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CFG_MO-AG_MARCHPRIMARYBENCHMARK_MQ_240327
MO ATTORNEY GENERAL
MISSOURI
REPUBLICAN PRIMARY VOTERS
MARCH 25-27, 2024

SAMPLE:

N=502 Republican Primary Voters
 MoE=±4.4%
 55% Cells

INTRODUCTION: Good evening. May I please speak with **NAME FROM FILE**? My name is _____ and I'm calling from a national public opinion research firm. This evening we're conducting a short scientific survey in Missouri and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

SCREENER

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?
 1. Yes **TERMINATE**
 2. No/All other 100%

2. Thinking about the August 2024 primary elections for Governor, U.S. Congress, and various state and local offices, do you plan to vote in this election? Would you say you... **ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP**
 1. Definitely plan to vote 90%
 2. Probably plan to vote 8%
 3. It's Fifty-fifty 2%
 4. Probably plan not to vote **TERMINATE**
 5. Definitely plan not to vote **TERMINATE**
 6. Don't Know/Refused **DNR** **TERMINATE**

3. And, as you may know, in Missouri a voter may choose to vote in either the **ROTATE** Republican or Democratic **END ROTATION** primary, but may not vote in both. In which primary do you plan to vote in, the **ROTATE** Republican or Democratic primary?
 1. Republican 100%
 2. Democratic **TERMINATE**
 3. Not sure/Haven't decided yet **TERMINATE**
 4. Neither **TERMINATE**
 5. DK/Refused **TERMINATE**



Now I am going to read you a list of names of people active in politics. After I read each one, please tell me if you have a **ROTATE** favorable or unfavorable **END ROTATION** impression of that person. If I read you one you have never heard of, just tell me and we'll move on to the next person.

IF FAVORABLE/UNFAVORABLE, ASK:

And, would you say you have a VERY (favorable/unfavorable) impression of that person, or just SOMEWHAT?

The (first/next) one is...**RANDOMIZE**

	Name ID	Total Fav	Total Unfav	Net Fav	Very Fav 1.	Smwt Fav 2.	No Opinion DNR 3.	Never heard of 4.	Smwt Unfav 5.	Very Unfav 6.	
4.	Donald Trump	>99%	83%	13%	+70%	67%	17%	3%	<1%	4%	10%
5.	Mike Parson	92%	66%	13%	+53%	33%	33%	13%	8%	8%	5%
6.	Eric Greitens	83%	40%	22%	+18%	16%	24%	21%	17%	10%	12%
7.	Andrew Bailey	52%	22%	7%	+15%	10%	12%	23%	48%	4%	3%
8.	Will Scharf	29%	6%	3%	+3%	<1%	5%	21%	71%	1%	2%

Now thinking about some of these people again, I am going to read some of the names and, for each one, please tell me if you think of that person as **ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP** a conservative, a moderate, or a liberal in their political beliefs.

IF CONSERVATIVE/LIBERAL ASK:

And would you say (he/she) is VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

RANDOMIZE

	Total Conservative	Very Conservative 1.	Somewhat Conservative 2.	Moderate 3.	DK/Ref DNR 4.	Somewhat Liberal 5.	Very Liberal 6.	Total Liberal	
IF Q6:1-2, 5-6, ASK: 9.	Andrew Bailey	58%	35%	23%	17%	24%	1%	0%	1%
IF Q7:1-2, 5-6, ASK: 10.	Will Scharf	46%	15%	31%	16%	34%	2%	2%	4%

Thinking about the Republican primary elections coming up later this year...

11. If the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... **ROTATE**

Andrew Bailey

...or...

