

Missouri State - Post November 2nd, 2010 Election Survey

Gender

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Male	40.8	163	41.3	62	28.0	14	36.0	18	48.0	24	50.0	25	40.0	20
Female	59.3	237	58.7	88	72.0	36	64.0	32	52.0	26	50.0	25	60.0	30
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

Missouri State - Post November 2nd, 2010 Election Survey

E. What county in Missouri did you vote in the November 2nd election?

		Market		Region											
		Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
		%	#	%	#	%	#	%	#	%	#	%	#	%	#
Metropolitan Counties	Clay	7.3	11	7.3	11	.0	0	.0	0	.0	0	.0	0	.0	0
	Greene	9.3	14	9.3	14	.0	0	.0	0	.0	0	.0	0	.0	0
	Jackson	21.2	32	21.3	32	.0	0	.0	0	.0	0	.0	0	.0	0
	Jefferson	6.6	10	6.7	10	.0	0	.0	0	.0	0	.0	0	.0	0
	Platte	2.6	4	2.7	4	.0	0	.0	0	.0	0	.0	0	.0	0
	St Louis County	33.8	51	34.0	51	.0	0	.0	0	.0	0	.0	0	.0	0
	St Louis City	9.3	14	8.7	13	100.0	1	.0	0	.0	0	.0	0	.0	0
	St Charles	9.9	15	10.0	15	.0	0	.0	0	.0	0	.0	0	.0	0
Southeast Missouri Region	Bollinger	2.0	1	.0	0	2.0	1	.0	0	.0	0	.0	0	.0	0
	Butler	8.2	4	.0	0	8.2	4	.0	0	.0	0	.0	0	.0	0
	Cape Girardeau	14.3	7	.0	0	14.3	7	.0	0	.0	0	.0	0	.0	0
	Carter	2.0	1	.0	0	2.0	1	.0	0	.0	0	.0	0	.0	0
	Crawford	4.1	2	.0	0	4.1	2	.0	0	.0	0	.0	0	.0	0
	Dunkin	6.1	3	.0	0	6.1	3	.0	0	.0	0	.0	0	.0	0
	Iron	2.0	1	.0	0	2.0	1	.0	0	.0	0	.0	0	.0	0
	Madison	4.1	2	.0	0	4.1	2	.0	0	.0	0	.0	0	.0	0
	Mississippi	2.0	1	.0	0	2.0	1	.0	0	.0	0	.0	0	.0	0
	New Madrid	4.1	2	.0	0	4.1	2	.0	0	.0	0	.0	0	.0	0
	Pemiscot	4.1	2	.0	0	4.1	2	.0	0	.0	0	.0	0	.0	0
	Perry	4.1	2	.0	0	4.1	2	.0	0	.0	0	.0	0	.0	0
	Ripley	2.0	1	.0	0	2.0	1	.0	0	.0	0	.0	0	.0	0
	St Francis	12.2	6	.0	0	12.2	6	.0	0	.0	0	.0	0	.0	0
	Scott	10.2	5	.0	0	10.2	5	.0	0	.0	0	.0	0	.0	0
	Saint Genevieve	6.1	3	.0	0	6.1	3	.0	0	.0	0	.0	0	.0	0
	Stoddard	6.1	3	.0	0	6.1	3	.0	0	.0	0	.0	0	.0	0
	Washington	4.1	2	.0	0	4.1	2	.0	0	.0	0	.0	0	.0	0
	Wayne	2.0	1	.0	0	2.0	1	.0	0	.0	0	.0	0	.0	0

