

February 2011

RESEARCH METHODOLOGY

The Missouri Press Association, located in Columbia, Missouri, commissioned Pulse Research, Inc. to conduct an in-depth survey of Missouri's voters. The methodology utilized in this research was a self-selecting statewide survey. The surveys were conducted online between November 25, 2010 and February 25, 2011. Participating Missouri Press Association members published house ads and had a link to the survey on their site to promote the survey project. Each respondent who completed the survey and entered his or her e-mail address was entered to win the national grand prize of \$1000 and a local prize of (1) \$250 cash.

The online survey interviews were available to participants 24 hours a day during the period they were up and running.

Through various control methods, respondents were limited to completing the survey one time.

UNIVERSE

All voters in the state of Missouri.

Participants needed to have Internet access to take part in the study.

Respondents had to be at least 18 years old to participate. Employees of The Missouri Press Association were not eligible to participate.

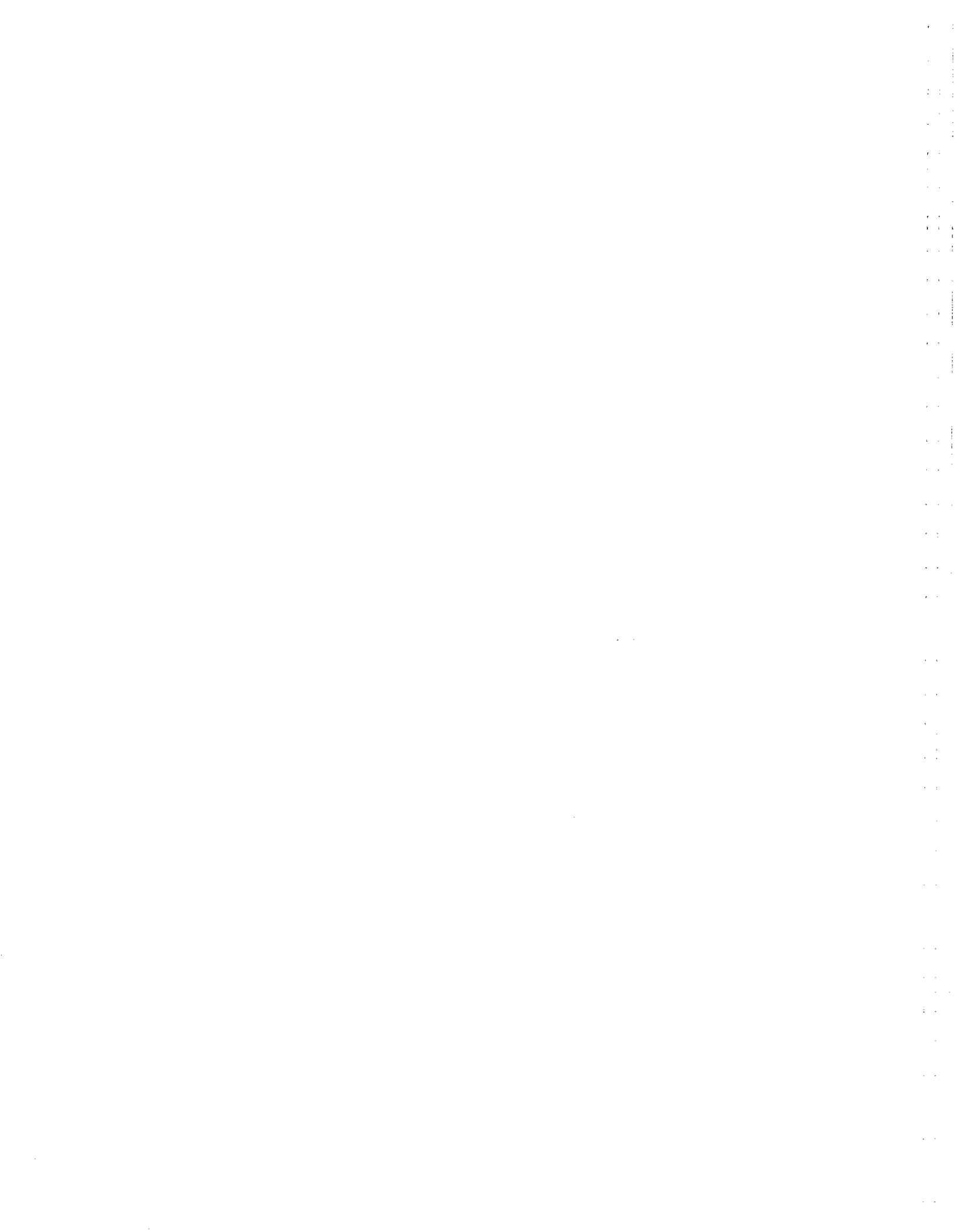
SAMPLE

A total of 228 responses met the qualifications of the survey and were tabulated.

ABOUT PULSE RESEARCH, INC.

Pulse Research, Inc. is an independent research firm founded in 1984 by John Marling, a former newspaper publisher with 24 years of experience in the publishing industry. Pulse Research is one of the nation's largest publication research firms, having completed over 3,000 surveys for more than 1,800 clients.

Pulse Research also has extensive experience in general business research, completing projects for Fortune 500 companies such as Intel, ALLTEL, AT&T and Tektronix. In addition Pulse Research has completed projects for shopping centers, Yellow Pages directories, grocery stores, attorneys, the U.S. government, retail stores, economic development groups, various non-profit organizations and chambers of commerce.



