

Results of SurveyUSA Election Poll #24638

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

Release Date: 03/15/2019

Percentages

2 Weeks Till Open Mayoral Primary in Kansas City MO, 4 Candidates Clustered, Each With Chance To Advance To Runoff; One-Third of Likely Voters Not Yet Focused on Mayor's Race; Pre-K Sales Tax Initiative Could Go Either Way, Voters Split:

Of the 11 candidates on the ballot when Kansas City MO voters go to the polls 04/02/19 to replace outgoing Mayor Sly James, 4 are tightly bunched and have an opportunity to be one of the 2 candidates to advance to a general election runoff 06/18/19, according to SurveyUSA research conducted exclusively for the Kansas City Star.

Here is how the 4 top candidates rank at this hour:

- * 15% --- Jolie Justus
- * 10% --- Alissia Canady
- * 10% --- Steve Miller
- * 10% --- Jermaine Reed

The top 4 are followed by:

- * 6% --- Scott Taylor
- * 6% --- Scott Wagner
- * 5% --- Quinton Lucas

Another 4 candidates have insignificant support. 32% of likely voters remain undecided.

Justus is backed by whites, seniors, liberals, the most educated voters, the most affluent voters and those who think Kansas City is on the right track. Canady is backed by African Americans, women, younger voters, conservative Democrats, those with a high-school education and lower-income voters. Miller is backed by men, middle-aged voters, Hispanics, Republicans and those who say that Kansas City is on the wrong track. Reed is backed by the youngest (and often least reliable) voters, by African Americans, by lower-income voters and voters who live in urban portions of the city.

Overwhelmingly, voters say crime is the biggest problem the new Mayor will inherit. Infrastructure is the 2nd largest problem. Schools are 3rd. When voters are asked what they are looking for in a new mayor, "decreasing crime" is mentioned most often, as is the desire to elect a "strong leader."

Outgoing Mayor Sly James, who is term-limited and unable to seek re-election, gets good but not great marks from voters. 22% of voters say James has done an excellent job, 36% say he has done a good job (excellent + good combined = 58%), 29% of voters say James has done a fair job and 11% of voters say James has done a poor job. Half of voters in the 04/02/19 open, non-partisan primary say they are looking for a candidate to keep going in the direction James is headed. Half of voters say they are looking for a candidate to take the city in a different direction.

Also on the 04/02/19 ballot is an initiative that would increase the sales tax in Kansas City, with the proceeds from the new tax revenue used to fund pre-kindergarten programs in the city. 2 weeks till votes are counted, 42% of voters say they will vote Yes on the sales tax, 47% say they will vote No. Democrats support the tax increase, Republicans oppose. In general, having nothing uniquely to do with Kansas City and/or 2019, opposition to ballot measures typically increases as Election Day approaches. While it is possible that this measure may pass, such a win should be considered an "upset."

About : SurveyUSA interviewed 800 adults from Kansas City MO 02/26/19 through 03/13/19. Of the adults, 718 were registered to vote. Of the registered voters, 610 were determined by SurveyUSA to be likely to vote in the 04/02/19 primary. This research was conducted using blended sample, mixed mode. Respondents with a landline telephone (50% of likely voters) were interviewed on their home phone in the recorded voice of a professional announcer. Respondents unreachable on a landline telephone (50% of likely voters) were shown the survey questions on the display of their smartphone, laptop or tablet, or were interviewed by live operators, who hand-dialed cell-phone numbers, secured the cooperation of the respondent, ensured the safety of the respondent, asked the questions, made note of the answers and remained on the line until the conclusion of the interview. You must credit the Kansas City Star if you publish or broadcast the results of this survey. © 2019 SurveyUSA www.surveyusa.com Results of SurveyUSA Election Poll #24638 Page 1

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1 Are you registered to vote in the state of Missouri?

800 Adults	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
Credibility Interval: +/-2.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Yes	90%	87%	92%	79%	90%	97%	100%	84%	98%	89%	89%	98%	89%	100%	100%	89%	95%	90%
No	8%	11%	6%	16%	8%	3%	0%	13%	2%	10%	8%	1%	6%	-	-	10%	4%	7%
Not Sure	2%	2%	2%	5%	1%	0%	0%	3%	0%	2%	2%	1%	6%	-	-	1%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	34%	25%	24%	16%	60%	40%	55%	28%	10%	6%	66%	19%	18%	46%	27%

1 Are you registered to vote in the state of Missouri?

800 Adults	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
Credibility Interval: +/-2.7 pct points		Conser	Moder	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Yes	90%	93%	94%	92%	100%	100%	79%	90%	95%	81%	93%	96%	89%	90%	82%	99%
No	8%	7%	6%	6%	-	-	15%	8%	5%	15%	6%	4%	9%	9%	14%	0%
Not Sure	2%	0%	0%	1%	-	-	6%	2%	0%	4%	1%	0%	3%	1%	3%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	21%	36%	27%	53%	28%	22%	34%	44%	37%	36%	27%	47%	48%	56%	44%

2 Kansas City MO voters will have a chance to vote in a primary election for Mayor on Tuesday, April 2nd. How likely are you to vote in the primary for Mayor of Kansas City MO on Tuesday, April 2nd? Very likely? Likely? Probably not? Or definitely not?

