



CONFIDENTIAL MEMORANDUM

TO: CLUB FOR GROWTH PAC

FROM: TONY FABRIZIO, DAVID LEE, & TRAVIS TUNIS

RE: RESULTS OF STATEWIDE SURVEY ON U.S. SENATE RACE IN MISSOURI

DATE: JULY 13, 2017

In a recently completed survey of Missouri likely 2018 voters, Fabrizio, Lee & Associates found that Missourians have soured on Claire McCaskill, and they want a new person to represent them in the U.S. Senate.

Bottom Line: It appears that Sen. Claire McCaskill has overstayed her welcome with Missouri voters.

✓ *A plurality of voters has an unfavorable opinion of Claire McCaskill.*

<i>Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so: Claire McCaskill</i>	<u>Overall</u>	<u>GOP</u>	<u>Ind</u>	<u>Dem</u>
Favorable	43	12	39	83
Unfavorable	46	79	49	7
No Opinion/Never Heard of	11	9	12	10
Net Favorable	-3	-67	-10	+76

Only 43% of Missouri likely voters have a favorable view of Democratic U.S. Senator Claire McCaskill, while 46% have an unfavorable view of her. Their negative opinion of McCaskill is intense as more than two-thirds of those with an unfavorable view of McCaskill describe their opinion as “very” unfavorable. Among self-described Independents, McCaskill is even worse off, as she is 10-points underwater on her image (39% fav/49% unfav). This is quite a precarious position for an incumbent facing re-election.

✓ ***A Clear Majority of Missourians Favor a New Person by a Double-Digit Margin over re-electing McCaskill.***

<i>Would you say that Claire McCaskill has performed her job as Senator well enough to deserve re-election OR do you think it is time to give a new person a chance to do better?</i>	<i>Overall</i>	<i>GOP</i>	<i>Ind</i>	<i>Dem</i>
New Person	54	86	56	16
Re-elect	38	10	33	75
Unsure/Depends/Refused	8	4	11	9
Net New Person	+16	+76	+23	-59

A clear majority of Missouri voters favor giving a new person a chance to do better over re-electing Claire McCaskill, 54% - 38%. This metric is even more troubling for McCaskill’s re-election viability, as even some of those who view McCaskill favorably want to give someone new a chance. Again, Independents are even more likely to favor a new person than voters as a whole, favoring a new person by a 23-point margin. Even 1-in-4 Democrats either favor a new person or are unsure about re-electing McCaskill.

✓ ***Josh Hawley leads Claire McCaskill in a hypothetical U.S. Senate matchup despite a disadvantage in name awareness.***

<i>If the election for U.S. Senate were held today and the candidates were (ROTATE) Josh Hawley, the Republican and Claire McCaskill, the Democrat, for whom would you vote?</i>	<i>Overall</i>	<i>GOP</i>	<i>Ind</i>	<i>Dem</i>
Josh Hawley	46	88	42	4
Claire McCaskill	42	5	35	88
Undecided	12	7	22	8
Net Hawley	+4	+83	+7	-84

In a hypothetical matchup for U.S. Senate, State Attorney General Josh Hawley holds a 4-point lead over the incumbent, Claire McCaskill. This lead comes in spite of being less well-known than the sitting Senator. In fact, when we look at voters who have heard of both candidates, Hawley’s lead spikes to +17 (53% - 36%), an indication that his lead will only grow as he becomes more well-known. Hawley’s 7-point lead with Independents is what pushes him into the lead, as Republicans and Democrats largely cancel each other out, supporting their respective candidates by nearly identical margins.

It is also worth noting that given their political inclinations, the 12% who are undecided likely will break towards Hawley. They favor a Republican by 9-points in a generic ballot and are more than three times as likely to describe themselves as conservative than as liberal. Most importantly, they view McCaskill unfavorably by a more than 2-to-1 margin (20% fav/47% unfav). Hawley is simply undefined to the bulk of them and will improve as awareness of him increases.

KEY DEMOS

PARTY	
Republican	37
Democrat	34
Independent	25
Something else (DO NOT READ)	1
Refused (DO NOT READ)	3

IDEOLOGY	
CONSERVATIVE	44
MODERATE	30
LIBERAL	21
Very conservative	25
Somewhat conservative	19
Somewhat Liberal	11
Very Liberal	10
DK/Refused (vol)	5

RELIGION	
Protestant	56
Catholic	19
Jewish	2
Mormon	*
Muslim/Islamic	1
Atheist/Agnostic	12
Other	1
DK/Refused (DO NOT READ)	9

EVANGELICAL OR BORN AGAIN?	
Yes	46
No	49
Refused (DO NOT READ)	5

AGE	
18-34	18
35-44	17
45-54	20
55-64	25
65+	18
Refused	3

RACE/ETHNICITY	
White	81
African American/Black	14
Hispanic	2
Other	2
Refused (DO NOT READ)	1

GENDER	
MALE	48
FEMALE	52
Female, working woman	31
Female, homemaker	17
Female/Refused	1

DMA (TV MEDIA MARKET)	
St. Louis	40
Kansas City	23
Springfield	15
Columbia-Jefferson City	8
Paducah-Cape Girardeau	5
Joplin-Pittsburg	3
St. Joseph	2
Quincy-Hannibal	1
Ottumwa-Kirksville	1
Memphis, TN	*
Omaha, NE	*

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a Missouri statewide survey of 500 likely 2018 general election voters via landline and cell phone on July 10-11, 2017. Landline interviews accounted for 50% of the sample and cell phone interviews 50%. Geography by county and media market, race/ethnicity, gender, age, and party affiliation were matched to the population of likely voters statewide according to exit polls from previous general election surveys. Respondents were randomly selected from lists of known registered voters who had previously voted in a general election or have registered to vote since November 8, 2016. The margin of error at the 95% confidence interval for 500 voters is $\pm 4.38\%$.