

MISSOURI STATEWIDE

UpONE
INSIGHTS

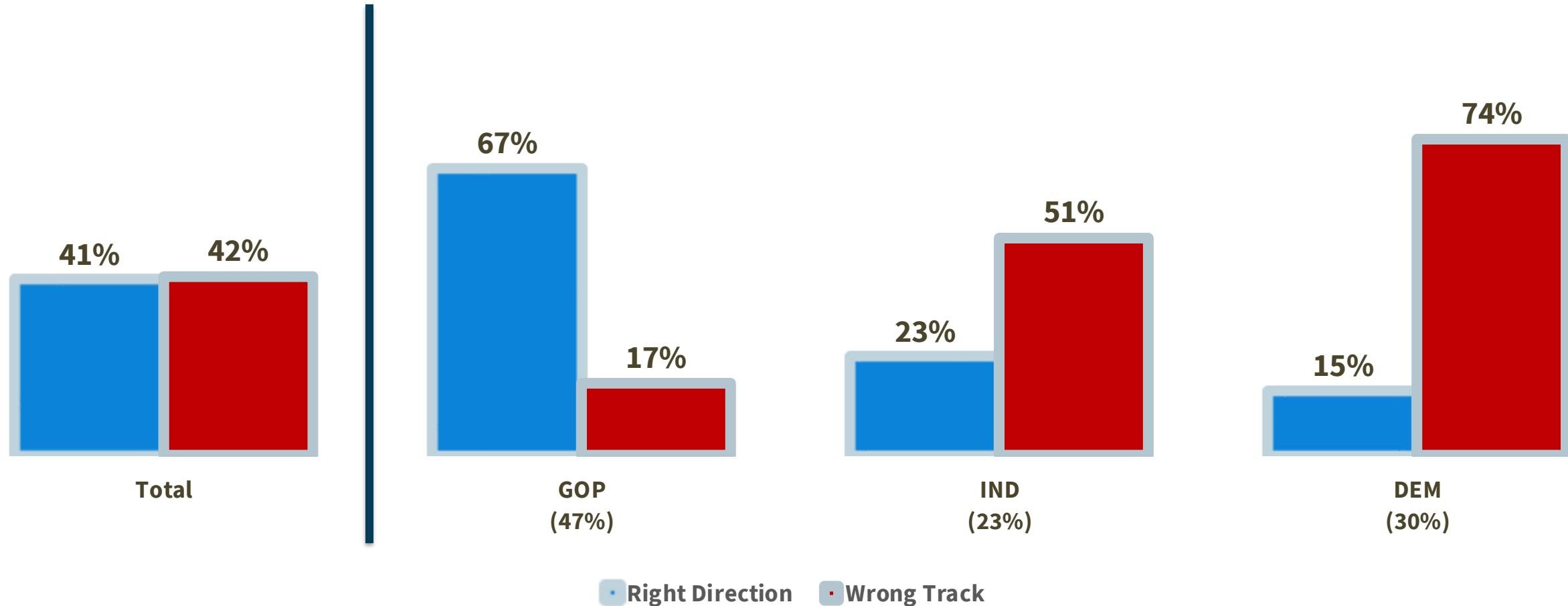


Methodology

Missouri Statewide Survey
N=600 Registered Voters (+ 4.56%)
October 7-11, 2025

The Political Landscape & Issue Agenda

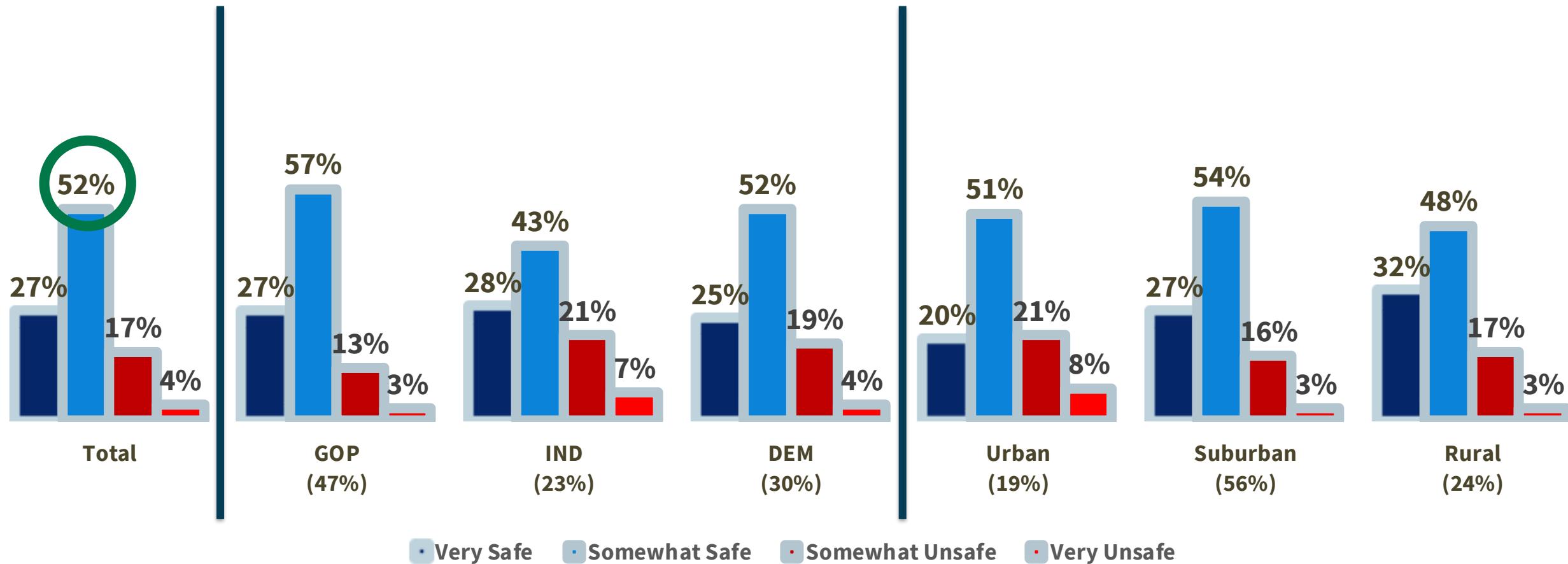
Missouri voters are evenly divided about the direction of the state.



Economic issues, namely affordability, dominate the agenda.

Combined Top Two	Total	GOP	IND	DEM	2024: Trump	2024: Harris	White	Non-White	St. Louis	Kansas City	Springfield	Columbia	Paducah	Joplin-Pitts	Rest
Inflation and rising costs	55%	56%	48%	59%	56%	55%	56%	48%	56%	52%	59%	50%	52%	52%	66%
The economy and jobs	35%	38%	32%	34%	37%	34%	35%	40%	28%	41%	42%	43%	46%	32%	21%
Crime and public safety	31%	36%	29%	24%	34%	23%	31%	27%	36%	32%	24%	22%	16%	24%	38%
Health care	20%	11%	22%	32%	12%	33%	20%	19%	18%	23%	21%	23%	14%	7%	20%
Taxes and government spending	15%	19%	12%	12%	19%	12%	17%	8%	14%	15%	11%	17%	28%	11%	30%
K-12 education	10%	9%	12%	10%	8%	10%	9%	16%	10%	10%	7%	8%	7%	20%	17%
Illegal immigration	9%	12%	8%	4%	13%	3%	9%	4%	10%	6%	6%	9%	18%	24%	3%
Abortion	6%	4%	6%	10%	5%	11%	6%	6%	7%	6%	6%	4%	5%	18%	-
Transportation and infrastructure	5%	7%	5%	3%	7%	4%	6%	4%	8%	1%	5%	6%	4%	10%	5%
Climate change and the environment	4%	2%	3%	6%	1%	7%	2%	11%	4%	4%	2%	6%	2%	3%	-

