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RE: Polling Toplines
DATE: June 1, 2022

From our recent survey of likely 2022 primary voters¹, it is clear that State Senator Steve Roberts is in a strong position to challenge incumbent Congresswoman Cori Bush in the August Democratic Primary in Missouri's 1st Congressional District. Given the incumbent's proclivity to vote against President Biden's signature bills, it is unsurprising that voters in the newly-drawn district are open to a new representative.

President Biden is widely popular across the district with 89% of primary voters holding a favorable opinion of the President, and the same percentage of voters approve of the job he is doing in the Oval Office. Congresswomen Bush's votes against the President's Infrastructure Bill and sanctions on Russia after the unprovoked invasion of Ukraine seem to be having a negative effect on the Congresswoman's level of support given that she is well-known (8 in 10 voters can rate her) and relatively well-liked (a majority have a favorable opinion). Despite her name recognition and favorability, just one-third of voters say they are planning on supporting her at this time.

On the other hand, voters are also relatively familiar with State Senator Steve Roberts (6 in 10 have an opinion on him) and three quarters of these voters have a positive opinion of the state senator. Currently, just under 1 in 5 voters plan on supporting Roberts (18%) compared to Bush's initial support of 36%. It is worth noting that 45% of voters are undecided and among voters who know both candidates, Bush's lead drops to near single digits and a third of these knowledgeable voters undecided at this time.

Given the large level of undecided voters, this race is definitively up for grabs. Among the voters who have yet to decide for whom to vote, Robert's is in a strong position to win the vast majority of them. Among this cohort, 79% consider themselves to be more moderate than Senator Bernie Sanders and representatives such as Congresswoman Bush. A majority of undecided voters take issue with Bush's vote against the Infrastructure Bill and 6 in 10 feel that

¹ 500 interviews among Democratic primary were conducted from May 24-29, 2022 over landline and cellphones. The results were weighted to ensure proportional responses. The margin of error is ± 4.4 at the 95% confidence level.



Democrats need pragmatic members of the party who are looking to get things done versus standing on principle.

Beating an incumbent is never an easy task, but given Congresswoman Bush's ceiling of support, the large number of undecided voters, and the district's alignment with State Senator Steve Roberts' politics, this is a winnable race for Roberts if he has the ability to communicate with the voters.