama	McCain
Democrat	38.8%	38.8%	39.6%	86.7%	34.0%	2.5%	86.5%	59.5%	8.6%	81.5%	5.7%
Republican	54.2%	54.2%	55.2%	7.1%	57.5%	94.1%	7.0%	30.9%	87.9%	9.6%	89.3%
Other	0.8%	0.8%	0.9%	1.0%	1.2%	0.5%	2.4%	0.5%	0.5%	1.4%	0.4%
Not sure	5.4%	5.4%	4.1%	4.2%	7.3%	2.6%	3.5%	8.3%	2.8%	6.2%	4.4%
Won't vote	0.8%	0.8%	0.1%	1.0%	0.0%	0.4%	0.5%	0.7%	0.2%	1.2%	0.2%
Totals (Unweighted)	100.0% (835)	100.0% (835)	100.0% (692)	100.0% (287)	100.0% (273)	100.0% (224)	100.0% (161)	100.0% (267)	100.0% (363)	100.0% (390)	100.0% (404)

Missouri Statewide Poll

5. Sample Composition

	Unweighted	Weighted
Age		
18–29	10%	19%
30–44	17%	22%
45–64	55%	40%
Over 65	18%	19%
Race		
White	92%	91%
Black	8%	9%
Hispanic	0%	0%
Gender		
Male	48%	50%
Female	52%	50%
Education		
HS or less	26%	42%
Some College	36%	30%
College Grad	25%	19%
Post Grad	12%	8%
Party Identification		
Democrat	35%	30%
Lean Democrat	11%	10%
Independent	13%	15%
Lean Republican	16%	15%
Republican	24%	30%
Ideology		
Very Liberal	4%	3%
Liberal	16%	14%
Moderate	33%	30%
Conservative	32%	37%
Very Conservative	8%	8%
Not Sure	7%	7%

Missouri Statewide Poll



Fieldwork	YouGov
Interviewing Dates	October 25–28, 2010
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's PollingPoint panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2005–2007 American Community Study. Voter registration, turnout, religion, news interest, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Current Population Survey Registration and Voting Supplement and the Pew Religion in American Life Survey. Matching respondents were selected from the PollingPoint panel, an opt-in Internet panel.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, news interest, voter registration, and non-placement on an ideology scale. The weights range from 0.1 to 5, with a mean of one and a standard deviation of 0.8.
Number of respondents	1000 (789 Likely Voters)
Margin of error (Registered Voters)	± 4% (adjusted for weighting)
Margin of error (Likely Voters)	± 4.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	9