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Project Code: STLU0011  
Project Name: Missouri Likely voters February 2024  
Prepared for: Steven Rogers  
Interviews: 900  
Field Period: February 14, 2024 - February 26, 2024  
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YouGov interviewed 1135 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 1018, 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

POLS006	Approve/di sapprove - job -- Senator Josh Hawley
POLS005	Approve/di sapprove - job -- Senator Eric Schmitt
POLS023	Missouri election candidate vote
POLS024	Missouri Republican candidate to support
POLS025	Missouri Democratic candidate to support
POLS010	Top priority of Missouri state government
POLS011	Rate condition -- The Economy in the United States
POLS012	Rate condition -- The Economy in the State of Missouri
POLS013	Rate condition -- Public schools in your communi ty
POLS014	Rate condition -- Public schools in the State of Missouri
POLS015	Rate condition -- Crime in your communi ty
POLS017	Rate condition -- Race relations in your communi ty
POLS018	Rate condition -- Your physical health in the last month
POLS019	Rate condition -- Your mental health in the last month
POLS020	Rate condition -- Roads and infrastructure in the State of Missouri
POLS021	Agree/di sagree 1 -- The United States is on the right track and headed in a good direction.
POLS022	Agree/di sagree 1 -- The State of Missouri is on the right track and headed in a good direction.
POLS026	Agree/di sagree 1 -- Property taxes should not be raised for Missouri homeowners who are 62 years old or older.
POLS027	Agree/di sagree 1 -- The U. S. -Mexi can border situation is a crisis that needs to be resolved immedi ately.
POLS028	Support for eliminate sale tax policy -- Eliminate existing state sales taxes on groceries
POLS029	Support for eliminate sale tax policy -- Eliminate existing local sales taxes on groceries
POLS030	Support for eliminate sale tax policy -- Eliminate existing local sales taxes on groceries if the state replaces lost revenue for local governments
POLS031	Gambling legality -- Betting on professional sports
POLS032	Gambling legality -- Betting on collegiate sports
POLS033	Gambling legality -- Video lottery gaming machines in convenience stores
POLS034	Gambling legality -- Video lottery gaming machines in bars, truck stops, fraternal

	organizations, and veterans' organizations
POLS035	Would support ballot proposition
POLS036	Favor or oppose death penalty -- Death penalty sentences in cases of first-degree murder.
POLS037	Favor or oppose death penalty -- When a jury cannot unanimously agree to sentence the death penalty, the judge decides whether to sentence the death penalty or life in prison without parole.
POLS038	Favor or oppose death penalty -- The Governor being allowed to change death penalty sentences to life in prison without parole.
EDU001	Children currently in school
EDU002	Missouri School District
EDU003	Teacher starting salary guess
EDU004	Ideal teacher starting salary
EDU005	School attendance percentage
EDU006	Student enrollment total
EDU007a	School funding formula -- Base school district funding on enrollment more than attendance.
EDU007b	School funding formula -- Base school district funding on attendance more than enrollment.
EDU008	School funding formula -- Provide more funds for



empl oy	Employment Status
fami nc_new	Family income
chi ld18	Children under age 18 in household
pi d3	3 point party ID
pi d7	7 point Party ID
presvote16post	2016 President Vote Post Election
presvote20post	2020 President Vote Post Election
i nputstate	State of Residence
votereg	Voter Registration Status
i deo5	Ideology
newsi nt	Political Interest
rel i gpew	Religion
pew_churatd	Church attendance (Pew version)
pew_bornagai n	Born Again (Pew version)
pew_rel i gi mp	Importance of religion (Pew version)
pew_prayer	Frequency of Prayer (Pew version)
starttime	Questionnaire Start Time
endtime	Questionnaire End Time

Verbatims

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POLS023_other	- Other (text)
POLS024_other	- Other (text) (1)
POLS025_other	- Other (text) (2)
POLS010_t	Top priority of Missouri state government - Other (text)
EDU002_t	Missouri School District - other (text)
county_name	county_name
CountyName_Census	CountyName_Census

Variable map and codebook

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Name:	casei d
Description:	Case ID