718 Registered Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
Credibility Interval: +/-4.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Very Likely	66%	65%	68%	48%	69%	81%	72%	58%	77%	64%	69%	65%	75%	100%	0%	63%	71%	61%
Likely	19%	17%	20%	28%	18%	11%	15%	23%	13%	20%	18%	20%	13%	0%	100%	21%	19%	19%
Probably Not	11%	13%	10%	21%	8%	5%	9%	15%	7%	12%	11%	14%	1%	0%	0%	13%	8%	15%
Definitely Not	2%	2%	1%	0%	2%	2%	3%	1%	2%	2%	0%	0%	5%	0%	0%	2%	0%	3%
Not Sure	2%	3%	1%	3%	2%	1%	1%	3%	1%	2%	2%	0%	7%	0%	0%	0%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	47%	53%	30%	25%	26%	18%	56%	44%	55%	28%	11%	6%	66%	19%	18%	49%	27%

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2 Kansas City MO voters will have a chance to vote in a primary election for Mayor on Tuesday, April 2nd. How likely are you to vote in the primary for Mayor of Kansas City MO on Tuesday, April 2nd? Very likely? Likely? Probably not? Or definitely not?

718 Registered Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
Credibility Interval: +/-4.6 pct points		Conser	Moderate	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Very Likely	66%	64%	66%	77%	78%	86%	49%	62%	76%	59%	63%	75%	68%	63%	56%	77%
Likely	19%	19%	22%	16%	22%	14%	24%	23%	14%	21%	21%	15%	17%	22%	26%	11%
Probably Not	11%	12%	10%	6%	-	-	19%	13%	7%	12%	14%	9%	11%	12%	13%	9%
Definitely Not	2%	3%	1%	0%	-	-	3%	0%	2%	3%	1%	1%	1%	2%	0%	3%
Not Sure	2%	2%	1%	1%	-	-	5%	2%	1%	4%	1%	0%	3%	1%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	38%	27%	53%	28%	19%	34%	47%	33%	37%	29%	46%	49%	51%	49%

3 Generally speaking, is Kansas City on the right track or the wrong track?

610 Likely Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
Credibility Interval: +/-5.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Right Track	53%	57%	50%	58%	46%	56%	52%	52%	54%	58%	46%	53%	43%	53%	53%	41%	63%	43%
Wrong Track	28%	25%	30%	26%	29%	31%	22%	28%	28%	23%	32%	35%	35%	31%	17%	41%	20%	33%
Not Sure	19%	18%	20%	15%	25%	13%	25%	20%	18%	19%	22%	12%	21%	16%	29%	18%	17%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

3 Generally speaking, is Kansas City on the right track or the wrong track?

610 Likely Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
Credibility Interval: +/-5.3 pct points		Conser	Moderate	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Right Track	53%	41%	56%	61%	100%	0%	53%	49%	55%	48%	55%	56%	52%	55%	55%	52%
Wrong Track	28%	41%	28%	20%	0%	100%	27%	27%	29%	27%	24%	32%	25%	31%	24%	31%
Not Sure	19%	18%	17%	19%	0%	0%	20%	24%	16%	25%	21%	12%	24%	14%	21%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

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4 Which one of the following is the biggest problem facing the city? Crime? Schools? Affordable housing? Transportation? Jobs? Tax incentives for developers? Race relations? Infrastructure? Or something else?

