Missouri Statewide Mixed-Mode Survey
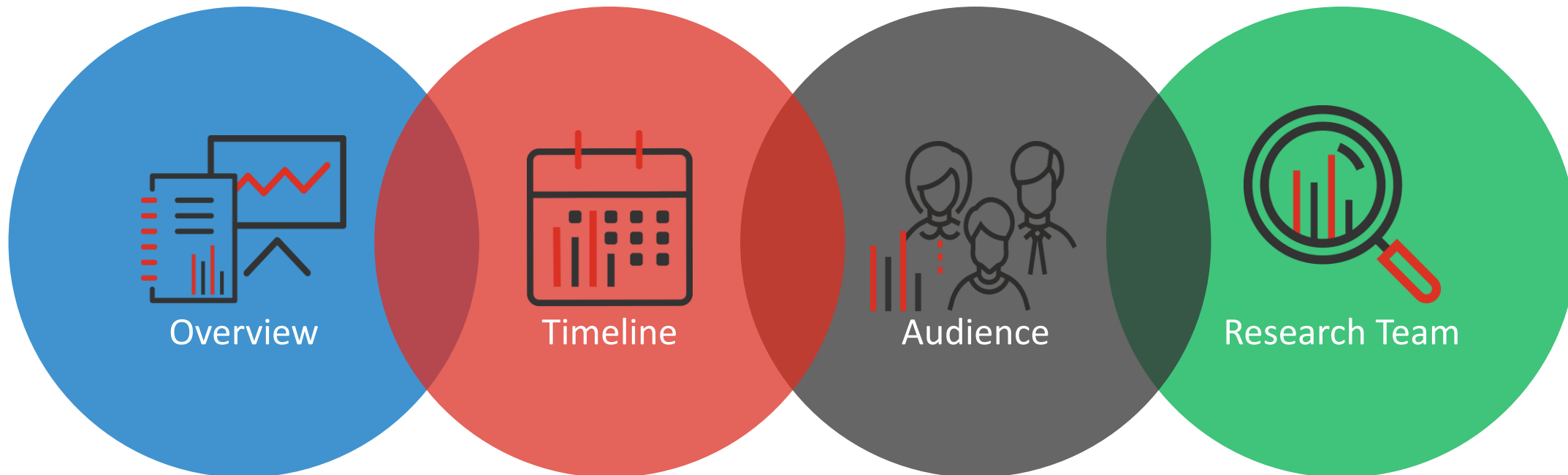
September 12, 2024

Methodology

Overview

- Public Opinion Strategies conducted a mixed-mode statewide survey in Missouri.
- Mixed-Mode breakdown:
  - Phone 60% (N=360)
  - Text-To-Web 40% (N=240)

Timeline

- The survey was conducted September 4-9, 2024

Audience

- The survey was conducted among N=600 registered voters.
- The margin of error for a survey of N=600 is 4.0%.

Research Team

- Bill McInturff and Jim Hobart were the principal researchers on this project. Hannah Stover was the project director and David Yedlin provided analytical support.
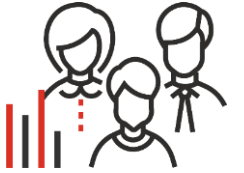
PUBLIC OPINION STRATEGIES
turning questions into answers

Demographic Overview of Survey Respondents

Gender	% of Sample
Men	48%
Women	52%

Age	% of Sample
18-34	23%
35-44	16%
45-54	16%
55-64	20%
65+	25%

Ethnicity	% of Sample
White Voters	85%
Voters of Color	14%
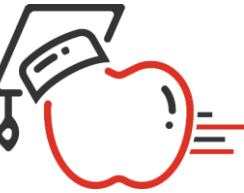
Education	% of Sample
Less Than College	55%
College+	42%

Self-Reported Economic Status	% of Sample
Low Inc./Working Class	28%
Middle Class	43%
Upper Class/Well-To-Do	28%

2020 Recalled Ballot	% of Sample
Donald Trump	52%
Joe Biden	39%

Party	% of Sample
Republicans	53%
Independents/Lean	13%
Democrats	34%

Geography	% of Sample
Urban	18%
Suburban	64%
Rural	18%
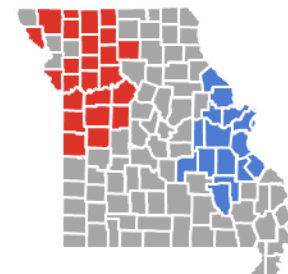
DMA	% of Sample
St. Louis	41%
Kansas City	25%
Balance of State	34%

A clear majority of Missouri voters support the ballot measure. Intensity of support is especially strong.

