

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 001  
SUMMARY OF KEY DATA

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
BAILEY IMAGE -----	77 15%	48 20%	20 16%	9 8%	36 15%	37 21%	3 8%	62 19%	16 19%	-1 -1%	40 20%	9 15%	1 2%	35 24%	17 19%	24 10%
FAV	112 22%	54 23%	30 24%	24 21%	47 20%	50 28%	7 19%	75 22%	19 23%	15 22%	50 26%	11 18%	4 15%	40 27%	21 24%	46 19%
UNFAV	35 7%	6 2%	10 8%	15 14%	11 5%	14 8%	4 11%	12 4%	4 4%	15 23%	10 5%	2 3%	3 13%	5 3%	5 5%	22 9%
NAME ID	263 52%	116 49%	75 60%	59 52%	116 48%	106 59%	20 53%	173 52%	41 49%	41 61%	103 52%	35 58%	14 54%	80 54%	41 46%	129 53%
SCHARF IMAGE -----	14 3%	-2 -1%	11 9%	3 3%	8 3%	8 5%	1 3%	6 2%	9 11%	0 0%	5 3%	4 7%	1 5%	3 2%	-1 -1%	12 5%
FAV	28 6%	5 2%	12 10%	10 9%	13 5%	15 8%	1 3%	14 4%	9 11%	5 8%	10 5%	5 8%	2 9%	7 5%	3 3%	18 7%
UNFAV	15 3%	7 3%	1 1%	7 6%	5 2%	6 3%	- -	8 3%	- -	5 7%	5 2%	1 2%	1 4%	4 3%	4 5%	6 3%
NAME ID	148 29%	70 29%	38 30%	33 29%	66 27%	58 33%	9 23%	100 30%	20 25%	20 29%	60 31%	23 39%	10 39%	47 32%	23 26%	71 29%
INTL AG BALLOT -----	95 19%	48 20%	28 22%	19 17%	39 16%	41 23%	10 26%	73 22%	13 16%	4 5%	51 26%	10 17%	-1 -5%	41 28%	25 29%	26 11%
BAILEY	145 29%	67 28%	38 30%	38 33%	65 27%	60 34%	11 29%	100 30%	25 30%	15 23%	66 33%	19 31%	4 14%	50 33%	33 37%	58 24%
SCHARF	51 10%	19 8%	10 8%	19 16%	27 11%	19 11%	1 3%	26 8%	12 14%	12 17%	15 8%	8 14%	5 20%	9 6%	7 8%	32 13%
UNDECIDED	306 61%	153 64%	78 61%	57 51%	151 62%	99 56%	25 68%	209 62%	46 55%	40 60%	116 59%	32 55%	17 66%	90 61%	49 55%	154 63%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 002  
SUMMARY OF KEY DATA

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
BAILEY IMAGE -----	77 15%	26 29%	19 28%	28 9%	17 14%	23 14%	32 15%	43 17%	34 14%	28 10%	47 22%	44 15%	22 17%	2 5%	3 21%
FAV	112 22%	29 33%	23 33%	53 16%	23 19%	33 21%	49 24%	63 25%	49 20%	49 18%	58 28%	69 23%	27 21%	6 14%	3 21%
UNFAV	35 7%	4 4%	3 5%	25 8%	6 5%	10 6%	17 8%	20 8%	14 6%	22 8%	11 5%	25 8%	5 4%	4 9%	-
NAME ID	263 52%	50 56%	40 58%	159 49%	54 45%	79 49%	117 57%	149 58%	114 46%	138 50%	115 55%	163 54%	60 47%	23 51%	5 35%
SCHARF IMAGE -----	14 3%	4 5%	-0 -1%	10 3%	3 3%	3 2%	8 4%	4 2%	10 4%	8 3%	6 3%	7 2%	7 6%	-0 -0%	0 0%
FAV	28 6%	4 5%	4 6%	20 6%	11 9%	6 4%	11 6%	18 7%	11 4%	13 5%	16 8%	13 4%	9 7%	5 11%	1 7%
UNFAV	15 3%	-	4 6%	10 3%	7 6%	4 2%	4 2%	14 5%	1 0%	4 2%	10 5%	6 2%	2 2%	5 11%	1 6%
NAME ID	148 29%	24 27%	24 35%	92 29%	42 35%	41 26%	60 29%	90 35%	58 24%	66 24%	76 36%	83 27%	40 32%	19 42%	2 13%
INTL AG BALLOT -----	95 19%	28 32%	12 18%	50 15%	20 17%	27 17%	44 21%	57 22%	37 15%	53 19%	39 19%	60 20%	24 19%	5 10%	2 15%
BAILEY	145 29%	33 37%	22 32%	83 26%	33 28%	40 25%	66 32%	81 32%	64 26%	75 27%	66 31%	92 30%	32 26%	10 22%	5 34%
SCHARF	51 10%	5 6%	10 15%	34 10%	13 11%	13 8%	22 11%	24 9%	27 11%	22 8%	27 13%	32 11%	9 7%	6 12%	3 19%
UNDECIDED	306 61%	51 57%	37 53%	207 64%	74 61%	108 67%	118 57%	151 59%	155 63%	178 65%	118 56%	178 59%	85 67%	29 65%	7 46%

CFG MO AG MARCH PRIMARY BENCHMARK  
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BANNER 3 003  
SUMMARY OF KEY DATA

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.-JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
BAILEY IMAGE -----	77 15%	17 18%	24 16%	10 11%	20 13%	14 31%	15 14%	9 26%	3 3%	29 16%	7 21%	41 15%	36 16%	25 19%	42 17%	6 7%	44 19%	24 12%
FAV	112 22%	22 22%	39 26%	15 16%	29 20%	16 35%	22 20%	10 29%	10 11%	46 25%	7 21%	59 22%	52 23%	28 21%	57 24%	19 21%	53 23%	43 21%
UNFAV	35 7%	4 4%	15 10%	5 5%	10 7%	2 5%	7 6%	1 3%	8 8%	17 10%	- 7%	19 7%	16 7%	3 2%	15 6%	13 14%	10 4%	19 9%
NAME ID	263 52%	54 56%	89 59%	34 38%	74 49%	28 61%	55 50%	20 58%	37 38%	109 60%	14 40%	144 52%	119 53%	60 47%	127 53%	49 55%	106 47%	111 54%
SCHARF IMAGE -----	14 3%	1 1%	3 2%	6 7%	4 3%	-1 -2%	1 1%	2 6%	2 2%	7 4%	2 6%	6 2%	8 3%	2 2%	10 4%	1 1%	5 2%	5 3%
FAV	28 6%	9 10%	8 6%	6 7%	5 3%	1 2%	6 5%	3 9%	4 4%	11 6%	3 9%	15 5%	13 6%	3 2%	17 7%	6 6%	11 5%	12 6%
UNFAV	15 3%	8 8%	5 4%	- -	1 1%	2 4%	5 4%	1 3%	2 3%	4 2%	1 3%	9 3%	6 3%	1 1%	7 3%	5 5%	6 3%	7 3%
NAME ID	148 29%	38 40%	49 32%	22 25%	34 23%	12 26%	32 29%	11 31%	24 26%	60 33%	9 25%	84 31%	64 28%	33 26%	68 29%	30 33%	62 27%	62 31%
INTL AG BALLOT -----	95 19%	19 20%	37 24%	11 13%	23 16%	13 30%	11 10%	5 14%	7 8%	48 27%	9 25%	48 17%	47 21%	24 19%	51 21%	16 18%	46 20%	38 19%
BAILEY	145 29%	27 28%	51 34%	20 23%	41 27%	20 43%	22 20%	11 32%	20 21%	63 35%	10 27%	73 26%	72 32%	33 26%	79 33%	24 26%	64 28%	63 31%
SCHARF	51 10%	8 9%	14 9%	9 10%	17 12%	6 14%	10 9%	6 17%	13 13%	15 8%	1 3%	25 9%	25 11%	9 7%	28 12%	8 9%	18 8%	24 12%
UNDECIDED	306 61%	61 63%	86 57%	60 68%	92 61%	19 43%	79 71%	18 51%	62 65%	103 57%	25 70%	178 64%	128 57%	87 67%	132 55%	59 65%	146 64%	116 57%

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BANNER 4 004  
SUMMARY OF KEY DATA

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
BAILEY IMAGE -----	77 15%	62 19%	16 19%	-1 -1%	64 19%	8 12%	77 17%	46 23%	11 10%	68 17%	112 100%	-35 -100%	77 29%	5 19%	0 0%	18 12%	18 15%	6 23%
FAV	112 22%	75 22%	19 23%	15 22%	82 25%	19 29%	108 23%	54 27%	29 26%	100 25%	112 100%	- -	112 43%	10 34%	5 36%	34 23%	34 28%	15 61%
UNFAV	35 7%	12 4%	4 4%	15 23%	18 5%	11 17%	31 7%	8 4%	18 17%	32 8%	- -	35 100%	35 13%	4 14%	5 36%	16 11%	16 13%	9 39%
NAME ID	263 52%	173 52%	41 49%	41 61%	177 53%	38 57%	250 54%	104 53%	64 59%	230 56%	112 100%	35 100%	263 100%	23 82%	14 94%	119 80%	119 100%	24 100%
SCHARF IMAGE -----	14 3%	6 2%	9 11%	0 0%	14 4%	-6 -9%	11 2%	4 2%	-2 -2%	9 2%	4 4%	-1 -3%	10 4%	28 100%	-15 -100%	14 9%	10 8%	3 14%
FAV	28 6%	14 4%	9 11%	5 8%	20 6%	2 3%	26 6%	10 5%	5 5%	23 6%	10 9%	4 12%	23 9%	28 100%	- -	28 19%	23 20%	14 57%
UNFAV	15 3%	8 3%	- -	5 7%	6 2%	8 12%	15 3%	6 3%	8 7%	14 3%	5 5%	5 15%	14 5%	- -	15 100%	15 10%	14 12%	10 43%
NAME ID	148 29%	100 30%	20 25%	20 29%	96 29%	15 23%	143 31%	57 29%	25 24%	130 32%	34 30%	16 46%	119 45%	28 100%	15 100%	148 100%	119 100%	24 100%
INTL AG BALLOT -----	95 19%	73 22%	13 16%	4 5%	80 24%	17 26%	97 21%	46 23%	30 28%	86 21%	80 72%	-5 -13%	87 33%	-6 -21%	8 54%	11 8%	13 11%	4 18%
BAILEY	145 29%	100 30%	25 30%	15 23%	107 32%	24 37%	140 30%	63 32%	42 38%	124 30%	85 76%	7 19%	116 44%	9 31%	9 60%	38 26%	35 30%	11 46%
SCHARF	51 10%	26 8%	12 14%	12 17%	26 8%	7 11%	43 9%	17 8%	11 10%	38 9%	5 5%	11 32%	29 11%	15 51%	1 6%	27 18%	22 19%	7 28%
UNDECIDED	306 61%	209 62%	46 55%	40 60%	199 60%	34 52%	280 60%	118 60%	56 51%	246 60%	21 19%	17 49%	118 45%	5 18%	5 34%	83 56%	61 52%	6 25%

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BANNER 5 005  
SUMMARY OF KEY DATA

	BAILEY IDEO				SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
BAILEY IMAGE -----	77 15%	28 55%	26 78%	15 55%	1 10%	3 22%	2 27%	79 54%	-6 -12%	4 1%	42 40%	17 9%	18 9%	32 45%	32 11%	13 9%
FAV	112 22%	40 78%	30 89%	20 78%	3 46%	6 43%	3 41%	85 59%	5 11%	21 7%	50 47%	30 15%	32 16%	39 54%	48 16%	25 18%
UNFAV	35 7%	11 22%	4 11%	6 22%	2 36%	3 21%	1 14%	7 5%	11 22%	17 6%	7 7%	13 7%	14 7%	6 9%	16 5%	12 9%
NAME ID	263 52%	51 100%	33 100%	26 100%	5 83%	13 93%	7 78%	116 80%	29 57%	118 39%	72 69%	92 47%	99 49%	56 78%	140 47%	68 50%
SCHARF IMAGE -----	14 3%	1 3%	4 14%	-1 -5%	3 41%	12 86%	0 1%	0 0%	14 27%	0 0%	-2 -2%	16 8%	0 0%	-3 -4%	18 6%	-1 -1%
FAV	28 6%	5 9%	4 14%	2 7%	5 71%	13 93%	4 50%	9 6%	15 29%	5 2%	6 6%	20 10%	3 2%	3 4%	22 7%	4 3%
UNFAV	15 3%	3 6%	-	3 13%	2 29%	1 7%	4 50%	9 6%	1 2%	5 2%	8 7%	4 2%	3 2%	6 8%	4 1%	5 4%
NAME ID	148 29%	15 30%	12 35%	9 34%	6 100%	13 100%	9 100%	38 26%	27 53%	83 27%	30 29%	67 34%	51 25%	20 28%	97 33%	31 23%
INTL AG BALLOT -----	95 19%	30 58%	26 77%	18 68%	2 29%	-4 -33%	-0 -0%	145 100%	-51 -100%	-	68 65%	1 1%	25 13%	44 61%	25 9%	25 19%
BAILEY	145 29%	38 74%	27 83%	18 68%	3 50%	4 27%	4 50%	145 100%	-	-	73 70%	44 22%	28 14%	47 66%	68 23%	30 22%
SCHARF	51 10%	8 15%	2 5%	-	1 21%	8 60%	4 50%	-	51 100%	-	5 5%	43 22%	3 2%	3 4%	42 14%	5 4%
UNDECIDED	306 61%	6 11%	4 12%	8 32%	2 29%	2 13%	-	-	-	306 100%	27 26%	110 56%	169 84%	21 30%	184 63%	100 74%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 006  
SUMMARY OF BALLOT

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
INTL AG BALLOT -----	95 19%	48 20%	28 22%	19 17%	39 16%	41 23%	10 26%	73 22%	13 16%	4 5%	51 26%	10 17%	-1 -5%	41 28%	25 29%	26 11%
BAILEY	145 29%	67 28%	38 30%	38 33%	65 27%	60 34%	11 29%	100 30%	25 30%	15 23%	66 33%	19 31%	4 14%	50 33%	33 37%	58 24%
SCHARF	51 10%	19 8%	10 8%	19 16%	27 11%	19 11%	1 3%	26 8%	12 14%	12 17%	15 8%	8 14%	5 20%	9 6%	7 8%	32 13%
UNDECIDED	306 61%	153 64%	78 61%	57 51%	151 62%	99 56%	25 68%	209 62%	46 55%	40 60%	116 59%	32 55%	17 66%	90 61%	49 55%	154 63%
SCHARF POS BALLOT -----	-92 -18%	-63 -27%	-24 -19%	-2 -1%	-72 -30%	-13 -7%	-12 -32%	-89 -26%	-13 -16%	9 13%	-45 -23%	-12 -21%	-1 -3%	-35 -24%	-11 -13%	-41 -17%
BAILEY	105 21%	46 19%	23 18%	33 29%	44 18%	44 25%	5 14%	63 19%	17 21%	22 32%	39 20%	16 27%	5 18%	30 21%	25 28%	47 19%
SCHARF	197 39%	109 46%	47 37%	35 31%	115 48%	57 32%	17 46%	152 45%	30 37%	13 19%	85 43%	28 48%	5 21%	66 44%	36 40%	89 36%
UNDECIDED	200 40%	84 35%	57 45%	45 40%	84 35%	77 43%	15 40%	121 36%	36 43%	33 48%	73 37%	15 26%	16 62%	52 35%	28 32%	109 44%
BAILEY CON BALLOT -----	-223 -44%	-140 -59%	-60 -47%	-18 -16%	-144 -59%	-60 -34%	-11 -29%	-190 -56%	-36 -43%	-0 -0%	-96 -49%	-42 -71%	-9 -33%	-86 -58%	-34 -39%	-96 -39%
BAILEY	72 14%	22 9%	17 14%	30 27%	22 9%	33 19%	8 23%	38 11%	9 11%	18 27%	27 14%	2 3%	6 22%	14 9%	16 18%	39 16%
SCHARF	294 59%	162 68%	77 61%	48 43%	166 69%	93 52%	19 51%	228 68%	45 54%	18 27%	123 62%	44 75%	14 54%	100 67%	51 57%	136 55%
UNDECIDED	136 27%	55 23%	32 25%	35 31%	54 22%	51 29%	10 26%	69 21%	29 35%	30 45%	47 24%	13 22%	6 24%	34 23%	21 24%	70 29%

CFG MO AG MARCH PRIMARY BENCHMARK  
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BANNER 2 007  
SUMMARY OF BALLOT

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
INTL AG BALLOT -----	95 19%	28 32%	12 18%	50 15%	20 17%	27 17%	44 21%	57 22%	37 15%	53 19%	39 19%	60 20%	24 19%	5 10%	2 15%
BAILEY	145 29%	33 37%	22 32%	83 26%	33 28%	40 25%	66 32%	81 32%	64 26%	75 27%	66 31%	92 30%	32 26%	10 22%	5 34%
SCHARF	51 10%	5 6%	10 15%	34 10%	13 11%	13 8%	22 11%	24 9%	27 11%	22 8%	27 13%	32 11%	9 7%	6 12%	3 19%
UNDECIDED	306 61%	51 57%	37 53%	207 64%	74 61%	108 67%	118 57%	151 59%	155 63%	178 65%	118 56%	178 59%	85 67%	29 65%	7 46%
SCHARF POS BALLOT -----	-92 -18%	-14 -16%	-3 -4%	-74 -23%	-29 -24%	-34 -21%	-28 -13%	-46 -18%	-46 -19%	-66 -24%	-25 -12%	-50 -17%	-23 -18%	-14 -30%	-4 -27%
BAILEY	105 21%	20 23%	22 32%	59 18%	24 20%	36 22%	43 21%	53 21%	52 21%	49 18%	54 26%	66 22%	26 21%	7 17%	3 20%
SCHARF	197 39%	34 38%	25 36%	133 41%	53 44%	70 44%	71 34%	99 39%	98 40%	115 42%	78 37%	116 39%	49 39%	21 46%	7 47%
UNDECIDED	200 40%	35 39%	22 33%	132 41%	43 36%	55 34%	93 45%	104 41%	97 39%	111 40%	78 37%	119 39%	51 40%	17 37%	5 33%
BAILEY CON BALLOT -----	-223 -44%	-47 -53%	-28 -41%	-145 -45%	-65 -54%	-76 -47%	-82 -40%	-105 -41%	-117 -48%	-140 -51%	-80 -38%	-126 -42%	-63 -50%	-26 -57%	-8 -53%
BAILEY	72 14%	11 13%	13 19%	44 14%	14 11%	23 14%	32 15%	39 15%	33 13%	35 13%	35 17%	47 16%	15 12%	5 11%	1 7%
SCHARF	294 59%	59 66%	41 60%	189 58%	78 65%	99 62%	114 55%	144 56%	150 61%	175 64%	114 54%	173 57%	78 62%	31 69%	9 61%
UNDECIDED	136 27%	19 21%	15 21%	92 28%	29 24%	38 24%	61 29%	73 29%	63 25%	64 23%	61 29%	81 27%	32 26%	9 20%	5 32%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 008  
SUMMARY OF BALLOT

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
INTL AG BALLOT -----	95 19%	19 20%	37 24%	11 13%	23 16%	13 30%	11 10%	5 14%	7 8%	48 27%	9 25%	48 17%	47 21%	24 19%	51 21%	16 18%	46 20%	38 19%
BAILEY	145 29%	27 28%	51 34%	20 23%	41 27%	20 43%	22 20%	11 32%	20 21%	63 35%	10 27%	73 26%	72 32%	33 26%	79 33%	24 26%	64 28%	63 31%
SCHARF	51 10%	8 9%	14 9%	9 10%	17 12%	6 14%	10 9%	6 17%	13 13%	15 8%	1 3%	25 9%	25 11%	9 7%	28 12%	8 9%	18 8%	24 12%
UNDECIDED	306 61%	61 63%	86 57%	60 68%	92 61%	19 43%	79 71%	18 51%	62 65%	103 57%	25 70%	178 64%	128 57%	87 67%	132 55%	59 65%	146 64%	116 57%
SCHARF POS BALLOT -----	-92 -18%	-22 -23%	-22 -14%	-19 -21%	-29 -19%	-5 -10%	-30 -27%	-10 -27%	-24 -25%	-22 -12%	-2 -6%	-44 -16%	-48 -21%	-42 -33%	-42 -17%	-5 -6%	-53 -23%	-31 -15%
BAILEY	105 21%	20 20%	33 22%	17 19%	33 22%	13 29%	15 14%	9 25%	16 17%	42 23%	9 24%	62 23%	42 19%	20 15%	56 23%	22 24%	44 20%	45 22%
SCHARF	197 39%	42 43%	55 36%	35 40%	61 41%	18 39%	45 41%	18 53%	40 42%	64 36%	11 30%	106 39%	91 40%	62 48%	97 41%	27 30%	97 43%	76 38%
UNDECIDED	200 40%	35 36%	63 42%	37 42%	56 37%	14 32%	50 45%	8 22%	39 41%	74 41%	16 45%	107 39%	93 41%	48 37%	86 36%	41 46%	86 38%	82 40%
BAILEY CON BALLOT -----	-223 -44%	-46 -48%	-58 -38%	-51 -57%	-68 -45%	-17 -37%	-54 -49%	-10 -28%	-54 -57%	-73 -40%	-15 -42%	-118 -43%	-105 -46%	-70 -54%	-115 -48%	-23 -26%	-123 -54%	-80 -39%
BAILEY	72 14%	15 15%	23 15%	7 7%	24 16%	9 20%	11 10%	10 29%	8 8%	29 16%	5 13%	43 16%	29 13%	15 12%	34 14%	19 21%	29 13%	30 15%
SCHARF	294 59%	61 63%	81 53%	57 64%	92 61%	26 57%	66 59%	20 56%	62 65%	102 56%	19 55%	161 58%	133 59%	85 66%	149 62%	42 46%	152 67%	110 54%
UNDECIDED	136 27%	21 22%	48 31%	25 28%	34 23%	10 23%	34 31%	5 15%	25 26%	50 28%	11 32%	72 26%	64 28%	28 22%	56 24%	30 33%	47 21%	63 31%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 009  
SUMMARY OF BALLOT

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
INTL AG BALLOT -----	95 19%	73 22%	13 16%	4 5%	80 24%	17 26%	97 21%	46 23%	30 28%	86 21%	80 72%	-5 -13%	87 33%	-6 -21%	8 54%	11 8%	13 11%	4 18%
BAILEY	145 29%	100 30%	25 30%	15 23%	107 32%	24 37%	140 30%	63 32%	42 38%	124 30%	85 76%	7 19%	116 44%	9 31%	9 60%	38 26%	35 30%	11 46%
SCHARF	51 10%	26 8%	12 14%	12 17%	26 8%	7 11%	43 9%	17 8%	11 10%	38 9%	5 5%	11 32%	29 11%	15 51%	1 6%	27 18%	22 19%	7 28%
UNDECIDED	306 61%	209 62%	46 55%	40 60%	199 60%	34 52%	280 60%	118 60%	56 51%	246 60%	21 19%	17 49%	118 45%	5 18%	5 34%	83 56%	61 52%	6 25%
SCHARF POS BALLOT -----	-92 -18%	-89 -26%	-13 -16%	9 13%	-61 -18%	1 2%	-83 -18%	-64 -32%	3 3%	-79 -19%	19 17%	-6 -17%	-21 -8%	-14 -48%	4 25%	-37 -25%	-26 -22%	-3 -13%
BAILEY	105 21%	63 19%	17 21%	22 32%	74 22%	20 31%	99 21%	32 16%	33 30%	86 21%	50 44%	7 21%	72 27%	6 20%	8 52%	30 20%	26 22%	8 33%
SCHARF	197 39%	152 45%	30 37%	13 19%	134 40%	19 29%	182 39%	95 48%	30 28%	165 41%	30 27%	13 38%	92 35%	20 69%	4 27%	67 45%	51 43%	11 46%
UNDECIDED	200 40%	121 36%	36 43%	33 48%	124 37%	27 41%	181 39%	71 36%	45 42%	156 38%	32 29%	14 41%	99 38%	3 11%	3 21%	51 34%	42 35%	5 21%
BAILEY CON BALLOT -----	-223 -44%	-190 -56%	-36 -43%	-0 -0%	-151 -46%	-18 -27%	-202 -44%	-116 -59%	-9 -9%	-172 -42%	-9 -8%	-10 -28%	-84 -32%	-18 -65%	2 12%	-76 -51%	-57 -48%	-5 -22%
BAILEY	72 14%	38 11%	9 11%	18 27%	50 15%	14 21%	69 15%	21 11%	29 27%	64 16%	39 35%	6 19%	56 21%	3 11%	6 39%	20 14%	19 16%	6 27%
SCHARF	294 59%	228 68%	45 54%	18 27%	201 60%	31 48%	271 59%	138 70%	39 36%	237 58%	48 43%	16 46%	140 53%	22 76%	4 28%	97 65%	76 64%	12 49%
UNDECIDED	136 27%	69 21%	29 35%	30 45%	81 25%	21 31%	123 27%	39 20%	40 37%	107 26%	25 22%	12 35%	68 26%	4 13%	5 33%	31 21%	24 20%	6 24%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 010  
SUMMARY OF BALLOT

	BAILEY IDEO				SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
INTL AG BALLOT -----	95 19%	30 58%	26 77%	18 68%	2 29%	-4 -33%	-0 -0%	145 100%	-51 -100%	-	68 65%	1 1%	25 13%	44 61%	25 9%	25 19%
BAILEY	145 29%	38 74%	27 83%	18 68%	3 50%	4 27%	4 50%	145 100%	-	-	73 70%	44 22%	28 14%	47 66%	68 23%	30 22%
SCHARF	51 10%	8 15%	2 5%	-	1 21%	8 60%	4 50%	-	51 100%	-	5 5%	43 22%	3 2%	3 4%	42 14%	5 4%
UNDECIDED	306 61%	6 11%	4 12%	8 32%	2 29%	2 13%	-	-	-	306 100%	27 26%	110 56%	169 84%	21 30%	184 63%	100 74%
SCHARF POS BALLOT -----	-92 -18%	13 25%	5 14%	0 1%	1 9%	-7 -54%	-4 -51%	29 20%	-38 -74%	-83 -27%	105 100%	-197 -100%	-	46 64%	-153 -52%	15 11%
BAILEY	105 21%	25 50%	17 50%	9 34%	3 47%	3 20%	2 25%	73 50%	5 10%	27 9%	105 100%	-	-	49 69%	31 11%	24 18%
SCHARF	197 39%	13 25%	12 36%	9 34%	2 38%	10 74%	6 75%	44 30%	43 84%	110 36%	-	197 100%	-	4 5%	184 62%	9 7%
UNDECIDED	200 40%	13 26%	5 14%	8 32%	1 15%	1 6%	-	28 19%	3 6%	169 55%	-	-	200 100%	19 26%	79 27%	102 75%
BAILEY CON BALLOT -----	-223 -44%	12 23%	-10 -30%	-3 -11%	-2 -26%	-8 -61%	-3 -40%	-20 -14%	-39 -77%	-163 -53%	18 18%	-180 -92%	-61 -30%	72 100%	-294 -100%	-
BAILEY	72 14%	23 45%	10 29%	10 37%	2 30%	1 9%	2 25%	47 32%	3 6%	21 7%	49 47%	4 2%	19 9%	72 100%	-	-
SCHARF	294 59%	11 22%	20 60%	13 48%	4 55%	9 70%	5 64%	68 47%	42 84%	184 60%	31 30%	184 93%	79 40%	-	294 100%	-
UNDECIDED	136 27%	17 33%	4 11%	4 15%	1 15%	3 21%	1 11%	30 21%	5 10%	100 33%	24 23%	9 5%	102 51%	-	-	136 100%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 026  
4. Donald Trump

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>Total Fav</b>	419 83%	222 93%	113 89%	67 59%	240 99%	126 71%	28 75%	336 100%	83 100%	-	180 91%	58 99%	14 52%	137 93%	80 90%	188 77%
<b>Total Unfav</b>	67 13%	11 4%	13 10%	40 35%	2 1%	42 23%	8 22%	-	-	67 100%	14 7%	1 1%	12 45%	11 7%	7 8%	46 19%
<b>Very Fav</b>	336 67%	196 82%	90 71%	38 33%	217 89%	81 46%	19 51%	336 100%	-	-	147 75%	54 91%	12 45%	119 80%	64 72%	143 58%
<b>Somewhat Fav</b>	83 17%	27 11%	23 18%	29 26%	23 9%	44 25%	9 23%	-	83 100%	-	32 16%	5 8%	2 7%	19 13%	16 18%	45 19%
<b>No Opinion DNR</b>	15 3%	5 2%	1 1%	7 6%	1 0%	10 6%	1 3%	-	-	-	4 2%	-	1 3%	-	2 2%	10 4%
<b>Never heard of</b>	1 0%	1 0%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 0%
<b>Somewhat Unfav</b>	19 4%	5 2%	7 5%	6 5%	-	14 8%	1 2%	-	-	19 28%	5 2%	1 1%	-	4 3%	-	15 6%
<b>Very Unfav</b>	49 10%	6 2%	6 5%	34 30%	2 1%	28 16%	7 20%	-	-	49 72%	9 5%	-	12 45%	7 5%	7 8%	31 13%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 027  
4. Donald Trump

TOTAL COMPLETE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION				
	DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z	
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Total Fav	419 83%	80 90%	64 93%	260 80%	101 84%	135 84%	172 83%	204 80%	215 87%	235 86%	171 81%	255 85%	105 84%	34 75%	14 94%
Total Unfav	67 13%	8 9%	5 7%	51 16%	15 13%	19 12%	31 15%	43 17%	25 10%	34 13%	31 15%	41 14%	14 11%	9 19%	1 6%
Very Fav	336 67%	68 76%	51 74%	208 64%	84 70%	114 71%	127 62%	160 63%	175 71%	189 69%	136 65%	199 66%	85 68%	32 70%	10 66%
Somewhat Fav	83 17%	12 14%	13 19%	53 16%	17 14%	22 13%	45 22%	43 17%	40 16%	46 17%	35 16%	56 19%	21 16%	2 5%	4 28%
No Opinion DNR	15 3%	1 1%	-	12 4%	4 3%	6 3%	4 2%	9 3%	7 3%	5 2%	8 4%	5 2%	5 4%	3 6%	-
Never heard of	1 0%	-	-	1 0%	-	1 1%	-	1 0%	-	-	1 0%	-	1 1%	-	-
Somewhat Unfav	19 4%	3 3%	2 3%	14 4%	5 4%	8 5%	6 3%	12 5%	7 3%	11 4%	8 4%	10 3%	6 5%	2 5%	-
Very Unfav	49 10%	5 6%	3 4%	37 11%	11 9%	11 7%	24 12%	31 12%	18 7%	24 9%	23 11%	31 10%	8 7%	6 14%	1 6%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 028  
4. Donald Trump

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.-JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
<b>Total Fav</b>	419 83%	76 78%	124 82%	78 87%	131 87%	38 84%	92 83%	32 92%	85 90%	140 77%	31 88%	224 81%	194 86%	121 94%	205 86%	55 61%	207 91%	150 74%
<b>Total Unfav</b>	67 13%	17 17%	25 16%	7 8%	17 11%	6 14%	17 15%	2 6%	8 8%	31 17%	3 9%	41 15%	26 12%	5 4%	28 12%	31 34%	16 7%	46 23%
<b>Very Fav</b>	336 67%	62 64%	94 62%	64 72%	105 70%	32 72%	75 68%	25 72%	67 70%	111 61%	25 71%	184 67%	152 67%	100 78%	168 70%	40 44%	184 81%	110 54%
<b>Somewhat Fav</b>	83 17%	13 14%	30 20%	14 15%	26 17%	6 12%	17 16%	7 20%	18 19%	29 16%	6 18%	40 15%	43 19%	21 16%	37 15%	15 17%	23 10%	40 20%
<b>No Opinion DNR</b>	15 3%	3 3%	3 2%	5 5%	2 1%	1 2%	1 1%	1 2%	2 2%	9 5%	1 3%	10 4%	5 2%	3 2%	4 2%	5 5%	5 2%	6 3%
<b>Never heard of</b>	1 0%	1 1%	-	-	-	-	-	-	-	1 1%	-	1 0%	-	-	1 0%	-	-	1 0%
<b>Somewhat Unfav</b>	19 4%	6 7%	5 4%	2 2%	5 3%	2 4%	4 4%	-	2 2%	10 5%	1 3%	12 4%	7 3%	3 2%	11 5%	4 4%	9 4%	8 4%
<b>Very Unfav</b>	49 10%	10 11%	19 13%	5 5%	12 8%	5 10%	13 12%	2 6%	6 6%	21 12%	2 6%	29 11%	19 9%	2 2%	17 7%	27 30%	7 3%	39 19%

BANNER 4 029  
4. Donald Trump

TOTAL COMPLETE	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH	
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Total Fav	419 83%	336 100%	83 100%	-	294 89%	38 59%	383 83%	186 94%	66 61%	336 82%	94 84%	16 46%	214 81%	23 82%	8 58%	120 81%	98 82%	15 61%
Total Unfav	67 13%	-	-	67 100%	31 9%	24 37%	64 14%	8 4%	39 36%	58 14%	15 13%	15 44%	41 15%	5 18%	5 34%	20 13%	16 14%	8 33%
Very Fav	336 67%	336 100%	-	-	234 71%	30 46%	307 66%	160 81%	47 43%	274 67%	75 67%	12 36%	173 66%	14 50%	8 58%	100 67%	83 70%	10 41%
Somewhat Fav	83 17%	-	83 100%	-	60 18%	8 12%	76 16%	27 13%	19 18%	61 15%	19 17%	4 10%	41 15%	9 32%	-	20 14%	15 12%	5 21%
No Opinion DNR	15 3%	-	-	-	6 2%	3 4%	14 3%	3 2%	3 3%	12 3%	4 3%	3 7%	7 3%	-	1 8%	8 6%	5 4%	1 5%
Never heard of	1 0%	-	-	-	1 0%	-	1 0%	-	1 1%	1 0%	-	1 3%	1 0%	-	-	-	-	-
Somewhat Unfav	19 4%	-	-	19 28%	11 3%	4 6%	18 4%	-	11 11%	14 3%	5 4%	3 7%	13 5%	2 7%	1 6%	6 4%	5 4%	1 4%
Very Unfav	49 10%	-	-	49 72%	21 6%	21 31%	47 10%	8 4%	27 25%	45 11%	10 9%	13 37%	27 10%	3 11%	4 28%	14 9%	11 10%	7 30%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 030  
4. Donald Trump

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Total Fav	419 83%	35 69%	30 89%	21 80%	2 32%	11 79%	7 86%	125 86%	38 76%	255 83%	80 77%	182 92%	156 78%	47 66%	273 93%	98 72%
Total Unfav	67 13%	13 26%	4 11%	3 11%	4 68%	3 21%	-	15 10%	12 23%	40 13%	22 21%	13 7%	33 16%	18 26%	18 6%	30 22%
Very Fav	336 67%	31 61%	19 58%	18 70%	2 32%	4 30%	5 58%	100 69%	26 52%	209 68%	63 60%	152 77%	121 60%	38 53%	228 77%	69 51%
Somewhat Fav	83 17%	4 8%	10 31%	3 11%	-	7 49%	2 28%	25 17%	12 24%	46 15%	17 16%	30 15%	36 18%	9 13%	45 15%	29 21%
No Opinion DNR	15 3%	2 4%	-	2 8%	-	-	1 14%	5 3%	1 2%	9 3%	3 3%	2 1%	11 5%	6 9%	3 1%	6 4%
Never heard of	1 0%	1 2%	-	-	-	-	-	-	-	1 0%	-	-	1 0%	-	-	1 1%
Somewhat Unfav	19 4%	2 4%	1 3%	1 4%	1 17%	-	-	8 5%	-	11 4%	7 7%	1 0%	11 5%	6 8%	4 1%	9 6%
Very Unfav	49 10%	11 22%	3 8%	2 7%	3 50%	3 21%	-	8 5%	12 23%	29 10%	15 14%	12 6%	22 11%	13 18%	14 5%	22 16%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 031  
5. Mike Parson

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>Total Fav</b>	332 66%	181 76%	80 64%	61 53%	161 66%	128 72%	23 62%	234 70%	60 72%	31 46%	147 74%	43 73%	13 48%	101 68%	69 78%	150 61%
<b>Total Unfav</b>	66 13%	19 8%	11 9%	34 30%	30 13%	16 9%	9 26%	30 9%	8 10%	24 36%	13 7%	4 7%	5 18%	12 8%	9 11%	45 18%
<b>Very Fav</b>	167 33%	103 43%	35 28%	24 21%	85 35%	62 35%	8 22%	128 38%	23 28%	12 19%	78 39%	21 35%	5 18%	49 33%	35 40%	76 31%
<b>Somewhat Fav</b>	165 33%	78 32%	46 36%	37 33%	76 31%	66 37%	15 40%	107 32%	36 44%	19 28%	69 35%	22 37%	8 30%	52 35%	34 38%	75 30%
<b>No Opinion DNR</b>	65 13%	25 10%	21 17%	11 10%	33 14%	19 11%	1 4%	42 13%	8 10%	9 13%	21 11%	9 15%	7 27%	24 16%	5 6%	31 13%
<b>Never heard of</b>	39 8%	14 6%	14 11%	8 7%	18 8%	14 8%	3 9%	29 8%	7 8%	3 4%	16 8%	3 6%	2 7%	12 8%	5 5%	18 7%
<b>Somewhat Unfav</b>	39 8%	14 6%	7 6%	17 15%	20 8%	10 6%	6 17%	19 6%	5 6%	15 22%	7 3%	4 7%	4 14%	7 5%	6 7%	27 11%
<b>Very Unfav</b>	27 5%	5 2%	4 3%	16 14%	11 4%	5 3%	3 8%	11 3%	3 3%	10 15%	6 3%	-	1 4%	5 3%	3 4%	18 7%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 032  
5. Mike Parson

	TOTAL COMPLETE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Total Fav	332 66%	69 78%	48 69%	202 62%	75 63%	106 66%	143 69%	180 70%	152 62%	180 65%	143 68%	205 68%	81 65%	26 57%	12 81%
Total Unfav	66 13%	10 11%	12 18%	44 14%	20 17%	23 14%	23 11%	32 12%	34 14%	31 11%	35 16%	39 13%	14 11%	10 23%	2 12%
Very Fav	167 33%	34 38%	20 29%	106 33%	38 32%	47 30%	76 37%	95 37%	72 29%	89 33%	71 34%	106 35%	41 32%	9 21%	6 42%
Somewhat Fav	165 33%	35 40%	28 41%	96 30%	37 31%	58 36%	66 32%	85 33%	81 33%	90 33%	72 34%	99 33%	41 33%	16 37%	6 39%
No Opinion DNR	65 13%	6 7%	7 10%	47 15%	16 13%	19 12%	26 13%	31 12%	34 14%	36 13%	24 12%	36 12%	17 14%	7 15%	1 7%
Never heard of	39 8%	4 4%	2 3%	31 9%	9 8%	13 8%	14 7%	13 5%	26 10%	28 10%	8 4%	22 7%	12 10%	2 6%	-
Somewhat Unfav	39 8%	10 11%	7 11%	22 7%	13 11%	13 8%	12 6%	15 6%	24 10%	17 6%	22 10%	21 7%	10 8%	6 14%	2 12%
Very Unfav	27 5%	-	5 7%	22 7%	7 5%	9 6%	11 5%	17 7%	9 4%	14 5%	13 6%	18 6%	4 3%	4 9%	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 033  
5. Mike Parson

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
<b>Total Fav</b>	332 66%	66 68%	109 72%	54 60%	95 64%	37 81%	77 69%	27 77%	60 63%	109 60%	22 63%	181 65%	151 67%	92 71%	163 68%	51 57%	159 70%	130 64%
<b>Total Unfav</b>	66 13%	14 15%	18 12%	12 14%	22 14%	5 10%	14 13%	1 3%	10 10%	32 18%	4 11%	39 14%	26 12%	11 9%	26 11%	25 28%	31 14%	29 14%
<b>Very Fav</b>	167 33%	31 32%	60 40%	25 28%	46 30%	17 38%	35 32%	13 37%	35 36%	57 31%	10 28%	86 31%	80 36%	46 36%	82 35%	23 25%	74 33%	71 35%
<b>Somewhat Fav</b>	165 33%	34 36%	49 33%	29 32%	50 33%	20 43%	41 37%	14 40%	26 27%	52 29%	12 34%	94 34%	71 31%	46 35%	81 34%	29 32%	84 37%	59 29%
<b>No Opinion DNR</b>	65 13%	10 11%	17 11%	14 16%	18 12%	1 2%	12 11%	6 18%	14 15%	26 14%	7 19%	34 12%	31 14%	14 11%	36 15%	7 8%	23 10%	27 13%
<b>Never heard of</b>	39 8%	6 7%	7 5%	9 10%	15 10%	3 6%	8 7%	1 3%	11 11%	14 8%	3 8%	22 8%	17 8%	12 10%	14 6%	7 8%	14 6%	17 8%
<b>Somewhat Unfav</b>	39 8%	7 7%	8 5%	11 12%	14 9%	3 6%	8 8%	- -	5 5%	21 12%	2 6%	27 10%	12 6%	10 8%	16 7%	13 15%	21 9%	16 8%
<b>Very Unfav</b>	27 5%	7 7%	10 7%	1 2%	8 5%	2 4%	6 5%	1 3%	5 5%	11 6%	2 5%	12 5%	14 6%	1 1%	10 4%	12 13%	10 4%	12 6%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 034  
5. Mike Parson

TOTAL COMPLETE	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH	
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Total Fav	332 66%	234 70%	60 72%	31 46%	332 100%	-	332 72%	156 79%	67 62%	282 69%	82 73%	18 50%	177 67%	20 69%	6 40%	96 65%	77 64%	12 49%
Total Unfav	66 13%	30 9%	8 10%	24 36%	-	66 100%	66 14%	17 9%	27 25%	54 13%	19 17%	11 32%	38 14%	2 8%	8 54%	15 10%	13 11%	9 35%
Very Fav	167 33%	128 38%	23 28%	12 19%	167 50%	-	167 36%	82 41%	39 36%	147 36%	48 43%	6 16%	92 35%	8 27%	2 13%	48 33%	39 33%	3 13%
Somewhat Fav	165 33%	107 32%	36 44%	19 28%	165 50%	-	165 36%	74 38%	29 26%	135 33%	34 30%	12 34%	86 33%	12 42%	4 27%	48 32%	37 31%	9 37%
No Opinion DNR	65 13%	42 13%	8 10%	9 13%	-	-	65 14%	18 9%	9 9%	53 13%	7 6%	2 7%	35 13%	4 13%	1 6%	32 21%	25 21%	2 8%
Never heard of	39 8%	29 8%	7 8%	3 4%	-	-	-	7 3%	4 4%	18 4%	4 4%	4 11%	13 5%	3 10%	-	5 4%	5 4%	2 8%
Somewhat Unfav	39 8%	19 6%	5 6%	15 22%	-	39 60%	39 8%	13 7%	12 11%	35 9%	11 10%	3 8%	19 7%	1 5%	2 14%	6 4%	5 5%	3 14%
Very Unfav	27 5%	11 3%	3 3%	10 15%	-	27 40%	27 6%	4 2%	15 14%	19 5%	8 7%	8 23%	18 7%	1 3%	6 40%	9 6%	7 6%	5 21%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 035  
5. Mike Parson

