

May 28, 2020

To: Page PAC & Interested Parties
From: Dave Fako & Sandy Kim, Fako Research & Strategies, Inc.
Re: St. Louis County Survey Summary of Key Findings

The following is a summary of the key findings for the survey conducted for the Page PAC in St. Louis County, Missouri.

St. Louis County Democratic Primary Voters Are in a Positive Mood, Favoring Incumbent Executive Sam Page

St. Louis County's Democratic Primary voters are in a favorable mood, with half (50%) feeling things in the County are headed in the **right direction** while a quarter (25%) of them feel things are off on the **wrong track**. This generally positive mood creates environmental and structural resistance to "change messages," which favors better-known incumbent public officials such as County Executive Dr. Sam Page. This is particularly relevant if the public official hold solid name ID and earns strong ratings, such as Dr. Page...

Dr. Sam Page Starts in a Strong Position, Earning Strong Personal and Job Performance Ratings, and Approval of His Handling of the Coronavirus Crisis

Dr. Sam Page holds the best name recognition among candidates for County Executive and earns significantly stronger ratings than his opponents, putting him in a strong position to consolidate a solid base in the Primary Election and shielding him from likely negative attacks from candidates who trail him by a large margin.

Dr. Sam Page is the best-known candidate, recognized by 79% of St. Louis County Democratic Primary voters. Dr. Page has a strong 5:1 positive to negative ratio, with half of these Democratic Primary voters (51%) giving him **positive** personal ratings (18% Very Positive, 33% Somewhat positive), while a fifth of them (20%) offer a "Neutral" rating and only a tenth (9%) offer **negative** ratings. This strong personal favorability rating extends to his **job performance** grade as County Executive. Dr. Page earns "Above Average" ratings from 40% of voters (10% Excellent, 30% Very Good), an "Average" rating from 36% of voters, and "Below Average" ratings from 13%, which is a net favorable rating from three-fourths of the voters and a more than 3:1 favorable job performance ratio. This is partially driven by his strong handling of the Coronavirus crisis. Dr. Page earns a very strong and intense rating for his handling of the crisis: 70% of voters approve (30% Strongly, 40% Somewhat) while only 18% disapprove of his handling of it.

Comparatively, **Jake Zimmerman**, who is recognized by only half (49%) of these voters, is rated positively by only one-fourth (24%) of the voters, negatively by 5%, and a fifth (20%) offer a flat "Neutral" rating, representing forty percent of his overall name ID. **Mark Mantovani**, who is even lesser known with 42% name ID, despite running less than two years ago, has modest ratings: 18% Positive to 8% Negative with 16% offering a "Neutral" rating. **Jaime Tolliver** is recognized by only 18% of voters, with nearly two-thirds of her name ID (11%) derived from the non-descript "Neutral" rating.

Dr. Sam Page Leads All Opponents by a Large Margin in an Engaged, Informed Simulation of the Election

Dr. Page's high name ID, strong personal favorability and job performance ratings, and approval of his handling of the COVID-19 crisis, combined with his advantage over his opponents in name ID and ratings, drives a strong lead for Page.

In an informed scenario where respondents were presented with balanced positive information about each candidate, Dr. Page expands his lead to 50% of the vote with the rest of the field still far behind: Zimmerman (15%), Mantovani (12%), and Tolliver (7%). Less than a fifth of voters (16%) are undecided in the informed test.

Dr. Page's advantage is wide and deep throughout the likely Democratic Primary electorate, reaching 50%+ among some subgroups:

- He leads in all regions of the County by comparable margins as his overall lead, ranging from a high of 56% in West County to 47% in the Mid and South County regions.
- He holds significant leads among men (52%, JZ 16%, MM 17%), women (48%, JZ 14%, MM 8%), those under age fifty (45%, JZ 16%, MM 12%), and those over age fifty (54%, JZ 15%, MM 12%).
- He leads among the liberal party base with 55%, while Zimmerman earns 20% and Mantovani gets 8%.
- He holds a comparable advantage among white voters (49%, JZ 17%, MM 16%) and African American Democratic Primary voters (50%, JZ 10%, MM 5%).
- Dr. Page, importantly, is earning three-fifths of the decided vote (those who already support a candidate with undecided voters factored out).
- He also leads by strong margin among the voters who recognize the three major candidates (30% of all voters): Page = 44%, Zimmerman = 19%, Mantovani = 19%, and Tolliver = 3%.

This is indicative that Dr. Page's favorable image and ratings and his core positive narrative are stronger than any of the opponents' appeals. Dr. Page's image bolsters his position, preventing any significant drift of his initial support, and his message moves more undecided voters his way than to Zimmerman or Mantovani, helping him gain a near majority while his opponents make marginal gains after their core messages are heard.

Conclusion:

In his one year as County Executive, Dr. Page has developed an image as a strong, effective leader with the skills needed to lead the County and is the right person for the job now and into the future. This is observed in the ratings he earns for personal favorability, job performance, and approval of his handling of the crisis. This is further seen by his significant lead versus two established opponents in a four-way race. His strong image is verified in the informed scenario, where he holds his base and expands his appeal while the rest of the field struggles to make more than marginal gains. **County Executive Dr. Sam Page is well positioned to run a strong, competitive campaign with an image and message that is more appealing to the Democratic Primary electorate than his well-funded opponents.**

Survey Methodology: This report presents the findings of a survey taken among registered voters who are likely to vote in the August 4, 2020 Democratic Primary Election within St. Louis County in the State of Missouri. Page PAC commissioned the survey. Fako Research & Strategies, Inc. (FR&S) of Lemont, Illinois conducted the survey by telephone on May 19 – 23, 2020 using professional interviewers. FR&S interviewed a random sample of 600 registered voters within St. Louis County. A strict screening process was used to ensure that only registered voters who are likely to vote in the August 4, 2020 Democratic Primary Election participated in the survey. The interviews lasted an average of 20 minutes. Scientific sampling techniques using a listing of registered voters that were identified as Democratic or non-Partisan/Independent with previous voting history in at least one or more of the 2012, 2014, 2016, and 2018 August Primary Elections, or newly registered voters were used to give all voters meeting these criteria living in a telephone-equipped household, or with a listed cell phone number within St. Louis County, Missouri, an equal chance of being interviewed. Cellular phones were included within the sample and accounted for 51% (309 Completed Interviews) of all weighted interviews. The interviews were conducted in proportion to gender and regional shares of the vote based on past election data and known demographics. Weighting was applied to age, race, gender, and region to bring these groups into closer proportion to known demographics. The survey has an overall margin of error of +/- 3.94% at the 95% level of confidence. This means that if the survey were replicated the results would be consistent for 95 out of 100 cases. The margin of error is higher among the various sub-groups.