

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | | AREA | | | | | THINK OF YOURSELF | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | |
|---------------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|-------------------|------|------|---------------------|---------------|------------------------|-----------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | Dem. | Rep. | Ind. | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| St Louis City | 20 | 11 | 9 | 18 | 2 | 20 | 0 | 0 | 0 | 0 | 8 | 6 | 4 | 7 | 7 | 4 | 7 | 4 | 1 |
| C% | 5 | 5 | 4 | 5 | 8 | 100 | 0 | 0 | 0 | 0 | 5 | 4 | 5 | 10 | 5 | 2 | 8 | 7 | 3 |
| St Louis Suburbs | 133 | 66 | 67 | 127 | 6 | 0 | 133 | 0 | 0 | 0 | 60 | 53 | 16 | 19 | 53 | 55 | 30 | 21 | 10 |
| C% | 32 | 32 | 31 | 32 | 23 | 0 | 100 | 0 | 0 | 0 | 37 | 34 | 22 | 27 | 37 | 33 | 35 | 38 | 29 |
| Kansas City Area | 84 | 38 | 46 | 78 | 6 | 0 | 0 | 84 | 0 | 0 | 35 | 26 | 17 | 16 | 28 | 27 | 15 | 14 | 6 |
| C% | 20 | 19 | 21 | 20 | 23 | 0 | 0 | 100 | 0 | 0 | 22 | 17 | 23 | 23 | 19 | 16 | 18 | 25 | 18 |
| Southwest | 79 | 32 | 47 | 71 | 8 | 0 | 0 | 0 | 79 | 0 | 17 | 34 | 18 | 11 | 27 | 31 | 13 | 6 | 9 |
| C% | 19 | 16 | 22 | 18 | 31 | 0 | 0 | 0 | 100 | 0 | 11 | 22 | 25 | 15 | 19 | 19 | 15 | 11 | 26 |
| North and Southeast | 104 | 58 | 46 | 100 | 4 | 0 | 0 | 0 | 0 | 104 | 41 | 38 | 18 | 18 | 29 | 49 | 20 | 11 | 8 |
| C% | 25 | 28 | 21 | 25 | 15 | 0 | 0 | 0 | 0 | 100 | 25 | 24 | 25 | 25 | 20 | 30 | 24 | 20 | 24 |

S2. How likely are you to vote in the upcoming Final Election for President this November?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------------|--------|--------|----------------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|-------------------|----------------------|------|--------------|---------------|------------------------|-----------------|----------------|---------------------|-----|
| | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion | |
| | Total | | | | | | | | | Dem. | Rep. | Ind. | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Very likely | 394 | 196 | 198 | 394 | 0 | 18 | 127 | 78 | 71 | 100 | 149 | 151 | 70 | 64 | 139 | 156 | 78 | 52 | 32 |
| C% | 94 | 96 | 92 | 100 | 0 | 90 | 95 | 93 | 90 | 96 | 93 | 96 | 96 | 90 | 97 | 94 | 92 | 93 | 94 |
| Somewhat likely | 26 | 9 | 17 | 0 | 26 | 2 | 6 | 6 | 8 | 4 | 12 | 6 | 3 | 7 | 5 | 10 | 7 | 4 | 2 |
| C% | 6 | 4 | 8 | 0 | 100 | 10 | 5 | 7 | 10 | 4 | 7 | 4 | 4 | 10 | 3 | 6 | 8 | 7 | 6 |

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===== BANNER 1 =====
                                LIKELY          AREA          POLITICAL PHILSOPHY          IMPORTANT ISSUE
                                TO VOTE
                                -----
                                GENDER          Some-          St.          St.          Kansas          North/          THINK OF YOURSELF          Lib-          Mod-          Con-          Ec-          Health          Ed-
                                -----          what          Louis          Louis          City          South-          -----          eral          erate          serva-          onomy          care          ucat-
                                Total          Male          Female          Very          -----          City          Subs          Area          west          east          Dem.          Rep.          Ind.          eral          erate          tive          onomy          care          ucat-
                                -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----          -----
Total          420          205          215          394          26          20          133          84          79          104          161          157          73          71          144          166          85          56          34
C%          100          100          100          100          100          100          100          100          100          100          100          100          100          100          100          100          100          100          100
Male          205          205          0          196          9          11          66          38          32          58          61          92          37          33          61          94          52          19          8
C%          49          100          0          50          35          55          50          45          41          56          38          59          51          46          42          57          61          34          24
Female          215          0          215          198          17          9          67          46          47          46          100          65          36          38          83          72          33          37          26
C%          51          0          100          50          65          45          50          55          59          44          62          41          49          54          58          43          39          66          76
  
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Q1. Is your opinion of George Bush generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|--------------------|--------|------|----------------|------|-----------|----------------|----------------|------------------|------------|------------------|----------------------|------|------|----------|-----------|-----------------|----------|-------------|------------|
| | Total | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 4 | 3 | 1 | 4 | 0 | 0 | 1 | 0 | 1 | 2 | 2 | 1 | 0 | 0 | 1 | 3 | 0 | 1 | 0 |
| C% | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 2 | 0 | 2 | 0 |
| Favorable | 219 | 124 | 95 | 209 | 10 | 6 | 61 | 38 | 51 | 63 | 21 | 141 | 44 | 10 | 56 | 136 | 39 | 16 | 12 |
| C% | 52 | 60 | 44 | 53 | 38 | 30 | 46 | 45 | 65 | 61 | 13 | 90 | 60 | 14 | 39 | 82 | 46 | 29 | 35 |
| Unfavorable | 172 | 67 | 105 | 159 | 13 | 13 | 63 | 41 | 19 | 36 | 125 | 11 | 24 | 60 | 74 | 22 | 42 | 35 | 17 |
| C% | 41 | 33 | 49 | 40 | 50 | 65 | 47 | 49 | 24 | 35 | 78 | 7 | 33 | 85 | 51 | 13 | 49 | 63 | 50 |
| Heard of/Undecided | 25 | 11 | 14 | 22 | 3 | 1 | 8 | 5 | 8 | 3 | 13 | 4 | 5 | 1 | 13 | 5 | 4 | 4 | 5 |
| C% | 6 | 5 | 7 | 6 | 12 | 5 | 6 | 6 | 10 | 3 | 8 | 3 | 7 | 1 | 9 | 3 | 5 | 7 | 15 |

Q2. Is your opinion of John Edwards generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | THINK OF YOURSELF | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | | |
|--------------------|--------|--------|----------------|-----------|----------------|----------------|-------------|------------|------------------|-------------------|------|------|---------------------|-----------|----------------|-----------------|-------------|------------|-----|
| | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas Area | South-west | North/South-east | Dem. | Rep. | Ind. | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 37 | 12 | 25 | 32 | 5 | 3 | 16 | 6 | 8 | 4 | 14 | 17 | 1 | 5 | 12 | 14 | 4 | 3 | 4 |
| C% | 9 | 6 | 12 | 8 | 19 | 15 | 12 | 7 | 10 | 4 | 9 | 11 | 1 | 7 | 8 | 8 | 5 | 5 | 12 |
| Favorable | 167 | 84 | 83 | 158 | 9 | 7 | 58 | 39 | 23 | 40 | 84 | 38 | 35 | 43 | 70 | 41 | 44 | 29 | 13 |
| C% | 40 | 41 | 39 | 40 | 35 | 35 | 44 | 46 | 29 | 38 | 52 | 24 | 48 | 61 | 49 | 25 | 52 | 52 | 38 |
| Unfavorable | 89 | 52 | 37 | 84 | 5 | 4 | 19 | 18 | 23 | 25 | 22 | 50 | 14 | 9 | 21 | 52 | 14 | 7 | 6 |
| C% | 21 | 25 | 17 | 21 | 19 | 20 | 14 | 21 | 29 | 24 | 14 | 32 | 19 | 13 | 15 | 31 | 16 | 13 | 18 |
| Heard of/Undecided | 127 | 57 | 70 | 120 | 7 | 6 | 40 | 21 | 25 | 35 | 41 | 52 | 23 | 14 | 41 | 59 | 23 | 17 | 11 |
| C% | 30 | 28 | 33 | 30 | 27 | 30 | 30 | 25 | 32 | 34 | 25 | 33 | 32 | 20 | 28 | 36 | 27 | 30 | 32 |

Q3. Is your opinion of Dick Gephardt generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | THINK OF YOURSELF | | | POLITICAL PHILOSOPHY | | | IMPORTANT ISSUE | | | |
|--------------------|--------|--------|----------------|-----------|----------------|----------------|-------------|------------|------------------|-------------------|------|------|----------------------|-----------|----------------|-----------------|-------------|------------|-----|
| | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas Area | South-west | North/South-east | Dem. | Rep. | Ind. | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 12 | 4 | 8 | 9 | 3 | 1 | 2 | 4 | 4 | 1 | 3 | 3 | 0 | 2 | 1 | 3 | 2 | 1 | 3 |
| C% | 3 | 2 | 4 | 2 | 12 | 5 | 2 | 5 | 5 | 1 | 2 | 2 | 0 | 3 | 1 | 2 | 2 | 2 | 9 |
| Favorable | 163 | 69 | 94 | 154 | 9 | 7 | 66 | 34 | 23 | 33 | 98 | 28 | 26 | 34 | 75 | 39 | 39 | 29 | 13 |
| C% | 39 | 34 | 44 | 39 | 35 | 35 | 50 | 40 | 29 | 32 | 61 | 18 | 36 | 48 | 52 | 23 | 46 | 52 | 38 |
| Unfavorable | 195 | 114 | 81 | 185 | 10 | 10 | 58 | 32 | 44 | 51 | 36 | 117 | 31 | 20 | 52 | 112 | 32 | 19 | 12 |
| C% | 46 | 56 | 38 | 47 | 38 | 50 | 44 | 38 | 56 | 49 | 22 | 75 | 42 | 28 | 36 | 67 | 38 | 34 | 35 |
| Heard of/Undecided | 50 | 18 | 32 | 46 | 4 | 2 | 7 | 14 | 8 | 19 | 24 | 9 | 16 | 15 | 16 | 12 | 12 | 7 | 6 |
| C% | 12 | 9 | 15 | 12 | 15 | 10 | 5 | 17 | 10 | 18 | 15 | 6 | 22 | 21 | 11 | 7 | 14 | 13 | 18 |