Missouri Press, MO

Summary Report - February, 2011

Post November 2nd Election 2010 Survey

Are you or any member of your household employed by an advertising agency, newspaper, radio or TV station, or market research firm?

Value	Count	Percent %
No	228	100%

Statistics

Total Responses	228
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Did you vote in the November 2nd general election?

Value	Count	Percent %
Yes	228	100%

Statistics

Total Responses	228
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In what county did you vote in the November 2nd election?

Value	Count	Percent %
Adair	4	1.8%
Andrew	2	0.9%
Audrain	4	1.8%
Barton	1	0.4%
Bates	2	0.9%
Bollinger	1	0.4%
Boone	4	1.8%
Buchanan	11	4.8%
Butler	2	0.9%
Callaway	1	0.4%
Camden	7	3.1%
Cape Girardeau	13	5.7%
Cass	1	0.4%
Cedar	1	0.4%
Christian	4	1.8%
Clay	4	1.8%
Cole	3	1.3%
Crawford	11	4.8%
Daviess	2	0.9%
DeKalb	1	0.4%
Dent	1	0.4%
Dunklin	4	1.8%
Franklin	24	10.5%

Gasconade	7	3.1%
Gentry	2	0.9%
Greene	9	3.9%
Howard	1	0.4%
Howell	1	0.4%
Jackson	1	0.4%
Jasper	1	0.4%
Jefferson	3	1.3%
Johnson	9	3.9%
Laclede	3	1.3%
Lawrence	1	0.4%
Lincoln	3	1.3%
Linn	3	1.3%
Macon	2	0.9%
Maries	2	0.9%
Marion	6	2.6%
Miller	4	1.8%
Moniteau	3	1.3%
Morgan	5	2.2%
New Madrid	3	1.3%
Newton	1	0.4%
Phelps	4	1.8%
Platte	3	1.3%
Pulaski	2	0.9%
Putnam	4	1.8%
Ralls	1	0.4%
Randolph	3	1.3%
Saline	1	0.4%
Scott	5	2.2%
Shannon	1	0.4%
Shelby	1	0.4%
St. Charles	1	0.4%
St. Clair	1	0.4%
St. Louis County	5	2.2%
Stoddard	5	2.2%

Stone	1	0.4%
Texas	4	1.8%
Vernon	1	0.4%
Warren	6	2.6%
Washington	1	0.4%

Statistics

Total Responses 228

As you read statements about the November 2nd election, please rate your level of agreement, on a scale of 1 to 5 with 5 meaning Strongly Agree and 1 meaning Strongly Disagree:

