



To: DMFI PAC
From: The Mellman Group
Re: Wesley Bell Takes The Lead Over Rep. Cori Bush In Missouri
Date: July 25, 2024

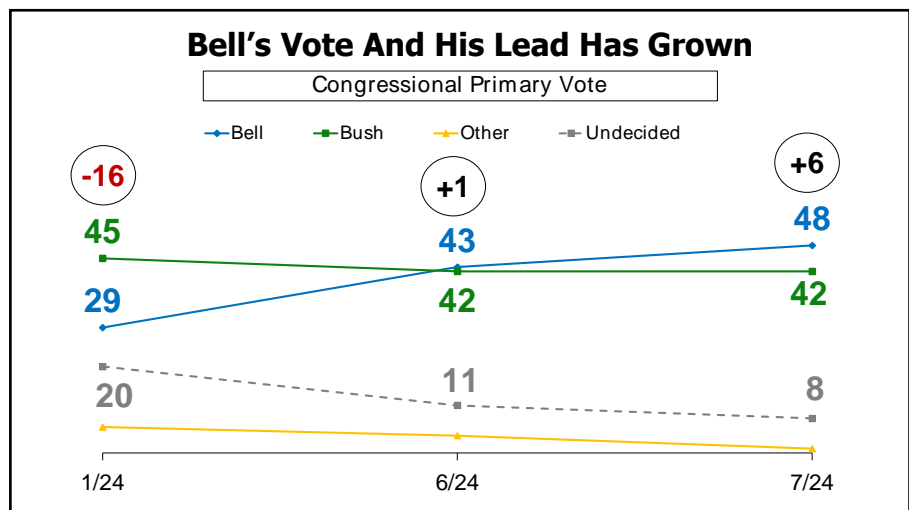
This analysis is based on a survey of 400 voters in Missouri's 1st Congressional District representing the likely August 2024 Democratic primary electorate. The survey used a registration-based sample, with interviews conducted via landline, cell, and text-to-online from July 21-24, 2024. The margin of error for the sample as a whole is +/- 4.9% at the 95% level of confidence (higher for subgroups).

Our recently completed poll shows that with less than two weeks until the primary election, Wesley Bell has moved into a 6-point, 48% to 42%, lead over Congresswoman Cori Bush. This is up from Bell's tiny 1-point lead (43% - 42%) in June, and a complete reversal from January when Bush led by double digits (45% - 29%).

Bell's Vote Increased While Bush's Is Stagnant

With early voting underway, Bell is the only one of the four candidates gaining ground. While Bell has increased his vote share by 5-points over the last month, Bush remains mired at the same 42% she held in June and garners less support today than she did in January. The two other candidates have gone from a combined 4% to only 1%.

Bell increased his vote share across all major demographic groups including gender, education, race. Bell also gained both inside and outside the city of St. Louis.

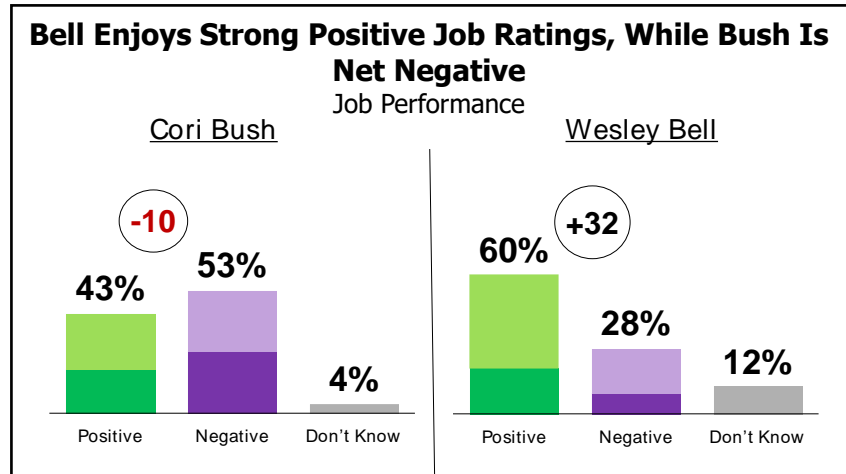


Bush's Image Has Deteriorated

Bush's job ratings weakened significantly since June, flipping from net positive to net negative. A 53% majority now give her negative marks, compared to 43% who offer positive evaluations.

The Congresswoman suffered a net shift of 14-points to the negative in one month.

By contrast, Bell enjoys strong positive ratings. A 60% majority have positive views of Bell's efforts as St. Louis County Prosecuting Attorney, while only 28% give him negative evaluations.



Bell's positive ratings are 17-points higher than Bush's while her negatives are 25-points higher than Bell's.

One of the biggest changes in Congresswoman Bush's image over the last month is the 12-point increase in the number of voters who say she does not get things done for the district. The percentage believing she is not honest and ethical jumped 8-points, while the percentage who feel she does not represent their point of view on the issues rose by 7-points.

Bell is much more likely to be perceived positively on those dimensions than Bush. In fact, Bell has the advantage on every image element we tested.

A lot can happen in the final two weeks of a race like this, but Bell clearly has the momentum in this contest.

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