Q4. Is your opinion of Hillary Clinton generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | THINK OF YOURSELF | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | |
|--------------------|--------|--------|----------------|-----------|----------------|----------------|-------------|------------|------------------|------|-------------------|------|----------|---------------------|----------------|----------|-----------------|------------|-----|
| | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas Area | South-west | North/South-east | Dem. | Rep. | Ind. | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Favorable | 153 | 55 | 98 | 143 | 10 | 9 | 59 | 34 | 21 | 30 | 109 | 12 | 22 | 43 | 69 | 25 | 42 | 28 | 18 |
| C% | 36 | 27 | 46 | 36 | 38 | 45 | 44 | 40 | 27 | 29 | 68 | 8 | 30 | 61 | 48 | 15 | 49 | 50 | 53 |
| Unfavorable | 229 | 134 | 95 | 219 | 10 | 9 | 62 | 37 | 52 | 69 | 34 | 136 | 44 | 18 | 61 | 131 | 34 | 21 | 13 |
| C% | 55 | 65 | 44 | 56 | 38 | 45 | 47 | 44 | 66 | 66 | 21 | 87 | 60 | 25 | 42 | 79 | 40 | 38 | 38 |
| Heard of/Undecided | 37 | 15 | 22 | 31 | 6 | 2 | 12 | 12 | 6 | 5 | 17 | 9 | 7 | 10 | 13 | 10 | 9 | 7 | 3 |
| C% | 9 | 7 | 10 | 8 | 23 | 10 | 9 | 14 | 8 | 5 | 11 | 6 | 10 | 14 | 9 | 6 | 11 | 13 | 9 |

Q5. Is your opinion of John Kerry generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILSOPHY | | | | | IMPORTANT ISSUE | | | |
|--------------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|---------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 15 | 6 | 9 | 13 | 2 | 2 | 9 | 1 | 1 | 2 | 7 | 7 | 0 | 1 | 7 | 6 | 2 | 3 | 2 |
| C% | 4 | 3 | 4 | 3 | 8 | 10 | 7 | 1 | 1 | 2 | 4 | 4 | 0 | 1 | 5 | 4 | 2 | 5 | 6 |
| Favorable | 184 | 78 | 106 | 174 | 10 | 9 | 68 | 40 | 22 | 45 | 120 | 22 | 31 | 49 | 80 | 38 | 41 | 33 | 21 |
| C% | 44 | 38 | 49 | 44 | 38 | 45 | 51 | 48 | 28 | 43 | 75 | 14 | 42 | 69 | 56 | 23 | 48 | 59 | 62 |
| Unfavorable | 150 | 89 | 61 | 143 | 7 | 6 | 36 | 31 | 37 | 40 | 15 | 101 | 28 | 9 | 34 | 93 | 25 | 13 | 5 |
| C% | 36 | 43 | 28 | 36 | 27 | 30 | 27 | 37 | 47 | 38 | 9 | 64 | 38 | 13 | 24 | 56 | 29 | 23 | 15 |
| Heard of/Undecided | 71 | 32 | 39 | 64 | 7 | 3 | 20 | 12 | 19 | 17 | 19 | 27 | 14 | 12 | 23 | 29 | 17 | 7 | 6 |
| C% | 17 | 16 | 18 | 16 | 27 | 15 | 15 | 14 | 24 | 16 | 12 | 17 | 19 | 17 | 16 | 17 | 20 | 13 | 18 |

Q6. Is your opinion of Dick Cheney generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | THINK OF YOURSELF | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | |
|--------------------|--------|--------|----------------|-----------|----------------|----------------|-------------|------------|------------------|------|-------------------|------|----------|---------------------|----------------|----------|-----------------|------------|-----|
| | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas Area | South-west | North/South-east | Dem. | Rep. | Ind. | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 13 | 6 | 7 | 9 | 4 | 1 | 3 | 4 | 3 | 2 | 7 | 4 | 0 | 2 | 4 | 3 | 1 | 3 | 3 |
| C% | 3 | 3 | 3 | 2 | 15 | 5 | 2 | 5 | 4 | 2 | 4 | 3 | 0 | 3 | 3 | 2 | 1 | 5 | 9 |
| Favorable | 177 | 97 | 80 | 169 | 8 | 5 | 51 | 32 | 40 | 49 | 25 | 109 | 32 | 12 | 47 | 110 | 34 | 20 | 10 |
| C% | 42 | 47 | 37 | 43 | 31 | 25 | 38 | 38 | 51 | 47 | 16 | 69 | 44 | 17 | 33 | 66 | 40 | 36 | 29 |
| Unfavorable | 167 | 73 | 94 | 158 | 9 | 9 | 57 | 34 | 25 | 42 | 104 | 19 | 30 | 52 | 68 | 27 | 36 | 26 | 17 |
| C% | 40 | 36 | 44 | 40 | 35 | 45 | 43 | 40 | 32 | 40 | 65 | 12 | 41 | 73 | 47 | 16 | 42 | 46 | 50 |
| Heard of/Undecided | 63 | 29 | 34 | 58 | 5 | 5 | 22 | 14 | 11 | 11 | 25 | 25 | 11 | 5 | 25 | 26 | 14 | 7 | 4 |
| C% | 15 | 14 | 16 | 15 | 19 | 25 | 17 | 17 | 14 | 11 | 16 | 16 | 15 | 7 | 17 | 16 | 16 | 13 | 12 |

Q7. Is your opinion of John Ashcroft generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|--------------------|--------|--------|----------------|-----------|----------------|----------------|-------------|------------|------------------|-------------------|----------------------|------|----------|-----------|----------------|-----------------|-------------|------------|-----|
| | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | | | | | | | | | Dem. | Rep. | Ind. | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 10 | 5 | 5 | 8 | 2 | 2 | 4 | 2 | 1 | 1 | 6 | 2 | 0 | 2 | 3 | 1 | 0 | 2 | 1 |
| C% | 2 | 2 | 2 | 2 | 8 | 10 | 3 | 2 | 1 | 1 | 4 | 1 | 0 | 3 | 2 | 1 | 0 | 4 | 3 |
| Favorable | 229 | 126 | 103 | 215 | 14 | 6 | 73 | 40 | 51 | 59 | 46 | 131 | 40 | 18 | 55 | 134 | 36 | 21 | 17 |
| C% | 55 | 61 | 48 | 55 | 54 | 30 | 55 | 48 | 65 | 57 | 29 | 83 | 55 | 25 | 38 | 81 | 42 | 38 | 50 |
| Unfavorable | 138 | 60 | 78 | 134 | 4 | 10 | 48 | 30 | 16 | 34 | 91 | 10 | 28 | 44 | 67 | 20 | 37 | 23 | 12 |
| C% | 33 | 29 | 36 | 34 | 15 | 50 | 36 | 36 | 20 | 33 | 57 | 6 | 38 | 62 | 47 | 12 | 44 | 41 | 35 |
| Heard of/Undecided | 43 | 14 | 29 | 37 | 6 | 2 | 8 | 12 | 11 | 10 | 18 | 14 | 5 | 7 | 19 | 11 | 12 | 10 | 4 |
| C% | 10 | 7 | 13 | 9 | 23 | 10 | 6 | 14 | 14 | 10 | 11 | 9 | 7 | 10 | 13 | 7 | 14 | 18 | 12 |

Q8. Is your opinion of Ralph Nader generally favorable or generally unfavorable?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|--------------------|--------|------|----------------|------|-----------|----------------|----------------|------------------|------------|------------------|----------------------|------|------|----------|-----------|-----------------|----------|-------------|------------|
| | Total | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Never heard of | 35 | 12 | 23 | 28 | 7 | 3 | 15 | 6 | 6 | 5 | 15 | 14 | 1 | 6 | 13 | 13 | 6 | 5 | 6 |
| C% | 8 | 6 | 11 | 7 | 27 | 15 | 11 | 7 | 8 | 5 | 9 | 9 | 1 | 8 | 9 | 8 | 7 | 9 | 18 |
| Favorable | 75 | 44 | 31 | 71 | 4 | 5 | 22 | 19 | 9 | 20 | 32 | 22 | 15 | 18 | 21 | 23 | 22 | 10 | 3 |
| C% | 18 | 21 | 14 | 18 | 15 | 25 | 17 | 23 | 11 | 19 | 20 | 14 | 21 | 25 | 15 | 14 | 26 | 18 | 9 |
| Unfavorable | 213 | 104 | 109 | 202 | 11 | 10 | 62 | 43 | 43 | 55 | 87 | 83 | 32 | 36 | 72 | 89 | 39 | 29 | 17 |
| C% | 51 | 51 | 51 | 51 | 42 | 50 | 47 | 51 | 54 | 53 | 54 | 53 | 44 | 51 | 50 | 54 | 46 | 52 | 50 |
| Heard of/Undecided | 97 | 45 | 52 | 93 | 4 | 2 | 34 | 16 | 21 | 24 | 27 | 38 | 25 | 11 | 38 | 41 | 18 | 12 | 8 |
| C% | 23 | 22 | 24 | 24 | 15 | 10 | 26 | 19 | 27 | 23 | 17 | 24 | 34 | 15 | 26 | 25 | 21 | 21 | 24 |

Q9. If the Final Election for President were held today and the candidates were George Bush, John Kerry, or Ralph Nader toward whom would you vote or lean?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILSOPHY | | | | | IMPORTANT ISSUE | | | |
|-------------|--------|--------|----------------|-----------|----------------|----------------|-------------|------------|------------------|-------------------|---------------------|------|----------|-----------|----------------|-----------------|-------------|------------|-----|
| | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | | | | | | | | | Dem. | Rep. | Ind. | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 212 | 120 | 92 | 200 | 12 | 6 | 57 | 35 | 51 | 63 | 17 | 144 | 38 | 10 | 50 | 135 | 36 | 16 | 12 |
| C% | 50 | 59 | 43 | 51 | 46 | 30 | 43 | 42 | 65 | 61 | 11 | 92 | 52 | 14 | 35 | 81 | 42 | 29 | 35 |
| Kerry | 163 | 65 | 98 | 155 | 8 | 11 | 61 | 38 | 16 | 37 | 126 | 7 | 21 | 51 | 76 | 21 | 38 | 32 | 17 |
| C% | 39 | 32 | 46 | 39 | 31 | 55 | 46 | 45 | 20 | 36 | 78 | 4 | 29 | 72 | 53 | 13 | 45 | 57 | 50 |
| Nader | 20 | 10 | 10 | 20 | 0 | 2 | 8 | 6 | 2 | 2 | 7 | 2 | 8 | 5 | 9 | 4 | 3 | 6 | 2 |
| C% | 5 | 5 | 5 | 5 | 0 | 10 | 6 | 7 | 3 | 2 | 4 | 1 | 11 | 7 | 6 | 2 | 4 | 11 | 6 |
| Other/Undec | 25 | 10 | 15 | 19 | 6 | 1 | 7 | 5 | 10 | 2 | 11 | 4 | 6 | 5 | 9 | 6 | 8 | 2 | 3 |
| C% | 6 | 5 | 7 | 5 | 23 | 5 | 5 | 6 | 13 | 2 | 7 | 3 | 8 | 7 | 6 | 4 | 9 | 4 | 9 |

Q10. If the Final Election for President were held today and the candidates were George Bush, John Edwards, or Ralph Nader, toward whom would you vote or lean?