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Total Fav	332 66%	36 70%	22 65%	19 70%	5 85%	7 53%	6 69%	107 73%	26 52%	199 65%	74 70%	134 68%	124 62%	50 69%	201 68%	81 60%
Total Unfav	66 13%	11 22%	7 20%	4 16%	1 15%	1 6%	3 31%	24 17%	7 14%	34 11%	20 19%	19 10%	27 13%	14 19%	31 11%	21 15%
Very Fav	167 33%	20 39%	14 42%	6 22%	3 46%	1 7%	1 11%	56 38%	10 19%	101 33%	38 36%	68 35%	61 30%	27 38%	98 33%	41 30%
Somewhat Fav	165 33%	16 31%	8 23%	13 48%	2 38%	6 45%	5 58%	51 35%	17 33%	98 32%	36 34%	66 34%	63 32%	23 31%	103 35%	40 30%
No Opinion DNR	65 13%	2 4%	2 6%	2 7%	-	3 21%	-	9 6%	9 18%	47 15%	6 6%	29 15%	30 15%	5 7%	39 13%	21 15%
Never heard of	39 8%	2 4%	3 8%	2 7%	-	3 21%	-	5 4%	8 15%	26 8%	5 5%	14 7%	19 10%	3 4%	23 8%	13 9%
Somewhat Unfav	39 8%	5 10%	4 11%	3 12%	-	-	3 31%	13 9%	3 7%	23 8%	12 12%	13 7%	14 7%	8 12%	19 6%	12 9%
Very Unfav	27 5%	6 12%	3 9%	1 4%	1 15%	1 6%	-	11 8%	4 7%	11 4%	8 7%	6 3%	13 6%	5 8%	12 4%	9 6%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 036  
X1. Eric Greitens

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	493 100%	232 47%	127 26%	112 23%	239 48%	174 35%	37 7%	329 67%	82 17%	66 13%	192 39%	56 11%	26 5%	145 29%	87 18%	241 49%
<b>Total Fav</b>	198 40%	118 51%	50 40%	24 21%	111 47%	65 37%	15 40%	160 49%	27 33%	8 12%	81 42%	28 49%	12 45%	62 43%	38 43%	93 39%
<b>Total Unfav</b>	108 22%	34 15%	25 20%	44 39%	34 14%	46 26%	9 24%	47 14%	19 24%	39 58%	31 16%	7 12%	9 34%	25 17%	15 17%	63 26%
<b>Very Fav</b>	81 16%	58 25%	13 10%	8 7%	54 23%	24 14%	2 6%	75 23%	4 5%	1 2%	33 17%	11 20%	4 15%	26 18%	17 20%	38 16%
<b>Somewhat Fav</b>	117 24%	60 26%	37 30%	15 14%	57 24%	41 23%	13 35%	85 26%	23 28%	7 10%	49 25%	17 30%	8 30%	36 25%	21 24%	55 23%
<b>No Opinion DNR</b>	102 21%	44 19%	28 22%	21 19%	47 20%	35 20%	8 21%	68 21%	16 19%	12 18%	40 21%	9 16%	6 21%	31 21%	17 20%	49 20%
<b>Never heard of</b>	86 17%	36 16%	23 19%	23 21%	46 19%	28 16%	5 14%	55 17%	20 25%	8 12%	40 21%	13 23%	-	28 19%	18 20%	36 15%
<b>Somewhat Unfav</b>	48 10%	15 6%	15 12%	16 15%	19 8%	19 11%	2 5%	21 6%	9 11%	15 23%	16 8%	3 5%	3 11%	13 9%	5 6%	29 12%
<b>Very Unfav</b>	61 12%	19 8%	10 8%	27 24%	15 6%	26 15%	7 19%	26 8%	10 13%	23 36%	15 8%	4 7%	6 23%	12 8%	10 11%	34 14%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 037  
X1. Eric Greitens

TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION				
	DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z	
TOTAL	493 100%	88 18%	68 14%	318 65%	117 24%	161 33%	200 41%	253 51%	240 49%	269 55%	206 42%	296 60%	124 25%	44 9%	15 3%
Total Fav	198 40%	40 46%	29 42%	126 39%	46 39%	81 51%	67 34%	101 40%	96 40%	105 39%	89 43%	118 40%	54 44%	13 30%	9 60%
Total Unfav	108 22%	14 16%	12 18%	76 24%	25 21%	31 19%	48 24%	64 25%	44 18%	47 17%	55 27%	66 22%	25 20%	11 24%	2 14%
Very Fav	81 16%	18 20%	12 18%	50 16%	19 16%	35 22%	26 13%	39 16%	42 17%	43 16%	37 18%	49 17%	25 20%	4 9%	3 20%
Somewhat Fav	117 24%	22 25%	16 24%	76 24%	27 23%	46 28%	41 20%	62 24%	55 23%	63 23%	52 25%	68 23%	30 24%	9 21%	6 40%
No Opinion DNR	102 21%	21 24%	16 23%	59 19%	28 24%	31 19%	38 19%	48 19%	53 22%	57 21%	39 19%	51 17%	28 23%	15 35%	2 13%
Never heard of	86 17%	13 15%	11 17%	58 18%	19 16%	17 11%	48 24%	39 16%	46 19%	60 22%	22 11%	61 21%	16 13%	5 11%	2 13%
Somewhat Unfav	48 10%	7 8%	5 7%	35 11%	11 9%	17 11%	19 9%	29 11%	19 8%	20 7%	27 13%	30 10%	12 10%	2 6%	2 14%
Very Unfav	61 12%	7 8%	7 11%	41 13%	14 12%	14 9%	29 14%	35 14%	25 11%	27 10%	29 14%	36 12%	14 11%	8 19%	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 038  
X1. Eric Greitens

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	493 100%	97 20%	149 30%	86 17%	147 30%	44 9%	106 22%	35 7%	92 19%	181 37%	35 7%	276 56%	217 44%	128 26%	233 47%	89 18%	225 46%	199 40%
<b>Total Fav</b>	198 40%	44 45%	57 38%	33 38%	61 42%	15 35%	46 43%	14 39%	38 42%	67 37%	17 48%	107 39%	91 42%	60 47%	101 43%	22 25%	102 45%	77 39%
<b>Total Unfav</b>	108 22%	21 21%	39 26%	17 20%	27 18%	16 36%	20 19%	6 16%	16 17%	47 26%	4 10%	60 22%	49 22%	25 20%	42 18%	32 36%	37 16%	59 30%
<b>Very Fav</b>	81 16%	16 17%	23 16%	16 18%	26 18%	4 9%	17 16%	8 22%	15 17%	32 18%	5 15%	45 16%	36 17%	31 24%	39 17%	5 6%	47 21%	28 14%
<b>Somewhat Fav</b>	117 24%	27 28%	33 22%	17 20%	35 24%	11 26%	29 27%	6 18%	23 25%	35 20%	11 32%	62 23%	54 25%	30 23%	62 27%	17 20%	55 24%	49 25%
<b>No Opinion DNR</b>	102 21%	21 22%	25 17%	25 29%	26 18%	7 16%	20 18%	9 26%	16 17%	42 23%	8 22%	64 23%	38 17%	23 18%	49 21%	19 21%	45 20%	35 18%
<b>Never heard of</b>	86 17%	11 12%	28 19%	11 13%	33 22%	6 13%	20 19%	7 19%	22 24%	24 13%	7 19%	46 17%	40 18%	20 16%	42 18%	16 17%	41 18%	28 14%
<b>Somewhat Unfav</b>	48 10%	9 9%	19 13%	8 9%	11 8%	6 13%	6 5%	4 11%	7 7%	23 13%	3 8%	24 9%	24 11%	16 12%	18 8%	12 13%	17 7%	26 13%
<b>Very Unfav</b>	61 12%	12 12%	20 14%	10 11%	16 11%	10 23%	15 14%	2 5%	9 10%	24 13%	1 2%	35 13%	25 12%	9 7%	23 10%	21 23%	20 9%	33 17%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 039  
X1. Eric Greitens

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	493 100%	329 67%	82 17%	66 13%	330 67%	66 13%	456 92%	198 40%	108 22%	407 83%	112 23%	35 7%	261 53%	28 6%	15 3%	144 29%	117 24%	24 5%
<b>Total Fav</b>	198 40%	160 49%	27 33%	8 12%	156 47%	17 26%	191 42%	198 100%	-	198 48%	54 48%	8 23%	104 40%	10 35%	6 42%	57 40%	45 39%	9 35%
<b>Total Unfav</b>	108 22%	47 14%	19 24%	39 58%	67 20%	27 41%	104 23%	-	108 100%	108 27%	29 26%	18 52%	64 24%	5 18%	8 52%	25 18%	24 20%	9 39%
<b>Very Fav</b>	81 16%	75 23%	4 5%	1 2%	65 20%	8 13%	77 17%	81 41%	-	81 20%	25 23%	1 3%	44 17%	2 8%	4 27%	18 13%	16 14%	3 14%
<b>Somewhat Fav</b>	117 24%	85 26%	23 28%	7 10%	91 28%	9 13%	114 25%	117 59%	-	117 29%	29 26%	7 20%	60 23%	8 28%	2 15%	39 27%	29 25%	5 21%
<b>No Opinion DNR</b>	102 21%	68 21%	16 19%	12 18%	59 18%	10 15%	95 21%	-	-	102 25%	18 16%	6 17%	62 24%	8 28%	-	47 33%	39 33%	4 17%
<b>Never heard of</b>	86 17%	55 17%	20 25%	8 12%	48 14%	11 17%	66 15%	-	-	-	12 10%	3 8%	31 12%	5 19%	1 6%	14 10%	9 8%	2 9%
<b>Somewhat Unfav</b>	48 10%	21 6%	9 11%	15 23%	26 8%	12 18%	46 10%	-	48 44%	48 12%	10 9%	4 11%	21 8%	1 3%	1 6%	7 5%	6 5%	1 4%
<b>Very Unfav</b>	61 12%	26 8%	10 13%	23 36%	41 12%	15 23%	57 13%	-	61 56%	61 15%	18 16%	14 41%	43 16%	4 15%	7 46%	18 13%	17 15%	9 35%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 040  
X1. Eric Greitens

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	493 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	144 29%	49 10%	300 61%	104 21%	192 39%	197 40%	72 15%	288 58%	133 27%
<b>Total Fav</b>	198 40%	19 37%	13 40%	14 52%	1 17%	4 30%	6 72%	63 44%	17 34%	118 39%	32 30%	95 49%	71 36%	21 30%	138 48%	39 29%
<b>Total Unfav</b>	108 22%	23 45%	9 28%	6 22%	4 66%	2 14%	-	42 29%	11 23%	56 19%	33 32%	30 16%	45 23%	29 41%	39 13%	40 30%
<b>Very Fav</b>	81 16%	12 24%	4 12%	6 22%	-	1 9%	3 35%	29 20%	7 14%	45 15%	16 15%	41 22%	23 12%	13 19%	58 20%	10 7%
<b>Somewhat Fav</b>	117 24%	7 13%	9 28%	8 30%	1 17%	3 21%	3 37%	34 23%	10 19%	73 24%	16 15%	54 28%	48 24%	8 11%	80 28%	29 22%
<b>No Opinion DNR</b>	102 21%	7 14%	7 21%	5 19%	-	6 42%	-	20 14%	10 20%	72 24%	22 21%	40 21%	39 20%	13 19%	60 21%	28 21%
<b>Never heard of</b>	86 17%	2 4%	4 11%	2 7%	1 17%	2 13%	2 28%	20 14%	11 23%	54 18%	17 17%	27 14%	42 21%	8 11%	51 18%	27 20%
<b>Somewhat Unfav</b>	48 10%	3 6%	3 8%	4 15%	-	1 7%	-	12 9%	4 8%	31 10%	10 10%	14 7%	24 12%	9 12%	21 7%	18 13%
<b>Very Unfav</b>	61 12%	20 39%	7 20%	2 8%	4 66%	1 7%	-	29 20%	7 15%	24 8%	23 22%	16 9%	21 11%	21 29%	18 6%	22 17%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 041  
6. Andrew Bailey

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>Total Fav</b>	112 22%	54 23%	30 24%	24 21%	47 20%	50 28%	7 19%	75 22%	19 23%	15 22%	50 26%	11 18%	4 15%	40 27%	21 24%	46 19%
<b>Total Unfav</b>	35 7%	6 2%	10 8%	15 14%	11 5%	14 8%	4 11%	12 4%	4 4%	15 23%	10 5%	2 3%	3 13%	5 3%	5 5%	22 9%
<b>Very Fav</b>	50 10%	35 15%	5 4%	8 7%	23 9%	21 12%	4 11%	41 12%	4 5%	3 4%	22 11%	4 7%	2 7%	17 11%	9 10%	21 8%
<b>Somewhat Fav</b>	62 12%	19 8%	25 20%	16 14%	25 10%	29 16%	3 8%	33 10%	15 18%	12 17%	28 14%	7 12%	2 7%	23 15%	12 14%	26 11%
<b>No Opinion DNR</b>	116 23%	56 24%	35 27%	19 17%	57 23%	41 23%	9 23%	86 26%	18 22%	11 16%	42 21%	22 36%	7 27%	36 24%	15 17%	61 25%
<b>Never heard of</b>	239 48%	123 51%	51 40%	55 48%	127 52%	72 41%	17 47%	162 48%	42 51%	26 39%	94 48%	25 42%	12 46%	68 46%	48 54%	116 47%
<b>Somewhat Unfav</b>	18 4%	4 2%	7 6%	6 5%	7 3%	8 5%	1 3%	7 2%	4 4%	4 7%	6 3%	2 3%	-	3 2%	3 3%	10 4%
<b>Very Unfav</b>	17 3%	2 1%	3 2%	10 8%	5 2%	5 3%	3 8%	6 2%	-	11 16%	4 2%	-	3 13%	2 1%	2 2%	12 5%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 042  
6. Andrew Bailey

TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION				
	DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z	
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Total Fav	112 22%	29 33%	23 33%	53 16%	23 19%	33 21%	49 24%	63 25%	49 20%	49 18%	58 28%	69 23%	27 21%	6 14%	3 21%
Total Unfav	35 7%	4 4%	3 5%	25 8%	6 5%	10 6%	17 8%	20 8%	14 6%	22 8%	11 5%	25 8%	5 4%	4 9%	-
Very Fav	50 10%	14 16%	15 21%	18 5%	7 6%	20 12%	21 10%	30 12%	20 8%	23 8%	25 12%	34 11%	10 8%	4 8%	-
Somewhat Fav	62 12%	15 17%	8 11%	36 11%	15 13%	13 8%	28 14%	33 13%	29 12%	27 10%	33 16%	35 12%	16 13%	3 6%	3 21%
No Opinion DNR	116 23%	17 19%	15 21%	81 25%	25 21%	36 22%	51 25%	66 26%	51 21%	66 24%	46 22%	69 23%	28 22%	13 28%	2 14%
Never heard of	239 48%	39 44%	29 42%	165 51%	66 55%	81 51%	89 43%	107 42%	132 54%	137 50%	95 45%	139 46%	66 53%	22 49%	10 65%
Somewhat Unfav	18 4%	4 4%	1 1%	12 4%	3 2%	6 4%	9 4%	10 4%	8 3%	10 4%	6 3%	14 5%	2 1%	3 6%	-
Very Unfav	17 3%	-	2 3%	13 4%	4 3%	4 2%	8 4%	10 4%	7 3%	11 4%	4 2%	11 4%	3 3%	1 3%	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 043  
6. Andrew Bailey

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Total Fav	112 22%	22 22%	39 26%	15 16%	29 20%	16 35%	22 20%	10 29%	10 11%	46 25%	7 21%	59 22%	52 23%	28 21%	57 24%	19 21%	53 23%	43 21%
Total Unfav	35 7%	4 4%	15 10%	5 5%	10 7%	2 5%	7 6%	1 3%	8 8%	17 10%	-	19 7%	16 7%	3 2%	15 6%	13 14%	10 4%	19 9%
Very Fav	50 10%	11 11%	19 13%	3 3%	15 10%	6 12%	12 11%	4 11%	5 5%	22 12%	2 7%	28 10%	22 10%	16 13%	23 10%	5 5%	21 9%	17 8%
Somewhat Fav	62 12%	11 11%	20 13%	12 13%	15 10%	10 23%	10 9%	6 18%	5 6%	24 13%	5 14%	31 11%	30 14%	11 9%	33 14%	14 15%	32 14%	27 13%
No Opinion DNR	116 23%	28 29%	34 23%	15 17%	35 23%	10 21%	26 24%	9 27%	19 19%	46 25%	7 19%	66 24%	50 22%	30 23%	55 23%	18 20%	43 19%	48 24%
Never heard of	239 48%	43 44%	63 41%	55 62%	76 51%	17 39%	55 50%	15 42%	59 62%	71 40%	21 60%	132 48%	107 47%	69 53%	112 47%	41 45%	121 53%	92 46%
Somewhat Unfav	18 4%	2 2%	8 5%	2 3%	6 4%	-	4 4%	1 3%	4 5%	9 5%	-	12 4%	6 3%	2 1%	12 5%	3 3%	5 2%	9 4%
Very Unfav	17 3%	2 2%	7 5%	2 3%	4 3%	2 5%	3 3%	-	3 3%	8 5%	-	6 2%	10 5%	1 1%	3 1%	10 11%	5 2%	11 5%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 044  
6. Andrew Bailey

TOTAL COMPLETE	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH	
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Total Fav	112 22%	75 22%	19 23%	15 22%	82 25%	19 29%	108 23%	54 27%	29 26%	100 25%	112 100%	-	112 43%	10 34%	5 36%	34 23%	34 28%	15 61%
Total Unfav	35 7%	12 4%	4 4%	15 23%	18 5%	11 17%	31 7%	8 4%	18 17%	32 8%	-	35 100%	35 13%	4 14%	5 36%	16 11%	16 13%	9 39%
Very Fav	50 10%	41 12%	4 5%	3 4%	39 12%	8 12%	49 10%	27 14%	11 10%	46 11%	50 45%	-	50 19%	1 4%	3 23%	12 8%	12 10%	4 18%
Somewhat Fav	62 12%	33 10%	15 18%	12 17%	43 13%	11 17%	59 13%	27 14%	18 17%	54 13%	62 55%	-	62 23%	9 30%	2 13%	21 14%	21 18%	10 43%
No Opinion DNR	116 23%	86 26%	18 22%	11 16%	78 24%	8 11%	111 24%	42 21%	17 16%	97 24%	-	-	116 44%	10 34%	3 23%	69 47%	69 58%	-
Never heard of	239 48%	162 48%	42 51%	26 39%	155 47%	28 43%	213 46%	93 47%	45 41%	178 44%	-	-	-	5 18%	1 6%	29 20%	-	-
Somewhat Unfav	18 4%	7 2%	4 4%	4 7%	12 4%	3 4%	16 4%	6 3%	7 7%	17 4%	-	18 52%	18 7%	3 10%	2 14%	7 5%	7 6%	5 20%
Very Unfav	17 3%	6 2%	-	11 16%	5 2%	8 13%	15 3%	2 1%	11 10%	15 4%	-	17 48%	17 6%	1 5%	3 21%	9 6%	9 7%	4 18%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 045  
6. Andrew Bailey

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
<b>Total Fav</b>	112 22%	40 78%	30 89%	20 78%	3 46%	6 43%	3 41%	85 59%	5 11%	21 7%	50 47%	30 15%	32 16%	39 54%	48 16%	25 18%
<b>Total Unfav</b>	35 7%	11 22%	4 11%	6 22%	2 36%	3 21%	1 14%	7 5%	11 22%	17 6%	7 7%	13 7%	14 7%	6 9%	16 5%	12 9%
<b>Very Fav</b>	50 10%	30 58%	9 26%	7 26%	2 30%	-	1 14%	42 29%	2 3%	6 2%	28 27%	10 5%	12 6%	23 32%	15 5%	12 9%
<b>Somewhat Fav</b>	62 12%	10 20%	21 63%	14 52%	1 17%	6 43%	2 27%	43 30%	4 7%	15 5%	22 21%	20 10%	20 10%	16 22%	33 11%	13 10%
<b>No Opinion DNR</b>	116 23%	-	-	-	-	4 29%	2 22%	24 17%	12 25%	80 26%	15 14%	49 25%	53 26%	10 15%	75 26%	31 22%
<b>Never heard of</b>	239 48%	-	-	-	1 17%	1 7%	2 22%	29 20%	22 43%	188 61%	33 31%	105 53%	101 51%	16 22%	155 53%	68 50%
<b>Somewhat Unfav</b>	18 4%	4 7%	4 11%	4 15%	-	3 21%	1 14%	6 4%	5 9%	8 3%	5 5%	8 4%	5 3%	4 5%	9 3%	6 4%
<b>Very Unfav</b>	17 3%	8 15%	-	2 7%	2 36%	-	-	1 1%	7 13%	9 3%	2 2%	5 3%	9 5%	3 4%	7 3%	6 5%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 046  
7. Will Scharf

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>Total Fav</b>	28 6%	5 2%	12 10%	10 9%	13 5%	15 8%	1 3%	14 4%	9 11%	5 8%	10 5%	5 8%	2 9%	7 5%	3 3%	18 7%
<b>Total Unfav</b>	15 3%	7 3%	1 1%	7 6%	5 2%	6 3%	-	8 3%	-	5 7%	5 2%	1 2%	1 4%	4 3%	4 5%	6 3%
<b>Very Fav</b>	2 0%	-	1 1%	1 1%	1 0%	1 1%	-	2 1%	-	-	-	1 1%	-	-	-	2 1%
<b>Somewhat Fav</b>	27 5%	5 2%	11 9%	9 8%	12 5%	14 8%	1 3%	12 4%	9 11%	5 8%	10 5%	4 7%	2 9%	7 5%	3 3%	17 7%
<b>No Opinion DNR</b>	105 21%	59 25%	25 19%	16 14%	48 20%	38 21%	7 20%	77 23%	11 14%	9 14%	46 23%	17 30%	7 27%	36 24%	16 18%	46 19%
<b>Never heard of</b>	354 71%	169 71%	89 70%	80 71%	177 73%	120 67%	28 77%	236 70%	63 75%	48 71%	137 69%	36 61%	16 61%	102 68%	65 74%	174 71%
<b>Somewhat Unfav</b>	5 1%	1 0%	1 1%	3 3%	-	4 2%	-	2 1%	-	2 3%	2 1%	-	-	1 1%	1 1%	3 1%
<b>Very Unfav</b>	9 2%	6 2%	-	4 3%	5 2%	2 1%	-	6 2%	-	3 5%	3 1%	1 2%	1 4%	3 2%	3 4%	3 1%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 047  
7. Will Scharf

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z
<b>TOTAL</b>	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Total Fav	28 6%	4 5%	4 6%	20 6%	11 9%	6 4%	11 6%	18 7%	11 4%	13 5%	16 8%	13 4%	9 7%	5 11%	1 7%
Total Unfav	15 3%	-	4 6%	10 3%	7 6%	4 2%	4 2%	14 5%	1 0%	4 2%	10 5%	6 2%	2 2%	5 11%	1 6%
Very Fav	2 0%	-	-	2 1%	-	1 1%	1 0%	1 0%	1 0%	1 0%	1 0%	2 1%	-	-	-
Somewhat Fav	27 5%	4 5%	4 6%	19 6%	11 9%	6 3%	10 5%	17 7%	10 4%	12 4%	15 7%	11 4%	9 7%	5 11%	1 7%
No Opinion DNR	105 21%	20 23%	16 23%	62 19%	24 20%	31 19%	45 22%	58 23%	47 19%	50 18%	49 24%	63 21%	28 22%	9 20%	-
Never heard of	354 71%	65 73%	45 65%	232 71%	78 65%	119 74%	146 71%	166 65%	188 76%	208 76%	134 64%	219 73%	86 68%	26 58%	13 87%
Somewhat Unfav	5 1%	-	2 3%	3 1%	3 3%	1 1%	1 0%	5 2%	-	2 1%	3 1%	1 0%	1 1%	2 5%	1 6%
Very Unfav	9 2%	-	2 3%	7 2%	4 3%	3 2%	3 1%	8 3%	1 0%	2 1%	7 3%	6 2%	1 1%	3 6%	-



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 048  
7. Will Scharf

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.-JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Total Fav	28 6%	9 10%	8 6%	6 7%	5 3%	1 2%	6 5%	3 9%	4 4%	11 6%	3 9%	15 5%	13 6%	3 2%	17 7%	6 6%	11 5%	12 6%
Total Unfav	15 3%	8 8%	5 4%	-	1 1%	2 4%	5 4%	1 3%	2 3%	4 2%	1 3%	9 3%	6 3%	1 1%	7 3%	5 5%	6 3%	7 3%
Very Fav	2 0%	-	1 1%	-	1 1%	-	-	-	-	1 1%	1 2%	1 0%	1 0%	-	2 1%	-	2 1%	-
Somewhat Fav	27 5%	9 10%	7 5%	6 7%	4 3%	1 2%	6 5%	3 9%	4 4%	10 6%	2 7%	14 5%	12 5%	3 2%	15 6%	6 6%	10 4%	12 6%
No Opinion DNR	105 21%	21 22%	35 23%	16 18%	28 19%	9 19%	22 20%	7 20%	18 19%	45 25%	5 13%	60 22%	45 20%	29 23%	45 19%	20 22%	44 19%	43 21%
Never heard of	354 71%	58 60%	103 68%	67 75%	116 77%	34 74%	78 71%	24 69%	71 74%	120 67%	26 75%	192 69%	162 72%	96 74%	170 71%	61 67%	165 73%	141 69%
Somewhat Unfav	5 1%	4 4%	1 1%	-	-	-	1 1%	1 3%	1 1%	2 1%	-	4 1%	1 1%	1 1%	2 1%	2 3%	4 2%	1 1%
Very Unfav	9 2%	4 4%	5 3%	-	1 1%	2 4%	3 3%	-	1 1%	2 1%	1 3%	5 2%	5 2%	-	5 2%	2 2%	2 1%	6 3%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 049  
7. Will Scharf

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
<b>Total Fav</b>	28 6%	14 4%	9 11%	5 8%	20 6%	2 3%	26 6%	10 5%	5 5%	23 6%	10 9%	4 12%	23 9%	28 100%	-	28 19%	23 20%	14 57%
<b>Total Unfav</b>	15 3%	8 3%	-	5 7%	6 2%	8 12%	15 3%	6 3%	8 7%	14 3%	5 5%	5 15%	14 5%	-	15 100%	15 10%	14 12%	10 43%
<b>Very Fav</b>	2 0%	2 1%	-	-	1 0%	-	2 0%	2 1%	-	2 0%	1 1%	-	1 0%	2 6%	-	2 1%	1 1%	1 4%
<b>Somewhat Fav</b>	27 5%	12 4%	9 11%	5 8%	19 6%	2 3%	24 5%	8 4%	5 5%	21 5%	9 8%	4 12%	23 9%	27 94%	-	27 18%	23 19%	13 54%
<b>No Opinion DNR</b>	105 21%	77 23%	11 14%	9 14%	70 21%	5 8%	102 22%	41 21%	13 12%	93 23%	19 17%	7 19%	82 31%	-	-	105 71%	82 69%	-
<b>Never heard of</b>	354 71%	236 70%	63 75%	48 71%	236 71%	51 77%	320 69%	140 71%	83 76%	277 68%	78 70%	19 54%	144 55%	-	-	-	-	-
<b>Somewhat Unfav</b>	5 1%	2 1%	-	2 3%	3 1%	2 3%	5 1%	4 2%	1 1%	5 1%	2 2%	2 6%	5 2%	-	5 35%	5 3%	5 4%	4 18%
<b>Very Unfav</b>	9 2%	6 2%	-	3 5%	3 1%	6 9%	9 2%	2 1%	7 6%	9 2%	3 3%	3 9%	9 3%	-	9 65%	9 6%	9 7%	6 25%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 050  
7. Will Scharf

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
<b>Total Fav</b>	28 6%	5 9%	4 14%	2 7%	5 71%	13 93%	4 50%	9 6%	15 29%	5 2%	6 6%	20 10%	3 2%	3 4%	22 7%	4 3%
<b>Total Unfav</b>	15 3%	3 6%	-	3 13%	2 29%	1 7%	4 50%	9 6%	1 2%	5 2%	8 7%	4 2%	3 2%	6 8%	4 1%	5 4%
<b>Very Fav</b>	2 0%	-	-	1 3%	-	1 6%	1 11%	1 1%	-	1 0%	-	2 1%	-	-	1 0%	1 1%
<b>Somewhat Fav</b>	27 5%	5 9%	4 14%	1 4%	5 71%	12 87%	3 39%	8 5%	15 29%	4 1%	6 6%	18 9%	3 2%	3 4%	21 7%	3 2%
<b>No Opinion DNR</b>	105 21%	8 15%	7 22%	4 14%	-	-	-	21 14%	11 22%	73 24%	17 16%	43 22%	45 22%	12 16%	71 24%	22 17%
<b>Never heard of</b>	354 71%	36 70%	22 65%	17 66%	-	-	-	107 74%	24 47%	223 73%	74 71%	130 66%	149 75%	51 72%	198 67%	105 77%
<b>Somewhat Unfav</b>	5 1%	-	-	2 9%	-	1 7%	3 39%	3 2%	1 2%	1 0%	2 2%	2 1%	1 0%	1 2%	2 1%	2 1%
<b>Very Unfav</b>	9 2%	3 6%	-	1 3%	2 29%	-	1 10%	5 4%	-	4 1%	5 5%	2 1%	2 1%	4 6%	2 1%	3 2%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 051  
8. Andrew Bailey

	TOTAL COMPLETE	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
		V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	147 100%	60 41%	41 28%	39 27%	59 40%	64 44%	11 7%	87 59%	23 15%	30 20%	61 41%	13 9%	7 5%	44 30%	26 18%	68 47%
<b>Total Conservative</b>	84 58%	36 61%	24 59%	19 49%	32 54%	40 63%	6 53%	50 58%	14 63%	17 57%	32 53%	10 76%	5 73%	27 62%	15 58%	39 56%
<b>Total Liberal</b>	2 1%	1 2%	1 2%	-	2 3%	-	-	2 2%	-	-	2 3%	-	-	2 4%	-	-
<b>Very Conservative</b>	51 35%	24 40%	11 27%	13 34%	16 27%	25 39%	5 45%	31 36%	4 18%	13 45%	17 27%	7 52%	5 73%	14 32%	11 42%	24 35%
<b>Somewhat Conservative</b>	33 23%	13 22%	13 33%	6 15%	16 27%	15 24%	1 9%	19 22%	10 45%	4 12%	15 25%	3 24%	-	13 30%	4 16%	15 21%
<b>Moderate</b>	24 17%	7 13%	8 19%	9 23%	12 21%	9 14%	2 19%	16 19%	3 12%	3 10%	14 24%	2 14%	1 13%	9 21%	6 23%	9 13%
<b>DK/Ref DNR</b>	36 24%	15 25%	8 20%	11 27%	13 21%	15 23%	3 28%	18 21%	6 24%	10 33%	12 20%	1 9%	1 14%	6 13%	5 19%	21 30%
<b>Somewhat Liberal</b>	2 1%	1 2%	1 2%	-	2 3%	-	-	2 2%	-	-	2 3%	-	-	2 4%	-	-
<b>Very Liberal</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 052  
8. Andrew Bailey

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
<b>TOTAL</b>	147 100%	33 23%	26 18%	79 54%	29 20%	44 30%	66 45%	84 57%	63 43%	71 48%	69 47%	94 64%	32 22%	10 7%	3 2%
<b>Total Conservative</b>	84 58%	20 61%	14 52%	46 59%	13 46%	25 57%	41 62%	48 57%	36 58%	35 49%	45 65%	55 59%	17 55%	5 50%	1 31%
<b>Total Liberal</b>	2 1%	1 3%	-	1 1%	-	2 4%	-	1 1%	1 2%	2 3%	-	2 2%	-	-	-
<b>Very Conservative</b>	51 35%	11 32%	8 31%	30 39%	8 29%	15 35%	24 36%	30 36%	21 34%	18 26%	29 43%	33 35%	10 32%	4 37%	1 31%
<b>Somewhat Conservative</b>	33 23%	10 29%	6 22%	16 20%	5 17%	9 21%	17 26%	18 22%	15 24%	17 24%	15 22%	23 24%	7 23%	1 13%	-
<b>Moderate</b>	24 17%	6 17%	7 28%	11 14%	5 16%	9 21%	10 16%	15 18%	9 14%	12 17%	12 18%	16 17%	6 19%	2 24%	-
<b>DK/Ref DNR</b>	36 24%	6 19%	5 20%	21 26%	11 38%	8 17%	15 23%	19 23%	17 26%	22 31%	12 17%	21 22%	8 26%	3 26%	2 69%
<b>Somewhat Liberal</b>	2 1%	1 3%	-	1 1%	-	2 4%	-	1 1%	1 2%	2 3%	-	2 2%	-	-	-
<b>Very Liberal</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 053  
8. Andrew Bailey

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	147 100%	26 18%	55 37%	19 13%	39 27%	18 12%	29 20%	11 8%	18 12%	63 43%	7 5%	78 53%	69 47%	30 21%	72 49%	31 21%	63 43%	62 42%
<b>Total Conservative</b>	84 58%	16 63%	30 54%	7 38%	25 65%	13 73%	13 46%	7 61%	6 33%	42 67%	3 43%	45 58%	39 57%	21 68%	47 66%	11 35%	34 55%	36 58%
<b>Total Liberal</b>	2 1%	-	1 2%	-	1 3%	-	-	-	-	2 3%	-	1 1%	1 2%	-	2 3%	-	1 1%	1 2%
<b>Very Conservative</b>	51 35%	11 42%	18 33%	4 22%	15 38%	7 41%	8 27%	5 43%	3 18%	27 42%	1 16%	27 35%	24 35%	17 55%	25 34%	5 17%	22 34%	21 34%
<b>Somewhat Conservative</b>	33 23%	5 21%	12 22%	3 16%	11 27%	6 32%	5 18%	2 18%	3 15%	15 24%	2 27%	18 23%	16 23%	4 13%	23 31%	6 18%	13 20%	15 24%
<b>Moderate</b>	24 17%	6 24%	9 17%	2 11%	7 18%	2 10%	9 31%	1 8%	2 13%	7 12%	3 39%	13 17%	11 16%	4 12%	9 13%	11 36%	13 21%	10 16%
<b>DK/Ref DNR</b>	36 24%	3 13%	15 27%	10 51%	6 15%	3 16%	7 23%	3 31%	10 54%	12 19%	1 18%	18 24%	17 25%	6 20%	13 18%	9 29%	14 22%	15 25%
<b>Somewhat Liberal</b>	2 1%	-	1 2%	-	1 3%	-	-	-	-	2 3%	-	1 1%	1 2%	-	2 3%	-	1 1%	1 2%
<b>Very Liberal</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 054  
8. Andrew Bailey

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	147 100%	87 59%	23 15%	30 20%	99 68%	30 21%	139 95%	62 42%	47 32%	132 90%	112 76%	35 24%	147 100%	14 9%	10 7%	50 34%	50 34%	24 16%
<b>Total Conservative</b>	84 58%	50 58%	14 63%	17 57%	57 58%	18 59%	79 57%	32 52%	32 69%	79 59%	69 62%	15 43%	84 58%	9 66%	3 30%	27 55%	27 55%	12 51%
<b>Total Liberal</b>	2 1%	2 2%	-	-	1 1%	1 3%	2 1%	2 3%	-	2 1%	1 1%	1 3%	2 1%	-	-	-	-	-
<b>Very Conservative</b>	51 35%	31 36%	4 18%	13 45%	36 36%	11 37%	49 35%	19 30%	23 49%	49 37%	40 36%	11 33%	51 35%	5 33%	3 30%	15 31%	15 31%	8 32%
<b>Somewhat Conservative</b>	33 23%	19 22%	10 45%	4 12%	22 22%	7 23%	30 22%	13 22%	9 20%	30 22%	30 26%	4 11%	33 23%	4 33%	-	12 23%	12 23%	4 19%
<b>Moderate</b>	24 17%	16 19%	3 12%	3 10%	18 18%	3 11%	23 16%	12 19%	6 12%	22 17%	19 17%	5 14%	24 17%	2 14%	3 32%	9 18%	9 18%	5 22%
<b>DK/Ref DNR</b>	36 24%	18 21%	6 24%	10 33%	23 23%	8 27%	35 25%	16 26%	9 18%	29 22%	22 20%	14 40%	36 24%	3 20%	4 38%	14 27%	14 27%	7 28%
<b>Somewhat Liberal</b>	2 1%	2 2%	-	-	1 1%	1 3%	2 1%	2 3%	-	2 1%	1 1%	1 3%	2 1%	-	-	-	-	-
<b>Very Liberal</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 055  
8. Andrew Bailey

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	147 100%	51 35%	33 23%	26 18%	5 4%	9 6%	5 3%	92 63%	17 11%	38 26%	57 39%	43 30%	46 32%	45 31%	64 44%	37 25%
<b>Total Conservative</b>	84 58%	51 100%	33 100%	-	4 80%	7 79%	-	65 71%	10 58%	10 25%	42 74%	25 57%	18 38%	33 72%	31 49%	20 55%
<b>Total Liberal</b>	2 1%	-	-	2 7%	-	-	-	1 1%	-	1 3%	-	2 5%	-	-	2 3%	-
<b>Very Conservative</b>	51 35%	51 100%	-	-	4 80%	2 26%	-	38 41%	8 47%	6 15%	25 45%	13 29%	13 28%	23 51%	11 18%	17 45%
<b>Somewhat Conservative</b>	33 23%	-	33 100%	-	-	4 53%	-	27 30%	2 11%	4 11%	17 29%	12 28%	5 10%	10 22%	20 31%	4 10%
<b>Moderate</b>	24 17%	-	-	24 93%	1 20%	1 10%	3 71%	17 18%	-	7 19%	9 16%	7 16%	8 18%	10 21%	11 17%	4 11%
<b>DK/Ref DNR</b>	36 24%	-	-	-	-	1 11%	1 29%	9 10%	7 42%	20 52%	6 10%	10 23%	20 44%	3 6%	20 32%	13 34%
<b>Somewhat Liberal</b>	2 1%	-	-	2 7%	-	-	-	1 1%	-	1 3%	-	2 5%	-	-	2 3%	-
<b>Very Liberal</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 056  
9. Will Scharf

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	43 100%	11 27%	13 31%	17 40%	18 41%	21 48%	1 3%	23 53%	9 21%	10 24%	15 34%	6 14%	3 8%	11 26%	7 17%	25 58%
<b>Total Conservative</b>	20 46%	2 17%	11 85%	7 39%	5 30%	14 66%	1 100%	6 27%	7 74%	7 71%	7 47%	4 67%	2 70%	5 47%	4 54%	11 44%
<b>Total Liberal</b>	2 4%	1 8%	-	1 5%	1 5%	1 4%	-	2 8%	-	-	1 6%	-	-	1 8%	-	1 4%
<b>Very Conservative</b>	6 15%	2 17%	-	5 26%	1 6%	4 21%	1 100%	2 9%	-	4 43%	2 15%	-	2 70%	2 19%	1 13%	3 14%
<b>Somewhat Conservative</b>	13 31%	-	11 85%	2 13%	4 24%	9 44%	-	4 18%	7 74%	3 27%	5 33%	4 67%	-	3 28%	3 42%	7 30%
<b>Moderate</b>	7 16%	2 16%	1 8%	4 22%	3 19%	3 16%	-	3 14%	2 26%	-	3 20%	-	-	1 8%	1 14%	5 19%
<b>DK/Ref DNR</b>	14 34%	7 59%	1 8%	6 33%	8 46%	3 14%	-	12 51%	-	3 29%	4 27%	2 33%	1 30%	4 36%	2 32%	8 33%
<b>Somewhat Liberal</b>	1 2%	1 8%	-	-	1 5%	-	-	1 4%	-	-	1 6%	-	-	1 8%	-	-
<b>Very Liberal</b>	1 2%	-	-	1 5%	-	1 4%	-	1 4%	-	-	-	-	-	-	-	1 4%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 057  
9. Will Scharf

TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION				
	DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z	
TOTAL	43 100%	4 10%	8 19%	31 71%	18 42%	10 23%	15 35%	31 73%	12 27%	17 39%	26 61%	19 45%	11 27%	10 23%	2 5%
Total Conservative	20 46%	-	4 47%	16 53%	7 39%	6 64%	7 44%	13 41%	7 60%	6 33%	14 55%	9 48%	6 53%	4 36%	1 49%
Total Liberal	2 4%	-	1 11%	1 3%	-	-	2 12%	1 3%	1 8%	1 6%	1 3%	2 9%	-	-	-
Very Conservative	6 15%	-	1 12%	5 18%	4 20%	2 20%	1 6%	3 10%	3 29%	1 6%	5 21%	2 10%	2 18%	2 25%	-
Somewhat Conservative	13 31%	-	3 34%	11 35%	3 19%	4 44%	6 38%	10 31%	4 32%	5 27%	9 34%	7 38%	4 35%	1 11%	1 49%
Moderate	7 16%	1 23%	2 28%	4 11%	5 27%	1 9%	1 7%	5 17%	1 12%	3 18%	4 14%	1 5%	2 20%	2 24%	1 51%
DK/Ref DNR	14 34%	3 77%	1 15%	10 33%	6 35%	3 27%	6 37%	12 39%	2 20%	7 43%	7 28%	7 38%	3 27%	4 40%	-
Somewhat Liberal	1 2%	-	1 11%	-	-	-	1 6%	1 3%	-	-	1 3%	1 5%	-	-	-
Very Liberal	1 2%	-	-	1 3%	-	-	1 6%	-	1 8%	1 6%	-	1 5%	-	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 058  
9. Will Scharf

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.-JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	43 100%	18 41%	14 32%	6 14%	6 13%	3 7%	10 24%	4 10%	7 15%	15 35%	4 10%	24 56%	19 44%	4 9%	24 55%	10 24%	18 41%	19 45%
<b>Total Conservative</b>	20 46%	7 42%	5 40%	3 54%	4 67%	1 35%	3 28%	2 53%	3 50%	10 65%	1 21%	13 54%	7 37%	2 55%	14 61%	2 23%	7 40%	9 47%
<b>Total Liberal</b>	2 4%	-	1 6%	-	1 16%	1 31%	-	-	-	1 6%	-	1 4%	1 5%	-	2 8%	-	1 5%	1 5%
<b>Very Conservative</b>	6 15%	2 13%	1 7%	2 40%	1 17%	-	1 10%	-	1 17%	4 29%	-	4 17%	2 12%	-	4 18%	2 23%	2 13%	4 22%
<b>Somewhat Conservative</b>	13 31%	5 30%	5 33%	1 15%	3 49%	1 35%	2 18%	2 53%	2 33%	5 36%	1 21%	9 37%	5 25%	2 55%	10 43%	-	5 28%	5 25%
<b>Moderate</b>	7 16%	4 25%	1 7%	1 23%	-	-	2 21%	2 47%	1 19%	1 9%	-	2 9%	5 24%	1 22%	2 10%	3 33%	3 17%	4 19%
<b>DK/Ref DNR</b>	14 34%	6 33%	6 46%	1 22%	1 17%	1 33%	5 51%	-	2 32%	3 20%	3 79%	8 33%	7 34%	1 23%	5 22%	4 44%	7 37%	6 30%
<b>Somewhat Liberal</b>	1 2%	-	1 6%	-	-	1 31%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	1 5%
<b>Very Liberal</b>	1 2%	-	-	-	1 16%	-	-	-	-	1 6%	-	-	1 5%	-	1 4%	-	1 5%	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 059  
9. Will Scharf

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	43 100%	23 53%	9 21%	10 24%	25 59%	10 23%	40 93%	16 38%	13 30%	37 86%	15 34%	9 22%	37 86%	28 66%	15 34%	43 100%	37 86%	24 56%
<b>Total Conservative</b>	20 46%	6 27%	7 74%	7 71%	13 49%	2 18%	17 43%	5 32%	6 49%	17 46%	9 59%	5 55%	18 48%	17 60%	3 20%	20 46%	18 48%	14 58%
<b>Total Liberal</b>	2 4%	2 8%	-	-	2 7%	-	2 5%	2 11%	-	2 5%	1 6%	-	1 2%	1 3%	1 6%	2 4%	1 2%	1 4%
<b>Very Conservative</b>	6 15%	2 9%	-	4 43%	5 22%	1 10%	6 16%	1 7%	4 33%	5 15%	3 20%	2 25%	5 14%	5 16%	2 13%	6 15%	5 14%	5 22%
<b>Somewhat Conservative</b>	13 31%	4 18%	7 74%	3 27%	7 28%	1 8%	11 27%	4 25%	2 15%	12 32%	6 39%	3 30%	13 34%	13 44%	1 7%	13 31%	13 34%	9 35%
<b>Moderate</b>	7 16%	3 14%	2 26%	-	4 16%	3 26%	7 17%	4 27%	-	4 12%	3 18%	1 13%	6 15%	3 12%	3 23%	7 16%	6 15%	4 16%
<b>DK/Ref DNR</b>	14 34%	12 51%	-	3 29%	7 27%	6 56%	14 36%	5 30%	7 51%	14 37%	3 17%	3 32%	13 34%	7 25%	7 51%	14 34%	13 34%	5 23%
<b>Somewhat Liberal</b>	1 2%	1 4%	-	-	1 3%	-	1 2%	1 5%	-	1 2%	1 6%	-	1 2%	-	1 6%	1 2%	1 2%	1 4%
<b>Very Liberal</b>	1 2%	1 4%	-	-	1 4%	-	1 2%	1 6%	-	1 3%	-	-	-	1 3%	-	1 2%	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 060  
9. Will Scharf