610 Likely Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
Credibility Interval: +/-5.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Crime	35%	32%	38%	27%	39%	34%	44%	33%	38%	33%	47%	24%	17%	35%	38%	39%	38%	28%
Schools	14%	9%	18%	20%	16%	7%	12%	18%	9%	14%	12%	12%	23%	14%	14%	8%	15%	17%
Affordable Housing	9%	10%	8%	7%	9%	11%	7%	8%	9%	8%	12%	1%	12%	9%	7%	5%	10%	9%
Transportation	5%	8%	3%	8%	6%	4%	2%	7%	3%	6%	5%	3%	1%	6%	3%	4%	5%	7%
Jobs	3%	2%	4%	2%	2%	5%	4%	2%	4%	2%	3%	3%	10%	3%	2%	5%	3%	1%
Tax Incentives	5%	4%	6%	5%	5%	10%	1%	5%	6%	3%	4%	22%	5%	6%	3%	4%	7%	5%
Race Relations	6%	6%	6%	12%	3%	6%	2%	7%	5%	5%	7%	13%	1%	5%	8%	5%	5%	5%
Infrastructure	17%	23%	12%	13%	18%	19%	19%	15%	19%	23%	7%	11%	27%	17%	16%	21%	14%	23%
Other	3%	4%	3%	4%	2%	3%	5%	3%	4%	3%	1%	8%	5%	3%	3%	6%	2%	4%
Not Sure	2%	2%	1%	3%	1%	0%	3%	2%	1%	2%	2%	0%	0%	1%	5%	4%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

4 Which one of the following is the biggest problem facing the city? Crime? Schools? Affordable housing? Transportation? Jobs? Tax incentives for developers? Race relations? Infrastructure? Or something else?

610 Likely Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
Credibility Interval: +/-5.3 pct points		Conser	Moder	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Crime	35%	43%	34%	29%	37%	33%	46%	39%	30%	39%	40%	29%	40%	30%	34%	36%
Schools	14%	10%	12%	18%	12%	15%	4%	14%	18%	14%	14%	13%	16%	12%	17%	10%
Affordable Housing	9%	5%	10%	10%	10%	5%	13%	10%	7%	14%	6%	8%	12%	7%	9%	8%
Transportation	5%	3%	6%	7%	6%	6%	5%	4%	6%	2%	4%	8%	3%	7%	7%	3%
Jobs	3%	2%	3%	4%	3%	3%	0%	4%	4%	3%	2%	4%	4%	3%	2%	4%
Tax Incentives	5%	4%	6%	7%	4%	10%	1%	3%	8%	2%	4%	12%	5%	7%	3%	8%
Race Relations	6%	8%	3%	4%	5%	7%	9%	4%	4%	7%	8%	0%	3%	6%	5%	7%
Infrastructure	17%	20%	20%	17%	19%	16%	9%	17%	20%	10%	17%	23%	13%	22%	15%	19%
Other	3%	5%	3%	4%	3%	3%	7%	3%	2%	4%	4%	3%	2%	4%	4%	3%
Not Sure	2%	2%	2%	0%	1%	1%	5%	1%	1%	4%	1%	0%	3%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

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5 Which of the following is the most important quality you're looking for in the next mayor? Strong leader? Deep understanding of business? Will make decreasing crime a priority? Committed to education reform? Gets along well with others? Can unite the city? Or something else?

610 Likely Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Credibility Interval: +/-5.3 pct points																		
Strong Leader	25%	27%	24%	23%	22%	23%	36%	23%	28%	25%	23%	28%	31%	25%	26%	36%	20%	24%
Deep Understanding Of Business	9%	12%	7%	5%	11%	12%	6%	8%	10%	9%	5%	13%	22%	10%	7%	14%	4%	15%
Decreasing Crime a Priority	25%	18%	31%	13%	27%	32%	30%	20%	31%	18%	34%	41%	14%	27%	21%	16%	31%	22%
Committed To Education Reform	11%	10%	13%	18%	14%	6%	5%	16%	6%	11%	14%	4%	16%	11%	13%	7%	15%	9%
Gets Along Well With Others	3%	5%	2%	6%	0%	2%	4%	3%	3%	4%	2%	0%	2%	3%	2%	2%	3%	4%
Can Unite The City	17%	20%	15%	25%	16%	15%	11%	21%	13%	23%	11%	14%	2%	16%	21%	19%	18%	15%
Other	6%	6%	6%	7%	7%	7%	4%	7%	6%	8%	5%	0%	12%	7%	4%	4%	5%	10%
Not Sure	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%	5%	0%	0%	2%	6%	3%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

5 Which of the following is the most important quality you're looking for in the next mayor? Strong leader? Deep understanding of business? Will make decreasing crime a priority? Committed to education reform? Gets along well with others? Can unite the city? Or something else?