	(Strongly Disagree) 1	2	3	4	(Strongly Agree) 5	(Don't Know) 6	Total
There were too many political ads on radio and television	8.8% 20	3.5% 8	11.8% 27	12.3% 28	62.7% 143	0.9% 2	100% 228
I don't believe what politicians say in their television ads	4.8% 11	5.7% 13	18.0% 41	15.4% 35	56.1% 128	0.0% 0	100% 228
Television and radio political ads tended to be negative	6.6% 15	1.8% 4	9.6% 22	13.6% 31	68.4% 156	0.0% 0	100% 228
Politicians spent too much money to get elected	5.7% 13	1.8% 4	3.5% 8	8.8% 20	78.5% 179	1.8% 4	100% 228
Negative television ads made me less likely to vote for that candidate or issue	11.4% 26	6.6% 15	11.0% 25	15.4% 35	55.7% 127	0.0% 0	100% 228

On a scale of 1 to 5 with 5 meaning Very Important and 1 meaning Not Important, how important were the following issues to you when deciding how to vote in the November 2nd general election.

	(Not Important) 1	2	3	4	(Very Important) 5	(Don't Know) 6	Total
Economy	0.9% 2	0.4% 1	3.9% 9	11.0% 25	83.3% 190	0.4% 1	100% 228
Health care	3.9% 9	6.6% 15	7.9% 18	13.2% 30	68.0% 155	0.4% 1	100% 228
Crime	5.7% 13	11.4% 26	30.7% 70	20.6% 47	31.1% 71	0.4% 1	100% 228
Education funding	8.8% 20	8.3% 19	18.9% 43	24.1% 55	39.9% 91	0.0% 0	100% 228
Tax cuts/credits	3.5% 8	6.1% 14	16.7% 38	21.9% 50	51.3% 117	0.4% 1	100% 228
Environment	14.5% 33	15.8% 36	24.6% 56	20.6% 47	23.2% 53	1.3% 3	100% 228
Abortion	24.6% 56	15.4% 35	15.4% 35	7.5% 17	36.0% 82	1.3% 3	100% 228
Family/Moral/Traditional values	11.0% 25	9.6% 22	18.0% 41	17.1% 39	43.9% 100	0.4% 1	100% 228
Social security	3.1% 7	6.1% 14	16.2% 37	19.3% 44	54.8% 125	0.4% 1	100% 228
Immigration	8.3% 19	11.4% 26	13.2% 30	18.0% 41	47.8% 109	1.3% 3	100% 228
Gun Control/2nd Amendment	14.0% 32	11.4% 26	13.6% 31	17.5% 40	41.2% 94	2.2% 5	100% 228
National Debt	1.8% 4	4.8% 11	10.1% 23	22.4% 51	59.6% 136	1.3% 3	100% 228

When did you decide how to vote in the November 2nd election?

Value	Count	Percent %
I knew how I was going to vote for at least a month before the election	172	75.4%
I made up my mind how to vote within a week of the election	47	20.6%
I made up my mind in the polling booth	9	3.9%
Statistics		
Total Responses	228	

For the November 2nd general election, where did you get information to help you decide how to vote? (Check all that apply)

Value	Count	Percent %
Read brochures and/or postcards - information mailed to home	89	39%
Contact from candidates campaign	66	28.9%
Asked spouse/significant other	47	20.6%
Asked friend/relative	42	18.4%
Watched television ads	84	36.8%
Listened to radio ads	61	26.8%
Read election section in newspaper	111	48.7%
Watched debates on TV	105	46.1%
Went on the Internet	125	54.8%
Listened to radio talk shows	67	29.4%
Read newspaper political articles	117	51.3%
Went to a live speech by candidate	39	17.1%
Used web site for candidate or issue	91	39.9%

Read candidate or issue ads in my local newspaper	89	39%
Yard signs	26	11.4%
Outdoor billboards	19	8.3%
Newspaper editorial page	59	25.9%
Social media (Facebook, Twitter, etc.)	24	10.5%
Other	23	10.1%
Don't know	4	1.8%

Statistics

Total Responses 228

What form of political advertising did you find most OFFENSIVE in the November 2nd general election?

