



## Most important factor in Missourians' Vote for Governor

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

Response	Party			Income			
	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?

Response	Education			
	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