Numeri c Vari abl e - no categori es

answered : 900

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Name:	wei ght
Description:	Mi ssouri l i kel y Voters Wei ght

Numeri c Vari abl e - no categori es

answered : 900

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Name:	sampl e_treat
Description:	Sampl e treatment

Count	Code	Label
-----	-----	-----
450	1	Sample A

88	3	Di sapprove
426	4	Strongly di sapprove
18	5	Not sure

=====

Name: POLS002  
 Description: Approve/di sapprove - job -- The US Congress

Count	Code	Label
-----	----	-----
7	1	Strongly approve
49	2	Approve
227	3	Di sapprove
131	4	Strongly di sapprove
36	5	Not sure
450	9	not asked

=====

Name: POLS007  
 Description: Approve/di sapprove - job -- The US Supreme Court

Count	Code	Label
-----	----	-----
17	1	Strongly approve
159	2	Approve
135	3	Di sapprove
112	4	Strongly di sapprove
27	5	Not sure
450	9	not asked

=====

Name: POLS003  
 Description: Approve/di sapprove - job -- The Missouri State Legislature

Count	Code	Label
-----	----	-----
14	1	Strongly approve
167	2	Approve
103	3	Di sapprove
117	4	Strongly di sapprove
49	5	Not sure
450	9	not asked

=====

Name: POLS004  
 Description: Approve/di sapprove - job -- Governor Mike Parson

Count	Code	Label
-------	------	-------

-----	-----	-----
114	1	Strongly approve
304	2	Approve
176	3	Di sapprove
247	4	Strongly di sapprove
59	5	Not sure

=====

Name: POLS006

Description: Approve/di sapprove - job -- Senator Josh Hawley

Count	Code	Label
-----	-----	-----
222	1	Strongly approve
175	2	Approve
75	3	Di sapprove



152	1	Jay Ashcroft
47	2	Bill Eigel
67	3	Mike Kehoe
16	4	Chris Wright
468	5	Not sure
150	6	Other

=====  
Name: POLS025  
Description: Missouri Democratic candidate to support

Count	Code	Label
-----	----	-----
16	1	Sheryl Gladney
33	2	Mike Hamra
88	3	Crystal Quade
23	4	Sarah Unsicker
609	5	Not sure
131	6	Other

=====  
Name: POLS010  
Description: Top priority of Missouri state government

Count	Code	Label
-----	----	-----
359	1	Economy
162	2	Health care
147	3	Education
152	4	Infrastructure
80	5	Other

=====  
Name: POLS011  
Description: Rate condition -- The Economy in the United States

Count	Code	Label
-----	----	-----
40	1	Excellent
204	2	Good
243	3	Fair
410	4	Poor
3	5	Not sure

=====  
Name: POLS012  
Description: Rate condition -- The Economy in the State of Missouri

Count	Code	Label
9	1	Excellent
190	2	Good
466	3	Fair
223	4	Poor
12	5	Not sure

=====

Name: POLS013

Description: Rate condition -- Public schools in your community

Count	Code	Label
-----	-----	-----
42	1	Excellent
172	2	Good
136	3	Fair
72	4	Poor
28	5	Not sure
450	9	not asked

=====  
Name: POLS018  
Description: Rate condition -- Your physical health in the last month

Count	Code	Label
-----	-----	-----
56	1	Excellent
225	2	Good
119	3	Fair
50	4	Poor
0	5	Not sure
450	9	not asked

=====  
Name: POLS019  
Description: Rate condition -- Your mental health in the last month

Count	Code	Label
-----	-----	-----
93	1	Excellent
209	2	Good
105	3	Fair
42	4	Poor
1	5	Not sure
450	9	not asked

=====  
Name: POLS020  
Description: Rate condition -- Roads and infrastructure in the State of Missouri

Count	Code	Label
-----	-----	-----
8	1	Excellent
77	2	Good
190	3	Fair
169	4	Poor
6	5	Not sure

450 9 not asked

=====  
Name: POLS021  
Description: Agree/disagree 1 -- The United States is on the right track and headed in a good direction.