610 Likely Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
		Conser	Moder	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Credibility Interval: +/-5.3 pct points																
Strong Leader	25%	32%	21%	25%	30%	17%	30%	23%	24%	28%	24%	22%	27%	22%	26%	24%
Deep Understanding Of Business	9%	14%	12%	1%	6%	14%	6%	5%	12%	4%	8%	15%	7%	10%	6%	12%
Decreasing Crime a Priority	25%	20%	25%	24%	22%	34%	21%	32%	23%	23%	30%	23%	27%	22%	22%	29%
Committed To Education Reform	11%	6%	9%	19%	12%	6%	12%	12%	11%	13%	13%	8%	12%	12%	17%	5%
Gets Along Well With Others	3%	2%	3%	4%	3%	2%	4%	4%	2%	4%	3%	2%	3%	3%	3%	3%
Can Unite The City	17%	17%	20%	17%	19%	17%	20%	16%	17%	17%	16%	21%	12%	22%	17%	17%
Other	6%	5%	7%	7%	5%	8%	2%	7%	7%	7%	4%	7%	7%	6%	6%	7%
Not Sure	3%	3%	1%	3%	2%	2%	5%	2%	2%	4%	2%	2%	4%	1%	4%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

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6 If only 2 candidates were on the ballot for Mayor, and the two were identical except that one is a city council member and the other is not a city council member, which candidate would you vote for?

610 Likely Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen	
Credibility Interval: +/-5.3 pct points																			
City Council Member	38%	35%	40%	47%	38%	31%	35%	43%	33%	36%	48%	20%	40%	40%	30%	25%	49%	28%	
Non City Council Member	32%	32%	32%	25%	32%	40%	30%	28%	36%	31%	24%	53%	35%	31%	34%	50%	22%	39%	
Not Sure	30%	33%	28%	28%	30%	29%	35%	29%	32%	33%	28%	27%	25%	28%	37%	25%	30%	33%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%	

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Credibility Interval: +/-5.3 pct points																
City Council Member	38%	30%	37%	48%	46%	26%	36%	36%	41%	42%	36%	40%	41%	36%	37%	39%
Non City Council Member	32%	48%	32%	21%	22%	55%	35%	34%	28%	32%	29%	33%	29%	32%	30%	34%
Not Sure	30%	22%	31%	32%	32%	19%	29%	30%	32%	26%	35%	27%	30%	32%	33%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

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7 There are 11 candidates running to be the next Mayor of Kansas City MO. If the primary were today, and you were filling out your ballot right now, who would you vote for? Scott Taylor? Alissia Canady? Quinton Lucas? Steve Miller? Scott Wagner? Phil Glynn? Vincent Lee? Jolie Justus? Jermaine Reed? Henry Klein? Or Clay Chastain?

610 Likely Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen	
Credibility Interval: +/-5.3 pct points																			
Scott Taylor	5%	6%	5%	4%	3%	7%	5%	4%	7%	7%	2%	1%	7%	6%	1%	12%	3%	6%	
Alissia Canady	8%	6%	9%	9%	10%	4%	10%	9%	6%	5%	15%	4%	0%	7%	10%	4%	11%	5%	
Quinton Lucas	4%	6%	3%	3%	4%	6%	5%	4%	5%	3%	9%	0%	5%	5%	3%	1%	4%	7%	
Steve Miller	9%	12%	7%	6%	5%	16%	10%	5%	14%	7%	3%	33%	16%	10%	6%	13%	6%	11%	
Scott Wagner	4%	6%	3%	4%	2%	6%	5%	3%	6%	6%	2%	3%	4%	5%	4%	7%	4%	4%	
Phil Glynn	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	0%	0%	1%	2%	2%	1%	2%	
Vincent Lee	1%	2%	1%	3%	0%	1%	0%	2%	1%	1%	1%	2%	0%	1%	1%	0%	2%	2%	
Jolie Justus	13%	14%	13%	8%	12%	16%	18%	10%	17%	21%	4%	0%	19%	16%	5%	6%	17%	13%	
Jermaine Reed	7%	9%	5%	9%	4%	8%	5%	7%	7%	3%	17%	0%	0%	8%	4%	4%	8%	5%	
Henry Klein	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	
Clay Chastain	2%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	0%	1%	2%	1%	1%	2%	2%	
Undecided	44%	34%	52%	51%	54%	33%	36%	53%	34%	41%	44%	56%	48%	39%	63%	50%	42%	42%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%	

Results of SurveyUSA Election Poll #24638

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

Release Date: 03/15/2019

Percentages

7 There are 11 candidates running to be the next Mayor of Kansas City MO. If the primary were today, and you were filling out your ballot right now, who would you vote for? Scott Taylor? Alissia Canady? Quinton Lucas? Steve Miller? Scott Wagner? Phil Glynn? Vincent Lee? Jolie Justus? Jermaine Reed? Henry Klein? Or Clay Chastain?

