



# Preserve Local Elections

[vote-no-ranking-ban.org](http://vote-no-ranking-ban.org)

Contacts:

Rachel MacNair, Voice and text: 816-753-2057

Larry Bradley, Voice and text: 402-321-4851

Public Opinion Strategies [has offered a poll](#) that reports 68% in favor of Missouri Amendment 7.

One of the people answering the texted version of the poll so happened to be the secretary of Preserve Local Elections (Rachel MacNair), who took screen shots as soon as she realized what the poll was. They're in the documentation below.

Problems:

- It never explains what ranked choice voting is so that respondents can understand the arguments being made.
- It makes pro-A7 arguments first and again last, so it frames the issue in a pro-A7 direction.
- It has a screen about who endorses Amendment 7 with no parallel screen on who endorses a no vote.
- The final screen re-iterates the arguments in favor of Amendment 7 under the guise of suggesting titles for it

Therefore, this poll shows only that one can get people to answer yes when offering arguments in favor of something -- a push poll. Since arguments heard by voters in general differ from a focused poll, it's entirely useless for predicting the outcome of the election.

We raise the question: is this therefore a campaign activity in favor of the amendment? A search of the Missouri Ethics Commission (MEC) [for all active campaign committees](#) shows no committee is yet set up to promote a yes vote on Amendment 7. That means there's no legal entity to properly disclose the expenditure to the MEC.

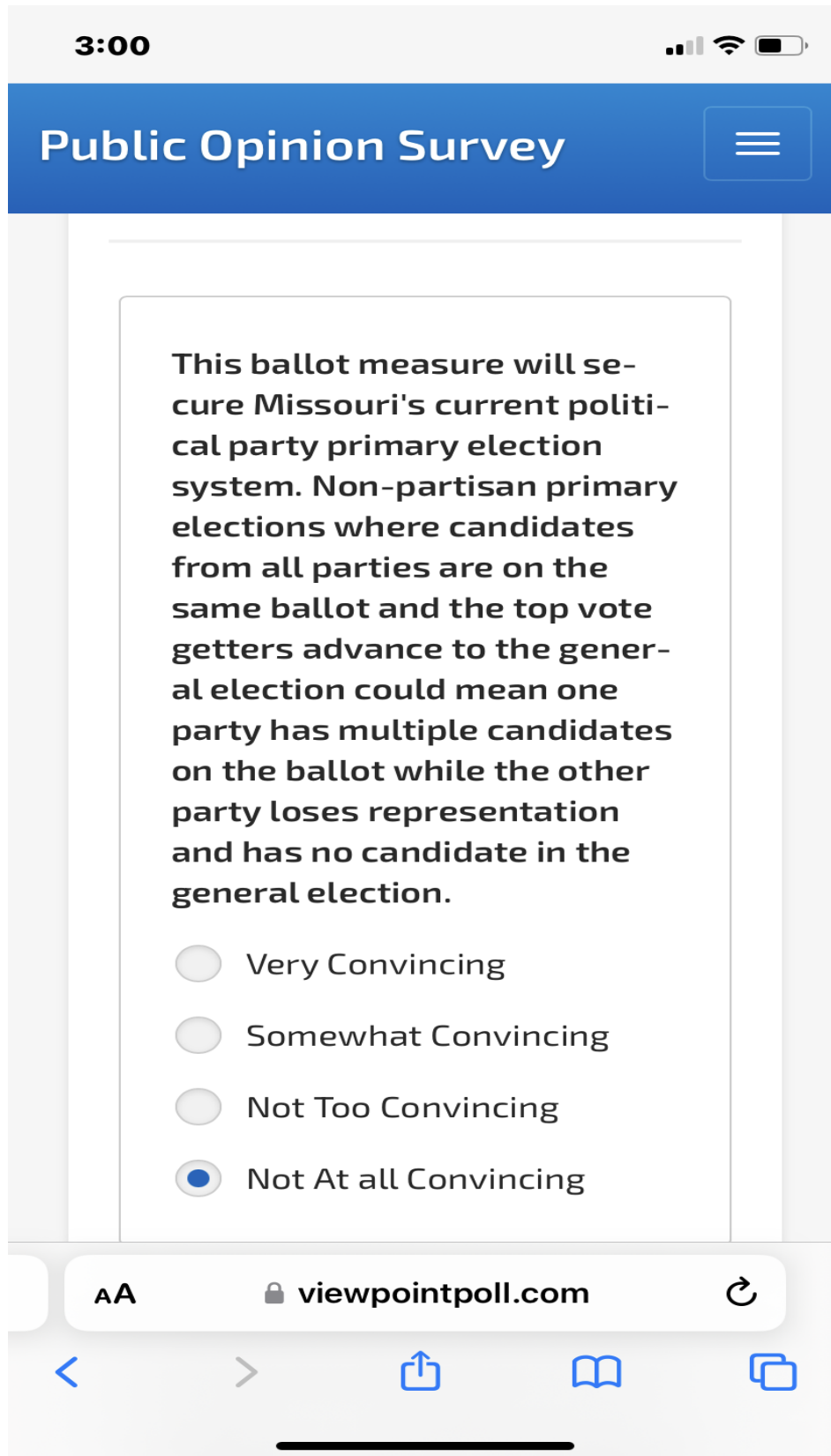
As seen on the screen shots, the sponsor is listed as [viewpointpoll.com](http://viewpointpoll.com). This is an open-source survey tool, so the actual sponsor - Public Opinion Strategies (POS) - is not disclosed to those taking the poll. The POS report doesn't disclose who commissioned the poll, though their [website home page](#) indicates they work for clients.

