

A close-up photograph of a vintage surveying instrument, likely a theodolite or similar device. The image shows a circular scale with markings and a lens or eyepiece. The background is dark, and the instrument is illuminated from the side, creating strong highlights and shadows. The scale has numbers and letters, including 'M' and 'S'.

**VOTER RESEARCH STUDY
SURVEY REPORT**

PREPARED FOR MISSOURI SCOUT

January 25, 2013

CHILENSKI STRATEGIES

3723 Hartford Street
Saint Louis, Missouri 63116
314-221-2190
www.chilenski.com

TABLE OF CONTENTS

TABLE OF CONTENTS	2
INTRODUCTION	4
Motivation for Research	4
Organization of Report	4
Acknowledgments.....	4
Disclaimer	5
About Chilenski Strategies	5
SUMMARY	6
VOTER RESEARCH STUDY	8
Direction of Missouri.....	8
Demographic Breakdown	8
Gender.....	9
Age.....	9
Party	10
Geographic Area	10
MoScout Tracking Index	11
Issue Assessment	12
Demographic Breakdown	12
Gender.....	13
Age.....	13
Party	14
Geographic Area	14
MoScout Issue Index.....	15
Gun Policy	16
Demographic Breakdown	16
Gender.....	17
Age.....	17
Party	18
Geographic Area	18
Medicaid Expansion.....	19
Demographic Breakdown	19
Gender.....	20
Age.....	20
Party	21
Geographic Area	21
Workplace Policy – Necessity of Unions	22
Demographic Breakdown	22
Gender.....	23
Age.....	23
Party	24
Geographic Area	24
Workplace Policy – Closed Shop Provisions.....	25

Demographic Breakdown	25
Gender	26
Age	26
Party	27
Geographic Area	27
Highway and Education Bonds	28
Demographic Breakdown	28
Gender	29
Age	29
Party	30
Geographic Area	30
Ethics Legislation	31
Demographic Breakdown	31
Gender	32
Age	32
Party	33
Geographic Area	33
METHODOLOGY	34
Questionnaire Development:	34
Programming and Pre-Test:	34
Data Collection:	34
Data Processing:	34
Rounding:	34
Sample:	35
TOP LINE RESULTS	36

INTRODUCTION

Founded in 2006, Missouri Scout is a private news service covering Missouri politics. Subscribers receive daily updates every morning full of rumors, gossip, insights and analysis. Lobbyists, donors, activists and elected officials all start their day with MOScout. The intention of this survey is to provide an added benefit to subscribers - letting them know where voter attitudes and opinions fall.

Motivation for Research

The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of voters' opinions about issues facing the state legislature in the upcoming 2013 session. Specifically, this study was designed to:

- Measure the electorate's perception of how things are currently going in Missouri.
- Gauge the most important issue for Missouri voters.
- Assess voter opinion about potential legislation that is garnering media attention.

It is important to note that these results represent a snapshot of how voters feel today. How voters think and feel about an issue today may change in the future as the result of learning more information about a topic.

Organization of Report

This report is designed to satisfy those desiring only a summary of the findings as well as those who are interested in the details. For those who seek a synopsis of the findings, turn to the *Summary* section. The bullet point format allows you to quickly review the key components and observations from the survey. The summary is followed by a question-by-question review with more in-depth analysis including key cross-tabulations. The methodologies for the survey are discussed at the back of the report with the complete top-line results and demographic information.

Acknowledgments

We'd like to again thank Dave Drebes of Missouri Scout for this opportunity. His insight into Missouri politics clearly makes survey instrument design more pertinent. The image for the cover of this document was courtesy of a creative commons image from Walt Stoneburner.

Disclaimer

The statements and conclusions are those of David Chilenski and are not those of Missouri Scout. Any errors and omissions are the responsibility of the author.

About Chilenski Strategies

Chilenski Strategies is a small and focused survey research firm based in St. Louis, Missouri, that provides senior level attention to every client. For the last fourteen years, David Chilenski has provided strategic advice and public opinion research for elected officials, school districts, and other public agencies to assess community support. With an understanding that research funds are scarce and need to be used effectively and efficiently, we use tried and tested methods to assist our clients in making decisions.

Prior to founding Chilenski Strategies, Chilenski worked as an associate at the Tramutola Company, based in Oakland, California, where he specialized in education measures and issue campaigns. An experienced researcher, Chilenski provided oversight and management for a federally funded state wide research project for the Survey Research Center at Pennsylvania State University. Additionally, Chilenski has provided crucial opinion research services for candidates for federal, state, county and local office as well as issues to gain support for schools, hospitals and parks.

Chilenski received his M.A.(Research) in Communication from Saint Louis University with his thesis focusing on time-series analysis. He also received a B.S. in Business from Saint Louis University, graduating with summa cum laude honors. Chilenski is a member of the American Association for Public Opinion Research.

SUMMARY

The following section is an outline of the main factual findings from the study. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

Direction of Missouri

For the first time since being commissioned by Missouri Scout to do statewide surveys, we found a majority of Missourians (52%) say things are moving in the right direction. Forty-four percent (44%) say things are off on the wrong track and 4% are unsure or unwilling to answer the question. This is a marked improvement over what we have found in previous surveys.

Issue Assessment

Economic issues continue to be the biggest concern for Missouri voters. Forty-three percent (43%) of voters indicated that Unemployment and Jobs was the most important problem. Twenty-two percent (22%) indicated that Government Spending was the most important problem. Health Care garnered 17% of the electorate and Education was chosen by 16% of the electorate. What is interesting to note, is that while still the dominant issue, unemployment and jobs receives significantly less attention than it did just a year ago.

Gun Policy

After the shootings at Sandy Hook Elementary School in Connecticut, gun policy has reappeared on the national stage. Accordingly, a number of pieces of legislation have been introduced at the State Capitol this year. We decided to test a key contention. When given the option between stricter gun control laws and having armed guards in schools – which would do more to reduce gun violence. A majority of Missourians (53%) preferred armed guards while 35% preferred stricter gun control laws.

Medicaid Expansion

One aspect of the Affordable Care Act is that states must decide whether to expand aspects of Medicaid. Legislation about a potential expansion is being considered. When Missouri voters were asked if the Medicaid expansion should be undertaken - a majority of voters agreed (56.9%). This left 33.1% saying that Medicaid should not be expanded and 10% unsure or unwilling to share their opinion. The level of support for Medicaid expansion is very similar to what we found in the July 2012 MoScout survey.

Workplace Policy

We asked two questions about workplace policy and the results were a mixed bag for union supporters and the business interests that typically work to curtail their influence. *The results show it is vitally important in how the debate is framed.*

- When voters were asked if they thought unions were still necessary to protect workers a plurality (48%) thought they were still necessary, 45% considered them unnecessary and 7% were unsure or unwilling to share their opinion.
- When voters were asked if they thought that individuals should be allowed to opt out of union membership, overwhelmingly 65% agreed that they should. Only 28% of voters saying that it is necessary to require union membership to protect workers rights and 7% were either unsure or unwilling to share their choice.

Highway and Education Bonds

In order to enhance revenue to the state to address areas of need in both transportation infrastructure and education, legislators are considering sending a potential bond issue to voters. A majority of voters (52%) said they would support the bond, 30% said they were opposed with the balance (18%) being unsure or unwilling to share their opinion.

Proponents should take these results as a bare majority of voters is willing to consider support of the bond. Research from other tax elections shows that the level of support expressed in pre-election surveys is typically the ceiling for proponents. Usually, unsure or undecided voters overwhelmingly collapse to join those in opposition to the tax.

Ethics Legislation

After a significant amount of media attention, legislation focusing on the reform of lobbying rules has been introduced this year. Specifically, there is a bill that focuses on banning lobbyist gifts to elected officials, their staffs and family members. The support for the law was overwhelming. Seventy-six percent (76%) of voters supported it, 17% opposed it and 7% of voters were unsure or unwilling to share their opinion.

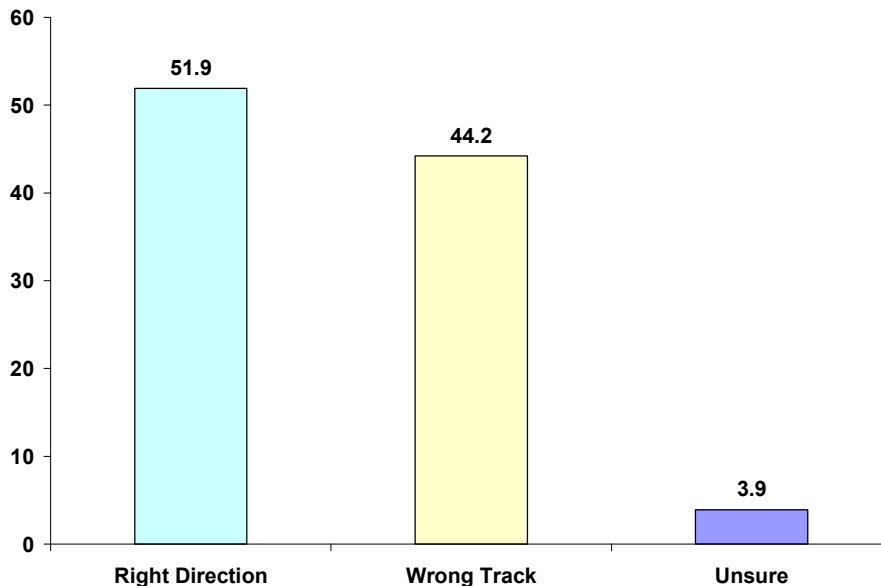
VOTER RESEARCH STUDY

What follows is a question by question summary of the results:

Direction of Missouri

For the first time since being commissioned by Missouri Scout to do statewide surveys, we found a majority of Missourians (52%) say things are moving in the right direction. Forty-four percent (44%) say things are off on the wrong track and 4% are unsure or unwilling to answer the question. This is a marked improvement over what we have found in previous surveys.

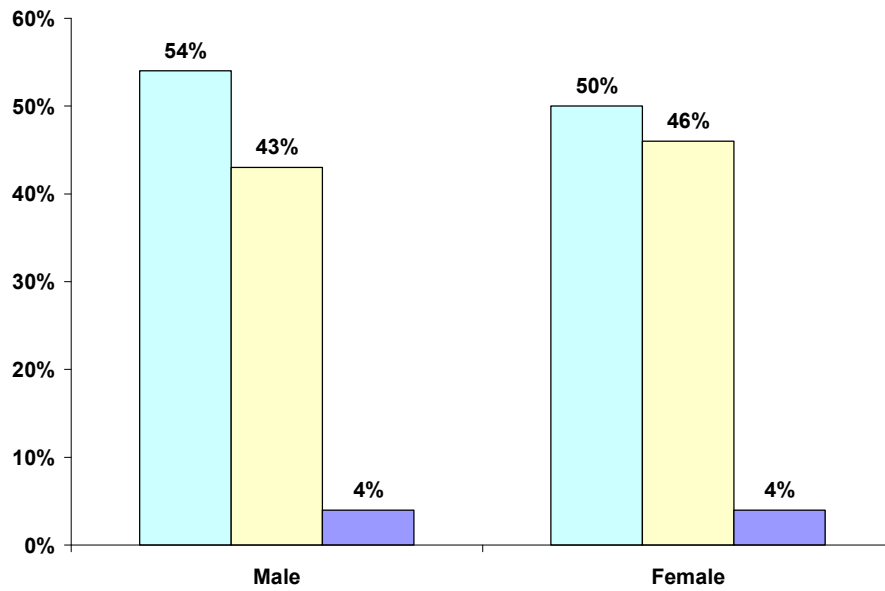
Question: “In general, are things in Missouri headed in the right direction, or are things off on the wrong track?”