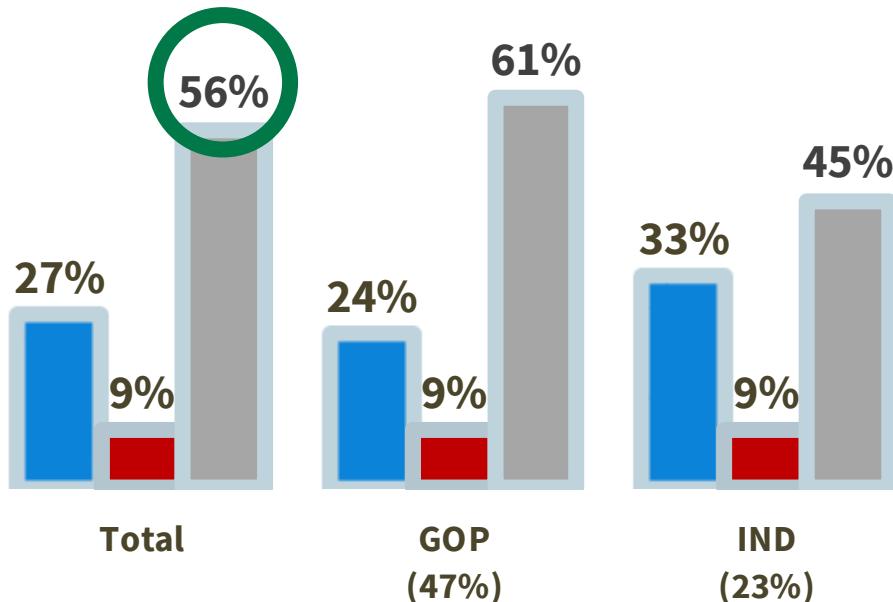
Most Missouri voters say they feel “somewhat safe” in their community today.



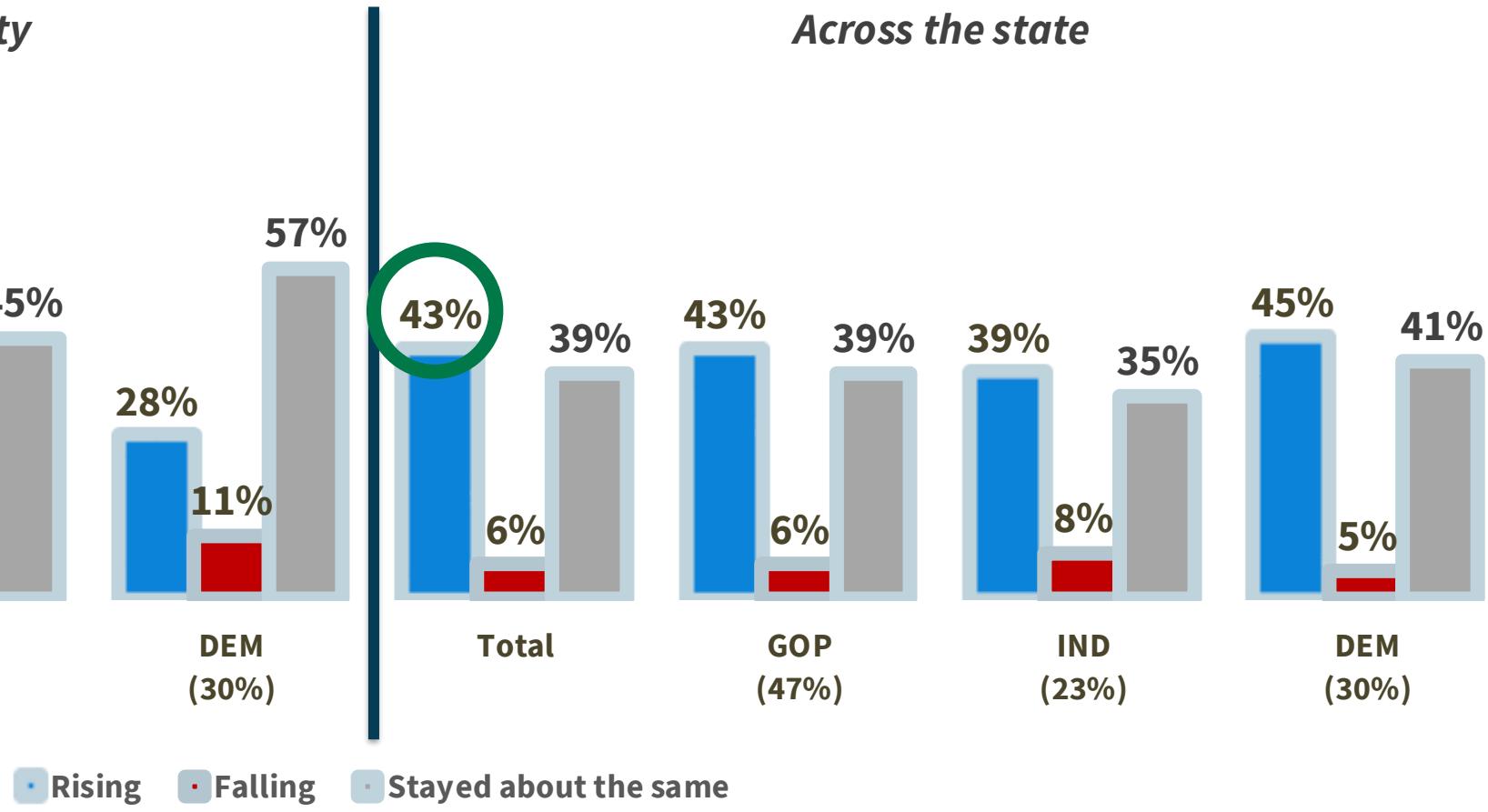
And, how safe or unsafe do you feel in your community today?

A majority of voters believe crime in their community is “staying about the same” while there’s a sense crime in Missouri is rising.

