



*Trusted Perspective
Innovative Data
Superior Results*

TO: CFG ACTION MISSOURI
FROM: BRYON ALLEN
SUBJECT: MISSOURI SENATE POLL
DATE: AUGUST 17, 2018

This memo summarizes the findings of a WPA Intelligence poll conducted on behalf of CFG Action Missouri from August 12-14, 2018.

Name ID and Image:

Josh Hawley's favorable have increased by five points from our mid-July poll. Claire McCaskill's image remains essentially unchanged and is net-negative.

Hawley Image	July 10-12	August 12-14
Name ID	91%	88%
Favorable	36%	41%
Unfavorable	35%	36%

McCaskill Image	July 10-12	August 12-14
Name ID	99%	98%
Favorable	46%	45%
Unfavorable	49%	49%

Ballot:

Hawley's ballot support has increased to 48%, increasing from our July poll giving him a seven-point lead on the ballot.

Ballot	July 10-12	August 12-14
Hawley	43%	48%
McCaskill	42%	41%
Others	4%	3%
Undecided	11%	8%

The CFG Action Missouri “Cry” ad has had a significant effect on the race. Introducing a new issue into the race has shifted previously undecided voters to Hawley, while holding Claire McCaskill to her core base of voters.

Ballot	Saw “Cry” Ad	Did Not See
Hawley	51%	45%
McCaskill	42%	42%
Others	3%	3%
Undecided	4%	10%

Hawley’s gains on the ballot have come as he has consolidated the support of Republicans and Republican-leaning groups like conservative Independents, Republicans, and Trump Voters.

Hawley Support	July	August	Change
Conservative Independents	61%	78%	+15%
Republicans	78%	84%	+6%
Trump Voters	76%	81%	+5%

Both leading indicators for election outcome look good for Hawley as he holds six point leads among voters who have heard of both candidates or have opinions of both.

	Heard of Both	Opinion of Both
Hawley	49%	50%
McCaskill	43%	44%
Others	3%	2%
Undecided	5%	4%

Methodology

WPA Intelligence conducted a study of likely General Election voters in the state of Missouri.

WPAi selected a random sample of voters from the Missouri voter file using Proportionate Probability Sampling (PPS) based on our turnout probability scores for each Missouri voter. The sample for this survey was stratified based on age, gender, ethnicity, partisanship, and geography. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

WPAi conducted 501 live telephone interviews (38% cell phone) on August 12-14, 2018. The margin of error is ±4.4%.