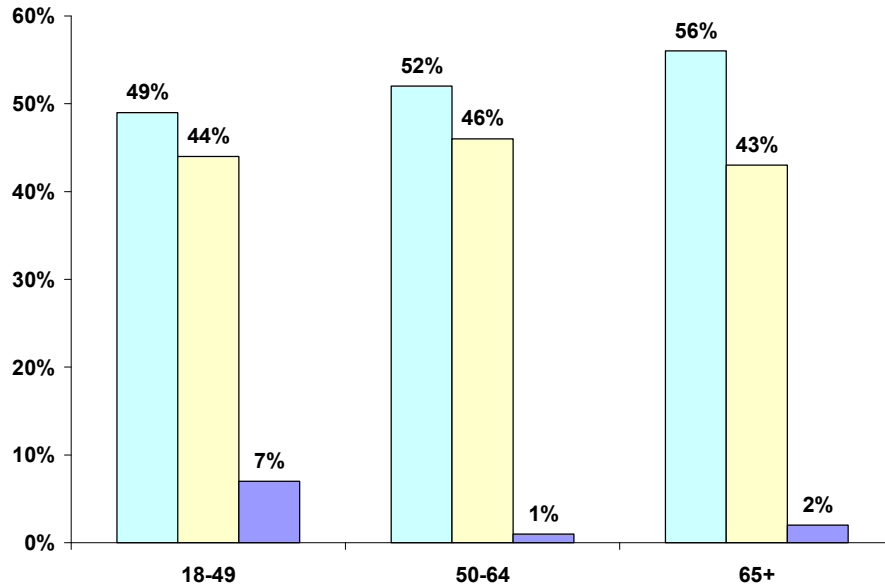
Demographic Breakdown

Male voters were slightly more willing to give a rating of “right direction” than female voters. Older voters were more optimistic than younger voters. Democrats were far more likely to give a “right direction” than Republicans with Independents falling in between. Voters in the St. Louis metro were most pessimistic and voters in the Kansas City metro area were the most optimistic.

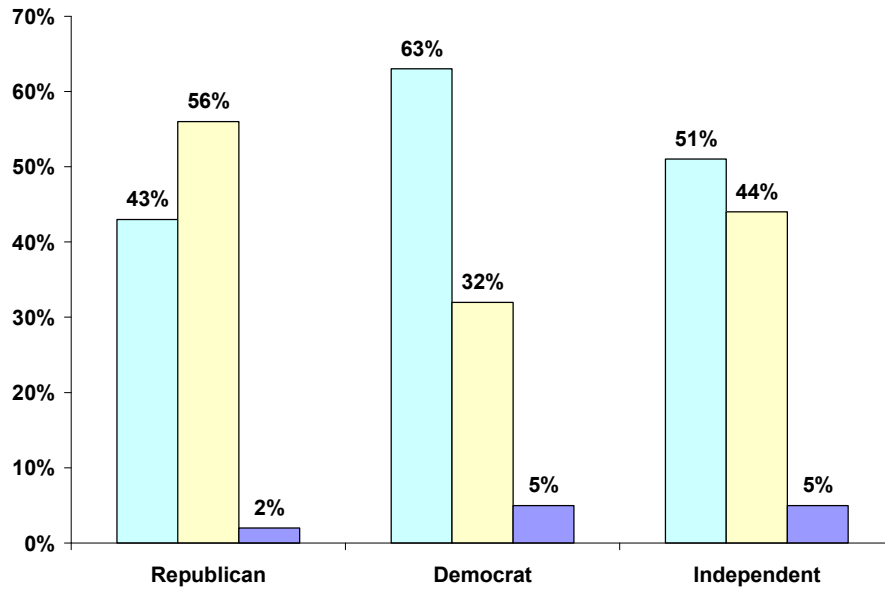
Gender



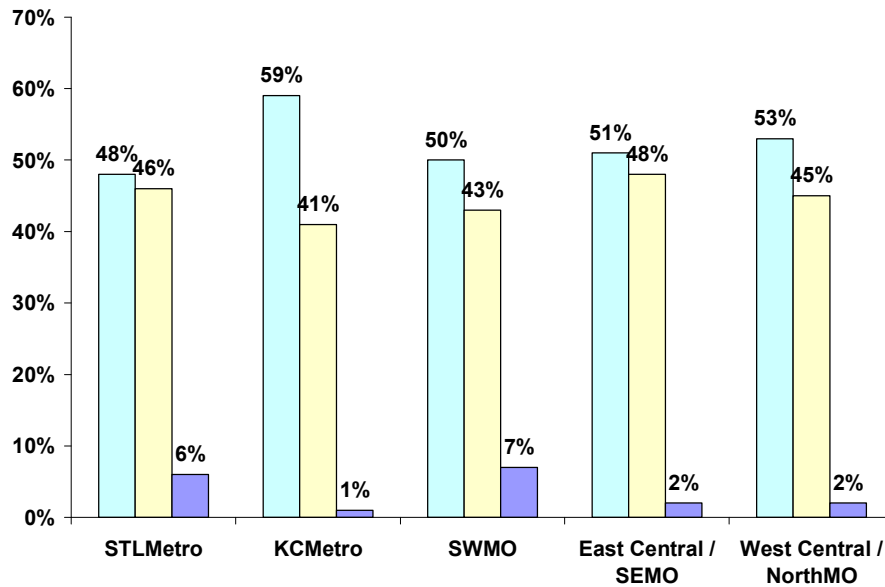
Age



Party



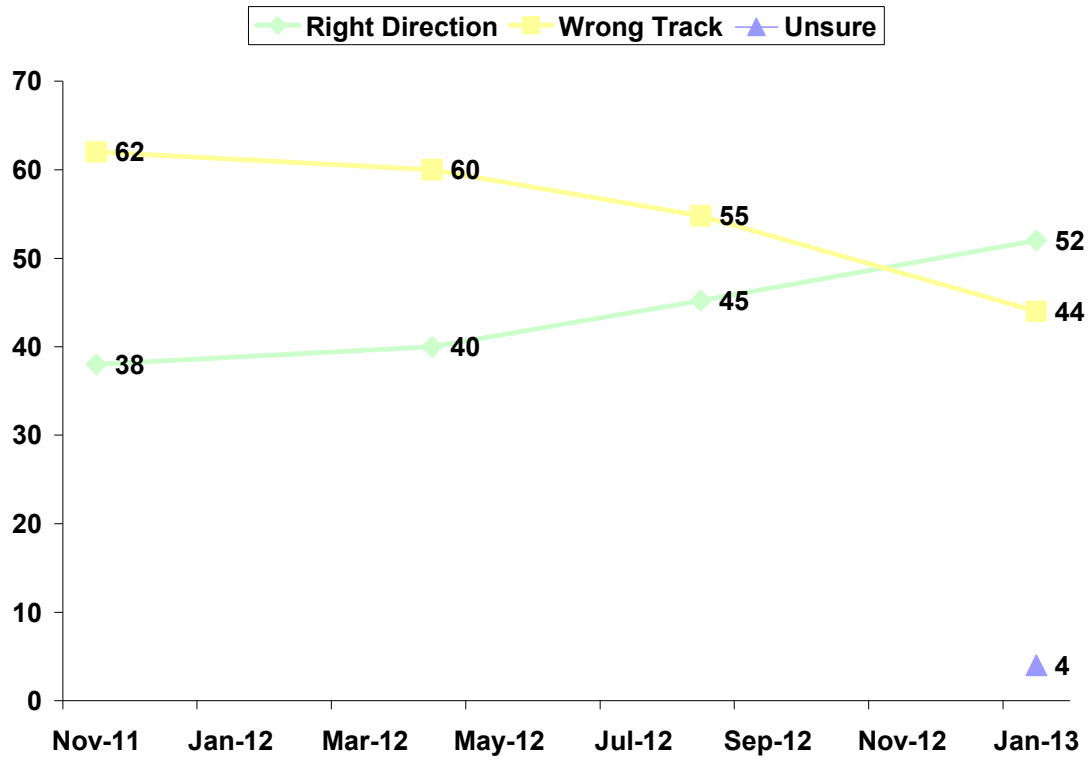
Geographic Area



*Geographic area is developed by combining respondents by area code: 314 & 636: St. Louis Metro, 816: Kansas City Metro, 417: Southwest Missouri, 573: East Central / Southeast Missouri, 660: West Central / Northern Missouri.

MoScout Tracking Index

There is significant change in the mood of the electorate since we first began surveying voters over a year ago. For the first time in our surveys, the number of voters indicating the state is moving in the right direction is above a majority.

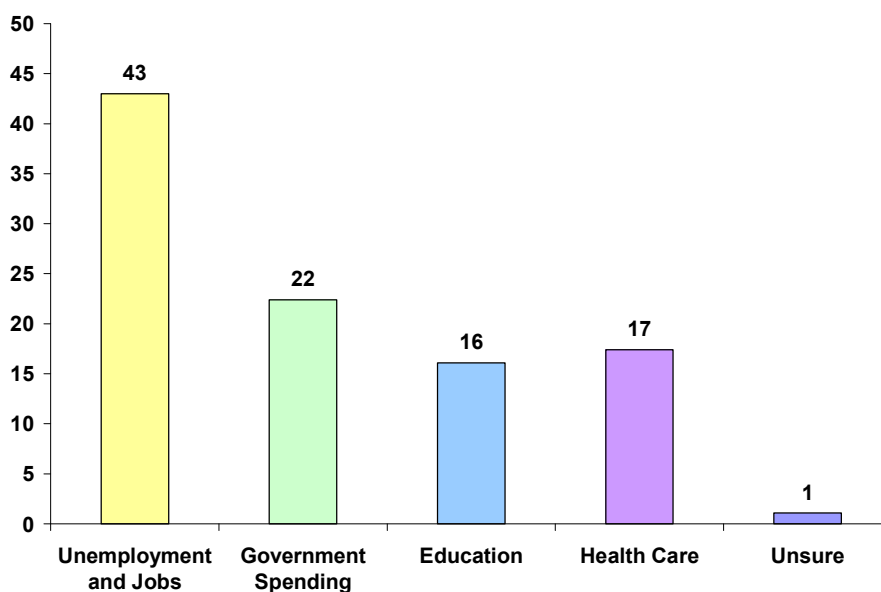


*With this most recent survey we have incorporated a small change in methodology and now have included a response for those who are unsure or unwilling to share their opinion.

Issue Assessment

Economic issues continue to be the biggest concern for Missouri voters. Forty-three percent (43%) of voters indicated that Unemployment and Jobs was the most important problem. Twenty-two percent (22%) indicated that Government Spending was the most important problem. Health Care garnered 17% of the electorate and Education was chosen by 16% of the electorate. What is interesting to note, is that while still the dominant issue, unemployment and jobs receives less attention than it did just a year ago.

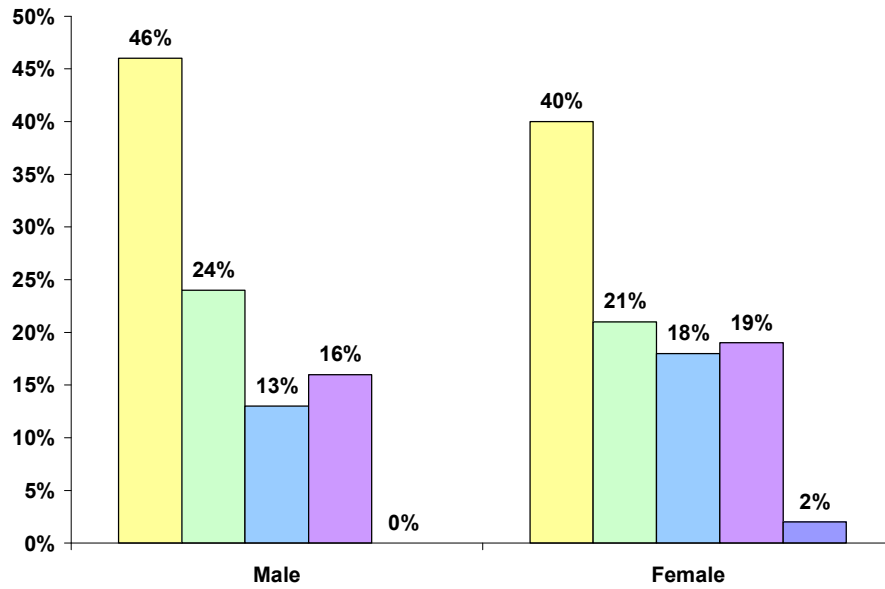
Question: “What is the most important problem facing the State of Missouri right now, unemployment and jobs, government spending, education or health care?”