610 Likely Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
		Conser	Moderate	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Scott Taylor	5%	11%	6%	1%	5%	7%	5%	5%	5%	2%	7%	6%	4%	5%	2%	8%
Alissia Canady	8%	9%	7%	7%	10%	3%	10%	11%	5%	10%	8%	6%	11%	4%	7%	8%
Quinton Lucas	4%	4%	6%	3%	2%	6%	0%	6%	5%	3%	5%	4%	6%	3%	3%	6%
Steve Miller	9%	14%	7%	8%	8%	13%	10%	4%	11%	7%	7%	12%	7%	8%	3%	15%
Scott Wagner	4%	5%	5%	4%	6%	3%	2%	5%	5%	3%	4%	7%	4%	6%	4%	5%
Phil Glynn	1%	0%	2%	1%	1%	2%	3%	1%	1%	2%	1%	1%	3%	1%	2%	1%
Vincent Lee	1%	2%	1%	1%	1%	2%	6%	0%	1%	2%	0%	2%	1%	2%	2%	1%
Jolie Justus	13%	3%	12%	27%	21%	4%	5%	10%	19%	8%	12%	22%	15%	14%	9%	18%
Jermaine Reed	7%	6%	8%	6%	7%	9%	8%	7%	6%	9%	7%	5%	8%	6%	6%	7%
Henry Klein	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%
Clay Chastain	2%	1%	1%	4%	2%	2%	4%	1%	1%	1%	3%	1%	2%	2%	2%	1%
Undecided	44%	44%	44%	37%	38%	48%	47%	49%	40%	52%	45%	32%	39%	49%	60%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

Results of SurveyUSA Election Poll #24638

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

Release Date: 03/15/2019

Percentages

8 Even though you are undecided, are you leaning towards one candidate?

268 Who Are Undecided Credibility Interval: +/-7.1 pct points	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Scott Taylor	2%	3%	2%	4%	1%	1%	3%	3%	2%	2%	2%	6%	0%	2%	4%	4%	3%	0%
Alissia Canady	5%	2%	6%	7%	5%	1%	5%	6%	3%	4%	5%	6%	9%	3%	9%	3%	7%	3%
Quinton Lucas	2%	2%	2%	3%	0%	2%	3%	2%	2%	1%	5%	0%	0%	2%	2%	1%	1%	5%
Steve Miller	2%	2%	2%	1%	1%	5%	3%	1%	4%	1%	0%	6%	8%	3%	1%	7%	1%	1%
Scott Wagner	4%	4%	5%	9%	2%	4%	0%	6%	2%	6%	0%	0%	18%	6%	2%	3%	3%	9%
Phil Glynn	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vincent Lee	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Jolie Justus	3%	7%	1%	4%	0%	3%	9%	2%	6%	4%	0%	7%	4%	3%	4%	1%	3%	6%
Jermaine Reed	7%	3%	10%	9%	7%	9%	2%	8%	6%	0%	19%	0%	25%	11%	0%	0%	9%	8%
Henry Klein	1%	0%	1%	2%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	3%
Clay Chastain	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%
Truly Undecided	73%	77%	71%	61%	83%	76%	73%	72%	75%	80%	69%	75%	35%	70%	78%	82%	73%	65%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Undecided	100%	35%	65%	31%	32%	21%	15%	64%	36%	50%	29%	14%	7%	68%	32%	21%	50%	24%

Results of SurveyUSA Election Poll #24638



Sponsor:

Kansas City Star ()

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

Release Date: 03/15/2019

Percentages

8 Even though you are undecided, are you leaning towards one candidate?

268 Who Are Undecided Credibility Interval: +/-7.1 pct points	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
		Conser	Moder	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Scott Taylor	2%	5%	2%	0%	4%	1%	8%	2%	0%	3%	3%	1%	1%	2%	2%	2%
Alissia Canady	5%	4%	5%	5%	6%	2%	14%	5%	1%	7%	4%	3%	6%	4%	6%	2%
Quinton Lucas	2%	1%	1%	1%	1%	0%	3%	2%	2%	3%	2%	1%	3%	1%	2%	1%
Steve Miller	2%	3%	4%	0%	0%	5%	0%	1%	4%	0%	1%	6%	3%	2%	1%	4%
Scott Wagner	4%	2%	7%	4%	5%	6%	4%	1%	7%	5%	2%	8%	5%	5%	5%	4%
Phil Glynn	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vincent Lee	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Jolie Justus	3%	0%	6%	4%	5%	0%	0%	6%	2%	6%	2%	2%	5%	3%	0%	10%
Jermaine Reed	7%	0%	9%	12%	2%	15%	10%	9%	5%	15%	2%	5%	14%	3%	8%	6%
Henry Klein	1%	0%	2%	0%	0%	0%	0%	0%	1%	0%	2%	0%	0%	1%	1%	0%
Clay Chastain	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%	1%	1%	0%
Truly Undecided	73%	83%	63%	73%	76%	71%	60%	74%	76%	59%	83%	72%	63%	80%	73%	72%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Undecided	100%	22%	39%	25%	45%	30%	18%	38%	45%	38%	39%	23%	41%	54%	68%	32%