In your local community



Across the state



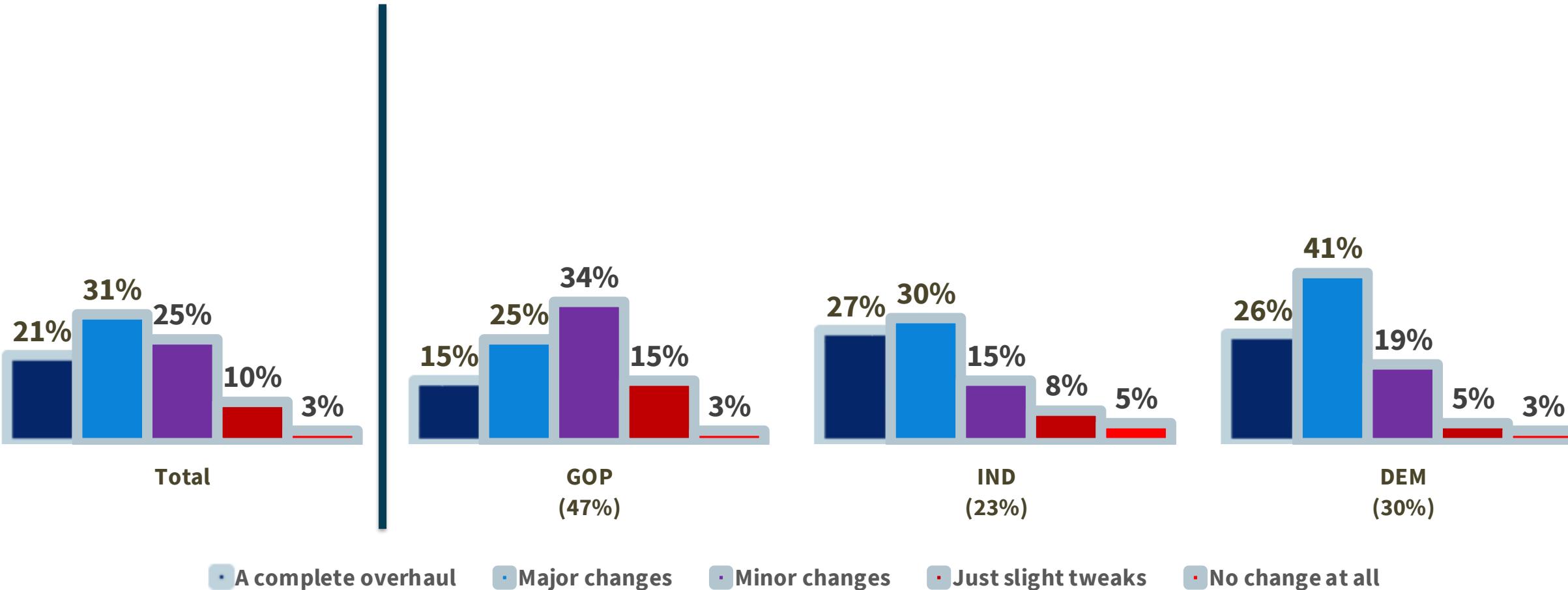
Do you think that crime in Missouri/your community is...

Voters believe more funding to reduce crime should go to drug and mental health treatment, police departments, and job training and employment programs.

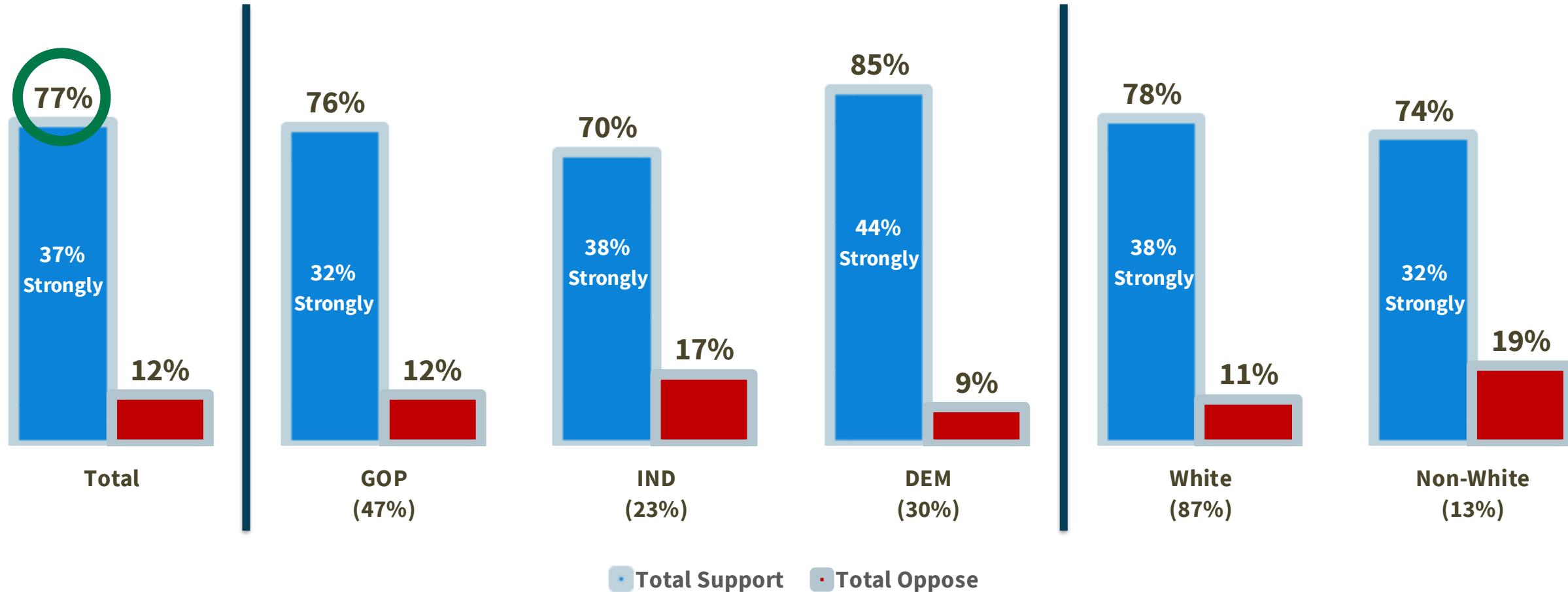
	Total	GOP	IND	DEM	2024: Trump	2024: Harris	White	Non-White	Urban	Suburban	Rural
Drug and mental health treatment	27%	23%	30%	32%	23%	31%	27%	24%	28%	27%	26%
Police departments	23%	31%	16%	15%	32%	15%	25%	5%	17%	26%	21%
Job training and employment programs	22%	20%	20%	27%	20%	26%	20%	40%	26%	20%	25%
Schools and K-12 education	13%	12%	18%	11%	10%	14%	11%	23%	19%	11%	13%
Efforts to clean up graffiti, install streetlights or tear down abandoned properties in high-crime communities	5%	4%	10%	4%	4%	4%	5%	4%	3%	5%	6%
Jails and prisons	4%	4%	4%	4%	4%	4%	5%	1%	3%	4%	5%
Victims' services	4%	4%	2%	5%	4%	5%	4%	1%	4%	4%	3%
Prosecutors' offices	2%	3%	1%	2%	3%	1%	2%	1%	1%	3%	1%

The State's Criminal Justice System

Voters believe the state's criminal justice system needs changes.



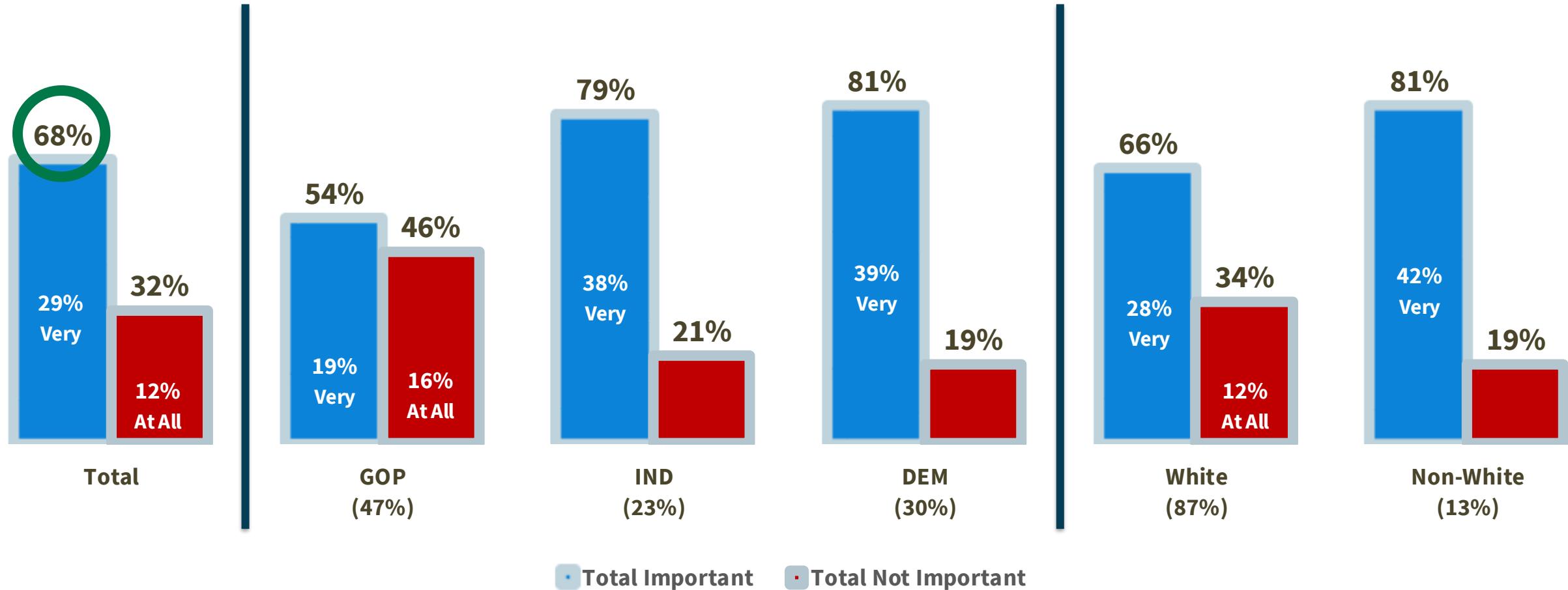
Fully three-quarters of Missouri voters support criminal justice reform.