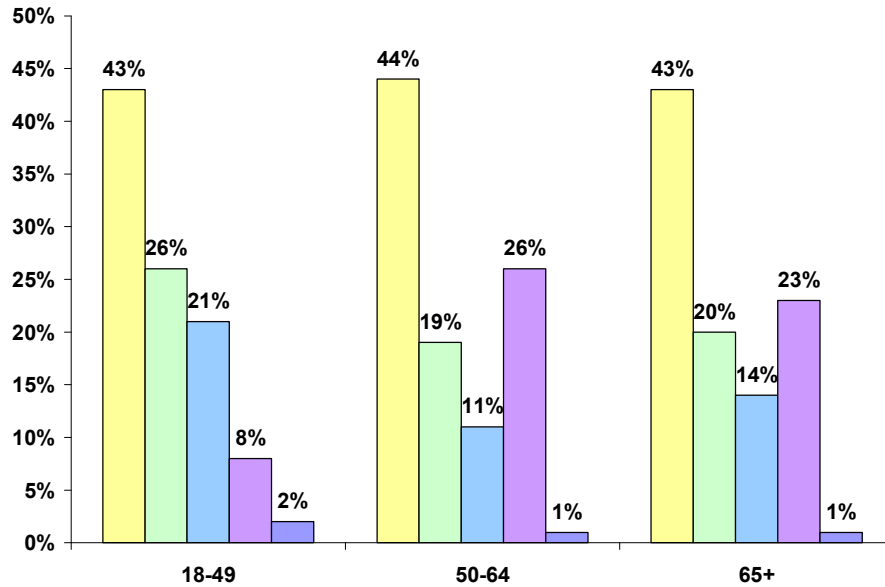
Demographic Breakdown

While the economy dominates almost every demographic, one of the most interesting aspects is the attention paid to health care. One quarter of voters over the age of 50 rank it as the most pressing concern. With those under the age of 50 health care is the least important issue tested, while education takes a much more prominent role. This is a fascinating insight into the priorities of Missouri voters as they age.

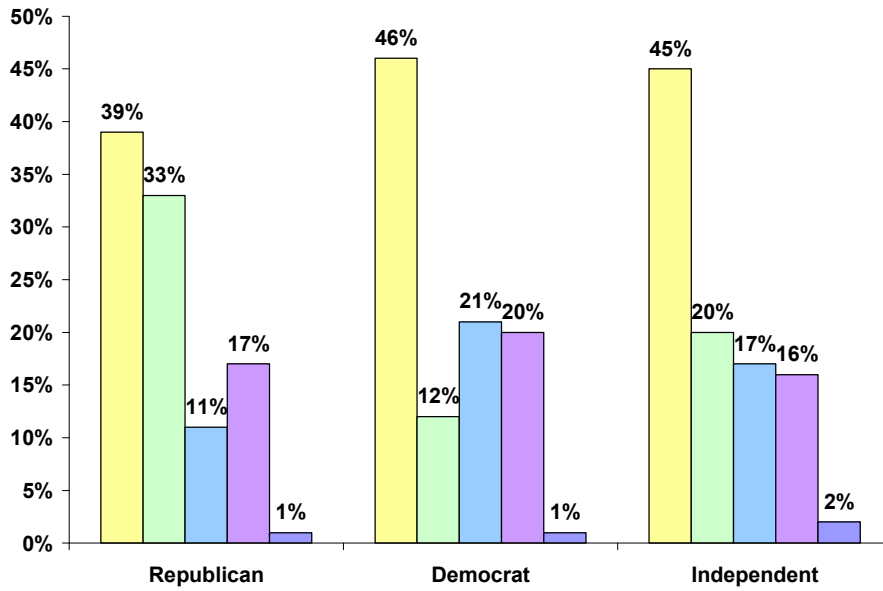
Gender



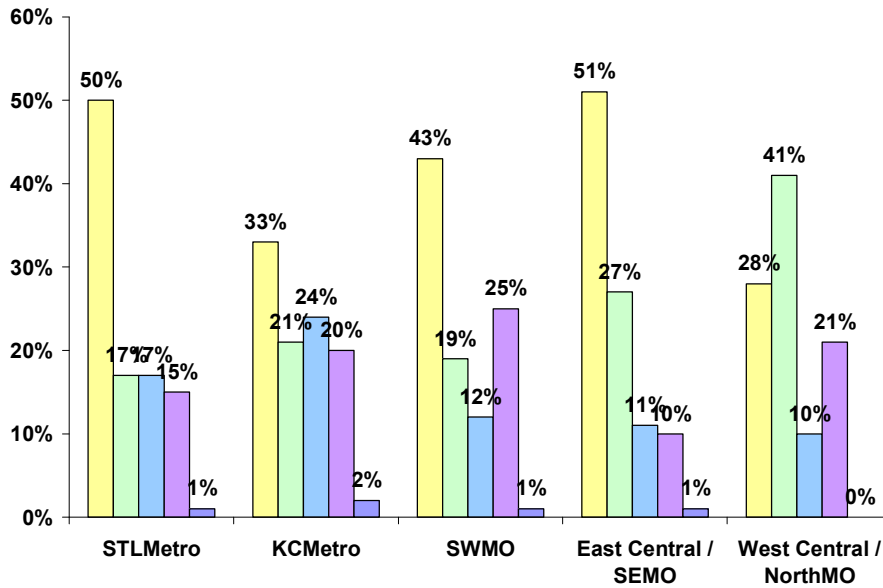
Age



Party

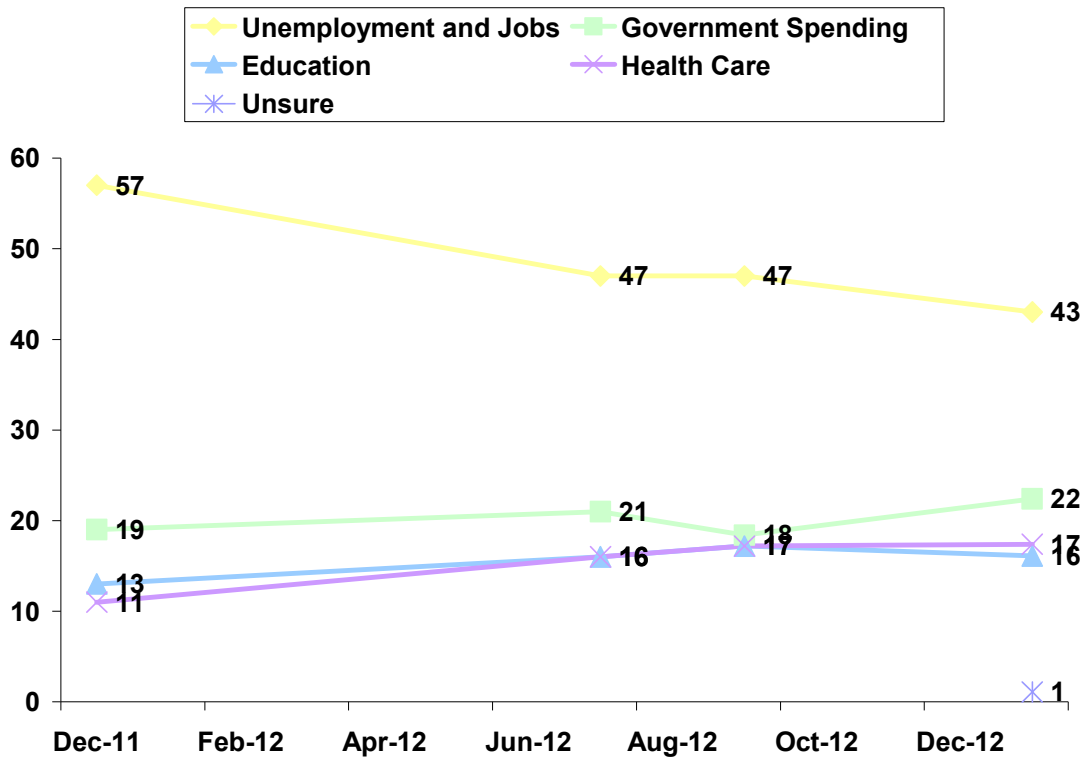


Geographic Area



MoScout Issue Index

The economy is still the most pressing concern for voters - however there is a significant reduction of economic concern over the past year. As the economy is improving, voters are starting to shift their concerns to other issues.

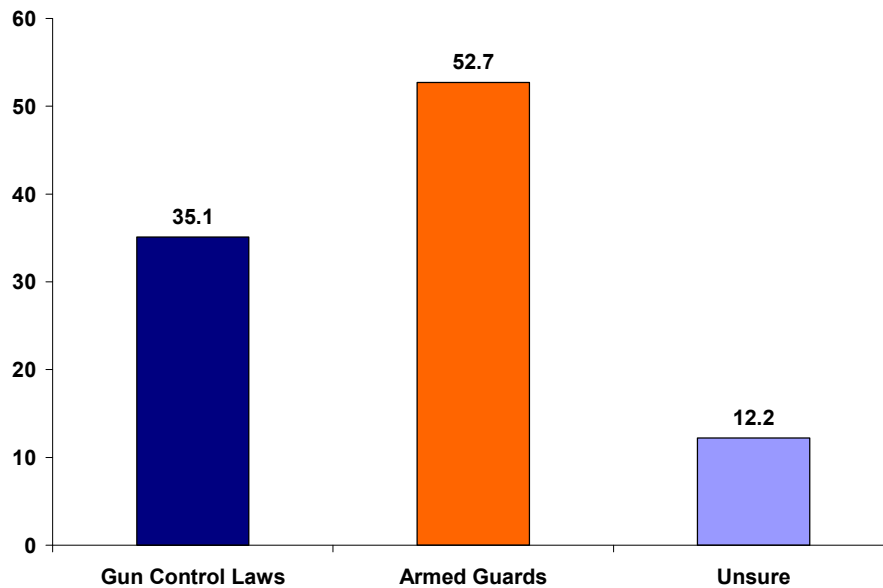


*With this most recent survey we have incorporated a small change in methodology and now have included a response for those who are unsure or unwilling to share their opinion.

Gun Policy

After the shootings at Sandy Hook Elementary School in Connecticut, gun policy has reappeared on the national stage. Accordingly, a number of pieces of legislation have been introduced at the State Capitol this year. We decided to test a key contention. When given the option between stricter gun control laws and having armed guards in schools – which would do more to reduce gun violence in schools. A majority of Missourians (53%) preferred armed guards while 35% preferred stricter gun control laws.

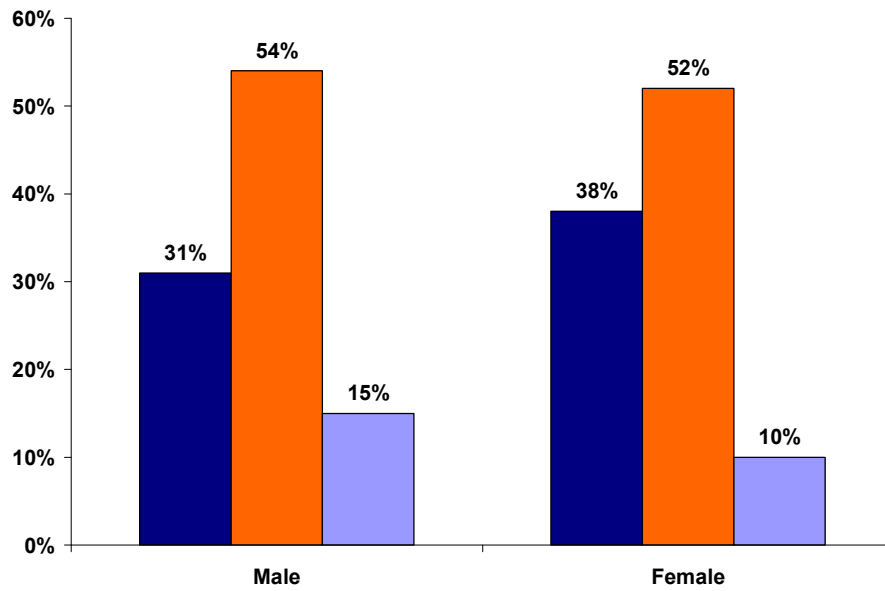
Question: “Which of these two options do you think would do more to reduce gun violence in schools: having stricter gun control laws or having armed guards in schools?”