Missouri State - Post November 2nd, 2010 Election Survey

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		Market		Region											
		Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
		%	#	%	#	%	#	%	#	%	#	%	#	%	#
Northwest Missouri Region	Andrew	6.1	3	.0	0	.0	0	6.1	3	.0	0	.0	0	.0	0
	Atchison	2.0	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
	Buchanan	32.7	16	.0	0	.0	0	32.7	16	.0	0	.0	0	.0	0
	Caldwell	4.1	2	.0	0	.0	0	4.1	2	.0	0	.0	0	.0	0
	Carroll	4.1	2	.0	0	.0	0	4.1	2	.0	0	.0	0	.0	0
	Clinton	8.2	4	.0	0	.0	0	8.2	4	.0	0	.0	0	.0	0
	Daviess	2.0	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
	DeKalb	4.1	2	.0	0	.0	0	4.1	2	.0	0	.0	0	.0	0
	Gentry	2.0	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
	Grundy	4.1	2	.0	0	.0	0	4.1	2	.0	0	.0	0	.0	0
	Harrison	4.1	2	.0	0	.0	0	4.1	2	.0	0	.0	0	.0	0
	Holt	2.0	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
	Livingston	6.1	3	.0	0	.0	0	6.1	3	.0	0	.0	0	.0	0
	Mercer	2.0	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
	Nodaway	8.2	4	.0	0	.0	0	8.2	4	.0	0	.0	0	.0	0
	Ray	6.1	3	.0	0	.0	0	6.1	3	.0	0	.0	0	.0	0
	Worth	2.0	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0

Missouri State - Post November 2nd, 2010 Election Survey

E. What county in Missouri did you vote in the November 2nd election?

		Market		Region											
		Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
		%	#	%	#	%	#	%	#	%	#	%	#	%	#
Central Missouri Region	Bates	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Benton	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Boone	16.0	8	.0	0	.0	0	.0	0	16.0	8	.0	0	.0	0
	Callaway	4.0	2	.0	0	.0	0	.0	0	4.0	2	.0	0	.0	0
	Camden	4.0	2	.0	0	.0	0	.0	0	4.0	2	.0	0	.0	0
	Cass	12.0	6	.0	0	.0	0	.0	0	12.0	6	.0	0	.0	0
	Cole	8.0	4	.0	0	.0	0	.0	0	8.0	4	.0	0	.0	0
	Cooper	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Franklin	10.0	5	.0	0	.0	0	.0	0	10.0	5	.0	0	.0	0
	Gasconade	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Henry	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Hickory	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Johnson	6.0	3	.0	0	.0	0	.0	0	6.0	3	.0	0	.0	0
	Lafayette	6.0	3	.0	0	.0	0	.0	0	6.0	3	.0	0	.0	0
	Maries	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Miller	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Moniteau	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Morgan	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Osage	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Pettis	6.0	3	.0	0	.0	0	.0	0	6.0	3	.0	0	.0	0
	Saline	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	St Clair	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0
	Warren	2.0	1	.0	0	.0	0	.0	0	2.0	1	.0	0	.0	0

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		Market		Region											
		Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
		%	#	%	#	%	#	%	#	%	#	%	#	%	#
Northeast Missouri Region	Adair	10.0	5	.0	0	.0	0	.0	0	.0	0	10.0	5	.0	0
	Audrain	10.0	5	.0	0	.0	0	.0	0	.0	0	10.0	5	.0	0
	Chariton	4.0	2	.0	0	.0	0	.0	0	.0	0	4.0	2	.0	0
	Clark	2.0	1	.0	0	.0	0	.0	0	.0	0	2.0	1	.0	0
	Knox	2.0	1	.0	0	.0	0	.0	0	.0	0	2.0	1	.0	0
	Lewis	4.0	2	.0	0	.0	0	.0	0	.0	0	4.0	2	.0	0
	Lincoln	14.0	7	.0	0	.0	0	.0	0	.0	0	14.0	7	.0	0
	Linn	6.0	3	.0	0	.0	0	.0	0	.0	0	6.0	3	.0	0
	Macon	6.0	3	.0	0	.0	0	.0	0	.0	0	6.0	3	.0	0
	Marion	10.0	5	.0	0	.0	0	.0	0	.0	0	10.0	5	.0	0
	Monroe	4.0	2	.0	0	.0	0	.0	0	.0	0	4.0	2	.0	0
	Pike	6.0	3	.0	0	.0	0	.0	0	.0	0	6.0	3	.0	0
	Putnam	4.0	2	.0	0	.0	0	.0	0	.0	0	4.0	2	.0	0
	Ralls	4.0	2	.0	0	.0	0	.0	0	.0	0	4.0	2	.0	0
	Randolph	10.0	5	.0	0	.0	0	.0	0	.0	0	10.0	5	.0	0
	Schuyler	2.0	1	.0	0	.0	0	.0	0	.0	0	2.0	1	.0	0
	Shelby	2.0	1	.0	0	.0	0	.0	0	.0	0	2.0	1	.0	0

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E. What county in Missouri did you vote in the November 2nd election?