Looking at how effective voters perceive the state's criminal justice system at each of the following:

%Effective	%Not Effective	Total	GOP	IND	DEM	2024: Trump	2024: Harris	White	Non-White	Urban	Suburban	Rural
Solving crimes quickly and effectively		53%	62%	46%	43%	62%	42%	53%	49%	49%	54%	53%
		41%	33%	45%	50%	34%	49%	40%	47%	43%	40%	50%
Policing fairly and effectively		53%	67%	40%	41%	67%	41%	54%	44%	47%	58%	46%
		41%	29%	49%	55%	30%	57%	41%	48%	50%	36%	48%
Providing justice to victims and their families		50%	56%	40%	48%	54%	46%	49%	55%	42%	52%	51%
		43%	37%	51%	47%	38%	50%	43%	40%	51%	42%	38%
Ensuring fairness in sentencing		50%	60%	37%	44%	59%	43%	50%	48%	56%	51%	42%
		42%	31%	52%	51%	33%	51%	41%	47%	39%	41%	46%
Treating people fairly regardless of race or wealth		49%	65%	36%	32%	64%	32%	50%	38%	42%	53%	43%
		46%	28%	58%	65%	30%	66%	45%	57%	56%	42%	49%
Preventing crime		39%	46%	36%	31%	47%	34%	39%	40%	36%	40%	41%
		57%	50%	59%	66%	49%	63%	57%	55%	60%	57%	52%
Using incarceration only when necessary		38%	44%	35%	31%	42%	34%	36%	50%	36%	40%	36%
		51%	46%	48%	62%	48%	60%	54%	36%	55%	50%	51%
Keeping costs low and using taxpayer money responsibly		37%	44%	21%	39%	42%	37%	36%	43%	35%	38%	37%
		53%	47%	66%	53%	49%	55%	54%	46%	53%	53%	53%
Ensuring people whose crime is related to a mental illness or addiction get the help they need		32%	36%	33%	26%	36%	27%	31%	39%	33%	32%	35%
		54%	51%	50%	64%	50%	64%	55%	52%	56%	55%	52%
Rehabilitating people who are incarcerated		28%	29%	27%	26%	30%	24%	26%	40%	31%	26%	29%
		61%	59%	61%	64%	59%	67%	63%	47%	59%	62%	60%

By more than a two-to-one margin, Missouri voters believe it is important to reduce the number of people who are in jail or prison in the state.

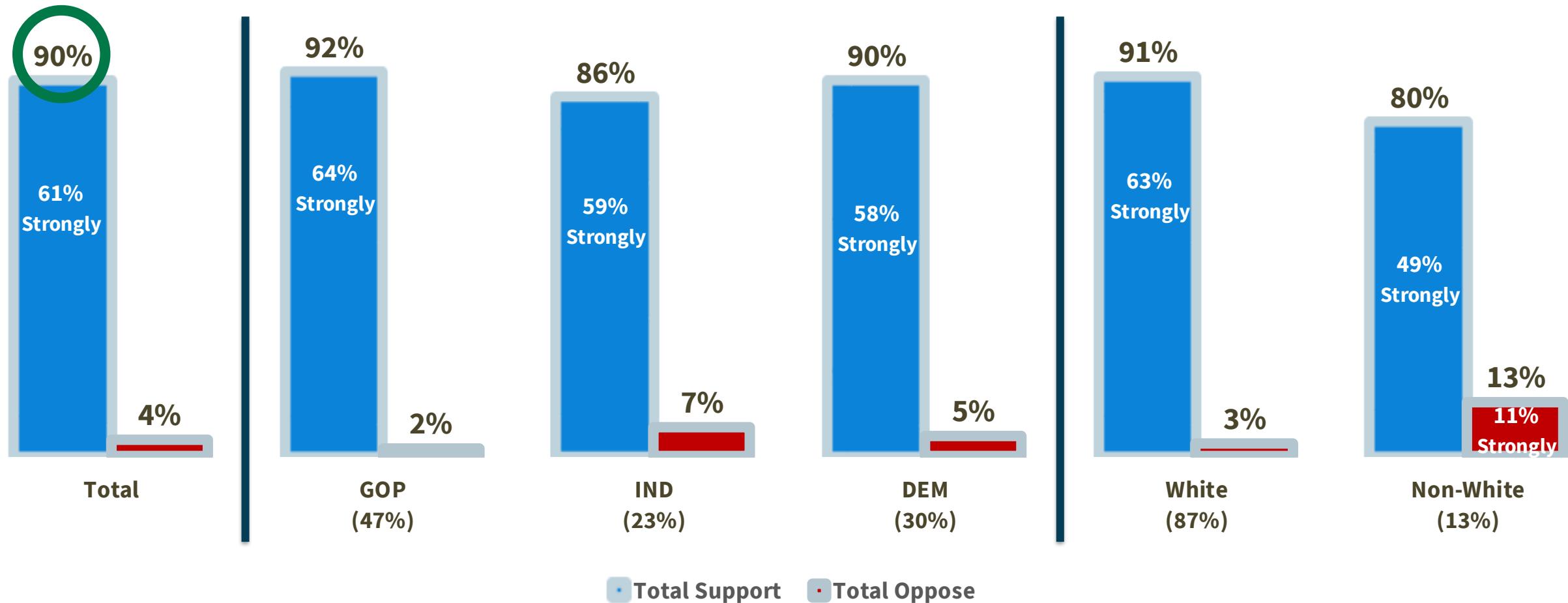


Missouri voters support each of the following potential criminal justice reform policy changes:

%Support	%Oppose	Total	GOP	IND	DEM	2024: Trump	2024: Harris	White	Non-White	Urban	Suburban	Rural
Creation of an independent inspector to monitor prison conditions, document any waste, fraud, or abuse, increase government transparency, and ensure the safety of corrections staff and prisoners. (A)		87%	85%	88%	90%	86%	90%	87%	92%	82%	89%	88%
		5%	5%	4%	4%	5%	3%	5%	2%	10%	3%	4%
Requiring law enforcement to collect DNA evidence at every felony arrest to help solve violent crimes. (A)		85%	87%	84%	81%	85%	83%	86%	76%	78%	91%	77%
		11%	7%	13%	17%	9%	14%	10%	18%	20%	8%	13%
Increasing the amount of time that people can earn off their prison sentence for following prison rules and participating in rehabilitation and education programs. (A)		67%	67%	64%	70%	64%	67%	67%	70%	64%	66%	72%
		24%	20%	31%	26%	25%	29%	25%	24%	30%	24%	21%
Allowing more people in prison to be considered for release by a parole board on a case-by-case basis. (A)		63%	54%	64%	75%	53%	73%	62%	69%	64%	60%	68%
		28%	31%	32%	20%	35%	21%	29%	20%	31%	30%	21%

Solving Crimes / Crime Clearance Grant Program

Fully 90% of voters support efforts to increase the percentage of crimes solved by police.



