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Missouri Senate District 23 Benchmark Survey

N=301 Republican Primary Voters (MoE =5.7%)

July 14-16, 2024

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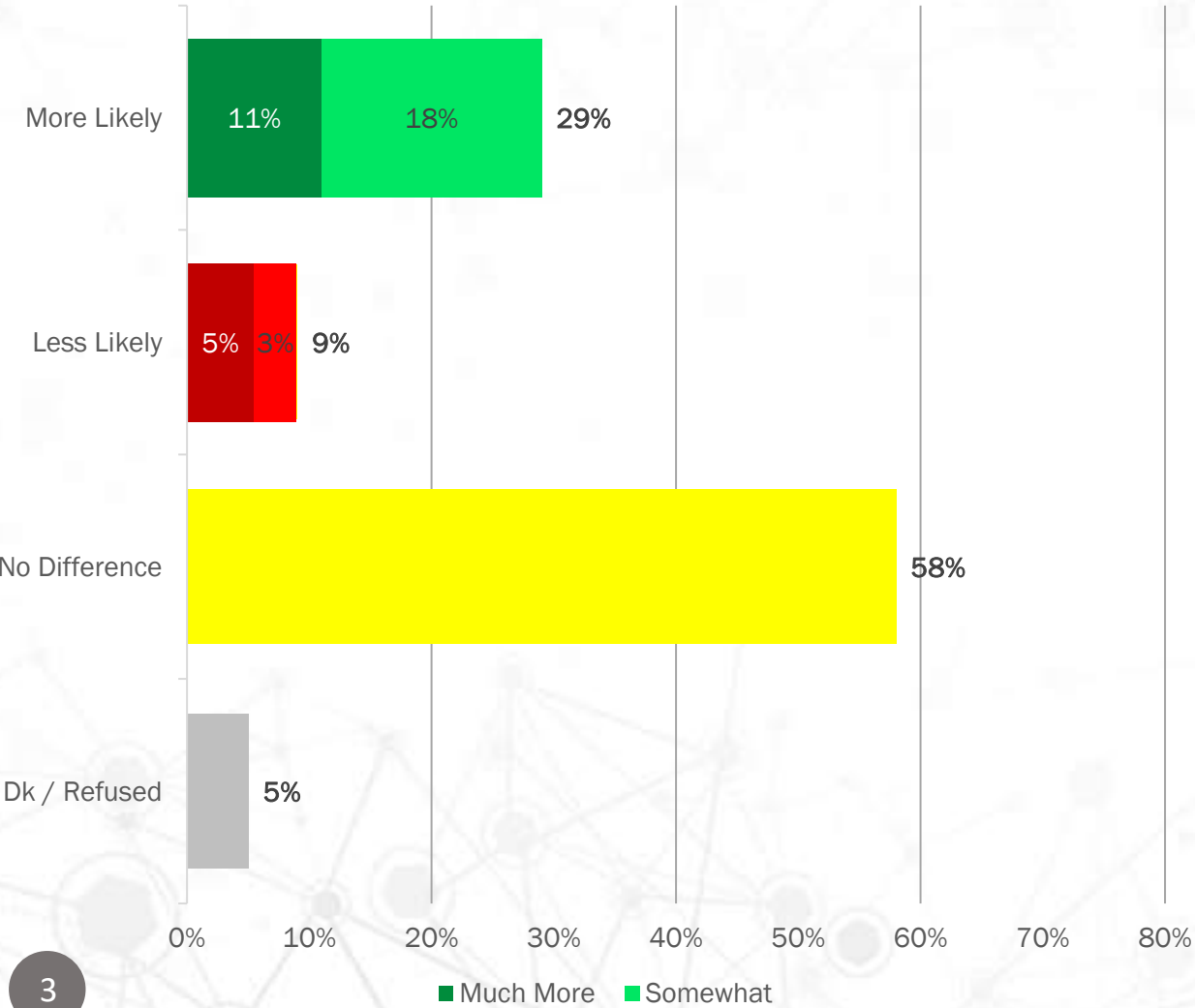
Political Environment

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29. If Governor Mike Parson were to endorse a candidate for State Senate, would this make you more or less likely to vote for that candidate or does it make no difference to you?



	Size	More Likely	Less Likely
Strong Republican	56%	30%	6%
Not So Strong Republican	20%	33%	6%
Independent	19%	26%	17%
Very Conservative	52%	29%	5%
Somewhat Conservative	24%	35%	6%
Moderate/Liberal	21%	26%	18%
High School or Less	15%	30%	8%
Some College/Associates Degree	27%	26%	10%
Bachelors Degree	35%	30%	7%
Post Graduate	16%	43%	9%
Men 18-54	19%	34%	6%
Men 55+	34%	32%	7%
Female 18-54	8%	9%	11%
Female 55+	38%	29%	10%
Legislative District 65	17%	26%	10%
Legislative District 69	17%	22%	6%
Legislative District 104	22%	28%	15%
Legislative District 105	15%	33%	6%
Legislative District 106	22%	35%	7%
Balance	7%	35%	0%
VH 0 to 1 of 4	33%	35%	7%
VH 2 of 4	20%	24%	9%
VH 3 of 4	13%	30%	8%
VH 4 of 4	33%	27%	9%

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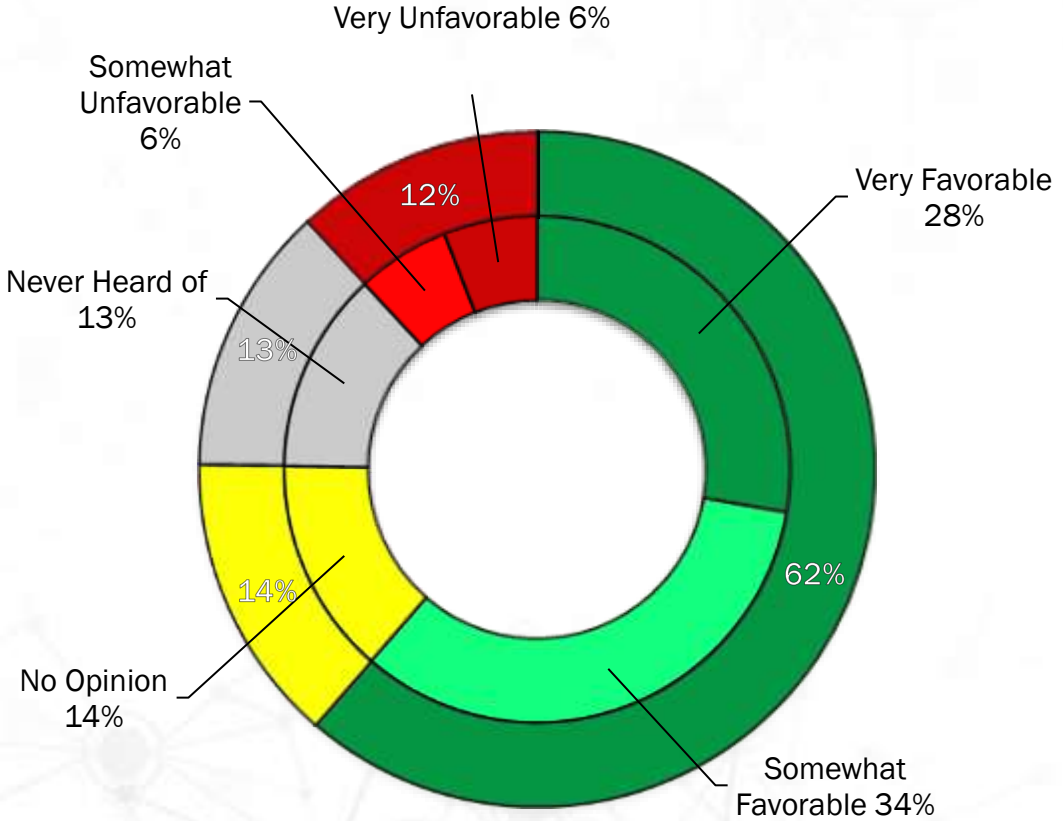
Non-candidate Image

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8. Governor Mike Parson



	Size	Favorable	Unfavorable	Net Fav	Name ID
Strong Republican	56%	68%	8%	60%	87%
Not So Strong Republican	20%	59%	13%	46%	90%
Independent	19%	48%	25%	23%	90%
Very Conservative	52%	64%	7%	57%	83%
Somewhat Conservative	24%	63%	13%	50%	90%
Moderate/Liberal	21%	56%	22%	34%	94%
High School or Less	15%	46%	11%	35%	80%
Some College/Associates Degree	27%	67%	6%	61%	86%
Bachelors Degree	35%	68%	14%	54%	87%
Post Graduate	16%	61%	22%	39%	94%
Men 18-54	19%	64%	11%	53%	95%
Men 55+	34%	63%	14%	49%	84%
Female 18-54	8%	63%	15%	48%	95%
Female 55+	38%	60%	10%	50%	85%
Legislative District 65	17%	72%	4%	68%	89%
Legislative District 69	17%	63%	7%	56%	92%
Legislative District 104	22%	62%	19%	43%	87%
Legislative District 105	15%	57%	16%	41%	87%
Legislative District 106	22%	61%	13%	48%	86%
Balance	7%	49%	6%	43%	76%
VH 0 to 1 of 4	33%	61%	14%	47%	87%
VH 2 of 4	20%	61%	10%	51%	87%
VH 3 of 4	13%	63%	14%	49%	86%
VH 4 of 4	33%	63%	10%	53%	88%

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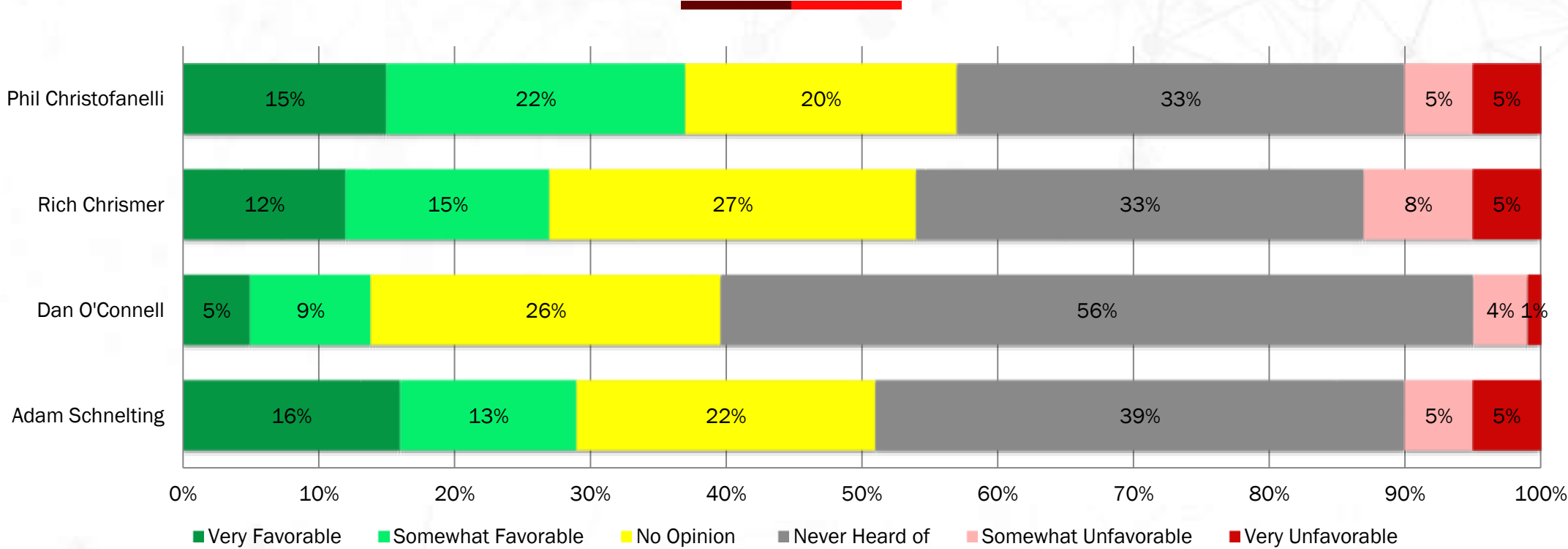
Candidate Images