We're assuming this is the same poll because the survey was conducted September 4-9, 2024. Dr. MacNair received it on September 5.

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Below are the screenshots of the questions on Amendment 7, received September 5, 2024, with problems marked below them.

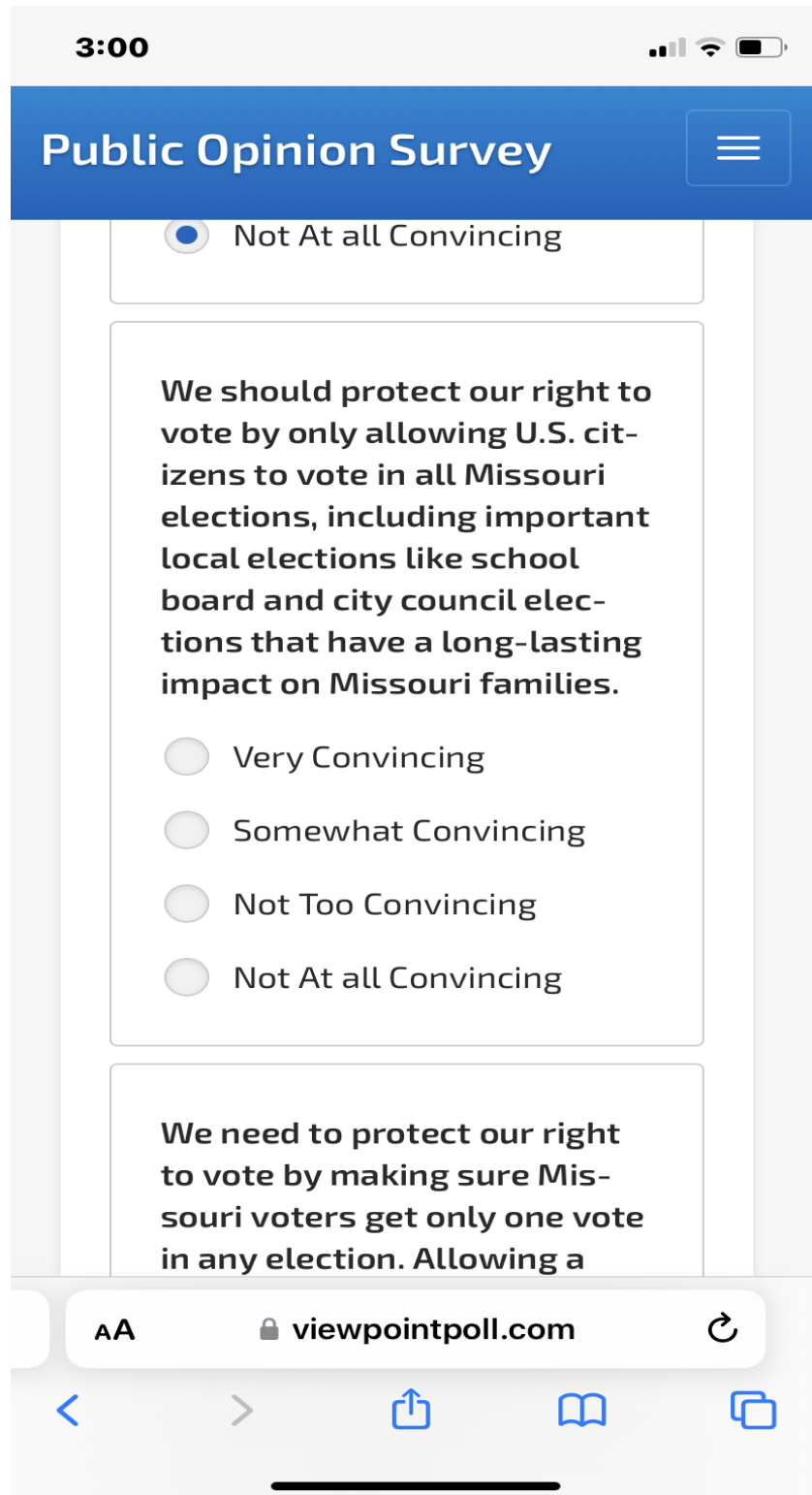
Screenshot 1:



