



MEMORANDUM

To: Interested Parties
From: Show Me Victories
Subject: Missouri Democratic Presidential Primary: IVR Survey Toplines
Date: September 24, 2019

Show Me Victories conducted a survey of 400 voters likely to participate in Missouri's March 2020 Democratic Primary Election for President. The interviews were conducted between September 13-16, 2019. The survey was conducted using Interactive Voice Response technology. The margin of error is +/- 5%. Below are the topline results.¹

SURVEY TOPLINES

	Vote	(% Strong) ²
Joe Biden	34%	(43%)
Elizabeth Warren	22%	(25%)
Bernie Sanders	14%	(52%)
Pete Buttigieg	10%	(13%)
Kamala Harris	09%	(18%)
Someone else	06%	(62%)
Beto O'Rourke	04%	(<1%)
Amy Klobuchar	01%	(67%)
Cory Booker	01%	(33%)
Andrew Yang	01%	(<1%)
Julian Castro	<1%	(<1%)

Watch Debate

Yes	62%
No	38%

¹ The margin of error for the entire sample, at the 95% confidence level, is +/-5 percentage points. Survey data has been weighted to match expected turnout demographics of Democratic primary voters. Percentages may not equal 100% due to rounding.

² Percent of supporters who answered that they would definitely vote for the candidate. Question was asked in the following manner: "Will you definitely vote for your candidate or is there at least a chance you could change your mind and vote for someone else? Press 1 for I will definitely vote for this candidate. Press 2 for there's a chance I could change my mind and vote for someone else."

Gender

Male	43%
Female	57%

Age

18-44	26%
45-64	39%
65+	36%

Ethnicity

White	71%
African American	23%
Other	06%

Party Affiliation

Republican	02%
Democrat	77%
Independent	22%

Ideology

Very liberal	25%
Somewhat liberal	41%
Moderate	31%
Somewhat conservative	02%
Very conservative	01%

Education

High school or less	21%
Some college	30%
College Graduate	26%
Postgraduate or higher	22%

Media Market

Columbia/Jefferson City	06%
Joplin/Pittsburg	02%
Kansas City	20%
Omaha	<1%
Ottumwa/Kirksville	01%
Paducah/Cape Girardeau	03%
Quincy/Hannibal/Keokuk	01%
Springfield	10%
St. Joseph	01%
St. Louis	55%

**IVR SURVEY QUESTIONNAIRE
STATE OF MISSOURI
SEPTEMBER 2019**

Good evening, I'm calling from Missouri Opinion Surveys. We are calling citizens of the State of Missouri to learn their views about national issues. This brief survey consists of a few questions and will only take a few minutes to complete.

Question 1: To start, can you please tell me your gender?

Press 1 for Female
Press 2 for Male

Question 2: Which age range do you fall within?

Press 1 if you are 18-34
Press 2 if you are 35-44
Press 3 if you are 45-54
Press 4 if you are 55-64
Press 5 if you are 65 or older

Question 3: What is your ethnicity?

Press 1 for African American or black
Press 2 for White or Caucasian
Press 3 for other

Question 4: Are you at least 18 years of age and currently registered to vote in Missouri?

Press 1 on your keypad for yes
Press 2 for no
press 3 if you are unsure or do not know

**[GO TO QUESTION 5]
[TERMINATE]
[TERMINATE]**

Question 5: Do you intend to vote in the March 2020 Democratic Primary Election for President?

Press 1 on your keypad for yes
Press 2 for no
press 3 if you are unsure

**[GO TO QUESTION 6]
[TERMINATE]
[TERMINATE]**

Question 6: Of the following Democratic candidates for President, who would you be most likely to support?

Press 1 for Bernie Sanders
Press 2 for Elizabeth Warren
Press 3 for Joe Biden
Press 4 for Pete Buttigieg
Press 5 for Kamala Harris
Press 6 to hear more candidate names
Press 7 to repeat answer choices

**[GO TO QUESTION 8]
[GO TO QUESTION 8]
[GO TO QUESTION 8]
[GO TO QUESTION 8]
[GO TO QUESTION 8]
[GO TO QUESTION 7]**

Question 7: Of the following Democratic candidates for President, who would you be most likely to support?

Press 1 for Beto O'Rourke	[GO TO QUESTION 8]
Press 2 for Cory Booker	[GO TO QUESTION 8]
Press 3 for Andrew Yang	[GO TO QUESTION 8]
Press 4 for Julian Castro	[GO TO QUESTION 8]
Press 5 for Amy Klobuchar	[GO TO QUESTION 8]
Press 6 for someone else	[GO TO QUESTION 8]
Press 7 to repeat answer choices	

Question 8: Will you definitely vote for your candidate or is there at least a chance you could change your mind and vote for someone else?

Press 1 for I will definitely vote for this candidate.
Press 2 for there's a chance I could change my mind and vote for someone else.

Question 9: Did you watch any of the Democratic Presidential Debate on Thursday, September 12th?

Press 1 on your keypad for yes
Press 2 for no

Question 10: Do you think of yourself as a Republican, Democrat, or an Independent?

Press 1 for Republican
Press 2 for Democrat
Press 3 for Independent

Question 11: What is the highest level of education you have attained?

Press 1 for high school or less
Press 2 for some college
Press 3 for college graduate
Press 4 for postgrad or higher

Question 12: Which of the following political ideologies do you most identify as?

Press 1 for Very Liberal
Press 2 for Somewhat Liberal
Press 3 for Moderate
Press 4 for Somewhat Conservative
Press 5 for Very Conservative

QUESTION 13: RECORD MEDIA MARKET

This concludes the survey. Thank you for your participation.