		Market		Region											
		Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
		%	#	%	#	%	#	%	#	%	#	%	#	%	#
Southwest Missouri Region	Barry	3.9	2	.0	0	.0	0	.0	0	.0	0	.0	0	4.0	2
	Barton	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Christian	9.8	5	.0	0	.0	0	.0	0	.0	0	.0	0	10.0	5
	Dade	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Dallas	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Dent	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Douglas	3.9	2	.0	0	.0	0	.0	0	.0	0	.0	0	4.0	2
	Howell	3.9	2	.0	0	.0	0	100.0	1	.0	0	.0	0	2.0	1
	Jasper	13.7	7	.0	0	.0	0	.0	0	.0	0	.0	0	14.0	7
	Laclede	3.9	2	.0	0	.0	0	.0	0	.0	0	.0	0	4.0	2
	Lawrence	7.8	4	.0	0	.0	0	.0	0	.0	0	.0	0	8.0	4
	McDonald	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Newton	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Ozark	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Phelps	7.8	4	.0	0	.0	0	.0	0	.0	0	.0	0	8.0	4
	Polk	3.9	2	.0	0	.0	0	.0	0	.0	0	.0	0	4.0	2
	Pulaski	5.9	3	.0	0	.0	0	.0	0	.0	0	.0	0	6.0	3
	Shannon	3.9	2	.0	0	.0	0	.0	0	.0	0	.0	0	4.0	2
	Stone	5.9	3	.0	0	.0	0	.0	0	.0	0	.0	0	6.0	3
	Taney	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Texas	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Vernon	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
	Webster	3.9	2	.0	0	.0	0	.0	0	.0	0	.0	0	4.0	2
	Wright	2.0	1	.0	0	.0	0	.0	0	.0	0	.0	0	2.0	1
Total		100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

Missouri State - Post November 2nd, 2010 Election Survey

1. For the November 7th general election, where did you get information to help you decide how to vote?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Read brochures and/or postcards - information mailed to home	12.8	51	18.0	27	6.0	3	14.0	7	12.0	6	6.0	3	10.0	5
Contact from candidates campaign	1.5	6	1.3	2	2.0	1	4.0	2	.0	0	2.0	1	.0	0
Asked spouse/significant other	1.0	4	.7	1	2.0	1	4.0	2	.0	0	.0	0	.0	0
Asked friend/relative	7.8	31	6.0	9	14.0	7	6.0	3	12.0	6	6.0	3	6.0	3
Watched television ads	50.5	202	50.0	75	60.0	30	46.0	23	50.0	25	46.0	23	52.0	26
Listened to radio ads	16.0	64	14.7	22	14.0	7	12.0	6	20.0	10	20.0	10	18.0	9
Read election section in newspaper	25.5	102	22.0	33	20.0	10	44.0	22	26.0	13	18.0	9	30.0	15
Watched debates on TV	18.5	74	17.3	26	26.0	13	20.0	10	10.0	5	18.0	9	22.0	11
Went on the Internet	21.0	84	23.3	35	18.0	9	18.0	9	10.0	5	24.0	12	28.0	14
Listened to radio talk shows	4.3	17	6.0	9	6.0	3	6.0	3	2.0	1	2.0	1	.0	0
Read newspaper political articles	25.5	102	27.3	41	30.0	15	20.0	10	30.0	15	26.0	13	16.0	8
Went to a live speech by candidate	1.5	6	2.0	3	.0	0	2.0	1	2.0	1	2.0	1	.0	0
Used web site for candidate or issue	3.8	15	3.3	5	.0	0	6.0	3	2.0	1	8.0	4	4.0	2
Read candidate or issue ads in my local newspaper	2.8	11	4.0	6	.0	0	4.0	2	4.0	2	2.0	1	.0	0
Yard signs	.3	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
Outdoor billboards	.3	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
Newspaper editorial page	5.0	20	4.7	7	10.0	5	6.0	3	6.0	3	.0	0	4.0	2
Social media (Facebook, Twitter, etc.)	2.5	10	4.0	6	2.0	1	.0	0	2.0	1	.0	0	4.0	2
Other	3.8	15	3.3	5	2.0	1	.0	0	2.0	1	8.0	4	8.0	4
Total respondents	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