**Screenshot 1:** The political party primary election system is secure now. It would take a state constitutional amendment to do otherwise. If that happens and passes, it would over-ride Amendment 7.

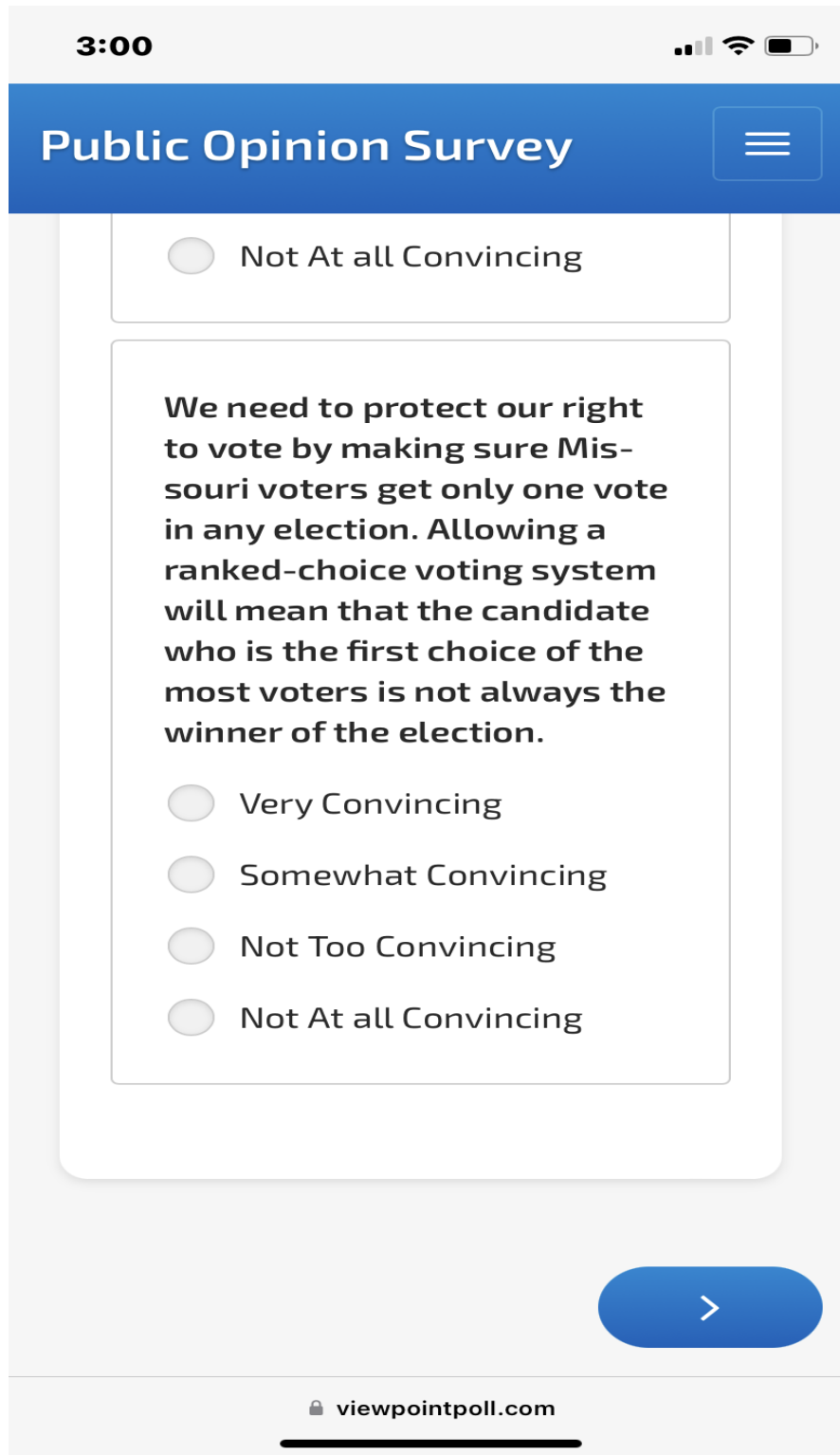
But there's also no reason why ranked choice voting can't be used within party primaries, as is happening more and more. Therefore, saying that a ban on ranking would protect party primaries doesn't follow.