===== BANNER 1 =====

| | AREA | | | | | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-------------|--------|------|----------------|------|----------------|----------------|-------------|-----------|-----------------|-------------------|----------------------|------|---------|-----------|----------------|-----------------|-------------|------------|-----|
| | GENDER | | LIKELY TO VOTE | | St. Louis City | St. Louis Subs | Kansas Area | Southwest | North/Southeast | THINK OF YOURSELF | | | Liberal | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | Male | Female | Very | Some-what | City | Area | west | east | Dem. | Rep. | Ind. | eral | erate | tive | onomy | care | ucation | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 199 | 112 | 87 | 188 | 11 | 6 | 55 | 33 | 48 | 57 | 14 | 135 | 36 | 9 | 47 | 128 | 29 | 15 | 10 |
| C% | 47 | 55 | 40 | 48 | 42 | 30 | 41 | 39 | 61 | 55 | 9 | 86 | 49 | 13 | 33 | 77 | 34 | 27 | 29 |
| Edwards | 138 | 54 | 84 | 129 | 9 | 9 | 47 | 32 | 16 | 34 | 102 | 6 | 23 | 43 | 68 | 17 | 35 | 28 | 15 |
| C% | 33 | 26 | 39 | 33 | 35 | 45 | 35 | 38 | 20 | 33 | 63 | 4 | 32 | 61 | 47 | 10 | 41 | 50 | 44 |
| Nader | 24 | 13 | 11 | 21 | 3 | 1 | 10 | 6 | 4 | 3 | 11 | 4 | 6 | 5 | 9 | 6 | 6 | 6 | 2 |
| C% | 6 | 6 | 5 | 5 | 12 | 5 | 8 | 7 | 5 | 3 | 7 | 3 | 8 | 7 | 6 | 4 | 7 | 11 | 6 |
| Other/Undec | 59 | 26 | 33 | 56 | 3 | 4 | 21 | 13 | 11 | 10 | 34 | 12 | 8 | 14 | 20 | 15 | 15 | 7 | 7 |
| C% | 14 | 13 | 15 | 14 | 12 | 20 | 16 | 15 | 14 | 10 | 21 | 8 | 11 | 20 | 14 | 9 | 18 | 13 | 21 |

Q11. If the Final Election for Governor were held today and the candidates were Bob Holden, Matt Blunt, or Randy Langkraehr, toward whom would you vote or lean?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|--------------------------|--------|------|----------------|------|-----------|------|------|--------|--------|--------|----------------------|------|------|------|-------|-----------------|-------|--------|-------|
| | Total | Male | Female | Very | Some-what | St. | St. | Kansas | South- | North/ | THINK OF YOURSELF | | | Lib- | Mod- | Con- | Ec- | Health | Ed- |
| | | | | | | City | Subs | Area | west | South- | Dem. | Rep. | Ind. | eral | erate | serva- | onomy | care | ucat- |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Holden (Democrat) | 127 | 52 | 75 | 118 | 9 | 10 | 48 | 33 | 12 | 24 | 76 | 22 | 19 | 34 | 56 | 24 | 26 | 26 | 14 |
| C% | 30 | 25 | 35 | 30 | 35 | 50 | 36 | 39 | 15 | 23 | 47 | 14 | 26 | 48 | 39 | 14 | 31 | 46 | 41 |
| Blunt (Republican) | 161 | 98 | 63 | 153 | 8 | 4 | 46 | 19 | 42 | 50 | 31 | 97 | 26 | 13 | 36 | 102 | 38 | 12 | 10 |
| C% | 38 | 48 | 29 | 39 | 31 | 20 | 35 | 23 | 53 | 48 | 19 | 62 | 36 | 18 | 25 | 61 | 45 | 21 | 29 |
| Langkraehr (Libertarian) | 6 | 4 | 2 | 6 | 0 | 0 | 3 | 0 | 3 | 0 | 4 | 1 | 0 | 4 | 1 | 1 | 2 | 1 | 0 |
| C% | 1 | 2 | 1 | 2 | 0 | 0 | 2 | 0 | 4 | 0 | 2 | 1 | 0 | 6 | 1 | 1 | 2 | 2 | 0 |
| Other/Undec | 126 | 51 | 75 | 117 | 9 | 6 | 36 | 32 | 22 | 30 | 50 | 37 | 28 | 20 | 51 | 39 | 19 | 17 | 10 |
| C% | 30 | 25 | 35 | 30 | 35 | 30 | 27 | 38 | 28 | 29 | 31 | 24 | 38 | 28 | 35 | 23 | 22 | 30 | 29 |

Q12. Who do you trust to do a better job with the economy?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------|--------|------|----------------|------|-----------|----------------|----------------|------------------|------------|------------------|----------------------|------|------|----------|-----------|-----------------|----------|-------------|------------|
| | Total | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 162 | 90 | 72 | 155 | 7 | 5 | 42 | 27 | 42 | 46 | 6 | 113 | 33 | 9 | 33 | 105 | 26 | 11 | 9 |
| C% | 39 | 44 | 33 | 39 | 27 | 25 | 32 | 32 | 53 | 44 | 4 | 72 | 45 | 13 | 23 | 63 | 31 | 20 | 26 |
| Kerry | 131 | 51 | 80 | 127 | 4 | 6 | 54 | 27 | 12 | 32 | 106 | 4 | 15 | 41 | 57 | 21 | 31 | 21 | 13 |
| C% | 31 | 25 | 37 | 32 | 15 | 30 | 41 | 32 | 15 | 31 | 66 | 3 | 21 | 58 | 40 | 13 | 36 | 38 | 38 |
| Neither | 39 | 21 | 18 | 33 | 6 | 3 | 9 | 13 | 6 | 8 | 18 | 9 | 8 | 11 | 14 | 7 | 13 | 7 | 6 |
| C% | 9 | 10 | 8 | 8 | 23 | 15 | 7 | 15 | 8 | 8 | 11 | 6 | 11 | 15 | 10 | 4 | 15 | 13 | 18 |
| Other | 12 | 8 | 4 | 10 | 2 | 2 | 3 | 6 | 1 | 0 | 4 | 5 | 2 | 3 | 5 | 4 | 4 | 3 | 1 |
| C% | 3 | 4 | 2 | 3 | 8 | 10 | 2 | 7 | 1 | 0 | 2 | 3 | 3 | 4 | 3 | 2 | 5 | 5 | 3 |
| Undecided | 76 | 35 | 41 | 69 | 7 | 4 | 25 | 11 | 18 | 18 | 27 | 26 | 15 | 7 | 35 | 29 | 11 | 14 | 5 |
| C% | 18 | 17 | 19 | 18 | 27 | 20 | 19 | 13 | 23 | 17 | 17 | 17 | 21 | 10 | 24 | 17 | 13 | 25 | 15 |

Q13. Who do you trust to do a better job with IRAQ?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | THINK OF YOURSELF | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | |
|-----------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|-------------------|------|------|---------------------|---------------|------------------------|-----------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | Dem. | Rep. | Ind. | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 225 | 128 | 97 | 213 | 12 | 8 | 62 | 36 | 53 | 66 | 26 | 144 | 42 | 15 | 56 | 138 | 40 | 22 | 13 |
| C% | 54 | 62 | 45 | 54 | 46 | 40 | 47 | 43 | 67 | 63 | 16 | 92 | 58 | 21 | 39 | 83 | 47 | 39 | 38 |
| Kerry | 110 | 41 | 69 | 106 | 4 | 7 | 44 | 21 | 10 | 28 | 85 | 2 | 15 | 37 | 47 | 16 | 28 | 18 | 11 |
| C% | 26 | 20 | 32 | 27 | 15 | 35 | 33 | 25 | 13 | 27 | 53 | 1 | 21 | 52 | 33 | 10 | 33 | 32 | 32 |
| Neither | 24 | 9 | 15 | 21 | 3 | 1 | 7 | 9 | 4 | 3 | 13 | 3 | 5 | 5 | 12 | 3 | 2 | 6 | 6 |
| C% | 6 | 4 | 7 | 5 | 12 | 5 | 5 | 11 | 5 | 3 | 8 | 2 | 7 | 7 | 8 | 2 | 2 | 11 | 18 |
| Other | 6 | 4 | 2 | 4 | 2 | 1 | 1 | 4 | 0 | 0 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 0 | 0 |
| C% | 1 | 2 | 1 | 1 | 8 | 5 | 1 | 5 | 0 | 0 | 2 | 1 | 3 | 4 | 1 | 1 | 4 | 0 | 0 |
| Undecided | 54 | 23 | 31 | 49 | 5 | 3 | 18 | 14 | 12 | 7 | 33 | 7 | 9 | 10 | 28 | 7 | 12 | 10 | 4 |
| C% | 13 | 11 | 14 | 12 | 19 | 15 | 14 | 17 | 15 | 7 | 20 | 4 | 12 | 14 | 19 | 4 | 14 | 18 | 12 |
| Refused | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |

Q14. Who do you trust to do a better job with creating job?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | | |
|-----------|--------|------|----------------|------|---------------|---------------|---------------|--------------|--------|----------------------|------|------|------|------|-----------------|------|--------|------|--------------|
| | ----- | | ----- | | St. | St. | Kansas | South- | North/ | THINK OF YOURSELF | | | Lib- | Mod- | Con- | Ec- | Health | Ed- | |
| | Total | Male | Female | Very | Some- what | Louis City | Louis Subs | City Area | west | South- east | Dem. | Rep. | Ind. | eral | erate | tive | onomy | care | ucat- ion |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 138 | 80 | 58 | 131 | 7 | 5 | 32 | 20 | 37 | 44 | 6 | 97 | 23 | 8 | 26 | 92 | 22 | 5 | 8 |
| C% | 33 | 39 | 27 | 33 | 27 | 25 | 24 | 24 | 47 | 42 | 4 | 62 | 32 | 11 | 18 | 55 | 26 | 9 | 24 |
| Kerry | 153 | 64 | 89 | 146 | 7 | 10 | 62 | 33 | 14 | 34 | 116 | 10 | 19 | 45 | 71 | 23 | 34 | 28 | 14 |
| C% | 36 | 31 | 41 | 37 | 27 | 50 | 47 | 39 | 18 | 33 | 72 | 6 | 26 | 63 | 49 | 14 | 40 | 50 | 41 |
| Neither | 46 | 25 | 21 | 44 | 2 | 3 | 16 | 13 | 9 | 5 | 6 | 22 | 13 | 5 | 15 | 21 | 12 | 7 | 7 |
| C% | 11 | 12 | 10 | 11 | 8 | 15 | 12 | 15 | 11 | 5 | 4 | 14 | 18 | 7 | 10 | 13 | 14 | 13 | 21 |
| Other | 15 | 7 | 8 | 12 | 3 | 2 | 3 | 7 | 2 | 1 | 7 | 5 | 3 | 6 | 7 | 2 | 5 | 3 | 2 |
| C% | 4 | 3 | 4 | 3 | 12 | 10 | 2 | 8 | 3 | 1 | 4 | 3 | 4 | 8 | 5 | 1 | 6 | 5 | 6 |
| Undecided | 68 | 29 | 39 | 61 | 7 | 0 | 20 | 11 | 17 | 20 | 26 | 23 | 15 | 7 | 25 | 28 | 12 | 13 | 3 |
| C% | 16 | 14 | 18 | 15 | 27 | 0 | 15 | 13 | 22 | 19 | 16 | 15 | 21 | 10 | 17 | 17 | 14 | 23 | 9 |

Q15. Who do you trust to do a better job with U.S. campaign against terrorism?