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	43 100%	8 18%	4 10%	5 12%	6 15%	13 31%	9 20%	17 41%	16 36%	10 23%	13 31%	23 54%	6 14%	9 21%	26 60%	9 20%
<b>Total Conservative</b>	20 46%	6 85%	4 100%	2 37%	6 100%	13 100%	-	7 39%	9 61%	4 37%	6 43%	12 53%	2 29%	3 36%	13 51%	4 44%
<b>Total Liberal</b>	2 4%	-	-	1 17%	-	-	2 21%	2 10%	-	-	1 7%	1 4%	-	1 10%	-	1 11%
<b>Very Conservative</b>	6 15%	4 55%	-	1 21%	6 100%	-	-	3 18%	1 9%	2 19%	3 23%	2 10%	1 16%	2 22%	4 14%	1 12%
<b>Somewhat Conservative</b>	13 31%	2 29%	4 100%	1 16%	-	13 100%	-	4 21%	8 52%	2 18%	3 20%	10 43%	1 13%	1 14%	9 37%	3 33%
<b>Moderate</b>	7 16%	-	-	2 46%	-	-	7 79%	2 14%	4 28%	-	1 9%	5 23%	-	1 14%	5 21%	-
<b>DK/Ref DNR</b>	14 34%	1 15%	-	-	-	-	-	6 36%	2 12%	6 63%	5 41%	5 20%	4 71%	4 40%	7 28%	4 45%
<b>Somewhat Liberal</b>	1 2%	-	-	1 17%	-	-	1 10%	1 5%	-	-	1 7%	-	-	1 10%	-	-
<b>Very Liberal</b>	1 2%	-	-	-	-	-	1 11%	1 5%	-	-	-	1 4%	-	-	-	1 11%

BANNER 1 061

10. If the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... ROTATE Andrew Bailey Will Scharf

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
TOTAL BAILEY	145 29%	67 28%	38 30%	38 33%	65 27%	60 34%	11 29%	100 30%	25 30%	15 23%	66 33%	19 31%	4 14%	50 33%	33 37%	58 24%
TOTAL SCHARF	51 10%	19 8%	10 8%	19 16%	27 11%	19 11%	1 3%	26 8%	12 14%	12 17%	15 8%	8 14%	5 20%	9 6%	7 8%	32 13%
Committed Bailey	57 11%	34 14%	11 9%	10 9%	27 11%	24 14%	3 8%	46 14%	6 7%	4 6%	24 12%	6 10%	2 7%	19 13%	13 14%	23 9%
Persuadable Bailey	28 5%	11 5%	6 4%	11 9%	10 4%	11 6%	4 10%	19 6%	4 4%	3 4%	14 7%	6 10%	-	9 6%	9 11%	9 4%
Lean Bailey	60 12%	21 9%	22 17%	17 15%	28 12%	24 14%	4 11%	35 10%	15 19%	9 13%	28 14%	7 12%	2 7%	21 14%	11 12%	27 11%
Hard Undecided DNR	306 61%	153 64%	78 61%	57 51%	151 62%	99 56%	25 68%	209 62%	46 55%	40 60%	116 59%	32 55%	17 66%	90 61%	49 55%	154 63%
Lean Scharf	15 3%	7 3%	4 3%	3 3%	10 4%	3 2%	-	9 3%	3 3%	3 5%	5 2%	1 2%	-	4 3%	1 1%	8 3%
Persuadable Scharf	17 3%	6 3%	5 4%	5 4%	7 3%	9 5%	-	9 3%	6 7%	1 2%	7 4%	4 7%	1 3%	2 1%	3 3%	11 4%
Committed Scharf	19 4%	6 2%	2 2%	10 9%	10 4%	7 4%	1 3%	9 3%	3 4%	7 11%	3 1%	3 6%	4 16%	3 2%	3 4%	13 5%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 062

10. If the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... ROTATE Andrew Bailey Will Scharf

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
TOTAL BAILEY	145 29%	33 37%	22 32%	83 26%	33 28%	40 25%	66 32%	81 32%	64 26%	75 27%	66 31%	92 30%	32 26%	10 22%	5 34%
TOTAL SCHARF	51 10%	5 6%	10 15%	34 10%	13 11%	13 8%	22 11%	24 9%	27 11%	22 8%	27 13%	32 11%	9 7%	6 12%	3 19%
Committed Bailey	57 11%	17 20%	9 13%	28 9%	12 10%	13 8%	29 14%	35 14%	23 9%	27 10%	28 13%	35 12%	15 12%	4 8%	-
Persuadable Bailey	28 5%	3 3%	4 5%	20 6%	5 4%	9 6%	13 6%	15 6%	12 5%	16 6%	12 6%	19 6%	5 4%	4 9%	-
Lean Bailey	60 12%	13 15%	10 14%	35 11%	16 14%	17 11%	24 12%	31 12%	29 12%	32 12%	26 12%	38 13%	13 10%	2 5%	5 34%
Hard Undecided DNR	306 61%	51 57%	37 53%	207 64%	74 61%	108 67%	118 57%	151 59%	155 63%	178 65%	118 56%	178 59%	85 67%	29 65%	7 46%
Lean Scharf	15 3%	1 1%	3 4%	10 3%	2 2%	5 3%	7 3%	8 3%	6 3%	7 2%	7 3%	11 4%	2 2%	-	-
Persuadable Scharf	17 3%	1 1%	6 9%	9 3%	7 6%	4 2%	5 2%	6 2%	11 5%	8 3%	8 4%	7 2%	3 3%	3 7%	3 19%
Committed Scharf	19 4%	3 3%	1 2%	15 5%	4 3%	5 3%	11 5%	10 4%	10 4%	8 3%	11 5%	14 5%	3 2%	2 6%	-

BANNER 3 063

10. If the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... ROTATE Andrew Bailey Will Scharf

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
TOTAL BAILEY	145 29%	27 28%	51 34%	20 23%	41 27%	20 43%	22 20%	11 32%	20 21%	63 35%	10 27%	73 26%	72 32%	33 26%	79 33%	24 26%	64 28%	63 31%
TOTAL SCHARF	51 10%	8 9%	14 9%	9 10%	17 12%	6 14%	10 9%	6 17%	13 13%	15 8%	1 3%	25 9%	25 11%	9 7%	28 12%	8 9%	18 8%	24 12%
Committed Bailey	57 11%	15 16%	18 12%	3 4%	17 11%	9 20%	8 7%	4 11%	5 5%	30 16%	2 7%	31 11%	27 12%	19 15%	30 13%	4 5%	18 8%	27 13%
Persuable Bailey	28 5%	5 5%	11 7%	4 5%	8 5%	6 13%	6 5%	1 3%	4 4%	10 6%	1 3%	11 4%	17 7%	3 2%	16 7%	8 9%	15 7%	10 5%
Lean Bailey	60 12%	8 8%	22 15%	13 14%	15 10%	5 10%	8 7%	6 18%	11 12%	23 13%	6 18%	31 11%	29 13%	12 9%	32 14%	12 13%	31 14%	25 13%
Hard Undecided DNR	306 61%	61 63%	86 57%	60 68%	92 61%	19 43%	79 71%	18 51%	62 65%	103 57%	25 70%	178 64%	128 57%	87 67%	132 55%	59 65%	146 64%	116 57%
Lean Scharf	15 3%	2 2%	5 3%	-	6 4%	3 6%	3 2%	-	4 5%	5 3%	-	12 4%	3 1%	3 2%	9 4%	-	5 2%	6 3%
Persuable Scharf	17 3%	3 3%	3 2%	6 7%	4 3%	2 6%	3 3%	2 5%	4 5%	4 2%	1 3%	6 2%	11 5%	2 1%	11 5%	3 3%	6 3%	7 4%
Committed Scharf	19 4%	3 3%	7 4%	2 3%	7 5%	1 2%	5 4%	4 12%	4 4%	5 3%	-	8 3%	11 5%	4 3%	8 3%	5 6%	7 3%	11 6%



BANNER 4 064

10. If the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... ROTATE Andrew Bailey Will Scharf

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
TOTAL BAILEY	145 29%	100 30%	25 30%	15 23%	107 32%	24 37%	140 30%	63 32%	42 38%	124 30%	85 76%	7 19%	116 44%	9 31%	9 60%	38 26%	35 30%	11 46%
TOTAL SCHARF	51 10%	26 8%	12 14%	12 17%	26 8%	7 11%	43 9%	17 8%	11 10%	38 9%	5 5%	11 32%	29 11%	15 51%	1 6%	27 18%	22 19%	7 28%
Committed Bailey	57 11%	46 14%	6 7%	4 6%	44 13%	8 12%	54 12%	29 15%	16 15%	54 13%	44 40%	2 5%	51 19%	1 4%	4 29%	15 10%	15 12%	5 22%
Persuable Bailey	28 5%	19 6%	4 4%	3 4%	21 6%	6 8%	28 6%	9 5%	12 11%	24 6%	12 11%	2 6%	23 9%	2 7%	3 19%	11 7%	11 9%	2 10%
Lean Bailey	60 12%	35 10%	15 19%	9 13%	41 12%	11 17%	58 13%	25 12%	13 12%	46 11%	28 25%	3 8%	42 16%	6 20%	2 12%	12 8%	10 8%	4 15%
Hard Undecided DNR	306 61%	209 62%	46 55%	40 60%	199 60%	34 52%	280 60%	118 60%	56 51%	246 60%	21 19%	17 49%	118 45%	5 18%	5 34%	83 56%	61 52%	6 25%
Lean Scharf	15 3%	9 3%	3 3%	3 5%	8 2%	1 1%	13 3%	6 3%	3 3%	11 3%	2 2%	3 9%	9 3%	1 4%	-	5 3%	5 4%	1 5%
Persuable Scharf	17 3%	9 3%	6 7%	1 2%	7 2%	2 3%	13 3%	5 2%	1 1%	11 3%	3 3%	2 5%	9 3%	7 25%	1 6%	11 8%	9 7%	3 13%
Committed Scharf	19 4%	9 3%	3 4%	7 11%	11 3%	4 6%	17 4%	6 3%	7 7%	16 4%	-	6 18%	11 4%	6 22%	-	10 7%	8 7%	2 10%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 065

10. If the Republican primary election for Attorney General were held today, for whom would you vote if the candidates were... ROTATE Andrew Bailey Will Scharf

	BAILEY IDEO				SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
TOTAL BAILEY	145 29%	38 74%	27 83%	18 68%	3 50%	4 27%	4 50%	145 100%	-	-	73 70%	44 22%	28 14%	47 66%	68 23%	30 22%
TOTAL SCHARF	51 10%	8 15%	2 5%	-	1 21%	8 60%	4 50%	-	51 100%	-	5 5%	43 22%	3 2%	3 4%	42 14%	5 4%
Committed Bailey	57 11%	31 60%	11 33%	4 15%	1 15%	-	2 25%	57 40%	-	-	35 34%	11 6%	11 5%	27 37%	21 7%	10 7%
Persuable Bailey	28 5%	3 6%	3 8%	6 23%	1 17%	-	1 14%	28 19%	-	-	12 11%	11 6%	5 2%	8 11%	15 5%	5 3%
Lean Bailey	60 12%	4 8%	14 41%	8 30%	1 17%	4 27%	1 11%	60 42%	-	-	26 25%	22 11%	13 6%	13 17%	32 11%	16 12%
Hard Undecided DNR	306 61%	6 11%	4 12%	8 32%	2 29%	2 13%	-	-	-	306 100%	27 26%	110 56%	169 84%	21 30%	184 63%	100 74%
Lean Scharf	15 3%	2 5%	-	-	-	1 9%	-	-	15 29%	-	2 2%	12 6%	1 1%	2 3%	11 4%	1 1%
Persuable Scharf	17 3%	-	2 5%	-	-	4 27%	4 50%	-	17 33%	-	1 1%	15 7%	1 1%	-	16 5%	1 1%
Committed Scharf	19 4%	5 11%	-	-	1 21%	3 23%	-	-	19 38%	-	2 2%	16 8%	1 1%	1 1%	15 5%	3 2%

BANNER 1 066

11. Will Scharf is one of the leading attorneys defending Donald Trump against the Biden Administration's prosecutions in federal courts.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	<b>340</b> 100%	<b>158</b> 46%	<b>94</b> 28%	<b>68</b> 20%	<b>162</b> 48%	<b>120</b> 35%	<b>21</b> 6%	<b>236</b> 69%	<b>53</b> 15%	<b>43</b> 13%	<b>140</b> 41%	<b>34</b> 10%	<b>12</b> 3%	<b>102</b> 30%	<b>56</b> 16%	<b>168</b> 49%
<b>Total More Likely</b>	<b>240</b> 70%	<b>127</b> 81%	<b>68</b> 72%	<b>32</b> 47%	<b>136</b> 84%	<b>72</b> 60%	<b>14</b> 65%	<b>196</b> 83%	<b>35</b> 67%	<b>6</b> 13%	<b>103</b> 73%	<b>29</b> 86%	<b>6</b> 52%	<b>77</b> 76%	<b>38</b> 68%	<b>114</b> 68%
<b>Total Less Likely</b>	<b>40</b> 12%	<b>6</b> 4%	<b>10</b> 11%	<b>21</b> 31%	<b>6</b> 4%	<b>22</b> 18%	<b>3</b> 15%	<b>6</b> 2%	<b>5</b> 9%	<b>29</b> 68%	<b>13</b> 10%	<b>-</b>	<b>5</b> 39%	<b>10</b> 10%	<b>6</b> 10%	<b>22</b> 13%
<b>Much More Likely</b>	<b>163</b> 48%	<b>98</b> 62%	<b>37</b> 39%	<b>19</b> 28%	<b>104</b> 64%	<b>42</b> 35%	<b>5</b> 25%	<b>144</b> 61%	<b>14</b> 26%	<b>3</b> 8%	<b>68</b> 49%	<b>23</b> 67%	<b>5</b> 42%	<b>55</b> 54%	<b>28</b> 50%	<b>73</b> 44%
<b>Somewhat More Likely</b>	<b>77</b> 23%	<b>29</b> 18%	<b>31</b> 33%	<b>13</b> 20%	<b>32</b> 20%	<b>29</b> 25%	<b>8</b> 40%	<b>52</b> 22%	<b>21</b> 40%	<b>2</b> 5%	<b>34</b> 25%	<b>7</b> 19%	<b>1</b> 11%	<b>22</b> 22%	<b>10</b> 18%	<b>41</b> 25%
<b>No Difference</b>	<b>51</b> 15%	<b>20</b> 13%	<b>16</b> 17%	<b>12</b> 18%	<b>19</b> 12%	<b>20</b> 17%	<b>4</b> 20%	<b>28</b> 12%	<b>11</b> 21%	<b>7</b> 17%	<b>22</b> 15%	<b>5</b> 14%	<b>1</b> 9%	<b>13</b> 13%	<b>10</b> 18%	<b>27</b> 16%
<b>DK/Ref DNR</b>	<b>10</b> 3%	<b>5</b> 3%	<b>-</b>	<b>3</b> 4%	<b>1</b> 1%	<b>6</b> 5%	<b>-</b>	<b>6</b> 2%	<b>2</b> 3%	<b>1</b> 2%	<b>3</b> 2%	<b>-</b>	<b>-</b>	<b>2</b> 2%	<b>2</b> 3%	<b>5</b> 3%
<b>Somewhat Less Likely</b>	<b>14</b> 4%	<b>2</b> 1%	<b>7</b> 7%	<b>5</b> 8%	<b>3</b> 2%	<b>8</b> 6%	<b>1</b> 6%	<b>2</b> 1%	<b>5</b> 9%	<b>7</b> 16%	<b>7</b> 5%	<b>-</b>	<b>1</b> 7%	<b>4</b> 4%	<b>1</b> 2%	<b>9</b> 5%
<b>Much Less Likely</b>	<b>26</b> 8%	<b>4</b> 2%	<b>4</b> 4%	<b>16</b> 24%	<b>3</b> 2%	<b>14</b> 12%	<b>2</b> 9%	<b>4</b> 2%	<b>-</b>	<b>22</b> 51%	<b>7</b> 5%	<b>-</b>	<b>4</b> 32%	<b>6</b> 6%	<b>5</b> 9%	<b>13</b> 8%

BANNER 2 067

11. Will Scharf is one of the leading attorneys defending Donald Trump against the Biden Administration's prosecutions in federal courts.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
<b>TOTAL</b>	340 100%	62 18%	49 14%	215 63%	80 24%	108 32%	142 42%	171 50%	170 50%	195 57%	133 39%	206 60%	83 24%	31 9%	11 3%
<b>Total More Likely</b>	240 70%	51 83%	37 75%	141 66%	62 77%	83 77%	88 62%	123 72%	117 69%	137 70%	95 71%	141 69%	60 73%	24 79%	7 63%
<b>Total Less Likely</b>	40 12%	5 8%	2 4%	30 14%	2 3%	12 11%	23 16%	19 11%	21 12%	23 12%	14 11%	30 15%	5 6%	2 8%	-
<b>Much More Likely</b>	163 48%	36 59%	23 46%	96 45%	46 57%	54 50%	59 41%	83 49%	80 47%	93 48%	64 48%	94 46%	37 45%	21 67%	6 53%
<b>Somewhat More Likely</b>	77 23%	15 25%	15 30%	45 21%	16 19%	30 28%	29 21%	39 23%	37 22%	44 22%	31 23%	47 23%	23 28%	4 12%	1 9%
<b>No Difference</b>	51 15%	5 8%	8 17%	38 18%	15 19%	12 11%	23 17%	24 14%	27 16%	29 15%	22 17%	27 13%	17 20%	3 9%	4 37%
<b>DK/Ref DNR</b>	10 3%	1 1%	2 4%	6 3%	1 2%	1 1%	8 5%	5 3%	5 3%	5 3%	2 1%	8 4%	1 1%	1 4%	-
<b>Somewhat Less Likely</b>	14 4%	2 3%	1 2%	11 5%	1 2%	5 4%	8 5%	6 3%	8 5%	10 5%	4 3%	10 5%	2 2%	1 4%	-
<b>Much Less Likely</b>	26 8%	3 4%	1 2%	19 9%	1 1%	7 7%	15 11%	13 8%	13 8%	13 7%	10 8%	20 10%	3 3%	1 4%	-

BANNER 3 068

11. Will Scharf is one of the leading attorneys defending Donald Trump against the Biden Administration's prosecutions in federal courts.

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	340 100%	63 18%	104 30%	62 18%	102 30%	36 10%	71 21%	27 8%	62 18%	124 36%	21 6%	182 54%	158 46%	92 27%	166 49%	54 16%	155 45%	135 40%
<b>Total More Likely</b>	240 70%	47 74%	74 71%	45 73%	67 66%	25 71%	49 69%	18 67%	44 71%	89 72%	15 71%	128 70%	112 71%	73 80%	119 72%	32 59%	123 79%	88 65%
<b>Total Less Likely</b>	40 12%	3 5%	15 14%	4 7%	15 15%	5 13%	9 12%	3 11%	7 11%	14 11%	3 14%	21 12%	18 12%	1 1%	19 12%	16 30%	9 6%	27 20%
<b>Much More Likely</b>	163 48%	33 52%	50 48%	31 50%	45 44%	18 50%	26 37%	9 32%	33 53%	66 54%	11 53%	87 48%	76 48%	52 56%	80 48%	20 38%	88 57%	56 42%
<b>Somewhat More Likely</b>	77 23%	14 22%	24 23%	14 22%	23 22%	7 21%	22 32%	10 35%	11 18%	23 18%	4 19%	42 23%	35 22%	22 24%	40 24%	11 21%	35 23%	31 23%
<b>No Difference</b>	51 15%	12 19%	11 11%	11 18%	16 15%	6 16%	11 16%	4 15%	10 16%	17 14%	3 14%	28 15%	23 15%	17 18%	21 13%	6 11%	21 14%	17 13%
<b>DK/Ref DNR</b>	10 3%	1 1%	4 4%	1 2%	4 4%	- -	2 3%	2 7%	2 3%	4 3%	- -	5 3%	5 3%	1 1%	6 3%	- -	2 1%	4 3%
<b>Somewhat Less Likely</b>	14 4%	1 2%	5 4%	2 3%	6 6%	1 3%	4 6%	- -	3 4%	4 3%	2 11%	4 2%	10 6%	1 1%	8 5%	4 8%	7 4%	6 4%
<b>Much Less Likely</b>	26 8%	2 3%	10 10%	2 4%	10 9%	4 11%	5 7%	3 11%	4 7%	10 8%	1 4%	17 9%	9 6%	- -	12 7%	12 23%	2 1%	21 16%

BANNER 4 069

11. Will Scharf is one of the leading attorneys defending Donald Trump against the Biden Administration's prosecutions in federal courts.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	340 100%	236 69%	53 15%	43 13%	224 66%	45 13%	317 93%	132 39%	71 21%	282 83%	75 22%	22 6%	181 53%	18 5%	10 3%	99 29%	79 23%	15 4%
<b>Total More Likely</b>	240 70%	196 83%	35 67%	6 13%	165 74%	23 50%	220 69%	105 79%	36 52%	199 71%	45 60%	11 48%	118 66%	15 84%	5 52%	75 76%	58 73%	11 72%
<b>Total Less Likely</b>	40 12%	6 2%	5 9%	29 68%	22 10%	11 24%	40 12%	7 6%	18 26%	33 12%	12 17%	5 22%	25 14%	2 10%	1 9%	7 7%	6 7%	2 13%
<b>Much More Likely</b>	163 48%	144 61%	14 26%	3 8%	115 51%	15 33%	151 48%	73 55%	20 28%	134 48%	27 37%	6 26%	71 39%	7 38%	2 19%	45 45%	34 43%	5 31%
<b>Somewhat More Likely</b>	77 23%	52 22%	21 40%	2 5%	50 22%	8 18%	69 22%	32 24%	17 24%	65 23%	17 23%	5 22%	47 26%	8 47%	3 33%	31 31%	24 30%	6 41%
<b>No Difference</b>	51 15%	28 12%	11 21%	7 17%	33 15%	11 23%	50 16%	18 13%	14 20%	41 15%	16 21%	3 15%	31 17%	1 5%	4 38%	14 14%	13 17%	2 16%
<b>DK/Ref DNR</b>	10 3%	6 2%	2 3%	1 2%	5 2%	1 2%	7 2%	2 1%	2 3%	8 3%	2 2%	3 15%	6 3%	-	-	2 2%	2 3%	-
<b>Somewhat Less Likely</b>	14 4%	2 1%	5 9%	7 16%	7 3%	2 5%	14 4%	2 1%	3 4%	9 3%	5 7%	1 4%	9 5%	-	-	2 2%	1 1%	-
<b>Much Less Likely</b>	26 8%	4 2%	-	22 51%	14 6%	9 19%	26 8%	6 4%	15 21%	24 9%	8 10%	4 18%	17 9%	2 10%	1 9%	5 5%	5 6%	2 13%

BANNER 5 070

11. Will Scharf is one of the leading attorneys defending Donald Trump against the Biden Administration's prosecutions in federal courts.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLET	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	340 100%	36 11%	22 7%	17 5%	2 1%	9 3%	7 2%	99 29%	37 11%	205 60%	71 21%	147 43%	122 36%	52 15%	204 60%	85 25%
<b>Total More Likely</b>	240 70%	18 51%	15 66%	10 61%	1 52%	8 89%	7 100%	62 63%	27 73%	151 74%	29 42%	136 92%	75 61%	13 24%	186 91%	42 49%
<b>Total Less Likely</b>	40 12%	6 16%	4 17%	4 22%	1 48%	1 11%	-	14 14%	5 14%	21 10%	22 31%	2 1%	16 13%	21 40%	2 1%	17 19%
<b>Much More Likely</b>	163 48%	14 39%	6 27%	4 23%	1 52%	1 13%	2 35%	43 44%	17 47%	103 50%	18 25%	99 67%	46 38%	7 14%	130 64%	26 31%
<b>Somewhat More Likely</b>	77 23%	4 12%	9 39%	7 38%	-	7 76%	4 65%	19 19%	10 26%	48 24%	12 16%	36 25%	29 24%	6 11%	56 28%	15 18%
<b>No Difference</b>	51 15%	10 28%	3 13%	2 11%	-	-	-	20 20%	4 11%	28 13%	17 25%	8 6%	26 21%	17 32%	14 7%	20 24%
<b>DK/Ref DNR</b>	10 3%	2 5%	1 4%	1 5%	-	-	-	3 3%	1 3%	6 3%	2 3%	2 1%	6 5%	2 3%	2 1%	6 7%
<b>Somewhat Less Likely</b>	14 4%	1 3%	1 4%	2 11%	-	-	-	6 6%	-	8 4%	8 11%	-	6 5%	7 13%	-	7 8%
<b>Much Less Likely</b>	26 8%	5 14%	3 13%	2 11%	1 48%	1 11%	-	8 8%	5 14%	13 6%	14 20%	2 1%	10 8%	14 27%	2 1%	10 12%

BANNER 1 071

12. Will Scharf is a former federal prosecutor who fought to put hardened criminals in prison and protected Missouri families.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	328 100%	159 48%	77 23%	77 23%	158 48%	121 37%	27 8%	213 65%	62 19%	40 12%	119 36%	46 14%	20 6%	86 26%	61 18%	167 51%
<b>Total More Likely</b>	233 71%	117 73%	60 78%	47 62%	114 72%	91 75%	14 52%	158 74%	48 77%	20 48%	90 76%	37 81%	13 66%	64 75%	43 71%	118 70%
<b>Total Less Likely</b>	16 5%	6 4%	2 2%	7 9%	6 4%	8 7%	1 4%	8 4%	-	8 20%	5 4%	-	-	3 3%	3 5%	10 6%
<b>Much More Likely</b>	128 39%	69 44%	27 36%	27 35%	65 41%	50 41%	8 29%	99 46%	18 28%	9 21%	52 44%	24 52%	4 19%	40 46%	24 39%	62 37%
<b>Somewhat More Likely</b>	105 32%	47 30%	32 42%	21 27%	49 31%	41 34%	6 23%	60 28%	30 49%	11 27%	38 32%	13 29%	9 48%	25 29%	20 32%	56 34%
<b>No Difference</b>	59 18%	25 16%	13 17%	19 25%	25 16%	19 15%	12 44%	33 15%	14 23%	9 22%	19 16%	5 10%	4 19%	15 18%	13 21%	28 17%
<b>DK/Ref DNR</b>	19 6%	11 7%	2 3%	3 4%	13 8%	3 2%	-	15 7%	-	4 10%	5 4%	4 9%	3 14%	4 4%	2 3%	12 7%
<b>Somewhat Less Likely</b>	7 2%	4 2%	-	2 3%	2 1%	4 3%	-	3 1%	-	3 8%	1 1%	-	-	-	-	6 3%
<b>Much Less Likely</b>	10 3%	3 2%	2 2%	5 7%	4 2%	5 4%	1 4%	5 2%	-	5 12%	4 3%	-	-	3 3%	3 5%	4 2%



BANNER 2 072

12. Will Scharf is a former federal prosecutor who fought to put hardened criminals in prison and protected Missouri families .

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z
TOTAL	328 100%	58 18%	41 12%	216 66%	74 22%	108 33%	137 42%	160 49%	168 51%	174 53%	140 43%	199 61%	88 27%	23 7%	9 3%
Total More Likely	233 71%	40 69%	34 84%	151 70%	55 74%	72 66%	99 72%	109 68%	124 74%	127 73%	97 69%	140 70%	62 70%	16 73%	7 78%
Total Less Likely	16 5%	6 11%	1 3%	8 4%	1 2%	6 5%	8 6%	12 7%	5 3%	9 5%	7 5%	11 6%	3 3%	1 5%	-
Much More Likely	128 39%	23 39%	20 48%	81 38%	34 46%	37 34%	56 41%	59 37%	69 41%	76 44%	48 34%	75 38%	35 40%	11 48%	5 55%
Somewhat More Likely	105 32%	17 30%	15 36%	70 32%	21 28%	35 33%	43 31%	50 31%	55 33%	50 29%	49 35%	64 32%	27 31%	6 25%	2 23%
No Difference	59 18%	10 17%	4 9%	42 20%	14 19%	24 22%	21 16%	26 16%	33 20%	32 18%	26 18%	34 17%	18 20%	5 22%	2 22%
DK/Ref DNR	19 6%	2 3%	2 5%	15 7%	4 5%	7 6%	8 6%	13 8%	5 3%	7 4%	11 8%	13 7%	6 6%	-	-
Somewhat Less Likely	7 2%	3 5%	-	3 1%	1 2%	2 2%	3 2%	6 4%	1 1%	3 2%	3 2%	3 1%	2 2%	1 5%	-
Much Less Likely	10 3%	4 6%	1 3%	5 2%	-	4 4%	6 4%	6 4%	4 2%	6 3%	4 3%	9 4%	1 1%	-	-

BANNER 3 073

12. Will Scharf is a former federal prosecutor who fought to put hardened criminals in prison and protected Missouri families.

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	328 100%	56 17%	100 30%	64 19%	99 30%	30 9%	70 21%	19 6%	59 18%	126 38%	24 7%	177 54%	150 46%	84 26%	151 46%	65 20%	153 47%	128 39%
<b>Total More Likely</b>	233 71%	35 64%	70 71%	50 78%	69 70%	22 75%	45 65%	15 80%	44 74%	88 70%	19 79%	122 69%	112 74%	64 76%	106 70%	47 71%	107 70%	98 77%
<b>Total Less Likely</b>	16 5%	4 7%	7 7%	-	5 5%	1 3%	3 4%	1 5%	5 9%	7 5%	-	9 5%	8 5%	3 3%	7 5%	6 9%	6 4%	8 6%
<b>Much More Likely</b>	128 39%	20 36%	39 39%	31 48%	37 37%	15 50%	27 39%	9 47%	29 49%	43 34%	6 25%	65 37%	64 42%	35 42%	58 38%	25 38%	64 42%	50 39%
<b>Somewhat More Likely</b>	105 32%	16 28%	32 32%	19 30%	33 33%	7 25%	18 26%	6 33%	15 25%	45 36%	13 55%	57 32%	48 32%	29 34%	48 32%	22 34%	44 28%	48 38%
<b>No Difference</b>	59 18%	12 22%	14 14%	13 20%	21 21%	6 19%	15 21%	1 5%	7 12%	26 20%	5 21%	36 20%	24 16%	14 16%	30 20%	9 14%	31 20%	15 12%
<b>DK/Ref DNR</b>	19 6%	4 8%	9 9%	1 2%	4 4%	1 4%	7 10%	2 10%	3 5%	6 5%	-	12 7%	7 5%	4 5%	8 5%	4 6%	9 6%	7 6%
<b>Somewhat Less Likely</b>	7 2%	3 5%	2 2%	-	1 1%	1 3%	2 3%	-	3 5%	1 1%	-	4 2%	3 2%	2 2%	1 1%	3 4%	4 2%	2 2%
<b>Much Less Likely</b>	10 3%	1 2%	5 5%	-	4 4%	-	1 1%	1 5%	2 3%	6 4%	-	5 3%	5 3%	1 1%	6 4%	3 5%	2 1%	6 5%

BANNER 4 074

12. Will Scharf is a former federal prosecutor who fought to put hardened criminals in prison and protected Missouri families.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	328 100%	213 65%	62 19%	40 12%	214 65%	43 13%	301 92%	125 38%	72 22%	259 79%	71 22%	24 7%	165 50%	20 6%	7 2%	94 29%	73 22%	15 5%
<b>Total More Likely</b>	233 71%	158 74%	48 77%	20 48%	160 75%	26 60%	216 72%	95 76%	45 62%	184 71%	51 71%	11 46%	113 68%	15 76%	2 26%	68 72%	53 72%	10 63%
<b>Total Less Likely</b>	16 5%	8 4%	-	8 20%	9 4%	3 7%	15 5%	3 2%	10 13%	13 5%	5 8%	4 17%	13 8%	-	1 13%	7 7%	6 8%	1 6%
<b>Much More Likely</b>	128 39%	99 46%	18 28%	9 21%	89 42%	15 36%	118 39%	55 44%	18 25%	97 37%	23 33%	7 29%	53 32%	8 40%	2 26%	36 39%	29 40%	7 48%
<b>Somewhat More Likely</b>	105 32%	60 28%	30 49%	11 27%	71 33%	10 24%	99 33%	40 32%	27 37%	87 34%	27 39%	4 18%	60 36%	7 36%	-	32 33%	24 32%	2 16%
<b>No Difference</b>	59 18%	33 15%	14 23%	9 22%	37 17%	10 23%	54 18%	21 16%	12 16%	46 18%	14 20%	7 29%	34 21%	4 20%	3 39%	15 16%	12 16%	4 25%
<b>DK/Ref DNR</b>	19 6%	15 7%	-	4 10%	8 4%	4 10%	16 5%	7 5%	6 8%	16 6%	1 1%	2 8%	6 3%	1 4%	2 23%	4 5%	3 4%	1 6%
<b>Somewhat Less Likely</b>	7 2%	3 1%	-	3 8%	4 2%	1 2%	7 2%	-	4 5%	5 2%	3 4%	2 9%	6 4%	-	-	5 5%	4 5%	-
<b>Much Less Likely</b>	10 3%	5 2%	-	5 12%	6 3%	2 5%	8 3%	3 2%	6 8%	8 3%	3 4%	2 8%	7 4%	-	1 13%	2 2%	2 3%	1 6%

BANNER 5 075

12. Will Scharf is a former federal prosecutor who fought to put hardened criminals in prison and protected Missouri families.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	328 100%	33 10%	21 6%	15 5%	5 2%	9 3%	5 2%	98 30%	35 11%	195 59%	71 22%	120 37%	137 42%	45 14%	186 57%	97 30%
Total More Likely	233 71%	21 62%	17 82%	8 50%	1 25%	8 90%	4 83%	66 67%	27 77%	140 72%	43 60%	95 80%	95 70%	27 60%	147 79%	59 61%
Total Less Likely	16 5%	6 17%	-	1 6%	1 17%	-	-	7 7%	3 9%	6 3%	9 12%	2 2%	6 4%	6 14%	4 2%	6 6%
Much More Likely	128 39%	8 24%	5 25%	4 29%	-	5 57%	3 63%	31 31%	17 49%	81 41%	18 26%	61 51%	49 36%	9 20%	95 51%	24 25%
Somewhat More Likely	105 32%	12 37%	12 57%	3 20%	1 25%	3 33%	1 19%	35 36%	10 29%	60 31%	24 34%	34 28%	47 34%	18 39%	52 28%	35 36%
No Difference	59 18%	6 18%	4 18%	7 44%	3 59%	1 10%	1 17%	23 24%	4 11%	32 17%	16 23%	18 15%	25 18%	12 26%	26 14%	21 22%
DK/Ref DNR	19 6%	1 3%	-	-	-	-	-	2 2%	1 3%	16 8%	3 5%	5 4%	10 8%	-	8 5%	10 11%
Somewhat Less Likely	7 2%	4 12%	-	-	-	-	-	3 3%	2 6%	2 1%	3 4%	1 1%	3 2%	3 6%	1 1%	3 3%
Much Less Likely	10 3%	2 6%	-	1 6%	1 17%	-	-	5 5%	1 3%	4 2%	6 8%	1 1%	3 2%	4 8%	3 2%	3 3%

BANNER 1 076

13. 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.

	TOTAL COMPLTE	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
		V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	336 100%	162 48%	82 24%	82 24%	165 49%	114 34%	26 8%	222 66%	51 15%	51 15%	135 40%	39 11%	22 6%	109 32%	61 18%	154 46%
<b>Total More Likely</b>	231 69%	132 82%	59 72%	34 42%	134 81%	69 61%	15 56%	178 80%	38 74%	9 17%	107 79%	31 80%	13 60%	87 79%	43 72%	94 61%
<b>Total Less Likely</b>	31 9%	6 4%	2 2%	20 24%	7 4%	11 10%	5 20%	4 2%	1 2%	24 47%	7 5%	-	7 31%	5 5%	6 10%	16 11%
<b>Much More Likely</b>	157 47%	101 62%	34 42%	18 22%	100 61%	41 36%	8 30%	130 59%	16 32%	6 13%	77 57%	22 57%	6 28%	63 58%	29 47%	61 40%
<b>Somewhat More Likely</b>	74 22%	31 19%	25 31%	16 20%	34 21%	28 24%	7 27%	48 22%	22 42%	2 5%	30 22%	9 23%	7 32%	24 22%	15 25%	33 21%
<b>No Difference</b>	67 20%	20 13%	21 25%	25 30%	20 12%	32 28%	6 24%	35 16%	12 24%	15 30%	18 13%	8 20%	1 5%	16 15%	8 14%	40 26%
<b>DK/Ref DNR</b>	8 2%	4 2%	-	3 4%	4 2%	2 2%	-	5 2%	-	3 6%	3 2%	-	1 4%	1 1%	3 5%	4 2%
<b>Somewhat Less Likely</b>	8 3%	3 2%	1 1%	4 5%	3 2%	4 3%	1 5%	1 0%	1 2%	6 11%	1 1%	-	2 8%	-	2 3%	7 4%
<b>Much Less Likely</b>	22 7%	3 2%	1 1%	16 19%	5 3%	8 7%	4 15%	3 1%	-	18 35%	6 5%	-	5 22%	5 5%	4 7%	10 6%

BANNER 2 077

13. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	336 100%	59 17%	48 14%	218 65%	87 26%	105 31%	134 40%	181 54%	155 46%	180 54%	146 44%	199 59%	80 24%	37 11%	10 3%
Total More Likely	231 69%	51 87%	36 75%	138 63%	60 69%	72 69%	91 68%	118 65%	113 73%	133 74%	92 63%	141 71%	52 65%	23 63%	7 71%
Total Less Likely	31 9%	3 5%	2 4%	23 11%	6 7%	8 7%	15 11%	17 9%	14 9%	10 5%	19 13%	18 9%	6 7%	4 10%	1 9%
Much More Likely	157 47%	35 60%	22 47%	97 44%	41 47%	46 44%	66 50%	76 42%	80 52%	95 53%	60 41%	100 50%	29 37%	18 49%	6 61%
Somewhat More Likely	74 22%	16 27%	14 29%	41 19%	19 22%	26 25%	25 19%	41 23%	33 21%	38 21%	32 22%	42 21%	23 28%	5 14%	1 10%
No Difference	67 20%	3 5%	8 16%	53 25%	21 24%	22 21%	23 17%	42 23%	25 16%	36 20%	30 20%	31 16%	22 28%	10 27%	2 20%
DK/Ref DNR	8 2%	2 3%	2 4%	4 2%	-	3 3%	5 4%	5 3%	3 2%	2 1%	6 4%	8 4%	-	-	-
Somewhat Less Likely	8 3%	3 5%	1 2%	5 2%	2 3%	3 2%	4 3%	8 4%	1 1%	2 1%	7 5%	4 2%	3 3%	1 3%	1 9%
Much Less Likely	22 7%	-	1 2%	18 8%	4 4%	5 5%	12 9%	9 5%	13 9%	8 4%	12 8%	15 7%	3 4%	2 6%	-

BANNER 3 078

13. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION			UKRAINE	
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	336 100%	75 22%	100 30%	52 16%	99 29%	25 7%	80 24%	24 7%	70 21%	112 33%	25 7%	193 57%	143 43%	82 24%	161 48%	62 18%	147 44%	143 43%
<b>Total More Likely</b>	231 69%	42 56%	71 71%	40 77%	70 71%	16 67%	60 75%	13 54%	52 73%	70 63%	19 77%	126 66%	104 73%	65 80%	115 72%	31 50%	111 75%	92 64%
<b>Total Less Likely</b>	31 9%	7 9%	8 8%	3 6%	10 10%	4 15%	6 7%	1 4%	6 8%	13 11%	2 8%	21 11%	10 7%	3 3%	8 5%	18 29%	7 4%	20 14%
<b>Much More Likely</b>	157 47%	25 33%	50 50%	29 55%	50 51%	13 52%	42 53%	10 42%	37 53%	43 38%	11 46%	82 43%	74 52%	47 58%	78 48%	20 33%	84 57%	58 40%
<b>Somewhat More Likely</b>	74 22%	17 23%	22 22%	11 22%	20 20%	4 15%	18 22%	3 12%	14 20%	28 25%	8 31%	44 23%	30 21%	18 22%	37 23%	11 18%	27 18%	34 24%
<b>No Difference</b>	67 20%	25 34%	15 15%	9 17%	16 16%	4 18%	12 15%	7 30%	13 18%	28 25%	3 11%	43 22%	24 17%	14 17%	32 20%	12 19%	28 19%	27 19%
<b>DK/Ref DNR</b>	8 2%	-	5 5%	-	3 3%	-	3 3%	3 13%	-	1 1%	1 4%	3 1%	5 3%	-	6 3%	1 2%	2 1%	4 3%
<b>Somewhat Less Likely</b>	8 3%	4 5%	4 4%	1 2%	-	1 3%	2 2%	-	3 4%	2 2%	1 5%	6 3%	3 2%	3 3%	1 1%	5 8%	4 3%	3 2%
<b>Much Less Likely</b>	22 7%	3 4%	5 5%	2 4%	10 10%	3 12%	4 5%	1 4%	3 5%	11 10%	1 3%	15 8%	7 5%	-	7 5%	13 21%	2 1%	17 12%

BANNER 4 079

13. 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.

	TRUMP IMAGE				PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF	
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	336 100%	222 66%	51 15%	51 15%	226 67%	43 13%	308 92%	138 41%	73 22%	274 82%	78 23%	24 7%	180 54%	18 6%	12 3%	103 31%	85 25%	18 5%
<b>Total More Likely</b>	231 69%	178 80%	38 74%	9 17%	168 74%	18 40%	210 68%	110 80%	37 50%	189 69%	55 71%	11 47%	122 68%	15 83%	1 10%	74 72%	60 71%	10 55%
<b>Total Less Likely</b>	31 9%	4 2%	1 2%	24 47%	14 6%	11 26%	28 9%	6 4%	16 22%	26 9%	7 9%	6 25%	15 8%	1 6%	3 27%	7 7%	6 7%	3 18%
<b>Much More Likely</b>	157 47%	130 59%	16 32%	6 13%	114 50%	11 25%	140 46%	79 57%	20 27%	127 46%	36 46%	4 16%	74 41%	8 44%	-	42 41%	32 37%	2 13%
<b>Somewhat More Likely</b>	74 22%	48 22%	22 42%	2 5%	54 24%	7 16%	70 23%	31 23%	16 22%	62 23%	19 25%	7 30%	48 27%	7 39%	1 10%	32 31%	28 33%	7 42%
<b>No Difference</b>	67 20%	35 16%	12 24%	15 30%	38 17%	14 32%	62 20%	20 14%	19 26%	53 19%	15 19%	6 25%	41 23%	2 11%	6 49%	20 20%	18 21%	4 23%
<b>DK/Ref DNR</b>	8 2%	5 2%	-	3 6%	5 2%	1 2%	8 2%	2 1%	2 2%	6 2%	1 1%	1 4%	3 2%	-	2 14%	2 2%	1 1%	1 5%
<b>Somewhat Less Likely</b>	8 3%	1 0%	1 2%	6 11%	5 2%	3 7%	8 3%	2 1%	3 4%	8 3%	3 3%	1 4%	4 2%	-	1 8%	2 2%	2 2%	1 5%
<b>Much Less Likely</b>	22 7%	3 1%	-	18 35%	9 4%	8 19%	19 6%	4 3%	13 18%	18 7%	4 5%	5 21%	11 6%	1 6%	2 19%	5 5%	4 5%	2 12%



BANNER 5 080

13. 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.