Screenshot 2:



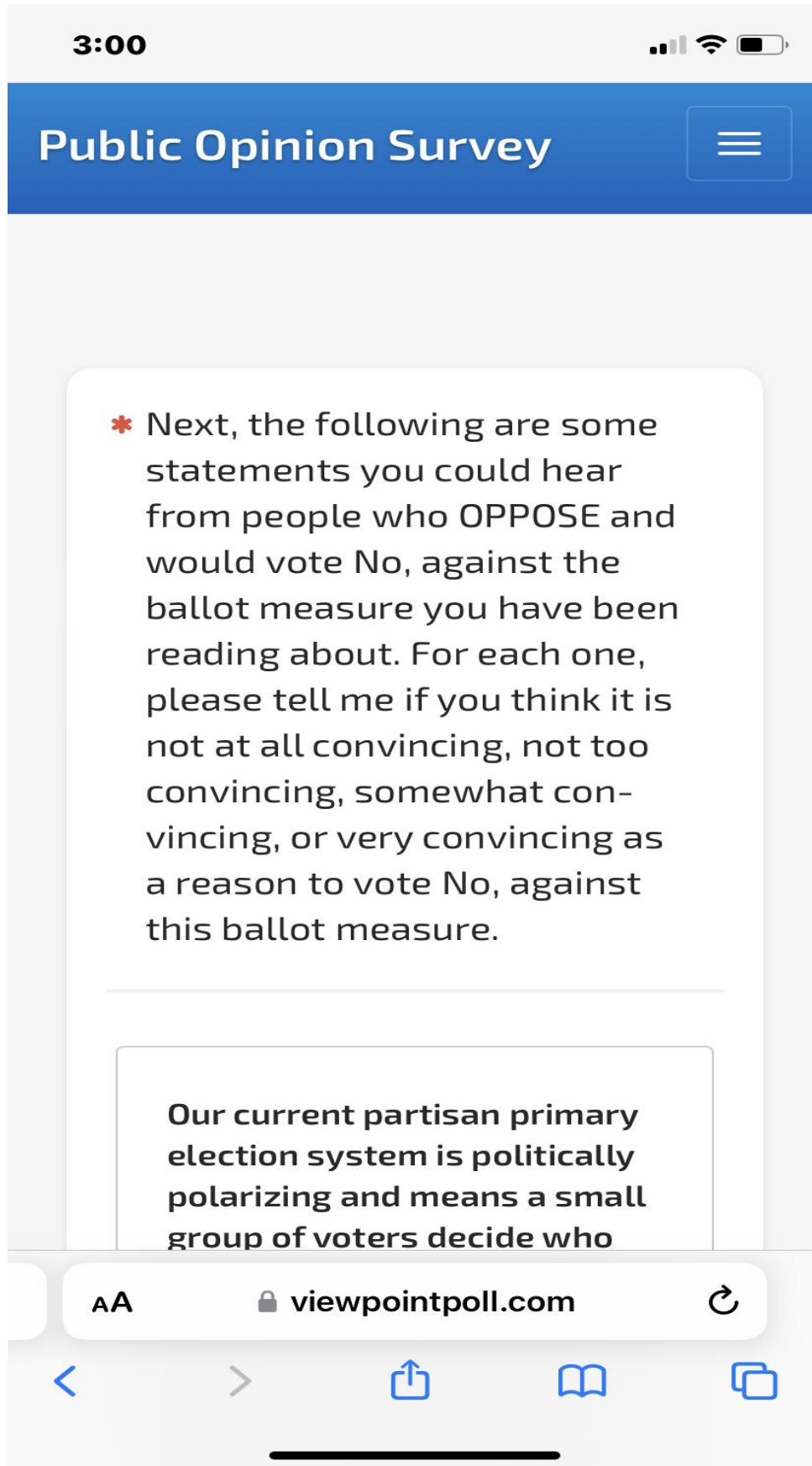
**Screenshot 2:** It's already true that only Missouri citizens can vote in Missouri elections. This question implies a change when there is no change.