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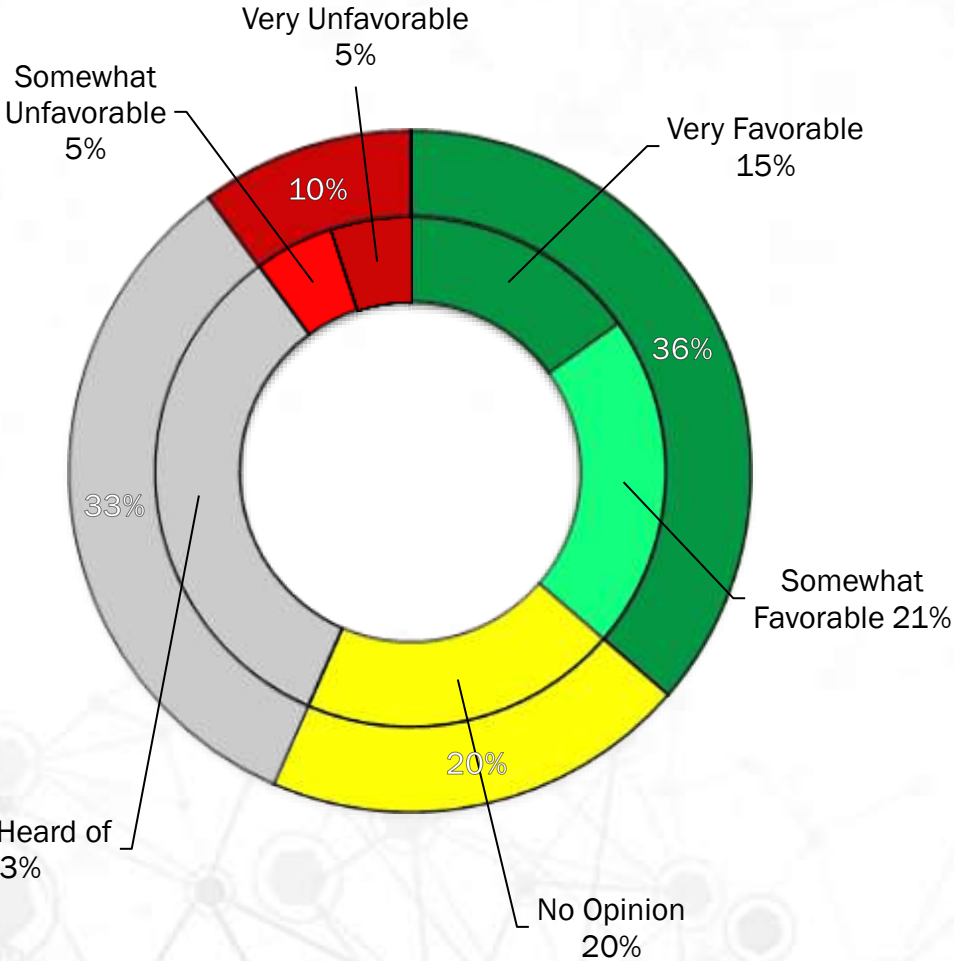
wpaintel.com

Candidate Multifav



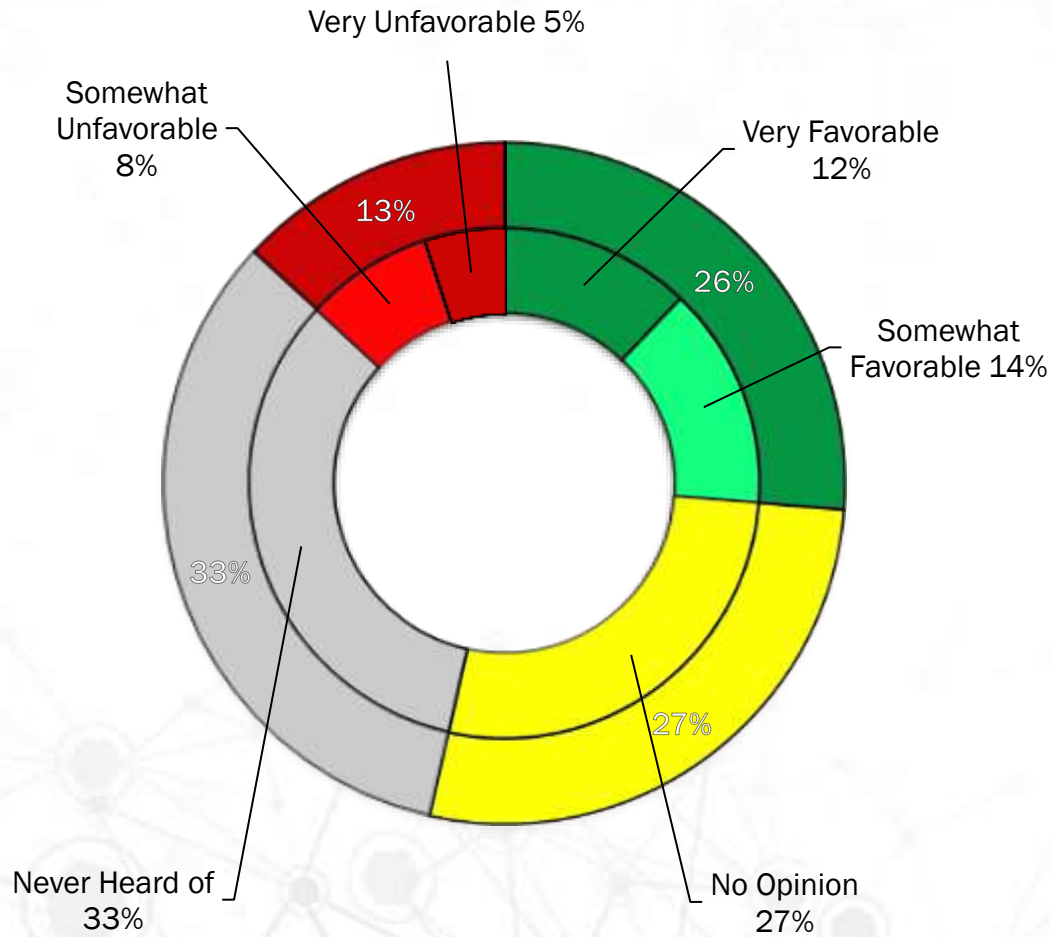
	Christofanelli	Chrismer	O'Connell	Schnelting
Total Favorable	36%	26%	13%	29%
Total Unfavorable	10%	13%	5%	10%
Net Fav	26%	13%	8%	19%
Hard Name ID	26%	13%	8%	19%
Soft Name ID	67%	67%	44%	61%
Ratio	3.6:1	2:1	2.6:1	2.9:1

4. Phil Christofanelli



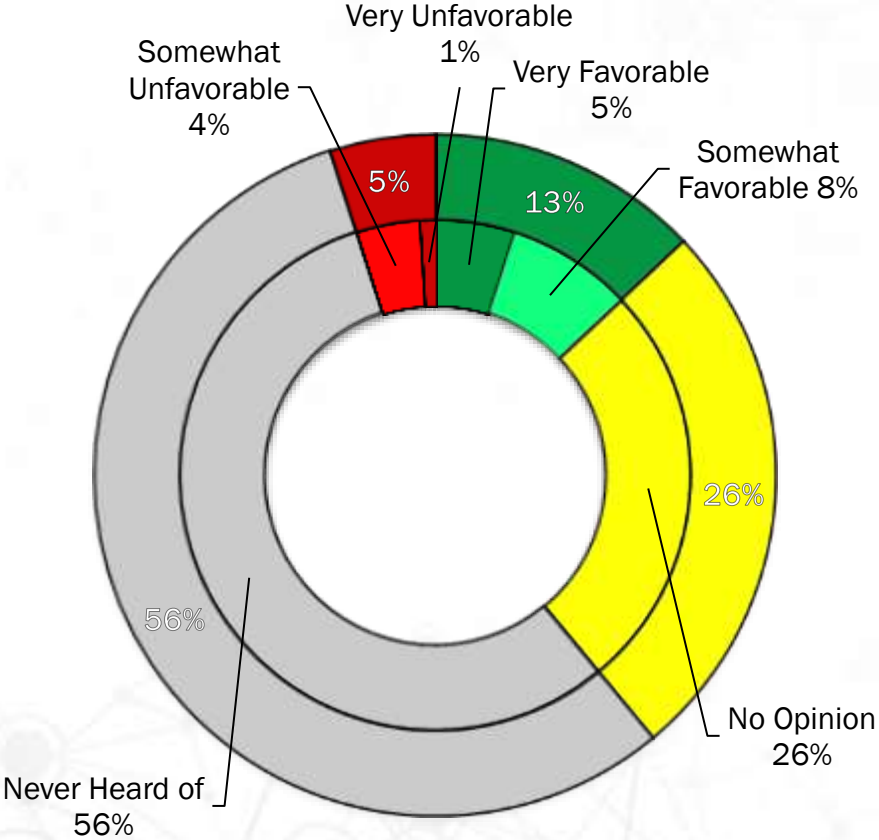
	Size	Favorable	Unfavorable	Net Fav	Name ID
Strong Republican	56%	41%	8%	33%	66%
Not So Strong Republican	20%	30%	10%	20%	66%
Independent	19%	28%	16%	12%	70%
Very Conservative	52%	39%	8%	31%	63%
Somewhat Conservative	24%	46%	4%	42%	69%
Moderate/Liberal	21%	25%	21%	4%	72%
High School or Less	15%	26%	5%	21%	46%
Some College/Associates Degree	27%	49%	7%	42%	72%
Bachelors Degree	35%	38%	10%	28%	71%
Post Graduate	16%	36%	21%	15%	76%
Men 18-54	19%	30%	6%	24%	53%
Men 55+	34%	39%	12%	27%	68%
Female 18-54	8%	29%	13%	16%	74%
Female 55+	38%	41%	9%	32%	72%
Legislative District 65	17%	27%	7%	20%	53%
Legislative District 69	17%	46%	6%	40%	73%
Legislative District 104	22%	49%	17%	32%	84%
Legislative District 105	15%	19%	11%	8%	60%
Legislative District 106	22%	35%	10%	25%	61%
Balance	7%	39%	0%	39%	58%
VH 0 to 1 of 4	33%	28%	3%	25%	53%
VH 2 of 4	20%	32%	8%	24%	63%
VH 3 of 4	13%	51%	14%	37%	86%
VH 4 of 4	33%	41%	16%	25%	75%

5. Rich Chrismer



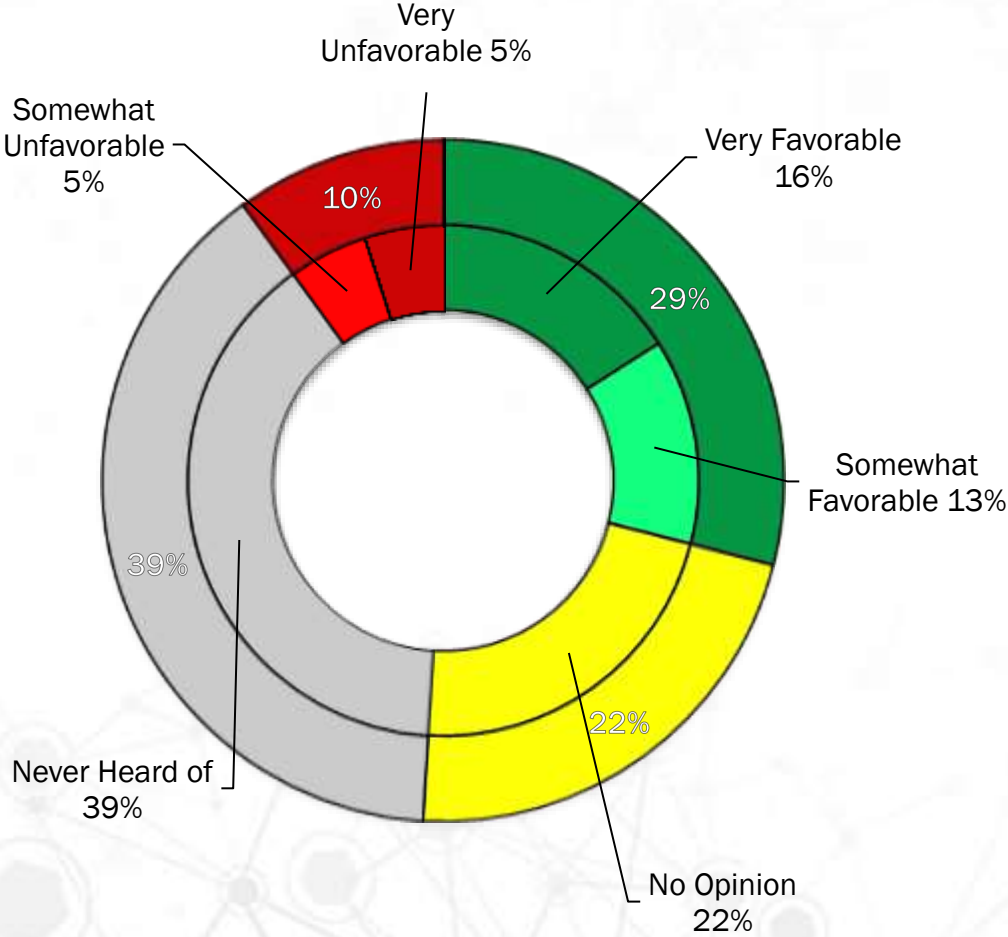
	Size	Favorable	Unfavorable	Net Fav	Name ID
Strong Republican	56%	29%	13%	16%	65%
Not So Strong Republican	20%	30%	15%	15%	64%
Independent	19%	17%	15%	2%	72%
Very Conservative	52%	27%	9%	18%	62%
Somewhat Conservative	24%	26%	17%	9%	64%
Moderate/Liberal	21%	26%	21%	5%	79%
High School or Less	15%	23%	5%	18%	59%
Some College/Associates Degree	27%	29%	10%	19%	68%
Bachelors Degree	35%	28%	17%	11%	64%
Post Graduate	16%	32%	21%	11%	81%
Men 18-54	19%	19%	10%	9%	53%
Men 55+	34%	31%	14%	17%	67%
Female 18-54	8%	21%	9%	12%	69%
Female 55+	38%	29%	15%	14%	75%
Legislative District 65	17%	22%	7%	15%	56%
Legislative District 69	17%	24%	11%	13%	71%
Legislative District 104	22%	37%	20%	17%	71%
Legislative District 105	15%	25%	13%	12%	79%
Legislative District 106	22%	23%	15%	8%	62%
Balance	7%	19%	9%	10%	57%
VH 0 to 1 of 4	33%	27%	12%	15%	60%
VH 2 of 4	20%	20%	14%	6%	68%
VH 3 of 4	13%	31%	17%	14%	79%
VH 4 of 4	33%	28%	12%	16%	67%