Count	Code	Label
-----	----	-----
95	1	Agree
310	2	Di disagree
45	3	Not Sure
450	9	not asked

=====  
Name: POLS022  
Description: Agree/disagree 1 -- The State of Missouri is on the right track and headed in a good direction.

Count	Code	Label
-----	----	-----
157	1	Agree
209	2	Di disagree
84	3	Not Sure
450	9	not asked

=====  
Name: POLS026  
Description: Agree/disagree 1 -- Property taxes should not be raised for Missouri homeowners who are 62 years old or older.

Count	Code	Label
-----	----	-----
359	1	Agree
54	2	Di disagree
37	3	Not Sure
450	9	not asked

=====  
Name: POLS027  
Description: Agree/disagree 1 -- The U.S.-Mexican border situation is a crisis that needs to be resolved immediately.

Count	Code	Label
-----	----	-----
323	1	Agree
89	2	Di disagree
38	3	Not Sure

450 9 not asked

=====  
Name: POLS028  
Description: Support for eliminate sale tax policy -- Eliminate existing  
state sales taxes on groceries

Count	Code	Label
-----	----	-----
220	1	Strongly support
143	2	Support
41	3	Oppose
10	4	Strongly oppose
36	5	Not sure
450	9	not asked

=====  
Name: POLS029  
Description: Support for eliminate sale tax policy -- Eliminate existing  
local sales taxes on groceries

Count	Code	Label
-----	----	-----
195	1	Strongly support
129	2	Support
68	3	Oppose
14	4	Strongly oppose
44	5	Not sure
450	9	not asked

=====  
Name: POLS030  
Description: Support for eliminate sale tax policy -- Eliminate existing  
local sales taxes on groceries if the state replaces lost  
revenue for local governments

Count	Code	Label
-----	----	-----
138	1	Strongly support
140	2	Support
58	3	Oppose
28	4	Strongly oppose
86	5	Not sure
450	9	not asked

=====  
Name: POLS031  
Description: Gambling legality -- Betting on professional sports

Count	Code	Label
-----	----	-----
525	1	Should be legal
236	2	Should not be legal
139	3	Not Sure

=====

Name: POLS032  
Description: Gambling legality -- Betting on collegiate sports

Count	Code	Label
-----	----	-----
406	1	Should be legal
367	2	Should not be legal
127	3	Not Sure

=====

Name: POLS033  
Description: Gambling legality -- Video lottery gaming machines in convenience stores

Count	Code	Label
-----	----	-----
389	1	Should be legal
381	2	Should not be legal
130	3	Not Sure

=====

Name: POLS034  
Description: Gambling legality -- Video lottery gaming machines in bars, truck stops, fraternal organizations, and veterans' organizations

Count	Code	Label
-----	----	-----
465	1	Should be legal
292	2	Should not be legal
143	3	Not Sure

=====

Name: POLS035  
Description: Would support ballot proposition

Count	Code	Label
-----	----	-----
428	1	Yes
306	2	No

165 3 Not sure  
1 8 skipped

=====  
Name: POLS036  
Description: Favor or oppose death penalty -- Death penalty sentences in cases of first-degree murder.

Count	Code	Label
529	1	Favor
241	2	Oppose
130	3	Not Sure

=====  
Name: POLS037  
Description: Favor or oppose death penalty -- When a jury cannot unanimously agree to sentence the death penalty, the judge decides whether to sentence the death penalty or life in prison without parole.

Count	Code	Label
425	1	Favor
329	2	Oppose
146	3	Not Sure

=====  
Name: POLS038  
Description: Favor or oppose death penalty -- The Governor being allowed to change death penalty sentences to life in prison without parole.