Results of SurveyUSA Election Poll #24638

Geography: City of Kansas City, Missouri

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Percentages

9

Imputed, not asked: Voter preference combining those who back a candidate in Q7 and those who are undecided but leaning toward a candidate in Q8.

610 Likely Voters, Including Leaners Credibility Interval: +/-5.3 pct points	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Scott Taylor	6%	7%	6%	6%	4%	7%	7%	5%	7%	8%	3%	4%	7%	7%	4%	14%	4%	6%
Alissia Canady	10%	7%	12%	12%	12%	4%	11%	12%	7%	7%	17%	8%	4%	8%	16%	5%	14%	6%
Quinton Lucas	5%	6%	4%	5%	4%	6%	6%	4%	6%	3%	11%	0%	5%	5%	5%	1%	4%	9%
Steve Miller	10%	13%	8%	6%	6%	18%	11%	6%	15%	8%	3%	37%	20%	11%	6%	16%	6%	12%
Scott Wagner	6%	7%	6%	8%	4%	8%	5%	6%	7%	9%	2%	3%	13%	7%	5%	8%	5%	8%
Phil Glynn	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	0%	0%	1%	2%	2%	1%	2%
Vincent Lee	1%	2%	1%	3%	0%	1%	1%	2%	1%	1%	1%	2%	0%	2%	1%	0%	2%	2%
Jolie Justus	15%	16%	14%	10%	12%	17%	22%	11%	19%	23%	4%	4%	21%	17%	8%	7%	19%	16%
Jermaine Reed	10%	10%	10%	14%	8%	11%	6%	11%	9%	3%	26%	0%	12%	12%	4%	4%	12%	9%
Henry Klein	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	2%
Clay Chastain	2%	3%	1%	1%	3%	1%	3%	2%	2%	2%	2%	0%	1%	2%	1%	1%	2%	3%
Truly Undecided	32%	26%	37%	31%	45%	25%	26%	38%	25%	33%	30%	42%	17%	27%	49%	41%	31%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters, Includi	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

Results of SurveyUSA Election Poll #24638

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

Release Date: 03/15/2019

Percentages

9 Imputed, not asked: Voter preference combining those who back a candidate in Q7 and those who are undecided but leaning toward a candidate in Q8.

610 Likely Voters, Including Leaners Credibility Interval: +/-5.3 pct points	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
		Conser	Modera	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Scott Taylor	6%	13%	7%	1%	6%	7%	9%	6%	5%	4%	8%	6%	5%	6%	4%	8%
Alissia Canady	10%	11%	9%	9%	12%	4%	16%	14%	5%	14%	10%	7%	13%	6%	10%	9%
Quinton Lucas	5%	5%	6%	4%	3%	6%	2%	6%	6%	5%	6%	5%	7%	4%	4%	6%
Steve Miller	10%	15%	9%	8%	8%	16%	10%	4%	13%	7%	8%	14%	8%	9%	4%	16%
Scott Wagner	6%	6%	8%	5%	8%	6%	4%	6%	8%	6%	6%	9%	6%	8%	7%	6%
Phil Glynn	1%	0%	2%	1%	1%	2%	3%	1%	1%	2%	1%	1%	3%	1%	2%	1%
Vincent Lee	1%	2%	1%	1%	1%	2%	6%	0%	1%	3%	0%	2%	1%	2%	2%	1%
Jolie Justus	15%	3%	15%	28%	23%	4%	5%	13%	20%	11%	12%	23%	17%	15%	9%	21%
Jermaine Reed	10%	6%	13%	10%	8%	16%	13%	11%	8%	17%	7%	7%	14%	7%	11%	9%
Henry Klein	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Clay Chastain	2%	2%	1%	4%	2%	2%	4%	1%	2%	1%	3%	2%	2%	2%	2%	1%
Truly Undecided	32%	37%	28%	27%	28%	34%	28%	37%	31%	31%	38%	23%	25%	39%	44%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters, Includi	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

