

OPINION



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DANFORTH DEFEATS WOODS

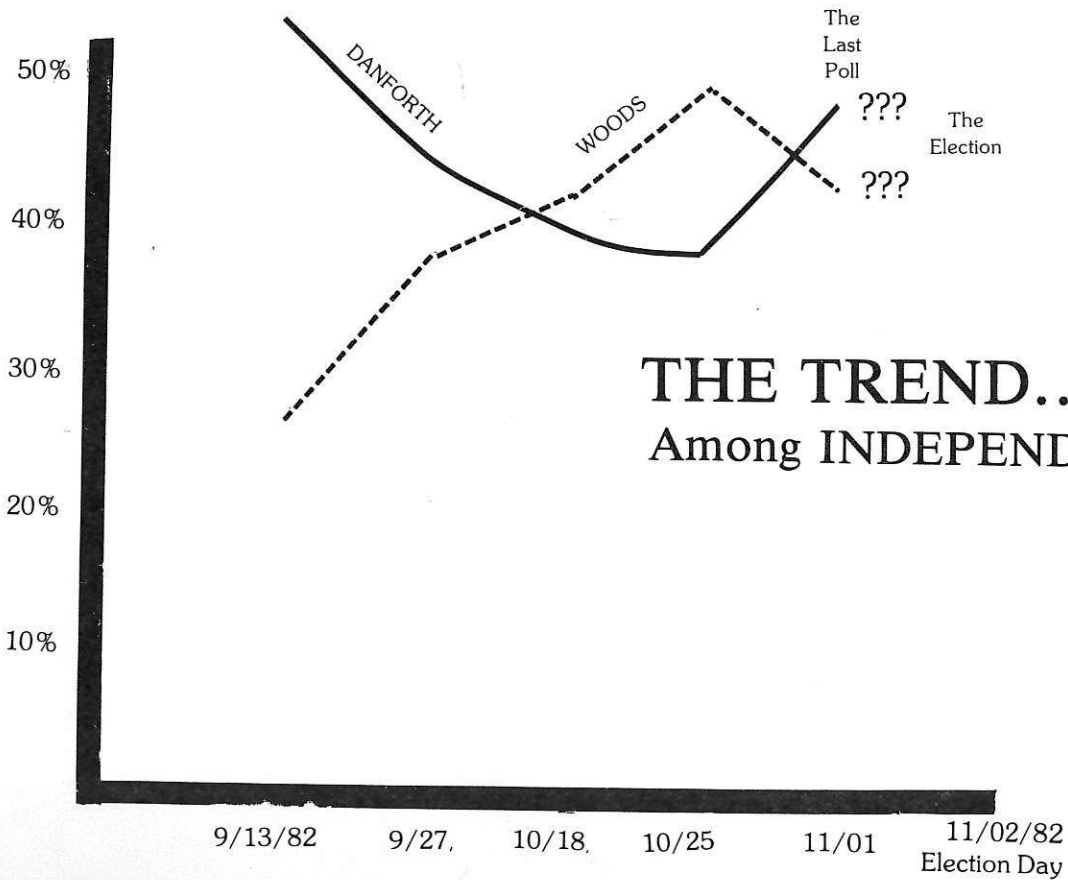
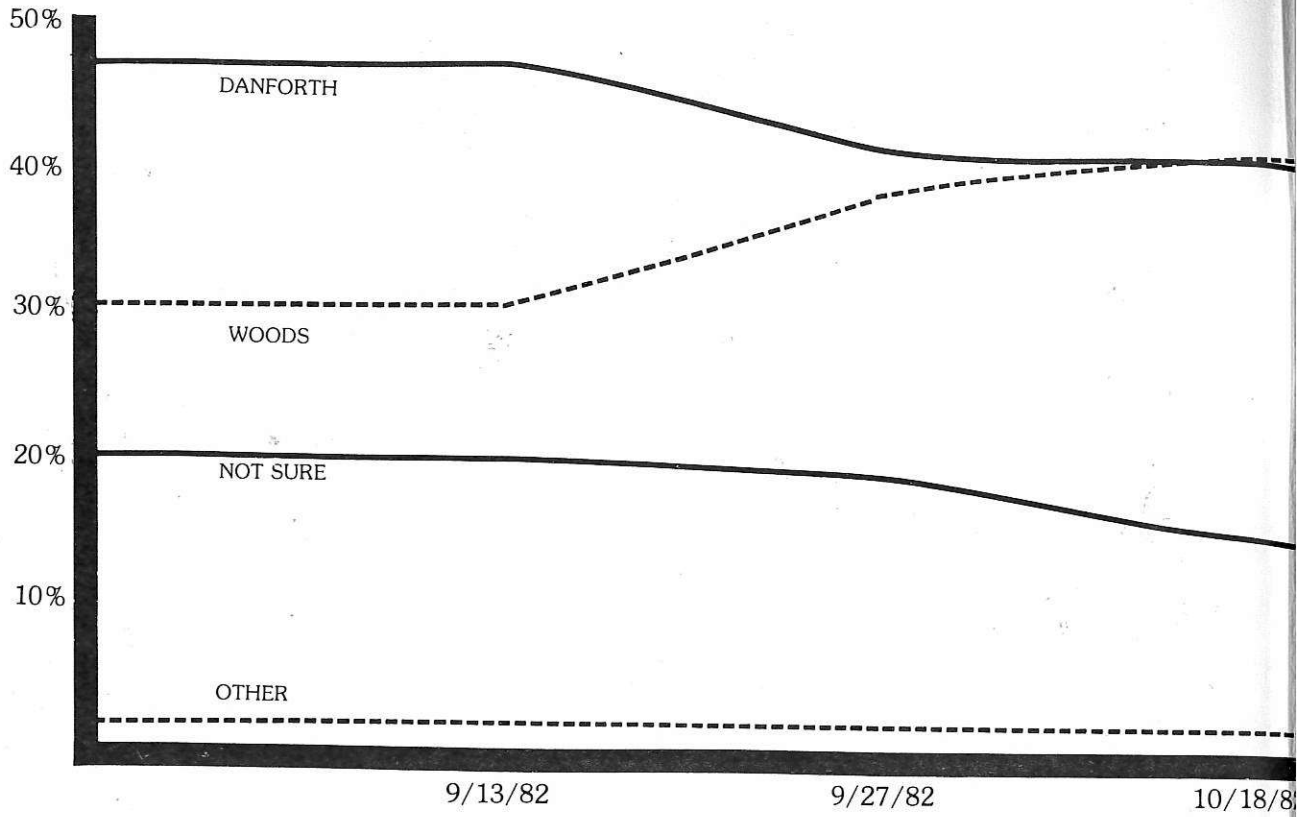
Was it the WOMAN vote, the INDEPENDENT
vote, or the DEMOCRATIC vote that caused the
Woods defeat?