Count	Code	Label
486	1	Favor
262	2	Oppose
152	3	Not Sure

=====  
Name: EDU001  
Description: Children currently in school

Count	Code	Label
176	1	Yes
724	2	No

=====  
Name: EDU002

Description: Missouri School District

Count	Code	Label
251	1	\$di strict1
112	2	\$di strict2
83	3	\$di strict3
39	4	\$di strict4
11	5	\$di strict5
5	6	\$di strict6
2	7	\$di strict7
4	8	\$di strict8
0	9	\$di strict9
1	10	\$di strict10
0	11	\$di strict11
0	12	\$di strict12
0	13	\$di strict13
17	14	Other
375	99	not asked

=====  
Name: EDU003  
Description: Teacher starting salary guess

Numeri c Vari abl e - no categori es

answered : 900

=====  
Name: EDU004  
Description: Ideal teacher starting salary

Numeri c Vari abl e - no categori es

answered : 900

=====  
Name: EDU005  
Description: School attendance percentage

Numeri c Vari abl e - no categori es

answered : 900

=====  
Name: EDU006  
Description: Student enrollment total

Numeri c Vari abl e - no categori es

answered : 900



=====  
Name: EDU007a  
Description: School funding formula -- Base school district funding on enrollment more than attendance.

Count	Code	Label
-----	----	-----
251	1	Agree
128	2	Disagree
71	3	Not Sure
450	9	not asked

=====  
Name: EDU007b  
Description: School funding formula -- Base school district funding on attendance more than enrollment.

Count	Code	Label
-----	----	-----
198	1	Agree
166	2	Disagree
86	3	Not Sure
450	9	not asked

=====  
Name: EDU008  
Description: School funding formula -- Provide more funds for each student who receives free and reduced-priced lunch.

Count	Code	Label
-----	----	-----
596	1	Agree
185	2	Disagree
119	3	Not Sure

=====  
Name: EDU009  
Description: School funding formula -- Provide more funds for each student with special education needs.

Count	Code	Label
-----	----	-----
741	1	Agree
76	2	Disagree
83	3	Not Sure

=====  
Name: EDU010

Description: School funding formula -- Provide more funds for each student who is learning English as a non-native language.

Count	Code	Label
421	1	Agree
327	2	Disagree
152	3	Not Sure

=====  
Name: EDU011

Description: Formula should use 2004 property values

Count	Code	Label
151	1	The formula should use 2004 property values.
568	2	The formula should use more recent property values.
181	3	Not sure

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Name: EDU014

Description: Student enrollment policies support -- Allow students enrolled in a district's schools to remain in that district's schools for the complete school year, even if they move out of the district during the school year.

Count	Code	Label
-----	-----	-----

Count	Code	Label
-----	-----	-----
79	1	Strongly support
268	2	Support
281	3	Oppose
108	4	Strongly oppose
164	5	Not sure

=====

Name: EDU018

Description: Outside student enrollment policies support -- School districts must accept transferring in students who have special education needs

Count	Code	Label
-----	-----	-----
210	1	Strongly support
356	2	Support
120	3	Oppose
41	4	Strongly oppose
173	5	Not sure

=====

Name: EDU019

Description: Outside student enrollment policies support -- School districts must accept transferring in students who have special education needs only if the receiving school district determines it can provide appropriate special educational services

Count	Code	Label
-----	-----	-----

46	3	Oppose
19	4	Strongly oppose
84	5	Not sure

=====  
Name: EDU022

Description: Outside student enrollment transportation policies -- The State of Missouri should reimburse the receiving school district for the transportation costs of non-resident students who qualify for free or reduced-price school lunch or special education services.

Count	Code	Label
-----	----	-----
146	1	Strongly support
302	2	Support
177	3	Oppose
109	4	Strongly oppose
166	5	Not sure



42      4    Not sure  
1      8    ski pped

=====  
Name:            sexual i ty  
Descripti on:    Sexual Ori entati on

Count	Code	Label
-----	----	-----
796	1	Heterosexual / straight
8	2	Lesbi an / gay woman
28	3	Gay man
43	4	Bi sexual
12	5	Other
13	6	Prefer not to say