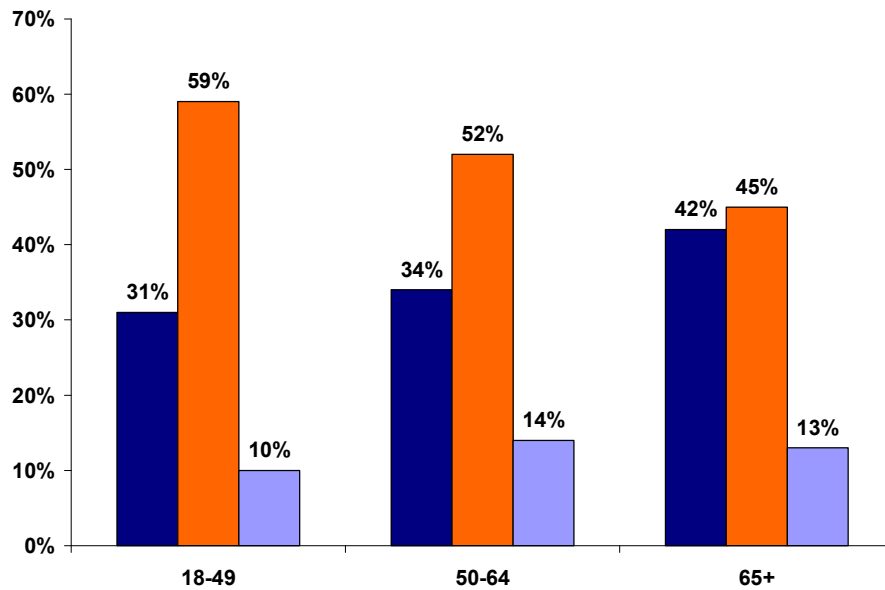
Demographic Breakdown

Of the demographics examined only two, Democrats and those in Metropolitan St. Louis, preferred stricter gun control laws over having armed guards in schools. Republicans, more rural parts of the state, and voters under the age of 50 strongly preferred armed guards.

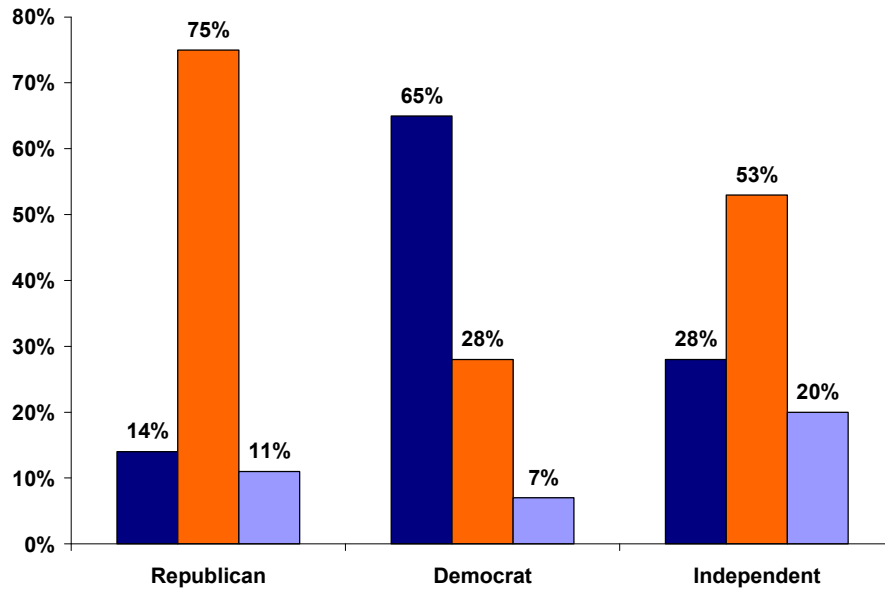
Gender



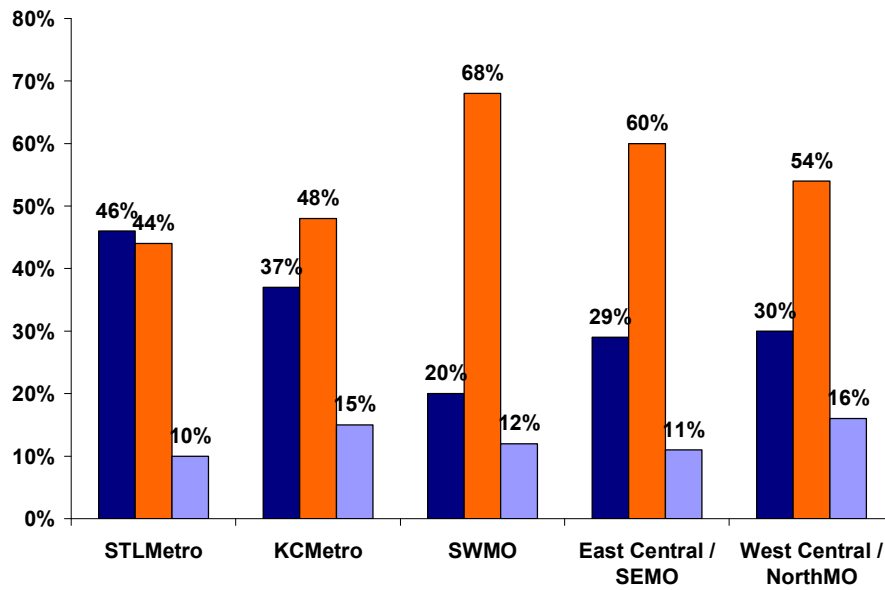
Age



Party



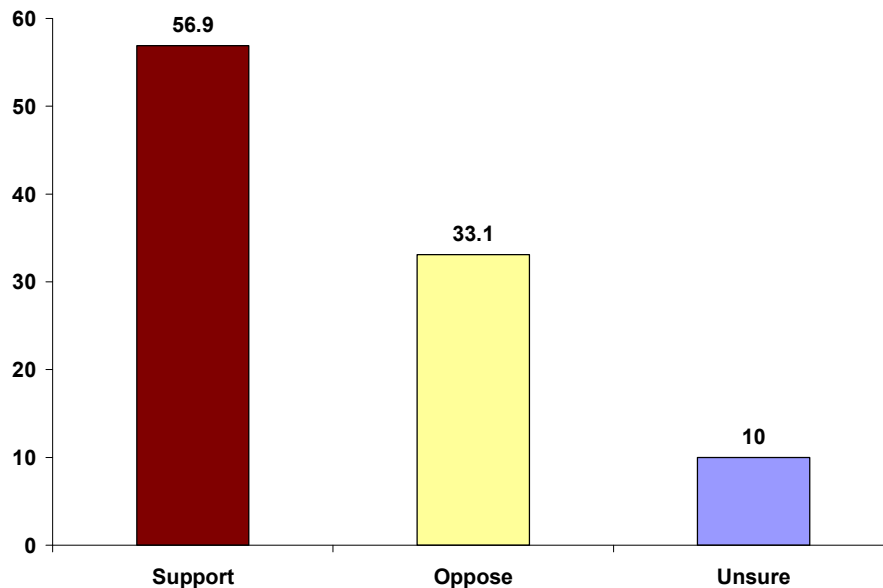
Geographic Area



Medicaid Expansion

One aspect of the Affordable Care Act is that states must decide whether to expand aspects of Medicaid. Legislation about a potential expansion is being considered. When Missouri voters were asked if the Medicaid expansion should be undertaken - a majority of voters agreed (56.9%). This left 33.1% saying that Medicaid should not be expanded and 10% unsure or unwilling to share their opinion. The level of support for Medicaid expansion is very similar to what we found in the July 2012 MoScout survey.

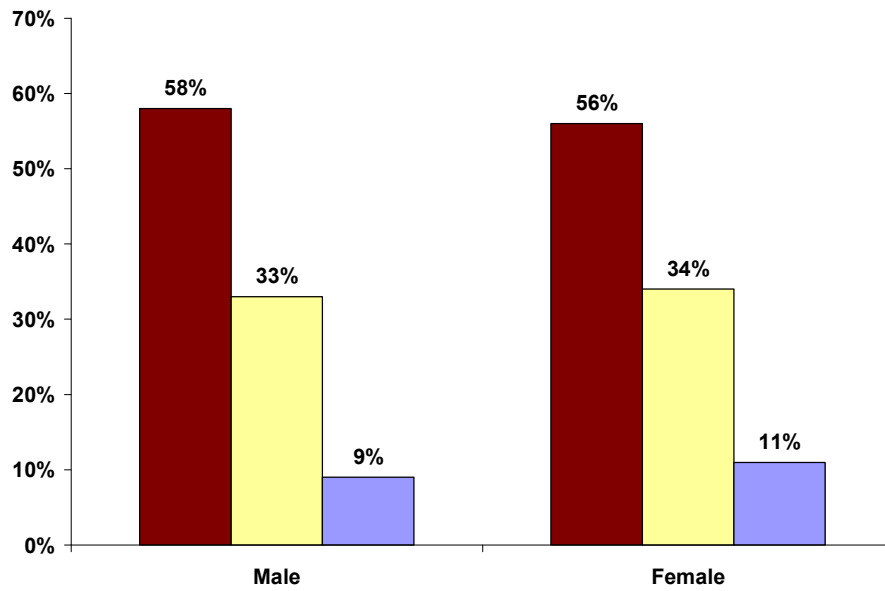
Question: “As part of the new national Health Care Law, the state of Missouri has an option to expand Medicaid health insurance for those living in poverty. Do you support or oppose the expansion of Medicaid health insurance for the poor?”



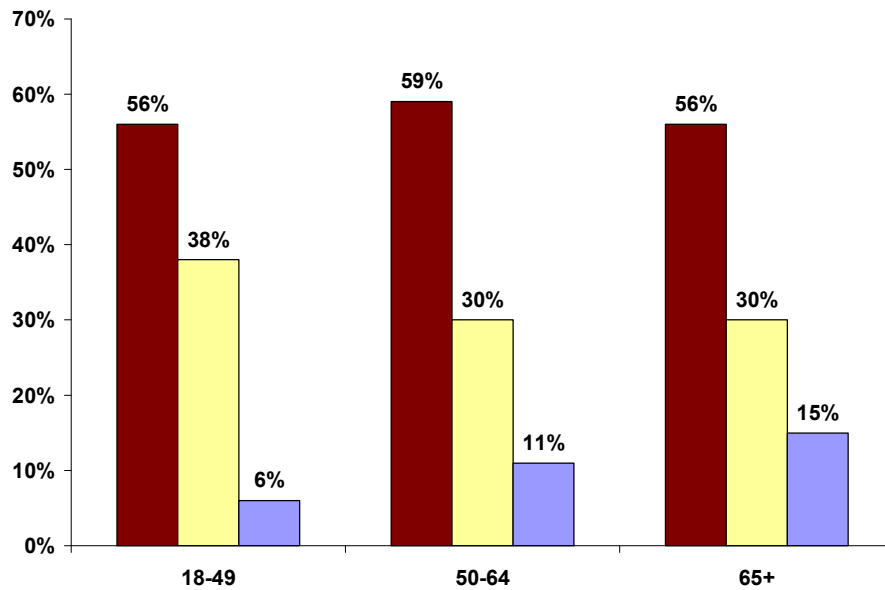
Demographic Breakdown

The differences between genders and ages was not significant, however there were big differences between partisan affiliation and geography. Democrats overwhelmingly supported expansion, Republicans opposed and a majority Independents supported expansion. The urban centers strongly supported expansion, with parts of Southwest and Northern Missouri least supportive.