6. Dan O'Connell



	Size	Favorable	Unfavorable	Net Fav	Name ID
Strong Republican	56%	15%	4%	11%	47%
Not So Strong Republican	20%	12%	6%	6%	38%
Independent	19%	11%	11%	0%	45%
Very Conservative	52%	12%	3%	9%	38%
Somewhat Conservative	24%	15%	4%	11%	46%
Moderate/Liberal	21%	15%	14%	1%	56%
High School or Less	15%	13%	4%	9%	32%
Some College/Associates Degree	27%	16%	3%	13%	48%
Bachelors Degree	35%	12%	8%	4%	48%
Post Graduate	16%	9%	8%	1%	38%
Men 18-54	19%	10%	4%	6%	39%
Men 55+	34%	18%	4%	14%	42%
Female 18-54	8%	12%	0%	12%	46%
Female 55+	38%	11%	8%	3%	48%
Legislative District 65	17%	11%	5%	6%	40%
Legislative District 69	17%	9%	3%	6%	54%
Legislative District 104	22%	16%	11%	5%	48%
Legislative District 105	15%	19%	5%	14%	44%
Legislative District 106	22%	12%	3%	9%	43%
Balance	7%	12%	4%	8%	25%
VH 0 to 1 of 4	33%	12%	7%	5%	41%
VH 2 of 4	20%	27%	5%	22%	56%
VH 3 of 4	13%	5%	7%	-2%	28%
VH 4 of 4	33%	9%	4%	5%	47%

7. Adam Schnelting



	Size	Favorable	Unfavorable	Net Fav	Name ID
Strong Republican	56%	35%	7%	28%	65%
Not So Strong Republican	20%	19%	13%	6%	54%
Independent	19%	22%	16%	6%	58%
Very Conservative	52%	34%	7%	27%	62%
Somewhat Conservative	24%	22%	10%	12%	59%
Moderate/Liberal	21%	24%	17%	7%	61%
High School or Less	15%	13%	4%	9%	47%
Some College/Associates Degree	27%	33%	13%	20%	62%
Bachelors Degree	35%	29%	10%	19%	59%
Post Graduate	16%	45%	12%	33%	76%
Men 18-54	19%	9%	14%	-5%	55%
Men 55+	34%	35%	11%	24%	65%
Female 18-54	8%	31%	4%	27%	62%
Female 55+	38%	34%	8%	26%	60%
Legislative District 65	17%	20%	11%	9%	50%
Legislative District 69	17%	42%	6%	36%	69%
Legislative District 104	22%	33%	15%	18%	70%
Legislative District 105	15%	19%	11%	8%	59%
Legislative District 106	22%	27%	8%	19%	59%
Balance	7%	26%	4%	22%	46%
VH 0 to 1 of 4	33%	18%	9%	9%	47%
VH 2 of 4	20%	21%	11%	10%	60%
VH 3 of 4	13%	30%	18%	12%	78%
VH 4 of 4	33%	44%	6%	38%	68%

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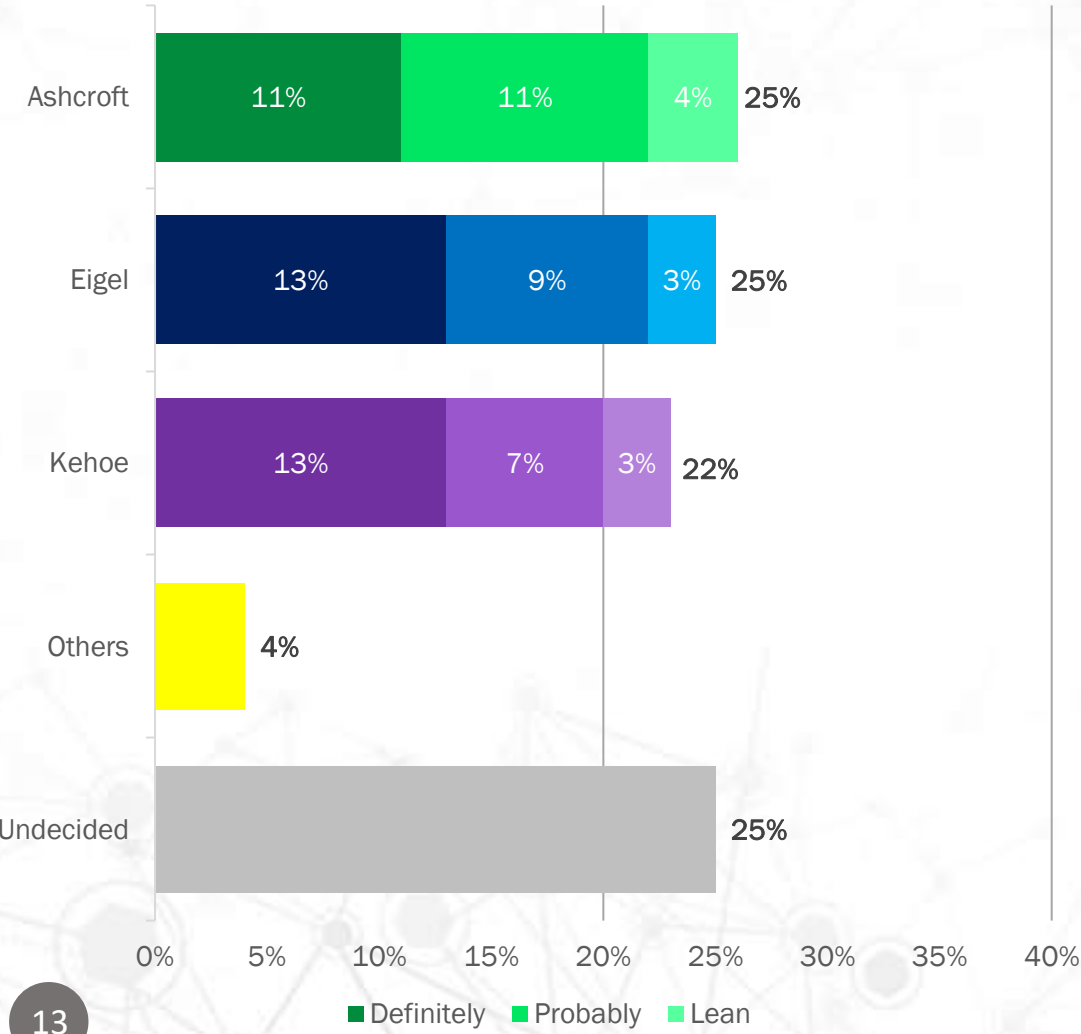
Ballots

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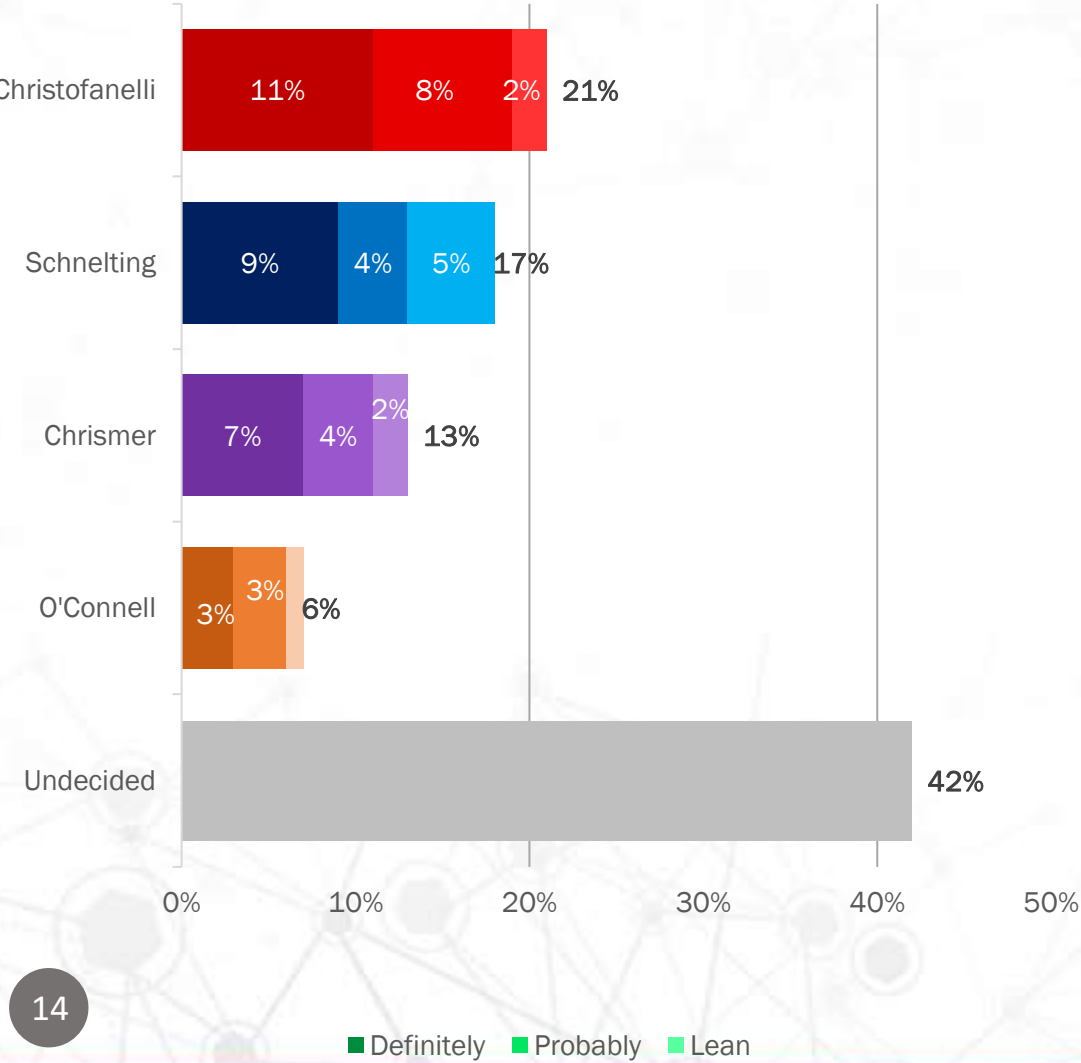
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9. If the Republican primary election for Governor were held today, for whom would you vote?



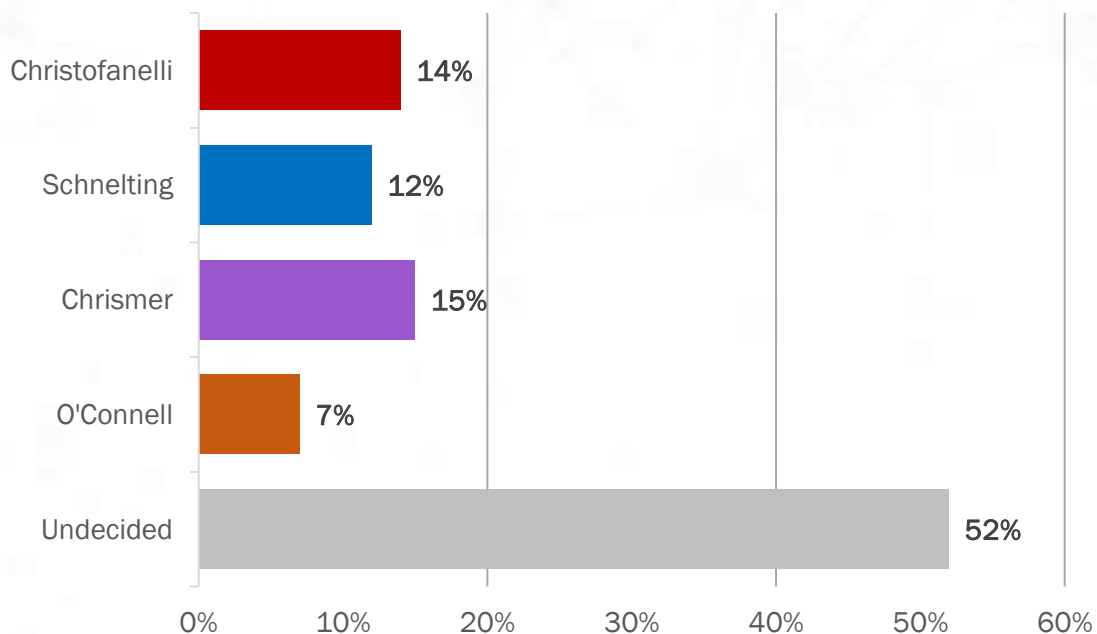
	Size	Ashcroft	Eigel	Kehoe	Other	Undecided
Strong Republican	56%	24%	32%	21%	3%	20%
Not So Strong Republican	20%	21%	21%	26%	0%	32%
Independent	19%	29%	15%	21%	4%	31%
Very Conservative	52%	24%	32%	16%	3%	25%
Somewhat Conservative	24%	34%	20%	21%	2%	24%
Moderate/Liberal	21%	20%	16%	36%	2%	26%
High School or Less	15%	27%	18%	4%	7%	44%
Some College/Associates Degree	27%	30%	27%	19%	2%	22%
Bachelors Degree	35%	23%	28%	28%	1%	20%
Post Graduate	16%	17%	29%	38%	2%	14%
Men 18-54	19%	25%	27%	21%	1%	25%
Men 55+	34%	25%	27%	25%	4%	20%
Female 18-54	8%	9%	33%	32%	2%	24%
Female 55+	38%	27%	21%	19%	2%	31%
Legislative District 65	17%	31%	16%	14%	0%	39%
Legislative District 69	17%	28%	27%	18%	0%	27%
Legislative District 104	22%	31%	26%	23%	5%	14%
Legislative District 105	15%	18%	19%	43%	0%	20%
Legislative District 106	22%	19%	37%	21%	3%	20%
Balance	7%	21%	14%	6%	9%	50%
VH 0 to 1 of 4	33%	24%	24%	19%	4%	29%
VH 2 of 4	20%	21%	16%	21%	2%	40%
VH 3 of 4	13%	30%	17%	33%	0%	21%
VH 4 of 4	33%	27%	35%	21%	2%	14%

10. And if the Republican primary election for Missouri State Senate District twenty three were held today, for whom would you vote?



	Size	Christofanelli	Schnelting	Chrimer	O'Connell	Undecided
Strong Republican	56%	24%	20%	12%	5%	39%
Not So Strong Republican	20%	18%	15%	17%	5%	45%
Independent	19%	22%	12%	9%	11%	47%
Very Conservative	52%	20%	21%	12%	6%	41%
Somewhat Conservative	24%	27%	10%	14%	5%	44%
Moderate/Liberal	21%	22%	15%	12%	9%	43%
High School or Less	15%	16%	9%	18%	6%	51%
Some College/Associates Degree	27%	24%	14%	12%	12%	37%
Bachelors Degree	35%	26%	22%	12%	3%	37%
Post Graduate	16%	19%	26%	13%	5%	37%
Men 18-54	19%	18%	9%	14%	7%	52%
Men 55+	34%	25%	17%	14%	8%	37%
Female 18-54	8%	15%	26%	16%	8%	35%
Female 55+	38%	22%	20%	12%	4%	41%
Legislative District 65	17%	13%	11%	17%	6%	54%
Legislative District 69	17%	11%	35%	5%	11%	38%
Legislative District 104	22%	35%	13%	17%	1%	34%
Legislative District 105	15%	28%	14%	17%	4%	37%
Legislative District 106	22%	18%	18%	14%	8%	43%
Balance	7%	21%	8%	2%	11%	58%
VH 0 to 1 of 4	33%	22%	8%	12%	5%	53%
VH 2 of 4	20%	20%	16%	10%	9%	45%
VH 3 of 4	13%	26%	18%	17%	8%	31%
VH 4 of 4	33%	20%	26%	15%	5%	34%

11. And, thinking again about the election for Missouri State Senate District twenty three who would you vote for as your second choice?



	Size	Christofanelli	Schnelting	Chrimer	O'Connell	Undecided
Strong Republican	56%	12%	10%	15%	9%	53%
Not So Strong Republican	20%	31%	7%	10%	10%	43%
Independent	19%	5%	25%	18%	0%	52%
Very Conservative	52%	14%	14%	15%	10%	47%
Somewhat Conservative	24%	17%	6%	7%	5%	65%
Moderate/Liberal	21%	12%	13%	22%	4%	49%
High School or Less	15%	0%	19%	9%	14%	58%
Some College/Associates Degree	27%	14%	10%	10%	7%	59%
Bachelors Degree	35%	16%	10%	17%	8%	49%
Post Graduate	16%	26%	16%	21%	3%	34%
Men 18-54	19%	24%	8%	7%	8%	53%
Men 55+	34%	12%	9%	13%	10%	57%
Female 18-54	8%	22%	6%	9%	15%	48%
Female 55+	38%	11%	18%	21%	4%	47%
Legislative District 65	17%	9%	26%	19%	0%	46%
Legislative District 69	17%	29%	11%	11%	3%	46%
Legislative District 104	22%	15%	9%	18%	9%	49%
Legislative District 105	15%	10%	5%	17%	0%	69%
Legislative District 106	22%	11%	10%	10%	21%	47%
Balance	7%	0%	21%	15%	0%	64%
VH 0 to 1 of 4	33%	14%	10%	12%	8%	56%
VH 2 of 4	20%	6%	8%	10%	10%	65%
VH 3 of 4	13%	18%	20%	16%	0%	47%
VH 4 of 4	33%	17%	11%	19%	9%	43%

2 nd Choice Candidate	Second Choice			
	Christofanelli (n=64)	Schnelting (n=51)	Chrimer (n=40)	O'Connell (n=19)
Christofanelli	--	18%	22%	26%
Schnelting	19%	--	5%	24%
Chrimer	3%	10%	--	13%
O'Connell	16%	16%	23%	--
Undecided	62%	56%	49%	36%

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Positive Messaging

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USING MESSAGE MAPS

Message Mapping™ identifies the exact language and messaging that will really move voters.

- Often, what voters say is important and the issues that win votes are not the same. Message Mapping™ allows your campaign to identify these “vote winning” messages.
- Message Mapping™ is a WPA proprietary tool used to determine power of potential messages by testing three key characteristics—real effectiveness, “stickiness,” and believability.
- Messages are represented on bubble charts, providing an easy to use “map” for further action.

Effectiveness

- Using a scientific “treatment effects” design we can determine exactly how effective each message is at changing voters’ minds.
- This effectiveness measurement is shown on the “x” or horizontal axis.
- The more effective a message, the further to the right it appears.

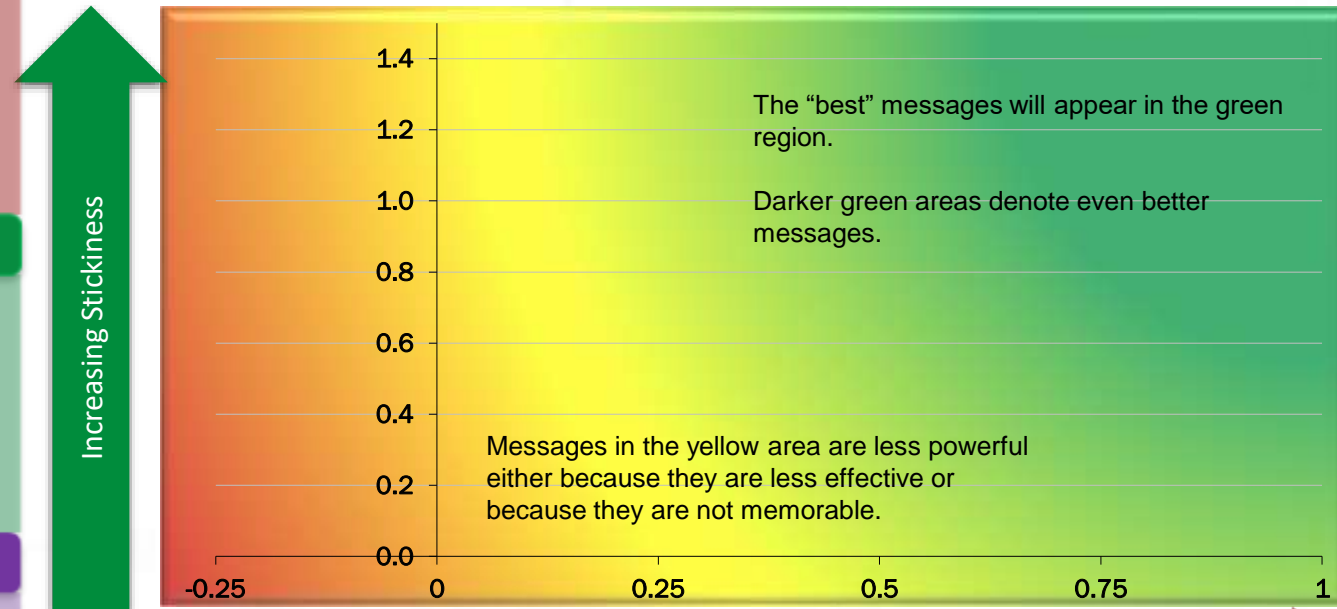
Stickiness

- Our message “stickiness” analysis tells us which messages will be the most memorable to voters.
- The “stickier” a message is the more likely it is to break through the clutter and reach voters.
- The “stickiness” measure is shown on the “y” or vertical axis. The “stickier” a message is the higher it appears on the graph.

Believability

- The final measurement on our message maps is how believable a message is to voters.
- Messages that fail the belief test won’t work regardless of how well they score on other measures and they could even backfire on a candidate.
- Believability is shown by bubble size. The more believable a message, the larger its bubble.

Bubble Size: Believability



A score of “1” in effectiveness means that the message moves the average voter one unit on the ballot—for example from undecided toward supporting Baugh.

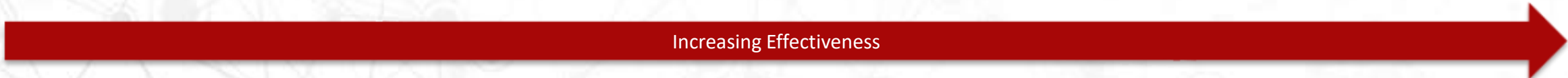
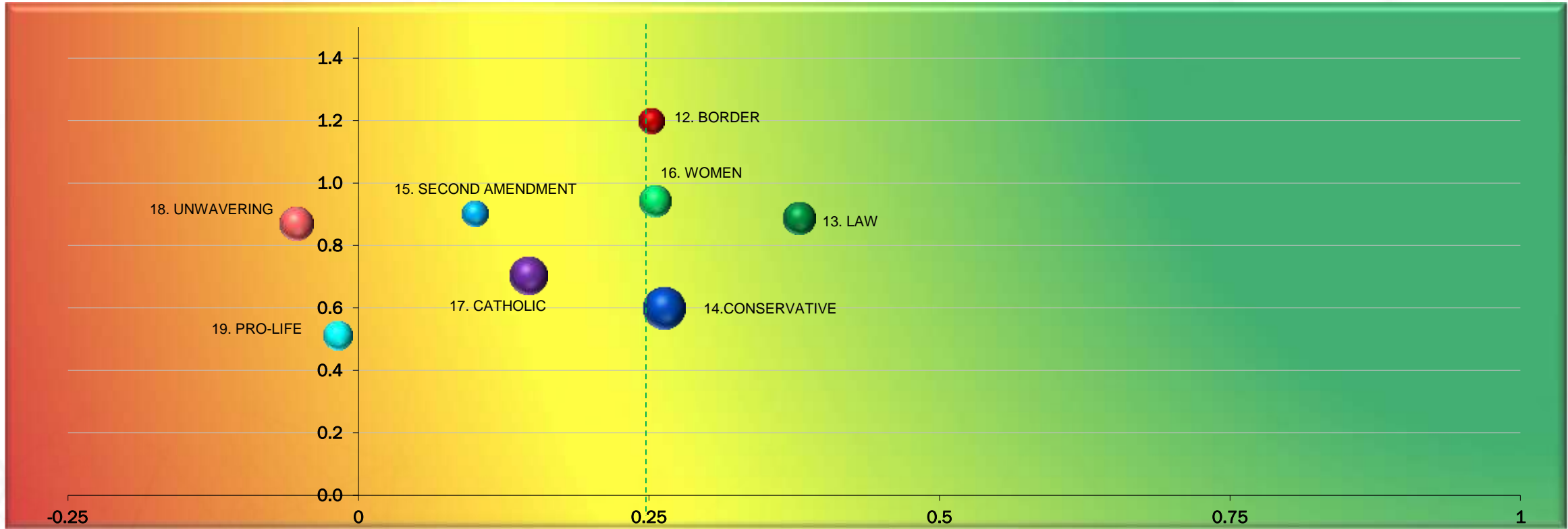
Messages

- 12. BORDER:** In the state house, Phil Christofanelli [CHRIS-TOE-FAN-ELLY] supported sending the national guard to secure the southern border and he defunded sanctuary cities
- 13. LAW:** Phil Christofanelli [CHRIS-TOE-FAN-ELLY] backs the blue to keep our neighborhoods safe from gangs, fentanyl, and human traffickers.
- 14. CONSERVATIVE:** Year after year, Phil Christofanelli [CHRIS-TOE-FAN-ELLY] has been named one of Missouri's most conservative legislators by standing up to the radical left and weak-kneed Republicans
- 15. SECOND AMENDMENT:** Phil Christofanelli [CHRIS-TOE-FAN-ELLY] is pro-Second Amendment. He has always protected your constitutional right to own a gun and in the state house, stood up for gun owners.
- 16. WOMEN:** The radical left can no longer define what a woman is but for Phil Christofanelli [CHRIS-TOE-FAN-ELLY] it is simple, keep men out of girls sports and out of girls locker rooms.
- 17. CATHOLIC:** Phil Christofanelli [CHRIS-TOE-FAN-ELLY] is a devout pro-life catholic and christian conservative who opposes men in women's sports and whose legislative record reflects his strong commitment to family values.
- 18. CONSERVATIVE:** Phil Christofanelli [CHRIS-TOE-FAN-ELLY] is an unwavering conservative fighting for Missouri's future against a weak White House, the invasion of illegals, and the woke mob that attacks our values.
- 19. PRO-LIFE:** Phil Christofanelli [CHRIS-TOE-FAN-ELLY] helped pass one of the nation's strongest anti-abortion laws and he defunded Planned Parenthood.

