To: Interested Parties
From: Great Northwest PAC
Date: July 6, 2022
Re: Rusty Black's Momentum in Missouri State Senate District 12

Overview

Great Northwest PAC conducted a survey of 452 likely 2022 Republican primary voters in the 12th Senate District of Missouri from June 30 through July 5, 2022. The margin of error for this survey is +/-4.5%. The results of that survey are outlined below.

Fave/Unfav

Rusty Black has tremendous momentum and is well overperforming his two opponents with less than 30 days to election. Black's favorables are 14 points higher than Eggleston while their unfavorable numbers are nearly even at 9% and 10% respectively.

Q: What is your opinion of Rusty Black?
Favorable: 39%
Unfavorable: 9%
No opinion: 52%

Q: What is your opinion of J. Eggleston?
Favorable: 25%
Unfavorable: 10%
No opinion: 65%

Ballot

A cold ballot test reveals that Rusty Black has a significant lead on his opponents by a 24-point margin, with just over 40% undecided.

Q: Candidates in the 2022 Republican Primary Election for State Senate are Rusty Black, J. Eggleston and Delus Johnson. If the election were held today, for whom would you vote?

Rusty Black: 38%
J. Eggleston: 14%
Delus Johnson: 6%
Undecided: 42%

When broken down by the old State House districts before redistricting we can see that Black's stronghold is obviously his own district, HD-07, where he pulls 61% of the vote. Something to note, however, is Black's strength on his opponents' home turf. In Eggleston's district, HD-02, Black is essentially tied with him 33-32%, and in Johnson's district, HD-09 Black is leading 29-24%.

Column %	1	2	7	8	9	39	BALANCE
Rusty Black	29%	33%	61%	31%	29%	36%	43%
J. Eggleston	10%	32%	6%	18%	4%	9%	14%
Delus Johnson	6%	3%	5%	2%	24%	6%	0%
Undecided	56%	32%	28%	48%	43%	49%	43%

When broken down by DMA, it is clear that Black is the frontrunner in both major DMAs. In the Kansas City market, Black is leading the next candidate, Eggleston, by 24%

Column %	KANSAS CITY DMA (EST.)	ST. JOSEPH DMA (EST.)	BALANCE
Rusty Black	40%	32%	31%
J. Eggleston	16%	5%	10%
Delus Johnson	4%	20%	4%
Undecided	40%	43%	55%