The following is a ballot measure that voters in Missouri will be asked to vote on in the upcoming November election. The measure reads:

Shall the Missouri Constitution be amended to; Make the Constitution consistent with state law by only allowing citizens of the United States to vote; Prohibit the ranking of candidates by limiting voters to a single vote per candidate or issue; and Require the plurality winner of a political party primary to be the single candidate at a general election.

+33%

62%

49%

29%

21%

- Total Yes
- Total No
- Definitely Yes
- Definitely No

Ballot Measure by Key Subgroups

+33%   **+25%**   **+36%**

All Voters

	Total Yes	Definitely Yes	Total No	Definitely No
All Voters	62%	49%	29%	21%
Voters of Color (14%)	57%	38%	32%	20%
Naturalized Immigrants* (7%)	60%	43%	24%	12%

■ **Total Yes**   ■ **Definitely Yes**   ■ **Total No**   ■ **Definitely No**
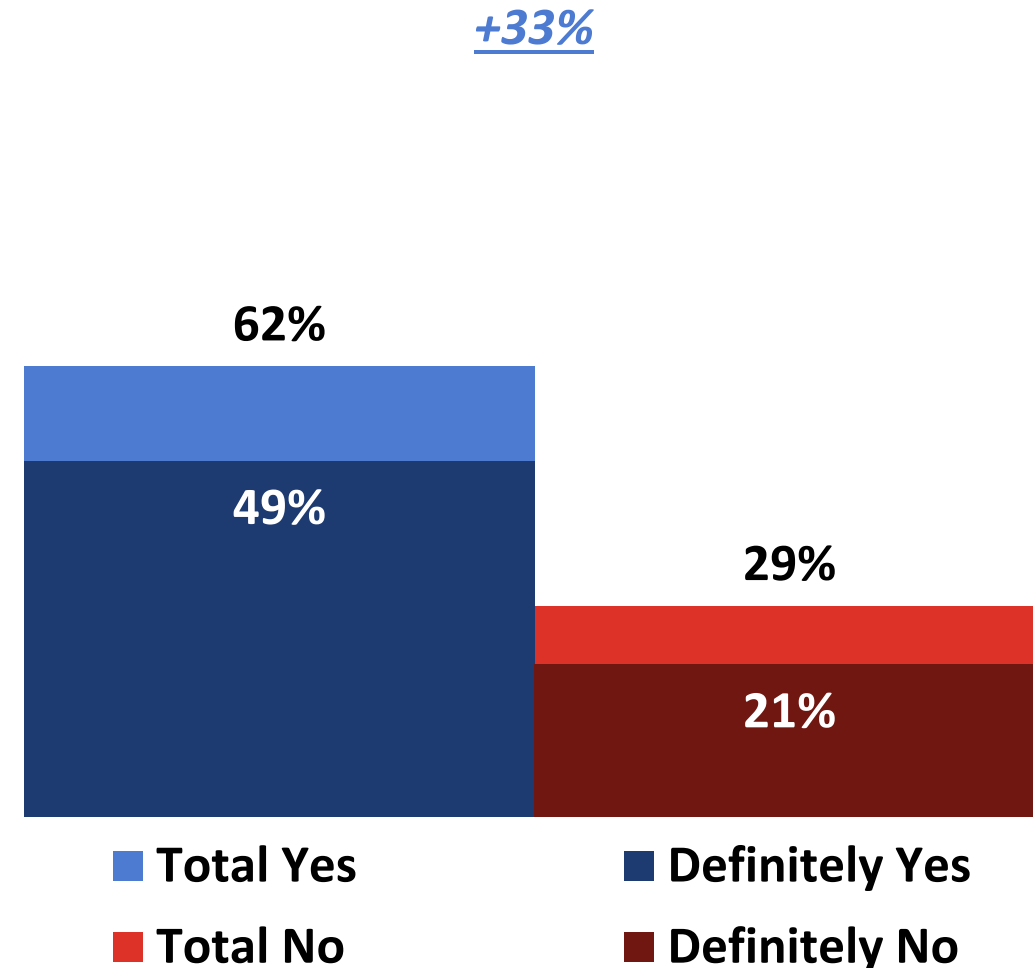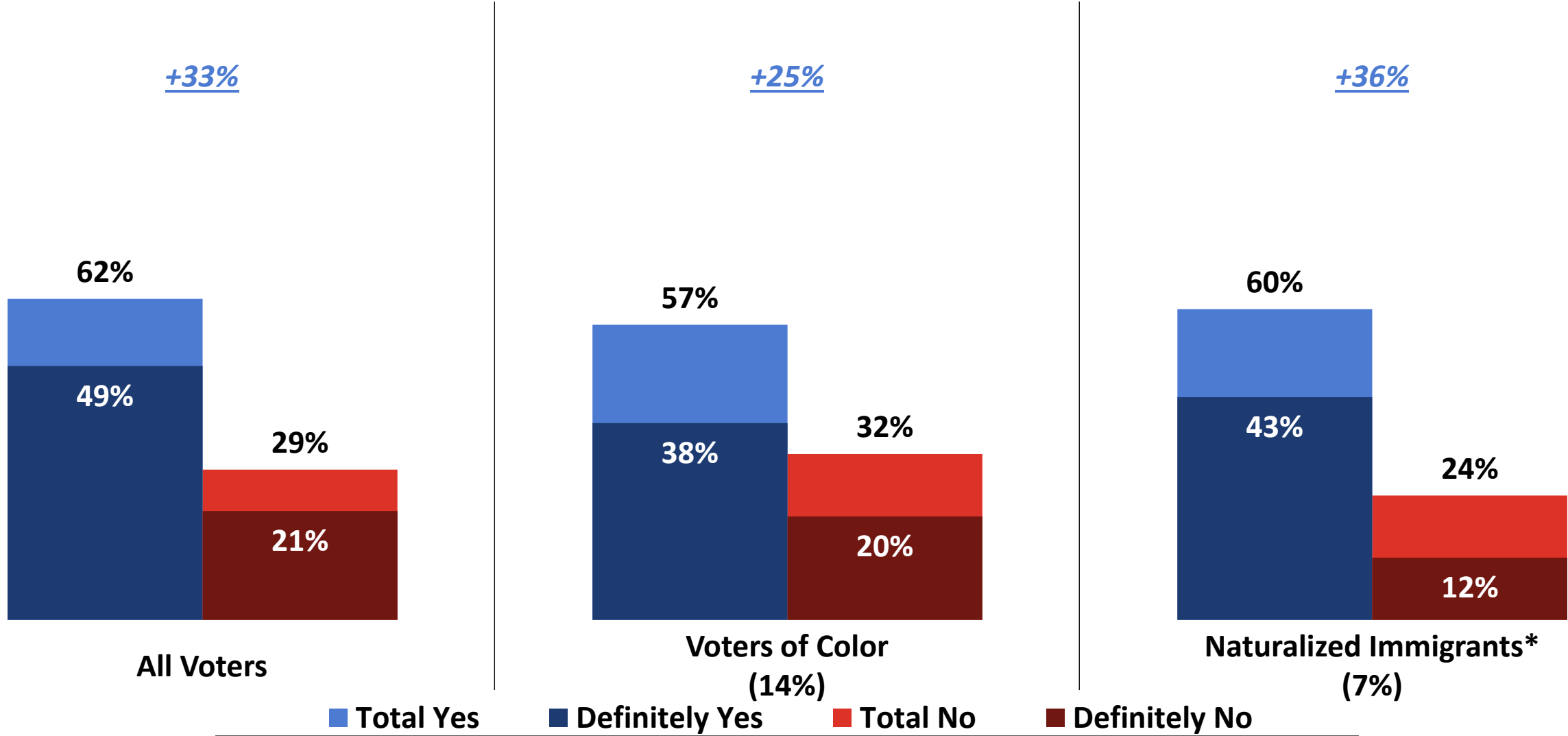
*Small Sample (N=45)

