



July 30, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: MISSOURI US SENATE SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,234N autodial survey of likely general election voters in the state of Missouri. The interviews were conducted July 30th, 2010. This survey has a margin of error of +/- 2.79% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, 2004 and 2002 general election cycles. The sample for this survey was randomly drawn from a Missouri voter file.

T1. Are you registered to vote?

Yes.....100%

T2. How likely are you to vote in the November election for the US Senate and Congress?

Extremely Likely..... 86%
Very Likely 8%
Somewhat Likely 6%

Thinking now about the November election for the United States Senate.....

T3. If the election for United States Senate was being held today, would you be more likely to vote for Republican Chuck Purgason, or Democrat Robin Carnahan?

Chuck Purgason 56%
Robin Carnahan 44%

T4. For statistical purposes, are you a man or a woman?

Female..... 55%
Male..... 45%

T5. Which of the following age groups applies to you?

18-34..... 13%
35-44..... 15%
45-54..... 22%
55-64..... 22%
65+..... 28%

T6. Do you consider yourself to be a Democrat, a Republican, or an independent voter?

Democrat 37%
Republican..... 37%
Independent 26%

T7. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

White 83%
Black/African American..... 13%
Hispanic/Latino 2%
Another ethnic group 2%