Value	Count	Percent %
Candidate brochures and/or postcards - direct mail to my home	18	7.9%
Lawn signs	4	1.8%
Live speech by candidate	3	1.3%
Newspaper ads	2	0.9%
Phone call from candidate's campaign	64	28.1%
Radio ads	3	1.3%
Television ads	103	45.2%
Web site for candidate or issue	3	1.3%
Newspaper insert	10	4.4%
Social media (Facebook, Twitter, etc.)	6	2.6%
Other	11	4.8%
Don't know	1	0.4%

Statistics

Total Responses 228

What form of political advertising did you find most HELPFUL when deciding how to vote in the November 2nd general election?

Value	Count	Percent %
Candidate brochures and/or postcards - direct mail to my home	24	10.5%
Lawn signs	3	1.3%
Live speech by candidate	41	18%
Newspaper ads	17	7.5%
Phone call from candidate's campaign	3	1.3%
Radio ads	4	1.8%
Television ads	12	5.3%
Web site for candidate or issue	56	24.6%
Newspaper insert	18	7.9%
Social media (Facebook, Twitter, etc.)	2	0.9%
Other	33	14.5%
Don't know	15	6.6%

Statistics

Total Responses	228
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What form of political advertising did you find most BELIEVABLE when deciding how to vote in the November 2nd general election?

Value	Count	Percent %
Candidate brochures and/or postcards - direct mail to my home	22	9.6%
Lawn signs	6	2.6%
Live speech by candidate	51	22.4%
Newspaper ads	14	6.1%
Phone call from candidate's campaign	2	0.9%
Radio ads	1	0.4%
Television ads	5	2.2%
Web site for candidate or issue	44	19.3%
Newspaper insert	15	6.6%
Social media (Facebook, Twitter, etc.)	7	3.1%
Other	31	13.6%
Don't know	30	13.2%

Statistics

Total Responses 228

How often did you read a political advertising brochure and/or postcard that came in your mail box preceding the November 2nd general election?

Value	Count	Percent %
Always read them	63	27.6%
Sometimes read them	108	47.4%
Never read them	57	25%

Statistics

Total Responses	228
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Which one medium did you get the most information to help you decide which political candidates to vote for in the November 2nd election?

Value	Count	Percent %
Candidate brochures and/or postcards - direct mail to my home	18	7.9%
Lawn signs	3	1.3%
Live speech by candidate	36	15.8%
Newspaper ads	21	9.2%
Phone call from candidate's campaign	3	1.3%
Radio ads	1	0.4%
Television ads	12	5.3%
Web site for candidate or issue	63	27.6%
Newspaper insert	15	6.6%
Social media (Facebook, Twitter, etc.)	7	3.1%
Other	35	15.4%
Don't know	14	6.1%

Statistics

Total Responses 228

On a scale of 1 to 5 with 5 meaning Very Influential and 1 meaning Not Influential at all, how influential were TELEVISION ads for political candidates or issues on how you voted in the November 2nd general election?

Value	Count	Percent %
1 - Not influential at all	104	45.6%
2	51	22.4%
3	37	16.2%
4	19	8.3%
5 - Very influential	17	7.5%

Statistics

Total Responses	228
Average	2.1

On a scale of 1 to 5 with 5 meaning Very Influential and 1 meaning Not Influential at all, how influential were BROCHURES and/or POSTCARDS RECEIVED BY MAIL AT HOME for political candidates or issues on how you voted in the November 2nd general election

Value	Count	Percent %
1 - Not influential at all	100	43.9%
2	54	23.7%
3	34	14.9%
4	26	11.4%
5 - Very influential	14	6.1%

Statistics

Total Responses	228
Average	2.1

On a scale of 1 to 5 with 5 meaning Very Influential and 1 meaning Not Influential at all, how influential were RADIO ads for political candidates or issues on how you voted in the November 2nd general election?

Value	Count	Percent %
1 - Not influential at all	102	44.7%
2	46	20.2%
3	56	24.6%
4	13	5.7%
5 - Very influential	11	4.8%

Statistics

Total Responses	228
Average	2.1

Did newspaper endorsements of candidates or issues in the November 2nd election have

Value	Count	Percent %
No influence on how I voted	122	53.5%
Some influence on how I voted	90	39.5%
Quite a bit of influence on how I voted	16	7%

Statistics

Total Responses	228
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Did you follow or learn about candidates or ballot issues using social media (such as Facebook, Twitter, etc)?