CROSSROADS SCHOOL
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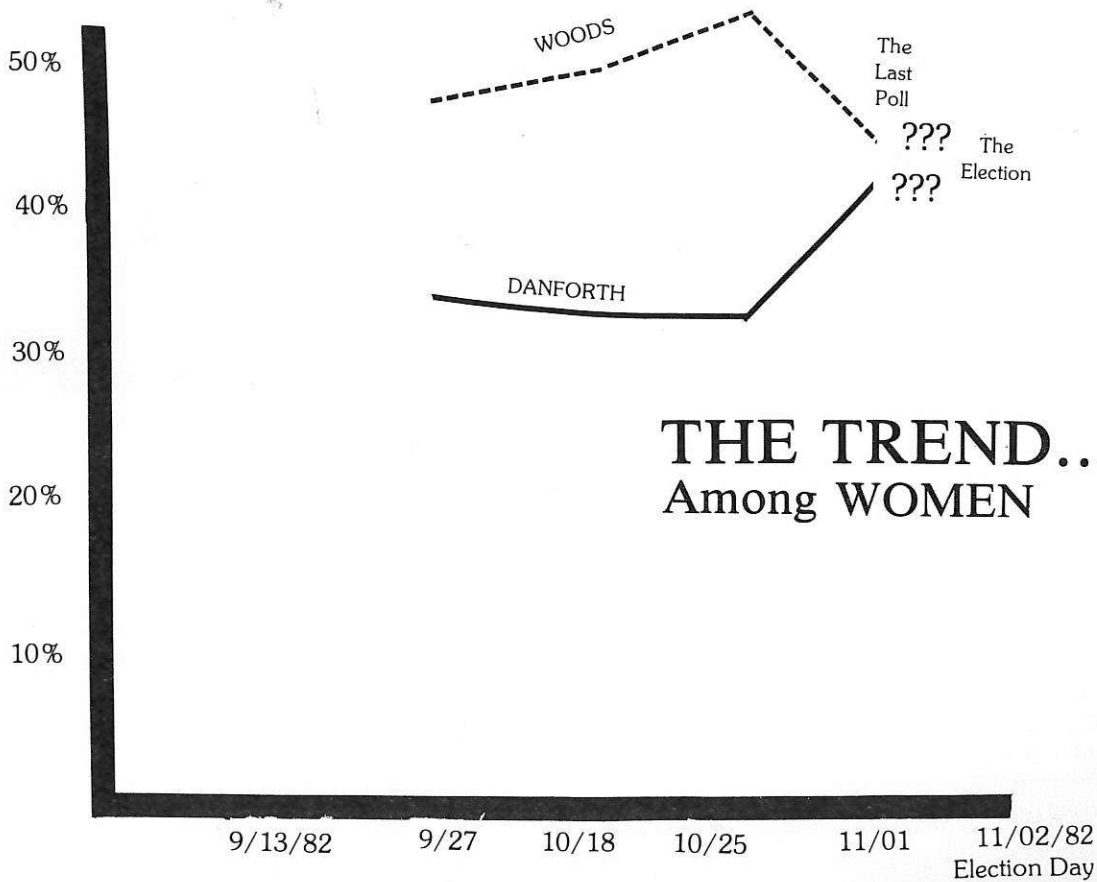
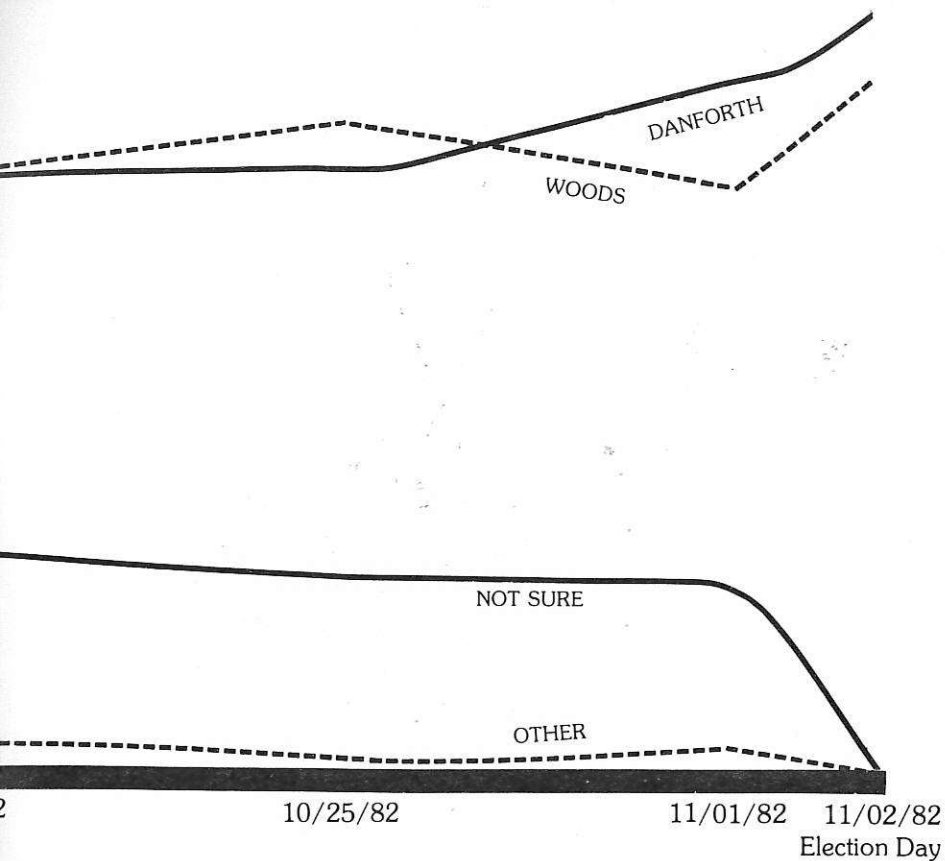
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THE TREND...
Among INDEPENDENTS