There's strong support for each of the following potential changes to help prevent and solve more violent crimes:

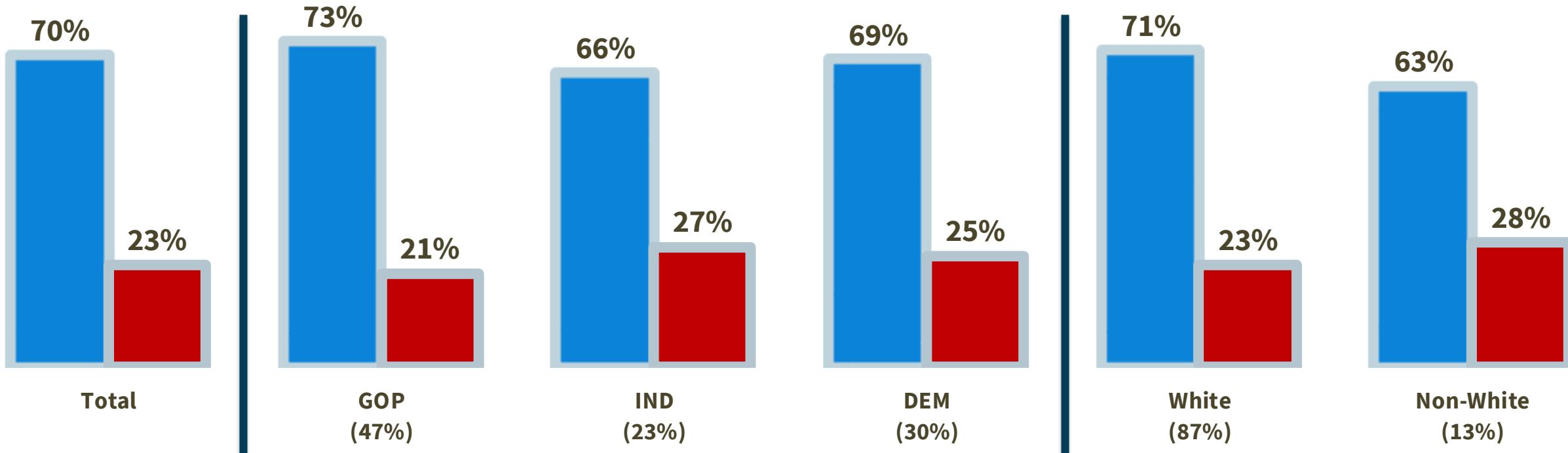
%Support	%Oppose	Total	GOP	IND	DEM	2024: Trump	2024: Harris	White	Non-White	Urban	Suburban	Rural
Hire more detectives focused on violent crime		90%	91%	86%	92%	90%	95%	91%	86%	86%	92%	89%
		5%	3%	9%	6%	4%	4%	4%	10%	9%	4%	6%
Make it easier for police to protect and relocate witnesses		89%	88%	87%	92%	87%	94%	89%	84%	85%	92%	84%
		6%	4%	8%	7%	5%	5%	5%	12%	9%	4%	7%
Require police to publicly report data on investigations and solved crimes		86%	86%	81%	89%	84%	91%	85%	89%	86%	84%	88%
		8%	7%	11%	8%	9%	7%	9%	6%	8%	10%	5%
Collect DNA from everyone arrested for a felony		81%	84%	78%	80%	84%	80%	83%	69%	74%	85%	78%
		13%	9%	16%	17%	9%	17%	11%	25%	21%	11%	11%

Next, below is a list of other potential changes that could be made to criminal justice policy with the goal of preventing and solving more violent crimes. Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each change.

By a wide margin, voters say requiring law enforcement to collect DNA evidence from every person arrested for a felony would help police solve crimes rather than it would be an infringement on privacy rights.

Requiring law enforcement to collect DNA evidence from every person that is arrested for a felony would help the police solve crimes and save lives in addition to ensuring that innocent people are not wrongly convicted.

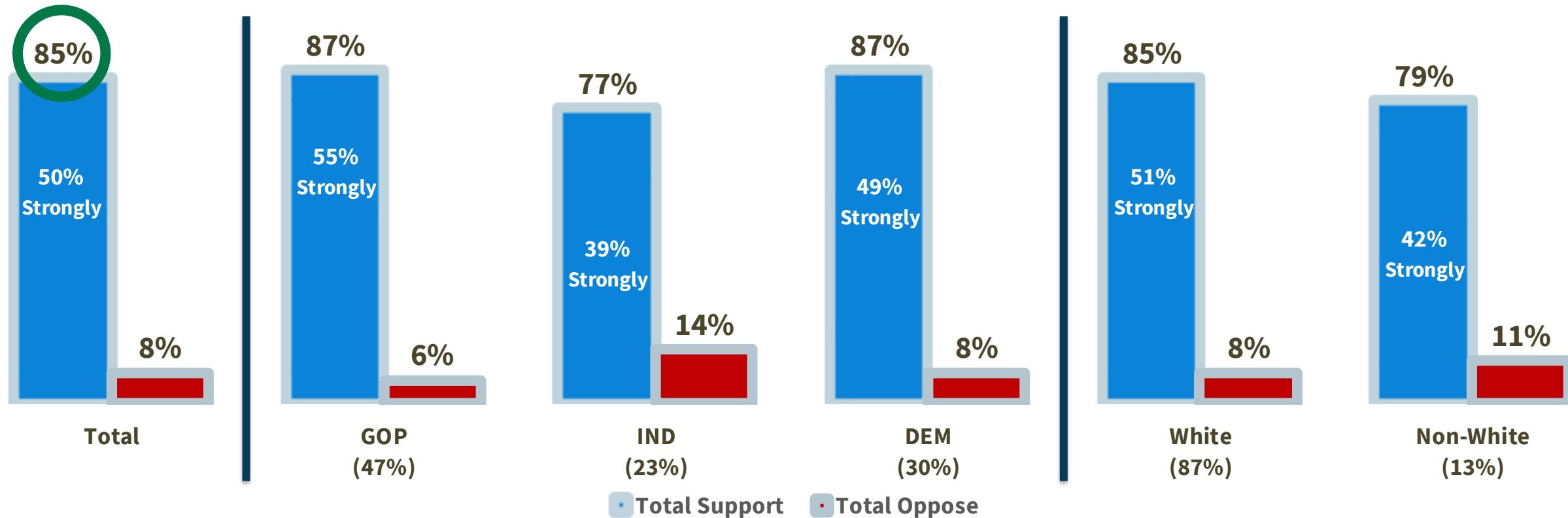
Requiring law enforcement to collect DNA evidence from every person that is arrested is an infringement on privacy rights and undermines the presumption that people are innocent until proven guilty.