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	336 100%	33 10%	24 7%	20 6%	6 2%	10 3%	5 2%	94 28%	30 9%	212 63%	68 20%	127 38%	142 42%	47 14%	200 59%	90 27%
<b>Total More Likely</b>	231 69%	18 56%	19 80%	16 80%	3 62%	7 69%	2 42%	65 69%	18 60%	148 70%	32 47%	114 90%	85 60%	15 32%	171 86%	45 50%
<b>Total Less Likely</b>	31 9%	6 18%	1 4%	-	2 38%	1 10%	-	8 8%	5 17%	18 8%	14 21%	2 2%	14 10%	11 23%	5 3%	14 16%
<b>Much More Likely</b>	157 47%	11 32%	8 36%	10 50%	1 18%	2 20%	1 19%	45 48%	11 36%	101 47%	17 25%	83 66%	56 40%	10 21%	123 61%	24 27%
<b>Somewhat More Likely</b>	74 22%	8 24%	10 44%	6 30%	2 44%	5 49%	1 23%	19 21%	7 24%	48 23%	15 22%	31 24%	28 20%	5 12%	48 24%	21 23%
<b>No Difference</b>	67 20%	8 23%	4 16%	4 20%	-	2 21%	3 58%	20 21%	6 20%	41 19%	18 27%	10 8%	39 27%	19 40%	22 11%	26 29%
<b>DK/Ref DNR</b>	8 2%	1 3%	-	-	-	-	-	2 2%	1 3%	5 2%	3 5%	1 1%	4 3%	2 4%	1 1%	5 5%
<b>Somewhat Less Likely</b>	8 3%	2 5%	-	-	-	1 10%	-	4 4%	-	5 2%	4 6%	1 1%	4 3%	4 8%	1 0%	4 4%
<b>Much Less Likely</b>	22 7%	4 13%	1 4%	-	2 38%	-	-	4 5%	5 17%	13 6%	10 16%	1 1%	11 8%	7 15%	5 2%	11 12%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 081

14. 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 Will  
Scharf

	TOTAL COMPLTE	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
		V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
TOTAL BAILEY	105 21%	46 19%	23 18%	33 29%	44 18%	44 25%	5 14%	63 19%	17 21%	22 32%	39 20%	16 27%	5 18%	30 21%	25 28%	47 19%
TOTAL SCHARF	197 39%	109 46%	47 37%	35 31%	115 48%	57 32%	17 46%	152 45%	30 37%	13 19%	85 43%	28 48%	5 21%	66 44%	36 40%	89 36%
Committed Bailey	46 9%	25 10%	5 4%	15 13%	18 7%	22 12%	2 6%	31 9%	4 5%	8 13%	16 8%	5 9%	1 4%	13 9%	8 9%	22 9%
Persuadable Bailey	16 3%	7 3%	3 2%	5 5%	6 2%	6 4%	-	9 3%	4 4%	3 4%	6 3%	5 8%	1 3%	6 4%	4 5%	5 2%
Lean Bailey	43 9%	14 6%	16 12%	14 12%	20 8%	15 9%	3 8%	23 7%	9 11%	11 16%	17 9%	6 10%	3 10%	11 7%	12 13%	20 8%
Hard Undecided DNR	200 40%	84 35%	57 45%	45 40%	84 35%	77 43%	15 40%	121 36%	36 43%	33 48%	73 37%	15 26%	16 62%	52 35%	28 32%	109 44%
Lean Scharf	78 16%	47 20%	22 17%	9 8%	46 19%	20 11%	10 28%	57 17%	16 20%	3 5%	34 17%	9 15%	2 8%	28 19%	15 17%	32 13%
Persuadable Scharf	48 10%	21 9%	14 11%	10 9%	31 13%	10 6%	4 10%	35 10%	9 11%	3 5%	20 10%	7 13%	2 9%	12 8%	11 12%	24 10%
Committed Scharf	70 14%	41 17%	11 9%	16 14%	39 16%	26 15%	3 8%	59 18%	5 6%	6 9%	31 16%	12 20%	1 4%	26 17%	10 11%	32 13%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 082

14. 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 Will  
Scharf

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
TOTAL BAILEY	105 21%	20 23%	22 32%	59 18%	24 20%	36 22%	43 21%	53 21%	52 21%	49 18%	54 26%	66 22%	26 21%	7 17%	3 20%
TOTAL SCHARF	197 39%	34 38%	25 36%	133 41%	53 44%	70 44%	71 34%	99 39%	98 40%	115 42%	78 37%	116 39%	49 39%	21 46%	7 47%
Committed Bailey	46 9%	10 11%	9 13%	25 8%	12 10%	11 7%	21 10%	26 10%	21 8%	23 8%	22 10%	28 9%	12 10%	4 8%	-
Persuadable Bailey	16 3%	2 2%	3 4%	10 3%	1 1%	5 3%	9 5%	6 2%	10 4%	5 2%	10 5%	12 4%	2 2%	1 3%	-
Lean Bailey	43 9%	9 10%	10 14%	24 7%	10 9%	20 13%	12 6%	21 8%	22 9%	21 8%	22 10%	26 9%	12 9%	2 5%	3 20%
Hard Undecided DNR	200 40%	35 39%	22 33%	132 41%	43 36%	55 34%	93 45%	104 41%	97 39%	111 40%	78 37%	119 39%	51 40%	17 37%	5 33%
Lean Scharf	78 16%	13 15%	15 22%	49 15%	19 15%	33 21%	25 12%	42 17%	36 15%	44 16%	33 16%	48 16%	16 13%	10 23%	2 15%
Persuadable Scharf	48 10%	8 9%	3 4%	35 11%	14 12%	17 11%	17 8%	25 10%	23 10%	27 10%	20 10%	27 9%	16 12%	4 9%	2 13%
Committed Scharf	70 14%	13 15%	7 10%	49 15%	20 17%	19 12%	28 14%	32 13%	38 16%	44 16%	26 12%	41 14%	17 13%	7 15%	3 19%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 083

14. 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 Will  
Scharf

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
TOTAL BAILEY	105 21%	20 20%	33 22%	17 19%	33 22%	13 29%	15 14%	9 25%	16 17%	42 23%	9 24%	62 23%	42 19%	20 15%	56 23%	22 24%	44 20%	45 22%
TOTAL SCHARF	197 39%	42 43%	55 36%	35 40%	61 41%	18 39%	45 41%	18 53%	40 42%	64 36%	11 30%	106 39%	91 40%	62 48%	97 41%	27 30%	97 43%	76 38%
Committed Bailey	46 9%	10 10%	16 10%	6 6%	12 8%	5 10%	8 7%	6 16%	7 8%	16 9%	5 13%	28 10%	19 8%	11 9%	21 9%	9 10%	18 8%	19 10%
Persuadable Bailey	16 3%	1 2%	4 3%	2 2%	8 5%	2 4%	4 4%	1 3%	2 2%	5 3%	2 6%	9 3%	6 3%	1 1%	12 5%	3 3%	6 3%	7 4%
Lean Bailey	43 9%	8 8%	13 9%	9 10%	13 8%	6 14%	3 3%	2 6%	7 8%	22 12%	2 6%	26 9%	17 8%	8 6%	23 9%	10 11%	20 9%	18 9%
Hard Undecided DNR	200 40%	35 36%	63 42%	37 42%	56 37%	14 32%	50 45%	8 22%	39 41%	74 41%	16 45%	107 39%	93 41%	48 37%	86 36%	41 46%	86 38%	82 40%
Lean Scharf	78 16%	18 19%	23 15%	11 12%	25 17%	4 10%	22 20%	9 24%	15 16%	23 13%	6 16%	41 15%	37 16%	24 18%	39 16%	11 12%	40 18%	29 14%
Persuadable Scharf	48 10%	10 11%	14 10%	11 13%	12 8%	5 11%	12 11%	4 11%	7 7%	18 10%	3 9%	31 11%	17 8%	16 13%	22 9%	8 9%	25 11%	17 8%
Committed Scharf	70 14%	13 14%	18 12%	13 15%	24 16%	8 19%	12 10%	6 18%	18 19%	24 13%	2 6%	34 12%	36 16%	22 17%	36 15%	9 10%	32 14%	30 15%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 084

14. 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 Will  
Scharf

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
TOTAL BAILEY	105 21%	63 19%	17 21%	22 32%	74 22%	20 31%	99 21%	32 16%	33 30%	86 21%	50 44%	7 21%	72 27%	6 20%	8 52%	30 20%	26 22%	8 33%
TOTAL SCHARF	197 39%	152 45%	30 37%	13 19%	134 40%	19 29%	182 39%	95 48%	30 28%	165 41%	30 27%	13 38%	92 35%	20 69%	4 27%	67 45%	51 43%	11 46%
Committed Bailey	46 9%	31 9%	4 5%	8 13%	31 9%	12 18%	44 10%	17 9%	16 15%	40 10%	29 26%	3 8%	34 13%	2 7%	4 29%	12 8%	12 10%	5 22%
Persuadable Bailey	16 3%	9 3%	4 4%	3 4%	11 3%	2 4%	16 3%	5 3%	5 5%	13 3%	5 4%	1 2%	13 5%	-	1 10%	6 4%	5 4%	-
Lean Bailey	43 9%	23 7%	9 11%	11 16%	32 10%	6 9%	40 9%	10 5%	12 11%	33 8%	16 14%	4 10%	25 10%	4 14%	2 13%	12 8%	9 7%	3 11%
Hard Undecided DNR	200 40%	121 36%	36 43%	33 48%	124 37%	27 41%	181 39%	71 36%	45 42%	156 38%	32 29%	14 41%	99 38%	3 11%	3 21%	51 34%	42 35%	5 21%
Lean Scharf	78 16%	57 17%	16 20%	3 5%	56 17%	8 13%	74 16%	45 23%	10 9%	70 17%	11 10%	5 14%	34 13%	3 11%	3 21%	23 15%	16 13%	2 9%
Persuadable Scharf	48 10%	35 10%	9 11%	3 5%	35 10%	3 5%	45 10%	19 10%	13 12%	40 10%	9 8%	3 9%	20 8%	8 26%	-	18 12%	15 12%	6 23%
Committed Scharf	70 14%	59 18%	5 6%	6 9%	44 13%	7 11%	63 14%	31 16%	7 6%	55 14%	10 9%	5 14%	38 14%	9 32%	1 6%	27 18%	21 17%	3 13%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 085

14. 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 Will  
Scharf

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
TOTAL BAILEY	105 21%	25 50%	17 50%	9 34%	3 47%	3 20%	2 25%	73 50%	5 10%	27 9%	105 100%	-	-	49 69%	31 11%	24 18%
TOTAL SCHARF	197 39%	13 25%	12 36%	9 34%	2 38%	10 74%	6 75%	44 30%	43 84%	110 36%	-	197 100%	-	4 5%	184 62%	9 7%
Committed Bailey	46 9%	19 37%	6 18%	4 15%	1 15%	-	2 25%	34 24%	1 2%	11 4%	46 44%	-	-	30 41%	12 4%	5 4%
Persuadable Bailey	16 3%	2 4%	2 6%	1 4%	-	-	-	12 8%	1 2%	3 1%	16 15%	-	-	5 7%	5 2%	5 4%
Lean Bailey	43 9%	5 9%	9 26%	4 15%	2 32%	3 20%	-	27 18%	3 6%	13 4%	43 41%	-	-	14 20%	14 5%	14 10%
Hard Undecided DNR	200 40%	13 26%	5 14%	8 32%	1 15%	1 6%	-	28 19%	3 6%	169 55%	-	-	200 100%	19 26%	79 27%	102 75%
Lean Scharf	78 16%	1 2%	7 22%	3 12%	-	1 8%	2 26%	19 13%	7 13%	52 17%	-	78 40%	-	2 3%	72 24%	4 3%
Persuadable Scharf	48 10%	2 5%	2 5%	4 14%	2 38%	3 20%	2 28%	11 8%	12 24%	25 8%	-	48 24%	-	-	46 16%	2 2%
Committed Scharf	70 14%	9 18%	3 9%	2 7%	-	6 46%	2 22%	14 9%	24 47%	33 11%	-	70 36%	-	1 2%	66 23%	3 2%

BANNER 1 086

15. 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.

	TOTAL COMPLTE	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
		V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	265 100%	128 48%	65 24%	60 23%	127 48%	94 36%	20 8%	169 64%	45 17%	40 15%	111 42%	31 12%	15 6%	80 30%	51 19%	124 47%
Total More Likely	12 4%	2 1%	5 8%	4 7%	4 3%	6 6%	-	4 3%	3 6%	5 12%	2 2%	1 3%	1 6%	1 1%	1 2%	9 7%
Total Less Likely	188 71%	106 82%	45 70%	34 56%	95 75%	68 72%	14 71%	132 78%	30 66%	21 52%	82 74%	26 83%	9 62%	54 68%	41 81%	90 72%
Much More Likely	5 2%	1 1%	1 2%	3 5%	3 2%	2 2%	-	2 1%	1 2%	2 5%	-	1 3%	1 6%	1 1%	-	4 3%
Somewhat More Likely	7 3%	1 1%	4 6%	1 1%	1 1%	4 4%	-	2 1%	2 4%	3 7%	2 2%	-	-	-	1 2%	4 4%
No Difference	49 18%	17 13%	12 18%	17 28%	18 14%	17 18%	6 29%	23 14%	10 22%	12 31%	20 18%	4 11%	3 20%	17 22%	7 13%	20 16%
DK/Ref DNR	16 6%	4 3%	3 4%	5 9%	10 8%	4 4%	-	10 6%	3 6%	2 5%	8 7%	1 3%	2 12%	8 9%	2 4%	6 5%
Somewhat Less Likely	61 23%	26 20%	24 37%	10 17%	26 21%	24 25%	5 27%	34 20%	14 32%	8 20%	26 23%	4 12%	3 19%	16 20%	10 20%	34 27%
Much Less Likely	127 48%	80 62%	22 34%	23 39%	69 54%	44 46%	9 44%	97 58%	15 34%	13 33%	56 50%	22 71%	6 43%	38 48%	31 61%	56 45%

BANNER 2 087

15. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	265 100%	43 16%	38 14%	172 65%	61 23%	95 36%	105 40%	130 49%	136 51%	138 52%	118 44%	157 59%	77 29%	20 8%	6 2%
Total More Likely	12 4%	1 3%	1 3%	8 5%	3 4%	5 6%	3 3%	8 6%	4 3%	5 4%	6 5%	6 4%	4 5%	1 7%	-
Total Less Likely	188 71%	32 74%	27 70%	126 73%	46 75%	68 71%	74 70%	88 68%	100 74%	107 77%	79 67%	110 70%	55 72%	15 75%	6 100%
Much More Likely	5 2%	1 3%	-	4 2%	1 2%	3 3%	1 1%	4 3%	1 1%	3 2%	2 2%	3 2%	1 1%	1 7%	-
Somewhat More Likely	7 3%	-	1 3%	4 3%	1 2%	3 3%	2 2%	4 3%	3 2%	2 1%	4 3%	3 2%	3 4%	-	-
No Difference	49 18%	8 18%	7 19%	29 17%	11 18%	17 18%	18 17%	26 20%	23 17%	21 15%	25 21%	29 18%	15 20%	2 12%	-
DK/Ref DNR	16 6%	2 5%	3 8%	9 5%	1 2%	5 5%	10 10%	8 6%	8 6%	6 4%	8 7%	12 8%	3 4%	1 7%	-
Somewhat Less Likely	61 23%	8 20%	9 23%	42 25%	15 26%	18 19%	26 25%	30 23%	31 23%	37 27%	23 20%	35 22%	16 21%	6 31%	3 47%
Much Less Likely	127 48%	24 55%	18 47%	83 48%	30 50%	49 52%	48 45%	58 45%	70 51%	70 51%	56 48%	76 48%	40 51%	9 44%	3 53%



BANNER 3 088

15. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	265 100%	47 18%	79 30%	57 21%	78 29%	20 8%	60 23%	17 6%	50 19%	100 38%	19 7%	148 56%	117 44%	79 30%	115 43%	50 19%	118 44%	112 42%
Total More Likely	12 4%	3 6%	4 5%	3 5%	2 2%	2 9%	2 3%	1 7%	2 4%	2 2%	3 16%	11 7%	1 1%	3 4%	2 2%	5 10%	7 6%	3 2%
Total Less Likely	188 71%	34 71%	53 67%	43 76%	57 73%	12 58%	41 68%	11 65%	40 80%	72 72%	14 73%	99 67%	89 76%	64 82%	81 71%	33 67%	89 76%	81 72%
Much More Likely	5 2%	1 2%	3 4%	1 2%	-	1 5%	-	-	1 2%	1 1%	2 12%	4 3%	1 1%	1 1%	-	4 8%	3 3%	1 1%
Somewhat More Likely	7 3%	2 4%	1 1%	1 2%	2 2%	1 5%	2 3%	1 7%	1 2%	1 1%	1 4%	7 5%	-	2 3%	2 2%	1 2%	4 3%	2 1%
No Difference	49 18%	10 21%	15 19%	8 13%	14 18%	4 19%	15 25%	3 17%	5 10%	20 20%	2 11%	30 20%	19 16%	11 14%	23 20%	9 18%	17 15%	20 18%
DK/Ref DNR	16 6%	1 2%	7 9%	3 6%	5 7%	3 14%	3 5%	2 11%	3 6%	6 6%	-	8 6%	8 7%	-	8 7%	3 6%	4 4%	8 7%
Somewhat Less Likely	61 23%	15 32%	14 18%	10 18%	20 26%	8 38%	14 23%	3 18%	13 26%	17 17%	6 33%	29 20%	32 27%	23 29%	25 22%	12 24%	23 20%	33 30%
Much Less Likely	127 48%	19 40%	39 49%	33 58%	37 47%	4 20%	27 45%	8 48%	27 53%	54 54%	8 40%	70 47%	58 49%	42 53%	56 49%	21 43%	65 56%	47 43%

BANNER 4 089

15. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	265 100%	169 64%	45 17%	40 15%	174 66%	39 15%	248 93%	111 42%	59 22%	214 81%	62 23%	21 8%	138 52%	19 7%	6 2%	77 29%	61 23%	15 6%
Total More Likely	12 4%	4 3%	3 6%	5 12%	8 5%	2 5%	11 4%	5 4%	4 7%	10 5%	3 5%	1 5%	5 4%	2 12%	-	3 4%	2 4%	1 9%
Total Less Likely	188 71%	132 78%	30 66%	21 52%	122 70%	27 68%	175 71%	83 75%	32 55%	149 70%	33 54%	14 66%	92 67%	10 55%	4 69%	54 70%	45 74%	8 57%
Much More Likely	5 2%	2 1%	1 2%	2 5%	3 2%	1 3%	4 2%	1 1%	2 3%	4 2%	2 4%	-	2 2%	1 7%	-	1 2%	1 2%	1 9%
Somewhat More Likely	7 3%	2 1%	2 4%	3 7%	5 3%	1 2%	7 3%	4 3%	2 4%	6 3%	1 1%	1 5%	3 2%	1 5%	-	2 3%	1 2%	-
No Difference	49 18%	23 14%	10 22%	12 31%	31 18%	10 26%	47 19%	16 15%	19 32%	40 19%	20 33%	3 14%	31 22%	3 17%	1 16%	13 17%	9 14%	3 21%
DK/Ref DNR	16 6%	10 6%	3 6%	2 5%	12 7%	1 2%	14 6%	7 6%	4 6%	15 7%	5 8%	3 15%	10 7%	3 16%	1 15%	7 9%	5 8%	2 13%
Somewhat Less Likely	61 23%	34 20%	14 32%	8 20%	41 23%	8 22%	56 23%	25 23%	13 22%	48 22%	11 19%	3 15%	30 22%	2 10%	1 21%	17 22%	16 26%	2 14%
Much Less Likely	127 48%	97 58%	15 34%	13 33%	82 47%	18 46%	119 48%	58 52%	19 33%	101 47%	22 36%	11 51%	61 45%	8 45%	3 48%	37 48%	29 48%	6 43%

BANNER 5 090

15. 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.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	265 100%	29 11%	17 6%	13 5%	4 2%	7 3%	5 2%	79 30%	26 10%	160 60%	48 18%	110 42%	107 40%	38 14%	155 58%	72 27%
Total More Likely	12 4%	2 7%	1 6%	-	-	1 14%	-	3 4%	3 12%	6 4%	4 8%	3 3%	5 5%	5 13%	4 3%	3 4%
Total Less Likely	188 71%	13 45%	10 59%	8 58%	2 55%	4 53%	5 100%	55 69%	17 64%	117 73%	24 50%	97 88%	67 63%	8 22%	139 90%	41 57%
Much More Likely	5 2%	-	1 6%	-	-	-	-	2 2%	-	3 2%	2 4%	1 1%	2 2%	2 5%	2 1%	1 1%
Somewhat More Likely	7 3%	2 7%	-	-	-	1 14%	-	1 1%	3 12%	3 2%	2 4%	2 2%	3 3%	3 8%	2 1%	2 3%
No Difference	49 18%	13 44%	4 23%	4 29%	1 22%	2 33%	-	17 22%	4 16%	27 17%	16 32%	8 7%	25 23%	21 55%	8 5%	19 27%
DK/Ref DNR	16 6%	1 3%	2 11%	2 13%	1 23%	-	-	5 6%	2 8%	10 6%	5 10%	2 2%	10 9%	4 10%	4 2%	9 12%
Somewhat Less Likely	61 23%	5 16%	6 36%	2 16%	-	1 12%	2 49%	17 21%	4 15%	40 25%	8 16%	26 24%	27 25%	6 15%	38 25%	17 24%
Much Less Likely	127 48%	9 29%	4 23%	6 42%	2 55%	3 42%	2 51%	38 47%	13 49%	77 48%	16 34%	71 64%	40 38%	3 7%	101 65%	24 33%

BANNER 1 091

16. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	233 100%	112 48%	61 26%	50 22%	117 50%	86 37%	14 6%	165 71%	31 13%	26 11%	86 37%	32 14%	15 6%	63 27%	39 17%	122 52%
Total More Likely	9 4%	2 2%	3 5%	3 6%	6 5%	2 2%	-	7 4%	-	2 7%	3 3%	-	-	4 6%	1 2%	3 2%
Total Less Likely	169 72%	86 77%	50 81%	32 63%	87 74%	67 78%	10 70%	123 75%	21 68%	18 71%	64 75%	30 94%	13 87%	45 71%	27 69%	92 76%
Much More Likely	6 3%	1 1%	3 5%	2 4%	5 4%	1 1%	-	5 3%	-	1 4%	3 3%	-	-	4 6%	1 2%	1 1%
Somewhat More Likely	3 1%	1 1%	-	1 2%	1 1%	1 1%	-	2 1%	-	1 3%	-	-	-	-	-	2 1%
No Difference	35 15%	14 13%	8 13%	10 20%	14 12%	12 14%	3 23%	21 13%	6 20%	4 14%	12 14%	-	2 13%	8 12%	10 26%	17 14%
DK/Ref DNR	21 9%	10 9%	1 2%	6 11%	10 8%	6 7%	1 8%	13 8%	4 12%	2 8%	7 8%	2 6%	-	7 11%	1 2%	10 8%
Somewhat Less Likely	50 21%	18 16%	18 30%	13 26%	25 21%	21 25%	2 16%	36 22%	6 20%	8 30%	22 26%	6 20%	2 16%	22 34%	6 17%	21 18%
Much Less Likely	119 51%	68 61%	31 51%	19 37%	62 53%	45 53%	7 54%	88 53%	15 48%	11 41%	42 49%	23 74%	10 71%	23 37%	21 52%	71 58%

BANNER 2 092

16. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	233 100%	46 20%	31 13%	149 64%	60 26%	69 30%	95 41%	109 47%	124 53%	130 56%	94 40%	142 61%	53 23%	21 9%	8 3%
Total More Likely	9 4%	2 4%	-	6 4%	-	2 3%	5 5%	3 3%	6 5%	7 5%	1 1%	6 4%	1 1%	-	-
Total Less Likely	169 72%	34 75%	20 65%	113 76%	51 85%	51 73%	65 68%	80 73%	89 72%	99 76%	67 71%	102 72%	40 76%	19 87%	6 77%
Much More Likely	6 3%	2 4%	-	4 3%	-	1 2%	4 4%	2 2%	4 3%	6 4%	-	5 3%	-	-	-
Somewhat More Likely	3 1%	-	-	2 1%	-	1 1%	1 1%	1 1%	2 2%	1 1%	1 1%	1 1%	1 1%	-	-
No Difference	35 15%	6 13%	9 28%	20 13%	8 14%	13 19%	13 14%	15 14%	20 16%	15 11%	19 20%	19 14%	10 19%	3 13%	2 23%
DK/Ref DNR	21 9%	4 8%	2 6%	11 7%	1 2%	4 6%	12 13%	12 11%	9 8%	9 7%	7 7%	15 11%	2 4%	-	-
Somewhat Less Likely	50 21%	12 25%	7 23%	31 21%	15 25%	16 24%	17 18%	29 26%	21 17%	30 23%	18 20%	31 22%	12 22%	5 24%	1 13%
Much Less Likely	119 51%	22 49%	13 42%	82 55%	36 60%	34 50%	48 50%	51 47%	68 55%	69 53%	49 52%	71 50%	29 54%	13 63%	5 64%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 093

16. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD		ABORTION		UKRAINE			
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	233 100%	36 15%	68 29%	46 20%	74 32%	20 9%	49 21%	10 4%	50 21%	86 37%	18 8%	131 56%	102 44%	62 27%	112 48%	36 16%	111 48%	92 39%
Total More Likely	9 4%	1 2%	1 1%	-	5 6%	2 10%	-	-	2 4%	4 5%	1 4%	8 6%	1 1%	2 3%	4 4%	2 5%	2 2%	6 6%
Total Less Likely	169 72%	27 74%	52 77%	38 82%	50 67%	14 68%	37 76%	8 82%	34 68%	61 70%	15 84%	94 72%	74 73%	48 77%	86 77%	25 68%	87 78%	69 76%
Much More Likely	6 3%	-	1 1%	-	4 5%	2 10%	-	-	1 2%	3 3%	-	6 4%	-	1 1%	4 4%	1 3%	2 2%	4 4%
Somewhat More Likely	3 1%	1 2%	-	-	1 1%	-	-	-	1 2%	1 1%	1 4%	2 1%	1 1%	1 1%	-	1 2%	-	2 2%
No Difference	35 15%	7 18%	7 11%	8 18%	12 16%	4 18%	8 16%	1 9%	6 13%	15 17%	1 6%	18 13%	17 17%	11 17%	14 13%	6 16%	17 15%	9 10%
DK/Ref DNR	21 9%	2 5%	7 11%	-	8 11%	1 5%	4 8%	1 9%	7 15%	7 8%	1 6%	11 9%	10 10%	2 3%	8 7%	4 11%	6 5%	8 8%
Somewhat Less Likely	50 21%	9 25%	19 29%	9 19%	11 15%	5 23%	12 24%	4 44%	6 11%	20 24%	3 17%	26 20%	24 23%	12 19%	26 23%	10 26%	22 20%	25 28%
Much Less Likely	119 51%	18 49%	33 48%	29 64%	38 51%	9 45%	25 52%	4 39%	28 57%	40 47%	12 67%	69 52%	50 49%	36 58%	60 53%	15 42%	64 58%	44 48%

BANNER 4 094

16. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	233 100%	165 71%	31 13%	26 11%	152 65%	29 13%	217 93%	101 43%	46 20%	193 83%	52 22%	19 8%	116 50%	11 5%	6 3%	67 29%	55 23%	10 4%
Total More Likely	9 4%	7 4%	-	2 7%	6 4%	1 3%	8 4%	3 3%	4 9%	9 5%	4 8%	-	5 4%	-	-	1 1%	1 2%	-
Total Less Likely	169 72%	123 75%	21 68%	18 71%	118 78%	17 59%	160 74%	77 77%	29 64%	139 72%	34 66%	14 75%	81 70%	9 82%	4 58%	52 78%	42 77%	7 76%
Much More Likely	6 3%	5 3%	-	1 4%	5 3%	-	6 3%	1 1%	4 9%	6 3%	3 6%	-	4 3%	-	-	1 1%	1 2%	-
Somewhat More Likely	3 1%	2 1%	-	1 3%	1 1%	1 3%	2 1%	2 2%	-	3 1%	1 2%	-	1 1%	-	-	-	-	-
No Difference	35 15%	21 13%	6 20%	4 14%	17 11%	10 35%	32 15%	12 12%	9 21%	28 15%	10 20%	3 15%	21 18%	-	3 42%	7 11%	6 11%	1 13%
DK/Ref DNR	21 9%	13 8%	4 12%	2 8%	11 7%	1 3%	17 8%	9 9%	3 7%	17 9%	3 6%	2 10%	9 8%	2 18%	-	6 9%	5 10%	1 12%
Somewhat Less Likely	50 21%	36 22%	6 20%	8 30%	34 22%	5 18%	47 22%	22 22%	8 17%	38 20%	15 29%	4 22%	27 24%	2 19%	1 13%	15 22%	10 18%	2 23%
Much Less Likely	119 51%	88 53%	15 48%	11 41%	85 56%	12 41%	113 52%	55 55%	21 47%	102 53%	19 37%	10 53%	54 46%	7 62%	3 45%	37 56%	32 59%	5 53%

BANNER 5 095

16. 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.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	233 100%	27 12%	16 7%	14 6%	4 2%	4 2%	2 1%	70 30%	18 8%	146 63%	51 22%	84 36%	99 42%	33 14%	128 55%	72 31%
Total More Likely	9 4%	3 11%	1 7%	-	-	-	-	5 7%	-	4 3%	4 8%	2 2%	3 3%	4 12%	3 2%	2 2%
Total Less Likely	169 72%	15 56%	11 69%	8 62%	3 75%	4 100%	1 44%	40 58%	14 82%	114 78%	24 46%	75 89%	70 71%	13 39%	114 89%	42 59%
Much More Likely	6 3%	2 7%	1 7%	-	-	-	-	4 6%	-	2 1%	3 5%	1 1%	2 2%	3 8%	2 2%	1 1%
Somewhat More Likely	3 1%	1 4%	-	-	-	-	-	1 2%	-	2 1%	1 2%	1 1%	1 1%	1 4%	1 1%	1 1%
No Difference	35 15%	8 29%	2 12%	3 23%	-	-	1 56%	17 25%	1 6%	17 11%	17 34%	1 1%	17 17%	15 44%	5 4%	15 21%
DK/Ref DNR	21 9%	1 4%	2 13%	2 14%	1 25%	-	-	7 10%	2 12%	12 8%	6 11%	6 7%	9 9%	2 6%	6 5%	13 18%
Somewhat Less Likely	50 21%	6 24%	9 54%	3 21%	1 31%	1 23%	-	18 26%	2 13%	29 20%	9 18%	20 24%	20 21%	4 12%	30 24%	16 22%
Much Less Likely	119 51%	9 32%	2 14%	6 41%	2 44%	3 77%	1 44%	22 32%	12 69%	85 58%	15 29%	55 65%	50 50%	9 27%	83 65%	27 37%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
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BANNER 1 096

17. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	254 100%	114 45%	65 25%	60 24%	116 46%	89 35%	17 7%	168 66%	42 16%	34 13%	96 38%	29 11%	13 5%	73 29%	46 18%	120 47%
Total More Likely	7 3%	3 2%	-	3 5%	3 2%	2 2%	-	3 2%	1 2%	3 9%	2 2%	-	-	1 1%	2 4%	3 2%
Total Less Likely	183 72%	87 76%	49 76%	40 67%	91 78%	70 79%	12 70%	125 75%	30 72%	23 68%	69 72%	26 91%	10 78%	56 77%	32 69%	88 73%
Much More Likely	5 2%	3 2%	-	2 3%	3 2%	2 2%	-	2 1%	1 2%	2 5%	1 1%	-	-	1 1%	1 2%	3 2%
Somewhat More Likely	2 1%	-	-	1 2%	-	-	-	1 1%	-	1 3%	1 1%	-	-	-	1 2%	-
No Difference	47 18%	15 13%	13 21%	13 22%	15 13%	14 16%	4 24%	26 15%	8 19%	7 21%	17 18%	1 3%	2 15%	12 16%	10 21%	20 17%
DK/Ref DNR	18 7%	10 8%	2 3%	4 6%	8 7%	3 3%	1 6%	14 8%	3 7%	1 3%	8 8%	2 6%	1 7%	4 5%	3 6%	10 8%
Somewhat Less Likely	50 20%	19 16%	19 29%	11 19%	16 14%	24 26%	7 39%	31 18%	11 26%	7 22%	22 23%	7 24%	1 10%	17 23%	12 26%	19 16%
Much Less Likely	133 52%	69 60%	31 47%	29 48%	75 65%	47 53%	5 31%	95 56%	19 46%	15 46%	47 49%	19 66%	9 68%	39 54%	19 42%	68 57%

BANNER 2 097

17. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	254 100%	39 15%	33 13%	168 66%	61 24%	76 30%	105 41%	129 51%	126 49%	133 52%	107 42%	153 60%	53 21%	29 12%	6 2%
Total More Likely	7 3%	-	-	6 3%	1 2%	1 1%	4 4%	6 4%	1 1%	5 4%	1 1%	5 3%	-	-	1 16%
Total Less Likely	183 72%	32 82%	25 74%	120 71%	43 71%	63 83%	70 67%	90 70%	93 74%	99 74%	79 74%	110 72%	44 82%	20 70%	2 33%
Much More Likely	5 2%	-	-	5 3%	1 2%	-	4 4%	5 4%	-	4 3%	1 1%	4 2%	-	-	1 16%
Somewhat More Likely	2 1%	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-	1 1%	-	-	-
No Difference	47 18%	5 13%	6 17%	31 19%	15 24%	11 14%	18 17%	24 18%	23 18%	18 14%	23 22%	25 16%	9 17%	9 30%	1 15%
DK/Ref DNR	18 7%	2 5%	3 9%	11 7%	2 4%	1 1%	13 13%	10 7%	8 6%	12 9%	4 4%	13 9%	1 2%	-	2 36%
Somewhat Less Likely	50 20%	10 27%	9 28%	29 17%	10 17%	19 25%	19 18%	23 18%	27 21%	23 17%	26 24%	31 21%	11 20%	7 22%	-
Much Less Likely	133 52%	22 56%	15 46%	91 54%	33 54%	44 58%	51 48%	67 52%	66 53%	76 57%	53 49%	79 52%	33 61%	14 47%	2 33%

CFG MO AG MARCH PRIMARY BENCHMARK  
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BANNER 3 098

17. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	254 100%	47 18%	76 30%	42 16%	77 30%	15 6%	53 21%	22 9%	53 21%	96 38%	16 6%	135 53%	120 47%	55 22%	128 50%	44 17%	116 46%	94 37%
Total More Likely	7 3%	1 2%	5 6%	-	-	-	1 2%	2 9%	1 2%	3 3%	-	5 4%	2 2%	-	2 1%	4 9%	2 2%	3 3%
Total Less Likely	183 72%	34 73%	52 69%	32 75%	58 76%	8 55%	39 74%	13 60%	43 81%	66 69%	14 87%	97 72%	86 72%	43 78%	92 72%	34 76%	89 76%	69 73%
Much More Likely	5 2%	1 2%	4 5%	-	-	-	1 2%	1 4%	1 2%	2 2%	-	4 3%	1 1%	-	2 1%	3 6%	2 2%	2 2%
Somewhat More Likely	2 1%	-	1 1%	-	-	-	-	1 5%	-	1 1%	-	1 1%	1 1%	-	-	1 2%	-	1 1%
No Difference	47 18%	9 20%	12 16%	9 22%	13 17%	6 38%	8 15%	4 18%	8 15%	19 20%	2 13%	27 20%	19 16%	9 16%	26 20%	6 13%	19 17%	17 18%
DK/Ref DNR	18 7%	2 5%	7 10%	1 2%	6 8%	1 7%	5 10%	3 13%	1 2%	8 8%	-	6 4%	12 10%	3 6%	8 7%	1 2%	7 6%	6 6%
Somewhat Less Likely	50 20%	11 23%	13 16%	7 16%	19 25%	1 7%	11 21%	4 20%	8 16%	23 24%	2 13%	25 19%	25 21%	9 17%	24 19%	12 28%	22 19%	20 22%
Much Less Likely	133 52%	24 51%	40 52%	25 59%	39 51%	7 48%	28 53%	9 40%	35 65%	43 45%	12 74%	72 53%	62 52%	34 61%	68 53%	21 48%	67 58%	48 51%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 099

17. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	254 100%	168 66%	42 16%	34 13%	158 62%	37 14%	231 91%	92 36%	61 24%	211 83%	57 22%	22 9%	135 53%	18 7%	8 3%	69 27%	57 22%	15 6%
Total More Likely	7 3%	3 2%	1 2%	3 9%	6 4%	-	6 3%	1 1%	3 5%	6 3%	3 5%	1 4%	4 3%	-	1 12%	1 1%	1 2%	1 6%
Total Less Likely	183 72%	125 75%	30 72%	23 68%	117 74%	26 72%	168 73%	67 73%	37 61%	151 71%	36 64%	15 68%	99 73%	15 83%	2 31%	54 78%	44 78%	10 68%
Much More Likely	5 2%	2 1%	1 2%	2 5%	4 2%	-	4 2%	1 1%	3 5%	4 2%	2 3%	1 4%	3 2%	-	1 12%	1 1%	1 2%	1 6%
Somewhat More Likely	2 1%	1 1%	-	1 3%	2 1%	-	2 1%	-	-	2 1%	1 2%	-	1 1%	-	-	-	-	-
No Difference	47 18%	26 15%	8 19%	7 21%	25 16%	10 26%	42 18%	15 16%	20 33%	41 19%	15 26%	4 19%	23 17%	1 6%	4 46%	8 12%	7 12%	3 20%
DK/Ref DNR	18 7%	14 8%	3 7%	1 3%	11 7%	1 2%	15 6%	9 9%	1 1%	14 6%	3 5%	2 8%	10 7%	2 11%	1 11%	6 9%	5 9%	1 6%
Somewhat Less Likely	50 20%	31 18%	11 26%	7 22%	34 22%	7 19%	47 21%	18 19%	17 27%	47 22%	17 30%	5 23%	36 26%	3 19%	1 16%	17 25%	14 25%	4 24%
Much Less Likely	133 52%	95 56%	19 46%	15 46%	82 52%	19 52%	120 52%	50 54%	21 34%	104 49%	19 34%	10 45%	63 47%	11 64%	1 16%	37 54%	30 53%	7 44%

BANNER 5 100

17. 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.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	254 100%	29 11%	18 7%	15 6%	4 2%	7 3%	7 3%	73 29%	31 12%	151 59%	56 22%	105 41%	93 37%	43 17%	142 56%	69 27%
Total More Likely	7 3%	4 14%	-	-	1 21%	-	-	2 3%	1 3%	4 3%	5 9%	1 1%	1 1%	5 12%	1 1%	1 1%
Total Less Likely	183 72%	11 39%	15 84%	12 82%	2 56%	7 100%	5 72%	50 68%	26 84%	108 71%	32 57%	91 86%	60 65%	12 27%	125 88%	46 67%
Much More Likely	5 2%	3 9%	-	-	1 21%	-	-	1 1%	1 3%	3 2%	3 5%	1 1%	1 1%	3 6%	1 1%	1 1%
Somewhat More Likely	2 1%	1 4%	-	-	-	-	-	1 2%	-	1 1%	2 4%	-	-	2 5%	-	-
No Difference	47 18%	12 41%	3 16%	3 18%	1 23%	-	1 13%	19 26%	2 6%	25 17%	17 30%	8 7%	22 24%	26 61%	8 5%	12 18%
DK/Ref DNR	18 7%	2 7%	-	-	-	-	1 15%	2 3%	2 7%	14 9%	2 3%	6 6%	10 11%	-	8 6%	9 14%
Somewhat Less Likely	50 20%	6 21%	8 42%	7 48%	1 31%	2 30%	1 18%	23 31%	3 11%	24 16%	19 34%	15 14%	16 17%	8 19%	23 16%	19 28%
Much Less Likely	133 52%	5 18%	8 42%	5 34%	1 26%	5 70%	4 53%	27 37%	22 73%	84 56%	13 24%	76 72%	44 48%	4 9%	103 72%	27 39%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 101

18. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	247 100%	123 50%	55 22%	62 25%	120 49%	86 35%	18 7%	169 68%	42 17%	32 13%	87 35%	24 10%	16 6%	77 31%	33 13%	131 53%
Total More Likely	10 4%	1 1%	2 3%	7 12%	4 3%	2 2%	3 16%	5 3%	1 3%	4 11%	2 2%	1 4%	1 6%	2 2%	3 10%	5 4%
Total Less Likely	171 69%	99 80%	37 67%	31 51%	96 80%	53 61%	8 45%	126 75%	29 69%	15 46%	61 70%	21 89%	12 76%	59 77%	23 71%	87 67%
Much More Likely	6 2%	1 1%	2 3%	3 5%	3 2%	1 1%	1 5%	4 3%	-	2 6%	2 2%	1 4%	-	2 2%	2 8%	2 1%
Somewhat More Likely	4 2%	-	-	4 6%	1 1%	1 1%	2 11%	1 1%	1 3%	2 5%	-	-	1 6%	-	1 3%	3 2%
No Difference	52 21%	16 13%	14 25%	20 33%	14 12%	25 29%	6 33%	26 15%	10 25%	12 37%	18 21%	2 8%	1 6%	12 15%	5 16%	30 23%
DK/Ref DNR	15 6%	8 6%	3 5%	3 4%	6 5%	6 7%	1 5%	11 7%	2 4%	2 6%	6 6%	-	2 12%	5 6%	1 3%	8 6%
Somewhat Less Likely	57 23%	24 20%	20 37%	13 20%	30 25%	19 22%	3 19%	41 25%	8 20%	6 18%	21 24%	4 18%	4 24%	22 29%	7 21%	28 21%
Much Less Likely	114 46%	75 61%	17 30%	19 30%	66 55%	33 39%	5 26%	85 50%	20 48%	9 28%	40 46%	17 71%	8 51%	37 48%	16 50%	60 46%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 102

18. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	247 100%	42 17%	32 13%	168 68%	56 23%	79 32%	107 43%	129 52%	118 48%	142 57%	99 40%	154 62%	58 23%	23 9%	7 3%
Total More Likely	10 4%	1 2%	-	9 5%	3 5%	4 4%	3 3%	6 5%	4 3%	7 5%	3 3%	3 2%	4 6%	1 6%	1 16%
Total Less Likely	171 69%	33 78%	21 66%	116 69%	37 66%	58 72%	74 69%	93 72%	77 66%	101 71%	68 69%	112 73%	35 61%	17 72%	4 58%
Much More Likely	6 2%	1 2%	-	5 3%	1 3%	3 4%	2 2%	3 3%	3 2%	5 3%	1 2%	2 1%	3 5%	1 6%	-
Somewhat More Likely	4 2%	-	-	4 2%	1 2%	1 1%	1 1%	3 2%	1 1%	2 2%	2 2%	1 1%	1 1%	-	1 16%
No Difference	52 21%	8 18%	8 24%	33 19%	16 29%	15 19%	19 18%	24 19%	27 23%	25 18%	24 24%	25 16%	19 33%	5 21%	2 26%
DK/Ref DNR	15 6%	1 2%	3 10%	10 6%	-	3 4%	11 10%	5 4%	10 8%	9 7%	4 4%	14 9%	-	-	-
Somewhat Less Likely	57 23%	10 23%	7 22%	40 24%	15 26%	18 22%	23 22%	34 26%	23 20%	29 21%	26 27%	34 22%	13 22%	9 38%	-
Much Less Likely	114 46%	23 54%	14 44%	76 45%	22 40%	40 50%	51 48%	60 46%	54 46%	71 50%	42 42%	79 51%	22 39%	8 34%	4 58%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 103

18. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	247 100%	47 19%	80 32%	41 16%	74 30%	27 11%	50 20%	16 7%	48 19%	82 33%	23 9%	136 55%	112 45%	65 26%	119 48%	43 18%	98 40%	114 46%
Total More Likely	10 4%	4 9%	1 1%	2 5%	2 2%	2 7%	2 5%	3 18%	1 2%	1 1%	1 3%	8 6%	2 2%	1 1%	5 4%	4 10%	2 2%	6 5%
Total Less Likely	171 69%	30 63%	62 78%	26 65%	50 67%	15 55%	38 75%	10 60%	44 91%	48 59%	16 70%	95 70%	76 68%	52 80%	79 66%	30 68%	72 73%	76 66%
Much More Likely	6 2%	2 5%	1 1%	2 5%	1 1%	-	2 5%	2 11%	1 2%	1 1%	-	4 3%	2 2%	1 1%	2 2%	3 6%	2 2%	3 2%
Somewhat More Likely	4 2%	2 4%	-	-	1 1%	2 7%	-	1 7%	-	-	1 3%	4 3%	-	-	2 2%	2 4%	-	3 2%
No Difference	52 21%	13 28%	11 14%	12 30%	14 18%	9 35%	6 12%	3 17%	2 5%	26 32%	5 19%	30 22%	22 20%	9 13%	27 23%	9 21%	17 18%	29 25%
DK/Ref DNR	15 6%	-	5 7%	-	9 12%	1 3%	4 8%	1 6%	1 2%	7 8%	2 7%	4 3%	11 10%	3 5%	8 7%	-	7 7%	5 4%
Somewhat Less Likely	57 23%	15 32%	18 23%	7 16%	15 21%	6 21%	16 33%	1 6%	12 24%	15 18%	7 29%	34 25%	22 20%	14 21%	28 23%	13 29%	21 22%	31 27%
Much Less Likely	114 46%	15 31%	44 55%	20 49%	34 47%	9 34%	21 42%	9 53%	32 67%	33 40%	10 41%	60 44%	54 48%	38 59%	51 43%	17 40%	50 51%	45 39%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 104

18. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	247 100%	169 68%	42 17%	32 13%	164 66%	33 13%	230 93%	99 40%	53 21%	208 84%	61 25%	17 7%	137 55%	11 5%	8 3%	78 32%	65 26%	11 4%
Total More Likely	10 4%	5 3%	1 3%	4 11%	5 3%	3 10%	10 4%	2 2%	5 10%	9 4%	1 2%	1 5%	5 4%	-	1 18%	2 3%	2 4%	-
Total Less Likely	171 69%	126 75%	29 69%	15 46%	114 69%	21 65%	158 69%	76 76%	28 53%	141 68%	34 56%	10 59%	93 68%	9 75%	5 58%	60 77%	50 77%	7 62%
Much More Likely	6 2%	4 3%	-	2 6%	2 1%	2 7%	6 3%	1 1%	3 6%	5 2%	-	1 5%	3 2%	-	1 18%	2 3%	2 4%	-
Somewhat More Likely	4 2%	1 1%	1 3%	2 5%	3 2%	1 2%	4 2%	1 1%	2 4%	4 2%	1 2%	-	2 2%	-	-	-	-	-
No Difference	52 21%	26 15%	10 25%	12 37%	36 22%	8 23%	48 21%	13 13%	17 32%	44 21%	21 34%	5 30%	31 23%	3 25%	1 14%	11 14%	9 14%	3 30%
DK/Ref DNR	15 6%	11 7%	2 4%	2 6%	9 6%	1 3%	13 6%	9 9%	3 5%	14 7%	5 8%	1 5%	8 6%	-	1 10%	5 6%	4 6%	1 8%
Somewhat Less Likely	57 23%	41 25%	8 20%	6 18%	34 21%	8 24%	51 22%	29 29%	11 20%	50 24%	15 25%	4 24%	38 27%	2 19%	1 15%	24 30%	22 33%	3 32%
Much Less Likely	114 46%	85 50%	20 48%	9 28%	80 49%	13 41%	108 47%	47 47%	17 32%	91 44%	19 31%	6 35%	56 41%	6 56%	4 43%	37 47%	28 43%	3 31%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 105

18. 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.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	247 100%	28 11%	24 10%	11 5%	2 1%	4 2%	4 2%	77 31%	25 10%	146 59%	51 21%	103 42%	93 38%	36 15%	148 60%	64 26%
Total More Likely	10 4%	1 3%	1 5%	-	-	-	-	5 6%	-	5 4%	4 9%	3 3%	3 3%	5 15%	4 3%	1 1%
Total Less Likely	171 69%	11 41%	16 66%	8 68%	1 52%	3 76%	4 100%	44 57%	17 67%	110 76%	24 48%	82 79%	65 70%	10 27%	122 82%	39 62%
Much More Likely	6 2%	1 3%	-	-	-	-	-	2 3%	-	4 3%	3 6%	2 2%	1 1%	3 9%	3 2%	-
Somewhat More Likely	4 2%	-	1 5%	-	-	-	-	2 3%	-	2 1%	1 2%	1 1%	2 2%	2 6%	1 1%	1 1%
No Difference	52 21%	13 46%	7 30%	3 24%	1 48%	1 24%	-	24 31%	6 25%	22 15%	20 40%	13 12%	18 20%	18 50%	15 10%	18 29%
DK/Ref DNR	15 6%	3 10%	-	1 8%	-	-	-	5 6%	2 8%	8 6%	2 4%	6 6%	7 8%	3 8%	7 5%	6 9%
Somewhat Less Likely	57 23%	6 23%	8 32%	4 35%	1 52%	1 25%	1 27%	24 32%	2 8%	30 21%	14 28%	18 18%	24 26%	6 16%	29 20%	22 34%
Much Less Likely	114 46%	5 18%	8 33%	4 33%	-	2 51%	3 73%	20 26%	15 60%	79 55%	10 19%	63 61%	41 44%	4 11%	93 63%	17 27%

BANNER 1 106

19. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	261 100%	120 46%	70 27%	63 24%	113 43%	115 44%	14 5%	170 65%	47 18%	36 14%	116 44%	28 11%	15 6%	81 31%	47 18%	124 48%
Total More Likely	7 3%	4 3%	2 3%	2 3%	5 4%	2 1%	-	5 3%	1 2%	2 5%	4 4%	-	-	4 5%	1 2%	2 1%
Total Less Likely	168 64%	88 74%	44 63%	32 50%	78 69%	77 67%	6 43%	119 70%	26 55%	21 58%	72 62%	20 73%	12 77%	51 63%	29 61%	86 69%
Much More Likely	3 1%	1 1%	2 3%	-	3 2%	-	-	3 2%	-	-	2 2%	-	-	3 3%	-	-
Somewhat More Likely	4 2%	3 2%	-	2 3%	2 2%	2 1%	-	2 1%	1 2%	2 5%	3 2%	-	-	2 2%	1 2%	2 1%
No Difference	55 21%	17 15%	19 27%	15 25%	19 17%	25 22%	4 29%	31 18%	11 22%	10 27%	25 21%	5 18%	2 12%	16 19%	12 26%	22 17%
DK/Ref DNR	31 12%	11 9%	5 7%	14 22%	12 10%	11 10%	4 28%	15 9%	10 21%	4 11%	15 13%	2 9%	2 11%	10 12%	5 11%	15 12%
Somewhat Less Likely	52 20%	23 19%	19 28%	10 16%	21 18%	28 24%	1 7%	27 16%	14 30%	9 24%	30 26%	2 7%	5 32%	17 21%	12 26%	23 18%
Much Less Likely	116 44%	66 55%	24 35%	22 35%	57 51%	49 42%	5 36%	93 54%	12 24%	12 33%	42 36%	18 66%	7 45%	34 43%	17 35%	63 51%

BANNER 2 107

19. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
<b>TOTAL</b>	261 100%	48 19%	36 14%	169 65%	62 24%	81 31%	113 43%	142 55%	119 45%	138 53%	116 45%	158 61%	65 25%	21 8%	11 4%
Total More Likely	7 3%	2 4%	1 2%	4 3%	-	1 1%	6 6%	3 2%	4 3%	6 5%	1 1%	6 4%	1 1%	-	-
Total Less Likely	168 64%	34 69%	25 70%	108 64%	36 59%	57 70%	71 63%	81 57%	87 73%	88 64%	76 65%	104 65%	41 63%	15 72%	5 44%
Much More Likely	3 1%	1 2%	-	2 1%	-	-	3 2%	1 1%	2 1%	3 2%	-	3 2%	-	-	-
Somewhat More Likely	4 2%	1 2%	1 2%	3 2%	-	1 1%	4 3%	2 2%	2 2%	4 3%	1 1%	4 2%	1 1%	-	-
No Difference	55 21%	8 17%	8 23%	33 20%	21 34%	14 17%	18 16%	38 27%	17 14%	22 16%	30 25%	26 16%	18 29%	6 28%	3 26%
DK/Ref DNR	31 12%	5 10%	2 5%	24 14%	4 7%	9 12%	17 15%	20 14%	11 9%	21 15%	10 9%	23 15%	5 8%	-	3 30%
Somewhat Less Likely	52 20%	10 21%	9 25%	33 19%	11 17%	14 17%	27 24%	28 20%	24 20%	27 19%	24 20%	34 22%	10 16%	6 29%	1 9%
Much Less Likely	116 44%	24 49%	16 45%	75 44%	26 42%	43 53%	44 39%	53 37%	63 53%	62 45%	52 45%	69 44%	30 47%	9 42%	4 35%

BANNER 3 108

19. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	261 100%	57 22%	82 31%	40 15%	77 29%	18 7%	63 24%	17 6%	54 21%	90 34%	20 8%	149 57%	112 43%	62 24%	140 54%	39 15%	122 47%	104 40%
Total More Likely	7 3%	1 1%	3 3%	-	4 5%	1 5%	1 1%	1 5%	-	4 4%	1 4%	7 5%	-	1 1%	3 2%	3 7%	3 2%	4 4%
Total Less Likely	168 64%	28 50%	51 62%	32 81%	52 69%	12 68%	42 67%	8 47%	38 70%	55 61%	13 66%	92 62%	76 68%	43 70%	95 68%	21 53%	88 72%	63 61%
Much More Likely	3 1%	-	1 1%	-	2 2%	-	-	1 5%	-	2 2%	-	3 2%	-	1 1%	2 1%	-	2 1%	1 1%
Somewhat More Likely	4 2%	1 1%	2 2%	-	2 2%	1 5%	1 1%	-	-	2 2%	1 4%	4 3%	-	-	2 1%	3 7%	1 1%	3 3%
No Difference	55 21%	22 38%	14 17%	5 14%	12 15%	4 21%	11 18%	4 25%	12 22%	20 22%	4 21%	36 24%	19 17%	14 23%	25 18%	8 21%	20 16%	25 24%
DK/Ref DNR	31 12%	6 11%	14 17%	2 5%	9 11%	1 6%	9 14%	4 22%	5 9%	11 12%	2 9%	15 10%	17 15%	4 6%	17 12%	8 19%	12 10%	11 11%
Somewhat Less Likely	52 20%	11 19%	17 21%	7 17%	17 22%	4 22%	13 21%	4 25%	8 15%	17 19%	5 26%	24 16%	28 25%	11 18%	31 22%	6 16%	25 21%	21 21%
Much Less Likely	116 44%	18 31%	34 41%	26 65%	35 46%	8 46%	29 46%	4 23%	30 55%	38 42%	8 40%	68 46%	48 43%	32 52%	64 46%	14 36%	63 52%	42 40%

BANNER 4 109

19. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	261 100%	170 65%	47 18%	36 14%	175 67%	28 11%	240 92%	108 41%	45 17%	211 81%	67 26%	15 6%	146 56%	17 7%	7 3%	77 30%	63 24%	13 5%
Total More Likely	7 3%	5 3%	1 2%	2 5%	5 3%	1 3%	7 3%	3 2%	2 4%	5 2%	2 3%	-	4 2%	-	-	2 2%	2 3%	-
Total Less Likely	168 64%	119 70%	26 55%	21 58%	109 62%	18 63%	153 64%	70 65%	24 53%	134 64%	38 57%	8 53%	90 62%	11 65%	2 25%	49 64%	41 65%	7 55%
Much More Likely	3 1%	3 2%	-	-	2 1%	-	3 1%	1 1%	1 2%	2 1%	1 1%	-	1 1%	-	-	-	-	-
Somewhat More Likely	4 2%	2 1%	1 2%	2 5%	4 2%	1 3%	4 2%	2 2%	1 2%	3 2%	1 1%	-	3 2%	-	-	2 2%	2 3%	-
No Difference	55 21%	31 18%	11 22%	10 27%	39 22%	9 31%	52 22%	22 21%	14 32%	46 22%	22 33%	5 35%	37 25%	4 25%	5 75%	19 24%	16 25%	6 45%
DK/Ref DNR	31 12%	15 9%	10 21%	4 11%	22 12%	1 4%	28 12%	13 12%	5 11%	26 12%	5 7%	2 12%	15 10%	2 11%	-	7 9%	5 7%	-
Somewhat Less Likely	52 20%	27 16%	14 30%	9 24%	37 21%	5 18%	50 21%	21 20%	10 23%	43 20%	18 26%	1 6%	31 21%	3 17%	-	16 20%	13 20%	2 14%
Much Less Likely	116 44%	93 54%	12 24%	12 33%	72 41%	13 45%	103 43%	49 45%	14 30%	91 43%	20 30%	7 47%	60 41%	8 47%	2 25%	34 44%	28 45%	5 41%

BANNER 5 110

19. 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.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	261 100%	29 11%	21 8%	14 5%	2 1%	10 4%	4 2%	82 31%	27 10%	152 58%	54 21%	94 36%	114 44%	40 15%	150 57%	72 28%
<b>Total More Likely</b>	7 3%	1 3%	-	1 7%	-	-	-	4 5%	1 3%	2 1%	5 10%	1 1%	1 1%	5 12%	1 1%	2 2%
<b>Total Less Likely</b>	168 64%	12 42%	15 71%	9 65%	2 100%	6 57%	1 23%	50 60%	17 63%	101 67%	23 42%	71 76%	74 65%	13 34%	119 80%	36 50%
<b>Much More Likely</b>	3 1%	1 3%	-	-	-	-	-	2 2%	-	1 1%	2 3%	1 1%	-	2 5%	1 1%	-
<b>Somewhat More Likely</b>	4 2%	-	-	1 7%	-	-	-	3 3%	1 3%	1 1%	4 7%	-	1 1%	3 7%	-	2 2%
<b>No Difference</b>	55 21%	13 45%	5 24%	3 22%	-	3 33%	3 77%	20 25%	6 23%	29 19%	21 38%	13 14%	21 19%	18 45%	17 12%	20 28%
<b>DK/Ref DNR</b>	31 12%	3 10%	1 5%	1 6%	-	1 9%	-	8 9%	3 10%	21 14%	5 9%	8 9%	18 16%	4 10%	12 8%	15 21%
<b>Somewhat Less Likely</b>	52 20%	5 17%	9 42%	2 14%	1 51%	2 19%	-	21 26%	3 11%	28 18%	12 23%	16 17%	23 21%	10 26%	30 20%	11 16%
<b>Much Less Likely</b>	116 44%	7 24%	6 29%	7 51%	1 49%	4 39%	1 23%	28 34%	14 52%	74 48%	10 19%	55 59%	51 45%	3 8%	89 59%	24 34%

BANNER 1 111

20. 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.

	IDEO				TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	239 100%	114 48%	55 23%	60 25%	110 46%	88 37%	20 8%	152 64%	40 17%	36 15%	97 40%	25 10%	11 5%	72 30%	48 20%	111 46%
Total More Likely	8 3%	2 2%	1 2%	5 8%	5 4%	2 2%	-	4 3%	1 2%	1 3%	4 4%	-	-	2 3%	1 2%	5 4%
Total Less Likely	148 62%	81 71%	32 59%	30 50%	72 66%	54 62%	12 60%	105 69%	20 49%	22 61%	66 68%	18 74%	8 74%	49 69%	29 60%	63 57%
Much More Likely	6 2%	1 1%	1 2%	4 7%	4 3%	1 1%	-	3 2%	1 2%	1 3%	3 3%	-	-	2 3%	1 2%	3 3%
Somewhat More Likely	2 1%	1 1%	-	1 2%	1 1%	1 1%	-	1 1%	-	-	1 1%	-	-	-	-	2 2%
No Difference	67 28%	23 20%	21 38%	19 32%	23 20%	29 33%	8 40%	34 22%	14 35%	12 34%	24 25%	3 11%	1 9%	14 19%	16 33%	35 32%
DK/Ref DNR	16 7%	8 7%	1 2%	6 9%	11 10%	3 3%	-	10 7%	5 14%	1 2%	3 3%	4 15%	2 18%	7 9%	2 4%	8 7%
Somewhat Less Likely	43 18%	20 17%	13 23%	8 13%	19 17%	18 20%	4 20%	27 18%	8 19%	7 20%	24 25%	2 9%	-	17 24%	11 23%	12 11%
Much Less Likely	105 44%	61 54%	20 36%	22 37%	53 48%	36 42%	8 40%	78 51%	12 30%	15 41%	42 44%	16 65%	8 74%	32 45%	18 37%	51 46%



BANNER 2 112

20. 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.

	CONSERVATIVE TALK				AGE			GENDER		EDU		GENERATION			
	TOTAL COMPLTE	DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
<b>TOTAL</b>	239 100%	47 20%	34 14%	149 62%	52 22%	82 34%	96 40%	125 52%	114 48%	132 55%	100 42%	144 60%	64 27%	20 9%	2 1%
Total More Likely	8 3%	1 2%	-	7 5%	-	3 3%	4 4%	6 5%	2 2%	6 4%	2 2%	7 5%	-	-	-
Total Less Likely	148 62%	32 67%	20 60%	88 59%	33 64%	52 63%	57 60%	72 57%	76 67%	80 61%	62 62%	91 64%	35 55%	14 69%	1 57%
Much More Likely	6 2%	1 2%	-	5 3%	-	2 2%	3 3%	5 4%	1 1%	5 4%	1 1%	5 3%	-	-	-
Somewhat More Likely	2 1%	-	-	2 1%	-	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	2 1%	-	-	-
No Difference	67 28%	10 20%	9 26%	47 31%	17 34%	24 29%	24 25%	37 30%	30 26%	35 26%	31 31%	32 23%	25 40%	6 31%	1 43%
DK/Ref DNR	16 7%	5 10%	5 14%	7 5%	1 2%	4 5%	11 12%	10 8%	6 5%	11 9%	5 5%	13 9%	3 5%	-	-
Somewhat Less Likely	43 18%	11 23%	6 19%	21 14%	14 26%	11 13%	16 17%	20 16%	23 20%	23 17%	18 18%	21 15%	10 16%	7 36%	1 57%
Much Less Likely	105 44%	21 44%	14 41%	67 45%	20 38%	41 49%	41 43%	52 42%	53 47%	58 43%	44 44%	70 49%	25 39%	7 33%	-

BANNER 3 113

20. 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.

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	239 100%	43 18%	75 31%	44 18%	68 29%	20 8%	51 21%	17 7%	45 19%	90 37%	17 7%	118 50%	121 50%	58 24%	106 44%	53 22%	107 45%	96 40%
Total More Likely	8 3%	-	5 6%	-	2 3%	1 5%	-	1 6%	1 2%	4 4%	1 6%	6 5%	2 2%	-	4 4%	3 5%	2 2%	5 5%
Total Less Likely	148 62%	24 56%	44 59%	27 62%	47 69%	14 72%	30 59%	8 50%	34 76%	50 55%	12 70%	73 62%	75 62%	45 79%	61 58%	32 60%	77 72%	54 56%
Much More Likely	6 2%	-	4 5%	-	1 1%	1 5%	-	1 6%	1 2%	3 3%	-	4 3%	2 2%	-	3 3%	3 5%	1 1%	4 4%
Somewhat More Likely	2 1%	-	1 1%	-	1 1%	-	-	-	1 1%	1 6%	1 6%	2 2%	-	-	1 1%	-	1 1%	1 1%
No Difference	67 28%	18 42%	17 23%	15 33%	15 23%	5 23%	14 28%	5 32%	7 16%	33 36%	3 19%	35 29%	32 27%	9 16%	31 29%	18 34%	23 21%	33 34%
DK/Ref DNR	16 7%	1 2%	9 12%	2 5%	4 6%	-	7 14%	2 12%	3 6%	4 4%	1 5%	5 4%	12 10%	3 5%	10 9%	-	6 5%	5 5%
Somewhat Less Likely	43 18%	10 23%	9 12%	9 22%	12 18%	5 25%	8 16%	3 15%	8 17%	14 16%	5 30%	18 15%	25 21%	11 19%	22 21%	8 15%	21 20%	18 19%
Much Less Likely	105 44%	14 33%	35 47%	17 40%	35 51%	9 47%	22 42%	6 35%	26 58%	36 40%	7 40%	56 47%	50 41%	34 60%	40 37%	24 45%	56 52%	36 37%

BANNER 4 114

20. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	239 100%	152 64%	40 17%	36 15%	157 66%	31 13%	225 94%	97 40%	51 21%	193 81%	54 23%	19 8%	130 54%	14 6%	10 4%	77 32%	59 25%	14 6%
Total More Likely	8 3%	4 3%	1 2%	1 3%	4 3%	2 6%	7 3%	1 1%	3 6%	6 3%	3 5%	-	4 3%	-	-	1 1%	1 1%	-
Total Less Likely	148 62%	105 69%	20 49%	22 61%	105 67%	13 43%	139 62%	60 62%	29 57%	116 60%	26 49%	11 57%	73 57%	7 51%	3 30%	46 59%	34 58%	4 30%
Much More Likely	6 2%	3 2%	1 2%	1 3%	3 2%	1 3%	5 2%	1 1%	3 6%	5 2%	3 5%	-	3 2%	-	-	1 1%	1 1%	-
Somewhat More Likely	2 1%	1 1%	-	-	1 1%	1 3%	2 1%	-	-	1 0%	-	-	1 1%	-	-	-	-	-
No Difference	67 28%	34 22%	14 35%	12 34%	39 25%	15 48%	64 28%	31 32%	17 34%	59 30%	21 39%	7 39%	43 33%	6 42%	6 61%	27 34%	21 35%	9 64%
DK/Ref DNR	16 7%	10 7%	5 14%	1 2%	10 6%	1 3%	15 7%	5 5%	2 4%	13 7%	4 8%	1 5%	10 8%	1 7%	1 9%	4 5%	3 5%	1 6%
Somewhat Less Likely	43 18%	27 18%	8 19%	7 20%	32 21%	3 10%	42 19%	17 17%	11 22%	35 18%	13 25%	3 16%	24 18%	1 8%	1 8%	11 14%	6 11%	-
Much Less Likely	105 44%	78 51%	12 30%	15 41%	72 46%	10 33%	98 43%	44 45%	17 34%	81 42%	13 24%	8 41%	50 38%	6 43%	2 22%	35 45%	28 47%	4 30%

BANNER 5 115

20. 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.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	239 100%	23 10%	14 6%	13 5%	2 1%	7 3%	7 3%	66 28%	27 11%	146 61%	48 20%	96 40%	95 40%	32 13%	144 60%	63 26%
<b>Total More Likely</b>	8 3%	1 4%	1 8%	-	-	-	-	4 6%	1 3%	3 2%	3 6%	2 2%	3 3%	3 9%	3 2%	2 3%
<b>Total Less Likely</b>	148 62%	10 43%	4 32%	9 70%	1 55%	3 38%	4 61%	37 55%	17 65%	94 64%	20 41%	70 73%	58 61%	9 29%	108 75%	31 49%
<b>Much More Likely</b>	6 2%	1 4%	1 8%	-	-	-	-	3 4%	1 3%	2 1%	3 6%	2 2%	1 1%	3 9%	2 1%	1 2%
<b>Somewhat More Likely</b>	2 1%	-	-	-	-	-	-	1 2%	-	1 1%	-	-	2 2%	-	1 1%	1 1%
<b>No Difference</b>	67 28%	11 49%	6 43%	4 30%	1 45%	4 62%	3 39%	23 34%	8 28%	37 25%	22 45%	20 21%	26 27%	19 59%	28 19%	21 33%
<b>DK/Ref DNR</b>	16 7%	1 4%	2 16%	-	-	-	-	3 4%	1 4%	12 8%	4 8%	4 4%	8 9%	1 3%	6 4%	9 15%
<b>Somewhat Less Likely</b>	43 18%	6 26%	2 13%	5 39%	1 55%	-	-	20 30%	3 12%	20 14%	8 16%	15 16%	20 21%	4 11%	24 17%	15 24%
<b>Much Less Likely</b>	105 44%	4 17%	3 19%	4 31%	-	3 38%	4 61%	17 26%	14 53%	74 51%	12 25%	55 58%	38 40%	6 18%	84 58%	16 25%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 116

21. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	264 100%	122 46%	67 26%	61 23%	127 48%	90 34%	28 10%	177 67%	43 16%	36 13%	102 39%	28 10%	17 6%	78 29%	47 18%	129 49%
Total More Likely	17 6%	5 4%	6 9%	5 8%	7 6%	7 8%	1 3%	13 8%	-	4 10%	6 5%	2 7%	6 36%	5 6%	3 7%	8 6%
Total Less Likely	164 62%	85 70%	41 61%	29 48%	89 70%	48 53%	18 64%	120 68%	27 62%	16 46%	61 60%	21 76%	3 21%	49 63%	30 63%	80 62%
Much More Likely	8 3%	4 3%	-	4 7%	3 3%	3 3%	1 3%	4 2%	-	4 10%	3 3%	1 4%	2 11%	3 4%	1 2%	4 3%
Somewhat More Likely	9 3%	1 1%	6 9%	1 2%	4 3%	4 5%	-	9 5%	-	-	3 3%	1 3%	4 25%	2 2%	2 5%	4 3%
No Difference	66 25%	22 18%	19 27%	22 36%	23 18%	29 32%	8 29%	33 18%	14 31%	16 44%	29 28%	5 17%	5 28%	18 23%	11 24%	33 26%
DK/Ref DNR	17 6%	9 8%	2 3%	5 8%	8 7%	7 7%	1 4%	11 6%	3 6%	-	6 6%	-	3 16%	6 8%	3 6%	7 6%
Somewhat Less Likely	56 21%	23 19%	21 31%	10 16%	29 23%	17 19%	7 25%	39 22%	10 24%	6 17%	25 25%	4 14%	1 8%	12 16%	14 30%	28 21%
Much Less Likely	108 41%	62 51%	21 31%	20 32%	60 47%	30 34%	11 38%	82 46%	16 38%	10 29%	36 35%	17 62%	2 13%	36 47%	16 33%	53 41%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 117

21. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	264 100%	46 17%	32 12%	177 67%	64 24%	83 31%	112 42%	132 50%	132 50%	139 53%	116 44%	160 61%	63 24%	23 9%	12 5%
Total More Likely	17 6%	3 7%	1 3%	12 7%	5 7%	3 3%	9 8%	7 5%	10 8%	6 4%	10 8%	11 7%	3 5%	1 6%	-
Total Less Likely	164 62%	34 75%	18 56%	107 61%	38 60%	55 67%	68 61%	78 59%	86 65%	95 69%	65 56%	101 63%	42 66%	12 52%	7 60%
Much More Likely	8 3%	3 7%	1 3%	4 2%	2 4%	1 1%	5 4%	4 3%	4 3%	3 2%	5 4%	6 4%	1 2%	1 6%	-
Somewhat More Likely	9 3%	-	-	8 4%	2 4%	2 2%	4 3%	3 2%	6 5%	3 2%	5 4%	6 3%	2 4%	-	-
No Difference	66 25%	6 13%	11 35%	46 26%	21 33%	22 27%	21 18%	37 28%	29 22%	27 19%	36 31%	33 20%	17 26%	10 43%	5 40%
DK/Ref DNR	17 6%	3 6%	2 6%	12 7%	-	3 3%	14 13%	10 8%	7 5%	10 7%	6 5%	15 9%	2 3%	-	-
Somewhat Less Likely	56 21%	9 19%	7 23%	39 22%	16 25%	19 23%	19 17%	28 21%	28 21%	25 18%	30 26%	31 20%	13 21%	8 35%	2 17%
Much Less Likely	108 41%	26 56%	10 33%	69 39%	22 35%	36 43%	49 44%	50 38%	59 44%	70 51%	35 30%	70 44%	28 45%	4 17%	5 44%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 118

21. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	264 100%	53 20%	76 29%	45 17%	84 32%	23 9%	62 24%	20 8%	37 14%	99 38%	22 9%	152 58%	112 42%	63 24%	129 49%	49 18%	118 45%	109 41%
Total More Likely	17 6%	2 4%	5 6%	3 6%	7 8%	2 8%	6 9%	2 11%	1 3%	4 4%	2 9%	13 8%	4 4%	2 3%	7 5%	7 15%	7 6%	8 7%
Total Less Likely	164 62%	28 52%	49 64%	33 74%	52 62%	15 65%	42 67%	10 50%	30 80%	56 56%	12 54%	91 60%	73 65%	54 86%	75 58%	28 57%	78 66%	69 64%
Much More Likely	8 3%	1 2%	3 4%	1 3%	3 3%	1 4%	5 8%	1 5%	-	-	1 6%	5 3%	3 3%	-	3 2%	5 11%	2 2%	5 4%
Somewhat More Likely	9 3%	1 2%	2 2%	1 3%	4 5%	1 4%	1 2%	1 6%	1 3%	4 4%	1 4%	8 5%	1 1%	2 3%	4 3%	2 4%	5 4%	3 3%
No Difference	66 25%	22 41%	14 19%	9 21%	18 22%	6 27%	12 19%	6 30%	4 10%	33 33%	5 24%	43 28%	23 20%	5 8%	40 31%	11 23%	24 20%	25 23%
DK/Ref DNR	17 6%	2 3%	8 11%	-	7 8%	-	3 5%	2 9%	3 8%	7 7%	3 12%	5 4%	12 10%	2 3%	8 6%	3 5%	8 7%	8 7%
Somewhat Less Likely	56 21%	12 23%	15 19%	11 25%	17 20%	6 25%	18 29%	3 16%	8 23%	18 18%	3 12%	34 22%	22 20%	12 19%	29 23%	12 24%	22 19%	26 24%
Much Less Likely	108 41%	15 29%	34 45%	22 49%	35 42%	9 39%	24 38%	7 34%	21 57%	38 38%	9 42%	57 38%	51 46%	42 67%	46 36%	16 33%	56 48%	43 39%

BANNER 4 119

21. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	264 100%	177 67%	43 16%	36 13%	185 70%	37 14%	247 94%	103 39%	60 23%	217 82%	53 20%	16 6%	135 51%	15 6%	5 2%	73 28%	54 20%	9 4%
Total More Likely	17 6%	13 8%	-	4 10%	13 7%	1 2%	17 7%	6 6%	5 8%	17 8%	4 7%	1 6%	12 9%	2 16%	-	10 14%	9 17%	1 14%
Total Less Likely	164 62%	120 68%	27 62%	16 46%	119 64%	21 57%	152 62%	71 68%	39 66%	135 62%	26 49%	12 77%	77 57%	8 53%	1 19%	41 57%	30 56%	4 45%
Much More Likely	8 3%	4 2%	-	4 10%	7 4%	1 2%	8 3%	1 1%	4 6%	8 4%	2 4%	1 6%	3 2%	1 9%	-	2 3%	1 2%	1 14%
Somewhat More Likely	9 3%	9 5%	-	-	6 3%	-	9 4%	5 5%	1 2%	9 4%	1 2%	-	9 7%	1 7%	-	8 11%	8 14%	-
No Difference	66 25%	33 18%	14 31%	16 44%	43 24%	12 32%	64 26%	22 21%	15 25%	53 24%	20 38%	2 11%	40 29%	4 25%	4 81%	18 24%	12 22%	4 41%
DK/Ref DNR	17 6%	11 6%	3 6%	-	9 5%	3 8%	14 6%	5 5%	1 2%	12 6%	3 6%	1 6%	7 5%	1 6%	-	4 5%	3 5%	-
Somewhat Less Likely	56 21%	39 22%	10 24%	6 17%	43 23%	6 17%	53 21%	25 25%	16 27%	49 23%	10 18%	5 33%	30 22%	4 27%	-	17 23%	13 24%	2 23%
Much Less Likely	108 41%	82 46%	16 38%	10 29%	75 41%	15 41%	99 40%	45 44%	23 39%	86 40%	17 31%	7 45%	47 34%	4 26%	1 19%	25 34%	17 32%	2 22%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 120

21. 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.

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	264 100%	24 9%	11 4%	16 6%	4 1%	5 2%	4 1%	71 27%	25 10%	167 63%	51 19%	98 37%	115 43%	36 14%	162 61%	66 25%
Total More Likely	17 6%	2 9%	1 9%	-	-	-	-	3 4%	2 7%	12 7%	5 10%	2 2%	10 9%	5 14%	9 5%	4 5%
Total Less Likely	164 62%	11 45%	7 65%	11 70%	2 68%	3 50%	3 77%	38 53%	20 78%	106 64%	20 40%	80 82%	63 55%	7 18%	124 77%	33 50%
Much More Likely	8 3%	1 4%	1 9%	-	-	-	-	1 1%	1 4%	6 4%	3 6%	1 1%	4 4%	2 5%	4 3%	2 3%
Somewhat More Likely	9 3%	1 5%	-	-	-	-	-	2 3%	1 3%	6 4%	2 4%	1 1%	6 5%	3 9%	4 3%	2 3%
No Difference	66 25%	10 43%	3 26%	4 24%	1 32%	3 50%	1 23%	27 37%	1 3%	39 23%	23 45%	13 13%	31 27%	23 65%	21 13%	22 33%
DK/Ref DNR	17 6%	1 4%	-	1 6%	-	-	-	4 5%	3 11%	10 6%	3 6%	4 4%	10 9%	1 3%	9 5%	7 11%
Somewhat Less Likely	56 21%	3 13%	5 40%	3 20%	1 38%	2 32%	1 27%	15 21%	6 24%	34 21%	8 15%	29 30%	19 16%	2 5%	40 25%	14 21%
Much Less Likely	108 41%	8 32%	3 25%	8 50%	1 31%	1 18%	2 50%	23 32%	14 54%	72 43%	13 25%	51 52%	45 39%	5 13%	85 52%	19 29%

BANNER 1 121

22. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	244 100%	108 44%	62 25%	60 25%	127 52%	74 30%	18 7%	166 68%	38 16%	34 14%	92 38%	29 12%	13 5%	72 29%	42 17%	120 49%
Total More Likely	12 5%	5 4%	2 3%	4 7%	1 1%	6 8%	3 16%	3 2%	1 3%	7 20%	1 1%	-	3 21%	2 2%	2 4%	7 6%
Total Less Likely	183 75%	91 84%	47 75%	35 59%	108 85%	52 71%	12 66%	134 80%	32 83%	14 42%	72 78%	25 87%	8 58%	55 77%	29 70%	89 74%
Much More Likely	6 3%	4 3%	1 2%	2 3%	1 1%	4 5%	1 5%	2 1%	-	4 11%	1 1%	-	2 14%	1 1%	2 4%	4 3%
Somewhat More Likely	5 2%	1 1%	1 2%	2 3%	-	2 3%	2 11%	1 1%	1 3%	3 9%	-	-	1 7%	1 1%	-	3 3%
No Difference	35 14%	8 7%	9 14%	16 27%	13 11%	11 15%	3 17%	21 13%	1 3%	11 32%	15 16%	2 6%	3 22%	10 14%	8 19%	17 14%
DK/Ref DNR	15 6%	5 4%	5 7%	5 8%	5 4%	5 7%	-	9 5%	5 12%	2 5%	5 5%	2 6%	-	5 7%	3 7%	7 6%
Somewhat Less Likely	40 16%	14 13%	17 28%	6 11%	19 15%	15 20%	1 5%	28 17%	7 18%	5 14%	19 21%	2 7%	-	12 16%	9 21%	17 14%
Much Less Likely	143 58%	77 71%	29 47%	29 48%	89 70%	38 51%	11 61%	105 63%	25 65%	9 27%	53 57%	23 80%	8 58%	43 60%	20 48%	72 60%

BANNER 2 122

22. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	244 100%	44 18%	41 17%	150 61%	55 22%	87 36%	95 39%	122 50%	122 50%	129 53%	107 44%	150 61%	65 27%	17 7%	6 2%
Total More Likely	12 5%	1 2%	-	10 6%	1 2%	4 4%	6 6%	9 7%	3 2%	6 5%	5 4%	7 4%	3 4%	-	1 19%
Total Less Likely	183 75%	37 85%	28 69%	110 73%	47 85%	68 78%	63 66%	85 70%	98 80%	97 75%	78 73%	105 70%	54 83%	14 84%	4 65%
Much More Likely	6 3%	1 2%	-	5 4%	-	3 3%	4 4%	5 4%	2 2%	3 2%	4 3%	5 3%	2 3%	-	-
Somewhat More Likely	5 2%	-	-	4 3%	1 2%	1 1%	2 2%	4 3%	1 1%	3 2%	1 1%	2 1%	1 2%	-	1 19%
No Difference	35 14%	4 9%	8 19%	22 15%	7 13%	11 12%	17 18%	22 18%	13 10%	17 13%	18 17%	24 16%	7 11%	3 16%	1 16%
DK/Ref DNR	15 6%	2 4%	5 12%	8 6%	-	5 6%	10 11%	6 5%	9 7%	9 7%	6 6%	14 9%	1 2%	-	-
Somewhat Less Likely	40 16%	7 16%	5 12%	26 17%	14 26%	11 13%	11 12%	23 19%	17 14%	21 16%	17 16%	18 12%	14 22%	5 29%	-
Much Less Likely	143 58%	30 69%	23 57%	84 56%	32 59%	57 65%	52 54%	62 51%	81 66%	77 59%	61 57%	88 59%	39 61%	9 55%	4 65%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 123

22. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	244 100%	46 19%	73 30%	42 17%	77 31%	24 10%	53 22%	18 7%	50 21%	85 35%	14 6%	137 56%	107 44%	63 26%	116 48%	44 18%	111 46%	102 42%
Total More Likely	12 5%	3 6%	5 6%	1 3%	2 2%	4 15%	1 2%	1 6%	1 2%	5 6%	-	7 5%	5 4%	1 1%	5 4%	4 8%	4 3%	5 5%
Total Less Likely	183 75%	35 76%	48 66%	37 88%	57 75%	15 63%	39 75%	11 62%	45 89%	60 71%	12 85%	108 79%	74 69%	53 85%	88 76%	28 63%	87 78%	72 71%
Much More Likely	6 3%	2 4%	3 4%	-	2 2%	3 11%	1 2%	-	-	3 3%	-	5 3%	2 2%	1 1%	2 2%	3 6%	3 3%	4 4%
Somewhat More Likely	5 2%	1 2%	2 3%	1 3%	-	1 4%	-	1 6%	1 2%	2 2%	-	2 2%	3 3%	-	3 3%	1 2%	1 1%	2 2%
No Difference	35 14%	8 18%	14 19%	3 7%	10 13%	4 18%	10 20%	4 21%	3 6%	12 14%	1 8%	15 11%	20 19%	6 9%	13 11%	12 26%	15 13%	16 16%
DK/Ref DNR	15 6%	-	6 9%	1 2%	8 10%	1 4%	2 4%	2 11%	1 2%	8 10%	1 6%	7 5%	8 7%	3 5%	10 9%	1 2%	6 5%	8 7%
Somewhat Less Likely	40 16%	12 27%	8 11%	7 16%	9 12%	6 23%	10 18%	3 19%	5 11%	14 17%	2 13%	30 22%	10 9%	8 12%	21 18%	8 18%	15 13%	21 21%
Much Less Likely	143 58%	22 49%	40 54%	30 72%	48 62%	10 40%	30 56%	8 43%	40 79%	46 54%	10 72%	79 57%	64 60%	45 73%	67 58%	20 45%	72 65%	51 50%

BANNER 4 124

22. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	244 100%	166 68%	38 16%	34 14%	168 69%	32 13%	225 92%	88 36%	51 21%	191 78%	50 20%	20 8%	124 51%	15 6%	5 2%	73 30%	57 23%	12 5%
Total More Likely	12 5%	3 2%	1 3%	7 20%	9 6%	-	12 5%	2 2%	5 9%	11 6%	4 8%	2 10%	9 7%	-	1 17%	5 6%	5 8%	1 7%
Total Less Likely	183 75%	134 80%	32 83%	14 42%	128 76%	22 68%	168 75%	75 84%	31 60%	141 74%	30 60%	13 65%	83 67%	12 75%	1 18%	55 75%	40 69%	7 60%
Much More Likely	6 3%	2 1%	-	4 11%	6 4%	-	6 3%	-	4 7%	5 3%	2 4%	-	4 3%	-	1 17%	4 5%	4 6%	1 7%
Somewhat More Likely	5 2%	1 1%	1 3%	3 9%	3 2%	-	5 2%	2 2%	1 2%	5 3%	2 4%	2 10%	5 4%	-	-	1 2%	1 2%	-
No Difference	35 14%	21 13%	1 3%	11 32%	22 13%	9 29%	33 15%	9 10%	14 27%	28 15%	14 27%	4 20%	24 19%	3 19%	4 65%	11 15%	10 18%	4 33%
DK/Ref DNR	15 6%	9 5%	5 12%	2 5%	9 6%	1 3%	13 6%	3 3%	2 4%	11 6%	3 6%	1 4%	8 7%	1 6%	-	3 4%	3 5%	-
Somewhat Less Likely	40 16%	28 17%	7 18%	5 14%	30 18%	4 11%	37 16%	12 14%	12 23%	30 16%	13 25%	3 13%	23 19%	2 12%	-	14 19%	11 19%	1 6%
Much Less Likely	143 58%	105 63%	25 65%	9 27%	98 58%	18 57%	131 58%	62 70%	19 37%	111 58%	17 34%	10 52%	60 48%	10 64%	1 18%	41 56%	29 50%	7 54%

BANNER 5 125

22. 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.

