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CFG_MO-AG_JUNEPRIMARYBRUSHFIRE_MQ_240604.DOCX
MO ATTORNEY GENERAL
MISSOURI
REPUBLICAN PRIMARY VOTERS
JUNE 2-4, 2024

SAMPLE:

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

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

SCREENER

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

2. Thinking about the August 2024 primary elections for Governor, U.S. Congress, and various state and local offices, do you plan to vote in this election? Would you say you...**[ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP]**
 1. Definitely plan to vote 91%
 2. Probably plan to vote 7%
 3. It's Fifty-fifty 2%
 4. Probably plan not to vote **TERMINATE**
 5. Definitely plan not to vote **TERMINATE**
 6. Don't Know/Refused **[DNR]** **TERMINATE**

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

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

IF FAVORABLE/UNFAVORABLE, ASK:

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

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

			Name ID	Total Fav	Total Unfav	Net Fav	Very Fav 1.	Smwt Fav 2.	No Opinion DNR 3.	Never heard of 4.	Smwt Unfav 5.	Very Unfav 6.
4.	Donald Trump	Mar 25-27 Jun 2-4	>99% 99%	83% 85%	13% 12%	+70% +73%	67% 72%	17% 13%	3% 2%	<1% 1%	4% 2%	10% 10%
5.	Andrew Bailey	Mar 25-27 Jun 2-4	52% 57%	22% 26%	7% 6%	+15% +20%	10% 10%	12% 17%	23% 25%	48% 43%	4% 2%	3% 3%
6.	Will Scharf	Mar 25-27 Jun 2-4	29% 45%	6% 14%	3% 8%	+3% +6%	<1% 5%	5% 9%	21% 24%	71% 55%	1% 5%	2% 3%

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

IF CONSERVATIVE/LIBERAL ASK:

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

RANDOMIZE

		Total Conservative	Very Conservative 1.	Somewhat Conservative 2.	Moderate 3.	DK/Ref 4. DNR	Somewhat Liberal 5.	Very Liberal 6.	Total Liberal	
IF Q5:1-2, 5-6, ASK:		Mar 25-27	58%	35%	23%	17%	24%	1%	0%	1%
7.	Andrew Bailey	Jun 2-4	70%	35%	35%	9%	16%	2%	3%	5%
IF Q6:1-2, 5-6, ASK:		Mar 25-27	46%	15%	31%	16%	34%	2%	2%	4%
8.	Will Scharf	Jun 2-4	60%	31%	29%	10%	15%	9%	6%	15%

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

Andrew Bailey

...or...

Will Scharf

IF CHOICE, ASK:

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

IF UNDECIDED/NOT SURE, ASK

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

	<u>Mar 25-27</u>	<u>Jun 2-4</u>
TOTAL BAILEY	29%	35%
TOTAL SCHARF	10%	17%
1. Committed Bailey	11%	16%
2. Persuadable Bailey	5%	7%
3. Lean Bailey	12%	12%
4. Hard Undecided DNR	61%	49%
5. Lean Scharf	3%	6%
6. Persuadable Scharf	3%	1%
7. Committed Scharf	4%	9%

10. And which candidate for Attorney General would you say is the stronger supporter of President Trump?

Andrew Bailey

...or...

Will Scharf

IF CHOICE, ASK:

And would you say (choice) is a MUCH stronger supporter of President Trump or just SOMEWHAT?