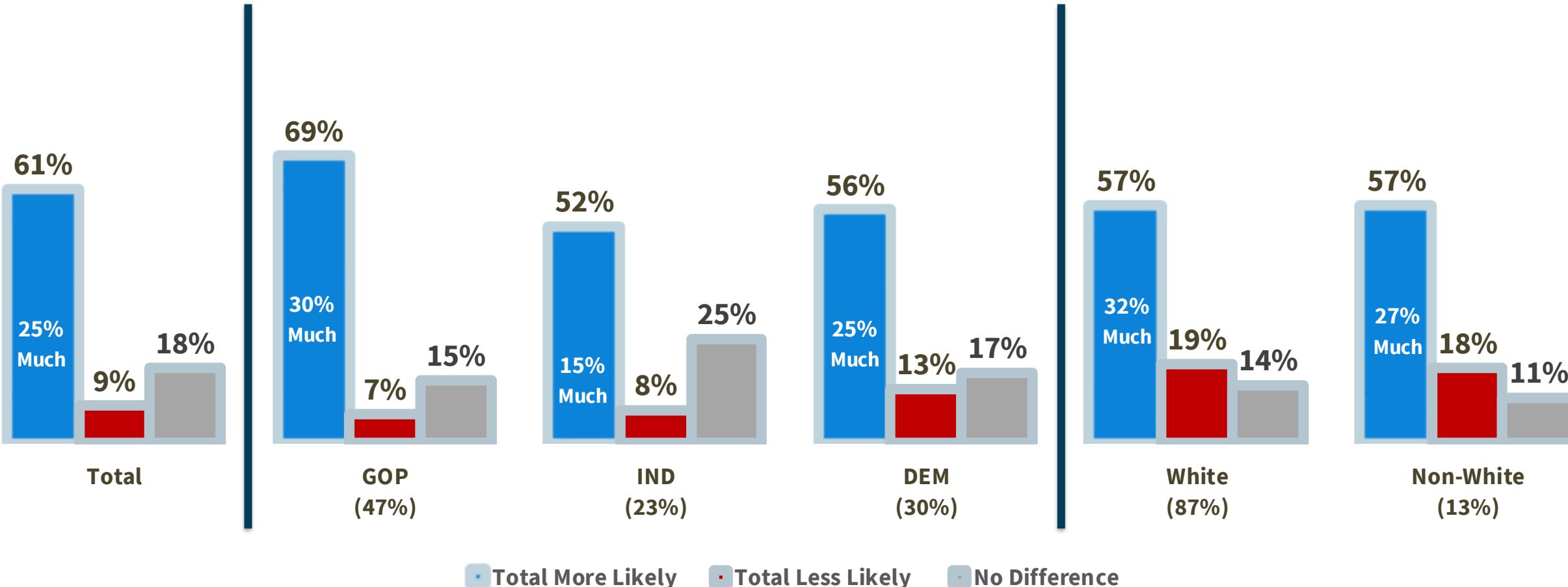
Which of the following comes closer to your opinion, even if neither is exactly right?

An overwhelming majority of Missouri voters support the state's Violent Crime Clearance Grant Program.

As you may know, the Missouri Legislature passed legislation last session to establish the Missouri Violent Crime Clearance Grant Program. The grant program is designed to help law enforcement solve more homicides and other violent crimes by providing police with additional tools. Specifically, the grant program would allow law enforcement to hire and retain detectives and investigators, upgrade technology used to analyze evidence, and better support witnesses during investigations.

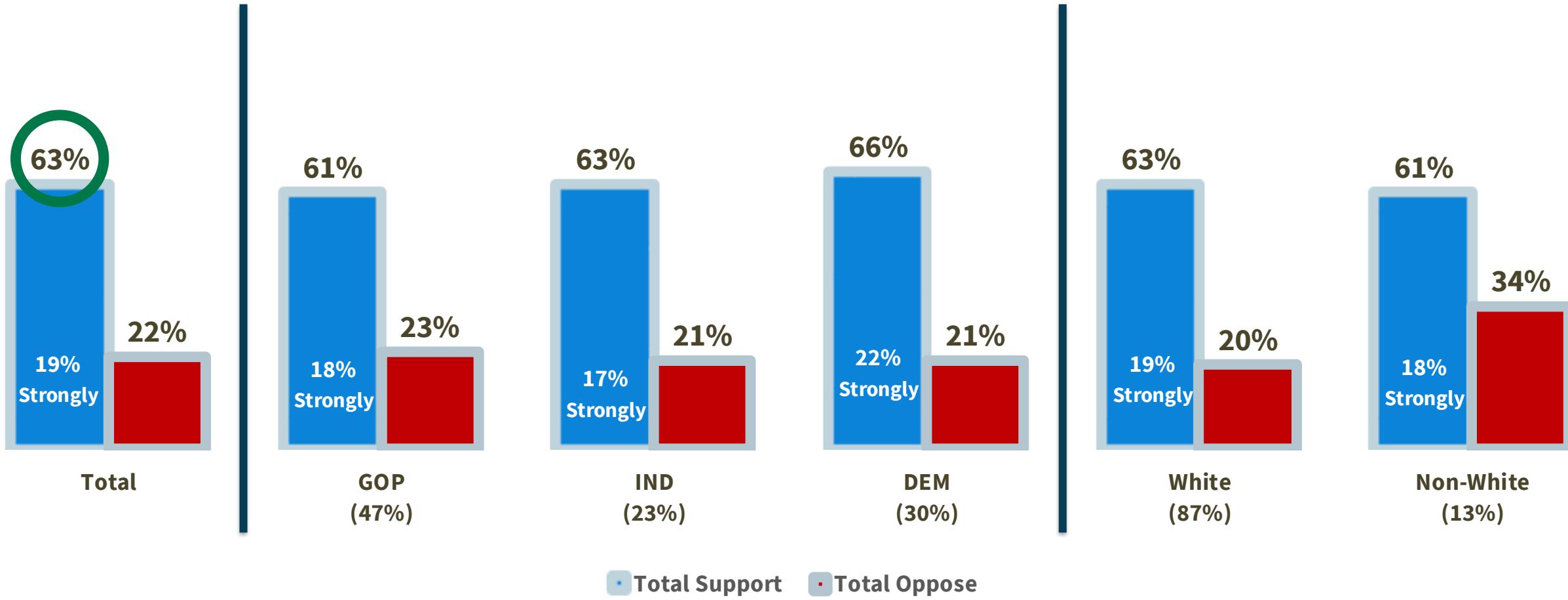


By a wide margin, voters say they'd be more likely to vote for a candidate who supported fully funding the program.



And if a candidate for elected office in Missouri such as the governor or your state legislator supported fully funding the Missouri Violent Crime Clearance Grant Program, would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for that candidate, or would it make no difference?

By nearly a three-to-one margin, Missouri voters support shifting resources from other parts of the system to help increase the percentage of crimes solved.

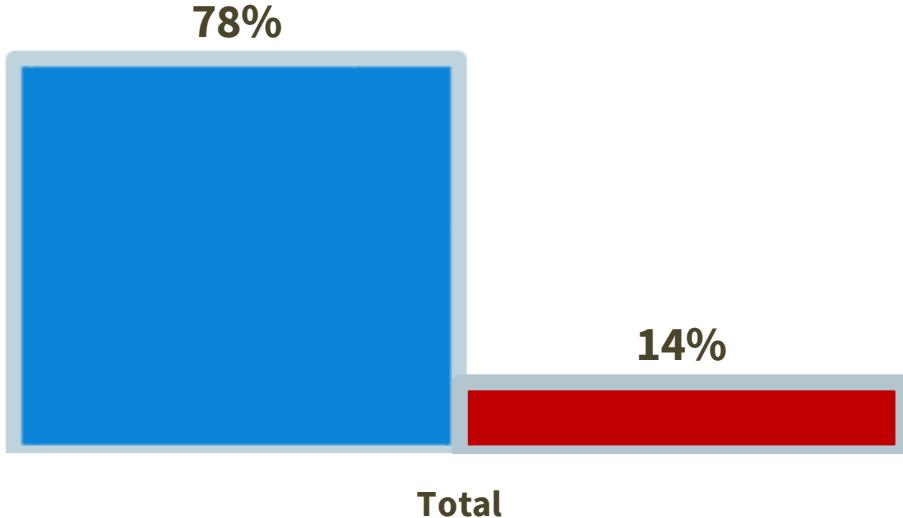


And, do you strongly support, somewhat support, somewhat oppose, or strongly oppose policies that would shift resources from other parts of the criminal justice system such as prisons to increase the percentage of crimes solved by the police?