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	244 100%	25 10%	13 5%	15 6%	5 2%	8 3%	2 1%	73 30%	25 10%	146 60%	55 22%	87 36%	103 42%	36 15%	139 57%	70 29%
Total More Likely	12 5%	4 15%	-	-	1 17%	-	-	4 5%	2 8%	6 4%	7 12%	1 1%	4 4%	8 22%	2 1%	2 3%
Total Less Likely	183 75%	10 39%	12 92%	9 62%	3 64%	6 75%	1 61%	51 69%	18 72%	114 78%	32 58%	80 92%	71 69%	7 20%	128 92%	48 69%
Much More Likely	6 3%	2 7%	-	-	1 17%	-	-	2 2%	1 4%	4 2%	4 7%	1 1%	2 2%	6 16%	1 1%	-
Somewhat More Likely	5 2%	2 8%	-	-	-	-	-	2 3%	1 5%	2 1%	3 6%	-	2 2%	2 6%	1 1%	2 3%
No Difference	35 14%	9 35%	1 8%	5 33%	1 19%	1 13%	1 39%	15 21%	3 11%	17 12%	11 21%	5 6%	18 18%	18 51%	5 4%	12 17%
DK/Ref DNR	15 6%	3 11%	-	1 6%	-	1 12%	-	4 5%	2 9%	9 6%	5 9%	1 1%	9 9%	3 8%	4 3%	8 12%
Somewhat Less Likely	40 16%	3 13%	7 54%	1 8%	-	2 23%	-	21 28%	3 12%	16 11%	10 19%	11 13%	19 18%	4 11%	22 16%	14 20%
Much Less Likely	143 58%	7 26%	5 38%	8 53%	3 64%	4 52%	1 61%	30 41%	15 60%	98 67%	21 39%	69 80%	52 51%	3 9%	105 76%	34 49%

BANNER 1 126

23. Andrew Bailey claims he opposes indoctrination in schools, but Bailey abandoned Eric Schmitt's critical race theory lawsuit against Missouri's largest school district.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	236 100%	101 43%	68 29%	53 23%	110 47%	85 36%	17 7%	147 62%	45 19%	37 16%	95 40%	22 9%	14 6%	68 29%	37 15%	120 51%
<b>Total More Likely</b>	20 8%	8 8%	2 3%	7 13%	10 9%	5 5%	2 12%	12 8%	3 7%	3 8%	8 9%	-	3 21%	6 8%	3 8%	9 7%
<b>Total Less Likely</b>	141 60%	71 70%	43 63%	22 42%	75 68%	50 59%	11 64%	92 63%	30 68%	17 46%	60 63%	17 77%	6 45%	42 63%	25 68%	70 58%
<b>Much More Likely</b>	11 5%	6 6%	1 1%	4 7%	6 5%	4 4%	-	8 5%	-	2 5%	6 6%	-	2 13%	4 5%	2 6%	5 4%
<b>Somewhat More Likely</b>	8 3%	3 3%	1 1%	3 6%	4 4%	1 1%	2 12%	4 3%	3 7%	1 3%	3 3%	-	1 7%	2 3%	1 3%	4 3%
<b>No Difference</b>	50 21%	12 12%	18 27%	16 31%	16 15%	24 28%	3 19%	28 19%	8 17%	12 33%	19 21%	3 13%	3 20%	14 21%	7 20%	25 21%
<b>DK/Ref DNR</b>	25 11%	10 10%	5 7%	8 14%	10 9%	7 8%	1 5%	15 10%	4 8%	5 13%	7 7%	2 10%	2 14%	6 8%	1 3%	16 14%
<b>Somewhat Less Likely</b>	52 22%	18 18%	20 29%	12 23%	28 25%	18 21%	5 28%	30 21%	12 26%	9 23%	21 22%	6 27%	4 25%	14 21%	9 25%	28 24%
<b>Much Less Likely</b>	89 38%	53 52%	23 34%	10 19%	47 43%	32 37%	6 36%	62 42%	19 42%	9 23%	39 41%	11 51%	3 20%	28 42%	16 43%	42 35%

BANNER 2 127

23. Andrew Bailey claims he opposes indoctrination in schools, but Bailey abandoned Eric Schmitt's critical race theory lawsuit against Missouri's largest school district.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z
<b>TOTAL</b>	236 100%	33 14%	37 16%	154 65%	61 26%	70 29%	97 41%	122 52%	114 48%	130 55%	98 42%	143 60%	56 24%	19 8%	10 4%
<b>Total More Likely</b>	20 8%	1 3%	3 8%	13 9%	2 3%	8 11%	8 8%	13 10%	7 6%	10 7%	8 8%	14 10%	1 2%	-	2 20%
<b>Total Less Likely</b>	141 60%	22 68%	19 52%	96 62%	36 59%	43 62%	60 61%	71 58%	70 61%	85 66%	54 55%	86 60%	35 62%	13 67%	5 50%
<b>Much More Likely</b>	11 5%	-	1 3%	9 6%	1 2%	6 8%	4 4%	7 6%	4 4%	7 5%	4 4%	9 7%	-	-	1 10%
<b>Somewhat More Likely</b>	8 3%	1 3%	2 5%	4 3%	1 2%	2 3%	4 4%	5 4%	3 3%	3 2%	4 4%	5 3%	1 2%	-	1 11%
<b>No Difference</b>	50 21%	8 23%	9 25%	29 19%	19 32%	10 14%	19 19%	25 20%	25 22%	21 16%	26 26%	25 18%	14 25%	6 33%	2 18%
<b>DK/Ref DNR</b>	25 11%	2 6%	6 15%	16 11%	3 6%	9 13%	11 12%	13 11%	12 10%	14 11%	10 11%	17 12%	6 11%	-	1 11%
<b>Somewhat Less Likely</b>	52 22%	5 14%	6 16%	40 26%	18 30%	12 18%	20 21%	29 24%	23 20%	31 24%	21 22%	28 20%	12 21%	9 46%	2 19%
<b>Much Less Likely</b>	89 38%	18 54%	14 37%	56 36%	18 29%	30 44%	40 41%	42 35%	47 41%	55 42%	33 34%	58 41%	23 41%	4 21%	3 31%



BANNER 3 128

23. Andrew Bailey claims he opposes indoctrination in schools, but Bailey abandoned Eric Schmitt's critical race theory lawsuit against Missouri's largest school district.

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	236 100%	47 20%	70 30%	39 16%	72 31%	24 10%	57 24%	18 7%	44 19%	79 33%	15 6%	129 55%	106 45%	57 24%	110 47%	50 21%	103 44%	97 41%
Total More Likely	20 8%	3 7%	8 12%	-	6 8%	2 8%	6 11%	2 12%	3 6%	7 9%	-	11 9%	9 8%	5 9%	4 3%	8 15%	8 8%	8 9%
Total Less Likely	141 60%	28 59%	41 59%	25 65%	44 61%	14 60%	36 64%	7 40%	25 56%	48 61%	11 73%	73 57%	67 63%	42 75%	67 60%	24 47%	65 63%	58 60%
Much More Likely	11 5%	1 2%	6 9%	-	3 4%	2 8%	2 3%	1 6%	2 4%	5 6%	-	6 4%	6 5%	2 3%	3 2%	5 9%	4 4%	6 7%
Somewhat More Likely	8 3%	2 4%	2 3%	-	3 4%	-	4 7%	1 6%	1 2%	2 3%	-	5 4%	3 3%	3 5%	1 1%	3 6%	4 4%	2 2%
No Difference	50 21%	12 26%	12 17%	11 27%	13 19%	7 28%	8 15%	5 26%	10 22%	18 22%	3 21%	33 25%	17 16%	6 10%	28 26%	12 24%	21 20%	21 21%
DK/Ref DNR	25 11%	4 9%	8 12%	3 8%	9 12%	1 4%	6 11%	4 21%	7 16%	6 8%	1 6%	12 9%	13 12%	4 7%	12 11%	7 13%	9 9%	10 10%
Somewhat Less Likely	52 22%	15 32%	13 18%	8 20%	15 21%	7 29%	14 24%	3 19%	7 15%	16 20%	5 35%	26 20%	26 24%	13 23%	23 21%	15 29%	20 19%	26 26%
Much Less Likely	89 38%	13 27%	29 41%	18 45%	29 40%	7 31%	23 40%	4 21%	18 41%	32 40%	6 38%	48 37%	42 39%	29 52%	44 40%	9 18%	46 44%	33 34%

BANNER 4 129

23. Andrew Bailey claims he opposes indoctrination in schools, but Bailey abandoned Eric Schmitt's critical race theory lawsuit against Missouri's largest school district.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	236 100%	147 62%	45 19%	37 16%	149 63%	32 14%	215 91%	84 36%	65 28%	197 83%	58 25%	16 7%	131 56%	15 6%	6 3%	66 28%	55 23%	11 5%
Total More Likely	20 8%	12 8%	3 7%	3 8%	14 9%	2 6%	18 8%	5 6%	9 13%	19 10%	6 10%	1 6%	12 9%	2 13%	-	7 10%	5 8%	-
Total Less Likely	141 60%	92 63%	30 68%	17 46%	87 59%	18 56%	125 58%	50 60%	36 55%	115 58%	26 45%	10 65%	71 54%	9 59%	1 15%	39 60%	33 60%	5 42%
Much More Likely	11 5%	8 5%	-	2 5%	8 5%	2 6%	11 5%	2 2%	5 7%	11 5%	4 7%	-	7 5%	-	-	4 6%	4 7%	-
Somewhat More Likely	8 3%	4 3%	3 7%	1 3%	6 4%	-	6 3%	3 3%	4 6%	8 4%	2 3%	1 6%	5 4%	2 13%	-	3 4%	1 2%	-
No Difference	50 21%	28 19%	8 17%	12 33%	36 24%	10 30%	50 23%	21 25%	15 23%	47 24%	19 33%	3 16%	33 25%	3 21%	4 70%	15 23%	13 23%	5 50%
DK/Ref DNR	25 11%	15 10%	4 8%	5 13%	11 8%	3 9%	22 10%	8 9%	6 9%	16 8%	7 12%	2 12%	14 11%	1 6%	1 14%	5 7%	5 9%	1 8%
Somewhat Less Likely	52 22%	30 21%	12 26%	9 23%	33 22%	8 23%	49 23%	17 20%	14 22%	40 20%	11 18%	3 18%	26 20%	3 22%	-	15 22%	11 21%	1 9%
Much Less Likely	89 38%	62 42%	19 42%	9 23%	54 37%	11 33%	75 35%	33 40%	21 33%	75 38%	16 27%	8 48%	45 34%	6 38%	1 15%	25 38%	22 39%	4 33%

BANNER 5 130

23. Andrew Bailey claims he opposes indoctrination in schools, but Bailey abandoned Eric Schmitt's critical race theory lawsuit against Missouri's largest school district.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	236 100%	22 9%	20 9%	14 6%	1 0%	10 4%	4 2%	69 29%	22 9%	145 61%	57 24%	88 37%	91 39%	41 17%	130 55%	64 27%
<b>Total More Likely</b>	20 8%	4 19%	-	1 7%	-	1 10%	1 24%	7 10%	5 22%	8 5%	8 14%	7 8%	5 5%	10 25%	6 4%	4 6%
<b>Total Less Likely</b>	141 60%	7 32%	15 75%	8 56%	1 100%	6 58%	1 25%	36 52%	12 53%	93 65%	24 42%	65 74%	52 57%	8 20%	100 77%	33 51%
<b>Much More Likely</b>	11 5%	3 14%	-	-	-	-	-	5 7%	2 8%	5 3%	7 12%	3 3%	2 2%	7 17%	2 1%	3 4%
<b>Somewhat More Likely</b>	8 3%	1 5%	-	1 7%	-	1 10%	1 24%	2 3%	3 14%	3 2%	1 2%	4 4%	3 3%	3 8%	4 3%	1 2%
<b>No Difference</b>	50 21%	7 31%	4 20%	4 30%	-	3 32%	2 52%	23 33%	2 10%	25 17%	20 35%	11 12%	20 22%	20 49%	17 13%	13 21%
<b>DK/Ref DNR</b>	25 11%	4 18%	1 5%	1 7%	-	-	-	4 6%	3 14%	18 13%	5 9%	6 6%	15 16%	3 7%	8 6%	14 22%
<b>Somewhat Less Likely</b>	52 22%	2 9%	6 32%	4 31%	1 100%	1 11%	1 25%	17 24%	4 18%	31 22%	11 20%	22 25%	18 20%	3 7%	34 26%	15 24%
<b>Much Less Likely</b>	89 38%	5 23%	9 44%	4 26%	-	5 47%	-	19 28%	8 35%	62 43%	12 22%	43 49%	34 37%	5 13%	66 51%	17 27%

BANNER 1 131

24. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	244 100%	125 51%	62 25%	46 19%	115 47%	90 37%	17 7%	165 67%	39 16%	35 14%	95 39%	34 14%	11 4%	79 32%	45 18%	109 45%
Total More Likely	36 15%	10 8%	12 19%	11 23%	9 8%	20 22%	2 13%	16 10%	7 19%	11 32%	12 13%	4 11%	5 43%	6 8%	8 18%	18 17%
Total Less Likely	126 52%	77 61%	29 47%	16 34%	76 66%	35 39%	8 48%	97 59%	18 46%	11 31%	54 56%	18 55%	4 39%	44 56%	27 60%	52 47%
Much More Likely	22 9%	6 5%	5 8%	10 22%	4 4%	14 15%	2 13%	7 4%	5 12%	9 26%	9 9%	1 3%	3 24%	4 6%	5 12%	12 11%
Somewhat More Likely	14 6%	4 3%	7 11%	1 2%	5 4%	6 7%	-	9 5%	3 7%	2 5%	4 4%	3 8%	2 20%	2 2%	3 7%	6 5%
No Difference	71 29%	31 24%	20 32%	18 38%	22 19%	34 38%	7 39%	43 26%	12 30%	12 35%	24 26%	12 35%	2 18%	25 31%	7 15%	35 32%
DK/Ref DNR	11 4%	8 6%	1 2%	2 4%	8 7%	1 1%	-	8 5%	2 5%	1 3%	5 5%	-	-	4 5%	3 7%	4 4%
Somewhat Less Likely	41 17%	20 16%	15 24%	6 13%	24 21%	14 15%	1 8%	27 16%	8 20%	7 20%	18 19%	4 11%	2 21%	19 24%	10 22%	13 12%
Much Less Likely	85 35%	57 45%	15 24%	10 21%	52 45%	21 24%	7 40%	71 43%	10 26%	4 11%	36 38%	15 43%	2 17%	25 32%	17 38%	39 36%

BANNER 2 132

24. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	244 100%	56 23%	35 14%	140 57%	57 23%	81 33%	98 40%	130 53%	115 47%	138 57%	96 39%	147 60%	66 27%	18 7%	5 2%
Total More Likely	36 15%	6 10%	1 3%	25 18%	7 13%	11 14%	16 16%	22 17%	14 12%	17 13%	16 17%	23 16%	8 13%	3 14%	-
Total Less Likely	126 52%	36 64%	17 50%	69 50%	30 52%	44 55%	50 51%	62 48%	64 56%	76 55%	48 50%	73 50%	36 54%	9 51%	5 100%
Much More Likely	22 9%	5 8%	-	15 11%	5 8%	6 8%	11 11%	14 11%	8 7%	14 10%	9 9%	15 11%	4 6%	3 14%	-
Somewhat More Likely	14 6%	1 2%	1 3%	9 7%	2 4%	5 6%	5 5%	8 6%	6 5%	4 3%	8 8%	7 5%	4 6%	-	-
No Difference	71 29%	12 21%	10 30%	43 31%	20 35%	23 28%	25 25%	39 30%	32 28%	39 29%	27 28%	40 27%	22 33%	6 35%	-
DK/Ref DNR	11 4%	3 5%	6 17%	2 1%	-	3 4%	8 8%	7 5%	4 4%	6 4%	5 5%	11 7%	-	-	-
Somewhat Less Likely	41 17%	15 28%	4 11%	21 15%	9 15%	13 16%	20 20%	22 17%	19 17%	21 15%	21 21%	26 18%	11 17%	4 22%	-
Much Less Likely	85 35%	20 36%	13 38%	49 35%	21 37%	31 38%	30 31%	40 31%	45 39%	55 40%	27 28%	47 32%	25 37%	5 29%	5 100%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 133

24. 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.

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	244 100%	48 20%	80 33%	42 17%	67 27%	26 10%	45 19%	21 8%	40 16%	98 40%	15 6%	137 56%	107 44%	70 29%	117 48%	37 15%	117 48%	97 40%
Total More Likely	36 15%	7 14%	15 19%	4 10%	8 11%	6 22%	3 6%	3 15%	6 14%	15 16%	4 25%	24 17%	12 11%	7 10%	16 14%	10 27%	14 12%	19 20%
Total Less Likely	126 52%	23 49%	39 49%	27 65%	35 52%	13 53%	26 57%	9 45%	21 51%	51 53%	6 39%	67 49%	59 55%	44 62%	58 50%	14 39%	66 56%	44 45%
Much More Likely	22 9%	4 9%	10 12%	2 5%	6 9%	4 15%	2 4%	2 9%	5 11%	7 7%	3 20%	12 9%	10 9%	3 4%	9 8%	9 25%	6 5%	16 16%
Somewhat More Likely	14 6%	2 4%	5 7%	2 5%	2 3%	2 7%	1 2%	1 6%	1 2%	8 8%	1 6%	12 8%	2 2%	4 6%	7 6%	1 2%	8 7%	4 4%
No Difference	71 29%	18 38%	19 24%	10 25%	21 31%	6 22%	13 28%	7 36%	13 33%	27 28%	5 35%	42 31%	29 27%	17 24%	37 32%	11 31%	31 26%	30 32%
DK/Ref DNR	11 4%	-	7 8%	-	4 6%	1 4%	4 9%	1 5%	1 2%	4 4%	-	4 3%	7 6%	3 4%	6 5%	1 3%	7 6%	3 3%
Somewhat Less Likely	41 17%	8 18%	14 17%	7 16%	13 19%	6 22%	10 21%	3 14%	5 13%	16 17%	2 12%	24 18%	17 16%	11 16%	21 17%	7 20%	20 17%	16 17%
Much Less Likely	85 35%	15 31%	25 32%	20 49%	22 33%	8 30%	16 36%	6 30%	15 38%	35 36%	4 27%	43 31%	42 39%	33 46%	38 32%	7 19%	45 39%	27 28%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 134

24. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	244 100%	165 67%	39 16%	35 14%	161 66%	34 14%	225 92%	96 39%	54 22%	196 80%	61 25%	12 5%	124 51%	12 5%	5 2%	71 29%	57 23%	9 4%
Total More Likely	36 15%	16 10%	7 19%	11 32%	23 14%	5 15%	32 14%	16 17%	11 20%	34 17%	12 19%	1 8%	20 16%	2 15%	1 21%	12 17%	11 19%	2 20%
Total Less Likely	126 52%	97 59%	18 46%	11 31%	80 50%	18 53%	114 51%	47 49%	25 45%	94 48%	24 39%	9 75%	55 44%	4 35%	2 39%	33 46%	24 43%	5 56%
Much More Likely	22 9%	7 4%	5 12%	9 26%	12 8%	4 12%	19 9%	6 6%	9 17%	20 10%	7 11%	1 8%	9 7%	-	1 21%	4 5%	3 5%	1 11%
Somewhat More Likely	14 6%	9 5%	3 7%	2 5%	11 7%	1 3%	13 6%	10 10%	2 3%	14 7%	5 8%	-	12 10%	2 15%	-	9 12%	8 14%	1 9%
No Difference	71 29%	43 26%	12 30%	12 35%	51 32%	9 26%	68 30%	29 30%	18 33%	60 31%	25 41%	2 17%	46 37%	5 42%	2 40%	24 34%	21 37%	2 24%
DK/Ref DNR	11 4%	8 5%	2 5%	1 3%	7 4%	2 6%	11 5%	4 4%	1 2%	8 4%	1 2%	-	3 2%	1 8%	-	2 3%	1 2%	-
Somewhat Less Likely	41 17%	27 16%	8 20%	7 20%	28 17%	6 18%	37 17%	15 16%	12 22%	34 17%	16 26%	3 27%	24 20%	2 19%	1 19%	11 16%	10 18%	3 36%
Much Less Likely	85 35%	71 43%	10 26%	4 11%	52 32%	12 35%	77 34%	32 33%	13 23%	61 31%	8 13%	6 48%	30 24%	2 16%	1 20%	22 31%	14 24%	2 20%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 135

24. 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.

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	244 100%	26 11%	19 8%	11 4%	4 2%	7 3%	2 1%	71 29%	28 11%	146 60%	56 23%	100 41%	88 36%	33 13%	155 63%	57 23%
Total More Likely	36 15%	5 19%	3 15%	3 25%	1 23%	2 26%	-	12 16%	4 15%	20 14%	10 18%	10 10%	16 18%	10 30%	16 10%	10 18%
Total Less Likely	126 52%	9 34%	10 51%	6 58%	2 53%	2 28%	-	32 45%	11 42%	83 57%	22 39%	61 61%	43 49%	7 22%	98 64%	21 36%
Much More Likely	22 9%	3 11%	3 15%	2 18%	1 23%	-	-	8 12%	1 4%	13 9%	9 16%	5 5%	8 9%	8 24%	8 5%	7 12%
Somewhat More Likely	14 6%	2 8%	-	1 8%	-	2 26%	-	3 5%	3 11%	8 5%	1 2%	5 5%	8 9%	2 7%	8 5%	4 7%
No Difference	71 29%	11 43%	6 34%	2 17%	1 23%	3 47%	1 48%	25 36%	8 30%	38 26%	21 38%	25 25%	25 28%	15 44%	37 24%	20 35%
DK/Ref DNR	11 4%	1 4%	-	-	-	-	1 52%	2 3%	4 14%	5 3%	3 5%	4 4%	4 4%	1 3%	4 3%	6 10%
Somewhat Less Likely	41 17%	6 23%	7 36%	4 34%	2 53%	1 15%	-	16 23%	2 8%	23 16%	10 18%	16 16%	15 17%	5 14%	28 18%	9 16%
Much Less Likely	85 35%	3 11%	3 15%	3 23%	-	1 13%	-	16 22%	9 34%	60 41%	12 21%	44 44%	28 32%	3 9%	71 46%	11 20%



BANNER 1 136

25. Andrew Bailey took a maximum allowable campaign donation from Pfizer and then ignored requests to investigate Pfizer's COVID vaccine.

	IDEO				TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	269 100%	134 50%	68 25%	54 20%	136 51%	86 32%	23 8%	182 68%	48 18%	30 11%	103 38%	36 13%	8 3%	74 27%	50 19%	132 49%
Total More Likely	7 2%	-	2 3%	3 5%	3 2%	2 2%	1 4%	3 2%	2 4%	2 6%	2 2%	-	1 12%	1 1%	2 4%	3 2%
Total Less Likely	188 70%	106 79%	49 73%	28 53%	110 81%	58 67%	14 60%	142 78%	33 68%	12 40%	72 70%	34 95%	5 63%	55 74%	37 75%	89 68%
Much More Likely	4 1%	-	1 1%	2 4%	2 1%	-	1 4%	3 2%	-	1 3%	2 2%	-	1 12%	1 1%	2 4%	-
Somewhat More Likely	3 1%	-	1 1%	1 1%	1 1%	2 2%	-	-	2 4%	1 3%	-	-	-	-	-	3 2%
No Difference	58 21%	17 13%	14 21%	21 39%	16 11%	22 25%	7 32%	23 13%	10 22%	16 54%	21 21%	1 3%	2 25%	12 17%	10 20%	31 23%
DK/Ref DNR	17 6%	11 8%	2 3%	2 4%	8 6%	5 6%	1 4%	14 8%	3 6%	-	8 7%	1 3%	-	6 8%	1 2%	9 7%
Somewhat Less Likely	49 18%	21 16%	16 24%	10 18%	26 19%	20 23%	3 15%	30 17%	13 28%	6 20%	22 21%	8 22%	1 12%	16 22%	11 22%	21 16%
Much Less Likely	138 51%	85 63%	33 49%	18 34%	84 62%	38 44%	10 45%	112 62%	20 41%	6 21%	50 49%	26 72%	4 51%	39 52%	26 53%	68 51%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 137

25. Andrew Bailey took a maximum allowable campaign donation from Pfizer and then ignored requests to investigate Pfizer's COVID vaccine.

	CONSERVATIVE TALK				AGE			GENDER		EDU		GENERATION			
	TOTAL COMPLTE	DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z
<b>TOTAL</b>	269 100%	46 17%	36 13%	175 65%	72 27%	86 32%	103 38%	140 52%	129 48%	151 56%	106 39%	152 57%	68 25%	31 12%	9 3%
Total More Likely	7 2%	1 2%	-	4 3%	-	1 1%	5 4%	1 1%	6 4%	3 2%	3 3%	5 3%	1 1%	-	-
Total Less Likely	188 70%	38 82%	25 69%	120 69%	47 66%	67 78%	69 67%	95 68%	92 72%	116 77%	67 64%	109 72%	48 70%	22 71%	5 55%
Much More Likely	4 1%	1 2%	-	2 1%	-	-	3 3%	-	4 3%	2 1%	1 1%	3 2%	-	-	-
Somewhat More Likely	3 1%	-	-	3 1%	-	1 1%	2 2%	1 1%	2 1%	1 1%	2 2%	2 1%	1 1%	-	-
No Difference	58 21%	4 8%	8 23%	41 23%	21 29%	14 16%	21 20%	34 25%	23 18%	23 15%	31 29%	27 18%	18 26%	9 29%	2 22%
DK/Ref DNR	17 6%	4 8%	3 9%	9 5%	3 5%	4 5%	8 8%	10 7%	7 6%	9 6%	5 4%	12 8%	2 3%	-	2 23%
Somewhat Less Likely	49 18%	7 16%	5 14%	36 21%	12 17%	14 16%	22 22%	29 21%	20 16%	28 19%	20 19%	27 18%	15 22%	5 17%	1 11%
Much Less Likely	138 51%	30 66%	20 55%	84 48%	35 49%	53 62%	47 46%	66 47%	72 56%	88 58%	47 45%	82 54%	33 48%	17 54%	4 44%

BANNER 3 138

25. Andrew Bailey took a maximum allowable campaign donation from Pfizer and then ignored requests to investigate Pfizer's COVID vaccine.

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	269 100%	62 23%	75 28%	47 17%	77 29%	28 11%	58 21%	18 7%	56 21%	95 35%	14 5%	151 56%	118 44%	76 28%	119 44%	48 18%	120 45%	105 39%
Total More Likely	7 2%	1 1%	-	-	5 6%	1 3%	-	-	1 2%	4 4%	1 6%	6 4%	1 1%	-	1 1%	4 9%	-	4 4%
Total Less Likely	188 70%	40 64%	53 72%	35 76%	56 72%	21 74%	40 69%	11 60%	40 71%	65 68%	12 85%	102 68%	86 73%	66 86%	85 71%	26 54%	94 78%	69 66%
Much More Likely	4 1%	-	-	-	3 4%	1 3%	-	-	-	3 3%	-	4 3%	-	-	1 1%	2 4%	-	3 3%
Somewhat More Likely	3 1%	1 1%	-	-	2 2%	-	-	-	1 2%	1 1%	1 6%	2 1%	1 1%	-	-	3 5%	-	2 2%
No Difference	58 21%	19 30%	15 20%	10 22%	12 16%	5 19%	12 21%	6 36%	13 24%	19 20%	1 9%	37 25%	21 17%	7 10%	27 22%	17 35%	20 17%	27 26%
DK/Ref DNR	17 6%	3 5%	6 9%	1 2%	5 7%	1 3%	6 10%	1 5%	2 3%	7 8%	-	6 4%	11 9%	3 4%	7 6%	1 2%	6 5%	5 5%
Somewhat Less Likely	49 18%	14 22%	15 21%	7 16%	12 15%	6 21%	11 19%	6 32%	7 13%	18 19%	2 13%	26 17%	24 20%	14 18%	25 21%	9 19%	20 17%	25 24%
Much Less Likely	138 51%	26 41%	38 51%	28 60%	44 57%	15 53%	29 50%	5 28%	33 59%	47 49%	10 72%	76 50%	62 53%	52 68%	60 50%	17 34%	74 62%	43 41%

BANNER 4 139

25. Andrew Bailey took a maximum allowable campaign donation from Pfizer and then ignored requests to investigate Pfizer's COVID vaccine.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	269 100%	182 68%	48 18%	30 11%	179 67%	35 13%	247 92%	109 41%	55 20%	212 79%	50 18%	18 7%	136 51%	14 5%	11 4%	80 30%	65 24%	14 5%
Total More Likely	7 2%	3 2%	2 4%	2 6%	5 3%	1 2%	7 3%	2 2%	2 3%	5 2%	1 2%	-	3 2%	-	-	1 1%	1 1%	-
Total Less Likely	188 70%	142 78%	33 68%	12 40%	129 72%	21 60%	169 68%	80 73%	29 54%	146 69%	30 60%	11 59%	94 69%	8 55%	3 26%	52 65%	44 67%	4 31%
Much More Likely	4 1%	3 2%	-	1 3%	3 2%	-	4 2%	1 1%	2 3%	4 2%	1 2%	-	2 2%	-	-	1 1%	1 1%	-
Somewhat More Likely	3 1%	-	2 4%	1 3%	2 1%	1 2%	3 1%	1 1%	-	1 0%	-	-	1 1%	-	-	-	-	-
No Difference	58 21%	23 13%	10 22%	16 54%	33 18%	13 38%	56 23%	19 17%	20 37%	45 21%	18 36%	8 41%	32 24%	4 31%	8 74%	22 27%	17 26%	10 69%
DK/Ref DNR	17 6%	14 8%	3 6%	-	13 7%	-	16 6%	9 8%	3 6%	15 7%	1 2%	-	7 5%	2 14%	-	5 6%	4 6%	-
Somewhat Less Likely	49 18%	30 17%	13 28%	6 20%	36 20%	4 11%	45 18%	19 17%	9 16%	39 18%	18 36%	1 5%	31 23%	3 19%	1 8%	14 18%	12 19%	2 11%
Much Less Likely	138 51%	112 62%	20 41%	6 21%	93 52%	17 48%	124 50%	61 56%	21 38%	108 51%	12 24%	10 54%	63 46%	5 36%	2 18%	38 47%	31 48%	3 19%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 140

25. Andrew Bailey took a maximum allowable campaign donation from Pfizer and then ignored requests to investigate Pfizer's COVID vaccine.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	269 100%	23 8%	13 5%	11 4%	4 2%	7 2%	5 2%	77 29%	28 10%	164 61%	51 19%	116 43%	102 38%	35 13%	158 59%	75 28%
Total More Likely	7 2%	1 5%	-	-	-	-	-	3 4%	-	3 2%	3 6%	-	3 3%	4 11%	1 1%	2 2%
Total Less Likely	188 70%	13 58%	10 79%	6 53%	2 50%	4 67%	2 37%	50 65%	20 72%	118 72%	24 48%	98 84%	66 64%	8 22%	140 89%	40 53%
Much More Likely	4 1%	1 5%	-	-	-	-	-	3 4%	-	1 1%	3 6%	-	1 1%	4 11%	-	-
Somewhat More Likely	3 1%	-	-	-	-	-	-	-	-	3 2%	-	-	3 2%	-	1 1%	2 2%
No Difference	58 21%	7 33%	3 21%	5 47%	2 50%	2 33%	3 63%	21 28%	6 22%	30 18%	22 43%	12 10%	24 23%	24 67%	11 7%	23 31%
DK/Ref DNR	17 6%	1 4%	-	-	-	-	-	3 4%	2 7%	12 7%	2 4%	6 5%	9 9%	-	6 4%	11 14%
Somewhat Less Likely	49 18%	7 32%	7 51%	2 17%	-	2 25%	2 37%	21 27%	6 21%	23 14%	9 17%	21 18%	20 20%	5 14%	29 18%	16 21%
Much Less Likely	138 51%	6 26%	4 27%	4 36%	2 50%	3 42%	-	29 38%	14 51%	95 58%	16 31%	77 67%	45 44%	3 8%	112 71%	23 31%

BANNER 1 141

26. 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.

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	252 100%	131 52%	62 25%	51 20%	134 53%	84 33%	16 6%	184 73%	36 14%	28 11%	101 40%	38 15%	11 4%	76 30%	46 18%	124 49%
Total More Likely	20 8%	12 9%	4 6%	4 9%	13 9%	6 7%	-	15 8%	3 8%	3 9%	10 10%	2 5%	1 9%	8 10%	3 6%	10 8%
Total Less Likely	175 69%	98 74%	45 73%	29 56%	98 73%	58 69%	9 60%	138 75%	24 66%	12 44%	65 64%	31 81%	6 55%	48 64%	35 75%	88 71%
Much More Likely	11 4%	6 5%	4 6%	1 2%	8 6%	2 2%	-	9 5%	1 3%	1 3%	5 5%	2 5%	1 9%	6 7%	1 2%	4 3%
Somewhat More Likely	10 4%	6 5%	-	4 7%	5 4%	4 4%	-	6 3%	2 5%	2 6%	6 6%	-	-	2 3%	2 4%	6 5%
No Difference	40 16%	13 10%	11 18%	13 26%	14 11%	14 17%	6 40%	23 13%	4 12%	10 36%	19 19%	3 8%	2 18%	15 20%	7 16%	16 13%
DK/Ref DNR	17 7%	8 6%	2 3%	5 9%	9 7%	6 7%	-	8 5%	5 14%	3 10%	7 7%	2 6%	2 18%	5 6%	1 2%	10 8%
Somewhat Less Likely	60 24%	28 22%	21 34%	11 21%	30 23%	20 24%	6 35%	44 24%	9 26%	7 26%	26 25%	9 25%	2 17%	20 26%	13 28%	28 22%
Much Less Likely	114 45%	69 53%	24 38%	18 35%	68 51%	38 46%	4 25%	94 51%	14 40%	5 18%	39 38%	21 56%	4 38%	29 38%	22 47%	60 48%

BANNER 2 142

26. 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.

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
<b>TOTAL</b>	252 100%	44 17%	29 12%	174 69%	63 25%	73 29%	110 44%	125 50%	127 50%	146 58%	101 40%	149 59%	63 25%	26 10%	8 3%
Total More Likely	20 8%	2 5%	2 7%	15 9%	3 5%	5 8%	11 10%	12 9%	8 7%	16 11%	5 5%	13 9%	4 6%	2 9%	1 12%
Total Less Likely	175 69%	34 78%	23 77%	116 66%	47 74%	58 79%	65 60%	83 67%	91 72%	100 69%	70 69%	97 65%	51 81%	16 62%	5 65%
Much More Likely	11 4%	2 5%	1 3%	7 4%	2 4%	2 2%	7 6%	7 6%	4 3%	9 6%	2 2%	7 4%	2 3%	1 5%	1 12%
Somewhat More Likely	10 4%	-	1 4%	8 4%	1 2%	4 5%	5 4%	5 4%	5 4%	7 5%	3 3%	7 5%	2 3%	1 4%	-
No Difference	40 16%	6 13%	3 9%	30 17%	12 19%	6 8%	21 19%	20 16%	19 15%	24 16%	16 16%	24 16%	6 10%	6 24%	2 22%
DK/Ref DNR	17 7%	2 4%	2 7%	13 8%	1 2%	4 5%	12 11%	9 8%	8 6%	7 5%	11 11%	14 10%	2 3%	1 4%	-
Somewhat Less Likely	60 24%	6 14%	10 36%	44 25%	17 27%	21 28%	21 19%	32 26%	28 22%	29 20%	29 29%	30 20%	20 32%	8 31%	1 12%
Much Less Likely	114 45%	28 63%	12 41%	72 41%	29 47%	37 51%	44 40%	51 41%	63 50%	71 49%	41 40%	67 45%	31 49%	8 32%	4 53%

BANNER 3 143

26. 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.

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	252 100%	46 18%	76 30%	51 20%	73 29%	26 10%	62 24%	18 7%	43 17%	85 34%	18 7%	133 53%	119 47%	64 25%	119 47%	48 19%	123 49%	95 38%
Total More Likely	20 8%	5 11%	7 9%	2 4%	7 9%	3 11%	3 5%	4 21%	2 5%	7 8%	2 9%	12 9%	8 6%	5 7%	6 5%	8 17%	11 9%	9 10%
Total Less Likely	175 69%	31 67%	50 66%	42 82%	47 64%	16 64%	41 67%	8 47%	34 79%	60 71%	14 78%	93 70%	81 69%	53 83%	89 75%	21 44%	91 74%	62 65%
Much More Likely	11 4%	3 7%	4 5%	1 2%	3 4%	2 7%	2 3%	3 15%	-	4 5%	-	7 5%	4 3%	4 6%	3 3%	3 6%	8 6%	3 3%
Somewhat More Likely	10 4%	2 4%	3 4%	1 2%	4 5%	1 4%	1 2%	1 5%	2 5%	3 3%	2 9%	6 4%	4 3%	1 1%	3 3%	6 11%	3 3%	6 7%
No Difference	40 16%	8 17%	11 15%	6 13%	13 18%	5 21%	11 18%	3 16%	4 9%	15 17%	1 7%	21 15%	19 16%	3 5%	15 13%	15 31%	18 14%	15 15%
DK/Ref DNR	17 7%	2 5%	7 10%	1 2%	7 9%	1 4%	6 9%	3 17%	3 7%	4 4%	1 5%	7 5%	11 9%	3 4%	9 7%	4 8%	4 3%	10 10%
Somewhat Less Likely	60 24%	18 39%	15 19%	11 22%	15 21%	9 36%	12 20%	1 6%	10 24%	23 27%	5 26%	35 26%	26 22%	12 19%	35 29%	12 24%	30 24%	26 27%
Much Less Likely	114 45%	13 28%	36 47%	31 60%	31 43%	7 28%	29 48%	7 41%	24 55%	37 43%	10 53%	59 44%	56 47%	41 64%	54 45%	9 20%	61 50%	36 37%



BANNER 4 144

26. 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.

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	252 100%	184 73%	36 14%	28 11%	167 66%	27 11%	225 89%	95 38%	50 20%	198 79%	48 19%	14 6%	125 50%	10 4%	9 3%	77 31%	65 26%	11 4%
Total More Likely	20 8%	15 8%	3 8%	3 9%	13 8%	3 11%	18 8%	6 7%	5 9%	17 9%	4 8%	1 6%	11 8%	-	-	6 8%	5 8%	-
Total Less Likely	175 69%	138 75%	24 66%	12 44%	122 73%	14 52%	157 70%	72 76%	34 67%	140 70%	30 61%	9 61%	83 67%	8 79%	5 55%	58 75%	47 72%	7 64%
Much More Likely	11 4%	9 5%	1 3%	1 3%	7 4%	2 8%	10 4%	3 3%	2 4%	9 4%	3 6%	-	5 4%	-	-	2 2%	2 3%	-
Somewhat More Likely	10 4%	6 3%	2 5%	2 6%	7 4%	1 3%	9 4%	4 4%	3 6%	8 4%	1 2%	1 6%	6 5%	-	-	4 5%	3 5%	-
No Difference	40 16%	23 13%	4 12%	10 36%	23 14%	7 27%	34 15%	10 10%	10 20%	28 14%	13 27%	3 20%	21 16%	-	2 24%	7 9%	7 10%	2 19%
DK/Ref DNR	17 7%	8 5%	5 14%	3 10%	9 5%	3 11%	15 7%	7 7%	2 4%	13 7%	2 4%	2 13%	11 8%	2 21%	2 21%	7 9%	7 10%	2 17%
Somewhat Less Likely	60 24%	44 24%	9 26%	7 26%	48 29%	4 15%	56 25%	25 26%	16 31%	51 26%	12 25%	1 6%	30 24%	1 9%	2 22%	21 27%	17 27%	2 16%
Much Less Likely	114 45%	94 51%	14 40%	5 18%	74 44%	10 37%	101 45%	47 50%	18 35%	89 45%	17 36%	8 55%	53 42%	7 70%	3 34%	37 48%	30 45%	5 48%

BANNER 5 145

26. 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.