Missouri State - Post November 2nd, 2010 Election Survey

2. What form of political advertising did you find most OFFENSIVE in the November 2nd general election?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Candidate brochures and/or postcards - direct mail to my hom	5.3	21	5.3	8	2.0	1	4.0	2	6.0	3	12.0	6	2.0	1
Lawn signs	.3	1	.0	0	.0	0	2.0	1	.0	0	.0	0	.0	0
Live speech by candidate	3.5	14	4.7	7	6.0	3	2.0	1	2.0	1	2.0	1	2.0	1
Newspaper ads	2.5	10	2.0	3	4.0	2	4.0	2	4.0	2	.0	0	2.0	1
Phone call from candidate's campaign	6.8	27	6.7	10	8.0	4	4.0	2	4.0	2	10.0	5	8.0	4
Radio ads	1.5	6	.7	1	.0	0	2.0	1	8.0	4	.0	0	.0	0
Television ads	53.8	215	55.3	83	58.0	29	54.0	27	46.0	23	50.0	25	56.0	28
Web site for candidate or issue	.5	2	.0	0	.0	0	2.0	1	.0	0	.0	0	2.0	1
Newspaper insert	1.3	5	.0	0	.0	0	2.0	1	2.0	1	6.0	3	.0	0
Social media (Facebook, Twitter, etc.)	.3	1	.0	0	2.0	1	.0	0	.0	0	.0	0	.0	0
Other	7.3	29	6.0	9	8.0	4	4.0	2	12.0	6	10.0	5	6.0	3
Don't know	17.3	69	19.3	29	12.0	6	20.0	10	16.0	8	10.0	5	22.0	11
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

3. What form of political advertising did you find most HELPFUL when deciding how to vote in the November 2nd general election?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Candidate brochures and/or postcards - direct mail to my hom	9.3	37	12.0	18	10.0	5	8.0	4	8.0	4	.0	0	12.0	6
Live speech by candidate	5.5	22	4.7	7	8.0	4	6.0	3	4.0	2	8.0	4	4.0	2
Newspaper ads	21.0	84	18.0	27	18.0	9	30.0	15	30.0	15	16.0	8	20.0	10
Phone call from candidate's campaign	.8	3	.0	0	2.0	1	.0	0	.0	0	.0	0	4.0	2
Radio ads	3.8	15	2.7	4	2.0	1	4.0	2	4.0	2	6.0	3	6.0	3
Television ads	13.5	54	10.7	16	26.0	13	6.0	3	10.0	5	18.0	9	16.0	8
Web site for candidate or issue	6.0	24	5.3	8	2.0	1	8.0	4	2.0	1	12.0	6	8.0	4
Newspaper insert	4.5	18	5.3	8	10.0	5	2.0	1	6.0	3	.0	0	2.0	1
Social media (Facebook, Twitter, etc.)	1.3	5	.0	0	6.0	3	2.0	1	.0	0	2.0	1	.0	0
Other	12.0	48	12.0	18	2.0	1	16.0	8	14.0	7	18.0	9	10.0	5
Don't know	22.5	90	29.3	44	14.0	7	18.0	9	22.0	11	20.0	10	18.0	9
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

Missouri State - Post November 2nd, 2010 Election Survey

4. What form of political advertising did you find most BELIEVABLE when deciding how to vote in the November 2nd general election?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Candidate brochures and/or postcards - direct mail to my hom	6.3	25	6.7	10	4.0	2	6.0	3	8.0	4	6.0	3	6.0	3
Live speech by candidate	5.0	20	4.0	6	4.0	2	6.0	3	6.0	3	10.0	5	2.0	1
Newspaper ads	19.0	76	15.3	23	20.0	10	28.0	14	24.0	12	18.0	9	16.0	8
Phone call from candidate's campaign	.8	3	.0	0	.0	0	.0	0	2.0	1	2.0	1	2.0	1
Radio ads	3.8	15	4.7	7	2.0	1	.0	0	2.0	1	4.0	2	8.0	4
Television ads	7.0	28	6.0	9	16.0	8	2.0	1	6.0	3	8.0	4	6.0	3
Web site for candidate or issue	6.5	26	6.0	9	2.0	1	8.0	4	4.0	2	8.0	4	12.0	6
Newspaper insert	2.0	8	2.0	3	2.0	1	.0	0	4.0	2	2.0	1	2.0	1
Social media (Facebook, Twitter, etc.)	.8	3	.7	1	2.0	1	2.0	1	.0	0	.0	0	.0	0
Other	13.8	55	12.0	18	12.0	6	14.0	7	8.0	4	18.0	9	22.0	11
Don't know	35.3	141	42.7	64	36.0	18	34.0	17	36.0	18	24.0	12	24.0	12
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