When posted up against one another, voters side with ensuring crimes are solved and putting tax money into that approach rather than simply increasing prison sentences.

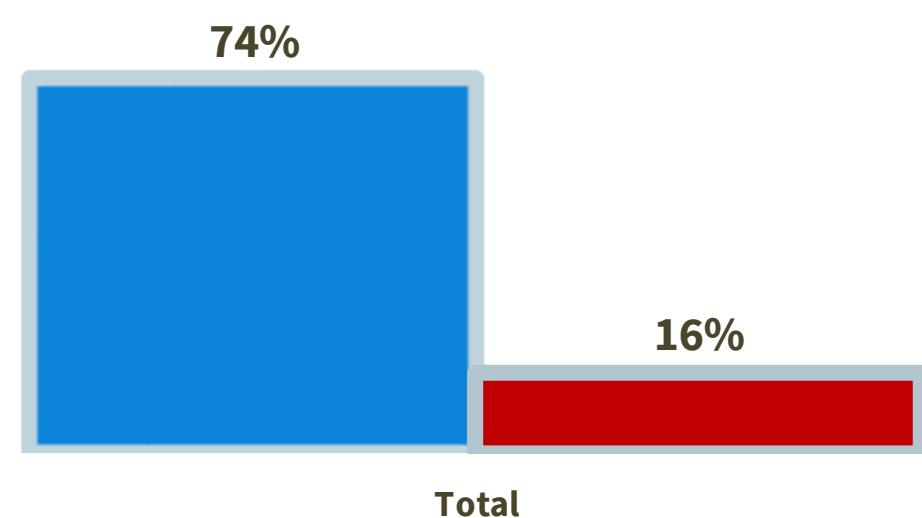
The best way to prevent crime is to ensure crimes are solved by the police and people are held accountable with sentences proportionate to the crime.

The best way to prevent crime is to increase prison sentences so that people are deterred from committing crimes by the long sentences they could receive.



I would rather policymakers spend my tax dollars on policies that will increase the share of crimes that are solved by the police.

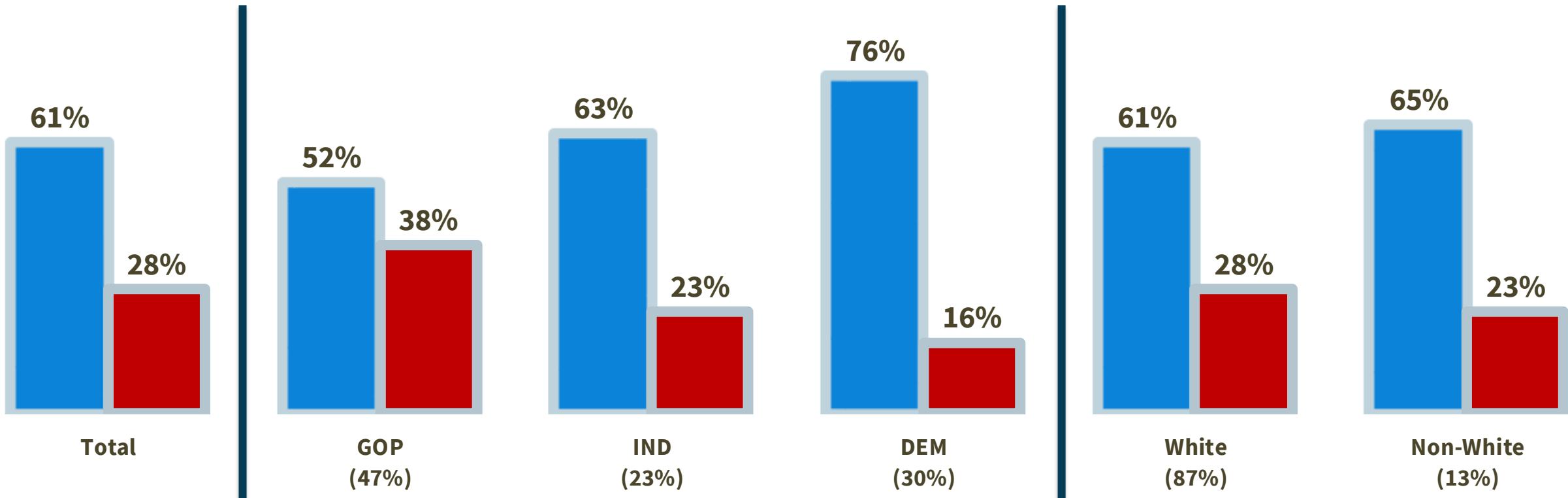
I would rather policymakers spend my tax dollars on policies that will increase prison sentences and the share of prison terms that must be served by people convicted of nonviolent crimes.



Note how voters come down on this:

Missouri taxpayers spend more than \$1 billion on the prison system each year, that's an expensive use of taxpayer money that would be better spent in the community on education, job training, and drug and mental health treatment.

The size of the prison population and the cost to taxpayers shouldn't matter because it's a price we need to pay to protect public safety, even if it means spending less in the community or raising taxes.

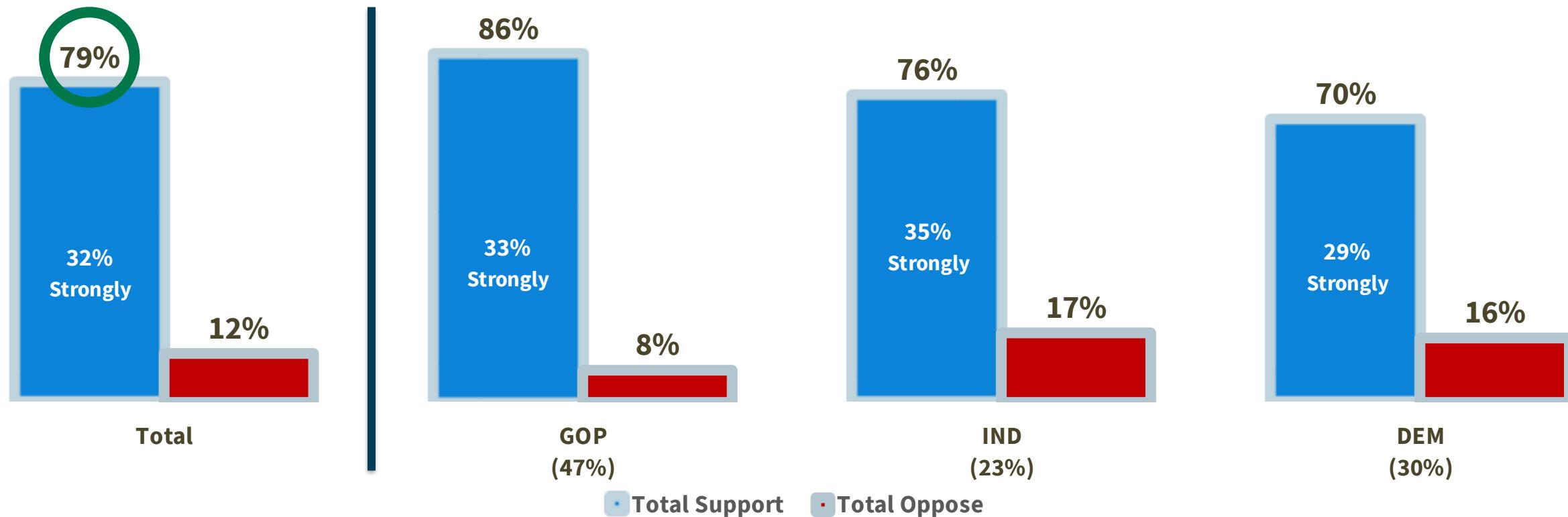


Which of the following comes closer to your opinion, even if neither is exactly right?

