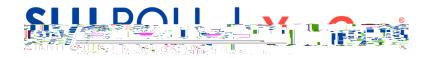


## Most important factor in Missourians' Vote for Governor

Steven Rogers SLU/YouGov Poll Director Ashley Burle SLU/YouGov Poll Associate Director Gary Ritter SLU/YouGov Poll Executive Sponsor

Kenneth Warren SLU/YouGov Poll Associate Director



## What issue in the 2024 Election is the most important factor in your vote for Governor of

	Full	Gov.	Pref.	Ge	ender		X	
Response	Result	Kehoe	Quade	Men	Women	18 - 29	30 - 44	
Economy	22%	31%	8%	20%	23%	20%	16%	
Abortion	12%	5%	22%	6%	16%	21%	7%	
Criminal Justice and Public Safety	8%	10%	5%	8%	8%	17%	9%	3
Education	7%	4%	12%	11%	4%	15%	18%	3
Mention of Party/Presidential Candidate	6%	2%	12%	7%	6%	0%	8%	7
Immigration	4%	6%	1%	3%	5%	0%	0%	7
Civil Rights	4%	3%	6%	4%	4%	2%	1%	8
Taxes	3%	4%	1%	2%	3%	2%	3%	3
Personal Candidate Trait (e.g., Honesty)	2%	2%	4%	2%	2%	0%	1%	2
Health Care	2%	1%	4%	3%	2%	3%	2%	2
Infrastructure	2%	3%	1%	4%	1%	4%	5%	C
Ideology Mention (e.g., Liberal/Conservative)	2%	3%	1%	2%	2%	0%	1%	2
China/Foreign Ownership of Land	2%	2%	0%	0%	2%	0%	0%	2
Protection of Democracy/Election Integrity	2%	1%	2%	2%	1%	0%	1%	2
Budget/Fiscal Responsibility	1%	1%	1%	2%	1%	1%	1%	1
LGBTQ+	1%	1%	1%	0%	2%	0%	3%	1
Environment	0%	0%	1%	1%	0%	1%	1%	С
Other	12%			I		I		

6%

2%

2%

4%

1% 1%

2%

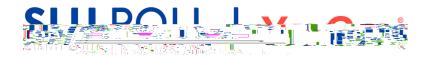
3%

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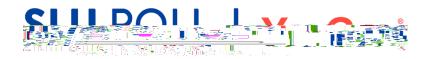
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## What issue in the 2024 Election is the most important factor in your vote for Governor of Missouri?

		Party		Income			
Response	Dems	Reps	Ind.	Below \$50k	Btwn. \$50k to \$100k	Above \$100k+	
Economy	8%	33%	23%	22%	21%	19%	
Abortion	22%	6%	9%	10%	12%	15%	
Criminal Justice and Public Safety	5%	11%	8%	7%	6%	9%	
Education	14%	4%	7%	1%	8%	16%	
Mention of Party/Presidential Candidate	12%	2%	4%	7%	8%	3%	
Immigration	2%	7%	3%	8%	2%	2%	
Civil Rights	6%	0%	7%	4%	5%	2%	
Taxes	1%	4%	3%	3%	2%	3%	
Personal Candidate Trait (e.g., Honesty)	2%	2%	3%	1%	2%	4%	
Health Care	4%	1%	2%	4%	2%	2%	
Infrastructure	0%	3%	3%	2%	2%	2%	
Ideology Mention (e.g., Liberal/Conservative)	1%	2%	2%	2%	2%	2%	
China/Foreign Ownership of Land	0%	3%	2%	3%	1%	0%	
Protection of Democracy/Election Integrity	3%	1%	1%	3%	2%	0%	
Budget/Fiscal Responsibility	1%	3%	0%	1%	1%	2%	
LGBTQ+	1%	0%	2%	0%	0%	3%	
Environment	0%	0%	1%	0%	0%	1%	
Other	14%	9%	13%	13%	13%	8%	
Not sure	3%	4%	3%	5%	4%	2%	
Unweighted N	167	152	111	158	127	134	



## What issue in the 2024 Election is the most important factor in your vote for Governor of Missouri?

	Education						
Response	HS or Less	Some. Col.	4-Year Col.	Post-Grad.			
Economy	25%	22%	25%	8%			
Abortion	9%	12%	15%	11%			
Criminal Justice and Public Safety	10%	10%	4%	3%			
Education	3%	7%	8%	18%			
Mention of Party/Presidential Candidate	6%	5%	6%	9%			
Immigration	9%	3%	0%	0%			
Civil Rights	2%	0%	8%	7%			
Taxes	2%	3%	1%	6%			
Personal Candidate Trait (e.g., Honesty)	2%	2%	1%	5%			
Health Care	2%	3%	1%	3%			
Infrastructure	1%	3%	4%	0%			
Ideology Mention (e.g., Liberal/Conservative)	2%	2%	1%	2%			
China/Foreign Ownership of Land	2%	2%	0%	0%			
Protection of Democracy/Election Integrity	2%	3%	0%	0%			
Budget/Fiscal Responsibility	2%	1%	1%	2%			
LGBTQ+	0%	2%	0%	1%			
Environment	0%	0%	0%	2%			
Other	9%	10%	15%	13%			
Not sure	4%	3%	4%	4%			
Unweighted N	131	136	123	60			