===== BANNER 1 =====

| | AREA | | | | | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------|--------|------|----------------|------|----------------|----------------|------------------|------------|------------------|-------------------|----------------------|------|----------|-----------|----------------|-----------------|-------------|------------|------|
| | GENDER | | LIKELY TO VOTE | | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| | Total | Male | Female | Very | | | | | | Some-what | Dem. | Rep. | | | | | | | Ind. |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 234 | 133 | 101 | 220 | 14 | 8 | 69 | 38 | 55 | 64 | 30 | 143 | 45 | 17 | 60 | 138 | 44 | 21 | 13 |
| C% | 56 | 65 | 47 | 56 | 54 | 40 | 52 | 45 | 70 | 62 | 19 | 91 | 62 | 24 | 42 | 83 | 52 | 38 | 38 |
| Kerry | 102 | 38 | 64 | 97 | 5 | 10 | 35 | 24 | 8 | 25 | 84 | 3 | 9 | 38 | 43 | 11 | 22 | 18 | 13 |
| C% | 24 | 19 | 30 | 25 | 19 | 50 | 26 | 29 | 10 | 24 | 52 | 2 | 12 | 54 | 30 | 7 | 26 | 32 | 38 |
| Neither | 17 | 9 | 8 | 13 | 4 | 0 | 6 | 3 | 3 | 5 | 8 | 2 | 5 | 4 | 7 | 3 | 5 | 4 | 2 |
| C% | 4 | 4 | 4 | 3 | 15 | 0 | 5 | 4 | 4 | 5 | 5 | 1 | 7 | 6 | 5 | 2 | 6 | 7 | 6 |
| Other | 13 | 6 | 7 | 12 | 1 | 1 | 2 | 6 | 3 | 1 | 6 | 3 | 3 | 5 | 5 | 3 | 4 | 2 | 1 |
| C% | 3 | 3 | 3 | 3 | 4 | 5 | 2 | 7 | 4 | 1 | 4 | 2 | 4 | 7 | 3 | 2 | 5 | 4 | 3 |
| Undecided | 53 | 19 | 34 | 51 | 2 | 1 | 21 | 13 | 10 | 8 | 33 | 6 | 11 | 7 | 29 | 10 | 10 | 11 | 5 |
| C% | 13 | 9 | 16 | 13 | 8 | 5 | 16 | 15 | 13 | 8 | 20 | 4 | 15 | 10 | 20 | 6 | 12 | 20 | 15 |
| Refused | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |

Q16. Who do you trust to do a better job with health care?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | THINK OF YOURSELF | | | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | |
|-----------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|------|------|------|--------------|---------------------|------------------------|--------------|-----------------|---------------------|--|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | Dem. | Rep. | Ind. | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion | |
| | | | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Bush | 123 | 65 | 58 | 117 | 6 | 6 | 27 | 18 | 30 | 42 | 7 | 86 | 21 | 10 | 23 | 79 | 24 | 6 | 5 | |
| C% | 29 | 32 | 27 | 30 | 23 | 30 | 20 | 21 | 38 | 40 | 4 | 55 | 29 | 14 | 16 | 48 | 28 | 11 | 15 | |
| Kerry | 157 | 68 | 89 | 150 | 7 | 12 | 62 | 33 | 16 | 34 | 112 | 11 | 24 | 43 | 75 | 25 | 34 | 28 | 15 | |
| C% | 37 | 33 | 41 | 38 | 27 | 60 | 47 | 39 | 20 | 33 | 70 | 7 | 33 | 61 | 52 | 15 | 40 | 50 | 44 | |
| Neither | 34 | 19 | 15 | 32 | 2 | 0 | 14 | 6 | 7 | 7 | 7 | 17 | 8 | 3 | 13 | 14 | 7 | 6 | 5 | |
| C% | 8 | 9 | 7 | 8 | 8 | 0 | 11 | 7 | 9 | 7 | 4 | 11 | 11 | 4 | 9 | 8 | 8 | 11 | 15 | |
| Other | 14 | 8 | 6 | 11 | 3 | 1 | 3 | 7 | 3 | 0 | 7 | 5 | 2 | 4 | 4 | 3 | 6 | 2 | 0 | |
| C% | 3 | 4 | 3 | 3 | 12 | 5 | 2 | 8 | 4 | 0 | 4 | 3 | 3 | 6 | 3 | 2 | 7 | 4 | 0 | |
| Undecided | 92 | 45 | 47 | 84 | 8 | 1 | 27 | 20 | 23 | 21 | 28 | 38 | 18 | 11 | 29 | 45 | 14 | 14 | 9 | |
| C% | 22 | 22 | 22 | 21 | 31 | 5 | 20 | 24 | 29 | 20 | 17 | 24 | 25 | 15 | 20 | 27 | 16 | 25 | 26 | |

Q17. Who do you trust to do a better job with balancing the budget?

===== BANNER 1 =====

| | AREA | | | | | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------|--------|------|----------------|------|----------------|----------------|------------------|-----------|-----------------|-------------------|----------------------|------|---------|----------|--------------|-----------------|-------------|-----------|------|
| | GENDER | | LIKELY TO VOTE | | St. Louis City | St. Louis Subs | Kansas City Area | Southwest | North/Southeast | THINK OF YOURSELF | | | Liberal | Moderate | Conservative | Economy | Health care | Education | |
| | Total | Male | Female | Very | | | | | | Some-what | Dem. | Rep. | | | | | | | Ind. |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 108 | 59 | 49 | 103 | 5 | 5 | 24 | 16 | 29 | 34 | 5 | 77 | 19 | 5 | 22 | 72 | 16 | 9 | 7 |
| C% | 26 | 29 | 23 | 26 | 19 | 25 | 18 | 19 | 37 | 33 | 3 | 49 | 26 | 7 | 15 | 43 | 19 | 16 | 21 |
| Kerry | 151 | 68 | 83 | 144 | 7 | 11 | 56 | 29 | 16 | 39 | 106 | 15 | 20 | 47 | 66 | 26 | 43 | 22 | 12 |
| C% | 36 | 33 | 39 | 37 | 27 | 55 | 42 | 35 | 20 | 38 | 66 | 10 | 27 | 66 | 46 | 16 | 51 | 39 | 35 |
| Neither | 60 | 33 | 27 | 56 | 4 | 3 | 19 | 11 | 15 | 12 | 10 | 28 | 16 | 6 | 22 | 24 | 14 | 9 | 10 |
| C% | 14 | 16 | 13 | 14 | 15 | 15 | 14 | 13 | 19 | 12 | 6 | 18 | 22 | 8 | 15 | 14 | 16 | 16 | 29 |
| Other | 18 | 8 | 10 | 15 | 3 | 0 | 5 | 9 | 3 | 1 | 12 | 5 | 0 | 4 | 10 | 2 | 4 | 4 | 1 |
| C% | 4 | 4 | 5 | 4 | 12 | 0 | 4 | 11 | 4 | 1 | 7 | 3 | 0 | 6 | 7 | 1 | 5 | 7 | 3 |
| Undecided | 82 | 37 | 45 | 75 | 7 | 1 | 29 | 19 | 16 | 17 | 28 | 32 | 18 | 9 | 24 | 41 | 8 | 12 | 4 |
| C% | 20 | 18 | 21 | 19 | 27 | 5 | 22 | 23 | 20 | 16 | 17 | 20 | 25 | 13 | 17 | 25 | 9 | 21 | 12 |
| Refused | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |

Q18. Who do you trust to do a better job with education?

===== BANNER 1 =====

| | ===== | | | | | | | | | | | | | | | | | | |
|-----------|----------------|--------|-----------|------|------|----------------|----------------|------------------|------------|------------------|---------------------|------|------|----------|-----------|-----------------|----------|-------------|------------|
| | LIKELY TO VOTE | | | | | AREA | | | | | POLITICAL PHILSOPHY | | | | | IMPORTANT ISSUE | | | |
| | GENDER | | Some-what | | | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| Total | Male | Female | Very | what | City | City | Area | west | east | Dem. | Rep. | Ind. | eral | erate | ive | omy | care | ion | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 156 | 87 | 69 | 148 | 8 | 6 | 41 | 26 | 39 | 44 | 10 | 109 | 27 | 9 | 35 | 98 | 28 | 12 | 8 |
| C% | 37 | 42 | 32 | 38 | 31 | 30 | 31 | 31 | 49 | 42 | 6 | 69 | 37 | 13 | 24 | 59 | 33 | 21 | 24 |
| Kerry | 143 | 59 | 84 | 138 | 5 | 9 | 55 | 31 | 12 | 36 | 112 | 5 | 20 | 46 | 64 | 20 | 34 | 24 | 14 |
| C% | 34 | 29 | 39 | 35 | 19 | 45 | 41 | 37 | 15 | 35 | 70 | 3 | 27 | 65 | 44 | 12 | 40 | 43 | 41 |
| Neither | 35 | 20 | 15 | 34 | 1 | 1 | 12 | 6 | 6 | 10 | 7 | 14 | 11 | 5 | 15 | 13 | 6 | 8 | 4 |
| C% | 8 | 10 | 7 | 9 | 4 | 5 | 9 | 7 | 8 | 10 | 4 | 9 | 15 | 7 | 10 | 8 | 7 | 14 | 12 |
| Other | 18 | 10 | 8 | 16 | 2 | 3 | 5 | 7 | 3 | 0 | 8 | 7 | 2 | 4 | 9 | 4 | 4 | 5 | 1 |
| C% | 4 | 5 | 4 | 4 | 8 | 15 | 4 | 8 | 4 | 0 | 5 | 4 | 3 | 6 | 6 | 2 | 5 | 9 | 3 |
| Undecided | 67 | 29 | 38 | 57 | 10 | 1 | 20 | 14 | 19 | 13 | 24 | 22 | 13 | 7 | 21 | 30 | 13 | 7 | 7 |
| C% | 16 | 14 | 18 | 14 | 38 | 5 | 15 | 17 | 24 | 13 | 15 | 14 | 18 | 10 | 15 | 18 | 15 | 13 | 21 |
| Refused | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |

Q19. Do you believe the U.S. involvement in Iraq Has OR Has not increased domestic security?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-------------------------------------|--------|------|----------------|------|-----------|------|------|--------|--------|------------|----------------------|------|------|------|-------|-----------------|-------|--------|-------|
| | Total | Male | Female | Very | Some-what | St. | St. | Kansas | South- | North/ | THINK OF YOURSELF | | | Lib- | Mod- | Con- | Ec- | Health | Ed- |
| | | | | | | City | Subs | Area | west | South-east | Dem. | Rep. | Ind. | eral | erate | serva- | onomy | care | ucat- |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Has increased domestic security | 225 | 114 | 111 | 209 | 16 | 9 | 66 | 37 | 49 | 64 | 53 | 115 | 42 | 19 | 66 | 124 | 47 | 20 | 18 |
| C% | 54 | 56 | 52 | 53 | 62 | 45 | 50 | 44 | 62 | 62 | 33 | 73 | 58 | 27 | 46 | 75 | 55 | 36 | 53 |
| Has Not increased domestic security | 148 | 69 | 79 | 143 | 5 | 9 | 52 | 37 | 20 | 30 | 88 | 31 | 18 | 47 | 64 | 27 | 33 | 32 | 15 |
| C% | 35 | 34 | 37 | 36 | 19 | 45 | 39 | 44 | 25 | 29 | 55 | 20 | 25 | 66 | 44 | 16 | 39 | 57 | 44 |
| Undecided | 46 | 22 | 24 | 41 | 5 | 2 | 15 | 9 | 10 | 10 | 20 | 11 | 12 | 5 | 14 | 15 | 4 | 4 | 1 |
| C% | 11 | 11 | 11 | 10 | 19 | 10 | 11 | 11 | 13 | 10 | 12 | 7 | 16 | 7 | 10 | 9 | 5 | 7 | 3 |
| Refused | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |

Q20. Do you believe the U.S. involvement in Iraq will or will not increase long-term security in the U.S.?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|--------------------------------------|--------|------|----------------|------|-----------|------|------|-----------|--------|------------|----------------------|------|------|------|-------|-----------------|-------|--------|-------|
| | Total | Male | Female | Very | Some-what | St. | St. | Kansas | South- | North/ | THINK OF YOURSELF | | | Lib- | Mod- | Con- | Ec- | Health | Ed- |
| | | | | | | City | Subs | City Area | west | South-east | Dem. | Rep. | Ind. | eral | erate | serva- | onomy | care | ucat- |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Will increase long-term security | 212 | 116 | 96 | 200 | 12 | 9 | 58 | 32 | 45 | 68 | 46 | 117 | 36 | 15 | 64 | 119 | 40 | 15 | 14 |
| C% | 50 | 57 | 45 | 51 | 46 | 45 | 44 | 38 | 57 | 65 | 29 | 75 | 49 | 21 | 44 | 72 | 47 | 27 | 41 |
| Will Not increase long-term security | 151 | 67 | 84 | 141 | 10 | 9 | 59 | 40 | 20 | 23 | 92 | 23 | 22 | 46 | 61 | 27 | 40 | 30 | 16 |
| C% | 36 | 33 | 39 | 36 | 38 | 45 | 44 | 48 | 25 | 22 | 57 | 15 | 30 | 65 | 42 | 16 | 47 | 54 | 47 |
| Undecided | 54 | 21 | 33 | 50 | 4 | 2 | 15 | 11 | 14 | 12 | 23 | 16 | 13 | 10 | 19 | 18 | 3 | 11 | 4 |
| C% | 13 | 10 | 15 | 13 | 15 | 10 | 11 | 13 | 18 | 12 | 14 | 10 | 18 | 14 | 13 | 11 | 4 | 20 | 12 |
| Refused | 3 | 1 | 2 | 3 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 0 | 2 | 2 | 0 | 0 |
| C% | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 3 | 0 | 0 | 1 | 2 | 0 | 0 |

Q21. Before the war began, do you think that the Bush Administration exaggerated its evidence that Iraq had weapons of mass destruction?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------------------------|--------|------|----------------|------|-----------|------|------|--------|--------|--------|----------------------|------|------|------|-------|-----------------|-------|--------|-------|
| | Total | Male | Female | Very | Some-what | St. | St. | Kansas | South- | North/ | THINK OF YOURSELF | | | Lib- | Mod- | Con- | Ec- | Health | Ed- |
| | | | | | | City | Subs | Area | west | South- | Dem. | Rep. | Ind. | eral | erate | serva- | onomy | care | ucat- |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Exaggerated evidence | 196 | 88 | 108 | 187 | 9 | 12 | 68 | 44 | 25 | 47 | 116 | 34 | 35 | 56 | 85 | 38 | 49 | 38 | 20 |
| C% | 47 | 43 | 50 | 47 | 35 | 60 | 51 | 52 | 32 | 45 | 72 | 22 | 48 | 79 | 59 | 23 | 58 | 68 | 59 |
| Did not exaggerate evidence | 178 | 95 | 83 | 164 | 14 | 7 | 50 | 29 | 48 | 44 | 31 | 101 | 34 | 11 | 46 | 103 | 31 | 13 | 10 |
| C% | 42 | 46 | 39 | 42 | 54 | 35 | 38 | 35 | 61 | 42 | 19 | 64 | 47 | 15 | 32 | 62 | 36 | 23 | 29 |
| Undecided | 44 | 21 | 23 | 41 | 3 | 1 | 15 | 10 | 6 | 12 | 13 | 22 | 4 | 4 | 13 | 24 | 5 | 5 | 4 |
| C% | 10 | 10 | 11 | 10 | 12 | 5 | 11 | 12 | 8 | 12 | 8 | 14 | 5 | 6 | 9 | 14 | 6 | 9 | 12 |
| Refused | 2 | 1 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |

Q22. Economically speaking, are you better or worse off than you were four years ago?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------|--------|------|----------------|------|-----------|----------------|----------------|------------------|------------|------------------|----------------------|------|------|----------|-----------|-----------------|----------|-------------|------------|
| | Total | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Better | 138 | 85 | 53 | 134 | 4 | 4 | 51 | 20 | 35 | 28 | 19 | 83 | 25 | 16 | 36 | 79 | 26 | 13 | 8 |
| C% | 33 | 41 | 25 | 34 | 15 | 20 | 38 | 24 | 44 | 27 | 12 | 53 | 34 | 23 | 25 | 48 | 31 | 23 | 24 |
| Worse | 131 | 51 | 80 | 118 | 13 | 9 | 45 | 34 | 19 | 24 | 84 | 18 | 19 | 32 | 65 | 17 | 32 | 26 | 11 |
| C% | 31 | 25 | 37 | 30 | 50 | 45 | 34 | 40 | 24 | 23 | 52 | 11 | 26 | 45 | 45 | 10 | 38 | 46 | 32 |
| Same | 138 | 66 | 72 | 130 | 8 | 7 | 32 | 28 | 24 | 47 | 53 | 50 | 28 | 22 | 38 | 64 | 26 | 13 | 11 |
| C% | 33 | 32 | 33 | 33 | 31 | 35 | 24 | 33 | 30 | 45 | 33 | 32 | 38 | 31 | 26 | 39 | 31 | 23 | 32 |
| Undecided | 13 | 3 | 10 | 12 | 1 | 0 | 5 | 2 | 1 | 5 | 5 | 6 | 1 | 1 | 5 | 6 | 1 | 4 | 4 |
| C% | 3 | 1 | 5 | 3 | 4 | 0 | 4 | 2 | 1 | 5 | 3 | 4 | 1 | 1 | 3 | 4 | 1 | 7 | 12 |

Q23. What issue is most important to you as we enter the Presidential Election?

===== BANNER 1 =====

| | Total | GENDER | | LIKELY TO VOTE | | AREA | | | | | THINK OF YOURSELF | | | POLITICAL PHILOSOPHY | | | IMPORTANT ISSUE | | |
|--------------------|-------|--------|--------|----------------|-----------|----------------|----------------|------------------|------------|------------------|-------------------|------|------|----------------------|-----------|----------------|-----------------|-------------|------------|
| | | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | Dem. | Rep. | Ind. | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| | | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Abortion | 12 | 5 | 7 | 11 | 1 | 1 | 4 | 2 | 1 | 4 | 1 | 10 | 1 | 1 | 0 | 8 | 0 | 0 | 0 |
| | C% | 3 | 2 | 3 | 4 | 5 | 3 | 2 | 1 | 4 | 1 | 6 | 1 | 1 | 0 | 5 | 0 | 0 | 0 |
| Civil rights | 3 | 1 | 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| | C% | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 |
| Economy | 85 | 52 | 33 | 78 | 7 | 7 | 30 | 15 | 13 | 20 | 33 | 29 | 18 | 21 | 25 | 31 | 85 | 0 | 0 |
| | C% | 20 | 25 | 15 | 20 | 27 | 35 | 23 | 18 | 19 | 20 | 18 | 25 | 30 | 17 | 19 | 100 | 0 | 0 |
| Education | 34 | 8 | 26 | 32 | 2 | 1 | 10 | 6 | 9 | 8 | 17 | 7 | 7 | 3 | 18 | 11 | 0 | 0 | 34 |
| | C% | 8 | 4 | 12 | 8 | 5 | 8 | 7 | 11 | 8 | 11 | 4 | 10 | 4 | 13 | 7 | 0 | 0 | 100 |
| Environment | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Fighting terrorism | 33 | 24 | 9 | 32 | 1 | 2 | 7 | 9 | 4 | 11 | 6 | 23 | 3 | 3 | 3 | 26 | 0 | 0 | 0 |
| | C% | 8 | 12 | 4 | 8 | 4 | 10 | 5 | 11 | 5 | 4 | 15 | 4 | 4 | 2 | 16 | 0 | 0 | 0 |
| Foreign policy | 7 | 5 | 2 | 7 | 0 | 0 | 1 | 1 | 1 | 4 | 2 | 4 | 1 | 2 | 3 | 2 | 0 | 0 | 0 |
| | C% | 2 | 2 | 1 | 2 | 0 | 1 | 1 | 1 | 4 | 1 | 3 | 1 | 3 | 2 | 1 | 0 | 0 | 0 |
| Health care | 56 | 19 | 37 | 52 | 4 | 4 | 21 | 14 | 6 | 11 | 28 | 13 | 11 | 10 | 30 | 13 | 0 | 56 | 0 |
| | C% | 13 | 9 | 17 | 13 | 15 | 20 | 16 | 17 | 8 | 17 | 8 | 15 | 14 | 21 | 8 | 0 | 100 | 0 |
| Immigration | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| Public safety | 3 | 1 | 2 | 3 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| Social security | 16 | 8 | 8 | 15 | 1 | 0 | 6 | 3 | 2 | 5 | 9 | 4 | 2 | 1 | 7 | 7 | 0 | 0 | 0 |
| | C% | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 6 | 3 | 3 | 1 | 5 | 4 | 0 | 0 | 0 |
| Taxes | 6 | 5 | 1 | 5 | 1 | 0 | 1 | 0 | 0 | 5 | 2 | 3 | 1 | 3 | 0 | 3 | 0 | 0 | 0 |
| | C% | 1 | 2 | 0 | 1 | 4 | 1 | 0 | 0 | 5 | 1 | 2 | 1 | 4 | 0 | 2 | 0 | 0 | 0 |
| War in Iraq | 21 | 4 | 17 | 21 | 0 | 1 | 3 | 4 | 7 | 6 | 16 | 2 | 2 | 6 | 6 | 3 | 0 | 0 | 0 |
| | C% | 5 | 2 | 8 | 5 | 0 | 5 | 2 | 9 | 6 | 10 | 1 | 3 | 8 | 4 | 2 | 0 | 0 | 0 |
| War on Drugs | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |

Q23. What issue is most important to you as we enter the Presidential Election?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | | AREA | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|----------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Liberal | | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | Lib- eral | Mod- erate | | | | |
| Jobs | 4 | 2 | 2 | 4 | 0 | 2 | 0 | 0 | 2 | 0 | 4 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 0 |
| C% | 1 | 1 | 1 | 1 | 0 | 10 | 0 | 0 | 3 | 0 | 2 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 |
| National security | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Moral character/value | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Other | 99 | 54 | 45 | 93 | 6 | 2 | 35 | 22 | 15 | 25 | 29 | 44 | 18 | 11 | 34 | 46 | 0 | 0 | 0 |
| C% | 24 | 26 | 21 | 24 | 23 | 10 | 26 | 26 | 19 | 24 | 18 | 28 | 25 | 15 | 24 | 28 | 0 | 0 | 0 |
| Undecided | 34 | 14 | 20 | 31 | 3 | 0 | 8 | 6 | 15 | 5 | 10 | 12 | 7 | 5 | 14 | 10 | 0 | 0 | 0 |
| C% | 8 | 7 | 9 | 8 | 12 | 0 | 6 | 7 | 19 | 5 | 6 | 8 | 10 | 7 | 10 | 6 | 0 | 0 | 0 |
| Refused | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |

Q24. Do you favor or oppose same sex marriage, which would give homosexual couples the same legal rights as heterosexual couples?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------|--------|------|----------------|------|-----------|----------------|----------------|------------------|------------|------------------|----------------------|------|------|----------|-----------|-----------------|----------|-------------|------------|
| | Total | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Favor | 94 | 42 | 52 | 87 | 7 | 6 | 26 | 21 | 15 | 26 | 56 | 14 | 13 | 44 | 38 | 6 | 18 | 18 | 11 |
| C% | 22 | 20 | 24 | 22 | 27 | 30 | 20 | 25 | 19 | 25 | 35 | 9 | 18 | 62 | 26 | 4 | 21 | 32 | 32 |
| Oppose | 285 | 148 | 137 | 267 | 18 | 10 | 87 | 57 | 61 | 70 | 83 | 131 | 54 | 21 | 87 | 147 | 59 | 32 | 19 |
| C% | 68 | 72 | 64 | 68 | 69 | 50 | 65 | 68 | 77 | 67 | 52 | 83 | 74 | 30 | 60 | 89 | 69 | 57 | 56 |
| Undecided | 40 | 14 | 26 | 39 | 1 | 4 | 19 | 6 | 3 | 8 | 22 | 11 | 6 | 6 | 19 | 12 | 8 | 6 | 4 |
| C% | 10 | 7 | 12 | 10 | 4 | 20 | 14 | 7 | 4 | 8 | 14 | 7 | 8 | 8 | 13 | 7 | 9 | 11 | 12 |
| Refused | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |

Q25. Do you favor or oppose allowing homosexual couples to form civil unions, which would give homosexual couples the same legal rights as heterosexual couples?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-----------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|----------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Favor | 191 | 91 | 100 | 178 | 13 | 12 | 67 | 39 | 31 | 42 | 85 | 56 | 37 | 56 | 67 | 55 | 40 | 26 | 21 |
| C% | 45 | 44 | 47 | 45 | 50 | 60 | 50 | 46 | 39 | 40 | 53 | 36 | 51 | 79 | 47 | 33 | 47 | 46 | 62 |
| Oppose | 182 | 92 | 90 | 169 | 13 | 8 | 50 | 33 | 41 | 50 | 57 | 84 | 28 | 13 | 53 | 96 | 35 | 24 | 10 |
| C% | 43 | 45 | 42 | 43 | 50 | 40 | 38 | 39 | 52 | 48 | 35 | 54 | 38 | 18 | 37 | 58 | 41 | 43 | 29 |
| Undecided | 45 | 22 | 23 | 45 | 0 | 0 | 15 | 11 | 7 | 12 | 18 | 17 | 7 | 2 | 24 | 14 | 9 | 6 | 3 |
| C% | 11 | 11 | 11 | 11 | 0 | 0 | 11 | 13 | 9 | 12 | 11 | 11 | 10 | 3 | 17 | 8 | 11 | 11 | 9 |
| Refused | 2 | 0 | 2 | 2 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| C% | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |

Q26. Do you support a U. S. constitutional amendment defining marriage as consisting only of a union between a man and a woman?"

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|----------------|--------|-----------|------|----------------|----------------|-------------|------------|------------------|---------------------|------|------|----------|-----------|----------------|----------|-------------|------------|-----|
| | | | | | | | | | | | IMPORTANT ISSUE | | | | | | | | | |
| | | LIKELY TO VOTE | | | | AREA | | | | | POLITICAL PHILSOPHY | | | | | | | | | |
| | | GENDER | | Some-what | | St. Louis City | St. Louis Subs | Kansas Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation | |
| Total | C% | Male | Female | Very | what | City | Area | Area | west | east | Dem. | Rep. | Ind. | eral | erate | tive | onmy | care | ion | |
| Total | | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Support | | 243 | 122 | 121 | 226 | 17 | 8 | 70 | 48 | 55 | 62 | 72 | 113 | 42 | 15 | 70 | 127 | 44 | 29 | 15 |
| | C% | 58 | 60 | 56 | 57 | 65 | 40 | 53 | 57 | 70 | 60 | 45 | 72 | 58 | 21 | 49 | 77 | 52 | 52 | 44 |
| Oppose | | 135 | 67 | 68 | 128 | 7 | 11 | 47 | 28 | 14 | 35 | 72 | 29 | 22 | 51 | 58 | 21 | 36 | 23 | 15 |
| | C% | 32 | 33 | 32 | 32 | 27 | 55 | 35 | 33 | 18 | 34 | 45 | 18 | 30 | 72 | 40 | 13 | 42 | 41 | 44 |
| Undecided | | 41 | 16 | 25 | 39 | 2 | 1 | 15 | 8 | 10 | 7 | 16 | 15 | 9 | 4 | 16 | 18 | 5 | 4 | 4 |
| | C% | 10 | 8 | 12 | 10 | 8 | 5 | 11 | 10 | 13 | 7 | 10 | 10 | 12 | 6 | 11 | 11 | 6 | 7 | 12 |
| Refused | | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |

Q27. Do you support or oppose an amendment to the Missouri Constitution authorizing floating gambling facilities on or adjacent to the White River in Rockaway Beach . . . ?

| ===== BANNER 1 ===== | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|----------------|--------|------|-----------|------------|------------|-----------|--------|------------|----------------------|------|------|------|-------|-----------------|-------|--------|---------|-----|
| | | LIKELY TO VOTE | | | | AREA | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | | |
| | | GENDER | | Very | Some-what | St. | St. | Kansas | South- | North/ | THINK OF YOURSELF | | | Lib- | Mod- | Con- | Ec- | Health | Ed- | |
| Total | C% | Male | Female | | | Louis City | Louis Subs | City Area | west | South-east | Dem. | Rep. | Ind. | eral | erate | serva-tive | onomy | care | ucation | |
| Total | | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| | C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Support | | 172 | 84 | 88 | 157 | 15 | 9 | 46 | 41 | 32 | 44 | 86 | 49 | 27 | 37 | 55 | 61 | 46 | 25 | 14 |
| | C% | 41 | 41 | 41 | 40 | 58 | 45 | 35 | 49 | 41 | 42 | 53 | 31 | 37 | 52 | 38 | 37 | 54 | 45 | 41 |
| Oppose | | 170 | 82 | 88 | 163 | 7 | 9 | 58 | 26 | 34 | 43 | 44 | 81 | 35 | 18 | 61 | 75 | 25 | 20 | 15 |
| | C% | 40 | 40 | 41 | 41 | 27 | 45 | 44 | 31 | 43 | 41 | 27 | 52 | 48 | 25 | 42 | 45 | 29 | 36 | 44 |
| Undecided | | 77 | 39 | 38 | 73 | 4 | 2 | 28 | 17 | 13 | 17 | 30 | 27 | 11 | 16 | 27 | 30 | 14 | 11 | 5 |
| | C% | 18 | 19 | 18 | 19 | 15 | 10 | 21 | 20 | 16 | 16 | 19 | 17 | 15 | 23 | 19 | 18 | 16 | 20 | 15 |
| Refused | | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | C% | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |

Q28. Do you support or oppose the conceal carry law?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | POLITICAL PHILSOPHY | | | | | IMPORTANT ISSUE | | | | |
|-----------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|-------------------|------|------|--------------|-----------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Support | 167 | 104 | 63 | 156 | 11 | 5 | 43 | 29 | 40 | 50 | 41 | 89 | 25 | 11 | 47 | 94 | 35 | 14 | 9 |
| C% | 40 | 51 | 29 | 40 | 42 | 25 | 32 | 35 | 51 | 48 | 25 | 57 | 34 | 15 | 33 | 57 | 41 | 25 | 26 |
| Oppose | 186 | 79 | 107 | 176 | 10 | 12 | 70 | 43 | 19 | 42 | 92 | 45 | 36 | 53 | 74 | 44 | 42 | 30 | 20 |
| C% | 44 | 39 | 50 | 45 | 38 | 60 | 53 | 51 | 24 | 40 | 57 | 29 | 49 | 75 | 51 | 27 | 49 | 54 | 59 |
| Undecided | 66 | 22 | 44 | 61 | 5 | 3 | 20 | 12 | 20 | 11 | 28 | 22 | 12 | 7 | 23 | 27 | 8 | 11 | 5 |
| C% | 16 | 11 | 20 | 15 | 19 | 15 | 15 | 14 | 25 | 11 | 17 | 14 | 16 | 10 | 16 | 16 | 9 | 20 | 15 |
| Refused | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 0 |