5. Which one medium did you get the most information to help you decide which political candidates to vote for in the November 2nd election?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Candidate brochures and/or postcards - direct mail to my hom	4.5	18	4.0	6	6.0	3	4.0	2	.0	0	6.0	3	8.0	4
Live speech by candidate	3.8	15	6.0	9	2.0	1	4.0	2	.0	0	4.0	2	2.0	1
Newspaper ads	26.0	104	24.0	36	26.0	13	34.0	17	34.0	17	26.0	13	16.0	8
Phone call from candidate's campaign	.8	3	.0	0	2.0	1	.0	0	4.0	2	.0	0	.0	0
Radio ads	5.5	22	6.7	10	2.0	1	4.0	2	8.0	4	6.0	3	4.0	2
Television ads	21.3	85	18.7	28	28.0	14	20.0	10	24.0	12	18.0	9	24.0	12
Web site for candidate or issue	12.8	51	14.7	22	10.0	5	12.0	6	4.0	2	16.0	8	16.0	8
Newspaper insert	3.0	12	4.7	7	2.0	1	2.0	1	2.0	1	4.0	2	.0	0
Social media (Facebook, Twitter, etc.)	2.3	9	2.0	3	4.0	2	.0	0	2.0	1	2.0	1	4.0	2
Other	12.8	51	13.3	20	10.0	5	8.0	4	14.0	7	12.0	6	18.0	9
Don't know	7.5	30	6.0	9	8.0	4	12.0	6	8.0	4	6.0	3	8.0	4
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

Missouri State - Post November 2nd, 2010 Election Survey

6. Should the wording of State Constitutional Amendments be published in your local newspaper prior to election day to help inform citizens of the changes being proposed?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Yes	94.8	379	91.3	137	96.0	48	96.0	48	96.0	48	100.0	50	96.0	48
No	3.8	15	6.0	9	4.0	2	4.0	2	.0	0	.0	0	4.0	2
Don't know	1.5	6	2.7	4	.0	0	.0	0	4.0	2	.0	0	.0	0
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

7. What is your age group?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
18 to 24	1.0	4	.7	1	2.0	1	.0	0	.0	0	2.0	1	2.0	1
25 to 29	1.0	4	2.7	4	.0	0	.0	0	.0	0	.0	0	.0	0
30 to 34	1.5	6	1.3	2	.0	0	4.0	2	2.0	1	2.0	1	.0	0
35 to 39	3.3	13	2.7	4	2.0	1	4.0	2	2.0	1	6.0	3	4.0	2
40 to 44	8.0	32	7.3	11	10.0	5	4.0	2	4.0	2	12.0	6	12.0	6
45 to 49	7.5	30	9.3	14	8.0	4	8.0	4	4.0	2	6.0	3	6.0	3
50 to 54	12.0	48	12.7	19	8.0	4	14.0	7	4.0	2	24.0	12	8.0	4
55 to 59	15.5	62	16.0	24	14.0	7	16.0	8	18.0	9	16.0	8	12.0	6
60 to 64	16.3	65	13.3	20	12.0	6	12.0	6	28.0	14	12.0	6	26.0	13
65 to 69	21.0	84	21.3	32	24.0	12	26.0	13	18.0	9	18.0	9	18.0	9
70 & Over	13.0	52	12.7	19	20.0	10	12.0	6	20.0	10	2.0	1	12.0	6
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

7a. Average respondent age: (derived)

	Market	Region					
	Total	Metropolitan Counties	Southeast Missouri Region	Northwest Missouri Region	Central Missouri Region	Northeast Missouri Region	Southwest Missouri Region
Mean (Average)	57.50	57.00	58.98	57.98	60.90	53.66	57.46
Median	62	57	62	60	62	52	62
Mode	67	67	67	67	62	52	62
Maximum	71	71	71	71	71	71	71
Minimum	21	21	21	32	32	21	21
Error range (+/-)	.56	.93	1.62	1.52	1.31	1.53	1.60
Number of responses	400	150	50	50	50	50	50