TOTAL BAILEY	22%
TOTAL SCHARF	17%
1. Bailey Much Stronger	15%
2. Bailey Somewhat Stronger	8%
3. Scharf Somewhat Stronger	7%
4. Scharf Much Stronger	10%
5. Don't Know/Refused DNR	61%

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

IF MORE/LESS LIKELY, PROBE:

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

RANDOMIZE AND READ EACH RESPONDENT HALF OF Q11-Q20

	Total More Likely	Much More Likely 1.	Somewhat More Likely 2.	No Difference 3.	DK/Ref DNR 4.	Somewhat Less Likely 5.	Much Less Likely 6.	Total Less Likely
11. CORRUPT DONATIONS: Andrew Bailey and his political action committee have taken nearly 100 thousand dollars from companies either right before or right after Bailey used the powers of his office to benefit them in lawsuits.	5%	1%	4%	33%	6%	20%	35%	55%
12. PLANNED PARENTHOOD: Andrew Bailey keeps rolling over for Planned Parenthood in court. Bailey's court tactics kept the state from defunding Planned Parenthood, allowed Planned Parenthood to hide documents about providing gender transitions to children, and cost taxpayers more than 200 thousand dollars.	5%	3%	2%	19%	6%	20%	50%	70%
13. CRT/PARENTS RIGHTS: Andrew Bailey claims he opposes indoctrination in schools, but Bailey abandoned a lawsuit against Missouri's largest school district for illegally teaching critical race theory and Bailey has taken no action on a lawsuit started by his predecessor to stop collusion between the St. Louis School District and the Biden FBI to prosecute parents who question curriculum.	9%	4%	5%	25%	7%	19%	39%	58%

	Total More Likely	Much More Likely 1.	Somewhat More Likely 2.	No Difference 3.	DK/Ref DNR 4.	Somewhat Less Likely 5.	Much Less Likely 6.	Total Less Likely
14. PFIZER: Andrew Bailey took the maximum allowable campaign donation from Pfizer and then ignored requests to investigate Pfizer's COVID vaccine. Bailey even refused to join a lawsuit by Texas' Attorney General against Pfizer.	6%	2%	4%	23%	6%	17%	48%	65%
15. SOFT ON CRIME: 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. And Bailey failed to deploy a violent crime task force that the legislature budgeted nearly one million dollars for.	5%	2%	3%	25%	5%	20%	44%	65%
16. ELECTION SECURITY: Andrew Baily has failed to keep our elections secure. Bailey dropped an investigation into Facebook founder Mark Zuckerberg's grants to elections authorities in liberal cities, refused to address election fraud in the 2020 election, and even opposed removing Dominion voting machines from Missouri.	8%	5%	4%	20%	7%	19%	45%	65%
17. SECOND AMENDMENT: Andrew Bailey lost a case defending Missouri's Second Amendment Preservation Act, which would have prevented state officials from enforcing unconstitutional federal gun bans.	15%	8%	8%	30%	8%	17%	30%	48%
18. KC POLICE FUNDING: Andrew Bailey lost a case defending a voter-approved constitutional amendment requiring Kansas City to fully fund its police department.	19%	11%	8%	31%	6%	13%	31%	44%

	Total More Likely	Much More Likely 1.	Somewhat More Likely 2.	No Difference 3.	DK/Ref DNR 4.	Somewhat Less Likely 5.	Much Less Likely 6.	Total Less Likely
19. KETCHMARK/LIBERAL CASH: Andrew Bailey took 250 thousand dollars in campaign cash from a liberal lawyer and his law firm. That same lawyer has given more than one-point-two million dollars to liberal Democrats including Barack Obama, Claire McCaskill, Chris Koster, Jay Nixon, and the Missouri Democratic Party.	7%	4%	2%	25%	2%	19%	46%	66%
20. RECORD SETTLEMENTS: Andrew Bailey has raised more than 325 thousand dollars in campaign funds from trial lawyers and Bailey has spent more out of the State Legal Expense Fund, settling cases with some of those same lawyers, than any Missouri Attorney General on record.	7%	2%	5%	31%	8%	21%	33%	54%

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

Andrew Bailey

...or...