Q29. Who do you expect the next President to be?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILSOPHY | | | | | IMPORTANT ISSUE | | | |
|-------------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|---------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Bush | 218 | 131 | 87 | 212 | 6 | 8 | 63 | 39 | 49 | 59 | 27 | 135 | 43 | 18 | 60 | 126 | 40 | 16 | 16 |
| C% | 52 | 64 | 40 | 54 | 23 | 40 | 47 | 46 | 62 | 57 | 17 | 86 | 59 | 25 | 42 | 76 | 47 | 29 | 47 |
| Kerry | 136 | 51 | 85 | 131 | 5 | 9 | 54 | 32 | 10 | 31 | 105 | 10 | 17 | 39 | 60 | 22 | 29 | 32 | 13 |
| C% | 32 | 25 | 40 | 33 | 19 | 45 | 41 | 38 | 13 | 30 | 65 | 6 | 23 | 55 | 42 | 13 | 34 | 57 | 38 |
| Edwards | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 2 | 2 | 1 | 0 | 2 | 0 | 0 |
| C% | 1 | 1 | 0 | 1 | 4 | 5 | 1 | 1 | 0 | 0 | 1 | 0 | 3 | 3 | 1 | 0 | 2 | 0 | 0 |
| Other | 6 | 2 | 4 | 5 | 1 | 0 | 3 | 2 | 1 | 0 | 5 | 0 | 0 | 3 | 2 | 1 | 1 | 1 | 2 |
| C% | 1 | 1 | 2 | 1 | 4 | 0 | 2 | 2 | 1 | 0 | 3 | 0 | 0 | 4 | 1 | 1 | 1 | 2 | 6 |
| Undecided/Refused | 57 | 19 | 38 | 44 | 13 | 2 | 12 | 10 | 19 | 14 | 23 | 12 | 11 | 9 | 21 | 17 | 13 | 7 | 3 |
| C% | 14 | 9 | 18 | 11 | 50 | 10 | 9 | 12 | 24 | 13 | 14 | 8 | 15 | 13 | 15 | 10 | 15 | 13 | 9 |

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|---------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|----------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 18-25 | 27 | 19 | 8 | 24 | 3 | 2 | 8 | 8 | 3 | 6 | 10 | 11 | 3 | 5 | 10 | 9 | 5 | 4 | 6 |
| C% | 6 | 9 | 4 | 6 | 12 | 10 | 6 | 10 | 4 | 6 | 6 | 7 | 4 | 7 | 7 | 5 | 6 | 7 | 18 |
| 26-35 | 55 | 30 | 25 | 49 | 6 | 3 | 26 | 5 | 10 | 11 | 23 | 21 | 9 | 15 | 15 | 22 | 15 | 4 | 9 |
| C% | 13 | 15 | 12 | 12 | 23 | 15 | 20 | 6 | 13 | 11 | 14 | 13 | 12 | 21 | 10 | 13 | 18 | 7 | 26 |
| 36-45 | 75 | 33 | 42 | 68 | 7 | 3 | 22 | 18 | 17 | 15 | 24 | 31 | 13 | 9 | 26 | 34 | 12 | 5 | 8 |
| C% | 18 | 16 | 20 | 17 | 27 | 15 | 17 | 21 | 22 | 14 | 15 | 20 | 18 | 13 | 18 | 20 | 14 | 9 | 24 |
| 46-55 | 99 | 57 | 42 | 96 | 3 | 6 | 35 | 14 | 13 | 31 | 36 | 38 | 16 | 18 | 37 | 38 | 22 | 15 | 5 |
| C% | 24 | 28 | 20 | 24 | 12 | 30 | 26 | 17 | 16 | 30 | 22 | 24 | 22 | 25 | 26 | 23 | 26 | 27 | 15 |
| 56-65 | 73 | 32 | 41 | 71 | 2 | 2 | 14 | 18 | 17 | 22 | 24 | 28 | 15 | 8 | 23 | 31 | 17 | 12 | 4 |
| C% | 17 | 16 | 19 | 18 | 8 | 10 | 11 | 21 | 22 | 21 | 15 | 18 | 21 | 11 | 16 | 19 | 20 | 21 | 12 |
| Over 65 years | 91 | 34 | 57 | 86 | 5 | 4 | 28 | 21 | 19 | 19 | 44 | 28 | 17 | 16 | 33 | 32 | 14 | 16 | 2 |
| C% | 22 | 17 | 27 | 22 | 19 | 20 | 21 | 25 | 24 | 18 | 27 | 18 | 23 | 23 | 23 | 19 | 16 | 29 | 6 |

Q31. Overall, do you consider yourself liberal, moderate, or conservative?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILSOPHY | | | | | IMPORTANT ISSUE | | | |
|-------------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|---------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Liberal | 71 | 33 | 38 | 64 | 7 | 7 | 19 | 16 | 11 | 18 | 48 | 7 | 7 | 71 | 0 | 0 | 21 | 10 | 3 |
| C% | 17 | 16 | 18 | 16 | 27 | 35 | 14 | 19 | 14 | 17 | 30 | 4 | 10 | 100 | 0 | 0 | 25 | 18 | 9 |
| Moderate | 144 | 61 | 83 | 139 | 5 | 7 | 53 | 28 | 27 | 29 | 70 | 33 | 34 | 0 | 144 | 0 | 25 | 30 | 18 |
| C% | 34 | 30 | 39 | 35 | 19 | 35 | 40 | 33 | 34 | 28 | 43 | 21 | 47 | 0 | 100 | 0 | 29 | 54 | 53 |
| Conservative | 166 | 94 | 72 | 156 | 10 | 4 | 55 | 27 | 31 | 49 | 25 | 108 | 26 | 0 | 0 | 166 | 31 | 13 | 11 |
| C% | 40 | 46 | 33 | 40 | 38 | 20 | 41 | 32 | 39 | 47 | 16 | 69 | 36 | 0 | 0 | 100 | 36 | 23 | 32 |
| Other | 11 | 8 | 3 | 8 | 3 | 0 | 3 | 2 | 3 | 3 | 5 | 2 | 3 | 0 | 0 | 0 | 5 | 1 | 0 |
| C% | 3 | 4 | 1 | 2 | 12 | 0 | 2 | 2 | 4 | 3 | 3 | 1 | 4 | 0 | 0 | 0 | 6 | 2 | 0 |
| Undecided/Refused | 28 | 9 | 19 | 27 | 1 | 2 | 3 | 11 | 7 | 5 | 13 | 7 | 3 | 0 | 0 | 0 | 3 | 2 | 2 |
| C% | 7 | 4 | 9 | 7 | 4 | 10 | 2 | 13 | 9 | 5 | 8 | 4 | 4 | 0 | 0 | 0 | 4 | 4 | 6 |

Q32. Are there any members of your household who are veterans of the U.S. Armed forces?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|----------------------|------|------|----------------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | POLITICAL PHILOSOPHY | | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | Lib- eral | Mod- erate | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 187 | 90 | 97 | 174 | 13 | 5 | 51 | 30 | 44 | 57 | 77 | 62 | 34 | 27 | 59 | 80 | 37 | 26 | 13 |
| C% | 45 | 44 | 45 | 44 | 50 | 25 | 38 | 36 | 56 | 55 | 48 | 39 | 47 | 38 | 41 | 48 | 44 | 46 | 38 |
| No | 233 | 115 | 118 | 220 | 13 | 15 | 82 | 54 | 35 | 47 | 84 | 95 | 39 | 44 | 85 | 86 | 48 | 30 | 21 |
| C% | 55 | 56 | 55 | 56 | 50 | 75 | 62 | 64 | 44 | 45 | 52 | 61 | 53 | 62 | 59 | 52 | 56 | 54 | 62 |

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILSOPHY | | | | | IMPORTANT ISSUE | | | |
|----------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|---------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Married | 254 | 133 | 121 | 242 | 12 | 10 | 73 | 42 | 62 | 67 | 74 | 107 | 55 | 26 | 85 | 118 | 55 | 28 | 21 |
| C% | 60 | 65 | 56 | 61 | 46 | 50 | 55 | 50 | 78 | 64 | 46 | 68 | 75 | 37 | 59 | 71 | 65 | 50 | 62 |
| Single | 73 | 46 | 27 | 68 | 5 | 8 | 31 | 19 | 3 | 12 | 34 | 23 | 11 | 26 | 22 | 19 | 17 | 8 | 8 |
| C% | 17 | 22 | 13 | 17 | 19 | 40 | 23 | 23 | 4 | 12 | 21 | 15 | 15 | 37 | 15 | 11 | 20 | 14 | 24 |
| Divorced | 33 | 16 | 17 | 31 | 2 | 1 | 11 | 9 | 5 | 7 | 16 | 9 | 4 | 6 | 12 | 12 | 7 | 5 | 2 |
| C% | 8 | 8 | 8 | 8 | 8 | 5 | 8 | 11 | 6 | 7 | 10 | 6 | 5 | 8 | 8 | 7 | 8 | 9 | 6 |
| Widowed | 48 | 7 | 41 | 44 | 4 | 1 | 15 | 11 | 6 | 15 | 31 | 14 | 3 | 9 | 22 | 14 | 3 | 13 | 2 |
| C% | 11 | 3 | 19 | 11 | 15 | 5 | 11 | 13 | 8 | 14 | 19 | 9 | 4 | 13 | 15 | 8 | 4 | 23 | 6 |
| Other | 9 | 2 | 7 | 6 | 3 | 0 | 3 | 2 | 3 | 1 | 3 | 4 | 0 | 1 | 3 | 3 | 3 | 1 | 1 |
| C% | 2 | 1 | 3 | 2 | 12 | 0 | 2 | 2 | 4 | 1 | 2 | 3 | 0 | 1 | 2 | 2 | 4 | 2 | 3 |
| Refused | 3 | 1 | 2 | 3 | 0 | 0 | 0 | 1 | 0 | 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 1 | 0 |
| C% | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 0 | 0 | 2 | 0 |