Will Scharf

IF CHOICE, ASK:

And would you say you are definitely committed to voting for (choice) or might you still change your mind?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	TOTAL BAILEY	29%
	TOTAL SCHARF	10%
1.	Committed Bailey	11%
2.	Persuadable Bailey	5%
3.	Lean Bailey	12%
4.	Hard Undecided DNR	61%
5.	Lean Scharf	3%
6.	Persuadable Scharf	3%
7.	Committed Scharf	4%

Now I'm going to read you some statements you might hear about Will Scharf. For each one, please tell me whether this information would make you more or less likely to vote for Will Scharf or if it would make no difference in how you feel.

IF MORE/LESS LIKELY, PROBE:

And would you say it makes you MUCH (more/less) likely to vote for Will Scharf or just SOMEWHAT?

RANDOMIZE AND READ EACH RESPONDENT TWO OF Q11-Q13

	Total More Likely	Much More Likely 1.	Somewhat More Likely 2.	No Difference 3.	DK/Ref DNR 4.	Somewhat Less Likely 5.	Much Less Likely 6.	Total Less Likely
12. DEFENDS TRUMP: Will Scharf is one of the leading attorneys defending Donald Trump against the Biden Administration's prosecutions in federal courts.	70%	48%	23%	15%	3%	4%	8%	12%
13. FORMER PROSECUTOR: Will Scharf is a former federal prosecutor who fought to put hardened criminals in prison and protected Missouri families.	71%	39%	32%	18%	6%	2%	3%	5%
14. CONSTITUTIONAL CONSERVATIVE: Will Scharf is a constitutional conservative who played a key role in helping Donald Trump put conservative Justices Brett Kavanaugh and Amy Coney Barrett on the Supreme Court.	69%	47%	22%	20%	2%	3%	7%	9%

15. Now that you have learned more, if the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... **ROTATE**

Andrew Bailey
 ...or...
 Will Scharf

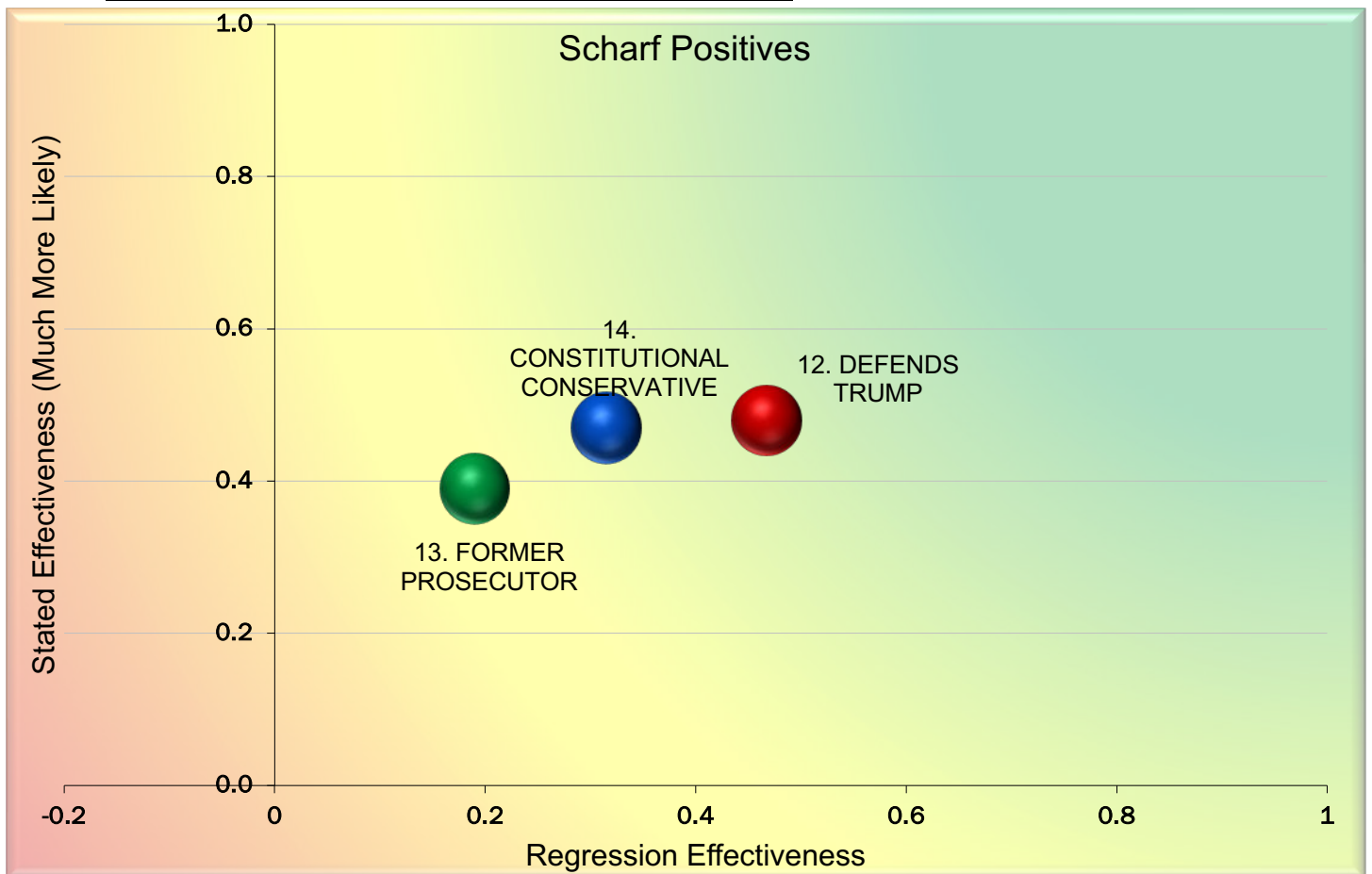
IF CHOICE, ASK:

And would you say you are definitely committed to voting for (choice) or might you still change your mind?

IF UNDECIDED/NOT SURE, ASK:

If you had to choose today, who would you lean toward (repeat candidates)?

	Initial	Scharf Pos
TOTAL BAILEY	29%	21%
TOTAL SCHARF	10%	39%
1. Committed Bailey	11%	9%
2. Persuadable Bailey	5%	3%
3. Lean Bailey	12%	9%
4. Hard Undecided DNR	61%	40%
5. Lean Scharf	3%	16%
6. Persuadable Scharf	3%	10%
7. Committed Scharf	4%	14%



Now I'm going to read you some statements you might hear about Andrew Bailey. For each one, please tell me whether this information would make you more or less likely to vote for Andrew Bailey or if it would make no difference in how you feel.

IF MORE/LESS LIKELY, PROBE:

And would you say it makes you MUCH (more/less) likely to vote for Andrew Bailey or just SOMEWHAT?

RANDOMIZE AND READ EACH RESPONDENT SIX OF Q15-Q26

	Total More Likely	Much More Likely 1.	Somewhat More Likely 2.	No Difference 3.	DK/Ref DNR 4.	Somewhat Less Likely 5.	Much Less Likely 6.	Total Less Likely
16. ABUSING POWER: Andrew Bailey has been accused of expanding the powers of his office and weaponizing it to prosecute personal political grudges in just the same way that Joe Biden's Department of Justice has attacked Donald Trump and other Republicans.	4%	2%	3%	18%	6%	23%	48%	71%
17. ANTI-TRANSPARENCY: Andrew Bailey has worked to keep the public in the dark about what his office is doing. Bailey's office has 374 pending public records requests and delays of up to a year in responding and Bailey personally crafted proposed legislation to reduce public access to government records.	4%	3%	1%	15%	9%	21%	51%	72%
18. SLOTS LAWSUIT: Andrew Bailey and his PAC took more than 40 thousand dollars in campaign cash from the company that flooded the state with illegal slot machines and then sued the state. When it was revealed that he had taken the money, Bailey was forced to withdraw from defending the state in the lawsuit.	3%	2%	1%	18%	7%	20%	52%	72%
19. DEM DONOR: Andrew Bailey has taken 16 thousand dollars in campaign contributions and another 125 thousand dollars for his Super PAC from a lawyer who gave hundreds of thousands to help elect Democrats including Jay Nixon and Chris Koster.	4%	2%	2%	21%	6%	23%	46%	69%

