PUBLIC OPINION STRATEGIES
turning questions into answers

To: Liberty and Justice PAC
From: Patrick Lanne – Public Opinion Strategies
Subject: Recent Polling Results – Attorney General Republican Primary
Date: June 25, 2024

Public Opinion Strategies recently completed a survey of 500 Republican voters in Missouri on behalf of Liberty and Justice PAC. The survey was completed June 20-24, 2024, and has a margin of error of +/- 4.38% in 95 out of 100 cases. Below you will find the key findings of the poll.

KEY FINDINGS

1. ***Attorney General Andrew Bailey is a popular incumbent.*** By a four to one margin, Missouri Republicans approve of the job performance of Attorney General Andrew Bailey, 45% approve – 11% disapprove. Bailey's job approval rating is a net positive with every major demographic and geographic subgroup.

2. ***Bailey has a wide lead over Scharf***. Andrew Bailey more than doubles Will Scharf on the ballot, 52%-19%. Bailey's lead extends across men and women, non-college and college-educated, very conservatives and moderates/liberals, and in every major media market in the state. Among the voters who have heard of both candidates, Bailey leads 64%-19%.

3. ***Momentum favors Bailey***. We asked poll respondents, "*Has what you've seen, read or heard recently about (candidate name) given you a more favorable or less favorable impression of him*?" The campaign information flow offers "advanced warning" of future ballot movement.

   Currently, Bailey's information flow is a net positive (+20) while Scharf's information flow is a net negative (-3). In such an information environment, it will be a challenge for Scharf to close a more than 30-point gap on the ballot.

The Bottom Line
Attorney General Andrew Bailey is a popular incumbent with a strong ballot lead that extends across every subgroup. With just six weeks until election day and facing a more than 30-point deficit, we can anticipate Scharf's deep pocketed Wall Street donors to double-down on their misleading negative attacks against Andrew Bailey.