Q34. About how long have you lived at your present residence?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | THINK OF YOURSELF | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | | |
|-------------------------|--------|--------|----------------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|-------------------|------|------|---------------------|---------------|------------------------|-----------------|----------------|---------------------|-----|
| | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | Dem. | Rep. | Ind. | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion | |
| | Total | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Less than 1 year | 30 | 14 | 16 | 27 | 3 | 2 | 10 | 6 | 3 | 9 | 12 | 15 | 1 | 8 | 10 | 11 | 3 | 2 | 6 |
| C% | 7 | 7 | 7 | 7 | 12 | 10 | 8 | 7 | 4 | 9 | 7 | 10 | 1 | 11 | 7 | 7 | 4 | 4 | 18 |
| 1-3 years | 73 | 47 | 26 | 67 | 6 | 1 | 24 | 19 | 12 | 17 | 30 | 28 | 11 | 18 | 21 | 29 | 20 | 9 | 7 |
| C% | 17 | 23 | 12 | 17 | 23 | 5 | 18 | 23 | 15 | 16 | 19 | 18 | 15 | 25 | 15 | 17 | 24 | 16 | 21 |
| More than 3 to 10 years | 121 | 57 | 64 | 114 | 7 | 9 | 38 | 23 | 21 | 30 | 44 | 48 | 17 | 19 | 46 | 45 | 24 | 13 | 12 |
| C% | 29 | 28 | 30 | 29 | 27 | 45 | 29 | 27 | 27 | 29 | 27 | 31 | 23 | 27 | 32 | 27 | 28 | 23 | 35 |
| More than 10 years | 195 | 86 | 109 | 185 | 10 | 7 | 61 | 36 | 43 | 48 | 75 | 66 | 44 | 25 | 67 | 81 | 38 | 32 | 9 |
| C% | 46 | 42 | 51 | 47 | 38 | 35 | 46 | 43 | 54 | 46 | 47 | 42 | 60 | 35 | 47 | 49 | 45 | 57 | 26 |
| Refused | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |

Q35. What is the highest number of years of formal education that you have completed?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|--------------------------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|----------------------|------|------|--------------|---------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Elementary (1-6) | 3 | 0 | 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 2 | 0 | 0 | 1 |
| C% | 1 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 3 |
| Junior High (7-9) | 15 | 4 | 11 | 12 | 3 | 1 | 7 | 2 | 1 | 4 | 9 | 3 | 3 | 3 | 6 | 4 | 1 | 4 | 0 |
| C% | 4 | 2 | 5 | 3 | 12 | 5 | 5 | 2 | 1 | 4 | 6 | 2 | 4 | 4 | 4 | 2 | 1 | 7 | 0 |
| High School (10-12) | 162 | 74 | 88 | 153 | 9 | 2 | 34 | 35 | 46 | 45 | 71 | 52 | 28 | 25 | 53 | 63 | 26 | 18 | 10 |
| C% | 39 | 36 | 41 | 39 | 35 | 10 | 26 | 42 | 58 | 43 | 44 | 33 | 38 | 35 | 37 | 38 | 31 | 32 | 29 |
| College or trade (13-16) | 171 | 88 | 83 | 159 | 12 | 10 | 58 | 36 | 26 | 41 | 54 | 73 | 30 | 24 | 61 | 72 | 40 | 23 | 15 |
| C% | 41 | 43 | 39 | 40 | 46 | 50 | 44 | 43 | 33 | 39 | 34 | 46 | 41 | 34 | 42 | 43 | 47 | 41 | 44 |
| Graduate/Professional (17-21+) | 68 | 38 | 30 | 66 | 2 | 6 | 31 | 11 | 6 | 14 | 25 | 27 | 12 | 18 | 24 | 25 | 18 | 10 | 8 |
| C% | 16 | 19 | 14 | 17 | 8 | 30 | 23 | 13 | 8 | 13 | 16 | 17 | 16 | 25 | 17 | 15 | 21 | 18 | 24 |
| Refused | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |

Q36. In the 2000 election for President, did you vote for Democrat Al Gore, Republican George W. Bush, Green Party candidate Ralph Nader, or someone else?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | | |
|-----------------|--------|------|----------------|------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|----------------------|------|------|--------------|-------|-----------------|------------------------|--------------|----------------|---------------------|
| | Total | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | THINK OF YOURSELF | | | Lib- eral | | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion |
| | | | | | | | | | | | Dem. | Rep. | Ind. | eral | erate | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 | |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Democrat Gore | 151 | 58 | 93 | 144 | 7 | 9 | 56 | 41 | 12 | 33 | 118 | 7 | 21 | 43 | 74 | 18 | 33 | 30 | 16 | |
| C% | 36 | 28 | 43 | 37 | 27 | 45 | 42 | 49 | 15 | 32 | 73 | 4 | 29 | 61 | 51 | 11 | 39 | 54 | 47 | |
| Republican Bush | 214 | 115 | 99 | 202 | 12 | 6 | 61 | 33 | 51 | 63 | 22 | 140 | 40 | 9 | 52 | 138 | 41 | 19 | 12 | |
| C% | 51 | 56 | 46 | 51 | 46 | 30 | 46 | 39 | 65 | 61 | 14 | 89 | 55 | 13 | 36 | 83 | 48 | 34 | 35 | |
| Green Nader | 11 | 8 | 3 | 10 | 1 | 2 | 3 | 2 | 4 | 0 | 1 | 0 | 6 | 6 | 5 | 0 | 3 | 1 | 1 | |
| C% | 3 | 4 | 1 | 3 | 4 | 10 | 2 | 2 | 5 | 0 | 1 | 0 | 8 | 8 | 3 | 0 | 4 | 2 | 3 | |
| Undecided | 28 | 19 | 9 | 25 | 3 | 2 | 10 | 3 | 9 | 4 | 15 | 6 | 1 | 8 | 10 | 6 | 6 | 4 | 2 | |
| C% | 7 | 9 | 4 | 6 | 12 | 10 | 8 | 4 | 11 | 4 | 9 | 4 | 1 | 11 | 7 | 4 | 7 | 7 | 6 | |
| Other | 7 | 4 | 3 | 5 | 2 | 0 | 3 | 3 | 0 | 1 | 4 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 0 | |
| C% | 2 | 2 | 1 | 1 | 8 | 0 | 2 | 4 | 0 | 1 | 2 | 1 | 1 | 4 | 1 | 1 | 1 | 2 | 0 | |
| Refused | 9 | 1 | 8 | 8 | 1 | 1 | 0 | 2 | 3 | 3 | 1 | 3 | 4 | 2 | 2 | 3 | 1 | 1 | 3 | |
| C% | 2 | 0 | 4 | 2 | 4 | 5 | 0 | 2 | 4 | 3 | 1 | 2 | 5 | 3 | 1 | 2 | 1 | 2 | 9 | |

Q37. Regardless of how you will or did vote, when you think about politics, do you think of yourself as a Democrat or Republican?

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | | POLITICAL PHILOSOPHY | | | | | IMPORTANT ISSUE | | | |
|-------------------|--------|------|----------------|------|-----------|----------------|----------------|------------------|------------|------------------|----------------------|------|------|----------|-----------|-----------------|----------|-------------|------------|
| | Total | Male | Female | Very | Some-what | St. Louis City | St. Louis Subs | Kansas City Area | South-west | North/South-east | THINK OF YOURSELF | | | Lib-eral | Mod-erate | Con-serva-tive | Ec-onomy | Health care | Ed-ucation |
| | | | | | | | | | | | Dem. | Rep. | Ind. | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Democrat | 161 | 61 | 100 | 149 | 12 | 8 | 60 | 35 | 17 | 41 | 161 | 0 | 0 | 48 | 70 | 25 | 33 | 28 | 17 |
| C% | 38 | 30 | 47 | 38 | 46 | 40 | 45 | 42 | 22 | 39 | 100 | 0 | 0 | 68 | 49 | 15 | 39 | 50 | 50 |
| Republican | 157 | 92 | 65 | 151 | 6 | 6 | 53 | 26 | 34 | 38 | 0 | 157 | 0 | 7 | 33 | 108 | 29 | 13 | 7 |
| C% | 37 | 45 | 30 | 38 | 23 | 30 | 40 | 31 | 43 | 37 | 0 | 100 | 0 | 10 | 23 | 65 | 34 | 23 | 21 |
| Other | 17 | 8 | 9 | 13 | 4 | 1 | 3 | 5 | 5 | 3 | 0 | 0 | 0 | 6 | 5 | 4 | 4 | 4 | 1 |
| C% | 4 | 4 | 4 | 3 | 15 | 5 | 2 | 6 | 6 | 3 | 0 | 0 | 0 | 8 | 3 | 2 | 5 | 7 | 3 |
| Independent | 73 | 37 | 36 | 70 | 3 | 4 | 16 | 17 | 18 | 18 | 0 | 0 | 73 | 7 | 34 | 26 | 18 | 11 | 7 |
| C% | 17 | 18 | 17 | 18 | 12 | 20 | 12 | 20 | 23 | 17 | 0 | 0 | 100 | 10 | 24 | 16 | 21 | 20 | 21 |
| Undecided/Refused | 12 | 7 | 5 | 11 | 1 | 1 | 1 | 1 | 5 | 4 | 0 | 0 | 0 | 3 | 2 | 3 | 1 | 0 | 2 |
| C% | 3 | 3 | 2 | 3 | 4 | 5 | 1 | 1 | 6 | 4 | 0 | 0 | 0 | 4 | 1 | 2 | 1 | 0 | 6 |

===== BANNER 1 =====

| | GENDER | | LIKELY TO VOTE | | AREA | | | | | THINK OF YOURSELF | | | POLITICAL PHILSOPHY | | | IMPORTANT ISSUE | | | |
|-----------|--------|--------|----------------|---------------|----------------------|----------------------|------------------------|----------------|--------------------------|-------------------|------|------|---------------------|---------------|------------------------|-----------------|----------------|---------------------|-----|
| | Male | Female | Very | Some- what | St. Louis City | St. Louis Subs | Kansas City Area | South- west | North/ South- east | Dem. | Rep. | Ind. | Lib- eral | Mod- erate | Con- serva- tive | Ec- onomy | Health care | Ed- ucat- ion | |
| | Total | | | | | | | | | | | | | | | | | | |
| Total | 420 | 205 | 215 | 394 | 26 | 20 | 133 | 84 | 79 | 104 | 161 | 157 | 73 | 71 | 144 | 166 | 85 | 56 | 34 |
| C% | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Yes | 10 | 5 | 5 | 10 | 0 | 2 | 4 | 4 | 0 | 0 | 5 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 1 |
| C% | 2 | 2 | 2 | 3 | 0 | 10 | 3 | 5 | 0 | 0 | 3 | 1 | 4 | 6 | 1 | 1 | 2 | 5 | 3 |
| No | 408 | 199 | 209 | 382 | 26 | 18 | 127 | 80 | 79 | 104 | 155 | 154 | 70 | 67 | 140 | 164 | 83 | 53 | 33 |
| C% | 97 | 97 | 97 | 97 | 100 | 90 | 95 | 95 | 100 | 100 | 96 | 98 | 96 | 94 | 97 | 99 | 98 | 95 | 97 |
| Undecided | 2 | 1 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| C% | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |