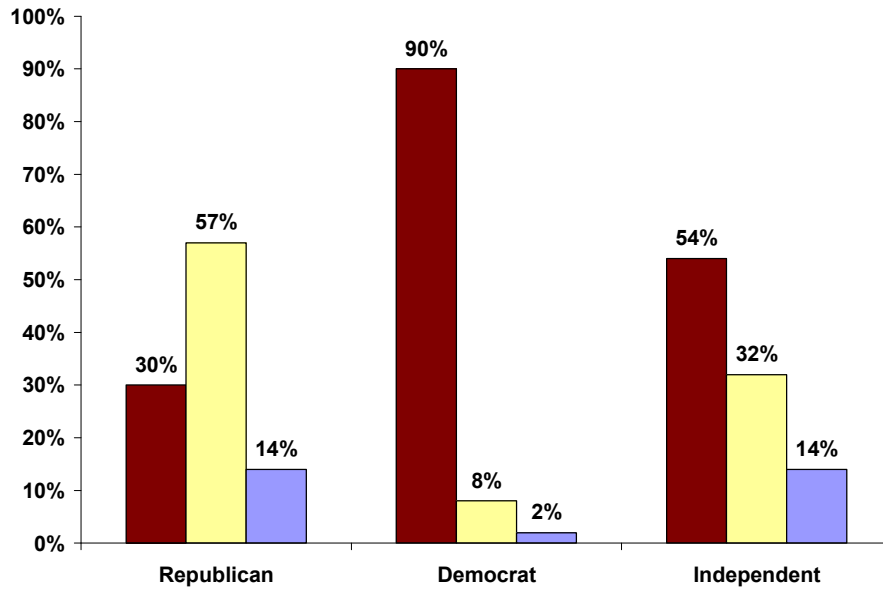
Gender



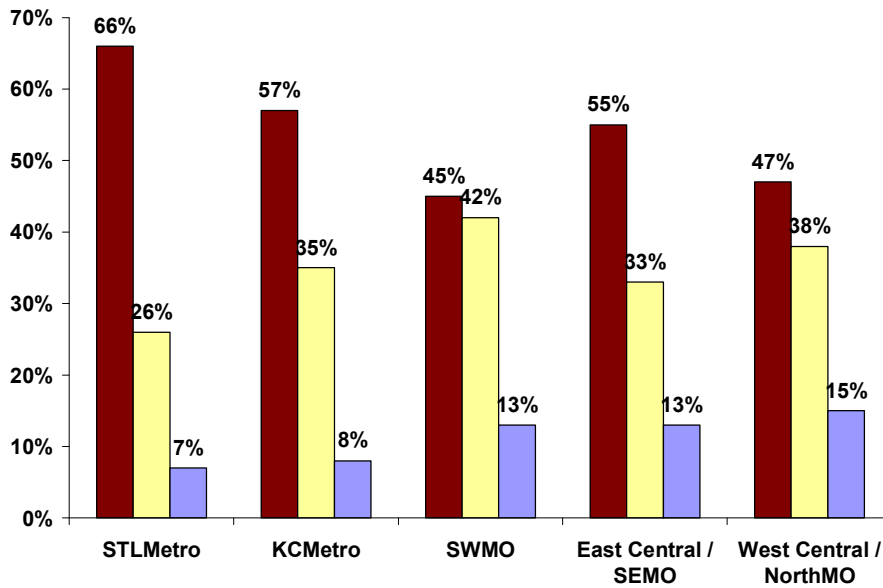
Age



Party



Geographic Area

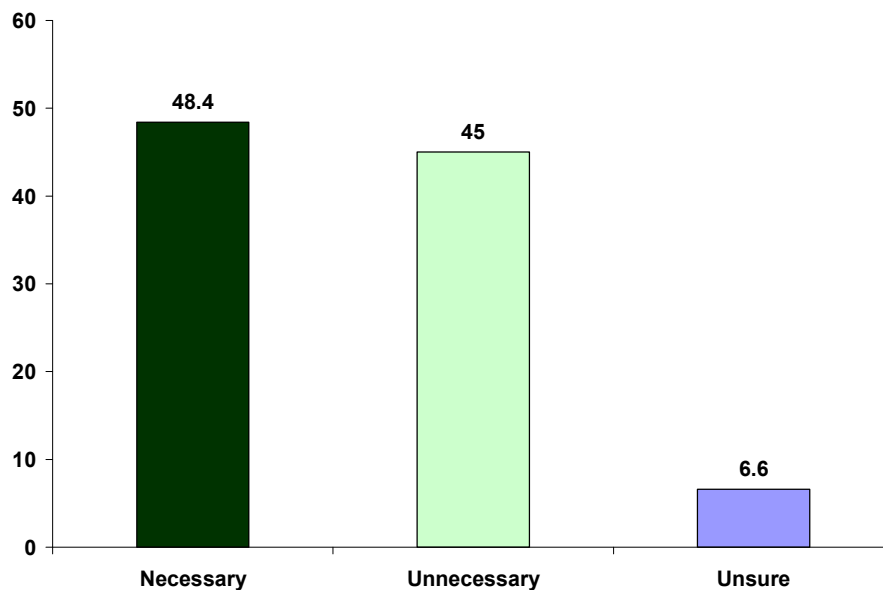


Workplace Policy – Necessity of Unions

We asked two questions about workplace policy and the results were a mixed bag for union supporters and the business interests that typically work to curtail their influence. The results show that it is vitally important in how the debate is framed.

When voters were asked if they thought unions were still necessary to protect workers a plurality (48%) thought they were still necessary, 45% considered them unnecessary and 7% were unsure or unwilling to share their opinion.

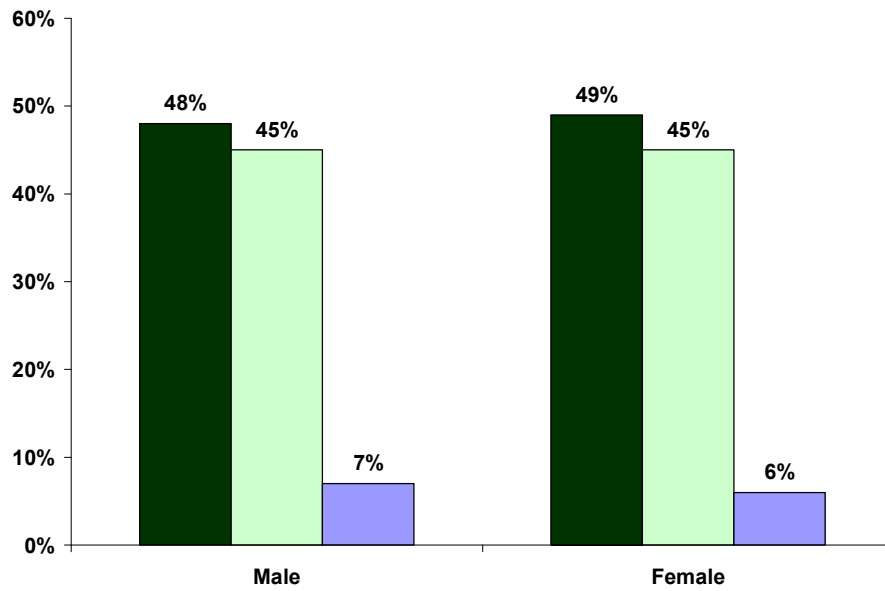
Question: “In general, do you think unions are still necessary to protect workers or are unions unnecessary these days?”



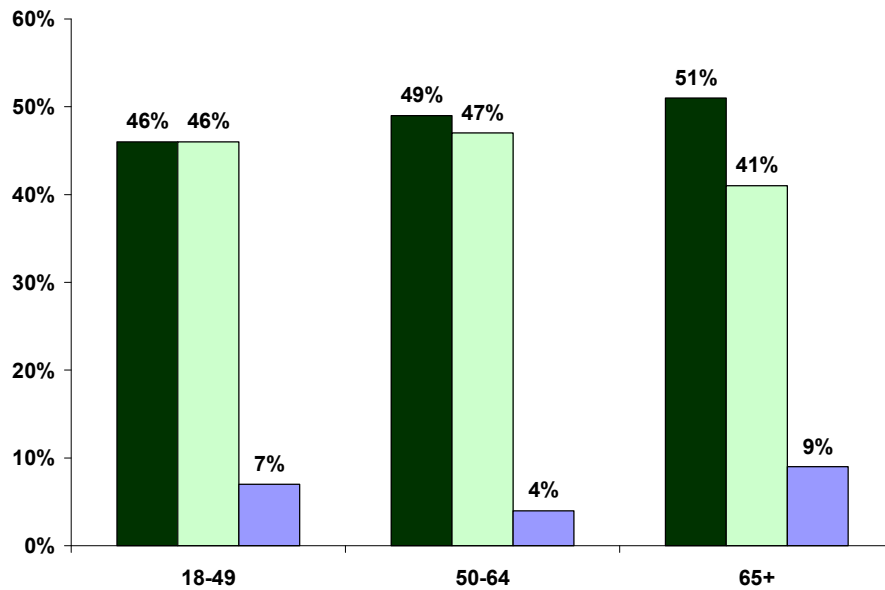
Demographic Breakdown

Older voters are more likely to indicate that unions are necessary than younger voters. Democrats are far more likely to indicate unions are necessary than Republicans, with a majority of Independents saying they are necessary. Geographically, unions fare better in Metropolitan St. Louis and Eastern Missouri than in other parts of the state.