	Total More Likely	Much More Likely 1.	Somewhat More Likely 2.	No Difference 3.	DK/Ref DNR 4.	Somewhat Less Likely 5.	Much Less Likely 6.	Total Less Likely
<p>20. LEAD POISONING LAWSUIT: Andrew Bailey got a 50 thousand dollar check for his Super PAC just two months after he sided with a subsidiary of that company in a lead poisoning lawsuit.</p>	3%	1%	2%	21%	12%	20%	44%	64%
<p>21. MARIJUANA FUNDRAISER: Andrew Bailey attended a high-dollar fundraiser at the home of the co-owner of a Missouri marijuana company that Baily is overseeing a case against.</p>	3%	2%	1%	28%	7%	18%	44%	62%
<p>22. FAILED PRO-LIFE: Andrew Bailey claims he is pro-life, but when it comes to taking on Planned Parenthood, Bailey failed to file a correct appeal, resulting in Bailey losing the case to defund Planned Parenthood.</p>	6%	3%	3%	25%	6%	21%	41%	62%
<p>23. PLANNED PARENTHOOD TRANSGENDER: Andrew Bailey claims he supports children, but Bailey agreed that Planned Parenthood could keep hidden documents relating to gender transition surgeries and chemical treatments on children.</p>	5%	3%	2%	14%	6%	16%	58%	75%
<p>24. ABANDONED CRT LAWSUIT: Andrew Bailey claims he opposes indoctrination in schools, but Bailey abandoned Eric Schmitt's critical race theory lawsuit against Missouri's largest school district.</p>	8%	5%	3%	21%	11%	22%	38%	60%

	Total More Likely	Much More Likely 1.	Somewhat More Likely 2.	No Difference 3.	DK/Ref DNR 4.	Somewhat Less Likely 5.	Much Less Likely 6.	Total Less Likely
25. STAY-AT-HOME ORDERS: When Andrew Bailey was advising Governor Parson during COVID, Bailey and Parson did not stop stay-at-home orders that closed churches and businesses, and they recommended mask mandates for kids in schools.	15%	9%	6%	29%	4%	17%	35%	52%
26. PFIZER DONATION: Andrew Bailey took a maximum allowable campaign donation from Pfizer and then ignored requests to investigate Pfizer's COVID vaccine.	2%	1%	1%	21%	6%	18%	51%	70%
27. ENDED SAFER STREETS: Andrew Bailey made our cities less safe when he ended Eric Schmitt's Safer Streets program that had prosecuted hundreds of criminals in St. Louis and Kansas City.	8%	4%	4%	16%	7%	24%	45%	69%

