

Area	GOP Vote Hancock	Dem Vote Cook	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win	%of Marg	%St Tot
<b>MISSOURI</b>											
				<b>COOK WINS</b>				<b>Secretary of State, 1996</b>			
Total for State	984,613	1,053,681	0	2,109,328*	46.7	50.0	0.0	3.4	69,068 d	3.3	100.0

DMAs, MEDIA MARKETS for 2000

Joplin - Pittsburg, MO - KS - OK	46,783	20,505	69,348*	67.5	29.6	3.0	26,278	R	37.9	3.3
Columbia - Jefferson City, MO	76,973	78,112	161,694*	47.6	48.3	4.1	1,139	d	0.7	7.7
St. Louis, MO - IL	381,728	436,059	845,743*	45.1	51.6	3.3	54,331	D	6.5	40.1
Kansas City, MO - KS	204,489	262,702	483,462*	42.3	54.3	3.4	58,213	D	12.0	22.9
Springfield, MO - AR	168,200	128,872	308,998*	54.4	41.7	3.9	39,328	R	12.7	14.6
Ottumwa - Kirksville, IA - MO	11,210	11,213	23,049*	48.6	48.6	2.7	3	d	0.0	1.1
Paducah - Cape Girardeau - Harrisburg, KY -	55,674	61,886	120,356*	46.3	51.4	2.3	6,212	D	5.1	5.7
St. Joseph, MO - KS	23,561	29,260	54,745*	43.0	53.4	3.5	5,699	D	10.4	2.6
Memphis, TN - AR- MS - MO	1,708	3,506	5,326*	32.1	65.8	2.1	1,798	D	33.7	0.3
Omaha, NE - IA - MO	1,519	1,325	2,912*	52.2	45.5	2.3	194	R	6.7	0.1
Des Moines - Ames, IA - MO	733	672	1,427*	51.4	47.1	1.5	61	R	4.3	0.1
Quincy - Hannibal - Keokuk, MO - IL - IA	12,035	19,569	32,268*	37.3	60.6	2.1	7,534	D	23.3	1.5

SUMMARY OF UNITS WON

1a. Won by Hancock for Republicans:	4	Lowest %	32.1	Memphis, TN - AR- MS - MO	Highest %	67.5	Joplin - Pittsburg, MO - KS -
1b. Won by Cook for Democrats:	8	Lowest %	29.6	Joplin - Pittsburg, MO - KS -	Highest %	65.8	Memphis, TN - AR- MS - MO

ISRs, INTERNAL STATE REGIONS

Pony Express	37,588	46,193	86,742*	43.3	53.3	3.4	8,605	D	10.0	4.1
Chariton Valley	26,817	29,282	57,748*	46.4	50.7	2.9	2,465	D	4.3	2.7
Mark Twain	21,756	30,601	53,595*	40.6	57.1	2.3	8,845	D	16.5	2.5
Kansas City Area	156,690	210,386	379,844*	41.3	55.4	3.4	53,696	D	14.1	18.0
Osage Lakes	50,247	41,789	95,585*	52.6	43.7	3.7	8,458	R	8.9	4.5
Lake of the Ozarks	91,234	84,612	183,351*	49.8	46.1	4.1	6,622	r	3.7	8.7
St. Louis Area	358,146	406,175	790,308*	45.3	51.4	3.3	48,029	D	6.1	37.5
Ozark Mountain	140,854	93,455	243,233*	57.9	38.4	3.7	47,399	R	19.5	11.5
Ozark Heritage	48,931	45,993	98,245*	49.8	46.8	3.4	2,938	r	3.0	4.7
River Heritage	52,350	65,195	120,677*	43.4	54.0	2.6	12,845	D	10.6	5.7

SUMMARY OF UNITS WON

1a. Won by Hancock for Republicans:	4	Lowest %	40.6	Mark Twain	Highest %	57.9	Ozark Mountain
1b. Won by Cook for Democrats:	6	Lowest %	38.4	Ozark Mountain	Highest %	57.1	Mark Twain

GMRs, METRO GROUPS for 1999

St. Louis Metro	358,146	406,175	790,308*	45.3	51.4	3.3	48,029	D	6.1	37.5
Kansas City Metro	162,714	219,398	395,456*	41.1	55.5	3.4	56,684	D	14.4	18.7
Other Metro	138,691	115,643	264,789*	52.4	43.7	3.9	23,048	R	8.7	12.6
Non Metro	325,062	312,465	658,775*	49.3	47.4	3.2	12,597	r	1.9	31.2

SUMMARY OF UNITS WON

1a. Won by Hancock for Republicans:	2	Lowest %	41.1	Kansas City Metro	Highest %	52.4	Other Metro
1b. Won by Cook for Democrats:	2	Lowest %	43.7	Other Metro	Highest %	55.5	Kansas City Metro