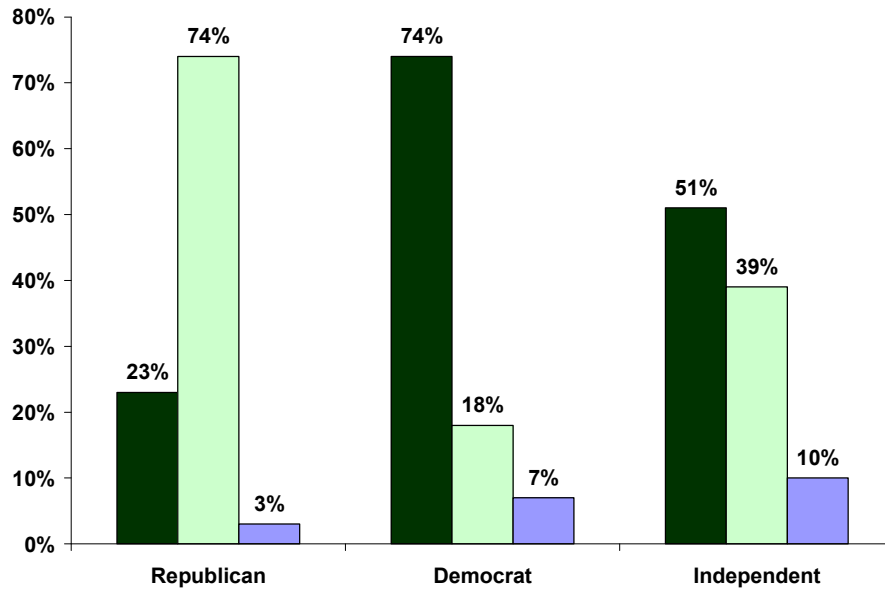
Gender



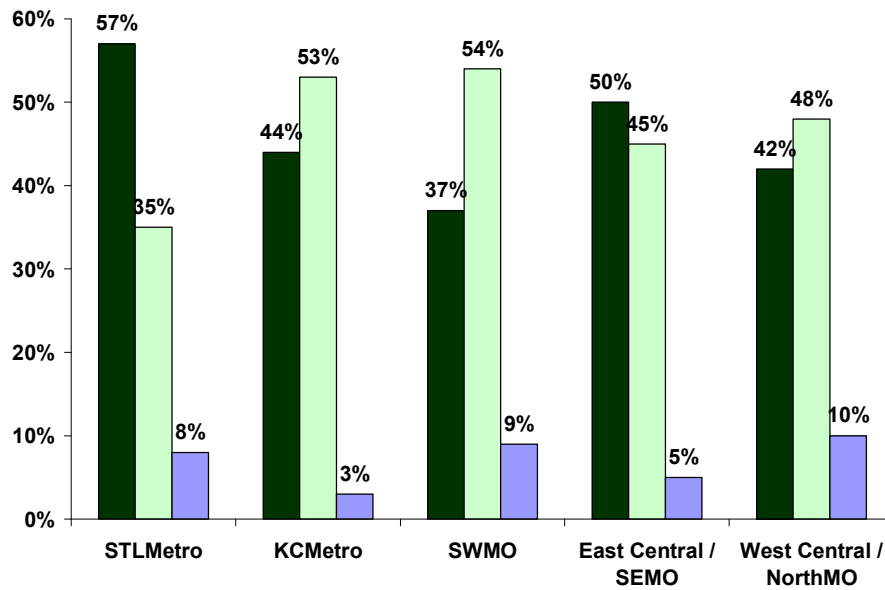
Age



Party



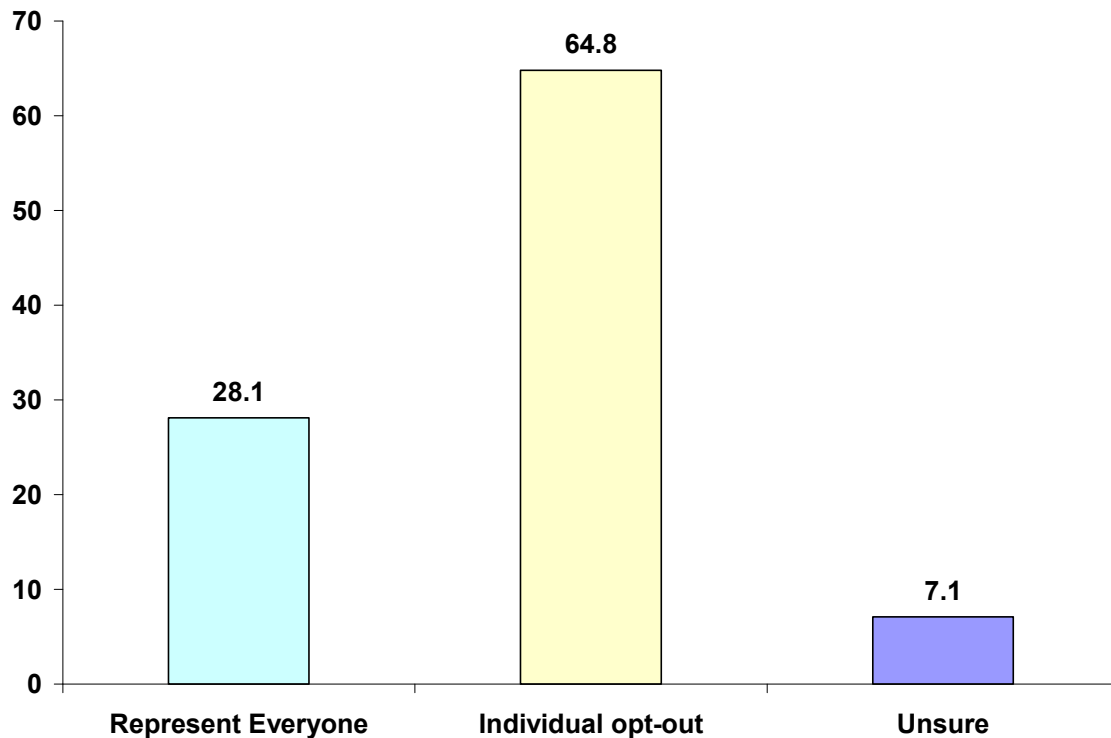
Geographic Area



Workplace Policy – Closed Shop Provisions

When voters were asked if they thought that individuals should be allowed to opt out of union membership, overwhelmingly 65% agreed that they should. Only 28% of voters saying that it is necessary to require union membership to protect workers rights and 7% were either unsure or unwilling to share their choice.

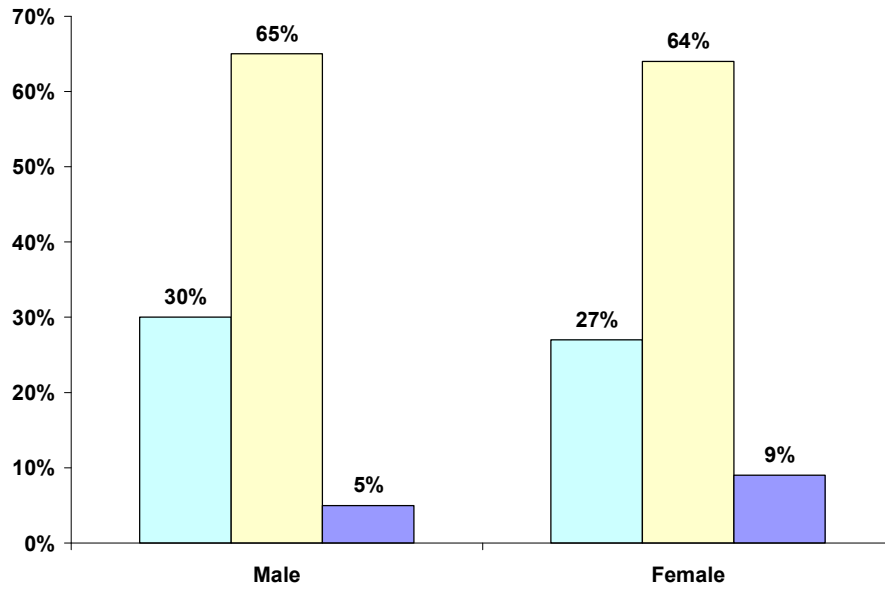
Question: “Currently, Missouri law allows employers and labor unions to enter agreements that require all employees’ to join the union and pay union dues as a condition of employment. Some think this is necessary to have unions protect workers rights. Other people think that individuals should be allowed to opt out of union membership if they want. Which is closer to your view?”



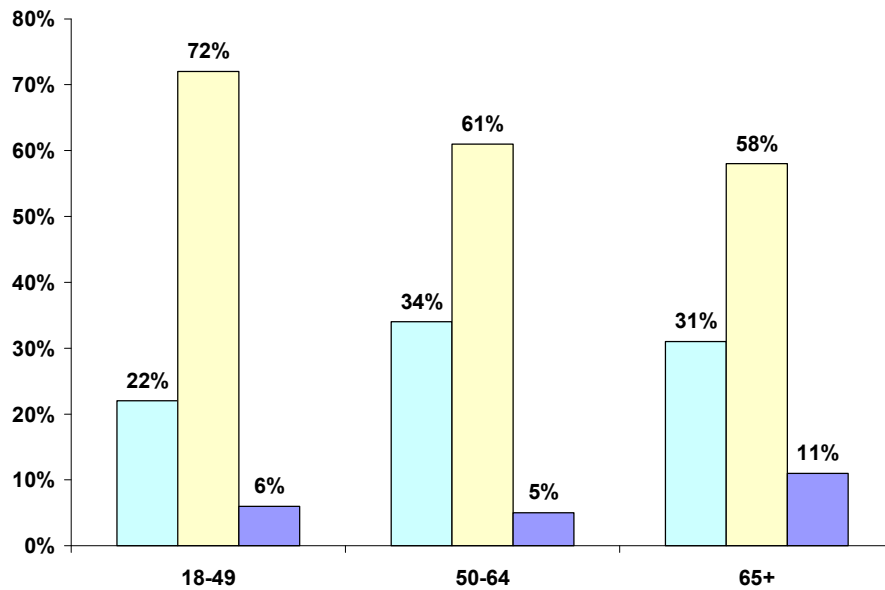
Demographic Breakdown

Every demographic examined showed at least a plurality support for the individual opt-out. Younger voters and Republicans were the most in support of that option.