28. Now that you have learned more, if the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... **ROTATE**

Andrew Bailey
 ...or...
 Will Scharf

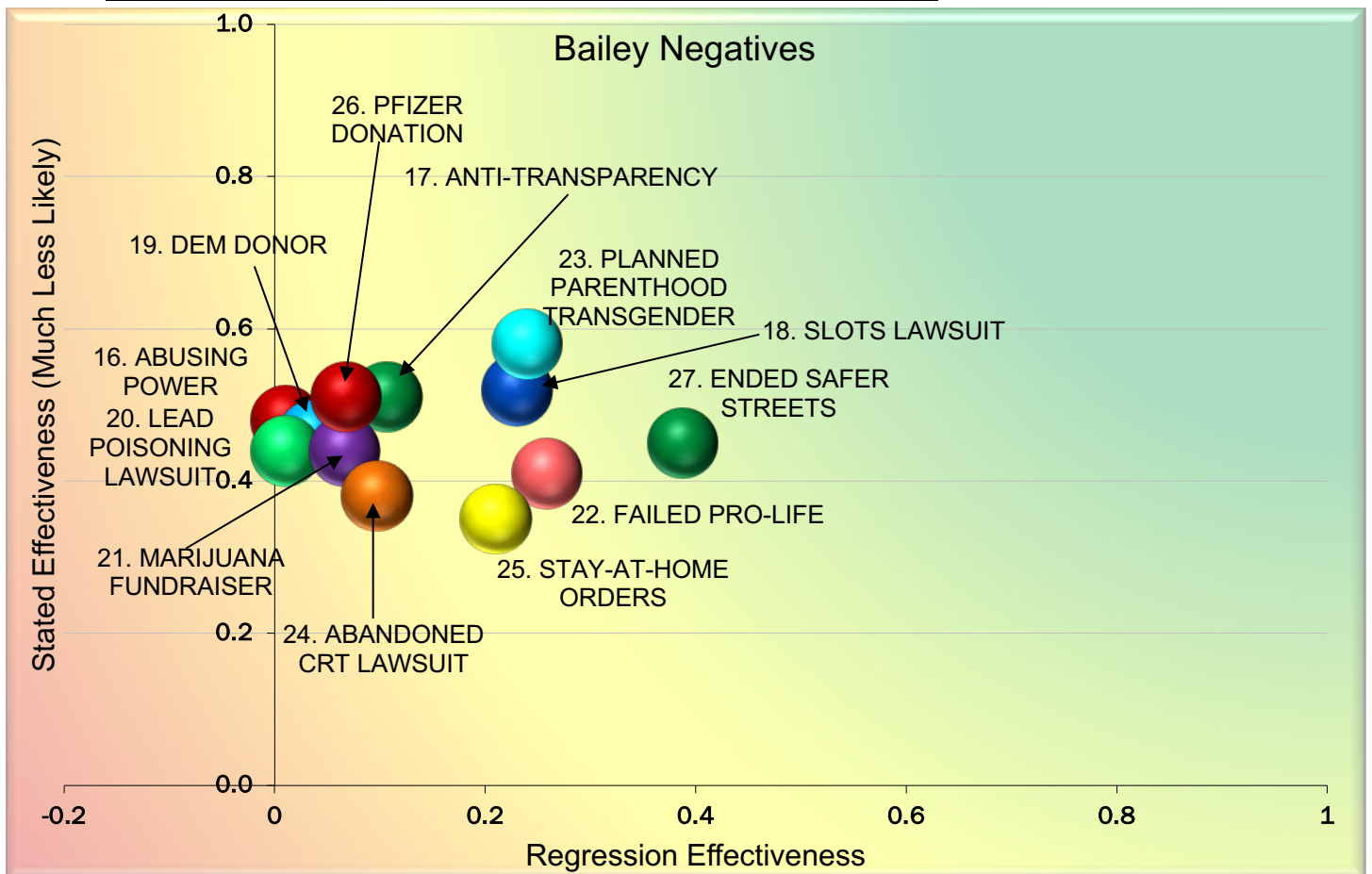
IF CHOICE, ASK:

And would you say you are definitely committed to voting for (choice) or might you still change your mind?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

		Initial	Scharf Pos	Bailey Con
TOTAL BAILEY		29%	21%	14%
TOTAL SCHARF		10%	39%	59%
1.	Committed Bailey	11%	9%	7%
2.	Persuadable Bailey	5%	3%	1%
3.	Lean Bailey	12%	9%	6%
4.	Hard Undecided DNR	61%	40%	27%
5.	Lean Scharf	3%	16%	19%
6.	Persuadable Scharf	3%	10%	13%
7.	Committed Scharf	4%	14%	27%



And changing topics...