10 How would you describe the job Sly James has done as Mayor of Kansas City? Excellent? Good? Fair? Or poor?

610 Likely Voters Credibility Interval: +/-5.3 pct points	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Excellent	22%	24%	21%	16%	23%	26%	24%	20%	25%	24%	21%	21%	10%	25%	15%	16%	27%	15%
Good	36%	37%	35%	36%	35%	33%	41%	35%	36%	36%	38%	22%	48%	34%	42%	29%	40%	35%
Fair	29%	28%	30%	34%	31%	28%	21%	32%	25%	28%	26%	46%	24%	28%	33%	40%	23%	33%
Poor	11%	10%	11%	9%	9%	12%	14%	9%	12%	9%	13%	8%	18%	12%	5%	14%	8%	15%
Not Sure	2%	1%	3%	5%	2%	1%	1%	3%	1%	2%	2%	2%	0%	1%	5%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

Results of SurveyUSA Election Poll #24638

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

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Percentages

10 How would you describe the job Sly James has done as Mayor of Kansas City? Excellent? Good? Fair? Or poor?

610 Likely Voters Credibility Interval: +/-5.3 pct points	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
		Conser	Moder	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Excellent	22%	13%	19%	31%	36%	6%	23%	16%	25%	18%	22%	24%	21%	23%	19%	26%
Good	36%	29%	41%	35%	45%	12%	33%	37%	37%	39%	36%	35%	40%	32%	39%	33%
Fair	29%	39%	29%	25%	16%	49%	31%	29%	28%	29%	30%	29%	26%	32%	30%	28%
Poor	11%	16%	9%	8%	2%	31%	8%	16%	8%	9%	10%	10%	11%	10%	8%	13%
Not Sure	2%	4%	1%	1%	1%	3%	6%	2%	1%	5%	1%	1%	2%	2%	4%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

11 What would you say is Mayor James' most significant accomplishment? Leading the campaign for the new KCI terminal? Leading the campaign for passage of the 2017 general obligation bond package? His advocacy for the downtown streetcar? Or his advocacy for the continued revitalization of downtown?

610 Likely Voters Credibility Interval: +/-5.3 pct points	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
The New KCI Terminal	18%	15%	20%	15%	21%	18%	18%	18%	18%	13%	22%	34%	11%	17%	19%	18%	21%	14%
Passage Of The 2017 General Oblig	13%	14%	13%	13%	13%	10%	20%	13%	14%	16%	10%	7%	15%	13%	14%	6%	15%	16%
Advocacy / Downtown Streetcar	15%	13%	16%	24%	15%	11%	7%	20%	9%	15%	15%	12%	19%	16%	10%	14%	17%	13%
Advocacy / Continued Revitalization	29%	31%	28%	25%	21%	38%	33%	23%	36%	34%	23%	31%	14%	29%	29%	36%	24%	33%
Something Else	9%	10%	8%	11%	10%	9%	6%	10%	8%	10%	10%	0%	16%	9%	9%	10%	9%	9%
Not Sure	16%	17%	15%	11%	21%	14%	16%	16%	15%	12%	19%	16%	25%	14%	20%	15%	14%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

Results of SurveyUSA Election Poll #24638

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

Release Date: 03/15/2019

Percentages

11 What would you say is Mayor James' most significant accomplishment? Leading the campaign for the new KCI terminal? Leading the campaign for passage of the 2017 general obligation bond package? His advocacy for the downtown streetcar? Or his advocacy for the continued revitalization of downtown?

610 Likely Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
Credibility Interval: +/-5.3 pct points		Conser	Moderate	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
The New KCI Terminal	18%	16%	17%	22%	20%	17%	19%	11%	22%	14%	18%	24%	21%	16%	17%	19%
Passage Of The 2017 General Oblig	13%	13%	15%	15%	16%	9%	9%	13%	15%	9%	14%	18%	11%	16%	10%	17%
Advocacy / Downtown Streetcar	15%	13%	15%	17%	18%	10%	11%	19%	14%	18%	18%	8%	18%	12%	20%	10%
Advocacy / Continued Revitalization	29%	32%	32%	23%	32%	24%	39%	24%	28%	28%	29%	30%	23%	33%	28%	31%
Something Else	9%	11%	8%	11%	5%	16%	3%	12%	9%	11%	7%	9%	7%	12%	8%	10%
Not Sure	16%	16%	13%	13%	8%	24%	19%	20%	12%	20%	14%	11%	20%	11%	18%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

12 Are you voting for a candidate who is best able to continue the direction James took the city? Or are you voting for a candidate who will take the city in a different direction?