Screenshot 3:

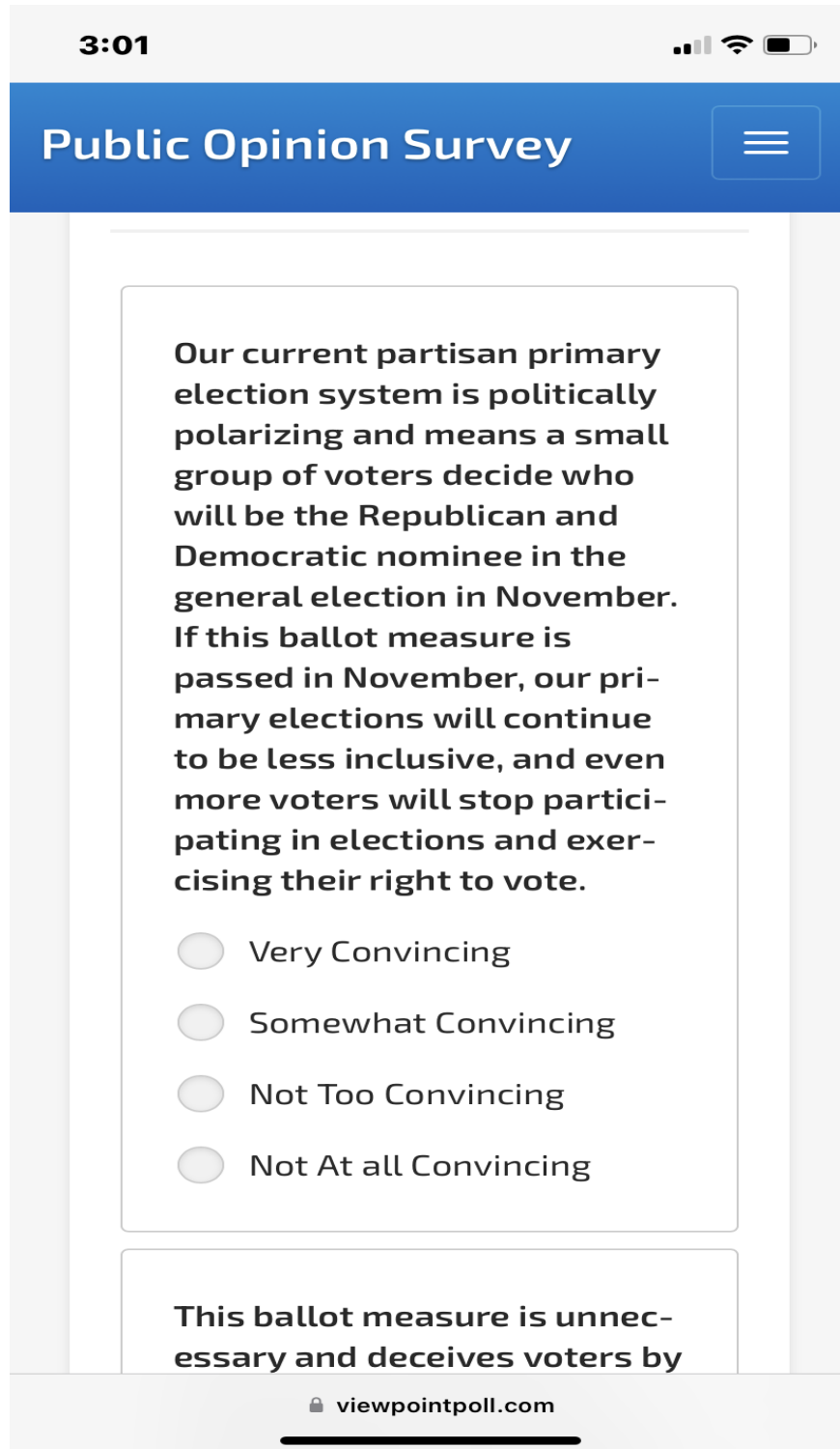


**Screenshot 3:** Ranked choice voting still means that each voter gets just one vote ([see this legal brief](#)). Preferences aren't the same as votes. The vote moves from the first preference to the second preference only if the candidate didn't get enough first preferences. Under the current system, when that happens, that usually means the voter is simply voted down, and has no more say. Either that, or the winner of the election won with less than a majority because enough other candidates divided up the vote - in which case, the majority has no say.