=====  
Name:            transgender  
Descripti on:    T~~2462~~ransgender

Count	Code	Label
-----	----	-----
9	--- 8	9 ertransgender

Numeri c Vari abl e - no categori es

answered : 900

=====

Name: USR\_Cl assi fi cati on

Descri pti on: USR\_Cl assi fi cati on

Count	Code	Label
202	1	Rural
188	2	Small Medium Metro
327	3	Suburban
183	4	Urban

=====

Name: HRSA\_Cl assi fi cati on

Descri pti on: HRSA\_Cl assi fi cati on

Count	Code	Label
202	1	Rural



Name: agenum  
Description: agenum

Numerical Variable - no categories

answered : 900

Name: agegroup  
Description: Age group

Count	Code	Label
268	1	65+
377	2	45-64
189	3	30-44
66	4	18-29

Name: incgroup  
Description: Income group

Count	Code	Label
69	-1	No Data
323	1	Under \$50k
307	2	\$50k - \$100k
201	3	\$100k or more

Name: birthyr  
Description: Birth Year

Numerical Variable - no categories

answered : 900

Name: gender  
Description: Gender

Count	Code	Label
400	1	Male
500	2	Female

Name: race  
Description: Race

Count	Code	Label
-----	-----	-----

74	6	Permanently disabled
45	7	Homemaker
14	8	Student
20	9	Other

=====  
Name: fami nc\_new  
Description: Family income

Count	Code	Label
-----	-----	-----
19	1	Less than \$10,000
56	2	\$10,000 - \$19,999
90	3	\$20,000 - \$29,999
88	4	\$30,000 - \$39,999
70	5	\$40,000 - \$49,999
91	6	\$50,000 - \$59,999
67	7	\$60,000 - \$69,999
76	8	\$70,000 - \$79,999
73	9	\$80,000 - \$99,999
57	10	\$100,000 - \$119,999
67	11	\$120,000 - \$149,999
45	12	\$150,000 - \$199,999
15	13	\$200,000 - \$249,999
6	14	\$250,000 - \$349,999
5	15	\$350,000 - \$499,999
6	16	\$500,000 or more
69	9ther	

=====  
 Name: pi d7  
 Description: 7 point Party ID

Count	Code	Label
-----	----	-----
221	1	Strong Democrat
86	2	Not very strong Democrat
98	3	Lean Democrat
77	4	Independent
103	5	Lean Republican
84	6	Not very strong Republican
223	7	Strong Republican
8	8	Not sure
0	9	Don't know

=====  
 Name: presvote16post  
 Description: 2016 President Vote Post Election

Count	Code	Label
-----	----	-----
322	1	Hillary Clinton
383	2	Donald Trump
20	3	Gary Johnson
12	4	Jill Stein
4	5	Evan McMullin
10	6	Other
149	7	Did not vote for President

=====  
 Name: presvote20post  
 Description: 2020 President Vote Post Election

Count	Code	Label
-----	----	-----
406	1	Joe Biden
420	2	Donald Trump
9	3	Jo Jorgensen
1	4	Howie Hawkins
10	5	Other
54	6	Did not vote for President

=====  
 Name: inputstate  
 Description: State of Residence

Count	Code	Label
-----	-----	-----
0	1	Al abama
0	2	Al aska
0	4	Ari zona
0	5	Arkansas
0	6	Cal i forni a
0	8	Col orado
0	9	Connecti cut
0	10	Del aware
0	11	Di strict of Col umbi a
0	12	Fl ori da
0	13	Georgi a
0	15	Hawai i
0	16	I daho
0	17	Ill i noi s
0	18	Indi ana
0	19	I owa
0	20	Kansas
0	21	Kentucky
0	22	Loui si ana
0	23	Mai ne
0	24	Maryl and
0	25	Massachusetts
0	26	Mi chi gan
0	27	Mi nnesota
0	28	Mi ssi ssi ppi
900	29	Mi ssouri
0	30	Montana
0	31	Nebraska
0	32	Nevada
0	33	New Hampshi re
0	34	New Jersey
0	35	New Mexi co
0	36	New York
0	37	North Carol i na
0	38	North Dakota
0	39	Ohi o
0	40	OkI ahoma
0	41	Oregon
0	42	Pennsyl vani a
0	44	Rhode Isl and
0	45	South Carol i na
0	46	South Dakota
0	47	Tennessee
0	48	Texas
0	49	Utah



250	3	Moderate
209	4	Conservative

=====

Name: pew\_bornagain  
Description: Born Again (Pew version)

Count	Code	Label
-----	----	-----
304	1	Yesel



