



**MISSOURI GOP PRIMARY VOTERS (N=400; MoE +/- 5%)**  
**September 26-28, 2023**

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Can I speak to (FROM LIST)? IF NA: SCHEDULE CALL BACK  
PLEASE ONLY SPEAK TO THE LISTED PERSON

Hello, we are conducting a survey among voters regarding issues in your part of the state and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

S1. First, how likely are you to vote in the Republican Primary election for Governor in 2024, very likely, fairly likely, not very likely or not likely at all?

	<b>May 2023 (N=400)</b>	<b>Sept. 2023 (N=400)</b>
Very likely	87%	92%
Fairly likely	13%	8%

**INTRO Q2-4**

Now, I want to ask you about some people in the news. Please tell me if you have a very favorable, a somewhat favorable, a somewhat unfavorable, or very unfavorable opinion of each. If you have no opinion or have never heard of the person, just say so.

**Scale**

1. Very favorable
2. Somewhat favorable
3. Somewhat unfavorable
4. Very unfavorable
5. No opinion
6. Never heard of

**ROTATE Q2-4**

2. Bill Eigel

Very favorable	6%	9%
Somewhat favorable	8%	9%
<b>Total favorable</b>	<b>14%</b>	<b>18%</b>
<b>Total unfavorable</b>	<b>3%</b>	<b>4%</b>
Somewhat unfavorable	2%	2%
Very unfavorable	1%	2%
No opinion	17%	24%
Never heard of	66%	54%

3. Jay Ashcroft

	<b><u>May</u></b> <b><u>2023</u></b>	<b><u>Sept.</u></b> <b><u>2023</u></b>
Very favorable	25%	24%
Somewhat favorable	38%	37%
<b>Total favorable</b>	<b>63%</b>	<b>61%</b>
<b>Total unfavorable</b>	<b>10%</b>	<b>14%</b>
Somewhat unfavorable	8%	7%
Very unfavorable	2%	7%
No opinion	19%	17%
Never heard of	8%	7%

4. Mike Kehoe

Very favorable	10%	8%
Somewhat favorable	13%	16%
<b>Total favorable</b>	<b>23%</b>	<b>24%</b>
<b>Total unfavorable</b>	<b>7%</b>	<b>7%</b>
Somewhat unfavorable	4%	5%
Very unfavorable	3%	2%
No opinion	21%	26%
Never heard of	49%	44%

5. Looking ahead, if the 2024 Republican Primary election for Governor was held today and the candidates were (RANDOMIZE 1-3), for whom would you vote?

Jay Ashcroft	45%	42%
Bill Eigel	9%	12%
Mike Kehoe	12%	10%
None	5%	5%
Don't know	29%	31%

6. Now I'd like to read you some statements about the candidates for Governor.  
(RANDOMIZE STATEMENTS)

Jay Ashcroft supports allowing China and Russia to buy up Missouri farmland, jeopardizing our national security and food supply.

As Lieutenant Governor, Mike Kehoe backed the biggest tax increase in Missouri history and also wants to hike the sales tax, gas taxes and vehicle sales tax.

Bill Eigel is a trusted conservative fighter who opposes allowing China to buy our farmland, will eliminate the personal property tax and will take on the woke left trying to brainwash our kids.

Now after hearing this, I'd like to ask you again, if the 2024 Republican Primary election for Governor was held today and the candidates were (RANDOMIZE 1-3), for whom would you vote?

	<b><u>May</u></b> <b><u>2023</u></b>	<b><u>Sept.</u></b> <b><u>2023</u></b>
Bill Eigel	NA	52%
Jay Ashcroft		14%
Mike Kehoe		11%
None		4%
Don't know		18%

Now a few questions for statistical purposes.

7. When it comes to politics, do you generally consider yourself Liberal, Moderate, or Conservative? IF CONSERVATIVE: Is that somewhat Conservative or very Conservative?

Liberal	1%	5%
Moderate	13%	10%
<b>Total Conservative</b>	<b>84%</b>	<b>80%</b>
Somewhat Conservative	39%	24%
Very Conservative	45%	56%
Don't know	3%	5%

8. Age (FROM LIST)

18-34	4%	2%
35-44	8%	7%
45-54	14%	13%
55-59	10%	10%
60-64	12%	12%
65+	52%	56%

9. Gender (BY OBSERVATION)

Male	50%	50%
Female	50%	50%

10. County (FROM LIST)