2016
MOST: 2016 Mercury Opinion Missouri Persuasion Study
Placebo and Condition Raps

PLACEBO RAP: NEWS SOURCE

Introduction

Hi, my name is ___ with Working America. We are out today talking to folks about the future of Missouri. Are you [name]? Great!

Questions

We are conducting a short survey about the news.

Question 1 (Source of News ID)

When you think about where you get most of your news from, regardless of issue, would you say that it mostly comes from Local TV, Cable TV, Radio, Internet, Print Newspaper, Word of Mouth or someplace else?

[*Record response*: Local TV, Cable TV, Radio, Internet, Print Newspaper, Word of Mouth or someplace else]

Thank you. We will be using this information to better understand how to reach Missourians on issues of importance.

Question 2 (Email)

Would you like us to keep you informed? If so, let me grab your email address and will send you periodic updates on local issues.

[*Record email address*.]

Closing

Thank you so much for your input. Have a good night.

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GUBERNATORIAL PERSUASION

Introduction

Hi, my name is ___ with Working America [if WA or general public]/your union [if union]. We're out today talking with folks in the neighborhood about the future of Missouri. Are you [name]? Great!

QUESTIONS

Question 1 (Issue ID)

First—a quick survey. **When you think about the upcoming election on November 8th, what is the most urgent issue to you and your family?**

[*Record response*: jobs, economy, public safety, etc.]

Question 2 (Voter ID GOV)

Thank you. In the upcoming election for Governor, Republican Eric Greitens is running against Democrat Chris Koster . **If you were going to vote today, would you vote for Eric Greitens or Chris Koster?**

[*Record Response*: Greitens, Koster, Unsure/Undecided]

Go to persuasion and endorsements

PERSUASION AND ENDORSEMENTS

Chris Koster

Working America is an independent organization that represents over 80,000 Missourians who want an economy that works for working people. We are not part of any political party or campaign and support candidates based on their record.

[IF Koster]

Earlier you said that you were supporting Chris Koster in the Governor's race. We are also supporting Koster for Governor because of her strong track record on supporting working people. Thanks for your support!

Hand over lit. Go to voter engagement.

[IF UNDECIDED OR GREITENS]
You said earlier that [Issue Priority] was the most important issue to you. I understand. How you vote is a personal decision. Working America has done the research on the economic issues and the records of the candidates.

Explain relevant issue background and candidate record.

Now that you have heard more about the candidates, who do you think you will be supporting in the Republican primary, Eric Greitens or Chris Koster?

Do not record response. If Koster go to voter engagement.

Thank you for your time and have a good night.

Hand over lit and end conversation.

VOTER ENGAGEMENT

The problem is that billionaires, lobbyists and special interests have too much influence in Jefferson City. The only way we can make sure politicians are working for us instead of wealthy and well connected is make our voice hear during the election and beyond.

Question 3 (Email)

Let me grab your email address and we will keep you informed?

[*Record email address*]

Thank you. Have a good night.