Screenshot 4:






Screenshot 5:



**Screenshot 5:** Mainly accurate, except that the argument is that ranking is [one factor that tends to increase voter turnout](#) - we've never proposed that turnout will go down without it. So the argument is a bit over-stated. In any event, respondents are given insufficient information to know why the argument makes sense. They haven't even had how ranked choice voting works explained to them.

Screenshot 6:

3:01   

## Public Opinion Survey

Not Too Convincing

Not At all Convincing

**This ballot measure is unnecessary and deceives voters by leading them to believe a large number of non-citizens have been voting in our elections. There is no evidence non-citizens are voting in Missouri elections. According to nationwide studies, the number of non-citizens who are suspected to have voted in past elections since 2002 is under 100 people.**


Very Convincing

Somewhat Convincing

Not Too Convincing

Not At all Convincing

**Amending the Missouri Con-**

 [viewpointpoll.com](https://viewpointpoll.com)

Screenshot 7:

3:01

Public Opinion Survey

Not At all Convincing

**Amending the Missouri Constitution to never allow ranked-choice voting in our state means Missouri will have less equitable representation in our state and local governments. Ranked-choice voting produces candidates that better represent more voters as it requires over 50% of the vote to win and it discourages negative campaigning.**

Very Convincing

Somewhat Convincing

Not Too Convincing

Not At all Convincing

viewpointpoll.com

**Screenshot 7:** We haven't used the idea of "less equitable," which is hard to understand, but rather the idea that candidates winning without majority support is a problem. The impact on reducing negative campaigning -- that is, mudslinging -- is of special interest to voters at this time near the election, but we generally explain to them why it would have that effect. A respondent who hasn't even had it explained how ranking works isn't likely to catch why this would work either. (It works because a candidate is more likely to win by attracting second rankings from those who will give an opponent their first rankings, and isn't likely to get the second rankings if he or she attacks that opponent.)



## Screenshot 8:

The screenshot shows a mobile application interface for a poll. At the top, the time is 3:02, and there are icons for signal strength, Wi-Fi, and battery. The title 'Public Opinion Survey' is displayed in a blue header bar, with a hamburger menu icon to its right. The main content area contains a question marked with a red asterisk. The question text is: '\* Now, if you knew this measure is supported by Missouri Republican State legislators, the National Chairperson of the Election Transparency Initiative who is a former Attorney General, and conservative organizations that support protecting our voting laws because it would make sure that non-citizens would never be allowed to vote and would protect our right to vote in secure elections would you now vote Yes to approve, or No to reject this ballot measure?'. Below the question is a horizontal line, and then three radio button options: 'Yes', 'No', and 'Undecided'. The 'No' option is selected, indicated by a blue dot. At the bottom of the screen, there is a footer with a lock icon and the URL 'viewpointpoll.com'.

3:02

Public Opinion Survey

\* Now, if you knew this measure is supported by Missouri Republican State legislators, the National Chairperson of the Election Transparency Initiative who is a former Attorney General, and conservative organizations that support protecting our voting laws because it would make sure that non-citizens would never be allowed to vote and would protect our right to vote in secure elections would you now vote Yes to approve, or No to reject this ballot measure?

Yes

No

Undecided

viewpointpoll.com

**Screenshot 8:** This re-states the arguments as if they were authoritative and cites authorities for them. It's entirely one-sided.

Screenshot 9:

3:03

Public Opinion Survey

\* Which ONE of the following names that could be used to describe this measure would give you the most favorable impression? If it were called...

Vote Yes to Protect your Right to Vote

Vote Yes to Protect our Rights

Vote Yes to Secure Missouri Elections

Vote Yes to Secure our Right to Vote

Vote Yes on the Only Citizens Vote and Only Vote Once Amendment

Or do none of these give a favorable impression?

viewpointpoll.com

**Screenshot 9:** This re-states the arguments in a concise and bulleted summary, one that requires interaction by selecting one, This is a technique well known for being persuasive.

Hence, the ability to get poll respondents to 68% yes -- but not the ability to get the general electorate to do that.