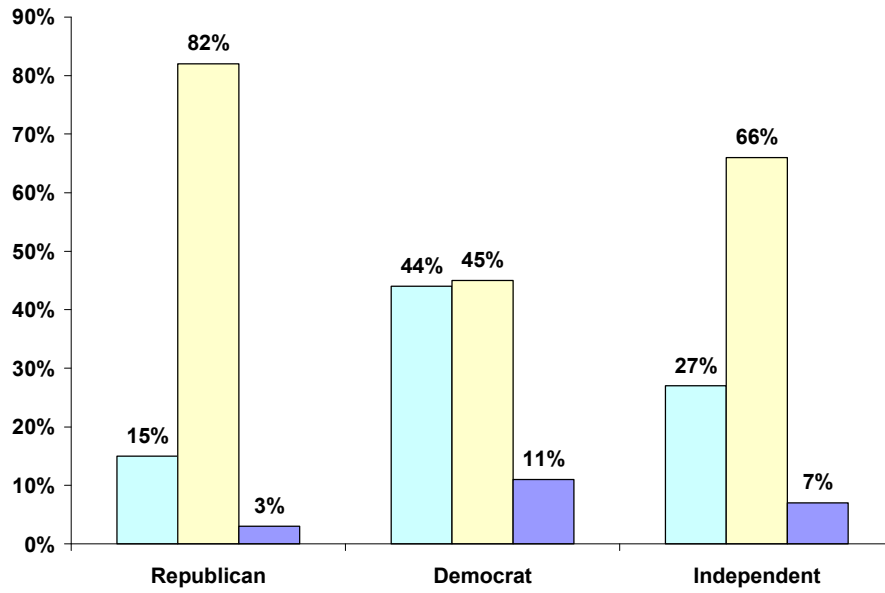
Gender



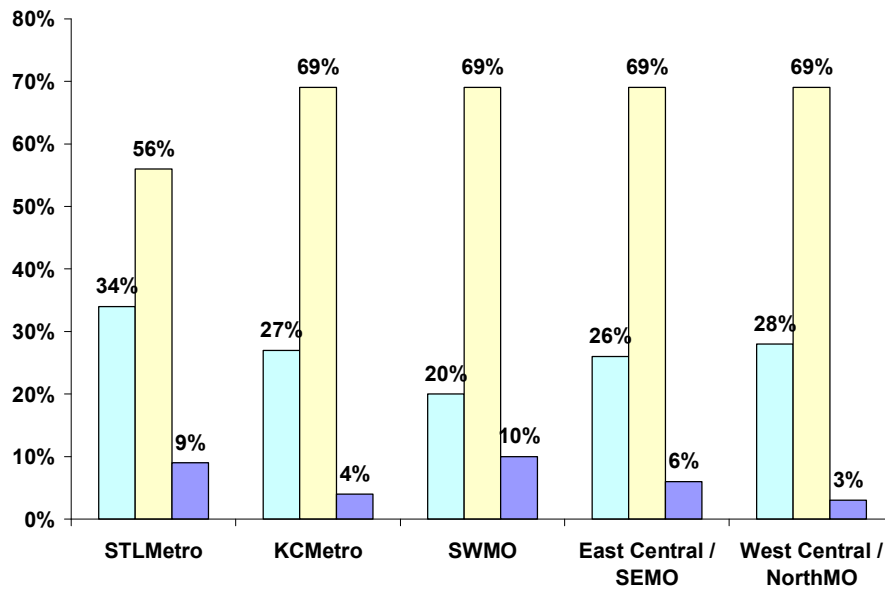
Age



Party



Geographic Area

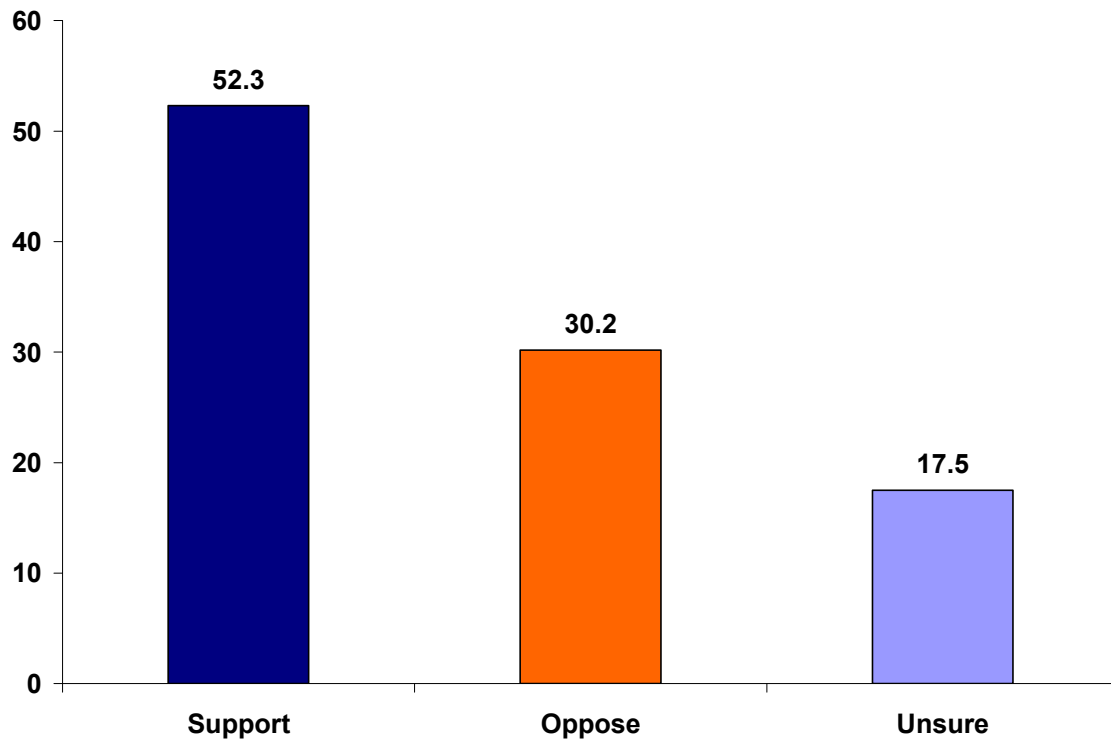


Highway and Education Bonds

In order to enhance revenue to the state to address areas of need in both transportation infrastructure and education, legislators are considering sending a potential bond issue to voters. A majority of voters (52%) said they would support the bond, 30% said they were opposed with the balance (18%) being unsure or unwilling to share their opinion.

Proponents should take these results as a bare majority of voters is willing to consider support of the bond. Research from other tax elections shows that the level of support expressed in pre-election surveys is typically the ceiling for proponents. Usually, unsure or undecided voters overwhelmingly collapse to join those in opposition to the tax.

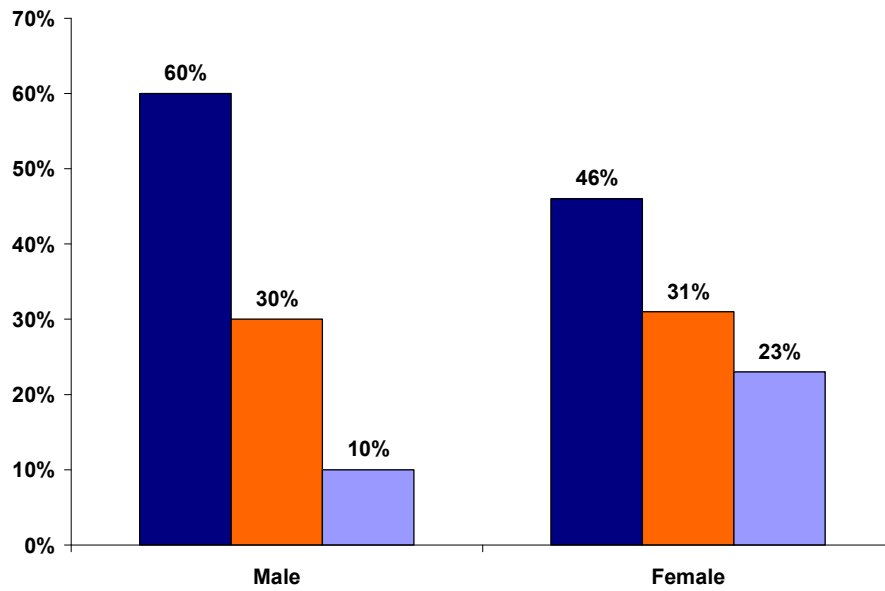
Question: "The legislature is considering issuing bonds that would be paid off by property taxes to fix aging and unsafe highways and bridges and upgrade outdated school facilities across the state. Would you support or oppose a bond issue to upgrade the state's roads and classrooms?"



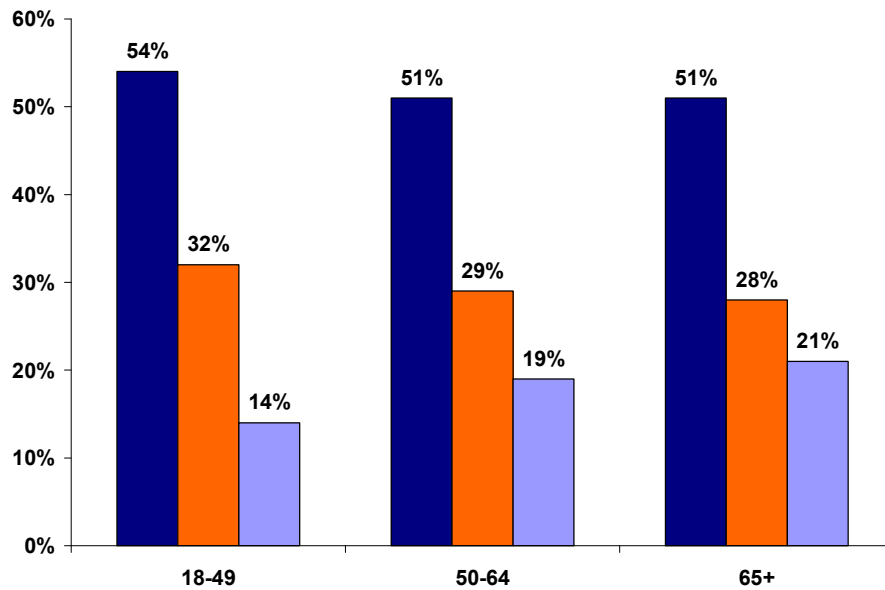
Demographic Breakdown

There is a large gender difference, with men far more likely to support the bonds than women. Democrats are more likely to support than Republicans. The urban areas are most likely to support the bonds.

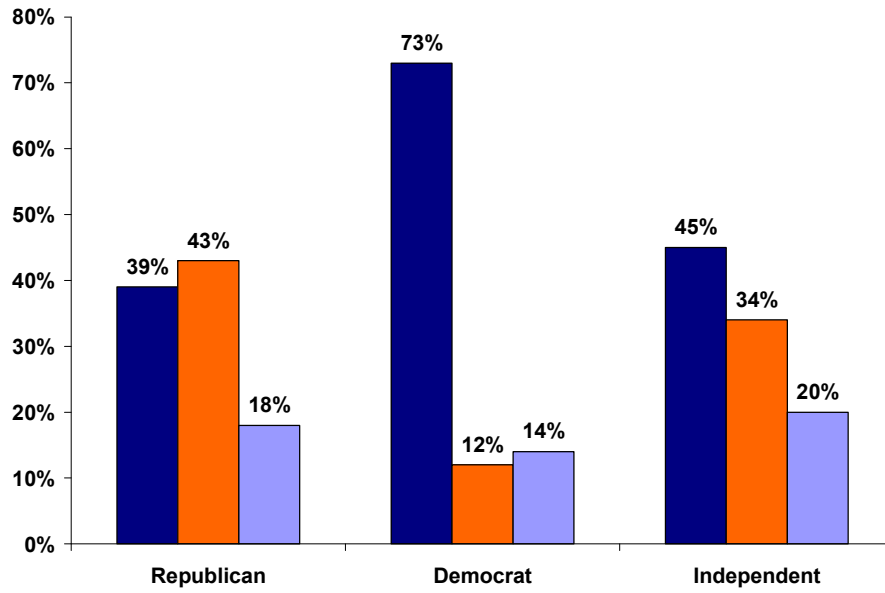
Gender



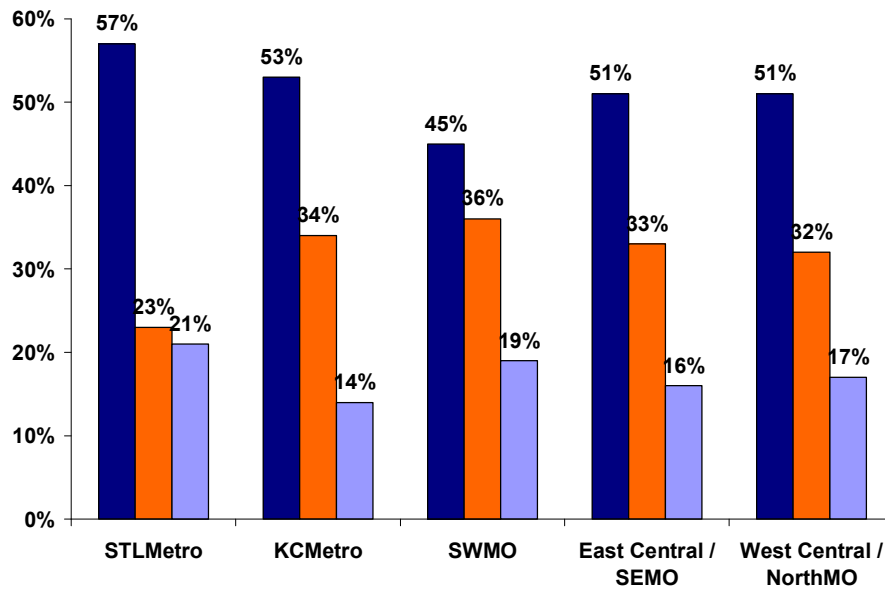
Age



Party



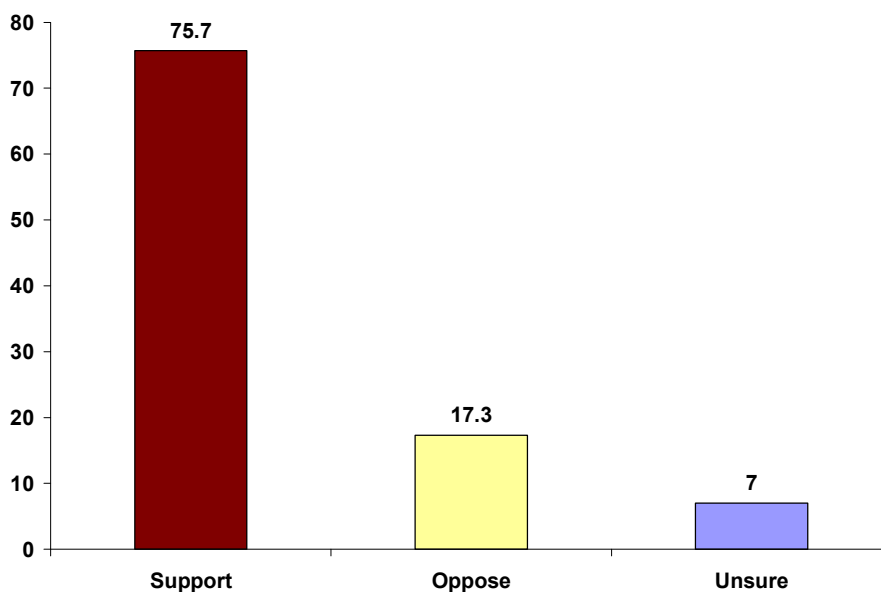
Geographic Area



Ethics Legislation

After a significant amount of media attention, legislation focusing on the reform of lobbying rules has been introduced this year. Specifically, there is a bill that focuses on banning lobbyist gifts to elected officials, their staffs and family members. The support for the law was overwhelming. Seventy-six percent (76%) of voters supported it, 17% opposed it and 7% of voters were unsure or unwilling to share their opinion.