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	252 100%	21 9%	15 6%	11 5%	1 0%	7 3%	5 2%	63 25%	25 10%	164 65%	51 20%	99 40%	101 40%	28 11%	154 61%	70 28%
Total More Likely	20 8%	3 13%	1 7%	1 9%	-	-	-	6 9%	1 4%	13 8%	7 13%	10 10%	4 4%	4 14%	13 8%	4 5%
Total Less Likely	175 69%	12 55%	10 66%	6 50%	-	5 83%	5 84%	42 67%	19 76%	114 69%	28 55%	80 80%	67 66%	8 28%	127 82%	41 58%
Much More Likely	11 4%	2 9%	1 7%	-	-	-	-	3 5%	1 4%	7 4%	3 5%	6 6%	2 2%	2 7%	8 5%	1 1%
Somewhat More Likely	10 4%	1 4%	-	1 9%	-	-	-	3 5%	-	7 4%	4 8%	4 4%	2 2%	2 7%	5 3%	3 4%
No Difference	40 16%	5 23%	3 21%	5 41%	-	-	1 16%	11 18%	2 8%	27 16%	12 25%	4 4%	23 23%	15 55%	10 7%	14 20%
DK/Ref DNR	17 7%	2 9%	1 7%	-	1 100%	1 17%	-	4 6%	3 12%	10 6%	4 8%	6 6%	8 8%	1 3%	5 3%	11 16%
Somewhat Less Likely	60 24%	5 23%	3 24%	3 23%	-	2 27%	-	18 28%	4 17%	38 23%	14 27%	20 20%	27 26%	3 10%	38 25%	19 28%
Much Less Likely	114 45%	7 31%	6 42%	3 27%	-	4 55%	5 84%	24 39%	15 59%	75 46%	14 28%	60 60%	40 40%	5 18%	88 57%	21 30%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 146

27. 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 Will  
Scharf

	TOTAL COMPLTE	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
		V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
TOTAL BAILEY	72 14%	22 9%	17 14%	30 27%	22 9%	33 19%	8 23%	38 11%	9 11%	18 27%	27 14%	2 3%	6 22%	14 9%	16 18%	39 16%
TOTAL SCHARF	294 59%	162 68%	77 61%	48 43%	166 69%	93 52%	19 51%	228 68%	45 54%	18 27%	123 62%	44 75%	14 54%	100 67%	51 57%	136 55%
Committed Bailey	33 7%	15 6%	6 4%	10 9%	14 6%	14 8%	-	23 7%	3 4%	4 6%	12 6%	1 2%	1 4%	8 5%	6 7%	16 7%
Persuadable Bailey	7 1%	1 0%	2 2%	3 3%	1 0%	3 2%	2 6%	3 1%	2 2%	1 2%	2 1%	1 2%	-	-	3 4%	3 1%
Lean Bailey	32 6%	6 3%	10 8%	17 15%	8 3%	16 9%	6 17%	12 3%	4 5%	13 20%	12 6%	-	5 18%	6 4%	7 8%	20 8%
Hard Undecided DNR	136 27%	55 23%	32 25%	35 31%	54 22%	51 29%	10 26%	69 21%	29 35%	30 45%	47 24%	13 22%	6 24%	34 23%	21 24%	70 29%
Lean Scharf	95 19%	48 20%	30 24%	17 15%	47 19%	36 20%	6 16%	61 18%	23 28%	8 13%	36 18%	11 18%	7 27%	33 22%	18 20%	41 17%
Persuadable Scharf	66 13%	35 15%	19 15%	9 8%	38 16%	20 11%	2 5%	54 16%	10 12%	1 2%	28 14%	6 11%	3 11%	18 12%	12 13%	34 14%
Committed Scharf	134 27%	80 33%	28 22%	22 19%	81 33%	36 21%	11 30%	113 34%	12 15%	9 13%	59 30%	27 46%	4 16%	49 33%	21 24%	61 25%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 147

27. 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 Will  
Scharf

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
TOTAL BAILEY	72 14%	11 13%	13 19%	44 14%	14 11%	23 14%	32 15%	39 15%	33 13%	35 13%	35 17%	47 16%	15 12%	5 11%	1 7%
TOTAL SCHARF	294 59%	59 66%	41 60%	189 58%	78 65%	99 62%	114 55%	144 56%	150 61%	175 64%	114 54%	173 57%	78 62%	31 69%	9 61%
Committed Bailey	33 7%	6 7%	6 9%	18 6%	6 5%	10 6%	15 7%	18 7%	15 6%	15 6%	15 7%	19 6%	8 7%	3 6%	-
Persuadable Bailey	7 1%	-	3 5%	3 1%	4 3%	1 1%	2 1%	3 1%	3 1%	2 1%	5 2%	3 1%	1 1%	2 6%	-
Lean Bailey	32 6%	5 5%	4 6%	23 7%	3 3%	13 8%	15 7%	17 7%	15 6%	18 6%	15 7%	25 8%	5 4%	-	1 7%
Hard Undecided DNR	136 27%	19 21%	15 21%	92 28%	29 24%	38 24%	61 29%	73 29%	63 25%	64 23%	61 29%	81 27%	32 26%	9 20%	5 32%
Lean Scharf	95 19%	24 27%	14 21%	55 17%	24 20%	34 21%	36 18%	51 20%	44 18%	57 21%	37 17%	54 18%	25 20%	15 33%	1 6%
Persuadable Scharf	66 13%	10 11%	9 13%	45 14%	14 12%	23 14%	28 13%	34 13%	32 13%	34 12%	31 15%	42 14%	17 14%	5 11%	1 6%
Committed Scharf	134 27%	25 28%	18 26%	88 27%	39 33%	42 26%	50 24%	59 23%	75 30%	84 31%	47 22%	77 26%	36 29%	11 24%	7 48%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 148

27. 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 Will  
Scharf

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM. - JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
TOTAL BAILEY	72 14%	15 15%	23 15%	7 7%	24 16%	9 20%	11 10%	10 29%	8 8%	29 16%	5 13%	43 16%	29 13%	15 12%	34 14%	19 21%	29 13%	30 15%
TOTAL SCHARF	294 59%	61 63%	81 53%	57 64%	92 61%	26 57%	66 59%	20 56%	62 65%	102 56%	19 55%	161 58%	133 59%	85 66%	149 62%	42 46%	152 67%	110 54%
Committed Bailey	33 7%	9 9%	9 6%	2 2%	10 7%	3 6%	7 7%	6 16%	4 4%	11 6%	2 7%	19 7%	13 6%	9 7%	15 6%	6 6%	11 5%	12 6%
Persuadable Bailey	7 1%	2 3%	1 1%	1 1%	2 1%	-	-	2 6%	2 2%	1 1%	1 4%	5 2%	2 1%	2 2%	2 1%	2 3%	4 2%	2 1%
Lean Bailey	32 6%	3 3%	13 9%	3 4%	12 8%	6 14%	4 3%	2 6%	2 2%	17 10%	1 3%	19 7%	13 6%	4 3%	17 7%	11 12%	13 6%	16 8%
Hard Undecided DNR	136 27%	21 22%	48 31%	25 28%	34 23%	10 23%	34 31%	5 15%	25 26%	50 28%	11 32%	72 26%	64 28%	28 22%	56 24%	30 33%	47 21%	63 31%
Lean Scharf	95 19%	27 28%	24 16%	14 16%	30 20%	7 15%	25 22%	5 15%	17 18%	31 17%	10 28%	64 23%	31 14%	26 20%	47 20%	16 18%	49 22%	34 17%
Persuadable Scharf	66 13%	14 15%	20 13%	9 10%	22 14%	3 7%	17 16%	4 11%	13 13%	26 14%	4 11%	33 12%	33 15%	16 13%	32 14%	11 12%	33 14%	27 13%
Committed Scharf	134 27%	20 21%	37 24%	34 38%	41 27%	16 35%	24 21%	11 30%	33 34%	45 25%	6 16%	64 23%	70 31%	43 34%	70 29%	15 17%	70 31%	50 24%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 149

27. 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 Will  
Scharf

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
TOTAL BAILEY	72 14%	38 11%	9 11%	18 27%	50 15%	14 21%	69 15%	21 11%	29 27%	64 16%	39 35%	6 19%	56 21%	3 11%	6 39%	20 14%	19 16%	6 27%
TOTAL SCHARF	294 59%	228 68%	45 54%	18 27%	201 60%	31 48%	271 59%	138 70%	39 36%	237 58%	48 43%	16 46%	140 53%	22 76%	4 28%	97 65%	76 64%	12 49%
Committed Bailey	33 7%	23 7%	3 4%	4 6%	25 7%	6 10%	33 7%	12 6%	15 14%	31 8%	23 20%	- 10%	27 10%	3 11%	4 25%	10 7%	10 9%	4 18%
Persuadable Bailey	7 1%	3 1%	2 2%	1 2%	4 1%	2 4%	7 1%	4 2%	- 1%	6 1%	3 3%	- 1%	3 1%	- 8%	1 1%	1 1%	1 1%	1 5%
Lean Bailey	32 6%	12 3%	4 5%	13 20%	21 6%	5 7%	29 6%	5 3%	14 13%	28 7%	13 11%	6 19%	25 10%	- 6%	1 6%	9 6%	8 6%	1 4%
Hard Undecided DNR	136 27%	69 21%	29 35%	30 45%	81 25%	21 31%	123 27%	39 20%	40 37%	107 26%	25 22%	12 35%	68 26%	4 13%	5 33%	31 21%	24 20%	6 24%
Lean Scharf	95 19%	61 18%	23 28%	8 13%	71 21%	8 12%	89 19%	46 23%	11 10%	75 18%	18 16%	7 20%	47 18%	5 19%	1 8%	31 21%	24 20%	4 18%
Persuadable Scharf	66 13%	54 16%	10 12%	1 2%	47 14%	4 6%	64 14%	34 17%	14 13%	61 15%	11 10%	- 10%	28 10%	5 17%	- 17%	25 17%	19 16%	1 4%
Committed Scharf	134 27%	113 34%	12 15%	9 13%	83 25%	19 29%	118 26%	57 29%	14 13%	101 25%	19 17%	9 26%	65 25%	12 40%	3 19%	40 27%	34 28%	7 27%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 150

27. 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 Will  
Scharf

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
TOTAL BAILEY	72 14%	23 45%	10 29%	10 37%	2 30%	1 9%	2 25%	47 32%	3 6%	21 7%	49 47%	4 2%	19 9%	72 100%	-	-
TOTAL SCHARF	294 59%	11 22%	20 60%	13 48%	4 55%	9 70%	5 64%	68 47%	42 84%	184 60%	31 30%	184 93%	79 40%	-	294 100%	-
Committed Bailey	33 7%	17 34%	3 9%	3 10%	1 15%	1 9%	1 10%	27 18%	1 2%	5 2%	29 27%	1 1%	3 1%	33 46%	-	-
Persuadable Bailey	7 1%	1 2%	1 3%	1 5%	-	-	1 14%	4 3%	-	3 1%	5 5%	1 1%	-	7 9%	-	-
Lean Bailey	32 6%	5 10%	6 18%	6 22%	1 14%	-	-	16 11%	2 4%	14 5%	15 15%	1 1%	16 8%	32 45%	-	-
Hard Undecided DNR	136 27%	17 33%	4 11%	4 15%	1 15%	3 21%	1 11%	30 21%	5 10%	100 33%	24 23%	9 5%	102 51%	-	-	136 100%
Lean Scharf	95 19%	2 4%	11 34%	5 19%	1 17%	3 21%	1 14%	24 16%	7 15%	64 21%	14 14%	41 21%	40 20%	-	95 32%	-
Persuadable Scharf	66 13%	-	5 14%	4 14%	-	2 13%	1 11%	14 10%	7 14%	45 15%	7 6%	40 20%	20 10%	-	66 22%	-
Committed Scharf	134 27%	9 18%	4 12%	4 15%	2 38%	5 36%	3 39%	30 21%	28 55%	76 25%	10 10%	104 53%	20 10%	-	134 45%	-

BANNER 1 151

28. Which of the following comes closest to your opinion on the issue of abortion?

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
Abortion should be banned beginning at conception without exceptions.	129 26%	93 39%	25 20%	9 8%	72 30%	40 22%	12 34%	100 30%	21 25%	5 7%	43 22%	20 34%	4 15%	31 21%	25 28%	70 29%
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.	239 48%	110 46%	70 55%	54 47%	123 50%	88 49%	12 32%	168 50%	37 44%	28 42%	106 54%	35 59%	9 34%	84 57%	46 52%	105 43%
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.	91 18%	23 9%	21 16%	43 38%	30 12%	39 22%	11 30%	40 12%	15 18%	31 46%	37 19%	1 2%	13 47%	22 15%	12 14%	55 23%
Don't Know/Refused DNR	44 9%	14 6%	10 8%	8 7%	18 7%	11 6%	2 5%	28 8%	10 12%	3 4%	12 6%	4 6%	1 4%	11 8%	6 7%	15 6%



BANNER 2 152

28. Which of the following comes closest to your opinion on the issue of abortion?

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Abortion should be banned beginning at conception without exceptions.	129 26%	24 27%	23 33%	80 25%	34 28%	48 30%	46 22%	64 25%	65 26%	84 31%	44 21%	69 23%	46 37%	8 18%	4 29%
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.	239 48%	48 54%	34 49%	153 47%	57 48%	78 49%	98 47%	118 46%	120 49%	118 43%	116 55%	150 50%	50 40%	25 54%	8 52%
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.	91 18%	13 14%	8 12%	68 21%	20 16%	25 16%	46 22%	49 19%	42 17%	52 19%	39 19%	62 21%	19 15%	9 20%	1 6%
Don't Know/Refused DNR	44 9%	4 4%	4 5%	23 7%	9 8%	9 6%	17 8%	25 10%	19 8%	20 7%	12 6%	20 7%	10 8%	4 8%	2 13%

BANNER 3 153

28. Which of the following comes closest to your opinion on the issue of abortion?

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Abortion should be banned beginning at conception without exceptions.	129 26%	31 32%	32 21%	28 31%	37 25%	8 17%	28 25%	10 28%	35 36%	40 22%	9 26%	81 29%	48 21%	129 100%	-	-	75 33%	43 21%
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.	239 48%	41 42%	74 49%	42 47%	76 51%	27 59%	48 44%	18 51%	37 39%	92 51%	17 48%	121 44%	117 52%	-	239 100%	-	111 49%	99 49%
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.	91 18%	16 16%	33 22%	13 15%	29 19%	7 16%	22 20%	5 15%	19 20%	29 16%	8 23%	50 18%	41 18%	-	-	91 100%	31 14%	50 25%
Don't Know/Refused DNR	44 9%	9 9%	12 8%	7 8%	8 5%	4 8%	13 12%	2 6%	4 5%	20 11%	1 3%	24 9%	19 9%	-	-	-	10 4%	10 5%

BANNER 4 154

28. Which of the following comes closest to your opinion on the issue of abortion?

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Abortion should be banned beginning at conception without exceptions.	129 26%	100 30%	21 25%	5 7%	92 28%	11 17%	117 25%	60 30%	25 23%	108 26%	28 25%	3 8%	60 23%	3 11%	1 6%	33 22%	28 23%	1 5%
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.	239 48%	168 50%	37 44%	28 42%	163 49%	26 40%	225 49%	101 51%	42 38%	191 47%	57 51%	15 44%	127 48%	17 59%	7 47%	68 46%	53 45%	12 51%
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.	91 18%	40 12%	15 18%	31 46%	51 16%	25 39%	84 18%	22 11%	32 30%	73 18%	19 17%	13 36%	49 19%	6 20%	5 32%	30 20%	22 19%	7 30%
Don't Know/Refused DNR	44 9%	28 8%	10 12%	3 4%	26 8%	3 5%	38 8%	14 7%	9 9%	35 9%	8 8%	4 13%	27 10%	3 10%	2 15%	16 11%	15 13%	3 13%

BANNER 5 155

28. Which of the following comes closest to your opinion on the issue of abortion?

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Abortion should be banned beginning at conception without exceptions.	129 26%	17 33%	4 12%	4 13%	-	2 17%	1 11%	33 23%	9 18%	87 28%	20 19%	62 31%	48 24%	15 21%	85 29%	28 21%
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.	239 48%	25 48%	23 68%	11 43%	4 64%	10 76%	4 49%	79 54%	28 55%	132 43%	56 53%	97 49%	86 43%	34 47%	149 51%	56 41%
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.	91 18%	5 10%	6 17%	11 43%	2 36%	-	3 40%	24 16%	8 16%	59 19%	22 21%	27 14%	41 21%	19 26%	42 14%	30 22%
Don't Know/Refused DNR	44 9%	4 9%	1 3%	-	-	1 8%	-	9 6%	6 11%	29 9%	7 7%	11 5%	26 13%	4 6%	18 6%	22 16%

BANNER 1 156

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

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
(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.	228 45%	124 52%	58 46%	39 34%	130 53%	63 36%	18 47%	184 55%	23 28%	16 23%	81 41%	38 64%	7 26%	65 44%	40 46%	118 48%
(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.	203 40%	85 36%	54 43%	60 53%	84 35%	92 52%	14 39%	110 33%	40 48%	46 69%	93 47%	17 28%	18 67%	63 43%	41 46%	96 39%
Don't Know/Refused DNR	72 14%	30 12%	14 11%	14 13%	29 12%	22 12%	5 14%	42 12%	20 24%	5 8%	24 12%	5 8%	2 7%	20 13%	7 8%	30 12%

BANNER 2 157

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

TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION				
	DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z	
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
(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.	228 45%	52 58%	32 46%	142 44%	66 55%	86 53%	75 36%	112 44%	115 47%	132 48%	93 44%	122 40%	71 56%	26 59%	8 52%
(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.	203 40%	20 23%	30 44%	150 46%	41 34%	60 37%	99 48%	107 42%	96 39%	105 38%	96 46%	139 46%	44 35%	12 28%	5 33%
Don't Know/Refused DNR	72 14%	17 19%	7 10%	32 10%	13 11%	15 9%	32 15%	37 14%	35 14%	37 14%	21 10%	41 13%	11 9%	6 14%	2 15%

BANNER 3 158

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

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
(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.	228 45%	54 56%	58 38%	50 57%	63 42%	18 39%	52 47%	17 49%	39 41%	81 45%	21 60%	132 48%	96 43%	75 59%	111 47%	31 34%	228 100%	-
(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.	203 40%	30 31%	74 49%	31 35%	65 43%	24 52%	42 38%	13 37%	40 42%	73 40%	12 34%	109 40%	93 41%	43 33%	99 42%	50 56%	-	203 100%
Don't Know/Refused DNR	72 14%	12 13%	19 13%	7 8%	21 14%	4 8%	17 15%	5 14%	17 17%	27 15%	2 6%	35 13%	36 16%	10 8%	28 12%	9 10%	-	-

BANNER 4 159

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

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502	336	83	67	332	66	463	198	108	407	112	35	263	28	15	148	119	24
	100%	67%	17%	13%	66%	13%	92%	39%	22%	81%	22%	7%	52%	6%	3%	29%	24%	5%
(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.	228	184	23	16	159	31	213	102	37	183	53	10	106	11	6	62	47	8
	45%	55%	28%	23%	48%	47%	46%	52%	34%	45%	48%	27%	40%	40%	44%	42%	40%	31%
(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.	203	110	40	46	130	29	186	77	59	171	43	19	111	12	7	62	52	12
	40%	33%	48%	69%	39%	44%	40%	39%	54%	42%	38%	55%	42%	43%	48%	42%	44%	52%
Don't Know/Refused DNR	72	42	20	5	43	6	64	19	13	53	15	6	46	5	1	24	20	4
	14%	12%	24%	8%	13%	9%	14%	10%	12%	13%	14%	18%	18%	17%	8%	16%	17%	17%



BANNER 5 160

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

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502	51	33	26	6	13	9	145	51	306	105	197	200	72	294	136
	100%	10%	7%	5%	1%	3%	2%	29%	10%	61%	21%	39%	40%	14%	59%	27%
(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.	228	22	13	14	2	5	4	64	18	146	44	97	86	29	152	47
	45%	42%	39%	55%	34%	37%	47%	44%	35%	48%	42%	49%	43%	40%	52%	35%
(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.	203	21	15	11	4	5	4	63	24	116	45	76	82	30	110	63
	40%	42%	44%	41%	66%	35%	53%	43%	48%	38%	43%	39%	41%	42%	37%	46%
Don't Know/Refused DNR	72	8	6	1	-	4	-	19	9	44	15	23	33	13	33	25
	14%	16%	17%	4%		28%		13%	17%	14%	14%	12%	16%	19%	11%	19%

BANNER 1 161

30. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	TOTAL COMPLETE	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
		V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>TOTAL CONSERVATIVE</b>	366 73%	239 100%	127 100%	-	203 84%	126 71%	23 62%	286 85%	50 60%	23 35%	166 84%	55 93%	12 45%	129 87%	68 77%	164 67%
<b>TOTAL LIBERAL</b>	9 2%	-	-	9 8%	4 2%	3 2%	1 3%	5 2%	1 1%	2 3%	1 0%	-	2 8%	1 1%	1 1%	7 3%
<b>Very Conservative</b>	239 48%	239 100%	-	-	142 59%	75 42%	14 38%	196 58%	27 32%	11 16%	103 52%	40 68%	7 25%	91 61%	40 45%	106 43%
<b>Somewhat Conservative</b>	127 25%	-	127 100%	-	61 25%	51 29%	9 24%	90 27%	23 28%	13 19%	63 32%	15 25%	5 19%	38 25%	28 32%	58 24%
<b>Moderate</b>	104 21%	-	-	104 92%	28 12%	47 26%	13 35%	33 10%	28 34%	38 56%	26 13%	3 5%	12 44%	16 11%	18 20%	66 27%
<b>DK/Refused DNR</b>	23 5%	-	-	-	7 3%	2 1%	-	12 4%	4 5%	4 6%	4 2%	1 2%	1 4%	3 2%	2 2%	8 3%
<b>Somewhat Liberal</b>	4 1%	-	-	4 3%	1 0%	1 1%	1 3%	1 0%	-	2 3%	-	-	2 8%	-	1 1%	3 1%
<b>Very Liberal</b>	5 1%	-	-	5 5%	3 1%	2 1%	-	4 1%	1 1%	-	1 0%	-	-	1 1%	-	4 2%

BANNER 2 162

30. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z
<b>TOTAL</b>	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
<b>TOTAL CONSERVATIVE</b>	366 73%	78 88%	56 81%	229 71%	80 67%	130 81%	152 74%	183 71%	183 74%	209 76%	153 73%	227 75%	95 75%	27 60%	13 87%
<b>TOTAL LIBERAL</b>	9 2%	2 3%	-	7 2%	1 1%	2 1%	6 3%	3 1%	6 3%	6 2%	3 1%	7 2%	1 1%	1 3%	-
<b>Very Conservative</b>	239 48%	64 72%	36 52%	136 42%	42 35%	87 54%	107 52%	121 47%	118 48%	146 53%	90 43%	158 52%	58 46%	13 29%	6 42%
<b>Somewhat Conservative</b>	127 25%	14 15%	20 29%	93 29%	38 32%	43 27%	45 22%	62 24%	65 26%	63 23%	62 30%	69 23%	37 29%	14 31%	7 45%
<b>Moderate</b>	104 21%	7 8%	12 17%	80 25%	37 31%	24 15%	41 20%	61 24%	44 18%	52 19%	50 24%	58 19%	27 22%	15 34%	2 13%
<b>DK/Refused DNR</b>	23 5%	2 2%	2 3%	9 3%	1 1%	5 3%	8 4%	10 4%	13 5%	7 3%	5 2%	9 3%	3 2%	1 3%	-
<b>Somewhat Liberal</b>	4 1%	-	-	4 1%	-	1 1%	3 1%	2 1%	2 1%	2 1%	2 1%	4 1%	-	-	-
<b>Very Liberal</b>	5 1%	2 3%	-	3 1%	1 1%	1 1%	3 1%	1 0%	4 2%	4 2%	1 0%	3 1%	1 1%	1 3%	-

BANNER 3 163

30. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
<b>TOTAL CONSERVATIVE</b>	366 73%	70 73%	110 72%	64 72%	118 78%	33 72%	83 75%	26 73%	68 71%	130 72%	27 76%	195 71%	170 75%	118 92%	180 75%	43 48%	182 80%	140 69%
<b>TOTAL LIBERAL</b>	9 2%	-	3 2%	2 3%	4 3%	1 2%	-	-	3 3%	4 2%	1 4%	3 1%	6 3%	-	5 2%	4 5%	5 2%	2 1%
<b>Very Conservative</b>	239 48%	40 41%	79 52%	38 42%	79 53%	20 44%	56 50%	15 42%	57 60%	73 40%	19 55%	115 41%	125 55%	93 72%	110 46%	23 25%	124 54%	85 42%
<b>Somewhat Conservative</b>	127 25%	31 32%	31 20%	27 30%	38 26%	13 28%	28 25%	11 31%	11 11%	57 32%	7 21%	81 29%	46 20%	25 20%	70 29%	21 23%	58 26%	54 27%
<b>Moderate</b>	104 21%	25 26%	34 22%	19 22%	24 16%	9 20%	23 21%	9 25%	20 21%	38 21%	6 17%	61 22%	44 19%	9 7%	49 20%	39 43%	34 15%	58 29%
<b>DK/Refused DNR</b>	23 5%	1 1%	5 4%	3 4%	4 3%	3 6%	4 3%	1 3%	5 5%	9 5%	1 3%	17 6%	6 3%	2 1%	5 2%	4 4%	6 3%	3 1%
<b>Somewhat Liberal</b>	4 1%	-	2 1%	-	2 1%	1 2%	-	-	1 1%	2 1%	-	2 1%	2 1%	-	2 1%	2 2%	2 1%	1 0%
<b>Very Liberal</b>	5 1%	-	1 1%	2 3%	2 1%	-	-	-	2 2%	2 1%	1 4%	1 0%	4 2%	-	3 1%	2 3%	3 1%	1 0%

BANNER 4 164

30. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLETE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
<b>TOTAL CONSERVATIVE</b>	366 73%	286 85%	50 60%	23 35%	261 79%	30 46%	338 73%	168 85%	59 54%	299 73%	84 76%	16 46%	191 73%	17 60%	8 52%	108 73%	87 73%	11 47%
<b>TOTAL LIBERAL</b>	9 2%	5 2%	1 1%	2 3%	5 2%	2 3%	7 2%	4 2%	1 1%	6 1%	3 3%	- -	4 2%	2 8%	- -	2 2%	1 1%	1 6%
<b>Very Conservative</b>	239 48%	196 58%	27 32%	11 16%	181 54%	19 29%	225 49%	118 60%	34 31%	196 48%	54 48%	6 16%	116 44%	5 17%	7 46%	70 48%	53 45%	5 20%
<b>Somewhat Conservative</b>	127 25%	90 27%	23 28%	13 19%	80 24%	11 17%	113 24%	50 25%	25 23%	103 25%	30 27%	10 30%	75 29%	12 43%	1 7%	38 26%	34 29%	6 26%
<b>Moderate</b>	104 21%	33 10%	28 34%	38 56%	55 17%	32 48%	98 21%	20 10%	43 39%	83 20%	21 18%	15 44%	54 21%	8 28%	7 48%	31 21%	25 21%	12 48%
<b>DK/Refused DNR</b>	23 5%	12 4%	4 5%	4 6%	10 3%	2 3%	20 4%	6 3%	6 6%	20 5%	3 3%	4 10%	13 5%	1 3%	- -	7 4%	6 5%	- -
<b>Somewhat Liberal</b>	4 1%	1 0%	- -	2 3%	2 1%	2 3%	4 1%	2 1%	1 1%	3 1%	2 2%	- -	3 1%	- -	- -	- -	- -	- -
<b>Very Liberal</b>	5 1%	4 1%	1 1%	- -	3 1%	- -	3 1%	2 1%	- -	3 1%	1 1%	- -	1 1%	2 8%	- -	2 2%	1 1%	1 6%

BANNER 5 165

30. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
TOTAL CONSERVATIVE	366 73%	34 67%	26 79%	17 65%	2 30%	11 83%	4 44%	105 73%	29 57%	231 76%	69 66%	156 79%	141 70%	39 55%	239 81%	87 64%
TOTAL LIBERAL	9 2%	-	-	1 4%	-	-	1 11%	2 1%	1 2%	6 2%	-	2 1%	7 4%	2 3%	4 1%	3 2%
Very Conservative	239 48%	24 46%	13 39%	9 32%	2 30%	-	3 33%	67 46%	19 37%	153 50%	46 44%	109 56%	84 42%	22 31%	162 55%	55 40%
Somewhat Conservative	127 25%	11 21%	13 40%	9 33%	-	11 83%	1 12%	38 26%	10 21%	78 25%	23 22%	47 24%	57 28%	17 24%	77 26%	32 24%
Moderate	104 21%	13 26%	6 18%	8 31%	5 70%	2 17%	4 45%	36 25%	18 35%	51 17%	33 32%	33 17%	38 19%	28 40%	44 15%	32 24%
DK/Refused DNR	23 5%	3 7%	1 3%	-	-	-	-	2 2%	3 6%	17 6%	2 2%	6 3%	15 7%	2 3%	7 2%	14 10%
Somewhat Liberal	4 1%	-	-	1 4%	-	-	-	1 1%	1 2%	2 1%	-	1 1%	3 1%	1 1%	2 1%	1 1%
Very Liberal	5 1%	-	-	-	-	-	1 11%	1 1%	-	4 1%	-	1 0%	4 2%	1 1%	2 1%	2 1%

BANNER 1 166

31. 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?

	TOTAL COMPLTE	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS		
		V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
Trump Republican	243 48%	142 59%	61 48%	33 29%	243 100%	-	-	217 65%	23 28%	2 3%	110 56%	34 58%	9 32%	95 64%	40 45%	106 43%
Traditional Republican	178 35%	75 32%	51 40%	50 44%	-	178 100%	-	81 24%	44 53%	42 62%	73 37%	18 30%	14 53%	43 29%	36 41%	96 39%
Something else (Specify)	37 7%	14 6%	9 7%	14 12%	-	-	37 100%	19 6%	9 10%	8 12%	7 4%	6 10%	2 7%	5 3%	7 8%	24 10%
Don't Know/Refused	45 9%	7 3%	6 4%	17 15%	-	-	-	18 5%	7 9%	15 22%	8 4%	1 2%	2 8%	6 4%	6 7%	18 7%

BANNER 2 167

31. 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?

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Trump Republican	243 48%	57 64%	40 58%	144 44%	58 48%	83 52%	99 48%	120 47%	122 50%	143 52%	97 46%	156 52%	58 46%	19 43%	8 52%
Traditional Republican	178 35%	23 26%	23 33%	129 40%	38 32%	54 34%	83 40%	92 36%	86 35%	89 32%	88 42%	112 37%	47 37%	13 28%	4 26%
Something else (Specify)	37 7%	6 7%	4 5%	27 8%	11 9%	15 10%	11 5%	21 8%	16 7%	23 9%	13 6%	18 6%	12 9%	7 15%	1 7%
Don't Know/Refused	45 9%	3 3%	3 4%	24 8%	14 11%	7 5%	13 6%	23 9%	22 9%	19 7%	11 5%	16 5%	10 8%	6 14%	2 15%



BANNER 3 168

31. 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?

	GENDER AGE					MEDIA MARKET					INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Trump Republican	243 48%	42 43%	78 51%	43 49%	78 52%	22 49%	57 51%	17 47%	52 55%	76 42%	20 56%	130 47%	112 50%	72 56%	123 51%	30 33%	130 57%	84 41%
Traditional Republican	178 35%	33 34%	57 38%	30 34%	56 37%	16 36%	40 37%	13 38%	27 29%	67 37%	13 37%	94 34%	84 37%	40 31%	88 37%	39 44%	63 28%	92 45%
Something else (Specify)	37 7%	14 15%	7 4%	5 6%	11 7%	2 4%	5 5%	2 7%	8 9%	18 10%	1 4%	22 8%	15 7%	12 10%	12 5%	11 12%	18 8%	14 7%
Don't Know/Refused	45 9%	8 8%	10 7%	10 11%	6 4%	5 10%	8 8%	3 8%	8 8%	20 11%	1 3%	30 11%	15 6%	4 3%	17 7%	10 12%	17 7%	13 6%

BANNER 4 169

31. 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?

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Trump Republican	243 48%	217 65%	23 28%	2 3%	161 48%	30 46%	224 48%	111 56%	34 32%	193 47%	47 42%	11 33%	116 44%	13 45%	5 33%	66 44%	51 43%	9 37%
Traditional Republican	178 35%	81 24%	44 53%	42 62%	128 39%	16 24%	163 35%	65 33%	46 42%	146 36%	50 45%	14 40%	106 40%	15 51%	6 43%	58 39%	50 42%	12 50%
Something else (Specify)	37 7%	19 6%	9 10%	8 12%	23 7%	9 14%	34 7%	15 8%	9 8%	32 8%	7 6%	4 12%	20 7%	1 4%	-	9 6%	6 5%	1 5%
Don't Know/Refused	45 9%	18 5%	7 9%	15 22%	20 6%	10 15%	41 9%	6 3%	19 18%	37 9%	7 6%	6 16%	22 8%	-	4 24%	15 10%	12 10%	2 8%

BANNER 5 170

31. 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?

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Trump Republican	243 48%	16 31%	16 48%	14 55%	1 15%	4 31%	4 50%	65 45%	27 53%	151 49%	44 42%	115 59%	84 42%	22 31%	166 56%	54 40%
Traditional Republican	178 35%	25 49%	15 46%	9 34%	4 68%	9 69%	4 50%	60 41%	19 38%	99 32%	44 42%	57 29%	77 38%	33 46%	93 32%	51 38%
Something else (Specify)	37 7%	5 10%	1 3%	2 8%	1 17%	-	-	11 7%	1 2%	25 8%	5 5%	17 9%	15 7%	8 12%	19 6%	10 7%
Don't Know/Refused	45 9%	5 10%	1 3%	1 3%	-	-	-	9 6%	4 8%	31 10%	12 11%	8 4%	25 13%	8 11%	16 5%	20 15%

BANNER 1 171

32. Which cable news network do you watch most often

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>Fox News</b>	197 39%	103 43%	63 50%	27 24%	110 45%	73 41%	7 19%	147 44%	32 39%	14 21%	197 100%	-	-	116 78%	52 59%	28 11%
<b>Newsmax</b>	59 12%	40 17%	15 12%	3 3%	34 14%	18 10%	6 17%	54 16%	5 6%	1 1%	-	59 100%	-	16 11%	13 15%	30 12%
<b>One American News, OANN</b>	12 2%	8 3%	-	4 4%	7 3%	5 3%	-	11 3%	-	-	-	-	-	4 3%	3 4%	5 2%
<b>CNN</b>	26 5%	7 3%	5 4%	14 12%	9 4%	14 8%	2 5%	12 4%	2 2%	12 18%	-	-	26 100%	4 3%	2 2%	19 8%
<b>None of these</b>	165 33%	66 28%	41 33%	53 47%	72 30%	58 33%	20 54%	89 27%	37 45%	31 47%	-	-	-	6 4%	14 16%	141 58%
<b>Other (specify) DNR</b>	10 2%	6 3%	1 1%	3 3%	4 2%	3 2%	2 5%	4 1%	2 2%	4 6%	-	-	-	-	2 3%	8 3%
<b>Don't Know/Refused DNR</b>	32 6%	8 3%	2 2%	9 8%	7 3%	7 4%	-	18 5%	5 6%	5 8%	-	-	-	3 2%	1 1%	13 5%

BANNER 2 172

32. Which cable news network do you watch most often

	TOTAL COMPLETE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNLI	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Fox News	197 39%	38 43%	34 49%	122 38%	39 32%	59 37%	98 47%	100 39%	98 40%	115 42%	80 38%	135 45%	43 34%	11 25%	7 46%
Newsmax	59 12%	14 16%	10 14%	35 11%	16 13%	22 14%	21 10%	28 11%	31 13%	31 11%	28 13%	34 11%	16 13%	7 15%	2 14%
One American News, OANN	12 2%	5 6%	2 3%	5 2%	1 1%	6 4%	5 2%	6 2%	6 2%	5 2%	7 3%	9 3%	3 3%	-	-
CNN	26 5%	2 2%	4 6%	21 6%	5 4%	7 4%	15 7%	11 4%	15 6%	11 4%	16 8%	22 7%	2 2%	2 6%	-
None of these	165 33%	25 29%	14 20%	124 38%	48 40%	56 35%	59 28%	89 35%	76 31%	94 34%	69 33%	87 29%	51 41%	19 43%	6 39%
Other (specify) DNR	10 2%	-	3 4%	7 2%	1 1%	3 2%	6 3%	5 2%	5 2%	5 2%	5 2%	8 3%	2 2%	-	-
Don't Know/Refused DNR	32 6%	5 5%	3 4%	10 3%	10 8%	7 5%	3 1%	16 6%	15 6%	13 5%	4 2%	7 2%	8 7%	5 11%	-

BANNER 3 173

32. Which cable news network do you watch most often

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
<b>Fox News</b>	197 39%	31 32%	68 45%	30 33%	67 45%	20 44%	51 46%	12 34%	34 35%	68 38%	13 37%	93 34%	104 46%	43 33%	106 44%	37 40%	81 35%	93 46%
<b>Newsmax</b>	59 12%	11 11%	18 12%	14 16%	17 11%	9 20%	7 6%	7 20%	13 14%	18 10%	5 13%	32 12%	27 12%	20 15%	35 15%	1 1%	38 17%	17 8%
<b>One American News, OANN</b>	12 2%	1 1%	5 3%	2 2%	4 3%	- -	- -	1 3%	4 4%	5 3%	2 6%	7 3%	5 2%	4 3%	5 2%	2 2%	7 3%	5 3%
<b>CNN</b>	26 5%	2 2%	9 6%	3 3%	13 8%	4 8%	7 6%	2 6%	4 4%	8 5%	2 5%	14 5%	12 5%	4 3%	9 4%	13 14%	7 3%	18 9%
<b>None of these</b>	165 33%	43 45%	44 29%	33 37%	43 29%	10 23%	37 34%	13 38%	34 36%	61 34%	9 27%	104 38%	61 27%	51 39%	68 28%	33 37%	77 34%	62 30%
<b>Other (specify) DNR</b>	10 2%	2 2%	3 2%	-	5 3%	1 3%	1 1%	-	-	8 4%	-	2 1%	8 4%	3 2%	5 2%	2 2%	5 2%	5 2%
<b>Don't Know/Refused DNR</b>	32 6%	6 6%	5 3%	8 8%	2 1%	1 2%	7 7%	-	7 7%	13 7%	4 12%	23 8%	9 4%	5 4%	11 5%	4 4%	13 6%	4 2%

BANNER 4 174

32. Which cable news network do you watch most often

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
<b>Fox News</b>	197 39%	147 44%	32 39%	14 21%	147 44%	13 20%	181 39%	81 41%	31 29%	152 37%	50 45%	10 29%	103 39%	10 35%	5 33%	60 41%	45 38%	7 29%
<b>Newsmax</b>	59 12%	54 16%	5 6%	1 1%	43 13%	4 6%	56 12%	28 14%	7 6%	44 11%	11 10%	2 6%	35 13%	5 17%	1 7%	23 16%	21 17%	1 4%
<b>One American News, OANN</b>	12 2%	11 3%	-	-	7 2%	3 4%	11 2%	6 3%	1 1%	9 2%	4 4%	-	5 2%	-	-	2 1%	2 2%	-
<b>CNN</b>	26 5%	12 4%	2 2%	12 18%	13 4%	5 7%	24 5%	12 6%	9 8%	26 6%	4 3%	3 10%	14 5%	2 8%	1 7%	10 7%	9 7%	2 10%
<b>None of these</b>	165 33%	89 27%	37 45%	31 47%	98 29%	35 53%	153 33%	57 29%	45 41%	137 34%	33 29%	12 34%	81 31%	9 32%	6 39%	36 25%	29 24%	10 40%
<b>Other (specify) DNR</b>	10 2%	4 1%	2 2%	4 6%	7 2%	3 5%	10 2%	3 2%	6 6%	9 2%	1 1%	3 9%	5 2%	-	1 6%	3 2%	2 2%	1 4%
<b>Don't Know/Refused DNR</b>	32 6%	18 5%	5 6%	5 8%	17 5%	3 5%	28 6%	10 5%	10 9%	30 7%	9 8%	4 13%	21 8%	2 8%	1 8%	13 9%	11 10%	4 15%

BANNER 5 175

32. Which cable news network do you watch most often

	BAILEY IDEO				SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Fox News	197 39%	17 32%	15 46%	16 62%	2 33%	5 35%	4 44%	66 45%	15 30%	116 38%	39 38%	85 43%	73 36%	27 37%	123 42%	47 35%
Newsmax	59 12%	7 13%	3 9%	2 7%	-	4 29%	-	19 13%	8 16%	32 11%	16 15%	28 14%	15 8%	2 3%	44 15%	13 10%
One American News, OANN	12 2%	3 6%	1 3%	-	-	-	-	7 5%	2 4%	3 1%	6 6%	3 1%	3 2%	2 3%	7 2%	3 2%
CNN	26 5%	5 10%	-	1 4%	2 36%	-	-	4 3%	5 10%	17 6%	5 4%	5 3%	16 8%	6 8%	14 5%	6 5%
None of these	165 33%	13 26%	10 31%	5 20%	2 31%	4 28%	4 41%	39 27%	16 31%	110 36%	34 33%	61 31%	70 35%	29 41%	85 29%	50 37%
Other (specify) DNR	10 2%	2 4%	-	-	-	-	-	2 1%	1 2%	7 2%	-	3 2%	7 3%	-	6 2%	4 3%
Don't Know/Refused DNR	32 6%	4 8%	3 10%	2 8%	-	1 7%	1 14%	9 6%	3 6%	20 6%	5 4%	11 6%	16 8%	6 8%	14 5%	12 9%



BANNER 1 176

33. How often would you say you watch Fox News Channel?

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>Every day</b>	149 30%	91 38%	38 30%	17 15%	95 39%	43 24%	5 13%	119 35%	19 22%	11 17%	116 59%	16 26%	4 15%	149 100%	-	-
<b>Several times a week</b>	88 18%	40 17%	28 22%	19 16%	40 16%	36 20%	7 18%	64 19%	16 19%	7 10%	52 27%	13 23%	2 8%	-	88 100%	-
<b>A few times a month</b>	90 18%	41 17%	24 19%	24 21%	41 17%	37 21%	8 22%	58 17%	17 21%	13 20%	24 12%	13 22%	10 37%	-	-	90 37%
<b>Never</b>	155 31%	65 27%	33 26%	49 43%	65 27%	60 34%	16 44%	84 25%	28 34%	33 49%	4 2%	17 29%	9 36%	-	-	155 63%
<b>Don't Know/Refused DNR</b>	20 4%	2 1%	3 2%	5 4%	2 1%	3 2%	1 3%	11 3%	3 4%	3 5%	1 0%	-	1 4%	-	-	-

BANNER 2 177

33. How often would you say you watch Fox News Channel?

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Every day	149 30%	39 44%	25 36%	83 26%	20 16%	50 31%	77 37%	76 30%	72 29%	85 31%	63 30%	112 37%	24 19%	8 18%	3 20%
Several times a week	88 18%	13 15%	14 20%	60 18%	25 21%	25 15%	38 19%	43 17%	46 19%	49 18%	40 19%	50 17%	29 23%	6 14%	3 21%
A few times a month	90 18%	14 15%	10 15%	66 20%	23 19%	30 19%	37 18%	45 18%	45 18%	51 18%	39 19%	60 20%	17 13%	9 21%	4 27%
Never	155 31%	21 24%	21 30%	113 35%	46 38%	53 33%	52 25%	82 32%	73 29%	86 31%	67 32%	78 26%	50 40%	18 41%	5 33%
Don't Know/Refused DNR	20 4%	2 2%	-	3 1%	6 5%	2 1%	2 1%	10 4%	10 4%	4 2%	2 1%	2 1%	6 5%	3 6%	-

BANNER 3 178

33. How often would you say you watch Fox News Channel?

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Every day	149 30%	19 20%	57 38%	16 18%	55 37%	20 44%	32 29%	7 19%	29 30%	50 27%	12 33%	68 25%	80 35%	31 24%	84 35%	22 25%	65 29%	63 31%
Several times a week	88 18%	16 17%	26 17%	22 25%	24 16%	7 15%	20 18%	12 34%	10 10%	38 21%	1 4%	46 17%	43 19%	25 19%	46 19%	12 13%	40 18%	41 20%
A few times a month	90 18%	16 16%	30 20%	15 16%	30 20%	7 15%	19 17%	8 21%	22 23%	27 15%	9 25%	46 17%	44 19%	23 18%	43 18%	20 22%	46 20%	34 17%
Never	155 31%	41 42%	38 25%	33 37%	40 27%	12 27%	34 31%	9 26%	32 33%	56 31%	12 35%	96 35%	58 26%	47 37%	62 26%	35 39%	72 32%	62 31%
Don't Know/Refused DNR	20 4%	5 5%	1 1%	4 4%	1 1%	-	5 5%	-	3 4%	11 6%	1 3%	19 7%	1 0%	3 3%	4 2%	1 1%	3 2%	3 1%

BANNER 4 179

33. How often would you say you watch Fox News Channel?

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Every day	149 30%	119 35%	19 22%	11 17%	101 30%	12 18%	136 29%	62 31%	25 23%	117 29%	40 35%	5 13%	80 31%	7 25%	4 27%	47 32%	37 31%	7 30%
Several times a week	88 18%	64 19%	16 19%	7 10%	69 21%	9 14%	84 18%	38 19%	15 14%	70 17%	21 19%	5 14%	41 15%	3 11%	4 29%	23 16%	18 15%	2 8%
A few times a month	90 18%	58 17%	17 21%	13 20%	56 17%	17 26%	84 18%	40 20%	19 18%	74 18%	17 16%	9 26%	48 18%	9 33%	2 15%	32 21%	27 22%	7 27%
Never	155 31%	84 25%	28 34%	33 49%	94 28%	28 42%	142 31%	53 27%	44 41%	131 32%	29 26%	13 37%	81 31%	9 31%	4 29%	39 27%	31 26%	8 35%
Don't Know/Refused DNR	20 4%	11 3%	3 4%	3 5%	11 3%	-	16 3%	5 3%	6 5%	16 4%	5 4%	3 10%	13 5%	-	-	7 5%	6 5%	-

BANNER 5 180

33. How often would you say you watch Fox News Channel?

	BAILEY IDEO				SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Every day	149 30%	14 27%	13 40%	11 43%	2 33%	3 23%	2 21%	50 34%	9 17%	90 30%	30 29%	66 33%	52 26%	14 19%	100 34%	34 25%
Several times a week	88 18%	11 21%	4 13%	6 22%	1 14%	3 22%	1 11%	33 22%	7 14%	49 16%	25 23%	36 18%	28 14%	16 23%	51 17%	21 16%
A few times a month	90 18%	8 15%	7 21%	6 22%	1 21%	4 27%	4 42%	22 15%	15 30%	53 17%	16 15%	34 17%	40 20%	17 23%	53 18%	20 15%
Never	155 31%	16 32%	8 23%	3 13%	2 32%	4 28%	2 25%	36 25%	17 33%	102 33%	31 30%	54 28%	69 35%	23 32%	82 28%	50 37%
Don't Know/Refused DNR	20 4%	2 5%	1 3%	-	-	-	-	5 3%	3 6%	13 4%	2 2%	7 3%	11 6%	2 3%	8 3%	10 8%

BANNER 1 181

34. How often would you say you listen to conservative talk radio?

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
Every day	89 18%	64 27%	14 11%	9 8%	57 24%	23 13%	6 16%	68 20%	12 15%	8 12%	38 19%	14 24%	2 8%	39 26%	13 15%	35 14%
Several times a week	69 14%	36 15%	20 16%	12 10%	40 16%	23 13%	4 10%	51 15%	13 16%	5 7%	34 17%	10 16%	4 14%	25 17%	14 15%	31 13%
A few times a month	70 14%	36 15%	19 15%	14 12%	34 14%	27 15%	6 16%	51 15%	10 12%	4 6%	33 17%	8 13%	3 11%	19 13%	15 17%	35 14%
Never	255 51%	100 42%	73 58%	73 65%	109 45%	102 57%	21 58%	157 47%	42 51%	47 70%	89 45%	27 46%	18 66%	64 43%	45 51%	144 59%
Don't Know/Refused DNR	20 4%	3 1%	-	6 5%	2 1%	3 2%	-	9 3%	5 6%	3 5%	3 1%	-	-	2 1%	2 2%	-

BANNER 2 182

34. How often would you say you listen to conservative talk radio?

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Every day	89 18%	89 100%	-	-	13 11%	38 24%	38 18%	45 17%	44 18%	60 22%	29 14%	63 21%	20 16%	5 11%	1 8%
Several times a week	69 14%	-	69 100%	-	16 13%	28 18%	25 12%	33 13%	36 15%	28 10%	41 20%	44 15%	17 13%	5 12%	3 19%
A few times a month	70 14%	-	-	70 21%	20 17%	26 16%	23 11%	38 15%	31 13%	38 14%	32 15%	37 12%	20 16%	5 11%	7 46%
Never	255 51%	-	-	255 79%	65 54%	68 43%	117 57%	132 52%	123 50%	144 53%	107 51%	155 51%	64 51%	27 60%	4 27%
Don't Know/Refused DNR	20 4%	-	-	-	6 5%	-	3 1%	8 3%	12 5%	4 2%	1 0%	3 1%	4 3%	3 6%	-

BANNER 3 183

34. How often would you say you listen to conservative talk radio?

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Every day	89 18%	13 14%	31 21%	13 15%	31 21%	8 18%	21 19%	2 6%	16 17%	32 18%	9 26%	44 16%	45 20%	24 19%	48 20%	13 14%	52 23%	20 10%
Several times a week	69 14%	11 11%	23 15%	15 16%	21 14%	11 25%	19 17%	5 15%	12 13%	20 11%	1 2%	36 13%	33 14%	23 18%	34 14%	8 9%	32 14%	30 15%
A few times a month	70 14%	16 17%	22 14%	16 18%	15 10%	6 14%	16 14%	6 17%	12 13%	22 12%	7 20%	44 16%	26 11%	20 15%	36 15%	10 11%	31 14%	34 17%
Never	255 51%	54 56%	75 49%	41 47%	80 54%	17 38%	52 47%	22 62%	51 53%	96 53%	17 48%	134 49%	120 53%	61 47%	117 49%	57 63%	111 49%	116 57%
Don't Know/Refused DNR	20 4%	2 3%	1 1%	4 4%	2 1%	2 4%	2 2%	- -	3 4%	11 6%	1 3%	18 6%	2 1%	1 1%	3 1%	2 2%	2 1%	2 1%