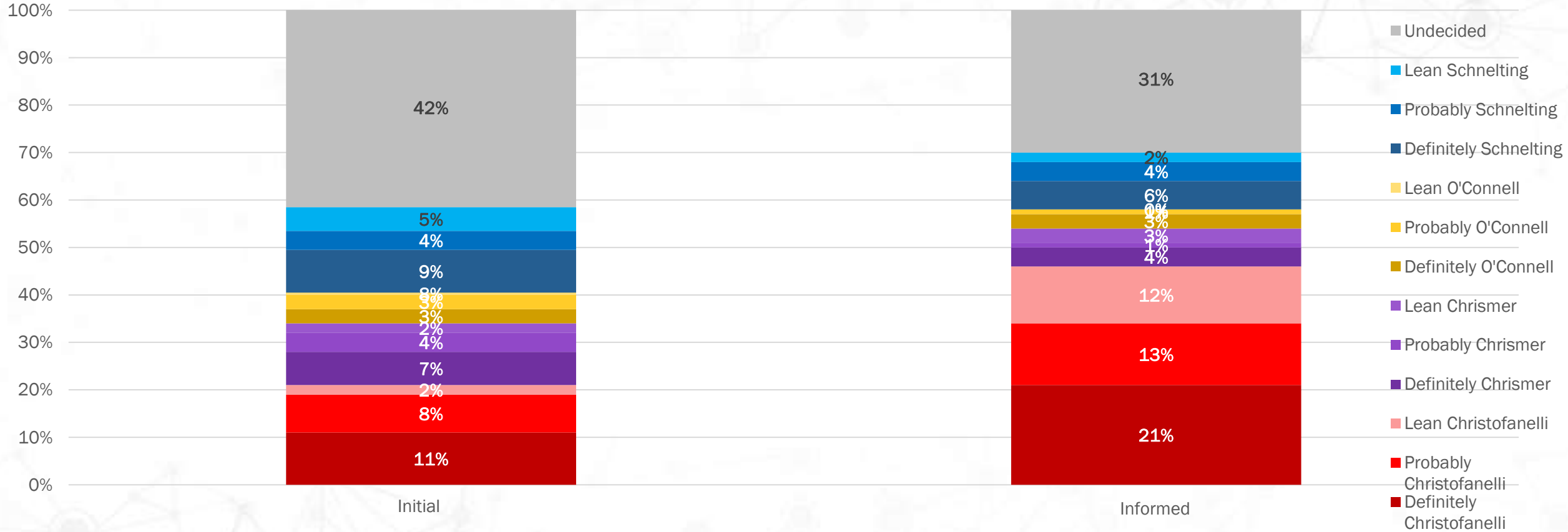
Overall: 100%



Bubble Size: Believability



Informed

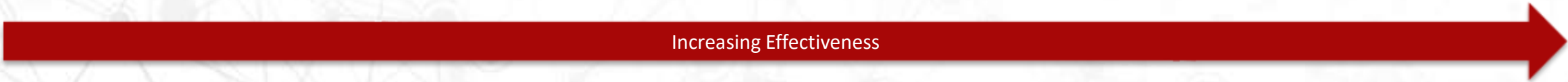
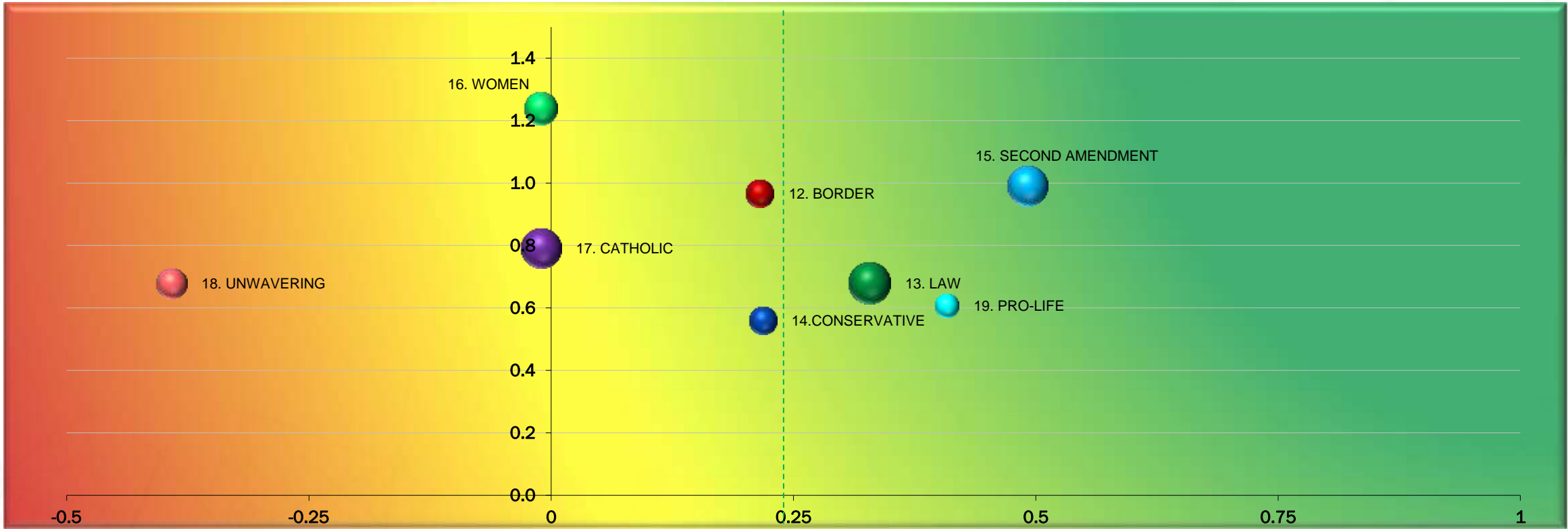


Ballot			
	Initial	Informed	Change
Christofanelli	21%	46%	+25%
Chrismer	13%	8%	-5%
O'Connell	6%	3%	-3%
Schnelting	17%	12%	-5%

Undecided: 42%



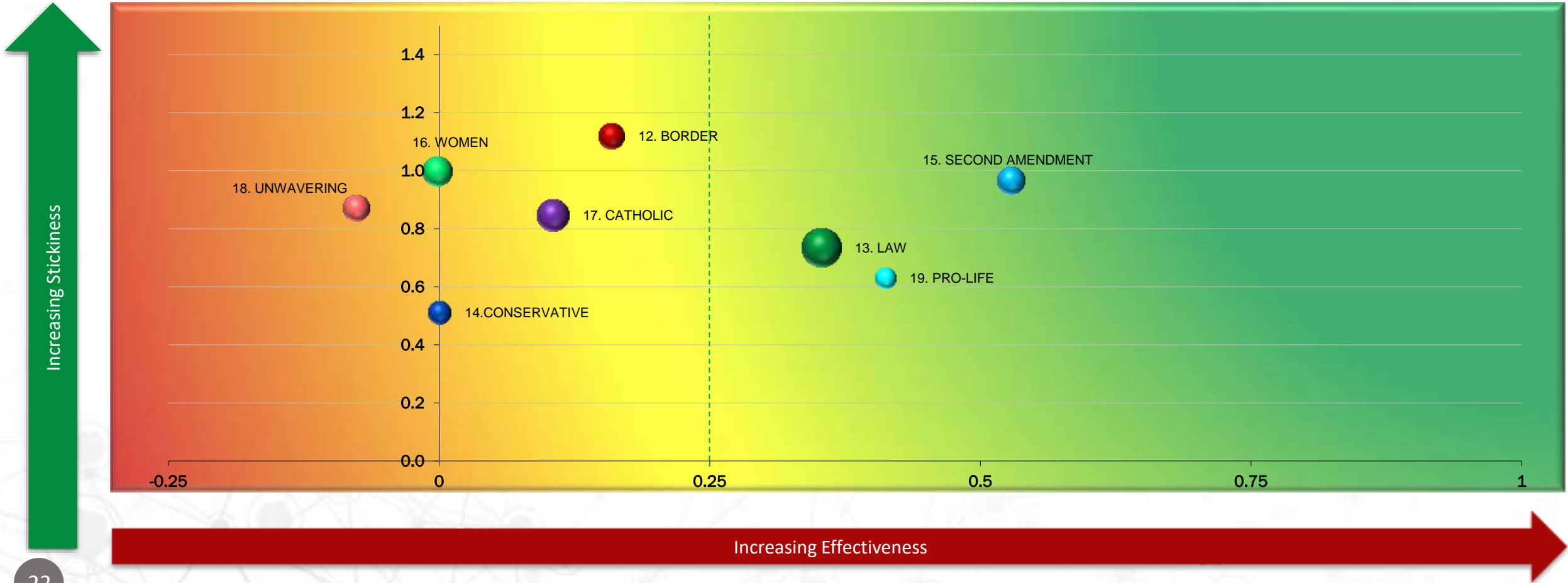
Bubble Size: Believability



Persuadable: 70%



Bubble Size: Believability



Top Movers:



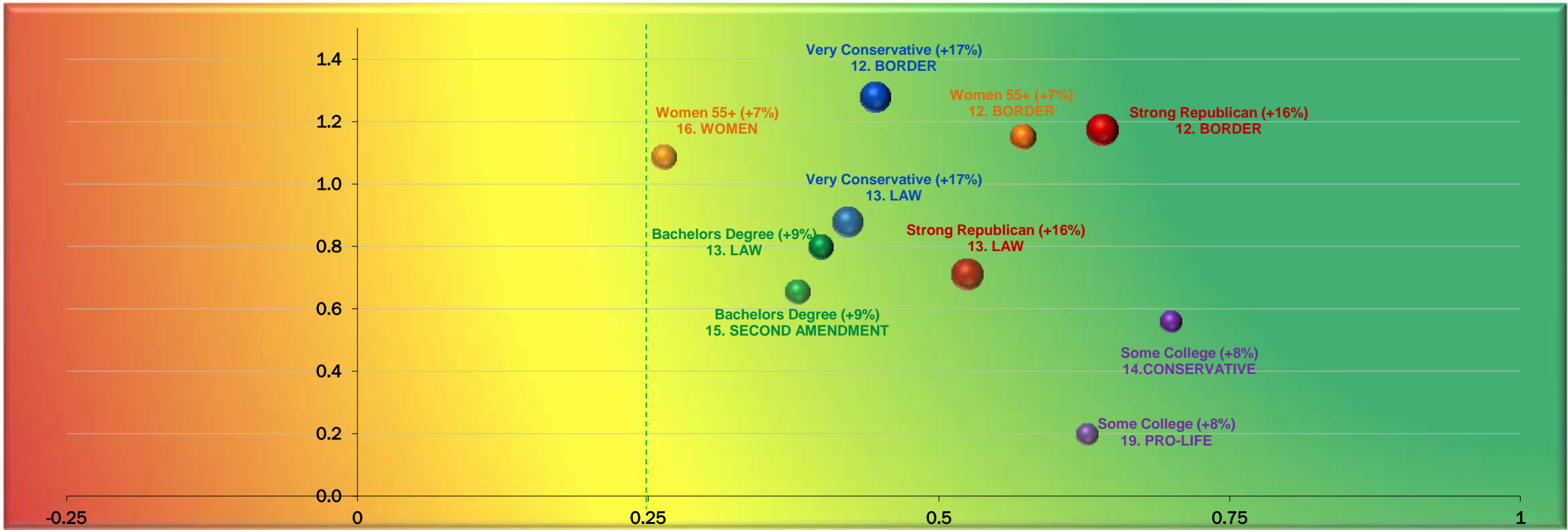
	Size	Christofanelli Initial	Christofanelli Informed	Ballot Change	Percent Change of Electorate
Very Conservative	52%	20%	52%	32%	17%
Strong Republican	56%	24%	52%	28%	16%
VH 0 to 1 of 4	33%	22%	50%	28%	9%
Bachelor's Degree	35%	26%	50%	24%	9%
LD 65	17%	13%	61%	48%	8%
Some College	27%	24%	53%	29%	8%
VH 4 of 4	33%	20%	43%	23%	8%
Women 55+	37%	22%	42%	20%	7%
Men 18-54	19%	18%	53%	35%	7%
Men 55+	34%	25%	45%	20%	7%
Not-So-Strong Republican	20%	18%	49%	31%	6%
LD 106	22%	18%	47%	29%	6%
Somewhat Conservative	24%	27%	49%	22%	5%
VH 2 of 4	20%	20%	46%	26%	5%
High school or Less	15%	16%	47%	31%	5%
LD 69	17%	11%	36%	25%	4%
Women 18-54	8%	15%	52%	37%	3%
LD 104	22%	35%	49%	14%	3%
Independent/Something Else	19%	22%	33%	11%	2%
Moderate/Liberal	21%	22%	32%	10%	2%
VH 3 of 4	13%	26%	42%	16%	2%
Post graduate	16%	19%	29%	10%	2%
LD 105	15%	28%	38%	10%	2%
Balance of LD's	7%	21%	38%	17%	1%