29. Which of the following comes closest to your opinion on the issue of abortion? **ROTATE STATEMENTS**

1.	Abortion should be banned beginning at conception without exceptions.	26%
2.	Abortion should be limited to the first 15 weeks of pregnancy, but there should be exceptions after that for cases of rape, incest, or when the life of the mother is in danger.	48%
3.	We should not have strict bans on abortion, but we should have some regulations to ensure the health of women is protected and stop abortion from being abused.	18%
4.	Don't Know/Refused DNR	9%

30. Which of the following comes closest to your opinion on the issue of U.S. aid to Ukraine in its war against Russia? **ROTATE STATEMENTS**

1.	(Some/other) people say that the U.S. SHOULD NOT be sending aid to Ukraine. They say that there is no U.S. strategic interest there, that sending military aid will just prolong the war, and that we could cause the war to escalate into a confrontation between Russia and the U.S.	45%
2.	(Some/other people say) that the U.S. SHOULD send aid to Ukraine because Russia is a geopolitical adversary of the U.S., because helping the Ukrainians stop Russia prevents a wider war as Putin would try to expand further into Eastern Europe, and because countries like China are watching to see if they can also invade their neighbors without resistance.	40%
3.	Don't Know/Refused DNR	14%

And now I have just a few more questions for demographic purposes only...

31. Would you say you are a **ROTATE** Conservative, a Moderate, or a Liberal **END ROTATION** in your political beliefs?

IF CONSERVATIVE/LIBERAL, ASK:

And, would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

TOTAL CONSERVATIVE	73%
TOTAL LIBERAL	2%
1. Very Conservative	48%
2. Somewhat Conservative	25%
3. Moderate	21%
4. DK/Refused DNR	5%
5. Somewhat Liberal	1%
6. Very Liberal	1%

32. Some Republicans we talk to think of themselves primarily as supporters or followers of Donald Trump while others think of themselves more as supporters or followers of a more traditional brand of Republican politics.

How about you? Do you think of yourself as a Trump Republican, a traditional Republican, or something else?

1. Trump Republican	48%
2. Traditional Republican	35%
3. Something else (Specify:)	7%
4. Don't Know/Refused	9%

33. Which cable news network do you watch most often **RANDOMIZE 1-4**

1. Fox News	39%
2. Newsmax	12%
3. One American News, OANN	2%
4. CNN	5%
5. None of these	33%
6. Other (specify) DNR _____	2%
7. Don't Know/Refused DNR	6%

34. How often would you say you watch Fox News Channel? ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP

1.	Every day	30%
2.	Several times a week	18%
3.	A few times a month	18%
4.	Never	31%
5.	Don't Know/Refused <u>DNR</u>	4%

35. How often would you say you listen to conservative talk radio? ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP

1.	Every day	18%
2.	Several times a week	14%
3.	A few times a month	14%
4.	Never	51%
5.	Don't Know/Refused <u>DNR</u>	4%

36. What is the highest level of formal education you have completed?

1.	High school or Less	23%
2.	Some College or an Associate's Degree	31%
3.	Bachelor's Degree	28%
4.	Post graduate degree like a medical or law degree, Master's or Ph.D.	14%
5.	DK/Refused <u>DNR</u>	4%

37. In what year were you born? RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES

1.	18-24	3%
2.	25-34	9%
3.	35-44	12%
4.	45-54	13%
5.	55-64	19%
6.	65-74	22%
7.	75 or over	19%
8.	Refused <u>DNR</u>	3%

38. Sex: BY OBSERVATION

1.	Male	51%
2.	Female	49%

39. Media Market: **FROM FILE**

1.	Columbia – Jefferson City	9%
2.	Joplin – Pittsburg	2%
3.	Kansas City	22%
4.	Omaha	<1%
5.	Ottumwa-Kirksville	1%
6.	Paducah-Cape G-Harrisburg	7%
7.	Quincy-Hannibal-Keokuk	3%
8.	Springfield	19%
9.	St. Joseph	<1%
10.	St. Louis	36%

40. Interview Method: **PRE-CODE**

1.	Cell	55%
2.	Landline	45%