

---

**To: Interested Parties**

**From: Ryan Munce – co/efficient**

**Date: July 12, 2024**

**Re: Attorney General - Missouri GOP Primary**

---

The following outlines the key findings of a survey on the 2024 Republican primary election for Missouri Attorney General. The survey comprised 909 likely Republican primary voters and was conducted from July 10 to July 11, 2024, using mobile text responses and landline phone interviews. The survey is balanced by the age, gender, education level, race, and congressional district of the true voting population and has a margin of error of +/-3.25%.

**Key Findings:**

- Andrew Bailey remains in the lead over Will Scharf
  - *Bailey - 34%, Scharf - 13%, Undecided - 53%*
- Bailey is strong among high-propensity (+30%), Very Conservative (+24%), and Evangelical (+28%) and Traditional (+26%) Republicans, and leads among Trump Republicans (+16%)
- The race remains vulnerable in the final weeks, as half of Republican primary voters are undecided on who to support for Attorney General

**Missouri Republican Primary:**

In the final weeks before the August 6th Republican primary election for Attorney General of Missouri, Andrew Bailey has an initial 21-point lead against Will Scharf.

Bailey is leading among various Republican types, specifically Christian/Evangelical (39%-11%) and Traditional (38%-12%) of Republicans. Former President Trump's role in this race is evident among self-identified Trump Republicans, with one-third viewing Bailey favorably and selecting him on the head-to-head ballot. Half of the primary electorate is undecided, potentially making this race competitive.

Bailey has a clear advantage among high-propensity voters, earning 42% from voters who participated in four of the last four primary elections. In contrast, Scharf pulls only 12% from this crucial group.

Andrew Bailey has an approval rating of 33% and 12% unfavorable, signaling that he is well-favored and well-known. Only 18% of primary voters indicate they have never heard of him. However, 36% are unsure of their opinion of their current attorney general, showing that there is room to improve his approval before the election.

Will Scharf's approval rating is underwater, with 17% favorable and 18% unfavorable, with one-fourth having never heard of Scharf.

**Conclusion:**

Andrew Bailey's showing among the GOP base at this point before the primary election is strong, but with half of the electorate undecided, this race is vulnerable. In these last few weeks, it is crucial for Bailey to continue reaching high-propensity and undecided voters. If he is able to effectively execute his GOTV strategy and turn out the Republican base, Andrew Bailey is in a strong position to win the primary election for Attorney General.