Now, if the election were being held today, would you vote Yes to approve or No to reject this ballot measure?

The part of the ballot measure focused on allowing only U.S. citizens to vote is the most popular, but sizable majorities support all three components.

	Yes	No
Make the State Constitution consistent with state law by only allowing citizens of the United States to vote.	**81%**	**19%**
Prohibit the ranking of candidates by limiting voters to a single vote per candidate or issue.	**69%**	**31%**
Require the plurality winner of a political party primary to be the single candidate in the general election.	**67%**	**32%**

The following are parts of the ballot measure that voters in Missouri will be asked to vote on in the upcoming November election. For each part please indicate, if the election were being held today, would you vote Yes to approve or No to reject this part of the ballot measure?

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Even a majority of Democrats support allowing only U.S. citizens to vote.

	Republicans		Independents		Democrats	
	Yes	**No**	**Yes**	**No**	**Yes**	**No**
Make the State Constitution consistent with state law by only allowing citizens of the United States to vote.	**97%**	**3%**	**71%**	**29%**	**58%**	**42%**
Prohibit the ranking of candidates by limiting voters to a single vote per candidate or issue.	**90%**	**10%**	**55%**	**44%**	**43%**	**57%**
Require the plurality winner of a political party primary to be the single candidate in the general election.	**86%**	**13%**	**48%**	**51%**	**47%**	**53%**

POS

The following are parts of the ballot measure that voters in Missouri will be asked to vote on in the upcoming November election. For each part please indicate, if the election were being held today, would you vote Yes to approve or No to reject this part of the ballot measure?

Thank You

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