610 Likely Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
Credibility Interval: +/-5.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Candidate Who Will Continue Work	41%	42%	41%	34%	41%	48%	42%	37%	46%	45%	41%	30%	31%	44%	32%	35%	47%	35%
Candidate Who Will Take The City In	42%	40%	43%	49%	39%	41%	35%	44%	39%	36%	45%	57%	47%	42%	40%	47%	36%	48%
Not Sure	17%	18%	17%	17%	20%	11%	23%	18%	16%	19%	15%	13%	22%	14%	28%	18%	17%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

12 Are you voting for a candidate who is best able to continue the direction James took the city? Or are you voting for a candidate who will take the city in a different direction?

610 Likely Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
Credibility Interval: +/-5.3 pct points		Conser	Moderate	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Candidate Who Will Continue Work	41%	31%	42%	49%	62%	15%	34%	40%	44%	40%	41%	42%	39%	43%	41%	42%
Candidate Who Will Take The City In	42%	52%	42%	34%	24%	78%	49%	43%	39%	39%	40%	45%	43%	41%	42%	41%
Not Sure	17%	18%	16%	17%	14%	7%	17%	17%	17%	21%	18%	13%	18%	16%	17%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

Results of SurveyUSA Election Poll #24638



Geography: City of Kansas City, Missouri
 Data Collected: 02/26/2019 - 03/13/2019
 Release Date: 03/15/2019
 Percentages

Sponsor:
 Kansas City Star ()

Also on the April 2nd ballot is an initiative that would impose a new sales tax to pay for expanded pre-kindergarten programs in Kansas City MO. Here is the ballot language:

13 Shall the City of Kansas City impose a sales tax for a period of 10 years at a rate of 3/8ths of one percent to be used for economic development purposes through funding Pre-K instruction for four and five year olds the year before they enter kindergarten, funding improvements to early childhood centers, and investing in the City's early childhood education workforce?

If you were filling out your ballot now, would you vote Yes on the sales tax increase or No?

610 Likely Voters	All	Gender		Age				<50 / 50+		Race				Likely		Party Affiliation		
Credibility Interval: +/-5.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Very Lik	Likely	Republi	Democr	Indepen
Yes	42%	39%	45%	46%	46%	36%	41%	46%	38%	42%	41%	40%	49%	40%	49%	32%	54%	27%
No	47%	47%	46%	46%	37%	52%	52%	42%	52%	50%	39%	50%	49%	48%	44%	64%	36%	62%
Not Sure	11%	14%	9%	8%	17%	12%	7%	12%	10%	8%	20%	10%	2%	12%	7%	4%	10%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	27%	26%	28%	18%	53%	47%	54%	29%	11%	6%	78%	22%	18%	52%	25%

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If you were filling out your ballot now, would you vote Yes on the sales tax increase or No?

610 Likely Voters	All	Ideology			On Track?		Education			Income			Urbanicity		Cell Phone / Lan	
Credibility Interval: +/-5.3 pct points		Conser	Moder	Liberal	Right	Wrong	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Cell Ph	Landlin
Yes	42%	33%	41%	55%	53%	23%	43%	44%	41%	50%	39%	41%	43%	43%	49%	36%
No	47%	63%	50%	35%	37%	71%	41%	42%	53%	41%	49%	51%	45%	49%	38%	56%
Not Sure	11%	4%	9%	10%	10%	6%	16%	14%	5%	9%	11%	8%	12%	8%	13%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	39%	30%	53%	28%	16%	34%	50%	32%	37%	31%	46%	49%	50%	50%

Results of SurveyUSA Election Poll #24638



Sponsor:
Kansas City Star ()

Geography: City of Kansas City, Missouri

Data Collected: 02/26/2019 - 03/13/2019

Release Date: 03/15/2019

Percentages

Statement of Methodology: SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies, and elected officials. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone; in some cases, 100% online; and in other cases, a blend of the two. For those projects that are conducted "mixed-mode" (or "multi-mode"): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers, and answering machines. Landline telephone sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent's cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent's phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from Aristotle or from one of several other research companies that provide access to cell respondents. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. Responses are minimally weighted to U.S. Census or voter file targets for gender, age and race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency, and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other foreign language, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting, SurveyUSA differentiates between respondents who have already voted and those who are likely to vote but have not yet done so. On research completed prior to 12/31/16, SurveyUSA assigned to each question within the instrument a theoretical margin of sampling error. Effective 01/01/17, SurveyUSA assigns to each question within the instrument a credibility interval, which better reflects the sampling uncertainties associated with gathering some percentage of respondent answers using non-probability sample. Though commonly cited in the presentation of research results, "sampling error" is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPP). Questions about SurveyUSA research can be addressed to editor@surveyusa.com.