Top Movers



Bubble Size: Believability

Increasing Stickiness



Increasing Effectiveness

Demo	Top Positive Messages (>0.25 Effectiveness)				
	1	2	3	4	5
Overall	13. Law (0.38)	14. Conservative (0.26)	16. Women (0.26)		
Undecided	15. Second Amendment (0.49)	19. Pro-Life (0.41)	13. Law (0.33)		
Persuadable	15. Second Amendment (0.52)	19. Pro Life (0.41)	13. Law (0.33)		
Very Conservative	12. Border (0.45)	13. Law (0.42)	16. Women (0.35)	18. Unwavering (0.32)	
Strong Republican	12. Border (0.64)	13. Law (0.52)	19. Pro-Life (0.38)		
VH 0 to 1 of 4	19. Pro-Life (0.53)	15. Second Amendment (0.52)	12. Border (0.44)		
Bachelors Degree	15. Second Amendment (0.38)	12. Border (0.35)			
Legislative District 65	18. Unwavering (0.98)	12. Border (0.55)	17. Catholic (0.52)		
Some College	19. Pro-Life (0.63)	13. Law (0.59)	18. Unwavering (0.45)		
VH 4 of 4	16. Women (0.77)	17. Catholic (0.46)	12. Border (0.31)		
Women 55+	12. Border (0.57)	16. Women (0.26)			
Men 18-54	15. Second Amendment (0.67)	12. Border (0.59)	17. Catholic (0.56)	13. Law (0.38)	
Men 55+	13. Law (0.61)	18. Unwavering (0.49)	15. Second Amendment (0.29)		
NSS Republican	12. Border (0.5)	18. Unwavering (0.38)	13. Law (0.33)	17. Catholic (0.32)	16. Women (0.27)
Legislative District 106	19. Pro-Life (0.67)	13. Law (0.48)	15. Second Amendment (0.31)	12. Border (0.28)	
Somewhat Conservative	13. Law (0.44)	19. Pro-Life (0.44)	12. Border (0.41)	15. Second Amendment (0.34)	
VH 2 of 4	13. Law (0.76)	19. Pro-Life (0.67)	12. Border (0.40)	18. Unwavering (0.34)	
HS or Less	12. Border (1.16)	13. Law (0.42)			
Legislative District 69	16. Women (1.02)	17. Catholic (0.91)	19. Pro-Life (0.62)	13. Law (0.29)	
Legislative District 104	15. Second Amendment (0.96)	16. Women (0.27)			
Independent/Something else	15. Second Amendment (0.48)	12. Border (0.31)	14. Conservative (0.31)		
Mod/Liberal	15. Second Amendment (0.5)	18. Unwavering (0.37)	12. Border (0.27)		
VH 3 of 4	14. Conservative (1.19)	15. Second Amendment (0.75)	13. Law (0.68)		
Postgraduate	15. Second Amendment (0.7)	16. Women (0.47)	17. Catholic (0.26)		

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Schnelting Contrast Messaging

Messages

22. HEALTH: Adam Schnelting [SH-NELT-ING] voted to defund a state law enforcement health insurance and disability benefit program for retired state police.

23. DONORS: Adam Schnelting's [SH-NELT-ING] campaign is financed by top donors to Hillary Clinton, Barack Obama, and Joe Biden causing the Missouri Chamber of Commerce to endorse Adam Schnelting's opponent

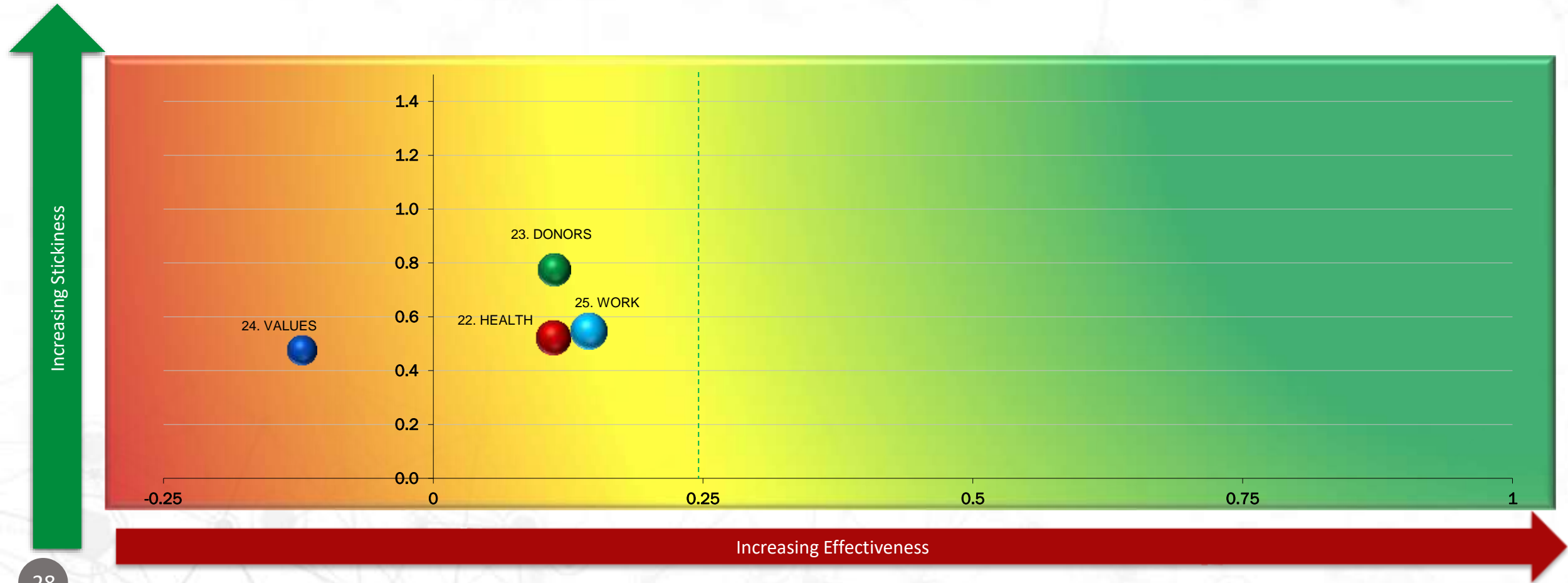
24. VALUES: Adam Schnelting [SH-NELT-ING] was elected to fight for our conservative values, but he skipped a vote to protect children from sexually explicit materials in schools.

25. WORK: Adam Schnelting [SH-NELT-ING] ran for the House, received a taxpayer paid salary, yet failed to show up time and time again for votes including protecting our children from sexually explicit materials in schools and protecting our 2nd amendment rights from federal overreach. He thinks he deserves a promotion to the senate even though he doesn't show up to work.

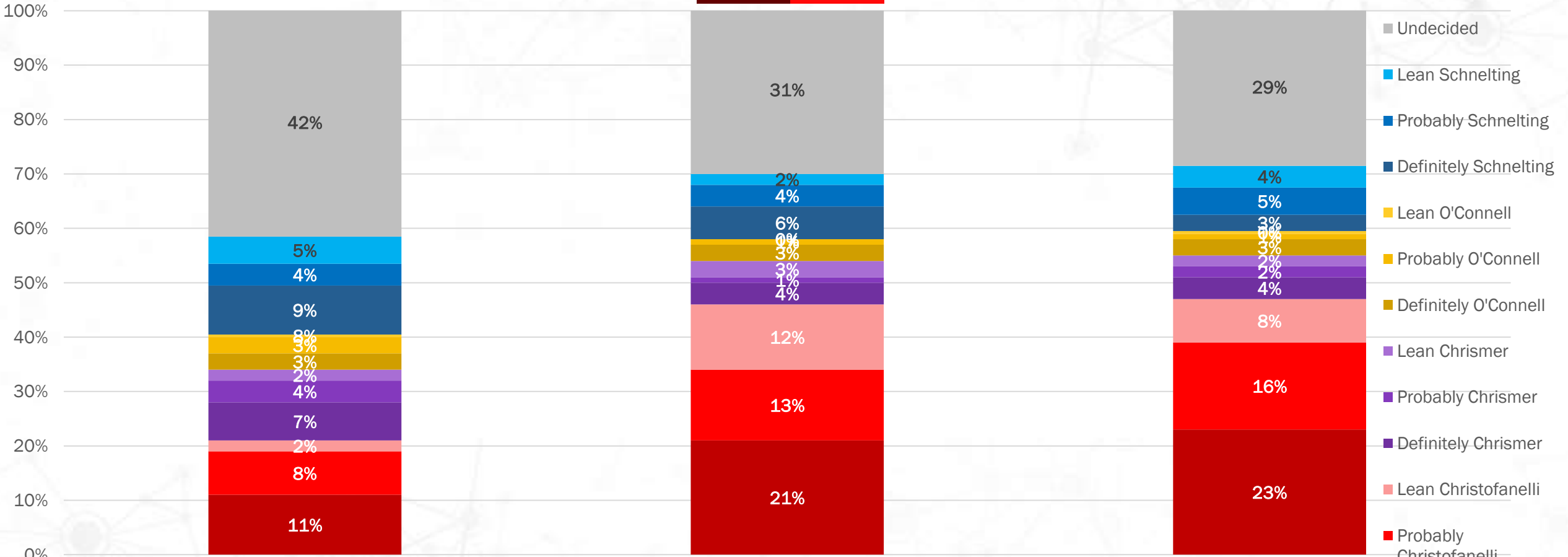
Overall: 100%



Bubble Size: Believability



Informed

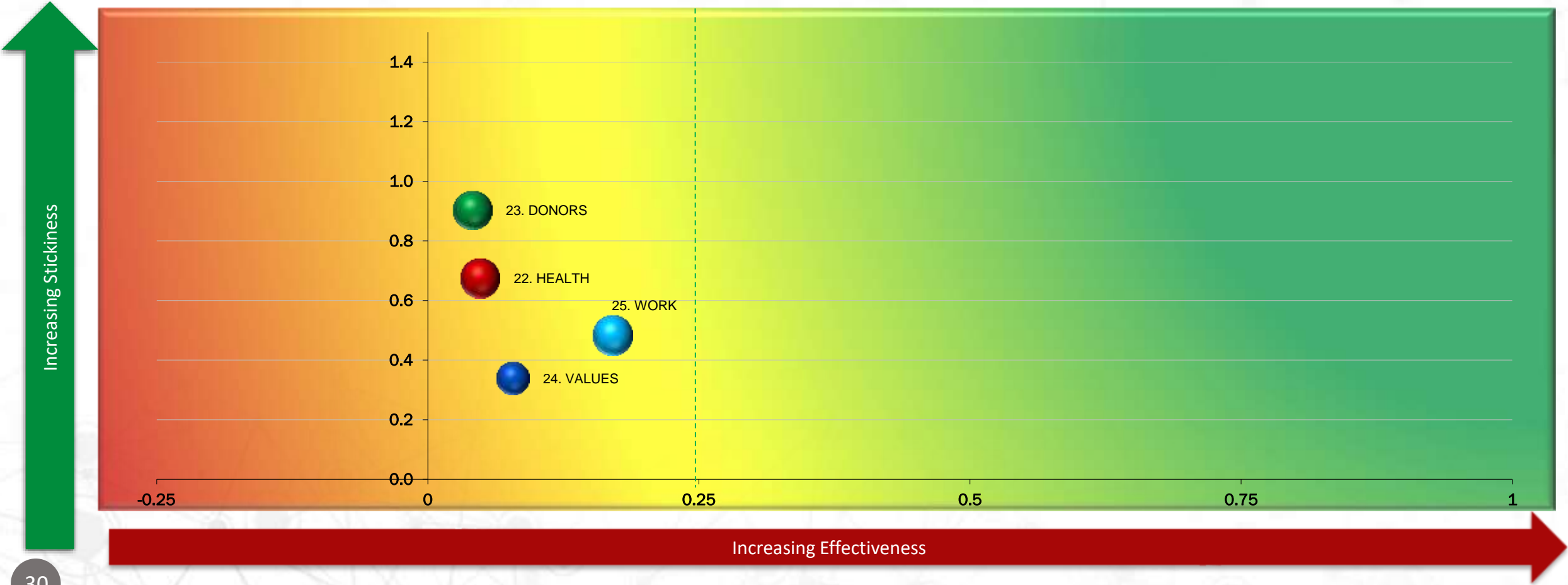


	Ballot		
	Initial	Informed	Change
Christofanelli	21%	46%	+25%
Chrismer	13%	8%	-5%
O'Connell	6%	3%	-3%
Schnelting	17%	12%	-5%

