
THE TARRANCE GROUP

MEMORANDUM

TO: Interested Parties
FROM: B.J. Martino
Brian Nienaber
DATE: June 17, 2022
RE: Summary Findings From A Survey Of Republican Voters
In Missouri 10th Senate District

The Tarrance Group is pleased to present summary findings from a survey of N=303 likely Republican primary voters throughout Missouri's 10th Senate Districts. Responses to this survey were gathered June 14-16, 2022, and the margin of error associated with a sample of this type is + 5.8% in 95 out of 100 cases.

EXECUTIVE SUMMARY

Mike Carter is the clear front runner in this race. The ballot test finds Carter leading significantly with 42% of the vote. He has significantly more ballot support than any of the other candidates, including Fitzwater (13%), Spencer (12%), Porter (10%), or Price (3%). In fact, Carter has more support than all of the other candidates combined. Only 20% of voters are undecided.

This ballot strength is driven by the exceptional level of campaign outreach by the Carter campaign. Fully 47% of the GOP electorate indicates they have already seen, read, or heard something about the Carter campaign. A majority of these aware voters (53%) say this campaign contact has made them more likely to vote for Carter.

Carter is well known and well-liked by the GOP electorate. By a significant margin, Carter is the best-known candidate with the highest favorable rating. Overall, 80% of the Republican electorate has heard of Carter and 43% of Republican votes have a favorable impression of him. Among the other candidates, no one exceeds 60% awareness and no candidate has a favorable rating higher than 19%.

Carter has room to grow his support by a significant margin. Following message testing about Mike Carter's biography and his positions on key issues, a second, informed ballot finds voter support for Carter at 67%, a 15-point increase. This is a clear indication that if the Carter campaign continues its exceptional voter outreach efforts, then Carter will be well-positioned to win.

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