Will Scharf

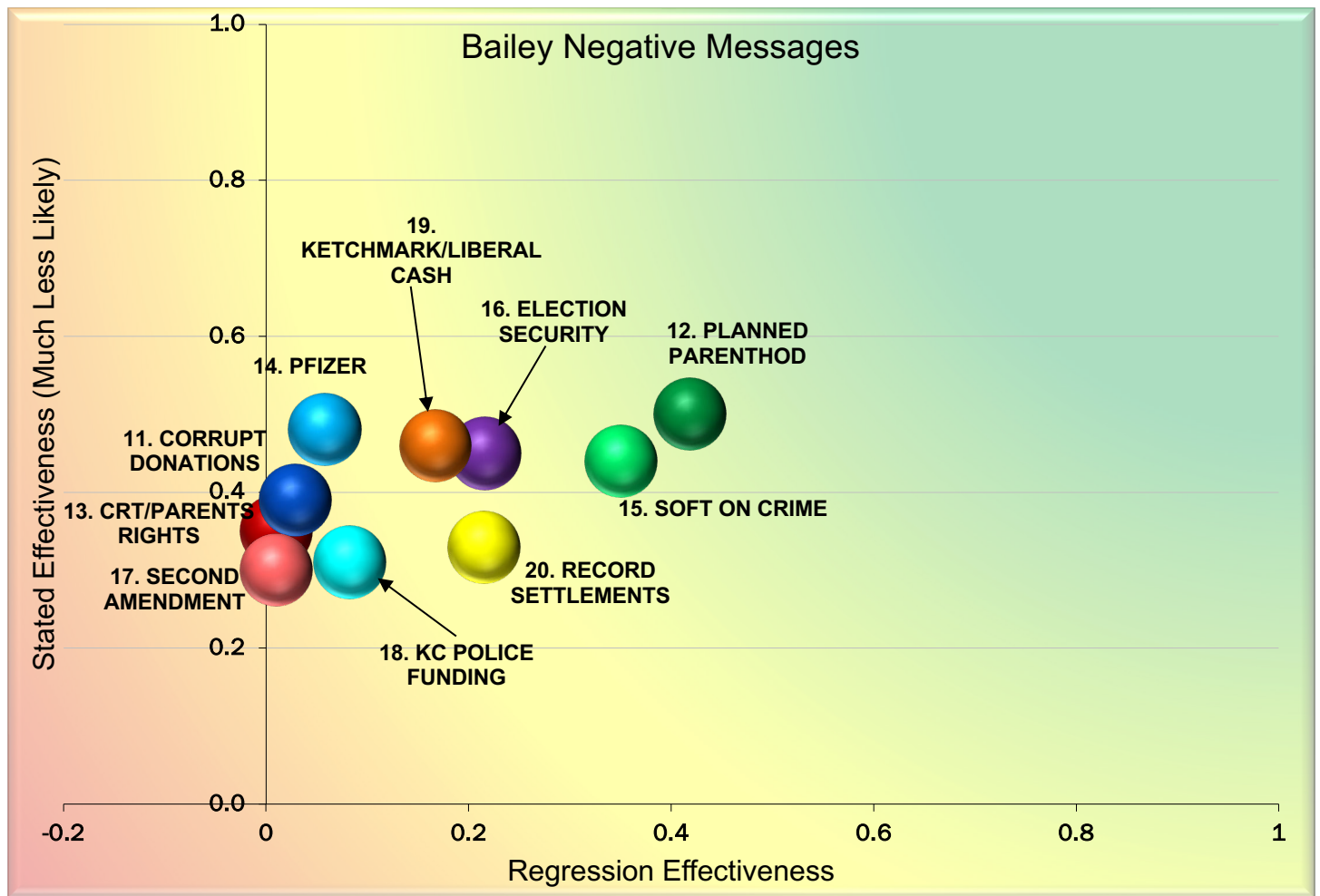
IF CHOICE, ASK:

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

IF UNDECIDED/NOT SURE, ASK

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

	Initial	Bailey Neg
TOTAL BAILEY	35%	21%
TOTAL SCHARF	17%	40%
1. Committed Bailey	16%	11%
2. Persuadable Bailey	7%	3%
3. Lean Bailey	12%	6%
4. Hard Undecided DNR	49%	39%
5. Lean Scharf	6%	18%
6. Persuadable Scharf	1%	10%
7. Committed Scharf	9%	12%



- X1. And if you learned that Will Scharf is one of the leading attorneys defending Donald Trump against Democrats' politically-driven prosecutions in federal court and played a key role in helping President Trump add two conservative justices to the supreme court, if the primary election for Attorney General were held today, for whom would you vote?

Andrew Bailey

...or...

Will Scharf

IF CHOICE, ASK:

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

IF UNDECIDED/NOT SURE, ASK

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

	<u>Initial</u>	<u>Bailey Neg</u>	<u>Scharf Pos</u>
TOTAL BAILEY	35%	21%	21%
TOTAL SCHARF	17%	40%	48%
1. Committed Bailey	16%	11%	10%
2. Persuadable Bailey	7%	3%	4%
3. Lean Bailey	12%	6%	7%
4. Hard Undecided DNR	49%	39%	31%
5. Lean Scharf	6%	18%	17%
6. Persuadable Scharf	1%	10%	13%
7. Committed Scharf	9%	12%	18%

22. And if you learned that Will Scharf worked in Joe Biden's corrupt Department of Justice, if the primary election for Attorney General were held today, for whom would you vote... **ROTATE**

Andrew Bailey

...Or...

Will Scharf

IF CHOICE, ASK:

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

IF UNDECIDED/NOT SURE, ASK

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

	Initial	Bailey Neg	Scharf Pos	Scharf Neg
TOTAL BAILEY	35%	21%	21%	32%
TOTAL SCHARF	17%	40%	48%	19%
1. Committed Bailey	16%	11%	10%	16%
2. Persuadable Bailey	7%	3%	4%	8%
3. Lean Bailey	12%	6%	7%	9%
4. Hard Undecided DNR	49%	39%	31%	49%
5. Lean Scharf	6%	18%	17%	8%
6. Persuadable Scharf	1%	10%	13%	4%
7. Committed Scharf	9%	12%	18%	7%

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

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

IF CONSERVATIVE/LIBERAL, ASK:

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

TOTAL CONSERVATIVE	77%
TOTAL LIBERAL	3%
1. Very Conservative	53%
2. Somewhat Conservative	25%
3. Moderate	17%
4. DK/Refused DNR	2%
5. Somewhat Liberal	1%
6. Very Liberal	2%

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

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

1. Trump Republican	51%
2. Traditional Republican	33%
3. Something else (Specify:)	5%
4. Don't Know/Refused	10%

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

1. Every day	34%
2. Several times a week	17%
3. A few times a month	15%
4. Never	33%
5. Don't Know/Refused DNR	1%

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

1. Every day	16%
2. Several times a week	15%
3. A few times a month	16%
4. Never	52%
5. Don't Know/Refused DNR	1%

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

1.	High school or Less	23%
2.	Some College or an Associate's Degree	32%
3.	Bachelor's Degree	25%
4.	Post graduate degree like a medical or law degree, Master's or Ph.D.	17%
5.	DK/Refused DNR	2%

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

1.	18-24	3%
2.	25-34	9%
3.	35-44	12%
4.	45-54	13%
5.	55-64	20%
6.	65-74	22%
7.	75 or over	19%
8.	Refused DNR	2%

29. Sex: BY OBSERVATION

1.	Male	51%
2.	Female	49%

30. Media Market: FROM FILE

1.	Columbia – Jefferson City	9%
2.	Joplin – Pittsburg	2%
3.	Kansas City	22%
4.	Omaha	0%
5.	Ottumwa-Kirksville	2%
6.	Paducah-Cape G-Harrisburg	7%
7.	Quincy-Hannibal-Keokuk	2%
8.	Springfield	19%
9.	St. Joseph	1%
10.	St. Louis	36%

31. Interview Method: PRE-CODE

1.	Cell	55%
2.	Landline	45%