THE TREND... Among WOMEN

THE FINAL PREDICTION OF THE CROSSROADS INSTITUTE OF PUBLIC OPINION STUDIES WAS A 52%-48% DANFORTH VICTORY. THIS WAS BUT ONE PERCENTAGE POINT FROM THE ACTUAL RESULTS.

THE ACCURACY OF THE C.I.P.O. POLL RESULTED IN CROSSROADS BEING CITED FOR ITS WORK BY BOTH KMOX-AM RADIO AND THE ST. LOUIS POST-DISPATCH.



THE POLLING



THE COMPUTING

The loss of support from the Democrats, Independents, and woman voters during the last weekend of October appear to be the cause of Harriett Woods' downfall.

The poll taken the week of October 25 showed her with 52% of the women's vote compared with 32% for incumbent John Danforth. She also had the backing of 65% of her fellow Democrats. In addition, she overcame her previous 2-1 deficit among the Independent voters by a 41%-40% margin and had the overall lead 51%-49%.

Over one weekend, Senator John Danforth narrowed the women's gap to 44%-40% and had taken the lead among Independents by four percentage points which enabled him to win a close election 51%-49%. The question of why Independents, Democrats, and women changed their preferences in such a short period of time is still a mystery.



THE PROCESSING

OPINION STAFF

EDITOR	Chrissi White
LAYOUT	Dennis Gorg, Jr.
FACULTY ADVISOR	Don Ingerson Arthur Lieber

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