Undecided: 42%



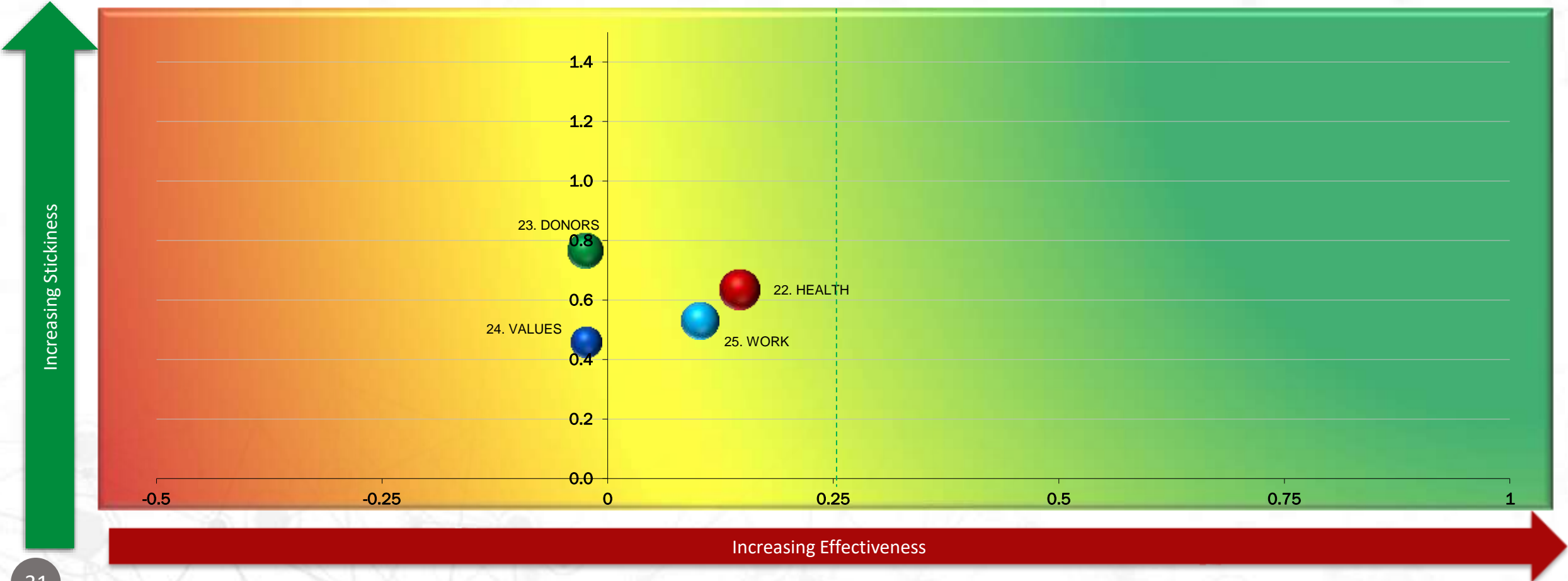
Bubble Size: Believability



Persuadable: 70%



Bubble Size: Believability



Top Movers:

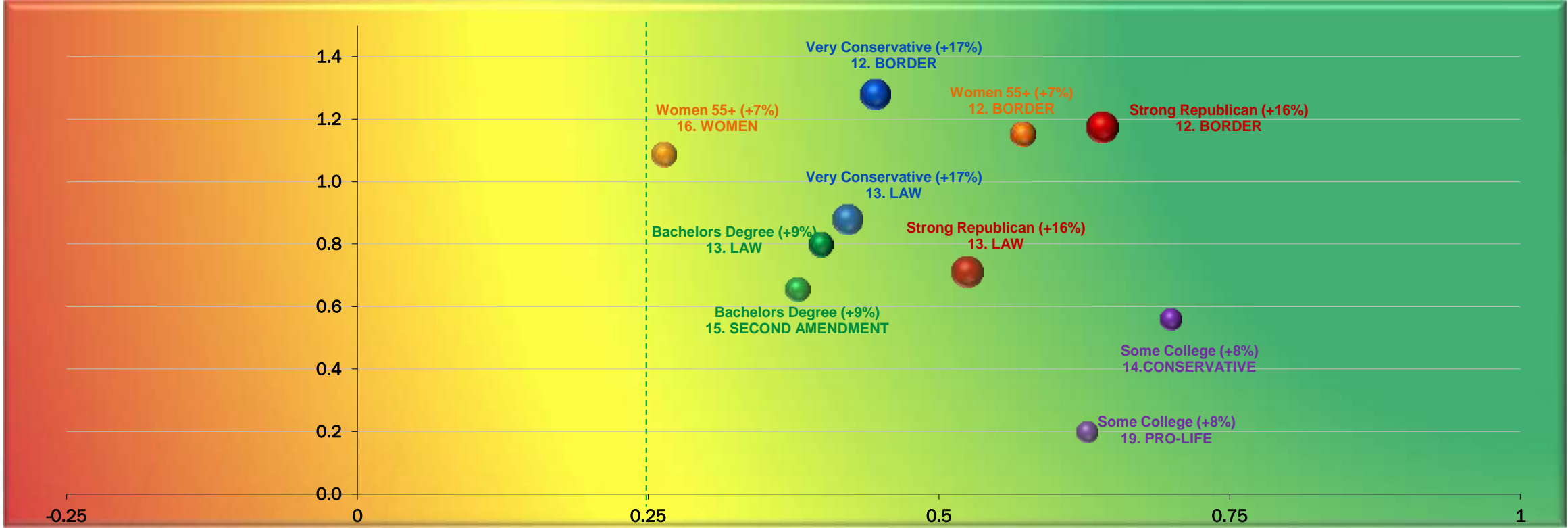
	Size	Initial Schnelting	Informed Schnelting Con	Ballot Change	Percent Change of Electorate
Independent	19%	12%	17%	5%	1%
LD 104	22%	13%	15%	2%	1%
Men 18-54	19%	9%	11%	2%	0%
Moderate/Liberal	21%	15%	13%	-2%	0%
VH 3 of 4	13%	18%	16%	-2%	0%
High school or Less	15%	9%	7%	-2%	0%
LD 105	15%	14%	10%	-4%	0%
Balance	7%	8%	0%	-8%	-1%
Somewhat Conservative	24%	10%	5%	-5%	-1%
Women 18-54	8%	26%	12%	-14%	-1%
LD 106	22%	18%	14%	-4%	-1%
VH 0 to 1 of 4	33%	8%	5%	-3%	-1%
Some College	27%	14%	10%	-4%	-1%
Post graduate	16%	26%	16%	-10%	-1%
LD 65	17%	11%	5%	-6%	-1%
VH 2 of 4	20%	16%	8%	-8%	-2%
Not-So-Strong Republican	20%	15%	6%	-9%	-2%
Bachelor's Degree	35%	22%	16%	-6%	-2%
Men 55+	34%	17%	11%	-6%	-2%
Women 55+	37%	20%	14%	-6%	-2%
VH 4 of 4	33%	26%	20%	-6%	-2%
LD 69	17%	35%	20%	-15%	-3%
Strong Republican	56%	20%	13%	-7%	-3%
Very Conservative	52%	21%	14%	-7%	-4%

Top Movers



Bubble Size: Believability

Increasing Stickiness



Increasing Effectiveness

Demo	Top Contrast Messages (>0.25 Effectiveness)	
	1	2
Independents	23. Donors (0.33)	
Legislative District 104	25. Work (0.39)	
VH 3 of 4	23. Donors (0.33)	
Legislative District 105	23. Donors (0.35)	
Legislative District 106	23. Donors (0.43)	22. Health (0.29)
VH 0 to 1 of 4	25. Work (0.33)	
Postgraduate	25. Work (0.51)	
VH 2 of 4	23. Donors (0.38)	
Bachelors Degree	22. Health (0.5)	
Men 55+	23. Donors (0.42)	25. Work (0.3)
Women 55+	22. Health (0.32)	
Legislative District 69	23. Donors (0.41)	

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Chrismer Contrast Messaging

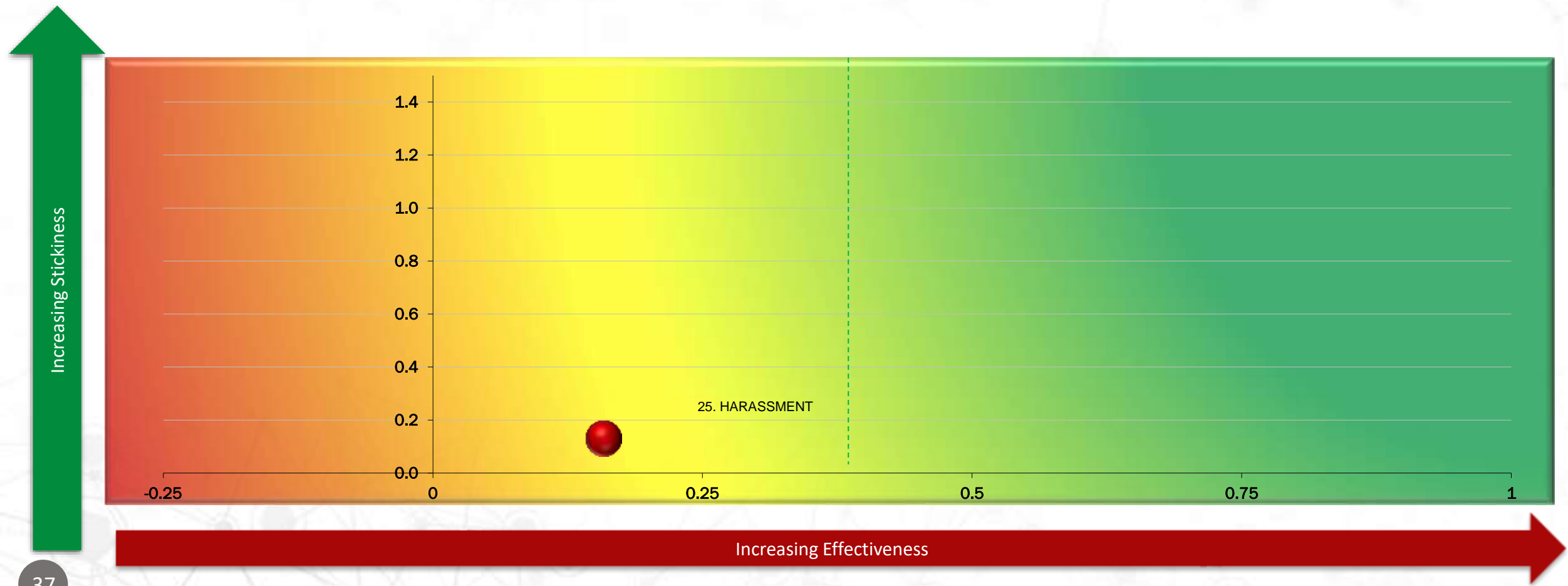
Messages

26. HARASSMENT: As election director for our county, Rich Chrismer [CRIS-MUR] cost taxpayers hundreds of thousands of dollars in lawsuit settlements because of his inappropriate behavior. Chrismer was sued for stalking and groping an employee, age discrimination, abusing a disabled employee, and sexual harassment.