BANNER 4 184

34. How often would you say you listen to conservative talk radio?

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Every day	89 18%	68 20%	12 15%	8 12%	69 21%	10 15%	85 18%	40 20%	14 13%	75 18%	29 26%	4 11%	50 19%	4 15%	- 0%	24 17%	17 14%	1 6%
Several times a week	69 14%	51 15%	13 16%	5 7%	48 14%	12 19%	67 14%	29 14%	12 11%	56 14%	23 20%	3 9%	40 15%	4 13%	4 29%	24 16%	19 16%	6 25%
A few times a month	70 14%	51 15%	10 12%	4 6%	47 14%	7 10%	63 14%	31 16%	15 14%	57 14%	13 12%	4 11%	32 12%	5 17%	4 25%	18 12%	15 13%	5 19%
Never	255 51%	157 47%	42 51%	47 70%	155 47%	37 56%	230 50%	95 48%	61 56%	203 50%	40 36%	22 62%	128 48%	16 55%	7 46%	74 50%	61 52%	12 50%
Don't Know/Refused DNR	20 4%	9 3%	5 6%	3 5%	12 4%	- 0%	17 4%	3 2%	7 6%	16 4%	7 6%	2 7%	14 5%	- 0%	- 0%	7 5%	7 6%	- 0%

BANNER 5 185

34. How often would you say you listen to conservative talk radio?

	BAILEY IDEO				SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Every day	89 18%	11 21%	10 29%	7 25%	-	-	1 11%	33 23%	5 10%	51 17%	20 19%	34 17%	35 17%	11 16%	59 20%	19 14%
Several times a week	69 14%	8 16%	6 17%	7 27%	1 15%	3 20%	3 37%	22 15%	10 20%	37 12%	22 21%	25 13%	22 11%	13 18%	41 14%	15 11%
A few times a month	70 14%	6 11%	4 11%	4 15%	1 17%	3 19%	1 11%	22 15%	7 14%	40 13%	12 11%	37 19%	21 10%	7 10%	49 17%	14 10%
Never	255 51%	25 48%	12 36%	8 30%	4 68%	8 60%	4 41%	61 42%	26 52%	167 55%	48 45%	96 49%	111 55%	37 52%	140 47%	78 58%
Don't Know/Refused DNR	20 4%	2 5%	2 6%	1 4%	-	-	-	7 5%	2 4%	11 4%	3 3%	5 2%	12 6%	3 5%	6 2%	10 8%

BANNER 1 186

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

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
High school or Less	117 23%	59 25%	29 23%	26 23%	61 25%	39 22%	9 25%	79 24%	22 26%	14 20%	47 24%	13 22%	5 18%	39 27%	24 27%	51 21%
Some College or an Associate's Degree	157 31%	87 36%	34 27%	32 29%	82 34%	50 28%	14 38%	110 33%	24 29%	21 31%	68 35%	18 30%	6 22%	45 31%	25 28%	85 35%
Bachelor's Degree	142 28%	61 26%	46 37%	31 27%	67 28%	55 31%	11 28%	100 30%	21 25%	15 23%	52 27%	22 37%	8 29%	41 28%	26 30%	74 30%
Post graduate degree like a medical or law degree, Master's or Ph.D.	68 14%	29 12%	16 13%	22 19%	30 13%	33 18%	3 8%	37 11%	14 17%	15 23%	28 14%	6 10%	8 30%	21 14%	13 15%	32 13%
DK/Refused DNR	18 4%	3 1%	1 1%	2 2%	2 1%	1 1%	-	11 3%	2 3%	2 3%	1 1%	-	-	1 1%	-	2 1%

BANNER 2 187

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

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
High school or Less	117 23%	25 29%	13 18%	78 24%	28 23%	33 21%	55 27%	57 22%	60 24%	117 43%	-	78 26%	26 21%	9 19%	3 23%
Some College or an Associate's Degree	157 31%	34 39%	15 22%	104 32%	30 25%	55 34%	72 35%	83 32%	75 30%	157 57%	-	98 33%	44 35%	9 20%	5 33%
Bachelor's Degree	142 28%	19 21%	24 34%	98 30%	40 34%	45 28%	55 27%	68 27%	74 30%	-	142 68%	82 27%	39 31%	13 30%	7 44%
Post graduate degree like a medical or law degree, Master's or Ph.D.	68 14%	10 12%	17 25%	40 12%	17 14%	27 17%	23 11%	42 16%	26 11%	-	68 32%	42 14%	14 11%	11 25%	-
DK/Refused DNR	18 4%	-	-	3 1%	5 4%	-	1 0%	6 2%	12 5%	-	-	1 0%	2 2%	3 6%	-

BANNER 3 188

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

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
High school or Less	117 23%	19 19%	38 25%	19 22%	40 27%	6 12%	30 28%	8 23%	29 31%	34 19%	10 28%	60 22%	57 25%	38 30%	45 19%	23 25%	56 25%	41 20%
Some College or an Associate's Degree	157 31%	31 32%	50 33%	27 30%	48 32%	16 36%	36 32%	11 31%	30 31%	58 32%	7 19%	86 31%	71 32%	46 35%	74 31%	29 32%	76 33%	63 31%
Bachelor's Degree	142 28%	28 29%	39 26%	31 34%	43 29%	11 24%	25 22%	12 35%	24 26%	58 32%	12 34%	76 27%	66 29%	26 20%	82 34%	24 26%	66 29%	59 29%
Post graduate degree like a medical or law degree, Master's or Ph.D.	68 14%	17 18%	25 16%	8 9%	17 12%	13 28%	17 15%	4 12%	9 9%	20 11%	5 15%	39 14%	29 13%	18 14%	34 14%	15 17%	27 12%	37 18%
DK/Refused DNR	18 4%	1 1%	-	4 4%	1 1%	-	3 3%	-	3 4%	10 5%	1 3%	15 6%	2 1%	1 1%	5 2%	-	3 1%	2 1%

BANNER 4 189

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

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
High school or Less	117 23%	79 24%	22 26%	14 20%	78 23%	11 17%	100 22%	37 19%	16 15%	81 20%	21 19%	10 30%	55 21%	4 14%	1 6%	30 20%	25 21%	2 9%
Some College or an Associate's Degree	157 31%	110 33%	24 29%	21 31%	102 31%	20 31%	147 32%	68 34%	31 29%	129 32%	28 25%	11 32%	83 31%	9 30%	3 23%	36 25%	29 25%	6 25%
Bachelor's Degree	142 28%	100 30%	21 25%	15 23%	94 28%	24 36%	140 30%	63 32%	30 28%	124 30%	32 29%	7 19%	74 28%	10 36%	5 37%	55 37%	42 35%	10 39%
Post graduate degree like a medical or law degree, Master's or Ph.D.	68 14%	37 11%	14 17%	15 23%	49 15%	11 17%	62 13%	26 13%	25 23%	60 15%	25 23%	4 12%	40 15%	5 19%	5 34%	21 14%	17 14%	6 26%
DK/Refused DNR	18 4%	11 3%	2 3%	2 3%	9 3%	-	14 3%	3 2%	6 5%	14 3%	5 4%	2 7%	11 4%	-	-	6 4%	6 5%	-

BANNER 5 190

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

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
High school or Less	117 23%	8 15%	5 15%	5 20%	-	1 7%	1 11%	31 22%	10 19%	76 25%	20 19%	40 20%	57 28%	14 20%	72 24%	31 23%
Some College or an Associate's Degree	157 31%	10 20%	12 35%	9 33%	1 15%	4 28%	3 36%	43 30%	12 25%	102 33%	29 27%	74 38%	54 27%	21 29%	104 35%	33 24%
Bachelor's Degree	142 28%	14 27%	8 24%	7 27%	1 17%	6 44%	2 28%	39 27%	18 36%	85 28%	31 30%	53 27%	58 29%	16 23%	82 28%	44 32%
Post graduate degree like a medical or law degree, Master's or Ph.D.	68 14%	15 30%	7 22%	5 19%	4 68%	3 22%	2 25%	26 18%	8 16%	33 11%	22 21%	26 13%	20 10%	18 26%	32 11%	17 13%
DK/Refused DNR	18 4%	4 7%	1 3%	-	-	-	-	5 3%	2 4%	11 3%	2 2%	4 2%	12 6%	2 3%	5 2%	10 8%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 191  
36A1. Age Groups

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLETE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S. ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
18-24	15 3%	6 3%	7 5%	2 2%	8 3%	4 2%	1 3%	10 3%	4 5%	1 1%	7 4%	2 4%	-	3 2%	3 3%	9 4%
25-34	45 9%	13 5%	14 11%	17 15%	19 8%	13 7%	7 18%	32 9%	2 3%	9 13%	11 6%	7 12%	2 9%	8 6%	6 7%	28 11%
35-44	60 12%	23 9%	18 14%	20 18%	30 12%	21 12%	3 9%	43 13%	10 12%	6 9%	21 11%	7 11%	2 8%	8 6%	16 18%	32 13%
45-54	65 13%	35 15%	19 15%	8 7%	27 11%	25 14%	8 22%	42 12%	10 12%	8 12%	22 11%	9 15%	-	16 10%	13 15%	35 14%
55-64	95 19%	51 21%	24 19%	18 16%	56 23%	29 17%	7 19%	72 21%	11 14%	11 16%	38 19%	13 21%	7 25%	35 23%	11 13%	49 20%
65-74	111 22%	60 25%	22 17%	23 20%	46 19%	52 29%	8 21%	65 19%	23 28%	20 29%	46 23%	13 21%	6 22%	33 22%	27 30%	50 20%
75 or over	96 19%	46 19%	23 18%	24 21%	54 22%	31 18%	3 8%	63 19%	21 25%	11 16%	52 26%	9 15%	9 35%	44 30%	12 13%	39 16%
Refused DNR	15 3%	4 1%	-	2 2%	2 1%	2 1%	-	11 3%	-	2 3%	1 1%	-	-	1 1%	-	3 1%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
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BANNER 2 192  
36A1. Age Groups

	TOTAL COMPLETE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIAL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
18-24	15 3%	1 1%	3 4%	11 3%	15 12%	-	-	7 3%	8 3%	8 3%	7 3%	-	-	-	15 100%
25-34	45 9%	5 6%	5 8%	32 10%	45 37%	-	-	30 12%	15 6%	18 7%	25 12%	-	-	45 100%	-
35-44	60 12%	7 8%	7 11%	42 13%	60 50%	-	-	27 10%	33 14%	31 11%	26 13%	-	60 48%	-	-
45-54	65 13%	13 15%	10 14%	42 13%	-	65 41%	-	32 13%	33 13%	38 14%	27 13%	-	65 52%	-	-
55-64	95 19%	25 28%	19 27%	52 16%	-	95 59%	-	50 19%	46 19%	50 18%	46 22%	95 32%	-	-	-
65-74	111 22%	17 20%	16 22%	76 23%	-	-	111 54%	56 22%	55 22%	66 24%	43 21%	111 37%	-	-	-
75 or over	96 19%	21 23%	10 14%	64 20%	-	-	96 46%	46 18%	49 20%	60 22%	35 17%	96 32%	-	-	-
Refused DNR	15 3%	-	-	5 1%	-	-	-	8 3%	7 3%	2 1%	1 1%	-	-	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 193  
36A1. Age Groups

	GENDER AGE				MEDIA MARKET							INT METHOD			ABORTION		UKRAINE	
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.-JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
18-24	15 3%	7 7%	-	8 9%	-	2 4%	4 4%	3 9%	1 1%	5 3%	-	10 3%	5 2%	4 3%	8 3%	1 1%	8 3%	5 2%
25-34	45 9%	30 31%	-	15 17%	-	3 6%	12 10%	2 7%	8 8%	18 10%	3 7%	28 10%	17 8%	8 6%	25 10%	9 10%	26 12%	12 6%
35-44	60 12%	27 28%	-	33 38%	-	4 10%	14 13%	5 14%	12 12%	20 11%	5 14%	45 16%	15 7%	22 17%	25 10%	10 11%	32 14%	24 12%
45-54	65 13%	32 34%	-	33 37%	-	3 6%	17 15%	5 13%	7 8%	30 17%	3 9%	44 16%	22 10%	24 19%	25 11%	9 10%	39 17%	20 10%
55-64	95 19%	-	50 33%	-	46 31%	9 20%	16 15%	4 11%	22 23%	35 19%	8 24%	51 18%	45 20%	24 18%	53 22%	16 18%	46 20%	40 20%
65-74	111 22%	-	56 37%	-	55 37%	15 33%	28 25%	7 20%	20 21%	34 19%	7 19%	49 18%	62 27%	22 17%	51 22%	27 30%	40 18%	57 28%
75 or over	96 19%	-	46 31%	-	49 33%	8 18%	18 17%	9 25%	21 22%	32 18%	8 23%	38 14%	58 26%	24 19%	46 19%	19 21%	35 15%	42 21%
Refused DNR	15 3%	-	-	-	-	1 2%	1 1%	-	5 5%	7 4%	1 3%	13 5%	2 1%	1 1%	6 2%	-	1 1%	2 1%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 194  
36A1. Age Groups

TOTAL COMPLETE	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH	
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
18-24	15 3%	10 3%	4 5%	1 1%	12 4%	2 3%	15 3%	9 5%	2 2%	13 3%	3 3%	-	5 2%	1 4%	1 7%	2 1%	2 2%	1 4%
25-34	45 9%	32 9%	2 3%	9 13%	26 8%	10 16%	43 9%	13 7%	11 10%	39 10%	6 6%	4 11%	23 9%	5 17%	5 35%	19 13%	15 13%	6 26%
35-44	60 12%	43 13%	10 12%	6 9%	37 11%	8 12%	53 12%	24 12%	12 11%	47 12%	13 12%	2 7%	26 10%	5 17%	1 8%	21 14%	16 14%	5 20%
45-54	65 13%	42 12%	10 12%	8 12%	44 13%	6 10%	60 13%	31 16%	13 12%	61 15%	13 12%	3 8%	34 13%	5 16%	1 6%	18 12%	15 13%	3 11%
55-64	95 19%	72 21%	11 14%	11 16%	62 19%	16 25%	88 19%	50 26%	18 17%	82 20%	20 18%	8 22%	46 17%	2 6%	3 19%	23 16%	17 14%	2 8%
65-74	111 22%	65 19%	23 28%	20 29%	80 24%	14 21%	105 23%	36 18%	28 26%	82 20%	28 25%	13 36%	68 26%	9 30%	3 19%	36 24%	30 25%	6 23%
75 or over	96 19%	63 19%	21 25%	11 16%	63 19%	9 14%	87 19%	31 16%	20 18%	71 17%	21 19%	4 13%	49 19%	3 10%	1 6%	24 16%	19 16%	2 7%
Refused DNR	15 3%	11 3%	-	2 3%	8 2%	-	13 3%	3 2%	4 4%	13 3%	7 6%	1 3%	13 5%	-	-	5 3%	5 4%	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 195  
36A1. Age Groups

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLETE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
18-24	15 3%	1 2%	-	-	-	1 7%	1 12%	5 4%	3 6%	7 2%	3 3%	7 4%	5 2%	1 2%	9 3%	5 4%
25-34	45 9%	4 7%	1 4%	2 9%	2 38%	1 9%	2 29%	10 7%	6 11%	29 10%	7 7%	21 11%	17 8%	5 7%	31 11%	9 7%
35-44	60 12%	4 7%	3 10%	2 9%	1 17%	1 9%	1 16%	18 12%	5 10%	37 12%	13 13%	25 13%	22 11%	7 10%	38 13%	15 11%
45-54	65 13%	7 13%	4 11%	4 14%	1 15%	3 20%	1 11%	14 10%	4 7%	47 15%	12 12%	24 12%	29 14%	8 11%	40 14%	18 13%
55-64	95 19%	9 17%	6 17%	8 29%	1 15%	2 13%	-	26 18%	9 19%	60 20%	23 22%	46 23%	26 13%	15 21%	59 20%	21 15%
65-74	111 22%	16 31%	11 32%	6 22%	1 14%	4 28%	2 22%	36 25%	16 31%	59 19%	26 25%	38 19%	47 23%	18 25%	65 22%	27 20%
75 or over	96 19%	8 16%	6 19%	5 17%	-	2 14%	1 11%	31 21%	6 13%	58 19%	17 16%	32 16%	46 23%	14 19%	49 17%	33 24%
Refused DNR	15 3%	4 7%	2 7%	-	-	-	-	6 4%	2 4%	7 2%	2 2%	3 2%	9 5%	3 5%	3 1%	8 6%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 196  
37. Sex: BY OBSERVATION

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
<b>TOTAL</b>	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
<b>Male</b>	256 51%	121 51%	62 49%	64 56%	120 50%	92 52%	21 56%	160 48%	43 52%	43 63%	100 50%	28 48%	11 43%	76 51%	43 48%	127 52%
<b>Female</b>	246 49%	118 49%	65 51%	50 44%	122 50%	86 48%	16 44%	175 52%	40 48%	25 37%	98 50%	31 52%	15 57%	72 49%	46 52%	117 48%

CFG MO AG MARCH PRIMARY BENCHMARK  
 n=502 REPUBLICAN PRIMARY VOTERS  
 CONDUCTED: MARCH 25-27, 2024



BANNER 2 197  
 37. Sex: BY OBSERVATION

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
<b>TOTAL</b>	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
<b>Male</b>	256 51%	45 50%	33 48%	170 52%	64 53%	82 51%	102 49%	256 100%	-	140 51%	110 53%	152 50%	59 47%	30 67%	7 47%
<b>Female</b>	246 49%	44 50%	36 52%	154 48%	56 47%	79 49%	104 51%	-	246 100%	134 49%	100 47%	150 50%	66 53%	15 33%	8 53%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 198  
37. Sex: BY OBSERVATION

	GENDER AGE				MEDIA MARKET						INT METHOD			ABORTION		UKRAINE		
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
<b>TOTAL</b>	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
<b>Male</b>	256 51%	97 100%	152 100%	-	-	22 48%	61 55%	18 51%	53 56%	90 50%	13 36%	148 53%	108 48%	64 50%	118 50%	49 54%	112 49%	107 53%
<b>Female</b>	246 49%	-	-	89 100%	150 100%	24 52%	50 45%	17 49%	42 44%	91 50%	23 64%	129 47%	117 52%	65 50%	120 50%	42 46%	115 51%	96 47%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 199  
37. Sex: BY OBSERVATION

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
<b>TOTAL</b>	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
<b>Male</b>	256 51%	160 48%	43 52%	43 63%	180 54%	32 48%	243 52%	101 51%	64 59%	214 52%	63 57%	20 59%	149 57%	18 62%	14 93%	90 61%	71 59%	16 67%
<b>Female</b>	246 49%	175 52%	40 48%	25 37%	152 46%	34 52%	220 48%	96 49%	44 41%	194 48%	49 43%	14 41%	114 43%	11 38%	1 7%	58 39%	48 41%	8 33%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 200  
37. Sex: BY OBSERVATION

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
<b>TOTAL</b>	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
<b>Male</b>	256 51%	30 58%	18 55%	16 62%	3 49%	10 72%	6 73%	81 56%	24 47%	151 49%	53 51%	99 50%	104 52%	39 54%	144 49%	73 54%
<b>Female</b>	246 49%	21 42%	15 45%	10 38%	3 51%	4 28%	2 27%	64 44%	27 53%	155 51%	52 49%	98 50%	97 48%	33 46%	150 51%	63 46%

BANNER 1 201  
38. Media Market: FROM FILE

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
Columbia - Jefferson City	45 9%	20 8%	13 10%	10 9%	22 9%	16 9%	2 5%	32 10%	6 7%	6 10%	20 10%	9 16%	4 14%	20 13%	7 8%	19 8%
Joplin - Pittsburg	12 2%	7 3%	2 1%	4 3%	4 2%	8 5%	-	5 2%	4 5%	2 3%	3 1%	2 3%	1 3%	4 3%	-	8 3%
Kansas City	110 22%	56 23%	28 22%	23 21%	57 23%	40 23%	5 14%	75 22%	17 21%	17 26%	51 26%	7 12%	7 25%	32 22%	20 23%	53 21%
Omaha	1 0%	-	-	1 1%	1 0%	-	-	-	1 1%	-	1 0%	-	-	-	-	1 0%
Ottumwa-Kirksville	7 1%	4 2%	3 2%	-	3 1%	4 2%	-	6 2%	1 1%	-	2 1%	3 5%	1 4%	2 1%	-	5 2%
Paducah-Cape G-Harrisburg	35 7%	15 6%	11 9%	9 8%	17 7%	13 7%	2 6%	25 8%	7 9%	2 3%	12 6%	7 12%	2 7%	7 4%	12 14%	17 7%
Quincy-Hannibal-Keokuk	14 3%	8 3%	3 2%	3 2%	12 5%	1 1%	1 3%	13 4%	-	1 2%	8 4%	-	-	5 4%	1 1%	7 3%
Springfield	95 19%	57 24%	11 9%	23 20%	52 21%	27 15%	8 22%	67 20%	18 22%	8 12%	34 17%	13 22%	4 14%	29 19%	10 11%	53 22%
St. Joseph	1 0%	-	-	-	-	-	-	1 0%	-	-	-	-	-	-	-	-
St. Louis	181 36%	73 30%	57 45%	42 37%	76 31%	67 38%	18 49%	111 33%	29 34%	31 46%	68 34%	18 31%	8 32%	50 33%	38 43%	82 34%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 202  
38. Media Market: FROM FILE

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Columbia - Jefferson City	45 9%	8 9%	11 16%	24 7%	9 8%	12 7%	23 11%	22 8%	24 10%	22 8%	23 11%	32 11%	7 6%	3 6%	2 12%
Joplin - Pittsburg	12 2%	3 3%	1 1%	9 3%	-	7 4%	6 3%	6 2%	7 3%	6 2%	7 3%	9 3%	3 3%	-	-
Kansas City	110 22%	21 24%	19 28%	68 21%	30 25%	33 21%	46 22%	61 24%	50 20%	66 24%	41 20%	62 21%	31 25%	12 26%	4 27%
Omaha	1 0%	-	-	1 0%	-	-	1 0%	-	1 0%	1 0%	-	1 0%	-	-	-
Ottumwa-Kirksville	7 1%	-	-	7 2%	1 1%	2 1%	4 2%	4 2%	3 1%	2 1%	5 2%	6 2%	1 1%	-	-
Paducah-Cape G- Harrisburg	35 7%	2 2%	5 7%	28 9%	11 9%	9 5%	16 8%	18 7%	17 7%	19 7%	16 8%	20 7%	10 8%	2 5%	3 22%
Quincy-Hannibal- Keokuk	14 3%	6 7%	-	7 2%	6 5%	3 2%	5 2%	3 1%	11 4%	8 3%	5 3%	7 2%	4 3%	3 6%	-
Springfield	95 19%	16 18%	12 18%	63 20%	21 17%	30 18%	40 20%	53 21%	42 17%	59 21%	33 16%	63 21%	19 15%	8 18%	1 6%
St. Joseph	1 0%	-	-	-	-	-	-	-	1 0%	-	-	-	-	-	-
St. Louis	181 36%	32 36%	20 29%	118 36%	42 35%	65 41%	66 32%	90 35%	91 37%	92 34%	79 37%	101 34%	50 40%	18 40%	5 32%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 203  
38. Media Market: FROM FILE

	GENDER AGE				MEDIA MARKET							INT METHOD			ABORTION		UKRAINE	
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.-JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG-FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Columbia - Jefferson City	45 9%	3 3%	17 11%	8 10%	15 10%	45 100%	-	-	-	-	-	22 8%	23 10%	8 6%	27 11%	7 8%	18 8%	24 12%
Joplin - Pittsburg	12 2%	2 3%	3 2%	1 1%	6 4%	-	-	-	-	-	12 35%	7 3%	5 2%	4 3%	5 2%	3 3%	8 4%	4 2%
Kansas City	110 22%	29 30%	31 20%	18 21%	31 21%	-	110 100%	-	-	-	-	64 23%	47 21%	28 21%	48 20%	22 24%	52 23%	42 21%
Omaha	1 0%	-	-	-	1 1%	-	-	-	-	-	1 3%	-	1 0%	-	-	1 1%	-	1 0%
Ottumwa-Kirksville	7 1%	1 1%	3 2%	-	3 2%	-	-	-	-	-	7 19%	4 1%	3 1%	1 1%	4 2%	2 2%	6 3%	1 0%
Paducah-Cape G-Harrisburg	35 7%	7 7%	11 7%	9 10%	9 6%	-	-	35 100%	-	-	-	17 6%	18 8%	10 8%	18 7%	5 6%	17 8%	13 6%
Quincy-Hannibal-Keokuk	14 3%	1 1%	2 1%	5 6%	6 4%	-	-	-	-	-	14 39%	9 3%	5 2%	5 3%	7 3%	3 3%	7 3%	6 3%
Springfield	95 19%	15 16%	33 22%	13 14%	29 20%	-	-	-	95 100%	-	-	53 19%	43 19%	35 27%	37 16%	19 21%	39 17%	40 20%
St. Joseph	1 0%	-	-	-	-	-	-	-	-	-	1 3%	1 0%	-	-	1 0%	-	-	-
St. Louis	181 36%	38 39%	51 34%	35 39%	50 33%	-	-	-	-	181 100%	-	100 36%	81 36%	40 31%	92 39%	29 32%	81 35%	73 36%

BANNER 4 204  
38. Media Market: FROM FILE

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Columbia - Jefferson City	45 9%	32 10%	6 7%	6 10%	37 11%	5 7%	42 9%	15 8%	16 15%	39 9%	16 14%	2 6%	28 11%	1 4%	2 13%	12 8%	11 9%	2 8%
Joplin - Pittsburg	12 2%	5 2%	4 5%	2 3%	6 2%	3 4%	11 2%	5 3%	3 3%	10 3%	3 3%	-	5 2%	-	-	2 1%	2 1%	-
Kansas City	110 22%	75 22%	17 21%	17 26%	77 23%	14 21%	102 22%	46 23%	20 19%	86 21%	22 20%	7 20%	55 21%	6 20%	5 31%	32 22%	24 21%	4 17%
Omaha	1 0%	-	1 1%	-	1 0%	-	1 0%	1 0%	-	1 0%	-	-	-	-	-	-	-	-
Ottumwa-Kirksville	7 1%	6 2%	1 1%	-	5 1%	-	7 1%	4 2%	1 1%	5 1%	2 2%	-	5 2%	1 3%	1 7%	3 2%	3 2%	1 4%
Paducah-Cape G-Harrisburg	35 7%	25 8%	7 9%	2 3%	27 8%	1 1%	34 7%	14 7%	6 5%	28 7%	10 9%	1 3%	20 8%	3 11%	1 6%	11 7%	8 7%	1 4%
Quincy-Hannibal-Keokuk	14 3%	13 4%	-	1 2%	9 3%	1 2%	12 3%	6 3%	-	11 3%	1 1%	-	3 1%	2 8%	-	4 3%	3 3%	1 6%
Springfield	95 19%	67 20%	18 22%	8 12%	60 18%	10 15%	85 18%	38 19%	16 15%	70 17%	10 9%	8 22%	37 14%	4 15%	2 16%	24 16%	18 16%	6 24%
St. Joseph	1 0%	1 0%	-	-	1 0%	-	1 0%	1 1%	-	1 0%	1 1%	-	1 0%	-	-	-	-	-
St. Louis	181 36%	111 33%	29 34%	31 46%	109 33%	32 49%	167 36%	67 34%	47 43%	156 38%	46 41%	17 49%	109 42%	11 39%	4 27%	60 41%	50 42%	9 39%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 205

38. Media Market: FROM FILE

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Columbia - Jefferson City	45 9%	7 15%	6 17%	2 7%	-	1 7%	1 10%	20 14%	6 12%	19 6%	13 12%	18 9%	14 7%	9 13%	26 9%	10 7%
Joplin - Pittsburg	12 2%	-	1 3%	2 8%	-	-	-	2 1%	1 2%	10 3%	2 2%	3 2%	7 3%	1 1%	5 2%	6 4%
Kansas City	110 22%	8 15%	5 16%	9 34%	1 15%	2 14%	2 26%	22 15%	10 20%	79 26%	15 15%	45 23%	50 25%	11 16%	66 22%	34 25%
Omaha	1 0%	-	-	-	-	-	-	-	-	1 0%	-	1 0%	-	-	1 0%	-
Ottumwa-Kirksville	7 1%	1 2%	-	1 3%	-	1 6%	-	3 2%	-	4 1%	2 2%	2 1%	3 1%	1 2%	4 1%	2 1%
Paducah-Cape G-Harrisburg	35 7%	5 9%	2 6%	1 3%	-	2 16%	2 22%	11 8%	6 12%	18 6%	9 8%	18 9%	8 4%	10 14%	20 7%	5 4%
Quincy-Hannibal-Keokuk	14 3%	-	-	-	-	-	-	3 2%	-	10 3%	3 3%	4 2%	6 3%	1 2%	9 3%	4 3%
Springfield	95 19%	3 6%	3 8%	2 9%	1 17%	2 16%	1 14%	20 14%	13 25%	62 20%	16 16%	40 20%	39 19%	8 11%	62 21%	25 18%
St. Joseph	1 0%	-	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 2%	-	-
St. Louis	181 36%	27 52%	15 46%	9 35%	4 68%	5 40%	2 27%	63 43%	15 29%	103 34%	42 41%	64 33%	74 37%	29 40%	102 35%	50 37%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 206

39. Interview Method: PRE-CODE

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
Cell	276 55%	115 48%	81 64%	64 56%	130 54%	94 53%	22 59%	184 55%	40 49%	41 61%	93 47%	32 55%	14 55%	68 46%	46 52%	142 58%
Landline	226 45%	125 52%	46 36%	50 44%	112 46%	84 47%	15 41%	152 45%	43 51%	26 39%	104 53%	27 45%	12 45%	80 54%	43 48%	102 42%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 207

39. Interview Method: PRE-CODE

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
Cell	276 55%	44 49%	36 53%	178 55%	83 69%	94 59%	86 42%	148 58%	129 52%	146 53%	115 55%	137 45%	89 71%	28 62%	10 64%
Landline	226 45%	45 51%	33 47%	146 45%	37 31%	66 41%	120 58%	108 42%	117 48%	129 47%	95 45%	164 55%	37 29%	17 38%	5 36%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 208

39. Interview Method: PRE-CODE

	GENDER AGE				MEDIA MARKET							INT METHOD			ABORTION		UKRAINE	
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
Cell	276 55%	69 72%	71 47%	57 64%	66 44%	22 49%	64 58%	17 48%	53 55%	100 55%	21 60%	276 100%	-	81 63%	121 51%	50 55%	132 58%	109 54%
Landline	226 45%	27 28%	80 53%	32 36%	84 56%	23 51%	47 42%	18 52%	43 45%	81 45%	14 40%	-	226 100%	48 37%	117 49%	41 45%	96 42%	93 46%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 209

39. Interview Method: PRE-CODE

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
Cell	276 55%	184 55%	40 49%	41 61%	181 54%	39 60%	254 55%	107 54%	60 55%	230 56%	59 53%	19 54%	144 55%	15 53%	9 60%	84 57%	71 60%	13 55%
Landline	226 45%	152 45%	43 51%	26 39%	151 46%	26 40%	209 45%	91 46%	49 45%	177 44%	52 47%	16 46%	119 45%	13 47%	6 40%	64 43%	48 40%	11 45%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 210

39. Interview Method: PRE-CODE

	TOTAL COMPLTE	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
		V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
Cell	276 55%	27 54%	18 53%	14 55%	4 64%	9 65%	3 35%	73 50%	25 50%	178 58%	62 60%	106 54%	107 54%	43 60%	161 55%	72 53%
Landline	226 45%	24 46%	16 47%	12 45%	2 36%	5 35%	6 65%	72 50%	25 50%	128 42%	42 40%	91 46%	93 46%	29 40%	133 45%	64 47%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 211  
40. Calc Party: PRE-CODE

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
DTCALC 1	221 44%	125 52%	44 35%	42 37%	109 45%	75 42%	15 41%	149 44%	38 46%	24 36%	100 51%	26 44%	12 47%	79 53%	40 46%	90 37%
DTCALC 2	116 23%	52 22%	32 25%	26 23%	59 24%	44 25%	5 13%	78 23%	18 21%	15 22%	43 22%	14 23%	4 17%	34 23%	17 19%	63 26%
DTCALC 3	166 33%	62 26%	50 40%	46 41%	74 31%	59 33%	17 46%	109 32%	27 33%	29 42%	54 28%	20 33%	10 36%	35 24%	32 36%	92 38%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 2 212  
40. Calc Party: PRE-CODE

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
DTCALC 1	221 44%	46 51%	34 49%	133 41%	23 19%	69 43%	118 57%	121 47%	99 40%	122 45%	89 43%	155 52%	46 37%	9 19%	-
DTCALC 2	116 23%	25 28%	11 16%	77 24%	35 29%	45 28%	33 16%	57 22%	59 24%	63 23%	49 24%	64 21%	29 23%	15 33%	6 37%
DTCALC 3	166 33%	18 21%	24 35%	115 35%	62 52%	46 29%	55 27%	78 30%	88 36%	89 33%	71 34%	82 27%	50 40%	22 48%	9 63%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 3 213  
40. Calc Party: PRE-CODE

	GENDER AGE				MEDIA MARKET							INT METHOD			ABORTION		UKRAINE	
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
DTCALC 1	221 44%	33 34%	82 54%	22 25%	74 49%	19 43%	64 58%	14 40%	34 36%	74 41%	14 41%	104 38%	117 52%	61 48%	98 41%	38 42%	89 39%	96 47%
DTCALC 2	116 23%	22 23%	33 22%	27 30%	31 20%	13 28%	21 19%	8 23%	22 23%	38 21%	14 39%	63 23%	53 23%	22 17%	62 26%	25 27%	58 25%	40 20%
DTCALC 3	166 33%	41 42%	37 24%	40 45%	45 30%	13 29%	25 23%	13 37%	39 41%	68 38%	7 20%	110 40%	56 25%	45 35%	78 33%	27 30%	81 36%	67 33%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 4 214  
40. Calc Party: PRE-CODE

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
DTCALC 1	221 44%	149 44%	38 46%	24 36%	157 47%	23 35%	206 45%	89 45%	50 46%	185 45%	56 50%	18 50%	129 49%	11 37%	9 60%	69 47%	58 49%	11 44%
DTCALC 2	116 23%	78 23%	18 21%	15 22%	76 23%	16 25%	107 23%	48 24%	22 20%	94 23%	21 18%	8 22%	53 20%	6 22%	2 15%	32 21%	23 19%	3 14%
DTCALC 3	166 33%	109 32%	27 33%	29 42%	99 30%	27 41%	150 32%	60 30%	37 34%	129 32%	35 32%	9 27%	81 31%	12 41%	4 25%	47 32%	38 32%	10 42%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 5 215  
40. Calc Party: PRE-CODE

	BAILEY IDEO			SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT			
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
DTCALC 1	221 44%	28 55%	12 36%	15 58%	3 45%	5 35%	4 47%	71 49%	26 51%	124 40%	42 40%	90 46%	89 44%	34 47%	123 42%	64 47%
DTCALC 2	116 23%	7 13%	13 38%	4 16%	1 17%	1 6%	1 11%	36 25%	4 7%	76 25%	32 30%	41 21%	43 21%	20 28%	63 21%	33 24%
DTCALC 3	166 33%	16 31%	9 26%	7 27%	2 38%	8 58%	4 42%	38 26%	21 42%	106 35%	31 30%	66 33%	69 34%	18 25%	108 37%	39 29%



CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



BANNER 1 216

41. Primary Vote History: PRE-CODE

	IDEO			TRIBE			TRUMP IMAGE			NEWS NETWORK			FOX NEWS			
	TOTAL COMPLTE	V CON	S CON	MOD/LIB	TRUMP GOP	TRAD GOP	S.ELSE	VERY FAV	SMWT FAV	UNFAV	FOX	NEWSMAX	CNN	DAILY	WEEKLY	<WEEKLY
TOTAL	502 100%	239 48%	127 25%	114 23%	243 48%	178 35%	37 7%	336 67%	83 17%	67 13%	197 39%	59 12%	26 5%	149 30%	88 18%	245 49%
0	106 21%	40 17%	40 32%	21 19%	46 19%	43 24%	9 25%	71 21%	16 19%	16 24%	43 22%	12 21%	6 24%	33 23%	17 19%	52 21%
1	76 15%	34 14%	20 16%	19 17%	43 18%	23 13%	2 5%	55 16%	14 17%	5 8%	32 16%	12 20%	3 11%	22 15%	15 17%	36 15%
2	74 15%	35 14%	17 13%	20 18%	32 13%	22 12%	13 35%	51 15%	11 14%	8 11%	25 13%	13 21%	4 14%	10 7%	20 23%	40 16%
3	82 16%	36 15%	21 16%	22 19%	42 17%	27 15%	6 16%	56 17%	15 18%	10 15%	29 15%	7 11%	5 18%	26 18%	8 9%	42 17%
4	165 33%	94 39%	29 23%	32 28%	80 33%	64 36%	7 19%	103 31%	27 32%	28 42%	67 34%	15 26%	9 33%	57 38%	27 31%	75 31%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



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41. Primary Vote History: PRE-CODE

	TOTAL COMPLTE	CONSERVATIVE TALK			AGE			GENDER		EDU		GENERATION			
		DAILY	WEEKLY	<WEEKLY	18-44	45-64	65+	MALE	FEMALE	<COLL	COLL+	BOOMER	GEN X	MILLNIL	GEN Z
TOTAL	502 100%	89 18%	69 14%	324 65%	120 24%	161 32%	206 41%	256 51%	246 49%	274 55%	210 42%	301 60%	125 25%	45 9%	15 3%
0	106 21%	10 12%	12 18%	80 25%	55 46%	35 22%	15 7%	62 24%	44 18%	54 20%	48 23%	35 12%	33 26%	26 57%	10 70%
1	76 15%	13 15%	14 20%	49 15%	27 23%	25 16%	23 11%	36 14%	40 16%	42 15%	33 16%	35 12%	31 25%	6 13%	3 23%
2	74 15%	10 11%	8 12%	54 17%	23 19%	24 15%	24 12%	40 16%	34 14%	41 15%	30 14%	38 13%	23 18%	10 21%	1 7%
3	82 16%	22 24%	11 16%	41 13%	11 10%	37 23%	31 15%	40 15%	43 17%	45 16%	32 15%	53 18%	22 18%	4 9%	-
4	165 33%	34 39%	24 35%	101 31%	4 3%	40 25%	113 55%	79 31%	86 35%	92 33%	66 32%	140 46%	17 13%	-	-

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



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41. Primary Vote History: PRE-CODE

	GENDER AGE					MEDIA MARKET						INT METHOD			ABORTION		UKRAINE	
	TOTAL COMPLTE	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	COLUM.- JEFFER.	KANSAS CITY	PADUCAH GIRARD	SPRNG- FLD. MO	ST. LOUIS	BALANCE	CELL	LL	BANNED	15 WEEKS	NO BAN	OPPOSE AID	SUPPORT AID
TOTAL	502 100%	97 19%	152 30%	89 18%	150 30%	45 9%	110 22%	35 7%	95 19%	181 36%	35 7%	276 55%	226 45%	129 26%	239 48%	91 18%	228 45%	203 40%
0	106 21%	41 42%	21 14%	29 32%	14 9%	9 19%	20 18%	8 23%	25 26%	38 21%	6 16%	70 25%	36 16%	18 14%	56 24%	20 22%	48 21%	43 21%
1	76 15%	18 19%	17 11%	22 25%	18 12%	7 16%	15 14%	7 19%	16 17%	25 14%	5 15%	48 17%	28 12%	24 19%	34 14%	16 18%	43 19%	26 13%
2	74 15%	21 22%	18 12%	13 14%	20 13%	4 8%	19 17%	6 18%	14 15%	24 13%	7 21%	53 19%	21 9%	21 16%	34 14%	12 13%	30 13%	35 17%
3	82 16%	13 13%	26 17%	13 15%	27 18%	7 15%	12 11%	4 11%	15 16%	36 20%	9 25%	45 16%	38 17%	23 18%	38 16%	12 13%	34 15%	35 17%
4	165 33%	4 4%	69 46%	13 14%	71 47%	19 41%	45 41%	10 30%	25 26%	58 32%	8 24%	61 22%	104 46%	43 34%	77 32%	31 34%	71 31%	63 31%

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41. Primary Vote History: PRE-CODE

	TRUMP IMAGE			PARSON IMAGE			GREITENS IMAGE			BAILEY IMAGE			SCHARF IMAGE			BAILY/SCHARF		
	TOTAL COMPLTE	VERY FAV	SMWT FAV	UNFAV	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	FAV	UNFAV	NAME ID	HEARD BOTH	OPINION BOTH
TOTAL	502 100%	336 67%	83 17%	67 13%	332 66%	66 13%	463 92%	198 39%	108 22%	407 81%	112 22%	35 7%	263 52%	28 6%	15 3%	148 29%	119 24%	24 5%
0	106 21%	71 21%	16 19%	16 24%	62 19%	13 19%	93 20%	36 18%	19 18%	83 20%	18 16%	7 21%	50 19%	11 39%	5 37%	44 30%	35 30%	10 43%
1	76 15%	55 16%	14 17%	5 8%	49 15%	13 19%	70 15%	32 16%	6 6%	58 14%	9 8%	4 12%	31 12%	5 16%	2 14%	25 17%	15 12%	4 16%
2	74 15%	51 15%	11 14%	8 11%	55 16%	9 14%	69 15%	31 16%	13 12%	60 15%	7 6%	3 8%	33 13%	1 3%	2 17%	21 14%	21 18%	-
3	82 16%	56 17%	15 18%	10 15%	56 17%	11 16%	77 17%	33 17%	23 21%	72 18%	23 21%	6 18%	44 17%	6 22%	1 7%	18 12%	16 13%	5 22%
4	165 33%	103 31%	27 32%	28 42%	110 33%	20 31%	154 33%	66 33%	47 44%	135 33%	54 49%	15 42%	104 40%	6 20%	4 25%	40 27%	32 27%	5 19%

CFG MO AG MARCH PRIMARY BENCHMARK  
n=502 REPUBLICAN PRIMARY VOTERS  
CONDUCTED: MARCH 25-27, 2024



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41. Primary Vote History: PRE-CODE

	BAILEY IDEO				SCHARF IDEO			INTL AG BALLOT			SCHARF POS BALLOT			BAILEY CON BALLOT		
	TOTAL COMPLTE	V CON	SMWT CON	MOD/LIB	V CON	SMWT CON	MOD/LIB	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID	BAILEY	SCHARF	UNDECID
TOTAL	502 100%	51 10%	33 7%	26 5%	6 1%	13 3%	9 2%	145 29%	51 10%	306 61%	105 21%	197 39%	200 40%	72 14%	294 59%	136 27%
0	106 21%	6 11%	6 19%	7 26%	4 55%	6 47%	3 40%	24 17%	13 26%	68 22%	17 17%	49 25%	40 20%	7 10%	72 25%	26 19%
1	76 15%	2 4%	3 10%	3 12%	-	3 24%	2 27%	13 9%	12 23%	51 17%	11 10%	39 20%	26 13%	6 9%	55 19%	14 11%
2	74 15%	5 9%	1 4%	2 7%	-	-	-	19 13%	4 8%	51 17%	15 14%	30 15%	28 14%	10 13%	45 15%	19 14%
3	82 16%	11 22%	8 24%	2 8%	2 31%	2 15%	1 11%	29 20%	7 14%	47 15%	16 15%	28 14%	39 19%	15 20%	44 15%	24 18%
4	165 33%	27 53%	15 44%	12 47%	1 14%	2 14%	2 22%	60 42%	15 30%	89 29%	46 44%	51 26%	68 34%	35 48%	78 27%	52 38%