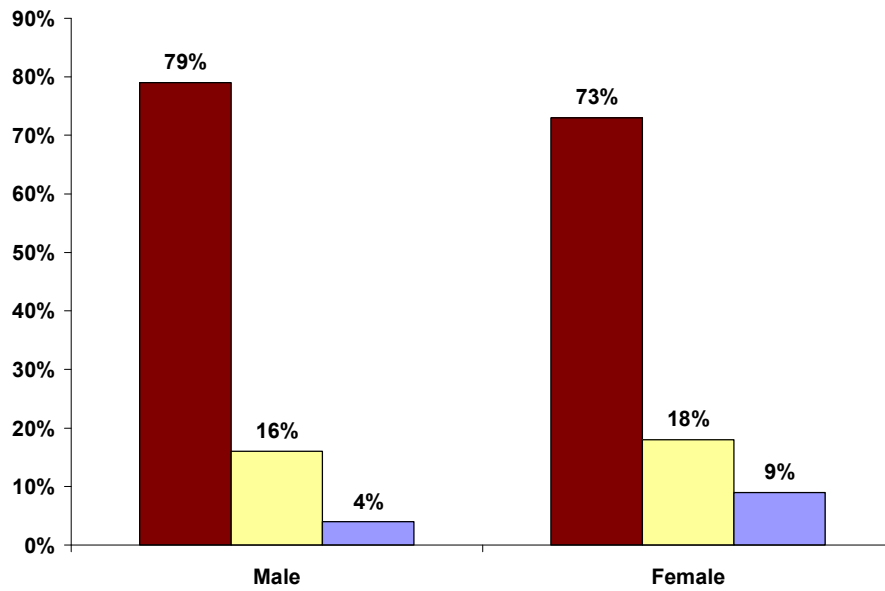
Question: “The legislature is considering a bill that would ban all lobbyist gifts to elected officials, their staffs and family members. Would you support or oppose a bill to ban all lobbyist gifts?”



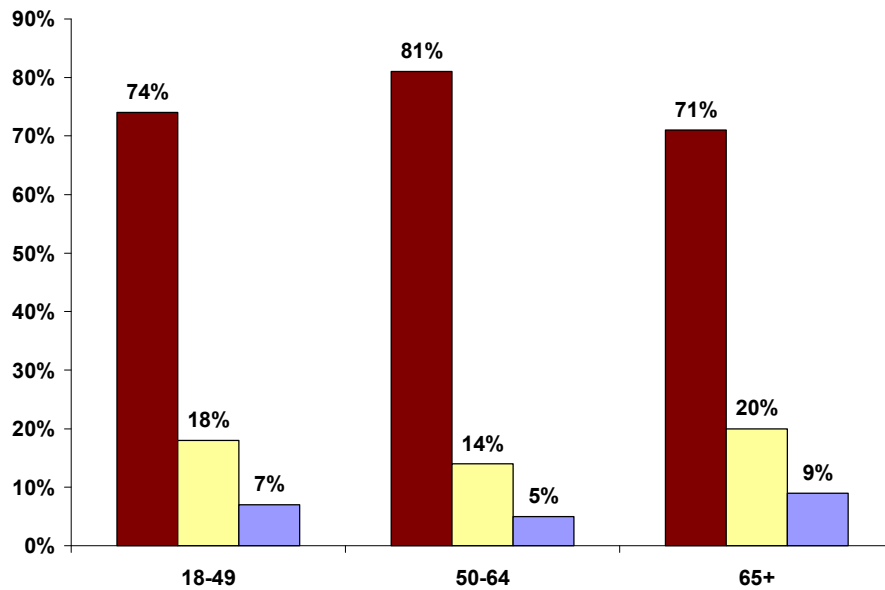
Demographic Breakdown

Every demographic analyzed overwhelmingly supports a bill to ban all lobbyist gifts.

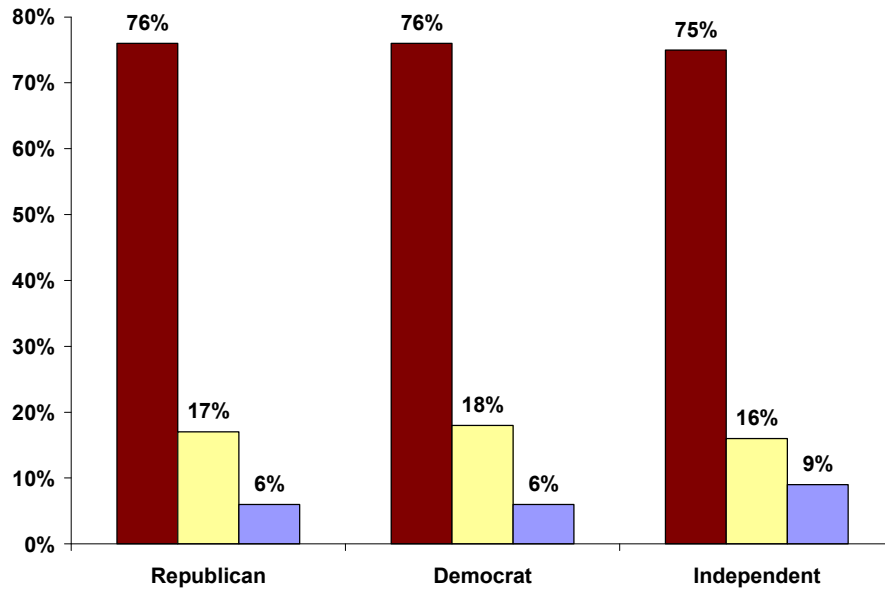
Gender



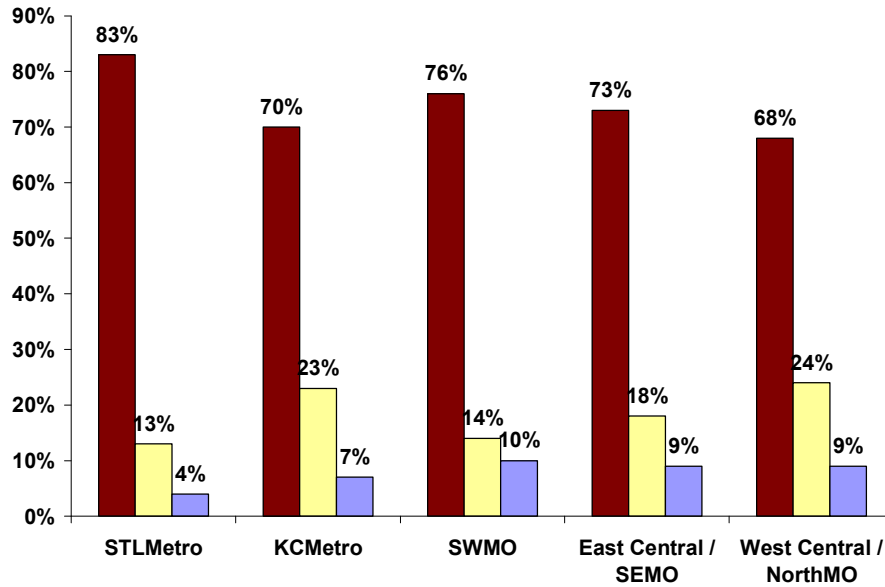
Age



Party



Geographic Area



METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques

Questionnaire Development: Chilenski Strategies worked closely with Missouri Scout to develop a questionnaire that covered the topics of interest.

Programming and Pre-Test:

Landline Surveys: Prior to fielding the survey, the Interactive Voice Response questionnaire was recorded by a male with a Midwestern dialect. The integrity of the questionnaire was pre-tested internally by Chilenski Strategies before fielded. The survey is available at the end of this document.

Cellular Telephone Surveys: Prior to fielding the survey, the questionnaire was programmed into a Computer Assisted Telephone Interviewing (CATI) system. The programming was tested before interviewing began. The survey is available at the end of this document.

Data Collection: Survey data was collected using two methods. Four hundred interviews were conducted through Interactive Voice Response telephone interviewing to landlines. One hundred interviews were conducted by trained, professional interviewers to cellular telephones. Interviews were conducted during the evening of January 23, 2013 between 5:30 to 9:00pm Central Standard Time. The interviews averaged 3 minutes in length.

Data Processing: Data processing consisted of reviewing aggregated information for inconsistency, coding and recoding responses, and preparing frequency analyses and cross-tabulations.

Rounding: Number that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

Sample: The survey was administered to a random sample of registered voters who are likely to participate in a November general election. Consistent with the profile of this universe, respondents were recruited to represent a particular combination of age, gender and voting history. In the reviewing the final results, demographics were weighted by age and party affiliation to reflect the expected general election universe of voters.

The margin of error of the top-line responses displayed for the 500 respondents in this survey is +/- 4.38%. Within this report, there are figures and tables that show how responses to certain questions varied by subgroups such as age, gender and partisan affiliation. Because the margin of error grows geometrically as the sample size decreases, the reader should use caution when generalizing and interpreting the small subgroups.

TOP LINE RESULTS

*Respondents: Registered voters living in **Missouri**, with working landline and cellular telephones, who are likely to vote in a general election.*

For this survey, 500 Interviews were collected (400 landline interviews were conducted by Interactive Voice Response. 100 cellular interviews were conducted by live operators.) The margin of error is +/-4.38%

SECTION 1: DIRECTION OF STATE

1. In general, are things in Missouri headed in the right direction, or are things off on the wrong track?

Right Direction	51.9
Wrong Track	44.2
Unsure/DK/NA	3.9

2. Which of these four things is the most important problem facing the State of Missouri right now, unemployment and jobs, government spending, education or health care?

Unemployment and Jobs	43.0
Government Spending	22.4
Education	16.1
Health Care	17.4
Unsure/DK/NA	1.1

SECTION 2: LEGISLATIVE ISSUES

3. Which of these two options do you think would do more to reduce gun violence in schools: having stricter gun control laws or having armed guards in schools?

Gun Control Laws	35.1
Armed Guards	52.7
Unsure/DK/NA	12.2

4. As part of the new national Health Care Law, the state of Missouri has an option to expand Medicaid health insurance for those living in poverty. Do you support or oppose the expansion of Medicaid health insurance for the poor?

Support	56.9
Oppose	33.1
Unsure/DK/NA	10.0

5. In general, do you think unions are still necessary to protect workers or are unions unnecessary these days?

Necessary	48.4
Unnecessary	45.0
Unsure/DK/NA	6.6

6. Currently, Missouri law allows employers and labor unions to enter agreements that require all employees' to join the union and pay union dues as a condition of employment. Some think this is necessary to have unions protect workers rights. Other people think that individuals should be allowed to opt out of union membership if they want. Which is closer to your view?

Require Membership	28.1
Individual opt-out	64.8
Unsure/DK/NA	7.1

7. The legislature is considering issuing bonds that would be paid off by property taxes to fix aging and unsafe highways and bridges and upgrade outdated school facilities across the state. Would you support or oppose a bond issue to upgrade the state's roads and classrooms?

Support	52.3
Oppose	30.2
Unsure/DK/NA	17.5

8. The legislature is considering a bill that would ban all lobbyist gifts to elected officials, their staffs and family members. Would you support or oppose a bill to ban all lobbyist gifts?

Support	75.7
Oppose	17.3
Unsure/DK/NA	7.0

SECTION 3: DEMOGRAPHICS

9. Male/Female

MALE	45.9
FEMALE	54.1

10. For statistical purposes only, what is your age?

Age 18-49	41.5
Age 50-64	32.0
Age 65+	26.5

11. Do you consider yourself a Republican, Democrat or Independent?

Republican	37.1
Democrat	33.1
Independent	29.8

Those are all the questions I have for you. Thank you for your time.