Other Topics

Nearly 80% of Missouri voters support adopting a similar FIRST STEP Act system of good time and earned time credits in Missouri.

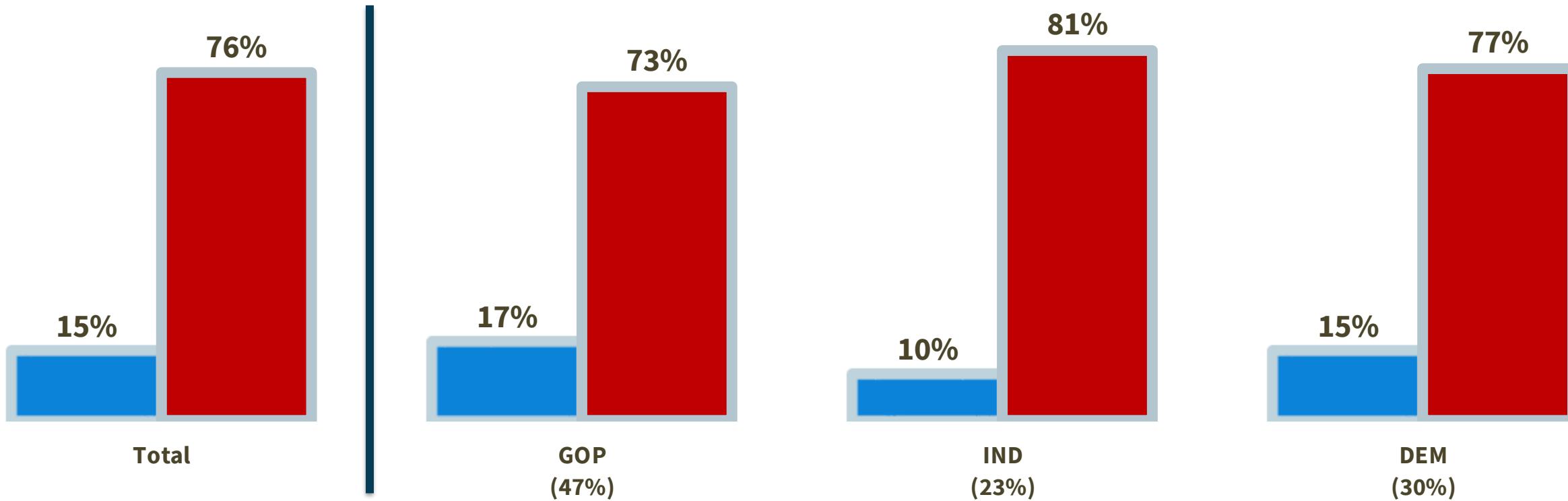
In 2018, President Trump signed the FIRST STEP Act, which was a bipartisan effort to allow people in federal prison to earn additional time off their sentence for following prison rules and participating in rehabilitation and education programs. Research has shown that the policy has safely reduced the federal prison population and reoffending rates are lower among those who received the sentence reductions than those who did not benefit from the law change.



There's a strong sense that prison oversight should be done by independent professionals.

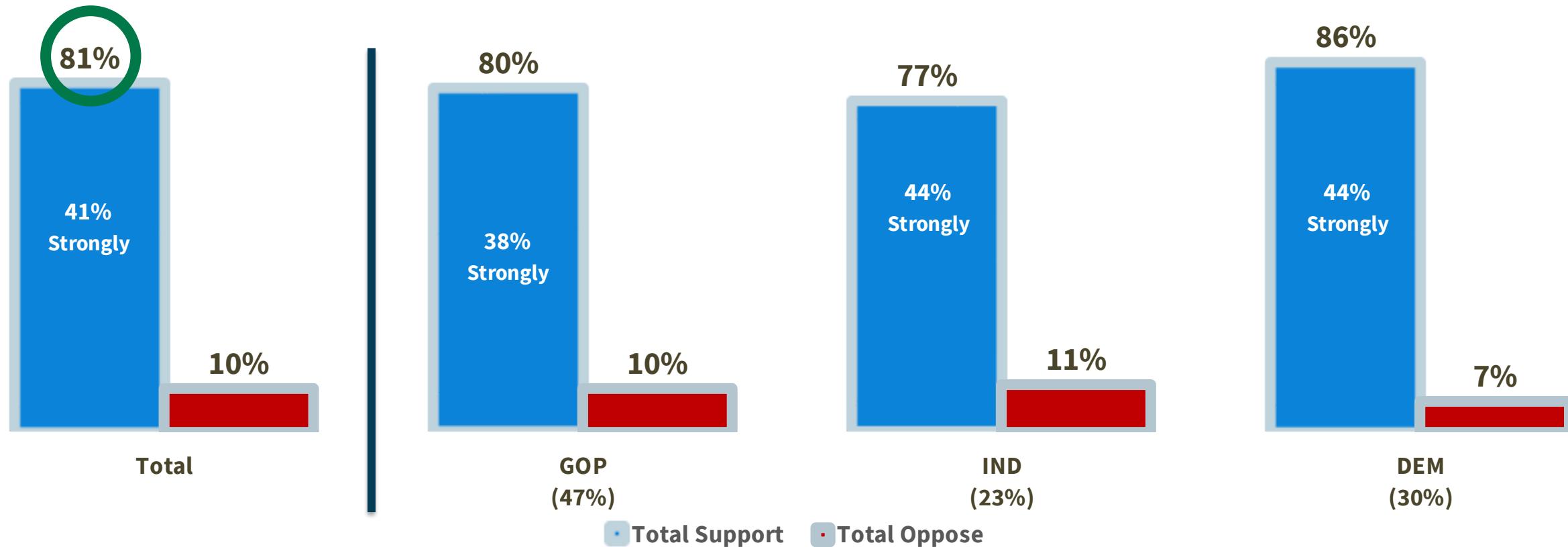
Prisons have their own staff who can conduct prison oversight through internal investigations and inspections, and they can be trusted to honestly report problems to the public and lawmakers without additional transparency measures.

Prison oversight, inspections, and monitoring must be done by professionals who are independent of the prison system in order for the public and lawmakers to get an unbiased account of what is happening in prisons because no one can police themselves.



Which of the following comes closer to your opinion, even if neither is exactly right?

Hearing it would cost 1 percent of the DOC budget, 81% of Missouri voters support creating an independent inspector for state prisons.



UpONE
INSIGHTS

And if you knew that creating an independent inspector of Missouri's prisons would cost 1 percent of the current Department of Corrections budget, would you strongly support, somewhat support, somewhat oppose, or strongly oppose legislation to create an independent inspector to monitor prison conditions, document any waste, fraud, or abuse, increase government transparency, and ensure the safety of corrections staff and prisoners?



Robert Blizzard
robert@uponeinsights.com
@robertblizzard