Value	Count	Percent %
Yes	57	25%
No	171	75%

Statistics

Total Responses 228

I generally consider myself to be:

Value	Count	Percent %
Liberal	25	11%
Conservative	86	37.7%
Middle of the road	42	18.4%
Depends on issue	74	32.5%
Don't know	1	0.4%

Statistics

Total Responses 228

Should the wording of State Constitutional Amendments be published in your local newspaper prior to election day to help inform citizens of the changes being proposed?

Value	Count	Percent %
Yes	213	93.4%
No	12	5.3%
Don't know	3	1.3%

Statistics

Total Responses 228

What is your age group?

Value	Count	Percent %
18 to 24	3	1.3%
25 to 29	8	3.5%
30 to 34	12	5.3%
35 to 39	12	5.3%
40 to 44	18	7.9%
45 to 49	29	12.7%
50 to 54	34	14.9%
55 to 59	36	15.8%
60 to 64	25	11%
65 to 69	21	9.2%
70 & Over	30	13.2%

Statistics

Total Responses 228

Average 53

In general, which of the following income brackets did your household fall into before taxes in the last 12 months?

Value	Count	Percent %
Under \$20,000	29	12.7%
\$20,000 to \$39,999	54	23.7%
\$40,000 to \$59,999	53	23.2%
\$60,000 to \$79,999	42	18.4%
\$80,000 to \$99,999	24	10.5%
\$100,000 to \$124,999	10	4.4%
\$125,000 to \$149,999	1	0.4%
\$150,000 or more	7	3.1%

Statistics

Total Responses	220
Average	\$55,738

Which of the following best describes your ethnicity?

Value	Count	Percent %
African-American, Black	1	0.4%
American Indian	3	1.3%
Asian, Pacific Islander	1	0.4%
Caucasian, White	202	88.6%
Hispanic	2	0.9%
Middle Eastern	1	0.4%
Other	5	2.2%
Prefer not to answer	13	5.7%

Statistics

Total Responses	228
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What is the highest grade of education you have completed?

Value	Count	Percent %
Grade school (8th grade or less)	2	0.9%
Some high school (not graduate)	4	1.8%
High school graduate (12th grade)	50	21.9%
Vocational or technical training	11	4.8%
Some college	71	31.1%
College graduate	44	19.3%
Some post graduate study (no advanced degree)	19	8.3%
Post graduate degree	27	11.8%

Statistics

Total Responses	228
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Which of the following best describes your primary residence?

Value	Count	Percent %
Own single family home	176	77.2%
Own condo	3	1.3%
Rent apartment	13	5.7%
Rent single family home	17	7.5%
Mobile home	14	6.1%
Other	5	2.2%

Statistics

Total Responses	228
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What is your marital status?

Value	Count	Percent %
Single never married	24	10.5%
Divorced or separated	33	14.5%
Married	168	73.7%
Widowed	3	1.3%

Statistics

Total Responses	228
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How many children under 18 years old live in your household?

Value	Count	Percent %
None	168	73.7%
One	25	11%
Two	29	12.7%
Three	3	1.3%
Four	1	0.4%
Five or more	2	0.9%

Statistics

Total Responses

228

What is your political party affiliation?

Value	Count	Percent %
Democrat	69	30.3%
Green	2	0.9%
Independent	39	17.1%
Libertarian	3	1.3%
Reform Party	1	0.4%
Republican	77	33.8%
Tea Party	16	7%
Other	17	7.5%

Statistics

Total Responses

224

What is the occupation of the highest wage earner in your household?

Value	Count	Percent %
Professional	32	14%
Managerial	17	7.5%
Technical	14	6.1%
Administrative support	5	2.2%
Sales	9	3.9%
Service workers	6	2.6%
Precision production, craft, repair	5	2.2%
Farming, forestry, fishing	2	0.9%
Operator	5	2.2%
Laborer	17	7.5%
Education	13	5.7%
Student	3	1.3%
Government other than armed forces	11	4.8%
Retired	58	25.4%
Not currently employed	9	3.9%
Other	22	9.6%
Statistics		
Total Responses		228

