



Most important factor in Missourians’ Vote for Governor

Steven Rogers	Ashley Burle	Gary Ritter	Kenneth Warren
SLU/YouGov Poll	SLU/YouGov Poll	SLU/YouGov Poll	SLU/YouGov Poll
Director	Associate Director	Executive Sponsor	Associate Director
steven.rogers@slu.edu	ashley.burle@slu.edu	gary.ritter@slu.edu	kenneth.warren@slu.edu

Saint Louis University and YouGov asked 450 likely Missouri voters from August 8 to August 16 “What issue in the 2024 Election is the most important factor in your vote for Governor of Missouri?” Voters then gave their responses in a text field. The SLU/YouGov Poll Team coded responses into categories, such as the economy, or education.

The following pages provide results for the full sample along with subgroups, such as Kehoe and Quade supporters, along with demographic groups (e.g., men and women). The margin of error for this question with a 450 person sample is 5.40%.

Funding and Support

The August 2024 SLU/YouGov Poll was funded by the PRiME Center, an independent research center housed in the SLU’s School of Education.

About Saint Louis University

Founded in 1818, Saint Louis University is one of the nation’s oldest and most prestigious Catholic institutions. Rooted in Jesuit values and its pioneering history as the first university west of the Mississippi River, SLU offers more than 15,200 students a rigorous, transformative education of the whole person. At the core of the University’s diverse community of scholars is SLU’s service-focused mission, which challenges and prepares students to make the world a better, more just place.

Methodology and Weighting

Two research assistants independently categorized each survey taker’s response to “What issue in the 2024 Election is the most important factor in your vote for Governor of Missouri?” If these research assistants’ categorization agreed, their categorization was accepted. If there was disagreement, the SLU/YouGov Poll director categorized the response. Research assistants were allowed to categorize responses into multiple categories if the respondent mentioned multiple issues. However, these responses are down weighted when reported percentages are calculated. For example, if a respondent only mentioned an economic issue, the economy category gets a value of 1, but if the respondent mentioned an economic and education issue, the economy and education categories each get a value of 0.5. Percentages reported in this document are the weighted mean of each category. This coding and analysis was conducted exclusively by Saint Louis University independent of YouGov.

YouGov interviewed 1154 Missouri (MO) registered voters, with the goal of screening for and surveying Missouri likely voters. The Missouri registered voters were then matched down to a sample

of 988, yielding a target subsample of 900 likely voters including 450 from each treatment group. The respondents were matched to a sampling frame on gender, age, race, education and treatment group. The sampling frame is a politically representative “modeled frame” of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity and education. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2020 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (3-categories), and education (4-categories). The weighted dataset of registered MO voters was then subsetted on likely MO voters, and the weights were trimmed and recentered around 1, to produce the final weights for likely Missouri voters.

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

Response	Full Result	Gov. Pref.		Gender		Age			
		Kehoe	Quade	Men	Women	18 - 29	30 - 44	45 - 64	65+
Economy	22%	31%	8%	20%	23%	20%	16%	27%	21%
Abortion	12%	5%	22%	6%	16%	21%	7%	12%	10%
Criminal Justice and Public Safety	8%	10%	5%	8%	8%	17%	9%	3%	8%
Education	7%	4%	12%	11%	4%	15%	18%	3%	1%
Mention of Party/Presidential Candidate	6%	2%	12%	7%	6%	0%	8%	7%	7%
Immigration	4%	6%	1%	3%	5%	0%	0%	7%	6%
Civil Rights	4%	3%	6%	4%	4%	2%	1%	8%	2%
Taxes	3%	4%	1%	2%	3%	2%	3%	3%	2%
Personal Candidate Trait (e.g., Honesty)	2%	2%	4%	2%	2%	0%	1%	2%	4%
Health Care	2%	1%	4%	3%	2%	3%	2%	2%	1%
Infrastructure	2%	3%	1%	4%	1%	4%	5%	0%	1%
Ideology Mention (e.g., Liberal/Conservative)	2%	3%	1%	2%	2%	0%	1%	2%	2%
China/Foreign Ownership of Land	2%	2%	0%	0%	2%	0%	0%	2%	3%
Protection of Democracy/Election Integrity	2%	1%	2%	2%	1%	0%	1%	2%	2%
Budget/Fiscal Responsibility	1%	1%	1%	2%	1%	1%	1%	1%	2%
LGBTQ+	1%	1%	1%	0%	2%	0%	3%	1%	0%
Environment	0%	0%	1%	1%	0%	1%	1%	0%	0%
Other	12%	10%	14%	12%	11%	6%	10%	12%	14%
Not sure	4%	3%	3%	4%	3%	7%	6%	1%	4%
Unweighted N	450	197	216	207	243	64	100	146	140

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