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To: Interested Parties
From: Randall Gutermuth
Re: MO CD-7 GOP Primary Survey Findings
Date: May 20, 2022

The following outlines the key findings from a survey of likely GOP primary voters in the old 7th CD not including Polk County, which closely resembles the eventual district passed by the legislature. Interviews were conducted May 10th-12th, 2022 and the margin of error for the full sample (n=400) is +/- 4.9% at the 95% confidence level. Approximately 80% of interviews were conducted with a cell phone sample of those who couldn't be reached on a landline.

Jay Wasson currently leads in a crowded field, but a large undecided vote remains.

- Wasson leads with 21%, followed by Mike Moon (17%) and Eric Burlison (15%). No other candidate is in double digits and 31% of voters are undecided.

There are several indicators that show Wasson's vote share should outpace his opponents as the campaign progresses.

- Among those who are aware of Wasson, Moon and Burlison (44% of the electorate), Wasson's vote share increases to 28%, significantly higher than Moon's (16%) or Burlison's (15%).
- Similarly, Wasson is doing a better job converting his favorable ratings. Wasson garners 49% of the vote from those who have a favorable impression of him, with Moon (41%) and Burlison (29%) taking a smaller share of their favorable voters.

After hearing messaging regarding all three top candidates, Wasson's lead grows substantially.

- On the informed ballot, Wasson leads with 58%, followed by Moon (8%) and Burlison (7%).

This will undoubtedly be a competitive primary but clearly the Wasson campaign has gotten off to a strong start and has a message that can win. If they have the resources to deliver this message, Jay Wasson should win the primary.