8. In general, which of the following income brackets did your household fall into before taxes in the last 12 months?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Under \$20,000	10.5	42	6.0	9	14.0	7	16.0	8	2.0	1	10.0	5	24.0	12
\$20,000 to \$39,999	20.3	81	13.3	20	28.0	14	16.0	8	34.0	17	24.0	12	20.0	10
\$40,000 to \$59,999	15.8	63	14.0	21	12.0	6	20.0	10	18.0	9	22.0	11	12.0	6
\$60,000 to \$79,999	15.0	60	14.0	21	18.0	9	14.0	7	16.0	8	20.0	10	10.0	5
\$80,000 to \$99,999	9.0	36	12.0	18	8.0	4	6.0	3	12.0	6	8.0	4	2.0	1
\$100,000 to \$124,999	7.3	29	8.7	13	6.0	3	12.0	6	4.0	2	2.0	1	8.0	4
\$125,000 to \$149,999	2.5	10	4.0	6	2.0	1	.0	0	2.0	1	2.0	1	2.0	1
\$150,000 or more	3.0	12	6.7	10	.0	0	.0	0	2.0	1	2.0	1	.0	0
Refused	16.8	67	21.3	32	12.0	6	16.0	8	10.0	5	10.0	5	22.0	11
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

8a. Average income: (derived)

	Market	Region					
	Total	Metropolitan Counties	Southeast Missouri Region	Northwest Missouri Region	Central Missouri Region	Northeast Missouri Region	Southwest Missouri Region
Mean (Average)	\$60,736	\$73,517	\$52,670	\$55,238	\$57,500	\$54,833	\$47,628
Median	\$50,000	\$70,000	\$50,000	\$50,000	\$50,000	\$50,000	\$30,000
Mode	\$30,000	\$50,000	\$30,000	\$50,000	\$30,000	\$30,000	\$19,999
Maximum	\$150,001	\$150,001	\$137,500	\$110,000	\$150,001	\$150,001	\$137,500
Minimum	\$19,999	\$19,999	\$19,999	\$19,999	\$19,999	\$19,999	\$19,999
Error range (+/-)	\$1,936	\$3,619	\$4,600	\$4,725	\$4,651	\$4,489	\$5,211
Number of responses	333	118	44	42	45	45	39

9. Which of the following best describes your ethnicity?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
African-American, Black	5.8	23	10.0	15	8.0	4	.0	0	4.0	2	4.0	2	.0	0
American Indian	.8	3	.0	0	.0	0	2.0	1	2.0	1	.0	0	2.0	1
Asian, Pacific Islander	.5	2	.7	1	.0	0	.0	0	.0	0	2.0	1	.0	0
Caucasian, White	88.3	353	84.7	127	84.0	42	98.0	49	88.0	44	90.0	45	92.0	46
Hispanic	.5	2	1.3	2	.0	0	.0	0	.0	0	.0	0	.0	0
Other	1.3	5	.7	1	2.0	1	.0	0	2.0	1	2.0	1	2.0	1
Refused	3.0	12	2.7	4	6.0	3	.0	0	4.0	2	2.0	1	4.0	2
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

Missouri State - Post November 2nd, 2010 Election Survey

10. What is your political party affiliation?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Democrat	27.0	108	27.3	41	28.0	14	30.0	15	34.0	17	22.0	11	20.0	10
Green	.3	1	.0	0	.0	0	.0	0	.0	0	2.0	1	.0	0
Independent	25.8	103	32.0	48	20.0	10	14.0	7	28.0	14	26.0	13	22.0	11
Libertarian	.8	3	1.3	2	.0	0	.0	0	.0	0	2.0	1	.0	0
Republican	29.8	119	26.0	39	38.0	19	34.0	17	18.0	9	26.0	13	44.0	22
Tea Party	.8	3	.7	1	.0	0	.0	0	.0	0	.0	0	4.0	2
Other	2.5	10	1.3	2	4.0	2	4.0	2	.0	0	6.0	3	2.0	1
Refused	13.3	53	11.3	17	10.0	5	18.0	9	20.0	10	16.0	8	8.0	4
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50