Overall: 100%



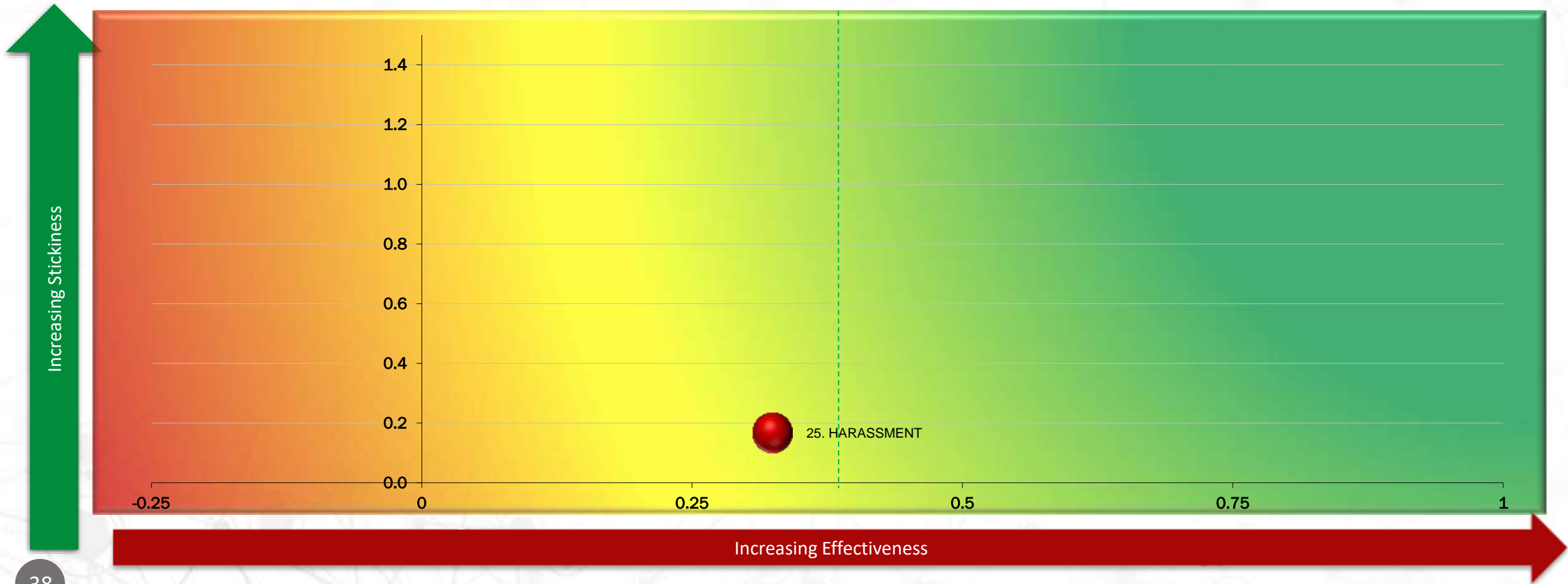
Bubble Size: Believability



Undecided: 42%



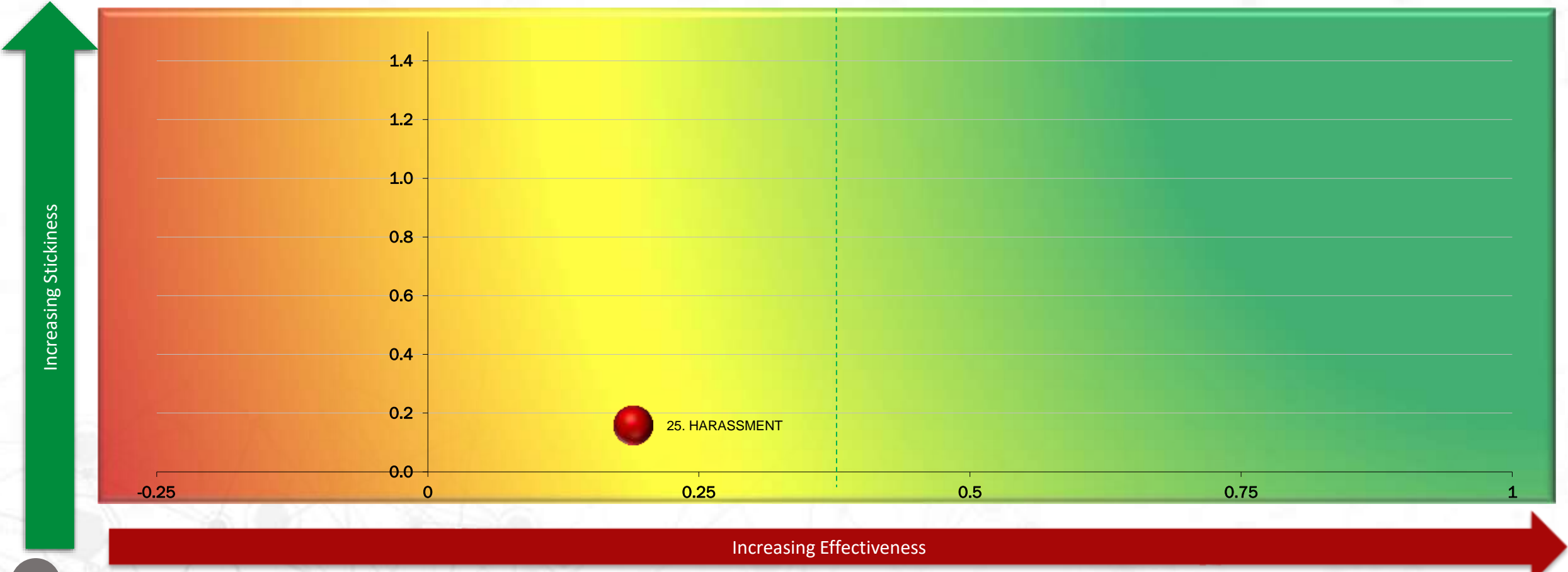
Bubble Size: Believability



Persuadable: 70%



Bubble Size: Believability



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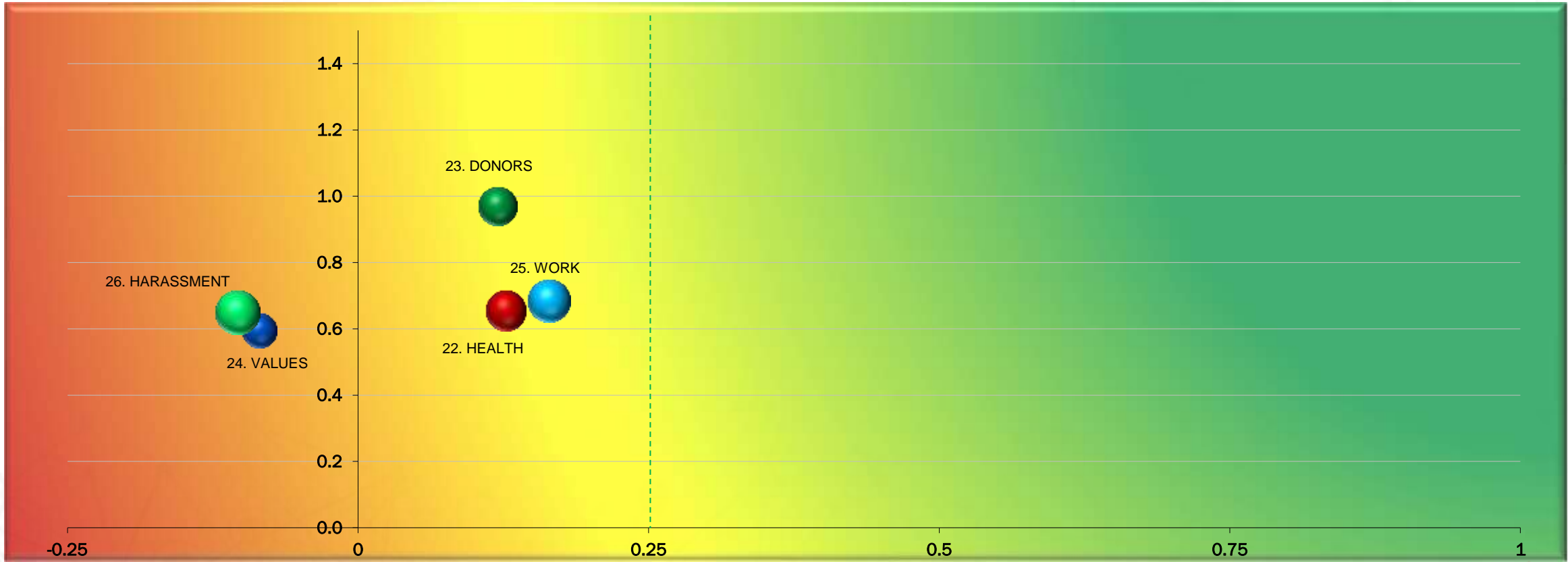
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All Contrast Messages

Overall: 100%



Bubble Size: Believability

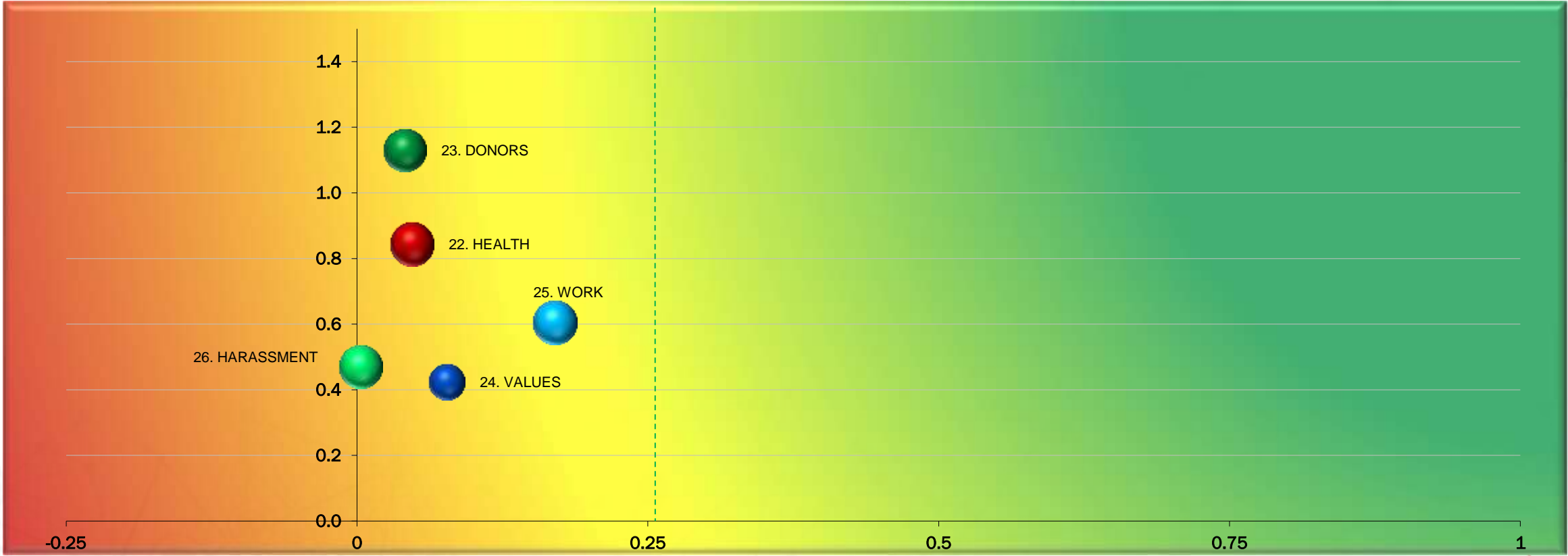


Undecided: 42%



Bubble Size: Believability

Increasing Stickiness



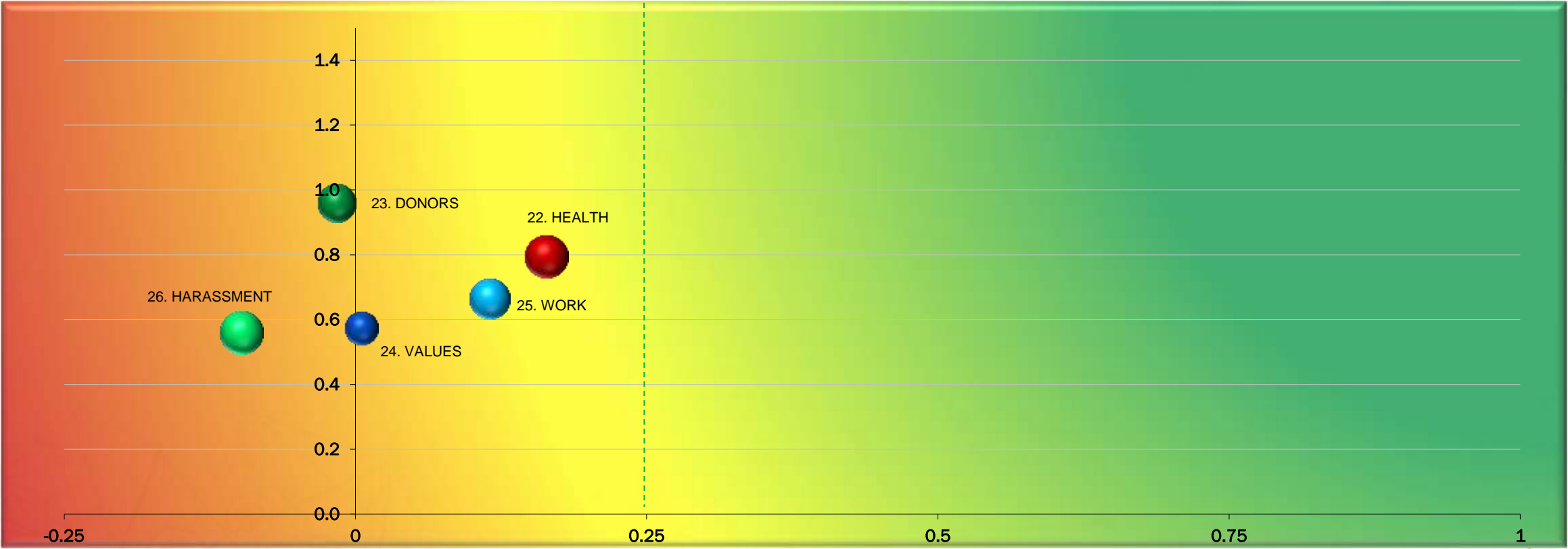
Increasing Effectiveness

Persuadable: 70%



Bubble Size: Believability

Increasing Stickiness



Increasing Effectiveness

Demo	All Top Contrast Messages (>0.25 Effectivess)		
	1	2	3
Legislative District 104	25. Work (0.47)		
VH 3 of 4	22. Health (0.41)		
Legislative District 105	23. Donors (0.36)		
Legislative District 106	22. Health (0.47)	23. Donors (0.45)	25. Work (0.36)
VH 0 to 1 of 4	25. Work (0.47)		
Some College	23. Donors (0.31)		
Postgraduate	25. Work (0.52)		
VH 2 of 4	26. Harassment (0.46)	23. Donors (0.36)	
Bachelors Degree	22. Health (0.51)		
Men 55+	23. Donors (0.43)	25. Work (0.32)	
Women 55+	22. Health (0.32)		
Legislative District 69	23. Donors (0.39)		

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Research Design

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Research Design

WPA Intelligence conducted a study of likely voters in Missouri.

WPAi selected a random sample of registered voters from the Missouri voter file using Registration Based Sampling (RBS). The sample for this survey was stratified based on geography, age, party, ethnicity, cells, and gender. This methodology allows us to reduce the amount of post-survey “weighting” needed of the general electorate.

Respondents were contacted by phone via a live telephone operator interview from July 14-16, 2024. The study has a sample size of n=301 Republican Primary voters with a margin of error of $\pm 5.7\%$ in 95 out of 100 cases.



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